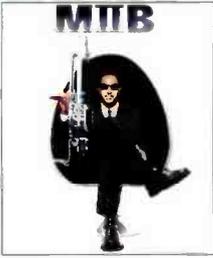


NEWSSTAND PRICE \$6.50

### The Fresh Prince Of AOL

Will Smith's new Columbia single, "Black Suits Comin' (Nod Ya Head)," last week shattered AOL Music's previous "First Listen" record with more than 850,000 streams in one day. This week Mr. Smith goes to the top of the Most Added columns at both CHR/Pop and CHR/Rhythmic.



MAY 17, 2002

### All About The People Meter

How much do you know about the Portable People Meter? Not much, you say? This week consultant Mike McVay lays out all the stats, facts and figures about Arbitron's new electronic measurement device, due to begin live measurement next year. Get the whole story, starting on Page 1.



LEE ANN WOMACK

*Something worth leaving behind*

For Immediate Airplay

*The first new music in over 2 years from the reigning CMA Female Vocalist of the Year.*

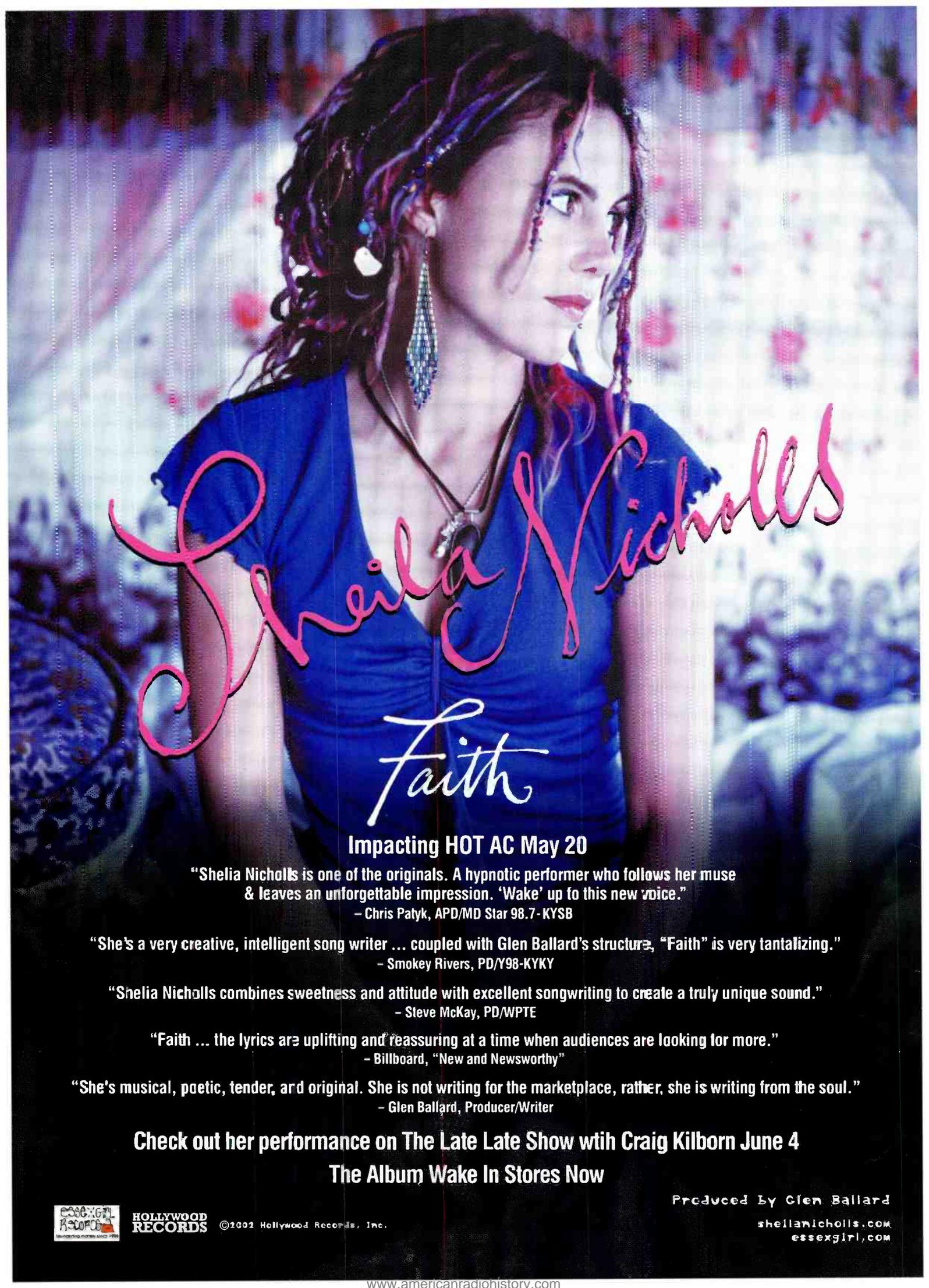
**"It's a lead-pipe smash".**

Eric Logan, OM, WQYK, WYUU-Tampa

Produced by Mark Wright & Lee Ann Womack



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*Shelia Nicholls*

*Faith*

**Impacting HOT AC May 20**

**"Shelia Nicholls is one of the originals. A hypnotic performer who follows her muse & leaves an unforgettable impression. 'Wake' up to this new voice."**

**- Chris Patyk, APD/MD Star 98.7-KYSB**

**"She's a very creative, intelligent song writer ... coupled with Glen Ballard's structure, "Faith" is very tantalizing."**

**- Smokey Rivers, PD/Y98-KYKY**

**"Shelia Nicholls combines sweetness and attitude with excellent songwriting to create a truly unique sound."**

**- Steve McKay, PD/WPTE**

**"Faith ... the lyrics are uplifting and reassuring at a time when audiences are looking for more."**

**- Billboard, "New and Newsworthy"**

**"She's musical, poetic, tender, and original. She is not writing for the marketplace, rather, she is writing from the soul."**

**- Glen Ballard, Producer/Writer**

**Check out her performance on The Late Late Show with Craig Kilborn June 4**

**The Album Wake In Stores Now**



**HOLLYWOOD  
RECORDS**

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Produced By Glen Ballard

shelianicholls.com  
essexgirl.com

What's your People Meter IQ? If it's anything less than perfect, consultant Mike McVay offers a great roundup of Arbitron People Meter facts in one great location, and it begins at the bottom of this page. The meter is already undergoing testing in Philadelphia and will begin active measurement in less than a year. This week's Management, Marketing & Sales section contains another insightful article from Judy Carlough, who urges broadcasters to more carefully analyze and evaluate their sales efforts. And consultant John Lund offers a mid-spring-ratings period tuneup and checklist. Our MMS GM Spotlight honoree this week is none other than Infinity/Dallas VP/GM Dave Siebert.

Pages 8-14

**LEGENDS**

As a rock 'n' roll jock in Top 40's heyday, Gary Stevens led the life of his dreams. He rose through the ranks to become head of a major radio group, and, when that group was sold, moved on to broker a few billion dollars' worth of stations himself. The story is in this week's Legends.

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**IN THE NEWS**

- **Big City/N.Y.** flips to dance-influenced Tropical as "Rumba 107.1"
- **SBS** flips KXJO/S.F. to KPTI "92-7 Party"
- **Kevin Robinson** appointed WZFS/Chicago PD

Page 3

**THIS #1 WEEK**

- CHR/POP**
  - PINK Don't Let Me Get Me (Arista)
- CHR/RHYTHMIC**
  - ASHANTI Foolish (Murder Inc./Del Jam/IDJMG)
- URBAN**
  - ASHANTI Foolish (Murder Inc./Del Jam/IDJMG)
- URBAN AC**
  - LUTHER VANDROSS I'd Rather (J)
- COUNTRY**
  - ALAN JACKSON Drive (For Daddy Gene) (Arista)
- AC**
  - CELINE DION A New Day Has Come (Epic)
- HOT AC**
  - CALLING Wherever You Will Go (RCA)
- SMOOTH JAZZ**
  - JEFF GOLUB Cut The Cake (GRP/VMG)
- ROCK**
  - PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)
- ACTIVE ROCK**
  - GODSMACK I Stand Alone (Republic/Universal)
- ALTERNATIVE**
  - UNWRITTEN LAW Seein' Red (Interscope)
- TRIPLE A**
  - SHERYL CROW Soak Up The Sun (A&M/Interscope)



**No Room At The Inn!**

■ R&R Convention 2002 HQ hotel is sold out

Merv Griffin's Beverly Hilton hotel, the headquarters hotel for R&R Convention 2002, is sold out for June 13-15. A waiting list has been created, and registrants are being directed to nearby backup hotels. Get in on the action! Register now for the radio and record industries' best annual convention at [www.ronline.com](http://www.ronline.com).



**Sirius Beats The Street As Revenue Trickles In**

■ Satcaster implements cost-cutting steps; Entravision, NextMedia rev up

BY JOE HOWARD  
R&R WASHINGTON BUREAU  
jhoward@ronline.com

As it struggles to ramp up its service to compete head to head with rival XM, **Sirius Satellite Radio** reported doing better than Wall Street expected. The Joe Clayton-led satcaster's Q1 net loss applicable to common shareholders widened from \$64.4 million to \$90.1 million, but per share that loss improved from



Clayton Hirsch

\$1.34 to \$1.22 — ahead of First Call/Thomson Financial analysts' consensus estimate of \$1.26 per share. Sirius' EBITDA loss grew 25%, to \$45.3 million.

**Sirius: 150,000 Subs In '02**

Bursting with energy over the news he had to share, **Sirius Satellite Radio** President/CEO Joe Clayton seized the chance during Tuesday's conference call with investors to talk up the strides his company has made. While the call was scheduled to announce the company's Q1 financial results, Clayton touched on everything from a new deal with automaker DaimlerChrysler to its national service rollout plan to production delays with aftermarket radios.

Clayton said Sirius was slated to expand into Alabama, Indiana, Kentucky, Michigan, Mississippi, Ohio, Tennessee, Texas, West Virginia and Wisconsin on May 15, taking SIRIUS' availability

SIRIUS/See Page 25

took in another \$34,000 in advertising revenues for the quarter. Minus agency fees, the company's net revenues were \$33,000.

Scelfo said the company has \$423 million in cash and marketable securities and added that it will need about \$400 million to carry it into Q2 2003. In a Tuesday SEC filing Sirius said it will need to raise another \$290 million to carry it through 2003. But Scelfo reported that the company is taking cost-cutting steps to help it through, including vacating one of the three floors it currently occupies in its Rockefeller Center headquarters. Scelfo estimates the company will save \$2 million annually as a result of the move.

• While they operate in different circles in the radio world, **Sirius** and **Entravision** can both brag about finishing

EARNINGS/See Page 4



**Ruh-Roh, Rick!**

KIIS-FM/Los Angeles morning man **Rick Dees** is his usual animated self as he readies his latest movie tie-in. The Clear Channel CHR/Pop station is preparing to plaster Dees' alter ego around town, and Scooby-Doo himself will appear at KIIS's Wango Tango concert to greet the crowd and introduce artists with his trademark laugh. *Scooby-Doo* the film opens nationwide on June 14, the day before Wango Tango takes place at the Rose Bowl in Pasadena, CA.

**Station Playlists Go To R&R ONLINE**

■ Changes made to AC, Hot AC charts

Effective this week, **R&R** has expanded the reach of its playlist information by moving the data to the World Wide Web at [www.ronline.com](http://www.ronline.com).

"We are extremely excited about the opportunity to provide more playlist information to our customers than ever before." R&R Director/Charts Anthony Acampora commented. "By moving this important data to our website, we will feature the 40 most-played songs for all monitored reporters — giving our readers access to all the stations, not just a select few.

In addition, users can reference the week the song was added by each station." The only exception will be the Smooth Jazz format, whose playlist information

PLAYLISTS/See Page 16

**Programming And The People Meter**

BY MIKE MCVAY & DAVID ROGERSON

The first results coming out of the Arbitron Portable People Meter tests suggest that our approach to radio programming may have to undergo a thorough review.

Until now we've focused our thoughts on playing the ratings game under the rules a diary-based system imposes on us. And we've self-imposed other rules, like placing the highest-appeal songs or strongest news issues of the day in the first quarter-hour. Reinforcing the call sign and frequency after every song so diarykeep-



McVay

ers will recall them has become almost paramount in our programming minds. Dead segues have died.

Though cume is still important, less emphasis has been placed on it recently — particularly with cuts to marketing budgets limiting our outside advertising resources. And another part of the problem we've experienced in gaining cume is an age-old dilemma: "I know half my marketing budget works, but I'm not quite sure which half."

Arbitron's goal is to deploy

See Page 8

**CC, Viacom Say Telecom Act A Benefit To Radio**

Parties filing remarks in the reply-comment window of the FCC's ongoing radio ownership-limit review aren't making the job any easier for the agency. While some of radio's most influential players ask the commission to maintain or loosen current restrictions, they face vocal opponents who tell the FCC to stop the consolidation stampede before all the little guys get trampled.

The industry's biggest player told the FCC that consolidation has benefited consumers in the form of ad prices that have been driven down. **Clear Channel** pointed to two separate studies — one by MIT Economics Professor Jerry Hausman and another by Glassman-Oliver Economic Consultants Sr. VP

TELECOM/See Page 25

# THE VINES

Got free before the add date

**KROQ**

**WXRK**

**91X**

**KNDD**

**LIVE 105**

**WHFS**

**WFNX**

**WBCN**

**WAAF**

and that's not all

~~"From the opening guitar hook to the feedback at the end, GET FREE is a 2 minute cannon blast that doesn't stop" Pat Ferrise/WHFS~~

~~"This is a battle cry for pop culture. The debut album of the year" Aaron Axelson/LIVE 105~~

~~"Get Free makes me want to do very bad things" Chris Muckley/91X~~

~~**Get Free** The first single from the debut album "Highly Evolved"~~

~~Produced by Rob Schnapf Mixed by Ancy Waitan Executive Producer Andrew Slater Managed by Winterman & Goldstein~~

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# Big City/New York Ready To 'Rumba'

By ADAM JACOBSON  
R&R RADIO EDITOR  
ajacobson@rronline.com

NEW YORK — On May 7, Big City Radio's "New Country Y-107" quadcast ended 5 1/2 years of service by playing Garth Brooks' "The Dance." The next day, after several hours of stunting with construction sounds, Big City selected a rumba as its next dance.

The four stations — WWVY/Riverhead, NY; WWYY/Stroudsburg, PA; WWZY/Monmouth-Ocean; and WYNY/Westchester; — are now known as "Rumba 107.1" and are airing a unique, dance-influenced Tropical format featuring current tropical hits, Spanish-language hip-hop and English-language material from such artists as P. Diddy, Enrique Iglesias and Kylie Minogue. Rumba will target second- and third-generation bilingual Hispanics aged 18-49.

Big City hopes to score big with the stations. As the company points out in a press release announcing Rumba's arrival, just three FM stations have been serving the 3.8 million Hispanics in the New York metropolitan area.

Big City Radio President/CEO Charles Fernandez, who is also the interim GM for the company's New York operation, is personally overseeing Rumba's launch. "The Hispanic population is the fastest-growing population in the U.S., and we have Spanish radio stations in the top three Hispanic markets in the country — Los Angeles, Chicago and, now, New York," he said. "This gives us opportunities to sell Spanish media in all three of these high-revenue-generating markets, as well as in Miami through our affiliate station WSUA."

Rumba will be challenged not only by Spanish Broadcasting System's crosstown Spanish AC WPAT and Tropical WSKQ and Hispanic Broadcasting's Tropical WCAA, but also by its own limitations. Big City is relying on its Westchester and Monmouth-Ocean towers to obtain coverage throughout the five boroughs of New York and the Hispanic-rich areas of northern New Jersey.

To assist with its coverage of Brooklyn and Staten Island, WWZY's tower was recently moved from Long Branch.

RUMBA/See Page 25

## R&R Observes Memorial Day

Due to the Memorial Day holiday, R&R's Los Angeles, Nashville and Washington, DC offices will be closed on Monday, May 27.

## Forming A Committee



It's a meeting of the minds as these congressmen and radio people pause for a quick picture in front of the Capitol in Washington, DC. Senators John McCain and Ted Kennedy join Westwood One host Jim Bohannon on the nationally syndicated America in the Morning talk show every day to debate pressing political issues during the "Face-Off" feature. Seen here are (l-r) McCain, Westwood One VP/News Programming Bart Tessler, Bohannon and Kennedy.

## Calarco To Head Cumulus/Westchester

■ CBS vet set to manage WFAS-AM & FM & WFAF

Rod Calarco has been named Market Manager for Cumulus' News/Talk WFAS-AM and AC WFAF-FM & WFAF-FM/Westchester. He replaces Chuck Benfer, who was promoted last week to VP/GM of Cumulus' mid-Hudson Valley stations.

Calarco was previously Sr. VP/Radio for eMadison, a company that developed a browser-based system for the buying and selling of primary media, and Sr. VP/Programming & Sales for WorldSpace Corp., which delivers digital radio signals to Asia, Africa and Latin America. He has also served as Exec. VP of Westwood One Radio



Calarco

Networks and was VP of CBS-owned FM stations from 1990-96. From 1980-90 Calarco held key posts at CBS, including VP/GM of WCBS-FM/New York.

"Rod is the man for Cumulus/Westchester," Cumulus Regional Director Vince Cremona told R&R. "He's originally from Westchester and fits right in. He has an outstanding background and track record, and he's in touch with all the major players on Madison Avenue. And since Rod replaces Chuck Benfer, who stepped up to a larger cluster

CALARCO/See Page 16

## SBS Throws 'Party' In San Francisco

Spanish Broadcasting System on May 11 flipped San Francisco-area Rocker KXJO to an English-language CHR/Rhythmic station as KPTI. "The Bay Area's Pure Dance Channel, 92.7 Party." KPTI will be programmed by SBS Exec. VP/Programming Bill Tanner — who has been PD of similarly formatted stations in Miami and Orlando — National PD Pio Ferro and VP/Programming Jesus Salas, who programs the company's three Miami FMs.

SBS Chairman/CEO Raul Alarcon said the new dance format is a natural fit with the company's

Spanish-language radio stations. "We try to match our formats to the available audience within each station's primary signal range, and KPTI has an excellent signal in the San Francisco, Oakland and Alameda areas, particularly in the entertainment districts," he said. "Our mission will be to create a dance music sound that will appeal to the area's greatest strength, its ethnic and cultural diversity."

Tanner said, "The Bay Area is a natural for this format. We'll be a music-intensive format with no disc jockeys, where pure dance music is the star."

MAY 17, 2002

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## Robinson PD At Salem/Chicago's 'Fish'

Former WJMK/Chicago PD Kevin Robinson has been named PD of Salem's crosstown Christian AC WZFS (The Fish). He succeeds Cliff Tredway, who left the position last month.

Robinson worked at Infinity's Oldies WJMK for 10 years before exiting in



Robinson

March. The station experienced record ratings during his tenure, at one point placing No. 1 25-54 for 25 consecutive rating periods. Robinson served as PD at Classic Rock WVIC/Lansing, MI before moving to WJMK.

ROBINSON/See Page 16

## Allen To WJBT & WSOL/Jacksonville PD

Russ Allen has been named PD for Clear Channel's CHR/Rhythmic-Urban AC combo WJBT & WSOL/Jacksonville, effective May 20. Allen comes on board to fill the vacancy created when Aaron Maxwell returned to Richmond to program the company's CHR/Rhythmic WBTJ.

"After doing some extensive traveling and playing a lot of golf, I look forward to moving on to this new assignment," Allen told R&R. "I feel really blessed



Allen

to be given this opportunity. I am very excited to join the Clear Channel/Jacksonville team and to have the chance to work closely with [VP/Urban Programming] Doc Wynter."

Allen most recently programmed Cox Radio's KTHH/Houston. Before that he held PD posts at WJHM/Orlando, KSOL/San Francisco and WERQ/Baltimore. His resume also includes stints at WPGC/Washington and WIOQ/Philadelphia.

## HOW TO REACH US

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# Barron's Forecasts Blue Skies For Clear Channel

□ Analyst ups radio-industry revenue forecast for '03

BY MOLLY ZIEGLER  
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"Clear Channel's fortunes may be about to change — again," *Barron's* magazine said this week, pointing to paccings that indicate radio-industry ad spending will grow 7%-8% by next year. The magazine said the upturn will benefit **Clear Channel Communications**, which derived 65% of its \$8 billion in 2001 revenues from advertising clients and commands 10% of all radio advertising.

As for Clear Channel's expansion into other businesses, *Barron's* said the company could deliver growth rates in the midteens if it can "deliver on its promise to offer both mass reach and niche marketing" across its diverse media platforms. Two years ago a *Barron's* cover story on radio, titled "Party's Over," sent industry stocks down and prompted radio group heads and analysts alike to speak out against the article.

Clear Channel's Q1 was termed a "significant turning point for radio operations" by Morgan Stanley's Michael Russell, who expects increasing momentum in Clear Channel's radio division into Q2 and predicts broadcast cash flow increases of 7% in Q2, 11% in Q3 and 19% in Q4. He also foresees Clear Channel's outdoor division will see a staged recovery, beginning in Q2.

"We anticipate increased operating leverage from radio and outdoor as the year progresses," Russell said. "Most operators are noting sequential improvement month over month, which

should bode well for 2002's second half."

"Clear Channel's radio segment is benefiting from a marked improvement in ad-revenue growth," said Robertson Stephens analyst James Marsh, who believes the segment should improve through 2002. While he noted that the company aggressively cut ad rates last year, he believes Clear Channel is "poised to outperform" and is proving that its clustered portfolio of stations can effectively manage ad inventory and, in turn, drive demand and pricing for advertising time. Marsh reiterated his "buy" rating on the stock at a \$63 target price. Meanwhile, Barrington Research's James Goss raised Clear Channel from "market perform" to "accumulate" in response to better-than-expected EPS, revenue and EBITDA during Q1.

As for the industry overall, CIBC World Markets' Jason Helfstein expects 6.5% growth in radio revenue next year, up from his previous estimate of 4.5% growth. Additionally, he

upped **Regent Communications'** 2003 revenue forecast from 5% growth to 7%. Helfstein said he is giving Regent management the benefit of the doubt for 2002's second half and upping the company's full-year 2002 revenue estimate from \$61 million to \$65 million and its target price from \$7.50 to \$9.

Turning to **Entravision Communications**, which recently reported its Q1 earnings, Salomon Smith Barney's Niraj Gupta retained his "neutral" rating on EVC stock, as well as his \$15 price target, but raised his 2002 revenue estimate by 1%, to \$233.8 million, and elevated his EBITDA forecast by 6%, to \$60.7 million. Meanwhile, Merrill Lynch's Jessica Reif Cohen said Entravision's Q1 results were in line with her expectations and retained her "neutral" rating and \$16 price target on the issue, which she called "a high-quality pure-play on the booming economy of Hispanic U.S.A."

Jefferies & Co.'s Frederick Moran downgraded Regent stock to "accumulate" from "buy," based on soft Q1 results, continued start-up costs and a fully valued stock price. However, he maintained his \$8 price target and increased his 2002 net revenue estimate by 2%, to \$65.1 million, and his BCF estimate by 4%, to \$20.2 million. His EBITDA estimate is up slightly, to \$14.3 million.

Salem "breezed past" Robertson Stephens analyst James Marsh's estimates for revenue, broadcast cash flow, EBITDA and earnings per share, the analyst said, so he raised his estimate for Salem's 2002 revenue by 2%, to \$166.2 million. At the same time, to reflect higher depreciation expenses, he reduced his 2002 EPS estimate by 120%, to a loss of 1 cent. Marsh maintained his "buy" rating and \$33 price target on the issue.

Meanwhile, CIBC's Helfstein raised his 2002 estimates for **Cumulus Media** to come in line with company guidance: He expects reported revenues of \$238.7 million, up from his previous estimate of \$234.3 million, and EBITDA is set at \$76.5 million, up from \$74.5 million. On a pro-forma basis — less Cumulus' pending deal with Wicks in Saginaw, MI — Helfstein increased his revenue estimate by 4%, to \$248 million, and his EBITDA estimate by 19%, to \$80.6 million.

## Radio Heavyweights Named To FCC Council

BY JOE HOWARD  
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Clear Channel Chairman/CEO **Lowry Mays**, Infinity CEO **Mel Karmazin** and Cumulus Chairman/CEO **Lew Dickey** are among the 41 newly named members of the FCC's **Media Security and Reliability Council**, created by the commission to develop measures that will, it says, ensure "the robustness and security of the broadcast and multichannel video-programming distribution industries."

Other council members include NAB President/CEO **Eddie Fritts**, Radio One Chairperson and founder **Cathy Hughes**, Emmis Chairman **Jeff Smulyan**, Hispanic Broadcasting President/CEO **Mac Tichenor**, Susquehanna Radio President/CEO **Peter Brubaker**, XM President/CEO

**Hugh Panero** and NPR President/CEO **Kevin Klose**.

Tribune President/COO **Dennis FitzSimons**, who was the only member named when the council's creation was announced by the FCC, chairs the group, which is set to hold its first meeting on May 17.

## Earnings

Continued from Page 1

Q1 ahead of analysts' estimates. In what Chairman/CEO **Walter Ulloa** called a "breakthrough quarter," Entravision's net loss improved from \$10.3 million (49 cents per share) to \$8 million (38 cents). First Call/Thomson Financial had estimated a loss of 44 cents. Pro forma net revenues increased to \$49.1 million and broadcast cash flow improved to \$12.2 million, 13% increases in both areas. Pro forma EBITDA improved 18%, reaching \$8.5 million. On a same-sta-

tion basis, net revenues improved 16% and BCF grew 26%.

Revenues in the company's radio division improved 17%, to \$14.8 million, with BCF in the division growing 28%, to \$4 million. Ulloa credited ratings gains at Entravision's properties in 2001 for the growth. During a conference call, company President/COO **Philip Wilkinson** pointed out that Entravision's radio division saw an 11% improvement in national advertising and a 23% boost in local advertising, contributing to a 17% revenue gain in the segment — a 23% swing above the segment's Q4 results.

Ulloa said that radio and TV are "clearly the engines driving" the company's growth, noting that 80% of the company's revenues come from those two divisions. Meanwhile, Entravision forecasts growth of 7%-10% for its Q2 revenues and BCF, with total revenues of \$60.5 million to \$62 million and BCF ranging from \$22 million to \$22.5 million. It predicts revenues in its radio division will grow 12%-14%, to \$19.9 million-\$20.3 million.

• **Carl Hirsch** and **Steve Dinetz**'s **NextMedia** saw Q1 net revenues increase 32%, to \$19.2 million, and BCF

**EARNINGS/See Page 17**

## BUSINESS BRIEFS

### Week's Web Listening Peaks After Day Of Silence

Webcast ratings company **MeasureCast** reported that 19% of listening during the week of April 29-May 5 came on Thursday, May 2, the day after hundreds of streamers participated in a Day of Silence protest against the Copyright Arbitration Royalty Panel's proposed webcast royalties. April 30 was the second-busiest listening day of the week, and the day of the protest — during which most participating webcasters ran PSAs on the CARP issue rather than shutting down their streams — came in third. Overall, Internet listening was up 8% for the week.

### Tribune, Entercom Amend Denver Deal

**Tribune Co.** and **Entercom Communications** have amended their December 2001 deal to facilitate Entercom's \$180 million purchase of Tribune's three Denver radio stations, KOSI-FM, KEZW-FM & KKHK-FM. Under the new arrangement, Entercom has agreed to buy KOSI and KEZW immediately for \$125 million, and Tribune will use those funds to purchase WTTV-TV and WTTK-TV/Indianapolis from Sinclair Broadcasting. Entercom will pay the remaining \$55 million for KKHK when Tribune finds another attractive TV property. As part of the companies' agreement, Tribune must be allowed to find appropriate TV properties before it lets go of the radio stations. It was reported in December that Entercom would be responsible for finding TV stations for Tribune to buy — in fact, information from Tribune sources said Entercom would buy the TV stations, then spin them off to Tribune — but Entercom Exec. VP **Jack Donlevie** told *R&R* that IRS rules allow the companies to structure the deal in such a way that Tribune can agree to buy the TV stations, then collect money for the radio properties from Entercom without significant tax repercussions.

### Will IBOC Muscle Out Satellite Radio?

A new report by technology research company **In-Stat/MDR** says that the features that will be available for free with in-band, on-channel digital radio will be enough to satisfy most consumers — and those consumers will, as a result, opt against pricier satellite radio. The report says, "As iBiquity technology is added to more and more stations, there will be a divergence between the number of digital receivers sold and the subscriber base of the two [satellite-radio] services." However, the report goes on to say that both satellite radio and IBOC will gain increasing acceptance over the next five years and that the success of digital radio will depend largely on auto manufacturers, because many consumers' first experience with digital radio will be in automobiles.

### Sharpton-Led Group Wants More Diversity At XM

**Al Sharpton's National Action Network** has sent a consultant to Washington DC to view XM Satellite Radio's public inspection file, saying that the satcaster "lacks diversity in management." XM VP Corporate Affairs **Chance Patterson** told *R&R* he doesn't know offhand how many minorities XM has in management, but he said the NAN complaint stems from XM's decision not to broadcast the group's urban ministries programming. Patterson said, "They're primarily interested in having their content played on XM. We're not going to do that right now, and we've indicated that to them." He said XM may want to work with the NAN in the future, but added, "We're very comfortable with the diversity of our programming." The NAN consultant met with XM last week, and Patterson said programming information will be provided per the consultant's request.

### ABC To Seek Review Of Latest Radio AAHS Judgment

**ABC** and **Children's Broadcasting Corp.** have been battling in court for years over whether the idea for ABC's **Radio Disney Children's** format was stolen from **CBC**, and a district court judge has awarded **CBC** \$1.5 million for breach of contract and \$8 million for misappropriation of a trade secret — in this case, a customer list. **ABC** spokeswoman **Julie Hoover** told *R&R* that her company disagrees with the damage award, especially considering a 1999 court finding that **ABC's** breach of contract was immaterial, and will seek further review. **ABC** and **CBC** had an agreement for use of children's radio network **Radio AAHS**, which **CBC** developed, until 1996, when **ABC** left the partnership and founded **Radio Disney**. **CBC** won a \$20 million award from a federal jury in 1998, but that deci-

Continued on Page 17

## R&R Stock Index

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

	Change Since				
	5/10/01	5/3/02	5/10/02	5/10/01	5/3/02-5/10/02
<b>R&amp;R Index</b>	257.72	244.47	245.25	-5%	+0.3%
<b>Dow Industrials</b>	10,910.44	10,006.63	9939.92	-8.3%	-0.6%
<b>S&amp;P 500</b>	1255.18	1073.43	1054.99	-16%	-1.7%

# Great retro

**Q:** What do WBLS, WKTU, WYNY, WBMX, WDSY, WZPT, WHQT, KFKF, KSD and KIMN have in common?

**A:** They all win in their markets with Superadio's retro shows!

## unhosted shows:

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### Supermixx 80'S

Four-hour mix of 80's pop hits perfect for CHR, Hot-AC and Modern AC stations.

**Classic Jam**

### Classic Jam

Four-hour mix of 80's and 90's Hip-Hop and R&B hits.

**Classic Jam Mini Mixx**

### Classic Jam Mini-Mixx

7 minute mix of 80's and 90's Hip-Hop and R&B hits.

**Oldies Jam**

### Oldies Jam

Four-hour mix of 80's R&B and Funk perfect for Urban-AC and R&B Oldies stations.

**CITY JAM**

### City Jam

Four-hours of dance and cross-over classics.

**KOOL JAM**

### Kool Jam

Four-hour mix of R&B favorites from the old school era of 70's and 80's.



### Old Skool Mini-Mixx

7 minute mix of R&B favorites from the old school era of 70's and 80's.

## hosted shows:



### Retro Pop Reunion

Joe Cortez brings you four-hours of the "Biggest Hits of the Video Music Era," 80's & early 90's.



### Retro Country USA

Ken Cooper delivers two-hours of the greatest country of all time each weekend. Now in our 5th year!



### Lost in the 80's

Derrick Jonzun and Stephanie Williams take listeners back-in-the-day with this two-hour R&B retrospective.



### 80's Time Capsule

One-minute daily vignette of pop culture and R&B music trivia.



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## DEAL OF THE WEEK

- **KRFT-AM/De Soto (St. Louis), MO**  
**\$1.63 million**

## 2002 DEALS TO DATE

**Dollars to Date:** **\$565,509,787**  
(Last Year: \$3,864,125,728)

**Dollars This Quarter:** **\$176,741,062**  
(Last Year: \$315,436,435)

**Stations Traded This Year:** **273**  
(Last Year: 1,053)

**Stations Traded This Quarter:** **117**  
(Last Year: 151)

## TRANSACTIONS AT A GLANCE

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

- **WQLS-AM & WJRL-FM/Ozark (Dothan), AL** \$750,000
- **WKLN-AM/St. Augustine Beach (Jacksonville), FL** \$225,000
- **KONI-FM/Lanai City, HI** \$1.15 million
- **WWKM-AM/Harrison, MI** \$10
- **KLCH-FM/Lake City (Rochester), MN** \$280,000
- **KYMN-AM/Northfield, MN** \$800,000
- **AM CP/Lockwood (Billings), MT** \$125,000
- **WARR-AM/Warrenton, NC** \$68,000
- **KGBC-AM/Galveston (Houston-Galveston), TX** \$900,000
- **WAUH-FM/Wautoma, WI** \$50,000

## All Sports Goes For Triple Play In St. Louis

☐ Picks up its third signal in the city; Waitt makes a buy in Minnesota

## Deal Of The Week

## Missouri

**KRFT-AM/De Soto (St. Louis)**

PRICE: \$1.63 million  
TERMS: Asset sale for cash  
BUYER: All Sports Radio LLC, headed by President Greg Marecek. Phone: 314-962-0590. It owns two other stations, KFNS-AM & FM/St. Louis.  
SELLER: The Raftt Corp., headed by President Jerome Friemel. Phone: 281-564-7064  
FREQUENCY: 1190 kHz  
POWER: 10kw  
FORMAT: Dark

## Alabama

**WQLS-AM & WJRL-FM Ozark (Dothan)**

PRICE: \$750,000  
TERMS: Asset sale for cash  
BUYER: Styles Broadcasting Inc., headed by CEO Kim Styles. Phone: 850-234-8388. It owns one other station, WTVY-FM/Dothan.  
SELLER: Jimmy Jarrell. Phone: 334-821-0744  
FREQUENCY: 1210 kHz; 103.9 MHz

POWER: 10kw day/4 watts night; 25kw at 292 feet  
FORMAT: Gospel; Country

## Florida

**WKLN-AM/St. Augustine Beach (Jacksonville)**

PRICE: \$225,000  
TERMS: Asset sale for cash  
BUYER: Westshore Broadcasting Inc., headed by COO Mike Smith. Phone: 727-576-2234. It owns three other stations, including WSOS-FM/Jacksonville.  
SELLER: Chesapeake-Portsmouth Broadcasting Corp., headed by President Nancy Epperson. Phone: 336-765-7438  
FREQUENCY: 1170 kHz  
POWER: 830 watts  
FORMAT: Adult Standards

## Hawaii

**KONI-FM/Lanai City**

PRICE: \$1.15 million  
TERMS: Asset sale for cash  
BUYER: Hochman Hawaii Publishing Inc., headed by President George Hochman. Phone: 808-332-0119. It owns two other stations. This represents its entry into the market.  
SELLER: Dixon Broadcasting Inc.,

headed by President Ivan Dixon III. Phone: 808-875-8866  
FREQUENCY: 104.7 MHz  
POWER: 29kw at 492 feet  
FORMAT: AC

## Michigan

**WWKM-AM/Harrison**

PRICE: \$10  
TERMS: Asset sale for cash  
BUYER: Laurie Foster. Phone: 231-723-9433. Foster owns no other stations.  
SELLER: David Carmine. Phone: 989-539-7105  
FREQUENCY: 1540 kHz  
POWER: 1kw  
FORMAT: Country

## Minnesota

**KLCH-FM/Lake City (Rochester)**

PRICE: \$280,000  
TERMS: Asset sale for cash  
BUYER: Waitt Radio Inc., headed by Vice Chairman Steven Seline. Phone: 402-330-2520. It owns 53 other stations. This represents its entry into the market.  
SELLER: Sorenson Broadcasting Corp., headed by President Dean Sorenson. Phone: 605-334-1117  
FREQUENCY: 94.9 MHz

POWER: 6kw at 328 feet  
FORMAT: Lite Rock

**KYMN-AM/Northfield**

PRICE: \$800,000  
TERMS: Asset sale for cash  
BUYER: James Ingstad. Phone: 701-237-3775. He owns seven other stations. This represents his entry into the market.  
SELLER: KYMN Inc., headed by President Wayne Eddy. Phone: 507-645-5695  
FREQUENCY: 1080 kHz  
POWER: 1kw  
FORMAT: AC-News/Talk

## Montana

**AM CP/Lockwood (Billings)**

PRICE: \$125,000  
TERMS: Construction permit for cash  
BUYER: Hi-Line Radio Fellowship, headed by Second Chair Roger Lonnquist. Phone: 406-949-4308. It owns six other stations. This represents its entry into the market.  
SELLER: Seeger, Guest & Fort, headed by President Edward Seeger. Phone: 843-849-0076  
FREQUENCY: 1450 kHz  
POWER: 1kw  
FORMAT: N/A  
BROKER: American Media Services LLC

## North Carolina

**WARR-AM/Warrenton**

PRICE: \$68,000  
TERMS: Asset sale for cash  
BUYER: Quad Divisions Inc., headed by CEO Logan Darendburg. Phone: 919-776-4100. It owns no other stations.  
SELLER: Johnson Media Group, headed by President Jimmy Johnson. Phone: 252-257-5557  
FREQUENCY: 1520 kHz  
POWER: 5kw  
FORMAT: Gospel/R&B

## Texas

**KGBC-AM/Galveston (Houston-Galveston)**

PRICE: \$900,000  
TERMS: Asset sale for cash  
BUYER: SIGA Broadcasting Corp., headed by President Gabriel Arango. Phone: 713-868-5559. It owns three other stations, including KLV-L-AM/Houston-Galveston.  
SELLER: Prets/Blum Media Co., headed by President Richard Prets. Phone: 409-763-1633  
FREQUENCY: 1540 kHz

Continued on Page 17

## SAGA Communications of New England, Inc.

ED CHRISTIAN - President/CEO

has agreed to purchase the Assets of

**WKNE AM/FM**

Keene, NH

**WKVT AM/FM**

Brattleboro, VT

from **Tele-Media Company of Vermont, LLC**

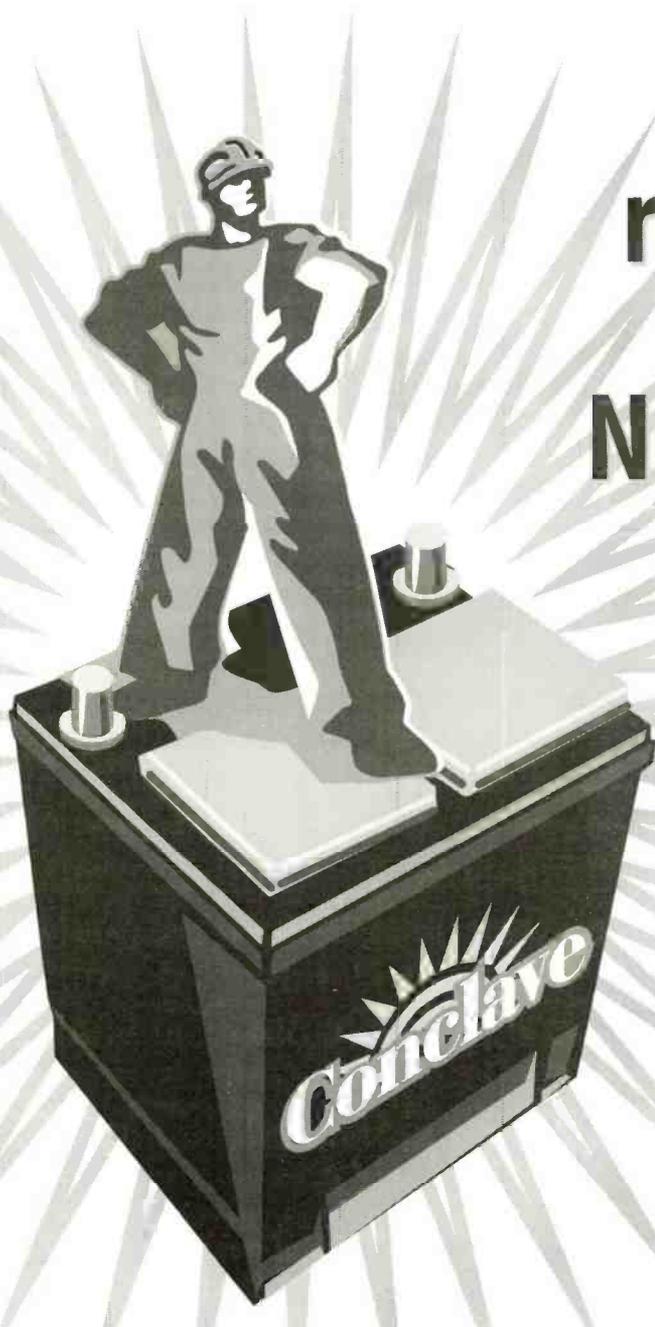
ROBERT TUDEK - Chairman

for **\$9,075,000**. Closed May 1, 2002

We were privileged to represent Tele-Media in this transaction.

**Frank Boyle Co., LLC**

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- Infinity/Dallas' Dave Siebert in the Spotlight, Page 12
- John Lund's midbook tuneup, Page 13
- Judy Carrough on treating advertisers right, Page 14

# MMS

management • marketing • sales

"Man needs, for his happiness, not only the enjoyment of this or that, but hope and enterprise and change."  
— Bertrand Russell

## PROGRAMMING AND THE PEOPLE METER

Continued from Page 1

the Portable People Meter as a credible improvement on current measurement systems. It will provide a better basis for advertisers' planning and buying, as well as improved information for radio sales and programming. In spring 2002 the PPM expanded to the entire Philadelphia DMA with a sample of 1,500 people ages 6 and over.

The PPM is a simple device that looks like a pager. It can be clipped to a belt or carried in a pocket or purse, and it works passively — in other words, no pencils or paper. An inaudible code is embedded in the audio of radio and TV signals, cable channels, Internet audio and the audio of any media outlet that installs the PPM encoder.

The PPM captures cross-media listening and viewing. The advantages of that to advertisers and agencies alike are clear, and those advantages flow through to radio as well. Imagine being able to track when your TV commercials were placed, what percentage of existing and potential listeners saw them and, even further, how many of those people then tuned in to your station. Well, quicker than Harry Potter can wave a magic wand, what you imagine has become reality: In tests conducted in Manchester, England, one station has already been able to calculate the new listeners brought by its television campaign.

### PROGRAMMING FOR REAL-LIFE LISTENING

The Portable People Meter ratings estimates are based on actual listening, rather than reported listening measured by paper diaries. That means rounding of listening times, misperceptions about and misidentifications of stations and other diarykeeper errors will be eliminated. You'll even get credit for short-term listening — the channel surfing or in-car button-pushing diarykeepers may choose not to record — as long as it adds up to five minutes within a quarter-hour. That's a big methodological change: The diary system requires five minutes of *continuous* listening within a quarter-hour, depending on crediting rules.

The greatest impact of this on programming will be in the way we approach average share and cume, both functions of TSL, and cume, which is a function of marketing. So let's take a look at how we'll program in a PPM world.

Initial PPM numbers suggest that cume is up significantly for radio. The meter tests have shown an average daily cumulative audience of 75.9%, as opposed to the 66.0% shown by diaries. The PPM is also picking up increases in listening occasions and in the number of stations listeners tune in to: The figures show that PPM listeners tuned in to radio 4.4 times a day, as opposed to three occasions recorded by diarykeepers, and the number of stations PPM carriers listened to was close to twice the number recorded in diaries. These are things we programmers have suspected for some time and have experienced in real life, but we've had nothing to back up our suspicions.

Additionally, while we'll see higher cume, TSL will likely dip. Indeed, that's exactly what's been shown in the early figures: PPM data showed an average of 18 minutes per day less listening time compared to diaries.

### BEING BETTER BROADCASTERS

In fact, listening has most likely been happening the way the PPM shows all along — it's just that the diary hasn't been able to measure these things as precisely. The great thing about these figures is that they positively impact radio as a whole, almost regardless of

format. As an industry, we've got to be happy.

As programmers, the PPM means we'll be getting measurements of all listening occasions to our stations. That means marketing directors and program directors will need to spend more time together working out how to attract more cume. When people are tuning around the dial, it's your marketing director's objective, pure and simple, to get them to stop at your station. Then it's the PD's job to hold on to them.



DAVID  
ROGERSON

If your listeners are returning to radio 4.4 times a day, your marketing will have to remind them to return to *your* station. Radio is very much driven by mood, and new ways of marketing may consider hitting that chord: "When you need to relax, tune to Lite Rock 100" or "When you need to know how the traffic's going, tune to News Radio 610." Showing how your station can be used will likely be the best theme to use in external marketing.

### EVERY QUARTER COUNTS

With the PPM, programming gives about the value of the first and third quarter-hours go out the window. Results so far show that PPM carriers start listening to the radio in almost equal numbers in each quarter-hour. That contrasts dramatically with diaries, where 47% of listening start times are recorded in the first quarter-hour and 28% in the third.

The PPM numbers mean that all quarter-hours are important. You won't be able to hide away songs with less appeal. All songs will have to have immediate appeal. And the same goes for News and Talk stations: The topics you cover will require a careful balance, all around the hour.

The implication of all this is that programmers will have to concentrate even more on product development. We want to keep listeners with us as long as possible to drive up TSL and, consequently, station share. And this is about more than just playing the right songs: It's about vertical and horizontal promotion. Vertical promotion means telling what's happening later that hour on your show and in the hours that follow. Horizontal promotion is talking about what's coming up tomorrow on your show to create day-to-day tune-in.

Habitual listening will be less affected by measurement changes, but the behavior of listeners who sample other stations (for even five minutes) will be recorded. The PPM will have an immediate impact on music testing, commercial load, jock content — in fact, all aspects of programming. We're going to need to be better broadcasters and programmers than ever, every day, in all that we do, if we're going to increase TSL (or even keep what we have).

The old ideas about front-loading commercial clusters will mean nothing. Loading the first and third quarter-hours with all the big "power" songs will be useless. The Portable People Meter will much more accurately show the real use of radio. That means programmers must work diligently at dotting the i's and crossing the t's. Everything will have to sound good, and the station will have to be the best it can be.

The pressure on radio stations to impact PPM holders may turn out to be enormous if ratings samples become significantly smaller. In Philadelphia a sample of only 1,500 people is being used across the entire year. The final commercial size of the Philly panel will be larger, but we don't know yet what it will be. But if the panels turn out to be drastically smaller than diary samples, that will leave little margin for error. Again, building cume will be critical to the success of your station.

## THE EARLY NUMBERS

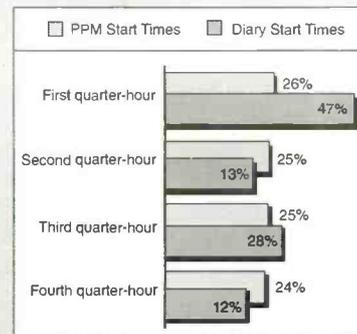
The results of Arbitron's testing of the Portable People Meter with a panel of 1,500 people in the Philadelphia metro show signs that things are going to change — a lot — under the PPM.

- PPM-captured data shows more radio-listening events per day: 4.4, as opposed to 3.0 as measured by diaries.

- PPM data shows listeners using more than twice the stations every day than the diary data shows: 2.2 vs. 1.0.

- PPM data shows an average of 18 minutes per day less listening time than diaries.

- Start times (when listeners say they begin listening) as shown by the PPM are very different from diary data.



- Total-day AQH ratings have been similar in both sets of measurements. Earlier PPM measurements showed lower morning and midday use and higher weekend and overnight listening, but the figures for October 2001 recorded usage more similar to what diarykeepers recorded, along with higher afternoon drive listening.

Arbitron expects to be able to deliver more data from the Philadelphia study soon, and the rest of the ratings are expected by fall. The earliest we'll see a full survey is fall 2003, and then it will be only for Philadelphia.

The Portable People Meter is still quite a way off for most of us, but it is not too early to begin the good broadcasting habits that will benefit you when the PPM comes around — especially given that what the PPM will reward you for is also good radio.

### PPM AFFECTS EVERY ASPECTS OF MEDIA

The Arbitron PPM rollout is international. No matter where in the world you are reading this, the PPM will affect measurement of listening and viewing levels.

Because minute-by-minute data will be collected, you'll be able to compare the impact of particular songs, news bulletins and talk issues on your station. You'll be able to see where your listeners go when they tune out. It's more than standard ebb and flow; you'll be able to identify the key hot buttons that drive listeners to your station. Music stations, that means you'll need to play people's favorite songs frequently.

Immediacy of research will be critical. You'll want to get information back as soon as possible to make the changes you'll need to get positive movement in the ratings. New forms of research that can give immediate results, such as online music testing, will start to gain currency over larger attitudinal and

Continued on Page 12

**Luncheon Chairs**

Polly Anthony  
Jerry Blair  
Charles Goldstuck  
Craig Kallman  
Jeff Kwatinetz  
Peter Lewit  
Guy Oseary  
Kedar Massenburg

David Munns  
Marci Klein  
L. A. Reid

Sylvia Rhone  
Andy Slater  
Mitch Slater  
Steve Stoute  
John Sykes  
Van Toffler  
Greg Thompson  
Charlie Walk  
Barry Weiss  
Tom Whalley

**Tribute Journal**

**Chairs**

Will Botwin  
Lyor Cohen  
Monte Lipman

**Auction Chair**

Ken Lane

**East Coast Chairs**

Charlie Feldman  
Jason Flom  
Evan Lamberg

**Event Hosts**

Danny Goldberg  
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**★ agenda:**

**⊕ WEDNESDAY: JUNE 12, 2002**

- ⊕ 12:00 - 6:00PM  
Registration Opens
- ⊕ 4:00 - 6:00PM  
R&R Exclusive!  
The Ultimate Record Buyer Study II

**⊕ THURSDAY: JUNE 13, 2002**

- ⊕ 9:30AM - 12:00PM  
Jacobs Media Private Client Meetings
- ⊕ 12:15 - 1:45PM  
Alternative & Active Rock Awards Lunch
- ⊕ 2:00 - 5:30PM  
R&R/Jacobs Media Rock Summit 
- ⊕ 4:00 - 5:30PM  
CHR/RHYTHMIC  
Rate-A-Record
- ⊕ 6:00 - 8:00PM  
Opening Cocktail Party

**⊕ FRIDAY: JUNE 14, 2002**

- ⊕ 9:00 - 11:00AM  
**GENERAL SESSION**
  - > Clive Davis In The Morning
  - > Radio: State Of The Industry
  - > R&R National Industry Achievement Awards

**⊕ concurrent sessions:**

- 11:30AM - 1:00PM
  - > **ALTERNATIVE**  
4th Annual Rate-A-Record
  - > **SMOOTH JAZZ**  
Ratings, The Golden Egg
  - > **HOT AC**  
Trailblazers: Breaking Today's Hot AC Barriers

**⊕ FRIDAY: JUNE 14, 2002 (Continued)**

**⊕ concurrent sessions:**

- 1:15 - 2:45PM
  - > **SMOOTH JAZZ AWARDS LUNCH**
  - > **ALTERNATIVE/ACTIVE ROCK**  
The Mentors Panel
- 3:30 - 5:00PM
  - > **CHR/POP**  
Meet CHR's 15 Most Important People
  - > **URBAN**  
The Future Of The Urban World
  - > **ROCK/ACTIVE ROCK**  
2nd Annual Rate-A-Record, Rate-A-Wine
  - > **AC**  
How To Connect With Women

- ⊕ 5:00 - 6:30PM  
**GENERAL SESSION**  
An Exclusive Afternoon with  
Aerosmith's Steven Tyler

- ⊕ 6:30 - 7:30PM  
R&R Pop Awards Show

- ⊕ 7:30 - 10:30PM  
R&R Rhythmic Awards Show

**⊕ SATURDAY: JUNE 15, 2002**

- ⊕ 10:00 - 11:15AM  
Arbitron

**⊕ concurrent sessions:**

- 11:30AM - 1:00PM
  - > **MULTI-FORMAT**  
Cluster Mentality: Programming Multiple Formats Without Losing Your Sanity
  - > **SMOOTH JAZZ**  
Rate-A-Record, Rate-A-Wine
- 1:15 - 2:45PM
  - > **SMOOTH JAZZ**  
Will The Circle Be Unbroken?
  - > **ROCK/ACTIVE ROCK**  
The Artists Panel

R&R convention 2002 Agenda Subject To Change

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- MAIL to:  
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Los Angeles, CA 90051-6708

Please print carefully or type in the form below. Full payment must accompany registration form. Please include a separate form for each registration. Photocopies are acceptable. Registrations are non-transferable.

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REGISTRATION FEE includes admission to all sessions, cocktail party and hospitality events.

- ~~• 3 OR MORE\* ON OR BEFORE MAY 3, 2002 + \$300 EACH~~
- ~~• SINGLE ON OR BEFORE MAY 3, 2002 + \$425 EACH~~
- 3 OR MORE\* MAY 4 - JUNE 7, 2002 : \$450 EACH
- SINGLE MAY 4 - JUNE 7, 2002 : \$475 EACH
- EXTRA THURSDAY COCKTAIL TICKETS : \$85 EACH
- ON-SITE REGISTRATION AFTER JUNE 7, 2002 : \$550 EACH

\* All 3 Attendee Names Must Be Submitted Together

In addition... if you work in the Alternative, Active Rock or Smooth Jazz formats you may choose to attend one of the following lunches. PLEASE CHECK ONE ONLY!!

— ALTERNATIVE & ACTIVE ROCK (Thursday) — SMOOTH JAZZ (Friday)

Your lunch selection is FINAL. Seating will be limited and ticket holders will gain entrance on a first-come, first-served basis ONLY! If you do not select a lunch, you will not receive a lunch ticket!

#### mailing address:

Name \_\_\_\_\_

Title \_\_\_\_\_

Call Letters/Company Name \_\_\_\_\_ Format \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone # \_\_\_\_\_ Fax# \_\_\_\_\_

E-mail \_\_\_\_\_

#### method of payment:

Amount Enclosed: \$ \_\_\_\_\_

Visa   
  MasterCard   
  AMEX   
  Discover   
  Check

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Print Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

CANCELLATION POLICY: All cancellations must be submitted in writing. A full refund less a \$100.00 administrative fee will be issued after the convention if notification is received on or before May 3, 2002. Cancellations received between May 4-17, 2002 will be subject to a \$150.00 administrative fee. No refund will be issued for cancellations after May 17, 2002 or for "no shows."

### hotel:



MERV GRIFFIN'S

*Beverly Hilton*

TYPE OF ROOM	CONVENTION RATE
SINGLE/DOUBLE	\$1,100.00
CABANA SUITES	\$2,200.00
SUITES	\$350.00 and up
W/THOUSE SUITES	\$800.00 and up

Visit Our Website at [www.rronline.com](http://www.rronline.com)  
For Other Hotel Recommendations

Tell them it's the Radio & Records Convention.  
Please do not call R&R for hotel reservations. Thank you.

- To confirm your reservation, your arrival must be guaranteed by charging two nights deposit to a major credit card, or you may send payment by mail.
- Deposits will be refunded only if reservation is cancelled by May 24, 2002.
- Reservations requested after May 24, 2002 or after the room block has been filled are subject to availability and may not be available at the convention rate.
- Check in time is 3:00 pm; check out time is 12 noon.

Mailing Address: The Beverly Hilton Hotel  
9876 Wilshire Boulevard, Beverly Hills, CA 90210

# R&R GM spotlight

**DAVE SIEBERT**  
 VP/GM & Dallas-Ft. Worth  
 Market Captain: KLUV-FM, KOAI-  
 FM, KVIL-FM, Dallas Cowboys  
 Radio Network (Infinity)



## ■ This leader thrives on his people's success

Dave Siebert, who serves as VP/GM for Dallas stations KLUV-FM, KOAI-FM & KVIL-FM and as Infinity/Dallas-Ft. Worth Market Captain, is a lifetime broadcaster completely at home with his work who couldn't imagine doing anything else. And when one looks at the success his stations are enjoying, it's no wonder: In the winter '02 book, KVIL jumped from 13th to fifth 25-54, KOAI improved to third 25-54, and KLUV finished No. 1 35-54 and 35-64. One market observer calls Dave "amazing" and says, "He's taken all three stations and turned them into winners." But, along with his stations' ratings and revenue success, Dave gets his greatest satisfaction from maintaining team loyalty and seeing his people grow and succeed — true benchmarks of a respected leader. Congratulations!

*I decided to enter the world of broadcasting because....*

"Sports was my first love, but I always had my heart set on radio. I thought it was a cool thing. I majored in advertising at Kent State, and one of my brothers owned a small ad agency, so I did some time interning with him. But I really liked the other end of the business and decided to get into radio."

### *First job in broadcasting:*

"After college, in 1982, I went down to Florida to stay with another of my brothers. Two weeks later I answered a classified ad for one-kilowatt daytimer News/Talk WQSA/Sarasota, went in for an interview and was hired as an AE at \$500 a month. I was 22. I got an order my very first day, for a lawn and garden account at \$400 for a month. I made \$40 — I was so excited!

"I worked there four years and earned enough to buy a house. In '86 I was recruited as GSM for Clear Channel's KTOK/Oklahoma City. I was there for a couple of years and was then recruited by my Sarasota owner, Jim Seemiller, to become GSM for Adams Communications' KHIH/Denver. In 1989 I was promoted to GM at KOOL/Phoenix, and later I ran KCBO-AM & FM/San Diego. In 1992 John Tenaglia at TK Communications asked me to come to Dallas to serve as VP/GM for KLUV, and I've been here since. This past year we picked up KVIL, KOAI and the Dallas Cowboys Radio Network."

### *How do you find good salespeople?*

"We've had really good luck recruiting people who have never done anything in this business before. For example, 60% of the sales staff at KLUV are in their first radio job. They've been selling insurance or computers or have been

schoolteachers — careers with really good work ethics. They're smart, innovative thinkers, they make a lot of sales calls, and they understand the dynamics of the business and who influences the decisions."

### *The most challenging aspect of being a GM is....*

"We have a real radio family here, and, now that we have so many people, my biggest challenge is making sure that everyone feels they're part of it and that my department heads pass that along. We need loyalty; that's really important. We've had very limited turnover at these stations. There's no question in my mind that Infinity is by far the best broadcasting company in the world, and they treat their people right. We believe in trust, and we try to do what we say. They can count on us."

### *Any unusual moments in your career?*

"In 1992 at KLUV our van was stolen in the middle of a remote we were doing inside a club. The next day a listener called to ask, 'Are you guys doing a remote in my backyard? Because your van's out here!'"

### *Who are your mentors, and why?*

"Mel Karmazin has absolutely helped take me to the next level. And also Farid Suleman, in particular. Bill Figenshu, to whom I report now, is just an awesome executive. Early on Jim Seemiller helped me along too."

### *How would you describe your management style?*

"I try to be fair, extremely involved, helpful and active. I really manage by walking around and do a lot of meetings in the hallway. I'll talk with everybody, and my door is always open. I still go out on a lot of sales calls too. Ultimately, I try to encourage and manage the heart. If I can keep them loyal and happy, they'll do a good job for us."

### *The best words of advice I ever received were....*

"Work hard and be happy with what you're doing. I'm happy every day. I just love this."

### *If I weren't in the radio business, I'd probably be....*

"This is in my blood — it's all I've ever done in my adult life. To be honest, I can't imagine doing anything else."

### *I'm most proud of....*

"Our people. There are a lot of people who have been here for nine or 10 years with me, and the best thing has been to see them grow, make a lot of money and get recognized in the business. They're really the ones who have made me. Without a doubt, I've got the most talented people in the business in Dallas, by far."

## PEOPLE METER

Continued from Page 8

perceptual studies. Instant feedback also means your research dollars will go further.

Measurement is continuous, 365 days a year, 24 hours a day. The implication: No rest for the wicked. You'll be on your feet 52/24/7. Remember, the PPM will measure radio and TV; that is, it will monitor how an individual divvies up the time he or she is able to commit to being entertained or informed.

Record labels will be able to track songs that are receiving airplay and monitor their growth before committing big money to external marketing. They'll be able to determine almost immediately whether they have a hit on their hands. If people are tuning out when a song comes on, it's highly unlikely that song will be a hit.

A creative services department will be able to use PPM information to better understand what types of commercials cause the audience to tune out and what keeps people tuned in. I can even imagine a radio station using research to determine how many commercials a radio user will listen to at any one time. If that station found that listeners will sit through three spots, but not four, or that listeners will stand for three spots, but some of them drop out at four and a lot of them tune out at five, the station could opt to play only four commercials at a time. That station could then charge more money for an advertiser to be first in a stopset. This could be a whole new way to use yield management.

PPMs are carried by people who are part of a panel recruited in much the same way TV set-top-meter respondents are recruited, and they stay on the panel for months (or a year) at a time. That's very different from the diary system, which uses a new sample every week, and it means that numbers should be more stable under the PPM. More importantly, any measured shifts in listening over time will be real. Consistency will pay off.

Stations targeting men 18-34 should benefit most from PPMs and their more thorough data-capturing systems. That's because, along with the meter's greater accuracy, compliance is more stable across age and gender lines than it is for diaries. For example, teens have more discretionary time to listen to the radio, but they seem to feel they have little time to fill out Arbitron diaries. The PPM should take care of that.

## METERS COST MONEY

Arbitron says PPM measurement will cost more than diaries and that radio won't be able to absorb the whole cost. So whether the PPM will become a reality depends on whether other media buys in to the methodology. Advertising agencies, television and the Internet will all need to be paying customers of Arbitron. It will take money to turn this dream into a reality.

When the Portable People Meter arrives, where you run your commercials in the hour, loading the first and third quarter-hours and encouraging listeners to "write it down" will all seem antiquated. We could say that the PPM is the wave of the future. But if media and advertisers recognize its potential and commit the resources, the PPM is now.

McVay Media President Mike McVay is a 32-year broadcast veteran who consults for several nationally syndicated programs and for clients in Australia, New Zealand, Asia, Latin America and Europe. He can be reached at 440-892-1910 or [mcvaymedia@aol.com](mailto:mcvaymedia@aol.com).

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The GM Spotlight is selected by your nominations. Acknowledge the GM who made a difference in your career!  
 E-mail nominations to [jgreen@rronline.com](mailto:jgreen@rronline.com).

# MIDBOOK TUNEUP AND SPRING RATINGS CHECKLISTS

**By John Lund** Week No. 8 of the spring Arbitron began May 16. The station that makes the greatest impact in a market wins the ratings. With the book more than half over, it's time to perform a programming checkup for your stations.

Consider the necessary ingredients for a winning station:

- Consistent and targeted music
- A great morning show
- Creative, aggressive advertising
- Memorable promotions and stunts
- Effective contesting and listener involvement

## MAKE YOUR MIDBOOK ADJUSTMENTS

Strategic meetings involving all department heads should be held weekly. Continually analyze the market for opportunities to better position the radio station, and be certain that every opportunity is exploited. Stay home or move into a hotel for a day and listen attentively to the station, away from the telephone and other distractions. Take notes, and compare your station to the competition. Radio is flexible. One beauty of radio programming is that you can fine-tune and make adjustments to enhance the sound right now and have a palpable impact on the last half of the book.

More things you can do right now: Spend a day in the production studio to improve the station's unique sound. Create the best promos in the market, with imaginative and inventive production, and give your station a singular stationality. Look for ways to enhance the station's passion, attitude and enthusiasm. Remember, programmers with limited resources — but unlimited imagination — can drive the competition crazy and captivate listeners.

## COMBAT THE COMPETITION

Brainstorm with staff members ways to enhance promotions and the overall programming thrust. Here are some suggestions:

- Adjust commercial stopsets to be competitive, and get back to the music before your competitors do.
- Reduce spot inventory whenever possible. Move spots and stopsets within dayparts to give the illusion of playing more music.
- Enhance promos with stronger copy and production values. Sell the station's benefits more effectively.
- Identify the vulnerabilities of your competitors' weekend lineups. Schedule your best talents in key hours. Listeners often try a station for the first time on the weekends, so make your weekends sound perfect. Promote weekday listening on the weekends.

## MORNINGS, MUSIC AND MARKETING

Your midbook analysis must include the station's "three m's": mornings, music and marketing.

**Scrutinize the music.** In addition to a personality-driven morning show, music is the primary reason listeners come to FM. Make the music familiar to your target audience, and own the music position with your core listeners. As part of your thorough midbook music analysis, you should:

- Evaluate your music software.
- Check your music logs and scheduling instructions for proper balance in tempo, gender, genre and mood.
- Hand-edit music logs daily.
- Find a careful balance of current songs each week, and avoid too many unknown artists in one cluster of tunes. Drivetime music should be very familiar. Consider programming "brand names" within your rotation rules. Make artist familiarity a major criterion

for selecting music and adjusting categories.

- Review the music rotation often. Know the turnover ratio for each music category and emphasize the categories most important to primary format listeners. Play the best-researched music. Depending on format,

new songs may be exposed in nonprime dayparts prior to daytime rotation. Recognize the limits of playing unfamiliar tunes.

Additionally, coach your talent in the art of relating to the music and going beyond just giving the artist and title. Listeners love the biggest hits in the format, so these should be presold on the air. Back-announcing songs is also important, especially for new or lesser-known songs and artists. And remember, listeners want to know which artists are hot, what's new and exciting in the music world and when their favorite bands are coming to town. Produce stagers to identify the top hits. Freshen

your music and production, and keep the concert calendar up to date.

**Make your morning show the best in the market.**

Morning shows command big audience tune-in. Here's what yours should sound like.

- It must be topical and user-friendly.
- Devise morning show benchmarks keyed to habitual listening. These become time markings for listeners to measure their morning routines. Recurring elements, like a major contest or listener involvement, should occur at set times. Minor bits and one-time events can float during the hour.
- Create fresh new benchmarks, bits, elements, shtick and routines.
- Relate to the audience and provide ways for listeners to make appointments with the morning show. Listeners should be able to know the time when they step out of the shower by what's happening on your show. They should know when the birthdays begin and pass a certain corner when the 7:30am news starts.
- Give listeners reasons to smile or laugh with compelling content in every break.
- Encourage morning show stunts to create talk and market awareness during the second half of the book. Well-conceived pranks are to morning radio talent what hit movies are to actors.

**Intensify marketing in the last weeks of the book.**

Find new listeners with external advertising while you superserve your present fans. P1s control time spent listening and drive high AQH shares.

- Strengthen the station's position during the last half of the book. Market like crazy!
- Tap every possible source for outside marketing: TV, outdoor, direct mail, telemarketing, the Internet, personal appearances, etc.
- Repetition builds recognition. Ensure a constant flow of promos and liners.
- Apply reach and frequency techniques to marketing the station.
- Reach 100% of your cume multiple times a day to effectively reach and sell the audience.
- Market aggressively, wisely and creatively.
- Be in touch with the public. Understand and anticipate their needs and perceptions.

## ENHANCE TALENT PERFORMANCE

Schedule frequent meetings with station talent to discuss their performance during the ratings sweep. Some things you can do to recharge on-air enthusiasm:

- Schedule individual talent meetings for aircheck reviews, and provide ideas to develop each talent's potential.
- Conduct a summit with the program staff to restate goals, rekindle attitude and keep everyone focused

## TOP 10 TRAITS OF WINNING STATIONS

Research has proven that winning stations have many things in common. With a month to go before the spring book winds down, consider Lund's Top 10:

1. **Music.** The best music, plain and simple, is the most important thing on a winning FM station. You cannot give music selection and programming too much attention.
2. **Teamwork.** Surround yourself with loyal, dependable people who have the ability and willingness to operate as a team.
3. **Simplicity.** Most great stations are simple stations, crystal-clear in all they do. They are never confusing to listeners.
4. **Fun.** An abstract quality that is a part of every winning radio station. Sounding fun and having fun talent are necessities for winning.
5. **Excitement.** Call it energy, drive or show biz, but it's something every winning station has. And listeners feel it.
6. **Originality.** While some say there's nothing new, there are plenty of ways to sound unique. Set yourself apart from other stations in the market.
7. **Localism.** All great stations are involved in their communities. Period. Not sounding local is not an option for a winning station.
8. **Preparation.** Coach Bobby Knight said it best: "Everybody wants to be a winner, but not everybody is willing to prepare to win."
9. **Consistency.** Determine what you want your station to be and where you want it to go. Use research to discover the opportunities. Create a strategic plan and stick to it. Short-term commitments only work a short time.
10. **Passion.** The single most important quality of a radio station. The person who programs the station must have passion, just like everyone else on the staff. Passionate programmers produce listeners who are passionate about their favorite station, and TSL among P1s soars. If you don't absolutely love what you do, get out of radio!

through the ratings war.

- Cover the basics and the big issues, like the station's Arbitron goal, target demo and contest execution.
  - Evaluate formatics and clocks, and clean up the clutter.
  - Make sure consistent selling of the station name and positioning statement is evident in every daypart. How many times an hour do talents say the station's name and dial position?
- Hold a special meeting to coach your talents to "think like Arbitron." Remind them to tell what's coming up in the next 20 minutes, the next hour and tomorrow. They should give the audience great reasons to listen longer, promoting ahead in every stopset to build TSL beyond the commercials. The talent should use Arbitron-diary language in liners, including words like *call letters, station name and dial setting*.

## PDS: FOCUS ON LEADERSHIP

The PD's goal is to shape the station's sound and create the programming "DNA" that makes the station sound unique. In these last weeks, fine-tune the product to perfection.

- Be sure you understand what Arbitron's diary editors know about your station. Use the rating firm's website at [www.arbitron.com](http://www.arbitron.com) to check the accuracy of

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# KNOW AND LOVE YOUR ADVERTISER FRIENDS

By Judy Carlough



JUDY CARLOUGH

I have never been a fan of exhaustive evaluation. I hate folks who endlessly analyze research and ponder every angle, every possibility, every what-if. Analysis paralysis. Waste of time.

But there's one place where I think radio could spend a great deal more time evaluating and studying information, and that's in the area of advertiser performance. For instance, I'll bet you can't answer the following questions:

Do you know who your 10 best advertisers are this year? How do they compare with your 10 best from 2001, 2000 and 1999?

Why are these advertisers your best? Just because they're your biggest? Or pay on time? Or require little maintenance? Or pay high rates?

What can you tell me about these advertisers' relative performance? I mean things like billing history, average unit rate and promotional involvement.

How about the campaigns they run? Brand awareness? Weekly promotions? Blowout sales? How well are you managing these advertisers' expectations? Do you even know their expectations?

How well do they understand radio? How devoted are they to our medium? Are there any new members of their teams who need education and training in radio? Can you provide it?

What new services or products could you provide that would increase these advertisers' spending or rates? Make them more loyal? Get them to recommend you to others?

I know that very, very few stations (or groups) can provide this level of information, either locally or nationally. Yet without this type of information, you're never going to be able to identify your best clients, recognize how much they contribute to your bottom line or develop better marketing systems to reach, retain and grow them as customers.

## RADIO RUNS BEHIND

Radio is far behind other industries when it comes to customer evaluation. (When I say "customers" here, I'm speaking strictly of advertisers. Radio is excellent at evaluating its other customers, the listeners.) Think of your own life: I'll bet some of your best customer experiences are with companies that treat you very well, with excellent follow-up, frequent-user clubs, marketing bulletins, special discounts and offers, VIP incentives, etc. And I'll bet some of your worst experiences are with companies that don't value your business, especially if you're a frequent customer.

In my case, the hotel business springs to mind for examples of the best and worst. My experience with

Big Hotel Chain A is terrific: They always have my profile, they frequently upgrade my room, and the person at the reception desk usually says, "Welcome back." I've even gotten fruit baskets, and they mail and e-mail me discount offers on a regular basis.

Big Hotel Chain B (a direct competitor of A) never seems to know who I am, never offers an upgrade (and I've asked!), and they always ask me, "Have you stayed with us before?" I'd stayed there three weeks in a row — shouldn't they know that? I'm invisible! You'd think I was a one-night stand. Then I see the chain's national advertising, promising benefits I know it doesn't deliver. Which hotels do I avoid whenever I can? And which chain do I badmouth to my frequent-traveler friends? You bet.

## WHY WE LOSE CUSTOMERS

Lack of customer evaluation is one reason why the advertiser-turnover rate is woefully high in radio compared to other industries. Do you even know your advertiser-attrition rate? Do you know if it's increasing or decreasing? What it means to your bottom line is clear and simple: For every dollar in business you lose, you must replace that dollar before you can grow. And it's axiomatic that it's far more expensive to add new business than to

## Lack of customer evaluation is one reason why the advertiser-turnover rate is woefully high in radio compared to other industries

retain old business. Thus, every dollar lost in old business erodes your profit margin, unless you're replacing it with low-effort new business at substantially higher rates.

Why don't we know more about our current advertisers? History. Precedent. That's how we've always done it. Isn't that the lamest excuse for continuing a poor business practice?

Think of some of the immediate benefits of doing customer analysis:

- It allows you to say "Thank you."
- It gives you a platform for asking what customers would like more or less of.
- It can lead to valuable new services, designed by you to fulfill specific customer needs.
- It helps you manage customers' expectations and create satisfaction.
- It provides a road map to identify other top prospects.
- It can lead to testimonials and referrals that can trigger new business.
- It makes you more of a partner in the customers' minds (a big help when you have to deal with a bad ratings book or a new competitor).
- It can neutralize the fallout if your top AE goes across the street.

Superserve your core group of best advertisers. You should constantly send them information that will help

## Do you even know your advertiser-attrition rate? Do you know if it's increasing or decreasing?

them run their businesses. Note: I did not say "constantly send them sales proposals and other things that will serve the radio station's interest." Your contact with them should be 80% nonselling — or soft-selling, like sending a one-sheet about the great success of your last concert, blood drive or Mother's Day contest. How about a taped greeting from your morning team thanking customers for their business and offering to do the voice message on their telephone answering system?

There's lots of free stuff you can pull from websites, whether it's the RAB's ([www.rab.com](http://www.rab.com)), Arbitron's ([www.arbitron.com](http://www.arbitron.com)) or a website related to a client's industry. Even sending relevant articles about an advertiser's business shows that you're trying to help, not just make a sale.

But before you can send relevant anything, you have to know what your advertisers consider valuable. That means asking them. And that means, first, knowing who they are and what they mean to you.

## KNOW THE WORST

Another, more subtle, benefit of advertiser analysis is that it can help you identify your worst customers. The time sponges. The late-pays. The promo-monsters. Smart business operators recognize that eliminating customers that drain your resources is an important way to improve profitability. When was the last time you and your sales staff sat down and said, "Who are the ones we shouldn't even bother with?" Not all customers are good customers, and you can only tell who's who by doing the analysis.

One final item for your consideration: What if the 80-20 rule holds true, and 80% of your profitability comes from 20% of your advertisers? Shouldn't you be reinforcing your relationship with that 20% to prevent attrition and nurture growth?

Reduce the turnover and accelerate your growth. Know your advertiser friends. Be good to them. Love 'em plenty so they'll love you back.

Judy Carlough is a 20-year radio veteran who has served as an LSM, GSM and VP/GM for companies including ABC, RKO and Infinity. As Exec. VP/National Marketing for the RAB, she has earned a reputation as radio's goodwill ambassador. Carlough has also worked for Arbitron in advertiser services and has just launched Big Radio Initiatives (Big ROI), a company that creates and executes innovative sales, marketing and client retention programs for radio groups. You can reach her at [jcarlough@att.net](mailto:jcarlough@att.net) or 508-791-5949.

## RATINGS CHECKLISTS

Continued from Page 13

your Station Information Profile. This listing is vitally important. Send Arbitron any necessary revisions to amend your profile midbook. If a competitor has listed the names of your talents or features as its own, notify Arbitron immediately.

- Focus talent on the station's covenant: ratings excellence in spring.
- Build the station on a strong foundation of pro-

gramming elements: frequent name mentions, strict formatics, positioning, presentation and promotion of listener benefits.

- Freshen the sound of your big spring contest.

Additionally, hold a midbook technical tuneup. Be sure that nothing is missing, broken or keeping the talent from doing their jobs efficiently and with positive attitudes. Check the telephones, the digital automation system and the apparent loudness and audio chain, and fix anything that doesn't work.

Now you've reviewed all your goals and done everything you can for the spring book. Rest assured, though: Tomorrow you can review everything again and be even better than you were today!

John Lund is President of the Lund Consultants to Broadcast Management and Lund Media Research, a full-service multi-format radio-consulting and research firm in San Francisco. He can be reached at 650-692-7777 or [john@lundradio.com](mailto:john@lundradio.com), or visit his website [www.lundradio.com](http://www.lundradio.com).

### Base Webcast Fees On Revenues

As the Copyright Office convenes to determine the methodology that will be used to establish fees for webcasters streaming copyrighted music, one thing is clear. A per-song, per-listener fee — based on business models that fell out of fashion long before the dot-com bust — is not going to work.



David Lawrence

Of all the models available, the only one that seems to ensure a reasonable return to copyright holders and that will still allow anyone to play in the space is a combination of revenue-based fees and an alternative minimum that makes sure no one goes without paying something.

ASCAP, BMI and SESAC understand this model very well: It's the one they use for their performance-fee structure, and it's been praised in the ongoing discussion of the Copyright Arbitration Royalty Panel's proposed webcasting fees. In general, webcasters would pay a different rate if a site features advertising, and they'd pay based on the size of their sites. There would also be a fairly reasonable minimum of a couple of hundred dollars yearly that should be doable for even a hobbyist site that wants to run nothing but rare B-sides of old jazz artists.

Along with webcasters, terrestrial broadcasters are watching all this closely. Broadcasters are in flux over whether simulcasting their signals makes any sense or will ever make any money. Groups like Clear Channel, Susquehanna and others are participating in the conversation, just in case the lay of the land changes and there emerges a clear profit model that appeals to the big and medium-sized companies that dominate broadcasting. As of now, the math doesn't work for them, even with the 50% broadcaster discount.

Legislators are listening. Some 20 members of Congress recently got together and wrote a letter to the Librarian of Congress saying that the current methodology works against Congress' avowed desire to encourage new technologies. Given the state of the webcasting community today and the tanking of webcast advertising rates and sales, fees that might have worked four years ago certainly won't today and will, in fact, kill the marketplace that copyright holders hope to profit from. The members of Congress who signed the letter would like to make sure that the librarian is fully aware of the intent of the Digital Millennium Copyright Act.



The Copyright Office has to balance three separate considerations: It must make sure that copyrights are protected, that the public gets access to webcast material and that webcasters can make a go of this space as a business.

Driving companies out of business would be counterproductive. As one e-mail comment submitted during last week's webcasters' meeting in Washington, DC said, some of a little is better than none of a lot. We'll see what happens on May 21, when the Copyright Office's decision on the CARP-proposed royalties is due.

David Lawrence is heard daily on more than 150 radio stations on his nationally syndicated shows: *Online To-night*, a nightly high-tech and pop culture talk show; the East Coast morning drive news slot for CHET Radio and XM's Channel 130; and *Net Music Countdown*, the official countdown for music heard via the Internet. He is based in Washington, DC and is heard on hundreds of stations, including WGN/Chicago, KFBK/Sacramento and WBT-AM & FM/Charlotte. You can reach him at david@netmusiccountdown.com or by calling 800-396-6546.

## e-charts™

### CHR/Pop

LW	TW	ARTIST	CD/Title
1	1	ASHANTI	Ashanti/"Foolish"
2	2	NICKELBACK	Silver Side Up/"Remind," "Bad"
3	3	JA RULE	Pain Is Love/"Time"
4	4	SHERYL CROW	C'mon, C'mon/"Sun"
5	7	PINK	Missundaztood/"Don't"
6	6	LUDACRIS	Word Of Mouf/"Roll"
7	5	PUDDLE OF MUDD	Come Clean/"Blurry"
8	8	LINKIN PARK	Hybrid Theory/"End"
9	9	GOD GOD DOLLS	Gutterflower/"Gone"
10	10	NO DOUBT	Rock Steady/"Hella"
11	11	CELINE DION	A New Day Has Come/"Day"
12	12	SHAKIRA	Laundry Service/"Clothes"
13	13	ENRIQUE IGLESIAS	Escape/"Escape"
14	14	ALICIA KEYS	Songs In A Minor/"How"
15	15	FAT JOE	J.O.S.E./"Luv"
16	16	KYLIE MINOGUE	Fever/"Out"
17	17	ALANIS MORISSETTE	Under Rug Swept/"Hands"
18	18	JENNIFER LOPEZ	J. Lo/"Funny," "Alright"
19	19	CRAIG DAVID	Born To Do It/"Walking"
20	20	MICHELLE BRANCH	The Spirit Room/"Wanted"

### Urban

LW	TW	ARTIST	CD/Title
1	1	JENNIFER LOPEZ	J. Lo/"Funny"
2	2	ALICIA KEYS	Songs In A Minor/"How"
3	3	ASHANTI	Foolish/"Foolish"
4	4	JA RULE	Pain Is Love/"Down"
5	5	'N SYNC	Celebrity/"Girlfriend"
6	6	MARY J. BLIGE	No More Drama/"Rainy"
7	7	LUDACRIS	Word Of Mouf/"Saturday"
8	8	TWEET	Southern Hummingbird/"Oops"
9	9	R. KELLY & JAY-Z	Best Of Both.../"Money," "Take"
10	10	ANGIE STONE	Mahogany Soul/"Wish"
11	11	ANN NESBY	Put It On Paper/"Paper"
12	12	FAITH EVANS	Faithfully/"Love"
13	13	USHER	8701/"Call"
14	14	MUSIQ	Justisen/"Hallcrazy"
15	15	GLENN LEWIS	World Outside My Window/"Forget"
16	16	REMY SHAND	Way I Feel/"Message"
17	17	LUTHER VANOROSS	Luther Vandross/"Rather"
18	18	GERALD LEVERT	Gerald's World/"Good"
19	19	DMX	The Great Depression/"Miss"
20	20	MAXWELL	Now/"Work"

### Country

LW	TW	ARTIST	CD/Title
1	1	ALAN JACKSON	Drive/"Drive"
2	2	SDGGY BDTTOM BOYS	O Brother Where...?/"Sorrow"
3	3	TOBY KEITH	Pull My Chain/"List"
4	4	EMERSON DRIVE	Emerson Drive/"Sleeping"
5	5	GEORGE STRAIT	The Road Less Traveled/"Living"
6	6	CAROLYN OAWN JOHNSON	Room With A View/"Don't"
7	7	KENNY CHESNEY	No Shoes, No Shirt.../"Young"
8	8	TRAVIS TRITT	Down The Road I Go/"Modern"
9	9	BRAD PAISLEY	Part II/"Miss"
10	10	KEVIN DENNEY	Kevin Denney/"Jessie"
11	11	RASCAL FLATTS	Pascal Flatts/"Movin'"
12	12	CHELY WRIGHT	Never Love You Enough/"Jezebel"
13	13	TOMMY SHANE STEINER	Then Came The Night/"Angel"
14	14	LONESTAR	I'm Already There/"Day"
15	15	STEVE AZAR	Walin' On Joe/"Don't"
16	16	TRICK PONY	Trick Pony/"Just"
17	17	TAMMY COCHRAN	Tammy Cochran/"Cry"
18	18	WILLIE NELSON	The Great Divide/"Mendocino"
19	19	GARTH BROOKS	Scarecrow/"Squeeze"
20	20	ANDY GRIGGS	Freedom/"Wanna"

### Smooth Jazz

LW	TW	ARTIST	CD/Title
1	1	CELINE DION	A New Day Has Come/"Day"
2	2	ENYA	A Day Without Rain/"Time"
3	3	ALICIA KEYS	Songs In A Minor/"Fallin'"
4	4	ALFONSO BLACKWELL	Reflections/"Shuffle"
5	5	GREG KARUKAS	Nightshift/"Nightshift"
6	6	DAVID BENOIT	Fuzzy Logic/"Snap"
7	7	N'DRAH JONES	Come Away With Me/"Why"
8	8	CHRIS BOTTI	Night Sessions/"Through"
9	9	JOYCE COOLING	Third Wish/"Daddy-O"
10	10	WAYMAN TISDALE	Face To Face/"Hide"
11	11	KIM WATERS	From The Heart/"Dawn"
12	12	EUGE GROOVE	Euge Groove/"Sneak"
13	13	RUSS FREEMAN	To Grover With Love/"East"
14	14	CRAIG CHAQUICO	Shadow & Light/"Luminosa"
15	15	BRIAN CULBERTSON	Nice And Slow/"About"
16	16	STEVE COLE	Between Us/"Intro"
17	17	JEFF GOLUB	Do It Again/"Cake"
18	18	BDNEY JAMES	Ride/"RPM"
19	19	RICK BRAUN	Kisses In The Rain/"Use"
20	20	RIPPINGTONS	Life In The Tropics/"Caribbean"

### Hot AC

LW	TW	ARTIST	CD/Title
1	1	NICKELBACK	Silver Side Up/"Remind"
2	2	SHERYL CROW	C'mon, C'mon/"Soak"
3	3	GOD GOD DOLLS	Gutterflower/"Gone"
4	4	ALANIS MORISSETTE	Under Rug Swept/"Hands"
5	5	CREED	Weathered/"Sacrifice"
6	6	NO DOUBT	Rock Steady/"Baby"
7	7	VANESSA CARLTON	Be Not Nobody/"Miles"
8	8	MICHELLE BRANCH	The Spirit Room/"Wanted"
9	9	JEWEL	This Way/"Standing"
10	10	LINKIN PARK	Hybrid Theory/"End"
11	11	EDDIE VEDDER	I Am Sam/"Hide"
12	12	CELINE DION	A New Day Has Come/"Day"
13	13	PUDDLE OF MUDD	Come Clean/"Blurry"
14	14	PINK	Missundaztood/"Party"
15	15	JOHN MAYER	Room For Squares/"Such"
16	16	THE CALLING	Camino Palmero/"Wherever"
17	17	KYLIE MINOGUE	Fever/"Out"
18	18	JIMMY EAT WORLD	Bleed American/"Middle"
19	19	NATALIE IMBRUGLIA	White Lilies Island/"Wrong"
20	20	LEANN RIMES	Coyote Ugly/"Fight"

### Alternative

LW	TW	ARTIST	CD/Title
1	1	NICKELBACK	Silver Side Up/"Bad"
2	2	SYSTEM OF A DOWN	Toxicity/"Toxicity"
3	3	LINKIN PARK	Hybrid Theory/"End," "Papercut"
4	4	PUDDLE OF MUDD	Come Clean/"Blurry," "Dritt"
5	5	P.O.D.	Satellite/"Youth," "Boom"
6	6	BLINK-182	Take Off Your Pants And Jacket/"First"
7	7	JIMMY EAT WORLD	Bleed American/"Middle"
8	8	STAINED	Break The Cycle/"You"
9	9	HOOBASTANK	Hoobastank/"Crawling," "Running"
10	10	GOD GOD DOLLS	Gutterflower/"Gone"
11	11	UNWRITTEN LAW	Eva/"Red"
12	12	INCUBUS	Morning View/"Nice," "Warning"
13	13	WHITE STRIPES	White Blood Cells/"Fell"
14	14	CREED	Weathered/"Breath"
15	15	KORN	Untouchables/"Stay"
16	16	311	From Chaos/"Amber"
17	17	GOODSMACK	The Scorpion King/"Alone"
18	18	WEEZER	Maladroit/"Dope"
19	19	STROKES	Is This It/"Explain"
20	20	X-ECUTIONERS	Built From Scratch/"Down"

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, AT&T.net, B&N Radio, BarnesandNoble.com, BellSouth Radio, bolt Radio, CDNow.com, ChoiceRadio.com, Denver 93.3 Radio, DMX Music, Gracenote.com, iWonRadio, Launch.yahoo.com, MusicMatch, Music Choice, Radio.Boonair.com, Radio Free Virgin, RealOne, Spinner.com, The RadioAMP Network, The Digital Music Network/DMN.com (Frozen), and Voice Of America-Music Mix — Music Mix. Voice Of America-Music Mix is weighted based on traffic reports by web traffic monitor MediaMetric. Charts are ranked with a 50/50 methodology of sales data and streaming/airplay data for the six reporting formats. © 2002 R&R Inc. © 2002 Online Today, Net Music Countdown.



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Gracenote has well over 1 million unique daily users of the CDDB Music Recognition Service. Each time a consumer inserts an audio CD into a computer with a CDDB-enabled Internet connection, track information for that CD is displayed on the user's computer or device, and the data is anonymously aggregated by CDDB. Here are the 50-most-played CDs last week:

## DIGITAL TOP 50™

LW	TW	ARTIST	Album Title	Weeks On
1	1	LINKIN PARK	Hybrid Theory	76
2	2	SYSTEM OF A DOWN	Toxicity	36
15	3	ORIGINAL SOUNDTRACK	Spiderman	2
4	4	ALICIA KEYS	Songs In A Minor	46
7	5	EMINEM	Marshall Mathers LP	83
6	6	CREED	Weathered	25
11	7	U2	All That You Can't Leave Behind	82
13	8	JDHN MAYER	Room For Squares	6
3	9	NICKELBACK	Silver Side Up	35
5	10	CELINE DION	A New Day Has Come	7
10	11	BEATLES	One	69
8	12	ENYA	A Day Without Rain	62
12	13	LUDACRIS	Word Of Mouf	24
9	14	SHAKIRA	Laundry Service	26
14	15	PUDDLE OF MUDD	Come Clean	23
16	16	VANESSA CARLTON	Be Not Nobody	2
17	17	P.O.D.	Satellite	21
25	18	ORIGINAL SOUNDTRACK	Moulin Rouge	28
17	19	BLINK-182	Take Off Your Pants & Jacket	48
23	20	NELLY	Country Grammar	80
18	21	PINK	Missundaztood	19
29	22	USHER	8701	31
26	23	NORAH JONES	Come Away With Me	3
21	24	LIMP BIZKIT	Chocolate Starfish And...	83
41	25	TOOL	Lateralus	47
30	26	ORIGINAL SOUNDTRACK	O Brother...?	22
20	27	ASHANTI	Ashanti	6
22	28	VARIOUS ARTISTS	Now That's What I...	8
50	29	MARY J. BLIGE	No More Drama	7
24	30	JA RULE	Pain Is Love	30
34	31	KYLIE MINOGUE	Fever	11
31	32	STAINED	Break The Cycle	51
28	33	PINK FLOYD	Echoes (The Best of Pink Floyd)	27
—	34	UTADA HIKARU	Sakura Drops	1
39	35	JACK JOHNSON	Brushfire Fairytales	2
32	36	BRITNEY SPEARS	Britney	27
42	37	DISTURBED	The Sickness	40
33	38	ENRIQUE IGLESIAS	Escape	19
—	39	TOM WAITS	Alice	1
19	40	COLOPLAY	Parachutes	27
—	41	ORIGINAL SOUNDTRACK	Coyote Ugly	51
—	42	ALANIS MORISSETTE	Under Rug Swept	10
—	43	MR. CHILDREN	It's A Wonderful World	1
44	44	RADIOHEAD	Kid A	25
—	45	WEEZER	The Green Album	26
37	46	SHERYL CROW	C'mon C'mon	40
43	47	LENNY KRAVITZ	Greatest Hits	83
—	48	INDIA, ARIE	Acoustic Soul	2
—	49	STROKES	Is This It?	10
27	50	CRAIG DAVID	Born To Do It	22

## Katz Elevates Knox To Diversity Role

Brian Knox has been promoted from VP/Managing Director of Katz Urban Dimensions to VP & Director/Diversity for Katz Media Group. Knox will be responsible for directing the firm's diversity initiatives internally while serving as a liaison to such industry organizations as the National Assn. of Black-Owned Broadcasters, the Black Broadcasters Alliance and the Urban League. He will also continue his efforts to overcome advertisers' "no-urban dictates," acting as an advocate for the KMG's more than 125 Urban radio-station clients.

"I am confident that Brian will have great success in this new position," said KMG CEO Stu Olds, to whom Knox reports. "Brian's experience, intellect and strong drive to succeed make him an excellent choice."

Knox said, "I am very excited about my new role here with the Katz Media Group. I look forward to leading our efforts as they relate to recruiting people of color. We also want to increase the skills of our existing minority talent pool and allow them to realize their career goals here at Katz."

Before taking on his most recent position in 1999 Knox spent 10 years at Interep. There he served as VP/Marketing of the Urban Radio Format Network, a division he helped develop.

## Christopher Joins MC Media Radio Grp.

Bob Christopher has been named to the newly created position of Director/Programming & Operations at MC Media Radio Group's New Orleans properties. Christopher will oversee programming at Spanish AC WFNO-AM and Business/Financial Talker WGSO-AM, reporting to recently named MC Media Radio Group Exec. VP Ken Miller.

"This is a very exciting opportunity for me," Christopher told R&R. "Unlike so much of the business today, this is a locally owned and operated company, and it will be a lot of fun to work for an operation that is focused on the community instead of stockholders. MC Media has already had a lot of success with its publishing ventures, and I'm looking forward to working with the company to help build an equally successful story on the radio side."

Christopher was most recently with crosstown News/Talker WWL-AM, where he was OM of the now-Entercom-owned station from 1989-99. Prior to that he was OM at KTAR-AM/Phoenix from 1984-89. Christopher's career also includes on-air stints as news anchor at the legendary WCFL/Chicago and as morning host and news anchor at WKIS/Orlando.

## Spur Of The Moment



San Antonio Spurs and Los Angeles Lakers fans supported their teams at a pep rally held recently in San Antonio. The event featured an NBA banner measuring 60 feet by 110 feet, which was large enough to qualify it as the world's largest NBA flag. Several San Antonio and Los Angeles radio stations aired remote broadcasts from the occasion, including Clear Channel's News/Talk WOAI-AM/San Antonio and Sports KTKR/San Antonio, whose booths are pictured here.

## MTV Networks Expands Graden's Duties

MTV Networks Music Group has promoted Brian Graden from President/Programming for MTV and MTV2 to President/Entertainment for MTV and VH1. Graden will continue to report to President/MTV & MTV2 Van Toffler and remains based in Los Angeles and New York.

Graden, who will still oversee programming at MTV and MTV2, will also be responsible for developing the programming strategy and development slate for VH1. The programming, music, news and production teams will now report to him. Concurrently, VH1 Exec. VP/Programming & Production Fred Graver will move to an independent production role as Exec. Producer for some of VH1's high-profile projects.

Graden joined MTV in July 1997 as Exec. VP/Programming and was promoted in January 2000 to his most recent post. He was formerly Exec. Producer of Comedy Central's



Graden

hit animated series *South Park* and before that ran Foxlab, FOX's home for new and experimental projects, where he oversaw an array of programming initiatives. He also owned a company that produced several shows, including *The Dating Game*, for national syndication.

"Brian is uniquely suited for this role in taking VH1 to the next level, given his extraordinary track record at MTV," MTV Networks Music Group President Judy McGrath said. "He is one of the most talented and creative programmers in the television business."

"From *South Park* to *The Osbournes*, Brian has proven that he knows how to discover new creators, seek out those culturally relevant hits and connect with a specific audience in a most creative and original way. I am looking forward to bringing his vision to the next generation of music television for VH1."

## Robinson

Continued from Page 3

"For Salem, it is extremely important that we find individuals who believe in the mission of our company," Salem/Chicago GM Dave Santrella told R&R. "We also look for people who believe in working in a mainstream radio environment and can help the company prosper within this setting. Kevin brings both of those to the table. He believes in what we

## Calarco

Continued from Page 3

and maintained it as a major force. I'm also very happy to be back at WFAS. I started my radio career here, so I've come full circle. Throughout a wonderful career, all the basics that I learned early on here at WFAS, I carried with

me. All of my predecessors have done a great job reinforcing our Westchester voice. My challenge is to maintain that voice and continue to grow our audience share."

## EXECUTIVE ACTION

### Lawrence Named First President/Vice Chairman

Gary Lawrence has been named President and Vice Chairman of the Board for First Broadcasting, effective June 3. Lawrence has been a First board member since 1999 and previously headed the technology transactions group for Akin, Gump, Strauss, Hauer and Feld, which represents First. He leaves Akin Gump after 20 years at the law firm.

"I searched for a year to find the right person to lead this company," First Chairman/CEO Ron Unkefer said. "Then I realized he was right under my nose. Gary is the brightest and most skillful and ethical executive with whom I have ever worked."

Unkefer said that First, which developed such broadcast properties as WYAI/Atlanta, KMEQ/Dallas and KZMP/Dallas and later sold them, is building its own operating group and soon plans to return to major-market station operations.

### Artemis Appoints Wolod Midwest Promo/Mktg. Mgr.

Artemis Records has named Richard Wolod Manager/Midwest Regional Promotion & Marketing. Based in Chicago, he reports to VP/Promotion Mitch Mills and will be responsible for regional multiformat radio promotion and marketing for the entire Artemis roster.

"We are thrilled to have someone with Richard's experience and knowledge of the record business on the Artemis team," Mills said. "Having successfully promoted a multitude of artists throughout his career, he will become a key player in furthering the growth of our artists. He is a welcome addition to our promotion staff."

Prior to joining Artemis, Wolod spent 20 years at Warner Bros. Records, most recently as a Chicago-based National Alternative Representative.

## RIAA Promotes Rosen To Chairman/CEO

### ■ Sherman rises to President of trade group

Music-industry trade group the Recording Industry Association of America has promoted President/CEO Hilary Rosen to Chairman/CEO and Sr. Exec. VP Cary Sherman to President. Sherman remains based in Washington, DC and continues to report to Rosen.

Rosen has been with the RIAA for 15 years and has been the group's driving force in trying to develop a legitimate market for digital music, in enforcing copyright law and in leading the music industry's anti-censorship efforts.

Sherman has been with the RIAA since 1997 and earlier worked with the group as outside counsel when he was a partner with the law firm of Arnold and Porter. As Sr. Exec. VP, he has served as the RIAA's chief legal counsel and coordinated the organization's policy, business,

government affairs and legal objectives.

"Hilary has provided great leadership for the record industry during a time of significant change," EMI Recorded Music North America Chairman/CEO David Munnis said. "Her ability to defend our interests and promote our marketplace is exceptional, and the team she has built is first-rate."

About Sherman's new post, Rosen said, "Cary has been a real leader within the RIAA and the industry.

He is a talented executive, a creative musician and a great strategist."

In related news, the RIAA has promoted Michael Huppe to VP & Antipiracy Counsel/Operations, Jonathan Whitehead to VP & Antipiracy Counsel/Internet & New Media, Stanley Pierre-Louis to VP/Legal Affairs and Brigette Tenor to VP/Administration.



Rosen

## Playlists

Continued from Page 1

will continue to be printed in the newspaper for the time being.

Two other changes of note: R&R is expanding the Hot AC chart to 40 positions, and R&R's recurrent rule at AC has been modified. Songs between positions 11 and 15 will move to recurrent after 50 weeks.

That is an addition to the existing rule, under which songs below No. 15 are removed after 20 weeks on the chart.

R&R AC/Hot AC Editor Kid Kelly said, "When R&R started its Hot AC chart in April 1994, it had 30 positions and 38 stations. Now we have nearly 90 stations, and we felt this was a great opportunity to expand the chart because the format is important to developing artists."

"With AC, we found that songs were moving to recurrent at radio but remaining on the R&R chart. After talking to key programmers, we feel this move will help create a better barometer of new music in the format."

## National Radio

• **COMMON GROUND**, the weekly world-affairs program, expands to an hourlong, newscast-compatible program, beginning July 2. It will be offered free of charge to all stations via the Public Radio Satellite System and on CD. For more info, visit [www.commongroundradio.org](http://www.commongroundradio.org).

• **THE NATIONAL GEOGRAPHIC CHANNEL** makes the following announcements:

A new weekday 60-second news feature called "National Geographic Channel Today" will be distributed by Creative Broadcast Consulting free of charge on a market-exclusive basis. For more info, contact Creative Broadcast at 847-677-8400 or [info@syndication.net](mailto:info@syndication.net).

Stations in select markets will receive "Travel Minutes," a travel-resource feature. For more info, contact Barbara Fallon at 202-828-6635.

• **PREMIERE RADIO NETWORKS AND HOST COMMUNICATIONS** will air the one-hour *The 127th Preakness Stakes* live from Pimlico Race Course in Baltimore at 5:30pm ET on May 18. For more info, contact Amir Forester at 818-461-5404.

## Records

• **KIM GARNER** is promoted to Sr. VP/Marketing, Artist Development & Media Relations at Universal Records. She was previously Sr. VP/Marketing & Artist Development for the company.

• Jive Records makes the following announcements:

**JANET KLEINBAUM** is upped to Sr. VP/Artist Marketing. She was most recently VP/Artist Marketing.



Kleinbaum



Tedesco

**MICHAEL TEDESCO** is promoted to VP/A&R, Rock. He has been with the company since 1988.

## Changes

'80s: Jefferson-Pilot Radio Network's syndicated *Bob & Sheri* replaces *Dave Smith* in mornings at KBZT/San Diego.

*Christian: The Protestant Hour* will launch a television program, *Day 1*, on July 7, and adds the United Church of Christ to its production partnership ... WMKL (The Call)/Key Largo, FL hires **Kelly Downing** as Development Director.

**CHR:** WKFR/Kalamazoo, MI welcomes **Ray Thomas** for nights.

**News/Talk:** WLEE/Richmond announces its new lineup: *Imus in the Morning*, 6-10am; *The Tony Kornheiser Show*, 10am-noon; *The O'Reilly Factor*, noon-2pm; *The G. Gordon Liddy Show*, 2-4pm; *The Big Show* with Jim Jacobs, 4-6pm; and *The Sean Hannity Show*, 6-9pm.

**Spanish News/Talk:** Jennifer Harris joins Lotus' KWKU & KWKW/Los Angeles as International Sales Rep.

**Radio:** EWTN Global Catholic

names **John Pepe** Nat'l Marketing Mgr./Radio.

**Records:** Marianna Annas is named VP/Legal & Business Affairs for BMG Distribution ... EMI CMG acquires a 25% interest in Gotee Records ... Lost Highway appoints **Jim Flammia** Sr. Dir./Media & Artist Relations ... The Elektra Entertainment Group appoints **Anne Kristoff** VP/Press & Artist Development ... Arista appoints **Mary Ann Malone** Dir./A&R Research ... **Kelly Mullens** is named VP/Corporate Communications for Universal Music Group ... Rhino Entertainment/Wamer Strategic Marketing promotes **Dee Murphy** to VP/Sales ... **George Naufal** launches Black Iris Records, a subsidiary of Mesa/Bluemoon Records ... **Tim Reid** is upped to VP/Marketing Director for MCA Records ... Warner Music Group names **Janine Richardson** VP/Special Events ... **Christine Wolf** is named VP/Publicity, East Coast for MCA Records.

**Industry:** Larry Webman is upped to VP of Little Big Man Booking, and **Jonathan Adelman** joins the agency ... Lone Wolf Management VP **J.W. Williams** retires.

of the sale been obtained. All money paid will be credited toward the purchase price, and the balance will be due in cash at closing.

## Wisconsin

**WAUH-FM/Wautoma**

**PRICE:** \$50,000

**TERMS:** Asset sale for cash

**BUYER:** Hometown Broadcasting, headed by Member **Tom Boyson**. Phone: 920-361-3551. It owns one other station. This represents its entry into the market.

**SELLER:** Raymond Cal. Phone: 715-342-0758

**FREQUENCY:** 102.3 MHz

**POWER:** 6kw at 151 feet

**FORMAT:** Country

## BUSINESS BRIEFS

Continued from Page 4

### Small-Market Ratings Provider Under State Investigation

**B**ridgeport, WV police last week raided the home offices of Holly Lafontaine, operator of **Ratings With Results**, and the company is now under investigation by the state of West Virginia. Ratings With Results claims it provides AQH, cume and daypart breakdowns to small-market radio stations based on diary responses. Last week's raid came following nearly 30 complaints to police, all from stations that said they'd never received reports after Lafontaine cashed their checks. Cliff Shank, President/GM of KGGG, KSKU & KXKU/Hutchinson, KS, told R&R that a check mailed to Lafontaine on April 1 for a sample report of Reno County, KS was cashed three days later, yet he had not, as of May 10, received the report. Shank said he's been receiving unsolicited faxes from Ratings With Results since 1998. In the solicitations, obtained by R&R, stations are offered monthly surveys for a \$100 fee. Shank says numerous calls to Lafontaine went unanswered until May 10, when she called and explained that the report had been delayed due to a variety of health problems and mentioned that her sons are deaf and mentally disturbed. Bridgeport police were unable to locate any research material or results on a computer confiscated from Lafontaine's home and turned the machine over to West Virginia's white-collar crime unit.

### Could Clear Channel And Viacom Expand To The U.K.?

**U**nited Kingdom broadcast regulators on May 8 drafted a communications bill that would give foreign companies the right to own TV and radio stations throughout Great Britain, and Morgan Stanley's Michael Russell says he believes both **Clear Channel Communications** and **Viacom** may, as a result, expand into the U.K. — If such a move would serve as a springboard for expansion of their pan-European portfolios. Clear Channel and Viacom already have outdoor businesses throughout Europe. Though he said the law will make it "open season on U.K. radio acquisitions," Russell warned that expansion into Great Britain would provide only modest gains in either company's radio revenues because of the comparatively small size of the market.

### Arizona House OKs Ban On Noncompetes

**A**rizona's House of Representatives has approved a bill that bans future noncompete clauses for radio and TV employees. The bill originated in the State Senate; Gov. Jane Hull's approval is needed for it to become law.

### Cumulus To Raise \$144 Million In Stock Sale

**C**umulus Media plans an offering of nearly 10 million shares of stock, through which it expects to raise \$144 million. According to an SEC filing, the company is beginning a public offering of 7.7 million shares of class A common stock. An additional 1.2 million shares are earmarked for overallotments, and 800,000 shares held by the State of Wisconsin Investment Board and 30,552 shares held by ING Capital make up the rest of the offering. Cumulus plans to use \$55.6 million of the amount raised to pay for its recently announced acquisition of Wilks' Saginaw, MI cluster. The balance may be used for other acquisitions and to pay down debt or be put into short-term investments.

### Interop Raises \$5 Million In Private Placement

**I**nterop is raising \$5 million through an equity offering of 50,000 shares of preferred stock. Company CFO Bill McEntee told R&R that every share of preferred stock can be converted into 25 shares of common stock at the shareholder's discretion and explained that, while Interop has "plenty of funds" for the rest of the year, a \$5 million interest payment it must make in July prompted the equity offering. "This is a seasonal business," he said, "and the first two quarters are users of cash." He noted that the offering is good for Interop because it allows it to raise additional funds instead of taking on new debt.

### NAB Bestows Award On Cox's Ferguson

**C**ox Radio Director/co-CEO **Dick Ferguson** will receive the NAB's 2002 National Radio Award during the organization's annual Radio Show, set for Sept. 12-14 in Seattle. "He's radio inside and out, and he's led the way in helping solve regulatory, political, technology and financial issues for our business," NAB Exec. VP/Radio John David said. Ferguson recently completed eight years on the NAB board of directors, including two years as Chairman of the Radio Board and two years as Joint Board Chairman.

## Earnings

Continued from Page 4  
grow 22%, to \$5.5 million. Operating income increased from a loss of approximately \$200,000 to income of \$2.1 million, while net loss widened from \$2.8 million to \$20 million. Radio-division net revenue increased 10%, to \$13.6 million, and BCF increased 20%, to \$4.2 million.

• **Radio Unica's** Q1 net revenues increased 45%, to \$8.2 million, while revenues related to the radio-broadcast business rose 18%, to \$6.7 million. The net loss improved from \$10.3 million (49 cents per share) to \$8 million (38 cents). First Call/Thomson Financial had estimated a loss of 44 cents. EBITDA before stock-option compensation expenses improved 45% overall, to a loss of \$2.7 million, and improved 41% for the radio division, to \$2.9 million. Same-station revenues improved 20%.

Exec. VP/COO Steve Dawson told investors that Radio Unica expects Q2 radio revenues to improve 5%-7% and overall revenues to grow 8%-10%. In related news, the company has secured a \$20 million senior obtained credit facility from GE Capital and expects to close on the facility by June 30.

• Revenues in **Gaylord's** media division were flat at \$5.3 million, and EBITDA slid 46%, to \$521,000. The media segment — which includes three radio stations and Acuff-Rose music publishing — also saw an operating loss, losing \$106,000 in Q1 2002, compared to an operating profit of \$328,000 in the same period last year.

Gaylord said the declines were due to "lower ad revenue in a slowly recovering economy" but that it expects changes made at its radio stations to show positive results in Q3. Gaylord's overall net income slid from a \$24 million (72 cents per share) profit a year ago to a net loss of \$5.6 million (17 cents) this year.

• **DG Systems'** revenues slipped 21%, to \$15 million, and EBITDA dropped 29%, to \$2.0 million. However, DG narrowed its operating loss from \$1.3 million to \$392,000. The company blamed the lower revenue and EBITDA figures on lower satellite-receiver sales and overall weakness in advertising. Discounting a one-time noncash charge of \$131.3 million, or \$1.86 per share, DG's net loss in Q1 was \$86,000, or breakeven on a per-share basis. With the restructuring charge reflecting the com-

pany's amended accounting principles, DG's Q1 net loss was \$857,000, or 1 cent per share. That's an improvement from a loss of 2 cents per share in Q1 2001.

• While **Jones Media's** network-radio revenues declined 5%, to \$9.4 million, EBITDA for network radio grew 89%, to \$1.7 million. Overall, company revenues were flat at \$18.6 million, while total-company EBITDA increased from \$309,000 to \$2.9 million, thanks to cost-cutting measures taken in 2001 and the net effect of a cable investment. While the company's net loss was \$14.6 million, that included a \$10.7 million charge attributable to an accounting change. Without the charge, the company's net loss would have been \$3.9 million, compared to \$6.3 million in Q1 2001.

Looking ahead, Jones forecasts Q2 revenues of \$24 million and EBITDA of \$7.3 million. For the full year, Jones anticipates \$82 million in revenues and EBITDA of \$17.5 million, with the network-radio division accounting for \$43 million in revenues and \$11 million in full-year EBITDA.

— R&R's Julie Gidlow and Adam Jacobson contributed to this report.

## Transactions

Continued from Page 6

**POWER:** 1kw day/250 watts night  
**FORMAT:** Oldies/Sports  
**COMMENT:** \$50,000 earnest money has been deposited in escrow. Siga will enter into a TBA and pay Prets/Blum \$20,000 a month until FCC approval

## PROS ON THE LOOSE

**Brent Alberts, PD, WNRQ/**  
Nashville, 615-641-3303 or [www.brentalberts.com](http://www.brentalberts.com).



Lori Parkerson • 202-380-4425

**20on20 (XM20)**

*Kane*  
IAN VAN DAHL Will It?  
LUOACRIS Saturday (Oooh! Oooh!)  
MARY J. BLIGE Rainy Dayz  
PAULINA RUBIO Don't Say Goodbye

**BPM (XM81)**

*Blake Lawrence*  
INAYA DAY Can't Stop Dancing  
LADYTRON Playgirl  
PET SHOP BOYS Home And Dry  
SONO Blame  
STATIC REVENGER PRESENTS MULLET MEN Long Time

**Real Jazz (XM70)**

*Maxx Myrick*  
No Adds

**The Boneyard (XM41)**

*Charlie Logan*  
AEROSMITH Spider-Man Theme  
CHAD KROEGER FUDGEY SCOTT Hero  
RONNIE JAMES OIO Along Comes A Spider  
RONNIE JAMES DID Guilty

**The Heart (XM23)**

*Johnny Williams*  
BDYZ II MEN The Color Of Love  
MARC ANTHONY I Need You  
LUTHER VANOROSS I'd Rather

**The Loft (XM50)**

*Mike Marrone*  
CASSANDRA WILSON The Weight (Live At XM)  
JIMMY BUFFETT Mademoiselle  
LEONARD COHEN Here It Is  
MARK EITZEL Ain't No Sunshine  
MARK EITZEL Do You Really Want To Hurt Me  
MARK EITZEL Gentle On My Mind  
NDRAH JONES Nightingale  
PATTY GRIFFIN Stolen Car  
PAUL KELLY I Close My Eyes And Think Of You  
PREFAB SPROUT Cowboy Dreams  
WARREN ZEVON MacGillcuddy's Reeks

**Watercolors (XM71)**

*Steve Stiles*  
No Adds

**X Country (XM12)**

*Jessie Scott*  
CHUCK PROPHET No Other Love  
JAY BENNETT & EDWARD BURCH The Palace At 4am  
MATT POWELL Ten Gallon Herb  
TODD SNIDER New Connection

**XM Cafe (XM45)**

*Bill Evans*  
COUNTING CROWS Hard Candy  
LOS LOBOS Good Morning Aztlan

**XM42 (XM42)**

*Eddie Webb*  
CANOIRIA The Cora Imprint

**Watercolors (XM71)**

BRAXTON BRDS. More Than You Know  
CASSANDRA WILSON Show Me Love  
WILL DOWNING I Can't Help It  
KENNY GARRETT Song For DIFang  
DOWN TO THE BONE Electra Glide  
PHILIP BAILEY Dear Ruby  
BRAXTON BRDS. Whenever I See You  
FISHBELLY BLACK Ven A Gozar  
JEFF GOLUB On The Beach  
WAYMAN TISDALE Loveplay  
PETER WHITE Baby Steps  
RIPPINGTONS Are We There Yet?  
BDNA FIDE El Dorado  
DAVID BENOIT You Read My Mind  
BDNA FIDE Club Charles  
WAYMAN TISDALE Brazilia  
JEFF GOLUB Jesus Children Of America  
JEFF GOLUB Cold Duck Time  
CRAIG CHAQUICO Luminosa  
CHUCK LOEB Pocket Change  
RIPPINGTONS She Likes To Watch  
DAVID BENOIT Snap!  
WALTER BEASLEY New Day New Way  
DAVID BENOIT Someday Soon  
BRIAN CULBERTSON Without Your Love  
PETER WHITE Bueno Funk  
JOE SAMPLE X Marks The Spot  
ACOUSTIC ALCHEMY Tuft Puzzle  
STEVE COLE Funky D  
RICHARD ELLIOT Coco  
WALTER BEASLEY Good Times  
RICHARD ELLIOT Work All Night  
RICHARD ELLIOT Q.T.  
BONEY JAMES This Is The Life  
SPYRO GYRA Feelin' Fine  
BONEY JAMES See What I'm Sayin'  
TURNING POINT Wide Open Spaces  
TURNING POINT Jay  
JOYCE CODLING Oaddy-O  
BRAXTON BRDS. So Ovline



21 million homes  
27,000 businesses  
Available on digital cable and DirecTV  
Adam Neiman • 212-459-3300

**HIT LIST**

*Seth Neiman*  
BRANDY Full Moon  
EMINEM Without Me  
KAOJ Just An Old Boyfriend  
MARY J. BLIGE Rainy Dayz  
NELLY Hot In Herre  
P. DIDDY I Need A Girl

**SOFT ROCK**

*Seth Neiman*  
CAROLE KING Monday Without You  
JIM BRICKMAN A Mother's Day  
SHERYL CROW Soak Up The Sun

**NEW RELEASES**

*Seth Neiman*  
AALIYAH I Care 4 U  
CREED One Last Breath  
EMINEM Without Me  
ENRIQUE IGLESIAS Don't Turn Off The Light  
JAY-Z Song Cry  
JERZEE MNET Most High  
KACI Just An Old Boyfriend...  
ME'SHELL NDEGECELLO Pocketbook  
PINK Just Like A Pill  
KELLY PRICE How Does It Feel  
SNOOP DOGG I/M/R. KANE Undercova Funk

**R&B HITS**

*Damon Williams*  
P. DIDDY I Need A Girl  
JENNIFER LOPEZ I'm Gonna Be Alright  
JERZEE MONET Most High  
NAUGHTY BY NATURE Feels Good...  
RL Good Man

**RAP**

*Damon Williams*  
CLIPSE Grindin'  
E-40 Automatic  
EMINEM V.D.R. DRE What You Say  
HEATHER B. Live MC  
KHIA My Neck, My Back...  
LUDACRIS I/MYSTIKAL Move Bitch  
NOREAGA Nothin'

**BODY AND SOUL**

*Damon Williams*  
AVANT Sorry  
ONNIE Do You Know  
GLENN LEWIS It's Not Fair

**ROCK**

*Adam Neiman*  
DRY CELL Body Crumbles  
EARSHOT Get Away  
FAMILIAR 48 The Question  
NDNPOINT Your Signs  
TOMMY LEE Hold Me Down

**ALTERNATIVE**

*Adam Neiman*  
CHEMICAL BROTHERS The Test  
CORNERSHOP Lessons Learned From Rocky...  
DIRTY VEGAS Days Go By  
DOVES There Goes The Fear  
HIGH VIOLETS 44 Down  
MARAH Float Away  
NEW FOUND GLDRY My Friends Over You  
PAPA ROACH She Loves Me Not  
PIEBALD American Hearts  
SOUND OF URCHIN Jack And Diane  
STRUNG OUT Alien Amplifier  
SUGARCULT Bouncing Off The Walls  
TRANSMATIC Blind Spot

**TODAY'S COUNTRY**

*Liz Opoka*  
MARTINA MCBRIDE Where Would You Be

**PROGRESSIVE**

*Liz Opoka*  
BADLY DRAWN BOY Something To Talk About  
WARREN ZEVON My Ride's Here

**LITE JAZZ**

*Gary Susalis*  
No Adds



Artist/Title	Total Plays
'N SYNC Pop	88
PLUS ONE Going Crazy	76
CHRISTINA MILIAN Call Me, Beep ...	74
L.M.I.T Juliet	72
BAHA MEN Move It Like This	71
BAHA MEN Who Let The Dogs Out	69
PINK Get The Party Started	67
NINE DAYS Absolutely (Story ...)	62
LIL' BW WOW Take Ya Home	62
BRITNEY SPEARS Overprotected	34
AARON CARTER I'm All About You	33
DREAM STREET They Don't ...	33
MANDY MOORE Cry	32
DESTINY'S CHILD Survivor	31
SMASH MOUTH I'm A Believer	31
LIL' ROMEO My Baby	30
AARON CARTER Aaron's Party ...	30
'N SYNC Girlfriend	29
AARON CARTER Leave It Up To Me	28
PINK Most Girls	26



Playlist for the week ending May 11.



10 million homes 180,000 businesses  
Rick Gillette • 800-494-8863

**DMX Fashion Retail Video**  
*David Mihail*

The top music videos shown at fashion retail, targeted at 18-34 adults.  
NOBY We Are All Made Of Stars  
TOYA No Matter What (Party All Night)  
B.R.M.C. Love Burns  
BRANDY Full Moon  
SUGARCULT Bouncing Off The Walls  
ZERO 7 Destiny  
AVRIL LAVIGNE Complicated  
HIVES Hate To Say I Told You So  
SHERYL CROW Soak Up The Sun  
CALLING Adrienne  
TIMO MAAS To Get Down  
FACE TO FACE The New Way  
PUDDLE OF MUDD Drift And Die  
MARILYN SCOTT Walking With Strangers  
WILLIAMS & KIDMAN Something Stupid

This section features this week's new adds on DMX MUSIC channels available via digital cable and direct broadcast satellite.

**CHR/POP**

*Jack Patterson*  
EMINEM Without Me  
NELLY Hot In Herre

**CHR/RHYTHMIC**

*Mark Shands*  
WILL SMITH Black Suits Comin'  
NARAE Truly Yours  
MAGIC SAUCE Ave Maria  
TRUTH HURTS Addictive

**URBAN**

*Jack Patterson*  
DJ QUIK Trouble  
RL Good Man

**ALTERNATIVE**

*Dave Sloan*  
VINCS Get Free  
CORNERSHOP Lessons Learned From Rocky...  
JIMMY EAT WORLD Sweetness  
AND YOU WILL KNOW US BY THE TRAIL OF DEAD ANOTHER ...

**ROCK**

*Stephanie Mondello*  
JERRY CANTRELL Anger Rising  
DUR LADY PEACE Somewhere Out There

**ADULT ALTERNATIVE**

*Stephanie Mondello*  
COUNTING CROWS American Girls  
DOVES There Goes The Fear  
DIRTY VEGAS Days Go By (Acoustic Version)

**ADULT CONTEMPORARY**

*Jason Shiff*  
WILLIAMS & KIDMAN Something Stupid

**INTERNATIONAL HITS**

*Mark Shands*  
LUDACRIS Roll Out...  
KYLIE MINOGUE Love At First Sight

**COUNTRY**

*Leanne Flask*  
SHEDAISY Mine All Mine

**DANCE**

*Danielle Ruyschaert*  
LIL O Everything  
CHAKRA:BLUE Control  
PAUL OAKENFOLD This Way

**RAP/HIP-HOP**

*Mark Shands*  
JERMAINE DUPRI JD's Answer



**WEST**

1. VANESSA CARLTON A Thousand Miles
2. DIRTY VEGAS Days Go By
3. P. DIDDY I/USHER & LODI I Need A Girl
4. CRAIG DAVID Walking Away
5. JD DEE MESSINA I/TIM MCGRAW Bring On ...

**MIDWEST**

1. P. DIDDY I/USHER & LODI I Need A Girl
2. VANESSA CARLTON A Thousand Miles
3. DIRTY VEGAS Days Go By
4. WOODY ROCK No Matter What
5. TRAVIS TRITT Modern Day Bonnie & Clyde

**SOUTHWEST**

1. VANESSA CARLTON A Thousand Miles
2. P. DIDDY I/USHER & LODI I Need A Girl
3. DIRTY VEGAS Days Go By
4. TRAVIS TRITT Modern Day Bonnie & Clyde
5. JAMIE O'NEAL Frantic

**NORTHEAST**

1. VANESSA CARLTON A Thousand Miles
2. DIRTY VEGAS Days Go By
3. P. DIDDY I/USHER & LODI I Need A Girl
4. ME'SHELL NDEGECELLO Pocketbook
5. KIRK FRANKLIN Brighter Day

**SOUTHEAST**

1. P. DIDDY I/USHER & LODI I Need A Girl
2. VANESSA CARLTON A Thousand Miles
3. DIRTY VEGAS Days Go By
4. CRAIG DAVID Walking Away
5. ME'SHELL NDEGECELLO Pocketbook



Phil Hall • 972-991-9200

**Hot AC**

*Steve Nichols*  
NO OUBT Hella Good

**StarStation**

*Peter Stewart*  
No Adds

**Classic Rock**

*Chris Miller*  
No Adds

**Touch**

*Ron Davis*  
No Adds

**Doug Banks Morning Show**

*Gary Saunders*  
No Adds

**Tom Joyner Morning Show**

*Vern Catron*  
No Adds

**Country Coast To Coast**

*Kris Wilson*  
No Adds

**ALTERNATIVE PROGRAMMING**

*Gary Knoll • 800-231-2818*

**Rock**

INCUBUS Warning  
PAPA ROACH She Loves Me Not

**Alternative**

HIVES Hate To Say I Told You So  
INCUBUS Warning  
PAPA ROACH She Loves Me Not

**Triple A**

COUNTING CROWS American Girls

**CHR**

KROEGER I/SCOTT Hero  
P. DIDDY I Need A Girl

**Mainstream AC**

COURSE OF NATURE Caught In The Sun  
KROEGER I/SCOTT Hero

**Lite AC**

JENNIFER LOPEZ Alive  
VAN MORRISON Steal My Heart Away

**MAC**

3RD FORCE I Believe In You  
WILL DOWNING I Can't Help It  
JOE SAMPLE X Marks The Spot

**Christian AC**

FFH Fly Away

**UC**

BLACK COFFEY Hard To Get  
CLIPSE Grindin'  
HAMPTONS My Jacket  
JENNIFER LOPEZ UNAS I'm Gonna Be Alright  
TWEET Call Me

**Country**

JO OEE MESSINA Oare To Dream  
SIXWIRE Look At Me Now  
ANTHONY SMITH If That Ain't Country



**Music Programming/Consulting**  
*Ken Moultrie • 800-426-9082*

**Alternative**

*Steve Young/Kristopher Jones*  
EMINEM Without Me  
PAPA ROACH She Loves Me Not

**Active Rock**

*Steve Young/Kristopher Jones*  
PAPA ROACH She Loves Me Not  
SWITCHED Inside

**Heritage Rock**

*Steve Young/Kristopher Jones*  
INCUBUS Warning

**Hot AC**

*Steve Young/Josh Hostler*  
No Adds

**CHR**

*Steve Young/Josh Hostler*  
COURSE OF NATURE Caught In The Sun  
KROEGER I/SCOTT Hero  
WILL SMITH Black Suits Comin'...

**Rhythmic CHR**

*Steve Young/Josh Hostler*  
WILL SMITH Black Suits Comin'...  
TWEET Call Me

**Soft AC**

*Mike Bettelli*  
LUTHER VANOROSS I'd Rather

**Mainstream AC**

*Mike Bettelli*  
JENNIFER LOPEZ Alive

**Delilah**

*Mike Bettelli*  
No Adds

**Dave Wingert Show**

*Mike Bettelli*  
JENNIFER LOPEZ Alive

**Mainstream Country**

*Ray Randall/Hank Aaron*  
TOBY KEITH Courtesy Of The Red...  
SHANNON LAWSON Goodbye On A Bad Day  
SHEDAISY Mine All Mine

**New Country**

*Hank Aaron*  
KENNY CHESNEY The Good Stuff  
TOBY KEITH Courtesy Of The Red...  
SHEDAISY Mine All Mine  
DARRYL WORLEY I Miss My Friend

**Lia**

*Ken Moultrie/Hank Aaron*  
BROOKS & DUNN My Heart Is Lost To You  
DARRYL WORLEY I Miss My Friend

**24 HOUR FORMATS**

*Jon Holiday • 303-784-8700*

**Adult Hit Radio**

*JJ McKay*  
ASHANTI Foolish  
COURSE OF NATURE Caught In The Sun

**Rock Classics**

*Adam Fendrich*  
No Adds

**Adult Contemporary**

*Rick Brady*  
No Adds

**CD Country**

*Rick Morgan*  
BLACKHAWK One Night In New Orleans  
TOBY KEITH Courtesy Of The Red ...  
DAVID NAIL Memphis  
DARYLE SINGLETARY That's Why I Sing This Way  
LEE ANN WDMACK Something Worth Leaving...

**US COUNTRY**

*Penny Mitchell*  
CHRIS CAGLE Country By The Grace Of God  
MARK CHESNUTT She Was  
REBECCA LYNN HOWARD Forgive  
JO OEE MESSINA Oare To Dream

**GREAT AMERICAN COUNTRY**

*Jim Murphy • 303-784-8700*  
BELLAMY BROTHERS Over The Line  
JOE NICHOLS The Impossible  
RHONDA VINCENT I'm Not Over You



*Charlie Cook • 661-294-9000*

**Adult Rock & Roll**

*Jeff Gonzer*  
No Adds

**Soft AC**

*Andy Fuller*  
No Adds

**Bright AC**

*Jim Hays*  
No Adds

**Mainstream Country**

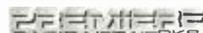
*David Felker*  
TRACY BYRD Ten Rounds With Jose Cuervo  
TOBY KEITH Courtesy Of The Red...

**Hot Country**

*Jim Hays*  
MARK CHESNUTT She Was  
TOBY KEITH Courtesy Of The Red...

**Young & Elder**

*David Felker*  
TRACY BYRD Ten Rounds With Jose Cuervo  
TOBY KEITH Courtesy Of The Red...



**After Midnight**

*Kenny Chesney The Good Stuff*  
DIAMOND RIO Beautiful Mess  
BLAKE SHELTON Of Red

**WAITT RADIO NETWORKS**

**Alternative**

*Chris Reeves • 970-949-3339*  
EMINEM Without Me  
TRUST COMPANY Downfall  
BUTCH WALKER My Way

**Country**

*Jim West*  
No Adds

DATEBOOK

MONDAY, MAY 27

1937/ San Francisco's Golden Gate Bridge opens after five years of construction.  
 1941/ British naval forces sink the state-of-the-art German warship *Bismarck* off the coast of France.  
 1994/ Author and Nobel laureate Aleksandr Solzhenitsyn returns to Russia after being expelled for two decades.  
 Born: Louis Gossett Jr. 1936, Adam Carolla 1964, Joseph Fiennes 1970

In Music History

1978/ Steve Martin releases his comedic hit "King Tut."



Wish he'd won that Grammy after all...

1987/ Durling a concert at Italy's Flaminio Stadio, U2's sound system generates enough volume and vibration to set off earthquake alarms in two exclusive Rome neighborhoods near the performance arena.  
 Born: Bruce Cockburn 1945, Siouxsie Sioux (Siouxsie & The Banshees) 1957, Neil Finn (Crowded House) 1958, Lisa "Left Eye" Lopes (TLC) 1971-2002

TUESDAY, MAY 28

1935/ John Steinbeck's first successful novel, *Tortilla Flat*, is published.  
 1987/ Matthias Rust, a 19-year-old pilot from West Germany, embarrasses Soviet government officials when he penetrates Soviet air defenses and lands his Cessna in Moscow's Red Square.  
 Born: Ian Fleming 1908-1964, Rudolph Giuliani 1944

In Music History

1976/ The Allman Brothers Band announce they are breaking up.  
 1988/ WGRX/Baltimore announces a fictional "Lovestock" concert to be held over Memorial Day weekend, with acts including Jimi Hendrix, Traffic, Steely Dan, Led Zeppelin, The Beatles and The Doors featuring Jim Morrison. Thousands of listeners comb the Baltimore hills in search of the nonexistent festival.  
 Born: Gladys Knight 1944, John Fogerty 1945, Kylie Minogue 1968

WEDNESDAY, MAY 29

1957/ Edmund Hillary and his Sherpa guide, Tenzing Norgay, become the first people to reach the peak of Mount Everest.  
 1989/ President Ronald Reagan travels to Moscow for his fourth summit in three years with Soviet Premier Mikhail Gorbachev.  
 Born: Bob Hope 1903, Annette Bening 1958, Rupert Everett 1959

In Music History

1959/ Despite rain, Herndon Stadium in Atlanta hosts one of rock's first outdoor concerts. Performers include Ray Charles, B.B. King, Ruth Brown and The Drifters.  
 1972/ Mike Oldfield releases *Tubular Bells*, which later becomes the theme to the thriller *The Exorcist*.  
 1989/ An airplane carrying Bobby Brown loses an engine over the Pacific Ocean and lands in Hawaii with only four minutes of fuel left.  
 Born: Danny Elfman 1953, Melissa Etheridge 1961, Noel Gallagher (Oasis) 1967

THURSDAY, MAY 30

1431/ Joan of Arc is martyred in Rouen, France. After refusing to acknowledge church authority, she is burned at the stake.  
 1911/ Ray Harroun wins the first Indianapolis 500 in his Marmon Wasp. His speed averages 74.6 miles per hour.  
 1971/ NASA launches the Mariner 9 probe to photograph the surface of Mars.  
 Born: Mel Blanc 1908-1989, Ted McGinley 1958



He's the patron saint of JumpTheShark.com.

In Music History

1987/ Beastie Boy Adam Horowitz (a.k.a. Adrock) is arrested in Liverpool when a can of beer he throws into the audience hits a 20-year-old woman during the band's performance at the Royal Court.  
 1990/ Midnight Oil perform on a flatbed truck in front of Exxon's New York corporate offices to bring attention to environmental abuses.  
 1997/ Singer Mariah Carey and Sony President Thomas Mottola announce they have "mutually and amicably" agreed to a trial separation.  
 Born: Benny Goodman 1909-1986, Wynonna Judd 1964, Tom Morrello (Rage Against The Machine) 1964, Stephen Malkmus (Pavement) 1966

FRIDAY, MAY 31

1985/ Apple's board of directors blames Steve Jobs for the Macintosh's lackluster sales and fires him. He returns as CEO in 1997.  
 1990/ *Seinfeld* debuts on NBC but does not gain mass popularity until its third season.  
 1996/ Benjamin Netanyahu is elected Prime Minister of Israel.  
 Born: Clint Eastwood 1930, Joe Namath 1943, Lea Thompson 1961, Brooke Shields 1965

In Music History

1976/ The Who qualify for the Guinness Book of World Records title of "Loudest Rock Band" when their concert at the Charlton Athletic Grounds in England reaches a sound level of 120 dB using a 76,000-watt PA system.



And we wonder why he has hearing problems....

1997/ Neil Young is forced to postpone his 16-country European tour after cutting his index finger while slicing a ham sandwich. Doctors say he needs three weeks for the cut to heal, allowing him to start the HORDE tour as headliner without any problems.  
 Born: John Bonham (Led Zeppelin) 1948-1980, Vicki Sue Robinson 1954-2000, Darryl McDaniels (Run-D.M.C.) 1964

SATURDAY, JUNE 1

1880/ The first pay-phone service debuts in New Haven, CT at the Connecticut Telephone Company offices. Customers pay an attendant who allows them to use a telephone.  
 1968/ Helen Keller dies in Westport, CT at age 87.  
 Born: Andy Griffith 1926, Marilyn Monroe 1926-1962, Cleavon Little 1939-1992, Mark Curry 1964, Heidi Klum 1973

In Music History

1967/ The Beatles release *Sergeant Pepper's Lonely Hearts Club Band*, which goes Gold almost immediately.  
 1973/ Soft Machine drummer and vocalist Robert Wyatt falls through a third-story window during a party, breaking his back and paralyzing him from the waist down.  
 Born: Pat Boone 1934, Ron Wood (Rolling Stones) 1947, Alan Wilder (ex-Depeche Mode) 1963, Alanis Morissette 1974

SUNDAY, JUNE 2

1865/ Confederate General Edmund Kirby Smith agrees to the surrender terms put forth by the Union, dissolving the Confederate Army and officially ending the Civil War.  
 1912/ Carl Laemmle merges his Independent Motion Picture Company with several other Hollywood studios, creating Universal Pictures.  
 1953/ Elizabeth II is formally crowned Queen of England in a ceremony at Westminster Abbey. It is the first time that a coronation is broadcast live on television.  
 Born: Stacy Keach 1941, Dana Carvey 1955, Nikki Cox 1978

In Music History

1989/ Then-Rolling Stone member Bill Wyman marries 19-year old Mandy Smith in Suffolk, England.  
 1991/ Vanilla Ice is arrested in Studio City, CA after pulling a shotgun on a man who asked about his necklace.  
 1992/ Rapper Freedom Williams quits C+C Music Factory and sues Robert Clivilles and David Cole for back royalties.  
 Born: Charlie Watts (Rolling Stones) 1941, Chubby Tavares 1950, Tony Hadley (Spandau Ballet) 1960

— Keith Berman

zinescene

Smells Like Mean Spirit!

Forget George Lucas and his "Clone Wars": Both *Rolling Stone* and *Spin* cover the battle for Kurt Cobain's legacy in articles dubbed "The Nirvana Wars." Each music mag gets behind the bickering between Cobain's widow, Courtney Love, and former Nirvana members Dave Grohl and Krist Novaselic over unreleased Nirvana material and the marketing of future Nirvana product.



"Up in the altercations of horrors and bad things that ever happened in the history of rock 'n' roll, this is up there," Love tells *RS*. "If they didn't have my persona to front it, they'd never have gotten away with it."

Former drummer Grohl points out that only three people know what it was like inside the band: "You have to have been with Krist and Kurt and I in the shed behind the guy's house in Tacoma, WA, when we were writing *Nevermind* or when we were writing songs for *In Utero*."

"Courtney is irrational," says Novaselic. "Everything is a fucking disaster, and we're sick of dealing with her. And that's why we want to kick her out.... We've got to sit here and talk to you about her shenanigans.... It's always been like this, ever since I remember her. Fucking high bullshit. Just look at what she leaves in her wake."

Grohl fears that another legacy will follow Nirvana. "From now on the band will be remembered for three things rather than two. The first being music, and the second being the loss of Kurt. And now, this bullshit. I just feel like it's been poisoned; something that was beautiful and pure has been poisoned by all of the things that the band stood against."

Bling Bling For The Child Swing

Wondering what to get pop star Brandy for her baby shower? Well, trustworthy tabloid the *Star* exposes the secrets of her registry. The singer expects friends and family to dig deep into their pockets for items like a \$700 Prada diaper bag! Other items not found at Old Navy include a \$395 sterling silver necklace, a \$200 matching bracelet, and \$350-\$500 cashmere sheets. No word on whether Brandy's kid will be featured on *MTV Cribs*.

Thar He Blows

Moby lands on the cover of *Spin* and is also featured in *Rolling Stone*. "I've been on tour with some really handsome rock stars," the self-deprecating electro-artist tells *Spin*. "My conclusion is that there are musicians in the world who women want to sleep with, and there are

BRANCHING OUT — Students at Santa Rita High School in Tucson, AZ recently won a free Michelle Branch concert after building a house for Habitat for Humanity. "I haven't been back to school for a while," the singer admits. "It was pretty awkward. One kid had a sign that said, 'Michelle, Can I Do You?' The principal felt really proud." (*Rolling Stone*)

musicians in the world who women want to meet. I think I definitely fall into the latter category." But the chrome-domed techno whiz doesn't want to appear ungrateful. "I love the fact that the people who buy my records tend to be smart and open-minded and sensitive. There's just a part of me that feels inadequate because I don't look like Dave Navarro."

Hair Today... Gone Tomorrow?

Colombian pop goddess Shakira is featured in *TV Guide*, where she says her appeal is all about the music: "I can dye my hair green tomorrow, and that won't affect my artistry. The true connection that exists between my fans and me is not based on this sexual link. It's because they identify with something that I'm saying through my songs."

Speaking of hair dye, *Rolling Stone* reports that Pink has signed a marketing agreement with Bally's Total Fitness, the sponsors of her upcoming tour, to create a hip-hop dance-aerobics class called "Get Your Body Started."

Pants Marching

How's this for being there for your fans? During a Dave Matthews Band show in Detroit, fan Dave Leslie enjoyed a little too much brew, passed out and was taken to the infirmary. Matthews then visited the unconscious Leslie and signed his jeans "I'll see you in Cleveland (slow down)." Matthews had the hospital staff snap a Polaroid as a certificate of authenticity. "I thought it was one of my friends in the picture until I looked at it twice," says Leslie. "God, we bought so much beer that day." Don't expect to see the pants on eBay, however, as Leslie plans on having them framed. (*Rolling Stone*)

— Frank Correia

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

Tom Calderone  
VP/Programming

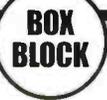


Plays	Plays
NO DUBBT Hella Good	40
EMINEM Without Me	40
P. DIDDY /USHER & LOON I Need A Girl	38
NAS One Mic	37
SHAKIRA Underneath Your Clothes	37
LUDACRIS Saturdays (Ooh...)	31
BUSTA RHYMES /P. DIDDY... Pass The Courvoisier	26
NAPPY ROOTS Awnaw	25
ASHANTI Foolish	25
KORN Here To Stay	24
ALICIA KEYS How Come You Don't Call Me?	22
PUDDLE OF MUDD Orbit & Die	22
PINK Don't Let Me Get Me	21
GOD GOD DOLLS Here Is Gone	21
CHAD KROEGER /JOSEY SCOTT Hero	21
MUSIQ Haliczrazy	20
USHER U Don't Have To Call	20
MOBY We Are All Made Of Stars	19
MARY J. BLIGE /JA RULE Rainy Day	19
WHITE STRIPES Fell In Love With A Girl	19
ANGIE STONE Wish I Didn't Miss You	17
BRANDY Full Moon	16
TRUTH HURTS Addictive	16
SUM-41 What We're All About	15
AVRIL LAVIGNE Complicated	15
DASHBOARD CONFSSIONAL Screaming Infidelities	14
LINKIN PARK Points Of Authority	13
UNWRITTEN LAW Scent Red	13
JOHN MAYER No Such Thing	12
COLD Gone Away	12
B2K Uh Huh	11
HOORASTANK Running Away	11
BRITNEY SPEARS Overprotected	11
AVANT Makin' Good Love	11
WEEZER Dope Nose	11
N.E.R.D. Rock Star	10
JA RULE /CHARLI BALTIMORE Down Ass Chick	10
P.D.O. Boom	10
CAM'RON /JUELZ SANTANA Oh Boy	10
INCUBUS Warning	9
ALIEN ANT FARM Attitude	8
PAUL MCCARTNEY Loney Road	8
C. DEP Special Delivery	8
MICHELLE BRANCH All You Wanted	7
IMX First Time	7
ANDREW W.K. Party Hard	7
RES They-Say Vision	6
SHERYL CROW Soak Up The Sun	6
GODSMACK I Stand Alone	5
LENNY KRAVITZ Stillness Of Heart	5
KYLE MINOGUE Can't Get You Out Of My Head	5
VANESSA CARLTON A Thousand Miles	4
LIL' BOW WOW Take Ya Home	4
MAXWELL This Woman's Work	4
3RD STRIKE No Light	4
FAT JOE /ASHANTI What's Luv?	3
X-SCUTIONERS It's Goin' Down	3
OUARASHI Stick 'Em Up	3
HIVES Hate To Say I Told You So	3
YING YANG TWINS Say I Yi Yi	3
DEADSY The Key To Gramercy Park	3
TWEET /MISSY ELLIOTT Oops (Oh My!)	2
PHANTOM PLANET California	2
CALLING Adrienne	2
JAGGED EDGE I Got It 2	2
RAPHAEL SAADIQ /D'ANGELO Be Here	2
SYSTEM OF A DOWN Toxicity	2
NAUGHTY BY NATURE /3LW Feels Good	2
BIG TYMERS Still Fly	2
DEFAULT Dery	2
WYCLEF JEAN P.J's	2

Video playlist for the week ending May 11.

55 million households

Peter Cohen,  
VP/Programming



### Rap Adds

No Adds

### Pop Adds

No Adds

### Urban Adds

No Adds

### Rhythmic Adds

No Adds

### Rock Adds

No Adds

Adds for the week of May 20.

Plays	Plays
STYLES /PHARDAHE MDNCN The Life	40
NAS One Mic	40
EMINEM Without Me	40
BUSTA RHYMES /P. DIDDY... Pass The Courvoisier	38
CAM'RON /JUELZ SANTANA Oh Boy	37
HIVES Hate To Say I Told You So	37
LUDACRIS Saturday (Ooh...)	31
MUSIQ Haliczrazy	20
NDRAH JONES Don't Know Why	19
MOBY We Are All Made Of Stars	19
JOHN MAYER No Such Thing	12
TRUTH HURTS /RAKIM Addictive	11
KORN Here To Stay	11
MARY J. BLIGE /JA RULE Rainy Day	19
ALICIA KEYS How Come You Don't Call Me?	22
ZERD 7 Destiny	2
WHITE STRIPES Fell In Love With A Girl	19

75 million households

Paul Marszalek  
VP/Music Programming



### ADDS

CEE-LO Getting Crown	26
CREED One Last Breath	26
AALIYAH More Than A Woman (re-add)	26

Plays

SHAKIRA Underneath Your Clothes	26
SHERYL CROW Soak Up The Sun	26
CELINE DION A New Day Has Come	26
GOD GOD DOLLS Here Is Gone	26
PINK Don't Let Me Get Me	23
NO DUBBT Hella Good	18
ANASTACIA One Day In Your Life	17
MARC ANTHONY I've Got You	17
THE CORRS /BONO When The Stars Go Blue	17
JIMMY EAT WORLD The Middle	17
CHAD KROEGER /JOSEY SCOTT Hero	17
MARY J. BLIGE /JA RULE Rainy Day	17
MICHELLE BRANCH All You Wanted	16
DEFAULT Wasting My Time	16
JOHN MAYER No Such Thing	16
MOBY We Are All Made Of Stars	16
VANESSA CARLTON A Thousand Miles	16
NICKELBACK Too Bad	15
JENNIFER LOPEZ Alive	12
LENNY KRAVITZ Stillness Of Heart	12
PAUL MCCARTNEY Your Loving Flame	10
CALLING Adrienne	9
BRANDY Full Moon	9
DIRTY VEGAS Days Go By	9
FIVE FOR FIGHTING Easy...	8
JEWEL Break Me	8
COURSE OF NATURE Caught In The Sun	8
NDRAH JONES Don't Know Why	7
TOMMY LEE Hold Me Down	6
RES They-Say Vision	6
BADLY DRAWN BOY Something To Talk About	4
TWEET /MISSY ELLIOTT Oops! (Oh My)	3
WHITE STRIPES Fell In Love With A Girl	3
CRAIG DAVID Walking Away	3
ASHANTI Foolish	3
ANGIE STONE Wish I Didn't Miss You	2
ZERD 7 Destiny	2
311 Amber	2
RAPHAEL SAADIQ /D'ANGELO Be Here	1
JILL SCOTT Gimme	1
MUSIQ Haliczrazy	1
TENACIOUS O Tribute	1
USHER U Don't Have To Call	1

Video airplay for May 20-26.

36 million households

Cindy Mahmood  
VP/Music Programming  
& Entertainment



### VIDEO PLAYLIST

MARY J. BLIGE /JA RULE Rainy Day	26
BUSTA RHYMES /P. DIDDY... Pass The Courvoisier	26
CAM'RON /JUELZ SANTANA Oh Boy	26
JA RULE /CHARLI BALTIMORE Down Ass Chick	26
P. DIDDY /USHER & LOON I Need A Girl	26
FAT JOE /ASHANTI What's Luv?	26
AVANT Makin' Good Love	26
BIG TYMERS Still Fly	26
ASHANTI Foolish	26
MUSIQ Haliczrazy	26

### RAP CITY

BIG TYMERS Still Fly	26
BUSTA RHYMES /P. DIDDY... Pass The Courvoisier	26
NAS One Mic	26
CAM'RON /JUELZ SANTANA Oh Boy	26
JA RULE /CHARLI BALTIMORE Down Ass Chick	26
NAPPY ROOTS Awnaw	26
KHIA My Neck, My Back...	26
YING YANG TWINS Say I Yi Yi	26
EMINEM Without Me	26
IRV GOTTI PRESENTS JA RULE, ASHANTI... Down 4 U	26

Video playlist for the week ending May 19.

David Cohn  
General Manager



INCUBUS Warning	26
RAPHAEL SAADIQ /D'ANGELO Be Here	26
311 Amber	26
NO DUBBT Hella Good	26
THURSDAY Cross Out The Eyes	26
NAPPY ROOTS Awnaw	26
ANGIE STONE Wish I Didn't Miss You	26
BDX CAR RACER I Feel So	26

Video playlist for the week of May 13-19.



56.8 million households  
Brian Philips, Sr. VP/GM  
Chris Parr, VP/Music & Talent

### ADDS

No Adds

### TOP 20

TRAVIS TRITT Modern Day Bonnie & Clyde	26
ALISON KRAUSS /UNION STATION Let Me Touch You...	26
WILLIE NELSON /LEE ANN WOMACK Mendocino...	26
EMERSON DRIVE I Should Be Sleeping	26
GARY ALLAN The One	26
BRAD PAISLEY I'm Gonna Miss Her	26
TOBY KEITH My List	26
TAMMY COCHRAN I Cry	26
DARRYL WORLEY I Miss My Friend	26
MONTGOMERY GENTRY Didn't I	26
ALAN JACKSON Drive (For Daddy Gene)	26
TRACE ADKINS Help Me Understand	26
CAROLYN DAWN JOHNSON I Don't Want You To Go	26
KENNY CHESNEY Young	26
TOMMY SHANE STEINER What If She's An Angel	26
TIM MCGRAW Angel Boy	26
BROOKS & DUNN My Heart Is Lost To You	26
PATTY LOVELESS /TRAVIS TRITT Out Of Control...	26
REBA MCKENZIE Sweet Music Man	26
STEVE AZAR I Don't Have To Be Me (Til Monday)	26

### HEAVY

ALAN JACKSON Drive (For Daddy Gene)	26
ALISON KRAUSS /UNION STATION Let Me Touch You...	26
BRAD PAISLEY I'm Gonna Miss Her	26
DARRYL WORLEY I Miss My Friend	26
GARY ALLAN The One	26
TOBY KEITH My List	26
WILLIE NELSON /LEE ANN WOMACK Mendocino...	26
TRAVIS TRITT Modern Day Bonnie & Clyde	26

### HOT SHOTS

REBECCA LYNN HOWARD Forgive	26
KENNY CHESNEY The Good Stuff	26
STEVE AZAR I Don't Have To Be Me (Til Monday)	26

Heavy rotation songs receive 28 plays per week.  
Hot Shots receive 21 plays per week.

Information current as of May 14.



14.3 million households

### ADDS

BELLAMY BROTHERS Over The Line	26
JDE NICHOLS The Impossible	26
RHONDA VINCENT I'm Not Over You	26

### TOP 10

BRAD PAISLEY I'm Gonna Miss Her	26
ALAN JACKSON Drive (For Daddy Gene)	26
ANDY GRIGGS Tonight I Wanna Be Your Man	26
KENNY CHESNEY Young	26
RASCAL FLATTS I'm Movin' On	26
TRICK PONY Just What I Do	26
DARRYL WORLEY I Miss My Friend	26
TOBY KEITH My List	26
GARY ALLAN The One	26
TRAVIS TRITT Modern Day Bonnie & Clyde	26

Information current as of May 10.

## TELEVISION

### TOP TEN SHOWS

Total Audience  
(105.5 million households)

1 E.R.	18-49
2 CSI	18-49
3 Friends	18-49
4 Survivor: Marquesas	18-49
5 Friends (8:30pm)	18-49
6 Law & Order	18-49
7 Everybody Loves Raymond	18-49
8 Will & Grace	18-49
9 Law & Order: Special Victims Unit	18-49
10 West Wing	18-49

### May 6-12

1 E.R.	18-49
2 Friends	18-49
3 Friends (8:30pm)	18-49
4 CSI	18-49
5 Will & Grace	18-49
6 Survivor: Marquesas	18-49
7 Will & Grace (9:30pm)	18-49
8 Law & Order	18-49
9 Everybody Loves Raymond	18-49
10 West Wing	18-49

Source: Nielsen Media Research

### COMING NEXT WEEK

#### Tube Tops

Alabama, Brooks & Dunn, Kenny Chesney, Sara Evans, Alan Jackson, Toby Keith, Martina McBride, Willie Nelson, George Strait, Travis Tritt, Lee Ann Womack, Trisha Yearwood and Hank Williams Jr. with Kid Rock are slated to perform when CBS presents the 37th annual *Academy of Country Music Awards*, hosted by Reba McEntire (Wednesday, 5/22, 8pm ET/PT).

#### Friday, 5/17

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

• The Strokes, *Late Night With Conan O'Brien* (NBC, check local listings for time).

• Kelly Joe Phelps, *Late Late Show With Craig Kilborn* (CBS, check local listings for time).

#### Saturday, 5/18

• Barry Manilow performs his greatest hits and more on *Ultimate Manilow*, a concert special taped at Hollywood's Kodak Theater (CBS, 9pm ET/PT).

• Method Man guest-stars on *Mad TV* (FOX, 11pm ET/PT).

• Moby, *Saturday Night Live* (NBC, check local listings for time).

• Kirk Franklin, *Showtime at the Apollo* (check local listings for time and channel).

#### Sunday, 5/19

• Cher, *Behind the Music* (VH1, 8pm ET/PT).

— Julie Gidlow

## FILMS

### BOX OFFICE TOTALS

May 10-12

Title/Distributor	\$ Weekend	\$ To Date
1 <i>Spider-Man</i> (Sony)	\$71.41	\$223.04
2 <i>Unfaithful</i> (FOX)*	\$14.06	\$14.11
3 <i>The New Guy</i> (Sony)*	\$9.00	\$9.00
4 <i>The Scorpion King</i> (Universal)	\$4.92	\$80.93
5 <i>Changing Lanes</i> (Paramount)	\$3.81	\$57.30
6 <i>The Rookie</i> (Buena Vista)	\$2.62	\$68.23
7 <i>Murder By Numbers</i> (WB)	\$2.42	\$27.46
8 <i>Ice Age</i> (FOX)	\$1.57	\$171.02
9 <i>Panic Room</i> (Sony)	\$1.50	\$93.09
10 <i>Life Or Something Like It</i> (FOX)	\$1.41	\$13.20

\*First week in release. All figures in millions. Source: ACNielsen EDI

COMING ATTRACTIONS: This week's openers include *About a Boy*, starring Hugh Grant. The film's ARTISTdirect soundtrack features all new songs by Badly Drawn Boy.

Now playing is ESPN's *Ultimate X*, an IMAX documentary on extreme sports. The film's Hollywood soundtrack sports two tunes by 3rd Strike — "Paranoid" and "No Light"

— along with *Suicide Machines* "Permanent Holiday," *Fatboy Slim*'s "Praise You," *Tricky*'s "Christiansands," *Pennywise*'s "Who's on Your Side," *Feeder*'s "Just a Day," *Guided by Voices*' "Skills Like This," *Foo Fighters*' "Learn to Fly," *Handsome Devil*'s "Bring It On" and *Grand Theft Audio*'s "We Luv U."

— Julie Gidlow



**AL PETERSON**  
alpeterson@rronline.com

# Don't Get Caught Off Base

□ Fighting back when the competition is your market's baseball station

By Jim Glass

**T**he crack of the bat, the umpire's familiar shout of "Play ball!" and the roar of the crowd. Do any sounds define summer in America better than these?

While the prospect of a summer filled with games may be music to the ears of a team's flagship station, if you are not the baseball station in town, you may, as a manager, be hearing an entirely different song from your sales department.



Jim Glass

Selling, programming and promoting against the station with your community's favorite team presents challenges. But consultant Jim Glass says it also presents opportunities for stations that are willing to think unconventionally.

This week Glass, who specializes in News/Talk and Sports programming and marketing for Cleveland-based McVay Media, offers his tips on making the most of the boys of summer — even when they aren't on your radio station.

### Why Not Just Sign Off?

So your No. 1 competitor has your town's team on the air for the entire summer. Major- or minor-

league, flagship or affiliate market — it makes no difference. Some would say it just means your station's entire summer is a waste. So roll up the sidewalks, save a few bucks by turning the transmitter down a few watts and wait for the fall, right? I can hear the wailing and gnashing of teeth now. How can we sell against America's great pastime, hot dogs, Mom and apple pie?

First, let's look back at Bill Veeck's baseball legacy. Veeck never backed away from the plate, no matter how large or small the challenge. Remember the politically incorrect — by today's standards, at least — midget? He had a single at-bat, but who will ever forget it?

Ask yourself, do you have enough base "balls" to go to the plate with the baseball station for six months out of the year? Do you have the guts to stand in the batter's box to make a few bucks? Unfortunately, many radio stations

assume they are facing three strikes every year, beginning April 1, and they give up through the end of September. What a shame!

Do you have any idea how much money the station across town is spending in hard American dollars for the right to air nine innings of crowd noise and the crack of the bat? They're shelling out seven to eight figures if you're in a major-league city and four to six figures if you're in a league-affiliate city.

Minor-league rights can certainly be lower, but, considering that billing availability is also reduced,

**Ask yourself, do you have enough base "balls" to go to the plate with the baseball station for six months out of the year?**



A SOLID TRIPLE

Sharing a Kodak moment recently at the Rick Scott Sports Radio Conference are (l-r) ABC/ESPN Radio's John McConnell, WIP/Philadelphia's Tom Bigby and Arbitron's Bob Michaels.

the risk and the return on investment are not that much different.

Not only should you sign on, but find an extra watt or two and then dance all the way to the bank. After all, you are saving money right from opening day. It's here that the creative masters of the revenue universe — the Bill Veecks of radio on your staff — need to step up with dollar-generating, cash-accumulating ideas.

### Steal The Thunder

You can steal much of the game-day benefits by simply acting as though you have the play-by-play, both on and off the air. I know that sounds too easy, but think of it this way: Ninety-five percent of the play-by-play will occur outside of the important dayparts — mostly in evenings and weekends. Therefore, your competitor is spending tons of money in secondarily budgeted dayparts. Your advertising rates in those dayparts can be positioned as much more reasonable.

Create as much confusion as

you can in the mind of the P1 baseball listener. Don't be afraid to guerrilla market what your competitor is paying dearly for, and don't be afraid of the typical team threats for doing so. Remember, the club wants to sell tickets as much as it wants to protect the flagship station, so there is always a middle ground.

Go ahead and program pregame shows and postgame 10th Inning shows just as though you had broadcast the game on your station. And don't forget to gear up your promo machine to create the perception that you are the fans' station.

Most importantly, be aggressive. If radio is anything, it is a promotional monster. Bill Veeck would have gone crazy with a great radio station like you have, but he had to settle for newspapers.

Here's another great tactic for stealing some thunder from the flagship station: Since you will be prohibited from using the home-team play-by-play voice employed by

Continued on Page 22

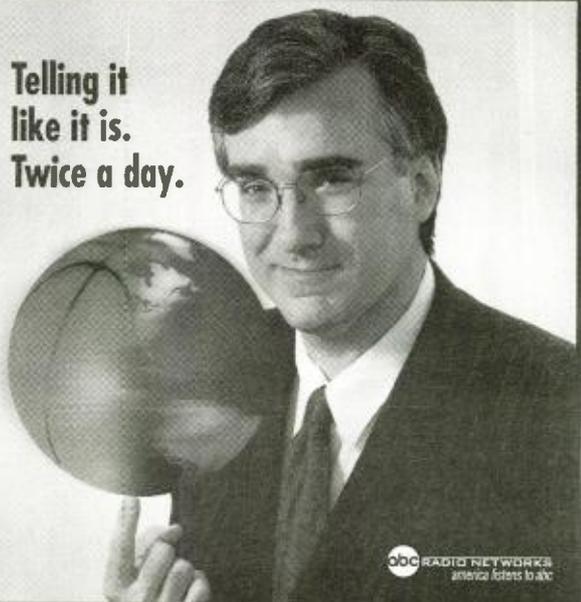
**No one has more on the ball.**

No one tackles the world of sports or the world in general like Keith Olbermann. Now, Olbermann continues the legacy of legendary sportscaster Howard Cosell, as host of ABC Radio Networks' *Speaking of Sports and Speaking of Everything*.

**KEITH OLBERMANN**  
SPEAKING OF SPORTS...  
SPEAKING OF EVERYTHING

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(972) 448-3302.

Telling it like it is.  
Twice a day.



abc RADIO NETWORKS  
America listens to abc

**Don't Get Caught Off Base**

Continued from Page 21

the radio station, contact the opposing teams to get game actualities and their permission to use the audio in postgame shows and within your sports programming.

Be aware, however, that major-league baseball does not allow use of play-by-play audio within promos for any stations other than those that are affiliated with the team, so don't cross the legal line. MLB rules permit only limited use of this audio within bona fide sports programming for 24 hours following the game. Often, teams will provide those clips via a telephone connection or over the Internet.

**Use Drivetimes Effectively**

Include 90-second game-specific features in morning and afternoon drive that include audio clips recorded by your staff, either at the ballpark or via telephone. To keep the features fresh during the week, change the topic each day by rotating different subjects, such as player or coach interviews, great games from the past, profiles of former players and "Where are they now?" segments; reports on the next team coming into town; and who in the minors is most likely to be called up. You can come up with even more ideas if you just encourage your staff to be creative and think outside the batter's box.

Make sure your staff is in weekly contact with the team to collect interviews and maintain an ongoing relationship. Don't be afraid to ask for a one-on-one player or coach interview at least one time each week, and don't always ask for the front-line players.

The team's stars are usually the least available. Go for the people everyone else ignores, such as the

bench and position coaches, since they actually enjoy the attention. Remember, the team wants to sell tickets. For the team, your station is extended marketing. For you, it's good programming.

**Remember, the team wants to sell tickets. For the team, your station is extended marketing. For you, it's good programming.**

Always make sure your station has someone on the field during batting practice and in the locker room following each home game. Be sure your call letters are clearly visible at the stadium. If you really want to get the big story, it's important that the players and coaches see your call letters as often as possible. If you can't afford a full-time person, a part-timer or a baseball-crazy intern will work just fine. The goal is to maintain daily visibility with the team.

**A Few More Great Ideas**

Pick the important home games and get your guerrilla-marketing staff out on the streets at 5am on game day, hanging banners within two blocks of the ballpark anywhere and everywhere a plastic sign can be attached. Four hours before game time, check to make sure the signs are still displayed, because your competitor probably also has a guerrilla-marketing staff.

Also, be sure to look for signage opportunities surrounding the stadium. Hang banners on buildings, storefronts — anywhere you can

barter a spot or two for placement. If necessary, rent a crane to hang a four-foot-by-40-foot banner that can be seen from the ballpark. It doesn't cost as much as you might think, and barter often works for the company that supplies the crane.

If your budget permits, fly an airplane pulling a banner during the first three innings of weekend games. Or try renting inflatable baseballs to place around the high-traffic approach areas to the ballpark. Again, you can usually barter these items, and the inflatable-baseball companies will often go so far as to supply you with stickers with your call letters to place on the baseballs.

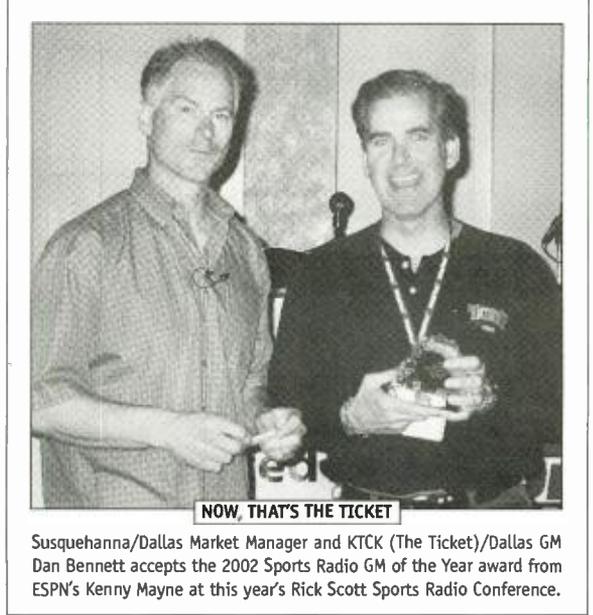
Now I will be sexist, but, then again, this is marketing! If you have bumper stickers, magnets or anything to hand out, hire three or four young ladies in extremely short red skirts, red high heels and low-cut, tight-fitting tops with your call letters across the front to pass out your message.

Remember, two out of three bodies with game ticket are male, and I guarantee even the guy with a lady on his arm will take a second look. Isn't this what marketing is all about? However, do keep in mind that executing some of these suggestions may require a city permit.

**If radio is anything, it is a promotional monster.**

**Follow The Money**

Let's talk about finding the dollars. First, always make sure your



**NOW, THAT'S THE TICKET**  
Susquehanna/Dallas Market Manager and KTCK (The Ticket)/Dallas GM Dan Bennett accepts the 2002 Sports Radio GM of the Year award from ESPN's Kenny Mayne at this year's Rick Scott Sports Radio Conference.

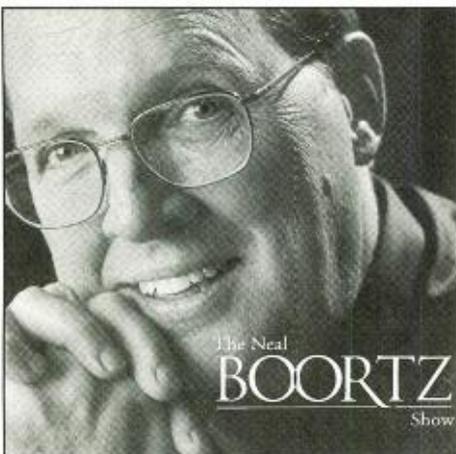
sales department pays close attention to the play-by-play broadcast on your competitor for potential advertisers. Assign a different account executive to provide a commercial monitor of a game broadcast each week, then quickly get out into the market with a locally focused sales package directed at each in-game sponsor's message. Remember, even the network's advertisers may have a local connection.

Again, you have to think outside the batter's box and find the vehicle that is attractive to them. Just offering spots at reduced rates is not enough. Create a commercial opportunity that is connected to the team, yet is an entitlement sponsorship that is available only on your station. Be careful, though, since you cannot use the team name, logo or image without the team's permission. But that problem is fairly easy to get

around creatively. Finally, here's another idea for getting some sports marketing dollars for your station. Marketing dollars are always easier to secure than advertising dollars. Baseball and beer are married, so why not approach your largest sports bar to sponsor a Bud Light Night at Joe's? Everyone who is named Bud gets something free during your promotion as they watch the game on TV. Guess what everyone in the bar that night will say their name is? What else — Bud! Relatively speaking, it is only the first inning of this season. With a bit of creative thinking and some low-cost guerrilla marketing, you can compete with the hometown team's station throughout the summer.

Reach Jim Glass at McVay Media at 440-238-7801 or e-mail him at radiowatch@glassmedia.biz.

**Winning Personality. Ratings to Prove it!**



**NewsTalk Personality Of the Year**  
Voted by readers of R&R Magazine

- #1 WSB Atlanta**  
A35-54 14.3 to 17.2 Rank #1  
M35-54 20.5 to 23.8 Rank #1
- #1 WPTF Raleigh-Durham**  
A35-54 2.4 to 7.8 Rank 2nd  
M35-54 3.1 to 10.0 Rank #1

- #1 KRMG Tulsa**  
A35-54 7.9 to 14.1 Rank #1  
M35-54 7.6 to 20.5 Rank #1
- #1 WSKY FM Gainesville**  
A35-54 10.6 Share Rank 2nd  
M35-54 14.7 Share Rank #1

**Amy Bolton 800.611.5663**  
**Paul Douglas 404.962.2078**



Source: ARB Su 01-Fall 01 AQH Share; subject to limitations.

It's good to have an opinion. It's better to have

# MILLIONS OF LOYAL LISTENERS

**"...Dr. Laura has exceeded expectations."**

**Mike Fezzey**  
President and General Manager  
WJR Radio, Detroit

**"...instant come—and star power!"**

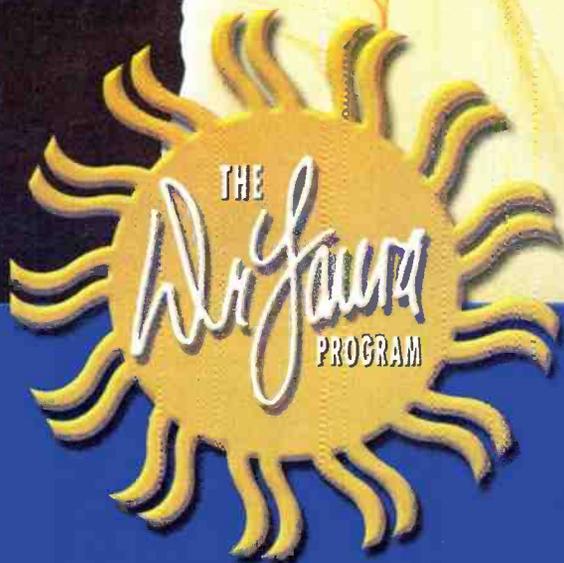
**Jeff Hillery**  
Program Director  
TalkRadio 570 KLIF, Dallas

**"...very generous with her time and consideration for our advertisers."**

**TOM PARKER**  
Program Director  
WGST-AM, Atlanta

**"...steady audience increases..."**

**Greg Ashlock**  
Station Manager  
KFI, Los Angeles



\*KFI-AM, Los Angeles, Winter '01 to Winter '02, Persons 25-54 **+20% increase.**

\*WJR-AM, Detroit, Winter '01 to Winter '02, Persons 25-54 **+17% increase.**

\*WIOD-AM, Miami, Winter '01 to Winter '02, Persons 25-54 **+79% increase.**

For more information, call Trevor Oliver 818-377-5314

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## 12+ WINTER 2002 ARBITRON RESULTS

### Middlesex-Somerset-Union, NJ - #33

Station (Format)	Owner	Fa '01	Wi '02
WLTW-FM (AC)	Clear Chan.	6.9	5.8
WHTZ-FM (CHR/Pop)	Clear Chan.	4.7	5.0
WMGQ-FM (AC)	Gr. Media	3.9	4.7
WAXQ-FM (Cl. Rock)	Clear Chan.	3.7	4.5
WQHT-FM (CHR/Rhy)	Emmis	4.3	4.5
WKXW-FM (Talk)	Millennium	5.2	4.4
WXRK-FM (Alt.)	Infinity	3.9	4.2
WCBS-FM (Oldies)	Infinity	4.7	4.1
WABC-AM (Talk)	ABC	4.7	4.0
WOR-AM (Talk)	Buckley	3.7	3.4
WSKQ-FM (Tropical)	SBS	2.4	3.3
WBLS-AM (Urban)	Inner City	3.2	3.0
WKTU-FM (CHR/Rhy)	Clear Chan.	3.7	2.9
WPLJ-FM (Hot AC)	ABC	3.4	2.9
WFAN-AM (Sports)	Infinity	2.4	2.7
WTJM-FM (Urban AC)*	Clear Chan.	2.4	2.7
WQXR-FM (Classical)	NY Times	1.5	2.6
WQCD-FM (Sm. Jazz)	Emmis	3.8	2.5
WNEW-FM (Talk)	Infinity	1.9	2.4
WMTR/WWTR (Adult Std.)	Gr. Media	1.4	2.3
WCBS-AM (News)	Infinity	2.8	2.2
WRKS-FM (Urban AC)	Emmis	1.6	2.0
WPAT-FM (Span. AC)	SBS	1.8	1.9
WNIS-AM (News)	Infinity	1.8	1.6
WCTC-AM (N/T)	Gr. Media	1.9	1.5
WDHA-FM (Rock)	Gr. Media	1.3	1.5
WCAA-FM (Tropical)	Hispanic	1.2	1.3

\*Switched to CHR/Rhythmic on March 15, became WWPR-FM on April 16

### Salt Lake City-Ogden-Provo - #34

Station (Format)	Owner	Fa '01	Wi '02
KSFI-FM (AC)	Simmons	8.7	7.3
KSL-AM (N/T)	Bonneville	7.6	6.0
KXRR-FM (Alt.)	Simmons	4.0	5.1
KZHT-FM (CHR/Pop)	Clear Chan.	4.7	5.1
KUBL-FM (Country)	Citadel	5.5	4.7
KRSP-FM (Cl. Rock)	Simmons	3.9	4.5
KSOP-A/F (Country)	KSOP Inc.	3.8	4.4
KOSY/KRAR (AC)	Mercury	5.0	4.1
KDZJ-FM (Triple A)	Citadel	2.9	4.0
KBER-FM (Rock)	Citadel	3.4	3.8
KQMB-FM (Hot AC)	Simmons	2.6	3.5
KODJ-FM (Oldies)	Clear Chan.	4.4	3.4
KNRS-AM (Talk)	Clear Chan.	3.6	3.2
KBEE-FM (AC)*	Citadel	2.2	3.0
KISN-FM ('80s)	Clear Chan.	2.8	2.9
KKAT-FM (Country)	Clear Chan.	2.5	2.6
KTCE/KUUU (CHR/Rhy)	Millcreek	3.0	2.6
KBNZ-FM (Sm. Jazz)	Capitol Br.	2.6	2.0
KURR-FM (Cl. Rock)	Clear Chan.	2.2	2.0
KCSL/KUDD (CHR/Pop)**	Millcreek	2.1	1.8
KWLW-AM (Country/O)	Clear Chan.	1.0	1.8
KCPX-FM (Alt.)***	Mercury	2.0	1.5
KKDS-AM (Adult Std.)	Carlson Com.	0.8	1.4
KSGO-AM (Reg. Mex.)	Utah Spanish	0.9	1.3
KWKD-FM (Act. Rock)	Millcreek	2.1	1.3
KALL-AM (N/T)	Clear Chan.	1.7	1.2
KFNZ-AM (Sports)	Citadel	1.6	1.1

\*Evolved from Hot AC during January

\*\*KCSL-FM was KFVR-FM until January

\*\*\*Was Classic Rock until mid-November

### Providence-Warwick-Pawtucket - #35

Station (Format)	Owner	Fa '01	Wi '02
WPRO-FM (CHR/Pop)	Citadel	6.6	8.8
WWLI-FM (AC)	Citadel	7.7	6.4
WWBB-FM (Oldies)	Clear Chan.	5.9	6.0
WHJY-FM (Rock)	Clear Chan.	6.7	5.9
WCTK-FM (Country)	Hall	5.4	5.5
WPRO-AM (Talk)	Citadel	4.5	5.0
WSNE-FM (Hot AC)	Clear Chan.	3.8	4.7
WAKX/WXKX (CHR/Rhy)	AAA Enter.	3.4	4.1
WBRU-FM (Alt.)	Brown Uni.	3.2	3.4
WHJY-AM (N/T)	Clear Chan.	4.1	3.4
WPLM-FM (Soft AC)	Plymouth Rock	3.4	3.2
WJMN-FM (CHR/Rhy)	Clear Chan.	2.5	2.4
WWRX-FM (Alt.)	Phoenix Media	2.2	2.2
WBMX-FM (Hot AC)	Infinity	1.7	2.1
WCRB-FM (Classical)	Charles River	2.0	2.1
WFHM-FM (CHR/Rhy)	Citadel	1.8	2.1
WEEI-AM (Sports)	Entercom	1.2	1.7
WAAF-FM (Act. Rock)	Entercom	1.3	1.5
WBZ-AM (N/T)	Infinity	2.4	1.5
WODS-FM (Oldies)	Infinity	1.3	1.4
WBCN-FM (Alt.)	Infinity	0.9	1.2
WBSM-AM (N/T)	Citadel	0.8	1.2
WJFO-FM (AC)	Deane Broth.	0.4	1.1
WSKO-AM (Sports)	Citadel	1.4	1.1
WZRA/WZRI ('80s)	Citadel	1.5	1.1
WCIB-FM (Cl. Rock)	Makay	1.3	1.0
WTKK-FM (Talk)	Gr. Media	1.0	1.0

### Columbus, OH - #36

Station (Format)	Owner	Fa '01	Wi '02
WNCI-FM (CHR/Pop)	Clear Chan.	7.5	8.8
WTVN-AM (Full Serv.)	Clear Chan.	8.8	8.3
WSNY-FM (AC)	Saga	7.1	7.5
WCXK-FM (Urban)	Radio One	7.0	6.8
WBNS-FM (Hot AC)	Radio Ohio	7.3	6.4
WCOL-FM (Country)	Clear Chan.	5.7	6.0
WBXZ-FM (Act. Rock)	North Amer.	5.0	5.1
WLVO-FM (Rock)	Infinity	5.1	5.1
WHOK-FM (Country)	Infinity	2.9	3.5
WMNI-AM (Adult Std.)	North Amer.	2.6	3.2
WFJX-FM (Cl. Rock)	Clear Chan.	2.7	2.7
WOOB-FM (Oldies)	Associated	1.6	2.2
WJZA/WJZK (Sm. Jazz)	Scantland	2.4	2.1
WVJN-FM (Rhy/O)	Radio One	2.4	2.0
WCLT-FM (Country)	WCLT Radio	2.6	1.9
WBNS-AM (Sports)	Radio Ohio	2.3	1.8
WEQE-FM (Cl. Rock)	North Amer.	1.5	1.6
WWCD-FM (Alt.)	IngleSide	1.6	1.6
WAZU-FM (Act. Rock)	Infinity	1.3	1.5
WJWJ-FM (Gospel)	Radio One	1.0	1.5
WSMZ-FM (Urban)	Stop 26	1.3	1.5
WCVO-FM (Christ. AC)	WCVO Inc.	1.8	1.4
WVVO-AM (Gospel)	Saga	0.9	1.0

### Las Vegas - #41

Station (Format)	Owner	Fa '01	Wi '02
KWNR-FM (Country)	Clear Chan.	6.0	7.7
KJUL-FM (Soft AC)	Beasley	8.2	6.4
KXTE-FM (Alt.)	Infinity	5.5	6.3
KISF-FM (Reg. Mex.)	Hispanic	4.8	6.1
KSNE-FM (AC)	Clear Chan.	6.0	5.8
KLUC-FM (CHR/Rhy)	Infinity	5.6	5.6
KOMP-FM (Act. Rock)*	Lotus	4.5	5.1
KQOL-FM (Oldies)	Clear Chan.	5.2	4.8
KMXB-FM (Hot AC)	Infinity	5.3	4.2
KFMS-FM (CHR/Pop)	Clear Chan.	3.1	4.1
KSTJ-FM ('80s)	Beasley	4.0	3.7
KXNT-AM (Talk)	Infinity	4.2	3.6
KRRN-FM (Span. Con.)	Entravision	1.3	3.4
KKLZ-FM (Cl. Rock)	Beasley	2.8	3.3
KVEG-FM (CHR/Rhy)**	Kemp Br.	2.4	3.0
KMZQ-FM (AC)	Infinity	4.8	2.8
KXPT-FM (Cl. Hits)	Lotus	4.2	2.5
KOWN-AM (N/T)	Radio Nevada	1.8	1.6
KOAS-FM (Sm. Jazz)	Desert Sky	2.1	1.6
KVGS-FM (Urban)	Desert Sky	1.7	1.6
KENO-AM (Sports)	Lotus	0.9	1.0
KLQO-AM (Spanish/O)	Hispanic	1.2	1.0

\*Evolved from Rock during January

\*\*Was Urban AC until December

### Orlando - #39

Station (Format)	Owner	Fa '01	Wi '02
WTKS-FM (Talk)	Clear Chan.	7.3	8.2
WMGF-FM (AC)	Clear Chan.	8.0	7.8
WWKA-FM (Country)	Cox	5.3	7.7
WJHM-FM (CHR/Rhy)	Infinity	5.7	7.2
WBOB-AM (N/T)	Cox	5.4	5.1
WXXL-FM (CHR/Pop)	Clear Chan.	5.1	5.1
WCFB-FM (Urban AC)	Cox	5.4	4.6
WOMX-FM (Hot AC)	Infinity	3.2	4.3
WMMO-FM (Rock AC)	Cox	4.5	4.0
WLOD-FM (Sm. Jazz)	Gross	3.9	3.6
WOCL-FM (Alt.)	Infinity	3.9	3.4
WSHE-FM (Oldies)	Clear Chan.	4.1	3.3
WHTO-FM (Cl. Rock)	Cox	2.9	2.9
WJRR-FM (Act. Rock)	Clear Chan.	4.4	2.8
WPYO-FM (CHR/Rhy)	Cox	2.7	2.8
WNUE-FM (Tropical)	Mega	2.8	2.5
WHOO-AM (Adult Std.)	Genesis	1.7	1.8
WFLF-AM (N/T)	Clear Chan.	2.4	1.7
WQTM-AM (Sports)	Clear Chan.	1.3	1.3
WPCV-FM (Country)	Hall	0.7	1.0
WRMQ-AM (Tropical)	Florida Br.	0.9	1.0

### Austin - #43

Station (Format)	Owner	Fa '01	Wi '02
KASE-FM (Country)	Clear Chan.	7.3	8.2
KOBT-FM (CHR/Rhy)	Infinity	5.5	7.2
KKMJ-FM (AC)	Infinity	4.9	5.7
KLBJ-AM (N/T)	LBJ-S	6.3	5.6
KROX-FM (Alt.)	LBJ-S	4.4	5.2
KVET-FM (Country)	Clear Chan.	6.4	5.1
KAMX-FM (Hot AC)	Infinity	3.4	4.5
KEYI-FM (Oldies)	LBJ-S	4.7	4.2
KLBJ-FM (Rock)	LBJ-S	3.6	3.8
KHFI-FM (CHR/Pop)	Clear Chan.	3.6	3.5
KHHL-FM (Reg. Mex.)*	Amigo Br.	1.1	3.3
KGSR-FM (Triple A)	LBJ-S	4.0	3.2
KFMK-FM (Rhy/O)	Clear Chan.	2.8	3.0
KXMG-FM (CHR/Rhy)	LBJ-S	1.9	2.7
KPEZ-FM (Cl. Rock)	Clear Chan.	3.1	2.6
KQQA-AM (Reg. Mex.)	Yellow Rose	1.6	1.6
KVET-AM (Sports)	Clear Chan.	2.3	1.4
KTND-FM ('80s)	Simmons	1.0	1.3
KROM-FM (Reg. Mex.)	Hispanic	0.0	1.2

\*Was Classic Hits until January 16

### Indianapolis - #40

Station (Format)	Owner	Fa '01	Wi '02
WFMS-FM (Country)	Susquehanna	9.3	10.6
WFBO-FM (Cl. Rock)	Clear Chan.	8.4	8.6
WIBC-AM (N/T)	Emmis	8.9	7.6
WGLD-FM (Oldies)	Susquehanna	6.8	6.3
WHHH-FM (CHR/Rhy)	Radio One	6.0	6.0
WNOU-FM (CHR/Pop)	Emmis	5.5	5.3
WTLC-FM (Urban AC)	Radio One	5.1	4.9
WRXZ-FM (Alt.)	Clear Chan.	6.5	4.8
WTPI-FM (AC)	MyStar	3.7	4.8
WYXB-FM (Soft AC)	Emmis	5.6	4.8
WGRF-FM ('80s)*	Susquehanna	1.1	3.5
WENS-FM (Hot AC)	Emmis	3.8	3.0
WZPL-FM (Hot AC)**	MyStar	3.9	2.8
WNDE-AM (Sports)	Clear Chan.	1.9	2.2
WTTT-FM (Triple A)	Sarkes Tarzian	1.7	2.2
WYJZ-FM (Sm. Jazz)	Radio One	2.1	2.2
WTLC-AM (Urban/O)	Radio One	1.2	2.0
WXIR-FM (Christ. AC)	Radio 1500	1.6	1.6
WXNT-AM (N/T)	MyStar	1.6	1.0

\*Was Country until December 25

\*\*Evolved from CHR/Pop in November

### Charlotte-Gastonia-Rock Hill - #37

Station (Format)	Owner	Fa '01	Wi '02
WNKS-FM (CHR/Pop)	Infinity	6.6	7.0
WBVA-FM (Urban AC)	Infinity	6.0	6.5
WPEG-FM (Urban)	Infinity	6.4	6.4
WSDC-FM (Country)	Infinity	5.1	6.1
WRFX-FM (Cl. Rock)	Clear Chan.	5.6	5.9
WLYT-FM (AC)	Clear Chan.	6.5	5.8
WKKT-FM (Country)	Clear Chan.	5.4	5.3
WLNK-FM (Hot AC)	Jeff.-Pilot	4.4	5.0
WWMG-FM (Oldies)	Clear Chan.	4.8	4.8
WBT-A/F (Talk)	Jeff.-Pilot	6.7	4.4
WENO-FM (Alt.)	Clear Chan.	3.7	3.3
WSSS-FM ('80s)	Infinity	3.2	3.1
WCHH-FM (Urban)	Radio One	3.1	3.0
WNMX-FM (Adult Std.)	GHB	1.7	2.1
WNOW-AM (Reg. Mex.)	Baker Family	1.6	1.8
WFNZ-AM (Sports)	Infinity	1.3	1.5
WXRC-FM (Cl. Rock)	Pacific	0.9	1.5

### Greensboro-Winston Salem-High Point - #42

Station (Format)	Owner	Fa '01	Wi '02
WJMH-FM (CHR/Rhy)	Entercom	8.2	8.3
WTRQ-FM (Country)	Clear Chan.	7.9	8.2
WQMG-FM (Urban)	Entercom	7.2	7.5
WMQX-FM (Oldies)	Entercom	6.3	6.8
WMAG-FM (AC)	Clear Chan.	7.5	6.1
WKZL-FM (CHR/Pop)	Dick	6.2	5.7
WVBZ-FM (Rock)	Clear Chan.	3.6	4.9
WSJS/WSQL (N/T)	Infinity	4.6	4.8
WKRR-FM (Cl. Rock)	Dick	3.4	3.5
WQZN-FM (Hot AC)*	Entercom	3.0	3.0
WTHZ-FM ('80s)	Davidson Br.	2.5	2.4
WEND-FM (Alt.)	Dalton	2.2	2.2
WKXU-FM (Country)	Curtis Media	1.7	2.1
WKWE/WPOL (Gospel)	Truth Br.	2.5	2.0
WWCC-FM (Country)	Clear Chan.	2.0	1.7
WDCG-FM (CHR/Pop)	Clear Chan.	1.0	1.3

\*Was WKSI-FM until March

### Norfolk-Virginia Beach-Newport News - #38

Station (Format)	Owner	Fa '01	Wi '02
WOWI-FM (Urban)	Clear Chan.	9.5	7.3
WVOE-FM (AC)	Entercom	8.3	7.2
WXEZ-FM (Gospel)	Barnstable	4.6	5.9
WNOR-FM (Act. Rock)	Saga	6.4	5.8
WWSO-FM (Urban/O)	Barnstable	2.8	5.7
WGH-FM (Country)	Barnstable	5.2	5.5
WMSM-FM (Country)	Barnstable	4.4	5.2
WKLF-FM (Urban AC)	Entercom	4.4	5.1
WNVZ-FM (CHR/Rhy)	Entercom	5.3	4.7
WNIS-AM (Talk)	Sinclair Tele.	5.0	4.6
WPTE-FM (Hot AC)	Entercom	4.4	4.3
WAFX-FM (Cl. Rock)	Saga	6.1	4.1
WROX-FM (Alt.)	Sinclair Tele.	2.6	3.2
WSVY-FM (Rhy/O)	Clear Chan.	2.4	3.0
WJCO-FM (Sm. Jazz)	Clear Chan.	3.0	2.3
WBHH-FM (Urban)	Clear Chan.	2.4	2.2
WKOC-FM (Triple A)	Sinclair Tele.	1.6	2.2
WTAR-AM (N/T)	Sinclair Tele.	1.4	1.6
WJOI-AM (Adult Std.)	Saga	1.5	1.2
WGH-AM (Sports)	Barnstable	0.8	1.0
WXGM-A/F (AC)	WXGM Inc.	0.4	1.0

### Format Abbreviations

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

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## Telecom

Continued from Page 1

Stephen Stockum — that show the average cost for radio advertising is actually lower in markets that have experienced greater consolidation.

The company also cited a study by the BIA Financial Network that said diversity of radio formats has increased since the passage of the Telecommunications Act of 1996. Clear Channel added that issues of diversity and competition are "more than adequately addressed by today's media marketplace," which the company said features an "ever-expanding array of media sources and an increasing variety in radio-station formats."

Viacom, meanwhile, argued that consolidation has been a boon to minority ownership, directing the commission to a **Minority Media & Telecommunications Council** study to prove the point. That study shows, as stated in Viacom's reply comments, that the number of minority-owned or -controlled stations has surged 50% since the act was passed, from 367 to 555. Viacom also noted that, while the number of actual minority owners has decreased, the drop-off among minorities (14%) has been less severe than throughout the entire industry (25%).

But in its own reply comments the MMTC told the FCC, "The low level of minority ownership in radio is a national disgrace. Redressing that horrible historic wrong should be the commission's first objective in this proceeding."

Despite that statement, the MMTC said that it occupies the

"sparsely populated middle of the debate between those advocating deregulation and those advocating reregulation" and encouraged the commission to set ownership limits below the point where a particular market "tips" — in other words, before the point where large operators, or "platforms," exercise such control over a market that independent owners can't survive.

The MMTC argued that, while small operators need to be protected, platforms that don't threaten to tip a market also deserve protection, because they can provide variety within mainstream formats and can undertake local initiatives that smaller operators cannot.

But the **National Association of Black-Owned Broadcasters** was much harder on the large companies and urged the FCC to eliminate its policy of granting waivers of its ownership rules. That way, NABOB said, parties that exceed the limits operate in violation of the rules while they find buyers for excess stations. NABOB also asked the FCC to begin considering as part of its standard public-interest review the impact on minority ownership in a market and to consider a station being run under an LMA as an "attributable interest" for the company running the station.

But the NAB believes all the arguing is pointless, because the FCC has no authority over radio-ownership limits. The NAB said the limits set in the Telecom Act are definitive and argued that "the commission lacks the authority to reduce the level of ownership consolidation explicitly allowed by Congress or to refuse

to approve radio-station transactions permissible under the statutory limits."

The NAB also pointed out that consolidation has not produced anti-competitive effects, but, rather, has benefited consumers by expanding programming diversity. In fact, the NAB argued that if tighter radio-ownership levels were enacted now, they might create "significant competitive imbalances" between the early consolidators and other groups, which would then be "permanently barred from competing effectively with the groups that consolidated most quickly."

— Joe Howard

## Rumba

Continued from Page 3

NJ to Atlantic Highlands, NJ. It's not clear if Big City plans to keep WVVY, which was dark for several days before Y-107's departure.

While Big City executives cheered Rumba's arrival at a May 8 party, the change in format left country music fans without an outlet to turn to in the nation's largest market. It is the first time in close to 30 years that neither New York nor the nearby Nassau-Suffolk market is home to a Country radio station. When the original WYNY became CHR/Rhythmic WKTU in spring 1996, New York was left without a Country station until Big City predecessor Odyssey Communications launched Y-107 in December '96.

Concurrent with the format flip, Y-107 PD/afternoon host Marty Mitchell and morning talent Ray Rosse have exited.

## Sirius

Continued from Page 1

to 28 states. He added that the service will be available in 38 states by June 1 and that Sirius is on track to meet its national service-rollout target of July 1. "It's still exhibition season for us," Clayton said. "After July 1 it will be a whole new ballgame for Sirius."

And Clayton believes there will be plenty of players in the game, in the form of the 100,000-150,000 subscribers he forecasts Sirius will enroll by year's end. While Clayton announced on Tuesday that the company signed up 412 subscribers in Q1, he was quick to point out that represents only Sirius' first five or six weeks of sales to consumers in the company's four test markets. Clayton expects the number of subscribers to grow substantially in the second half of the year, especially in Q4, after Sirius completes its national rollout and has expanded its retail presence.

Clayton also said that Sirius has done no national advertising — except for limited marketing in test markets — and won't, through June. He said the company only expects to sign up a few thousand subscribers before the July 1 national rollout, at which point, he said, "the clock starts ticking" for his company.

Speaking of time, industry observers have been wondering what time-

frame DaimlerChrysler was following for installation of Sirius-ready radios in its vehicles. Lately there's been speculation about whether Chrysler would delay installing the radios in its cars until the 2004 model year; it had previously been expected to begin offering Sirius in its 2003 model lineup.

To quell those concerns, Clayton announced a new agreement with the car company through which Sirius radios are expected to be widely available beginning this fall, as a dealer-installed option at Chrysler dealers. They'll also be available as a factory-installed option on select vehicles for the 2003 model year. Sirius said Mercedes-Benz is expected to begin offering Sirius radios at some U.S. dealerships by next year as well.

Clayton drove home the importance of Sirius' relationship with its automotive partners by pointing out that Sirius maintains separate staffs in Detroit that deal exclusively with DaimlerChrysler and Ford. He also said the company is opening an office in Irvine, CA to deal with Asian manufacturers and some of Ford's West Coast operations.

Sirius is also working toward striking agreements with individual dealers, including those that sell vehicles from manufacturers that have exclusive deals with rival XM. Sirius VP/Corporate Communications Jim Collins told R&R that both companies have the option to make individual

agreements with car dealers, no matter what line of autos the dealers sell.

So, if a consumer wants an XM radio but is interested in a Chrysler vehicle, the dealer can install an XM radio in the vehicle despite Sirius' deal with the company, because the exclusivity extends only to factory-installed radios. "Both sides are approaching that venue as a potential market," Collins told R&R.

Clayton said, "We think that the car dealerships will be very important as a standalone channel, and it will drive demand by accelerating factory installations."

While he did his best to paint a rosy picture, Clayton admitted that production delays for aftermarket radios have posed a problem. "Ramping up production continues to be our biggest challenge," he said. But he also said that Kenwood has redoubled its efforts and said other manufacturers are progressing as well. Clayton said he hopes to have 300,000 aftermarket receivers in the retail pipeline by year's end.

Clayton also announced an addition to Sirius' management ranks: Former IMAX Exec. VP **Mary Pat Ryan** has joined the company as Exec. VP/Marketing. Ryan is charged with generating demand for the service and will work closely with Clayton.

— Joe Howard



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## Behind The Nominees

### □ This year's R&R Industry Achievement Award contenders

**W**ho or what is a "Norton"? What's the deal with "The Drive"? Why is KZOK/Seattle PD Carey Curelop flabbergasted at his nomination for Classic Rock PD of the Year?

While I don't have the answer to that last question, this week's column uncovers the mysteries behind the first two — along with some other things you may not know about this year's Industry Achievement Award nominees in the Classic Rock category.

#### What Drives The Drive?

When Bonneville decided on March 15, 2001, to debut a Classic Hits format on its just-acquired WNIB/Chicago, some in the radio industry may have scratched their heads in befuddlement. After all, Bonneville owns crosstown Classic Rocker WLUP (The Loop). Why steal listeners from your sister station?

WNIB, which changed its calls to WDRV and began calling itself "The Drive," did anything but hurt its louder, edgier sibling. With a unique playlist, The Drive has successfully conquered the 25-54 demo and proven to be one of the most successful major-market launches in the Classic Hits format.

WDRV is led by Bonneville/Chicago VP/Programming Greg Solk and prides itself on simply playing the music that adults throughout the region love. In fact, The Drive's principal marketing slogan is "No hype. No silly morning man. No goofy games. We play your music."



But The Drive also happens to be the home of one of Chicago's best-known rock 'n' roll radio personalities, Bob Stroud, who regularly posts the station's strongest ratings during his midday shift. Stroud has been a Windy City air talent since 1979, and his *Rock 'n' Roll Roots* program has aired for more than 20 years on such Chicago stations as WMET, WLUP, WXCD and WXRT. He's also the frontman for Rockestra, an 11-piece R&B act.

Solk tells R&R, "All of us at The Drive are thankful to be nominated for Station of the Year after our first year on the air. We believe that we have created something extremely special and unique for Chicago, and it's really been a great 'older brother' station for our Rocker, The Loop. We more than co-exist with The Loop — we collectively dominate the market for male listenership."

#### The Best Of The Best

The other stations nominated in the Station of the Year category are ABC's KQRS/Minneapolis; Clear Channel pair WRFX/Charlotte and WFYV (Rock 105)/Jacksonville; Saga's WAQY (Rock 102)/Springfield, MA; and, the lone returnee from last year, Citadel's WQUT/Johnson City.

"We saw our nomination for Classic Rock Station of the Year for the second year in a row, and it's awesome!" said WQUT PD John Patrick. "Thank you so much for recognizing us once again." The Citadel station continues to see impressive numbers across the board and features the syndicated John Boy and Billy — based at WRFX — in morning drive. More about them later in this column.

KQRS always has solid, across-the-board ratings, and *The KQ Morning Show* regularly clobbers the competition. Other key components to KQRS's success, in addition to the programming expertise of PD Dave Hamilton, are midday host Wally Walker, afternoon talent Ray Erick, evening host Lisa Miller and overnighter Mei Young.

WAQY enjoys solid ratings not only in its home market of Springfield, MA, but also in nearby Hartford. Rock 102 scored a 2.4 there in the just-released fall book after scoring a 2.6 there in the summer '01 Arbitrons. Not bad for a station that bills itself as "Springfield's Classic Rock" and focuses on the Pioneer Valley of Massachusetts.

Rock 102 happens to be the home of morning maniacs Bax and O'Brien (and Nikki), who continue to stun the Bay State with their antics and guest interviews. Rock 105, led by PD Glenn Stewart, also features John Pullo in middays, Bob Kester in afternoon drive and Brian Terenzini in the 7pm-midnight shift. Frank Maxwell and Linda Steele handle overnights and weekends. For more on WFYV, check out the Classic Rock column in the April 19 issue of R&R.

#### The Year's Top Programmers

When R&R phoned Carey Curelop to discuss his nomination as Classic Rock PD of the Year, he asked, "Gee, how'd I get this?" Perhaps it's because of KZOK's steady climb toward the top of Seattle's ratings. Aside from a small dip in summer '01, KZOK's great ratings have been augmented even further by the Oct. 1, 2001 arrival of Bob Rivers and his morning antics. In the winter Arbitrons, KZOK climbed to seventh place 12+.

"In the latest ratings we are meeting and exceeding the No. 1 audience we enjoyed in the past," Rivers says. For more on him, check out the Classic Rock column in the Sept. 28, 2001 issue of R&R.

Of course, Curelop's nomination is based on KZOK's entire performance, and the Infinity station is also the home of midday talent Steve Slaton, afternoon duo Robin & Maynard and market veteran Gary Crow, who has the 7pm-midnight slot.

Other PD nominees are KRXX/Oklahoma City's Jeff Couch and WFBQ/Indianapolis' Mike Thomas — familiar names to R&R readers, as both have been profiled in this column in the past couple of years. Nominee Mike Beck of WAFX was featured in the Jan. 25 issue. He writes to say, "I'm very honored to be nominated for the award. I am sure that your profile on the station must have been a major factor, so I want to say thanks. It's a big thrill."

By the way, R&R staffers had nothing to do with the nomination process. The nominees were chosen based on a round of balloting that R&R conducted in February. The eligibility period was March 2001 through February 2002.



WSFL/Greenville, NC — which features the syndicated *John Boy & Billy Big Show* in morning drive (again, more on them later) — is led by PD Jeff Sanders. When told of his nomination, he commented, "It's unbelievable. I program five or six stations, so it's fantastic that I'm being singled out for 'SFL. It means my career is complete. I can quit the business now. Seriously, this station is successful because of the team I have in place, and this will mean so much to them."

Garner Goins is being nominated for KRFX/Denver's performance in not only the Mile High City, but also in nearby Ft. Collins, CO. KRFX regularly challenges Brill Media's Country KUAD for top honors in the market and is anchored by Lewis and Floorwax in wakeups.

#### Months Of The South

Returning as nominees for Classic Rock Personality/Show of the Year are three perennially huge morning teams: KGB/San Diego's Dave, Shelly &

## Aerosmith Inked For R&R Convention

Are we joking? Dream on. None other than Aerosmith's Steven Tyler will appear at R&R Convention 2002. He'll debut the video for the band's new single, "Girls of Summer," coming in mid-May from Aerosmith's forthcoming album of greatest hits and new studio tracks.



Aerosmith

Tyler will also take time to hang out, play some tracks from the album and answer your questions during a unique, freewheeling, multiformat, Oprah-style session set for Friday, June 14. Also scheduled to speak that day: J Records founder Clive Davis, who originally signed Aerosmith. Registration is open at [www.rronline.com](http://www.rronline.com), where there is also information on available hotels in the Beverly Hills, CA area.

Chainsaw; WFBQ/Indianapolis-based syndicated talents Bob & Tom; and KKZZ/Spokane's RadioMen, featuring C. Foster Kane, Jim Arnold and Luna Moon — who happens to be a radio woman. New to the list of candidates this year are the aforementioned John Boy & Billy, *Norton in the Morning* and Jim Ladd.

Yes, John Boy & Billy air on WQUT and WSFL, but they're based at Clear Channel's WRFX and enjoy a huge fan base throughout the U.S., primarily in the South. Overall, WRFX enjoys huge 18-49 and 25-54 numbers on a consistent basis and boasts such air talents as midday host Jeff Kent, afternoon-driver Mr. Bill and nighttimer Tim Rhodes.

The station offers a wide variety of "Classic Rock That Really Rocks," and its hallmark afternoon feature is a two-hour block of nonstop music sponsored by Budweiser. Among the more creative features that set RFX apart is "Grits at Six," featuring a double shot of Southern rock from the likes of The Allman Brothers Band, ZZ Top and Lynyrd Skynyrd.

#### Big In Buffalo

So who is this Norton guy, and why is he nominated? *Norton in the Morning*, featuring Larry Norton, is the dominant morning show among 25-54 listeners in the fiercely competitive Buffalo radio market. The crew is based at Citadel's WGRF — always a top performer and a 2001 nominee for Classic Rock Station of the Year.

WGRF/Buffalo PD John Hager tells R&R that Norton has been in mornings at 'GRF for 14 years, and sidekick Rob Lederman has been a part of the program for 11. Gary "Puff" Puffaff, Christine Klein and producer Russ Burton round out the ensemble cast.

"All are native Buffalonians," Hager says. "Norton is well-known for his community involvement, including his annual Make-A-Wish Radiothon, when he stays on the air for 20 consecutive hours. Last year WGRF raised nearly \$200,000 during Norton's radiothon.

"Rob is a local comedian who did the comedy circuit for years and

owned his own comedy club. Gary is the sports guy and contributes to WGRF's Buffalo Bills broadcasts — we've been the team's flagship station for the past four years. And then there's Chris Klein, who is the newperson and the show's lone female.

"The show has been No. 1 25-54 in all but two of the last 21 books. It's a very Buffalo-based show. The talent all grew up and continue to live here. We feature weekly appearances during Bills season by the team's head coach and star players, and, like all good morning shows, there are some very distinct and contrasting personalities on *Norton in the Morning* whom the audience can identify with."

#### A Late-Night Legend

Lastly, who in our industry is not familiar with Jim Ladd? The master of free-form radio, Ladd presently holds the 10pm-2am shift at KLOS/Los Angeles. Ladd began his career in 1971 at pioneering rock station KNAC/Long Beach, CA. He joined KLOS a short time afterward for what would be the first of three stints at the station. Upon his first departure from KLOS, Ladd joined former AOR competitor KMET. He quickly gained a legion of fans as the midday talent for "The Mighty Met," and spent nine years at the station. Ladd returned to KLOS in 1997.

He also became nationally recognized as the host of *Innerview*, which aired for 12 years on more than 150 stations across the U.S. In addition, he served as co-host of Westwood One's 1990 broadcast of the Knebworth concert and is the creator, writer and host of *Headsets*, a weekly 60-minute commercial-free "musical journey that combines mind-expanding music with spoken word to create an environment that forces the listener to turn off the TV and turn on your mind."

Ladd is also the author of *Radio Waves: Life and Revolution on the FM Dial*, published in 1991. He's also been featured in four major motion pictures and is a member of the Rock and Roll Hall of Fame.

Best of luck to all of this year's nominees.

## Gary Stevens: The 5-Billion-Dollar Man

'Stevens goes to Wall Street — I kinda liked that'

By Bob Shannon

I don't know much about the French I took, but I do know savior-faire when I see it.

The early '60s. Gary Stevens, already a major-market jock at WIL/St. Louis, had his sights on the Big Apple. "Ron Lundy and all the guys at WIL wanted to go, so I did too," he says. "New York was like the Holy Grail."

By 1964, the year he went to WKNR/Detroit, Stevens was still sending out tapes and working the phones. "Ruth Meyer at WMCA was receptive to my contact, but I wasn't interested in the all-night show," Stevens says. Even then his game plan was to find a place where he thought he could grow.

"In those days they auditioned you in a studio," Stevens says. "Talk about being intimidated." Inside the booth, an old, rusty engineer stared him down. "Whadda ya need, kid?" Outside, a crowd gathered to watch. Nerve-racking! Adding insult to injury, Stevens' headphones weren't right. "No processing!" he says. He felt left-footed. When he didn't get the job, he figured that was all she wrote.

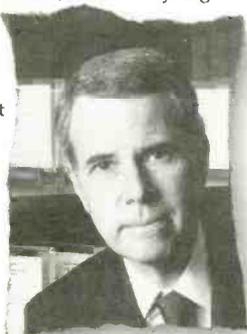
He underestimated the power of French postcards.

### BETWEEN THE MOON AND NEW YORK CITY

WKNR's signal was piss poor, but Stevens says that didn't get in the way. "There were three Rockers — CKLW, WJBK and WXYZ — and we knocked 'em all off," he recalls. "KeeNeR" was only supposed to be a place for him to hang his hat until something better came along. "We never fully unpacked, but then the station did really well, and we all took to the market and stayed," he says.

Long enough to earn a vacation

"My wife and I went to Europe," says Stevens. "And, for a schmooze, I sent Ruthie Meyer a postcard from Paris." A week or two later he got a telegram from WMCA asking if he wanted to audition again. "I told Ruth, 'If you wanna hear me,



Gary Stevens

you gotta hear me in my natural habitat."

In other words, come to Detroit. Meyer snuck into town a day early. Not knowing this, Stevens threw out the format. The next morning Meyer called.

"Well?" Stevens asked.

"I was here yesterday."

"Oh, shit!"

"And you broke every format rule in the book."

"Uh huh?"

"And it was great," said Meyer. "I loved it."

"Eight Days a Week" was all over the radio, but what Stevens remembers most is the lights of Manhattan. "I'd never seen anything that big all lit up at night," he says. He looked down at the

city and thought, "My God, there's 8 million people out there."

In the spring of 1965 Stevens replaced B. Mitchell Reed on WMCA. It was the whole enchilada. He had no way of knowing his future was going to be less about playing records and more about making deals.

### GARY AND THE PIRATES

I don't know much about English gun laws, but in 1966 bobbies didn't holster up and, mostly, people didn't get shot.

Don't hold me to exact details, but here's what happened next: Reg Calvert, the owner of one of England's pirate radio stations, was murdered. "After the killing somebody said, 'These are a bunch of gangsters, and it's not fun anymore,'" Stevens explains.

Parliament responded by passing The Marine Offenses Act, which made it illegal to provision the pirates. For all intents and purposes, the pirate age was over, but not before Stevens got to play. He still did nights on WMCA, but during the day he recorded an hourlong show at the Brill Building for Swinging Radio England. "I visited the ship once when it first signed on," says Stevens. "We went out and back on a Dutch tender from Felixstowe."

But pirate radio was never about smooth sailing, and in November of 1966 Radio England signed off. Stevens, still with WMCA, signed on for another show on Radio City, but by February of the next year it was over too. By then Stevens was becoming disenchanted with jocking.

"It was a wonderful couple of years," he says today, "but then we got caught up in protests and the Vietnam War, and the music started changing. It wasn't much fun to be on the air anymore."

### THERE AND HERE

Stevens moved to Europe.

"I sold film and mutual funds and had a really good time," he says. But by 1970 he wanted to come home. Get a programming job, right? Nope. "I went looking for a job as a GM."

Doubleday Broadcasting. KRIZ/Phoenix. Halfway through the interview, Stevens was offered the job, but on the day he was supposed to leave Europe, he had second thoughts. "My wife took me to the airport three times before I caught the last plane out," he says.

If you read last week's column, you know that Stevens went from KRIZ to KDWB/Minneapolis. What you don't know is that the research systems that John Sebastian and Steve Casey set up at KDWB opened doors at the other Doubleday O&Os. "Their systems became a power base for me, and I was named Sr. VP of Research," says Stevens.

Then, on Dec. 7, 1977, Stevens was made President of Doubleday Broadcasting.

### WALL STREET

Stevens had been President of a major broadcasting group and was well-known in New York. When the first round of deregulation began — remember, this was 20 years ago — he realized that asset-based investment bankers didn't understand the radio business.

By this time Doubleday had sold most of its stations, and Stevens was soon to be out of work. "If you're leaving a job, it's got to look decent," he says. He knew he had to market himself to the industry. "And the notion of Stevens going to Wall Street — well, I kinda liked that."

Since 1986 the Gary Stevens Company has orchestrated radio station sales worth more than \$5 billion.

And that, my friends, is savior-faire.

Bob Shannon can be reached at [bob@shannonworks.com](mailto:bob@shannonworks.com).

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## Street Talk®

# One Sweet Deal For Mariah & Jerry

Promo vet **Jerry Blair** has been tapped to run **Mariah Carey's** new multimedia company, which includes her own record label. "Our primary focus will be on her record, but, ultimately, our plans are to sign other artists to the label," Blair tells **ST**. The label, still officially unnamed, will feature a small staff and "a family atmosphere," Blair says. As far as other opportunities, "The possibilities are endless in media, Internet, merchandising, publishing, fashion, TV and film production, print media, etc.," he says. "It's a big world out there, with a lot of potential. This new venture will basically become the guarantor of Mariah's legacy."



Jerry Blair

As the saga of **Beasley (WPOW) vs. Cox (WPYM)** continues in Miami, **ST** has received responses from both parties following the May 8 preliminary hearing that found in favor of Cox Radio. "We're very pleased with the judge's ruling," says Cox attorney **Rudy Aragon**. "This is just another garden-variety case that we intend to defend vigorously." Says **WPOW (Power 96) PD Kid Curry**: "We never expected to win. Emergency injunctions are rarely granted in cases like these. We knew that four different criteria must be met, and we also knew we wouldn't meet some of those criteria. But we did state our case and will move forward with our suit."

"The \$10 million suit was filed as a result of the incorrect and largely inflated number of commercials that 'PYM claims we play,'" Curry continues. "I don't have a problem with a 'too many commercials' attack; I do have a problem with someone dreaming up totals." So, what's next? "Both parties are now engaged in taking depositions and exchanging documents — all the usual pretrial procedures," Aragon tells **ST**. "By the way, Beasley has requested a jury trial."

**WNKS (Kiss 95.1)/Charlotte PD John Reynolds** had to get creative after his tower was struck by lightning, blowing out the control board and scaring the crap out of pm driver Adam Smasher. "The studio-transmitter link still worked, but the studios were inoperable," Reynolds says. Thinking quickly, he plugged a CD player directly into the STL, dropped in Eminem's "Without Me," and hit "repeat." The song played for three hours while engineers worked to get the board back online. Confusion ensued as a result of the nonstop Eminem play: "TV stations started calling," Reynolds says. "Then the cops showed up. People thought something was wrong because the same song was playing over and over and no one was talking." Kiss was finally back up at 9:30 p.m. "And Interscope is very happy about the 35 extra spins," says Reynolds.

Infinity Hot AC **KLLC (Alice @ 97.3)/San Francisco** is looking for a morning co-host in two unique ways: It's inviting listeners in for live on-air auditions, and (shudder) it's playing every aircheck on the air! "It's like *Radio Survivor*," says **PD John Peake**. The station's website ([www.radioalice.com](http://www.radioalice.com)) has a page where listeners can dump on, er, "review" all the tapes. "You can tell we've pretty much hit the wall creatively when we're reduced to playing airchecks as entertainment," says Peake.

Talk about an unforgettable first day for brand-new **WNCI/Columbus, OH Morning Zoo** stunt boy **Andre "Fluffer" Friederich**. He's bloody but unbowed after his inaugural, unscripted stunt: a car accident, live on the air. According to **PD Jimmy Steele**, "Fluffer graduated from college last Saturday and hit the road Monday for his first stunt: We sent him out in a limo to hand out dollar bills." As bad luck would have it, Fluffer's limo was rear-ended during the live broadcast. "We knew immediately something was seriously wrong," says Steele. It took several anxious minutes for a dazed Fluffer to locate the still-active cell phone. "I'm told he climbed out of the car, still bleeding from the nose and face, and started handing out bloody dollar bills to paramedics," Steele says. Fluffer suffered a broken nose and assorted bruises.

After years as a **CHR/Rhythmic** reporter, Infinity's **KTFM/San Antonio**, a victim of declining ratings over the last year or so in the face of direct competition from **KBBT**, makes a musical shift to the far less congested **Pop** lane as "The New 102-7 **KTFM**, San Antonio's Best Hit Music" and is now consulted by **Steve Rivers**. "I'm excited about working with **Mark Jackson** and the **KTFM** programming team on the brand-new version of **KTFM 2002**," says Rivers. "The station will focus on playing all the hits that appeal to Latinos in San Antonio. We've got the legendary **Dr. Drex** and crew quarterbacking morning drive, **GM Joe Earnest** and **PD Mark Jackson** are pumped and ready to rock, and the **KTFM** staff is primed for a **CHR** jihad. What could be more fun than that?"

Continued on Page 30

# BUMP YOUR RATINGS

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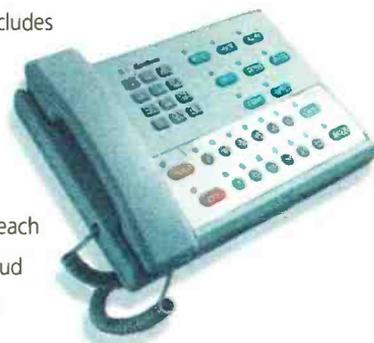
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## Street Talk®

Continued from Page 28

### Boob-a-licious!

WXTB (98 Rock)/Tampa squeeze toy Bubba The Love Sponge girds his loins in preparation for his own personal "Mammorial Day." Says MD Launa Phillips, whose own, um, *melons of destiny* currently grace the station's billboard campaign, "Bubba is looking for the best assets in Tampa Bay. E-mail a picture of your rack to [www.btfs.com](http://www.btfs.com), and he'll post it on his site for all the horny cyber-surfers to vote on. The winner gets \$500!" Yes, math majors, that is \$250 per boob.



KISW/Seattle is undergoing some major changes under new PD Dave Richards. Gone: midday personality Dan Wilke, night jock Damon Stewart, weekend personality Debbie Letterman and Music Coordinator Mike Trockalakis. Inbound: WRQC/Ft. Myers FL PD Kylee Brooks joins as Asst. PD/middays. Scott Vanderpool remains in afternoons, followed by *Rover Radio* at night with Rover, formerly of KXTE/Las Vegas. Howard Stern remains in mornings. New to weekends: Lisa Wood from crosstown KUBE and Woody from KNRQ/Eugene, OR.

WWWQ (Q100)/Atlanta wants to be your Sugar Daddy for a year. The winner of a station contest gets the use of a swanky penthouse apartment in Elton John's neighborhood with all utilities paid, an Audi TT convertible, \$1,000 a month clothing allowance and a free cell phone and DirecTV. "You also receive a TV, DVD player and home theater with surround sound that you get to keep, plus a ton of free CDs and DVDs," says Q100 OM Dylan Sprague. "This is the perfect contest for any struggling young professional making \$40,000-50,000 a year — you can just stick that whole check in the bank and live off all the free dinners and stuff for a year, after which the Sugar Daddy dumps your ass — nothing personal."



Wanna  
Sugar Daddy?

Infinity's News KFWB/Los Angeles is auctioning off a slightly used Russian space shuttle. The minimum bid: a mere \$6 million. Bids will be accepted via [www.kfwb.com](http://www.kfwb.com) until

### Rumbles, Part II

- David "Fingers" Bell exits the PD post at Clear Channel AC WDDV/Sarasota, FL to become Executive Producer of the syndicated Todd Schnitt (a.k.a. MJ Kelli) talk show, based at sister WFLA/Tampa.
- WWCK (CK105-5)/Flint, MI PD Beau Daniels relinquishes his stripes but remains in afternoons. OM John Shomby is running the show for now and seeks a replacement.
- Hot AC WYYY (Y94)/Syracuse, NY ups pm driver Captain John Smith to MD. (A frustrated Pochontas is still stuck driving the station van.)
- Journal Broadcast Group CHR/Rhythmic KQCH/Omaha flips frequencies to 94.1, replacing Country KMXM. The 97.7 signal previously occupied by KQCH becomes KBBX-FM (La Maquina Musical), simulcasting Spanish AC sister KBBX-AM.

RADIO & RECORDS



1

- Rob Dillman selected President/CEO of Gold Circle Entertainment.
- Bruce Mittman chosen President/Radio for Phoenix Media Communications.
- Andrew Shack elevated to Exec. VP of Priority Records.

5



Butch Waugh

- Butch Waugh tapped as Sr. VP/GM of RCA Label Group/Nashville.
- Micfox named PD of WPHI/Philadelphia.
- Paul Peterson picked as PD of KZON/Phoenix.
- WFMI/Milwaukee goes Pop/Alternative with Chris Kerr as PD.

10

- Kevin Weatherly accepts the PD chair of KROQ/Los Angeles.
- Ronnie June Dashev appointed Exec. VP of Maverick.
- Stacy Cantrell promoted to PD of KQKS/Denver.



Kevin  
Weatherly

15

- Erle Younker tapped as VP/GM of WWKX (KX104)/Nashville.
- Jim Morrison made PD of KSD-FM/St. Louis.
- Jeri Love promoted to ND of WINS/New York.

20

- Ken Rogulski recruited as OM of KODA/Houston.
- KMPC/Los Angeles goes "Hitparade" with John Flez as PD.
- Jeff Salgo named PD of KWST/Los Angeles.
- Dave Popovich picked as PD of KSAS/Kansas City.
- WABC/New York goes Talk, with Dan Ingram and Ron Lundy doing the last music shifts.

25

- Scott Jackson appointed VP/National Promotion for Arista Records.
- Ken Curtis chosen as PD of WLEE/Richmond.



Jeff Salgo

May 22 at 6pm ET. The shuttle, nicknamed "Buran" (Russian for "flies like rock"), made one unmanned flight in November 1988 and has been gathering dust ever since at the Baikonur Cosmodrome in exotic Kazakhstan.

Hubbard Broadcasting is set to launch a new Talk format on its most recent acquisition, WIXK-AM & FM/New Richmond, WI, which covers the Twin Cities. GM Todd Fisher confirms the new format will primarily target women. Hubbard already programs conventional Talk on KSTP-AM/Minneapolis.

If you have Street Talk, call the R&R News Desk at 310-788-1699, or e-mail [streettalk@rronline.com](mailto:streettalk@rronline.com)

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STEVE WONSIEWICZ

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# RIAA's 2001 Sales Tales

□ Consumers flock back to pop, rock still champ, country dips again

**A** wealth of hits from such acts as Lifehouse, \*N Sync, Shaggy and Train helped propel sales of pop repertoire to its highest level since 1991, according to the RIAA's latest "Consumer Profile" survey.

The annual study shows that pop garnered a 12.1% market share, up from last year's 11%, making it the second most popular genre in the U.S. Last year pop ranked No. 3.

Rap/hip-hop, last year's big gainer, slipped 1.5% to 11.4% of all repertoire sold. The slip was mostly due to a dip in rap purchases from 10.3% of all music sold to 9.1% in 2001. Making up for that, however, were strong sales of urban/R&B music, which captured 10.6% of the market, up from 9.7% last year.

All told, the combined rap/hip-hop and urban/R&B categories accounted for 22% of all music sold, down slightly from 2000's record-setting pace of 22.6%. Among the acts contributing to those sales were Nelly, Ja Rule, Jennifer Lopez, OutKast, Alicia Keys and Jay-Z.

The surge in pop and urban/R&B sales, however, wasn't enough to dethrone the seemingly perennial genre champ, rock, which accounted for 24.4% of all music purchased. That's down slightly from last year's 24.8%, and it marks the seventh consecutive year of declining sales for the genre, which saw its popularity peak in 1994 with 35.1% market share. Albums like Staind's *Break the Cycle*, Linkin Park's *Hybrid Theory* and Creed's *Weathered* were key contributors.

Country, which until 1998 was the nation's second most popular form of music purchased by consumers, saw its sales ranking slip yet again. The genre slipped to 10.5% of music sold last year from 2000's 10.7%. It's the sixth consecutive year of sales declines, according to the RIAA report.

Other genre highlights: Religious

and New Age sales surged impressively, with the former climbing to 6.7% of sales in 2001 vs. 4.8% the prior year. The latter doubled to 1.0% of purchases. Many observers say the sales jump reflects increasing awareness of the musical styles, additional hit repertoire from both genres crossing into the mainstream and the tragedy of 9/11, which helped propel sales of more introspective and positive repertoire.

RIAA President/CEO Hilary Rosen says, "It's exciting to see the retail market becoming more diverse. Music fans are finding more places to purchase their favorite music. The changes in genre popularity are also encouraging, proving, once again, that the diverse musical palate of the American consumer remains strong. The record companies remain committed to giving consumers what they want, especially in terms of genre and format."

The RIAA's 2001 "Consumer Profile" was conducted by Peter D. Hart Research Associates via a national telephone survey of 3,153 consumers who had purchased music in the past month. Data is weighted by age and sex to reflect the U.S. population. The study has a margin of error of 1.8%. The company allows consumers to classify their own purchases by genre. Here are some of the other key findings.

## Age

Music-purchasing by age showed very little change. Kids aged 10-14 and 15-19 accounted for 21.5% of all sales, down slightly from last year's 21.8%. That's up from 1999's nadir of 21.1%, but it's still far below the average market share of around 25% that was prevalent throughout the early to mid-'90s.

On the other end of the spectrum, the 40-plus crowd comprised 34% of the market vs. 33.4% in 2000. That equaled the high-water mark set in 1999, and it's well above the 24%-26% market share levels experienced throughout most of the '90s. Sales to the 20-29 demo inched

## Rock Still Rules In Record Sales

Market Share By Genre										
Genre	'92	'93	'94	'95	'96	'97	'98	'99	'00	'01
Rock	31.6	30.2	35.1	33.5	32.6	32.5	25.7	25.2	24.8	24.4
Pop	11.5	11.9	10.3	10.1	9.3	9.4	10.0	10.3	11.0	12.1
Rap/Hip-Hop <sup>1</sup>	8.6	9.2	7.9	6.7	8.9	10.1	9.7	10.8	12.9	11.4
Urban/F&B <sup>2</sup>	9.8	10.6	9.6	11.3	12.1	11.2	12.8	10.5	9.7	10.6
Country	17.4	18.7	16.3	16.7	14.7	14.4	14.1	10.8	10.7	10.5
Religious <sup>3</sup>	2.8	3.2	3.3	3.1	4.3	4.5	6.3	5.1	4.8	6.7
Jazz	3.8	3.1	3.0	3.0	3.3	2.8	1.9	3.0	2.9	3.4
Classical	3.7	3.3	3.7	2.9	3.4	2.8	3.3	3.5	2.7	3.2
Soundtracks	0.7	0.7	1.0	0.9	0.8	1.2	1.7	0.8	0.7	1.4
New Age	1.2	1.0	1.0	0.7	0.7	0.8	0.6	0.5	0.5	1.0
Oldies	0.8	1.0	0.8	1.0	0.8	0.8	0.7	0.7	0.9	0.8
Children's	0.5	0.4	0.4	0.5	0.7	0.9	0.4	0.4	0.6	0.5
Other <sup>4</sup>	5.4	4.6	5.3	7.0	5.2	5.7	7.9	9.1	8.3	7.9

<sup>1</sup> Includes rap and hip-hop. <sup>2</sup> Includes R&B, blues, dance, disco, funk, fusion, Motown, reggae and soul. <sup>3</sup> Includes Christian, gospel, inspirational, religious and spiritual. <sup>4</sup> Includes ethnic, adult standards, big band, swing, Latin, electronic, instrumental, comedy, humor, spoken word, exercise, language, folk and holiday music.

Market Share By Demo										
Cell	'92	'93	'94	'95	'96	'97	'98	'99	'00	'01
10-14	8.6	8.6	7.9	8.0	7.9	8.9	9.1	8.5	8.9	8.5
15-19	18.2	16.7	16.8	17.1	17.2	16.8	15.8	12.6	12.9	13.0
20-24	16.1	15.1	15.4	15.3	15.0	13.8	12.2	12.6	12.5	12.2
25-29	13.8	13.2	12.6	12.3	12.5	11.7	11.4	10.5	10.6	10.9
30-34	12.2	11.9	11.8	12.1	11.4	11.0	11.4	10.1	9.8	10.3
35-39	10.9	11.1	11.5	10.8	11.1	11.6	12.6	10.4	10.6	10.2
40-44	7.4	8.5	7.9	7.5	9.1	8.8	8.3	9.3	9.6	10.3
45+	12.2	14.1	15.4	16.1	15.1	16.5	18.1	24.7	23.8	23.7

Market Share By Sales Outlet										
Outlet	'92	'93	'94	'95	'96	'97	'98	'99	'00	'01
Record Store	60.0	56.2	53.3	52.0	49.9	51.8	50.8	44.5	42.4	42.5
Other Store	24.9	26.1	26.7	28.2	31.5	31.9	34.4	38.3	40.8	42.4
Tape/Record Club	11.4	12.9	15.1	14.3	14.3	11.6	9.0	7.9	7.6	6.1
Ads/Toll-Free Numbers	3.2	3.8	3.4	4.0	2.9	2.7	2.9	2.5	2.4	3.0
Internet <sup>5</sup>	N/A	N/A	N/A	N/A	N/A	0.3	1.1	2.4	3.2	2.9

<sup>5</sup> Does not include record club purchases made over the Internet.

Market Share By Format										
Format	'92	'93	'94	'95	'96	'97	'98	'99	'00	'01
Full-length CD	46.5	51.1	58.4	65.0	68.4	70.2	74.8	83.2	89.3	89.2
Full-length cassette	43.6	38.0	32.1	25.1	19.3	18.2	14.8	8.0	4.9	3.4
Singles (all)	7.5	9.2	7.4	7.5	9.3	9.3	6.8	5.4	2.5	2.4
Music Video/DVD <sup>6</sup>	1.0	1.3	0.8	0.9	1.0	0.6	1.0	0.9	0.8	1.1
Vinyl LFs	1.3	0.3	0.8	0.5	0.6	0.7	0.7	0.5	0.5	0.6

<sup>6</sup> 2001 is the first year in which music DVDs were calculated separately.

Total U.S. Sales (in millions \$)										
'92	'93	'94	'95	'96	'97	'98	'99	'00	'01	
9,024	10,047	12,068	12,320	12,534	12,237	13,724	14,585	14,323	13,741	

downward to 22.9% of all purchases in 2001 vs. 23.1% the previous year. In the 30-39 cell, sales totaled 20.5%, virtually unchanged from last year's 20.4%.

## Sales Outlets

In what could prove to be a milestone in music retailing, record purchases at nontraditional music

outlets nearly equaled record-store sales. Other store sales, which include purchases at such retail giants as Best Buy, Wal-Mart and Target, jumped to 42.2% of all sales last year, up from 40.8% in 2000. In contrast, traditional record-store sales remained essentially flat at 42.5% vs. 42.4% in 2000.

Purchasing via music clubs and

the Internet fell last year, with the former declining to 6.1% from 7.6% of all music sold, while the latter experienced a falloff to 2.9% from 3.2%. Consumers said they bought more music last year via TV, newspaper or magazine advertisements or toll-free numbers, increasing those purchases to 3.0% from 2.4%.

## TALK BACK TO R&R!

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

e-mail me at:

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LAUNCHING PAD LAUNCHING PAD

# LAUNCHING PAD

## Trust Company Paying Dividends

In an industry where trust isn't easily gained, both programmers and label execs are putting their faith in an Alabama-based band called **Trust Company**. Things are looking rock-solid for the young group in the two biggest markets, as both K-Rocks (WXRK/New York and KROQ/Los Angeles) are lending their airwaves to the impressive strains of the band's lead single, "Downfall." Other major-market players in both Alternative and Active Rock are also throwing their weight behind the band well before the May 21 add date, including stations like KRXQ/Sacramento, WFNX/Boston and WAQZ/Cincinnati.

Trust Company's story begins in the unlikely environs of Montgomery, AL, where guitarist-vocalist Kevin Palmer and drummer Jason Singleton began forging their hard rock sound some eight years ago. Josh Moates joined in on bass, and soon guitarist James Fukai rounded out the group then known as 41 Down.

After years of touring and two self-released albums, they caught the ear of Washington-based indie label DCide. The label hustled the group into the studio to do a full-length, *True Parallels*, but things really began heating up when stations around the band's home turf began spinning songs from the unreleased CD.



Trust Company

Active Rocker WTKX/Pensacola not only spun "Downfall" (then known as "Peach Fuzz"), it featured the group at its annual festival last year, alongside acts like Godsmack.

TKX MD Mark Dyba watched Trust Company gain a following through local gigs, but he was really blown away after seeing the group at Pensacola's annual Spring Fest last year. "They had added another guitarist, James, and it really fleshed out their sound," he says. "It was like, 'Whoa!' They were great live, they sounded awesome, they played awesome, and they had the songs. We asked them to play at our TKX concert last year, and I guess that's where they started getting some label interest. Next thing you know, they're opening for Puddle Of Mudd and have a CD coming out.

"Downfall" is pretty true to the original, "Peach Fuzz." Dyba says of the current single. "We've been playing it since last year. It's a kick-ass tune, and when you hear the full album, there's plenty more to play. Our DJs are educating the audience. People are catching on that Trust Company is 41 Down."

Geffen President **Jordan Schur** heard about Trust Company from *Hits*' Jeff Rabhan, who now manages the band. "We heard the demo and loved it," Schur says. "I went to see the band at a small rehearsal space on a Friday. Thirty to 40 seconds into the first song I said, 'You

guys are just what I'm looking for. You're the real deal.'" By Monday, Schur had signed the group.

Schur was quick to start the courting process. "They were leaving the next morning to fly to New York to showcase for everybody," he recalls. "I said, 'We gotta do this.' I brought them back to our office. I kept everyone in our company here until about 8pm that night and walked the band through the entire company. They met every radio person, every retail person and every new-media person."

With a deal in place, Schur knew that the ideal producer would be Don Gilmore, who happened to have the same attorney as the band. "By the end of the week I had the group back in town to play for Don Gilmore," Schur says. "At the end of that showcase Don felt like I felt. We had a long talk with the band, because they needed to be open-minded and allow Don to get involved with them so the songs could jump up and the choruses could get bigger. They were fantastic about it. They totally wanted that kind of suggestion from their producer. We made this record, and it came out amazing. Andy Wallace did a great job of mixing it."

Lest the band be confused with Sum 41, System Of A Down or any similarly named outfits, 41 Down opted for a new name, and the Trust Company branding began.

"It will remind people of Linkin Park, to a certain degree," says Schur of the band's sound. "But it's its own thing; it's authentic. It reminds me of when Limp Bizkit came up. People would compare them to Korn, saying they couldn't tell the difference, but there was a huge difference. Basically, the story here is that there's nobody singing like Kevin. He sounds like nobody else on the radio, and it's always really important for a band to have their own sound and their own profile."

"Big hooks, great lyrics, heavy guitars — it's just one of those things," says Geffen/A&M/Interscope head of national rock promotion **Ron Cerrito**.

"Before the record was even done, they went on two weeks of touring with Puddle Of Mudd," Cerrito continues. "They got an amazing response live. Mike Peer from K-Rock in New York saw the band at Roseland, and [Geffen/A&M/Interscope Sr. VP/Promo] Brenda Romano turned Kevin Weatherly at KROQ onto the CD as well. Subsequently, both K-Rocks added it about four weeks ago, before we even had a mastered copy of the record. We got the mastered copy of the record the next day. We started burning copies and sending it out to people. Lo and behold, it started snowballing."

And expect more hits to come. The consensus among those familiar with the full-length is that "Downfall" is just the tip of the iceberg. "Every song is like a two-listen hit," says Cerrito of Trust Company's upcoming album, *The Lonely Position of Neutral*, scheduled for an in-store date of June 25. "It's really a solid record."

"I truly believe that they're writing timeless, hit songs," Schur says. "Their record is one of the best records I've been involved with ever, period."

Besides radio support from some major tastemakers, the group will be on the road with some of rock's hottest acts. Trust Company are currently sharing stages with Adema and will then spend their summer on the main stage of the Vans Warped tour and opening dates for nu-metal icons Korn.

Back in Pensacola, WTKX is still behind the band. "We're fired up about them," says Dyba. "We're proud of those guys."

— Frank Correia

## MUSIC NEWS & VIEWS

### Carey Island Bound

About four months after being released by Virgin Records, singer Mariah Carey has inked a worldwide multialbum deal with Universal Music Group label Island Records. No terms were disclosed, but sources say the deal could reach as high as \$20 million. Carey, who received about \$30 million from her Virgin buyout, will get approximately \$8 million for the first album and \$6 million to \$7 million each for the next two. Island has the option on a fourth recording. Additionally, Carey will have her own label within UMG, which will be headed by promotion veteran Jerry Blair. UMG also will market Carey's recordings on a companywide basis.



Mariah Carey

Commenting on the deal, Island Def Jam Music Group President/CEO Lyor Cohen said, "Despite offers from many of our competitors, we are delighted that Mariah has chosen Island as the place to begin the next phase of her unprecedented career. The hallmark of Island Records has always been to take the current model of bringing music to the fans, turn it on its head and redefine it for a new generation. And, thanks to the overwhelming support of [UMG Chairman/CEO] Doug Morris, that's exactly what we are going to do with Mariah by taking advantage of Vivendi Universal's unparalleled brands and resources. This will literally be a companywide effort at all levels."

Carey, who is already in the process of recording her next album, noted, "I'm incredibly happy. It's a tremendous and unprecedented opportunity to be working in tandem with Doug, Lyor and [Interscope Geffen A&M Chairman] Jimmy [Iovine], and to have the benefit of their powerful international forces led by [Universal Music International Chairman] Jorgen Larsen. They have collectively helped redefine pop music, and I am excited to be part of their family."

### Smith Sets Streaming Record

Will Smith's eagerly awaited new single, "Black Suits Comin' (Nod Ya Head)," was streamed a record-setting 850,000 times by AOL members and web music fans around the world on the first day (5/7) of its exclusive premiere on AOL Music's First Listen program. The song, which surpassed all previous First Listen first-day numbers, is the leadoff single for Smith's forthcoming Columbia Records album, *Born to Reign*. It's also the theme for Smith's upcoming summer movie, *Men in Black II*. *Born to Reign* hits retail June 25.

This 'n' that: The Rolling Stones kick off a national tour Sept. 5 in Boston. The band, which flew into New York in a blimp to make the announcement, will play 32 dates at stadiums, arenas and clubs ... Multi-Platinum hard rock band Tool begin their summer tour July 11 in Bakersfield ... Platinum-plus R&B vocalist Monica is working on her new J Records album, which should be released in August ... Rock band Saliva will begin recording their sophomore album, tentatively titled *Back into Your System*, by the end of the month. The disc could be released by August.

## POLSTAR CONCERT PULSE

Pos.	Artist	Avg. Gross (in 000s)	Among this week's new tours:
1	PAUL MCCARTNEY	\$2,475.0	
2	CROSBY, STILLS, NASH & YOUNG	\$1,126.2	
3	'N SYNC	\$1,108.0	BOB DYLAN
4	DAVE MATTHEWS BAND	\$840.3	HYPOCRISY
5	NEIL DIAMOND	\$718.5	JOHN MAYER
6	BARRY MANILOW	\$437.8	NNENNA FREELON
7	ROBIN WILLIAMS	\$363.1	SMOKIN' GROOVES 2002
8	LINKIN PARK	\$299.5	LAURYN HILL
9	ALAN JACKSON	\$290.6	OUTKAST & THE ROOTS
10	MARY J. BLIGE	\$277.3	WIDESPREAD PANIC
11	KID ROCK	\$251.3	
12	INCUBUS	\$223.5	
13	DOWN FROM THE MOUNTAIN	\$219.3	
14	ENRIQUE IGLESIAS	\$215.1	
15	KENNY CHESNEY	\$214.4	

The CONCERT PULSE is courtesy of Polistar, a publication of Promoters' On-Line Listings, 800-344-7383. California 209-271-7900.

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
—	1	MUSIQ	Juslisen	Def Soul/IDJMG	252,313	—
8	2	CELINE DION	A New Day Has Come	Epic	146,436	+51%
—	3	LAURYN HILL	MTV Unplugged No. 2.0	Columbia	126,293	—
3	4	ASHANTI	Ashanti	Murder Inc./Def Jam/IDJMG	112,270	-10%
4	5	SOUNDTRACK	Spiderman	Roadrunner/Columbia/IDJMG	106,867	-8%
7	6	SHERYL CROW	C'mon, C'mon	A&M/Interscope	104,128	+7%
2	7	KENNY CHESNEY	No Shoes, No Shirt, No Problem	BNA	100,905	-20%
6	8	VARIOUS	Now Vol.9	UTV	88,344	-10%
9	9	JOSH GROBAN	Josh Groban	143/Reprise	79,908	+6%
1	10	BIG TYMERS	Hood Rich	Cash Money/Universal	77,823	-52%
11	11	SOUNDTRACK	O Brother, Where Art Thou?	Lost Highway/IDJMG	66,390	+16%
10	12	PINK	M!\$sundaztood	Arista	61,470	+5%
5	13	VANESSA CARLTON	Be Not Nobody	A&M/Interscope	60,879	-43%
12	14	SHAKIRA	Laundry Service	Epic	59,770	+8%
22	15	NORAH JONES	Come Away With Me	Blue Note	48,970	+27%
27	16	ALAN JACKSON	Drive	Arista	47,351	+33%
15	17	BONNIE RAITT	Silver Lining	Capitol	44,990	+5%
19	18	LINKIN PARK	Hybrid Theory	Warner Bros.	44,676	+9%
—	19	NAUGHTY BY NATURE	Icons	TVT	42,408	—
18	20	PUDDLE OF MUDD	Come Clean	Flawless/Geffen/Interscope	42,199	+1%
16	21	LUDACRIS	Word Of Mouf	Def Jam South/IDJMG	41,797	-2%
21	22	NICKELBACK	Silver Side Up	Roadrunner/IDJMG	41,447	+5%
24	23	NO DOUBT	Rock Steady	Interscope	41,393	+9%
25	24	JOHN MAYER	Room For Squares	Aware/Columbia	41,020	+11%
30	25	ENRIQUE IGLESIAS	Escape	Interscope	40,599	+21%
13	26	SOUNDTRACK	Scorpion King	Universal	40,214	-16%
26	27	NAPPY ROOTS	Watermelon, Chicken & Gritz	Atlantic	38,737	+8%
—	28	COAL CHAMBER	Dark Days	Roadrunner/IDJMG	38,102	—
33	29	BRANDY	Full Moon	Atlantic	37,912	+16%
—	30	TOM WAITS	Blood Money	Anti/Epitaph	36,776	—
—	31	TOM WAITS	Alice	Anti/Epitaph	36,394	—
28	32	SYSTEM OF A DOWN	Toxicity	American/Columbia	34,991	+1%
29	33	USHER	8701	LaFace/Arista	34,587	+3%
32	34	MICHELLE BRANCH	Spirit Room	Maverick/WB	34,326	+4%
31	35	GOO GOO DOLLS	Gutterflower	Warner Bros.	33,788	+2%
48	36	ENYA	Day Without Rain	Reprise	32,689	+21%
41	37	ALICIA KEYS	Songs In A Minor	J	32,647	+7%
34	38	FAT JOE	Jealous Ones Still Envy	Terror Squad/Atlantic	32,368	-1%
14	39	SOUNDTRACK	Star Wars Episode II: Attack of the Clones	Sony Classical/Columbia	31,604	-32%
17	40	TWEET	Southern Hummingbird	Gold Mind/Elektra/EEG	31,250	-27%
—	41	BARRY MANILOW	Ultimate Manilow	Arista	31,199	—
37	42	ALANIS MORISSETTE	Under Rug Swept	Maverick/Reprise	30,826	-3%
38	43	JA RULE	Pain Is Love	Murder Inc./Def Jam/IDJMG	30,440	-2%
44	44	JIMMY EAT WORLD	Jimmy Eat World	DreamWorks	30,371	+7%
42	45	P.O.D.	Satellite	Atlantic	30,049	+2%
40	46	MARY J. BLIGE	No More Drama	Mca	29,635	-3%
46	47	CREED	Weathered	Wind-Up	29,398	+5%
—	48	VARIDUS	Family Values Tour 2001	Elektra/EEG	28,825	—
43	49	B2K	B2K	Epic	27,976	-3%
39	50	AVANT	Ecstasy	Magic Johnson/MCA	27,722	-9%

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### ON ALBUMS

## Musiq For The Masses

When last we heard from Def Soul/IDJMG's Musiq, his name was Musiq Soulchild and he was at the forefront of a burgeoning neo-soul movement that would ultimately generate millions (and millions) in sales and



Musiq Soulchild

set the stage for the career development of some authentically *musical* artists.

Is a No. 1 album-chart debut "developed" enough for you?

Thanks in no small part to his Urban hit "Halfcrazy," Musiq moves more than 250,000 this week. Other impressive debuts belong to Columbia/CRG's Lauryn Hill, whose *MTV Unplugged No. 2.0* scored a solid No. 3, and TVT's *Naughty By Nature*, who come in at No. 19.

Rounding out the top five are Epic's Celine Dion at No. 2, *Murder Inc./IDJMG's* Ashanti at No. 4 and *Roadrunner/Columbia/IDJMG/Sony Classic's Spider-Man* soundtrack. *Spider-Man* barely edg-

es out A&M/Interscope's surging Sheryl Crow, who posts a 6% gain this week.

Speaking of gains, clearly the adults are driving this week's marketplace. Besides Celine's 52% increase (maybe her No. 1 AC hit "A New Day Has Come" should be "A New Mother's Day Has Come"), the *O Brother, Where Art Thou?* soundtrack, Norah Jones (into the top 15 this week as "Don't Know Why" starts crossing over with adds at AC



Naughty By Nature

and Hot AC), Alan Jackson, Bonnie Raitt and Enya all experience healthy gains.

And, speaking of adults, how about that nutty Tom Waits? His two *Anti/Epitaph* albums debut with virtually identical sales at Nos. 30 and 31.

Other notable increases go to *Aware/Columbia/CRG's* John Mayer, *Interscope's* Enrique, *Atlantic/ATG's* Brandy and *DreamWorks' Jimmy Eat World*.



Celine Dion

May 17, 2002

## Dave Keeps Going, And Going....

Response to Music Meeting's exclusive download of the new **Dave Matthews Band** track was through the roof, as "Where Are You Going" has received over 250 hits since we premiered it. The first track from the forthcoming album *Busted Stuff* is generating a huge buzz. Congrats to the staff at RCA for a great re-introduction to a career artist.



Dave Matthews Band

Over at Country, it's all about the ladies. First up, we have the talented gals of **SheDAISY** and their new track, "Mine All Mine," which enjoys a No. 49 debut on the Country chart this week. Comprising sisters Kristyn, Kelsi and Cassidy Osborn (no relation to Ozzy), SheDAISY is in full bloom with this track from the forthcoming album *Knock on the Sky*. The sky's the limit for this talented trio — check out their new track today.

Another talented female performer is **Lee Ann Womack**, who made a huge impact at Country radio with *I Hope You Dance*. Womack returns with "Something Worth Leaving Behind," the title track from her upcoming fourth album. With introspective lyrics and wonderful vocals, this is one track worth checking out.



Lee Ann Womack

Pleasing crowds is nothing new to New Jersey native **Jaheim**. When he was just 15, he won the notoriously tough talent show at the Apollo Theater not once, not twice, but three times. Nowadays you can find the talented crooner on the airwaves. Music Meeting has two remix versions of his latest, "Any-

thing," available for your listening pleasure at Urban, Urban AC and Rhythmic.

Atlanta rapper **Ludacris** has been in the fast lane since his Def Jam debut, *Back for the First Time*, so it's no wonder he wants everyone out of his way with his latest single, "Move B\*\*\*h." Check out his belligerent style on this track from *Word of Mouf*.

One rapper who's been around since before the term Dirty South was coined is **Scarface**. The father of Southern thug rap is gumming for the top with "Guess Who's Back?" Find it in Urban and Rhythmic. And y'all remember **Young MC**, right? He had a top 10 smash back in '89-'90 with "Bust a Move" and even won a Grammy for Best Rap Performance. Well, we've got new music from the Young one, as he delivers the bass-laden groove of "Feel the Love." And if you're looking for even more of a party vibe, check out **Vwala's** "Say So." Both tracks can be found in Urban and Rhythmic.

Shifting to the hard rock world, we've got a handful of new bands with great new songs. Arista upstarts **Adema** have been enjoying a breakthrough year thanks to strong tracks like "Giving In" and "The Way You Like It." Now they'll have you "Freaking Out" with their latest. Get your freak on in Alternative, Active Rock and Rock. Warner Bros. act **Dry Cell** first rocked the *Queen of the Damned* soundtrack with "Body Crumbles," and now they're ready to go primetime with their full-length *Disconnected*. Check 'em out in the same formats as Adema.



Dry Cell

At Active Rock and Rock, we've got a dynamic duo with new music: **Headstrong** and **Nonpoint**. Headstrong's "Swing Harder" will knock you out with its slamming guitars, and Nonpoint's "Your Signs" shows signs that this band is ready for the main event.

Over at Alternative, **The Vines** are entwining programmers in their infectious sounds with the rockin' track "Get Free." Talk about a kick-ass song. Get free of those towering CD stacks and log onto [www.rmusicmeeting.com](http://www.rmusicmeeting.com) today to hear the latest singles.

— Frank Correia

## R&R Going FOR Adds™

Week Of 5-20-02

### CHR/POP

**ABANDONED POOLS** The Remedy (*Exstasy*)  
**ENRIQUE IGLESIAS** Don't Turn Off The Lights (*Interscope*)  
**FIVE FOR FIGHTING** Easy Tonight (*Aware/Columbia*)  
**KELLY OSBOURNE** Papa Don't Preach (*Epic*)  
**NELLY** Hot In Herre (*Fo' Reel/Universal*)

### CHR/RHYTHMIC

**ALI** Breathe in, Breathe Out (*Universal*)  
**CLIPSE** Grindin' (*LaFace/Arista*)  
**E-40 I/FABOLOUS** Automatic (*Jive*)  
**JENE** Get Into Something (*Motown/Universal*)  
**LADY MAY** Round Up (*Arista*)  
**LUDACRIS** Move B\*tch (*Island/IDJMG*)  
**MARY MARY** In The Morning (*Columbia*)  
**STYLES I/PHARAOHE MONCH** The Life (*Rawkus/MCA*)  
**YOUNG MC** Feel The Love (*Stimulus*)

### URBAN

**ALI** Breathe in, Breathe Out (*Universal*)  
**E-40 I/FABOLOUS** Automatic (*Sick Wid' It/Jive*)  
**LADY MAY** Round Up (*Arista*)  
**LUDACRIS** Move B\*tch (*Island/IDJMG*)  
**MARY MARY** In The Morning (*Columbia*)  
**MS. JADE** Big Head (*Beat Club/Interscope*)  
**SMILEZ & SOUTHSTAR** Who Wants This (*ARTISTdirect*)  
**SWIZZ BEATZ** Guilty (*DreamWorks*)  
**YOUNG MC** Feel The Love (*Stimulus*)

### URBAN AC

No Adds

### COUNTRY

**BLACKHAWK** One Night In New Orleans (*Columbia*)  
**DARYLE SINGLETARY** That's Why I Sing This Way (*Audium*)  
**DAVID NAIL** Memphis (*Mercury*)  
**LEE ANN WOMACK** Something Worth Leaving... (*MCA*)  
**TOBY KEITH** Courtesy Of The Red... (*DreamWorks*)

### AC

**ELTON JOHN** Original Sin (*Rocket/Universal*)  
**HALL & OATES** Do It For Love (*BMG/Heritage*)  
**OLETA ADAMS** Love Was Spoken Here (*Pioneer*)

### HOT AC

**DIRTY VEGAS** Days Go By (*Capitol*)  
**JACK JOHNSON** Flake (*Enjoy/Universal*)

### SMOOTH JAZZ

**BONA FIDE** El Dorado (*N-Coded*)  
**FISHBELLY BLACK** Freefall (*Rhythm & Groove/D*)  
**JOE MCBRIDE** Woke Up This Morning (*Heads Up*)  
**JONATHAN BUTLER** Wake Up (*Warner Bros.*)  
**LARRY CARLTON** Morning Magic (*Warner Bros.*)  
**REMY SHAND** Take A Message (*Motown*)  
**SPYRO GYRA** After Hours (*Heads Up*)

### ROCK

**ADEMA** Freaking Out (*Arista*)  
**AEROSMITH** Girls Of Summer (*Columbia*)  
**DANZIG** Wicked Pussycat (*Spitfire*)  
**DAVID BOWIE** Slowburn (*Columbia*)  
**DRY CELL** Body Crumbles (*Warner Bros.*)  
**HEADSTRONG** Swing Harder (*Temper Temper/RCA*)  
**MARAH** Float Away (*Artemis*)  
**NONPOINT** Your Signs (*MCA*)  
**SOIL** Breaking Me Down (*J*)  
**SYSTEM OF A DOWN** Aerials (*Columbia*)  
**TRUST COMPANY** Downfall (*Interscope*)

### ACTIVE ROCK

**A Nothing** (*Mammoth*)  
**ADEMA** Freaking Out (*Arista*)  
**AEROSMITH** Girls Of Summer (*Columbia*)  
**DANZIG** Wicked Pussycat (*Spitfire*)  
**DRY CELL** Body Crumbles (*Warner Bros.*)  
**HEADSTRONG** Swing Harder (*Temper Temper/RCA*)  
**NONPOINT** Your Signs (*MCA*)  
**SOIL** Breaking Me Down (*J*)  
**SYSTEM OF A DOWN** Aerials (*Columbia*)  
**TRUST COMPANY** Downfall (*Interscope*)

### ALTERNATIVE

**A Nothing** (*Mammoth*)  
**ADEMA** Freaking Out (*Arista*)  
**CORNERSHOP** Lessons Learned... (*XL/Beggars Group/V2*)  
**DAVE MATTHEWS BAND** Where Are You Going (*RCA*)  
**DRY CELL** Body Crumbles (*Warner Bros.*)  
**MARAH** Float Away (*Artemis*)  
**PAUL OAKENFOLD** Ready... (*Maverick/Reprise*)  
**SWITCHED** Inside (*Immortal/Virgin*)  
**SYSTEM OF A DOWN** Aerials (*Columbia*)  
**TRUST COMPANY** Downfall (*Interscope*)  
**VINES** Get Free (*Capitol*)

### TRIPLE A

**BRYAN FERRY** Goddess Of Love (*Virgin*)  
**CHRIS ISAAK** One Day (*Reprise*)  
**DAVE MATTHEWS BAND** Where Are You Going? (*RCA*)  
**DAVID BAERWALD** Compassion (*Lost Highway/IDJMG*)  
**DAVID BOWIE** Slow Burn (*Columbia*)  
**JOHNNY IRIDIN** Frontage Road (*Yep Roc*)  
**JULIANA HATFIELD** Every Breath You Take (*Zoe/Rounder*)  
**LUISE GOFFIN** Instant Photo (*DreamWorks*)  
**PHIL LESH & FRIENDS** Night Of A Thousand Stars (*Columbia*)  
**PHIL LESH & FRIENDS** Real Thing (*Columbia*)  
**PROMISE RING** Become One With Anything One Time (*Anti/Epithaph*)

Going For Adds™ is based on information provided by record labels, which is subject to change without notice. R&R's Music Meeting is a secure and password-protected Internet service auditioning and/or downloading current music. Each week songs are posted online for participating radio programmers and record label executives. Not every title appearing in Going For Adds is available on Music Meeting.

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**TONY NOVIA**  
tnovia@rronline.com

# How To Keep Women Interested

## Ways to attract female diarykeepers and keep them tuned in

If I had the answer to the question "What do women want?" I'd be writing self-help books instead of radio columns. This week I've decided to focus on how you can do a better job of getting women to listen to your station a little longer. And in a format that suffers from low TSL figures, any bump could be significant.

In this "I want it now" world, Arbitron is hard at work on new technological wonders, like the Portable People Meter. In the meantime, the ratings firm is also taking information from the diary and new studies to the next level. I have been an over-the-top fan of Arbitron's many studies covering everything from the Internet to what I consider one of their very best research topics, "What Women Want."

In that study, released in July 2001, Arbitron and Joint Communications examined the listening habits of 1,060 female diarykeepers. Now, with fresh summary information culled from that study, the two companies are ready to reveal a more in-depth look at what makes women tune in and tune out your radio station.

### Nine Factor Groups

Factor groups are like a CT scan of your listeners. They serve as a way of looking deeper to see connections that aren't obvious on first analysis. There are nine factor groups driving tune-in. Each of these nine groups is looking for music when it first turns on the radio, yet each of them is attracted to a specific aspect of radio programming. Remember this about factor groups: They are another look at your audience; they are not the only look.

To put this in perspective, even if it's not specifically identified in the following descriptions of these factor groups, a major reason why each tunes in to radio is "to hear lots of music they like." The No. 1 reason they tune out is "too many commercials." With that in mind, let's take a look at nine factor groups that link reasons and factors for tuning in to radio and tuning out of radio to issues of personal importance.

**Mood Seekers:** This group is looking for radio to change their mood. They "strongly agree" that "I listen to radio to relax" (91%) and "radio keeps me company" (91%). They want to feel good (90%), reduce stress (86%) and escape day-to-day life. Interestingly, they are very responsive to radio advertising and have the highest percentage (along with "loners") that "strongly agrees" that radio advertising is an important factor when deciding on what to buy. Their

Overall, most women turn off the radio because they hear too many commercials or they hear rude announcers saying something inappropriate for their kids to listen to.

top four formats are AC, Oldies, CHR and Religious.

**Infoholics:** Even though this group loves music, the top two items they're seeking from radio are information-oriented. They "strongly agree" that "they want news and news headlines" (96%), as well as "information that keeps me up-to-date" (92%). But then they want music. Even though they want radio to keep them informed, they are very high in demanding radio that they can listen to with their kids. Their favorite formats are News/Talk, followed by AC and CHR.

**Laughers and Gamers:** When this group tunes to radio, they're looking to laugh and to play contests. They spend more time with radio than any other factor group (four hours a day). Although music is their No. 1 tune-in item, "funny DJs" is a very strong No. 2 (88% "strongly agree"). They want DJs to make them laugh (78% "strongly agree"). This is an active group of women who are twice as likely as any other factor group to be members of a frequent-listener club and to respond when targeted by direct mail.

Over half (55%) "strongly agree" that "radio contests are fun to listen to even if I don't play them." This group drives contesting. However, even though they like to laugh and play contests, they are very vocal that they want radio to broadcast things that are OK to listen to with the kids (75% "strongly agree"). Their top formats are AC, Country, CHR and Urban.

**Worried, Poor and Angry:** The

name says it all. They worry about everything from their health to their kids and money. Sixty-nine percent "strongly agree" that they never have enough money. An amazing 92% "strongly agree" that "they worry a lot about their children's safety." They spend more time with TV (3.4 hours a day) than any other factor group.

When they do listen to radio, music is their No. 1 reason for tuning in. But they don't really have expectations about what they can get from radio. They just want it to make them feel good and to relax them while keeping them informed. They are overwhelmed by time pressure — 80% "strongly agree" that they don't have enough time for themselves.

Direct mail is reaching this group. A much higher percentage of this group, compared to others, mentions that they have been targeted by direct mail. Their most-preferred format by a significant margin is AC, followed by CHR and Rock (defined in the study as AOR).

**Just Music Fans:** This factor group just wants music — and lots of music they like. They don't want talk. They don't want contests. They don't even think contests are fun to listen to even if they don't play them. "Just Music Fans" is one of the three factor groups (including "Worried, Poor and Angry" and "Laughers and Gamers") who have been most effectively targeted by direct marketing. However, they do not respond well when targeted. Their favorite format is AC, followed closely by CHR. Favorite format No. 3, Country, is far behind.

**Optimists:** This outgoing, versatile group sees everything in a positive light. They think they can be what they want to be and that hard work results in success. They're under low stress and find it very easy to wind down. Even though music is the most important reason they listen to the radio, they want to be kept up-to-date with what's going on.

This group is very pro-woman. Seventy percent of them "strongly agree" that they will tune out radio stations that have "an anti-woman attitude" — the highest percentage of any group. These optimists love AC, with CHR and News/Talk their second and third choices.

**Sports Fans:** This factor group is

## Connecting The Dots To Better TSL

What do women want, and what factors drive tune-in and tune-out? By looking at factor groups, programmers and marketers can get a better understanding of the elements that divide and bind together women who listen to the radio. In a nutshell, according to an Arbitron-Joint Communications study, there are nine types of women who tune in to radio.

### Tune-In Factors

- **Mood Seekers.** They use radio to change their mood, especially to make them feel good and relax.
- **Infoholics.** Radio keeps them informed.
- **Laughers and Gamers.** They want to laugh, play contests and have fun.
- **Worried, Poor and Angry.** Radio is an escape, a way of turning off and finding comfort in music.
- **Just Music Fans.** Radio is a jukebox. They want to hear lots of music they like and nothing else.
- **Optimists.** They love to hear their favorite songs and to be kept up-to-date. They're looking for radio that reinforces their positive attitude toward the world.
- **Sports Fans.** Mostly, they're listening to music they like, including up-to-date songs. However, they really enjoy sports information and play-by-play broadcasts. The only other factor group of women who enjoy sports in any way is "Infoholics."
- **Loners.** Although women in this group spend a lot of time by themselves, they really respond well when radio reaches out to them and visits their workplace. Although they don't spend as much time with radio as other factor groups, when they do listen, it makes a big impact.
- **Risque Fans.** This young, liberal, Internet-savvy crowd likes radio with an edge. Although they enjoy laughing, they aren't too big on contests. And, although they don't want radio to get too rude, they are the least likely to tune out because of rude announcers or inappropriate content.

### Tune-Out Factors

Three factors lead women to tune out (turn off the radio or change stations). Overall, most women turn off the radio because they hear too many commercials or they hear rude announcers saying something inappropriate for their kids to listen to. However, when tune-out behavior is subjected to factor analysis, three distinct types of tune-outs emerge.

- **Wrong Song and Ad Haters.** This group is hypersensitive to hearing the wrong song or advertising that is annoying. They push the button or turn the radio off very quickly when they hear songs they don't like or hear any advertising that is annoying (this includes too many commercials, as well as specific commercials that irritate them).
- **Insensitive Content Dislikers.** The name says it all. They don't like rude disc jockeys, they don't like radio that's hard to listen to with their kids, and they don't like hosts they don't agree with. These elements get a hair-trigger negative response. Watch out if you are rude during the workday. This group is twice as likely to be listening to the radio at work than either of the other tune-out factors.
- **No Time to Listen.** Although this group likes radio, they tune out when they have no time left to listen. They're just too busy. They'd like to listen more, but they have something else to do. They're especially negative on contests (they don't tune in because of them, they tune out when they come on) because they're so short on time that they'd rather have more music than a contest. This group is most likely to think that you've lost your mind if you run a promo that says something like, "Now we play more of your favorite songs so you can listen longer." They couldn't listen longer if they wanted to.

really driven by sports and sports information. Almost all interest in sports among women in the total survey is concentrated in this one factor group. Just to keep it in perspective, they love music, too, and cite it as the No. 1 reason they tune in to radio. Their two favorite formats are AC and CHR, with Country, Urban and Rock farther behind.

**Loners:** This factor group is most likely to "strongly agree" that they spend a lot of time by themselves. They seem to be somewhat antisocial. Even though music is very important to them, they spend less time with radio than any other factor group (2.7 hours a day). They have a disproportionately high interest in business and financial news (second only to "Infoholics"). They are much more likely than any other

group to think of themselves as conservative and have the highest demand for radio that "should broadcast information that is helpful in raising my children."

They seem to have a conflicted opinion about disc jockeys. On one hand, 63% "strongly agree" that they want DJs and hosts to give them inside information on what's going on, but they are just as likely (63%) to say that "DJs talk too much." Making loners happy means keeping it short and focused.

From an advertising standpoint, they're attractive, and tied with "Mood Seekers" at No. 1 in agreement with the statement "Radio advertising is important to help me make decisions about what to buy." Not surprisingly,

Continued on Page 42

# MOBY

## WE ARE ALL MADE OF STARS

THE FIRST TRACK AND VIDEO FROM THE NEW ALBUM 18  
IN STORES MAY 14TH

MOBY.COM V2MUSIC.COM  
MANAGEMENT: MCT



### Most Added at Mainstream and Adult Top Forty!

WSTR/Atlanta	G105/Raleigh	WPRO/Providence	WTMX/Chicago
KLLC/San Francisco	KALC/Denver	WPTE/Norfolk	KRBZ/Kansas City
WSSR/Tampa	KAMX/Austin	WKZN/New Orleans	KZZO/Sacramento
KQMB/Salt Lake City	and moby more		

“This song is exactly what radio needs right now – balance! Moby is a credible artist who is very visible and very, very cool. We all take chances but I consider this song no-risk airplay.”  
— Tom Gjerdrum, KALC/Denver

“2 LISTENS AND YOUR HOOKED! I LOVE THIS SONG! WE EVEN USE IT AS AN ANTHEM FOR ‘ALL THE STARS’ ON THE CAROLINA HURRICANES HOCKEY TEAM DRIVING FOR THE STANLEY CUP! GO CANES!”  
— Chris Edge, G105/Raleigh

Saturday Night Live 5/18  
Letterman 6/19  
Leno 7/8

Spin June cover – out now!  
NY Times Magazine cover  
– out now!

Area 2 Tour and solo  
headline dates  
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TRL - 3 weeks in a row!



BZ BUZZWORTHY

The Buzzworthy network is spotlighting new artists who have to look at a first name only. They prove themselves for a second time.

BZ @/2 BUZZWORTHY

The Buzzworthy network is spotlighting new artists who have to look at a first name only. They prove themselves for a second time.

## EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES May 17, 2002

CALLOUT AMERICA® song selection is based on the top 25 titles from the R&R CHR/Pop chart for the airplay week of April 22-28.

HP = Hit Potential®

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL % FAMILIARITY	TOTAL % BURN	DEMOGRAPHICS			REGIONS			
	TW	LW	3W	4W			WOMEN 12-17	WOMEN 18-24	WOMEN 25-34	EAST	SOUTH	MID-WEST	WEST
JIMMY EAT WORLD The Middle (DreamWorks)	3.94	3.66	3.80	3.68	65.4	12.7	4.08	3.81	3.85	3.92	3.93	3.83	4.07
LINKIN PARK In The End (Warner Bros.)	3.85	3.74	3.82	3.86	74.1	23.4	3.87	3.76	3.91	3.70	4.14	3.73	3.80
MICHELLE BRANCH All You Wanted (Maverick/WB)	3.83	3.79	3.78	3.84	66.1	17.1	4.07	3.70	3.62	3.68	3.74	4.06	3.85
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	3.83	3.71	3.71	3.75	70.5	18.8	3.71	3.96	3.86	3.57	4.09	3.84	3.82
HP NICKELBACK Too Bad (Roadrunner/IDJMG)	3.75	3.76	3.76	3.70	57.3	10.2	3.72	3.72	3.84	3.58	4.20	3.61	3.60
NICKELBACK How You Remind Me (Roadrunner/IDJMG)	3.75	3.76	3.74	3.61	77.3	26.8	3.65	3.78	3.84	3.59	3.96	3.76	3.67
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	3.75	3.76	3.69	3.74	62.4	15.4	3.84	3.61	3.75	3.74	3.66	3.84	3.76
PINK Don't Let Me Get Me (Arista)	3.72	3.81	3.69	3.76	69.8	20.5	3.72	3.71	3.74	3.60	3.84	3.87	3.60
SHAKIRA Underneath Your Clothes (Epic)	3.65	3.59	3.71	3.67	68.3	20.0	3.61	3.73	3.63	3.66	3.75	3.78	3.42
AALIYAH More Than A Woman (BlackGround)	3.61	3.58	3.70	3.64	43.7	10.5	3.65	3.61	3.50	3.46	3.86	3.48	3.67
HP BUSTA RHYMES Pass The Courvoisier (J)	3.61	—	—	—	40.0	7.8	3.87	3.36	3.35	3.64	3.39	3.71	3.70
CALLING Wherever You Will Go (RCA)	3.60	3.62	3.70	3.64	78.8	28.5	3.54	3.54	3.72	3.59	3.78	3.40	3.64
FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	3.60	3.70	3.82	3.59	68.3	24.9	3.63	3.69	3.44	3.60	3.71	3.66	3.44
DEFAULT Wasting My Time (TVT)	3.59	3.65	3.51	3.53	63.9	19.5	3.51	3.60	3.70	3.31	4.09	3.55	3.46
ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	3.58	3.65	3.62	3.68	66.1	25.1	3.55	3.77	3.34	3.44	3.70	3.70	3.49
P. DIDDY F/USHER & LOON I Need A Girl (Bad Boy/Arista)	3.58	3.71	3.68	3.79	52.0	14.4	3.64	3.64	3.34	3.50	3.79	3.64	3.38
JENNIFER LOPEZ Ain't It Funny (Epic)	3.55	3.45	3.57	3.55	69.8	29.3	3.45	3.63	3.59	3.46	3.60	3.67	3.44
B2K Uh Huh (Epic)	3.50	3.58	—	—	52.0	13.7	3.75	3.46	3.00	3.40	3.61	3.72	3.27
INDIA.ARIE Video (Motown)	3.50	3.59	3.47	—	52.2	14.9	3.60	3.22	3.74	3.38	3.48	3.66	3.43
USHER U Don't Have To Call (LaFace/Arista)	3.49	3.62	3.59	3.48	56.3	17.8	3.53	3.58	3.18	3.34	3.63	3.65	3.33
JA RULE F/ASHANTI Always On Time (Murder Inc./Def Jam/IDJMG)	3.47	3.46	3.56	3.44	75.4	33.4	3.29	3.64	3.57	3.25	3.46	3.72	3.46
NO DOUBT Helix Good (Interscope)	3.46	3.20	3.38	—	58.5	15.1	3.57	3.33	3.44	3.47	3.55	3.16	3.63
GOO GOO DOLLS Here Is Gone (Warner Bros.)	3.45	3.45	3.35	3.44	61.5	16.3	3.40	3.44	3.52	3.51	3.63	3.40	3.26
'N SYNC Girlfriend (Jive)	3.38	3.41	3.59	3.41	64.6	24.4	3.42	3.54	3.09	3.40	3.40	3.52	3.19
ENRIQUE IGLESIAS Escape (Interscope)	3.35	3.41	3.50	3.39	57.8	23.2	3.40	3.28	3.33	3.50	3.60	2.85	3.43
KYLIE MINOGUE Can't Get You... (Capitol)	3.28	3.02	3.29	3.11	70.5	28.5	3.18	3.40	3.30	3.05	3.45	3.20	3.43
TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)	3.22	3.25	3.09	3.21	60.0	25.1	3.17	3.41	3.04	3.21	3.26	3.25	3.17

## CALLOUT AMERICA® Hot Scores

By ANTHONY ACAMPORA

What a great research week for Jimmy Eat World's "The Middle" (DreamWorks). The band posted the top spot in RateTheMusic's Hot AC and Alternative surveys and ranked top five in the CHR/Pop survey. Then, for good measure, the track vaults to No. 1 on Callout America. "Middle" is testing across the board, ranking first with teens, second 18-24 and third 25-34.

Nickelback remain red-hot. Their latest single, "Too Bad" (Roadrunner/IDJMG), ranks fifth overall this week, seventh with teens and women 18-24 and a solid fourth 25-34. Their first single, "How You Remind Me," is still testing top five — and Chad Kroeger's duet with Josey Scott, "Hero," is moving up the airplay chart.

Michelle Branch ranks third overall this week with "All You Wanted" (Maverick/WB). "Wanted" ranks second with teens and ninth among women 18-24.

Early reaction to Busta Rhymes' "Pass The Courvoisier" (J) is strong: The song debuts at No. 10 overall with a 3.61. It ranks third out of the box with teens, scoring a 3.87 — with significant night airplay.

Grammy nominee India.Arie continues to test well among women 25-34 as "Video" (Motown/Universal) ranks seventh in the demo.

Along with Michelle Branch, two other ladies are closing in on the top spot on R&R's CHR/Pop chart. Ashanti ranks fourth in the important 18-24 cell with "Foolish" (Murder Inc./Def Jam/IDJMG), and Vanessa Carlton ranks fifth overall and with teens and sixth 25-34 with "A Thousand Miles" (A&M/Interscope).

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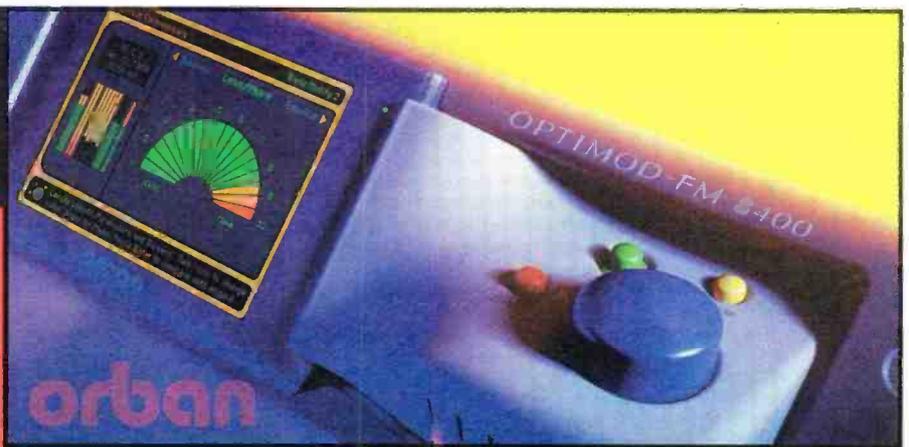
Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5 (1 = dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents 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: Boston, Nassau-Suffolk, 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: Denver, Los Angeles, Portland, Sacramento, Salt Lake City, San Diego, San Francisco, Seattle. © 2002, R&R Inc.

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# R&R CHR/Pop Top 50

May 17, 2002

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	PINK Don't Let Me Get Me (Arista)	8275	-352	908801	14	131/0
3	2	ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	7736	+284	916010	9	129/0
6	3	VANESSA CARLTON A Thousand Miles (A&M/Interscope)	7635	+503	958522	13	130/0
2	4	MICHELLE BRANCH All You Wanted (Maverick/WB)	7606	+45	831818	18	129/0
4	5	FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	7500	+49	919815	11	119/0
5	6	SHAKIRA Underneath Your Clothes (Epic)	7467	+172	809056	13	130/0
9	7	NO DOUBT Hella Good (Interscope)	6270	+443	678620	7	131/0
7	8	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	6030	-621	618039	17	130/0
11	9	P. DIDDY F/USHER & LOON I Need A Girl (Part One) (Bad Boy/Arista)	5371	+757	712542	7	117/2
10	10	LINKIN PARK In The End (Warner Bros.)	5061	-571	502038	22	109/0
8	11	JENNIFER LOPEZ Ain't It Funny (Epic)	4852	-1097	483766	19	128/0
13	12	DEFAULT Wasting My Time (TVT)	4476	+352	464840	12	119/2
17	13	JIMMY EAT WORLD The Middle (DreamWorks)	4363	+438	559914	9	126/3
20	14	USHER U Don't Have To Call (LaFace/Arista)	4048	+212	488778	8	119/0
14	15	GOO GOO DOLLS Here Is Gone (Warner Bros.)	4001	-55	442378	9	117/0
23	16	NELLY Hot In Herre (Fo' Reel/Universal)	3711	+720	395010	4	117/2
25	17	EMINEM Without Me (Shady/Aftermath/Interscope)	3696	+1163	436539	2	122/3
12	18	'N SYNC Girlfriend (Jive)	3565	-846	441455	18	128/0
19	19	CALLING Wherever You Will Go (RCA)	3430	-390	359608	30	119/0
18	20	KYLIE MINOGUE Can't Get You Out Of My Head (Capitol)	3211	-637	292056	19	129/0
15	21	ENRIQUE IGLESIAS Escape (Interscope)	3204	-764	439871	15	127/0
22	22	B2K Uh Huh (Epic)	3169	+80	355137	9	112/0
16	23	TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)	3164	-831	267260	10	116/0
26	24	JENNIFER LOPEZ F/NAS I'm Gonna Be Alright (Epic)	3088	+636	340065	4	124/5
21	25	INDIA.ARIE Video (Motown)	2838	-275	287608	12	120/0
28	26	CRAIG DAVID Walking Away (Wildstar/Atlantic)	2747	+442	305479	6	110/0
29	27	NICKELBACK Too Bad (Roadrunner/IDJMG)	2455	+175	203308	7	110/1
30	28	SHERYL CROW Soak Up The Sun (A&M/Interscope)	2313	+232	210470	9	103/4
27	29	CELINE DION A New Day Has Come (Epic)	2175	-214	234570	12	107/0
24	30	JA RULE F/ASHANTI Always On Time (Murder Inc./Def Jam/IDJMG)	2157	-377	236328	20	120/0
35	31	DIRTY VEGAS Days Go By (Capitol)	1937	+499	251390	4	108/24
32	32	PAULINA RUBIO Don't Say Goodbye (Universal)	1928	+222	229476	5	101/6
36	33	AALIYAH More Than A Woman (BlackGround)	1824	+448	256387	4	91/13
33	34	JADE ANDERSON Sugarhigh (Columbia)	1536	-195	143776	6	104/0
34	35	BRITNEY SPEARS Overprotected (Jive)	1463	-146	150338	6	101/0
31	36	RES They-Say Vision (MCA)	1457	-294	141166	10	102/0
40	37	CALLING Adrienne (RCA)	1258	+103	135788	3	76/1
42	38	COURSE OF NATURE Caught In The Sun (Lava/Atlantic)	1159	+122	83334	5	64/4
48	39	MARY J. BLIGE Rainy Dayz (MCA)	1109	+267	156672	3	71/9
49	40	BRANDY Full Moon (Atlantic)	1096	+255	104280	2	76/8
Debut	41	CHAD KROEGER F/JOSEY SCOTT Hero (Roadrunner/Columbia/IDJMG)	1055	+753	95777	1	95/29
45	42	SOLUNA For All Time (DreamWorks)	1055	+130	79685	5	77/5
41	43	LUDACRIS Roll Out (My Business) (Def Jam South/IDJMG)	1010	-91	95032	16	86/0
38	44	P.O.D. Youth Of The Nation (Atlantic)	985	-329	127406	13	102/0
47	45	MARC ANTHONY I've Got You (Columbia)	982	+139	142212	2	71/5
50	46	BUSTA RHYMES Pass The Courvoisier (Part II) (J)	964	+133	119727	3	65/6
39	47	OUTKAST The Whole World (LaFace/Arista)	880	-332	96050	15	79/0
Debut	48	WILL SMITH Black Suits Comin' (Nod Ya...) (Columbia)	865	+865	123732	1	96/95
Debut	49	LUDACRIS Saturday (Oooh! Oooh!) (Def Jam South/IDJMG)	841	+81	77283	1	49/8
46	50	FABOLOUS Young'n (Holla Back) (Desert Storm/Elektra/EEG)	832	-83	101817	15	66/0

131 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 5/5/02-5/11/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
WILL SMITH Black Suits Comin' (Nod Ya...) (Columbia)	95
CREED One Last Breath (Wind-up)	50
SEVEN AND THE SUN Walk With Me (Atlantic)	33
C. KROEGER F/J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	29
UNWRITTEN LAW Seein' Red (Interscope)	26
DIRTY VEGAS Days Go By (Capitol)	24
ANASTACIA One Day In Your Life (Epic)	20
AVRIL LAVIGNE Complicated (Arista)	20
MDBY We Are All Made Of Stars (V2)	18
JOHN MAYER No Such Thing (Aware/Columbia)	14

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## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
EMINEM Without Me (Shady/Aftermath/Interscope)	+1163
WILL SMITH Black Suits Comin' (Nod Ya...) (Columbia)	+865
P. DIDDY F/USHER & LOON I Need A Girl... (Bad Boy/Arista)	+757
C. KROEGER F/J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	+753
NELLY Hot In Herre (Fo' Reel/Universal)	+720
JENNIFER LOPEZ F/NAS I'm Gonna Be Alright (Epic)	+636
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	+503
DIRTY VEGAS Days Go By (Capitol)	+499
AALIYAH More Than A Woman (BlackGround/Virgin)	+448
NO DOUBT Hella Good (Interscope)	+443

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
NICKELBACK How You Remind Me (Roadrunner/IDJMG)	3421
MARY J. BLIGE Family Affair (MCA)	2226
CRAIG DAVID 7 Days (Wildstar/Atlantic)	2064
CREED My Sacrifice (Wind-up)	1748
PINK Get The Party Started (Arista)	1674
USHER U Got It Bad (LaFace/Arista)	1671
LEANN RIMES Can't Fight The Moonlight (Curb)	1599
NO DOUBT Hey Baby (Interscope)	1458
TOYA I Do (Arista)	1374
SHAKIRA Whenever Wherever (Epic)	1364
LIFEHOUSE Hanging By A Moment (DreamWorks)	1352
STAINED It's Been Awhile (Flip/Elektra/EEG)	1166
NELLY FURTADO Turn Off The Light (DreamWorks)	1041

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# R&R CHR/Pop Top 50 Indicator

May 17, 2002

## R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	PINK Don't Let Me Get Me (Arista)	3040	-48	88554	12	52/0
2	2	MICHELLE BRANCH All You Wanted (Maverick/WB)	2857	+60	84506	17	51/0
3	3	VANESSA CARLTON A Thousand Miles (A&M/Interscope)	2838	+127	82981	12	51/0
4	4	SHAKIRA Underneath Your Clothes (Epic)	2647	+28	75191	11	49/0
6	5	ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	2617	+216	77415	7	51/0
7	6	NO DOUBT Hella Good (Interscope)	2429	+230	69635	6	52/0
5	7	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	2212	-335	65798	17	46/0
8	8	FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	2179	+75	62891	11	47/0
9	9	GOO GOO DOLLS Here Is Gone (Warner Bros.)	2113	+40	62312	8	51/0
11	10	JIMMY EAT WORLD The Middle (DreamWorks)	1888	+130	56138	9	51/0
12	11	DEFAULT Wasting My Time (TVT)	1715	+19	50784	12	46/1
21	12	P. DIDDY F/USHER & LOON I Need A Girl (Part One) (Bad Boy/Arista)	1550	+319	44154	5	47/4
17	13	SHERYL CROW Soak Up The Sun (A&M/Interscope)	1479	+58	42465	9	50/1
18	14	USHER U Don't Have To Call (LaFace/Arista)	1470	+49	44269	8	45/0
14	15	LINKIN PARK In The End (Warner Bros.)	1407	-126	41057	20	37/0
10	16	JENNIFER LOPEZ Ain't It Funny (Epic)	1368	-486	38841	20	38/0
19	17	NICKELBACK Too Bad (Roadrunner/IDJMG)	1308	+13	35995	6	50/0
13	18	ENRIQUE IGLESIAS Escape (Interscope)	1287	-268	40990	14	39/0
24	19	CRAIG DAVID Walking Away (Wildstar/Atlantic)	1203	+190	34790	5	50/2
20	20	INDIA.ARIE Video (Motown/Universal)	1155	-84	32464	11	40/0
16	21	KYLIE MINOGUE Can't Get You Out Of My Head (Capitol)	1124	-392	36163	18	36/0
22	22	CALLING Wherever You Will Go (RCA)	1014	-173	29063	30	34/0
35	23	EMINEM Without Me (Shady/Aftermath/Interscope)	999	+488	29350	2	47/3
29	24	NELLY Hot In Herre (Fo' Reel/Universal)	976	+264	26279	2	45/1
15	25	'N SYNC Girlfriend (Jive)	968	-555	29187	16	32/0
23	26	TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)	927	-254	23144	9	38/0
31	27	JENNIFER LOPEZ F/NAS I'm Gonna Be Alright (Epic)	908	+228	24017	2	40/2
26	28	B2K Uh Huh (Epic)	825	+56	20794	6	37/1
28	29	CALLING Adrienne (RCA)	776	+43	21260	3	40/0
30	30	SOLUNA For All Time (DreamWorks)	752	+59	25432	9	45/3
36	31	PAULINA RUBIO Don't Say Goodbye (Universal)	643	+166	18759	3	32/3
34	32	COURSE OF NATURE Caught In The Sun (Lava/Atlantic)	560	+45	17234	5	32/0
25	33	P.O.D. Youth Of The Nation (Atlantic)	557	-306	16552	13	20/0
33	34	JADE ANDERSON Sugarhigh (Columbia)	555	-78	14461	5	32/0
27	35	CELINE DION A New Day Has Come (Epic)	555	-189	14669	11	27/1
43	36	AALIYAH More Than A Woman (BlackGround/Virgin)	505	+187	16451	2	35/6
Debut	37	CHAD KROEGER F/JOSEY SCOTT Hero (Roadrunner/Columbia/IDJMG)	494	+376	12953	1	42/12
48	38	DIRTY VEGAS Days Go By (Capitol)	472	+225	13427	2	29/6
42	39	MARC ANTHONY I've Got You (Columbia)	412	+86	14707	2	28/2
32	40	RES They-Say Vision (MCA)	412	-230	11205	10	21/0
46	41	BRANDY Full Moon (Atlantic)	407	+138	10824	2	34/4
38	42	JA RULE F/ASHANTI Always On Time (Murder Inc./Def Jam/IDJMG)	402	-38	9172	19	15/0
47	43	MARY J. BLIGE Rainy Dayz (MCA)	400	+151	9210	3	22/4
44	44	KACI Just An Old Boyfriend (Curb)	355	+42	10169	2	32/2
37	45	BRITNEY SPEARS Overprotected (Jive)	326	-151	8255	4	17/0
Debut	46	JOHN MAYER No Such Thing (Aware/Columbia)	308	+146	9450	1	25/7
39	47	ALANIS MORISSETTE Hands Clean (Maverick/Reprise)	268	-132	9432	16	11/0
45	48	TINA NOVAK Been Around The World (Spere/Arista)	230	-52	5822	2	18/1
Debut	49	RUBYHORSE Sparkle (Island/IDJMG)	220	+43	5812	1	20/0
49	50	LUOACRIS Saturday (Oooh! Oooh!) (Def Jam South/IDJMG)	217	+12	5617	2	20/10

52 CHR/Pop Indicator reports. Songs ranked by total plays for the airplay week of Sunday 5/5-Saturday 5/11. © 2002, R&R Inc.

### Most Added

ARTIST TITLE LABEL(S)	ADDS
CREED One Last Breath (Wind-up)	33
WILL SMITH Black Suits Comin' (Nod Ya...) (Columbia)	29
UNWRITTEN LAW Seein' Red (Interscope)	26
SEVEN AND THE SUN Walk With Me (Atlantic)	17
C. KROEGER F/J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	12
LUOACRIS Saturday... (Def Jam South/IDJMG)	10
JOHN MAYER No Such Thing (Aware/Columbia)	7
AALIYAH More Than A Woman (BlackGround/Virgin)	6
DIRTY VEGAS Days Go By (Capitol)	6
AVRIL LAVIGNE Complicated (Arista)	6
P. DIDDY F/USHER & LOON I Need A Girl... (Bad Boy/Arista)	4
BRANDY Full Moon (Atlantic)	4
MARY J. BLIGE Rainy Dayz (MCA)	4
TRIK TURNER Friends + Family (RCA)	4
DROPLINE Fly Away From Here (...Day) (143/Reprise)	4
SOFIA LOELL Right Up Your Face (Curb)	4
MOBY We Are All Made Of Stars (V2)	4
EMINEM Without Me (Shady/Aftermath/Interscope)	3
SOLUNA For All Time (DreamWorks)	3
PAULINA RUBIO Don't Say Goodbye (Universal)	3

### Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
EMINEM Without Me (Shady/Aftermath/Interscope)	+488
C. KROEGER F/J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	+376
P. DIDDY F/USHER & LOON I Need A Girl... (Bad Boy/Arista)	+319
NELLY Hot In Herre (Fo' Reel/Universal)	+264
NO DOUBT Hella Good (Interscope)	+230
JENNIFER LOPEZ F/NAS I'm Gonna Be Alright (Epic)	+228
DIRTY VEGAS Days Go By (Capitol)	+225
ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	+216
CRAIG DAVID Walking Away (Wildstar/Atlantic)	+190
AALIYAH More Than A Woman (BlackGround/Virgin)	+187
PAULINA RUBIO Don't Say Goodbye (Universal)	+166
MARY J. BLIGE Rainy Dayz (MCA)	+151
JOHN MAYER No Such Thing (Aware/Columbia)	+146
BRANDY Full Moon (Atlantic)	+138
JIMMY EAT WORLD The Middle (DreamWorks)	+130
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	+127
AVRIL LAVIGNE Complicated (Arista)	+109
WILL SMITH Black Suits Comin' (Nod Ya...) (Columbia)	+93
MARC ANTHONY I've Got You (Columbia)	+86
FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	+75
TRIK TURNER Friends + Family (RCA)	+72
DROPLINE Fly Away From Here (...Day) (143/Reprise)	+69
MICHELLE BRANCH All You Wanted (Maverick/WB)	+60
SOLUNA For All Time (DreamWorks)	+59
SHERYL CROW Soak Up The Sun (A&M/Interscope)	+58
B2K Uh Huh (Epic)	+56
LMNT Juliet (Purple Leopard/Atlantic)	+55
ANASTACIA One Day In Your Life (Epic)	+51
USHER U Don't Have To Call (LaFace/Arista)	+49
CREED One Last Breath (Wind-up)	+48



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**ON THE RECORD**

With **Sally Vicious**  
MD, WYCR (98YCR)/York, PA

**98YCR ONLINE**

98YCR plays the hits. Our playlist consists of multiformatted music, from Linkin Park to Ja Rule. Something for everyone! Our top requested artists at this time are Ashanti, Fat Joe w/Ashanti (where did she come from?), P. Diddy, Nickelback, Shakira, Default and, one of my favorites, Jimmy Eat World. ● We test songs before add dates with a feature called "Survive or Dive": Three songs go against each other each night, and, by listener

votes, one takes a dive. It gives the listeners a chance to voice their opinion on possible future hits and makes them think they have a say in what we play. ● Our weekly features include *The Power Hour* (dedications and requests), our three-song dance mix (which may or may not be songs on our playlist), "Flashback Fridays" ('80s music at noon and 5pm), *Pseudo-Beat* (a new music show) and *Airplay* (unsigned local artists). ● 98YCR proves that radio can be fun, diversified, appease the listeners and still play the hits!

**A**s predicted (actually, it was a lucky guess), IDJMG played leapfrog with Warner Bros. Ashanti's "Foolish" (Murder Inc./Def Jam/IDJMG) scoots up from 3-2\* while Michelle Branch's "All You Wanted" (Maverick/WB) slides from 2-4\* ... It might not be "A Thousand Miles," but A&M/Interscope artist Vanessa Carlton travels three spots (6-3\*), claiming Ashanti's former position. And, yes, Pink's "Don't Let Me Get Me" (Arista) is still resting at No. 1 ... The controversial Eminem heads the Most Increased Play list with "Without Me" (Shady/Aftermath/Interscope). This contentious tune gains 1,163 plays and moves from 25-17\*. Second on the M.I.P. list is Will Smith, who debuts at 49\* with "Black Suits..." (Columbia). The song gains 865 plays ... Ludacris' ode to the weekend, "Saturday (Ooh...)" (Def Jam South/IDJMG) debuts at 49\*, and the Chad Kroeger/Josey Scott duet "Hero" (Road Runner/Columbia/IDJMG), from the *Spider-Man* soundtrack, swings into No. 41\* ... P. Diddy's "I Need a Girl" (Bad Boy/Arista) claims the third slot for most increased plays with a +757. Diddy's serious about his search for a soulmate, as he enlists the help of Usher and Loon. Together, they elevate this emotionally driven hunt from 11-9\* ... Though Eminem gains the most airplay, Atlantic recording artist Brandy enjoys the biggest chart move: "Full Moon" rises 49-40\*.



— Tanya O'Quinn/Asst. Editor

**ON THE RISE**

ARTIST: **Dropline**  
LABEL: **143/Reprise**

By **TANYA O'QUINN** / ASSISTANT EDITOR



Dropline

**P**icture yourself looking at a mall directory. You find the "You Are Here" arrow and feel a sense of relief now that you've got your bearings. Consider 143 Records to be that arrow for the music industry. By way of Reprise, 143 points you toward some good music with the new act **Dropline**, whose debut album, *You Are Here*, places you smack dab in the middle of a great band with an even greater musical story to tell.

With roots in New Jersey, Massachusetts and Illinois, lead vocalist-guitarist Steve Sulikowski, guitarist-vocalist Jonathan Berry, drummer-vocalist Chad Norris and bassist Eric Houlihan combine, according to their bio, "the tried and true virtues of great songwriting, lyrics and melodies with staying power and musicianship." When Sulikowski and Houlihan met during a chance encounter, they found that they shared a desire to write and perform original music. The duo moved to Los Angeles to pursue their dream and met another duo with the same aspiration — Berry and Norris. With all four musicians sharing the same goal, they united to form a rich resource of styles. With the goal of producing original music, the group combined their individual experiences into one expansive library of subject material from which they could draw.

Landing a residency in a Hollywood nightclub enabled the guys to stay musically fulfilled while their day jobs paid the bills. Dropline saw their audience grow as word of mouth spread, and a handful of hard-core fans soon turned into an assembly of record-company talent scouts. After performing showcases in Los Angeles and New York, the band were offered a deal by 143 Records founder David Foster.

Talented producer Paul Ebersold (Spacehog, 3 Doors Down, Sister Hazel) understood Dropline's song-oriented ensemble sound and

jumped aboard the project. *You Are Here* is the result of that collaboration. The first single, "Fly Away From Here (Graduation Day)," is somewhat of a coming-of-age tune. The energetic track supports the inspirational and hopeful messages in the lyrics. I could be wrong, but I'm feeling a celebration of rebirth as I review the single. Like a student at graduation, the song's subject moves from one stage of life to the next as a spiritual transition takes place. "I should've paid attention to myself/I found that I was someone else/Once a child, but now I've grown within," sings Sulikowski. "Celebration through the night/Circle around this firelight/I guess this pack of woes will pass for friends/Said who's that coming up to me?/Hope and opportunity/I better grab it fast/Hope it never ends." "Fly Away..." seems to embrace the ideology that anything is possible.

Dropline's secret to success is their perfect balance of continuity and creativity. The continuity comes with their steadfast dedication to their passion and the creativity flows throughout their expressive writing, passionate music and exciting performances.

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BY MEDIABASE™

America's Best Testing CHR/Pop Songs 12+  
For The Week Ending 5/17/02.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
MICHELLE BRANCH All You Wanted (Maverick/WB)	4.16	4.18	94%	23%	4.17	94%	25%
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	4.11	4.02	92%	23%	4.04	92%	25%
PINK Don't Let Me Get Me (Arista)	4.10	4.10	97%	29%	4.09	98%	30%
LINKIN PARK In The End (Warner Bros.)	4.07	4.15	97%	44%	4.23	97%	42%
JIMMY EAT WORLD The Middle (DreamWorks)	4.04	4.01	77%	13%	4.07	77%	15%
CALLING Wherever You Will Go (RCA)	3.96	4.00	94%	40%	4.03	95%	39%
NICKELBACK Too Bad (Roadrunner/IDJMG)	3.92	3.88	71%	13%	4.00	74%	14%
DEFAULT Wasting My Time (TVT)	3.91	3.88	74%	15%	4.04	72%	12%
NO DOUBT Hella Good (Interscope)	3.89	3.90	87%	17%	3.93	90%	16%
GOO GOO DOLLS Here Is Gone (Warner Bros.)	3.89	4.00	80%	13%	4.01	82%	13%
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	3.88	4.00	91%	31%	3.98	91%	31%
ENRIQUE IGLESIAS Escape (Interscope)	3.88	3.93	96%	30%	3.86	96%	30%
CRAIG DAVID Walking Away (Wildstar/Atlantic)	3.85	-	63%	9%	3.89	61%	9%
JENNIFER LOPEZ Ain't It Funny (Epic)	3.77	3.79	96%	40%	3.85	97%	39%
NICKELBACK How You Remind Me (Roadrunner/IDJMG)	3.77	3.88	98%	54%	3.97	99%	51%
FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	3.76	3.87	89%	32%	3.80	89%	32%
P. DIDDY F/USHER & LOON I Need A Girl (Part I) (Bad Boy/Arista)	3.71	3.66	81%	20%	3.74	84%	20%
SHERYL CROW Soak Up The Sun (A&M/Interscope)	3.70	3.59	76%	15%	3.61	78%	18%
'N SYNC Girlfriend (Jive)	3.69	3.71	98%	41%	3.85	100%	40%
NELLY Hot In Herre (Fo' Ree'/Universal)	3.68	3.43	65%	14%	3.65	61%	13%
ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	3.67	3.75	83%	27%	3.65	84%	29%
JENNIFER LOPEZ FEATURING NAS I'm Gonna Be Alright (Epic)	3.66	3.62	59%	12%	3.73	59%	11%
USHER U Don't Have To Call (Arista)	3.64	3.64	83%	25%	3.64	85%	25%
SHAKIRA Underneath Your Clothes (Epic)	3.64	3.71	97%	37%	3.61	98%	40%
B2K Uh Huh (Epic)	3.59	3.46	72%	18%	3.61	71%	19%
EMINEM Without Me (Shady/Aftermath/Interscope)	3.59	-	70%	16%	3.59	70%	16%
INDIA ARIE Video (Mowtown/Universal)	3.58	3.48	76%	22%	3.57	76%	21%
CELINE DION A New Day Has Come (Epic)	3.55	3.60	84%	23%	3.44	88%	26%
KYLIE MINOGUE Can't Get You Out Of My Head (Capitol)	3.48	3.42	95%	50%	3.44	97%	55%
TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)	3.18	3.25	82%	35%	3.19	84%	38%

Total sample size is 1001 respondents. 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. Sample composition is based on persons 12+. TD = Target Demo (Females 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818/377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

## New & Active

JOHN MAYER No Such Thing (Aware/Columbia)  
Total Plays: 734, Total Stations: 51, Adds: 14

TRIK TURNER Friends + Family (RCA)  
Total Plays: 514, Total Stations: 40, Adds: 3

AVRIL LAVIGNE Complicated (Arista)  
Total Plays: 465, Total Stations: 56, Adds: 20

TINA NOVAK Been Around The World (Spere/Arista)  
Total Plays: 449, Total Stations: 37, Adds: 2

ANASTACIA One Day In Your Life (Epic)  
Total Plays: 413, Total Stations: 67, Adds: 20

A1 Caught In The Middle (Columbia)  
Total Plays: 387, Total Stations: 39, Adds: 3

NAPPY ROOTS Awnaw (Atlantic)  
Total Plays: 378, Total Stations: 31, Adds: 5

RUBYHORSE Sparkle (Island/IDJMG)  
Total Plays: 362, Total Stations: 35, Adds: 5

DJ SAMMY & YANOU Heaven (Robbins)  
Total Plays: 314, Total Stations: 18, Adds: 6

CREED One Last Breath (Wind-up)  
Total Plays: 280, Total Stations: 56, Adds: 50

Songs ranked by total plays

## PLEASE SEND YOUR PHOTOS

R&R wants your best snapshots (color or black & white).

Please include the names and titles of all pictured and send them to:

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10100 Santa Monica Blvd., 3rd Floor  
Los Angeles, CA 90067

## Keep Women Interested

Continued from Page 36

these solitary women lead the pack in "strongly agreeing" (30%) with the statement "I like it when people from a radio station visit my workplace," compared to 15% of the full sample. Their favorite format by far is Rock, followed by News/Talk and AC.

**Risque Fans:** This group has an interest in rude, edgy humor. And even though they like radio with a bit of an edge, music is still the No. 1 draw for this group. Interestingly, even though they like risqué and edgy radio, that doesn't mean they like rude announcers. Fifty-seven percent of them "strongly agree" that they tune out when they hear rude announcers. Among other factor groups, a far larger number "strongly agree" that they tune out rude announcers. Risqué fans are more interested in laughing than in rudeness or risqué humor. In other words, if it isn't funny, don't be rude.

They are the youngest (average age 32) of any factor group and have the highest percentage of Internet users (75% have logged on during the past week). More of them listen to the

radio at work than any other factor group, and a significant majority (64%) "strongly agree" that they are liberal. However, keep this in perspective: Only 41% of them "strongly agree" that "they like it when DJs use rude or risqué humor." Their favorite format is AC, followed very closely by News/Talk. Alternative comes in a strong No. 3.

Source: Summary from "What Women Want: Five Secrets to Better Ratings," Arbitron, Inc. and Joint Communications. For more information, contact Thom Mocarisky at thom.mocarisky@arbitron.com or Joint Communications CEO John Parikh at (203) 656-4680 or by e-mail at parikh@aol.com.

## TALK BACK TO R&R!

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

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WALKING FOR WENDY

Universal/Motown Sr. VP/New Technologies Steve Leeds hosted the fourth annual MS Walk for Wendy in Ridgewood, NJ. Named for Leeds' wife, a former radio programmer who suffers from the disease, this year's event was well-attended by industry members. Seen here are (l-r) Steve Leeds, the MS Society's Janet Browner, Michelle Dase-Lipman, Wendy Leeds, Howard Stern producer Gary Del'Abate and Universal Records President Monte Lipman.





DONTAY THOMPSON

dthompson@rronline.com

## Good Ol' Country Boys

□ Atlantic Recording artists Nappy Roots shine

**W**hen I first heard of **The Nappy Roots**, I have to admit that I was thinking, "What a funny-ass name for a group to have." When I heard that the name of their first album on Atlantic Records was *Watermelon, Chicken and Grits*, however, I realized that they are just country boys who want to make good music for the people.

Nappy Roots formed while the members were attending West Kentucky University in Bowling Green, KY. They were that group of guys who were always in the corner at parties, battling each other and unafraid to put their lyrical skills on display. The huge buzz they created in their college community led to them recording their first independent album in 1998, *Country Fried Cess*. They then got their hustle on by touring the college circuit and selling their own album. At that point, Atlantic Records came calling.

**R&R:** *Who makes up The Nappy Roots?*

**NR:** Fish Scales (the Dutch Master), Skinny Deville (the Country Poet), Big V (a.k.a. Valentine, just looking for wine, weed, women and country ham), Clutch (spreading love, peace and happiness out of Louisville), B. Stille (a.k.a. the buffalo from Kentucky) and R. Prophet (Oakland's galloping ghost).



Nappy Roots

was like the world, but we were in our own little part of West Kentucky University. We utilized everything we could. My man Tommy Jewel put together our first low-budget video for "Country Rose."

Then we got a phone call from a little bird who said, "Y'all are it." We were in Kentucky, minding our own business, making music, putting out underground albums. We were two months away from selling our first album when we got that phone call. We thought they were bullshitting and hung up. The man called back and said, "This is the real deal. This is Atlantic Records, and we want to meet with you guys." We hooked up, and that's it.

**R&R:** *Now that you guys are on Atlantic and have your first album out, do you ever reflect on those days when you were doing all that free work? Does it trip you out that someone from a major label was checking for you like that?*

**NR:** We had our own store, we had our own music, and we were selling our own product. We weren't concerned with trying to get a deal at the time. Atlantic Records came to us in '98 and put us into the game of this whole music thing. We weren't really trying to do that, but it was an opportunity that came knocking, and the chance of a major record label coming to Kentucky and signing anybody at that time was rare, so we jumped at it and opened the door. We're the roots of hip-hop coming out of Kentucky, and we're nappy, and we're sticking together.

**R&R:** *You guys hooked up in college in '93. Did it ever get difficult being together so long before getting*

*your break in the music industry?*

**NR:** Any obstacles that you can throw in front of us, we've already overcome. You can't throw nothing in front of us to break us up that we haven't been through. That ain't gon' happen. We're naps.

**R&R:** *For those who haven't had the chance to check out your album, explain your individual styles and what people can expect from the album.*

**NR:** You're going to see six hungry individuals who have been signed since 1998, who have been impatiently waiting and studying the game and seeing how it's been unfolding and seeing where people went wrong and where people were successful. You're going to see six artists who work hard and appreciate what they do for a living and love doing it. You're going to get a good album. A lot of thought, time and effort went into this album. This is no fly-by-night album. This is the album we've been working on since 1998.

Nappy Roots are six grown men, and when I say that, I mean that we are all our own, and we all bring our own angle. We bring six different angles, and nobody has the same style. You'll know us as soon as we come on the track. There's great variety on the album, from the beats to the styles to the whole feeling of it.

**R&R:** *Does your current album contain any of the songs that were released on your independent album, Country Fried Cess?*

**NR:** Everything is brand-new on *Watermelon, Chicken and Grits*. We started recording in 1998, and two

**"Any obstacles that you can throw in front of us, we've already overcome. You can't throw nothing in front of us to break us up that we haven't been through. That ain't gon' happen."**



I recently had the opportunity to check out a live performance by Motown recording artist Remy Shand, and I was blown away. I've listened to his debut album, *The Way I Feel*, countless times and felt that it was good, but never did I expect that Shand possessed so much talent. At the show it was brought to my attention that he had written, produced, arranged and mixed the entire album, and this was evident during his performance as he ran from instrument to instrument, amazing the packed house. Not only was the crowd made up mainly of women, there were also people there of every ethnic background. Shand may not be getting a ton of airplay at Rhythmic radio right now, but he's going on tour with Sheryl Crow, so I expect that to change soon. I have to give props to Michael Johnson, Jennifer "Jenn Boogie" Norwood and Amon Parker for giving me an opportunity to check out one of the most talented new artists out right now.

On the music tip this week, P. Diddy and his "I Need a Girl" (Bad Boy/Arista) will soon be in the No. 1 position on the Rhythmic chart, giving Diddy ammunition for the release of his hot remix album *We Invented the Remix*. The album will contain "I Need a Girl Pt. 1 and Pt. 2," Ashanti & The Notorious B.I.G.'s "Unfoolish," "Special Delivery (Remix)" and "That's Crazy (Remix)" with Snoop, Missy Elliott and Black Rob.

How huge is the Cam'ron record? "Oh Boy" (Roc-A-Fella/IDJMG) continues to move up the chart, giving the Roc and Def Jam another potential top-five record. The Big Tymers' "Still Fly" (Cash Money/Universal) is starting to get the props it deserves from programmers because of the huge club and mix-show reaction that it's getting. Usher's next single is "Can You Help Me" (LaFace/Arista), but, honestly, I love "Twerk It Out" so much that I wish that was the next one.

Talking to my peoples in the mix-show community, Clipse's "Grindin'" (Arista) is starting to react in the clubs. Def Jam got some heat with Nore's "Nothing" (IDJMG) and Ludacris' "Move B\*\*\*h" (Def Jam South/IDJMG), which is getting huge reaction in the South. Other joints you need to be checkin' for are Knoc'tumal's "Muzik" (L.A. Confidential/Elektra), Scarface f/Jay-Z & Beanie Sigel's "Guess Who's Back" (Def Jam South/IDJMG) and Rob Jackson f/Lady May's "Boom, Boom, Boom" (Arista).

In closing, I'd like to remind you of some of the events that we have locked down for the upcoming R&R Convention, set for June 13-15 at the Beverly Hills Hilton. On the morning of Friday June 14 J Records founder/Chairman Clive Davis will appear at a session where he will speak to attendees. There will also be a surprise performance from one of his artists. Later that morning we will have a session where Clear Channel President Randy Michaels and Emmis Radio President Rick Cummings will talk about the state of radio. That same afternoon Def Jam/Def Soul President Kevin Liles will talk about marketing, promotion and more. So, get registered and come on out to this year's R&R Convention. Holla!

songs actually made it from that session, "Hoes Down" and "Life's a Bitch."

**R&R:** *What's going to be your next single after "Awnaw"?*

**NR:** The next single is "Po' Folks."

**R&R:** *It seems like your style is like that of OutKast or Goodie Mob. Who influences you and your sound?*

**NR:** Being in Kentucky, you're touching a lot of other states. You're really ain't West Coast, but you're too far west to be east and too far north to be south. We're touching a whole lot of music, so we're influenced by a lot of sounds. We're just taking it in and spitting it back out. We even have tracks from the West Coast by Mike City and Troy Johnson, so it's a variety of sounds.

**R&R:** *How does it feel to go to different cities and hear your song on the radio and see your video on MTV and BET?*

**NR:** It feels good, but Nappy prides itself on staying humble. We came a long way, but we have so much farther to go. We don't want to be complacent, but it feels damn good. We came all the way from Kentucky, went all the way east and came all the way west, rapping with our brothers. It feels good.

We compare ourselves to a basketball team. We don't want to get too excited over this first winning streak. We know we're going to go through some harder times, so we're focusing on the championship at the end. It's going to be a long, hard grind.

**R&R:** *When most groups come out, they have a picture in their minds of where they want to be in a few years and what they are hoping to achieve in the music industry. With you guys just getting your start, what is your ultimate goal?*

**NR:** We want to blaze our own trail. We're breaking ground doing stuff that no other hip-hop group has done and coming from a spot that no one really came from. We're setting trends and changing the game. And it's not because we're forced to do it, it's because we're doing what we like to do, and we're having fun. We're not pressuring ourselves to be like anybody else or to make X amount of sales.

It's all about staying who we are. We had a conversation this morning about how you have to appreciate what you got, or God will give you a piece of that humble pie and take it all away. We constantly get reminded that we're not all that, we're just blessed with a talent to make music.

**"Nappy prides itself on staying humble. We came a long way, but we have so much farther to go."**

**R&R:** *Tell us about how you guys got your first break. Were you guys doing a tremendous amount of shows around your town to get your name out there?*

**NR:** We were doing what we're doing now, but it was on a college level. We were doing house parties, going to radio and getting in the newspapers and magazines, but we weren't getting paid for it. We would have to ante up for gas money to get to the spot to do the show so we could get our music out to the public.

The good thing about college is that it's like its own world. It's small, but it's like a whole world. You have folks who do videos and radio, so it

May 17, 2002

RANK ARTIST TITLE LABEL

- 1 TRUTH HURTS f/RAKIM Addictive (Aftermath/Interscope)
- 2 P. DIDDY f/USHER & LOON I Need A Girl (Bad Boy/Arista)
- 3 USHER U Don't Have To Call (LaFace/Arista)
- 4 BUSTA RHYMES Pass The Courvoisier (J)
- 5 FAT JOE f/ASHANTI What's Luv (Terror Squad/Atlantic)
- 6 ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)
- 7 JERMAINE DUPRI f/LUDACRIS Welcome To Atlanta (So So Def/Columbia)
- 8 CAM'RON Oh Boy (Roc-A-Fella/IDJMG)
- 9 EMINEM Without Me (Shady/Aftermath/Interscope)
- 10 NELLY Hot In Herre (Fo' Reel/Universal)
- 11 BEANIE SIGEL f/FREEWAY Roc The Mic (Roc-A-Fella/IDJMG)
- 12 LUDACRIS Saturday (Oooh! Oooh!) (Def Jam South/IDJMG)
- 13 BIG TYMERS Still Fly (Cash Money/Universal)
- 14 NAS One Mic (Columbia)
- 15 NAUGHTY BY NATURE f/3LW Feels Good (TVT)
- 16 N.O.R.E. Nothing (Violator/IDJMG)
- 17 JENNIFER LOPEZ f/NAS I'm Gonna Be Alright (Epic)
- 18 YING YANG TWINS Say I Yi Yi (Koch)
- 19 SCARFACE Guess Who's Back (Def Jam South/IDJMG)
- 20 JA RULE Down A\*\* Chick (Murder Inc./Def Jam/IDJMG)
- 21 ISYSS f/JADAKISS Day + Night (f/Jadakiss) (Arista)
- 22 NAPPY ROOTS Awnaw (Atlantic)
- 23 R. KELLY AND JAY-Z Take You Home (Roc-A-Fella/IDJMG)
- 24 TWEET Call Me (Gold Mind/Elektra/EEG)
- 25 E-40 Automatic (Jive)
- 26 KHIA Lick My Neck My Back (Dirty Down/Artemis)
- 27 TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)
- 28 AMERIE Why Don't We Fall In Love (Rise/Columbia)
- 29 MARIO Just A Friend (J)
- 30 BRANDY Full Moon (Atlantic)

Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 5/5/02-5/11/02. (C) 2002, R&R, Inc.



## PHAT MIX SIX

- E-40 f/FABOLOUS Automatic (Sick Wid' It/Jive)  
 CLIPSE Grindin' (Star Trak/Arista)  
 LUDACRIS Move B\*\*tch (Def Jam South/IDJMG)  
 ROB JACKSON f/LADY MAY Boom, Boom, Boom (Arista)  
 WESTSIDE CONNECTION Connected For Life (Cash Money/Universal)  
 ANGIE MARTINEZ f/LIL' MO & SACARIO If I Could Go (Elektra/EEG)



I'm feeling the Scarface, Jay-Z & Beanie Sigel, "Guess Who's Back" (Def Jam South/IDJMG). Scarface is bringing us that down-South flava. I think this track is hot and will take him to that next level. If you're a partygoer and Brandy's "Full Moon" (Atlantic) doesn't get you on the dance floor, something is wrong with you. That track is sick.

Ji Ji Sweet



Ji Ji Sweet



E-Man

A hot record in the mix for Power 106 right now is Knocturnal's "Muzik" (Elektra/EEG). And we've been playing a record that will be big for the West Coast, by The Westside Connection. It's called "Connected for Life" (Cash Money/Universal), and it's been heating up in the clubs and the mix for us. I'm lovin' OutKast's "Land of a Million Drums" (Lava/Atlantic) and E-40 featuring Fabolous' "Automatic" (Jive). Both records are ridiculous.

E-Man, KPWR (Power 106)/Los Angeles

The hottest record I'm feeling right now is the East Coast joint by NORE called "Nothing" (IDJMG). This is my favorite joint right now. The hottest club joint out here in Memphis is The Big Tymers' "Still Fly" (Cash Money/Universal). I've been shocked how this record has taken off for us. The Big Tymers record is really blowing up right now.

Nappy, KXHT/Memphis



Nappy

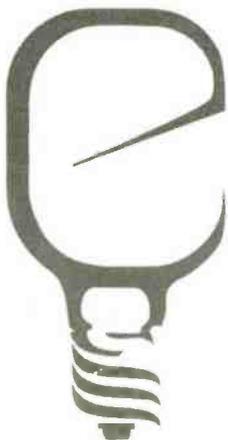


DJ Envious

NORE's "Nothing" is bananas! Every DJ needs to check for this record. That beat is so hot right now — it has that belly-dance type beat, similar to Truth Hurts. Angie Martinez featuring Lil' Mo & Sacario's "If I Could Go" (Elektra/EEG) is a hot record. At first I really wasn't feeling The Big Tymers' "Still Fly," but now it's grown on me and is working for us in the clubs and in the mix.

OJ Envious, KXJM/Portland, OR

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# R&R CHR/Rhythmic Top 50

Powered By



May 17, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	5508	-217	808462	16	79/0
2	2	P. DIDDY F/USHER & LOON I Need A Girl (Part One) (Bad Boy/Arista)	5024	+54	811887	12	80/0
3	3	FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	4278	-495	689002	17	78/0
4	4	USHER U Don't Have To Call (LaFace/Arista)	3886	-272	586985	16	78/0
10	5	EMINEM Without Me (Shady/Aftermath/Interscope)	3480	+844	445583	3	74/1
9	6	NELLY Hot In Herre (Fo' Reel/Universal)	3462	+646	404530	4	73/0
7	7	TRUTH HURTS F/RAKIM Addictive (Aftermath/Interscope)	3286	+313	466775	7	76/0
5	8	LUDACRIS Saturday (Oooh! Oooh!) (Def Jam South/IDJMG)	3126	-42	395668	14	71/0
6	9	BUSTA RHYMES Pass The Courvoisier (Part II) (J)	2896	-131	420822	12	72/0
8	10	MARY J. BLIGE Rainy Dayz (MCA)	2873	-51	446115	10	74/0
14	11	JA RULE Down Ass Chick (Murder Inc./Def Jam/IDJMG)	2483	+287	404171	7	64/2
12	12	JENNIFER LOPEZ F/NAS I'm Gonna Be Alright (Epic)	2356	+52	299056	6	67/1
15	13	NAPPY ROOTS Awnaw (Atlantic)	2176	+24	202275	14	67/0
13	14	J. DUPRI F/LUDACRIS Welcome To Atlanta (So So Def/Columbia)	2171	-86	291433	24	60/0
17	15	NAUGHTY BY NATURE F/3LW Feels Good (Don't Worry...) (TVT)	2119	+124	197443	11	65/1
21	16	CAM'RON Oh Boy (Roc-A-Fella/IDJMG)	2021	+320	319779	6	62/3
16	17	AALIYAH More Than A Woman (BlackGround/Virgin)	2019	-122	259996	18	67/0
20	18	KHIA My Neck, My Back (Lick It) (Dirty Down/Artemis)	1867	+121	201569	7	62/3
11	19	TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)	1759	-650	257939	17	74/0
24	20	BRANDY Full Moon (Atlantic)	1755	+246	198048	6	71/2
23	21	YING YANG TWINS Say I Yi Yi (Koch)	1654	+36	164283	9	51/0
25	22	AVANT Makin' Good Love (Magic Johnson/MCA)	1628	+179	233805	9	59/4
19	23	B2K Uh Huh (Epic)	1603	-177	225076	11	49/0
28	24	NAS One Mic (Columbia)	1425	+153	289637	8	59/3
22	25	'N SYNC Girlfriend (Jive)	1296	-335	158602	14	52/0
31	26	BIG TYMERS Still Fly (Cash Money/Universal)	1227	+317	156198	5	59/16
29	27	TWEET Call Me (Gold Mind/Elektra/EEG)	1215	+221	123845	3	67/5
26	28	FAITH EVANS I Love You (Bad Boy/Arista)	1131	-268	199463	15	61/0
27	29	AMANDA PEREZ Never (Universal)	1063	-285	115413	19	34/0
30	30	MUSIQ Halfcrazy (Def Soul/IDJMG)	1039	+101	147155	8	48/3
33	31	RAYVON My Bad (MCA)	917	+59	83714	4	37/3
36	32	MARIO Just A Friend (J)	881	+143	98566	3	49/2
41	33	B2K Gots Ta Be (Epic)	768	+72	104059	4	44/12
38	34	ISYSS F/JAOAKISS Day + Night (Arista)	760	+42	62957	5	42/1
32	35	BEANIE SIGEL & FREEWAY Roc The Mic (Roc-A-Fella/IDJMG)	757	-140	132868	15	36/0
40	36	DIRTY VEGAS Days Go By (Capitol)	723	+25	111437	4	30/7
35	37	BIG MOE Purple Stuff (Priority/Capitol)	705	-74	62047	8	39/0
34	38	JAHEIM Anything (Divine Mill/WB)	690	-97	143579	14	24/0
37	39	LIL BOW WOW Take Ya Home (So So Def/Columbia)	612	-123	80240	13	32/1
39	40	LUCIA KEYS How Come You Don't Call Me (J)	558	-143	88131	9	45/0
43	41	R. KELLY & JAY-Z Take You Home... (Roc-A-Fella/Jive/IDJMG)	524	-19	64747	9	38/0
42	42	KYLIE MINOGUE Can't Get You Out Of My Head (Capitol)	514	-74	69017	18	31/0
44	43	BOYZ II MEN The Color Of Love (Arista)	512	-22	38248	4	39/0
45	44	PINK Don't Let Me Get Me (Arista)	467	-38	84924	2	13/0
Debut	45	ASHANTI Happy (Murder Inc./Def Jam/IDJMG)	460	+132	115268	1	5/1
46	46	PETEY PABLO I Told Y'all (Jive)	441	-58	53268	5	37/1
50	47	B RICH Whoa Now (Atlantic)	428	+40	21069	2	32/2
47	48	NB RIDAZ I Wanna Love You (Upstairs)	415	-23	28886	8	11/1
Debut	49	SCARFACE Guess Who's Back? (Def Jam South/IDJMG)	392	+123	95830	1	25/22
Debut	50	NO DOUBT Hella Good (Interscope)	383	+71	32305	1	20/12

81 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 5/5/02-5/11/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
WILL SMITH Black Suits Comin' (Nod Ya...) (Columbia)	35
SMILEZ AND SOUTHWESTAR Who Wants... (ARTISTdirect)	32
OUTKAST Land Of A Million Drums (Lava/Atlantic)	25
SCARFACE Guess Who's Back? (Def Jam South/IDJMG)	22
BIG TYMERS Still Fly (Cash Money/Universal)	16
WYCLEF JEAN Two Wrongs (Columbia)	14
SNOOP DOGG Undercova Funk (Give Up...) (Hollywood)	13
B2K Gots Ta Be (Epic)	12
NO DOUBT Hella Good (Interscope)	12
AMERIE Why Don't We Fall In Love (Rise/Columbia)	8
DJ QUIK Trouble (Bungalo)	8

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
EMINEM Without Me (Shady/Aftermath/Interscope)	+844
NELLY Hot In Herre (Fo' Reel/Universal)	+646
CAM'RON Oh Boy (Roc-A-Fella/IDJMG)	+320
BIG TYMERS Still Fly (Cash Money/Universal)	+317
TRUTH HURTS F/RAKIM Addictive (Aftermath/Interscope)	+313
JA RULE Down Ass Chick (Murder Inc./Def Jam/IDJMG)	+287
WILL SMITH Black Suits Comin' (Nod Ya...) (Columbia)	+276
BRANDY Full Moon (Atlantic)	+246
TWEET Call Me (Gold Mind/Elektra/EEG)	+221
AVANT Makin' Good Love (Magic Johnson/MCA)	+179

## New & Active

- PAULINA RUBIO** Don't Say Goodbye (Universal)  
Total Plays: 364, Total Stations: 21, Adds: 1
- AMERIE** Why Don't We Fall In Love (Rise/Columbia)  
Total Plays: 352, Total Stations: 34, Adds: 8
- LIL' ROMEO 2** Way (No Limit/Soulja/Universal)  
Total Plays: 350, Total Stations: 29, Adds: 2
- WILL SMITH** Black Suits Comin' (Nod Ya...) (Columbia)  
Total Plays: 276, Total Stations: 35, Adds: 35
- DJ QUIK** Trouble (Bungalo)  
Total Plays: 265, Total Stations: 20, Adds: 8
- LOVHER** How It's Gonna Be (Def Soul/IDJMG)  
Total Plays: 263, Total Stations: 28, Adds: 1
- MAXWELL** This Woman's Work (Columbia)  
Total Plays: 252, Total Stations: 12, Adds: 0
- SMILEZ AND SOUTHWESTAR** Who Wants This? (ARTISTdirect)  
Total Plays: 167, Total Stations: 33, Adds: 32
- WYCLEF JEAN** Two Wrongs (Columbia)  
Total Plays: 163, Total Stations: 28, Adds: 14
- ROB JACKSON F/LADY MAY** Boom, Boom, Boom (Arista)  
Total Plays: 163, Total Stations: 13, Adds: 1

Songs ranked by total plays

R&R Station Playlists have moved to the web.  
See all of our monitored reporters at  
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RHYTHM/CROSSOVER  
ADDS THIS WEEK  
MAY 20th & 21st!

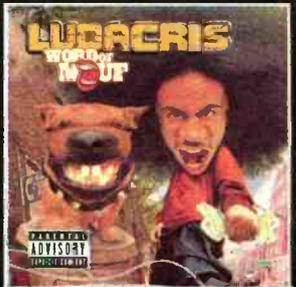


Early Add: KPTY  
In Rotation at WJNH, WWBZ, KPTY, WXIS  
Already spinning at KTHT, WCHH, KXHT, WHHH, WRHH, KNDA  
Over 500 combined Spins this week.  
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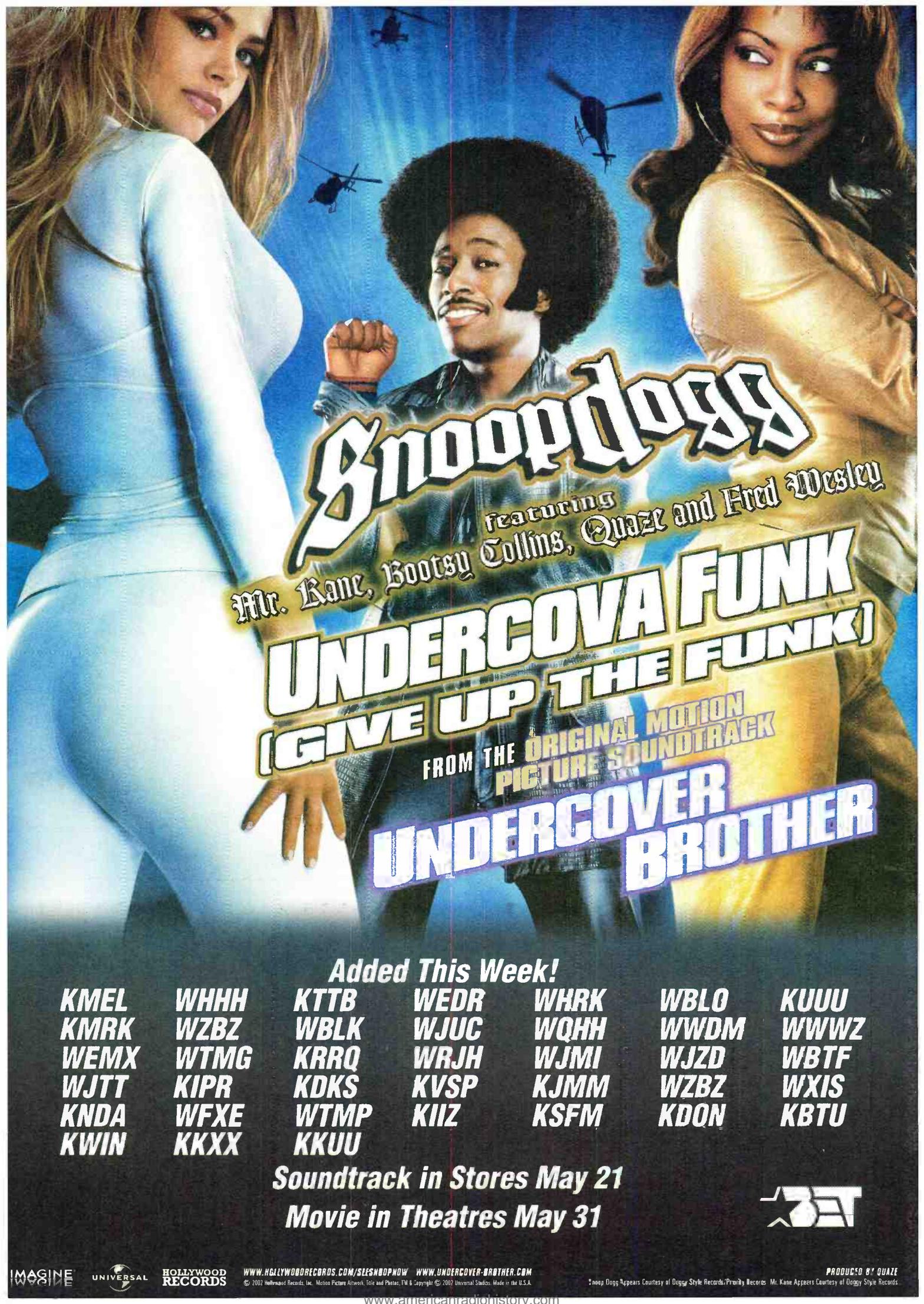
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## UNDERCOVER BROTHER

*Added This Week!*

- |             |             |             |             |             |             |             |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>KMEL</b> | <b>WHHH</b> | <b>KTTB</b> | <b>WEDR</b> | <b>WHRK</b> | <b>WBLO</b> | <b>KUUU</b> |
| <b>KMRK</b> | <b>WZBZ</b> | <b>WBLK</b> | <b>WJUC</b> | <b>WQHH</b> | <b>WVDM</b> | <b>WWWZ</b> |
| <b>WEMX</b> | <b>WTMG</b> | <b>KRRQ</b> | <b>WRJH</b> | <b>WJMI</b> | <b>WJZD</b> | <b>WBTF</b> |
| <b>WJTT</b> | <b>KIPR</b> | <b>KDKS</b> | <b>KVSP</b> | <b>KJMM</b> | <b>WZBZ</b> | <b>WXIS</b> |
| <b>KNDA</b> | <b>WFXE</b> | <b>WTMP</b> | <b>KIIZ</b> | <b>KSFM</b> | <b>KDON</b> | <b>KBTU</b> |
| <b>KWIN</b> | <b>KKXX</b> | <b>KKUU</b> |             |             |             |             |

**Soundtrack in Stores May 21**

**Movie in Theatres May 31**



## ON THE RECORD

### This Week's Hottest Music

#### Victor Star

PD, WZMX/Hartford

**Angie Martinez featuring Lil' Mo & Sacario's "If I Could Go"** (Elektra/EEG): This song is fire! The best Angie has ever had, and since Sacario lives in Cromwell, CT, it's really big for us. **Top three** phones after two weeks!

**N.O.R.E.'s "Nothin'"** (Roc-A-Fella/IDJMG): It's another Def Jam/Roc banger for the streets!

**Amerie's "Why Don't We Fall in Love"** (Rise/Columbia): Whoa! This girl is a star! The song is a female smash.

#### Bruce The Moose

MD, WBTF/Fl. Myers

**Jay-Z & Cam'ron's "Welcome to N.Y.C."** (Roc-A-Fella/IDJMG): This record is fire!

**E-40 featuring Fabolous' "Automatic"** (Jive): Automatic brings automatic phones! Damn, that's cheese!

**Brandy featuring Fat Joe's "Full Moon (Remix)"** (Atlantic): The original has never reacted for us, but today, after one spin of the remix, we finally got calls on this record. Should blow up!

#### Antdog

PD/MD, KKUU/Palm Springs, CA

**E-40 featuring Fabolous' "Automatic"**: This is my joint!

**Stim Village's "Tainted"** (Priority/Capitol): Some smooth hip-hop is back. Right now we have it in nights and mix show, and I predict that in two weeks this record will be in all-day rotation.

**Frost featuring Daz's "Put in Work"** (Koch): This is a West Coast heater that we are bangin' all day.

**Mario's "Just a Friend"** (J): This is a cool female record.

**Jerzee Monet's "Most High"** (Dream-Works): I just love this record, and that's all that matters.

#### Kevin Akitke

MD, KXME/Honolulu

**Young MC's "Feel the Love"** (J): New school beats meet old school MC! **Ashanti's "Happy"** (Murder Inc./IDJMG): It's a great followup to her first

solo smash.

**Avant's "Makin' Good Love (Remix)"** (Magic Johnson/MCA): Put the bone in there, and it feels good! (*Editor's note: I guess this means it's a good record?*)

**P. Diddy's "I Need a Girl. Pt. 2"** (Bad Boy/Arista): Ginuwine is in the followup!

**E-40 featuring Fabolous' "Automatic"**: The club DJs in Hawaii are feelin' this record.

#### Orlando

PD, WLLD/Tampa

**Tweet's "Call Me"** (Gold Mind/Elektra/EEG): This is growing on me.

**Eminem featuring Dr. Dre's "What You Say"** (Aftermath/Interscope): This song is heat!

**Amerie's "Why Don't We Fall in Love"**: This has an old-school Mary J. Blige feel.

**Angie Martinez featuring Lil' Mo & Sacario's "If I Could Go"**: I'm feeling this record.

#### Pattie Moreno

MD, KBOS/Fresno

**Frost's "Put in Work"** (Koch): People need to check this record out. It's really hot!

**Mario's "Just a Friend"**: This is the hottest summer record out!

**Ying Yang Twins' "Say I Yi Yi"** (Koch): It's



Angie Martinez

getting top 10 phones for us.

**Lady May featuring Blu Cantrell's "Round Up"** (Arista): This will be huge.

**Avant's "Makin' Good Love"**: This record is growing with the Hispanic females.

#### Travis Loughran

PD, KBMB/Sacramento

**Luniz's "Oakland Raider"** (Independent): This is a blazin'-hot street record. No. 1 phones at The Bomb for the last three weeks. I smell a summer anthem.

**B2K's "Gots ta Be"** (Epic): This is gonna be a huge record.

**Scarface's "Guess Who's Back"** (Def Jam South/IDJMG): Scarface, Jay-Z, Beanie Segal — puh-lease! This is a heater.

#### D-Rock

PD/MD, WJWZ/Montgomery, AL

**Clipse's "Grindin'"** (LaFace/Arista): The beat on this record is off the hook!

**Cam'ron's "Oh Boy"** (Roc-A-Fella/IDJMG): This record is very hot, and it's doing really well for us.

#### Da Nutz

MDS, KKFR/Phoenix

**Clipse's "Grindin'"**: You gotta love the track, man. It's good to hear Clipse doing things again. Da Nutz are feeling this one in a major way.

**Angie Martinez featuring Lil' Mo & Sacario's "If I Could Go"**: Fellow members of "La Emmis Familia," please don't sleep on Angie Mar, a beautiful Latina representing loveliness.

#### Phil Becker

PD, WJFX/Ft. Wayne, IN

**Lady May featuring Blu Cantrell's "Round Up"**: Even though it has banjos in it, I love it. It has a great texture about it, the hook is there, and you have nothing on your station that sounds like it — unless you're a station that plays banjo music. (And if you play banjo music, stop reading the crossover picks!)

#### Bugaloo

PD, KXHT/Memphis

**Project Pat's "I Choose You"** (Loud/Hypnotize): This is a hot song off the album. It has



Amerie

a '70s feel with a 2002 flava, and the ladies out here are loving it.

**Angie Stone's "Wish I Didn't Miss You"** (J): Programmers need to stop sleepin' on this record. You can't front on good music. Everything about this record is dope.

**Outkast's "Land of a Million Drums"** (Lava/Atlantic): This record is bumpin'. These guys are music geniuses.

#### Tommy Del Rio

PD/MD, KSEQ/Fresno

**Rob Jackson featuring Blu Cantrell's "Boom, Boom, Boom"** (Arista Cats/Arista): Mark Adams turned me on to this record. It's hot and sounds great on the air!

**Tweet's "Call Me"**: It took me a few listens to get it. Perfect female record!

**DJ Quik's "Trouble"** (Bungalow): This is my West Coast jammy jam!

**Nas' "One Mic (Remix)"** (Columbia): If you ain't bangin' this, go home!

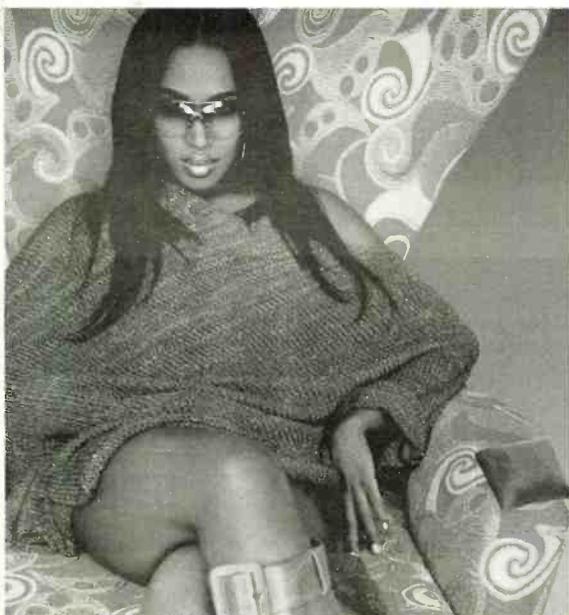
#### Chris Tyler

MD, WJMN/Boston

**Murderers featuring Ja Rule, Ashanti, Vita & Charli Baltimore's "Down 4 U"** (Murder Inc./IDJMG): We are getting good early reaction on this one. Looks like another Ja-Ashanti smash for Jam'n 94.5!

**Nas' "One Mic (Remix)"**: It's killin' it in our nightly "Battle of the Beats" feature. It will probably go the distance and retire a four-night champ.

**Mario's "Just a Friend 2002"** (J): It's too early for research, but it's getting decent phones at night, and I have a really, really good feeling about this one.



# tweet

## Call Me

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Crossover Monitor **33 - 28 +325**

Urban Monitor **32 - 24 +271**

R&R Mediabase Rhythmic **29 - 27 +221**

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Elektra to the core!

RateTheMusic.com BY MEDIABASE

America's Best Testing CHR/Rhythmic Songs 12+ For The Week Ending 5/17/02.

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, TD, Familiarity, Burn. Lists top songs like FAT JOE F/ASHANTI, NELLY, ASHANTI, etc.

Total sample size is 578 respondents. 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.

HEAD RUSH

ARTIST: Eminem

LABEL: Shady/Aftermath/Interscope

By MIKE TRIAS/ASSISTANT EDITOR



Love him or hate him, the reigning king of controversy has returned. Eminem's "Without Me" is the first single from the June 4 release The Eminem Show...

"Without Me" took the honors as Most Added at Pop, Rhythmic and Alternative the week it debuted, and it continues to gain momentum. This track presents a sound like no other on radio today.

In that video Eminem also gives us his offbeat portrayals of Sally Jesse Raphael, Elvis and Osama bin Laden, but the main story line of the Joseph Kahn-directed (Britney Spears, DMX) piece follows the adventures of Em's superhero alter ego, Rap Boy...

Though in his new single Eminem asks us to ponder a world without him, that idea won't be a reality anytime soon. He'll grace the cover of Rolling Stone in June and hits the road with Ludacris...

Reporters table listing various radio stations and their reporters across different markets like KYLZ/Albuquerque, WVFX/Charlotte, etc.

Monitored Reporters 94 Total Reporters

81 Total Monitored 13 Total Indicator 12 Current Indicator Playlists

Did Not Report, Playlist Frozen (1): WBCD/Dothan, AL

KASHON POWELL

kpowell@rronline.com



## Hindsight Is 20/20

□ Some things I learned as VP/Programming for Radio One

By Steve Hegwood  
CEO/President, On Top Communications

**A**s I reflect on the recent past and recall my daily activities, I remember that first thing in the morning, prior to my leaving home, was a great time for me to monitor the morning shows. I say morning shows in plural because, as former VP/Programming for Radio One, I was responsible for multiple stations. I had to listen to many different morning programs via the radio, Internet or listen lines.

I strongly recommend that all PDs monitor their stations' morning shows daily. Also, monitor the morning programming of your competitors and morning shows in other formats just to make sure that you're aware of everything that is happening in and around your market.

This monitoring should be an enjoyable experience if you have hired the proper talent. If the show is syndicated, you must buy into the vision of the show, or it will not work. Take the time to meet the hosts of your syndicated shows and spend time with them. Exchange cell and home phone numbers. The hosts can only make your station better.

### Focused Music

If your station is a current-based Urban, that's what you should focus on. In most markets there are at least two stations competing for the 18-34 demo by playing R&B and hip-hop. Therefore, your music must be carefully selected.

Over the years the greatest issue I have had with PDs is that they want to move songs out of the highest rotations very quickly because they are tired of the songs. But you are not programming the station for yourself; you are programming it for the audience. Is your audience tired of the song? Make sure you make the correct music decisions and are open-minded about selecting music.

Is it the new CDs that the regional rep dropped off? Is it the result of your MD recommending a song? Was it presented at a music meeting with your MD and other staff members? There are many ways I have discovered hot new songs.

Besides the aforementioned methods, mixers are sometimes serviced with new music prior to it being introduced to the programming department. The Internet has also become a useful tool. My 16-year-old nephew had the entire R. Kelly-Jay-Z CD *Best of Both Worlds* before my stations.



Steve Hegwood

Listening to other people's suggestions doesn't mean that you have to add every song they recommend. Also, understand your core audience. If your station is a female-based 18-34 station, must you react to every new hip-hop song that arrives?

Carefully select the best music for your audience. Some stations host music meetings with the core audience and allow them to rate songs, some of which make it into current rotation. As new music arrives at the station, take the time to open the package to see what it is.

I recall an instance when a young PD was upset at a record label because he felt slighted that his competition had a new CD before he did. I walked to the front of the building and asked the receptionist to see all the new packages. Guess what? The new CD the PD had been searching for had arrived at 10:30 that morning. The moral of the story: Be observant.

Lastly, remember that it's not how many new songs you play. The question you should always ask yourself is, "Are these the correct new songs for my station?" Are you willing to bet your career on the new music you have placed on the station?

### Urban AC Music

If you program an Urban AC station, understand who your listener is. Granted, some people over 30 enjoy an occasional hip-hop song, but the reason they listen to your station is mostly to hear great oldies that remind them of times past. Over and over, in every research project I've reviewed, listeners say they love the great old music. If your station is gold-based, focus on that.

Here are two great examples: TV Land has made a business of focusing on old television shows. What about creating themes around great old shows or airing marathons of old shows? VH1 Classic provides another example.

Use the strength of the great old music that your listeners have a pas-

sion for to build a loyal audience. Make sure your oldies are tested for burn at least once a year. Some stations test their gold twice a year, for the spring and fall rating periods.

If your station features some adult currents, again understand who your core audience is. It's not that important for your station to break the hot new song because it's new. Ask yourself, "Does this new song fit our station's image? Does it appeal to my audience? Is there any research on the song?"

### Station Imaging

Imaging is the key area for a successful station. A great station has great imaging. Please note that imaging is not just a great voice. I recall attending a music-industry seminar in the '80s where former KKDA/Dallas PD Michael Spears stated that you, the station, are your biggest advertiser. No one can promote your product, meaning your station, as much as you can.

**Are you willing to bet your career on the new music you have placed on the station?**

Let's start with drops, sweepers, IDs, etc. Make sure they are focused to tell a story. Are the sweepers and promos telling your station's story? Do your sweepers and voiceovers complement your stations? If your station is a softer, more adult mainstream Urban, should you feature loud abrasive drops? My answer is no.

It's great, however, to accent your drops with actualities from artists, listeners and songs. If you program a current Urban station, air new-music promos spotlighting hot new music.

Also, think about airing imaging promos about the music you play — whether it's currents or oldies. Utilize

## Paying Those Dues

As CEO/President of his very own broadcast company, On Top Communications, Steve Hegwood has realized a life-long dream. On Top owns WRXZ & WFFM/Albany, GA; WRJH-FM/Jackson, MS; and WWHV-FM/Norfolk, and is in the process of buying KNOU/New Orleans.

Hegwood was VP/Programming for Radio One from July 1995-March 2001, overseeing programming for all of Radio One's FM stations. He points out that he is most proud of just being part of the phenomenal success of Radio One. "I truly thank God, Cathy Hughes and Alfred Liggins to have had the opportunity to be on the team," he says. "It was a great learning and growing experience for me.

"It provided me with the opportunity to develop young PDs such as Darrell Johnson and Mic Fox, to work with high-level morning talent such as Russ Parr and to recruit nationally known comedian Steve Harvey. Every day was an incredible challenge."

## Hegwood's Top 20

We put Hegwood on the spot by asking him to provide us with a list of his 20 favorite radio stations. The list is based on his preferences after listening to the stations as both a programmer and a listener during his travels. Here it is:

WPGC/Washington  
KPWR/Los Angeles  
KKBT/Los Angeles  
WHTA/Atlanta  
WWPR/New York  
WKYS/Washington  
KKDA/Dallas  
WJMH/Greensboro  
WVEE/Atlanta  
WWHV/Norfolk

WERQ/Baltimore  
WQHT/New York  
WXYV/Baltimore  
WEMX/Baton Rouge  
KXHT/Memphis  
WROU/Dayton  
WBTS/Atlanta  
WCKX/Columbus, OH  
WOWI/Norfolk  
WFUN/St. Louis

famous people to tell your station's story, artists as well as local and national celebrities, and take advantage of your most popular air personalities by having them voice promos.

Many Urban AC stations carry *The Tom Joyner Morning Show*. Make sure Tom's voice is prominent on your station at all hours, not just during the morning show. I recall when we hired Steve Harvey for KKBT/Los Angeles. I made sure that we aired constant promos voiced by Steve.

The key to imaging is this: Does a listener recall which station she or he is listening to? Does your imaging properly remind them? The imaging should also be credible and promote your station in a positive way.

Lastly, what is unique to your station? Is it the music you play? Is it your morning show talent? Is it your community perception? Promote whatever makes your station unique to the audience. That will create recall for your station.

### Community Involvement

There are many different definitions of community involvement. My philosophy is that if you must be in the community for any reason — whether it's a van run or street hit, a remote at the Wal-Mart, a club appearance, speaking at a school or visiting a battered women's shelter — your station must get involved with the local community to connect.

The most important key here is, does your audience know your station is out in the community? Have you informed them that you are speaking at the Boys and Girls Club? Also, select a project and stick with it for years. Coats for Kids, Toys for Tots, the Hoodie Awards and AIDS awareness programs are examples of this. Become official spokes-

people for something. Quality is much greater than quantity.

The ingredients for a great PD are a great MD, a great manager and a great promotions director. A substantial part of what a PD should be involved in is promotions, including the creation of quarterly promotions, weekend promotions, sales promotions, etc. As a PD, I wanted to be involved in all of our promotional activities.

Remember, you are responsible for the ratings. Make all your promotions work for you. Work closely with your promotions director to develop the most exciting promotions possible. Think outside the box. MTV and BET created events exclusively for themselves. Look for new ways to execute promotions.

Lastly, ask yourself, "Is this promotion something of interest to my audience?" Work with local retailers, club owners, artists, etc., to brand your station through promotional activities.

### Future Vision

Do you have a vision for the station you program? Target demo, ratings success — set goals and work toward them. Make sure everyone on your programming staff understands your vision and goals.

Here's an example: When L.A. Lakers coach Phil Jackson got star players Kobe Bryant and Shaquille O'Neal to share the same vision and work together, they won two championships and are currently working on a third. The same thing can happen when you convince your staff of your vision and goals for the station.

This will not come easy. There will be a few staff members who will doubt you. However, you must have faith that your goals are attainable and continue to try every day to achieve them.

# R&R Urban Top 50

Powered By



May 17, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	3013	-132	521452	14	65/0
3	2	P. DIDDY F/USHER & LOON I Need A Girl (Part One) (Bad Boy/Arista)	2634	+67	489668	11	61/0
4	3	MUSIQ Halfcrazy (Def Soul/IDJMG)	2623	+187	471763	13	65/0
2	4	USHER U Don't Have To Call (LaFace/Arista)	2556	-225	459844	17	62/0
5	5	BUSTA RHYMES Pass The Courvoisier (Part II) (J)	2305	-103	390190	12	62/0
6	6	AVANT Makin' Good Love (Magic Johnson/MCA)	2297	-33	369383	16	60/0
7	7	MARY J. BLIGE Rainy Dayz (MCA)	2218	+72	360675	10	63/0
10	8	CAM'RON Oh Boy (Roc-A-Fella/IDJMG)	2073	+216	362405	5	57/0
17	9	TRUTH HURTS F/RAKIM Addictive (Aftermath/Interscope)	1906	+410	369130	5	59/0
11	10	B2K Gots Ta Be (Epic)	1877	+147	332685	8	61/0
13	11	BIG TYMERS Still Fly (Cash Money/Universal)	1822	+173	260471	8	55/5
8	12	FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	1809	-287	320250	14	61/0
9	13	TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)	1658	-257	274636	17	64/0
15	14	YING YANG TWINS Say I Yi Yi (Koch)	1604	+39	207533	11	50/0
12	15	NAPPY ROOTS Awnaw (Atlantic)	1604	-73	215352	15	63/0
16	16	BRANDY Full Moon (Atlantic)	1561	+58	263358	6	59/0
18	17	JA RULE Down Ass Chick (Murder Inc./Def Jam/IDJMG)	1432	+81	264052	6	57/0
14	18	JAHEIM Anything (Divine Mill/WB)	1433	-108	305641	25	59/0
20	19	DONELL JONES You Know That I Love You (Untouchables/Arista)	1237	+93	201273	8	51/0
24	20	NAS One Mic (Columbia)	1239	+188	196242	9	44/0
21	21	RUFF ENDZ Someone To Love You (Epic)	1200	+31	206107	14	52/0
19	22	FAITH EVANS I Love You (Bad Boy/Arista)	1192	-165	241554	19	59/0
23	23	JOE What If A Woman (Jive)	1076	-13	182871	11	48/0
36	24	NELLY Hot In Herre (Fo' Reel/Universal)	954	+349	155781	3	54/5
28	25	NAUGHTY BY NATURE F/3LW Feels Good (Don't Worry...) (TVT)	919	-26	124591	7	50/0
22	26	LUDACRIS Saturday (Oooh! Oooh!) (Def Jam South/IDJMG)	907	-219	145502	14	57/0
32	27	TWEET Call Me (Gold Mind/Elektra/EEG)	887	+164	152531	3	53/3
25	28	JENNIFER LOPEZ Ain't It Funny (Epic)	864	-128	143945	19	51/0
27	29	AALIYAH More Than A Woman (BlackGround)	849	-113	171112	17	32/0
31	30	ANGIE STONE Wish I Didn't Miss You (J)	783	+33	100678	9	39/0
29	31	ALICIA KEYS How Come You Don't Call Me (J)	762	-63	143939	8	45/0
26	32	LIL BOW WOW Take Ya Home (So So Def/Columbia)	751	-216	89211	15	45/0
34	33	JENNIFER LOPEZ F/NAS I'm Gonna Be Alright (Epic)	672	+46	105249	3	45/0
35	34	BOYZ II MEN The Color Of Love (Arista)	644	+20	73575	4	47/0
30	35	MAXWELL This Woman's Work (Columbia)	621	-198	89058	15	43/0
33	36	BEANIE SIGEL & FREEWAY Roc The Mic (Roc-A-Fella/IDJMG)	616	-76	129365	16	46/0
44	37	JAY-Z Song Cry (Roc-A-Fella/IDJMG)	587	+118	97511	2	1/0
42	38	KHIA My Neck, My Back (Lick It) (Dirty Down/Artemis)	543	+63	55342	2	22/2
39	39	ISYSS F/JADAKISS Day + Night (Arista)	515	+26	71678	4	35/0
49	40	B RICH Whoa Now (Atlantic)	508	+88	57901	2	42/3
38	41	PETEY PABLO I Told Y'all (Jive)	492	-77	54797	5	40/0
43	42	FUNDISHA Live The Life (So So Def/Columbia)	471	+1	49381	5	36/0
Debut	43	EMINEM Without Me (Shady/Aftermath/Interscope)	464	+180	76071	1	49/49
48	44	MARIO Just A Friend (J)	454	+27	49602	2	39/2
37	45	BRANDY What About Us? (Atlantic)	428	-150	55205	18	46/0
50	46	SCARFACE Guess Who's Back? (Def Jam South/IDJMG)	424	+36	77688	2	51/51
Debut	47	LUDACRIS Move Bitch (Def Jam South/IDJMG)	411	+126	74861	1	1/0
Debut	48	JERZEE MONET Most High (DreamWorks)	407	+47	42558	1	39/0
41	49	MYSTIKAL Tarantula (Jive)	402	-79	34972	4	37/0
40	50	CEE-LO Closet Freak (LaFace/Arista)	396	-92	44200	12	29/0

66 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 5/5/02-5/11/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
SCARFACE Guess Who's Back? (Def Jam South/IDJMG)	51
EMINEM Without Me (Shady/Aftermath/Interscope)	49
WILL SMITH Black Suits Comin' (Nod Ya...) (Columbia)	43
WYCLEF JEAN Two Wrongs (Columbia)	29
OUTKAST Land Of A Million Drums (Lava/Atlantic)	26
STYLES & PHAROAE MONCH The Life (Rawkus/MCA)	20
SNOOP DOGG Undercova Funk (Give Up...) (Hollywood)	19
CLIPSE Grindin' (Star Trak/Arista)	12
AMERIE Why Don't We Fall In Love (Rise/Columbia)	7
BIG TYMERS Still Fly (Cash Money/Universal)	5
NELLY Hot In Herre (Fo' Reel/Universal)	5

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TRUTH HURTS F/RAKIM Addictive (Aftermath/Interscope)	+410
NELLY Hot In Herre (Fo' Reel/Universal)	+349
CAM'RON Oh Boy (Roc-A-Fella/IDJMG)	+216
DAVE HOLLISTER Keep Lovin' You (MCA)	+190
NAS One Mic (Columbia)	+188
MUSIQ Halfcrazy (Def Soul/IDJMG)	+187
EMINEM Without Me (Shady/Aftermath/Interscope)	+180
BIG TYMERS Still Fly (Cash Money/Universal)	+173
TWEET Call Me (Gold Mind/Elektra/EEG)	+164
B2K Gots Ta Be (Epic)	+147

## New & Active

RL Good Man (J)	Total Plays: 395, Total Stations: 39, Adds: 1
LIL' ROMEO 2 Way (No Limit/Souja/Universal)	Total Plays: 389, Total Stations: 39, Adds: 0
AMERIE Why Don't We Fall In Love (Rise/Columbia)	Total Plays: 361, Total Stations: 36, Adds: 7
CLIPSE Grindin' (Star Trak/Arista)	Total Plays: 334, Total Stations: 34, Adds: 12
DAVE HOLLISTER Keep Lovin' You (MCA)	Total Plays: 311, Total Stations: 39, Adds: 1
REMY SHAND Take A Message (Motown)	Total Plays: 280, Total Stations: 15, Adds: 0
SHARISSA No Half Steppin' (Motown)	Total Plays: 277, Total Stations: 35, Adds: 1
LOVHER How It's Gonna Be (Def Soul/IDJMG)	Total Plays: 245, Total Stations: 29, Adds: 0
ROB JACKSON F/LADY MAY Boom, Boom, Boom (Arista)	Total Plays: 236, Total Stations: 22, Adds: 0
ME'SHELL NDEGEOCELLO Pocketbook (Maverick/WB)	Total Plays: 205, Total Stations: 23, Adds: 3

Songs ranked by total plays

R&R Station Playlists have moved to the web. See all of our monitored reporters at [www.ronline.com](http://www.ronline.com).

# SLUM VILLAGE You Can't Stop A Hit!!!

Just ask these stations...

"Tainted"

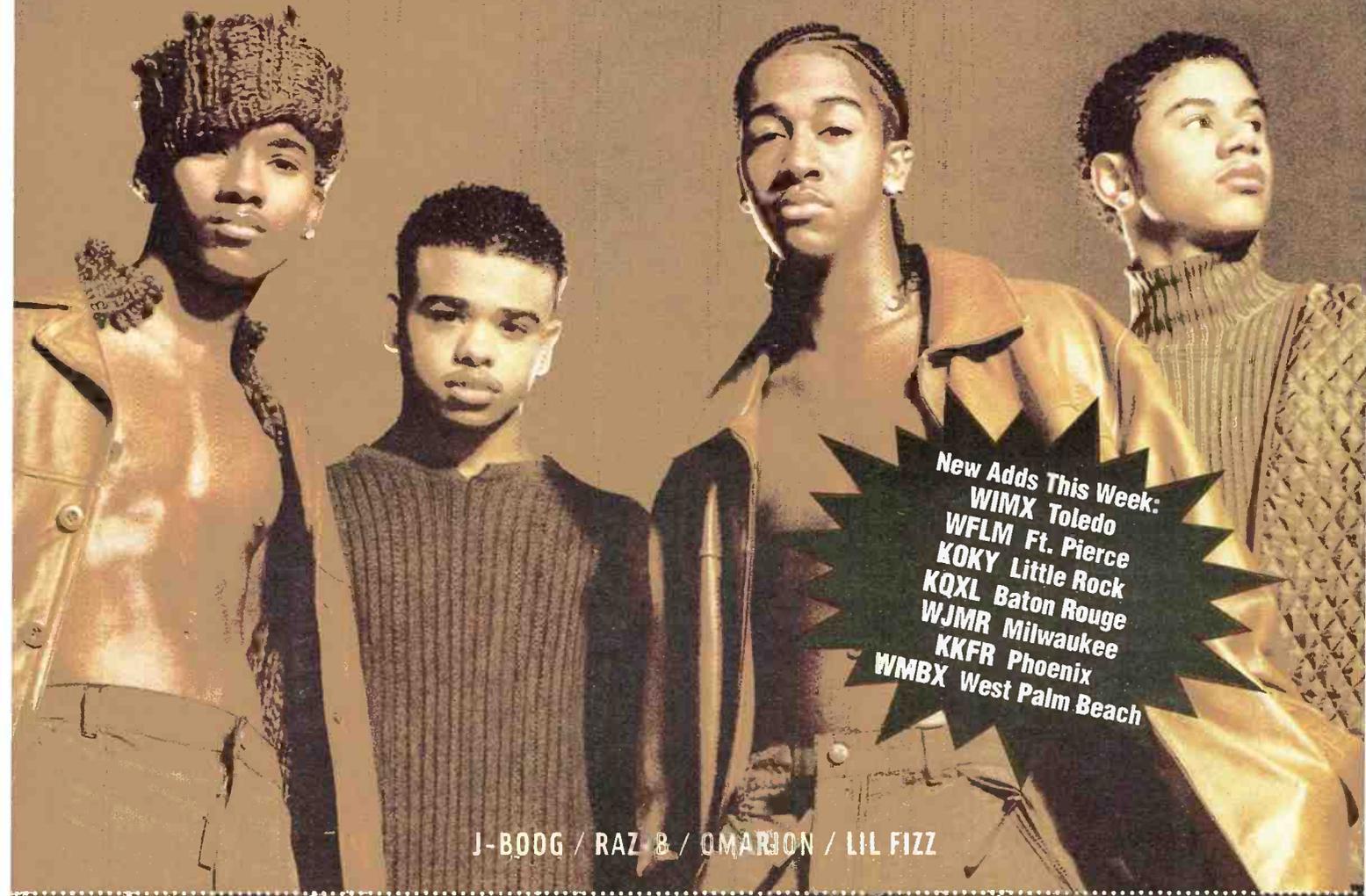
KKBT KPWR WGCI WJLB WENZ WCKX WROU WZMX  
 WUSL WPHR WERQ WWWZ WPEG WWDM WJMH WIIZ  
 WPRW WFXE WJBT WEMX KBFB KRWP WJMI KRRQ  
 KIPR WBLX KJMM WKKV KPRS WFUN  
 WJUC KBMB WTMG WAMO WAJZ WQHH



# B2K

## Gots Ta Be

THE FOLLOW-UP TO THEIR #1 HIT "UH HUH"  
FROM THEIR DEBUT ALBUM "B2K"



**New Adds This Week:**  
WIMX Toledo  
WFLM Ft. Pierce  
KOKY Little Rock  
KQXL Baton Rouge  
WJMR Milwaukee  
KKFR Phoenix  
WMBX West Palm Beach

J-BOOG / RAZ B / OMARION / LIL FIZZ

On 70 Stations and Over 90% of the Panel

R&R **10**

R&B Mainstream Monitor 12\*

Media Base Urban 11\*

Billboard Hot R&B/Hip-Hop Singles & Tracks 15\*

Crossover 23\*

Over 2,400 Spins

Audience Over 30 Million

Video Info:

**BET** - 20 Plays

Nominations for the 2nd Annual BET Awards:

Best New Artist

Best Group

Viewer's Choice Award



- Added to MTV

SINGLE PRODUCED BY THE UNDERDOGS - DAMON THOMAS, HARVEY MASON, JR. MANAGEMENT: THE ULTIMATE GROUP  
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**ANOTHER SMASH HIT FROM EPIC RECORDS!!**

## Stations and their adds listed alphabetically by market

### Reporters

<p><b>WALZ/Albany, NY *</b>                      PD/MD: Sugar Bear                      APD: Marie Cristal                      22 ENINEM "Me"                      WYCLEF JEAN "Wrongs"                      WILL SMITH "Suits"</p>	<p><b>WBOT/Boston, MA *</b>                      PD: Steve Gouby                      APD: Lamar Robinson                      MD: T. Clark                      1 ENINEM "Me"                      WILL SMITH "Suits"</p>	<p><b>WENZ/Cleveland, OH *</b>                      PD: Sam Yik                      7 SCARFACE "Guess"                      CLIPSE "Grindin'"                      2 ENINEM "Me"                      WILL SMITH "Suits"</p>	<p><b>WDTJ/Detroit, MI *</b>                      VP/Prog.: Lance Patton                      DM: Monica Starr                      PD/MD: Spudd                      57 BIG TIMERS "Fly"                      20 ENINEM "Me"                      6 SCARFACE "Guess"</p>	<p><b>WJMI/Jackson, MS *</b>                      PD/MD: Stan Branson                      19 ENINEM "Me"                      17 NELLY "Hot"                      7 CHOOBAKKA "Money"                      1 SCARFACE "Guess"                      CLIPSE "Grindin'"                      DAVE HOLISTER "Lovin'"                      WYCLEF JEAN "Wrongs"                      GLENN LEWIS "Far"                      OUTKAST "Land"                      WILL SMITH "Suits"                      SNOOP DOGG "Undercova"</p>	<p><b>KIPR/Little Rock, AR *</b>                      DM/PM/MD: Joe Booker                      4 ENINEM "Me"                      1 WYCLEF JEAN "Wrongs"                      OUTKAST "Land"                      SCARFACE "Guess"                      WILL SMITH "Suits"                      SNOOP DOGG "Undercova"                      STYLES &amp; MONCH "Life"</p>	<p><b>WZHT/Montgomery, AL</b>                      PD: Darryl Elliott                      MD: Michael Long                      45 ALICIA KEYS "Come"                      15 JERZEE MONET "High"                      7 LUACRIS "Move"</p>	<p><b>WQOK/Raleigh-Durham, NC *</b>                      PD: Dy Young                      MD: Sean Alexander                      4 SCARFACE "Guess"                      3 NELLY "Hot"                      8 SCARFACE "Guess"                      2 ENINEM "Me"</p>	<p><b>WFUN/St. Louis, MO *</b>                      PD: Mo Shay                      APD: Craig Black                      MD: Robi Koa Thai                      10 MARIO "Friend"                      8 SCARFACE "Guess"                      1 ENINEM "Me"</p>
<p><b>KBCE/Alexandria, LA</b>                      PD: Kenny Smoov                      MD: R.J. Polk                      5 RL "Man"</p>	<p><b>WBLK/Buffalo, NY *</b>                      PD/MD: Skip Dillard                      11 ENINEM "Me"                      2 STYLES &amp; MONCH "Life"                      2 SCARFACE "Guess"                      1 SNOOP DOGG "Undercova"                      WYCLEF JEAN "Wrongs"                      OUTKAST "Land"                      WILL SMITH "Suits"</p>	<p><b>WHXT/Columbia, SC *</b>                      PD: Chris Conner                      MD: Bill Black                      27 SCARFACE "Guess"                      19 OUTKAST "Land"                      19 ENINEM "Me"                      9 AMERIE "Fall"                      WILL SMITH "Suits"</p>	<p><b>WJLB/Detroit, MI *</b>                      PD: KJ Holiday                      APD/MD: Kris Kelley                      28 SCARFACE "Guess"                      14 ENINEM "Me"</p>	<p><b>WRJH/Jackson, MS *</b>                      PD: Steve Foster                      MD: Lil Honie                      3 PROJECT PAT "Back"                      2 SCARFACE "Guess"                      ENINEM "Me"                      WYCLEF JEAN "Wrongs"                      SNOOP DOGG "Undercova"                      STYLES &amp; MONCH "Life"</p>	<p><b>WKBT/Los Angeles, CA *</b>                      PD: Rob Scoppio                      MD: Dorsey Fuller                      19 ENINEM "Me"                      5 THEET "Get"                      3 KHA "Back"                      WILL SMITH "Suits"</p>	<p><b>WQOK/Nashville, TN *</b>                      PD: Kevin Fox                      APD: Bruce Lowe                      7 SCARFACE "Guess"                      4 ENINEM "Me"                      1 WILL SMITH "Suits"                      OUTKAST "Land"                      STYLES &amp; MONCH "Life"</p>	<p><b>WCOX/Richmond, VA *</b>                      PD: Lamonda Williams                      MD: B-Rock                      11 ENINEM "Me"                      3 SCARFACE "Guess"                      WILL SMITH "Suits"</p>	<p><b>WPHR/Syracuse, NY *</b>                      PD: Butch Charles                      MD: Kenny Dues                      24 SCARFACE "Guess"                      4 STYLES &amp; MONCH "Life"                      3 RICH "Whoa"                      2 BIG TIMERS "Fly"                      WILL SMITH "Suits"</p>
<p><b>KEDG/Alexandria, LA</b>                      DM/PO: Jay Stevens                      MD: Wade Hampton                      MD: MESHILL NDEGECELLO "Pocketbook"                      AZ "Take"                      OUTKAST "Land"</p>	<p><b>WWWZ/Charleston, SC *</b>                      DM/PO: Terry Base                      MD: Ron Spitzackville                      9 ENINEM "Me"                      8 SCARFACE "Guess"                      6 OUTKAST "Land"                      4 CLIPSE "Grindin'"                      2 MESHILL NDEGECELLO "Pocketbook"                      1 STYLES &amp; MONCH "Life"                      1 WILL SMITH "Suits"                      1 WYCLEF JEAN "Wrongs"                      BLACK COREY "Hard"                      SNOOP DOGG "Undercova"</p>	<p><b>WVDE/Atlanta, GA *</b>                      PD: Jerry Smokin' B                      APD: Ryan Cameron                      MD: Ramona Debraux                      ENINEM "Me"</p>	<p><b>WJUN/Dothan, AL</b>                      PD/MD: Tony Black                      12 NELLY "Hot"                      12 TRUTH HURTS "FRANK" "Addictive"                      10 ANGIE STONE "Wier"                      OUTKAST "Land"                      MULTI "Lookin'"</p>	<p><b>WRZB/Louisville, KY *</b>                      PD: Mark Gunn                      MD: Gerald Harison                      ENINEM "Me"                      WILL SMITH "Suits"                      TWEET "Get"                      KEKE WYATT "Wanna"</p>	<p><b>WQWB/Louisville, KY *</b>                      PD: Mark Gunn                      MD: Gerald Harison                      ENINEM "Me"                      WILL SMITH "Suits"                      TWEET "Get"                      KEKE WYATT "Wanna"</p>	<p><b>WQUE&gt;New Orleans, LA *</b>                      DM/PO: Marvin Hamston                      APD/MD: Angela Watson                      No Adds</p>	<p><b>WDCX/Rochester, NY *</b>                      PD: Andre Marcel                      MD: Kaia O'Neal                      DEELO "Grown"                      GLENN LEWIS "Far"                      SCARFACE "Guess"                      WILL SMITH "Suits"</p>	<p><b>WTMP/Tampa, FL</b>                      Interim PD: Big Money Ced                      Interim MD: Erq Storm                      28 SNOOP DOGG "Undercova"</p>
<p><b>WHTA/Atlanta, GA *</b>                      PD: Jerry Smokin' B                      APD: Ryan Cameron                      MD: Ramona Debraux                      ENINEM "Me"</p>	<p><b>WWWZ/Charleston, SC *</b>                      DM/PO: Terry Base                      MD: Ron Spitzackville                      9 ENINEM "Me"                      8 SCARFACE "Guess"                      6 OUTKAST "Land"                      4 CLIPSE "Grindin'"                      2 MESHILL NDEGECELLO "Pocketbook"                      1 STYLES &amp; MONCH "Life"                      1 WILL SMITH "Suits"                      1 WYCLEF JEAN "Wrongs"                      BLACK COREY "Hard"                      SNOOP DOGG "Undercova"</p>	<p><b>WVDE/Atlanta, GA *</b>                      PD: Tony Brown                      MD: Tasha Love                      6 NELLY "Hot"</p>	<p><b>WJUN/Dothan, AL</b>                      PD/MD: Tony Black                      12 NELLY "Hot"                      12 TRUTH HURTS "FRANK" "Addictive"                      10 ANGIE STONE "Wier"                      OUTKAST "Land"                      MULTI "Lookin'"</p>	<p><b>WRZB/Louisville, KY *</b>                      PD: Mark Gunn                      MD: Gerald Harison                      ENINEM "Me"                      WILL SMITH "Suits"                      TWEET "Get"                      KEKE WYATT "Wanna"</p>	<p><b>WQWB/Louisville, KY *</b>                      PD: Mark Gunn                      MD: Gerald Harison                      ENINEM "Me"                      WILL SMITH "Suits"                      TWEET "Get"                      KEKE WYATT "Wanna"</p>	<p><b>WQUE/New Orleans, LA *</b>                      DM/PO: Marvin Hamston                      APD/MD: Angela Watson                      No Adds</p>	<p><b>WDCX/Rochester, NY *</b>                      PD: Andre Marcel                      MD: Kaia O'Neal                      DEELO "Grown"                      GLENN LEWIS "Far"                      SCARFACE "Guess"                      WILL SMITH "Suits"</p>	<p><b>WTMP/Tampa, FL</b>                      Interim PD: Big Money Ced                      Interim MD: Erq Storm                      28 SNOOP DOGG "Undercova"</p>
<p><b>WVVE/Atlanta, GA *</b>                      PD: Tony Brown                      MD: Tasha Love                      6 NELLY "Hot"</p>	<p><b>WVDE/Atlanta, GA *</b>                      PD: Tony Brown                      MD: Tasha Love                      6 NELLY "Hot"</p>	<p><b>WVVE/Atlanta, GA *</b>                      PD: Tony Brown                      MD: Tasha Love                      6 NELLY "Hot"</p>	<p><b>WVDE/Atlanta, GA *</b>                      PD: Tony Brown                      MD: Tasha Love                      6 NELLY "Hot"</p>	<p><b>WVDE/Atlanta, GA *</b>                      PD: Tony Brown                      MD: Tasha Love                      6 NELLY "Hot"</p>	<p><b>WVDE/Atlanta, GA *</b>                      PD: Tony Brown                      MD: Tasha Love                      6 NELLY "Hot"</p>	<p><b>WVDE/Atlanta, GA *</b>                      PD: Tony Brown                      MD: Tasha Love                      6 NELLY "Hot"</p>	<p><b>WVDE/Atlanta, GA *</b>                      PD: Tony Brown                      MD: Tasha Love                      6 NELLY "Hot"</p>	<p><b>WVDE/Atlanta, GA *</b>                      PD: Tony Brown                      MD: Tasha Love                      6 NELLY "Hot"</p>

### Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
MR. CHEEKS Lights, Camera, Action (Universal)	787
KEKE WYATT Nothing In This World (MCA)	743
JERMAINE DUPRI F/LUACRIS Welcome To Atlanta (So So Def/Columbia)	602
JA RULE F/ASHANTI Always On Time (Murder Inc./Def Jam/IDJMG)	547
AALIYAH Rock The Boat (BlackGround)	526
GLENN LEWIS Don't You Forget It (Epic)	472
MYSTIKAL Bouncin' Back (Bumpin' Me...) (Jive)	402
MICHAEL JACKSON Butterflies (Epic)	395
USHER U Got It Bad (LaFace/Arista)	391
FAT JOE We Thuggin' (Terror Squad/Atlantic)	347
MISSY "MISDEMEANOR" ELLIOTT Take Away (Gold Mind/EastWes/VEEG)	336
GINUWINE Differences (Epic)	333
JAGGED EDGE Where The Party At (So So Def/Columbia)	300
MARY J. BLIGE Family Affair (MCA)	297
LUDACRIS Roll Out (My Business) (Def Jam South/IDJMG)	282
ALICIA KEYS A Woman's Worth (J)	271
OUTKAST The Whole World (LaFace/Arista)	266
112 Peaches & Cream (Bad Boy/Arista)	254
MARY J. BLIGE No More Drama (MCA)	241
FABOLOUS Young'n (Holla Back) (Desert Storm/Elektra/EEG)	216
JENNIFER LOPEZ I'm Real (Epic)	193

### Indicator

#### Most Added

OUTKAST Land Of A Million Drums (Lava/Atlantic)
CLIPSE Grindin' (Star Trak/Arista)
SNOOP DOGG Undercova Funk (Give Up...) (Hollywood)
NELLY Hot In Herre (Fo' Reel/Universal)
RL Good Man (J)
JERZEE MONET Most High (DreamWorks)
AZ Take It Off (Motown)
ME'SHELL NDEGECELLO Pocketbook (Maverick/WB)
WILL SMITH Black Suits Comin' (Nod Ya...) (Columbia)
TRUTH HURTS F/RAKIM Addictive (Aftermath/Interscope)
RUFF ENOZ Someone To Love You (Epic)
DJ QUIK Trouble (Bungalo)
ALICIA KEYS How Come You Don't Call Me (J)
ANGIE STONE Wish I Didn't Miss You (J)
MARIO Just A Friend (J)
LOVHERA How It's Gonna Be (Def Soul/IDJMG)
SHARISSA No Half Steppin' (Motown)
AMERIE Why Don't We Fall In Love (Rise/Columbia)
CHOOBAKKA Big Daddy Money (Big Daddy)
ARCHIE We Ready (Independent)

## ON THE RECORD

With **Stan Branson**  
MD, WJMI & WKXI/Jackson, MS



The funny thing is, the top songs on both the Urban station and the Urban AC station are about relationships. On 'KXI, Ann Nesby's "Put It on Paper" is what our listeners are declaring, while on 'JMI, the younger end are agreeing with Usher — "U Don't Have to Call." • Of course, our listeners love the "Dirty South" feel of such artists as Nappy Roots ("Awnaw") and Big Tymers ("Still Fly"), but the song that has

made a really big impression on them is by Avant! Talk about waking up and smelling the coffee, his song "Makin' Good Love" stayed at the low 30s for a bit, but by last week the spins almost doubled. • BlackGround's The Hampsons are making a strong impression on their first time out. Their first single, "My Jacket," is getting a good reception from our audience. Boyz II Men's "Color of Love" is beginning to catch on, and two acts from back in the day that are performing well in this day are The Dramatics with "Looks Like Rain" and the Manhattans with "Even Now." • Keke Wyatt's "I Don't Wanna" is a song to look out for. She did a great job with Avant on "My First Love" and held her own on her debut single, "Nothing in This World," also with Avant.

**W**ake room: Three new acts chart this week. Joining the chart at 48\* is DreamWorks artist **Jerzee Monet** with her debut single, "Most High"; Ludacris' "Move B\*\*\*h" (Def Jam South/IDJMG) claims the 47\* spot; and Eminem's "Without Me" (Shady/Aftermath/Interscope) comes in at 43\* ... The adorable teen quartet **B2K** are climbing the chart with their second single, "Gots ta Be" (Epic). The ballad moves 11-10\* this week ... Speaking of teens, J's Mario slides into the 44\* position with his single "Just a Friend" ... Hmm, three of Urban's top 10 songs have to do with mental conditions: Still at No. 1 is Ashanti's "Foolish" (Murder Inc./Def Jam/IDJMG); hailing from the IDJMG camp by way of Def Soul is Musiq with "Halfcrazy," which moves 4-3\*; and Truth Hurts' "Addictive" bolts 17-9\*. The Aftermath/Interscope "Addictive" also gains 410 plays, placing it at the top of the Most Increased list ... The mature side welcomes Dave Hollister to the chart with "Keep Lovin' You" (MCA), which debuts at 30\*. Taking a trip back to insanity, Musiq's "Halfcrazy" gains the most airplay at Urban AC. A +77 puts that talented artist at the top of the M.I.P. list, with Ashanti's "Foolish" (20-17\*) right behind him with a +75. On her heels with +74 are Maxwell's "Lifetime" (Columbia), which goes 10-8\*, and Joe's "What If a Woman" (Jive), which moves up five 5-2\*.

## Urban ON THE RADIO

— Tanya O'Quinn, Assistant Editor

# P H U N D A M E N T A L L Y phat

ARTIST: Amerie

LABEL: Rise/Columbia

By TANYA O'QUINN / ASSISTANT EDITOR



Amerie

**G**ive me a shout-out," says Columbia West Coast rep James White. "Excuse me?" I reply. White obviously feels like he deserves some recognition for sending me the Amerie (pronounced *a-marie*) single. I think he should put the top back on the White-Out when he's done using it — the fumes are getting to him. Recently, he brought Amerie, his label's newest star, by the office. When I met this beautiful, polite and very personable lady, I realized to whom God gave my personality. During the party for her at a Beverly Hills club, cuts from her forthcoming CD, *All I Have*, were played, and that's when I realized the undeniable reason why she was signed to Rise/Columbia: Amerie is not just a pretty face and a gleaming spirit — this young lady can sing!

Part Korean and part African American, Amerie has an exotic, sensual look, yet she exudes warmth, sensitivity and humility. The 22-year-old graduate of Georgetown University (she has a degree in English and fine arts) is driven by her love of music. With her mother being a painter, singer and classical pianist, Amerie was exposed to the arts early. She gravitated toward singing. "I always knew I was going to sing," she says. After she graduated from high school, Amerie's family moved from Alaska to the East Coast. Though her singing career wasn't the reason for the relocation, she says, "Being in DC offered me more opportunities for singing and meeting other musicians."

A friend introduced her to producer Rich Harrison, whose production skills had already impressed heavyweights Jeff Burroughs and Darryl Williams of Rise Entertainment and Edwin Holmes of EHM. Amerie and Harrison realized that they not only had common goals, but great creative chemistry as well. "We would sit and brainstorm, and it just flowed from

there," Amerie says. Within months their collaborative effort made its way to Columbia Records. Amerie was offered a deal and soon began working on her own joint in addition to lending her vocals to the efforts of labelmates Nas and Royce Da 5'9. "Writing on those songs, along with recording them, was a great experience for me," she says. "It really felt good to work with such respected artists."

The first single from *All I Have*, "Why Don't We Fall in Love," is an uptempo ballad. With a soft yet strong voice, Amerie sings of two people who are obviously connected to one another and who should take their relationship to the next level. Also included is the jazzy ballad "Nothin' Like Loving You," the emotionally unyielding "I Just Died" and the telepathic "Talkin' to Me." "Talkin' to Me" is an infectious song about the chemistry you have with someone without even speaking," Amerie says.

This album is not all that Amerie has to give; it is simply a melodically rhythmic and vocally tantalizing presentation of what she is willing to give to us for now. This young lady has a creative vault filled with treasure for the music industry to enjoy. Look for her to be around for a while.

## Urban AC Reporters

Stations and their adds listed alphabetically by market

<b>WALR/Atlanta, GA *</b> OM: Tricia Charmont PD: Ron Davis No Adds	<b>WVAZ/Chicago, IL *</b> PD: Eloy Smith APD: Armando Rivera 5 ASHANTI "Foolish" RL "Man"	<b>WMXD/Detroit, MI *</b> PD: Janet G. APD: Onell Stevens MD: Sheila Little BLACK COFFEY "Hard"	<b>WKXI/Jackson, MS *</b> PD/MD: Stan Branson No Adds	<b>KJMS/Memphis, TN *</b> PD: Nate Bell MD: Eileen Nathaniel No Adds	<b>WRKS/New York, NY *</b> PD: Tony Beasley MD: Julie Gustines No Adds	<b>WVBE/Roanoke-Lynchburg, VA *</b> PD: Walt Ford ABENAA "Rain" COOLY'S HOT BOX "Alright" VICTOR FIELDS "Walk" B2K "Love"	<b>WIMK/Toledo, OH *</b> OM/MD: Roddy Love MD: Denise Brooks 1 DJ ROGERS JR. "Lonely" B2K "Gots" MAURICE J. "Hatin'"
<b>WVPP/Baltimore, MD *</b> VP/Prog.: Kathy Brown PD: Tim Watts MD: Keith Fisher 5 ANGIE STONE "Wish" 2 REMY SHAND "Message"	<b>WZAK/Cleveland, OH *</b> PD: Kim Johnson 15 ANGIE STONE "Wish"	<b>WUKS/Fayetteville, NC *</b> PD: Rod Gaines APD: Garrett Davis MD: Calvin Peet No Adds	<b>WSDL/Jacksonville, FL *</b> PD: Aaron Maxwell APD/MD: K.J. 5 JOE "Woman"	<b>WHQT/Miami, FL *</b> PD: Derrick Brown APD/MD: Karen Vaughn No Adds	<b>WSWY/Norfolk, VA *</b> PD/MD: Michael Mauzone No Adds	<b>KMJS/St. Louis, MO *</b> MD: Brian Anthony 11 MUSIQ "Halfcrazy" 5 SIR CHARLES JONES "Lonely"	<b>WHUR/Washington, DC *</b> PD/MD: David A. Dickson VICTOR FIELDS "Walk" REGINA BELLE "Now"
<b>KQKL/Baton Rouge, LA *</b> OM: James Alexander PD/MD: Mya Vernon B2K "Gots"	<b>WLXC/Columbia, SC *</b> Int. PD: Doug Williams MD: Trey Taylor No Adds	<b>WFLM/Ft. Pierce, FL *</b> PD/MD: Michael James ABENAA "Rain" B2K "Gots" COOLY'S HOT BOX "Alright" VICTOR FIELDS "Walk"	<b>KOKY/Little Rock, AR *</b> PD: Mark Dylan MD: Jamal Doolies 3 VICTOR FIELDS "Walk" ABENAA "Rain" B2K "Gots" COOLY'S HOT BOX "Alright"	<b>WJMR/Milwaukee-Racine, WI *</b> PD/MD: LaTré Jones 1 YOLANDA ADAMS "Batti" B2K "Gots" TYRESE "Gonna"	<b>WVWL/Norfolk, VA *</b> PD/MD: DC No Adds	<b>WVLM/Savannah, GA</b> PD: Gary Young No Adds	<b>WMMJ/Washington, DC *</b> VP/Prog./PD: Kathy Brown MD: Mike Chase AMD: James Pair 10 ANGIE STONE "Wish" 4 ASHANTI "Foolish" ALICIA KEYS "Come"
<b>WBHK/Birmingham, AL *</b> PD: Jay Dixon MD: Darryl Johnson No Adds	<b>WAGH/Columbus, GA</b> PD: Rasheda MD: Ed Lewis VICTOR FIELDS "Walk" YOLANDA ADAMS "Batti" COOLY'S HOT BOX "Alright"	<b>WQMG/Greensboro, NC *</b> PD: Anin Stover 4 BLESSED "Mercy" JAGUAR WRIGHT "Ifs"	<b>KHHT/Los Angeles, CA *</b> PD: Michelle Santosusso 47 P. DIDDY... "Need" 17 AVANT "Makin'" 7 RL "Man"	<b>WYBC/New Haven, CT *</b> OM: Wayne Schmidt PD: Juan Castillo APD: Steven Richardson MD: Doc P. No Adds	<b>WDFB/Oriando, FL *</b> PD: Steve Harbrook MD: Joe Davis No Adds	<b>WVLA/Philadelphia, PA *</b> Sln. Mgr./PD: Joe Tamburro MD: Joann Gamble No Adds	<b>WFXC/Raleigh-Durham, NC *</b> OM/MD: Cy Young APD/MD: Jodi Berry 6 ANGIE STONE "Wish" 1 ANI NESBY "Ial Green "Paper"
<b>WMGL/Charleston, SC *</b> PD: Terry Base APD/MD: Belinda Parker ABENAA "Rain" VICTOR FIELDS "Walk"	<b>WOMK/Detroit, MI *</b> VP/Prog.: Lance Patton OM/MD: Monica Starr APD: Benita "Lady B" Gray MD: Sunny Anderson ANGIE STONE "Wish"	<b>WTLC/Indianapolis, IN *</b> OM/MD: Brian Wallace MD: Garm Adams 5 ANGIE STONE "Wish" 2 MUSIQ "Halfcrazy"	<b>KJLH/Los Angeles, CA *</b> PD/MD: Cliff Winston 5 RUFF "Find" Someone" 2 JAHENI "Anytime"	<b>WYLD/New Orleans, LA *</b> OM/MD: Marlon Hanston APD/MD: Aaron "A.J." Appleber No Adds	<b>WVLS/Richmond, VA *</b> PD/MD: Kevin Kafaz 6 ANGIE STONE "Wish"	<p>* Monitored Reporters                      45 Total Reporters                      40 Total Monitored                      5 Total Indicator</p>	

# R&R Urban AC Top 30



May 17, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	LUTHER VANDROSS I'd Rather (J)	868	-41	150119	17	39/0
5	2	JOE What If A Woman (Jive)	739	+74	120553	10	30/1
2	3	ANN NESBY F/AL GREEN Put It On Paper (Universal)	708	-64	101119	17	29/1
6	4	JAHEIM Anything (Divine Mill/WB)	706	+44	109688	22	22/1
4	5	ANGIE STONE Wish I Didn't Miss You (J)	692	+24	105969	10	38/8
3	6	MAXWELL This Woman's Work (Columbia)	664	-99	96260	17	38/0
7	7	FAITH EVANS I Love You (Bad Boy/Arista)	650	-1	128235	18	27/0
10	8	MAXWELL Lifetime (Columbia)	643	+74	126558	45	36/0
8	9	GLENN LEWIS Don't You Forget It (Epic)	610	-20	103286	27	34/0
9	10	REMY SHAND Take A Message (Motown)	598	-22	92409	15	36/1
12	11	MUSIQ Halfcrazy (Def Soul/IDJMG)	580	+77	84238	8	33/2
11	12	GERALD LEVERT What Makes It Good To You... (EastWest/EEG)	452	-92	65267	18	36/0
13	13	MICHAEL JACKSON Butterflies (Epic)	415	-75	66181	31	33/0
15	14	BOYZ II MEN The Color Of Love (Arista)	412	+22	67939	5	29/0
16	15	RUFF ENOZ Someone To Love You (Epic)	383	-6	72751	9	18/1
14	16	BRIAN MCKNIGHT What's It Gonna Be (Motown)	380	-22	46594	12	31/0
20	17	ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	372	+75	97721	6	11/2
17	18	ALICIA KEYS How Come You Don't Call Me (J)	365	-6	51716	9	26/1
19	19	DONELL JONES You Know That I Love You (Untouchables/Arista)	349	+50	61893	8	26/0
21	20	YOLANDA ADAMS I'm Gonna Be Ready (Elektra/EEG)	329	+37	49569	3	29/0
18	21	REGINA BELLE From Now On (Peak)	307	-2	37708	7	26/0
24	22	USHER U Don't Have To Call (LaFace/Arista)	234	+23	60707	5	5/0
22	23	JAGUAR WRIGHT The What If's (MCA)	222	-2	25547	4	19/1
23	24	AVANT Makin' Good Love (Magic Johnson/MCA)	203	-11	32995	8	13/2
25	25	WILL DOWNING Cool Water (GRP/VMG)	202	0	25452	6	17/0
28	26	YOLANDA ADAMS The Battle Is The Lords (Verity)	201	+42	44117	4	17/1
26	27	RAPHAEL SAADIQ F/D'ANGELO Be Here (Pookie/Universal)	197	-2	22149	8	17/0
27	28	LATHUN Fortunate (Motown)	157	-12	20829	11	15/0
29	29	SIR CHARLES JONES Is There Anybody Lonely... (Independent)	150	+1	8959	3	11/1
<b>Debut</b>	30	DAVE HOLLISTER Keep Lovin' You (MCA)	135	+67	20120	1	14/0

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 5/5/02-5/11/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## New & Active

**RL Good Man (J)**  
Total Plays: 133, Total Stations: 19, Adds: 2

**DJ ROGERS JR. Lonely Girl (Motown)**  
Total Plays: 102, Total Stations: 17, Adds: 1

**BLESSED Your Mercy (Ultimate)**  
Total Plays: 101, Total Stations: 7, Adds: 1

**KIRK WHALUM Can't Stop The Rain (Warner Bros.)**  
Total Plays: 80, Total Stations: 8, Adds: 0

**RICK BRAUN Your World (Warner Bros.)**  
Total Plays: 71, Total Stations: 7, Adds: 0

**PHIL PERRY I Can't Wait (Til Morning...) (Peak)**  
Total Plays: 70, Total Stations: 5, Adds: 0

**TONY TERRY In The Shower (Golden Boy)**  
Total Plays: 64, Total Stations: 10, Adds: 0

**KEKE WYATT I Don't Wanna (MCA)**  
Total Plays: 62, Total Stations: 7, Adds: 0

**JILL SCOTT Gimme (Hidden Beach/Epic)**  
Total Plays: 57, Total Stations: 4, Adds: 0

**MAURICE J Hatin' On Us (Phoenix/Orpheus)**  
Total Plays: 36, Total Stations: 5, Adds: 1

Songs ranked by total plays

## Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
ANGIE STONE Wish I Didn't Miss You (J)	8
B2K Gots Ta Be (Epic)	5
VICTOR FIELDS Walk On By (Regina)	5
ABENAA Rain (Nkunim)	4
COOLY'S HOT BOX It's Alright (Higher Octave)	4
MUSIQ Halfcrazy (Def Soul/IDJMG)	2
RL Good Man (J)	2
AVANT Makin' Good Love (Magic Johnson/MCA)	2
ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MUSIQ Halfcrazy (Def Soul/IDJMG)	+77
ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	+75
MAXWELL Lifetime (Columbia)	+74
JOE What If A Woman (Jive)	+74
DAVE HOLLISTER Keep Lovin' You (MCA)	+67
MUSIQ Just Friends (Sunny) (Def Soul/IDJMG)	+59
RL Good Man (J)	+56
B2K Uh Huh (Epic)	+54
DONELL JONES You Know That... (Untouchables/Arista)	+50
JAHEIM Anything (Divine Mill/WB)	+44

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
ALICIA KEYS A Woman's Worth (J)	397
LUTHER VANDROSS Take You Out (J)	391
ANGIE STONE Brotha (J)	354
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## Record Reps: Phone, Fax And E-Mail

Our annual guide to Country radio promotion departments

It's been more than a year since we last ran a compilation of country labels' promo staffs and how to reach them. A lot can change in a year, as evidenced by the additions to — and deletions from — the list of Country labels. As a public service, here's an updated version. (Editor's note: An explanation of some of the abbreviations: "ND" is National Director; "FD" is Field Director; "C" is Central; "MA" is Mid-Atlantic; "MC" is Mid-Central; "MS" is Mid-South; "MW" is Midwest; "NC" is North-Central; "Reg." is Regional; "P" is Pacific; and "Sec." is Secondary.)



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# R&R Country Top 50

May 17, 2002

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	POINTS	TOTAL PLAYS	PLAYS	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	ALAN JACKSON Drive (For Daddy Gene) (Arista)	17221	+397	6013	+122	17	150/0
3	2	STEVE AZAR I Don't Have To Be (Till...) (Mercury)	15803	+632	5603	+175	31	147/0
4	3	TOMMY SHANE STEINER What If She's An Angel (RCA)	15269	+268	5595	+143	21	148/0
5	4	GEORGE STRAIT Living And Living Well (MCA)	15201	+1263	5254	+412	14	150/0
2	5	TOBY KEITH My List (DreamWorks)	15066	-1567	5265	-616	19	149/0
6	6	EMERSON DRIVE I Should Be Sleeping (DreamWorks)	13074	+1150	4732	+440	25	149/0
10	7	BRAD PAISLEY I'm Gonna Miss Her (Fishin') (Arista)	12399	+1460	4345	+483	12	150/1
9	8	TRAVIS TRITT Modern Day Bonnie And Clyde (Columbia)	11256	+152	4194	+25	19	150/0
11	9	CAROLYN DAWN JOHNSON I Don't Want You To Go (Arista)	9889	+915	3673	+284	21	144/0
12	10	LONESTAR Not A Day Goes By (BNA)	9686	+1171	3678	+463	17	144/0
13	11	GARY ALLAN The One (MCA)	9223	+911	3199	+281	18	144/2
14	12	KELLIE COFFEY When You Lie Next To Me (BNA)	8389	+410	3086	+152	20	141/0
19	13	BROOKS & DUNN My Heart Is Lost To You (Arista)	7818	+1139	2759	+462	7	143/7
17	14	TRICK PONY Just What I Do (H2E/WB)	7567	+384	2985	+184	18	146/3
15	15	TAMMY COCHRAN I Cry (Epic)	7441	-26	2890	-24	24	135/0
20	16	DARRYL WORLEY I Miss My Friend (DreamWorks)	7134	+820	2561	+318	10	142/5
21	17	ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	6655	+564	2535	+217	17	146/1
18	18	W. NELSON/LEE ANN WOMACK Mendocino... (Lost Highway/Mercury)	6480	-274	2418	-79	19	138/0
22	19	TRACE ADKINS Help Me Understand (Capitol)	5666	+490	2175	+189	13	135/3
24	20	SARA EVANS I Keep Looking (RCA)	4738	+528	1841	+165	11	127/2
25	21	BRAD MARTIN Before I Knew Better (Epic)	4088	+446	1647	+178	15	125/3
28	22	MARK CHESNUTT She Was (Columbia)	3961	+819	1413	+294	16	111/7
26	23	TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	3938	+538	1386	+181	7	116/20
27	24	SHANNON LAWSON Goodbye On A Bad Day (MCA)	3761	+534	1483	+192	15	118/2
29	25	BLAKE SHELTON Ol' Red (Warner Bros.)	3645	+839	1343	+276	8	98/9
<b>Breaker</b>	26	KENNY CHESNEY The Good Stuff (BNA)	3352	+1687	1151	+574	4	120/36
30	27	JOE NICHOLS The Impossible (Universal South)	3303	+526	1178	+128	9	102/11
31	28	DIAMONO RIO Beautiful Mess (Arista)	2791	+422	952	+133	5	87/8
23	29	SHEAISIS Get Over Yourself (Lyric Street)	2701	-1778	1061	-654	12	118/0
33	30	PINMONKEY Barbed Wire And Roses (BNA)	2436	+365	795	+127	7	82/5
34	31	LITTLE BIG TOWN Don't Waste My Time (Monument)	2273	+343	882	+123	11	94/2
<b>Debut</b>	32	TOBY KEITH Courtesy Of The Red, White... (DreamWorks)	2235	+2235	599	+599	1	49/49
32	33	BRETT JAMES Chasin' Amy (Arista)	2116	-8	881	+5	8	91/1
41	34	PHIL VASSAR American Child (Arista)	2005	+612	660	+231	4	79/17
<b>Breaker</b>	35	CYNDI THOMSON I'm Gone (Capitol)	1865	+217	750	+73	5	91/6
38	36	MARTINA MCBRIDE Where Would You Be (RCA)	1722	+363	740	+179	3	85/10
37	37	HOMETOWN NEWS Minivan (VFR)	1556	+10	621	+4	10	61/3
40	38	ANTHONY SMITH If That Ain't Country (Mercury)	1434	+40	614	+6	5	67/11
42	39	SIXWIRE Look At Me Now (Warner Bros.)	1349	+225	492	+79	4	67/14
44	40	MARIE SISTERS Real Bad Mood (Republic)	1241	+269	393	+46	4	45/3
43	41	KENNY ROGERS Harder Cards (Dreamcatcher)	1209	+74	401	+19	7	39/2
46	42	JO DEE MESSINA Dare To Dream (Curb)	1204	+293	502	+122	2	68/18
48	43	CHRIS CAGLE Country By The Grace Of God (Capitol)	1135	+392	425	+155	3	51/16
49	44	MARCEL Country Rock Star (Mercury)	1016	+279	276	+65	2	33/6
47	45	CLARK FAMILY EXPERIENCE Going Away (Curb)	929	+150	348	+29	3	58/2
<b>Debut</b>	46	REBECCA LYNN HOWARD Forgive (MCA)	683	+183	269	+88	1	43/12
39	47	JAMIE O'NEAL Frantic (Mercury)	680	-657	278	-261	11	55/0
<b>Debut</b>	48	AARON TIPPIN I'll Take Love Over Money (Lyric Street)	630	+35	301	+37	3	34/4
<b>Debut</b>	49	SHEDAISI Mine All Mine (Lyric Street)	629	+622	219	+217	1	34/29
<b>Debut</b>	50	ROONEY ATKINS Sing Along (Curb)	618	+318	209	+108	1	37/25

150 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 5/5/02-5/11/02. Bullets appear on songs gaining in points or remaining flat from previous week. If two songs are tied in total points, the song with the larger increase in points is placed first. Songs below No. 1 and down in points for three consecutive weeks are moved to recurrent. 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 lists the songs with the greatest week-to-week increases in total points. Breaker status is awarded to songs reported by 60% of the panel for the first time. Station Weight = AQH Persons \* (Market rank X 10) divided by 4180. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
TOBY KEITH Courtesy Of The Red, White... (DreamWorks)	49
KENNY CHESNEY The Good Stuff (BNA)	36
SHEDAISI Mine All Mine (Lyric Street)	29
RODNEY ATKINS Sing Along (Curb)	25
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	20
JO DEE MESSINA Dare To Dream (Curb)	18
PHIL VASSAR American Child (Arista)	17
CHRIS CAGLE Country By The Grace Of God (Capitol)	16
SIXWIRE Look At Me Now (Warner Bros.)	14
REBECCA LYNN HOWARD Forgive (MCA)	12

## Most Increased Points

ARTIST TITLE LABEL(S)	POINT INCREASE
TOBY KEITH Courtesy Of The Red... (DreamWorks)	+2235
KENNY CHESNEY The Good Stuff (BNA)	+1687
BRAD PAISLEY I'm Gonna Miss Her (Fishin') (Arista)	+1460
GEORGE STRAIT Living And Living Well (MCA)	+1263
LONESTAR Not A Day Goes By (BNA)	+1171
EMERSON DRIVE I Should Be Sleeping (DreamWorks)	+1150
BROOKS & DUNN My Heart Is Lost To You (Arista)	+1139
CAROLYN DAWN JOHNSON I Don't Want ... (Arista)	+915
GARY ALLAN The One (MCA)	+911
BLAKE SHELTON Ol' Red (Warner Bros.)	+839

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TOBY KEITH Courtesy Of The Red, White... (DreamWorks)	+599
KENNY CHESNEY The Good Stuff (BNA)	+574
BRAD PAISLEY I'm Gonna Miss Her (Fishin') (Arista)	+483
LONESTAR Not A Day Goes By (BNA)	+463
BROOKS & DUNN My Heart Is Lost To You (Arista)	+462
EMERSON DRIVE I Should Be Sleeping (DreamWorks)	+440
GEORGE STRAIT Living And Living Well (MCA)	+412
DARRYL WORLEY I Miss My Friend (DreamWorks)	+318
MARK CHESNUTT She Was (Columbia)	+294
CAROLYN DAWN JOHNSON I Don't Want... (Arista)	+284

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**KENNY CHESNEY**  
The Good Stuff (BNA)  
36 Adds • Moves 36-26

**CYNDI THOMSON**  
I'm Gone (Capitol)  
6 Adds • Moves 35-35

Songs ranked by total plays

R&R Station Playlists have moved to the web.  
See all of our monitored reporters at  
www.ronline.com.

**MARIE**  
— Sisters —  
R&R 44-40

“Real Bad Mood”

New Airplay This Week:  
KILT WYD WKNN

Already On:

KZLA KSCS KPLX KIKK WQYK WYUU  
KBEQ KFKF KSOP KUBL WSM WIRK  
WGKX KIIM WBCT WCTO WIVK KRST

...and many more!



May 17, 2002

**R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	W/ POINTS	TOTAL PLAYS	W/ PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADS
1	1	ALAN JACKSON Drive (For Daddy Gene) (Arista)	3450	+17	2769	+13	15	73/0
3	2	GEORGE STRAIT Living And Living Well (MCA)	3402	+143	2729	+116	13	74/0
4	3	STEVE AZAR I Don't Have To Be (Till...) (Mercury)	3274	+118	2622	+95	30	72/0
2	4	TOMMY SHANE STEINER What If She's An Angel (RCA)	3239	-93	2608	-65	20	72/0
6	5	EMERSON DRIVE I Should Be Sleeping (DreamWorks)	3182	+173	2529	+124	28	73/0
8	6	BRAD PAISLEY I'm Gonna Miss Her (Fishin') (Arista)	2976	+260	2412	+200	12	73/0
9	7	LONESTAR Not A Day Goes By (BNA)	2838	+182	2295	+148	18	72/0
5	3	TOBY KEITH My List (DreamWorks)	2668	-482	2154	-382	19	71/0
10	8	CAROLYN DAWN JOHNSON I Don't Want You To Go (Arista)	2402	+72	1929	+58	22	70/0
13	10	GARY ALLAN The One (MCA)	2325	+174	1906	+154	18	74/0
11	11	TRICK PONY Just What I Do (H2E/WB)	2313	+43	1870	+34	19	74/0
7	12	TRAVIS TRITT Modern Day Bonnie And Clyde (Columbia)	2263	-453	1820	-392	20	64/1
15	13	DARRYL WORLEY I Miss My Friend (DreamWorks)	2113	+196	1695	+163	8	74/0
17	14	BROOKS & DUNN My Heart Is Lost To You (Arista)	2086	+221	1687	+170	5	74/0
18	15	ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	2015	+156	1649	+136	17	72/1
14	16	TAMMY COCHRAN I Cry (Epic)	2003	-10	1631	-16	23	67/0
19	17	KELLIE COFFEY When You Lie Next To Me (BNA)	1953	+152	1595	+112	21	67/0
21	18	TRACE ADKINS Help Me Understand (Capitol)	1736	+107	1386	+97	14	70/0
22	19	SARA EVANS I Keep Looking (RCA)	1731	+146	1368	+102	12	70/1
20	20	W. NELSON/LEE ANN WOMACK Mendocino... (Lost Highway/Mercury)	1628	-147	1350	-133	16	59/0
24	21	TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	1469	+150	1195	+121	7	70/2
23	22	SHANNON LAWSON Goodbye On A Bad Day (MCA)	1441	+40	1202	+34	16	64/0
26	23	JOE NICHOLS The Impossible (Universal South)	1177	+166	939	+148	8	56/3
27	24	BLAKE SHELTON Ol' Red (Warner Bros.)	1110	+151	895	+104	6	57/4
28	25	BRAD MARTIN Before I Knew Better (Epic)	1054	+144	844	+103	14	53/5
29	26	DIAMOND RIO Beautiful Mess (Arista)	1031	+152	832	+132	5	53/4
34	27	KENNY CHESNEY The Good Stuff (BNA)	1029	+353	855	+293	2	64/14
30	28	MARK CHESNUTT She Was (Columbia)	1014	+144	818	+127	16	55/4
32	29	MARTINA MCBRIDE Where Would You Be (RCA)	909	+209	752	+166	2	57/8
31	30	CYNTHIA THOMSON I'm Gone (Capitol)	857	+95	695	+82	4	56/3
33	31	AARON TIPPIN I'll Take Love Over Money (Lyric Street)	738	+54	553	+42	4	38/2
41	32	JO DEE MESSINA Dare To Dream (Curb)	718	+220	585	+178	2	55/21
39	33	PINMONKEY Barbed Wire And Roses (BNA)	678	+95	578	+84	3	49/6
36	34	ANTHONY SMITH If That Ain't Country (Mercury)	678	+62	559	+48	5	44/2
37	35	BRETT JAMES Chasin' Amy (Arista)	658	+70	552	+63	6	47/2
43	36	PHIL VASSAR American Child (Arista)	658	+301	539	+238	2	53/16
38	37	LITTLE BIG TOWN Don't Waste My Time (Monument)	609	+24	489	+26	10	39/1
40	38	HOMETOWN NEWS Minivan (VFR)	568	+45	476	+34	8	37/3
42	39	CHRIS CAGLE Country By The Grace Of God (Capitol)	533	+126	441	+117	2	38/6
25	40	SHEDAISY Get Over Yourself (Lyric Street)	405	-663	357	-556	11	21/0
45	41	REBECCA LYNN HOWARD Forgive (MCA)	365	+127	329	+108	2	33/7
35	42	JAMIE O'NEAL Frantic (Mercury)	307	-337	243	-285	10	20/0
47	43	SIXWIRE Look At Me Now (Warner Bros.)	306	+100	262	+82	2	26/6
46	44	MARIE SISTERS Real Bad Mood (Republic)	268	+47	215	+33	3	17/1
Debut	45	MARCEL Country Rock Star (Mercury)	231	+139	192	+107	1	22/12
Debut	46	J. MICHAEL HARTER Hard Call To Make (Broken Bow)	208	+85	178	+74	1	20/4
50	47	KENNY ROGERS Harder Cards (Dreamcatcher)	193	+35	141	+30	2	11/2
Debut	48	TOBY KEITH Courtesy Of The Red, White... (DreamWorks)	166	+166	120	+120	1	20/20
Debut	49	RHETT AKINS Highway Sunrise (Audium)	166	+36	139	+27	1	13/1
48	50	EARL THOMAS CONLEY Love's The Only Voice (I'm...) (Sunbird)	149	-30	111	-20	12	8/0

74 Country Indicator reports. Songs ranked by total plays for the airplay week of Sunday 5/5-Saturday 5/11.

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**Most Added**

ARTIST TITLE LABEL(S)	ADDS
JO DEE MESSINA Dare To Dream (Curb)	21
TOBY KEITH Courtesy Of The Red... (DreamWorks)	20
PHIL VASSAR American Child (Arista)	16
SHEDAISY Mine All Mine (Lyric Street)	16
KENNY CHESNEY The Good Stuff (BNA)	14
MARCEL Country Rock Star (Mercury)	12
MARTINA MCBRIDE Where Would You Be (RCA)	8
REBECCA LYNN HOWARD Forgive (MCA)	7
PINMONKEY Barbed Wire And Roses (BNA)	6
CHRIS CAGLE Country By The Grace Of God (Capitol)	6
SIXWIRE Look At Me Now (Warner Bros.)	6
RODNEY ATKINS Sing Along (Curb)	6
BRAD MARTIN Before I Knew Better (Epic)	5
BLAKE SHELTON Ol' Red (Warner Bros.)	4
MARK CHESNUTT She Was (Columbia)	4
DIAMOND RIO Beautiful Mess (Arista)	4
J. MICHAEL HARTER Hard Call To Make (Broken Bow)	4
JEFFREY STEELE She's Good To Go (Monument)	4
JOE NICHOLS The Impossible (Universal South)	3
CYNTHIA THOMSON I'm Gone (Capitol)	3

**Most Increased Points**

ARTIST TITLE LABEL(S)	POINT INCREASE
KENNY CHESNEY The Good Stuff (BNA)	+353
PHIL VASSAR American Child (Arista)	+301
BRAD PAISLEY I'm Gonna Miss Her (Fishin') (Arista)	+260
BROOKS & DUNN My Heart Is Lost To You (Arista)	+221
JO DEE MESSINA Dare To Dream (Curb)	+220
MARTINA MCBRIDE Where Would You Be (RCA)	+209
DARRYL WORLEY I Miss My Friend (DreamWorks)	+196
LONESTAR Not A Day Goes By (BNA)	+182
GARY ALLAN The One (MCA)	+174
EMERSON DRIVE I Should Be Sleeping (DreamWorks)	+173

**Most Increased Plays**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
KENNY CHESNEY The Good Stuff (BNA)	+293
PHIL VASSAR American Child (Arista)	+238
BRAD PAISLEY I'm Gonna Miss Her (Fishin') (Arista)	+200
JO DEE MESSINA Dare To Dream (Curb)	+178
BROOKS & DUNN My Heart Is Lost To You (Arista)	+170
MARTINA MCBRIDE Where Would You Be (RCA)	+166
DARRYL WORLEY I Miss My Friend (DreamWorks)	+163
GARY ALLAN The One (MCA)	+154
LONESTAR Not A Day Goes By (BNA)	+148
JOE NICHOLS The Impossible (Universal South)	+148
ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	+136
DIAMOND RIO Beautiful Mess (Arista)	+132
MARK CHESNUTT She Was (Columbia)	+127
EMERSON DRIVE I Should Be Sleeping (DreamWorks)	+124
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	+121
TOBY KEITH Courtesy Of The Red... (DreamWorks)	+120
CHRIS CAGLE Country By The Grace Of God (Capitol)	+117
GEORGE STRAIT Living And Living Well (MCA)	+116
KELLIE COFFEY When You Lie Next To Me (BNA)	+112
REBECCA LYNN HOWARD Forgive (MCA)	+108

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# R&R Bullseye Country Callout

**EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES May 17, 2002**

BULLSEYE® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of April 15-21.

**Bullseye  
CALLOUT™**

**Password of the Week: Thorpe**  
**Question of the Week:** This week focuses on Internet radio listening and listener web site visits. We asked respondents three main questions:

1. Have you ever listened to a Country radio station on the Internet?
2. Have you ever visited your favorite country singer/artist's website?
3. Have you ever called a radio station disc jockey and requested a song?

(Note: this is phase two, bringing the total sample to 400 persons.)

**Total**

- 1: 34%  
2: 30%  
3: 54%

**P1**

- 1: 36%  
2: 31%  
3: 53%

**P2**

- 1: 31%  
2: 29%  
3: 55%

**Male**

- 1: 31%  
2: 29%  
3: 56%

**Female**

- 1: 37%  
2: 31%  
3: 52%

**25-34**

- 1: 44%  
2: 30%  
3: 54%

**35-44**

- 1: 30%  
2: 31%  
3: 52%

**45-54**

- 1: 29%  
2: 28%  
3: 57%

ARTIST Title (Label)	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN
TOBY KEITH My List (DreamWorks)	34.5%	71.5%	19.8%	97.0%	3.3%	2.5%
TOMMY SHANE STEINER What If She's An Angel (RCA)	36.3%	70.8%	24.0%	98.3%	1.3%	2.3%
ALAN JACKSON Drive (For Daddy Gene) (Arista)	42.0%	69.3%	21.8%	98.3%	4.5%	2.8%
STEVE AZAR I Don't Have To Be Me ... (Mercury)	30.5%	68.3%	23.3%	98.8%	4.3%	3.0%
BRAD PAISLEY I'm Gonna Miss Her (Arista)	32.5%	67.5%	23.5%	98.0%	5.3%	1.8%
TRAVIS TRITT Modern Day Bonnie And Clyde (Columbia)	33.0%	66.5%	19.0%	99.8%	8.3%	6.0%
RASCAL FLATTS I'm Movin' On (Lyric Street)	33.8%	66.0%	21.8%	97.3%	5.8%	3.8%
KENNY CHESNEY Young (BNA)	36.5%	65.5%	22.3%	96.3%	4.8%	3.8%
GEORGE STRAIT Living And Living Well (MCA)	32.3%	65.3%	25.0%	94.0%	1.5%	2.3%
LONESTAR Not A Day Goes By (BNA)	32.3%	62.3%	21.8%	94.0%	6.8%	3.3%
EMERSON DRIVE I Should Be Sleeping (DreamWorks)	29.3%	62.3%	24.8%	97.0%	3.3%	6.8%
CAROLYN DAWN JOHNSON I Don't Want You To Go (Arista)	27.0%	62.0%	26.8%	96.8%	5.5%	2.5%
KELLIE COFFEY When You Lie Next To Me (BNA)	28.8%	61.5%	26.8%	93.0%	2.8%	2.0%
TAMMY COCHRAN I Cry (Epic)	24.3%	60.3%	30.3%	96.5%	4.5%	1.5%
TRACE ADKINS Help Me Understand (Capitol)	28.5%	59.3%	25.3%	91.5%	6.0%	1.0%
DARRYL WORLEY I Miss My Friend (DreamWorks)	23.3%	59.3%	23.0%	92.5%	7.3%	3.0%
ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	23.3%	59.3%	24.0%	93.8%	8.8%	1.8%
MARK CHESNUTT She Was (Columbia)	23.8%	58.3%	26.0%	89.5%	2.8%	2.5%
GARY ALLAN The One (MCA)	22.5%	57.5%	30.5%	95.3%	4.8%	2.5%
W. NELSON/LEE ANN WOMACK Mendocino... (Lost Highway/Mercury)	24.3%	56.8%	26.3%	98.5%	13.3%	2.3%
KEVIN DENNEY That's Just Jessie (Lyric Street)	24.0%	56.8%	29.5%	95.3%	5.0%	4.0%
TRICK PONY Just What I Do (Warner Bros.)	23.0%	56.0%	26.5%	91.3%	7.3%	1.5%
BROOKS & DUNN My Heart Is Lost To You (Arista)	18.8%	56.0%	25.5%	87.8%	5.0%	1.3%
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	22.0%	55.0%	23.3%	87.3%	7.8%	1.3%
BLAKE SHELTON Ol' Red (Warner Bros.)	21.0%	54.8%	28.3%	90.3%	6.5%	0.8%
SHANNON LAWSON Goodbye On A Bad Day (MCA)	16.5%	53.5%	30.3%	91.8%	6.8%	1.3%
JOE NICHOLS The Impossible (Universal/South)	17.3%	53.0%	23.8%	86.0%	7.8%	1.5%
SARA EVANS I Keep Looking (RCA)	20.0%	52.5%	30.0%	91.5%	7.3%	1.8%
LITTLE BIG TOWN Don't Waste My Time (Monument)	20.5%	52.3%	26.8%	84.8%	4.3%	1.5%
BRAD MARTIN Before I Knew Better (Epic)	18.5%	50.0%	35.0%	90.8%	4.3%	1.5%
PINMONKEY Barbed Wire And Roses (BNA)	19.8%	47.8%	22.3%	78.3%	6.0%	2.3%
DIAMOND RIO Beautiful Mess (Arista)	15.8%	45.8%	28.3%	83.0%	6.0%	3.0%
CYNDI THOMSON I'm Gone (Capitol)	12.3%	41.8%	31.0%	80.5%	7.0%	0.8%
SHEDAISY Get Over Yourself (Lyric Street)	16.3%	40.5%	20.3%	80.8%	17.8%	2.3%
BRETT JAMES Chasin' Amy (Arista)	12.3%	39.8%	32.3%	79.5%	4.3%	3.3%

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, In Fact It's One Of My Favorites 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... 1/3rd 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. LATAYETA LA., San Antonio. WEST: Portland, OR., Salt Lake City, Fresno, Bakersfield, Spokane, WA., Riverside-San Bernardino, Boise, Denver, Monterey-Salinas. © 2002 R&R Inc. © 2002 Bullseye Marketing Research Inc.

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 America's Best Testing Country Songs 12+  
 For The Week Ending 5/17/02.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn%
TOBY KEITH My List (DreamWorks)	4.38	4.30	98%	25%	4.21	98%	30%
RASCAL FLATTS I'm Movin' On (Lyric Street)	4.23	4.20	98%	30%	4.20	98%	31%
CHRIS CAGLE I Breathe In, I Breathe Out (Capitol)	4.21	4.22	99%	33%	4.18	99%	34%
ALAN JACKSON Drive (For Daddy Gene) (Arista)	4.19	4.30	98%	22%	4.11	97%	24%
KENNY CHESNEY Young (BNA)	4.17	4.17	98%	32%	4.23	98%	29%
GARY ALLAN The One (MCA)	4.14	4.16	89%	13%	4.21	89%	11%
TRACE ADKINS Help Me Understand (Capitol)	4.12	4.17	75%	8%	4.03	71%	7%
MARK CHESNUTT She Was (Columbia)	4.12	-	68%	6%	4.15	65%	5%
DARRYL WORLEY I Miss My Friend (DreamWorks)	4.11	4.13	77%	9%	4.09	79%	9%
TOMMY SHANE STEINER What If She's... (RCA)	4.11	3.99	98%	28%	4.08	98%	28%
STEVE AZAR I Don't Have To Be... (Mercury)	4.08	4.11	97%	23%	4.12	96%	21%
GEORGE STRAIT Living And Living Well (MCA)	4.08	4.18	94%	18%	4.03	93%	19%
BRAD PAISLEY I'm Gonna Miss Her... (Arista)	4.07	4.17	97%	22%	4.00	97%	23%
LONESTAR Not A Day Goes By (BNA)	4.07	4.09	95%	20%	3.99	95%	22%
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	4.07	4.03	75%	9%	4.16	73%	8%
EMERSON DRIVE ...Be Sleeping (DreamWorks)	4.05	4.00	97%	27%	4.08	97%	25%
ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	4.04	4.02	88%	16%	3.99	88%	15%
PHIL VASSAR That's When I Love You (Arista)	4.03	4.05	96%	24%	4.01	96%	24%
BRAD MARTIN Before I Knew Better (Epic)	3.99	3.97	63%	8%	4.03	63%	7%
TRICK PONY Just What I Do (H2E/WB)	3.99	4.06	93%	24%	4.00	93%	24%
BROOKS & DUNN My Heart Is Lost In You (Arista)	3.99	4.09	72%	10%	4.00	71%	9%
CAROLYN DAWN JOHNSON I Don't Want... (Arista)	3.96	3.99	94%	26%	4.02	94%	24%
SARA EVANS I Keep Looking (RCA)	3.91	3.90	77%	11%	4.04	74%	9%
TAMMY COCHRAN I Cry (Epic)	3.86	3.78	92%	24%	3.79	91%	26%
TRAVIS TRITT Modern Day... (Columbia)	3.85	3.94	98%	32%	3.72	98%	34%
KELLIE COFFEY When You Lie Next To Me (BNA)	3.80	3.91	83%	19%	3.76	84%	20%
BLAKE SHELTON Oi! Red (Warner Bros.)	3.78	-	60%	9%	3.78	59%	10%
KEVIN OERNEY That's Just Jessie (Lyric Street)	3.78	3.96	92%	22%	3.88	92%	20%
SHANNON LAWSON Goodbye On A Bad Day (MCA)	3.66	3.73	68%	13%	3.71	71%	13%
W. NELSON... Mendocino... (Lost Highway/Mercury)	3.47	3.49	93%	32%	3.51	93%	31%

Total sample size is 939 respondents. 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. Sample composition is based on persons 12+. TD = Target Demo (Males 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818/377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
PHIL VASSAR That's When I Love You (Arista)	3354
KENNY CHESNEY Young (BNA)	3185
RASCAL FLATTS I'm Movin' On (Lyric Street)	2968
MARTINA MCBRIDE Blessed (RCA)	2685
CHRIS CAGLE I Breathe In, I Breathe Out (Capitol)	2642
STEVE HOLY Good Morning Beautiful (Curb)	2617
KEVIN DENNEY That's Just Jessie (Lyric Street)	2264
TIM MCGRAW The Cowboy In Me (Curb)	2081
JO DEE MESSINA W/TIM MCGRAW Bring On The Rain (Curb)	1839
BROOKS & DUNN Long Goodbye (Arista)	1713
TOBY KEITH I Wanna Talk About Me (DreamWorks)	1654
AARON TIPPIN Where Stars And Stripes... (Lyric Street)	1648
ALAN JACKSON Where Were You (When...) (Arista)	1422
BRAO PAISLEY Wrapped Around (Arista)	1402
BROOKS & DUNN Only In America (Arista)	1325
TRICK PONY On A Night Like This (H2E/WB)	1281
TRAVIS TRITT Love Of A Woman (Columbia)	1226
GEORGE STRAIT Run (MCA)	1208
BROOKS & DUNN Ain't Nothing 'Bout You (Arista)	1168
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	1016

# The New Album Gallery



## Jenai

### Cool Me Down (Curb)

Jenai — one name only — was born in Idaho and studied classical music in Seattle before a three-year stint as lead vocalist and bassist for Northern Lights, a band who toured throughout the Northwest. About those live performances, she says, "I learned what kinds of songs made people click and dance and move, vs. songs that just laid there."

After moving to Nashville, Jenai worked as a waitress while concentrating on songwriting and eventually found work as a demo singer. Those vocals led to her deal with Curb Records. Her debut project, *Cool Me Down*, leans toward the roots side of country. The CD was produced by Brent Maher, known for his work with Shelby Lynne, The Judds, Kenny Rogers and Kathy Mattea.



## Little Big Town

### Little Big Town (Monument)

Little Big Town's debut single, "Don't Waste My Time," continues to thrive on the R&R Country top 50. Formed four years ago, the group consists of Alabama-born Jimi Westbrook, Arkansas native Phillip Sweet and two Georgia talents, Karen Fairchild and Kimberly Roads. The group members have writing credits on more than half the songs featured on their self-titled debut album and

worked with several of Nashville's most respected songwriters, including Annic Roboff, Marcus Hummon, Mark D. Sanders, Bob Dipiero and Keith Follese. Little Big Town co-produced their debut album with Blake Chancey, David Huff and Paul Worley.



## McBride & The Ride

### Amarillo Sky (Dualtone)

Back together after a seven-year hiatus, bassist Terry McBride, drummer Billy Thomas and guitarist Ray Herndon are releasing a new McBride & The Ride album, *Amarillo Sky*. It's the trio's first project for Dualtone, the Nashville independent label responsible for David Ball's renewed success. The band co-produced the album with Matt Rollings, who played keyboards on their

MCA albums of the early '90s. Noting that they're approaching their work differently these days, McBride says, "We played our own instruments on all the tracks. We're a band. And unlike before, where I wrote the bulk of the songs, this time we made a conscious effort to get together amongst ourselves and write a few songs." One of the songs they didn't write is the next single, "Squeeze Box," a country take on the song Pete Townshend wrote for his band, The Who.



Marcel's "Country Rock Star" (Mercury/Nashville) is one of those records that is a winner all the way around. Marcel is new and filled with energy, and he crafts a song like no one else on the planet. As program directors and music directors, we're all looking for records that get people to talk about our stations — artists who can move product at re-

tail and who have a country attitude down in their souls. This is one of those records that makes people call the station and ask, "When are you going to play that again?" And it's purely a bonus that he's a Detroit local guy and one of the nicest people you could ever hope to meet. The production and songwriting are solid. This is a great summer record.

## New & Active

### RHETT AKINS Highway Sunrise (Audium)

Total Plays: 151, Total Stations: 22, Adds: 1

### JEFFREY STEELE She's Good To Go (Monument)

Total Plays: 130, Total Stations: 33, Adds: 12

### J. MICHAEL HARTER Hard Call To Make (Broken Bow)

Total Plays: 76, Total Stations: 19, Adds: 7

Songs ranked by total points.

## Stations and their adds listed alphabetically by market

<p><b>KEAN/Abilene, TX</b>  <b>PD/M:</b> Rudy Fernandez  5 <b>SHEDASY "Mine"</b>  <b>ROONEY ATOMS "Sing"</b>  <b>JOE DESSA "Dance"</b>  <b>TRACY BYRD "Ten"</b>  <b>MARK CHESNUTT "Star"</b>  <b>MICHAEL MASON "Love"</b></p>	<p><b>WJLS/Beclevy, WV</b>  <b>PD:</b> Bill O'Brien  11 <b>PHIL VASSAR "Chad"</b>  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b></p>	<p><b>WCOS/Columbia, SC</b>  <b>OP/M:</b> Ron Robles  <b>MD:</b> Glen Garrett  4 <b>MARK CHESNUTT "Star"</b>  <b>LEAH WOMACK "Something"</b>  <b>JOE DESSA "Dance"</b>  <b>MARK CHESNUTT "Star"</b></p>	<p><b>KUAD/Ft. Collins, CO</b>  <b>PD:</b> Mark Callaghan  <b>MD:</b> Brian Gray  No Adds</p>	<p><b>WXDQ/Johnson City, TN</b>  <b>PD:</b> Dan Johnson  <b>MD:</b> John Hays  21 <b>ROONEY ATOMS "Sing"</b>  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b></p>	<p><b>WJWM/Madison, WI</b>  <b>PD:</b> Mark Grant  <b>MD:</b> Mel McKenzie  <b>CHRIS CAGLE "Country"</b>  <b>TAMMY COCHRAN "Love"</b>  <b>SHEDASY "Mine"</b></p>	<p><b>KTST/Oklahoma City, OK</b>  <b>PD:</b> L.J. Smith  <b>AP/M:</b> Crash  7 <b>BROOKS &amp; DUNN "Love"</b>  7 <b>JOE DESSA "Dance"</b>  7 <b>JOE DESSA "Dance"</b>  7 <b>JOE DESSA "Dance"</b></p>	<p><b>WYDQ/Round Bay, VA</b>  <b>PD:</b> Gary McCreary  <b>MD:</b> Russ Womack  7 <b>REBECCA LYNN HOWARD "Foggy"</b>  7 <b>REBECCA LYNN HOWARD "Foggy"</b>  7 <b>REBECCA LYNN HOWARD "Foggy"</b></p>	<p><b>KOKS/Shreveport, LA</b>  <b>PD:</b> Cary McCreary  <b>MD:</b> Russ Womack  2 <b>JOE DESSA "Dance"</b>  2 <b>JOE DESSA "Dance"</b>  2 <b>JOE DESSA "Dance"</b></p>	<p><b>WWZO/Tupelo, MS</b>  <b>PD:</b> Brian O'Brien  <b>AP/M:</b> Paul Starnes  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b></p>
<p><b>WQMX/Akron, OH</b>  <b>OP/M:</b> Kevin Stinson  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b>  11 <b>MARK CHESNUTT "Star"</b></p>	<p><b>WKRN/Biloxi-Gulfport, MS</b>  <b>PD:</b> Kipp Gregory  <b>MD:</b> Debra Lee  6 <b>MARK CHESNUTT "Star"</b>  6 <b>MARK CHESNUTT "Star"</b>  6 <b>MARK CHESNUTT "Star"</b></p>	<p><b>WCDC/Columbus, OH</b>  <b>PD:</b> John Crenshaw  <b>MD:</b> Dan E. Zullo  <b>TRACY BYRD "Ten"</b>  <b>JOE DESSA "Dance"</b>  <b>JOE DESSA "Dance"</b></p>	<p><b>WVGR/Ft. Myers, FL</b>  <b>PD:</b> Mark Phillips  <b>MD:</b> Steve Hart  No Adds</p>	<p><b>WMTZ/Johnstown, PA</b>  <b>PD:</b> Steve Walker  <b>MD:</b> Lara Mosby  <b>AMON TIPPIN "Money"</b>  <b>TRACY BYRD "Ten"</b>  <b>JOE DESSA "Dance"</b></p>	<p><b>KIAI/Mason City, IA</b>  <b>PD:</b> Larry Neal  <b>MD:</b> Scott Schuler  4 <b>CHRIS CAGLE "Country"</b>  4 <b>CHRIS CAGLE "Country"</b>  4 <b>CHRIS CAGLE "Country"</b></p>	<p><b>KOKY/Oklahoma City, OK</b>  <b>PD:</b> L.J. Smith  <b>AP/M:</b> Bill Reed  <b>TRACY BYRD "Ten"</b>  <b>JOE DESSA "Dance"</b></p>	<p><b>WVOC/Rockford, IL</b>  <b>OP/M:</b> Jesse Garcia  <b>MD:</b> Kathy Hess  11 <b>TOBY KETH "Red"</b>  11 <b>TOBY KETH "Red"</b>  11 <b>TOBY KETH "Red"</b></p>	<p><b>WBYT/South Bend, IN</b>  <b>PD:</b> Tom Bates  <b>AP/M:</b> Lisa Kosti  11 <b>JOE DESSA "Dance"</b>  11 <b>JOE DESSA "Dance"</b></p>	<p><b>KNUZ/Tyler-Longview, TX</b>  <b>PD:</b> Larry Kent  <b>MD:</b> Joe Messina  <b>CLARK FAMILY "Going"</b>  <b>MARK CHESNUTT "Star"</b></p>
<p><b>WGVA/Albany, NY</b>  <b>PD:</b> Buzz Brindle  <b>MD:</b> Bill Carley  20 <b>TOBY KETH "Red"</b>  20 <b>TOBY KETH "Red"</b>  20 <b>TOBY KETH "Red"</b></p>	<p><b>WHWV/Singhramton, NY</b>  <b>PD:</b> Ed Walker  <b>AP/M:</b> John Davison  <b>MD:</b> Debra Lee  26 <b>TOBY KETH "Red"</b>  26 <b>TOBY KETH "Red"</b>  26 <b>TOBY KETH "Red"</b></p>	<p><b>WHON/Columbus, OH</b>  <b>PD:</b> Charley Lake  <b>MD:</b> George Wolf  1 <b>SHEDASY "Mine"</b>  1 <b>SHEDASY "Mine"</b>  1 <b>SHEDASY "Mine"</b></p>	<p><b>WYZZ/Ft. Walton Beach, FL</b>  <b>PD:</b> Laura Husch  <b>MD:</b> Cadillac Jack  3 <b>SHEDASY "Mine"</b>  3 <b>SHEDASY "Mine"</b></p>	<p><b>KXKJ/Joplin, MO</b>  <b>PD/M:</b> Casey Carlson  14 <b>MARK CHESNUTT "Star"</b>  5 <b>SHEDASY "Mine"</b>  5 <b>SHEDASY "Mine"</b></p>	<p><b>KRWQ/Medford, OR</b>  <b>PD:</b> Larry Neal  <b>MD:</b> Scott Schuler  <b>TOBY KETH "Red"</b>  <b>JOE DESSA "Dance"</b></p>	<p><b>WVVA/Orlando, FL</b>  <b>PD:</b> Len Shackerford  <b>MD:</b> Shadow Stevens  <b>CHRIS CAGLE "Country"</b>  <b>TRACY BYRD "Ten"</b></p>	<p><b>KNCI/Sacramento, CA</b>  <b>AP/MD:</b> Mark Evans  <b>AP/MD:</b> Jennifer Wood  <b>DARRYL WORLEY "Friend"</b>  <b>CHRIS CAGLE "Country"</b>  <b>TRACY BYRD "Ten"</b></p>	<p><b>WKCO/Saginaw, MI</b>  <b>PD/M:</b> Rick Walker  <b>MD:</b> Tom Bates  <b>ROONEY ATOMS "Sing"</b>  <b>CHRIS CAGLE "Country"</b></p>	<p><b>WVCO/Salisbury, MD</b>  <b>PD:</b> Ed Fox  <b>MD:</b> Phil Vassar  10 <b>CHRIS CAGLE "Country"</b>  10 <b>CHRIS CAGLE "Country"</b></p>
<p><b>KBOI/Albuquerque, NM</b>  <b>PD:</b> Tommy Carrera  <b>MD:</b> Sammy Curcio  1 <b>BROOKS &amp; DUNN "Love"</b>  1 <b>BROOKS &amp; DUNN "Love"</b>  1 <b>BROOKS &amp; DUNN "Love"</b></p>	<p><b>WZZK/Birmingham, AL</b>  <b>PD:</b> Rick Shuckley  <b>AP/M:</b> Scott Stewart  No Adds</p>	<p><b>WGSO/Cookeville, TN</b>  <b>PD:</b> Gator Harrison  <b>MD:</b> Dan Johnson  <b>ROONEY ATOMS "Sing"</b>  <b>JOE DESSA "Dance"</b></p>	<p><b>WVVA/Ft. Wayne, IN</b>  <b>OP/M:</b> Dean McNeil  <b>AP/M:</b> Mark Allen  3 <b>LITTLE BIG TOWN "Wasa"</b>  3 <b>LITTLE BIG TOWN "Wasa"</b></p>	<p><b>KFKF/Kansas City, MO</b>  <b>PD:</b> Dale Carter  <b>AP/M:</b> Tony Stevens  No Adds</p>	<p><b>WGIC/Memphis, TN</b>  <b>PD:</b> Greg Macingo  <b>MD:</b> Mark Bingley  3 <b>MARK CHESNUTT "Star"</b>  3 <b>MARK CHESNUTT "Star"</b></p>	<p><b>KHAY/Ozark, CA</b>  <b>PD:</b> Mark Hill  <b>MD:</b> Tom Bates  1 <b>JOE DESSA "Dance"</b>  1 <b>JOE DESSA "Dance"</b></p>	<p><b>WKCP/Palm Springs, CA</b>  <b>AP/M:</b> Gary James  <b>MD:</b> Tom Bates  5 <b>MARK CHESNUTT "Star"</b>  5 <b>MARK CHESNUTT "Star"</b></p>	<p><b>WVCO/Saginaw, MI</b>  <b>PD/M:</b> Rick Walker  <b>MD:</b> Tom Bates  <b>ROONEY ATOMS "Sing"</b>  <b>CHRIS CAGLE "Country"</b></p>	<p><b>KSD/Sioux Falls, SD</b>  <b>PD:</b> Ed Fox  <b>MD:</b> Phil Vassar  10 <b>CHRIS CAGLE "Country"</b>  10 <b>CHRIS CAGLE "Country"</b></p>
<p><b>KRST/Las Vegas, NV</b>  <b>PD:</b> John Richards  1 <b>PHIL VASSAR "Chad"</b>  1 <b>PHIL VASSAR "Chad"</b></p>	<p><b>WVPR/Blacksburg, VA</b>  <b>PD/M:</b> Jack Douglas  14 <b>ANTHONY SMITH "Country"</b>  14 <b>ANTHONY SMITH "Country"</b>  14 <b>ANTHONY SMITH "Country"</b></p>	<p><b>KRTS/Corpus Christi, TX</b>  <b>PD:</b> Clay Allen  <b>MD:</b> Clay Allen  <b>MARK CHESNUTT "Star"</b>  <b>JOE DESSA "Dance"</b></p>	<p><b>WDAF/Kansas City, MO</b>  <b>PD/M:</b> Ted Cramer  No Adds</p>	<p><b>WVWV/Knoxville, TN</b>  <b>OP/M:</b> Michael Hammond  <b>MD:</b> Cadillac Jack  <b>TRACY BYRD "Ten"</b>  <b>JOE DESSA "Dance"</b></p>	<p><b>WKMS/Miwaukee, WI</b>  <b>PD:</b> Bob Barnett  <b>AP/D:</b> R.J. McCoy  <b>MD:</b> Darlene Dixon  1 <b>MARK CHESNUTT "Star"</b>  1 <b>MARK CHESNUTT "Star"</b></p>	<p><b>KPLM/Palm Springs, CA</b>  <b>AP/M:</b> Gary James  <b>MD:</b> Tom Bates  5 <b>MARK CHESNUTT "Star"</b>  5 <b>MARK CHESNUTT "Star"</b></p>	<p><b>WVCO/Saginaw, MI</b>  <b>PD/M:</b> Rick Walker  <b>MD:</b> Tom Bates  <b>ROONEY ATOMS "Sing"</b>  <b>CHRIS CAGLE "Country"</b></p>	<p><b>KSD/Sioux Falls, SD</b>  <b>PD:</b> Ed Fox  <b>MD:</b> Phil Vassar  10 <b>CHRIS CAGLE "Country"</b>  10 <b>CHRIS CAGLE "Country"</b></p>	<p><b>WVCO/Saginaw, MI</b>  <b>PD/M:</b> Rick Walker  <b>MD:</b> Tom Bates  <b>ROONEY ATOMS "Sing"</b>  <b>CHRIS CAGLE "Country"</b></p>
<p><b>KRRV/Alexandria, LA</b>  <b>PD/M:</b> Steve Casey  4 <b>TOBY KETH "Red"</b>  4 <b>TOBY KETH "Red"</b></p>	<p><b>WBWN/Bloomington, IL</b>  <b>PD:</b> Dan Westhoff  <b>MD:</b> Buck Stevens  10 <b>JOE DESSA "Dance"</b>  10 <b>JOE DESSA "Dance"</b></p>	<p><b>KPLX/Dallas-Ft. Worth, TX</b>  <b>PD:</b> Paul Williams  <b>AP/D:</b> Smokey Rivers  <b>MD:</b> Clay Allen  10 <b>JOE DESSA "Dance"</b>  10 <b>JOE DESSA "Dance"</b></p>	<p><b>WVVA/Kansas City, MO</b>  <b>PD/M:</b> Ted Cramer  No Adds</p>	<p><b>WVWV/Knoxville, TN</b>  <b>OP/M:</b> Michael Hammond  <b>MD:</b> Cadillac Jack  <b>TRACY BYRD "Ten"</b>  <b>JOE DESSA "Dance"</b></p>	<p><b>WKMS/Miwaukee, WI</b>  <b>PD:</b> Bob Barnett  <b>AP/D:</b> R.J. McCoy  <b>MD:</b> Darlene Dixon  1 <b>MARK CHESNUTT "Star"</b>  1 <b>MARK CHESNUTT "Star"</b></p>	<p><b>KPLM/Palm Springs, CA</b>  <b>AP/M:</b> Gary James  <b>MD:</b> Tom Bates  5 <b>MARK CHESNUTT "Star"</b>  5 <b>MARK CHESNUTT "Star"</b></p>	<p><b>WVCO/Saginaw, MI</b>  <b>PD/M:</b> Rick Walker  <b>MD:</b> Tom Bates  <b>ROONEY ATOMS "Sing"</b>  <b>CHRIS CAGLE "Country"</b></p>	<p><b>KSD/Sioux Falls, SD</b>  <b>PD:</b> Ed Fox  <b>MD:</b> Phil Vassar  10 <b>CHRIS CAGLE "Country"</b>  10 <b>CHRIS CAGLE "Country"</b></p>	<p><b>WVCO/Saginaw, MI</b>  <b>PD/M:</b> Rick Walker  <b>MD:</b> Tom Bates  <b>ROONEY ATOMS "Sing"</b>  <b>CHRIS CAGLE "Country"</b></p>
<p><b>KRRV/Alexandria, LA</b>  <b>PD/M:</b> Steve Casey  4 <b>TOBY KETH "Red"</b>  4 <b>TOBY KETH "Red"</b></p>	<p><b>WBWN/Bloomington, IL</b>  <b>PD:</b> Dan Westhoff  <b>MD:</b> Buck Stevens  10 <b>JOE DESSA "Dance"</b>  10 <b>JOE DESSA "Dance"</b></p>	<p><b>KPLX/Dallas-Ft. Worth, TX</b>  <b>PD:</b> Paul Williams  <b>AP/D:</b> Smokey Rivers  <b>MD:</b> Clay Allen  10 <b>JOE DESSA "Dance"</b>  10 <b>JOE DESSA "Dance"</b></p>	<p><b>WVVA/Kansas City, MO</b>  <b>PD/M:</b> Ted Cramer  No Adds</p>	<p><b>WVWV/Knoxville, TN</b>  <b>OP/M:</b> Michael Hammond  <b>MD:</b> Cadillac Jack  <b>TRACY BYRD "Ten"</b>  <b>JOE DESSA "Dance"</b></p>	<p><b>WKMS/Miwaukee, WI</b>  <b>PD:</b> Bob Barnett  <b>AP/D:</b> R.J. McCoy  <b>MD:</b> Darlene Dixon  1 <b>MARK CHESNUTT "Star"</b>  1 <b>MARK CHESNUTT "Star"</b></p>	<p><b>KPLM/Palm Springs, CA</b>  <b>AP/M:</b> Gary James  <b>MD:</b> Tom Bates  5 <b>MARK CHESNUTT "Star"</b>  5 <b>MARK CHESNUTT "Star"</b></p>	<p><b>WVCO/Saginaw, MI</b>  <b>PD/M:</b> Rick Walker  <b>MD:</b> Tom Bates  <b>ROONEY ATOMS "Sing"</b>  <b>CHRIS CAGLE "Country"</b></p>	<p><b>KSD/Sioux Falls, SD</b>  <b>PD:</b> Ed Fox  <b>MD:</b> Phil Vassar  10 <b>CHRIS CAGLE "Country"</b>  10 <b>CHRIS CAGLE "Country"</b></p>	<p><b>WVCO/Saginaw, MI</b>  <b>PD/M:</b> Rick Walker  <b>MD:</b> Tom Bates  <b>ROONEY ATOMS "Sing"</b>  <b>CHRIS CAGLE "Country"</b></p>
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**KID KELLY**  
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PART ONE OF A TWO-PART SERIES

## Top Talent Techniques

Great tips from top morning personalities

**W**ant to know what makes for a successful morning show? You know, the real down and dirty? I went to a few of today's top morning talents in our format to get more than just the mechanics of quarter-hour maintenance. They offered some tips and some secrets about how top-flight morning talents think and how they're able to connect with their audiences. We'll also find out what makes them so damn good and why their listeners are incredibly passionate about them. Here's Part One of a special two-part series.

**Todd Pettengill**

WPLJ/New York

So you wanna do mornings? The first question is, why? You won't have a social life, you'll suffer from sleep deprivation, and you'll get to enjoy those lovely early-bird specials so your meal has half a chance to digest before your 7-year-old tucks you in. If I haven't talked you out of it by now, I may as well try to help you. Join the few, the proud, the profoundly underserved in the world of mornings. It's radio's most coveted time slot — and for good reason, because it ain't easy.



Todd Pettengill

**"The biggest mistake we can make is to think our audience cares about everything we say."**

Todd Pettengill

Over the past 22 years I've picked up a few things that help create a successful morning show. First, read and watch everything — and I do mean everything. You never know where an interesting piece of material will come from. It's not just about the "Life" section of *USA Today*.

Second, listen. The greatest — or most ridiculous — information comes from sources you would never imagine. If God wanted us to talk more than we listen, he'd have given us two mouths and one ear.

Third, speak like your listeners do. There's no sense in trying to sound intelligent in order to impress the hot receptionist if your audience doesn't have a clue what you're trying to say. Learn regional pronunciation. The same word can be said two completely different ways, depending upon where you are in the country.

Fourth, write your breaks down. This sounds like bad advice, but you may discover that what you want to say isn't really that interesting, entertaining or informative, which is something every break should be. If it's not sounding great to you as you read it back, chances are your listeners will probably think it's boring radio too.

Fifth, take a day off and drive the roads your listeners drive. Take the kids to school, drop off the dry cleaning and talk on the phone. The biggest mistake we can make is to think that our audience cares about everything we say. We'd like to believe they drive with one hand on the wheel and the other on the volume knob while listening intently, but they don't. This will help you to understand impact. Tune in the competition and see if they grab you. If they do, quickly send them a T&R, because they get it.

Sixth, listen to yourself. You should be airchecking every show. The only way to know if you're making progress is to listen. Remember, you've got those two good ears....

Seventh, cut out a picture of someone who fits your target demographic and put it in front of you in the studio. Sometimes it helps to have that face to help you connect with your audience. When you're in the middle of a break, look at the picture and make sure he or she would have an interest in what you're saying.

Let's face it, there are hundreds of little things we can do to improve our shows. I've highlighted a few of the major ones. Work on those, and I promise one of two things will

happen: Either your ratings will go up, or whoever hires you away will reap the same results. Good luck!

**Bob & Sheri**

The Syndicated  
*Bob & Sheri Show*

**Bob Lacey:** Get plenty of sleep. How you feel has an impact on your attitude, and your attitude means a lot.



Bob & Sheri

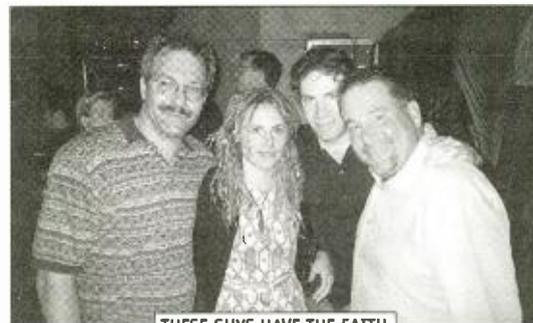
Don't sound like a DJ. People hate DJs. People would rather their kids grow up and sell aluminum siding in Kabul than be a DJ. Sound like a real human being.

Don't hitch your wagon to a PD. He might not take you when he leaves, or you might not want to go.

When you do an in-studio interview, make your guest very comfortable, and remember that they're in a foreign environment and aren't sure that you won't leave them high and dry. Thank the guest for coming. Offer coffee, food and your girlfriend. Try to make them feel glad that they're in your studio at 7:10am. During the interview, look at the person and smile, nod your head and shut up. It's their turn to shine, and you should support them.

Make friends with the best salesman at the station. Tell him you will do live endorsement spots for a few clients, and then learn about them. You will become more valuable to the station, and maybe they'll keep you when their latest "destined for failure from the get-go" format crashes in about 12 months.

Look up the word *misogynist* in the dictionary. Most men in radio



THESE GUYS HAVE THE FAITH

That's Hollywood Records recording artist Sheila Nicholls, fresh off the piano after a stellar performance of her debut single, "Faith." Seen here enjoying the afterglow are (l-r) WPLJ/New York MD Tony Masca-ro, Nicholls, R&R AC Editor Kid Kelly and Hollywood Records East Coast VP/Promotion Tony Smith.

are misogynists, and maybe you are one too. If you are, and you target women, it won't be long before *Bob & Sheri* comes to take your town and your women away.

Remember that, unless John Lennon comes back from the grave with a new tune, nothing beats genuine laughter in morning drive. Nothing. Don't give advice. Most people in radio don't want to hear it, and virtually none will take it.

**Sheri Lynch:** Be yourself. What makes so many jocks sound and seem creepy is their insistence on becoming what they think the audience expects a radio personality to be. It's as though the microphone hypnotizes them into thinking that they are a separate species from the rest of us. Stop talking like that, and stop saying those lame, stupid things! In other words, stop being such a DJ.

You want to develop a truly reliable, marketable persona? Try the one you were born with. If, for some reason, you were born without any measurable personality, do yourself a favor and get out of this business, because you won't fool your listeners. If you're a phony, they'll discover it. Their jobs and lives are much harder than yours, and they've got less patience for bullshit. They'll stay with you until something better and more real comes along, and then you're toast.

So, grow a set and have the courage to be yourself on the air. Spend less time kissing ass and more time filling your head with the kinds of stuff that can make you an interesting person. Read. Think. Live. Have something compelling to say — something you come up with on

your own, not cribbed from a joke sheet. If that sounds like too much work, do the rest of us a favor and get out of this business. The medium and the audience deserve better.

**John Lander**

WBMX/Boston

I found that giving my listeners \$100 bills goes a long way toward maintaining loyalty and establishing a true connection. Depending on your market size, \$25 might work just as well. Let's not kid ourselves, you know how Americans are: If you can't give them sex, try money.

Seriously, try to cut to the core of what concerns your target demo and play on those topics. Pick up on what your listeners are talking about and let that get through on the

air. A lot of times personalities have their own agendas and topics they want to talk about, and they try to force-feed their listeners those subjects. Then they turn around and get mad when listeners don't react or call in.

Listeners' moods also influence the connection a DJ can make with an audience. Weather affects us all. I'm sure you've noticed how the phone lines react when it rains or on holidays and during school and summer vacations. A DJ's mood is linked to the phones. You have to stay objective and never let the bad days and weather affect you, because it can drag you down.

This isn't a typical nine-to-five career. You don't leave your work behind in the office. You must live the lifestyle by experiencing what your listeners like. Observe, react, participate. Get into the TV shows, concerts and movies your target demo is into. Remember, always keep an open ear.

Tune in next week for Part Two of our great tips from top morning talents, featuring insight from Rocky Allen, Jack Diamond and Jeff & Jer.

**"This isn't a typical nine-to-five career. You don't leave your work behind in the office."**

John Lander

May 17, 2002

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	CELINE DION A New Day Has Come (Epic)	2799	-64	386553	14	120/0
3	2	FIVE FOR FIGHTING Superman (It's Not Easy) (Aware/Columbia)	2536	+110	340030	26	117/2
2	3	ENRIQUE IGLESIAS Hero (Interscope)	2356	-97	326274	30	119/0
4	4	MARC ANTHONY I Need You (Columbia)	2130	+39	289351	13	113/0
5	5	LONESTAR I'm Already There (BNA)	1859	-103	252976	36	107/0
6	6	MICHAEL BOLTON Only A Woman Like You (Jive)	1807	+67	213005	11	110/0
10	7	JO DEE MESSINA Bring On The Rain (Curb)	1649	+146	165876	14	105/1
7	8	ENYA Only Time (Reprise)	1618	-48	190129	65	116/0
8	9	MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	1616	-13	202984	72	109/0
9	10	LEE ANN WOMACK I Hope You Dance (MCA/Universal)	1499	-62	205746	75	116/0
13	11	ENYA Wild Child (Reprise)	1398	+285	156442	12	99/1
12	12	TRAIN Drops Of Jupiter (Tell Me) (Columbia)	1346	+2	182884	43	85/2
14	13	JOSH GROBAN To Where You Are (143/Reprise)	1198	+92	149157	7	100/7
15	14	CAROLYN DAWN JOHNSON So Complicated (Arista)	1065	-41	100322	9	93/0
16	15	BONNIE RAITT I Can't Help You Now (Capitol)	1032	+59	98736	8	101/4
18	16	ALL-4-ONE & JIM BRICKMAN Beautiful As U (AMC)	927	+176	111631	8	80/1
17	17	LEANN RIMES Can't Fight The Moonlight (Curb)	781	-58	109568	28	33/1
27	18	JIM BRICKMAN A Mother's Day (Windham Hill)	582	+316	59052	2	44/1
21	19	LUTHER VANDROSS I'd Rather (J)	546	+61	116903	8	72/6
20	20	PAUL MCCARTNEY Your Loving Flame (Capitol)	516	+9	58038	6	73/2
19	21	ELTON JOHN This Train Don't Stop There... (Rocket/Universal)	453	-144	76888	16	74/0
23	22	VANESSA CARLTON A Thousand Miles (A&M/Interscope)	351	+36	82784	3	31/8
22	23	MARILYN SCOTT Don't Let Love Get Away (Prana)	329	+1	28897	10	55/2
25	24	BOYZ II MEN The Color Of Love (Arista)	323	+27	32817	3	51/3
26	25	CALLING Wherever You Will Go (RCA)	313	+37	87503	5	16/1
24	26	DANIEL DEBOURG I Need An Angel (DreamWorks)	283	-14	22108	11	47/0
28	27	ENRIQUE IGLESIAS Escape (Interscope)	270	+10	83140	2	19/1
<b>Debut</b>	28	JENNIFER LOPEZ Alive (Epic)	269	+126	24971	1	49/7
<b>Debut</b>	29	THE CORRS Would You Be Happier (143/Lava/Atlantic)	240	+21	20399	1	36/0
<b>Debut</b>	30	SHERYL CROW Soak Up The Sun (A&M/Interscope)	205	+9	17652	1	17/2

120 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 5/5/02-5/11/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. 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. 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 2002. The Arbitron Company). (C) 2002, R&R, Inc.

## New & Active

**DARYL HALL & JOHN OATES** Do It For Love (BMG/Heritage)  
Total Plays: 174, Total Stations: 41, Adds: 31

**GARTH BROOKS** When You Come Back To Me Again (Capitol)  
Total Plays: 113, Total Stations: 27, Adds: 5

**JADE ANDERSON** Sugarhigh (Columbia)  
Total Plays: 100, Total Stations: 18, Adds: 1

**JOHN MAYER** No Such Thing (Aware/Columbia)  
Total Plays: 79, Total Stations: 17, Adds: 8

**VAN MORRISON** Steal My Heart Away (Universal)  
Total Plays: 36, Total Stations: 12, Adds: 6

**BARRY MANILOW** They Dance! (Concord)  
Total Plays: 24, Total Stations: 13, Adds: 6

**MICHAEL DAMIAN** Shadows In The Night (Modern Voices/Weir Bros.)  
Total Plays: 22, Total Stations: 14, Adds: 7

**TAMARA WALKER** Angel Eyes (Curb)  
Total Plays: 0, Total Stations: 12, Adds: 12

Songs ranked by total plays

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
D. HALL & J. OATES Do It For Love (BMG/Heritage)	31
TAMARA WALKER Angel Eyes (Curb)	12
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	8
JOHN MAYER No Such Thing (Aware/Columbia)	8
JOSH GROBAN To Where You Are (143/Reprise)	7
JENNIFER LOPEZ Alive (Epic)	7
MICHAEL DAMIAN Shadows... (Modern Voices/Weir Bros.)	7
LUTHER VANDROSS I'd Rather (J)	6
BARRY MANILOW They Dance! (Concord)	6
VAN MORRISON Steal My Heart Away (Universal)	6

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JIM BRICKMAN A Mother's Day (Windham Hill)	+316
ENYA Wild Child (Reprise)	+285
ALL-4-ONE & JIM BRICKMAN Beautiful As U (AMC)	+176
PHIL COLLINS You'll Be In My Heart (Hollywood)	+151
JO DEE MESSINA Bring On The Rain (Curb)	+146
JENNIFER LOPEZ Alive (Epic)	+126
FIVE FOR FIGHTING Superman... (Aware/Columbia)	+110
JOSH GROBAN To Where You Are (143/Reprise)	+92
D. HALL & J. OATES Do It For Love (BMG/Heritage)	+90
STEVE TYRELL The Way You Look Tonight (Atlantic)	+76

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
DIDO Thankyou (Arista)	1398
FAITH HILL There You'll Be (Warner Bros.)	1126
SAVAGE GARDEN I Knew I Loved You (Columbia)	925
LEANN RIMES I Need You (Curb)	924
UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	915
FAITH HILL The Way You Love Me (Warner Bros.)	855
BACKSTREET BOYS Drowning (Jive)	840
PHIL COLLINS You'll Be In My Heart (Hollywood)	839
'N SYNC This I Promise You (Jive)	832
O-TOWN All Or Nothing (J)	810
CELINE DION That's The Way It Is (Epic)	760
DIAMOND RIO One More Day (Arista)	709
BBMAK Back Here (Hollywood)	657
H. LEWIS & G. PALTROW Cruisin' (Hollywood)	615
S CLUB 7 Never Had A Dream Come True (A&M/Interscope)	612

R&R Station Playlists have moved to the web.  
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BY MEDIABASE™

America's Best Testing AC Songs 12+  
For The Week Ending 5/17/02.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
CELINE DION A New Day Has Come (Epic)	4.17	4.20	95%	19%	4.15	96%	21%
JOSH GROBAN To Where You Are (143/Reprise)	4.16	4.07	62%	8%	4.28	62%	6%
FAITH HILL There You'll Be (Warner Bros.)	4.11	4.11	97%	35%	4.15	98%	34%
MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	4.07	3.98	95%	34%	4.11	93%	34%
LONESTAR I'm Already There (BNA)	4.05	4.10	98%	33%	4.15	97%	28%
LEANN RIMES Can't Fight The Moonlight (Curb)	3.99	3.88	87%	19%	4.04	84%	17%
LEE ANN WOMACK I Hope You Dance (Universal)	3.99	3.99	98%	44%	4.03	98%	43%
FIVE FOR FIGHTING Superman (It's Not Easy) (Aware/Columbia)	3.97	3.89	94%	28%	4.02	92%	27%
ENRIQUE IGLESIAS Hero (Interscope)	3.94	3.80	96%	36%	3.99	96%	34%
CALLING Wherever You Will Go (RCA)	3.91	3.97	70%	15%	3.97	68%	12%
MARC ANTHONY I Need You (Columbia)	3.90	3.94	90%	19%	3.95	91%	20%
ENYA Only Time (Reprise)	3.88	3.93	95%	40%	3.87	94%	39%
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	3.86	-	53%	9%	3.82	49%	7%
MICHAEL BOLTON Only A Woman Like You (Jive)	3.85	3.84	76%	14%	3.98	79%	11%
ALL-4-ONE Beautiful As U (AMC)	3.81	3.81	59%	8%	3.88	63%	6%
JIM BRICKMAN A Mother's Day (Windham Hill)	3.80	-	44%	7%	3.93	46%	6%
LUTHER VANDROSS I'd Rather (J)	3.78	3.72	59%	8%	3.87	62%	6%
CHRIS ISAAK Let Me Down Easy (Reprise)	3.77	3.69	69%	11%	3.79	69%	13%
JO DEE MESSINA Bring On The Rain (Curb)	3.75	3.67	72%	15%	3.80	73%	15%
CORRS Would You Be Happier (143/Lava/Atlantic)	3.75	3.62	44%	6%	3.65	43%	6%
CHER Song For The Lonely (Warner Bros.)	3.74	3.64	90%	25%	3.70	90%	26%
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	3.71	3.59	92%	36%	3.80	89%	33%
ELTON JOHN This Train Don't Stop There Anymore (Rocket/Universal)	3.67	3.52	83%	20%	3.66	84%	18%
BOYZ II MEN The Color Of Love (Arista)	3.62	3.60	51%	9%	3.68	52%	7%
ENYA Wild Child (Reprise)	3.61	3.61	84%	29%	3.62	85%	29%
DANIEL DEBOURG I Need An Angel (DreamWorks)	3.58	3.50	56%	9%	3.63	57%	9%
DIDO Thankyou (Arista)	3.58	3.40	94%	49%	3.53	92%	48%
BONNIE RAITT I Can't Help You Now (Capitol)	3.54	3.51	56%	11%	3.54	57%	11%
CAROLYN DAWN JOHNSON Complicated (Arista)	3.51	3.62	56%	12%	3.57	57%	12%
PAUL MCCARTNEY Your Loving Flame (Capitol)	3.38	3.23	61%	15%	3.38	64%	15%

Total sample size is 318 respondents. 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. Sample composition is based on persons 12+. TD = Target Demo (Females 25-54). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace casual research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818/377-5300. RateTheMusic.com data is provided by Mediabase Research, A Division of Premiere Radio Networks.

**Indicator**

**Most Added®**

- DARYL HALL & JOHN OATES**  
Do It For Love (BMG/Heritage)
- VANESSA CARLTON** A Thousand Miles (A&M/Interscope)
- JOSH GROBAN** To Where You Are (143/Reprise)
- JO DEE MESSINA** Bring On The Rain (Curb)
- ENYA** Wild Child (Reprise)
- CAROLYN DAWN JOHNSON**  
So Complicated (Arista)
- JENNIFER LOPEZ** Alive (Epic)
- STEELY** Simple Girl (NFE)
- FIVE FOR FIGHTING** Easy Tonight (Aware/Columbia)
- BRYAN ADAMS** Here I Am (A&M/Interscope)
- JARS OF CLAY** Fly (Essential/Silvertone)

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Please include the names and titles of all pictured and send them to:

R&R c/o Mike Davis:  
10100 Santa Monica Blvd., 3rd Floor  
Los Angeles, CA 90067

**Reporters**

<b>WYJ/Albany, NY</b> * OM: Michael Morgan PD: Chris Holmberg MD: Chad O'Hara GARTH BROOKS "When SARBY MANLOW "Dance"	<b>WMX/Boston, MA</b> PD: Don Kelley APP: Candy O'Ferra MD: Mark Lawrence MARILYN SCOTT "Dance"	<b>KBKA/Corpus Christi, TX</b> PD: Jason Reed 1. HALL & OATES "Love STEELEY "Simple" TAMARA WALKER "Angel" JOHN WILLIAMS "Stars"	<b>WAFY/Frederick, MD</b> PD: Jennifer Lopez "Alive" JARS OF CLAY "Fly"	<b>WTFM/Johnson City, TN</b> * VP/Prog: Pat D'Neill APP/MD: Mark Van Allen No Ads	<b>WMLG/New Orleans, LA</b> * PD/MD: Steve Suter 1. FIVE FOR FIGHTING "Superman" BARRY MANLOW "Dance"	<b>WRSN/Raleigh-Durham, NC</b> * PD: Bob Brindley MD: Dave Horn VAN HORN "Dance"	<b>WZLZ/Wichita, KS</b> * PD: Randy Jay MD: Tracy VANESSA CARLTON "Miles" BRYAN ADAMS "Here" FIVE FOR FIGHTING "Tough"
<b>KMGA/Albuquerque, NM</b> * PD: Kris Abrams MD: Jonna James 9. ENYA "Dance" SHERYL CROW "Soak"	<b>WEBE/Bridgeport, CT</b> PD: Curtis Hanson MD: Darny Lyons JOHN GROBAN "When"	<b>KVIL/Dallas-Ft. Worth, TX</b> PD: Kurt Johnson APP: Jennifer Lopez "Alive"	<b>WLTJ/Grand Rapids, MI</b> PD: Bill Bailey APP/MD: Alkey Turner MD: Jack Michaels HALL & OATES "Love" JOHN WALKER "Such"	<b>WGLR/Kalamazoo, MI</b> OM: Ken Langhaar PD: Brian Wertz APP/MD: Steve "Sugarhigh" MICHEL DANAN "Shadows"	<b>WLRQ/Norfolk, VA</b> * PD: Dan Fritz OM: Jim Ryan 1. HALL & OATES "Love" VAN HORN "Dance"	<b>KRNO/Reno, NV</b> * PD: Dan Fritz OM: Jim Ryan 1. HALL & OATES "Love" GARTH BROOKS "When"	<b>KVVC/Shreveport, LA</b> * PD: Steve Allen 14. VANESSA CARLTON "Miles" 11. JIM BROOKLYN "Mother's Day" 10. LUTHER VANDROSS "Father"
<b>WLEW/Allentown, PA</b> * PD: Chuck Geiger No Ads	<b>WEZM/Bridgeport, CT</b> PD/MD: Steve Marcus No Ads	<b>WLOT/Dallas, TX</b> * PD/MD: Sandy Collins 3. JOHN GROBAN "When" 1. HALL & OATES "Love"	<b>WUOT/Detroit, MI</b> * PD: Rick Martini APP/MD: Steve Hamilton JOHN WALKER "Such"	<b>WSPR/Memphis, TN</b> * PD: Jerry Dean APP/MD: Dick Daniels 1. HALL & OATES "Love"	<b>WTVR/Richmond, VA</b> * PD: Bill Cahill 1. HALL & OATES "Love" - JENNIFER LOPEZ "Alive"	<b>WTVR/Richmond, VA</b> * PD: Bill Cahill 1. HALL & OATES "Love" - JENNIFER LOPEZ "Alive"	<b>WWSO/Spokane, WA</b> * PD: Paul Cannon MD: Rob Anthony SHERYL CROW "Soak"
<b>WYVE/Anchorage, AK</b> * PD: Vanessa Carlton "Miles" No Ads	<b>WHBC/Carroll, OH</b> * PD: Terry Simmons MD: Kayleigh Kriss No Ads	<b>WDDO/Cape Cod, MA</b> * OM: Gregg Cassidy MD: Cheryl Part 23. BARRY MANLOW "Dance" 15. PULLINA RUBIO "Goodbye"	<b>WVOD/Grand Rapids, MI</b> * PD: John Patrick 1. HALL & OATES "Love" 2. LUTHER VANDROSS "Father"	<b>WVWG/Midwest, NJ</b> * PD: Lou Russo MD: Lou Russo 1. HALL & OATES "Love" VAN HORN "Dance"	<b>WVSO/Oakdale-Lynchburg, VA</b> * PD: Jeff Couch MD/APP: Dick Daniels No Ads	<b>WVSO/Oakdale-Lynchburg, VA</b> * PD: Jeff Couch MD/APP: Dick Daniels No Ads	<b>WVSO/Oakdale-Lynchburg, VA</b> * PD: Jeff Couch MD/APP: Dick Daniels No Ads
<b>WPCN/Atlanta, GA</b> * PD: Dave Dillon No Ads	<b>WVHC/Carroll, OH</b> * PD: Terry Simmons MD: Kayleigh Kriss No Ads	<b>WVOD/Grand Rapids, MI</b> * PD: John Patrick 1. HALL & OATES "Love" 2. LUTHER VANDROSS "Father"	<b>WVWG/Midwest, NJ</b> * PD: Lou Russo MD: Lou Russo 1. HALL & OATES "Love" VAN HORN "Dance"	<b>WVWG/Midwest, NJ</b> * PD: Lou Russo MD: Lou Russo 1. HALL & OATES "Love" VAN HORN "Dance"	<b>WVSO/Oakdale-Lynchburg, VA</b> * PD: Jeff Couch MD/APP: Dick Daniels No Ads	<b>WVSO/Oakdale-Lynchburg, VA</b> * PD: Jeff Couch MD/APP: Dick Daniels No Ads	<b>WVSO/Oakdale-Lynchburg, VA</b> * PD: Jeff Couch MD/APP: Dick Daniels No Ads
<b>WFGP/Atlantic City, NJ</b> * PD: Gary Guida MD: Marlene Auja LUTHER VANDROSS "Father"	<b>WVHC/Carroll, OH</b> * PD: Terry Simmons MD: Kayleigh Kriss No Ads	<b>WVOD/Grand Rapids, MI</b> * PD: John Patrick 1. HALL & OATES "Love" 2. LUTHER VANDROSS "Father"	<b>WVWG/Midwest, NJ</b> * PD: Lou Russo MD: Lou Russo 1. HALL & OATES "Love" VAN HORN "Dance"	<b>WVWG/Midwest, NJ</b> * PD: Lou Russo MD: Lou Russo 1. HALL & OATES "Love" VAN HORN "Dance"	<b>WVSO/Oakdale-Lynchburg, VA</b> * PD: Jeff Couch MD/APP: Dick Daniels No Ads	<b>WVSO/Oakdale-Lynchburg, VA</b> * PD: Jeff Couch MD/APP: Dick Daniels No Ads	<b>WVSO/Oakdale-Lynchburg, VA</b> * PD: Jeff Couch MD/APP: Dick Daniels No Ads
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## ON THE RECORD

With  
**Dave Diamond**  
MD, KYMX (Mix 96)/Sacramento



Listeners responded when we first played Jim Brickman's "A Mother's Day." It's just one of those songs that takes you back to a time and place. Remember when you lived at home with your parents? The song is full of anecdotes that will make you pick up the phone and call home to tell Mom that you love her and appreciate everything she ever did for you. Surprisingly, here at Mix 96 we've received more calls from guys than ladies wanting to know what CD to buy to give to their mom. You can find the song on Jim Brickman's *Simple Things*. ● Michael Bolton is back with a new album — his first with Jive Records — and "Only a Woman Like You" is the title track. I've been a big fan of Michael Bolton since I met him backstage and he did his Rodney Dangerfield impression for me (which was good). The new album is full of passion from the heart and soul of Michael Bolton. I spent some time with the record, and I hear maybe three more hits on this album. His time away from the studio and working with a new label seem to have made a difference for him.

**S**heryl Crow jumps to No. 2! Crow's "Soak Up the Sun" (A&M/Interscope) leaps from fifth place, scores an additional 283 plays and is poised to grab the brass ring ... Jimmy Eat World's "The Middle" (DreamWorks) vaults 12-8\* with an additional 306 plays ... Vanessa Carlton's "A Thousand Miles" (A&M/Interscope) goes 7-6\* with an additional 265 plays ... Avril Lavigne's "Complicated" (Arista) moves 18-17\*, up 153 plays ... Debuting on this week's newly expanded Hot AC chart: Dishwalla's "Somewhere In" (Immergent), Enrique Iglesias' "Escape" (Interscope), Nickelback's "Too Bad" (Roadrunner/IDJMG), Meredith Brooks' "Shine" (Gold Circle), Jack Johnson's "Flake" (Enjoy/Universal) and Kroeger & Scott's "Hero" (Roadrunner/Columbia/IDJMG) ... At AC, Jim Brickman's "A Mother's Day" (Windham Hill) leaps 27-18\* and is up 316 plays ... Enya's "Wild Child" (Reprise) moves 13-11\*, up 285 plays and is closing in on the top 10 ... All 4 One move 18-16\* and are up 176 plays with "Beautiful as U" featuring Jim Brickman (AMC) ... Jennifer Lopez's "Alive" (Epic) debuts at No. 28.

— Kid Kelly, AC/Hot AC Editor



## artist activity

ARTIST: **Jack Johnson**  
LABEL: **Enjoy/Universal**

By **KID KELLY**/AC-HOT AC EDITOR

**J**ack Johnson's personality is as unique as his music. Here's how a trusted friend and confidant describes him on the official Jack Johnson website ([www.jackjohnsonmusic.com](http://www.jackjohnsonmusic.com)): "Jack is the sort of guy who wouldn't mind if I wrote his biography on a paper plate. He's understanding like that. He's also sort of low-key and saves time by keeping his hair short and not bothering much with outfits or the mirror.

"For a while he used to make ice cream, and now he's into making 'Egg McMuffins' with some so-called real egg products. He also has a healthy record collection, and before he went on his honeymoon he cared for three fish. Yet, as he sits here on the floor in the hope that I'm almost finished, I know Jack is just human. He has a fetish for making the greetings on his answering machine. To top it off, he doesn't even like Steely Dan. What's important is that Jack and Kim's wedding was the funniest thing I've ever been to, and Jack's music is as fresh and beautiful as anyone's today."

With songs that are meaningful and deep and lyrics that often focus on today's social concerns — like children killing other children — Johnson could be called a poet laureate of the new millennium. The tunes on his latest work of art, *Brushfire Fairytales* — "Inaudible Melodies," "Middle Man," "Posters," "Sexy Plexi," "Flake," "Bubble Toes," "Fortunate Fools" and



Jack Johnson

the rest — showcase his unique talents.

Have you ever seen Jack Johnson perform? Well, does the name Dave Matthews mean anything to you? Jack kind of sounds like Matthews, and he kind of looks like Matthews, but by no means is he trying to emulate Mr. M. Johnson is his own guy. As he performs, wearing a black T-shirt and sitting on a stool with his acoustic guitar, he is obviously — and probably most importantly to him — connecting. His music is kind of folksy, but not really, and his lyrics can be edgy, but in a respectful way. He's even polite and says, "Thank you," between songs as he tunes his guitar. He somehow manages to make me think of him as Dave Matthews meets an acoustic Jerry Garcia. I wonder if he was ever exposed to flower power way back in the day.

On *Brushfire Fairytales* Jack is credited with vocals, guitars and piano, and he's backed by Adam Topol on drums and percussion and Merlo on bass. But what I see is just Jack, a man with a guitar and a lot of talent, making a musical connection.

### TELL US WHAT YOU THINK!

Share your opinion about this column — go to [www.ronline.com](http://www.ronline.com) and click the Message Boards button.

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by Gene Harris, Jr.

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# R&R Hot AC Top 30

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May 17, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	CALLING Wherever You Will Go (RCA)	3384	-115	334677	34	89/0
5	2	SHERYL CROW Soak Up The Sun (A&M/Interscope)	3184	+283	347855	12	86/1
2	3	NICKELBACK How You Remind Me (Roadrunner/IDJMG)	3030	-175	289566	28	79/0
3	4	GOO GOO DOLLS Here Is Gone (Warner Bros.)	3023	+77	318374	10	87/0
4	5	MICHELLE BRANCH All You Wanted (Maverick/WB)	2868	-42	300924	18	80/0
7	6	VANESSA CARLTON A Thousand Miles (A&M/Interscope)	2818	+265	296136	11	85/0
6	7	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	2690	-34	260844	16	75/1
12	8	JIMMY EAT WORLD The Middle (DreamWorks)	2302	+306	261123	9	79/3
8	9	ALANIS MORISSETTE Hands Clean (Maverick/Reprise)	2216	-283	229274	18	80/0
11	10	JOHN MAYER No Such Thing (Aware/Columbia)	2100	+57	218291	13	83/2
9	11	CREED My Sacrifice (Wind-up)	1985	-175	190005	27	75/0
10	12	JEWEL Standing Still (Atlantic)	1921	-156	193674	30	77/0
13	13	TRAIN Drops Of Jupiter (Tell Me) (Columbia)	1869	+29	179526	62	83/0
14	14	LIFEHOUSE Hanging By A Moment (DreamWorks)	1720	-70	182330	63	84/0
15	15	DEFAULT Wasting My Time (TVT)	1656	+36	156327	12	58/2
16	16	LINKIN PARK In The End (Warner Bros.)	1394	-126	100239	14	34/0
18	17	AVRIL LAVIGNE Complicated (Arista)	1350	+153	133042	5	63/2
17	18	LENNY KRAVITZ Stillness Of Heart (Virgin)	1259	-68	119918	8	65/1
20	19	FIVE FOR FIGHTING Easy Tonight (Aware/Columbia)	1095	+33	103946	9	71/4
19	20	PINK Get The Party Started (Arista)	1069	-111	107822	19	36/0
23	21	PINK Don't Let Me Get Me (Arista)	1008	+99	79627	4	33/2
25	22	NO DOUBT Hella Good (Interscope)	995	+148	106106	3	42/8
21	23	CELINE DION A New Day Has Come (Epic)	849	-105	71931	12	41/0
28	24	CALLING Adrienne (RCA)	836	+77	92976	3	60/2
27	25	SHAKIRA Underneath Your Clothes (Epic)	836	+76	65511	2	44/5
30	26	THE CORRS When The Stars Go Blue (143/Lava/Atlantic)	787	+126	87667	2	46/5
24	27	KYLIE MINOGUE Can't Get You Out Of My Head (Capitol)	784	-72	50513	9	38/0
29	28	RUBYHORSE Sparkle (Island/IDJMG)	774	+93	72347	2	49/4
22	29	TRAIN She's On Fire (Columbia)	754	-157	65537	10	48/0
26	30	NO DOUBT Hey Baby (Interscope)	740	-104	73476	19	40/0
Debut	31	DISHWALLA Somewhere In The Middle (Immergent)	652	+68	47347	1	37/1
Debut	32	ENRIQUE IGLESIAS Escape (Interscope)	551	-38	43999	1	15/0
Debut	33	NICKELBACK Too Bad (Roadrunner/IDJMG)	539	+55	32711	1	26/2
—	34	SENSE FIELD Save Yourself (Nettwerk)	516	-94	49484	10	35/0
Debut	35	MEREDITH BROOKS Shine (Gold Circle)	508	+66	41322	1	40/1
—	36	LIFEHOUSE Breathing (DreamWorks)	485	-57	35957	20	25/0
Debut	37	JACK JOHNSON Flake (Enjoy/Universal)	472	+73	57259	1	27/2
—	38	LEANN RIMES Can't Fight The Moonlight (Curb)	455	-37	29483	18	28/0
Debut	39	CHAD KROEGER /JOSEY SCOTT Hero (Roadrunner/Columbia/IDJMG)	425	+268	47672	1	31/9
—	40	JEWEL Break Me (Atlantic)	425	-107	50711	2	40/0

89 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 5/5/02-5/11/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
CREED One Last Breath (Wind-up)	27
DAVE MATTHEWS BAND Where Are You Going (RCA)	27
MOBY We Are All Made Of Stars (V2)	15
DROPLINE Fly Away From Here (...Day) (143/Reprise)	14
SEVEN AND THE SUN Walk With Me (Atlantic)	12
C. KROEGER F.J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	9
NO DOUBT Hella Good (Interscope)	8
FAMILIAR 48 The Question (MCA)	6
KASEY CHAMBERS Not Pretty Enough (Warner Bros.)	6
ALANA DAVIS I Am Free (Elektra/EEG)	6

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JIMMY EAT WORLD The Middle (DreamWorks)	+306
SHERYL CROW Soak Up The Sun (A&M/Interscope)	+283
C. KROEGER F.J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	+268
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	+265
DROPLINE Fly Away From Here (...Day) (143/Reprise)	+190
AVRIL LAVIGNE Complicated (Arista)	+153
NO DOUBT Hella Good (Interscope)	+148
COUNTING CROWS American Girls (Geffen/Interscope)	+142
THE CORRS When The Stars Go Blue (143/Lava/Atlantic)	+126

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
FIVE FOR FIGHTING Superman... (Aware/Columbia)	1586
DAVE MATTHEWS BAND The Space Between (RCA)	1051
STAIN'D It's Been Awhile (Flip/Elektra/EEG)	1051
3 DOORS DOWN Be Like That (Republic/Universal)	1016
INCUBUS Drive (Immortal/Epic)	1006
DIDO Thankyou (Arista)	993
UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	976
MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	924
SUGAR RAY When It's Over (Lava/Atlantic)	888
DAVE MATTHEWS BAND Everyday (RCA)	860
U2 Beautiful Day (Interscope)	797
NELLY FURTADO I'm Like A Bird (DreamWorks)	750
ENYA Only Time (Reprise)	749

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America's Best Testing Hot AC Songs 12+ For The Week Ending 5/17/02.

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, TD, Familiarity, Burn. Lists top 50 songs including Jimmy Eat World, Go Go Dolls, Nickelback, etc.

Total sample size is 672 respondents. 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.

Indicator

Most Added

- CREED One Last Breath (Wind-up)
AVRIL LAVIGNE Complicated (Arista)
ALANA DAVIS I Am Free (Elektra/EEG)
JOHN MAYER No Such Thing (Aware/Columbia)
RUBYHORSE Sparkle (Island/IDJMG)
THE CORRS When The Stars Go Blue (143/Lava/Atlantic)
DROPLINE Fly Away From Here (...Day) (143/Reprise)

New & Active

- COURSE OF NATURE Caught In The Sun (Lava/Atlantic)
ABANDONED POOLS Remedy (Extacy)
AMANDA MARSHALL Everybody's Got A Story (Columbia)
DROPLINE Fly Away From Here (...Day) (143/Reprise)
ENYA Wild Child (Reprise)
UNWRITTEN LAW Seein' Red (Interscope)
FAMILIAR 48 The Question (MCA)
ZOO STORY Star (3.33 Music Group)
CREED One Last Breath (Wind-up)

Songs ranked by total plays

Reporters

Grid of reporter information by region, including station call letters, reporter names, and phone numbers.

\* Monitored Reporters

99 Total Reporters

89 Total Monitored

10 Total Indicator





CAROL ARCHER

archer@rronline.com

## PART TWO OF A TWO-PART SERIES

# So Many Hits, So Little Time

□ KJCD/Denver PD Steve Williams: the man with megaton ears

**W**hen Steve Williams programmed KSSJ/Sacramento, he invited me to attend one of the station's music tests. Like the KSSJ listeners who participated in the study, I heard hundreds of hooks that night, an astonishing percentage of them from smooth jazz hits Williams has discovered and broken over the years.

Long before the birth of Smooth Jazz, Williams was breaking cool songs, like Kirk Whalum's "Floppy" at WJZZ/Detroit. Later he championed countless others, like Down To The Bone's "Brooklyn Heights" and "Staten Island Groove," which changed the Smooth Jazz equation.

Williams was first in the format to air Zachary Breaux, US3, 480East, Roger Smith's "Off the Hook," Alfonso Blackwell, Chuck Loeb, Warren Bernhart's "Felinicity," Kim Waters, Donald Harrison, Brian Culbertson, Bob Marmet and Dido's "Thankyou."

Looking back, each seems an obvious choice, but, in fact, most of those artists were virtually unknown at the time. Playing them presented potential risks, which is always the case with unfamiliar material. Smooth Jazz is indebted to Williams for having both keen instincts and the courage of his convictions.

## Use The Right Hooks

Williams joined Jefferson-Pilot's KJCD/Denver in January 2002. By the winter '02 book, the station ranked sixth 25-54. This is the second of two columns in which Williams discusses callout research and Smooth Jazz's musical boundaries. He also challenges traditional notions about the format's "relaxing" positioner.

"Auditorium tests tend to drive really familiar songs and sounds to the top," Williams says. "Saxophones test well, and vocals are always at the top of the list in auditorium tests. But the reverse is true with callout, because callout samples P1s.

"Many uptempo songs do very

well in our callout. 'Do I Do' by Gerald Veasley consistently tests well; another is Sunny Paxson's 'Do It Til

You're Satisfied,' which we hadn't played before we tested it. It isn't a typical smooth jazz song, aside from the fact that it's an instrumental. It doesn't have a saxophone or a guitar, and it's kind of dance-y, but it's a good tune, and fun. People respond to that, a fact validated by callout results." As a result of these findings, Williams added Paxson's track, and it is now in top rotation, at 18 plays.

Williams insists that, no matter which form of music-research methodology a station uses, the song hooks must be the right ones. "That can make the difference between a good score and a bad one," he says. "You have to be sure that the hook captures the essence of the song.

"If the essence is a toe-tapping, hum-along, 'feel good' tune, as in the case of Sunny Paxson's, that's got to be in the hook. It's the same thing with vocals, like Take 6's 'Takin' It to the Street.' Hooks must include the thing that motivates people to dig the tune in the first place, which is why choosing them correctly is crucial."

## Beyond Conventional Wisdom

"Especially in the non-Smooth Jazz world, songs often aren't included in callout unless they reach a certain level of exposure in the market," Williams continues. "But that's ridiculous to me. A song can't achieve that exposure unless you decide the song works for you and that it matters, but you can't put it into rotation without the plays.

"It's crazy! That means there is a lot of music that will never get on the air. In fact, some stations have a spice category, in which songs get played only twice a week, so it may take several months before you can get a read on listeners' reactions to them.

**"The music must be foreground and project a certain brightness and passion, which means playing songs with tempo and playing vocals often."**

"There is no hard and fast rule that rotation will produce favorable scores. Clear Channel and others utilize Optimum Effective Scheduling [OES], a formula that is supposed to relate the level of exposure to the effectiveness of a song, commercial or promo. But because music is one of the most subjective things on the face of the earth, you can't always rely on formulas and clichés."

Williams challenges conventional wisdom about the format's "relaxing" positioner when he asserts, "KJCD is still evolving, but it sounds pretty close to what I consider to be an ideal Smooth Jazz radio station. My thinking about how Smooth Jazz should sound has definitely changed over time. I've come to understand that the music must be foreground and project a certain brightness and passion, which means playing songs with tempo and playing vocals often.

"One can hear the variety of opinions about what's effective in terms of tempo and mix across the spectrum of Smooth Jazz stations nationally, and they vary widely. But we sell our listeners short if we think a little tempo is going to drive them away. People want to tap their feet and feel exhilarated by music in a variety of ways.

"After all, who's to say what listeners find relaxing? Does music have to be sleepy to be relaxing? No! How many people go to the gym to work out or run a few miles to relax? People go dancing to relax and find stress relief. It's a naive or narrow position to think otherwise.

"Think back to the time Down To The Bone broke in New York: Why was it that when a station like WQCD played 'Brooklyn Heights' or Roger Smith, those were the songs that drove the phones? Of 12 songs an hour — including pop vocals — the songs that moved the meter were the ones with tempo, groove and energy.

"From that time forward you can trace the definite shift in tempo in this format with acts like 480East and many others, like Gerald Veasley. It's no surprise to me that 'Do I Do' is one of the highest-testing songs on this radio station. It's a party tune."

## Powerful Production And Imaging

Like all great programmers, Williams recognizes that a radio station is about more than music, even if music creates a station's basic identity, as it does in Smooth Jazz. He focuses on imaging, production elements and talent too.

"When I got here, I found a jingle package in a drawer that had been sitting there since October," he says. "It's the same Groove Addicts' package that KTUV (The Wave)/Los Angeles uses. I put it right on the air.

"This is another example of how my thinking has changed. There was a time — and there may be another in the future — that I didn't want to run jingles, because I didn't want us to sound like a CHR/Pop or AC radio station. But now, if it's a great jingle package that describes the essence of the station, as this one does, I want it on.

"We segue at night and on overnights, but during the day the jingles are so compatible with the sound of the station, we run them after every song. Jingles remind listeners what station they're listening to and push the radio station forward, which is always important, especially in the start-up phase. KJCD isn't back-

ground, and there is no confusion about what station it is.

"Over a two-week period I dealt with the music, got the jingles on and evaluated the imaging and production elements. We'd been using Randy Reeves, an AC guy with great pipes, but I felt we needed something different, so now we've got Geoffrey Holder as a voice, and Pat Prescott."

## Major-Market Presence

"Once I got through those two things, I began to assemble the air-staff," Williams continues. "With all due respect to the good and committed people who were here before, I felt we needed to upgrade to a major-market presence to cut through and sound like big-time radio. Such decisions affect people's lives deeply, and they can be devastating — believe me, I know — but they had to be made.

"I've been fortunate to be associated with some of the finest broadcasters in the world, and I had an idea of who I wanted to bring in. My exposure to new broadcast technology, such as voicetracking and digital delivery, allowed me to think in a larger way and create options in pursuit of my goals. We needed experienced people who could really communicate the feeling of this station and this music.

"I brought in Deana Wright, who had previously worked at WVMV/Detroit and WJZZ/Philadelphia, to do morning drive. Another top-tier talent, Maria Lopez, who was *Lights Out San Francisco* host at KKSJ/San Francisco and now voicetracks for WJZZ/Atlanta, among others, voicetracks our middays.

"At KJCD, we recognized what we needed in order to grow. We figured it out, and haven't allowed limitations to stunt our growth."

## TALK BACK TO R&R!

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

Call me at 310-788-1665  
or e-mail:  
archer@rronline.com



PAM WILLIAMS' EVOLUTION

When Red Ink artist saxophonist Pamela Williams played a gig for WJCD/Norfolk at The Alley in Newport News, VA, station staffers turned out in support. Seen here (l-r) are WJCD account executive Chester Benton, Williams and WJCD MD Larry LeKool Hollowell.

**"Does music have to be sleepy to be relaxing? No! How many people go to the gym to work out or run a few miles to relax, or go out dancing to find stress relief?"**

# R&R Smooth Jazz Top 30

May 17, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	JEFF GOLUB Cut The Cake (GRP/VMG)	895	+46	143334	13	42/0
2	2	DAVID BENOIT Snap! (GRP/VMG)	776	-65	108279	18	37/0
4	3	JIMMY SOMMERS Lowdown (Higher Octave)	743	+34	111603	16	38/0
3	4	GREGG KARUKAS Night Shift (N-Coded)	723	-81	103189	24	36/0
5	5	PIECES OF A DREAM Night Vision (Heads Up)	653	+5	81713	22	33/0
6	6	ALFONZO BLACKWELL Funky Shuffle (Shanachie)	621	+41	87581	20	37/0
10	7	PETER WHITE Bueno Funk (Columbia)	548	+73	83932	9	40/0
13	8	CRAIG CHAQUICO Luminosa (Higher Octave)	522	+58	87025	5	40/0
9	9	NORAH JONES Don't Know Why (Blue Note)	495	+11	55408	4	35/1
11	10	CELINE DION A New Day Has Come (Epic)	490	+15	54282	12	32/0
7	11	MARC ANTOINE On The Strip (GRP/VMG)	489	-86	79381	22	29/0
12	12	BOZ SCAGGS Miss Riddle (Virgin)	460	-10	37391	11	30/0
14	13	BONEY JAMES RPM (Warner Bros.)	449	+11	80035	6	39/2
16	14	STEVE COLE So Into You (Atlantic)	428	+18	68695	9	38/0
15	15	RICHARD ELLIOT Shotgun (GRP/VMG)	426	+4	60398	10	34/0
19	16	JOYCE COOLING Daddy-O (GRP/VMG)	399	+24	59887	7	37/1
18	17	BRAXTON BROTHERS Whenever I See You (Peak)	394	+14	59595	6	36/1
17	18	ERIC MARIENTHAL Lefty's Lounge (Peak)	377	-24	40604	18	30/0
8	19	KIRK WHALUM I Try (Warner Bros.)	368	-127	32391	16	23/0
20	20	DOWN TO THE BONE Electra Glide (GRP/VMG)	315	+30	43637	3	30/2
21	21	DAVID LANZ That Smile (Decca)	280	+13	27392	9	24/0
25	22	KIM WATERS In The House (Shanachie)	262	+51	43391	2	30/4
Debut	23	JOE SAMPLE X Marks The Spot (PRA/GRP/VMG)	258	+154	28212	1	33/8
22	24	ENYA Only Time (Reprise)	225	0	16679	11	15/1
24	25	KEVIN TONEY Passion Dance (Shanachie)	210	-12	34872	9	21/0
27	26	CHRIS BOTTI Through An Open Window (Columbia)	190	+6	17358	4	19/1
Debut	27	BRIAN CULBERTSON Without Your Love (Warner Bros.)	175	+110	28276	1	25/8
29	28	ALICIA KEYS Fallin' (J)	165	-13	21230	20	12/0
23	29	SPYRO GYRA Feelin' Fine (Heads Up)	158	-66	36456	17	15/0
30	30	SHILTS Your Place Or Mine (Higher Octave)	153	+2	26675	3	11/0

42 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of 5/5/02-5/11/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the most stations is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. 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 2002. The Arbitron Company). (C) 2002. R&R, Inc.

## New & Active

**ACOUSTIC ALCHEMY** Tuff Puzzle (Higher Octave)

Total Plays: 144, Total Stations: 14, Adds: 1

**WILL DOWNING** I Can't Help It (GRP/VMG)

Total Plays: 108, Total Stations: 7, Adds: 0

**CHRIS STANDRING** Through The Looking Glass (Instinct)

Total Plays: 93, Total Stations: 8, Adds: 0

**RICK BRAUN** Middle Of The Night (Warner Bros.)

Total Plays: 82, Total Stations: 6, Adds: 0

**WARREN HILL** September Morning (Narada)

Total Plays: 72, Total Stations: 8, Adds: 1

**VICTOR FIELDS** Walk On By (Regina)

Total Plays: 72, Total Stations: 4, Adds: 0

**TAKE 6** Takin' It To The Streets (Warner Bros.)

Total Plays: 64, Total Stations: 5, Adds: 1

**SADE** Somebody Already Broke My... (Epic)

Total Plays: 58, Total Stations: 5, Adds: 1

**BLAKE AARON** Overjoyec (Innervation)

Total Plays: 57, Total Stations: 8, Adds: 0

**LUTHER VANROSS** I'd Rather (J)

Total Plays: 54, Total Stations: 4, Adds: 0

Songs ranked by total plays

## Most Added

ARTIST TITLE LABEL(S)	ADDS
JOE SAMPLE X Marks The Spot (PRA/GRP/VMG)	8
BRIAN CULBERTSON Without Your Love (Warner Bros.)	8
SPECIAL EFX Cruise Control (Shanachie)	6
KIM WATERS In The House (Shanachie)	4
3RD FORCE I Believe In You (Higher Octave)	4
TONY GUERRERO If I Could Have It All (Native Language)	3
BONEY JAMES RPM (Warner Bros.)	2
DOWN TO THE BONE Electra Glide (GRP/VMG)	2
PAUL HARDCASTLE Desire (Trippin' 'n Rhythm)	2
GREG ADAMS Roadhouse (Ripa)	2
REMY SHAND Take A Message (Motown)	2
BONA FIDE El Dorado (N-Coded)	2
LARRY CARLTON Morning Magic (Warner Bros.)	2

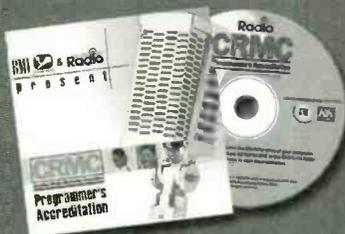
## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JOE SAMPLE X Marks The Spot (PRA/GRP/VMG)	+154
BRIAN CULBERTSON Without Your Love (Warner Bros.)	+110
PETER WHITE Bueno Funk (Columbia)	+73
CRAIG CHAQUICO Luminosa (Higher Octave)	+58
KIM WATERS In The House (Shanachie)	+51
JEFF GOLUB Cut The Cake (GRP/VMG)	+46
ALFONZO BLACKWELL Funky Shuffle (Shanachie)	+41
PAUL HARDCASTLE Desire (Trippin' 'n Rhythm)	+36
JIMMY SOMMERS Lowdown (Higher Octave)	+34
TURNING POINT Estrella (A440 Music Group)	+34
VICTOR FIELDS Walk On By (Regina)	+34

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
CHUCK LOEB Pocket Change (Shanachie)	274
LARRY CARLTON Deep Into It (Warner Bros.)	243
SADE Lovers Rock (Epic)	232
LEE RITENOUR W/G. ALBRIGHT Jammin' (GRP/VMG)	168
KEN NAVARRO So Fine (Shanachie)	132
DIANA KRALL S'Wonderful (Verve/VMG)	132
DIANA KRALL The Look Of Love (Verve/VMG)	114
JEFF LORBER Ain't Nobody (Samson/Gold Circle)	106
GERALD VEASLEY Do I Do (Heads Up)	102
STING Fragile (A&M/Interscope)	90
BRIAN CULBERTSON All About You (Atlantic/WB)	80
KIM WATERS Until Dawn (Shanachie)	72
CHRIS BOTTI Streets Ahead (Columbia)	67
PETER WHITE Turn It Out (Columbia)	66
FATBURGER Evil Ways (Shanachie)	62
BONEY JAMES See What I'm Sayin' (Warner Bros.)	58

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## ON THE RECORD

With  
**Bernie Kimble**  
PD, WNWV/Cleveland



One thing that really caught my attention in Club 1600's "Tease" (N-Coded), aside from Gerald Albright's incredible sax work, is the melody of the song. I try to make sure that the songs I play have hooks, whether they're vocal or melody hooks, and this song has something I'm very comfortable with, whether it's been done before or I've heard it in a slightly different configuration. The song is a comfortable, first-time-listen fit,

and it's got a really nice groove to it. It's an easy choice to pick up on. • Special EFX's "Cruise Control" (Shanachie) is what I have to call a no-brainer. It's a song that just captures the whole essence of summer. You get on the air and tell people to be careful not to get a speeding ticket when they take off listening to this song because it moves so well. What a great combination of musicians! Chieli Minucci's guitar has got a great hook, and David Mann's sax playing too. Plus, there's a little flute innuendo

that's the cherry on top of the cake; it finishes the song like a dollop of butter in a great dish. Near the end of the song Roger Smith's keyboard work is just rockin' out! Each of these elements in combination with the others captures the essence of summer in Cleveland — or anywhere else.

With a couple of exceptions, the top 10 hasn't changed much since last week. Jeff Golub's "Cut the Cake" (GRP/VMG) retains the top slot for the second week, but now it appears that Jimmy Sommers' "Lowdown" (Higher Octave), at No. 3, may have the juice to overwhelm Golub in the coming weeks ... With a move from 9 to 7, Peter White's "Bueno Funk" (Columbia) is third Most Increased, with a gain of 73 plays. Craig Chaquico's "Luminosa" (Higher Octave) exhibits strong growth by moving five positions — 13-8 ... Joe Sample's *The Pecan Tree* (GRP/VMG) is a work of art, and the first single from the release, "X Marks the Spot," continues to climb. This week Sample debuts dramatically at 23\*, is No. 1 Most Increased with a 154-play gain and earns eight new adds, including WQCD/New York, WNUA/Chicago and WJZW/Washington. The track moves to 17 plays in only its second week of airplay on KTWV (The Wave)/Los Angeles ... Tied with Sample for Most Added with eight is Brian Culbertson's "Without Your Love" (Warner Bros.). New adds include WQCD, WJZZ/Philadelphia and WJZZ/Atlanta ... Special EFX's "Cruise Control" (Shanachie) is off to a good start with six new adds for second Most Added. Believers include WQCD, WNWV/Cleveland and KOAI/Dallas ... Jonathan Butler's label debut, *Surrender* (Warner Bros.), yields a marvelous first single, "Wake Up." Another superb production from Paul Brown, it's one of the freshest releases of the year ... Music lovers on the hip tip should check out Soulive's *Next* (Blue Note).



— Carol Archer, Smooth Jazz Editor

## Reporters

Stations and their adds listed alphabetically by market

**WZMR/Albany, NY**  
PD: Tim Durkee  
MD: Pete Logan

**KRQS/Albuquerque, NM**  
PD: Paul Lavoie  
MD: Jeff Young

**KNIK/Anchorage, AK**  
DM: Aaron Wallender  
PD: J.J. Michaels  
MD: Jennifer Summers

**WJZZ/Atlanta, GA**  
PD/MD: Nick Francis

**KSMJ/Bakersfield, CA**  
PD/MD: Chris Townshend

**WNUA/Chicago, IL**  
PD: Bob Kaske  
APD/MD: Carl Anderson

**WNWV/Cleveland, OH**  
PD/MD: Bernie Kimble

**WJZA/Columbus, OH**  
OM/MD: Bill Harman  
APD: Gary Wolter

**KOAI/Dallas-Ft. Worth, TX**  
PD: Maxine Todd  
APD/MD: Brel Michael

**KVJZ/Des Moines, IA**  
PD: Mike Blakemore  
MD: Becky Taylor

**WVMV/Detroit, MI**  
PD: Tom Sleker  
MD: Sandy Kovach

**KUJZ/Eugene, OR**  
PD: Chris Crowley

**KEZL/Fresno, CA**  
PD/MD: J. Weidenheimer

**KCIY/Kansas City, MO**  
PD: Mark Edwards  
MD: Michelle Chase

**KOAS/Las Vegas, NV**  
PD/MD: Erik Fox

**KTWV/Los Angeles, CA**  
PD: Chris Brodie  
APD/MD: Ralph Stewart

**WJZN/Memphis, TN**  
PD: Norm Miller

**WLVE/Miami, FL**  
PD: Rich McMillan

**WJZI/Milwaukee, WI**  
DM/MD: Chris Moreau

**KSBR/Mission Viejo, CA**  
DM/MD: Terry Wedel  
MD: Logan Parris

**KRVR/Modesto, CA**  
PD: Jim Bryan  
MD: Doug Walli

**WQCD/New York, NY**  
DM: John Mullen  
PD/MD: Charley Connolly

**WJCD/Norfolk, VA**  
MD: Larry Hollowell

**WLOQ/Orlando, FL**  
PD: Dave Kosh

**WJZ/Philadelphia, PA**  
DM: Anne Gress  
PD: Michael Tozzi  
MD: Joe Proke

**KYOT/Phoenix, AZ**  
PD: Shaun Holly  
APD/MD: Greg Morgan

**KJZS/Reno, NV**  
PD: Jay Davis

**WJZV/Richmond, VA**  
OM/MD: Tommy Fleming

**KSSJ/Sacramento, CA**  
PD: Lee Hanson  
APD: Ken Jones

**WSSM/St. Louis, MO**  
DM: Mark Edwards  
PD: David Myers

**KBZN/Salt Lake City, UT**  
PD/MD: Rob Riesen

**KIFM/San Diego, CA**  
PD: Mike Vasquez  
APD/MD: Kelly Cole

**KKSF/San Francisco, CA**  
PD: Paul Goldstein  
APD/MD: Samantha Weidman

**KMGQ/Santa Barbara, CA**  
APD/MD: Steve Bauer

**KJZY/Santa Rosa, CA**  
PD: Gordon Zlot  
APD/MD: Rob Singleton

**KWJZ/Seattle-Tacoma, WA**  
PD: Carol Handley  
MD: Dianna Rose

**WEIB/Springfield, MA**  
PD: Ben Casey  
MD: Darrel Cutting

**WSJT/Tampa, FL**  
DM/MD: Ross Block  
MD: Kathy Curtis

**WJZW/Washington, DC**  
PD/MD: Kenny King

**JRN/Jones NAC/National**  
PD: Steve Hibbard  
MD: Cheri Marquart

42 Total Reporters

40 Current Playlists

Did Not Report, Playlist Frozen (2):  
KJCD/Denver-Boulder, CO  
WYJZ/Indianapolis, IN

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# Smooth Jazz Playlists

**MARKET #1**

WDCO/No York  
Emmis  
(212) 552-1019  
Country  
12+ Cume 1,871,200

PLAYS	LW	TW	ARTIST/TITLE	GI (888)
22	23	23	JEFF GOLUB/Cut The Cake	28700
22	23	23	PIECES OF A DREAM/Night Vision	26404
24	24	24	GREGG KARLUKAS/Night Shift	26404
24	23	23	JIMMY SOMMERS/Lowdown	26404
24	23	23	DAVID BENIOT/Smop!	26404
24	23	23	ALFONZO BLACKWELL/Funky Shuffle	26404
22	22	22	KEVIN TONEY/Passion Dance	25256
23	23	23	BONEY JAMES/RPM	19516
7	17	17	CRAIG CHAUDOU/Luminosa	19516
12	12	12	STEVE COLE/So Into You	8036
12	12	12	CELINE DIONA/New Day Has Come	8036
7	8	8	RICHARD ELLIOT/Shogun	18388
7	8	8	ANDRE WARD/Hudson River Drive	9184
7	7	7	SUNNY PARKER/Wherever I See You	8036
6	7	7	BRAXTON BROTHERS/Whenever I See You	8036
7	7	7	SHILTS/Your Place Or Mine	8036
7	7	7	DAVID LANZ/That Smile	8036
7	7	7	DOWN TO THE BONE/Electra Glide	8036
7	7	7	JOYCE COOLING/Daddy-O	8036
-	7	7	KIM WATERS/In The House	8036
-	7	7	PETER WHITE/Buono Funk	8036
-	7	7	BRIAN CULBERTSON/Without Your Love	8036
-	7	7	KEN NAVARRO/Go Fine	8036
-	7	7	PAUL ROZMA/No, No, No, OK	8036
-	-	-	SPECIAL FX/Everyone's A Star	0
-	-	-	JOE SAMPLEX/Marks The Spot	0

**MARKET #2**

KTVW/Los Angeles  
Infinity  
(310) 940-7180  
Country  
12+ Cume 946,000

PLAYS	LW	TW	ARTIST/TITLE	GI (888)
27	26	26	CHUCK LOEB/Pocket Change	17004
23	24	24	MARC ANTONIO/On The Strip	15698
25	25	25	JEFF GOLUB/Cut The Cake	15698
21	20	20	JEFF GOLUB/Cut The Cake	13080
15	15	15	CRAIG CHAUDOU/Luminosa	12426
18	18	18	PETER WHITE/Buono Funk	11772
17	17	17	RICHARD ELLIOT/Shogun	11118
14	17	17	CHRIS STANDING/Through...	11118
13	17	17	KIM WATERS/In The House	11118
13	17	17	NORAH JONES/Don't Know Why	11118
16	16	16	CHRIS BOTTI/Through An Open...	11118
14	16	16	JOYCE COOLING/Daddy-O	10464
14	15	15	ERIC MARIENTHAL/Lady's Lounge	9810
12	15	15	RICHARD ELLIOT/Shogun	9810
14	14	14	BONEY JAMES/RPM	9156
15	13	13	STEVE COLE/So Into You	8502
12	12	12	DIANA KRALL/The Look Of Love	7848
11	12	12	NORAH JONES/Don't Know Why	7194
6	11	11	REMY SHAND/In A Message	7194
10	10	10	SADE/Lovers Rock	6540
12	12	12	STING/Fragile	6540
11	11	11	WALTER BEASLEY/Good Times	5540
7	4	4	JIM WILSON/Cant Find My...	2616
-	2	2	ENYA/Only Time	1308

**MARKET #3**

WNVA/Chicago  
Clear Channel  
(312) 945-5100  
Country  
12+ Cume 871,100

PLAYS	LW	TW	ARTIST/TITLE	GI (888)
23	24	24	PETER WHITE/Buono Funk	12912
18	24	24	JIMMY SOMMERS/Lowdown	12912
25	25	25	JEFF GOLUB/Cut The Cake	12912
20	23	23	RICHARD ELLIOT/Shogun	12374
21	21	21	DAVID BENIOT/Smop!	11286
19	19	19	BRAXTON BROTHERS/Whenever I See You	10222
18	18	18	MARC ANTONIO/On The Strip	9684
11	18	18	DOWN TO THE BONE/Electra Glide	9684
11	17	17	JOYCE COOLING/Daddy-O	9140
11	17	17	NORAH JONES/Don't Know Why	9140
12	12	12	DOVE/Through An Open...	8702
14	14	14	CRAIG CHAUDOU/Luminosa	7532
11	12	12	BOB SCAGGS/Miss Riddle	6456
25	25	25	RONA FIDEL/Club Charles	6456
11	11	11	PAUL HARCAS/TE/Dease	5918
11	11	11	BRIAN CULBERTSON/Without Your Love	5918
11	10	10	KIM WATERS/In The House	5380
11	10	10	REMY SHAND/In A Message	5380
10	10	10	CHRIS BOTTI/Through An Open...	4842
12	8	8	SADE/Lovers Rock	4842
12	8	8	LUTHER VANDROSS/It's A Shame	4842
-	-	-	JOE SAMPLEX/Marks The Spot	0
-	-	-	LARRY CARLTON/Deep Into It	0

**MARKET #4**

KKSF/San Francisco  
Clear Channel  
(415) 975-5555  
Country  
12+ Cume 577,000

PLAYS	LW	TW	ARTIST/TITLE	GI (888)
23	27	27	BONEY JAMES/RPM	7684
24	27	27	FREDIE HAVEL/Sunny Side Up	7684
25	28	28	SHILTS/Your Place Or Mine	7684
25	28	28	CRAIG CHAUDOU/Luminosa	7592
24	26	26	GREGG KARLUKAS/Night Shift	7300
24	26	26	PETER WHITE/Who's The Lady?	7300
15	13	13	MARC ANTONIO/On The Strip	3796
12	12	12	DOWN TO THE BONE/Electra Glide	3504
10	12	12	RICHARD ELLIOT/Shogun	3504
10	12	12	KEVIN TONEY/Passion Dance	3504
12	12	12	JOYCE COOLING/Daddy-O	3504
12	12	12	CELINE DIONA/New Day Has Come	3504
11	11	11	GREG ADAMS/Roadhouse	3212
12	11	11	JOE SAMPLEX/Marks The Spot	3212
12	11	11	BRAXTON BROTHERS/Whenever I See You	3212
15	10	10	JEFF GOLUB/Cut The Cake	2920
15	10	10	BRIAN CULBERTSON/Without Your Love	2920
10	10	10	RICK BRAUN/Middle Of The Night	2920
11	10	10	ALFONZO BLACKWELL/Funky Shuffle	2920
10	10	10	JOYCE COOLING/Daddy-O	2920
9	9	9	DAVID BENIOT/Then The Morning...	2628
12	9	9	JIMMY SOMMERS/Lowdown	2628
12	9	9	STING/Fragile	2044
6	7	7	SADE/Lovers Rock	2044
6	7	7	DIANA KRALL/The Look Of Love	1752

**MARKET #5**

KOAI/Dallas-Ft. Worth  
Infinity  
(214) 526-8870  
Country  
12+ Cume 351,600

PLAYS	LW	TW	ARTIST/TITLE	GI (888)
28	28	28	MARC ANTONIO/On The Strip	6467
15	28	28	JEFF GOLUB/Cut The Cake	6244
15	28	28	DAVID BENIOT/Smop!	6244
26	28	28	PIECES OF A DREAM/Night Vision	6244
27	28	28	GREGG KARLUKAS/Night Shift	6244
27	28	28	KIRK WALL/MI/Try	6021
11	19	19	CELINE DIONA/New Day Has Come	4237
16	18	18	SADE/Lovers Rock	4014
17	18	18	DIANA KRALL/The Look Of Love	4014
4	12	12	JOYCE COOLING/Daddy-O	2676
12	12	12	STEVE COLE/So Into You	2676
12	12	12	BONEY JAMES/RPM	2676
12	12	12	PETER WHITE/Buono Funk	2676
11	12	12	LARRY CARLTON/Deep Into It	2676
12	12	12	PIECES OF A DREAM/Night Vision	2676
26	12	12	WAYMAN TSDALE/Can't Hide Love	2676
12	12	12	CHUCK LOEB/Pocket Change	2676
12	12	12	CELINE DIONA/New Day Has Come	2676
11	11	11	GREGG KARLUKAS/Night Shift	2453
11	11	11	BRIAN CULBERTSON/About You	2453
11	11	11	JOSEPH WILSON/Can't Find My...	1784
-	-	-	SPECIAL FX/Everyone's A Star	0

**MARKET #6**

WJZZ/Philadelphia  
Clear Channel  
(215) 950-1200  
Country  
12+ Cume 667,800

PLAYS	LW	TW	ARTIST/TITLE	GI (888)
28	28	28	WALTER BEASLEY/Sweet Nothings	12628
28	28	28	GREGG KARLUKAS/Night Shift	12628
28	28	28	DAVID BENIOT/Smop!	12628
28	28	28	PIECES OF A DREAM/Night Vision	12628
28	28	28	JEFF GOLUB/Cut The Cake	12628
28	28	28	MARC ANTONIO/On The Strip	12628
19	19	19	BOB SCAGGS/Miss Riddle	9020
19	19	19	CELINE DIONA/New Day Has Come	9020
19	19	19	DOVE/Through An Open...	8529
13	15	15	ALFONZO BLACKWELL/Funky Shuffle	6786
13	15	15	GERALD VEASLEY/In The Crowd	5863
12	13	13	SPYRO CYRAN/Feel'N Fine	5863
13	13	13	STEVE COLE/So Into You	5863
13	13	13	PIECES OF A DREAM/Night Vision	5863
13	13	13	JIMMY SOMMERS/Lowdown	5863
12	12	12	CRAIG CHAUDOU/Luminosa	5412
12	12	12	CHUCK LOEB/Pocket Change	5412
12	12	12	WARREN HILL/Sagebrush Morning	5412
11	12	12	BRIAN CULBERTSON/Without Your Love	5412
11	11	11	PETER WHITE/Buono Funk	4961
11	11	11	LARRY CARLTON/Deep Into It	4961
11	11	11	KIM WATERS/In The House	4961

**MARKET #7**

WJZZ/Washington, DC  
ABC  
(202) 895-2300  
King  
12+ Cume 468,200

PLAYS	LW	TW	ARTIST/TITLE	GI (888)
27	28	28	JIMMY SOMMERS/Lowdown	7000
28	28	28	GREGG KARLUKAS/Night Shift	7000
28	28	28	KIRK WALL/MI/Try	7000
28	28	28	ALFONZO BLACKWELL/Funky Shuffle	7000
27	27	27	MARC ANTONIO/On The Strip	6750
27	27	27	JEFF GOLUB/Cut The Cake	6750
16	16	16	SADE/Sombody Almsy...	4500
16	16	16	ENYA/Only Time	4000
16	16	16	BOB SCAGGS/Miss Riddle	4000
16	16	16	NORAH JONES/Don't Know Why	4000
15	15	15	CELINE DIONA/New Day Has Come	3750
8	14	14	JEFF KASHWA/My Hands	3500
10	12	12	FREDIE HAVEL/Sunny Side Up	3250
10	12	12	BRAXTON BROTHERS/Whenever I See You	3000
11	11	11	FRANKIE LOEB/Tequila	3000
11	11	11	DAVID BENIOT/Smop!	3000
11	11	11	DAVID LANZ/That Smile	2750
11	11	11	PIECES OF A DREAM/Night Vision	2750
11	11	11	BRIAN CULBERTSON/Without Your Love	2750
11	11	11	BOB SCAGGS/Miss Riddle	2750
11	11	11	PAUL TAYLOR/Passades	2750
11	11	11	JARED/Say Good Bye	2750
9	11	11	WALTER BEASLEY/Good Times	2500
9	11	11	ALFONZO BLACKWELL/Funky Shuffle	2500
9	11	11	RICHARD ELLIOT/Shogun	2500
9	11	11	STEVE COLE/So Into You	2500
9	11	11	CRAIG CHAUDOU/Luminosa	2500
9	11	11	CHUCK LOEB/Pocket Change	2500
9	11	11	KEN NAVARRO/Go Fine	2250
9	11	11	RONA FIDEL/Club Charles	2250

**MARKET #10**

WJZZ/Detroit  
Infinity  
(248) 655-5100  
Stereo/Koch  
12+ Cume 464,700

PLAYS	LW	TW	ARTIST/TITLE	GI (888)
23	23	23	BONEY JAMES/RPM	7314
23	23	23	GREGG KARLUKAS/Night Shift	6996
22	22	22	JEFF GOLUB/Cut The Cake	6996
25	25	25	ALFONZO BLACKWELL/Funky Shuffle	6780
25	25	25	DAVID BENIOT/Smop!	6780
15	15	15	GERALD VEASLEY/In The Crowd	4370
12	15	15	BRAXTON BROTHERS/Whenever I See You	4772
12	15	15	ALFONZO BLACKWELL/Funky Shuffle	4772
12	14	14	SPYRO CYRAN/Feel'N Fine	4452
13	14	14	PETER WHITE/Smop!	4452
11	14	14	KIM WATERS/In The House	4452
11	14	14	JIMMY SOMMERS/Lowdown	4452
11	14	14	RICK BRAUN/Middle Of The Night	4452
11	13	13	CHUCK LOEB/Pocket Change	4134
11	13	13	DOWN TO THE BONE/Electra Glide	4134
14	13	13	PIECES OF A DREAM/Night Vision	4134
10	13	13	ERIC MARIENTHAL/Lady's Lounge	3816
11	12	12	ALICIA KEYS/Fallen	3816
11	12	12	JOYCE COOLING/Daddy-O	3816
11	11	11	KIM WATERS/In The House	3498
8	11	11	SADE/Lovers Rock	3498
11	11	11	PETER WHITE/Buono Funk	3498
11	11	11	CHARLIE HARRIS/It's A Shame	3498
12	11	11	STEVE COLE/So Into You	3498
11	10	10	NORAH JONES/Don't Know Why	3180
10	8	8	CELINE DIONA/New Day Has Come	2652
-	-	-	JOE SAMPLEX/Marks The Spot	1906

**MARKET #11**

WJZZ/Atlanta  
Radio One  
(404) 765-9750  
Francis  
12+ Cume 282,200

PLAYS	LW	TW	ARTIST/TITLE	GI (888)
12	28	28	PETER WHITE/Buono Funk	4452
28	28	28	DAVID LANZ/That Smile	4298
27	27	27	JEFF GOLUB/Cut The Cake	4298
27	27	27	ALFONZO BLACKWELL/Funky Shuffle	4298
25	25	25	GREGG KARLUKAS/Night Shift	3978
27	27	27	JAY BECKENSTEIN/At It Flow	3498
17	17	17	NORAH JONES/Don't Know Why	2704
15	16	16	BOB SCAGGS/Miss Riddle	2544
15	16	16	CELINE DIONA/New Day Has Come	2544
14	16	16	JOYCE COOLING/Daddy-O	2226
12	12	12	RICHARD ELLIOT/Shogun	1908
12	12	12	CRAIG CHAUDOU/Luminosa	1908
12	12	12	BRAXTON BROTHERS/Whenever I See You	1908
12	12	12	WALTER BEASLEY/Good Times	1908
10	11	11	JIMMY SOMMERS/Lowdown	1749
10	11	11	BONEY JAMES/RPM	1590
10	11	11	KIM WATERS/In The House	1590
10	11	11	RITENOUR WALBRIGHT/Jammin'	1590
10	11	11	STEVE COLE/So Into You	1590
10	11	11	PIECES OF A DREAM/Night Vision	1590
10	11	11	DOWN TO THE BONE/Electra Glide	1590
-	2	2	BRIAN CULBERTSON/Without Your Love	318
-	2	2	CHRIS BOTTI/Through An Open...	318


 CYNDEE MAXWELL

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# Jerry Cantrell Unchained

□ Alice In Chains founding member moves forward with *Degradation Trip*

By Frank Correia  
Sr. Associate Editor/Music

**A**s I sat down to interview Jerry Cantrell a few weeks back, a mischievous yet knowing smile came to his face when I mentioned the future of Alice In Chains. He's used to it; it comes up a lot. "I don't know," he said flatly. "I've been in this place for a long time where Alice In Chains is not in the forefront of my thoughts at all."

After reminiscing a bit about the band (see story, right), Cantrell shrugged and said, "Life is long, so you never know what's going to happen. I would hope that we'd do something in the future. The cool thing is, it's always there. I'd love to do another record and tour with Alice, but nothing's going to happen soon."

Or ever again.

The following night I was enjoying a particularly good block of Alice In Chains songs on KLOS/Los Angeles when Jim Ladd announced the news: Alice In Chains singer Layne Staley, 34, had been found dead in his Seattle apartment. As a longtime fan, I felt pretty damn bad, and as someone who had just spoken with Cantrell earlier in the day, I felt downright horrible. Unbeknownst to Cantrell, he had been talking about a friend who had already left this world.

As a songwriter, guitarist and sometime vocalist for Alice In Chains, Cantrell was a driving force in one of grunge rock's marquee acts. His trademark guitar riffs and harsh harmonies with Staley left an impressive catalog, not to mention a legion of followers and imitators. But rather than dwelling on the personal demons that eventually claimed Staley, there is a bright spot to focus on in the darkness: Cantrell's latest effort and Roadrunner debut, *Degradation Trip*.

Originally intended as a two-disc set, *Degradation Trip* shows Cantrell getting back on the horse that made him famous — solid songs, *Dirty* riffs and a sound that shows the guitarist can refer to the past without living in it. So, before the news that darkened every fan's night, Cantrell stretched out on a lounge chair poolside at a Hollywood hotel to discuss what a long, strange *Trip* it's been.

## Man In The Box

Shortly after wrapping up touring for his 1998 solo debut, *Boggy Depot* (Columbia), Cantrell locked himself in his house in Monroe, WA — a small town about 40 miles outside Seattle that Cantrell snickers is best known for its state prison.

A prisoner of his own creativity, he



Jerry Cantrell

experienced something entirely new. "I got on this roll that was just amazing," he explains. "It was something I had never experienced before. I never got into writing as deep as I did then, and I completely committed myself to the time. I just put everything else on hold in my life. Everything. This album is what I've come up with."

But, despite having just penned 25 songs, the real work was ahead of the artist: Columbia pulled funding in the middle of his second album. Cantrell was without management and had to produce the album himself. "All of that stuff was just horrendous and unbelievable at the time. I had to fire [producer] Dave Jerden the first fuckin' day, "I was leaving my record company, and I had to switch studios a few times.

"All the shit that went along with making this record was really tough. But now that it's all over, I'm so glad that I made the decisions that I did. I ended up where I wanted to be, and I did it how I wanted to do it. I did everything and more that I said I was going to do."

About his former label, Cantrell says, "We had just grown apart, and being in the position that I was, everything was more on my shoulders. Maybe I didn't handle it as well as I should have or somebody expected me to, but I'm just taking it as I do everything else — making it up as I go along.

"You make mistakes, and I certainly made mistakes. They did too. It just came time to realize that maybe it was time to move on. It cost me a bit of money to get out of that deal and, subse-

quently, pay for the rest of this record. I ended up selling the house that I wrote the record in just to pay for the fucker."

Cantrell doesn't harbor any resentment toward Columbia, however. He cites his career with Alice In Chains. "We had good people with us from the beginning. Don Jenner was a non-stop entity — he was an ass-kicker for us. It was a real good experience. It was just time to let it go. They were gracious enough to let me go without hurting me too bad, which they certainly could have done. I respect them for that."

## Get Born Again

Breaking up is hard to do, but finding another label was surprisingly hard for Cantrell. "Then came a whole other tough trial by fire, or maybe just trial and disappointment," he says. "Nobody wanted to get near this thing. It was too massive — a double fuckin' record. Record companies hate double records, and nobody heard any obvious singles, which I just couldn't get. There's shit all over this record that's fuckin' cool as far as radio play and instantly hitting you. So we had a lot of meetings with a lot of companies.

**"This record definitely took more from me and out of me than any record I've done."**

"We'd usually meet with the president and the head of A&R, usually just two guys. When I went into Roadrunner, I met the whole staff the first day. They brought everybody in, which I thought was really cool. They cared enough to tell me what each person does for the company."

Both the vibe and the timing were right for Cantrell to sign with Roadrunner. He says, "I certainly could

## Heaven Beside You

On April 19 Layne Staley was found dead in his Seattle apartment, victim of a drug overdose. It was a sad but not entirely unexpected end for one of rock's great frontmen and the voice of Alice In Chains. Here Jerry Cantrell reflects on his years in the multi-Platinum group.

"It was the best time of my life, hands down," he says with a grin. "It was un-fuckin'-believable. Unstoppable. Bands don't last — they just don't last. It's a brief, fleeting thing. And we were real lucky to have it as long as we did. It's that whole argument about having the cup half-empty or the cup half-full. I don't even see it as half-full. What we did was up to the brim and overflowing. I'm really proud of everything we've done. We kicked ass, and we did it the way we wanted to. We didn't go out with some weak-ass records or shit and start trying to be caricatures of ourselves. Everything we did was original and refreshing, in my opinion. To me, as a fan and also making this stuff, we couldn't have done any better."

Cantrell also offers a humorous glimpse of the group's early days as an opening act on the Clash of the Titans tour, which featured the decidedly heavier sounds of Anthrax, Megadeth and Slayer. "The lineup revolved every night, but it was always Slayer's crowd," he remembers. "Most of the time we did pretty well. Other times they hated us. But at Red Rocks in Denver they really hated us. That place was built up instead of back, and if you get a good arc, you can pretty much hit the stage with anything. We had stuff raining down on us for about 35-45 minutes. We were constantly dodging shit, and people were spitting at us.

"Layne got real pissed off, jumped the barricade and went straight into the crowd. He started singing and spitting right back in people's faces and trading blows with them. So we all jumped the barricades and did the same thing. I don't know how the fuck this happened, but someone snuck over a gallon jug of some liquid. I don't even want to guess what it was, but it came flying down and smashed all over Sean [Kinney's] drum set. There were some kids out back at the end of the show saying, 'All right, you guys didn't puss out. Guess you guys are all right.' When we got validation from the Slayer fans, we knew we were into something. Nobody chased us off the stage, ever, except ourselves."

have gone somewhere else with more money and bigger coverage, but I don't know about push. I don't know that any other company would have been as hungry and as behind the album as Roadrunner seems to be, and that's why I'm here.

"That's the one thing you can't buy — hunger. And you can't try to create it; it's just there or it's not. I think we met each other at the right time. I actually got a real good start with this record, and I'll be there for a few more records."

Another bonus for Cantrell is that *Degradation Trip*'s second disc will be released as he intended. He admits it was a good idea to break the planned two-disc set into separate releases. "It's a lot to swallow. I myself have always bitched about bands that have put out double records. 'Why the fuck didn't they condense it? It would have been a much better record.' I had to take that argument into account from my own point of view as a fan. It just seemed to make sense. You're getting a pretty healthy meal with this record, but it's definitely a banquet, the whole deal."

## No Excuses

Although Cantrell sold 11 million records with Alice In Chains, *Boggy Depot* wasn't the commercial success many expected. "Everything petered out a little too early on that record," Cantrell says. "It's a strong record, but you can also hear that it's a starting point again.

"I'm really glad I went through that experience because it gave me a lot more confidence this time around, which I think you can hear, especially vocally. I was getting comfortable

**"I would say that there's a little bit more musical growth between my two records than the growth of Alice In Chains from *Facelift* to *Dirt*."**

being up there in that position. It's different.

"Singers are a different breed; they have their own little idiosyncrasies and their own little world. I understand it a little more now that I'm on that side of it. I appreciate it more. You're up front, and it's all on your shoulders. You're the quarterback, more so than anything. It takes some getting used to, and *Boggy* was my way of doing that. I was pretty much starting from scratch. This record is a couple of good steps beyond that. I would say that there's a little bit more musical growth between my two records than the growth of Alice from *Facelift* to *Dirt*."

Another thing Cantrell has learned is not to distance himself too much from his past. "I made a conscious effort to step away from Alice with *Boggy Depot*. It made a big difference that I didn't associate my name with Alice. It was just Jerry Cantrell. You'd be surprised how many people don't even know me and what I did with Alice.

"I've found a difference between the shows I did last year and this year.

Continued on Page 77

# R&R Rock Top 30

May 17, 2002



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	902	+5	88304	28	37/0
2	2	NICKELBACK Too Bad (Roadrunner/IDJMG)	791	+2	68281	24	34/0
3	3	RUSH One Little Victory (Anthem/Atlantic)	659	+37	54550	6	35/0
4	4	TOMMY LEE Hold Me Down (MCA)	647	+25	52907	9	36/0
8	5	CHAD KROEGER F/JOSEY SCOTT Hero (Roadrunner/Columbia/IDJMG)	625	+111	55834	4	39/1
6	6	GODSMACK I Stand Alone (Republic/Universal)	578	+22	51439	15	27/0
5	7	DEFAULT Wasting My Time (TVT)	578	-39	59441	35	36/0
9	8	CREED One Last Breath (Wind-up)	530	+27	47006	5	34/0
7	9	STAIN'D For You (Flip/Elektra/EEG)	4E2	-33	46221	20	27/0
10	10	NICKELBACK How You Remind Me (Roadrunner/IDJMG)	424	-33	45574	42	36/0
13	11	JERRY CANTRELL Anger Rising (Roadrunner/IDJMG)	390	+30	31893	4	30/2
11	12	LINKIN PARK In The End (Warner Bros.)	377	-24	36090	32	23/0
14	13	PUDDLE OF MUDD Drift & Die (Flawless/Geffen/Interscope)	370	+36	32980	4	31/1
15	14	DEFAULT Deny (TVT)	357	+25	35681	6	30/0
12	15	CREED My Sacrifice (Wind-up)	343	-56	31348	29	33/0
17	16	KORN Here To Stay (Immortal/Epic)	315	+13	24309	8	22/0
18	17	ROB ZOMBIE Never Gonna Stop (The Red...) (Geffen/Interscope)	303	+21	19051	16	15/0
19	18	GOO GOO DOLLS Here Is Gone (Warner Bros.)	253	-3	24560	9	14/0
20	19	EARSHOT Get Away (Warner Bros.)	237	+7	16831	6	22/1
16	20	COURSE OF NATURE Caught In The Sun (Lava/Atlantic)	212	-96	15643	19	20/0
28	21	STAIN'D Epiphany (Flip/Elektra/EEG)	195	+32	15434	2	19/1
26	22	COLD Gone Away (Flip/Geffen/Interscope)	189	+8	18186	5	20/0
Debut	23	INCUBUS Warning (Immortal/Epic)	185	+51	12176	1	23/1
23	24	DROWNING POOL Tear Away (Wind-up)	185	-16	14515	9	14/0
24	25	FAMILIAR 48 The Question (MCA)	181	-11	15493	10	15/0
21	26	P.O.D. Youth Of The Nation (Atlantic)	177	-36	12033	18	14/0
27	27	SYSTEM OF A DOWN Toxicity (American/Columbia)	173	0	13444	4	12/1
25	28	TOOL Parabola (Volcano)	172	-14	13529	3	18/2
22	29	JEREMIAH FREED Again (Republic/Universal)	164	-40	14242	11	15/0
Debut	30	HOOBASTANK Running Away (Island/IDJMG)	149	0	10034	1	17/1

## Most Added

www.rroads.com

ARTIST TITLE LABEL(S)	ADDS
PAPA ROACH She Loves Me Not (DreamWorks)	5
COURSE OF NATURE Wall Of Shame (Lava/Atlantic)	5
DRY CELL Body Crumbles (Warner Bros.)	5
TRUST COMPANY Downfall (Interscope)	4
BUTCH WALKER My Way (HiFi/Arista)	4
AUDIOVENT The Energy (Atlantic)	3
BAD COMPANY Joe Fabulous (Sanctuary/SRG)	3
HEADSTRONG Swing Harder (RCA)	3
CUSTOM Beat Me (ARTISTdirect)	3
NONPOINT Your Signs (MCA)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
C. KROEGER F.J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	+111
PAPA ROACH She Loves Me Not (DreamWorks)	+99
COURSE OF NATURE Wall Of Shame (Lava/Atlantic)	+65
INCUBUS Warning (Immortal/Epic)	+51
KID ROCK You Never Met A... (Top Dog/Lava/Atlantic)	+50
RUSH One Little Victory (Anthem/Atlantic)	+37
PUDDLE OF MUDD Drift... (Flawless/Geffen/Interscope)	+36
STAIN'D Epiphany (Flip/Elektra/EEG)	+32
BAD COMPANY Joe Fabulous (Sanctuary/SRG)	+31
JERRY CANTRELL Anger Rising (Roadrunner/IDJMG)	+30

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
STAIN'D It's Been Awhile (Flip/Elektra/EEG)	281
PUDDLE OF MUDD Control (Flawless/Geffen/Interscope)	238
DISTURBED Down With The Sickness (Giant/Reprise)	198
3 DOORS DOWN Kryptonite (Republic/Universal)	196
INCUBUS I Wish You Were Here (Immortal/Epic)	190
OZZY OSBOURNE Gets Me Through (Epic)	180
PRIMUS W/OZZY N.I.B. (Divine/Priority)	172
FUEL Hemorrhage (In My Hands) (Epic)	167
OZZY OSBOURNE Dreamer (Epic)	166
GODSMACK Awake (Republic/Universal)	157
3 DOORS DOWN Loser (Republic/Universal)	153
TOOL Schism (Volcano)	153
STAIN'D Fade (Flip/Elektra/EEG)	132
OZZY OSBOURNE (Flip/Elektra/EEG)	129
HOOBASTANK Crawling In The Dark (Island/IDJMG)	120

R&R Station Playlists have moved to the web.  
See all of our monitored reporters at  
[www.ronline.com](http://www.ronline.com).

40 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 5/5/02-5/11/02. Bullsets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. 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. 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 2002. The Arbitron Company). (C) 2002. R&R, Inc.

## New & Active

**AUDIOVENT** The Energy (Atlantic)  
Total Plays: 148, Total Stations: 20, Adds: 3

**KID ROCK** You Never Met A Motherf\*\*er... (Top Dog/Lava/Atlantic)  
Total Plays: 134, Total Stations: 14, Adds: 0

**PAPA ROACH** She Loves Me Not (DreamWorks)  
Total Plays: 131, Total Stations: 23, Adds: 5

**P.O.D.** Boom (Atlantic)  
Total Plays: 126, Total Stations: 12, Adds: 1

**JIMMY EAT WORLD** The Middle (DreamWorks)  
Total Plays: 100, Total Stations: 4, Adds: 0

**GREENWHEEL** Shelter (Island/IDJMG)  
Total Plays: 96, Total Stations: 14, Adds: 1

**OUR LADY PEACE** Somewhere Out There (Columbia)  
Total Plays: 95, Total Stations: 13, Adds: 0

**CLARKS** Hey You (Razor & Tie)  
Total Plays: 86, Total Stations: 10, Adds: 1

**COURSE OF NATURE** Wall Of Shame (Lava/Atlantic)  
Total Plays: 80, Total Stations: 18, Adds: 5

**UNION UNDERGROUND** Across The Nation (Portrait/Columbia)  
Total Plays: 68, Total Stations: 7, Adds: 0

Songs ranked by total plays

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## Reporters

**WONE/Akron, OH \***  
 PD: TK O'Grady  
 APD: Tim Daugherty  
 AEROSMITH "Summer"  
 TOOL "Reckoning"

**KZRR/Albuquerque, NM \***  
 Dir/Prog: Bill May  
 PD: Phil Mahoney  
 MD: Rob Brothers  
 AUDIOVENT "Energy"

**KZMZ/Alexandria, LA**  
 PD: Terry Manning  
 MD: Pat Cloud  
 No Adds

**WZZO/Allentown, PA \***  
 PD: Robin Lee  
 MD: Keith Moyer  
 No Adds

**KWHL/Anchorage, AK**  
 PD: Larry Snider  
 MD: Kathy Mitchell  
 EARSHOT "Get"

**WAPL/Appletown, WI \***  
 PD: Joe Calgano  
 APD/MD: Cramer  
 No Adds

**KLBJ/Austin, TX \***  
 OM: Jeff Canol  
 MD: Loris Lowe  
 AUDIOVENT "Energy"  
 COURSE OF NATURE "Shame"

**KIOC/Beaumont, TX \***  
 Dir/Prog: Debbie Wyde  
 PD/MD: Mike Davis  
 BUTCH WALKER "Way"

**WKGB/Binghamton, NY**  
 PD: Jim Free  
 MD: Tim Boland  
 COURSE OF NATURE "Shame"  
 HOBBASTANK "Warning"

**WBUF/Bufalo, NY \***  
 PD: John Paul  
 BAD COMPANY "Joe"

**WRQK/Canton, OH \***  
 PD/MD: Todd Downer  
 No Adds

**WPXC/Cape Cod, MA**  
 OM: Steve McVie  
 PD: Suzanne Tonaire  
 No Adds

**WYBB/Charleston, SC \***  
 PD/MD: Mike Allen  
 CUSTOM "Beat"  
 NOHPOINT "Signs"

**WKLC/Charleston, WV**  
 PD/MD: Mike Rappaport  
 No Adds

**WEBN/Cincinnati, OH \***  
 OM: Scott Reinhardt  
 PD: Michael Walter  
 MD: Rick "The Dude" Vaske  
 14 PAPA ROACH "Loves"  
 COURSE OF NATURE "Shame"

**WVRK/Columbus, GA**  
 OM: Brian Waters  
 PAPA ROACH "Loves"  
 COURSE OF NATURE "Shame"

**KNCN/Corpus Christi, TX \***  
 PD: Paula Howell  
 MD: Monte Montana  
 TRUST COMPANY "Downfall"

**WTUE/Dayton, OH \***  
 PD: Tony Tilorod  
 APD/MD: John Beaulieu  
 JERRY CANTRELL "Angel"  
 PUDDLE OF NOTHING "Dirt"

**KLAQ/EI Paso, TX \***  
 PD: Magic Mike Ramsey  
 APD/MD: Glenn Garza  
 COURSE OF NATURE "Shame"

**WPHD/Elmira-Corning, NY**  
 GM: George Harris  
 MD: Jay Wulff  
 MUSHROOMHEAD "Wag"  
 3 BUTCH WALKER "Way"  
 CUSTOM "Beat"  
 CUTTING EDGE "Police"  
 CRACKER "Bring"

**KLOL/Houston, TX \***  
 OM/MD: Vince Richards  
 MD: Steve Flax  
 No Adds

**WRIT/Huntsville, AL \***  
 OM: Rob Harder  
 PD/MD: Jimbo Wood  
 CUSTOM "Beat"  
 DRY CELL "Crumbles"  
 MEDICATION "Tresda"  
 TRUST COMPANY "Downfall"

**WRKR/Kalamazoo, MI**  
 PD: Mike McKelley  
 APD/MD: Jay Deacon  
 BAD COMPANY "Joe"

**WTFX/Louisville, KY \***  
 OM: Michael Lee  
 Interim MD: Frank Webb  
 INCUBUS "Warning"  
 NOHPOINT "Signs"  
 PAPA ROACH "Loves"

**WQBZ/Macon, GA**  
 MD: Sarina Scott  
 No Adds

**KFRQ/McAllen, TX \***  
 PD: Alex Duran  
 MD: Keith West  
 3 BAD COMPANY "Joe"  
 3 MUSHROOMHEAD "Before"  
 3 PAPA ROACH "Loves"  
 3 COURSE OF NATURE "Shame"  
 3 BUTCH WALKER "Way"  
 MUSHROOMHEAD "Wag"  
 CUSTOM "Beat"  
 DRY CELL "Crumbles"  
 HEADSTRONG "Harde"  
 NOHPOINT "Signs"  
 SOIL "Breakin'"

**WCLG/Morgantown, WV**  
 PD: Jeff Miller  
 MD: Dave Murdoch  
 COURSE OF NATURE "Shame"  
 DEADSKY "Park"

**WOHA/Morristown, NJ \***  
 PD/MD: Terri Carr  
 BAD COMPANY "Joe"

**WBAB/Nassau-Suffolk, NY \***  
 PD: John Olsen  
 MD: John Parise  
 No Adds

**WPLR/New Haven, CT \***  
 PD: John Griffin  
 MD: Pam Landry  
 No Adds

**KFZX/Odessa-Midland, TX**  
 PD/MD: Steve Orsico  
 KITTIE "Winter"  
 COURSE OF NATURE "Shame"  
 TRUST COMPANY "Downfall"

**KATT/Oklahoma City, OK \***  
 OM: Chris Baker  
 MD: Jake Daniels  
 1 P.D. "Boom"  
 PAPA ROACH "Loves"

**KEZO/Omaha, NE \***  
 PD/MD: Bruce Patrick  
 No Adds

**KCLB/Palm Springs, CA**  
 PD/MD: Tiah Lacy  
 COURSE OF NATURE "Shame"

**WRRX/Pensacola, FL \***  
 OM/MD: Dan McClintock  
 JERRY CANTRELL "Angel"  
 COURSE OF NATURE "Shame"

**WWCT/Peoria, IL**  
 PD: Jamie Markley  
 MD: Debbie Hunter  
 UNION UNDERGROUND "Nation"

**WMMR/Philadelphia, PA \***  
 PD: Sam Milkman  
 APD/MD: Ken Zipeto  
 AEROSMITH "Summer"  
 KELLY OSBOURNE "Prash"  
 BUTCH WALKER "Way"

**KOKB/Phoenix, AZ \***  
 PD: Joe Bonadonna  
 MD: Dock Ellis  
 No Adds

**WHEB/Portsmouth, NH \***  
 PD/MD: Alex James  
 1 GREENDAY "Stutter"  
 STAINED "Epiphany"

**WHJY/Providence, RI \***  
 PD: Joe Bevilacqua  
 APD: Doug Palmieri  
 MD: John Laurenti  
 1 SYSTEM OF A DOWNS "Loady"

**WBBB/Raleigh-Durham, NC \***  
 OM: Andy Meyer  
 1 KRUEGER & SCOTT "Hero"  
 BRANDIEYS POOLS "Remedy"  
 UNWRITTEN LAW "Red"

**WRXL/Richmond, VA \***  
 PD: John Lassman  
 MD: Casey Krukowski  
 2 DAVE MATTHEWS BAND "Going"

**KCAL/Riverside, CA \***  
 PD: Steve Hoffman  
 MD: M.J. Matthews  
 No Adds

**WROK/Roanoke-Lynchburg, VA \***  
 OM: Buzz Casey  
 MD: Heidi Krummet  
 No Adds

**WCMF/Rochester, NY \***  
 PD: John McCrae  
 MD: Dave Kane  
 ADEMA "Freaking"  
 DRY CELL "Crumbles"  
 BUTCH WALKER "Way"

**WXRK/Rockford, IL**  
 PD/MD: Jim Stone  
 HOBBASTANK "Warning"  
 UNION UNDERGROUND "Nation"  
 DRY CELL "Crumbles"

**KBFR/Salt Lake City, UT \***  
 OM: Bruce Jones  
 PD: Kelly Hammer  
 APD/MD: Helen Powers  
 HEADSTRONG "Harde"  
 PAPA ROACH "Loves"

**KSJO/San Francisco, CA \***  
 OM: Gary Schoenwetter  
 MD: Zak Tyler  
 TRUST COMPANY "Downfall"

**KZQZ/San Luis Obispo, CA**  
 PD: Donna James  
 MD: Jordan Black  
 10 JERRY CANTRELL "Angel"  
 10 ALLEN CRIME "Dazy"  
 10 CRACKER "Bring"

**KXFX/Santa Rosa, CA \***  
 PD: Don Harrison  
 MD: Howard Freelee  
 1 EARSHOT "Get"  
 1 ADEMA "Freaking"  
 CLARKS "Hug"  
 DRY CELL "Crumbles"

**KXUS/Springfield, MO**  
 PD: Tony Matteo  
 MD: Mark McClain  
 OZZY OSBOURNE "Dreamer"

**WAQX/Syracuse, NY \***  
 PD/MD: Bob D'Dell  
 APD: Dave Frisina  
 DRY CELL "Crumbles"  
 HEADSTRONG "Harde"

**WIOT/Toledo, OH \***  
 OM: Cary Pall  
 PD/MD: Dave Rossi  
 No Adds

**KLFX/Tucson, AZ \***  
 PD/MD: Jonas Hunter  
 No Adds

**KMOO/Tulsa, OK \***  
 PD/MD: Rob Hurt  
 AUDIOVENT "Energy"

**WMZK/Wausau, WI**  
 PD/MD: Nick Summers  
 PAPA ROACH "Loves"  
 P.D. "Boom"  
 UNION UNDERGROUND "Nation"  
 COURSE OF NATURE "Shame"

**WROR/Wilmington, NC**  
 OM: John Stevens  
 APD/MD: Gregg Stepp  
 No Adds

**KATS/Yakima, WA**  
 OM: Ron Harris  
 STAINED "Epiphany"  
 ALLEN CRIME "Dazy"

**WNGO/Youngstown, OH \***  
 PD: Chris Patrick  
 HOBBASTANK "Warning"  
 TOOL "Parabola"  
 TRUST COMPANY "Downfall"

\* Monitored Reporters  
 60 Total Reporters



40 Total Monitored

20 Total Indicator

19 Current Indicator Playlists

Did Not Report, Playlist Frozen (1):  
 WKLT/Traverse City, MI



Maverick/Reprise artists Home Town Hero swung by WCCC/Hartford one recent afternoon to perform an acoustic rendition of their current single, "Questions," and to answer questions (live on the air). The band was in town as the supporting act for Stone Temple Pilots. Seen here are (l-r) Hero's Ray and Aaron, WCCC Promotions Director Amy Rocco, and Hero's Drew and Todd.



Jerry Cantrell and his backing band, Comes With The Fall, performed at WZTA/Miami's Bonzai festival. Holding court are (l to r) WZTA's Bevan, William and Shawn; WZTA's Razor; and Cantrell.

### Jerry Cantrell

Continued from Page 75

Disassociating myself from Alice was not out of disrespect or embarrassment; it was just trying to start fresh on my own. It was also maybe being a little cocky too."

As one of the main players in the Seattle scene, was it difficult for Cantrell to be on the sidelines when other acts were hitting big with sounds so similar to Alice In Chains? "The music scene is so different now from when we were going with Alice," he says. "It's like night and day. But it's not too different in the fact that you can always count on it changing. You can always count on carry-over from the last generation, and, basically, rock 'n' roll is always there in one form or another.

"When things change, the good stuff will still carry on. I think you see that in what's going on today, and I'm proud of that. It's pretty cool that it meant so much. I know what Alice sounded like; I was inside of it. People will say, 'That sounds like you guys.' And I'll say, 'That don't fuckin' sound like us!' I don't

hear it because I'm inside the bubble. But I hear people making comments about it. So that's a compliment."

In a reversal of the usual teacher-student relationship, Cantrell will be opening tour dates for labelmates Nickelback, whose neo-gunge sounds can be traced back to Alice In Chains. But with the strength of *Degradation Trip*, Cantrell may soon find his own name as recognizable as Alice's. "This record definitely took more from me and out of me than any record I've done, period," he says. "But my confidence in the material made it worth all the shit that I went through to get this done."

### TALK BACK TO R&R!

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

Call me at 310-788-1668 or e-mail:

[max@rronline.com](mailto:max@rronline.com)



FAMILIAR TERRITORY

MCA's Familiar 48 met up with WAQX/Syracuse staff on their swing through the Northeast. Shown here (l-r) are the band's Nick DeNofa, WAQX's Matt Jacobs, 48's Scott Stanley and Javy Mannon, WAQX PD Bob O'Dell and Asst. PD Dave Frisina and the band's Kevin Hug.



KID ROCK AT LIVESTOCK

WXTB/Tampa's 12th Livestock boasted a three-day crowd of 40,000 rocking fans last month. Kid Rock was one of the highlights. Shown here (l-r) are Atlantic's Duane Ward, WXTB PD Rick Schmidt, Kid Rock, WXTB MD Launa Phillips and Atlantic's Jon Nardachone.



ADEMA IN S.A.

Arista artists Adema traveled to KISS/San Antonio for an on-air interview recently. Pictured here are (l-r) Adema's Dave DeRoo (with hat); The Promotion Dept.'s Kenny Ryback; KISS PD Kevin Vargas; the band's Mark Chavez, Mike Ransom, Tim Fluckey and Kris Kohls; and Arista's Cheryl Broz.

# R&R Active Rock Top 50

May 17, 2002

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS ADDS
1	1	GODSMACK I Stand Alone (Republic/Universal)	1871	+5	175281	15	54/0
3	2	KORN Here To Stay (Immortal/Epic)	1511	+84	119656	9	55/0
2	3	STAIN'D For You (Flip/Elektra/EEG)	1405	-189	134373	21	53/0
5	4	SYSTEM OF A DOWN Toxicity (American/Columbia)	1371	+89	109589	19	52/0
6	5	PUDDLE OF MUDD Drift & Die (Flawless/Geffen/Interscope)	1273	+99	113166	7	55/0
4	6	NICKELBACK Too Bad (Roadrunner/IDJMG)	1239	-163	100014	24	51/0
7	7	EARSHOT Get Away (Warner Bros.)	1144	+20	93075	12	55/1
10	8	CHAD KROEGER F/JOSEY SCOTT Hero (Roadrunner/Columbia/IDJMG)	1119	+138	98060	4	51/2
11	9	TOMMY LEE Hold Me Down (MCA)	993	+16	87501	10	50/0
9	10	ROB ZOMBIE Never Gonna Stop (The Red...) (Geffen/Interscope)	983	-26	88938	19	47/0
8	11	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	956	-61	75060	30	51/0
14	12	CREED One Last Breath (Wind-up)	939	+69	77387	6	46/0
18	13	JERRY CANTRELL Anger Rising (Roadrunner/IDJMG)	879	+105	80289	6	53/0
15	14	P.O.D. Youth Of The Nation (Atlantic)	791	-69	62594	22	46/0
19	15	TOOL Parabola (Volcano)	782	+30	61228	7	54/0
12	16	LINKIN PARK In The End (Warner Bros.)	778	-176	63131	36	53/0
13	17	HOOBASTANK Crawling In The Dark (Island/IDJMG)	775	-137	60441	29	43/0
21	18	P.O.D. Boom (Atlantic)	753	+55	57599	5	48/1
17	19	DISTURBED Down With The Sickness (Giant/Reprise)	744	-56	73744	49	53/0
30	20	PAPA ROACH She Loves Me Not (DreamWorks)	739	+402	66716	2	51/5
22	21	DEFAULT Deny (TVT)	724	+42	54184	7	45/1
20	22	DROWNING POOL Tear Away (Wind-up)	690	-46	55813	14	51/0
23	23	3RD STRIKE No Light (Hollywood)	662	+14	52562	9	50/0
25	24	HOOBASTANK Running Away (Island/IDJMG)	569	+54	41439	6	47/3
26	25	STAIN'D Epiphany (Flip/Elektra/EEG)	523	+101	39989	4	43/0
27	26	SWITCHED Inside (Immortal/Virgin)	458	+35	42847	7	46/3
34	27	UNION UNDERGROUND Across The Nation (Portrait/Columbia)	442	+105	37295	3	42/3
28	28	INCUBUS Warning (Immortal/Epic)	438	+38	34041	5	33/2
31	29	AUOIOVENT The Energy (Atlantic)	433	+78	29810	3	44/3
24	30	SEVENDUST Live Again (TVT)	416	-174	36060	12	36/0
29	31	RUSH One Little Victory (Anthem/Atlantic)	375	-1	35271	5	25/1
32	32	COLD Gone Away (Flip/Geffen/Interscope)	357	+3	30015	6	35/0
36	33	FLAW Whole (Republic/Universal)	350	+28	30591	9	37/0
37	34	OUR LADY PEACE Somewhere Out There (Columbia)	300	+22	19108	5	23/0
35	35	BREAKING POINT One Of A Kind (Wind-up)	282	-41	24112	8	29/1
39	36	HOME TOWN HERO Questions (Maverick/Reprise)	262	-4	19853	6	26/0
50	37	TRUST COMPANY Downfall (Interscope)	234	+93	22866	2	30/6
49	38	KID ROCK You Never Met A Mother**er... (Top Dog/Lava/Atlantic)	226	+82	29225	2	24/3
43	39	LINKIN PARK Runaway (Warner Bros.)	215	+32	26492	8	12/2
40	40	JIMMY EAT WORLD The Middle (DreamWorks)	201	-5	13534	16	12/1
42	41	12 STONES Broken (Wind-up)	200	+3	11778	6	21/2
Debut	42	GREENWHEEL Shelter (Island/IDJMG)	160	+26	12799	1	18/0
Debut	43	DEADSY The Key To Grammercy Park (Elementree/DreamWorks)	158	+32	10832	1	15/0
Debut	44	AMERICAN HEAD CHARGE Just So You Know (American/IDJMG)	143	+9	12440	1	18/0
Debut	45	APEX THEORY Apossibly (Can You Please...) (DreamWorks)	137	+26	8788	1	18/1
38	46	HEADSTRONG Adriana (RCA)	136	-151	9083	18	18/0
41	47	REVELLE Inside Out (Can You Feel...) (Elektra/EEG)	132	-77	16618	13	13/0
Debut	48	MEDICATION Inside (Locomotive)	130	+18	10642	1	17/1
Debut	49	COAL CHAMBER Fiend (Roadrunner/IDJMG)	123	-13	12565	1	16/0
47	50	DAVID DRAIMAN Forsaken (Reprise)	118	-36	8992	14	12/0

55 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 5/5/02-5/11/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
ADEMA Freaking Out (Arista)	11
DRY CELL Body Crumbles (Warner Bros.)	10
HEADSTRONG Swing Harder (RCA)	7
TRUST COMPANY Downfall (Interscope)	6
NONPOINT Your Signs (MCA)	6
PAPA ROACH She Loves Me Not (DreamWorks)	5
COURSE OF NATURE Wall Of Shame (Lava/Atlantic)	5
CUSTOM Beat Me (ARTISTdirect)	5
SOIL Breakin' Me Down (J)	4

## FLAW

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36 - 33 Active Rock

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## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
PAPA ROACH She Loves Me Not (DreamWorks)	+402
C. KROEGER F.J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	+138
JERRY CANTRELL Anger Rising (Roadrunner/IDJMG)	+105
UNION UNDERGROUND Across... (Portrait/Columbia)	+105
STAIN'D Epiphany (Flip/Elektra/EEG)	+101
PUDDLE OF MUDD Drift ... (Flawless/Geffen/Interscope)	+99
TRUST COMPANY Downfall (Interscope)	+93
AARON LEWIS Black (Label/Elektra/EEG)	+90
SYSTEM OF A DOWN Toxicity (American/Columbia)	+89
KORN Here To Stay (Immortal/Epic)	+84
KID ROCK You Never Met A... (Top Dog/Lava/Atlantic)	+82

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
DEFAULT Wasting My Time (TVT)	733
SYSTEM OF A DOWN Chop Suey (American/Columbia)	525
LINKIN PARK Crawling (Warner Bros.)	513
PUDDLE OF MUDD Control (Flawless/Geffen/Interscope)	482
P.O.D. Alive (Atlantic)	471
NICKELBACK How You Remind Me (Roadrunner/IDJMG)	455
TOOL Schism (Volcano)	451
INCUBUS I Wish You Were Here (Immortal/Epic)	450
LINKIN PARK One Step Closer (Warner Bros.)	448
ADEMA The Way You Like It (Arista)	439
DROWNING POOL Bodies (Wind-up)	398
CREED My Sacrifice (Wind-up)	346

R&R Station Playlists have moved to the web.  
See all of our monitored reporters at  
[www.rroline.com](http://www.rroline.com).



R&R Active Rock 41

Top 10 Callout at KKND/New Orleans  
Over 16,000 sold in first 3 weeks

2 Rock Show





America's Best Testing Active Rock Songs 12+  
For The Week Ending 5/17/02.

Artist (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
GODSMACK I Stand Alone (Republic/Universal)	4.12	4.09	96%	23%	4.09	97%	27%
TOOL Parabola (Volcano)	4.05	3.97	74%	12%	4.06	82%	14%
SYSTEM OF A DOWN Toxicity (American/Columbia)	4.02	3.99	93%	29%	4.07	95%	28%
SEVENDUST Live Again (TVT)	4.00	3.97	72%	11%	3.95	73%	13%
DISTURBED Down With The Sick (Giant/Reprise)	3.98	3.99	96%	41%	4.00	98%	47%
KORN Here To Stay (Immortal/Epic)	3.97	3.86	85%	14%	3.94	88%	16%
UNION UNDERGROUND Across The Nation (Portrait/Columbia)	3.85	-	40%	5%	3.77	42%	7%
JERRY CANTRELL Anger Rising (Roadrunner/IDJMG)	3.85	3.84	57%	7%	3.90	66%	6%
EARSHOT Get Away (Warner Bros.)	3.83	3.65	60%	10%	3.75	63%	12%
ROB ZOMBIE Never Gonna Stop (The Red, Red Kroovy) (Geffen/Interscope)	3.81	3.83	93%	29%	3.81	95%	34%
DROWNING POOL Tear Away (Wind-up)	3.81	3.77	82%	17%	3.74	86%	19%
CHAD KROEGER F/JOSEY SCOTT Hero (Roadrunner/Columbia/IDJMG)	3.78	3.60	65%	11%	3.60	72%	16%
STAINED For You (Flip/Elektra/EEG)	3.77	3.68	93%	36%	3.64	93%	40%
STAINED Epiphany (Flip/Elektra/EEG)	3.76	3.68	75%	17%	3.55	78%	22%
NICKELBACK Too Bad (Roadrunner/IDJMG)	3.74	3.70	96%	42%	3.62	97%	45%
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	3.73	3.61	96%	48%	3.63	97%	51%
LINKIN PARK In The End (Warner Bros.)	3.71	3.69	98%	56%	3.58	98%	56%
PUDDLE OF MUDD Drift & Die (Flawless/Geffen/Interscope)	3.65	3.52	79%	18%	3.53	81%	20%
HOOBASTANK Crawling In The Dark (Island/IDJMG)	3.62	3.63	93%	42%	3.49	94%	47%
DEFAULT Wasting My Time (TVT)	3.56	3.50	93%	47%	3.39	94%	51%
HOOBASTANK Running Away (Island/IDJMG)	3.55	3.59	72%	17%	3.33	73%	21%
DEFAULT Deny (TVT)	3.49	3.42	63%	15%	3.29	65%	18%
INCUBUS Warning (Immortal/Epic)	3.49	-	67%	18%	3.33	68%	19%
INCUBUS Nice To Know You (Immortal/Epic)	3.45	3.42	94%	45%	3.40	95%	47%
P.O.D. Youth Of The Nation (Atlantic)	3.45	3.38	98%	54%	3.34	98%	55%
P.O.D. Boom (Atlantic)	3.42	3.33	73%	20%	3.37	78%	24%
3RD STRIKE No Light (Hollywood)	3.38	3.15	46%	9%	3.22	48%	13%
TOMMY LEE Hold Me Down (MCA)	3.29	3.23	64%	18%	3.17	68%	22%
CREED One Last Breath (Wind-up)	3.23	3.13	74%	26%	3.09	77%	28%

Total sample size is 878 respondents. 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. Sample composition is based on persons 12+. TD = Target Demo (Females 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 407/523-7272. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

## New & Active

- NONPOINT** Your Signs (MCA)  
Total Plays: 78, Total Stations: 13, Adds: 6
- SOIL** Breakin' Me Down (J)  
Total Plays: 75, Total Stations: 9, Adds: 4
- WHITE STRIPES** Fell In Love With A Girl (Third Man/V2)  
Total Plays: 75, Total Stations: 7, Adds: 1
- KID ROCK** Lonely Road Of Faith (Top Dog/Lava/Atlantic)  
Total Plays: 68, Total Stations: 6, Adds: 0
- COURSE OF NATURE** Wall Of Shame (Lava/Atlantic)  
Total Plays: 57, Total Stations: 17, Adds: 5
- HEADSTRONG** Swing Harder (RCA)  
Total Plays: 53, Total Stations: 14, Adds: 7
- ADEMA** Freaking Out (Arista)  
Total Plays: 51, Total Stations: 14, Adds: 11
- KITTIE** In Winter (Artemis)  
Total Plays: 37, Total Stations: 6, Adds: 3
- MUSHROOMHEAD** Along The Way (Republic/Universal)  
Total Plays: 32, Total Stations: 6, Adds: 1
- DRY CELL** Body Crumbles (Warner Bros.)  
Total Plays: 10, Total Stations: 10, Adds: 10

Songs ranked by total plays

## Indicator

### Most Added

- ADEMA** Freaking Out (Arista)
- CUSTOM** Beat Me (ARTISTdirect)
- UNION UNDERGROUND** Across The Nation (Portrait/Columbia)
- DRY CELL** Body Crumbles (Warner Bros.)
- DEADSY** The Key To Grammarcy Park (Elementree/DreamWorks)
- COURSE OF NATURE** Wall Of Shame (Lava/Atlantic)
- MEDICATION** Inside (Locomotive)
- BUTCH WALKER** My Way (HiFi/Arista)
- KITTIE** In Winter (Artemis)

## Reporters

<b>WOB/Albany, NY *</b> PD/MD: Dave Hill 1. HONOLULU "Signs" 2. CUSTOM "Beat" 3. DRY CELL "Crumbles" 4. HEADSTRONG "Swing Harder" 5. SOIL "Breakin'"	<b>KROR/Chicago, CA</b> PD/MD: Dain Sandoval 1. ADEMA "Freaking" 2. CUSTOM "Beat" 3. HONOLULU "Signs" 4. DRY CELL "Crumbles" 5. GUESTY "Rock"	<b>WRCQ/Fayetteville, NC *</b> PD/MD: Aaron Roberts No Ads.	<b>WTPT/Greenville, SC *</b> PD/MD: Mark Hendrix 1. PAPA ROACH "Love" 2. 12 STONES "Blaze" 3. COURSE OF NATURE "Shame" 4. BUTCH WALKER "My Way"	<b>KFMX/Lubbock, TX</b> OM: Wes Nessmann 1. JAY MALKY "Phone" 2. ASIAN "Freaking" 3. ALER ORAL "Crazy"	<b>WRAT/Monmouth-Ocean, NJ *</b> PD: Carl Craft AP/MD: Robyn Lane 1. AC/DC "Stairway" 2. SWITCHED "Freak"	<b>KUFQ/Portland, OR *</b> OM: Dave Nurnme AP/MD: Al Scott 1. HONOLULU "Signs"	<b>KURQ/San Luis Obispo, CA</b> PD/MD: Adam Burnes 1. KROEGER & SCOTT "Hero" 2. UNION UNDERGROUND "Warning"	<b>WLZK/Springfield, MA *</b> PD: Scott Laudani MD: Tride No Ads.
<b>KZRX/Amarillo, TX</b> PD/MD: Eric Slayter 1. HOME TOWNERZ "Outcasts"	<b>WMMB/Cleveland, OH *</b> PD: Jim Trapp MD: Mark Pennington 1. HONOLULU "Signs" 2. HONOLULU "Signs" 3. RUSH "Waste"	<b>WQXA/Harrisburg, PA *</b> PD: Claude DeLorenzo MD: Nixon 1. HONOLULU "Signs" 2. J. JARVIS "Law" 3. COURSE OF NATURE "Shame"	<b>WJWO/Madison, WI *</b> PD: Randy Hawley AP/MD: Blake Patton MD: Nixon 1. 12 STONES "Blaze" 2. ASIAN "Freaking" 3. HEADSTRONG "Harder"	<b>WJZO/Myrtle Beach, SC</b> PD: Brian Hickman AP/MD: Charley 1. DEFAULT "Dem" 2. CUSTOM "Beat"	<b>WNOR/Norfolk, VA *</b> PD: Harvey Kojan AP/MD: Tim Parker 1. HONOLULU "Signs" 2. ADEMA "Freaking"	<b>KORB/Quad Cities, IA-IL *</b> OM: Danny Sullivan PD: Darren Pira 1. COURSE OF NATURE "Shame" 2. HONOLULU "Signs" 3. HONOLULU "Signs"	<b>KTUX/Shreveport, LA *</b> OM: Dale Baird PD/MD: Paul Cannell 1. ADEMA "Freaking" 2. AMERICAN TRACKER "Blaze" 3. ZAKARIA "Freaking" 4. DRY CELL "Crumbles"	<b>KZQR/Springfield, MO</b> OM: Dave DeFranco MD: George Spankmeister 1. COURSE OF NATURE "Shame" 2. UNION UNDERGROUND "Warning"
<b>WWW-WWW/Apache-Green Bay, WI *</b> PD/MD: Guy Dark No Ads.	<b>WLOL/Colorado Springs, CO *</b> PD: Ross Ford AP/MD: Matt Gentry 1. TRUST COMPANY "Downfall" 2. SYSTEM OF A DOWN "Warning"	<b>WCCD/Hartford, CT *</b> PD: Michael Piccozzi AP/MD: Mike Karolyi 1. COURSE OF NATURE "Shame" 2. KITTIE "Waste"	<b>WGR/Manchester, NH</b> MD: Megan Collier 1. HONOLULU "Signs" 2. ADEMA "Freaking" 3. HONOLULU "Signs"	<b>WNDR/Morfolk, VA *</b> PD: Harvey Kojan AP/MD: Tim Parker 1. HONOLULU "Signs" 2. ADEMA "Freaking"	<b>KDOT/Reno, NV *</b> PD: Erick Anderson MD: Martine Davis No Ads.	<b>WVVE/Rochester, NY *</b> PD: Erick Anderson MD: Don Vincent 1. DRY CELL "Crumbles" 2. TRUST COMPANY "Downfall"	<b>WRBR/South Bend, IN</b> PD: Ken Richards AP/MD: Tim Parker 1. HONOLULU "Signs" 2. KITTIE "Waste"	<b>WATB/Tampa, FL *</b> OM: Brad Hardin PD: Rick Schmidt AP/MD: Carl Harris MD: Laura Phillips 1. TRUST COMPANY "Downfall"
<b>WCHZ/Augusta, GA *</b> OM: Harley Drew PD/MD: Chuck Williams 1. UNION UNDERGROUND "Warning" 2. COURSE OF NATURE "Shame"	<b>WBXZ/Columbus, OH *</b> PD: Hal Fish AP/MD: Romil Hunter No Ads.	<b>WRCQ/Fl. Myers, FL *</b> Int. PD/MD: Fritz 1. ADEMA "Freaking" 2. DRY CELL "Crumbles"	<b>WZTA/Miami, FL *</b> AP/MD: Lee Daniels 1. HONOLULU "Signs" 2. HONOLULU "Signs" 3. HONOLULU "Signs"	<b>KRQC/Omaha, NE *</b> PD: Tim Sheridan MD: Jon Terry 1. HONOLULU "Signs" 2. SWITCHED "Freak" 3. UNION UNDERGROUND "Warning"	<b>WVVE/Rochester, NY *</b> PD: Erick Anderson MD: Don Vincent 1. DRY CELL "Crumbles" 2. TRUST COMPANY "Downfall"	<b>KHTQ/Spokane, WA *</b> OM: Brew Michaels PD: Ken Richards MD: Barry Bennett 1. PAPA ROACH "Love" 2. TRUST COMPANY "Downfall" 3. SOIL "Breakin'" 4. HONOLULU "Signs" 5. KITTIE "Waste" 6. CUSTOM "Beat"	<b>KRTQ/Tulsa, OK *</b> PD: Chris Kelly AP/MD: Kelly Garrett No Ads.	
<b>KRAB/Bakersfield, CA *</b> PD/MD: Danny Spinks 4. DEFAULT "Dem"	<b>KEGL/Dallas-Ft. Worth, TX *</b> Int. PD: Jim Richards AP/MD: Chris Ryan MD: Cindy Scott 4. PAPA ROACH "Love"	<b>WBYR/Fl. Wayne, IN *</b> OM: Jim Fox 1. HONOLULU "Signs" 2. PAPA ROACH "Love" 3. SOIL "Breakin'" 4. HONOLULU "Signs" 5. HONOLULU "Signs"	<b>WLMU/Milwaukee, WI *</b> OM: Chris Moneu 1. BUTCH WALKER "My Way" 2. HONOLULU "Signs" 3. CUSTOM "Beat" 4. DRY CELL "Crumbles" 5. HEADSTRONG "Harder"	<b>WTLQ/Pensacola, FL *</b> Dir/Prog: Joel Sampson AP/MD: Mark "The Shark" Dyba No Ads.	<b>WVVE/Rochester, NY *</b> PD: Erick Anderson MD: Don Vincent 1. DRY CELL "Crumbles" 2. TRUST COMPANY "Downfall"	<b>KRXQ/Sacramento, CA *</b> Stn. Mgr.: Curtis Johnson PD: Paul Marshall MD: Paul Marshall 1. KROEGER & SCOTT "Hero" 2. DRY CELL "Crumbles"	<b>KRTQ/Tulsa, OK *</b> PD: Chris Kelly AP/MD: Kelly Garrett No Ads.	
<b>WIYY/Baltimore, MD *</b> PD: Rick Strauss AP/MD: Rob Heckman 1. RUSH "Waste"	<b>KBPI/Denver-Boulder, CO *</b> PD: Bob Richards AP/MD: Willie B. 1. GUESTY "Rock" 2. KROEGER & SCOTT "Hero" 3. HONOLULU "Signs" 4. HONOLULU "Signs" 5. HONOLULU "Signs"	<b>WRUF/Gainesville-Ocala, FL *</b> PD: Harry Guscott MD: Ryan North 1. ADEMA "Freaking" 2. TRUST COMPANY "Downfall" 3. RUSH "Waste"	<b>WJXX/Killeen-Temple, TX</b> PD/MD: Bob Foote 1. P.O.D. "Boom" 2. PAPA ROACH "Love"	<b>WIXO/Pearia, IL</b> PD/MD: Matt Baha 1. HONOLULU "Signs" 2. BUTCH WALKER "My Way" 3. MEDICATION "Freak"	<b>WVVE/Rochester, NY *</b> PD: Erick Anderson MD: Don Vincent 1. DRY CELL "Crumbles" 2. TRUST COMPANY "Downfall"	<b>WOLZ/Springfield, IL</b> MD: Michael T. 1. ADEMA "Freaking" 2. HONOLULU "Signs" 3. MEDICATION "Freak"	<b>KICT/Wichita, KS *</b> MD: R.J. Davis 1. SWITCHED "Freak" 2. MEDICATION "Freak"	
<b>WCPR/Biloxi-Gulfport, MS *</b> OM: Kenny Vest PD: Scot Fox AP/MD: Wayne Watkins MD: Mitch Cry 1. HONOLULU "Signs" 2. ADEMA "Freaking" 3. HONOLULU "Signs" 4. HONOLULU "Signs"	<b>KAZR/Des Moines, IA *</b> PD: Sean Elliott MD: Jo Michaels No Ads.	<b>WQLQ/Grand Rapids, MI *</b> OM: Tony Gates PD/MD: Mark Feurie AM/MD: Tom Stavrou 1. HEADSTRONG "Harder" 2. PAPA ROACH "Love"	<b>WJXL/Lansing, MI *</b> OM: Bob Olson MD: Kevin Conrad No Ads.	<b>WJXX/Minneapolis, MN *</b> OM: Dave Hamilton PD: Wade Under MD: Pablo 1. HONOLULU "Signs" 2. HONOLULU "Signs"	<b>WVVE/Rochester, NY *</b> PD: Erick Anderson MD: Don Vincent 1. DRY CELL "Crumbles" 2. TRUST COMPANY "Downfall"	<b>WZBZ/Salisbury, MD</b> PD: Shawn Murphy AP/MD: Mike Hunter 1. HONOLULU "Signs" 2. ADEMA "Freaking" 3. HONOLULU "Signs" 4. HONOLULU "Signs"	<b>KISS/San Antonio, TX *</b> OM: Virgil Thompson PD: Kevin Vargas MD: C.J. Cruz 65 ROCK "Denver"	
<b>WAAB/Boston, MA *</b> PD: Dave Douglas MD: Mike Brangiforte No Ads.	<b>WRIF/Detroit, MI *</b> OM: Doug Poidell AP/MD: Troy Hanson 1. HONOLULU "Signs" 2. ADEMA "Freaking"	<b>WZOR/Green Bay, WI</b> PD: Roxanne Steele 1. SOIL "Breakin'" 2. DRY CELL "Crumbles"	<b>KOMP/Las Vegas, NV *</b> PD: John Griffin MD: Big Marty 1. DRY CELL "Crumbles"	<b>KQOR/Minneapolis, MN *</b> OM: Dave Hamilton PD: Wade Under MD: Pablo 1. HONOLULU "Signs" 2. HONOLULU "Signs"	<b>WVVE/Rochester, NY *</b> PD: Erick Anderson MD: Don Vincent 1. DRY CELL "Crumbles" 2. TRUST COMPANY "Downfall"	<b>KISS/San Antonio, TX *</b> OM: Virgil Thompson PD: Kevin Vargas MD: C.J. Cruz 65 ROCK "Denver"		
<b>WRXR/Chattanooga, TN *</b> PD: Bomer MD: Dave Spain 1. UNION UNDERGROUND "Warning"	<b>WGFR/Evansville, IN</b> PD: Brian Rickman AP/MD: Mike Sanders AP/MD: Fatboy 1. COURSE OF NATURE "Shame"	<b>WQXR/Greenville, NC *</b> PD: Brian Rickman AP/MD: Mike Sanders AP/MD: Fatboy 1. COURSE OF NATURE "Shame"	<b>KISZ/Lincoln, NE</b> PD: E.J. Marshall AP/MD: Samantha Knight 1. TRUST COMPANY "Downfall"	<b>KMRQ/Madison, CA *</b> AP/MD: Jack Foley No Ads.	<b>WVVE/Rochester, NY *</b> PD: Erick Anderson MD: Don Vincent 1. DRY CELL "Crumbles" 2. TRUST COMPANY "Downfall"	<b>KISS/San Antonio, TX *</b> OM: Virgil Thompson PD: Kevin Vargas MD: C.J. Cruz 65 ROCK "Denver"		

**\* Monitored Reporters**  
71 Total Reporters

**55 Total Monitored**

**16 Total Indicator**

Note: WJRR/Orlando, FL moves from Active Rock to Alternative.

## ON THE RECORD

With  
**Jave Patterson**  
PD, KDOT/Reno, NV



"Something More" by Sinch, on Roadrunner/IDJMG, is amazing. I think they have the makings of a hit and something more. Mad At Gravity on ARTIST-direct is another hit. "Walk Away" is a

great tune. • I've been listening to the Seether EP from Wind-up. They have a real shot with taking this one all the way, and I have high hopes for it. "Fine Again" is something we're certainly going to watch.

One of the coolest and most unique songs out there is The Vines' "Get Free." The official add date for Active Rock is June 4, and it's even sooner for Alternative (next week).

WAAF/Boston seems to be saying, "Add date, schmadd date," with its nod this week. This 2:04

raw rocker will add a touch of spice and break

up any sound-alike tendency on playlists. Actives with Alternative competition, don't say you weren't warned ... Adema led the Most Added this week, with

"Freaking Out," in a week of few adds overall. Dry Cell's "Body Crumbles" was right there as well, with some solid starters like WLZR/Milwaukee, KUPD/Phoenix,

KRXQ/Sacramento and WNVE/Rochester, NY ... Headstrong's "Swing Harder" is so stuck in my brain, it's not even funny! Another seven Actives added

it this week, including WLUM/Milwaukee; WQBK/Albany, NY; WKLQ/Grand Rapids; and KHTQ/Spokane ... It was also a slow add week on the Rock side. Three

tracks tied for first place: Course Of Nature's "Wall of Shame," Dry Cell's "Body Crumbles" and Papa Roach's "She Loves Me Not" ... The holes are getting

plugged with a handful of adds for Trust Company's "Downfall" and Butch Walker's "My Way" ... Speaking of Butch, did you know that he's going to be on

a panel at the upcoming R&R Convention? He will join David Draiman of Disturbed on an artists panel on Saturday, June 15 at 1pm at the Beverly Hilton

Hotel. More panelists will be announced soon. Should be great fun! MAX PIX: 30 SECONDS TO MARS "Capricorn" (Immortal/Virgin)

— Cyndee Maxwell, Active Rock/Rock Editor



## Record Of The Week

Artist: Skinlab  
Title: *ReVolting Room*  
Label: Century Media

For years Skinlab have been dosing the metal underground with a deadly concoction of abrasive guitars and brutal rhythms. Now, three years' worth of writing has yielded their best effort to date. *ReVolting Room* is a compelling blend of metal and industrial mayhem that's perfect for any fan who thinks Static-X has gone soft. Imagine an underground experiment where Slipknot and Powerman 5000 are crossbred with the creatures from *Resident Evil* and you'll get a sense of the devilish delights awaiting you. "Come Get It" is a must-listen for programmers looking for a night record worthy of the dark. With such a strong record, Skinlab could be the next underground act to infect the mainstream.



— Frank Correia

## active INSIGHT

ARTIST: Nonpoint

LABEL: MCA

By FRANK CORREIA / ROCK SPECIALTY EDITOR

The next level — it's a timeless phrase in the music industry. Perhaps you've read about it (see Page 3 of this issue), perhaps you're taking your band to it, or maybe your new PD is helping your radio station reach it. For the Miami-based four-piece known as Nonpoint, the old industry cliché could be just around the corner.

With much attention being paid to new releases from Korn and Papa Roach, Nonpoint could have a sleeper hit with "Your Signs," the first single from their upcoming sophomore release for MCA, the aptly titled *Development*. Propelled by a snakey bass line and venomous guitars, "Your Signs" showcases the growth of this young band, particularly the vocals of frontman Elias Soriano. Active Rockers showing their support for the group include WAAF/Boston, WCCC/Hartford, WZTA/Miami and WJJO/Madison.

Since starting out with MCA two years ago, Nonpoint have made the road a second home. Their tour resume is as impressive as a Harvard graduate's, as they've shared stages with Linkin Park, Staind and Sevendust and appeared in the almighty Ozzfest. Such road-warrior tendencies have paid off, as the group's debut, *Statement*, managed to sell over 250,000 copies.

The group's roots lie in Puerto Rico, where



Nonpoint

New York-native Robb Rivera formed a band called Nonpoint Factor. Frustrated by what he could accomplish on the island, he headed to Florida to take the band (you guessed it) to the next level. There, he met New Jersey native Soriano. By 1997 bassist KB and drummer Andrew Goldman had joined up, and Nonpoint was officially born. Immediately taking to the club scene, they attracted a loyal following and independently released their first CD, *Separate Yourself*. That release became a regional best-seller, and the group triggered a feeding frenzy among labels, with MCA eventually snagging the band.

Currently, Nonpoint are gearing up for dates in the U.K. and Germany. While in England, they'll be playing at the British version of Ozzfest, held at the legendary Castle Donnington venue. When they return, look for some major developments with *Development*. See you at the next level.



## Top 20 Specialty Artists

May 17, 2002

1. SUPERJOINT RITUAL (*Sanctuary/SRG*) "It Takes No Guts," "Ozena"
2. KILLSWITCH ENGAGE (*Roadrunner/IDJMG*) "Numbered Days," "My Last Serenade"
3. COAL CHAMBER (*Roadrunner/IDJMG*) "Fiend," "Dark Days"
4. SKINLAB (*Century Media*) "Come Get It," "Slave The Way"
5. BRAND NEW SIN (*Now Or Never*) "SPP," "My World"
6. DOWN (*Elektra/EEG*) "Beautifully Depressed," "Man That Follows..."
7. MOTORHEAD (*Sanctuary/SRG*) "Shut Your Mouth," "Red Raw"
8. OTEP (*Capitol*) "Blood Pigs," "Battle Ready"
9. SCORPION KING (*Universal*) "Along The Way," "I Stand Alone"
10. LOLLIPOP LUST KILL (*Artemis*) "Father," "Like A Disease"
11. DANZIG (*Spitfire*) "Black Mass," "Wicked Pussycat"
12. DIO (*Spitfire*) "Killing The Dragon," "Scream"
13. HATEBREED (*Universal*) "I Will Be Heard," "Perseverance"
14. WWF FORCEABLE ENTRY (*Smackdown/Columbia*) "Across The Nation," "Break The Walls Down"
15. PITCHSHIFTER (*Sanctuary/SRG*) "Shutdown," "Eight Days"
16. DRY CELL (*Warner Bros.*) "Disconnected," "Body Crumbles"
17. 36 CRAZYFISTS (*Roadrunner/IDJMG*) "Turns To Ashes," "An Agreement..."
18. HOTWIRE (*RCA*) "Invisible," "Tweaked"
19. STILL BREATHING (*Solid State*) "Exhausted," "With Hateful Pride"
20. PUSHMONKEY (*Trespas*) "Number One," "Pissant"

Ranked by total number of shows reporting the artist, with titles listed in order of most airplay.

## Stations and their adds listed alphabetically by market

### Reporters

<b>WHR/Albany, NY *</b> OM/PO/AD/MO: Lisa Biello 2 TRUST COMPANY "Downfall" 1 VINES "Free" GREENWHEEL "Shelter"	<b>WAVF/Charlotte, SC *</b> PD: Greg Patrick APD/MO: Danny Villalobos 1 DAVE MATTHEWS BAND "Going" INCLUS "Warning" BOX CAR RACER "Feel"	<b>KTCL/Denver-Boulder, CO *</b> PD: Mike D Connor MD: Sabrina Saunders No Adds	<b>KPOI/Honolulu, HI *</b> PD: Kid Leo MD: Fil Slash ASH "Burn" CUSTOM "Beat" FACE TO FACE "New" DAVE MATTHEWS BAND "Going" TRUST COMPANY "Downfall"	<b>KLEC/Little Rock, AR *</b> Dir./Prog.: Larry LeBlanc MD: Peter Gunn 4 HOME TOWN HERO "Eighteen" ASH "Burn" CUSTOM "Beat" FACE TO FACE "New" DAVE MATTHEWS BAND "Going"	<b>WROX/Norfolk, VA *</b> PD: Michele Diamond MD: Mike Powers 1 VINES "Free" FACE TO FACE "New" DAVE MATTHEWS BAND "Going" STRETCH PRINCESS "Freakshow"	<b>WBRU/Providence, RI *</b> PD: Tim Schiavelli MD: Alicia Mullin 9 DAVE MATTHEWS BAND "Going" 1 VINES "Free" BOX CAR RACER "Feel"	<b>XTRA/San Diego, CA *</b> PD: Bryan Schock MD: Chris Huckley NIX KIDS "Love"	<b>WSUN/Tampa, FL *</b> OM: Chuck Beck PD: Shark 1 VINES "Free" DAVE MATTHEWS BAND "Going" STANZO "Epiphany"
<b>KTEG/Albuquerque, NM *</b> PD: Ellen Flaherty MD: Adam 12 FACE TO FACE "New"	<b>WENO/Charlotte, NC *</b> PD: Jack Daniel APD/MO: Kristen Honeycutt 1 AUDIO/ENT "Energy" DAVE MATTHEWS BAND "Going" RIDDLIN' KIDS "Feel" STROKES "Lipman"	<b>CIMX/Detroit, MI *</b> PD: Murray Brookshaw APD: Vince Cannova MD: Matt Franklin 2 DAVE MATTHEWS BAND "Going" AARON LEWIS "Back"	<b>KUCD/Honolulu, HI *</b> PD: Jamie Hyatt MD: Ryan Sean 17 COZZACOCK "Hera" 7 NEW FOUND GLORY "Over" 4 BAD RELIGION "Sorrow" 2 EMINEM "Me" 3RD STRIKE "Light" BUTCH WALKER "Way"	<b>KROQ/Los Angeles, CA *</b> VP/Prog.: Kevin Weatherly APD: Gene Sanabroom MD: Lisa Worden 2 DAVE MATTHEWS BAND "Going" Doves "River"	<b>KQRX/Odessa-Midland, TX</b> PD: Michael Todd Mobley CUSTOM "Beat" KITTE "Walter" FACE TO FACE "New" DAVE MATTHEWS BAND "Going"	<b>KRZQ/Reno, NV *</b> PD: Wendy Rollins MD: Matt Diabli 2 ASH "Burn" BOX CAR RACER "Feel" PAPA ROACH "Loves" GOLDFINGER "Eyes"	<b>KITS/San Francisco, CA *</b> PD: Sean Demery MD: Aaron Axelson No Adds	<b>KFMA/Tucson, AZ *</b> PD: John Michael APD: Libby Carlstensen MD: Matt Spry LO FIDELITY ALLSTARS "Proof"
<b>WNNX/Atlanta, GA *</b> PD: Leslie Fram APD/MO: Chris Williams 10 DAVE MATTHEWS BAND "Going"	<b>WKQX/Chicago, IL *</b> PD: Tim Richards APD/MO: Mary Shuminas AM: Nicole Chumliatto 3 DAVE MATTHEWS BAND "Going" KROGER & SCOTT "Hero" GOLDFINGER "Eyes"	<b>KNRQ/Eugene-Springfield, OR</b> PD: Chris Crowley APD/MO: Stu Allen DAVE MATTHEWS BAND "Going" ADEMA "Feaking" BOX CAR RACER "Feel"	<b>KTZB/Houston-Galveston, TX *</b> PD: Steve Robinson APD: Eric Schmidt INCLUS "Warning"	<b>WLRS/Louisville, KY *</b> Dir./Prog.: J.D. Kunes PD: Lance MD: Kyle Meredith BOX CAR RACER "Feel" STANZO "Epiphany"	<b>WJRR/Oriando, FL *</b> PD: Pal Lynch MD: Dickerman 8 AUDIO/ENT "Energy" ADEMA "Feaking" TRUST COMPANY "Downfall"	<b>WJZZ/Charlotte, NC *</b> PD: Alan Amth APD/MO: Bobby Smith PUDDLE OF MUDD "Drift" TRUST COMPANY "Downfall"	<b>KJEE/Santa Barbara, CA</b> GM/PO: Eddie Gutierrez MD: Dakota BAD RELIGION "Defense" Doves "Fear" VINES "Free" RIDDLIN' KIDS "Feel"	<b>KMYZ/Tulsa, OK *</b> PD: Lynn Barstow MD: Corbin Pierce 1 BOX CAR RACER "Feel" 1 HVES "Hate" DAVE MATTHEWS BAND "Going"
<b>WJSE/Atlantic City, NJ *</b> PD: AJ Pannello MD: Jason Ulanet ADEMA "Feaking" ASH "Burn" FACE TO FACE "New"	<b>WZZN/Chicago, IL *</b> PD: Bill Gamble APD: Steve Levy MD: James VanDol 11 DAVE MATTHEWS BAND "Going" 5 OUTKAST "Lard" 5 VINES "Free" HOWIE DAY "Ghost" TRUST COMPANY "Downfall"	<b>WJAX/Ft. Myers, FL *</b> PD: John Rozz APD: Fitz Madrid MD: Jeff Zito 6 GOLDFINGER "Eyes" CREED "Breathe"	<b>WRXZ/Indianapolis, IN *</b> MD: Michael Young No Adds	<b>WMAD/Madison, WI *</b> PD: Pat Frawley MD: Amy Hudson 3 DAVE MATTHEWS BAND "Going"	<b>WJZZ/Philadelphia, PA *</b> PD: Jim McGuinn MD: Dan Fein 14 DAVE MATTHEWS BAND "Going" 2 HVES "Hate" 1 ASH "Burn" JERRY CANTRELL "Angel"	<b>KCXX/Riverside, CA *</b> OMP/PO: Kelli Cuzque APD: John DeSantis MD: Daryl James 3RD STRIKE "Light" TRUST COMPANY "Downfall"	<b>KNDD/Seattle-Tacoma, WA *</b> PD: Phil Manning APD: Jim Keller MD: Seth Resler 1 NEW FOUND GLORY "Over" VINES "Free"	<b>WHSF/Washington, DC *</b> PD: Robert Benjamin APD: Bob Waugh MD: Pat Ferrise 4 PAUL OAKENFOLD "Ready" 1 ASH "Burn" DAVE MATTHEWS BAND "Going" TRUST COMPANY "Downfall"
<b>KNXX/Baton Rouge, LA *</b> PD/MO: Randy Chase APD: Bill Jackson No Adds	<b>WAQZ/Cincinnati, OH *</b> PD: Rick James APD/MO: Shaggy 10 PAPA ROACH "Loves" 2 EMINEM "Me" DAVE MATTHEWS BAND "Going"	<b>WPLA/Jacksonville, FL *</b> PD: Scott Pettibone APD/MO: Chad Chumley 3 INCLUS "Warning" 1 N.E.R.D. "Star"	<b>WRZK/Johnson City, TN *</b> VP/Prog. Ops.: Mark E. McKinn COURSE OF NATURE "Shame" CREED "Breathe" CUSTOM "Beat" DEADSKY "Park"	<b>WMFS/Memphis, TN *</b> PD: Rob Cressman MD: Mike Kilbraw TRUST COMPANY "Downfall"	<b>KEDJ/Phoenix, AZ *</b> PD: Nancy Stevens APD: Dead Air Dave MD: Robin Nash 2 VINES "Free" CUSTOM "Beat" FACE TO FACE "New" NEW FOUND GLORY "Over"	<b>WZLZ/Roanoke-Lynchburg, VA *</b> PD/MO: Don Walker ASH "Burn" EMINEM "Me" FACE TO FACE "New" DAVE MATTHEWS BAND "Going"	<b>WKRL/Syracuse, NY *</b> OMP/PO: Mimi Griswold APD/MO: Abbie Weber MD: Busta 3 N.E.R.D. "Star" 2 NEW FOUND GLORY "Over" ASH "Burn" EMINEM "Me"	<b>WWSR/Threepoint, LA *</b> HVES "Hate"
<b>WRAX/Birmingham, AL *</b> PD: Susan Groves APD: Hurricane Shane MD: Mark Lindsey 1 DAVE MATTHEWS BAND "Going" CUSTOM "Beat" KID ROCK "New" VINES "Free"	<b>WXTM/Cleveland, OH *</b> PD: Kim Monroe MD: Dom Namella No Adds	<b>WRFZ/Knoxville, TN *</b> PD: Dan Boyk APD/MO: Anthony Profitit AMO: Dipe Hines No Adds	<b>WVFX/Phoenix, AZ *</b> OMP/PO: Chris White APD: Dipe Taylor 9 JACK JONSON "Have" 7 FACE TO FACE "New" ASH "Burn" TRIK TURNER "Sacrifice"	<b>KZON/Phoenix, AZ *</b> OMP/PO: Tim Maraville APD/MO: Kevin Hanson 1 TRUST COMPANY "Downfall" 1 DAVE MATTHEWS BAND "Going"	<b>WZDX/Pittsburgh, PA *</b> PD: John Moschitta MD: Virelle 2 DAVE MATTHEWS BAND "Going" 2 SYSTEM OF A DOWN "Aerias"	<b>WZNE/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WWSR/Tallahassee, FL</b> PD: Steve King MD: Meathard FACE TO FACE "New" AUDIO/ENT "Energy" CUSTOM "Beat" ASH "Burn"	<b>WSPZ/West Palm Beach, FL *</b> OMP/PO: John D'Connell MD: Eric Kristensen ASH "Burn" RIDDLIN' KIDS "Feel" DAVE MATTHEWS BAND "Going" TRUST COMPANY "Downfall"
<b>WBCN/Boston, MA *</b> VP/Programming: Oedipus APD/MO: Steven Sincik 3 ASH "Burn" 1 DAVE MATTHEWS BAND "Going" TRUST COMPANY "Downfall" JIMMY EAT WORLD "Sweet"	<b>WVCD/Columbus, OH *</b> PD: Andy Davis MD: Jack DeVoss INCLUS "Warning" JIMMY EAT WORLD "Sweet" DAVE MATTHEWS BAND "Going"	<b>WVDF/Lansing, MI *</b> PD: Chih Walker MD: Kelly Brady MD ROCK "Hera" PAPA ROACH "Loves" DAVE MATTHEWS BAND "Going"	<b>WVFX/Phoenix, AZ *</b> OMP/PO: Chris White APD: Dipe Taylor 9 JACK JONSON "Have" 7 FACE TO FACE "New" ASH "Burn" TRIK TURNER "Sacrifice"	<b>WVXX/Nashville, TN *</b> PD: Brian Krysz 3 DAVE MATTHEWS BAND "Going" APEX THEORY "Aposibly" PAPA ROACH "Loves" VINES "Free"	<b>WVXX/Pittsburgh, PA *</b> PD: John Moschitta MD: Virelle 2 DAVE MATTHEWS BAND "Going" 2 SYSTEM OF A DOWN "Aerias"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"
<b>WBNX/Boston, MA *</b> PD: Cuz APD/MO: Kevin Mays 8 VINES "Free" AUDIO/ENT "Energy" BUTCH WALKER "Way"	<b>WDGE/Dallas-Ft. Worth, TX *</b> PD: Duane Oshery APD/MO: Alan Ay DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"
<b>WEDG/Buffalo, NY *</b> PD: Lenny Diana MD: Ryan Paltrak 13 APEX THEORY "Aposibly" 1 EMINEM "Me" BOX CAR RACER "Feel" CUSTOM "Beat"	<b>WXEG/Dayton, OH *</b> PD: Steve Kramer MD: Zoomer 43 LINNIN PARK "Papercut" 11 SEVENTH "Angels" 4 JIMMY EAT WORLD "Sweet" 3 SYSTEM OF A DOWN "Aerias" 1 ADEMA "Feaking" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"	<b>WVZL/Rochester, NY *</b> OMP/PO: Mike Danger MD: Busta 7 EMINEM "Me" 1 TRUST COMPANY "Downfall" HVES "Hate" DAVE MATTHEWS BAND "Going"

### More On mentors

Continued from Page 82

each of them with me. Nothing is more evident than what I have taken from the man I consider to be my mentor, Brian Beddow, PD at WBNB/Flint, MI. Brian and I worked together for nearly four years, and every day I would see him in situations that I would soon find myself in. He taught me how to work with everyone, yet do it my way. Brian always seems to be in control of every situation.

Brian and I shared an office, so we spoke on a regular basis about everything that was going on. Many times I became a sounding board for his ideas. This was great, because I got to see how things worked and, more importantly, why. Brian was always open to new ideas, and if he did shoot them down, he always had a reason and didn't hesitate to tell you why or to offer up a twist on the same idea. I have always respected this. I would rather know why than just get shot down.

Brian taught me to think outside the box without pissing off clients, staff, listeners — you name it. Brian also was very quick to offer help in understanding numbers, research, music-flow philosophies and more. Many times I acted like I wasn't interested in the numbers, but I was listening and watching everything he did. We still talk on a regular basis. Any time I have a problem, Brian is willing to listen and help where he can. Brian Beddow is a big reason why I am the programmer I am today. I can't thank him enough.

### New & Active

**JERRY CANTRELL** *Aper Rising (Roadrunner/IDJMG)*  
 Total Plays: 418, Total Stations: 31, Adds: 2

**GOLDFINGER** *Open Your Eyes (Mojo/Jive)*  
 Total Plays: 384, Total Stations: 33, Adds: 3

**TRUST COMPANY** *Downfall (Interscope)*  
 Total Plays: 327, Total Stations: 39, Adds: 17

**NO DOUBT** *Hella Good (Interscope)*  
 Total Plays: 308, Total Stations: 10, Adds: 0

**GREENWHEEL** *Shelter (Island/IDJMG)*  
 Total Plays: 267, Total Stations: 27, Adds: 2

**N.E.R.D.** *Rock Star (Virgin)*  
 Total Plays: 256, Total Stations: 21, Adds: 2

**APEX THEORY** *Aposibly (Can You...) (DreamWorks)*  
 Total Plays: 228, Total Stations: 22, Adds: 2

**RIDDLIN' KIDS** *I Feel Fine (Awaraz/Columbia)*  
 Total Plays: 182, Total Stations: 19, Adds: 2

**COLD** *Gone Away (Flip/Geffen/Interscope)*  
 Total Plays: 160, Total Stations: 10, Adds: 2

**COURSE OF NATURE** *Wall Of Shame (Lava/Atlantic)*  
 Total Plays: 136, Total Stations: 14, Adds: 1

Songs ranked by total plays

# Jack Johnson

## "flake"

### SALES RANKING:

LA	#19
San Francisco	#13
Boston	#19
Chicago	#35
San Diego	#7
Denver	#20
Spokane	#16
Austin	#22

300,000 Scanned to date

AIRPLAY = SALES,  
 PHONES AND RESEARCH



JIM KERR

jimkerr@rronline.com

## More On Mentors

■ The importance of learning, in the words of Alternative programmers

One of the exciting things about the R&R Convention this year is that Rock Editor Cyndee Maxwell and I were able to get together with Jeff Pollack to create a panel centered around the topic of mentors and learning. These topics aren't discussed much in these cynical times, and there has never been a greater need for such a discussion. So, as you read the wonderful reminiscences below, make sure you mark your calendar to join Jeff Pollack, Keith Hastings, Curtiss Johnson, Leslie Fram and others at the "Mentors" panel on Friday, June 14.

### Brian Krysz

PD, WBUZ/Nashville

I have over 50 ex-jocks and assistants who have gone on to program, and God knows how many label reps I have broken in over the 20 years (this June) that I have been a PD. I got into this business because my grandfather was confined to a wheelchair, and when I would go visit him, he was always listening to Talk radio. I started listening to Jean Shepard at night on WOR/New York.

One of my mentors would be Dwight Douglas, who believed in me when no one else did. He helped get me all my major-market jobs, and if not for him I wouldn't be as successful as I am today. Two of my other mentors would be people whom I work closely with today. The first is Bob Reich, whom I have worked with for the past 13 years. Bob is the kind of guy who can tell you to go to hell in a way that will make you enjoy the ride. The second is Bud Walters, our owner, who has taught me patience and humility.

And, last but not least, Al Vicente, who always has a positive word to say,



Brian Krysz Michael Mobley

even in the worst of times. Al's motto is one I use regularly: It's not a hundred-yard dash, it's a marathon.

### Michael Mobley

PD, KQRX (95X)/  
Odessa-Midland, Texas

The first person who took time to teach me more than the basics was David Carr. He had worked at KVIL/Dallas and had a major-market perspective. In 1992 David hired me at KELI (K-Lite)/San Angelo, TX. I was hired for weekends but spent all my spare time at the radio station, writing copy, washing the station van, helping out at remotes or whatever was need-

ed. The first thing I learned was the importance of being out in the community and meeting the listeners. Treat them with respect, make a connection, and you've hooked them for life.

Eventually, I was indoctrinated into editing music logs. I was now entering that secret world of why things were the way they were. David watched me like a hawk. "Why do I have an hour of nothing but males?" "Why are you scheduling so many urban-leaning songs next to each other?" "How can you talk on the phone while you're trying to edit the log?" I was also taught the art of making the music flow with smooth, constant ups and downs. I was given crash courses in textures of music.

Then there were the music meetings. My opinions often differed from David's. "That song sucks." "I told you that song would stink!" But, through that arguing, I learned to listen to a song in the context of how it would fit on the radio station.

Probably the most important thing I learned from David was how to treat the airstaff. He could explain things without sounding condescending or making the staff feel stupid. His critiques were constructive and laced with humor. Aircheck meetings were never hatchet sessions.

These principles apply to any format, though at the time I would have never imagined how all those hours would help me at 95X. Now I see the benefits of what I learned reflected in those around me. There are certain phrases and mannerisms that I see or hear in them that pop up now and again, and I think, "That is so David Carr."

David's now programming at KISS-FM/Ft. Collins, CO, but we talk regularly. I still find myself asking for his opinions on songs, promotions and just about anything else I can pull out of him. He told me recently that when you find yourself brushing your teeth as fast as you can so you can get to the station, that's when you know you've got a passion for the business.

### Dom Nardella

MD, WXTM  
(Xtreme Radio)/Cleveland

I gave this a lot of thought. It's kind of funny how it has come full-circle for me, but the person I learned the most



ROCK STARS AND MORNINGS

Take a look at ArtistDirect's Custom in this photo. Can you tell he's not used to getting up at 6am? Well, that's the price of fame and visiting a radio morning show. Seen here are (l-r) KXRR/Salt Lake City's *Radio From Hell* morning show member Gina Barberi, a pre-java Custom and the morning show's Bill Allred.

from is my current PD here at Xtreme Radio in Cleveland, Kim Monroe. Kim and I worked together over a decade ago. Wait, that makes us sound too old. We worked together a few years ago at WNCD/Youngstown, OH. Kim was MD, and I was pond scum. But she always took the time to talk music with me and kind of showed me the ropes.

A few years later, when she left Youngstown for Charlotte, I was named MD. From pond scum to MD — not bad! I kept track of Kim's career and her many accolades as she traveled from Charlotte to KNDD (The End)/Seattle. She's made a name for



Dom Nardella Wendy Rollins

herself. She went out there and did it, she's respected, and, on top of it all, she's a great person. And, no, I'm not just saying that because she's my PD.

I always remembered how Kim did things, the way she built relationships and worked at maintaining them, which is tremendously important in radio's current consolidated state. She has always had great ears and was passionate about music — all kinds of music. She made me an open-minded, well-rounded listener, not a jaded little punk with a dumb haircut. Kim made me a man. (Not like that, you pervs!)

Being in Cleveland and working with her at the most amazing radio station is a dream come true. I've also gotta give props to Dave Wellington in 702. When I heard his KXTE (Xtreme)/Las Vegas a few years ago, I was blown away. He's a great programmer and an even greater person. Also, Chrissy Patrick, the current PD at WNCD, who put her utmost faith in me, even when I was sabotaging the station.

Final words: Learn everything you can learn. Ask questions. Develop relationships. And, when the opportunity to try something new comes along, take it.

### Wendy Rollins

PD, KRZQ/Reno, NV

Eric Hall is by far the most influential person in my career. I met him in 1995, when he was PD of WCHZ/Augusta, GA. I had interned for less than two weeks when he told me I would be promoted to overnights. From that point on, Eric and I have crossed paths many times.

Eric taught me that you have to be committed. Everyone from jocks to traffic will want your advice, ideas and answers, and you have to be able to provide that every minute of the day. (Ironically, I just got a call from the station, and it's 11:30pm). You have to be driven to work 10-hour days and still go out to a club for a station event that night. You have to build your staff and motivate them to create, knowing that they may take your place one day. You have to motivate yourself enough to be confident in everything you sign your name to, production to promotions. You need a desire to learn and create. In addition to that, you have to make the same environment for others so there is a constant evolution. You have to be committed to being a teacher, planner, enforcer, supporter and insomniac.

### Chili Walker

PD, WWDX/Lansing, MI



Chili Walker

As a first-year PD, I am finding out how much I learned on my long road to PD. I had a great start at Cayuga Community College in Auburn, NY. I was taught the basics by top-notch people: Steve Keeler and Steve "Tibo"

Roder. Together, these guys not only showed me the basics, they also taught me to keep my eyes and ears open. I was told on a regular basis how tough the industry was and that the more you know, the better off you will be. This has been my attitude my entire career.

I have worked with many people in many formats, and I always tried to watch, learn, listen and take the best of

Continued on Page 81



**Early Add  
WNOR**

**Impacting Alternative and Active Rock May 21**



**The first single from their album HI FI Serious**

**#1 @ Modern Rock specialty shows this week!**

**#1 @ Radio One London**

**#1 @ M2 UK**

**#9 commercial single debut in the UK**

**#18 album debut in UK**

**HI FI Serious has sold 150,000 Units outside of the US**

**Sold out UK tour**

**"...by far their biggest, catchiest record to date."**

**- Kerrang!, January 5, 2002**

**"If ever the time was right for A band, that time is now and the band is 'A'."**

**-Guitarist, March 2002**

**"A are set to career into the big time with the rocket-fuelled guitar sound of 'Nothing'."**

**-Smash Hits, February 5, 2002**

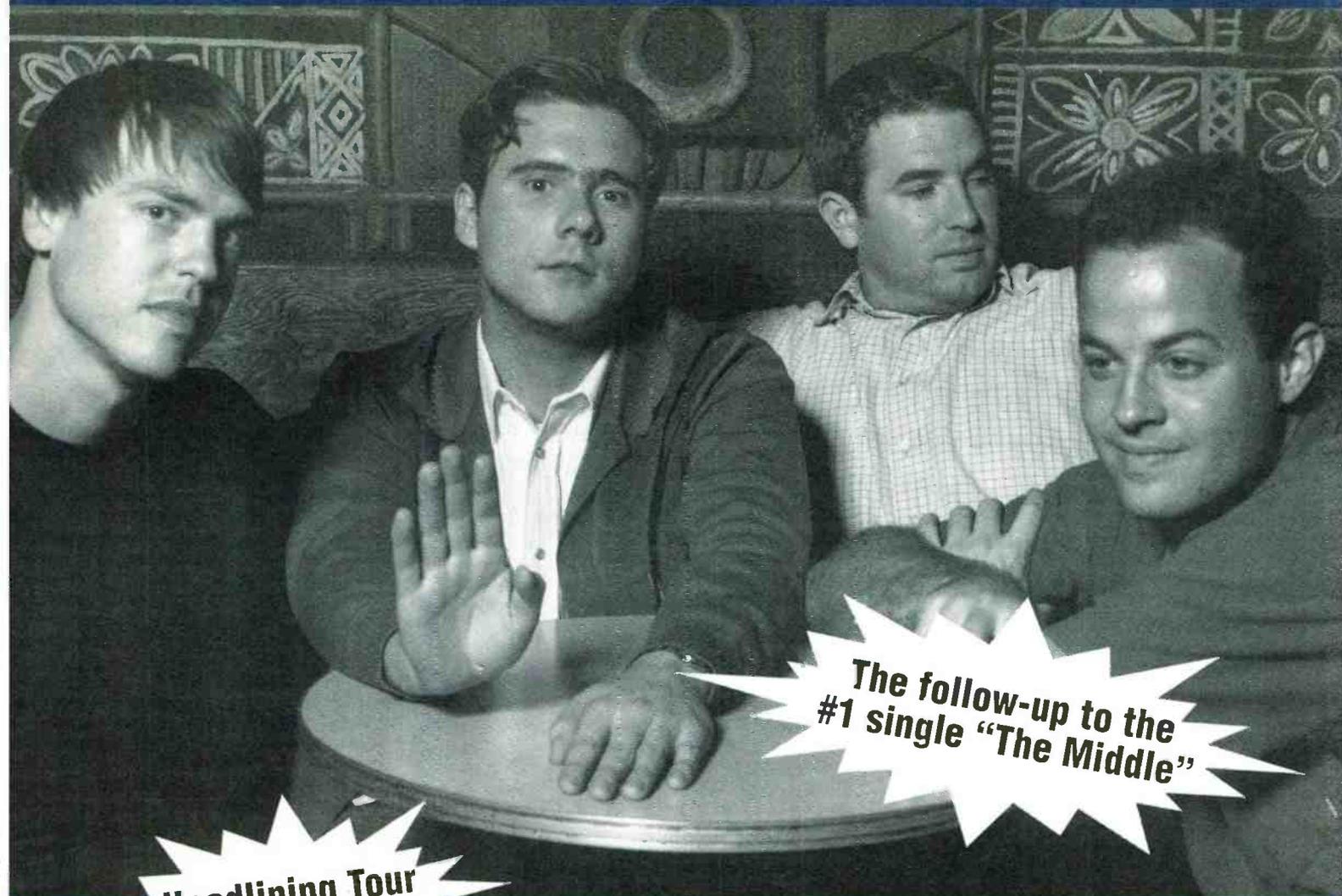
**"Brimming with summer melodies and well crafted moments of pop genius."**

**-Metal Hammer, March 2002**



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# JIMMYEATWORLD



The follow-up to the  
#1 single "The Middle"

Headlining Tour  
This Summer!!!

SWEETNESS

**BDS Audience: #27\***

**Officially Going For Adds This Tuesday**

**Already Feelin' Sweet:**

**KROQ - 41x**  
**KITS**  
**KTCL**

**KNDD - 30x**  
**XTRA - 38x**  
**KNRK - 23x**

**WZZN - 23x**  
**KPNT**  
**WXTM**

**WPLY - 14x**  
**WSUN - 35x**  
and many more...

# R&R Alternative Top 50

May 17, 2002

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	UNWRITTEN LAW Seein' Red (Interscope)	2454	-5	228095	18	76/0
3	2	SYSTEM OF A DOWN Toxicity (American/Columbia)	2150	-15	248397	19	64/0
4	3	STAIN'D For You (Flip/Elektra/EEG)	2134	+29	203816	20	71/0
2	4	JIMMY EAT WORLD The Middle (DreamWorks)	2080	-143	234570	26	69/0
6	5	KORN Here To Stay (Immortal/Epic)	2049	+36	243750	9	71/0
5	6	HOOBASTANK Crawling In The Dark (Island/IDJMG)	1968	-69	210297	29	71/0
17	7	CHAD KROEGER F/JOSEY SCOTT Hero (Roadrunner/Columbia/IDJMG)	1738	+375	178467	4	71/3
13	8	PUDDLE OF MUDD Drift & Die (Flawless/Geffen/Interscope)	1737	+197	180395	8	74/1
8	9	NICKELBACK Too Bad (Roadrunner/IDJMG)	1735	-119	144041	21	65/0
10	10	OUR LADY PEACE Somewhere Out There (Columbia)	1719	+124	169805	6	68/0
7	11	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	1718	-166	191999	29	75/0
9	12	WEEZER Dope Nose (Geffen/Interscope)	1523	-197	119725	10	72/0
20	13	HOOBASTANK Running Away (Island/IDJMG)	1469	+168	157841	7	73/1
18	14	P.O.D. Boom (Atlantic)	1421	+87	177895	6	70/0
11	15	BLINK-182 First Date (MCA)	1402	-164	147436	18	64/0
12	16	P.O.D. Youth Of The Nation (Atlantic)	1371	-164	157261	21	69/0
14	17	DEFAULT Wasting My Time (TVT)	1341	-183	136593	34	63/0
15	18	WHITE STRIPES Fell In Love With A Girl (Third Man/V2)	1328	-86	196243	11	68/0
19	19	311 Amber (Volcano)	1323	+24	125636	13	56/0
16	20	LINKIN PARK In The End (Warner Bros.)	1258	-144	134458	42	74/0
21	21	INCUBUS Warning (Immortal/Epic)	1224	+144	141213	5	71/4
49	22	PAPA ROACH She Loves Me Not (DreamWorks)	1173	+698	150419	2	73/4
22	23	GODSMACK I Stand Alone (Republic/Universal)	1115	+34	135206	15	43/1
24	24	EARSHOT Get Away (Warner Bros.)	1071	+54	82926	9	55/0
23	25	DASHBOARD CONFESSIONAL Screaming Infidelities (Vagrant)	1036	-16	98876	10	54/0
25	26	QUARASHI Stick 'Em Up (Time Bomb/Columbia)	954	+4	109954	10	63/0
28	27	TOOL Parabola (Volcano)	912	+34	75874	6	58/0
26	28	MOBY We Are All Made Of Stars (V2)	910	-39	113333	6	55/0
31	29	CREED One Last Breath (Wind-up)	899	+107	76943	4	54/4
36	30	BOX CAR RACER I Feel So (MCA)	882	+176	147542	3	58/8
33	31	DEFAULT Deny (TVT)	773	+22	58817	6	50/0
32	32	JACK JOHNSON Flake (Enjoy/Universal)	735	-35	89614	13	38/1
37	33	STROKES Hard To Explain (RCA)	733	+28	102492	5	51/1
30	34	GOD GOO DOLLS Here Is Gone (Warner Bros.)	714	-81	70156	9	30/0
38	35	SUGARCULT Bouncing Off The Walls (Ultimatum/Artemis)	703	+3	45078	12	33/0
29	36	X-ECUTIONERS It's Goin' Down (Loud/Columbia)	684	-211	77112	18	48/0
35	37	LINKIN PARK Papercut (Warner Bros.)	680	-65	110403	16	18/1
34	38	ABANDONED POOLS Remedy (Extacy)	679	-50	71456	14	47/0
40	39	3RD STRIKE No Light (Hollywood)	673	+23	70193	6	47/2
27	40	TRIK TURNER Friends + Family (RCA)	665	-245	63691	19	52/0
43	41	HIVES Hate To Say I Told You So (Burning/Epitaph/Sire/Reprise)	662	+128	118462	2	46/8
45	42	STAIN'D Epiphany (Flip/Elektra/EEG)	659	+122	87184	3	49/3
46	43	EMINEM Without Me (Shady/Aftermath/Interscope)	648	+140	111234	2	36/7
44	44	JIMMY EAT WORLD Sweetness (DreamWorks)	614	+98	87006	3	25/6
47	45	AUDIOVENT The Energy (Atlantic)	591	+104	41214	2	54/6
39	46	ROB ZOMBIE Never Gonna Stop (The Red...) (Geffen/Interscope)	591	-114	90527	15	35/0
41	47	DROWNING POOL Tear Away (Wind-up)	555	-79	41448	12	34/0
42	48	ALIEN ANT FARM Attitude (New Noise/DreamWorks)	544	+8	44884	5	34/0
48	49	SUM 41 What We're All About (Island/IDJMG)	439	-19	31438	4	36/0
Debut	50	LINKIN PARK Runaway (Warner Bros.)	435	+86	85796	1	7/0

77 Alternative reporters. Monitored airplay data supplied by Medabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 5/5/02-5/11/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
DAVE MATTHEWS BAND Where Are You Going (RCA)	36
TRUST COMPANY Downfall (Interscope)	17
CUSTOM Beat Me (ARTISTdirect)	11
ASH Burn Baby Burn (Kinetic)	11
VINES Get Free (Capitol)	10
FACE TO FACE The New Way (Vagrant)	9
BOX CAR RACER I Feel So (MCA)	8
HIVES Hate To Say I Told... (Burning/Epitaph/Sire/Reprise)	8
EMINEM Without Me (Shady/Aftermath/Interscope)	7
AUDIOVENT The Energy (Atlantic)	6
JIMMY EAT WORLD Sweetness (DreamWorks)	6

**hobastank**  
**"Running Away"**  
 New This Week: X96  
 R&R Alternative: 20 - 13 (+168)  
 Modern Rock Monitor: 20\* - 13\* (+150)  
 Album Scanned Gold  
 On Tour With Incubus  
 THE ISLAND DEF JAM MUSIC GROUP  
 A UNIVERSAL MUSIC COMPANY

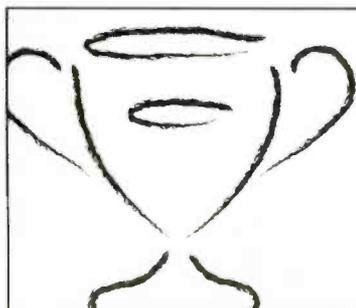
## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
PAPA ROACH She Loves Me Not (DreamWorks)	+698
C. KROEGER F.J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	+375
PUDDLE OF MUDD Drift... (Flawless/Geffen/Interscope)	+197
BOX CAR RACER I Feel So (MCA)	+176
HOOBASTANK Running Away (Island/IDJMG)	+168
INCUBUS Warning (Immortal/Epic)	+144
EMINEM Without Me (Shady/Aftermath/Interscope)	+140
HIVES Hate To Say I Told... (Burning/Epitaph/Sire/Reprise)	+128
OUR LADY PEACE Somewhere Out There (Columbia)	+124
STAIN'D Epiphany (Flip/Elektra/EEG)	+122

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
INCUBUS I Wish You Were Here (Immortal/Epic)	1056
NICKELBACK How You Remind Me (Roadrunner/IDJMG)	890
INCUBUS Nice To Know You (Immortal/Epic)	803
P.O.D. Alive (Atlantic)	793
SYSTEM OF A DOWN Chop Suey (American/Columbia)	756
DISTURBED Down With The Sick (Giant/Reprise)	724
ADEMA The Way You Like It (Arista)	713
PUDDLE OF MUDD Control (Flawless/Geffen/Interscope)	636
TOOL Schism (Volcano)	591
LINKIN PARK Crawling (Warner Bros.)	587
SUM 41 Fat Lip (Island/IDJMG)	521
WEEZER Hash Pipe (Geffen/Interscope)	505

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## ON THE RECORD

With  
**Kallao**  
MD/nights, KQXR/Boise, ID



Over at the land of the Kqxr Stop (pronounced *quick-ser*), the kids enjoy the Korn and call for it a lot. A lot of love for System Of A Down as well. They also enjoy N.E.R.D., which is unusual, as hip-hop hybrid stuff isn't always well-received. Speaking of the hip-hop, on a personal level, *The Eminem Show* is by far the best album I've heard all year. The man can paint a picture like no other MC. And, as always, bow down to Dre and his production team. He is the real deal. The new Our Lady Peace CD, *Gravity*, has my blossoming Canadians poised for American success. Yeah! 2 Skinnee J's, Soul Hooligan, Bright Eyes and Dirty Vegas are all amazing CDs that I enjoy in my house and car. Coachella was awesome. Anything with Dave Grohl is awesome. All hail QOTSA and the Foos. I saw Cracker on Cinco de Mayo. Nothing better than sitting back with some Coronas and watching David Lowery croon out "Take the Skinheads Bowling."

It's nice to see The Dave Matthews Band haul in a beefy 36 adds on "Where Are You Going," but I honestly have to wonder why it isn't a whole lot more. Hell, why wasn't it the entire Alternative panel? With acts this big, you shouldn't pass up the opportunity to own a piece of them ... Congrats to former R&R boy Sean Maxson and Kinetic Records, whose Ash hauls in double-digit adds behind "Burn Baby Burn" ... There is a ton of buzz for Trust Company's "Downfall." It has some impressive early support behind a clearly great song, including 17 new adds and 39 stations ... Speaking of buzz, The Vines already have an impressive array of call letters. No less than 16 stations are on "Get Free" a whole week before it goes for adds ... In many ways Korn have helped define the format today. It's no surprise to see "Here to Stay" firmly entrenched in the top five. It is a surprise to see so many stations still dayparting the record. C'mon, folks, this is *Korn*, not some metal act ... A quick look at the middle of the chart shows Quarashi's "Stick 'Em Up" poised for significant gains behind their 63 stations. What was I saying about opening up rotations? ... Finally, I sense the format's been looking for a new breakout electronica hit for a long time now. Well, when the retail numbers start to roll in and the early radio response gets written, I think that the next hit from that genre will be from one of its legends. Who? Well, he is our **RECORD OF THE WEEK**: Paul Oakenfold "Ready, Steady, Go"

— Jan Kerr, Alternative Editor

## Alternative ON THE RADIO

# COMING RIGHT UP

ARTIST: The Sound Of Urchin

LABEL: RCA

By KATY STEPHAN/ALTERNATIVE SPECIALTY EDITOR

Some bands are serious. You know — woe is me, no one knows how I suffer, enter my bleak world of despair, blah blah torture. If you're into music like that, please turn back a page or two.

If you prefer bands that are *not* the musical equivalent of a colonoscopy, you should be listening to The Sound Of Urchin. Let's start with track 12 of their RCA debut, *You Are the Best*.

"Space Station on the 4, 5 and 6" is a jolly, rhyming journey through such alternate universes as an office where Aerosmith's Steven Tyler answers phones and Joe Perry makes copies and a Wicks and Sticks store in the mall where a coconut candle is spat into the face of a disagreeable store clerk "like Oscar to Tony Randall."

Are you getting the idea? Not a lot of misery going on here. Well, maybe a little for that candle-store clerk. And Steven Tyler. But for you, the listener, it's a total party.

"Rock 'n' Roll Jubilee" sports the sort of sunny lyrics that rock music hasn't seen since The Turtles: "You got the flowers growin' up the west side/You got the fresh air blowin' from the outside/The lovelight burnin' from the inside/The kids all lookin' to the upside." Eh? Where's the disaffected sarcasm, the jaded worldview, the angst? Well, if you absolutely insist on seeing a dark side, you could interpret the last stanza of the song ("Cause we all like buying and giving hellos/To the people we see at rock shows") as a toothy sales pitch to young rock record buyers ... but why not? That lawn-mowing money has to go somewhere.

Come to think of it, lawn mowing figures prominently in the Urchin story. Legendary drummer and studio musician Gary Chester, who played with everyone from John Denver to



The Sound Of Urchin's *You Are The Best*

Aretha Franklin to Laura Nyro, was a huge influence on Urchin founder Chris Harfenist, who mowed Chester's lawn. Harfenist also took drum lessons from Chester and eventually taught himself to play guitar as well.

Harfenist began recording story songs as The Sound Of Urchin with friend Mike Huetz in 1995. Mike's bass-playing brother Chris was added, and rhythm-guitarist Scott Heydt. Their tapes circulated, they began gigging, and a devoted fan base emerged. One of their early fans was Ween's Mickey Melchiondo (a.k.a. Dean Ween), a pioneer of musical oddness, who hooked up The Sound Of Urchin with lead guitarist Bill Fowler. He also hipped Ween's former A&R rep to Urchin, and the band eventually signed with RCA.

Last fall they toured with none other than Tenacious D. Can you think of a jollier rock 'n' roll rumpus? I can't. Like The D, The Sound Of Urchin give a different show every time they play — and I don't just mean different as in weird.

The Sound Of Urchin are not for the mopey, the cranky or the premenstrual. It's music for the last day of school and all the days after that. It's music for the weird, glue-sniffing kid in all of us. Aw, come on. You have a glue-sniffing kid in you. I know it.

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 WOTT KFRQ

“We got endless spins out of ‘Hey Mister’ and thought the song would never burn. Now, we’ve set the next one loose!” — Dead Air Dave, KEDJ/Phoenix

“Custom was an instant reactor and even six months later - people ask for it daily. As a live performer he gets involved with the audience to a point that they will be under his spell for a long time to come.”  
 — Abbie Weber, WKRL/Syracuse

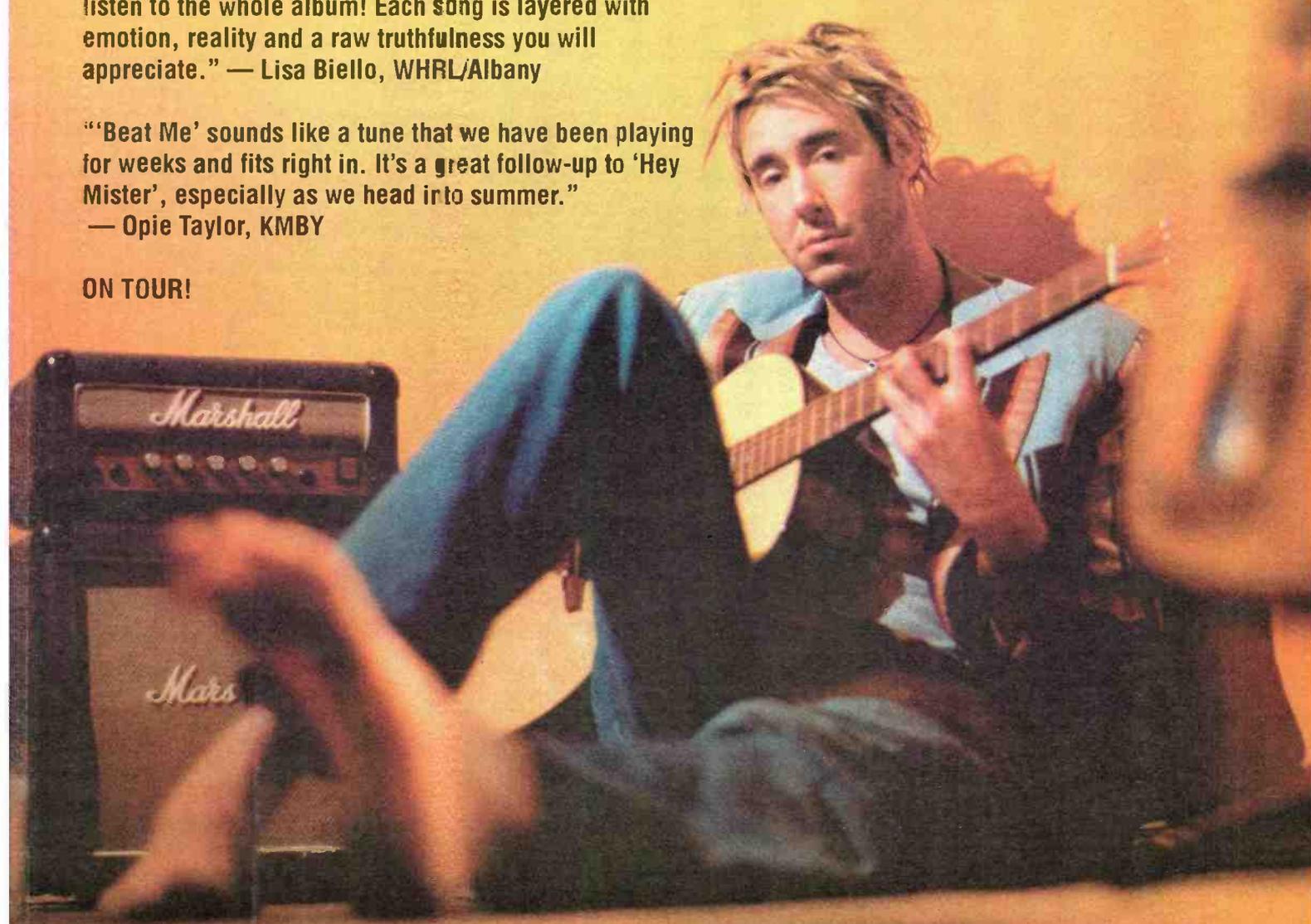
“Custom’s first single was a #1 request the first time we played it. On a rainy, Tuesday night Custom played a show for us and the house was PACKED. WMRQ loves Custom!” — Todd Thomas, WMRQ/Hartford

# CUSTOM beat me

“For a record that reacts, get phones, gets sales and gets youthinking...play either ‘Hey Mister’ or ‘Beat Me’ by Custom...but more importantly, listen to the whole album! Each song is layered with emotion, reality and a raw truthfulness you will appreciate.” — Lisa Biello, WHRL/Albany

“‘Beat Me’ sounds like a tune that we have been playing for weeks and fits right in. It’s a great follow-up to ‘Hey Mister’, especially as we head in to summer.”  
 — Opie Taylor, KMBY

**ON TOUR!**



**RateTheMusic.com**  
 BY MEDIABASE™  
 America's Best Testing Alternative Songs  
 12+ For The Week Ending 5/17/02.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
JIMMY EAT WORLD The Middle (DreamWorks)	4.16	4.22	93%	35%	4.18	93%	33%
LINKIN PARK In The End (Warner Bros.)	4.12	4.16	99%	56%	4.04	99%	56%
HOOBASTANK Crawling In The Dark (Island/IDJMG)	4.08	4.18	93%	37%	3.99	94%	39%
HOOBASTANK Running Away (Island/IDJMG)	4.05	4.12	74%	10%	3.95	74%	10%
OUR LADY PEACE Somewhere Out There (Columbia)	4.03	4.02	54%	4%	4.03	57%	4%
INCUBUS Warning (Immortal/Epic)	4.03	4.04	75%	12%	3.95	77%	13%
UNWRITTEN LAW Seein' Red (Interscope)	4.02	4.10	80%	18%	3.95	83%	20%
INCUBUS I Wish You Were Here (Immortal/Epic)	4.00	4.07	97%	42%	3.96	99%	44%
SYSTEM OF A DOWN Toxicity (American/Columbia)	3.99	3.83	94%	27%	3.99	94%	29%
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	3.97	4.09	97%	46%	3.90	97%	47%
STAIN'D For You (Flip/Elektra/EEG)	3.97	3.98	91%	31%	3.94	93%	35%
C. KROEGER... Hero (Roadrunner/Columbia/IDJMG)	3.97	3.93	61%	6%	3.94	63%	6%
DEFAULT Wasting My Time (TVT)	3.95	3.99	93%	46%	3.93	95%	47%
GODSMACK I Stand Alone (Republic/Universal)	3.93	3.85	88%	25%	3.90	90%	27%
KORN Here To Stay (Immortal/Epic)	3.88	3.79	78%	12%	3.90	79%	12%
NICKELBACK Too Bad (Roadrunner/IDJMG)	3.87	3.95	95%	39%	3.82	97%	40%
BLINK-182 First Date (MCA)	3.83	3.84	94%	33%	3.74	93%	37%
TOOL Parabola (Volcano)	3.83	3.79	60%	10%	3.91	63%	9%
EARSHOT Get Away (Warner Bros.)	3.79	3.77	47%	7%	3.84	48%	6%
DASHBOARD CONFSSIONAL Screaming... (Vagrant)	3.79	3.86	66%	13%	3.63	68%	16%
PUDDLE... Drift & Die (Flawless/Geffen/Interscope)	3.78	3.91	74%	13%	3.72	76%	15%
311 Amber (Volcano)	3.76	3.72	71%	13%	3.72	74%	15%
WEEZER Dope Nose (Geffen/Interscope)	3.76	3.69	68%	14%	3.78	71%	14%
P.O.D. Youth Of The Nation (Atlantic)	3.71	3.77	98%	54%	3.71	98%	56%
P.O.D. Boom (Atlantic)	3.70	3.78	71%	12%	3.64	72%	14%
GOO GOO DOLLS Here Is Gone (Warner Bros.)	3.69	3.76	83%	19%	3.57	85%	22%
WHITE STRIPES Fell In Love With A Girl (V2)	3.51	3.60	65%	18%	3.56	66%	18%
CREED One Last Breath (Wind-Up)	3.37	-	69%	21%	3.23	72%	25%
QUARASHI Stick Em Up (Time Bomb/Columbia)	3.31	3.30	51%	14%	3.37	53%	15%
MOBY We Are All Made Of Stars (V2)	3.19	-	68%	22%	3.20	70%	23%

Total sample size is 733 respondents. 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. Sample composition is based on persons 12+. TD = Target Demo (Males 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818/377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

**R&R Top 20 Specialty Artists**  
 May 17, 2002

1. CORNERSHOP (Wiiija/Beggars/V2) "Lessons Learned..."
  2. A (Mammoth/Hollywood) "Nothing"
  3. OAKENFOLD (Reprise/Maverick) "Ready Steady Go"
  4. DOVES (Capitol) "There Goes the Fear"
  5. CHEMICAL BROTHERS (Astralwerks) "The Test"
  6. PIEBALD (Big Wheel Recreation) "American Hearts"
  7. ASH (Kinetic) "Burn Baby Burn"
  8. LUNA (Jet Set) "Love Dust"
  9. WILCO (Nonesuch) "Heavy Metal Drummer"
  10. BREEDERS (4AD/Elektra) "Huffer"
  11. FROU FROU (MCA) "Breathe In"
  12. SPARTA (DreamWorks) "Mye"
  13. DJ SHADOW (MCA) "You Can't Go Home Again"
  14. CUSTOM (ARTISTdirect) "Beat Me"
  15. PAUL WESTERBERG (Vagrant) various tracks
  16. RIDDLIN' KIDS (Aware/Columbia) "I Feel Fine"
  17. CLINIC (Domino) "Walking..."
  18. VINES (Capitol) "Get Free"
  19. NOFX (Fat Wreck Chords) "Pimps & Hookers"
  20. BUTCH WALKER (Arista) "My Way"
- Ranked by total number of shows reporting artist.

**Record Of The Week**

Artist: Frou Frou  
 Label: MCA



It sounds like a Japanese game show. Or Pam Anderson's favorite shade of nail polish. But Frou Frou is actually the musical union of Guy Sigsworth and Imogen Heap. You'll know him from his work producing and co-writing with Madonna and Bjork. You'll know her ... once you see her. (Unless you find striking, six-foot-tall 24-year-olds forgettable.) ● Sounding something like Dido's deflowered downtown cousin, on "Breathe In" Heap's voice whispers like rustling silk. And that's the real meaning of frou frou, if you must know. It's the French term for the sound cancan dancers' skirts make when they ... well, you know.

— Katy Stephan, Alternative Specialty Editor

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**JOHN SCHOENBERGER**  
jschoenberger@rronline.com

# Louisville Was Where It Was At!

☐ The second annual Triple A NON-COMMvention was a huge success

Over 200 people convened this past week in Louisville for the NON-COMMvention. Hosted by local noncommercial outlet WFPK's Dan Reed and Stacy Owen, the three-day event (May 9-11) featured panels, format-specific discussions, the Sean Coakley- and Biff Kennedy-sponsored Music Meeting and a one-on-one with WMMS/Cleveland radio vet and Columbia Records exec Kid Leo. The first winner of the Louisville Slugger Award for the noncomm station with the greatest increase in core listeners from winter 2000 to winter 2001 was WFPK.

Bands performing during the event included Chuck Prophet, Citizen Cope, Dave Carter & Tracy Grammer, David Baerwald, Drew Emmitt, Ed Harcourt, The Flaming Lips, The Flatlanders, Garrison Starr, Glen Tilbrook, Hal Ketchum, Highway 9, Howie Day, Howlin' Maggie,

John Cowan, Jorma Kaukonen, Mae Moore, Neil Halstead, Norah Jones, Patti Smith, Patty Griffin, Peter Stuart, Roman Candle, Ronny Elliott, Rufus Wainright, Rusty Root, Scott Miller & The Commonwealth, Sheila Nicholls, Tanya Donnelly and Tift Merritt.



CRUISIN' FOR A BRUISIN', PART 1

While taking a cruise along the Ohio River on the *Belle of Louisville* (sponsored by Lost Highway), a few characters were caught on the upper deck. Seen here (l-r) are Verve's Jill Weindorf, WYEP/Pittsburgh's Lee Ferraro, Warner Bros' Julie Muncy, Outsourc's Jesse Barnett, Beggars Banquet's Jenn Lanchart, WYEP's Rosemary Welsh and (kneeling) WNRN/Charlottesville, VA's Tori Mazur.



CRUISIN' FOR A BRUISIN', PART 2

Deep within the *Belle of Louisville* I discovered these men harassing this lovely young lady. Caught in the act are (l-r) indie promoters Al Moss and Paul Brown, Warner-Chappell's J.B. Brenner, IGA's James Evans, ATO's Allison Groman and KTAO/Taos-Santa Fe, NM's Brad Hockmeyer.



ALL SMILES

Happy just to be alive and hanging out in Louisville are (l-r) Narada's Sue Schrader and Shannon Mattner and WFUV/New York's Rita Houston.



IT'S A BEAUTIFUL DAY

That's what these guys were saying when I caught this shot. Pictured are (l-r) WNCW/Greenville, NC's Mark Keefe, triplearadio.com's David Chaney and Flash Promotion's David Fleischman



BEAUTY AND THE BEASTS

'Nuff said! Pictured here are (l-r) Alligator's Tim Kolleth, Blind Pig's Becca Dodd, Tazmo's Mark Radway, WYEP/Pittsburgh's Chris Griffin and Red Ink's Dave Morrell.



OUR HOSTS

Hard work and dedication were the mantra for NON-COMMvention hosts WFPK/Louisville Asst. PD Stacy Owen (l) and PD Dan Reed.



SKYLINE

Here's a view of the beautiful city of Louisville from aboard the *Belle of Louisville*.



DAZED BUT NOT CONFUSED

In a break between sets at Headliner's, WXPN/Philadelphia's Helen Leicht (l) and artist manager Lynn Grossman paused in their deep conversation to pose for this shot.



ONE TALL GUY AND THREE BABES!

Enjoying a rare free moment are (l-r) ATO's Allison Groman, Interscope/A&M/Geffen's James Evans, Songline's Tiffany Suiters and Columbia's Trina Tombrink.



THREE TOUGH GUYS

Seen here are (l-r) RCA Victor's Dave Einstein, WFPK/Louisville's Dan Reed and Columbia's Kid Leo, who were chatting about the Louisville Slugger baseball bat factory when I grabbed this shot.

## CHUCK PROPHET "SUMMERTIME THING"

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# R&R Triple A Top 30

Powered By



May 17, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	SHERYL CROW Soak Up The Sun (A&M/Interscope)	643	+24	44320	12	25/1
2	2	JACK JOHNSON Flake (Enjoy/Universal)	607	-10	44271	13	27/0
3	3	GOO GOO DOLLS Here Is Gone (Warner Bros.)	582	+35	34668	9	24/0
5	4	BONNIE RAITT I Can't Help You Now (Capitol)	403	+12	29366	12	21/0
8	5	LENNY KRAVITZ Stillness Of Heart (Virgin)	379	+9	24582	13	25/2
4	6	PETE YORN Strange Condition (Columbia)	371	-35	23451	20	25/0
12	7	JIMMY EAT WORLD The Middle (DreamWorks)	358	+53	24286	9	15/1
6	8	U2 In A Little While (Interscope)	358	-28	26797	18	21/0
13	9	JOHN MAYER No Such Thing (Aware/Columbia)	310	+12	24345	37	23/0
7	10	CHRIS ISAAK Let Me Down Easy (Reprise)	301	-73	26566	18	23/0
10	11	ALANIS MORISSETTE Hands Clean (Maverick/Reprise)	289	-56	10100	17	15/0
9	12	DAVE MATTHEWS BAND Everyday (RCA)	287	-66	21868	28	22/0
Debut	13	COUNTING CROWS American Girls (Geffen/Interscope)	283	+215	29294	1	24/23
14	14	THE CORRS When The Stars Go Blue (143/Lava/Atlantic)	276	-10	25049	4	18/0
11	15	TRAIN She's On Fire (Columbia)	263	-51	13058	17	22/0
17	16	ELVIS COSTELLO Tear Off Your Own Head... (Island/IDJMG)	260	+7	19819	9	20/0
18	17	NEIL YOUNG Differently (Reprise)	233	-12	17100	8	20/0
16	18	INDIGO GIRLS Moment Of Forgiveness (Epic)	231	-27	15523	17	17/0
15	19	EDDIE VEDDER You've Got To Hide Your... (V2)	230	-32	22099	18	17/0
19	20	MOBY We Are All Made Of Stars (V2)	229	+10	17946	5	22/0
20	21	DISHWALLA Somewhere In The Middle (Immergent)	219	+2	10311	7	19/0
22	22	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	213	+7	6101	13	8/0
26	23	TREY ANASTASIO Alive Again (Elektra/EEG)	203	+22	14310	4	16/0
21	24	RYAN ADAMS Answering Bell (Lost Highway/IDJMG)	200	-16	10652	15	14/0
30	25	NORAH JONES Don't Know Why (Blue Note)	197	+34	20261	2	15/1
25	26	DEFAULT Wasting My Time (TVT)	188	-1	5465	13	8/0
27	27	PHANTOM PLANET California (Daylight/Epic)	187	+9	8747	2	16/0
24	28	NATALIE MERCHANT Build A Levee (Elektra/EEG)	185	-10	13878	11	16/0
23	29	VAN MORRISON Hey Mr. DJ (Universal)	185	-10	13961	3	15/0
28	30	SENSE FIELD Save Yourself (Nettwerk)	165	-9	5857	4	10/0

27 Triple A reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 5/5/02-5/11/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## New & Active

**ZERO 7** Destiny (Quango/Palm)  
Total Plays: 152, Total Stations: 14, Adds: 0

**LOS LOBOS** Hearts Of Stone (Mammoth)  
Total Plays: 143, Total Stations: 11, Adds: 1

**WILCO** Heavy Metal Drummer (Nonesuch)  
Total Plays: 139, Total Stations: 14, Adds: 2

**JOHNNY A.** Oh Yeah (Favored Nations/Artemis)  
Total Plays: 125, Total Stations: 14, Adds: 1

**MARK KNOPFLER** He's The Man (Warner Bros.)  
Total Plays: 122, Total Stations: 9, Adds: 0

**NO DOUBT** Hella Good (Interscope)  
Total Plays: 107, Total Stations: 4, Adds: 0

**CREED** One Last Breath (Wind-up)  
Total Plays: 106, Total Stations: 4, Adds: 0

**RAUL MALO** I See You (Higher Octave)  
Total Plays: 99, Total Stations: 9, Adds: 0

**LUCE** Good Day (Nettwerk)  
Total Plays: 95, Total Stations: 12, Adds: 2

**ANGELIQUE KIDJO** Iwoya (Columbia)  
Total Plays: 95, Total Stations: 9, Adds: 1

Songs ranked by total plays

## Most Added®

www.radds.com

ARTIST TITLE LABEL(S)	ADDS
COUNTING CROWS American Girls (Geffen/Interscope)	23
DAVE MATTHEWS BAND Where Are You Going (RCA)	16
MARAH Float Away (E-Squared/Artemis)	8
DROPLINE Fly Away From Here (...Day) (143/Reprise)	3
MIDNIGHT OIL Lurija Way (Liquid 8)	3
LENNY KRAVITZ Stillness Of Heart (Virgin)	2
WILCO Heavy Metal Drummer (Nonesuch)	2
LUCE Good Day (Nettwerk)	2
RUFUS WAINWRIGHT Across The Universe (V2)	2
TRAVIS Flowers In The Window (Epic)	2
CHUCK PROPHET Summertime Thing (New West/Red Ink)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
COUNTING CROWS American Girls (Geffen/Interscope)	+215
DROPLINE Fly Away From Here (...Day) (143/Reprise)	+55
JIMMY EAT WORLDO The Middle (DreamWorks)	+53
NEIL FINN Driving Me Mad (Nettwerk)	+43
DAVE MATTHEWS BAND Where Are You Going (RCA)	+39
GOO GOO DOLLS Here Is Gone (Warner Bros.)	+35
NORAH JONES Don't Know Why (Blue Note)	+34
LOS LOBOS Hearts Of Stone (Mammoth)	+33
C. KROEGER F.J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	+31
MARK KNOPFLER He's The Man (Warner Bros.)	+25

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
CALLING Wherever You Will Go (RCA)	222
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	203
NICKELBACK How You Remind Me (Roadrunner/IDJMG)	195
LIFEHOUSE Hanging By A Moment (DreamWorks)	189
FIVE FOR FIGHTING Superman... (Aware/Columbia)	159
INCUBUS Drive (Immortal/Epic)	147
DAVE MATTHEWS BAND The Space Between (RCA)	143
AFRO-CELT... F/P. GABRIEL When... (Real World/Virgin)	142
DAVID GRAY Babylon (ATO/RCA)	139
FIVE FOR FIGHTING Easy Tonight (Aware/Columbia)	128
U2 Beautiful Day (Interscope)	127
STAIND It's Been Awhile (Flip/Elektra/EEG)	120
U2 Stuck In A Moment... (Interscope)	118
PETE YORN Life On A Chain (Columbia)	118

R&R Station Playlists have moved to the web. See all of our monitored reporters at [www.rronline.com](http://www.rronline.com).

# COUNTING CROWS

## American Girls

### MOST ADDED EVERYWHERE!

R&R Triple A: Debut **13**  
 Monitor AAA: Debut **8\*** Audience **3\***  
 Top 10 Rank:  
 KFOG KBCO KTCZ WXRT WBOS KINK WXRV

KYSR/Los Angeles  
**#1 Phones!**  
**"Hard Candy"**  
**In-Stores July 9th!**



Words and Music by Adam E. Duritz  
 Produced by Steve Lillywhite/Recorded by Carl Glandville  
 Console Mixes by Jack Joseph Puig  
 Featuring Sheryl Crow/Courtesy of A&M Records  
 Executive Producers Gary Gersh and Jordan Schur

[www.countingcrows.com](http://www.countingcrows.com) [www.geffen.com](http://www.geffen.com) g2g management

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# David Baerwald...

*"With the same incisive wit, storytelling, and memorable songwriting that led to the classic 1986 Boomtown and his contributions to Sheryl Crow's Tuesday Night Music Club, Baerwald and Here Comes The New Folk Underground heralds an exciting return to record making..."*

Bruce Warren, Program Director WXPB 88.5

*"David Baerwald has always had a musical home at KGSR, and Here Comes The New Folk Underground has gone straight on the air. There's a lot to choose from. This puppy is deep!"*

Jody Denberg, KGSR Program Director

*Show your listeners*  
**Some COMPASSION**

## TOUR DATES with ABRA MOORE

6/2 Houston, TX	6/13 Boston
6/3 New Orleans, LA	6/17 Detroit
6/4 Atlanta, GA	6/18 Chicago
6/6 Nashville, TN	6/19 Minneapolis
6/7 Raleigh, NC	6/22 Denver
6/10 Washington, DC	6/25 Portland
6/11 New York, NY	6/26 Seattle
6/12 Philadelphia	6/30 Los Angeles

**"Compassion"**

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# R&R Triple A Top 30 Indicator

May 17, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	BONNIE RAITT I Can't Help You Now (Capitol)	309	-18	7918	12	20/0
2	2	SHERYL CROW Soak Up The Sun (A&M/Interscope)	300	-9	5685	13	20/0
6	3	NEIL YOUNG Differently (Reprise)	265	+12	7429	9	20/0
5	4	TREY ANASTASIO Alive Again (Elektra/EEG)	261	-4	6469	7	19/0
4	5	RYAN ADAMS Answering Bell (Lost Highway/IDJMG)	250	-17	6310	17	19/0
3	6	NATALIE MERCHANT Build A Levee (Elektra/EEG)	236	-48	4706	13	17/0
8	7	JACK JOHNSON Flake (Enjoy/Universal)	230	+3	6470	14	16/0
10	8	VAN MORRISON Hey Mr. DJ (Universal)	221	+11	6362	3	19/0
7	9	ELVIS COSTELLO Tear Off Your Own Head... (Island/IDJMG)	215	-22	7452	10	17/0
13	10	WILCO Heavy Metal Drummer (Nonesuch)	194	+5	6957	7	18/1
11	11	MAIA SHARP Willing To Burn (Concord)	185	-11	4710	4	21/0
16	12	MOBY We Are All Made Of Stars (V2)	184	+7	4747	6	17/0
22	13	LOS LOBOS Hearts Of Stone (Mammoth)	178	+21	5117	3	18/0
21	14	GOO GOO DOLLS Here Is Gone (Warner Bros.)	175	+10	2238	9	10/0
15	15	SHANNON MCNALLY Now That I Know (Capitol)	174	-5	4138	9	17/0
19	16	PATTY GRIFFIN Rain (ATO)	173	+6	6697	7	16/0
12	17	STEVE EARLE Some Dreams (E-Squared/Artemis)	172	-19	4961	9	19/0
Debut	18	MARK KNOPFLER He's The Man (Warner Bros.)	165	+65	4478	1	19/1
17	19	INDIGO GIRLS Moment Of Forgiveness (Epic)	164	-8	4122	18	14/0
9	20	CHRIS ISAAK Let Me Down Easy (Reprise)	161	-52	3691	19	13/0
26	21	NORAH JONES Don't Know Why (Blue Note)	159	+17	6189	6	14/0
25	22	JEB LOY NICHOLS They Don't Know (Rykodisc)	153	+10	4955	6	18/0
14	23	BIG HEAD TODD & THE MONSTERS Wishing Well (Big)	151	-31	1465	12	13/0
24	24	RUSTED ROOT Welcome To My Party (Island/IDJMG)	142	-2	4024	4	15/0
20	25	ZERO 7 Destiny (Quango/Palm)	138	-28	4182	14	15/0
18	26	TRAIN She's On Fire (Columbia)	128	-40	1910	16	8/0
Debut	27	CHUCK PROPHET Summertime Thing (New West/Red Ink)	123	+37	3094	1	12/0
Debut	28	THE CORRS When The Stars Go Blue (143/Lava/Atlantic)	123	+23	2218	1	11/0
30	29	GOMEZ Detroit Swing 66 (Hut/Virgin)	120	+7	5705	2	12/0
29	30	KASEY CHAMBERS Not Pretty Enough (Warner Bros.)	119	-12	2998	16	12/0

21 Triple A Indicator Reports. Songs ranked by total plays for the airplay week of Sunday 5/5-Saturday 5/11.  
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## Most Added

ARTIST TITLE LABEL(S)	ADDS
COUNTING CROWS American Girls (Geffen/Interscope)	13
BILLY BRAGG St. Monday (Elektra/EEG)	9
DAVE MATTHEWS BAND Where Are You Going (RCA)	6
MARAH Float Away (E-Squared/Artemis)	6
MIDNIGHT OIL Lurita Way (Liquid 8)	5
NEIL FINN Driving Me Mad (Nettwerk)	3
TIFT MERRITT Neighborhood (Lost Highway/IDJMG)	3
RUFUS WAINWRIGHT Across The Universe (V2)	2
DAVE ALVIN Blue Boulevard (Hightone)	2
HIGHWAY 9 Sadly (Epic)	2
PAUL RUDERMAN Sunshine (ADA/Atlantic)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
COUNTING CROWS American Girls (Geffen/Interscope)	+93
MARK KNOPFLER He's The Man (Warner Bros.)	+65
NEIL FINN Driving Me Mad (Nettwerk)	+65
CHUCK PROPHET Summertime Thing (New West/Red Ink)	+37
ROBERT RANDOLPH Ted's Jam (Atlantic)	+34
LUCE Good Day (Nettwerk)	+29
BILLY BRAGG St. Monday (Elektra/EEG)	+28
THE CORRS When The Stars Go Blue (143/Lava/Atlantic)	+23
TODD SNIDER New Connection (Oh Boy)	+22
LOS LOBOS Hearts Of Stone (Mammoth)	+21
DIRTY DOZEN BRASS BAND Ruler... (Ropeadope/Atlantic)	+21
NORAH JONES Don't Know Why (Blue Note)	+17
CAITLIN CARY Shallow Heart, Shallow Water (Yep Roc)	+16
DROPLINE Fly Away From Here (...Day) (143/Reprise)	+16
ANGELIQUE KIDJO Iwoya (Columbia)	+15
MICHELLE SHOCKED Peach Fuzz (Mighty Sound)	+14
KELLER WILLIAMS Freeker By The Speaker (Sci-Fidelity)	+13
NEIL YOUNG Differently (Reprise)	+12
TIFT MERRITT Neighborhood (Lost Highway/IDJMG)	+12

## Reporters

<p>WAPS/Akron, OH PD/MD: Bill Gruber 14 COUNTING CROWS "American" 1 DAVE MATTHEWS BAND "Going" 1 MARAH "Easy" 1 HIGHWAY 9 "Sadly" 1 MIDNIGHT OIL "Lurita" 1 BILLY BRAGG "Monday" 1 ROBERT RANDOLPH "Ted's Jam"</p> <p>KTZD/Albuquerque, NM * PD: Scott Sohrada MD: Don Kelfay 1 COUNTING CROWS "American" 2 DAVE MATTHEWS BAND "Going" 3 KROGER &amp; SIZETT "Here" 4 CALLING "Adrenaline"</p> <p>KGSR/Austin, TX * PD: Jody Denberg MD: Susan Castle 1 COUNTING CROWS "American" 2 DAVE MATTHEWS BAND "Going" 3 DAVE MATTHEWS BAND "Going" 4 DAVE MATTHEWS BAND "Going" 5 DAYNA KURTZ "Vay"</p> <p>WRRR/Baltimore, MD * DM: Jon Peterson PD: Alex Cortright MD: Damian Einstein 1 PHIL LEAH &amp; THE FINNS "Gone" 2 COUNTING CROWS "American" 3 CORNERSHOP "Heavy"</p> <p>KRVB/Boise, ID * DM/MD: Dan McColly 7 COUNTING CROWS "American" 8 DAVE MATTHEWS BAND "Going" 9 "Rays" "Here's"</p> <p>WBOS/Boston, MA * PD: Chris Herrmann APD/MD: Michele Williams 18 COUNTING CROWS "American" 2 DAVE MATTHEWS BAND "Going" 3 DAVE MATTHEWS BAND "Going" 4 DAVE MATTHEWS BAND "Going" 5 WILCO "Heavy"</p> <p>WXRW/Boston, MA * PD: Joanne Doody MD: Dana Marshall 23 COUNTING CROWS "American" 24 DAVE MATTHEWS BAND "Going" 25 DAVE MATTHEWS BAND "Going"</p> <p>CKEY/Buffalo, NY * DM/MD: Rob White MD: Mike Blakely 1 ALANIS MORISSETTE "Phantom" 2 COUNTING CROWS "American" 3 DAVE MATTHEWS BAND "Going" 4 DAVE MATTHEWS BAND "Going" 5 GURU LACEY PLACE "Here"</p> <p>WNCS/Burlington, VT PD: Jody Petersen APD: Eric Thomas MD: Mark Abuzeahab 13 COUNTING CROWS "American" 14 ALANIS MORISSETTE "Phantom" 15 MIDNIGHT OIL "Lurita" 16 RUFUS WAINWRIGHT "Universe" 17 BILLY BRAGG "Monday" 18 CHRIS ISAAK "Let Me Down Easy" 19 HEAVY "Easy" 20 MARK KNOPFLER "He's"</p> <p>WMVY/Cape Cod, MA PD/MD: Barbara Dacey 1 COUNTING CROWS "American"</p>	<p>WDDO/Chattanooga, TN * DM/MD: Danny Howard 14 COUNTING CROWS "American" 2 UNWRITTEN LAW "Red" 3 BRITNEY "Easy" 4 DAVE MATTHEWS BAND "Going" 5 MARRAH "Easy"</p> <p>WXRT/Chicago, IL * PD: Norm Winer APD/MD: John Farneda 20 COUNTING CROWS "American" 2 DAVE MATTHEWS BAND "Going" 3 MARRAH "Easy" 4 MOBY "We Are All Made Of Stars" 5 DAVE MATTHEWS BAND "Going" 6 LENA "I'm A Fool" 7 LENA "I'm A Fool" 8 LENA "I'm A Fool"</p> <p>KBXR/Columbia, MD PD/MD: Lana Trezise 14 COUNTING CROWS "American" 15 DAVE MATTHEWS BAND "Going"</p> <p>KSCO/Denver-Boulder, CO * PD: Scott Arbaugh MD: Keefer 13 COUNTING CROWS "American" 14 DAVE MATTHEWS BAND "Going"</p> <p>WDET/Detroit, MI PD: Jody Adams MD: Martin Bandyke AMD: Chuck Horn 1 DAVE ALVIN "Blue" 2 BILLY BRAGG "Monday"</p> <p>WVDD/Elizabeth City, NC PD: Matt Cooper MD: Ted Abbey 1 COUNTING CROWS "American" 2 NEIL FINN "Driving" 3 NEIL FINN "Driving"</p> <p>WNCW/Croftonville, SC PD: Mark Keate APD/MD: Kim Clark 16 BILLY BRAGG "Monday" 17 ANGELIQUE KIDJO "Iwoya" 18 ANGELIQUE KIDJO "Iwoya" 19 ANGELIQUE KIDJO "Iwoya" 20 ANGELIQUE KIDJO "Iwoya"</p> <p>WTTN/Indianapolis, IN * MD: Brad Holtz 8 COUNTING CROWS "American" 9 WAINWRIGHT "Universe" 10 WAINWRIGHT "Universe" 11 WAINWRIGHT "Universe"</p> <p>WOKV/Knoxville, TN * PD: Shane Cox MD: Sarah McClune 13 COUNTING CROWS "American" 14 DAVE MATTHEWS BAND "Going" 15 NORAH JONES "Now"</p> <p>KMTN/Jackson, WY PD/MD: Mark Fishman 14 COUNTING CROWS "American" 15 MARRAH "Easy" 16 PAUL RUDERMAN "Sunshine" 17 NEIL FINN "Driving"</p> <p>WFFK/Louisville, KY PD: Dan Reed APD: Stacy Dwen 1 BILLY BRAGG "Monday" 2 MARK KNOPFLER "He's" 3 MARK KNOPFLER "He's" 4 MARRAH "Easy" 5 NORAH JONES "Now" 6 MICHELLE SHOCKED "Peach Fuzz" 7 KURT COBAIN "Smells Like Teen Spirit" 8 MARRAH "Easy" 9 MARRAH "Easy"</p>	<p>KTBG/Kansas City, MD DM/MD: Jon Hart MD: Byron Johnson 10 COUNTING CROWS "American" 11 COUNTING CROWS "American" 12 DAVE MATTHEWS BAND "Going" 13 BILLY BRAGG "Monday" 14 CASANDRA WILSON "Storm" 15 MIDNIGHT OIL "Lurita"</p> <p>WMMM/Madison, WI * PD/MD: Tom Teuber 7 COUNTING CROWS "American" 8 MARRAH "Easy"</p> <p>WMPJ/Memphis, TN PD/MD: Alexandra Inzer COUNTING CROWS "American" 1 TIFT MERRITT "Neighborhood" 2 TIFT MERRITT "Neighborhood" 3 TIFT MERRITT "Neighborhood" 4 TIFT MERRITT "Neighborhood" 5 TIFT MERRITT "Neighborhood"</p> <p>KTCZ/Minneapolis, MN * PD: Lauren MacLeash APD/MD: Mike Wolf 23 COUNTING CROWS "American" 24 MIDNIGHT OIL "Lurita"</p> <p>WZLW/Mobile, AL * PD: Brian Hart MD: Linda Woodworth 10 COUNTING CROWS "American" 11 MARRAH "Easy" 12 DAVE MATTHEWS BAND "Going"</p> <p>KPIG/Monterey, CA PD/MD: Laura Ellen Hopper 1 EYES ON THE HILL 2 COREY HARRIS "Lips"</p> <p>KTEE/Monterey, CA OM/MD: Chris White MD: Carl Widong 1 BILLY BRAGG "Monday" 2 MARRAH "Easy" 3 MARRAH "Easy" 4 MARRAH "Easy"</p> <p>WRLT/Nashville, TN * DM/MD: David Hall APD/MD: Keith Coes 10 COUNTING CROWS "American" 11 MIDNIGHT OIL "Lurita" 12 MIDNIGHT OIL "Lurita" 13 TRAVIS "Flowers"</p> <p>WFUV/New York, NY PD: Chuck Singleton MD: Rita Houston AMD: Russ Boris 1 ALANIS MORISSETTE "Phantom" 2 BILLY BRAGG "Monday" 3 BILLY BRAGG "Monday"</p> <p>WKDC/Norfolk, VA * PD: Paul Shugrue MD: Kristen Croot 22 COUNTING CROWS "American" 23 DAVE MATTHEWS BAND "Going" 24 DAVE MATTHEWS BAND "Going" 25 DAVE MATTHEWS BAND "Going"</p> <p>KCTY/Omaha, NE * PD: Max Bumgardner MD: Christopher Dean 1 ALANIS MORISSETTE "Phantom" 2 WILCO "Heavy" 3 COUNTING CROWS "American" 4 COUNTING CROWS "American" 5 LUCE "Easy" 6 LUCE "Easy" 7 RUFUS WAINWRIGHT "Universe"</p>	<p>WXPN/Philadelphia, PA PD: Bruce Warren APD/MD: Helen Leicht 21 COUNTING CROWS "American" 22 DAVE MATTHEWS BAND "Going" 23 BILLY BRAGG "Monday" 24 MARRAH "Easy" 25 MARRAH "Easy" 26 MARRAH "Easy" 27 MARRAH "Easy" 28 MARRAH "Easy" 29 MARRAH "Easy" 30 MARRAH "Easy"</p> <p>WYEP/Pittsburgh, PA PD: Rosemary Welsh APD/MD: Chris Griffin COUNTING CROWS "American" 1 TIFT MERRITT "Neighborhood" 2 MARRAH "Easy" 3 SHERYL CROW "Prozac" 4 BILLY BRAGG "Monday" 5 SHERYL CROW "Prozac" 6 SHERYL CROW "Prozac" 7 JONNY RICH "Power"</p> <p>WCLZ/Portland, ME PD: Herb Ivy MD: Brian James 7 COUNTING CROWS "American" 8 DAVE MATTHEWS BAND "Going" 9 MARRAH "Easy"</p> <p>KINK/Portland, OR * PD: Dennis Constantine MD: Kevin Welch 11 COUNTING CROWS "American" 12 COUNTING CROWS "American" 13 COUNTING CROWS "American" 14 COUNTING CROWS "American" 15 COUNTING CROWS "American"</p> <p>WOST/Poughkeepsie, NY PD: Greg Gattine APD: Christine Martinez MD: Roger Menell 9 COUNTING CROWS "American" 10 EDWARD CURTIS "Nite" 11 EDWARD CURTIS "Nite"</p> <p>KTHX/Reno, NV * PD: Harry Reynolds MD: Dave Herold 7 COUNTING CROWS "American" 8 BILLY BRAGG "Monday" 9 MARRAH "Easy" 10 DAVE MATTHEWS BAND "Going" 11 MARRAH "Easy"</p> <p>KEWZ/Salt Lake City, UT * DM/MD: Bruce Jones MD: Kari Bushman 3 DAVE MATTHEWS BAND "Going" 4 DAVE MATTHEWS BAND "Going" 5 SHERYL CROW "Prozac" 6 LENA "I'm A Fool"</p> <p>KKST/San Diego, CA * PD/MD: Dana Shaibe 3 COUNTING CROWS "American" 4 JONNY RICH "Power"</p>	<p>KFDG/San Francisco, CA * PD: Dave Benson APD/MD: Haley Jones 20 COUNTING CROWS "American" 21 DAVE MATTHEWS BAND "Going" 22 DAVE MATTHEWS BAND "Going" 23 CHRIS ISAAK "Let Me Down Easy"</p> <p>KDTR/San Luis Obispo, CA PD: Drew Ross MD: Greg Phifer 1 MIDNIGHT OIL "Lurita" 2 DAVE ALVIN "Blue" 3 CHRIS WHEATLEY "Goodbye" 4 TIFT MERRITT "Neighborhood" 5 COUNTING CROWS "American" 6 PAUL WESTERBERG "Crash"</p> <p>KBAC/Santa Fe, NM GM/MD: Ira Gordon COUNTING CROWS "American"</p> <p>KTAD/Santa Fe, NM PD: Brad Huckmeyer APD: Michael Dean 4 NEIL HALSTEAD "Seasons" 5 COUNTING CROWS "American" 6 PAUL RUDERMAN "Sunshine" 7 MARRAH "Easy"</p> <p>KRSH/Santa Rosa, CA * PD: Bill Bowker MD: Pam Long 1 OLIVER METCALDE "Inclinations" 2 STEPHEN BRITTON "Call" 3 RICHIE "Easy" 4 ANGELIQUE KIDJO "Iwoya" 5 ANNY CAT WORLD "Mister"</p> <p>KMTT/Seattle-Tacoma, WA * GM/MD: Chris Mays APD/MD: Shawn Stewart 12 COUNTING CROWS "American" 13 MARRAH "Easy" 14 ANNY CAT WORLD "Mister"</p> <p>KAEP/Spokane, WA * PD: Tim Cotter MD: Kari Bushman COURSE OF NATURE "Shame" 1 COURSE OF NATURE "Shame" 2 COURSE OF NATURE "Shame" 3 COURSE OF NATURE "Shame" 4 COURSE OF NATURE "Shame"</p> <p>WRN/Springfield, MA * GM/MD: Tom Davis MD: Donnie Moorhouse 9 LUCE "Easy" 10 HIGHWAY 9 "Sadly" 11 MARRAH "Easy" 12 MIDNIGHT OIL "Lurita"</p>
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### Monitored Reporters

48 Total Reporters  
27 Total Monitored  
21 Total Indicator

## National Programming

Added This Week



World Cafe

Ali Castellini 215-898-6677

No new adds reported this week.



Acoustic Cafe

Rob Reinhart 734-761-2043

BADLY DRAWN BOY A Minor Incident  
ELVIS COSTELLO Tart  
JERRY DOUGLAS Footsteps Fall  
MAE MOORE The Last Time  
MAE MOORE Bohemia  
MARK OLSON Say You'll be Mine  
TODD SNIDER Vinyl Records

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Los Angeles, CA 90067

## ON THE RECORD

With  
**Mike Wolf**  
Asst. PD/MD, KTCZ  
(Cities 97)/Minneapolis

It's not often that the Triple A format will embrace an artist whose previous works have been tagged with a pop image, but, then again, that's what I've always loved about this format: We're very open-minded and willing to forgive. If ever there was an example of a song that proved to be too pop for Triple A, it was The Corrs' "Breathless," which broke at Hot AC last year but languished on the Triple A charts. So, it was with some trepidation that I heeded the request of Bonnie



Slifkin of Atlantic to check out "When the Stars Go Blue" from The Corrs' new live CD. It was apparent from first listen that it had everything going for it: great production; awesome harmonies; a star guest vocal from Triple A's premier icon, Bono; as well as great lyrics from every musician's favorite musician, Ryan Adams. Cities 97 PD Lauren MacLeash agreed that this was a song that our audience would like to hear, so we spotlighted it on our "New Music Monday." Response was swift and immediate in both phone calls and e-mails. Retail sales of the CD surged too. We expect, if initial reaction holds up, to be playing this song into the summer. Kudos to KFOG/San Francisco PD Dave Benson and MD Haley Jones for bringing this to the attention of the rest of the Triple A community.

This was the week for the new **Counting Crows**: They are No. 1 Most Added across the board with 36 total adds and No. 1 Most Increased spins (+215 at the monitored level and +93 at the Indicator level), and they debut at 13\* ... The new **Dave Matthews Band** track is also off to a great start with 22 adds (second on the monitored and third on the Indicator panel) ... Others showing solid first-week action include **Marah** (with 14 total adds), **Dropline** and the new **Midnight Oil** track ... **Wilco**, **Luce**, **Chuck Prophet** and **Neil Finn** close some holes ... On the monitored airplay chart, **Sheryl Crow** stays at 1\*, **Jack Johnson** holds at 2, **The Goo Goo Dolls** hang tough at 3\*, **Bonnie Raitt** inches up to 4\*, and **Lenny Kravitz** jumps 8\*-5\* ... **Jimmy Eat World** crack the top 10 at 7\*, and **John Mayer** moves back into the top 10 at 9\* ... Other big jumpers include **Trey Anastasio** (26\*-23\*) and **Norah Jones** (30\*-25\*) ... Keep an eye on **Wilco**, **Mark Knopfler**, **Raul Malo** and **Los Lobos** ... On the Indicator airplay chart, **Raitt** is No. 1, **Crow** is at 2, **Neil Young** moves to 3\*, **Van Morrison** is at 8\*, and **Wilco** crack the top 10 at 10\* ... **Los Lobos** leap 22\*-13\*, **The Goo Goo Dolls** jump 21\*-14\*, **Norah Jones** goes 26\*-21\*, and **Jeb Loy Nichols** climbs 25\*22\* ... **Knopfler**, **Prophet** and **The Corrs** debut.

## Triple A ON THE RADIO

— John Schoenberger, Triple A Editor

# AAA ARTIST OF THE WEEK

ARTIST: **Van Morrison**

LABEL: **Universal**

By **JOHN SCHOENBERGER** / TRIPLE A EDITOR

They don't call him "Van The Man" for nothing. Since the early '60s **Van Morrison** has been producing quality music that has defied time and trends. He was born in Belfast, Ireland in 1945. His mother was a singer, his father, a shipyard worker who collected American blues and jazz records. These influences, along with his Celtic heritage, have shaped Morrison's music from the beginning until this very day.

Morrison came to international renown via the band **Them**, which enjoyed a couple of hits in its short period of existence. In 1967 he began his solo career. The late '60s and the early '70s proved to be a prolific period for Morrison, producing such classic albums as *Astral Weeks*, *Moodance* and *Tupelo Honey*. With 1974's *Veelun Fleece*, Morrison rediscovered his Celtic roots (and again with 1988's *Irish Heartbeat*, which he recorded with **The Chieftains**). *Fleece* served as a catalyst for him to begin to explore a more spiritual side of both his life and his music, best expressed in *Beautiful Vision*, *Inarticulate Speech of the Heart* and *No Guru, No Method, No Teacher*, all released in the '80s.

The '90s saw Morrison return to his R&B roots with *The Healing Game* and *Back on Top*, both of which passed the Gold mark in sales. Now with a new label, Morrison continues to show his vitality and relevance in a new decade. *Down the Road* is his 33rd album, and with it he continues to refine and honor his R&B, jazz, Celtic and traditional rock roots. Featuring the awesome rhythm section of bassist **Peter Hurley** and drummer **Bobby Irwin**, Morrison's new songs are augmented by tasty guitar playing (**Mick Green**, **Ned Edwards**, **Johnny Scott**), sensual Hammond organ and piano (**Richard Dunn**, **Geraint Watkins**), tighter-than-tight horns, beautiful harmony vocals and, of course, his very



Van Morrison

own distinctive voice and sweet harmonica playing.

The album art features a storefront with the words "Memorabilia & Records" on the window, which perfectly sums up the mood of the 15 songs on *Down the Road*. There are smooth shuffles like "Down the Road," "Hey Mr. DJ" and "The Beauty of Days Gone By" alongside gritty blues numbers such as "Talk Is Cheap" and "All Work and No Play." Jazzy uptown numbers include "Evening Shadows" (an **Acker Bilk** instrumental standard that Morrison wrote lyrics for) and a killer version of **Ray Charles'** "Georgia on My Mind." Then there's the Celtic-flavored "Steal My Heart Away" and "What Makes the Irish Heart Beat." Throughout the album Morrison proves that he stands alone as a unique artist who can adopt many musical styles and make them his own.

*Rolling Stone* astutely observes, "Van Morrison is the living embodiment of an old cliché: His voice is so good, you could listen to him singing the phone book." Morrison embarks on a European tour soon and will hit the States sometime in the fall.



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# What Women Want

■ Survey opens the book on women's listening habits

By Alan Mason, Audience Development Group

**A**udience Development Group and Troy Research surveyed 3,200 women across the country in an effort to understand the mind-set of the female Christian-music listener. Here are the results of the survey, which were presented at the Gospel Music Association convention in late April. Results shown here are for the 25-54-year-old age group. Women who took part were from markets that offer Christian AC, Christian CHR or Inspirational formats.

Some of what we already knew was reinforced:

- Women tune out your station when you play a bad song, just like their mainstream counterparts. There's no slack offered just because you're a Christian station. The more you concentrate on the songs everyone likes, the more impact you'll have.

- Just as in the recent Arbitron "What Women Want" study, we found that women want a station free of vulgarity and inappropriate language. This is no surprise, but you may be astonished that mainstream radio has learned about the power of this tool and is working to steal it from us. Since most Christian stations aren't promoting this as a benefit, other stations are taking credit for it and, subsequently, winning.

- The majority of Christian listen-

ten, and only 8% listen daily. The younger the person, the more likely they are to listen on the Internet.

The study also uncovered some surprises:

- The vast majority of female Christian radio listeners work outside the home, a complete departure from the common misconception that they are mostly stay-at-home moms.

- These same listeners turn the radio on at work, just like everyone else. The problem is, they don't listen to your station at work. Even though they prefer Christian stations, they don't feel they're appropriate in the workplace.

If you look at the relationship between cume and quarter-hour listening in each of the three locations Arbitron covers, you'll see that at-work listening is the highest return on investment. Where in-car delivers

**We found that women want a station free of vulgarity and inappropriate language.**

**Today's Christian Music**

As we've seen in some of the studies we've done for individual clients, the entertainment value of your Christian station may be more important than you think. Nothing says that being a Christian station means you're required to be serious and dry.

Many successful morning shows, from the K-LOVE Network's Jon & Sherry Rivers to KPOZ/Orlando's Scott & Lisa to Scott & Sam on KCMS/Seattle, are building success by being fun and talking about relevant topics, including those going beyond faith.

One slogan stood out from all the others, but we have to exercise caution when reviewing it. First, remember that the current listeners are Christian listeners, as opposed to listeners who are Christian. As you'll see in the chart on the right, this is a small segment of the total Christian audience. Regardless, the slogan "Today's Christian Music," in use throughout the country, led every other slogan 10-1. What was the No. 2 slogan? "Safe for the Whole Family."

Perhaps the most startling discovery was that Christian radio is only attracting 20% of the total Christian market. Audience Development Group has developed a proprietary procedure for clustering Christians, and we can see that the format's efforts have generally attracted a minority of Christians. In a future study we'll look at why these other Christians aren't listening, but for now we can go to work with what we've learned.

**What causes Christian listeners to turn the radio off? Their lives. Work, dinner, the kids, grocery shopping and more.**

ers are listening to mainstream stations, too, with the leaders being CHR, AC and Country. We're so used to being in a totally Christian environment at our radio stations that we forget that most of the listeners are in the mainstream world, especially when they're at work.

- Sixty percent of the people in the study listen to radio on the Internet to some extent. However, 40% never lis-

ten, and only 8% listen daily. The younger the person, the more likely they are to listen on the Internet.

about .5 AQH for every cume person and in-home delivers about .7, the at-work cume person delivers 2.14 AQH. It's pretty obvious which we'd want to have.

- What causes Christian listeners to turn the radio off? Their lives. Work, dinner, the kids, grocery shopping and more. So, all the teasing in the world can't make them keep listening another five minutes.

Alan Mason can be reached at alan@goodratings.com.

### Formats women listen to

Christian Music	98%	News/Talk	14%
Christian Talk	26%	Classical	12%
AC	20%	Rock	9%
Country	18%	National Public Radio	9%
CHR/Pop	15%		

### Favorite formats

Christian Music	86%	Country	1%
Christian Talk	4%	News/Talk	1%
CHR/Pop	1%	National Public Radio	.5%
Rock	1%	Classical	.5%
AC	1%	No favorite indicated	.4%

### Time spent listening to radio

One-five hours per week	20%	More than 14 hours per week	35%
Six-nine hours per week	24%		
10-14 hours per week	21%		

### Do you work outside the home?

Yes	77%	No	23%
-----	-----	----	-----

### Where do you listen to the radio?

Car	97%	Work	37%
Home	86%		

### Where do you listen to the radio most?

Car	55%	Work	16%
Home	27%		

### When was the last time you listened to a radio station on the Internet?

Never	40%	Last week	16%
Last year	14%	Today	9%
Last month	21%		

### We'd like to rate how important the following are as you listen to a radio station (percentages expressed are those who indicated "important" or "very important"):

Plays my favorite music	95%
Is one I can listen to with my kids	84%
Keeps me up-to-date with what's going on	82%
Plays lots of music without interruption	78%
Is good to listen to while at work	75%
Has funny or entertaining DJs	55%
Has a contest where you can win something	21%

### What causes you to turn the radio off?

You're doing something different, like going to work or shopping, and can't listen	76%
The announcers are rude or use inappropriate language	45%
There's too much talk on the station	41%
They play a commercial or announcement that irritates me	40%
They play a song I don't care for	38%
There are too many interruptions in the music	28%
I get tired of the station	15%

### What causes you to tune to a different station?

They play a song I don't care for	53%
The announcers are rude or use inappropriate language	45%
There's too much talk on the station	44%
They play a commercial or announcement that irritates me	43%
There are too many interruptions in the music	33%
I get tired of the station	25%
You're doing something different, like going to work or shopping, and can't listen	8%

### If you were looking for a new radio station, which of these would best fit what you're looking for?

Today's Christian Music	43%	Christian Hit Radio	5.25%
Safe for the Whole Family	12%	Good News Christian Radio	3.3%
The Best Christian Hits	11%	Positive Christian Hits	2.54%
Family Safe Christian Radio	9%	Positive Life Radio	1.18%
Positive Music for a Positive Life	6%	Positive Hits	.9%
We Help You Live the Life	5.35%	Family Safe Radio	.9%

### If you're married, does your husband listen to your favorite Christian radio station with you?

Always	19%	Not married/	
Sometimes	41%	Did not answer	31%
Never	9%		

## Christian Going For Adds

As we continue to introduce new ways to superserve the Christian-music community, R&R has started a new e-mail feature called Going for Adds. This informational piece highlights the fresh, new radio singles that are going for adds each week. The weekly e-mail is sent out to all Christian radio stations free of charge. If you or someone you know should be on this list, please contact me at [rwelke@rronline.com](mailto:rwelke@rronline.com).

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# The CCM Update

Christian Retail, Radio & Records Newsweekly

## The CCM Update

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## Roots Phenomenon Catches On In Christian Music

### □ Provident inks deal with Rounder Records

By Lizza Connor  
lconnor@ccmcom.com

The majority of Christian retailers passed on stocking the Provident Music-distributed *O Brother, Where Art Thou?* soundtrack, which won the Grammy for Album of the Year and has been certified quadruple-Platinum since its fall 2000 release. But now CBA stores have a second chance to jump on the roots-music bandwagon, through the deal Provident Music Distribution recently inked with Rounder Records, home to such Americana superstars as Alison Krauss & Union Station.

The multiyear deal gives Provident the right to distribute select releases from the Cambridge, MA-based Rounder that are deemed content-appropriate for the Christian marketplace, says Provident Sr. Director/Marketing Tim Marshall.

The first Rounder titles to come through the Provident system are a mix of old and recent material, including the newly released *Faraway Land*, the debut solo effort from Union Station banjo player and guitarist Ron Block; *To Be His Child*, a 1987 bluegrass gospel release from The Nashville Bluegrass Band; and *I Know Who Holds Tomorrow*, a 1994 recording by Alison Krauss & The Cox Family.

Provident VP/CBA Sales Randy Davis says that Provident and Rounder are exploring additional release options for the CBA market, including a bluegrass gospel compilation gleaned from Krauss' catalog that could be released later this fall.

#### A Return To Roots

The Provident-Rounder partnership could not have come at a better time: Roots music has enjoyed a surge in popularity since *O Brother, Where Art Thou?* and its companion soundtrack were released in the general market nearly a year and a half ago.

For Provident, the partnership with Rounder is a return to its roots, says Davis. "[Provident's] Brentwood Music was so long synonymous with the *Smoky Mountain Hymns* collection and other great bluegrass albums. We're really excited about this deal, especially in light of the culture at large and the grasp it's taken on Americana and roots music."

Roots-music sales are up across the board, and Rounder GM Paul Foley says there are no signs of a slowdown. "I think we are right in the middle of the trend," he says. "Bluegrass artists like Rhonda Vincent have doubled their

When Provident garnered the rights to distribute the popular *O Brother* soundtrack in October of 2001, Christian retailers were not interested. Industry album scans register just over 4,000 to date, according to SoundScan — pitiful in comparison to the millions scanned in general-market stores.

Large retail chains including LifeWay Christian Stores, Family Christian and the Parable Group refused to stock or market the *O Brother* soundtrack due to the R-rated movie's content, say representatives of all three chains, even though the soundtrack includes out-and-out religious tunes like "I'll Fly Away."

Other factors influenced the low scans as well, Marshall tells THE CCM UPDATE: "The *O Brother* deal came to Provident late in the life of the project. It had been out almost a full year, and those who wanted the album had already purchased it. Most of the sales we are experiencing in the CBA markets are from people who happened upon it. I don't think there are many destination shoppers to CBA stores to buy *O Brother*, because it isn't considered a traditional gospel record."

This time around Provident doesn't anticipate such resistance, Marshall says. While the first releases — save for Block's *Faraway Land* — are not new albums, Provident will have the luxury of releasing new titles closer to their street dates than it did with the year-late *O Brother*. Initially, the releases will be introduced in what have proven to be strong markets for artists like Krauss, including New York; Washington, DC; Atlanta; and San Francisco.

At press time LifeWay, Family Christian and the Parable Group all had plans to stock the Provident-Rounder releases. "Amy Grant's *Legacy ... Hymns and Faith* [set for May 21 release] is very borderline country-blue-



BROWN-BAGGING IT WITH JAKE

Reunion recording artists Jake recently hosted a Brown Bag Concert with WJTL-FM/Lancaster, PA and followed it up with an album signing at the Bible Factory Outlet at Lancaster's Rockvale Square. Fans packed the mall's food court to hear the Canadian-born brothers perform selections from their sophomore release, *Army of Love*. Pictured are (front row, l-r) Jake's Toby Penner, Bible Factory Outlet's Betty Kissinger and Chris Phillips, bandmember Zooks, WJTL Promotions Director Kurt Weaver and Rockvale Square Outlets' Mark Fisher. In back (l-r) are bandmembers Josh and Marty Penner.

grass. If she's doing it, that tells me that the trend is not over yet," says Greene. "With her record coming out, I think people may say, 'I want something else like that,' and go into the CBA stores looking for it."

But Darrell Hodges, music buyer for LifeWay, says he still has reservations about the viability of the genre in the Christian marketplace: "It's not like we've seen a huge bluegrass explosion

in the Christian market, even though it's happened in the mainstream," he says. "There's not a whole lot of that style of music in our industry, and we don't have mass media, like the *O Brother*

movie, driving people to our stores to buy it."

#### Educating The Consumer

To alert CBA customers to the beefed-up roots selection, Christian retailers are going to have to do their part, Greene says. "As Parable stores build the sections that contain bluegrass, it'll be a challenge for some of the smaller stores to separate it from the bins that usually contain The Gaithers. I fear that is where it's going to end up.

"It needs to be an education process between the record companies and the stores on how to merchandise bluegrass. It needs to have its own space; otherwise, it will get lost in the Southern Gospel section."

Rounder has created shelf talkers with the Rounder logo and the slogan "The Best in Christian Bluegrass." Foley says catalog advertising, in-store listening posts and in-store performances by artists like Block will also help build a presence.

Foley believes that roots tours — like the summer 2002 Down From the

Mountain tour, featuring Krauss — will expose an even broader audience to the music and will help drive sales at both Christian and mainstream retail.

Greene considers roots music's broad age demographic a sure benefit for retailers — and it's a feature most Christian-music genres do not have. "Some people think this is music for an older crowd, but with Nickel Creek

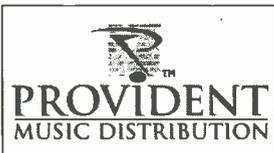
**"We're really excited about this deal, especially in light of the culture at large and the grasp it's taken on Americana and roots music."**

Randy Davis

and all the hot bands out there doing this type of music, it draws the younger crowd as well," he says. "It's a cross-generational thing, and that makes me more excited about it than the other genres in Christian music that just hit one age group."

Block confirms that the audience runs the gamut: "We have little boys and girls, parents and grandparents who come to our shows. It's a very broad spectrum of people.

"I think there will always be a certain population that gets tired of rehashed music coming over the radio. That's when a roots revival happens, and if the music is put out in front of them, they will get excited about it and buy it."



sales — Vincent, for instance, went from 25,000 to 50,000 in less than a year. We expect her next release to do 100,000. We have an *O Sister* women in bluegrass record that has scanned over 130,000. In the past we would have expected that to do maybe 20,000 to 30,000."

Block agrees that the *O Brother* phenomenon may have helped the roots resurgence, but he also says it's part of a typical music cycle: "It happens every 10 years. There was the folk boom in the '60s, and then rock took over. Country moved more pop in the '70s, the whole thing crashed in the early '80s, and then neotraditionalists like Ricky Skaggs and Randy Travis began to gain popularity. Again, it was that return-to-roots movement."

A look at the genre's mainstream success is convincing some Christian retailers that the roots-music phenomenon could mean extra dollars in their registers too. "I think, for once, we're not at the tail end of something," says Cheryl Greene, music merchandiser for the Parable Group. "The Christian-music industry is finally getting in on something as it's happening. Sometimes we tend to be on the back end of the fad, but people are realizing that they need to get in on this while it's hot. If we have [this genre] in our stores, it's certainly going to add value."

#### Will Roots Music Work For CBA Stores?

Even with mountain music at the height of its popularity, convincing the majority of CBA retailers of the genre's acceptability may prove a task.



#### Talk back to CCM

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

E-mail:

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# NATALIE GRANT

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May 17, 2002

## AC Top 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART
1	1	MARK SCHULTZ Back In His Arms Again (Word)	1735	+105	12
3	2	RACHAEL LAMPA No Greater Love (Word)	1502	+36	15
2	3	POINT OF GRACE You Will Never Walk Alone (Word)	1501	0	14
4	4	GINNY OWENS I Am (Rocketown)	1381	+81	15
6	5	THIRD DAY It's Alright (Essential)	1373	+159	10
7	6	4HIM Surrender (Word)	1317	+114	10
8	7	BROTHER'S KEEPER Take Me To The Cross (Ardent)	1177	-11	15
10	8	FREDDIE COLLOCA Savior My Savior (One Voice)	1157	+135	8
5	9	PLUS ONE Forever (Atlantic)	1145	-115	16
9	10	AVALON I Don't Want To Go (Sparrow)	1053	-82	18
13	11	VOICES OF HOPE In God We Trust (Sparrow)	1014	+200	5
16	12	STEVEN CURTIS CHAPMAN Magnificent... (Sparrow)	999	+278	4
12	13	CAEDMON'S CALL Before There Was Time (Essential)	897	-90	20
11	14	NEWSBOYS It Is You (Sparrow)	864	-141	20
14	15	BEBO NORMAN Holy Is Your Name (Essential)	861	+54	9
20	16	NATALIE GRANT What Other Man (Curb)	736	+55	10
25	17	FFH Fly Away (Essential)	730	+195	3
15	18	NICOLE C. MULLEN Talk About It (Word)	718	-29	15
21	19	NEWSONG Wide Open (Reunion)	706	+67	7
19	20	WATERMARK Constant (Rocketown)	680	-4	9
22	21	ZOE GIRL Here And Now (Sparrow)	669	+116	7
26	22	SALVADOR Breathing Life (Word)	646	+146	2
24	23	JENNIFER KNAPP Say Won't You Say (Gotee)	577	+30	6
18	24	JARS OF CLAY I Need You (Essential)	567	-149	23
17	25	TRUE VIBE You Are The Way (Essential)	548	-169	20
28	26	SONICFLOOD Write Your Name Upon My Heart (INO)	483	+45	4
23	27	GO FISH You're My Little Girl (Inpop)	460	-92	11
29	28	MERCY ME I Can Only Imagine (INO)	445	+7	29
30	29	JENNIFER KNAPP w/MAC POWELL Sing Alleluia (Essential)	417	+14	24
<b>Debut</b>	30	JACI VELASQUEZ In Green Pastures (Creative Trust)	385	+13	1

54 AC reporters. Songs ranked by total plays for the airplay week of Sunday 5/5-Saturday 5/11.  
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## CHR Top 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART
1	1	NEWSBOYS It Is You (Sparrow)	923	+62	20
3	2	PAUL COLMAN TRIO Turn (Essential)	905	+104	7
2	3	AUDIO ADRENALINE Rejoice (Forefront)	864	+60	9
5	4	GINNY OWENS I Am (Rocketown)	834	+58	13
4	5	SKILLET One Real Thing (Ardent)	818	+26	14
7	6	JEFF DEYO Let It Flow (Gotee)	789	+42	8
6	7	RACHAEL LAMPA Savior Song (Word)	713	-41	12
9	8	THIRD DAY It's Alright (Essential)	708	+87	9
8	9	JARS OF CLAY I Need You (Essential)	678	-4	22
11	10	NATALIE LARUE, T-BONE & DJ MAJ King... (Flicker)	613	+12	15
10	11	STEVEN CURTIS CHAPMAN See The Glory (Sparrow)	610	-10	18
12	12	STACIE ORRICO Bounce Back (Forefront)	578	-13	9
14	13	BY THE TREE Invade My Soul (Fervent)	574	+65	14
13	14	REBECCA ST. JAMES Breathe (Forefront)	570	-21	20
17	15	PAUL ALAN Leaving Lonely (Aluminum)	496	+23	12
15	16	JENNIFER KNAPP w/MAC POWELL Sing Alleluia (Essential)	483	-22	22
16	17	BEBO NORMAN Holy Is Your Name (Essential)	480	0	6
20	18	JENNIFER KNAPP Say Won't You Say (Gotee)	468	+44	6
19	19	TAIT Bonded (Forefront)	459	+2	7
23	20	LIFEHOUSE Breathing (DreamWorks)	452	+58	18
22	21	CAEDMON'S CALL Before There Was Time (Essential)	431	+26	16
18	22	TRUE VIBE You Are The Way (Essential)	403	-63	17
24	23	ZOE GIRL Here And Now (Sparrow)	396	+36	4
21	24	MERCY ME I Can Only Imagine (INO)	383	-23	17
28	25	OUT OF EDEN Day Like Today (Gotee)	367	+54	3
26	26	ALL TOGETHER SEPARATE We Know (Ardent)	358	+34	3
—	27	RELIENT K For The Moments I Feel Faint (Gotee)	351	+74	4
27	28	PHAT CHANCE Without You (Flicker)	334	+11	6
29	29	FREDDIE COLLOCA Savior My Savior (One Voice)	328	+44	3
30	30	FUSEBOX Every Move I Make (Elevate/Inpop)	304	+21	10

30 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 5/5-Saturday 5/11.  
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**Rock Top 30**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART
1	1	PILLAR Fireproof ( <i>Flicker</i> )	410	+12	11
3	2	THIRD DAY Get On ( <i>Essential</i> )	336	+15	11
4	3	FIVE IRON FRENZY Spartan ( <i>5 Minute Walk</i> )	332	+15	11
6	4	SKILLET Earth Invasion ( <i>Ardent</i> )	331	+61	7
2	5	PAX217 Tonight ( <i>Forefront</i> )	328	0	6
5	6	RELIENT K Those Words Are Not Enough ( <i>Gotee</i> )	272	-5	15
11	7	P.O.D. Boom ( <i>Atlantic</i> )	251	+33	4
10	8	NEWSBOYS John Woo ( <i>Sparrow</i> )	247	+27	7
7	9	THOUSAND FOOT KRUTCH Supatly ( <i>OGE</i> )	244	-23	14
9	10	TOBY MAC What's Goin' Down ( <i>Forefront</i> )	237	+15	5
8	11	SEVENTH DAY SLUMBER My Struggle ( <i>Mercy Street</i> )	234	-33	14
13	12	EAST WEST She Cries ( <i>Floodgate</i> )	232	+25	11
14	13	SLINGSHOT 57 Everyday ( <i>Independent</i> )	219	+22	10
15	14	G.S. MEGAPHONE Prodigal Dad ( <i>Spindust</i> )	216	+19	5
12	15	COMMON CHILDREN Celebrity Virtue ( <i>Galaxy 21</i> )	214	+3	7
18	16	SUPERCHICK Holy Moment ( <i>Inpop</i> )	185	+17	6
16	17	ALL TOGETHER SEPARATE We Know ( <i>Ardent</i> )	184	+5	8
19	18	AUDIO ADRENALINE Rejoice ( <i>Forefront</i> )	171	+9	3
25	19	TAIT Bonded ( <i>Forefront</i> )	166	+46	2
17	20	JARS OF CLAY I Need You ( <i>Essential</i> )	162	-8	13
27	21	LIFEHOUSE Breathing ( <i>DreamWorks</i> )	159	+41	16
26	22	ESO Sad Mary ( <i>Bettie Rocket</i> )	151	+33	2
21	23	CHOIR Shiny Floor ( <i>Galaxy 21</i> )	150	+12	3
22	24	AMONG THORNS Wind of God ( <i>Worship Extreme/Here To Him</i> )	136	0	
30	25	SHILOH Shackles ( <i>Accidental Sirens</i> )	132	+35	2
23	26	BUCK ENTERPRISES The Return ( <i>Galaxy 21</i> )	130	+3	5
20	27	JUSTIFIDE Our Little Secret ( <i>Culdesac/Ardent</i> )	130	-15	18
28	28	KEVIN MAX You ( <i>Forefront</i> )	114	+7	2
24	29	P.O.D. Youth Of The Nation ( <i>Atlantic</i> )	101	-20	23
	30	<b>Debut</b> SLICK SHOES My Ignorance ( <i>Tooth &amp; Nail</i> )	100	+5	1

46 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 5/5-Saturday 5/11. © 2002 Radio & Records.

**Specialty Programming**

**Rhythmic**

RANK	ARTIST TITLE LABEL(S)
1	ILL HARMONICS Take Two ( <i>Uprok</i> )
2	JOHN REUBEN Hindsight ( <i>Gotee</i> )
3	ELLE ROC Significance ( <i>BRx2</i> )
4	TOBY MAC Irene ( <i>Forefront</i> )
5	NATALIE LARUE, T-BONE & DJ MAJ King Of My Life ( <i>Flicker</i> )
6	DEEP SPACE 5 Stick This In Your Ear ( <i>Uprok</i> )
7	NICOLE C. MULLEN Talk About It ( <i>Word</i> )
8	NEW BREED Stop The Music ( <i>Uprok</i> )
9	STACIE ORRICO Bounce Back ( <i>Forefront</i> )
10	DJ MAJ f/DJ FORM 7 Factors ( <i>Gotee</i> )
11	JAVEN Never Give Up On Love ( <i>Crowne</i> )
12	OUT OF EDEN Different Now ( <i>Gotee</i> )
13	T-BONE Turn This Up ( <i>Flicker</i> )
14	KATINAS Dance ( <i>Gotee</i> )
15	WOODY ROCK Believer ( <i>Gospo Centric</i> )
16	MARS ILL Rap Fans ( <i>Uprok</i> )
17	TUNNEL RATS Bow Down ( <i>Uprok</i> )
18	PLUS ONE Camouflage ( <i>Atlantic</i> )
19	TUNNEL RATS T.R.'z ( <i>Uprok</i> )
20	OUT OF EDEN Day Like Today ( <i>Gotee</i> )

**Reporters**

**AC**

KAEZ/Amarillo, TX	KLRC/Fayetteville, AR	KSLT/Rapid City, SD
KAFK/Anchorage, AK	WPSM/Ft. Walton Beach, FL	WRXT/Roanoke, VA
WFSH/Atlanta, GA	WLAB/Ft. Wayne, IN	WXPZ/Salisbury, DE
WVFJ/Atlanta, GA	WCSG/Grand Rapids, MI	WJIS/Sarasota, FL
WQCK/Baton Rouge, LA	WJQK/Grand Rapids, MI	WHPZ/South Bend, IN
KTSY/Boise, ID	WBFJ/Greensboro, NC	WBI/Springfield, IL
WCVK/Bowling Green, KY	KAIM/Honolulu, HI	KWND/Springfield, MO
KCVD/Camdenton, MO	KSBJ/Houston-Galveston, TX	KHCR/St. Louis, MO
WBGL/Champaign, IL	WTCR/Huntington, WV	KXDJ/Tulsa, OK
WRCM/Charlotte, NC	WBGJ/Jacksonville, FL	WPER/Washington, DC
WBDX/Chattanooga, TN	WCQR/Johnson City, TN	KTLJ/Wichita, KS
WZFS/Chicago, IL	KOBC/Joplin, MO	WGRC/Williamsport, PA
WAKW/Cincinnati, OH	KFSH/Los Angeles, CA	WXHL/Wilmington, DE
WFHM/Cleveland, OH	WJIE/Louisville, KY	
KBIQ/Colorado Springs, CO	KOFR/Lubbock, TX	HIS RADIO/Network
WMHK/Columbia, SC	WMCJ/Miami, FL	SALEM/Network
WCVO/Columbus, OH	WBSN/New Orleans, LA	KLOVE/Network
KLTY/Dallas, TX	WPOZ/Orlando, FL	KJL/Network
WCTL/Erie, PA	WCIC/Peoria, IL	
KYTT/Eugene, OR	KFIS/Portland, OR	

54 Reporters

**CHR**

KLYT/Albuquerque, NM	WYLV/Knoxville, TN	KADI/Springfield, MO
WHMX/Bangor, ME	WJTL/Lancaster, PA	WBVM/Tampa, FL
KWOF/Cedar Rapids, IA	WLGH/Lansing, MI	WYSZ/Toledo, OH
WFL/Chicago, IL	WNCB/Minneapolis, MN	KMRX/Tulsa, OK
WONU/Chicago, IL	WAYM/Nashville, TN	KOUV/Visalia, CA
KYIX/Chico, CA	KOKF/Oklahoma City, OK	WCLQ/Wausau, WI
WUFM/Columbus, OH	WQFL/Rockford, IL	
KZZQ/Des Moines, IA	KSFB/San Francisco, CA	AIR1/Network
WJLF/Gainesville, FL	KLFF/San Luis Obispo, CA	KNMI/Network
WORQ/Green Bay, WI	KCMS/Seattle-Tacoma, WA	
WAYK/Kalamazoo, MI	KTSL/Spokane, WA	

30 Reporters

**Rock**

WWEV/Atlanta, GA	WJTL/Lancaster	KCLC/St. Louis, MO
WCVK/Bowling Green, KY	WLGH/Lansing, MI	KYMC/St. Louis, MO
WVOF/Bridgeport, CT	KSLI/Lincoln, NE	WBVM/Tampa, FL
WBNY/Buffalo, NY	WDM/LMarion, IL	WYSZ/Toledo, OH
WCFI/Chicago, IL	WMKL/Miami, FL	KMOD/Tulsa, OK
WONC/Chicago, IL	WCWP/Nassau-Suffolk, NY	KMRX/Tulsa, OK
WUFM/Columbus, OH	WVCP/Nashville, TN	WCLQ/Wausau, WI
KTPW/Dallas, TX	WCNI/New London, CT	KZZD/Wichita, KS
WSNL/Flint, MI	KOKF/Oklahoma City, OK	WEXC/Youngstown, OH
WKLQ/Grand Rapids, MI	WZZD/Philadelphia, PA	
WORQ/Green Bay, WI	WMSJ/Portland, ME	KNMI/Network
WRGX/Green Bay, WI	KPSU/Portland, OR	WTRX/Network
WROQ/Greenville, SC	WITR/Rochester, NY	ZJAM/Syndicated
WBOP/Harrisonburg, VA	KSFB/San Francisco, CA	
KSBJ/Houston-Galveston, TX	KWND/Springfield, MO	
WNCM/Jacksonville, FL	WTRK/Saginaw, MI	
WYLV/Knoxville, TN	WJIS/Sarasota, FL	

46 Reporters

**Specialty Programming**

**Loud**

RANK	ARTIST TITLE LABEL(S)
1	UPLIFTED Death Of Self Reliance ( <i>Deadthorn</i> )
2	EAST WEST Nephesh ( <i>Floodgate</i> )
3	GRYP Change My Name ( <i>W</i> )
4	CR33 Birth of Defiance ( <i>Bettie Rocket</i> )
5	STILL BREATHING With Hateful Pride ( <i>Solid State</i> )
6	SPOKEN This Path ( <i>Metro One</i> )
7	ESO Sad Mary ( <i>Bettie Rocket</i> )
8	ESO CHARIS The Narrowing List ( <i>Solid State</i> )
9	ESO To Confront ( <i>Bettie Rocket</i> )
10	REAL Let It Be ( <i>Mercy Street</i> )

# Opportunities

## OPENINGS

### NATIONAL

**ON-HOLD VOICE TALENTS**  
Must have home recording and internet capability. Talent and experience would help too. Our rates are low but the work is a steady, regular gig, and you work at home! Respond with voice samples and contact info ASAP: Radio & Records, Inc. 10100 Santa Monica Blvd., #1042, 3rd Floor, Los Angeles, CA 90067. EOE

### JOBS!

<http://onairjobtipsheet.com>

### EAST

**DOS needed for Vermont cluster.**

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Suite 490 Sterling, VA 20165  
Or call 1-888-371-8666  
EOE

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Steve Mitchell, Program Director, WYAY-FM, 210 Interstate North Parkway, 6th Floor, Atlanta, Ga 30339. No calls please.



## OPENINGS

### SOUTH

MC Media the largest privately owned media company in New Orleans is growing and is looking for the following:

- GSM for WGSO – *MoneyRadio* 990AM, a Business/News Talk station. Must have 3-5 years of sales experience, preferably in talk radio.

- GSM for WFNO – *LaFabulosa* 830AM, a Spanish AC/LaPrensa – a monthly Hispanic newspaper. Candidate must have 3-5 years general market sales experience or Hispanic LSM experience. Bi-lingual preferred (not required)

- PD for WFNO – *LaFabulosa* 830AM, a Spanish AC. Candidates must be bilingual, have at least 3 yrs. Experience as a PD in Hispanic radio and great management skills. Familiarity with Scott Studios a plus. Forward samples of your work, your resume and salary requirements.

If you are tired of working for Wall St., one of these opportunities might be right for you. MC Media has an excellent compensation package with future growth opportunities for the right candidates. Mail, fax or E-mail Resume to: MC Media Radio Group Opportunities, 111 Veterans Blvd., Ste. 1800, New Orleans, LA 70005. Fax (504) 830-7200, E-mail: [kmliler@mcmediatic.com](mailto:kmliler@mcmediatic.com). EOE

[www.rronline.com](http://www.rronline.com)

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[keri.littlefield@abc.com](mailto:keri.littlefield@abc.com).  
Mail resumes to Keri Littlefield,  
96.3 FM KSCS, 2221 Lamar Blvd.,  
Suite 300,  
Arlington, TX 76006. EOE

### MIDWEST

KULW-FM, Fargo ND, needs an afternoon driver. T&R's to: Erik Grande, 1020 25th St., S. Fargo, ND 58103. EOE. (05/17)

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Amanda Koeppel, Human Resource Director Bonneville St. Louis Radio Group 11647 Olive Blvd. St. Louis, MO 63141  
No phone calls please

## OPENINGS

### WEST

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### Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PDT) eight days prior to issue date. Address all ads to: R&R Opportunities, 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067.

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Radio & Records provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

### Deadline

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10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067

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## OPENINGS

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## POSITIONS SOUGHT

### POSITIONS SOUGHT

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**Seasoned Female Talent** W/News seeks next daypart in San Diego area. CHR/Classic Hits/AC. I've done it all! AMY: 760-744-4771 Amy0910@aol.com (05/17)

## POSITIONS SOUGHT

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51 insertions	70.00

Marketplace  
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Fax: (310) 203-8727  
e-mail: kmumaw@rronline.com





**Monitored Airplay Overview: May 17, 2002**

**CHR/POP**

LW	TW	ARTIST	SON	Label
1	1	PINK	Don't Let Me Get Me (Arista)	
3	2	ASHANTI	Foolish (Murder Inc./Def Jam/IDJMG)	
6	3	VANESSA CARLTON	A Thousand Miles (A&M/Interscope)	
2	4	MICHELLE BRANCH	All You Wanted (Maverick/WB)	
4	5	FAT JOE F/ASHANTI	What's Luv? (Terror Squad/Atlantic)	
5	6	SHAKIRA	Underneath Your Clothes (Epic)	
9	7	NO DOUBT	Hella Good (Interscope)	
7	8	PUDDLE OF MUDD	Blurry (Flawless/Geffen/Interscope)	
11	9	P. DIDDY F/USHER & LOON	I Need A Girl (Part One) (Bad Boy/Arista)	
10	10	LINKIN PARK	In The End (Warner Bros.)	
8	11	JENNIFER LOPEZ	Ain't It Funny (Epic)	
13	12	DEFAULT	Wasting My Time (TVT)	
17	13	JIMMY EAT WORLD	The Middle (DreamWorks)	
20	14	USHER U	Don't Have To Call (LaFace/Arista)	
14	15	GOO GOO DOLLS	Here Is Gone (Warner Bros.)	
23	16	NELLY	Hot In Herre (Fo' Reel/Universal)	
25	17	EMINEM	Without Me (Shady/Aftermath/Interscope)	
12	18	'N SYNC	Girlfriend (Jive)	
19	19	CALLING	Wherever You Will Go (RCA)	
18	20	KYLIE MINOGUE	Can't Get You Out Of My Head (Capitol)	
15	21	ENRIQUE IGLESIAS	Escape (Interscope)	
22	22	B2K	Uh Huh (Epic)	
16	23	TWEET	Oops (Oh My) (Gold Mind/Elektra/EEG)	
26	24	JENNIFER LOPEZ F/NAS	I'm Gonna Be Alright (Epic)	
21	25	INDIA.ARIE	Video (Motown)	
28	26	CRAIG DAVID	Walking Away (Wildstar/Atlantic)	
29	27	NICKELBACK	Too Bad (Roadrunner/IDJMG)	
30	28	SHERYL CROW	Soak Up The Sun (A&M/Interscope)	
27	29	CELINE DION	A New Day Has Come (Epic)	
24	30	JARULE F/ASHANTI	Always On Time (Murder Inc./Def Jam/IDJMG)	

**#1 MOST ADDED**

WILL SMITH Black Suits Comin' (Nod Ya...)Black Suits... (Columbia)

**#1 MOST INCREASED PLAYS**

EMINEM Without Me (Shady/Aftermath/Interscope)

**TOP 5 NEW & ACTIVE**

JOHN MAYER No Such Thing (Aware/Columbia)

TRIK TURNER Friends + Family (RCA)

AVRIL LAVIGNE Complicated (Arista)

TINA NOVAK Been Around The World (Sper/Arista)

ANASTACIA One Day In Your Life (Epic)

CHR/POP begins on Page 36.

**CHR/RHYTHMIC**

LW	TW	ARTIST	SON	Label
1	1	ASHANTI	Foolish (Murder Inc./Def Jam/IDJMG)	
2	2	P. DIDDY F/USHER & LOON	I Need A Girl (Part One) (Bad Boy/Arista)	
3	3	FAT JOE F/ASHANTI	What's Luv? (Terror Squad/Atlantic)	
4	4	USHER U	Don't Have To Call (LaFace/Arista)	
10	5	EMINEM	Without Me (Shady/Aftermath/Interscope)	
9	6	NELLY	Hot In Herre (Fo' Reel/Universal)	
7	7	TRUTH HURTS F/RAKIM	Addictive (Aftermath/Interscope)	
5	8	LUDACRIS	Saturday (Oooh! Oooh!) (Def Jam South/IDJMG)	
6	9	BUSTA RHYMES	Pass The Courvoisier (Part II) (J)	
8	10	MARY J. BLIGE	Rainy Dayz (MCA)	
14	11	JA RULE	Down Ass Chick (Murder Inc./Def Jam/IDJMG)	
12	12	JENNIFER LOPEZ F/NAS	I'm Gonna Be Alright (Epic)	
15	13	NAPPY ROOTS	Awnaw (Atlantic)	
13	14	J. DUPRI F/LUDACRIS	Welcome To Atlanta (So So Def/Columbia)	
17	15	NAUGHTY BY NATURE F/3LW	Feels Good (Don't Worry...) (TVT)	
21	16	CAM'RON	Oh Boy (Roc-A-Fella/IDJMG)	
16	17	AALIYAH	More Than A Woman (BlackGround/Virgin)	
20	18	KHIA	My Neck, My Back (Lick It) (Dirty Down/Artemis)	
11	19	TWEET	Oops (Oh My) (Gold Mind/Elektra/EEG)	
24	20	BRANDY	Full Moon (Atlantic)	
23	21	YING YANG TWINS	Say I Yi Yi (Koch)	
25	22	AVANT	Makin' Good Love (Magic Johnson/MCA)	
19	23	B2K	Uh Huh (Epic)	
28	24	NAS	One Mic (Columbia)	
22	25	'N SYNC	Girlfriend (Jive)	
31	26	BIG TYMERS	Still Fly (Cash Money/Universal)	
29	27	TWEET	Call Me (Gold Mind/Elektra/EEG)	
26	28	FAITH EVANS	I Love You (Bad Boy/Arista)	
27	29	AMANDA PEREZ	Never (Universal)	
30	30	MUSIQ	Halfcrazy (Def Soul/IDJMG)	

**#1 MOST ADDED**

WILL SMITH Black Suits Comin' (Nod Ya...)Black Suits... (Columbia)

**#1 MOST INCREASED PLAYS**

EMINEM Without Me (Shady/Aftermath/Interscope)

**TOP 5 NEW & ACTIVE**

PAULINA RUBIO Dcn't Say Goodbye (Universal)

AMERIE Why Don't We Fall In Love (Rise/Columbia)

LIL' ROMEO 2 Way (No Limit/Soulja/Universal)

WILL SMITH Black Suits Com n' (Nod Ya...)Black Suits... (Columbia)

DJ QUIK Trouble (Bungalo)

CHR/RHYTHMIC begins on Page 44.

**URBAN**

LW	TW	ARTIST	SON	Label
1	1	ASHANTI	Foolish (Murder Inc./Def Jam/IDJMG)	
3	2	P. DIDDY F/USHER & LOON	I Need A Girl (Part One) (Bad Boy/Arista)	
4	3	MUSIQ	Halfcrazy (Def Soul/IDJMG)	
2	4	USHER U	Don't Have To Call (LaFace/Arista)	
5	5	BUSTA RHYMES	Pass The Courvoisier (Part II) (J)	
6	6	AVANT	Makin' Good Love (Magic Johnson/MCA)	
7	7	MARY J. BLIGE	Rainy Dayz (MCA)	
10	8	CAM'RON	Oh Boy (Roc-A-Fella/IDJMG)	
17	9	TRUTH HURTS F/RAKIM	Addictive (Aftermath/Interscope)	
11	10	B2K	Gots Ta Be (Epic)	
13	11	BIG TYMERS	Still Fly (Cash Money/Universal)	
8	12	FAT JOE F/ASHANTI	What's Luv? (Terror Squad/Atlantic)	
9	13	TWEET	Oops (Oh My) (Gold Mind/Elektra/EEG)	
14	14	YING YANG TWINS	Say I Yi Yi (Koch)	
12	15	NAPPY ROOTS	Awnaw (Atlantic)	
16	16	BRANDY	Full Moon (Atlantic)	
18	17	JA RULE	Down Ass Chick (Murder Inc./Def Jam/IDJMG)	
14	18	JAHEIM	Anything (Divine Mill/WB)	
20	19	DONELL JONES	You Know That I Love You (Untouchables/Arista)	
24	20	NAS	One Mic (Columbia)	
21	21	RUFF ENDZ	Someone To Love You (Epic)	
19	22	FAITH EVANS	I Love You (Bad Boy/Arista)	
23	23	JOE	What If A Woman (Jive)	
36	24	NELLY	Hot In Herre (Fo' Reel/Universal)	
28	25	NAUGHTY BY NATURE F/3LW	Feels Good (Don't Worry...) (TVT)	
22	26	LUDACRIS	Saturday (Oooh! Oooh!) (Def Jam South/IDJMG)	
32	27	TWEET	Call Me (Gold Mind/Elektra/EEG)	
25	28	JENNIFER LOPEZ	Ain't It Funny (Epic)	
27	29	AALIYAH	More Than A Woman (BlackGround)	
31	30	ANGIE STONE	Wish I Didn't Miss You (J)	

**#1 MOST ADDED**

SCARFACE Guess Who's Back? (Def Jam South/IDJMG)

**#1 MOST INCREASED PLAYS**

TRUTH HURTS F/RAKIM Addictive (Aftermath/Interscope)

**TOP 5 NEW & ACTIVE**

RL Good Man (J)

LIL' ROMEO 2 Way (No Limit/Soulja/Universal)

AMERIE Why Don't We Fall In Love (Rise/Columbia)

CLIPSE Grindin' (Star Trak/Arista)

DAVE HOLLISTER Keep Lovin' You (MCA)

URBAN begins on Page 51.

**AC**

LW	TW	ARTIST	SON	Label
1	1	CELINE DION	A New Day Has Come (Epic)	
3	2	FIVE FOR FIGHTING	Superman (It's Not Easy) (Aware/Columbia)	
2	3	ENRIQUE IGLESIAS	Hero (Interscope)	
4	4	MARC ANTHONY	I Need You (Columbia)	
5	5	LONESTAR	I'm Already There (BNA)	
6	6	MICHAEL BOLTON	Only A Woman Like You (Jive)	
10	7	JO DEE MESSINA	Bring On The Rain (Curb)	
7	8	ENYA	Only Time (Reprise)	
8	9	MATCHBOX TWENTY	If You're Gone (Lava/Atlantic)	
9	10	LEE ANN WOMACK	I Hope You Dance (MCA/Universal)	
13	11	ENYA	Wild Child (Reprise)	
12	12	TRAIN	Drops Of Jupiter (Tell Me) (Columbia)	
14	13	JOSH GROBAN	To Where You Are (143/Reprise)	
15	14	CAROLYN DAWN JOHNSON	So Complicated (Arista)	
16	15	BONNIE RAITT	I Can't Help You Now (Capitol)	
18	16	ALL-4-ONE & JIM BRICKMAN	Beautiful As U (AMC)	
17	17	LEANN RIMES	Can't Fight The Moonlight (Curb)	
18	18	JIM BRICKMAN	A Mother's Day (Windham Hill)	
21	19	LUTHER VANDROSS	I'd Rather (J)	
20	20	PAUL MCCARTNEY	Your Loving Flame (Capitol)	
19	21	ELTON JOHN	This Train Don't Stop There... (Rocket/Universal)	
23	22	VANESSA CARLTON	A Thousand Miles (A&M/Interscope)	
22	23	MARILYN SCOTT	Don't Let Love Get Away (Prana)	
25	24	BOYZ II MEN	The Color Of Love (Arista)	
26	25	CALLING	Wherever You Will Go (RCA)	
24	26	DANIEL DEBOURG	I Need An Angel (DreamWorks)	
28	27	ENRIQUE IGLESIAS	Escape (Interscope)	
—	28	JENNIFER LOPEZ	Alive (Epic)	
—	29	THE CORRS	Would You Be Happier (143/Lava/Atlantic)	
—	30	SHERYL CROW	Soak Up The Sun (A&M/Interscope)	

**#1 MOST ADDED**

DARYL HALL & JOHN OATES Do It For Love (BMG/Heritage)

**#1 MOST INCREASED PLAYS**

JIM BRICKMAN A Mother's Day (Windham Hill)

**TOP 5 NEW & ACTIVE**

DARYL HALL & JOHN OATES Do It For Love (BMG/Heritage)

GARTH BROOKS When You Come Back To Me Again... (Capitol)

JADE ANDERSON Sugarhigh (Columbia)

JOHN MAYER No Such Thing (Aware/Columbia)

VAN MORRISON Steal My Heart Away (Universal)

AC begins on Page 65.

**HOT AC**

LW	TW	ARTIST	SON	Label
1	1	CALLING	Wherever You Will Go (RCA)	
5	2	SHERYL CROW	Soak Up The Sun (A&M/Interscope)	
2	3	NICKELBACK	How You Remind Me (Roadrunner/IDJMG)	
3	4	GOO GOO DOLLS	Here Is Gone (Warner Bros.)	
4	5	MICHELLE BRANCH	All You Wanted (Maverick/WB)	
7	6	VANESSA CARLTON	A Thousand Miles (A&M/Interscope)	
6	7	PUDDLE OF MUDD	Blurry (Flawless/Geffen/Interscope)	
12	8	JIMMY EAT WORLD	The Middle (DreamWorks)	
8	9	ALANIS MORISSETTE	Hands Clean (Maverick/Reprise)	
11	10	JOHN MAYER	No Such Thing (Aware/Columbia)	
9	11	CREED	My Sacrifice (Wind-up)	
10	12	JEWEL	Standing Still (Atlantic)	
13	13	TRAIN	Drops Of Jupiter (Tell Me) (Columbia)	
14	14	LIFEHOUSE	Hanging By A Moment (DreamWorks)	
15	15	DEFAULT	Wasting My Time (TVT)	
16	16	LINKIN PARK	In The End (Warner Bros.)	
18	17	AVRIL LAVIGNE	Complicated (Arista)	
17	18	LENNY KRAVITZ	Stillness Of Heart (Virgin)	
20	19	FIVE FOR FIGHTING	Easy Tonight (Aware/Columbia)	
19	20	PINK	Get The Party Started (Arista)	
23	21	PINK	Don't Let Me Get Me (Arista)	
25	22	NO DOUBT	Hella Good (Interscope)	
21	23	CELINE DION	A New Day Has Come (Epic)	
28	24	CALLING	Adrienne (RCA)	
27	25	SHAKIRA	Underneath Your Clothes (Epic)	
30	26	THE CORRS	When The Stars Go Blue (143/Lava/Atlantic)	
24	27	KYLIE MINOGUE	Can't Get You Out Of My Head (Capitol)	
29	28	RUBYHONEY	Sparkle (Island/IDJMG)	
22	29	TRAIN	She's On Fire (Columbia)	
26	30	NO DOUBT	Hey Baby (Interscope)	

**#1 MOST ADDED**

CREED One Last Breath (Wind-up)

**#1 MOST INCREASED PLAYS**

JIMMY EAT WORLD The Middle (DreamWorks)

**TOP 5 NEW & ACTIVE**

COURSE OF NATURE Caught In The Sun (Lava/Atlantic)

ABANDONED POOLS Remedy (Extacy)

AMANDA MARSHALL Everybody's Got A Story (Columbia)

DROPLINE Fly Away From Here (...Day) (143/Reprise)

ENYA Wild Child (Reprise)

AC begins on Page 65.

**ROCK**

LW	TW	ARTIST	SON	Label
1	1	PUDDLE OF MUDD	Blurry (Flawless/Geffen/Interscope)	
2	2	NICKELBACK	Too Bad (Roadrunner/IDJMG)	
3	3	RUSH	One Little Victory (Anthem/Atlantic)	
4	4	TOMMY LEE	Hold Me Down (MCA)	
4	5	C. KROEGER F/J. SCOTT	Hero (Roadrunner/Columbia/IDJMG)	
6	6	GODSMACK	I Stand Alone (Republic/Universal)	
5	7	DEFAULT	Wasting My Time (TVT)	
9	8	CREED	One Last Breath (Wind-up)	
7	9	STAIN'D	For You (Flip/Elektra/EEG)	
10	10	NICKELBACK	How You Remind Me (Roadrunner/IDJMG)	
13	11	JERRY CANTRELL	Anger Rising (Roadrunner/IDJMG)	
11	12	LINKIN PARK	In The End (Warner Bros.)	
14	13	PUDDLE OF MUDD	Drift & Die (Flawless/Geffen/Interscope)	
15	14	DEFAULT	Deny (TVT)	
12	15	CREED	My Sacrifice (Wind-up)	
17	16	KORN	Here To Stay (Immortal/Epic)	
18	17	ROB ZOMBIE	Never Gonna Stop (The Red...) (Geffen/Interscope)	
19	18	GOO GOO DOLLS	Here Is Gone (Warner Bros.)	
20	19	EARSHOT	Get Away (Warner Bros.)	
16	20	COURSE OF NATURE	Caught In The Sun (Lava/Atlantic)	
28	21	STAIN'D	Epiphany (Flip/Elektra/EEG)	
26	22	COLD	Gone Away (Flip/Geffen/Interscope)	
—	23	INCUBUS	Warning (Immortal/Epic)	
23	24	DROWNING POOL	Tear Away (Wind-up)	
24	25	FAMILIAR	48 The Question (MCA)	
21	26	P.O.D.	Youth Of The Nation (Atlantic)	
27	27	SYSTEM OF A DOWN	Toxicity (American/Columbia)	
25	28	TOOL	Parabola (Volcano)	
22	29	JEREMIAH FREED	Again (Republic/Universal)	
—	30	HOOBASTANK	Running Away (Island/IDJMG)	

**#1 MOST ADDED**

PAPA ROACH She Loves Me Not (DreamWorks)

**#1 MOST INCREASED PLAYS**

CHAD KROEGER F/JOSEY SCOTT Hero (Roadrunner/Columbia/IDJMG)

**TOP 5 NEW & ACTIVE**

AUDIOVENT The Energy (Atlantic)

KID ROCK You Never Met A Motherf\*\*er... (Top Dog/Lava/Atlantic)

PAPA ROACH She Loves Me Not (DreamWorks)

P.O.D. Boom (Atlantic)



## Monitored Airplay Overview: May 17, 2002

### URBAN AC

LW	TW	ARTIST	SON	Label
1	1	LUTHER VANDROSS	I'd Rather (J)	
2	2	JOE WHAT IF A WOMAN	(Jive)	
3	3	ANN NESBY F/JAL GREEN	Put It On Paper (Universal)	
4	4	JAHEIM	Anything (Divine Mill/WB)	
4	5	ANGIE STONE	Wish I Didn't Miss You (J)	
6	6	MAXWELL	This Woman's Work (Columbia)	
7	7	FAITH EVANS	I Love You (Bad Boy/Arista)	
10	8	MAXWELL	Lifetime (Columbia)	
8	9	GLENN LEWIS	Don't You Forget It (Epic)	
9	10	REMY SHAND	Take A Message (Motown)	
12	11	MUSIQ	Halfcrazy (Def Soul/IDJMG)	
11	12	GERALD LEVERT	What Makes It Good To You... (EastWest/EEG)	
13	13	MICHAEL JACKSON	Butterflies (Epic)	
15	14	BOYZ II MEN	The Color Of Love (Arista)	
16	15	RUFF ENDOZ	Someone To Love You (Epic)	
14	16	BRIAN MCKNIGHT	What's It Gonna Be (Motown)	
20	17	ASHANTI	Foolish (Murder Inc./Def Jam/IDJMG)	
17	18	ALICIA KEYS	How Come You Don't Call Me (J)	
19	19	DONELL JONES	You Know That I Love You (Untouchables/Arista)	
21	20	YOLANDA ADAMS	I'm Gonna Be Ready (Elektra/EEG)	
18	21	REGINA BELLE	From Now On (Peak)	
24	22	USHER U	Don't Have To Call (LaFace/Arista)	
22	23	JAGUAR WRIGHT	The What If's (MCA)	
23	24	AVANT	Makin' Good Love (Magic Johnson/MCA)	
25	25	WILL DOWNING	Cool Water (GRP/VMG)	
26	26	YOLANDA ADAMS	The Battle Is The Lords (Verity)	
27	27	RAPHAEEL SAADIQ F/D	ANGELO Be Here (PoOKIE/Universal)	
28	28	LATHUM	Fortunate (Motown)	
29	29	SIR CHARLES JONES	Is There Anybody Lonely... (Independent)	
—	30	DAVE HOLLISTER	Keep Lovin' You (MCA)	

#### #1 MOST ADDED

ANGIE STONE Wish I Didn't Miss You (J)

#### #1 MOST INCREASED PLAYS

MUSIQ Halfcrazy (Def Soul/IDJMG)

#### TOP 5 NEW & ACTIVE

RL Good Man (J)

JJ ROGERS JR. Lonely Girl (Motown)

BLESSED Your Mercy (Ultimate)

KIRK WHALUM Can't Stop The Rain (Warner Bros.)

RICK BRAUN Your World (Warner Bros.)

URBAN begins on Page 51.

### ACTIVE ROCK

LW	TW	ARTIST	SON	Label
1	1	GODSMACK	I Stand Alone (Republic/Universal)	
2	2	KORN	Here To Stay (Immortal/Epic)	
2	3	STAINED FOR YOU	(Flip/Elektra/EEG)	
5	4	SYSTEM OF A DOWN	Toxicity (American/Columbia)	
6	5	PUDDLE OF MUDD	Drift & Die (Flawless/Geffen/Interscope)	
6	6	NICKELBACK	Too Bad (Roadrunner/IDJMG)	
7	7	EARSNOT	Get Away (Warner Bros.)	
10	8	C. KROEGER F.J. SCOTT	Hero (Roadrunner/Columbia/IDJMG)	
11	9	TOMMY LEE	Hold Me Down (MCA)	
9	10	ROB ZOMBIE	Never Gonna Stop (The Red...) (Geffen/Interscope)	
8	11	PUDDLE OF MUDD	Blurry (Flawless/Geffen/Interscope)	
14	12	CREED	One Last Breath (Wind-up)	
18	13	JERRY CANTRELL	Anger Rising (Roadrunner/IDJMG)	
15	14	P.O.D.	Youth Of The Nation (Atlantic)	
19	15	TOOL	Parabola (Volcano)	
12	16	LINKIN PARK	In The End (Warner Bros.)	
17	17	HOOBASTANK	Crawling In The Dark (Island/IDJMG)	
21	18	P.O.D.	Boom (Atlantic)	
17	19	DISTURBED	Down With The Sickness (Giant/Reprise)	
30	20	PAPA ROACH	She Loves Me Not (DreamWorks)	
22	21	DEFAULT	Deny (TVT)	
20	22	DROWNING POOL	Tear Away (Wind-up)	
23	23	3RD STRIKE	No Light (Hollywood)	
25	24	HOOBASTANK	Running Away (Island/IDJMG)	
26	25	STAINED	Epiphany (Flip/Elektra/EEG)	
27	26	SWITCHED	Inside (Immortal/Virgin)	
34	27	UNION UNDERGROUND	Across The Nation (Portrait/Columbia)	
28	28	INCUBUS	Warning (Immortal/Epic)	
31	29	AUDIOVENT	The Energy (Atlantic)	
24	30	SEVENDUST	Live Again (TVT)	

#### #1 MOST ADDED

ADEMA Freaking Out (Arista)

#### #1 MOST INCREASED PLAYS

PAPA ROACH She Loves Me Not (DreamWorks)

#### TOP 5 NEW & ACTIVE

NONPOINT Your Signs (MCA)

SOIL Breakin' Me Down (J)

WHITE STRIPES Fell In Love With A Girl (Third Man/V2)

KID ROCK Lonely Road Of Faith (Top Dog/Lava/Atlantic)

COLORS OF NATURE Wall Of Shame (Lava/Atlantic)

ROCK begins on Page 75.

### COUNTRY

LW	TW	ARTIST	SON	Label
1	1	ALAN JACKSON	Drive (For Daddy Gene) (Arista)	
2	2	STEVE AZAR	I Don't Have To Be (Till...) (Mercury)	
4	3	TOMMY SHANE STEINER	What If She's An Angel (RCA)	
5	4	GEORGE STRAIT	Living And Living Well (MCA)	
2	5	TOBY KEITH	My List (DreamWorks)	
6	6	EMERSON DRIVE	I Should Be Sleeping (DreamWorks)	
10	7	BRAD PAISLEY	I'm Gonna Miss Her (Fishin') (Arista)	
9	8	TRAVIS TRITT	Modern Day Bonnie And Clyde (Columbia)	
11	9	CAROLYN DAWN JOHNSON	I Don't Want You To Go (Arista)	
12	10	LONESTAR	Not A Day Goes By (BNA)	
13	11	GARY ALLAN	The One (MCA)	
14	12	KELLIE COFFEY	When You Lie Next To Me (BNA)	
19	13	BROOKS & DUNN	My Heart Is Lost To You (Arista)	
17	14	TRICK PONY	Just What I Do (H2E/WB)	
15	15	TAMMY COCHRAN	I Cry (Epic)	
20	16	JAYCEE WORLEY	I Miss My Friend (DreamWorks)	
21	17	ANDY GRIGGS	Tonight I Wanna Be Your Man (RCA)	
18	18	W. NELSON/LEEANN WOMACK	Mendocino... (Lost Highway/Mercury)	
22	19	TRACE ADKINS	Help Me Understand (Capitol)	
24	20	SARA EVANS	I Keep Looking (RCA)	
25	21	BRAD MARTIN	Before I Knew Better (Epic)	
28	22	MARK CHESNUTT	She Was (Columbia)	
26	23	TRACY BYRD	Ten Rounds With Jose Cuervo (RCA)	
27	24	SHANNON LAWSON	Goodbye On A Bad Day (MCA)	
29	25	BLAKE SHELTON	Ol' Red (Warner Bros.)	
36	26	KENNY CHESNEY	The Good Stuff (BNA)	
27	27	JOE NICHOLS	The Impossible (Universal South)	
31	28	DIAMOND RIO	Beautiful Mess (Arista)	
23	29	SHEDDISY	Get Over Yourself (Lyric Street)	
33	30	PINMONKEY	Barbed Wire And Roses (BNA)	

#### #1 MOST ADDED

TOBY KEITH Courtesy Of The Red, White... (DreamWorks)

#### #1 MOST INCREASED PLAYS

TOBY KEITH Courtesy Of The Red, White... (DreamWorks)

#### TOP 5 NEW & ACTIVE

RHETT AKINS Highway Sunrise (Audium)

JEFFREY STEELE She's Good To Go (Monument)

MICHAEL J. HARTER Hard Call To Make (Broken Bow)

COUNTRY begins on Page 57.

### ALTERNATIVE

LW	TW	ARTIST	SON	Label
1	1	UNWRITTEN LAW	Seein' Red (Interscope)	
2	2	SYSTEM OF A DOWN	Toxicity (American/Columbia)	
4	3	STAINED FOR YOU	(Flip/Elektra/EEG)	
2	4	JIMMY EAT WORLD	The Middle (DreamWorks)	
6	5	KORN	Here To Stay (Immortal/Epic)	
5	6	HOOBASTANK	Crawling In The Dark (Island/IDJMG)	
17	7	C. KROEGER F.J. SCOTT	Hero (Roadrunner/Columbia/IDJMG)	
13	8	PUDDLE OF MUDD	Drift & Die (Flawless/Geffen/Interscope)	
8	9	NICKELBACK	Too Bad (Roadrunner/IDJMG)	
10	10	OUR LADY PEACE	Somewhere Out There (Columbia)	
7	11	PUDDLE OF MUDD	Blurry (Flawless/Geffen/Interscope)	
9	12	WEEZER	Dope Nose (Geffen/Interscope)	
20	13	HOOBASTANK	Running Away (Island/IDJMG)	
18	14	P.O.D.	Boom (Atlantic)	
11	15	BLINK-182	First Date (MCA)	
12	16	P.O.D.	Youth Of The Nation (Atlantic)	
14	17	DEFAULT	Wasting My Time (TVT)	
15	18	WHITE STRIPES	Fell In Love With A Girl (Third Man/V2)	
19	19	311	Amber (Volcano)	
16	20	LINKIN PARK	In The End (Warner Bros.)	
21	21	INCUBUS	Warning (Immortal/Epic)	
49	22	PAPA ROACH	She Loves Me Not (DreamWorks)	
22	23	GODSMACK	I Stand Alone (Republic/Universal)	
24	24	EARSNOT	Get Away (Warner Bros.)	
23	25	DASHBOARD CONFSSIONAL	Screaming Infidelities (Vagrant)	
25	26	QUARASHI	Stick 'Em Up (Time Bomb/Columbia)	
27	27	TOOL	Parabola (Volcano)	
26	28	MOBY	We Are All Made Of Stars (V2)	
31	29	CREED	One Last Breath (Wind-up)	
36	30	BOX CAR RACER	I Feel So (MCA)	

#### #1 MOST ADDED

DAVE MATTHEWS BAND Where Are You Going (RCA)

#### #1 MOST INCREASED PLAYS

PAPA ROACH She Loves Me Not (DreamWorks)

#### TOP 5 NEW & ACTIVE

JERRY CANTRELL Anger Rising (Roadrunner/IDJMG)

GOLDFINGER Open Your Eyes (Mojo/Jive)

TRUST COMPANY Downfall (Interscope)

NO DOUBT Hell Is Good (Interscope)

GREENWHEEL Shelter (Island/IDJMG)

ALTERNATIVE begins on Page 81.

### SMOOTH JAZZ

LW	TW	ARTIST	SON	Label
1	1	JEFF GOLUB	Cut The Cake (GRP/VMG)	
2	2	DAVID BENOIT	Snap! (GRP/VMG)	
4	3	JIMMY SOMMERS	Lowdown (Higher Octave)	
3	4	GREGG KARUKAS	Night Shift (N-Coded)	
5	5	PIECES OF A DREAM	Night Vision (Heads Up)	
6	6	ALFONZO BLACKWELL	Funky Shuffle (Shanachie)	
10	7	PETER WHITE	Bueno Funk (Columbia)	
13	8	CRAIG CHAQUICO	Luminosa (Higher Octave)	
9	9	NORAH JONES	Don't Know Why (Blue Note)	
11	10	CELINE DION	A New Day Has Come (Epic)	
7	11	MARC ANTOINE	On The Strip (GRP/VMG)	
12	12	BOZ SCAGGS	Miss Riddle (Virgin)	
14	13	BONEY JAMES	RPM (Warner Bros.)	
16	14	STEVE COLE	So Into You (Atlantic)	
15	15	RICHARD ELLIOT	Shotgun (GRP/VMG)	
19	16	JAYCEE COOLING	Daddy-O (GRP/VMG)	
18	17	BRAXTON BROTHERS	Whenever I See You (Peak)	
17	18	ERIC MARIENTHAL	Lefty's Lounge (Peak)	
8	19	KIRK WHALUM	I Try (Warner Bros.)	
20	20	DOWN TO THE BONE	Electra Glide (GRP/VMG)	
21	21	DAVID LANZ	That Smile (Decca)	
25	22	KIM WATERS	In The House (Shanachie)	
—	23	JOE SAMPLE X	Marks The Spot (PRA/GRP/VMG)	
—	24	ENYA	Only Time (Reprise)	
24	25	KEVIN TONEY	Passion Dance (Shanachie)	
27	26	CHRIS BUTTI	Through An Open Window (Columbia)	
—	27	BRIAN CULBERTSON	Without Your Love (Warner Bros.)	
29	28	ALICIA KEYS	Fallin' (J)	
23	29	SPYRO GYRA	Feelin' Fine (Heads Up)	
30	30	SHILTS	Your Place Or Mine (Higher Octave)	

#### #1 MOST ADDED

JOE SAMPLE X Marks The Spot (PRA/GRP/VMG)

#### #1 MOST INCREASED PLAYS

JOE SAMPLE X Marks The Spot (PRA/GRP/VMG)

#### TOP 5 NEW & ACTIVE

ACOUSTIC ALCHEMY Tuff Puzzle (Higher Octave)

WILL DOWNING I Can't Help It (GRP/VMG)

CHRIS STANDRING Through The Looking Glass (Instinct)

RICK BRAUN Middle Of The Night (Warner Bros.)

WARREN HILL September Morning (Narada)

Smooth Jazz begins on Page 71.

### TRIPLE A

LW	TW	ARTIST	SON	Label
1	1	SHERYL CROW	Soak Up The Sun (A&M/Interscope)	
2	2	JACK JOHNSON	Flake (Enjoy/Universal)	
3	3	GOD GOO DOLLS	Here Is Gone (Warner Bros.)	
5	4	BONNIE RAITT	I Can't Help You Now (Capitol)	
8	5	LENNY KRAVITZ	Stilness Of Heart (Virgin)	
4	6	PETE YORN	Strange Condition (Columbia)	
12	7	JIMMY EAT WORLD	The Middle (DreamWorks)	
6	8	U2	In A Little While (Interscope)	
13	9	JOHN MAYER	No Such Thing (Aware/Columbia)	
7	10	CHRIS ISAAK	Let Me Down Easy (Reprise)	
10	11	ALANIS MORISSETTE	Hands Clean (Maverick/Reprise)	
9	12	DAVE MATTHEWS BAND	Everyday (RCA)	
—	13	COUNTING CROWS	American Girls (Geffen/Interscope)	
14	14	THE CORRS	When The Stars Go Blue (143/Lava/Atlantic)	
11	15	TRAIN	She's On Fire (Columbia)	
17	16	ELVIS COSTELLO	Tear Off Your Own Head... (Island/IDJMG)	
18	17	NEIL YOUNG	Differently (Reprise)	
16	18	INDIGO GIRLS	Moment Of Forgiveness (Epic)	
15	19	EDDIE VEDDER	You've Got To Hide Your... (V2)	
19	20	MOBY	We Are All Made Of Stars (V2)	
20	21	DISHWALLA	Somewhere In The Middle (Immergent)	
22	22	PUDDLE OF MUDD	Blurry (Flawless/Geffen/Interscope)	
26	23	TREY ANASTASIO	Alive Again (Elektra/EEG)	
21	24	RYAN ADAMS	Answering Bell (Lost Highway/IDJMG)	
30	25	NORAH JONES	Don't Know Why (Blue Note)	
25	26	DEFAULT	Wasting My Time (TVT)	
27	27	PHANTOM PLANET	California (Daylight/Epic)	
28	28	NATALIE MERCHANT	Build A Levee (Elektra/EEG)	
23	29	VAN MORRISON	Hey Mr. DJ (Universal)	
28	30	SENSE FIELD	Save Yourself (Nettwerk)	

#### #1 MOST ADDED

COUNTING CROWS American Girls (Geffen/Interscope)

#### #1 MOST INCREASED PLAYS

COUNTING CROWS American Girls (Geffen/Interscope)

#### TOP 5 NEW & ACTIVE

ZERO 7 Destiny (Quango/Palm)

LOS LOBOS Hearts Of Stone (Mammoth)

WILCO Heavy Metal Drummer (Nonesuch)

JOHNNY A. Oh Yeah (Favored Nations/Artemis)

MARK KNOPFLER He's The Man (Warner Bros.)

TRIPLE A begins on Page 91.

# Publisher's Profile

By Erica Farber



## GINNY MORRIS

President, Hubbard Radio

**G**inny Morris is President of Hubbard Radio, a division of Hubbard Broadcasting, which operates out of the twin cities of Minneapolis and St. Paul. She is a third-generation broadcaster with two children of her own. It's anybody's guess if they will decide to follow in their mother's footsteps. Having worked in various positions in the company, Morris is now doing what she loves best — radio. She is getting ready to launch a female-targeted Talk format on her newest acquisition, which is moving into the Twin Cities market. Morris has also taken her deep commitment to the business one step further: She currently serves as Vice Chairman of the Radio Board of the NAB.

**Getting into the business:** "I was born into the business. My grandfather started our company in 1923 with an AM station called WAMD — 'Where All Minneapolis Dances' — which is now KSTP. After a short time in college working in our television company, I started working in the radio company. From the moment I started in radio, I knew I would always want to be in it. It's more intimate, creative, flexible and, generally, simpler and more fun than TV."

**Mission of Hubbard Radio:** "The mission for the radio company, which, by today's standards, is exceedingly small, is to have high-quality, three-dimensional radio stations that have big personalities — whether it's Talk or music formats — and that contribute to their communities."

**The company's commitment to community service:** "The opportunities seem bigger because, in some ways, we have to think of ourselves as the local hardware dealer. We're not Wal-Mart, Kmart or Target. We're home-grown, we're here, and we know what the community needs in a different way than other companies do. The changes in the business have helped us refocus on what we all kind of take for granted."

**Long-term goals:** "Definitely to get bigger — not by a prescribed amount or by a certain time, but as opportunities present themselves. We have a definite interest in getting larger, both in radio and in television, in unspecified markets. We are more actively looking at opportunities that become available. We weren't able to take advantage of deregulation when it occurred because we were in the process, as a company, of building a new business, USSB, a direct-to-home satellite-television provider. All of our capital was focused on getting that business built at the same time that all of those opportunities became available."

"It was a hard thing to pass on, but I can say that today, especially on the heels of a recession, I'm

somewhat thankful that we had an opportunity to watch and learn, that we didn't get in over our heads and that we continue to operate our businesses the way we want to, from an investment perspective. There are a lot of frustrated people right now who wish they could do a little more. There will probably never be the number of opportunities there were post-1996, but I'm sure there will be opportunities. We look at it with a very long-term perspective, the family having been in the business for 78 years. The goal globally is to grow the company appropriately and to position it for future generations, so should they be interested in pursuing the business."

**Biggest challenges:** "Finding and keeping good talent, both on air and off, and trying to figure out how to grow the company. We've got a regional syndication business that's doing OK, but we'd like it to do better. We feed some of our local programming to stations throughout Minnesota, North and South Dakota and Wisconsin — a total of 25 to 30 affiliates. The affiliate-relations aspect has proven to be much simpler than selling the time. We've tried a few different angles, and we have so little cost associated with feeding the programs that we don't have to sell a lot to make it worth our while. It's kind of fun. It broadens the palette of callers and issues that we can talk about, but it's very regional."

**State of the industry:** "It's very sound. I'm optimistic about the future. There's an awful lot of hand-wringing that's probably an exaggeration. Not that there aren't problems. The industry has changed and things could be better, but we're very small, and our business, recent recession aside, has never been better."

**Competing against the big radio companies:** "It has its challenges, but we are thankful every day that we don't have to run anything up the corporate flagpole when we want to make a decision. We have total autonomy within the radio company. I think the GMS would also say they have a fair amount of autonomy. We're not encumbered like a lot of other folks are, both financially and creatively. Back to the hardware analogy: We have a lot more flexibility, and that's a positive that will, hopefully, continue to bode well for us. The market is up, and, when you look at the last five years, our business has been up dramatically, recent history aside. We're all smarter as a result of the changes in the industry. That brings its own efficiencies and leads to renewed scrutiny and analysis of what we do. The state of the business is very healthy."

**Her commitment to the industry:** "I'm very committed to the business. For a long time I was very isolated here in the Twin Cities, when I was still running the stations day to day as the GM. I wasn't so excited about what I saw. As standalone operators, even though we're small in radio, we've got the insulation of a bigger company with lots of heritage and other things. I was a little daunted by that. Running for and being elected to the NAB Radio Board really opened my eyes to just how much is out there and how many very committed, very local traditional companies there are — not that the big guys aren't committed or local. I found it very inspiring and exciting."

"I am wholly and completely committed to doing my part to make sure that radio stays healthy and continues to create its own future. As an industry, we've always been really good at that. I'm fortunate enough that I'm an owner and can make decisions and delegate the work at home. I'm very fortunate to have the time and resources to make it work."

**Issues the NAB is particularly focused on:** "Campaign-finance reform, which right now is a television issue, but which, ultimately, will come to radio as a big

issue that radio broadcasters need to be aware of. The imminent and eventual rollout of IBOC technology is also something we're focused on. I don't know that I paid as close attention as I should have to these issues until I got active in the NAB. There are a lot of big questions that need to be grappled with, and every owner has to grapple with them. Repeaters are a continuing issue that's being addressed. Those are the big ones."

**Something about her company that might surprise our readers:** "I don't know what kind of presence we have with your readership, but we're always looking for good talent."

**What she looks for in talent:** "We look for talent willing to be themselves, take chances and put themselves on the radio. We look for people with an inherent amount of creativity and intuitiveness about connecting with people and storytelling. I don't think you can be on the radio any amount of time and not be very smart, whether you're a morning show personality or a talk show host."

**Most influential individual:** "My father. Working directly with and for him really invigorated me and inspired my passion for broadcasting and its significance in the communities we serve. He also inspired a very healthy work ethic that is balanced by — hopefully — an extremely healthy family ethic. I look to how he managed family and work and see that he showed me a good way to do it."

**A family business:** "There are five of us involved in the business, my four siblings and me. My oldest sister runs the foundation, and my oldest brother ran USSB before we sold it to DirectTV. He's in the process of building a new company called Movie Watch, which will develop satellite and cable programming about movies. I run radio. My younger brother runs the television company, and the youngest of us, Julie, decided she wanted to be in the bookstore business, and she's just opened her third one. It's not a broadcasting business, but it's a part of our business."

"We all work together. We offer encouragement and advice to one another but stay out of one another's way. We feel free to disagree, but once we decide, we agree. We allow one another a lot of autonomy in the way we run our own businesses."

**Career highlight:** "The growth of KSTP-AM."

**Career disappointment:** "I wish we would have had some opportunity to get bigger than we are today."

**Favorite radio format:** "I like big personalities, whether it's morning shows or a talk show."

**Favorite television show:** "Everybody Loves Raymond."

**Favorite book:** "Life and Death in Shanghai by Nien Cheng."

**Favorite artist:** "Elton John."

**Favorite movie:** "I've been seeing kids' movies for so long, it's hard to remember when I saw a real movie. I did enjoy *A Beautiful Mind*. That's the only grown-up movie I've seen in five years."

**Favorite restaurant:** "Cafe 128 in St. Paul."

**Beverage of choice:** "Iced tea before 5pm and a glass of dry chardonnay after 5."

**Hobbies:** "I spend a lot of time with my kids. I love to read, and I try to run. As a family, we sail and spend a lot of time on the water. Skiing and snowboarding."

**E-mail address:** "gmorris@hbi.com."

**Advice for broadcasters:** "Look for the passion and fun in your day and try to have more of it. I wake up every day and say I'm the luckiest person I know because I do what I love and I love what I do. I love the people I work with, and I'm the boss, so I get to do what I want."

## He Comes From Outer Space



### CURIOSLY ENOUGH, HE'S LANDED IN AN AD ABOUT COPYRIGHT LAW.

The miniature alien you see above is the proud possession of Allee Willis, vintage toy enthusiast. So if you're a broadcaster, why should you want to read about an individual like Allee Willis, let alone her tin collectibles? Because Allee is a major supplier of content to your business: she's a songwriter.

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