

COUNTRY AIRPLAY Monitor

• We Listen To Radio •

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COUNTRY HIGHLIGHTS

#1

★★★ NO. 1 ★★★

LONESTAR

Tell Her (BNA)

★★ AIRPOWER ★★

FAITH HILL • If My Heart Had Wings (WARNER BROS./WRN)

★ BEST 1ST IMPRESSION ★

CLAY DAVIDSON • Sometimes (VIRGIN)

ON YOUR DESK

KENNY CHESNEY • Don't Happen Twice (BNA)

TERRI CLARK • No Fear (MERCURY)

NEAL MCCOY • Beatin' It In (GIANT)

LORRIE MORGAN & SAMMY KERSHAW • He Drinks Tequila (RCA)

PHIL VASSAR • Rose Bouquet (ARISTA NASHVILLE)

PDs Wary Of Cross-Promoting Their Clusters' Sister Stations

by Angela King

It was Election Day when WSIX Nashville morning host Gerry House voiced his dismay about his Clear Channel cluster's cross-promoting a sister station. As newsman Al Voecks reminded listeners to tune to N/T WLAC for complete election results, House interrupted, "Does that mean when the election is over, they'll tell people to listen to WSIX?"

With the rise of large clusters within markets, the practice of promoting sister radio stations has become almost commonplace, and the largest radio corporation, Clear Channel, is now asking its PDs to design ways to cross-promote. Some PDs still think it's taboo to put another station's call letters on their air, while others say

it's similar to group contesting—it makes sense to try it.

The practice of promoting a sister radio station is not exactly new. R&B WGCI-FM Chicago and R&B oldies WGCI-AM cross-plugged each other as early as 1993, in hopes of ganging up on adult R&B rival WVAZ (V103). However, it is not a concept that has been readily embraced by the programming community. Even some PDs who are cross-promoting their sister stations think it will "muddy the Arbitron waters."

One Clear Channel PD, who asked not to be identified, told Airplay Monitor that he received a corporate directive on the issue. "It came across in an E-mail. They wanted a schedule of what [we] could promote [for other cluster stations]. The example used was if station A is having a huge concert, it's an opportunity for station B to promote it."

Clear Channel WPOC Baltimore PD Scott Lindy's take is that "we were asked to do this about a year ago. Before the AMFM merger, Randy Michaels said, 'I want all stations to get together a plan on how to do this [and] implement it.' It wasn't threatening."

While programmers have not yet had

to report back to corporate on how they are implementing cross-promotion plans, Lindy says he can see that day coming in the not-too-distant future. "Eventually, everybody [within Clear Channel] is going to be asked how they are doing this. [The best ideas] will end up getting shot back to us in an E-mail."

Lindy, for one, is an advocate of trying to cross-promote his sisters, classic rock WOCT and black gospel WCAO (Heaven 600). But he says he hasn't "heard that many incredible ways to do it. I can think of bad ways. I don't want to come out of a Garth Brooks record and say, 'Listen to classic rock on WOCT.' Everything you've worked for, you've killed in one breath. [I want to find a way of] doing it without deep-sixing my own plan for success."

So far, Lindy has only cross-plugged WOCT when both stations ran Charlie Daniels Band promos for a show they were co-presenting. "A good way to do it is with community events," Lindy says. He is still searching for an unobtrusive way to plug the gospel station.

Bob McKay, PD at Beasley's WXTU Philadelphia, sees the advantage in promoting special programming on a sister station. WXTU now hosts a show with Philadelphia Eagles quarterback Donovan McNabb, along with morning team Harmon and Evans. McKay says cross-promoting that show on his new sister '80s outlet, WPTP (the Point), would "make sense for us as a company to do that... The only way we would do it [is with programming that] transcends the format."

Clear Channel WSSL Greenville, S.C., PD Bruce Logan is taking a more direct approach to cross-promotion. Produced liners run during his stopsets, directing listeners to soft AC sister WMYL. Logan notes, "It says, 'For soft rock, and a no-repeat workday, listen to WMYL, "My 102.5."'"

But McKay calls that kind of cross-plug "repulsive. Unless it's something

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I had to put it on the air (my motto is add the best music...regardless). By the way...this song actually inspired me to learn how to burn a CD from my home computer! I Will Love You is creating an amazing response with requests in all dayparts

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— TIM CLOSSON • PD / B-105 / CINCINNATI

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PDs Wary Of Cross-Promoting Their Clusters' Sister Stations

Continued from page 1

really unique, I don't know that it's in our best interest to promote any other radio station."

Clear Channel WKKT (Cat Country) Charlotte, N.C., PD Kevin King is also skeptical. "Yeah, I've been asked to do it. We haven't done it," he says. "To actually tell your audience to go somewhere else, I don't see where that's a benefit. It's like Chevy saying, 'Why don't you go test-drive a Buick?'"

BRAND AWARENESS

Logan says his motivation in putting his sister station's calls on his station is "purely selfish. There are three stations which fight for the top station in this market. One of them is my sister station's competitor. Anything I can do to throw rocks at them, the better [it is] for me."

Logan says PDs don't have to be concerned that cross-promotion will drive their audience away. "I don't worry that people are going to change the radio station, because they are going to change the station. That's why they put buttons on it. If they want Celine Dion records, I can't deliver that for them. My concern is that when they want Celine Dion, they go to my sister station to get it," Logan says.

Logan believes the old taboos about mentioning another station on the air no longer apply. Of the WSIX Election Day example, Logan says, "If somebody wants election coverage, they are not going to sit around and wait for 45 minutes for it on WSIX. They are going to find it. There's a thousand options. [Cross-promotion] is a wonderful branding tool. If you can use your properties to brand your other properties, why not?"

Lindy agrees that yesterday's taboos don't apply in today's corporate culture. "We have to have strong brands all across the board. Cross-promoting is just a natural way to do it. A good strategist is going to come up with that. How is it best done? I think we're trying to come up with it now."

Lindy believes the audience needs to be given credit for more media awareness. "Are we foolish enough to think people aren't going to listen to another radio station just because we don't mention it? When Garth was going to appear on the American Music Awards, did we talk about that? You bet. Did we worry about our nighttime numbers? No, because people were going to watch it anyway."

King disagrees. "The audience is savvy enough to know that they have those options. I don't think we have to remind them. Our sister station is a [Carolina] Panthers [NFL] affiliate, but I don't see us advertising that. There's a line that has to be drawn where we have to be somewhat exclusive. We have to protect our own brands."

Journal Broadcasting's KMXM (Max Country) Omaha, Neb., PD Tom Oakes says that while his eight-station cluster is promoted to advertisers as a single entity, "as far as on the air, I don't see a need to cross-promote any other stations."

Oakes says the only exception to that rule is in the case of charity events or natural disasters. He does admit, however, to doing on-air liners and produced spots for sister-station events, as long as that station's call letters are not mentioned.

COKE VS. SPRITE

Examples of cross-promotion abound in corpo-

rate America today. From Taco Bell sharing a store with Kentucky Fried Chicken to Tom Brokaw directing viewers to watch Brian Williams on MSNBC, corporations are giving consumers more options rather than fewer.

Cross-promotion makes sense for the corporate bottom line, according to Lindy. "Some clusters have been asked to grow by 20%. That is the time that you're going to have to scramble [and find] new ways to make money." Lindy says the focus of individual stations must evolve. "You are no longer a radio station. You are a radio marketing company." And, he says, "whether people are drinking Coke, Diet Coke, or Sprite, the money still goes to the Coca-Cola company."

Logan says yesterday's practices are no longer relevant. "I was raised on 'Oh my God, never mention another radio station!' That's not smart. VH1 runs stuff for MTV, and MTV runs stuff for VH1. [ABC's] 'Monday Night Football' mentions ESPN."

King says, "You would not be working in radio today if you did not understand that you're in a moneymaking business. But it's interesting that we're hearing our ratings will suffer in the fall because it's an election year. And we're telling the audience to turn to a news station?"

MEASURE OF MY SUCCESS

King is concerned that cross-promoting within his cluster will damage his success as a programmer. "I'm open to any suggestion if it can be done well, but for [cross-promotion] to be done well, it has to benefit my station. I don't want to trade my audience off at any time. I'll do what the company has asked me to do, but it's not something I want to do."

Lindy believes the movement within Clear Channel to plug sister stations could spur a different way of looking at individual programming successes. "My measurement of success is certainly ratings to a point. The company's success is measured on cash flow. I know stations that are No. 5 and are the top biller. If you are No. 1 in the ratings, but fifth biller, you're not going to have a job next year."

Under the new cluster-branding philosophy, Lindy says, corporate will have to implement different measures of success. "We have to look for that shift. What is the goal, the expectation for the PD within [this new] framework? I would think that would be something corporate structures would have to consider. Hopefully, they've been thinking about it." For now, Lindy says, he continues to be evaluated by the ratings he produces on his own station and not those of the cluster.

JUST LIKE GROUP-CONTESTING?

Lindy compares cluster cross-promotion to Clear Channel's other controversial innovation: group-contesting, which remains one of its tools despite attacks from rival broadcasters and the local press. "This is virgin territory for everybody," says Oakes. "Because of consolidation, we're all learning how to operate with multiple stations."

For Lindy, it's an idea whose time has come. "It's like group-contesting. We may look back in five years and say, 'God, what a stupid idea. I can't believe we tried something like that.' But [for now] it makes sense to try."



MONITOR PROFILE

For Rosin, Election Night Was A Chance To 'Dip My Toe Into History A Little Bit'

Most country broadcasters know Larry Rosin as the guy whose research studies have been lightning rods for discussion at the Country Radio Seminar for the past two years. But Rosin, president of New Jersey-based Edison Media Research, leads a double life. His company not only does media research for radio and television clients—it also provides research for political campaigns and parties.

While people sat on the edge of their sofas on Election Night, Rosin, along with Edison VP Joe Lensky, was playing a pivotal role. As Al Gore's motorcade rolled toward downtown Nashville in the early-morning hours, where Gore was to deliver a concession speech, it was a phone call from Rosin that turned the motorcade around.



Larry Rosin
President
Edison Media Research

'The whole politics thing is nutty on a lot of levels. Radio is relatively stable by comparison'

On Election Day, Rosin and Lensky made up two-thirds of what he calls the "decision team" tracking election results and calling states for CBS and CNN. The data they were analyzing came from an organization called VNS, which Rosin describes as "a consortium of the networks that does the exit polling for everyone. What happened on Election Night," Rosin says, "was VNS had a really bad night, and we made the mistake of believing them."

At about 7:50 p.m. (ET), all the networks called the state of Florida for Al Gore. But Rosin's team was the first to reverse that call. "It was a random thing," he says. "I happened to notice something was wrong [with the data]."

By about 2:15 a.m., Rosin says, "the data seemed clear that Bush was going to win, and we all relaxed... Then, like an hour later, somebody called and said, 'Have you looked at Florida lately?' It was down to 10,000 votes," too small of a margin to call. "I heard Joe yell, 'Yikes.' We were really freaked out by this," says Rosin.

"I was close friends with Monica Dixon, who was Gore's deputy chief of staff in the campaign. I picked up the cell phone and [told Dixon], 'Maybe you shouldn't concede, because it just dropped to 10,000 votes,' and Joe yelled, 'It dropped to 5,000 votes.' An hour later, [Dixon] called, and we said it was down to 952 votes."

As everyone now knows, the motorcade

turned around, and Gore rescinded his concession call to then Gov. George W. Bush. Rosin says he talked to Dixon after all the smoke had cleared, and "she said I was like the governor calling on the way to the execution. I told them I expected an ambassadorship to a big country."

Rosin modestly describes his role in the election: "I dipped my toe into history a little bit." So after that kind of excitement, you might expect Rosin to jettison his radio research and devote himself to the more glamorous world of politics. Instead, Rosin says, "the exact opposite" is true. "The whole politics thing is nutty on a lot of levels. Radio is a relatively stable world by comparison."

When he's not immersed in political intrigue, Rosin has been spending a lot of time researching radio's relationship with the Internet, particularly the area of "side channels," which offer streaming audio that complements a station's over-the-air programming.

A recent U.S. Copyright Office decision found that stations must pay extra to simulcast their radio stations on the Internet, a ruling that is expected to curtail audio streaming to some degree (Country Airplay Monitor, Dec. 15, 2000). (Radio stations are exempt from paying royalties for their over-the-air broadcasts.) While Rosin says that that decision "is probably a correct call in terms of the law, it will be bad if it slows radio down even more in dealing with this new media," something Rosin thinks radio is already woefully behind in embracing.

"If this [decision] gets more managers to go, 'Ah, screw it,' that is really concerning. It will come down to what the rates are for this." After radio has had a free ride on music product for years (other than fees paid to performing right organizations), Rosin says, "any amount will seem like too much."

Rosin thinks it's unfortunate that so few stations are using side channels on their Web sites. "If radio doesn't do it, then it leaves the door open for someone else to do it. Shouldn't the radio brand be the place to do it? I've been saying to radio consistently, 'Co-opt.' Take it over themselves." But he adds that "some people are immensely skeptical about whether there is a business there."

Rosin is perhaps best known among country broadcasters for his CRS presentation two years ago, in which he raised questions about how quickly country radio was moving through records. While country radio was already becoming more conservative, it quickly became much more so. While his presentation at last year's CRS about the potential appeal for male-targeted country stations was equally well-received, it was followed by only a handful of "male country" converts.

But Rosin insists that doesn't make the concept any less valid. "People are just comparing it to the insanity that occurred after I talked about rotations the previous year," he says. "People say I made this clarion call to change rotations, which I didn't. All I did was just ask some questions."

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CMT VIDEO PLAYLIST TRACKING PERIOD: JANUARY 12 - 18, 2001. PD: Chris Parr. Includes list of songs and detections for CMT station.

KZLA Los Angeles. PD: R.J. Curtis. Includes list of songs and detections for KZLA station.

WUSN Chicago. PD: Justin Case. Includes list of songs and detections for WUSN station.

KPLX Dallas. PD: Brian Philips. Includes list of songs and detections for KPLX station.

KSCS Dallas. PD: Dean James. Includes list of songs and detections for KSCS station.

WXTU Philadelphia. PD: Bob McKay. Includes list of songs and detections for WXTU station.

WYCD Detroit. PD: Lisa Rodman. Includes list of songs and detections for WYCD station.

WMZQ Washington, DC. PD: Jeff Wyatt. Includes list of songs and detections for WMZQ station.

WYNY New York. PD: Larry Barr. Includes list of songs and detections for WYNY station.

WKHX Atlanta. PD: Dene Hallam. Includes list of songs and detections for WKHX station.

KILT Houston. PD: Darren Davis. Includes list of songs and detections for KILT station.

KEYE Minneapolis. PD: Gregg Swineberg. Includes list of songs and detections for KEYE station.

KNIX Phoenix. PD: George King. Includes list of songs and detections for KNIX station.

KMPS Seattle. PD: Becky Brenner. Includes list of songs and detections for KMPS station.

KFRG San Bernardino. PD: Ray Massie. Includes list of songs and detections for KFRG station.

WDSY Pittsburgh. PD: Keith Clark. Includes list of songs and detections for WDSY station.

WIL St. Louis. PD: Russ Schell. Includes list of songs and detections for WIL station.

WIVK Knoxville. PD: Mike Hammond. Includes list of songs and detections for WIVK station.

WKLB Boston. PD: Mike Brophy. Includes list of songs and detections for WKLB station.

KKBQ Houston. PD: Dennis Winslow. Includes list of songs and detections for KKBQ station.

KMLE Phoenix. PD: Jeff Garrison. Includes list of songs and detections for KMLE station.

WKIS Miami. PD: R.J. McCoy. Includes list of songs and detections for WKIS station.

WYAY Atlanta. PD: Dene Hallam. Includes list of songs and detections for WYAY station.

Songs ranked by number of detections. Playlists are listed in order of TSA weekly cume, beginning with the highest-cuming station. Cumes are updated twice yearly following the release of the spring and fall Arbitron surveys. The number of stations shown each week varies depending upon space.
1st Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

WGAR Cleveland PD: Meg Stevens... Clear Channel 216-328-9950

WPOC Baltimore PD: Scott Lindy... Clear Channel 410-366-3693

KIKK Houston Group PD: Darren Davis... Infinity 713-881-5957

KYGO Denver PD: Joel Burke... Jefferson Pilot 303-321-0950

WFMS Indianapolis PD: Bob Richards... Susquehanna 317-842-9550

WTQR Greensboro PD: Paul Franklin... Clear Channel 336-777-8826

WUBE Cincinnati OM: Tim Closson... Infinity 513-721-1050

WQYK Tampa OM: Eric Logan... Infinity 813-287-0995

WAMZ Louisville PD/MD: Coyote Calhoun... Clear Channel 502-582-7840

WWYZ Hartford PD: Jay McCarthy... Clear Channel 860-723-6000

WSOC Charlotte PD: Kevin O'Neal... Infinity 704-522-1103

KYCY San Francisco OM: Brian Thomas... Infinity 415-391-9330

WKKT Charlotte OM: Mike Berlak... Clear Channel 704-714-9444

KSON San Diego OM: John Dimick... Jefferson Pilot 619-291-9797

WUSY Chattanooga OM: Clay Huncutt... Clear Channel 423-892-3333

WMIL Milwaukee OM/PD: Kerry Wolfe... Clear Channel 414-545-8900

WSSL Greenville PD: Bruce Logan... Clear Channel 864-242-1005

KNCI Sacramento OM: Mark Evans... Infinity 916-338-9200

WQDR Raleigh PD: Brant Curtis... Curtis Media 919-876-6464

KUPL Portland, OR PD: Cary Rolfe... Infinity 503-223-0300

WBCT Grand Rapids OM: Doug Montgomery... Clear Channel 616-459-1919

WGNA Albany, NY PD: Buzz Brindle... Country 107.7 FM WGENA 616-845-1474

KWJJ Portland, OR OM: Bruce Agler... Fisher Broadcasting 503-228-4939

WDAF Kansas City PD/MD: Ted Cramer... Entercom 913-236-9800

Country

Power Playlists

FOR WEEK ENDING JANUARY 21, 2001

Songs ranked by number of detections. Playlists are listed in order of TSA weekly come, beginning with the highest-cumulating station.

Songs shown each week varies depending upon space.

1st Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

WKIX Raleigh PD: Curtis Media 919-734-3336. List of songs with station logos and airplay numbers.

WQMX Akron OM: Kevin Mason APD: Ken Steel MD: Toni Foxx. Rubber City Radio Group 330-869-9800. List of songs.

WSIX Nashville OM: Bob Barnett APD: Mike Moore MD: Wade Moore. Clear Channel 615-664-2400. List of songs.

WZZK Birmingham OM/PD: Rick Shockley APD/MD: Scott Stewart Cox 205-916-1100. List of songs.

WRBQ Tampa OM: Eric Logan PD: Ronnie Lane MD: Jay Roberts. Infinity 813-287-1047. List of songs.

WESC Greenville OM: Ron Brooks MD: John Landrum. Clear Channel 864-242-4660. List of songs.

WYRK Buffalo PD: Mark Lindow APD/MD: Chris Keyzer. Infinity 716-852-7444. List of songs.

WKKO Toledo PD: Tim Roberts MD: Gary Shores APD/MD: Harvey J. Steele. Cumulus 419-385-2536. List of songs.

WCOL Columbus, OH PD: Gail Austin MD: Dan Zuko. Clear Channel 614-273-9265. List of songs.

KFKF Kansas City PD: Dale Carter MD: Tony Stevens. Infinity 816-753-4000. List of songs.

KATM Modesto PD: Randy 'Bubba' Black MD: D.J. Walker. Citadel 209-523-7756. List of songs.

KBEQ Kansas City PD: Mike Kennedy MD: T.J. McEntire. Infinity 816-531-2535. List of songs.

WTKT Providence PD: Rick Everett MD: Sam Stevens. Hall Communications 401-467-4366. List of songs.

KASE Austin PD: Mac Daniels APD: Bob Pickett. Clear Channel 512-495-1300. List of songs.

WRKZ Harrisburg PD: Sam McGuire MD: Dandaniel. Citadel 717-367-7700. List of songs.

KAJA San Antonio PD: Keith Montgomery MD: Jennie James. Clear Channel 210-736-9700. List of songs.

WGKX Memphis PD: Greg Mazingo APD: Brian Driver MD: Mark Billingsley. Barnstable Broadcasting 901-682-1106. List of songs.

KCYC San Antonio OM: Steve Giuttano Cox 210-615-5400. List of songs.

WXBQ Johnson City PD: Bill Hagy MD: Reggie Neel. Bristol Broadcasting 540-669-8112. List of songs.

WNOE New Orleans PD: Les Acree. Clear Channel 504-679-7300. List of songs.

WKDF Nashville PD: Wes McShay MD: Eddie Fox. Dick Broadcasting 615-244-9533. List of songs.

WVLK Lexington PD: Brian Landrum. Cumulus 859-253-5900. List of songs.

KSSN Little Rock PD: Bill Dotson. Clear Channel 501-227-9696. List of songs.

WCMS Norfolk PD: John Grenshaw. Barnstable Broadcasting 757-671-1000. List of songs.

