

NEWSSTAND PRICE \$6.50.

Matthews Does It Again

RCA recording artists **The Dave Matthews Band** have landed another multiformat hit! "I Did It" moves to the top spot on this week's Adult Alternative chart. The song is also tied for No. 10 at Alternative and moves up from No. 27 to a tie for 17th at Rock — and, for good measure, it's also climbing the Active Rock and Hot AC charts.



JANUARY 26, 2001

Powell Named FCC Chairman

Michael Powell, son of Secretary of State Colin Powell, has been appointed by President Bush to take the reins of the government agency that regulates the radio industry. If his nomination is approved by the Senate, the younger Powell will become Chairman of the FCC. Full story, next page.



Handwritten initials 'WJ' in red ink.

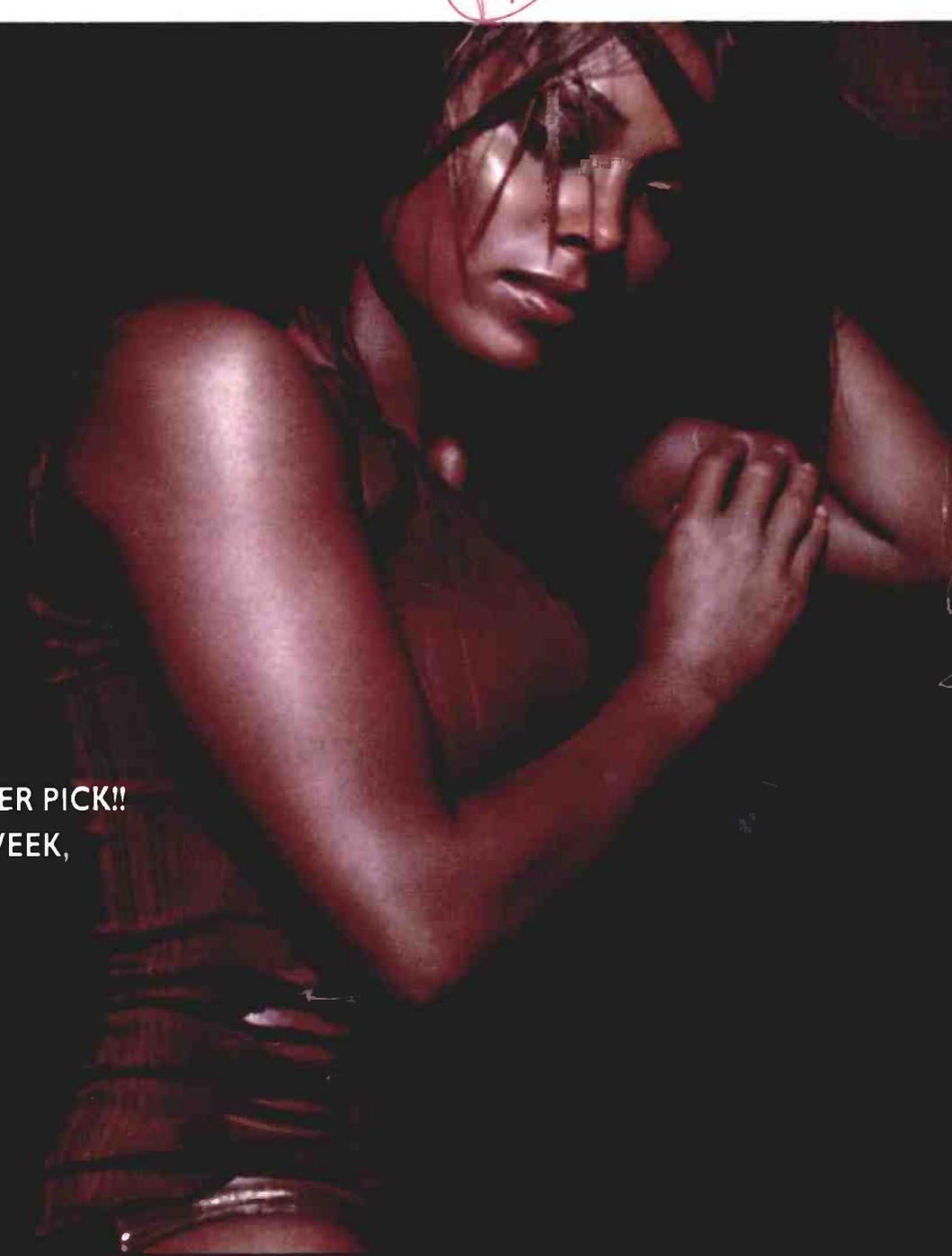
TAMIA

STRANGER IN MY HOUSE

**ADDED AT WKTU
IMPACTS
RHYTHM/CROSSOVER
1/29**

- AUDIENCE OVER 30 MILLION
- R&R URBAN CHART **7**
- CROSSOVER MONITOR 30*
- URBAN MONITOR 11*
- BILLBOARD DANCE CHART #24 POWER PICK!!
- SCANNING OVER 20,000 ALBUMS A WEEK,
OVER 300,000 UNITS TO DATE

THE HOTTEST
SINGLE OF THE YEAR
AND THE VIDEO
EVERYBODY'S
TALKING ABOUT



TESTING & REQUESTING EVERYWHERE!

WPGC Washington 60x	WERQ Baltimore 50x	WUSL Philadelphia 40x
WBLS New York 40x	WPHI Philadelphia 45x	KKBT Los Angeles 35x
WJBT Jacksonville 35x	WHHH Indianapolis 20x	WJHM Orlando 60x
WBHJ Birmingham 30x	WKYS Washington 55x	KOHT Tucson 20x

"A total female anthem!! It's been #1 phones and #2 callout."
- Dion Summers - PD - 92Q/Baltimore

FROM HER ELEKTRA DEBUT ALBUM A NU DAY

TRACK PRODUCED BY ANTHONY "SHEP" CRAWFORD FOR [S] PRODUCTIONS MANAGEMENT CLIFFORD L. ALEXANDER, JR. AND MRS. JANET HILL FOR ALEXANDER & ASSOCIATES, INC.
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RAB 2001!

The bulk of recruitment advertising can still be found in newspapers, despite the fact that radio has better access to the employment pool than any other medium. Today, with web technology, radio stations have the ability to compete better than ever for the lucrative recruitment market. You'll find a complete rundown in this week's Management, Marketing and Sales section. You'll also find a report on Candice Bergen's appearance in WBEB/Philadelphia's TV commercial, and an essay by Dick Kazan on an important trait of successful people.

Pages 12-19

RESEARCH THEME ISSUE

All of R&R's format editors cover an aspect of radio research this week. Here's the rundown:

- AC: Election '00 recap
- Adult Alternative: A closer look at AA
- Alternative: Budget research
- CHR: Tips from the pros
- Country: Callout research
- NAC/Smooth Jazz: Online behavior
- News/Talk: Listener insights
- Rock: A callout primer
- Urban: The power-ratio gap

Throughout this issue

IN THE NEWS

- XM Satellite Radio signs programming deals, outlines financial needs
- Michael Powers becomes Mercury/Nashville Sr. VP/Promo, John Etlinger VP/Nat'l Promo

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THIS #1 WEEK

- CHR/POP**
 - DESTINY'S CHILD Independent Women... (Columbia)
- CHR/RHYTHMIC**
 - OUTKAST Ms. Jackson (LaFace/Arista)
- URBAN**
 - JAGGED EDGE Promise (So So Def/Columbia)
- URBAN AC**
 - AVANT My First Love (Magic Johnson/MCA)
- COUNTRY**
 - DIXIE CHICKS Without You (Monument)
- AC**
 - 'N SYNC This I Promise You (Jive)
- HOT AC**
 - MATCHBOX TWENTY If You're Gone (Lava/Atlantic)
- NAC/SMOOTH JAZZ**
 - BONEY JAMES & RICK BRAUN R.S.V.P. (Warner Bros.)
- ROCK**
 - FUEL Hemorrhage (In My Hands) (550 Music/Epic)
- ACTIVE ROCK**
 - GODSMACK Awake (Republic/Universal)
- ALTERNATIVE**
 - LIFEHOUSE Hanging By A Moment (DreamWorks)
- ADULT ALTERNATIVE**
 - DAVE MATTHEWS BAND I Did It (RCA)

NEWSSTAND PRICE \$6.50



Powell Named FCC Chairman

■ Bush's choice praised by industry leaders; one commission seat still to be filled

By JOE HOWARD
R&R WASHINGTON BUREAU
jhoward@rronline.com

Ending weeks of speculation Michael Powell was appointed Chairman of the FCC on Monday by newly inaugurated President Bush. In a statement released late Monday Powell said, "I am deeply honored and privileged to have received President Bush's designation. I look forward to working with the new administration, Congress, my fellow commissioners and the very talented FCC staff on the important and challenging communications issues facing our nation."

Powell had been the rumored successor to Bill Kennard for some time, so the appointment came as no surprise. Still, his selection

brought praise from all over the industry. NAB President/

CEO Eddie Fritts called Powell's appointment "an outstanding choice." He said, "Michael Powell has demonstrated a keen intellect and a firm grasp of public-policy issues." And House Commerce Committee Chairman Billy Tauzin told Bloomberg that Powell is "the one person best-suited to bring the agency into the 21st century."

Powell's colleagues on the now four-member commission agreed. Susan Ness, whose term was extended by President Clinton in his last days in office, said that Powell's "leadership, intelligence, character and sense of humor are qualities that will serve him and the American

POWELL/See Page 32



Powell

Jamieson To Lead BMG North America

By STEVE WONSIEWICZ
R&R MUSIC EDITOR
swonz@rronline.com

As part of a companywide realignment of its music division,



Jamieson

Bertelsmann has promoted Robert Jamieson to President/CEO of BMG Entertainment North America. Jamieson will continue to be based in New York and will report to newly

installed BMG Entertainment President/CEO Rolf Schmidt-Holtz.

Jamieson will oversee Arista Records, headed by Antonio "L.A." Reid; BMG Distribution, headed by Pete Jones; the RCA

BMG/See Page 32



Agence France-Presse

Bush Shakes His Bon-Bon!

President George W. Bush looks on intently as Ricky Martin gives him a lesson on how to live la vida loca. Martin performed during a Jan. 18 preinauguration celebration held at the Lincoln Memorial in Washington, DC.

Michaels To Keynote TRS 2001

■ Clear Channel Radio chief to speak March 10

By AL PETERSON
R&R NEWS/TALK EDITOR
alpeterson@rronline.com



Michaels

Clear Channel Radio Chairman/CEO Randy Michaels will be the keynote speaker at R&R's Talk Radio Seminar, which will be held March 8-10 at the Marina Beach Marriott Hotel in Los Angeles. Michaels, who has risen from air talent to CEO

over the course of his colorful 30-year broadcast career, will speak to TRS 2001 attendees at a special Saturday-morning general session.

Michaels attended the State University of New York at Fredonia before accepting his first programming job, at WGR & WGRQ/Buffalo. In 1975 Taft Broadcasting sent Michaels to the company's struggling WKRQ-FM/Cincinnati, where he quickly established a reputa-

tion as an aggressive competitor who specialized in dramatic turn-arounds. After serving nearly a decade as VP/Programming for Taft's 12-station group, in 1983 Michaels formed Seven Hills Communications and became the new company's Exec. VP/Operations. Seven Hills later became

public Broadcasting and acquired four radio stations, including the venerable WLW/Cincinnati. It was at WLW that Michaels first fine-tuned a formula that is still very evident at a majority of today's successful Clear Channel-owned News/Talkers. Using a combination of colorful talk personalities, news and service dominance and professional

TRS/See Page 32

November Revenues Increased By 3%

Radio industry revenues went up 3% in November compared to November '99, according to the RAB. Local business rose 4%, while national revenues were even with the previous November.

The 3% increase matched the increase experienced in October and reaffirms a slowdown in the U.S. economy. All eyes will be on the December numbers — due to be released in a few weeks — because retailers complained of slow sales over the holiday season.

Despite the low-single-digit performance of the radio industry in the fall, year-to-date 2000 business was still 13% ahead of

the previous year (that includes a 13% increase in local business and a 14% increase in national revenues).

This was the first month that the RAB did not break out revenue performance by region, as has been the practice for at least the last decade. RAB spokesperson Renee Cassis said the decision to end regional breakouts was made by the accounting firm Miller, Kaplan, Arase & Co., which gathers and provides the numbers to the RAB. Accountant George Nadel Riven of the firm declined to specify the reason for ending the practice of regional reporting.

Emmis Sells 'TLC Duo To Radio One

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

Emmis Communications, which has been fending off a challenge on its home turf of Indianapolis by recent market invader Radio One, last week signed a nonbinding letter of intent for Radio One to acquire Gospel WTLC-AM and the intellectual property of Urban AC WTLC-FM.

Radio One will move the FM's call letters, programming, trademarks, logos and most of the station's employees to its 3,000-watt WBKS at 106.7 MHz, replacing that signal's Urban Oldies format. Radio One will also take over WTLC-AM in mid-February, via an LMA. Emmis Chairman/CEO Jeff Smulyan noted that one of the

WTLC/See Page 4

COLDPLAY

YELLOW

The first single from the acclaimed album PARACHUTES



Watch for Coldplay on tour in February:

Vancouver, BC 2/8 • Seattle, WA 2/9 • Portland, OR 2/10 • San Francisco, CA 2/12 •
Los Angeles, CA 2/14 • New York, NY 2/16 • Boston, MA 2/17 • Chicago, IL 2/19 •
Toronto, ONT 2/20

Produced by Ken Nelson and Coldplay • Mixed by Michael H. Brauer for MHB Productions
Management: Nettwerk Management  / Phil Harvey

hollywoodandvine.com / www.coldplay.com / NettWeb:www.nettwerk.com © 2001 EMI Records Ltd.



Bonneville/Chicago Ups Schnacke, James

WTMX/Chicago GSM Jerry Schnacke has been promoted to VP/GM of Bonneville's recently acquired WNIJ/Chicago and simulcast partner WNIZ/Zion, IL. Northern Illinois Broadcasting has agreed to sell the FM duo to Bonneville, and Schnacke will assume his new duties upon the close of the transaction.

At the same time, WTMX VP/Programming Barry James has been boosted to Station Manager of the Hot AC. James will continue programming the station and will handle all day-to-day operations.

BONNEVILLE/See Page 32

Williams Rises To Radio One/DC GM

Michele Williams has been promoted to GM of Radio One's Washington, DC cluster: Urban Talk WOL, Gospel WYCB, Urban WKYS and Urban AC WMMJ. Williams was previously Station Manager for the quartet and assumes day-to-day operations oversight from Tony Washington, who was promoted to VP/Sales for Radio One in January 1999.

When asked about her new responsibilities, Williams told R&R, "I think it is a fabulous opportunity. There's never a dull moment. Being with Radio One over the last two years, through its growth, has

WILLIAMS/See Page 25

'FOX/Atlanta Taps Richards As PD

KMPS/Seattle PD Mark Richards has been named PD for Cox Radio's Oldies WFOX/Atlanta. Richards begins his new duties Feb. 7. He arrives after four years at Country KMPS and replaces Michael Kay, who exited WFOX last month.

Richards told R&R, "I'm really excited about joining the team at Fox. I think all the pieces are now in place for Fox to really excel. [GM] Rick Mack and his current staff have had great success, but this final piece will hopefully push us over the top. I think this is going to be the year of the Fox."

RICHARDS/See Page 25

XM Needs \$150 Million By Year's End

■ Analyst: XM 'has most potential for upside'

XM Satellite Radio will need to raise another \$150 million, and perhaps as much as \$175 million, by year's end. CEO Hugh Panero this week said the company has enough money to operate until it begins service, expected by September, but it must raise the capital at the end of this year. Panero made the comments at C.E. Unterberg Towbin's sixth annual Satellite Industry Conference, at the Grand Hyatt Hotel in New York.

XM had raised about \$1.3 billion by last June and expects break-even EBITDA in 2004, when it forecasts it will reach 4 million customers.

This week C.E. Unterberg Towbin issued its annual satellite research

report, "2001 Outlook & Investment Guide," and media analyst William Kidd reiterated his "strong buy" rating on both XM and satellite competitor Sirius but cut his target price on XM from \$60 to \$50 and on Sirius from \$100 to \$80. In the report Kidd said XM "has the most potential for upside in the satellite sector, signifying it as our No. 1 pick for 2001." The 200-page report focuses on the satellite industry for investment purposes. Though the Wall Street firm reduced XM's year-end target price, the revision, Kidd said, "does not reflect a change in our sentiment, which remains bullish."

XM/See Page 25

Q100 Launches In Atlanta

WHMA (Alabama 100)/Anniston, AL completed its long-anticipated move-in to the Atlanta metropolitan area Tuesday morning by dropping Country in favor of CHR/Pop as WWWQ (Q100).

Susquehanna Sr. VP Mark Renier is overseeing the station, now licensed to College Park, GA, as GM. Brian Philips, Director of Susquehanna FM Programming for Atlanta and Dallas, will handle Q100's day-to-day programming while retaining his PD duties at Country KPLX/Dallas. Assisting Philips is former KHKS/Dallas PD Ed Lambert, who comes aboard as Program

Manager and midday host. A bevy of consultants, including Randy Lane, Steve Perun and Paragon Research head Mike Henry, are also involved with the station's launch, as are Susquehanna Sr. VP Rick McDonald and WNNX/Atlanta's Leslie Fram, Chris Williams and Jennifer Nech.

WWWQ becomes the fourth station in Atlanta to offer CHR programming: WSTR (Star 94) offers an adult-oriented presentation, while WBTS (The Beat) and suburban WLDA (Wild 96.7) offer a rhythmic-leaning CHR formula.

Q100/See Page 32

Powers Now Mercury/Nashville SVP/Promo

■ Ettinger elevated to VP/National Promotion

Mercury/Nashville VP/Promotion Michael Powers has been elevated to Sr. VP/Promotion. Concurrently, VP/Midwest & Northeast Promotion John Ettinger has been upped to VP/National Promotion.

"It gives me great pleasure to announce these promotions," Mercury/Nashville President Luke Lewis said. "In his years with this company, Michael has proven time and again how invaluable his experience and gut instincts are to the success of this label."

"At this crucial and changing time within the music business, having a strong, dedicated promotion staff that is willing to go to the wall is not optional — it's a must. With Michael at the helm of what I consider to be the best promotion team in the business, we look forward to

a chart-busting year for our Mercury/Nashville artists."

Commenting on Ettinger's promotion, Lewis said, "John's move from a regional to a national position couldn't be more timely as Mercury/Nashville readies to introduce several new artists to Country radio and bring in new product

MERCURY/See Page 25

JANUARY 26, 2001

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Brenner Adds KMPS/Seattle PD Duties

Becky Brenner has added PD duties for Country KMPS-FM/Seattle. She is currently KYCW-AM & KMPS-FM's Operations Director and replaces Mark Richards, who moves to Atlanta as PD of Oldies WFOX (see story, this page).

"With Becky assuming the daily PD responsibilities, I am confident that we will have a seamless transition," In-



Brenner

finity/Seattle VP/GM Lisa Decker commented, "Her passion for country music, KMPS and Seattle are second to none. That, along with Becky's 16 years of association with KMPS, makes her the perfect choice to take over the programming reins at KMPS." Brenner said, "KMPS has a long tradition as one

BRENNER/See Page 25

Conroy Appointed To Head AOL Music

America Online has tapped online-music veteran Kevin Conroy to head AOL Music. Conroy will direct AOL's digital-music strategy, including the company's online relationships with major record labels, the rollout of its digital-music subscription service and the management of its online music properties (Spinner, Winamp and the AOL Music Channel). Conroy reports to AOL Sr. VP/GM



Conroy

Jonathan Sacks. AOL Chairman/CEO Barry Schuler said, "Online music is one of the clearest and most exciting synergies in the new AOL Time Warner, and we're very pleased that Kevin will be leading our efforts in this space. Kevin is an experienced and respected music industry executive with a strong reputation

CONROY/See Page 32

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NEWS DESK:	310-788-1699	310-203-9763	newsroom@ronline.com	EDITORIAL, OTHER DEPTS:	310-553-4330	310-203-9763	mailroom@ronline.com
R&R ONLINE SERVICES:	310-788-1675	310-553-4056	jill@ronline.com	WASHINGTON, DC BUREAU:	202-463-0500	202-463-0432	rrdc@ronline.com
ADVERTISING/SALES:	310-553-4330	310-203-8450	hmowry@ronline.com	NASHVILLE BUREAU:	615-244-8822	615-248-6655	ihelton@ronline.com

FCC Postpones Auction Of New FM Stations

Availability of 355 construction permits moved to May

By Joe Howard
R&R WASHINGTON BUREAU
jhoward@rronline.com

The FCC announced on Jan. 19 that its planned auction of 355 construction permits for new stations in the U.S. and Guam has been moved from Feb. 21 to May 9. In its notice the commission also denied requests from two parties, one of them National Public Radio, to allow noncommercial broadcasters to apply for vacant allotments.

NPR and the Sister Sherry Lynn Foundation had asked the commission to modify its procedures to allow noncommercial educational broadcasters to apply for noncommercial stations without having to compete in an auction, but that request was denied. The FCC said that none

of the allotments "are reserved exclusively for noncommercial educational use or are otherwise exempt from competitive bidding procedures." It added that neither party had demonstrated that the public interest would be served by modification of the auction procedures.

The agency also reiterated that it will cancel any auction for a vacancy that receives only one application. There must be "mutual exclusivity," meaning at least two competing applications, for an auction to be held.

In a separate action, the FCC put a freeze on certain types of applications for FM station modifications. The commission froze applications for minor changes to existing FM stations between March 7-19 in order to protect against conflicts between auction participants and minor-change applicants.

ABC News To Cut Budget By Up To \$20 Million

Senior source says cuts won't affect radio

ABC News announced this week that it expects to cut between \$15 million and \$20 million from its budget. *Variety* reported that the division hopes to avoid job cuts by slashing its annual budget. Sources told the paper that, as a result of the cost-cutting, a "handful" of correspondents may not have their contracts renewed, though such top talent as Diane Sawyer and Peter Jennings would not be affected.

Among the cost-cutting measures reported were the combining of ABC's *Weekend Edition* and *World News* operations and the scaling back of video shoots to use two cameras

instead of three. Last year ABC News President David Westin made at least two rounds of cutbacks.

A senior-level ABC Radio News source with whom R&R spoke hadn't

heard about any budget cuts but said that any cuts would not affect the radio division. In fact, the source said that ABC Radio News is coming off of its best year ever for profit and added, "I do expect to hire additional broadcasters." According to the source, the radio division is planning to fill one newly created position in addition to filling vacancies for correspondents and a news editor.

—Joe Howard

WTLC

Continued from Page 1

conditions of the sale was that the WTLC employees going to Radio One would, at a minimum, have a one-year guaranteed contract.

Smulyan said the sale of WTLC is "personally painful," but he added that it is also "in the best interest of both companies." Emmis retains WTLC-FM's 105.7 MHz frequency but has not announced a new format. Emmis had operated the combo since

June 1997, when it acquired the stations from Panache Broadcasting.

Once the deal is complete, Radio One will own three FMs, one AM and low-power WAV-TV in Indianapolis.

WTLC/See Page 8

Bloomberg

BUSINESS BRIEFS

Viacom Closes On \$3 Billion BET Purchase

Viacom has closed on its \$3 billion purchase of BET, announced in November (R&R 11/10/00). The acquisition of stock and assumed debt not only bulks up the world's No. 3 media company, it gives it a cable network targeted to African Americans, who make up one of the nation's fastest-growing and most lucrative populations. BET reaches more than 63 million U.S. homes, and its annual revenues are about \$70 million. Viacom also brings aboard BET founder/CEO Robert Johnson and his executive team, who will continue running the cable operation, which is headquartered in Washington, DC. Viacom intends to boost BET's distribution to as wide as that of MTV, which reaches about 75 million homes in the U.S.

McCain: Another Push For Campaign Finance Reform

Addressing one of the major issues of his presidential campaign, Arizona Senator John McCain on Monday relaunched his campaign finance reform effort under the new McCain-Feingold-Cochran bill. The bill would prohibit labor unions and for-profit corporations from spending their funds on radio or TV ads that refer to a clearly identified candidate and that appear within 30 days of a primary or 60 days of a general election. Print ads, direct mail, voter guides and the Internet would be exempt. During the 2000 presidential race McCain vowed that there would be "blood on the floor" of the Senate if reform legislation were not passed. President Bush has been resistant to McCain's version of reform, and some Bush supporters criticized McCain for introducing the bill on Bush's first full day in office. But in a Tuesday-morning appearance on *Imus in the Morning*, former Senator Bob Dole agreed with McCain's timing, saying that introducing a bill sooner rather than later is a better approach.

Strategic Seeks Court Permission For Interim Funding

In a recent court filing, beleaguered research firm Strategic Media warned that it may not have enough cash to see itself through a planned acquisition by an all-star lineup of radio executives that includes Jim de Castro, David Kantor and Alfred Liggins. So, in order to avoid possibly shutting its doors, Strategic Media has asked the bankruptcy court if it may borrow as much as \$80,000 from its new investors and use those funds for operating purposes rather than to pay back its current creditors. Strategic said that some of its customers have delayed paying their bills following the bankruptcy filing.

Continued on Page 8

R&R Stock Index

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

	1/19/00	1/12/01	1/19/01	1/26/00	1/12/01-1/19/01
R&R Stock Index	395.42	270.97	274.91	-30%	+1.5%
Dow Industrials	11,489.36	10,525.38	10,587.59	-7.8%	+0.6%
S&P 500	1455.95	1318.55	1342.54	-7.8%	+1.8%

Chicago's Most listened to Morning Show... Again and Again and Again!



#1

3 Times in a row Persons 25-54 (M-F 6A-10A AQH Share)*

8 Times in a row Persons 25-34 (M-F 6A-10A Cume Persons)**

10 Times in a row Women 25-49 (M-F 6A-10A Cume Persons)***

10 Times in a row Women 25-54 (M-F 6A-10A Cume Persons)****

ERIC & Kathy

101.9 fm

THE MIX

For more information call 312/946-1019

*Sp, Su, Fa 2000 Arbitron Chicago Ratings Marketing Report

**Wi, Sp, Su, Fa '99 Wi, Sp, Su, Fa '00 Arbitron Chicago Ratings Marketing Report

***Su, Fa '98 Wi, Sp, Su, Fa '99 Wi, Sp, Su, Fa '00 Arbitron Chicago Ratings Marketing Report

****Su, Fa '98 Wi, Sp, Su, Fa '99 Wi, Sp, Su, Fa '00 Arbitron Chicago Ratings Marketing Report

“THIS IS A TOTALLY NEW APPROACH to sales recruitment and it works. Because of the way the system works, all the applicants – and there were a lot of them – took the process seriously. As a nice by-product, the advertising approach used raised the activity of people calling the station who were interested in the job.

BLAISE HOWARD
VICE PRESIDENT / GENERAL MANAGER
WBEB (B-101)
PHILADELPHIA



“Here’s the bottom line: many people responded, the in-depth profiles we received on each of them were fantastic, and we have hired five strong people because of this system. And the process only took about three weeks. That’s pretty impressive.”

“I’LL ADMIT I was a little skeptical about this new process at first because finding great salespeople is a difficult job. I’ve found it’s always taken a tremendous amount of time and energy from me and others... time that we could have spent generating revenue. And sometimes, despite my best efforts, our recruiting would end up without hiring a single person.

But the results of this process have made a believer out of me! Through its self-qualifying nature, the power of a highly effective advertising approach, and the initial screening and testing program, we identified more qualified prospects than we ever have...and fast.

We narrowed it down to eight impressive candidates, out of which we hired the two new salespeople we needed...and we’re very excited about them.”



JENNIFER HART
GENERAL SALES MANAGER
WKRR (Rock 92) / WKZL
GREENSBORO

HOW TO GET ALL THE GREAT SALESPEOPLE YOU CAN USE IN 27 DAYS.

A SPECIAL PRESENTATION OF THE PROCESS AT THE RAB CONVENTION
SATURDAY, FEBRUARY 3RD AT 9:30 A.M.

Moyes Research



DEAL OF THE WEEK

- **Shockley/Northern Communications Deal \$200 million**

2001 DEALS TO DATE

Dollars to Date: \$256,777,100
(Last Year: \$117,655,028)

Dollars This Week: \$218,375,100
(Last Year: \$17,925,518)

Stations Traded This Year: 42
(Last Year: 70)

Stations Traded This Week: 20
(Last Year: 19)

TRANSACTIONS AT A GLANCE

All transaction information provided by BIA's MEDIA Access Pro, Chantilly, VA.

- **WTLC-AM & FM/Indianapolis, IN** Undisclosed
- **KXXX-AM & KQLS-FM/Colby; KGNO-AM, KOLS-FM & KRPH-FM/Dodge City; KZLS-FM/Great Bend; KNNS-AM & KGTR-FM/Larned; KYUU-AM & KSLS-FM/Liberal; KILS-FM/Minneapolis; KFNF-FM/Oberlin; and KWLS-AM & KDGB-FM/Pratt, KS** \$5 million
- **WKOX-AM/Framingham (Boston), MA** \$10 million
- **WDME-FM/Dover-Foxcroft, ME** \$175,100
- **KZRQ-FM/Ash Grove and KHTO-FM/Mount Vernon (Springfield), MO** \$6 million
- **WMYT-AM/Carolina Beach (Wilmington) and WDVV-FM/ Wilmington, NC** \$125,000
- **KAJI-FM/Point Comfort, TX** \$400,000
- **KSET-AM & KLOI-FM/Silsbee (Beaumont-Port Arthur), TX** \$475,000
- **KOVO-AM/Provo (Salt Lake City-Ogden), UT** \$335,000

Radio One Gets Some 'TLC In Indy

- **Acquires WTLC-AM, intellectual property of WTLC-FM; Clear Channel grabs 'KOX in \$10 million Beantown deal**

Deal Of The Week

Shockley/Northern Communications Multistate Deal

PRICE: \$200 million
TERMS: Asset sale for cash
BUYER: Northern Communications, headed by President Roger Ohlrich. No phone listed. It owns no other stations.
SELLER: Shockley Communications Corp., headed by Exec. VP Sandy Shockley. Phone: 608-288-3044
BROKER: Kalil & Co.

COMMENT: This transaction also includes the sale of KXLT-TV/Rochester, MN; WYOW-TV/Eagle River, WI; WOOW-TV/Eau Claire, WI; WXOW/La Crosse, WI; WKOW-TV/Madison, WI; and WAOW-TV/Wausau, WI by Shockley to Northern Communications. The five Wisconsin stations were immediately sold to Quincy Newspapers, and KXLT was sold back to Shockley.

Minnesota

KDAL-AM & FM & KTCO-FM/Duluth

FREQUENCY: 610 kHz; 95.7 MHz; 98.9 MHz
POWER: 5kw; 100kw at 804 feet;

100kw at 600 feet
FORMAT: Full Service; AC; Country

Wisconsin

KXTP-AM, WDSM-AM & KRBR-FM/Superior (Duluth, MN)

FREQUENCY: 970 kHz; 710 kHz; 102.5 MHz
POWER: 1kw day/26 watts night; 10kw day/5kw night; 100kw at 600 feet
FORMAT: Childrens; Sports; CHR

Multistate Deal

Alpine/North Rocky Mountain Transaction

PRICE: \$1.2 million
TERMS: Asset sale for cash. An escrow deposit of \$60,000 will be made, with the remainder to be paid in cash at closing.
BUYER: North Rocky Mountain Inc., headed by President/Director Kevin Hesse. Phone: 561-694-1208. It owns no other stations.
SELLER: Alpine Broadcasting Ltd., headed by General Partner Scott Parker. Phone: 208-726-5324

Idaho

KWYS-FM/Island Park

FREQUENCY: 102.9 MHz
POWER: 46kw at 2,733 feet
FORMAT: Country

Montana

KWYS-AM & KEZQ-FM/ West Yellowstone

FREQUENCY: 920 kHz; 92.9 MHz
POWER: 1kw; 46kw at 2,733 feet
FORMAT: Oldies; Classic Rock

Indiana

WTLC-AM & FM/ Indianapolis

PRICE: Undisclosed
TERMS: Radio One will acquire WTLC-AM in an asset sale for cash. It is acquiring the intellectual property of WTLC-FM and will place it on WBKS-FM.
BUYER: Radio One Inc., headed by President/CEO Alfred Ligglins III. Phone: 301-306-1111. It owns 48 other stations, including WBKS-FM, WHHH-FM & WYJZ-FM/Indianapolis.
SELLER: Emmls Communications, headed by President/CEO Jeff Smulyan. Phone: 317-266-0100
FREQUENCY: 1310 kHz; 105.7 MHz
POWER: 5kw day/1kw night; 50kw at 449 feet
FORMAT: Gospel; Urban

Kansas

KXXX-AM & KQLS-FM/ Colby; KGNO-AM, KOLS-FM & KRPH-FM/ Dodge City; KZLS-FM/ Great Bend; KNNS-AM & KGTR-FM/Larned; KYUU-AM & KSLS-FM/ Liberal; KILS-FM/ Minneapolis; KFNF-FM/ Oberlin; and KWLS-AM & KDGB-FM/Pratt

PRICE: \$5 million
TERMS: Asset sale for cash. A \$600,000 good-faith escrow deposit has been made. The entire balance will be paid in cash at closing.
BUYER: Waitt Radio Inc., headed by Chairman Norman Waitt Jr. Phone: 402-330-2520. It owns 24 other stations. This represents its entry into the market.
SELLER: Goodstarr Broadcasting

Inc., headed by CEO Gene Dickerson. Phone: 316-729-8011
FREQUENCY: 790 kHz; 100.3 MHz; 1370 kHz; 95.5 MHz; 93.9 MHz; 107.9 MHz; 1510 kHz; 96.7 MHz; 1470 kHz; 101.5 MHz; 92.7 MHz; 101.1 MHz; 1290 kHz; 93.1 MHz
POWER: 5kw; 100kw at 610 feet; 5kw day/230 watts night; 100kw at 807 feet; 100kw at 807 feet; 99kw at 909 feet; 1kw; 3kw at 266 feet; 1kw; 100kw at 541 feet; 50kw at 466 feet; 100kw at 420 feet; 5kw day/500 watts night; 100kw at 807 feet
FORMAT: Country/News; Hot AC; Oldies; Hot AC; Classic Rock; Hot AC; Adult Standards; Oldies; Regional Mexican; Country; Classic Rock
BROKER: Dick Chapin of Chapin Enterprises and Richard Foreman of Richard A. Foreman Associates Inc.
COMMENT: This deal originally

Continued on Page 8

Looking for NTR?

Online employment advertising is the third largest revenue generator on the Internet.

Simply create a link on your Web site pointing to our Employment-Classifieds software. Our software...

1. Becomes your station's very own Employment Center. (It's customized to match your station's existing Web site.)
2. Costs your station \$0 to install, maintain, and support.
3. Enables you to receive up to 75% of all the revenue generated. You make money as employers run classified job ads. You are paid monthly.
4. Requires no sales staff in order to generate revenue.
5. Has your name on it. Builds your brand (not somebody else's). Keeps visitors coming back to your site.
6. Comes preloaded with local job openings and resumes of local job seekers. (Also works for national sites.)

www.Employment-Classifieds.com

Newspapers may own the print employment classified market, but radio will own it on the Web!

Powered by Top Echelon
(the world's largest network of executive recruiters)

“THIS IS A TOTALLY NEW APPROACH to sales recruitment and it works. Because of the way the system works, all the applicants – and there were a lot of them – took the process seriously. As a nice by-product, the advertising approach used raised the activity of people calling the station who were interested in the job.

BLAISE HOWARD
VICE PRESIDENT GENERAL MANAGER
WBEB (B-101)
PHILADELPHIA



“Here’s the bottom line: many people responded, the in-depth profiles we received on each of them were fantastic, and we have hired five strong people because of this system. And the process only took about three weeks. That’s pretty impressive.”

“I’LL ADMIT I was a little skeptical about this new process at first because finding great salespeople is a difficult job. I’ve found it’s always taken a tremendous amount of time and energy from me and others... time that we could have spent generating revenue: And sometimes, despite my best efforts, our recruiting would end up without hiring a single person.

But the results of this process have made a believer out of me! Through its self-qualifying nature, the power of a highly effective advertising approach, and the initial screening and testing program, we identified more qualified prospects than we ever have...and fast.

We narrowed it down to eight impressive candidates, out of which we hired the two new salespeople we needed...and we’re very excited about them.”



JENNIFER HART
GENERAL SALES MANAGER
WKRR (ROCK 92) / WKZL
GREENSBORO

HOW TO GET ALL THE GREAT SALESPEOPLE YOU CAN USE IN 27 DAYS.

A SPECIAL PRESENTATION OF THE PROCESS AT THE RAB CONVENTION
SATURDAY, FEBRUARY 3RD AT 9:30 A.M.

Moyes Research



Transactions

Continued from Page 6

appeared in the Jan. 5, 2001 issue of R&R with an undisclosed price.

Massachusetts

WKOX-AM/Framingham (Boston)

PRICE: \$10 million

TERMS: Asset sale for cash. The entire amount will be paid in full at closing, and \$2,000 will be allocated to a one-year noncompete agreement.

BUYER: Clear Channel Communications, headed by Chairman/CEO, Radio Randy Michaels. Phone: 606-655-2267. It owns 1,162 other stations, including WXKS-AM & FM & WJMN-FM/Boston.

SELLER: Fairbanks Communications, headed by GM Scott Gibbons. Phone: 508-820-2444

FREQUENCY: 1200 kHz

POWER: 50kw

FORMAT: Spanish Religious

BROKER: Blackburn & Company

Maine

WDME-FM/Dover-Foxcroft

PRICE: \$175,100

TERMS: Undisclosed

BUYER: The Zone Corp., headed by President Arthur Greene. Phone: 212-661-8200. It owns two other stations. This represents its entry into the market.

SELLER: Mid-Maine Media Inc., headed by GM Richard Thau. Phone: 207-564-2642

FREQUENCY: 103.1 MHz

POWER: 4.78kw at 358 feet

FORMAT: AC

Missouri

KZRQ-FM/Ash Grove and KHTO-FM/Mount Vernon (Springfield)

PRICE: \$6 million

TERMS: Asset sale for cash

BUYER: Wilks Broadcasting LLC, headed by CEO Jeff Wilks. Phone: 617-964-9002. It owns five other stations. This represents its entry into the market.

SELLER: Radio 2000 Inc., headed by President Frank Copsidas Jr. Phone: 406-863-4500

FREQUENCY: 104.1 MHz; 106.7 MHz

POWER: 11kw at 505 feet; 18kw at 394 feet

FORMAT: Rock; CHR

BROKER: Michael Bergner of Bergner & Co.

North Carolina

WMYT-AM/Carolina Beach (Wilmington) and WDVV-FM/Wilmington

PRICE: \$125,000

TERMS: Asset sale for cash. A deposit of \$25,000 will be made upon the execution of this agreement, with the balance paid in cash at closing.

BUYER: Family Radio Network, headed by President/GM Jim Stephens. Phone: 910-763-2452. It owns three other stations, including WLSG-AM & WWIL-AM/Wilmington.

SELLER: Praise Broadcasting Inc., headed by President Dennis Anderson. Phone: 910-859-3000

FREQUENCY: 1180 kHz; 89.7 MHz

POWER: 10kw; 6kw at 144 feet

FORMAT: Religious; Religious

Texas

KAJI-FM/Point Comfort

PRICE: \$400,000

TERMS: Asset sale for cash. An escrow deposit of \$20,000 will be made, with the balance paid in cash at closing.

BUYER: Fort Bend Broadcasting, headed by Roy Henderson. Phone: 713-227-2600. Henderson owns 12 other stations. This represents his entry into the market.

SELLER: BK Radio, headed by Partner Bryan King. Phone: 512-444-9268

FREQUENCY: 94.1 MHz

POWER: 25kw at 194 feet

FORMAT: Oldies

KSET-AM & KLOI-FM Silsbee (Beaumont-Port Arthur)

PRICE: \$475,000

TERMS: Asset sale for cash

BUYER: William Hill. Phone: 210-493-6015. He owns no other stations.

SELLER: Proctor-Williams Inc., headed by President Gerald Proctor. Phone: 409-385-2883

FREQUENCY: 1300 kHz; 101.7 MHz

POWER: 500 watts day/38 watts night; 11kw at 472 feet

FORMAT: Oldies; Country

Utah

KOVO-AM/Provo (Salt Lake City-Ogden)

PRICE: \$335,000

TERMS: Asset sale for cash

BUYER: Bruce Buzil & Chris Devine. Phone: 312-204-9900. They own 59 other stations, including KFVR-FM & KUUV-FM/Salt Lake City-Ogden.

SELLER: Great Stock Company. No phone listed.

FREQUENCY: 960 kHz

POWER: 5kw day/1kw night

FORMAT: Spanish Misc.

BROKER: Greg Merrill of Media Services Group

COMMENT: The official licensee name for this transaction is Millcreek Broadcasting. This deal originally appeared with an undisclosed price in the Nov. 17, 2000 issue of R&R.

WTLC

Continued from Page 4

Bill Shirk, who sold Radio One his two FMs and the TV station last July, will continue as GM for the expanded operation.

At R&R's press time on Tuesday, Radio One CFO Scott Royster said he expected a definitive agreement to be signed by the end of the week.

Bloomberg BUSINESS BRIEFS

Continued from Page 4

Citadel Discontinues Monthly Guidance

Now that it has agreed to sell all of its stock to Forstmann Little for \$26 per share and become a private entity (R&R 1/19), Citadel Communications will no longer hold monthly guidance teleconferences. The \$2 billion acquisition is set to close in the second part of this year. Citadel will continue to report quarterly and annual earnings and expects to announce its Q4 and full-year 2000 results on Feb. 26.

Emmis Not For Sale; Beasley Open To 'Bona Fide Offers'

The Citadel acquisition sparked speculation about which company might be next to go private or be sold to a larger group. Emmis Communications immediately made it clear that it is not being shopped to a high bidder, and a Beasley Broadcast Group spokesman made a similar statement on Jan. 22, saying that the Naples, FL group is not for sale. The following day Beasley clarified its position: "Beasley is committed to maximizing shareholder value long-term. If any bona fide offer for the company were presented, the board of directors would certainly consider it."

FCC Actions

The FCC has cleared the way for a long-awaited 22-station Clear Channel-Cumulus deal by denying a Petition for Stay filed by Davis Broadcasting. Davis' petition asked the commission to hold up Clear Channel's purchase of 22 Cumulus stations in Indiana, Iowa, Kentucky and Minnesota — a deal that had already been cleared by the agency. The commission said Davis failed to meet its criteria for delaying the sale. The FCC must still act on Davis' petition to deny Cumulus' sale of a six-station combo in Columbus, GA to Clear Channel.

- The FCC said it will take a closer look at Clear Channel's proposed purchase of KBUL-AM/Billings, MT from Marathon Media. The commission said it wants to conduct additional analysis of the ownership concentration in the market — the same reason it flagged Clear Channel's acquisition of Marathon's KORD/Richland, WA earlier this month (R&R 1/12).

- The FCC has fined KEOT Inc., owner of KEOT-FM/St. George, UT, \$8,000 for transferring 50% of its ownership without prior commission consent. The company argued that the fine should be waived due to its "exemplary" record of compliance with FCC rules. The commission rejected that argument, saying that it has concluded that certain individuals involved in KEOT have also been party to unauthorized transfers of other stations.

- The FCC has denied a Rainbow/PUSH Coalition petition opposing license renewal for KWMU/St. Louis, the University of Missouri's noncommercial FM. Rainbow/PUSH claimed in the petition that there has been racial discrimination by the station. The FCC responded that it is not within its jurisdiction to rule on discrimination charges and referred the allegations to the EEOC. The commission nonetheless proposed an \$8,000 fine against KWMU for "lack of candor" in its reporting to the commission, saying that the station had failed to report EEO complaints filed against it to the FCC as required. Renewal of the station's license is contingent on payment of the fine, which KWMU can appeal.

Black Journalists' Association Decries EEO Decision

The National Assn. of Black Journalists is challenging broadcast companies to continue compliance with the FCC's EEO rules despite the fact that those rules have been ruled unconstitutional by a federal appeals court (R&R 1/19). The NABJ pointed out that the ruling is not yet effective and that it is unlikely to go into effect until mid-March at the earliest. The decision may be delayed even further, the association added, depending on whether the FCC decides to pursue further judicial review. But NABJ VP/Broadcast Condace Pressley, who is also Asst. PD at WSB-AM/Atlanta, believes that further review is unlikely, given the change of presidential administration and the departure of FCC Chairman Bill Kennard. Pressley said, "What needs even closer examination are the ramifications of these megamergers. No one is talking about diversity in these media mergers. The talk is of cutting costs, and cost-cutting equals job-cutting. And, too often, people of color are the first to go."

Northern Buys Out Shockley For \$200 Million

Northern Communications Acquisition Corp. reached an agreement last week to purchase all of Shockley Communications' issued and outstanding shares. Northern will own and operate Shockley's Duluth-Superior radio group: KXTP-AM, WDSM-AM & KRBR-FM/Superior, WI and KDAL-AM & FM & KTCO-FM/Duluth, MN. Northern also acquired Shockley's TV stations, which were subsequently spun off. Kail & Co. acted as brokers for the transaction. Shockley Exec. VP/Radio Sandy Shockley told R&R that the decision of she and her husband, company President/CEO Terry Shockley, to sell was based in part on the company's inability to find attractive properties to acquire. "A company can't stand still. If you do, you start going downhill," she said. She added that the sale will be good for shareholders. The Shockleys will continue to manage KXLT-TV/Rochester and in the future may work in sales and management training or assist banks with managing stations that have been forced into distress sales.

American Tower Prices Stock Offering

American Tower is offering 10 million shares of class A common stock through Goldman Sachs & Co. Goldman Sachs was also granted an option to purchase another 1.5 million shares to cover overallocments. Net proceeds from the offering, which closed Tuesday, were approximately \$361 million.

Big City To Rep Hispanic Radio Network Shows

Big City Radio said last week that it has agreed to represent Hispanic Radio Network's nationally syndicated radio programs, but not the individual radio stations on which they air. Many of the HRN stations are owned by Hispanic Broadcasting; representation for that company's stations remains with Katz.

Earlier he had told R&R that the companies announced the deal before signing a definitive agreement because some of Emmis' employees were hearing rumors that the deal was evolving. The sale price will be disclosed with the contract, but until then it's "more than a dollar, less than a billion," Royster joked.

One aspect of the agreement has been revealed: Both groups will jointly donate \$1 million to promote educational opportunities for Indianapolis minority youths.

In related news, Salem Communications has completed its sale of KALC-FM (Alice)/Denver to Emmis. In September, Emmis agreed to buy Alice for about \$98 million

cash from Salem, which acquired the station and others from the Clear Channel spinoffs. Emmis has been operating the CHR/Pop station under an LMA. Salem President/CEO Ed Atsinger said the sale of KALC has "reduced our debt to a more comfortable level" and allows the company to pursue expansion into the Contemporary Christian format.

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Executive in Charge of Production, JACK SEIFERT • Executive in Charge, FRANCIS LA MAINA**

*Nielsen 1/8/01

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January 9, 2001

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Now, BMI puts the Web to work for Team BMI writers. They have exclusive access to powerful interactive tools on BMI's eNet...to check royalty accounts and radio and television airplay, or register new songs online. And, we pioneered the Internet both as a cutting-edge promotional tool...and a promising source of royalty income.

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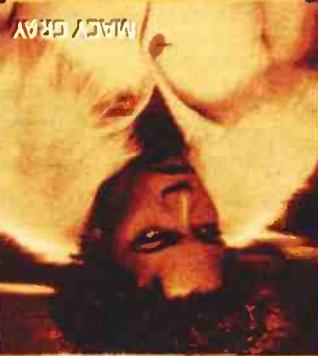
We're proud to have these, and many more, award-winning songwriters on Team BMI.

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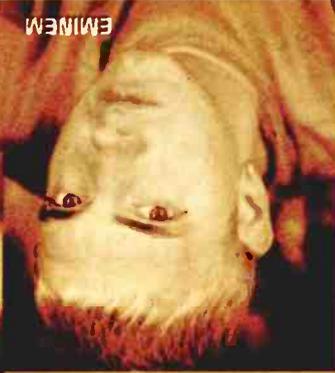
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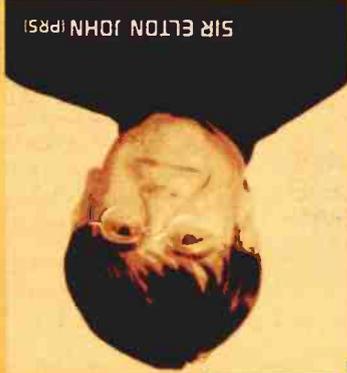
MAC/GRAY



EMINEM



SIR ELTON JOHN (P.R.S.I.)



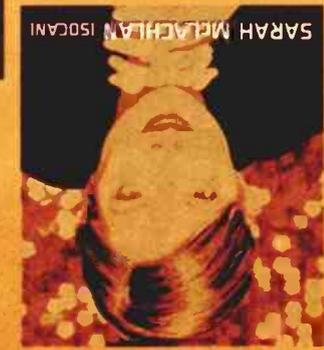
ROB THOMAS



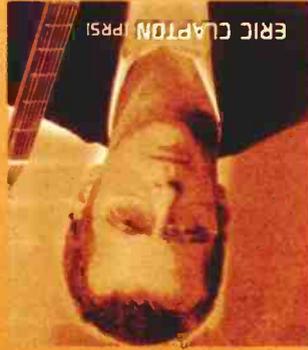
KID ROCK



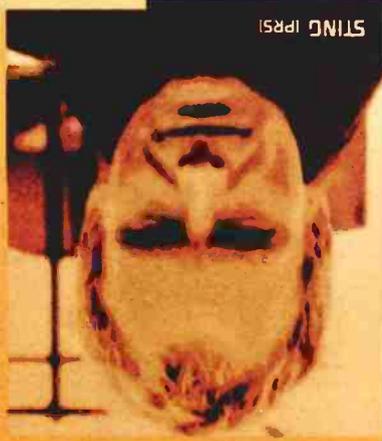
SARAH MCLEACHLAN ISOCANI



ERIC CLAPTON (P.R.S.I.)



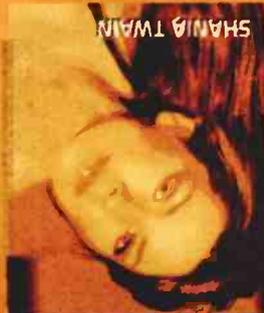
STING (P.R.S.I.)



[These All-Stars Did]

JOIN THE TEAM

SHANIA TWAIN



LA RULE



GLORIA ESTEFAN



DALLAS AUSTIN



JANET JACKSON

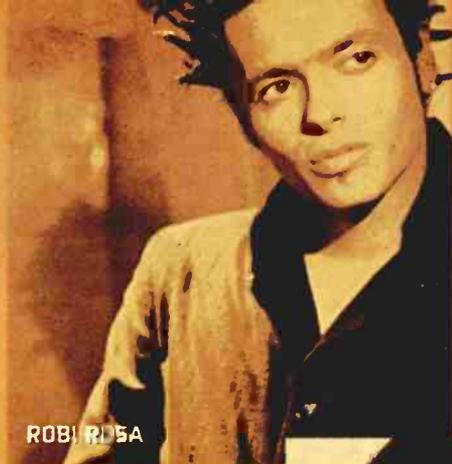


3 DOORS DOWN





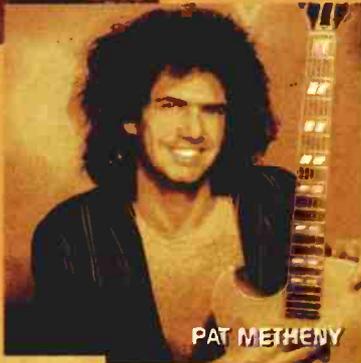
DIXIE CHICKS



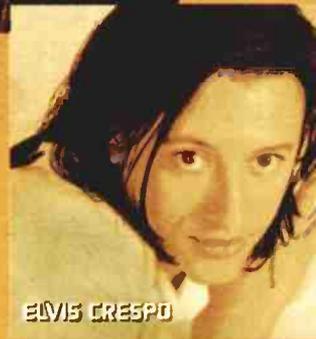
ROBI ROSA



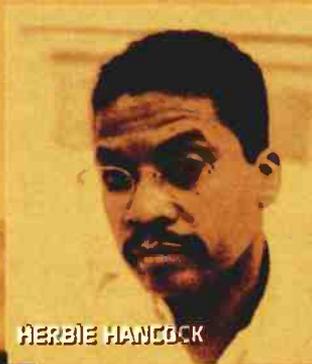
BARRY WHITE



PAT METHENY



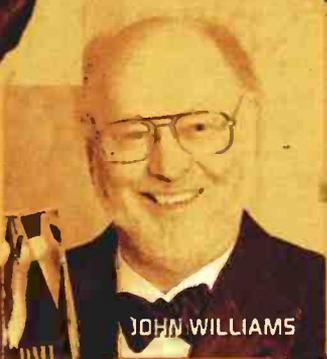
ELVIS CRESPO



HERBIE HANCOCK



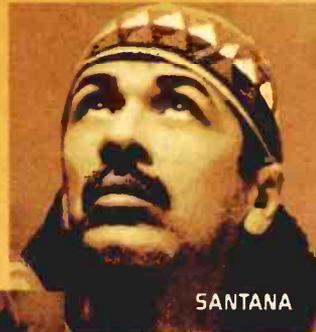
B.B. KING



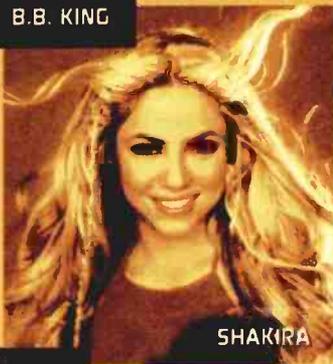
JOHN WILLIAMS



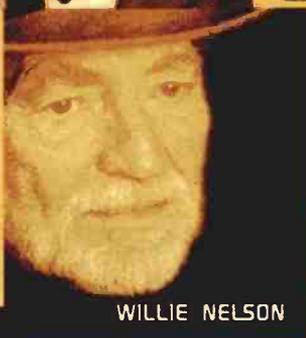
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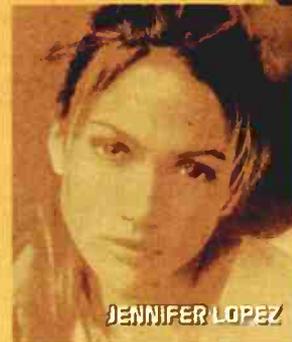
SANTANA



SHAKIRA



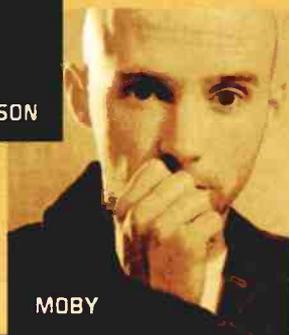
WILLIE NELSON



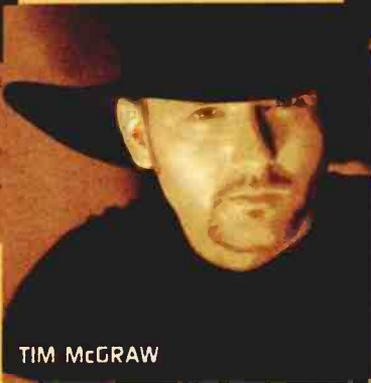
JENNIFER LOPEZ



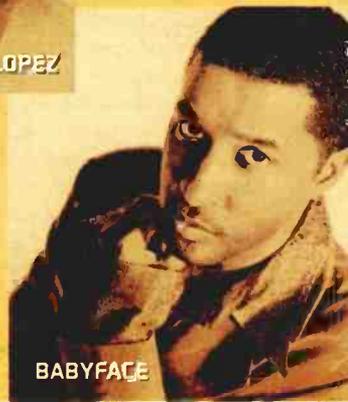
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- Gary Spurgeon in the GM Spotlight, Page 14
- Candice Bergen endorses Philly's B101, Page 16
- On the road to success with Dick Kazan, Page 19

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Creative with strategy is called advertising."
— Jef Richards

SALES & MARKETING

MAKE MONEY WITH ONLINE RECRUITMENT ADVERTISING

■ An easy and cost-effective approach to nonspot revenue

By Pam Baker

Sales & Marketing Editor
pambaker@rronline.com



PAM
BAKER

Just as you're hitting your head against the wall and wondering, "Where are we going to find additional nonspot revenue?" here's a no-brainer that most stations can implement in less than a month. Listen up!

For as long as recruitment advertising has existed, radio stations have allowed the newspaper industry to dominate the field with its classified ads. The time has come to seize this lucrative opportunity.

The Internet is rapidly becoming the medium of choice for employers, recruiters and job-seekers. It's fast and easy to navigate and provides instant communication. Unemployment levels have reached record lows, and employers are being forced to spend unprecedented amounts of money to recruit qualified employees. Forrester Research projects that employer spending on online recruiting will mushroom from \$602 million in 1999 to \$7.1 billion in 2005.

How can you get a piece of the action? Top Echelon has created the Employment Classifieds Plug-In, turnkey classified-advertising software that works in conjunction with your existing website. Once you add the Employment Classifieds Plug-In to your site, you'll have instantly created your station's own customized online employment center.

Top Echelon's software is unique in its versatility and flexibility. Not only can visitors browse and search for jobs or candidates, they can create and update their own online resumes, view company profiles and use the "Career Alert," which automatically e-mails them when positions they might be interested in are posted. Advertisers sign up, prepare their ads and pay online — nothing could be easier!

THE BENEFITS

Once you implement an employment center, your station or cluster will benefit in many ways, including:

Additional revenue from an untapped source. With online employment ad spending expected to continue to increase, the opportunities are endless.

Increased traffic to your website. Nothing grabs the attention of your listeners more than the hope of finding a better job, higher pay, better benefits or the chance to work for a prestigious company. Listeners who aren't normally motivated to look at your website will have a legitimate, compelling reason to visit.

Increased brand recognition and loyalty. Your

website can be transformed into the ultimate utility. You provide news and information and local weather and traffic and, now, an employment center. When listeners begin to land good jobs by using your site, money can't buy the kind of word-of-mouth endorsement you'll receive.

A new source of contacts for your sales department. If a company experiences success with your station's employment center, it will be more open to trying traditional radio advertising.

Upsell existing clients. There is a huge potential for upselling your existing clients by offering special packages. Instead of simply offering clients a traditional advertising package, offer an additional package specifically designed for their recruitment needs. When was the last time you asked someone from a manufacturing client if they were interested in recruitment advertising?

The screenshot shows a web browser window titled "Career Line" with a Texas state icon in the top right. The page is divided into two main columns: "Employers" on the left and "Job Seekers" on the right. The "Employers" section includes a search bar, a list of job postings, and a "Post a Job" button. The "Job Seekers" section includes a search bar, a list of job openings, and a "Create Profile" button. At the bottom, there is a logo for "ESI Employment Solutions, Inc." and the text "This Career Line is powered by ESI." The copyright notice at the bottom right reads "Copyright 2000 © Top Echelon, Inc."

Potential tie-ins to existing career fairs and employment programs. Having your very own job center strengthens your station's ability to secure advertising dollars and provides the opportunity to sell remote packages, booth sponsorships and other promotional programs.

THE DETAILS

Top Echelon's Employment Classifieds Plug-In software is free as part of your agreement. The company will customize the software to include your station's logo and address any special needs. It will take your webmaster only a few minutes to put the links in place, and then you'll be ready to launch your employment center. Top Echelon handles all the details and will coach your sales staff through the whole process.

The income generated by your employment center is split between Top Echelon and your station, based on a sliding scale. The more revenue your center generates, the higher your percentage will be. Similar affiliate programs offer flat-rate splits, with

between 15% and 27% going to the station. Top Echelon's scale starts you off at 32% of the total revenue and increases until you are making 75% of every dollar. Top Echelon handles all the accounting related to the employment center and tracks all the revenue generated.

As a partner, your station will receive a check and a payment report from Top Echelon at the beginning of each month. This payment covers all purchases made by employers and recruiters at your employment center in the previous month. Top Echelon takes care of all credit card and check processing, collections and, if necessary, any refunds. Additionally, the Top Echelon agreement does not have a minimum time requirement; a radio station can terminate the service at any time, for any reason.

Ultimately, the amount of money your employment center generates is under your control. An average single employment advertisement costs \$80 for 45 days of exposure on your site. Selling 100 single job ads per month would generate \$8,000 in gross revenue.

BRINGING IN THE SALES STAFF

An employment center can work without your sales staff. Simply mentioning the job center during morning and afternoon drive and in unsold inventory will drive job-seekers and employers to the site. But don't expect stellar results without the support of your sales team.

Top Echelon offers a free Sales Commission Tracking Tool that can be built into your job center to help motivate your sales staff. Your station can award monthly prizes to the AE who sells the most packages (a very obtainable goal for the rookie seller).

For market groups, this is a perfect synergistic opportunity to create a monster employment center that is not only valuable for website visitors, but extremely valuable and effective for advertisers.

THE EXAMPLES

It's hard to put into words how valuable this program could be to your station or group cluster. I encourage you to visit the websites below, which belong to Top Echelon partners using the Employment Classifieds Plug-In software.

- Contemporary Christian KLTU/Ft. Worth at www.kltu.com. Click on "Career Line."
- NBC affiliate WICS-TV/Springfield, IL at www.wics.com. Click on "Employment."
- The California Jaycees at www.cajaycees.com. Click on "Employment Center."

If your station is currently using Top Echelon's program or if you've implemented a program of your own, I'd love to hear about the results. Drop an e-mail to pambaker@rronline.com, or call me directly at 310-788-1654.

Top Echelon, the world's largest network of recruiters, is a leading provider of software and technology employment solutions for recruiters and broadcast media. Visit the Top Echelon website at www.employment-classifieds.com or call 330-455-1433.

If time is money, what
could you get for an extra
radio commercial every
ten minutes?

If you're in the radio business to
make money (and who isn't)
you need

“Cash”

Through an exclusive time-
shifting process, Cash creates
additional broadcast time to
sell. It does it in real time, right
on the air. It does it without
reducing program content. It
does it without affecting pitch
or creating a “chipmunk effect.”
It does it in stereo or mono. It
does it in variable amounts,
adding from zero to five
minutes, within two minutes to
two hours.

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don't need one unless you want
to make some.



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R&R **GM**
spotlight

GARY SPURGEON
VP/GM of WRIE-AM, WXKC-FM (Classy 100)
& WXTA-FM (Country 98)/Erie, PA (Regent Communications)



■ *The magical work of a classy guy*

This week's GM Spotlight honors 21-year radio enthusiast Gary Spurgeon of Regent Communications. One R&R reader e-mails, "You couldn't ask for a better GM. Not only is Gary creative and innovative, he's the sharpest salesperson I've ever known." Congratulations!

I decided to enter the world of broadcasting because:

"Of the fun. It's show biz. I found the radio business by accident, but, once hooked, there was no turning back. I was in my freshman year at Gannon University, and a part-time position at a local Top 40 station in Erie was posted on the communications bulletin board. I applied, they decided to give me the job, and, as the saying goes, the rest is history."

First job in broadcasting:

"As the overnight DJ at Top 40 WJET-AM in Erie, PA. I was only allowed to push buttons, no talking. They called me 'Al Knight.' I had to make the station sound live, with time and temperature carts, sweepers and liners (by the way, I spun records back then). You learn a lot about radio working the overnight shift — things really do go bump in the night."

Career highlights:

"Becoming a sales manager at the ripe old age of 23, at WLWU-FM/Erie. Cy Goldman took a chance on a two-year sales 'veteran' and let me become a manager. Soon after I was hired, a new

owner, K&K Broadcasting, took over, and the format changed. They kept me on and made me GSM. In four short years sales soared almost 600%. What a ride!

"K&K Broadcasting gave me, at age 27, the opportunity for my first GM position, at WZVU-FM (Seaview 107) in Long Branch, NJ. That will remain the highlight of my career. You never forget your first. My staff and I took this struggling — both from the ratings and revenue positions — station, flipped the format, overhauled the entire airstaff and made it a major player in just one year. When you're new, you don't think you can't do something. We did!

"Another highlight of my career was moving to the South and running KRMD-AM & FM and KMJJ-FM for Gulfstar/Capstar Broadcasting — which became AM/FM — in Shreveport, LA. And, especially now, working with a true broadcasting company and the great radio people at Regent Communications."

The most challenging aspect of being a GM:

"Managing the speed of change in today's radio climate. Change remains constant. However, the speed at which we are changing is the challenge I feel we face each day. Coaching our managers and employees to think differently through these changes and empowering them to make decisions on their own."

"Managing time to spend with the employees. With the awesome task of managing multiple properties, we have more employees than ever to work with. I believe in the walk-around theory of

managing. I make it a point to talk to and spend time with the people I work with. The challenge is to continue to find that one-on-one time."

My most unforgettable moment at a radio station:

"When I changed the format at WZVU from an eclectic Rock station to an oldies-based AC, the passion I experienced from the listeners was remarkable. We changed their radio station. It was personal."

"That's still radio's strength. With all these changes we sometimes forget that radio is still very personal to our listeners. We're their friend and daily companion. We inform them, make

them laugh, make them cry and play their favorite music."

I'm most proud of:

"My 17-year marriage to my wife, Julie. She has followed me from city to city and frequency to frequency. She has been my biggest supporter and my alter ego. Business, radio stations and markets have come and gone; she has been the only constant."

The best words of advice I've ever received were:

"Treat everyone with honesty and respect, never overpromise and underdeliver, and say what you mean and mean what you say."

You'd be surprised to know that...

"I'm a magician. I love the art of close-up entertainment, cards and coins. I am also the goalkeeper of a local soccer team, and I build and fly radio-controlled airplanes."

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100
WXKC-FM

AM 1260
WRIE
THE "MUSIC OF YOUR LIFE"

COUNTRY 98
WXTA-FM
ERIE'S COUNTRY MUSIC STATION

The GM Spotlight is selected by your nominations. Acknowledge the GM who made a difference in your career! E-mail nominations to pambaker@rronline.com.

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Isn't it time you upgraded to the most up-to-date weekly callout program?



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BRING YOUR WEBSITE TO LIFE

By Dr. Kevin Nunley Sound and video are coming to the Internet in a big way. Now, with inexpensive new technology, anyone can turn a website into a television or radio station without spending a dime.

Given the huge audiences that radio and television have — 99% of American homes have a TV, and most own five radios — putting audio and video on your site could be the most important thing you do. Some studies show that audio and video can increase website sales by as much as 50%. Streaming media excites customers and keeps you ahead of your competition. The static, text-based web page will be around for a long time, but watch for most leading sites to start offering audio and video.

Streaming media requires a lot more data than a simple text page. Having DSL or a T line helps. Since most customers still use dial-up modems on phone lines that support less than 40 kbps, Internet audio and video rely on clever methods for compressing and reducing big files of data. The result is sometimes fuzzy audio and pictures that look faded and blurry. That level of quality might be annoying on regular TV, but it's nothing short of exhilarating coming from the Internet.

Your website visitors won't mind a bit if your presentation isn't network-professional. They will appreciate the big jump from reading text to seeing a media presentation.

START WITH AUDIO

There is a huge difference between the amount of work it takes to produce video and the work needed to build an audio-only presentation. A single individual can produce an outstanding radio show, but even a simple TV program requires a full staff. An audio presentation doesn't require a special location, lighting or the inconspicuous microphone placement video demands. You can record your voice, add some music and drop in a sound effect, and your audio program is ready to hit the Internet.

There are a number of cheap or free programs that let you record your audio as a simple .WAV file, a RealAudio .RA file or an MP3. After trying several of them, I settled on a \$20 program called Internet Audio Mix, available from Acoustica (www.acoustica.com). It works with your PC's sound card to record up to four digital tracks. Operation and editing are completely intuitive.

Most recent PCs have RealAudio bundled with Windows. That means a large (and growing) number of your customers can click on your audio link, download your RealAudio file and listen to it,

all within a matter of seconds.

CREATING THE TRACK

Speak with energy when you record audio tracks. Because people can't see your face, your voice has to pack extra punch. Try to cut down on "uhs" and "ums." Don't feel like you have to talk like an announcer; customers respond better to a voice that sounds like a regular person's.

Several companies have created easy systems to produce and host your audio. GiveMeTalk.com provides a simple, free program for recording your talk show, then hosts your show on its site. I record my own articles as MP3 files (one of the formats Internet music uses and load them up at Live365.com. The site rotates my talks, making them available 24 hours a day at no charge. I call the arrangement the Dr. Nunley Radio Network and link to it from my site at www.drnunley.com.

MOVING UP TO WEB VIDEO

Video experts tell me that we're years away from having broadcast-quality streaming video on the Internet. Still, there are some easy ways to offer fairly good video from your site. The RealVideo format is becoming widely accepted, and you can download several free video-production applications from RealNetworks (www.real.com). The free RealSlide-show lets you combine images with talk, music and sound effects. RealPresenter, also free, turns PowerPoint presentations into Internet video.

Several of the free web-hosting sites will now host your streaming-media presentations at no charge. Tripod (www.tripod.com), one of the pioneers of free web hosting, offers a program called ShowMotion that lets you combine still photos with clips of video, scanned images and narration. The program is drag-and-drop, and it impressed me as being vastly easier than designing a website.

As I said above, even though Internet audio and video are cutting-edge and exciting, they don't yet come near the quality we are used to with regular radio and television — that is good news for small websites. You can turn out a homespun effort and still be right on the heels of the professionals.

Radio is a billion-dollar industry, and television is arguably the most influential medium ever invented. Now that it has become so easy to produce your own Internet audio and video, it makes sense to add these powerful dimensions to your website.

Dr. Kevin Nunley provides marketing advice and copywriting for businesses and organizations. Read all his money-saving marketing tips at <http://drnunley.com/>. Contact him at kevin@drnunley.com or 801-253-4536.



DR. KEVIN NUNLEY

FYI: MURPHY'S BACK ON PHILLY'S B101

On Jan. 8 AC WBEB (B101)/Philadelphia debuted a new television advertising campaign, featuring Candice Bergen. In a world of cutbacks in the marketing arena, it's refreshing to report that the station has dedicated over \$1 million to market the campaign through March 11.

"Candice is a highly recognizable celebrity, revered by both women and men as someone with a strong and independent personality and a likeable disposition," says B101 President and co-owner Jerry Lee. "We feel like this is a great opportunity for us to bolster our already-strong position with women and strengthen our overall market standing."

It is estimated that B101's new campaign will generate more airtime than the television advertising of all other Philadelphia radio stations combined during the same period. Summing up B101's aggressive stance on marketing, Lee adds, "B101 is already No. 1 in the market. We're trying to become No. 1 and a half — that is 50% larger than the next largest station."

As one of only a handful of independent radio stations in the country, B101 has successfully maintained itself as not only a top ratings generator, but a marketing pioneer. Twenty-two years ago B101 became the first radio station to use a celebrity as a spokesperson. Remember who it was? If you guessed character actor Patrick O'Neal, you're right!



CANDICE BERGEN
B¹⁰¹

THE SCRIPT

Setting:

Bergen on a couch with Philadelphia skyline prominent through a window in the background. Music playing in the background is Santana's "Smooth" and Shania Twain's "Feel Like a Woman."

Candice Bergen:

Philadelphia has a lot of great music stations, but one of them is famous for playing so much music, it's known as ... The Music Station!

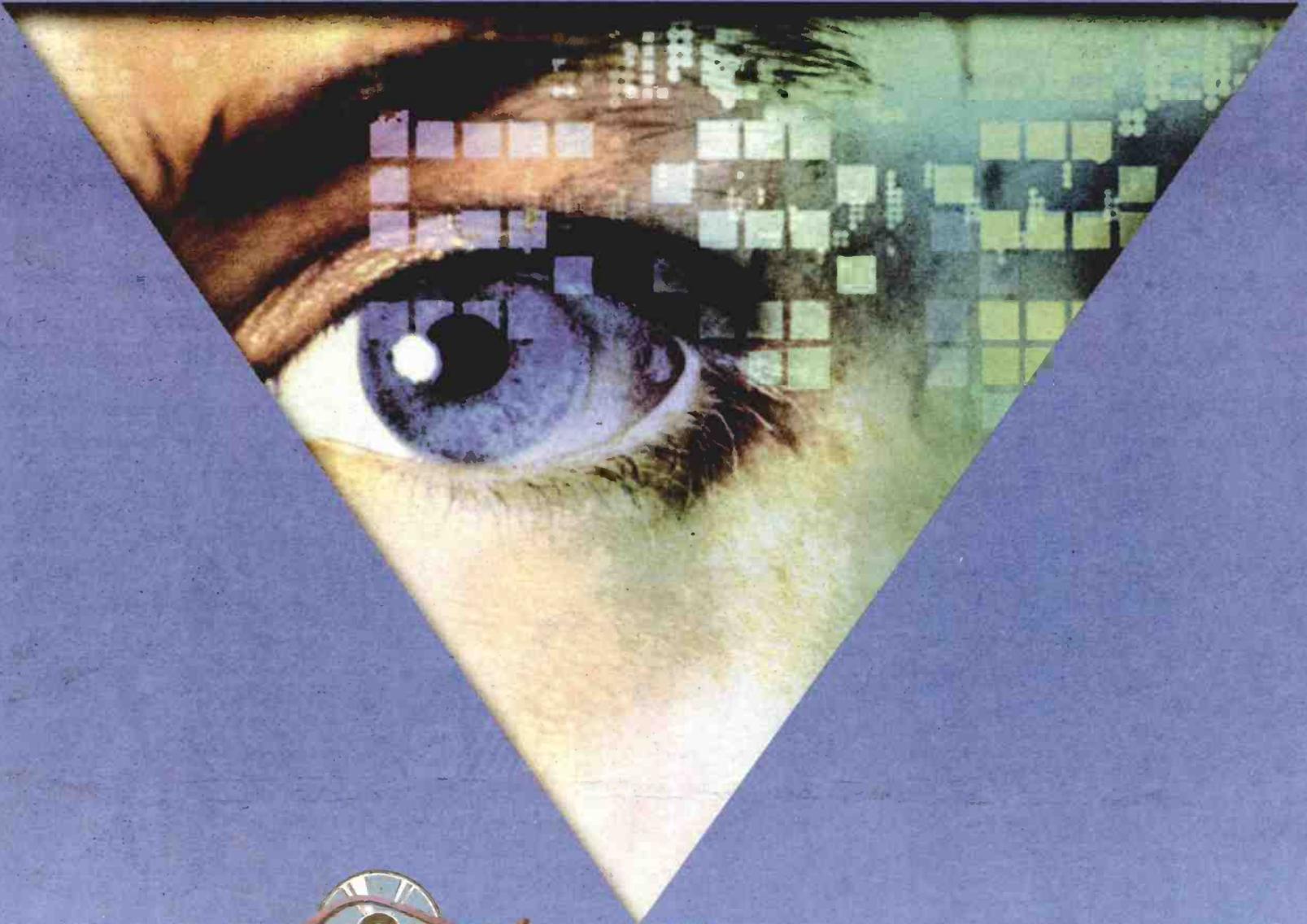
Yup, it's B101. The radio station that always gives you the most music, with very little talk. B101 plays great soft rock by artists like Rod Stewart, Billy Joel, Backstreet Boys, Celine Dion. You can listen all day at work or at whatever you're doing.

What are you doing, anyway?



REGISTER ONLINE TODAY!

Don't miss News/Talk radio's biggest annual event — TRS 2001, which will be held March 8-10 at the Marina Beach Marriott Hotel in Los Angeles. Register today at R&R Online at www.rronline.com for quick access to our easy and secure online registration form, hotel info and the complete 2001 R&R Talk Radio Seminar agenda.



Arbitron says* 60% of your listeners want to see title/artist on your website.

That's one of the things RCS RadioShow does.

*source: Arbitron's "Ultimate Radio Station Web Site Study", December 2000

See it now: www.RCSWORKS.com info@rcsworks.com In USA call 914 428 4600, ext. 408



www.americanradiohistory.com



The future of electronic media
is going to be quite a ride.

[Please keep your arms and legs
inside the vehicle at all times.]

Hold on to your hat, because the digital technology
rules you learned today will be obsolete by morning.

In the future, the simple path from A to B will be filled with
plenty of twists and turns. Long uphill climbs.

And gravity-defying descents.

If you're one of the fortunate few, you'll raise your hands
in the air screaming, loving every minute of it.

Because you'll know — that in the future,
nobody will just coast to success.

Plan today to be on the right track tomorrow.

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WHAT DRIVES SUCCESSFUL PEOPLE?

By Dick Kazan

This is the story of Jim Ryder, a day laborer who started and

built one of the world's largest transportation companies. Ryder System today has annual revenues of \$5 billion, 170,000 vehicles and over 30,000 employees. The business made Jim Ryder vastly wealthy, but he eventually lost his fortune and ended up broke—but not embittered. How Ryder accomplished what he did, then lost it all, offers all of us some valuable lessons.

In 1932 the 19-year-old Ryder was working on a Miami construction site, loading cement blocks onto trucks for 25 cents an hour. When he learned that the drivers of those trucks earned more money than he did while doing less physical labor, he began saving his money. Six months later he put \$30 down and got a \$100 loan to buy a used Ford Model A truck, and Ryder System was born. The next year he added a second truck, and by 1937 Ryder had 15 vehicles.

The business continued to grow, and, by 1946, its gross income had hit \$1.5 million. Ryder was able to grow his company so rapidly through leverage—that is, he bought vehicles by putting a small amount of money down and borrowing most of the purchase price, the same way he bought his first truck. Each truck earned money at a much higher rate than the cost of the loan.

What was another secret to Jim Ryder's success? Leigh Culley, who was Ryder's public relations representative for 26 years, says, "We'd constantly go out all over the country, a week to 10 days at a time, averaging three cities a day. At each location he'd have meals with the bosses and then go off with the employees, hugging the secretaries and jumping

down in the grease pits under the trucks to shake hands with the mechanics. He'd say, 'Hi, I'm Jim.

What's your name?'" In other words, Ryder stayed personally involved with the employees and made them feel special.

In 1978, after 45 years with the company, Ryder resigned as Chairman after a disagreement over corporate direction, and, against the advice of his friends, started a competing company. Four years later that company went bankrupt. Ryder tried other ventures, but none were successful. Culley says, "He could have retired with at least \$20 million, a \$100,000-a-year pension and a half million-dollar bonus, but he lost everything." Ryder had voided his pension when

he started a competitor, but Ryder System provided support for him in the final years of his life.

In spite of Ryder's misfortunes, his story demonstrates that there is something that is part of almost all successful people that drives them onward, whether it's faith, optimism, energy or a desire for excitement. They don't want to merely exist, but to make the

most of each day. Ryder wasn't bitter after his losses, but pleased with all he'd accomplished. He said to Culley, "I'm just an average guy, and I had a great time."

If you give yourself the opportunity, you'll find tremendous enjoyment in challenging yourself and experiencing new things. Savor life, and treasure its journey, rather than fearing risk and knowing success only through others.

Next week: A valuable sales lesson.

Dick Kazan is a successful entrepreneur who founded what became one of the largest computer leasing corporations in the United States and is a successful real estate entrepreneur. E-mail your questions or comments to him at rkazan@ix.netcom.com.



DICK KAZAN



THE BEST RADIO COMMERCIALS

■ Enter your station in the 2001 Radio-Mercury Awards

The Radio-Mercury Awards is celebrating 10 years of honoring creative excellence in radio commercials with an exclusive, invitation-only luncheon June 6 at the Starlight Roof Room of the Waldorf-Astoria Hotel in New York. Wouldn't you love to be the recipient of one of 12 cash prizes, totaling over \$150,000?

Creators of the best radio commercials of 2000 will compete for the coveted \$100,000 grand prize, plus 11 \$5,000 awards: nine General Category awards and one each in Hispanic and Station-Produced categories. A trophy will also be presented in honor of the year's best public-service announcement.

The purpose of the Radio-Mercury Awards is to encourage, recognize and reward excellence in radio creative. Last year's

\$100,000 Grand Prize went to DDB Chicago for its "Heroes-Footlong Hot Dog Inventor" spot, developed for Anheuser-Busch's Bud Light. The Hispanic Category Award last year went to Casanova Pendrill Publicidad of Irvine, CA for a Coors Brewing Company-Coors Original spot, and KIEV/Los Angeles took the Station-Produced Award for a Brazos Country Foods commercial.

The entry fee for the 2001 Radio-Mercury Awards is \$100, and the entry fee for PSAs is \$30. All entries must be received by March 9 and must have aired for the first time during the 2000 calendar year on a commercially licensed U.S. radio station. The late entry deadline is March 16; the free for late entries is \$130 (late PSAs remain \$30). For more information, contact the Radio-Mercury Awards at mercury@rab.com or call Wendy Frech at 212-681-7216.



RADIO GETS RESULTS

SUCCESS STORIES FROM THE RAB

USING RADIO'S INFLUENCE, NATURALLY

In the MMS section we continually advise AEs to stop thinking of themselves as simply salespeople and start transforming themselves into "creative solutions specialists." Once you take on the job of helping your clients solve their problems, three things will happen: Your relationships with the clients will become stronger, the clients will credit you with aiding in their success, and the clients' positive word-of-mouth about your services will generate new business. Instead of focusing exclusively on demographics, listen closely to what your clients want to accomplish. Health and beauty company Tom's Of Maine's goal was to introduce a new product to environmentally conscious consumers. By using radio stations whose formats and on-air presentations appeal to those consumers rather than buying based on demographics, the results of the Tom's Of Maine direct-response campaign exceeded the company's expectations.

Category: Health And Beauty Aids

Market: New York

Submitted by: NYMRAD (New York Radio Marketing)

Client: Tom's Of Maine Nasal Decongestant

Situation: Tom's Of Maine has long relied on radio to build awareness for its natural toothpaste brand, so when the company introduced a natural nasal decongestant in the fall of 1999, it supported the launch with local radio. According to Tom's Of Maine Self-Care Category Development Team Leader Mark Snyder, the company used local radio in several Northeastern markets, including New York, along with print ads in highly targeted magazines. Snyder points out, "Radio has been very effective at creating awareness, and we're able to do that on a regional basis while focusing on individual markets."

Objective: Snyder says that the campaign focused more on values and lifestyles than on demographics. "We try to connect with our consumers, and there are radio formats that allow us to reach those people." He describes Tom's Of Maine's target as people "who respect the environment, have higher-than-average education levels and like to participate rather than be spectators."

Campaign: In addition to targeting consumers, the Tom's radio campaign involved retailers through 55-second commercials with five-second tags and 45-second commercials with 15-second retailers' messages. Retailers participating in the latter spots agreed to provide additional merchandising support. The campaign aired for seven weeks, four in October and three in December, and five New York stations and three Long Island stations broadcast the spots. "We try to do impact scheduling," Snyder explains, "going a little deeper on fewer stations in order to be heard more often."

Results: Snyder says that response to the campaign has been tremendous, noting, "Our ads also have a call to action, and replies to our phone number and website from consumers have more than tripled." He adds that retailers have been very supportive: Among Tom's Of Maine's retail partners in the New York market are Duane Reade, Genovese Drug, Shoprite and A&P.

RAB TOOLBOX

More marketing information and resources from the RAB

Here you'll find more marketing information and resources from the RAB. For more information, call the RAB's Member Service HelpLine at 800-232-3131, or log on to www.rab.com.

INSTANT BACKGROUND — DRUGSTORES

Self-care health product sales attributed to drugstores or pharmacies: vitamins and minerals, 21%; herbal remedies, 11%; homeopathic remedies, 12%; aromatherapy products, 7%; over-the-counter medications, 28%; prescription drugs, 65%; in-home diagnostic test kits, 46%. (*Research Alert*, 1999)

What Online Companies Can Learn From Radio

Radio's evolution from niche medium to well-researched powerhouse

By **Donn Seidholz**

For RAIN: Radio And Internet Newsletter

Twenty years ago radio station operators were faced with the same

dilemma that web-based companies find themselves facing today: too many competitors, a fragmented audience and not enough revenue to go around. There was plenty of demand for the radio stations' product, but few stations were able to gain enough market share to make serious money.

Programming By Instinct

Radio stations were programmed by individuals with an ear for music and a gut feeling for what their consumers wanted. Instinct ruled the day, and formal programming and marketing strategies were unheard of. Target markets were determined through intuition and reactions to competitors' moves. Very little attention was paid to the consumer experience. There were no indications of market demand derived from the opinions of end users.

Research was seldom, if ever, used to determine a potential listening audience, competitive points of difference or usability. Radio programmers were considered to be artists or designers who just happened to have a knack for creating radio stations. Those who were successful became gurus to the industry.

But they operated in a vacuum. Seldom did these gurus have input or direction from their GMs, let alone their listeners. They reported only to themselves, without feedback from the audience they were targeting concerning the viability of their stations' formats or execution.

Barely Breaking Even

Like today's e-commerce environment, the radio landscape of 20 years ago had many different formats that appealed to a wide variety of audiences. Some were well-conceived and well-managed, and those

formats attracted large audiences and generated revenues by blind luck or through having weak competitors. However, most stations had small, niche formats with limited audiences, and they barely broke even. In fact, over 50% of the stations in existence 20 years ago lost money.

Research back then was an unfamiliar tool sometimes scoffed at by the industry's brightest programming talents. Indeed, there was no line item for research in station budgets — it was looked on as an unnecessary expense. Most radio programmers, despite their ability to intuitively craft the on-air sound of a station, wouldn't have known how to use research if they had it.

Research Rogues

But an interesting thing happened. Several rogue stations began conducting audience perceptual studies, music tests and format-demand searches in order to help create stations with strong and lasting audience demand. They began looking for the keys to finding and keeping an audience. They began building relationships.

The results were staggering. In almost every case, radio stations using research to define target audiences and strategic intent zoomed to the top of the ratings. Those that didn't use research were left wondering what had happened.

It didn't take long for everyone to get a lot smarter. Today virtually every radio station in the United States uses some form of audience research to help programmers deliver a product that fits the needs of the target consumer. Tens of millions of dollars are spent each year on music testing, perceptual research, focus groups and potential-demand searches. The radio business has never been stronger.

Twenty years ago there was no line item in station budgets; today research is considered a standard operating expense. Unlike their predecessors, no radio programmer in today's environment would think of going into battle without research. They've come to realize that you can't create a viable product that delivers on your strategic intent without some form of insight into your target listeners: what they care about, what they think of the competition and how they make decisions.

Cume And TSL

A radio station relies on two things to be successful: cumulative audience and the amount of time that

net in focus
Marketing Research For The Internet Economy



RAIN: Radio And Internet Newsletter
Publisher and Editor **Kurt Hanson** is a well-known researcher and consultant who also serves as Chairman of Strategic Media Research, the firm he founded in 1980. RAIN is available daily at www.kurthanson.com.



Hot Yet Cool! Batanga.com

Thanks to, among others, Christina Aguilera, Carlos Santana and Ricky Martin, Latin-influenced pop is enjoying unprecedented success at mainstream radio. And thanks to Batanga.com — available in English and Spanish at www.batanga.com — fans of Latin sounds can get a taste of the "real" Latin music from which conservative radio programmers (allegedly) shy away.

Batanga offers Spanish-language streaming music 24 hours a day over 16 channels. The station selection ranges from such traditional genres as "Tango," "Latin Jazz," "Salsa" and "Merengue" to contemporary "Rock," "Indie" and "Hip-Hop" formats and such fresh and unique mixes as the "Cubanismo" and "Norteo" stations. The "Station of the Week" when I last visited was "Baladas," featuring romantic ballads.

If you want nothing to get in the way of your music, this is the spot for you. There are no air personalities and no commercials, PSAs, promos or other production elements. There's no detailed artist or track information



with the streams, nor is there a "Skip" button — because there's no special player to download and install. The channels stream in low-bandwidth stereo Windows Media or RealAudio. Thumbs up there!

Instead of a special player, when you click on a channel, a pop-up screen appears showing the current and three previous selections, along with artist and album title information, a chance to rate the selections and "Buy" buttons. The CD artwork for the current song appears on the lower right. You can change channels, enter a free-CD contest or access other areas of the site through the pop-up.

The homepage has a nice scrolling "Now Playing" feature that shows the current selection on each station. Batanga's stations play as random "jukeboxes," but the operations take place on the server side. That means that everyone tuned to the same channel at the same time hears the same thing — just like traditional radio.

Batanga offers a few opportunities for visitors to interact with the site, including the chance to place song requests for the daily request hour on each station. A few of the day's requests are posted beforehand — though not the times nor the order in which they'll be played (as Batanga minds its DMCA p's and q's). The site also features third-party content, such as the "Music News" — a resource that adds value to the site and that may bring return visits.

So Batanga.com features some sounds new to my ears and, perhaps, to yours and a RAIN-approved design and color scheme — and it works with a media player already on your system.

—Paul Maloney

Continued on Next Page

Online

Continued from Page 20

audience spends listening to the station. Both are byproducts of customer demand and customer satisfaction, which can only be determined and measured by research. If a music-based station plays songs that the target listeners strongly like, they'll listen for long periods of time. If a radio station calls itself "Fun Country," but listeners hear boring personalities, too many interruptions and country music that doesn't fit their definition of fun, then the station has not delivered on its position and will very likely lose any chance of building cumulative audience or TSL.

Experienced radio programmers know that even one bad song can send a target listener to a competitor. Likewise, if a News station is not delivering the content that its target audience is seeking, those listeners will go elsewhere for their information. All these issues are monitored and adjusted using ongoing research throughout the year.

Programming And Design

There are many similarities between programming a radio station and designing a website. Successful websites rely on two factors: Unique Visitors, or UV (the equivalent of radio's cume), and Time On Site (equivalent to radio's TSL). The same research principles that work in radio apply to building both elements for a website. But, in most cases, these principles have been little discussed or used.

To increase UV and TOS, a web programmer needs to make certain that the site has a specified target market. Who is the customer, and how large is the demand? What is the strategic intent of the site, and how does it address the needs of the target? Does the site live up to the expectations of the target consumer?

Most sites today are designed without proper research. In the haste to grab Internet space there has been a tendency to throw a site up and see if it sticks — just like we used to throw radio formats up in the

hope of being right. The sad result is that a number of poorly conceived sites are going out of business for lack of appeal or direction. Far too many others are barely surviving, with low UV and TOS.

Learn From Radio's Mistakes

Web companies can learn from the mistakes made by the radio industry years ago, or they can follow the pattern of the consumer-products industries that spend billions of dollars on research and development before they take a product to market. Then, like radio and those industries, they can continue to invest in consumer research in an effort to remain on target and stay ahead of the competition and the ever-changing consumer curve.

Websites cannot fulfill customer demand without first asking the customers what they want. If there is no demand for the product, the result will be low TOS and UV. Like today's most talented radio programmers, web designers must have feedback from the marketing and brand-management staff about the needs and expectations of the target audience.

When you don't take the time to ask your target market the right questions about your website, you are playing the same guessing game that radio programmers were playing 20 years ago. Maybe you'll be right — but maybe you won't. How many web companies even have a line item in their budgets for customer research? Does yours?

Smart web operators will discover the value and magic of information as a formidable weapon against obsolescence, and they will grow and prosper. Those that choose not to make research part of their business plans are doomed to the fate that greeted many myopic radio operators years ago: They'll be forced to change or shut down, or they'll be sold to a competitor.

Donn Seidholz is CEO of NetInFocus (www.netinfocus.com). Reach him at 402-290-9596 or by e-mail at donn@netinfocus.com.

RAIN Radio Is Online

By Kurt Hanson

RAIN: Radio And Internet Newsletter

Those of you who have been reading Internet News & Views over the past months will recall that last summer RAIN assigned a team of interns the project of building their own Internet radio station in the hope of helping them gain a better understanding of the issues we're covering here and in RAIN.

In previous installments (Internet News & View 9/22/00 and 11/3/00) the interns selected a "Classic Pop Standards" format, ripped music from CDs onto hard drives, encoded large .WAV files into smaller .WMA files for streaming purposes, set up a database of titles and designed a player through which the titles could be heard.

We now reveal the fruits of their efforts: a commercial-free (so far) Internet-only radio station called, simply enough, "RAIN Radio." To listen, go to the



RAIN homepage at www.kurthanson.com and click on the "RAIN Radio" link. To hear the station you'll need to be running Windows and have Windows Media Player installed on your system. Macintosh support and a RealAudio version are coming soon.

These are some of the issues the interns had to address to get RAIN Radio to its current state:

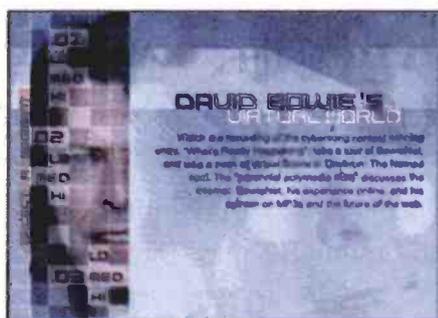
Building a player. A couple of RAIN interns have good programming and coding skills and were able to design a custom shell for the Windows Media Player to give our station a unique look. With Internet radio, a lot of stationality can be expressed visually through the player design. And by building a shell we got the advantage of having our own unique presentation (plus a "Skip" button and the ability to show CD cover art) without forcing listeners to download a custom player.

Constructing a player. In our approach to Internet radio each listener hears a different, random list of songs. We did, however, use two techniques to make RAIN Radio sound more like broadcast radio: We established a 10-song artist-separation rule, and we created a few "power" records by putting some songs into our playlist database more than once.

Adding CD cover art. To give RAIN Radio a unique look, we decided to display album covers for the last three songs played. To do that we had to build a file of cover art by scanning CD covers we already own and grabbing other graphics from a source like Amazon.com, then shrinking them to size. (An unresolved question: If one of our goals is to encourage listeners to click the image, go to Amazon and buy the record, is this fair use of the artwork? It seems like it should be.)

Continued on Page 22

ARTISTS ACHIEVING ONLINE —Virgin Records artist David Bowie and Maverick Records' Alanis Morissette pose backstage at the 2000 Yahoo! Internet Life Online Music Awards. Bowie holds his award for Online Pioneer of the Year; he also picked up the award for Best Artist Site for bowienet v2.0 (www.davidbowie.com) (below).





INTERNET NEWS & VIEWS

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Internet Newsletter

Rain Radio

Continued from Page 21

Addressing DMCA licensing issues. We tried to add enough artists to our format to honor the rules of the Digital Millennium Copyright Act. For example, we made sure that the same artist doesn't come up more than four times in a three-hour period. But Congress didn't address whether Paul McCartney & Wings and Paul McCartney are the same artist or two different artists. (And how about Jefferson Airplane and Jefferson

Starship? Or Bruce Springsteen vs. Bruce Springsteen & The Street Band? If Congress is going to get into the business of regulating music programming, Congress needs to be specific!)

Of course, there are a lot of issues left to address, and we'll get to some of them in the next installment of this series. Along with the topic of reaching an agreement with the RIAA, we'll cover selecting a streaming provider, adding banner and streaming-audio ads, adding sweepers and other production elements, signing up with a ratings service and developing a marketing plan.

But, until then, we hope you enjoy RAIN Radio!

DIGITAL BITS

Lightningcast Secures \$15.5 Million In Funding

Internet ad-insertion company **Lightningcast** has announced its second round of funding, \$15.5 million from Nokia Venture Partners, Redleaf Group and Birchmere Ventures. Lightningcast's initial round of funding, in March 2000, was from Redleaf and Birchmere and totaled \$4.7 million.

DG Systems, StarGuide Complete Merger

DG Systems and **StarGuide** completed their merger last week. The merger was approved Nov. 22, 2000 by DG Systems shareholders. Digital distributor DG will integrate StarGuide's CoolCast technology, which offers webcasters audio and video content around the clock. The combined company has service deals with 7,500 radio stations, 5,000 advertisers and agencies and 775 TV stations in the U.S. and Canada. StarGuide shareholders receive 1.7 DGIT shares for each StarGuide share in a tax-free exchange.

Matt Devine is CEO of the new company, which retains the DG Systems name and continues to

trade on the Nasdaq exchange as DGIT. Scott Ginsburg is Chairman and the company's largest individual shareholder. Other significant shareholders include Infinity, Westwood One, Pequot Capital Management, Technology Crossover Ventures and London Merchant Securities.

RadioExchange Partners With SpotTaxi.com

RadioExchange and **SpotTaxi.com** announced a partnership agreement this week. RadioExchange, which was developed by Interep in collaboration with Katz Media Group, enables Internet-based communication between agencies and national rep firms and between national reps and their client radio stations. FastChannel Network's SpotTaxi lets agencies handle creative, traffic instructions and media-asset management over the Internet. The partnership is designed to streamline the trafficking and work flow of radio ad sales. Under the new arrangement, traffic orders will be generated automatically by transferring data from RadioExchange to the SpotTaxi integrated traffic system.

Oster Joins MeasureCast As VP/Research

MeasureCast has named **Evan Oster** VP/Research. He joins the webcast ratings service from MTV Networks/Latin America, where he was Research Director.

CYBERSPACE

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

Net Chats

- Chat with Philadelphia hard rockers **Isle Of Q** on Tuesday (1/30) at 8pm ET, 5pm PT (www.twec.com).
- No country star is spared by **Cledus T. Judd's** acerbic wit, and you can get a taste when you talk to the parodist on Wednesday (1/31) at 9pm ET, 6pm PT (www.twec.com).
- The ABC-TV series *Making the Band* made **O-Town**, and you can make conversation with them on Thursday (2/1) at 9pm ET, 6pm PT (www.getmusic.com).

On The Web

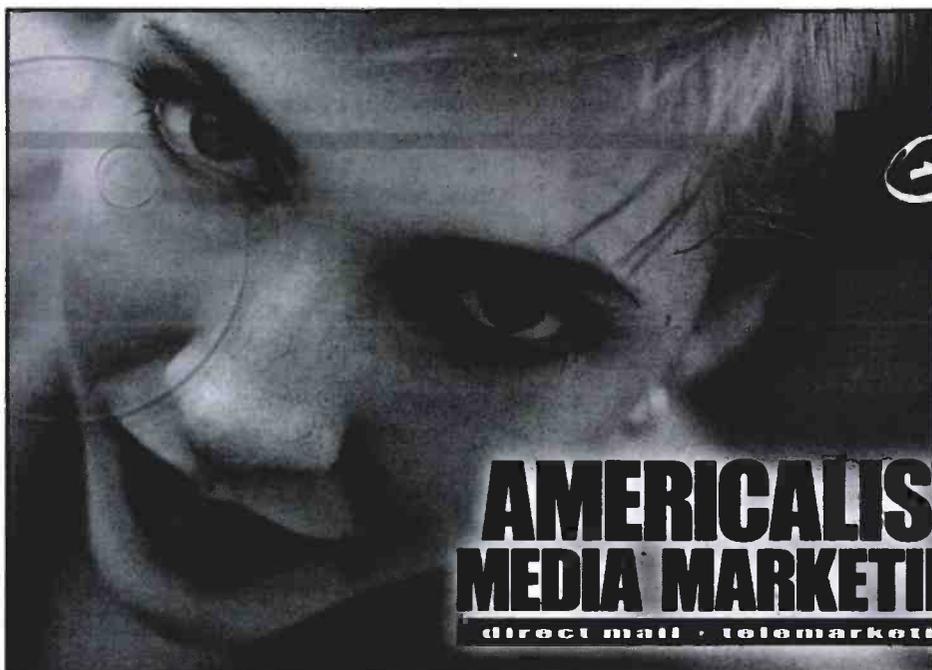
- Catch **Willie Nelson** as he and his guitar, "Trigger," do some sublime country. He performs on Sunday (1/28) at 3pm ET, noon PT (www.hob.com).
- Atlanta hip-hop duo **OutKast** lay it down in performance on Tuesday (1/30) at 3pm ET, noon PT (www.hob.com).



—Michael Anderson

Everyone Can Benefit From RAIN Radio

We believe that by developing our Internet radio station, RAIN Radio, we can gain greater insight into some of the issues that face the people and companies we write about. Now that RAIN Radio is up, we'll pass along what we learn to our readers. We'd love to get your feedback too. You can access RAIN Radio from the *RAIN: Radio And Internet Newsletter* homepage at www.kurthanson.com.



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MP3 Vs. MP3 Pro Vs. Ogg?

What pops into your head when you think of the acronym MP3? Digital music? Great. File format? Sure. Free? Umm ... public domain? No.



David Lawrence

No? But wait, you say, I thought MP3 was that open-source, do-what-you-want-with-it format that MP3.com and every other site in the world are building their fortunes on. No need for Real and Windows Media and the like when you've got good old MP3, right? Not quite.

A bit of background: MP3 — or MPEG 1, Layer 3 — is a format devised at the Fraunhofer Institute in Germany, with help from the Thomson Multimedia people. It may be free for now, but only because the Fraunhofer people have chosen not to charge end users — those who have downloaded and purchased software and hardware MP3 players — for its use. If you want to use the Fraunhofer code in your MP3 encoder, you have to license it from them. And at any point in time they could easily change their policies, and the days of MP3 freedom will come to an end.

That probably won't happen, though, so if you're one those stations that have chosen to use MP3 streaming, or Shoutcast, for their streams on the 'Net, you're probably safe. However, there are two developments that you might want to stay on top of as you make your streaming plans for the rest of the year.

First, Fraunhofer and Thomson just announced that MP3 Pro will hit the market this June. Their joint venture, Coding Technologies, claims that the format will sound just as good as MP3 in half the file space. The format will also be compatible with and playable on all current MP3 players. The new codec will first be implemented for Windows 98 and ME, Mac and Linux systems.

Second, there is a movement in the open-source community (go see the Tim Robbins flick *Antitrust* for a quick tutorial on exactly what that means) to create a truly open and free standard that anyone can take advantage of for new development. The format is called Ogg Vorbis, and although it doesn't trip off the tongue, it's being developed specifically to be available at no charge to anyone. Just in case Fraunhofer and Thomson get ugly with the MP3 standard, Ogg Vorbis offers a great-sounding alternative.

You can get the full lowdown on the Ogg Vorbis project at www.xiph.org/ogg/vorbis and more information about MP3 Pro at the Coding Technologies site at www.codingtechnologies.com.

Questions? Comments? david@netmusiccountdown.com, or post to the Internet folder on the www.rroonline.com message board.

David Lawrence is heard on WGN/Chicago; is the host of *Online Today* and *Online Tonight*, syndicated high-tech/pop culture radio talk shows from Dame-Gallagher; and is the host of the *Net Music Countdown* radio shows from United Stations. A 25-year radio veteran, Lawrence was a founder of the American Comedy Network. Is the voice of America Online, and is a leading expert on Internet entertainment.

e-charts™

WHO WILL SURVIVE?

This weekend's debut of *Survivor II* has some parallels in the digital-music space. Questions abound as to which companies have the mettle, the resourcefulness, the alliances and, most importantly, the money to survive this initial phase of Internet euphoria and letdown. It wasn't that long ago that — in this newspaper, as well as in every other industry outlet — we were being told by the experts how the Internet was going to kill traditional radio. The CEO of Pseudo.com boldly predicted to CBS' *60 Minutes* that he was going to kill it. Instead, it is Pseudo that is dead, and other Internet companies are joining it. What possible changes can be made by those left standing in order to survive? First, be real. Stop fooling yourselves into thinking that you can ever

garner multimillion-person audiences on the 'Net. There's just too much splintering and too many choices. Second, downsize your staff and smarten their efforts. Pick and choose what content they can create to reach the largest possible audience with the least amount of work. Third, stop spending so much money. Stop the lavish parties. Stop looking at your stock price — it's going down and will keep going down for a while. Stick to your knitting. Make great music. Don't worry about Napster. It is changing its model as you read this and is going to face the same competition that you do. Fourth, have more fun. It's music. It's radio. It's supposed to be fun.

— David Lawrence

CHR/Pop

LW	TW	ARTIST CD/Title
6	1	MYA <i>Fear Of Flying</i> /"Ex"
1	2	CREED <i>Human Clay</i> /"Arms"
16	3	SHAGGY <i>Hot Shot</i> /"Wasn't"
4	4	OESTINY'S CHILD <i>Charlie's Angels Soundtrack</i> /"Women"
7	5	MATCHBOX TWENTY <i>Mad Season</i> /"Gone"
3	6	BACKSTREET BOYS <i>Black & Blue</i> /"Shape"
10	7	LENNY KRAVITZ <i>Greatest Hits</i> /"Again"
5	8	'N SYNC <i>No Strings Attached</i> /"Promise"
2	9	3 DOORS DOWN <i>The Better Life</i> /"Kryptonite"
11	10	MADONNA <i>Music</i> /"Music"
18	11	KANDI KANDU <i>"Don't"</i>
8	12	BRITNEY SPEARS <i>Oops!...I Did It Again</i> /"Stronger"
9	13	U2 <i>All That You Can't Leave Behind</i> /"Beautiful"
14	14	SOULDECISION <i>No One Does It Better</i> /"Faded"
12	15	FAITH HILL <i>Breathe</i> /"Love"
19	16	DAVID GRAY <i>White Ladder</i> /"Babylon"
17	17	BARENAKED LADIES <i>Maroon</i> /"Pinch"
—	18	SAMANTHA MUMBA <i>Gotta Tell You</i> /"Gotta"
15	19	PINK <i>Can't Take Me Home</i> /"Girls"
—	20	NELLY <i>Country Grammar</i> /"E.I."

Country

LW	TW	ARTIST CD/Title
2	1	TIM MCGRAW <i>Place In The Sun</i> /"Thirty"
1	2	DIXIE CHICKS <i>Fly</i> /"Without"
3	3	BRAD PAISLEY <i>Who Needs Pictures</i> /"Danced"
4	4	TRAVIS TRITT <i>Down The Road I Go</i> /"Intentions"
15	5	PHIL VASSAR <i>Phil Vassar</i> /"Paradise"
5	6	KENNY CHESNEY <i>Greatest Hits</i> /"Lost"
6	7	LONESTAR <i>Lonely Grill</i> /"Tell"
11	8	TERRI CLARK <i>Fearless</i> /"Gasoline"
9	9	JO OEE MESSINA <i>Burn</i> /"Burn"
12	10	SARA EVANS <i>Born To Fly</i> /"Fly"
7	11	ALAN JACKSON <i>When Somebody Loves You</i> /"Memory"
14	12	KEITH URBAN <i>Keith Urban</i> /"Grace"
10	13	LEE ANN WOMACK <i>I Hope You Dance</i> /"Ashes"
8	14	RASCAL FLATTS <i>Rascal Flatts</i> /"Everyday"
18	15	TOBY KEITH <i>How Do You Like Me Now</i> /"Kiss"
—	16	GEORGE STRAIT <i>George Strait</i> /"There"
—	17	CHRIS CAGLE <i>Play It Loud</i> /"On"
—	18	MARK WILLS <i>Permanently</i> /"Know"
16	19	JAMIE O'NEAL <i>Shiver</i> /"Arizona"
—	20	BILLY RAY CYRUS <i>Southern Rain</i> /"Lonely"

Hot AC

LW	TW	ARTIST CD/Title
1	1	CREED <i>Human Clay</i> /"Arms"
5	2	U2 <i>All That You Can't Leave Behind</i> /"Beautiful"
6	3	LENNY KRAVITZ <i>Greatest Hits</i> /"Again"
4	4	MATCHBOX TWENTY <i>Mad Season</i> /"Gone"
2	5	OIDD <i>No Angel</i> /"Thankyou"
3	6	BARENAKED LADIES <i>Maroon</i> /"Pinch"
8	7	DAVID GRAY <i>White Ladder</i> /"Babylon"
9	8	3 DOORS DOWN <i>Better Life</i> /"Kryptonite"
13	9	EVERCLEAR <i>Songs From An American Movie Pt. 1</i> /"Wonderful"
7	10	FAITH HILL <i>Breathe</i> /"Love"
15	11	CORRS <i>In Blue</i> /"Breathless"
12	12	MADONNA <i>Music</i> /"Music"
17	13	SOULDECISION <i>No One Does It Better</i> /"Faded"
11	14	BACKSTREET BOYS <i>Black & Blue</i> /"Shape"
16	15	NINE DAYS <i>The Maddening Crowd</i> /"Absolutely"
14	16	'N SYNC <i>No Strings Attached</i> /"Promise"
18	17	RICKY MARTIN <i>Sound Loaded</i> /"Bangs"
10	18	STING <i>Brand New Day</i> /"Desert"
20	19	EVAN AND JARON <i>Evan And Jaron</i> /"Crazy"
19	20	VERTICAL HORIZON <i>Everything You Want</i> /"God"

Urban

LW	TW	ARTIST CD/Title
1	1	DESTINY'S CHILD <i>Charlie's Angels Soundtrack</i> /"Women"
3	2	OUTKAST <i>Stankonia</i> /"Jackson"
4	3	ERYKAH BADU <i>Mama's Gun</i> /"Know"
10	4	SHAGGY <i>Hot Shot</i> /"Wasn't"
2	5	AVANT <i>My Thoughts</i> /"First"
8	6	CARL THOMAS <i>Emotional</i> /"Emotional"
13	7	R. KELLY <i>TP-2.com</i> /"Wish"
17	8	JILL SCOTT <i>Who Is Jill Scott?</i> /"Walk"
7	9	JAY-Z <i>The Dynasty: Roc La Familia 2000</i> /"Love"
5	10	WYCLEF JEAN <i>The Eclectic: 2 Sides II A Book</i> /"911"
6	11	MUSIQ <i>Nutter Professor 2 Soundtrack</i> /"Friends"
15	12	NELLY <i>Country Grammar</i> /"E.I."
9	13	TONI BRAXTON <i>The Heat</i> /"Man"
12	14	DAVE HOLLISTER <i>Chicago 85: The Movie</i> /"Woman"
16	15	PRU <i>Pru</i> /"Candles"
11	16	KELLY PRICE <i>Mirror Mirror</i> /"Should've"
18	17	TAMIA <i>A Nu Day</i> /"Stranger"
—	18	BENIE MAN <i>Art & Life</i> /"Girls"
20	19	BABYFACE <i>A Collection Of His Greatest Hits</i> /"Breathing"
—	20	BOYZ II MEN <i>Nathan Michael Shawn Wanya</i> /"Thank"

NAC/Smooth Jazz

LW	TW	ARTIST CD/Title
1	1	SADE <i>Lovers Rock</i> /"Side"
2	2	KIM WATERS <i>One Special Moment</i> /"Groove," "Secrets"
3	3	DAVID BENNETT <i>Professional Dreamer</i> /"Miles"
4	4	NORMAN BROWN <i>Celebration</i> /"Paradise"
7	5	FOURPLAY <i>Yes, Please</i> /"Robo"
8	6	CHUCK LOEB <i>Listen</i> /"Blue"
5	7	BONEY JAMES & RICK BRAUN <i>Shake It Up</i> /"R.S.V.P."
10	8	CRAIG CHAQUICO <i>Panorama</i> /"Carnival"
12	9	GEORGE BENSON <i>Absolutely Benson</i> /"Medicine"
17	10	RIPPINGTONS <i>Life In The Tropics</i> /"Cruisin'"
—	11	YANNI <i>If I Could Tell You</i> /"Wishing"
—	12	YULARA <i>Future Tribe</i> /"Flyin'"
6	13	BONEY JAMES <i>Body Language</i> /"Boneyizm"
—	14	URBAN KNIGHTS <i>Urban Knights III</i> /"Dancing"
9	15	KIRK WHALUM <i>For You</i> /"Goes"
19	16	STEVE COLE <i>Between Us</i> /"Got"
11	17	WALTER BEASLEY <i>For Your Pleasure</i> /"Nice"
—	18	WALTER BEASLEY <i>Won't You Let Me Love You</i> /"Comin'"
15	19	LARRY CARLTON <i>Fingerprints</i> /"Gracias," "Fingerprints"
—	20	JONATHAN BUTLER <i>The Source</i> /"Forever"

Alternative

LW	TW	ARTIST CD/Title
1	1	U2 <i>All That You Can't Leave Behind</i> /"Beautiful"
2	2	LIMP BIZKIT <i>Chocolate Starfish...!</i> /"Rollin'"
3	3	RADIOHEAD <i>Kid A</i> /"Optimistic"
12	4	MOBY <i>Play</i> /"Southside"
10	5	LINKIN PARK <i>Hybrid Theory</i> /"Step"
6	6	LENNY KRAVITZ <i>Greatest Hits</i> /"Again"
8	7	LIFHOUSE <i>No Name Face</i> /"Hanging"
14	8	RAGE AGAINST THE MACHINE <i>Renegades</i> /"Funk"
11	9	BLINK-182 <i>The Mark, Tom & Travis Show</i> /"Overboard"
4	10	OFFSPRING <i>Conspiracy Of One</i> /"Prankster"
5	11	3 DOORS DOWN <i>Better Life</i> /"Loser"
13	12	DAVID GRAY <i>White Ladder</i> /"Babylon"
7	13	CREED <i>Human Clay</i> /"Ready"
9	14	GREEN DAY <i>Warning</i> /"Warning"
16	15	FUEL <i>Something Like Human</i> /"Hemorrhage"
20	16	COLDPLAY <i>Parachutes</i> /"Yellow"
15	17	BARENAKED LADIES <i>Maroon</i> /"Pinch"
18	18	PAPA ROACH <i>Infest</i> /"Broken"
—	19	GODSMACK <i>Awake</i> /"Awake"
—	20	CRAZY TOWN <i>The Gift Of The Game</i> /"Butterfly"

E-charts are based on weekly rankings of CD sales, downloads and streams of artists online compiled and tabulated directly from the logfiles of reporting websites. Reporters include Amazon.com, BarnesandNoble.com, CDNow.com, CheckOut.com, ChoiceRadio.com, CityInternetRadio, DMX MUSIC, KISFM.com, Lycos Radio, NetRadio.com, NYLiveRadio.com, RadioFreeVirgin, Spinner.com, The Everstream Network and XTRAI.com. Data is weighted based on traffic reports by web traffic monitor MediaMatrix. Charts are ranked with a 50/50 methodology of sales data and streaming/airplay data for the six reporting formats. © 2001 R&R Inc. © 2001 Online Today, Net Music Countdown.

When is the best time of day to ask for the order? If your response is "Doesn't matter," you're probably asking, in this week's *Management, Marketing & Sales* section, Pam Baker chats with motivational speaker Perry Buffington, who cautions that people are most receptive to listening and understanding in the morning, before lunch. Buffington also lays out a carefully researched "to-do clock" that shows you the times of day when you should consider following your other routines. This week's *MMS* section also features another in Dan O'Day's great series of commercial copy makeovers. And in our *GM Spotlight* this week: infamy/Chicago's Steve Erwin.

Pages 10-15

RADIO ONE IS TOPSI!

One of the great byproducts of consolidation has been the rise of Radio One. With a growing number of stations in its portfolio, Radio One is now the most influential operator of Urban and Urban AC stations in the country. This phenomenon spawned our *Watt Law* to feature four of the company's principals in its annual *Rock Music Month* special, which appears in this issue. Our Assistant Urban Editor, **Tanya O'Quinn**, did her part by conducting insightful interviews with Luther Vandross and a number of up-and-coming "Roughneck Flames," in conjunction with this week's special, *R&R* Publisher/CEO Eric Farber spotlights *R&R*'s James Warren in Publisher's Profile, and **Bob Shannon** sub down with the one and only Tom Joyner for his Legends column.

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THIS #1 WEEK

CAR/POP

• **RECORDS** CD: **BR**, **MTA** & **PM** (L) ... *John Mayer*

COUNTRY/ROCK

• **RECORDS** CD: **BR**, **MTA** & **PM** (L) ... *John Mayer*

US/AM

• **RECORDS** CD: **BR**, **MTA** & **PM** (L) ... *John Mayer*

US/AM

• **RECORDS** CD: **BR**, **MTA** & **PM** (L) ... *John Mayer*

US/AM

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US/AM

• **RECORDS** CD: **BR**, **MTA** & **PM** (L) ... *John Mayer*



MAY 25, 2001

Supreme Court Clears Radio Host

■ Ruling: First Amendment outweighs wiring laws

By Tom Ichniowski
 Ichniowski is a writer in New York City.

In a ruling that could have far-reaching effects on radio broadcast stations, the U.S. Supreme Court ruled this week that a radio station can't sue to stop its First Amendment rights when he aired a tape of a telephone conversation that had been recorded without the prior knowledge of the call's participants.

In a 5-3 vote released Monday, the Supreme Court said that a radio host can't be sued for airing a phone conversation that was illegally taped by a third party because the First Amendment trumps precedent over wiring laws. The case in question involved WGHI & WLK's Wilkes Barre host Fred Willians, who aired a tape of a cell-phone conversation between

ENR1/See Page 28

Radio One: No. 1 With A Bullet

■ R&R salutes company in annual Urban special

By Walt Line
 Line is a writer in New York City.

Each year *R&R* produces an annual special devoted to Urban radio and music to commemorate Black Music Month. *R&R*'s 2001 theme, *Radio One: No. 1 With A Bullet*, was chosen to acknowledge and pay tribute to the Washington, DC-based radio group that has emerged as the top broadcaster making Urban listeners today.

We are pleased to present exclusive interviews with four *Radio One* principals.

GARY HUGHES
RADIO ONE PRESIDENT/
CHAIRMAN

R&R: How many years have you been doing radio?

GH: Good question! About 32.

R&R: How did you start in the business?

GH: My interest was piqued when a group of athletes and entrepreneurs in Ontario decided that they wanted to buy a Black-owned radio station in



A former Gully Hughes poses up *Radio One's* future Chairman/CEO, Ahmad Iqbal.

Ontario, I was working for the Ford Foundation at the time, and Ford was giving grants to what were then classified as "minorities" to start businesses.

R&R: What about the early days of *R&R*/Washington?

GH: Well, *WHLR* was my first professional job in radio. I had been a lecturer at the faculty of the Howard University School of Communications, and Kath-

See Page 48

Lebow Returns To Ennis In VP Post

By Ann Lebow
 Lebow is a writer in New York City.

Between 1958 and 1992 David Lebow worked for *Ennis Communications* in

several capacities, including Sales Manager at KPWH/Los Angeles and corporate Director/Research & Market Development. Now, after taking a year off to consider his employment options, Lebow has decided to return to *Ennis*, as Regional VP for the

LEBOW

ENNIS

ENNIS

ENNIS

ENNIS

ENNIS

ENNIS

ENNIS

ENNIS

ENNIS

Doubles Fire Up R&R Convention 2001

The legendary *Double Brothers* will perform at *R&R* Convention 2001, which happens June 14-18 at the Century Plaza Hotel & Spa in Los Angeles. This addition to the convention agenda is but one of many great events that have been added in the last week, including appearances by

Larry King, Rick Ross and recording artist Dave Navarro.

With 11 multi-Platinum and 13 Gold albums to their credit, the *Double Brothers* will rock among the most-played rock bands on radio. Beginning in 1972 with "Lovers"

CONVENTION



LEBOW

ENNIS

ENNIS

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ENNIS



THE DOUBLE BROTHERS

Groups Make Their Case To Investors

By James Vines
 Vines is a writer in New York City.

NEW YORK — This time last year a would-be investor was in for a City for Larry Mays. Back then Clear Channel's shares were just south of \$100 and advertising sales were brisk. But the picture was different last week as Mays stood before the Banc Of America Securities Media and Telecommunications Conference on May 17. Shares in his company were half the value they were a year ago.

"Why invest in Clear Channel, other than that the stock is so ridiculously low?" Mays quipped in his Texas drawl.

Mays may have answered why Clear Channel's shares — and shares in other advertising-driven

INVESTORS

Bradley Set As PD At 'OCT/Baltimore

Mark Bradley, who has been PD and morning co-host for Entercom Hot AC WPTE/Norfolk since October 1996, has been appointed PD of Clear Channel Classic Rocker WOCT/Baltimore. Bradley will begin his new duties in mid-February, and he'll reunite

with Clear Channel Rock Brand Manager Mike O'Connor. From 1992-94 Bradley served as Asst. PD at WZGC/Atlanta while O'Connor served as PD. Bradley then served as PD of Adult Alternative WKOC/Norfolk for two years before launching PTE as a Pop/Alternative.

Clear Channel/Baltimore VP/Market Manager Jim Dolan referred to Bradley and O'Connor as "scary smart." He said, "It will give me great pleasure to see them working together to make Baltimore's Classic Rock a top-tier property. I'm glad they're on our side."

WOCT has struggled of late with its Classic Rock format and currently ranks behind all other full-market FM signals in the Baltimore ratings. When asked if a format change was in the works for 'OCT, Bradley told R&R, "I envision the station's future to involve higher ratings — regardless of what the format might be. In the next few weeks we'll make sure the station sounds like the best station in Baltimore, and by next year I guarantee this station will be in the four-to five-share range. A lot of sound

BRADLEY/See Page 32

Moody Moves Up To Buckley VP/Prog.

Buckley Broadcasting programmer Bernie Moody has been elevated to VP/Programming for the company. Moody will maintain his duties as PD/MD of mainstream AC K WAV-FM/Monterey and OM of sister Adult Standards KIDD-AM.

"This is a well-deserved promotion," noted Buckley West Coast Stations Exec. VP Kathy Baker. "Bernie has been on top of the ratings and has helped steer our West Coast stations in all programming areas. He's a tremendous asset to the company on many levels."

Before joining K WAV 10 years ago, Moody was OM at KSOL/San Francisco. He has programmed WFDR/Atlanta and WJMO/Cleveland and was MD for WLPL/Baltimore and Research Director at WOOK/Washington.



Moody

KMJK/Kansas City Appoints Love PD

Urban Oldies KMJK (formerly KNRX)/Kansas City has promoted Greg Love to PD. A veteran of Kansas City's Urban radio community, Love worked at former Urban Oldies KXCL/Kansas City and has been holding the 7pm-midnight shift at 'MJK.

"They had offered me the position, and I was a little scared," Love told R&R. "I wasn't so sure about it, so they had me become a Team Captain and get a taste of it. The more I got into this, I said, 'You know what, I can do this.'" Since Love assumed his new duties, KMJK has added some '90s titles into its rotation. "We're tweaking the music just a little bit," Love said, "but the format is going to remain the same."

Love has been in radio for 10 years. For the decade prior to that he worked in nightclubs and served as a DJ at private parties in Kansas City. He was given his first opportunity in radio at KXCL by well-known African-American broadcaster Del Rice. "I worked very hard to get to this point," Love said. "I did a lot of voice-over stuff here, and I knew God had a plan for me, and I stuck with it. And I continue to chase my dream."

Love admits that much of his education in radio came from listening to R&R Urban Editor Walt "Baby" Love on the air as a teenager. "One of the reasons I use the name 'Love' is my high admiration of Walt Love."

Kelly To Program WMC/Memphis Duo

Steve Kelly has exited the PD post at mainstream AC KGBY/Sacramento to become Director/Programming & Operations for WMC-AM & FM/Memphis. The position at the Infinity News/Talk and Hot AC combo had been open for 14 months, following Russ Morley's exit to program Hot AC WRMF/West Palm Beach.

"WMC-FM enjoys an awesome

heritage, and the staff there is incredible," Kelly told R&R. "By no means am I going to try changing the face of the radio station. It may need a fresh coat of paint and some attention, but it doesn't need to be overhauled. The staff has done a great job of holding things together, and it's pretty much been a

KELLY/See Page 25

Wexler Now VP/GM At Journal/Omaha

Steve Wexler has been tapped as VP/GM for Journal Broadcast Group's eight Omaha stations: Spanish-language KBBX, Adult Standards KOMJ, Sports KOSR, Rock KEZO, Classic Hits KKCD, Country KMXM, CHR/Rhythmic KQCH and Hot AC KSRZ. He had previously been in a similar post for Journal's four Tucson stations.

"Steve has proven himself as an outstanding leader in our company," Journal Broadcast Group President Carl Gardner commented. "He lives our core values of excellence, accountability and respect for people. He hires outstanding talent, and his teams have delivered excellent results. I look

WEXLER/See Page 25

Sanders Named VP/Prog. At Beasley

Jeff Sanders, PD of WSFL & WXNR/Greenville-New Bern, has been elevated to VP/Programming for parent company Beasley Broadcasting's East Carolina cluster. Sanders will oversee the programming of Urban WIKS, AC WMGV and Oldies WNCT, all located in Greenville-New Bern, and will retain PD duties at Classic Rock WSFL and Alternative WXNR.

"This is an exciting opportunity," Sanders told R&R. "I appreciate the honor and won't let Beasley down. I'm actually in the process of organizing the cluster. Our goal is to create unity and let the cluster move forward as one, as opposed to having each individual station go on its own. The PDs in place now are very capable and have been

SANDERS/See Page 25

Field Directs JMA Rhythm-Crossover

Chuck Field has been named Director/Rhythm-Crossover for Jeff McClusky & Associates. He was previously VP/Rhythm-Crossover Promotion for Jive Records.

JMA VP/Rhythm-Crossover Sean Lynch said, "Chuck's very successful careers in both the radio and record industries make him the perfect addition to



Field

JMA's Rhythm-Crossover department, which is now the largest in the business."

In addition to his tenure at Jive, Field served as Sr. Director/Pop Promotion at Sony's 550 Music. His radio career included a stint as OM at KSFM/Sacramento, and he was an air personality at WQUE/New Orleans and XHTZ (Z90)/San Diego.

EXECUTIVE ACTION

Douglas Joins RCS As VP/Product Marketing

Dwight Douglas has been appointed VP/Product Marketing at RCS. Douglas will be responsible for advertising, promotion and publicity for RCS' suite of radio and Internet broadcasting products.

Douglas was most recently PD at WZGC/Atlanta. Before that he spent 20 years as President of the Burkhart/Douglas consulting firm after having programmed WDVE/Pittsburgh and WWDC/Washington.

"We are delighted to have a world-class broadcast expert like Dwight on board," said RCS President Philippe Generali. "His energy, enthusiasm and vast knowledge of broadcasting, both on the air and over the Internet, are critical to maintaining an RCS leadership position in this space."



Douglas

Clear Channel/L.A. Ups Freeman To VP/Mktg.

Von Freeman has been promoted to VP/Marketing & Nontraditional Revenue for Clear Channel's eight-station Los Angeles cluster of KFII, KLAC, KXTA, KBIG, KCMG, KIIS, KOST & KYSR. He had been Marketing Director for KXTA, KIIS and former Clear Channel property KACD for three years.

"Von Freeman has been the driving force behind the creation of bigger-than-life promotions that not only drive ratings but also create huge nonspot revenue streams," Clear Channel/Los Angeles Market President Roy Laughlin said. "We're talking Wango Tango at Dodger Stadium and the Million Dollar Birthday Game, to name a few."

Concurrently, Jim Murphy climbs to Market Controller. He had worked for KXTA, KACD & KIIS as well.

Douglas To Manage Cox Radio Syndication

Cox Radio Syndication has promoted Paul Douglas to the newly created position of Managing Director. Douglas has been working on the company's syndication efforts for the past two years, in conjunction with former WSB-AM/Atlanta OM Greg Mocerri, who recently exited to form his own consultancy.

"Paul's experience in News/Talk radio and syndication is extensive, and his track record is tremendous," said Cox Radio co-CEO Marc Morgan, to whom Douglas will report. "His contributions to our syndication business have been significant, and I think that anyone involved in Cox Radio Syndication would give credit to Paul for a large amount of our success in this area."

Douglas joined Cox Radio/Atlanta in fall 1997, following a stint as Exec. VP/GM of SBI Broadcasting, which was the distributor of *The Dr. Laura Schlessinger Show* at the time (the program has since been sold to Premiere Radio Networks). He also spent 15 years at WTIC-AM/Hartford in various capacities, including News Director and PD. He told R&R, "I'm excited and grateful to Cox Radio to have the opportunity to work hard to give Neal Bortz, Clark Howard and all of our syndicated talent the recognition and success they richly deserve."



Douglas

Metro/Shadow Makes Haake Reg. VP/Southwest

Mike Haake has been named Regional VP/Southwest for Metro Networks/Shadow Broadcast Services. He will oversee operations in Phoenix, Tucson, Albuquerque, Las Vegas, Salt Lake City, Kansas City and Omaha.

Previously VP/GM of Metro's Houston office, Haake is now based in Phoenix. He reports to Metro/Shadow Sr.VP/Western Region Ian Epstein.

Haake joined Metro 11 years ago as a midday anchor in Kansas City. In 1993 he was promoted to Director/Operations, Kansas City. Haake was elevated to Regional Director/Operation in 1995 and to his most recent post in 1997.

Tash Takes EVP/Syndication Post At FMITV

Robert "Skip" Tash has been named Exec. VP/Syndication for FMITV Networks. Tash comes from Buysellbid.com's Exec.VP/Sales post and will oversee syndication efforts for the FMITV player and original programming from FMITV's three superstations, KIISFMi, WBLSi and XTRAI.

A 20-year industry veteran, Tash worked as VP/Advertising at the NAB and was owner/GM at Eastern Broadcasting and GSM at Inner City Broadcasting before launching a career in publishing. He spent six years as an Associate Publisher at IMAS Inc., working for *Radio World Newspaper*, *Radio World International* and *Radio World Magazine*.

FMITV Chairman/CEO Laurence Norjean commented, "Having worked with Skip at Buysellbid.com, I know firsthand that his strong business sensibilities and grasp of the evolving Internet economy will be invaluable in making FMITV a coveted global brand."

National Radio

• **MJI BROADCASTING** presents the two-hour Valentine's Day special *The Love of Country*, hosted by Martina McBride and available Feb. 9-14. For more information, contact Justin Chadwick at 212-896-5397; justinc@mji.com.

• **MURRAY-WALSH RADIO PROGRAMMING** launches the four-hour weekly mix show *Supermix '80s*. For more information, contact Michael Murray at 800-729-6499.

• **UNITED STATIONS RADIO NETWORKS** offers the series *Country Giants*. The lineup includes *The Toby Keith Story* on Valentine's Day weekend, *The Alan Jackson Story* on May 28, *The George Strait Story* on the July 4th weekend and *The Faith Hill Story* from Sept. 1-3.

Additionally, United Stations debuts "The Black History Minute," hosted by Ann Tripp, available each day in February. For more information, contact Julie Harris at 212-869-1111.

• **JONES RADIO NETWORK**, in partnership with Henry/Kelly Program Service, launches the Urban show *Body & Soul*, airing Sun.-Fri. from 7pm-midnight. For more information, contact Katie Benson at 303-784-8378; kbenson@jonescorp.com.

CHRONICLE

BIRTHS

Talk show host Kim Komando, husband Barry, son Ian, Dec. 28.

• **MJI BROADCASTING** presents the three-hour weekly show *The Hip-Hop Master Mix*, hosted by The Baka Boys. For more information, contact Jennifer Leimgruber at 212-896-5228.

• **ESPN RADIO** airs a series of shows in conjunction with Super Bowl XXXV (all times ET): *Mike & Mike in the Morning*, hosted by Mike Golic and Mike Greenberg, 6-10am, Jan. 22-26; *The Tony Kornheiser Show*, 10am-1pm, Jan. 22; *The Dan Patrick Show*, co-hosted by Ron Dibble, 1-4pm, Jan. 22-26 and Jan. 29; *GameDay*, hosted by Jason Jackson and Jack Arute, 4-7pm, Jan. 24-26; *GameNight*, hosted by Chuck Wilson and Chris Moore, 7-11pm, Jan. 24-26; *All Night With Todd Wright*, 2-6am, Jan. 22-26 and Jan. 29; *The Sporting Life With Dick Schaap*, 9-11am, Jan. 27; *ESPN the Magazine on ESPN Radio*, hosted by Andy Pollin and Mel Kiper Jr., 11am-3pm, Jan. 27; *Sunday GameDay*, hosted by Andy Pollin and John Clayton, 11am-3pm, Jan. 28; and *Sunday GameNight*, hosted by Jack Arute, 7pm-2am, Jan. 28.

Records

• **BOB MORELLI** is upped to SVP/Associated Labels for BMG Distribution. He

rises from VP/Sales & Marketing, Distributed Labels.

• **DAWN BRIDGES** is named SVP/Corporate Communications for Warner Music Group. She was most recently in a similar position with EMI Group.



Bridges

• **VALERIE PATTON** is promoted to VP/head of Urban Music for Chrysalis Music Group. She rises from Sr. Dir./Urban Music.

• **NANCY SULLIVAN** is made SVP/Media Relations for Farmclub.com. She was previously in the publicity department of Scoop Marketing.



Lawrie

• **KEVIN LAWRIE** is upped to President of Sony Music/Mexico. He had been Managing Dir.

Kelly

Continued from Page 24

"steady as she goes" situation."

Prior to joining KGBY three years ago, Kelly spent nearly four years as OM for Citadel/Salt Lake City. He has also programmed WXXL/Orlando, WCFB/Orlando, WZXR/Memphis, and WKSJ/Greensboro.

Regarding Memphis, Kelly told R&R, "It's a gracious Southern town with a wonderful sense of community. It has its own musical culture, and it's not all built around Elvis. In fact, it's more built around the blues. There's a lot to see and do there. Many WMC staffers were there when I was in the market 15 years ago."

Wexler

Continued from Page 24

for great success from Steve and our Omaha staff."

Wexler succeeds Jim McKernan. Journal/Tucson GSM Mark Bentz will manage KFFN, KGMG, KMXZ & KZPT while a search is conducted for Wexler's replacement.

Wexler began his career as a part-timer at Journal's WTKI & WTMJ/Milwaukee. He became a full-time announcer at WTMJ in 1981. After a four-year stint as Program Manager for King Broadcasting's KGW-AM/Portland and KING-AM/Seattle, Wexler returned to Milwaukee as WTMJ's PD.

Richards

Continued from Page 3

Prior to his move to Seattle Richards was PD of Country WKHK/Richmond and WQDR/Raleigh. He began his programming career in Cookeville, TN at Country WGSQ and Oldies WPTN.

XM

Continued from Page 3

The report calls Sirius "less speculative than XM." Its progress to date, higher valuation and potential for further upside make it the No. 2 pick for this year.

Meanwhile, Motient Corp., which owns 10% of XM, registered 1 million shares of XM's class A common stock, according to a Form 144 released Monday by the SEC. A Form 144 indicates the intention to sell restricted stock but doesn't represent a commitment to sell. Reston, VA-based Motient owns and operates a terrestrial and satellite network and provides two-way mobile and Internet communication services.

XM Adds Programming

XM also announced this week that it has signed programming deals with the *National Lampoon*, *Firesign Theater*, the *Discovery Channel* and *AP News*. *Lampoon's* Network One will provide XM with *National Lampoon's* entire library of archived hourlong ra-

dio shows created in the early 1970s, prior to the *Saturday Night Live* era, including skits from such renowned comedians as John Belushi, Billy Crystal, Gilda Radner, Bill Murray and Harold Ramis.

Discovery will create a new radio channel featuring content from its cable networks, including the *Discovery Channel*, *TLC*, *Animal Planet*, the *Travel Channel* and the *Discovery Health Channel*. (Sirius inked a similar deal earlier this month.) The *Firesign* troupe — Phil Austin, Peter Bergman, David Ossman and Phil Proctor — will create a live monthly show.

The Associated Press' All News Radio will also be offered around the clock on one of XM's satellite channels. The deal calls for AP to provide its online audio-actuality database and its ready-to-air broadcast news wires for use with XM-produced channels.

In other XM news, the company signed an agreement with Visteon, which will design, develop, manufacture, market and license XM radios.

Sanders

Continued from Page 24

doing a great job, and I'll be helping with their overall needs. Beasley seems to be a pretty good company. They've treated me well, and now it's time for me to return the favor."

Williams

Continued from Page 3

been completely and totally exciting. Every day is new, and it's good."

Radio One Regional VP Pam Somers said, "Selecting someone with a great reputation and an understanding of the Washington, DC advertisers, listeners and community was a priority for us, and

Sanders was recently awarded the Program Director of the Year award by Beasley. In addition to his programming duties, Sanders consults Beasley Active Rocker WCHZ/Augusta, GA. Before joining Beasley three years ago, he served as OM for WEKL & WRXR/Augusta, GA.

Michele fits that bill."

Williams is a Washington native and has been in DC radio and television her entire career. Before joining Radio One in March 1999, Williams served as GSM of WWVZ & WWZZ (Z104)/Washington. She joined Z104 in 1996 as LSM and prior to that served as an AE for WPGC/Washington.

NATIONAL RADIO FORMATS



ALTERNATIVE PROGRAMMING
Steve Knoll • (800) 231-2818
Gary Knoll

Rock

AEROSMITH Jaded
DAVE MATTHEWS BAND I Did It
U2 Walk On

Alternative

DAVE MATTHEWS BAND I Did It
U2 Walk On

CHR

AEROSMITH Jaded
BARENAKED LADIES Too Little Too Late
DIDD Thankyou

Mainstream AC

AEROSMITH Jaded
BARENAKED LADIES Too Little Too Late
VERTICAL HORIZON Best I Ever Had (Grey Sky...)

Lite AC

ROD STEWART I Can't Deny It

NAC

FOURPLAY Double Trouble
YULARA Flying High

UC

CHANGING FACES Ladies Man
LUDACRIS Southern Hospitality
JESSE POWELL II

JONES BROADCAST PROGRAMMING
Ken Moultrie • (800) 426-9082

Alternative

Teresa Cook
MATTHEW GOOD BAND Hello Time Bomb
NEW FOUND GLORY Hit Or Miss

Active Rock

Steve Young/Craig Altmaier
CRAZY TOWN Butterfly
KID ROCK My Oedipus Complex

Heritage Rock

Steve Young/Craig Altmaier
DAVE MATTHEWS BAND I Did It
3 DOORS DOWN Duck And Run

Hot AC

Steve Young/Josh Hosler
AEROSMITH Jaded
BARENAKED LADIES Too Little Too Late

CHR

Steve Young/Josh Hosler
ATC Around The World (La La...)
VERTICAL HORIZON Best I Ever Had (Grey Sky...)

Rhythmic CHR

Steve Young/Josh Hosler
MODJO Lady (Hear Me Tonight)
MONICA Just Another Girl
SNOOP DOGG Snoop Dogg

Soft AC

Mike Bettelli
BON JOVI Thank You For Loving Me

Mainstream AC

Mike Bettelli
R. MARTIN V.C. AGUILERA Nobody Wants To Be...

Delliah

Mike Bettelli
BON JOVI Thank You For Loving Me

JONES RADIO NETWORK

Jon Holiday • (303) 784-8700

Adult Hit Radio

JJ McKay
LEE ANN WOMACK I Hope You Dance

Rock Classics

Rich Bryan
No Adds

Soft Hits

Rick Brady
AEROSMITH Jaded

RADIO ONE NETWORKS

(970) 949-3339

Choice AC

Yvonne Day
DIDD Thankyou
FUEL Hemorrhage (In My Hands)
DAVE MATTHEWS BAND I Did It

New Rock

Steve Leigh
No Adds

WESTWOOD ONE RADIO NETWORKS

Charlie Cook • (661) 294-9000

Bob Blackburn

Adult Rock & Roll

Jeff Gonzer
CREEO Riders On The Storm
U2 Walk On

Soft AC

Andy Fuller
No Adds

Bright AC

Jim Hays
NELLY FURTADO I'm Like A Bird
LEE ANN WOMACK I Hope You Dance

Brenner

Continued from Page 3

of the top Country stations in America, with a talented, heritage staff. I'm proud to have been part of such a great team for so long and look forward to being more involved in the day-to-day effort to keep KMPS on top."

Brenner has spent 16 years with the Seattle Country outlets during a couple of stints. She worked in a

variety of capacities for KMPS between 1982-92, left to join BP Consulting and returned to KMPS-AM & FM & KZOK-FM as General Program Manager in April 1995. She added KYCW-FM PD duties in January 1998. Shortly after KYCW-FM dropped Country in January 2000, Brenner was named PD of Classic Country KYCW-AM and OM of KYCW-AM & KMPS-FM.

Mercury

Continued from Page 3

from our label stalwarts. John's promotion ensures that Mercury's promotion department remains as strong and motivated as ever."

Powers spent four years in radio before handling pop promotion for A&M out of Detroit. He joined Mercury eight years ago as Manager/Northeast Regional Promotion. Eitinger began his career at Mercury seven years ago as Manager/Midwest Regional Promotion.

Of his new post, Powers noted, "It's about learning and applying knowledge. Luke Lewis has taught me a tremendous amount about the

record business and has repeatedly given me the opportunity to go out and use it. I could not be more fortunate working with this promotion staff, this artist roster and for Luke."

Termining his promotion "a dream come true," Eitinger said, "I know we have the best field promotion team in country music, and I can't wait to get started working with them. I've had seven wonderful years working with the Midwest region, and I thank my stations for making me look good all these years."

Mercury also ups Promotion Coordinator Haley McLemore to Manager/Midwest Promotion and Marketing Coordinator Tom Lord to Marketing Manager.

DATEBOOK

MONDAY, FEBRUARY 5

National Chocolate Fondue Day
1952/The first electronic "Don't Walk" signs are installed in New York.



Nobody paid any attention then either.

1969/The ABC-TV comedy *Turn-On*, from the producers of *Laugh-In*, is so thoroughly panned by critics that it is yanked off the air after only one episode.

1972/**Bob Douglas**, owner and coach of the New York Renaissance, becomes the first African American to be elected to the Basketball Hall of Fame.

Born: **Christopher Guest** 1948, **Jennifer Jason Leigh** 1962

In Music History

1957/**Bill Haley & The Comets** arrive in England to begin their first U.K. tour.

1972/**Paul Simon** releases his first solo single, "Mother and Child Reunion." It hits the top five.

1992/**New Kids On The Block** appear on *The Arsenio Hall Show* to refute their former producer's claim that they didn't sing on their *Hangin' Tough* LP. The band sues the producer, and he later recants.

Born: **Duff McKagan** (Guns N' Roses) 1964, **Bobby Brown** 1969

TUESDAY, FEBRUARY 6

National Frozen Yogurt Day

1971/NASA astronaut **Alan Shepard** swings a 6-iron at golf balls on the surface of the moon.

1985/French mineral-water company **Perrier** debuts its first new product in 123 years — fruit-flavored water.

1987/President **Ronald Reagan** turns 76, making him the oldest sitting President in U.S. history.

Born: **Rip Torn** 1931, **Robert Townsend** 1957

In Music History

1976/**Ronnie Milsap** joins the Grand Ole Opry.



Milsap: Legend in my time.

1987/**Sonny Bono** declares his candidacy for mayor of Palm Springs, CA. He wins and is later elected to Congress from California.

1998/Beach Boy **Carl Wilson**, 51, dies of lung cancer. On the same day, Austrian singer **Falco**, 40, is killed in a car accident in the Dominican Republic.

Born: **Fabian** 1943, **Dan Seals** (ex-Seals & Crofts) 1948, **Axl Rose** (Guns N' Roses) 1962

WEDNESDAY, FEBRUARY 7

Hangover Awareness Day

1977/The cover of *Time* magazine shows **Amy Carter** (daughter of President Jimmy) and her dog, **Grits**, with the caption "The Carters Move In."

1984/Captain **Bruce McDaniels**, using a rocket pack, exits the *Challenger* and becomes the first person to fly untethered in space.

1992/**Magic Johnson** is named MVP in the NBA's All-Star Game, as the West beats the East 153-113.

Born: **James Spader** 1960, **Chris Rock** 1966

In Music History

1979/**The Clash** open their first U.S. show, in Berkeley, CA, with "I'm So Bored With the U.S.A."

1980/**Pink Floyd** begin their wildly successful *Wall* tour.

1994/**Blind Melon** frontman **Shannon Hoon** is tossed out of the American Music Awards for being loud and disruptive and is then arrested.

Born: **Garth Brooks** 1962, **David Bryan** (Bon Jovi) 1962

THURSDAY, FEBRUARY 8

National Molasses Day

1963/**Lamar Hunt**, owner of an American Football League franchise in Dallas, moves the team to Kansas City and renames it the Chiefs.

1969/The last issue of the 148-year-old *Saturday Evening Post* is published.

1986/**Billy Olson** breaks an indoor pole-vault record for the seventh time in four months, soaring 19 feet, 5 1/2 inches.

Born: **John Grisham** 1955, **Alonzo Mourning** 1970

In Music History

1960/Congress begins the radio payola hearings.

1971/Giving up all hope of a reunion, the original **Beatles** fan club disbands.

1973/**Carly Simon** hits No. 1 for the first and only time with "You're So Vain." The song is believed by many to be about either **Mick Jagger** (who sings backing vocals on the track) or actor **Warren Beatty**, but Simon has never named names.



Simon: Clouds in whose coffee?

Born: **Merle Watson** 1949-1985, **Vince Neil** (ex-Motley Crue) 1961

FRIDAY, FEBRUARY 9

Play Hooky Day

1958/**General Motors** engineers demonstrate a system for steering cars via an electric signaling cable buried beneath the road.

1963/The first Boeing 727 takes off. Boeing builds 1,832 of the jets before ceasing production in 1984.

1989/Testifying before the New Jersey State Senate, World Wrestling Federation officials admit that their matches are purely for entertainment, with predetermined winners.

Born: **Mia Farrow** 1945, **Mena Suvari** 1979

In Music History

1964/Future **Monkee** **Davy Jones** appears on *The Ed Sullivan Show* with the cast of the Broadway musical *Oliver*.

1987/Frontman **Kevin DuBrow** is

tossed out of metal pop outfit **Quiet Riot** on the grounds that the other bandmembers have "finally gotten fed up with the friction."

1988/**Kenny Rogers** appears in the second of the successful *Gambler* TV-movie series on CBS-TV. He plays **Brady Hawkes** five times between 1980-1994.

Born: **Carole King** 1942, **Travis Tritt** 1963

SATURDAY, FEBRUARY 10

National Sneaker Day



Wear your sneaks!

1962/The former Soviet Union exchanges American U-2 pilot **Gary Powers** for **Rudolph Abel**, a Soviet spy held by the U.S.

1966/**Ralph Nader** testifies against perceived safety abuses in the automobile industry before the U.S. Senate, singling out the **Chevrolet Corvair**.

1996/World chess champion **Garry Kasparov** loses the first game of a match in Philadelphia to an IBM computer called "Deep Blue."

Born: **Robert Wagner** 1930, **Mark Spitz** 1950

In Music History

1942/The first Gold record is awarded, to **Glenn Miller** for "Chattanooga Choo-Choo."

1986/**Elton John** storms out of the British Music Awards when he loses the Best Male Vocalist award to **Phil Collins**. At the same show **Bob Geldof** is honored for his work with **Band Aid**.

1993/**Michael Jackson** grants his first interview in 15 years, to **Oprah Winfrey**. The talk gets the most press for Jackson's continued denial that he's had more than two plastic surgeries.

Born: **Donovan** 1946, **Cliff Burton** (Metallica) 1962-1986

SUNDAY, FEBRUARY 11

Don't Sweat It Day

1968/The 20,000-seat **Madison Square Garden** officially opens in New York with a gala hosted by **Bob Hope** and **Bing Crosby**.

1982/The 18-hour miniseries *The Winds of War* ends on ABC-TV. It cost \$40 million to produce and tops *Roots* as most-watched miniseries in TV history.

1990/**James "Buster" Douglas** knocks out **Mike Tyson** in the 10th round to grab the heavy-weight boxing crown in a bout held in Tokyo.

Born: **Tina Louise** 1935, **Jennifer Aniston** 1969

In Music History

1987/Three hundred young fans are detained by Warsaw police for rowdy behavior on the way to a **Metallica** show.

1998/**Guns N' Roses** frontman **Axl Rose** is arrested in a Phoenix airport for disorderly conduct.

Born: **Sheryl Crow** 1962, **Brandy** 1979

— **Michael Anderson & Brida Connolly**

Zinescene

Changing Of The Guard!

Somehow it seems that the more they stay the same. Or what's old is becoming new again. As the nation celebrates the inauguration of its new President, **George W. Bush** — which, for some, sparks memories of a past administration from a past decade of the past century — long-defunct band **The Beatles** are currently celebrating their ninth week atop the album charts, and other artists from the past are set to release new albums.

Entertainment Weekly and *People* report that new albums are on the way from **The Jacksons** (along with brother **Michael Jackson**), **Guns N' Roses**, **Rod Stewart**, **Jeff Beck**, **Johnny Cash** and **Aerosmith**. Even famed "wall of sound" producer **Phil Spector** will soon be producing a new album — for **John Lennon's** son **Sean Lennon**.

As these artists are releasing new albums, other artists are branching out into new avenues. *TV Guide* reports that **Chris Isaak's** self-titled comedy series will debut on Showtime in March, and Grammy nominee **Sisqo** and former Eagles guitarist **Joe Walsh** are each producing pilots for potential TV series. Also, **Elvis Costello** is hoping the series *Archangels: Special Client*, featuring a script he co-wrote, makes it to the air. *Us Weekly* reports that **Reba McEntire** is heading to Broadway to star in *Annie Get Your Gun*, and **Britney Spears** is heading to the big screen to star in a movie about three pals on their way to a music contest. And *Rolling Stone* reports that **Boy George** is writing a musical based on the '80s club scene in London.

Hail To The Chief

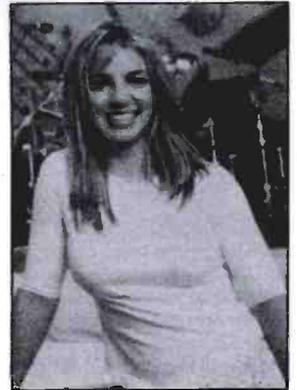
People reports that **Ricky Martin**, **98 Degrees**, **Jessica Simpson**, **ZZ Top**, **Lyle Lovett**, **Tanya Tucker** and **Clint Black** and his wife, **Lisa Hartman Black**, were among the artists who performed during the inaugural festivities.

Is the "Livin' La Vida Loca" singer about to "do the Copa"? (Talk about old becoming new!) *Us Weekly* reports that **Ricky Martin** wants to record a cover of **Barry Manilow's** '70s classic "Copacabana," and Martin's managers have approached Manilow's reps to discuss the legalities.

Speaking of big parties, **Sting** will perform "Desert Rose" and "Roxanne" during the **Super Bowl's** pregame show. He tells *People*, "It's a surreal gig. It's like playing this huge frat party."

Time To Retire

Ben Folds Five's surprise split in November was "pretty boring," says the band's frontman, **Ben Folds**. "Nobody punched anybody else. Nobody said, 'I can't play with you anymore.' There just



JUST A HOMEBOY — *Britney Spears* tells *Us Weekly* that the media have the wrong idea about her: "They'll talk about me showing cleavage and my belly," she says, "but they don't say anything about the artists who accept an award and can't even talk because they're so drugged out. After the awards show, I go home, drink my tea and go to bed."

wasn't a next step. It's the first time we've felt uninspired, so why go against our hearts and maim what we had passion about to begin with?" (*Spin*)

Christina Aguilera's mom, worried that her daughter has been working too hard lately and needs a rest, penned a message to the singer's fans to tell them Christina is taking a vacation for the time being. (*Star*)

Spin asks **Krusty The Clown** to dispense career-rehab advice to such '90s pop stars as **Courtney Love**, **Hanson**, **Liz Phair**, **Billy Corgan**, **Alice In Chains** singer **Layne Staley** and ex-Lemon-heads singer **Evan Dando**.

Over The Hill?

Is **Madonna** retiring from the club scene? The *Star* reports that she and her hubby, **Guy Ritchie**, attended a birthday party recently for British actor **Vinnie Jones** (who stars in Ritchie's current film, *Snatch*) at an L.A. club. When the clock struck midnight, Madonna was ready to leave, even though her 10-years-younger hubby wanted to party all night. Maybe Madonna is seeking something more stimulating. The *Globe* reports that she is learning to play chess.

Cher doesn't plan to retire from the club scene. If anything, the *Star* reports, she wants to be even closer to the action. The 'zine says that the singer is afraid she's turning into a couch potato in her Malibu mansion, so she wants to get a bachelor pad close to the trendy nightspots along L.A.'s Sunset Strip.

Andy Williams is just an old hippie at heart. So much so that the *Globe* and the *Star* report that the singer took LSD trips repeatedly during the '70s — and enjoyed them!

— **Deborah Overman**

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.



72 million households

Plays

JENNIFER LOPEZ Love Don't Cost A Thing	24
CRAZY TOWN Butterfly	20
SHOOP DOGG Snoop Dogg	18
SHAGGY It Wasn't Me	17
MADONNA Don't Tell Me	16
3LW No More (Baby I'ma Do Right)	16
JA RULE (LIL' MO)... Put It On Me	16
MYA Free	15
DREAM He Loves U Not	15
R. MARTIN (C. AGUILERA) Nobody Wants To Be Lonely	15
OUTKAST Ms. Jackson	14
DESTINY'S CHILD Independent Women Part 1	14
EMINEM (DIDD) Stan	13
BBMAK Still On Your Side	11
BRITNEY SPEARS Stronger	11
U2 Beautiful Day	11
XZIBIT X	11
BACKSTREET BOYS The Call	11
PINK You Make Me Sick	10
LINIKIN PARK One Step Closer	10
AT THE DRIVE-IN One Armed Scissor	10
LENNY KRAWITZ Again	10
MYSTIKAL (NIVEA) Danger (Been So Long)	10
FUEL Hemorrhage (In My Hands)	10
JAY-Z I Just Wanna Love U (Give It 2 Me)	9
112 It's Over Now	9
R. KELLY I Wish	9
K-CI & JOJO Crazy	9
LIL BOW WOW (SHOOP DOGG) Bow Wow (That's My Name)	9
JAY-Z (BEANIE SIGEL & MEMPHIS)... Change The Game	9
MOBY (GIVEN STEFANI) Southside	8
OFFSPRING Original Prankster	8
DAVID GRAY Babylon	8
LUCY PEARL You	8
COLORPLAY Yellow	8
EVERCLEAR AM Radio	8
DIDD Thankyou	8
LUDACRIS Southern Hospitality	8
EVAN AND JARON Crazy For This Girl	7
NELLY E.I.	7
O-TOWN Liquid Dreams	7
WU-TANG CLAN Gravel Pit	7
AARON LEWIS & FRED DURST Outside	7
CORRS Breathless	6
'N SYNC This I Promise You	6
COMMON (FRANCY GRAY) Gato Heaven	5
99 DEGREES My Everything	5
LIFEHOUSE Hanging By A Moment	5
MUSIQ Just Friends (Sunny)	5
STRAIT UP (LAJON OF SEVENDUST) Angel's Son	5
MARILYN (MANSION) Disposable Teens	4
INSANE CLOWN POSSE Let's Go All The Way	4
A PERFECT CIRCLE 3 Libras	3
SOULDECISION Faded	3
SADE By Your Side	3
MIRIAMLA So In Love With 2	3
ANAST My First Love	2
CASH MONEY (MILLIONAIRES) Project Check	2
PAPA ROACH Broken Home	1
SOULDECISION Ooh It's Kinds Crazy	1

Video playlist for the week ending January 22



55 million households

 Peter Cohen,
VP/Programming

National Top 20

EMINEM (DIDD) Stan	24
SHAGGY It Wasn't Me	20
LIL BOW WOW (SHOOP DOGG) Bow Wow (That's My Name)	18
'N SYNC This I Promise You	17
NELLY E.I.	16
R. KELLY I Wish	15
OUTKAST Ms. Jackson	14
TAMIA Stranger In My House	13
JAGGED EDGE Promise	12
TWIZTD We Don't Die	11
BRITNEY SPEARS Stronger	10
LINIKIN PARK One Step Closer	9
99 DEGREES My Everything	8
BACKSTREET BOYS Shape Of My Heart	7
K-CI & JOJO Crazy	6
CASH MONEY (MILLIONAIRES) Project Check	5
MELANIE C I Turn To You	4
MYSTIKAL (NIVEA) Danger (Been So Long)	3
AGE AGAINST THE MACHINE Renegades Of Funk	2
INSANE CLOWN POSSE Let's Go All The Way	1

This week's playlist is frozen.



78 million households

 Paul Marszalek
VP/Music Programming

ADDS

BARENAKED LADIES Too Little Too Late
JOSH JOPLIN GROUP Camera One
SEBASTIAN All About Chemistry
SHAGGY It Wasn't Me

INSIDE TRACK

EVAN AND JARON Crazy For This Girl
DAVID GRAY Babylon
MYA Free
LIFEHOUSE Hanging By A Moment
VERTICAL HORIZON You're A God

XL

LENNY KRAWITZ Again
JENNIFER LOPEZ Love Don't Cost A Thing
MADONNA Don't Tell Me
MATCHBOX TWENTY If You're Gone
U2 Beautiful Day

NEW

BARENAKED LADIES Too Little Too Late
DIDD Thankyou
EVERCLEAR AM Radio
RICKY MARTIN (C. AGUILERA) Nobody Wants To...

LARGE

BON JOVI Thank You For Loving Me
CORRS Breathless
CREED With Arms Wide Open
DESTINY'S CHILD Independent Women Part 1
EVAN AND JARON Crazy For This Girl
FUEL Hemorrhage (In My Hands)
DAVID GRAY Babylon
DON HEALEY Everything Is Different Now
LIFEHOUSE Hanging By A Moment
SADE By Your Side

MEDIUM

GREEN DAY Warning
K-CI & JOJO Crazy
R. KELLY I Wish
MOBY (GIVEN STEFANI) Southside
JILL SCOTT A Long Walk
SEAL This Could Be Heaven
ROD STEWART I Can't Deny It
UNCLE KRACKER Follow Me

CUSTOM

3 DOORS DOWN Loser
A PERFECT CIRCLE 3 Libras
ALICE IN CHAINS Bleed The Freak
BACKSTREET BOYS Shape Of My Heart
ERYKAH BADO Didn't Cha Know
DEXTER FREEMAN Leaving Town
DUST FOR LIFE Step Into The Light
NELLY FURTADO I'm Like A Bird
P.J. HARVEY Good Fortune
DAVE NOLLISTER One Woman Man
JOE MYSTIKAL Shutter
ELTON JOHN (FRILLY JOEL) Goodbye Yellow Brick Road
JOSH JOPLIN GROUP Camera One
SHAWN MILLER Everywhere I Go
MUSIQ Just Friends (Sunny)
'N SYNC This I Promise You
SEBASTIAN All About Chemistry
SHAGGY It Wasn't Me
STONE TEMPLE PILOTS No Way Out
STRAIT UP (LAJON OF SEVENDUST) Angel's Son
TAMIA Stranger In My House
JAMES TAYLOR Your Smiling Face
CARL THOMAS Emotional

Video airplay from January 29 - February 4.



36 million households

 Cindy Mahmoud
VP/Music Programming
& Entertainment

VIDEO PLAYLIST

JAGGED EDGE Promise
MYSTIKAL (NIVEA) Danger (Been So Long)
LIL BOW WOW (SHOOP DOGG) Bow Wow (That's My Name)
JOE MYSTIKAL Shutter
JA RULE (LIL' MO)... Put It On Me
SHAGGY It Wasn't Me
JAY-Z I Just Wanna Love U (Give It 2 Me)
MUSIQ Just Friends (Sunny)
OUTKAST Ms. Jackson
TAMIA Stranger In My House

RAP CITY

OUTKAST Ms. Jackson
SHOOP DOGG Snoop Dogg
MASTER P Bout Dat
LIL BOW WOW (SHOOP DOGG) Bow Wow (That's My Name)
JA RULE (LIL' MO)... Put It On Me
MYSTIKAL (NIVEA) Danger (Been So Long)
JAY-Z (BEANIE SIGEL & MEMPHIS)... Change The Game
PROJECT PIG Chickenhead
CASH MONEY (MILLIONAIRES) Project Check
LUDACRIS Southern Hospitality

Video playlist for the week ending January 20.

TELEVISION

TOP TEN SHOWS

JAN. 15-21

 Total Audience
(85.9 million households)

- 1 **The Golden Globe Awards**
- 2 **Who Wants To Be A Millionaire (Wednesday)**
- 3 **Who Wants To Be A Millionaire (Thursday)**
- 4 **Who Wants To Be A Millionaire (Sunday)**
- 5 **60 Minutes**
- 6 **Who Wants To Be A Millionaire (Friday)**
- 7 **Law & Order**
- 8 **Frasier**
- 9 **Temptation Island**
- 10 **Friends**

Persons 18-49

- 1 **The Golden Globe Awards**
- 2 **The Simpsons**
- 3 **Friends**
- 4 **Will & Grace**
- 5 **E.R.**
- (tie) **Frasier**
- 7 **Just Shoot Me**
- 8 **Ally McBeal**
- 9 **Three Sisters**
- 10 **Law & Order**

Source: Nielsen Media Research

COMING NEXT WEEK

Tube Tops

CBS presents **Super Bowl XXXV** live from Tampa, first with a special edition of **MTV's TRL @ The Super Bowl** with Jennifer Lopez, then pre-game performances by Sting ("Desert Rose," "Roxanne"), Ray Charles ("America the Beautiful") and The Backstreet Boys ("The Star-Spangled Banner"). Aerosmith and 'N Sync are slated to perform at halftime (Sunday, 1/28, 6pm ET/3pm PT).

Friday, 1/26

• Snoop Dogg, **The Tonight Show With Jay Leno** (NBC, check local listings for time).

Saturday, 1/27

• 99 Degrees are on **TRL @ The Super Bowl**, then play flag football with Eve and Ja Rule on **Rock 'N Jock Super Bowl XXXV**, which features a performance by Shaggy (MTV, 1pm).

• Ricky Martin performs on CBS' **Saturday Night Super Bowl** (9pm).

• PBS' **Austin City Limits** revisits a 1986 Fats Domino performance (check local listings for time).

All show times are ET/PT unless otherwise noted; subtract one hour for CT. Check listings for showings in the Mountain time zone. All listings subject to change.

FILMS

BOX OFFICE TOTALS

Jan. 19-21

Title Distributor	\$ Weekend (\$ To Date)
1 Save The Last Dance Paramount	\$15.36 (\$46.23)
2 Cast Away Fox	\$11.15 (\$181.97)
3 Traffic USA	\$8.50 (\$46.69)
4 Snatch Sony	\$8.00 (\$8.06)
5 What Women Want Paramount	\$6.85 (\$163.24)
6 Finding Forrester Sony	\$6.71 (\$29.20)
7 Miss Congeniality WB	\$6.27 (\$87.32)
8 Crouching Tiger, Hidden Dragon Sony Classics	\$6.08 (\$37.28)
9 Thirteen Days New Line	\$6.03 (\$19.67)
10 Double Take Buena Vista	\$6.03 (\$19.67)

All figures in millions
Source: ACNielsen EDI

COMING ATTRACTIONS:

This week's openers include **The Wedding Planner**, starring recording artist Jennifer Lopez. The film's Hollywood soundtrack contains Lisa Stansfield's "Somewhere My Baby Waits for Me," Jessica Riddle's "Symphony," Nikki Hassman's "I Adore You," Jessica Sheely's "In Good Time," Sister Hazel's "We'll Find It," Michele Bradford Jones' "Life Is What You Make It" and **Nobody's Angels**' "I Can't Help Myself." The ST also features such classic tunes as Olivia Newton-John's "I Honestly Love You" and John Denver's "Annie's Song," along with Dan Finnerty's rendition of the '60s hit "Groovy Kind of Love."

Also opening this week is **Sugar & Spice**, starring Mena Suvari. The film's **Trauma** soundtrack sports Cindy Alexander's version of Tom Petty's "American Girl," as well as Lefty's "Girls," **The Dragonflies**' "Critical Nature," Republica's "Ready to Go," Noogie's "I'd Rather Float," Juno Reactor's "Pistolero," Spiderbait's "Shazam," The Flys' "She's So Huge," **The Phunk Junkeaz**'s "Party People," Mirinda's "Reno's Recliner" and Size 14's "Let's Rob a Bank."

— Julie Gidlow



GREEN DAY Warning
COLORPLAY Yellow
AT THE DRIVE-IN One Armed Scissor
LIFEHOUSE Hanging By A Moment
MOBY (GIVEN STEFANI) Southside
MADONNA Don't Tell Me
NELLY FURTADO I'm Like A Bird
LINIKIN PARK One Step Closer
SADE By Your Side
EMINEM (DIDD) Stan
AGE AGAINST THE MACHINE Renegades Of Funk
COMMON (FRANCY GRAY) Gato Heaven
A PERFECT CIRCLE 3 Libras
LENNY KRAWITZ Again
WU-TANG CLAN Gravel Pit
RADIODHEAD Optimistic
U2 Beautiful Day
OFFSPRING Original Prankster
DAVID GRAY Babylon
SHAGGY It Wasn't Me
MUSIQ Dig
DEPTONES Back To School (Mini Mugg)

P.J. HARVEY Good Fortune
CRAZY TOWN Butterfly
MARILYN (MANSION) Disposable Teens
JILL SCOTT A Long Walk
STRAIT UP (LAJON OF SEVENDUST) Angel's Son
EVAN AND JARON Crazy For This Girl
LUCY PEARL You
BADLY DRAWN BOY Once Around The Block
NELLY E.I.
JA RULE (LIL' MO) Put It On Me
EVERCLEAR AM Radio
BLINK-182 Man Overboard

Video playlist for the week January 15-21.

For more information and website registration go to rronline.com

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- Check in time is 3:00 pm; check out time is 12noon.

TYPE OF ROOM	TALK RADIO SEMINAR RATE
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Are You Pushing Their Buttons?

Research offers insights on what listeners think of your topics and talents

When you invest money, you usually plan to get some kind of return. When you invest in research, you expect that return to come in the form of new knowledge that helps you understand how best to meet the needs and expectations of your audience.

In today's cost-conscious broadcast business environment, it's easy to think of research as just another expense against this month's revenue goals. But keep in mind that, done well, research opens a virtual window on your listeners, offering insights on their listening habits and what they think of your station, hosts, topics and more. It's the kind of knowledge that can pay off in future ratings, which can ultimately result in new revenue dollars.

Let's begin with a premise with which few would argue: News/Talk's No. 1 product is talk hosts. Music radio listeners can love your station even if they have no idea who's on the air in between the CDs. News listeners know they can get updates of events delivered in a reliable and dependable package, but Talk radio fans tune in mostly to hear the hosts. Let's face it, have you ever heard listeners buzzing about that great-sounding radio station with the lousy talk hosts?

Talk hosts help define what makes your station unique in the minds of listeners. They are part of your station's product and cannot be easily duplicated by existing or yet-to-be-faced competitors. Consequently, they are a valuable commodity.

It stands to reason, then, that the

more you know about your station's hosts and what the audience thinks of them, the better. That's the kind of knowledge that can help on-air talents, producers and programmers develop program elements, topics, services and issues that really push listeners' interest buttons. Creating increased interest in your station is likely to pay off with things like increased cume and TSL, as well as increased listener loyalty for your hosts and your radio station.

This week a trio of Paragon Research executives — Managing Partner **Mike Henry**, VP/Radio **J. Michael Henderson** and VP/Radio Research **Larry Johnson** — offer an update on some of the latest research methodologies their company is using for today's News/Talk radio stations. They also offer their experienced insights into some of the biggest mistakes they've seen stations make and why they feel strongly that researching a News/Talker is different from doing research for a music station.



Mike Henry

R&R: Why should you approach doing research for a News/Talk station differently than you would for a music radio station?

MH: From our perspective, research for Talk stations is very different from research for a music station. Frankly, you could say that doing research for Talk radio is a lot more difficult. The reason for that is quite simple: Any Talk radio station's success hinges on its personalities. So when your station has different audiences coming into the radio station at different times of the day to hear different personalities, it certainly complicates the research process somewhat more than it would at a music radio station.

R&R: I gather you've seen a lot of News/Talk stations do some less-than-effective research over the years, right?

MH: Right. Research came to music stations a lot earlier than it did to



J. Michael Henderson

Continued on Page 30

R&R News/Talk Industry Achievement Awards Finalists Announced

R&R's first-ever News/Talk Industry Achievement Awards will be handed out at a special awards luncheon at the upcoming R&R Talk Radio Seminar that will also feature this year's R&R Talk Radio Lifetime Achievement Award honoree, EFM Media Chairman/CEO Ed McLaughlin. Final 2001 nominees are:

News/Talk Executive of the Year

- Kraig Kitchin, Premiere Radio Networks
- Randy Michaels, Clear Channel Communications
- John McConnell, ABC Radio
- John Gehron, Infinity Broadcasting
- Gabe Hobbs, Clear Channel Communications
- Bill Figsushu, Infinity Broadcasting

News/Talk GM of the Year

- Lee Larsen, KOA-KHOW/Denver
- Michael Luckoff, KGO-KSFO/San Francisco
- David Meszaros, WSB/Atlanta
- John Dziuba, WKXW-FM (New Jersey 101.5)/Trenton
- George Nicholaw, KNX/Los Angeles
- Dan Bennett, KLIF-KTCK/Dallas

News/Talk Programmer of the Year

- Greg Mocer, (former) WSB/Atlanta
- Jack Swanson, KGO-KSFO/San Francisco
- Ken Kohl, KFBK-KSTE/Sacramento
- David Hall, KFI/Los Angeles
- Kris Olinger, KIRO/Seattle
- Phil Boyce, WABC/New York

News/Talk Radio Station of the Year

- KGO/San Francisco
- WSB/Atlanta
- WGN/Chicago
- WTKS-FM/Orlando
- WJBC/Bloomington, IL
- WINS/New York

Personality of the Year

- Ronn Owens, KGO/San Francisco
- Bill Handel, KFI/Los Angeles
- Sean Hannity, WABC/New York
- Neal Boortz, WSB/Atlanta
- Spike O'Dell, WGN/Chicago
- Howie Carr, WRKO/Boston

Syndicated Personality of the Year

- Howard Stern, *The Howard Stern Show*
- Rush Limbaugh, *The Rush Limbaugh Show*
- Phil Hendrie, *The Phil Hendrie Show*
- Clark Howard, *The Clark Howard Show*
- Ken and Daria Dolan, *The Dolans*
- Dr. Laura Schlessinger, *The Dr. Laura Program*

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Check out the Real Ratings...

NASHVILLE, WWTN
RAMSEY 7.4 vs. RUSH 6.3

Adults 25-54 (2-3 p.m. CST) Summer 2000 Arbitron

GRAND RAPIDS, WTKG

2.7 ▶ 4.2

Men 25-54, Spring - Summer 2000 Arbitron

JACKSON, WFMN
RAMSEY 3.5 vs. RUSH 2.7

Adults 18-44 (1-2 p.m. CST) Summer 2000 Arbitron

CHARLESTON, WTMA

2.3 ▶ 9.6

Men 25-54, Spring - Summer 2000 Arbitron

Fall Arbitron ratings for THE DAVE RAMSEY SHOW were not available at the time of print. Look for new and outstanding ratings coming soon.

Pushing Their Buttons

Continued from Page 29

Talk radio through things such as song-testing and other music research. Most initial research for News/Talk stations wasn't focused on the format's true research needs. Instead, there has often been an attempt to apply simple music radio research techniques to the more difficult task of measuring a Talk station.

For that reason, many projects have failed, and the result has been a lot of Talk stations out there that are either under-researched or not researched at all. In any case, much of the research that we'd seen over the years that was not effective for a station had usually not been well-planned or not focused on the unique research needs of Talk radio, and that includes the need for personality research.

R&R: Do you think research for Talk radio has improved in recent years?

MH: Yes, over the past several years there has been a good evolution of the research process for Talk radio as people have come to understand that it takes a different process than you would use with other formats. Talk radio research should be very specifically targeted to get to the critical issues of personalities and their appeal to the audience, as well as to the particular driving forces behind a Talk station's Arbitron ratings.

R&R: Do you suggest that Talk stations focus their research efforts first on personalities and then on the other elements of the radio station?

MH: To be fair, some of that depends on the maturity level of your radio station at the time you are making those decisions. There are still plenty of stations out there that need to build an overall strategy and target for themselves before their personalities' impact will be felt. But once the impact of personalities begins to be felt by a station, then, yes, you should absolutely focus your research efforts on your station's hosts.

R&R: What is your response to

those who say that, by virtue of the format, Talk stations get research feedback from their listeners all day long?

MH: I have known many people at Talk radio stations to make that statement, and that's probably a very natural thing to think, because, after all, you're in the talk business, and you are immersed in the issues of the day, about which you are getting a ton of active feedback from listeners.

LJ: But that's like being a music station and doing your research off of your request lines. You end up talking to that 1% or 2% of people who call your station when what you really need to do is measure the universe of diaries out there. What you need to get is the viewpoint of the listeners so that you can develop a strategy around the tastes of your entire audience, not just those relatively few people who choose to interact with your station.

R&R: Can you cite some important elements that Talk radio programmers should look for from a research project?

LJ: We see one important area as understanding News/Talk's phantom cume. It's particularly high among younger listeners and women, who will not always give a top-of-mind response about a News/Talk station even though they quite often use it for service elements like news, traffic, weather, etc. But if you identify the station and ask those listeners if they use it, the response is generally quite high. Therefore, identifying your Talk station's phantom cume strength — so that you may initiate marketing efforts toward them to help them remember your station when they get a diary — is an important area that you should be looking at.

Another area of importance, in our opinion, is researching the degree of interest in differing approaches to the format. Much like a music station — where you can research segments of the audience in terms of music lifegroups such as the rock lifegroup, the alternative lifegroup, the oldies lifegroup, etc. — good research can

identify segments and lifegroup clusters of News/Talk listeners. By doing so, you can learn how each one relates to differing approaches to the format, different kinds of topics and subject matter and, perhaps most important, the station's personalities.

R&R: Tell me about Paragon's EKG technology and how you are using it in Talk radio research.

JMH: EKG adds a qualitative aspect to the research study in a way that a lot of News/Talkers have not really seen before. We can use it to do an auditorium format analysis — which is similar to an auditorium-style music test — and identify the reactions of listeners to longer program segments. By that I mean things like show montages, actual newscasts, special features, etc. It's a methodology that lets us get a better look at what's driving the demographics and psychographics of the station's listeners and lets us see what elements between lifegroups can potentially come together to form new coalitions of audience.

R&R: This is a technology that readers may have seen used with focus groups done by the TV networks during the fall presidential debates, right?

LJ: That's right. With this methodology we can take anything from a 20-second clip to a five-minute clip, or even longer, and see reactions as a host introduces himself, gets into his monologue or even interviews a guest. I've literally watched the light come on, figuratively speaking, as people sit there and read the instantaneous printouts from listeners as they turn their EKG dials. Watching listeners respond in real time as they listen to your station gives you an education in how some of the elements and personalities on your station really ring the listeners' bell.

R&R: What makes EKG different from similar kinds of research methodologies that may be offered by other companies?

JMH: What makes Paragon's EKG system unique is that we use a keypad that allows us to intersperse

"Any Talk radio station's success really hinges on its personalities."

Mike Henry

discrete questions while still getting the continuous measurement response to programming by participants in the research. For example, we can compare the responses to discrete questions that we may have asked in the initial phone screening survey to see how the answers compare to those we receive in the actual auditorium format study.

R&R: Can EKG also give you insight into a listener's emotional connection to a host?

LJ: Yes, it can do that in two ways. You definitely get that emotional reaction as people crank the dial up and down in reaction to what they are hearing. And, as Mike just noted, we can also ask people to step back and think about the program or host as a whole, rate that and give us an overall rating by entering that answer into their keypad.

R&R: How do you evaluate that kind of information?

LJ: When we look at host ratings in this kind of research, we know that hosts who inspire passion from the audience at both ends of the scale are what we're all looking for. I call it the Rush Limbaugh or Howard Stern scale. We know that it's those hosts, who can really push people's buttons, who drive a Talk station's quarter-hours.

JMH: We've even had some situations where we have researched nonlisteners who are predisposed to listening to Talk but who have not been exposed to a given show or station. We have them listen, or sometimes we even send them tapes in advance, and then compare their reactions to those of people who are fans of the show. It's also proven to be a pretty cost-effective way to get reaction to the potential addition of a

new local or syndicated host to your station's lineup.

MH: What is most fascinating to me about the responses from people who are typically in the lifegroup for Talk radio but who are, for some reason, not listening to your station is that we get that unusual first-blush impression of potential new cumers to your station. Those kinds of comments can be very different from those of your station's fans. These are people who can tell you a lot about what it's like the first time your product is exposed to a new listener. Stations spend a lot of time and marketing dollars trying to attract new listeners, so it's really enlightening and important to see the candid reactions to the actual new-listener process.

R&R: What are some of the questions you urge News/Talk programmers and managers to ask when preparing to field a research study?

LJ: One of the first things you should do is list which of your hosts — or your competitor's hosts — you want to measure and compare. It's also a good idea to prepare a list of topics that your station would reasonably expect to cover so that we may properly segment your station's talk audience.

JMH: Probably the most important question you need to ask is, "What am I trying to accomplish?" That is a question that all too often hasn't been asked and answered by the programmer or manager before beginning any research project, and it really is the first one you must ask yourself. Good research comes from knowing upfront the goal you are seeking from the results of that research.

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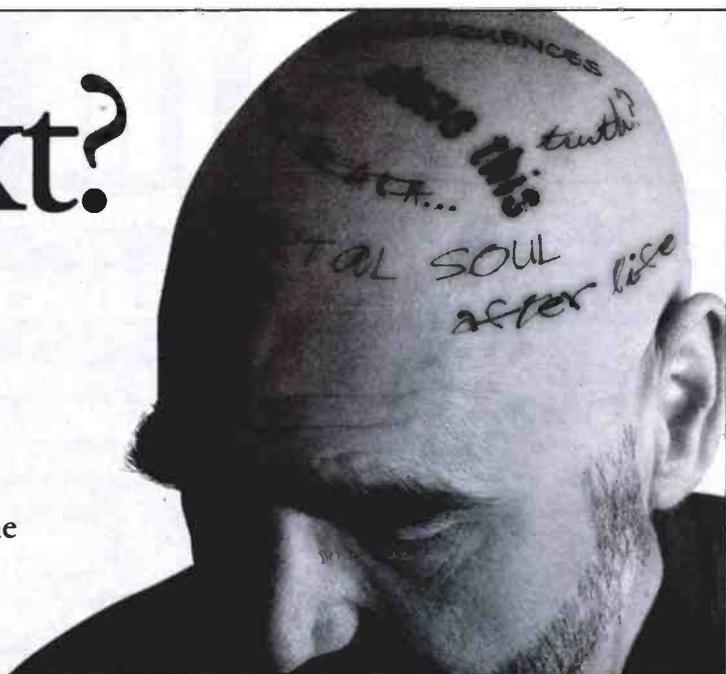
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12+ FALL 2000 ARBITRON RESULTS

Dallas-Ft. Worth - #6

Station (Format)	Owner	Su '00	Fa '00
KKDA-FM (Urban)	Service	7.3	6.4
KPLX-FM (Country)	Susquehanna	6.4	5.9
KSOS-FM (Country)	ABC	4.9	5.6
WBAP-AM (N/T)	ABC	4.3	5.1
KHKS-FM (CHR/Pop)	Clear Chan.	5.9	4.8
KLUV-FM (Oldies)	Infinity	3.1	4.2
KBFB-FM (Urban)*	Radio One	1.6	3.5
KTCK-AM (Sports)	Susquehanna	3.0	3.5
KZPS-FM (Cl. Rock)	Clear Chan.	4.5	3.5
KLNO-FM (Span. AC)	Hispanic	2.4	3.4
KVIL-FM (AC)	Infinity	3.8	3.4
KRLD-AM (N/T)	Infinity	3.3	3.3
KDAI-FM (NAC/SJ)	Infinity	4.1	3.1
KEGL-FM (Act. Rock)	Clear Chan.	3.8	3.0
KOMX-FM (Hot AC)	Clear Chan.	3.2	2.8
WRR-FM (Classical)	City of Dallas	2.3	2.8
KOGE-FM (Alt.)**	Clear Chan.	2.9	2.6
KMEQ-FM (Soft AC)	ABC	1.4	2.3
KRBV-FM (CHR/Pop)***	Infinity	3.6	2.1
KRNB-FM (Urban AC)	Service	2.1	2.1
KTXQ-FM (Rhy/O)**	Radio One	2.1	2.0
KKMR/KMRR (Ad. Alt.)	Susquehanna	1.9	1.7
KLTY-FM (Rel.)	Sunburst	1.9	1.7
KKL/KLIF (N/T)	Susquehanna	1.0	1.2
KAAM-AM (Adult Std.)	Crawford	1.2	1.1
KTCY-FM (Reg. Mex.)	SBS	1.1	1.1
KHVN-AM (Gospel)	Infinity	1.2	1.0

* Was AC until September

** KOGE-FM and KTXQ-FM swapped frequencies during October

*** Evolved from CHR/Rhythmic during October

Houston-Galveston - #10

Station (Format)	Owner	Su '00	Fa '00
KBXX-FM (CHR/Rhy)	Radio One	7.6	6.9
KLTN-FM (Reg. Mex.)	Hispanic	4.8	6.6
KODA-FM (AC)	Clear Chan.	7.0	6.4
KILT-FM (Country)	Infinity	4.3	6.2
KRBE-FM (CHR/Pop)	Susquehanna	6.9	5.3
KMJO-FM (Urban AC)	Radio One	6.2	4.9
KTZ-FM (Alt.)	Clear Chan.	4.5	4.3
KTRH-AM (News)	Clear Chan.	3.8	3.6
KHMX-FM (Hot AC)	Clear Chan.	3.9	3.3
KIKK-FM (Country)	Infinity	2.2	3.2
KPRC-AM (N/T)	Clear Chan.	3.0	3.2
KKRW/KQVE (Cl. Hits)	Clear Chan.	3.3	2.9
KHPT-FM ('80s/O)*	Cox	0.9	2.8
KLDE-FM (Oldies)	Cox	4.0	2.7
KLQL-FM (Rock)	Clear Chan.	3.7	2.7
KKBQ-FM (Country)	Cox	2.4	2.6
KOVA/KOVE (Span. AC)	Hispanic	2.2	2.2
KILT-AM (Sports)	Infinity	1.8	1.8
KQKQ-FM (Tejano)	El Dorado	1.6	1.7
KBME-AM (Adult Std.)	Clear Chan.	1.4	1.5
KJQJ/KTJM (Oldies)	Clear Chan.	1.8	1.3
KLAT-AM (Span. N/T)	Hispanic	1.0	1.1
KRTX-A/F (CHR/Rhy)	Hispanic	1.4	1.0

* Was KKHT-FM (Religious) until October

Atlanta - #11

Station (Format)	Owner	Su '00	Fa '00
WSB-AM (Talk)	Cox	10.7	9.5
WVEE-FM (Urban)	Infinity	9.4	8.6
WSB-FM (AC)	Cox	4.8	6.1
WSTR-FM (CHR/Pop)	Jeff.-Pilot	6.3	5.9
WKHX-FM (Country)	ABC	5.2	5.5
WPCH-FM (AC)	Clear Chan.	4.5	5.2
WALR-FM (Urban AC)*	Cox	4.3	4.5
WHTA-FM (Urban)	Radio One	5.1	4.3
WNNX-FM (Alt.)	Susquehanna	4.5	4.0
WKLS-FM (Rock)	Clear Chan.	4.5	3.9
WGST-AM (N/T)	Clear Chan.	1.7	3.8
WBTS-FM (CHR/Pop)	Cox	3.9	3.4
WZGC-FM (Cl. Hits)	Infinity	4.4	3.4
WYAY-FM (Country)	ABC	2.3	3.2
WFOX-FM (Oldies)	Cox	2.9	3.0
WALR-AM (Gospel)	Midwestern	1.2	1.7
WAMJ-FM (Urban AC)**	Radio One	2.1	1.7
WVJ-FM (Rel.)	Provident	1.5	1.5
WFSH-FM (Con. Chris.)	Salem	0.0	1.3
WAOK-AM (Rel.)	Infinity	1.2	1.2
WMXV-FM (AC)***	Clear Chan.	2.3	1.1
WAZX-AM (Reg. Mex.)	GA-MEX	0.0	1.0
WQXI-AM (Sports)	Jeff.-Pilot	0.9	1.0

* On August 25 moved to 104.1 MHz, but kept broadcasting on 104.7 MHz until September 26

** Was Urban Oldies until August 22

*** Was WGST-FM (News/Talk) until September 8

Miami-Ft. Lauderdale - #12

Station (Format)	Owner	Su '00	Fa '00
WEDR-FM (Urban)	Cox	7.6	7.3
WAQI-AM (Span. N/T)	Hispanic	4.9	5.6
WAMR-FM (Span. AC)	Hispanic	4.0	5.1
WPOW-FM (CHR/Rhy)	Beasley	5.7	5.1
WLYF-FM (AC)	Jeff.-Pilot	4.6	4.9
WHYI-FM (CHR/Pop)	Clear Chan.	4.0	4.3
WHQT-FM (Urban AC)	Cox	4.5	4.2
WTMI-FM (Classical)	Cox	3.7	3.8
WFLC-FM (AC)	Cox	3.4	3.5
WLVE-FM (NAC/SJ)	Clear Chan.	3.3	3.5
WCNQ-FM (Spanish/O)	SBS	3.6	3.4
WIOD-AM (N/T)	Clear Chan.	2.8	3.3
WMXJ-FM (Oldies)	Jeff.-Pilot	2.6	3.1
WXDJ-FM (Tropical)	SBS	3.0	3.1
WMGE-FM (Rhy/O)	Clear Chan.	2.5	2.9
WRMA-FM (Span. AC)	SBS	3.6	2.9
WKIS-FM (Country)	Beasley	3.7	2.8
WBGG-FM (Cl. Rock)	Clear Chan.	2.7	2.7
WQAM-AM (Sports)	Beasley	2.4	2.3
WZTA-FM (Act. Rock)	Clear Chan.	3.0	2.3
WRTO-FM (Tropical)	Hispanic	2.0	1.8
WQBA-AM (Span. N/T)	Hispanic	1.8	1.6
WSUA-AM (Tropical)	El Dorado	1.4	1.4
WJNA-AM (Adult Std.)	Crystal	1.2	1.2

Tampa-St. Petersburg - #21

Station (Format)	Owner	Su '00	Fa '00
WDOV-FM (B/EZ)	Cox	10.2	10.4
WFLA-AM (N/T)	Clear Chan.	5.0	7.4
WLLD-FM (CHR/Rhy)	Infinity	6.1	6.9
WFLZ-FM (CHR/Pop)	Clear Chan.	7.0	6.6
WQYK-FM (Country)	Infinity	6.9	6.4
WXTB-FM (Act. Rock)	Clear Chan.	5.7	5.3
WSJT-FM (NAC/SJ)	Infinity	4.0	3.9
WGUL-A/F (Adult Std.)	WGUL Inc.	3.5	3.4
WRBQ-FM (Country)	Infinity	3.6	3.4
WTBT-FM (Cl. Rock)	Clear Chan.	3.2	3.4
WMTX-FM (Hot AC)	Clear Chan.	2.9	3.3
WWRW-FM (AC)	Cox	4.2	3.3
WBYX-FM (Rock AC)	Cox	2.5	2.8
WFJO-FM (Rhy/O)	Cox	3.0	2.8
WYUU-FM (Oldies)	Infinity	2.1	2.8
WSSR-FM (Hot AC)	Clear Chan.	3.6	2.6
WTMP-AM (Urban)	Tampa Br.	2.3	2.3
WSUN-FM (Alt.)*	Cox	2.2	2.0
WHPT-FM (Cl. Rock)	Cox	3.0	1.9
WDAE-AM (Sports)	Clear Chan.	1.4	1.6

* Was Oldies until October

Seattle-Tacoma - #14

Station (Format)	Owner	Su '00	Fa '00
KIRO-AM (N/T)	Entercom	8.4	7.9
KMP5-FM (Country)	Infinity	6.0	5.9
KUBE-FM (CHR/Rhy)	Ackerley	5.7	5.8
KVI-AM (Talk)	Fisher	3.9	4.9
KBSG-A/F (Oldies)	Entercom	4.1	4.8
KING-FM (Classical)	Beethoven	3.1	4.1
KRWM-FM (Soft AC)	Sandusky	3.3	4.0
KNDD-FM (Alt.)	Entercom	4.3	3.8
KWJZ-FM (NAC/SJ)	Sandusky	3.9	3.8
KZOK-FM (Cl. Rock)	Infinity	3.0	3.8
KLZY-FM (AC)	Sandusky	3.5	3.6
KBKS-FM (CHR/Pop)	Infinity	3.9	3.3
KIXI-AM (Adult Std.)	Sandusky	3.7	3.3
KPLZ-FM (Hot AC)	Fisher	3.2	3.3
KOMO-AM (N/T)	Fisher	3.2	2.9
KMTT-FM (Adult Alt.)	Entercom	2.5	2.7
KQBZ-FM (Talk)	Entercom	2.7	2.6
KYPT-FM ('80s/O)	Infinity	3.8	2.4
KISW-FM (Rock)	Entercom	3.7	2.3
KJR-AM (Sports)	Ackerley	1.8	2.3
KCMS-FM (Rel.)	Crista	1.5	2.0
KNWX-AM (News)	Entercom	1.4	1.3
KFNK-FM (Alt.)	Rock On	1.2	1.2
KMBX-FM (Hot AC)*	Ackerley	1.2	1.0

* Was KJR-FM until August

St. Louis - #19

Station (Format)	Owner	Su '00	Fa '00
KMOX-AM (N/T/S)	Infinity	12.0	13.7
WIL-FM (Country)	Bonneville	7.1	6.7
KEZK-FM (AC)	Infinity	7.5	6.6
KSLZ-FM (CHR/Pop)	Clear Chan.	4.8	5.0
KLOU-FM (Oldies)	Clear Chan.	3.6	4.6
KSHE-FM (Cl. Rock)	Emmis	3.6	4.4
KTRS-AM (Talk)	Dorsey	4.2	4.4
KMJM-FM (Urban AC)	Clear Chan.	5.2	4.2
KYKY-FM (Hot AC)	Infinity	4.6	4.0
KIHT-FM (Cl. Hits)	Emmis	3.1	3.9
WVRV-FM (Hot AC)	Bonneville	3.7	3.6
KATZ-FM (Urban)	Clear Chan.	2.9	3.3
KPNT-FM (Alt.)	Emmis	2.9	3.3
WSSM-FM (NAC/SJ)*	Bonneville	4.6	3.1
WRTH-AM (Adult Std.)	Bonneville	2.2	2.8
KFUO-FM (Classical)	Lutheran	2.2	2.6
WMLL-FM (Alt./O)**	Emmis	2.3	2.6
WFUN-FM (Urban)	Radio One	3.1	2.4
KATZ-AM (Gospel)	Clear Chan.	1.9	2.1
KSD-FM (Country)***	Clear Chan.	1.7	2.1
KFNS-A/F (Sports)	MO Sports	1.0	1.5

* Was WKKX-FM (Country) until October 6

** Was WXTM-FM (Active Rock) until October 6

*** Was AC until October 9

Minneapolis-St. Paul - #17

Station (Format)	Owner	Su '00	Fa '00
KORS-FM (Cl. Rock)	ABC	11.3	11.2
WCCO-AM (Full Serv)	Infinity	8.7	9.4
KEEY-FM (Country)	Clear Chan.	7.2	7.1
KSTP-AM (Talk)	Hubbard	5.7	6.7
KDWB-FM (CHR/Pop)	Clear Chan.	7.6	5.9
WLTE-FM (AC)	Infinity	5.2	5.7
KXXR-FM (Act. Rock)	ABC	5.1	4.9
KOQL-FM (Oldies)	Clear Chan.	4.3	4.2
KSTP-FM (Hot AC)	Hubbard	3.7	3.9
WLOL-FM (Cl. Hits)	Clear Chan.	4.8	3.0
KFAN-AM (Sports)	Clear Chan.	2.3	2.9
KTTB-FM (CHR/Rhy)	Blue Chip	2.7	2.8
KTCZ-FM (Adult Alt.)	Clear Chan.	3.9	2.7
WXPT-FM (Hot AC)*	Infinity	3.2	2.6
KLBB/KLBP (Adult Std.)	MNN Radio	1.1	1.6
KZNR/KZMZ (Alt./O)	ABC	2.0	1.5

* Switched to '80s Oldies on November 17

Pittsburgh - #22

Station (Format)	Owner	Su '00	Fa '00
KDKA-AM (N/T)	Infinity	10.6	11.9
WDVE-FM (Rock)	Clear Chan.	7.7	8.7
WBZZ-FM (CHR/Pop)	Infinity	8.1	7.3
WDSY-FM (Country)	Infinity	7.2	7.2
WXDX-FM (Alt.)	Clear Chan.	6.7	5.6
WJAS-AM (Adult Std.)	Renda	6.0	5.2
WSHH-FM (AC)	Renda	5.2	5.2
WWSW-FM (Oldies)	Clear Chan.	4.4	4.3
WAMO/WSSZ (Urban)	Sheridan	3.8	3.5
WJJI-FM (Rhy/O)	Clear Chan.	4.9	3.5
WKST-FM (CHR/Pop)*	Clear Chan.	2.6	3.2
WRRK-FM (Cl. Rock)	Steel City	3.4	3.2
WZPT-FM (Rock AC)	Infinity	3.2	3.2
WLTJ-FM (AC)	Steel City	3.4	2.8
WEAE-AM (Sports)	ABC	1.3	1.6
WOGG/WOGI (Country)	Humes	1.3	1.4
KOV-AM (News)	Calvary	1.1	1.2
WORD-FM (Rel.)	Salem	1.1	1.2
WPJT-AM (Talk)	Renda	1.5	1.2

* Was WPHH-FM (Hot AC) until September 29

Cleveland - #24

Station (Format)	Owner	Su '00	Fa '00
WTAM-AM (N/T)	Clear Chan.	10.2	8.1
WMJI-FM (Oldies)	Clear Chan.	7.4	8.0
WGAR-FM (Country)	Clear Chan.	7.3	7.5
WDDK-FM (AC)	Infinity	5.5	6.1
WENZ-FM (Urban)	Radio One	5.8	5.9
WNWV-FM (NAC/SJ)	Elyria-Lorain	4.8	5.3
WNCX-FM (Cl. Rock)	Infinity	4.1	5.2
WQAL-FM (Hot AC)	Infinity	4.3	5.2
WRMR-AM (Adult Std.)	Clear Chan.	4.8	5.2
WMMS-FM (Rock)	Clear Chan.	6.5	5.0
WZAK-FM (Urban AC)*	Radio One	5.2	3.7
WMVX-FM (Hot AC)	Clear Chan.	3.7	3.6
WZJM-FM (Rhy/O)	Infinity	3.5	3.6
WAKS-FM (CHR/Pop)	Clear Chan.	3.3	3.5
WCLV-FM (Classical)	Radio Seaway	3.0	3.0
WKNR-AM (Sports)	Clear Chan.	2.6	2.7
WABO-AM (Rel.)	Linn, John R.	0.7	1.3
WJMO-AM (Urban/O)	Radio One	1.8	1.3

* Evolved from Urban during August

SAME-DAY RATINGS RESULTS

rronline.com

Format Abbreviations

AC-Adult Contemporary, Adult Alt-Adult Alternative, Adult Std. - Adult Standards, B/EZ-Beautiful/Easy Listening, CHR/Pop-Contemporary Hit Radio/Pop, CHR/Rhy-Contemporary Hit Radio/Rhythmic, Cl. Hits-Classic Hits, Cl. Rock-Classic Rock, Full Serv-Full Service, Hot AC-Hot AC, Misc-Miscellaneous, NAC/SJ-New AC/Smooth Jazz, Reg. Mex-Regional Mexican, Span. AC-Spanish Adult Contemporary, Spanish Con-Spanish Contemporary, Span N/T-Spanish News/Talk, Spanish/O-Spanish Oldies, Urban/AC-Urban Adult Contemporary, Urban-Urban Contemporary, Urban/O-Urban Oldies.

TRS

Continued from Page 1

sports affiliations, Michaels helped WLW triple its revenues and regain the dominant ratings that the heritage News/Talker continues to enjoy to this day.

In 1986 Republic merged with Jacor Communications, and Michaels was named Exec. VP of the new company. Just seven years later he was named President and COO following Zell/Chillmark's acquisition of Jacor. With a savvy understanding of the rapidly changing radio business and the new regulatory environment, Michaels grew the company rapidly through strategic station acquisitions and by devising pioneering multidimensional station relationships, including duopolies, joint sales agreements and intellectual-property acquisitions.

During his tenure at the helm of Jacor broadcast cash flow for the company increased more than 100%. Then, in May 1999 Jacor and Clear Channel Communications completed their historic broadcasting megamerger, which resulted in Michaels overseeing a domestic radio group made up of 1,200-plus stations, including 215 News/Talkers.

"Randy Michaels is the quintessential broadcaster," R&R Publisher/CEO Erica Farber commented. "His tremendous passion for the business, coupled with his highly competitive nature, is always stimulating. He has demonstrated his support of the AM band and continues to show great interest in nonmusic programming."

You'll find a registration form for R&R's Talk Radio Seminar on Page 28 of this week's issue. You can also get info by calling the TRS 2001 hotline at 310-788-1696 or by logging on to R&R ONLINE (www.rronline.com). Click on the "Conventions" link for quick and secure online registration, as well as the complete R&R Talk Radio Seminar agenda.

Q100

Continued from Page 3

When asked about the decision to go CHR/Pop, Lambert told R&R, "There's hasn't been a station that fits the model of a mass-appeal Top 40, and there's really room for an 18-34 female-targeted station that offers a wide variety of hit music. It can be as simple an answer as 'There wasn't a station that reflected the Atlanta we see every day.'"

WWWQ's slogan is "Hot Hits and a Hundred Grand." As part of the station's launch, Q100 will award \$1,000 to a listener every time its "Free Money Gong" is hit. WWWQ is also giving away Backstreet Boys tickets and backstage passes to the band's Jan. 27 show in Atlanta as an incentive to new listeners.

Typical artists on Q100's playlist include Pink, Jennifer Lopez, Destiny's Child, Madonna and Shaggy. In middays gold material from such acts as Prince, Rick James, Gloria Gaynor and The

Powell

Continued from Page 1

public well. I look forward to working with Chairman Powell as we address the challenging communications issues facing our nation."

Commissioner Harold Furchtgott-Roth added, "Commissioner Powell is a proven leader in the communications industry and will bring his sharp intellect and substantial energy to the chairmanship."

President Bush will likely add a Republican to fill the vacancy left by Kennard's departure, which may affect how the agency works under Chairman Powell. Media Access Project President/CEO Andrew Schwartzman said, "We have had serious and genuinely stimulating discussions with Powell, but we have not been able to convince him of a whole lot. We expect to be on the wrong side of most decisions." Still, Schwartzman called Powell "extraordinarily bright," adding, "He has all the relevant experience and is thoroughly qualified."

David Honig, Exec. Director of the Minority Media & Telecommunications Council, said Powell has "generally been supportive of our goals. If he had needed to be confirmed, we would have given him our endorsement." This despite Honig's feelings about the Bush administration, of which he said, "We haven't always agreed with some of their philosophies."

Bonneville

Continued from Page 3

Bonneville expects to be running WNIB & WNIZ within the next several weeks. "There's no official start date; it's contingent upon the closing of the deal," Schnacke told R&R.

Much has been made of the fate of WNIB & WNIZ, which presently air a Classical format. While it's been assumed that the stations will change their programming, "No decisions have been made formatically," Schnacke said. "There are studies out in the field, and no determination has been made."

Schnacke will report to Drew Horowitz, who serves as a Cluster VP for Bonneville's Washington, DC and Chicago stations. The two worked together in Springfield, IL,

Commodores is added to the playlist.

WWWQ is still searching for an Asst. PD/MD and will disclose its new morning show in approximately 30 days. Already aboard are former WHZ/New York air talent JoJo Morales for afternoons and WHYI's Suzy Tavarez for nights. WSTR part-timer Tracy St. George, who held the afternoon shift for Tuesday's launch, will work in a yet-to-be-determined position. KPLX's Rebecca Ashbrook and KHKS' Mike "Cattfish" Cooper have also joined Q100 for undisclosed air shifts. Former MCA regional Cat Collins will serve as Q100's Promotion Director.

Honig warned that Powell's reported good relations with Capitol Hill may not last. He believes that any chairman faces challenges when trying to "harmonize the industry" and said, "I don't think relationships with the Hill are going to be perfect. The rules of campaign finance don't allow for it."

Jeff Timmons, an Atlanta-based telecommunications attorney, believes that Powell "should prove to be an excellent FCC chairman, especially for broadcasters. He has supported the permanent death of the personal attack and political editorial rules ... and his interest in potentially changing the radio local ownership rules is properly limited to making sure the definition of 'market' is clear and consistent. Hopefully the FCC's decisionmaking will become less politicized than in recent years, and more deregulatory."

Before joining the FCC, Powell was the Chief of Staff of the Department of Justice's Antitrust Division. Earlier he worked as an associate with the law firm of O'Melveny & Myers. Between 1985-88 he was a cavalry officer in the U.S. Army.

Powell holds a law degree from Georgetown University Law Center. His term on the commission expires June 30, 2002. He is the son of newly named Secretary of State Colin Powell.

and the opportunity eventually led to Schnacke's hiring by TMX four years ago. Schnacke has also served as GM of WBIZ & WJJK/Eau Claire, WI and KMNS & KSEZ/Sioux City, IA.

Regarding James' appointment, Bonneville International Regional VP/Bonneville Chicago Radio Group President/WTMX GM Drew Horowitz said, "It was a pleasure to have the opportunity to promote one of the finest managers in Chicago radio. I'm also very pleased that we were able to promote from within the company."

James joined WTMX in May 1993 as PD and was promoted to VP/Programming three years later. His past programming credits include KYKY/St. Louis, WAXY/Miami, KOAQ/Denver, WSTF/Orlando and WKIX & WYLT/Raleigh.

Bradley

Continued from Page 24

changes have taken place in the last three years, and WOCT has had many directions and hasn't really fulfilled its research. There is certainly room to make it a great Classic Rock station. The GM and I have had no discussions about a possible format flip, but we certainly don't rule out anything that can take the biggest share from our competitors."

WOCT's PD position has been vacant since April 2000, when Gregg Cassidy departed. Boston-based consultant Jim Herron had been serving as WOCT's interim PD since Cassidy's exit.

BMG

Continued from Page 1

Label Group-Nashville/RLG, headed by Joe Galante; BMG Canada, headed by Lisa Zbitnew; and the RCA Music Group. Those executives now all report to Jamieson. Jamieson, who previously was President of the RCA Music Group, will announce his successor in the very near future.

Concurrently, BMG Entertainment has named Richard Griffiths President/U.K. & Europe, Thomas Stein Exec. VP/Worldwide Marketing-A&R and Konrad Hilbers Exec. VP/Chief Administrative Officer. All report to Schmidt-Holtz. In related moves, Joseph Gorman has been appointed Sr. VP/CFO, and David Kang has been named Sr. VP/New Technology & Strategic Development.

"Together these professionals and this new structure offer the very best combination of creativity, efficient management and business savvy based on their rich experience and strong track records in the music industry," Schmidt-Holtz said. "I am thrilled to have such a talented team to help guide BMG to new heights of success."

Under Jamieson's leadership RCA has experienced several years of record-breaking sales and market share. In 2000 he oversaw the consolidation of BMG Classics and Windham Hill with RCA Records to form the RCA Music Group. Before joining RCA in 1995, he was President and GM of BMG Canada. He served as Exec. VP of PolyGram Records/U.S. and, prior to that, held a number of positions at CBS Records.

Conroy

Continued from Page 3

for his work in developing the consumer and business models for the delivery of online music. Thanks to its unmatched range of assets, technologies and consumer relationships, AOL Time Warner has a unique opportunity to help supercharge the development of this new industry."

Conroy noted, "The online medium has the potential to transform the music industry as dramatically as the phonograph, radio or compact disc. Only AOL Time Warner has all of the pieces needed to lead this industry to the next level — tens of millions of subscribers and users, an incredible library of great albums and songs, an industry-leading technological infrastructure and some of the world's best-known recording artists."

Conroy was previously Chief Marketing Officer & President/New Technology at BMG Entertainment, where he directed all corporate marketing and new-media development. Prior to that he was Sr. VP/Worldwide Marketing & New Technology and Head/Marketing for BMG Entertainment North America. Before joining BMG Entertainment in 1995, Conroy was VP/Marketing for CBS/FOX Video.

Griffiths, who previously was Chairman of BMG U.K. & Ireland and President of BMG Central Europe, will now oversee all of BMG's European business units. Prior to joining BMG in 1998, he was President of Epic Records in New York.

Stein, who has served as President of BMG's GSA-Eastern Europe region since 1991, will be responsible for marketing activities and A&R coordination throughout the worldwide organization. Hilbers will oversee the legal & business affairs department, as well as finance and new technology & strategic development. He most recently was Exec. VP-COO for AOL/Bertelsmann Europe.



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The King Of Disco

Bob Henabery: 'You could win without stinking up the joint'

I admit it. I'm new to this. So when my editor suggested that my first submission about Bob Henabery was perhaps a little wordy, I was discouraged. After all, this story is close to half a century old and still running.

"I'll delete the part about Henabery's father being in the D.W. Griffith film classic *Birth of a Nation*," I decided. "I won't mention that G. Gordon Liddy was at Fordham University when Henabery was there (I wonder if they ever talked about Talk radio). And I'll even blow off the disco story because, after all, disco is so passé."

I started to think that simple division would help. One thousand words divided by almost 50 years equals.... Well, never mind.

Jeff Smuylan, CEO of Emmis Communications, told me that Bob Henabery is not only a pioneer, but also one of the most charismatic guys in our business. Joe Capobianco, VP at Sirius, said, "Creatively and intellectually, no one can touch him," and went out of his way to point out that, "Bob has created more than one format that others take credit for." Charlie Colombo, Exec. VP of United Stations, put it simply: "Bob Henabery invents formats."

What formats, you ask? For starters, Rock 'N Stereo for ABC and Disco for WKYS (Disco 93)/Washington, DC. He also came up with the Magic format for Greater Media, though he acknowledges that "Lite" is a much better name for it.

Henabery even executed the Drake format without Drake. And that, perhaps, is a good place to start.

THE BOSS AINT HERE

In 1965, truth be told, Henabery had no Top 40 experience and was tempted to leave WRKO/Boston to accept an offer to program WOR/New York. But WRKO GM Perry Ury was — if anything — a great salesman. "Stay with me," he said, "and we'll do this thing."

Ury says that Bill Drake hated Boston winters and refused to come East until spring, but that the format change couldn't wait. So Ury told Henabery to pack his bags and fly West. "I listened to KHJ/Los Angeles for a few days and then came back and gave Perry my report," Henabery says.

Ury liked what he heard and gave Henabery his marching orders. Today Ury speculates that Drake

thought, "They'll do it, they'll fail, and they'll need me even more."

But Henabery and his team didn't fail.

Looking back, Henabery says, "In my opinion, Bill Drake was the No. 1 radio guy, period." He adds, however, "I always thought that we could never work together because our styles were totally different."

So when the Drake troops arrived the next spring, Henabery decided to move on.

How did their styles differ? Drake was autocratic, while Henabery was collaborative. This was one of the reasons ABC brought Henabery to New York in 1968.

Rick Sklar programmed WABC/New York, and John Rook had WLS/Chicago. Both wanted to be named ABC's National Program Director; neither got the job, because ABC hired Henabery.

"My title was Program Development Manager, and I was the compromise

candidate," he says. In fairness to Henabery, his experience in both Talk and music radio uniquely qualified him for the job, but that didn't mean it was going to be easy. "The ABC program directors were not my subordinates," he says. "We all agreed that the radio stations had to be done locally. My job was to mind the store."

And mind it he did. By the fall of 1969 the ABC AM group had the highest cumulative radio audience in the nation, but the ABC FM group was in trouble.

ALBUM RADIO

The Love Format. It was ABC's sanitized, automated version of progressive radio and only lasted a year. In late 1970 ABC followed it with what was basically a local version of Tom Donahue's format at KSAN/San Francisco, which, Henabery says, "was like, 'Here's your morning dope report. The good grass is on the corner of....'"

Still, Henabery thought this "no format format" had legs, and, according to Dwight Douglas, a former partner at Burkhart/Douglas, "Bob's first job was to teach the freaks to format."

They named it Rock 'N Stereo, and it succeeded, Henabery explains, because, "You could maintain the station's hip image and still play hit music. It was just a different kind of hit music."

By 1974 Henabery had tired of corporate life, and

when ABC turned him down for the General Manager's job at WLS, he resigned to form a consultancy.

DISCO BOB

OK. So I will tell the disco story.

San Juan Racing owned Foreign Language WHOM/New York (now WKTU) and asked Henabery to do a format search. "I had a couple of tapes I'd prepared of disco mixes, and the one that scored highest with everyone was the Top 40 mix with no oldies, all currents," he says.

SJR said no to Henabery's Disco pitch (ironically, it embraced the format later, for WKTU, version one), but Henabery was committed to it.

"I played it for Harold Green, the GM at WKYS," he says. "Green said, 'So that's disco. I like it. Let's do disco.'"

WKYS-FM, Disco 93, launched in the winter of '75 and posted a 7.1 in its first book. While Henabery got press for discovering the format, the financial rewards went to Kent Burkhart, who took WKTU/New York to No. 1 in 30 days. Douglas comments, "Bob didn't cash in on it as much, but he certainly had a major role in creating the format and in making rhythmic music a non-race issue for broadcasters."

Then came Magic. Henabery remembers the idea he had during the creation of the format: "Why don't we think of an office populated by young women, and let's think of this young woman in terms of her musical needs."

Magic started at Greater Media/Detroit, but really took off in Philadelphia at WMGK. "Bob Craig did a masterful job of combining the music with great imaging," says Henabery. "I think he got a nine share, and lot of folks copied it."

TODAY

Henabery is still at it. A formative concept that he's been working on for the last few years — SETS FM — is a ratings success at KXST/San Diego. He is, however, reluctant to point to his career successes because, as he says, "I'm too aware of my own limitations. If I'm proud of anything, it's that I tried to be a good example to a younger generation of programmers in the quality of my work product, letting them see that you could win without smelling up the joint."

That sound you hear is applause.

Bob Shannon writes, voices, produces and consults from his Bainbridge Island, WA-based business, bobshannonworks. A 35-year radio veteran, Shannon was, until recently, VP/Creative for TM Century. He can be reached at bob@shannonworks.com.



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Street Talk.

Mr. Dees Goes To Washington

Longtime KIIS/Los Angeles morning man and Premiere Radio Networks syndicated host **Rick Dees** has landed his biggest affiliation yet. And, in the process, he's replacing a Bush. No, he's not going to be delivering the weekly presidential radio address for our newly elected leader. Dees will officially replace Billy Bush — first cousin to President George W. Bush — and Janet Elliott on Bonneville CHR/Pop simulcast WWVZ & WWZZ/Washington Monday morning. Dees will be heard daily in the nation's capital, and portions of the five-hour program will be heard *live!* as part of a major effort to syndicate a West Coast morning drive program back to the East Coast. "This will be a treat for our listeners," Z104 VP/GM Mark O'Brien tells ST.

The FCC has fined CHR/Pop WZEE/Madison, WI \$7,000 for "inadvertently" airing the unedited version of Eminem's sing-along classic "The Real Slim Shady." When asked to explain themselves, WZEE management turned to the unique "Slim Static" defense. It seems a part-time DJ cued up the edited version of the track, but static electricity caused the CD player to skip to the naughty rendering of the song. WZEE may appeal the fine, due to the FCC in three weeks, if it hopes not to pay the penalty.

Trio Of L.A. Talents Pass Away

This past week saw the deaths of three notable Los Angeles radio figures. Perhaps the best-known of the group was **Deirdre O'Donoghue**, host of KLSX/Los Angeles' Sunday fixture *Breakfast With the Beatles*. O'Donoghue was found dead of natural causes Monday morning in her Santa Monica, CA home. She was 52. O'Donoghue began her career in 1974 at WBCN/Boston and would later work at legendary AOR KMET/L.A. O'Donoghue had also worked at L.A.'s KKGO, KCRW and former Mellow Rocker KNX-FM. KLSX PD Jack Silver tells ST that *Breakfast With the Beatles* will continue in O'Donoghue's honor with no host until a further decision is made.

B.R. Bradbury, who paired with legendary air talent Robert W. Morgan at KHJ/Los Angeles and crosstown KIQQ in the 1970s, died Jan. 17 of a massive heart attack while driving near his home in Blaine, WA. Bradbury

had also worked at KFRC/San Francisco, KJRH/Seattle and CKLG/Vancouver. He retired from radio in 1995. He was 58. **Bobby Dale**, a veteran air talent who worked at L.A. Top 40s KFVB, KRLA and KGBS in the 1960s and San Francisco's KEWB and KSFO-FM, also died on Jan. 17. Dale was 69 years old and suffered from liver cancer. Family contributions may be sent to Norma Dale at 26 Roundtree Blvd., San Rafael, CA 94903.

In a cost-cutting move, **Comedy World** has dismissed 40 employees from its San Francisco-based Internet operations group. The company says the layoffs will not impact the continued development of its live programming.

SportsFan Dumps 'Babe'

SportsFan Radio Network has dropped syndicated Sports/Talk host **The Fabulous Sports Babe** (a.k.a. Nanci Donnellan) from its lineup. The Babe had been in the 10am-1pm shift. She joined the Winstar-owned network 1 1/2 years ago, after a lengthy run at ABC's ESPN Radio. Winstar VP/Programming Larry Kahn tells ST that no replacement for The Babe will be sought at this time and that the network plans to focus on other dayparts, including nights and weekends. "Unfortunately, we were never really able to develop the critical mass that we needed to effectively compete in middays against the combined strength in that daypart of [Premiere host] Jim Rome and ESPN," he said.

Tim Baldwin has been named PD of WMXB/Richmond, effective Monday. He previously served as Asst. PD/MD at WOMX/Orlando and has worked in programming and mornings in Wilkes Barre-Scranton, Minneapolis and Raleigh.

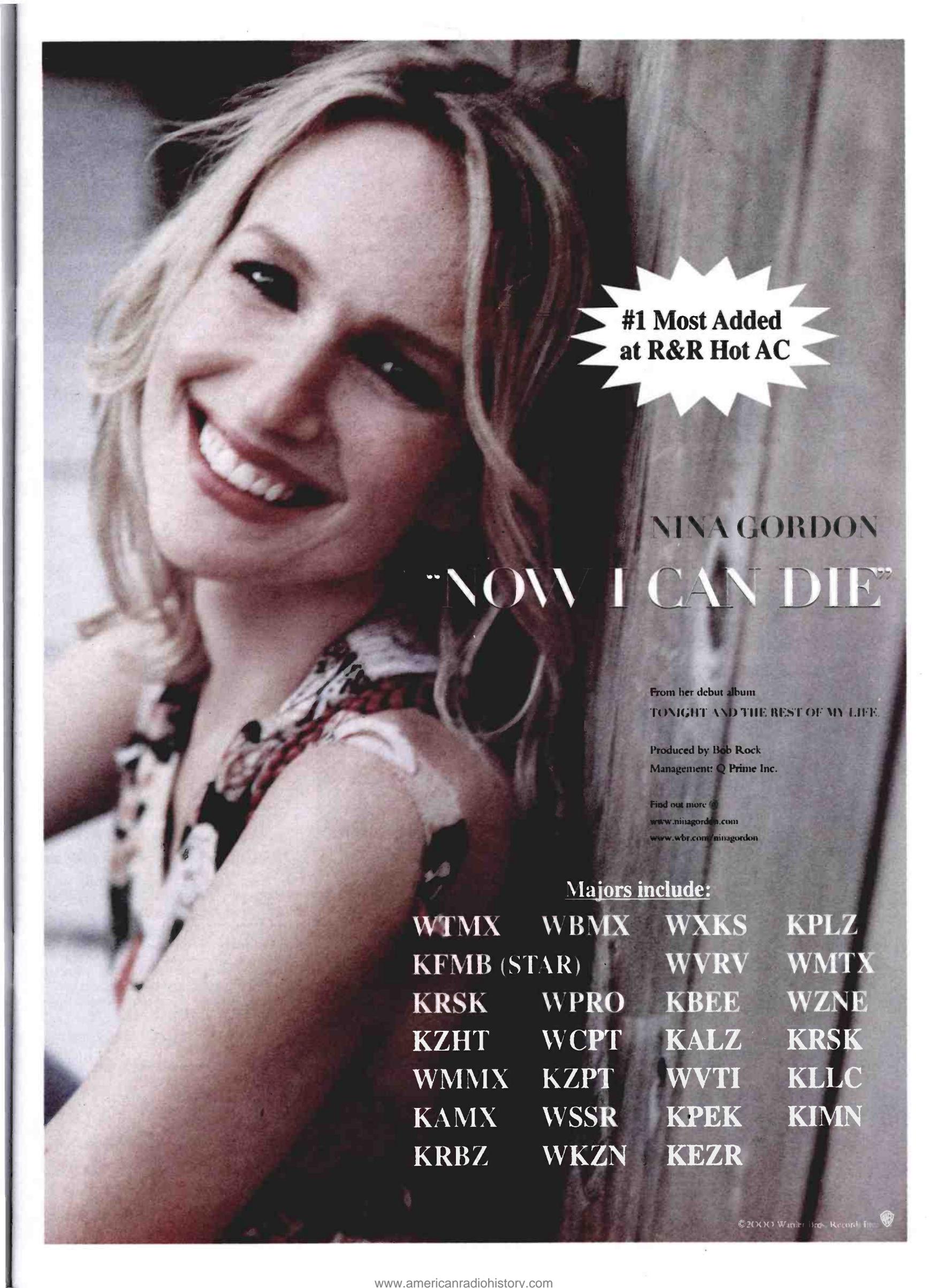
The Motor City Oil, Lube & Rumor Depot has been leaking word that ABC's **WPLT/Detroit**, which recently dropped Classic Alternative in favor of Hot AC, is considering a format flip. When contacted by ST, however, PD Tom O'Brien said, "We are not looking at a format flip at 'PLT.'" He did admit that the station is looking for a "change in direction" in mornings and has not renewed **Johnny Edwards'** contract. Additionally, WPLT has dropped its "Planet" moniker because, O'Brien

Continued on Page 36



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Street Talk.

Continued from Page 34

said, the station "has been so many things to so many people over the years," and he believes that the name has run its course. O'Brien would not comment on rumors that WNIC/Detroit morning man **Jim Harper** is being considered for Edwards' former slot.

NAC/Smooth Jazz will return to Bakersfield on Feb. 1, thanks to Buckley Broadcasting. The company expects to close on Class A **KRME/Shafter, CA** on that date, at which time the station will flip to NAC and adopt the calls **KSMJ**. Sound familiar? KSMJ was Bakersfield's NAC/SJ station until March 2000, when Mondosphere took it Classic Rock as **KDFO**.

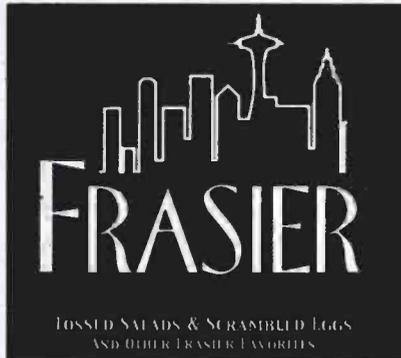
The *Milwaukee Journal-Sentinel* reports that former **WKLH/Milwaukee** morning host **Kevin Brandt** has returned to the Classic Hits station just two weeks after being fired.

WIP & WPHT/Philadelphia PD **Tom Bigby** called the ST medical phone to report that he's recovering nicely from complications following open heart surgery in November and expects to return to day-to-day duties next month. "I'm fine. Now I'm just building up stamina after 40 days in the hospital," he says.

New 'NEW Lineup Set

WNEW/New York has reset its lineup of talkers, and "Radio Chick" **Leslie Gold** has

Tossed Salads And Sizzling Standards



Kelsey Grammer walked off with the Golden Globe award for Best Actor in a Television Series, Musical or Comedy, at Sunday evening's glam-filled ceremony, held at the Beverly Hilton -- just a stone's throw away from R&R's palatial Century City, CA offices. Grammer locked up the award with his comedic deftness, and the man who plays TV's **Frasier Crane** -- Seattle's favorite radio talk show host -- now has a musical offering for *Frasier* fans. Milan Entertainment has released *Frasier: Tossed Salads & Scrambled Eggs and Other Frasier Favorites*. Featured tracks include the Grammer-voiced title track and standards from a bevy of classic American artists. The offering is now available at your favorite CD retailer.

indeed returned to the station. She'll now be heard between 9am and noon. Meanwhile, **Sid Rosenberg** is joined by former **WPLJ/N.Y.** afternoon co-host **Blaine Ensley** and **Craig Carton** for *The Sports Guys*, airing daily in the 5-9am slot. The syndicated *Ron and Fez* take the noon-3pm shift, *Opie and Anthony* retain their 3-7pm slot, and Westwood One's *Don and Mike* return to 'NEW for the 7-11pm shift.

Veteran **WQCD/New York** morning host **Pat Prescott** departed Gotham's NAC/SJ station last week after more than a decade waking up listeners. OM **John Mullen** insists that Prescott's departure was amicable, although he admitted that her ratings were not what he had hoped they would be. Prescott's dismissal comes just weeks after a contract renewal.

Classic Rocker **KGB/San Diego** has added another talk-intensive program to its lineup. Effective Feb. 5, Premiere's *Phil Hendrie Show* will move from News/Talk **KSDO** and air in the 7-11pm slot. The extra hour enables KGB to air music during the program. By the way, Hendrie was a part-timer at KGB in the '80s.

KKOB-FM/Albuquerque shifts from Hot AC to '80s. The move pits 'KOB directly against **KCHQ**, which recently dropped CHR/Pop in favor of '80s. And, speaking of '80s, word has it that **Chuck Tisa** has been named PD of Beasley's **WPTP (The Point)/Philadelphia**.

Dumb DJ Stunt No. 44: Cleveland police confiscated what they believed to be a bomb at a downtown train station Tuesday morning. The bag actually contained a bloody cow heart wrapped in cloth and was placed there by **WQAL** morning show producer **Bill Ryan**, who was instructed by morning hosts **Danny** and **Maria** to plant the bag in a highly populated area in the hopes that someone would pick it up and call the phone number on the bag's tag. The cops stopped the contest by seizing the sack. **Danny**, **Maria** and **Bill** were reprimanded by the police back at the station's studios.

'La Ley' Breaks The Rules!

SBS' Regional Mexican **WLEY (La Ley)/Chicago** received a special notice in the fall 2000 Arbitron ratings for the market for airing an announcement in Spanish that said, "When they call at your door or on your telephone, say it without fear, 'La Ley rules here.' All of your radios always on La Ley." **WLEY VP/GM Mario Paez** told the *Chicago Sun-Times* that the promo was "merely part of the station's street

Continued on Page 39

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2/8/01 Portland, OR	2/9/01 Vancover, Canada	2/3/01 Seattle, WA	2/10/01 Las Vegas, NV	2/11/01 Albuquerque, NM	2/13/01 San Antonio, TX
2/8/01 San Jose, CA	2/9/01 Santa Barbara, CA	2/10/01 Las Vegas, NV	2/10/01 Las Vegas, NV	2/11/01 Albuquerque, NM	2/13/01 San Antonio, TX
2/5/01 Sacramento, CA	2/6/01 Irvine, CA	2/5/01 Sacramento, CA	2/5/01 Sacramento, CA	2/6/01 Irvine, CA	2/6/01 Irvine, CA

Tour Dates:

WXRK	WAAP	WNOR	KISW	KRXQ	WLZR	Q101	KIOZ	LIVE 105
KRZR	X96	WOXA	91X	WRLR	KPNT	WRAT	KXTE	KCAL
WRZX	WFNX	KTEG	KPOI	KXCC	WNFZ	WAQZ		

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"At well over 600 spins this track is a perennial tester...it won't go away! As the old saying goes, it's hard to burn out a great record. This one has it all...it's artistic, powerful, and melodic, all rolled into one. I'm sure it'll be a library track for a long time to come."
—Curtiss Johnson and Pat Martin-KXRQ/Sacramento

Billy Howerdel Maynard James Keenan Paz Lenchantin Josh Freese Troy Van Leeuwen
the new song from the platinum-plus album Mer de Noms

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"Play Moby. *Really* play Moby. Stick with it. Then watch 'South Side' pay big dividends for your radio station as it has for ZHT. Top 5 single sales, Top 10 requests, Top 15 callout!"

Jeff McCartney/KZHT

"Callout shows excellent potential. 'South Side' pulls big phones and is a Top 5 selling single in San Francisco. Just another Moby smash for KLLC!"

Julie Nakahara/KLLC

"We love Moby. Houston loves Moby. We can't play 'South Side' enough!"

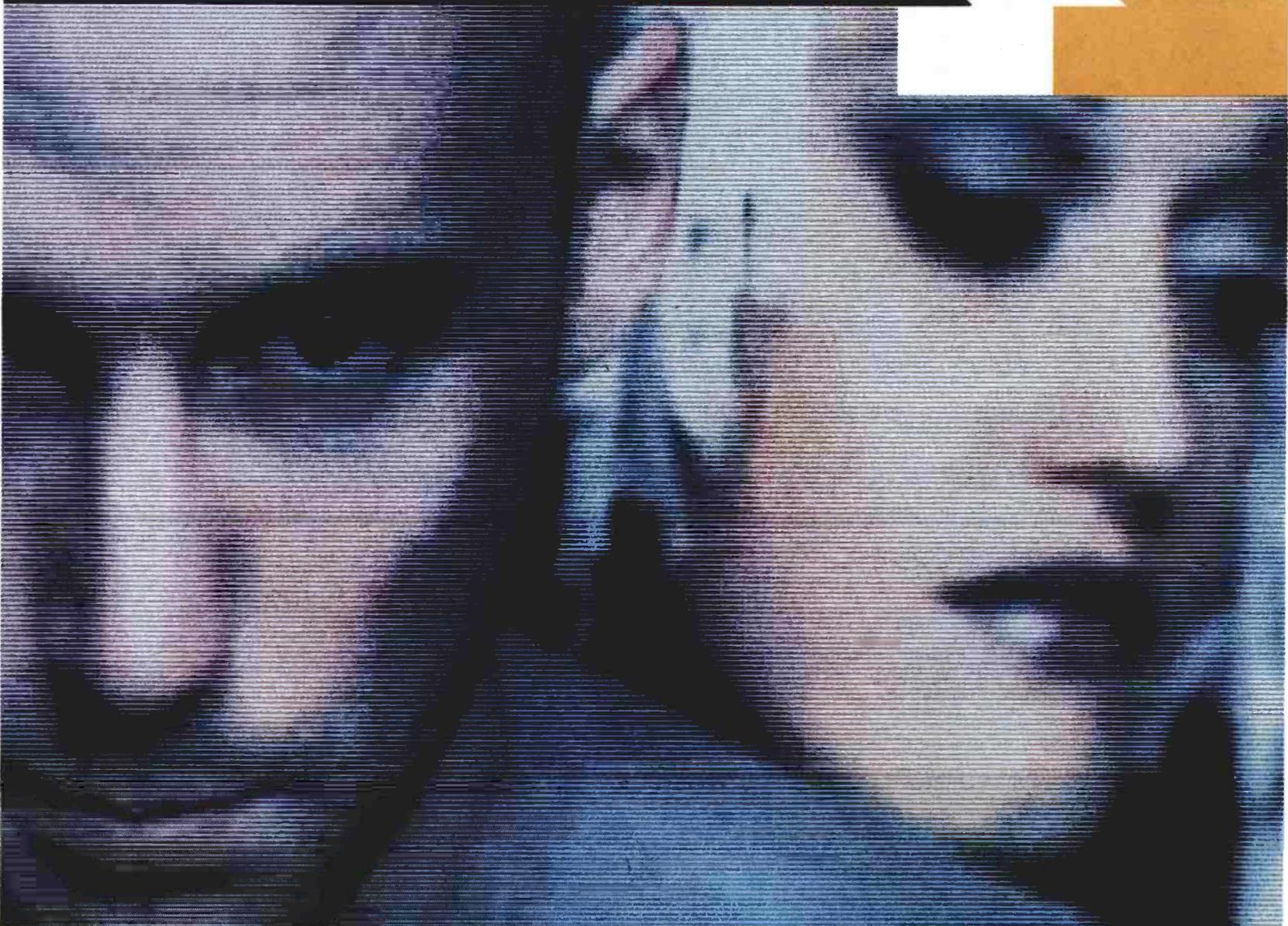
Leslie Whittle/KRBE

"'South Side' is not an alternative record and it's not a rock record. It's a POP record for a song driven format."

Tommy Austin/KKRZ

"Consistent Top 10 callout, Top 20 sales and heavy MTV play = increased rotation for Moby! (40x)"

Scott Chase/WSSR



Street Talk.

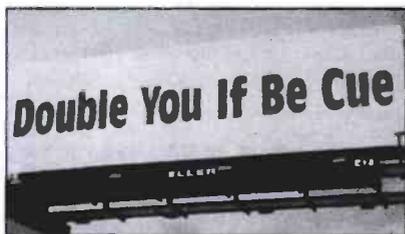
Continued from Page 36

marketing efforts. Our intent had nothing to do with doctoring the ratings. It was simply a promotion. It's not a problem. Arbitron's take on it seems more diabolical than what we wanted to do. It's all semantics. But that's the unfortunate part about Arbitron — that they are so dictatorial. Everything with them is black or white."

Former KHIH/Denver PD **Becky Taylor** has accepted the midday post at NAC/SJ WJCD/Norfolk. Taylor won't be making the trek to the Tidewater region, however. She remains in the Mile High City and will do her shift using Clear Channel's Star System technology.

Congrats to longtime voice talents and radio announcers **Gary Owens** and **Stan Freberg**, who made *Animation* magazine's list of the top 15 cartoon voices of all time. The late Mel Blanc is No. 1. And, speaking of voice talents, R&R's own sales rep and on-hold message guy, **Paul Colbert**, will be featured in a Budweiser TV spot during Super Bowl XXXV on Sunday. Colbert's voice and animated likeness will be used for an alien who returns to his home planet after years of researching Earth. What's the magic line? "Wassuuup!"

Funny Photo O' The Week



The creative geniuses at **WFBQ/Indianapolis** recently launched a new billboard campaign touting nothing but the station's call letters ... sort of. "This is actually from the mind of OM Marty Bender, who did a similar campaign at WRIF in Detroit," WFBQ PD Mike Thomas tells ST. "We figured if people in Detroit could get it, people in Indianapolis would."

Rumbles

- KSSJ/Sacramento MD **Ken Jones** becomes Entercom's Web Administrator for the group's stations in that market.
- WKTU/New York promotes **Art Zeidman** from LSM to GSM.
- **Kim Kelly** joins KJAZ & KMZT/Los Angeles and XJAZZ/San Diego as Marketing/Promotion Mgr. He previously held similar duties at KCBS-FM (Arrow 93)/Los Angeles.
- **Jonathan Powers** takes Interim PD/MD duties at KLLY/Bakersfield.
- WKKG/Columbus, IN morning host **Mike Patrick** rises to PD.
- KGEE/Midland-Odessa, TX PD/morning co-host **Mike Lawrence** and wife/morning partner **Dana Carole** depart the station after 11 years.
- Former WMLI/Madison, WI PD **Tom Cook** becomes KRBB/Wichita's Asst. PD/MD.
- WBBQ/Augusta, GA boosts PD **John Patrick** to OM.
- *Leap O' The Week*: WIOG/Saginaw, MI morning host **Man @ Large** accepts a full-time gig with KKDA-FM/Dallas, effective Feb. 25.

RADIO RECORDS



1

- The FCC votes 3-2 in favor of LPFM; More than 1,000 licenses to be granted.
- Time-Warner and EMI Group to merge operations in \$20 billion deal.
- **Mike Fowler** flies to WJMK/Chicago as VP/GM.
- **R.J. Curtis** returns to KZLA/Los Angeles as OM/PD.

5

- **Jeff Dinetz** appointed GM of WHTZ/New York.
- **Mark Krieger** ascends to VP/GM of WSHE/Miami.
- **Russ Allen** hired as PD of KSOL/San Francisco.
- **Marty Gill** tapped as PD/ND of WWJ/Detroit.
- **Sky Daniels** joins R&R as Alternative Editor.

10

- **Robert Fulstone** appointed VP/GM of KLOU/St. Louis.
- **Gerry Peterson** promoted to Station Manager of KWOD/Sacramento.
- **Von Freeman** hired as Promotions Director of XTRA-AM & FM/San Diego.

15

- Atlantic advances **Danny Buch** to Director/Nat'l Album Promotion and **David Fleischman** to co-Director/Nat'l Album Promotion.
- **Humble Harv Miller** hired as KRLA/Los Angeles PD.
- **Mark St. John** tapped as PD of WAVA/Washington.
- KPQP/Sacramento goes AOR, with **Carmy Ferreri** returning as PD.

20

- **Dick Hungate** promoted to PD of WYSP/Philadelphia.
- **Rick Balls** boosted to PD of KSHE/St. Louis.
- **Polly Anthony** advances to Nat'l Pop/Adult Promotion Manager for Epic/Portrait/Associated Labels.
- **Steve Kingston** crowned PD of WPGC/Washington.
- R&R Expansion: **Joel Denver** named CHR Editor as **Brad Woodward** becomes Washington Editor.

25

- WNEW-FM/New York GM **Mel Karmazin** adds similar duties at WMMR/Philadelphia.
- **Rick Liebert** lands the PD gig for KGB-AM & FM/San Diego.
- "Heavy" **Lenny Bronstein** weighs in as National Album Coordinator for A&M Records.

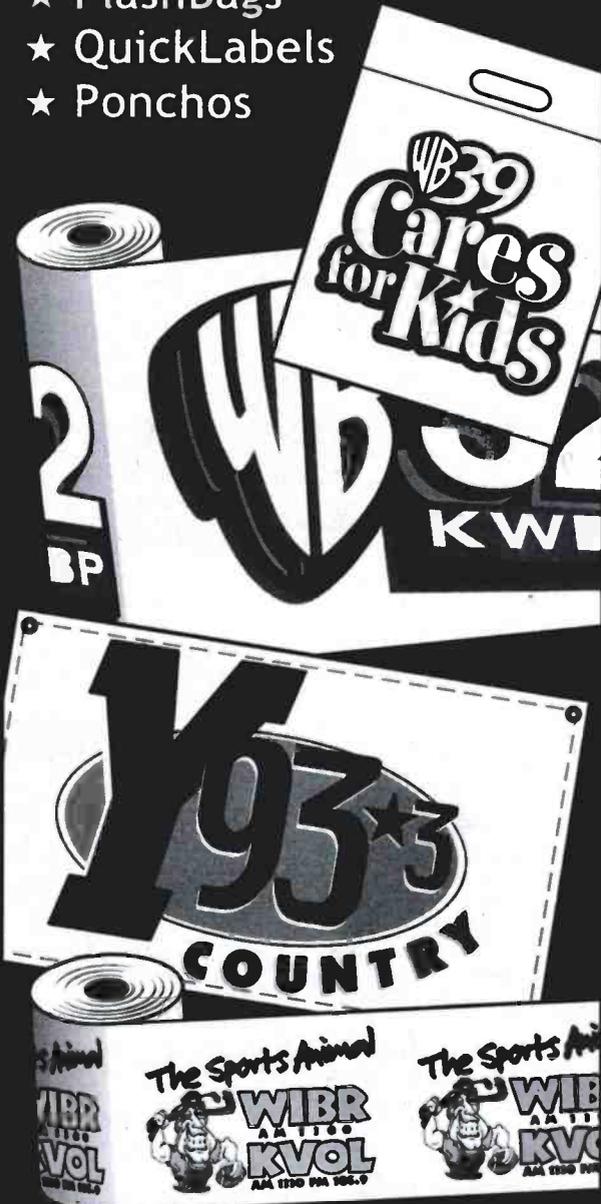
Kudos to legendary songwriter and Real-songs founder **Diane Warren**, who will receive a star on the Hollywood Walk of Fame Jan. 31 at 11:30am.

FOR THE RECORD: The call letters for Hispanic Broadcasting's Spanish Oldies "Recuerdo" format were listed incorrectly in last week's ST item concerning KTNQ/Los Angeles. The stations are KRCD & KRCV/Los Angeles.

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R&R Study: Music Biz Can Weather Economic Slowdown

■ Retail sales, disposable income trends work in favor of record industry

If you believe that history repeats itself, then the music industry should be able to weather an overall economic slowdown just fine, thank you. That's the good news. The bad news is that all bets are off if the economy worsens and inflation rears its ugly head. Fortunately, most economic experts believe that a slowdown, not an inflation-induced recession, will play out in the year ahead.

Like many people, I find it hard not to notice the increased frequency of articles in the business media addressing how the economy is finally beginning to cool after record-breaking expansion in the '90s. The \$64,000 question on everyone's mind is: Will there be a "soft" or "hard" economic landing?

Most pundits are predicting the former, which translates into slower, inflation-adjusted growth in gross domestic product and modest increases in consumer spending. A closely watched report by Blue Chip Economic Indicators — a respected research firm that surveys around 50 of the nation's top economists each month — estimates that the economy will grow about 2.6% this year. That's down from the 3.4% increase predicted early last year and the 3.1% rate forecast in December.

After years of heady economic growth, however, the slowdown somehow feels worse than it actually is. As Blue Chip Exec. Editor Randall Moore told the Associated Press recently, "It's like you're in a car going 60 miles an hour and then suddenly slowing down to 20 miles per hour. You haven't crashed, but you really feel the deceleration."

How true. Just ask any Internet exec or executives in such heavy industries as automobiles, steel and construction equipment. The downturn has hit those sectors hard.

A Trickle-down Effect

Fortunately for the music industry, because it is relatively young compared to most other industrial sectors, it stands a good chance of outperforming the overall economy if and when the economic climate cools. A detailed analysis of U.S. economic and RIAA data since 1970 reveals that the music business has handily outpaced the general economy whenever GDP growth dips below 3%, which happened 10 times over the past three decades. The average growth rate for the music business during those 10 years was 5.4%, vs. a 0.6% rise in GDP. The only times the music business failed to outpace the economy during that time were in 1982, a recession year, and 1995.

The wild card, as always, is inflation. If inflation rises like it did during the

mid-'70s and early '80s, nearly all of the gains of the music industry will likely be wiped out, just as they were then. If inflation is held in check, as it was in the '90s, the music business should do well.

What does all of this economic-speak mean for the music business? Well, there's a trickle-down effect, and it all begins with the state of the economy. Retail sales move in tandem with the GDP, and recorded-music purchases move in line with retail sales. The correlation among the three is really quite impressive.

Retail sales (seasonally adjusted)

have been trending downward for several months, having dropped 0.1% in October from the previous month, dipped 0.5% in November and increased a scant 0.1% in December. In 2000 retail sales rose 7.9%, to \$3.23 trillion, compared to a 9.1% increase in '99. Total unit sales of albums in 2000 are forecast to grow around 4%, vs. 3.4% in '99 and 5.6% in '98.

Good News

Last year was generally considered to be good one for the nation's retailers, yet most of the growth occurred in the first quarter, when retail sales

climbed over 10% from a year earlier. That rise eventually tapered to 5.1% year-over-year in November and 3.4% in December. The downward trend is expected to continue into '01 thanks to higher energy prices, a nettlesome stock market and the hangover (which the Fed is currently trying to cure) from higher interest rates in 2000.

While consumers have begun to cut back on their overall spending, the good news for the record industry is that the percentage of money being allocated to music purchases has remained relatively unchanged for the past several years. That's a healthy sign, given the plethora of entertainment and leisure options consumers have to choose from.

The table below shows that, during the past five years, music purchases as a percentage of total retail sales amounted to 0.50%. That's up from

the 0.44% average of the '90s and the 0.42% average from 1970-1999. (In contrast, the amount of money the public spends on movie tickets — as a percentage of retail sales — was 0.25% in 1999, down a bit from 0.27% in 1990.)

That trend is mirrored in disposable income data. Music purchases as a percentage of disposable income totaled 0.22% in 1999, virtually unchanged since 1996.

Thus, if retail sales slide back to the 5%-6% growth experienced in the '90s and music purchases inch back up to 0.50% — a logical assumption given the expected rise in unit sales of full-length albums in 2000 — the music industry will be well-positioned to sustain the 7%-8% growth rates it experienced during the '90s.

And that's a welcome thought in a post-Napster, slow-growth world.



PAT MCGEE BAND 'SHINES' AT CLINTON FAREWELL PARTY

The Pat McGee Band was fortunate enough to participate in the "I survived the Clinton White House" Farewell Party thrown earlier this year. The celebration, which drew a crowd of 1,500 invited guests, was put together by White House Chief of Staff John Podesta and sponsored by the Democratic National Committee. The band performed three 45-minute sets of songs from their major-label debut album, *Shine*, on Giant Records.

Consumer & Record Industry Economic Overview

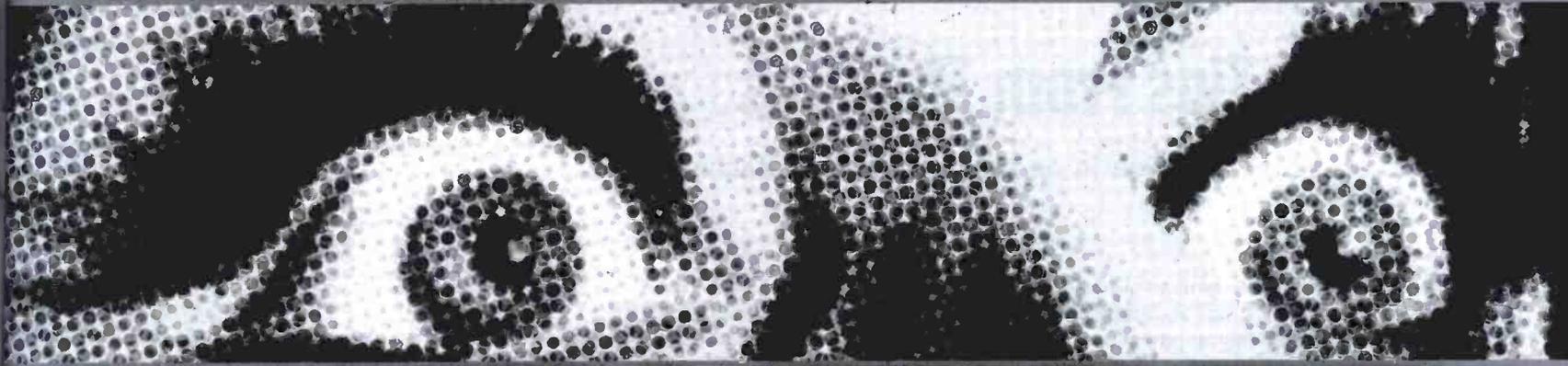
Year	Real GDP (In Bil. \$)	% Chg.	CPI	Retail Sales (In Bil. \$)	% Chg.	Disposable Inc. (In Bil. \$)	% Chg.	Music Sales (In Bil. \$)	% Chg.	Music as % D.I.	Music as % R.S.
1970	\$14,312	0.2	5.6	\$374	6.2	\$730	9.2	\$1,660	4.7	0.23	0.44
1971	14,791	3.3	3.3	413	10.4	796	9.0	1,744	5.1	0.22	0.42
1972	15,594	5.4	3.4	457	10.6	863	8.4	1,924	10.3	0.22	0.42
1973	16,494	5.8	8.9	511	11.8	974	12.8	2,001	4.0	0.21	0.39
1974*	16,396	-0.6	12.1	542	6.0	1,067	9.6	2,186	9.3	0.20	0.40
1975*	16,338	-0.4	7.1	587	8.4	1,176	10.2	2,378	8.8	0.20	0.41
1976	17,247	5.6	5.0	653	11.2	1,295	10.1	2,732	14.9	0.21	0.42
1977	18,047	4.6	6.7	720	10.3	1,430	10.5	3,501	28.1	0.24	0.49
1978	19,042	5.5	9.0	802	11.5	1,608	12.5	4,131	18.0	0.26	0.51
1979	19,649	3.2	13.3	895	11.5	1,800	11.9	3,685	-10.8	0.20	0.41
1980*	19,604	-0.2	12.4	954	6.6	2,010	11.7	3,862	4.8	0.19	0.40
1981	20,084	2.4	8.9	1,038	8.8	2,238	11.3	3,970	2.8	0.18	0.38
1982*	19,678	-2.0	3.8	1,067	2.9	2,396	7.1	3,642	-8.3	0.15	0.34
1983	20,529	4.3	3.8	1,167	9.4	2,575	7.5	3,814	4.7	0.15	0.33
1984	22,021	7.3	4.0	1,284	10.0	2,874	11.6	4,370	14.6	0.15	0.34
1985	22,868	3.8	3.8	1,374	7.0	3,071	6.9	4,379	0.2	0.14	0.32
1986	23,650	3.4	1.2	1,449	5.5	3,248	5.8	4,651	6.2	0.14	0.32
1987	24,453	3.4	4.4	1,539	6.2	3,444	6.0	5,568	19.7	0.16	0.36
1988	25,473	4.2	4.4	1,649	7.1	3,736	8.5	6,255	12.3	0.17	0.38
1989	26,367	3.5	4.6	1,758	6.7	4,000	7.1	6,579	5.2	0.16	0.37
1990	26,832	1.8	6.3	1,846	5.0	4,277	6.9	7,541	14.6	0.18	0.41
1991*	26,706	-0.5	3.0	1,857	0.6	4,456	4.2	7,834	3.9	0.18	0.42
1992	27,520	3.1	3.0	1,945	4.8	4,742	6.4	9,024	15.2	0.19	0.46
1993	28,251	2.7	2.8	2,080	6.9	4,925	3.9	10,047	11.3	0.20	0.48
1994	29,391	4.0	2.6	2,246	8.0	5,157	4.7	12,068	20.1	0.23	0.54
1995	30,175	2.7	2.6	2,361	5.1	5,415	5.0	12,320	2.1	0.23	0.52
1996	31,253	3.6	3.2	2,497	5.7	5,669	4.7	12,534	1.7	0.22	0.50
1997	32,638	4.4	1.7	2,613	4.7	5,961	5.1	12,237	-2.4	0.21	0.47
1998	34,063	4.4	1.6	2,746	5.1	6,314	5.9	13,723	12.1	0.22	0.50
1999	35,503	4.2	2.8	2,996	9.1	6,632	5.0	14,585	6.3	0.22	0.49
Compound Annual Growth ^A											
1970-'99		3.5%	5.2%		8.3%		8.3%		9.1%		
1990-'99		3.2	3.0		5.8		5.0		7.6		
1995-'99		4.2	2.4		6.5		5.2		4.3		

*Denotes recessionary year

^AUnweighted average growth rates

Sources: Census Bureau, Dept. of Commerce, RIAA

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KBPI - Denver KISS - San Antonio
WNOR - Norfolk KRZR - Fresno

Over 40 Alternative Stations including:

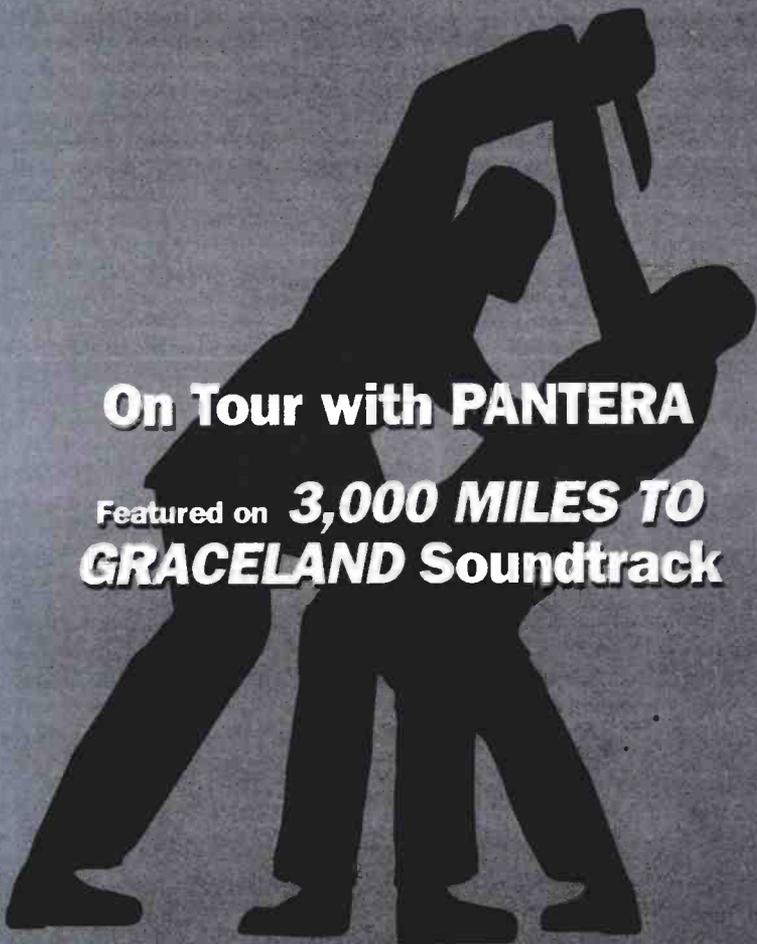
On: KEDJ - Phoenix KXTE - Las Vegas
WXDX - Pittsburgh KKND - New Orleans
WAQZ - Cincinnati WEDJ - Indianapolis
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TONY NOVIA

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Research Tips From The Pros

Four industry experts weigh in on trends and issues facing radio in 2001

If you're lucky enough to have the money to conduct the necessary research for your radio station (or stations), you want to be sure to do it right. In a nutshell, that means choosing the right research firm, properly executing the project from start to finish and coming up with a well-focused plan to implement your results.

To help point you in the right direction for any upcoming research you may be planning, I turned to four successful executives, each representing a highly regarded research company, for their thoughts and expert opinions on radio trials and studies. We chose four areas to probe: conducting multiple studies for a cluster of radio stations, common mistakes made when preparing a research project or interpreting research results, and their views on both Internet research and quality control.



Carolyn Gilbert

Our esteemed panel of top-notch researchers includes Critical Mass Media Exec. VP/GM Carolyn Gilbert, Coleman VP Warren Kurtzman, Moyes Research Associates President Bill Moyes and Edison Media Research President Larry Rosin.

R&R: As a result of the rapid consolidation of the radio industry in the last five years, are your firms now conducting multiple studies across many formats for companies that may own a cluster of stations in a particular market? Does it help these companies save money, and does it provide them with more information to help them carefully position each station within the cluster? Do you also help stations share research across geographical regions and formats, and have you found this to be effective?

CG: The simple answer is yes.

We're not fond of the global "cluster study." We have 20 minutes on the phone: why would we use it to generate generic, unactionable data? Those 20 minutes are incredibly valuable, and we want to make sure that we're addressing specific issues, not creating pretty charts.

We are fond of conducting multiple studies simultaneously in a market. The most difficult part is getting someone on the phone. Once we have someone on the phone, we make the most of it. Branching scripts after specific screening questions allows us to research a market much more efficiently and effectively. It's a matter of incidence. A station might have a 5 share; the cluster share might be 30% to 40%. Your odds of a "hit" go up with the incidence. The data from simultaneous studies generates four to five individual reports focused on individual station issues.

A side benefit of this is that we can look at the whole market in terms of listenership and create the demographic and listening universe that we're looking to dominate.

WK: There is no question that we find ourselves doing more multiformat, multistation studies in the Age of Consolidation. Coleman clients appear to be doing this less as a way to save money, and more because it is the best way for us to help them align the brands in their portfolio. By taking a broader look at the market,

we can maximize their brands' coverage and minimize overlap and conflict between them. The only drawback to this approach is that we often can't get to the level of detail that we can in a single-station study, but since it's all about cluster maximization for many of our clients these days, the trade-off is usually worthwhile.

We haven't seen much in the way of direct sharing of research from market to market, per se, however many of our clients rely on us to discuss trends we see on a global basis, which often helps frame the issues we research for them and gives them confidence that a strategy they are pursuing is supported by things we've seen in other places.

BM: Here's what we see: In every market there are two countervailing pressures. No. 1 is to keep the ratings as high as possible so you can charge as much as possible for commercials. That's your basic franchise to make money, and smart operators know that it makes sense to have regularly yearly checkups with perceptual research to keep the stations tuned up.

The second is the pressure to keep expenses at a minimum. Yes, that's led most stations to do group perpetuums, which can deliver on both points, if they're done right. But there are some good exceptions. If you look at two stations like WXKS/Boston and its CHR/Rhythmic sister WJMN, we do one study for each station each year because they are both extremely successful, they are strong money-makers, and it's a very competitive market. As a result, they both wind up with a full study's worth of questions to look at, and it's clearly worth the investment to give each one all the information they need to stay strong.

LR: We have always conducted a variety of studies, from very large

"The majority of Internet samples are 'self-selecting,' meaning that respondents who go out of their way to participate in research tend to be overrepresented."

Warren Kurtzman

market studies to highly focused studies of just PIs to a given format. The goal has never changed: It is to give the clients the information they need to run more successful businesses. Consolidation, in many ways, has led to better research. We are often able to perform more sophisticated surveys that yield better information because of the size of the clusters. We have always had normative data that we use across similarly formatted stations, but we only share data from one survey to another at the behest of a client that owns both stations.

R&R: What common mistakes do stations make during the process of putting together a research project or screening or reading research results?

CG: Different methodologies, different mistakes. In music testing, the "cluster/montage in or out screener" for an established station is the most serious mistake I see. The list of disastrous results from this type of screening is a mile long. There's the story of the Hot AC that used an Eagles song in its screening cluster and ended up having the entire Eagles catalog test well (go figure). It had listeners calling to ask whether it had become the "All Eagles, All the Time" station.

There's the story of one of our own sales reps — when we had sales reps — who was an eight-hour-a-day PI to a station that wanted to use cluster screening for its music test. This sales rep told the PD that because he had put a Melissa Etheridge song in his cluster, there was no way she'd say she liked it, even though she was a strong partisan. So he didn't want her in his music test. That's beyond silly and downright dangerous.

Then there's the story of the consultant who insisted on this screening methodology and ended up with 15% of his sample being exclusive listeners to the Religious station. He had no interest in changing and kept them in the sample. Huh? Come on. Cluster screening based on legitimate cluster analysis, not some guy's gut feeling, is valid in a sign-on situation. That's the only exception.

There are people out there purporting to be experts who are developing hypothetical clusters, formats and

concept statements without regard to how people actually behave. I waste more time talking people out of silly research they've done before than almost anything else. When they say they've been successful in the past with this methodology, I attribute it much more to the PD's art — production, personality, stationality, gut music rotation — than I do to the research. The research, in my opinion, is junk.

A focus that is too narrow is another problem. Sure, we need to look at our cores, but overreliance on the core creates implosion. The marketplace is fragmenting more every day. When I've done incidence projections on some of the single-sex/five-year age range — heavy core screens — sometimes we're looking at less than 1% of the population. Do we really want to focus on a 0.7 12+ share? Again, this is ludicrous. Sure, we want to focus, but we also want to reach out and draw more people closer, not look inward and implode.

This is especially true for callout, where we want to look at the key demos, the entire cume and a significant but not overwhelming core and compare and contrast scores among our constituencies. Anyone looking at the "total" score as anything besides a benchmark doesn't know how to use his research. Anyone looking at a tiny sliver of his universe and regarding this as representative of his audience isn't thinking.

I can go on and on about bad research that's being conducted out there. Beyond the methodology issues, I know of certain people who keep their costs down by bypassing many of those "annoying phone calls." That's really dangerous. At the end of the day it's fairly simple: Garbage in, garbage out. I would strongly suggest that, no matter who is doing your research, make sure that integrity in fielding is your first priority and that common-sense methodology is right up there with it.

WK: This is one area where we've seen tremendous progress. Our relationships with our clients have grown to the point where they look to us as a strategic partner that helps them identify threats and opportunities and how to deal with them in a strategic manner. We have found that our clients really understand that research should not be about tactical things like "What prizes do my listeners really want to

Continued on Page 45

"Smart operators know that it makes sense to have regularly yearly checkups with perceptual research to keep the stations tuned up."

Bill Moyes

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES January 26, 2001

CALLOUT AMERICA® song selection is based on the top 25 titles from the R&R CHR/Pop chart for the airplay week of December 31, 2000-January 6, 2001.

ARTIST/TITLE LABEL(S)	CHR/POP TOTAL AVERAGE FAVORABILITY ESTIMATE 1-5				TOTAL % FAMILIARITY	TOTAL % BURN	DEMOGRAPHICS			REGIONS			
	TW	LW	2W	6W			WOMEN 12-17	WOMEN 18-24	WOMEN 25-34	EAST	SOUTH	MID-WEST	WEST
HP DIDD Thankyou (Arista)	3.91	3.91	3.78	3.98	82.0	16.7	3.93	3.88	3.93	4.02	3.88	3.99	3.88
HP SHAGGY Angel (MCA)	3.90	—	—	—	63.6	9.7	4.03	4.09	3.45	3.85	3.65	4.06	4.04
HP JA RULE/LIL' MO... Put It On Me (Murder Inc./Def Jam/IDJMG)	3.84	—	—	—	47.3	7.8	4.18	3.78	3.28	3.88	3.77	3.87	4.08
HP OUTKAST Ms. Jackson (LaFace/Arista)	3.82	3.71	3.81	3.94	73.3	28.9	4.03	3.88	3.46	3.88	3.83	3.83	3.84
HP FAITH HILL The Way You Love Me (Warner Bros.)	3.81	3.71	3.85	3.82	79.1	21.6	3.92	3.70	3.81	3.84	3.77	3.84	3.98
K-CI & JOJO Crazy (MCA)	3.80	—	—	—	61.2	12.6	3.91	3.83	3.54	3.46	3.95	3.83	3.86
HP CREED With Arms Wide Open (Wind-up)	3.79	3.69	3.64	3.88	86.0	31.3	3.88	3.83	3.88	3.65	3.63	3.84	4.02
HP LEE ANN WOMACK I Hope You Dance (MCA/Universal)	3.79	3.88	3.73	3.83	48.8	8.8	3.79	3.87	3.81	3.51	3.92	3.88	3.81
HP 99 DEGREES My Everything (Universal)	3.75	3.54	3.60	3.78	66.7	12.6	4.01	3.88	3.45	3.72	3.73	3.81	3.72
DESTINY'S CHILD Independent Women (Part 1) (Columbia)	3.72	3.60	3.78	3.91	85.9	31.3	3.89	3.51	3.72	3.72	3.54	3.82	3.78
HP 3 DOORS DOWN Loser (Republic/Universal)	3.71	3.69	3.65	3.81	45.9	18.2	3.82	3.69	3.58	3.62	3.77	3.74	3.72
SHAGGY It Wasn't Me (MCA)	3.71	3.71	3.77	3.86	85.2	29.4	3.86	3.73	3.47	4.18	3.24	3.75	3.69
LENNY KRAVITZ Again (Virgin)	3.67	3.65	3.72	—	69.9	17.2	3.65	3.88	3.69	3.51	3.88	3.78	3.71
'N SYNC This I Promise You (Jive)	3.66	3.58	3.75	3.88	85.4	30.1	3.75	3.68	3.53	3.88	3.47	3.71	3.60
HP R. KELLY I Wish (Jive)	3.65	3.54	3.55	3.81	64.1	15.8	3.83	3.56	3.47	3.80	3.53	3.53	3.76
PINK You Make Me Sick (LaFace/Arista)	3.61	—	—	—	56.3	15.0	3.82	3.42	3.41	3.93	3.39	3.61	3.55
MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	3.59	3.45	3.37	3.54	78.2	23.3	3.48	3.47	3.86	3.58	3.51	3.58	3.72
JENNIFER LOPEZ Love Don't Cost... (Epic)	3.58	3.41	3.49	—	85.0	24.5	3.70	3.36	3.65	3.67	3.44	3.64	3.56
EVAN AND JARON Crazy For This Girl (Columbia)	3.57	3.64	3.63	3.55	72.3	18.8	3.71	3.38	3.65	3.66	3.42	3.56	3.62
HP FUEL Hemorrhage (In My Hands) (550 Music/Epic)	3.57	—	—	—	50.0	10.0	3.65	3.55	3.47	3.35	3.79	3.50	3.62
MYA Case Of The Ex (Whatcha Gonna Do) (University/Interscope)	3.55	3.48	3.52	3.59	89.1	35.8	3.64	3.53	3.47	3.64	3.47	3.57	3.52
DREAM He Loves U Not (Bad Boy/Arista)	3.54	3.42	3.69	3.55	79.1	22.1	3.92	3.21	3.35	3.52	3.33	3.69	3.59
LUDACRIS What's Your Fantasy (Def Jam/South/IDJMG)	3.53	3.68	3.68	3.68	72.8	24.0	3.81	3.57	2.99	3.89	3.18	3.70	3.40
PINK Most Girls (LaFace/Arista)	3.52	3.49	3.53	3.60	85.2	35.2	3.62	3.42	3.50	3.53	3.39	3.51	3.63
BBMAK Still On Your Side (Hollywood)	3.46	3.39	3.40	—	53.4	18.8	3.78	3.42	2.93	3.18	3.46	3.53	3.65
BRITNEY SPEARS Stronger (Jive)	3.39	3.30	3.41	3.47	76.7	27.2	3.66	3.88	3.33	3.51	3.10	3.71	3.21
MADONNA Don't Tell Me (Maverick/WB)	3.38	3.48	3.43	—	61.9	17.5	3.38	3.14	3.71	3.40	3.21	3.87	3.23
NELLY E.I. (Fo' Reel/Universal)	3.37	3.52	3.72	3.70	88.8	34.8	3.62	3.41	2.97	3.46	3.24	3.35	3.43
SAMANTHA MUMBA Gotta Tell You (Wildcard/Polypor/Interscope)	3.37	3.18	3.46	3.42	73.3	28.5	3.43	3.15	3.84	3.15	3.52	3.56	3.27
U2 Beautiful Day (Interscope)	3.31	3.33	3.32	3.23	58.2	14.3	3.25	3.02	3.65	3.14	3.60	3.20	3.33
DEBELAH MORGAN Dance With Me (DAS/Atlantic)	3.21	3.18	3.34	3.28	64.8	38.8	3.25	3.81	3.38	3.17	3.87	3.38	3.18

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 (HP) 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: Chicago, Cincinnati, Cleveland, Columbus, Detroit, Kansas City, Milwaukee, Minneapolis, St. Louis. WEST: Los Angeles, Phoenix, Portland, Sacramento, San Diego, San Francisco, Seattle. © 2001, R&R Inc.

CALLOUT AMERICA® Hot Scores

By ROB AGNOLETTI

Dido's "Thankyou" (Arista) retains its status as No. 1 overall with a score of 3.91. The track is No. 1 among women 25-34 as well, with a 3.93.

Congrats go out to the staff at MCA as the label has two high debuts on the survey. Shaggy's "Angel" and K-Ci & JoJo's ballad "Crazy" debut at No. 2 and No. 6, respectively. "Angel" finishes at No. 1 in the 18-24 demo, No. 2 with teens and No. 2 overall with a score of 3.90, giving the track hit potential. "Crazy" is fourth in the 18-24 demo and No. 8 with teens.

Many listeners love the new Ja Rule/Lil' Mo smash, "Put It On Me" (Murder Inc./Def Jam/IDJMG). It debuts at No. 3 overall and scores No. 1 in the teen demo with a 4.18.

Following her recent success at the AMAs, Faith Hill's pop hit "The Way You Love Me" (Warner Bros.) ranks fifth overall and is No. 4 among women 25-34 with a score of 3.81.

550 Music/Epic's Fuel also post a good first-week score. The band's No. 1 Alternative hit "Hemorrhage (In My Hands)" debuts with a 3.57.

3 Doors Down's "Loser" (Republic/Universal), another huge hit at Rock and Alternative, continues to post solid early scores, ranking 11th with a 3.71.

Lee Ann Womack's "I Hope You Dance" (MCA/Universal) ranks seventh overall and second 18-24.

Real Love. Mad Love. Crazy Love.

#1 at Rhythmic, 16# at Mainstream Top 40

R&R CHR/Pop Chart 22-15 4665 plays +

Performed on the Tonight Show with Jay Leno on 1/19

"Crazy" is prominently featured in the #1 movie in America

"Save the Last Dance"

Viewed by over 5 million people in it's opening weekend

Top 5 callout at:

KYLD-San Francisco

KZQZ-San Francisco

KHKS-Dallas

KKRZ-Portland

KHTS-San Diego

KLVE-Las Vegas

KRUC-Tucson

KDWB-Minneapolis

WKST-Pittsburgh

WHTT-Syracuse

Heavy Rotation on 

K-Ci & JoJo

"CRAZY"

The Debut Single from the New Album



MCA

R&R CHR/Pop Top 50

January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (M)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	DESTINY'S CHILD Independent Women Pt. 1 (Columbia)	9609	-515	1069174	16	167/0
2	2	SHAGGY It Wasn't Me (MCA)	9486	-596	1062687	12	162/0
3	3	DREAM He Loves U Not (Bad Boy/Arista)	9247	+205	935425	18	168/1
7	4	LENNY KRAVITZ Again (Virgin)	9180	+1055	992386	14	170/1
6	5	JENNIFER LOPEZ Love Don't Cost A Thing (Epic)	9029	+834	1027083	7	173/0
5	6	MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	8655	-217	854814	16	170/0
4	7	MYA Case Of The Ex (Whatcha...) (University/Interscope)	8094	-908	868227	17	162/0
9	8	MADONNA Don't Tell Me (Maverick/WB)	7022	+443	699609	7	172/0
10	9	EVAN AND JARON Crazy For This Girl (Columbia)	6115	+36	606483	23	159/2
8	10	CREED With Arms Wide Open (Wind-up)	5885	-983	666886	22	155/0
14	11	98 DEGREES My Everything (Universal)	5295	+128	531610	9	163/1
15	12	BBMAK Still On Your Side (Hollywood)	5170	+137	476189	10	164/0
13	13	3 DOORS DOWN Kryptonite (Republic/Universal)	4880	-338	542756	30	155/0
20	14	PINK You Make Me Sick (LaFace/Arista)	4748	+538	443921	5	161/2
22	15	K-CI & JOJO Crazy (MCA)	4665	+654	429066	6	142/8
11	16	DEBELAH MORGAN Dance With Me (DAS/Atlantic)	4653	-832	449952	27	149/0
12	17	SAMANTHA MUMBA Gotta Tell You (Wildcard/Polydor/Interscope)	4461	-1013	471388	23	155/0
16	18	'N SYNC This I Promise You (Jive)	4358	-551	459826	19	154/0
21	19	U2 Beautiful Day (Interscope)	4208	+187	411451	10	156/1
26	20	CRAZY TOWN Butterfly (Columbia)	4169	+1026	422647	3	162/10
19	21	FAITH HILL The Way You Love Me (Warner Bros.)	4065	-242	387785	20	133/0
18	22	NELLY E.I. (Fo' Reel/Universal)	4062	-245	379994	9	140/0
25	23	OUTKAST Ms. Jackson (LaFace/Arista)	4010	+623	435509	4	140/5
27	24	O-TOWN Liquid Dreams (J)	3292	+238	303847	8	158/2
Breaker	25	SHAGGY Angel (MCA)	3214	+1106	472151	3	115/25
29	26	FUEL Hemorrhage (In My Hands) (550 Music/Epic)	3083	+316	286192	7	134/5
Breaker	27	BACKSTREET BOYS The Call (Jive)	3064	+1248	307071	2	156/11
Breaker	28	AEROSMITH Jaded (Columbia)	2921	+1764	354909	2	151/10
23	29	BRITNEY SPEARS Stronger (Jive)	2737	-1244	323377	11	140/0
Breaker	30	ATC Around The World (La La La...) (Republic/Universal)	2733	+767	322730	3	138/25
Breaker	31	R. MARTIN F/C. AGUILERA Nobody Wants To Be Lonely (Columbia)	2676	+1799	341496	1	155/17
33	32	BON JOVI Thank You For Loving Me (Island/IDJMG)	2330	+115	224309	8	123/4
31	33	DAVID GRAY Babylon (ATO/RCA)	2224	-26	214855	9	118/1
42	34	DIDO Thankyou (Arista)	2119	+666	242353	2	119/23
36	35	DEXTER FREEBISH Leaving Town (Capitol)	2054	+122	141133	10	95/5
28	36	BACKSTREET BOYS Shape Of My Heart (Jive)	1998	-805	247796	15	127/0
38	37	3LW No More (Baby I'ma Do Right) (Epic)	1970	+251	197670	6	109/17
30	38	MIKAILA So In Love With Two (Island/IDJMG)	1718	-891	191404	13	106/0
Debut	39	VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)	1663	+653	129174	1	105/15
41	40	LUDACRIS What's Your Fantasy (Def Jam South/IDJMG)	1604	+148	166446	5	75/4
48	41	LEE ANN WOMACK I Hope You Dance (MCA/Universal)	1506	+196	128172	3	97/7
47	42	UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	1465	+153	114309	4	86/7
44	43	MOBY F/GWEN STEFANI Southside (V2)	1440	+102	150774	3	85/5
45	44	R. KELLY I Wish (Jive)	1423	+99	150512	3	90/4
32	45	EVERCLEAR AM Radio (Capitol)	1399	-845	109363	10	88/0
46	46	NELLY FURTADO I'm Like A Bird (DreamWorks)	1379	+66	134179	5	96/3
39	47	RUFF ENDZ No More (Epic)	1320	-397	152430	19	80/0
40	48	JA RULE F/CHRISTINA MILIAN Between... (Murder Inc./Def Jam/IDJMG)	1298	-249	159472	9	66/0
Debut	49	BLESSID UNION OF SOULS F/3XL Storybook Life (V2)	1064	+381	89559	1	76/9
-	50	JAY-Z I Just Wanna Love U... (Roc-A-Fella/IDJMG)	1031	+7	127609	4	56/0

Most Added.

ARTIST TITLE LABEL(S)	ADDS
MYA Free (Ruff/WB/University/Interscope)	68
3 DOORS DOWN Loser (Republic/Universal)	58
SOULDECISION Ooh It's Kinda Crazy (MCA)	49
VITAMIN C As Long As You're Loving Me (Elektra/EEG)	41
ATC Around The World (La La La...) (Republic/Universal)	25
SHAGGY Angel (MCA)	25
NINA GORDON Now I Can Die (Warner Bros.)	24
DIDO Thankyou (Arista)	23
BARENAKED LADIES Too Little Too Late (Reprise)	20
CORRS Breathless (143/Lava/Atlantic)	19
OUTSIDERZ 4 LIFE Not Enough (BlackGround/Virgin)	19

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
R. MARTIN F/C. AGUILERA Nobody... (Columbia)	+1799
AEROSMITH Jaded (Columbia)	+1764
BACKSTREET BOYS The Call (Jive)	+1248
SHAGGY Angel (MCA)	+1106
LENNY KRAVITZ Again (Virgin)	+1055
CRAZY TOWN Butterfly (Columbia)	+1026
JENNIFER LOPEZ Love Don't Cost A Thing (Epic)	+834
ATC Around The World (La La La...) (Republic/Universal)	+767
DIDO Thankyou (Arista)	+666
K-CI & JOJO Crazy (MCA)	+654

Breakers.

SHAGGY		
Angel (MCA)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
3214/1106	115/25	25
BACKSTREET BOYS		
The Call (Jive)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
3064/1248	156/11	27
AEROSMITH		
Jaded (Columbia)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
2921/1764	151/10	28
ATC		
Around The World... (Republic/Universal)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
2733/767	138/25	30
RICKY MARTIN F/C. AGUILERA		
Nobody Wants To Be Lonely (Columbia)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
2676/1799	155/17	31

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.

174 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 1/14-Saturday 1/20. 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 2500 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 2001, The Arbitron Company). © 2001, R&R Inc.



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CORRS Breathless (143/Lava/Atlantic)
Total Plays: 994, Total Stations: 80, Adds: 19

BAHA MEN You All Dat (Artemis)
Total Plays: 841, Total Stations: 73, Adds: 6

LIMP BIZKIT Rollin' (Flip/Interscope)
Total Plays: 702, Total Stations: 36, Adds: 2

MYA Free (Ruff/WB/University/Interscope)
Total Plays: 629, Total Stations: 90, Adds: 68

BARENAKED LADIES Too Little Too Late (Reprise)
Total Plays: 579, Total Stations: 69, Adds: 20

THEY MIGHT BE GIANTS Boss Of Me (Restless)
Total Plays: 497, Total Stations: 56, Adds: 18

DAFT PUNK One More Time (Virgin)
Total Plays: 391, Total Stations: 35, Adds: 13

SOULDECISION Ooh It's Kinda Crazy (MCA)
Total Plays: 383, Total Stations: 73, Adds: 49

3 DOORS DOWN Loser (Republic/Universal)
Total Plays: 351, Total Stations: 72, Adds: 58

LOUCIE LOU & MICHIE ONE 10 Out Of 10 (Interscope)
Total Plays: 300, Total Stations: 39, Adds: 11

S CLUB 7 Never Had A Dream Come True (Interscope)
Total Plays: 280, Total Stations: 31, Adds: 17

MONICA Just Another Girl (Epic)
Total Plays: 124, Total Stations: 17, Adds: 8

JANA More Than Life (London Sire/Curb)
Total Plays: 105, Total Stations: 19, Adds: 3

VITAMIN C As Long As You're Loving Me (Elektra/EEG)
Total Plays: 70, Total Stations: 42, Adds: 41

OUTSIDERZ 4 LIFE Not Enough (BlackGround/Virgin)
Total Plays: 15, Total Stations: 20, Adds: 19

NINA GORDON Now I Can Die (Warner Bros.)
Total Plays: 5, Total Stations: 24, Adds: 24

Songs ranked by total plays

Research Tips From The Pros

Continued from Page 42

win?" As they've taken that approach, the mistakes have gone away.

BM: Most of the stations we work with, we have worked with for several years. I think the average length of time that a station has been a client of ours is about seven years, and from the very first day we make it our responsibility to teach them all we have learned about smart questionnaire design and interpretation. Honestly, I don't see "common mistakes."

For new clients, the thing that we are most anxious to do is take the time to learn their situation deeply ourselves, so that we can tell them about all the very latest techniques that can help with those particular challenges that keep them from their rating goals. The idea is to avoid the boilerplate stuff that some stations fall into when designing their perceptuals and get right to the heart of their individual problems.

LR: I would say that the most common mistake is that people sometimes want to use the data to justify their preconceived notions instead of looking critically at what it is trying to say to them. While people should trust their instincts up to a point, they should also trust a good researcher to test their hypotheses.

R&R: What are your thoughts on using the Internet for research, and have you had success with Internet research? What aspects of Internet research are you still uncomfortable with? Is Internet research a good option for small- and medium-market stations with limited budgets?

CG: The Internet is great for polling. Intra-company, business-to-business and private data-gathering are greatly facilitated. We do it ourselves for Clear Channel. We're testing constantly to see comparative scores, measure success rates and attempt to lower costs. The Internet is not ready for prime time in terms of conducting valid research. The Market Research Association (MRA) states very clearly that security, control and results are not consistent, and therefore not reliable. Once again,

remember that someone who doesn't respond to telephone methodology doesn't get a diary, period. That's why mall intercept, door-to-door and other older and fine research techniques aren't used for radio. Is it interesting? Sure. Great toy? Absolutely. Reliable radio research? Not yet.

WK: We already have thousands of respondents providing us with information through the Internet. I believe that fact, along with the groundbreaking broadband revolution study that we presented at the NAB Radio Show, should clearly communicate our belief in the growing role the Internet will have in the research process in the coming years.

At the same time, users of Internet-based research must clearly understand what's different about it. Perhaps most significant is the fact that the majority of Internet samples are "self-selecting," meaning that respondents who go out of their way to participate in research tend to be overrepresented. As a result, they are not a randomly selected representation of the population you're trying to measure.

Furthermore, our research reveals significant differences in the music tastes and opinions of Internet-based samples vs. full-market samples. Even though more than half of America is now online, we have found that Internet users tend to be both more media-savvy and have more "bleeding edge"-oriented tastes. A radio station that makes music decisions based on Internet-based callout figures, for example, runs the risk of being far too ahead of the curve relative to the tastes of its audience.

BM: The Internet has taken the place of focus groups in a sense, because it's an easy place to organize "station advisor" groups to expose ideas, sound and video and to get ideas and initial feedback on things. As with focus groups, it's a great source to develop questions as opposed to answers. Remember the horror stories you've heard about programmers getting persuaded by something they heard in a focus group and changing their programming to reflect it only to shoot straight down in the ratings? If you pick up something from your Internet research



Farmclub/Interscope recording group Fisher recently graced R&R staffers with an incredible performance in the infamous Club R&R. Pictured here are (l-r) R&R Publisher/CEO Erica Farber, Sales & Marketing Dir. Jeff Gelb and CHR Editor Tony Novia; Fisher's Ron Wasserman and Fisher; R&R Sales Rep Kristy Reeves; Interscope's Tom Starr; and R&R GM Sky Daniels.

"radar," you still have to test it in a fully projectable perceptual study that is proactively done with a dependable cross section of your full market.

LR: We have prided ourselves on our leadership on Internet issues, from our research projects with Arbitron to a variety of surveys that we have fielded over the Internet. Like anything, the Internet is a tool for collecting information. The key is understanding the sampling issues and the limitations that it presents. That said, we are already conducting a lot of research over the Internet where it is appropriate, and we have had tremendous success for clients from radio stations to AOL and Yahoo!

R&R: Recruiting and quality control are vital to the success of any research project. With new telemarketing laws, call blocking, etc., it's not getting any easier. What does your firm do to ensure quality control for each research project you conduct?

CG: The simple answer to your question is that we work harder and make more phone calls. More specifically, we use state-of-the-art telephone and CATI technology, and we're database pack rats. As [Clear Channel Chairman/CEO, Radio] Randy Michaels said to us years and years ago, why use buckshot when you can use a laser beam? We've been managing market and station databases for many, many years. It's all the rage now. Our systems are fine-tuned, and our databases are easily accessible. We don't throw anything out. We make 20,000 random research calls in each of our markets every year. In 2001 that means 1.5 million completions just for our audience reports. When we add a second station for callout research, we don't start from scratch; we already have listeners readily available.

Our concurrent development of Nest Marketing under the original leadership of Michael Albl, and now Tim Bronsil, makes us very focused on block coding, Prizm clustering and fishing where the fish are. It's getting tougher every year. We're keeping up through technical innovation and intelligent database management without compromising research integrity. By the way, those conducting market-research calls are specifically exempt from telemarketing laws. We maintain a "do not call" list as a courtesy. We're not required to do so by law, because we're not selling anything.

WK: The good news is that the new telemarketing laws exempt bona fide market

research, so they really haven't created any additional obstacles for us. That said, there's no question that it's getting harder and harder to get people to participate in our studies, especially because we are very particular about ensuring that respondents meet the qualification requirements established for each project. We must, however, keep the fact that research participation rates have declined in context. Arbitron has experienced roughly the same drops in incidence as we have, and as long as Arbitron continues to be the benchmark we are judged by, this is not a significant issue.

BM: To be accurate, it is slowly getting somewhat more difficult to do research via telephone, but that doesn't make it any more or less difficult to ensure excellent quality control. It only makes it somewhat more costly, because you have to put more into the calling effort than you used to.

As for quality control, that is absolutely paramount, and it's something I've treated as "Job No. 1" for more than 25 years. Regardless of whether it is 1981, 1991 or 2001, there are two kinds of firms out there, and doubtless you've heard about both: Those that have impeccable quality control and those that don't.

LR: While you are certainly correct that these issues have made our jobs harder, the key is to correctly account for the impact of these issues, understanding the issues of nonresponse and appropriate weighting. The good news is that Arbitron encounters the same issues; so, within the radio sphere, as long as we generally match their sampling procedures, we can map our data to theirs.

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 the pics to: **Tony Novia** c/o R&R, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067

"People sometimes want to use data to justify their preconceived notions instead of looking critically at what it is trying to say to them."

Larry Rosin

Most Played Recurrents

PINK Most Girls (LaFace/Arista)
SOULDECISION Faded (MCA)
MADONNA Music (Maverick/WB)
CREED Higher (Wind-up)
BARENAKED LADIES Pinch Me (Reprise)
MATCHBOX TWENTY Bent (Lava/Atlantic)
CHRISTINA AGUILERA Come On Over (All I Want...) (RCA)
NELLY Country Grammar (Fo' Reel/Universal)
VERTICAL HORIZON Everything You Want (RCA)
DESTINY'S CHILD Jumpin' Jumpin' (Columbia)
NINE DAYS Absolutely (Story Of A Girl) (550 Music/Epic)
TONI BRAXTON He Wasn't Man Enough (LaFace/Arista)
VERTICAL HORIZON You're A God (RCA)
PINK There You Go (LaFace/Arista)
AALIYAH Try Again (BlackGround/Virgin)
'N SYNC It's Gonna Be Me (Jive)
SONIQUE It Feels So Good (Farmclub/Republic/Universal)
BON JOVI It's My Life (Island/IDJMG)
EVERCLEAR Wonderful (Capitol)
JANET Doesn't Really Matter (Def Soul/IDJMG)

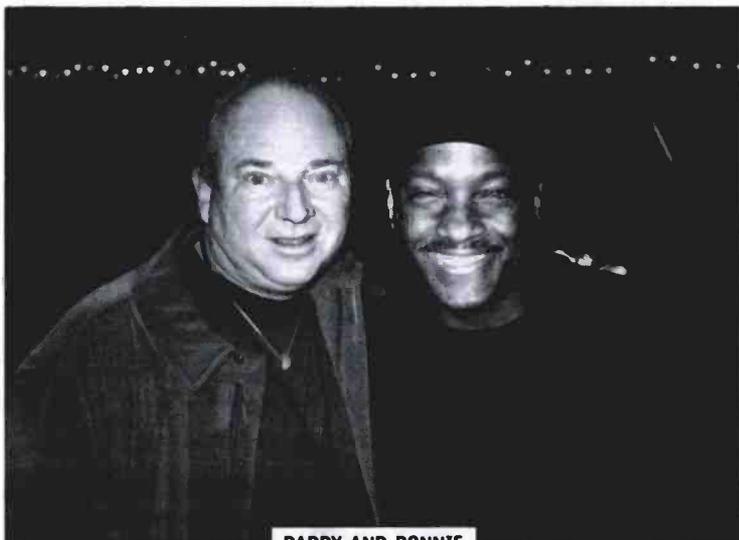
CHR/POP

Going For Adds 1/30/01

HOUSTON & MICHAEL If I Told You That (Arista)
 LIFEHOUSE Hanging By A Moment (DreamWorks)
 SHAGGY Angel (MCA)
 TONYA MITCHELL Broken Promises (Universal)

Register now for Music Meeting, the industry's No. 1
 online destination for new music: www.rronline.com

MUSIC MEETING



DADDY AND DONNIE

The votes are in, and several hundred radio and record people agree that these two should not spend more than 10 minutes together. WPGC/Washington's morning show host Donnie Simpson hasn't a clue what this man is capable of. Seen here with the unsuspecting radio talent is Lawman Promotion's Greg "Big Daddy" Lawley (l), with his devious smirk — he's up to something.

TUNED-IN

CHR/POP

R&R/MEDIABASE 24/7

WUBT/Chicago

3am

SAMANTHA MUMBA Gotta Tell You
 MATCHBOX TWENTY If You're Gone
 AALIYAH Try Again
 NELLY E.I.
 TLC Unpretty
 MYA Case Of The Ex (Whatcha...)
 U2 Beautiful Day
 PINK Most Girls
 DESTINY'S CHILD Independent Women Part 1
 EVAN AND JARON Crazy For This Girl
 BRIAN MCKNIGHT Anytime
 CHRISTINA AGUILERA Come On Over Baby (All I...)
 98 DEGREES My Everything
 MATCHBOX TWENTY Bent
 SHAGGY It Wasn't Me
 'N SYNC This I Promise You

11am

GOO GOO DOLLS Broadway
 PINK Most Girls
 LENNY KRAVITZ Again
 SHAGGY It Wasn't Me
 AALIYAH Try Again
 EVE 6 Inside Out
 R. MARTIN I/C. AGUILERA Nobody Wants To...
 MATCHBOX TWENTY If You're Gone
 KANDI Don't Think I'm Not
 SMASH MOUTH All Star
 SAMANTHA MUMBA Gotta Tell You
 VERTICAL HORIZON Everything You Want

4pm

'N SYNC It's Gonna Be Me
 MYA Case Of The Ex (Whatcha...)
 RED HOT CHILI PEPPER Under The Bridge
 TONI BRAXTON He Wasn't Man Enough
 EAGLE-EYE CHERRY Save Tonight
 AALIYAH Try Again
 DESTINY'S CHILD Independent Women Part 1
 VERTICAL HORIZON You're A God
 JESSICA SIMPSON I Think I'm In Love With You
 NOTORIOUS B.I.G. Mo' Money Mo' Problems
 3 DOORS DOWN Kryptonite
 JENNIFER LOPEZ Love Don't Cost A Thing

8pm

LENNY KRAVITZ Again
 DESTINY'S CHILD Independent Women Part 1
 R. MARTIN I/C. AGUILERA Nobody Wants To...
 3 DOORS DOWN Kryptonite
 JESSICA SIMPSON I Think I'm In Love
 CREED With Arms Wide Open
 JENNIFER LOPEZ Love Don't Cost A Thing
 PINK Most Girls
 BBMAK Still On Your Side
 AALIYAH Try Again
 MATCHBOX TWENTY If You're Gone
 MYA Free

92.5

All the Hits One Station

WKIE/Chicago

3am

GOO GOO DOLLS Iris
 3 DOORS DOWN Loser
 EVAN AND JARON Crazy For This Girl
 SUGAR RAY Every Morning
 BACKSTREET BOYS The Call
 DIDO Thankyou
 TRAIN Meet Virginia
 DEBELAH MORGAN Dance With Me
 SHAWN MULLINS Lullaby
 FAITH HILL The Way You Love Me
 BON JOVI Thank You In Advance
 MATCHBOX TWENTY If You're Gone
 PINK Most Girls
 STING Desert Rose
 FUEL Hemorrhage (In My Hands)
 PRAS /OL' DIRTY BASTARD & MYA Ghetto...

11am

EVE 6 Inside Out
 SHAGGY It Wasn't Me
 CREED With Arms Wide Open
 'N SYNC Bye Bye Bye
 TAL BACHMAN She's So High
 SR-71 Right Now
 DEBELAH MORGAN Dance With Me
 SUGAR RAY Fly
 FUEL Hemorrhage (In My Hands)
 EVAN AND JARON Crazy For This Girl
 JENNIFER LOPEZ Love Don't Cost A Thing
 COUNTING CROWS Hangin'around
 BLESSID UNION OF SOULS /3XL Storybook Life
 TRAIN Meet Virginia

4pm

U2 Beautiful Day
 NELLY E.I.
 DREAM He Loves U Not
 BACKSTREET BOYS The Call
 SHAGGY Angel
 CREED Higher
 LAURYN HILL Doo Wop (That Thing)
 BON JOVI Thank You For Loving Me
 MYA Case Of The Ex (Whatcha...)
 SANTANA /ROB THOMAS Smooth
 EVAN AND JARON Crazy For This Girl
 GREEN DAY Time Of Your Life (Good Riddance)
 PINK You Make Me Sick
 DIDO Thankyou

8pm

U2 Beautiful
 FAITH HILL The Way You Love Me
 DIDO Thankyou
 FATBOY SLIM The Rockafeller Skank
 VERTICAL HORIZON Everything You Want
 SHAGGY Angel
 BBMAK Still On Your Side
 LENNY KRAVITZ Again
 JENNIFER PAIGE Crush
 DAVE MATTHEWS BAND I Did It
 MATCHBOX TWENTY If You're Gone
 BACKSTREET BOYS The Call
 BLINK-182 What's My Age Again
 98 DEGREES My Everything
 CREED With Arms Wide Open



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 1/15. © 2001, R&R Inc.

Stations and their ads listed alphabetically by market

WFLY/Albany, NY VP/Prog: Michael Morgan PD: Rob Dawes MD: Ellen Rockwell 11 SHAGGY "Angel" 3000RS DOWN "Loser" BARNWAKED LADIES "Loser"	WSSX/Charleston, SC VP/Prog: Mike Edwards AP/MD: Scott Dryer 1 CRAYZ TOWN "Subtly" 2 K.O. & J.U.D. "Cray" 3 3000RS DOWN "Loser" 4 THEY MIGHT BE GIANTS "Boss" 5 SOUTHDOWN "Kinds" 6 NINA GORDON "Dar"	WORO/Detroit, MI VP/Prog: Alex Tarr AP/MD: Jay Towers MD: Keith Curry 3000RS DOWN "Loser" 3000RS DOWN "Loser" 3000RS DOWN "Loser" 3000RS DOWN "Loser"	WNNK/Harrisburg, PA VP/Prog: John O'Dea MD: Deasy Logan 6 AIC "Worst" 1 3000RS DOWN "Loser" 2 3000RS DOWN "Loser" 3 3000RS DOWN "Loser" 4 3000RS DOWN "Loser"	WVLT/Lebanon-Fayette, KY VP/Prog: Johnny Vincent 3000RS DOWN "Loser" 3000RS DOWN "Loser" 3000RS DOWN "Loser"	WVXX/Myrle Beach, SC VP/Prog: Wally B. 3000RS DOWN "Loser" 3000RS DOWN "Loser" 3000RS DOWN "Loser" 3000RS DOWN "Loser"	KKRZ/Portland, OR VP/Prog: Tommy Austin AP/MD: Doug Dr. 25 MARTIN MARGIELA "Nobody" 1 THEY MIGHT BE GIANTS "Boss" 2 CRAYZ TOWN "Subtly" 3 3000RS DOWN "Loser"	KZQZ/San Francisco, CA VP/Prog: Casey Keating MD: LA Reid 3000RS DOWN "Loser" 3000RS DOWN "Loser"	KHMT/Tulsa, OK VP/Prog: DM: Sean Phillips MD: Caryn Rush MD: Derrick Hayes DEXTER FREESH "Leaving" 1 DART PUNK "Time" 2 MARY MARGIELA "Nobody" 3 3000RS DOWN "Loser"	KSLY/San Luis Obispo, CA VP/Prog: Adam Burnes 11 SHAGGY "Angel" 12 MARTIN MARGIELA "Nobody" 13 NELLY FURIAO "Bnd" 14 3000RS DOWN "Loser"	KZS/Tulsa, OK VP/Prog: Dave Dallow 3000RS DOWN "Loser"	WVWC/Tupelo, MS VP/Prog: Rick Stevens 3000RS DOWN "Loser" 3000RS DOWN "Loser"	KSSX/Tyler-Longview, TX VP/Prog: Larry Kent 4 CORPS "Breathless" 1 3000RS DOWN "Loser" 2 3000RS DOWN "Loser" 3 3000RS DOWN "Loser"	WSKS/Utica-Rome, NY VP/Prog: Steve Schantz AP/MD: Gina Jones 3000RS DOWN "Loser" 3000RS DOWN "Loser"	KWTX/Waco, TX VP/Prog: Jay Charles MD: John Oakes 3 SHAGGY "Angel" 4 CRAYZ TOWN "Subtly" 5 3000RS DOWN "Loser" 6 THEY MIGHT BE GIANTS "Boss" 7 SOUTHDOWN "Kinds"	WVW/Washington, DC VP/Prog: Mike Edwards AP/MD: Sean Sellers 1 BON JOVI "Rocks" 2 CORPS "Breathless"	WLD/West Palm Beach, FL VP/Prog: Jordan Walsh AP/MD: Dave Vayda 1 RUEL "Memorabilia" 2 MARTIN MARGIELA "Nobody"	KKRD/Wichita, KS VP/Prog: Jack Oliver AP/MD: Craig Hubbard 1 MVA "Free" 2 NINA GORDON "Dar" 3 LOUCHE LOUCHE "10" 4 3000RS DOWN "Loser"	WBHT/Wilkes Barre, PA VP/Prog: Mark Kelly 8 MVA "Free" 1 DART PUNK "Time" 2 SOUTHDOWN "Kinds" 3 3000RS DOWN "Loser" 4 MELANIE C "Fun" 5 3000RS DOWN "Loser"	WKZZ/Wilkes Barre, PA VP/Prog: Jerry Padden MD: Jennifer Knight 17 COLDFEEL "Yellow" 18 AIC "Worst" 19 3000RS DOWN "Loser" 20 MARY MARGIELA "Nobody" 21 3000RS DOWN "Loser"	WSTW/Wilmington, DE VP/Prog: John Smith AP/MD: Mike Rossi 11 MARTIN MARGIELA "Nobody" 12 SHAGGY "Angel" 13 3000RS DOWN "Loser" 14 SOUTHDOWN "Kinds" 15 3000RS DOWN "Loser" 16 3000RS DOWN "Loser"	WYCR/York, PA VP/Prog: Davy Crockett MD: Sally Vicious 9 DED "Thankyou" 10 MVA "Free" 11 SOUTHDOWN "Kinds" 12 3000RS DOWN "Loser"	WHTX/Yangtong-Warren, OH VP/Prog: Jerry Mac AP/MD: Jeff Mac 1 JEFF MAC "Stellar" 2 SCLUB "New"	WHTY/Yangtong-Warren, OH VP/Prog: Tom Pappas AP/MD: Jay Kline 9 DED "Thankyou" 10 MVA "Free" 11 SOUTHDOWN "Kinds" 12 3000RS DOWN "Loser"
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* = Mediabase 24/7 monitored

174 Total Reporters
174 Current Reporters
174 Current Playlists

CHR/Pop Playlists

FIND COMPLETE PLAYLISTS FOR ALL CHR/POP REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #27

KDND/Sacramento
 Entercom
 (916) 334-7777
 Wendy/Leah/Chris K
 12x Cume 268,800

107.9
 the end

PLAYS	LW	TW	ARTIST/TITLE	GI (900)
72	72		MYA/Case Of The Ex...	7848
70	71		JENNIFER LOPEZ/Don't Do That...	7739
70	70		DESTINY'S CHILD/Independent Women...	7630
65	70		LENNY KRAMITZ/Again	7630
65	70		DREAM'EM/How I Feel	7521
60	60		SHAGGY/Angel	7521
46	46		3 DOORS DOWN/Kryptonite	5014
45	45		'N SYNC/This I Promise You	4905
45	45		SARAH PAARIS/Look At Us	4905
45	45		PINK/You Make Me Sick	4867
44	44		MADONNA/Don't Tell Me	4867
44	44		98 DEGREES/My Everything	4687
44	44		K-Ci & JOJO/Crazy	4687
44	44		SHAGGY/Wasn't Me	4360
32	40		MATCHBOX TWENTY/If You're Gone	4360
32	32		CRAZY TOWN/Butterfly	4360
32	32		BRM&K/S&B On Your Side	4033
26	26		MARTIN MARGULERA/Body Works...	4033
44	35		CRED'EM/Arms Wide Open	3815
27	27		AT&T/around the World...	2915
25	24		EVAN AND JARON/Crazy For This Girl	2643
22	23		OUTKAST/Ms. Jackson	2507
22	23		KANDI/DON'T Think I'm Not	2507
22	22		BACKSTREET BOYS/The Call	2398
22	22		SAMANTHA MURBA/Gotta Tell You	2398
22	22		O-TOWN/Liquid Dreams	2193
22	22		SOUL2SOUL/If I Faded	2193
22	21		MADONNA/Don't Tell Me	2193
22	21		3LW/No More (Baby)...	2289
21	21		PINK/You Make Me Sick	2289
20	20		NELLY/E	2071
19	19		SADE/By Your Side	2071
19	19		NINE DAYS/Absolutely...	2071
19	19		U2/Beautiful Day	2071
19	19		CHRISTINA AGUILERA/Come On Over...	1972
19	19		ALICE IN CHAIN/Them	1972
16	16		EVERCLEAR/Wonderful	1744
20	16		SISQ/Thong Song	1744
13	13		PINK/There You Go	1635

MARKET #30

KCHZ/Kansas City
 Syncron
 (816) 256-2400
 Dave/Austin/O'Reilly
 12x Cume 244,600

95.7
 95.7

PLAYS	LW	TW	ARTIST/TITLE	GI (900)
99	99		SHAGGY/Wasn't Me	9306
99	99		DESTINY'S CHILD/Independent Women...	9306
91	96		DREAM'EM/How I Feel	9024
83	95		98 DEGREES/My Everything	8930
83	95		HELLYE/L	8930
79	90		JENNIFER LOPEZ/Don't Do That...	8094
60	64		CRAZY TOWN/Butterfly	7896
60	64		K-Ci & JOJO/Crazy	7896
58	77		OUTKAST/Ms. Jackson	7238
50	76		MADONNA/Don't Tell Me	7144
51	68		PINK/You Make Me Sick	6399
50	50		SAMANTHA MURBA/Gotta Tell You	4700
51	49		BACKSTREET BOYS/The Call	4606
45	48		SHAGGY/Angel	4512
48	46		JARON/CRAZY For This Girl	4324
42	42		CRED'EM/Arms Wide Open	3948
53	39		DESTINY'S CHILD/Independent Women...	3666
45	38		'N SYNC/This I Promise You	3572
45	38		SOUL2SOUL/If I Faded	3572
35	37		EMINEM/Fuckin' Put A Gun In It	3478
35	37		3 DOORS DOWN/Kryptonite	3448
52	32		MARTIN MARGULERA/Body Works...	3008
20	29		'N SYNC/This I Promise You	2726
29	29		PINK/Most Girls	2726
26	26		LUDACRIS/What's Your Fantasy	2350
22	22		NELLY/Country Grammar	2350
19	22		DESTINY'S CHILD/Independent Women...	2350
50	21		BRITNEY SPEARS/Stronger	1974
21	20		MADONNA/Don't Tell Me	1800
22	19		CHRISTINA AGUILERA/Come On Over...	1786
22	19		JAY-Z/Just Wanna Love	1786
18	18		MATCHBOX TWENTY/If You're Gone	1692
18	18		R. KELLY/Wish	1692
14	18		MYA/Free	1692
22	16		MICHAEL/SO In Love With Two	1504
12	16		JESSICA SIMPSON/Think I'm In...	1410
16	16		BRITNEY SPEARS/Stronger	1410
16	13		3LW/No More (Baby)...	1222
13	13		BLINK-182/All The Small Things	1222
13	13		NINE DAYS/Absolutely...	1222

MARKET #30

KMKV/Kansas City
 Infinity
 (816) 756-5698
 Dena/Dyer
 12x Cume 342,500

Mint 93.3

PLAYS	LW	TW	ARTIST/TITLE	GI (900)
67	74		SHAGGY/Wasn't Me	11248
74	69		DESTINY'S CHILD/Independent Women...	10488
63	65		FAITH HILL/The Way You Love Me	9880
67	63		MATCHBOX TWENTY/If You're Gone	9676
75	62		LENNY KRAMITZ/Again	9424
67	62		MYA/Case Of The Ex...	9424
50	50		MADONNA/Don't Tell Me	8968
51	50		3 DOORS DOWN/Kryptonite	8816
54	55		SAMANTHA MURBA/Gotta Tell You	8360
59	51		NELLY/E	7752
55	48		JENNIFER LOPEZ/Don't Do That...	7296
50	48		PINK/You Make Me Sick	7296
49	47		CRAZY TOWN/Butterfly	7144
54	45		CRED'EM/Arms Wide Open	6940
47	48		SOUL2SOUL/If I Faded	6080
47	48		EVERCLEAR/Wonderful	6080
40	39		MYA/Case Of The Ex...	5928
42	39		BRM&K/S&B On Your Side	5928
42	39		DREAM'EM/How I Feel	5776
51	38		EVAN AND JARON/Crazy For This Girl	5776
55	38		BON JOVI/Thank You For...	5016
16	38		DAVE MATTHEWS/BAND 4 Did It	5016
21	25		PINK/Most Girls	3800
23	21		CRED'EM/Arms Wide Open	3192
19	20		FUEL/Hemorrhage...	3040
27	20		GOODY/Them	3040
29	19		OUTKAST/Ms. Jackson	2868
27	19		VERTICAL HORIZON/Best I Ever Had...	2736
27	17		BARNABE/LADIES/Too Little Too Late	2584
17	17		TONI BRAXTON/He Wasn't Man...	2584
16	16		BACKSTREET BOYS/The Call	2432
13	16		DESTINY'S CHILD/Independent Women...	2432
22	16		U2/Beautiful Day	2432
23	15		SISTER HAZEL/Change Your Mind	2280
14	14		K-Ci & JOJO/Crazy	2128
6	14		MATCHBOX TWENTY/If You're Gone	2128
11	14		EVERCLEAR/Wonderful	1824
4	11		VERTICAL HORIZON/Best I Ever Had...	1672
7	10		SONIQUE/It Feels So Good	1520
8	0		O-TOWN/Liquid Dreams	1368

MARKET #31

WXSS/Milwaukee
 Entercom
 (414) 259-1250
 Kelly/James
 12x Cume 297,600

105.7
 Kiss

PLAYS	LW	TW	ARTIST/TITLE	GI (900)
43	67		JAY-Z/Just Wanna Love	12127
64	65		R. KELLY/Wish	11765
42	65		OUTKAST/Ms. Jackson	11765
67	63		SHAGGY/Wasn't Me	11765
66	62		LUDACRIS/What's Your Fantasy	11763
31	43		JENNIFER LOPEZ/Don't Do That...	7403
41	42		JARON/CRAZY For This Girl	7403
41	41		SOUL2SOUL/If I Faded	7421
64	41		DESTINY'S CHILD/Independent Women...	7421
41	40		MYA/Case Of The Ex...	7421
67	40		RUFF ENO/More	7240
37	36		UNCLE KRACKE/Follow Me	6516
21	34		CRAZY TOWN/Butterfly	6154
35	34		DEXTER FREESH/Leaving Town	6154
34	33		3LW/No More (Baby)...	5973
16	32		BLESSID UNOIAK/Storybook Life	5792
16	32		MYSTICAL/INVA/Don't Tell Me	5792
21	32		MADONNA/Don't Tell Me	5730
41	31		LENNY KRAMITZ/Again	5432
36	30		3 DOORS DOWN/Kryptonite	5432
32	30		BRM&K/S&B On Your Side	4851
30	30		MATCHBOX TWENTY/If You're Gone	4704
12	24		98 DEGREES/My Everything	4344
12	24		LARRY NIXON/Cant Take My...	4344
23	23		'N SYNC/This I Promise You	4008
24	22		DAVE MATTHEWS/BAND 4 Did It	3982
29	21		BIG PINK/FADE S&B Not A Player	3824
8	21		DR. DRE/The Next Episode	3801
8	21		DMX/Party Up (In U.S.)	3801
19	21		U2/Beautiful Day	3788
13	19		AEROSMITH/Jaded	3439
15	19		PAPA ROACH/Last Resort	3438
19	18		BRM&K/S&B On Your Side	3259
17	18		VERTICAL HORIZON/Best I Ever Had...	3259
17	18		SHAGGY/Angel	3077
17	18		MYA/Free	3077
39	18		DMX/FUSSO/What You Want	2715

MARKET #32

KXON/San Antonio
 Clear Channel
 (210) 736-9700
 Kelly/James
 12x Cume 292,200

MIX 96.1
 Today's Best Music

PLAYS	LW	TW	ARTIST/TITLE	GI (900)
90	90		MATCHBOX TWENTY/If You're Gone	12320
90	90		R. KELLY/Wish	12320
89	90		LENNY KRAMITZ/Again	12320
90	87		EVAN AND JARON/Crazy For This Girl	12789
38	76		DESTINY'S CHILD/Independent Women...	11172
80	63		U2/Beautiful Day	9555
53	63		MOBY/GWEN STEFANI/Outside	7791
50	60		MADONNA/Don't Tell Me	7350
51	49		JENNIFER LOPEZ/Don't Do That...	7056
43	46		3 DOORS DOWN/Krone	6762
49	46		DEB LAH MORGAN/Dance With Me	6762
52	46		MYA/Case Of The Ex...	6762
42	46		DREAM'EM/How I Feel	6468
31	41		SOUL2SOUL/If I Faded	6027
47	40		DEXTER FREESH/Leaving Town	5880
59	29		GARIBAY/LADIES/Too Little Too Late	5733
39	27		PINK/You Make Me Sick	5733
37	37		3 DOORS DOWN/Kryptonite	5439
37	37		SHAGGY/Wasn't Me	5439
34	36		CRED'EM/Arms Wide Open	5292
36	36		11110 EYE/BL/Deep Inside Of You	5292
32	36		MATCHBOX TWENTY/If You're Gone	4704
33	32		BRM&K/S&B On Your Side	4851
30	32		MATCHBOX TWENTY/If You're Gone	4704
30	32		3LW/No More (Baby)...	4704
32	31		OUTKAST/Ms. Jackson	4344
11	31		TONI BRAXTON/He Wasn't Man...	4344
11	31		11110 EYE/BL/Deep Inside Of You	4344
23	29		O-TOWN/Liquid Dreams	4176
24	29		PAPA ROACH/Last Resort	3982
29	24		BIG PINK/FADE S&B Not A Player	3824
8	24		DR. DRE/The Next Episode	3801
8	24		DMX/Party Up (In U.S.)	3801
19	21		U2/Beautiful Day	3788
13	19		AEROSMITH/Jaded	3439
15	19		PAPA ROACH/Last Resort	3438
19	18		BRM&K/S&B On Your Side	3259
17	18		VERTICAL HORIZON/Best I Ever Had...	3259
17	18		SHAGGY/Angel	3077
17	18		MYA/Free	3077
13	18		DMX/FUSSO/What You Want	2715

MARKET #34

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107.9
 the end

PLAYS	LW	TW	ARTIST/TITLE	GI (900)
69	73		MYA/Case Of The Ex...	12848
71	71		MADONNA/Don't Tell Me	12496
70	71		LENNY KRAMITZ/Again	12320
69	68		DESTINY'S CHILD/Independent Women...	12144
60	68		LEE ANN WORMACK/Hope You Dance	11968
67	67		SHAGGY/Wasn't Me	11792
67	67		MATCHBOX TWENTY/If You're Gone	11792
71	67		FAITH HILL/The Way You Love Me	8272
43	67		JENNIFER LOPEZ/Don't Do That...	8272
45	67		EVAN AND JARON/Crazy For This Girl	8070
43	67		U2/Beautiful Day	7820
34	44		K-Ci & JOJO/Crazy	7744
51	43		CRED'EM/Arms Wide Open	7568
41	41		BRM&K/S&B On Your Side	7216
41	41		DREAM'EM/How I Feel	6688
26	39		PINK/You Make Me Sick	6336
26	39		SOUL2SOUL/If I Faded	6336
29	39		DAVID GRAY/Babyton	6336
29	39		EVERCLEAR/Wonderful	6336
25	39		MADONNA/Don't Tell Me	6154
24	39		3 DOORS DOWN/Kryptonite	6154
26	39		98 DEGREES/My Everything	4676
26	39		NINE DAYS/Absolutely...	4676
24	39		PINK/Most Girls	4400
24	39		DEXTER FREESH/Leaving Town	4400
24	39		VERTICAL HORIZON/Best I Ever Had...	4400
24	39		DESTINY'S CHILD/Independent Women...	4400
21	39		NELLY/E	4224
15	32		BLESSID UNOIAK/Storybook Life	3842
15	32		AEROSMITH/Jaded	3842
19	30		DESTINY'S CHILD/Independent Women...	3842
19	30		OUTKAST/Ms. Jackson	3842
19	30		NINE DAYS/Absolutely...	3842
21	30		DEB LAH MORGAN/Dance With Me	3842
21	30		3LW/No More (Baby)...	3842
21	30		EVERCLEAR/Wonderful	3842
21	30		BRM&K/S&B On Your Side	3842
21	30		SHAGGY/Wasn't Me	3842
21	30		MYA/Case Of The Ex...	3842
21	30		3 DOORS DOWN/Kryptonite	3842
21	30		EVERCLEAR/Wonderful	3842
21	30		BRM&K/S&B On Your Side	3842
21	30		SHAGGY/Wasn't Me	3842
21	30		MYA/Case Of The Ex...	3842
21	30		3 DOORS DOWN/Kryptonite	3842
21	30		EVERCLEAR/Wonderful	3842
21	30		BRM&K/S&B On Your Side	3842
21	30			

January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	OUTKAST Ms. Jackson (LaFace/Arista)	3932	-222	573689	11	70/1
3	2	K-CI & JOJO Crazy (MCA)	3453	+51	380565	13	57/1
9	3	JA RULE F/LIL' MO AND VITA Put It On... (Murder Inc./Def Jam/IDJMG)	3304	+604	530395	4	67/3
6	4	SHAGGY Angel (MCA)	3287	+401	390592	9	59/2
4	5	JAY-Z I Just Wanna Love U... (Roc-A-Fella/IDJMG)	3102	-197	462821	13	67/0
2	6	SHAGGY It Wasn't Me (MCA)	3051	-361	568635	16	62/1
8	7	JENNIFER LOPEZ Love Don't Cost A Thing (Epic)	2959	+208	390681	7	57/0
5	8	DESTINY'S CHILD Independent Women Pt. 1 (Columbia)	2758	-421	398479	19	64/0
11	9	MYSTIKAL F/NIVEA Danger (Been So Long) (Jive)	2706	+375	469700	5	64/3
7	10	LUDACRIS What's Your Fantasy (Def Jam South/IDJMG)	2578	-228	430803	20	65/0
10	11	LIL BOW WOW Bow Wow (That's My Name) (So So Def/Columbia)	2290	-79	321317	9	60/0
14	12	DREAM He Loves U Not (Bad Boy/Arista)	2194	+165	217885	17	49/1
21	13	JOE F/MYSTIKAL Stutter (Jive)	2070	+806	291825	3	63/8
16	14	MYA Free (Ruff/WB/University/Interscope)	2003	+17	198568	7	60/3
13	15	3LW No More (Baby I'ma Do Right) (Epic)	1910	-256	297471	19	56/2
12	16	R. KELLY I Wish (Jive)	1906	-287	304934	16	51/0
19	17	PINK You Make Me Sick (LaFace/Arista)	1742	+90	155052	5	52/1
18	18	CASH MONEY MILLIONAIRES Project Chick (Cash Money/Universal)	1736	+24	243929	8	55/2
17	19	JA RULE F/CHRISTINA MILIAN Between... (Murder Inc./Def Jam/IDJMG)	1624	-283	246602	19	58/0
22	20	NELLY Ride Wit Me (Fo' Reel/Universal)	1577	+353	242538	5	46/16
15	21	NELLY E.I. (Fo' Reel/Universal)	1533	-465	201880	19	59/0
23	22	JAGGED EDGE Promise (So So Def/Columbia)	1346	+171	174611	4	41/5
24	23	XZIBIT X (Loud/Columbia)	1226	+54	231939	5	47/3
26	24	SNOOP DOGG Snoop Dogg (No Limit/Priority)	1171	+123	213330	6	47/2
25	25	112 It's Over Now (Bad Boy/Arista)	1046	-28	192626	7	45/0
34	26	LUDACRIS Southern Hospitality (Def Jam South/IDJMG)	978	+307	214976	2	41/6
27	27	MAONNA Don't Tell Me (Maverick/WB)	970	-64	93054	6	33/0
29	28	MEMPHIS BLEEK Is That Your Chick (Roc-A-Fella/IDJMG)	770	-55	179282	4	37/3
32	29	OUTSIDERZ 4 LIFE Not Enough (BlackGround/Virgin)	753	-3	62763	8	38/3
37	30	MOJO Lady (Hear Me Tonight) (Barclay/MCA)	741	+155	165627	3	30/1
33	31	SARINA PARIS Look At Us (Playland/Priority)	693	+15	95657	5	22/5
Debut	32	MONICA Just Another Girl (Epic)	669	+450	93158	1	49/15
28	33	98 DEGREES My Everything (Universal)	669	-268	42283	8	31/0
30	34	MUSIQ Just Friends (Sunny) (Def Soul/IDJMG)	642	-180	141583	11	28/0
42	35	KOFFEE BROWN After Party (Arista)	639	+128	111261	2	34/5
31	36	MONIFAH I Can Tell (Universal)	612	-207	47087	5	34/0
44	37	LOUCHIE LOU & MICHIE ONE 10 Out Of 10 (Interscope)	597	+93	49883	2	29/5
50	38	MR. C THE SLIDE MAN Cha-Cha Slide (Universal)	592	+168	51224	2	29/5
36	39	'N SYNC This I Promise You (Jive)	578	-53	100092	19	22/0
Debut	40	R. MARTIN F/C. AGUILERA Nobody Wants To Be Lonely (Columbia)	573	+299	121532	1	32/3
47	41	OUTKAST So Fresh, So Clean (LaFace/Arista)	503	+42	67839	2	3/0
40	42	AVANT My First Love (Magic Johnson/MCA)	489	-50	83308	9	21/0
45	43	MOS DEF/NATE DOGG Oh No (Rawkus/Priority)	488	-9	178317	3	19/1
46	44	K-CI & JOJO F/2PAC Thug In Me, Thug In You (MCA)	486	+2	51442	3	5/1
41	45	WU-TANG CLAN Gravel Pit (Loud/Columbia)	452	-77	53892	4	23/0
Debut	46	DAFT PUNK One More Time (Virgin)	440	+75	114535	1	23/2
Debut	47	ICONZ Get Crunked Up (Elektra/EEG)	429	+50	70082	1	23/1
Debut	48	EVE Who's That Girl (Ruff Ryders/Interscope)	428	+296	119859	1	40/38
Debut	49	CRAZY TOWN Butterfly (Columbia)	420	+194	25009	1	16/6
38	50	ANGIE MARTINEZ F/JAY-Z Mi Amor (EastWest/EEG)	415	-141	93944	6	29/0

Most Added

ARTIST TITLE LABEL(S)	ADDS
EVE Who's That Girl (Ruff Ryders/Interscope)	38
JON B Don't Talk (Edmonds/Epic)	36
MASTER P Bout Dat (No Limit/Priority)	17
NELLY Ride Wit Me (Fo' Reel/Universal)	16
MONICA Just Another Girl (Epic)	15
CASE Missing You (Def Soul/IDJMG)	12
JOE F/MYSTIKAL Stutter (Jive)	8
WYCLEF JEAN Perfect Gentleman (Ruffhouse/Columbia)	7
LUDACRIS Southern Hospitality (Def Jam South/IDJMG)	6
ATC Around The World (La La La...) (Republic/Universal)	6
CRAZY TOWN Butterfly (Columbia)	6

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JOE F/MYSTIKAL Stutter (Jive)	+806
JA RULE F/LIL' MO AND VITA Put... (MI/Def Jam/IDJMG)	+604
MONICA Just Another Girl (Epic)	+450
SHAGGY Angel (MCA)	+401
MYSTIKAL F/NIVEA Danger (Been So Long) (Jive)	+375
NELLY Ride Wit Me (Fo' Reel/Universal)	+353
LUDACRIS Southern Hospitality (Def Jam South/IDJMG)	+307
R. MARTIN F/C. AGUILERA Nobody Wants... (Columbia)	+299
EVE Who's That Girl (Ruff Ryders/Interscope)	+296
JON B Don't Talk (Edmonds/Epic)	+219

Breakers.

No Songs Qualified For Breaker Status This Week



71 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 1/14-Saturday 1/20. 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 1000 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 2001, The Arbitron Company). © 2001, R&R Inc.

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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R&R Hip Hop Top 20

January 26, 2001

LW	TW	ARTIST TITLE (LABEL/S)	TOTAL PLAYS		TOTAL STATIONS ADDS
			TW	LW	
1	1	OUTKAST Ms. Jackson (<i>LaFace/Arista</i>)	5798	6395	144/0
4	2	JA RULE... Put It On Me (<i>Murder Inc./Def Jam/IDJMG</i>)	5733	4600	143/6
3	3	MYSTIKAL F/NIVEA Danger (Been So Long) (<i>Jive</i>)	5507	5018	141/3
2	4	JAY-Z I Just Wanna Love U... (<i>Roc-A-Fella/IDJMG</i>)	5066	5589	141/0
5	5	LIL BOW WOW Bow Wow... (<i>So So Def/Columbia</i>)	3952	4175	138/0
6	6	LUDACRIS What's Your Fantasy (<i>Def Jam South/IDJMG</i>)	3085	3380	121/0
7	7	CASH MONEY... Project Chick (<i>Cash Money/Universal</i>)	2950	3159	124/2
8	8	NELLY E.I. (<i>Fo' Reel/Universal</i>)	2479	3106	125/0
11	9	SNOOP DOGG Snoop Dogg (<i>No Limit/Priority</i>)	2356	2106	129/3
9	10	J. RULE F.C. MILIAN Between... (<i>Murder Inc./Def Jam/IDJMG</i>)	2321	2773	120/0
14	11	LUDACRIS Southern Hospitality (<i>Def Jam South/IDJMG</i>)	2257	1485	122/14
10	12	MEMPHIS BLEEK Is That Your Chick (<i>Roc-A-Fella/IDJMG</i>)	2172	2118	117/6
12	13	XZIBIT X (<i>Loud/Columbia</i>)	2048	1997	122/5
15	14	NELLY Ride Wit Me (<i>Fo' Reel/Universal</i>)	1532	1181	49/14
13	15	WYCLEF JEAN F/MARY J. BLIGE 911 (<i>Ruffhouse/Columbia</i>)	1222	1508	86/0
18	16	MASTER P Bout Dat (<i>No Limit/Priority</i>)	1125	1095	86/17
-	17	ICONZ Get Crunked Up (<i>Elektra/EEG</i>)	1099	922	93/4
17	18	MOS DEF/NATE DOGG Oh No (<i>Rawkus/Priority</i>)	1089	1095	89/2
-	19	PROJECT PAT Chickenhead (<i>Hypnotize Minds/Loud/Columbia</i>)	1023	761	79/9
-	20	OUTKAST So Fresh, So Clean (<i>LaFace/Arista</i>)	945	852	53/0

71 CHR/Rhythmic and 83 Urban reporters combine into a custom chart. Hip Hop titles are ranked by total plays for the arban week of Sunday 1/14-Saturday 1/20. For complete reporter lists refer to CHR/Rhythmic and Urban sections. © 2001, R&R Inc.

New & Active

LUCY PEARL You (*Pookie/Beyond/Hollywood*)
Total Plays: 397, Total Stations: 18, Adds: 1

JON B Don't Talk (*Edmonds/Epic*)
Total Plays: 390, Total Stations: 40, Adds: 36

DAVE HOLLISTER One... (*Def Squad/DreamWorks*)
Total Plays: 344, Total Stations: 17, Adds: 0

CARL THOMAS Emotional (*Bad Boy/Arista*)
Total Plays: 324, Total Stations: 21, Adds: 1

BIG MOE Barre Baby (*Wreckshop*)
Total Plays: 318, Total Stations: 7, Adds: 0

BACKSTREET BOYS The Call (*Jive*)
Total Plays: 299, Total Stations: 17, Adds: 2

DARUDE Sandstorm (*Groovicious/Strictly Rhythm*)
Total Plays: 291, Total Stations: 8, Adds: 2

WYCLEF JEAN Perfect Gentleman (*Ruffhouse/Columbia*)
Total Plays: 251, Total Stations: 12, Adds: 7

ATC Around The World (La La La...) (*Republic/Universal*)
Total Plays: 244, Total Stations: 16, Adds: 6

PROJECT PAT Chickenhead (*Hypnotize Minds/Loud/Columbia*)
Total Plays: 244, Total Stations: 7, Adds: 1

TAMIA Stranger In My House (*Elektra/EEG*)
Total Plays: 226, Total Stations: 12, Adds: 3

MASTER P Bout Dat (*No Limit/Priority*)
Total Plays: 198, Total Stations: 19, Adds: 17

PHILLY'S MOST WANTED Cross The Border (*Atlantic*)
Total Plays: 197, Total Stations: 24, Adds: 5

CASE Missing You (*Def Sou/IDJMG*)
Total Plays: 137, Total Stations: 13, Adds: 12

TANK Maybe I Deserve (*BlackGround*)
Total Plays: 133, Total Stations: 10, Adds: 3

DIRTY Hit Da Floe (*Universal*)
Total Plays: 107, Total Stations: 10, Adds: 3

M.O.P. Ante Up (*Robbing-Hoodz Theory*) (*Loud*)
Total Plays: 114, Total Stations: 7, Adds: 0

JILL SCOTT A Long Walk (*Hidden Beach/Epic*)
Total Plays: 104, Total Stations: 7, Adds: 1

CO-ED Sumthin' On U (*Rubicon/Universal*)
Total Plays: 45, Total Stations: 9, Adds: 4

Songs ranked by total plays

CHR/Rhythmic Reporters

Stations and their adds listed alphabetically by market

<p>KKSS/Albuquerque, NM PD: Tom Maylor APD: Big Moon MD: Doughboy 19 BIVOLUNTARILY "Danger" 15 CRAZY TOWN "Butterfly" 13 DUFFY "Time" 10 KDFEE BROWN "Party"</p>	<p>WJMN/Boston, MA Station Mgr.: Cadillac Jack APD: Dennis O'Heron MD: Michelle Williams EVE "Girl" 49 SHAGGY "Angel" 20 JOE FANSTYKAL "Sluts" 2 CASE "Missing"</p>	<p>KSEQ/Fresno, CA PD: Tommy Del Rio APD: Dennis O'Heron EVE "Girl" 3 GARAGE "Sundancer" 19 SHAGGY "Angel" 10 JOE FANSTYKAL "Sluts" 2 CASE "Missing"</p>	<p>KHTE/Little Rock, AR Dir/Prog.: Larry LeBlanc MD: Peter Gunn 1 PROJECT PAT "Chickenhead" 1 NELLY "Ride" 1 MASTER P "Bout" 1 MARTIN FANSTYKAL "Sluts" 1 DUFFY "Time"</p>	<p>WJWZ/Montgomery, AL PD: D-Rock 19 MARWELL "Show" 19 JOE FANSTYKAL "Sluts" 17 JOE FANSTYKAL "Sluts" 1 "Honey"</p>	<p>KUUU/Palm Springs, CA PD: Pablo Moreno MD: Hesse 16 JOE FANSTYKAL "Sluts" 10 "Honey" 1 CASE "Missing" 1 TANK "Deserve"</p>	<p>KUUU/Salt Lake City, UT Interim PD: Rob Olson MD: Zac Davis 1 JOE FANSTYKAL "Sluts" 1 LUDACRIS "Southern Hospitality" 1 MEMPHIS BLEEK "Chick"</p>	<p>KSYR/Shreveport, LA PD: Howard Clark MD: George Cooper 1 BACKSTREET BOYS "Call" 1 LUDACRIS "Southern Hospitality" 1 LUDACRIS "Southern Hospitality"</p>
<p>KYLZ/Albuquerque, NM PD: Robb Rayale 22 JOE FANSTYKAL "Sluts" 10 MONICA "Just" 1 PHILLY'S MOST WANTED "Border" 1 LOUCHE LOUACHE "10" 1 MASTER P "Bout"</p>	<p>WSSP/Charleston, SC PD: Keith Reynolds MD: Eric Bradley 1 LOUCHE LOUACHE "10" 1 EVAN ADAM JARON "Girl"</p>	<p>WJMH/Greensboro, NC Dir/Prog.: Brian Douglas APD: Kendall B MD: Boogie D 20 QB'S FINEST "Wazy" 17 SNOOP DOGG "Snoop" 1 EVERLAST "Wazy"</p>	<p>KPWR/Los Angeles, CA VP/Prog.: Jimmy Steel APD: Damien Young MD: E-Man 29 LUDACRIS "Southern Hospitality" 12 MASTER P "Bout" 4 EVE "Girl"</p>	<p>WKTU/New York, NY VP/Prog.: Frankie Blue MD: Geremino 12 JAY-Z "Chungus" 1 ATC "Word" 1 JAY-Z "Chungus" 1 JAY-Z "Chungus"</p>	<p>KKR/Phoenix, AZ PD: Bruce St. James APD: Charlie Moore MD: Davey B 12 EVE "Girl" 1 MONICA "Just"</p>	<p>KBST/San Antonio, TX PD: J. Gonzalez APD: Danny B MD: Ramon EVE "Girl"</p>	<p>KWHH/Stockton, CA VP/Prog.: John Christian PD/MD: Lewis Cruz 1 JOE FANSTYKAL "Sluts" 1 JOE FANSTYKAL "Sluts" 1 TANK "Deserve"</p>
<p>KPRF/Arlington, TX PD/MD: Eric Michaels 46 BIBE DAVIS "Abokahy" 40 MACKORNA "Music" 40 "Honey" SARINA PARIS "Look"</p>	<p>WBBM-FM/Chicago, IL PD: Todd Cavanah MD: Erik Bradley 3 JAY-Z "Chungus" 3 MYSTIKAL F/NIVEA "Danger"</p>	<p>KIKI/Honolulu, HI MD: Pavia Solo 34 EVE "Girl" 1 WYCLEF JEAN "Gentleman" 1 MONICA "Just" 1 JOE FANSTYKAL "Sluts" 1 MASTER P "Bout"</p>	<p>KLZX/Lubbock, TX PD: Tony Mancero MD: Jackie James 57 DREAM "Loves" 17 NELLY "Ride" 16 KZIBIT "It" 13 JOE FANSTYKAL "Sluts" 1 CO-ED "Sumthin" 1 KDFEE BROWN "Party" 1 EVE "Girl" 1 MASTER P "Bout"</p>	<p>WQHT/New York, NY MD: Sean Taylor 14 MARWELL "Show" 43 SHAGGY "Wazy" 38 "Honey" 37 QB'S FINEST "Wazy" 12 MASTER P "Bout" 14 MYA "Fier"</p>	<p>KXJM/Portland, OR Dir/Prog.: Mark Adams APD: Marvin Deros MD: Freddy Day Dunsley 24 JOE FANSTYKAL "Sluts" 12 MONICA "Just" 12 SARINA PARIS "Look"</p>	<p>KTFM/San Antonio, TX PD: Cliff Trudney MD: Steve Chavez 10 MR. C THE SLIDE MAN "Shit" 10 MR. C THE SLIDE MAN "Shit"</p>	<p>WLLD/Tampa, FL MD: Scamman 44 MEMPHIS BLEEK "Chick" 24 CRAZY TOWN "Butterfly" 8 LUDACRIS "Southern Hospitality" 2 OUTSIDERZ 4 LIFE "Enough"</p>
<p>KFAT/Anchorage, AK Dir: Mark Carlson MD: Steve Kicklighter APD/MD: Marvin Nugent 18 "Honey" 18 "Honey" 18 "Honey" 18 "Honey" 18 "Honey"</p>	<p>WBBM-FM/Chicago, IL PD: Todd Cavanah MD: Erik Bradley 3 JAY-Z "Chungus" 3 MYSTIKAL F/NIVEA "Danger"</p>	<p>KOME/Honolulu, HI PD: Jamie Hyatt MD: Kevin Akibaka 1 KDFEE BROWN "Party" 1 EVE "Girl" 1 CO-ED "Sumthin"</p>	<p>KKLZ/Lubbock, TX PD: Tony Mancero MD: Jackie James 57 DREAM "Loves" 17 NELLY "Ride" 16 KZIBIT "It" 13 JOE FANSTYKAL "Sluts" 1 CO-ED "Sumthin" 1 KDFEE BROWN "Party" 1 EVE "Girl" 1 MASTER P "Bout"</p>	<p>WVWZ/Norfolk, VA PD: Don London MD: Jay West 1 BELLY "Ride" 1 JAGGED EDGE "Promise" 1 MONICA "Just" 1 JOE FANSTYKAL "Sluts"</p>	<p>WVWZ/Providence, RI PD: Jerry McLendon MD: Bradley Ayres 19 JOE FANSTYKAL "Sluts" 1 CASE "Missing" 1 MONICA "Just"</p>	<p>KTFM/San Antonio, TX PD: Cliff Trudney MD: Steve Chavez 10 MR. C THE SLIDE MAN "Shit" 10 MR. C THE SLIDE MAN "Shit"</p>	<p>KOHT/Tucson, AZ MD: Dana Solvran 1 TAMIA "House" 11 MASTER P "Bout" 1 SPOOKS "Revenge" 1 SPOOKS "Revenge"</p>
<p>WZBZ/Atlantic City, NJ PD: Ted Neah 1 BOSSON "Ballan" 1 OUTKAST "Jackson" 1 DIDD "Thankyou" 1 MCKAY "Carnes" 1 LOVE BITE "Take"</p>	<p>KOKS/Denver-Boulder, CO PD: Carl Collins MD: John E. Kage 10 MONICA "Just" 9 JOE FANSTYKAL "Sluts"</p>	<p>KBXK/Houston-Galveston, TX PD: Rob Scarpino MD: Keshawn Powell 40 CASE "Missing" 21 TELA "Honey"</p>	<p>KOHT/Memphis, TN PD: Lee Cagle MD: Devin Steel 41 MASTER P "Bout" 32 NELLY "Ride" 10 MONICA "Just" 1 CASE "Missing" 1 MASTER P "Bout" 1 TANK "Deserve"</p>	<p>WVWZ/Norfolk, VA PD: Don London MD: Jay West 1 BELLY "Ride" 1 JAGGED EDGE "Promise" 1 MONICA "Just" 1 JOE FANSTYKAL "Sluts"</p>	<p>WVWZ/Providence, RI PD: Jerry McLendon MD: Bradley Ayres 19 JOE FANSTYKAL "Sluts" 1 CASE "Missing" 1 MONICA "Just"</p>	<p>KTFM/San Antonio, TX PD: Cliff Trudney MD: Steve Chavez 10 MR. C THE SLIDE MAN "Shit" 10 MR. C THE SLIDE MAN "Shit"</p>	<p>KBLZ/Tyler-Longview, TX PD/MD: Lucious Ice 10 "Honey" 5 LUCY PEARL "You" 3 EVE "Girl" 1 NELLY "Ride" 1 CO-ED "Sumthin" 1 MONICA "Just" 1 JOE FANSTYKAL "Sluts" 1 MASTER P "Bout"</p>
<p>KBRT/Austin, TX PD: Scaeter B. Stevens APD: Mark McCray 5 KZIBIT "It" 1 PHILLY'S MOST WANTED "Border" 1 JOE FANSTYKAL "Sluts" 1 MASTER P "Bout"</p>	<p>KPPR/El Paso, TX PD: Victor Starr 14 EVE "Girl" 1 AZUL AZUL "Romantic" 1 EVE "Girl"</p>	<p>WHHH/Indianapolis, IN PD: Scott Wheeler MD: Carl Frye EVE "Girl" 1 OUTSIDERZ 4 LIFE "Enough"</p>	<p>KHTM/Merced, CA PD: Rene Roberts APD/MD: Drew Stone 32 NELLY "Ride" 10 MONICA "Just" 1 CASE "Missing" 1 MASTER P "Bout" 1 TANK "Deserve"</p>	<p>WVWZ/Norfolk, VA PD: Don London MD: Jay West 1 BELLY "Ride" 1 JAGGED EDGE "Promise" 1 MONICA "Just" 1 JOE FANSTYKAL "Sluts"</p>	<p>WVWZ/Providence, RI PD: Jerry McLendon MD: Bradley Ayres 19 JOE FANSTYKAL "Sluts" 1 CASE "Missing" 1 MONICA "Just"</p>	<p>KTFM/San Antonio, TX PD: Cliff Trudney MD: Steve Chavez 10 MR. C THE SLIDE MAN "Shit" 10 MR. C THE SLIDE MAN "Shit"</p>	<p>KBLZ/Tyler-Longview, TX PD/MD: Lucious Ice 10 "Honey" 5 LUCY PEARL "You" 3 EVE "Girl" 1 NELLY "Ride" 1 CO-ED "Sumthin" 1 MONICA "Just" 1 JOE FANSTYKAL "Sluts" 1 MASTER P "Bout"</p>
<p>KISV/Bakersfield, CA PD: Bob Lewis APD/MD: Picazze 1 MARTIN FANSTYKAL "Sluts" 1 JOE FANSTYKAL "Sluts" 1 EVE "Girl"</p>	<p>WJFX/FL Wayne, IN VP/Prog.: Brian Michael APD/MD: Mike Thomas EVE "Girl" 1 JOE FANSTYKAL "Sluts" 1 PHILLY'S MOST WANTED "Border" 1 MASTER P "Bout"</p>	<p>WJBT/Jacksonville, FL PD: Doc Wynter MD: Tammy Green 14 "Honey" 1 JOE FANSTYKAL "Sluts" 1 JOE FANSTYKAL "Sluts"</p>	<p>WPOW/Miami, FL PD: Kid Curry APD: Tony The Tiger MD: Eddie Mix EVE "Girl" 1 MASTER P "Bout" 1 TANK "Deserve"</p>	<p>WVWZ/Norfolk, VA PD: Don London MD: Jay West 1 BELLY "Ride" 1 JAGGED EDGE "Promise" 1 MONICA "Just" 1 JOE FANSTYKAL "Sluts"</p>	<p>WVWZ/Providence, RI PD: Jerry McLendon MD: Bradley Ayres 19 JOE FANSTYKAL "Sluts" 1 CASE "Missing" 1 MONICA "Just"</p>	<p>KTFM/San Antonio, TX PD: Cliff Trudney MD: Steve Chavez 10 MR. C THE SLIDE MAN "Shit" 10 MR. C THE SLIDE MAN "Shit"</p>	<p>WVWZ/Providence, RI PD: Jerry McLendon MD: Bradley Ayres 19 JOE FANSTYKAL "Sluts" 1 CASE "Missing" 1 MONICA "Just"</p>
<p>WERQ/Baltimore, MD PD: Dion Summers APD: Neke Al Night MD: Darren Bra 1 JOE FANSTYKAL "Sluts" 1 JILL SCOTT "Wazy" 1 JAY-Z "Chungus"</p>	<p>WJFX/FL Wayne, IN PD: Phil Secker APD/MD: Weszel 12 EVE "Girl" 1 WYCLEF JEAN "Gentleman" 1 CASE "Missing"</p>	<p>WXIS/Johnson City, TN PD: Wade Michaels MD: Todd Ambrose JOE FANSTYKAL "Sluts" CASE "Missing" EVE "Girl"</p>	<p>KTTB/Minneapolis, MN PD: Strap Jackson 1 JAY-Z "Chungus" 1 MONICA "Just" 16 CASH MONEY "Boys" 10 SNOOP DOGG "Snoop" 5 BLACK EYED PEAS "Recess" 1 BACKSTREET BOYS "Call" 1 JAGGED EDGE "Promise" 1 NELLY "Ride"</p>	<p>WVWZ/Norfolk, VA PD: Don London MD: Jay West 1 BELLY "Ride" 1 JAGGED EDGE "Promise" 1 MONICA "Just" 1 JOE FANSTYKAL "Sluts"</p>	<p>WVWZ/Providence, RI PD: Jerry McLendon MD: Bradley Ayres 19 JOE FANSTYKAL "Sluts" 1 CASE "Missing" 1 MONICA "Just"</p>	<p>KTFM/San Antonio, TX PD: Cliff Trudney MD: Steve Chavez 10 MR. C THE SLIDE MAN "Shit" 10 MR. C THE SLIDE MAN "Shit"</p>	<p>WVWZ/Providence, RI PD: Jerry McLendon MD: Bradley Ayres 19 JOE FANSTYKAL "Sluts" 1 CASE "Missing" 1 MONICA "Just"</p>
<p>WBHV/Birmingham, AL PD: Mickey Johnson APD/MD: Mary Kay 12 JOE FANSTYKAL "Sluts" 1 JILL SCOTT "Wazy" 1 JAY-Z "Chungus"</p>	<p>KBOS/Fresno, CA PD: E. Curtis Johnson APD: Greg Hoffman MD: Travis Leughran 1 JOE FANSTYKAL "Sluts" 1 MASTER P "Bout"</p>	<p>KLUC/Las Vegas, NV PD: Cal Thomas APD: Bing Spencer MD: J.B. King 1 CASH MONEY "Boys" 1 WYCLEF JEAN "Gentleman" 1 JAGGED EDGE "Promise" 1 LOUCHE LOUACHE "10" 1 EVE "Girl"</p>	<p>KDON/Monterey-Salinas, CA PD: Cory Michaels APD/MD: Dennis Martinez 1 JAY-Z "Chungus" 1 MONICA "Just" 16 CASH MONEY "Boys" 10 SNOOP DOGG "Snoop" 5 BLACK EYED PEAS "Recess" 1 BACKSTREET BOYS "Call" 1 JAGGED EDGE "Promise" 1 NELLY "Ride"</p>	<p>WVWZ/Norfolk, VA PD: Don London MD: Jay West 1 BELLY "Ride" 1 JAGGED EDGE "Promise" 1 MONICA "Just" 1 JOE FANSTYKAL "Sluts"</p>	<p>WVWZ/Providence, RI PD: Jerry McLendon MD: Bradley Ayres 19 JOE FANSTYKAL "Sluts" 1 CASE "Missing" 1 MONICA "Just"</p>	<p>KTFM/San Antonio, TX PD: Cliff Trudney MD: Steve Chavez 10 MR. C THE SLIDE MAN "Shit" 10 MR. C THE SLIDE MAN "Shit"</p>	<p>WVWZ/Providence, RI PD: Jerry McLendon MD: Bradley Ayres 19 JOE FANSTYKAL "Sluts" 1 CASE "Missing" 1 MONICA "Just"</p>

* = Mediabase 24/7 monitored

71 Total Reporters
71 Current Reporters
71 Current Playlists



Mix Show Top 30

© January 26, 2001

- 1 JAY-Z I Just Wanna Love U (Give It...) (Roc-A-Fella/IDJMG)
- 2 MYSTIKAL I/NIVEA Danger (Been So Long) (Jive)
- 3 OUTKAST Ms. Jackson (LaFace/Arista)
- 4 JA RULE I/LIL' MO... Put It On Me (Murder Inc./Def Jam/IDJMG)
- 5 LIL BOW WOW Bow Wow (That's My Name) (So So Def/Columbia)
- 6 XZIBIT X (Loud)
- 7 SHAGGY It Wasn't Me (MCA)
- 8 JOE I/MYSTIKAL Stutter (Jive)
- 9 DESTINY'S CHILD Independent Women Part 1 (Columbia)
- 10 LUDACRIS What's Your Fantasy (Def Jam South/IDJMG)
- 11 NELLY E.I. (Fo' Reel/Universal)
- 12 LUDACRIS Southern Hospitality (Def Jam South/IDJMG)
- 13 SHAGGY Angel (MCA)
- 14 NELLY Ride Wit Me (Fo'Reel/Universal)
- 15 3LW No More (Baby I'ma Do Right) (Epic)
- 16 JA RULE I/C. MILIAN Between Me And You (Murder Inc./Def Jam/IDJMG)
- 17 DR. DRE The Next Episode (Aftermath/Interscope)
- 18 SNOOP DOGG Snoop Dogg (No Limit/Priority)
- 19 JENNIFER LOPEZ Love Don't Cost A Thing (Epic)
- 20 KOFFEE BROWN After Party (Arista)
- 21 MYSTIKAL Shake Ya Ass (Jive)
- 22 DREAM He Loves U Not (Bad Boy/Arista)
- 23 CASH MONEY... Project Chick (Cash Money/Universal)
- 24 K-CI & JOJO Crazy (MCA)
- 25 MEMPHIS BLEEK Is That Your Chick (Roc-A-Fella/IDJMG)
- 26 DAFT PUNK One More Time (Virgin)
- 27 MYA Free (Ruff/WB/University/Interscope)
- 28 JAY-Z Change The Game (Roc-A-Fella/IDJMG)
- 29 112 It's Over Now (Bad Boy/Arista)
- 30 JAGGED EDGE Let's Get Married (So So Def/Columbia)



37 CHR/Rhythmic Mix Show Reporters

ARTIST BREAKDOWN

LIL BOW WOW

 Album: "Beware of Dog"
Label: So So Def/Columbia


So So Def/Columbia Records presents the little tyke who's driving the girls crazy, stirring up the music industry and giving most adult rappers a run for their money. Lil Bow Wow is causing all this commotion with his flawless freestyle ability and with tight beats that make you bounce and nod. His first release, "Bounce With Me," featuring Xscape, went to No. 1 in 0.6 seconds. Bow Wow flew past the competition like a race car, nonstop to the top. The followup, self-titled hit is where Bow Wow introduces himself to the world and flaunts his rhyming skills, along with the original D-O-G-G, Snoop Dogg. The album, *Beware of Dog*, was certified Gold by mid-October last year, and by the end of November it was Platinum. Wow! ● At the age of 13 Bow Wow has accomplished more than most performers years older than him. Rhyming came to Bow Wow at a very early age (yes, even younger than he is now). His stardom began at the age of 6, when he made his first stage appearance during the Chronic tour, where he impressed the big dog of the lot, Snoop Dogg. Shortly after the show he was called to Snoop's dressing room, where he was given his nickname and hired to be the opening act for the rest of the tour. From there he released his first project, *Beware of Dog*, which features some heavy hitters in the hip-hop and rap community, such as Da Brat, R.O.C., Xscape, Jagged Edge, Snoop Dogg and the album's executive producer, Jermaine Dupri. ● I'm addicted to this CD like a kid is to candy — I like everything on it. Bow Wow's already on his second single, and I'm predicting that by the time I finish writing this he'll have sold another 50,000 copies and Columbia reps will be working third single. I have many picks from this album, but my absolute favorites are "Bounce With Me," "You Know Me," "Ghetto Girls" and "Puppy Love," featuring Jagged Edge, where Bow Wow searches for a companion in the litter. ● Bow Wow's talents travel far from his native Ohio and across the country. He's not just another kid trying to rap, but a skillful young man whose flow cannot be mimicked. His unique rhymes are fun but confident. He's a tough youngster whose lyrical skills reach far beyond his age.

 — Renee Bell
Asst. CHR Editor

Contributing Stations

KKSS/Albuquerque, NM	WJFX/Ft. Wayne, IN	KDON/Monterey-Salinas, CA	KBMB/Sacramento, CA
KOBT/Austin, TX	KBOS/Fresno, CA	WQHT/New York, NY	KSFM/Sacramento, CA
KISV/Bakersfield, CA	KSEQ/Fresno, CA	WNVZ/Norfolk, VA	KTFM/San Antonio, TX
WBHJ/Birmingham, AL	KIKI/Honolulu, HI	KOCH/Omaha, NE	XHTZ/San Diego, CA
WJMN/Boston, MA	KBXX/Houston-Galveston, TX	WPYD/Orlando, FL	KMEL/San Francisco, CA
WBBM/Chicago, IL	KLUC/Las Vegas, NV	KCAQ/Oxnard-Ventura, CA	KYLD/San Francisco, CA
KZFM/Corpus Christi, TX	KPWR/Los Angeles, CA	KKFR/Phoenix, AZ	KUBE/Seattle-Tacoma, WA
KRBV/Dallas-Ft Worth, TX	KXHT/Memphis, TN	KXJM/Portland, OR	WLLD/Tampa, FL
KPRR/El Paso, TX	WPOW/Miami, FL	WWKX/Providence, RI	KOHT/Tucson, AZ
			WPGC/Washington, DC

INDUSTRY PROFILE

 DeeLite, MD
WDCQ/Salisbury, MD

I started at WDCQ working as a scared little intern for Wookie. I was basically his slave. Wait, I still am! Anyway, I worked my way up to doing part-time on the weekends, then hosted *The Saturday Night Mix Show*. Then I got the morning show co-host gig. That was good, but I'm a queen, and queens don't like to get up that early. That's when Wookie knew I was destined for nights. I've been doing nights for about seven months and have also taken over MD duties, and I love it. You can't get anything better than screaming kids wanting you to play their song right then and there. Or is that screaming record reps wanting you to play their song right then and there? Sometimes I confuse the two.

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January 26, 2001

Most Played Recurrents

MYA Case Of The Ex (Whatcha...) (University/Interscope)
 DR. DRE The Next Episode (Aftermath/Interscope)
 RUFF ENDZ No More (Epic)
 PINK Most Girls (LaFace/Arista)
 AALIYAH Try Again (BlackGround/Virgin)
 NELLY Country Grammar (Fo' Reel/Universal)
 MYSTIKAL Shake Ya Ass (Jive)
 JAY-Z Big Pimpin' (Roc-A-Fella/IDJMG)
 DESTINY'S CHILD Jumpin' Jumpin' (Columbia)
 KANDI Don't Think I'm Not (So So Def/Columbia)
 JAGGED EDGE Let's Get Married (So So Def/Columbia)
 EMINEM F/DIDO Stan (Aftermath/Interscope)
 JOE I Wanna Know (Jive)
 SISQO Thong Song (Dragon/Def Soul/IDJMG)
 DMX Party Up (Up In Here) (Ruff Ryders/IDJMG)
 LIL BOW WOW Bounce With Me (So So Def/Columbia)
 NEXT Wify (Arista)
 OA BRAT F/TYRESE What'chu Like (So So Def/Columbia)
 OEBELAH MORGAN Dance With Me (DAS/Atlantic)
 DR. DRE F/EMINEM Forgot About Dre (Aftermath/Interscope)

CHR/RHYTHMIC

Going For Adds 1/30/01

ASHLEY BALLARD Hottie (Atlantic)
 BLACK EYED PEAS Request Line (Interscope)
 ERYKAH BADU Didn't Cha Know (Motown/Universal)
 HOUSTON & MICHAEL If I Told You That (Arista)
 MADISON AVENUE Who The Hell Are You (Columbia)
 OLIVIA Bizounce (J)
 SILKK THE SHOCKER That's Cool (No Limit/Priority)
 WYCLEF JEAN Perfect Gentlemen (Columbia)

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MUSIC MEETING

TUNED-IN

CHR/RHYTHMIC

R&R/MEDIABASE 24/7

WJFX/Ft. Wayne

3am

JAY-Z I Just Wanna Love U (Give It...)
 SHAGGY Angel
 XZIBIT X
 LIL BOW WOW Bow Wow (That's My Name)
 MYSTIKAL Shake Ya Ass
 PINK You Make Me Sick
 OL' DIRTY BASTARD Got Your Money
 DESTINY'S CHILD Jumpin' Jumpin'
 K-CI & JOJO Crazy
 JUVENILE Back That Thang Up.
 MONIFAH I Can Tell
 LUDACRIS Ho
 MYSTIKAL Shake Ya Ass
 CRAZY TOWN Butterfly
 NEXT Too Close

11am

XZIBIT X
 LIL' KIM I/SISQO How Many Licks
 MYA Free
 TIMBALANO & MAGOO Luv 2 Luv U
 JENNIFER LOPEZ Love Don't Cost A Thing
 JAGGED EDGE Promise
 JAY-Z Big Pimpin'
 SHAGGY Angel
 DR. DRE Nuthin' But A 'G' Thang
 NELLY E.I.
 MYSTIKAL Danger (Been So Long)
 K-CI & JOJO Crazy
 DREAM He Loves U Not
 BLACKSTREET No Diggity

4pm

ZHANE' Hey Mr. D.J.
 KRIS KROSS Jump
 MARIAH CAREY Fantasy
 OUTKAST Ms. Jackson
 DREAM He Loves U Not
 MYSTIKAL Danger (Been So Long)
 NELLY Ride Wit Me
 JA RULE I/LIL MO & VITA Put It On Me
 MONTELL JORDAN This Is How We Do It
 JAY-Z I Just Wanna Love U (Give It...)
 EMINEM I/DIDO Stan
 MYA Free
 LIL BOW WOW Bow Wow (That's My Name)
 CASH MONEY... Project Chick
 RUN-D.M.C. Peter Piper

WBBM/Chicago

3am

KANDI Don't Think I'm Not
 R. MARTIN I/C. AGUILERA Nobody Wants To...
 LIL' KIM I/SISQO How Many Licks
 DESTINY'S CHILD Independent Women Part 1
 TIONNE "T-BOZ" WATKINS My Getaway
 SHAGGY It Wasn't Me
 JAY-Z I Just Wanna Love U (Give It...)
 K-CI & JOJO Crazy
 NELLY E.I.
 JENNIFER LOPEZ Love Don't Cost A Thing
 BACKSTREET BOYS The Call
 JOE I Wanna Know
 CASH MONEY Project Chick
 BLAQUE Bring It All To Me

11am

SISQO Thong Song
 TIONNE "T-BOZ" WATKINS My Getaway
 LUDACRIS What's Your Fantasy
 BRANDY Have You Ever
 NELLY Ride Wit Me
 SHAGGY It Wasn't Me
 JOE I Believe In You
 DESTINY'S CHILD Jumpin' Jumpin'
 JENNIFER LOPEZ Love Don't Cost A Thing
 JANET II
 LIL' KIM I/SISQO How Many Licks
 BACKSTREET BOYS The Call
 TLC Unpretty

4pm

R. MARTIN I/C. AGUILERA Nobody Wants To...
 K-CI & JOJO Crazy
 BLAQUE 808
 AALIYAH Try Again
 LIL BOW WOW Bow Wow (That's My Name)
 SHAGGY Angel
 MONICA Just Another Girl
 NELLY E.I.
 3LW No More (Baby I'ma Do Right)
 MONIFAH I Can Tell
 DESTINY'S CHILD Independent Women Part 1



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WALT LOVE
babylove@rronline.com

The Power-Ratio Gap

■ Interep's new study targets the needs of African-American consumers

This week we'll look closely at a new research study from Interep called "Urban Radio: Approaching the New Millennium." Various charts from the study appear on this page, and helping us to understand the study's findings is Interep VP/Director Urban Radio **Sherman Kizart**.

The fragmenting of the Urban format has brought about several new approaches to targeting the needs of African-American consumers. "Between 1990 and 2000 Urban radio went from four variations of the brand to eight, representing a 100% increase," Kizart explains. "Urban radio as a brand has experienced significant growth despite the factions in our industry who were suggesting very strongly that it was on the decline and not a factor to consider any longer."



Sherman Kizart

Growth is what's important in our industry. If you aren't growing, you are diminishing. You have to be in the mix as a growth entity in order to be taken seriously, no matter what industry you're in.

Urban Growth

"More and more stations are joining the growing ranks of Urban radio," Kizart says. "Clearly, there's a correlation between the significant growth of the different brands of Urban radio and the increase in the total number of Urban stations in the

United States. Interep projects that the total number of Urban radio stations will grow by 18% by the year 2002.

"Since 1990 Urban radio's audience composition has skewed slightly toward females — around 60% female and 40% male. As the many brands of Urban radio have begun to diversify, those audience-composition numbers have changed. In fact, Interep projects that by 2002 the Urban radio audience composition will be about 55% female and 45% male, giving it a fairly equal balance."

There are more women than men in the African-American community, and women tend to control the dollars that black families spend on goods and services. Also, there are more black women than black men in the workplace. So shouldn't advertisers target their dollars toward reaching black women?

"Advertisers do look to reach black females who control the disposable income," Kizart says. "At the same time, however, targeting

males has become equally important. I think that what the diversification of the brand is allowing is the opportunity for Urban radio to become more balanced."

African-American TSL

We know that, per Arbitron and other ratings and research organizations, African Americans have longer Time Spent Listening than any other ethnic group in this country, and Interep's study illustrates very powerfully just how long we spend with radio on a daily basis.

"Blacks spend nearly four hours a day — more than one day per week — with radio," Kizart says. "That tells me that if I want to reach black folks, sell something to black folks or influence black folks — no matter what I want to accomplish or what message I want to get out — I should use radio, Urban radio, to get the job done."

"Blacks are consistently heavier radio users than other population segments. That's very significant in itself. Year in and year out, between 1990 and leading into the year 2000, African Americans spent more time listening to radio than

Urban Renewal

Urban radio has diversified to satisfy the varied tastes of black listeners.

• In 1990 Urban radio stations were generally classified in one of four formats.

Black News/Talk Gospel	Urban AC Urban Contemporary
---------------------------	--------------------------------

• Later in the decade Urban radio listeners had many more format choices from which to choose.

Black News/Talk CHR/Rhythmic Classic Sou/R&B Gospel	Hip-Hop Urban AC Urban Contemporary Urban Oldies
--	---

any other ethnic group. That is very, very crucial. Blacks were listening to radio 26 hours and 32 minutes a week in 1997, and Interep projects that radio listening will barely change by the year 2002, to 26 hours and eight minutes.

"That's a long time, which is a good thing for Urban radio and advertisers using Urban radio brands to sell their products to the African-American consumer. Urban radio is the primary vehicle by which we get our information and entertainment."

Power Ratios

What are Urban radio's power ratios? "Power ratios are the financial measuring sticks by which all commercial radio stations are evaluated," Kizart says. "For example, if a station garners 10% of the market's listeners, power-ratio logic suggests that the station should convert at least 10% of the market's radio revenues."

"Traditionally, Urban radio has lagged behind in that area. But, on a national average, Urban radio is capturing a larger share of every radio dollar. Interep is committed to and focused on closing that gap in Urban radio's power ratios. What we want to achieve is a one-to-one ratio. We are heading in the right direction to achieve that goal."

"Right now we're basically getting 80 cents out of each dollar that we deserve. We want to receive the complete dollar on each sale. If you look as far back as 1990, you will see that at that time we were getting only 60 cents on each dollar that we deserved."

Do general-market radio stations ever exceed the one-to-one ratio for the audience they deliver? "Yes, in some instances," Kizart replies. "I've seen a power ratio as high as 2-to-1 in some cases. It depends on the situation. But to go from 69 cents to where we're fast approaching 85 cents in a year and a half shows that we are seeing some improvement in this area."

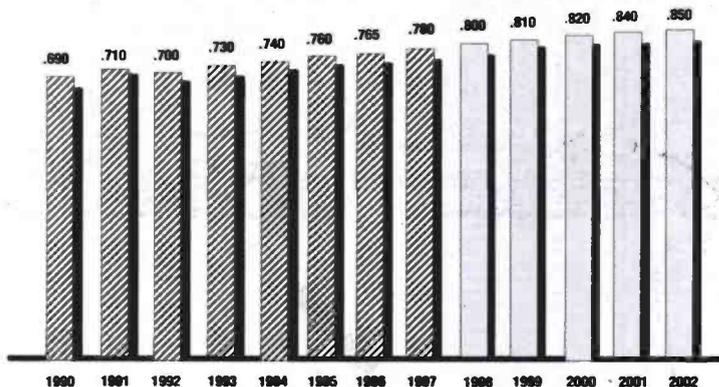
"Interep has been at the forefront of closing the power-ratio gap. We're committed to closing this gap, and the way to close it is by bringing more advertisers to Urban radio. That's what we're doing."

TALK BACK TO R&R!

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babylove@rronline.com

Urban Radio Is Capturing A Larger Share Of Every Radio Advertising Dollar

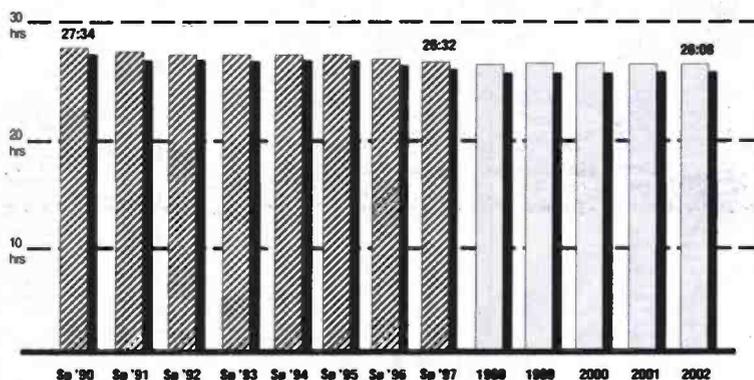
Conversion ratios for Urban stations (100 stations)



Source: "The Relationship Between Radio Audience Shares and Radio Revenue Shares," 1997 Edition, *Duncan's American Radio*, 1997 to 2002 by projection.

Blacks Spend Nearly Four Hours A Day With Radio

Black persons 12+ TLS, Mon-Sun, 6am-Midnight



Source: Arbitron Metro, top 10 markets spring surveys, 1990-1997, 1998-2002 by projection.

Speaking From The Heart...

One of this Weeks
Most Added at
Urban Mainstream
& Urban AC

WBLS	KKBT
WUSL	WBOT
WKYS	WVEE
WIZF	KPRS
WOWI	WQUE
WNEZ	WBLK
KVSP	WROU
KJMM	WRKS
KJLH	WVAZ
WDAS	WGPR
WMXD	WDMK
WILD	WMMJ
KMJQ	KMJM

From The
Revealing
New Album
Exposed
In Stores Now

Chanté Moore Bitter

Produced by Laney Stewart for Tickle Box Music, Inc.

Written by Phillip Stewart, Chanté Moore, and Katrina Willis

Managed by Jeff Sharp for  ARTISTIC CONTROL MANAGEMENT, INC.



www.chantemoore.net www.mcarecords.com

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R&R Urban Top 50

January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (B)	WEEKS ON CHART	TOTAL STATIONS/ADDS
2	1	JAGGED EDGE Promise (So So Def/Columbia)	3095	+218	419942	11	77/0
1	2	MYSTIKAL F/NIVEA Danger (Been So Long) (Jive)	3088	+133	412530	8	74/0
12	3	JA RULE F/LIL' MO AND VITA Put It On Me (Murder Inc./Def Jam/IDJMG)	2803	+550	384319	3	80/3
5	4	DAVE HOLLISTER One Woman Man (Def Squad/DreamWorks)	2547	+97	332714	13	77/1
9	5	JOE F/MYSTIKAL Stutter (Jive)	2522	+203	277898	6	79/0
7	6	SHAGGY It Wasn't Me (MCA)	2505	+132	329068	7	58/1
8	7	TAMIA Stranger In My House (Elektra/EEG)	2476	+120	300244	9	78/2
3	8	OUTKAST Ms. Jackson (LaFace/Arista)	2443	-366	340694	12	78/0
4	9	JAY-Z I Just Wanna Love U... (Roc-A-Fella/IDJMG)	2347	-390	356103	13	78/0
14	10	112 It's Over Now (Bad Boy/Arista)	2280	+158	281806	7	80/1
6	11	AVANT My First Love (Magic Johnson/MCA)	2204	-240	374728	17	74/0
11	12	CARL THOMAS Emotional (Bad Boy/Arista)	2136	-148	276207	12	68/0
13	13	LIL BOW WOW Bow Wow (That's My Name) (So So Def/Columbia)	1994	-153	224542	9	71/0
10	14	MUSIQ Just Friends (Sunny) (Def Soul/IDJMG)	1935	-380	307524	17	74/0
16	15	JAHEIM Could It Be (Divine Mill/WB)	1858	+30	151714	13	72/2
15	16	R. KELLY I Wish (Jive)	1728	-351	264554	17	75/0
20	17	TANK Maybe I Deserve (BlackGround)	1683	+138	155986	6	49/1
21	18	JILL SCOTT A Long Walk (Hidden Beach/Epic)	1620	+96	197835	5	71/1
18	19	3LW No More (Baby I'ma Do Right) (Epic)	1594	-117	175600	18	67/0
29	20	KOFFEE BROWN After Party (Arista)	1554	+385	204834	3	76/4
17	21	CASH MONEY MILLIONAIRES Project Chick (Cash Money/Universal)	1543	-222	183997	10	65/0
24	22	MR. C THE SLIDE MAN Cha-Cha Slide (Universal)	1536	+104	186569	4	38/5
22	23	MEMPHIS BLEEK Is That Your Chick (Roc-A-Fella/IDJMG)	1535	+29	201262	5	68/3
23	24	ERYKAH BADU Didn't Cha Know (Motown)	1495	+60	153696	6	67/1
19	25	DESTINY'S CHILD Independent Women Pt. 1 (Columbia)	1484	-212	231263	18	69/0
Breaker	26	LUDACRIS Southern Hospitality (Def Jam South/IDJMG)	1455	+509	216356	2	71/8
27	27	SNOOP DOGG Snoop Dogg (No Limit/Priority)	1418	+141	134867	6	72/1
25	28	NELLY E.I. (Fo' Reel/Universal)	1225	-191	149358	16	58/0
28	29	MYA Free (Ruff/WB/University/Interscope)	1199	-53	79564	6	55/1
30	30	PRU Candles (Capitol)	1090	-68	52595	9	43/1
32	31	CHANGING FACES Ladies Man (Atlantic)	1052	+49	82517	5	55/2
Breaker	32	MASTER P Bout Dat (No Limit/Priority)	1035	+68	121451	4	51/1
26	33	WYCLEF JEAN F/MARY J. BLIGE 911 (Ruffhouse/Columbia)	1029	-274	184129	18	64/0
35	34	XZIBIT X (Loud/Columbia)	928	-4	110562	4	60/2
Debut	35	JON B Don't Talk (Edmonds/Epic)	883	+484	129669	1	74/71
37	36	COMMON F/MACY GRAY Geto Heaven (MCA)	845	-64	78490	4	63/2
31	37	JA RULE F/CHRISTINA MILIAN Between... (Murder Inc./Def Jam/IDJMG)	829	-223	108187	18	59/0
Debut	38	PROJECT PAT Chickenhead (Hypnotize Minds/Loud/Columbia)	815	+239	95729	1	50/8
50	39	ICONZ Get Crunked Up (Elektra/EEG)	774	+137	69523	2	59/3
44	40	JENNIFER LOPEZ Love Don't Cost A Thing (Epic)	749	+32	51584	3	36/0
39	41	SUNDAY I Know (Better Place/Capitol)	673	-171	28931	9	30/0
Debut	42	LUCY PEARL You (Pookie/Beyond/Hollywood)	649	+56	62677	1	40/1
48	43	MOS DEF/NATE DOGG Oh No (Rawkus/Priority)	646	-7	69693	3	45/1
41	44	KANDI Cheatin' On Me (So So Def/Columbia)	642	-135	36923	6	43/0
36	45	PUBLIC ANNOUNCEMENT Mamacita (RCA)	616	-307	46050	11	39/0
47	46	BIG TYMERS 10 Wayz (Cash Money/Universal)	598	-86	47030	3	38/0
Debut	47	MUSIQ Love (Def Soul/IDJMG)	594	+177	139478	1	1/1
Debut	48	MONICA Just Another Girl (Epic)	589	+451	49955	1	50/15
43	49	KELLY PRICE You Should've Told Me (T-Neck/Def Soul/IDJMG)	570	-147	137118	20	43/0
40	50	NO QUESTION If You Really Wanna Go (Ruffnation/WB)	556	-238	56333	8	32/0

Most Added.

ARTIST TITLE LABEL(S)	ADDS
JON B Don't Talk (Edmonds/Epic)	71
CASE Missing You (Def Soul/IDJMG)	64
LIL' ZANE None Tonight (Worldwide/Priority)	48
YOLANDA ADAMS I Believe I Can Fly (Elektra/EEG)	40
CHANTE' MOORE Bitter (Silas/MCA)	35
B.G. X & Henne (Cash Money/Universal)	26
WHITNEY HOUSTON/GEORGE MICHAEL If I Told You That (Arista)	16
MONICA Just Another Girl (Epic)	15
CO-ED Sumthin' On U (Rubicon/Universal)	9
LUDACRIS Southern Hospitality (Def Jam South/IDJMG)	8
PROJECT PAT Chickenhead (Hypnotize Minds/Loud/Columbia)	8

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JA RULE F/LIL' MO... Put It... (Murder Inc./Def Jam/IDJMG)	+550
LUDACRIS Southern Hospitality (Def Jam South/IDJMG)	+509
JON B Don't Talk (Edmonds/Epic)	+484
MONICA Just Another Girl (Epic)	+451
KOFFEE BROWN After Party (Arista)	+385
PROJECT PAT Chickenhead (Hypnotize Minds/Loud/Columbia)	+239
LIL' MO Superwoman (Gold Mind/EastWest/EEG)	+221
JAGGED EDGE Promise (So So Def/Columbia)	+218
EVE Who's That Girl (Ruff Ryders/Interscope)	+217
JESSE POWELL If I (Silas/MCA)	+216

Breakers.

LUDACRIS
Southern Hospitality (Def Jam South/IDJMG)

TOTAL PLAYS INCREASE	TOTAL STATIONS/ADDS	CHART
1455/509	71/8	26

MASTER P
Bout Dat (No Limit/Priority)

TOTAL PLAYS INCREASE	TOTAL STATIONS/ADDS	CHART
1035/68	51/1	32

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.

83 Urban 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 1/14-Saturday 1/20. 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 1000 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 2001, The Arbitron Company). © 2001, R&R Inc.

Now Spinning At:

- WIIZ WFXE WJWZ WZHT
- WEAS WEDR WWWZ WJMZ
- KIPR WIZF WTLC WKKV
- WJUC WBLX WQUE
- KVSP KJMM



"ladies man"

The addictive new single from

Changing Faces

Produced by Brycyn Evans & Troy Johnson for Nature's Finest

From the new album VISIT ME



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THE NEXT GENUINE ARTICLE FROM THE ALBUM DIDN'T SEE ME COMING

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"Liar" #1 on Billboard Singles Chart for 2 weeks! - **Damn!**

"Liar" 37 million in audience! - **Damn!**

"Liar" is a Hit! - **Damn!**

"Damn" - A Hit!!!

Going for ADDs on
JANUARY
29th & 30th

Profile

DAMN

Executive Producer: Kedar Massenburg

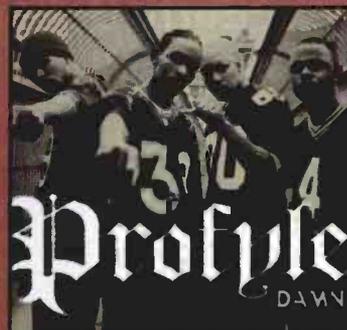


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From the Norhin' But Drama Album **IN STORES NOW!**

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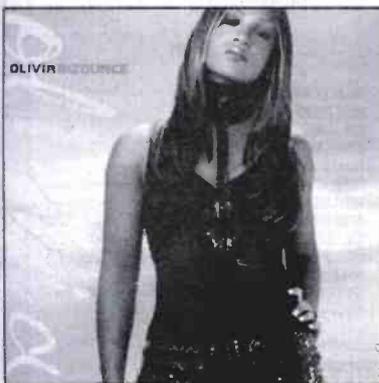


ARTIST BREAKDOWN

ARTIST: **OLIVIA**
SINGLE: **"BIZOUNCE"**
LABEL: **J**

"You need to smile more, Ma," suggested J Records artist Olivia. Radio, press and retail recently had the opportunity to meet this beautiful and very personable young lady and preview her debut single, "Bizounce," during a reception for the twentysomething artist. While attendees reunited with industry friends, sipped merlot and ate appetizers, the uptempo, bouncy and sassy tune played continuously in the background. I don't know if it was the song's hypnotic beat or the fact that it repeated over and over and over, but I left Le Dome singing, "I'm about to bizounce...."

A few weeks later I had lunch with J VP/Urban Promotions Ken Wilson. After I gave him 50 cents for the meter (What am I made of, money?), I asked him about Olivia's single. "When is it going for adds? When am I getting my copy? Can I borrow that truck you just got out of?" "Jan. 29 and 30," Wilson responded. "and I'll get you a copy as soon as I get back to New York." (Hmmm. Did he hear me ask about the truck?)



"I'm about to bizounce/I can't take this s**t no more/Picture frame broken daddy/'Cause I can't trust you/I'm ridin' high now/So [brotha], f**k you," exclaims the Brooklyn-born, street-smart diva on her debut single, which will make females all over the country do that distinctive neck movement. This song is full of attitude, conviction and strong will. It's not another "female with an attitude" song, rather it's a portrayal of what happens when suffering turns into self-respect and abuse turns into action.

Homegirl has gone through some serious drama with dude. He has cheated on her several times, and he obviously feels that since he "shares the wealth," he has the right to disrespect his lady. Seeing as dude suffers from a mental disorder called "dumb-ass-ism," his former lady is being true to herself and stepping. Leaving him with his possessions (including his ho's), homegirl exits with her self-respect intact.

"The conversation/I'm throwing you a letter/Keep them platinum credit cards/Keep all of the cheddar/That s**t don't mean nothing to me/'Cause I'm tired of you stressin' me." She's been through the Hen & Coke phase and found that there was no fidelity at the bottom of the bottle. And seeing as her own bank account "holds a nice amount," she isn't tripping on the money thing. This female now realizes that she's a precious gem, and she decides to leave the rusting mildew that has caused so much tarnish.

I fell in love with this song when I first heard it a few months ago, and I still love it now. The soft vocals offer a sense of sincerity, while the bouncy, rhythmic track and blunt lyrics provide a melodic and strengthened perspective on self-importance. Peace.

— Tanya O'Quinn
Asst. Urban Editor

IN MY OPINION

with **Kevin Gardner**

Pink
"You Make Me Sick"
(Arista)

PD — WHBX/Tallahassee, FL

While I'm pondering whether or not to add this song to our playlist, I'm trying to figure out why more Urban stations aren't on it. Am I just one of the few who secretly can't stop bouncing to this single? The Babyface-produced track is phatter than J-Lo's "Love Don't Cost a Thing," and we were all over that. (However, I have to admit that the video may have influenced our decision just a tiny bit.)

A clothing designer in my office last week was chair-dancing to "Sick." He asked me who the artist was, because he had never heard her before. Looking at the CD cover, he said, "Stop playing. Who is it, really?" He obviously couldn't believe that this nonblack artist had such an urban-sounding song.

Although most of Pink's CD, *Can't Take Her Home*, leans more toward CHR, it contains a few cuts that could fit easily into the flow of Urban radio. Don't let her appearance fool you; just because she's white with pink hair doesn't mean she can't produce a sound appropriate for Urban radio. The color of soul is "Pink" ... at least on this track.

ADVANCE NOTICE

Giving you fair warning. These are the singles that are going for adds on Tuesday (1/30)

- K-CI & JOJO Wanna Do Right (MCA)
- KEITH SWEAT Real Man (Elektra/EEG)
- OLIVIA Bizounce (J)
- PROFYLE Damn/Jam (Motown)
- PUBLIC ANNOUNCEMENT Man Ain't Supposed To Cry (RCA)
- RUFF ENDZ I Apologize (Epic)
- SILKK THE SHOCKER f/ TRINA That's Cool (No Limit/Priority)
- TONI BRAXTON Maybe (LaFace/Arista)

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R&R Format Rooms

FORMAT SPECIFIC NEWS UPDATED DAILY

R&R

January 26, 2001

New & Active

BILAL Soul Sista (Moya/Interscope)
Total Plays: 549, Total Stations: 27, Adds: 1

M.O.P. Ante Up (Robbing-Hoodz Theory) (Loud)
Total Plays: 518, Total Stations: 44, Adds: 2

PHILLY'S MOST WANTED Cross The Border (Atlantic)
Total Plays: 514, Total Stations: 38, Adds: 5

CASE Missing You (Def Soul/IDJMG)
Total Plays: 484, Total Stations: 64, Adds: 64

EIGHTBALL & MJG Pimp Hard (Independent)
Total Plays: 448, Total Stations: 26, Adds: 1

CO-EO Sumthin' On U (Rubicon/Universal)
Total Plays: 367, Total Stations: 46, Adds: 9

TRANSITIONS Ghetto Laws (Biv 10/Universal)
Total Plays: 338, Total Stations: 36, Adds: 2

JESSE POWELL If I (Silas/MCA)
Total Plays: 328, Total Stations: 46, Adds: 6

JERSEY AVE. Beautiful Girl (MCA)
Total Plays: 313, Total Stations: 23, Adds: 1

SPOOKS Sweet Revenge (Antra/Artemis)
Total Plays: 308, Total Stations: 22, Adds: 1

KURUPT F/NATE OGGG Behind The Walls (Avatar)
Total Plays: 275, Total Stations: 27, Adds: 0

LIL' MO Superwoman (Gold Mind/EastWest/EEG)
Total Plays: 271, Total Stations: 38, Adds: 3

OLIVIA Bizouance (J)
Total Plays: 230, Total Stations: 9, Adds: 5

CHANTE' MOORE Bitter (Silas/MCA)
Total Plays: 228, Total Stations: 15, Adds: 35

PINK You Make Me Sick (LaFace/Arista)
Total Plays: 228, Total Stations: 17, Adds: 2

LIL' ZANE None Tonight (Worldwide/Priority)
Total Plays: 196, Total Stations: 49, Adds: 48

B.G. X & Henne (Cash Money/Universal)
Total Plays: 137, Total Stations: 26, Adds: 26

DIRTY Hit Da Floe (Universal)
Total Plays: 132, Total Stations: 15, Adds: 2

DELOUIE You Said (MCA)
Total Plays: 123, Total Stations: 17, Adds: 0

CAPONE-N-NOREAGA Ya'll Don't Wanna (Tommy Boy)
Total Plays: 122, Total Stations: 10, Adds: 1

YOLANDA ADAMS I Believe I Can Fly (Elektra/EEG)
Total Plays: 61, Total Stations: 41, Adds: 40

W. HOUSTON/G. MICHAEL If I Told You That (Arista)
Total Plays: 29, Total Stations: 16, Adds: 16

Songs ranked by total plays

Most Played Recurrents

MYSTIKAL Shake Ya Ass (Jive)

LUOACRIS What's Your Fantasy (Def Jam South/IDJMG)

ERYKAH BADU Bag Lady (Motown)

PROFYLE Liar (Motown)

BEENIE MAN F/MYA Girls Dem Sugar (Virgin)

JAGGED EDGE Let's Get Married (So So Def/Columbia)

NEXT Wifey (Arista)

SISQO Incomplete (Dragon/Def Soul/IDJMG)

YOLANDA ADAMS Open My Heart (Elektra/EEG)

RUFF ENOZ No More (Epic)

TOMI BRAXTON Just Be A Man About It (LaFace/Arista)

LIL BOW WOW Bounce With Me (So So Def/Columbia)

COMMON The Light (MCA)

AVANT Separated (Magic Johnson/MCA)

NELLY Country Grammar (Fo' Reel/Universal)

AALIYAH Try Again (BlackGround/Virgin)

DMX Party Up (Up In Here) (Ruff Ryders/IDJMG)

IDEAL Whatever (Noontime/Virgin)

ODONELL JONES Where I Wanna Be (Untouchables/LaFace/Arista)

CARL THOMAS I Wish (Bad Boy/Arista)

TUNED-IN

R&R/MEDIABASE 24/7

URBAN

WEUP/Huntsville

3am

RUFF RYDERS /EVE Gotta Man
LIL BOW WOW Bow Wow (That's My Name)
YOLANDA ADAMS Open My Heart
JAGGED EDGE Promise
BLACK ROB Whoa!
C-MURDER Down 4 My N's
LUOACRIS Southern Hospitality
CASH MONEY MILLIONAIRES Project Chick
BRANDY I Wanna Be Down
R. KELLY I Wish
ICONZ Get Crunked Up
DR. DRE /EMINEM Forgot About Dre
MYSTIKAL /NIVEA Danger (Been So Long)

11am

AVANT My First Love
DESTINY'S CHILD Jumpin' Jumpin'
SHAGGY It Wasn't Me
JA RULE /LIL' MO & VITA Put It On Me
TRICK DADDY Shut Up
JAGGED EDGE Let's Get Married
MYSTIKAL /NIVEA Danger (Been So Long)
R. KELLY Feelin' On Yo Booty
NOTORIOUS B.I.G. Hypnotize
TAMIA Stranger In My House
SISQO Thong Song

4pm

PROJECT PAT Chicken Head
CASH MONEY MILLIONAIRES Project Chick
BIG TYMERS Get Your Roll On
TANK Maybe I Deserve
OUTKAST Ms. Jackson
MR. C THE SLIDE MAN Cha-Cha Slide
MARY J. BLIGE Your Child
MYSTIKAL Shake Ya Ass
WYCLEF /MARY J. BLIGE 911
LIL' BOW WOW Bow Wow (That's My Name)
DMX Party Up (Up In Here)
LUOACRIS Southern Hospitality
JAGGED EDGE Promise
EIGHTBALL & MJG Pimp Hard

8pm

DESTINY'S CHILD No No No
JA RULE /LIL' MO & VITA Put It On Me
OUTKAST Ms. Jackson
504 BOYZ Wobble Wobble
LUOACRIS Southern Hospitality
CASH MONEY MILLIONAIRES Project Chick
JAGGED EDGE Let's Get Married
MYSTIKAL Shake Ya Ass
WYCLEF JEAN /MARY J. BLIGE 911
MR. C THE SLIDE MAN Cha-Cha Slide
AALIYAH Back & Forth
DESTINY'S CHILD Independent Women Part 1
SHAGGY It Wasn't Me
SISQO Incomplete



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 1/15. © 2001, R&R Inc.



WENZ/Cleveland

3am

CASH MONEY MILLIONAIRES Project Chick
PROFYLE Liar
112 It's Over Now
NOTORIOUS B.I.G. Hypnotize
COMMON /IMACY GRAY Geto Heaven
AVANT My First Love
MR. C THE SLIDE MAN Cha-Cha Slide
DA BRAT /TYRESE What'chu Like
SNOOP DOGG Snoop Dogg
OUTKAST Ms. Jackson
DAVE HOLLISTER One Woman Man
JAHEIM Could It Be

11am

TAMIA Stranger In My House
CARL THOMAS Emotional
ERYKAH BADU Bag Lady
DR. DRE... Xxplosive
JAGGED EDGE Promise
2PAC /K-CI & JOJO How Do U Want It
KING DREAM CHORUS King Holiday
MUSIQ Just Friends (Sunny)
LIL BOW WOW Bow Wow (That's My Name)
PROFYLE Liar
MASE What You Want
AVANT My First Love
NAS If I Ruled The World

4pm

MUSIQ Just Friends (Sunny)
JOE Stutter
R. KELLY I Wish
MAXWELL Get To Know Ya
CARL THOMAS Emotional
LL COOL J Around The Way Girl
MASTER P Bout Dat
SISQO Incomplete
JA RULE /C. MILIAN Between Me And You
JILL SCOTT A Long Walk
KOFFEE BROWN After Party

8pm

R. KELLY I Wish
HOT BOYS I Need A Hot Girl
DR. DRE... Xxplosive
CARL THOMAS Emotional
BLACK ROB Whoa!
PUBLIC ANNOUNCEMENT Mamacita
PROJECT PAT Chicken Head
MYSTIKAL /NIVEA Danger (Been So Long)
LIL' ZANE None Tonight
JON B Don't Talk
MASTER P Bout Dat
OUTKAST Ms. Jackson

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

MARKET #1

WBL/Philadelphia
Clear Channel
(215) 447-1000
Bliss/Daughtry
12c Cum: 1,555,800



PLAYS

LW	ARTIST/TITLE	GI (888)
51	50	51
52	53	54
55	56	57
58	59	60
61	62	63
64	65	66
67	68	69
70	71	72
73	74	75
76	77	78
79	80	81
82	83	84
85	86	87
88	89	90
91	92	93
94	95	96
97	98	99
100	101	102

MARKET #2

KKBT/Los Angeles
Radio One
(323) 634-1900
Bliss/Daughtry
12c Cum: 1,177,800



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #3

WGCI/Chicago
Clear Channel
(312) 986-6900
Bliss/Daughtry
12c Cum: 912,600



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #5

WPHI/Philadelphia
Radio One
(215) 684-9400
Bliss/Daughtry
12c Cum: 617,800



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #5

WUSL/Philadelphia
Clear Channel
(215) 463-9300
Bliss/Daughtry
12c Cum: 764,600



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #6

KRFB/Dallas-Ft. Worth
Radio One
(214) 521-4661
Johnson/Kelly
12c Cum: 235,500



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #6

KKDA/Dallas-Ft. Worth
Service
(972) 263-9911
Cheatham
12c Cum: 518,300



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #7

WDTJ/Detroit
Radio One
(313) 259-2000
Spud
12c Cum: 479,100



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #7

WJLB/Detroit
Clear Channel
(313) 965-2000
Saunders/Kelly
12c Cum: 375,000



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #8

WBOT/Boston
Radio One
(617) 427-2222
Martinez
12c Cum: 247,100



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #9

WKYS/Washington, DC
Radio One
(301) 306-1111
Huckaby/Lisa
12c Cum: 695,300



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #11

WHTA/Atlanta
Radio One
(404) 765-9750
Cameron/Debraux
12c Cum: 374,300



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #11

WVEE/Atlanta
Infinity
(404) 898-8900
Brown/Love
12c Cum: 616,100



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #12

WEDR/Miami
Cox
(305) 623-7711
Hollywood
12c Cum: 687,000



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #13

KATZ/St. Louis
Clear Channel
(314) 692-5108
Alams/Antony/Deja Vu
12c Cum: 241,700



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #19

WFUN/St. Louis
Radio One
(314) 812-2759
Fox
12c Cum: 12,200



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #21

WTPM/Tampa
Tampa
(813) 620-1300
Steele/Moore
12c Cum: 94,200



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #22

WAMO/Pittsburgh
Sheridan
(412) 471-2181
Alams/Lee/DJ Boogie
12c Cum: 211,600



PLAYS

LW	ARTIST/TITLE	GI (888)
51	52	53
54	55	56
57	58	59
60	61	62
63	64	65
66	67	68
69	70	71
72	73	74
75	76	77
78	79	80
81	82	83
84	85	86
87	88	89
90	91	92
93	94	95
96	97	98
99	100	101
102	103	104

MARKET #24

WFNZ/Cleveland
Radio One
(216) 579-1111
Panton/Sybil
12

R&R Urban AC Top 30

January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	AVANT My First Love (Magic Johnson/MCA)	874	-91	131074	17	35/0
3	2	CARL THOMAS Emotional (Bad Boy/Arista)	780	+55	113452	12	37/1
2	3	DAVE HOLLISTER One Woman Man (Def Squad/DreamWorks)	766	+22	118244	11	40/1
6	4	TAMIA Stranger In My House (Elektra/EEG)	704	+16	113824	10	40/0
5	5	BABYFACE Reason For Breathing (Arista/Epic)	693	-19	79306	10	37/0
4	6	SADE By Your Side (Epic)	652	-67	71481	15	37/0
9	7	R. KELLY I Wish (Jive)	582	+5	75756	15	32/0
7	8	CHARLIE WILSON Without You (Major Hits)	578	-18	84843	20	32/0
8	9	YOLANDA ADAMS Open My Heart (Elektra/EEG)	573	-12	91564	36	33/0
10	10	MUSIQ Just Friends (Sunny) (Def Soul/IDJMG)	562	+7	92458	8	32/3
11	11	PRU Candles (Capitol)	525	+28	51162	12	29/1
13	12	ERYKAH BADU Didn't Cha Know (Motown)	520	+101	84297	5	32/1
12	13	BOYZ II MEN Thank You In Advance (Universal)	468	+9	47853	9	31/2
17	14	JOE F/MYSTIKAL Stutter (Jive)	426	+72	59107	5	25/0
14	15	RACHELLE FERRELL I Forgive You (Capitol)	409	+20	40844	6	31/1
Breaker	16	JILL SCOTT A Long Walk (Hidden Beach/Epic)	373	+95	84950	3	19/3
15	17	KELLY PRICE You Should've Told Me (T-Neck/Def Soul/IDJMG)	355	-24	60188	18	22/0
16	18	JILL SCOTT Gettin' In The Way (Hidden Beach/Epic)	344	-32	53264	21	29/0
22	19	JESSE POWELL If I (Silas/MCA)	310	+41	47813	4	28/3
19	20	SISQO Incomplete (Dragon/Def Soul/IDJMG)	299	+11	54780	28	23/0
24	21	INCOGNITO F/MAYSA Change (Talkin Loud/Blue Thumb/VMG)	266	+40	24483	7	21/1
20	22	WYCLEF JEAN F/MARY J. BLIGE 911 (Ruffhouse/Columbia)	256	-22	44031	12	18/0
25	23	SPOOKS Sweet Revenge (Antra/Artemis)	255	+34	39964	3	16/0
23	24	JAMIE HAWKINS Lost My Mind (Monami/EEG)	252	+19	34691	3	17/0
18	25	TONI BRAXTON Spanish Guitar (LaFace/Arista)	225	-64	17895	9	21/0
29	26	DAMITA Won't Be Afraid (Atlantic)	216	+36	17633	2	21/1
26	27	JAGGED EDGE Promise (So So Def/Columbia)	215	+18	52589	2	15/3
30	28	JAHEIM Could It Be (Divine Mil/WB)	206	+36	36251	2	18/3
Debut	29	TANK Maybe I Deserve (BlackGround)	204	+37	14263	1	12/1
Debut	30	BEBE WINANS Tonight, Tonight (Motown)	179	+29	28753	1	18/2

Most Added

ARTIST TITLE LABEL(S)	ADDS
YOLANDA ADAMS I Believe I Can Fly (Elektra/EEG)	23
CHANTE' MOORE Bitter (Silas/MCA)	18
WALTER BEASLEY I Wanna Know (Shanachie)	10
JON B Don't Talk (Edmonds/Epic)	4
MUSIQ Just Friends (Sunny) (Def Soul/IDJMG)	3
JESSE POWELL If I (Silas/MCA)	3
JILL SCOTT A Long Walk (Hidden Beach/Epic)	3
JAHEIM Could It Be (Divine Mil/WB)	3
JAGGED EDGE Promise (So So Def/Columbia)	3
MR. C THE SLIDE MAN Cha-Cha Slide (Universal)	3

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ERYKAH BADU Didn't Cha Know (Motown)	+101
JILL SCOTT A Long Walk (Hidden Beach/Epic)	+95
JOE F/MYSTIKAL Stutter (Jive)	+72
MAXWELL Get To Know Ya (Columbia)	+70
RUFF ENDZ No More (Epic)	+57
CARL THOMAS Emotional (Bad Boy/Arista)	+55
JESSE POWELL If I (Silas/MCA)	+41
KOFFEE BROWN After Party (Arista)	+41
INCOGNITO F/MAYSA Change (Talkin Loud/Blue Thumb/VMG)	+40
TANK Maybe I Deserve (BlackGround)	+37

40 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 1/14-Saturday 1/20. 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 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

BRENT JONES & T.P. MOBB Good Time (Holy Roller)

Total Plays: 163, Total Stations: 13, Adds: 0

MR. C THE SLIDE MAN Cha-Cha Slide (Universal)

Total Plays: 146, Total Stations: 8, Adds: 3

NO QUESTION If You Really Wanna Go (Ruffnation/WB)

Total Plays: 129, Total Stations: 10, Adds: 0

KOFFEE BROWN After Party (Arista)

Total Plays: 118, Total Stations: 8, Adds: 2

BRENDA RUSSELL Something About Your Love (Hidden Beach/Epic)

Total Plays: 109, Total Stations: 13, Adds: 0

JERSEY AVE. Beautiful Girl (MCA)

Total Plays: 109, Total Stations: 11, Adds: 1

CHAKA KHAN Have A Little Faith (Antra/Artemis)

Total Plays: 107, Total Stations: 14, Adds: 0

BRAND NEW HEAVIES Finish What You Started (Delicious Vinyl)

Total Plays: 86, Total Stations: 6, Adds: 0

DESTINY'S CHILD Independent Women Pt. 1 (Columbia)

Total Plays: 82, Total Stations: 4, Adds: 0

EVERETTE HARP I Can't Take It Anymore (Blue Note)

Total Plays: 74, Total Stations: 5, Adds: 0

DESMOND PRINGLE With Arms Wide Open (Tommy Boy)

Total Plays: 67, Total Stations: 10, Adds: 1

Songs ranked by total plays

Breakers.

JILL SCOTT

A Long Walk (Hidden Beach/Epic)

TOTAL PLAYS/INCREASE 373/95

TOTAL STATIONS/ADDS 19/3

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.

DAVE HOLLISTER



ONE WOMAN MAN

The Album: CHICAGO '85...the movie
In Stores Now!

3 URBAN ADULT

On the way to #1 with your support!

WILD WHUR WWIN WVAZ WDMK
WGPR WHQT WCFB WBAV WQMG
KRNB KMJQ WYLD KJMS WBHK

New Add This Week:
WUKS



music network



www.davehollister.com
www.dreamworksrecords.com

Most Played Recurrents

- TONI BRAXTON Just Be A Man About It (LaFace/Arista)
- ERYKAH BADU Bag Lady (Motown)
- CARL THOMAS I Wish (Bad Boy/Arista)
- DONELL JONES Where I Wanna Be (Untouchables/LaFace/Arista)
- JOE I Wanna Know (Jive)
- JOE Treat Her Like A Lady (Jive)
- ANGIE STONE No More Rain (In This Cloud) (Arista)
- MARY MARY Shackles (Praise You) (Columbia)
- DONELL JONES U Know What's Up (Untouchables/LaFace/Arista)
- BOYZ II MEN Pass You By (Universal)
- MAXWELL Fortunate (Rock Land/Interscope/Columbia)
- TEMPTATIONS Stay (Motown)
- KEVON EDMONDS 24/7 (RCA)
- D'ANGELO Untitled (How Does It Feel?) (Cheeba Sound/Virgin)
- WHITNEY HOUSTON & DEBORAH COX Same Script, Different Cast (Arista)
- ERIC BENET Spend My Life With You (Warner Bros.)
- BRIAN MCKNIGHT Back At One (Motown)
- DEBORAH COX Nobody's Supposed To Be Here (Arista)
- KEVON EDMONDS No Love (I'm Not Used To) (RCA)
- JESSE POWELL You (Silas/MCA)

URBAN AC Going For Adds 1/30/01

- GLADYS KNIGHT If I Were Your Woman Part II (MCA)
- HOUSTON & MICHAEL If I Told You That (Arista)
- HOWARD HEWETT I Found Heaven (Sound International)
- JILL SCOTT A Long Walk (Hidden Beach/Epic)
- RUFF ENDZ I Apologize (Epic)

Register now for Music Meeting, the industry's No. 1 online destination for new music: www.rronline.com



SLOW BURNER, LITERALLY!

When Dombrowski & Glasker recording artist R.C. came by R&R for a visit, it was on! The singer's forthcoming single, "Slo Burn," is an R&B variance ('cause it ain't like the rest of them out there) that is gaining airplay all over the country. Its official add date is Feb. 13. Asst. Urban Editor Tanya O'Quinn thought R.C. would like to experience a little of her "slo burn." The singer/songwriter was rushed to a local burn center just after this pic was taken. Doctors said the second-degree burns to his chest and left big toe will heal promptly.

TUNED-IN URBAN AC

R&R/MEDIABASE 24/7

WAMJ/Atlanta

3am

- SADE By Your Side
- JEFF MAJORS Pretty Little Baby
- PARLIAMENT Tear The Roof Off The Sucker
- KARYN WHITE Superwoman
- BARRY WHITE Can't Get Enough...
- YOLANDA ADAMS Open My Heart
- AL JARREAU We're In This Love Together
- KIRK FRANKLIN Why We Sing
- COMMODORES Zoom
- DAVE HOLLISTER One Woman Man
- LARRY GRAHAM One In A Million You
- FAITH EVANS Love Like This
- BOBBY WOMACK If You're Think You're Lonely...

11am

- ATLANTIC STARR When Love Calls
- R. KELLY I Wish
- PRINCE I Wanna Be Your Lover
- ANITA BAKER You Bring Me Joy
- TYRESE Sweet Lady
- RAY PARKER JR. You Can't Change That
- WHITNEY HOUSTON Exhale (Shoop Shoop)
- AL GREEN You Ought To Be...
- BABYFACE Reason For Breathing
- PATTI LABELLE If You Asked Me To
- NEXT Too Close
- HAROLD MELVIN... Wake Up Everybody
- VESTA WILLIAMS Congratulations

4pm

- BETTY WRIGHT Clean Up Woman
- AVANT Separated
- ANITA BAKER Angel
- EARTH, WIND & FIRE Getaway
- JEFF MAJORS Pretty Little Baby
- MAZE Can't Get Over You
- JANET That's The Way Love Goes
- PEABO BRYSON I'm So Into You
- LUCY PEARL Dance Tonight
- QUINCY JONES... The Secret Garden
- KEVON EDMONDS 24/7
- WAR The Cisco Kid
- STEPHANIE MILLS Feel The Fire
- MAXWELL Ascension (Don't Ever Wonder)

8pm

- BARRY WHITE You're The First...
- KELLY PRICE You Should've Told Me
- AL B. SURE! Nite & Day
- ISLEY BROTHERS Voyage To Atlantis
- DAMITA Won't Be Afraid
- RICK JAMES Mary Jane
- WHITNEY HOUSTON I'm Every Woman
- LAKESIDE Fantastic Voyage
- SADE By Your Side
- ONE WAY Cutie Pie
- K-CI & JOJO Tell Me It's Real
- RUFUS Sweet Thing
- SHALAMAR For The Lover In You

KISS 104.1

WALR/Atlanta

3am

- STEVIE WONDER All I Do
- K-CI & JOJO All My Life
- BETTY WRIGHT Tonight Is The Night
- YOLANDA ADAMS I Believe I Can Fly
- DAZZ BAND Let It Whip
- QUINCY JONES (TAMIA) You Put A Move...
- AL GREEN I'm Still In Love...
- BOYZ II MEN Doin' Just Fine
- ISLEY BROTHERS Between The Sheets
- RACHELLE FERRELL I Forgive You

11am

- MAXWELL This Woman's Work
- LUTHER VANDROSS Never Too Much
- MARVIN GAYE What's Going On
- STAPLE SINGERS Let's Do It Again
- JOE Treat Her Like A Lady
- GAP BAND Early In The Morning
- GERALD LEVERT & EDDIE LEVERT Wind Beneath...
- AVERAGE WHITE BAND Pick Up The Pieces
- DRU HILL We're Not Making Love...
- AL B. SURE! Nite & Day
- D'JAYS Stairway To Heaven

4pm

- MARVIN GAYE Got To Give It Up
- ZHANE' Sending My Love
- ISLEY BROTHERS For The Love Of You
- YOLANDA ADAMS I Believe I Can Fly
- ANITA BAKER Same Ole Love...
- BARRY WHITE Practice What You Preach
- SILK Meeting In My Bedroom
- KING FLOYD Groove Me
- CARL THOMAS I Wish
- FREDDIE JACKSON Have You Ever Loved...
- JANET JACKSON Let's Wait Awhile
- STEVIE WONDER Happy Birthday

8pm

- DAVE HOLLISTER One Woman Man
- PATTI LABELLE If Only You Knew
- BRIAN MCKNIGHT The Only One For Me
- GLADYS KNIGHT... Best Thing That Ever...
- R. KELLY I Wish
- ANITA BAKER No One In The World
- LSG My Body
- KEITH SWEAT How Deep Is Your Love
- JESSE POWELL If I
- THEO Listen To Your Heart
- O'JAYS Hooks In Me
- JEFFREY DSORNE Only Human



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 1/15. © 2001, R&R Inc.



LON HELTON
lhelton@rronline.com

Random Musings On Callout Research

■ Researchers, consultants, programmers and promoters offer their thoughts

The recent debut of Bullseye national callout research in R&R's music pages has prompted lots of conversation on the topic of callout itself.

Jodie Renk, VP/GM of Core Call-Out Research, comments, "National callout can be a great tool for understanding the general trends happening in country music. The differences in local callout vs.



Jodie Renk

national callout come on a song-by-song basis, in terms of what's going to work and what's not.

"Every city has its own unique factors. The Country history of the marketplace, the style of country music the audience is used to hearing and the competitive situation of the marketplace are just some of the things that impact how a song will do with a particular audience. You can't get that from national callout.

"As a general thought, in most circumstances real hits are real hits and real stiffs are real stiffs. The differences are in the middle. What are the good middle records that will help a station, and what are the 'bad' middle records that are just taking up space? Local callout helps you find the middle records that are the most localized for your station and that will have the most impact. And there most certainly are songs that are absolute hits in one place that never get out of the middle of the pack in another. You won't see that in national results."

The Burn Factor

When asked about "burn," or the relative lack thereof, in Country, Renk says, "I think low burn has to do with the fact that Country audiences really love country music. There's a much stronger association and much more exclusive interest in the format than in other formats. AC listeners listen to AC along with CHR/Pop and Classic Rock, for instance. Country partisans are Country partisans. They love the music and their station, and it's so much a part of their lifestyle that they legitimately don't get tired of songs.

"What we see happen is that, instead of showing burn, the passion level drops. Maybe they used to 'love it' and now they just 'like it a lot.' In Country the people's rating of a song comes down, but they don't get to the point of saying, 'I don't want to hear it anymore.'



Charlie Cook

"Burn, as a standalone score, is of very little value. Real burn manifests itself in declining scores. The burn levels in Country don't rise to 35% or 40%, but you can see the scores drop 4.3-4.1-3.9. As burn goes up, passion goes down.

"Watching the overall scores, particularly passion, helps you to better understand what is really going on with a song and is actually a better indication of burn. People become less passionate about records as they move their passion onto something else. The records may still work, but they're just not the power records that they used to be."

In regard to local callout and its use in Country, Renk notes, "Despite consolidation, I have not seen a cutback in callout usage by Country stations. In fact, I've seen more Country stations coming to callout in the last year. We're doing more local Country callout than we've ever done.

"Owners, managers and PDs realize that it's an opportunity to optimize listening, especially in markets with one Country station. It's important for stations trying to come up with a budget for local callout to realize that they don't have to do it every week. Unless you're rotating songs 50 to 60 to 70 times a week, you can do local callout every other week."

Not A 'Dolly Madison' Approach

Consultant **Keith Hill** says that callout scores can't answer the question of whether or not to play a record. However, "They can tell you which records are not performing very well," he says. "They will also give you a reason to either slow down the rotations on a record or to eliminate it from airplay."

The fundamentals of callout music research are different from what Hill refers to as "Dolly Madison" research. "In that type of test, you want people to take a bite of the cake and



Bill Macky

then tell you if they want to eat more," he explains. "With music callout, you don't want them to judge the hook. You want them to hear the hook and say, 'Yeah, I know that song,' and then tell you what they think of it.

"For our purposes, it's important that they respond to the stimulus of the hook. Playing the hook is just quicker than playing the entire song to get people to respond. Remember that callout doesn't begin to be effective until a song has been played 100 to 150 times. Otherwise, the familiarity isn't high enough for people to respond to the song. And until you have familiarity, research isn't as valid as you want it to be."

"National research can be a great tool. While there are some geographic things that can come into play — the Northeast generally doesn't grade twang very well, and Louisiana is in its own world and votes on sounds differently — national callout can be a pretty good indicator of general trends, especially in the absence of local callout.

"I'd estimate that at least 90% of the time local callout would show the same results that national callout shows. Of course, there are some dynamics that would change that, such as any particular regionalism or if a station has played a song dramatically more or less than the sampled stations."

When asked for his theory on burn and Country, Hill notes, "CHR bangs out records with 2 1/2 hour turns, so it's going to have faster burn. Plus, pop records get multiformat play, and they get collateral play from TV and clubs, all of which creates more impressions more quickly."

Solid Comparisons

Westwood One VP/GM and veteran programmer **Charlie Cook** praises the advantages of using Bullseye's website (www.bullseye.com) and the ability to pull out individual regions.



Carson James

"PDs can look at how their region compares to the national picture, and those comparisons are pretty interesting when it comes to country," he says.

"You can usually get solid comparisons, because national research yields results that blanket the country with most songs — rarely is a song a hit in just one region. Also, songs are pretty much in medium or power rotation at stations all around the country at about the same time, which helps provide a truer picture of a song's popularity, because the familiarity is consistent across the regions.

"Keep track of how songs are testing in your specific region. After some time a PD can get a feel of whether or not the national outlook is consistent with what's going on in his or her region. When there's a close correlation, a PD can feel confident about using the national results found in R&R for a quick overview of how songs are doing."

Serious Information

"In fact, the addition of Bullseye national callout to the information already in R&R provides a true picture of what is actually being played and what is a hit," Cook continues. "A PD can sit down and study three pages in R&R — the top 50 chart based on actual airplay from Mediabase, the Indicator chart and, now, Bullseye Callout Research — and determine, even for his or her own market, what music is going to be right.

"Is it going to be 100% accurate? Maybe not. But with a little gut and knowing his or her individual audience, a PD can get pretty darn close using those three pages. It's not something that can be done in 45 minutes, but take a morning and look at the Most Increased Plays and Points and the Most Added from the chart page; look at the 'Total Positives' and 'Like A Lot' categories from the Bullseye page. That's a serious amount of information that you can use."

When asked for his thoughts on burn, Cook comments, "It's hard to pay much attention to burn, because there isn't any. It really doesn't bother me that there's no burn, although it does raise the issue of how come there is none.

"Look at R&R's Callout America research in the CHR section, and you see songs that have 40% burn. It makes me wonder if we're still going through music too quickly. Or is it just that the music we're playing has such a vanilla feel to it that nothing burns? We could quadruple the burn figures we're seeing in the research and still not have a problem."

"Any time we take 'meat' to radio, it must be in three or four portions. It must come in multiple doses. One story does not a record make."

Carson James

Records And Research

Radio programmers aren't the only folks using callout research these days. The last few years have seen label promotion executives delve into the callout depths as well. It's probably not a coincidence that two of the foremost users are former radio programmers.

MCA/Nashville VP/Promotion **Bill Macky** explains MCA's reasons for purchasing callout research. "We have to be able to speak radio's language," he says. "We use callout as part of our efforts to show them that the music we're pitching to them is legitimate. We use it to tell our records' stories.

"When we have a record that perhaps isn't working, we're able to use the research to show artist management what the masses are saying; we can give them some perspective as to why a particular record may not be working. It goes without saying that when we release a single, we all believe it has the potential to go to the top of the charts and to sell a lot of CDs. When that doesn't happen, we have to tell people why."

Testing Singles

"We also use callout in making decisions about singles," Macky continues. "We may have an upcoming single that is sonically similar to something previously released. We can look at the previous record's research and see how it did. If it didn't work in the past, and if it didn't test well, it may cause us to rethink what we were going to do.

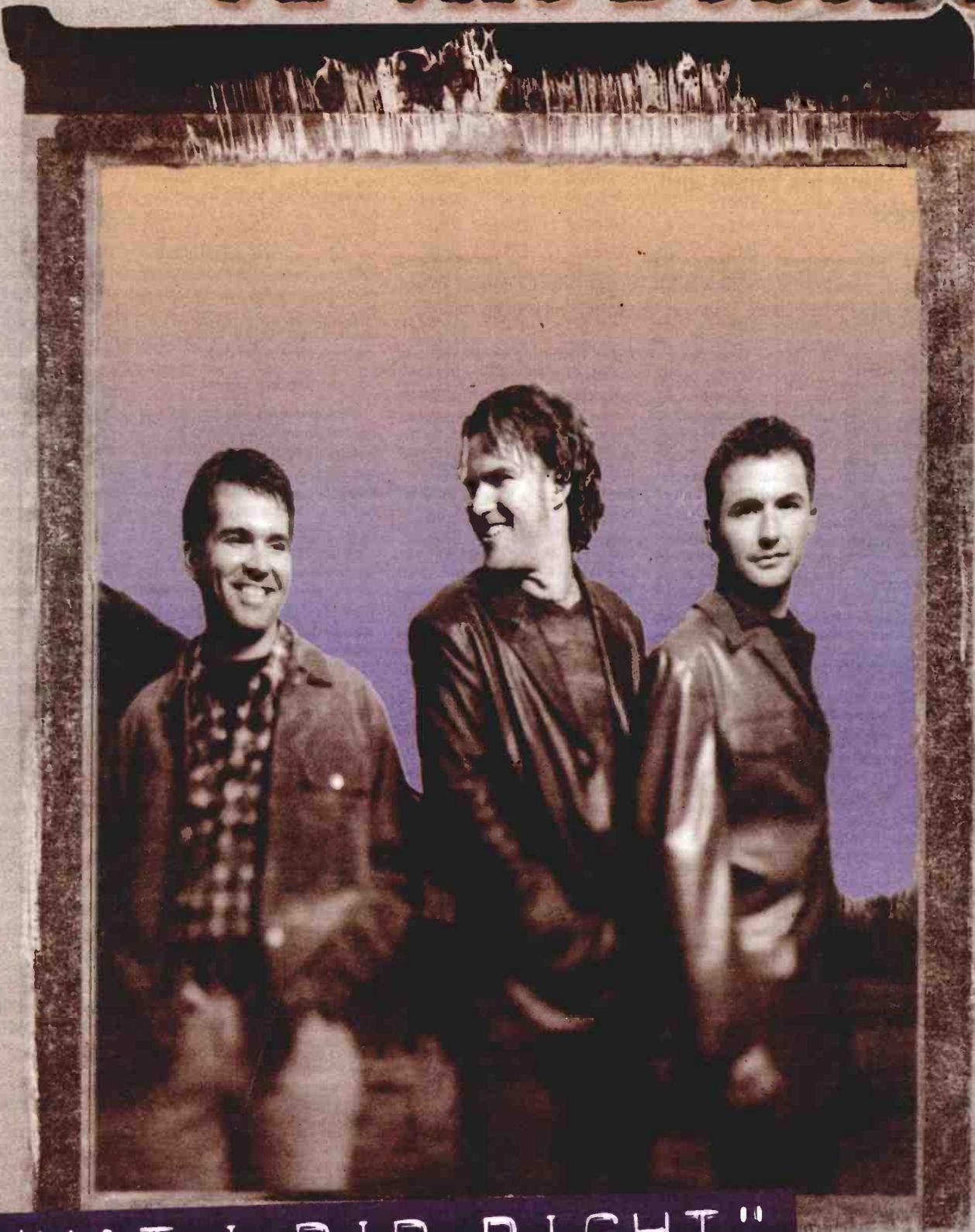
"We've tried pretesting records by having consumers listen to them and tell us what they think, but it's a tool that we found radio wasn't really interested in. If you can't get a record on the air because the PD or MD doesn't like it, it really doesn't make any difference what the public thinks about the song. Thus, it didn't make any difference what the pretesting research said."

Macky adds that MCA also uses callout research to make promotion decisions. "When we see a record testing well and starting to receive positive scores, we'll fight for it at radio," he says. "And when we see a record that isn't testing, we'll get off it. We know we could keep after it and beat people up to get another five or 10 chart positions, but if the research just isn't there, why keep working a stiff?"

"Callout research is a good tool as long as it's a portion of the decision-

Continued on Page 77

Sons of the Desert



“WHAT I DID RIGHT”

The new single from the album “Change”

MCA
NASHVILLE

Airplay Now



CALVIN GILBERT

gilbert@ronline.com

Leading The 'Label Of The Decade'

■ Bruce Hinton talks about his career and MCA/Nashville's success

Now entering his 17th year in a leadership position at MCA/Nashville, Chairman Bruce Hinton laughs loudly when asked if he's aware of rumors that retirement is in his future.

"It's a rumor I never started," Hinton tells R&R. "Last summer I re-signed to another long-term deal, so I guess that's the best way to answer that."

Dating back to its origins as Decca Records, MCA has been one of the cornerstone Nashville country labels. Thanks in large part to an artist roster that includes

George Strait, Reba McEntire, Vince Gill and Trisha Yearwood, MCA's chart action made it R&R's Country Label of the Year for the entire decade of the '90s. On the morning of celebrating MCA/Nashville's status as "Label of the Decade" with a private party at the new Country Music Hall of Fame, Hinton and MCA/Nashville President Tony Brown — whose A&R acumen has helped guide the label's success since 1984 — spoke to us. Next week's R&R will feature our conversation with Brown. This week Hinton offers his explanation of MCA's impressive track record along with some observations about the overall state of the industry.

Getting Started

Back in the '60s Hinton was promoting such singles as Dean Martin's "Everybody Loves Somebody," Petula Clark's "Downtown" and The Kinks' "You Really Got Me." After landing his first corporate job in 1960 at Warner Bros./New York, Hinton ascended to Manager/National Promotion for Warner/Reprise in the company's West Coast office. "That was really a fun era for music," Hinton says. "What I loved about the music then is that it wasn't categorized."



Bruce Hinton

In 1965 he joined Columbia Records, serving first as Manager/Western Promotion and then as Director of CBS' Custom Label Distribution in New York. The division included several smaller labels, including Date, Immediate and Ode.

"It was mainly English rock 'n' roll releases that, for one reason or another, didn't get picked up by Epic or Columbia," Hinton says. "It was a grand experience working for a huge corporation in New York City and learning how that whole culture worked. It has served me well ever since. At the time Warner Bros., relatively speaking, was still a small record company."

After returning to L.A. in 1967, Hinton joined producer Jimmy Bowen at Amos Productions and later teamed with Peter Svendsen to form Hinton/Svendsen Promotions, which was the first national independent promotion firm that also specialized in Country radio. "One of the reasons I could work both country and rock 'n' roll is that there weren't that many Country stations in the western United States," Hinton explains.

"What would be considered to be extremely on the edge of country then would today be totally traditional. I worked the first Don Williams album on JMI. I remember taking that around to anyone who would listen. They'd say, 'I don't think that's traditional enough.'"

The Move To Nashville

Hinton/Svendsen had a breakthrough after becoming involved in a Country radio campaign for the Clint Eastwood film *Every Which Way but*

Loose. Explaining the perception in Los Angeles, Hinton says, "Country radio stations were definitely the stepchild. They never got the advertising. They never got the premieres. We basically came up with a concept of how to bring Country radio to the forefront for consumer promotions and advertising."

Around the same time Hinton and future Warner Bros./Nashville President Jim Ed Norman formed Hin-Jen Productions, and Hinton finally moved to Nashville in 1984. By that time Bowen was MCA/Nashville's President, and Hinton joined his friend as the label's Sr. VP/GM. Explaining why he hadn't moved to Nashville before then, Hinton says, "Very candidly, at that point in time the money wasn't enticing enough for any position in Nashville at all."

"As country music was a stepchild in a lot of places, so it was with the labels. The executive pay structure was much better in New York and L.A. than it was in Nashville. There was no financial incentive. I really have to credit [former MCA Records chief] Irving Azoff with getting the Nashville pay scale more on an equal playing field with New York and L.A."

Artist-Based Philosophy

When Bowen exited MCA/Nashville in 1989, Hinton was promoted to President. Hinton and Tony Brown were forced to make some tough decisions in order to move the division into the '90s. One of the toughest was trimming the label's roster, which then included no fewer than 46 acts.

"Tony and I felt, philosophically, that you couldn't do a good job on anyone with that many acts," Hinton says. "Our call was to get the roster down to a manageable level so we could do right by the artists. That took some time, because you can't just assess and then cut and run overnight. Within about two years we had it down to about 20 acts. We always wanted it to be in the teens. In fact, today our roster is only 15."

Noting another goal, Hinton says, "We wanted to say to Country radio and to the retail accounts, 'We're seriously committed to this artist. We're not going to just throw another record

"We wanted to say to Country radio and to the retail accounts, 'We're seriously committed to this artist. We're not going to just throw another record out there. We're in this for the long haul.' It's an artist-based philosophy."

out there. We're in this for the long haul.' It's an artist-based philosophy, but none of it would have worked if we didn't have a manageable roster. With a smaller roster we could deliver on our promises. Of course, when you first get started, be it accounts or radio, they have to see by example that you're really going to do it."

Signing Talent

Throughout the country boom of the '90s the artistic integrity of MCA's country division commanded the respect of radio, retail and Nashville at large. "We were never about signing hat acts," Hinton says. "We were never about following trends. We were just looking for artists who seemed incredibly special to us. We were always about signing the most talented people and then trying to figure out where we'd go with them and what we'd do."

Citing Lyle Lovett as an example, Hinton says, "His music was falling through the cracks from the day we signed him, but we were willing to do battle to change that, because he's such a phenomenal talent. Even today, we've got Allison Moorer. That's a project we're very, very proud of. That's one of the best albums of the year."

Considering the downturn in country sales, has MCA been under greater pressure to jump on trends just to add to the bottom line financially? Hinton says, "It was true 12 years ago, and it's true now: If something doesn't blow us away, we can't get excited about it. George Strait, over the course of his long career, has had an untold number of hit songs presented to him that he didn't record because he knew they weren't right for him."

"He has an incredible sense of what material is right for him. I guess, in a way, we've felt the same way about the artists we've put on the roster. We could see where some artists might have a certain amount of radio success, but we just didn't see them as something that would work within our group."

Some Observations

When asked for his perception of the current landscape at Country radio, Hinton says, "Deregulation, which led to clusters in any given market, has reduced Country's competitive edge in many cases. If a Country station loses a point or two now — and the Hot AC station across the hall picks up that difference — it's not the end of the world for the corporation."

"Prior to deregulation, in any given

market the Country station was probably the only thing the company owned. If the station had a dip in the ratings, the company had to buy billboards and do incredible campaigns and promotions to get the ratings back, because it had no other way to go at it. Today, there are other ways to make sure the advertising stream keeps coming through the cluster. Broadcasting groups are doing incredibly well, but there's not that individual competitive edge that there used to be, where 'It's us or the other stations.' In a lot of markets there are two big clusters — and that's it."

As for the record industry, Hinton says, "I think we're in a transition period. For Nashville labels to continue to be successful in the climate as we know it now, they are going to have to be diverse in the kind of artists they sign and where they take them. For example, I brought Alecia Elliot to the company."

"She came to me when she was 12. We signed her at 15, and she just turned 18. We need to be an A&R resource for the entire corporation. In the case of Alecia, she's a young, pop-flavored, Muscle Shoals kind of artist who we hope will work for all formats. She has her own television show, *Alecia*, which starts on NBC next June."

"I think that exemplifies what labels are going to have to do. It's going to have to be more than signing country artists. We're going to have to find ways to get the business activity to generate the income that our companies ask of us. As an A&R resource, we'll be partnering with our pop labels in New York and Los Angeles. We just want to sign great talent."

What does Hinton see as the reasons for MCA's continued success? "Being able to find great talent, nurturing it and then slamming it all the way home — because we've got a phenomenal staff that can get the job done," he replies. "With that, I like to think that everything we do as a label is done with class and integrity. I think that's our reputation, and nothing pleases me more than when I get that kind of feedback."

After four decades in the music business Hinton insists that he's enjoying his work as much as ever. "But the fun is never based on a particular era," he says. "For me, it's always based on what artist is breaking and what role you can play in that. At the moment Lee Ann Womack is breaking to another level of becoming a superstar. I'm involved in helping that process every minute of every day, and that's where I get my jollies."

"Broadcasting groups are doing incredibly well, but there's not that individual competitive edge that there used to be, where 'It's us or the other stations.' In a lot of markets there are two big clusters — and that's it."

January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS TW	TOTAL PLAYS TW	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	DIXIE CHICKS Without You (Monument)	25381	4943	588816	20	146/0
4	2	LONESTAR Tell Her (BNA)	24247	4861	549555	17	145/0
6	3	JO DEE MESSINA Burn (Curb)	23101	4646	519084	14	144/1
2	4	TIM MCGRAW My Next Thirty Years (Curb)	23030	4434	539285	20	144/0
5	5	JAMIE O'NEAL There Is No Arizona (Mercury)	23003	4617	521259	22	144/1
7	6	LEE ANN WOMACK Ashes By Now (MCA)	22437	4425	515171	15	145/0
3	7	SARA EVANS Born To Fly (RCA)	22388	4325	523714	28	145/0
10	8	TOBY KEITH You Shouldn't Kiss Me Like... (DreamWorks)	21605	4198	505413	12	145/2
9	9	KEITH URBAN But For The Grace Of God (Capitol)	21206	4275	475196	13	142/2
11	10	GARTH BROOKS Wild Horses (Capitol)	18532	3714	419376	8	141/0
12	11	RASCAL FLATTS This Everyday Love (Lyric Street)	17661	3510	403737	18	138/0
14	12	DIAMOND RIO One More Day (Arista)	17281	3412	397802	11	141/4
13	13	DARRYL WORLEY A Good Day To Run (DreamWorks)	15394	3120	343271	15	138/0
15	14	JESSICA ANDREWS Who I Am (DreamWorks)	15359	2927	369959	9	137/4
17	15	ALABAMA When It All Goes South (RCA)	13856	2871	300164	12	137/5
19	16	GEORGE STRAIT Don't Make Me Come Over There (MCA)	13051	2564	301062	6	129/4
22	17	FAITH HILL If My Heart Had Wings (Warner Bros.)	12814	2510	297961	3	136/9
18	18	SHEDAISY Lucky 4 You (Tonight I'm...) (Lyric Street)	12647	2574	281358	12	131/1
20	19	ANDY GRIGGS You Made Me That Way (RCA)	12026	2456	265445	15	131/0
16	20	CLARK FAMILY EXPERIENCE (Meanwhile) Back At... (Curb)	11213	2244	253167	20	132/0
21	21	WARREN BROTHERS Move On (BNA)	10002	2075	217828	13	127/3
23	22	TIM RUSHLOW She Misses Him (Atlantic)	8842	1752	201035	11	112/8
24	23	CAROLYN DAWN JOHNSON Georgid (Arista)	8448	1789	178676	16	120/2
27	24	MARTINA MCBRIDE It's My Time (RCA)	8206	1643	184471	4	113/7
25	25	DWIGHT YOAKAM What Do You Know About Love (Reprise/WB)	7696	1540	177133	15	106/1
26	26	TRICK PONY Pour Me (H2E/WB)	7449	1561	158309	11	101/7
33	27	TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	6009	1146	146519	3	100/13
32	28	PAM TILLIS Please (Arista)	5293	1074	117727	5	85/6
28	29	BILLY GILMAN Oklahoma (Epic)	5129	1028	115917	13	94/1
31	30	GARY ALLAN Right Where I Need To Be (MCA)	5077	1067	110789	16	78/3
Breaker	31	ERIC HEATHERLY Wrong Five O'Clock (Mercury)	4985	1013	111105	10	87/5
35	32	STEVE HOLY The Hunger (Curb)	4189	889	86828	8	96/5
34	33	TIM MCGRAW Things Change (Curb)	3768	695	93087	11	31/0
37	34	KINLEYS I'm In (Epic)	3414	744	70248	10	70/2
36	35	MARSHALL DYLLON Live It Up (Dreamcatcher)	3381	730	69323	14	64/0
39	36	PATTY LOVELESS The Last Thing On My Mind (Epic)	3232	667	70518	3	69/6
38	37	CHALEE TENNISON Go Back (Asylum/WB)	3002	677	59273	7	65/1
44	38	AARON TIPPIN People Like Us (Lyric Street)	2769	582	59317	3	58/15
45	39	KENNY CHESNEY Don't Happen Twice (BNA)	2693	485	70342	2	51/23
43	40	VINCE GILL Shoot Straight From Your Heart (MCA)	2144	448	47389	2	47/9
Debut	41	JOHN MICHAEL MONTGOMERY That's What I Like About... (Atlantic)	1866	365	43136	1	30/5
42	42	SAWYER BROWN Looking For Love (Curb)	1836	399	37312	3	41/2
41	43	MINDY MCCREADY Scream (Capitol)	1690	343	37697	6	44/0
Debut	44	CLAY DAVIDSON Sometimes (Virgin)	1689	362	35299	1	59/20
50	45	PHIL VASSAR Rose Bouquet (Arista)	1601	323	35863	3	60/46
48	46	BILLY RAY CYRUS Burn Down The Trailer Park (Monument)	1596	315	36688	2	36/11
Debut	47	MARK MCGUINN Mrs. Steven Rudy (VFR)	1390	234	36941	1	12/4
Debut	48	KENNY ROGERS There You Go Again (Dreamcatcher)	1374	284	30739	1	49/12
46	49	DIXIE CHICKS Sin Wagon (Monument)	1168	232	26509	11	5/0
Debut	50	MEREDITH EDWARDS A Rose Is A Rose (Mercury)	1127	217	27132	1	32/11

Most Added

ARTIST TITLE LABEL(S)	ADDS
PHIL VASSAR Rose Bouquet (Arista)	46
KENNY CHESNEY Don't Happen Twice (BNA)	23
CLAY DAVIDSON Sometimes (Virgin)	20
SONS OF THE DESERT What I Did Right (MCA)	18
AARON TIPPIN People Like Us (Lyric Street)	15
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	13
KENNY ROGERS There You Go Again (Dreamcatcher)	12
BILLY RAY CYRUS Burn Down The Trailer Park (Monument)	11
MEREDITH EDWARDS A Rose Is A Rose (Mercury)	11
FAITH HILL If My Heart Had Wings (Warner Bros.)	9
VINCE GILL Shoot Straight From Your Heart (MCA)	9

Most Increased Points

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
FAITH HILL If My Heart Had Wings (Warner Bros.)	+3411
TOBY KEITH You Shouldn't Kiss Me... (DreamWorks)	+2608
DIAMOND RIO One More Day (Arista)	+2157
MARTINA MCBRIDE It's My Time (RCA)	+1883
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	+1814
KEITH URBAN But For The Grace Of God (Capitol)	+1595
LEE ANN WOMACK Ashes By Now (MCA)	+1582
JO DEE MESSINA Burn (Curb)	+1545
AARON TIPPIN People Like Us (Lyric Street)	+1306
KENNY CHESNEY Don't Happen Twice (BNA)	+1288
JAMIE O'NEAL There Is No Arizona (Mercury)	+1281
JESSICA ANDREWS Who I Am (DreamWorks)	+1131
TRICK PONY Pour Me (H2E/WB)	+1112
TIM RUSHLOW She Misses Him (Atlantic)	+970
PAM TILLIS Please (Arista)	+953

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FAITH HILL If My Heart Had Wings (Warner Bros.)	+674
TOBY KEITH You Shouldn't Kiss Me... (DreamWorks)	+518
DIAMOND RIO One More Day (Arista)	+434
MARTINA MCBRIDE It's My Time (RCA)	+393
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	+362
KEITH URBAN But For The Grace Of God (Capitol)	+334
JO DEE MESSINA Burn (Curb)	+331
LEE ANN WOMACK Ashes By Now (MCA)	+305
AARON TIPPIN People Like Us (Lyric Street)	+276
JAMIE O'NEAL There Is No Arizona (Mercury)	+263

Breakers.

ERIC HEATHERLY
Wrong Five O'Clock (Mercury)
60% of our reporters on it (87 stations)
5 Adds • Moves 29 - 31

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 Points/Plays lists the songs with the greatest week-to-week increases in total Points/Plays.

146 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 1/14-Saturday 1/20. 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/plays 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 2001, The Arbitron Company). © 2001, R&R Inc.



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R&R Country Indicator™

January 26, 2001

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
ALABAMA When It All Goes South (RCA)	36/0	2772	841	0	2	5	16	13	0
GARY ALLAN Right Where I Need To Be (MCA)	28/2	1225	395	0	0	1	6	12	9
JESSICA ANDREWS Who I Am (DreamWorks)	38/1	2722	837	0	1	2	22	12	1
GARTH BROOKS Wild Horses (Capitol)	38/0	3368	1048	1	4	9	19	4	1
CLARK FAMILY... (Meanwhile) Back... (Curb)	32/0	2238	682	0	1	4	13	11	3
NEAL COTY Legacy (Mercury)	6/0	199	63	0	0	0	0	6	0
DIXIE CHICKS Without You (Monument)	36/0	3540	1086	1	5	18	3	7	2
BILLY RAY CYRUS Burn Down The... (Monument)	6/2	163	48	0	0	0	0	3	3
CLAY DAVIDSON Sometimes (Virgin)	8/3	247	72	0	0	0	0	4	4
MEREDITH EDWARDS A Rose Is A Rose (Mercury)	5/1	151	43	0	0	0	0	2	3
TYLER ENGLAND I Drove Her To Dallas (Capitol)	2/0	87	30	0	0	0	0	2	0
MARSHALL DYLLON Live It Up (DreamCatcher)	9/0	335	89	0	0	0	0	6	3
SARA EVANS Born To Fly (RCA)	35/0	3710	1136	1	8	16	4	4	2
VINCE GILL Shoot Straight From Your Heart (MCA)	27/4	1057	332	0	0	0	3	18	6
BILLY GILMAN Oklahoma (Epic)	15/0	727	230	0	0	1	3	8	3
ANDY GRIGGS You Made Me That Way (RCA)	35/0	2445	759	0	2	3	16	13	1
ERIC HEATHERLY Wrong Five O'Clock (Mercury)	20/2	878	267	0	0	0	5	11	4
STEVE HOLY The Hunger (Curb)	17/0	882	251	0	0	1	4	10	2
CAROLYN DAWN JOHNSON Georgia (Arista)	29/4	1423	451	0	1	1	8	13	6
JOLIE & THE WANTED Boom (DreamWorks)	6/2	114	36	0	0	0	0	2	4
TOBY KEITH You Shouldn't Kiss Me... (DreamWorks)	38/0	3863	1189	2	4	15	16	1	0
KINLEYS I'm In (Epic)	9/1	392	119	0	0	0	3	4	2
LONESTAR Tell Her (BNA)	37/0	4295	1321	1	5	27	3	0	1
PATTY LOVELESS The Last Thing On My Mind (Epic)	26/6	876	265	0	0	0	1	17	8
MARTINA MCBRIDE It's My Time (RCA)	35/2	1881	583	0	0	0	13	18	4
MINDY MCCREARY Scream (Capitol)	8/0	249	76	0	0	0	0	6	2
TIM MCGRAW My Next Thirty Years (Curb)	31/0	2799	872	1	2	14	5	8	1
JOHN M. MONTGOMERY That's What I... (Atlantic)	21/4	802	262	0	0	0	4	11	6
MONTGOMERY GENTRY She Couldn't... (Columbia)	1/1	68	18	0	0	0	0	1	0
JAMIE O'NEAL There Is No Arizona (Mercury)	38/0	4096	1277	2	4	23	4	5	0
RASCAL FLATTS This Everyday Love (Lyric Street)	38/0	3465	1076	2	1	13	16	6	0
COLLIN RAYE She's All That (Epic)	16/0	699	221	0	0	0	3	10	3
KENNY ROGERS There You Go Again (DreamCatcher)	4/2	84	22	0	0	0	0	1	3
TIM RUSHLOW She Misses Him (Atlantic)	30/4	1588	482	0	1	0	8	16	5
SAWYER BROWN Looking For Love (Curb)	17/0	716	215	0	0	0	2	11	4
SHEDAISY Lucky 4 You... (Lyric Street)	36/0	2284	715	0	1	1	17	13	4
SONS OF THE DESERT What I Did Right (MCA)	4/2	118	33	0	0	0	0	2	2
GEORGE STRAIT Don't Make Me Come... (MCA)	37/0	2771	860	1	3	1	19	13	0
CHALEE TENNISON Go Back (Asylum/WB)	18/1	706	207	0	0	0	1	13	4
PAM TILLIS Please (Arista)	26/1	1094	351	0	0	1	3	16	6
TRICK PONY Pour Me (H2E/WB)	27/0	1364	429	0	0	0	9	12	6
TRAVIS TRITT It's A Great Day (Columbia)	33/4	1390	428	0	0	2	4	14	13
KEITH URBAN But For The Grace... (Capitol)	38/0	3999	1236	3	3	20	11	1	0
WARREN BROTHERS Move On (BNA)	36/0	1895	589	0	0	1	9	21	5
HANK WILLIAMS III I Don't Know (Curb)	6/1	235	73	0	0	0	1	3	2
DARRYL WORLEY A Good Day To... (DreamWorks)	37/0	2840	880	0	2	3	24	8	0
BILLY YATES What Do You Want... (Columbia)	4/1	142	37	0	0	0	0	2	2
DWIGHT YOAKAM What Do You Know... (Reprise)	27/0	1359	442	0	0	0	7	18	2

Most Added

ARTIST TITLE LABEL(S)	ADDS
PHIL VASSAR Rose Bouquet (Arista)	11
KENNY CHESNEY Don't Happen Twice (BNA)	7
PATTY LOVELESS The Last Thing On My Mind (Epic)	6
AARON TIPPIN People Like Us (Lyric Street)	5
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	4
TIM RUSHLOW She Misses Him (Atlantic)	4
CAROLYN DAWN JOHNSON Georgia (Arista)	4
VINCE GILL Shoot Straight From Your Heart (MCA)	4
JOHN MICHAEL MONTGOMERY That's What... (Atlantic)	4
CLAY DAVIDSON Sometimes (Virgin)	3
NEAL MCCOY Beatin' It In (Giant)	3
MARTINA MCBRIDE It's My Time (RCA)	2
GARY ALLAN Right Where I Need To Be (MCA)	2
ERIC HEATHERLY Wrong Five O'Clock (Mercury)	2
BILLY RAY CYRUS Burn Down The Trailer Park (Monument)	2
JOLIE & THE WANTED Boom (DreamWorks)	2
KENNY ROGERS There You Go Again (DreamCatcher)	2
SONS OF THE DESERT What I Did Right (MCA)	2

Most Increased Points

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
FAITH HILL If My Heart Had Wings (Warner Bros.)	+634
TOBY KEITH You Shouldn't Kiss Me Like... (DreamWorks)	+607
KEITH URBAN But For The Grace Of God (Capitol)	+568
GARTH BROOKS Wild Horses (Capitol)	+428
JESSICA ANDREWS Who I Am (DreamWorks)	+385
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	+372
DIAMOND RIO One More Day (Arista)	+346
VINCE GILL Shoot Straight From Your Heart (MCA)	+294
JAMIE O'NEAL There Is No Arizona (Mercury)	+270
GEORGE STRAIT Don't Make Me Come Over There (MCA)	+252
WARREN BROTHERS Move On (BNA)	+249
ANDY GRIGGS You Made Me That Way (RCA)	+244
JO DEE MESSINA Burn (Curb)	+236
MARTINA MCBRIDE It's My Time (RCA)	+228
RASCAL FLATTS This Everyday Love (Lyric Street)	+218

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FAITH HILL If My Heart Had Wings (Warner Bros.)	+202
TOBY KEITH You Shouldn't Kiss Me Like... (DreamWorks)	+181
KEITH URBAN But For The Grace Of God (Capitol)	+179
GARTH BROOKS Wild Horses (Capitol)	+134
JESSICA ANDREWS Who I Am (DreamWorks)	+123
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	+121
DIAMOND RIO One More Day (Arista)	+106
VINCE GILL Shoot Straight From Your Heart (MCA)	+96
JAMIE O'NEAL There Is No Arizona (Mercury)	+89
ANDY GRIGGS You Made Me That Way (RCA)	+79
GEORGE STRAIT Don't Make Me Come Over There (MCA)	+76
WARREN BROTHERS Move On (BNA)	+76
JO DEE MESSINA Burn (Curb)	+73
RASCAL FLATTS This Everyday Love (Lyric Street)	+71
KENNY CHESNEY Don't Happen Twice (BNA)	+71
JOHN MICHAEL MONTGOMERY That's What... (Atlantic)	+70
LEE ANN WORMACK Ashes By Now (MCA)	+67

38 Country Indicator reporters in markets 124-202. Songs ranked alphabetically for the airplay week of Sunday 1/14-Saturday 1/20.
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The New Album Gallery

OUT OF THE BOX

Jay Phillips, PD
WYGY/Cincinnati

CLAY DAVIDSON "Sometimes" (Virgin)

We added "Sometimes" by Clay Davidson during the holidays because we liked the song and the artist. We felt "Unconditional" was an exceptional debut for a new artist, and we really liked the lyrics to "Sometimes." It's still too early to tell what is happening with this song, but it's terrific that Nashville has begun to sign artists like Clay. We hope he will be part of the future success of Nashville and country music. I am impressed with the manner in which Larry Hughes and his promotion staff have begun searching for "out of the box" ways to promote artist awareness. Hughes told me recently that the old ways weren't working as well as they did in the past, so he and his staff are trying to come up with new ways to expose an artist to a market and improve the artist's sales. Hopefully, this will help all us begin the cycle over again.

OUT OF THE BOX

Rick Everett, PD
WCTK/Providence

KENNY ROGERS "There You Go Again" (Dreamcatcher)

We wanted to get on Kenny Rogers' "There You Go Again" and get some good exposure early on. There's a lot of passion for Kenny Rogers in this part of the country, so he has always had a strong following in this market. We've had great luck with all of his other releases. His music fits our station, and it is exactly what our audience wants. He was here recently with his Christmas show, and he was one of the best artists to work with. He is a perfect gentleman and a professional. Having him on the air made the phones go crazy. We are expecting "There You Go Again" to be as strong and passionate as his previous hits.



Dolly Parton Little Sparrow (Sugar Hill/Blue Eye)

Following up 1999's *The Grass Is Blue*, Dolly Parton delivers her second all-acoustic album with *Little Sparrow*. The album can be categorized as bluegrass, but it also includes some subtleties from the traditional music of Ireland and Appalachia. Parton also tosses in two interesting cover tunes — Collective Soul's "Shine" and the Cole Porter classic "I Get a Kick out of You." Parton says, "I believe *Little Sparrow* has more depth, breadth and soul than all of the other albums I have done. Hopefully it captures the best of everything I've ever lived or felt, written or sung. I also think this is Steve Buckingham's best work as a producer." In addition to her original songs, the album also includes new versions of two other familiar hits: Restless Heart's "A Tender Lie" and The Eagles' "Seven Bridges Road." Parton says, "This is the music I would have been doing all along, if I could have made a living at it. This is what I came to Nashville to do. When you're doing what you should be doing, you know it. In the studio I never had one bad moment — no knots in my stomach when I got home, no regrets." The studio's comfort zone might be attributed in large part to the musicians, including vocals by Alison Krauss, Claire Lynch, Rhonda Vincent, Rebecca Lynn Howard, The Isaacs and Carl Jackson. The band is incredible, too, but Parton's music has rarely been as stark as her performance of "The Beautiful Lie" with only Stuart Duncan's sparse fiddling. The Celtic group Altan provides a fitting backdrop for the gospel standard "In the Sweet By and By."

C O U N T R Y FLASHBACK

1 YEAR AGO

• No. 1: "Breathe" — Faith Hill (third week)

5 YEARS AGO

• No. 1: "(If You're Not In It...) I'm Outta Here" — Shania Twain

10 YEARS AGO

• No. 1: "Rumor Has It" — Reba McEntire

15 YEARS AGO

• No. 1: "You Can Dream Of Me" — Steve Wariner

20 YEARS AGO

• No. 1: "9 To 5" — Dolly Parton (second week)

25 YEARS AGO

• No. 1: "This Time I've Hurt Her" — Conway Twitty

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R&R Bullseye Country Callout

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES January 26, 2001

BULLSEYE® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of December 31, 2000-January 6, 2001.

ARTIST Title (Label)	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN
TOBY KEITH You Shouldn't Kiss Me Like This (DreamWorks)	36.5%	71.0%	21.5%	99.0%	4.8%	1.8%
KENNY CHESNEY I Lost It (BNA)	39.8%	69.8%	23.0%	99.0%	4.5%	1.8%
DIXIE CHICKS Without You (Monument)	39.3%	67.8%	18.0%	99.3%	7.5%	6.0%
KEITH URBAN But For the Grace Of God (Capitol)	28.3%	67.5%	22.5%	97.5%	4.5%	3.0%
TIM MCGRAW My Next Thirty Years (Curb)	36.0%	66.8%	19.3%	98.3%	6.8%	5.5%
DIAMOND RIO One More Day (Arista)	30.8%	65.5%	25.5%	99.0%	5.3%	2.8%
JO DEE MESSINA Burn (Curb)	32.0%	64.0%	22.0%	97.5%	8.5%	3.0%
GARTH BROOKS Wild Horses (Capitol)	28.5%	62.5%	26.0%	99.0%	7.0%	3.5%
LEE ANN WOMACK Ashes By Now (MCA)	27.5%	62.5%	23.3%	99.5%	8.5%	5.3%
DARRYL WORLEY A Good Day To Run (DreamWorks)	23.8%	62.0%	26.3%	99.3%	9.0%	2.0%
TIM RUSHLOW She Misses Him (Atlantic)	30.0%	61.8%	22.5%	93.5%	5.5%	3.8%
SARA EVANS Born To Fly (RCA)	29.8%	61.5%	17.8%	98.3%	9.3%	9.8%
LONESTAR Tell Her (BNA)	24.3%	60.5%	27.0%	97.8%	6.0%	4.3%
JAMIE O'NEAL There Is No Arizona (Mercury)	28.8%	58.5%	23.8%	97.8%	7.8%	7.8%
RASCAL FLATTS This Everyday Love (Lyric Street)	23.8%	56.5%	30.8%	98.0%	6.5%	4.3%
DWIGHT YOAKAM What Do You Know About Love (Reprise/WB)	25.3%	56.3%	29.0%	98.0%	8.5%	4.3%
JESSICA ANDREWS Who I Am (Dreamworks)	21.8%	55.5%	29.3%	95.3%	8.8%	1.8%
BILLY GILMAN Oklahoma (Epic)	28.5%	55.0%	23.0%	92.5%	10.0%	4.5%
CAROLYN DAWN JOHNSON Georgia (Arista)	20.3%	55.0%	26.5%	96.8%	11.0%	4.3%
ANDY GRIGGS You Made Me That Way (RCA)	17.5%	55.0%	29.8%	96.3%	7.0%	4.5%
FAITH HILL If My Heart Had Wings (Warner Bros.)	24.8%	54.3%	30.0%	91.3%	5.5%	1.5%
THE CLARK FAMILY EXPERIENCE (Meanwhile)... (Curb)	26.5%	53.0%	27.3%	97.3%	10.0%	7.0%
SHEDAISY Lucky 4 You (Tonight I'm Just Me) (Lyric Street)	19.8%	51.8%	29.5%	95.8%	10.0%	4.5%
MONTGOMERY GENTRY All Night Long (Columbia)	22.5%	51.0%	26.0%	97.3%	14.5%	5.8%
GARY ALLAN Right Where I Need to Be (MCA)	19.0%	50.3%	31.8%	96.3%	11.8%	2.5%
TRAVIS TRITT It's A Great Day To Be Alive (Unspecified)	15.0%	49.5%	31.0%	88.0%	6.5%	1.0%
GEORGE STRAIT Don't Make Me Come Over There... (MCA)	18.0%	49.3%	25.0%	93.8%	12.8%	6.8%
MARSHALL DYLLON Live It Up (Dreamcatcher)	15.8%	47.8%	36.8%	94.8%	7.8%	2.5%
ALABAMA When It All Goes South (RCA)	20.5%	47.5%	32.0%	97.3%	13.0%	4.8%
TRICK PONY Pour Me (H2E/WB)	19.5%	47.5%	26.0%	92.3%	13.0%	5.8%
WARREN BROTHERS Move On (BNA)	15.0%	46.8%	33.3%	88.8%	7.5%	1.3%
ERIC HEATHERLY Wrong 5 O'Clock (Mercury)	23.0%	46.0%	24.0%	87.3%	13.0%	4.3%
MARTINA MCBRIDE It's My Time (RCA)	16.8%	39.5%	29.0%	84.8%	12.0%	4.3%
PAM TILLIS Please (Arista)	14.8%	38.0%	35.8%	82.5%	7.3%	1.5%
STEVE HOLY The Hunger (Curb)	12.0%	35.5%	31.3%	73.5%	5.3%	1.5%



By KEVIN McCABE

PASSWORD OF THE WEEK

James.
Question of the week: In thinking about how and when you listen to your favorite Country radio station, do you find yourself listening more often or less often than you did a year ago? If you are listening less, why do you think that is the case?

Total Sample
Listening more: 59%
Listening about the same amount: 6%
Listening less: 35%

Because the music is worse: 63%
Because of the air personalities: 17%
Because of lifestyle changes: 20%

Male
Listening more: 56%
Listening about the same amount: 4%
Listening less: 40%

Because the music is worse: 69%
Because of the air personalities: 12%
Because of lifestyle changes: 19%

Female
Listening more: 61%
Listening about the same amount: 5%
Listening less: 34%

Because the music is worse: 54%
Because of the air personalities: 24%
Because of lifestyle changes: 22%

25-34s
Listening more: 60%
Listening about the same amount: 2%
Listening less: 38%

Because the music is worse: 68%
Because of the air personalities: 12%
Because of lifestyle changes: 2%

35-44s
Listening more: 57%
Listening about the same amount: 7%
Listening less: 36%

Because the music is worse: 69%
Because of the air personalities: 27%
Because of lifestyle changes: 4%

45-54s
Listening more: 62%
Listening about the same amount: 8%
Listening less: 30%

Because the music is worse: 65%
Because of the air personalities: 10%

Because of lifestyle changes: 25%

Total sample size is 400 persons weekly with a +/- 5% margin of error. Scoring is done each week using live interviewers conducting the interview with each respondent. Scores are: a) I Like It A Lot, b) I Like It, c) It's Okay...Just So-So, d) I Don't Like It, e) I'm Tired Of Hearing It On The Radio, f) I Don't Recognize It. To be included in the weekly callout songs must enter the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54 year-old persons who identify Country as their favorite music and who listen daily to competitive country radio in the sample markets. The sample is 50% male/female ... 1/3 each in the 25-34, 35-44, and 45-54 demos. The sample is balanced by region, and markets within that region. Bullseye Callout is conducted in these regions and markets. Market selection is determined by Bullseye. **NORTHEAST:** Washington, DC., Harrisburg, PA., Providence, Rochester, NY., Springfield, MA., Hartford, Portland, ME., Portsmouth, NH. **SOUTHEAST:** Charlotte, Atlanta, Tampa, Nashville, Chattanooga, Mobile, AL., Charleston, SC., Jackson, MS. **MIDWEST:** Milwaukee, Cincinnati, Cleveland, Kansas City, Lansing, MI., Ft Wayne, IN., Rockford, IL., Indianapolis. **SOUTHWEST:** Dallas-Ft. Worth, Tucson, Albuquerque, Oklahoma City, Houston-Galveston, Phoenix, Lafayette LA., San Antonio. **WEST:** Portland, OR., Salt Lake City, Fresno, Bakersfield, Spokane, WA., Riverside-San Bernardino, Boise, Denver, Monterey-Salinas. © 2001 R&R Inc. © 2001 Bullseye Marketing Research Inc.

The DreamWorks Tri-Fecta of Hits!!!

TOBY KEITH

"You Shouldn't Kiss Me Like This"

#1 TOTAL POSITIVE 24-54

#3 PASSION SCORE SONG

Another Toby Impact Hit!

#1 w/CORE MALE 25-54

#1 w/CORE FEMALE 25-54

R&R 8

BB 9*

DARRYL WORLEY

"A Good Day To Run"

#10 TOTAL POSITIVE 25-54

Strongest with Core Radio Listeners 35-44.

R&R 13

BB 13*

JESSICA ANDREWS

"Who I Am"

#9 FEMALE 45-54

#15 FEMALE 25-54

Album in stores 2/27.

Strong requests!

R&R 14

BB 14*



We Believe

SOURCE: BULLSEYE CALLOUT

SOUTH 65 the most beautiful girl

"I think I had alcohol poisoning the day we wrote the song."
—NORRO WILSON

"This is more than just a remake... this classic lyric gets a fresh new arrangement that is undeniably contemporary. Great vocals — and layered with so many production hooks the song imprints itself in your brain. Sounds great on-air."
—JUSTIN CASE, WUSN-US99, Chicago

"What are you people trying to do... bring back the younger part of the audience to the country format? South 65, it's time!"
—BILL HAGY, WXBQ/WQBE, Bristol

"I was prepared to hate it. Boy was I wrong."
—BRUCE LOGAN, WSSL, Greenville

"These guys found their groove... an amazing cover of a classic. Charlie Rich isn't turning in his grave, he's just tapping his feet."
—JAY ROBERTS, WQYK WRBQ, Tampa

A CLASSIC REBORN

SOUTH 65 revives "The Most Beautiful Girl"

NASHVILLE, Tenn.—A stunning new interpretation of the Charlie Rich hit "The Most Beautiful Girl" by Nashville vocal band South 65 takes a slice of venerated Nashville history and retools it for a new century.

"The Most Beautiful Girl"—written by Norro Wilson, Billy Sherrill and Rory Bourke—was a career milestone in 1972 for the late, great Rich. His tortured vocals and Sherrill's Nashville Sound production helped make it a No. 1 hit.

BMI awarded the song four "Million Airst" awards which salute the song for receiving four million radio plays. With a history of such enormous radio airplay, the song is still instantly recognizable to many of today's radio listeners.

The new, soon to be released version is a radical reworking, incorporating the classic melody and love-lorn lyrics with stellar vocals from South 65 and state-of-the-art production by producer Bobby Huff.

"One of the great joys with this record was calling Billy Sherrill, the most awarded songwriter in BMI history, and telling him I had something to play for him," said Barry Coburn, president of Atlantic Records in Nashville. "He just about jumped out of his seat with delight when he heard it."

Sherrill's co-writers are just as pleased. It was South 65 producer Norro Wilson who recommended the song for the group in the first place.

"I had pitched 'The Most Beautiful Girl' over the

years but no one would even consider recording it, because it's too hard to compete with the Charlie Rich version," Wilson said.

Wilson took a new arrangement to Coburn, who agreed that it was perfect for South 65—Lance Leslie, Brent Parker, Doug Urie, Stephen Parker and Jeremy Koeltzow.

"I love great songs," Coburn said. "I thought the arrangement was the key to a unique reinvention of this timeless classic. It's taken it to a new place."

Wilson (current co-producer of South 65, John Michael Montgomery, Kenny Chesney and Craig Morgan with Buddy Cannon) decided not to produce the new version, because he was "too close" to the song "having written the song and produced Joe Stampley's track years ago." Coburn brought in up-and-coming Nashville producer Huff to do the job.

"It's tough when you're dealing with a song that has been such a big hit," Huff said. "You don't want to offend anybody, but you want to give it a fresh spin that competes in the market now."

"But I couldn't go into the studio scared of things like that. All the guys and I have to do is make the best sounding record that we can."

The new version opens with a plaintive vocal by South 65 member Lance Leslie, draws listeners in with the classic melody, then shifts gears into a fiddle hoe-down.

"Ultimately, it gets back to a universal message that hasn't dated," Coburn notes.

"The Most Beautiful Girl" was written in 1968 in

Chicago when Wilson stayed overnight at the home of Bourke.

"I was an artist on Smash records, and flew into Chicago to do promotional events," Wilson said. "Rory was a National Promotion manager for Smash Records based in Chicago."

Bourke was an aspiring songwriter determined to co-write with Wilson. After a night on the town, Bourke awakened Wilson with a cup of coffee and announced that he wanted to write a song right away.

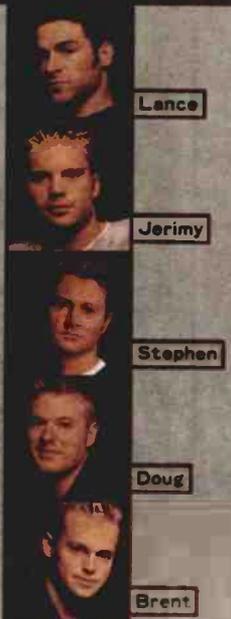
Bourke had already written a verse, and Wilson helped him write what they called "Hey Mister, Did You Happen to See the Most Beautiful Girl in the World." Sherrill shortened the title and added his own touches when he recorded it with Rich in 1973.

"The Most Beautiful Girl" and the title track from the "Behind Closed Doors" album marked the commercial highpoint of Rich's career. Rich is considered to be one of the most versatile artists in country music history, with a career stretching back to Sun Records in the 1950s.

The South 65 recording restores the "Hey Mister" lyrics to the song and adds additional fresh touches.

"We think it's what everybody in country music says they're wanting, which is something new," Leslie said.

"At the same time, the song has real connection to the past and we're respectful of that."



Debut single from the forthcoming album, DREAM LARGE



www.south65.com

www.atlanticnashville.com

Management: MG Management
Booking Agent: William Morris Agency

www.americanradiohistory.com

New & Active

BILLY YATES *What Do You Want From Me Now (Columbia)*
Total Stations: 30, Adds: 2, Points: 832, Plays: 195 (-32)

TYLER ENGLAND *I Drove Her To Dallas (Capitol)*
Total Stations: 21, Adds: 5, Points: 802, Plays: 148 (+77)

HANK WILLIAMS III *I Don't Know (Curb)*
Total Stations: 10, Adds: 2, Points: 754, Plays: 155 (+42)

JOLIE & THE WANTED *Boom (DreamWorks)*
Total Stations: 15, Adds: 3, Points: 485, Plays: 104 (+42)

MONTGOMERY GENTRY *She Couldn't... (Columbia)*
Total Stations: 10, Adds: 7, Points: 398, Plays: 74 (-20)

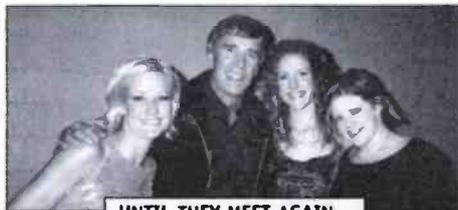
SONS OF THE DESERT *What I Did Right (MCA)*
Total Stations: 21, Adds: 18, Points: 195, Plays: 40 (+22)

Songs ranked by total points.



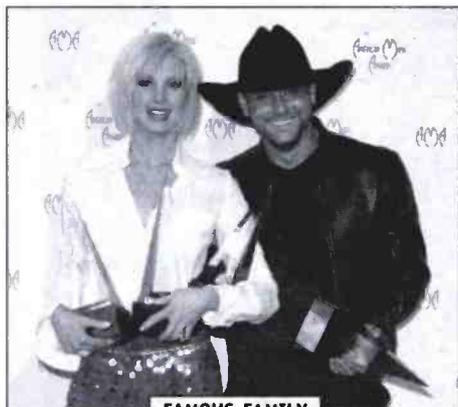
YOU SHOULD'VE AUDITIONED

DreamWorks recording artist Toby Keith appeared in front of the cameras recently to shoot the video for his hit single "You Shouldn't Kiss Me Like This" from his album *How Do You Like Me Now?!* Pictured (l-r) on the video set are producer Mark Kalbfeld, director Michael Salomon, Keith and manager T.K. Kimbrell.



UNTIL THEY MEET AGAIN...

American Country Countdown host Bob Kingsley caught the final performance of the Dixie Chicks' "Fly" tour in Ft. Worth, TX. Although Kingsley's attempt to convince Natalie Maines to name her baby "Bob" didn't succeed, the Chicks did pose for this post-show photo. Pictured (l-r) are Dixie Chick Martie Seidel, Kingsley, and Dixie Chicks Emily Robison and Maines.



FAMOUS FAMILY

Faith Hill and her husband, Tim McGraw, proudly display the trophies they won at the 28th annual American Music Awards, which aired Jan. 8 on ABC-TV. Hill was honored as Favorite Female Artist in both the Pop/Rock and Country categories, and her album, *Breathe*, was named Favorite Country Album. McGraw was honored as Favorite Male Country Artist.

National Radio Formats

ABC RADIO NETWORKS

Coast-To-Coast

Mark Edwards • (972) 991-9200

Adds:

JOHN M. MONTGOMERY That's What I Like...
KENNY ROGERS There You Go Again
TRAVIS TRITT It's A Great Day To Be Alive

Hottest:

TOBY KEITH You Shouldn't Kiss Me Like This
JESSICA ANDREWS Who I Am
KEITH URBAN But For The Grace Of God
TIM RUSHLOW She Misses Him

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818

Gary Knoll

Adds:

KENNY CHESNEY Don't Happen Twice
BILLY RAY CYRUS Burn Down The Trailer Park
PHIL VASSAR Rose Bouquet

Hottest:

GARTH BROOKS Wild Horses
SARA EVANS Born To Fly

JONES BROADCAST PROGRAMMING

Ken Moultrie • (800) 426-9082

Mainstream Country

Ray Randall/Hank Aaron

Adds:

VINCE GILL Shoot Straight From The Heart
TIM RUSHLOW She Misses Him
AARON TIPPIN People Like Us

Hottest:

KEITH URBAN But For The Grace Of God
JAMIE O'NEAL There Is No Arizona
LONESTAR Tell Her
LEE ANN WOMACK Ashes By Now
JO DEE MESSINA Burn

New Country

L.J. Smith/Hank Aaron

Adds:

VINCE GILL Shoot Straight From The Heart
CAROLYN DAWN JOHNSON Georgia

Hottest:

KEITH URBAN But For The Grace Of God
JAMIE O'NEAL There Is No Arizona
LONESTAR Tell Her
LEE ANN WOMACK Ashes By Now
JO DEE MESSINA Burn

Lia

Ken Moultrie/Hank Aaron

Adds:

PAM TILLIS Please

Hottest:

KEITH URBAN But For The Grace Of God
JAMIE O'NEAL There Is No Arizona
LONESTAR Tell Her
LEE ANN WOMACK Ashes By Now
JO DEE MESSINA Burn

JONES RADIO NETWORK

Jim Murphy • (303) 784-8700

CD COUNTRY

John Hendricks

Adds:

No Adds

Hottest:

GARTH BROOKS Wild Horses
DARRYL WORLEY A Good Day To Run
LEE ANN WOMACK Ashes By Now
DIXIE CHICKS Without You
KENNY CHESNEY I Lost It

US COUNTRY

Penny Mitchell

Adds:

No Adds

Hottest:

SARA EVANS Born To Fly
RASCAL FLATTS This Everyday Love
TOBY KEITH You Shouldn't Kiss Me Like This
LEE ANN WOMACK Ashes By Now
JAMIE O'NEAL There Is No Arizona

GREAT AMERICAN COUNTRY

John Hendricks

Adds:

BILLY RAY CYRUS Burn Down The Trailer Park
CHRIS LEDDOUX He Rides The Wild Horses

Elite:

DIAMOND RIO One More Day
DIXIE CHICKS Without You
JO DEE MESSINA Burn
SARA EVANS Born To Fly
ALAN JACKSON www.Memory
JAMIE O'NEAL There Is No Arizona
TOBY KEITH You Shouldn't Kiss Me Like This
RASCAL FLATTS This Everyday Love
KEITH URBAN But For The Grace Of God
LEE ANN WOMACK Ashes By Now

PREMIERE RADIO NETWORKS

After Midnite

KELLY ERICKSON • (818) 461-5435

Adds:

TIM RUSHLOW She Misses Him
PAM TILLIS Please

Hots:

LONESTAR Tell Her
JAMIE O'NEAL There Is No Arizona
JO DEE MESSINA Burn
LEE ANN WOMACK Ashes By Now
KEITH URBAN But For The Grace Of God
GARTH BROOKS Wild Horses
TOBY KEITH You Shouldn't Kiss Me Like This

RADIO ONE COUNTRY PLAYLIST

JIM WEST • (970) 949-3339

Adds:

VINCE GILL Shoot Straight From The Heart
FAITH HILL If My Heart Had Wings
PATTY LOVELESS The Last Thing On My Mind
CHALEE TENNISON Go Back
TRAVIS TRITT It's A Great Day To Be Alive

Hottest:

TIM MCGRAW My Next Thirty Years
JAMIE O'NEAL There Is No Arizona
LEE ANN WOMACK Ashes By Now

WESTWOOD ONE RADIO NETWORKS

Charlie Cook • (661) 294-9000

Mainstream Country

David Felker

Adds:

No Adds

Hottest:

TIM MCGRAW My Next Thirty Years
DIXIE CHICKS Without You
LONESTAR Tell Her
SARA EVANS Born To Fly
LEE ANN WOMACK Ashes By Now

Hot Country

David Felker

Adds:

PAM TILLIS Please
TRICK PONY Pour Me
TRAVIS TRITT It's A Great Day To Be Alive

Hottest:

SARA EVANS Born To Fly
LONESTAR Tell Her
DIXIE CHICKS Without You
JO DEE MESSINA Burn
JAMIE O'NEAL There Is No Arizona



ADDS

BILLY RAY CYRUS Burn Down The Trailer Park
CHRIS LEDDOUX He Rides The Wild Horses

TOP 10

BILLY GILMAN Oklahoma
JESSICA ANDREWS Who I Am
TOBY KEITH You Shouldn't Kiss Me Like This
SARA EVANS Born To Fly
DIXIE CHICKS Without You
JO DEE MESSINA Burn
JAMIE O'NEAL There Is No Arizona
LEE ANN WOMACK Ashes By Now
SHEDAI'S Lucky 4 You (Tonight I'm Just Me)
RASCAL FLATTS This Everyday Love

Information current as of January 25, 2001.



42 million households
Chris Parr, Director/Programming
Paul Hastaba, VP/GM

ADDS

BILLY RAY CYRUS Burn Down The Trailer Park
MEREDITH EDWARDS A Rose Is A Rose
TERRI CLARK No Fear
LEE ANN WOMACK Ashes By Now
JAMIE O'NEAL There Is No Arizona
KEITH URBAN But For The Grace Of God
ALAN JACKSON www.Memory
RASCAL FLATTS This Everyday Love
JO DEE MESSINA Burn
DARRYL WORLEY Good Day To Run
DIXIE CHICKS Without You
DWIGHT YOAKAM What Do You Know About Love
TOBY KEITH You Shouldn't Kiss Me Like This
DIAMOND RIO One More Day
JESSICA ANDREWS Who I Am

HEAVY

ALAN JACKSON www.Memory
DARRYL WORLEY A Good Day To Run
DIAMOND RIO One More Day
DIXIE CHICKS Without You
DWIGHT YOAKAM What Do You Know About Love
JAMIE O'NEAL There Is No Arizona
JESSICA ANDREWS Who I Am
JO DEE MESSINA Burn
KEITH URBAN But For The Grace Of God
LEE ANN WOMACK Ashes By Now
RASCAL FLATTS This Everyday Love
SARA EVANS Born To Fly
TOBY KEITH You Shouldn't Kiss Me Like This

HOT SHOTS

BILLY GILMAN Oklahoma
CAROLYN DAWN JOHNSON Georgia
CLAY DAVIDSON Sometimes
CLEDUS T. JUDG How Do You Milk A Cow?
KENNY CHESNEY I Don't Happen Twice
MEREDITH EDWARDS A Rose Is A Rose
NICKEL CREEK When You Come Back Down
PATTY LOVELESS The Last Thing On My Mind
SOGGY BOTTOM BOYS I Am A Man Of Constant Sorrow
TRAVIS TRITT It's A Great Day To Be Alive
TRENT SUMMAR It Never Rains In Southern California

Heavy rotation songs receive 28 plays per week. Hot Shots receive 21 plays per week.

Information current as of January 24, 2001.

Most Played Recurrents

- KENNY CHESNEY I Lost It (BNA)

- BRAD PAISLEY We Danced (Arista)

- TRAVIS TRITT Best Of Intentions (Columbia)

- ALAN JACKSON www.Memory (Arista)

- PHIL VASSAR Just Another Day In Paradise (Arista)

- JOHN MICHAEL MONTGOMERY The Little Girl (Atlantic)

- LONESTAR What About Now (BNA)

- AARON TIPPIN Kiss This (Lyric Street)

- LEE ANN WOMACK I Hope You Dance (MCA/Universal)

- CHAD BROCK Yes! (Warner Bros.)

- JO DEE MESSINA That's The Way (Curb)

- FAITH HILL The Way You Love Me (Warner Bros.)

- TOBY KEITH How Do You Like Me Now? (DreamWorks)

- ALAN JACKSON It Must Be Love (Arista)

- GEORGE STRAIT Go On (MCA)

- VINCE GILL Feels Like Love (MCA)

- JOE DIFFIE It's Always Somethin' (Epic)

- RASCAL FLATTS Prayin' For Daylight (Lyric Street)

- LEANN RIMES I Need You (Sparrow/Curb/Capitol)

- SHEDAISY I Will...But (Lyric Street)

COUNTRY Going For Adds 1/2001

- KENNY CHESNEY Don't Happen Twice (BNA)
- MORGAN & KERSHAW He Drinks Tequila (RCA)
- NEAL MCCOY Beatin' It In (Giant)
- TERRI CLARK No Fear (Mercury)

Register now for Music Meeting, the industry's No. 1 online destination for new music: www.rronline.com



Random Musings On Callout Research

Continued from Page 68

making process. Anyone using it as their sole decision-making tool is selling themselves short. It's important to have feedback on a variety of levels, including sales."

Multiple Doses

Curb VP/Promotion Carson James concurs. "Passion can be measured by the folks laying down \$17.99 for a CD, not just by callout," he says. "But I'm a huge fan of callout. It's important to remember that callout is a tool that people can use to make more informed music decisions. It is never the be-all and end-all."

James adds that he uses callout to help him

spot hits early. "If you get early enough exposure in enough markets to get statistically valid data, you can tell what you have," he explains. "We use the psychographic results to see if a song is taking off in a certain part of the country. We can see the region where records break and use that as an early predictor. That helps us place product in regions showing early passion."

James also notes that while radio is receptive to hearing callout research results, that's only part of the story. "We can't only take Bulls-eye callout to radio," he says. "When we take them research, it is usually in tandem with research from other stations that are seeing similar results in their local callout. Any time we take 'meat' to radio, it must be in three or four portions. It must come in multiple doses. One story does not a record make."

TUNED-IN COUNTRY

R&R/MEDIABASE 24/7



WPOC/Baltimore

3am

- ANDY GRIGGS You Made Me That Way
- SHANIA TWAIN You're Still The One
- GEORGE STRAIT True
- JAMIE O'NEAL There Is No Arizona
- DIXIE CHICKS Wide Open Spaces
- DIAMOND RIO One More Day
- AARON TIPPIN Kiss This
- LEE ANN WOMACK Ashes By Now
- SARA EVANS Born To Fly
- TRISHA YEARWOOD That's What I Like About You
- GARTH BROOKS Two Of A Kind, Working On...

11am

- RONNIE MILSAP I Wouldn't Have Missed It...
- BRAD PAISLEY We Danced
- ALABAMA God Must Have Spent A Little...
- JO DEE MESSINA Burn
- LITTLE TEXAS What Might Have Been
- CHAD BROCK Yes!
- KENNY CHESNEY How Forever Feels
- PHIL VASSAR Just Another Day In Paradise
- ALAN JACKSON www.Memory
- GARTH BROOKS What She's Doing Now
- TIM MCGRAW Things Change
- COLLIN RAYE Anyone Else
- CLINT BLACK Nothin' But The Tailights

4pm

- AARON TIPPIN Kiss This
- TIM MCGRAW My Next Thirty Years
- DIXIE CHICKS There's Your Trouble
- DARRYL WORLEY A Good Day To Run
- TRISHA YEARWOOD How Do I Live
- KENNY CHESNEY Don't Happen Twice
- JOHN M. MONTGOMERY Cover You In Kisses
- GARTH BROOKS Ain't Going Down (Til The...)
- DIAMOND RIO One More Day

8pm

- SHANIA TWAIN (If You're Not...) I'm Outta...
- TIM MCGRAW My Next Thirty Years
- T. MCGRAW/F. HILL Let's Make Love
- GEORGE STRAIT I Cross My Heart
- PATTY LOVELESS Blame It On Your Heart
- BRAD PAISLEY We Danced
- LONESTAR Amazed
- GARTH BROOKS Two Pina Coladas
- MARTINA MCBRIDE Love's The Only House
- TOBY KEITH You Shouldn't Kiss Me Like This
- SHEDAISY Lucky 4 You (Tonight I'm...)



WGAR/Cleveland

3am

- ANDY GRIGGS You Made Me That Way
- SHANIA TWAIN You're Still The One
- GEORGE STRAIT True
- JAMIE O'NEAL There Is No Arizona
- MARK CHESNUTT Gonna Get A Life
- DIXIE CHICKS Wide Open Spaces
- DIAMOND RIO One More Day
- AARON TIPPIN Kiss This
- LEANN RIMES The Light In Your Eyes
- LEE ANN WOMACK Ashes By Now
- SARA EVANS Born To Fly
- TRISHA YEARWOOD That's What I Like About You
- GARTH BROOKS Two Of A Kind, Working On...

11am

- GARTH BROOKS Friends In Low Places
- PHIL VASSAR Just Another Day In Paradise
- ALAN JACKSON Livin' On Love
- JOHN M. MONTGOMERY I Swear
- JESSICA ANDREWS Who I Am
- CHAD BROCK Yes!
- COLLIN RAYE My Kind Of Girl
- SARA EVANS Born To Fly
- SAMMY KERSHAW She Don't Know She's Beautiful
- DIXIE CHICKS Without You
- BILLY OCEAN We Just Disagree

4pm

- GARTH BROOKS Papa Loved Mama
- PATTY LOVELESS That's The Kind Of Mood I'm In
- TOBY KEITH Wish I Didn't Know Now
- ALABAMA Born Country
- BILLY RAY CYRUS Could've Been Me
- JESSICA ANDREWS Who I Am
- C. BLACK/S. WARNER Been There
- DIXIE CHICKS Ready To Run
- TIM MCGRAW My Next Thirty Years
- KENNY ROGERS Buy Me A Rose

8pm

- ALABAMA Mountain Music
- TIM MCGRAW My Next Thirty Years
- JOHN BERRY She's Taken A Shine
- ALAN JACKSON Summertime Blues
- JESSICA ANDREWS Who I Am
- SAWYER BROWN Some Girls Do
- JO DEE MESSINA That's The Way
- LITTLE TEXAS God Blessed Texas
- TERRI CLARK Poor, Poor Pitiful Me
- CHAD BROCK Yes!
- DIXIE CHICKS I Can Love You Better
- LONESTAR Smile



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 1/15. © 2001, R&R Inc.

When is the best time of day to ask for the order? If your response is "Doesn't matter," you're probably asking, in this week's management, Marketing & Sales section, Pam Baker chats with motivational speaker Perry Buffington, who cautions that people are most receptive to listening and understanding in the morning, before lunch. Buffington also lays out a carefully researched "to-do clock" that shows you the times of day when you should consider following your other routines. This week's M&S section also features another in Dan O'Day's great series of commercial copy mavericks. And in our GM Spotlight this week: infomercial Chicago's Steve Erwin.

Pages 10-15

RADIO ONE IS TOPSI

One of the great byproducts of consolidation has been the rise of Radio One. With a growing number of stations in its portfolio, Radio One is now the most influential operator of Urban and Urban AC stations in the country. This phenomenon spawned our **Walt Law** to feature four of the company's principals in its annual Rock Music Month special, which appears in this issue. Our Assistant Urban Editor, **Tanya O'Quinn**, did her part by conducting insightful interviews with Luther Vandross and a number of up-and-coming "Roughneck Flamers," in conjunction with this week's special, **R&R** Publisher/CEO Eric Farber spotlights **R&R**'s James Warren in Publisher's Profile, and **Bob Shannon** sub down with the one and only Tom Joyner for his Legends column.

Pages 1, 28, 39-90, 156



MAY 25, 2001

Supreme Court Clears Radio Host

■ **Ruling: First Amendment outweighs wiring laws**

By Tom Ichniowski
 Ichniowski is a contributor to R&R's
 Journalism column.

In a ruling that could have far-reaching effects on radio broadcast stations, the U.S. Supreme Court ruled this week that a radio station can't sue to stop its First Amendment rights when he aired a tape of a telephone conversation that had been recorded without the prior knowledge of the call's participants.

In a 5-3 vote released Monday, the Supreme Court said that a radio host can't be sued for airing a phone conversation that was illegally taped by a third party because the First Amendment trumps procedural over-wiring laws. The case in question involved WGHI & WLK's Wilkes Barre host Fred Williams, who aired a tape of a cell-phone conversation between a

ENR1/See Page 28

Radio One: No. 1 With A Bullet

■ **R&R salutes company in annual Urban special**

By Walt Law
 Law is a contributor to R&R's
 Journalism column.

Each year **R&R** produces an annual special devoted to Urban radio and music to commemorate Black Music Month. **R&R**'s 2001 theme, **Radio One: No. 1 With A Bullet**, was chosen to acknowledge and pay tribute to the Washington, DC-based radio group that has emerged as the top broadcaster making Urban listeners today.

We are pleased to present exclusive interviews with four **Radio One** principals.

GARY HUGHES
RADIO ONE PRESIDENT/
CHAIRMAN

R&R: How many years have you been doing radio?

GH: Good question! About 32.

R&R: How did you start in the business?

GH: My interest was piqued when a group of athletes and entrepreneurs in Ontario decided that they wanted to buy a Black-owned radio station in



A former **Gary Hughes** poses up **Radio One's** future-Chairman/CEO, **Albert Ogden**.

Ontario, I was working for the Ford Foundation at the time, and Ford was giving grants to what were then classified as "minorities" to start businesses.

R&R: What about the early days of **RHR/**Radio One**?**

GH: Well, **WHUR was my first professional job in radio. I had been a lecturer at the faculty of the Howard University School of Communications, and **Kath-****

leen Gaskins and the Washington Post had given **WHUR-FM** in the urbanity Howard owned a **WHUR**, for "Howard University Radio," and it was really the first real profit center at Howard. During those days we were government employees. Oh, thanks read "U.S. Treasury," and we were all government-worker stuff, so all government employees were. This was before the federal government allowed Howard autonomy and responsibility for its own fiscal affairs.

It was quite unusual for a university to have a commercial radio station. It is still rare — most college stations have public licenses. Howard had gone through a series of managers, really trying to find just how, in fact, to structure and run a profit center.

See Page 48

Lebow Returns To Ennis In VP Post

By Janet Lebow
 Lebow is a contributor to R&R's
 Journalism column.

Between 1958 and 1992 David Lebow worked for Ennis Communications in

several capacities, including Sales Manager at KPWR/Los Angeles and corporate Director/Research & Market Development. Now, after taking a year off to consider his employment options, Lebow has decided to return to Ennis, as Regional VP for the



Lebow

ENNIS/See Page 20

Doubles Fire Up R&R Convention 2001

The legendary Double Brothers will perform at **R&R** Convention 2001, which happens June 14-18 at the Century Plaza Hotel & Spa in Los Angeles. This addition to the convention agenda is but one of many great events that have been added in the last week, including appearances by

Larry King, Rick Ross and recording artist Dave Navarro.

With 11 multi-Platinum and 13 Gold albums to their credit, the Double Brothers will rock among the most-played rock bands on radio. Beginning in 1972 with "Laters to

CONVENTION/See Page 21



The Double Brothers

Clear Channel/S.F. Resets Managers

■ **Marlin rises to GM**

Clear Channel has over the upper management for all its San Francisco properties.



Krause/ Martin

■ **Joe Cunningham** will oversee **CHH**/**Rhythmic** stations **KMEL** and **KYLD** as **VP**, effective June 1. He is currently **GM** of **Urban AC** **KISQ** and **KYLD**.

■ **Eric**, **VP** **Market** **Manager** **Ed Krause** will oversee day-to-day operations of **Adult Standards** **KAMM-AM**, '80s, **KISQ**, **KISQ** and **Smooth** **Jazz** **KXSF**.

■ **KMEL** & **KYLD** **PD** **Michael Marlin** has been promoted to the newly created **GM** position for the entire **San Francisco** cluster.

CLEAR CHANNEL/See Page 21

Groups Make Their Case To Investors

By James Vines
 Vines is a contributor to R&R's
 Journalism column.

NEW YORK — This time last year a would-be buyer was in for City for **Larry Mays**. Back then **Clear Channel** shares were just south of \$100 and advertising sales were brisk. But the picture was different last week as **Mays** stood before the **Rate Of America** Securities Media and Telecommunications Conference on May 17. Shares in his company were half the value they were a year ago.

"Why invest in **Clear Channel**, other than that the stock is so ridiculously low?" **Mays** quipped in his Texas drawl.

Mays may have answered why **Clear Channel** shares — and shares in other advertising-driven

INVESTORS/See Page 25

THIS WEEK

CIRCUIT

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

COURTYARD

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

USDA

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

R&R AC

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

COURT

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

AC

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

WY AC

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

SMOOTH JAZZ

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

ROCK

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

ACTIVE ROCK

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

ALTERNATIVE

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

TRIPLE A

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

• **REGULATORY** **CE** **ENR** **WTS** & **PM** **UL** — **John**

Country Reporters

Stations and their adds listed alphabetically by market

<p>WQMX/Akron, OH * OM: Kevin Mason MD: Tom Fazio 1 WARREN BROTHERS "Move" 2 MARTHA MCBRIDE "Time" 3 PHIL VASSAR "Rose" 4 TYLER ENGLAND "Drove"</p>	<p>WZZK/Birmingham, AL PD: Rick Shadley AP/DMD: Scott Stewart 12 JESSICA ANDREWS "Am" 2 ALABAMA "When" 3 PHIL VASSAR "Rose"</p>	<p>KRYS/Corpus Christi, TX * PD: Clayton Allen MD: Cedric Lee No Adds</p>	<p>WRNS/Greenville, NC PD/MO: Wayne Carley 23 MARTHA MCBRIDE "Time" 9 TRICK PONY "Pour" 5 FAITH HILL "Heart" 4 TYLER ENGLAND "Drove"</p>	<p>KBEQ/Kansas City, MO * MD: Mike Kennedy MD: T.J. McClure 1 KENNY CHESNEY "Happen" 2 PHIL VASSAR "Rose" 1 CLAY DAVIDSON "Sometimes" 3 JULIE & THE WANTED "Boom"</p>	<p>KTEX/McAllen, TX * OM/PD: Henry Lewis MD: Sonny Langley 1 PHIL VASSAR "Rose" 1 CLAY DAVIDSON "Sometimes"</p>	<p>WGH/Norfolk, VA * PD: Randy Brooks 11 PHIL VASSAR "Rose" 2 ERIC HEATHERLY "Wrong" 2 TRAVIS TRITT "Great" 1 SONS OF THE DESERT "What"</p>	<p>WDOF/Raleigh-Durham, NC * PD: Brent Carter MD: Pamela O'Brian No Adds</p>	<p>KMPS/Seattle-Tacoma, WA * PD: Billy Brunner MD: Mike Peterson 3 TRICK PONY "Pour"</p>	<p>KVOD/Tulsa, OK * OM/PD: Dave Black MD: Scott Woodson 10 TRICK PONY "Pour" 10 WARREN BROTHERS "Move" 9 TIM RUSHLOW "Misses" 1 TRAVIS TRITT "Great" 1 KENNY CHESNEY "Happen"</p>
<p>WGNA/Albany, NY * PD: Buzz Brindle MD: Bill Earley 4 PHIL VASSAR "Rose" 3 TIM RUSHLOW "Misses"</p>	<p>KLZN/Boise, ID * PD: Rick Summers AP/DMD: Spencer Burke 4 DWYGT "YOKAM "Know" 2 TYLER ENGLAND "Drove" 1 VINCE GILL "Straight" 1 MEREDITH EDWARDS "Rose"</p>	<p>KPLX/Dallas-Ft. Worth, TX * PD: Brian Phillips AP/D: Spencer Rivers MD: Coily Alan 29 KENNY CHESNEY "Happen" 1 PAT GREEN "Texas"</p>	<p>WESG/Greenville, SC * OM/PD: Ron Brooks AP/DMD: John Lundrum 3 TOBY KEITH "Shouldn't" 2 TIM RUSHLOW "Misses"</p>	<p>KFKF/Kansas City, MO * PD: Dale Carter AP/DMD: Tony Stevens 12 PHIL VASSAR "Rose" 2 GARY ALLAN "Right" 1 KENNY CHESNEY "Happen" 1 KENNY ROGERS "There"</p>	<p>WGKY/Memphis, TN * PD: Greg Meizinger MD: Brian Driver MD: Mark Billingsley DIAMOND RIO "Day"</p>	<p>KBUL/Reno, NV * OM: Tom Jordan AP/DMD: Chuck Reeves No Adds</p>	<p>NGEE/Des Moines-Midland, TX PD: Michael Lawrence AP/DMD: Boomer Kingston 1 PATTY LOVELESS "Thing" 1 ERIC HEATHERLY "Wrong"</p>	<p>KRMW/Shreveport, LA * PD: Gary McRoy MD: James Anthony 1 STEVE HOLY "Hunger" 1 TRAVIS TRITT "Great"</p>	<p>WWZD/Tupelo, MS OM/PD: Tom Freeman VINCE GILL "Straight" AARON TIPPIN "People"</p>
<p>KRST/Albuquerque, NM * PD: Brad Barrett MD: J.T. Jones No Adds</p>	<p>WKLB/Boston, MA * PD: Mike Brophy AP/DMD: Ginny Rogers No Adds</p>	<p>KSCS/Dallas-Ft. Worth, TX * PD: Dean James AP/DMD: Linda O'Brian 5 DIAMOND RIO "Day"</p>	<p>WSSL/Greenville, SC * PD: Bruce Logan AP/DMD: Kerry Owen 2 KIMBLEY "In" 1 CLAY DAVIDSON "Sometimes"</p>	<p>WDAF/Kansas City, MO * PD/MO: Ted Cramer No Adds</p>	<p>WGGY/Memphis, TN * OM: Jerry Dean PD/MO: Hal Albritton No Adds</p>	<p>WKRH/Richmond, VA * PD/MO: Jim Tice 1 TIM RUSHLOW "Misses"</p>	<p>KFRG/Riverside, CA * OM/PD: Ray Maszie MD: Don Jeffrey 1 GEORGE STRAIT "Come" 1 PHIL VASSAR "Rose" 1 KENNY ROGERS "There"</p>	<p>WBYT/South Bend, IN PD: Ralph Chapp AP/DMD: Lisa Kosi No Adds</p>	<p>KNUE/Tyler-Lonngview, TX * OM/PD: Larry Kent MD: Robert Mauldin CLAY DAVIDSON "Sometimes" MEREDITH EDWARDS "Rose"</p>
<p>WCTO/Allentown, PA * PD: Chuck Geiger AP/DMD: Ed Parreira SONS OF THE DESERT "What"</p>	<p>WYRK/Bufalo, NY * PD: Mark Lindow AP/DMD: Chris Keyzer 2 ALABAMA "When" 2 JESSICA ANDREWS "Am"</p>	<p>WGNB/Daytona Beach, FL * PD/MO: Bill Kramer 3 PHIL VASSAR "Rose" 1 KENNY CHESNEY "Happen" 1 MEREDITH EDWARDS "Rose" 1 NEAL MCCOY "Beatin'" 1 MONTGOMERY GENTRY "Change" 1 SONS OF THE DESERT "What"</p>	<p>WAYZ/Hagerstown, MD PD: Dennis Hughes 30 TRAVIS TRITT "Great" 21 VINCE GILL "Straight" 21 KENNY CHESNEY "Happen"</p>	<p>WDAF/Kansas City, MO * PD/MO: Ted Cramer No Adds</p>	<p>WKIS/Miami, FL * PD/MD: R.L. McCoy MD: Darlene Evans 1 MARTHA MCBRIDE "Time" 1 FAITH HILL "Heart"</p>	<p>WYWD/Daytona-Lynchburg, VA * PD/MO: Robyn Jaymes PHIL VASSAR "Rose" VINCE GILL "Straight" JOHN M. MONTGOMERY "What"</p>	<p>WBEW/Rochester, NY * OM: Dave Symons PD/AM/DMD: Cayote Collins 1 PHIL VASSAR "Rose" 3 AARON TIPPIN "People" 2 BILLY RAY CYRUS "Burn" 2 MEREDITH EDWARDS "Rose" 2 CLAY DAVIDSON "Sometimes"</p>	<p>KNFR/Spokane, WA * OM: Scott Paulk PD/MO: Paul Newman 8 JOHN M. MONTGOMERY "What" 2 SONS OF THE DESERT "What" 1 BILLY RAY CYRUS "Burn"</p>	<p>WACO/Waco, TX PD/MO: Zach Owen AP/DMD: Jennifer Allen 10 CLAY DAVIDSON "Sometimes"</p>
<p>KGNC/Amarillo, TX PD: Tim Butler AP/DMD: Patrick Clark 18 KENNY CHESNEY "Happen" 10 CHALLE TEMSON "Back" 10 PATTY LOVELESS "Thing"</p>	<p>KHAX/Cedar Rapids, IA PD: Jeff Whitfield MD: Dawn Johnson 4 TRAVIS TRITT "Great" 3 PHIL VASSAR "Rose"</p>	<p>KYGO/Denver-Boulder, CO * PD: Joel Barke MD: Tad Swensden PHIL VASSAR "Rose"</p>	<p>WRBT/Harrisburg, PA * PD/MO: Shelby Butler MD: Phil Vassar 3 VINCE GILL "Straight"</p>	<p>WDAF/Kansas City, MO * PD/MO: Ted Cramer No Adds</p>	<p>WKIS/Miami, FL * PD/MD: R.L. McCoy MD: Darlene Evans 1 MARTHA MCBRIDE "Time" 1 FAITH HILL "Heart"</p>	<p>WYWD/Daytona-Lynchburg, VA * PD/MO: Robyn Jaymes PHIL VASSAR "Rose" VINCE GILL "Straight" JOHN M. MONTGOMERY "What"</p>	<p>WBEW/Rochester, NY * OM: Dave Symons PD/AM/DMD: Cayote Collins 1 PHIL VASSAR "Rose" 3 AARON TIPPIN "People" 2 BILLY RAY CYRUS "Burn" 2 MEREDITH EDWARDS "Rose" 2 CLAY DAVIDSON "Sometimes"</p>	<p>KNFR/Spokane, WA * OM: Scott Paulk PD/MO: Paul Newman 8 JOHN M. MONTGOMERY "What" 2 SONS OF THE DESERT "What" 1 BILLY RAY CYRUS "Burn"</p>	<p>WACO/Waco, TX PD/MO: Zach Owen AP/DMD: Jennifer Allen 10 CLAY DAVIDSON "Sometimes"</p>
<p>WYWC/Appling, WI OM: Jeff McCarthy PD: Randy Shannon MD: Mary Braun No Adds</p>	<p>WEZL/Charleston, SC * PD: T.J. Phillips MD: Gary Griffin CLAY DAVIDSON "Sometimes"</p>	<p>KHKI/Des Moines, IA * PD: Savannah Jones MD: JC Walker No Adds</p>	<p>WRMZ/Harrisburg, PA * PD: Sam McGuire AP/D: Kelly Ivis MD: Darcation 1 PHIL VASSAR "Rose" 1 SONS OF THE DESERT "What"</p>	<p>WDAF/Kansas City, MO * PD/MO: Ted Cramer No Adds</p>	<p>WKIS/Miami, FL * PD/MD: R.L. McCoy MD: Darlene Evans 1 MARTHA MCBRIDE "Time" 1 FAITH HILL "Heart"</p>	<p>WYWD/Daytona-Lynchburg, VA * PD/MO: Robyn Jaymes PHIL VASSAR "Rose" VINCE GILL "Straight" JOHN M. MONTGOMERY "What"</p>	<p>WBEW/Rochester, NY * OM: Dave Symons PD/AM/DMD: Cayote Collins 1 PHIL VASSAR "Rose" 3 AARON TIPPIN "People" 2 BILLY RAY CYRUS "Burn" 2 MEREDITH EDWARDS "Rose" 2 CLAY DAVIDSON "Sometimes"</p>	<p>KNFR/Spokane, WA * OM: Scott Paulk PD/MO: Paul Newman 8 JOHN M. MONTGOMERY "What" 2 SONS OF THE DESERT "What" 1 BILLY RAY CYRUS "Burn"</p>	<p>WACO/Waco, TX PD/MO: Zach Owen AP/DMD: Jennifer Allen 10 CLAY DAVIDSON "Sometimes"</p>
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Country Playlists

January 26, 2001 R&R • 79

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

MARKET #1
WYNY/New York
Big City
(914) 592-1071
Bar/Beaches
12+ Cume \$65,000



PLAYS

LW	TW	ARTIST/TITLE	GI (800)
47	48	THE MCGRAM/W/My Next Thirty Years	12640
30	39	SARA EVANS/Born To Fly	12376
30	40	ALAN JACKSON/W/My Memory	12008
36	36	DOE CHICKS/Without You	11316
33	33	JODE MESSINA/Born	10428
33	33	RASCAL FLATTS/This Everyday Love	10428
31	31	JAMIE O'NEAL/There Is No Arizona	9736
30	30	KENNY CHESEBURY/Just Another Day	9480
28	28	LONE STAR/Tell Her	8848
24	24	JESSICA ANDREWS/Who I Am	7584
24	24	GEORGE STRAIT/Don't Make Me	7584
23	23	SHANE DAVIS/Just Another Day	7268
23	23	DIAMOND RIO/One More Day	7268
22	22	ANDY GRIGGS/You Made Me That Way	6992
22	22	FAITH HILL/My Heart Had	6992
22	22	DWIGHT YODanis/What Do You Know	6992
22	22	GARTH BROOKS/W/My Horses	6636
21	21	TOBY KETH/You Shouldn't	6636
21	21	KEITH URBAN/But For The Grace	6636
20	20	DARRYL WORLEY/A Good Day To Run	6320
20	20	LEE ANN WOMACK/Ashe's By Now	6320
19	19	TRAVIS TRITT/Best Of Intentions	5688
17	17	BRAD PASKLEY/We Danced	5372
17	17	CLARK FAMILY/Alas/Where's My Back	5372
15	15	WARREN BROTHERS/Move On	4740
15	15	PHIL VASSAR/Just Another Day	4740
14	14	PATTY LOVE/LESS/That's The Kind	4424
14	14	MARTINA MCBRIDE/It's My Time	4424
14	14	VINCE GILL/Shot Straight	4108
13	13	MIKEY DOWDY/When I'm Alone	3792
11	11	CLAY DAVISSON/Can't Live This Way	3476
11	11	BILLY GILMAN/Alas/Where's My Back	3476
11	11	CHAD BROCK/Yes	3476
11	11	PATTY LOVE/LESS/That's The Kind	3476
11	11	JOE DUFFIE/It's Always	3160
10	10	FAITH HILL/My Heart Had	3160
10	10	CHARLE ROBBSON/Straight	3160
10	10	PHIL VASSAR/Just Another Day	3160
9	9	LONE STAR/What About Now	2952
9	9	MARTINA MCBRIDE/It's My Time	2952

MARKET #2
KZLA/Los Angeles
ZZ/Las
(323) 882-8000
Culver/Campus
12+ Cume \$55,500



PLAYS

LW	TW	ARTIST/TITLE	GI (800)
47	48	TOBY KETH/You Shouldn't	19350
48	48	SARA EVANS/Born To Fly	18576
49	47	DOE CHICKS/Without You	17419
46	45	JESSICA ANDREWS/Who I Am	15185
42	42	JOHN M. MONTGOMERY/The Little Girl	16254
42	42	BRAD PASKLEY/We Danced	16254
41	40	LEE ANN WOMACK/I Hope You Dance	15480
31	31	DIAMOND RIO/One More Day	11997
31	31	LEE ANN WOMACK/Ashe's By Now	11997
32	31	JOE DEE MESSINA/Born	11997
30	31	JAMIE O'NEAL/There Is No Arizona	11997
30	30	KEITH URBAN/But For The Grace	11610
21	20	LONE STAR/Tell Her	10640
18	17	FAITH HILL/My Heart Had	11119
24	27	CLINT BLACK/When I Said I Do	10049
24	26	TRAVIS TRITT/Best Of Intentions	10029
23	26	LEANN RIME/S'I Need You	10425
23	26	PHIL VASSAR/Just Another Day	9675
23	25	CLAY WALKER/The Chain Of Love	9675
23	24	RASCAL FLATTS/Prayin' For Daylight	9288
23	24	ANDY GRIGGS/You Made Me That Way	9288
23	24	GEORGE STRAIT/Don't Make Me	9288
23	23	LONE STAR/What About Now	8901
23	23	JOHN M. MONTGOMERY/Only And Gone	8901
23	23	TOBY KETH/How Do You Like	8901
23	23	TRAVIS TRITT/Best Of Intentions	7353
18	18	BRAD PASKLEY/We Danced	7425
21	21	RASCAL FLATTS/This Everyday Love	6579
13	13	SHANE DAVIS/Just Another Day	6290
14	14	MARTINA MCBRIDE/It's My Time	6425
9	9	JOE DEE MESSINA/That's The Way	6435
9	9	CHAD BROCK/Yes	6435
13	13	REBA MCKENZIE/It's About	5031
14	13	RASCAL FLATTS/Prayin' For Daylight	5430
13	13	CLAY DAVISSON/Can't Live This Way	5430
16	12	ALAN JACKSON/W/My Horses	5940
16	12	CHARLE ROBBSON/Straight	5940
16	12	LEE ANN WOMACK/Ashe's By Now	5940
16	12	JOHN M. MONTGOMERY/The Little Girl	5940
16	12	TOBY KETH/How Do You Like	5940
16	12	ALAN JACKSON/W/My Memory	4950

MARKET #3
WUSN/Chicago
Infinity
(312) 649-0099
Cass/Bluffs
12+ Cume \$60,300



PLAYS

LW	TW	ARTIST/TITLE	GI (800)
33	33	DOE CHICKS/Without You	17320
34	34	THE MCGRAM/W/My Next Thirty Years	16276
34	34	JAMIE O'NEAL/There Is No Arizona	16830
35	34	SARA EVANS/Born To Fly	16830
33	33	KENNY CHESEBURY/Just Another Day	16535
33	32	LONE STAR/Tell Her	15840
32	32	TRAVIS TRITT/Best Of Intentions	15840
29	29	JESSICA ANDREWS/Who I Am	13860
24	24	KEITH URBAN/But For The Grace	13860
32	27	MAHRI MCBRIDE/There You Are	7305
22	22	JOE DEE MESSINA/Born	12870
24	26	LEE ANN WOMACK/Ashe's By Now	12870
26	28	RASCAL FLATTS/This Everyday Love	12375
28	28	SHANE DAVIS/Just Another Day	12375
24	26	SOUTH SOUTHWEST/The Most	11385
24	26	JOE DEE MESSINA/Born	11385
25	23	TOBY KETH/You Shouldn't	12375
26	22	CLARK FAMILY/Alas/Where's My Back	10890
24	21	GARTH BROOKS/W/My Horses	10390
19	19	FAITH HILL/My Heart Had	9405
25	21	DIAMOND RIO/One More Day	9405
17	17	ALAN JACKSON/W/My Memory	9405
17	17	BRAD PASKLEY/We Danced	9405
17	17	JOE DUFFIE/It's Always	9405
17	17	AARON TIPPIN/Kiss This	9405
15	14	MARTINA MCBRIDE/It's My Time	7420
9	9	JOE DEE MESSINA/That's The Way	6435
9	9	CHAD BROCK/Yes	6435
13	13	REBA MCKENZIE/It's About	5031
14	13	RASCAL FLATTS/Prayin' For Daylight	5430
13	13	CLAY DAVISSON/Can't Live This Way	5430
16	12	ALAN JACKSON/W/My Horses	5940
16	12	CHARLE ROBBSON/Straight	5940
16	12	LEE ANN WOMACK/Ashe's By Now	5940
16	12	JOHN M. MONTGOMERY/The Little Girl	5940
16	12	TOBY KETH/How Do You Like	5940
16	12	ALAN JACKSON/W/My Memory	4950

MARKET #4
KYCY/San Francisco
Infinity
(415) 391-9330
Thousand Oaks/Ryan
12+ Cume \$22,700



PLAYS

LW	TW	ARTIST/TITLE	GI (800)
46	46	LEE ANN WOMACK/Ashe's By Now	7720
44	46	LONE STAR/Tell Her	7406
44	44	JOE DEE MESSINA/Born	7084
46	44	DOE CHICKS/Without You	7084
43	44	SARA EVANS/Born To Fly	7084
43	42	KENNY CHESEBURY/Just Another Day	6962
30	37	ALAN JACKSON/W/My Memory	5757
30	37	JAMIE O'NEAL/There Is No Arizona	5757
30	37	THE MCGRAM/W/My Next Thirty Years	4830
29	29	GARTH BROOKS/W/My Horses	4669
27	29	RASCAL FLATTS/This Everyday Love	4508
27	29	SHANE DAVIS/Just Another Day	4508
30	28	TOBY KETH/You Shouldn't	4508
26	28	KEITH URBAN/But For The Grace	4508
29	27	JAMIE O'NEAL/There Is No Arizona	4347
27	27	DIAMOND RIO/One More Day	4185
27	27	FAITH HILL/My Heart Had	4185
23	23	BILLY RAY Cyrus/You're My Best	4025
17	25	FAITH HILL/My Heart Had	4025
19	25	DARRYL WORLEY/A Good Day To Run	4025
29	24	ALAN JACKSON/W/My Memory	3864
21	21	SHANE DAVIS/Just Another Day	3864
21	21	TRICK PONY/Your Mile	3864
18	18	PHIL VASSAR/Just Another Day	3059
18	18	TOBY KETH/How Do You Like	2986
16	16	JOE DEE MESSINA/That's The Way	2986
16	16	CHAD BROCK/Yes	2986
14	17	JOE DUFFIE/It's Always	2737
16	17	AARON TIPPIN/Kiss This	2737
16	16	VINCE GILL/Shot Straight	2576
14	16	JOHN M. MONTGOMERY/The Little Girl	2576
14	16	JESSICA ANDREWS/Who I Am	2576
15	16	RASCAL FLATTS/Prayin' For Daylight	2576
14	16	GEORGE STRAIT/Don't Make Me	2576
15	16	BRAD PASKLEY/We Danced	2415
17	18	TRAVIS TRITT/Best Of Intentions	2254
17	18	LEE ANN WOMACK/Ashe's By Now	2093
25	13	TRICK PONY/Your Mile	2093
25	13	LONE STAR/What About Now	2093
26	12	CHRIS CAGLE/My Love Goes On	1932

MARKET #5
WXIU/Philadelphia
Beasley
(610) 567-5000
McKoy/Jack
12+ Cume \$18,200



PLAYS

LW	TW	ARTIST/TITLE	GI (800)
35	37	JAMIE O'NEAL/There Is No Arizona	12617
34	36	JOE DEE MESSINA/Born	12276
34	36	LEE ANN WOMACK/Ashe's By Now	12276
34	36	KEITH URBAN/But For The Grace	11594
29	33	GARTH BROOKS/W/My Horses	11253
36	32	LONE STAR/Tell Her	10916
33	32	DOE CHICKS/Without You	10912
21	31	RASCAL FLATTS/This Everyday Love	10571
9	27	TOBY KETH/You Shouldn't	9207
30	29	SARA EVANS/Born To Fly	7843
30	29	DIAMOND RIO/One More Day	7843
30	29	ANDY GRIGGS/You Made Me That Way	6820
18	18	SHANE DAVIS/Just Another Day	6138
19	18	CAROLYN DAWN JOHNSON/Georgia	6138
17	18	GEORGE STRAIT/Don't Make Me	6138
15	17	TIM RUSSELL/When I'm Alone	5787
15	17	DWIGHT YODanis/What Do You Know	5787
12	18	DARRYL WORLEY/A Good Day To Run	5456
17	19	GARY ALLAN/Right Where I'm	5456
16	18	JESSICA ANDREWS/Who I Am	5456
15	17	ERIC HEATH/FLY/Flowers On The Wall	5115
15	17	WARREN BROTHERS/Move On	5115
6	16	FAITH HILL/My Heart Had	5115
12	14	VINCE GILL/Shot Straight	4774
12	14	PHIL VASSAR/Just Another Day	4774
12	14	ANDY GRIGGS/You Made Me That Way	4423
25	12	THE MCGRAM/W/My Next Thirty Years	4092
8	10	JOE DEE MESSINA/That's The Way	3410
8	10	LONE STAR/What About Now	3410
10	11	PHIL VASSAR/Just Another Day	3069
4	9	STEVE WARRER/Alas/Where's My Back	3069
9	9	TOBY KETH/How Do You Like	3069
9	9	JOHN M. MONTGOMERY/The Little Girl	3069
9	9	COLLIER HAYES/When I'm Alone	3069
9	9	ALAN JACKSON/W/My Memory	3069
9	9	AARON TIPPIN/Kiss This	3069
9	9	SOUTH SOUTHWEST/The Most	2728
9	9	CHAD BROCK/Yes	2728

MARKET #6
KLTX/Dallas-Ft. Worth
Susquehanna
(214) 526-2400
Philips/Rivers/Alan
12+ Cume \$90,300



PLAYS

LW	TW	ARTIST/TITLE	GI (800)
53	53	MARK MCGRAM/W/My Next Thirty Years	16642
43	53	JESSICA ANDREWS/Who I Am	16642
40	40	JAMIE O'NEAL/There Is No Arizona	15072
40	40	GARY ALLAN/Right Where I'm	14444
44	44	TRAVIS TRITT/Best Of Intentions	13816
42	42	TOBY KETH/You Shouldn't	13188
41	41	BRAD PASKLEY/We Danced	12874
41	41	DARRYL WORLEY/A Good Day To Run	11932
36	36	GARTH BROOKS/W/My Horses	10999
33	33	ALAN JACKSON/W/My Memory	10382
33	33	LEE ANN WOMACK/Ashe's By Now	9274
30	30	DOE CHICKS/Without You	9420
29	29	KENNY CHESEBURY/Just Another Day	9108
29	29	FAITH HILL/My Heart Had	9108
29	29	TYLER ENGLISH/Don't Drive Her	8782
29	29	DOE CHICKS/Without You	8782
26	26	TRICK PONY/Your Mile	7850
24	24	PAT GREEN/Take Me Out To	7536
23	23	GEORGE STRAIT/Don't Make Me	7222
23	23	SARA EVANS/Born To Fly	6594
23	23	CHAD BROCK/Yes	6594
18	18	LEE ANN WOMACK/Ashe's By Now	5024
18	18	SHANE DAVIS/Just Another Day	5024
14	14	TOBY KETH/How Do You Like	4396
14	14	CHAD BROCK/Yes	4396
13	13	FAITH HILL/My Heart Had	4396
13	13	LEANN RIME/S'I Need You	4082
13	13	ALAN JACKSON/W/My Memory	4082
13	13	LONE STAR/What About Now	4082
13	13	TRAVIS TRITT/Best Of Intentions	3768
13	13	KENNY CHESEBURY/Just Another Day	3768
13	13	PHIL VASSAR/Just Another Day	3768
11	11	ERIC HEATH/FLY/Flowers On The Wall	3454
11	11	AARON TIPPIN/Kiss This	3454
11	11	JOHN M. MONTGOMERY/The Little Girl	3140
11	11	SARA EVANS/Born To Fly	3140
11	11	CHAD BROCK/Yes	3140
11	11	JOHN M. MONTGOMERY/The Little Girl	3140

MARKET #6
KSCS/Dallas-Ft. Worth
ABC
(817) 640-1953
James O Brian
12+ Cume \$99,600



PLAYS

LW	TW	ARTIST/TITLE	GI (800)
41	46	TIM RUSSELL/When I'm Alone	14904
46	46	TOBY KETH/You Shouldn't	14500
42	42	KENNY CHESEBURY/Just Another Day	13608
40	41	KEITH URBAN/But For The Grace	13204
37	38	JESSICA ANDREWS/Who I Am	9724
25	26	DWIGHT YODanis/What Do You Know	8424
25	26	TRAVIS TRITT/Best Of Intentions	8100
25	26	LEE ANN WOMACK/Ashe's By Now	8100
32	32	DARRYL WORLEY/A Good Day To Run	7776
23	23	PHIL VASSAR/Just Another Day	7452
20	22	GARY ALLAN/Right Where I'm	7128
19	22	ALAN JACKSON/W/My Memory	7128
19	22	JAMIE O'NEAL/There Is No Arizona	7128
20	20	LONE STAR/Tell Her	6480
23	23	RASCAL FLATTS/This Everyday Love	6480
22	22	WARREN BROTHERS/Move On	6158
22	22	ERIC HEATH/FLY/Flowers On The Wall	6158
22	22	DWIGHT YODanis/What Do You Know	6158
22	22	TRICK PONY/Your Mile	6158
14	18	DOE CHICKS/Without You	5832
14	18	TRACY LAMARCA/Only	5832
17	17	BILLY RAY Cyrus/You're My Best	5028
17	17	CLARK FAMILY/Alas/Where's My Back	5028
17	17	GARTH BROOKS/W/My Horses	5184
17	17	JOHN M. MONTGOMERY/The Little Girl	5184
17	17	ANDY GRIGGS/You Made Me That Way	4536
12	14	ALAN JACKSON/W/My Memory	4536
12	14	SARA EVANS/Born To Fly	4536
12	14	TRAVIS TRITT/Best Of Intentions	3812
12	14	KENNY CHESEBURY/Just Another Day	3812
5	8	ERIC HEATH/FLY/Flowers On The Wall	3240

Country Playlists

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

MARKET #12

WKIS/Miami
Beasley
(954) 431-6200
McCoys/Enns
12+ Cumc 348,960



PLAYS

LTW	ARTIST/TITLE	© (899)
37	JO DEE MESSINA/Burn	8917
37	SARA EVANS/Born To Fly	8917
35	LONE STAR/Tell Her	8435
35	TIM MCGRAW/My Next Thirty Years	8435
33	KENNY CHESNEY/Lost In	8435
33	BRAD PASKLEY/We Danced	7963
31	ALAN JACKSON/My Memory	7963
31	TOBY KEITH/You Shouldn't	7963
33	LEE ANN WORMACK/Aches By Now	7963
16	DIAMOND RIO/One More Day	4820
16	DOE CHICKS/Without You	4820
14	KEITH URBAN/But For The Grace	4539
14	CLARK FAMILY / (Album/Title) Back	4539
20	GARTH BROOKS/Wild Horses	4067
20	RASCAL FLATTS/This Everyday Love	3856
18	SHE DASY/Lucky 4 You	3856
16	PHIL VASSAR/Just Another Day	3856
16	DARRYL WORLEY/A Good Day To Run	3856
10	JESSICA ANDREWS/Who I Am	3856
10	MARK MCGUIRE/It's My Time	3856
14	GEORGE STRAIT/Don't Make Me	3856
15	ALABAMA/When It All Goes	3615
15	ANDY GRIGGS/You Made Me That Way	3615
15	ALAN JACKSON/My Memory	3615
15	AARON TIPPIN/How Do You Like	3615
14	JOHN M. MONTGOMERY/The Little Girl	3374
14	CHAD BROOK/Yes!	3374
14	GEORGE STRAIT/Go On	3374
14	TRAVIS TRITT/Best Of Intentions	3374
13	BILLY GILL/Feels Like Love	3133
13	JO DEE MESSINA/Burn	3133
13	JAMIE O'NEAL/There Is No Arizona	3133
13	LEE ANN WORMACK/Who I Am	3133
12	TIM RUSH/OW/She Misses Him	2892
12	WARREN BROTHERS/Move On	2892
12	CAROLYN DAWN JOHNSON/Georgia	2892
11	MONTGOMERY GENTRY/All Night Long	2651
9	VINCE GILL/Feels Like Love	2410
8	YANKEE GREY/Another Nine Minutes	2410
8	TRICK PONY/For Me	2169

MARKET #14

KMPX/Seattle-Tacoma
Infinity
(206) 805-0941
Richards/Thomas
12+ Cumc 378,000



PLAYS

LTW	ARTIST/TITLE	© (899)
37	GARTH BROOKS/Wild Horses	9462
37	LONE STAR/Tell Her	9462
37	TOBY KEITH/You Shouldn't	9213
34	LEE ANN WORMACK/Aches By Now	9213
31	JO DEE MESSINA/Burn	9213
30	TIM MCGRAW/My Next Thirty Years	8964
36	DOE CHICKS/Without You	8469
20	JAMIE O'NEAL/There Is No Arizona	7719
20	JESSICA ANDREWS/Who I Am	7490
20	ALAN JACKSON/My Memory	7221
22	DIAMOND RIO/One More Day	6275
23	KEITH URBAN/But For The Grace	6275
24	ALABAMA/When It All Goes	6275
36	SARA EVANS/Born To Fly	5776
14	FAITH HILL/My Heart Had	5727
16	GEORGE STRAIT/Don't Make Me	5727
22	RASCAL FLATTS/This Everyday Love	5478
9	TIM RUSH/OW/She Misses Him	4731
7	MARK MCGUIRE/It's My Time	3984
14	PHIL VASSAR/Just Another Day	3486
14	AARON TIPPIN/How Do You Like	3486
22	PHIL VASSAR/Just Another Day	3486
11	TRAVIS TRITT/Best Of Intentions	3237
10	BILLY GILL/Feels Like Love	3237
22	TRAVIS TRITT/Best Of Intentions	2986
8	ALABAMA/When It All Goes	2739
9	ALAN JACKSON/My Memory	2739
11	LEE ANN WORMACK/Who I Am	2739
10	GEORGE STRAIT/Go On	2739
10	TRAVIS TRITT/Best Of Intentions	2490
11	JOHN M. MONTGOMERY/The Little Girl	2490
10	AARON TIPPIN/How Do You Like	2490
10	STEVE WARREN/It's Always	2490
12	CHAD BROOK/Yes!	2490
12	DARRYL WORLEY/A Good Day To Run	2490
11	JOHN M. MONTGOMERY/The Little Girl	2490
12	CHAD BROOK/Yes!	2241
8	BRAD PASKLEY/We Danced	2241
8	RICCO/Seven Bridges Road	2241
6	LONE STAR/Tell Her	1992

MARKET #15

KHLE/Phoenix
Infinity
(602) 964-0108
Garrison/Love
12+ Cumc 323,100



PLAYS

LTW	ARTIST/TITLE	© (899)
55	TOBY KEITH/You Shouldn't	11058
53	JESSICA ANDREWS/Who I Am	10476
53	TIM MCGRAW/My Next Thirty Years	7566
34	KEITH URBAN/But For The Grace	7566
28	RASCAL FLATTS/This Everyday Love	7372
28	FAITH HILL/My Heart Had	6992
37	PHIL VASSAR/Just Another Day	6992
37	KENNY CHESNEY/Lost In	6402
30	DIAMOND RIO/One More Day	6402
33	TIM RUSH/OW/She Misses Him	6402
19	SARA EVANS/Born To Fly	6014
30	SHE DASY/Lucky 4 You	5820
36	GEORGE STRAIT/Don't Make Me	5820
30	KENNY CHESNEY/Lost In	5800
31	BILLY GILL/Feels Like Love	5800
35	GARTH BROOKS/Wild Horses	5626
32	SHE DASY/Lucky 4 You	5626
29	LEE ANN WORMACK/Who I Am	5626
17	JAMIE O'NEAL/There Is No Arizona	5238
17	MARK MCGUIRE/It's My Time	5238
13	JO DEE MESSINA/Burn	5044
25	RASCAL FLATTS/This Everyday Love	4850
22	LONE STAR/Tell Her	4650
21	CHAD BROOK/Yes!	4650
21	CHAD BROOK/Yes!	4650
22	JOHN M. MONTGOMERY/The Little Girl	4650
18	ALABAMA/When It All Goes	4768
19	AARON TIPPIN/How Do You Like	4768
19	LEANN RIME/It's Always	4768
34	MARK MCGUIRE/It's My Time	4074
21	JOHN M. MONTGOMERY/The Little Girl	3880
21	GEORGE STRAIT/Go On	3880
23	DOE CHICKS/Without You	3880
17	SHANNA TWAIN/It's Always	3880
25	LONE STAR/Tell Her	3696
18	FAITH HILL/My Heart Had	3696
11	JO DEE MESSINA/Burn	3686
11	DOE CHICKS/Without You	3104
11	MEREDITH EDWARDS/A Rose Is Not	2910
13	FAITH HILL/My Heart Had	2910
13	PHIL VASSAR/Just Another Day	2910

MARKET #16

KHMX/Phoenix
Clear Channel
(602) 966-6236
King/Foster
12+ Cumc 378,200



PLAYS

LTW	ARTIST/TITLE	© (899)
42	KENNY CHESNEY/Lost In	10810
44	TIM MCGRAW/My Next Thirty Years	10350
44	TOBY KEITH/You Shouldn't	10350
41	RASCAL FLATTS/This Everyday Love	9680
17	DOE CHICKS/Without You	9430
47	SARA EVANS/Born To Fly	9430
37	JO DEE MESSINA/Burn	9200
39	JOHN M. MONTGOMERY/The Little Girl	8740
31	DIAMOND RIO/One More Day	8510
37	FAITH HILL/My Heart Had	8510
33	LEE ANN WORMACK/Aches By Now	8510
38	JAMIE O'NEAL/There Is No Arizona	7590
36	GARTH BROOKS/Wild Horses	7590
36	DARRYL WORLEY/A Good Day To Run	7590
42	KEITH URBAN/But For The Grace	7660
29	PHIL VASSAR/Just Another Day	6980
21	CAROLYN DAWN JOHNSON/Georgia	5980
39	TRAVIS TRITT/Best Of Intentions	5980
26	DARRYL WORLEY/A Good Day To Run	5980
26	JESSICA ANDREWS/Who I Am	5750
24	TIM RUSH/OW/She Misses Him	5200
22	LONE STAR/Tell Her	5060
19	CHAD BROOK/Yes!	5060
20	SHE DASY/Lucky 4 You	4530
20	SHANNA TWAIN/It's Always	4600
20	BRAD PASKLEY/We Danced	4600
20	SHANNA TWAIN/It's Always	4600
23	ALAN JACKSON/My Memory	4600
35	KEITH URBAN/But For The Grace	4600
16	JO DEE MESSINA/Burn	4370
16	JO DEE MESSINA/Burn	4370
17	LONE STAR/Tell Her	4370
16	TIM RUSH/OW/She Misses Him	4370
15	LEE ANN WORMACK/Aches By Now	3970
15	FAITH HILL/My Heart Had	3970
15	TOBY KEITH/You Shouldn't	3970
17	LONE STAR/Tell Her	3910
17	SHE DASY/Lucky 4 You	3910
17	GEORGE STRAIT/Go On	3910
17	BRAD PASKLEY/We Danced	3880

MARKET #17

KSON/Son Diego
Jefferson-Pilot
(619) 291-9737
Dimick/Frey
12+ Cumc 276,000



PLAYS

LTW	ARTIST/TITLE	© (899)
47	SARA EVANS/Born To Fly	6150
29	LEE ANN WORMACK/Aches By Now	5550
30	TRAVIS TRITT/Best Of Intentions	5400
34	JOHN M. MONTGOMERY/The Little Girl	5100
35	DOE CHICKS/Without You	4950
33	AARON TIPPIN/How Do You Like	4950
43	TIM MCGRAW/My Next Thirty Years	4950
31	LEANN RIME/It's Always	4950
31	KEITH URBAN/But For The Grace	4650
31	LONE STAR/Tell Her	4650
31	LEE ANN WORMACK/Aches By Now	4650
28	TOBY KEITH/You Shouldn't	4600
30	LONE STAR/Tell Her	4500
28	DIAMOND RIO/One More Day	4550
32	LEE ANN WORMACK/Aches By Now	4200
29	JAMIE O'NEAL/There Is No Arizona	4050
29	RASCAL FLATTS/This Everyday Love	4050
26	PHIL VASSAR/Just Another Day	3750
26	TIM RUSH/OW/She Misses Him	3750
24	BRAD PASKLEY/We Danced	3600
24	TIM RUSH/OW/She Misses Him	3600
21	ALABAMA/When It All Goes	3150
20	FAITH HILL/My Heart Had	3000
20	FAITH HILL/My Heart Had	3000
20	CLAY WALKER/In The Chain Of Love	3000
20	WARREN BROTHERS/Move On	3000
19	DARRYL WORLEY/A Good Day To Run	2850
17	CHAD BROOK/Yes!	2850
19	ANDY GRIGGS/You Made Me That Way	2700
19	GARTH BROOKS/Wild Horses	2700
19	FAITH HILL/My Heart Had	2700
19	CAROLYN DAWN JOHNSON/Georgia	2700
19	TIM MCGRAW/My Next Thirty Years	2700
18	TOBY KEITH/You Shouldn't	2700
18	DOE CHICKS/Without You	2700
18	JESSICA ANDREWS/Who I Am	2550
16	ALAN JACKSON/My Memory	2400
16	CLARK FAMILY / (Album/Title) Back	2400
16	MARTIN MCGUIRE/It's My Time	2400
16	TRICK PONY/For Me	2250

MARKET #18

KEEY/Minneapolis
Clear Channel
(952) 820-4200
Sweber/Moon
12+ Cumc 392,300



PLAYS

LTW	ARTIST/TITLE	© (899)
41	JAMIE O'NEAL/There Is No Arizona	9653
38	LEE ANN WORMACK/Aches By Now	9653
40	JO DEE MESSINA/Burn	9300
40	RASCAL FLATTS/This Everyday Love	9300
38	DIAMOND RIO/One More Day	8854
35	TIM MCGRAW/My Next Thirty Years	8854
35	KEITH URBAN/But For The Grace	8621
34	DARRYL WORLEY/A Good Day To Run	8388
30	TOBY KEITH/You Shouldn't	8388
24	GARTH BROOKS/Wild Horses	6990
26	TIM RUSH/OW/She Misses Him	6990
36	DOE CHICKS/Without You	6591
26	CAROLYN DAWN JOHNSON/Georgia	6591
25	TRICK PONY/For Me	6058
18	FAITH HILL/My Heart Had	6058
26	MONTGOMERY GENTRY/All Night Long	6058
26	PASKLEY/We Danced	6058
26	SARA EVANS/Born To Fly	6058
24	TIM MCGRAW/My Next Thirty Years	5592
24	WARREN BROTHERS/Move On	5592
24	JESSICA ANDREWS/Who I Am	5592
24	KENNY CHESNEY/Lost In	5592
24	ANDY GRIGGS/You Made Me That Way	5592
24	TRAVIS TRITT/Best Of Intentions	5592
23	CLARK FAMILY / (Album/Title) Back	5359
23	PHIL VASSAR/Just Another Day	5359
22	SHE DASY/Lucky 4 You	5126
22	PAM TILLIS/Please	4660
20	MARTIN MCGUIRE/It's My Time	4427
15	TYLER ENGLISH/Drove Her To	4427
15	ANDY GRIGGS/You Made Me That Way	4427
18	JOHN M. MONTGOMERY/The Little Girl	4194
20	RASCAL FLATTS/This Everyday Love	3994
18	ERIC HEATH/Right In The Heart Of Dixie	3961
17	SHE DASY/Lucky 4 You	3961
16	GEORGE STRAIT/Don't Make Me	3961
16	ALABAMA/When It All Goes	3495
15	LONE STAR/Tell Her	3495
14	KENNY CHESNEY/Lost In	3262
14	MARK MCGUIRE/It's My Time	3262

MARKET #19

WIL/St. Louis
Bonnieville
(314) 781-9600
Schell/Montano
12+ Cumc 318,700



PLAYS

LTW	ARTIST/TITLE	© (899)
41	JAMIE O'NEAL/There Is No Arizona	10078
38	LONE STAR/Tell Her	11081
40	LEE ANN WORMACK/Aches By Now	9592
44	JO DEE MESSINA/Burn	9592
38	SARA EVANS/Born To Fly	9374
33	TIM MCGRAW/My Next Thirty Years	9502
33	KEITH URBAN/But For The Grace	7412
29	DOE CHICKS/Without You	6322
26	KENNY CHESNEY/Lost In	5668
27	DIAMOND RIO/One More Day	5668
20	CHAD BROOK/Yes!	5232
20	ALABAMA/When It All Goes	5014
23	ALAN JACKSON/My Memory	5014
23	RASCAL FLATTS/This Everyday Love	5014
27	GARTH BROOKS/Wild Horses	4796
31	TOBY KEITH/You Shouldn't	4796
20	PHIL VASSAR/Just Another Day	4796
23	TRAVIS TRITT/Best Of Intentions	4796
19	CLAY WALKER/In The Chain Of Love	4578
21	GARTH BROOKS/Wild Horses	4360
20	RASCAL FLATTS/This Everyday Love	4360
27	JOHN M. MONTGOMERY/The Little Girl	4360
27	ANDY GRIGGS/You Made Me That Way	4360
17	FAITH HILL/My Heart Had	4142
19	AARON TIPPIN/How Do You Like	4142
19	SHE DASY/Lucky 4 You	4142
26	DARRYL WORLEY/A Good Day To Run	4142
16	ALAN JACKSON/My Memory	3974
20	LONE STAR/Tell Her	3706
15	JO DEE MESSINA/Burn	3706
11	GEORGE STRAIT/Don't Make Me	3488
19	TOBY KEITH/You Shouldn't	3488
16	DOE CHICKS/Without You	3488
22	VINCE GILL/Feels Like Love	3052
15	JESSICA ANDREWS/Who I Am	2616
7	GEORGE STRAIT/Go On	2616
12	TRICK PONY/For Me	2616
12	SHE DASY/Lucky 4 You	2180
11	KEITH URBAN/But For The Grace	2180

MARKET #20

WFOQ/Tampa
Clear Channel
(813) 366-3693
Lindemulder/Fox
12+ Cumc 369,700



PLAYS

LTW	ARTIST/TITLE	© (899)
47	DOE CHICKS/Without You	12408
42	KENNY CHESNEY/Lost In	11081
42	TIM MCGRAW/My Next Thirty Years	11081
31	SARA EVANS/Born To Fly	9768
39	PHIL VASSAR/Just Another Day	9768
39	LEE ANN WORMACK/Aches By Now	9240
34	JO DEE MESSINA/Burn	9240
34	LONE STAR/Tell Her	8976
26	JAMIE O'NEAL/There Is No Arizona	8712
33	BRAD PASKLEY/We Danced	8712
33	TOBY KEITH/You Shouldn't	7392
27	DARRYL WORLEY/A Good Day To Run	7128
18	RASCAL FLATTS/This Everyday Love	6864
30	RASCAL FLATTS/This Everyday Love	6336
27	JESSICA ANDREWS/Who I Am	6072
27	DIAMOND RIO/One More Day	5208
18	FAITH HILL/My Heart Had	4808
16	ALABAMA/When It All Goes	4544
31	GARTH BROOKS/Wild Horses	5016
18	TRAVIS TRITT/Best Of Intentions	5016
18	SHE DASY/Lucky 4 You	4752
18	ANDY GRIGGS/You Made Me That Way	4752
10	JOE OFFER/It's Always	3960
14	VINCE GILL/Feels Like Love	3960
10	JO DEE MESSINA/Burn	369



MIKE KINOSHIAN

mkinosox@rronline.com

Comfort Outscores Technical Perfection

Edison Research's Larry Rosin on the politics of radio

Ask a representative cross section of broadcasters to name upper-tier research firms, and the majority would place Edison Research right at the top. In addition to working closely with individual radio stations, however, the multifaceted New Jersey-based firm also helped television networks predict state-by-state outcomes in the latest presidential contest.

"As you might imagine, that was memorable and very intense," remarks Edison President Larry Rosin, who developed an interest in politics as a political philosophy major at Princeton University's Woodrow Wilson School. Upon graduation he realized that politics and the media were his two key passions, but when comparing the two, he felt that media was more interesting. "I always stayed involved with politics, however, and wanted to continue dipping my toes into it," he says.

In the aftermath of this crazy presidential election, people learned for the first time that media researchers were all working with the same data. "Most people didn't know that before," Rosin remarks. "A network consortium puts together the data, and different decision teams analyze it and try calling the races from it."

Networks, he says, strongly believe being first with a call is more important than it really is. "I don't think the average person cares that much. This year's presidential contest was close, which created greater interest. Many people tuned around on election night to see which networks had certain electoral college counts."

Series Of Firsts

As the first researcher to switch Florida



Larry Rosin

it became troubling that one estimator had George W. Bush winning. When we looked into it, we realized that there were mistakes in the calculations. We were somewhat lucky to have noticed it first."

Rosin and Edison VP Joe Lenski can claim another first in the election, this one involving the retraction of Gore's initial concession. "Since we had the hottest data, we were the first to realize that it would be premature for him to concede," recalls Rosin. "I called a top Gore advisor and said they shouldn't concede, because Bush's Florida margin was down to 5,000 votes."

When he placed the call, Rosin wasn't aware that Gore had already privately called Bush. When Rosin and the Gore official talked an hour later, Rosin mentioned that the Florida secretary of state's website had the separation down

to 1,100 votes. "The advisor repeated what I said, and I could hear Gore in the background, saying the same thing to his wife," Rosin recalls. "The advisor told me that I was like a governor calling with a last-minute stay of execution. Apparently, I was the first one to call, but I wasn't — by any stretch of the imagination — the only one to do so."

Carnak The Magnificent

The weekslong chain of events that followed is a matter of record, but there are definitely some radio station-applicable lessons that can be learned from what happened.

"To be honest, the top lesson isn't discussed as much as I'd expected," Rosin says. "Over the years the networks threw a million different guys against Johnny Carson, but Carson would say that it all comes down to the guy behind the desk. He always won, because people were comfortable with him. There's just something about Gore that makes people uncomfortable."

Contending that Gore should have been able to win the presidency by at least 10 percentage points, Rosin continues. "With the exception of certain parts of the country, most people weren't especially comfortable with Bush either. So while this shouldn't be interpreted in any way as a ringing endorsement of Bush's talents, he did a better job of making people feel comfortable. I've always felt that Americans are more comfortable with a governor becoming president than any other officeholder — including a vice president, apparently."

Debating The Debates

Another reason why Bush, rather than Gore, took the oath of office last week had to do with those now-infamous debates, Rosin believes. "The media fully expected Bush to say something incredibly stupid," he says. "I give him credit for somehow weaving his way through three debates without giving the media any raw meat. He knew it would all be over with just one stupid statement, that the press would savage him as a moron."

Enough people connected with Gore or his message, however, to give the former vice president the popular-vote victory. According to Rosin, Gore's three biggest spikes came after he named Connecticut Senator Joe Lieberman as his running mate, after

Recounting Five Historical Weeks

For political junkies like me, there's nothing like watching gavel-to-gavel convention coverage. Any convention's centerpiece is its roll call of states, although some have perverted it lately by shamelessly passing the microphone from one office-seeker to another. When done correctly, however, there's no finer chamber-of-commerce art form.

Something has gone awry, for example, if you don't hear that Guam is "where the American day begins." Some people don't know whether they should give their delegate vote count to "Madame Chairman" or "Madame Secretary," but they'll gladly summarize every possible good aspect of living in their state, from political leaders to weather to food to sports stars.

The GOP started the process last summer in Philadelphia; the Democrats assembled in Los Angeles in August. It was the latter's gathering that grabbed my attention even more than it normally does. That's where I instantly recognized Bob Poe next to the microphone in the Florida delegation. Formerly Director/Broadcasting for the NBA's Orlando Magic, GM of the Florida State Radio Network and GM of News/Talk WKIS-AM/Orlando, Poe also launched Rock AC WMMO-FM/Orlando as VP/GM in 1990.

Standing proudly on the floor of the Staples Center as Chairman of Florida's Democratic Party, Poe couldn't possibly have envisioned what would transpire just three months later in the Sunshine State.

Simmering Reality

The enormity of what he experienced late last year, in fact, is perhaps just starting to fully sink in. "When you're part of it, you don't realize how big it is," he explains. "Even now there's a simmering rage going on all over Florida, and I'm still in the middle of it."

Having made a 1980 Florida State Senate run, Poe's political interest is hardly new. He's been actively involved behind the scenes for years, accelerated the pace about five years ago and reached a peak this time last year. "The state chairman of the Florida Democratic Party told me that he was going to have hip surgery and wouldn't be able to finish his term," recalls Poe. "I took over his unexpired term in March and was recently re-elected. It's been a wild ride."

Capitalizing on his extensive media background, Poe remarks, "I know that radio and television stations want sound bites and that newspaper reporters look for pithy — rather than plain or mundane — quotes. Knowing and respecting their deadlines is also very important. I understand that they're just trying to do their jobs, and I know the constraints of each medium."

Pumped Up

The ability to summon what he'd learned about research while in radio came in handy last April, when Poe met with several high-ranking Gore staffers. "I told them where we were in terms of market share and where we could be," he says. "I explained how, if we could put Florida into play, we could win the election. I convinced several key people to give us a shot and throw some advertising money our way. They bought some markets, and we were able to move the needle. When they saw results, they pumped in more money."

"Just as in radio, you ask if there's a hole in the market and a market in the hole. We showed that there were both and sought to piece together a mosaic consisting of senior citizens, African Americans, non-Cuban Hispanics and women. There were several pieces and parts to this puzzle, so we couldn't do niche marketing."

Between the August convention and the November election Gore or running mate Joe Lieberman were in Florida at least once a week. "I spent a significant amount of time with Vice President and Mrs. Gore and Senator and Mrs. Lieberman," says Poe. "[Republican Florida Governor] Jeb Bush notwithstanding, we clearly felt that we could win Florida, and our math kept showing that. People were either going to vote for Al Gore or 'W,' and they didn't care who anybody's brother was."

Despite the fact that Gore garnered enough support to win the national popular vote, some claim that he wasn't able to fully energize people or attract big campaign crowds. However, an election-eve Miami Beach rally drew 60,000 people. "The vice president was there, and that's when we felt we'd won it all," recalls Poe. During an Election Day lunch, Poe told his staff that they'd done absolutely everything possible. "In retrospect, I can't think of anything I would've changed," he says.

Emotional Roller Coaster

The first in a wave of election-night stunners came when the television networks called Florida a Gore state. "There was a euphoria that I can't even begin to describe," says Poe. "We'd also taken back a U.S. Senate seat, so we thought we had done everything that people had told me was impossible. It was bewildering to have it taken away 60 minutes later; it was completely insane. My cell phone was ringing constantly. People like (DNC Chairman) Ed Rendell and (Gore Campaign Chairman) William Daley wanted to know what was happening."

As the clock ticked, Poe was disappointed to hear that Gore was about to concede. "Based on our exit polls, we knew we were winning," he maintains. "I don't know what was happening in Nashville — we were just trying

Continued on Page 86

3X GRAMMY AWARD WINNER

sham colvin

"WHOLE NEW YOU"

WHOLE NEW YOU

GOING FOR ADDS AT AC 1/29

sham colvin

Continued on Page 86

**IMPACTING
JAN.27.01
AC, HOT AC**

Tommi Mischell

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...talented, spontaneous, colorful
and highrange voice.....
Gloria - EUROPEAN PRESS

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She can make you feel love and excitement and energy.
She makes you want to move.
Boiden Abrams
Pres./CEO - Coffee and Cream Publishing, Co.**

**"JUST SIT BACK AND ENJOY THIS
EXTRAORDINARY ARTIST."
Nick K.
Pres./CEO - Queen records**

**Mischell is a once and future celebrity.
Her voice is by turns silky and sultry,
alternately powerful and pleading.
She looks every inch the diva."
The Philadelphia Inquirer**

With the single

"Echos of Love"

featuring

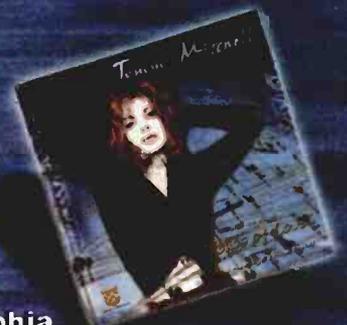
"The Average White Band"

Album produced by: Tommi Mischell, Billy Tarrell, Nick K.
RECORDED AND MIXED BY: Mike Tarsia Sigma Sound Philadelphia

www.TommiMischell.com

E-mail: TommiMischell@hotmail.com

For USA Pasike Management 856 616 9194 // For Europe Cantus Management 385.1492 2362



R&R AC Top 30

January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	'N SYNC This I Promise You (Jive)	2644	+60	323833	16	113/0
	2	BACKSTREET BOYS Shape Of My Heart (Jive)	2344	+43	283364	14	111/2
	3	FAITH HILL The Way You Love Me (Warner Bros.)	2336	+67	284182	21	111/0
	4	BBMAK Back Here (Hollywood)	2174	-94	245329	22	106/0
	5	HUEY LEWIS & GWYNETH PALTROW Cruisin' (Hollywood)	2156	-54	242632	17	105/0
	6	MARC ANTHONY My Baby You (Columbia)	1772	+32	225250	19	100/0
	7	DON HENLEY Taking You Home (Warner Bros.)	1754	-80	190665	37	101/0
	8	LEANN RIMES I Need You (Sparrow/Curb/Capitol)	1698	-104	210101	42	101/0
	9	FAITH HILL Breathe (Warner Bros.)	1549	-40	215990	52	105/0
	10	LEE ANN WOMACK I Hope You Dance (MCA/Universal)	1509	+218	175723	9	99/3
	11	MARC ANTHONY You Sang To Me (Columbia)	1479	+6	182870	47	105/0
	12	SAVAGE GARDEN I Knew I Loved You (Columbia)	1353	-119	169475	65	97/0
	13	LONESTAR Amazed (BNA)	1323	-58	162918	69	102/0
	14	CELINE DION That's The Way It Is (550 Music/Epic)	1222	+84	153317	62	97/0
Breaker	15	MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	1034	+182	131935	6	71/8
	16	NATALIE COLE Angel On My Shoulder (Elektra/EEG)	1027	-67	128597	10	89/0
	17	CHRISTINA AGUILERA I Turn To You (RCA)	1020	-166	117370	37	88/0
Breaker	18	CORRS Breathless (143/Lava/Atlantic)	932	+96	92039	19	74/4
	19	BRIAN MCKNIGHT Back At One (Motown/Universal)	927	-58	126643	56	82/0
	20	BACKSTREET BOYS Show Me The Meaning Of... (Jive)	807	+78	100100	51	89/0
	21	SADE By Your Side (Epic)	707	+24	105189	11	79/3
	22	TONI BRAXTON Spanish Guitar (LaFace/Arista)	676	+29	62861	10	74/0
	23	DON HENLEY Everything Is Different Now (Warner Bros.)	609	+73	73950	5	69/2
	24	SEAL This Could Be Heaven (London Sire)	507	+88	35643	2	72/11
	25	BON JOVI Thank You For Loving Me (Island/IDJMG)	504	+69	63832	3	60/5
	26	LEANN RIMES Can't Fight The Moonlight (London Sire/Curb)	455	-180	71465	16	56/0
	27	LARA FABIAN Love By Grace (Columbia)	449	+26	55594	9	57/2
	28	STING My Funny Friend And Me (Hollywood)	426	-15	40826	6	60/3
	29	RICHARD MARX Days In Avalon (Signal 21)	367	-38	37288	12	42/0
	30	LEIGH NASH Need To Be Next To You (Engine/Arista)	347	-126	43131	12	48/0

Most Added.

ARTIST TITLE LABEL(S)	ADDS
ROD STEWART I Can't Deny It (Atlantic)	20
GLORIA ESTEFAN You Can't Walk Away From Love (Epic)	16
R. MARTIN F.C. AGUILERA Nobody Wants... (Columbia)	15
98 DEGREES My Everything (Universal)	12
SEAL This Could Be Heaven (London Sire)	11
MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	8
DAVID GRAY Babylon (ATO/RCA)	8
JESSE COOK Fall At Your Feet (Narada)	8
SUZY K Broken Wings (Vellum)	6
BON JOVI Thank You For Loving Me (Island/IDJMG)	5
ENYA Only Time (Reprise)	5

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
R. MARTIN F.C. AGUILERA Nobody Wants... (Columbia)	+255
ROD STEWART I Can't Deny It (Atlantic)	+234
LEE ANN WOMACK I Hope You Dance (MCA/Universal)	+218
MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	+182
GLORIA ESTEFAN You Can't Walk Away From Love (Epic)	+174
DAVID GRAY Babylon (ATO/RCA)	+145
CORRS Breathless (143/Lava/Atlantic)	+96
SEAL This Could Be Heaven (London Sire)	+88
CELINE DION That's The Way It Is (550 Music/Epic)	+84
BACKSTREET BOYS Show Me The Meaning Of... (Jive)	+78

Breakers.

MATCHBOX TWENTY If You're Gone (Lava/Atlantic)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1034/182	71/8	15

CORRS Breathless (143/Lava/Atlantic)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
932/96	74/4	18

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.



115 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 1/14-Saturday 1/20. 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 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

DAVID GRAY Babylon (ATO/RCA)
Total Plays: 319, Total Stations: 44, Adds: 8

EVAN AND JARON Crazy For This Girl (Columbia)
Total Plays: 313, Total Stations: 22, Adds: 2

ENYA Only Time (Reprise)
Total Plays: 309, Total Stations: 51, Adds: 15

RICKY MARTIN / CHRISTINA AGUILERA Nobody Wants To Be Lonely (Columbia)
Total Plays: 308, Total Stations: 51, Adds: 15

ROD STEWART I Can't Deny It (Atlantic)
Total Plays: 266, Total Stations: 61, Adds: 20

JENNIFER DAY Completely (BNA)
Total Plays: 259, Total Stations: 38, Adds: 2

ELTON JOHN w/MARY J. BLIGE I Guess That's Why They Call It The Blues (Universal)
Total Plays: 231, Total Stations: 41, Adds: 1

GLORIA ESTEFAN You Can't Walk Away From Love (Epic)
Total Plays: 228, Total Stations: 57, Adds: 16

98 DEGREES My Everything (Universal)
Total Plays: 118, Total Stations: 25, Adds: 12

Songs ranked by total plays



FAITH HILL

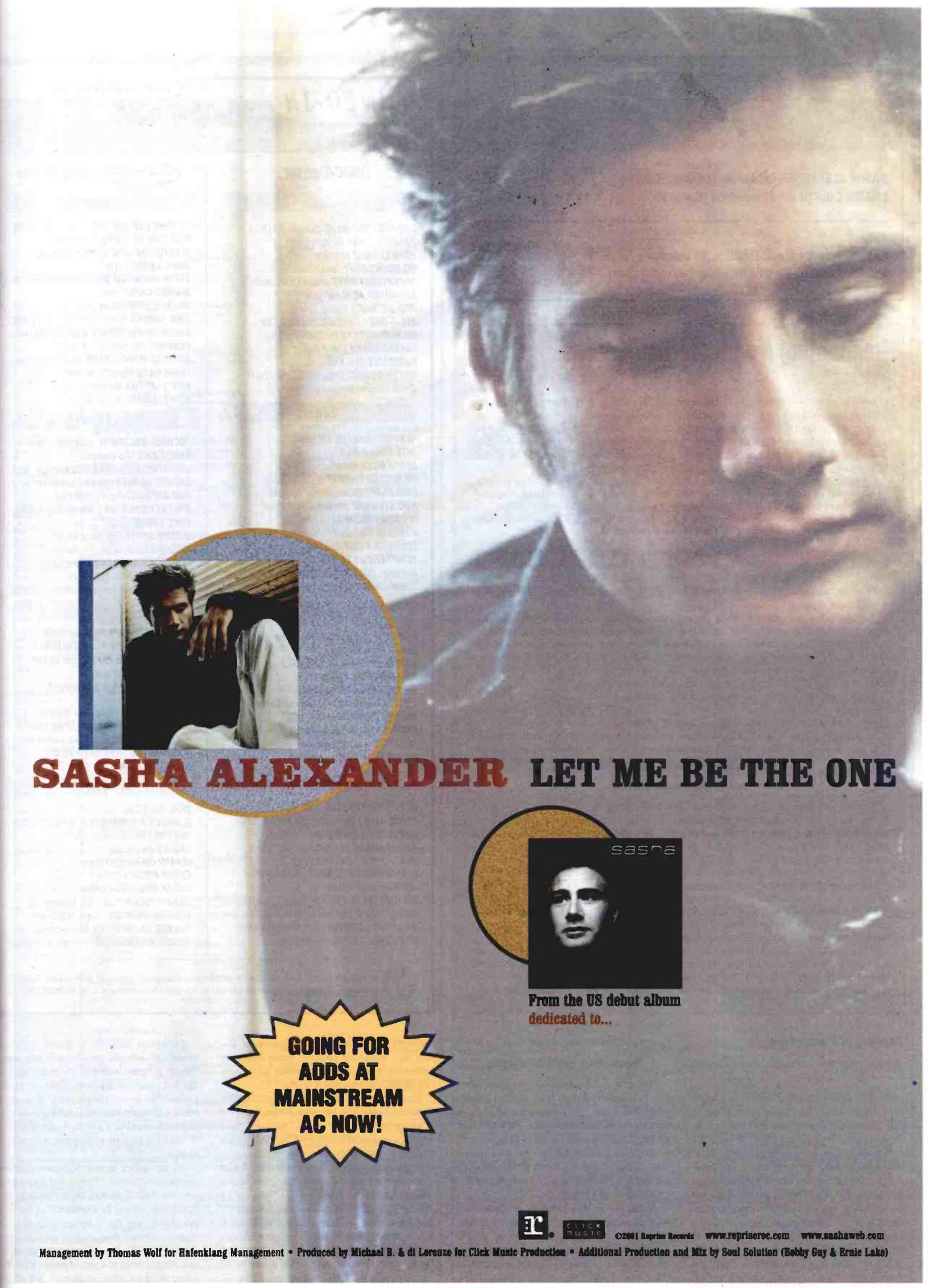
"The Way You Love Me"

THE FOLLOW-UP TO THE #1 SINGLE "BREATHE"

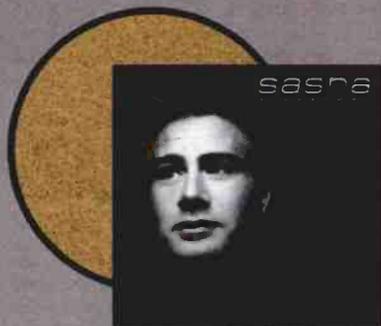
R&R AC 3

Produced by Byron Gallimore and Faith Hill • Mixed by Mike Shipley
Management: Borman Entertainment





SASHA ALEXANDER LET ME BE THE ONE



From the US debut album
dedicated to...

**GOING FOR
ADDS AT
MAINSTREAM
AC NOW!**



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MUSIC

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Management by Thomas Wolf for Hafenklang Management • Produced by Michael B. & di Lorenzo for Click Music Production • Additional Production and Mix by Soul Solution (Bobby Guy & Ernie Lake)

AC

Going For Adds 1/2001

SASHA ALEXANDER Let Me Be The One (Reprise)
SHAWN COLVIN Whole New You (Columbia)

Register now for Music Meeting, the industry's No. 1
 online destination for new music: www.rronline.com



Recounting Five Historical Weeks

Continued from Page 82

to piece together our puzzle. Fortunately, someone was able to get through and have Gore pull back from making a public concession."

Told that a recount team would arrive in several hours, Poe called it a night at 3:30 Wednesday morning and scheduled a 9:30am strategy session. "The first thing I said we should do was sit down and read the election law together to find out what we could do," he recalls. "This is part of the election law that no one had ever gotten into before."

Up to this point the campaign had been, "similar to what we did when we launched WMMO," he says. "But after the election it was different, because there was no playbook. You were exhausted to begin with and didn't know how long it would last. It was just nuts."

Time To Move Forward

The experience took its toll physically, with Poe averaging about three hours' sleep each night. More significant was the severe emotional strain. "You'd be up and down, and your mind would start working against you," he says. "We knew we'd won the election when the Florida Supreme Court voted in favor of doing the recounts. It was just a matter of getting it done quickly."

Ecstasy in the Gore camp, though, would again be short-lived, as the U.S. Supreme Court made what became the last judicial ruling. "There was a grieving period," acknowledges Poe. "I think it was the wrong decision, and I felt that we were robbed. It was surreal to see a political party rejoice at not counting votes. If they thought they won, their position would be validated when the votes were all counted. They never wanted those votes to see the light of day. But it's over and time to move forward."

Some speculate that the Gore team could have acted sooner in regard to the controversy involving Seminole County absentee ballots, but as Poe points out, "The court was pretty clear that it thought it was improper, but that it didn't reach a level of being illegal."

Ironically, Poe was tipped to that situation by News/Talk WDBO-AM/Orlando. "It wasn't a newspaper or TV station, but 'DBO that gave me that story. We had no idea it was going on. When I was in the News/Talk business, running WKIS, I competed against WDBO."

Not A Comeback Kid

Seeing similarities between radio and politics, Poe comments, "The circle is very small in both fields, and you develop many relationships. There are people who grow up in radio and are in the business for the rest of their lives. The same is true in politics. It's a small world, and it's the only thing they do in their lives. Like PDs and air personalities, media consultants and political pollsters move from campaign to campaign. Sometimes you hit one out of the park, and other times you ground out."

In addition to his political duties, Orlando-based Poe now enjoys doing strategic planning for start-up companies. He candidly admits that he doesn't miss radio. "I don't want to be someone who talks about the good old days, but I liked preconsolidation radio — not where it is today," he says. "I have done some consulting since leaving WMMO, but I have no desire to get back into the radio business."

Don't look for him to make another run for office, either, but he will continue as Chairman of Florida's Democratic Party. "I hope to take on a high-profile position in the DNC very soon," he says. "President Clinton, Vice President Gore, Senator Lieberman and others couldn't have been kinder in what they've said about what we did in the election."

Technical Perfection

Continued from Page 82

the extended kiss with wife Tipper at the Democratic Convention. and, minutes later, when he told the country that he appeared before it as "his own man."

While much has been made of former President Bill Clinton's approval rating, Rosin offers a different sentiment: "Most Americans don't love Clinton. They approve of his job performance, but — in overwhelming numbers — don't approve of the guy. In his heart he thinks he has approval because of the good job he did, but on some level a lot of people think he's a weird dude. Don't get me wrong, he's enormously skilled and incredibly smart, but it would not have helped

Gore had Clinton campaigned more for him."

Researcher Touts Marketing

History will show the 2000 presidential election as a statistical dead heat. Several pundits joked that it was like flipping a coin, only to have the coin land on its side. "It's all about people asking who they want to hang out with in their living rooms for the next four years," says Rosin. "I didn't sense a lot of pro-Bush feeling, but I do believe many people couldn't be won over by Gore."

Again, I come back to what radio people can walk away with from this campaign. For Rosin, the loud and clear answer is marketing. "Politicians know their campaigns are won and lost on television," he says. "Increasingly, radio doesn't believe in doing any advertising. But it would be a huge mistake if radio stations across

TUNED-IN

R&R/MEDIABASE 24/7

WNIC/Detroit

3am

LOU BEGA Mambo #5 (A Little Bit Of...)
ROXETTE Listen To Your Heart
JOHN LENNON Imagine
NO DOUBT Don't Speak
BACKSTREET BOYS Shape Of My Heart
SARAH MCLACHLAN Adia
ROD STEWART Young Turks
ALL-4-ONE I Can Love You Like That
REMBRANDTS I'll Be There For You
EAGLES One Of These Nights
FAITH HILL This Kiss
BRYAN ADAMS (Everything I Do) I Do It...
CHER I Found Someone

11am

'N SYNC Tearin' Up My Heart
JETS Make It Real
BEACH BOYS Kokomo
MATCHBOX TWENTY If You're Gone
ERIC CLAPTON Wonderful Tonight
ROD STEWART Rhythm Of My Heart
WILSON PHILLIPS Hold On
LONESTAR Amazed
JENNIFER PAIGE Crush
TEMPTATIONS My Girl
MICHAEL BOLTON Said I Loved You...But I Lied
BONNIE RAITT Something To Talk About

4pm

HOOTIE & THE BLOWFISH Let Her Cry
JANET Together Again
ERIC CLAPTON Tears In Heaven
ROD STEWART Young Turks
BRITNEY SPEARS Sometimes
TEMPTATIONS Ain't Too Proud To Beg
SHERYL CROW All I Wanna Do
AMERICA Sister Golden Hair
'N SYNC This I Promise You
CELINE DION That's The Way It Is

8pm

BOYZ II MEN I'll Make Love To You
AEROSMITH I Don't Want To Miss A Thing
BANGLES Eternal Flame
BRYAN ADAMS (Everything I Do) I Do It...
'N SYNC This I Promise You
L. RONSTADT & A. NEVILLE All My Life
JEWEL Foolish Games
MICHAEL BOLTON When A Man Loves A Woman
BILLY VERA & THE BEATERS At This Moment
SARAH MCLACHLAN I Will Remember You
BOB CARLISLE Butterfly Kisses

KVIL/Dallas

3am

GEORGE BENSON Turn Your Love Around
ODON HENLEY Taking You Home
FLEETWOOD MAC Monday Morning
ANNIE LENNOX Why
STEVE WINWOOD While You See A Chance
MARIAH CAREY Hero
NATALIE IMBRUGLIA Torn
TINA TURNER What's Love Got To Do With It
GWYNETH PALTROW & HUEY LEWIS Cruisin'
OEBARGE Rhythm Of The Night
MELISSA MANCHESTER You Should Hear...
LEIGH NASH Need To Be Next To You
ERIC CLAPTON My Father's Eyes
ROD STEWART So Far Away

11am

MICHAEL BOLTON To Love Somebody
PAUL DAVIS I Go Crazy
CHRISTOPHER CROSS Ride Like The Wind
SAVAGE GARDEN I Knew I Loved You
ROD STEWART Have I Told You...
WHITNEY HOUSTON I Wanna Dance With...
PAUL YOUNG Oh Girl
OOBIE BROTHERS Black Water
CHICAGO Hard To Say I'm Sorry
CHRISTINA AGUILERA I Turn To You
FLEETWOOD MAC Landslide
TEARS FOR FEARS Everybody Wants To Rule The

4pm

GLORIA ESTEFAN I See Your Smile
POLICE Every Little Thing She Does...
SAVAGE GARDEN I Knew I Loved You
STEVE WINWOOD Valerie
ERIC CLAPTON Layla (Unplugged)
CHER Believe
RICHARD MARX Right Here Waiting
BACKSTREET BOYS Shape Of My Heart
FLEETWOOD MAC You Make Loving Fun
WYNNONNA No One Else On Earth
GEORGE MICHAEL One More Try

8pm

SEAL Don't Cry
B. MEDLY & J. WARNES (I've Had) The Time...
'N SYNC This I Promise You
EAGLES Desperado
WHAMI Careless Whisper
EDWIN MCCAIN I'll Be
SARAH MCLACHLAN Adia
SHANIA TWAIN From This Moment On
LEE ANN WOMACK I Hope You Dance
SAVAGE GARDEN Truly Madly Deeply
DIONNE WARWICK That's What Friends Are For



Monitored alplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 1/15. © 2001, R&R Inc.

the board stopped advertising on television. Radio usage would just go down. Many important radio people believe that television advertising is a waste of money, but it works."

There's more to advertising than paid media, however. Politicians, observes Rosin, are good at using free media. "which," he says, "is a whole other area of exploration that many radio stations do incredibly little with."

Regarding creativity, Rosin explains, "Radio researchers who come to stations with creative ideas are met with a brick wall. There isn't a risk-taking attitude in our industry because it's become much more corporate and Wall Street-driven. It's very frustrating for people who can't change to a format that would do five times better because they'd do five times worse in the next quarter. One thing we know about the industry is that everyone will copy a good idea."

Technical perfection, Rosin maintains, doesn't always dictate who will win or lose. "Radio programmers will fly to a market and say that a station is all over the place and sound terrible," he says. "They don't understand what it has a 10 share. Instead of having to do with a technical situation, it's more a case of personality and the relationship people have with the station."

It's also easier, he opines, to make person-to-person comparisons. "People will always debate whether Babe Ruth was a better baseball player than Hank Aaron," he explains. "It's almost impossible to say that a certain club was — wasn't — better than another team. You do remember teams, but you remember players. One thing to relate to a mix of music; it's a whole other thing to relate to people. We relate people on a much more profound level."

R&R Hot AC Top 30

January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	3609	+52	376246	16	88/0
	2	CREED With Arms Wide Open (Wind-up)	3209	+7	344275	20	85/0
	3	LENNY KRAVITZ Again (Virgin)	2964	+297	326744	13	86/1
	4	EVAN AND JARON Crazy For This Girl (Columbia)	2818	+34	295311	22	82/2
	5	BARENAKED LADIES Pinch Me (Reprise)	2701	-140	286226	21	84/0
	6	DIDO Thankyou (Arista)	2472	+239	279488	8	82/1
	7	U2 Beautiful Day (Interscope)	2429	+82	276332	14	84/3
	8	3 DOORS DOWN Kryptonite (Republic/Universal)	2131	-78	239852	26	63/0
	9	CORRS Breathless (143/Lava/Atlantic)	2010	-55	215031	18	70/0
	10	FAITH HILL The Way You Love Me (Warner Bros.)	1989	-79	237385	18	59/0
	11	DAVID GRAY Babylon (ATO/RCA)	1940	+25	215690	13	76/2
	12	VERTICAL HORIZON You're A God (RCA)	1899	-197	192642	26	71/0
	13	MATCHBOX TWENTY Bent (Lava/Atlantic)	1634	-115	186633	39	77/0
	14	MADONNA Don't Tell Me (Maverick/WB)	1547	+176	179459	4	67/7
	15	EVERCLEAR Wonderful (Capitol)	1504	+23	182719	28	67/0
	16	DEXTER FREEBISH Leaving Town (Capitol)	1344	+26	124561	12	53/1
	17	EVERCLEAR AM Radio (Capitol)	1338	-89	123381	9	61/1
Breaker	18	NELLY FURTADO I'm Like A Bird (DreamWorks)	1314	+69	136984	6	61/3
	19	VERTICAL HORIZON Everything You Want (RCA)	1268	-83	153316	55	76/0
	20	STING Desert Rose (A&M/Interscope)	1197	-23	142845	38	70/0
	21	VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)	1004	+333	115438	2	68/6
	22	SHAWN MULLINS Everywhere I Go (Columbia)	881	-190	70984	15	51/0
	23	DAVE MATTHEWS BAND I Did It (RCA)	852	+171	128846	2	26/2
	24	BON JOVI Thank You For Loving Me (Island/IDJMG)	790	+13	83719	3	49/1
	25	'N SYNC This I Promise You (Jive)	790	-6	76948	7	29/1
	26	FUEL Hemorrhage (In My Hands) (550 Music/Epic)	763	+63	69803	3	35/0
	27	MOBY F/GWEN STEFANI Southside (V2)	693	+26	62287	2	31/1
	28	BACKSTREET BOYS Shape Of My Heart (Jive)	678	-138	68291	10	33/0
	29	NINE DAYS If I Am (550 Music/Epic)	643	-122	67117	11	34/0
Debut	30	BARENAKED LADIES Too Little Too Late (Reprise)	616	+417	69679	1	64/11

Most Added

ARTIST TITLE LABEL(S)	ADDS
NINA GORDON Now I Can Die (Warner Bros.)	27
STING After The Rain Has Fallen (A&M/Interscope)	23
FASTBALL Love Is Expensive And Free (Hollywood)	13
BARENAKED LADIES Too Little Too Late (Reprise)	11
UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	10
AEROSMITH Jaded (Columbia)	9
3 DOORS DOWN Loser (Republic/Universal)	8
MADONNA Don't Tell Me (Maverick/WB)	7
VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)	6
SEMISONIC Chemistry (MCA)	6
R. MARTIN F/C. AGUILERA Nobody Wants... (Columbia)	6

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
AEROSMITH Jaded (Columbia)	+431
BARENAKED LADIES Too Little Too Late (Reprise)	+417
VERTICAL HORIZON Best I Ever Had (...) (RCA)	+333
LENNY KRAVITZ Again (Virgin)	+297
DIDO Thankyou (Arista)	+239
SEMISONIC Chemistry (MCA)	+179
MADONNA Don't Tell Me (Maverick/WB)	+176
DAVE MATTHEWS BAND I Did It (RCA)	+171
LEE ANN WOMACK I Hope You... (MCA/Universal)	+160
UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	+109

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 1/14-Saturday 1/20. 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 1300 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 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

AEROSMITH Jaded (Columbia) Total Plays: 614, Total Stations: 44, Adds: 9	NO DOUBT Bathwater (Interscope) Total Plays: 370, Total Stations: 16, Adds: 0	BLESSID UNION OF SOULS 1/3XL Storybook Life (V2) Total Plays: 193, Total Stations: 17, Adds: 0
LEE ANN WOMACK I Hope You Dance (MCA/Universal) Total Plays: 597, Total Stations: 34, Adds: 5	BBMAK Still On Your Side (Hollywood) Total Plays: 337, Total Stations: 23, Adds: 2	R. MARTIN I/C. AGUILERA Nobody... (Columbia) Total Plays: 193, Total Stations: 17, Adds: 6
FIVE FOR FIGHTING Easy Tonight (Aware/Columbia) Total Plays: 558, Total Stations: 38, Adds: 5	SADE By Your Side (Epic) Total Plays: 336, Total Stations: 21, Adds: 2	98 DEGREES My Everything (Universal) Total Plays: 189, Total Stations: 10, Adds: 0
JOSH JOPLIN GROUP Camera One (Artemis) Total Plays: 472, Total Stations: 37, Adds: 3	UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic) Total Plays: 293, Total Stations: 27, Adds: 10	THEY MIGHT BE GIANTS Boss Of Me (Restless) Total Plays: 130, Total Stations: 11, Adds: 2
SEMISONIC Chemistry (MCA) Total Plays: 427, Total Stations: 34, Adds: 6	SEAL This Could Be Heaven (London Sire) Total Plays: 276, Total Stations: 18, Adds: 1	3 DOORS DOWN Loser (Republic/Universal) Total Plays: 106, Total Stations: 10, Adds: 8
DELERIUM I/SARAH McLACHLAN Silence (Netwerk) Total Plays: 392, Total Stations: 22, Adds: 1	SAMANTHA MUMBA Gotta... (Wildcard/Polydor/Interscope) Total Plays: 273, Total Stations: 9, Adds: 0	FASTBALL Love Is Expensive And Free (Hollywood) Total Plays: 89, Total Stations: 17, Adds: 13

Songs ranked by total plays

Breakers

NELLY FURTADO I'm Like A Bird (DreamWorks)		CHART 18
TOTAL PLAYS/INCREASE 1314/69	TOTAL STATIONS/ADDS 61/3	

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.

dexter freebish

"Leaving Town"



R&R Hot AC: **16**
Monitor Adult Top 40: **16***



Produced by John Shanks and Dexter Freebish
Mixed by Tom Lord-Algae
Management: Sixth Man Inc.

dexterfreebish.com



hollywoodandvine.com

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Most Played Recurrents

NINE DAYS Absolutely (Story Of A Girl) (550 Music/Epic)

CREED Higher (Wind-up)

SANTANA /ROB THOMAS Smooth (Arista)

THIRD EYE BLIND Never Let You Go (Elektra/EEG)

SMASH MOUTH Then The Morning Comes (Interscope)

BON JOVI It's My Life (Island/IDJMG)

MACY GRAY I Try (Epic)

SISTER HAZEL Change Your Mind (Universal)

SUGAR RAY Someday (Lava/Atlantic)

GOO GOO DOLLS Slide (Warner Bros.)

SMASH MOUTH All Star (Interscope)

BBMAK Back Here (Hollywood)

GOO GOO DOLLS Black Balloon (Warner Bros.)

MADONNA Music (Maverick/WB)

SUGAR RAY Every Morning (Lava/Atlantic)

NINA GORDON Tonight And The Rest Of My Life (Warner Bros.)

TRAIN Meet Virginia (Aware/Columbia)

NATALIE IMBRUGLIA Torn (RCA)

TAL BACHMAN She's So High (Columbia)

GOO GOO DOLLS Iris (Warner Sunset/Reprise)

HOT AC

Going For Adds 1/29/01

COLDPLAY Yellow (Nettwerk/Capitol)

ENYA Only Time (Reprise)

SASHA ALEXANDER Let Me Be The One (Reprise)

TONYA MITCHELL Broken Promises (Universal)

TRAIN Drops Of Jupiter (Tell Me) (Aware/Columbia)

Register now for Music Meeting, the industry's No. 1 online destination for new music: www.rronline.com



YOU CAN CALL ME AL

A very relaxed Vice President Al Gore thanked campaign workers and supporters at a party following his concession speech. Wishing the VP well are Hot AC WRQX/Washington morning man/musician Jack Diamond and his wife Lisa, who were among those providing entertainment that night. Also on hand were Jon Bon Jovi, Tom Petty and Stevie Wonder.

TUNED-IN

HOT AC

R&R/MEDIABASE 24/7



WMBX/West Palm

3am

CREED With Arms Wide Open
EVAN AND JARON Crazy For This Girl
TLC Unpretty
U2 Beautiful Day
JENNIFER LOPEZ Waiting For Tonight
MATCHBOX TWENTY If You're Gone
SMASHING PUMPKINS 1979
'N SYNC This I Promise You
GOO GOO DOLLS Iris
DEXTER FREEBISH Leaving Town
SHERYL CROW Strong Enough
LENNY KRAVITZ American Woman
MADONNA Don't Tell Me
VERTICAL HORIZON Best I Ever Had (Grey Sky...)
SHANIA TWAIN That Don't Impress Me Much

11am

MADONNA Music
FASTBALL Out Of My Head
MATCHBOX TWENTY Bent
BETH HART L.A. Song
RICKY MARTIN She Bangs
SMASH MOUTH All Star
LENNY KRAVITZ American Woman
DESTINY'S CHILD Independent Women Part 1
BLIND MELON No Rain
SAMANTHA MUMBA Gotta Tell You
BACKSTREET BOYS I Want It That Way
MADONNA Don't Tell Me
CRANBERRIES Dreams

4pm

3 DOORS DOWN Kryptonite
LEN Steal My Sunshine
LENNY KRAVITZ Again
TAL BACHMAN She's So High
SADE By Your Side
MARC ANTHONY I Need To Know
CREED Higher
SUGAR RAY Someday
BACKSTREET BOYS Shape Of My Heart
DAVE MATTHEWS BAND I Did It
BLESSID UNION OF SOULS Hey Leonardo...
EVAN AND JARON Crazy For This Girl
MADONNA Express Yourself

8pm

BACKSTREET BOYS Shape Of My Heart
GOO GOO DOLLS Slide
DELERIUM Silence
CREED With Arms Wide Open
JENNIFER LOPEZ Waiting For Tonight
FASTBALL The Way
'N SYNC This I Promise You
SMASH MOUTH Then The Morning Comes
FIVE FOR FIGHTING Easy Tonight
MATCHBOX TWENTY If You're Gone
CRANBERRIES Dreams
FAITH HILL The Way You Love Me
BLINK-182 All The Small Things
SIXPENCE NONE THE RICHER Kiss Me

WRMF/West Palm

3am

SUGAR RAY Every Morning
CREED With Arms Wide Open
DDN HENLEY All She Wants To Do Is Dance
LENNY KRAVITZ Again
GOO GOO DOLLS Iris
NINA GORDON Tonight And The Rest Of My Life
ROMANTICS Talking In Your Sleep
'N SYNC God Must Have Spent A Little...
GREEN DAY Time Of Your Life (Good Riddance)
BRUCE SPRINGSTEEN Dancing In The Dark
SIMPLE MINDS Don't You (Forget About Me)
HOOTIE & THE BLOWFISH Time

11am

BRIAN MCKNIGHT Back At One
EVAN AND JARON Crazy For This Girl
BONNIE RAITT Something To Talk About
STEVE PERRY Foolish Heart
NINA GORDON Tonight And The Rest Of My Life
UB40 Here I Am (Come And Take Me)
TOTO Rosanna
MACY GRAY I Try
ROD STEWART Young Turks
PATTY SMYTH Sometimes Love Just Ain't...
OMD If You Leave
FAITH HILL The Way You Love Me

4pm

JOURNEY Faithfully
DES'REE You Gotta Be
SANTANA /ROB SMOOTH Smooth
'TIL TUESDAY Voices Carry
BARENAKED LADIES Pinch Me
ROBYN Show Me Love
EDWIN MCCAIN I'll Be
HEART All I Wanna Do Is Make Love...
BRUCE SPRINGSTEEN Dancing In The Dark
MADONNA Don't Tell Me
MARC ANTHONY You Sang To Me

8pm

RED SPEEDWAGON Take It On The Rain
BARENAKED LADIES Pinch Me
HOOTIE & THE BLOWFISH Let Her Cry
SAVAGE GARDEN I Knew I Loved You
ANNIE LENNOX Walking On Broken Glass
EVAN AND JARON Crazy For This Girl
U2 I Still Haven't Found What...
OIOO Thank You
GENESIS I Can't Dance
RICKY MARTIN She's All I Ever Had
'N SYNC Tearin' Up My Heart
CORRS Breathless



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-in is based on sample hours taken from Monday 1/15. © 2001, R&R Inc.

Hot 100 Playlists

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

MARKET #1
WPLJ/New York
ABC
(212) 613-8800
Cuddy/Shannon/Mascaro
12+ Cumulative 2,833,700

PLAYS

12+ Cumulative	ARTIST/TITLE	GI (000)		
46	44	1	LENNY KRAVITZ/Again	39744
45	45	2	3 DOORS/DOWN/Kryptonite	38880
44	45	3	MATCHBOX TWENTY/If You're Gone	38880
44	45	4	FAITH HILL/The Way You Love Me	38880
43	44	5	CORRS/Breathless	38616
43	44	6	DIOD/Thankyou	38616
43	44	7	EVAN AND JARON/Crazy For This Girl	37152
29	39	10	LENNY KRAVITZ/Again	33696
29	39	11	CREED/With Arms Wide Open	29376
28	38	12	DAVID GRAY/Babyton	25920
28	38	13	DAVE MATTHEWS BAND/Did It	24192
27	37	14	BARNAKED LADIES/Princh Me	23328
26	36	15	EVERCLEAR/Wonderful	23328
26	36	16	AEROSMITH/Jaded	23328
27	37	17	VERTICAL HORIZON/Everything You Want	23328
25	35	18	MADONNA/Don't Tell Me	21600
25	35	19	3 DOORS/DOWN/Kryptonite	21600
24	34	20	MATCHBOX TWENTY/If You're Gone	19632
23	33	21	BON JOVI/Thank You For...	19008
23	33	22	VERTICAL HORIZON/Best I Ever Had...	18144
20	30	23	STING/Desert Rose	17280
19	29	24	SUGAR RAY/Somebody	15840
18	28	25	VERTICAL HORIZON/You're A God	15840
18	28	26	LENNY KRAVITZ/Again	15840
18	28	27	SMASH MOUTH/If I Ever Had...	12936
18	28	28	THIRD EYE BULL/Never Let You Go	12936
18	28	29	BLISS/JUMPIN' (feat. Leonardo)	11232
18	28	30	SMASH MOUTH/When The Morning...	11232
18	28	31	DIXIE/Thankyou	11232
18	28	32	NINE DAYS/Absolutely...	11232

MARKET #2
KBIG/Los Angeles
Clear Channel
(818) 546-1043
Kaye/Baker
12+ Cumulative 1,148,100

PLAYS

12+ Cumulative	ARTIST/TITLE	GI (000)		
31	30	1	LENNY KRAVITZ/Again	16960
30	29	2	3 DOORS/DOWN/Kryptonite	15840
29	28	3	FAITH HILL/The Way You Love Me	14840
28	27	4	EVERCLEAR/Wonderful	14840
27	26	5	BACKSTREET BOYS/Shape Of My Heart	14310
27	26	6	EVERCLEAR/Wonderful	14310
22	22	7	EVAN AND JARON/Crazy For This Girl	11664
22	22	8	BARNAKED LADIES/Princh Me	11664
22	22	9	DAVID GRAY/Babyton	11664
22	22	10	DIOD/Thankyou	11664
22	22	11	LENNY KRAVITZ/Again	11664
22	22	12	EVERCLEAR/Wonderful	11664
22	22	13	LENNY KRAVITZ/Again	11664
22	22	14	EVERCLEAR/Wonderful	11664
22	22	15	EVERCLEAR/Wonderful	11664
22	22	16	EVERCLEAR/Wonderful	11664
22	22	17	EVERCLEAR/Wonderful	11664
22	22	18	EVERCLEAR/Wonderful	11664
22	22	19	EVERCLEAR/Wonderful	11664
22	22	20	EVERCLEAR/Wonderful	11664
22	22	21	EVERCLEAR/Wonderful	11664
22	22	22	EVERCLEAR/Wonderful	11664
22	22	23	EVERCLEAR/Wonderful	11664
22	22	24	EVERCLEAR/Wonderful	11664
22	22	25	EVERCLEAR/Wonderful	11664
22	22	26	EVERCLEAR/Wonderful	11664
22	22	27	EVERCLEAR/Wonderful	11664
22	22	28	EVERCLEAR/Wonderful	11664
22	22	29	EVERCLEAR/Wonderful	11664
22	22	30	EVERCLEAR/Wonderful	11664
22	22	31	EVERCLEAR/Wonderful	11664
22	22	32	EVERCLEAR/Wonderful	11664
22	22	33	EVERCLEAR/Wonderful	11664
22	22	34	EVERCLEAR/Wonderful	11664
22	22	35	EVERCLEAR/Wonderful	11664
22	22	36	EVERCLEAR/Wonderful	11664
22	22	37	EVERCLEAR/Wonderful	11664
22	22	38	EVERCLEAR/Wonderful	11664
22	22	39	EVERCLEAR/Wonderful	11664
22	22	40	EVERCLEAR/Wonderful	11664
22	22	41	EVERCLEAR/Wonderful	11664
22	22	42	EVERCLEAR/Wonderful	11664
22	22	43	EVERCLEAR/Wonderful	11664
22	22	44	EVERCLEAR/Wonderful	11664
22	22	45	EVERCLEAR/Wonderful	11664
22	22	46	EVERCLEAR/Wonderful	11664
22	22	47	EVERCLEAR/Wonderful	11664
22	22	48	EVERCLEAR/Wonderful	11664
22	22	49	EVERCLEAR/Wonderful	11664
22	22	50	EVERCLEAR/Wonderful	11664
22	22	51	EVERCLEAR/Wonderful	11664
22	22	52	EVERCLEAR/Wonderful	11664
22	22	53	EVERCLEAR/Wonderful	11664
22	22	54	EVERCLEAR/Wonderful	11664
22	22	55	EVERCLEAR/Wonderful	11664
22	22	56	EVERCLEAR/Wonderful	11664
22	22	57	EVERCLEAR/Wonderful	11664
22	22	58	EVERCLEAR/Wonderful	11664
22	22	59	EVERCLEAR/Wonderful	11664
22	22	60	EVERCLEAR/Wonderful	11664
22	22	61	EVERCLEAR/Wonderful	11664
22	22	62	EVERCLEAR/Wonderful	11664
22	22	63	EVERCLEAR/Wonderful	11664
22	22	64	EVERCLEAR/Wonderful	11664
22	22	65	EVERCLEAR/Wonderful	11664
22	22	66	EVERCLEAR/Wonderful	11664
22	22	67	EVERCLEAR/Wonderful	11664
22	22	68	EVERCLEAR/Wonderful	11664
22	22	69	EVERCLEAR/Wonderful	11664
22	22	70	EVERCLEAR/Wonderful	11664
22	22	71	EVERCLEAR/Wonderful	11664
22	22	72	EVERCLEAR/Wonderful	11664
22	22	73	EVERCLEAR/Wonderful	11664
22	22	74	EVERCLEAR/Wonderful	11664
22	22	75	EVERCLEAR/Wonderful	11664
22	22	76	EVERCLEAR/Wonderful	11664
22	22	77	EVERCLEAR/Wonderful	11664
22	22	78	EVERCLEAR/Wonderful	11664
22	22	79	EVERCLEAR/Wonderful	11664
22	22	80	EVERCLEAR/Wonderful	11664
22	22	81	EVERCLEAR/Wonderful	11664
22	22	82	EVERCLEAR/Wonderful	11664
22	22	83	EVERCLEAR/Wonderful	11664
22	22	84	EVERCLEAR/Wonderful	11664
22	22	85	EVERCLEAR/Wonderful	11664
22	22	86	EVERCLEAR/Wonderful	11664
22	22	87	EVERCLEAR/Wonderful	11664
22	22	88	EVERCLEAR/Wonderful	11664
22	22	89	EVERCLEAR/Wonderful	11664
22	22	90	EVERCLEAR/Wonderful	11664
22	22	91	EVERCLEAR/Wonderful	11664
22	22	92	EVERCLEAR/Wonderful	11664
22	22	93	EVERCLEAR/Wonderful	11664
22	22	94	EVERCLEAR/Wonderful	11664
22	22	95	EVERCLEAR/Wonderful	11664
22	22	96	EVERCLEAR/Wonderful	11664
22	22	97	EVERCLEAR/Wonderful	11664
22	22	98	EVERCLEAR/Wonderful	11664
22	22	99	EVERCLEAR/Wonderful	11664
22	22	100	EVERCLEAR/Wonderful	11664

MARKET #3
KYSR/Los Angeles
Clear Channel
(818) 955-7000
Perel/Palyk
12+ Cumulative 1,189,300

PLAYS

12+ Cumulative	ARTIST/TITLE	GI (000)		
31	30	1	LENNY KRAVITZ/Again	25248
30	29	2	3 DOORS/DOWN/Kryptonite	23670
29	28	3	FAITH HILL/The Way You Love Me	22092
28	27	4	EVERCLEAR/Wonderful	22092
31	30	5	DIOD/Thankyou	20514
41	35	6	LENNY KRAVITZ/Again	18410
51	32	7	EVERCLEAR/Wonderful	16364
43	33	8	3 DOORS/DOWN/Kryptonite	17884
43	33	9	MADONNA/Don't Tell Me	17358
43	33	10	BARNAKED LADIES/Princh Me	16832
33	32	11	EVAN AND JARON/Crazy For This Girl	16832
34	32	12	LELLE FURUADOTT/It's A Bird	16832
24	24	13	DIOD/Thankyou	8416
19	20	14	DAVID GRAY/Babyton	15254
29	23	15	DIXIE/Thankyou	12098
18	23	16	VERTICAL HORIZON/Best I Ever Had...	12098
24	21	17	DAVE MATTHEWS BAND/Did It	11446
24	21	18	STING/Desert Rose	8416
20	18	19	LENNY KRAVITZ/Again	8416
13	15	20	BON JOVI/Thank You For...	8416
13	15	21	MARC ANTHONY/Need To Know	7364
16	14	22	HOOTIE & THE BLOWFISH/There She Goes	7364
13	13	23	EVERCLEAR/Wonderful	6816
23	13	24	SMASH MOUTH/When The Morning...	6816
14	12	25	CREED/With Arms Wide Open	6312
12	12	26	VERTICAL HORIZON/Everything You Want	6312
10	11	27	GARAGEBAND/Smash Mouth	5786
25	10	28	MATCHBOX TWENTY/If You're Gone	5260
25	10	29	SMASH MOUTH/When The Morning...	5260
11	10	30	TRAVIS/Meat Virginia	5260
14	6	31	U2/Sweetest Thing	4208

MARKET #4
WTMX/Chicago
Bonnieville
(312) 946-1019
James/Kachuma
12+ Cumulative 834,400

PLAYS

12+ Cumulative	ARTIST/TITLE	GI (000)		
55	55	1	DAVE MATTHEWS BAND/Did It	20955
45	48	2	UNCLE KRACKOR/Follow Me	18660
46	48	3	DAVID GRAY/Babyton	18288
47	47	4	MATCHBOX TWENTY/If You're Gone	17980
34	44	5	LENNY KRAVITZ/Again	16764
42	43	6	DIOD/Thankyou	16332
44	43	7	EVERCLEAR/Wonderful	16332
46	41	8	CREED/With Arms Wide Open	15620
42	40	9	CORRS/Breathless	15240
45	35	10	FIVE FOR FIGHTING/Easy Tonight	13335
30	30	11	NINE DAYS/18 Am	11430
30	30	12	THIRD EYE BULL/Never Let You Go	11430
28	29	13	NO DOUBT/Best Friends	11040
27	27	14	DEXTER FREESH/Leaving Town	10936
26	26	15	DIOD/Thankyou	9906
26	26	16	FUEL/Remember	9144
22	22	17	EVERCLEAR/Wonderful	8752
25	23	18	SISTER HAZEL/Champagne High	8752
12	21	19	VERTICAL HORIZON/Best I Ever Had...	8160
22	20	20	3 DOORS/DOWN/Kryptonite	7239
23	19	21	GREEN DAY/Memory	7239
22	19	22	EVERCLEAR/Wonderful	6752
19	17	23	BARNAKED LADIES/Princh Me	6472
13	17	24	NINA GORDON/Tonight And...	6472
11	17	25	NINA GORDON/You Can Die	6472
13	16	26	CITIZEN KING/Hello There	6096
16	16	27	EVERCLEAR/Wonderful	6096
16	16	28	EVERCLEAR/Wonderful	6096
16	16	29	EVERCLEAR/Wonderful	6096
16	16	30	EVERCLEAR/Wonderful	6096
16	16	31	EVERCLEAR/Wonderful	6096
16	16	32	EVERCLEAR/Wonderful	6096
16	16	33	EVERCLEAR/Wonderful	6096
16	16	34	EVERCLEAR/Wonderful	6096
16	16	35	EVERCLEAR/Wonderful	6096
16	16	36	EVERCLEAR/Wonderful	6096
16	16	37	EVERCLEAR/Wonderful	6096
16	16	38	EVERCLEAR/Wonderful	6096
16	16	39	EVERCLEAR/Wonderful	6096
16	16	40	EVERCLEAR/Wonderful	6096
16	16	41	EVERCLEAR/Wonderful	6096
16	16	42	EVERCLEAR/Wonderful	6096
16	16	43	EVERCLEAR/Wonderful	6096
16	16	44	EVERCLEAR/Wonderful	6096
16	16	45	EVERCLEAR/Wonderful	6096
16	16	46	EVERCLEAR/Wonderful	6096
16	16	47	EVERCLEAR/Wonderful	6096
16	16	48	EVERCLEAR/Wonderful	6096
16	16	49	EVERCLEAR/Wonderful	6096
16	16	50	EVERCLEAR/Wonderful	6096
16	16	51	EVERCLEAR/Wonderful	6096
16	16	52	EVERCLEAR/Wonderful	6096
16	16	53	EVERCLEAR/Wonderful	6096
16	16	54	EVERCLEAR/Wonderful	6096
16	16	55	EVERCLEAR/Wonderful	6096
16	16	56	EVERCLEAR/Wonderful	6096
16	16	57	EVERCLEAR/Wonderful	6096
16	16	58	EVERCLEAR/Wonderful	6096
16	16	59	EVERCLEAR/Wonderful	6096
16	16	60	EVERCLEAR/Wonderful	6096
16	16	61	EVERCLEAR/Wonderful	6096
16	16	62	EVERCLEAR/Wonderful	6096
16	16	63	EVERCLEAR/Wonderful	6096
16	16	64	EVERCLEAR/Wonderful	6096
16	16	65	EVERCLEAR/Wonderful	6096
16	16	66	EVERCLEAR/Wonderful	6096
16	16	67	EVERCLEAR/Wonderful	6096
16	16	68	EVERCLEAR/Wonderful	6096
16	16	69	EVERCLEAR/Wonderful	6096
16	16	70	EVERCLEAR/Wonderful	6096
16	16	71	EVERCLEAR/Wonderful	6096
16	16	72	EVERCLEAR/Wonderful	6096
16	16	73	EVERCLEAR/Wonderful	6096
16	16	74	EVERCLEAR/Wonderful	6096
16	16	75	EVERCLEAR/Wonderful	6096
16	16	76	EVERCLEAR/Wonderful	6096
16	16	77	EVERCLEAR/Wonderful	6096
16	16	78	EVERCLEAR/Wonderful	6096
16	16	79	EVERCLEAR/Wonderful	6096
16	16	80	EVERCLEAR/Wonderful	6096
16	16	81	EVERCLEAR/Wonderful	6096
16	16	82	EVERCLEAR/Wonderful	6096
16	16	83	EVERCLEAR/Wonderful	6096
16	16	84	EVERCLEAR/Wonderful	6096
16	16	85	EVERCLEAR/Wonderful	6096
16	16	86	EVERCLEAR/Wonderful	6096
16	16	87	EVER	



CAROL ARCHER
archer@rronline.com

New Findings On Listeners' Online Behavior

■ Broadcast Architecture's updated Internet usage study

By Jason Muth, Broadcast Architecture Sr. Research Analyst, Eastern Region

Last summer speakers at many media conferences, including R&R Convention 2000, prophesied, with gloom and doom, the virtual downfall of terrestrial radio. The culprit? That growing monster, the Internet. Now, more than six months later, how much of the radio industry has been gobbled up by Internet radio? Well, none just yet. But who knows what the future holds?

Overall radio-listening levels are down, and the Internet is indeed a contributing factor — but not necessarily Internet-only music streaming. The challenge for radio and record professionals is to take advantage of the symbiotic relationship that radio and the Internet are developing by learning about listeners' online behavior.



Jason Muth

Throughout 2000 Broadcast Architecture tracked trends in Internet usage among listeners across all demographics and format preferences. Of the thousands of respondents we interviewed during the year, over 13,000 answered a series of e-mail and web-usage questions. Additionally, 6,100 contributed to this "state of the state" analysis, updating and complementing Broadcast Architecture's initial 7,200-respondent review in June 2000.

Web Access Rising

Guess what? Radio listeners are online. That's no surprise. Since June 2000 web access has risen overall as well: Women lead men 84% to 81%, and whites are more wired than black or Hispanic listeners — 85% vs. 75% in both cases. Predictably, web access decreases with age. Ninety percent of 15-24-year-olds are online, 86% of 25-34-year-olds and 80% each of 35-44- and 45-54-year-olds.

Among those with access, web usage has risen since June as well. Currently, 80% of men with Internet access are web surfers either daily or a few times each week, up from 76% in June. Usage has risen similarly among women, from 62% to 68%; whites, 68% to 71%; blacks, 61% to 71%; Hispanics, 59% to 73%; 18-34-year-olds, 65% to 71%; and 35-54s, 67% to 72%.

Adults 25 to 34 are the most regular cybershoppers — 56% of them

with web access purchased items online in the three months before being surveyed, followed by 51% of 35-44- and 45-54-year-olds. Men lead women 58% to 48%, and, at 54%, more white listeners are recent customers of e-commerce than Hispanics, at 46%, or black listeners, at 37%.

Have you ever attempted to watch TV and surf the web at the same time? It's much more difficult than listening to the radio while online. Listeners appear to have discovered this as well, with these across-the-board increases since June in radio-listening while online: blacks, 49%-65%; Hispanics, 57%-63%; whites, 47%-54%; 25-54s, 49%-57%; 35-44s, 45%-52%; and 45-54s, 44%-53%.

A Polished Presentation

Even if radio is just figuring out how to generate nontraditional revenue from station websites, that's fine. How much do TSL-generating PIs pay to enjoy broadcasts? Exactly nothing! The web is an extension of a station's brand and of its product. Radio listeners expect station websites to be as polished as what comes out of the speakers.

How important is it that your station website look terrific? Thirty-six percent of 18-34-year-olds and 29% of 35-54-year-olds had been to their favorite radio station's website in the six months prior to the survey. A whopping 75% of 35-54s and 72% of 18-34s returned to their favorite station's website more than once in the same time frame. Which companies on the web have survived? Those that promote and encourage repeat usage. The message for radio is clear: You have their ears, now grab their eyes.

Online listening has grown slowly. While listening to radio online during the past three months is stronger

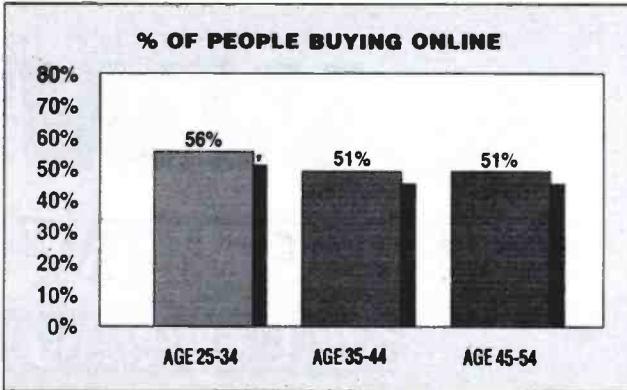
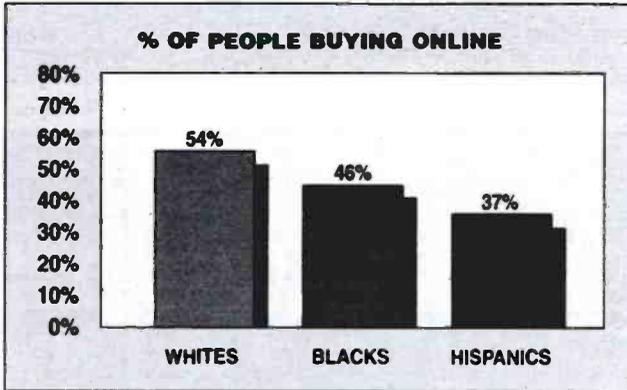
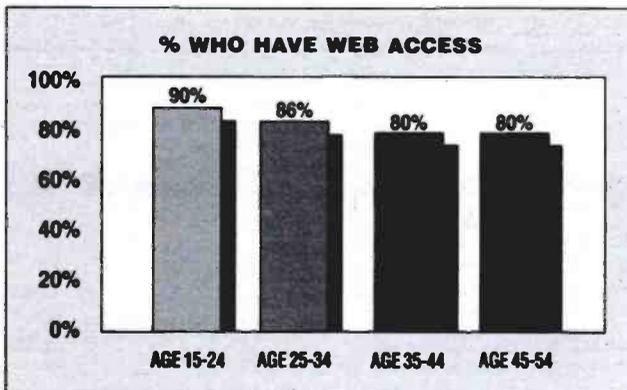
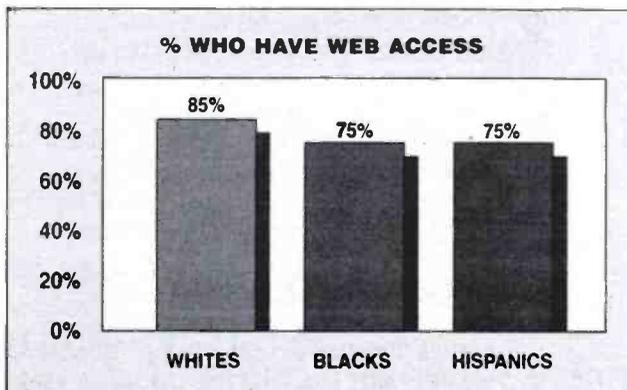
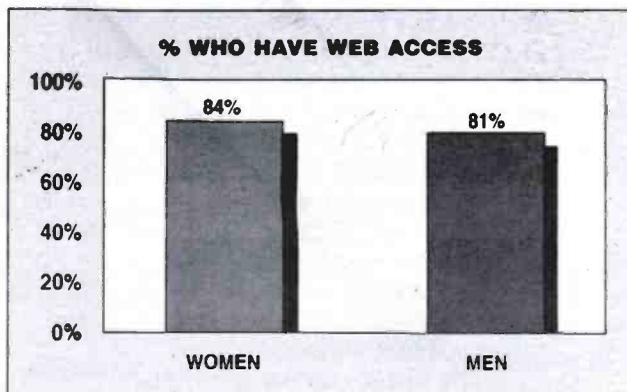
among men (38%) than women (22%), it hovers around 26% among ethnic and age splits. Of those who listen online, 65% listen only a few times each month. Most interestingly, 46% listen most regularly to a local radio station. Only 21% of those who have listened online listen to Internet-only stations.

We expect online listening to increase as high-speed access becomes more widespread, bandwidth increases and content becomes more compelling. Contrary to what pure-play web broadcasters would like to believe, listening online is nowhere near a substitute for the booming frequencies emanating from radio's valuable towers.

Smooth Jazz Listeners Online

How e-savvy are Smooth Jazz listeners? Seventy-eight percent of 35-44-year-old and 79% of 45-54-year-old Smooth Jazz listeners are online, and over 51% of them made online purchases in the three months prior to the survey. Fifty-seven percent of them listen to the radio while online, 41% surf the web daily, and 29% have viewed their favorite station's website in the past six months. Although 65% of Smooth Jazz listeners check their e-mail daily, they remain slightly more receptive to traditional mail marketing from radio than to e-marketing — 68 vs. 64 on a one-to-100 appeal scale. Don't abandon those mailers yet!

Other than online auction and pornography sites, the most valuable companies that rely on e-commerce for a percentage of their revenues also have brick-and-mortar presences. Radio stations should leverage the value of their individual brands into successful cyberspace ventures. Stations already have — and have had for years — the audience that web-based companies so desperately need.



R&R NAC/Smooth Jazz Top 30

January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	BONEY JAMES & RICK BRAUN R.S.V.P. (Warner Bros.)	743	-3	93788	11	41/1
3	2	BONA FIDE X-Ray Hip (N-Coded)	712	+58	92055	10	36/0
2	3	CHIELI MINUCCI My Girl/Sunday (Shanachie)	710	+6	85815	19	34/0
4	4	GROVER WASHINGTON JR. Chameleon (Telarc)	697	+58	81348	16	36/0
7	5	GEORGE BENSON Medicine Man (GRP/VMG)	659	+107	71340	9	38/0
9	6	JEFF GOLUB Drop Top (GRP/VMG)	532	+19	80376	6	39/0
10	7	KIRK WHALUM Now Til Forever (Warner Bros.)	532	+38	77182	9	36/1
8	8	SADE By Your Side (Epic)	507	-15	65285	15	36/0
6	9	WALTER BEASLEY Comin' At Cha (Shanachie)	483	-82	82283	25	31/0
14	10	STING She Walks This Earth (Telarc)	454	-3	38377	15	33/0
5	11	JEFF KASHIWA Hyde Park ("Ah, Oooh" Song) (Native Language)	449	-140	64567	21	31/0
12	12	BRIAN BROMBERG Relentless (Native Language)	444	-28	47593	17	31/0
13	13	CHUCK LOEB Blue Kiss (Shanachie)	442	-19	44910	14	32/0
11	14	BETTE MIDLER Love TKO (Warner Bros.)	437	-38	59679	11	31/0
17	15	RICHARD ELLIOT Who? (Blue Note)	430	+20	75687	5	37/3
18	16	RONNIE LAWS Old Days/Old Ways (HDH)	397	+6	46379	15	29/0
16	17	JOE MCBRIDE Texas Rhythm Club (Heads Up)	390	-41	49885	16	29/0
19	18	DAVE KOZ Love Is On The Way (Capitol)	371	+25	41544	5	31/0
21	19	KIM WATERS In The Groove (Shanachie)	335	+31	43784	7	32/2
15	20	MICHAEL LINGTON Twice In A Lifetime (Samson)	322	-116	48910	26	26/0
24	21	JONATHAN BUTLER Forever Tonight (N-Coded)	299	+38	22628	3	20/1
22	22	JAZZMASTERS Shine (Hardcastle/Trippin 'N' Rhythm)	287	-7	26583	6	26/0
23	23	GREGG KARUKAS Chasing The Wind (N-Coded)	271	-1	42099	5	23/0
25	24	JOYCE COOLING Coasting (Heads Up)	235	-14	32728	8	17/0
27	25	YULARA Flyin' High (Higher Octave)	234	+17	19855	2	25/2
26	26	ERIC ESSIX Rainy Night In Georgia (Zebra)	209	-35	34797	13	19/0
28	27	BRENDA RUSSELL You Can't Hide Your... (Hidden Beach/Epic)	195	-6	5631	6	13/0
Debut	28	GARDEN PARTY Rikki Don't Lose That Number (Samson)	193	+40	36838	2	19/2
29	29	NATALIE COLE Angel On My Shoulder (Elektra/EEG)	177	+3	13040	3	13/0
Debut	30	RIPPINGTONS Caribbean Breeze (Peak/Concord)	158	+53	23045	1	23/7

41 NAC/Smooth Jazz reporters. Songs ranked by total plays for the airplay week of Sunday 1/14-Saturday 1/20. 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 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

TIM BOWMAN Smile (Insync)
Total Plays: 127, Total Stations: 13, Adds: 1

BRIAN MCKNIGHT Win (Motown)
Total Plays: 126, Total Stations: 8, Adds: 0

JIM BRICKMAN Glory (Windham Hill)
Total Plays: 123, Total Stations: 12, Adds: 1

GOTA Unforgettable Feeling (Instinct)
Total Plays: 86, Total Stations: 9, Adds: 1

EUGE GROOVE Romeo & Juliet (Warner Bros.)
Total Plays: 84, Total Stations: 10, Adds: 2

PAUL TAYLOR Aerial (Peak/Unity/N-Coded)
Total Plays: 82, Total Stations: 8, Adds: 0

VARIOUS ARTISTS Don't Get Around Much Anymore (Shanachie)
Total Plays: 78, Total Stations: 11, Adds: 3

INCOGNITO F/MAYSA Change (Talkin Loud/Blue Thumb/VMG)
Total Plays: 67, Total Stations: 7, Adds: 4

EAST WEST CONNECTION Surgical Spirit (Internal Bass)
Total Plays: 64, Total Stations: 7, Adds: 0

VOODOO DOGS Here We Go (Palmetto)
Total Plays: 61, Total Stations: 7, Adds: 0

Songs ranked by total plays

Most Added

ARTIST TITLE LABEL(S)	ADDS
RIPPINGTONS Caribbean Breeze (Peak/Concord)	7
DOWN TO THE BONE Righteous... (Internal Bass/O/Atlantic)	6
FOURPLAY Double Trouble (Warner Bros.)	4
INCOGNITO F/MAYSA Change (Talkin Loud/Blue Thumb/VMG)	4
SEAL This Could Be Heaven (London Sire)	4
RICHARD ELLIOT Who? (Blue Note)	3
VARIOUS ARTISTS Don't Get Around Much... (Shanachie)	3
STEVE COLE Waterfalls (Atlantic)	3
KOMBO Tip Of The Hat (GRP/VMG)	3

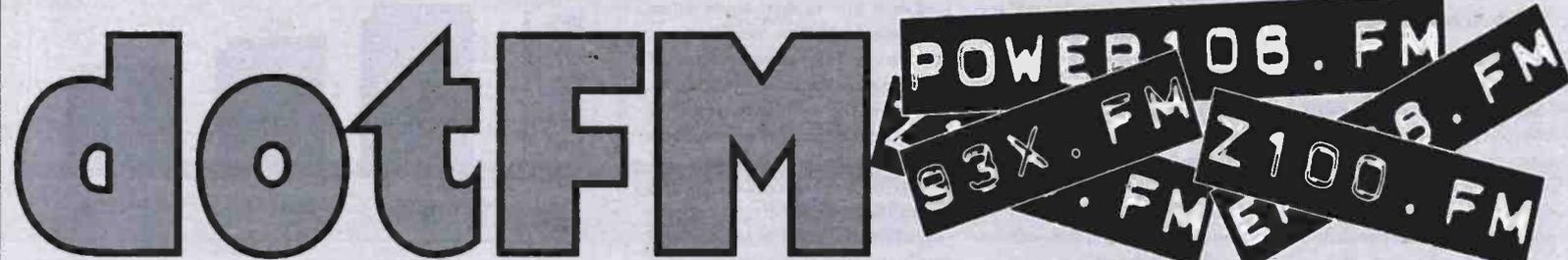
Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GEORGE BENSON Medicine Man (GRP/VMG)	+107
INCOGNITO F/MAYSA Change (Talkin Loud/Blue Thumb/VMG)	+67
BONA FIDE X-Ray Hip (N-Coded)	+58
GROVER WASHINGTON JR. Chameleon (Telarc)	+58
RIPPINGTONS Caribbean Breeze (Peak/Concord)	+53
GARDEN PARTY Rikki Don't Lose That Number (Samson)	+40
VARIOUS ARTISTS Don't Get Around Much... (Shanachie)	+40
KIRK WHALUM Now Til Forever (Warner Bros.)	+38
JONATHAN BUTLER Forever Tonight (N-Coded)	+38
FOURPLAY Double Trouble (Warner Bros.)	+33

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.



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NAC notes

with Carol Archer

I'm very happy to announce the addition of two new reporting stations to our NAC/Smooth Jazz panel, effective Jan. 29: KRQS/Albuquerque and WEIB/Northampton, MA. This increases the number of NAC/SJ reporters to 43.

Bona Fide's "X-Ray Hip" (N-Coded) bumps 3-2* and now poses a possible next-week threat to **James & Braun's** supremacy with their No. 1 "R.S.V.P." (Warner Bros.) And, with a 7-5* move — along with taking top Most Increased with +107 plays — **George Benson's** "Medicine Man" (GRP/VMG) is another strong force to be reckoned with. **Kirk Whalum** takes a three-point jump from 10-7*; his "Now Til Forever" (Warner Bros.) picks up an add at KOAI/Dallas.

Jonathan Butler's "Forever Tonight" (N-Coded) glides 24-21*, earns a new add on

KCIY/Kansas City and is already up to 28 plays on WSJZ/New Orleans.

The Rippingtons' "Caribbean Breeze" (Concord/Peak) is top Most Added again this week. The track debuts at 30* and earns adds on seven stations, including WVMV/Detroit, KWJZ/Seattle and WJCD/Norfolk. It's also getting 17 plays on KTWV (The Wave)/Los Angeles.

Two tracks are tied for third Most Added, with four adds apiece: **Incognito f/Maysa's** "Change" (VMG/BT/TL) and **Fourplay's** "Double Trouble" (Warner Bros.). Fourplay go on WNWV/Cleveland and KSSJ/Sacramento.

Other tracks of immediate interest are **Bryan Savage's** "Rush Hour" (Higher Octave); **Down To The Bone's** "Righteous Reeds" (Internal Bass/Q/Atlantic), although WNUA/Chicago added the album track "Black Choice"; "Soweto" from **Smooth Africa** (Heads Up); and **Four80East's** "Bumper to Bumper" (Higher Octave).

I don't know whether Elektra plans to service **Yolanda Adams & Gerald Levert's** duet "I Believe I Can Fly" to NAC/Smooth Jazz — the single has been sent to Urban AC — but I certainly hope our programmers will get a chance to hear it, the sole studio track from Adams' live recording.

Heads Up

Paul Carrack
Satisfy My Soul
Compass

Paul Carrack graced the halls of Club R&R last week, sharing with all present his humble enthusiasm and abiding talent. Wide-eyed listeners discovered that this was indeed the man who helped make classics of Squeeze's "Tempted" and Ace's "How Long," the tune that delivered him into international stardom back in the '70s. Carrack continued the set with the soul-laced title track from his newest solo project, *Satisfy My Soul*, and followed that with "Running out of Time," which features a biographical lyric about Carrack's Mike & The Mechanics bandmate Mike Rutherford's early days in music. Carrack sculpted his new album almost completely with his own hands; with just a few exceptions, he wrote, played and sang all the tracks, and he engineered and produced the album. Demonstrating the kind of confident vulnerability that makes strong vocal performances feel like close friends, this poignant record grows in meaning with each listen. Carrack's voice is intimate evidence of how feeling life deeply as it goes by ultimately carves us into stronger heroes and heroines.



— Peter Petro

Steve Stiles left his position as Asst. PD/MD at WNUA/Chicago some months ago to become Smooth Jazz programmer for XM Satellite Radio. Since then he's been building XM's CD library and working on formatics in advance of XM's upcoming launch. He's also been busy keeping abreast of new music, which he discusses here.

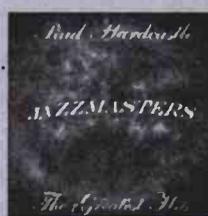
UNDER THE RADAR

R&R'S EXCLUSIVE BAROMETER FOR NEW MUSIC

It's been such a pleasure to listen to music for fun again and not because I have to. I get to listen like a fan, instead of worrying about song length and when the hook comes in. ■ The best album of the last six months — hands down! — is *Tourist* by **St. Germain**. It's got everything: jazz elements, groove, dance, vocals. It's a perfect record. My hat is off to the Wave's **Ralph Stewart** for, once again, being ahead of the pack and getting this record on the air. This is the edgy stuff so desperately needed in radio right now. Check out the national sales figures and sales-based charts if you need any validation that the people get it. ■ It just came in the last couple of days, but I think the new **Freddie Ravel** single, "Sunny Side Up," is a home run.



Steve Stiles



Jazzmasters

Freddie has been missing for too long, and it's nice to see his comeback so strong. A beautifully crafted piano melody with a distinctive guitar line, throw in **Bud Harner** as executive producer — what's not to like? I can't wait to hear the rest of the disc. ■ There are a couple of things off the beaten track that I've been listening to. There's a single from a group named **Supreme Beings Of Light** called "Never the Same" that was featured on a JC Penney commercial, of all things. My colleague **Blake Lawrence** turned me on to it, and I think that, as an off-the-wall, NAC-leaning vocal, it's very cool — a total spice or flavor track with a great vibe. Also, there's this group called **Groove Armada**, and I've been mesmerized by their CD *Vertigo*. It's very different, very edgy, and I can't wait to play a couple of songs from it. It's definitely not for everyone. Much like **St. Germain**, it features a lot of mixes and samples and just has a funky, divergent feel. ■ Finally, I'm not usually a fan of greatest-hits CDs, but the new *Jazzmasters: The Greatest Hits* package is terrific. It's a fabulous introduction to the vast career of the musical genius **Paul Hardcastle**. The new track, "Shine," is totally in the pocket, with a classic Hardcastle keyboard-synth sound and a very haunting and memorable sax line.

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Stations and their adds listed alphabetically by market

<p>WZMR/Albany, NY PD: Patrick Ryan DOWN TO THE BONE "Righteous"</p>	<p>KJCD/Denver-Boulder, CO PD: John St. John 11 MICHAEL MCDONALD "Meaning"</p>	<p>WJZI/Milwaukee, WI DM/PO/MD: Chris Moreau TIM BOWMAN "Smile"</p>	<p>WLDQ/Orlando, FL PD: Dave Kosh MD: Patricia James No Adds</p>	<p>KSSJ/Sacramento, CA PD: Steve Williams APD/MD: Ken Jones FOURPLAY "Double"</p>	<p>KWJZ/Seattle-Tacoma, WA PD: Carol Handley MD: Dianna Rose RIPPINGTONS "Caribbean"</p>	<p>WJZW/Washington, DC PD/MD: Kenny King JEFF LORBER "Snakebite"</p>
<p>KNIK/Anchorage, AK DM: Aaron Wallender PD: Dallas Scott MD: Jennifer Summers 16 INCOGNITO FAMYSA "Change" RIPPINGTONS "Caribbean" KOMBO "Tip"</p>	<p>WVMV/Detroit, MI PD: Tom Sleeter MD: Sandy Kovach 6 RIPPINGTONS "Caribbean"</p>	<p>KSBR/Mission Viejo, CA DM/PO: Terry Wedel MD: Logan Parris KOMBO "Tip" FOUR 80 EAST "Bumper" DOWN TO THE BONE "Righteous"</p>	<p>WJPL/Peoria, IL PD/MD: Rick Hirschmann INCOGNITO FAMYSA "Change" KIM WATERS "Groove"</p>	<p>WSSM/St. Louis, MO PD: Mike Watermann 3 RICHARD ELLIOT "Who?" 3 GARDEN PARTY "Rain"</p>	<p>WSJT/Tampa, FL PD: Ross Block MD: Kathy Curtis RICHARD ELLIOT "Who?" JEFF LORBER "Snakebite"</p>	<p>KWSJ/Wichita, KS PD: Ron Allen MD: Patrick Murphy 1 SEAL "Heaven" DOWN TO THE BONE "Righteous"</p>
<p>WNUA/Chicago, IL PD: Bob Kaake APD/MD: Carl Anderson DOWN TO THE BONE "Black"</p>	<p>KEZL/Fresno, CA PD: J. Weidenheimer DOWN TO THE BONE "Righteous"</p>	<p>KRVR/Modesto, CA PD: Jim Bryan MD: Doug Wulff PAUL CARRACK "Where" DOWN TO THE BONE "Righteous" INCOGNITO FAMYSA "Change" KEN NAVARRO "Deliboso" BRYAN SAVAGE "Rush"</p>	<p>WJZZ/Philadelphia, PA DM: Anne Grass MD: Michael Tozzi AMD: Joe Proke No Adds</p>	<p>KBNZ/Salt Lake City, UT PD/MD: Rob Riesen STEVE COLE "Waterfalls" RIPPINGTONS "Caribbean" VARIOUS ARTISTS "Around"</p>	<p>KDAZ/Tucson, AZ PD/MD: Erik Foxx 8 INCOGNITO FAMYSA "Change" SEAL "Heaven" DOWN TO THE BONE "Righteous" ENYA "Only"</p>	<p>JRN/Jones NAC/National PD: Steve Hibbard MD: Cheri Marquart 10 BRYAN SAVAGE "Rush" KOMBO "Tip" FOUR 80 EAST "Bumper" STEVE COLE "Waterfalls" RIPPINGTONS "Found"</p>
<p>WNWV/Cleveland, OH PD/MD: Bernie Kimble FOURPLAY "Double"</p>	<p>KCIY/Kansas City, MO PD: Steve Wiersman MD: Michelle Chase 12 JONATHAN BUTLER "Forever" 9 GARDEN PARTY "RAIN" 9 RICHARD ELLIOT "Who?" RIPPINGTONS "Caribbean"</p>	<p>WQCD/New York, NY DM: John Mullen PO/MD: Charley Connolly 16 VARIOUS ARTISTS "Around" 6 EUGE GROOVE "Home" 5 GOTA "Feeling"</p>	<p>KYDT/Phoenix, AZ PD: Shaun Holly APD/MD: Greg Morgan No Adds</p>	<p>KIFM/San Diego, CA PD: Mike Vasquez APD/MD: Kelly Cole SEAL "Heaven" VARIOUS ARTISTS "Around"</p>	<p>KKSF/San Francisco, CA PD: Paul Goldstein MD: Laurie Cobb 10 JIM BRICKMAN "Glory" 9 YULARA "Flyin'"</p>	<p>41 Total Reporters 41 Current Reporters 39 Current Playlists</p>
<p>WJZA/Columbus, OH DM/PO/MD: Bill Harman APD: Gary Wolter FOURPLAY "Double" SEAL "Heaven"</p>	<p>WSMJ/Knoxville, TN PD/MD: Tom Miller 4 RIPPINGTONS "Caribbean"</p>	<p>WSJZ/New Orleans, LA DM/PO/MD: Mark Edwards EUGE GROOVE "Home" EVERETTE HARP "Put"</p>	<p>KKJZ/Portland, OR PD: Chris Miller MD: David Shult APD: Heather Baldwin 2 STEVE COLE "Waterfalls" 1 KIM WATERS "Groove"</p>	<p>KMGQ/Santa Barbara, CA PD: Mark De Anda APD/MD: Steve Bauer PAUL CARRACK "Where"</p>	<p>Did Not Report, Playlist Frozen (2):</p>	<p>WYJZ/Indianapolis, IN WJZV/Richmond, VA</p>
<p>KDAI/Dallas-Ft. Worth, TX PD: Maxine Todd APD/MD: Bret Michael 9 KIRK WHALUM "Forever" 6 JAMES & BRAUN "R.S.V.P."</p>	<p>KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart No Adds</p>	<p>WJCO/Norfolk, VA MD: Larry Hollowell FOURPLAY "Double" RIPPINGTONS "Caribbean" YULARA "Flyin'"</p>	<p>WWND/Raleigh-Durham, NC PD/MD: Scott St. John No Adds</p>	<p>KJZY/Santa Rosa, CA PD: Gordon Zlot MD: Rob Singleton No Adds</p>		

Most Played Recurrents

STEVE COLE Got It Goin' On (Atlantic)

AL JARREAU Last Night (GRP/VMG)

CRAIG CHAQUICO Cafe Carnival (Higher Octave)

MICHAEL MCDONALD The Meaning Of Love (Ramp)

EUGE GROOVE Vinyl (Warner Bros.)

BONEY JAMES All Night Long (Warner Bros.)

DAVE KOZ Can't Let You Go (The Sha...) (Capitol)

GEORGE BENSON Deeper Than You Think (GRP/VMG)

RICHARD ELLIOT Moomba (Blue Note)

VARIOUS ARTISTS Manenberg (Heads Up)

DOWN TO THE BONE The Zodiac (Internal Bass)

PAUL TAYLOR Avenue (Peak/Unity/N-Coded)

MARC ANTOINE Palm Strings (GRP/VMG)

BONEY JAMES & RICK BRAUN Grazin' In The Grass (Warner Bros.)

URBAN KNIGHTS Sweet Home Chicago (Narada)

NORMAN BROWN Paradise (Warner Bros.)

CHRIS STANDRING Hip Sway (Instinct)

TONI BRAXTON Spanish Guitar (LaFace/Arista)

ACOUSTIC ALCHEMY Beautiful Game (Higher Octave)

JEFF GOLUB F/PETER WHITE No Two Ways About It (GRP/VMG)

NAC/SMOOTH JAZZ Going For Adds

1/29/01

DOTSERO Off Shore (Peak/Concord)
EVERETTE HARP Put It Where You Want It (Blue Note)
GERALD ALBRIGHT Your Smiling Face (Koch)
JARED DOUGLAS Paradise (Tantrum)
JEFF LORBER Snakebite (Samson)
RICK BRAUN Kisses In The Rain (Warner Bros.)
ROB MALETICK The Redeemer (CAR)
STEVE COLE Waterfalls (Atlantic)
VARIOUS ARTISTS Soweto (Heads Up)

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Garden Party
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North, South, East & Wes
Rikki Don't Lose That Number
X-Ray Hip

NAC/Smooth Jazz Playlists

January 26, 2001 R&R • 95

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

MARKET #1

WDCO/No York
 Emms
 (212) 332-1019
 Connelly
 12+ Cume 1,548,000

CD 101.9
 Smooth Jazz
 101.9 FM
 ON AIR EVERY DAY

PLAYS

LT	TW	ARTIST/TITLE	GI (000)
1	20	JOYCE COOLING/Coasting	23850
2	24	GREGG KARIKAS/Chasing The Wind	22936
3	23	CHELI MINUCCIA/My Girl Sunday	21942
21	23	RONA FIDEA/Ray Hip	21942
22	23	JEFF GOLDB/Don't Lose	21942
23	23	WALTER BEASLEY/Comin' At Cha	21942
17	23	RICHARD ELLIOT/Who?	21942
12	23	KIRK WHALIM/Now Till Forever	16218
17	23	DAVE KOZ/Over Is On The Way	16218
5	16	GARDEN PARTY/Ride Don't Lose...	15264
16	16	GROVER WASHINGTON, Jr./Chameleon	15264
16	16	VARIOUS ARTISTS/Don't Get Around...	15264
6	6	BETTE MIDLER/Over The Top	5724
13	13	AL JARREAU/Last Night	5724
6	6	JAMES & BRAUN/R.S.V.P.	5724
6	6	TIM BOWMAN/Smile	5724
6	6	EDUARD GROOVE/Romance & Juliet	5724
5	5	KIM WATERS/In The Groove	4770
5	5	RONNIE LAWS/Old Days/Old Ways	4770
5	5	YULIARAY/High	4770
6	6	GEORGE BENSON/Medicine Man	4770
5	5	GOTA/Unforgettable	3816
5	5	KIM WATERS/In The Groove	3816
5	5	RONNIE LAWS/Old Days/Old Ways	3816
4	4	AL JARREAU/Last Night	3816
4	4	SADE/By Your Side	3816

MARKET #2

KTWV/Los Angeles
 Infinity
 (310) 840-7180
 Brodie/Stewart
 12+ Cume 848,900

THE WAVE
 94.7 KTWV

PLAYS

LT	TW	ARTIST/TITLE	GI (000)
20	23	KIRK WHALIM/Now Till Forever	12765
18	23	JAMES & BRAUN/R.S.V.P.	12765
22	22	MICHAEL LING/Twice In A Lifetime	12210
22	22	RONNIE LAWS/Old Days/Old Ways	12210
20	21	JOE MORRIS/Texas Rhythm Club	12210
20	21	GEORGE BENSON/Medicine Man	11655
17	21	MARCOS ARIEL/Magic Eyes	11655
17	21	STEVE COLE/Get It Goin' On	11655
16	17	JEFF GOLDB/Don't Lose	9435
20	20	DAN SEGEL/From The Heart	9435
16	17	JEFF KASH/WVA Hyde Park	9435
16	17	CHUCK LOEB/Blue Kiss	9435
16	17	EVERETTE HARRP/Right Back At Ya	9435
16	17	RIPPING TONS/Caribbean Breeze	9435
14	16	JEFF KASH/WVA Hyde Park	8880
13	16	STEELEY DAN/Jack Of Speed	8325
11	16	BRIAN BROMBER/RG/Releasethis	8325
15	14	AL JARREAU/Last Night	7770
15	14	BRIAN BROMBER/RG/Releasethis	7770
14	16	JEFF GOLDB/Don't Lose	9435
14	16	RICHARD ELLIOT/Who?	7215
16	13	BETTE MIDLER/Over The Top	6660
14	12	SADE/By Your Side	6660
8	12	WARRNER HILL/Mambo 2000	6660
8	12	BRIAN BROMBER/RG/Releasethis	6660
10	9	ST GERMAIN/Sure Thing	4995
8	9	KIM WATERS/In The Groove	4440
9	9	ERIC ESSAU/Rainy Night In...	3885
8	9	BROAD MELODY/Man	3350

MARKET #3

WVUU/Chicago
 Clear Channel
 (646) 945-9550
 Kaale/Anderson
 12+ Cume 665,400

WVUU 95.5
 Smooth Jazz

PLAYS

LT	TW	ARTIST/TITLE	GI (000)
25	26	KIRK WHALIM/Now Till Forever	10738
24	24	GEORGE BENSON/Medicine Man	9912
24	23	JAMES & BRAUN/R.S.V.P.	9499
25	23	RONA FIDEA/Ray Hip	9499
21	22	DAVE KOZ/Over Is On The Way	9066
19	20	RICHARD ELLIOT/Who?	8260
22	20	WALTER BEASLEY/Comin' At Cha	7091
15	17	JAZZMASTERS/Resonance	4543
17	13	JOE MORRIS/Texas Rhythm Club	4543
12	12	BETTE MIDLER/Over The Top	4966
11	12	JEFF KASH/WVA Hyde Park	4966
10	12	NATALIE COLE/Angel On My Shoulder	4966
12	10	JONATHAN BUTLER/Forever Tonight	4966
12	11	MICHAEL LING/Twice In A Lifetime	4966
10	10	SADE/By Your Side	4130
14	10	CHUCK LOEB/Blue Kiss	4130
13	10	JEFF GOLDB/Don't Lose	4130
3	7	RIPPING TONS/Caribbean Breeze	2891
-	-	DOWN TO THE BONE/Black Chocor	0

MARKET #4

KKSF/San Francisco
 Clear Channel
 (415) 975-5555
 Goodstein/Cobb
 12+ Cume 547,500

KKSF 103.7
 Smooth Jazz

PLAYS

LT	TW	ARTIST/TITLE	GI (000)
22	23	KIRK WHALIM/Now Till Forever	7590
22	22	JEFF KASH/WVA Hyde Park	7260
22	22	CRAIG CHAIKOU/Cale Carnival	7260
22	22	RONA FIDEA/Ray Hip	7260
14	16	CHELI MINUCCIA/My Girl Sunday	5980
15	15	DAVE KOZ/Over Is On The Way	4920
15	15	JEFF GOLDB/Don't Lose	4920
15	15	JAMES & BRAUN/R.S.V.P.	4920
15	14	MICHAEL LING/Twice In A Lifetime	4920
14	14	DAVID BENOIT/Red Baron	4920
13	13	GROVER WASHINGTON, Jr./Chameleon	4290
10	13	STEVE COLE/Get It Goin' On	4290
12	13	JONATHAN BUTLER/Forever Tonight	4290
13	13	DOWN TO THE BONE/The Zodiac	4290
12	12	GARDEN PARTY/Ride Don't Lose...	4290
3	12	NORMAN BROWN/Paradise	3960
13	12	JAZZMASTERS/Resonance	3960
11	13	KIRK WHALIM/Now Till Forever	3630
11	13	KIRK WHALIM/Now Till Forever	3630
11	13	MICHAEL LING/Twice In A Lifetime	3630
10	10	BETTE MIDLER/Over The Top	3300
10	10	MARC ANTONIO/Children At Play	3300
10	10	BEEL CALBERT/Do You Really...	3300
7	5	SADE/By Your Side	1650

MARKET #5

WJZZ/Philadelphia
 Clear Channel
 (215) 508-1200
 Zizzi
 12+ Cume 623,900

Smooth Jazz
 WJZZ 106.1

PLAYS

LT	TW	ARTIST/TITLE	GI (000)
28	28	ERIC ESSAU/Rainy Night In...	11480
28	28	JAMES & BRAUN/R.S.V.P.	11480
28	28	JEFF GOLDB/Don't Lose	11480
28	28	RICHARD ELLIOT/Who?	11480
28	28	GEORGE BENSON/Medicine Man	11480
28	28	GROVER WASHINGTON, Jr./Chameleon	11480
20	20	BETTE MIDLER/Over The Top	8000
20	20	TIM BOWMAN/Smile	7390
16	17	SADE/By Your Side	6970
13	13	WALTER BEASLEY/Comin' At Cha	6330
13	13	GROVER WASHINGTON, Jr./Chameleon	5300
-	-	DAVE KOZ/Over Is On The Way	5300
13	13	TIM BOWMAN/Smile	5300
13	13	DAVID BENOIT/Red Baron	5300
12	12	MICHAEL LING/Twice In A Lifetime	4920
12	12	SOUNDSCAPE U.I./Feel That Love	4920
12	12	KIRK WHALIM/Now Till Forever	4920
12	12	KIRK WHALIM/Now Till Forever	4920
12	12	BRIAN BROMBER/RG/Releasethis	4920
12	12	GARDEN PARTY/Ride Don't Lose...	4920
12	12	NORMAN BROWN/Paradise	4920
11	11	CHELI MINUCCIA/My Girl Sunday	4510

MARKET #6

KOAI/Dallas-Ft. Worth
 Infinity
 (214) 530-3011
 Todd/Michael
 12+ Cume 299,800

CASIS 107.5
 Smooth Jazz
 107.5 FM

PLAYS

LT	TW	ARTIST/TITLE	GI (000)
28	28	RONA FIDEA/Ray Hip	6916
28	28	KIM WATERS/In The Groove	6916
28	28	JOE MORRIS/Texas Rhythm Club	6916
28	28	JEFF KASH/WVA Hyde Park	6916
28	28	ERIC ESSAU/Rainy Night In...	6669
27	27	BONEY JAMES/Boneyom	6669
17	18	AL JARREAU/Last Night	4446
17	18	STING/She Walks This Earth	4119
17	18	BETTE MIDLER/Over The Top	4119
17	18	SADE/By Your Side	3952
13	13	RONNIE LAWS/Old Days/Old Ways	2964
12	12	RICHARD ELLIOT/Who?	2964
12	12	GREGG KARIKAS/Chasing The Wind	2964
12	12	WARRNER HILL/Mambo 2000	2964
12	12	CHUCK LOEB/Blue Kiss	2964
12	12	DAVID BENOIT/Red Baron	2964
12	12	JAZZMASTERS/Resonance	2964
11	11	GROVER WASHINGTON, Jr./Chameleon	2717
11	11	ACUSTIC ALCHEMY/Beautiful Game	2717
11	11	DAVID BENOIT/Red Baron	2717
11	11	STEVE COLE/Get It Goin' On	2717
10	10	CRAIG CHAIKOU/Cale Carnival	2420
9	9	KIRK WHALIM/Now Till Forever	2223
9	9	NATALIE COLE/Angel On My Shoulder	2223
9	9	CHUCK LOEB/Blue Kiss	2223
8	8	JAMES & BRAUN/R.S.V.P.	1482

MARKET #7

WVUU/Detroit
 Infinity
 (313) 855-5100
 Siewek/Kovach
 12+ Cume 436,000

V 98.7
 Smooth Jazz
 98.7 FM

PLAYS

LT	TW	ARTIST/TITLE	GI (000)
22	22	CHELI MINUCCIA/My Girl Sunday	7360
11	10	KIRK WHALIM/Now Till Forever	6922
23	17	TIM BOWMAN/Smile	6256
22	17	BRIAN BROMBER/RG/Releasethis	6256
22	17	CHUCK LOEB/Blue Kiss	6256
16	16	GROVER WASHINGTON, Jr./Chameleon	5888
11	12	RONNIE LAWS/Old Days/Old Ways	4416
12	11	WALTER BEASLEY/Comin' At Cha	4048
11	11	ERIC ESSAU/Rainy Night In...	4048
11	11	JAMES & BRAUN/R.S.V.P.	4048
11	11	RONA FIDEA/Ray Hip	4048
11	11	STEVE COLE/Get It Goin' On	4048
11	11	JEFF KASH/WVA Hyde Park	4048
11	11	MICHAEL LING/Twice In A Lifetime	3680
9	11	AL JARREAU/Last Night	3680
10	10	JONATHAN BUTLER/Forever Tonight	3680
8	10	DAVE KOZ/Over Is On The Way	3680
8	10	KOZ/FURDORIAN/Carless Whisper	3680
8	10	RICHARD ELLIOT/Who?	3680
8	10	KIM WATERS/In The Groove	3680
8	10	GREGG KARIKAS/Chasing The Wind	3680
8	10	EDUARD GROOVE/Vinyl	3680
10	10	JEFF GOLDB/Don't Lose	3680
10	10	JEFF GOLDB/Don't Lose	3680
10	10	GEORGE BENSON/Medicine Man	3312
10	10	DAVE KOZ/Over Is On The Way	3312
9	9	GENE DUNN/AP/Got To Be Gone	3312
9	9	JOE I Wanna Know	3312
9	9	SADE/By Your Side	3312
11	9	RICHARD ELLIOT/Who?	3312

MARKET #8

WJZZ/Washington, DC
 ABC
 (202) 895-2300
 King
 12+ Cume 394,800

Smooth Jazz
 WJZZ 106.9

PLAYS

LT	TW	ARTIST/TITLE	GI (000)
22	22	CHELI MINUCCIA/My Girl Sunday	6384
31	28	WALTER BEASLEY/Comin' At Cha	6384
31	28	RIPPING TONS/Caribbean Breeze	6384
28	28	JAMES & BRAUN/R.S.V.P.	6384
28	28	GEORGE BENSON/Medicine Man	6384
20	18	RONAN HADONAM/That Place In...	4104
-	-	BRIAN BROMBER/RG/Releasethis	3648
18	18	BETTE MIDLER/Over The Top	3648
14	14	SADE/By Your Side	3192
13	12	CHUCK LOEB/Blue Kiss	2736
13	12	JEFF KASH/WVA Hyde Park	2736
12	12	WALTER BEASLEY/Comin' At Cha	2736
11	11	BRIAN BROMBER/RG/Releasethis	2920
13	11	GARDEN PARTY/Ride Don't Lose...	2508
12	11	ERIC ESSAU/Rainy Night In...	2508
13	11	KIRK WHALIM/Now Till Forever	2508
14	11	RICHARD ELLIOT/Who?	2508
11	11	BRIAN BROMBER/RG/Releasethis	2280
10	10	JEFF GOLDB/Don't Lose	2280
9	10	KIM WATERS/In The Groove	2280
9	10	DAVE KOZ/Over Is On The Way	2280
11	9	JOE MORRIS/Texas Rhythm Club	2052
11	9	RONNIE LAWS/Old Days/Old Ways	2052
9	9	PETER WHITE/Autumn Day	2052
10	9	CRAIG CHAIKOU/Cale Carnival	1824
10	9	EDUARD GROOVE/Vinyl	1824
9	9	NORMAN BROWN/Paradise	1824

MARKET #12

WVUE/Miami
 Clear Channel
 (305) 654-9494
 Colon
 12+ Cume 378,500

WVUE 93.9
 Smooth Jazz

PLAYS

LT	TW	ARTIST/TITLE	GI (000)
24	24	JEFF KASH/WVA Hyde Park	5808
24	24	GROVER WASHINGTON, Jr./Chameleon	5808
24	24	JAMES & BRAUN/R.S.V.P.	5656
24	24	RIPPING TONS/Caribbean Breeze	5656
21	21	WALTER BEASLEY/Comin' At Cha	4932
22	20	CHELI MINUCCIA/My Girl Sunday	4840
20	19	CRAIG CHAIKOU/Cale Carnival	4596
17	17	SADE/By Your Side	4114
22	16	STEVE COLE/Get It Goin' On	3146
12	12	MICHAEL LING/Twice In A Lifetime	2904
11	12	PAUL TAYLOR/Avenue	2904
11	12	DAVID BENOIT/Red Baron	2904
11	11	KIRK WHALIM/Now Till Forever	2662
12	11	BETTE MIDLER/Over The Top	2662
11	11	WARRNER HILL/Mambo 2000	2420
11	11	ACUSTIC ALCHEMY/Beautiful Game	2420
5	7	RONA FIDEA/Ray Hip	1678
5	7	BONEY JAMES/Boneyom	1678
5	7	AL JARREAU/Last Night	1452
5	7	RICHARD ELLIOT/Who?	1452
5	7	JEFF GOLDB/Don't Lose	1452
6	6	GEORGE BENSON/Medicine Man	1452
6	6	JOE MORRIS/Texas Rhythm Club	1452
5	5	BRIAN BROMBER/RG/Releasethis	1218
5	5	GREGG KARIKAS/Chasing The Wind	1218
5	5	STING/She Walks This Earth	980

MARKET #14

KWJZ/Seattle-Tacoma
 Sandusky
 (252) 373-5536
 Handley/Rose
 12+ Cume 242,400

Smooth Jazz
 KWJZ 98.5

PLAYS

LT	TW	ARTIST/TITLE	GI (000)
25	25	KIM WATERS/In The Groove	4228
12	12	CHUCK LOEB/Blue Kiss	4072
27	27	JAMES & BRAUN/R.S.V.P.	4072
27	27	JAZZMASTERS/Resonance	3928
27	27	CHELI MINUCCIA/My Girl Sunday	3928
27	27	BOB JAMES'S/At Right	3506
16	16	AL JARREAU/Last Night	2416
-	-	JONATHAN BUTLER/Forever Tonight	2416
16	16	SADE/By Your Side	2416
16	16	BETTE MIDLER/Over The Top	2416
16	16	STING/She Walks This Earth	2416
11	12	KIRK WHALIM/Now Till Forever	2112
11	12	WARRNER HILL/Mambo 2000	1812
11</			



CYNDEE MAXWELL
max@rronline.com

A Callout Primer

Wisdom from outside the format

Some of the best programmers readily admit that they learn from sources beyond formatic boundaries. Certainly, an outside perspective can often provide valuable insight regardless of whether it confirms an existing principle or lends new understanding to a situation.

With this concept in mind, I went to Randy Lane, a consultant who is highly recognized in Hot AC and CHR/Pop and who has been in the trenches as a GM and PD in such markets as Los Angeles, Chicago, Washington and Kansas City. Lane offers his viewpoint on the sometimes controversial issue of how long a programmer should wait before putting a song into callout. He also cautions against putting too much weight on research.



Randy Lane

and discount your own judgment, experience and intuition."

Self-doubt quickly follows, Lane notes. "You start to think, 'Maybe it just appeals to people like me or to a few radio programmers.' The initial positive feelings and emotions you had about the song are fading as your thoughts turn to dropping the song from airplay. You've now played the song over 250 times, and the next callout report means decision time. You drop the song.

"You continue to test the song, however, because it's still getting airplay in the market, or a couple of months later you put it in the auditorium test. To your astonishment, it's now testing, after it dropped off the national charts. Now you're thinking of readding it as a current or a recurrent. You notice that a couple of other key stations nationally are still powering it. Then you're thinking, 'Damn, I knew that song was a hit. Why didn't I stick with it in spite of all the evidence to drop it?'"

Finding Real Hits

Lane believes that finding real hits can be difficult. "One of the reasons is the fact that there are fewer universal hits today," he says. "For example, Third Eye Blind's 'Never Let You Go' and Tonic's 'You Wanted More' were dropped by half of the Pop stations that added them and then readded by many of those stations after they tested big

in followup AMTs. A couple of years ago Green Day's 'Time of Your Life' was a power at only a few stations until it got exposed on the final *Seinfeld* episode. Then it quickly became a hit almost universally.

"Currently, on the Hot AC side, Barenaked Ladies' 'Pinch Me' is a power and a big hit in many markets but a complete stiff in others. Callout scores ran the gamut from a B- to an A+. Some rock songs that crossed over to Pop, Hot AC and Pop/Alternative and hit in some places and not others include Eve 6's 'Inside Out' and Lenny Kravitz's 'Fly Away.'

"There are many more station-specific and market-specific songs nowadays than there used to be. Vertical Horizon's 'You're a God' is another example of a song that was not a universal hit — it worked in some places and not in others. A lot of the Everclear songs are like that, such as 'Wonderful' and 'AM Radio.'"

Naturally, the next question is how do you know when it's hype or it's really a hit? Lane notes, "This is still a legitimate question, in view of all the promotional deals going on with the labels and independent promotion firms. Here are some guidelines that should help you ferret out the real hits."

- **Avoid adding noncore-sounding songs that are not universally proven hits.** "Have a clear vision for the two or three top music styles that work for your station and the styles to avoid. At Rock, you won't normally add a pop song out of the box, but if you're going to add that pop-oriented song, it had better be a hit. Why take a chance on an unknown band with a pop feel, as opposed to a Fuel or Creed? Even a new artist with a rock-based sound is much easier to take a chance on. There's no point in playing a marginal record that's not the essence of your radio station, yet a major hit that crosses a lot of boundaries could be valuable.

"If it's not a rock-based record and you're trying to determine whether you should play it, use a combination of your intuitive feel for what's right for your station and seeing that the song is performing great nationally. For example, if another station in your market is playing the song, and you put it in callout and it tests well with your listeners, go for it. But if it's doing great with your cume and people who listen to Pop stations but not with your core, why take a chance on it? But you

"Resist the temptation to test songs before they're played 100 to 150 times. The majority of songs will test unfamiliar and negative before then."

can't eliminate your gut. So many programmers today are so dependent on callout and research that they lose their intuitive feel and gut. I've been a victim of that myself in the past."

- **Avoid the herd mentality.** "If the world goes on a song, but you don't hear it and feel it, trust yourself and wait. Wait it out — even if a song charts top 10 — if you question the song's validity or compatibility with your station."

- **Do your homework.** "There is so much information available on music today that you can find out quickly who's on a song and how it's performing. Create a panel of stations similar to yours that you respect, and track a song's performance. Better still, network with those stations' programmers. One of the clients I work with puts together a weekly playlist from the big three stations that are most similar to ours. We will stick with a song that is fading nationally if that song is doing well at one or more of these stations."

- **Use research as a tool to help you make decisions.** "Resist the temptation to test songs before they're played 100 to 150 times. The majority of songs will test unfamiliar and negative before then. When you are more selective about the songs you add and believe in them, you can spin them as many as 300 times to get them to test. Many songs take that many spins before reaching critical mass."

"Callout research is a valuable tool to use in your decisionmaking process, but it is subject to fluctuation, like any form of research. Pay more attention to how a song is trending, rather than to any one week's results. Most callout systems have breakouts that exclude familiarity as a factor, so you can look at just the respondents who are familiar with the song. Also, look at your core or P1 listener scores vs. the total. If a song looks better with the core, there is certainly reason to stay with it."

- **Only add songs that your team feels are hits.** "Make sure you and your team listen to potential songs at least five to 10 times to get a real feel for them and how they stand up to repeat listens, then hang tough through research and chart moves. Drop it only after you and your team are convinced that the song isn't going to happen."

- **Strong sales in your market on an artist are a legitimate reason to stay with a song that you believe in, provided that the song fits the station's music formula.** "Requests are also another factor to consider. Trust your own judgment, experience and intuition."

- **Many novelty-type songs (such as The Baha Men's "Who Let the Dogs Out" in the Pop world) and songs with an edge don't score well in callout, largely because of the**

phone methodology. "Even though these songs may not test well in callout, there is often a good reason to play them for a relatively short period if they are selling or pulling requests. When you're playing a song down a phone line, it's a way to help you gauge and test music, but listeners are not hearing it in the same environment as when they hear it on the radio.

"Novelty songs and edgy songs tend to be polarizing in callout, but they can still be valuable songs to play. Maybe you don't keep them as library songs or play them forever, but they can be valuable for a few weeks or months or during the time that the song is really hot and people are talking about it.

"A lot of hip-hop and rap rock records are tough to call out. These are the songs you have to use your instinct on. Balance out all your research options, and be careful not to rely on any one method. Use callout, but also use sales, requests and your own gut. Ultimately, you have to decide what's right for your radio station.

"Avoid being guided solely by black and white and what you see in callout. That's the reason for much of the sameness of sound on many stations across the markets. Be open to playing new songs that aren't being played universally, provided they are hit and fit your station's music recipe."

Stay Relevant

Musical evolution is something you can count on, and Lane says that you have to stay relevant. "When new musical styles and hybrids come out, there is a built-in disadvantage to their performance in callout research since they don't fit in a specific category," he explains. "It's a difficult place to be in, so before that happens, you have to step up and learn to trust your gut and experience."

Lane concludes with this advice: "Your job is to ferret out the real hits for your station. That may mean adding core-artist songs that are not released as singles during down music cycles. This can give you distinction, providing the songs are truly hits. You want to be careful not to be the Lone Ranger on too many songs. It always takes longer for a song to call out if you're the only station in the market on it. It boils down to this:

- Be selective, add fewer songs, and be sure about the songs you add.
- Wait until songs are played over 100 times before testing them.
- Commit to the song, and give it at least 300 spins before bailing out. "You'll look back over your adds for the last several months and realize that you're now actually adding hits. What a concept!"

Randy Lane can be reached at 805-497-7177 or via e-mail at randy@randylaneco.com.

nothingface

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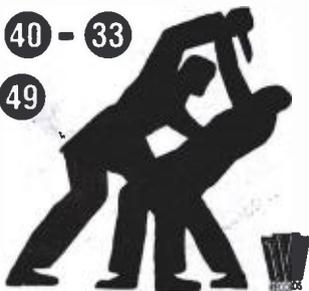
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IN-STORES MARCH 6TH

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www.vanguardrecords.com

Management: Jim Aldridge / KON Artists

January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE (LABEL/S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	FUEL Hemorrhage (In My Hands) (550 Music/Epic)	1464	-42	109497	22	62/0
2	2	3 DOORS DOWN Loser (Republic/Universal)	1362	-66	114628	32	65/0
8	3	AEROSMITH Jaded (Columbia)	1347	+514	96724	2	63/4
3	4	CREED Are You Ready (Wind-up)	1061	-45	70892	19	57/0
4	5	GOOSMACK Awake (Republic/Universal)	1059	-27	68928	15	57/0
6	6	SAMMY HAGAR Let Sally Drive (Cabo Wabo/Beyond)	1000	+16	60342	7	60/1
11	7	LIFEHOUSE Hanging By A Moment (DreamWorks)	854	+131	57449	12	52/4
5	8	COLLECTIVE SOUL Why Pt. 2 (Atlantic)	803	-219	48697	18	46/0
7	9	PRIMUS W/OZZY N.I.B. (Divine/Priority)	801	-53	76890	28	49/0
20	10	3 DOORS DOWN Duck And Run (Republic/Universal)	739	+218	47045	2	60/2
10	11	DUST FOR LIFE Step Into The Light (Wind-up)	729	+1	48415	15	56/1
22	12	TANTRIC Breakdown (Maverick)	713	+206	45933	3	62/6
13	13	LINKIN PARK One Step Closer (Warner Bros.)	703	+29	40877	18	53/0
12	14	EVERCLEAR When It All Goes Wrong Again (Capitol)	687	-27	33851	10	49/0
14	15	INCUBUS Drive (Immortal/Epic)	684	+27	39245	7	48/1
16	16	STRAIT UP F/LAJON OF SEVENDUST Angel's Son (Immortal/Virgin)	626	+39	32005	12	42/0
27	17	DAVE MATTHEWS BAND I Did It (RCA)	616	+195	36177	2	43/1
15	18	METALLICA I Disappear (Hollywood)	573	-63	56191	38	48/0
17	19	3 DOORS DOWN Kryptonite (Republic/Universal)	527	-28	40234	52	58/0
21	20	NICKELBACK Old Enough (Roadrunner)	523	+14	27009	6	48/1
Breaker	21	U2 Walk On (Interscope)	490	+192	32837	2	43/6
24	22	GREEN DAY Warning (Reprise)	486	+20	31573	5	36/1
Breaker	23	A. LEWIS OF STAND W/F. DURST Outside (Flawless/Geffen/Interscope)	459	+99	37886	5	27/3
Breaker	24	GEDDY LEE Grace To Grace (Atlantic)	449	+150	31784	2	46/7
18	25	OFFSPRING Original Prankster (Columbia)	449	-97	30872	14	29/0
19	26	ISLE OF Q Bag Of Tricks (Universal)	427	-100	24261	9	39/0
29	27	DIFFUSER Karma (Hollywood)	422	+15	27009	10	38/1
26	28	U2 Beautiful Day (Interscope)	373	-50	26371	18	25/0
33	29	UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	362	+33	20205	3	38/2
25	30	DAVID COVERDALE Slave (Dragonshead)	361	-83	20737	8	31/0
23	31	IOMMI F/DAVE GROHL Goodbye Lament (Divine/Priority)	356	-112	21950	17	30/0
30	32	CREED Riders On The Storm (Elektra/EEG)	355	-21	24413	10	27/1
9	33	AEROSMITH Angel's Eye (Columbia)	329	-417	15347	13	27/0
28	34	A PERFECT CIRCLE 3 Libras (Virgin)	321	-98	23462	18	25/0
40	35	MATTHEW GOOD BAND Hello Time Bomb (Atlantic)	292	+25	15182	4	33/2
38	36	JOSH JOPLIN GROUP Camera One (Artemis)	290	+10	13764	8	28/0
32	37	COC Congratulations Song (Sanctuary/SRG)	285	-54	14774	14	26/0
39	38	DISTURBED Voices (Giant/Reprise)	282	+5	14705	6	30/1
43	39	MARVELOUS 3 Get Over (HiFi/Elektra/EEG)	264	+20	13226	4	25/0
Debut	40	COLLECTIVE SOUL Vent (Atlantic)	255	+197	11181	1	29/5
34	41	U.P.O. Feel Alive (Epic)	230	-93	13630	12	23/0
44	42	FIVE FOR FIGHTING Easy Tonight (Aware/Columbia)	219	-10	15292	5	19/0
Debut	43	FUEL Innocent (550 Music/Epic)	206	+174	11996	1	40/15
35	44	GEDDY LEE My Favorite Headache (Anthem/Atlantic)	165	-155	12112	13	20/0
45	45	LIMP BIZKIT Rollin' (Flip/Interscope)	164	-20	12187	10	12/0
42	46	PAPA ROACH Broken Home (DreamWorks)	161	-94	10101	15	16/0
41	47	STONE TEMPLE PILOTS Break On Through (Elektra/EEG)	159	-107	16475	10	18/1
46	48	DON HENLEY Everything Is Different Now (Warner Bros.)	150	-27	6164	6	13/0
Debut	49	NOTHINGFACE Bleeder (TVT)	138	+33	5288	1	17/1
49	50	FINGER ELEVEN First Time (Wind-up)	132	-27	4357	6	15/0

Most Added.

ARTIST TITLE (LABEL/S)	ADDS
VAN ZANT Get What You Got Comin' (CMC/SRG)	17
FUEL Innocent (550 Music/Epic)	15
OFFSPRING Want You Bad (Columbia)	9
SKRAPE Waste (RCA)	9
GEDDY LEE Grace To Grace (Atlantic)	7
VAST I Don't Have Anything (Elektra/EEG)	7
DEFTONES Digital Bath (Maverick)	7
TANTRIC Breakdown (Maverick)	6
U2 Walk On (Interscope)	6
COLD No One (Flip/Geffen/Interscope)	6
MARK SELBY She's Like Mercury (Vanguard)	6

Most Increased Plays

ARTIST TITLE (LABEL/S)	TOTAL PLAY INCREASE
AEROSMITH Jaded (Columbia)	+514
3 DOORS DOWN Duck And Run (Republic/Universal)	+218
TANTRIC Breakdown (Maverick)	+206
COLLECTIVE SOUL Vent (Atlantic)	+197
DAVE MATTHEWS BAND I Did It (RCA)	+195
U2 Walk On (Interscope)	+192
FUEL Innocent (550 Music/Epic)	+174
GEDDY LEE Grace To Grace (Atlantic)	+150
LIFEHOUSE Hanging By A Moment (DreamWorks)	+131
A. LEWIS OF STAND W/F. DURST Outside (Flawless/Geffen/Interscope)	+99

Breakers.

U2 Walk On (Interscope)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
490/192	43/6	21

A. LEWIS OF STAND W/F. DURST Outside (Flawless/Geffen/Interscope)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
459/99	27/3	23

GEDDY LEE Grace To Grace (Atlantic)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
449/150	46/7	24



72 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 1/14-Saturday 1/20. 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 2001, The Arbitron Company). © 2001, R&R Inc.

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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CMC INTERNATIONAL

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January 26, 2001

New & Active

OFFSPRING Want You Bad (*Columbia*)

Total Plays: 111, Total Stations: 23, Adds: 9

AT THE DRIVE-IN One Armed... (*Grand Royal/Virgin*)

Total Plays: 83, Total Stations: 9, Adds: 0

6GIG Hit The Ground (*Ultimatum*)

Total Plays: 60, Total Stations: 7, Adds: 0

STEVE EARLE Everyone's... (*E-Squared/Artemis*)

Total Plays: 59, Total Stations: 7, Adds: 1

SLASH'S SNAKEPIT Mean Bone (*Koch*)

Total Plays: 58, Total Stations: 7, Adds: 1

SPINESHANK New Disease (*Roadrunner*)

Total Plays: 53, Total Stations: 7, Adds: 1

ALIEN ANT FARM Movies (*DreamWorks*)

Total Plays: 42, Total Stations: 11, Adds: 5

BLUE OCTOBER Breakfast After 10 (*Universal*)

Total Plays: 41, Total Stations: 8, Adds: 2

VAST I Don't Have Anything (*Elektra/EEG*)

Total Plays: 40, Total Stations: 15, Adds: 7

DEFTONES Digital Bath (*Maverick*)

Total Plays: 38, Total Stations: 9, Adds: 7

Songs ranked by total plays

Most Played Recurrents

PAPA ROACH Last Resort (*DreamWorks*)

CREED With Arms Wide Open (*Wind-up*)

CREED Higher (*Wind-up*)

RED HOT CHILI PEPPERS Californication (*Warner Bros.*)

METALLICA No Leaf Clover (*Elektra/EEG*)

RED HOT CHILI PEPPERS Otherside (*Warner Bros.*)

STONE TEMPLE PILOTS Sour Girl (*Atlantic*)

A PERFECT CIRCLE Judith (*Virgin*)

GODSMACK Voodoo (*Republic/Universal*)

NICKELBACK Breathe (*Roadrunner*)

U.P.O. Godless (*Epic*)

FOO FIGHTERS Learn To Fly (*Roswell/RCA*)

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

COLLECTIVE SOUL Heavy (*Atlantic*)

GODSMACK Bad Religion (*Republic/Universal*)

METALLICA Turn The Page (*Elektra/EEG*)

AC/DC Stiff Upper Lip (*EastWest/EEG*)

CREED What If (*Wind-up*)

LENNY KRAVITZ Fly Away (*Virgin*)

BUCKCHERRY Lit Up (*DreamWorks*)

ROCK

Going For Adds 1/30/01

707 Sinful Woman (*Bedrock*)

A PERFECT CIRCLE The Hollow (*Virgin*)

COC Diablo Blvd. (*Sanctuary/SRG*)

COLD No One (*Flip/A&M/Interscope*)

ALICE COOPER Little Things (*Spitfire*)

DOUBLE TROUBLE Rock And Roll (*Tone-cool*)

ENUFF Z' NUFF There Goes My Heart (*Spitfire*)

HESHER Things (*Warner Bros.*)

ERIC JOHNSON The Boogie King (*Favored Nations/Red Ink*)

OLEANDER Are You There? (*Republic/Universal*)

ORGY Opticon (*Elementree/Reprise*)

PAPA ROACH Between Angels & Insects (*DreamWorks*)

MARK SELBY She's Like Mercury (*Vanguard*)

TAPROOT I (*Velvet Hammer/Atlantic*)

TRAIN Drops Of Jupiter (Tell Me) (*Aware/Columbia*)

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ROCK

WLUM/Milwaukee

3am

3 DOORS DOWN Loser

VAN HALEN Eruption

VAN HALEN You Really Got Me

UNION UNDERGROUND Killing The Fly

OZZY OSBOURNE No More Tears

LED ZEPPELIN Black Dog

STONE TEMPLE PILOTS Unglued

GUNS N' ROSES Used To Love Her

CLARKS Chasin' Girls

METALLICA I Disappear

WHITESNAKE Still Of The Night

DUST FOR LIFE Step Into The Night

DEF LEPPARD Photograph

11am

CLARKS Better Off Without You

PINK FLOYD Hey You

EVERCLEAR Wonderful

CANDLEBOX Far Behind

JIMI HENDRIX Wind Cries Mary

AC/DC For Those About To Rock

GODSMACK Awake

BLACK CROWES She Talks To Angels

LED ZEPPELIN Dancing Days

U2 Walk On

RED RIDER Lunatic Fringe

4pm

FOO FIGHTERS Have A Cigar

FOO FIGHTERS Baker Street

VAN HALEN Unchained

DISHWALLA Counting Blue Cars

AC/DC T.N.T.

GUNS N' ROSES Welcome To The Jungle

DEFTONES Change (In The House Of Flies)

FASTWAY Say What You Will

STONE TEMPLE PILOTS Instate Love Song

LED ZEPPELIN Houses Of The Holy

UNION UNDERGROUND Killing The Fly

AEROSMITH Dude (Looks Like A Lady)

8pm

SKID ROW 18 And Life

ALICE IN CHAINS Get Born Again

FUEL Hemorrhage (In My Hand)

AEROSMITH Same Old Song & Dance

U2 Walk On

DISTURBED Stupify

KORN Blind

FEAR FACTORY Edgecrusher

GREEN DAY Warning

EVERCLEAR When It All Goes Wrong Again

TODD Sober

A PERFECT CIRCLE 3 Libras

KTUX/Shreveport

3am

FILTER Hey Man, Nice Shot

PRIMUS w/OZZY N.I.B.
GEDDY LEE Grace To Grace

GUNS N' ROSES Don't Cry

INCUBUS Drive

METALLICA No Leaf Clover

STABBING WESTWARD What Do I Have To Do

EVERCLEAR When It All Goes Wrong Again

CREED What If

GODSMACK Awake

AARON LEWIS & FRED DURST Outside

DAYS OF THE NEW Touch, Peel & Stand

11am

STAIN'D Home

GUNS N' ROSES Yesterdays

3 DOORS DOWN Loser

LIVE Freaks

SCORPIONS Rock You Like A Hurricane

DAVE MATTHEWS BAND I Did It

METALLICA The Unforgiven

BLACK CROWES Hard To Handle

RED HOT CHILI PEPPERS Otherside

PINK FLOYD Comfortably Numb

PRIMUS w/OZZY N.I.B.

4pm

TOOL H.

CREED With Arms Wide Open

OFFSPRING Original Prankster

SAMMY HAGAR Heavy Metal

LIFEHOUSE Hanging By A Moment

U.P.O. Godless

GUNS N' ROSES Paradise City

DAYS OF THE NEW Touch, Peel & Stand

DEF LEPPARD Too Late For Love

3 DOORS DOWN Loser

CANDLEBOX Far Behind

8pm

WHITE ZOMBIE More Human Than Human

FUEL Hemorrhage (In My Hands)

DIFFUSER Karma

JIMI HENDRIX All Along The Watchtower

AARON LEWIS & FRED DURST Outside

GODSMACK Whatever

ALICE IN CHAINS I Stay Away

MATTHEW GOOD BAND Hello Time Bomb

STAIN'D Mudshovel

3 DOORS DOWN Loser

DUST FOR LIFE Step Into The Light

NIRVANA Come As You Are

PINK FLOYD Happiest Days/Another Brick Pt.2

 Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio
 Networks. Tuned-In is based on sample hours taken from Monday 1/15. © 2001, R&R Inc.

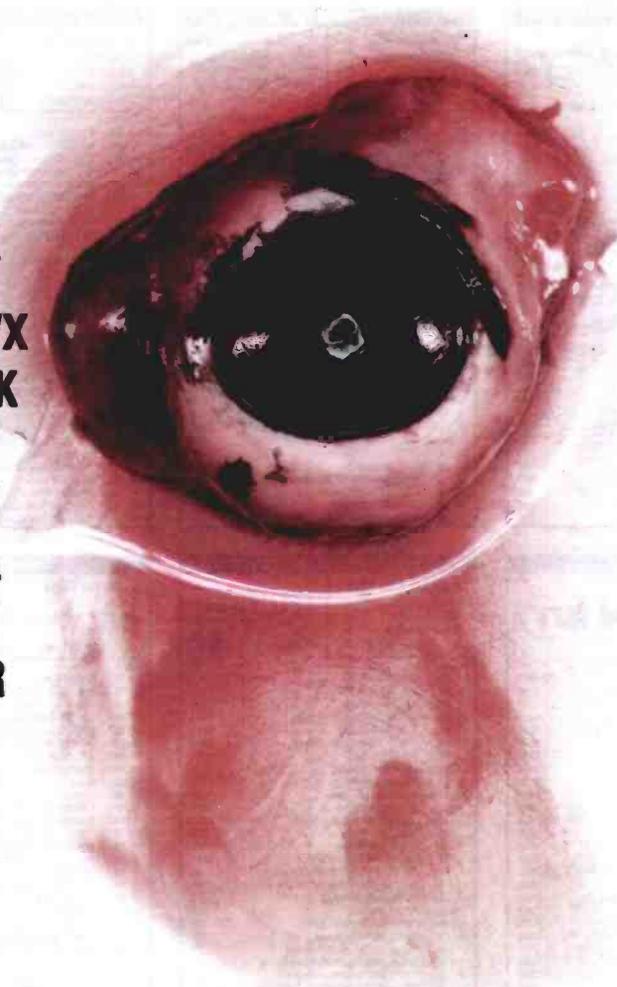
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Big Phones at:

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WXTB KUFO KILO**

30+ Stations couldn't wait:

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WXTB	KILO	WZTA
WRIF	WYSP	WRAT
KICT	KRQL	WWWX
KUPD	WZBH	WRWK
KXXR	WLZR	KBPI
KHTQ	WRLR	WBZX
WMZK	KORB	WNPL
KAZR	WBYR	WTFX
KFZX	KTUX	WXQR
WQLZ	WGBF	



30+ Stations out of the box:

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WCCC	KRZR	WMFS
WQBK	WJXQ	WCHZ
WRUF	KFMX	WRBR
WOTT	KFRQ	WKZQ
WRXR	KATS	KXFX
WSTZ	WCPR	KQRC
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WKLC	KLFX	WROV

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37	33		GOODSAMX/Awake	10390
29	33		PRIMALS W/OZZY/N.I.B.	10390
32	32		PAPA ROACH/Last Resort	10390
24	25		3 DOORS DOWN/Loser	7875
18	18		LINKIN PARK/One Step Closer	5965
18	18		FUEL/Hemorrhage...	5670
18	18		SAMMY HAGAR/Let Sally Drive	5670
18	18		LEWIS W/DURST/Outside	5670
17	17		NICKELBACK/Breathin'	5355
15	17		STONE TEMPLE PILOTS/Break On Through	5355
13	12		SAMP BROTHERS/You're A Mean One If You Swear	3790
12	13		KORN/I F DAVE GROHL/Goodbye I Am Not	4095
12	12		STAINED WOUNDS/Dead On Arrival	3780
12	12		A PERFECT CIRCLE/Libras	3780
12	12		U.P.O./Feed Ape	3780
12	12		ROB ZOMBIE/Dracula	3780
10	10		LIFEHOUSE/Hanging By A Moment	3150
10	10		3 DOORS DOWN/Duck And Run	3150
9	10		GOODSAMX/Keep Away	3150
9	10		LINKIN PARK/One Step Closer	3150
9	10		GOODSAMX/Responsible Teens	2835
9	10		3 DOORS DOWN/Kryptonite	2835
9	10		EVERLAST/Black Jesus	2835
9	10		GOODSAMX/Green	2520
7	7		GEODY LEE/Grace To Grace	2205
7	7		A PERFECT CIRCLE/Judith	2205
7	7		INCUBUS/Drive	1944
7	7		LIMP BIZKIT/Break Stuff	2205
6	6		LEWNY KRAVITZ/American Woman	1890

MARKET #5

WMMR/Philadelphia
Greater Media
(610) 771-9933
Mills/Epstein
12+ Cumc \$52,400



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
25	27		PHRIMS W/OZZY/N.I.B.	5662
27	27		FUEL/Hemorrhage...	5150
24	22		PRIMALS W/OZZY/N.I.B.	4532
12	21		COLLECTIVE SOUL/Why Pl 2	4326
20	17		METALLICA/When It All Goes...	3522
18	18		BUCKCHERRY/Lit	3296
18	18		CREEDE/Are You Ready	3296
19	13		CREEDE/What If	2678
16	12		3 DOORS DOWN/Kryptonite	2472
17	12		METALLICA/Whiskey In The Jar	2472
16	12		BUSH/The Chemicals	1854
16	12		JIMMY PAGE/BLACK... What Is & What...	1854
10	11		METALLICA/Turn The Page	2296
10	11		AEROSMITH/Angel's Eye	2060
11	10		U.P.O./Godless	2060
27	9		COLLECTIVE SOUL/Why Pl 2	1854
12	12		JIMMY PAGE/BLACK... What Is & What...	1854
14	8		STONE TEMPLE PILOTS/No Way Out	1648
14	8		SAMMY HAGAR/Let Sally Drive	1648
8	8		METALLICA/No Leaf Clover	1648
3	7		RED HOT CHILI.../Otherside	1442
12	3		LIMP BIZKIT/Leader Of Men	1030
3	7		DUST FOR LIFE/Step Into The Light	618
2	2		LIFEHOUSE/Hanging By A Moment	618
2	2		GOODSAMX/Keep Away	412
5	2		THK FLOW/Young Lust	412
1	1		MARILYN MANSON/Responsible Teens	206
1	1		MARILYN MANSON/Don't Let Me Be Misunderstood	206
1	1		MARILYN MANSON/The Nobodies	206
1	1		PAPA ROACH/Last Resort	206

MARKET #10

KLOL/Houston-Galveston
Clear Channel
(713) 830-8000
Mills/Epstein
12+ Cumc 398,100



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
25	27		PHRIMS W/OZZY/N.I.B.	5662
27	27		FUEL/Hemorrhage...	5150
24	22		PRIMALS W/OZZY/N.I.B.	4532
12	21		COLLECTIVE SOUL/Why Pl 2	4326
20	17		METALLICA/When It All Goes...	3522
18	18		BUCKCHERRY/Lit	3296
18	18		CREEDE/Are You Ready	3296
19	13		CREEDE/What If	2678
16	12		3 DOORS DOWN/Kryptonite	2472
17	12		METALLICA/Whiskey In The Jar	2472
16	12		BUSH/The Chemicals	1854
16	12		JIMMY PAGE/BLACK... What Is & What...	1854
10	11		METALLICA/Turn The Page	2296
10	11		AEROSMITH/Angel's Eye	2060
11	10		U.P.O./Godless	2060
27	9		COLLECTIVE SOUL/Why Pl 2	1854
12	12		JIMMY PAGE/BLACK... What Is & What...	1854
14	8		STONE TEMPLE PILOTS/No Way Out	1648
14	8		SAMMY HAGAR/Let Sally Drive	1648
8	8		METALLICA/No Leaf Clover	1648
3	7		RED HOT CHILI.../Otherside	1442
12	3		LIMP BIZKIT/Leader Of Men	1030
3	7		DUST FOR LIFE/Step Into The Light	618
2	2		LIFEHOUSE/Hanging By A Moment	618
2	2		GOODSAMX/Keep Away	412
5	2		THK FLOW/Young Lust	412
1	1		MARILYN MANSON/Responsible Teens	206
1	1		MARILYN MANSON/Don't Let Me Be Misunderstood	206
1	1		MARILYN MANSON/The Nobodies	206
1	1		PAPA ROACH/Last Resort	206

MARKET #14

KISW/Salt Lake-Tucson
Entercom
(206) 285-7625
Ryan/Schulmer
12+ Cumc 236,700



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
29	29		COLLECTIVE SOUL/Why Pl 2	3789
19	27		AEROSMITH/Jaded	3537
25	26		CREEDE/Are You Ready	3406
28	26		GOODSAMX/Awake	3406
13	19		3 DOORS DOWN/Duck And Run	2459
13	19		STRAIT UP FA/JAON.../Angel's Son	2358
18	18		LINKIN PARK/One Step Closer	2358
18	18		PAPA ROACH/Broken Home	2096
18	18		STONE TEMPLE PILOTS/Break On Through	2096
18	18		EVERCLEAR/When It All Goes...	1703
18	18		SAMMY HAGAR/Serious J.../Serious J...	1440
9	18		CCC/Congratulations Song	1310
9	18		U.P.O./Godless	1310
8	9		DUST FOR LIFE/Step Into The Light	1179
8	9		MATTHEWS BAND/Hello Time Bomb	1179
10	10		MONSTER MASH/Heads Explode	1179
7	9		U.P.O./Feed Ape	1048
7	9		FOO FIGHTERS/Learn To Fly	1048
5	8		3 DOORS DOWN/Kryptonite	1048
5	8		A PERFECT CIRCLE/Judith	1048
6	7		TANTRIC/Breathin'	917
3	7		CREEDE/Higher	917
7	7		METALLICA/Disappear	786
5	6		RED HOT CHILI.../Scar Tissue	786
5	6		LEWNY KRAVITZ/American Woman	655
5	6		BUCKCHERRY/Lit	655
5	6		INCUBUS/Drive	655
15	4		3 DOORS DOWN/Loser	524

MARKET #15

KOKB/Phoenix
Sandusky
(480) 997-3200
Bondocoma/Erin
12+ Cumc 282,800



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
18	18		AC/DC/Back In Black	1980
17	17		GEDDY LEE/Grace To Grace	1980
17	17		SAMMY HAGAR/Let Sally Drive	1870
17	17		CREEDE/Higher	1870
17	17		SAMMY HAGAR/Serious J.../Serious J...	1870
17	17		U2/Beautiful Day	1870
17	17		3 DOORS DOWN/Loser	1760
16	16		CREEDE/Higher On The Storm	1760
14	16		FUEL/Hemorrhage...	1650
15	16		3 DOORS DOWN/Kryptonite	1650
15	16		COLLECTIVE SOUL/Why Pl 2	1540
15	16		MATCHBOX TWENTY/What I Am	1430
9	13		U2/Rattle and Hum	1430
14	13		ROGER WATERS/Another	1430
14	13		ROB ZOMBIE/Dracula	1320
14	13		GEODY LEE/Grace To Grace	1320
13	12		AC/DC/Stairway To Hell	1210
11	11		TOWNIE/You Want More	1170
6	6		AEROSMITH/Jaded	660
10	6		CREEDE/Higher On The Storm	660
5	6		GOODSAMX/Responsible Teens	440
4	4		GOODSAMX/No Leaf Clover	440
1	4		SAMMY HAGAR/Mac Tonight	440
1	4		MOTLEY CRUE/Kickstart My Heart	440
4	4		RED HOT CHILI.../Otherside	440
2	4		LEWNY KRAVITZ/American Woman	330
2	4		JIMMY PAGE/BLACK.../Hey Hey What Can...	330
2	4		SANTANA/FROB THOMAS/Smooth	330
2	4		RED HOT CHILI.../California	220
2	4		RED HOT CHILI.../Scar Tissue	220

MARKET #18

WBAB/Massachusetts
Clear Channel
(617) 587-1023
Edwards/Torona/Parse
12+ Cumc 531,900



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
32	33		METALLICA/Disappear	9966
26	33		3 DOORS DOWN/Loser	9664
31	31		AEROSMITH/Jaded	9664
28	30		FUEL/Hemorrhage...	9060
30	29		PRIMALS W/OZZY/N.I.B.	8758
8	14		GEODY LEE/Grace To Grace	4228
8	14		LIFEHOUSE/Hanging By A Moment	4228
11	11		DAVID COVERDALE/Save	3322
12	11		DIFFUSER/Karma	3322
12	11		U2/Walk On	3322
18	18		CREEDE/Higher On The Storm	3000
18	18		FOO FIGHTERS/Learn To Fly	3000
10	10		LEWNY KRAVITZ/American Woman	3000
11	9		3 DOORS DOWN/Duck And Run	2718
9	9		AC/DC/Stairway To Hell	2718
9	9		CREEDE/Higher	2718
13	13		RED HOT CHILI.../Scar Tissue	2416
9	9		SANTANA/FEVERLAST/Put Your Lights On	2416
5	8		JIMMY PAGE/BLACK.../Jan Years Gone	2416
7	8		JIMMY PAGE/BLACK.../What Is & What...	2416
11	8		RED HOT CHILI.../Otherside	2416
11	8		DAVID COVERDALE/Save	2416
11	8		LIFEHOUSE/Hanging By A Moment	2416
4	6		METALLICA/No Leaf Clover	2114
6	6		3 DOORS DOWN/Kryptonite	1812
6	6		COLLECTIVE SOUL/Why Pl 2	1812
5	5		LEWNY KRAVITZ/American Woman	1510
5	5		TANTRIC/Breathin'	1510

MARKET #22

WQVE/Pittsburgh
Clear Channel
(412) 937-1441
Moshirata/Price/Potter
12+ Cumc 338,500



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
18	21		3 DOORS DOWN/Loser	5250
18	21		LIFEHOUSE/Hanging By A Moment	5250
20	18		CLARKS/Better Off	4000
7	12		TANTRIC/Breathin'	3000
10	12		AC/DC/Stairway To Hell	3000
13	10		FUEL/Hemorrhage...	4020
9	9		DAVE MATTHEWS BAND/Did It	2250
7	7		JIMMY PAGE/BLACK.../Jan Years Gone	2000
8	7		THK FLOW/Young Lust	2000
8	7		GOODSAMX/Voodoo	2000
8	7		STAINED WOUNDS/Dead On Arrival	2000
3	7		LEWNY KRAVITZ/American Woman	1750
7	7		METALLICA/Turn The Page	1750
7	7		COLLECTIVE SOUL/Why Pl 2	1750
10	7		STONE TEMPLE PILOTS/Break On Through	1750
5	6		CLARKS/Better Off	1500
6	6		SANTANA/FEVERLAST/Put Your Lights On	1500
6	6		LEWNY KRAVITZ/American Woman	1250
6	6		OLEANDER/Why I'm Here	1250
3	4		CREEDE/Higher	1000
5	4		CREEDE/Higher	1000
3	4		3 DOORS DOWN/Kryptonite	750
10	3		PRIMALS W/OZZY/N.I.B.	750
10	3		AC/DC/Satellite Blues	500
8	2		FOO FIGHTERS/Learn To Fly	500
8	2		GOODSAMX/No Leaf Clover	500
6	1		CLARKS/Better Off	250
6	1		LEWNY KRAVITZ/American Woman	250
1	1		ROGER WATERS/Another	250

MARKET #24

WMMS/Cleveland
Clear Channel
(216) 781-9667
Tilford/Pennington
12+ Cumc 362,900



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
26	32		3 DOORS DOWN/Loser	6432
26	32		PAPA ROACH/Last Resort	6432
22	31		GOODSAMX/Bad Religion	6231
25	28		PRIMALS W/OZZY/N.I.B.	6000
20	28		FUEL/Hemorrhage...	4221
11	29		LEWIS W/DURST/Outside	4020
24	19		A PERFECT CIRCLE/Judith	2250
14	19		OFFSPRING/Original Prankster	3819
11	16		METALLICA/Disappear	3015
11	16		GOODSAMX/Awake	2814
3	14		LIFEHOUSE/Hanging By A Moment	2814
8	12		BUSH/The Chemicals	2412
13	12		KID ROCK/Revolver	2412
4	11		STONE TEMPLE PILOTS/Heaven And Hot Rods	2412
4	11		CREEDE/Higher On The Storm	2211
7	11		RED HOT CHILI.../Scar Tissue	2211
8	11		CREEDE/Higher	2211
17	11		A PERFECT CIRCLE/Judith	2211
21	10		AEROSMITH/Jaded	2010
13	10		FOO FIGHTERS/Learn To Fly	2010
8	10		RED HOT CHILI.../Otherside	2010
9	10		3 DOORS DOWN/Arms Wide Open	2010
11	9		LIVE/The Dolphin's Cry	1809
10	9		OFFSPRING/Totalmental	1809
7	8		CREEDE/Higher	1809
6	8		LINKIN PARK/One Step Closer	1608
11	8		LINKIN PARK/One Step Closer	1608
4	12		EVERCLEAR/When It All Goes...	1608
10	8		GREEN DAY/Warning	1608

MARKET #26

WEBN/Cincinnati
Clear Channel
(513) 621-9326
Water/Garrett
12+ Cumc 316,600



PLAYS	LW	TW	ARTIST/TITLE	GI (888)
22	31		3 DOORS DOWN/Loser	6231
22	31		CREEDE/Higher	6432
33	28		GOODSAMX/Bad Religion	6231
25	28		ROB ZOMBIE/Dracula	5226
18	22		LIFEHOUSE/Hanging By A Moment	4

Stations and their ads listed alphabetically by market

Rock

Active Rock

Table listing radio stations across various markets (e.g., WYXX/Albany, NY; WMMR/Cleveland, OH; KFRM/Allen, TX) with their respective call letters, frequencies, and advertising spots.

*Mediabase 24/7 monitored

72 Total Reporters
72 Current Reporters
70 Current Playlists

Did Not Report, Playlist Frozen (2):
WXRZ/Rockford, IL
WMZK/Wausau, WI

*Mediabase 24/7 monitored

70 Total Reporters
70 Current Reporters
70 Current Playlists

R&R Active Rock Top 50

January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (M)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	GODSMACK Awake (Republic/Universal)	2221	+9	186732	15	70/0
2	2	LINKIN PARK One Step Closer (Warner Bros.)	1929	+58	145586	20	69/0
3	3	FUEL Hemorrhage (In My Hands) (550 Music/Epic)	1627	-102	115572	22	62/1
8	4	A. LEWIS OF STAIND W/F. DURST Outside (Flawless/Geffen/Interscope)	1620	+348	137117	10	67/4
4	5	LIMP BIZKIT Rollin' (Flip/Interscope)	1442	-57	104728	18	62/1
7	6	INCUBUS Drive (Immortal/Epic)	1408	+119	101696	8	68/0
6	7	STRAIT UP FLAJON OF SEVENDUST Angel's Son (Immortal/Virgin)	1394	+84	99986	13	68/4
5	8	3 DOORS DOWN Loser (Republic/Universal)	1343	-93	115066	35	62/0
19	9	TANTRIC Breakdown (Maverick)	1121	+202	81462	4	68/0
13	10	RAGE AGAINST THE MACHINE Renegades Of Funk (Epic)	1109	+68	83386	9	63/0
14	11	DISTURBED Voices (Giant/Reprise)	1096	+86	80335	8	69/1
21	12	3 DOORS DOWN Duck And Run (Republic/Universal)	1083	+212	89171	6	67/2
26	13	AEROSMITH Jaded (Columbia)	1077	+429	87320	2	58/3
9	14	EVERCLEAR When It All Goes Wrong Again (Capitol)	1064	-97	62397	10	61/0
20	15	LIFEHOUSE Hanging By A Moment (DreamWorks)	1041	+133	67147	12	52/3
12	16	DISTURBED Stupify (Giant/Reprise)	999	-84	78172	42	57/0
10	17	PAPA ROACH Broken Home (DreamWorks)	912	-212	57631	18	54/0
15	18	PRIMUS W/OZZY N.I.B. (Divine/Priority)	911	-74	89198	28	48/0
24	19	NICKELBACK Old Enough (Roadrunner)	859	+67	56591	4	62/0
25	20	UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	840	+103	73787	5	62/1
23	21	DIFFUSER Karma (Hollywood)	835	+18	58182	11	61/0
22	22	DUST FOR LIFE Step Into The Light (Wind-up)	809	-41	52793	16	51/0
17	23	A PERFECT CIRCLE 3 Libras (Virgin)	761	-170	60485	19	45/0
16	24	CREED Are You Ready (Wind-up)	752	-201	55713	20	43/0
11	25	OFFSPRING Original Prankster (Columbia)	678	-412	41674	14	46/0
27	26	GREEN DAY Warning (Reprise)	663	+46	39986	5	49/3
31	27	ISLE OF Q Bag Of Tricks (Universal)	480	-50	31921	8	43/0
36	28	CRAZY TOWN Butterfly (Columbia)	472	+146	31340	4	35/5
29	29	COC Congratulations Song (Sanctuary/SRG)	453	-116	24770	15	32/0
30	30	IOMMI F/DAVE GROHL Goodbye Lament (Divine/Priority)	371	-184	23511	17	25/0
32	31	POWERMAN 5000 Ultra Mega (DVB/Columbia)	369	-144	27631	8	43/0
28	32	U.P.O. Feel Alive (Epic)	368	-222	25911	12	31/0
40	33	NOTHINGFACE Bleeder (TVT)	358	+113	30435	2	46/6
34	34	KID ROCK My Oedipus Complex (Top Dog/Lava/Atlantic)	353	-42	36235	7	32/0
Debut	35	FUEL Innocent (550 Music/Epic)	340	+257	22570	1	47/12
43	36	DAVE MATTHEWS BAND I Did It (RCA)	314	+83	14434	2	22/0
Debut	37	OFFSPRING Want You Bad (Columbia)	310	+225	29691	1	35/9
33	38	CREED Riders On The Storm (Elektra/EEG)	302	-103	25173	8	20/0
37	39	6GIG Hit The Ground (Ultimatum)	297	-10	21001	10	30/0
Debut	40	DEFTONES Digital Bath (Maverick)	271	+122	26535	1	42/18
42	41	MATTHEW GOOD BAND Hello Time Bomb (Atlantic)	263	+27	15574	4	30/1
38	42	SAMMY HAGAR Let Sally Drive (Cabo Wabo/Beyond)	262	-26	14073	5	20/0
46	43	SKRAPE Waste (RCA)	261	+92	26628	2	47/19
Debut	44	SPINESHANK New Disease (Roadrunner)	261	+165	23882	1	38/9
Debut	45	COLLECTIVE SOUL Vent (Atlantic)	247	+173	12339	1	28/8
35	46	COLLECTIVE SOUL Why Pt. 2 (Atlantic)	246	-132	11921	17	20/0
Debut	47	U2 Walk On (Interscope)	232	+88	21327	1	19/4
41	48	AT THE DRIVE-IN One Armed Scissor (Grand Royal/Virgin)	229	-11	25223	4	27/2
44	49	FINGER ELEVEN First Time (Wind-up)	170	-55	6780	7	21/0
-	50	GRAND THEFT AUDIO Stoopid Ass (London Sire)	167	+16	11267	2	17/2

Most Added

ARTIST TITLE LABEL(S)	ADDS
SKRAPE Waste (RCA)	19
DEFTONES Digital Bath (Maverick)	18
COLD No One (Flip/Geffen/Interscope)	14
FUEL Innocent (550 Music/Epic)	12
SLAVES ON DOPE Inches From The Mainline (Divine/Priority)	11
SPINESHANK New Disease (Roadrunner)	9
OFFSPRING Want You Bad (Columbia)	9
A PERFECT CIRCLE Hollow (Virgin)	9
COLLECTIVE SOUL Vent (Atlantic)	8
NONPOINT What A Day (MCA)	8
(HED) PLANET EARTH Killing Time (Volcano/Jive)	8

EVERCLEAR
"When It All Goes Wrong Again"

Active Rock: #14
Rock: #14

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
AEROSMITH Jaded (Columbia)	+429
A. LEWIS OF STAIND W/F. DURST Outside (Flawless/Geffen/Interscope)	+348
FUEL Innocent (550 Music/Epic)	+257
OFFSPRING Want You Bad (Columbia)	+225
3 DOORS DOWN Duck And Run (Republic/Universal)	+212
TANTRIC Breakdown (Maverick)	+202
COLLECTIVE SOUL Vent (Atlantic)	+173
SPINESHANK New Disease (Roadrunner)	+165
CRAZY TOWN Butterfly (Columbia)	+146
LIFEHOUSE Hanging By A Moment (DreamWorks)	+133

Breakers

No Songs Qualified For Breaker Status This Week



70 Active 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 1/14-Saturday 1/20. 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 600 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 2001, The Arbitron Company). © 2001, R&R Inc.

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.

TAKE A RIDE!!!
"DIABLO BLVD"
THE NEXT TRACK FROM
"AMERICA'S VOLUME DEALER"
GOES FOR ADDS ON JANUARY 30TH!

"TORE UP FROM THE FLOOR UP"
TOUR WITH CLUTCH ROLLS INTO 2001 ...

01/26 SPRINGFIELD, MO	02/09 BOISE, ID	02/23 NASHVILLE, TN
01/28 CLINTON, IA	02/10 SACRAMENTO, CA	02/24 BIRMINGHAM, AL
01/29 LINCOLN, NE	02/11 SAN JOSE, CA	02/25 NEW ORLEANS, LA
01/31 WINNIPEG, MB	02/12 POMONA, CA	02/27 MEMPHIS, TN
02/01 REGINA, SK	02/14 TUCSON, AZ	02/28 CHATTANOOGA, TN
02/02 CALGARY, AB	02/16 DALLAS, TX	03/01 ATHENS, GA
02/03 EDMONTON, AB	02/17 SHREVEPORT, LA	03/02 WEST COLUMBIA, SC
02/05 VANCOUVER, BC	02/18 LITTLE ROCK, AR	03/03 ATLANTIC BEACH, NC
02/06 SEATTLE, WA	02/19 WICHITA, KS	
02/08 POCATELLO, ID	02/22 LOUISVILLE, KY	

CONTACT THE SANCTUARY RECORDS GROUP:
NEW YORK: RAY KOOB 212-599-2757 RALEIGH: MARK ROPER 919-875-3555 WEST: STEPHANIE PENNYL 800-849-4706
MIDWEST: JOHN KULIAK 312-951-8479 SOUTH: JORDAN ZUCKER 878-475-0427

Breakers Top 30

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS ADDS
			TW	LW	
1	1	LINKIN PARK One Step Closer (Warner Bros.)	1599	1580	49/0
4	2	A. LEWIS W/F. DURST Outside (Flawless/Geffen/Interscope)	1416	1281	47/3
2	3	GODSMACK Awake (Republic/Universal)	1345	1355	47/0
3	4	FUEL Hemorrhage (In My Hands) (550 Music)	1239	1291	48/1
6	5	INCUBUS Drive (Immortal/Epic)	1146	1133	49/0
7	6	RAGE AGAINST THE MACHINE Renegades Of Funk (Epic)	1137	1073	47/0
8	7	CRAZY TOWN Butterfly (Columbia)	1088	993	45/3
5	8	LIMP BIZKIT Rollin' (Flip/Interscope)	1051	1136	46/0
9	9	LIFEHOUSE Hanging By A Moment (DreamWorks)	971	947	37/1
11	10	STRAIT UP FLAJON OF SEVENDUST Angel's Son (Immortal/Virgin)	837	851	48/1
10	11	3 DOORS DOWN Loser (Republic/Universal)	837	945	45/0
13	12	GREEN DAY Warning (Reprise)	798	794	40/1
14	13	DISTURBED Stupify (Giant/Reprise)	777	789	47/0
15	14	DISTURBED Voices (Giant/Reprise)	776	749	47/0
18	15	COLDPLAY Yellow (Nettwerk/Capitol)	660	614	25/1
21	16	OFFSPRING Want You Bad (Columbia)	634	478	41/4
20	17	MOBY F/GWEN STEFANI Southside (V2)	623	563	22/0
16	18	PAPA ROACH Broken Home (DreamWorks)	611	731	40/0
17	19	A PERFECT CIRCLE 3 Libras (Virgin)	569	644	38/0
22	20	DAVE MATTHEWS BAND I Did It (RCA)	562	465	29/1
27	21	DEFTONES Digital Bath (Maverick)	515	375	37/5
29	22	3 DOORS DOWN Duck And Run (Republic/Universal)	509	359	36/2
25	23	DIFFUSER Karma (Hollywood)	449	409	34/1
30	24	TANTRIC Breakdown (Maverick)	416	358	26/0
28	25	AT THE DRIVE-IN One Armed Scissor (Grand Royal/Virgin)	411	366	33/1
19	26	EVERCLEAR When It All Goes Wrong Again (Capitol)	410	583	38/0
23	27	DUST FOR LIFE Step Into The Light (Wind-up)	402	436	30/0
-	28	UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	374	307	36/4
-	29	U2 Walk On (Interscope)	365	237	22/1
26	30	PRIMUS W/OZZY N.I.B. (Divine/Priority)	346	379	24/0

Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. 50 Breakers reporters. Songs ranked by total plays for the airplay week Sunday 1/14-Saturday 1/20. © 2001, R&R Inc.

Contributing Stations

WQBK/Albany, NY	KTBB/Houston-Galveston	KUFO/Portland, OR
KTEG/Albuquerque	WRZX/Indianapolis	WBRU/Providence
WNNX/Atlanta	WNFZ/Knoxville	KRXQ/Sacramento
KROX/Austin	KXTE/Las Vegas	KXRX/Salt Lake City
WRAX/Birmingham	KROQ/Los Angeles	KISS/San Antonio
WRLR/Birmingham	WJJO/Madison	KITS/San Francisco
WAAF/Boston	WMFS/Memphis	KNDD/Seattle
WBCN/Boston	WZTA/Miami	KFNK/Seattle
WKQX/Chicago	KXXR/Minneapolis	KPNT/St. Louis
KILO/Colorado Springs	KKND/New Orleans	WXTB/Tampa
WBZX/Columbus, OH	WXRK/New York	KFMA/Tucson
KDGE/Dallas	WNOR/Norfolk	KMYZ/Tulsa
KBPI/Denver	WJRR/Oriando	KRTO/Tulsa
WKLO/Grand Rapids	WYSP/Philadelphia	WHFS/Washington, DC
WTP/ Greenville, SC	KEDJ/Phoenix	WWDC/Washington, DC
WQXA/Harrisburg	KUPD/Phoenix	KICT/Wichita
WCCC/Hartford	WXDX/Pittsburgh	

Most Played Recurrents

PAPA ROACH Last Resort (DreamWorks)
A PERFECT CIRCLE Judith (Virgin)
METALLICA I Disappear (Hollywood)
INCUBUS Pardon Me (Immortal/Epic)
3 DOORS DOWN Kryptonite (Republic/Universal)
DEFTONES Change (In The House Of Flies) (Maverick)
UNION UNDERGROUND Turn Me On "Mr. Deadman" (Portrait/Columbia)
KORN Make Me Bad (Immortal/Epic)
GODSMACK Bad Religion (Republic/Universal)
STAINED Mudshovel (Flip/Elektra/EEG)

TUNED-IN ACTIVE ROCK

R&R/MEDIABASE 24/7

ROCK WIYY/Baltimore

11am

AEROSMITH Walk This Way
LEWIS & DURST Outside
GUNS N' ROSES Mr. Brownstone
GODSMACK Voodoo
JIMI HENDRIX Foxey Lady
METALLICA The Unforgiven II
TOM PETTY & THE HEARTBREAKERS Don't Do Me...
3 DOORS DOWN Duck And Run
VAN HALEN Ain't Talking 'Bout Love
RED HOT CHILI PEPPERS Soul To Squeeze
OZZY OSBOURNE Over The Mountain

4pm

BILLY SQUIER The Stroke
LIVING COLOUR Cult Of Personality
AEROSMITH Jaded
R.E.M. It's The End Of The World As We Know It
METALLICA Hero Of The Day
JIMI HENDRIX All Along The Watchtower
GREEN DAY Brain Stew
LED ZEPPELIN Song Remains The Same
DUST FOR LIFE Step Into The Light
GUNS N' ROSES Sweet Child O' Mine
INCUBUS Drive
DEF LEPPARD Foolin'

PURE ROCK KAZR/Des Moines

11am

SOUNDGARDEN The Day I Tried To Live
AC/DC Shoot To Thrill
NICKELBACK Leader Of Men
GREEN DAY Longview
DEF LEPPARD Rock Of Ages
DISTURBED Voices
LENNY KRAVITZ Fly Away
SCORPIONS Rock You Like A Hurricane
BUSH Glycerine
LINKIN PARK One Step Closer
METALLICA Turn The Page
FAITH NO MORE Epic
KISS Rock & Roll All Nite

4pm

LINKIN PARK One Step Closer
RED HOT CHILI PEPPERS Under The Bridge
DEF LEPPARD Photograph
3 DOORS DOWN Loser
GREEN DAY Basket Case
METALLICA One
AEROSMITH Jaded
JANE'S ADDICTION Been Caught Stealing
AC/DC Back In Black
WHITE ZOMBIE More Human Than Human
PEARL JAM Jeremy
PINK FLOYD Empty Spaces
PINK FLOYD Young Lust
GODSMACK Awake



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 1/15. © 2001, R&R Inc.

New & Active

NONPOINT What A Day (MCA) Total Plays: 162, Total Stations: 23, Adds: 8	SYSTEM OF A DOWN Metro (DVB/Columbia) Total Plays: 72, Total Stations: 9, Adds: 1
A PERFECT CIRCLE Hollow (Virgin) Total Plays: 154, Total Stations: 15, Adds: 9	ALIEN ANT FARM Movies (DreamWorks) Total Plays: 67, Total Stations: 12, Adds: 5
MARVELOUS 3 Get Over (HiFi/Elektra/EEG) Total Plays: 122, Total Stations: 10, Adds: 0	COLD No One (Flip/Geffen/Interscope) Total Plays: 66, Total Stations: 23, Adds: 14
(HED) PLANET EARTH Killing Time (Volcano/Jive) Total Plays: 119, Total Stations: 22, Adds: 8	BOILER ROOM Do It Again (Tommy Boy) Total Plays: 40, Total Stations: 9, Adds: 6
GEDDY LEE Grace To Grace (Atlantic) Total Plays: 107, Total Stations: 14, Adds: 3	SLAVES ON DOPE Inches From... (Divine/Priority) Total Plays: 9, Total Stations: 11, Adds: 11

Songs ranked by total plays

ACTIVE ROCK

Going For Adds 1/30/01

707 Sinful Woman (Bedrock)
A PERFECT CIRCLE The Hollow (Virgin)
COC Diablo Blvd. (Sanctuary/SRG)
COLD No One (Flip/A&M/Interscope)
ALICE COOPER Little Things (Spitfire)
DOUBLE TROUBLE Rock And Roll (Tone-cool)
ENUFF Z' NUFF There Goes My Heart (Spitfire)
HESHER Things (Warner Bros.)
ERIC JOHNSON The Boogie King (Favored Nations/Red Ink)
OLEANDER Are You There? (Republic/Universal)
ORGY Opticon (Elementree/Reprise)
PAPA ROACH Between Angels & Insects (DreamWorks)
MARK SELBY She's Like Mercury (Vanguard)
TAPROOT I (Velvet Hammer/Atlantic)
TRAIN Drops Of Jupiter (Tell Me) (Aware/Columbia)

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Active Rock Playlists

FIND COMPLETE PLAYLISTS FOR ALL ACTIVE ROCK REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #5

WYSP/Philadelphia
Infinity
(215) 625-9460
Minsky/Palumbo
12+ Cume 845,700

94 WYSP
THE ROCK STATION

PLAYS	ARTIST/TITLE	GI (000)
27	33 PHINIXS/WOZZY/1.B	15114
32	32 GOSDMACK/Awake	14556
29	31 A PERFECT CIRCLE/Judith	14198
31	29 METALLICA/Disappea	13282
31	24 FUEL/Hemorrhage	10992
30	23 3 DOORS/DOWN/Duck And Run	10534
8	22 LEWIS W/DURST/Outside	10076
15	20 STONE/TEMPLE PILOTS/No Way Out	9160
12	16 PAPA ROACH/Last Resort	7328
13	15 ISLE OF DOGS/Tricks	6870
7	14 AEROSMITH/Jaded	6412
11	14 EVERCLEAR/When It All Goes...	6412
12	14 LINKIN PARK/One Step Closer	6412
13	13 KORN/Make Me Bad	5954
13	13 KORN/Make Me Bad	5954
14	13 U2/Rattle And Hum	5954
13	12 CREDITS/To Whom It May...	5436
12	12 PAPA ROACH/Broken Home	5436
8	11 LIMP BIZKIT/Take A Look...	5038
9	10 BUCKLE UP/When It All Goes...	4580
7	10 BUSH/The Chemicals	4580
9	10 POWERMAN 5000/Urth Meqa	4580
12	10 LINKIN PARK/Underground/Killing The Fly	4580
7	10 3 DOORS/DOWN/Duck And Run	4580
5	10 GREEKWHIT/It	4580
10	10 OFFSPRING/Original Frankster	4580
9	10 RAGE AGAINST.../Renegades Of Funk	4580
11	9 KID ROCK/My Decades Complex	4122
9	9 OFFSPRING/The Kids Aren't	3664
8	9 CREEDE/Ave You Ready	3664

MARKET #6

KEGL/Dallas-Ft. Worth
Clear Channel
(972) 991-1029
Stevens/McVay/Scull
12+ Cume 395,000

97.1 EAGLE ROCKS

PLAYS	ARTIST/TITLE	GI (000)
32	36 3 DOORS/DOWN/Loser	8316
32	36 PHINIXS/WOZZY/1.B	7392
37	31 A PERFECT CIRCLE/Judith	7161
11	26 GOSDMACK/Awake	6006
20	24 STRAIT UP/FALAJON.../Angel's Son	5644
22	21 AEROSMITH/Jaded	4851
15	19 LEWIS W/DURST/Outside	4389
16	17 TANTRICK/Breakdown	4153
32	10 GOSDMACK/Bad Religion	4158
14	10 LIMP BIZKIT/Roller	4158
17	10 LINKIN PARK/One Step Closer	4158
12	17 RAGE AGAINST.../Guerrilla Radio	3927
9	10 STAINED/Unholy	3927
12	10 PAPA ROACH/Last Resort	3696
8	10 RAGE AGAINST.../Renegades Of Funk	3696
15	10 KORN/Make Me Bad	3465
11	10 DUST FOR LIFE/Step Into The Light	3465
9	10 STAINED/Unholy	3234
11	10 ROR ZOMBIE/Dracula	3234
14	10 DEFTONES/Digital Bath	3003
11	13 DISTURBED/Stubby	3003
13	13 CREDITS/What It	3003
14	13 A PERFECT CIRCLE/3 Libras	2927
10	13 STAINED/Unholy	2002
13	12 U.P.O./Feel Alive	2002
11	11 ALICE IN CHAINS/Man In The Box	2541
11	11 EVERCLEAR/When It All Goes...	2541
10	11 METALLICA/Disappea	2310
9	9 OFFSPRING/The Kids Aren't	2310
10	10 INCUBUS/Pardon Me	2310

MARKET #7

WRIF/Detroit
Greater Media
(248) 547-0101
Podell/Hanson
12+ Cume 544,200

101 WRIF

PLAYS	ARTIST/TITLE	GI (000)
28	28 AEROSMITH/Jaded	10388
24	28 GOSDMACK/Awake	10388
25	25 CREEDE/Ave You Ready	9275
25	25 3 DOORS/DOWN/Loser	8162
15	17 FUEL/Hemorrhage	6307
16	16 3 DOORS/DOWN/Duck And Run	5565
12	16 NICKELBACK/Old Enough	4426
13	13 DISTURBED/Stubby	4823
10	13 TANTRICK/Breakdown	4823
12	12 GREEN DAY/Warrior	4452
10	12 LINKIN PARK/One Step Closer	4452
12	12 KID ROCK/My Decades Complex	4452
9	11 INCUBUS/Drive	4081
3	11 U2/Rattle And Hum	4081
2	11 LEWIS W/DURST/Outside	4081
11	10 GOSDMACK/Great	3710
7	10 REWIND Long	3710
2	10 ROSEBUD/Waterfalls	3710
9	10 STRAIT UP/FALAJON.../Angel's Son	3339
6	9 STONE/TEMPLE PILOTS/Break On Through	3339
11	8 DISTURBED/Stubby	2968
1	8 CRAZY T/When It All Goes...	2968
2	8 DUST FOR LIFE/Step Into The Light	2968
7	7 GGSHH/The Ground	2597
7	7 AT THE DRIVE-IN/One Armed Scissor	2597
6	7 SKRAPLE/Waste	2597
6	7 MATTHEW WOOD/BAND Hero: Home Bomb	2276
8	6 EVERCLEAR/When It All Goes...	2276
7	6 LINKIN PARK/Underground/Killing The Fly	1625
4	5 KID ROCK/Wasting Time	1625

MARKET #8

WAAB/Boston
Entercom
(617) 236-1073
Douglas/Osterlund
12+ Cume 489,600

107.3 WAAB

PLAYS	ARTIST/TITLE	GI (000)
30	40 LINKIN PARK/One Step Closer	12780
39	39 GOSDMACK/Awake	11973
37	37 3 DOORS/DOWN/Loser	11359
37	37 LEWIS W/DURST/Outside	11359
37	35 DISTURBED/Stubby	10745
31	34 A PERFECT CIRCLE/3 Libras	10438
34	34 STRAIT UP/FALAJON.../Angel's Son	10438
30	33 INCUBUS/Drive	10131
27	33 RAGE AGAINST.../Renegades Of Funk	10131
25	32 3 DOORS/DOWN/Duck And Run	9824
19	25 DEFTONES/Digital Bath	7675
24	24 AT THE DRIVE-IN/One Armed Scissor	7675
23	23 DISTURBED/Stubby	7061
16	23 SPINE SHANK/New Disease	7061
3	22 A PERFECT CIRCLE/Hollow	6754
22	22 KID ROCK/My Decades Complex	6754
17	22 GOSDMACK/Great	5526
18	21 SLEER ROCK/Don't Agoin	5526
13	18 (HED) PLANET EARTH/Bartender	5526
15	18 UNION UNDERGROUND/Killing The Fly	5526
16	16 ALICE IN CHAINS/Moves	4912
27	16 PAPA ROACH/Last Resort	4912
12	16 NICKELBACK/Old Enough	4912
15	14 KITTIE/Paperdoll	4298
9	14 GRAND THEFT AUDIO/Sloppid Ass	4298
13	13 INCUBUS/Drive	3991
13	13 SPIN/PT/What A Day	3991
11	13 OFFSPRING/Original Frankster	3991
7	11 LIMP BIZKIT/Roller	3377
12	10 GREEN DAY/Warrior	3070

oleander
"Are You There"
Be There Now
UNIVERSAL RECORDS
Republic

MARKET #15

KUPD/Phoenix
Sandusky
(480) 345-5221
Jeffries/McGee
12+ Cume 231,600

98 KUPD
RADIO 103.5

PLAYS	ARTIST/TITLE	GI (000)
28	29 LINKIN PARK/One Step Closer	4060
31	28 GOSDMACK/Awake	3920
20	24 STRAIT UP/FALAJON.../Angel's Son	3360
26	26 CREEDE/Ave You Ready	3000
21	20 NICKELBACK/Old Enough	2800
20	19 MARIYAN MANSON/Disposable Teens	2650
17	18 INCUBUS/Drive	2240
12	18 DISTURBED/Stubby	2240
15	15 U.P.O./Feel Alive	2100
11	14 INCUBUS/Drive	1920
11	14 STAINED/Unholy	1920
13	13 3 DOORS/DOWN/Duck And Run	1820
12	12 RAGE AGAINST.../Renegades Of Funk	1680
8	12 COC/Congratulations Song	1680
12	12 A PERFECT CIRCLE/Judith	1680
8	12 LINKIN PARK/Underground/Killing The Fly	1680
9	11 GOSDMACK/Keep Awe	1540
11	11 METALLICA/Disappea	1540
15	11 PAPA ROACH/Last Resort	1540
11	11 KORN/Make Me Bad	1540
11	11 POWERMAN 5000/When Worlds Collide	1540
4	10 CREDITS/What It	1400
9	10 OFFSPRING/Original Frankster	1400
8	10 ROR ZOMBIE/Dracula	1400
9	10 3 DOORS/DOWN/Loser	1400
9	10 FIGHTERS/Learn To Fly	1400
10	10 INCUBUS/Pardon Me	1400
10	10 METALLICA/No Life Clover	1400
10	10 POWERMAN 5000/Urth Meqa	1400

MARKET #16

KIOZ/San Diego
Clear Channel
(619) 565-6006
Moran/Lee
12+ Cume 311,100

ROCK 105.3
THE SPORTS ROCK STATION

PLAYS	ARTIST/TITLE	GI (000)
22	38 LIMP BIZKIT/Roller	5490
29	30 PHINIXS/WOZZY/1.B	5490
26	29 GOSDMACK/Bad Religion	5490
26	29 GOSDMACK/Awake	5490
20	18 FUEL/Hemorrhage	3377
20	18 SUMMA/It's Not Inevitable	3377
15	17 LINKIN PARK/One Step Closer	3111
5	10 OFFSPRING/Want You Bad	2928
15	10 DUST FOR LIFE/Step Into The Light	2928
15	10 EVERCLEAR/When It All Goes...	2928
24	15 U.P.O./Feel Alive	2928
15	15 LEWIS W/DURST/Outside	2928
15	15 RAGE AGAINST.../Renegades Of Funk	2745
19	14 J.B.HUSSE/Hanging By A Moment	2562
12	14 A PERFECT CIRCLE/3 Libras	2562
6	12 DEFTONES/Digital Bath	2196
12	12 INCUBUS/Drive	2196
11	11 SPRING MONKEY/What's That You Say	2013
8	10 SPIN/PT/What A Day	1830
12	10 LINKIN PARK/Underground/Killing The Fly	1830
8	8 COC/Congratulations Song	1464
7	8 DISTURBED/Stubby	1464
5	8 LIMP BIZKIT/Take A Look...	1464
5	8 GGSHH/The Ground	1464
9	8 RAGE AGAINST.../How I Could Just...	1464
6	7 INCUBUS/Pardon Me	1281
7	7 RAGE AGAINST.../Tessity	1281
6	7 3 DOORS/DOWN/Kryptonite	1281
6	7 PAPA ROACH/Last Resort	1281
6	6 A PERFECT CIRCLE/Judith	1098

MARKET #17

KXKR/Minneapolis
ABC
(612) 617-4000
Linder/Castle
12+ Cume 383,500

93 KXKR
PURE ROCK

PLAYS	ARTIST/TITLE	GI (000)
27	36 FUEL/Hemorrhage	6408
24	36 RAGE AGAINST.../Renegades Of Funk	6408
35	35 GOSDMACK/Awake	6230
24	35 NICKELBACK/Old Enough	6230
30	28 LINKIN PARK/One Step Closer	4472
32	25 3 DOORS/DOWN/Loser	4472
20	24 LEWIS W/DURST/Outside	4250
25	22 CRAZY T/When It All Goes...	3916
26	21 AEROSMITH/Jaded	3738
13	21 DEFTONES/Digital Bath	3738
6	20 OFFSPRING/Want You Bad	3560
25	20 TANTRICK/Breakdown	3560
25	18 NICKELBACK/Breathin'	3382
10	18 A PERFECT CIRCLE/Hollow	3382
13	17 DISTURBED/Stubby	3226
17	17 RED HOT CHILI.../Parallel Universe	3026
11	17 LINKIN PARK/Underground/Killing The Fly	3026
17	17 INCUBUS/Drive	3026
11	17 NOTHINGFACE/Reeder	3026
15	15 STRAIT UP/FALAJON.../Angel's Son	2948
16	15 GREEKWHIT/It	2670
21	15 EVERCLEAR/When It All Goes...	2492
14	14 LINKIN PARK/Underground/Killing The Fly	2492
14	14 3 DOORS/DOWN/Duck And Run	2492
9	14 NICKELBACK/Old Enough	2214
7	13 AT THE DRIVE-IN/One Armed Scissor	2314
16	13 LIMP BIZKIT/Roller	2314
12	11 TOOL/No Quarter	1958
10	10 DEFTONES/Change	1820
8	10 GOSDMACK/Whatever	1780

MARKET #20

WYYY/Baltimore
Hearts
(410) 889-0098
Stauss/Heckman
12+ Cume 394,800

ROCK 107.5

PLAYS	ARTIST/TITLE	GI (000)
30	32 FUEL/Hemorrhage	7648
28	31 LEWIS W/DURST/Outside	7409
25	30 AEROSMITH/Jaded	7170
25	29 NICKELBACK/Old Enough	7170
22	23 DUST FOR LIFE/Step Into The Light	5497
21	23 LIFEHOUSE/Hanging By A Moment	5497
20	22 3 DOORS/DOWN/Duck And Run	5258
23	22 INCUBUS/Drive	5258
11	19 DUST FOR LIFE/Step Into The Light	5258
21	19 PHINIXS/WOZZY/1.B	4780
14	20 TANTRICK/Breakdown	4780
20	20 CREDITS/Riders On The Storm	4541
17	17 PAPA ROACH/Last Resort	4063
11	17 DUST FOR LIFE/Step Into The Light	3585
13	13 3 DOORS/DOWN/Kryptonite	3107
12	13 U2/Rattle And Hum	3107
12	13 LINKIN PARK/One Step Closer	2629
11	13 3 DOORS/DOWN/Loser	2629
12	12 RAGE AGAINST.../Tessity	2629
11	12 STRAIT UP/FALAJON.../Angel's Son	2629
6	9 UNION UNDERGROUND/Killing The Fly	2151
8	9 DISTURBED/Stubby	2151
10	9 EVERCLEAR/When It All Goes...	1434
5	9 NOTHINGFACE/Reeder	1195
4	9 GOSDMACK/The Rocking	1195
3	4 COLLECTIVE SOUL/Heavy	956
4	4 RAGE AGAINST.../Sleep Now...	956
3	4 FIGHTERS/Learn To Fly	956
3	4 OFFSPRING/The Kids Aren't	956
4	4 A PERFECT CIRCLE/Eden's	956

MARKET #21

WXTD/Tampa
Clear Channel
(813) 832-1000
Hardin/Biller
12+ Cume 283,200

98 WXTD

PLAYS	ARTIST/TITLE	GI (000)
33	34 LIMP BIZKIT/Roller	7616
34	33 LEWIS W/DURST/Outside	7392
32	32 LINKIN PARK/One Step Closer	6720
32	32 PAPA ROACH/Last Resort	6720
21	23 PHINIXS/WOZZY/1.B	4704
20	20 INCUBUS/Drive	4480
23	19 DUST FOR LIFE/Step Into The Light	4256
17	18 PAPA ROACH/Broken Home	4256
24	19 FUEL/Hemorrhage	4256
21	18 LIFEHOUSE/Hanging By A Moment	4256
14	18 AEROSMITH/Jaded	4032
24	18 DISTURBED/Stubby	4032
15	17 3 DOORS/DOWN/Loser	3808
19	17 INCUBUS/Pardon Me	3808
17	17 A PERFECT CIRCLE/Judith	3808
17	17 LINKIN PARK/One Step Closer	3584
10	16 DUST FOR LIFE/Step Into The Light	3584
17	16 METALLICA/Disappea	3360
14	15 RAGE AGAINST.../Renegades Of Funk	3360
14	15 STAINED/Unholy	3360
22	14 OFFSPRING/Original Frankster	3136
17	14 RAGE AGAINST.../Sleep Now...	3136
17	14 GOSDMACK/Whatever	2912
12	14 LIMP BIZKIT/Take A Look...	2688
12	12 LIMP BIZKIT/Take A Look...	2688
14	11 LIMP BIZKIT/Break Stuff	2464
6	11 SGRAP/Waste	2464
9	10 GGSHH/The Ground	2240

MARKET #23

KBPI/Denver-Boulder
Clear Channel
(303) 713-8000
Richards/B
12+ Cume 217,000

98.7 KBPI
THE ROCKS

PLAYS	ARTIST/TITLE	GI (000)
32	31 LIMP BIZKIT/Roller	4831
33	32 DISTURBED/Stubby	4851
31	33 GOSDMACK/Awake	4851
33	32 PAPA ROACH/Broken Home	4704
23	30 OFFSPRING/Original Frankster	4410
22	24 STRAIT UP/FALAJON.../Angel's Son	4410
21	21 W/FUSER/Karma	3381
15	23 UNION UNDERGROUND/Killing The Fly	3381
24	21 LEWIS W/DURST/Outside	3067
9	20 3 DOORS/DOWN/Duck And Run	2940
19	19 DISTURBED/Stubby	2790
14	19 KORN/Make Me Bad	2649
35	17 LINKIN PARK/One Step Closer	2492
20	16 RAGE AGAINST.../Renegades Of Funk	2352
7	16 TANTRICK/Breakdown	2352
11	15 GUANO APES/Open Your Eyes	2205
13	14 LINKIN PARK/Underground/Killing The Fly	2058
12	14 POWERMAN 5000/Nobody's Head	2058
12	14 SEVERUS/Waffle	2058
12	14 DEFTONES/Change	2058
12	12 3 DOORS/DOWN/Kryptonite	1956
25	12 U.P.O./Feel Alive	1956
17	12 3 DOORS/DOWN/Loser	1764
11	12 LIMP BIZKIT/Take A Look...	1764
6	12 NICKELBACK/Old Enough	1764
9		

active INSIGHT

By
Tracey Hoskin
Asst. Rock Editor

Think black clothes, black eyeliner, black lights, black nail polish and driving bass, and you almost have an idea of what this band sounds like. Throw in a little sassy, almost Nine Inch Nails-like sex appeal and the intensity of Marilyn Manson, and voila! **Godhead**. I say hurrah for dark, industrial music with heavy guitar and feedback. This band just may shake up the Active Rock world.

Godhead have been honing their sound together for the last six years. They've built a loyal following in their hometown of Washington, DC, and they've toured with the likes of Gwar, released three independent albums and captured the attention of Marilyn Manson along the way. Can you say "lucky"?

Godhead have the (dubious?) honor of being the first band signed to Manson's new label, Posthuman. Manson filled the executive producer



Godhead

shoes for their debut, *2000 Years of Human Error*, and he lends guest vocals to "Break You Down." Longtime David Bowie guitarist Reeves Gabrels appears on "Tired Old Man."

Error boasts a lush collection of songs — please use headphones to get the full effect. There is quite an interesting cover of "Eleanor Rigby" that I don't think the Fab Four ever could have imagined at the time they recorded the original. Every track washes over your ears with complex, rich arrangements that will leave you wanting more.

WIYY/Baltimore: WTPT/Greenville, NC; and WBYY/Ft. Wayne, IN are all spinning "The Reckoning," which can be found on the *Blair Witch II* and *Dracula 2000* soundtracks. It will be the first single at Active and goes for adds on Feb. 12. **Bill Hanson**, host of WQXA/Harrisburg's *Sunday News*, says, "I've played their tracks from *Dracula 2000* and *Blair Witch II*, even though my show isn't very metal-leaning. They have the advantage of fitting in nicely on both alternative and metal shows."

Tracey's BAND OF THE WEEK

About two months ago I had the pleasure of seeing **The Living End** at L.A.'s infamous Viper Room, and I'm listening to their album as I write this. The album doesn't come out for three months, but I have to say that this band rocks! Angus Young loves them — need I say more? But I will: Start bugging your friendly Reprise rep about *The Living End*. You won't regret it.

R&R Top 20 Specialty Artists

January 26, 2001

- 1 DRACULA 2000 (Columbia) "Bloodline," "Heads Explode"
- 2 SOULFLY (Roadrunner) "Back To The Primitive"
- 3 SKRAPE (RCA) "Waste"
- 4 LIVING SACRIFICE (Solid State) "Flatline"
- 5 ANNIHILATOR (CMC/Sanctuary) "The Perfect Virus"
- 6 NOTHINGFACE (TVT) "Bleeder"
- 7 NONPOINT (MCA) "What A Day," "Victim"
- 8 CHRONIC FUTURE (Beyond) "The Majik"
- 9 SPINESHANK (Roadrunner) "New Disease," "Play God"
- 10 FLYBANGER (Columbia) "Cavalry," "Blind World"
- 11 GODHEAD (Posthuman/Priority) "The Reckoning"
- 12 MUDVAYNE (Epic) "Dig," "Death Blooms"
- 13 EARTH CRISIS (Victory) "Holiday In Cambodia"
- 14 CRADLE OF FILTH (Koch) "Her Ghost In The Fog"
- 15 DEFTONES (Maverick) "Digital Bath"
- 16 COLD (Interscope) "No One"
- 17 GEDDY LEE (Atlantic) "Grace To Grace"
- 18 MORBID ANGEL (Earache) "I," "At One With Nothing"
- 19 DOWNSET (Epitaph) "Together"
- 20 CLUTCH (Atlantic) "Pure Rock Fury"

Ranked by total number of shows reporting the artist, with titles listed in order of most airplay.

Specialty Show Reporters

Shows and their Top 5 songs listed alphabetically by market

Jones Radio Network (JRN)
Hardrive
Various
Razzy
Myrzal/Low Brutus
Dracula 2000 "Heads Explode"
System Of A Down "Metro"
Dracula 2000 "Metho"
Dracula 2000 "Malice"
Dracula 2000 "Bloodline"

KEGL/Dallas, TX
Unmodern Rock Show
Sunday 7-9pm
Robert Miguel
Geddy Lee "Grace To Grace"
Iron Maiden "Blood Brothers"
Hallowed "Night Fall"
Soulfly "Son Song"
Mötley Crüe "Fake"

WBAB/Long Island, NY
Fingers Metal Shop
Sunday 10pm-1am
Fingers
Theatre Of Tragedy "Machine"
Nothingface "Dead Like Me"
Living Sacrifice "Bloodwork"
Earth Crisis "Hell Awaits"
Godsmack "The Journey"

KATT/Oklahoma City, OK
Launch Pad
Thursday midnight-1am
Joe Mitchell
Chronic Future "Jump To Live"
Skrape "Waste"
Hesher "Things"
Geddy Lee "Grace To Grace"
Cold "No One"

KRXQ/Sacramento, CA
Ear Whacks
Sunday 8-9:30pm
Che Brooks, Paul Wilbur
Open "The Moor"
Death Cab For Cutie "Technicolor Girls"
Propaganda "Mach Ka More"
Haunted "Silencer"
Dracula 2000 "Bloodline"

KISW/Seattle, WA
Metal Shop
Saturday midnight-2am
Adam Gehlke
Black League "Blood Of Gods"
Haunted "Bury Your Dead"
COC "Diable Blvd"
Bronx Casket Co. "No Miracles"
Nothingface "Bleeder"

KZRO/Springfield, MO
Revolution
Sunday 8-9pm
E-Man
Flybanger "When Are You Gonna..."
Dracula 2000 "Bloodline"
Soulfly "Back To The Primitive"
Nonpoint "Mindtrip"
Soulfly "Bring It"

KZRR/Albuquerque, NM
Roadkill
Sunday 11pm-midnight
Tom Servo
Living Sacrifice "Flatline"
Annihilator "The Perfect Virus"
Morbid Angel "At One With Nothing"
Dracula 2000 "Bloodline"
Clutch "Raised By Horses"

WKLQ/Grand Rapids, MI
Metal At Midnight
Thursday midnight-1am
Tom "Wiz" Stavrou
Dracula 2000 "Bloodline"
Rage Against The Machine "Microphone Fiend"
Tool "No Quarter"
Amen "15 & Not Alive"
Dracula 2000 "Heads Explode"

WTFX/Louisville, KY
Deflow
Sunday 8-10pm
Chris Altman
Insane Clown Posse "Radio Stars"
Deftones "Digital Bath"
System Of A Down "Metro"
Dropkick Murphys "Guarant"
Donna's "40 Boys In 40 Nights"

KUPD/Phoenix, AZ
Red Radio Underground
Sunday 7-9pm
Larry Mac
Russet Simms "Public Places"
Kraider "Memories"
Self "Trunk Full Arms"
Donna's "40 Boys In 40 Nights"
Clutch "Pure Rock Fury"

KBER/Salt Lake City, UT
Radio Kees
Sunday 8-11pm
Darby
Living Sacrifice "Flatline"
Haunted "Under The Surface"
Dracula 2000 "Bloodline"
Mudvayne "Death Blooms"
Dirt "That Fatal Rage"

KISW/Seattle, WA
New Music Hour
Sunday 10-11pm
Scott Vanderpool
Green Day "Warning"
Isis On O "Bay Of Trunks"
Geddy Lee "Grace To Grace"
Union Underground "Killing The Fly"
Sammy Hagar "Let Salty Drive"

KLPX/Tucson, AZ
Area 51
Friday 10pm-midnight
Bob Bitchin
Dracula 2000 "Bloodline"
Obituary "Back From The Dead"
Soulfly "Back To The Primitive"
Nothingface "Bleeder"
Spineshank "New Disease"

KWHL/Anchorage, AK
The Pit
Sunday 8-9pm
Bearded John
Billiejean "Lizard Boats"
Mötley Crüe "See Me Burning"
Flybanger "Cavalry"
Downset "Together"
Mudvayne "Dig"

WQXA/Harrisburg, PA
The Sunday News
Sunday 8-10am
Bill Hanson
American Hi-Fi "Flavor Of The Week"
Hesher "Things"
Collective Soul "Went"
Donna's "40 Boys In 40 Nights"
Weston "To Some I'm A Genius"

KKXR/Minneapolis, MN
X-treme Metal Shop
Friday 1-4am
Nick Davis
Martyr "Ac 75/25"
Japox "Day By Day"
Hatebreed "I Will Be Heard"
Spineshank "Play God"
Factory 81 "Peace Officer"

KUPD/Phoenix, AZ
Into The Pit
Sunday 10pm-midnight
Larry Mac & The Berzerker
Soulfly "Back To The Primitive"
Wile "Black Seed Of Vengeance"
Pantera "Goddamn Electric"
Brujeria "Cuiden A Los Niños"
Dracula 2000 "Bloodline"

WKGB/Binghamton, NY
Incoming
Monday 10pm-11:30pm
Tim Boland
Bloodhound Gang "Three Point One Four"
At The Drive-In "One Armed Scissor"
Solef "Do It Again"
Godhead "Reckoning"
Rage Against The Machine "Renegades Of Funk"

KLFX/Killeen, TX
Kut Radio
Saturday 10pm-midnight
Bob Fonda
Thickhead "Get Out"
Mudvayne "Cradle"
Mudvayne "Sewered"
Marilyn Manson "Death Song"
Linkin Park "A Place For My Head"

KATT/Oklahoma City, OK
KATT's Big Metal
Friday midnight-2am
Erik G.
Iron Maiden "Flight Of The..."
Velocity "Alive"
Annihilator "The Perfect Virus"
Axel Rudi Peil "Hot Wheels"
Entombed "Say It In Slugs"

WHEB/Portsmouth, NH
Whiplash
Saturday midnight-1am
Roadkill
Living Sacrifice "Bloodwork"
Rhapsody "Down Of Victory"
Godsmack "Sick Of Life"
Fear Factory "Replica"
Downset "Together"

22 total reporters from the
Active Rock and Rock panels.

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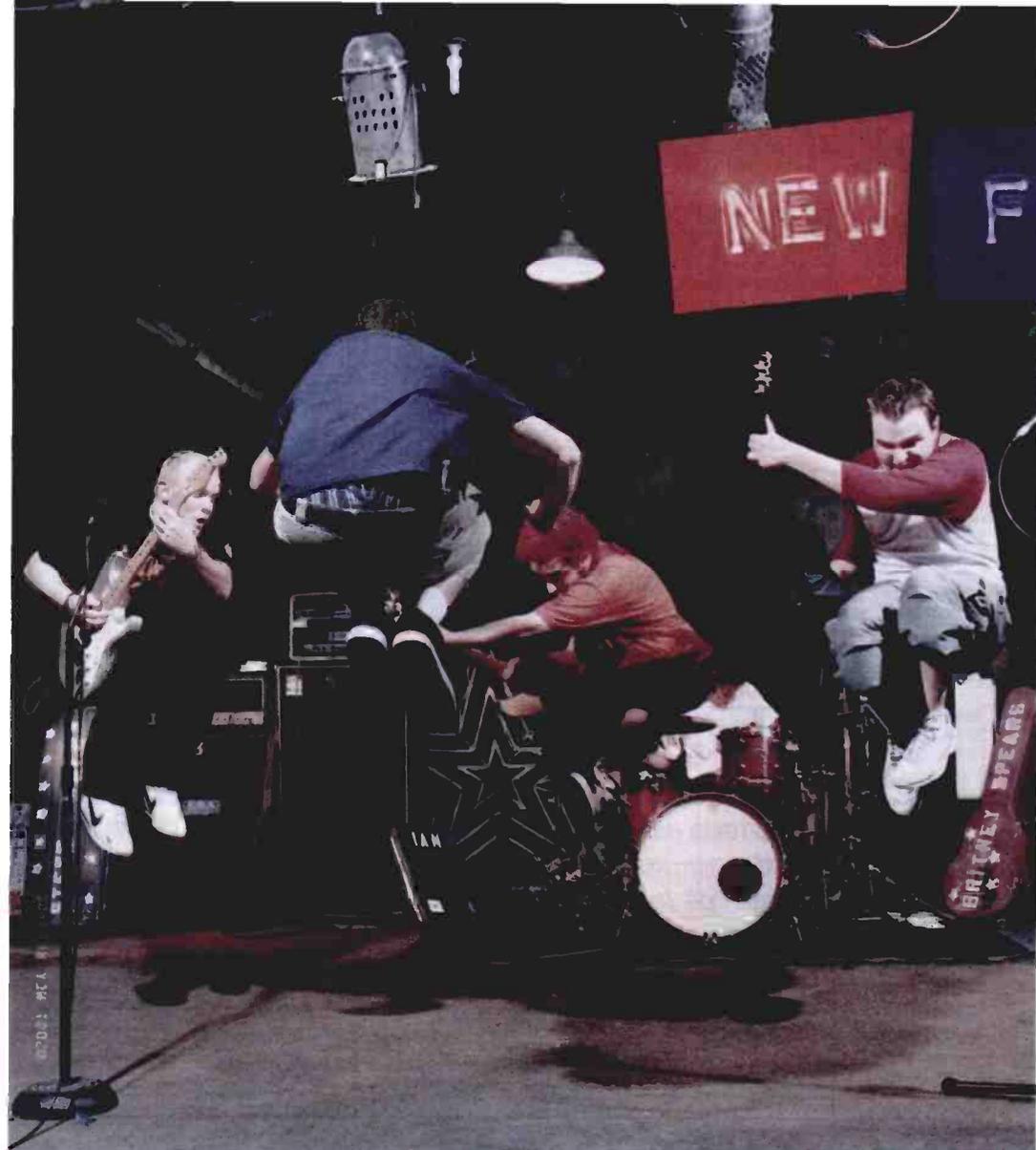
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R&R
THE INDUSTRY'S NEWSPAPER



NEW FOUND GLORY

"hit or miss"

(WAITED TOO LONG)

Most Added at Modern Rock

Over 30 Stations out of the box including:

- | | | | |
|------|------|------|----------|
| KROQ | WXRK | Q101 | Live 105 |
| WHFS | WBCN | WFNX | KZNZ |
| KNDD | KEDJ | KTCL | KWOD |
| WPBZ | WPLA | KXTE | KROX |

KKND and many more...

Over 60,000 Scanned Already

National Tour with Less Than Jake starts mid February

Warped Tour this Spring

Blink 182 Tour this Summer

FROM THE SELF-TITLED NEW ALBUM



PRODUCED, RECORDED AND MIXED BY NEAL AVRON
 MANAGEMENT: RICK DEVOE
WWW.NEFOUNDGLORY.COM WWW.DRIVETHRURECORDS.COM

"This is a very special band.....we have had Top 5 phones since we put the sucker on....what a fine f*ckin day!" - Gregg Steele, P.D., WZLX

nonpoint
what a day
 Add date 2/6



These stations couldn't wait:

- | | | | |
|------|------|------|----------|
| WZTA | WAAF | WXTB | KUPD |
| KRXQ | WCCC | WJJO | WJRR |
| WLZR | WLUM | KQRC | WKLO |
| KXTE | KISS | WPBZ | WRLR |
| WPLA | WNFZ | KAZR | and more |

From The Debut Album **statement**



Look for Nonpoint on Tour Now

Produced by Jason Bieler
www.nonpoint.com www.mcarecords.com ©2001 MCA Records

Stations and their adds listed alphabetically by market

Now & Active

VAST I Don't Have Anything (Elektra/EEG)

Total Plays: 260, Total Stations: 35, Adds: 13

BT Shame (Netwerk/Reprise)

Total Plays: 252, Total Stations: 23, Adds: 3

BARENAKED LADIES Too Little Too Late (Reprise)

Total Plays: 229, Total Stations: 18, Adds: 4

OUR LADY PEACE Life (Columbia)

Total Plays: 200, Total Stations: 36, Adds: 27

A PERFECT CIRCLE Hollow (Virgin)

Total Plays: 200, Total Stations: 15, Adds: 6

RED HOT CHILI PEPPERS Parallel Universe (Warner Bros.)

Total Plays: 198, Total Stations: 9, Adds: 1

ISLE OF Q Bag Of Tricks (Universal)

Total Plays: 188, Total Stations: 13, Adds: 1

VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)

Total Plays: 180, Total Stations: 13, Adds: 0

LIMP BIZKIT My Way (Flip/Interscope)

Total Plays: 164, Total Stations: 8, Adds: 1

UNIFIED THEORY Wither (3:33/Universal)

Total Plays: 150, Total Stations: 11, Adds: 1

RUN-D.M.C. Rock Show (Arista)

Total Plays: 148, Total Stations: 19, Adds: 3

PJ HARVEY Good Fortune (Island/IDJMG)

Total Plays: 141, Total Stations: 10, Adds: 3

TANTRIC Breakdown (Maverick)

Total Plays: 127, Total Stations: 9, Adds: 3

NEW FOUND GLORY Hit Or Miss (Waited Too Long) (Drive-Thru/MCA)

Total Plays: 123, Total Stations: 33, Adds: 29

RADIOHEAD Idiotique (Capitol)

Total Plays: 107, Total Stations: 15, Adds: 7

UNION UNDERGROUND Killing The Fly (Portrait/Columbia)

Total Plays: 104, Total Stations: 18, Adds: 8

(HED) PLANET EARTH Killing Time (Volcano/Jive)

Total Plays: 52, Total Stations: 15, Adds: 11

Songs ranked by total plays

Reporters

WEDQ/Albany, NY

interim PD/AM: Alex Taylor
1 3 DOORS DOWN "Duck"
2 OUR LADY PEACE "Life"
DEFIONES "Digital"
3 BT "Shame"
4 OFFSPRING "Bad"
COLLECTIVE SOUL "Hollow"
AMERICAN HE-FI "Favor"
5 "Shame"
6 "Duck"
7 "Life"
8 "Digital"
9 "Hollow"
10 "Favor"
11 "Shame"
12 "Duck"
13 "Life"
14 "Digital"
15 "Hollow"
16 "Favor"
17 "Shame"
18 "Duck"
19 "Life"
20 "Digital"

WHRL/Albany, NY

OM/AM: Susan Groves
MC: Chris Cabranza
NEW FOUND GLORY "Hit Or Miss"

KTEG/Albuquerque, NM

PD: Eileen Flaherty
LEWIS WILKINS "Outcast"
OFFSPRING "Bad"

WNNX/Atlanta, GA

OM: Brian Phillips
PD: Leslie Fram
AP/AM: Chris Williams
1 AMERICAN HE-FI "Favor"
2 "Duck"
3 "Life"
4 "Digital"
5 "Hollow"
6 "Favor"
7 "Shame"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

WJSE/Atlantic City, NJ

PD: Al Portante
MC: Jason Ulanet
1 OUR LADY PEACE "Life"
2 "Digital"
3 "Hollow"
4 "Favor"
5 "Shame"
6 "Duck"
7 "Life"
8 "Digital"
9 "Hollow"
10 "Favor"
11 "Shame"
12 "Duck"
13 "Life"
14 "Digital"
15 "Hollow"
16 "Favor"
17 "Shame"
18 "Duck"
19 "Life"
20 "Digital"

KRDX/Austin, TX

PD: Melody Lee
MC: Tully Ryan
1 DEFIONES "Digital"
2 ALLEN ANT FARM "Moves"
3 NEW FOUND GLORY "Hit Or Miss"
4 "Duck"
5 "Life"
6 "Digital"
7 "Hollow"
8 "Favor"
9 "Shame"
10 "Duck"
11 "Life"
12 "Digital"
13 "Hollow"
14 "Favor"
15 "Shame"
16 "Duck"
17 "Life"
18 "Digital"
19 "Hollow"
20 "Favor"

WRAX/Birmingham, AL

PD: Dave Rossi
MC: Mitch Lindberg
AP: Hurricane Blues
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

KQXR/Boise, ID

PD: Jacquet Jackson
MC: Paul Schmitt
1 DEFIONES "Digital"
2 PAPA ROACH "Between"
3 GOSMACK "Shame"
4 ALLEN ANT FARM "Moves"
5 FLY 7 VOO "Moves"
6 "Duck"
7 "Life"
8 "Digital"
9 "Hollow"
10 "Favor"
11 "Shame"
12 "Duck"
13 "Life"
14 "Digital"
15 "Hollow"
16 "Favor"
17 "Shame"
18 "Duck"
19 "Life"
20 "Digital"

WBCH/Boston, MA

VP/Programming: Coolpeas
AP/AM: Damon Brick
NEW FOUND GLORY "Hit Or Miss"
DEFIONES "Digital"
COLLECTIVE SOUL "Hollow"

WFNX/Boston, MA

PD: Chris
MC: Kevin Mayes
1 NEW FOUND GLORY "Hit Or Miss"
2 3 DOORS DOWN "Duck"
3 SORAP "Favor"
4 "Shame"
5 "Duck"
6 "Life"
7 "Digital"
8 "Hollow"
9 "Favor"
10 "Shame"
11 "Duck"
12 "Life"
13 "Digital"
14 "Hollow"
15 "Favor"
16 "Shame"
17 "Duck"
18 "Life"
19 "Digital"
20 "Hollow"

WEDG/Buffalo, NY

PD/AM: Rick Wall
MC: Ryan Patrick
1 OUR LADY PEACE "Life"
2 3 DOORS DOWN "Duck"
3 "Shame"
4 "Duck"
5 "Life"
6 "Digital"
7 "Hollow"
8 "Favor"
9 "Shame"
10 "Duck"
11 "Life"
12 "Digital"
13 "Hollow"
14 "Favor"
15 "Shame"
16 "Duck"
17 "Life"
18 "Digital"
19 "Hollow"
20 "Favor"

WAVF/Charleston, SC

PD: Greg Patrick
AP/AM: Danny Whitehead
3 DOORS DOWN "Duck"

WEND/Charlotte, NC

PD: Jack Daniel
AP/AM: Kristian Patten
14 "Digital"
15 "Hollow"
16 "Favor"
17 "Shame"
18 "Duck"
19 "Life"
20 "Digital"

WQGX/Chicago, IL

PD: Dave Richards
AP/AM: Mary Stamos
7 LEMMY KRATZ "Agony"
UNCLE KRACERS "Yellow"
NEW FOUND GLORY "Hit Or Miss"
OUR LADY PEACE "Life"
A PERFECT CIRCLE "Hollow"
PAPA ROACH "Between"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

WAQZ/Cincinnati, OH

PD: Rick Janice
MC: Doug Johnson
1 AT THE DRIVE-IN "Armed"
EVERLAST "Move"
2 "Duck"
3 "Life"
4 "Digital"
5 "Hollow"
6 "Favor"
7 "Shame"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

WARO/Columbia, SC

OM/AM: Gina Juliano
RADIOHEAD "Idiotique"
"Duck"
VAST "Anything"
DEFIONES "Digital"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

WWCD/Columbus, OH

PD: Andy Davis
MC: Josh DeVries
No Adds
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

KRAD/Corpus Christi, TX

PD/AM: Cary Smith
1 TANTRIC "Breakdown"
UNION UNDERGROUND "Killing"
NEW FOUND GLORY "Hit Or Miss"
COLD "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

KDGE/Dallas-Ft. Worth, TX

PD: Deane Deberry
AP/AM: Alan Ayo
EVERLAST "Move"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

WXEG/Cayton, OH

MC: Alan Rantz
1 BARNABED LADIES "Life"
2 "Duck"
3 "Life"
4 "Digital"
5 "Hollow"
6 "Favor"
7 "Shame"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

KTCL/Deaver-Boulder, CO

PD: Eileen O'Connor
MC: Sabrina Sanders
28 OFFSPRING "Bad"
NEW FOUND GLORY "Hit Or Miss"
COLD "Duck"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

CHDQ/Detroit, MI

PD: Murray Broekshaver
AP/AM: Vince Cannova
MC: Matt Franklin
TANTRIC "Breakdown"
RED HOT CHILI PEPPERS "Parallel Universe"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

KMRQ/Eugene-Springfield, OR

PD: Stu Allen
MC: Austin Wright
OUR LADY PEACE "Life"
ALLEN ANT FARM "Moves"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

KXNA/Fayetteville, AR

MC: Margot Smith
OUR LADY PEACE "Life"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

WJWX/Ft. Myers, FL

PD: John Pazz
OUR LADY PEACE "Life"
VAST "Anything"
AT THE DRIVE-IN "Armed"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

WEJE/Ft. Wayne, IN

PD/AM: JJ Feltus
1 UNIFIED THEORY "Wither"
2 AMERICAN HE-FI "Favor"
3 NEW FOUND GLORY "Hit Or Miss"
4 RUN-D.M.C. "Rock Show"
5 AT THE DRIVE-IN "Armed"
6 THEY MIGHT BE GIANTS "Boss"
OUR LADY PEACE "Life"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

KFRR/Fresno, CA

PD: Bruce Wayne
MC: Rowland
1 (HED) PLANET EARTH "Killing"
DEFIONES "Digital"
FUEL "Innocent"
2 "Duck"
3 "Life"
4 "Digital"
5 "Hollow"
6 "Favor"
7 "Shame"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

WGRD/Grand Rapids, MI

PD: Don Clark
MC: Tom Brown
1 OUR LADY PEACE "Life"
2 COLDPLAY "Yellow"
VAST "Anything"
3 "Duck"
4 "Life"
5 "Digital"
6 "Hollow"
7 "Favor"
8 "Shame"
9 "Duck"
10 "Life"
11 "Digital"
12 "Hollow"
13 "Favor"
14 "Shame"
15 "Duck"
16 "Life"
17 "Digital"
18 "Hollow"
19 "Favor"
20 "Shame"

WXNR/Greenville, NC

PD: Jeff Sanders
MC: Dave Stein
EVERLAST "Move"
DEFIONES "Digital"
OUR LADY PEACE "Life"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

WEEQ/Hagerstown, MD

PD/AM: Austin Davis
BARNABED LADIES "Life"
BT "Shame"
UNION UNDERGROUND "Killing"
VAST "Anything"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

WMRO/Hartford, CT

MC: Chaz Kelly
SEMSONIC "Chemistry"
UNION UNDERGROUND "Killing"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

KTBZ/Houston-Galveston, TX

PD/AM: Steve Robinson
1 SEMSONIC "Chemistry"
2 CRAZY TOWN "Butterfly"
3 3 DOORS DOWN "Duck"
4 "Duck"
5 "Life"
6 "Digital"
7 "Hollow"
8 "Favor"
9 "Shame"
10 "Duck"
11 "Life"
12 "Digital"
13 "Hollow"
14 "Favor"
15 "Shame"
16 "Duck"
17 "Life"
18 "Digital"
19 "Hollow"
20 "Favor"

WED/Indianapolis, IN

PD: Tom Pazz
MC: Scott Sander
1 818 FOUND GLORY "Hit Or Miss"
OUR LADY PEACE "Life"
SPINEMUNK "Life"
A PERFECT CIRCLE "Hollow"
2 "Duck"
3 "Life"
4 "Digital"
5 "Hollow"
6 "Favor"
7 "Shame"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

WRZX/Indianapolis, IN

PD: Scott Jessiman
MC: Michael Young
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

WPLA/Jacksonville, FL

PD: Rick Schmidt
NEW FOUND GLORY "Hit Or Miss"
OUR LADY PEACE "Life"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

WRZX/Johanson Cty, TN

PD/AM: Matt C. Medding
COLLECTIVE SOUL "Hollow"
OUR LADY PEACE "Life"
JOHN JOPLIN GROUP "Camera"
VAST "Anything"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

WWFZ/Knoxville, TN

PD: Don Beach
MC: Sam
1 SPINEMUNK "Life"
2 "Duck"
3 "Life"
4 "Digital"
5 "Hollow"
6 "Favor"
7 "Shame"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

KFTL/Lafayette, LA

PD: Rob Summers
MC: Scott Pavia
1 OFFSPRING "Bad"
OUR LADY PEACE "Life"
COLLECTIVE SOUL "Hollow"
ALLEN ANT FARM "Moves"
2 "Duck"
3 "Life"
4 "Digital"
5 "Hollow"
6 "Favor"
7 "Shame"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

WVWX/Lansing, MI

PD/AM: Jeff Walling
MC: Matt
1 MATTHEW GOOD BAND "Time"
2 THEY MIGHT BE GIANTS "Boss"
3 AMERICAN HE-FI "Favor"
VAST "Anything"
4 "Duck"
5 "Life"
6 "Digital"
7 "Hollow"
8 "Favor"
9 "Shame"
10 "Duck"
11 "Life"
12 "Digital"
13 "Hollow"
14 "Favor"
15 "Shame"
16 "Duck"
17 "Life"
18 "Digital"
19 "Hollow"
20 "Favor"

KXTE/Las Vegas, NV

PD: Dave Wintington
AP/AM: Chris Ripley
1 RUN-D.M.C. "Rock Show"
LEWIS WILKINS "Outcast"
2 "Duck"
3 "Life"
4 "Digital"
5 "Hollow"
6 "Favor"
7 "Shame"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

WZZZ/Lexington-Fayette, KY

PD: B.J. Klumard
MC: Shy Guy
1 ALLEN ANT FARM "Moves"
OUR LADY PEACE "Life"
DISTURBED "Yotes"
2 "Duck"
3 "Life"
4 "Digital"
5 "Hollow"
6 "Favor"
7 "Shame"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

KLECA/Mt. Rock, AR

PD: Larry Ledbetter
MC: Peter Dunn
DEFIONES "Digital"
COLLECTIVE SOUL "Hollow"
VAST "Anything"
JOHN JOPLIN GROUP "Camera"
NEW FOUND GLORY "Hit Or Miss"
1 "Duck"
2 "Life"
3 "Digital"
4 "Hollow"
5 "Favor"
6 "Shame"
7 "Duck"
8 "Life"
9 "Digital"
10 "Hollow"
11 "Favor"
12 "Shame"
13 "Duck"
14 "Life"
15 "Digital"
16 "Hollow"
17 "Favor"
18 "Shame"
19 "Duck"
20 "Life"

KROQ/Los Angeles, CA

VP/Prog.: Kevin Weathersby
AP/AM: Gene Sanabon
MC: Lisa Warden
1 LEWIS WILKINS "Outcast"
2 "Duck"
3 "Life"
4 "Digital"
5 "Hollow"
6 "Favor"
7 "Shame"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

WLRS/Louisville, KY

PD: Adam Friedrich
MC: Jason Davis
1 (HED) PLANET EARTH "Killing"
NEW FOUND GLORY "Hit Or Miss"
2 "Duck"
3 "Life"
4 "Digital"
5 "Hollow"
6 "Favor"
7 "Shame"
8 "Duck"
9 "Life"
10 "Digital"
11 "Hollow"
12 "Favor"
13 "Shame"
14 "Duck"
15 "Life"
16 "Digital"
17 "Hollow"
18 "Favor"
19 "Shame"
20 "Duck"

WNAD/Madison, WI

PD: Pat Fravelly
MC: Amy Hudson
1 ALLEN



JIM KERR
jimkerr@rronline.com

Research On A Shoestring, Part III

Our intrepid editor once again saves you a buck while improving your cume

Some of my best-received columns have been about gathering and processing research data at little or no cost, especially data that would normally cost a station a significant amount of money.

This doesn't surprise me, since I programmed a small station years ago that had no budget for marketing or research, and I know how badly these resources are needed by smaller operators. What did surprise me was that I received some responses from employees of major radio groups that were implementing some of my ideas. Clearly, my previous two columns on this topic tapped into a need.

As a result, I've kept my eyes open for more nontraditional (and free) research sources for radio programmers or marketing and promotion directors. I've uncovered a few interesting ones, but none that were nearly as startling and effective as the topic of this week's column: mining for hot ZIPs with Realtor.com.

Birds Of A Feather

One of the really powerful tools that Arbitron provides programmers is the "Diary Return by ZIP Code" report in the Maximizer Programmer's Package and the similar (but more detailed) report in PD Advantage. These reports are powerful because they give programmers a very clear idea of where their listeners live and what kind of lifestyle group they belong to.

Once you have that information,

The fact that 73% of Realtor.com's ZIP recommendations match up perfectly with KDGE's Arbitron hot ZIPs leads me to believe that something is going on here.

you can better target your promotions to that lifestyle group and better target the location of promotions and marketing. One additional possibility for this type of information is using it to expand your cume by marketing to like-minded groups of people in other areas.

This latter idea is based on the "birds of a feather" theory: People with similar likes and dislikes tend to congregate together. While the theory is still under debate, it certainly

explains the phenomenon of Arbitron "hot ZIPs," which are ZIP codes where a station consistently receives higher listening levels than usual, as defined by diary returns.

For example, in the Dallas summer book the 75206 ZIP code delivered seven diaries to KDGE (the Edge). This ZIP code is clearly a stronghold for the Edge. If the station could find other ZIP codes with a lifestyle group similar to that of 75206, but that don't have as high a diary return rate, the Edge, theoretically, would have a decent chance of converting some of that population into listeners.

Unfortunately, Maximizer and PD Advantage give only geographic information, which helps you target the location of your marketing and promotions but doesn't really give you any insight into the kind of person who lives there. For that you need Arbitron Mapmaker, or, as I explained in a previous column you can import the data into a program like Microsoft MapPoint.

Realtor.com As A Research Tool

I was thinking of this last year while house-hunting on Realtor.com (www.realtor.com) in anticipation of my move to Dallas. As I was looking at neighborhoods, it suddenly struck me that there in front of me was a very powerful, free and easy-to-access report that did exactly what a programmer would need Arbitron's Mapmaker to do: It took a specific ZIP code and constructed a lengthy list of other ZIP codes that matched its lifestyle and geographic makeup. This is just what I described above as being a legitimate way of finding places to expand your cume via hot ZIPs.

Let's look at this in action. The first thing you need to do is pull up a "Programmer's Package Diary Return by ZIP Code Trend" report or the associated report in PD Advantage. I did this for the Edge, using the summer book. As I mentioned earlier, KDGE's hottest ZIP code is 75206. If I'm programming the station, and I want to find places where I can grow my cume, I'd want to go to ZIP codes that were as similar to 75206 as possible. To do this, I log onto Realtor.com and do a neighborhood search.

You can do a Realtor.com neighborhood search by clicking on the "Neighborhoods" link at the top of the



PALOALTO PLAYS TO-A FULL HOUSE

It never fails: When an act of undeniable talent and chemistry visits R&R, the staff comes out of the woodwork to not only see it, but to get in the photo too. Here's Columbia's Paloalto illustrating this interesting phenomenon with a whole slew of R&R staffers, including yours truly.

opening page. This opens a page that gives you a number of search options. Pick the second one, "Find neighborhoods like your own." On the page that opens up, insert your hot ZIP in the space after "Where are you moving from? Enter your ZIP code." For this example, I inserted 75206. Below that, after the question "Where are you moving to?" insert the metro city and state that your station covers. For the "Radius" option, input 32 miles. That's it. Click on "Search," and let Realtor.com find some listeners for you.

The cynical among you may scoff at the results, but I would tend to trust lifestyle and demographic research approved by the National Association of Realtors. In fact, it is likely that Realtor.com is using data culled from both the Census Bureau and Claritas, which are the same sources used for Arbitron's own Mapmaker product.

Additionally, you are using Arbitron's own reports to get the data that you start with. The only real drawback is that you are getting a much broader target list than you would get with Arbitron's Mapmaker, which can target specific blocks in ZIP codes. Still, it's a great place to start at absolutely no cost or effort for you.

Quick-And-Dirty Precision

Let's take a look at how my 75206 search turned out for KDGE. Realtor.com returned 15 ZIP codes as 100% matches to 75206. The first thing I did with the results was cross-reference them with the Maximizer KDGE diary return report. If these ZIP codes are similar to 75206, and 75206 is good for KDGE, then many of the ZIP codes Realtor.com returned should also be hot ZIPs and should have been near the top of the diary return report.

Amazingly enough, this is exactly what happened, which significantly bolsters the legitimacy of this approach. Of the 15 ZIP codes that Realtor.com recommended as being good possibilities for KDGE listenership based on the input of a single ZIP code, seven of them are contained

within the top 25 hot ZIPs for KDGE already, and 11 of the 15 are in the top 40 hot ZIPs for KDGE. I have to admit that even I was stunned by the precision of this quick-and-dirty method.

Of course, if you are at KDGE, you already know about your hot ZIPs. The real meat of the Realtor.com report would be the ZIP codes that it recommends that are *not* on your hot ZIP list. These are potential hotbeds of listenership that are currently cold. According to Realtor.com, those ZIP codes would be 75231, 76014, 76021 and 76022.

KDGE is also in a unique position. It recently upgraded its signal significantly with its move to 102.1 FM from its old position of 94.5 FM. If any of these four ZIP codes were in areas with spotty 94.5 FM coverage, that would explain why they weren't on the KDGE hot ZIP list. It would also present KDGE with an opportunity to create a brand-new hot ZIP for itself with little effort. The lifestyle and socioeconomic segment of the ZIP code seems to gravitate toward KDGE already, and converting that into new listeners may be as simple as a targeted marketing campaign in the ZIP code, trumpeting KDGE's new frequency.

I should add that there is some debate about whether the "birds of a feather" theory can be applied as I describe above. However, the fact that 73% of Realtor.com's ZIP recommendations match up perfectly with KDGE's Arbitron hot ZIPs leads me to believe that something is going on here. Besides, with the Realtor.com report being so simple to put together and costing absolutely nothing, it is at least worth investigating the results for your market.

TALK BACK TO R&R!

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

Call me at 214-370-5544 or e-mail:

jimkerr@rronline.com

nothingface "BLEEDER"

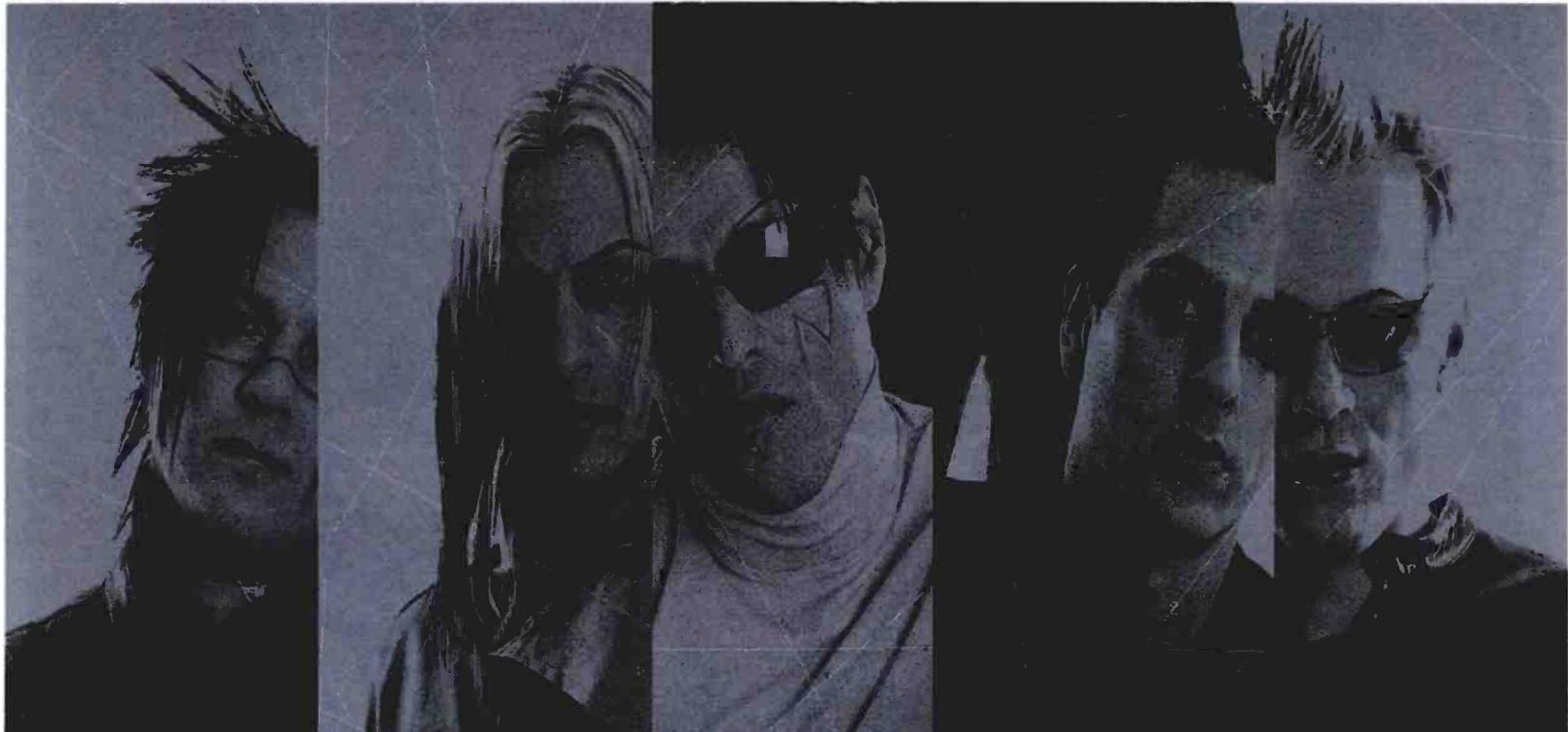
Bleeding at:

WROX 19x	WXDX 15x	KEDJ 10x
KTEG 15x	WXSR 20x	KQXR 21x
KXTE 12x	WRZX 11x	
WEDJ 16x		

New Blood:

KWOD WZPC WIXO





**Going For Adds
This Week!**

On tour all of 2001:

- 2/20 Denver
- 2/21 Kansas City
- 2/22 Wichita
- 2/23 Des Moines
- 2/24 Minneapolis
- 2/26 Indianapolis
- 2/27 Detroit
- 3/1 Toronto
- 3/2 Albany
- 3/3 Worcester
- 3/4 Plainview
- 3/5 Pittsburgh
- 3/7 Grand Rapids
- 3/8 Columbus
- 3/9 Cleveland
- 3/10 Chicago
- 3/12 Dallas
- 3/13 San Antonio

**Early Believers:
KCXX, WEND & KAEP!**

After 3/15 on tour with Papa Roach!

Featured on the OST "Valentine" and in the TV and Movie trailers!

ORGY

opticon THE FOLLOW-UP TO THEIR HIT SINGLE "FICTION (DREAMS IN DIGITAL)" FROM THEIR NEW ALBUM VAPOR TRANSMISSION
Produced by Josh Abraham and Orgy Management. The Left Bank Organization. Mixed by Jay Baumgardner

ALSO FEATURED IN AND AVAILABLE ON THE SOUNDTRACK
MUSIC FROM THE MOTION PICTURE VALENTINE

ON TOUR: HEADLINE TOUR BEGINS FEBRUARY 20TH THROUGH MID-MARCH.
PAPA ROACH TOUR BEGINS MID-MARCH THROUGH MID-APRIL.

FIND OUT MORE AT: WWW.ORGYMUSIC.COM WWW.VAPORTRANSMISSION.COM



COLD

no one

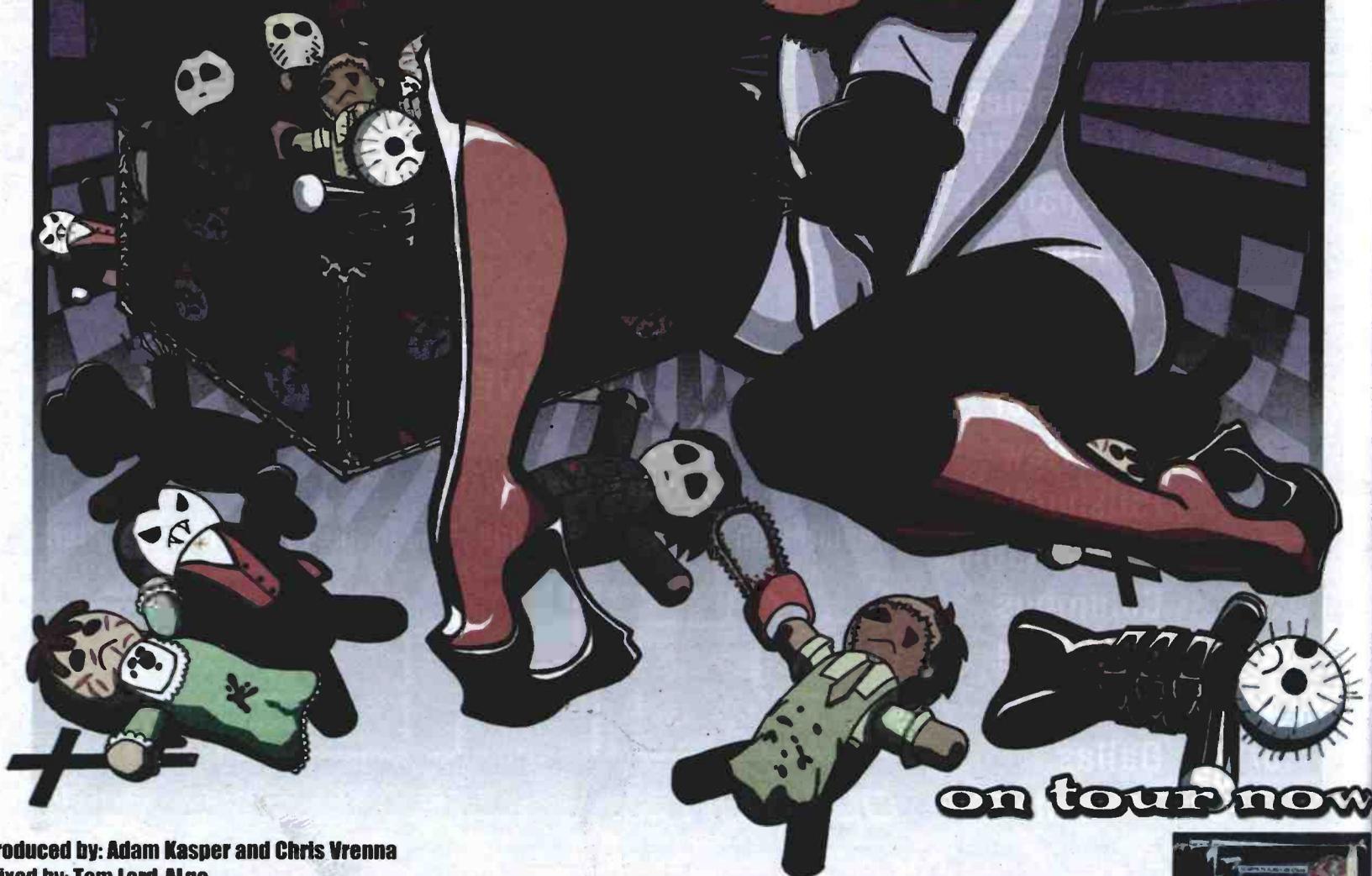
Early Believers added this week (1/22):

Q101 KITS KPNT KEDJ KROX WEDG KWOD
WKRL WXSX KQRX WNFZ KRAD KMBY

Over 30 rock stations before the box including:

WAAF KUPD WJRR WLZR WNOR WCCC WMFS
WXRC WNVE WQBK KLBJ

On tour with **Godsmack** in March and April
February Alternative Press feature



on tour now

Produced by: Adam Kasper and Chris Vrenna
Mixed by: Tom Lord-Alge
Executive Producer: Jordan Schur
Management: Rob McDermott for
Andy Gould Management

From the Album
"13 ways to bleed on stage"
In stores now
www.coldonline.com



January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS '00	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	LIFHOUSE Hanging By A Moment (DreamWorks)	2900	-10	224302	14	79/0
3	2	INCUBUS Drive (Immortal/Epic)	2711	+30	246094	8	82/0
5	3	CRAZY TOWN Butterfly (Columbia)	2594	+95	264915	11	79/2
4	4	GREEN DAY Warning (Reprise)	2524	+16	208328	8	82/0
2	5	FUEL Hemorrhage (In My Hands) (550 Music/Epic)	2505	-216	235471	22	81/0
7	6	A. LEWIS OF STAIN D W/F. DURST Outside (Flawless/Geffen/Interscope)	2492	+199	276689	9	75/4
6	7	LINKIN PARK One Step Closer (Warner Bros.)	2399	+35	235650	18	72/0
8	8	COLDPLAY Yellow (Netwerk/Capitol)	2256	+142	219577	8	78/1
11	9	MOBY F/GWEN STEFANI Southside (V2)	2167	+161	211396	13	68/0
9	10	RAGE AGAINST THE MACHINE Renegades Of Funk (Epic)	2030	-44	227039	9	75/0
13	11	DAVE MATTHEWS BAND I Did It (RCA)	2015	+275	155669	3	77/1
10	12	3 DOORS DOWN Loser (Republic/Universal)	1757	-285	150460	27	71/0
14	13	GDDSMACK Awake (Republic/Universal)	1672	-9	158729	15	69/0
12	14	LIMP BIZKIT Rollin' (Flip/Interscope)	1630	-277	153885	19	69/0
15	15	STRAIT UP F/LAJON OF SEVENDUST Angel's Son (Immortal/Virgin)	1525	+29	101560	9	70/0
24	16	OFFSPRING Want You Bad (Columbia)	1498	+445	159076	3	76/7
Breaker	17	U2 Walk On (Interscope)	1322	+329	129834	3	70/3
22	18	NICKELBACK Breathe (Roadrunner)	1243	+119	74644	11	58/0
23	19	DISTURBED Voices (Giant/Reprise)	1206	+103	101770	6	66/2
17	20	BLINK-182 Man Overboard (MCA)	1173	-241	120970	17	63/0
16	21	PAPA ROACH Broken Home (DreamWorks)	1144	-278	77779	17	64/0
20	22	A PERFECT CIRCLE 3 Libras (Virgin)	1099	-126	106674	19	48/0
Breaker	23	DIFFUSER Karma (Hollywood)	1021	+130	54547	7	54/2
21	24	U2 Beautiful Day (Interscope)	1004	-140	115704	18	48/0
25	25	DUST FOR LIFE Step Into The Light (Wind-up)	1000	-41	60710	15	52/0
18	26	EVERCLEAR When It All Goes Wrong Again (Capitol)	999	-383	62346	11	71/0
19	27	OFFSPRING Original Prankster (Columbia)	912	-318	49290	14	49/0
33	28	EVERLAST I Can't Move (Tommy Boy)	894	+157	64106	3	52/6
37	29	3 DOORS DOWN Duck And Run (Republic/Universal)	885	+312	51162	2	60/10
36	30	DEFTONES Digital Bath (Maverick)	871	+281	102005	3	65/8
29	31	LENNY KRAVITZ Again (Virgin)	846	-58	93227	16	37/2
34	32	AT THE DRIVE-IN One Armed Scissor (Grand Royal/Virgin)	801	+97	94925	6	47/5
Debut	33	FUEL Innocent (550 Music/Epic)	724	+473	71737	1	64/9
31	34	DAVID GRAY Babylon (ATO/RCA)	720	-56	46238	10	37/0
27	35	EVE 6 On The Roof Again (RCA)	717	-275	37016	13	41/0
28	36	SR-71 Politically Correct (RCA)	693	-227	37944	9	47/0
43	37	AMERICAN HI-FI Flavor Of The Weak (Island/IDJMG)	651	+235	56751	2	51/10
38	38	MATTHEW GOOD BAND Hello Time Bomb (Atlantic)	623	+62	27125	4	42/2
32	39	RADIOHEAD Optimistic (Capitol)	600	-160	80604	16	39/0
41	40	JOSH JOPLIN GROUP Camera One (Artemis)	538	+28	19655	5	36/4
35	41	GREEN DAY Minority (Reprise)	527	-91	34485	20	47/0
40	42	MARVELOUS 3 Get Over (HiFi/Elektra/EEG)	521	-14	22244	4	33/0
44	43	GRAND THEFT AUDIO Stoopid Ass (London Sire)	442	+34	23369	4	33/2
45	44	NOTHINGFACE Bleeder (TVT)	427	+104	21944	2	39/3
39	45	ORGY Fiction (Dreams In Digital) (Elementree/Reprise)	427	-129	27075	20	32/0
Debut	46	ALIEN ANT FARM Movies (DreamWorks)	400	+231	62326	1	44/10
Debut	47	SEMISONIC Chemistry (MCA)	364	+123	21675	1	27/5
Debut	48	THEY MIGHT BE GIANTS Boss Of Me (Restless)	327	+84	14839	1	31/5
42	49	COLLECTIVE SOUL Why Pt. 2 (Atlantic)	298	-132	20829	17	22/0
Debut	50	COLLECTIVE SOUL Vent (Atlantic)	294	+226	10309	1	28/8

Most Added

ARTIST TITLE LABEL(S)	ADDS
NEW FOUND GLORY Hit Or Miss... (Drive-Thru/MCA)	29
OUR LADY PEACE Life (Columbia)	27
VAST I Don't Have Anything (Elektra/EEG)	13
(HED) PLANET EARTH Killing Time (Volcano/Jive)	11
COLD No One (Flip/Geffen/Interscope)	11
3 DOORS DOWN Duck And Run (Republic/Universal)	10
AMERICAN HI-FI Flavor Of The Weak (Island/IDJMG)	10
ALIEN ANT FARM Movies (DreamWorks)	10
FUEL Innocent (550 Music/Epic)	9
DEFTONES Digital Bath (Maverick)	8
COLLECTIVE SOUL Vent (Atlantic)	8
UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	8

PJ Harvey "Good Fortune"

Already On:

KROQ WPLY LIVE 105
WBCN KNDD 91X

Officially Going For Adds
This Week



The Island Def Jam Music Group A Universal Music Company

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FUEL Innocent (550 Music/Epic)	+473
OFFSPRING Want You Bad (Columbia)	+445
U2 Walk On (Interscope)	+329
3 DOORS DOWN Duck And Run (Republic/Universal)	+312
DEFTONES Digital Bath (Maverick)	+281
DAVE MATTHEWS BAND I Did It (RCA)	+275
AMERICAN HI-FI Flavor Of The Weak (Island/IDJMG)	+235
ALIEN ANT FARM Movies (DreamWorks)	+231
COLLECTIVE SOUL Vent (Atlantic)	+226
A. LEWIS OF STAIN D W/F. DURST Outside (Flawless/Geffen/Interscope)	+199

Breakers

U2

Walk On (Interscope)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1322/329	70/3	17

DIFFUSER

Karma (Hollywood)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1021/130	54/2	23

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.



85 Alternative 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 01/14-Saturday 01/20. 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 1000 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 2001, The Arbitron Company). © 2001, R&R Inc.

DIFFUSER "Karma"

R&R ALTERNATIVE: 30 - 23
BREAKER!

MONITOR MODERN ROCK: 28*

ON OVER 60 STATIONS INCLUDING:
Q101 KNDD WRZX KXTE X96 KTCL KPNT
HOT PHONES: KNDD KXTE WARQ KJEE WEND
RECORD IN STORES NOW! ON TOUR WITH DUST FOR LIFE

New This Week!
91X WNFZ



Break Through

Artist

MATTHEW GOOD BAND
Track: "HELLO TIME BOMB"
LP: **BEAUTIFUL MIDNIGHT**
Label: ATLANTIC

By **Dayna Talley**
Asst. Alternative Editor

essentials: Matthew Good has been quoted as saying that his band's new album was the result of a goal, which was to stick their fingers in their own pie until they found what they liked. With this tasty metaphor they hope to be effective in carrying what they think is the best of the best, musically, to a wide audience. Hailing from Canada, where they have six top five alternative hits under their belt. The Matthew Good Band is primed and ready to hit the States with full force. This first strike will be carried out with lead vocalist Matthew Good's strong vocals and rockstar attitude, which gave the band the success they found in their native country with the 1997 release of the multiplatinum album *Underdogs*. Their new release, *Beautiful Midnight*, was produced and mixed by Warne Livsey, who has worked with such artists as Midnight Oil and Talk Talk. What Livsey and the band have created is a rock-

ing and energetic album. Atlantic is hoping that the single, "Hello Time Bomb," will be The Matthew Good Band's chance to break through to the American audience. So far, with support from stations such as WBRU/Providence, WEDG/Buffalo and WEND/Charlotte, the band is certainly on its way.

Artist POV: (Good on the way that people perceive him) "Whenever somebody talks about my being cynical, they seem to imply that I'm a whiner. But, really, I just find most things to be absolutely ridiculous. I wouldn't be me if I wasn't always trying to be crafty. It's just the way it is. The one thing that the music business lacks is mystique. I like the fact that a lot of people really don't know that much about us. There is a lot of information out there, and a lot of people have a lot of ideas, but they don't know. They have no idea. There are a bunch of teenage girls out there who think I'm just some clean-cut, nice guy. For all they know, I could be a hedonist. It's not their business. Let's just say that I won't look like I fit in a Norman Rockwell painting, and, to tell you the truth, I'd rather keep it that way. This band is not about image at all."

Matthew Good Band



Ted Taylor,
National Promotion
3:33 Music Group

Ted Taylor ON THE RECORD

Just got off a two-week road trip with one of our new bands, Killing Heidi, which was a grand-slam home run. From all the guys we visited to everyone who came to Vegas, thanks. Hang on, let me put some Visine in my eyes ... Killing Heidi's single is "Mascara," and it will be the song that puts females back on Alternative radio — it's about time! It's also nice that melody is finding its way back to the Alternative airwaves. Don't get me wrong, I like yelling as much as the next guy, maybe even a little more (just ask anyone I talk to on Tuesdays or the telemarketing guys who call every night between 7 and 9pm), but the recent success of Coldplay, U2, Moby and the great new one from The Dave Matthews Band make me think there is hope for some much-needed balance at our format. With that in mind, the new single from Unified Theory, "Wither," can help provide you with the balance you crave. Other songs I'm loving right now include Lenny Kravitz's "Again," Green Day's "Waiting," PJ Harvey's "Good Fortune," Coldplay's "Shiver" and a really great one from an amazing new band, Alien Breed's "Colorblind."

It was a tight race for the top of the Most Added column. After the last add was tallied, **New Found Glory's** "Hit or Miss" squeaked out a two-add lead over **Our Lady Peace's** "Life" for Most Added honors. Kudos to both bands for bringing in more than a third of the panel in their first week. **Diffuser** enter the top 30 as they pick up a couple more stations this week. "Karma" is one of those great mass-appeal songs that sort of straddles the hard/melodic fence ... If you're talking mass-appeal rock, you can't help but mention **Fuel** and **Incubus**, probably two of the biggest rock bands in the format right now. Fuel are coming off a long stretch at No. 1 and Incubus are mere spins away from the top spot ... With **Coldplay** firmly pushing Britpop back into the foreground, perhaps it's time for female rockers to reclaim their place. And **3:33 Records** has about as good a shot as any to do just that

ON THE RADIO

by Jim Kerr

with their great Aussie band **Killing Heidi** ... **Vast** have a great followup week, as do **3 Doors Down**, **American Hi-Fi** and **Alien Ant Farm** ... In brand-new action, both **(Hed) PE's** "Killing Time" and **Cold's** "No One" bring in double-digit adds. **RECORD OF THE WEEK:** Tinfed's "Drop"

ALIEN ANT FARM "MOVIES"

"Opening" this week:

LIVE 105 WPBZ KROX KQXR KFTE WMAD WXZZ KFMA
KNRQ KQRX KPOI KZNZ and more

Now playing at:

WXRK/15x KROQ/21x WRZX/22x KMYZ/21x Q101 KNRK WEND and more

Upcoming tour with
PAPA ROACH

www.alienantfarm.com

www.dreamworksrecords.com

www.paparoach.com

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PAPA ROACH

"between angels and insects"

Already infesting at:

Q101 LIVE 105 KNDD
WRZX KXTE KFMA KWOD KQXR

from the triple Platinum selling album *Infest*
US tour resumes again in March

GOING FOR
ADDS 1/30

Most Played Recurrents

PAPA ROACH Last Resort (*DreamWorks*)

DISTURBED Stupify (*Giant/Reprise*)

INCUBUS Stellar (*Immortal/Epic*)

3 DOORS DOWN Kryptonite (*Republic/Universal*)

A PERFECT CIRCLE Judith (*Virgin*)

SR-71 Right Now (*RCA*)

INCUBUS Pardon Me (*Immortal/Epic*)

DEFTONES Change (In The House Of Flies) (*Maverick*)

RED HOT CHILI PEPPERS Otherside (*Warner Bros.*)

CREED Higher (*Wind-up*)

STONE TEMPLE PILOTS Sour Girl (*Atlantic*)

RED HOT CHILI PEPPERS Californication (*Warner Bros.*)

BLINK-182 Adam's Song (*MCA*)

GOOD CHARLOTTE Little Things (*Epic*)

LIT My Own Worst Enemy (*RCA*)

BLINK-182 All The Small Things (*MCA*)

KORN Make Me Bad (*Immortal/Epic*)

METALLICA I Disappear (*Hollywood*)

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

CREED With Arms Wide Open (*Wind-up*)

TUNED-IN ALTERNATIVE

R&R/MEDIABASE 24/7

WMAD/Madison

11am

BUSH Glycerine
SEMISONIC Chemistry
311 Flowing
OURAN OURAN Rio
DYNAMITE HACK Boyz In The Hood
DADA Dizz Knee Land
FOO FIGHTERS Next Year
EVERCLEAR Everything To Everyone
AARON LEWIS & FRED DURST Outside
CRANBERRIES Zombie
BLINK-182 What's My Age Again
DEPECHE MODE Enjoy The Silence
CRAZY TOWN Butterfly
BJORK Human Behaviour

4pm

FUEL Shimmer
SUGAR RAY Fly
EVERLAST Black Jesus
GREEN DAY Welcome To Paradise
STRAIT UP /LAJON OF... Angel's Sun
INCUBUS Drive
FATBOY SLIM Rockafeller Skank
U2 Walk On
SMASHING PUMPKINS Bullet With Butterfly Wings
DEFTONES Digital Bath
KID ROCK Cowboy
CRAZY TOWN Butterfly

8pm

SUBLIME Santeria
INCUBUS Drive
PEARL JAM Once
THEY MIGHT BE GIANTS The Boss Of Me
RADIOHEAD Optimistic
MIGHTY MIGHTY BOSSTONES The Impression
 That I Get
EVERCLEAR When It All Goes Wrong Again
LIFHOUSE Hanging By A Moment
RED HOT CHILI PEPPERS Under The Bridge
DISTURBED Voices
GREEN DAY Warning
LIMP BIZKIT Take A Look Around
JOSH JOPLIN GROUP Camera One
BEASTIE BOYS Girls

KFTE/Lafayette

11am

BLINK-182 Dammit
CRAZY TOWN Butterfly
NIXONS Sister
DAYS OF THE NEW Shelf In The Room
U2 Walk On
PEARL JAM Elderly Woman Behind The...
GREEN DAY Warning
SPONGE Molly
EVERLAST I Can't Move
NIRVANA Come As You Are
SUBLIME Wrong Way
GARBAGE Only Happy When It Rains
OFFSPRING Original Prankster
RED HOT CHILI PEPPERS My Friends
EVE 6 Promise

4pm

METALLICA The Unforgiven II
FUEL Hemorrhage (In My Hands)
STONE TEMPLE PILOTS Trippin' On A Hole In A...
RAGE AGAINST THE MACHINE Renegades Of Funk
OUR LADY PEACE Starseed
BLINK-182 Man Overboard
LOVE AND ROCKETS So Alive
BUSH Everything Zen
HARVEY DANGER Flagpole Sitta
3 DOORS DOWN Loser
BETTER THAN EZRA Good
KORN Make Me Bad

8pm

INCUBUS Stellar
LIFHOUSE Hanging By A Moment
DISTURBED Voices
STRAIT UP /LAJON OF... Angel's Son
COLDPLAY Yellow
GODSMACK Awake
LINKIN PARK One Step Closer
AARON LEWIS & FRED DURST Outside
CRAZY TOWN Butterfly
LIVE Operation Spirit
SOUL COUGHING Super Bon Bon
SOUL ASYLUM Somebody To Shove
DAVE MATTHEWS BAND I Did It
BUCKCHERRY Lit Up
U2 Even Better Than The Real Thing

ALTERNATIVE

Going For Adds 1/30/01

A PERFECT CIRCLE The Hollow (*Virgin*)

COLD No One (*Flip/A&M/Interscope*)

COWBOY MOUTH I Know It Shows (*Blackbird/Atlantic*)

GRANDDADDY Crystal Lake (*V2*)

OLEANDER Are You There? (*Republic/Universal*)

ORGY Opticon (*Elementree/Reprise*)

PAPA ROACH Between Angels And Insects (*DreamWorks*)

PJ HARVEY Good Fortune (*Island/IDJMG*)

TAPROOT I (*Velvet Hammer/Atlantic*)

TRAIN Drops Of Jupiter (*Aware/Columbia*)

UNION UNDERGROUND Killing The Fly (*Portrait/Columbia*)

Register now for Music Meeting, the industry's No. 1 online destination for new music: www.rronline.com



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Alternative Playlists

January 26, 2001 R&R • 117

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

MARKET #23

KTCL/Denver-Boulder
Clear Channel
(303) 713-8000
O'Connor/Saunders
12+ Cumulative 208,800



PLAYS

LTW	ARTIST/TITLE	GI (000)
43	45 DEXTER FREEMAN/Leaving Town	3645
44	43 FUEL/Hemorrhage	3483
45	43 LIFEHOUSE/Hanging By A Moment	3463
40	42 LIFEWISER/Waiting	3402
46	40 U2/Beautiful Day	3240
31	34 RADIOHEAD/Optimistic	2754
34	34 INCUBUS/Drive	2754
34	34 A PERFECT CIRCLE/13 Libras	2754
33	33 SR-71/Right Now	2673
33	33 COLDFPLAY/Waiting	2673
33	33 DAVE MATTHEWS BAND/1 Did It	2673
33	33 MOBY/Future Sex	2673
33	33 LEWIS WURST/Outside	2511
26	26 CAVAR/Intelligence Speedo	2025
22	22 DIFFUSOR/Karma	2249
22	22 CRAZY TOWN/Butterfly	2268
19	22 PAUL OAKFOLD/Butterfly	2268
19	22 OFFSPRING/Want You Bad	2106
19	22 VERTICAL HORIZON/Red In The Face	2025
36	24 DANDY WARHOLS/Bohemian Like You	1944
19	24 EVE 6/On The Roof Again	1944
46	22 MOBY/FUTURE SEX	1782
21	21 THEY MIGHT BE GIANTS/Boss Of Me	1701
13	13 NICKELBACK/Incubus	1701
17	17 U2/Walk On	1377
16	16 COLD/No One	1296
16	16 FLYING BLUE/Smokescreen	1296
16	16 NICKELBACK/Breathless	1296
15	15 BLINK-182/What's My Age Again?	1053

MARKET #25

KNRK/Portland, OR
Entercom
(503) 233-1441
Hamilton/Layton
12+ Cumulative 175,000



PLAYS

LTW	ARTIST/TITLE	GI (000)
37	46 MOBY/FUTURE SEX	3174
24	43 LINKIN PARK/One Step Closer	2967
43	43 ELECTRIC BLUE/When The Sun Don't Shine	2967
43	43 FUEL/Hemorrhage	2967
31	39 COLDFPLAY/Waiting	2692
24	38 EVERCLEAR/When It All Goes...	2692
33	37 CRAZY TOWN/Butterfly	2553
26	29 NICKELBACK/Incubus	2001
4	20 LIFEHOUSE/Hanging By A Moment	2001
5	20 OFFSPRING/Want You Bad	2001
33	28 INCUBUS/Drive	1932
29	28 GOOD CHARLOTTE/Little Things	1932
25	25 BT/Stranger	1963
25	25 3 DOORS DOWN/Duck And Run	1725
23	25 DAVE MATTHEWS BAND/1 Did It	1725
23	23 AMERICAN HI-FI/Flavor Of The Week	1725
13	24 GREEN DAY/Wrecking Ball	1656
15	15 OFFSPRING/Want You Bad	1656
14	21 LIMP BIZKIT/Rollin'	1519
12	26 PAPA ROACH/Broken Home	1480
23	23 WHEATUS/Teenage Dirtbag	1390
25	25 VERTICAL HORIZON/Red In The Face	1311
40	18 BLINK-182/Man Overboard	1142
10	17 BT/Stranger	1142
10	17 CAVAR/Intelligence Speedo	1142
17	17 EVE 6/On The Roof Again	1173
16	17 INCUBUS/Drive	1173
14	17 NICKELBACK/Breathless	1173

MARKET #26

WAOZ/Cincinnati
Infinity
(513) 699-5102
Jamie/Maddox
12+ Cumulative 89,500



PLAYS

LTW	ARTIST/TITLE	GI (000)
42	49 GOODSAM/Awake	1715
43	40 LINKIN PARK/One Step Closer	1690
42	47 DISTURBED/When The Sun Don't Shine	1655
44	45 RAGE AGAINST.../Renegades Of Funk	1575
32	39 LEWIS WURST/Outside	1365
42	37 FUEL/Hemorrhage	1295
33	32 OFFSPRING/Want You Bad	1120
33	32 GREEN DAY/Wrecking Ball	1120
31	31 INCUBUS/Drive	1065
43	31 LIMP BIZKIT/Rollin'	1085
31	30 BLINK-182/Man Overboard	1050
21	30 3 DOORS DOWN/Duck And Run	1050
31	30 NICKELBACK/Incubus	1050
29	29 OFFSPRING/Want You Bad	1015
27	23 DISTURBED/When The Sun Don't Shine	805
10	23 INCUBUS/Drive	805
14	21 LIMP BIZKIT/Rollin'	735
21	21 DUST FOR LI/Step Into The Light	735
21	21 DAVE MATTHEWS BAND/1 Did It	656
23	23 CRAZY TOWN/Butterfly	595
17	21 POWERMAN 5000/Ultra Mega	595
10	17 ALLEN AMT FARM/Moves	595
20	17 NOTHINGFACE/Reader	595
21	21 EVERCLEAR/When It All Goes...	595
14	16 PAPA ROACH/13 Libras	525
22	16 STRAIT UP FLAJJON.../Angel's Son	525
13	13 GREEN DAY/Wrecking Ball	455
16	13 A PERFECT CIRCLE/13 Libras	455
31	13 DEFTONES/Change	455
16	12 KORN/Make Me Bad	420

MARKET #27

KWOD/Sacramento
Royce
(916) 448-5000
Bance/Boomer
12+ Cumulative 237,400



PLAYS

LTW	ARTIST/TITLE	GI (000)
42	47 LEWIS WURST/Outside	4794
30	46 GOODSAM/Awake	4632
47	45 A PERFECT CIRCLE/Judith	4590
29	45 MORY FOWEN STEFANI/Southside	4590
28	44 FUEL/Hemorrhage	4488
47	44 LINKIN PARK/One Step Closer	4488
24	44 PAPA ROACH/13 Libras	4488
39	42 COLDFPLAY/Waiting	4294
50	41 3 DOORS DOWN/Duck And Run	2850
26	38 GREEN DAY/Wrecking Ball	3875
32	34 BLINK-182/Man Overboard	3468
26	34 LINKIN PARK/The End	3468
21	33 LEWIS WURST/Outside	3366
45	32 OFFSPRING/Want You Bad	3366
45	32 DISTURBED/When The Sun Don't Shine	3264
50	32 A PERFECT CIRCLE/Judith	3264
31	32 RAGE AGAINST.../Renegades Of Funk	3264
31	31 OFFSPRING/Want You Bad	3126
29	29 OFFSPRING/Original Franchiser	2958
25	25 PAPA ROACH/Broken Home	2554
25	25 LIMP BIZKIT/Rollin'	2552
22	25 RED HOT CHILI.../Parallel Universe	2652
18	23 3 DOORS DOWN/Duck And Run	1600
19	23 FUEL/Hemorrhage	2346
19	21 PAPA ROACH/13 Libras	2142
24	21 A PERFECT CIRCLE/Judith	2142
16	20 INCUBUS/Drive	2040
19	19 BLINK-182/Man Overboard	1938
19	19 STRAIT UP FLAJJON.../Angel's Son	1938

MARKET #29

KCXX/Riverside
All Pro
(909) 384-1039
Clague/James
12+ Cumulative 139,300



PLAYS

LTW	ARTIST/TITLE	GI (000)
33	34 CRAZY TOWN/Butterfly	1972
32	32 BLINK-182/Man Overboard	1856
32	32 LIFEHOUSE/Hanging By A Moment	1856
30	31 LIFEHOUSE/Hanging By A Moment	1798
23	30 STRAIT UP FLAJJON.../Angel's Son	1740
25	28 COLDFPLAY/Waiting	1624
20	28 GREEN DAY/Wrecking Ball	1624
34	26 LIMP BIZKIT/Rollin'	1508
29	25 FUEL/Hemorrhage	1458
25	25 LEWIS WURST/Outside	1450
25	25 EVE 6/On The Roof Again	1450
29	24 GOODSAM/Awake	1392
21	24 SR-71/Right Now	1392
24	24 LINKIN PARK/One Step Closer	1392
26	24 PAPA ROACH/Broken Home	1392
21	23 A PERFECT CIRCLE/Judith	1354
21	23 CREDULOUS/On The Storm	1354
22	21 DISTURBED/When The Sun Don't Shine	1218
21	21 LINKIN PARK/One Step Closer	1168
17	18 NICKELBACK/Breathless	1102
15	18 RAGE AGAINST.../Renegades Of Funk	928
5	15 ALLEN AMT FARM/Moves	870
14	14 DIFFUSOR/Karma	812
12	13 3 DOORS DOWN/Duck And Run	754
12	13 OFFSPRING/Original Franchiser	754
14	13 PAPA ROACH/13 Libras	754
8	12 DAVE MATTHEWS BAND/1 Did It	696
11	11 DUST FOR LI/Step Into The Light	638
10	11 CREDULOUS/On The Storm	638
10	11 DEFTONES/Change	638

MARKET #34

WWCD/Columbus, OH
IngleSide
(614) 221-9923
David/Phillips/DaVoss
12+ Cumulative 88,700



PLAYS

LTW	ARTIST/TITLE	GI (000)
20	29 GREEN DAY/Wrecking Ball	1344
18	25 DAVE MATTHEWS BAND/1 Did It	1200
23	23 3 DOORS DOWN/Duck And Run	1104
20	22 COLDFPLAY/Waiting	1104
22	22 PJ HARVEY/Good Fortune	1056
22	22 DANDY WARHOLS/Bohemian Like You	1056
22	22 U2/Beautiful Day	1056
25	21 FUEL/Hemorrhage	1008
19	20 BLINK-182/Man Overboard	912
17	20 TWAIGHT/When The Sun Don't Shine	912
17	20 BLINK-182/Man Overboard	912
19	19 PETER DINKELBAUM/When The Sun Don't Shine	912
19	19 SEMSOWN/Chemistry	912
17	19 AMEE MANN/Red Vines	864
17	17 THEY MIGHT BE GIANTS/Boss Of Me	864
17	17 MOBY/FUTURE SEX	864
16	17 A PERFECT CIRCLE/13 Libras	816
14	16 EVERLAST/Can't Move	768
14	16 WALL LAMBERS/Step Walker	768
16	16 PU HARVEY/Good Fortune	768
15	16 SE7EN/Don't Call Me Up	768
14	16 WALL LAMBERS/Step Walker	720
11	14 ELECTRIC BLUE/When The Sun Don't Shine	672
14	14 RADIOHEAD/Optimistic	672
13	14 SR-71/Right Now	672
13	13 MOBY/FUTURE SEX	672
12	13 BLINK-182/Man Overboard	624
12	13 INCUBUS/Drive	624
11	12 EVERCLEAR/When It All Goes...	576
11	12 MATTHEW GOOD BAND/Hello Time Bomb	576

MARKET #35

WBRU/Providence
Brown University
(401) 272-9550
Scheff/Harvey/Klemme
12+ Cumulative 325,280



PLAYS

LTW	ARTIST/TITLE	GI (000)
31	33 LIFEHOUSE/Hanging By A Moment	4917
32	32 COLDFPLAY/Waiting	4768
28	32 CRAZY TOWN/Butterfly	4768
33	31 LINKIN PARK/One Step Closer	4470
33	33 NICKELBACK/Incubus	4470
30	30 LIMP BIZKIT/Rollin'	4264
20	29 FUEL/Hemorrhage	4264
20	29 LEWIS WURST/Outside	4321
26	27 DANDY WARHOLS/Bohemian Like You	4073
15	26 OFFSPRING/Want You Bad	3874
24	24 MOBY/FUTURE SEX	3576
23	24 GOODSAM/Awake	3576
21	24 SR-71/Right Now	3427
23	23 DAVE MATTHEWS BAND/1 Did It	3427
22	22 MATTHEW GOOD BAND/Hello Time Bomb	3278
22	22 LIMP BIZKIT/Rollin'	3278
22	22 RAGE AGAINST.../Renegades Of Funk	3278
21	22 RED HOT CHILI.../Parallel Universe	3278
21	21 PAPA ROACH/Broken Home	3129
15	20 U2/Walk On	2980
19	19 PAPA ROACH/13 Libras	2831
24	18 3 DOORS DOWN/Duck And Run	2831
18	18 DISTURBED/When The Sun Don't Shine	2831
14	18 GREEN DAY/Wrecking Ball	2632
21	17 LIMP BIZKIT/Rollin'	2583
22	22 3 DOORS DOWN/Duck And Run	2583
13	16 NICKELBACK/Breathless	2235
13	16 SEMSOWN/Chemistry	1978
17	12 3 DOORS DOWN/Duck And Run	1788
12	12 DIFFUSOR/Karma	1788

MARKET #36

KRRK/San Jose City
Simmons
(801) 524-2600
Schiff/Harvey/Klemme
12+ Cumulative 175,800



PLAYS

LTW	ARTIST/TITLE	GI (000)
35	35 LIFEHOUSE/Hanging By A Moment	2696
32	34 GREEN DAY/Wrecking Ball	2618
34	34 LINKIN PARK/One Step Closer	2618
34	33 CRAZY TOWN/Butterfly	2541
32	32 NICKELBACK/Incubus	2541
32	32 DAVE MATTHEWS BAND/1 Did It	2464
32	32 MOBY/FUTURE SEX	2464
31	31 COLDFPLAY/Waiting	2387
31	31 RAGE AGAINST.../Renegades Of Funk	2387
31	31 U2/Walk On	2310
21	28 OFFSPRING/Want You Bad	2156
29	28 A PERFECT CIRCLE/Judith	2156
29	28 DISTURBED/When The Sun Don't Shine	2156
11	18 DISTURBED/When The Sun Don't Shine	1386
17	18 AF The Days Of The Week	1386
25	17 INCUBUS/Drive	1309
3	16 A PERFECT CIRCLE/Judith	1232
16	16 BLINK-182/Man Overboard	1155
10	16 DISTURBED/When The Sun Don't Shine	1155
14	16 LIT MY OWN WORST ENEMY	1155
14	16 3 DOORS DOWN/Duck And Run	1155
6	14 NOTHINGFACE/Reader	1078
4	14 A PERFECT CIRCLE/Judith	1078
22	14 PAPA ROACH/13 Libras	1078
12	14 RED HOT CHILI.../Scar Tissue	1078
15	14 SEMSOWN/Chemistry	1078
4	14 CREDULOUS/On The Storm	1078
9	14 MATTHEW GOOD BAND/Hello Time Bomb	1078

MARKET #37

WEOG/Charlotte
Clear Channel
(704) 338-9600
Williams
12+ Cumulative 173,700



PLAYS

LTW	ARTIST/TITLE	GI (000)
47	48 CRAZY TOWN/Butterfly	3840
45	46 LEWIS WURST/Outside	3680
42	44 FUEL/Hemorrhage	3520
43	41 LIFEHOUSE/Hanging By A Moment	3280
23	23 RAGE AGAINST.../Renegades Of Funk	2000
23	23 DIFFUSOR/Karma	2000
26	23 DAVE MATTHEWS BAND/1 Did It	1840
18	21 MOBY/FUTURE SEX	1680
21	21 INCUBUS/Drive	1680
18	20 3 DOORS DOWN/Duck And Run	1600
19	19 MATTHEW GOOD BAND/Hello Time Bomb	1520
18	17 LINKIN PARK/One Step Closer	1360
20	17 CREDULOUS/On The Storm	1360
17	17 OFFSPRING/Want You Bad	1360
17	17 ALLEN AMT FARM/Moves	1280
17	17 U2/Walk On	1280
14	18 3 DOORS DOWN/Duck And Run	1280
16	18 AMEE MANN/Red Vines	1280
15	16 SR-71/Right Now	1280
16	16 BLINK-182/Man Overboard	1200
8	16 COLLECTIVE SOUL/Beth	1200
12	16 DEFTONES/Digital Bath	1200
18	16 MARVEL DUS/3 Get Over	1200
18	16 STRAIT UP FLAJJON.../Angel's Son	1200
16	16 PAPA ROACH/Broken Home	1200
16	16 RAGE AGAINST.../Renegades Of Funk	1120
2	14 RAGE AGAINST.../Renegades Of Funk	1120
2	14 SEMSOWN/Chemistry	1120
15	14 RED HOT CHILI.../California	1120
12	12 DIFFUSOR/Karma	1040

MARKET #38

WROK/Norfolk
Sinar Telecast
(757) 640-8500
Williams
12+ Cumulative 127,700



PLAYS

LTW	ARTIST/TITLE	GI (000)
33	45 CRAZY TOWN/Butterfly	2935
39	42 LIFEHOUSE/Hanging By A Moment	2640
38	40 AMEE MANN/Red Vines	2526
33	39 LINKIN PARK/One Step Closer	2457
33	33 RAGE AGAINST.../Renegades Of Funk	2457
32	32 DIFFUSOR/Karma	2016
34	32 A PERFECT CIRCLE/13 Libras	2016
27	27 OFFSPRING/Original Franchiser	1827
26	26 GOODSAM/Awake	1827
15	26 SR-71/Right Now	1634
31	28 BLINK-182/Man Overboard	1754
13	27 COLDFPLAY/Waiting	1701
29	27 RED HOT CHILI.../Parallel Universe	1701
20	26 LEWIS WURST/Outside	1634
21	26 SR-71/Right Now	1638
22	24 GREEN DAY/Wrecking Ball	1512
22	24 STRAIT UP FLAJJON.../Angel's Son	1512
21	23 INCUBUS/Drive	1449
22	22 LIMP BIZKIT/Rollin'	1373
21	21 NICKELBACK/Breathless	1373
20	21 GREEN DAY/Wrecking Ball	1260
20	20 ORGY/Religion</	

New Music Specialty Shows

R&R's Exclusive Look At The Cutting Edge Of Alternative

Alien Ant Farm Invasion

Wow, have I been living the life of the rich and famous this past week. TVT's Kerry Marsico had me in tow when we showed up at the *Snatch* movie premiere party at Blue in Hollywood last week. TVT put out the soundtrack for the film and supplied this superstar-studded, very exclusive bash with the musical talents of their own DJ Demetri. As you can imagine, there was an open bar, and good times were had by all. Speaking of premieres, Sean Ziebarth from Nitro came by the office to say hello and to give R&R Asst. Rock Editor Tracey Hoskin and I a sneak peak at AFI's video for their single "Days of the Phoenix." All I have to say is, AFI rock!

As far as the update on new music goes, I received the latest *Oleander* single, "Are You There?" from their upcoming album, *Unwind*. If this song is any indication of what the rest of the album sounds like, *Oleander* have a great year in store for them. If you have yet to receive the single, give Universal promo goddess Jessica Siracusa a call at 212-373-0779. While you have her on the phone, you might also want to ask her for an advance of the Bob Schneider CD *Lonelyland*. The former frontman of Austin's Ugly Americans

has done a great job with his solo efforts. This record definitely deserves a listen. Tony at Sub Pop also sent me a great new record by a band called Arlo. The album, *Up High in the Night*, is the first full-length put together by this Los Angeles-based foursome whose sound is moody rock with great vocals and loads of guitar. Call Tony for more info at 206-441-8441.

Now, on to the chart. *Alien Ant Farm* take over this week, claiming the No. 1 position and coming out just above Warner Bros.' two current specialty hits, *Hesher* at No. 2 and *John Frusciante* (up a whopping eight spots) at No. 3. RCA's *Skrape* hold onto the No. 9 spot for the second week in a row, and *Vast* move up to the No. 12 position from No. 20 last week. Debuts this week include *Chronic Future* at No. 4 with their new single, "The Majik," *Orgy* at No. 8, *Tinfed* at No. 14, 'A' at No. 15 and *Dropkick Murphy's* at No. 16. **Records of the Week:** Arlo and Astralwerks' *Rareworks* compilation.



R&R Top 20 Artists

January 26, 2001

- 1 ALIEN ANT FARM (*DreamWorks*) "Movies"
- 2 HESHER (*Warner Bros.*) "Things"
- 3 JOHN FRUSCIANTE (*Warner Bros.*) "Going Inside"
- 4 CHRONIC FUTURE (*Beyond*) "The Majik"
- 5 SWEET NOVEMBER SDTK (*Reprise*) "Various"
- 6 DONNAS (*Lookout*) "40 Boys In 40 Nights"
- 7 RUN-D.M.C. (*Arista*) "Rock Show"
- 8 ORGY (*Elementree/Reprise*) "Opticon"
- 9 SKRAPE (*RCA*) "Waste"
- 10 PJ HARVEY (*Island/IDJMG*) "Good Fortune"
- 11 COLD (*Flip/A&M/Interscope*) "No One"
- 12 VAST (*Elektra/EEG*) "I Don't Have Anything"
- 13 NEW FOUND GLORY (*Drive-Thru/MCA*) "Hit Or Miss"
- 14 TINFED (*Third Rail/Hollywood*) "Drop"
- 15 'A' (*Mammoth*) "Old Folks"
- 16 DROPKICK MURPHY'S (*Epitaph*) "The Gauntlet"
- 17 BADLY DRAWN BOY (*Beggars Banquet*) "Disillusion"
- 18 DOVES (*Heavenly/Astralwerks/Virgin*) "Catch The Sun"
- 19 DEFTONES (*Maverick*) "Digital Bath"
- 20 WESTON (*Mojo/Universal*) "To Some I'm Genius"

Ranked by total number of shows reporting artist.

Specialty Show Reporters

Shows and their Top 5 songs listed alphabetically by market

WEOX/Albany, NY Downbeat Thursday 12:30-3pm Eric Primus Radio Gods "Fading Out" BT "Shame" Vest "I Don't Have ..." Offshore "Tale" Ashby Babyhead "Mr"	WAQZ/Cincinnati, OH Morning Room Sunday 10pm-midnight Hegan Oleander "Are You There?" Incubus "You Will Be ..." Dave Matthews Band "I Did It" Vest "I Don't Have ..." Finger Eleven "Sulfocate"	KXTE/Las Vegas, NV It Hurts When I Pee Saturday 10pm-12am Sam Williams At The Drive In "Embale" Dropkick Murphy's "Gauntlet" Skrape "Waste" Rusted Pine "Breathing Me Up" Sevendust "Porno Gateway"	KRZO/Reno, NV Wake The Neighbors Saturday 10pm-12am Sam Williams At The Drive In "Embale" Dropkick Murphy's "Gauntlet" Skrape "Waste" Rusted Pine "Breathing Me Up" Sevendust "Porno Gateway"
WHRL/Albany, NY Testing 1,2,3 Sunday 9pm-9pm Ouburn John Frusciante "Going Inside" Weston "To Some I'm Genius" Brassy "No Comedian" Heshher "Things" PJ Harvey "Good Fortune" A "Old Folks"	WXEG/Dayton, OH The X Spin Cycle Sunday 9-10:30pm Alton Ramiz 3 Doors Down "Duck & Run" Alan Ant Farm "Movies" Limp Bizkit "My Way" Our Lady Peace "Life" Cold "No One"	KROQ/Los Angeles, CA Redeye On The Roo Sunday 10pm-midnight Redeye Dropkick Murphy's "Gauntlet" Downcast "40 Boys In 40 Nights" Jonsi "It's Angels" Vanzetta "Only You Know" Killing Head "Mascara" Tenderloin "What Is A Man"	KWOD/Sacramento, CA Alternative Beat Sunday 10pm-12am DJ David X Limp Bizkit "My Way" Fall "Wagon Wheel" Hardcore "Machete" Fatboy Slim "Ya Mama" Rage Against The Machine "Paperplanes Of Fury"
KTEG/Albuquerque, NM Burning Sensations Sunday 9pm-10pm Adam 12 Donnas "40 Boys In 40 Nights" Earth Crisis "Sinner" Jonsi "It's Angels" Eastern Youth "Sambition" Get Up Kids "On With The Show"	KTCL/Des Moines, IA Adventure University Sunday 7:30-8:30pm Professor Kai Badly Drawn Boy "Disillusion" Frank Black "Robert Onion" Alan Ant Farm "Movies" New Found Glory "Hit Or Miss" Queens Of The Stone Age "Feel Good Hit Of The Year"	WHTG/Monmouth, NJ The Underground Sunday 10pm-midnight Jeff Ruppe Badly Drawn Boy "Disillusion" BT "Shame" Frank Black "Robert Onion" Queens Of The Stone Age "Feel Good Hit Of The Year" A "Old Folks"	KCOX/San Bernardino, CA X-treme X Saturday 9pm-10pm Dave Dossy/Darryl James Madvayne "Dig" Skunkie "I'm In It" Marilyn Manson "Fight Song" Stone Island "Change Unleashed" Slaves On Dope "Pushing Me"
WNNX/Atlanta, GA Sunday School Sunday 9pm-10pm Jay Marley Frank Black "Robert Onion" Fuel "Innocent" A "Old Folks" PJ Harvey "Good Fortune" Tinfed "Drop"	WEJE/Fort Wayne, IN The Living Room Sunday 7:30pm-8:30pm Matt Aronoff A "Old Folks" American Hi-Fi "Flavor Of The West" Alan Ant Farm "Movies" New Found Glory "Hit Or Miss" God Lives Underwater "Fame"	WYRK/New York, NY The "Burr" Sunday 10pm-midnight Matt Pfeiffer Oleander "Are You There?" Heshher "Things" Tapproot "I" Everlast "Out Of The Death" Tinfed "Breakdown"	XTRA/San Diego, CA The Lab Sunday 7pm-8pm Action BJ Wilroy Orgy "Opticon" Alan Woodard "Wings One Night" New Found Glory "Hit Or Miss" Old 97's "King Of The Hill" Green Day "Cathode"
WRAX/Birmingham, AL Rag's Coliseum Sunday 10pm-11pm Scott Register Dido "I'm No Angel" Festival "Seventeen, TX" Paul Potts "Jet Avenir" Rancid "Grind 1 World Bred" Steve Earle "Open Your Window"	WJDX/Fl. Myers, FL 90 X-treme Sunday 9-10pm Scott Register Dido "I'm No Angel" Scorpions "Waste" Queens Of The Stone Age "Feel Good Hit Of The Year" Godhead "Break You Down" Non-Point "Victim"	WROX/Norfolk, VA The Punk Show Sunday 10pm-midnight Michael & Josh Disincarnate "I'm The One" Dinosaur "Tilted" 7 Seconds "10 Red Balloons" Swingin' Limbs "Piss And Smokey" Misery "Loser"	KITS/San Francisco, CA Soundcheck Sunday 10pm-midnight Aaron American Creeper Legion "Wrecking Ball" Donnas "40 Boys In 40 Nights" Rancid "Infectious" Alltime Low "Shouldn't" Brandy "Polymer"
WBCN/Boston, MA National Emotions Sunday 8-10pm Goulgou/Wesley O Brassy "Wreck & Out" Donnas "40 Boys In 40 Nights" Senseless "Chromedy" Verapend "Shiny Shirt" Queens Of The Stone Age "Feel Good Hit Of The Year"	WEEQ/Hagerstown, MD Now Hear This Sunday 10pm-midnight Austin Davis Dave Matthews Band "I Did It" Good Charlotte "Lit Me Up" Vertical Horizon "Best I Ever Had" Supreme Bangers "Goldfinger" Heshher "Things"	WPLY/Philadelphia, PA Y-Hot Sunday 9pm-10:30pm Ben Folds David Gray "Salt Away" Grand Theft Auto "We Live U" Killing Head "Mascara" Our Lady Peace "Life" U2 "In A Little While"	KJEE/Santa Barbara, CA New Beats Monday 10pm-midnight Steve Mansbach Frank Black "Robert" Grandstand "Crystal Lake" Bad Astronaut "Anastasia" Queens Of The Stone Age "Feel Good Hit Of The Year" Spineshank "New Dances"
WFMX/Boston, MA The First Contact Sunday 9pm-10:30pm Zach Brooks Donnas "40 Boys In 40 Nights" Weston "To Some I'm Genius" John Frusciante "Moments Have You" Sound Of Urchin "Dust Show Spy"	WMRQ/Hartford, CT Spinning Urge Sunday 10pm-midnight Corbin Clark Team In The Ression "Johnny On The Spot" Lenny Kravitz "Wish" BS2000 "Scrapie" Killing Head "Mascara" Paulson's Accomplish "You Do It Angrily"	WXDX/Pittsburgh, PA Edge Of The X Sunday 9pm-midnight Lenny Kravitz Project 86 "We Against Me" Dinosaur "Tilted" Fuel "Last Time" Sin O Matic "Feel Alive" Eric Michael Hopper "It's Just Around"	KMDD/Seattle, WA Leadbeater Sunday 11:30pm-midnight Bill Field Rusted Pine "Breathing Me Up" John Frusciante "Going Inside" Gonzo "I'm Coyote" Steve Malkmus "Discretion Grov" Coldplay "Don't Panic"
WEDG/Buffalo, NY Next Wave Monday 10pm-11pm Ryan Patrick Fuel "Innocent" Alan Ant Farm "Movies" Weston "To Some I'm Genius" Global Village "Farah" John Frusciante "Going Inside"	WEDJ/Indianapolis, IN A Beat To The Head Sunday 7pm-8pm Jason They Number "Power" Vignettes "We Will Outlive You" Cook Carter "Bluesy Feet" Bodies "Innocent" Cause For Alarm "Life Is Beautiful"	WCYY/Portland, ME Spinout Thursday 7-8pm Shawn Jeffrey Doves "Catch The Sun" New Found Glory "Hit Or Miss" We Sang Clam "Protect Ya Back" Donnas "40 Boys In 40 Nights" Vest "I Don't Have ..."	WXSR/Tallahassee, FL Underground Lounge Sunday 8-10pm Rob The Lounge Lizard John Frusciante "Going Inside" Run DMC "Rock Show" Papa Roach "Indestructible" Spineshank "New Dances" New Found Glory "Hit Or Miss"
WBTZ/Burlington, VT Spinning Urge Sunday 9-10:30pm Steve Picardi Blink 182 "Scatterheart" Rusted Pine "Public Places" Limp Bizkit "My Way" Limp Bizkit "My Way" Limp Bizkit "My Way"	WRZX/Indianapolis, IN Hangover Cafe Sunday 8pm-noon Dave Deegan Everlast "Goddamn" Eels "Graciously" Frank Black "Robert Onion" Badly Drawn Boy "Disillusion" Jay Marley "Somewhere In Ohio"	WOST/Poughkeepsie, NY Indie Flat Thursday 10:30-11:30pm Justin Huberman Dropkick Murphy's "Gauntlet" Action Time "Stay In The Car" Bryan Ferry "Black Eyes" Black Heart "Queen Of The Night" Rusted Pine "Breathing Me Up"	KFMA/Tucson, AZ Test Department Sunday 6-8pm Matt Gray BS2000 "Scrapie" Skrape "Waste" New Found Glory "Hit Or Miss" Tinfed "Drop" Orgy "Opticon"
WAVF/Charleston, SC Cutting Edge Sunday 8:30-10pm Bryant Stone Skrape "Waste" R.L. Burnside "Got Mezzed Up" John Frusciante "Going Inside" BT "Shame" PJ Harvey "Good Fortune"	WPLA/Jacksonville, FL Forbidden Planet Saturday 9pm-10pm Richard Goodman Frank Black "Robert Onion" Get Up Kids "On With The Show" Donnas "40 Boys In 40 Nights" Holmes/House Of Pain "Just Another ..." Badly Drawn Boy "Disillusion"	WBRU/Providence, RI Breaking And Entering Wednesday 10pm-11:30pm Becky Potholite John Frusciante "Going Inside" John Frusciante "Going Inside" Bonham MC's "Upcoming Beats" Coldplay "Everything's Not"	KMYZ/Tulsa, OK New From The Edge Tuesday 10pm-11:30pm Raging Oleander "Are You There?" Skrape "Waste" New Found Glory "Hit Or Miss" Rusted Pine "Breathing Me Up" BT "Shame"

40 Total Reporters



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JOHN SCHOENBERGER

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Two Sides Of The Same Coin

Adult Alternative gets demo-specific

Last June, at R&R Convention 2000 in Los Angeles, SBR Creative Media's Dave Rahn and then-free agent Paul Marszalek (now VP/Music Programming at VH1) did a presentation at the Adult Alternative panel, "Adult Alternative — How's It Doing? Where Can It Go? Two Recipes for Success." Much of what they had to say still holds true — so much so that their perspective on two possible approaches to the format deserves a second look.

Separate But Equal

I've often spouted off that we're a seemingly disparate group of stations that ultimately have more in common than not. Certainly, the emphasis on targeting 25-54 adults puts us all in the same ballpark, but a more specific demographic focus is needed for success these days. The deciding factors for which approach to take have everything to do with the makeup of the market you're in and what kind of heritage your station has or a once-popular station had.

Statistics culled from 1999 R&R and Arbitron figures indicate that the 10-year target cell for Adult Alternative listeners is between 32 and 42 years old. These key Arbitron cells dictate your approach: You should either emphasize 35-44 or 25-34, keeping in mind that your specific targets within these age groups are slightly more male (55%) than female and more college-educated and higher in income than any other format except Classical.

This is obviously a very lucrative audience to aspire to, and the most-successful major-market Adult Alternative stations reap the benefits with annual billing that often exceeds — sometimes by a great deal — \$20 million.

Two Approaches

There are two ways to create a new station: 1) Go after 35-44, lean on the classic rock side, and superserve the baby-boomer bulge, or 2) go after the 25-34 listener who is somewhere between alternative and classic rock in his tastes.

In the former case, you're going after the more open-minded bottom half of the baby boomers, those who still yearn to learn about new music and new artists. Most stations that service them are tired-sounding or have begun to abandon them for a younger crowd by rocking harder.

These listeners' Progressive radio experience when they were



Dave Rahn



Paul Marszalek

younger makes them tolerant of multiple genres, provided the music is presented in a way that nurtures coalitions and comfortable musical timelines. According to Marszalek, if done properly, the 35-44 target spills into 35-40 and can flank Hot AC, yet converts consistently 25-54.

The mean listener age is 39: He or she was born in 1961 and went to high school between 1976-79 and to college in the early '80s. These people like cool classic rock titles but are still interested in new

over the long haul. Rahn believes that in this case you need to create a new programming model that borrows strongly from Adult Alternative stalwarts. You're programming for a new generation, much as WXRT/Chicago, KBCO/Denver-Boulder and KINK/Portland did 20 or more years ago.

Your target should be 23-34-year-olds who have outgrown Alternative radio (but still tune in), who find Hot AC too lightweight and repetitive (but still tune in) and who find Classic Rock too old. The mean listener would be about 29: He or she was born in 1971 and attended high school from 1986-89 and college from 1989-92.

You focus on music that's '90s-based, using '80s songs only as spice, then round it out with the appropriate mix of currents. Listeners at this age still feel close to the music they grew up with. They may be a little curious about styles from an earlier period, and they definitely want to learn about new artists and their music.

Identify, Then Strategize

At the panel Marszalek championed the traditional 35-44 approach, saying, "You cannot deny that the largest demographic cell in every single Arbitron-rated market is 35-44. That's just a fact. Because that cell has a better lifestyle match, your music mix is going to end up being more consistent, and your power ratio of advertising vs. ratings will likely be much, much better."

Marszalek now observes, "When I was programming radio, I didn't believe in any of that audience-conversion stuff. My vision of Triple A was never anything but a state-of-the-art, mainstream Rock station, and that audience already existed. I wasn't trying to convert them to folk music or anything else: I was simply trying to find the right balance between the classic music of the format and the right currents.

"My vision of Triple A was never anything but a state-of-the-art, mainstream Rock station."

Paul Marszalek

music by the artists they grew up with or by new artists who have been influenced by them, as long as it's not too pop or too alternative.

In the latter case you're getting the listeners while they're young (but already maturing) and looking for a station they can stick with

Good Wishes From An AA PD

A few nice words about interim AA Editor Adam Jacobson (and me too).

Adam,

I've been enjoying your pieces in the Adult Alternative section of R&R these last several months, especially the "Where the Studio Is the Classroom" piece on [Columbia City High School's] WJHS/Columbia City, IN. It's sad in a way to see you turning over the reins to John Schoenberger, but he's a great guy and will be a solid, full-time shot in the arm for the magazine and the Adult Alternative format as a whole.

Here at WAPS (The Summit) in Akron, we've been a reporting station to John's "totallyadult chart" in *Album Network* for over five years now, and, though I had few direct dealings with him personally, he's practically the godfather of the Adult Alternative format as far as trade magazines go, and I've never heard an unkind word said about him. I wish him all the best, and I think you'll enjoy having him on board.

I am PD/MD of an Adult Alternative that happens to be owned by a public school system, and the WJHS story brought back many fond and not-so-fond memories of where my station stood about eight or 10 years ago, including the evolution from Alternative to Adult Alternative.

Thankfully, WAPS is now operated by a paid full-time staff, with some assistance from high school and college interns. I'd have to say the biggest shot in our arm was the purchase of a big-gun hard-drive audio system that lets us use first-class voice-tracking for the entire on-air sound and focus our employees' talents on behind-the-scenes strengths and battles; that, and having our live signal streaming on our website 24/7. Looks like [WJHS GM] Tim Moriarty is on the right track, and our music mixes are spookily similar.

Thanks again for your good work as R&R's Adult Alternative "designated hitter." You've done a fine job, and the future seems bright with John Schoenberger in the house.

— Bill Gruber, PD/MD of WAPS (The Summit)/Akron

The views expressed in letters to R&R are those of the writers only. The writers are solely responsible for their content. R&R reserves the right to edit letters.

"What I'm talking about is adapting a Rock programming philosophy — proven successful over the years — that's more artist-based and more musically credible."

Dave Rahn

"The current music is what differentiates your station from the Classic Rocker or heritage AOR. Packaging is also very important: how you treat the audience, how you promote yourself to the audience, what your community involvement is and so on — all of which have pretty common expectations among the 35-44 crowd.

"When you ask the NAC guys how they get bonused, it's based on 35+. Those stations are 35-64 flamethrowers, and they make a lot of money. There are all kinds of business applications for the 35-44 argument as well. For example, even if you have a 4 share 18-34,

you might actually be able to make more money with a 3 share 25-54."

Rahn doesn't disagree, although he was the proponent of the 25-34 approach on the panel. "We both took a position to make our points," he says, "but we also both went into it knowing that either approach could be legitimate, depending on the market and its programming makeup. Can you keep getting older and still remain a vibrant and successful station? The answer is yes, absolutely, as evidenced by such stations as KFOG/San Francisco, where Paul used to

Continued on Page 120

Two Sides Of The Same Coin

Continued from Page 119

program, and KBCO/Denver-Boulder, WXRT/Chicago, KTCZ/Minneapolis and KINK/Portland. You have the fact that 35-44 is the largest demo around, but these stations' successes are largely built on the fact that they have heritage in their markets."

Try A New Angle

"The argument I was making at the panel," Rahn explains, "was addressing the question we are so often asked: Why aren't there more new Adult Alternatives signing on? One of the reasons is that the most successful ones have had a long time to build their brands. One can argue that it's hard to hit the ground running with that type of momentum with a brand-new station.

"Besides, there are many markets where a station might be perceived or categorized as something else but fulfills much of the role that a 35-44 or higher Adult Alternative station would. Many of those big, old-line Midwest AORs play just enough new music to satisfy that need in the market, for example, and it's hard to supplant them.

"So why not go for the younger, 25-34 audience and build a new audience community, much like the Triple A's did several years ago? If the market conditions were right, you could go for the older audience, but lacking that hole or some kind of heritage to seize upon, I believe there's an opportunity for this new type of Adult Alternative. The audience is more adventurous concerning new music and in expanding its horizon. The listeners no longer feel like they're part of the musical scene that Alternative radio is now serving, and Hot AC is too pop-oriented. Essentially, you're building a new foundation to gradually mature with.

"The downside can be in the fact that it's a more crowded playing field. Over the past few years we've seen Hot ACs come in and, now, the '80s approach — which, by the way, doesn't serve the need for exposing new music. But I still believe that most Hot ACs are coming from an AC mentality in terms of programming philosophy. What I'm talking about is adapting a Rock programming philosophy — proven successful over the years — that's more artist-based and more musically credible.

"At this point it's hard to find a pure example of what I'm referring to, but stations like KKMR/Dallas and KENZ/Salt Lake City are fulfilling that role. Much like their older counterparts, they are playing a mix of cool music from up to 10 years ago with the appropriate new music.

"If you are going to take this approach, you still have to have patience and realize that you're developing something for the long run. It maintains all the ideals of old-school Triple A while adapting itself to today's musical variety. Remember not to be too stylistically narrow and to be sensitive to which music has a reliable enough history in the market you're targeting.

"These 25-34 listeners can relate to the music that College and Alternative radio were playing in the early '90s, but artists like Eminem and Limp Bizkit are beyond them. So, really, whether you're targeting 28-year-olds or 38-year-olds, the programming philosophy of mixing old music with new music in an intelligent way remains the same. Your musical window and references are what will be different."

Stay Focused

The music you program says more about who you are and what you represent than anything else. However, programming with your target listener's lifestyle top-of-

mind is also crucial. On a national level there are many common aspects for each demo cell you go for, but there are also crucial details that are specific to particular markets or regions of the country.

In the new, younger model you take the approach of building a new community that you hope to nurture and then creating a product to sell to them. In the older model you fine-tune your product and then sell to a community that is already well-defined. In the new model you are identifying a group of people who seem to fit together and programming the music that's common among them. In the older model you identify the music that seems to fit together to align the listeners behind your station.

There are many reasons for underperformance. One of the most common is failing to identify the proper market hole and, therefore, the right target demo, which dictates the model to execute. Always ask yourself whether you have a proper balance to solidify your core listeners while remaining friendly enough to build cume. Don't be distracted by the myth that Adult Alternative has to be eclectic. Don't overthink what the Hot AC or Alternative station is doing in the market: your target listener should be distinct from theirs.

In either case, you have to be very clear on your goals and stick to them to build a loyal audience. Remember, your objective is long-term, resulting in a reliable audience once you've reached them. You have to be consistent in your message and steadfast in your approach.

Lastly, whichever community you've chosen to champion, you must live with them. A presence in all the places they frequent — in addition to the office or the car — is crucial. Just think of KBCO's Kinetic Sculpture Contest or WXRT's Fourth of July fireworks extravaganza, and you'll get the idea.

The Future Of Adult Alternative

The overall target audience for Adult Alternative is 25-54. However, a station can be focused to reach the upper or lower end of that demo, depending on market conditions. Either way, the potential audience is very lucrative and loyal.

Who's Listening To Adult Alternative?

- Ten-year target cell: 32-42 years old
- Key Arbitron cells: 35-44 and 25-34
- Fifty-five percent male
- More college-educated than any format except Classical
- Higher income than any format except Classical

If You're Targeting 35-44

- Thirty-five-44 is the largest demo cell in every Arbitron market
- Target age is 39
- Listeners are tolerant of multiple genres and some new music
- It's easy to avoid fly-by-night musical trends
- Fewer musical competitors, especially for men
- Classic Rock competitors are tired and predictable
- Hot AC is too pop-oriented and repetitive
- Alternative is no longer a competitor — the music is too hard
- Target spills to 30-49 and flanks Hot AC, yet converts consistently 25-54
- Redefine format as state-of-the-art, mainstream Rocker

If You're Targeting 25-34

- Don't follow the old Triple A model
- Maintain a Rock radio philosophy
- Program to the 25-34 generation the way successful Adult Alternative stations did 20 or more years ago
- Target age is 29
- Listeners like '90s-based music with '80s as spice and are very interested in music, both old and new
- They've outgrown Alternative (but come it)
- They find Hot AC too lightweight (but come it)
- They find Classic Rock too old
- Redefine your format as "The New Adult Alternative"

National statistics from R&R and Arbitron

We apologize for the delay.

Now boarding! (28 years late...)

Paul Pena

"JET AIRLINER"

www.hybridrecordings.com contact Jason Fisher 212-868-7311 jason@hybridrecordings.com

Impacting January 29th



January 26, 2001

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	DAVE MATTHEWS BAND I Did It (RCA)	499	+51	43654	3	24/1
1	2	FIVE FOR FIGHTING Easy Tonight (Aware/Columbia)	453	-28	34716	17	25/0
5	3	JOSH JOPLIN GROUP Camera One (Artemis)	406	+40	26722	9	23/0
10	4	U2 Walk On (Interscope)	374	+37	27257	3	26/2
7	5	DIDO Thankyou (Arista)	364	+18	30387	9	17/0
3	6	TRACY CHAPMAN It's OK (Elektra/EEG)	356	-29	24941	9	23/0
4	7	LENNY KRAVITZ Again (Virgin)	347	-21	25663	12	20/0
9	8	MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	342	-2	27110	14	14/0
8	9	U2 Beautiful Day (Interscope)	340	-5	30245	18	21/0
11	10	GREEN DAY Warning (Reprise)	339	+10	25056	6	22/1
12	11	DAVID GRAY Babylon (ATO/RCA)	334	+9	31891	33	22/0
14	12	PAT MCGEE BAND Rebecca (Giant/WB)	325	+14	21382	15	19/0
17	13	COLDPLAY Yellow (Nettwerk/Capitol)	280	+24	18902	4	20/2
15	14	JOAN OSBORNE Running Out Of Time (Interscope)	274	-3	20445	5	21/0
16	15	COLLECTIVE SOUL Perfect Day (Atlantic)	267	+9	26659	5	15/0
6	16	SHAWN MULLINS Everywhere I Go (Columbia)	264	-84	15160	18	20/0
18	17	MARK KNOPFLER What It Is (Warner Bros.)	257	+6	28435	19	20/0
20	18	MOBY F/GWEN STEFANI Southside (V2)	237	+1	12868	7	15/0
23	19	DAVID GRAY Please Forgive Me (ATO/RCA)	237	+38	19986	10	12/0
13	20	WALLFLOWERS Sleepwalker (Interscope)	233	-81	17263	19	18/0
26	21	SEMISONIC Chemistry (MCA)	220	+56	15783	2	20/1
19	22	DEXTER FREEBISH Leaving Town (Capitol)	212	-38	11665	20	16/0
21	23	CREED With Arms Wide Open (Wind-up)	209	-1	17830	15	12/0
27	24	EVERLAST I Can't Move (Tommy Boy)	191	+38	11112	4	14/0
24	25	DANDY WARHOLS Bohemian Like You (Capitol)	166	-25	16717	19	16/0
22	26	INDIGENOUS Rest Of My Days (Pachyderm)	144	-60	10192	16	16/0
Debut	27	BARENAKED LADIES Too Little Too Late (Reprise)	134	+96	7901	1	21/6
25	28	FOO FIGHTERS Next Year (Roswell/RCA)	133	-40	7218	17	10/0
28	29	LIFEHOUSE Hanging By A Moment (DreamWorks)	119	-15	4517	2	5/0
-	30	3 DOORS DOWN Kryptonite (Republic/Universal)	115	+2	10385	8	7/0



27 Adult Alternative 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 1/14-Saturday 1/20. 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 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

STEVE EARLE Everyone's In Love With You (E-Squared/Artemis)
Total Plays: 114, Total Stations: 14, Adds: 1

INCUBUS Drive (Immortal/Epic)
Total Plays: 113, Total Stations: 4, Adds: 0

SADE By Your Side (Epic)
Total Plays: 108, Total Stations: 5, Adds: 0

PJ HARVEY Good Fortune (Island/IDJMG)
Total Plays: 86, Total Stations: 8, Adds: 0

WALLFLOWERS Letters From The Wasteland (Interscope)
Total Plays: 85, Total Stations: 17, Adds: 16

JONATHA BROOKE Linger (Bad Dog)
Total Plays: 80, Total Stations: 10, Adds: 2

SHAWN COLVIN Whole New You (Columbia)
Total Plays: 69, Total Stations: 15, Adds: 14

VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)
Total Plays: 69, Total Stations: 3, Adds: 0

STEELY DAN What A Shame About Me (Giant/Reprise)
Total Plays: 52, Total Stations: 6, Adds: 0

JEB LOY NICHOLS Heaven Right Here (Rykodisc)
Total Plays: 49, Total Stations: 8, Adds: 2

Songs ranked by total plays

Most Added

ARTIST TITLE LABEL(S)	ADDS
WALLFLOWERS Letters From The Wasteland (Interscope)	16
SHAWN COLVIN Whole New You (Columbia)	14
BARENAKED LADIES Too Little Too Late (Reprise)	6
DAR WILLIAMS I Won't Be Your Yoko Ono (Razor & Tie)	5
UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	4
FASTBALL Love Is Expensive And Free (Hollywood)	4
DELERIUM Daylight (Nettwerk)	3

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BARENAKED LADIES Too Little Too Late (Reprise)	+96
WALLFLOWERS Letters From The Wasteland (Interscope)	+69
JONATHA BROOKE Linger (Bad Dog)	+64
SEMISONIC Chemistry (MCA)	+56
VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)	+52
DAVE MATTHEWS BAND I Did It (RCA)	+51
JEB LOY NICHOLS Heaven Right Here (Rykodisc)	+49
SHAWN COLVIN Whole New You (Columbia)	+46
JOSH JOPLIN GROUP Camera One (Artemis)	+40
EVERLAST I Can't Move (Tommy Boy)	+38
DAVID GRAY Please Forgive Me (ATO/RCA)	+38
AMY CORREIA Life Is Beautiful (Capitol)	+38
U2 Walk On (Interscope)	+37
SHEMOKIA COPELAND Love Scene (Alligator)	+35
JIMMY SMITH Only In It For... (Blue Thumb/Verve/VMG)	+29
SARAH HARMER Weakened State (Zoe/Rounder)	+28

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.

Letters from the Wasteland
The new single from
The Wallflowers (Breach)

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We are seeking an effective leader, self-motivated and goal oriented, with excellent presentation skills and the drive to achieve and surpass revenue budgets. Minimum 7 years sales and sales management experience in network or national radio and/or interactive advertising/media sales experience required. For immediate consideration, please send your resume and cover letter to David Juris, President/CEO, XACT Radio Network, by fax to 303-744-8958, or e-mail to djuris@xactradio.com. EOE


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Contact Henry Mowry, Sales Manager, at (310) 788-1626 or hmowry@rronline.com. Fax your resume to (310) 203-8450. All inquiries will remain strictly confidential. EOE

EAST

Market leading AC seeks family friendly, PM drive talent. Possible MD (Selector). T&R: Randy Jay, WLZW, 8280 Clark Mills Rd., Whitesboro, NY 13492. EOE (01/26)

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seeks copywriter/production director. We provide excellent salary and benefits, as well as a state of the art facility in one of America's most livable cities. You provide the ability to work well with clients and create the best damned production in North America. Prior on-air experience a plus but not mandatory. Here's the best part. We are not owned by Clear Channel!!! Females and minorities encouraged. Radio & Records, 10100 Santa Monica Blvd., #953, 5th Floor, Los Angeles, CA 90067. EOE

Air Talent

Alternative Rock station in north-east region seeks air talent. Ideal candidate will have two years of on-air experience. College degree preferred. Rush tape and resume to: Radio & Records, 10100 Santa Monica Blvd., #955, 5th Floor, Los Angeles, CA 90067. EOE

CHR Mornings in D.C.

Z104, Bonneville's CHR station in the Nation's Capital, is looking for America's best CHR morning personalities to take the station to the next level. Real, compelling, funny, entertaining, can communicate to the 18-34 demo, is that you? Then we need to hear from you. Must have at least three years major market experience. You must be a show prep junkie who loves to create radio art, loves to do appearances and can find your way around a modern evolving digital facility.

The ideal candidate must have a creative spirit, positive attitude and a willingness to do whatever it takes to get the job done. You must possess the passion to dominate mornings. You must be a creative team player and have an appreciation for the 'net.

Rush tape and resume to: Human Resources, Z104, 2000 15th Street, North, Suite 200, Arlington, VA 22201. No phone calls, please. Bonneville International is an Equal Opportunity/Affirmative Action Employer.

WZBZ 99.3/105.5 "The Buzz"

Atlantic City is in search of full and part time air talent and producers for immediate employment. Located in the heart of legendary Atlantic City "The Buzz" is a unique and exciting new top 40-dance station serving the Southern New Jersey Shore. Send your demo, resume, and photo to Ted Noah, WZBZ, 2922 Atlantic Avenue, Suite 201, Atlantic City, New Jersey 08401. The Buzz is an EOE employer. Minorities are encouraged to apply. Sorry no calls.

Do you live for mornings?

Are you ready to live in the Northeast to be heard by listeners in a top five metro? Can you entertain, be funny, and still have room for music in your show? We're looking for a team player with three to five years morning show experience who can dominate Adults 25-54, who thinks out of the box, has creative writing skills, excellent phones, digital production capabilities, and a commitment to succeed at all costs. Live appearances a must. Is this you? Females and minorities strongly encouraged. EOE. Send us your best. Radio & Records, 10100 Santa Monica Blvd., #956, 5th Floor, Los Angeles, CA 90067.

Mix 93.3 Western New York's premiere Hot AC has a rare opening for a morning host. Strong production and appearances a must!! State of the art facility, exemplary salary and benefits. Females and minorities encouraged. Send Tape and Resume to: Mike Taylor, WWSE, 2 Orchard Rd., W.E., Jamestown, NY 14701. EOE

Senior Sales Vice President Clear Channel New York

Clear Channel has an immediate opening for the position of Senior Sales Vice President in New York. The qualified candidate will lead and manage the sales organization for our seven-station cluster. You will lead a team of six General Sales Managers and a Group Sales Office to make sure that we are customer focused and leveraging the assets of the cluster on their behalf. You will work with the GSM's to create sales strategies for each station, recruit and develop our talented people.

Candidates must be excellent leaders with a track record of success. This is an extremely challenging and exciting position with tremendous potential for professional growth.

For immediate consideration, send your resume and cover letter to Andrew Rosen, Market EVP, Clear Channel New York, 1120 Avenue of the Americas, 18th Floor, New York, NY 10036.

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SOUTH

Program Director with minimum 3 years experience in a personality oriented format. Good people, management and computer skills required. We offer good pay, good benefits. An EEO company. Send resumes to: Radio & Records, 10100 Santa Monica Blvd., #952, 5th Floor, Los Angeles, CA 90067. EOE

New Life 91.9 WRCM, Charlotte, NC is looking for a fulltime promotions director. We need a friendly, creative, team player with a minimum three years related experience. Exceptional writing and people skills a must. On-air experience is a definite plus. If you're ready to join a fun, growing, and professional radio station, rush your tape and resume to: Joe Paulo, General Manager, c/o New Life 91.9, P.O. Box 17069, Charlotte, NC 28227. No phone calls please. EOE.

MIDWEST

WOLZ is searching for it's next Evening Talent. T&R/picture to: Program Director, WOLZ, P.O. Box 460, Springfield, IL 62705. EOE (01/26)

Job opening - Promotions Director with on air experience. WKKG FM Columbus, IN. Great benefits. Contact: jfoster@wccsradio.com. EOE (01/26)

General Sales Manager

Midwest Duopoly in Fort Wayne, Indiana looking for GSM with a proven record of success in generating revenue to train, recruit, motivate and lead sales staff. Good salary with override. Rush your resume to: Connie Kovas Communications, fax: 219-747-3999 or email to conniekovas@hotmail.com or call 219-747-5100. EOE

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CHR/POP

LW	TW	ARTIST	SON	Label
1	1	DESTINY'S CHILD	Independent Women Pt. 1	(Columbia)
2	2	SHAGGY	It Wasn't Me	(MCA)
3	3	DREAM	He Loves U Not	(Bad Boy/Arista)
7	4	LENNY KRAVITZ	Again	(Virgin)
6	5	JENNIFER LOPEZ	Love Don't Cost A Thing	(Epic)
5	6	MATCHBOX TWENTY	If You're Gone	(Lava/Atlantic)
4	7	MYA	Case Of The Ex (Whatcha...)	(University/Interscope)
9	8	MADONNA	Don't Tell Me	(Maverick/WB)
10	9	EVAN AND JARON	Crazy For This Girl	(Columbia)
8	10	CREED	With Arms Wide Open	(Wind-up)
14	11	98 DEGREES	My Everything	(Universal)
15	12	BBMAK	Still On Your Side	(Hollywood)
13	13	3 DOORS DOWN	Kryptonite	(Republic/Universal)
20	14	PINK	You Make Me Sick	(LaFace/Arista)
22	15	K-CI & JOJO	Crazy	(MCA)
11	16	DEBELAH MORGAN	Dance With Me	(DAS/Atlantic)
12	17	SAMANTHA MUMBA	Gotta Tell You	(Wildcard/Polydor/Interscope)
16	18	'N SYNC	This I Promise You	(Jive)
21	19	U2	Beautiful Day	(Interscope)
26	20	CRAZY TOWN	Butterfly	(Columbia)
19	21	FAITH HILL	The Way You Love Me	(Warner Bros.)
18	22	NELLY E.I.	(Fo' Reel/Universal)	
25	23	OUTKAST	Ms. Jackson	(LaFace/Arista)
27	24	O-TOWN	Liquid Dreams	(J)
34	25	SHAGGY	Angel	(MCA)
29	26	FUEL	Hemorrhage (In My Hands)	(550 Music/Epic)
37	27	BACKSTREET BOYS	The Call	(Jive)
50	28	AEROSMITH	Jaded	(Columbia)
23	29	BRITNEY SPEARS	Stronger	(Jive)
35	30	ATC	Around The World (La La La...)	(Republic/Universal)

#1 MOST ADDED

MYA Free (Ruff/WB/University/Interscope)

#1 MOST INCREASED PLAYS

RICKY MARTIN F.C. AGUILERA Nobody Wants To Be Lonely (Columbia)

TOP 5 NEW & ACTIVE

CORRS Breathless (143/Lava/Atlantic)

BAHA MEN You All Dat (Artemis)

LIMP BIZKIT Rollin' (Flip/Interscope)

MYA Free (Ruff/WB/University/Interscope)

BARENAKED LADIES Too Little Too Late (Reprise)

CHR begins on Page 42.

AC

LW	TW	ARTIST	SON	Label
1	1	'N SYNC	This I Promise You	(Jive)
2	2	BACKSTREET BOYS	Shape Of My Heart	(Jive)
3	3	FAITH HILL	The Way You Love Me	(Warner Bros.)
4	4	BBMAK	Back Here	(Hollywood)
5	5	HUEY LEWIS & GWYNETH PALTROW	Cruisin'	(Hollywood)
8	6	MARC ANTHONY	My Baby You	(Columbia)
6	7	DON HENLEY	Talking You Home	(Warner Bros.)
7	8	LEANN RIMES	I Need You	(Sparrow/Curb/Capitol)
9	9	FAITH HILL	Breathe	(Warner Bros.)
13	10	LEE ANN WOMACK	I Hope You Dance	(MCA/Universal)
10	11	MARC ANTHONY	You Sang To Me	(Columbia)
11	12	SAVAGE GARDEN	I Knew I Loved You	(Columbia)
12	13	LONESTAR	Amazed	(BNA)
15	14	CELINE DION	That's The Way It Is	(550 Music/Epic)
18	15	MATCHBOX TWENTY	If You're Gone	(Lava/Atlantic)
16	16	NATALIE COLE	Angel On My Shoulder	(Elektra/EEG)
14	17	CHRISTINA AGUILERA	I Turn To You	(RCA)
19	18	CORRS	Breathless	(143/Lava/Atlantic)
17	19	BRIAN MCKNIGHT	Back At One	(Motown/Universal)
20	20	BACKSTREET BOYS	Show Me The Meaning Of...	(Jive)
21	21	SADE	By Your Side	(Epic)
22	22	TOMI BRAXTON	Spanish Guitar	(LaFace/Arista)
24	23	DON HENLEY	Everything Is Different Now	(Warner Bros.)
29	24	SEAL	This Could Be Heaven	(London Sire)
27	25	BON JOVI	Thank You For Loving Me	(Island/IDJMG)
23	26	LEANN RIMES	Can't Fight The Moonlight	(London Sire/Curb)
28	27	LARA FABIAN	Love By Grace	(Columbia)
26	28	STING	My Funny Friend And Me	(Hollywood)
30	29	RICHARD MARX	Days In Avalon	(Signal 21)
25	30	LEIGH NASH	Need To Be Next To You	(Engine/Arista)

#1 MOST ADDED

ROD STEWART I Can't Deny It (Atlantic)

#1 MOST INCREASED PLAYS

RICKY MARTIN F.C. AGUILERA Nobody Wants To Be Lonely (Columbia)

TOP 5 NEW & ACTIVE

DAVID GRAY Babylon (ATO/RCA)

EVAN AND JARON Crazy For This Girl (Columbia)

ENYA Only Time (Reprise)

RICKY MARTIN F.C. AGUILERA Nobody Wants To Be Lonely (Columbia)

ROD STEWART I Can't Deny It (Atlantic)

AC begins on Page 81.

CHR/RHYTHMIC

LW	TW	ARTIST	SON	Label
1	1	OUTKAST	Ms. Jackson	(LaFace/Arista)
3	2	K-CI & JOJO	Crazy	(MCA)
9	3	JARULE F/L/L' MO AND VITA	Put It... (Murder Inc./Def Jam/IDJMG)	
6	4	SHAGGY	Angel	(MCA)
4	5	JAY-Z I Just Wanna Love U...	(Roc-A-Fella/IDJMG)	
2	6	SHAGGY	It Wasn't Me	(MCA)
8	7	JENNIFER LOPEZ	Love Don't Cost A Thing	(Epic)
5	8	DESTINY'S CHILD	Independent Women Pt. 1	(Columbia)
11	9	MYSTIKAL F/NIVEA	Danger (Been So Long)	(Jive)
7	10	LUDACRIS	What's Your Fantasy	(Def Jam South/IDJMG)
10	11	LIL BOW WOW	Bow Wow (That's My Name)	(So So Def/Columbia)
14	12	DREAM	He Loves U Not	(Bad Boy/Arista)
21	13	JOE F/MYSTIKAL	Stutter	(Jive)
16	14	MYA	Free	(Ruff/WB/University/Interscope)
13	15	3LW	No More (Baby I'ma Do Right)	(Epic)
12	16	R. KELLY	I Wish	(Jive)
19	17	PINK	You Make Me Sick	(LaFace/Arista)
18	18	CASH MONEY MILLIONAIRES	Project Chick	(Cash Money/Universal)
17	19	JARULE F/C. MILIAN	Between Me... (Murder Inc./Def Jam/IDJMG)	
22	20	NELLY	Ride Wit Me	(Fo' Reel/Universal)
15	21	NELLY E.I.	(Fo' Reel/Universal)	
23	22	JAGGED EDGE	Promise	(So So Def/Columbia)
24	23	XZIBIT	X	(Loud/Columbia)
26	24	SNOOP DOGG	Snoop Dogg	(No Limit/Priority)
25	25	112	It's Over Now	(Bad Boy/Arista)
34	26	LUDACRIS	Southern Hospitality	(Def Jam South/IDJMG)
27	27	MADONNA	Don't Tell Me	(Maverick/WB)
29	28	MEMPHIS BLEEK	Is That Your Chick	(Roc-A-Fella/IDJMG)
32	29	OUTSIDERZ	4 LIFE Not Enough	(BlackGround/Virgin)
37	30	MODJO	Lady (Hear Me Tonight)	(Barclay/MCA)

#1 MOST ADDED

EVE Who's That Girl (Ruff Ryders/Interscope)

#1 MOST INCREASED PLAYS

JOE F/MYSTIKAL Stutter (Jive)

TOP 5 NEW & ACTIVE

LUCY PEARL You (Poogie/Beyond/Hollywood)

JON B Don't Talk (Edmonds/Epic)

DAVE HOLLISTER One Woman Man (Def Squad/DreamWorks)

CARL THOMAS Emotional (Bad Boy/Arista)

BIG MOE Barre Baby (Wreckshop)

CHR begins on Page 42.

HOT AC

LW	TW	ARTIST	SON	Label
1	1	MATCHBOX TWENTY	If You're Gone	(Lava/Atlantic)
2	2	CREED	With Arms Wide Open	(Wind-up)
5	3	LENNY KRAVITZ	Again	(Virgin)
4	4	EVAN AND JARON	Crazy For This Girl	(Columbia)
3	5	BARENAKED LADIES	Pinch Me	(Reprise)
7	6	DIDO	Thankyou	(Arista)
6	7	U2	Beautiful Day	(Interscope)
8	8	3 DOORS DOWN	Kryptonite	(Republic/Universal)
11	9	CORRS	Breathless	(143/Lava/Atlantic)
10	10	FAITH HILL	The Way You Love Me	(Warner Bros.)
12	11	DAVID GRAY	Babylon	(ATO/RCA)
9	12	VERTICAL HORIZON	You're A God	(RCA)
13	13	MATCHBOX TWENTY	Bent	(Lava/Atlantic)
16	14	MADONNA	Don't Tell Me	(Maverick/WB)
14	15	EVERCLEAR	Wonderful	(Capitol)
15	16	DEXTER FREEBISH	Leaving Town	(Capitol)
18	17	EVERCLEAR	AM Radio	(Capitol)
19	18	NELLY FURTADO	I'm Like A Bird	(DreamWorks)
17	19	VERTICAL HORIZON	Everything You Want	(RCA)
20	20	STING	Desert Rose	(A&M/Interscope)
29	21	VERTICAL HORIZON	Best I Ever Had	(Grey Sky...)(RCA)
21	22	SHAWN MULLINS	Everywhere I Go	(Columbia)
28	23	DAVE MATTHEWS BAND	I Did It	(RCA)
24	24	BON JOVI	Thank You For Loving Me	(Island/IDJMG)
23	25	'N SYNC	This I Promise You	(Jive)
27	26	FUEL	Hemorrhage (In My Hands)	(550 Music/Epic)
30	27	MOBY F/GWEN STEFANI	Southside (V2)	
22	28	BACKSTREET BOYS	Shape Of My Heart	(Jive)
25	29	NINE DAYS	If I Am	(550 Music/Epic)
—	30	BARENAKED LADIES	Too Little Too Late	(Reprise)

#1 MOST ADDED

NINA GORDON Now I Can Die (Warner Bros.)

#1 MOST INCREASED PLAYS

AEROSMITH Jaded (Columbia)

TOP 5 NEW & ACTIVE

AEROSMITH Jaded (Columbia)

LEE ANN WOMACK I Hope You Dance (MCA/Universal)

FIVE FOR FIGHTING Easy Tonight (Aware/Columbia)

JOSH JOPLIN GROUP Camera One (Artemis)

SEMISONIC Chemistry (MCA)

AC begins on Page 81.

URBAN

LW	TW	ARTIST	SON	Label
2	1	JAGGED EDGE	Promise	(So So Def/Columbia)
1	2	MYSTIKAL F/NIVEA	Danger (Been So Long)	(Jive)
12	3	JARULE F/L/L' MO AND VITA	Put It... (Murder Inc./Def Jam/IDJMG)	
5	4	DAVE HOLLISTER	One Woman Man	(Def Squad/DreamWorks)
9	5	JOE F/MYSTIKAL	Stutter	(Jive)
7	6	SHAGGY	It Wasn't Me	(MCA)
8	7	TAMIA	Stranger In My House	(Elektra/EEG)
3	8	OUTKAST	Ms. Jackson	(LaFace/Arista)
4	9	JAY-Z I Just Wanna Love U...	(Roc-A-Fella/IDJMG)	
14	10	112	It's Over Now	(Bad Boy/Arista)
6	11	AVANT	My First Love	(Magic Johnson/MCA)
11	12	CARL THOMAS	Emotional	(Bad Boy/Arista)
13	13	LIL BOW WOW	Bow Wow (That's My Name)	(So So Def/Columbia)
10	14	MUSIQ	Just Friends (Sunny)	(Def Soul/IDJMG)
16	15	JAEHEM	Could It Be	(Divine Mill/WB)
15	16	R. KELLY	I Wish	(Jive)
20	17	TANK	Maybe I Deserve	(BlackGround)
21	18	JILL SCOTT	A Long Walk	(Hidden Beach/Epic)
18	19	3LW	No More (Baby I'ma Do Right)	(Epic)
29	20	KOFFEE BROWN	After Party	(Arista)
17	21	CASH MONEY MILLIONAIRES	Project Chick	(Cash Money/Universal)
24	22	MR. C THE SLIDE MAN	Cha-Cha Slide	(Universal)
22	23	MEMPHIS BLEEK	Is That Your Chick	(Roc-A-Fella/IDJMG)
23	24	ERYKAH BADU	Didn't Cha Know	(Motown)
19	25	DESTINY'S CHILD	Independent Women Pt. 1	(Columbia)
34	26	LUDACRIS	Southern Hospitality	(Def Jam South/IDJMG)
27	27	SNOOP DOGG	Snoop Dogg	(No Limit/Priority)
25	28	NELLY E.I.	(Fo' Reel/Universal)	
28	29	MYA	Free	(Ruff/WB/University/Interscope)
30	30	PRU	Candles	(Capitol)

#1 MOST ADDED

JON B Don't Talk (Edmonds/Epic)

#1 MOST INCREASED PLAYS

JARULE F/L/L' MO AND VITA Put It On Me (Murder Inc./Def Jam/IDJMG)

TOP 5 NEW & ACTIVE

BILAL Soul Sista (Moyo/Interscope)

M.O.P. Ante Up (Robbing-Hoodz Theory) Ante Up. (Loud)

PHILLY'S MOST WANTED Cross The Border (Atlantic)

CASE Missing You (Def Soul/IDJMG)

EIGHTBALL & MJG Pimp Hard (Independent)

URBAN begins on Page 56.

ROCK

LW	TW	ARTIST	SON	Label
1	1	FUEL	Hemorrhage (In My Hands)	(550 Music/Epic)
2	2	3 DOORS DOWN	Loser	(Republic/Universal)
3	3	AEROSMITH	Jaded	(Columbia)
4	4	CREED	Are You Ready	(Wind-up)
4	5	GODSMACK	Awake	(Republic/Universal)
6	6	SAMMY HAGAR	Let Salty Drive	(Cabo Wabo/Beyond)
11	7	LIFESHOUSE	Hanging By A Moment	(DreamWorks)
5	8	COLLECTIVE SOUL	Why Pt. 2	(Atlantic)
7	9	PRIMUM W/OZZY N.I.B.	(Divine/Priority)	
20	10	3 DOORS DOWN	Duck And Run	(Republic/Universal)
10	11	DUST FOR LIFE	Step Into The Light	(Wind-up)
22	12	TANTRIC	Breakdown	(Maverick)
13	13	LINKIN PARK	One Step Closer	(Warner Bros.)
12	14	EVERCLEAR	When It All Goes Wrong Again	(Capitol)
14	15	INCUBUS	Drive	(Immortal/Epic)
16	16	STRAIT UP	F/A/JON OF SEVENDUST Angel's Son	(Immortal/Virgin)
27	17	DAVE MATTHEWS BAND	I Did It	(RCA)
15	18	METALLICA	I Disappear	(Hollywood)
17	19	3 DOORS DOWN	Kryptonite	(Republic/Universal)
21	20	NICKELBACK	Old Enough	(Roadrunner)
37	21	U2	Walk On	(Interscope)
24	22	GREEN DAY	Warning	(Reprise)
31	23	A. LEWIS OF STAMM W.F. DURST	Outside	(Flawless/Geffen/Interscope)
36	24	GEDDY LEE	Grace To Grace	(Atlantic)
18	25	OFFSPRING	Original Prankster	(Columbia)
19	26	ISLE OF Q	Bag Of Tricks	(Universal)
29	27	DIFFUSER	Karma	(Hollywood)
26	28	U2	Beautiful Day	(Interscope)
33	29	UNION UNDERGROUND	Killing The Fly	(Portrait/Columbia)
25	30	DAVID COVERDALE	Slave	(Dragonhead)

#1 MOST ADDED

VAN ZANT Get What You Got Comin' (CMC/SRG)

#1 MOST INCREASED PLAYS

AEROSMITH Jaded (Columbia)

TOP 5 NEW & ACTIVE

OFFSPRING Want You Bad (Columbia)

AT THE DRIVE-IN One Armed Scissor (Grand Royal/Virgin)

GGIG Hit The Ground (Ultimatum)

STEVE EARLE Everyone's In Love With You (E-Squared/Artemis)

SLASH'S SNAKEPT Mean Bone (Koch)

ROCK begins on Page 56.



National Airplay Overview January 26, 2001

URBAN AC

LW	TW	ARTIST	SON	Label
1	1	AVANT	My First Love	(Magic Johnson/MCA)
3	2	CARL THOMAS	Emotional	(Bad Boy/Arista)
2	3	DAVE HOLLISTER	One Woman Man	(Def Squad/DreamWorks)
6	4	TAMIA	Stranger In My House	(Elektra/EEG)
5	5	BABYFACE	Reason For Breathing	(Arista/Epic)
4	6	SADE	By Your Side	(Epic)
9	7	R. KELLY	I Wish	(Jive)
7	8	CHARLIE WILSON	Without You	(Major Hits)
8	9	YOLANDA ADAMS	Open My Heart	(Elektra/EEG)
10	10	MUSIQ	Just Friends (Sunny)	(Def Soul/IDJMG)
11	11	PRU	Candles	(Capitol)
13	12	ERYKAH BADU	Didn't Cha Know	(Motown)
12	13	BOYZ II MEN	Thank You In Advance	(Universal)
17	14	JOE FMYSTIKAL	Stutter (Live)	
14	15	RACHELLE FERRELL	I Forgive You	(Capitol)
21	16	JILL SCOTT	A Long Walk	(Hidden Beach/Epic)
15	17	KELLY PRICE	You Should've Told Me	(T-Neck/Def Soul/IDJMG)
16	18	JILL SCOTT	Gettin' In The Way	(Hidden Beach/Epic)
22	19	JESSE POWELL	If I	(Silas/MCA)
19	20	SISQO	Incomplete	(Dragon/Def Soul/IDJMG)
24	21	INCOGNITO F/MAYSA	Change	(Talkin Loud/Blue Thumb/VMG)
20	22	WYCLEF JEAN F/MARY J. BLIGE	911	(Ruffhouse/Columbia)
25	23	SPOOKS	Sweet Revenge	(Antra/Artemis)
23	24	JAMIE HAWKINS	Lost My Mind	(Monami/EEG)
18	25	TONI BRAXTON	Spanish Guitar	(LaFace/Arista)
29	26	DAMITA	Won't Be Afraid	(Atlantic)
26	27	JAGGED EDGE	Promise	(So So Def/Columbia)
30	28	JAHMEIM	Could It Be	(Divine Mill/WB)
—	29	TANK	Maybe I Deserve	(BlackGround)
—	30	BEBE WINANS	Tonight, Tonight	(Motown)

#1 MOST ADDED

YOLANDA ADAMS I Believe I Can Fly (Elektra/EEG)

#1 MOST INCREASED PLAYS

ERYKAH BADU Didn't Cha Know (Motown)

TOP 5 NEW & ACTIVE

BRENT JONES & T.P. MOBB Good Time (Holy Roller)

MR. C THE SLIDE MAN Cha-Cha Slide (Universal)

NO QUESTION If You Really Wanna Go (Ruffnation/WB)

KOFFEE BROWN After Party (Arista)

BRENDA RUSSELL Something About Your Love (Hidden Beach/Epic)

URBAN begins on Page 66.

COUNTRY

LW	TW	ARTIST	SON	Label
1	1	DOXIE CHICKS	Without You	(Monument)
4	2	LONESTAR	Tell Her	(BNA)
6	3	JO DEE MESSINA	Burn	(Curb)
2	4	TIM MCGRAW	My Next Thirty Years	(Curb)
5	5	JAMIE O'NEAL	There Is No Arizona	(Mercury)
7	6	LEE ANN WOMACK	Ashes By Now	(MCA)
3	7	SARA EVANS	Born To Fly	(RCA)
10	8	TOBY KEITH	You Shouldn't Kiss Me Like...	(DreamWorks)
9	9	KEITH URBAN	But For The Grace Of God	(Capitol)
11	10	GARTH BROOKS	Wild Horses	(Capitol)
12	11	RASCAL FLATTS	This Everyday Love	(Lyric Street)
14	12	DIAMOND RIO	One More Day	(Arista)
13	13	DARRYL WORLEY	A Good Day To Run	(DreamWorks)
15	14	JESSICA ANDREWS	Who I Am	(DreamWorks)
17	15	ALABAMA	When It All Goes South	(RCA)
19	16	GEORGE STRAIT	Don't Make Me Come Over There	(MCA)
22	17	FAITH HILL	If My Heart Had Wings	(Warner Bros.)
18	18	SHEDAISY	Lucky 4 You (Tonight I'm...)	(Lyric Street)
20	19	ANDY GRIGGS	You Made Me That Way	(RCA)
16	20	CLARK FAMILY EXPERIENCE	(Meanwhile) Back At...	(Curb)
21	21	WARREN BROTHERS	Move On	(BNA)
23	22	TIM RUSHLOW	She Misses Him	(Atlantic)
24	23	CAROLYN DAWN JOHNSON	Georgia	(Arista)
27	24	MARTINA MCBRIDE	It's My Time	(RCA)
25	25	DWIGHT YOAKAM	What Do You Know About Love	(Reprise/WB)
26	26	TRICK PONY	Pour Me	(H2E/WB)
33	27	TRAVIS TRITT	It's A Great Day To Be Alive	(Columbia)
32	28	PAM TILLIS	Please	(Arista)
28	29	BILLY GILMAN	Oklahoma	(Epic)
31	30	GARY ALLAN	Right Where I Need To Be	(MCA)

#1 MOST ADDED

PHIL VASSAR Rose Bouquet (Arista)

#1 MOST INCREASED PLAYS

FAITH HILL If My Heart Had Wings (Warner Bros.)

TOP 5 NEW & ACTIVE

BILLY YATES What Do You Want From Me Now (Columbia)

TYLER ENGLAND I Drove Her To Dallas (Capitol)

HANK WILLIAMS III I Don't Know (Curb)

JOLIE & THE WANTED Boom (DreamWorks)

MONTGOMERY GENTRY She Couldn't Change Me (Columbia)

COUNTRY begins on Page 68.

NAC/SMOOTH JAZZ

LW	TW	ARTIST	SON	Label
1	1	BONEY JAMES & RICK BRAUN	R.S.V.P.	(Warner Bros.)
3	2	BONA FIDE	X-Ray Hip	(N-Coded)
2	3	CHIELI MINUCCI	My Girl Sunday	(Shanachie)
4	4	GROVER WASHINGTON JR.	Chameleon	(Telarc)
7	5	GEORGE BENSON	Medicine Man	(GRP/VMG)
9	6	JEFF GOLUB	Drop Top	(GRP/VMG)
10	7	KIRK WHALUM	Now Til Forever	(Warner Bros.)
8	8	SADE	By Your Side	(Epic)
6	9	WALTER BEASLEY	Comin' At Cha	(Shanachie)
14	10	STING	She Walks This Earth	(Telarc)
5	11	JEFF KASHIWA	Hyde Park ("Ah, Ooh" Song)	(Native Language)
12	12	BRIAN BROMBERG	Relentless	(Native Language)
13	13	CHUCK LOEB	Blue Kiss	(Shanachie)
11	14	BETTE MIDLER	Love TKO	(Warner Bros.)
17	15	RICHARD ELLIOT	Who? (Blue Note)	
18	16	RONNIE LAWS	Old Days/Old Ways	(HDH)
16	17	JOE MCBRIDE	Texas Rhythm Club	(Heads Up)
19	18	DAVE KOZ	Love Is On The Way	(Capitol)
21	19	KIM WATERS	In The Groove	(Shanachie)
15	20	MICHAEL LINGTON	Twice In A Lifetime	(Samson)
24	21	JONATHAN BUTLER	Forever Tonight	(N-Coded)
22	22	JAZZMASTERS	Shine	(Hardcastle/Trippin' 'N' Rhythm)
23	23	GREGG KARUKAS	Chasing The Wind	(N-Coded)
25	24	JOYCE COOLING	Coasting	(Heads Up)
27	25	YULARA	Flyin' High	(Higher Octave)
26	26	ERIC ESSIX	Rainy Night In Georgia	(Zebra)
28	27	BRENDA RUSSELL	You Can't Hide Your Heart...	(Hidden Beach/Epic)
—	28	GARDEN PARTY	Rikki Don't Lose That Number	(Samson)
29	29	NATALIE COLE	Angel On My Shoulder	(Elektra/EEG)
—	30	RIPPINGTONS	Caribbean Breeze	(Peak/Concord)

#1 MOST ADDED

RIPPINGTONS Caribbean Breeze (Peak/Concord)

#1 MOST INCREASED PLAYS

GEORGE BENSON Medicine Man (GRP/VMG)

TOP 5 NEW & ACTIVE

TIM BOWMAN Smile (Insync)

BRIAN MCKNIGHT Win (Motown)

JIM BRICKMAN Glory (Windham Hill)

GOTA Unforgettable Feeling (Instinct)

EUGE GRODVE Romeo & Juliet (Warner Bros.)

NAC begins on Page 81.

ACTIVE ROCK

LW	TW	ARTIST	SON	Label
1	1	GODSMACK	Awake	(Republic/Universal)
2	2	LINKIN PARK	One Step Closer	(Warner Bros.)
3	3	FUEL	Hemorrhage (In My Hands)	(550 Music/Epic)
4	4	A. LEWIS OF STANO W/F. DURST	Outside	(Flawless/Geffen/Interscope)
5	5	LIMP BIZKIT	Rollin' (Flip/Interscope)	
7	6	INCUBUS	Drive	(Immortal/Epic)
6	7	STRAIT UP/FLAJON OF SEVENDUST	Angel's Son	(Immortal/Virgin)
5	8	3 DOORS DOWN	Loser	(Republic/Universal)
19	9	TANTRIC	Breakdown	(Maverick)
13	10	RAGE AGAINST THE MACHINE	Renegades Of Funk	(Epic)
14	11	DISTURBED	Voices	(Giant/Reprise)
21	12	3 DOORS DOWN	Duck And Run	(Republic/Universal)
26	13	AEROSMITH	Jaded	(Columbia)
9	14	EVERCLEAR	When It All Goes Wrong Again	(Capitol)
20	15	LIFHOUSE	Hanging By A Moment	(DreamWorks)
12	16	DISTURBED	Stupify	(Giant/Reprise)
10	17	PAPA ROACH	Broken Home	(DreamWorks)
15	18	PRIMUS W/OZZY N.I.B.	(Divine/Priority)	
24	19	NICKELBACK	Old Enough	(Roadrunner)
25	20	UNION UNDERGROUND	Killing The Fly	(Portrait/Columbia)
23	21	DIFFUSER	Karma	(Hollywood)
22	22	DUST FOR LIFE	Step Into The Light	(Wind-up)
17	23	A PERFECT CIRCLE	3 Libras	(Virgin)
16	24	CREED	Are You Ready	(Wind-up)
11	25	OFFSPRING	Original Prankster	(Columbia)
27	26	GREEN DAY	Warning	(Reprise)
31	27	ISLE OF Q	Bag Of Tricks	(Universal)
36	28	CRAZY TOWN	Butterfly	(Columbia)
29	29	COC	Congratulations Song	(Sanctuary/SRG)
30	30	KUMMI F/DAVE GROHL	Goodbye Lament	(Divine/Priority)

#1 MOST ADDED

SKRAPE Waste (RCA)

#1 MOST INCREASED PLAYS

AEROSMITH Jaded (Columbia)

TOP 5 NEW & ACTIVE

NONPOINT What A Day (MCA)

A PERFECT CIRCLE Hollow (Virgin)

MARVELOUS 3 Get Over (HiFi/Elektra/EEG)

(HED) PLANET EARTH Killing Time (Volcano/Jive)

GEDDY LEE Grace To Grace (Atlantic)

ROCK begins on Page 96.

ALTERNATIVE

LW	TW	ARTIST	SON	Label
1	1	LIFHOUSE	Hanging By A Moment	(DreamWorks)
3	2	INCUBUS	Drive	(Immortal/Epic)
5	3	CRAZY TOWN	Butterfly	(Columbia)
4	4	GREEN DAY	Warning	(Reprise)
2	5	FUEL	Hemorrhage (In My Hands)	(550 Music/Epic)
7	6	A. LEWIS OF STANO W/F. DURST	Outside	(Flawless/Geffen/Interscope)
6	7	LINKIN PARK	One Step Closer	(Warner Bros.)
8	8	COLDPLAY	Yellow	(Netwerk/Capitol)
11	9	MOBY F/GWEN STEFANI	Southside (V2)	
9	10	RAGE AGAINST THE MACHINE	Renegades Of Funk	(Epic)
13	11	DAVE MATTHEWS BAND	I Did It	(RCA)
10	12	3 DOORS DOWN	Loser	(Republic/Universal)
14	13	GODSMACK	Awake	(Republic/Universal)
12	14	LIMP BIZKIT	Rollin' (Flip/Interscope)	
15	15	STRAIT UP/FLAJON OF SEVENDUST	Angel's Son	(Immortal/Virgin)
24	16	OFFSPRING	Want You Bad	(Columbia)
26	17	U2	Walk On	(Interscope)
22	18	NICKELBACK	Breathe	(Roadrunner)
23	19	DISTURBED	Voices	(Giant/Reprise)
17	20	BLINK-182	Man Overboard	(MCA)
16	21	PAPA ROACH	Broken Home	(DreamWorks)
20	22	A PERFECT CIRCLE	3 Libras	(Virgin)
30	23	DIFFUSER	Karma	(Hollywood)
21	24	U2	Beautiful Day	(Interscope)
25	25	DUST FOR LIFE	Step Into The Light	(Wind-up)
18	26	EVERCLEAR	When It All Goes Wrong Again	(Capitol)
19	27	OFFSPRING	Original Prankster	(Columbia)
33	28	EVERLAST	I Can't Move	(Tommy Boy)
37	29	3 DOORS DOWN	Duck And Run	(Republic/Universal)
36	30	DEFTONES	Digital Bath	(Maverick)

#1 MOST ADDED

NEW FOUND GLORY Hit Or Miss (Waited Too Long) (Drive-Thru/MCA)

#1 MOST INCREASED PLAYS

FUEL Innocent (550 Music/Epic)

TOP 5 NEW & ACTIVE

VAST I Don't Have Anything (Elektra/EEG)

BT Shame (Netwerk/Reprise)

BARENAKED LADIES Too Little Too Late (Reprise)

OUR LADY PEACE Life (Columbia)

A PERFECT CIRCLE Hollow (Virgin)

ALTERNATIVE begins on Page 109.

ADULT ALTERNATIVE

LW	TW	ARTIST	SON	Label
2	1	DAVE MATTHEWS BAND	I Did It	(RCA)
1	2	FIVE FOR FIGHTING	Easy Tonight	(Aware/Columbia)
5	3	JOSH JOPLIN GROUP	Camera One	(Artemis)
10	4	U2	Walk On	(Interscope)
7	5	DIDO	Thankyou	(Arista)
3	6	TRACY CHAPMAN	It's OK	(Elektra/EEG)
4	7	LENNY KRAVITZ	Again	(Virgin)
9	8	MATCHBOX TWENTY	If You're Gone	(Lava/Atlantic)
8	9	U2	Beautiful Day	(Interscope)
11	10	GREEN DAY	Warning	(Reprise)
12	11	DAVID GRAY	Babylon	(ATO/RCA)
14	12	PAT MCGEE BANO	Rebecca	(Giant/WB)
17	13	COLOPLAY	Yellow	(Netwerk/Capitol)
15	14	JOAN OSBORNE	Running Out Of Time	(Interscope)
16	15	COLLECTIVE SOUL	Perfect Day	(Atlantic)
6	16	SHAWN MULLINS	Everywhere I Go	(Columbia)
18	17	MARK KNOPFLER	What It Is	(Warner Bros.)
20	18	MOBY F/GWEN STEFANI	Southside (V2)	
23	19	DAVID GRAY	Please Forgive Me	(ATO/RCA)
13	20	WALLFLOWERS	Sleepwalker	(Interscope)
26	21	SEMSOINIC	Chemistry	(MCA)
19	22	DEXTER FREEBISH	Leaving Town	(Capitol)
21	23	CREED	With Arms Wide Open	(Wind-up)
27	24	EVERLAST	I Can't Move	(Tommy Boy)
24	25	DANDY WARHOLS	Bohemian Like You	(Capitol)
22	26	INDIGENOUS	Rest Of My Days	(Pachyderm)
—	27	BARENAKED LADIES	Too Little Too Late	(Reprise)
25	28	FOO FIGHTERS	Next Year	(Roswell/RCA)
28	29	LIFHOUSE	Hanging By A Moment	(DreamWorks)
—	30	3 DOORS DOWN	Kryptonite	(Republic/Universal)

#1 MOST ADDED

WALLFLOWERS Letters From The Wasteland (Interscope)

#1 MOST INCREASED PLAYS

BARENAKED LADIES Too Little Too Late (Reprise)

TOP 5 NEW & ACTIVE

STEVE EARLE Everyone's In Love With You (E-Squared/Artemis)

INCUBUS Drive (Immortal/Epic)

SADE By Your Side (Epic)

PJ HARVEY Good Fortune (Island/IDJMG)

WALLFLOWERS Letters From The Wasteland (Interscope)

ADULT ALTERNATIVE begins on Page 119.

Publisher's Profile

By Erica Farber



THOMAS J. BUONO
Chairman & CEO, BIA Financial Network

Tom Buono is Chairman/CEO of BIA. His company is considered one of the leading consulting firms for the communications industry, and its research division is often referred to as the premier publisher of data on the radio and television industries. Buono graduated *summa cum laude* with a B.S. in applied mathematics. He then went on to graduate in the top 10% of his class from the prestigious General Electric Financial Management Program. As he was studying for his M.B.A., he decided on his career path: radio and the world of communications.

Getting into the business: "I really got into it because of graduate school. I was at Dartmouth, getting an M.B.A., and the first speaker in my entrepreneur course was Terry Robinson. Terry came in to talk about Sunbelt and Transtar and building his company. He had gone to Dartmouth. My project in the course was to acquire a cable television system. After class I went up to Terry, and we started talking and corresponding. He offered me a job as his assistant, which I accepted upon graduation.

"After Sunbelt I worked for a company called Frazier Gross & Kattick. It had been doing appraisals in radio, television and other media for many years. I joined it as a Senior Consultant and worked there for about a year and a half. I then started BIA."

What BIA stands for: "Originally, it was Broadcast Investment Analysts. Over the years we got involved in PCS and cellular and all kinds of other communications businesses. BIA was what people called us, and it was a limitation to have broadcast in our name, so we just changed it to BIA. Now, technically, it doesn't stand for anything; it's just BIA."

A description of the company: "The name of the company is BIA Financial Network, and we have a number of different entities that are part of that. BIA Consulting is our appraisal and financial-consulting company. We probably do 300 engagements a year with various broadcasting companies and other businesses in communications. We do a lot of work for publicly traded broadcasting companies. BIA Research does publications, MediaAccess Pro and all of our different books and software.

"BIA Capital is an investment-banking company that specializes in helping privately held broadcasters and other communications owners raise capital and make strategic decisions about whether to grow their businesses or sell. We've raised probably half a billion dollars over the last few years for a variety of clients. Last year we formed BIA Ventures, a venture-catalyst firm that specializes in helping early stage companies raise up to \$10 million. SpectraRep is a relatively new company that I'm very excited about. We formed it to accumulate digital spectrum from television broadcasters as they make the transition to digital, and then we're going out to the

marketplace to find high-speed data applications."

Generating research information: "We've been publishing information on the radio industry since '86. It's a process that has evolved over the years, but a lot of it is callout research. We have a staff dedicated to calling all of radio. We try to reach each station at least three times a year to get updated information on the staff, technical information and ownership information. Then we survey owners and general managers every year about financial information related to how their stations and markets are performing. It's a networking process that we've been doing for a long time, and people recognize that our information is used by the FCC, the DOJ and a lot of other sources."

How the new administration will affect the business: "I ask that question of the FCC attorneys we deal with more than having direct knowledge myself, but it seems that this administration is going to be more willing to consider flexibility in regulation. It won't be as restrictive as the alternative could have been, had the election gone the other way. There were a lot of people concerned that that would have meant a lot more regulation for the industry. In this environment there will probably be less regulation, which is positive for the industry."

State of radio: "One of the things we do with BIA Capital is produce a conference every year for owners of privately held radio groups. It'll be in March this year. We do our state of the radio industry, and I'll do a presentation about where things are. We're just starting to prepare for that right now. As I look at the industry, there are a number of different perspectives. First, ownership. With all the consolidation, the industry's a lot stronger. Contrast that with the late 1980s, when there were a lot of entrepreneurial companies. When the recession hit, with the high leverage and lack of management, a blood bath ensued. That's not what's going to happen if this recession continues.

"From an advertising perspective, through Gary Fries' efforts at the RAB and the new management we've seen, radio made some significant strides in terms of market share, which is the product of consolidation and a much greater awareness of radio. We're positioned better in terms of our share of the advertising pie.

"On the other side of things is competition. There's a lot more fractionalization and concern about how radio fits into the new environment. With Internet usage and audio over the Internet and the fractionalization in office use, we're seeing that as a significant threat. Satellite radio will be starting soon, and that's more fractionalization in the marketplace — certainly in small markets and with some of the fringe programming. I'm concerned that radio will continue to be fractionalized and that we'll see more and more competition on a go-forward basis. Advertising growth, as a result, will not be as high as it could have been.

"We did a study last year, valuing Internet companies. We looked at the AOLs and the Lycoses and those kinds of companies. We did a lot of research to make projections of where advertising on the Internet will be in the future. We see the Internet picking up a larger share than radio, probably within the next decade. It may even get a larger share than television. I think we had it pegged at getting over 12% by 2005. I'm not sure of the exact numbers, but they're sizable. For that to happen, it's got to come from different places. Certainly newspaper and television are probably the most vulnerable. I do expect radio's share to grow, but only moderately, because there will be more and more advertising being siphoned off in different directions."

Biggest challenge for radio: "I have a mixed view of the Internet. I see it as an opportunity and a threat. A lot of broadcasters can enhance their positions in their communities by better using the Internet and having their website and a community portal. There is a whole range of different things they could be doing. From a threat perspective, there's no question that it's fractionalization. We already have information overload. Everybody has a

limited amount of time, and we're being inundated by all kinds of sources, and it's pulling our attention. Radio is still strong in the car, but wireless communication is getting to the point where it'll be able to provide services in the car that are directly competitive with radio listening. We're right on the edge of 3G technology for cellular, wireless Internet, Palm Pilots and all the rest."

How broadcasters can keep up: "You can't keep up with all the different things happening at the same time. Technology is moving at such a pace that it's dramatically changing things. I don't think the average general manager can keep up. They have to stay focused on their core strengths and benefits. As an industry, we've seen for years that we're competing with each other rather than the rest of the universe. Forming a united front to expand the awareness and benefits of radio is still the major fight we need to be fighting."

Something about his company that might surprise our readers: "When we meet with people, they have no idea of all the different things we're involved in — the investment banking, the strategic consulting, the work we do in all the other telecommunications fields. We have a much broader perspective on how radio fits into the industry and where the opportunities are. The key to success in the future is strategic alliances and diversifying into related businesses.

"What radio offers is a great way of taking care of advertising clients in markets. We have new tools and businesses that are different ways of taking care of those customers. If radio can get involved in some of these other industries, that's where it will really get stronger. It's not just radio, it's really communications and helping advertisers get their message to the community, and that's where the focus needs to be. From a BIA perspective, we're seeing a lot of things outside of radio that the radio industry should be looking at."

Most influential individual: "Over the years Mike Hesser, in particular, has been an advisor and a confidant and somebody who's worked closely with me. In the last few years Woody Allen, who used to be CFO of EZ Communications, has been an advisor to the company."

Career highlight: "Testifying before Congress on the state of the radio industry back in 1992, when it first started thinking about allowing consolidation. I was retained by the NAB to do a study on the economics of the industry and whether or not consolidation made sense."

Career disappointment: "Not having the ability to invest in some of the opportunities that we thought were going to be great deals and that ultimately turned out to be great deals."

Favorite radio format: "It's a combination of News, Talk and AC, with some bad boys thrown in." [He listens to Howard Stern and Don & Mike.]

Favorite television show: "I'm a sports bug, so football and basketball. I continue to watch the *Seinfeld* reruns and *Friends*."

Favorite song: "Chicago's 'Just You and Me.'"

Favorite movie: "Recently, *The Matrix* and *A Few Good Men*. Then some of the classics like the Indiana Jones series or *Animal House*."

Favorite restaurant: "It's more of a favorite for the family, a Japanese restaurant in our neighborhood, Sakuri."

Beverage of choice: "Dewars."

E-mail address: "tbuono@bia.com."

Hobbies: "I live on a golf course on a lake, so golf and water sports."

Advice to broadcasters: "Instead of competing against each other, we should be looking at the bigger picture. It's a much bigger game space than just the radio-advertising pie that we have to split. That's where the effort really needs to be, and in looking at how to get into playing in the bigger game and being involved in some of the new opportunities that radio's current position allows it to move into."

98°

"My Everything"

CALLOUT AMERICA

#4 TEENS
#9 OVERALL



R&R CHR/Pop: **14 - 11 (+128)**

Major Market Airplay:

WHTZ/New York	47x	KIIS/Los Angeles	34x
WKIE/Chicago	40x	KZQZ/San Francisco	30x
WIOQ/Philadelphia	29x	WXKS/Boston	27x
WWZZ/Washington	44x	WBTS/Atlanta	50x
KHTS/San Diego	33x	WHYI/Miami	37x
WXYV/Baltimore	39x	KFMD/Denver	40x
WKFS/Cincinnati	52x	KCHZ/Kansas City	88x
WPRO/Providence	48x	KZHT/Salt Lake City	38x
WXXL/Orlando	31x	WFLY/Albany	48x
WKSE/Buffalo	33x	WKSS/Hartford	34x

and many more



Top 10 at TRL



National tour starts in March

LEE ANN WOMACK

"I Hope You Dance"



NEW
THIS WEEK:

WKQI
WAPE
KKXX
KISX
WKEE
WMGB

CALLOUT AMERICA

#2 WOMEN 18-24

#7 OVERALL

"This is STILL testing like an A for us. We obviously feel great about the record and will keep the record right up there." -JR Ammons, MD-WSTR/Atlanta

"I have loved this record since it was on the Country charts. It is doing for us what it did for them. BE A HIT!" -David Lee Michaels, PD-WJJS/Roanoke

"Callout was Top 10 again for us. We will increase rotations a bit. It could be as much as double this week." -JJ Morgan, APD-KOKO/Omaha

R&R CHR/Pop: **48 - 41 (+196)**

R&R AC: **13 - 10 (+218)**

Top 40 Adult Monitor: **33 - 31 (+130)**

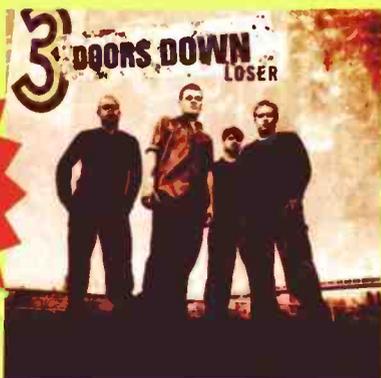
Modern Adult Monitor: Debut **39 (+47)**



3 DOORS DOWN

"Loser"

MOST
ADDED!



#1 ROCK TRACK FOR 21 WEEKS!
ALBUM CERTIFIED 4x PLATINUM!

New This Week:

KRBE	KBKS	WKFS	WRVW	WBBO	WPXY
WFBC	WFLY	KIZS	WNTQ	WKKS	WRHT
WFME	KLAL	WSSX	WABB	KKMG	WAEZ
KSMB	WXLK	KSXY	WHZZ	WERZ	KQXY
WKSZ	WAYV	KHTO	WSKS	WZAT	WRTS

and many more!

CALLOUT AMERICA

#10 WOMEN 18-24

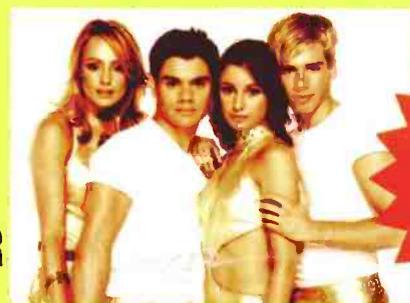
#11 OVERALL



ATC

"Around The World"

R&R
CHR/Pop
35 - 30
BREAKER



WDRQ/
DETROIT
#1
RESEARCH!

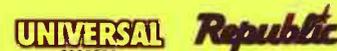
New This Week:

WHTZ/New York	WKIE/Chicago	WKQI/Detroit
KZXM/San Antonio	WNKS/Charlotte	WNOU/Indianapolis
KBKS/Seattle	WKRZ/Wilkes Barre	KLAL/Little Rock

and many more!

On over 130 stations, including these majors:

KIIS	KZQZ	WIOQ	KHKS	KRBV	WDRQ
WXKS	KRBE	WHYI	KZZP	KHTS	KDWB
WBLI	KSLZ	WXYV	WFLZ	WKST	WAKS
WKFS	KDND	WNCI	KFMS	WXXL	WRVW



R&R CHR/RHYTHMIC #29

IMPACTING EVERYWHERE AND EXPLODING AT...

KSFM/Sacramento 73x

"NOT ENOUGH is working for us on every level: callout, phones and overall sound. It has been scoring in the Top 5 across all demos and calls: including Caucasians, Asians, and overall Passion. And it consistently generates Top 5 phones. If that's NOT ENOUGH, it sounds great on the air!"

—Byron Kennedy, PD

KHTN/Merced 44x

"OUTSIDERZ 4 LIFE is getting more calls - now more than ever. Great 18+ female response! NOT ENOUGH is turning out to be one of my best records on the air right now."

—Rene Roberts, OM-PD

BDS RHYTHMIC TOP 40 26*

KOHT/Tucson 49x

"The ladies are singing and crying everytime I play OUTSIDERZ 4 LIFE. Smoking out the competition with Top 5 phones! If that is 'NOT ENOUGH' for you, then I don't know what is!"

—Paco Jacobo, PD

KSEQ/Fresno-Visalia 56x

"NOT ENOUGH has proven to be a strong female magnet for us. Since the beginning of the year, it has consistently been pulling Top 10 phones!"

—Tommy Del Rio, PD

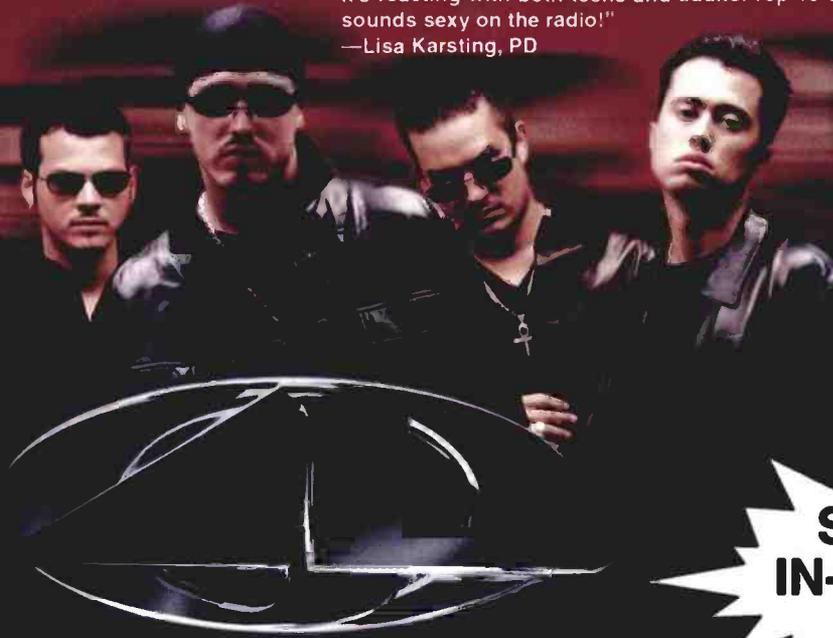
Z90/San Diego 32x

"NOT ENOUGH dominates all age groups on the phones with a one-two punch! It's reacting with both teens and adults: Top 10 overall, especially 12-34. And it sounds sexy on the radio!"

—Lisa Karsting, PD

BELIEVERS INCLUDE:

WXIS	77x	KDGS	29x
KPTY	26x	KISV	20x
KBOS	35x	KDON	20x
KBMB	20x	WRVZ	31x
KYLD	WLLD	KFMD	KRQQ
WWHT	WRHT	KSMB	WXLK
WHHH	KTFM	WDJX	WJJS



**SINGLE
IN-STORES
NOW!**

OUTSIDERZ 4 LIFE
[NOT ENOUGH]



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DAFT PUNK ONE MORE TIME

RADIO HAS SPOKEN...

KYLD/San Francisco 55x

"This song is absolutely on fire in the bay! Top 5 Callout; Top 3 Top of Mind; Top 10 phones; #1 Club Record"

— Jazzy Jim Archer, APD-MD

KSEQ/Fresno-Visalia 48x

"ONE MORE TIME is going to be f***ing huge! This is an anthem that is instantly recognizable to listeners, and has instantly reacted with them. Strong female phones from the very first spin! Watch out for DAFT PUNK in 2001!"

—Tommy Del Rio, PD

B-96/Chicago 28x

"We love 'One More Time' by Daft Punk. It has major club credibility and is on fire on the streets."

—Erik Bradley, MD

KCAQ/Oxnard 20x

"We discovered ONE MORE TIME on import back in November and immediately began spiking it in and out of mix shows. The reaction was overwhelmingly positive, particularly with our females. Both at the clubs and on the air, people go apeshit when they hear this!"

—Erika Garite, MD

OVER 500,000 SINGLES SOLD/#29 SELLING SINGLE IN AMERICA

