

ROCK ■ AIRPLAY Monitor®

• We Listen To Radio •

July 21, 2000

\$4.95

Volume 7 • No. 29

ROCK HIGHLIGHTS

MODERN

page 8

#1

3 DOORS DOWN

Kryptonite (REPUBLIC/UNIVERSAL)

★ ★ AIRPOWER ★ ★

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

★ BEST 1ST IMPRESSION ★

SUM 41 • *Makes No Difference (BIG RIG/ISLAND/IDJMG)*

MAINSTREAM

page 15

#1

CREED

With Arms Wide Open (WIND-UP)

★ ★ AIRPOWER ★ ★

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

★ BEST 1ST IMPRESSION ★

KENNY WAYNE SHEPHERD BAND • *Last Goodbye (GIANT/REPRISE)*

TRIPLE-A

page 24

#1

MATCHBOX TWENTY

Bent (LAVA/ATLANTIC)

★ ★ AIRPOWER ★ ★

NINE DAYS • *Absolutely (Story Of A Girl) (550 MUSIC/550-WORK)*

★ BEST 1ST IMPRESSION ★

INDIGO GIRLS • *Cold Beer & Remote Control (EPIC)*

With Consolidation Strategies, Only A Third Of Rockers Lead Clusters

by Marc Schiffman with Jonathan Kurant

As radio started consolidating, some programming strategists saw many stations in their growing clusters in a given market as pawns they could move around the formatic board to protect one cash cow. Flankers were used to prevent other owners from chipping away at a powerhouse album rocker or to nip at the heels of a rival cluster—think, for example, of the numerous format changes in Minneapolis since the mid-'90s.

While cluster programming is said to have fostered programming diversity by making some group owners more willing to take a chance on a niche or younger-leaning format, detractors say that cluster strategies have also sapped radio's competitive spirit. Add that to the fragmentation of rock radio in most markets—whether by one owner or by several—and suddenly you have relatively few market-leading rock outlets, as well as stations that may have been born to flank, not born to win.

To get a handle on what owners' expectations for their rock outlets might be, Rock Airplay Monitor cross-referenced our list of modern rock, album rock, and triple-A reporters with the winter Arbitron numbers to see which stations are the top ratings-getter in their cluster. Then we looked at how many of those stations were revenue leaders as well, with some help from Tony

Sanders, senior analyst at Duncan's American Radio.

Of Monitor's nearly 200 rock reporters, 166 operate in a cluster. Of those, 53 are market leaders in their cluster, or just under 32%.

Broken out by format, it's the heritage rockers that are most often their cluster leaders: 38.3% of heritage rockers led their cluster. These include KLOS Los Angeles, WDVE Pittsburgh, WFBQ Indianapolis, KOMP Las Vegas, and WLWQ Columbus, Ohio. That compares with 33% of our active rockers, represented by KSJO San Francisco, KEGI Dallas, WRIF Detroit, KUPD Phoenix, and KRRQ Sacramento, Calif.

The 31% of our triple-A's that led their clusters were KFOG San Francisco; KBCO Denver; WRLT Nashville; KPIG Monterey, Calif.; and WNCB Burlington, Vt. And 25.5% of our modern rockers were cluster beaters, including KROQ Los Angeles; WPLY Philadelphia; KEDJ Phoenix; WLIR Long Island, N.Y.; and KCXX Riverside, Calif.

Of the major owners, Clear Channel is the operator with the most rock-driven market clusters. Three actives, three heritages, and one triple-A lead their respective Clear Channel clusters. They're followed by the soon-to-be-acquired AMFM chain, which accounts for four market clusters that are topped by a rock signal: three heritage outlets and one modern rock.

Continued on page 7

RAGE AGAINST THE MACHINE

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Conclave Coverage on page 7

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CHERYL VALENTINE ON THE SOAPBOX



Go On A Limb To Create A Core Artist

I admit that I've been reading too much Ayn Rand lately. As I proudly venture to work every day, looking forward to helping break artists, I realize that I have this problem: I love music that grabs my soul, rips it out of my body, and slams it on the ground. I believe that artists that touch you need to be more prominent on the airwaves to get some feeling coursing through those corporate, downtrodden veins.

As I travel across our great land, I listen to the radio and think, "Who are these people?" I'm not hearing enough artists whose instruments weep from despair or whose lyrics speak volumes even when briefly stated. I'm not seeing bands who compel me to bolt to the front of the crowd. Heck, I go to see performances by these hit-song artists on the radio and am left feeling ripped off when I get in for free. Where are the stars? But I am realistic enough to know that one man's peanut butter is another man's steak. I've heard numerous label types say that if they were the PD of a radio station, it would be so cool that they'd have no revenue and shit ratings. My station too would fail miserably.

Instead of being upset with bands that don't live up to my personal code, what I really should be feeling is jacked by every label person, manager,

and radio station who gives up on mesmerizing artists too early. Whether it's because of label traffic, a programmer not trusting his or her gut, having an artist who doesn't trust his or her manager's opinion, or having far too many doors slammed in all their collective faces, a lot of truly talented individuals will never see the light of day. We all know that certain artists require a long, patient, costly development before they'll stick. But you know that when they do adhere, they'll be a career artist whose music is shared and revered by many. Will you enable an artist's launch and development or will you take a nonconfrontational route the next time one of these lands in your lap?

I'm writing this in hopes that if you're presented with a unique, gifted artist who doesn't fit the mold, you'll forget about taking a more comfortable route and, no matter how long it takes, deliver this music to the masses. Just think of where **Radiohead, the Deftones, Macy Gray, Tool**, or our own **Everlast** would be if none of their believers got on a platform and then clawed their way to the top of the scaffolding.

Cheryl Valentine
Head of rock/alternative promotion
Tommy Boy Music
cheryl.valentine@tommyboy.com

Clear Channel, AMFM Finalizing Merger

Clear Channel and AMFM are wrapping up the final details in their nine-month merger process. Last October, Clear Channel laid out \$56 billion for AMFM.

Although the deal was expected to have been completed already, it appears additional review by the Justice Department will add at least two weeks to the process. DOJ attorneys are analyzing each market where Clear Channel and AMFM assets were combined, to ensure it does not exceed its 40% cap on revenues.

Meanwhile, the European Commission has signed-off on Clear Channel's \$4.4 billion purchase of SFX Entertainment. "There is no horizontal overlap between the activities of the companies," it said in a statement.



CAPITAL: CLOSING RADIO'S DIGITAL DIVIDE

The two companies battling over the standard in digital radio technology have instead agreed to join forces. In doing so, they are expected to cut as much as a year off the timetable for the rollout of digital radio technology.

Lucent Digital Radio and USA Digital Radio (USADR) will combine to form iBiquity Digital. Terms of the merger were not disclosed, although it will require Justice Department approval, meaning its value exceeds the DOJ's \$15 million threshold.

Earlier this year, both Lucent and USADR submitted to the FCC competing proposals offering different technical standards for digital radio. Now, the two companies have already met with the FCC to detail their merger. USADR president CEO **Robert Struble** described the FCC's reaction as "very positive."

"In the long run, we have essentially cut back the time that it's going to take to get these technologies out into the market by a year," says Lucent president/CEO **Suren Pai**. That could lead to radio stations flipping from analog to digital by the end of 2001.

"In the near term, we may spend one to three months getting things integrated, but in the long run, it's going to accelerate the commercialization of the technology," says Pai. The companies have also met with the National Assn. of Broadcasters and the Consumer Electronics Assn., which gave preliminary support to the merger.

While the deal was characterized as a merger of equals, USADR had clearly pulled out in front, winning the investment of Clear Channel, Infinity, and nearly all other major group owners. Last December, it formed a "strategic alliance" with Digital Radio Express, which was once a competitor with USADR and Lucent. It has also completed more field testing and submitted more of the necessary paperwork to the FCC than Lucent has. The naming of Struble as president/CEO, overseeing day-to-day operations of iBiquity, is seen as evidence of that.

Salomon Smith Barney's equity-research division has released its list of "10 exceptional names" or "10 Plus," a portfolio of 15 stocks considered to be the best investment opportunities for the upcoming year. At No. 7 is Infinity Broadcasting; No. 1 is America Online. Managing director **Bruce Beardslee** says that in compiling this year's list, "consideration was given to a better balance between growth and value" to include Internet and broadcasting stocks. The list is made up of companies that Salomon Smith Barney believes will outperform the other 2,800 companies it follows globally. Although last year's picks did worse than the market in general, the list's record since 1994 is two points better than the S&P 500.

CAPITOL: DOJ CLEARS DEALS

The Justice Department has cleared Entercom's plan to sell classic rock **KCFX**, oldies

KCMO-FM, and **N/T KCMO-AM** Kansas City, plus the broadcast rights to the Kansas City Chiefs, to **Susquehanna Radio** for \$113 million. Entercom needed to sell the stations to buy cross-town classic rock **KCFX**, album **KQRC**, jazz **KCTY**, and classical **KXTR** from Sinclair.

Separately, the DOJ has given its blessing to Citadel's \$120 million purchase of Liggett Broadcasting. To win approval, Citadel agreed to sell **AC WGER**, rhythmic top 40 **WTCF**, and **N/T WSGW** Saginaw, Mich., to a new broadcasting arm established by the Wicks Group.

Spanish or English, it is still indecent, says the FCC, which has fined Spanish **KRXX** Rexburg, Idaho, for several morning-drive broadcasts during which women swap stories about seducing their husbands. The feature, called "Whip Lash," featured women callers discussing everything from penile curvature to body-hair removal. While the **KRXX**'s owners agreed the program was "spicy," "racy," and "indelicate," it said the program was "pro-strong marriage" and "pro-family," saying it "could assist listening couples in bringing freshness into their marriage." The FCC didn't buy it and fined the station \$7,000.

The FCC has flagged Cumulus' purchase of oldies **WKMQ** Rockford, Ill., from Connoisseur Communications, citing concentration concerns. Separately, it has flagged Regent Broadcasting's deal to buy **AC KKSJ**, classic rock **KLZZ**, and adult standards **KXSS** Saint Cloud, Minn., from Starcom. And in Spokane, Wash., Clear Channel has had its deal to buy adult top 40 **KCDA** flagged as well.

NEW MEDIA

Entercom has inked a deal with Innuity Media Services to develop Web sites for its stations and advertisers at 17 stations in six markets. Innuity will also work to find new nontraditional revenue streams for the company. Stations included in the new effort are top 40 **WXSS** and adult top 40 **WMYX** Milwaukee; adult top 40 **WLTS**, **AC WLMG**, and rhythmic top 40 **WEZB** New Orleans; R&B **WJMH** and adult R&B **WQMG** Greensboro, N.C.; top 40 **WFBC** Greenville, S.C.; and country **WBEE** and classic rock **WQRV** Rochester, N.Y. Innuity now works with a quarter of Entercom stations.

Several Entercom stations, including modern rock **KNDD**, triple-A **KMTT**, and album rock **KISW** Seattle and top 40 **KDND**, album rock **KRXQ**, and classic rock **KSEG** Sacramento, Calif., already use the IMS automated E-mail contest management program, which is also used for E-mail marketing campaigns.

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RIAA Hits Napster In The Euphemism

Billboard *Bulletin* reports that the Recording Industry Assn. of America has responded to Napster's recent defense of its company, saying that the 1992 Audio Home Recording Act does not "immunize" users of the Napster software. According to the 29-page reply filed with a U.S. District Court, the RIAA says Napster is "using



euphemisms like 'sharing' to avoid the issue of stealing. "Napster is not sharing any more than stealing apples from your neighbor's tree is 'gardening.'" Further countering Napster's defense that it should be protected under the decision that allowed Sony to manufacture its Betamax VCR, the RIAA said Napster is "operating as an ongoing service, not merely

selling a product like a VCR." Meanwhile, former Universal Music Group senior director of operations for UMG's global E-unit **Keith Bernstein** has joined Napster as VP of operations.

And MP3.com is still on the RIAA radar. While MP3.com reached licensing agreements with BMG and Warner Music Group, the RIAA filed a motion on behalf of the remaining majors—EMI, Sony Music and UMG—arguing that MP3.com was "willful" in its infringement of their copyrights.

On the streaming front, AOL is planning on including RealNetworks' System 8 software in its new AOL 6.0 software later this year. RealNetworks will reciprocate by distributing AOL's Web radio player, Spinner, and including AOL sign-on software bundled with its RealPlayer.

Hans Snook, CEO of European cell phone company Orange, says the next generation of wireless mobile phone systems will likely render portable CD and MiniDisc players obsolete. Speaking at the British Phonographic Industry's annual general meeting, Snook said telecommunications firms "must work in partnerships with the industry to build a wire-free online music service that beats the Napsters of the world by being secure, fast, reliable, and comprehensive."

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Miller Time At WCSX



Classic rock **WCSX** Detroit morning hosts **Jim Johnson** and **Lynne Woodison** presented **Steve Miller** a multi-platinum award for "Greatest Hits 1974-78" during a recent performance. Gathered backstage, back row from left, are **Woodison**, **EMI Music's Darren Stupak**, **Johnson**, and **EMI Music's Aaron Striegel**. In front, from left, are **WCSX's Ben Perez** and **Miller**.



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BFD With Moby



Modern KITS (Live 105) San Francisco's BFD station concert lineup featured Moby, second from left, who is shown, from left, with PD Jay Taylor and V2's Matt Pollack and Tim Wallen.

RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTION DIRECTOR
July 23	WZTA Miami <i>APPEARING:</i> Deftones, Filter, Glassjaw, Local H, Nickelback, Stone Temple Pilots, Union Underground, U.P.O., Veruca Salt	Zetafest 2000	Camie Dunbar
July 27	WBOS Boston <i>APPEARING:</i> Edie Brickell & the New Bohemians	Summer Concerts At Copley	Adam Klein
Aug. 5	KNDD Seattle <i>APPEARING:</i> 3 Doors Down, Bowery Electric, BT, Deftones, Dynamite Hack, Everlast, Harvey Danger, Korn, Murder City Devils, MXPX, Papa Roach, Powerman 5000, Sasha, Third Eye Blind, Uberzone	Endfest 2000	Franni Holman
Aug. 6	KNRK Portland, Ore. <i>APPEARING:</i> 3 Doors Down, the Dandy Warhols, Deftones, Fenix TX, Jimmie's Chicken Shack, Kottonmouth Kings, Moby, MXPX, Papa Roach, Stroke 9	Big Stink 5	Patty Pastor
Aug. 10	WBOS Boston <i>APPEARING:</i> Sonia Dada	Summer Concerts At Copley	Adam Klein
Aug. 11	KEGL Dallas <i>APPEARING:</i> Bush, the Cult, U.P.O., more	Concert	Loren Condron
Aug. 12	WQXA Harrisburg, Pa. <i>APPEARING:</i> Fuel, Earth To Andy, Stir, Clarks, One Way Ride	Day In The Park	Dawn Glatfelter
Aug. 13	WDST Poughkeepsie, N.Y. <i>APPEARING:</i> Elwood, Psychedelic Furs, Radford	Anniversary Concert	Anita Koski
Aug. 31	WBOS Boston <i>APPEARING:</i> Sixpence None The Richer	Summer Concerts At Copley	Adam Klein
Oct. 21	WPLA Jacksonville, Fla. <i>APPEARING:</i> TBA	Planetfest 2-Thousand	Tina Brandao
Nov. 5	WPBZ West Palm Beach, Fla. <i>APPEARING:</i> TBA	Buzz Bake Sale	Danielle Sarvis

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BOXSCORE CONCERT GROSSES

TOP 5 OVERALL	
#1	Artist: BRUCE SPRINGSTEEN Venue: Madison Square Garden, New York Date(s): June 12-July 1 Gross: \$12,217,343 Att: 190,530 Capacity: 10 sellouts
#2	Artist: DAVE MATTHEWS BAND, BEN HARPER Venue: Soldier Field, Chicago Date(s): June 29-30 Gross: \$5,175,270 Att: 115,006 Capacity: two sellouts
#3	Artist: METALLICA, KORN, KID ROCK Venue: Kentucky Speedway, Sparta, Ky. Date(s): July 8 Gross: \$3,280,030 Att: 50,462 Capacity: 60,000
#4	Artist: 'N SYNC, BOYZ-N-GIRLZ Venue: Mile High Stadium, Denver Date(s): June 20 Gross: \$2,125,059 Att: 44,166 Capacity: 57,140
#5	Artist: RICKY MARTIN Venue: Continental Airlines Arena, New York Date(s): June 19-20 Gross: \$1,679,950 Att: 27,336 Capacity: two sellouts

TOP 5 ROCK	
#1	Artist: BRUCE SPRINGSTEEN Venue: Madison Square Garden, New York Date(s): June 12-July 1 Gross: \$12,217,343 Att: 190,530 Capacity: 10 sellouts
#2	Artist: DAVE MATTHEWS BAND, BEN HARPER Venue: Soldier Field, Chicago Date(s): June 29-30 Gross: \$5,175,270 Att: 115,006 Capacity: two sellouts
#3	Artist: METALLICA, KORN, KID ROCK Venue: Kentucky Speedway, Sparta, Ky. Date(s): July 8 Gross: \$3,280,030 Att: 50,462 Capacity: 60,000
#4	Artist: KISS, TED NUGENT, SKID ROW Venue: Continental Airlines Arena, New York Date(s): June 27-28 Gross: \$1,565,100 Att: 27,910 Capacity: 30,000 two shows
#5	Artist: CREEED, TEA PARTY, MATTHEW GODD BAND Venue: Molson Park, Barre, Ontario Date(s): July 1 Gross: \$868,134 Att: 35,201 Capacity: sellout

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PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS • BY JEFF SILBERMAN

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TV Tie-Ins Still King Of Promo Island

First it was the "Survivor" promotions. Now "Big Brother" is inspiring Promogandists as well. For **Little Brother**, top 40 **KJYO** (KJ103) Oklahoma City will cram six listeners in a one-bedroom house with morning hosts **TJ**, and **Tooker** and producer **Flounder** for one month. Their activities will be monitored 24/7 on kj103fm.com. The contestants won't have any contact with the public. One will win a grand prize of \$5,000 cash.

Top 40 **CKIK** (Power 107) Calgary, Alberta, did the **Stampede Survivor**, where 10 contestants were put on two separate cars on a 135-foot-high Ferris wheel at the famed Calgary Stampede. One rider was voted off the wheel each day. When it got down to two riders, those previously eliminated determined the winner, who pocketed \$8,000. **Michael Godfrey** said the stunt had its ups and downs.

Rhythmic top 40 **KLUC** Las Vegas is banking on an imminent "Pokémon 2" boom. The station will give away "premiere tickets with WB Studio Store certificates, Pokémon merchandise, and anything Pokémon," says **Vanessa Thill**. "At a van hit at [a local card store], listeners got a chance to roll dice that had Pokémon stickers on them. If they rolled two Pokémon, they won a set of trading cards and four tickets to the movie screening."

PROMO TOPIC OF THE WEEK: VAN HITS

Undoubtedly the most common summer promotion activity for current-based, active lifestyle music stations is the van hit, and it's even more prevalent this year. Half the Promoganda panelists will be doing more van hits this summer; 42% will be doing just as many as last year. The lion's share will be client-based, although there will still be some lifestyle van hits as well.

"Client hits take up more time, but we still do occasional lifestyle hits if it's in front of a large group of people or [at] an event that's taking over the city, [such as] July 4, Sail Boston, Red Sox mania, etc.," says **Anne-Marie Strzelecki** of modern AC **WBMX** (Mix 98.5) Boston.

Then again, **Larry Luv** of R&B **WJLB** Detroit says, "Lifestyle promotions is first and foremost. WJLB is a lifestyle radio station, and it's important that we reflect that in everything we do, from music and concerts to promotions."

In terms of priority, it's most important for a station to be at an event exclusively. And 81% of panelists think it's important to have a lot of people at a van hit; 64% believe it is most important to have a lot of clients involved. Here's a sampling of their most successful van hits:

- "The most effective stops are ones that give away something worthwhile to the listener and are fun to listen to," says **Vicki Fiorelli** of country **KNIX** Phoenix. "We gave away a recliner on the Friday before Father's Day at a Sears store with a 'last one sitting' contest. We rented a Porta-John and made three contestants sit in a recliner and drink 16 ounces of liquid every 15 minutes. The last contestant left sitting in a recliner won it! We had a morning sidekick do the live remote with call-ins."

- Modern AC **WTIC-FM** Hartford, Conn., had 96 pairs of **Sting** tickets and encouraged listeners to pick them up at a client location. "We only gave the listeners a few hours of lead time," says **Tristano Korlou**.

- "For 'The Perfect Storm,' we used a vehicle that wasn't even ours," **WBMX's** Strzelecki

says. "A listener who owns a wholesale fish business and won tickets to our screening has a VW Bug that's painted to look like a fish, with fins and a tail. For an extra pair of tickets, they bannered the fish car with the Mix 98.5 logo and parked in front of the theater, attracting a lot of attention. People thought Mix had created this car for the screening, but we just took advantage of an opportunity that presented itself."

TOPICAL BAROMETER

TW	LW	TOPIC
1	3	Summer concerts
2	4	Summer movies
3	1	Fall book promotion
4	—	Internet/Web sites
5	—	State/county fairs
6	—	Barbecues/outdoor parties
7	9†	Amusement parks
8	7†	Station concerts
9†	—	Auto racing
9†	2	"Survivor" stunts

HOTTEST MOVIES: "The Perfect Storm," "X-Men," "Pokémon 2000," "Scary Movie," "Chicken Run," "Me, Myself & Irene"

HOTTEST CONCERTS: Up in Smoke (R&B), Dixie Chicks (country), Britney Spears (top 40), Dave Matthews Band (adult), Kiss (rock)

- "We gave away 50 pairs of tickets to a major-league soccer game," says **Loren Condron** of rock **KEGL** (the Eagle)/modern AC **KDMX** (Mix 102.9) Dallas. "Thirty people were waiting at the location when we got there 45 minutes [early]. Never underestimate the prize. You never know what floats people's boats!"

Since just 9% are altering their van use due to the high price of gas, it's not surprising that more than 80% of the panelists believe in sending out the van just for exposure. Yet that doesn't mean one shouldn't worry about where it goes. "Schedule a specific area, [such as] P1 ZIPs, special attractions, or high-traffic areas," says **Dianna Obermeyer** of R&B **KPWR** (Power 106) Los Angeles. "We schedule beach cruising and cruising in high-traffic areas like Hollywood Boulevard on weekends."

"It depends on your city, staff, and what tools you have at your station to market or brand," says **Sheila Silverstein** of country **WPOC** Baltimore. "All our vans/trucks are marked and on the street each day, because we are always running errands or on-site checks. It's a time investment, [so] you need to ask vital questions about its worth to your station. Why do anything that you didn't think would be successful? You have to use valuable air time to support a van hit, as well as staff and prizes."

NTR PROMO OF THE WEEK

KDMX is throwing a **Free Listener Lunch**. "We set up a huge party in the atriums of area business parks and high rises," Condron says. "The first 1,500 people get a free lunch. A bunch of clients are there to hock their wares. We give away vacations, hot concert tickets, movie passes, and station swag... You're talking to them right where you want them to listen to you: work! It's a great way to promote the station while making non-spot revenue."

Want to participate? E-mail your best promotions to jsilberman@airplaymonitor.com.

PROMOGANDA HONOR ROLL

Diana Aides, CBS/WNKS Charlotte, N.C. • Dan Bowen, WSTR Atlanta • Diana Buckmann, KEEI Minneapolis • Tina L. Brandao, Clear Channel Jacksonville, Fla. • Steve Burgess, WYRK Buffalo, N.Y. • Melissa Burrill, KHKS Dallas • Scott Colebrook, WRRQ Cincinnati • Loren Condron, KEGL/KDMX Dallas • Mike Calotta, WOYK Tampa, Fla. • Dave Dener, WTKA Orlando, Fla. • Garret Doll, KYGO Denver • Camie Dunbar, Clear Channel Miami • Katie Eerley, KMEI San Francisco • Lisa Fields, WMEG/WHSL Greensboro, N.C. • Vicki Fiorelli, KNIX Phoenix • Andrew Fleming, WLLD Tampa, Fla. • Von Freeman, KHIS Los Angeles • Greg Frey, KSON San Diego • Jason Gami, WJWZ Greenville, S.C. • Trish Gillis, WXAS-FM Boston • Michael Godfrey, CNIX Calgary, Alberta • Kelly Gross, WPLV Philadelphia • Jay Holloway, WTTT Chattanooga, Tenn. • Carly Johnston, KATF Las Vegas • Simone Jones, WUSL Philadelphia • Tristano Korlou, CBS Hartford, Conn. • Kim Leeds, KFMB-FM San Diego • Larry Luv, WJLB Detroit • Jennifer Markham Wynn, KMVB Las Vegas • Julie Maxwell, WADG Detroit • Jane Monzures, KEDJ Phoenix • Dianna Obermeyer, KPWR Los Angeles • Mike Olivieri, WXTV Tampa, Fla. • Mike Paterson, KHFI Austin, Texas • Marida Pettigean, NZLA Los Angeles • Stephanie Ringer, WSEB Buffalo, N.Y. • Jim Sheehan, KSJO San Francisco • Sheila Silverstein, WPOC Baltimore • Jason Steinberg, WYNY New York • Anne-Marie Strzelecki, WBMX Boston • Donna Talarico, WGOY Wilkes-Barre, Pa. • Vanessa Thill, KLUC Las Vegas • Shannon Wray, WFLZ Tampa, Fla.

Nader Rips Corporate Radio At Conclave

by Marc Schiffman and Jeff Silberman, Phyllis Stark, and Sean Ross

While programmers were looking for strategies to cope with today's corporate radio environment at this year's Conclave, held July 13-16 in Minneapolis, their owners were the subject of a blistering attack by keynote speaker Ralph Nader. The consumer activist and presidential candidate assailed the "greed" of corporate radio and attacked the National Assn. of Broadcasters' stand on low-power FM.

"Radio is making more money than ever before," said Nader. Yet instead of funneling that money into public-affairs programming and local reporting, "it's being concentrated into profit mania that knows no boundaries... Do you know any industry greedier than the broadcast industry?" he asked. "They've gotten the airwaves free since day one. Stations get their license and pay no fee—other than a paper fee—for the rent, and they decide who says what 24 hours a day. Isn't that enough?"

Nader called the broadcast industry's signal-interference concerns about LPFM "a red herring." In reality, he said, commercial radio is concerned about competition for audience, and public radio is concerned about competition for grants and underwriting.

Nader also said the biggest accomplishment of today's broadcasting industry was having "reduced the expectation level of the American people about what they can expect from broadcasting."

Fellow keynote speaker Steve Rivers, the former group PD for AMFM who is now involved with Internet radio, also worries that consolidation has "reduced risk-taking" to a great extent. With satellite music formats on the horizon, Rivers warned that their lower spot loads could do to FM what that band did to AM when he was starting out in radio. Rivers also noted that radio was challenged not only by satellite but by the imminence of wireless Internet access. He told attendees that "to get above the noise, radio has to think about how to raise the entertainment value on the station."

Rivers minimized the value of interactive streaming audio, calling it a novelty. But he was one of several speakers encouraging stations to stream separate Web stations, something that he thought might also provide the training ground for new talent that's now being voice-tracked out of existence. That led Lester St. James of AMFM's Wichita, Kan., cluster to point out that many stations would like to do more on the Web but don't have the budget, a lament that was echoed at other sessions.

WRIF Detroit does have a separate audio stream, however. And how Arbitron plans to handle WRIF's iriff.com channel was the source of some confusion at Conclave. APD Troy Hanson and promotion director John Lassman said they put iriff.com on their slogan sheet submitted to Arbitron and therefore received ratings credit at WRIF for usage of iriff.com. A company spokeswoman confirmed that scenario, but at a later session, Arbitron's Bob Michael said that diary mentions for secondary signals will not be credited to anybody in the future, although somebody listening to the main WRIF on the Web would be credited to the station.

In his "Unplugged" session, Michaels noted that Arbitron was testing new instructions to diary-keepers to list a station whether it's over the air or on the Web. Judging by comments in their returned diaries, however, listeners already seem to regard all radio listening as equal, regardless of the delivery method. He also said that Arbitron is still mulling over how to deal with secondary signals and satellite listening under current rules requiring a minimum listening level and excluding noncommercial signals—rules that would currently exclude many new media streams.

Michaels also relayed some chilling stats, one of which was that eight of the top 10 markets had lost TSL over the past year. He also cited a Pennsylvania market where TV ratings in the morning are rising dramatically, which can only be siphoning listeners from radio's key daypart.

MODERN: ROCK PHASE PEAKING?

At the July 15 modern rock session, panelists were divided between the pop-leaning (KCCQ Des Moines, Iowa, PD Bobby Hacker and WGRD Grand Rapids, Mich., PD Dan Clark) and the rock-based (Allan Fee, OM of KPNT St. Louis, and WMAD Madison, Wis., PD Pat Frawley). Fee encouraged attendees not to overinvest in modern rock's various musical trends. When he was PD at WGRD, he said, "we went through our Geggy Tah period." His approach is to not jump on every new genre. "Let it come to us," by way of warming up on other stations first.

And perhaps they are already coming to him. For as outgoing Roadrunner regional John Kuliak noted at the panel, his label is no longer looking for the hard-rock acts that the label built its reputation on.

Meanwhile, Giant GM Bob Catania cited Roadrunner's Slipknot as an example of a successful band that a modern rock chart featuring both pop and rock masters could not properly acknowledge. Catania said that from a promotion standpoint, his team has to go market by market in determining which stations will be key in exposing that artist. But Catania wasn't in favor of fragmenting the modern chart into pop and rock camps.

The panel also featured Hacker's recollections of the last modern days of sister KKDM Des Moines, now a top 40. Hacker recalled receiving an E-mail from a 14-year-old fan who put up a Web site listing 27 ways that the old format was better, including its greater accessibility to listeners (as compared with the new voice-tracked format). "Listeners do know what's going on," Hacker said. But do they care? While it was sobering to think that a young teen could tell the difference, when another panelist asked how the new KKDM is doing, Hacker had to acknowledge that it's been No. 1 in the market.

FROM PD TO CONCERT PROMOTER

The album rock panel addressed the issue of station shows. Album WAMX Huntington, W.Va., PD Debbie Wylde said that today's shows are more about the event than the individual bands the station has brought together.

WBZX Columbus' Hal Fish said the station does one major show a year, and he has partnered with a local promoter to put the show together, because "we'd rather do what we do well and hire someone to do what they do well." While Fish has more time to devote to his station, he still prefers to get the lineup of bands himself. His fear is that if the booking was left to the promoter, the promoter could choose to have a hot band for itself rather than for his show.

And KAZR Des Moines, Iowa, PD Sean Elliot said he has found a musical nontraditional revenue route. He's partnered with a local club to do "Lazer Live" each Wednesday night, with three bands for \$5. Elliot lets the club put the show together and promotes it on-air for free. They split the door 60/40, station/venue.

One element of nontraditional revenue that was brought up at both the modern and top 40 panel was whether songs were being added for promotions, a question that few audience members were willing to tackle directly. For his part, KCCQ's Hacker noted that there are strict Clear Channel guidelines about what can be discussed in terms of an add. But another PD noted that if it came down to two songs vying for one space, the label that was going to sweeten the pot by adding promotional support was more likely to get the add.

With Consolidation Strategies, Only A Third Of Rockers Lead Clusters

Continued from page 1

While Infinity is known for its strong modern rock presence, only one market (L.A.) has a modern rock station at the head of its Infinity cluster. Infinity has two heritage outlets that top clusters in other markets, ranking the chain's three rock-leading market clusters in third place, behind Clear Channel and AMFM. Citadel, Lotus, New Wave, Saga, and Shamrock each have two markets where a rock reporting station is at the head of the cluster.

The remaining 30 incidents of rock stations leading their market clusters in 12-plus ratings happen primarily with smaller owners, e.g., Tuned-In, Jarad, Big City, and AllPro, with some larger groups like ABC and Susquehanna and even R&B powerhouse Radio One thrown in for good measure.

WE'RE NO. 2!

When a rock signal is No. 2 in its cluster, it is usually a top 40 that has out-rated it, at least 12-plus, followed by country and news/talk. The No. 4 scenario is that an album rock station is leading the cluster. Which, of course, points out that so many rock outlets are part of larger rock clusters that it's not possible for everybody to be No. 1. In fact, when we looked at our modern and active reporters, nearly 60% of cluster stations were comboed with another rock outlet.

Broken out by format, when a modern rock is No. 2 in a cluster, it's usually at the hands of a sister album station. That's followed by a three-way tie among oldies, N/T, and top 40. Of the nine active stations that are No. 2 in their cluster, they're usually playing second fiddle to the N/T outlet. Then it's just as likely to be a top 40 as a country station outpacing the active rocker. As for heritage rockers, they were most often second to top 40 or country outlets—there were five instances of each scenario on our panel. Finally, at triple-A, four stations were second in their clusters, losing the gold to top 40, AC, country, and modern.

RATINGS = REVENUE, AT LEAST TWO-THIRDS OF THE TIME

We also cross-referenced the rock stations that were No. 1 in their clusters with the revenue data compiled by Duncan's American Radio. Of the 53 rock ratings leaders, Duncan's had data for 49 of those outlets. According to Duncan's revenue numbers, 65% of those stations were also the No. 1 biller for that cluster.

Most of those stations were either active or heritage rock outlets, with each format comprising 37.5% of the stations that were both No. 1 in ratings and in billing in their market cluster. That included KATT Oklahoma City; WNOR Norfolk, Va.; KLAQ El Paso, Texas; WBZX Columbus, Ohio; and WCMF Rochester, N.Y.

That's followed by modern rock, which made up nearly one-fifth of that set (including KCXX; KMYZ Tulsa, Okla.; and KFRR Fresno, Calif.), and then triple-A, represented by WRLT and KPIG.

Despite getting the best ratings in their cluster,

17 stations still fell short of top-billing honors in those clusters. Most of those stations were modern or active outlets, with seven stations each, trailed by three heritage outlets and two triple-As.

It was usually a classic rock station doing the out-billing in those cases. That format bested three actives and one modern rock outlet for top billing. After classic rock, it was AC stealing the ball from a modern, active, and heritage station. It makes sense that classic rock and AC would be the spoilers, especially for the younger-formatted stations, since it's the older-targeted formats that tend to attract the advertising dollars. Rhythmic top 40 played spoiler to modern rock in two cases. The rest of the formats were equally distributed.

MAJOR PLAYERS

The fact that most of rock radio's cluster leaders in ratings are also the cluster leaders in revenue speaks to the continued sales strength of rock radio. And it says that rock's efforts in the mid-'80s through mid-'90s to target adults and shed its "earth dog" image with advertisers is still paying off, even as fragmentation leaves many markets with rock radio leaders in the 3-to-4-share range, at least 12-plus.

As Pollack Media Group's Jeff Pollack notes, "It's all about the demos. If a rock station pulls big 25-54 numbers, it will be king of the cluster. The rock format has a great power ratio. The days of anti-rock bias, except for the hardest active rock stations, are over."

For that reason, says consultant Alex Demers, "most of the clusters we are involved with view their rock station as either the major player or a key component in the cluster. I have very little experience with stations in the pure 'protect the mother ship at all costs' situation." But, he allows, "perhaps that is simply because management that is using a station as a 'kamikaze' will likely not take on the additional expense of consultants or possibly even research."

Speaking at a recent Conclave panel, though, McVay Media's Greg Gillispie did report working with a chain that asked him to make its classic rock station No. 3 25-54, something that became a self-fulfilling prophecy, despite Gillispie's protests.

Consultant Tom Barnes says positioning stations to protect "a cash cow is a dangerous thing regardless of format. True cannibalization is very rare. Stations need to stand on their own. I never advise clients to program spoilers or flankers for short-term tactical gain." That doesn't stop some people, though, he adds. "It's hard to convince a nervous GM that a rock sister station is not going to cannibalize his cash cow."

Echoing our findings that much of the top billing success went to older-targeted outlets and that it was upper-demo stations that kept top-rated stations from being the No. 1 biller in a cluster, Demers says, "Overall, I see rock stations, particularly those that have the potential to perform well 25-plus, being viewed as critical elements in a cluster's plan to dominate the competitive landscape."

Despite AC's track record of beating out rock stations, especially on the revenue side, Pollack maintains, "In many cases, a rock station can be more attractive than an AC station. This is because the rock audience is very active, opening it up to more cross-promotion possibilities. Besides, many people view rock stations as more fun."

CHAINS WITH MOST CLUSTERS WHERE A ROCK STATION HAS THE HIGHEST RATINGS IN THE CLUSTER

Clear Channel	7
AMFM	4
Infinity	3
Citadel	2
Lotus	2
New Wave	2
Saga	2
Shamrock	2

FORMATS WITH THE GREATEST PERCENTAGE OF REPORTERS WINNING THEIR CLUSTER

Heritage	38.3%
Active	33.3%
Triple-A	31.25%
Modern	25.5%

"STUPIFY"

THE SICKNESS IS SPREADING!

MONITOR MODERN ROCK: (25) - (20)

ON OVER 60 MODERN STATIONS INCLUDING:

KRAD 52X
 KMBY 34X
 KROX 29X
 KXPX 27X
 WBCN 26X
 KFRR 26X
 KXTE 24X
 KXRK 22X
 WXRK 20X
 WFNX 19X
 KROQ 18X
 KCXX 18X
 KPNT 17X
 KDGE 17X
 WRZX 16X
 WNNX 15X
 KNDD 14X
 WXDX 14X
 KEDJ 14X
 WHFS 12X
 WEDJ 12X

OVER 20,000 SOLD THIS WEEK

NATIONAL SALES OVER 300,000 UNITS TO DATE

TOURING ALL SUMMER ON OZZFEST 2000!

WHY IS IT THAT EVERY TIME I TURN ON THE T.V. AND SEE ONE OF THESE BOYBANDS I FEEL THE NEED TO INSURE MYSELF?
 -DAVID (THE SERIOUSLY DISTURBED SINGER FROM DISTURBED)

DOWN WITH THE SICKNESS
DISTURBED



THE SICKNESS
 THE DEBUT ALBUM FEATURING
 "STUPIFY" AND "VOICES"

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ADAMS & MORFORD
 WHOLESALE DRUGGISTS

AIRPLAY Monitor MODERN ROCK

FOR WEEK ENDING JULY 16, 2000

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
			*** No. 1 ***			
1	1	19	KRYPTONITE REPUBLIC/EPIC 11 weeks at No. 1	3 DOORS DOWN	2138	2160
(2)	2	15	LAST RESORT DREAMWORKS	PAPA ROACH	2074	1919
			★ GREATEST GAINER ★			
(3)	3	7	CALIFORNICATION WARNER BROS.	RED HOT CHILI PEPPERS	2066	1791
(4)	4	9	WONDERFUL CAPITOL	EVERCLEAR	1841	1786
(5)	5	14	JUDITH VIRGIN	A PERFECT CIRCLE	1721	1709
(6)	7	15	SOUR GIRL ATLANTIC	STONE TEMPLE PILOTS	1704	1654
(7)	8	7	PROMISE RCA	EVE 6	1694	1648
(8)	9	10	CHANGE (IN THE HOUSE OF FLIES) MAVERICK	DEFTONES	1598	1499
9	6	17	WITH ARMS WIDE OPEN WIND-UP	CREED	1505	1678
10	10	14	TAKE A LOOK AROUND HOLLYWOOD	LIMP BIZKIT	1467	1488
(11)	12	10	RIGHT NOW RCA	SR-71	1409	1321
12	11	20	ADAM'S SONG MCA	BLINK-182	1265	1361
(13)	15	5	STELLAR IMMORTAL/EPIC	INCUBUS	1262	1075
(14)	14	13	I DISAPPEAR HOLLYWOOD	METALLICA	1130	1129
15	13	38	PARDON ME IMMORTAL/EPIC	INCUBUS	987	1182
16	16	13	BOYZ-N-THE HOOD WOPPITZER/FARMCLUB COM/UNIVERSAL	DYNAMITE HACK	901	1032
(17)	20	4	YOU'RE A GOD RCA	VERTICAL HORIZON	894	794
(18)	19	17	(ROCK) SUPERSTAR COLUMBIA	CYPRESS HILL	823	795
19	17	12	SIMPLE KIND OF LIFE TRAUMA/INTERSCOPE	NO DOUBT	808	1014
(20)	25	6	STUPIFY GIANT/REPRISE	DISTURBED	798	663
21	18	12	PORCELAIN V2	MOBY	787	827
(22)	32	3	NEVER GONNA COME BACK DOWN NETTWERK/CAPITOL	BT	715	553
23	22	7	OVER MY HEAD JAVA/CAPITOL	LIT	702	730
24	24	21	BREAK STUFF FLIP/INTERSCOPE	LIMP BIZKIT	695	670
(25)	27	14	BENT LAVA/ATLANTIC	MATCHBOX TWENTY	676	660
(26)	30	5	LEADER OF MEN ROADRUNNER	NICKELBACK	647	564
27	26	24	MAKE ME BAD IMMORTAL/EPIC	KORN	642	662
(28)	35	4	LIGHT YEARS EPIC	PEARL JAM	609	522
(29)	38	2	TEENAGE DIRTBAG COLUMBIA	WHEATUS	600	432
30	23	16	ABSOLUTELY (STORY OF A GIRL) 550 MUSIC/550-WORK	NINE DAYS	595	697
(31)	36	2	SOMEBODY SOMEONE IMMORTAL/EPIC	KORN	583	484
32	21	9	THE REAL SLIM SHADY WEB/AFTERMATH/INTERSCOPE	EMINEM	564	732
33	31	23	SLEEP NOW IN THE FIRE EPIC	RAGE AGAINST THE MACHINE	531	561
34	33	24	VOODOO REPUBLIC/UNIVERSAL	GODSMACK	530	550
(35)	39	2	QUESTION EVERYTHING REPRISE	8STOPS7	519	402
36	34	6	SUNDOWN PALM	ELWOOD	503	524
37	29	18	BREAKOUT ROSWELL/RCA	FOO FIGHTERS	489	597
(38)	40	4	HOW SOON IS NOW? REPRISE	SNAKE RIVER CONSPIRACY	475	399
39	28	14	ALL MY FAULT DRIVE-THRU/MCA	FENIX TX	471	619
(40)	37	4	PEACE NOT GREED CAPITOL	KOTTONMOUTH KINGS	462	452

Songs ranked by number of detections. () Songs showing an increase in detections over the previous week, regardless of chart movement. A song that has been on the chart for more than 20 weeks will generally not receive a bullet, even if it registers an increase in detections. Airpower awarded to songs appearing in the top 20 on both the Airplay and Audience charts for the first time with increases in both detections and audience. Greatest Gainer awarded to the song with the largest increase in detections. Best 1st Impression awarded to the song registering six or more detections at the most stations for the first time this week. A song with a gain in detections over the previous week is placed first if tied with a song with a decline over the same period. When tied songs are each gaining detections or each losing detections, the song being played on more stations is placed first. Songs below the top 20 become recurrences and are removed from the chart after 26 weeks.

GREATEST GAINERS		MODERN ROCK	
INCREASE IN DETECTIONS			
RED HOT CHILI PEPPERS • <i>Californication</i> (WARNER BROS.)			+275
WWCD +22, KKND +20, WPLA +19, KLEC +17, WKQX +16, WXNR +12, WFNX +12, KJEE +11, KDGE +11, KPOI +9			
INCUBUS • <i>Stellar</i> (IMMORTAL/EPIC)			+187
KFRR +19, WKRL +14, WWDC +12, KPOI +11, WEND +10, KMYZ +10, KTBB +9, CFNY +9, WHTG +9, WBRU +9			
WHEATUS • <i>Teenage Dirtbag</i> (COLUMBIA)			+168
KPNT +18, CIMX +17, WNNX +13, WEND +12, WPBZ +11, WBRU +11, KKND +10, KXRK +10, KAEP +9, KMBY +8			
BT • <i>Never Gonna Come Back Down</i> (NETTWERK/CAPITOL)			+162
WWCD +21, KROX +16, KTCL +16, WROX +12, KMYZ +10, WCYY +9, KDGE +9, WEDG +8, WXRK +7, KKND +6			
PAPA ROACH • <i>Last Resort</i> (DREAMWORKS)			+155
WKQX +24, KPOI +15, KLEC +14, WJBY +13, WVVV +8, WNFZ +8, WBRU +8, WPLY +7, WEDG +7, KROX +6			

MODERN ROCK AUDIENCE

Table with columns: THIS WEEK, LAST WEEK, WKS ON CHART, TITLE/IMPRINT/PROMOTION LABEL, ARTIST, TW, LW, AUDIENCE (millions). Top entry: 1 1 18 KRYPTONITE REPUBLIC/UNIVERSAL 11 weeks at No. 1 3 DOORS DOWN 16.088 16.431

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

Monitor RECURRENTS MODERN ROCK

Table with columns: RANK, TITLE, ARTIST (IMPRINT/PROMOTION LABEL), DETECTIONS TW, LW. Top entry: 1 HIGHER CREED (WIND-UP) 566 518

Table with columns: RANK, TITLE, ARTIST (IMPRINT/PROMOTION LABEL), DETECTIONS TW, LW. Top entry: 9 WHAT'S MY AGE AGAIN? BLINK-182 (MCA) 418 432

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

MOST PLAYED ROCK TRACKS FOR WEEK ENDING JULY 13, 2000

Grid of charts for stations: MTV, MTV2, WKQX Chicago, WBCN Boston, WWDC Washington, DC, WPLY Philadelphia, WHFS Washington, DC, KTBZ Houston, KITS San Francisco, KDGE Dallas. Each chart lists top 30 tracks.

AIRPLAY Monitor MODERN ROCK

POWER PLAYLISTS

FOR WEEK ENDING JULY 16, 2000

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

KFRW Fresno PD: Bruce Wyne 106.7 FM New Book 10.4

KKND New Orleans OM: Dave Stewart MD: Laura Jones 106.7 FM Clear Channel 504-679-7300

WPBZ West Palm Beach OM/PD: John O'Connell APD/MD: Dan O'Brien 106.7 FM Infinity 561-616-4600

WROX Norfolk PD/MD: Holly Williams Sinclair 757-640-8500 90.7 FM

KROX Austin OM: Jeff Carroll PD: Alan Smith MD: Melody Lee 101X LBIS Broadcasting 512-832-4000

WPLA Jacksonville PD: Rick Schmidt APD: Chumley MD: Crissy 101.1 FM Clear Channel 904-636-0507

KMYZ Tulsa PD: Lynn Barstow MD: Ray Saggren 101.1 FM Shamrock 918-665-3131

WXEG Dayton PD: Alan Rantz MD: Brian James 101.1 FM Clear Channel 937-224-1137

WCYV Portland, ME PD: Herb Ivy MD: Brian James 101.1 FM Fuller-Jeffrey 207-774-6364

KTEG Albuquerque VP/Pgm: Bill May PD: Ellen Flaherty MD: Adam "12" Chapman 101.1 FM Clear Channel 505-830-6400

KFMA Tucson PD: John Michael MD: Marc Young 92.1 FM Lotus 520-622-6711

WWCD Columbus PD/MD: Andy Davis APD: Brian Phillips 101.1 FM Ingleside Radio 614-221-9923

KAEP Spokane OM: Ray Edwards PD: Dom Casual APD: Brad Lee 101.1 FM Citadel 509-448-1000

WNFZ Knoxville PD: Dan Bozyk APD/MD: Boner 94.3 FM South Central 423-525-6000

KPOI Honolulu PD/MD: Nikki Basque APD/MD: Boner 106.7 FM New Wave 808-591-9369

WJXB Fort Myers PD/MD: Lee Daniels 99X Beasley 941-275-9880

WEQX Albany PD: Kyle Gudanen 102.7 FM Northshire 802-362-4800

WAVF Charleston, SC OM: Miles Crosby PD: Greg Patrick APD/MD: Danny Villalobos 96.1 FM Emerald City 843-852-9003

WXNR Greenville, NC PD: B.K. Kirkland APD/MD: Dave Spain 99X Beasley 252-633-1500

WKRL Syracuse PD/MD: Mimi Griswood 106.7 FM Radio Corporation 315-633-0047

WZZL Lexington OM: Lee Reynolds PD: Derek Madden MD: B.J. Kinard 106.7 FM Cumulus 606-253-5900

WARQ Columbia, SC PD: Gina Juliano APD: Lisa Biello 106.7 FM Clear Channel 803-495-2558

KLEC Little Rock PD: Larry LeBlanc MD: Peter Gunn 101.1 FM Equity 501-219-2400

WBTV Burlington PD: Stephanie Hindley MD: Steve Picard 106.7 FM Burlington 802-860-2440

Overall ranking for songs with an increase in detections. Total Detections/Gain shows and includes week prior. Airplay based on number of population.

3 DOORS DOWN 372/34

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Loser (Republic/Universal)'.

8STOPS7 519/117

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Question Everything (Reprise)'.

BT 715/162

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Never Gonna Come Back Down (Netwerk/Capitol)'.

COWBOY MOUTH 386/57

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Easy (Blackbird)'.

CYPRESS HILL 823/28

Table with columns: Station, Song Title, Detections, Gain. Includes songs like '(Rock) Superstar (Columbia)'.

DEFTONES 1598/99

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Change (In The House Of Flies) (Maverick)'.

DISTURBED 798/135

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Stupify (Giant/Reprise)'.

EVE 6 1694/46

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Promise (RCA)'.

EVERCLEAR 1841/55

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Wonderful (Capitol)'.

GODSMACK 452/88

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Bad Religion (Republic/Universal)'.

INCUBUS 1262/187

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Stellar (Immortal/Epic)'.

KORN 583/99

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Somebody Someone (Immortal/Epic)'.

KOTTONMOUTH KINGS 462/10

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Peace Not Greed (Suburban Noize/Capitol)'.

LIVE 388/125

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'They Stood Up For Love (Radioactive/MCA)'.

MXPX 429/42

Table with columns: Station, Song Title, Detections, Gain. Includes songs like 'Responsibility (A&M/Interscope)'.

Detailed tracking on songs with an increase in detections... Total Detections/Gain shows net increase in detections plus... Markets based on cities of population.

MONITOR AIRPLAY MODERN ROCK SONG ACTIVITY REPORTS FOR WEEK ENDING JULY 16, 2000

MEST What's The Dillio? (Maverick) 449/70
Total Stations: 40
Chart Move: 14-14
MTV 12 11 13 129 New Or. KKND 47 47 47 503

METALLICA I Disappear (Hollywood) 1130/1
Total Stations: 53
Chart Move: 14-14
MTV 12 11 13 129 New Or. KKND 47 47 47 503

NICKELBACK Leader Of Men (Roadrunner) 647/83
Total Stations: 35
Chart Move: 30-26
MTV 12 11 13 129 New Or. KKND 47 47 47 503

OPM Heaven Is A Halfpipe (If I Die) (Atlantic) 344/141
Total Stations: 27
Chart Move: 14-14
MTV 12 11 13 129 New Or. KKND 47 47 47 503

P.O.D. Rock The Party (Off The Hook) (Atlantic) 377/35
Total Stations: 32
Chart Move: 14-14
MTV 12 11 13 129 New Or. KKND 47 47 47 503

PAPA ROACH Last Resort (DreamWorks) 2074/155
Total Stations: 62
Chart Move: 2-2
MTV 22 18 19 166 New Or. KKND 47 45 40 320

PEARL JAM Light Years (Epic) 609/87
Total Stations: 45
Chart Move: 35-28
MTV 22 18 19 166 New Or. KKND 47 45 40 320

A PERFECT CIRCLE Judith (Virgin) 1721/12
Total Stations: 64
Chart Move: 5-5
MTV 8 11 11 87 New Or. KKND 23 21 22 262

RED HOT CHILI PEPPERS Californication (Warner Bros.) 2066/275
Total Stations: 65
Chart Move: 3-3
MTV 14 14 15 68 New Or. KKND 45 25 27 196

SNAKE RIVER CONSPIRACY How Soon Is Now? (Reprise) 475/76
Total Stations: 37
Chart Move: 40-38
MTV 11 9 14 51 New Or. KKND 1 1 2 10

SR-71 Right Now (RCA) 1409/88
Total Stations: 63
Chart Move: 12-11
MTV 15 21 14 151 New Or. KKND 16 12 13 115

U.P.O. Goddess (Epic) 327/44
Total Stations: 22
Chart Move: 20-17
MTV 15 21 14 151 New Or. KKND 16 12 13 115

VERTICAL HORIZON You're A God (RCA) 894/100
Total Stations: 50
Chart Move: 20-17
MTV 15 21 14 151 New Or. KKND 16 12 13 115

VIBROLUSH Touch And Go (V2) 327/143
Total Stations: 28
Chart Move: 38-29
MTV 15 21 14 151 New Or. KKND 16 12 13 115

WHEATUS Teenage Dirtbag (Columbia) 600/168
Total Stations: 40
Chart Move: 38-29
MTV 15 21 14 151 New Or. KKND 16 12 13 115

Songs ranked by number of detections. Playlists are listed in order of TSA weekly... Songs ranked by number of detections. Playlists are listed in order of TSA weekly...

VH1 MOST PLAYED ROCK TRACKS FOR WEEK ENDING 07/13/00. Executive VP/Client & Music Prog: Wayne Isak...

WYSP Philadelphia PD: Neal Sabean. PD: Tim Mirsky. MD: Nancy Palumbo. Infinity 215-625-9460

KEGL Dallas PD: Greg Stevens. APD: Chris Ryan. MD: Cindy Scull. Clear Channel 972-869-9700

WRIF Detroit OM: Doug Podell. MD: Troy Hanson. Greater Media 248-547-0101

KSJO San Francisco Dir/Pgm: Gary Schoenwetter. PD: Keith Cunningham. MD: Sarah Berg. Clear Channel 415-371-7500

WAAF Boston PD: Dave Douglas. MD: John Osterlind. Entercom 617-236-1073

WMMS Cleveland OM: Greg Ausham. PD: Tony Tifford. APD: "Spaceman" Scott Hughes. Clear Channel 216-781-9667

WZTA Miami VP/Pgm: Gregg Steele. APD: Scott Struber. MD: Kimba. Clear Channel 305-654-9494

KXXR Minneapolis PD: Wade Lind. APD/MD: Ryan Castle. ABC/Disney 612-545-5601

KORC Kansas City PD: Vince Richards. MD: Valerie Knight. Sinclair 913-514-3000

KISS San Antonio OM: Virgil Thompson. PD: Kevin Vargas. MD: C.J. Cruz. Cox 210-646-0105

WXTB Tampa OM: Brad Harlan. APD: Carl Harris. MD: Brian Biller. Clear Channel 813-832-1000

WIYY Baltimore PD: Rick Strauss. APD/MD: Rob Heckman. Hearst 410-889-0098

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

WJRR Orlando PD: Dick Sheetz. MD: Pat Lynch. Clear Channel 407-916-7790

WLZR Milwaukee PD: Keith Hastings. MD: Marilyn Mee. Saga 414-978-9000

KIOZ San Diego Dir. FM Pgm: Jim Richards. APD/MD: Shannon Leder. Clear Channel 619-565-6006

WBZX Columbus PD: Hal Fish. APD/MD: Ronni Hunter. North America 614-481-7800

KBPI Denver Dir/Pgm: Mike O'Connor. PD: Bob Richards. APD/MD: Willie B. Clear Channel 303-893-3699

WCCO Hartford PD: Michael Picozzi. APD/MD: Mike Karolyi. Marlin 602-525-1069

KUFO Portland OM: Dave Numme. APD: Al Scott. Infinity 503-222-1011

WQXA Harrisburg PD: Claudine DeLorenzo. MD: Nixon. Citadel 717-367-7700

KUPD Phoenix PD: J.J. Jeffries. MD: Larry McFeele. Sandusky 314-621-5921

WXTM St. Louis PD: Tommy Mattern. APD: Eric Schmidt. Emmis 314-621-0400

Songs ranked by number of detections. Playlists are listed in order of TSA weekly cumes, beginning with the highest-cumming station. Cumus 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. 1st Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

KATT Oklahoma City PD: Chris Baker MD: Jake Daniels Citadel 405-848-0100

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

WTUE Dayton APD: Steve Kramer MD: John Beaulieu Clear Channel 937-224-1137

KRXO Sacramento SM: Curtiss Johnson APD: Pat Martin MD: Kyle Brooks Entercom 916-334-7777

WQBK Albany OM/PA: Susan Groves MD: Chris Osborn Clear Channel 518-462-5555

WPT Greenville, SC PD: Zak Tyler Clear Channel 864-242-4660

WNVE Rochester PD/MD: Erik Anderson Clear Channel 716-246-0440

KBER Salt Lake City OM: Bruce Jones PD: Kelly Hammer MD: Helen Powers Citadel 801-485-6700

WXRC Charlotte PD: Ron Bowen Pacific 828-322-9472

WIOT Toledo OM: Cary Pall PD: Don Davis Clear Channel 419-244-8321

WKLO Grand Rapids OM: Tony Gates APD: Mark Feurie Bloomington 616-774-8461

WXRA Greensboro PD: Tim Satterfield APD: Marcia Gan Clear Channel 336-727-8826

WXBE Wilkes Barre OM/PA: Aaron Roberts APD: Chris "Sausage" Lloyd Citadel 570-824-9000

KLBI Austin OM: Jeff Carroll MD: Lons Lowe LBJS 512-832-4000

WTXK Pensacola PD: Joel Sampson APD/MD: Mark "The Shark" Dyba Clear Channel 850-473-0400

KAZR Des Moines PD: Sean Elliott APD/MD: Paul Oslund Saga 515-280-1350

WRAT Monmouth/Ocean PD: Carl Craft MD: Robyn Lane NJ Broadcasting Partners 732-681-3800

KRZR Fresno OM: E. Curtis Johnson MD: Mike Bowler AMFM 559-230-4300

KICT Wichita OM: Ron Eric Taylor PD: Jules Riley MD: R. J. Davis Journal 316-722-5600

KILO Colorado Springs SM: Rich Hawk PD/MD: Don Jantzen APD: Ross Ford Bahakel 719-634-4896

KROC Omaha PD: Tim Sheridan APD: Sophia John MD: John Terry AMFM 402-561-2000

KNCN Corpus Christi PD: Paula Newell MD: Big Al Jones AMFM 361-289-0111

WRWK Toledo OM: Mike MacDonald PD: Chris Ammel Cumulus 419-868-1065

KRAB Bakersfield PD: Chris Squires MD: Danny Spanks Mondsphere 805-322-9929

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

WMMR Philadelphia PD: Sam Milkman APD/MD: Ken Zipeto Greater Media 610-771-0933

WDVE Pittsburgh PD: Garrett Hart MD: Val Porter AMFM 412-937-1441

WFBQ Indianapolis OM: Marty Bender PD: Mike Thomas MD: Ace Cosby AMFM 317-257-7565

WKLS Atlanta PD: Tim Dukes APD: John Allers MD: Laura Lee Lunt Clear Channel 404-325-0960

KLOL Houston OM: Max Dugan AMFM 713-526-6855

WNXC Cleveland PD: Bill Louis APD/MD: David Jockers Infinity 216-861-0100

WEBN Cincinnati OM: Scott Reinhart PD: Michael Walter MD: Bob Garrett Clear Channel 513-621-9326

WBAB Long Island PD: Ted Edwards APD: Ralph Tortora MD: John Panse Cox 631-587-1023

KSHE St. Louis PD: Rick Balis MD: Al Hofer Emmis 314-621-0095

WHYJ Providence PD: Joe Bevilacqua MD: Sharon Schifino AMFM 401-438-6110

WLQV Columbus OM/MD: Charley Lake APD/MD: Joe Show Infinity 614-227-9696

WPYX Albany PD/MD: John Cooper AMFM 518-785-9800

KDKB Phoenix PD: Joe Bonadonna MD: Dock Ellis Sandusky 480-897-9300

WGR Memphis PD: Drake Hall MD: Zeke Logan Clear Channel 901-578-1100

WROQ Greenville, SC Interim PD: Mike Allen AMFM 864-242-0101

WDHA Morristown PD: Lenny Block MD: Terrie Carr Northern N.J. Radio Group 973-455-1055

KYYS Kansas City PD: Greg Bergen MD: Slacker Entercorn 913-677-8998

KLAQ El Paso PD/MD: "Magic" Mike Ramsey New Wave 915-544-8864

KCAL San Bernardino PD: Steve Hoffman MD: MJ Matthews Anaheim 909-793-3554

WTFX Louisville OM: Michael Lee MD: Keith O'Leane Clear Channel 502-479-2222

WFYV Jacksonville PD: David Moore MD: Michele Michaels AMFM 904-642-1055

WBLM Portland, ME PD: Herb Ivy MD: Brian James Fuller Jeffrey 207-774-6364

WCMF Rochester OM/MD: John McCrae APD/MD: Dave Kane Infinity 716-399-5700

WAPL Green Bay PD: Joe Calgario APD/MD: Ross Maxwell Woodworth 920-734-9226

KEZO Omaha OM: Tom Land PD: Bruce Patrick Journal 402-595-5300

WLUM Milwaukee PD: Randy Hawke All Pro 414-771-1021

WROV Roanoke PD: Buzz Casey MD: Heidi Krummert AMFM 540-725-1220

WRXL Richmond APD: Jay Smack MD: Rik Maybee Clear Channel 804-474-0000

WPLR New Haven PD: John Griffin MD: Pam Landry Cox 203-783-8200

ROCK AIRPLAY

MONITOR **SONG ACTIVITY REPORTS**

FOR WEEK ENDING JULY 16, 2000

Total Detections/Gain **Total Detections/Gain** **Total Detections/Gain** **Total Detections/Gain**

MOTLEY CRUE 820/65 ONE WAY RIDE 621/113 P.O.D. 371/20 JIMMY PAGE & THE BLACK CROWES 321/27

Hell on High Heels (Motley/Beyond) *Painted Perfect (Refuge/MCA)* *Rock The Party (Off The Hook) (Atlantic)* *Ten Years Gone (musicmaker.com/TVT)*

MOTLEY CRUE 820/65										ONE WAY RIDE 621/113										P.O.D. 371/20										JIMMY PAGE & THE BLACK CROWES 321/27									
Chart Move: 14-13										Chart Move: 31-22										Chart Move: 31-22										Chart Move: 31-22									
MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA	MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA	MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA	MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA
9	8	10	10	14	16	13	11	11	4	10	12	10	10	14	16	13	11	11	4	11	9	14	51	1	1	1	1	1	1	3	5	6	40	1	1	1	1	1	1

PEARL JAM 677/32 A PERFECT CIRCLE 1566/283 PRIMUS WITH OZZY 686/156 QUEENS OF THE STONE AGE 555/17

Light Years (Epic) *Judith (Virgin)* *N.I.B. (Dive/Priority)* *The Lost Art Of Keeping A Secret (Interscope)*

PEARL JAM 677/32										A PERFECT CIRCLE 1566/283										PRIMUS WITH OZZY 686/156										QUEENS OF THE STONE AGE 555/17									
Chart Move: 21-19										Chart Move: 4-4										Chart Move: 27-17										Chart Move: 25-25									
MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA	MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA	MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA	MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA
2	2	2	1	1	1	1	1	1	1	8	11	11	87	1	1	1	1	1	1	16	14	12	136	1	1	1	1	1	1	14	15	16	68	1	1	1	1	1	1

KENNY WAYNE SHEPHERD BAND 509/340 SR-71 204/81 STIR 239/68 THE UNION UNDERGROUND 580/79

Last Goodbye (Giant/Reprise) *Right Now (RCA)* *Climbing The Walls (Capitol)* *Turn Me On "Mr. Deadman" (Portrait/Columbia)*

KENNY WAYNE SHEPHERD BAND 509/340										SR-71 204/81										STIR 239/68										THE UNION UNDERGROUND 580/79									
Chart Move: Debut 30										Chart Move: Debut 34										Chart Move: 32-23										Chart Move: Debut 34									
MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA	MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA	MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA	MTV	KLOS	KSJO	WMMR	WYSP	WFLD	WAFB	WOL	WLS	WZTA
11	11	11	11	11	11	11	11	11	11	6	8	8	8	8	8	8	8	8	8	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

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TRIPLE-A POWER PLAYLISTS™

WXRT Chicago
VP/Pgm: Norm Winer
MD: Patty Martin
Infinity 773-777-1700
93.1 FM RADIO CHICAGO

KFOG San Francisco
PD: Dave Benson
APD: Bill Evans
MD: Haley Jones
Susquehanna 415-817-5364
KFOG 104.5 FM

WBOS Boston
PD: Shirley Maldonado
MD: Amy Brooks
Greater Media 617-822-9600
WBOS 92.9 FM

KBCO Denver
Dir/Pgm: Mike O'Connor
PD: Scott Arbough
Clear Channel 303-444-5600
KBCO 97.3 FM

KKMR Dallas
PD: Scott Strong
Susquehanna 214-526-7400
merge 93.1 FM

KACD Los Angeles
PD: Nicole Sandler
Clear Channel 310-451-1031
KACD 103.1 FM

KMTT Seattle
SM/Interim PD: Chris Mays
MD: Shawn Stewart
Entercom 206-233-1037
The Mountain 97.3 FM

KTCZ Minneapolis
PD: Lauren MacLeash
MD: Mike Wolf
AMFM 612-339-0000
Cities97.1 FM

KINK Portland, OR
PD: Dennis Constantine
MD: Kevin Welch
Infinity 503-226-5080
hink fm102

KXST San Diego
GM: Bob Hughes
PD: Dona Shaieb
Compass Radio 858-678-0102
SETS 102.1 FM

WKOC Norfolk
PD: Paul Shugrue
Sinclair 757-640-8500
The Coast 93.5 FM

WDDO Chattanooga
OM: Dan Howard
PD/MD: Jeff Martin
Bahael 423-321-6200
The Mountain 90.5 FM

TRIPLE-A AUDIENCE

Table with columns: THIS WEEK, LAST WEEK, WKS. ON CHART, TITLE/IMPRINT/PROMOTION LABEL, ARTIST, TW, LW. Includes songs like 'Lava' by Matchbox Twenty, 'Riding With the King' by B.B. King & Eric Clapton, etc.

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, cumulated by cross-referencing exact times of airplay with Arbitron listener data. Songs showing an increase in audience over the previous week, regardless of chart movement. A song that has been on the chart for more than 20 weeks will generally not receive a bullet, even if it registers an increase in audience. A song with a gain in audience over the previous week is placed first if tied with a song with a decline over the same period. When tied songs are each gaining in audience or each losing in audience, the song being played on more stations is placed first. Songs become recurrent and are removed from this chart in conjunction with the Triple-A Airplay chart. © 2000 Billboard/BPI Communications.

WXRV Boston
PD: Joanne Doody
Interim MD: Keith Andrews
Northeast 978-374-4733
93.5 FM

CIDR Detroit
PD: Wendy Duff
CHUM Group 519-258-8888
The River 93.9 FM

WTTS Indianapolis
Interim PD/MD: Marie McCallister
Sarkes Larian 812-332-3366
92.3 FM

KGSR Austin
OM: Jeff Carroll
PD: Jody Denberg
MD: Susan Castle
LBIS Broadcasting 512-832-4000
90.7 FM

KPIG Monterey
PD/MD: Laura Hopper
New Wave 831-722-9000
90.7 FM

WRLT Nashville
OM/MD: David Hall
APD/MD: Keith Coes
Tuned In 615-242-5600
100 FM

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at our best attended conference ever. . .

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Seminar 2000
NEW YORK CITY



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and new revenue pressures.



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(cancellations made after the
cut-off date will be charged first
and last night's room deposit)

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Make check payable to Billboard. Confirmations may be faxed or mailed. Please allow 10 business days. No phone calls please

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\$199 RADIO STATION EMPLOYEES ONLY

FREE REGISTRATION FOR RADIO STATION NOMINEES

First Name: _____ Last Name: _____ Title: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____ Phone: _____ Fax: _____ E-mail: _____

Paying by: check Visa/MC AMEX money order Credit Card #: _____ Exp. Date: _____ Signature: _____

(charges not valid without signature)

Cancellations must be received in writing. Cancellations received before Sept 1 are subject to a \$150 administrative fee. No refunds will be issued after Sept 1.



SUM 41

MAKES NO DIFFERENCE

THE FIRST SINGLE FROM
"HALF HOUR OF POWER"

TOP 5 PHONES AT 89X, SALES DOUBLE,
GOES TO POWER ROTATION THIS WEEK!

ON OVER 50 TOTAL STATIONS
INCLUDING: Q101, 89X, 91X, WHFS,
KPNT, WWDC, WBRU, WXRC, WEDG, WJBX,
& MORE AFTER TWO WEEKS!

IN STORES NOW
PRODUCED BY GREIG NORI AND DERYCK WHIELEY
MANAGEMENT: GREIG NORI FOR NETWORK MANAGEMENT
WWW.SUM41.COM

THE MIGHTY MIGHTY BOSSTONES

SHE JUST HAPPENED

THE NEW SINGLE FROM "PAY ATTENTION"

ALREADY COMMITTED FOR NEXT WEEK:
99X, WBRU, WEDG, X96 AND OTHERS!

GOING FOR ADDS NOW!

CURRENTLY ON WARPED TOUR!

IN STORES NOW
PRODUCED BY PAUL D. KCLERK, SEAN SLADE AND THE
MIGHTY MIGHTY BOSSTONES. MANAGEMENT: STUART SOBOL
& ARTHUR SPIVAK OF SPIVAK ENTERTAINMENT
WWW.BOSSTONES.COM



CAVIAR

TANGERINE SPEEDO

THE FIRST SINGLE FROM THE DEBUT ALBUM

EXPLOSIVE PHONES AT WBRU (#2)
AND WRAX (#1)!

EARLY ADDS INCLUDE KNDD (19X),
Q101 (11X) & KNRK -
NEW THIS WEEK!

GOING FOR ADDS 7/31

ALBUM IN STORES AUGUST 29TH
MANAGED BY: ANDREW BRIGHTMAN FOR
THREWAY ENTERTAINMENT
WWW.CAVIARMY.COM

