

# ROCK ■ AIRPLAY Monitor

• We Listen To Radio •

July 16, 1999

\$4.95

Volume 6 • No. 29

## ROCK HIGHLIGHTS

MODERN

page 8

#1

RED HOT CHILI PEPPERS

Scar Tissue (WARNER BROS.)

★ ★ AIRPOWER ★ ★

SILVERCHAIR • Ana's Song (Open Fire) (EPIC)

TONIC • You Wanted More (UNIVERSAL)

★ MOST NEW STATIONS ★

FILTER • Welcome To The Fold (REPRISE)

MAINSTREAM

page 14

#1

RED HOT CHILI PEPPERS

Scar Tissue (WARNER BROS.)

★ ★ AIRPOWER ★ ★

MEGADETH • Crush 'Em (TRAUMA/CAPITOL)

THE OFFSPRING • The Kids Aren't Alright (COLUMBIA)

★ MOST NEW STATIONS ★

MEGADETH • Crush 'Em (TRAUMA/CAPITOL)

TRIPLE-A

page 24

#1

SANTANA FEATURING ROB THOMAS

Smooth (ARISTA)

★ ★ AIRPOWER ★ ★

PATTY GRIFFIN • Blue Sky (A&M/INTERSCOPE)

CHRIS ISAAK • Baby Did A Bad Bad Thing (WARNER SUNSET/REPRISE)

SUGAR RAY • Someday (LAVA/ATLANTIC)

★ MOST NEW STATIONS ★

KIM RICHEY • Come Around (MERCURY/IDJMG)

## They Got 'Real' Jobs: Finding A Life After Leaving Radio Behind

by Dana Hall, Frank Saxe, Marc Schiffman, and Phyllis Stark

Is there life after radio?

For the scores of former GMs, programmers, promotion directors, and air talent from every format who have recently left radio for unrelated businesses, the answer is a resounding yes. Many cite changes in radio that either forced them out or caused them to become disillusioned with a business they say became more about money than music. Others simply opted for a lifestyle change. But radio veterans are now working in a range of businesses. They are selling financial services. They are travel agents. They are bookstore owners. They are Web-site operators. And they are casket makers.

That's right, casket makers.

Pat Fant had a long string of successful GM positions in Texas, including stints at album rock KLOI, Houston, modern rock rival KTBB, and album rock KTXQ Dallas. Today, his Whitelight company creates customized caskets for a last goodbye that truly reflects the deceased's personality.

The revelation came to Fant while heading toward a radio sales call. He started doing research and has patented a process that affixes a photo mural to all the sides of a casket. "It's like wrapping a bus," says Fant of the process, citing a technique familiar to many in radio.

From its Dallas office, which shipped its first order in January, with Fant then the only full-time employee, the com-

pany now counts 18 full-time staffers with offices in 26 states and five countries.

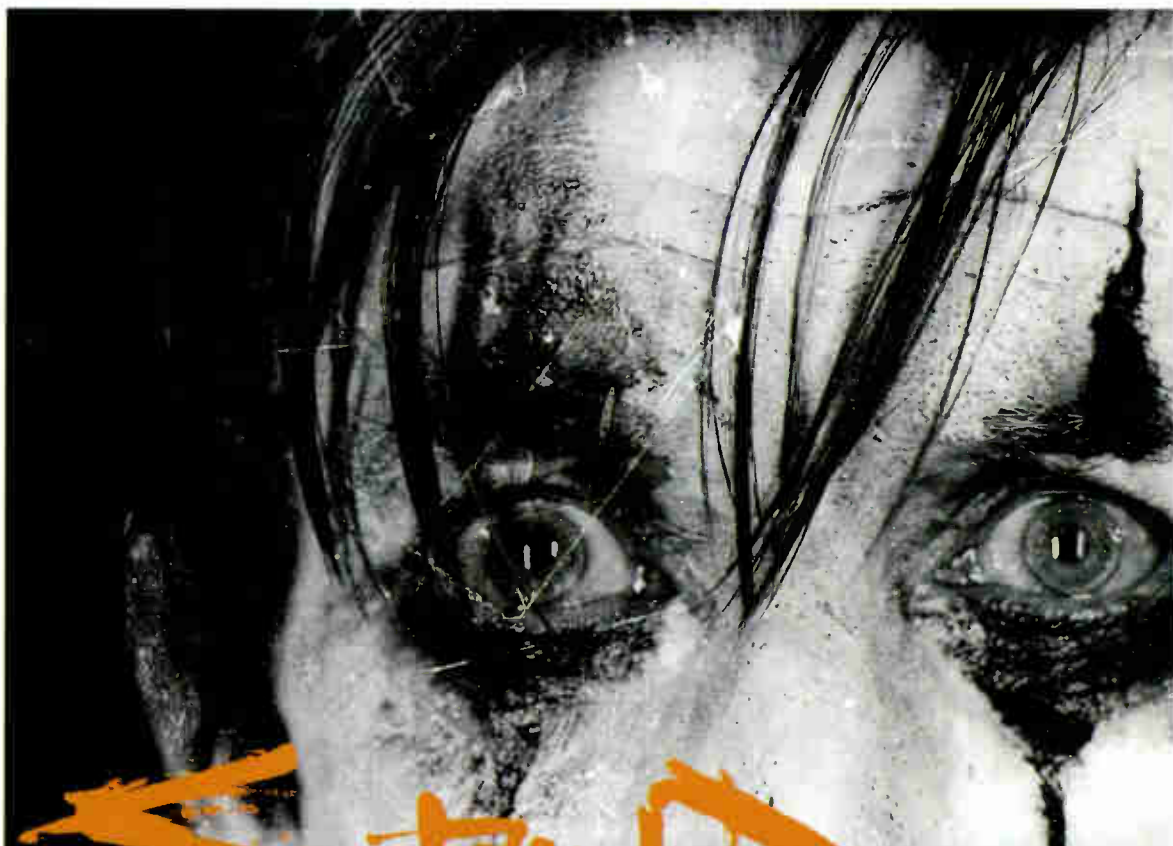
Fant left radio because "the need for an entrepreneurial GM had disappeared" in today's consolidated environment. Then, he says, there was the advent of digital subscription radio from XM Satellite and CD Radio. "I saw that coming and corporate saying, 'Add units, keep your head down, and send money.'" After several years of having gone through as many as four owners a year, Fant thought, "I can do some miracles, but that's asking a lot."

Michael McDermott, a former GM for R&B WILD Boston, now owns and runs a successful bookstore specializing in books about wellness. He spent more than 10 years in commercial radio before deciding to leave the industry.

That decision primarily stemmed from "a realization that with deregulation, what was once an entertainment medium capable of generating profits rapidly evolved into a financial industry with increasingly less entertainment value," says McDermott. "Fewer people were making more decisions. More people were being asked to do more with less resources for the same compensation. Creativity and imagination were no longer nurtured, and over-compensated egos were threatened by individuality."

Although McDermott admits to having some anxiety over leaving radio, he says, "There is great personal growth in pushing beyond what is known and comfortable. I still check out industry

Continued on page 7



/ mudshovel

The new single from their album Dysfunction and the follow-up to their hit Just Go.

Produced by Terry Date and Staind Co-produced and A & R by Fred Durst A & R by DJ Lethal Executive Producer: Jordan Schur Management: The Firm

On Flip/Elektra compact discs and cassette. www.elektra.com www.staind.com www.flip-records.com ©1999 Elektra Entertainment Group Inc. A Time Warner Company

Monitor Active Rock Airplay

40 - 32

New this week:

KEGL WRQK WJRR WZXL WXTB WAZU  
KHTQ KBPI KILO WRAT KMBY

Over 50 stations couldn't wait including:

KRXQ WCCC WLZR WRIF WAAF  
WNOR WBYR WKLQ KRZR WMFS  
WRQC KTUX WXTM KUFO KAZR  
WTPT KUPD KSJO KIBZ KZRR

IMPACTING  
MODERN ROCK 7/27

Already in:

WXDX KXTE WNFZ KTEG WHMP

Over 85,000 albums sold!

On tour with Limp Bizkit and Kid Rock

**BELIEVE WHAT YOU HEAR.**

**LIARS INC.**



**ANYBODY**

**From their debut album "Superjaded."**

Produced by Matt Hyde & Raile

Management: Scot McCracken for DAS Communications, Ltd.

[www.liarsinc.com](http://www.liarsinc.com) [www.foodchainrecords.com](http://www.foodchainrecords.com) [www.columbiarecords.com](http://www.columbiarecords.com)





# Making History... Again!

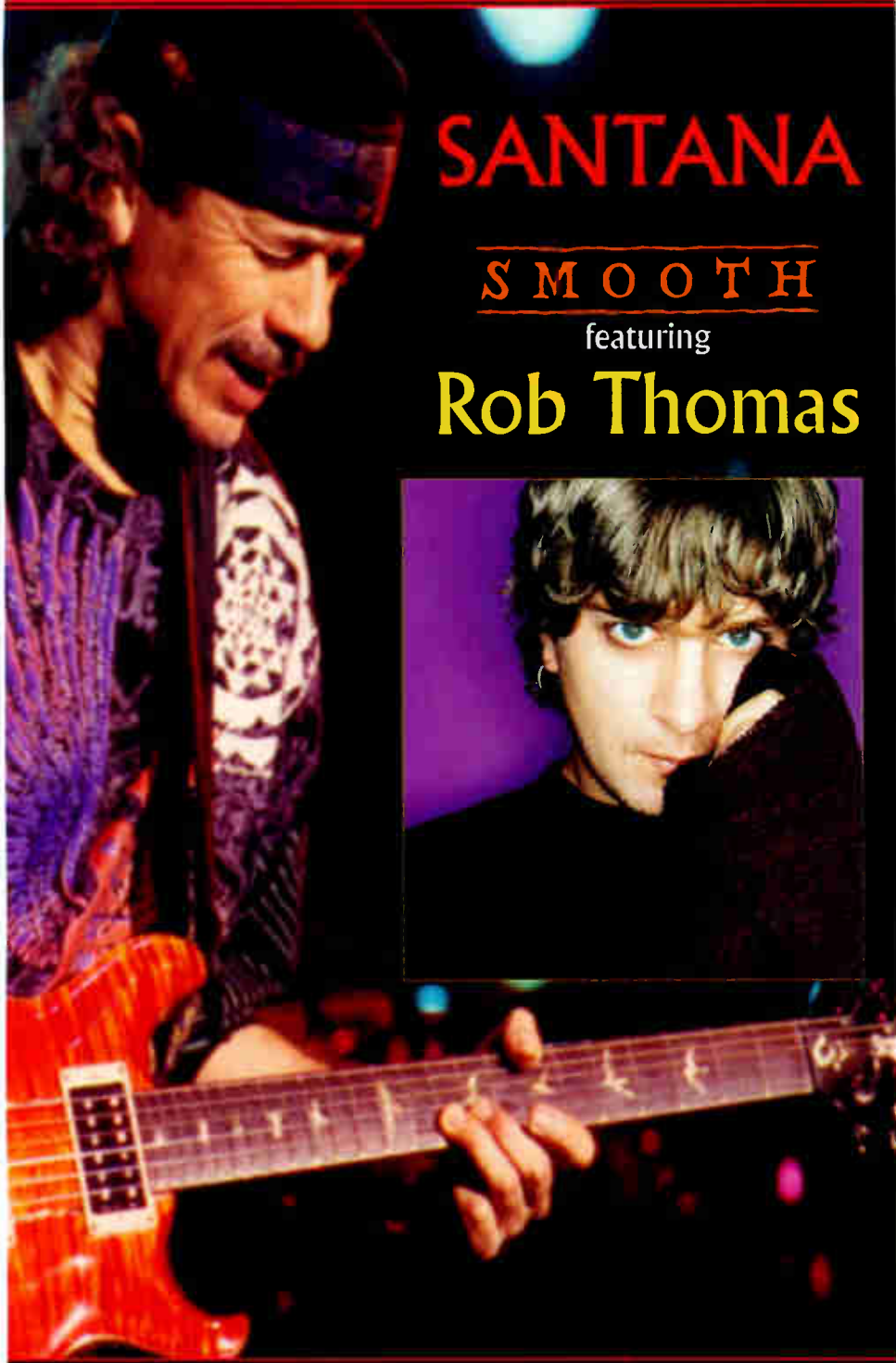
Rock's Most Sizzling Guitarist Joins The Writer & Voice Behind The Hits 3AM, PUSH & REAL WORLD.

## SANTANA

### SMOOTH

featuring

## Rob Thomas



The Premiere Single and Video from Santana's Arista Debut Album that Rolling Stone calls "Awesome."

## SUPER NATURAL

Music by Rob Thomas & Itaal Shurr • Lyrics by Rob Thomas  
Produced by Matt Serletic for Melisma Productions, Inc.

Monitor Mainstream Rock Airplay **32** - **30**

Monitor Heritage Rock Airplay **15** - **13**

Top 5 phones on over 25 stations!

WPLR 25x(#1) KQRS 19x(#1)  
KDKB 35x(#1) KLBJ 15x(#1 Phones)  
KLPX 27x WEGR 20x  
WHJY 16x KLPX 27x

Monitor Modern Rock

WRAX 25x WBRU 19x KROX 18x  
KKND 19x KAEP 29x WWCD 18x  
WMEG 25x WEQX 12x

Monitor Triple-A #1 For Three Weeks!

KKZN #1 WTTS #1 KFOG #1  
KGSR #1 KMTT #3 WRLT #4  
KINK #5 KTCZ #5 WKOC #4

Album Producers: Clive Davis & Carlos Santana

ARISTA www.arista.com

© 1999 BPI Communications Inc. All Rights Reserved.

Rob Thomas, special thanks to Melisma Productions/Arista, Recording Company

## Don't Go Away Angry



Modern WHTG Asbury Park, N.J., held its show, Surfstock, beachside during the July 4 holiday. Shown, from left, are Angry Salad's Bob Whelan, PD Mike Sauter, Angry Salad's Alex Grossi, and Blackbird Records national promotion manager Adam Kurtz.

## RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTION DIRECTOR
July 17	KUFO Portland, Ore.	RockFest '99 <i>APPEARING:</i> Buckcherry, Godsmack, Megadeth, Primus, Silverchair, Static-X, Rob Zombie	Susan Reynolds
July 18	WIOT Toledo, Ohio	26th Annual Birthday Bash <i>APPEARING:</i> Bad Company, Caroline's Spine, Five Horse Johnson, Pound	Tom Staudt
July 25	WLRS Louisville, Ky.	'LRS-Fest '99 <i>APPEARING:</i> Dope, Dovetail Joint, Econoline Crush, Fuel, Orgy, Staind, Videodrone	Shane
July 31	KAZR Des Moines, Iowa	Mancow's Lazer Luau II <i>APPEARING:</i> 35-Inch Mudder, Fear Factory, Loudmouth, Megadeth, Orgy, Slipknot, Videodrone, more	Jane Cochran
Aug. 3	WPLY Philadelphia	Y100 Festival <i>APPEARING:</i> Barenaked Ladies, Cibo Matto, Everlast, Fathead, Freakin' Cads, Fuel, G. Love & Special Sauce, Lauren Hart, K-Floor, Len, Lit, Luscious Jackson, Mercy River, the Offspring, Beth Orton, Smash mouth, Train	Kelly Gross
Aug. 7	KNDD Seattle, Wash.	Endfest '99 <i>APPEARING:</i> Blink 182, Eve 6, Freestylers, Hole, Kid Rock, Moby, Orgy, Pennywise, Primus, Zebrahead	Franni Holman
Aug. 8	KNRK Portland, Ore.	Big Stink 4 <i>APPEARING:</i> Blink 182, Chode, Citizen King, Deftones, Eve 6, Fear Factory, Freestylers, Hole, Joydrop, Len, Liars Inc., Moby, Oleander, Orgy, Pennywise, Shootyz Groove, Zebrahead	Patty Pastor
Aug. 14	KRXQ Sacramento, Calif.	Jambo-Freakin'-Ree Version 3.5 <i>APPEARING:</i> Megadeth, Ministry, Sevendust, Soul Motor, Speak No Evil, System Of A Down	John Nelson
Aug. 14	WRZX Indianapolis	Fifth Anniversary X-Fest Concert <i>APPEARING:</i> Buckcherry, Fear Factory, Hole, Kid Rock, Oleander, Pennywise, Push Down And Turn, Verve Pipe	Dan Anderson
Aug. 29	WQWK State College, Pa.	Seventh Annual Block Party <i>APPEARING:</i> TBA	Susan Rohrbaugh
Sept. 18	KEDJ Phoenix	That Damn Show <i>APPEARING:</i> TBA	Jane Monzures
Sept. 19	WNNX Atlanta	Big Day Out <i>APPEARING:</i> TBA	Jennifer Nech
Oct. 10	KSJO San Jose, Calif.	Day On The Green <i>APPEARING:</i> TBA	Jim Sheehan

Let us monitor your event! Call Marc Schiffman at 212-536-5065 or E-mail [mschiffman@airplaymonitor.com](mailto:mschiffman@airplaymonitor.com)

Editor: Sean Ross  
Managing Editor: Marc Schiffman  
Chart Administrator: Silvio Pietroluongo  
Mainstream Rock/Triple-A Chart Manager: Anthony Colombo  
Modern Rock Chart Manager: Mark Marone  
Associate Director of Charts: Steven Graybow  
Chart Assistant: Jonathan Kurant  
Writer/Reporter: Frank Saxe  
Chart Production Manager: Michael Cusson  
Assistant Chart Production Manager: Gordon Murray  
Administrative Assistant: Gisle Stokland  
Editorial Production Managers: Barry Bishin, Marcia Repinski  
Editorial Production: Susan Chicola, Marc Giaquinto, Juliana Koo, Maria Manilic, Sandra Watanabe  
Copy Editor: Carl Rosen  
Advertising Production Manager: Lydia Mikulko  
Advertising Production Coordinator: Paul Page  
Art Director: Ray Carlson  
Advertising Production Artist: Joanna Jasinska  
1515 Broadway, New York, NY 10036 212-764-7300  
5055 Wilshire Blvd., 7th floor, Los Angeles, CA 90036 323-525-2300  
For subscriptions call: 800-745-8922

National Advertising Manager: Hank Spann  
Account Managers: Jeff Sommerstein, Sharon White  
Advertising Services Manager: Alyse Zigman  
Sales Assistants: Evelyn Aszodi, Erica Bengtson, Stacy Ricucci

Editorial Adviser: Timothy White  
Director of Production & Manufacturing: Marie Gombert  
Circulation Director: Jeanne Jamin  
Marketing Manager: Rob Accatino

Publisher: Jon Guynn



Billboard Music Group  
President: Howard Lander  
Vice Presidents: Irwin Kornfeld, Karen Oertley, Adam White  
Director of Strategic Development: Ken Schlager  
Business Manager: Joellen Sommer

© 1999 BPI Communications Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.



# PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS • BY JEFF SILBERMAN

323-525-2303 • jsilberman@airplaymonitor.com

## The Barenaked Truth About Concert Tix

Summer movies reclaimed the Topical Barometer crown, barely holding off summer concerts and year 2000 events. One spicy way to give away concert tickets is modern adult **WBMX** (Mix 98.5) Boston's **Barenaked and Topless** promo for the **Barenaked Ladies** show in August. Listeners who hear a BNL song during the day can call in to win tickets and qualify to win a "topless '99 VW Cabrio. Also, at the car giveaway, a giant Twister game, accommodating 40 players, will be used for **Barenaked Twister** to award last-minute BNL tickets. Enjoying the exposure is **Anne-Marie Strzelecki**.

Another novel way to give out ducats comes from rhythmic top 40 **KLUC** Las Vegas, which hides a pair of front-row tickets, or winner letter good for tickets, announcing a new show coming to town, under a seat at a concert. "You can also allow your listeners at the concert to purchase the upcoming concert tickets before anyone else," says scalper **Vanessa Thill**.

Top 40 **KKRZ** (Z100) Portland, Ore.'s outgoing promotion director, **Wendi Foster**, stages a **Lilith in a Limo Free Ticket Thursday**. "Every hour [that] day we'll give away a pair of tickets to Lilith Fair, plus the winner gets a limo ride to and from the show," she says. Foster's driver is taking her to a new gig at the Corevents Arena.

"At modern adult **WTIC-FM** Hartford, Conn., we're doing the **Summer of 9-6-5**," notes **Tristano Korlou**. "Every week, we're giving away over 100 tickets to nine of the hottest local concerts, such as **Jewel**, **Dave Matthews**, **Barenaked Ladies**, and **Lilith Fair**. Every sixth day, ticket winners qualify to win one of six vacations to L.A. All ticket winners also qualify to win one of five VWs at the end of the promo on Sept. 6. The grand-prize winner can choose either a Beetle, Jetta, Golf, Passat, or Passat wagon."

game (and giveaway drinks); grill giveaway the weekend before Memorial Day; and 'guess my phone number' at cell-phone stores. Our on-air promos are relatable to what's going on in the market, so our on-site events should be too. Get rid of the prize wheels; they don't spark conversations about the station or the client."

"We have a slot machine that's programmed to give away different items," says **Michael Godfrey** of top 40 **CKIK** Alberta, Calgary. "Although we don't get a lot of requests for it."

Therein lies the rub. "I've got to admit that 80% of our events still use the prize wheel," says **Barbara Luchsinger** of triple-A **KKZN** (the Zone) Dallas. "People like it, and it's easy to understand. We also spin for a dollar 'zonation' for a designated charity. Besides slowing down the prize pigs and overzealous kids, we annually net thousands of dollars for charities. But we're trying to utilize other things too." Such as:

• **Refrigerator magnet toss.** "Get a fridge door from a junkyard and put a big vinyl logo on it. Listeners toss fridge magnets at a designated space. In our case, it's inside the 'O' in 'Zone' for prize level two, inside the 'E' for a T-shirt or CD."

• **Basketball hoop with cush balls.** "We customized a Toys R Us game with our logo to attach to the jeep for outside events."

• **Tiny Tikes bowling game with grapefruit.** "Get an oval instead of a perfectly round grapefruit. It's harder! Good for grocery stores in an aisle. Slap your stickers on each pin."

• **Putting green.** "We customized a backstop with the logo. The putting green is soft and rolls up nicely to fit in our tiny Jeep Wrangler with the rest of the promo gear. I use whiffle balls so nobody gets clunked by a ball."

• **Dice.** "I use a cigar box for people to roll in tight-for-space events. Roll five and get at least two snake eyes to win a prize."

### QUICK HITS

Top 40 **WFLZ** Tampa, Fla., is tying in with Pepsi and Space Adventures of Arlington, Va., to literally shoot a listener into space. The winner will be strapped into a Russian MiG fighter jet, which will fly 80,000 feet straight up at 2 1/2 times the speed of sound. From that altitude, one can see the curvature of the earth below and the darkness of space above. Holding the air-sickness bag will be **Jay Griffiths**.

Country **WKDF** (Music City 103.3) Nashville borrowed **George Jones'** mangled 1999 Lexus SUV and suspended it 100 feet in the air in a high-traffic area for a weekend, to raise awareness about drunk driving. A sober reminder courtesy of morning man **Carl P. Mayfield**.

Modern adult **KMXB** (Mix 94.1) Las Vegas scored big with the **Mix'n'Match Your Way to Disneyland** game: Trading out 15 family-of-four vacations with the Southern California park, Mix 94.1 put the prizes on a Mix'n'Match board and played an on-air game of concentration. The board allows listeners to fill in artist names as they are announced. Whoever selects two matching Disneyland squares wins a trip. Matching two Mix artists wins \$94. Those who don't match anything still win a Blockbuster Video prize pack with a Disney movie. Listeners can visit the Web site to download a "cheat sheet" that reveals four squares. "It's a great promo to drive TSL," says Mouseketeer **Jennifer Markham Wynn**.

Want to participate? E-mail your best promotions to [jsilberman@airplaymonitor.com](mailto:jsilberman@airplaymonitor.com).

## OUT OF THE BOX & INTO "THE FOLD"

#1 MOST ADDED AT ACTIVE ROCK (90% OTB) INCLUDING:

- WAAF
- KRXQ
- WLZR
- KEGL
- KUPD
- WXTB
- KSJO
- KUFO
- WIYY
- WYSP
- KISS
- KIOZ
- WNOR
- KQRC
- WZTA

#1 MOST ADDED AT MODERN ROCK INCLUDING:

- WXRK
- KROQ
- Q101
- KITS
- WBCN
- KDGE
- WHFS
- 99X
- KNDD
- WXDX
- WFNX
- KEDJ
- 89X
- KXTE
- WRZX



# FILTER

"Welcome To The Fold" From the new album—*Title Of Record*



## AND TONS MORE... THANK YOU RADIO!



www.officialfilter.com

© 1999 Republic Records. All rights reserved.

### TOPICAL BAROMETER

TW	LW	TOPIC
1	2	Summer movies
2	3	Station concerts
3	—	Year 2000 events
4	4	Extreme weather
5	8	Lilith Fair
6	6	Amusement parks
7	—	Back to school
8	—	Fall TV season
9	—	Beach events
10	—	Labor Day

#### HOTTEST NEW MOVIES:

"American Pie," "Big Daddy," "Wild Wild West," "South Park," "Summer Of Sam"

#### HOTTEST SUMMER CONCERT TOURS:

Lilith Fair (top 40, triple-A), Lauryn Hill (R&B), Shania Twain (country), Ozzfest (album rock), Woodstock 3 (modern rock, modern adult), Barenaked Ladies, Goo Goo Dolls (top 40)

#### TOPIC OF THE WEEK: PET PEEVES: BEYOND THE PRIZE WHEEL

A major pet peeve for our panel is the overuse of the prize wheel. Even clients are asking for something different for their remotes. What to do? "Customize your event to the location of the appearance," says **Dave Demer** of country **WWKA** (K92) Orlando, Fla., citing alternatives such as "car dealerships: scavenger hunts for the kids; clubs: 'nuts and bolts' or the dollar-bill

#### PROMOGANDA HONOR ROLL

Diana Ades, WNKX Charlotte, N.C. • Jody Bailey, KQRT Austin, Texas • Dan Bowen, WSTR Atlanta • Diana Buckmann, KEFY Minneapolis • Steve Burgess, WYRK Buffalo, N.Y. • Melissa Burrill, KHHS Dallas • Scott Colebrook, WRRQ Cincinnati • Loren Condon, KEGU/DKMX Dallas • Mike Calotta, WKYQ Tampa, Fla. • Nicole Coy, WPMX Albany, N.Y. • Dave Demer, WWKA Orlando, Fla. • Garret Doll, KYGO Denver • Katie Eyerly, KMEJ San Francisco • Vicki Firelli, KNIX/KESZ Phoenix • Wendi Foster, KKRZ Portland, Ore. • Von Freeman, KJIS Los Angeles • Greg Frey, KSON San Diego • Jason Gani, WJLB Detroit • Michael Godfrey, CKIK Calgary, Alberta • Kelly Gross, WPIY Philadelphia • Jude Heller, KPBC San Francisco • Stephanie Hogerman, WBEE Rochester, N.Y. • Jay Holloway, WJTT Chattanooga, Tenn. • TJL, WFTZ San Diego • Carly Johnston, KXTE Las Vegas • Tristano Korlou, CBS Hartford, Conn. • Kim Leeds, KPMB-FM San Diego • Barbara Luchsinger, KKZ Dallas • Jen Markham Wynn, KMXB Las Vegas • Jane Monizares, KEDJ Phoenix • Dianne Obermeyer, KPWR Los Angeles • Mike Oliveira, WXTB Tampa, Fla. • Mike Paterson, KHFI Austin, Texas • Marida Petrijan, KJLA Los Angeles • Stephanie Ringler, WKSE Buffalo, N.Y. • Sheila Silverstein, WPCB Baltimore • Keith Spargelia, WRXN Chicago • Jim Sheehan, KSJO San Jose, Calif. • Jason Steinberg, WYNY New York • Anne-Marie Strzelecki, WBMX Boston • Vanessa Thill, KJLZ Las Vegas • Maria Toufas, WNKX-FM Boston • Lenny Whiteside, WVEE Atlanta • Paul Williams, KPLX Dallas



**THE BEST  
JUST GOT  
BETTER**

**SW** is now  
networks

**LAUNCH**  
Radio Networks



**LAUNCH Radio Networks**  
will continue to provide the best  
in music & entertainment news  
for the following formats:

ALTERNATIVE ROCK, CHR, OLDIES,  
COUNTRY, CLASSIC/ALBUM ROCK,  
URBAN, TALK, JAMMIN' OLDIES, AC,  
SMOOTH JAZZ, & MODERN AC

For more information  
contact **Ron Rivlin** at:  
ph: **212-833-7320**  
fax: **212-833-4994**

## Chancellor-Capstar Convergence Set

It appears that all systems are go for the merger of Chancellor Media and Capstar Broadcasting. Shareholders will meet July 13, when they are expected to approve the deal. Chancellor stock owners will also be asked to vote on changing the company's name to AMFM. Hicks, Muse, Tate & Furst is the largest shareholder of both companies—it owns 69% of Capstar, so while Capstar will hold a shareholder meeting, the results are all but certain. The new company switches to the New York Stock Exchange July 14 and will change its symbol to AFM.

In preparation for the merger, Capstar has dissolved its corporate communications department and has suspended its matching contribution to employee 401(k) funds since Chancellor offers no such match to employees.

### CAPITAL: TURNING A PROFFITT

From Citadel's annual report we learn that CEO **Larry Wilson** was paid \$573,000 in 1998; president/COO **Robert Proffitt** made \$240,000. Citadel is the 10th-largest radio group.

Clear Channel has bought a majority stake in Plakanda Holdings, a leading outdoor advertising company in Switzerland and Poland.



### DR. ED JOINS ARBITRON

As Arbitron is poised to make major methodology changes, it has tapped Clear Channel VP of research **Ed Cohen**, Ph.D., as its new director of domestic radio research. Dr. Ed, as he is known, has spent the past several years pouring through diaries for group stations. Now he will direct the possible expansion of the people meter to the U.S. "For someone in my field, that's about as exciting as it gets," he says, without denying its potential to shake up the business. "There's always the misbelief that people don't write down a station when they're listening. You can dispute that all day long, but when you're dealing with a passive meter and you take that action out of the respondents' hands and say this little box is going to take care of that for you, it may change the need to pound the ID or a set of call letters." Testing of the meters continues in Manchester, England, where 300 people are wearing the wristwatch-sized meters.

Cohen, a self-described research nerd, is also a former OM of AC WSPA Greenville, S.C.

### RADIO BEATS CDS, CASSETTES

More adults listen to the radio than to other forms of media, according to recent research by the Consumer Electronics Manufacturers Assn. It found that 96% of those 12-plus listen to music on-air vs. 75% from CDs and 73% via cassettes. CEMA also found that radio has more listeners in the car than in other locations, with seven of 10 using the radio over other media. Men are also more likely to use a stereo system, while women are more likely to use portable headset devices, according to the CEMA survey.

### MEL'S MAD FOR MED NET

It's becoming CBS' modus operandi: trading cross-media promotion for a piece of an Internet company. In the latest deal, CBS takes a 35% stake in Medscape.com, in exchange for \$150 million in promotion over the next seven years. Medscape.com is a site targeting medical professionals, and it counts more than a million "members." CBS already has a stake in the Webvan Group, which is building an online grocery and drugstore.

Also standard procedure for CEO **Mel Karmazin** is making a splash at a conference or convention. The Medscape deal was announced at **Herb Allen's** 17th annual investment conference, held last week in Sun Valley, Idaho. Among the other big names in attendance: NBC CEO **Robert Wright**, USA Networks CEO **Barry Diller**, billionaire investor **Warren Buffett**, Intel CEO **Andrew Grove**, and Microsoft CEO **Bill Gates**.

### NEW MEDIA

CD Radio says Alpine Electronics will design and develop its satellite radio receivers. Alpine will develop a three-band (AM-FM-CD Radio) radio, which will be installed in Ford cars beginning in early 2001. It will also sell them in the aftermarket.

Broadcast.com says its revenues grew 130% to \$13.5 million for the second quarter, which ended June 30. That compares with revenues totaling \$5.9 million in 1998. The second quarter also saw a 31% jump in revenues, compared with the first three months of 1999. The increase is credited to growth in its business-to-business division, which includes video conferencing, and a sharp rise in advertising revenues. Shareholders meet July 20 to vote on a proposed merger with Yahoo!, a month ahead of schedule.

Also online, Barnesandnoble.com has entered the Net music-selling business as part of its site redesign. Elsewhere, Musicmaker.com, a site where customers can buy personalized CDs, saw its share price jump 71% during the first day of trading July 7, raising \$118 million. Liquid Audio and MP3.com will go public shortly.

## How'Do Dido?



Modern WBCN Boston VP of programming **Oedipus**, left, and MD **Mike Green**, right, hosted Arista artist **Dido** in their palatial Boston executive offices.

## They Got 'Real' Jobs: Finding A Life After Leaving Radio Behind

Continued from page 1

publications and talk with friends that remain in radio. But based on what I hear and read, my reasons for departing remain as strong now as several years ago."

### TIME FOR A CHANGE

In the country format, several PDs have recently left their jobs, or are about to, to get into unrelated fields. Former WCMS Norfolk, Va., PD Mike Meehan is now an agent with Northwestern Mutual Life, for which he sells financial services. KNUF Tyler, Texas, PD John Moore is doing public relations for a local hospital. And KHEY El Paso, Texas, PD/MD/morning man Danny White will exit later this summer, reportedly to move to Tucson, Ariz., and get into the herbal-supplement business with his wife.

Meehan had spent 16 of his 20 years in radio at WCMS, but he says, "I just wanted to do something different. I had a great career and wanted another one." But he was also driven by what he views as a lack of financial planning among people in the music business. "I saw so many people in radio and the record industry get to the end of their career and have nothing to show for it" financially. Now, former colleagues are among his prospects.

Promotion director Tom Leach left top 40 WFBC Greenville, S.C., while his wife was pregnant with their second child for a "grown-up" job as a copywriter at a local advertising agency. Copywriting "is what I went to school for originally, but I did some radio in college, and you know how everyone falls in love doing that; so I opted to go that route," he says. But "anybody who knows radio knows that a promotion department is sort of a dead-end job unless you have a lot of people working under you."

Now, he's become the ad agency's de facto expert on writing for radio. "Because of my background, I know what's good and what's bad, and I have an understanding of the targeted audience," he says.

Leach still has a hand in radio, working weekends at WFBC. "It's certainly not for the money," he says. "I miss being involved in the music; that's really why I got involved in radio in the first place." He also says that top 40, in particular, may be a place for the young. "The last thing I wanted to be was a promotion director for a light AC. I'd rather take the bullet."

### GETTING A LIFE

Former R&B WIZF Cincinnati MD/midday host Lori Jones recently left her radio gig to pursue a career in the travel industry. "I wanted to have control over my time again," she says. "I just got one too many phone calls at 3 a.m. and decided I wanted to do something else. I was also tired of having to show up at a club at 10 p.m., when I would really rather stay at home. It was really a lifestyle thing. Radio is not a 9-to-5 job."

"I always thought I wanted the extra responsibility of being an APD or MD, or even a PD," she says. "I was always trying to move up. But once I got there, I found it to be more overwhelming and intrusive than I thought."

Jones considered working for a label but says, "You look at their lifestyle, and it's even worse than ours, so I knew that wasn't the answer."

Debby Appelbaum worked closely with radio as the director of tipsheet Friday Morning Quarterback's triple-A department. After a decade in the job, she says, she was watching her beloved format "moving away from a direction I was comfortable with [to] a more conservative direction. . . I knew that was going to be frustrating for me."

Meanwhile, Appelbaum's extracurricular activities included volunteering to help run Philadelphia's annual AIDS Walk benefit. "Although I loved the radio business," she says, "I needed to connect to something on a more caring level." Now, she's director of events for the recently renamed AIDS Fund.

After years of watching both sides of the music business change, she says, "It became clearer and clearer it was less about the music and programming and the product and more about business. And that became more and more frustrating to

me." Now Appelbaum says, "It feels good to be working for . . . a really important issue."

### MORE MONEY, NEW SKILLS

Former R&B WKYS Washington, D.C., MD Tony Lopez first tried radio syndication after losing his job in a 1996 ownership change. But several months ago, Lopez, now an AE for Comcast Cable, finally began looking outside radio because of the lack of opportunities within the industry.

"I started to realize that there were things happening in the business that worried me," says Lopez. "Many of my friends, both in radio and in records, were losing their jobs, and often it wasn't due to their performance. It was because of consolidation, a management or ownership change, and, in some cases, people were forced out because they were just older."

"I still love radio, but I have to look at my future," he adds. "I want more security financially. What I am doing now is more stable and lucrative. In the few months that I've been here, I'm doing better financially than I was after six years in radio. But I feel that I am still close enough, in a related industry, that I can return to radio down the road if I choose. But now, I've learned a skill that could bring me back at a different level. My ultimate goal in radio was to become a GM. Now with a sales background, that's a greater possibility for me."

Lopez likes to look at the positive side of losing a job. "The fact that I was forced out just made me realize that there is a life beyond radio, maybe even a better life," he says. "I know a lot of PDs who only know radio and believe they can't do anything else. But when you have to survive, you look beyond radio, and then you find there are many other choices."

Tom Guild was part of the air staff that signed on album rock WRDU in Raleigh, N.C., in 1984. He was fortunate to spend 27 years in the business without leaving his hometown, eventually programming WRDU, then oldies sister WTRG. Now he's a network administrator for a company that contracts with the U.S. Postal Service.

"Radio seemed less and less glamorous," Guild says. "I had all the free CDs. I'd met the Rolling Stones," but his job had become "high stress, low job security, lousy hours, and lousy pay. The consolidation moves in the last couple of years rubbed me the wrong way."

Guild says that creating blocks of formatic programming across several properties in a market, each designed to not step on each other's toes, "stifles creativity and makes radio much less interesting. You wind up working for bean counters, and there's less incentive to innovate" from a front office that is "extremely nervous if you try anything that hasn't been researched nine ways to Sunday."

Working in a postal facility is vastly different from walking the halls at a radio station. He gets postal holidays off, doesn't have to work weekends, and says, "I'm making better money than I was as a PD," after 25 years in radio.

### PICKING UP THE PACE

Modern rock WQBK/WQBJ (the Edge) Albany, N.Y., PD Kelli McNamara left that station and jumped into the Web with both feet. She's a PD again, but it's for UGO.com, a burgeoning portal that caters to 14- to 34-year-old males via video games, TV, movies, and music.

McNamara's problem with radio was less about consolidation and more "because it's old school. You see this new media starting, this new form of expression. It's audio, visual, links, live chats, you can listen to music, and get info about the band." She says the pace of the Web business reminds her of the early days of modern rock, when new and vastly different bands were coming down the pike constantly. But her more recent memories of radio were of an industry that was "not creative. You're owned by Clear Channel, and it's all forms and systems and memos and CCs of memos."

Working at a start-up is "exciting because you're creating the system, now, in 1999, not using something created years ago by a bunch of old men," says McNamara.

## MONITOR PROFILE

### PD Mike Thomas Helps Heritage WTUE Dayton, Ohio, Regain Its Focus

As album WTUE Dayton, Ohio, PD Mike Thomas puts it, radio is "in the blood." His brother, Bruce Gilbert, programs sports KTCK Dallas. And his father, Gary Voss, moved up the ranks from sales to GM to owner and is currently owner of country WHPO Danville, Ill. Thomas did his first air shift at the age of 13, despite, he jokes, his father's admonition, "Don't ever be in radio." After programming various Midwest rockers, including Saga's Springfield, Ill., classic rocker WYMG, Thomas landed at Jacor/Clear Channel's WTUE last December.

WTUE is a station with 23 years' heritage. Thomas says, "Over the last two or three years, the station really lost its focus. There wasn't a whole lot of stationality to WTUE. And that was probably job one, to bring the fun factor back . . . and get some imaging on the station."



Mike Thomas  
Program Director  
WTUE Dayton, Ohio

Owner: Clear Channel  
Ratings: 6.4-5.5-5.8-6.8

*'We were playing way too much unfamiliar music'*

With morning man Steve Kerrigan, afternoon host John Beaulieu, and midday—now night jock—Kramer each with at least 10 years at the station, Thomas says his "very heritage staff [had] a lot of talent, but unfortunately for a while there, they just didn't have anybody guiding them. They didn't have a coach. My goal was to . . . say, 'Look, we've got the talent to do this. We just need to focus back in on some of those programming 101 skills and pay attention to details and have some fun.'"

Thomas put himself in middays and moved Kramer to nights. He changed shift times to coincide with Arbitron dayparts. He also tapped the Prophet automation system, replacing two overnights with voice-tracking from morning producer Pat McCrotch.

The most recent change came when Kerrigan's 11-year sidekick, Christopher, exited, replaced by Kevin Bessler, whom Thomas had worked with in the past. "That was a big change, obviously, but so far, according to the Arbitrends, it was a change that needed to be made, because the ratings are going up."

Specifically, WTUE was up 7.3-9.6 12-plus in Phase I and II of the spring Arbitrends, ranking the station second in the market.

Aside from the lineup changes, Thomas says he tapped radio basics like running daily morning show promos and cross-promotion of dayparts to "start promoting the stuff that we're doing a lot better."

Thomas wanted to bolster everything from weekend promotions on up. "That was another thing that was missing," he says. "They would occasionally give away stuff on the weekend, but it just wasn't very entertaining. It was, 'Be the 10th caller and win concert tickets.'"

In contrast, Thomas cites the station's recent Father's Day weekend promotion, what they called the Grateful Dad Weekend. Thomas says, "We gave away beer money throughout the weekend, but the grand prize, Monday, was a boob job. The ultimate prize for Pops: two new boobs for your spouse."

Thomas also credits production director Jim Hausfeld for following Thomas' mandate that

"the promos that we're doing are not just going to be who, what, when, where, and why; they're going to be entertaining," he says. "We focused in on how our promos sound and the entertainment value of them and using some creativity in writing them."

One example is for a trip to this year's Woodstock festival. "Before, it would have been, 'Hey, WTUE is sending you to Woodstock,'" says Thomas. "We're trying to take a different angle with it. We happen to have a senior sales rep on the staff that was at the original Woodstock, so we played off of that." The spot starts with the sales rep's reminiscences from the 1969 concert, which get more and more fanciful until he admits to doing so many drugs he can't remember any of it. At the end, when the other announcers in the spot are rattling off the names of the dozens of acts at this year's festival, the sales rep chimes in "and Jimi Hendrix," before being reminded that Hendrix is dead.

Aside from the Woodstock giveaway, a \$5,000 cash giveaway tied to traditional bumper-sticker contesting, and trips to a Wembley Arena show in London and the All-Star game, WTUE tapped in to the Clear Channel multi-market giveaway of 15 Harley-Davidson motorcycles in the Harley Days in May contest. "There were about 20 Clear Channel rock stations involved in the promotion," he says.

That won't be the last of those groupwide contests either. "During the spring book and during the fall book, you're going to have at least one phase of that that's going to be a Clear Channel rock promotion, where you're going to have 20 stations around the country that are doing the same promotion and all of you chip in X amount of money from your budget to be part of the promotion, and you're able to give away huge things like 15 Harleys in 15 days," Thomas says.

Despite some negative consumer press about the contests elsewhere in the country, Thomas says, "The competition is jealous that [while] they give away a Harley, we give you a chance to win 15. Yes, it's not just our station doing this promotion, but you go into McDonald's and you play their Monopoly game and you're competing with thousands of McDonald's [stores] across the country and millions of people to try to win. Your chances at winning a Harley on 20 radio stations are a lot better than that."

WTUE changed its music focus, too. Clear Channel's Brad Hardin and Gene Romano conducted an auditorium test that showed, according to Thomas, that "we were playing way too much unfamiliar music . . . too many currents. It was the old-time thinking; you play it, you watch it go up the charts, and as it starts to fall, you back off. . . . People just don't get familiar with the music that fast. So songs that they felt they were burning out, people didn't even know what they were."

Backing off the new stuff is OK. "This is a blue-collar town. You've got GM here in town. We do a [nightly] feature called 'The Hair Club For Men,' 30 minutes of hair cuts every night. They love that stuff. Great White, Def Leppard, Scorpions, Triumph: Those bands test through the roof," Thomas says. Now the station is conducting call-out twice a month. "It's a different kind of town, and with the research we're able to really have our finger on the pulse."

Here's a sample hour on WTUE: Ted Nugent, "Free For All"; Seven Mary Three, "Cumbersome"; Pink Floyd, "On The Turning Away"; Van Halen, "Drop Dead Legs"; Collective Soul, "Heavy"; Boston, "Rock And Roll Band"; Days Of The New, "Shelf In The Room"; Bad Company, "Ready For Love"; Pearl Jam, "Last Kiss"; Metallica, "Wherever I May Roam"; Alice Cooper, "Eighteen"; and Led Zeppelin, "What Is And What Should Never Be."

MARC SCHIFFMAN





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

WXRK New York PD: Steve Kingston MD: Mike Peer Music Coor: Booker Infinity 212-314-9230

KROQ Los Angeles VP/Pgm: Kevin Weatherly APD: Gene Sandbloom MD: Lisa Worden Infinity 818-567-1067

WKQX Chicago PD: Dave Richards MD: Mary Shuminas AMD: James VanOsdol Emmis 312-527-8348

WBCN Boston VP/Pgm: Oedipus MD: Steve Strick AMD: Mike Green Infinity 617-266-1111

KLYY Los Angeles PD: John Duncan APD: Michael Halloran MD: Mike Savage Big City Radio 626-351-9107

WPLY Philadelphia PD: Jim McGuinn APD: Doug Kubinski MD: Preston Elliott Greater Media Radio Co 610-565-8900

KITS San Francisco OM: Ron Nenni PD: Jay Taylor MD: Aaron Axelsen Infinity 415-512-1053

WHFS Washington, DC PD: Robert Benjamin APD: Bob Waugh MD: Pat Ferrise Infinity 301-306-0991

WNNX Atlanta PD: Leslie Farn MD: Sean Demery Susquehanna 404-266-0997

KDGE Dallas PD: Duane Doherty APD/MD: Alan E. Smith Chancellor 972-770-7777

KTBS Houston OM/PD: Jim Trapp APD: Steve Robinson MD: David Sadoff Clear Channel 713-968-1000

KNDD Seattle PD: Phil Manning MD: Kim Monroe Entercom 206-622-3251

CIMX Detroit PD: Murray Brookshaw APD: Vince Cannova MD: "Phat" Matt Franklin CHUM Group 519-258-8888

WXDX Pittsburgh PD: John Moschitta MD: Lenny Diana Chancellor 412-937-1441

KEDJ Phoenix Interim PD: Marti Whitney New Century 602-266-1360

XTRA San Diego PD: Bryan Schock MD: Chris Muckley Clear Channel 619-291-9191

KPNT St. Louis OM: Allan Fee APD: Marty Linck MD: Traci Wilde Sinclair 314-231-1057

WMRQ Hartford PD: Dave Hill Acting MD: J. Catley Capstar 860-723-6160

KZON Phoenix PD: Paul Peterson APD: Laura Smith MD: Kevin Mannion Chancellor 602-258-8181

WRXZ Indianapolis PD: Scott Jameson APD: Michael Young Capstar 317-257-7565

KZNY Minneapolis/St. Paul Interim PD: Peter Johns ABC/Disney 612-545-5601

WRAX Birmingham PD: Dave Rossi Interim PD: Hurricane Shane MD: Suzy Boe Dick Broadcasting 205-945-4646

KWOD Sacramento PD: Ron Bunce Royce International 916-448-5000

KPKP Denver PD: Mike Stern MD: Melody Lee Chancellor 303-832-5665







Download tracking for songs with an increase in detections. Total Detections (TD) does not include radio play. Stations listed in order of population.

Table with columns for artist/album, total stations, chart move, and station data for MOBAY, THE OFFSPRING, OLEANDER, ORGY, and PENNYWISE.

Table with columns for artist/album, total stations, chart move, and station data for POWERMAN 5000, RED HOT CHILI PEPPERS, SHOOTYZ GROOVE, SILVERCHAIR, and SPLENDER.

Table with columns for artist/album, total stations, chart move, and station data for SUGAR RAY, TONIC, TRAIN, VERTICAL HORIZON, and THE VERVE PIPE.



Compiled from a national sample of data supplied by Broadcast Data Systems to Rock Airplay Monitor. 100 mainstream rock stations are electronically monitored 24 hours a day, 7 days a week. © 1999 Billboard/SPI Communications.

Mainstream Rock Airplay chart table with columns: Rank, This Week, Last Week, Wks. On Chart, Title/Imprint/Promotion Label, Artist, Tw, Lw.

Mainstream Rock Audience chart table with columns: Rank, This Week, Last Week, Wks. On Chart, Title/Imprint/Promotion Label, Artist, Tw, Lw, Audience (millions).

Songs ranked by number of detections. ( ) Records showing an increase in detections over the previous week, regardless of chart movement.

Songs ranked by audience, computed by cross-referencing exact times of airplay with Arbitron listener data. ( ) Records showing an increase in audience over the previous week, regardless of chart movement.

Greatest Gainers Mainstream Rock section listing top gainers: FILTER, MOTLEY CRUE, MEGADETH, LYNYRD SKYNYRD, TONIC.

Monitor Recurrents Mainstream Rock section listing recurrent titles: TOUCH, PEEL AND STAND; YOU SHOOK ME ALL NIGHT LONG; SWEET EMOTION; SWEET CHILD O' MINE; PARADISE CITY; TOM SAWYER; SLIDE; MAN IN THE BOX; HIGHWAY TO HELL; SPACE LORD; INSIDE OUT; WALK THIS WAY.

Recurrents are titles that have appeared on the Mainstream Rock Airplay chart for 26 weeks and have dropped below the top 20.

Billboard + Monitor

OCTOBER 7-9, 1999

# radioseminar

Fontainebleau Hilton, Miami Beach

**\$99**

**Radio  
Registration**



Songs ranked by number of detections. Playlists are listed in order of TSA weekly come, beginning with the highest-cumming station. Cumers 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. First Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

WNEW New York (H) OM: Garry Wall MD: Andrea Karr Infinity 212-489-1027 WNEW-FM 102.7

KLOS Los Angeles (H) PD: Rita Wilde MD: Jim Villanueva ABC/Disney 310-840-4800 KLOS 95.5

WYSP Philadelphia (A) OM: Tim Sabean PD: Neal Mirsky MD: Nancy Palumbo Infinity 215-625-9460 94WYSP

KQRS Minneapolis (H) PD: Dave Hamilton APD/MD: Reed Endersbe ABC/Disney 612-545-5601 92 KQRS

WWDC Washington, DC (A) PD: Bob Neumann APD/MD: Buddy Rizer Chancellor 301-587-7100 DC101

WMMR Philadelphia (H) PD: Joe Bonadonna MD: Ken Zepeto Greater Media 610-771-0933 WMMR 97.3

WRIF Detroit (A) OM: Doug Podell MD: Troy Hanson Greater Media 248-547-0101 101 WRIF

WKLS Atlanta (H) PD: Tim Dukles Clear Channel 404-325-0960 106 Rock

WFHQ Indianapolis (H) OM: Marty Bender MD: Ace Cosby Capstar 317-257-7565 97.1 Eagle Rocks

KEGL Dallas (A) Dir/Pgm/Ops: Jimmy Steal PD: Greg Stevens MD: Cindy Scull Clear Channel 972-869-9700 97.1 Eagle Rocks

KLOL Houston (H) Dir Of Ops: Michael Hughes PD: Mike Dugan Chancellor 713-526-6855 101 Rock

WAAF Boston (A) PD: Dave Douglas MD: John Osterling Entercom 617-236-1073 107.5 FM

WDVE Pittsburgh (H) PD: Garrett Hart MD: Val Porter Chancellor 412-937-1441 107.5 FM

WNCX Cleveland (H) PD: Bill Lours MD: David Jockers Infinity 216-861-0100 98.5 WNCX

WMMS Cleveland (A) OM: Greg Ausham PD: Tony Tilford APD: "Spaceman" Scott Hughes Clear Channel 216-781-9667 107.5 FM

KSJO San Francisco (A) PD: Jim Richards MD: Sarah Berg Clear Channel 408-453-5400 92 KSJO

WZTA Miami (A) VP/Pgm: Gregg Steele MD: Kimba Clear Channel 305-654-9494 97.3 FM

WEBN Cincinnati (H) OM: Scott Reinhart PD: Michael Walter MD: Bob Garrett Clear Channel 513-621-9326 107.5 FM

WIYY Baltimore (A) PD: Rick Strauss APD/MD: Rob Heckman Hearst 410-889-0098 98 Rock

WXTB Tampa (A) OM: Brad Hardin APD: Carl Harris MD: Brian Biller Clear Channel 727-572-9808 98 Rock

KSHE St. Louis (H) PD: Rick Balis MD: Al Hofer Emmis 314-621-0095 KEHE 95.5

WLZR Milwaukee (A) PD: Keith Hastings MD: Marilyn Mee Saga 414-978-9000 PURE ROCK LAZER 103

KUPD Phoenix (A) OM: Tim Maranville PD: JJ Jeffries MD: Brndget Ventura Sandusky 602-345-5921 98 KUPD

KBPI Denver (A) PD: Bob Richards MD: Willie B. Clear Channel 303-893-3699 BPI



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

KUFO Portland (A) DM: Dave Numme APD: Al Scott Infinity 503-222-1011



Table with 2 columns: Rank and Song/Artist. Top songs include Lenny Kravitz, American Woman and Kid Rock, Bawitaba.

KISW Seattle (A) SM/PD: Clark Ryan APD/MD: Cathy Faulkner Entercom 206-285-7625



Table with 2 columns: Rank and Song/Artist. Top songs include Pearl Jam, Last Kiss and Def Leppard, Promises.

KXRR Minneapolis (A) PD: Wade Lind APD/MD: Ryan Castle ABC/Disney 612-545-5601



Table with 2 columns: Rank and Song/Artist. Top songs include Def Leppard, Paper Sun and Creed, One.

WRQC Minneapolis (H) PD: Lauren MacLeash APD/MD: Jay Philpott Chancellor 612-333-8118



Table with 2 columns: Rank and Song/Artist. Top songs include Godsmack, Whatever and Creed, One.

WHY Providence (H) PD: Joe Bevilacqua MD: Sharon Schifino Capstar 401-438-6110



Table with 2 columns: Rank and Song/Artist. Top songs include Def Leppard, Promises and Buckcherry, Lit Up.

WJRR Orlando (A) PD: Dick Sheetz MD: Pat Lynch Clear Channel 407-916-7790



Table with 2 columns: Rank and Song/Artist. Top songs include Red Hot Chili Peppers, Scar Tissue and Buckcherry, Lit Up.

WBAB Long Island (H) VP Pgmng: Bob Buchman DM: Eric Wellman Cox 516-587-1023



Table with 2 columns: Rank and Song/Artist. Top songs include Red Hot Chili Peppers, Scar Tissue and Pearl Jam, Last Kiss.

KIOZ San Diego (A) APD/MD: Sharon Leder Clear Channel 619-565-6006



Table with 2 columns: Rank and Song/Artist. Top songs include Monster Magnet, Space Lord and Kid Rock, Bawitaba.

KQRK Kansas City (A) PD: Vince Richards MD: Valerie Knight Sinclair 913-514-3000



Table with 2 columns: Rank and Song/Artist. Top songs include Collective Soul, Heavy and Creed, One.

WCCB Hartford (A) PD: Michael Picozzi APD/MD: Mike Karolyi Marlin 860-525-1069



Table with 2 columns: Rank and Song/Artist. Top songs include Limp Bizkit, Nookie and Lenny Kravitz, American Woman.

WBXZ Columbus, OH (A) PD: Hal Fish APD/MD: Ronni Hunter North America 614-481-7800



Table with 2 columns: Rank and Song/Artist. Top songs include Godsmack, Whatever and Limp Bizkit, Nookie.

KISS San Antonio (A) DM: Virgil Thompson PD: Kevin Vargas MD: C.J. Cruz Cox 210-646-0105



Table with 2 columns: Rank and Song/Artist. Top songs include Rob Zombie, Living Dead Girl and Red Hot Chili Peppers, Scar Tissue.

WRQC Greenville, S.C. (H) MD: Ken Carson APD: Mike Allen Capstar 864-242-0101



Table with 2 columns: Rank and Song/Artist. Top songs include Def Leppard, Promises and Scorpions, Mystereous.

WQXA Harrisburg (A) PD: Claudine DeLorenzo MD: Nixon Citadel 717-367-7700



Table with 2 columns: Rank and Song/Artist. Top songs include Limp Bizkit, Nookie and Pearl Jam, Last Kiss.

KATT Oklahoma City (A) PD: Chris Baker MD: Jake Daniels Caribou 405-848-0100



Table with 2 columns: Rank and Song/Artist. Top songs include Creed, One and Kid Rock, Bawitaba.

WXTM St. Louis (A) PD: Tommy Mattern APD: Eric Schmidt MD: Jeff File Emmis 314-621-0400



Table with 2 columns: Rank and Song/Artist. Top songs include Kid Rock, Bawitaba and Collective Soul, Heavy.

WCKW New Orleans (H) PD: Ted Edwards MD: Paul Marshall 222 Corporation 504-831-8811



Table with 2 columns: Rank and Song/Artist. Top songs include Red Hot Chili Peppers, Scar Tissue and Buckcherry, Lit Up.

WLWQ Columbus (H) PD: Charley Lake APD/MD: Joe Show Infinity 614-227-9696



Table with 2 columns: Rank and Song/Artist. Top songs include Def Leppard, Promises and Collective Soul, Heavy.

WEGR Memphis (H) PD: Drake Hall MD: Zeke Logan Clear Channel 901-578-1100



Table with 2 columns: Rank and Song/Artist. Top songs include Def Leppard, Promises and The Black Crowes, Go Faster.

WPYX Albany (H) PD/MD: John Cooper Capstar 518-785-9800



Table with 2 columns: Rank and Song/Artist. Top songs include Def Leppard, Promises and Pearl Jam, Last Kiss.

KEZO Omaha (H) PD: Bruce Patrick Journal 402-595-5300



Table with 2 columns: Rank and Song/Artist. Top songs include Sammy Hagar, Shag and Oleaner, Why I'm Here.

KRXQ Sacramento (A) SM: Curtiss Johnson APD: Pat Martin MD: Kylee Brooks Entercom 916-334-7777



Table with 2 columns: Rank and Song/Artist. Top songs include Megadeth, Crush 'Em and Staind, Mudshovel.

WNOR Norfolk (A) PD: Harvey Kojan APD/MD: Tim Parker Saga 757-366-9900



Table with 2 columns: Rank and Song/Artist. Top songs include Oleaner, Why I'm Here and Godsmack, Whatever.

WAPL Green Bay (H) PD: Joe Caligaro Woodworth 920-734-9226



Table with 2 columns: Rank and Song/Artist. Top songs include The Black Crowes, Go Faster and Tonic, You Wanted More.



Monitor AIRPLAY MAINSTREAM ROCK

SONG ACTIVITY REPORTS

FOR WEEK ENDING JULY 11, 1999

Detailed tracking for songs with an increase in detections. Total Detections/Gain does not include plays. Markets listed in order of population.

Table with 8 columns: Song Title, Total Stations, Chart Move, and city/state codes. Rows include BAD COMPANY (Hammer Of Love), THE BLACK CROWES (Go Faster), BLINK 182 (What's My Age Again?), COLLECTIVE SOUL (No More, No Less), and DEF LEPPARD (Promises).

Table with 8 columns: Song Title, Total Stations, Chart Move, and city/state codes. Rows include GODSMACK (Keep Away), GREAT WHITE (Rollin' Stoned), SAMMY HAGAR (Shag), LENNY KRAVITZ (American Woman), and LIMP BIZKIT (Nookie).

Detailed tracking for songs with an increase in detections. Total Detections/Gain shows net change in detections. Markets listed in order of population.

Table with 10 columns: Artist, Title, Total Stations, Chart Move, and 10 city markets (New York, L.A., San Fran., Phila., Detroit, Dallas, Wash. DC, Houston, Boston, Miami, Atlanta, Seattle, Long Isl., San Diego, Minn., St. Louis, Balt., Pitts., Phoenix, Tampa, Cleveland, Denver, Port., OR, Cincinnati, Kan City, Rivers, Milwauk., Sacram., Provid., Colum., OH, Norfolk, San Anton., Salt Lake, Indian., Char., NC, New Or., Orlando, Hartford, Greensb., Memphis, Rochest., W.P. Beach, Las Vegas, Louisv.).

Table with 10 columns: Artist, Title, Total Stations, Chart Move, and 10 city markets (New York, L.A., San Fran., Phila., Detroit, Dallas, Wash. DC, Houston, Boston, Miami, Atlanta, Seattle, Long Isl., San Diego, Minn., St. Louis, Balt., Pitts., Phoenix, Tampa, Cleveland, Denver, Port., OR, Cincinnati, Kan City, Rivers, Milwauk., Sacram., Provid., Colum., OH, Norfolk, San Anton., Salt Lake, Indian., Char., NC, New Or., Orlando, Hartford, Greensb., Memphis, Rochest., W.P. Beach, Las Vegas, Louisv.).



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

**TRIPLE-A POWER PLAYLISTS™**

**WXRT Chicago**  
VP/Pmg: Norm Weiner  
MD: Patty Martin  
Infinity 773-777-1700  
**93.1** RADIO CHICAGO

**KFOG San Francisco**  
PD: Paul Marszalek  
APD/MD: Bill Evans  
Susquehanna 415-817-5364  
**KFOG 104.5 97.7**

**WPLT Detroit**  
PD: Garrett Michaels  
MD: Ann Delisi  
ABC/Disney 313-871-3030  
**PLANET 96.3**

**WBOS Boston**  
PD: George Taylor Morris  
MD: Amy Brooks  
Greater Media 617-822-9600  
**WBOS 92.9 FM**

**KBCO Denver**  
PD: Dave Benson  
MD: Scott Arbough  
Clear Channel 303-444-5600  
**KBCO 97.3 FM**

**KTCZ Minneapolis**  
PD: Lauren MacLeash  
MD: Mike Wolf  
Chancellor 612-339-0000  
**Cities97**

**WHPT Tampa**  
PD: Chuck Beck  
MD: Kurt Schreiner  
Clear Channel 727-571-1131  
**102.5 THE POINT**

**KKZN Dallas**  
Interim PD: Brian Philips  
APD: Abby Goldstein  
Susquehanna 214-526-2400  
**ZONE 93.7**

**KACD Los Angeles**  
Acting PD: Dave Benson  
Pergr. Mgr.: Keith Cunningham  
MD: Nicole Sandler  
Clear Channel 310-451-1031  
**103.1**

**TRIPLE-A AUDIENCE**

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	TW	LW	
			★★★ No. 1 ★★★				
1	1	7	SMOOTH ARISTA	SANTANA FEATURING ROB THOMAS	2.903	2.409	
2	2	4	HUMAN WARNER BROS.	PRETENDERS	2.353	2.192	
3	3	6	SCAR TISSUE WARNER BROS.	RED HOT CHILI PEPPERS	2.006	1.849	
4	4	5	BACK ON TOP POINTBLANK/VIRGIN	VAN MORRISON	1.727	1.714	
5	5	23	RUN HOLLYWOOD/ATLANTIC	COLLECTIVE SOUL	1.643	1.558	
6	7	9	MURDER (OR A HEART ATTACK) ELEKTRA/EEG	OLD 97'S	1.531	1.459	
7	16	2	BEAUTIFUL DAY ELEKTRA/EEG	ZIGGY MARLEY & THE MELODY MAKERS	1.527	1.145	
8	8	11	24-7 MAN RYKODISC	THE ROBERT CRAY BAND	1.364	1.305	
9	14	15	WANDER THIS WORLD A&M/INTERSCOPE	JONNY LANG	1.277	1.161	
10	10	5	ALL STAR INTERSCOPE	SMASH MOUTH	1.266	1.205	
11	6	3	YOU CAN'T RESIST IT (LIVE) CURB/MCA	LYLE LOVETT	1.190	1.530	
12	15	9	OUT OF MY HEAD HOLLYWOOD	FASTBALL	1.165	1.154	
13	19	2	BABY DID A BAD BAD THING WARNER SUNSET/REPRISE	CHRIS ISAAK	1.153	0.997	
14	RE-ENTRY		POSSESSION (LIVE) ARISTA	SARAH MCLACHLAN	1.089	0.918	
15	17	8	LAST KISS EPIC	PEARL JAM	1.085	1.107	
16	9	15	ROOM AT THE TOP WARNER BROS.	TOM PETTY AND THE HEARTBREAKERS	1.068	1.290	
17	NEW		SOMEDAY LAVA/ATLANTIC	SUGAR RAY	1.043	0.981	
18	12	22	SHIMMER SMG/COLUMBIA	SHAWN MULLINS	1.040	1.180	
19	13	18	ANYTHING BUT DOWN A&M/INTERSCOPE	SHERYL CROW	1.035	1.176	
20	NEW		BLUE SKY A&M/INTERSCOPE	PATTY GRIFFIN	1.024	0.844	

Compiled from a national sample of data supplied by Broadcast Data Systems to Rock Airplay Monitor. 20 triple-A stations are electronically monitored 24 hours a day, 7 days a week. Songs ranked by number of audience, computed by cross-referencing exact times of airplay with Arbitron listener data. Records showing an increase in audience over the previous week, regardless of chart movement. A record that has been on the chart for more than 20 weeks will not receive a bullet, even if it registers an increase in audience. If two records are tied in total audience, the record being played on more stations is placed first. Records become recurrent and are removed from this data in conjunction with the Triple-A Airplay chart. © 1999 Billboard/BPI Communications.

**WXRV Boston**  
PD: Joanne Duddy  
MD: Jerry Mason  
AMD: Keith Andrews  
Northeast 978-374-4733  
**93.5**

**WKOC Norfolk**  
PD/MD: Holly Williams  
Sinclair 757-640-8500  
**THE COAST 93.5**

**WTTS Indianapolis**  
PD: Rich Anton  
MD: Marie McCallister  
Sarkes Tazian 812-332-3366  
**92.3**

**WDDO Chattanooga**  
OM: Dan Howard  
PD: Chris Adams  
APD/MD: Jeff Martin  
Bahakel 423-321-6200  
**The Mountain 96.5 FM**

**KGSR Austin**  
PD: Jody Denberg  
MD: Susan Castle  
LBJS Broadcasting 512-832-4000  
**90.1**

**KPIG Monterey**  
PD/MD: Laura Hopper  
New Wave 831-722-9000  
**90.1**



