Atlantic Is No. 1 In Rock-Label Recap

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I have to figure out what they're going to want and going to like, and it's the hardest job in the world. I have the same peep, four times. She adds, "I follow the philosophy of Judas Priest All during the

A moving product? "There are triple-A radio stations that can sell records in their markets. There are

..."That doorway has gotten narrower, says Tindle, as more and more triple-As turn to classic rock to

... Introspect Tops Modern Rock Labels

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To be element some to keep them from blending in with a top 40 station or a hot AC station," she says. Typically, listeners of alternative music are looking for something new. And if you don't provide that, then the tune-out factor is high. Although some companies have put a new gatekeeper in her world via the group MD, McDonnell is not fazed. She sees each market battle as individual and feels that no one person can

... Introspect has Rocket From the Crypt, the Toadies, and Marilyn Manson in the studio. "Trent [Reznor] is doing something, but I don't know when it's going to be ready," says McDonnell. "I would imagine that we're going to find something that's going to be dumped in our lap right away, and we can take it and sell it in the hall and call it our own." It's the Introspect way, and the method that brought you Smash Mouth. McDonnell says that project was "so much fun. That came together like glue. It really did. We signed them real fast. We put it out real fast, and it zoomed up the charts. She says her A&R staff has a knack for finding hands quickly and turning them around for radio.

... Radio is listening. She cites bands such as the Wallflowers, matchbox 20, and Third Eye Blind as acts modern has taken a vested interest in. "They're getting a little more selective," she admits, "but I think they're artist-driven. I think there's a big volume of mediocre music out there, and what they have to do is weed out and gear those energies toward ones they feel are going to be a little more successful than others." And, McDonnell adds, "for me, they're mostly mine."

A&K Named No. 1 Triple-A Label Of '97

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... It could be other radio stations in the marketplaces. That's where I find the strength of triple-A. There are many triple-A radio stations that can get on a record, image the artist, image a song, [provide] a foothold in the marketplace, and really break it out of a market. And then we see sales spawn from that after we chaser airplay in a market."