

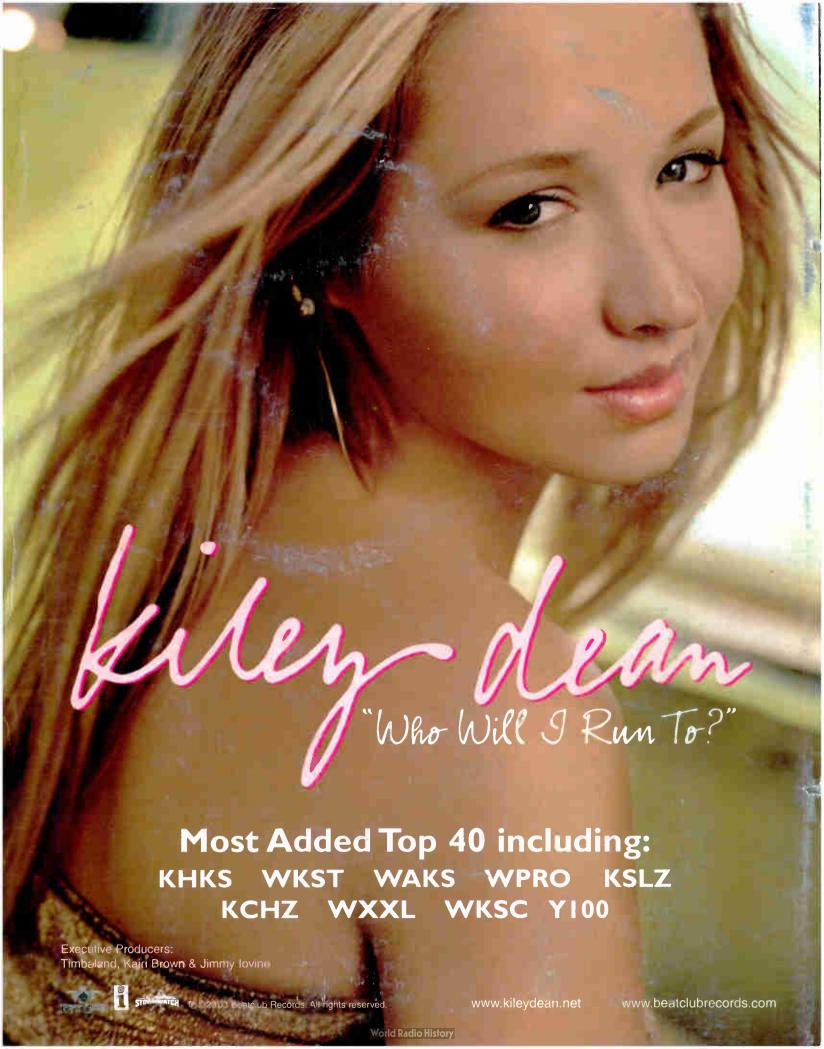
Political Advertising...
How are stations
encouraging people
to vote?

Imaging To The Extreme: Q&A with bc, Audioboy Soundworks

Programming to Win: Step Away From The Computer

Defending Radio's Honor

Up Close with Greater Media's Peter Smyth







FROM L.A. October 1st



FUEL invites your station to join them on Wednesday, October 1st for a live broadcast from Los Angeles!

They'll play tracks from their new release, *Natural Selection*, and **perform some of their past hits** live during this special. Give your listeners a chance to talk to the band and hear a preview of what they'll experience when Fuel comes to their town during the *Road To Voodoo* tour.

Fuel are Brett Scallions, Carl Bell,
Jeff Abercrombie and Kevin Miller.
Natural Selection features a dozen
tracks produced by Michael Beinhorn
and Carl Bell, and mixed by Andy
Wallace. The new album captures a
band that is mature enough to know
its strengths, and ambitious enough
to try new things.

FUEL's *Live & Loud from Los Angeles* will air live at 8pm EST, with a playback at 8pm Pacific. The radio special is available via satellite with 10 minutes of time for local avails. Satellite coordinates and cue sheet available upon request.





For more information, contact Michael Parrish (mparrish@fmqb.com) 856.44.9114

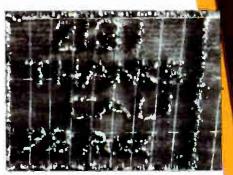
This week in Filay MORNING WALKERLUK RADIO FIRST!



On a promotion swing in support of their 1991 multiplatinum "Out Of Time" release, R.E.M. graced the halls of the FMQB for this quick shot. Pictured (l-r) are Warner Bros.' George Stone, Fred Deane, R.E.M.'s Mike Mills and Peter Buck, Mike Boyle, Marc Schiffman and Warner Bros.' Dave Dannheisser. Kneeling: P.J. Smerdel, Kim Alexander and Paul Heine.



The Infamous 1993 Rotten Jello Mould photo with Virgin's Jeff Naumann, John "Rotten" Lydon, Dana Jang, Jello Biafra, and Bob Mould.



WIYY (98 Rock) listeners gathered at Cal Ripken's high school to send along their thanks and congratulate him on breaking Lou Gehrig's Iron Man streak in 1995.



These shiny, happy "peeple" (I-r) Charisma's Paulette McCubbin & Brian Corona, Nia Peeples and Tom Cunningham and Pat Milanese. Down front that's FMQB's Joe Gurecki and Charisma VP Bob Catania.



Alex Tear hangs with Ziggy Marley in 1995.

Inside MTV This Week 1982

Adds: Peter Frampton, Flash and The Pan, Trees, Shoes, Ted Nugent, The Rolling Stones, Kim Carnes, Saga, Duran Duran, John Cougar, Icehouse, Moving Pictures

Heavy Rotation: Steve Winwood, A Flock Of Seagulls, Fleetwood Mac, Eddie Money, Men At Work, Pete Townshend, Uriah Heep, John Waite, Cheap trick, Judas Priest, Billy Joel, The Clash, .38 Special, The Go Go's



WKSE's Dave Universal, B96's Erik Bradley, Columbia's Liz Pokora and FMQB's Bob Burke at the 1997 celebration for Mariah Carey's Butterfly.



Arnold Schwarzenegger decided to "pump up" the KHS/L.A. morning show in 1995 while they were broadcasting live from New York. Seen (I-r) are Vic "The Brick" Jacobs, Arnold Schwarzenegger, Ellen K. and Rick Dees.



In 1991, KNAC/Long Beach was live backstage at the Suicidal Tendancies show. Getting ready for air are Mike Muir, Rocky George and the station's Bryan Schock.

TRIPLE A NEWS

Triple A Thinking Holidays Already



Even though the winter months have yet to roll in, many Triple A stations are already planning holiday events. **WXRV**/Boston is firming up plans for the *Very Acoustic Christmas* benefit concert for the Massachusetts Coalition

for the Homeless. KINK/Portland is in the planning stages for the KINK Holiday

Benefit Concert and Auction, where the station books three bands and broadcasts
the show live. The Rock 'n Roll memorabilia auction benefits the Oregon Food Bank. KMTT/
Seattle will again host the Winter Warmth Concert for First Place, a school for Seattle's homeless
children. It will happen in either late November or mid-December. WTTS/Indianapolis will host a
Christmas concert in December and the beneficiary will be either Toys for Tots or the local food
bank. As for the fall, WMPS/Memphis is currently booking a Halloween show. The gig will be a
pre-game performance for the minor league hockey team, The Memphis River Kings. Label people
take note: all of these stations and more are looking for artists, memorabilia donations and the like.



Rusted Root Members Break Off

Rusted Root singer Michael Glabicki will embark on a solo tour until December in support of his new album, *Uprooted*. The album finds Glabicki performing both released and unreleased Rusted Root songs in a stripped down,

acoustic fashion. Glabicki will release Uprooted independently and his new studio solo album will be available in early 2004. "During the time I was putting together my studio and involved in the writing process for my new solo record. I had the chance to re-visit some of the songs that Rusted Root was performing live," says Glabicki. "Listening to these tracks in a new environment inspired me to release them in their most simple form, and also made way for some previously unreleased songs such as 'Jack Kerouac,' 'Get In Your Way' and 'Crucible Glow.' All of these songs were recorded live as 'best takes' and performed with no overdubs." Meanwhile, the ladies of Rusted Root, Jenn Wertz and Liz Berlin, are doing their own acoustic tour at intimate venues. Liz and Jenn's tour dates are: 9/30, Erie, PA; 10/1, Buffalo; 10/2, Slippery Rock, PA; 10/3, Pittsburgh; 10/4, Detroit; 10/5, Milwaukee; 10/13, Ithaca, NY; 10/14, Westbrook, CT; 10/15, Boston; 10/16, New York; 10/17, Philadelphia; 10/19, Baltimore

PM PM

New A&M Singer-Songwriter Butterfly Boucher poses with DMX MD Dave Sloan. Her debut album, Flutterby, is set to drop on October 7.

People on the Move

Several big changes in Triple A personnel took place recently as PD Chris Herrmann exited WBOS/Boston and Suzanne Perl exited her post at Universal. Greater Media-Boston VP/GM Matt Mills told FMOB that 'BOS APD Michelle Williams will serve as Interim PD, with assistance from sister Classic Rock WROR PD Buzz Knight, who also assists WMGK/ Philadelphia. The station is not currently searching for Herrman's replacement. "We have a good core group of listeners, and the station has great cume," said Mills. "Right now, we are just looking to move 'BOS in the right direction. It may mean we need to get a little more familiar." Herrmann can be reached at 617-755-4404 or c.herrmann@verizon.net. Meanwhile, Perl can be reached at suzanneperl@yalioo.com.

Studio C Turns 15

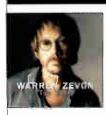
kBCO/Boulder is celebrating the 15th anniversary of *Studio C* with a special concert featuring Melissa Etheridge, Ziggy Marley and Howie Day! The free concert will take place on Saturday, October 25, but fans can only get tickets by winning a contest. Whenever the station plays a song that was recorded live in *Studio C*, listeners must call in to win tickets. Meanwhile, KBCO's *Studio C Volume 15* live compilation CD is also in the works. Proceeds from the sale of the disc benefit the Boulder County Aids Project.



TRIPL

TRIPLE A MUSIC

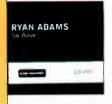
Emphasis Tracks



Warren Zevon "Disorder In The House" (Artemis)

While waiting for cancer to have its way with him, Warren Zevon had *liis* way with life and completed a stellar album that will serve as an exclamation point on his career. The record is full of great songs performed with

an unyielding passion, including this duet with Bruce Springsteen. Warren's recent passing has increased the interest in his music that was already building over the last 12 months, The Boss rips through one of the best guitar solos of his career, the album's selling through the roof and WXRT, WMMM and KTBG have already gone on the track. What more do you need to know?



Ryan Adams "So Alive" (Lost Highway)

Feeling like he was in a writing slump and having a desire to be, "A lot more interesting than confessional Folk/Rock," Ryan Adams spent part of the last year working in New York on Rock N Roll, an album with a title

that speaks for itself. The first single, "So Alive," makes the statement loud and clear with intertwining, ringing guitars that borrow licks from influences as broad as Jerry Garcia to Johnny Marr to The Edge on a tune that also reveals Adams' prowess as a vocalist. Ryan's relationship with Triple A goes back to its introduction to Whiskeytown, so this track should have a swift impact at the format.



Norah Jones "Turn Me On" (Blue Note/EMC)

In the two years since **Norah Jones** first showed up on Triple A's radar, she's gone from developing artist to worldwide star and her debut, *Come Away With Me*, still resonates as one of the best albums of the decade. The

new single, "Turn Me On," is a cover of a J.D. Loudermilk tune that continues building Norah's legacy of releasing quality songs played with emotion and honesty. The girl's more than proven herself at the format, so go ahead get this into the fourth quarter mix.

(215.551.3191 / biggopt@ad.com) or Biff Rennetly at

Charterhouse Marketing (215.641.0459 / https://eee25@aul.com)



Dan Zanes & Friends "Wabash Cannonball" (Festival Five)

Former **Del Fuego Dan Zanes** began playing shows for kids a couple years ago, only to reach the conclusion that these Folk songs had as much appeal to parents as they do to

the wee ones. The result has been a couple of albums chock full of guest performers on Dan's own Festival Five Records that have mixed those traditional tunes with a few originals in the same vein. They've sold well and radio has had fine results, as stations that have been spinning Zanes' work have reached a similar conclusion as Dan – parents love to share this music with their kids! This track from Zanes' latest release *House Party*, features The Dead's Bob Weir singing and playing guitar on a selection that reflects his roots in Folk music. WUIN and WMFO are the first ones in.



Mike Errico "Grace" (Velour/Red Ink)

This New York based Singer/Songwriter has been writing compelling tunes and performing around the country for close to a decade, picking up a loyal following up and down the East coast. On his **Velour/Red Ink** debut,

Skimming, Mike Errico broadens the sound of his music, with full Rock arrangements as evidenced on the first single, "Grace." Errico has garnered Triple A airplay on his earlier releases and this is the best one yet, explaining the early love from WFPK, WBJB and WMFO.

Most Added

1 EMMYLOU HARRIS	(Nonesuch)	34
2. VAN MORR SON	(Blue Note/EMC)	31
3. BRUCE COCKBURN	(Rounder)	16
4. LYLE LOVETT	(Curb/Lost Highway)	15
5.t R.E.M.	(Warner Bros.)	12
5.t STEVE WINWOOD	(Wincraft/SCI Fidelity)	12
5.t SHERYL CROW	(A&M)	12



TOURING LIXE GRAZY THRU YEAR-END -- 27 DATES LISTED THRU 11/14 @ POLLSTARI

Resording World GAFS 10/12 XM DAFS 10/13

Hear BLUESTRING'S "Pick Me Un"
(Railin Eilil) on EMOR'S "PROGRESSIONS
#73" or triolegratilingom's "SAMPLER 2".

Bluestring's self-titled debut GD is on FAVING Hi06 RECORDS.

National distribution by ADA.



TRIPLE A CHART

т	0	P 50 A	IRPL	A Y Septemb	er 16 - 1	22, 2003
LW	TW	Artist	Track	Label	TW	LW
2	1•	BEN HARPER	DIAMONDS	(Virgin)	1035	-
1	2	JACK JOHNSON	WASTING	(Moonshine Conspiracy/Univ.UMG)		1042
4	3•	JOHN MAYER	BIGGER	(Columbia/CRG)	973	909
3	4	EASTMOUNTAIN	DANCE	(DreamWorks)	886	909
6	5•	STING	SEND	(A&M)	884	833
9	6•	DAVE MATTHEWS	GRAVE	(RCA)	805	804
8	7	PETE YORN	CRYSTAL	(Columbia/CRG)	755	807
5	8	JASON MRAZ	YOU	(Elektra/EEG)	750	833
7	9	GUSTER	AMSTERDAM	(Palm/Reprise)	709	815
47	10•	R.E.M.	BAD	(Warner Bros.)	694	195
10	11	LOS LONELY BOYS	HEAVEN	(Or)	685	731
13	12•	JONNY LANG	RED	(Interscope)	670	601
12	13•	WALLFLOWERS	CLOSER	(Interscope)	661	641
11	14	BLUES TRAVELER	LET	(Sanctuary/SMG)	552	647
15	15	JOHN HIATT	CIRCLE	(New West)	535	568
16	16•	NORTH MISS	EYES	(ATO/Tone-Cool)	508	491
14	17	WARREN ZEVON	KNOCKIN'	(Artemis)	494	575
25	18•	HOWIE DAY	PERFECT	(Epic)	433	355
17	19	JAYHAWKS	TAILSPIN	(American/Lost Highway)	421	450
28	20•	TRAIN	WHEN	(Columbia/CRG)	405	341
D	21•	LYLE LOVETT	TOLERATE	(Curb/Lost Highway)	398	187
22	22	L.WILLIAMS	REAL	(Lost Highway)	389	398
26	23•	ROBERT RANDOLPH	SOUL	(Warner Bros.)	381	349
23	24	STEELY DAN	THINGS	(Reprise)	378	383
20	25	DAVID GRAY	CAROLINE	(ATO/RCA)	376	404
18	26	DAMIEN RICE	VOLCANO	(Vector)	373	426
39	27•	BARENAKED	POSTCARD	(Reprise)	367	281
21	28	NEIL YOUNG	BANDIT	(Reprise)	356	400
33	29•	MAVERICKS	WANNA	(Sanctuary/SMG)	352	301
19	30	ANNIE LENNOX	PAVEMENT	(J)	351	416
37	31•	COLDPLAY	SMILE	(Capitol)	347	288
48	32•	ZIGGY MARLEY	DRAGONFLY	(Private Music/AAL)	344	207
27	33	SPEARHEAD	EVERYONE	(iMusic)	335	343
35	34•	MATCHBOX TWENTY	BRIGHT	(Atlantic/AG)	323	294
34	35•	SHELBY LYNNE	TELEPHONE	(Capitol)	311	300
24	36	NICKEL CREEK	SMOOTHIE	(Sugar Hill)	309	371
31	37	WIDESPREAD	FISHING	(Sanctuary/SMG)	307	328
32	38	K.WILLIAMS	LOVE	(SCI Fidelity)	290	306
29 3	39	TRAIN	CALLING	(Columbia/CRG)	278	335
36	40	DIDO	WHITE	(Arista)	274	291
42	41•	RADIOHEAD	GO	(Capitol)	273	243
38 4	42	GRANDADDY	NOW	(V2)	266	286
D 4	43•	SARAH MCLACHLAN	FALLEN	(Arista)	266	130
40 4	44	STRING CHEESE	WHO	(SCI Fidelity)	266	268
46	45•	SEAL	WAITING	(Warner Bros.)	242	214
50 4	46•	DANDY WARHOLS	WE	(Capitol)	229	207
30 4	47	FLEETWOOD MAC	SAY	(Reprise)	219	332
D 4	48•	SHERYL CROW	FIRST	(A&M)	216	75
D 4	49•	EDIE BRICKELL	RUSH	(Universal/UMG)	215	199
D :	50•	VAN MORRISON	ONCE	(Blue Note/EMC)	202	53

Total Plays: Total number of plays any album/artist received in the past week according to radio station reports.
TW-LW+/-Move: Number of plays received This Week-Last Week and the plus or minus move between the two.
Adds: The number of reporting stations to add an artisl in the past week.

P	u	BLIC BRE	ΔΚΟΠΤ	Santa	nher 16	22 200
			abelTW	TW	LW	- 22, 2003 Mov
1	1	WARREN ZEVON The Wind	(Automatica)	400	470	40
2	2	SHELBY LYNNE	(Artemis)	469	479	-10
3	3	Identity Crisis SPEARHEAD	(Capitol)	366	332	34
		Everyone Deserves Music	(iMusic)	306	316	-10
4	4	NEIL YOUNG Greendale	(Reprise)	299	310	-11
5	5	ROBERT RANDOLPH Unclassified	(Warner Bros.)	285	293	-8
10	6	NORTH MISS				
8	7	Polaris JOSH RITTER	(ATO/Tone-Cool)	275	222	53
6	8	Hello Starling CHRIS SMITHER	(Signature Sounds)	263	243	20
		Train Home	(Hightone)	260	2 7 5	-15
9	9	RODNEY CROWELL Fate's Right Hand	(DMZ/Columbia/CRG)	247	226	21
7	10	EASTMOUNTAIN				
12	11	Eastmountainsouth JOAN BAEZ	(DreamWorks)	232	275	-43
15	12	Dark Chords On A Big Guita MAVERICKS	r (Koch)	218	216	2
		The Mavericks	(Sanctuary/SMG)	216	200	16
18	13	JOSH ROUSE 1972	(Rykodisc)	206	184	22
14	14	TIM O'BRIEN Traveler	(Sugar Hill)	198	201	-3
D	15	R.WAINWRIGHT				
25	16	Want One VARIOUS	(DreamWorks)	196	120	76
11	17	Verve Remixed 2 LOS LONELY BOYS	(Verve)	195	158	37
		Los Lonely Boys	(Or)	189	218	-29
16	18	BEN HARPER Diamonds On The Inside	(Virgin)	185	191	-6
21	19	OVER THE RHINE Ohio				10
17	20	JOHN HIATT	(Back Porch/EMC)	182	172	
13	21	Beneath This Gruff Exterior K.WILLIAMS	(New West)	180	186	-6
D	22	Home LYLE LOVETT	(SCI Fidelity)	176	206	-30
0	22	My Baby Don't Tolerate	(Curb/Lost Highway)	165	70	95
27	23	ERIC BIBB Natural Light	(Earthbeat)	162	151	11
19	24	JACK JOHNSON				
22	25	On And On M.CRENSHAW	(Moonshine Conspiracy/Univ./UMG)	160	177	-17
26	26	What's In The Bag? STRING CHEESE	(Razor & Tie)	158	170	-12
		Untying The Not	(SCI Fidelity)	158	156	2
23	27	GILLIAN WELCH Soul Journey	(Acony)	155	166	-11
24	28	,	(Rounder)	154		
28	29	STING			165	-11
D	30	Inside PO'GIRL	(A&M)	153	148	5
	-	Po' Girl	(Hightone)	145	131	14

The Public Radio Breakout chart is compiled from the Spins reported by Non-Commercial radio stations in the Triple A section

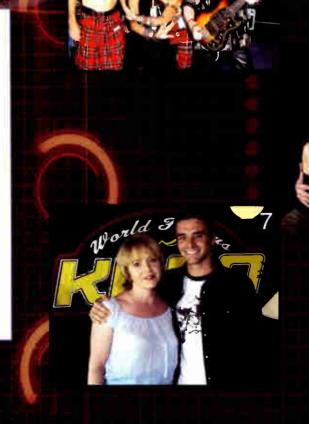


IIOT SHOTS





- 1. WHFS PD Lisa Worden, KROQ's Rodney Bingenheimer, Jed The Fish and Duran Duran at KROQ's Inland Invasion III – Flashback To The Future.
- 2. Kelly Osborne and her new beau...
- 3. Echo & The Bunnymen on stage at KROO's Inland Invasion III Flashback To The Future
- 4. The Cure's Robert Smith and KROQ's Stryker.
- 5. Adrian of No Doubt with his forefathers Bow Wow Wow.
- 6. Berlin's Terri Nunn with KROQ's Jed The Fish. Is it us, or does she look better now than in the "Take My Breath Away" video?
- 7. KROQ's Tammy Heide and Dashboard Confessional's Chris Carrabba.



FMQB 32 09.26.03 World Radio History

esta per

Festivus 2003

FMQB's Weekly Watch on the Festival Season

- 9/27 **KXRK**/Salt Lake City *X96 Big Ass Show* at Utah State Park featuring AFI, The Used, Alien Ant Farm, Hoobastank, Yellowcard, Three Days Grace and Eve 6.
- 10/5 WEND/Charlotte End of Summer Weenie Roast at Verizon Wireless Amphitheater featuring Staind, Sevendust, Trapt, Dokken, Eve 6, The Rising, Kill Hannah, Lo-Pro, Shinedown, Socialburn, and Three Days Grace.
- 10/10 KTBZ/Houston Buzzfest XII at Woodlands Pavilion featuring Staind, Fuel, Trapt, Eve 6, Alien Ant Farm, The Ataris, Fountains of Wayne, Vendetta Red, Static X, Smile Empty Soul, Socialburn, Switchfoot, Billy Talent, Three Days Grace, and Yellowcard.
- 10/12 KLEC/Little Rock Lick Fest at Riverfest Amphitheater featuring Trapt, Eve 6, Blue October, Adema, Switchfoot, and Billy Talent.
- 10/17 **WZTA**/Miami 8th Annual Halloweenie Roast at Bayfront Park Amphitheatre featuring Staind, Fuel, Sevendust, Smile Empty Soul and Lo-Pro.
- 10/19 WPLA/Jacksonville Planetfest 4 at Met park featuring Staind, Sevendust, Shinedown, Yellowcard, Authority Zero, South FM and more TBA.
- 10/28 KPNT/St. Louis Pointergeist at Pop's featuring Marilyn Manson, Seether, and more TBA.
- 12/3 WBCN/Boston X-Mas Rave (various locations)
- 12/6 **WPBZ**/West Palm Beach *Bake Sale* at the Coral Sky Amphitheater
- 12/6 WPLY/Philadelphia Feastival
- 12/7 WSUN/Tampa The Next Big Thing
- 12/11 KNDD/Seattle Deck The Hall Ball
- 12/11 KWOD/Sacramento
- 12/12 KITS/San Francisco Not So Silent Night
- 12/16 WNNX/Atlanta



Operation New Raqi Freedom: On September 12, WGRD/Grand Rapids' S&M In the Morning duo of Stephanie Webb and Michael Grey spearhead a charity drive for our troops stationed overseas in Iraq. S&M produced a 12-hour marathon broadcast soliciting donations

of new and used CD's of all formats, and due to the great response the broadcast was extended until midnight with GRD's Dave Fox. Most soldiers have been stationed in Iraq have had their stays extended for some time, and the number one request the station has been getting from soldiers, almost all of whom have personal CD players, is music. The station has been working closely with the Michigan National Guard and active duty recruiting centers to distribute the CDs to deployed troop members. Pictured is Michigan Army National Guard recruiter SFC. Joseph Levandoski who showed up to collect the nearly 4000 CD's and 200 pounds of AA batteries. Hats off to the wonderful job done by the entire staff of WGRD did with marathon broadcast.

Darkness Falls on the Format: When you listen Permission To Land, the debut CD by British Metal-retro phenoms The Darkness, you either love it or you hate it. There's really no in-between. But for the sake of argument, let's just pretend that I could say some things to convince the haters that it's okay to like this album. I tried it with Lenny Diana ("They're Spinal Tap without the punchline," he said) and then he told me he hated me and desperately wanted to punch me in the face. I love you too, Lenny. That said, this plea may be pointless, but I feel hopelessly compelled, so humor me. First of all, yes, they are tongue in cheek; they're fun. There's room in Rock for fun. There always has been. Not every album has to be pretentiously serious and under produced. Not every British band has to sound like Radiohead. And not every sing-a-long at a concert has to be about how your girlfriend broke up with you when you were fourteen and how daddy doesn't love you anymore. Look at it this way: if you're a movie buff and your entire cinematic diet consisted of heart-tugging dramas, formula action flicks and every movie in the Independent Film Channel's library, throwing a Caddyshack or Stripes in there every once in a while may not be such a bad thing. Secondly, if you need some kind of genre justification - they're retro. They satirically celebrate a time in Rock (late 70s/early 80s) that most garage bands like the Strokes and the White Stripes do.... except The Darkness celebrates bands like AC/DC, Queen and Led Zeppelin. It's the flipside to the same coin, and it works really, really well. No cliché is left untouched, no riff, solo, cat suit or crotch shot escapes these guys. What makes them more than just a funny one-off parody is the fact that the songs are actually pretty goddamn addictive and tight. Seriously. Go listen to "Love Is Only A Feeling," "Growing On Me," "Friday Night" or "I Believe In A Thing Called Love" and tell me I'm wrong. Lead singer Justin Hawkins' ridiculous falsetto may make most hipsters convulse and spit up pea soup - this is true. But for some, it's easily overlooked. Honestly, they make pod people out of you. Invasion of the Indie Snatchers, if you will. The more you hear the record, the more Hawkins' vocals seem... well... good. It's creepy and unexplainable and makes you feel like a cult member, but it's okay; your Alternative halo won't shatter over your head and you won't wake up the next day wearing one of Freddie Mercury's leather outfits. Ask the gang at WXRK how they feel about The Darkness. After their heart stopping sold out show in NYC, the station gave Atlantic the add right there on the spot. There are others out there that will openly and proudly admit that they've been infected by the Darkness virus. It's the guilty pleasure album of 2003; there's no doubt about it. But some questions remain. Can they continue on past the first record? Will they outsell The White Stripes 3-to-1 in half the time? Will everyone hate the album in three months? Who knows? Who cares, really? The scary thing about all of it is that the band isn't letting on anything other than their intention of dominating the world for years to come. God help us all. If you're still reading this and you want to see what this band is about, head over to www.thedarknessrock.com/video and check out all three of their videos. Godspeed.

Modern Favorites... Stereophonics You Gotta Go There To Come Back – absolutely beautiful... Jet Get Born – what year is it again? Does it matter? What a great album... A Perfect Circle Thirteenth Step – a great sophomore follow-up... Thursday War All The Time – gets better with each listen. Intense and inescapable... Kings of Leon "Molly's Chambers" – I get it now... Three Days Grace "(I Hate) Everything About You" – you should all get it by now... Other Favorites: Kim Monroe – Welcome back!... P.O.D. "Will You"; Something Corporate "Space"; Story of the Year "Until The Day I Die"; Sevendust "Enemy"; Cold "Suffocate"; Trapt "Still Frame"; Burden Brothers "Beautiful Night" Call Ted Taylor at Trauma about this one: 818-382-2515. Yes, Trauma.

modern MUSIC

modernmovers



P.O.D. "Will You" (Atlantic) 65 stations saw fit to put this terrific new track from P.O.D. into rotation this week. Taken from their upcoming release Pavable On Death (we've heard more tracks and it totally delivers), "Will You" instantly connects with

sweeping guitars and anthemic vocals. Phones are already tremendous at WXTM. Look for more immediate reaction stories to surface this week. New at KROQ and everywhere else. So there.

Jet "Are You Gonna Be My Girl" (Elektra) This band is the shit. Pure and simple. One listen to their debut, Get Born will convince you of that. Most of you are already on this, and as for the few that aren't, wake up. This song is a smash (up 171 spins, 1213 overall). Look for Bill Carroll to work some of the same magic on Year of the Rabbit's "Last Defense" (another smash) in late October. New at 99X, WAVF, WJRR, and KCPX.

Static-X "The Only" (Warner Bros.) New this week at KPNT and KROX. Already working at Q101, WZZN, WXTM, KXTE, WWRX, KTBZ, KTEG, WJRR, WZTA, KKND, WPBZ, WEND, KCPX, WLUM, WNFZ, WROX, WJBX, and more. This is sizing up to be their biggest radio hit to date. Do your part to bring this extremely popular band to the next level. The new album, Shadow Zone, is in stores 10/7.

Something Corporate "Space" (Drive-Thru/Geffen) New HUGE adds this week: WBCN, LIVE 105, KTBZ, DC101, KPNT, KRBZ, and WBRU. Each week this song has been growing, but this past week was a definite breakthrough. Make this one a priority in your music meeting, and if you're already playing it, up those spins. These guys are stars. This quote bears repeating: "This band has something that so many bands don't have. A real fan base with a real star for a frontman. - and they write hit songs - like this one" - Live 105 PD Sean Demery.



Kings of Leon "Molly's Chambers" (RCA) Plenty of stations are giving this band a shot, and ya know, it puts a smile on my face. These guys are unique, engaging and totally ours. I'm not even going to try and classify their sound and tag them with a label. Go

listen, play it and make up your own mind about them. Odds are you'll just think of them as good. New at WLRS, WROX, WJSE and more. Already spinning at KROQ, Q101, LIVE 105, KHBZ, WAQZ, WWCD. WFNX, WBUZ, WAVF, WARQ, KFSD, and KJEE.

Jane's Addiction "True Nature" (Capitol) An enormous add week as well over 30 stations were out of the box with this follow-up to the #1 single "Just Because." The first single pushed them to gold. The second may

take Strays platinum. Don't be shy, support the shit out of a core artist... it's good for ya. New everywhere.

Thursday "Signals Over The Air" (IDJMG) See the sales this week? Thursday's War All the Time clocked in at Number 7 on the Billboard Top 200 with 73,988 pieces sold. That, ladies and gentlemen, is what we told you would happen. So now that you know that the band is real and deserves intense airplay, feel free to up those spins. And if you haven't added it yet, loosen your death grip on the CD and put it into rotation. It is time. New at LIVE 105, 99X, and KFMA

Three Days Grace "(I Hate) Everything About You" (Jive) Up 189 spins (1523 total) and closing in on the Top Ten fast! The industrial strength efforts of Lorraine Caruso and Joanne Grand have really paid off and continue to make believers out of folks who, for some odd reason or another, are just now adding it. People, it's friggin' official - this is a hit. It is safe to play it now. This is a hit that will indeed research, so don't be bashful with your spins. On over 70s stations. Are you one of them, or are you just being a silly pain in the ass? New at WXDX, KNRQ, WRRV, KNDD, WOCL, WAQZ, WSUN and KTEG.

Chevelle "Closure" (Epic) and Audioslave "I Am The Highway" (Epic/Interscope) Both songs should prolong the life of two very deep, completely outstanding bodies of work. "Closure" (up 183 spins) offers up more swirling, dark imagery doused in melody, and "I Am The Highway" (new at KDGE, up 140 spins) is a poetic standout that will be played for years and years to

Sevendust "Enemy" (TVT) The only thing holding this song back from being a hit at Modern Rock is overthinking PDs and MDs. If you play this song - their finest radio song to date - it WILL work. How can you deny a band that consistently proves their worth with gold albums and sold out shows every other year? Seriously? Make room, and make Lajon Witherspoon an absolute superstar already. Moving steadily up the Modern Charts and up in spins. Already on board: 99X, WXTM, WJRR, WGRD, KCPX, KCXX, KTEG, WBZY, WNFZ, WZZN, KPNT, WWRX, WEND, WBUZ, WRXL. WJSE, WZTA, KZON, WXDX, KKND, WMFS, WPBZ, WEDG, WPLA, WZNE, WDYL, KFTE, WJBX, WRZK. WXTW, WZZI, and KQXR. Top Ten Phones at KXTE and WNFZ. #1 Phones at WXTM.

Alien Ant Farm "Glow" (DreamWorks) New this week at WFNX, KFSD, WCYY, and WROX. Ready or not, Alien Ant Farm is knocking at your door once again. "Glow" is really showing signs of growth. The station count continues to grow. Glowing: WXRK, Q101, WBCN, WOCL, WLUM, WRZX, WPBZ, WZNE, WHTG. WLRS, KJEE, WWRX, WARQ, KHBZ, KFMA, WKRL, X96, KEDJ, and many more.

modernpriority



Linkin Park "Numh" (Warner Bros.)

Duh... Um, do you really need to be convinced to play this? C'mon...



available for

9.29-30 Rvan Adams

"So Alive" (Lost Highway/IDJMG) Linkin Park

"Numb" (Warner Bros.)

Memento

"Saviour" (Columbia) **Space Cadet**

"Let's Go" (Trauma)

10.6-7 Adema

"Promises" (Arista)

Blink 182

"Feeling This" (Geffen)

Kid Rock

"Pain Train" (Atlantic) - date tentative

lggy Pop

"Little Know It All" (Virgina

The Rapture

"House of Jealous Lovers" (Universal)

Some airplay data provided, with permission, from Nielsen-BDS.

Follow-up Version

Everyone else is following P.O.D. this week as "Will You" pulls in double honors as #1 Most Added and the #1 Most Increased Spins title (294 total since hitting radio less than a week ago). There really was no doubt that this would happen as these Atlantic studs have delivered another powerful, hook-laden track that will connect with your listeners.

Revis "Seven" rolls in at #2 Most Added with WRIF, WQXA, WXQR, WBZX, WTFX and more doing the right thing and going for the second single from this crisp sounding band. Early spins are already being felt at WIYY, KXXR, KAZR, WEBN, WAAF, WTKX and KOMP.

Speaking of solid follow-up singles, **Trapt "Still Frame"** pushes across the 1,000-spin barrier (+94, 1,064 total) as stations are increasing rotations. The 500-spin barrier saw four artists cross it this week. **Chevelle "Closure"** showed the greatest gain (+138, 539 total) and also nailed down **KEGL** for an add this week. **Static X "The Only"** keeps building up the spins (+108, 506 total) and the adds, with **KEGL**, **WTFX**, **KNCN** and more coming on board this week. **Three Days Grace "(I Hate) Everything About You"** slips across (+27, 478 total), as does **Sloth "Someday"** (+8, 503 total).



tinkin Park "Numb" grabs KBPI, WEBN, WGIR, WJJO, KIBZ and more, as single #3 from *Meteora* looks well on the way to following up the previous singles. Spins (+76, 178 total) are just starting to heat up. *Meteora* sales continue to be rock solid, with the band still scanning over 35k on a weekly basis, and currently are at just under 2.7 million sold.

Jane's Addiction "True Nature" follows the Top 10 track "Just Because" and looks to be just as successful, already off to a solid start with #3 Most Added status – KIOZ, KAZR, WQXA, WNVE and more – with early spins being detected at KXXR (13), WIIL (12), WXQR (12) and KRZR (10).

Last week, *Vital Signs* wrote about the return of R.E.M. and Iggy Pop, this week, Alice Cooper marks his return with "Novocaine." Active Rocker WRIF adds it this week and Mainstream Rock stations are gravitating to this song, which finds Cooper in a return to his old school sound. WDHA (12) leads the way on spins.

Audioslave "I Am the Highway" more than doubles in spins (+250, 435 total) this week and grabs new adds from KRQC, WAZU, KMOD, WHBZ and more.

A Perfect Circle "Weak And Powerless" continues to inch up in spins (+50, 1,476 total). First week sales were enourmous, as the band topped 230,000 sold with their second release, *Thirteenth Step*.

BUZZ BANDS

Jet "Are You Going To Be My Girl" grabs an add from KISS this week and has KOMP (19), WMMS (14), KDKB (13), WBUF (11) and WZZO (11) among its spin leaders.

Finger Eleven "One Thing" grabs another half-dozen adds to remain in the Buzz Band column. WDHA, WQXA, KRZZ, KEYJ, WZBH and more are already spinning this.

Active Rock Most Increased Spins

+/- Total

P.O.D. "Will You" (Atlantic/AG) +294 294 Audioslave "I Am The Highway" (Epic) +250 435 Chevelle "Closure" (Epic) +138 539 +108 506 Static-X "The Only" (Warner Bros.) Trapt "Still Frame" (Warner Bros.) +94 1.064 Jane's Addiction "True Nature" (Capitol) +89 100 Sevendust "Enemy" (TVT) +77 728 Linkin Park "Numb" (Warner Bros.) +76 178 689 Seether "Gasoline" (Wind-up) +73 Smile Empty Soul "Bottom Of..." (Lava) +67 1,269

Some airplay data provided, with permission, from Nielsen-BDS.

FMQB 29 09.26.03

insidetrack

When Hurricane Isabel headed towards
Philadelphia, Greater Media Rocker WMMR
was going to show her who was boss. PD Sam
Milkman tells the Inside Track, that he had his
staff play the Scorpions '80s hit Rock You Like
A Hurricane every three hours the day before



Sam Milkman WMMR's MagicMan

she was scheduled to invade the Delaware Valley. And you know what? Milkman's curse must have worked, since Philly was hardly touched by Isabel, and 'MMR listeners awoke to sunshine the following days. Rumor says the Philadelphia Eagles are going to hire Sam for some magic... WRVC/Huntington, WV plans to use the month of Rocktober, to expose the local scene. The Planet will host "Local Planet," every night at 10:00 p.m., where they will play two to three tracks from a local band. PD/afternoon personality Jay "Big Papa J" Nunley says the amount of CDs the local artists have sent him has been amazing... Another Planet. WPTP/Greenville, SC is about to celebrate its lucky seventh anniversary. The Planet is holding a huge birthday bash at the Greenville-Pickens Motor Speedway on Rocktober 18. Mudvayne, RA and Momento are just a few of the bands who will help 'TPT blow out its candles... While offering condolences on the death of actor John Ritter, Classic Rock WTKW/Syracuse's morning team, Gomez & Dave put their casting hats on, to help ABC cast his replacement on the sitcom 8 Simple Rules For Dating My Teenage Daughter. When they heard that ABC was thinking about casting a grandfather to join the program, Gomez & Dave went straight to their listeners. Callers suggested everyone from Clint Eastwood, Jack Nicholson, Peter Graves and Sean Connery to Alan Alda and Mike Farrell. "Whoever gets the role would have to embody the right combination of crankiness and lovability in order to make the retooled program a complete success," commented Dave Coombs, who added, "the program basically becomes '8 Simple Rules for Dating my Teenage Granddaughter."



AMERICA'S TOP ROCK STATIONS

ARE DISTRIBUTING THEIR OWN STATION-BRANDED BUZZBANDS CDs TO LISTENERS.



YOU CAN TOO.

COMING IN NOVEMBER: **BUZZBANDS**FALL 2003-WINTER 2004

Generate non-traditional revenue, cement your brand, and help a deserving local charity.

Now's the time for your Sales Department to marry this turnkey promotion with the appropriate clients.

"Long after the Zeta frisbee has been lost in the woods, the Zeta t-shirt was ripped by an ex-girlfriend, and the Zeta coffee mug was shattered by a hurricane, the Zeta CD produced by *fmqb* remains. Not only does it enforce the association between Zeta and these bands, it's a quality prize that listeners respect, and therefore keep for years and years." — **Steve Brancik**, Promotion Director, WZTA/Miami

"A tremendous opportunity for Programming, Marketing, and Sales to team up with a vehicle to both image the station and super serve every client involved." — **Kevin Vargas**, Program Director; **Janis Maxymof**, General Sales Manager, KISS/San Antonio

- "BuzzBands is a great branding tool for the radio station and for our association with new bands breaking now."
- Dave Numme, OM, KUFO/Portland

For more information, or to place an order, contact Paul Heine (pheine@fmqb.com); Michael Parrish (mparrish@fmqb.com); or Mike Bacon (mbacon@fmqb.com).

Top30

	LW	TW	Artist	Track	Label
	2	1.	50 Cent	"P.I.M.P."	Interscope
	5	2.	Beyoncé	"Crazy In Love"	Columbia
	3	3.	Ying Yang Twins	"Naggin"	TVT
	8	4.	E-40	"Quarterbackin"	Jive
	1	5.	R. Kelly	"Thoia Thoing"	Jive
	D	6.	Monica	"Get It Off"	J Records
	19	7.	Lil' Kim	"Can You"	Atlantic
	5	8.	Mary J Blige	"Love @ First Sight"	MCA
	21	9.	Jacki-O	"Nookie Real Good"	Poe Boy
	6	10.	Bow Wow	"Let's Get Down"	Columbia
	4	11.	Nick Cannon	"Feelin' Freaky"	Jive
	24	12.	Муа	"My Love Is Like"	Interscope
	D	13.	Drag On	"Put Your Drinks Down"	Virgin
	28	14.	Nappy Roots	"Roun The Globe"	Atlantic
	18	1 5.	Mark Ronson	"Ooh Wee"	Elektra
	27	16.	Busta Rhymes	"Light Your Ass On Fire"	Star Trak
	16	17.	Sean Paul	"Like Glue"	Atlantic
	D	18.	Beyoncé	"Baby Boy"	Columbia
	D	19.	Chingy	"Holidae In"	Priority
	20	20.	Snoop Dogg	"Lollipop"	Priority
	22	21.	YoungBloodz	"Damn!	Arista
	D	22.	Young Gunz	"Can't Stop Won't Stop"	Rock-A-Fella
	D	23.	Track Masters	"Whassup Shawty"	Arista
	D	24.	Three 6 Mafia	"Testin My Gangsta"	Columbia
	29	25.	112	"Na Na Na"	Island
ŗ	D	26.	Rah Digga	"Party & Bullshit 2003"	J Records
	D	27.	XSO Drive	"Can I Get It Back"	Epic
3	D	28.	R. Kelly	"Step In The Name Of"	Jive
	25	29.	Joe Budden	"Fire"	Def Jam
	26	30.	Da Brat	"Boom"	So So Def

Mix Showwihes

VIBES

Rob Austin, Radiomixes.com Chingy: Holidae In · Wyclef Jean: Party To Damascus · Beyoncé: Naughty Girl · DJ Sammy: Sunlight

Compiled by: Dan Miller/DDK

Mike Setlock, WKSE Chingy/Snoop Dogg: Holidae Inn-Youngbloodz/Lil Jon: Damn

Kid Mike, KBFM

DJ Sammy: Sunrise - Iio: At The End - Ian Van Dahl: Secret Lover - Paul Van Dyk: Time Of Our Lives - Ingrid: You Promise Me

DJ Penetrate, KPTY

Dutkast: The Way You Move - Limp Bizkit: Red Light Green Light - Sasha: Dat Sexy Body

Art Rooney, Aural Stimulations Tammi Wright: Bitter To The Sweet Hard Body Babes: Going Crazy · DJ Dew: The Matrix 2003

Sticky Boots, WNDV-WBNQ Wyclef Jean: Party To Damascus -Amuka: Appreciate Me - Black Eyed Peas: Shut Uo

John Kill, KDWB

Bow Wow: Let's Get Down · Ginuwine: In Those Jeans · Tiga: Hot In Herre

Rory Mack, KLUC

Manijama: No No No - Elton John: Are You Ready For Love - Dutfly: La Marche De La Lune - DJ Sammy: Sunlight - Philly's Most: Shake - 2 Pac: Life Goes On Big Tymers: This Is

Paul Washington, Mix Matters

Various: Verve Remixed · Holly
Palmer: Just So You Know · Radio 4:

Kevin Okada, Nightclubbing Hawaii DJ Sammy: Sunlight - Manijama: No No No - Tania: Fase - Out Fly: La Marche De La Lune - Holly Palmer: Just So You Know

For more "Mix It Up" Vibes log on to www.fmqb.com

FMQB (7) 09.26.03

World Radio History

In themix

DJ Sammy makes his triumphant return to mix show with a smokin' new Dance single called "Sunlight" (Robbins). Across the board this record is simply awesome! From the vocals to the production this record is energetic and friendly and is guaranteed to have you hooked immediately. And with mixes from Milky, Martin Eyerer and Driftwood, it just keeps getting better and better. Already generating a ton of mix show and record pool support, this could be one of the hottest Dance singles this Fall. For all the ins and outs on DJ Sammy's new project, contact John Parker at 212-675-4321... Speaking of returns, NYC's own Sal Dano emerges with an incredible vocal Dance record called "I Can't Believe" (Neutone). Very powerful, featured vocalist Autumn Rue delivers a stunning performance that will definitely have your dance floor wanting more! An excellent vocal weapon, this is the record you drop when you're really ready to step it up a notch. From alternative to straight clubs this record is bound to do some serious damage so use extreme caution. For more information get with Harry Towers at 201-804-0888 immediately... New music from Jewel as she delivers Dance mixes of her latest single called "Stand" (Atlantic). On the mix, the red-hot Scumfrog, Boris & Beck, Mike Rizzo and Marcus Schulz have all done an excellent job giving this single the legs to run wild through mix show. Without a doubt this has to be the Top 40 no-brainer of the week! Need a copy for your mix show? Then call Johnny D at 212-707-2261 and tell him to hook you up!...

-Joel Furness Jfurness@fmab.com

Furnessive

DJ Sammy
"Sunlight" (Robbins)

Dannii Minogue
"I Begin To Wonder" (Ultra)

Sal Dano/Autumn Rue
"I Can't Believe" (Neutone)

Jewel
"Stand" (Atlantic)

Gioia "From The Inside" (KOCH) RADIO CHOMPS ON DOGG BIZKIT!...Limp Bizkit "Red Light-Green Light" (Flip/Interscope) gets the green light at 20+ stations out of the box. Could it be that Snoop Dogg is featured on the track? Absolutely! It'll be interesting to see how this one develops but KLUC, KZZP, KQBT, KGGI, KBOS, KISV and KPRR all step out... Black Eyed Peas "Shut Up" is NEW at KZZP!



Mary J. Blige "Ooh" (Geffen) got a nice bump this week courtesy of a hot new remix featuring 50 Cent. New reports include KYLD, WLLD, KKFR and KKXX!...Keep your eye on Avant "Read Your Mind." NEW at WERQ and WBTJ.

Kelis "Milkshake" (Star Trek/Arista) gets some new love at KQBT and KWIN... How amazing is the new Outkast CD? W-O-W!... Youngbloodz f/Lil' Jon "Damn" is NEW at WPGC!

Ludacris f/Shawnna "Stand Up" (Def Jam South/IDJMG) is on-fire! 500+ spins increase...DMX Grand Champ debuts at #1 scanning over 300k...Look for 112 f/Ludacris "Hot & Wet" to explode on impact!

Jagged Edge "Walked Outta Heaven" (Columbia) gets some HUGE support at KYLD!... Ginuwine "Love You More" is something in the pipeline that has some serious potential.

Loon f/Mario Winans "Down For Me" (Bad Boy/Universal) grabs another half dozen including **WPOW** and **KBOS** ...**Murphy** Lee "Wat Da Hook Gonna Be" is NEW at **KMEL**.



R. Kelly "Step In The Name Of Love" is a refreshing change for the format. It's a great R&B record that gets some NEW love at WPGC, KMEL and WCHH...Nick Cannon f/R. Kelly "Gigolo" will make some serious noise.

Wycef Jean f/Missy Elliott "Party To Damascus" (J Records) is one of the best records on the radio right now. New report at WNVZ.

Missy Elliott "Pass That Dutch" (Elektra/EEG) will hit your desk any minute according to Elektra's Cord Himelstein. The single is from the forthcoming CD *This Is Not A Test*, which will be in stores on 11/25. It's impacting 9/29...Blaque "I'm Good" is doing real good at radio with new reports including KWIN, WPKF and WOCQ.

Chingy "Right Thurr" (DTP/Capitol) scores some impressive new reports including HOT 97, WMIB and WJMH... Westside Connection goes early at KPWR!

-Bob Burke bburke@finqb.com

BURKE'S BEST BET



MYA F/FATLIP & TRE'

"Fallen" (A&M/Interscope)

WHOA! Mya has literally grown up before our eyes and developed into one of music's newest multi-media stars with success in both music and film. Her latest CD *Mood Swing* packs a punch with not only great music, but also an attitude that has connected with women of all ages. "My Love Is Like...WO!" was just a taste, and this fol-

low-up single is a red-hot jam that features some quality Hip-Hop flava courtesy of Fatlip and Tre' formerly of The Pharcyde. With her first-ever headlining tour set for this Fall, Mya is more than ready to do her thing all the way live! By the time you leave, you'll be saying...WHOA! BET ON IT!

STREET BEAT BUZZ



MARK RONSON F/SEAN PAUL & TWEET

"International Affair" (Elektra/EEG)

Week after week one song seems to keep coming up in conversation with programmers from coast to coast: "International Affair" from Mark Ronson's Here Comes The Fuzz CD. There's no doubt that Sean Paul

and Tweet have helped this record generate quite a buzz. It also sounds as if it could cross to Mainstream at any minute. But many programmers may be unaware of the track because of a "single rights" issue between labels That hasn't stopped some of the industry's key tastemakers at Rhythm/Crossover from putting it into serious rotation. Don't be surprised if your Mainstream competitor soon finds about this "secret weapon" because it is a *real* record!!!



Jive Records recently showcased their upcoming releases during BMG meetings in New York. Britney Spears was on hand to receive a plaque to commemorate more than 50 million albums sold worldwide. The event also debuted new music from her forthcoming CD, In The Zone, "Me Against The Music" will feature Madonna and impacts radio on October 13. (I-r): Jive's John Strazza, Britney and FMQB's Bob Burke.



Hall & Oates "Getaway Car" (U-Watch)



As far as come backs go, it's hard to find a more successful one than what Daryl & John have accomplished. The album, *Do It For Love*, has already spawned three smash singles, and with "Getaway Car" you can make four. WDOK/Cleveland's Scott Miller nails it, "It's safe to say they are better now than 20 years ago."

Katrina Carlson w/Benny Mardones "I Know You by Heart" (Kataphonic)



LA singer/songwriter Katrina Carlson returns in a big way as she joins forces with Benny Mardones on "I Know You By Heart." Lyrically compelling, musically outstanding, and vocally it's a perfect combination. Still not convinced? Here's what Delilah has to say: "One of the most powerful and touching songs I have ever heard."



Being Different



—by Barb Richards, P.D. WAJI, Fort Wayne, Ind.

I heard Bill O'Reilly comment the other night during a story about the Democratic presidential candidates, that they were all boring; that if they wanted to make headlines they needed to do something newsworthy. I rarely agree with Bill, but this time I did. As con-

sumers, we have so much false excitement thrown at us on a daily basis, that if the noise being made wasn't affecting me personally, I let it float by with barely a glance.

I always thought Bob Dole showed more of his personality when he did the commercials for Viagra than when he was running for president. I remember thinking to myself, "Gee, if he had shown this much pizzas when he was running, I might have paid more attention to him." He was funny. Who would have thunk it?

Look at the governor's race in California. Arnold has certainly made things more interesting. He's taken a chance and he most certainly is putting himself up for ridicule. But I bet more people will vote in California than ever. It's made headlines, it's added some sizzle to their election — some fun! Maybe not the best way to elect a candidate, but if more people notice candidates, maybe they'll take the time to explore the issues and actually make the effort to vote.

A big part of Arbitron's problem is finding people who care enough about their radio listening to want to take on a week long project. Successful stations have a lot of listeners who are really involved with the station. That's why stations involve themselves in community events, hoping to hit a nerve that will prompt people who have an Arbitron diary to remember something they did that the person really

cares about: local charity drives, children and family, city events. Just as Arnold hopes to tap into an emotional tie to the people in California. And hopefully, they'll vote. Ditto radio — if there's an emotional tie, they may vote by writing your station down in a diary.

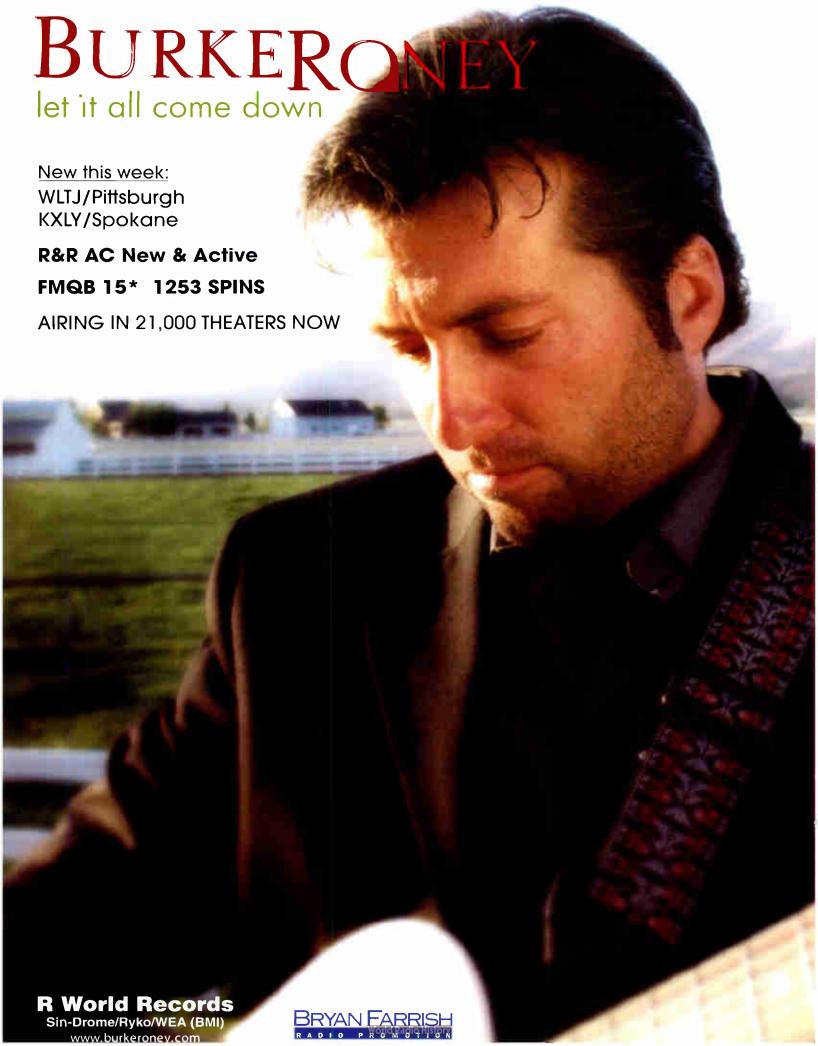
It's the key to reality TV — if you watch a person living her or his life week after week you grow attached to them. You vote for them when told to. You may even become obsessed with them. I remember being upset that I couldn't watch the "American Idol" finale because my son was getting an award at school that night. I rushed out as soon as I could and sat in the parking lot watching the TV in our van so I could see the last few minutes.

It's the differences that make us stand out from the pack. If you are a bottom feeder in a market, take a chance. You have much to gain and little to lose. A local station here has a gay morning personality, a drag queen. Different. They got press out of it. They weren't winning in the ratings; maybe this will give them some shares. You'll never get to the top by copying.

Is there a different way to present a concert, a commercial? How about a contest? How about a way to do a liner, maybe different jingles. I went searching one time for a new voice for the radio station and could not find anything that was significantly different from what we were using. The voice we were using was familiar, so we didn't bother to change. Too bad; one talented voice that didn't sound like all the others, and we'd have jumped at the chance.

If you want to create a spark, if you want to be noticed, if you want to grow, look for ways to be different. Don't be cookie cutter. Don't be assembly line. Be different. Be one of a kind. Then, if people like what you're doing — or even if they're simply fascinated by the novelty, you're the only place they can get more of it.

Barb Richards is a contributor to Jay Trachman's "One to One," a weekly information and humor service for broadcasters. Jay can be reached at: phone (559) 448 0700, fax (559) 448 0761, or email 121@att.net. Reprinted with permission.



LW	TW	Artist	Track	Label	TW	MOVE	LW	2W	3W	CUME/ADD
1	1	TRAIN	CALLING	(Columbia/CRG)	3073	-4	3077	2990	2904	117/2
2	2	MATCHBOX TWENTY	UNWELL	(Atlantic AG)	2987	-84	3071	3174	3211	109 0
3	3	UNCLE KRACKER	DRIFT	(Lava)	2827	-31	2858	3018	2987	114/0
4	4	SANTANA	WHY	(Arista)	2094	-9	2103	1949	1856	67/2
6	5•	SIMPLY RED	SUNRISE	(Red Ink)	2007	151	1856	1749	1687	102/3
5	6	MICHELLE BRANCH	ARE	(Maverick/Warner Bros.)	1815	-78	1893	1868	1885	60/0
8	7•	DIDO	WHITE	(Arista)	1771	109	1662	1576	1405	75/3
7	8•	COUNTING CROWS	BIG	(Interscope)	1699	4	1695	1731	1797	82/1
9	9•	SHANIA TWAIN	FOREVER	(Mercury/IDJMG)	1615	43	1572	1409	1412	88/0
11	10•	JASON MRAZ	REMEDY	(Elektra/EEG)	1523	35	1488	1491	1550	53/0
10	11	SANTANA/BRANCH	GAME	(Arista)	1473	-60	1533	1554	1570	77/0
14	12•	JIM BRICKMAN	PEACE	(Windham Hill)	1296	49	1247	1170	1076	69/0
26	13•	JOHN MAYER	BIGGER	(Columbia/CRG)	1288	214	1074	866	608	61/5
16	14•	LIZ PHAIR	WHY	(Capitol)	1286	71	1215	1286	1273	57/0
15	15•	BURKE RONEY	LET	(R World)	1253	33	1220	1176	1157	56/1
12	16	D. BEDINGFIELD	IF	(Island/IDJMG)	1248	-45	1293	1428	1447	67/0
13	17	JOSH KELLY	AMAZING	(Hollywood)	1241	-30	1271	1252	1210	53/0
25	18•	MATCHBOX TWENTY	BRIGHT	(Atlantic/AG)	1196	118	1078	1012	827	58/3
18	19•	SERAH	STAND	(Great Northern Arts)	1142	36	1106	1086	1068	48/0
19	20•	LUTHER VANDROSS	DANCE	(J)	1141	4	1137	1083	980	62/0
29	21•	3 DOORS DOWN	HERE	(Universal)	1118	109	1009	913	7 70	5 2 /1
22	22•	VANESSA CARLTON	THOUSAND	(Maverick)	1113	12	1101	1150	1171	61/0
17	23	LIVE	HEAVEN	(MCA)	1110	-50	1160	1141	1091	41/0
23	24	CELINE DION	HAVE	(Epic)	1052	-33	1085	1079	1088	59 0
21	25	EVANESCENCE	BRING	(Wind-up)	1030	-77	1107	1060	1100	35/0
27	26	EAGLES	HOLE	(ERC)	1025	-11	1036	1063	1092	62/0
30	27•	PHIL COLLINS	STOP	(Atlantic/AG)	1013	5	1008	1086	1096	60/0
33	28•	CASSANDRA REED	NEXT	(Peak/Concord)	1010	91	919	831	725	53/2
28	29	KENNY LOGGINS	WITH	(All The Best!)	988	-25	1013	977	969	57/1
3 2	30•	NORAH JONES	KNOW	(Blue Note/Virgin)	962	22	940	977	1033	58/0
34	31•	HOLLY	ONLY	(Holly & Lilacs)	959	52	907	789	719	48/2
3 5	32•	CHRIS EMERSON	BABY'S	(Monomoy)	932	30	902	838	785	54/2
31	33	GHOSTOWN	LONESOME	(Ghostown)	907	-48	9 5 5	1288	1211	39/0
36	34•	JEFF PRYOR BAND	LOVELAND	(Teze)	896	39	857	766	626	39/2
40	35•	MERCYME	IMAGINE	(Curb)	882	49	833	882	841	54/0
24	36	JEWEL	INTUITION	(Atlantic)	881	-200	1081	1190	1585	43/0
20	37	NATALIE GRANT	ALWAYS	(Curb)	862	-251	1113	1164	1154	36/0
37	38	C. AGUILERA	BEAUTIFUL	(RCA)	836	-18	854	941	1016	51/0
D	39•	3 DOORS DOWN	WHEN	(Universal)	835	22	813	945	1074	31/0
D	40•	MAKTUB	YOU	(Velour)	834	66	768	661	547	49/2

Plays TW: Total number of Plays during current airplay week; Move: Increase or decrease in number of Plays from previous airplay week. Plays LW: Total number of Plays during previous airplay week; 2 Week: Total number of plays 2 weeks previous; 3 Week: Total number of plays 3 weeks previous; Cume: Total number of new stations reporting as an add.

mostadded

	And the second s	A CONTRACTOR OF THE PROPERTY O		
1.	TIM McGRAW	"Tiny Dancer"	Curb	18
2.	SHERYL CROW	"The First Cut Is The Deepest"	A&M/Interscope	15
3.	SARAH MCLACHLAN	"Fallen"	Arista	13
4.	CELINE DION	"Stand"	Epic	9
5.	DAN GARDNER	"More Than Life"	D G P	7
5.	FUEL	"Falls On Me"	Epic	7
5.	MICHAEL BOLTON	When I Fall In Love"	Passion Group	7
5	PHIL COLLINS	"Look Through My Eves"	Hollywood	7

acgainers

- 1				
1	JOHN MAYER	"Bigger Than My Body"	Columbia/CRG	(+214)
2.	SIMPLY RED	"Sunrise"	Red Ink	(+151)
3.	MATCHBOX TWENTY	"Bright Lights"	Atlantic/AG	(+118)
4.	DIDO	"White Flag"	Arista	(+109)
4.	3 DOORS DOWN	"Here Without You"	Universal	(+109)

nextup

(Active Records With The Greatest Chart Potential)

			PPW Total	Move	Cume/Adds	
DEAN PHIL	"Feel So Blessed"	Other Side	770	188	45/4	
SEAN LASKEY	"L.A."	Orange Moon	707	126	36/0	
FOUNTAINS OF	Stacy's Mom"	EMI Collective	684	83	36/5	
MICHAEL BOLTON	"When I Fall In Love"	Passion Group	633	184	54/7	
LAURA TURNER	"Soul Deep"	Curb	619	78	41/2	
VERTICAL	"I'm Still Here"	RCA	592	75	32/1	
JOHN TESH	"Bring Me To Life"	Garden City/WB	565	104	35/1	
SEAL	"Waiting For You"	Warner Bros.	457	95	35/6	
PHIL COLLINS	"Look Through My"	Hollywood	393	155	41/7	

FMQB 23 09.28.03 World Radio History

UPCOMING PERFORMANCE/APPEARANCE DATES September 28 - Bank One Ballpark/Phoenix, AZ

National Anthem Performance (Diamondbacks vs. Cardinals)

October 10 - The Beverly Hills Hotel Rage for Justice Awards

The Roxy/Los Angeles (Date TBA)

December 20 - The Turning Stone Casino/Syracuse, NY With Benny Mardones for his annual Christmas concert

December 2003 - Borders bookstore tour

January 31, 2004 - Glendale Arena/Phoenix, AZ National Anthem Appearance (Coyotes vs. Stars)

katrina car son with benny mardones

i know you by heart

"I Know You By Heart," the hit single from the album "UNTUCKED" in stores now on Kataphonic/Lightyear-WEA

R&R AC: 27 - 25

Monitor AC: 30*-27*

NEW: WSHH/Pittsburgh! **KVLY/McAllen**

Already On:

All budy	711.			
WMXJ	WLTE	KOSI	WLTJ	WDOK
WRRM	KUDL	KBAY	WLTQ	KSNE
KKMJ	WEAT	WRCH	WRMM	WTVR
WSPA	WHUD	KMXZ	WYJB	WOOD
WMGS	WLEV	KMGA	WJXB	KEFM
KWAV	WJBR	and ma	ny more!	

Airplay On "Delilah"

"'I Know You By Heart' is one of the most powerful and touching songs I have ever heard. The lyrics will grip the heart of anyone who has every really given themselves completely in love. Benny's voice mingles with Katrina's in such a way as to melt you." **DELILAH**

"The duet is incredible. Katrina and Benny sound amazing together!"

- CHACHI, Operations Manager, KBIG/KOST Los Angeles





NATIONAL PROMO Jack Ashton/As ashtonconsults@

LABEL CONTACT: Gregg Bell/Kataphonic Records 310-260-9441 greggbell04@yahoo.com



IIOT SHOTS

FeFe Dobson's "Meet And Greet" tour



- 1. At Z100 with (from left) IDJMG's Trina Morehouse, Tom Poleman, FeFe, Cubby and IDJMG's Ken Lane.
- 2. At WPLJ with (from left) Scott Shannon, FeFe, Tony Mascaro and Marc Hilsenrath.
- **3.** At WBMX with (from left) IDJMG's Lelle Lutts, Mike Mullaney, FeFe, Greg Strassell, and IDJMG's Ken Lane.
- At FMQB with (from left) IDJMG's Dave Bouchard, FeFe, and Dave Hoeffel.
- At KDWB with (from left) IDJMG's Scott Backer, FeFe, Rob Morris, and IDJMG's Ken Lane.
- 6. At Kiss 108 with (from left) David Corey, IDJMG's Lelle Lutts, FeFe, Cadillac Jack and IDJMG's Ken Lane.



FMQB 21 09.26.03

World Radio History

Mike Rossi/WSTW: The misprinted logo Tshirts.

Tony Mann/WAPE: We always do a lot of money contests...best thing for our audience.

Jason Barsky/WHKF: All of the prizes we could fit in J-Lo's big ass. A big-screen TV, a Ford Focus, etc. Great sound effects in the promo.

Alex Valentine/KRBV: Air time: listeners were featured on the morning show.

Rob Dawes/WKKF: Flyswatters; our competition is Fly92.

Charese Fruge/KMXB: The Mix Underground Lounge acoustic CD. Huge!

Pete de Graaff/WXXL: Nylon backpacks, Tshirts too, and sneaker laces.

Ernesto Garcia/KHQT: 50 Cent tickets.

Listeners had to find our stolen van...which was stolen by our night guy. We wound up with a long line of cars following the van. We led them to a bowling alley, where we let them all take a shot. The first listener to bowl a strike won the tickets.

Mark Anderson/WIOG: SARS masks in season. Our "Last Temptation" weekend was good too. We gave away cigarettes, beer and strip club passes prior to New Year's Day and its associated resolutions.

Mike Danger/WPXY: A tie between sleep-shirts and slap-koozies that go around your drink.

Laura St. James/WAEB: We had ceramic cereal bowls designed for our morning show with the phrase "Wake Up And Smile." Also, we did "B104-tune cookies" with phrases inside like, "For good fortune, listen to B104 at work."

Tony Banks/WERO: Cash!

KJ Bryant/WWYL: American flags after the Iraq conflict began.

Kristy Knight/WSSR: We gave away autographed guitars, which are always cool... but we also did an "Official Station Photographer" promotion, where one of our listeners got to photograph Coldplay up close, near the stage, during the show, with other members of the media, and then meet them backstage. It was really amazing for our winner, and a different spin on attending a concert.

Sean Sellers/WWZZ: Tupperware at

Thanksgiving.

Jimmy Steele/WNCI: The quarter of a million dollar WNCI Dream Home with a car in the

Jon Zellner/KMXV: We gave away 15,000 fans that said, "I'm A John Mayer Fan" with the Mix logo on it.

Dave Universal/WKSE: Hand-held fans at the County Fair.

Tommy Frank/WKRQ: Celine Dion Fly-Away-To-Vegas for one night.

Paul Kelly/WAYV: Our morning guy gave away a half-consumed cup of coffee.

Shawn Murphy/WQGN: A jet ski and trailer, plus a vehicle to tow it around.

What's the coolest promotional item that your station has given away this year?

Sky Walker/WSPK: The "Woodman In The Morning Thongs."

Steve Smith/WMGI: Mix-FM slinkies.

Ron Pritchard/WKHQ: A Michelle Branch autographed Yamaha acoustic guitar.

Lucas/KQKQ: Soap on the rope.

Krash Kelly/KSXY: Local "Real Bitch" fashion line short shorts for the female listeners.

Adam Michaels/KFRX: Chia pets.

Eric Tyler/KHTT: Thousands of dollars of cash.

Dylan Sprague/WWW0: Glow sticks.

Dave Decker/WZPL: Yo-Yo's.

Kevin Matthews/WERZ: A weekend white-rafting bus trip.

Wes McCain/WLKT: A Saturn Ion.

Rick Riser/WCIR: A Segway human transport vehicle.

Tommy Chuck/WKXJ: Mini-footballs.

Bob Quick/WCGQ: A trip a day in the month of May.

JC/KOQL: A diamond ring.

Kramer/WMBZ: Station logo lip balm or station logo hand fans.

Mike Strobel/WLVY: Cash.

Michael McCoy/WLAN: The "FM97 Me, I'm Irish" T-shirts.

Randy Sherwin/WXKB: Backstage passes to Vince Gill, plus a backup of Selector on CD. Lucky Larry/KISX: Concert tickets.

Tony Travatto/WBNQ: Victor Lentini autographed, used underwear.

George Lindsay/WXMA: Station brand lip balm by Chap Stick.

Derek James/WLNK: A five-bedroom, threebath house.

Kelly KJWKRZ: Our Subaru Baja giveaway. It was the same colors as the station logo, so it looked like a billboard on wheels.

Derek Wright/WMGB: B95.1 book-bags.

Riggs/WKXJ: A Jessica Simpson and Nick Lachey autographed can of Chicken Of The

> Matt Luecking/WMGI: Mix-FM God Bless America pins.

Phil Thomas/WKMX: Cars and cash. Leo Caro/KBAT: A year's supply of Bubblelicious.

Danny Wright/KSXY: "Real Bitch" short shorts for the female listeners.

Tim Moore/WJBQ: Coal from the real Titanic. John Fox/WFLY: There have been too many to only choose one.

Dave B. Goode/WHZZ: We gave away some really uncool T-shirts.

Jimi Jamm/WPKF: "The Property Of KISS-FM" T-shirts.

Jeff Hurley/WRTS: Station T-shirts.

Shane Blue/WRZE: The Rose baseball T-shirts.

Ally/WZYP: Crimson Tide tickets.

Hitman/KBFM: We haven't had anything out of the ordinary due to budget constraints.

Stevie G./WKZN: An entire Sex In The City DVD pack.

Marcia G./WKZL: A house.

Nick Elliott/KKXX: Temporary tattoos.

Karen Paige/WSSX: T-shirts and travel mugs. Kelth Allen/WSTO: Our Voodoo Music Festival flyaway.

Ron Roberts/KOID: Station T-shirts with artist

Mark Reid/KOKY: Station T-shirts.

Bob Parrish/WDBR: A brand new Apple com-

Jeff Donovan/WBAM: A Lisa Marie Presley autographed guitar.

CJ McIntyre/WPKF: "The Property Of KISS-FM" T-shirts.

NEXT WEEK'S QUESTION ►Which industry person - radio or records - would make a great governor of California? Why?

INERED PAGE

Quarterback Pick

P!NK "Trouble" Arista

Let's see...this was most added last week, #2 most added this week, and they don't even officially go for it until NEXT week. No-brainer of the year. Already on 72 stations, with significant spins starting to show at WBLI, WAKS, KZZU, KHFI, WAPE, WXXL and others. Among the new this week: Z100, WPST, KRBV and WFBC. If there's anybody left who *luasn't* added this, Arista's 9/30 impact date would be a good time to hit it.



Fast Track



MICHELLE BRANCH "Breathe" Maverick/WB

Most added with Z100, WPLJ, WSTR, Y100, KFMD and WKRZ among the new. Video premieres on TRL 10/8. Fall tour kicks off 10/2 in Poughkeepsie, the first of 19 dates that she'll play in October.

KILEY DEAN "Who Will I Run To?" Interscope/Beat Club Records

Great voice, great song, and an impressive opening week with KSLZ, Y100, WXXL, WSSX, WKRZ, WAKS and more giving Kiley the nod. Impressive early spins at KHKS. She tells *MSN* that she's glad that she grew up singing in church, not on the Mickey Mouse Club. We're glad too.

BLACK EYED PEAS "Shut Up" Interscope/A&M

Big spin increases and more adds including KRBV, KSLY and WQZQ. CD "Elephunk" is scanning nicely. This is the one that will help solidify BEP at Top40.

NICKELBACK "Someday" Roadrunner

Another solid week, with new adds at KDWB, KKRZ, KRBV, WDRQ, WNCI and more. Sounds like another homerun. Look for big *Soundscan* numbers next week.

FEFE DOBSON "Take Me Away" IDIMG

FeFe continues to roll, with new adds at WIOQ, WVKS, WBHT, WHTS and more. We like the spins at Kiss 108, KHTS, KRBV, KRUF, WBAM, WJBQ, WBBO and WIXX.



FOUNTAINS OF WAYNE "Stacy's Mom" S-Curve/EMI Collective

Another big week, with WDRQ, Y100, WSTR, WIOQ and WXXL among the new supporters. The video featuring Rachael Hunter is on everywhere. This one's definitely for real!

MARIA "I Give, You Take" DreamWorks

90 Pop stations believe Maria is the goods! She should be on your radar by now. A music meeting must.

Natrual at S.I.R. Studios in NYC. (I-r):
Natural's "J" Horn and Michael Johnson,
Clear Channel/Z100's Tom Poleman,
Natural's Marc Terenzi and Ben Bledsoe,
WIOQ's Marian Newsome, Natural's
Patrick King, and Trans Continental's
Lou Pearlman.



FMQB (19) 09.28.03 World Radio History

Buzz Bin

THALIA "Baby, I'm In Love" Virgin

This hot Latino's debut English language CD is off to an impressive start. Her star is rising more and more



every day, and this sultry jam is the perfect follow-up to "I Want You."

NICK LACHEY "This I Swear" Universal

The *Newlyweds* is a homerun for MTV. You want a familiar song with hit potential? The timing couldn't be more perfect for Nick to hit with this strong ballad which is also the show's featured theme song.

NATURAL "What If" Trans Continental

Their NYC showcase was impressive. We especially loved their "tribute" to the other artists who had been signed by Lou Pearlman...but we love this song even more. These guys look great, sound great, play their own instruments, and appear to be the real deal. WFLZ, WXXL, WKXJ and WDJX lead the way.

FUEL "Falls On Me" Epic

Nice opening week with WIOQ, KRBV, WKRZ, WQZQ, WSSR. WSSX and more. The album's in-store now, live performances on VH1 9/23 and 9/26, and in-store performances at Best Buy stores all over the place.

THIRD EYE BLIND "Crystal Baller" Elektra

While performing live on Z100, Stephen Jenkins let the studio audience pick the next single. Here you go! Hot AC action at WKRQ, WLNK, WSSR and more.

BLAQUE "I'm Good" Elektra/EEG

Nice early spins at Rhythmic CHRs like WBTS, KPRR and WWKX, but also Mainstreams WKFS, WKST and KSLZ. New reports include WFLZ, KHTS and WAKS among the new. This could fly.

JOSH KELLEY "Amazing" Hollywood

Huge at Hot AC, now growing at WAEB, WNCI, WSTW, PRO-FM, WRVW, WNKS and US1 (Sirius).

JAVIER "Crazy" Capitol

KSLZ's in. Spins showing at WKFS, WAKZ, WKGS, WKST, WBAM and more. Keep an eye on this one.

continued from page 17

keep the format, and to work on doing a better job of getting Arbitron to recognize what we're doing. A lot of people thought it was a stunt, but it wasn't a stunt at all. Mike Kaplan came up with the whole concept and executed everything. He kept calling me and asking, "Are you sure you and David are OK with this?" And I kept telling him, "As long as we're not breaking any FCC rules, and as long as I don't start getting calls at home, go for it." He was doing what he felt was right, and I support that.

Broadcasters say there's more musical diversity on the air than ever, yet listeners are complaining that the music is homogenized and predictable. Who's right?

I think a lot of listeners have fallen for the PR hype that's out there. For whatever reason, Capitol Hill has decided that lack of diversity in radio is a real issue. Instead of looking into it, they've decided to vell and scream about it. I have a ton of respect for John McCain and Russ Feingold, but I disagree with their statements that consolidation has ruined diversity in the industry. If you look at most polls that have been done with consumers, they say that there is at least as much diversity as there was, and a few indicate that there is more diversity. The people who don't believe that are the ones falling for the anti-Clear Channel stuff going on out there. Clear Channel has been unfairly attacked from the beginning because they're big. We're living in a country that's supposed to be all about capitalism, and being smarter than the competition. If you're brighter and faster than the competition, then you're supposed to be bigger. To get attacked when you become that big is crazy. All of the hype that is going on influences people's opinions. When we went into Seattle, we ended up with KISW and The End, which were two fairly similar sounding radio stations. We separated them, and both stations began playing music that hadn't been available in the market before, to help achieve separation between the formats. In New Orleans, we took over two Mainstream Soft ACs. So we put on a Modern AC, The Zone. The city hadn't had a Modern AC, and they heard music that they'd never heard before. Those are just two examples of how our company has increased the diversity in a couple of different markets, and if you look around at other companies you'll see similar situations. What advantage does a company have by keeping two formats on top of each other? What advantage is there in having two 2.5 share radio stations instead of two 4 share radio stations? Most often, companies increase diversity for that reason.

What's your take on the decline in TSL?

There are more entertainment options out there. There's the Internet, and people are listening to Internet radio, CDs, MP3s...the downloading issue has had a big effect. The continuous huge growth of the video gaming industry has been another factor. There are so many different options, and so many businesses competing for the consumer's attention. We just have to be that much better.

How much voicetracking goes on at your stations?

Very little. There are a few markets where we do some overnight shifts, and one or two stations where we do nights. Voicetracking only makes sense to me if you can do it right, and by right I mean have somebody local do it, with local references...somebody who can sound live and current. If the voicetracked shift starts at midnight, they should have voicetracked it between 9 and 11pm, reflecting what's going on in the community that night. Sometimes you can voicetrack a shift and be better than if you're live. There are some markets where our programmers are having a difficult time trying to find part timers who they find comfortable putting on the air. If that's the case, why not have somebody who's really good voicetrack a shift? That being said, we really believe that live radio is the key to combating the competitive forces out there, and the vast majority of our programming is live.

Here's a hypothetical: David Field says to you: "Pick a market that we're not in, and I'll buy you some stations there." What market would you choose, and why?

Any one of the top five markets that we're not in. That's the only part of our profile that's lacking right now. It doesn't mean that we don't do a tremendous job in markets ten through fifty, but I would love to have a chance to go in and compete in New York, L.A., and Chicago. We would do very well in those markets, and I hope that someday we'll have the opportunity to prove that. David Field has publicly stated a number of times that Entercom will be the clear number three player in the business. We're kind of tied for that distinction right now with Cox and ABC, depending on which way you look at it. He is very aggressive, and he's looking at every opportunity out there. In the past year and a half, we picked up the Emmis and Tribune stations in Denver, we picked up the Fisher stations in Portland, we picked up a couple of stations in Greensboro...that's more than anybody else has done. We've added stations in significant markets and enhanced our current clusters. David's out there looking, and when those opportunities are there, there's no doubt in my mind that we'll be adding more stations.

You're on the programming steering committee for the NAB Radio Show in Philadelphia. What does that job entail, and what can we expect at this year's NAB?

The job entails setting an agenda focused on what's important to programmers today. We want to come up with sessions that will really give people solid information and ideas that they can take back to their stations, implement, and make their stations better. It's about hearing great speakers such as **Rush Limbaugh**. Whether you like him or not, it'll be interesting to hear him talk about how he's been able to create his brand, and grow it to astronomical levels. I think we have really intriguing speakers who we can learn a lot from, and some sessions set up that will provide people with valuable information that they can use to make their stations better.

We really believe that live radio is the key to combating the competitive forces out there, and the vast majority of our programming is live.

young guys, and Evanescence is a top 10 or top 5 record with your P1's, and the cume loves it, you should play it. Many times, Rock PDs won't play a record like that because the Top 40 station is playing it. In the past six months, I've seen music tests for Active stations and Modern stations with Creed records in the top 50, yet the PDs don't want to play the Creed records because they've gone as far as being played on AC stations, yet their P1's love them. My contention is that if you surround a Creed record with records that are more unique to your format, I think that helps the format become more mass appeal, and it helps with the P1's. Just because Pop stations start playing a record doesn't mean that you have to get off it, and run from it. When AC stations start playing records that broke on Top 40, Top 40 stations don't abandon those records. They play them twice as much, and they continue to have ownership. Rock stations should take a look at this, especially during a time like this where there doesn't seem to be a lot of quality music for Modern and Active. When you find an artist that you can develop into a core artist, you need to stick with them, even if they start getting spins on other formats.

A lot of music on CHR today could be characterized as extreme, whether it's a Hard Rock song or a Rap song. Is the shortage of mass appeal balance records hurting the format?

I don't think it is. You're right, it is extreme right now, but you do have artists such as Justin Timberlake making good balance records. The Pop balance of the format isn't the majority of the music, like it used to be, but I think you have to look at who's listening to Top 40 now. At most of our Top 40 stations, we test younger rather than older, because that's what Top 40 is. If you look at 16-30 year olds, they grew up during a time when Hip-Hop, Rock and everything in between was acceptable. Back when we grew up, you had your Rockers, and you had your people who liked Dance music. That's not the way it is anymore. Kids are into all different types of music, and while it may seem extreme to us, to them, many of these records are mainstream records. When people search too hard and go deeper than necessary to find that balance record, sometimes they end up playing a stiff instead of playing the records that their core and cume have told them that they want to hear.

What types of research are you a fan of?

All types. I think that callout is very important. I think that perceptual is critical. I think that at the appropriate times, focus groups can be very revealing. I'm a fan of all research. I'm not a fan of overspending and overdoing it. I do believe that you can wind up with information constipation if you have too much stuff flying at you. I do believe that you can research your station into a generic, satellite radio-sounding type of station. But I think that if you do the right amount of research, and you have a program director who under-

stands the art, and how to implement that research using their gut and the art of radio, then I think that the research can really help us to be successful.

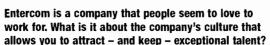
What's your take on the trend toward Internet research? Is online music testing as reliable as traditional phone-based callout?

I'm not comfortable with it as the only form of callout research that we do. I'm OK with it as a predictor of the future, and as a base to look at potential scores. Based on the online callout that I see, compared to traditional callout, when I take a look at differences, I see the new music really take off in a hurry. The people who are willing to drop what they're doing, log onto the Internet, get their password, answer a few questions and listen to hooks...those people are hard core listeners who are really into music or really into our radio stations. Unfortunately, they don't represent the majority of our listeners. We need to make sure that we're appealing to people who aren't that fanatical about our station, because those people are the majoritv. I wish that it was the other way around, but as long as the reality is that most of our listeners aren't as passionate as the online music test takers, I think that traditional callout is still more critical than online research.

A couple of Entercom stations were engaged in a rather public format change controversy in Kansas City recently. The grassroots listener campaign to "Save The Buzz" received quite a bit of media coverage, and even resulted in David Field receiving a barrage of e-mails from impassioned listeners. Was this a publicity stunt, or were you really undecided about whether to flip your Modern Rock or Smooth Jazz stations in KC to Country?

We were absolutely totally undecided. Actually, we had decided originally that The Buzz was going away. Ratings-wise, The Buzz had been a disappointment. Honestly, I think that The Buzz is one of our best sounding radio stations in the company. I love listening to it. The imaging is brilliant. For whatever reason, it hadn't caught on ratings-wise, and we weren't making any money with it. With the Smooth Jazz station, we were making a little bit of money, so initially our thinking was that a little bit of money was better than no money. But David and I were talking one day, and we were feeling the movement going on in Kansas City from the listeners. We were getting e-mails. Afternoon guy Lazlo called us up and put us on the air. There was an online petition. The number one online petition in the country had something to do with stopping starvation in Africa. Number two was Save The Buzz. We really started feeling the passion. There were a lot of people who loved this radio station, and we ultimately decided to keep The Buzz. We wanted to keep a station that listeners were so passionate about; a station that had become famous for breaking new music in that market; a station that was all about excitement, representing the market, and being a part of the fabric of the city. We decided to

continued on page 18



That's something we're real proud of, and honestly, I think its autonomy. We give our program directors every tool that they need to be successful, and then we charge them with being successful. We hold them accountable for what they do or what they don't do. At the end of the day, if they're successful, we reward them and keep them happy. If they're not successful, we dig into why they're not successful, figure out what we need to do to make them successful, and give them every opportunity to perform. One of the things that I'm most proud of is that since I joined this company, in the past four or five years, only three or four program directors have left on their own for other jobs. That's a tremendous statement about how people feel about the company, and the work environment that we create.

Entercom CEO David Field said, "I give an enormous amount of credit to Pat Paxton...who has made a huge impact on our organization." (FMQB 1/10/03). What do you feel have been your greatest programming achievements at Entercom? What's your favorite success story?

I don't know that I have one favorite success story. The thing that I'm most proud of goes back to the last question, and that's our ability to attract, hire and keep top performers - the best in the industry – happy and satisfied and challenged. I think that we recently made a huge statement by hiring Mike Moore from WSIX/Nashville to program our Country station in Portland, OR. WSIX is like the Mecca of Country radio. Mike decided that he really wanted to join Entercom, and leave the Mecca to come with us, because of what he's heard about Entercom. Really, it's the people that I'm most proud of. I'd put these guys up against anybody in the industry.

The other thing that I'm most proud of is how we've been able to integrate different stations, different formats, different ideas and different cultures, and blend them into one big culture in each one of our buildings. Kansas City is a good example, where we go from KUDL, which is a relatively soft Mainstream AC, all the way to 98 Rock, which is a head bangin' Active Rock radio station They're in the same building, and the PDs talk to each other and brainstorm. You get a convergence of different perspectives meeting in the middle, and out of that comes great creativity, great ideas, and things that wouldn't have been thought of without these different backgrounds and perspectives coming together.

Are there weekly and/or format-specific conference calls?

We do have weekly format-specific conference calls. Our News/Talkers all get together, as do our Rock, Top 40 and Hot AC programmers. After their call, the Top 40 people send out a list of the top 5 great things that they did that week. They send it to all of the other PDs. It's all about brainstorming, sharing what works and

what doesn't work, and making magic in between the songs. They also share music information, morning show bits and promotions, telephone numbers of celebrities...anything that can help their fellow PDs succeed.

Entercom isn't as big as some of its competitors, but you still oversee a lot of stations. How much interaction do you have with programmers on the local level? You don't have that big middle layer of format captains...

And that's really by design. We're a very non-political company. We try to eliminate as many layers as possible. Any PD in this company...in fact any jock in this company, can pick up the phone and call me anytime they want to. And David Field would tell you the same thing. Whether you're a part-timer or a Market Manager, you can pick up the phone and call David any time. We do have regional VPs who oversee the operations in anywhere between four and eight markets apiece. But as far as me working with the radio stations, I speak with some PDs a lot, and others very rarely. It depends on the situations that are going on. I try to help out where the help is needed. Don London (Norfolk Group PD) keeps asking, "How come you guys never come see us?" I keep telling him that it's because they're doing great. I don't want to come in and screw things up. If we have a cluster that's doing very well, my time is best utilized in other places. I check in with everyone via phone every once in awhile, but the amount of communication is directed to the places where it is most warranted.

You oversee quite a variety of formats, ranging from Gospel to FM Talk, and including every flavor of Rock. How hard is it to stay on top of all of the trends impacting that many formats?

Staying on top of the trends, and what each demo is attracted to, really isn't that difficult. The hard part – and the part that I've gotten away from, and I'd really like to get closer to it – is keeping up with the music. With all of the different formats, keeping up with everything is very difficult, and I'm not as good at that as I need to become. But if **Bob Edwards** at 98 Rock in Kansas City wants to call me and run a promotion by me that's going to appeal to 18-34 men, I'll have a good feel for what works and what doesn't. The same is true if **Mark Edwards** at **KOSI** in Denver calls me. I have a good feel for what our 25+ women are looking for in these markets too. That just comes from talking to the managers and PDs and visiting the different markets. You just get a feel for what the different demos are into.

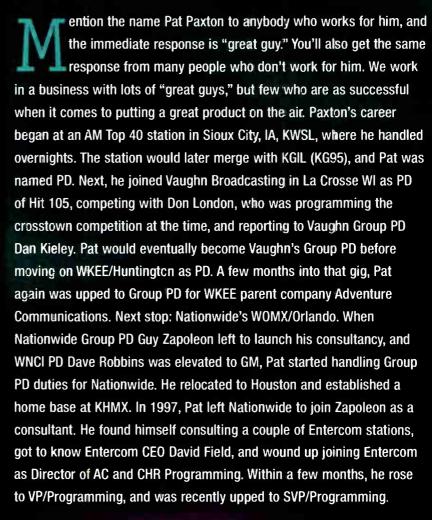
You have Modern Rock and Active Rock stations in some markets. What's your take on the current state of affairs at these formats? Is Modern Rock developing enough core artists?

I don't think that Modern Rock *or* Active Rock is developing enough core artists. I've always felt that Modern and Active stations get off records too early. They overreact when Top 40 stations start playing their music. If an Evanescence record is a hit, it's a hit. If you're testing

FMQB (19.26.03

Up Close

with Entercom
Senior Vice
President of
Programming
Pat Paxton



continued on page 16

Paxton's Programming Passion By Dave Hoeffel

FMQB 15 09.26.03

World Radio History



Gospel legends the Blind Boys of Alabama will release their new album, Go Tell It On The Mountain. on November 17 in the U.K. on Real World. It's a Christmas album with classic seasonal songs given "a radical and unique interpretation," in the presence of an extraordinary line-up of guests. Tom Waits, Mavis Staples, Solomon Burke, Aaron Neville, George Clinton, Me'Shell N'degeocello and Michael Franti all make appearances, while the U.K. contingent includes Chrissie Hynde, Richard Thompson and Danny Thompson.

It's a rather busy start to the week on Monday (9/29) for Dido. To mark the release that day of her second album, Life For Rent, (out in the U.S. a day later), she'll play



Dido

a four-song acoustic set at London's Virgin Megastore at 8:00 a.m., then jump on a plane with selected media and contest winners to perform the same feat later the same day at the Virgin Megastore in Manhattan's Union Square.

Reggae veterans UB40 release their new studio album, Homegrown, on October 27, preceded a week earlier by the single "Swing Low," the official anthem of the England Rugby World Cup team for the upcoming tournament.

We were intrigued to hear that sometime Pulp member and acclaimed solo artist Richard Hawley is currently in New York with the band's frontman, Jarvis Cocker, producing new material for Nancy Sinatra. Hawley has also started recording his third album for release early in 2004.

Seasoned English guitarist Steve Hackett hits the road in October for a 19-date U.K. tour, his first in ten years. Material will include tracks from the eight albums he made as a member of Genesis, the GTR project with Steve Howe and plenty of music from his solo work including the current album To Watch The Storms. Hackett's last U.K. appearance was with classical percussionist Evelyn Glennie, who commissioned Steve to write a new piece which they premiered at London's Queen Elizabeth Hall. He's recently been touring in North and South America and has recently come back from Japan, where he fronted a band including John Paul Jones (Led Zeppelin), Nuno Bettencourt (Extreme), Paul Gilbert (Mr. Big) and Pat Mastelotto (King Crimson) to mark the Hard Rock Café's 20th year in Tokyo.

Dave Gahan will release "Bottle Living" as the third single from his solo debut album Paper Monsters on October 27. The track proved to be a big favourite on his summer tour, and Gahan returns to Britain for two more live dates at Manchester Apollo on October 27 and Hammersmith Carling Apollo on the 29.

Music News is compiled and written by Michael Parrish, Bob Burke, Mandy Feingold and Drew Kondylas

News From London is compiled in the UK by Paul Sexton, who can be e-mailed directly at psexton@blueyonder.co.uk.

The Rock Report is provided by Denny Somach production, 812 W. Darby Road, Havertown, PA 19083. (610) 446-7100. Material compiled by Ken Sharp, who can be reached directly at sharpk@aol.com or (818) 986-9715. 2003. All rights reserved.



Reaping accolades for his new release, What's In The Bag? (Razor & Tie), the multi-talented Marshsall Crenshaw embarks on a short U.S. tour, kicking off on October 10 at the famed McCabe's



Marshall Crenshaw

club in Santa Monica, California. One of music's most underrated singer/songwriters, Crensnaw, is hailed by the Boston Globe as "one of America's best and most durable tunesmiths. In the flavorof-the-hour world of Pop music there are very few things you can rely on, but one of them is Marshall Crenshaw... for more than two decades he has continued to drop one top-shelf record after the other."

Tour dates: 10/11 - San Diego, The Casbah; 10/12 - Santa Barbara, CA, Soho Restaurant and Music Club; 10/15 - Winters, CA, The Palms; 10/16 - San Francisco, Great American Music Hall; 10/17 - Portland, OR, Roseland Grille; 10/18 - Seattle, Tractor Tavern; 10/23 - Alexandria, VA, The Birchmere; 10/29 - Milwaukee, WI, Shank Hall; 10/30 - Minneapolis, MN, Rossi's Bluestar Room.

Tower, Please Prepare For Take Off... Leading the charge of the San Francisco music scene in the '60s was The Jefferson Airplane. Straddling the "Summer Of Love" ideals with a decidedly harder edged, psychedelically progressive sound, The Jefferson Airplane delivered some of the '60s most potent, mind-expanding and enduring music.

Kudos to the folks at BMG Heritage for their latest reissue

campaign of the band's seminal first four releases, Jefferson Airplane Takes Off, Surrealistic Pillow (selected by Rolling Stone as one of the top 200 albums of all time), After Bathing At Baxter's and Crown Of Creation. Upon listening to the releases, one is struck by the seamless and almost telepathic instrumental interplay between guitarists Jorma Kaukonen and Paul Kantner and nimble fingered bassist Jack Casady.

Each disc is newly remastered from the original master tapes and boast spectacularly pristine and full-bodied sound. Featuring detailed liner notes by acclaimed Airplane author, Jeff Tamarkin, and a bounty of rare photos, each disc sports a cache of bonus cuts including previously unreleased tracks, live songs, demos, uncensored cuts, alternate versions and mono single versions. Standouts abound and include a frenetic live rendition of "The Ballad Of You & Me & Pooneil," the mono single versions of "White Rabbit" and "Somebody To Love," a demo of "Things Are Better In The East," and the previously unreleased cuts, "The Saga Of Sydney Spacepig".

The Rock Report wishes a speedy recovery to Mike Smith, former lead singer of '60's British Invasion phenoms The Dave Clark Five, who suffered a serious spinal injury after a fall at his home in Spain. At the moment, his condition is critical but doctors are cautiously optimistic about a full recovery.

Smith, lauded by Tom Petty as "one of the best singers of the '60s" was the searing, Lennonesque voice behind such DC5 smash hits as "Glad All Over," "Catch Us If You Can," "Bits & Pieces," "Because," "Any Way You Want It" and many more. Smith recently finished a successful headline tour of the U.S., his first American trek in almost forty years.



music news continued

Liz Phair Sets Fall Tour Plans



Liz Phair

Liz Phair has booked a three-week November run of tour dates in theaters and large clubs. She will continue to support her latest, self-titled album, after a successful tour with Jason Mraz this summer. Her new dates are as follows: 11/1, San Diego; 11/2, Anaheim; 11/3, Tucson; 11/5, Kansas City; 11/6, Memphis; 11/7, Louisville; 11/9, Atlanta; 11/10, Cincinnati; 11/11, Columbus; 11/13, Montreal; 11/15,

Toronto; 11/17, Urbana, IL; 11/18, Milwaukee; 11/20, Denver; 11/21, Albuquerque; 11/22, Los Angeles.

311 On Tour Again, AAF To Join In

After a long summer of touring which featured more than 40 shows, Rockers 311 still haven't had enough of performing in front of a live audience. They recently posted close to three dozen new dates on their web site, 311 music.com, as part of a fall headlining tour. Alien Ant Farm, fully-mended and looking to add momentum and build success for their new album truANT, will support 311 on most of the dates, which include a number of colleges and universities. Additional dates will be added in December. For now, the list of confirmed appearances is as follows: 10/12, San Bernardino, CA; 10/15, San Francisco; 10/17, Boise; 10/18, Bozeman, MT; 10/19, Rapid City, SD; 10/23, Ypsilanti, MI; 10/24, Harrisonburg, VA; 10/26, Nashville; 10/27, Columbus, OH; 10/29, Birmingham, AL; 10/30, Orlando; 10/31, West Palm Beach, FL;

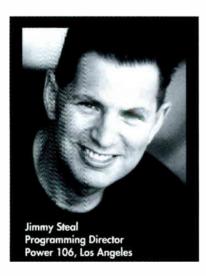
11/01, Tampa; 11/04, Clemson, SC; 11/05, Charlotte; 11/06, Richmond; 11/07, Winston-Salem, NC; 11/10, Portland, ME; 11/12, Worcester, MA; 11/13, Providence, RI; 11/14, State College, PA; 11/15, Atlantic City; 11/17, Normal, IL; 11/22, Mount Pleasant, MI; 11/28, Asbury Park, NJ.

Beatles to Re-Release Let It Be

The Beatles are set to release new music, though technically the album Let It Be was first recorded in 1969. A reworked version of that record, titled Let It Be... Naked, has been stripped of the elaborate production effects originally included by Phil Spector. "This is the noise we made in the studio," Paul McCartney told the Associated Press. "It's exactly as it was in the room. You're right there now." According to Apple Corps, the sound of background dialogue and the songs "Dig It" and "Maggie Mae" have been taken off the album, and "Don't Let Me Down" has been added. Let It Be... Naked is due November 17.

Liner Notes... Adema will be opening for Godsmack on their two-month U.S. tour, which begins on September 28. Adema will also make a special Halloween appearance at the annual *Voodoo Music Fest* in New Orleans. "Promises" is slated to be the next single from Adema's album, *Unstable*, in early October... Usher plans to release his next album, *Confessions*, on Arista Records in the first quarter of 2004. He is currently in the studio collaborating with The Neptunes, Jimmy Jam and Terry Lewis, Vidal and Dre of Touch Of Jazz, and Rich Harrison, who produced Beyonce's *Crazy In Love*... AOL and Atlantic Records have teamed up to release the *Sessions@AOL* compilation CD, consisting of tracks recorded during AOL Music's live *Sessions* Webcast series. Artists that will appear on the CD include Coldplay, Missy Elliott, Avril Lavigne, Alicia Keys, New Found Glory and Lisa Marie Presley.





"PD Advantage Is the Single Most Useful Tool I Have."

Find out what PD Advantage® insight can do for your station—contact your Arbitron representative or drop an e-mail to bob.michaels@arbitron.com.



www.ArbitranRadio.com

When You Know More, You Program Better

music news continued

Missy's Workin' It Again!

continued from page 11

filmed Gap commercials, toured on the *Rock the Mic* summer tour, collaborated with **Gwen Stefani** for Gwen's solo album and filmed a cameo for the movie *Honey*. "This album represents how I feel right now in my life," Missy told *MTV.com*. "I'm in a good space, and I think you can hear that." As usual, many guests will appear on the album, including **Jay-Z**, **Alicia Keys**, **Busta Rhymes** and **R. Kelly**. The first single will be "Pass That Dutch" and it impacts Rhythm/Crossover and Urban radio on September 29.

Beyoncé Not So Bootylicious After All

According to the *Daily Insider*, **Beyoncé** feels like she created the Frankenstein monster with the Destiny's Child hit "Bootylicious." "To be honest, I hate the word," she said during an interview about her new film, *The Fighting Temptations*. "It's really silly. I wrote the song like three years ago and now it's in the dictionary." She's still glad she wrote it, calling it a "fun song." "It's just a word, like someone is feeling confident," she explained. "I wrote it because I was gaining weight and I felt like for all the people that feel like I do right now, I'm going to write this song and make people proud of their curves. But," Beyoncé complained, "now everywhere I go, everybody is saying booty-this and booty-that and it's really irritating."

AMA Performers Announced

Britney Spears, Metallica, Ashanti and Hillary Duff are the first performers announced for this year's American Music Awards, which will air on November 16 on ABC. Metallica is up for the Favorite Alternative Artist award and Ashanti is nominated for Favorite Female Artist and Favorite Album. More artists are still being lined up.

Police: Spector Shot Actress

After investigating the shooting death of Lana Clarkson that took place in Phil Spector's home back in February, police have concluded that the famed record producer shot the actress. "It's not an accident. It's not a suicide," Los Angeles County Sheriff's Capt. Frank Merriman told the Los Angeles Times. "Phil Spector shot her." The L.A. District Attorney's office must now decide what charges Spector should face. Spector had met Clarkson at the House of Blues in L.A. on the night that she was killed. The pair went to his home together and he was arrested hours after she was shot, which was around 5 a.m. on February 3. He was released on \$1 million bail. In an interview with Esquire in June, Spector claimed that she had shot herself. "She kissed the gun," he said when describing the incident. "I have no idea why—never knew her, never even saw her before that."

Durst Directs Steamy Video

Any guys out there who were envious when they heard Fred Durst hooked up with Britney Spears may be even more bitter when they find out that the singer makes out with Halle Berry in his new video! In the video for Limp Bizkit's cover of The Who's "Behind Blue Eyes," Berry plays a psychiatrist who falls for one of her patients, conveniently played by Durst, who also directed the video. "It was all that and then some," Durst told MTV.com of the kiss. "There was this moment where I'm getting ready to kiss her and I thought it might feel weird, but it really felt right and I think it reads that way on film. It's very convincing, very real and I think we both had a good time doing it." The song will be featured in Berry's upcoming film Gothika, due October 24, as well as on Bizkit's Results May Vary.

U2 Go Home



U2

U2 closed their *Elevation* world tour in September 2001, which supported the 2000 release of *All That You Can't Leave Behind*, at Ireland's Slane Castle. Performing two shows, the band played for more than 150,000 people. Now, the last show has been converted into a DVD titled *U2 Go Home*. The DVD will feature a variety of multimedia elements and is set to drop November 18. Meanwhile, U2 is working on another album and is expected to tour again next year.

The track listing for the DVD is as follows: "Elevation," "Beautiful Day," "Until the End of the World," "New Year's Day," "Out of Control," "Sunday Bloody Sunday," "Wake Up Dead Man," "Stuck In a Moment You Can't Get Out Of," "Kite," "Angel of Harlem," "Desire," "Staring at the Sun," "All I Want Is You," "Where the Streets Have No Name," "Pride (In the Name Of Love)," "Bullet the Blue Sky," "With or Without You," "One," "Walk On."

R.E.M. Video Premiers

R.E.M.'s new video for the song "Bad Day" premiered last Friday (9/19) on CNN's Anderson Cooper 360. Bandmates Michael Stipe, Peter Buck and Mike Mills all play newscasters in the clip. "Literally, it's about a series of small weather hitting a city; in other words, people have hurricanes in their living room, or monsoons just in one room of their house," Mills explained to Billboard.com. "But on a larger level, with all the crap that's shoved into one TV channel, and the fact there are 10 or 12 of them all showing these little tidbits of information, how can you really get what you need? How do you find out what's news and what's entertainment and what's important and what isn't? We're just sort of reflecting a bit of that. And it's funny too." "Bad Day" will appear on R.E.M.'s greatest hits collection In Time, which is due October 28 via Warner Bros.

Gordon in the Clear, Phish Takes a Swim

Phish bassist Mike Gordon was cleared of child endangerment charges last week after he was arrested on August 11 for being in a secluded area with a nine-year-old girl while backstage at a Dead concert in New York. Gordon had claimed that he was taking art pictures of the girl, who was invited backstage with her parents. At the time Gordon and the girl's family released a joint statement that said, "We have had several discussions regarding the situation that occurred at Jones Beach. It is now clear to all involved that this was an unfortunate misunderstanding, and we look forward to putting this matter behind us." At the arraignment on September 19, the Nassau County District Attorney's office concluded that police had probable cause to arrest Gordon but that the misdemeanor endangerment charges were not provable beyond a reasonable doubt, so the case was dismissed. In other news, it seems that no matter how busy the members of Phish are with side projects, they always find time for a few shows together. The group will do an eight-show run this winter, which will include a New Year's Eve show in Miami and a 20th anniversary concert on December 2 in Boston. Gordon will also tour as a solo act this fall and keyboardist Page McConnell will be touring with his band Vida Blue. Drummer Jon Fishman will play six shows in October with the Jazz Mandolin Project. As for guitarist Trey Anastasio, he appears on Dave Matthews' solo album, Some Devil. Phish's tour dates are: 11/28, Uniondale, NY; 11/29, Philadelphia; 12/1, Albany; 12/2, Boston; 12/28 – 12/31, Miami.



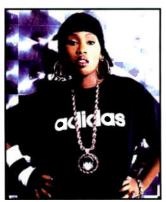
Britney Returns to Radio on October 13



Britney Spears' long awaited new single, "Me Against the Music," will ship on October 8 and impact radio on October 13. Spears debuted the song on the NFL Kick Off broadcast several weeks ago, but the new version of the single will feature Madonna as a special guest. Britney's album, Get in the Zone, is set to drop November 18. Meanwhile, P!nk says that she could have been part of that infamous kiss at the MTV VMAs that involved Britney and Madonna. The singer told MTV Europe that she was invited to join the performance, but she declined because she was scheduled to be on vacation at the time of the rehearsal. "It was originally supposed to be different people involved, but I didn't even know [what was going to happen during the performance]," said P!nk. "The kiss wasn't even talked about." However, she said that if she had been there she definitely would have kissed Madonna, and she's surprised at how much hype the lip-lock is getting. "I'm very surprised that kisses, or girlon-girl, or guy-on-guy, is that interesting still, to this day," she laughed.

Britney Spears

It Again!



Missy Elliott

It seems like just a few months ago that Missy Elliott came out with Under Construction and rocked our bodies with "Work It," but the Rap queen is already planning to unveil a new album, This is Not a Test, on November 25. It's a wonder that she even had time to write a new album, considering that in the past year she has

Missy's Workin' Judge Dismisses **Lawsuit Against Creed**

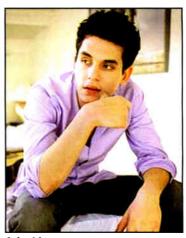


Creed

A judge in Chicago has dismissed the lawsuit that was brought against Creed by fans that were disappointed with a show that took place last December. The suit claimed that frontman Scott Stapp was too intoxicated to perform at the Allstate Arena in Chicago. Stapp reportedly forgot the words to songs and fell over multiple times during the show. After the show, Creed's management issued a statement saying, "For now we hope you can take some solace in the fact that you definitely experienced the most unique of Creed shows." The suit, which was filed by four individuals on behalf of

the entire audience, sought refunds for the ticket prices plus damages and was valued at \$2 million. The judge's dismissal of the case was "with prejudice," which means that the plaintiffs can amend the complaint and re-file. Philip Berenz, one of the four plaintiffs, insisted that the case is not over and reports have hinted that the new complaint will allege that Creed failed to deliver the "family-friendly and high quality" show they had promised. Creed's lawyer Rob McNeely said that the band was pleased with the decision.

John Mayer Sets Arena Tour Dates



John Mayer

John Mayer's new Heavier Things album debuted at No. 1 according to SoundScan selling 317,000 units in its first week, out-performing the No. 2 and No. 3 selling entries by a 3 to 1 margin. Meanwhile, Columbia Records has announced the following dates for Mayer's upcoming arena tour: 10/31, State College, PA; 11/1, Rochester, NY; 11/3, London, ONT; 11/4, Ottawa; 11/5, Toronto; 11/7, Champaign, IL; 11/8, Ames, 1A; 11/9, Iowa City; 11/11, Columbia, MO; 11/12, Omaha; 11/14, Oklahoma City; 11/15, Little Rock; 11/16, Austin; 11/18, Tallahassee; 11/19, Birmingham, AL; 11/21, Atlanta; 11/23, Richmond; 11/24, New York; 11/26, Baltimore; 11/28, Chicago; 11/29, Detroit.

programming T0 win

By Sean Ross

The Care and Feeding of Anti-Radio

So does the audience really want something different? Programmers have the right to be more confused than ever after two seemingly contradictory events of recent weeks.

On Sept. 12, Infinity's WNEW (102.7 Blink)
/New York blew up most elements of its eclectic,
rhythmic-leaning adult Top 40 format after five
months, becoming a more conventional bright AC.
The heavily publicized, heavily marketed format had
spent the last three Arbitrends parked at a 0.7 share
12-plus.

Four days later, the Canadian summer ratings came back with good news for most of the country's fast proliferating Jack and Bob stations. The most spectacular story was in Calgary, where the Classic Hits/Hot AC hybrid debuted with a 19.0 share, overtaking double-digit heritage rocker CJAY in one book. But there were also successes in Ottawa and Vancouver. In Winnipeg, where the format began 18 months ago, the first "Bob FM" finally showed signs of leveling to *only* around a 10-share.

In broad terms, Blink and Bob/Jack weren't such different animals. Both were Adult Top 40s driven by broad libraries (albeit with different leans) — over 1,000 songs in the case of the Canadian outlets. Both tried to give listeners the variety found in their home collections, even if it transcended conventional format holes. Both were addressing broadcasters' growing perception that the public dissatisfaction with today's radio goes further than a handful of disgruntled consumer press writers. Both stations were, in short, trying to offer the audience some form of "anti-radio."

Why did only one of these attempts at antiradio work? You can't explain it away just by citing the differences between American and less overradioed Canadian markets. Calgary may have fewer FMs, but that explains the difference between a 19share and a 9-share. Not the difference between a 19 and a 0.7.

So here are some thoughts on the care and feeding of anti-radio:

Anti-radio takes many forms. Soft Classic Hits outlet WDRV (the Drive)/Chicago is earnest on the air. The Jack stations parody that earnestness with the positioning slogan "Playing what we want." Both are, nevertheless, driven by a combination of library depth and giving listeners a sense of being different.

Anti-radio works best in carefully applied brush strokes. KPLX (the Wolf)/Dallas has used a handful of "Texas Music" titles to differentiate itself, but it's still a very hit-driven radio station, with a considerable library component. The now-defunct KIKK-FM Houston played much of the same music, but was more aggressively different and less familiar on every front, and never gained traction. To that end ...

Anti-radio may work better when at least some of the elements of the radio station are familiar. The Jack/Bob stations were more aggressive versions of the Jacor "Mix" Hot AC outlets that proliferated in the mid-'90s. (And those were cousins of the first wave of Gold-based AC FMs of the early '80s.) As with most of the Mix outlets, the Jack/Bob stations aren't asking listeners to learn new music. Blink was giving them currents, and a wide variety of gold, and a number of bringback titles, then hoping they also wanted to hear entertainment news.

Anti-radio works best if you have a way to explain it to listeners that doesn't defeat your entire premise. Listeners have heard enough traditional radio positioning that **CFWM** (Bob 99.9)/Winnipeg's "80s, '90s, and whatever" slogan could simultaneously parody that sort of positioning and take advantage of it. Blink, on the other hand, was apparently so determined to avoid radio clichés that the station was barely explained to listeners at all.

Anti-radio *ought* to work for Modern Rock.

Rick Carroll's KROQ/Los Angeles was, after all, one of the original anti-radio stations, coming along at a time when radio was its most liner card-driven. KROQ helped establish the template for anti-radio: the jocks were self-deprecating, but the "world famous" station still had swagger. But, eventually, modern rock program directors wanted to prove that they were capable of sounding as professional as their competition and *not* playing 1,000 songs. Now, with an infusion of Outkast, White Stripes, and Dashboard Confessional making modern rock an alternative format again, programmers should be able to develop a stationality that takes advantage of the music.

Anti-radio already works for R&B. From the mid-'80s to mid-'90s, the infusion of "churban" stations also forced urban programmers, many of whom were still taking their cues from **Frankie**

Crocker's low-key, wide-variety WBLS/New York, to tighten their music and presentation. The minute that happened, of course, WQHT (Hot 97)/New York came along and suddenly the emphasis was on sounding "street," not slick, and it remains so at the format today.

Anti-radio works in cycles. WDRV's low-key approach recalls WMMO/Orlando, Fla., a decade earlier, not to mention the early progressive FMs. Rick Carroll often drew on the first decade of Top 40. Canada's "Jack" stations use a mid-'70s Top 40 jingle package with "we do what we want" sung to the tune of "we do it for you." Usually an anti-radio cycle winds down because overuse destroys its uniqueness. When Scott Shannon used "don't be a dickhead" as a liner at KQLZ (Pirate Radio)/Los Angeles in 1989, he was already licensed to carry a loaded positioner. The wannabes who copied both Pirate and WFLZ (the Power Pig)/Tampa were not, and the combination of overuse and misuse had a negative impact on not just their own stations but on Top 40 at the time.

Radio's critics often believe that everybody shares their dissatisfaction with today's radio. Radio's defenders try to minimize any dissatisfaction by citing studies that show it to be a minority opinion. In the end, there's probably enough demand for "anti-radio" that a fragmented industry cannot ignore it. Edison Media Research's "Internet and Multimedia 10: the Emerging Digital Consumer" found that 73% of the audience already thought the stations in their market did a good or very good job of playing the kind of music they liked, and 69% thought those stations did a good job of providing musical variety. And those numbers are heavily driven by partisans whose favorite formats (adult standards, classical, and jazz among them) aren't represented in many markets. All of which suggests that anti-radio is the compliment to an existing format hole or listener need, but not a full franchise unto itself.

Sean Ross, former editor-in-chief of Billboard's Airplay Monitor, can be reached at 908-707-4707 or sross@edisonresearch.com.





radiof ront

abelfront

Donielle Flynn Grabs MD/Midday Gig At DC101/Washington

Clear Channel Modern Rock WWDC/Washington has hired WYSP/Philadelphia swing jock Donielle Flynn as MD/midday per-



sonality, effective October 6. Flynn fills the vacancy created in June, when Leann Curtis elected to return to Philly (*FMQB* 6/2). New "DC101" OM Joe Bevilacqua has also promoted night jock Greg Roche to AMD.

Before landing at 'YSP, Flynn han-

dled nights and, later, afternoons at rival rocker WMMR. She also served as MD and midday host at defunct Detroit rockers WWBR (The Bear) and WDZR-WBYR (Z-Rock) -- where she first worked with Bevilacqua.

Chris Herrman Exits WBOS/Boston

Greater Media Triple A WBOS/Boston PD Chris Herrman has exited. Greater Media-Boston VP/GM Matt Mills told *FMQB* that 'BOS APD Michelle Williams will serve as Interim PD, with assistance from sister Classic Rock WROR PD Buzz Knight, who also assists WMGK/Philadelphia. The station is not currently searching for Herrman's replacement.

"We have a good core group of listeners, and the station has great cume," said Mills. "Right now, we are just looking to move 'BOS in the right direction. It may mean we need to get a little more familiar."



Chris Herrman

Former O&A Producer Joins WPLY/Philly Morning Show

Rick Delgado, who served as Executive Producer for the *Opie & Anthony Show*, has joined **Preston Elliot & Steve Morrison's** morning show on **Radio One** Modern Rock **WPLY/Philadelphia**. Besides serving as Executive Producer on the Y100 program, Delgado will maintain an on-air role on the show.

Delgado had recently sat in with the duo during a two-week stint in July. "Rick is the man," commented Elliot. "We fell into a groove with him immediately. Having him as a member of the team can only mean bigger and better things for the Preston & Steve show".

Ron Cerrito Joins Columbia As SVP Alternative & Rock Promotion

After three proud and illustrious years as Interscope's Head of Rock Promotion, Ron Cerrito headed back east and joined Columbia as SVP Alternative & Rock Promotion. Prior to joining Interscope, Ron worked for Epic in various promotion and marketing capacities, based, on separate occasions, in New York and Los Angeles. After this three year run in L.A., it's back to 550 Madison Ave -



Ron Cerrito

- same building, different floor. At Columbia, Cerrito is reunited with his old Epic cohort, **Stu Bergen**, who also recently landed back at the Sony building as Executive VP Rock Music and SVP **Columbia Records Group**.

Tommy Daley Head Of Rock Promo at Geffen

UMG's revitalized Geffen label continues to expand its national promotion team with the addition of Lava Head of Rock Promotion Tommy Daly. Effective October 1, Daly will captain the label's Rock promotion efforts, reporting to Interscope-Geffen Head of Promotion Brenda Romano. Daley has spent the past year at Lava, where he has delivered a top 10 Active Rock track for Smile Empty Soul. Before that, he logged nine years at Capitol, culminating in a Sr. Director of Rock Promotion position. "I am extremely thrilled to be joining Brenda Romano and her team and to be part of the resurrection of a legendary Rock Label," Daley told *FMQB*.

As Tommy Daley shifts to Geffen, Lava Northeast regional promo domo Tommy Delaney gets the nod for the Sr. Director Rock, Alternative and Triple A post at Lava. Prior to joining Lava, Delaney was National Director of Promotion at the now defunct Mammoth Records, and earned National Director Alternative stripes at Virgin. Lava is actively seeking a replacement for their Northeast Regional promo slot. Interested parties should contact Lava SVP Lisa Velasquez.

• Look for a restructuring in the Modern Rock department at Universal Records with west coast reps Aaron Scott and Kari Crowley taking over many of the department's responsibilities, reporting to VP/Rock Formats Howard Leon. Exiting from Universal is Suzanne Perl, who can be reached at suzanneperl@yaloo.com.



Kazaa Asks Industry To Take Advantage Of P2P Technology

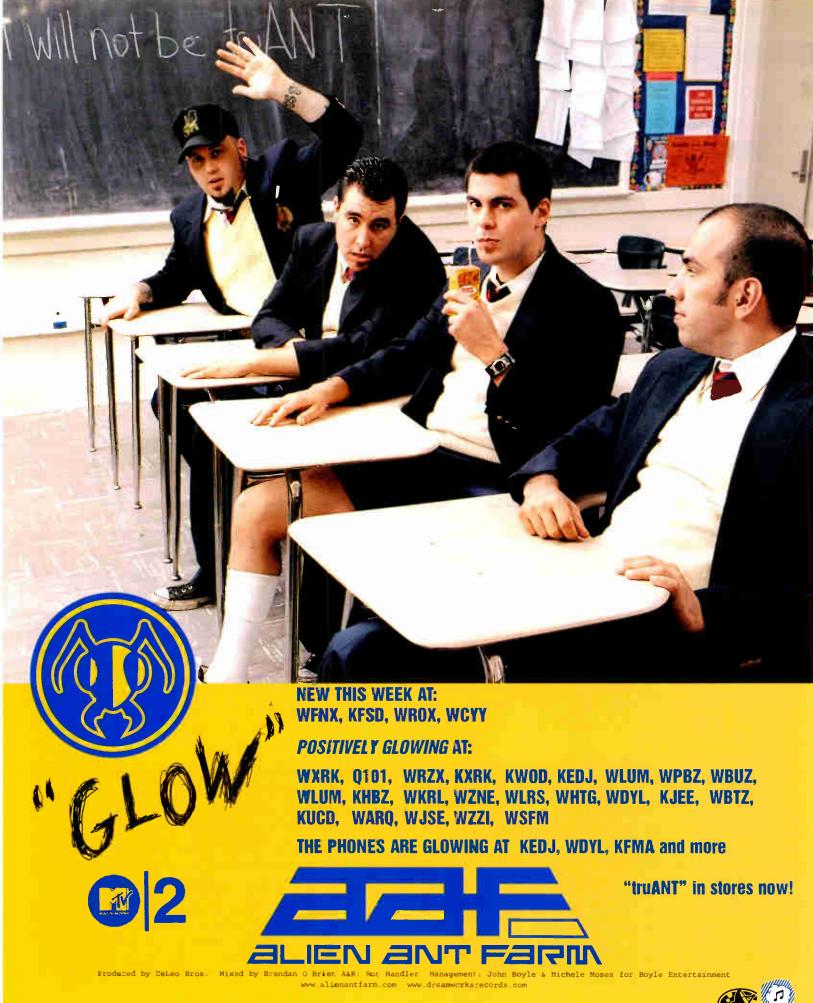


Claiming that they are a "responsible business partner that could work with the music industry right now and deliver them millions of dollars that they are missing out on," Nikki Hemming, CEO of Sharman Networks, which operates Kazaa, is

asking the music industry to commercialize P2P technology, according to *Billboard*.

A key argument the file-sharing providers uses involves Altnet, a music service that does not have any distribution deal with any label, yet is accessible through Kazaa. "Rights-managed content through Kazaa is as good as any rights-managed content anywhere in the world," Hemming said. "We use the same technology to wrap and deliver premium files as iTunes, for example, so why would anyone have a problem with that?"

Other players in the file-sharing arena believe the industry will eventually change its tune on the issue. "P2P is one of the most efficient ways to distribute digital media, and I think that it will ultimately be embraced," said Morpheus CEO Michael Weiss.



Talent Tips

Repositioning The DJ

by Jay Trachman

(Editor's note: This final "summer re-run" originally appeared in May, 1993. Consider whether it has withstood the test of time...)

"Less talk, more music!" "The most music permitted by law!" "Guaranteed twelve-in-a-row!" "The best mix, the fewest interruptions!" These should be weak positioning statements. After all, so many people are using them, it's hard for a listener to mark off an exclusive position in his mind for any one of them. These should be weak positions, since stations are depending on a single commodity to sell -- a commodity that's hard to build brand-lovaltv to, because it's so often undistinguishable from the competition's commodity.

They should be weak, but they're not. DJs have been successfully repositioned as undesirable: in an era when stations are winning with "less talk" slogans, one has to ask why our presence has become a negative. The principal answer I come up with is: because most of what most DJs say is deemed not worth hearing by most listeners. We're not part of the entertain-

ment, we're an interruption. This must ring true to the listeners -- or the slogans wouldn't work.

How can we position ourselves effectively *against* the more music stations? By making sure that what we have to say *is* entertaining, and by selling against the sameness and lack of humanity in the all-music stations.

An easy place to start is by asking yourself before you open your mouth: "Is what I'm about to say going to affect my listener in some way? To make him/her feel something? Am I prepared to say it in a unique way, a way that helps create the illusion of companionship. and makes my listener want to know me better? Will my words be brief and meaningful, so my listener can grasp them and relate to them in the ten or fifteen seconds he or she has to 'pay attention' to me?"

If you're going to sell against mechanical, humanless radio, you'd better put away the liner cards -- they're part of the competition's problem and we should be repositioning *them* right back: "Lots of music and your best friends, too." "The station that doesn't

insult your intelligence." "Music and friendship," "The best Rock, and your Best Buddies to Share it with you!" These are not liner cards, they're ways of enunciating a concept; you should make them up as you go along, following established station guidelines. And any one such statement should never run twice in a show -- ideally, never twice in a lifetime.

The guiding principal should be to re-position the all-music stations as lifeless, mechanical, uniform and built on hype -- and to position ourselves as having the same music or better, but with that all-important extra element: home-town, good-natured, honest-to-Pete hosts who add to the entertainment.

The critical factor here is, of course, to make it true: that you and your colleagues do offer companionship, and words that are more meaningful to the listener than the next record. You're not going to achieve that with slogans. It requires hard work and preparation -- going into the studio with real things to talk about besides the weather and last night's scores. It requires self-

honesty. It requires talent, too.

All-music radio is the wave of the past, at least on the broadcast channels. In coming years, it will face competition from direct satellite broadcasts. It's already looking cable radio in the face, and they can do continuous music better than any commercial station can.

What an irony: in a medium where human contact should be an essential element, we have allowed ourselves to be repositioned as a negative, and it's worked.

Are we going to fight back, or will we simply go away quietly? Talking on the radio is not the problem -- talk shows are booming now. DJs on music stations are the ones in trouble. I think there's a lot of bucks to be made, for the ones who establish a new position: humans worth hearing.

Jay Trachman is publisher of "One to One," a weekly information and humor service for broadcasters. Jay can be reached at: phone (559) 448 0700, fax (559) 448 0761, or email 121@att.net. Reprinted with permission.



NICKELBACK



New this week: KRBVDallas WNCI/Columbus KKRZ/Portland KRSK/Portland WMYX/Milwaukee

WDRQ/Detroit WEZB/New Orleans KDWB/Minneapolis WSSR/Tampa

On over 150 Pop and Hot AC stations including:

WSTR/Atlanta WFLZ/Tampa KXXM/San Antonio WPRO/Providence KHFl/Austin Y100/Miami

WBZZ/Pittsburah

WKZL/Greensboro KDND/Sacramento KZHT/Salt Lake City WHYI/Miami WRVW/Nashville KHTS/San Diego KMXV/Kansas City

Produced by Nickelback and Joey Moi Mixed by Randy Staub Management: Bryan Coleman for Union Entertainment Group www.nickelback.com www.roadrunnerrecords.com

ROADRUNNER R E C O R D S

Approaches 2,000 Pop Spins!

Top 5 at Rock and Modern Rock

I for two weeks at Heritage Rock!

Four Star review in USA Today!!

THE NEW ALBUM
THE LONG ROAD
IN STORES NOW

NICKELBACK



UMG Backs Down On Specifying CD Prices

Only a few weeks ago, Universal Music Group announced that beginning in the fourth quarter, they will eliminate the \$16.98, \$17.98 and \$18.98 Manufacturer Suggested Retail Prices on CDs, in favor of \$12.98 (FMQB 9/3). Yesterday, the label bowed to pressure from retailers worried about profits, and announced they would not specify any prices. Believing that retailers will price the CDs near \$13, UMG will now sticker the products with an announcement that they are now "priced lower," without mentioning a specific list price.

"While delivering a great value to the consumer is the primary goal behind JumpSTART, we believe that, at this time, the goal can be reached without including the MSRP [manufacturer's suggested retail price] in the sticker we plan to put on our product," UMG said in a letter to retailers, according to the Washington Post.

There were several reasons that retailers opposed UMG's original plans. Mainly, retailers who are concerned about their profit margins may want to have the flexibility to charge more than \$12.98 for certain titles.

Powell Says He Will Stay Until End Of Bush's Term

FCC Chairman Michael Powell is shrugging off recent reports that he plans to exit the commission, telling the Associated Press, "I intend to stay and lead the commission until the end of the president's administration." Powell did not discuss the possibility of serving another term, but did say that he plans to head the FCC "at least until the (presidential) election and we'll see what the results of the election are."

Just two days ago, Powell voiced his frustration with his position, and seemed to suggest that recent criticism regarding the ownership rules had made him think about leaving (FMQB 9/23). "I've gone through various moments about wanting to leave," Powell told the New York Times. "It's not necessarily that much longer. There is an election ahead."

Kazaa To Labels And Studios: Right Back At You!

In a strange legal twist, **Kazaa** has decided to turn the tables on the major record labels and movie studios. The irony of the lawsuit is that the file-sharing service is suing for - of all things - copyright infringement.

Kazaa's distributor, Sharman Networks Ltd., was sued last year by the labels and studios for providing software that facilitates the illegal downloading of music and movies. This week, Sharman counter-sued, claiming that the entertainment companies used unauthorized versions of Kazaa to track and identify file sharers. They are also claiming that the entertainment companies have violated antitrust laws by stop-

ping Sharman and its partner Altnet Inc. from distributing legal files to its subscribers, and that executives at Universal Music Group, Time Warner and Warner Music Group have refused to permit their titles to be distributed via Altnet.

The RIAA has responded by questioning Sharman's respect for copyright laws. "Too bad this self-serving respect stops at its head-quarters' door in Vanuatu, and doesn't extend to preventing the rampant piracy on its networks or lifting a finger to educate its users about the consequences of illegal file sharing," an RIAA spokesman told the Los Angeles Times.

continued

Despite RIAA Crusade, File-Sharing Still Very Much Alive

continued from page 3

"Over the past three years, shipments of recorded music in the U.S. have fallen by an astounding 31%," Sherman told the Committee. "And worldwide, the music industry has shrunk from a \$40 billion industry in '99 down to a \$26 billion industry in '02. Hit records have been impacted most dramatically. In 2000, the ten top-selling albums in the United States sold a total of 60 million units. In '01, that number dropped to 40 million. Last year, it totaled just 34 million."

Sherman also cited stats from a Peter D. Hart Research study that showed consumers who download music illegally are purchasing fewer CDs by a 2-1 margin. And he noted how KaZaA, the most popular p2p network, now has over 230.3 million downloads available.

The RIAA's aggressive anti-piracy actions are legally permitted by the *Digital Millennium Copyright Act*, Sherman said. He disputed arguments by **Verizon** and other ISPs that subscriber privacy is being invaded. "No one has a privacy right to engage in copyright infringement on the Internet," Sherman testified. "Despite many novel arguments to the contrary, illegally sharing or downloading copyrighted music online is not a form of free speech or civil disobedience protected by the First Amendment." **BOB STEI**

continued Mike Stern Named PD at Q101/Chicago

continued from page 3

Stern commented, "First of all I want to thank [Executive VP/Group PD]

Steve Goldstein, Saga, and the family at Lazer 103 who have been great to me. It's really hard to leave but this is an opportunity I just can't pass up. The chance to work with Emmis, [Emmis Radio President] Rick Cummings, and Chuck DuCoty at a great station like Q101 is just amazing."

Stern isn't a stranger to Emmis. He worked for the company in Denver as OM of KXPK-KALC. And he briefly served as PD of WXRK/Detroit, before Infinity flipped it to Talk. But Stern is perhaps best known for originating the "X-treme Radio" format at KXTE/Las Vegas.

PAUL HEINE

Monroe Rejoins Xtreme

In an odd reversal of fortune, Kim Monroe, PD of Infinity Modern Rocker WXTM (92.3 Xtreme Radio)/Cleveland, has been rehired by the company that let her go just 48 hours prior. A rumored budgetary decision, Monroe's dismissal on Wednesday (9/17) was followed by her rehiring late Friday after an alleged intervention by Infinity VPs of Alternative & Active Rock Programming Kevin Weatherly and Oedipus. Calls to Infinity Cleveland were not returned at press time, and there has been no official statement regarding the details of the turnabout. Allan Fee, who was appointed as Monroe's replacement at 'XTM last week, returns to his original singular duties as PD of Hot AC sister station WQAL.

MIKE BACON

FMQB 19.28.03