

# 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 WLVQ Columbus, Ohio. That compares with 33% of our active rockers, represented by KSJO San Francisco, KEGI Dallas, WRIF Detroit, KUPD Phoenix, and KRXQ Sacramento, Calif.

The 31% of our triple-A's that led their clusters were KFOG San Francisco; KBCO Denver; WRIT Nashville; KPIG Monterey, Calif.; and WNCS 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

### TESTIFY



IMPACTING  
RADIO  
NOW

### ON TOUR WITH BEASTIE BOYS THIS SUMMER

The follow up to Sleep Now In The Fire,  
from their acclaimed album "The Battle Of Los Angeles".

"Artist Of The Year" "Album Of The Year"  
- Rolling Stone

"Band Of The Year"  
- Spin

#1 Album Of The Year: The Battle Of Los Angeles  
- Time

Produced & Mixed by Brendan O'Brien.  
All sounds made by guitar, bass, drums and vocals.

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Conclave Coverage on page 7

*Cross your heart and hope to die...*

# EVE 6

*promise*

*from the band that brought you inside out  
 comes leech and open road song  
 the follow-up to their platinum debut  
 horoscope*

**6 . 7** MONITOR MODERN ROCK  
**1694 SPINS (+46)**  
 WHFS WPLY KNDD WBRU 99X  
 WFMX WEQ KNDK WZZZ 0101  
 WMR KFMA AND MANY MORE!  
 ADDED TO MTV

**CD IN STORES 7/25**  
**PERFORMING ON THE TONIGHT SHOW WITH JAY LENO 7/25**

**39 . 35** MONITOR ACTIVE ROCK  
**365 SPINS (+44)**  
**36 . 32** MONITOR MAINSTREAM ROCK  
**438 SPINS (+59)**



**SR 71**

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THE FIRST SINGLE FROM THEIR DEBUT ALBUM, SR 71

**12 - 11**  
**MONITOR MODERN ROCK**  
**1409 SPINS +88**

**HUGE SPINS!**

WHFS 51x	WWDC 40x
KROQ 19x	WPLY 23x
KNDD 28x	Q101 39x
WBCN 25x	KDGE 36x
KTCL 30x	99X 27x

**ADDED TO MTV**  
**ALREADY ON WMFS,  
 WXTM, WBZX, WXRC**



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## "They Stood Up For Love"

The New Single from  
The Distance To Here



Over 90 Total Stations Including:

<b>99X</b>	<b>WXRK</b>	<b>Q101</b>
<b>WYSP</b>	<b>WMMR</b>	<b>KWOD</b>
<b>WRIF</b>	<b>KXXR</b>	<b>WZTA</b>
<b>WMRQ</b>	<b>WLUM</b>	<b>KQRC</b>
<b>WEND</b>	<b>WXRC</b>	<b>WZPC</b>

**And Many More**

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## PAINTED

FROM THE DEBUT ALBUM STRAIGHT UP!

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MAINSTREAM ROCK  
 (31) - (22)  
 621 SPINS + 113

MONITOR ACTIVE ROCK  
 (29) - (18)  
 472 SPINS + 100

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IN STORES AUGUST 1ST



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LONG BEACH



CALIFORNIA

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# POWER PLAYLISTS

FOR WEEK ENDING JULY 16, 2000

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

KATT Oklahoma City  
PD: Chris Baker  
MD: Jake Peeler  
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



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



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



WTPT Greenville, SC  
PD: Zakk Tyler  
Clear Channel 864-242-4660



WNE Rochester  
PD/MD: Enck 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



WKLQ 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/PD: Aaron Roberts  
APD: Chris "Sausage" Lloyd  
Citadel 570-824-9000



KLBJ Austin  
OM: Jeff Carroll  
MD: Loni 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



KICK 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  
Bahalek 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 Amiel  
Cumulus 419-868-1065



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



FI Kenny Wayne Shepherd Band Last Goodbye  
FI Dope You Spin Me Round

FI Isle Of Little Scene  
FI Kenny Wayne Shepherd Band Last Goodbye  
FI Godsmack Bad Religion

FI 8Stops? Question Everything  
FI One Way Ride Perfect  
FI Crease Frustration

FI 8Stops? Question Everything  
FI One Way Ride Perfect  
FI Crease Frustration

FI Motley Crue Hell On High Heels  
FI Godsmack Bad Religion  
FI Disturbed Stupify

FI Motley Crue Hell On High Heels  
FI Godsmack Bad Religion  
FI Disturbed Stupify

FI Motley Crue Hell On High Heels  
FI Godsmack Bad Religion  
FI Disturbed Stupify

FI Queens Of The Stone Age The Lost Art Of  
FI Incubus Stellar  
FI 8Stops? Question Everything

FI Queens Of The Stone Age The Lost Art Of  
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FI 8Stops? Question Everything

FI Queens Of The Stone Age The Lost Art Of  
FI Incubus Stellar  
FI 8Stops? Question Everything

FI No 1st Impressions This Week

FI Dope You Spin Me Round  
FI (Hedge) Bartender

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FI (Hedge) Bartender

FI Dope You Spin Me Round  
FI (Hedge) Bartender

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FI (Hedge) Bartender

FI Dope You Spin Me Round  
FI (Hedge) Bartender



















Last year in Miami we partied like it was 1999  
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# 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,  
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& MORE AFTER TWO WEEKS!

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## 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. KOLBERG, SEAN SLADE AND THE  
MIGHTY MIGHTY BOSTONES. MANAGEMENT: STUART SOBOL  
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## 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

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