

NEWSSTAND PRICE \$6.50

AMA 2001 Show Has Faith

Triple AMA award-winner Faith Hill shows off her collection of crystal following Monday night's American Music Awards. Creed and Toni Braxton were also double winners this year, and Hill's husband, Tim McGraw, collected a Best Country Male Artist trophy for himself.



R&R

THE INDUSTRY'S NEWSPAPER

www.rronline.com

JANUARY 12, 2001

Bullseye Bows In Country

Welcome to a new year filled with good things from R&R! This week we introduce a new feature for Country: weekly callout research, provided by Bullseye Marketing Research. The complete story, facts and figures begin on page 70.



I DID IT

DAVE MATTHEWS BAND

EVERYDAY

- The new studio album coming February 27
- From the band that's sold over 18 million albums and 6.5 million concert tickets in the United States.

Jim McGuinn/WPLY

"Dave Matthews has always been huge for the Y100 audience, but 'I Did It' feels like a song that can transcend his core and take the Dave Matthews Band to an even higher level of mainstream success."

Leslie Fram/99X

"The most anticipated release of the last 12 months! Nothing lights up the phones more than a new DMB song! 'I Did It' is electrifying in more ways than one!"

The first single from the new studio album EVERYDAY

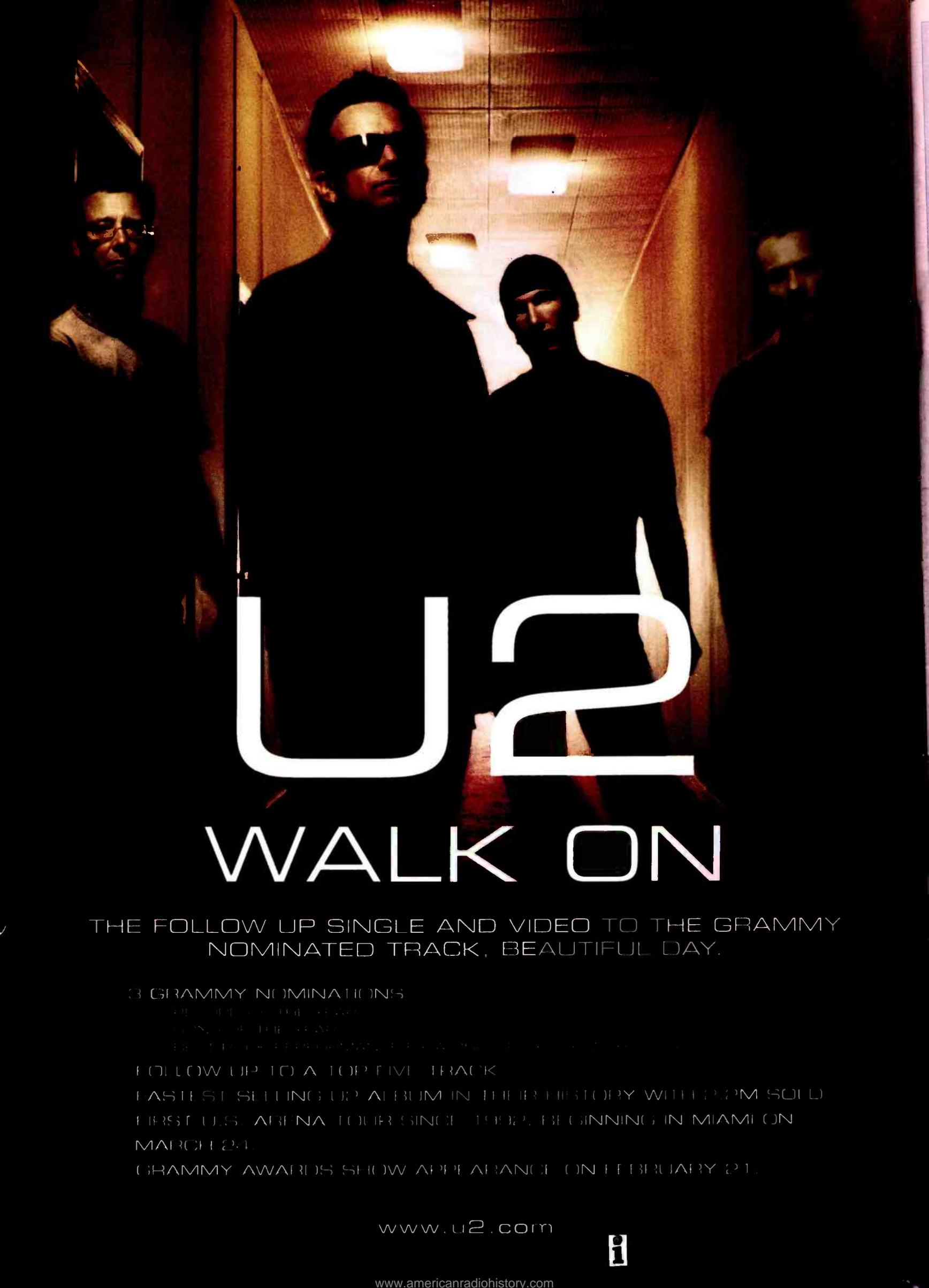
Produced by Glen Ballard | Mixed by Chris Lord-Alge | Live at the Fillmore | Management: Coran Capshaw for Red Light Management

www.davemattewsband.com



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www.americanradiohistory.com

A black and white photograph of the four members of the band U2 standing in a long, narrow hallway. The hallway is lit from above by several recessed lights, creating a strong perspective and dramatic shadows. The band members are dressed in dark clothing, and the overall mood is serious and atmospheric.

U2

WALK ON

THE FOLLOW UP SINGLE AND VIDEO TO THE GRAMMY
NOMINATED TRACK, BEAUTIFUL DAY.

3 GRAMMY NOMINATIONS

BEST OF THE YEAR

SON OF THE YEAR

BEST OF THE YEAR (BEAUTIFUL DAY) (1997) (1998)

FOLLOW UP TO A TOP FIVE TRACK

FASTEST SELLING UP ALBUM IN THEIR HISTORY WITH 2.2PM SOLD

FIRST U.S. ARENA TOUR SINCE 1992, BEGINNING IN MIAMI ON
MARCH 24.

GRAMMY AWARDS SHOW APPEARANCE ON FEBRUARY 21.

www.u2.com



www.americanradiohistory.com

This is the first of R&R's two annual Marketing theme issues. Most of our editors, including Sales & Marketing Editor Pam Baker, focus their columns on the issue of radio station marketing. Pam stresses the importance of turning your station's identity into an identifiable and marketable brand. She uses a couple of darling teenagers — the Olsen twins — as an example of how branding can become a billion-dollar business. The issue of branding is also addressed in our Management, Marketing & Sales section by positioning expert Don Hallett.

Pages 12-18

SCHOENBERGER DEBUTS!

R&R's newest full-time format editor, John Schoenberger, takes the reins of the Adult Alternative format this week with a "state of the format" address.

Page 120

WHO IS THIS WEEK'S LEGEND?

Dallas' most enduring radio personality might still be known as Irving Harrigan had it not been for a brief fling with television. Do you know who we're talking about?

Page 31

IN THE NEWS

- Rock radio legend Thom O'Hair dies
- Peter Kosann, Fred Bennett, Paul Gregroy and Ed Quagliarello earn promotions at Westwood One
- Rolf Schmidt-Holtz new Pres./CEO at BMG
- Jeffery Liberman to head Entravision Radio Division

Page 3

THIS #1 WEEK

- CHR/POP**
 - DESTINY'S CHILD Independent Women... (Columbia)
- CHR/RHYTHMIC**
 - OUTKAST Ms. Jackson (LaFace/Arista)
- URBAN**
 - OUTKAST Ms. Jackson (LaFace/Arista)
- URBAN AC**
 - AVANT My First Love (Magic Johnson/MCA)
- COUNTRY**
 - TIM MCGRAW My Next Thirty Years (Curb)
- AC**
 - 'N SYNC This I Promise You (Jive)
- HOT AC**
 - MATCHBOX TWENTY If You're Gone (Lava/Atlantic)
- NAC/SMOOTH JAZZ**
 - BONEY JAMES & RICK BRAUN R.S.V.P. (Warner Bros.)
- ROCK**
 - 3 DOORS DOWN Loser (Republic/Universal)
- ACTIVE ROCK**
 - GODSMACK Awake (Republic/Universal)
- ALTERNATIVE**
 - LIFEHOUSE Hanging By A Moment (DreamWorks)
- ADULT ALTERNATIVE**
 - FIVE FOR FIGHTING Easy Tonight (Aware/Columbia)

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Art Bell To Return To Radio

■ Premiere lures talk host out of retirement

By AL PETERSON
R&R NEWS/TALK EDITOR
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Art Bell, who built a talk show dynasty with his compelling conversations about all things unexplained, will return as host of *Coast to Coast AM* on Feb. 5. Bell left the late-night talk radio show in April, due to pressures from family and legal issues that he said required his full-time attention (R&R 4/7/00). With those issues now apparently resolved, Premiere President/COO Kraig Kitchin has successfully managed to lure the reclusive talk host out of retirement to host the show that Bell originally created and took national in 1993.

Bell called the negotiations for his return "brutal and bloody!" but added, "The result? Fewer commercials,

and we're back to five hours." Upon his return Bell will host the show live Monday through Friday, from 1-6am ET. Current weekend hosts Barbara Simpson and Ian Punnett will continue hosting Saturday- and Sunday-night editions of *Coast to Coast*, while *Dreamland* — the Sunday-evening program created by Bell — will continue to air Sundays from 9pm-1am ET, with



Bell

Whitley Strieber as host. When asked if he was planning any changes to the show upon his return, Bell told R&R, "I don't have any plans to change it, and it will remain the same genre. But the show has always morphed and changed over the years, and I think that will certainly continue."

An obviously enthusiastic

BELL/See Page 42

Viacom-Infinity Buyout Delayed By Shareholder Vote

By JOE HOWARD
R&R WASHINGTON BUREAU
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Although the deal was on track to close this week, Viacom has decided to delay its \$12.9 billion buyout of Infinity to allow time for Infinity's shareholders to vote on the transaction. Viacom made the decision after a Delaware court backed up the rights of some minority shareholders in an unrelated transaction involving another Delaware company. Infinity is incorporated in Delaware.

Infinity's two largest shareholders besides Viacom, Arturo Moreno and William Levine, have already agreed to vote in favor of the transaction, which is now expected to close shortly after the vote, scheduled for Jan.

VIACOM/See Page 10

WABC Hits Jackpot In Fall Arbs

New York Talker WABC rode the confluence of world-championship baseball and an election cycle bursting with great topics to finish the fall 2000 rating period with its best numbers in five years.

Other Talk stations in New York did fine in the fall, but none as well as WABC, which is the New York Yankees flagship. New Yorkers, with the help of WABC, saw the Yankees breeze through the playoffs and their celebrated World Series triumph over their crosstown rival Mets during the

second through sixth weeks of the fall book.

The 3.7 12+ share WABC earned in the New York market was nothing compared to how it did in the suburbs: It went 2.8-4.3 in Long Island and 3.2-5.9 in Monmouth and finished first in the debut markets of Middlesex and Westchester.

WABC was also undoubtedly aided by a hot election year, capped off by the contentious and razor-close Senate race between Hillary Rodham Clinton and Rick Lazio.

New York Nassau-Suffolk

Station (Format)	Su '00	Fa '00	Station (Format)	Su '00	Fa '00
WLTV-FM (AC)	6.1	5.6	WXRK-FM (Alt.)	5.3	5.4
WQHT-FM (CHR/Rhy)	5.7	5.5	WALK-FM (AC)	5.2	5.2
WHTZ-FM (CHR/Pop)	4.9	4.2	WBLI-FM (CHR/Pop)	5.4	4.7
WCBS-FM (Oldies)	4.4	4.1	WHTZ-FM (CHR/Pop)	5.2	4.4
WSRQ-FM (Tropical)	3.7	4.0	WABC-AM (Talk)	2.8	4.3

COMPLETE RESULTS FROM NEW YORK, LONG ISLAND: PAGE 42.
RESULTS FROM ALL MARKETS: www.ronline.com

Sirius, XM Launch In Vegas

■ Consumer Electronics Show showcases services

By ADAM JACOBSON
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jacobson@rronline.com

LAS VEGAS — More than 100,000 people crammed into the Las Vegas Convention Center, Las Vegas Hilton and Riviera Hotel & Casino to check out the coolest new electronics and sleekest new gadgets at the annual Consumer Electronics Show. And every attendee went home with the knowledge that satellite radio has arrived.

Sirius Satellite Radio and XM Satellite Radio both strove for maximum visibility throughout the convention. Sirius plastered the buses used to transport attendees to and from their hotels with banner ads, while both Sirius' and XM's logos were featured prominently on convention tote bags. On the convention floor, both companies had prime locations just inside a main entryway. Their booths were packed with journalists and retailers for the duration of the conference.

CES/See Page 42



CES attendees enjoy the sights and sounds at Sirius' booth.

XM Aborts Launch Of First Satellite

The long-anticipated launch of Roll, the first of two orbiting satellites from XM Satellite Radio, was halted 11 seconds before liftoff Monday when an engineer for satellite-maker Boeing Satellite Systems discovered what he thought was an incorrect mea-

surement on the satellite's instrumentation.

By the time he could establish that the measurement was within specifications, the launch window had closed. "The short launch

XM/See Page 25

Radio's Wild Wall St. Ride

■ Hispanic B'casting hammered on Q4 forecast

By JEFFREY YORKE
R&R WASHINGTON BUREAU CHIEF
yorke@rronline.com

The Federal Reserve's Jan. 3 half-point interest rate cut immediately sent Wall Street into a buying frenzy. And radio was one of the clear winners, as the R&R composite index soared 27.22 to 238.65 that day.

Among the biggest gainers: Clear Channel, up 11%; Citadel, up 17%; Disney, up 11%; Hispanic Broadcasting, up 19%; Infinity, up 16%; Saga, up 15%; Radio Unica, up 12%; Viacom, up 17%; and Westwood One, up 12%.

A day later shares of Hispanic Broadcasting rose as much as

STOCKS/See Page 8

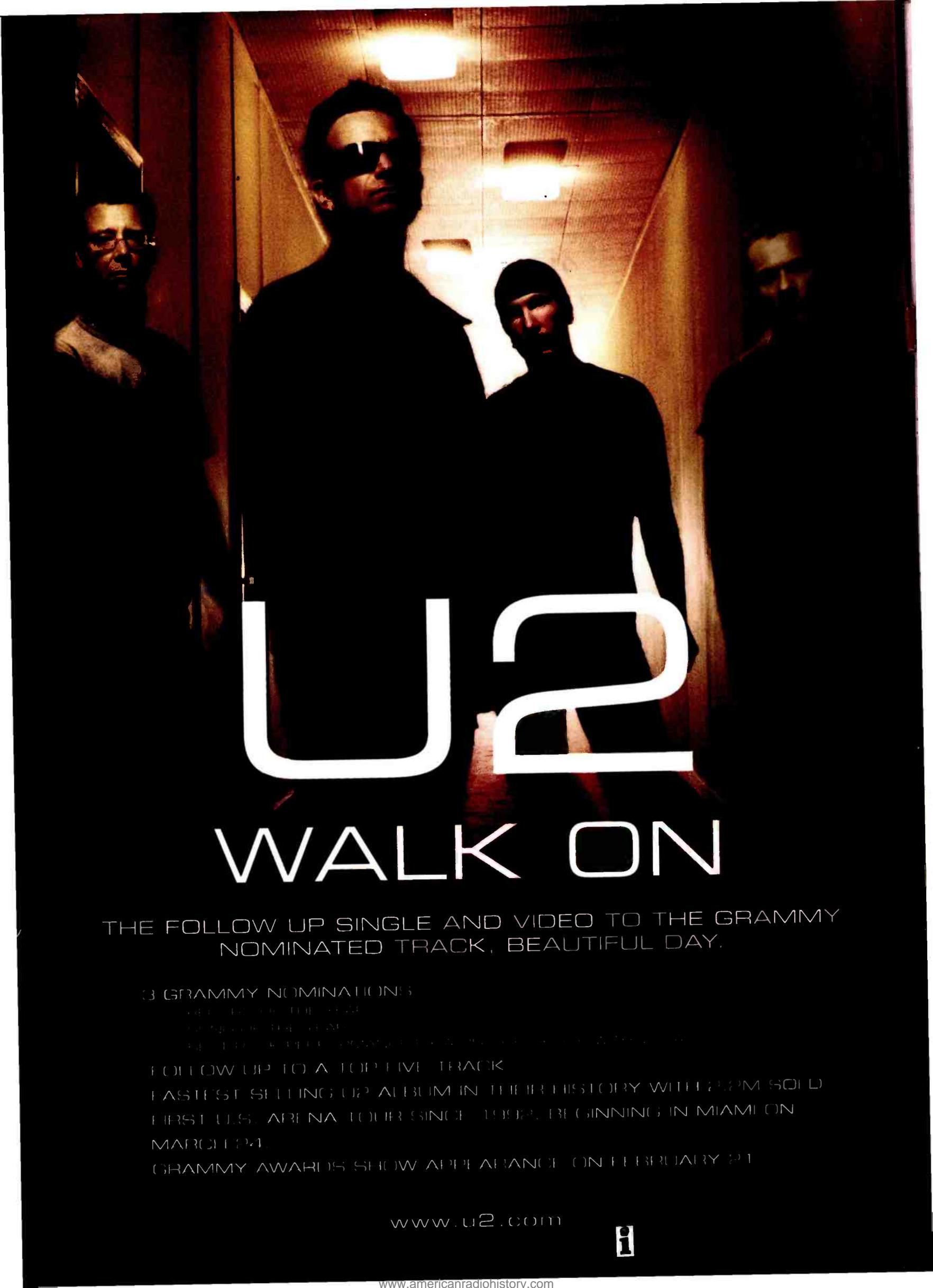
Chapter 11 Filing Precedes Strategic Investor Buyout

By RON RODRIGUES
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ronr@rronline.com

Strategic Media Research — a company that has done everything from conducting callout music testing to serving as an Arbitron gadfly — filed for Chapter 11 bankruptcy protections this week in preparation for a buyout by an all-star group of investors.

The 20-year-old company said the bankruptcy filing was a necessary step in order to satisfy the new investors. Acting CEO Kurt Hanson noted, "The reason the investors like the protection of the Chapter 11 process is to have an independent third party evaluate and confirm that this offer is in the best interests of the company." Of course, the bankruptcy

STRATEGIC/See Page 42

A black and white photograph of the four members of the band U2 standing in a narrow hallway. The hallway has a wooden ceiling with recessed lights, creating a dramatic, high-contrast scene. The band members are silhouetted against the light from the hallway.

U2

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—Scott Sands, WZPL/Indianapolis**

**"Definitely a great song and could be a #1 record for sure!"
—Mary Ellen Kachinske, WTMX/Chicago**

Schmidt-Holtz Set As BMG Pres./CEO

Bertelsmann, moving quickly to fill the void left by the death of Rudi Gassner (R&R 1/5), has named **Rolf Schmidt-Holtz** President/CEO of BMG Entertainment. Based in New York and Hamburg, he reports to Bertelsmann CEO Thomas Middlehoff. "Schmidt-Holtz

is a highly successful media executive with broad experience and a deep understanding of Bertelsmann's businesses and is uniquely suited to lead BMG," Middlehoff commented.

"His major successes include executing the merger of [European broadcaster] CLT-UFA and achieving record profits while building its leading market position. He has consistently shown a great talent for developing the highest-quality creative content, and he has a deft understanding of the new world of

SCHMIDT-HOLTZ/See Page 42

Entravision Ups Liberman To Pres.

Entravision's Radio Division has elevated **Jeffery Liberman** from COO to President. Liberman joined Entravision in April 2000, after the company acquired Latin Communications Group.

Liberman had been responsible for operating LCG's 17 radio stations in California, Colorado, New Mexico and Washington, DC. He was also responsible for the localized network formats that are now being used by Radio Tricolor, Radio Romantica and Super Estrella.

"With over 27 years of experience and an enviable track record, Jeff is recognized as one of the most successful radio operating managers in the business," said Entravision Chairman/CEO Walter Ulloa. "Most important, he knows the Hispanic market and has been successful in establishing multiple localized network formats that have

LIBERMAN/See Page 42

R&R Observes MLK Holiday

In observance of the Martin Luther King Jr. Day holiday, R&R's Los Angeles, Nashville and Washington, DC offices will be closed Monday, Jan. 15.

Radio Legend O'Hair Dies

■ Progressive pioneer had suffered stroke in '96

Progressive radio legend **Thom O'Hair** died Monday at Sacred Heart Hospital in Eugene, OR of complications from a stroke he suffered in 1996. He was 58.

If you've been in the business for a while, then you know, or at least knew of, Thom O'Hair. For close to four decades O'Hair was an impassioned voice for the power and creative potential of radio embodied in its commercial, college, public and pirate forms.

Born in Chicago in June 1942,



O'Hair

Thomas Patric O'Hair first made his presence known in the radio world with the sign-on of KCSC/Chico, CA, which launched him into the pioneering free-form days of FM radio back in the '60s, alongside Tom Donahue. During that period he was involved in the programming direction of such influential signals as KSAN/San Francisco and KMET/Los Angeles.

O'Hair was later involved with KOFY/San Francisco and the 1984

O'HAIR/See Page 25

Kosann, Bennett Appointed To WW1 Sales, Affiliate Posts

Westwood One has shuffled the executive decks in its New York office: Exec. VP/Affiliate Sales & Programming **Peter Kosann** has been transferred to the post of Exec. VP/Advertising Sales at the network. He succeeds Peggy Belden. WW1 VP/East Coast Affiliate Sales **Fred Bennett** has been tapped to succeed Kosann as Sr. VP/Affiliate Sales. The company has also appointed **Paul Gregory** to the Sr. VP/Advertising Sales, Networks post, while **Ed Quagliariello** becomes Sr. VP/Ad Sales, Entertainment/Talk/Music and Sports.

Kosann will oversee all of Westwood One's advertising efforts; Gregory will oversee ad sales for WW1's RADAR-measured networks; while Quagliariello will supervise ad sales for entertainment, talk, music and sports programming. Bennett will supervise affiliate sales.

WW1 President/CEO Joel Hol-



Kosann



Gregory

lander observed, "Peter has the talent and drive to achieve excellent results in his new capacity. Together with Paul Gregory and Ed Quagliariello, Kosann will direct Westwood One's sales efforts to reach new heights and realize our goals."

Regarding Bennett, Hollander said, "Fred's extensive background in radio makes him well-suited for his new role. He has delivered excellent results as VP/East Coast Affiliate

WESTWOOD ONE/See Page 42

Saga Lifts Lada To Sr. VP/Operations

Warren Lada has been elevated from VP/Operations to Sr. VP/Operations at **Saga Communications**. A nine-year Saga veteran, Lada has held his most recent position since August 1997.

From 1991 to 1997 he served as Regional VP of Saga/New England and concurrently served as VP/GM of the company's WAQY-AM & FM/Springfield, MA. As part of his regional duties, Lada oversaw Saga's Manchester, NH and Portland, ME properties.

"Warren Lada's commitment to the precepts and principles of Saga Communications is exemplary," Saga Chairman and President/CEO Ed Christian said. "Warren understands our dedication to broadcast excellence and has done an outstanding job in his current role as VP/Operations. Warren is a credit to Saga, and this new title is easily warranted."

Before joining Saga, Lada held various positions in sales and management at WSTC & WJAZ/Stamford-Norwalk, CT and at WTIC-AM & FM/Hartford.

JANUARY 12, 2001

NEWS & FEATURES

Radio Business	6	Street Talk	32
Business Briefs	6	Sound Decisions	38
Transactions	8	Nashville	72
MMS	12	Publisher's Profile	128
Internet News & Views	19		
E-Charts	23	Opportunities	123
Show Prep	26	Marketplace	125
'Zine Scene	26		
National Video Charts	27		

FORMATS & CHARTS

News/Talk	28	AC Tuned-In	89
CHR	44	Hot AC Tuned-In	91
CHR/Pop Chart	46	Hot AC Chart	92
CHR/Callout America	48	NAC/Smooth Jazz	96
CHR/Pop Tuned-In	50	NAC/Smooth Jazz Chart	98
CHR/Rhythmic Chart	54	NAC/Smooth Jazz Action	99
CHR/Rhythmic Tuned-In	57	Rock	101
Urban	60	Rock Chart	102
Urban Chart	63	Rock Tuned-In	103
Urban Action	64	Active Rock Chart	106
Urban Tuned-In	65	Active Rock Tuned-In	107
Urban AC Chart	68	Rock Specialty Show	109
Urban AC Tuned-In	69	Alternative	111
Country	70	Alternative Chart	112
Country Chart	74	Alternative Action	113
Country Indicator	75	Alternative Tuned-In	114
Country Callout	76	Alternative Specialty Show	118
Country Action	78	Adult Alternative	120
Country Tuned-In	80	Adult Alternative Chart	122
Adult Contemporary	86		
AC Chart	88		

The Back Pages 126

Lipman Rises To President Of Republic

Republic Records has promoted **Avery Lipman** to President. Based in New York, he reports to Universal Music Group Chairman/CEO Doug Morris and Universal/Motown Records Group Chairman Mel Lewinter.

"Avery is among a very small group of people in this industry who are universally well-respected for their leadership, musical abilities and professionalism and well-liked because of their integrity and great personal warmth," Morris said. "He has done an excellent job of building Republic into a successful label."

Lewinter noted, "Having worked closely with Avery over the last several years, I can say with great

confidence and affection that he will continue to do a terrific job at Republic. He is a dynamic record executive who possesses the strategic insights and musical know-how necessary to make Republic even more successful in the future."



Lipman

Lipman and his brother, Universal Records President Monte Lipman, founded Republic in 1995 and sold the label to UMG last year for an undisclosed amount.

Avery Lipman previously served as Sr. VP at the label. "Running Republic has been both challenging and rewarding, and I am very excited about the company's possibilities moving forward."

LIPMAN/See Page 24

KHMX/Houston Selects Stevens As PD

Jack Stevens has been appointed to fill the long-vacant programming chair at Clear Channel Hot AC KHMX (Mix 96.5)/Houston. He had been PD at Journal Broadcast Group's Hot AC KMXW/Wichita.

"I'm from Texas, and I am very aware of KHMX's neat legacy. I

am proud to be part of the station," Stevens told R&R. "With the exception of KMXW, I've spent my entire radio career in Texas and grew up listening to Houston radio. It's too soon to say if there will be

STEVENS/See Page 25

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#1 LABEL OVERALL (3 CONSECUTIVE YEARS)**

*ACCORDING TO R&R AND BILLBOARD MONITOR

**ACCORDING TO SOUNDSCAN MARKET SHARE FOR CALENDAR YEAR 2000

STILL THE MOST IN THE BUSINESS.



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COLUMBIA

Radio Execs Invest In Their Companies

Industry leaders show confidence despite falling stock prices

By Joe Howard
R&R WASHINGTON BUREAU
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Despite the roller-coaster ride that radio stocks took in 2000, executives at several radio companies showed their support for the industry by buying up their companies' stock. While it could be said that the execs were simply following the old "buy low, sell high" dictum, their investments may also have helped to ease stockholders' fears in the midst of a slowing economy and significant drops in stock prices.

Entravision Communications executives bought some \$383 million worth of their company's stock in 2000. When the company went public in August 2000, its per-share price was \$16.50, and it's recently been trading at slightly less than that. In the past year Entravision stock has traded at as low as \$9.87 and as high as \$20.56.

Executives at **Salem Communications** have also been investing heavily in their company. Salem officers pur-

chased about \$4.2 million in SALM stock in November 2000, after shares had dropped more than 50% from a 52-week high of \$23.25 in January. Salem President/CEO Edward Atsinger led the charge, picking up 229,000 shares at \$10.13 per share. Chairman Stuart Epperson bought 150,000 shares at \$11.19 each, and CFO David Evans snagged 1.800 shares. Salem's stock hit a 52-week low of just over \$6 in April.

Over at **Citadel Communica-**

tions, where shares fell 82% last year and hit a 52-week low of \$8 per share in April, Chairman/CEO Larry Wilson bought 117,000 CITC shares between September and November, while Director Robert Fuller picked up over 30,000 shares. Citadel VP Kenneth Maness bought 20,000 shares in November.

Meanwhile, **Westwood One** CFO Farid Suleman purchased 100,000 WON shares in September, after the company's stock had fallen 49% from its 52-week high of \$40.38 in March.

Vickers Weekly Insider Reports Editor David Coleman explained to Bloomberg, "It's only when the expectations of the Street are outside of the expectations of the people running the company that you have this type of thing going on."

Interop Report Confirms Radio's Influence

Interop has released a study that emphasizes the growing importance of "mobile media," including radio, as a way to reach consumers. As people are spending more time in their cars, more drivers are passing the time by listening to the radio. Thus, mobile media have become an increasingly attractive option for advertisers.

The Interop report, titled "Hit the Road: Radio's Role in the Out-of-Home Media Surge," points out that Americans are spending over 10 hours each day — over 60% of their waking hours — with various media. But media fragmentation has made it more difficult for advertisers to reach a mass consumer audience. Since the majority of media — television, the Internet, books, magazines, video games and computer programs — are generally accessed within the home or office, reaching consumers in the less crowded out-of-home arena has become more appealing.

The report states that over the last 30 years the number of vehicles on the road has grown 147%, with the number of daily car trips surging 110%. In fact, more than half of all adults now drive over 150 miles each week. Eighty-seven percent of those who drive over 250 miles per week listen to the radio on an average weekday, compared to 79% who watch television, and 50% of heavy drivers can be classified as heavy radio listeners, compared to 31% who are heavy TV users.

Also important to advertisers, heavy drivers tend to be more upscale consumers. According to Mediamark

Research, adults with household incomes over \$100,000 are 53% more likely than the average adult to drive over 100 miles per week.

Revenues On The Rise

Recent studies of selected radio markets also bode well for the medium, showing impressive numbers for radio revenue growth. *Duncan's American Radio* found that Charlotte, NC was the fastest-growing market in radio revenues from 1994-1999: Revenues soared 121%, from \$47.9 million in 1994 to \$105.9 million in '99. But *Duncan* expects Las Vegas to grow most quickly over the next five years, based on a 51% revenue jump, from \$71.9 million in 1999 to \$108.6 million, in 2000.

Duncan projects that Austin will come in second to Las Vegas, with revenue growth of 50% — radio

INTEROP/See Page 10

Bloomberg

BUSINESS BRIEFS

Ackerley Shares Rise On SuperSonics Sale

The *Seattle Times* reported Monday that **Ackerley Group**, which owns the NBA's Seattle SuperSonics, is close to selling the team because of recent financial losses. AK shares rose 18% on the news, closing up \$1.69 to \$11.13 Monday on trading of 230,000 shares — almost five times the three-month daily average volume. Shares inched upward again on Tuesday, closing up 12.5 cents to \$11.25. Howard Schultz, Chairman of Seattle-based Starbucks Corporation, will reportedly pay \$200 million for the team. The Sonics and WNBA sister team the Seattle Storm had a combined loss of at least \$7 million during the last fiscal year and may lose up to \$11 million this year. The *Times* added that Ackerley has not as yet informed the NBA of an impending sale.

House Commerce Committee Sheds Responsibility, Chairs Change

In a Republican-led move to divide power among party House leaders, last week the House Banking Committee was given expanded authority over the insurance and securities industries. Those areas were formerly under the Commerce Committee, which also oversees communications. Commerce Committee Chairman **Mike Oxley**, who authored the anti-LPFM Radio Broadcasting Preservation Act of 1999, has taken control of the Banking Committee, and Louisiana's **Billy Tauzin**, most recently Chairman of the Telecommunications Subcommittee, has been named Chairman of the Commerce Committee. On Jan. 9 Tauzin appointed **Ken Johnson**, his longtime adviser and spokesman, Communications Director and spokesman for the Commerce Committee.

FCC Actions

The FCC has decided to look more closely at two proposed Clear Channel deals: Clear Channel's purchase of WMXF-AM/Waynesville, NC from **Blue Dolphin Communications**, filed with the agency on Dec. 26, 2000, and its purchase of KORD-FM/Richland, WA from **Marathon Media Group**, filed Dec. 19. The commission is concerned about ownership concentration and ad revenue share in the markets. That is also why the FCC is holding up **Commonwealth License Subsidiary's** acquisition of **Shelby Media's** KLHK-FM/Dutton, MT.

The commission has flagged **Muscogee Broadcasting's** sale of WEAM/Columbus, GA to **Davis Broadcasting** because Davis already owns

Continued on Page 8

R&R Stock Index

This weighted index consists of all publicly traded companies that derive more than 5% of gross revenues from radio advertising.

	1/5/00	12/29/00	1/5/01	1/12/00	12/29/00-1/5/00
R&R Stock Index	368.22	219.33	250.87	-32%	+14%
Dow Industrials	11,122.65	10,786.85	10,662.01	-4.1%	-1.2%
S&P 500	1402.11	1320.88	1298.35	-7.4%	-1.7%



Today's level of fierce competition demands that you prominently display your name every chance you get (location broadcasts, concerts, station sponsored autograph sessions, etc.). With theft, vandalism and loss, it becomes a costly proposition to continuously replace expensive signs and banners costing hundreds of dollars.

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“THIS IS A TOTALLY NEW APPROACH to sales recruitment and it works. Because of the way the system works, all the applicants – and there were a lot of them – took the process seriously. As a nice by-product, the advertising approach used raised the activity of people calling the station who were interested in the job.

BLAISE HOWARD
VICE PRESIDENT / GENERAL MANAGER
WBEB (B-101)
PHILADELPHIA



“Here’s the bottom line: many people responded, the in-depth profiles we received on each of them were fantastic, and we have hired five strong people because of this system. And the process only took about three weeks. That’s pretty impressive.”

“I’LL ADMIT I was a little skeptical about this new process at first because finding great salespeople is a difficult job. I’ve found it’s always taken a tremendous amount of time and energy from me and others... time that we could have spent generating revenue. And sometimes, despite my best efforts, our recruiting would end up without hiring a single person.

But the results of this process have made a believer out of me! Through its self-qualifying nature, the power of a highly effective advertising approach, and the initial screening and testing program, we identified more qualified prospects than we ever have...and fast.

We narrowed it down to eight impressive candidates, out of which we hired the two new salespeople we needed...and we’re very excited about them.”



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GENERAL SALES MANAGER
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DEAL OF THE WEEK

- **WTZY-AM/Fairview, WQNQ-FM/Old Fort (Asheville) and WMXF-AM & WQNS-FM/Waynesville (Asheville), NC \$7.5 million**

2001 DEALS TO DATE

- Dollars to Date: \$19,550,000**
(Last Year: \$63,717,010)
- Dollars This Week: \$19,550,000**
(Last Year: \$63,717,010)
- Stations Traded This Year: 15**
(Last Year: 27)
- Stations Traded This Week: 15**
(Last Year: 27)

TRANSACTIONS AT A GLANCE

All transaction information provided by BIA's MEDIA Access Pro, Chantilly, VA.

- **KRRD-FM/Atkins, KVOM-AM & FM/Morrilton, KXIO-FM/Clarksville, KCAB-AM & KCJC-FM/Dardanelle and KWKK-FM/Russellville, AR \$5.6 million**
- **KBMF-FM/High Point and KAKU-FM/Springfield, MO \$1.25 million**
- **WJET-FM/Erie, PA \$5 million**
- **WEIO-AM/Eau Claire, WI \$200,000**

Clear Channel Expands In Asheville

Acquires quartet from Blue Dolphin for \$7.5 million; Burken buys seven in Arkansas for \$5.6 million

Deal Of The Week

North Carolina

WTZY-AM/Fairview, WQNQ-FM/Old Fort (Asheville) and WMXF-AM & WQNS-FM/Waynesville (Asheville)

PRICE: \$7.5 million

TERMS: Asset sale for cash
BUYER: Clear Channel Communications, headed by Chairman/CEO, Radio Randy Michaels. Phone: 606-655-2267. It owns 1,157 other stations, including WWNC-AM & WKSF-FM Asheville.

SELLER: Blue Dolphin Communications Inc., headed by President Edward Seegar. Phone: 843-849-0076

FREQUENCY: 880 kHz; 104.3 MHz; 1400 kHz; 104.9 MHz
POWER: 5kw; 550 watts at 1,043 feet; 1kw; 240 watts at 1,581 feet

FORMAT: News/Talk; Hot AC; Adult Standards; Classic Rock
BROKER: Jorgenson Broadcast Brokerage

Arkansas

KRRD-FM/Atkins, KVOM-AM & FM/Morrilton, KXIO-FM/Clarksville, KCAB-AM & KCJC-FM/Dardanelle and KWKK-FM/Russellville

PRICE: \$5.6 million

TERMS: Asset sale for cash

BUYER: Burken LLC, headed by Chairman Steven Burr. No phone listed. It owns four other stations. This represents its entry into the market.

SELLER: KVOM Inc., headed by President Fran Harp, is selling KRRD and KVOM-AM & FM. Phone: 501-968-6816. River Valley Radio Group,

also headed by Harp, is selling KCAB, KCJC, KWKK and KXIO. Phone: 501-354-2484

FREQUENCY: 99.3 MHz; 800 kHz; 101.7 MHz; 106.9 MHz; 980 kHz; 102.3 MHz; 100.9 MHz
POWER: 4kw at 394 feet; 250 watts day/42 watts night; 6kw at 226 feet; 6kw at 112 feet; 5kw day/32 watts night; 1kw at 1,322 feet; 6kw at 328 feet

FORMAT: Classic Rock; News; Country; Country; News; Country; AC
BROKER: Bill Cate of Sunbelt Media

Missouri

KBMF-FM/High Point and KAKU-FM/Springfield

PRICE: \$1.25 million

TERMS: Asset sale for cash

BUYER: Bott Radio Network, headed by owner Richard Bott.

Phone: 913-642-7770. It owns 11 other stations. This represents its entry into the market.

SELLER: American Family Association Inc., headed by President Donald Wildmon. Phone: 662-844-8888

FREQUENCY: 89.9 MHz; 90.1 MHz
POWER: 18kw at 325 feet; 6kw at 489 feet

FORMAT: N/A; Religious

COMMENT: KBMF-FM is currently represented as a construction permit.

Pennsylvania

WJET-FM/Erie

PRICE: \$5 million

TERMS: Asset sale for cash

BUYER: Regent Communications, headed by Chairman/CEO Terry Jacobs. Phone: 859-292-0030. It owns 44 other stations, including WRIE-AM, WXKC-FM & WXTA-FM/Erie.

SELLER: NextMedia Group, headed by President/co-CEO Skip Weller. Phone: 303-694-9118

FREQUENCY: 102.3 MHz

POWER: 2kw at 614 feet

FORMAT: Adult Alternative

Wisconsin

WEIO-AM/Eau Claire

PRICE: \$200,000

TERMS: Asset sale for cash

BUYER: Totus Tuus Communications, headed by President Stephen Gajdosik. No phone listed. It owns no other stations.

SELLER: Alpenglow Communications Inc., headed by President David Barrett. Phone: 715-836-9476

FREQUENCY: 1050 kHz

POWER: 1kw day/500 watts night

FORMAT: Religious
BROKER: Jack Minkow of Broadcasting Asset Management Corp.

Stocks

Continued from Page 1

36% after Thomas Weisel Partners analyst Gordon Hodge issued a report that said advertising in Hispanic media remains healthy, though ad sales have slowed in other radio and TV markets. Hodge said companies are spending more on radio and TV ad spots on Hispanic stations to reach the growing Hispanic population and that Hispanic media budgets were up about 15% for 2001, compared to 5% for general-market advertising. HSP shares closed up \$6.69, or 24%, to \$35.50, after being as high as \$38.88 that morning.

But the investor exuberance was short-lived. By Jan. 5 radio stocks had dipped amid general-market concerns. The R&R composite index dropped 15.19 to 250.87 as some general-market companies failed to meet earnings expectations. Hardest hit were Clear Channel, Westwood One and XM (each down about 8%), Sirius (down 7%) and Infinity (down 5%), as well as most of the Spanish-language broadcasters — Hispanic Broadcasting and Radio Unica both fell about 6.5%, and Entravision slipped 5%. Spanish Broadcasting System managed a 7% gain.

Hispanic Broadcasting took an even larger tumble after it announced Sunday night that it will post lower-than-expected revenue and broadcast

cash flow for the fourth quarter. Revenues are expected to be approximately \$60 million, representing an approximate 10% growth rate compared to last year. BCF is predicted to be between \$24.5 million and \$25 million, representing a 15%-20% drop from earlier forecasts. After-tax cash flow will come in between 20 cents and 21 cents per share.

The company said revenue growth slowed during the quarter from strong midteens comparable growth in October to a slight revenue decline in December. Q4 performance was also affected by a previously disclosed increase in promotion and marketing expenses and from operating losses in the company's Internet division.

For 2001 the company predicted revenues of \$267 million — slightly higher than the \$265 million predicted by First Call analysts. 2001 income is expected to come in at \$47.5 million, or 43 cents per share — 4 cents lower than analyst estimates — due to losses in the Internet division. BCF is expected to come in at \$120 million and ATCF at \$91.9 million. On Monday shares in HSP tumbled 32% as a slew of analysts raced to refigure their forecasts.

All of this occurred just days after Hodge and other analysts praised the Spanish-language radio business. "That niche market was viewed as recession-proof," Deutsche Banc Alex. Brown's Andrew Marcus told

Bloomberg. "Obviously that view has now changed."

Indeed, Marcus cut Hispanic Broadcasting's rating from "strong buy" to "buy." Salomon Smith Barney's Niraj Gupta downgraded HSP from "buy" to "outperform" and cut the issue's 12-month target price from \$40 to \$34, while Prudential Securities' James Marsh dropped the rating from "hold" to "sell" and the 12-month price target from \$31 to \$25. Marsh, who says he's been "less than bullish on this Hispanic media group," adds, "The earnings miss, increased competition, slower growth and a sloppy ad market result in valuation disconnect."

Other HSP downgrades: Banc of America's Timothy Wallace, from "strong buy" to "market perform," and William Blair & Co.'s Alissa Graham, from long-term "buy" to "hold." JP Morgan Chase & Co.'s Vinton Vickers was more optimistic in reiterating HSP's long-term "buy" rating, but he cut the company's ATCF estimates from 21 cents to 20 cents per share in Q4 2000 and from 87 cents to 83 cents for 2001.

Morgan Stanley Dean Witter's Frank Bodenachak lowered his HSP rating from "outperform" to "neutral," his 2001 target price from \$35 to \$30 and his 2002 target from \$42 to \$36. Bodenachak suggested that "investors looking to maintain exposure to radio may wish to swap into Clear Channel

or Entercom — other investments that are high-quality in nature but carry much less risky valuations." He said that while the near-term fundamentals are weak and valuation is high, "HSP remains one of the highest-quality radio investments over the long term, given its management, balance sheet, asset portfolio and demographic focus. We will look to up-

grade as fundamentals and valuation improve."

Meanwhile, Radio One said on Tuesday that it expects record Q4 results, expecting to achieve net revenue of more than \$57 million and BCF of more than \$29.5 million, subject to year-end audit adjustments. The figures were in line with earlier company forecasts.

Bloomberg

BUSINESS BRIEFS

Continued from Page 6

WFXE, WKZJ & WOKS/Columbus. For similar reasons, the FCC is scrutinizing the sale of KIMX/Laramie, WY by Montgomery Broadcasting to Laramie Mountain Broadcasting. KIMX is considered by the FCC to be in the Cheyenne, WY market, as well as in Laramie, and Laramie Mountain already owns KLDI & KRQU/Cheyenne.

In each of these cases FCC concerns could mean a long wait for the parties involved; the commission may delay action on the sales until after it completes proceedings on how it defines radio markets.

• The FCC has reaffirmed its \$14,000 fine against Arnold Broadcasting's KNEC-FM/Yuma, CO. The station was fined for numerous violations, including failures to install and test an Emergency Alert System, to designate a chief operator for the station, to keep technical records and to post an antenna registration number. The FCC originally proposed a \$16,000 penalty, with certain fines adjusted upward based on the "egregious" nature of some violations. One EAS fine was raised because the company's William Arnold has 35 years of broadcasting experience and has served as an EAS Chairman, which, the FCC said, made the station's EAS violations "particularly troublesome." Arnold Broadcasting argued against how some of the fines were assessed, and the commission ultimately lowered the penalties by \$2,000. Arnold Broadcasting must pay \$14,000 within 30 days.

Continued on Page 10

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Viacom Loses Employee Benefits Case

The U.S. Supreme Court has ruled in favor of a former CBS employee who sued Viacom for retirement benefits he accrued during his tenure with CBS.

Before 1994, CBS allowed workers who had been laid off and who met age and service requirements to receive retirement benefits before the normal retirement age. But in 1994 Viacom amended the policy so that only workers who had been laid off because of a location shutdown, job movement or other, specified reason would receive the benefits.

Harry Bellas, a 33-year employee of CBS, was laid off by Viacom in 1997. In a filing with the Third U.S. Circuit of Appeals in Philadelphia, Bellas argued that he and other Viacom employees were entitled to benefits they would have received under an earlier version of the plan, citing the Employee Retirement Income Security Act, which sets rules for employer-sponsored pension, health and disability plans. That law bars companies from cutting accrued retirement benefits.

Bellas' lawyers referred to their client's CBS retirement benefits as "an accrued benefit that could not be reduced or eliminated by amendment." The appeals court agreed, saying that companies may not reduce retirement benefits once an employee has put in the required years of service. The court also ruled that layoff benefits that continue beyond normal retirement age are covered by the same legal protection as retirement benefits.

Asserting that the ruling was "riddled with error," Viacom appealed to the Supreme Court — with the support of employer groups that said the ruling would curtail employers' flexibility to make changes in employee benefits packages. The Supreme Court has nonetheless upheld the lower court's decision.

—Joe Howard

Interep

Continued from Page 6

revenues in Austin rose from \$76.4 million in 1999 to \$114.5 million last year. Raleigh-Durham came in third in the projections, at 46%, having surged from \$74.7 million to \$108.9 million from 1999-2000.

The Fredericksburg, VA market is now being measured by Arbitron. Lo-

cated about an hour south of the nation's capital, the market includes the surrounding counties of Caroline, King George, Orange, Spotsylvania and Stafford and has a 12+ population of 221,300. Fredericksburg will be ranked No. 162 out of 284 markets and will be rated four times a year, beginning with the spring 2001 survey.

—Joe Howard

Viacom

Continued from Page 1

16 and open to all shareholders of record as of that date.

Infinity President Mel Karmazin wasn't fazed by the delay. "Our stockholders have been overwhelmingly enthusiastic about the transaction, which is a win-win for Viacom and Infinity," he said. "In light of the Delaware decision, we decided to seek a shareholder vote to eliminate any uncertainty created by the ruling."

Viacom and Infinity had entered into an agreement under which

Viacom will acquire all of the outstanding shares of Infinity common stock that it doesn't already own. The Viacom board of directors voted unanimously in favor of the deal after receiving the unanimous recommendation of a special committee of independent directors. The committee had been advised by separate legal and financial advisers.

In response to the news, UBS Warburg analyst Christopher Dixon reiterated Viacom's "strong buy" rating with a year-end 2001 target price of \$84.

Bloomberg

BUSINESS BRIEFS

Continued from Page 8

• The FCC is expected to extend its review of the AOL-Time Warner merger, according to online reports by the *Wall Street Journal*. The commission had expected to conclude its review by Dec. 31, 2000 but will continue the review into this year. The delay is expected to result in additional merger costs for the parties.

• The FCC will allow Circle Broadcasting to sell WELX-AM/Callahan, FL to P&B Broadcasting. Circle President Nestor Miranda was convicted in February 2000 on money-laundering charges and sentenced to more than 17 years in prison. Miranda has appealed the conviction, but Circle is selling the station under the FCC's "Second Thursday" policy, which, among other things, allows convicted felons to sell their stations before the commission begins license-revocation proceedings, provided the felon receives no financial gain from the distress sale. A majority of the purchase price will go to creditors, and the rest will go to Circle minority owner Edusa Holding.

• The FCC has canceled a proposed \$7,500 fine levied against ham radio operator Michael Gallagher in 1999. Gallagher was cited for failing to operate his amateur radio station "in accordance with good amateur practice." Gallagher admitted to interfering with an amateur radio club's repeater by making broadcasts with a disguised voice but offered to surrender his license, since paying the fine would impose a financial hardship. The terms were accepted, and Gallagher may not reapply for a license for five years.

Viacom To Sell \$1.5 Billion In Securities

Viacom plans to sell \$1.5 billion in global debt securities with five-, 10- and 30-year maturities. The sale is being managed jointly by Merrill Lynch and Goldman Sachs. R&R reported recently (1/5) that Viacom had filed a shelf registration with the SEC to sell \$5 billion in securities.

Primedia, Brill Form Media Central

Primedia is combining its 172 newsletters, magazines, websites, conferences, databases and other products that focus on the media industry into new subsidiary Media Central. Brill Media Holdings has a minority interest in Media Central, and Steven Brill will be the new entity's Chairman/CEO. Primedia also recently acquired Paul Kagan's media operations.

Clear Channel Deals With Day Interactive

Day Interactive, a Zurich, Switzerland-based Internet software company, said it has won an order to supply Clear Channel's Premiere Radio Networks with web-publishing software. The deal immediately helped boost Day's stock 16 Swiss francs to 150 francs (equivalent to \$93) last week. The stock had previously plummeted 84% from a high of 780 francs on concern about Day's earnings.

Moll To Lead Clear Channel TV

William Moll has been named President of Clear Channel's television division. Moll has a background in radio, having been President of Harte Hanks Broadcasting Group in San Antonio. He also has extensive TV experience: He has served as President of WNBC-TV/New York and, most recently, as President/GM of WKRC-TV/Cincinnati. Moll reports to Clear Channel Communications President Mark Mays.

St. Louis Broadcasters Promote Gateway City

St. Louis' 19 radio stations, along with other broadcast outlets, joined forces recently to donate more than \$300,000 in airtime to "re-energize regional civic pride" with a campaign called "St. Louis, We Got It Good." Emmis/St. Louis Sr. VP/Market Manager John Beck conceived the initiative last year after he discovered that St. Louis' revenues had fallen short of the market's No. 18 ranking. With help from Infinity's KMOX VP/GM Karen Carroll, he enlisted the aid of Bonneville, Clear Channel, Radio One and Bott Broadcasting stations in the promotion. The program was initially set to run for three weeks, but Beck told R&R that he expects it to run longer. He said, "One of the many positive results of consolidation in the radio industry is that, unified, we can deliver greater benefits to the community."

TM Century Profits Jump In Fiscal 2000

Music- and jingle-production company TM Century reported a net profit of \$945,000, or 38 cents per share, for the fiscal year that ended Sept. 30, 2000. The company lost \$12,470 in 1999. Before one-time adjustments of \$440,000, TM Century earned \$505,000 last year. Meanwhile, revenues climbed 11%, from \$6.2 million in 1999 to \$6.9 million in 2000, and EBIDTA soared 189%, from \$447,000 to \$1.29 million.

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- Todd Fisher in the GM Spotlight, Page 14
- Overcoming your fears with Dick Kazan, Page 18
- Radio Gets Results with WCMF/Rochester, Page 18



management marketing sales

"People suffer from the same disease as products. They try to be all things to all people."
— Al Ries and Jack Trout;
Positioning: The Battle for Your Mind

SALES & MARKETING

BEHIND THE BRAND: THE MARY-KATE AND ASHLEY STORY

■ Recognizing and capitalizing on your station's brand-name potential

By Pam Baker

Sales & Marketing Editor
pambaker@ronline.com



PAM BAKER

In 1987 Mary-Kate and Ashley Olsen were making a decent salary of \$4,800 a week playing the role of the youngest daughter, Michelle, on the television series *Full House*. Today the 14-year-old twins are a billion-dollar brand, with overall sales of more than \$1.2 billion in books, videos, video games, records, films, two television series in rerun and two more in production, Mattel fashion dolls, as well as a

new clothing line produced exclusively for Wal-Mart. They also have America's first tween lifestyle magazine, scheduled to launch in March, on the way. On top of all that, they own the copyrights and trademarks relating to their brand name and image for all projects in all media with the exception of their first two television series, and now they produce every single project they star in. Wow — these are two smart, lucky and wealthy teenage girls!

Obviously, these kids didn't achieve this level of success on their own. They have a brilliant and strategically minded manager, Thorne & Co. CEO Robert Thorne. Thorne, who also serves as President of Dualstar Entertainment, the company formed by Mary-Kate and Ashley, mapped out the master plan that has turned the girls into what Wall Street has described as the "young Martha Stewarts" of the 6-to-12-year-old world.

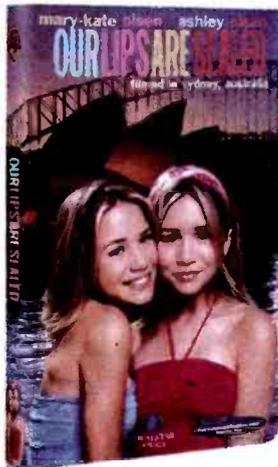
I met Thorne in November of last year at the EPM Entertainment Marketing Conference in Los Angeles, where he was a panelist at the session "Licensing: Turning Celebrity Into a Brand." The session was full of ideas that can be applied to radio. Imagine transforming your station or morning team into a valuable brand name, thus generating substantial revenue and creating

customer loyalty. It could be the ultimate nonspot revenue project!

When I spoke with Thorne he was very generous with his suggestions and tips, offering his secrets for successfully building a brand. To help you apply his techniques to your radio station, I've included some suggestions and ideas that pertain directly to radio.

IDENTIFY YOUR ASSETS

"Begin with a good product," Thorne says, "and protect the brand image." Keep the look and logo the same for all related materials. For Mary-Kate and Ashley Olsen, their look and brand name are represented by mary-kateandashley — no last name, no separate words, but one complete, color logo that represents the Olsens as a brand.



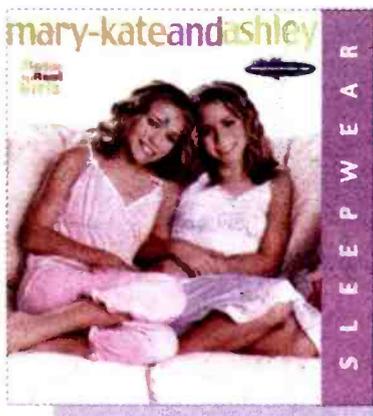
The twins appeal to the often-neglected demographic of girls between the ages of 8 and 12, called "tweens," and the teen market of girls ages 13-19. TVQ Inc.'s Q score ratings, which measure the popularity of entertainers, show that the Olsens are the most popular and recognizable young Hollywood icons among American children between the ages of 6 and 11. Thorne saw those figures and knew that there was no brand dominating that demographic. He says, "Sure, there were fads, but no celebrity role models." He saw that lack as a perfect opportunity.

What can be considered a brand? Any person or product that has high awareness, a distinctive personality, unique and meaningful positioning with a targeted group of consumers, a proven track record and longevity, or "brand-stretch." "Brands break through the clutter," The Beanstalk Group's Michael Stone says. "They act like a seal of approval."

Does your station fit the criteria for a brand? Does it have high awareness in your market? Does it possess a distinctive personality? Does it have a unique and meaningful position with a targeted group of consumers? Does it have a proven track record? If you can answer yes to all these questions, congratulations! You're on the way to becoming a lucrative brand.

So what's next? First, keep the look of your logo consistent. Don't change it every few years or during the holidays. You want your PIs and your potential listeners to recognize your logo and know precisely what it represents.

Write out a one-paragraph description of your radio station, and make sure everyone who works there understands and agrees with that statement. Specifically, spell out your target demographic and what benefits you offer those listeners. Don't be too broad: Clearly and precisely define your radio station.



BRANDING AFTER CONSOLIDATION

By Don Hallett

If radio as a brand backs down on marketing noise, stops refining product with research and takes away such money-gobblers as contesting and personality, it will only be depleting the essence of its earned brands.

I fear that the economics of consolidation will cause radio consumers to notice changes that may cause them to begin to search for replacement stations — or, worse, for new entertainment sources that offer similar product attributes but with more consistency than radio.



DON HALLETT

Radio listeners are now, for the most part, oblivious to the changes brought about by consolidation. As we reinvent the way we deliver our brands and their offerings, radio consumers will continue to ask the same question they ask as they push their carts through the supermarket: "What's here that I want?"

OVERLOOKED TRUTHS OF RADIO BRANDING

- Format heritage does not equal brand. Heritage is often owned by default when there is little or no direct competition in a format. Stations with heritage are often complacent and ignore their vulnerabilities, but heritage is not impervious to competition.

- Brand does not insulate a radio station from new and existing competitors. Many once-well-branded radio stations have stepped back from marketing, research and promotion investments during consolidation. In time, undermining these weakened brands will be child's play.

- Brand loyalty is not earned by asking for it on the air. Product must come first. If a radio station does not meet listener expectations or fails to fulfill its claims, listeners will lose trust in the brand and begin to search for replacements.

- Listeners treat radio like a household appliance. They turn on the power, and it delivers what they want — or it doesn't. They've come to rely on that appliance to fulfill a certain niche. If it doesn't, they'll quickly begin to search for other options.

- A station can lose brand equity faster than it can build brand loyalty. Look what happened to Snapple when bottled water caught on, to People's Express when all the other airlines added "Express" to their names or to K-Mart when Wal-Mart started its march across the country.

- Radio stations that focus only on their morning brands may be left behind. Can anyone say "The Howard Stern station"? Many stations with strong syndicated programming are stuck in a corner and haven't yet realized that the paint on the floor is wet. We applaud any station that combines syndicated programming with a strong brand in local radio.

- Stations that provide nothing more than a "format in a box" will become increasingly vulnerable. Such stations may be focused and flawlessly researched — and may even have some sense of stationality through production — but stations with a sense of urgency, localized personalities and local appeal are likely to crush stations that have no local interest.

- When consolidation results in consolidated marketing budgets, personnel and resources, a brand can become an endangered species. Broadcasters need to do more with less these days. New choices, difficult decisions, revolutionary techniques, reinventions and new visions are key to the survival of the brand: radio!

A BRAND DOESN'T JUST HAPPEN

A brand should:

- Be a promise of quality
- Provide authenticity
- Be something listeners can rely on
- Differentiate a station from its competitors
- Enhance perceived value
- Speak to listener expectations

Some stations have learned to position themselves in the marketplace by selling brand equity. Those stations no longer

Continued on Page 16

Continued on Page 16

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R&R GM spotlight

TODD FISHER

*VP/GM of KSTP-AM & FM/Minneapolis
(Hubbard Broadcasting)*



■ **Fighting battles and flying high with success**

This week's GM Spotlight pays tribute to Hubbard Broadcasting's Todd Fisher of Minneapolis. "He has tremendous knowledge of the business and a great strategic mind, and, best of all, he hires people and empowers them to do their jobs effectively," e-mails one R&R reader. A co-worker writes, "With his programming background, Todd makes decisions that benefit the entire radio station, not just the bottom line." Congratulations!

I decided to enter the world of broadcasting because:

"As a kid growing up in Phoenix I was hooked on personalities like Alan Chilcoat and Bill Heywood on KOY. I think radio, especially personality and News radio, had a bigger impact on me than on most kids my age because my parents were much older and grew up in the '20s and '30s. Radio had such immediacy and impact on current events, and I knew it was the medium I ultimately wanted to work in. My early interest in the media led to my working on my high school newspaper, then a job at the *Phoenix Gazette* doing prep sports, and then my first radio experience."

First job in broadcasting:

"Going into my senior year of high school, I used my newspaper job to talk my way into an interview at KZZP in Phoenix. Dave Anthony was the PD, and he gave me a shot at running the board on Sunday afternoons. It was an awesome experience. Jonathon Brandmeier was the morn-

ing guy, leading a great lineup of talent. After much practice in the production room, Guy Zapoleon, the PD of KRQ, our sister station in Tucson, gave me my first break on the air. Guy still continues to have an impact on my career, as he's our consultant for [KSTP-FM] KS95."

Career highlights:

"Becoming a general manager from the programming ranks is an accomplishment I'll always be proud of. Working for Ginny Morris and Hubbard Broadcasting is the best. There are so few broadcasters left who are long-term thinkers, who care about the product, the community and, most importantly, the people. I've been fortunate to have worked for such companies as Journal Communications and Capitol Broadcasting, which share that culture, and they're still doing business in radio. Having managed at stations that have won both the Marconi — KS95 this year — and Crystal Awards [WRAL/Raleigh] is another source of pride."

The most challenging aspect of being a GM:

"Being a horrible golfer comes to mind first. In my short tenure as a GM I have found that the challenges run parallel to being a program director. You have talent all over the radio station, not just on the air. Growing people will always be the biggest challenge for any manager. Luckily for me, though we're serious about

running a business for profit here, I'm somewhat insulated from what's going on in the bigger radio companies. I'm well aware of the financial pressures and the bottom line, but we're having fun here. I get to experiment, and we have real opportunities to grow our radio stations by heavily investing in the product. It's a great scenario for a first-time GM like me."

My most unforgettable moment at a radio station:

"The magic of KZZP. KZZP was the station I started at in 1981 and returned to as OM. We had a tremendous lineup of individuals, and we owned that market, even in the face of several direct competitors. Guy Zapoleon touched so many people at that station who have gone on to wonderful careers in radio and other media."

I'm most proud of:

"The balance in life I have received through being a cancer survivor. A bad book or not hitting a month will never have the same kind of impact on me."

The best words of advice I've ever received were:

"Be true to yourself and what is right."

You'd be surprised to know that...

"I fly airplanes. I am enthralled by anything to do with aviation. I own a single-engine plane, and I spend nearly all my free time in it, flying around Minnesota and Wisconsin."



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Presenter: **Mike McVay**

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- Hire a \$2 million morning show
- Buy all your competitors

Those tactics might very well improve your station's ratings. But just in case they're not within your budget, world-class programming consultant **Mike McVay** will share with you 25 techniques that you can start using as soon as you get home. If you're not already #1 in your market, this session will help you get there. If your station **already** has great ratings, you'll learn how to squeeze out another half-point or more.

HOW TO MAKE PEOPLE LISTEN LONGER

Presenter: **Dan O'Day**

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BUILDING YOUR TEAM WITH LEGENDARY LEADERSHIP

Presenter: **Michael Basch**

Every **PD Grad School** features one guest speaker who is a legend in a field **outside** the world of radio. **Michael Basch** was one of the founders of Federal Express— an integral part of the management team that took FedEx from \$0 to \$1 billion in just a few years. Basch led the teams that invented the bar code tracing system, built the SuperHub, and founded the FedEx Logistics Division. He will share with you his unique principles of **Legendary Leadership**, designed to help you become a true leader (and not just someone who runs around putting out fires).

HOT IDEAS YOU CAN STEAL

Last year's surprise hit session! **PD Grad School** attendees take the stage and — using audio, print and video — share the single best, proven new idea that worked for them during the past year. Hot new promotions, features, Internet strategies, management techniques, new revenue sources, time-savers, team-building....If it worked for you, we'll trade you dozens of other new ideas for your one good one!

DEFINING YOUR STATION'S UNIQUE LISTENING PROPOSITION

Presenter: **Dan O'Day**

There are more than 20,000 radio stations in the world...but only a handful of differentiated formats. How do you keep your on-air product fresh when your music and other features are familiar...even predictable? In this groundbreaking seminar, **Dan O'Day** will start you on the road to unique, broad-based programming strategies designed to make **everything** you do on your station fresh, original, and compelling. **You will leave this session with unique, original ideas that you created** — ideas that will set your station apart from the rest of your market!

57 WAYS TO IMPROVE YOUR WEBSITE IMMEDIATELY

Presenter: **Dan O'Day**

At last year's **PD Grad School**, **Dan O'Day** premiered his **Programming Your Station's Website** seminar — a motherload of principles & techniques specifically developed for radio station websites. "*This one session was worth the entire weekend*" was a common "review" from our attendees. This year, Dan delivers a rapid-fire list of things to do **immediately** to transform your station's site into a powerful marketing and ratings tool. And you do **not** need to be a techie to understand this session; Dan presents his recommendations in plain English!

MORE RADICAL STATION IMAGING

Guests: **Eric Chase, Jeff Thomas**

Jeff Thomas regularly produces incredibly dramatic, unforgettable station imaging for one of the world's most influential radio stations: **KIIS-FM/Los Angeles**. **Eric Chase** is Creative Services Director for one of the world's most outrageous, in-your-face radio stations, **WFLZ/Tampa**. Eric brings his musician background into the production room on a daily basis to create some of the world's most original on-air promos. **Bad News:** You will return home **dissatisfied** with the current level of your station's imaging. **Good News:** You'll have the inspiration and information needed to take your station's imaging to a much higher, more effective level!

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BEHIND THE BRAND

Continued from Page 12

Then take a look at your morning show and your other high-profile personalities. Do they have what it takes to become brands of their own? Do they have a branded logo?

ENTREPRENEURSHIP

Thorne's entrepreneurial strategy for Mary-Kate and Ashley began with a simple project. In 1992 the girls released their first album, *Brother for Sale*, which sold 325,000 copies. The follow-up music-video project, *Our First Video*, sold 400,000 copies. The success of those projects encouraged Thorne to put the girls in direct-to-video movies, and those films have grossed more than \$400 million over the last six years.

What merchandising projects can your radio station produce? You may have considered the basics — calendars, CDs, T-shirts, books, mugs and stickers — but what about thinking outside the box? How about a direct-to-video movie based on your morning show? How about a sportswear or beachwear line or a special-edition car or motorcycle with the station logo? You can even consider a personality-based video game or a monthly station magazine for paying subscribers.

CONTROL AND LEADERSHIP

Get control and approval up front. Mary-Kate and Ashley Olsen are personally involved in story development and casting for their movies, and they offer creative input on all other projects. Thorne notes that the twins are very much involved in the development of their brand. He says, "They serve as the meter for what's hot and what's 'geeky.'"

If you decide to brand your morning show, make sure that the show's members are committed. Does your team balk at live appearances? Do you have to spend time convincing them that their involvement is crucial to the success of station events? Are they reliable? If your morning show's members aren't committed to hard work, don't waste your time. But take a look at other station personalities. How's the afternoon jock? What about that attractive midday host?

PICK THE BEST PARTNERS

Thorne suggests that you find premium vendors that will allow you to keep control of the concept, design and execution of each project. After reviewing offers from a number of potential retail partners, Thorne chose Wal-Mart to launch the twins' sportswear line because the store was willing to enter into the agreement as a true partnership, not just a licensing agreement. In addition, with 2,600 retail locations throughout the country, Wal-Mart was willing to aggressively market and promote the products. Beginning this month in all Wal-Mart stores,

Mary-Kate and Ashley in-store concept signage will be seen by over 90 million people a week.

The key is to find a partner that wants to be associated with you. If you need to browbeat someone into a partnership, they won't truly be committed to the project.

COMMUNICATION

Thorne warns that one of the most potentially damaging problems in building a brand is lack of communication. He suggests daily updates for everyone involved in a project. Keep schedules, timelines and action plans updated, and don't let miscommunication ruin or delay a project.

CO-BRANDING

Never underestimate the power of co-branding. When the Olsens launched their line of books, the co-branding message was "Real Books for Real Girls." For the clothing line, the message is "Real Fashion for Real Girls." A co-branding message reinforces the overall image of the brand.

CROSS-MARKETING

Every product should cross-promote other products. For example, every Olsen video promotes the www.marykateandashley.com website, and every piece of clothing sports a hang tag promoting related products.

This past holiday season I reviewed many station-produced CDs, and I must admit that I was shocked by the number of stations that didn't use the CD to promote the station. What a wasted opportunity!

TRADEMARK PROTECTION

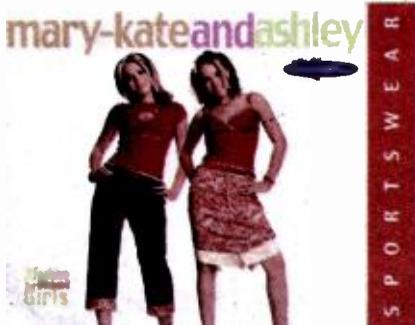
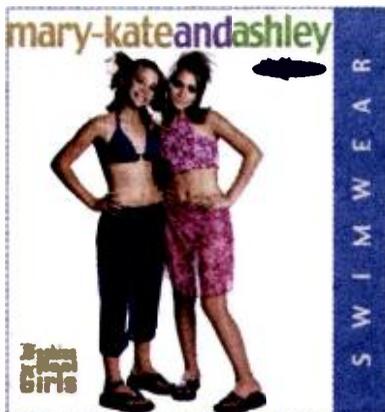
Thorne has the advantage of being a lawyer, and he knows all about trademark protection. It's a good idea to get your station or company's legal team together with the staff for a training session on trademark and copyright protection. Once you understand the guidelines, it's very simple to follow the correct procedures. Don't ignore trademark issues — they are critical!

PROOFREAD EVERYTHING — TWICE

An obvious suggestion, but a vital one: Always proofread everything. Have everyone available proofread material, and have each proofreader initial each page.

One of the biggest problems the Tournament of Roses Parade committee faced this holiday season was an incorrect telephone number that was printed on hundreds of thousands of brochures. Had proofreading been a shared responsibility, this embarrassing error could easily have been avoided. A printing error not only costs you time and money, it makes your organization look unprofessional.

I hope that the story of the Olsen twins and their astonishing branding success inspires you to look into new strategies for your station's branding efforts. Remember, the new world of radio consolidation combined with a fickle audience that has more entertainment options than ever before makes securing your station's brand equity not a luxury, but a necessity.

**BRANDING AFTER CONSOLIDATION**

Continued from Page 12

have to worry about thriving or dying with the next Arbitron book. They have more to sell. They own their brands.

But brand equity doesn't just happen. It's earned by establishing a quality product, fulfilling bundles of customer expectations, delivering unparalleled service to listeners and advertisers and fortifying brand marketing and advertising.

Brand equity is an added value and gives measurable advantages over less worthy brands and wannabes. Stations have become top billers in their markets while performing poorly in the ratings, and they've done it by selling qualitative values, not numbers. They have solidified their value to advertisers with the image, essence and personality of their stations' brands. The potential rewards that can be reaped from the exploitation of brand equity are worth any investment.

CONSOLIDATION

Consolidation changes everything. The following scenario is a reality in almost every market: Three or more stations, each once owned by a different company and having its own GM, PD, Asst. PD, MD, GSM and LSM, are now consolidated under a single corporate banner and run by a "branding staff."

Take stock of your brand, and uncover time-, budget- and resource-gobblers. Eliminate anything that doesn't bolster or defend the brand. Establish new goals for each station, revolutionize job descriptions, and don't settle for such excuses as "We don't have time for that anymore."

It's unfortunate, but many broadcasters aren't ready for change, and it is an undeniable reality that this industry is now driven by change. We must adapt. Offer education at every level, empower teams, and reward individual productivity and performance at every level.

RISKS FOR THOSE WHO DON'T GET IT

Those who don't keep up with this changing industry face a number of risks:

1. **Some will stand idle, bankrupting the brand.** When companies cut staff and overhead, costs tend to approach parity. But brand loyalty and earned brand equity are sustainable over time and give any product an edge.

2. **Stations could fall off listeners' radar.** The concept of top-of-mind awareness has been misunderstood and mismanaged by our industry for years. At the end of the day it really has nothing to do with big-dollar contests, morning show stunts, billboards, bus boards or TV commercials. Top-of-mind awareness is earned, not purchased. Promotions and advertising may bring in some listeners, but they won't guarantee awareness. The one thing that will keep a station truly at the top is the fulfillment of listener expectations. Listeners know what they want, and it's our job to do a better job than they might expect in delivering it.

3. **Less marketing noise may equal lower listening levels.** Thom Moon of Duncan's American Radio says, "There is evidence that radio usage increases during intense format battles. When two stations step up marketing in an effort to increase share, listening levels go up for the entire market." Could the reverse also be true?

4. **Mixed messages may be sent to advertisers.** People are motivated to act by their wants and their needs. We also know, without a doubt, that they shop for value and products that deliver consistently. But they shop for value most often from people and products they trust.

5. **Mixed messages may be sent to employees and other broadcasters.** The competition is doing all it can to undermine us. If we ignore our brands, our employees may lose their sense of pride, and we'll be undermining ourselves.

6. **Radio may be displaced by other entertainment choices.** Do you listen to the radio while you navigate the Internet? Are you ready for the onslaught of satellite radio services? These and other competitors are coming. Be prepared.

Don Hallett is a consultant for The Positioning Works in Columbus, OH. The Positioning Works provides revolutionary programming services, marketing resources and research techniques designed to boost ratings, maximize revenue and increase profits. Hallett can be reached at 614-451-9589 or through the company's website at www.thepositioningworks.com.

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From Miller Kaplan Arase & Co., LLP

FINDING THE COURAGE TO ACT

Novelist Jack London wrote, "I would rather be ashes than dust! I would rather that my spark should burn out in a brilliant blaze than it should be stifled by dry rot. I would rather be a superb meteor, every atom of me in magnificent glow, than a sleepy and permanent planet. The proper function of man is to live, not to exist."

Would you boldly pursue a dream? Would you make the attempt to close a major deal, start a business or dramatically change your career? What stops most people is that they worry so much about what others think that they'd rather lose what could be a great opportunity than risk criticism. The next time you hesitate, realize that you could be losing a chance to do the extraordinary and make a difference in the world.

Walter Ridley faced that dilemma. He was a black man born in 1910, and few things came easily for him. But, rather than complain, he became an outstanding student at all-black Howard University. He graduated with honors, receiving a bachelor's degree in psychology in 1931 and a master's in 1933. He became a psychology professor at another black school, Virginia State College, in 1936, and, by 1940, was interested in obtaining his doctorate from the University of Virginia. But there was a significant problem: The University of Virginia did not admit black students.

It would be 10 years before the federal courts would order Virginia to desegregate its colleges and universities, and, in 1950, Ridley was admitted to the university. By that time he'd written extensively on education, been a charter member of the U.S. commission for the United Nations' UNESCO and become President of the American Teachers Association. In 1953 he became the first black person to receive a doctorate from the University of Virginia and the first to receive a Ph.D. from any primarily white Southern university.



DICK
KAZAN

Dr. Ridley returned to Virginia State College as head of the psychology department, where he expanded the department from just himself to a faculty of 10 and instituted its first graduate programs. In 1958 he became President of tiny, all-black Elizabeth City College in North Carolina. Over the next 10 years the school grew dramatically in enrollment, teachers, facilities and academic standing, and it was elevated to university status in 1969. And the man who'd been excluded from the school of his choice because of his skin color saw to it that the formerly all-black school admitted its first white student.

What does Ridley's example teach us about finding the courage to act? Believe in yourself. Appearances aside, none of us has unlimited self-confidence, and we all have our doubts at times. Ridley focused on his objectives despite his concerns and took action while absorbing the criticism of others, just as you can, if you call on your inner strength.

Persistence. Major accomplishments rarely happen overnight. Ridley's achievements came after years of dedication, as did those of Warren Buffett, Nelson Mandela and Steven Spielberg. Your accomplishments will likely happen the same way.

A positive attitude. Ridley was too busy to feel sorry for himself or to blame others, and, by his actions, he helped to change the world. So can you, if you're ready to apply yourself and allow success the chance to shine upon you.

Next week: How to use the telephone more effectively.

Dick Kazan is a successful entrepreneur who founded what became one of the largest computer leasing corporations in the United States and is a successful real estate entrepreneur. E-mail your questions or comments to him at rkazan@ix.netcom.com.



RADIO'S MOST INFLUENTIAL WOMEN HOST WORKSHOP AT RAB 2001

The Most Influential Women in Radio will host a workshop at the Radio Advertising Bureau's Management & Leadership Conference, to be held Feb. 1-4 in Dallas at the Adam's Mark Hotel. The MIW workshop is titled "Motivate, Mentor, Lead ... The Most Influential Women in Radio Introduce Strategies for Success" and will be held on Friday, Feb. 2 from 9:30-10:45am.

"We'll talk about our own trips up the corporate ladder, as well as presenting our MIW Corporate Mentoring Program," says Nassau Radio Network President Joan Gerberding.

The MIW Corporate Mentoring Program is available to radio companies to help them comply with the new EEO laws. "As individuals, the MIWs have each made significant contributions to the radio industry," comments RAB President/CEO Gary Fries. "As a group, their impact has already had an even more profound effect."

The eight MIWs participating on this panel will include Gerberding, Jones Broadcast Programming President/GM Edie Hilliard, R&R Publisher/CEO Erica Farber, Southern California Broadcasters Association President Mary Beth Garber, WLTW & WTJM/New York VP/GM Rona Landy, Breakthrough Marketing CEO Julie Lomax, Quass Communications CEO Mary Quass and former BroadcastSpots.com VP/Affiliate & Agency Relations Judy Carlough Relations.



Radio's Most Influential Women — Pictured are (back row, l-r) Breakthrough Marketing's Julie Lomax Brauff, Infinity Broadcasting/Seattle's Lisa Decker, WLTW/WTJM/New York's Rona Landy, Broadcasting Programming's Edie Hilliard, Denise Oliver (formerly with Westwood One), Susquehanna's Nancy Vaeth-OuBroff, Nassau Broadcasting Partners L.P.'s Michelle Stevens, Quass Communications' Mary Quass, Bev Tilden (formerly with Clear Channel Radio), Emmis/L.A.'s Val Maki, the RAB's Mary Bennett, (front row, l-r) Soundsbig.com's Corinne Baldassano, Nassau Radio Network's Joan Gerberding, R&R Publisher/CEO Erica Farber and the Southern California Broadcasters Assn.'s Mary Beth Garber.

RADIO GETS RESULTS

SUCCESS STORIES FROM THE RAB

DISCOVERING SECURITY IN RADIO

A great product, effective commercial copy and providing an incentive for customers to visit its stores were three of the keys that made Viper Auto Security's radio advertising dollars work on Classic Rock WCMF/Rochester. Your sales department should meet regularly with promotions and marketing staffers to see what prize packages can be offered as register-to-win incentives by your key advertisers. The original advertiser wins — and so, through mentions in the advertiser's spots, does the client providing the prize package. Some prize packages to explore: weekend hotel stays, dinners at local restaurants, salon services, gift certificates from area retailers and tickets to local theater productions. Brainstorm, brainstorm, brainstorm!

Category: Auto Aftermarket

Market: Rochester

Submitted by: Interep

Client: Viper Auto Security

Situation: Those great little auto-security devices that seem to have minds of their own have increased in popularity in a healthy auto aftermarket industry. Viper Auto Security, a national manufacturer of vehicle alarm systems, faced the marketing challenge of increasing brand awareness and building sales for participating dealerships in the Rochester market. There are a number of other vehicle security systems on the market, which contributes to a highly competitive environment and to consumer uncertainty about which systems are the most reliable and affordable.

Objective: Viper needed to break through the competitive clutter, establish name awareness and generate sales.

Campaign: Using an ad campaign exclusive to WCMF, Viper and station AE Raymond Noonan created an aggressive, upbeat spot, featuring a register-to-win contest. The spot invited listeners to visit Viper retailers and register for weekly drawings for CDs and promotional merchandise. The campaign featured a 60-second commercial, targeted to adults 18-34, running 15 times per week for four weeks.

Results: Measuring name awareness is a tricky task. And even if it can be measured through recall surveys, brand awareness means nothing if it doesn't translate to sales. But Noonan, WCMF and Viper definitely proved radio's power to create awareness and generate sales through creative strategies. Viper Regional Sales Manager Dave Prinzi says, "The campaign worked very well. On average, sales were up 100% vs. the same period last year." Viper will surely look again to radio to continue its current upward sales trend.

RAB TOOLBOX

More marketing information and resources from the RAB

Here you'll find more marketing information and resources from the RAB. For more information, call the RAB's Member Service HelpLine at 800-232-3131, or log on to www.rab.com.

INSTANT BACKGROUND — AUTO AFTERMARKET

Adults 18 and older who bought any automotive products or accessories in the past year, by income bracket: \$75,000-plus, 28.8%; \$50,000-\$74,999, 21.7%; \$40,000-\$49,999, 11.1%; \$30,000-\$39,999, 11.8%; \$20,000-\$29,999, 12%; under \$20,000, 14.7%. (Simmons, 1999)

Total sales in the automotive aftermarket category amounted to \$155 billion in 1999, up from \$152 billion in 1998. The 1998 figure included \$102 billion spent on service and repair, \$34 billion attributed to the do-it-yourself market and \$19 billion spent on tires. (Automotive Parts and Accessories Association, 2000)

FROM THE RAB'S RADIO MARKETING GUIDE AND FACT BOOK

"Every week radio reaches 93% of those who had repairs or service for new tires, 93.6% of those who had auto repair or service for paint or body work and 94.8% of those who had their cars serviced for car radio or stereo equipment." (Source: Scarborough Research, Release No. 2-99)

Radio And The Internet: The Biggest Stories Of 2000

**By Kurt Hanson and
 Paul Maloney**

*RAIN: Radio And Internet
 Newsletter*

The year 2000 opened with the "Y2K bug," perhaps the most widely anticipated nonevent in history. Things then got very quiet — at least compared to the deafening bursting of the Internet-investment bubble a few months later.



KURT HANSON

The year in Internet radio paralleled what we saw in the online world as a whole. There were a lot of farewells: to poorly placed money, to companies with inadequate plans for returns on investment and to ideas whose time had not yet come (or whose time had come and gone). It was also a year of seemingly endless legal wrangling among copyright holders, the recording industry, technology companies, entrepreneurs and the government.

Stories Of The Year

The first major story to break in 2000 was one of the biggest of the year — we don't know, even now, exactly how big. In January AOL and Time Warner announced their plans to merge (R&R 1/14/00). From *RAIN's* coverage:



"In an agreement that would create a media giant worth almost \$350 billion, America Online has announced that it will acquire Time Warner. Analyst Phil Leigh, of the firm Raymond James, said, 'It is probably the most significant development in the Internet business world to date. If it hasn't been evident to most of us yet, it should be obvious to us now that the Internet is about audio and video, and not just text and graphics.'"

Then, as winter was ending, two companies pioneering what was then (and may still be) Internet radio's best bet for generating income, ad insertion, got some financial validation. Both items below are from *RAIN's* March 7 coverage.

"Industry heavyweights Grey Advertising and venture capital firm New Enterprise Associates are expected to announce today their \$17 million investment in streaming company Hiwire. The deal will include Hiwire board seats for Grey CEO Ed Meyer and



NEA's Stewart Alsop. The Hiwire tuner offers consumers an easy way to listen to thousands of stations, no matter what audio formats those stations are streamed in. The company also offers stations a way to make money from out-of-market listeners: Hiwire can feed each of those listeners premium-priced audio spots aimed at their demographic and/or location."

"Radiowave.com has announced that it has secured \$20.5 million in financing in its first round of private investments. The big players coming to the table were Warburg, Pincus Equity Partners, FBR Technology Venture Partners and Intel Capital. Radiowave creates customized streaming-audio players with e-commerce and interactive advertising capabilities."

Good News In The Spring

There was more good news in the spring, as a provider of one of the most important tools for the success of radio on the Internet, ratings measurement, teamed with a multichannel webcaster. *RAIN* reported on May 23, "Arbitron has signed Minneapolis-based NetRadio.com as the first multichannel Internet-only broadcaster for its InfoStream webcast ratings services."

As evidence that some of the bigger technology players were beginning to see Internet radio — or, at least, Internet radio appliances — as a serious investment opportunity, more news arrived in June. To quote *RAIN's* June 28 report, "The former Apple Computers execs who designed the Kerbango radio have sold their company to 3Com for an astonishing \$80 million."

In July the February Arbitron InfoStream numbers were released — with a new measurement, Aggregate Tuning Hours — and the industry began to get a realistic idea of the size of the Internet radio audience. Unfortunately, the news wasn't what anyone had been hoping for. As Internet News & Views commented on July 21:

"Since December of 1999 Arbitron has been releasing webcast ratings reports that have seemed designed to make it difficult to determine how many listeners a given webcast actually had. Now we know the reason: Arbitron tabulated the audience sizes of 389 Internet audio channels during the month of February 2000. On July 12 it released audience-size numbers for the top 50 of those channels. And, on doing the math, it looks as if the top station in the entire report, Net Radio's 'Hits' channel, apparently had only 339 concurrent listeners at the average moment during the month!"

Napster Drama

Later in the summer came the most dramatic moments (so far) of the biggest saga in online music.



A Good Kind Of Different: Alpha Radio

I'm not exactly sure how to describe Alpha Radio (www.alpharadio.com). It's not quite like anything I've heard before, and that's a good thing. You've got to be in the mood for a stranger mix of music than you may be used to, but, for many, that means Alpha will be a delightfully refreshing change. So if you're thinking that you want to hear Omar Faruk Tekbilek followed by the Thievery Corporation or, perhaps, an hour of obscure burlesque music, you're in luck.

The site itself is a picture of elegance, designed to fit entirely "above the fold" on most monitors. Each area on the site is a variation on the homepage's theme, and no screen is more than a click or two away from the music. The "retromodem" look is well-designed and about as modern-friendly as sites come anymore. I did encounter an occasional Java Script error, but never anything that crippled the site; the problems just made some pop-up information windows unavailable.



The music from the site is encoded in variable-bit-rate RealAudio, so modem users and broadband users alike will be happy (without ever having to face a "click here for such-and-such bandwidth" list). The high-bandwidth stream sounds good enough to pipe through a decent set of speakers and still have your ears be happy.

But it's the music that makes this site really stand out. It doesn't fit under any one category, except that none of it is mainstream American fare. The station runs a 24-hour live stream, with the personalities playing extremely varied music. Yes, there are air personalities, but they're unobtrusive. They come on every once in a while, and they may or may not say something about what they're playing. Alpha Radio is mostly music, but it's not just a jukebox; the shows are produced and, generally, produced very well.

Each day features a specialty show, which is then archived and available at any time after its first webcast. A big chunk of Alpha's stationality comes from these hourlong shows: Right now I'm listening to *Alpha Lounge*, hosted by DJ Vivian Vavoom, who promises to have me "strolling down memory lane to the torch-song standards and then blasting off into the new frontier of Space Age lounge!" Last week she seemed to be featuring songs in which monkey sounds are integrated into the music. I'm not kidding.

Other specialty shows include *Key Grip*, which includes movie, television and Broadway music; *Global Hobo*, which claims to "expose the pink underbelly of international music"; and *Pop Autopsy*, a talk show that "pokes at the corpse of pop culture."

Alpha Radio may not be appropriate when you're in the mood for The Beatles, but its highly original content may be just the thing when you don't want to listen to Britney Spears one more time.

—Ralph Sledge

Continued on Page 20



Best Stories

Continued from Page 19

As Internet News & Views reported on Aug. 4:

"Just nine hours before Napster was due to shut down in compliance with a federal judge's order, that order was stayed by the Ninth U.S. Circuit Court of Appeals. On July 27 U.S. District Judge Marilyn Patel issued a surprise ruling granting the Recording Industry Association of America's request for an injunction to shutter the service as of midnight on Friday, July 29.

"As a result of the stay, the music file-sharing service will continue in operation. The RIAA's lawsuit, which was filed late last year, accused Napster of enabling massive copyright violations."

Many industry experts believe that Internet radio won't get serious advertising attention until it can provide hard data on its audience. The Arbitron InfoStream ratings were a start, and, in August, Arbitron got some competition (Internet News & Views 8/25):

"Responding to Arbitron's InfoStream webcast ratings service, whose most recently released ratings estimates — released in mid-July — were for February, a new Portland, OR-based firm called MeasureCast last week announced its plans to compete. MeasureCast says it will offer its clients, among other things, a 24-hour turnaround time."

In September (Internet News & Views 9/8) it looked as though the era of genuinely profitable webcasting was about to begin:

"The long-awaited technological innovation that may



be required for profitable Internet broadcasting has arrived. Salem Communications' Christian Pirate Radio (www.mycpr.com) has begun using Hiwire's ad-insertion technology to send different, paid audio ads to different listeners based on the listeners' gender, age and location. Christian Pirate Radio is a Los Angeles-based Internet-only station launched by Salem three years ago."

Radio Gets Serious

Later in September a group of radio owners led by Emmis decided the time was right to make some serious plans for the Internet. As *RAIN* reported on Sept. 20:



"Emmis Communications will unveil its Local Media Internet Venture at the NAB gathering in San Francisco. The LMIV is intended to be an industry-owned network with large-scale resources to provide content, technology and marketing to member stations'

websites. Participating broadcasters will include Emmis, Bonneville, Greater Media and Jefferson-Pilot."

On Nov. 1 the seemingly unthinkable happened: An alliance between Napster and a major record label (*R&R* 11/3) made one of the year's biggest stories even more controversial. Here's part of *RAIN*'s coverage:



"Napster and German media giant Bertelsmann AG today announced that they've formed a strategic alliance to further develop Napster's peer-to-peer music-file-sharing service.

"Bertelsmann's eCommerce group, BeCG, and Napster have developed a new business model for the alliance, calling for a secure, membership-based service that will provide paying members of the Napster community with high-quality file-sharing while simultaneously making sure such rights-holders as recording artists, songwriters, record labels and music publishers get paid."

The presidential election and the ensuing controversy spurred much discussion among our readers about the dangers of bad design. From Internet News & Views, Nov. 17:

"As a reminder that graphic design issues are not a minor point, keep in mind that the race to determine the next president of the United States may hinge on a single bad decision about the 'user interface' of the Florida ballot.

"On Palm Beach County's large-print ballot, designed to assist senior citizens, a voter reading down the left-hand side of the page saw the names of Republican candidates George W. Bush and Dick Cheney first, immediately followed by Democrats Al Gore and Joe Lieberman. But a voter who punched the circle to the right of Gore's name would, in fact, have been voting for Reform Party candidate Pat Buchanan, whose name appeared on the facing page."

Expensive Developments

The year was capped off by a development from the U.S. Copyright Office (*R&R* 12/15). As *RAIN* reported:

"On Dec. 11 the U.S. Copyright Office ruled that broadcasters, like Internet-only webcasters, will have to pay copyright fees to stream music online — even to simply webcast their over-the-air signals.

"The government, however, chose not to rule on the issue of 'interactivity,' or how much a listener can influence the music he or she hears, and decided that the amount of personalization allowed will have to be determined in each individual case."

For many in Internet radio, 2000 was a difficult year, but there is reason to hope. Nearly every week in Internet News & Views there are stories about energized people with new ideas. There's a steady stream of new technology to help us do what we do better. The promise of Internet business and Internet radio hasn't died; it has simply become more realistic.

Streaming Format Choices Grow More Complex

What we've seen over the past few years between Netscape and Microsoft has been Darwinistic capitalism at work. The web browser field has narrowed to Netscape and Microsoft's Internet Explorer, and few competitors have sprung up to challenge those leaders.

But the "browser wars" will soon seem minor compared to the "streaming wars" that appear to be



impending. Almost every streaming website that seeks to be universally accessible must now carry at least two streaming formats, and, if anything, it looks like that number will be going up.

The biggest players in the streaming audio field are Real and, once again, Microsoft. But though those two companies dominate the field, they are not the only players. Apple's Quicktime also has a piece, albeit a small one, of the streaming-media market. Intel is



developing streaming technologies and, in fact, worked with Real on developing the RealVideo 8 technology. Yet another format not to be ignored is the venerable MPEG audio and video format. Before the new Windows Media 8 (still in beta), Windows Media was based on MPEG-4 technology. MP3s use a related technology, and the streaming-MP3 program Shoutcast is popular on noncommercial sites. The "underground" DivX codec (compression-decompression technology) is also a version of MPEG-4.

What's more, industry players other than Microsoft and Real are beginning to form a united front in the form of the Internet Streaming Media Alliance (Digital Bits 12/22/00) — an organization that includes such heavyweights as Apple Computers, Cisco Systems and Sun Microsystems. ISMA was formed, the organization says, "in an effort to accelerate the market adoption of open standards for streaming rich media over Internet Protocol." That Microsoft and Real have not chosen to join the alliance is significant. It is very unlikely that any industry standard will be established without the

Continued on Page 22

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Streaming Formats

Continued from Page 20

cooperation of those two companies, which, at this point, seem to want to keep their own solutions proprietary. ISMA, on the other hand, wishes to promote the MPEG streaming standard.

Why are such companies as Cisco and Sun taking an active interest in streaming? Because the development of those technologies will soon come to mean much more than simply making better codecs. Intel and Microsoft have already demonstrated technologies that will make Internet appliances active gateways for users.

Another reason that these companies are all interested in the same thing is that there is a synergy between the companies that provide streaming technologies and the companies, such as Cisco and Sun, that provide the bandwidth and computers to run them on. But that's another reason that Microsoft may be wary of joining an alliance that includes Sun, against which it has competed in the server technology arena for years. Microsoft, among all the major streaming

companies, seems to have shown the most interest in controlling streaming from server to user, as evidenced by its development of Windows Media and Microsoft-designed and -powered Internet appliances.

So which format should you use for your streaming audio? Which one is going to see you into the future? Who's got the most cutting-edge technology? At this point it's very difficult to tell, but the technologies are getting better. We found that the new Windows Media encoder produces files that sound a bit better than what we here at RAIN have been using for our Internet-only station, RAIN Radio. So the obvious question is, Do we encode all those songs again? As soon as new technologies arise or move out of beta, every webcaster is going to face that question. Then, a few months down the road, they'll face it again.

And, of course, there are many other companies working on streaming audio technology aside from those named above: Emblaze, Octiv and Qualcomm are just a few of the companies working on technologies for pushing audio and video over wireless. So it doesn't appear that the task of streaming audio on the Internet is going to get simpler anytime soon — quite the contrary.

— Ralph Sledge

DIGITAL BITS**Interop Interactive, Cybereps Merge**

Interop Interactive has announced a merger with Cybereps. The combined company, which will carry the Cybereps name, will specialize in ad sales, marketing and streaming media for web content providers and networks. Interop's investment gives it a 51% interest in the merged company. Cybereps, founded in 1996, publishes Future Games Network and Totalwoman.com, and its sales and marketing clients include MP3.com, MSN, RadioWave and Rolling Stone.

RadioWave.com Taps McCarthy As VP/CTO

Tom McCarthy has been named VP/Chief Technology Officer for RadioWave.com. He will head the Internet radio network's engineering department and assist the

company in acquiring and developing technologies. McCarthy comes to RadioWave from Bose Corp., where he was Director/Worldwide Engineering.

NBG Signs Sales Rep Deal With IPools

NBG Radio Networks announced last week that it will offer InteractivePools' online game and contest services to radio stations nationwide for station-sponsored contests and other events. IPools offers free online pool administration for such events as the Super Bowl, the NCAA Basketball Tournament and college football bowl games.

Live365, 3Com Partner in Web Radio Deal

Internet radio portal Live365's more than 25,000 stations will be integrated into 3Com's Kerbango Tuning Service, the companies announced this week. The stations will be added to the 5,000 streams already offered by the Kerbango service.

CYBERSPACE

Hot new music-related World Wide Web sites, cool cyberchats and other points of interest along the information superhighway.

'Net Chats

- They were New Wave, New Romantic or new something back in the '80s, but their harmonies and soulful pop still sound good. Chat with *Spandau Ballet* on Tuesday (1/16) at 7pm ET, 4pm PT (chat.yahoo.com).

- Get ready to rock, 'cause Spineshank are in the house! Talk riffs with them on Tuesday (1/16) at 8pm ET, 5pm PT (www.guitar.com).

- Reality bites, but Dream have the antidote. Chat with this quartet of hip-hop pop newcomers on Thursday (1/18) at 8pm ET, 5pm PT (chat.yahoo.com).

On The Web

- Catch the lush grooves of Belgian Euro-pop trio Hooverphonic in performance on Tuesday (1/18) at 3pm ET, noon PT (www.hob.com).

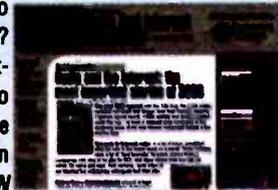
- Here's another European trio, Saint Etienne, laying down their seductive techno-pop on Thursday (1/18) at 9pm ET, 6pm PT (www.hob.com).

— Michael Anderson

Stories Of The Year

Which Internet radio stories do you think were the most important of 2000? Which do you think will have repercussions into 2001 and beyond? We're always interested in your thoughts, so take advantage of the "Feedback" form on the RAIN website. RAIN

is the leading news source for issues involving radio and the Internet; it's available daily at www.kurthanson.com.



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SPOT TRAFFIC
The Digital Advertiser

The Internet As A Cassette Deck

Growing up in Cleveland, listening to WIXY 1260, The Big 1220 WGAR and G98, I spent a lot of my formative years doing part of what I'd end up doing as a career, production and dubbing, and dreaming of becoming a star. Back then I'd use my GE piano key cassette decks to tape my favorite songs off the radio, pretending that I was Mike Ranieri or Tim Byrd or The Real Bob James and reading DBX literature to figure out how to minimize noise.



David Lawrence

If my daughters ever decide to do the same thing, they'll find it a lot easier. In markets from Albany to Youngstown, booting your computer and using software called SongCatcher (www.songcatcher.com) will do the trick. On the 1,100 stations that are covered by BDS, the SongCatcher software will capture data on songs you like and grab them from the air just as you hear them — with the trails of station imaging on top of intros, jocks in and out, etc. It's an exact replica of the taping process of my youth, except it's all automated.

It's a two-step process, actually: First, you hook up a radio to the sound inputs on your PC (no Mac yet) and let the computer listen to a day's worth of radio, all of which gets stored on your hard drive. Compressed, you'll need about 1.5 gigs to handle 24 hours of taping. Then you cull the songs you want, chopping out the rest from your haul.

Dave Creagh, VP and GM of Audio Products for Gotuit, SongCatcher's creator, says that a talk version, NewsCatcher, is in the works. How would they do that without the BDS-like data that is available for the songs? How would they index Rush's or Howard's missives? "We'd actually hire people to listen and make real-time markers with comments on the topic," says Creagh. "That becomes our metadata on talk shows." I can't wait to read NewsCatcher's topic list on Howard.

The software is free for 45 days, after which you can pay about 30 bucks a year for no ads and the ability to save your song selections as MP3s. "Also, there's no peer-to-peer relationship with other Songcatcher users," says Creagh, sidestepping the Napster issue completely. The company has no plans to allow for any file-sharing whatsoever. "We're all about doing what we can to help people time-shift their favorite music on the radio, not violate copyright law," says Creagh.



Questions? Comments? david@netmusiccountdown.com, or post to the Internet folder on the www.rnline.com message board.

David Lawrence is heard on WGN/Chicago; is the host of *Online Today* and *Online Tonight*, syndicated high-tech/pop culture radio talk shows from Dame-Gallagher; and is the host of the *Net Music Countdown* radio shows from United Stations. A 25-year radio veteran, Lawrence was a founder of the American Comedy Network, is the voice of America Online, and is a leading expert on Internet entertainment.

e-charts

WHAT HAVE WE WROUGHT?

As the New Year gets into full swing, the changing landscape of music sites continues. MusicMaker, DiscJockey.com, PhoenixRadioNet.com, Launch, Listen and others are either suffering, rejiggering or have waved goodbye. Others are changing, adapting and reinvigorating themselves. MP3.com has new life, Kick is flexing its venture capital muscle, and Napster is changing its tune. With all this turmoil, it's reasonable to take a gut check of music on the 'Net. What have we actually accomplished?

We've brought value to music again in the very way that we've chosen to downplay its value. If there's one thing that Scour, Gnutella and Napster have shown us, it's that music is a powerful drug that

can make weak people steal and strong people argue in and out of courtrooms. If anything, the fact that people are willing to go to such great lengths to defend their actions when it comes to music means that music is as important to our daily lives as it ever was — and maybe more.

And the 'Net has shown hopeful signs of moving into a new era of maturation. Last year's business models are slowly (and thankfully) being thrown out. Next year's business models will feature practicality and a return to respect for the artist. Behold the power of the Internet, but the power of music.

— David Lawrence

CHR/Pop

SW	TW	ARTIST CD/Title
1	1	3 DOORS DOWN <i>The Better Life</i> /"Kryptonite"
3	2	BACKSTREET BOYS <i>Black & Blue</i> /"Shape"
4	3	MYA <i>Fear Of Flying</i> /"Ex"
2	4	CREED <i>Human Clay</i> /"Arms"
6	5	DESTINY'S CHILD <i>Charlie's Angels Soundtrack</i> /"Women"
5	6	'N SYNC <i>No Strings Attached</i> /"Promise"
10	7	BRITNEY SPEARS <i>Oops!...I Did It Again</i> /"Stronger"
8	8	LENNY KRAVITZ <i>Greatest Hits</i> /"Again"
7	9	SOULDECISION <i>No One Does It Better</i> /"Faded"
20	10	RICKY MARTIN <i>Sound Loaded</i> /"Bangs"
12	11	MATCHBOX TWENTY <i>Mad Season</i> /"Gone"
11	12	KANDI KANDI/"Don't"
9	13	MADONNA <i>Music</i> /"Music"
13	14	U2 <i>All That You Can't Leave Behind</i> /"Beautiful"
15	15	FAITH HILL <i>Breathe</i> /"Love"
17	16	BARENAKED LADIES <i>Maroon</i> /"Pinch"
16	17	98 DEGREES <i>Revelation</i> /"Everything"
18	18	PINK <i>Can't Take Me Home</i> /"Girls"
19	19	DAVID GRAY <i>White Ladder</i> /"Babylon"
—	20	SAMANTHA MUMBA <i>Gotta Tell You</i> /"Gotta"

Country

SW	TW	ARTIST CD/Title
1	1	TIM MCCRAW <i>Place in the Sun</i> /"Thirty"
2	2	DIKE CHICKS <i>Fly</i> /"Without"
3	3	BRAD PASKLEY <i>Who Needs Pictures</i> /"Danced"
4	4	TRAVIS TRITT <i>Down The Road I Go</i> /"Intentions"
7	5	PHIL VASSAR <i>Phil Vassar</i> /"Paradise"
9	6	LONESTAR <i>Lone Star</i> /"Tell"
8	7	KENNY CHEENEY <i>Greatest Hits</i> /"Lost"
10	8	DARRYL WORLEY <i>Hard Rain Don't Last</i> /"Good"
—	9	RASCAL FLATTS <i>Rascal Flatts</i> /"Everyday"
11	10	TERMI CLARK <i>Fearless</i> /"Gasoline"
10	11	JOHN M. MONTGOMERY <i>Brand New Me</i> /"Little"
6	12	GEORGE STRAIT <i>Go On</i> /"Go"
—	13	KEITH URBAN <i>Keith Urban</i> /"Grace"
5	14	ALAN JACKSON <i>When Somebody Loves You</i> /"Memory"
13	15	SARA EVANS <i>Born To Fly</i> /"Fly"
17	16	CHRIS CABLE <i>Play It Loud</i> /"Goes"
14	17	JO DEE MESSINA <i>Burn</i> /"Burn"
12	18	TOBY KEITH <i>How Do You Like Me Now</i> /"Kiss"
—	19	LEE ANN WORNACK <i>I Hope You Dance</i> /"Ashes"
16	20	CHAD BROCK <i>Yes</i> /"Visit"

Hot AC

SW	TW	ARTIST CD/Title
7	1	CREED <i>Human Clay</i> /"Arms"
2	2	LENNY KRAVITZ <i>Greatest Hits</i> /"Again"
1	3	U2 <i>All That You Can't Leave Behind</i> /"Beautiful"
5	4	BARENAKED LADIES <i>Maroon</i> /"Pinch"
3	5	MATCHBOX TWENTY <i>Mad Season</i> /"Gone"
6	6	3 DOORS DOWN <i>Better Life</i> /"Kryptonite"
8	7	DIDO <i>No Angel</i> /"Thankyou"
4	8	EVERCLEAR <i>Songs From An American Movie Pt. 1</i> /"Wonderful"
9	9	DAVID GRAY <i>White Ladder</i> /"Babylon"
11	10	FAITH HILL <i>Breathe</i> /"Love"
10	11	NINE DAYS <i>The Maddening Crowd</i> /"Absolutely"
14	12	CORRS <i>In Blue</i> /"Breathless"
12	13	BON JOVI <i>Crush</i> /"Lite"
13	14	SOULDECISION <i>No One Does It Better</i> /"Faded"
16	15	BACKSTREET BOYS <i>Black & Blue</i> /"Shape"
15	16	MADONNA <i>Music</i> /"Music"
20	17	RICKY MARTIN <i>Sound Loaded</i> /"Bangs"
17	18	'N SYNC <i>No Strings Attached</i> /"Promise"
18	19	VERTICAL HORIZON <i>Everything You Want</i> /"God"
19	20	STING <i>Brand New Day</i> /"Desert"

Urban

SW	TW	ARTIST CD/Title
1	1	MYSTIKAL <i>Let's Get Ready!</i> /"Danger," "Shake"
3	2	SISQO <i>Unleash The Dragon</i> /"Incomplete"
4	3	DESTINY'S CHILD <i>Charlie's Angels Soundtrack</i> /"Women"
5	4	ERYKAH BADU <i>Mama's Gun</i> /"Know," "Lady"
10	5	TOMI BRAXTON <i>The Heat</i> /"Man"
8	6	PROFYLE <i>Nothing But Drama</i> /"Liar"
11	7	CARL THOMAS <i>Emotional</i> /"Emotional"
12	8	JAGGED EDGE <i>JE Heartbreak</i> /"Promise"
9	9	R. KELLY <i>TP-2.com</i> /"Wish"
7	10	JAY-Z <i>The Dynasty: Roc La Familia 2000</i> /"Love"
14	11	AVANT <i>My Thoughts</i> /"First"
13	12	LIL BOW WOW <i>Beware Of Dog</i> /"Bow"
8	13	JA RULE <i>Rule 3:36</i> /"Between"
16	14	MUSIQ <i>Nutty Professor 2 Soundtrack</i> /"Friends"
15	15	PUFF ENOZ <i>Love Crimes</i> /"Here," "More"
19	16	OUTKAST <i>Stankonia</i> /"Jackson"
17	17	WYCLEF JEAN <i>The Eclectic: 2 Sides II A Book</i> /"911"
—	18	JILL SCOTT <i>Who Is Jill Scott?</i> /"Walk"
19	19	NELLY <i>Country Grammar</i> /"E.I."
—	20	DAVE HOLLISTER <i>Chicago 85: The Movie</i> /"Woman"

NAC/Smooth Jazz

SW	TW	ARTIST CD/Title
1	1	SADE <i>Lovers Rock</i> /"Side"
2	2	KIM WATERS <i>One Special Moment</i> /"Groove," "Secrets"
3	3	DAVID BENNETT <i>Professional Dreamer</i> /"Miles"
4	4	MORRISAN BROWN <i>Celebration</i> /"Paradise"
—	5	BOBEY JAMES <i>Body Language</i> /"Boneyizm"
9	6	KIRK WHALUM <i>For You</i> /"Goes"
11	7	WALTER BEASLEY <i>For Your Pleasure</i> /"Nice"
10	8	CRAGS CHAUNCO <i>Panorama</i> /"Carnival"
10	9	WARREN HILL <i>Life Thru Rose Colored Glasses</i> /"Take"
12	10	SPYRO GYRA <i>Got The Magic</i> /"Breezeway"
—	11	LARRY CARLTON <i>Fingerprints</i> /"Gracias," "Fingerprints"
—	12	RICHARD ELLIOT <i>The Best Of Richard Elliot</i> /"Who?"
14	13	GERALD VEASLEY <i>Love Letters</i> /"Vakdez"
6	14	BOBEY JAMES & RICK BRAUN <i>Shake It Up!</i> /"R.S.V.P."
15	15	GOTTA <i>Let's Get Started</i> /"Started"
—	16	BOB BALDWIN <i>Bob Baldwin.com</i> /"Jamaica"
8	17	GEORGE BENSON <i>Absolute Benson</i> /"Medicine"
13	18	CHUCK LOEB <i>Listen</i> /"Blue"
—	19	STEVE COLE <i>Between Us</i> /"Got"
17	20	BETTE MIDLER <i>Bette</i> /"TKO"

Alternative

SW	TW	ARTIST CD/Title
1	1	U2 <i>All That You Can't Leave Behind</i> /"Beautiful"
2	2	LIMP BIZKIT <i>Chocolate Starfish...J'Rollin'</i>
4	3	LENNY KRAVITZ <i>Greatest Hits</i> /"Again"
3	4	3 DOORS DOWN <i>Better Life</i> /"Loser"
6	5	OFFSPRING <i>Conspiracy Of One</i> /"Prankster"
7	6	BLINK-182 <i>The Mark, Tom & Travis Show</i> /"Overboard"
5	7	RADIOHEAD <i>Kid A</i> /"Optimistic"
8	8	LIFEHOUSE <i>No Name Face</i> /"Hanging"
9	9	CREED <i>Human Clay</i> /"Ready"
20	10	LINGON PARK <i>Hybrid Theory</i> /"Step"
10	11	DAVID GRAY <i>White Ladder</i> /"Babylon"
11	12	GREEN DAY <i>Warning</i> /"Warning," "Minority"
13	13	BARENAKED LADIES <i>Maroon</i> /"Pinch"
14	14	FUEL <i>Something Like Human</i> /"Hemorrhage"
16	15	MOBY <i>Play</i> /"Southside"
15	16	PAPA ROACH <i>Infest</i> /"Broken"
—	17	EVERCLEAR <i>Songs From An American Movie 2</i> /"Wrong"
17	18	A PERFECT CIRCLE <i>Mer De Noms</i> /"Libras"
18	19	INCUBUS <i>Make Yourself</i> /"Drive"
—	20	RAGE AGAINST THE MACHINE <i>Renegades</i> /"Funk"

E-charts are based on weekly rankings of CD sales, downloads and streams of artists online compiled and tabulated directly from the logfiles of reporting websites. Reporters include Amazon.com, BarnesandNoble.com, CDNow.com, CheckOut.com, ChoiceRadio.com, City Internet Radio, DMX MUSIC, KISSfm.com, Lycos Radio, MusicMatch Radio, NetRadio.com, NYLiveRadio.com, Radio Free Virgin, Spinner.com, The Everstream Network, and XTRM.com. Data is weighted based on traffic reports by web traffic monitor MediaMatrix. Charts are ranked with a 50/50 methodology of sales data and streaming/airplay data for the ebr reporting formats. © 2000 R&R Inc. © 2000 Online Today, Net Music Countdown.

NEWSSTAND PRICE \$6.50

AMA 2001 Show Has Faith

Triple AMA award-winner Faith Hill shows off her collection of crystal following Monday night's American Music Awards. Celine and Toni Braxton were also double winners this year, and Hill's husband, Tim McGraw, collected a Best Country Male Artist trophy for himself.



JANUARY 12, 2001

Bullseye Bows In Country

Welcome to a new year filled with good things from **N&M**! This week we introduce a new feature for Country weekly callout research, provided by Bullseye Marketing Research. The complete story, facts and figures begin on page 75.



I DID IT

DAVE MATTHEWS BAND

EVERYBODY

• The week ending **December 22, February 17**
• From the band's last year, **10 million albums** and **5.5 million country albums** for **2000** (chart below).

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Local Promoting

"The most successful element of our past 12 months has been the local promoting done by our sales team. It's a key to our success."

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www.americanradiohistory.com

KTTB/Minneapolis Taps Jackson As PD

Blue Chip Broadcasting's CHR/Rhythmic KTTB/Minneapolis has selected former WNOU (Radio Now/Indianapolis PD Scrap Jackson as its first PD. Blue Chip VP/Programming Tony Fields had been overseeing the day-to-day programming during the station's PD search and will return to corporate headquarters to continue overseeing programming for Blue Chip's 19 radio stations.

"Blue Chip is a perfect-size company, and KTTB already has an excellent staff and is well-programmed," Jackson remarked. "I am grateful for the work Tony Fields has already done with this radio station and for the opportunity to work in a great market with a great staff."

Prior to joining WNOU, Jackson was OM/PD of Root Communications' five-station cluster in Myrtle Beach, SC. He was also PD at "More 94.9 FM" in Nassau, Bahamas and OM/PD of KU-AM & FM (94Jams)/Guam. Additionally, he served as Asst. PD/nighttimer at WQQK (92Q)/Nashville, morning sidekick at WJHM/Orlando and MD/morning driver at WRUF/Gainesville, FL. Jackson began his career at WWAB/Lakeland, FL.

Arbitron Appoints Seely VP/Marketing

Arbitron's Radio Station Services has promoted Dennis Seely from Director/Marketing to VP/Marketing. A 24-year radio veteran, Seely rejoined Arbitron in January 2000 after spending two years as VP/Sales for AMFM's Gulfstar Communications.

Concurrently, Brad Feldhaus has become Director/Strategic Initiatives for Radio Station Services. Feldhaus, a 22-year company veteran, will focus on special projects and strategic initiatives generated by senior management and the Arbitron Radio Advisory Council.

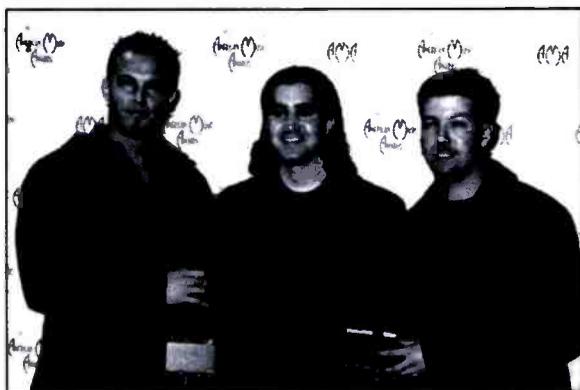
The Radio Station Services unit has also tapped Jan Bounstein as Sr. AE/Northeast, Gabby Selva as AE/West Coast and Jim Haynes as Scarborough Training Specialist/Atlanta.

Lipman

Continued from Page 3
Lipman said. "I am especially thankful to Doug and Mel for their confidence and support, but I also realize that the success we have seen in the last couple of years could never have been achieved without the dedication and enthusiasm of our great staff and the artistry of our roster."

Lipman began his music industry career working in the Business Affairs department at Arista Records and, later, Sony Music Entertainment. He then left Sony to become GM of Republic Records.

Creed Take Home Two AMAs



Creed members Mark Tremonti, Scott Stapp and Scott Phillips are pictured with their American Music Awards, which they received Jan. 8 for Best Alternative Artist and Best Pop/Rock Album (Human Clay).

Edmonds Record Group Is Established

Tracey Edmonds, founder of the Los Angeles-based Edmonds Entertainment Group, has launched Edmonds Record Group. Joining Edmonds, the former head of Yab Yum Records and wife of Kenneth "Babyface" Edmonds, are Michael McQuarn as co-President, Jeff Burroughs as Exec. VP, Bernard Jacobs as Sr. VP/Artist Development, Mike Avery as VP/Promotion and Tonya Salvant as VP/Marketing & Artist Development.

Tracey Edmonds said, "At Edmonds Record Group we have a dynamic mix of artists and a team of talented and seasoned executives." McQuarn added, "Like the other Edmonds Entertainment Group properties, Edmonds Record Group will prove to be an industry leader in producing quality music of all genres."

The label, which has distribution deals with Sony, Def Jam and Priority Records, will release its first album — Jon B's *Pleasures You Like* — on Jan. 23. Other artists on the roster include 3rd Storee, Jack Herrera and Dre Allen.

Walker Becomes PD At 'KTI/Milwaukee

Bob Walker, who has spent a year as PD at Pop/Alternative KQMB/Salt Lake City, has been named PD of heritage Journal Broadcast Group Hot AC WKTI/Milwaukee. He succeeds Danny Clayton, who stepped down several months ago to focus on his afternoon drive airshift.

"Bob's experience, extensive knowledge of music radio and consistent success record make him a perfect match for WKTI," remarked VP/Operations Rick Belcher.

Walker added, "I'm well-aware of WKTI's proud Milwaukee heritage. I can't wait to be a part of it and to work with the station's extremely talented staff, including [morning team] Reitman & Mueller. I always dreamed about owning radio stations, and I'm now a proud employee-owner of Journal Broadcast Group."

Walker, who assumes his new duties in mid-February, previously programmed KLCA/Reno, NV and WHKX & WSNI/Tallahassee, FL and was OM for Tallahassee stations WTPS & WXSX.

Scarborough Set As 'QXT/San Antonio PD

Veteran programmer Ed Scarborough has been named PD at KQXT/San Antonio. He succeeds Jim Mackie, who departed the Mike McVay-consulted Clear Channel AC last August.

"Mike McVay and Ed worked together in the late '80s," Clear Channel/San Antonio VP/GM Bob Cohen told R&R. "We took our time making our decision on a new PD, but Ed was one of the people we liked. We needed a leader with experience to get the station where it needs to be. KQXT has the potential to shoot north, and we wanted the right quarterback to lead the team. I was impressed with his background and format experience."

Scarborough most recently worked for Immediat, a Ft. Lauderdale-based Internet development company. "In many ways, I liked the idea that he'd been away from radio a little while and was listening as a listener," Cohen told R&R. "His day-to-day exposure to the Internet is an interesting prospect for radio people who are trying to do that right. The fact that he could bring that experience to the table is another thing we liked about him."

Before joining Immediat last year, Scarborough programmed WMXJ/Miami. His other programming credits include KKHR/Los Angeles, KLTR/Houston and KHTR/St. Louis.

EXECUTIVE ACTION

Keating Adds Exec. Producer Duties At NRG

NBG Radio Network has appointed KZQZ/San Francisco PD Casey Keating Exec. Producer of the new CHR/Pop version of *Hollywood Hamilton's Weekend Top 30*, which is expected to commence in early March. The show will complement Hamilton's CHR/Rhythmic version, which has over 60 affiliates.

"Casey is another solid addition to a highly talented crew," remarked NBG VP/Programming John Pepe. "His passion and experience at Top 40 bring us added strength as we move forward with a program that's sure to make an immediate impact across the country."

A 30-year industry veteran, Keating has programmed KPLZ/San Francisco, KVI/Seattle, KIOI/San Francisco and WHYI/Miami. He is also President of Keating Media Services, providing voice-over, production imaging and consulting services.



Keating

Metro/Shadow Ups Crusham To VP/Western Sales

Mike Crusham has been elevated to VP/Sales, Western Region for Metro Networks/Shadow Broadcast Services. He had been Marketing Manager since joining Metro/Shadow in 1999.

"Mike has proven his success by leading our Houston sales organization to record performances," said Metro/Shadow Sr. VP/Western Region Ian Epstein, to whom Crusham reports. "I know that, with his skills, he will be able to duplicate his performance as VP/Sales, Western Region."

Before joining the company, Crusham was VP/Market Manager for KKPX, KKRW, KODA & KQUE/Houston. He also spent 16 years in VP/GM posts in Austin, Pittsburgh, Tulsa and Louisville.



Crusham

Stiker Steps Up To RAB VP/Int'l Development

Bud Stiker has been upped to VP/International Development at the RAB. The newly created position was developed in response to a significant increase in international training activity over the last several years.

Prior to joining the RAB last year as Professor of Sales for the Training Academy, Stiker was an executive with Metromedia International. Before that he held GM posts at stations in Boston, Charlotte, Denver, Baltimore and Dallas.

"Bud is ideally suited for the task at hand," said RAB Exec. VP/Training George Hyde, to whom Stiker reports. "He has firsthand experience in meeting the challenges of starting new stations and building sales staffs where commercial radio did not previously exist, as well as in maximizing revenues at mature stations."



Stiker

MTV Elevates Eigendorff To EVP/COO

Rich Eigendorff has been promoted to the newly created post of Exec. VP/COO for MTV: Music Television. Previously Exec. VP, Eigendorff will add oversight of the programming enterprises and business development departments at MTV, as well as business operations for MTV2.

"This promotion recognizes Rich's unique skills and incredible hard work on behalf of MTV," said MTV and MTV2 President Van Toffler. "His forward thinking and business savvy have helped to ensure our leadership position in an increasingly competitive marketplace. In addition to his current responsibilities at MTV, I'll count on Rich to aggressively seek out smart business partnerships and to aid in the development and distribution of MTV2 and our digital services."

Eigendorff was formerly CFO of MTV Networks and VP/Asst. Treasurer of parent company Viacom International. He began his Viacom career at Showtime Networks.



Eigendorff

National Radio

• **WESTWOOD ONE** and HBO present the Floyd Mayweather vs. Diego Corrales super featherweight bout live from Las Vegas on Saturday, Jan. 20 at 10.45pm ET.

Additionally, WW1 renews its agreement with NARAS to air the Grammy Awards annually through 2005. For more information, contact Todd Goodman at 212-641-2177; tgoodman@westwoodone.com.

• **SYNDICATED SOLUTIONS** acquires the national rights to *Internet Insider With David Radin*, available Saturdays from noon-2pm ET, with rereads Sundays from 11am-1pm ET, and to the daily "Megabyte Minute," also hosted by Radin. For more information, contact Matthew Sullivan at 203-921-1548.

• **PREMIERE RADIO NETWORKS** launches the home-improvement show *At Home With Gary Sullivan*, airing Saturdays from 9am-noon ET. For more information, contact Premiere Affiliate Relations at 800-533-8686.

• **MJI BROADCASTING** presents the two-hour Country special *Superbowl of Country Hits*, available Jan. 28-29. For more information, contact Justin Chadwick at 212-896-5397; justinc@mji.com.

• **WINSTAR RADIO NETWORKS** now distributes ASM Entertainment's three-hour weekly Urban show *The All-Star Mix Party*, hosted by Fat Man Scoop. For more information, contact Terrence Colter at 646-254-9128.

Radio

• **MJI BROADCASTING's** Dallas affiliate office relocates to 12655 N. Central Expressway, Ste. 800, Dallas, TX 75243. Mgr./Affiliate Relations Randy Ketchum can be reached at 972-455-3908.

• **FISHER ENTERTAINMENT** launches *The Liz Wilde Show*, hosted by Liz Wilde, weekdays from 3-7pm ET. For more information, contact Glenn Fisher at 831-420-1400.

Additionally, NBG Radio Network agrees to sales representation for *The Liz Wilde Show*.

• **ROBERT ALLEN JR.** is named VP/Accounting & Financial Reporting of Regent Communications. He was previously VP/Treasurer for Clear Channel.

• **LINDA SEASE** is appointed Dir./New Business for Clear Channel/Colorado. She was most recently VP/Marketing & New Media at the *Denver Rocky Mountain News*.

• **RALPH NIEVES** is tapped as NSM for Nassau Broadcasting Partners. He had been GSM and LSM of WADO & WCAA/New York.

Records

• Universal Music Canada makes the following appointments:

ROSS REYNOLDS is named Chairman Emeritus of Universal Music Canada. He was most recently Chairman.

RANDY LENNOX is promoted to President/CEO of Universal Music Canada. He had been President.

• **SHEILA RICHMAN** is upped to VP/Media & Artist Relations for the Island Def Jam Music Group. She was previously Sr. Dir./Media & Artist Relations.



Richman

• **GEORGE LEVENDIS** is promoted to SVP/Marketing for Arista Records. He rises from VP/Int'l.

CHRONICLE

BIRTHS

Motley Crue bassist Nikki Sixx, wife Donna D'Errico, daughter Frankie Jean, Jan. 2.

Warner/Chappell Music VP/Promotion & Marketing J.B. Brenner, wife Rachel, twin sons Nathan Michael and Evan Jacob, Dec. 20.

Changes

Adult Alternative: Buzz Fitzgerald segues to KFOG/San Francisco for nights ... Bob Stroud joins WXRT/Chicago with his weekly show *Rock 'n' Roll Roots* ... Brad Holtz is now on evenings at WTTS/Indianapolis.

AC: KSTP/Minneapolis adds Amy Scott for overnights ... Rebecca Wilde joins WQAL/Cleveland for middays ... Shawn & Jeff are tapped as KZZO/Sacramento's morning show ... WRVE/Albany adds Randy Tyler for mornings.

Country: T.J. Phillips joins WEZL/Charleston, SC as PD/morning host ... KIKK/Houston taps Dave E. Crockett for afternoons ... Mark Langston is now MD/afternoon host at KSD/St. Louis ... WCMS/Norfolk adds John "John Boy" Crenshaw for afternoons.

News/Talk: KCMO/Kansas City adds Jones Broadcast Programming's Weissbach, hosted by Peter Weissbach.

Stevens

Continued from Page 3

any changes at KHMV. If there's something glaring, it will be corrected, but I don't see anything on the surface that needs to be addressed immediately."

Prior to joining KMXW a year ago, Stevens spent four years at Pop/Alternative KAMX/Austin, the final 18 months as PD. He was previously an air talent at KASE/Austin; KBRQ/Waco, TX; and KVIC/Victoria, TX and Production Director at KEYI/Austin.

NATIONAL RADIO FORMATS

ALTERNATIVE PROGRAMMING
Steve Knell • (800) 231-2818
Gary Knell

Rock
FIVE FOR FIGHTING Easy Tonight
JOSH JOPLIN GROUP Camera One
ARON LEWIS & FRED DURST Outside
MARVELOUS 3 Get Over

Alternative
DEFTONES Digital Bath
ISLE OF O Bag Of Tricks
POWERMAN 5000 Ultra Mega
U2 Walk On

CNR
BOYZ II MEN Thank You In Advance
BLESS'D UNION OF SOULS I/OX Storybook Life
NELLY FURTADO I'm Like A Bird
UNCLE KRACKER Follow Me

Mainstream AC
BRNAK Still On Your Side
FLYING BLIND Smokescreen
JOSH JOPLIN GROUP Camera One
PAT MCREE BAND Rebecca
SEAL This Could Be Heaven
SABE By Your Side
LEE ANN WOMACK I Hope You Dance

Lite AC
FISHER I Will Love You
BAND GRAY Babyfyn
ROBERT BRADLEY'S... Baby
SEAL This Could Be Heaven
DEBE WYLIANS (WYMAN) INCIDENT & JOE Coming...

MAC
JIM BRUCEMAN/DAVID BENOIT Glory
GARDEN PARTY Ricki Don't Lose That Number
STUART HAMM Outbound

UC
CHANGING FACES That Other Woman
JOE Stutter
LUCY PEARL You
MR. C THE SLIDE MAN Cha Cha Slide
MYSTYAL Danger (Been So Long)
SUNDAY I Know

JONES BROADCAST PROGRAMMING
Ken Meslin • (800) 426-8682

Alternative
Theresa Cook
A PERFECT CIRCLE The Hollow
FUEL Innocent
3 DOORS DOWN Duck And Run

Active Rock
Steve Young/Craig Altmaier
TAMTRAC Breakdown
UNION UNDERGROUND Killing The Fly

Heritage Rock
Steve Young/Craig Altmaier
GREEN DAY Warning

Hot AC
Steve Young/Josh Hoeler
DON JOVI Thank You For Loving Me
DAVE MATTHEWS BAND I Did It
CNR

Steve Young/Josh Hoeler
BACKSTREET BOYS The Call
DEXTER FREEMAN Leaving Town
SHAGGY Angel
LEE ANN WOMACK I Hope You Dance

Rhythmic CNR
Steve Young/Josh Hoeler
JOE Stutter
LUGO Boom
KZIMT X

Soft AC
Mike Bottelli
No Adds

Mainstream AC
Mike Bottelli
MATCHBOX TWENTY If You're Gone
LEE ANN WOMACK I Hope You Dance

Belliah
Mike Bottelli
No Adds

JONES RADIO NETWORK
Jon Holiday • (303) 784-8700

Adult Hit Radio
JJ McKay
NELLY FURTADO I'm Like A Bird
JENNIFER LOPEZ Love Don't Cost A Thing

Rock Classics
Nick Bryan
No Adds

Soft Hits
Nick Brady
MATCHBOX TWENTY If You're Gone

RADIO ONE NETWORKS
(970) 948-3330

Choice AC
Yvonne Bay
"N SYNC This I Promise You
U2 Walk On

New Rock
Steve Leigh
No Adds

WESTWOOD ONE RADIO NETWORKS
Charlie Cook • (661) 294-8888
Bob Blackburn

Adult Rock & Roll
Jeff Bonzer
ROGER WATERS Mother (Live)

Soft AC
Andy Feller
No Adds

Bright AC
Jim Nays
No Adds

O'Hair

Continued from Page 3

inception of Hog Ranch Radio, a part-time pirate station, of sorts, that broadcasts from the site of the annual Strawberry Music Festival held at Yosemite, CA's Camp Mather, which is operated by the City of San Francisco to allow urban youth to enjoy the wonders of nature.

O'Hair was also a longtime board member of the Intercollegiate Broadcasting System. Most recently, he was GM of www.fatmusic.com, an Internet radio site devoted to American roots music in all its forms, and continued to be involved with Camp Mather and its activities.

Bonnie Simmons, a KSAN/San Francisco radio legend in her own right, remembered her early days with O'Hair. "I was just the kid at KSAN in those days, but working with Thom was a great experience. It was crazy and sometimes even unpleasant back then, but Thom and I remained close to the end. As time passed, the warmth and

love of his friendship are what remained important."

Longtime Bay Area friend and confidant Billie Sharpe likened O'Hair to a "prism whose light reached out to touch the lives of many, many people." And R&R NAC/Smooth Jazz Editor Carol Archer, another San Francisco radio vet, said, "Thinking of Thom takes me back to a time when what mattered was the ride: exciting radio, great music, wonderful friends and staying honest."

A Visionary To The End

O'Hair's outlook on life is probably best summed up in the now-famous diaries he kept during the devastating fires around Yosemite in 1996, just a few months before his stroke. "This web stuff reminds me of the very early days of underground FM. It's filling our need to tell each other stories about our world and what is going on in it. Think about what it [will be] in the near future — what we will be able to do and say — and how we will be able to change our methods of gathering information ... Whew!"

O'Hair is survived by his son, Timothy Patric Gubbins, and grandson, Tavis Patric Gubbins.

XM

Continued from Page 1

window did not allow adequate time for a recycle of the Sea Launch rocket," Sea Launch said.

The Pacific Ocean launch was being televised on DirecTV, and viewers could hear the Sea Launch engineers yelling, "Stop, stop, stop!" The DirecTV announcers promised viewers that the problems would be worked out and advised them to tune back in several days for another launch attempt. Late Tuesday Sea Launch announced that it would make another attempt to launch the bird on the afternoon of Feb. 28 from the same location in the Pacific

Ocean, some 1,300 miles south of Hawaii.

On its hotline Tuesday, Sea Launch said the Zenit-SSL rocket performed as designed and that both the satellite and the launch vehicle are in excellent condition.

Sea Launch spokeswoman Paula Korn told R&R that the scrubbed mission will delay the launch of XM's other satellite, Rock, to mid-April. It was originally set for liftoff in late February.

XM VP/Corporate Affairs Chance Patterson said the setback should not impact the company's plan to begin service by midyear. "We're still very optimistic about that, particularly given that the out-of-specification condition was immediately fixed."

Sea Launch, formed in 1995 to meet the increasing market demand for more affordable and reliable commercial satellite launch services, has successfully put four satellites into space from its floating launch pad. Delayed launches are not uncommon on land or at sea, and Wall Street appeared to be surprisingly forgiving on Tuesday. Shares of XM were down only 56 cents, or 3%, to close at \$18.1875.

Shares of direct competitor Sirius Satellite Radio, which successfully launched all three of its satellites last year, jumped \$1.88 to \$31.44. Sirius plans to begin broadcasting this month.

— Jeffrey Yorks

DATEBOOK

MONDAY, JANUARY 22

Dance Of The Seven Veils Day
 1968/NBC-TV launches *Rowan & Martin's Laugh-In*, which became the highest-rated comedy series in history.
 1984/Apple Computers airs its Orwellian "1984" commercial during the Super Bowl.
 1987/**Phil Donohue** becomes the first TV talk show host to tape a program from within the former Soviet Union.

Born: **Linda Blair** 1959, **Balthazar Getty** 1975

In Music History

1960/On his 25th birthday, **Sam Cooke** is signed by RCA Records.
 1990/**Guns N' Roses'** Slash and Duff McKagan upset viewers of the live *American Music Awards* by cursing freely as they accept their award. The tape-delayed broadcast to the West Coast is bleeped.
 1998/**Chumbawamba's** Alice Nutter says on ABC's *Politically Incorrect* that it would be fine with the band if fans shoplifted their CDs. Virgin Megastores react by selling the albums from behind the counter only.
 Born: **Sam Cooke** 1935-1964, **Steve Perry** (Journey) 1953, **Michael Hutchence** (INXS) 1960-1997

TUESDAY, JANUARY 23

Measure Your Feet Day
 1964/**Warren Spahn** signs a contract with the Milwaukee Braves for \$85,000, making him the highest-paid pitcher in baseball to date.
 1971/Prospect Creek Camp, AK reports a temperature of minus 80 degrees Fahrenheit, the lowest ever recorded in the U.S.
 1983/The adventure show *The A-Team* bows, starring **George Peppard** and the mohawked and jewelry-laden **Mr. T**.
 Born: **Rutger Hauer** 1944, **Mariska Hargitay** 1964

In Music History

1970/The court refuses to allow **Judy Collins** to sing at the trial of the "Chicago Seven," seven men accused of inciting riots at the '68 Democratic Convention.
 1978/Chicago singer-guitarist **Terry Kath**, 32, shoots and kills himself while playing with a gun at a friend's home.
 1995/**Courtney Love** pleads no contest in Australia to charges of abusing and intimidating fellow passengers on a flight from Brisbane to Melbourne.
 Born: **Robin Zander** (Cheap Trick) 1953

WEDNESDAY, JANUARY 24

National Rhubarb Pie Day
 1962/The Baseball Hall of Fame inducts **Jackie Robinson**, the first African-American player to receive the honor.
 1983/Actor **James Garner** belatedly receives his Purple Heart, earned during the Korean War.
 1985/**Penny Harrington** becomes the first female police chief of a major city when she heads up the force in Portland, OR.

Born: **Nastassja Kinski** 1961, **Mary Lou Retton** 1968

In Music History

1969/**Jethro Tull** play their first U.S. show, opening for Led Zeppelin in New York.
 1978/**Randy Newman's** "Short People" goes gold. The success of the controversial single makes *Little Criminals* Newman's only gold album.



Newman: It's a wonderful world.

Born: **Neil Diamond** 1941, **Warren Zevon** 1947

THURSDAY, JANUARY 25

Observe The Weather Day
 1961/**John F. Kennedy** gives the first live, televised presidential news conference.
 1974/**Ray Kroc**, owner of the McDonald's fast-food chain, buys the San Diego Padres for \$12 million.
 1997/**Don Shula** is elected to the National Football League Hall of Fame. He was the game's winningest head coach.

Born: **Anita Pattemberg** 1944

In Music History

1985/MTV releases its first compilation album, *Rock & Roll to Go*. The proceeds go to cancer research.
 1994/**Mark Wahlberg**, known at the time as **Marky Mark**, is sued by a Portland, OR woman after she is trampled when he invites the crowd to rush the stage.
 1995/**R.E.M.** play a show in Melbourne, Australia to begin their first tour since 1990.

Born: **Joe Strummer** (ex-Clash) 1955

FRIDAY, JANUARY 26

Spike The Punch Day
 1962/The U.S. launches the *Ranger III* spacecraft, intended to land scientific instruments on the moon. The probe misses its target by about 22,000 miles.
 1979/CBS-TV rolls out the adventure series *The Dukes of Hazzard*, starring **John Schneider** and **Tom Wopat**.

1980/**Mary Decker** becomes the first woman to run a mile in under 4 1/2 minutes.

Born: **Jack Youngblood** 1950, **Ellen DeGeneres** 1958

In Music History

1992/**Tammy Wynette** reacts angrily when Hillary Clinton tells *60 Minutes* that she's not "some little woman standing by my man like Tammy Wynette." The first lady apologizes the next day.
 1999/**Bizzy Bone** of Bone Thugs-N-Harmony is acquitted of assault charges stemming from a scuffle between his bodyguards and a Columbus, OH man.

Born: **Eartha Kitt** 1928, **Eddie Van Halen** 1957, **Anita Baker** 1958

SATURDAY, JANUARY 27

National Peanut Brittle Day
 1967/The brand-new New Orleans Saints sign their first player, **Paige Cothren**.
 1984/**Wayne Gretzky** sets a National Hockey League record for consecutive game scoring with a streak of 51 games.
 1993/**American Chad Rowan**, who fights under the name of Akebono, is awarded the highest ranking in sumo wrestling, *yokozuna*. He is the first non-Japanese person to receive the honor.

Born: **Mimi Rogers** 1956, **Bridget Fonda** 1964

In Music History

1956/**Elvis Presley's** "Heartbreak Hotel" is released.
 1984/**Michael Jackson's** hair catches fire from pyrotechnics as he films a Pepsi commercial.
 1985/**David Lee Roth** tells the *L.A. Times* that Van Halen are not breaking up. He's right; the group stays together — but Roth is tossed out soon after the interview.
 1999/**Marilyn Manson and Hole** announce a co-headlining U.S. tour. They hit the road in March, but Hole leave the tour after only two weeks, citing "production problems."
 Born: **Nedra Talley** (ex-Ronettes) 1947, **Mike Patton** (Faith No More) 1968

SUNDAY, JANUARY 28

National Kazoo Day



Do you kazoo?

1965/General Motors announces the biggest annual profit of any U.S. company to date: \$1.7 billion.

1973/CBS-TV debuts the detective series *Barnaby Jones*, starring **Buddy Ebsen**.

1987/**Roger Mudd** exits the *NBC Evening News* after seven years as an anchor. He'd previously been with *The CBS Evening News* but left when passed over for **Dan Rather** to replace anchor **Walter Cronkite**.

Born: **Mikhail Baryshnikov** 1948, **Barbi Benton** 1950

In Music History

1978/**Ted Nugent** carves his name in a fan's arm with a Bowie knife, at the fan's request.
 1985/USA For Africa's "We Are the World," for African famine relief, is recorded in Los Angeles. Featured artists on the track include **Stevie Wonder**, **Paul Simon**, **Ray Charles** and **Cyndi Lauper**.
 1991/**Gloria Estefan** performs for the first time since being injured in a March 1990 bus crash, on the *American Music Awards*. **M.C. Hammer** takes five awards to become the night's big winner.

Born: **Sarah McLachlan** 1968

— **Michael Anderson & Brida Connolly**

'zinescene

Jennifer Lopez: The Next Blushing Bride?

Madonna and **Guy Ritchie** have started a trend! According to the *National Enquirer*, **Jennifer Lopez** now wants to get married somewhere "across the pond." She's already planning a big wedding — on the big screen, that is. Her latest movie, *The Wedding Planner*, is slated for release on Jan. 26 — three days after her new CD, *J.Lo*, hits store shelves. Helping to promote Lopez's new movie and CD are *Allure* and *Marie Claire*, both of which feature Lopez on their covers. Sharing the *Marie Claire* cover with Lopez is her movie's costar, **Matthew McConaughey**, and both stars take the "zine's" "Love Test."

The singer-actress tells *Allure* that all the rumors about her being a demanding diva are made up by the press, but does that stop the tabs? No! *The Star* reports that Lopez "Put the 'D' in Diva" by stunning TV professionals in London recently with her outrageous demands, even though she was only scheduled for a seven-minute appearance to lip-synch two songs from her upcoming CD.

However, the *Star* reports that Lopez paid for everything that she demanded out of her own pocket. Not so **Christina Aguilera** and **LeAnn Rimes**. The *Globe* and the *Star* report that these divas insist that their demands be written into their contracts before each concert appearance.

Talk about *I want it now!* The *Star* reports that impatient prisoners at the Denver County Jail started a riot because they were angry that a VCR glitch delayed the video screening of Lopez's movie *The Cell* by 20 minutes.

Looking Good!

Stars may act like divas, but they look good doing it. The *National Enquirer* features its "Best and Worst Dressed in 2000," and the *Star* features a special section called "Diet With the Stars."

Garth Brooks is being sued by a disabled fan because, the fan charges, Brooks has venues discriminate against the disabled by "packing the venue's first two rows with pretty women at his request and by disallowing people in wheelchairs to sit any closer than row 23." (*Globe*)

People's cover girl, **Carnie Wilson**, has lost 150 pounds and 20 dress sizes. She tells the "zine, "I can't believe it's me in that tiny body!" Her father, **Brian Wilson's**, group **The Beach Boys**, as well as **The Who**, **Tony Bennett** and the late **Bob Marley** and **Sammy Davis Jr.** will receive Lifetime Achievement Awards next month during the 43rd annual Grammy Awards show. (*Rolling Stone*)



WHAT'S MOST IMPORTANT — **Paul Simon** tells *Rolling Stone* that he feels more relaxed during his current tour than any other. What prompted the change? "I became very aware of how grateful I was to be alive," he says. "I had a great feeling of awe. I thought, 'The only thing that God requires from us is to enjoy life — and love.' It doesn't matter if you accomplish anything. You don't have to do anything but appreciate that you're alive. And love, that's the whole point."

According to the *Star*, **Shania Twain** is considered to be the "World's Sexiest Vegetarian." Fellow vegetarian **Paul McCartney** was shopping in Macy's in Manhattan recently when he overheard a sales clerk singing **The Beatles** hit "Can't Buy Me Love." He grabbed the stunned gal and started dancing with her in the middle of the men's department while nearby shoppers applauded. (*Globe*)

Beautiful Baby

Backstreet Boy **Nick Carter** must have been a beautiful baby — at least his mom thinks so! She sent the *Star* a collection of his childhood photos.

The *Star* reports that **Britney Spears** is furious with Carter because he made crude comments to her live on the radio. During a stint as a guest air talent at a Florida station Carter called Spears at her home and told her, in a disguised voice, that a friend liked her "silicone valley" — referring to rumors that Spears has undergone breast implants.

Will Spears become a mom in 2001? A Welsh bookmaker thinks so! The *Star* reports that the bookmaker is so confident of this that he's offering 25-to-1 odds that the reported "virgin pop queen" will give birth this year. Don't flash the cash too fast, though, because the tab also reports that Spears and her boyfriend, 'N Sync's **Justin Timberlake**, have pledged to remain virgins until they are married.

— **Deborah Overman**

Each week R&R sneaks a peek through the nation's consumer magazines in search of everything from the sublime to the ridiculous in music news. R&R has not verified any of these reports.

72 million households



Paul Marzalek
VP/Music Programming

PLAYS

MOBY W/WHEN STEFANI Southside	12
JENNIFER LOPEZ Love Don't Cost A Thing	11
BRITNEY SPEARS Stronger	11
DESTINY'S CHILD Independent Women Part 1	11
NICKY MARTIN She Bangs	10
SNOOP DOGG Snoop Dogg	10
LIMP BIZKIT Rollin' (Air Raid Vehicle)	9
BACKSTREET BOYS Shape Of My Heart	9
OUTKAST Ms. Jackson	9
EMMINEM DIDDIO Stan	9
BRITNEY SPEARS I'm A Slave 4 U	9
MIYA Free	9
DREAM He Loves U Not	8
MADONNA Don't Tell Me	8
CRAZY TOWN Butterfly	7
112 It's Over Now	7
XZIBIT X	7
SHAGGY It Wasn't Me	6
K-CI & JUDD Crazy	6
MARILYN MANSON Disposable Teens	6
NELLY E.I.	6
PINK You Make Me Sick	6
'N SYNC This I Promise You	6
DAVID GRAY Babylon	5
'90 DEGREES My Everything	5
LINKIN PARK One Step Closer	5
R. KELLY I Wish	5
LUCY PEARL You	5
PAPA ROACH Last Resort	5
SLIM No More (Baby I'ma Do Right)	5
U2 Beautiful Day	4
COLDPLAY Yellow	4
AT THE DRIVE-IN One Armed Scissor	4
JAY-Z I Just Wanna Love U (Give It 2 Me...)	4
RAGE AGAINST THE MACHINE Renegades Of Funk	4
COMMON LMAICIA GRAY Geto Heaven	4
LENNY KRAMITZ Agan	4
LIFEHOUSE Hanging By A Moment	4
SOULDECISION Faded	4
AARON LEWIS & FRED DURST Outside	4
CASH MONEY MILLIONAIRES Project Chick	4
OFFSPRING Original Prankster	3
PAPA ROACH Broken Home	3
INSANE CLOWN POSSE Let's Go All The Way	3
BEYONCÉ Back To School (Mini Maggot)	3
EVERCLEAR AM Radio	3
STRAIT UP W/ALAJON OF SEVENDUST Angel's Son	3
EVAN AND JARVIN Crazy For This Girl	3
PUBLIC ANNOUNCEMENT Marmala	3
BLINK-182 Man Overboard	2
WU-TANG CLAN Pit	2
MYSTIKAL W/IVEA Danger (Been So Long)	2
0-TOWN Liquid Dreams	2
LIL' KIM I'SHOOD How Many Licks	2
LUDACRIS Southern Hospitality	2
MURK Just Friends (Sunny)	2
A PERFECT CIRCLE 3 Libras	2
BABYFACE Reason For Breathing	2
JA RULE (LIL' MO)... Put It On Me	2
LIMP BIZKIT My Generation	2
FUNKMASTER FLEX DIDDIO Do You	1
FUEL Hemorrhage (In My Hands)	1

Video playlist for the week ending January 7.

55 million households



Peter Cohen
VP/Programming

National Top 20

EMMINEM DIDDIO Stan	1
SHAGGY It Wasn't Me	1
LIL' BOW WOW W/SNOOP DOGG Bow Wow (That's My Name)	1
'N SYNC This I Promise You	1
NELLY E.I.	1
R. KELLY I Wish	1
OUTKAST Ms. Jackson	1
TAMIA Stranger In My House	1
JAGGED EDGE Promise	1
TWIZTID We Don't Die	1
BRITNEY SPEARS Stronger	1
LINKIN PARK One Step Closer	1
'90 DEGREES My Everything	1
BACKSTREET BOYS Shape Of My Heart	1
K-CI & JUDD Crazy	1
CASH MONEY MILLIONAIRES Project Chick	1
MELANIE C I Turn To You	1
MYSTIKAL W/IVEA Danger (Been So Long)	1
RAGE AGAINST THE MACHINE Renegades Of Funk	1
INSANE CLOWN POSSE Till-A-Whirl	1

This week's playlist is frozen.

70 million households



Paul Marzalek
VP/Music Programming

ADDS

ERYIAN BABU Didn't Che Know	11
0303 Thankyou	11
JOE MYSTIKAL Shutter	11
NICKY MARTIN W.C. AGUILERA Nobody Wants To...	11
JILL SCOTT A Long Walk	11
ROD STEWART I Can't Denny It	11

INSIDE TRACK

EVAN AND JARVIN Crazy For This Girl	9
0303 THANKYOU	9
LIFEHOUSE Hanging By A Moment	9
VERTICAL HORIZON You're A God	9

XL

DESTINY'S CHILD Independent Women Part 1	11
LENNY KRAMITZ Agan	11
MADONNA Don't Tell Me	11
MATCHBOX TWENTY If You're Gone	11
U2 Beautiful Day	11

NEW

DIDDIO Thankyou	9
EVERCLEAR AM Radio	9
JENNIFER LOPEZ Love Don't Cost A Thing	9
NICKY MARTIN W.C. AGUILERA Nobody Wants To...	9

LARGE

3 DOORS DOWN Kryptonite	5
BARNEKARD LADIES Pinch Me	5
BON JOVI Thank You For Loving Me	5
CORIN'S Breathless	5
CREED With Arms Wide Open	5
EVAN AND JARVIN Crazy For This Girl	5
DAVID GRAY Babylon	5
SADE By Your Side	5
VERTICAL HORIZON You're A God	5

MEDIUM

FUEL Hemorrhage (In My Hands)	4
R. KELLY I Wish	4
FAITH HILL The Way You Love Me	4
LIFEHOUSE Hanging By A Moment	4
MOBY W/WHEN STEFANI Southside	4
'N SYNC This I Promise You	4
JILL SCOTT A Long Walk	4
SEAL This Could Be Heaven	4
ROD STEWART I Can't Denny It	4
UNCLE KRACKER Follow Me	4

CUSTOM

3 DOORS DOWN Lower	3
A PERFECT CIRCLE 3 Libras	3
BLINK-182 MAN OVERBOARD The Fresh	3
BABYFACE Reason For Breathing	3
BACKSTREET BOYS Shape Of My Heart	3
ERYIAN BABU Didn't Che Know	3
0303 THANKYOU Thank You In Advance	3
DEXTER FREERISH Leaving Town	3
DUSTY FORD LIFE Step Into The Light	3
NELLY FURTADO I'm Like A Bird	3
GURU W/WHEN STONE Keep Your Worries	3
P.J. HARVEY Good Fortune	3
DAVE HOLLISTER One Woman Man	3
JOE MYSTIKAL Shutter	3
ELTON JOHN W/ILLY JIBEL Goodbye Yellow Brick Road	3
K-CI & JUDD Crazy	3
SHAWN MULLINS Everywhere I Go	3
MURK Just Friends (Sunny)	3
'90 DEGREES My Everything	3
NO DOUBT Bathwater	3
STING My Funny Friend And Me	3
STONE TEMPLE PILOTS No Way Out	3
STRAIT UP W/ALAJON OF SEVENDUST Angel's Son	3
JAMES TAYLOR Your Smiling Face	3
CARL THOMAS Emotional	3

36 million households



Cindy Mahmood
VP/Music Programming & Entertainment

VIDEO PLAYLIST

JAGGED EDGE Promise	1
R. KELLY I Wish	1
MYSTIKAL W/IVEA Danger (Been So Long)	1
LIL' BOW WOW W/SNOOP DOGG Bow Wow (That's My Name)	1
AVANT My First Love	1
CASH MONEY MILLIONAIRES Project Chick	1
JA RULE (LIL' MO)... Put It On Me	1
SHAGGY It Wasn't Me	1
JAY-Z I Just Wanna Love U (Give It 2 Me)	1
MUSIC Just Friends (Sunny)	1

RAP CITY

OUTKAST Ms. Jackson	1
SNOOP DOGG Snoop Dogg	1
WU-TANG CLAN Gravel Pit	1
LIL' BOW WOW W/SNOOP DOGG Bow Wow (That's My Name)	1
JA RULE (LIL' MO)... Put It On Me	1
MYSTIKAL W/IVEA Danger (Been So Long)	1
NELLY E.I.	1
JAY-Z I Just Wanna Love U (Give It 2 Me)	1
CASH MONEY MILLIONAIRES Project Chick	1
LUDACRIS Southern Hospitality	1

Video playlist for the week ending January 14.

TELEVISION

TOP TEN SHOWS
JAN. 1-7

Total Audience
(86.9 million households)

1 E.R.	1 Malcolm In The Middle
2 Orange Bowl (Oklahoma vs. Florida State)	2 The Simpsons
3 Friends	3 E.R.
4 Rose Bowl — Postgame Show	4 That '70s Show
5 Will & Grace	(tie) WWF Smackdown!
6 Who Wants To Be A Millionaire (Sunday)	6 Fox Movie (Mrs. Doubtfire)
7 Sugar Bowl (Miami vs. Florida)	(tie) Friends
8 Just Shoot Me	(tie) Whose Line is It Anyway
9 Who Wants To Be A Millionaire (Thursday)	9 Orange Bowl (Oklahoma vs. Florida State)
10 The Practice	10 Tluc

Source: Nielsen Media Research

COMING NEXT WEEK

Tube Tops

Ken Burns' 10-part series *Jazz* begins its second week on PBS, focusing on 1929 through 1937 and the music of Duke Ellington, Fats Waller, Art Tatum, Benny Goodman and Louis Armstrong (Monday, 1/15 and Wednesday, 1/17; check local listings for time).

Friday, 1/12

- Common and Macy Gray, *The Tonight Show With Jay Leno* (NBC, check local listings for time).
- Seal, *Late Show With David Letterman* (CBS, check local listings for time).
- Shemekia Copeland, *Late Night With Conan O'Brien* (NBC, check local listings for time).

Monday, 1/15



- David Gray, *Jay Leno*.

Tuesday, 1/16

- Shelby Lynne, *Jay Leno*.
- Peter Frampton sits in with the band on *David Letterman*.



Wednesday, 1/17

- Jill Scott, *Jay Leno*.

Box Office



- Isaac Hayes, *David Letterman*.
- Yo-Yo Ma, *Craig Kilborn*.

— Julie Gidlow

All show times are ET/PT unless otherwise noted; subtract one hour for CT. Check listings for showings in the Mountain time zone. All listings subject to change.

FILMS

BOX OFFICE TOTALS
Jan. 5-7

Title	Distributor	Weekend (\$ To Date)
1 <i>Cast Away</i>	Fox	\$22.22 (\$141.70)
2 <i>What Women Want</i>	Paramount	\$15.55 (\$137.89)
3 <i>Traffic</i>	USA	\$15.51 (\$16.04)
4 <i>Miss Congeniality</i>	WB	\$13.02 (\$65.37)
5 <i>The Family Man</i>	Universal	\$9.12 (\$56.25)
6 <i>The Emperor's New Groove</i>	Buena Vista	\$62.40 (\$5.01)
7 <i>Vertical Limit</i>	Sony	\$5.01 (\$59.27)
8 <i>Wes Craven Presents Dracula 2000</i>	Miramax	\$4.31 (\$28.13)
9 <i>Dude, Where's My Car?</i>	Fox	\$3.83 (\$41.38)
10 <i>Crouching Tiger, Hidden Dragon</i>	Sony Classics	\$3.40 (\$18.49)

All figures in millions
* First week in release
Source: ACNielsen/EDI

COMING ATTRACTIONS:

This week's openers include *Save the Last Dance*, starring Julia Stiles. The film's Hollywood soundtrack includes Lucy Pearl's "You," X-2-C's "Bonafide," K-Ci & Jolo's "Crazy," Pink's "You Make Me Sick," Donell Jones' "U Know What's Up," Kevon Edmonds' "Move It Slow," Chaka Demus & Pliers' "Murder She Wrote," Q-Tip's "Breathe and Stop," Ice Cube's "Black 10 & Ms. To's "You Can Do It," Soulbone's "My Window," 112's "Notorious B.I.G.'s "Only You," Montell Jordan's "Get It on Tonight," Athena Cage's "All or Nothing" and Fredro Starr's title theme.

Currently in theaters is *O Brother, Where Art Thou?*, whose Mercury soundtrack features mostly covers of vintage tunes, including Alison Krauss' take on "Down to the River to Pray" and various tunes performed by The Soggy Bottom Boys, the group fronted by George Clooney in the film. Krauss also duets with Gillian Welch on "If Fly Away," and the two team with Emmylou Harris on "Didn't Leave Nobody but the Baby." Cuts by James Carter & The Prisoners, Harry McClintock, Norman Blake, Chris Thomas King, The Whites, The Cox Family, John Hartford, The Stanley Brothers, Ralph Stanley, Fairfield Four and Sarah Hannah & Leah Peasall round out the ST.

Also in theaters is *Traffic*, starring Michael Douglas. The film's TVT soundtrack contains Fatboy Slim's "Give the Po' Man a Break," Morcheeba's "On the Rhodes Again" and more.

— Julie Gidlow



AL PETERSON
alpeterson@ronline.com

Turn Your Database Into Dollars

■ How effective database marketing can enhance your revenues

We've previously noted the value of marketing to your listeners through e-mail, and this week we discuss how the same tool can help you develop additional revenues while enhancing your relationship with your station's "other audience" — its advertisers.

It makes good sense to take what you've learned about your audience through your database marketing efforts and use that knowledge to help turn your database into additional dollars. But doing so requires an experienced understanding of the do's and — perhaps even more importantly — the don'ts of taking full advantage of your station's very valuable database.

Can going to the expense of database marketing increase your revenue opportunities while enhancing your ratings? Someone who answers yes to that question is Presslaff Interactive Revenue President Ruth Presslaff. A broadcast veteran whose resume includes many years of hands-on radio and marketing experience, Presslaff believes that stations can use much of the knowledge they gain from database marketing to build revenues and enhance their relationships with advertisers.

On the Presslaff Interactive website at www.presslaff.com, the company logo proclaims, "The point is revenue." The site goes on to say, "The company understands that all investments in marketing tools need



Ruth Presslaff

to show a financial return. In addition to providing the vision, support and service necessary to make these tools an integral part of each client's business, it is the company's goal that each product and service provide a path to profit."

Since that sounded like it would be music to the ears of programmers and managers, who are always being squeezed to show a return on investment when they spend money these days, I decided to contact Presslaff to find out more.

Ever-Changing Platforms

PIR's database marketing efforts began in 1990, with interactive phone systems to collect data from listeners. But, as times have changed, so has the focus of Presslaff's company. "When you've been a radio person for as many years as I have," she says, "you learn to understand the needs of radio. And while those needs really don't change much, over time the platforms for meeting those needs do change."

"When you really look at the opportunities that e-mail broadcasting brings to your station, from the ease of collecting information to the abil-

ity to analyze that data and then be able to actually talk directly to those people about things they are interested in and do it all online — well, that is simply an overwhelming opportunity."

Database marketing is not only an effective marketing tool, it's a cost-efficient way to market to both listeners and advertisers. Presslaff notes, "The average radio station is always collecting information about its listeners. Stations collect it at remote broadcasts, from contests, callers, bounce-back cards, faxes, etc. But all too often the bulk of that information ends up sitting in boxes somewhere in the promotion director's office.

"When someone decides to actually try to take that information and do something with it, they quickly realize that it is very expensive to use it to produce the quality and quantity of material needed for an effective direct-mail campaign that will reach a significant number of listeners.

"But when you collect data online and have something you want to say to a select group from the database, you can simply write them an e-mail and send it out. Over the course of a year it is monumentally cheaper than direct mail. That's not



'S-ELF HELPER

Premiere Radio Networks' Dr. Laura Schlessinger hooked up with Santa to throw a party for the kids of Bienvenidos, a Los Angeles-area children's crisis center. The self-proclaimed "Chanukah elf" was there on behalf of the Dr. Laura Foundation, which provides services to abused and neglected children.

to say that e-mail should make up your station's entire marketing effort. Whenever you put all your eggs in one basket, it's a bad idea.

"E-mail marketing is terrific, but you really have to analyze your needs and be sure that you are always using the marketing tools that work best for satisfying those needs. But on a day-in, day-out basis, I really don't think it gets any better than collecting your information online and e-mailing your listeners."

Getting Off On The Right Foot

OK, so you haven't yet made the commitment to database marketing. You're looking for a way to begin, but you don't know how. What's the best way to get listeners to respond and give you the information you want? Presslaff says that's where her company comes in.

"First of all, the operation is entirely turnkey," she points out. "You simply have a button on your website that says, 'Click here to join our community.' The information then comes to you directly from the user, and the system automatically sends out a confirmation personalized to

the e-mail name of the user who has just registered. These are responses that you set up one time, then the system begins working for you."

Why does the PIR program offer listeners a chance to join a "community," as opposed to something like a "Loyal Listener Club"? Presslaff replies, "When you say 'Loyal Listener Club' or 'Frequent Listener Club' or something like that, it's fine. But if you think of the Internet as being made up of communities of different people with common interests, I think that's a more accurate vision.

"For example, there's a community that has loving Rush Limbaugh in common. Or there's the community of people who are passionate about politics regardless of where they stand on the issues. It's that common thread that you always want to find and tap into to get them all involved with you."

Get Personal

As your database grows, so do your opportunities for interaction. Presslaff says, "With the system, listeners get to set up and manage their own profiles, which they can

Continued on Page 30

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<p>GRAND RAPIDS, WTKG 2.7 ▶ 4.2 <small>Men 25-54, Spring - Summer 2000 Arbitron</small></p>	<p>CHARLESTON, WTMA 2.3 ▶ 9.6 <small>Men 25-54, Spring - Summer 2000 Arbitron</small></p>

Fall Arbitron ratings for THE DAVE RAMSEY SHOW were not available at the time of print. Look for new and outstanding ratings coming soon.

For more information and website registration go to rronline.com

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Continued from Page 28
change or update whenever they want. For example, let's say a listener changes his or her e-mail address. The system contacts the listener and thanks them for checking in and keeping the station updated.

"Or perhaps today is the listener's birthday. A personalized message that you've already set up is sent out. These kinds of interactions with the listeners go on all day, every day, without your having to constantly manage them."

Presslaff says that using the information you've gathered — en masse or with discrete groups of listeners — is the next step toward interacting with and informing the audience in direct, personal ways.

"Let's say you have a sale, a live broadcast or some other information about your station that you want to communicate to the entire database because you legitimately believe it will interest them. You can easily do that," she notes. "Or, because of the location of your event, you may want to contact only listeners in certain ZIP codes. Or maybe it's something that will appeal mostly to 35-37-year-old men.

"The key is that you can use your database in so many different ways to reach people with information they have asked you to send them. That's really the point of any good database marketing effort: Collect the information, then talk to distinct groups within the database, as opposed to one mass group."

Focusing On What Really Matters

With apologies to John F. Kennedy, Presslaff describes how she thinks radio stations should view the Internet. "I think stations need to approach this medium with the idea 'Ask not what you can do for your website, but what your website can do for you,'" she says. "That really is what's most important in all of this.

"I don't care if you're talking about old economy or new economy, you still have to focus first on your primary business. When the Internet came along, a lot of people in radio said, 'Wow, this is great. Shouldn't my focus be here?' But the fact remains that your focus should always be on what you need to do to effectively market, program and sell your radio station. Period.

"Your question must always be, 'What can my website do for me?' And one of the most obvious things it can do for you is collect data to help you learn about your listeners and, in turn, match the right advertisers to the right groups of listeners who are legitimately interested in the information or opportunities you are contacting them about."

When station managers ask the inevitable question "What's in it for me?" Presslaff replies, "Revenue opportunities. For example, the investment can come back to you by enabling you to go to the new car dealership in town and identify listeners in nearby ZIP codes who are planning to buy new vehicles. Or going to Circuit City — or any type of business, for that matter — and saying, 'I understand who your customers are, and I can access them on behalf of the station to offer them an opportunity to learn about you or click through to your website. I can reach them, and all I need from you is a good reason to be the matchmaker to connect them to you.'

"After all, if you are customer-focused, your job is to help advertisers get the most likely candidates to buy their goods and services through their door. With effective database marketing, you know who those people are, and you hold the key to reaching them for that advertiser."

Manage The Message

Presslaff says, however, that she's seen too many stations let advertisers dictate the message sent — and that is not the most effective way to get listeners' attention. "I've

received e-mails from stations where the first mention is of the sponsor," she recalls. "When listeners get something that starts out with the sponsor's message, they perceive that you've just sent them a commercial. You can call it whatever you want, but to them it is simply junk mail.

"On the other hand, you can begin by reminding listeners that they've already told you that they like to travel, then say you just wanted to let them know about something that may interest them. Then suggest that if they'd like to know more, they can 'click here.'"

"We had a client that offered a targeted group of listeners information on a special travel package to Paris, and it sold out in one day. That was because the station presented it in the right way and to the right people who had asked for that kind of information. It's all in your presentation."

Keep It Simple

Presslaff encourages stations to keep their initial contacts and requests for information quick and simple. "I suggest asking for as little information initially as you possibly can: name, e-mail address, permission to contact, ZIP code and birthday," she says. "You really can be that basic."

So how do you get the kind of information that can translate into revenue, such as people's buying habits and their likes and dislikes? "Once you've started communicating directly with your listeners, there are so many opportunities to contact them and ask for more information," Presslaff replies.

"For example, I might invite you to participate in a special survey about the station and your listening habits. That may then offer me an opportunity to contact you at yet another time for more information."

Presslaff observes that it takes time to build a relationship that will allow you to get the valuable

"Remember, interacting with your audience through database marketing is not a high-tech opportunity, it is a high-touch opportunity."

information you want and need about your listeners. "When you start a conversation by peppering people with a lot of questions, you will likely turn them off immediately," she says.

"So start slowly, build trust, get a little more information each time, and show that you are only going to contact them with worthwhile information that they will want to get from you. Your job is to make listeners want to receive a communication from your station because they always find it valuable and targeted to them personally.

"We had one News/Talk station during the past election that did a fabulous job, including a polling question in their e-mail to a segment of their database: 'Click here if you want to vote for Bush or Gore.' The next e-mail those people received was the results of that poll. That's a great example of going back to communicate with listeners with information they are both anticipating — remember, they participated in the poll — and that they are interested in knowing."

Maximizing The Impact

Presslaff says that while setting up and executing a database marketing program isn't necessarily personnel-intensive, it's still wise to think through how you will get the most out of the program before adding it to the duties of someone who already has another job at the station. She says, "If you really want to maximize your opportuni-

ties and revenues, I suggest you put someone on this project whose sole job is to make it work.

"We have clients that have one individual designated to be in charge of their e-mail marketing. That means everything — working with and analyzing the database information, knowing what you have collected, working closely with the salespeople and discovering opportunities that will allow you to act as the matchmaker between an advertiser's needs and the information you have collected."

Presslaff suggests that people with a marketing background are best suited to such a position. "People who have previous marketing experience or training understand this concept best. In terms of things like offering the right kinds of incentives to people, writing the messages to them and analyzing the information to get what your sales staff needs to know in order to translate that information into revenue opportunities, marketing people work best.

"Remember, interacting with your audience through database marketing is not a high-tech opportunity, it is a high-touch opportunity."

TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?
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The Man Who Led The Parade

Ron Chapman: 'Damn it, the listeners pay attention!'

Ron Chapman doesn't live here anymore. Had you called KVIL/Dallas after Labor Day last fall, it's unlikely that the receptionist would have uttered those words, but it was still true. The announcement had appeared in the July 20 issue of the *Dallas Morning News*: "Chapman Leaving KVIL: Host of Morning Show Since 1969 Taking Post at Sister Station KLUV."

At the time KVIL Programmer Bill Curtis put a positive spin on Chapman's departure. "Any time you lose a major player like Ron, there's a risk," he told the *Morning News*, "but you're also excited about building a new wake-up service for the KVIL listeners with Ken Barnett."

Chapman himself told the paper that he'd miss KVIL tremendously. "It's been my baby for 31, almost 32 years," he said.

But the most revealing comment about the move may have come from former KVIL PD Michael Hedges, who said, "If Mel were righteous, he'd retire the call letters."

OVERNIGHT SUCCESS

In 1959, after six years at WHAV-AM/Haverhill, MA, Chapman got the nod from Gordon McLendon. He packed up his car and drove cross-country toward his destiny: Dallas and KLIF, McLendon's flagship station. When Chapman hit town, he turned on the radio and heard KLIF promos proclaiming the arrival of a new disc jockey named Irving Harrigan. Chapman wondered who Harrigan was; he also wondered why he wasn't hearing promos about himself. When he reported to work, Chapman found the answer: He was Harrigan.

Irving Harrigan, nee Ron Chapman, was KLIF's new overnight man, and his show, *Milkman's Matinee*, so impressed KLIF management that they paired him with Tom Murphy on the morning show. The show didn't work out, says Chapman, because Tom had trouble showing up on time. So Jack Wood (a.k.a. Charlie Brown) was brought in to replace Murphy, and the *Charlie and Harrigan* morning show was born.

"Ron was the spark that drove the engine," says KLIF

alumnus **Chuck Dunaway**. "What comes to mind is his intensity in preparing for the show."

According to **Ken Dowe**, a McLendon protege and current VP/Operations at KKDA-FM/Dallas, "Ron was extremely involved in all the success KLIF had — not just on the air, but from a programming point of view too."

In 1965, still calling himself Irving Harrigan, Chapman left KLIF to do television. WFAA Channel 8 gave him a daily teen dance show called *Sumpin' Else*, and in short order he became the Dick Clark of Dallas — but not without a glitch: Word came from KLIF that the name Harrigan belonged to them. This meant Chapman needed a new name.

WFAA's producers opted to use his real last name, but, according to Dallas Oldies expert **Bud Buschardt**, it took a while to come up with a new first name. They played around with "Rock" and "Rob," he says, but finally settled on "Ron."

"The story was out," says Buschardt. "It made the paper: 'Irving Harrigan becomes Ron Chapman.'"

Dowe remembers, "The audience caught on right away to who he was and to what he was doing. Irving Harrigan died literally overnight, and Ron Chapman was resurrected in his place."

THERE'S NO PLACE LIKE HOME

Chapman joined KVIL in 1969 and stayed for over three decades — not that he didn't have other offers.

"I do know that people were in relentless pursuit of Ron," says Clear Channel Cleveland Programmer **Kevin Metheny**.

At one point Chapman was offered mornings at a major New York City station, but former record executive **Don Sundeen** says that Chapman wasn't really interested in leaving Dallas. "He told me that the secret of success in this business is to stay in one place as long as you can," Sundeen recalls.

By 1976 KVIL was the No. 1 radio station in Dallas, and that's where it stayed through much of the '80s. ABC Network VP **Phil Hall** thinks the success came because Chapman watched over the station like a parent. "Hell, he

made love to the antenna and transmitter to make that baby," he says. "He nurtured it, held it and even disciplined it when necessary."

KVIL promotions were legendary. Chapman once challenged afternoon drive jock Mike Selden to a race around the world, with each calling in from different ports of call. Chapman won. Once he decided it would be fun to parachute out of an airplane in the middle of morning drive, so he made the arrangements and then — live on the air — made the jump, never mentioning that the landing wasn't quite as easy as it sounded on the radio.

"He's always been about bigness," says Hedges. "He understands it and knows what it sounds like."

SHOW ME THE MONEY

One morning in 1988 Chapman asked his listeners to send him \$20. He didn't say why he wanted it, and they didn't ask. Within three days over \$240,000 had arrived in the mail. While Chapman eventually gave the money to various Dallas-Ft. Worth charities and even offered to return the money to listeners who didn't agree with his choices, in the beginning there wasn't much of a plan in place.

"I don't think he knew what he was going to do with it," says Sundeen. Everybody speculated about his motivation, but I think what he was really doing was demonstrating the power of the radio station."

The power of KVIL was in the details. "Chapman is the most intense person I've ever worked with," says Hedges. "Every effort was directed at the success of the station. One of the things he said that's always stuck with me is, 'Damn it, the listeners pay attention!'"

Chapman's first shift at KLUV was the day after Labor Day 2000. The question is, has he been able to take his power with him? Hall called it last fall when he said, "Bottom line, there will be improvement in KLUV's numbers." Recent trends suggest that he was right.

And what about KVIL? Time will tell, but one thing is for sure: KVIL without Chapman is like The Rolling Stones without Mick Jagger: They're still playing music, but a long-familiar voice is missing.

Bob Shannon writes, voices, produces and consults from his Bainbridge Island, WA-based business, bobshannon-works. A 35-year radio veteran, Shannon was, until recently, VP/Creative for TM Century. He can be reached at bob@shannonworks.com.



Ron Chapman in 1988



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Management: Mark Liggett for Legend Entertainment



Street Talk

Ben Hill Hangs It Up

Fifteen years ago Benjamin Hill joined WPGC-AM & FM/Washington and unleashed a powerful new CHR/Rhythmic format that sent the FM straight to No. 1. For much of the late '80s WPGC-FM would rule the DC airwaves, and in the 1990s it was No. 1 an astonishing 34 times. On Tuesday Hill announced that he's decided to relinquish his role as President/GM for the two stations, as well as his duties as Sr. VP of Infinity Broadcasting, overseeing the company's Urban properties in Dallas, Atlanta and Charlotte. "After much reflection, my heart tells me it's time to take a break from the industry and to gain some perspective on life," Hill said in a station memo. Hill tells ST he's in the process of replacing himself at WPGC-AM & FM and will depart once he does so. "My wife, Dot, and I are going to spend the next year exploring the country from our tour bus and from the backs of our motorcycles," he says. But Hill admits that, a year from now, he'll probably reconsider his retirement: "I'm too young to stop working forever."

A short drive down I-95 from Washington, DC — just beyond the ever-popular Potomac Mills Mall — is Fredericksburg, VA. For decades, the town remained pretty much under the radar, since it was just far enough away from the nation's capital and just far enough north of Richmond. Now, thanks to surging growth in Northern Virginia, Fredericksburg has become an Arbitron-rated market. Effective with the spring 2001 ratings period, the city will become market No. 162. The Fredericksburg Metro will include the surrounding counties of Caroline, King George, Orange, Stafford and Spotsylvania.

Winds Of Change In The Windy City

We're just two full weeks into 2001, and Chicago is already bracing for several changes at its radio stations. First up comes word that Michael Disney has departed the VP/GM post at Infinity FM Talker WCKG. The *Chicago Sun-Times* reports that Disney "was forced out Monday after more than eight years" and that WSCR & WXRT/Chicago VP/GM Harvey Wells will assume Disney's former duties. The newspaper further states that Disney "apparently took the fall in part because of Q4

revenue declines tied to the loss of dot-com business." Infinity representatives could not be reached for comment. Another report in the *Sun-Times* states that Clear Channel has decided to drop WUBT's Rhythmic Oldies format and replace it with a CHR/Pop format. The move would place 'UBT in direct competition with Infinity's CHR/Rhythmic WBBM-FM (B96) and Big City Radio's CHR/Pop WKIE (Kiss FM). The *Sun-Times* reports that a format change could occur as early as today (1/12). ST was unable to confirm the report before Tuesday evening's press time.

A format flip in Chicago that ST was able to confirm concerns Big City Radio's other radio stations in the market, WXXY & WYXX. The pair, collectively known as "The Eighties Channel," received a direct '80s competitor in November, when ABC's WXCD dropped Classic Rock for '80s. Then morning host Robert Murphy departed on Jan. 5, after allegedly refusing to accept a proposed salary cut. Finally, Eighties Channel evening host Jeffrey T. Mason announced that he was moving his show to 'XCD, effective Jan. 15. That may have been the final nail in the coffin for 'XXY & 'YXX as English-language broadcasters. On Monday Big City/Chicago VP/GM Rich Marston was replaced by Juan Montenegro, who most recently managed Regional Mexican KXJO/San Francisco and has been a GSM at WIND/Chicago. While Big City will make no changes at WKIE, the '80s format is expected to be replaced with a Spanish Contemporary format dubbed "Fiebre," or "Fever," sometime next month.

Finally, WXCD completes its airstaff by luring former WKQX/Chicago afternoon host Steve Fisher for similar duties and naming Paul Gant as its midday host. Gant most recently held the same shift at KMXB/Las Vegas.

KMXV Dying To Dish The Dough!

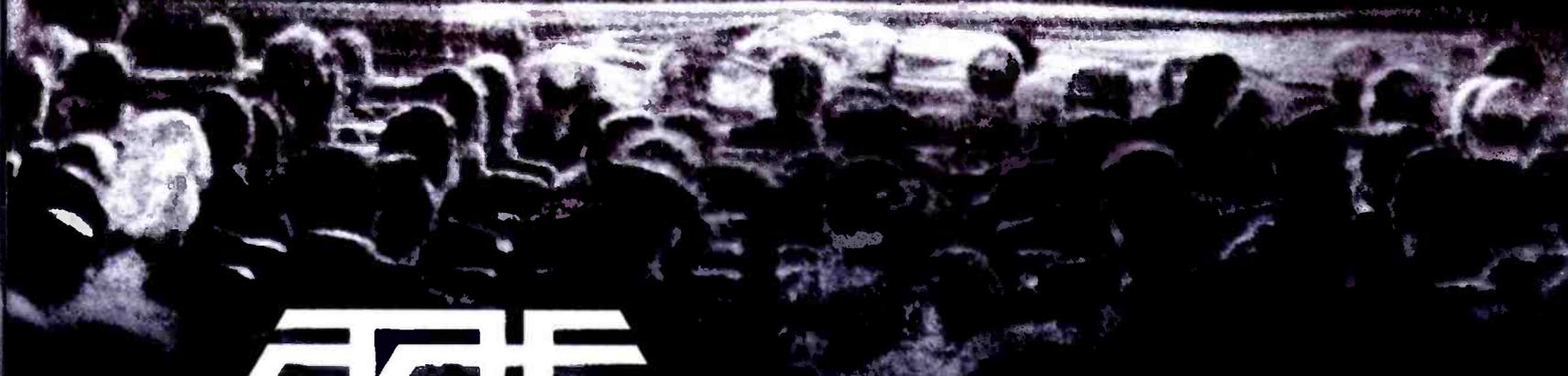
Infinity's CHR/Pop KMXV (Mix 93.3) Kansas City sidelined its air talent Jan. 4 and began airing sweepers announcing "Mix is dead." The station also dismantled its website,

Continued on Page 34



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Street Talk.

Continued from Page 32

and, when contacted, PD Jon Zellner would only say that an announcement was due Jan. 8. At 7:20 Monday morning Mix ended its stunting with a moment of silence and a declaration that "Mix 93 is dead ... serious about giving away \$1 million in the Mix Million Dollar Bill Game." Morning hosts Rocket & Theresa then returned to the airwaves, and the station will award the cash to any listener who turns in the lucky dollar bill to the station. By the way, the winning bill was issued in Minneapolis and has a serial number of 03559871.

Meanwhile, another Infinity station could use that million dollars — or \$5 million, to be exact. Clear Channel has announced that it will flip KCNL (Channel 104.9) San Jose from Classic Alternative to Alternative and go head-to-head with Infinity's KITS (Live 105)/San

Francisco at 6am this Monday. However, it will round-file the format flip if Live 105 accedes to Channel 104.9's demand to fork over \$5 million in hush money (KCNL is even asking for cash or a certified check)! Will the boys at Black Rock cough up the cash, or can we expect an interesting dogfight to begin?



Records

- Music management company The Firm is suing former SFX heads Robert F.X. Sillerman and Mike Ferrel for breach of written contract and fraud, the *Hollywood Reporter* reports. According to the suit, The Firm claims that Sillerman took that company's business model and threatened to create a similar, competing company called FXM if The Firm did not complete a merger. Neither party could be reached by the *Reporter*.
- Epic Records Group Sr. VP/Promo Dan Hubbert departs. Look for ERG VP/Promo Joel Klaiman to ascend to Hubbert's former post.
- WUSL/Philly OM Helen Little becomes President of Ruffination Records.
- EMI Music Publishing Sr. VP/Talent Acquisitions & Marketing Rick Krim departs for a high-level post at VH1.
- Artemis taps ex-Columbia Associate Dir./Alternative Promo Sean Maxson as Nat'l Dir./Alternative Promo.
- Asylum Records President Evelyn Shriver and Sr. VP/A&R Susan Nadler have resigned from their posts.
- DreamWorks/Nashville Midwest Regional/Promotion & Marketing George Briner is elevated to co-National West/Promotion & Marketing.
- Former Island Def Jam Atlanta-based SE Regional Manager/Internet Marketing & Promo Tommy "Jammer" Muzzillo segues to Edel Records America to handle regional duties.
- Warner Bros. ups Brian Mandler to N.Y. local. Chicago local Colleen Taylor segues to DreamWorks for a similar post.
- London Sire taps Mike Martinovich to handle Nat'l Alternative promo duties.

Former WOR/New York morning host John R. Gambling has announced his return to the Big Apple airwaves. He joins crosstown WABC for a live program airing Saturdays from 6-10am, effective tomorrow (1/13).

Pat McNally exits the VP/GM slot at KPTY/Phoenix ahead of a likely sale of the station to Entravision for upward of \$20 million. The suburban property is expected to adopt a yet-to-be-determined Spanish-language format. In related news, Entravision's KRRN/Las Vegas flips from Spanish AC to the company's "Super Estrella" Spanish Contemporary format.

Elsewhere in the Valley of the Sun, KEDJ/Phoenix PD Paul Kriegler exits the Big City-owned Alternative. Events Director/Asst. PD Nancy Stevens takes interim PD duties.

ST congratulates RCA Records Sr. VP/Promo Ron Geslin and his entire staff, as the label grabbed Most Added honors at no fewer than five formats this week: Vertical Horizon are tops at CHR/Pop and Hot AC, David Gray is Most Added at AC, and The Dave Matthews Band lead the way at Alternative and Adult Alternative.

Stern Enters Cincy With 'Z' Move

The self-proclaimed King of All Media, Howard Stern, debuted in Cincinnati Jan. 4 as Infinity's WAQZ (Channel Z) became his second new affiliate in one week. On Jan. 2 his show returned to Dallas, as expected, on Infinity FM Talker KYNG.

Speaking of Stern, do you know what he has in common with Premiere Radio Networks conservative talker Rush Limbaugh? Both were born on January 12! Limbaugh turns 50, while Stern celebrates his 47th birthday.

Veteran L.A. radio talents Nick and Eric Vidal — a.k.a. **The Baka Boyz** — join KMEL/San Francisco for mornings, effective Jan. 15. The duo have held various shifts, including mornings, at KPWR/Los Angeles and crosstown KKBT.

Longtime KGO/San Francisco talk host Ronn Owens has been sued by Elizabeth Applegate, an on-air guest who says she was injured after Owens challenged her to an arm-wrestling match. When asked for comment on the suit, KGO & KSFO OM Jack Swanson could only tell ST, "We believe her claims are without merit and that this will be proven in court." In other KGO news, best wishes go out to Sr. AE Pat McDowd, who has retired after 31 years at the top-rated ABC News/Talker. McDowd's last day was Jan. 5.

Former radio host Carson Daly, the man behind MTV's *Total Request Live*, returns to his roots by signing a deal with Premiere that enables him to host two syndicated programs. He'll host a one-hour CHR/Pop request program patterned after TRL and a weekend program geared to Alternative radio stations.

Continued on Page 36



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Street Talk.

Continued from Page 34

WTDY/Madison, WI reverses a trend by replacing its daytime syndicated talk programming with local hosts. PD John Sylvester (a.k.a. Sly) takes mornings, Eric Schill and Sara Freeman helm middays, and former WWDB/Philadelphia host Jason Meyer joins for afternoons.

In Houston, '80s KHPT (The Point) hires Rick O'Bryan as its first air personality. He most recently held the midday shift at KIOI/San Francisco and will hold the 3-7pm shift.

BusinessTalkRadio moves its network broadcast operations center from Colorado Springs to Chicago. The company hopes to shift its operations from Colorado in the next two to three months.

Gene Taylor, an Emmy-award-winning writer and TV talk show host who assisted legendary WOMC/Detroit morning host Dick Purtan, died early Sunday morning after suffering a severe asthma attack. He was 53. Taylor had been enjoying a late-night sleigh ride with his wife, Helen, when the incident occurred. His survivors also include two sons. In lieu of flowers, donations to the Salvation Army's Bed and Breakfast Program can be sent to Helen Taylor at WOMC, 2201 Woodward Heights Blvd., Ferndale, MI 48220.

ST offers its sincerest condolences to DreamWorks/Nashville chief James Stroud, whose sister, Vickie Lynn McGraw, was

Rumbles

• **Paul Walker** becomes OM for Clear Channel's 14-station Boise, ID cluster. He had been PD of KDUK & KODZ/Eugene, OR.

• **Matt Kilian** becomes PD at KHFI/Austin.

• **Tommy Chuck** is the new PD at WKXJ/Chattanooga, TN. He replaces Tommy BoDeen, who returns to WZEE/Madison, WI as PD/afternoon host.

• **WRVO/Richmond PD Lisa McKay** exits.

• Former **KWWV/San Luis Obispo, CA PD Craig Marshall** returns to his old post.

• Former **WEZL/Charleston, SC morning host** returns to the station as PD.

• **KRXQ/Sacramento MD Kylie Brooks** resigns to accept a PD gig at a station "east of Sacramento." Expect a formal announcement by the end of the month.

• **KALC/Denver PD Jim Lawson** departs.

• **KGBY/Sacramento PD Steve Kelly** exits.

• **KYNG/Dallas** replaces Fisher Entertainment's syndicated **John & Jeff with Kelly & Pugs**, who originate from WCKG/Chicago but will only be heard on KYNG.

• **David Radin** becomes President of Insider Radio Network.

• **Entravision's KRRN/Las Vegas** flips from Spanish AC to the company's "Super Estrella" Spanish Contemporary format.

• **Entercom's WVKL/Norfolk** flips from Oldies to "The smooth R&B from yesterday and today."

• **Syndicated morning duo Bob & Tom** return to Louisville on Feb. 21 after a contractual six-month sit-out. They'll air on WQMF and replace Rocky Knight and Troy Roebuck.

• **CALL-LETTER CHANGES:** Alternative **KBRS/Fayetteville, AR** becomes **KXNA**, and **CHR/Pop WBTJ/Youngstown** is now **WTNX**.

RADIO RECORDS



- **AOL and Time Warner** to merge in \$163.4 billion deal.
- **Ken Lane** appointed Sr. VP/Promo for Island Def Jam Music Group.
- **Louise Kramer** joins Entercom as Regional VP.
- **Michael Albi** drafted as "VP/Radio Warfare" for Clear Channel.
- **Bob Michaels** promoted to VP/Programming Services at Arbitron.

5

- **Richard Palmese** returns to Arista as Sr. VP/Promotion.
- **Ed Goldman** upped to VP/AM Stations for CBS Radio.
- **Tim Murphy** appointed VP/Promotion at Rising Tide/Nashville.
- **Harold Austin** ascends to the PD chair of KKBT/Los Angeles.
- **Rob Roberts** returns to WHYI/Miami as PD.

10

- **Bill Wise** the choice as **WYAI & WYAY/Atlanta GM**.
- **Andy Bloom** picked as **KLSX/Los Angeles PD**.
- **PD Steve Rivers** leaves **WZOU/Boston** for cross-town **WXKS-FM**.
- **Jay Stevens** selected to serve as PD of **WPGC-FM/Washington**.
- **Barry James** joins **WAXY/Miami-Ft. Lauderdale** as PD.

15

- **Don Jenner** elevated to Sr. VP at Arista.
- **Malrite** sets **Steve Edwards** as VP/California Stations, **Bob Guerra** as OM of **KLAC & KZLA/Los Angeles** and **Harry Valentine** as PD of **KNEW/San Francisco**.
- **Ted Edwards** accepts **WIYY (98 Rock)/Baltimore** PD duties.
- **John Moen** inked as **WLVE/Miami PD**.
- **Tim Closson** promoted to MD of **WAXX/Eau Claire, WI**.

20

- **Cullie Terleton** upped to Sr. VP/Radio of **Jefferson-Pilot**.
- **Michael O'Shea** recruited as GM of **KBLE/Seattle**.
- **Deen Tyler** returns to Philadelphia as **WFIL PD**.
- **Chuck Ducoty** promoted to PD of **WIYY/Baltimore**.

25

- **Jerry Stevens** selected as **WCAU-FM (98.1)/Philadelphia PD**.
- **Gerry Peterson** picked as PD for **KCBQ/San Diego**.
- **Reggie Blackwell** named MD at **WRFC/Athens, GA**.

murdered during a carjacking incident in Shreveport, LA on Dec. 23. All of the suspects have been arrested.

If you have Street Talk, call the R&R News Desk at 310-788-1699 or e-mail streettalk@ronline.com

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WBLI Long Island	ADD	KSLZ St. Louis	8x	WXYV/Baltimore	28x	WFLZ Tampa	43x
WKST Pittsburgh	ADD	WAKS Cleveland	10x	WKFS/Cincinnati	8x	KOND/Sacramento	17x
WXXL Orlando	ADD	KFMS Las Vegas	11x	WEZB New Orleans	9x	WKZL Greensboro	43x
WOZO Nashville	6x	WKSE Buffalo	23x	WDCG Raleigh	ADD	WLDI West Palm	50x
WPXY Rochester	46x	WKGS Rochester	30x	WDJX Louisville	ADD	KJYO/Oklahoma	34x
WDKF Dayton	12x	WFLY Albany	ADD	KROQ Tucson	29x	KIZS Tulsa	ADD
WBHT Wilkes Barre	ADD	WKFF Ft. Myers	32x	WWHT Syracuse	15x	WRHT Greenville	17x
WFME Baton Rouge	24x	KOAR Little Rock	ADD	KKXX Bakerfield	ADD	WYKS Gainesville	10x
KKDM Des Moines	10x	WAEZ Johnson City	ADD	WBTJ Youngstown	15x	WJJS Roanoke	11x
WLKT Lexington	9x	KSXY Santa Rosa	ADD	WERZ/Portsmouth	10x	KRUF Shreveport	ADD
WPPY Peoria	10x	WXYK Biloxi	ADD	WLNF Biloxi	ADD	WPST Trenton	13x
KISX Tyler	10x	WSTO Evansville	ADD	WHTF Tallahassee	ADD	WVSR Charleston	ADD
WNDV South Bend	ADD	WFHN New Bedford	40x	WMRV Binghamton	ADD	WQGN New London	ADD
KISR Ft. Smith	ADD	WRZE Cape Cod	12x	WJYY Manchester	ADD	WVAQ/Morgantown	ADD
WBDR Watertown	ADD	WLVY Elmira	ADD	KQID/Alexandria	ADD	KZZU/Spokane	ADD

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STEVE WONSIEWICZ
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In Their Own Words

□ A&R pros predict music trends for 2001

In the five years I've been writing Sound Decisions, I have traditionally begun the new year by interviewing three or four A&R execs and asking them to discuss what styles or genres of music will surface or break through during the next 12 months.

This year I'm spreading the love by including more A&R pros. There's also a twist: I let each exec tell his peers what he thinks might happen, musically speaking, in 2001 *in his own words*. It was a fun exercise, one I hope to repeat next year. I thank all who participated.

Not surprisingly, the consensus is that the window of opportunity for new boy and girl pop acts is rapidly closing; only the best and brightest will make the cut. On the flip side, what's interesting is the unanimous opinion that more traditional — read folk- and rock-based — singer-songwriters will break through in 2001.

Also intriguing is the hope that more experimental music will surface and, ultimately, break through at commercial radio. A few of these pros think several new acts might follow the path blazed by Radiohead and Moby.

But that's enough of my interpretation. Here's what they had to say.

Avery Lipman Co-Founder/Head, Republic Records

It looks like the Fab Four are showing us that the most exciting thing about music today is about the same as it was 30-35 years ago. Frankly, with generations-old recordings continuing to top the sales charts, I'm not so sure if it's something to be excited about or just a sad commentary on the state of affairs in today's music.

From an industry perspective, however, what is exciting is that maybe the consumer base for popular music is actually growing. Perhaps it's also no coincidence that established artists such as U2, Sting and Bon Jovi continue to sell as well as they do.

All of this begs the question: Where

is the industry going? Without the benefit of my crystal ball, I see the industry getting back to basics. The pendulum is beginning to swing from the aggressive mix of hip-hop and rock to more traditional song-based rock. And with this, I believe, will come a resurgence in the popularity of singers and songwriters — that is, artists who possess greater substance, realism and history in their music, like Jill Scott and David Gray or new acts like Bob Schneider, Powderfinger and Ike Reilly. Remember, you heard about them here first.

David Massey Exec. VP/A&R, Epic Records Group



David Massey

The music industry will become increasingly diverse, with a multitude of styles maintaining new positions within the market, including a leveled-off pop arena and a strong hard rock and hip-hop presence. I also predict the emergence of more distinctive, edgy, genre-defying artists who will provide a sharp contrast to the generic pop movement that has dominated sales over the past few years.

There will be an increasing awareness of some of the more disenfranchised marketplaces — in particular, music generally appealing to adults. The Alternative format will open again to a wider array of sounds, enabling more melodic young bands to break through.

There will be more international artists breaking in the U.S., and some European dance artists will enjoy success in America in 2001, as the movement continues to grow across Europe. As usual, only the very best of the international artists in each genre will make it here. Watch out for Craig David!

David Bendeth Sr. VP/A&R & Staff Producer RCA Records

Hip-hop will continue to blow up everywhere, with more song-oriented rhymes included in the mix. Hard rock and hip-hop will remain joined at the hip, and rock will sustain its momentum as the more experimental artists bring in elements like techno and hip-hop. Rock and pop will always be there, but only the more creative acts will sell records.



David Bendeth

I think hippie-metal-type bands will start to surface and sell. Pop will maintain its course. The boy and girl bands will be reduced to a few legitimate acts, while artists who write their own songs will emerge. Look for the market to discover another U2- or Dave Matthews-type band that will bring more experimental and credible sounds to the charts.

I would like to see radio embrace music that is different and special, and I predict that some programming leaders will pave the way in that area. The industry will have additional success with ambient and more cerebral music. This area is untapped, so there will be a larger market for this in the future. Bands like Sigur Ros and Radiohead will start to infiltrate the modern rock charts and lead a campaign for the more progressive side.

All in all, it will be an interesting year of change and experimentation that will culminate in more openness to different genres and less acceptance of generic music.

Steve Schnur VP/A&R, Capitol Records

We are about to see new genres of music set the tone for the next decade. We saw Nirvana begin to change the '90s, musically speaking, and we could easily see the next evolution this year. Although pure pop music continues to sell, radio is playing fewer of the newer artists who are attempting to cash in.

Pop was redefined last year by what I call "alterna-pop," which makes sense, considering the harder rock playlists at Alternative radio and the "musical training" so many people had over the last decade from MTV, VH1 and Alternative radio. While I do not see

"The boy and girl bands will be reduced to a few legitimate acts, while artists who write their own songs will emerge."

David Bendeth

alterna-pop defining a whole decade. I certainly see it continuing for many years, with bands like Dexter Freebish breaking big in 2001.

Harder rock bands such as Mesh, Creed, Three Doors Down and Linkin Park will also continue to find their way onto CHR due to solid bases set at Alternative and Rock radio.

The first artists who will break through and define the next decade will be pop-rock songwriters. David Gray certainly started the trend, but the one who will really break this year is Bob Schneider (Universal), who has shown an amazing ability to create fans from all demos the old-fashioned way: through radio, touring and press.

More eclectic, and certainly more interesting, music will see enormous success. Radiohead set the stage and will continue their success in the years ahead, but many more bands will break within a "to be defined" genre. In fact, bands such as Coldplay, Sigur Ros and Travis will define it all.

From the recent success of The Buena Vista Social Club, adult eclectic and world music will continue to dominate ballrooms, symphony halls and clubs, and bands such as Portland, OR's Pink Martini will sell more and more records to hipsters and wannabes.

Marc Nathan VP/A&R, Jimmy & Doug's Farmclub

I would like to believe that artists such as Badly Drawn Boy, Rufus Wainwright and Gomez will finally get noticed by someone beyond those in the advertising community and go on to appeal to a more mainstream audience. Hey, if it's good enough for the Gap, it should be good enough for the masses.

Will we still be in love with boy bands like Backstreet Boys, 'N Sync and 98 Degrees and teen heartthrobs like Christina Aguilera, Britney Spears, Mandy Moore and Jessica Simpson? I think the answer lies in those artists' ability to come up with great material and fresh sounds. The production quality of the records has never been a ques-

tion; that is something that will not go away. The fickle fans, however, grow up and move on.

The next generation of music buyer seems to change yearly. One person's Hootie is another's Hanson. The disturbing "flavor of the month" radio trend toward '80s stations means we will hark back to the days of A Flock Of Seagulls, Thomas Dolby, Culture Club, New Order and Wham! So it can't be all that bad now, can it? As obscure British popsters Roman Holiday once sang, "Don't try to stop it!"

Gregg Latterman Founder/President, Aware Records

The music industry in 2001 will come back to true artists. Musicians who write and perform their own songs will dominate the charts — that is, the kind of artists who inspired many of us in the music industry. While music industry sales are projected to be up by 8% over last year, to an estimated \$16 billion, there is no clear trend as to what artists or genre will contribute to a further increase in 2001.

Boy and girl bands helped propel last year's uptick in sales, but they are going to become less of a factor this year. Why? Ask your kids. They still care about some of these acts, but their tastes are shifting, and the window is closing. So what's going to happen? Music is going to come back to the center. Look at Creed. Why do they sell so many records? Sure, they rock, but it's the ballads that really reach the mass audiences, which allows the band to receive airplay at virtually all formats.

The artist, whether it's a band or a singer-songwriter, will dominate in 2001. They will be multiformat artists who can tour and churn out hit after hit without relying on someone else to write them for them. The music industry needs to step up and support true artists. We need more artists like David Gray, Five For Fighting and John Mayer.

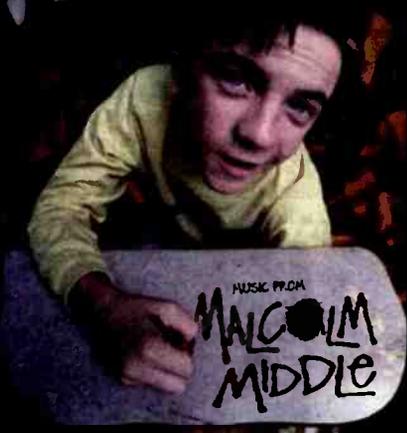
Let's encourage the kids of today and tomorrow to dig into their parents' collections and find records by The Beach Boys, James Taylor, Joni Mitchell and The Who. And when today's kids have kids, let's hope the CDs that they keep are from true artists. It's the proper thing to do for all mankind.

"With generations-old recordings continuing to top the sales charts, I'm not so sure if it's something to be excited about or just a sad commentary on the state of affairs in today's music."

Avery Lipman

from the Emmy Award Winning TV Show

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LAUNCHING PAD LAUNCHING PAD

LAUNCHING PAD

Rock Radio Supports Tantric's New Beginning

New year, new band, new start. And what a start it is for Maverick rock outfit Tantric. The group kick off the new year with impressive momentum as their debut single, "Breakdown," ended the last week of 2000 as the Most Added track at Active Rock and the second Most Added at Rock.



Tantric

Active Rockers that had added the song (as of the last chart week in 2000) included KRXQ/Sacramento, KEGE/Dallas, KLBJ/Austin, KXXR/Minneapolis, WMFS/Memphis, WNOR/Norfolk, WXTB/Tampa, WJRR/Orlando, WLZR/Milwaukee and WRIF/Detroit. Key Rock adds included WAQX/Syracuse, WLUM/Milwaukee, KLAQ/El Paso, KATT/Oklahoma City and WRXR/Chattanooga, TN.

For three of Tantric's four members, being courted by the media is nothing new. Guitarist Todd Whitener, bassist Jesse Vest and drummer Matt Taul have played the game before, as part of Days Of The New, who saw their debut album go multiplatinum. The three witnessed Days' singles climb into heavy rotation at Rock radio and on MTV. They performed in front of millions and opened for their idols, Metallica.

Those dreams, however, came to an abrupt end a few years ago, when the three were ousted from the band. The trio returned to their hometown, Louisville, disillusioned by the music business and with little money in the bank. As Whitener says in the group's bio, "We could've fallen apart very easily and gone our own ways. The fact that we were able to stay together says a lot about the band's spirit and determination."

The three began recording new material, which eventually came to the attention of Detroit-based vocalist Hugo Ferreira. Ferreira tried out for the band, won the gig and promptly moved to Louisville. The demos from those sessions then found their way to Maverick.

Maverick senior executive Russ Reiger recalls, "[Maverick principal executive] Guy Oseary played me their demo, and you could hear the raw energy pour out of the tape. We brought them to the Viper Room in Los Angeles a year ago last fall, and they played song after great song in addition to what they had already recorded. You could just see and hear the magic and the potential. We pretty much went about signing them after that performance."

Tantric officially inked their deal with Maverick in late 1999. Reiger says, "Our goal at that point was to get a producer who knew how to work with bands, who could take what they were doing and help them gel as a group. We hooked them up with Toby Wright [Korn, Alice In Chains] in the spring of 2000, and they went into the studio in the summer. What the band and Toby accomplished is truly amazing and really jumps out at you."

In setting up Tantric at radio, Maverick opted not to shy away from the bandmembers' association with Days Of The New. Reiger comments, "Tantric were integral to Days Of The New, and that band also had a lot of fans at radio. We understand that. It's only natural to use that association, so we're not shying away from it. We're using

it as a launching point. But Tantric are a separate band with a distinct sound, and they stand fully on their own. Hugo brings a unique slant to Tantric. Once people get past the Days Of The New connection, they'll realize that."

Despite the success of Days Of The New, Maverick has been treating Tantric as a new act. As part of the setup, the record company organized an extensive promo tour to introduce the band to Rock radio. That effort began just before Thanksgiving and wrapped up near the Christmas break.

Maverick head of promotion Ted Volk observes, "A lot of people at radio feel the guys got a raw deal with Days, so they want to help. But since this is all new in many respects, we've had to start from scratch. It's been awesome to see how radio has been reacting to Hugo's voice and the music ever since the guys visited their first station. We know there's a demand for their music."

Maverick also capitalized on the holiday slowdown to prime the pump at radio. Volk says, "We wanted to take advantage of the end of the year to launch the band and song, even though our official add date wasn't until Jan. 9. We wanted some positive momentum for when we come back from the break. So far we've been very fortunate in that Rock radio has been saying some very flattering things about the band. We're very happy."

One programmer giving Tantric early support is KLBJ OM Jeff Carrol. As to why he likes the song, Carrol says, "In a word, it's in the groove. 'Breakdown' is one of those songs that just grabs you. It fits the station perfectly and is accessible to the younger and older ends of the demo."

As expected, KLBJ is talking up the Days Of The New angle in introducing the track on the air. Carrol continues, "We're still setting it up as 'the guys from Days Of The New,' but I think it can stand on its own as a great song from talented musicians."

While Maverick targeted Active Rock and Rock to launch the band, it definitely has its sights set on Alternative. But, Volk stresses, "This is a great rock record and band, and that's where the demand is — Rock radio. It's still too early to go for Alternative. That format right now doesn't go early on music like this, even though we believe it will once the demand builds."

Tantric begin a national club tour in early January in preparation for the Feb. 13 release of their self-titled debut album.

— Steve Wonslewicz



CELEBRATING BBMak

Hollywood Records execs and friends celebrate the end of BBMak's sold-out headlining tour of the U.S. and the success of the trio's album *Sooner or Later*. The group is expected to return for another tour in April. Pictured here are (l-r) Hollywood VP/Sales Dutch Cramblitt, BBMak's Mark Barry, Hollywood Sr. VP/Promotion Justin Fontaine and SVP/Marketing & Sales Daniel Savage, BBMak's Christian Burns, Hollywood SVP/A&R Rob Cavallo, Buena Vista Music Group Chairman Bob Cavallo, BBMak manager Diane Young, BBMak's Ste McNally and Hollywood VP/Promotion Scot Finck.

MUSIC NEWS & VIEWS

Jackson Reunion Disc Planned

Rumors have begun circulating that Michael Jackson will participate on a reunion album and, possibly, a tour with his siblings. Brother Jermaine told RollingStone.com that the Jacksons are in the studio "working very hard" and that an album will be released this summer. Meanwhile, e-zine *Allstar* reports that the King of Pop will record on only two or three songs on the album and that tour participation has yet to be worked out. Jackson last recorded with his brothers on the 1984 album *Victory*. Jackson's new, as-yet-untitled album, his first since the 1997 remix disc *Blood on the Dance Floor*, is slated to be released this spring.



Michael Jackson

U2 Ready 'Elevation' Tour

U2 will embark on a national arena tour, beginning March 24 in Miami. So far 34 dates through June have been confirmed for the trek, dubbed U2 Elevation Tour 2001. Seating will be by general admission, and a stage has been designed to provide a full view to every seat in each arena. U2 manager Paul McGuinness noted, "We haven't played arenas since 1992. With no seats on the floor, these shows are going to be very exciting. The fans and the band are going to be really close. Nearly half the house will be at the lower ticket price, and some of those tickets, the ones on the floor, will be the very best in the house."



Tim McGraw

Congrats to Faith Hill, who picked up three trophies at the American Music Awards, held Jan. 8. Hill won Best Pop/Rock Female Artist, Best Country Female Artist and Best Country Album, for *Breathe*. Hill's husband, Tim McGraw, won Best Country Male Artist. Toni Braxton and Creed also took home multiple awards. The former won Best R&B Female Artist and Best R&B Album, for *Heat*, while Creed won Best Alternative Artist and Best Pop/Rock Album, for *Human Clay*. Other notable categories: Best New Pop/Rock Artist was 3 Doors Down; Best New R&B/Soul Artist was Donell Jones; and Best New Country Artist was Billy Gilman.

In the studio: N Sync have begun work on their next album. Group member J.C. Chasez told MTV.com that the quintet is experimenting with new sounds and that it's "time to try something a little funky." No producer has been chosen ... Peter Gabriel is putting the finishing touches on his new album, *Up*, which is slated to be released in the fall ... Depeche Mode have completed work on their new album, which is scheduled to be released in April ... Look for Sugar Ray to begin recording their fourth album, slated to be released this summer.

CONCERT PULSE

Pos.	Artist	Avg. Gross (in 000s)	Among this week's new tours:
1	N SYNC	\$1,208.8	
2	DAVE MATTHEWS BAND	\$925.1	
3	TINA TURNER	\$909.3	
4	TIM MCGRAW/FAITH HILL	\$800.9	
5	SANTANA	\$784.6	
6	PHISH	\$663.2	
7	LIMP BIZKIT	\$562.8	
8	DOIE CHICKS	\$560.0	
9	AC/DC	\$490.0	
10	CREED	\$390.8	
11	KISS	\$314.1	
12	BARENAKED LADIES	\$308.2	
13	LUTHER VANDROSS	\$304.1	
14	CHRISTINA AGUILERA	\$283.8	
15	FURTHER 2000	\$261.2	

Among this week's new tours:
BOB DYLAN
FISHBONE
BRENDA LEE
LORETTA LYNN
OFFSPRING
VILLAGE PEOPLE

The CONCERT PULSE is courtesy of Pollstar, a publication of Promoters' On-Line Listings, 800-344-7383, California 209-271-7900.

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Strategic

Continued from Page 1

filing also permits Strategic to reduce its financial exposure to its current creditors.

Strategic's list of financial angels tentatively includes former AMFM CEO Jim de Castro, former network radio executive David Kantor, Radio One CEO Alford Liggins, independent record promoter Jeff McClusky, station owner Jeff Trumper and Gary Slaight of Standard Radio, one of Canada's largest radio operators.

The management buyout is being led by longtime Strategic Media Sr. VP Amy Vokes, who expects the offer to be accepted and finalized by the end of the month. Vokes told R&R that each investor would obtain close to a 10% ownership stake in Strategic and that the total investors' stake has been placed in the mid-six-figure range. In a press release, Trumper noted that Strategic sees approximately \$9 million in annual revenues.

Vokes added, "Strategic Media Research is a fantastic company with a great staff, terrific products and a superb client list. We're looking forward to bringing ownership of the company back into the hands of the people who know it best and care most about it."

It has been a tumultuous last five years for Strategic, which has seen three different CEOs, all brought in from outside the radio industry, attempt to expand the company beyond its key radio research business at a time when the radio business itself was changing.

Hanson is not participating as an owner in the management buyout, but he has committed himself "for as long as it takes to get Strategic's leadership position and growth rate firmly established again," he said.

Concurrent with the management buyout offer, Strategic seeks to focus on its central offerings, which include callout research and the Accutrack radio ratings service.

R&R Radio Editor Adam Jacobson contributed to this story.

Westwood One

Continued from Page 3

Sales, and I look forward to the continued growth and success of WW1's affiliate sales efforts under his direction."

Kosann joined WW1 in 1999 as Sr. VP/Affiliates Sales. His role was expanded last year to Exec. VP/Affiliate Sales & Programming. He was previously Worldwide Manager for Media Distribution at Bloomberg L.P.

Gregory had been Sr. VP/Eastern Region Sales for WW1 since last year. He was VP/Western Sales for AMFM Radio Networks. Quagliariello joined WW1 more than eight years ago. He was promoted to VP/New York Sales Manager in 1999.

Bennett joined WW1 in 1999 as VP/East Coast Affiliate Sales after 14 years at Shadow Broadcast Services, starting as a field reporter.

CES

Continued from Page 1

and both Sirius and XM offered the press rides around the city so that the journalists could sample satellite radio.

Sirius officially debuted its 100-channel, subscription-based service with a live demonstration for the press at an early morning session on Jan. 5. Sirius VP/Receiver Marketing & Distribution Doug Wilsterman enumerated Sirius' benefits and, on several occasions, assailed traditional radio, saying, "We're still stuck with marginal sound quality, limited signal and annoying commercials."

While Sirius will offer 50 commercial-free channels, an additional 50 will feature four to five minutes of ads per hour. Advertising, although part of Sirius' dual revenue stream, will not be a major component of its revenues. Wilsterman tells R&R that the company is relying on subscriber participation for the bulk of its revenues, with 2 million subscribers serving as the breakthrough point.

Concurrent with Sirius' programming launch, the company announced partnerships with four well-known musicians, who will serve as featured artists and consultants. Randy Travis will work with the Country format, Dave Koz with Smooth Jazz, BeBe Winans with Gospel and Michael Feinstein with Standards. Sirius also entered into a pact with House of Blues Entertainment that provides Sirius a major presence at House of Blues events and gives it title sponsorship of HOB's Emerging Artists program, Wilsterman said.

Sirius also announced that it had signed production agreements with A&E Television Networks; Discov-

ery Communications' Discovery Channel, TLC, Animal Planet, Travel Channel and Discovery Health Channel; and The Weather Channel. It also signed a broadcast agreement with WXPN/Philadelphia's *World Café* and *Kids' Corner*.

Later that afternoon XM took its turn and literally raised the curtain on its new receivers and antennas. Six manufacturers, including Sony, Alpine and Pioneer, are offering 24 different receiver models for XM. Among the more innovative products is a Sony receiver that resembles a radar detector. The device is placed in a docking sleeve and is among the first that allows listeners to tune to XM signals from a home stereo and a car stereo.

XM leased satellite space and relied on its terrestrial repeaters in Las Vegas during a demonstration of the company's channels. In a bold move, Sirius decided to silence its terrestrial repeaters to prove just how good the satellite technology is — while also revealing the minor reception problems that led the company to construct local towers.

In other CES-related news:

- **iBiquity Digital** gave conventiongoers a taste of in-band on-channel digital radio by offering broadcasts on KSFN-AM & KWNR-FM/Las Vegas. iBiquity also announced that it will jointly test and market SmartRoute Systems traffic content for radio stations using iBiquity's digital radio technology.

- **iM Networks** (formerly Sonicbox) demonstrated its Internet tuning service on portable stereos manufactured by Philips.

- **SSI America** unveiled an in-car MP3 player capable of holding up to 600 CDs' worth of music on a removable hard drive containing a USB connection.

Liberman

Continued from Page 3

resulted in some of the highest Spanish-language ratings and revenues in the nation."

Liberman succeeds Amador Bustos, who has resigned as an executive officer of the company but will remain on the board of directors. "Entravision has assembled a premier group of Spanish media assets, and I remain very enthusiastic about the long-term prospects of the company and the growth of the overall Hispanic marketplace." Bustos said. "I am resigning to spend more time with my family but look forward to participating in Entravision's future via my continued role on the company's board."

Schmidt-Holtz

Continued from Page 3

digital media and delivery."

Schmidt-Holtz noted, "One of first things I will do is create an executive committee of BMG's top executives from all territories. With the committee I will be able to draw on the tremendous experience, wisdom and talent within BMG's senior ranks."

Schmidt-Holtz most recently was Bertelsmann's Chief Creative Officer and, before that, CEO of CLT-UFA. Since last March he has led the company's efforts to step up content digitization and networking across profit centers and divisional boundaries. His prior experience at Bertelsmann also includes Head/Executive Office of Public Information & Public Relations and President of the Executive Board of the company's entertainment products from 1994-1996.

Bell

Continued from Page 1

Kitchin commented, "I'm ecstatic to welcome Art Bell back to his program! And, yes, it was a bloody negotiation — pulling someone out of retirement always is."

Asked if Bell's show would be back on the air in New York, Los Angeles and Chicago — three key markets where the program had recently been dropped — Kitchin told R&R, "We will debut on KFI/Los Angeles, and I'm confident that we will be on the air in all of the top 10 markets when Art returns."

Kitchin also expressed his appreciation to current *Coast to Coast* host Mike Siegel, who will continue hosting the program through Jan. 26.



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12+ FALL 2000 ARBITRON RESULTS

New York - #1

Station (Format)	Owner	Su '00	Fa '00
WLTW-FM (AC)	Clear Chan.	6.1	5.6
WOHT-FM (CHR/Rhy)	Emmis	5.7	5.5
WHTZ-FM (CHR/Pop)	Clear Chan.	4.9	4.2
WCBS-FM (Oldies)	Infinity	4.4	4.1
WSKQ-FM (Tropical)	SBS	3.7	4.0
WRKS-FM (Urban AC)	Emmis	3.3	3.8
WABC-AM (Talk)	ABC	3.1	3.7
WINS-AM (News)	Infinity	3.7	3.7
WXRK-FM (Alt.)	Infinity	3.6	3.7
WKTU-FM (CHR/Rhy)	Clear Chan.	4.3	3.5
WBLS-FM (Urban)	Inner City	3.7	3.4
WQCD-FM (NAC/SJ)	Emmis	3.2	3.2
WCBS-AM (News)	Infinity	2.3	3.0
WFAN-AM (Sports)	Infinity	2.6	2.8
WOR-AM (Talk)	Buckley	3.0	2.6
WPLJ-FM (Hot AC)	ABC	2.5	2.6
WAXQ-FM (Cl. Rock)	Clear Chan.	2.3	2.5
WPAT-FM (Span. AC)	SBS	2.7	2.5
WQXR-FM (Classical)	NY Times	2.3	2.5
WTJM-FM (Rhy/O)	Clear Chan.	2.7	2.3
WNEW-FM (Talk)	Infinity	1.9	2.0
WADO-AM (Span. N/T)	Hispanic	1.5	1.9
WCAA-FM (Tropical)	Hispanic	2.0	1.8

Nassau-Suffolk - #18

Station (Format)	Owner	Su '00	Fa '00
WXRK-FM (Alt.)	Infinity	5.3	5.4
WALK-FM (AC)	Clear Chan.	5.2	5.2
WBLI-FM (CHR/Pop)	Cox	5.4	4.7
WHTZ-FM (CHR/Pop)	Clear Chan.	5.2	4.4
WABC-AM (Talk)	ABC	2.8	4.3
WFAN-AM (Sports)	Infinity	3.9	4.3
WBAB/WHFM (Rock)	Cox	3.7	3.8
WCBS-AM (News)	Infinity	2.9	3.8
WCBS-FM (Oldies)	Infinity	4.1	3.5
WGSM/WHLI (Ad. Std.)	Barnstable	2.9	3.2
WLTW-FM (AC)	Clear Chan.	3.3	3.1
WAXQ-FM (Cl. Rock)	Clear Chan.	2.7	3.0
WNEW-FM (Talk)	Infinity	2.5	3.0
WKTU-FM (CHR/Rhy)	Clear Chan.	2.6	2.9
WQCD-FM (NAC/SJ)	Emmis	2.6	2.9
WBZD-FM (Oldies)	Barnstable	2.9	2.7
WOHT-FM (CHR/Rhy)	Emmis	3.3	2.7
WOR-AM (Talk)	Buckley	3.3	2.6
WINS-AM (News)	Infinity	2.4	2.5
WPLJ-FM (Hot AC)	ABC	2.8	2.5
WJLY-FM (AC)	Barnstable	2.8	2.2
WDRE/WLIR (Alt.)	Jarad	2.0	1.9
WQXR-FM (Classical)	NY Times	1.6	1.7
WBLS-FM (Urban)	Inner City	1.8	1.4
WBSQ-FM (Tropical)	SBS	1.0	1.4
WTJM-FM (Rhy/O)	Clear Chan.	1.7	1.4
WPAT-FM (Span. AC)	SBS	0.8	1.2
WRKS-FM (Urban AC)	Emmis	0.9	1.1
WNLJ-FM (Rock AC)*	Barnstable	1.4	1.0

* Was Country until mid-November

Format Abbreviations

AC-Adult Contemporary, Adult Alt.-Adult Alternative, Adult Std.-Adult Standards
Alt.-Alternative, B/EZ-Beautiful/Easy Listening, CHR/Pop-Contemporary Hit Radio/Pop, CHR/Rhy-Contemporary Hit Radio/Rhythmic, Cl. Hits-Classical Hits, Cl. Rock-Classical Rock, Full Serv.-Full Service, Hot AC-Hot AC, Misc.-Miscellaneous, NAC/SJ-New AC/Smooth Jazz, Reg. Mex.-Regional Mexican, Rhy/O-Rhythmic Oldies Span. AC-Spanish Adult Contemporary, Spanish Con.-Spanish Contemporary, Span. N/T-Spanish News/Talk, Spanish/O-Spanish Oldies, Urban/AC-Urban Adult Contemporary, Urban-Urban Contemporary, Urban/O-Urban Oldies.



TONY NOVIA
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tnovia@rronline.com

Radio's Secret Promotion Weapon

☐ How about a free street team?

What if I told you that there was a *free* promotional concept that you could use to get in front of thousands of your listeners and potential listeners all year long? What if I told you that your station could also make money from this concept and that, if you are part of a cluster, your sister stations can use the concept for free too?

Too good to be true? Just ask WJMN/Boston, WERQ/Baltimore, WFLZ/Tampa, KUBE/Seattle, KQKS/Denver, KDND/Sacramento, KRQQ/Tucson and WRVQ/Richmond. They are all true believers.

Radio Parties is the name of a company Ric Hansen started in 1992. After working at stations like former Top 40 powerhouse KJR-AM/Seattle, KMBQ & KTAC/Tacoma and KPLZ/Seattle and owning a station in Bedford, OR. Today Radio Parties is fast becoming one of radio's most powerful promotional tools, and best of all it's free!

The Idea

While Hansen was at KPLZ, he recognized that there was a real need for radio stations to get their call letters in front of thousands of listeners. He felt that stations needed to be everywhere that listeners were. Hansen also realized that most stations didn't have the energy, finances or manpower to pull something like that off. How many times have you been in a promotion meeting when the PD says, "We need to be everywhere"? While you know that it's a great thought, you also know

that in 99.9% of cases it's not going to be a reality.

Well, Hansen didn't buy that. His idea was to take the need to be everywhere and match it with a marketplace that already existed. He knew that he needed to be where bodies accumulate in the community. He also knew that thousands of people attend all kinds of party-type events, from high school dances and class reunions to wedding receptions and more. Hansen decided to start a company that provided music for these kinds of events using carefully chosen and well-trained, well-mannered and well-dressed disc jockeys.

Simultaneously, he wanted to cut deals with local radio stations to hang their banners at these functions, run station promos four times an hour between songs and conduct station giveaways, all free of charge to the stations. Voila! Radio Parties, an outsourced mobile disc jockey company, was born.

Professionalism First

One of Hansen's primary jobs is to find quality talent, what he calls his partner radio stations' "street teams." If the DJs are not actual on-air per-

sonalities, they're people Hansen interviews, screens, knows, trusts and respects. He put these personalities at events with signage from a partner station, and they hand out stickers and prizes.

If the event is taking place at a school, Radio Parties produces posters that go up in the schools prior to the event. "It actually becomes a two-week promotional opportunity for both the radio station and the school," Hansen says.

Radio Parties' relationships with radio stations varies from station to station and market to market. Essentially, Hansen asks partner radio stations to help promote his service and provide promo prizes, banners, etc., for the parties. In exchange, he includes mentions of the station in his heavy direct-mail campaigns.

He also offers his services to the sales departments of radio stations, which can use the company, turnkey, for client promotions. With stations today having fewer personalities who have more to do and less time to appear at outside events like school dances, Hansen's Radio Parties concept is filling a huge void. Hansen does in excess of 400 parties a year for some of his CHR clients, putting the stations in front of tens of thousands of eyes and ears each year.

Radio Parties currently works with a total of 32 radio stations in 22 top 50 markets. The company employs 132 mobile DJs to represent the stations, and, combined, they perform for nearly a million people a year.

Revenue For All

While the issue of money has come up with some GMs and sales managers, Hansen says that the year-round promotion his company provides is worth much more than him giving a station \$50 or so per event for 100 or so events a year. "That doesn't add up to a hill of beans for a radio station that is billing tens or hundreds of thousands dollars a month," he says.

The Power Of Radio Parties

Radio Parties is an outsourced mobile disc jockey company that represents some of the nation's hottest radio stations. After writing the main column on this page about the company, I reached out to some of the PDs at stations that work with Radio Parties, and here is what they had to say in their own words.

Shellie Hart, OM KUBE/Seattle

KUBE and Ric Hansen have been partners for years. What competitive programmer wouldn't want to be in every single high school and middle school, and, quite frankly, who has the time or the budget?

Hansen has accomplished just that for KUBE. It's great brand extension, the schools love it, and it provides more opportunities for jocks to build their name equity in the market with personal appearances at the dances. To have a homecoming or prom is traditional; to have KUBE playing the music and hosting the festivities makes it way cool and more memorable.

If someone asked you if you wanted your call letters to be associated with over 300 dances targeting some 50,000 high school and middle school students (not to mention an occasional wedding or two) in one year, I think your answer would be, "Duh! Hell yes!"

We love what Hansen has done for KUBE and our rhythmic and hip-hop brand.

Domino, PD WFLZ/Tampa

Radio Parties allows us to cover a ton of territory without expending a ton of station resources. Basically, whenever we get calls from schools or private entities wanting to know if 'FLZ can provide a DJ for their event, we send them to Radio Parties, and it outsources the job to one of several preselected local mobile DJ companies. Ric Hansen came to town for the initial setup, and we met with the prospective DJs. After the station interviewed and gave its approval to the select group, Ric started booking events. In addition to on-air promos and a webpage ad on our site, Radio Parties will send out flyers promoting its services to local schools. It's been a great relationship and a great way to cover a lot of ground.

Lisa McKay, PD WRVQ/Richmond

All the feedback reports have been great. Ric is organized, and it is basically a turnkey street team after you initially meet with everyone and set it up.

Rik McNeil, PD KFMS/Las Vegas

Just this morning I was looking at some of the feedback sheets we've gotten from schools that have had Ric's people out there. They're all excellent reviews.

I think it's a great opportunity to partner with someone who helps get your brand out into the market and puts your station in front of people. In our competitive situation, every little bit helps, and Ric's company puts us in front of a very active segment.

His screening process was very strict. I think that helps a lot too. The biggest concern is that you have someone going out there to represent your station. That can be scary if it's not the right person.

Carmy Ferreri, PD KRBV/Dallas

Our relationship with Radio Parties has been incredible. Using his staff and our station, we find ourselves in front of listeners from elementary schools to colleges, universities and private functions 10 times as often as would be possible without them. They pitched us on being an extension of our staff, and it has proven to be true.

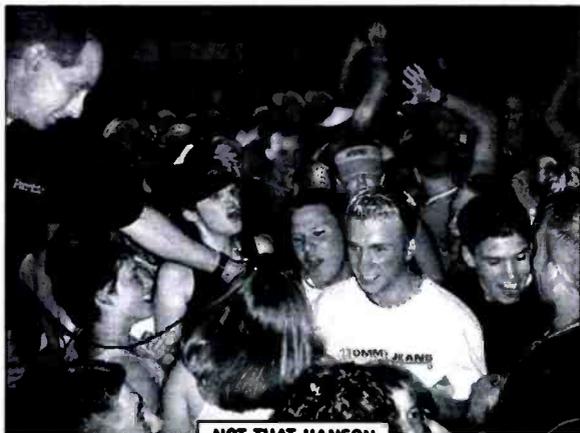
I have not had a single complaint about Radio Parties. One minor complaint I have is that we don't really get our airstaff as involved with these parties as was pitched and as I would like. The company has just not called on us. (It costs extra for the personalities to be there.)

Phil Michaels, PD WPYO/Orlando

We signed up with Ric last year, and it's been a great relationship. Being that we're Orlando's party station, we get a lot of requests from listeners to DJ their parties. Our manpower is limited, so Ric and Radio Parties help us out. They represent our radio station at the events they perform with our signage and banners. They even play our sweepers and imaging. It's a total representation of our station and brand.

Radio Parties also markets to the audience we're reaching out to by sending flyers to schools and organizations with our logo on the flyer. We even have sales opportunities.

Overall, I've been pleased with the relationship that we have with Radio Parties. We always get post-event reviews from listeners, and they are pleased as well.



NOT THAT HANSON

Radio Parties CEO Ric Hansen (holding the mike) isn't afraid of getting a little sweaty as he works the packed house at a Radio Parties gig.

Continued on Page 49

GOLDEN GLOBE NOMINEE

BEST ORIGINAL SONG

“A slice of sheer pop perfection.”

—Billboard **Spotlight Single**

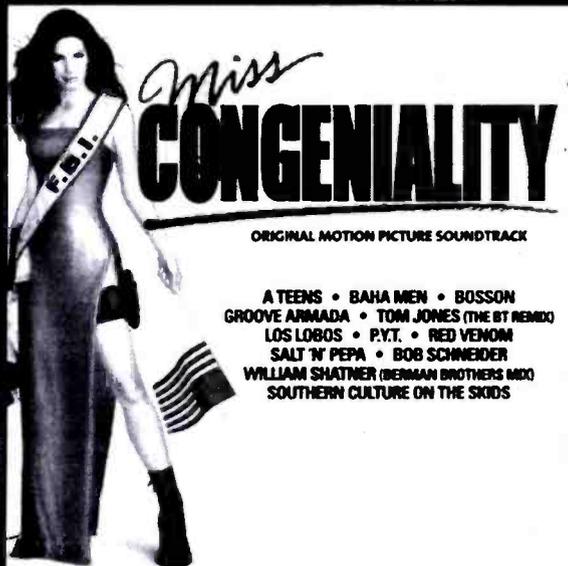
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KZZP
KLZR
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R&R CHR/Pop Top 50

January 12, 2001

3W	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (M)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	DESTINY'S CHILD Independent Women Pt. 1 (Columbia)	10066	-458	1037877	14	169/0
2	2	SHAGGY It Wasn't Me (MCA)	9808	+188	1077343	10	164/1
3	3	MYA Case Of The Ex (Whatcha...) (University/Interscope)	8983	-299	945865	15	167/1
4	4	MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	8500	+107	817459	14	168/2
7	5	DREAM He Loves U Not (Bad Boy/Arista)	8447	+923	830817	16	167/0
5	6	CREED With Arms Wide Open (Wind-up)	7332	-931	829375	20	157/0
13	7	LENNY KRAVITZ Again (Virgin)	6991	+1557	743272	12	168/4
12	8	JENNIFER LOPEZ Love Don't Cost A Thing (Epic)	6937	+1441	741333	5	173/0
6	9	SAMANTHA MUMBA Gotta Tell You (Wildcard/Polydor/Interscope)	6334	-1506	605940	21	165/0
8	10	DEBELAH MORGAN Dance With Me (DAS/Atlantic)	6164	-557	595129	25	159/0
17	11	MADONNA Don't Tell Me (Maverick/WB)	5942	+1031	577742	5	172/2
14	12	EVAN AND JARON Crazy For This Girl (Columbia)	5705	+424	538121	21	160/1
10	13	3 DOORS DOWN Kryptonite (Republic/Universal)	5531	-572	592799	28	158/0
11	14	'N SYNC This I Promise You (Jive)	5397	-495	633238	17	159/0
9	15	PINK Most Girls (LaFace/Arista)	5096	-1010	567071	22	152/0
19	16	98 DEGREES My Everything (Universal)	4759	+316	460937	7	162/1
16	17	BRITNEY SPEARS Stronger (Jive)	4684	-459	448344	9	168/0
22	18	BBMAK Still On Your Side (Hollywood)	4604	+762	436941	8	164/1
24	19	NELLY E.I. (Fo' Reel/Universal)	4146	+635	389348	7	147/2
15	20	KANDI Don't Think I'm Not (So So Def/Columbia)	4132	-1065	363261	19	132/0
21	21	FAITH HILL The Way You Love Me (Warner Bros.)	4098	-234	372683	18	140/0
Breaker	22	PINK You Make Me Sick (LaFace/Arista)	3638	+1564	358789	3	154/12
18	23	BACKSTREET BOYS Shape Of My Heart (Jive)	3566	-1367	370391	13	148/0
26	24	U2 Beautiful Day (Interscope)	3540	+602	358796	8	153/5
Breaker	25	K-CI & JOJO Crazy (MCA)	3444	+1093	318460	4	122/6
25	26	MIKAILA So In Love With Two (Island/IDJMG)	2852	-293	231730	11	142/1
23	27	BARENAKED LADIES Pinch Me (Reprise)	2790	-985	252068	20	116/0
Breaker	28	O-TOWN Liquid Dreams (J)	2746	+670	256175	6	154/4
Breaker	29	OUTKAST Ms. Jackson (LaFace/Arista)	2716	+1330	305583	2	127/24
28	30	EVERCLEAR AM Radio (Capitol)	2573	-10	184957	8	120/2
34	31	FUEL Hemorrhage (In My Hands) (550 Music/Epic)	2482	+653	237197	5	121/9
Debut	32	CRAZY TOWN Butterfly (Columbia)	2166	+1553	243668	1	136/51
29	33	RUFF ENDZ No More (Epic)	2041	-346	231425	17	93/0
35	34	BON JOVI Thank You For Loving Me (Island/IDJMG)	2021	+240	193558	6	115/5
36	35	DAVID GRAY Babylon (ATO/RCA)	1963	+227	187753	7	120/3
40	36	DEXTER FREEBISH Leaving Town (Capitol)	1707	+354	113863	8	88/3
27	37	RICKY MARTIN She Bangs (Columbia)	1663	-967	206832	14	109/0
31	38	EMINEM F/DIDO Stan (Aftermath/Interscope)	1569	-667	188646	8	101/0
41	39	3LW No More (Baby I'ma Do Right) (Epic)	1536	+261	132284	4	83/6
37	40	JA RULE F/CHRISTINA MILIAN Between... (Murder Inc./Def Jam/IDJMG)	1534	+1	163423	7	78/1
39	41	OFFSPRING Original Prankster (Columbia)	1428	+44	103489	4	106/0
Debut	42	ATC Around The World (La La La...) (Republic/Universal)	1401	+878	216461	1	78/34
45	43	LUDACRIS What's Your Fantasy (Def Jam South/IDJMG)	1292	+153	133456	3	68/2
48	44	NELLY FURTADO I'm Like A Bird (DreamWorks)	1248	+281	122561	3	92/3
Debut	45	MOBY F/GWEN STEFANI Southside (V2)	1209	+497	130604	1	76/7
Debut	46	SHAGGY Angel (MCA)	1156	+813	200050	1	54/47
50	47	UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	1152	+234	89303	2	70/8
Debut	48	R. KELLY I Wish (Jive)	1117	+409	115933	1	86/11
Debut	49	LEE ANN WOMACK I Hope You Dance (MCA/Universal)	1078	+396	90452	1	81/9
49	50	JAY-Z I Just Wanna Love U... (Roc-A-Fella/IDJMG)	1019	+86	113318	3	61/4

Most Added.

ARTIST TITLE LABEL(S)	ADDS
VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)	73
BACKSTREET BOYS The Call (Jive)	69
O100 Thankyou (Arista)	60
BLESSID UNION OF SOULS F/3XL Storybook Life (V2)	54
CRAZY TOWN Butterfly (Columbia)	51
BAHA MEN You All Dat (Artemis)	51
SHAGGY Angel (MCA)	47
CORRS Breathless (143/Lava/Atlantic)	38
ATC Around The World (La La La...) (Republic/Universal)	34
THEY MIGHT BE GIANTS Boss Of Me (Restless)	32

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
PINK You Make Me Sick (LaFace/Arista)	+1564
LENNY KRAVITZ Again (Virgin)	+1557
CRAZY TOWN Butterfly (Columbia)	+1553
JENNIFER LOPEZ Love Don't Cost A Thing (Epic)	+1441
OUTKAST Ms. Jackson (LaFace/Arista)	+1330
K-CI & JOJO Crazy (MCA)	+1093
MADONNA Don't Tell Me (Maverick/WB)	+1031
DREAM He Loves U Not (Bad Boy/Arista)	+923
ATC Around The World... (Republic/Universal)	+878
SHAGGY Angel (MCA)	+813

Breakers.

PINK		
You Make Me Sick (LaFace/Arista)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
3638/1564	154/12	22
K-CI & JOJO		
Crazy (MCA)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
3444/1093	122/6	25
O-TOWN		
Liquid Dreams (J)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
2746/670	154/4	28
OUTKAST		
Ms. Jackson (LaFace/Arista)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
2716/1330	127/24	29

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



174 CHR/Pop reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 12/31/00-Saturday 1/6/01. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 2500 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.



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BACKSTREET BOYS

THE CALL

From The 8x Platinum Album Black & Blue.

On Your Desk Now!

"The title of the song speaks for itself. After a couple of spins #2 Phones!"

— Cubby Bryant. MD/Z100

Most Added!

Z100	KIIS	KHKS	WDRQ	WFLZ	WBTS	WSTR	WXKS	KTFM	KZZP	B94	WIOQ
KCHZ	WFKS	WKIE	WHTS	WKST	KUMX	KFMD	KZQZ	KSLZ	WKFS	WKQI	

MTV Video Premiere On Friday, January 12th!

Mangement The Firm



EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES January 12, 2001

CALLOUT AMERICA® song selection is based on the top 25 titles from the R&R CHR/Pop chart for the airplay week of December 10-16, 2000.

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL % FAMILIARITY	TOTAL % BURN	DEMOGRAPHICS			REGIONS			
	TW	3W	4W	5W			WOMEN 12-17	WOMEN 18-24	WOMEN 25-34	EAST	SOUTH	MID-WEST	WEST
	HP OUTKAST Ms. Jackson (LaFace/Arista)	3.81	3.94	3.89			—	68.5	14.4	3.98	3.66	3.70	4.05
HP DIDO Thankyou (Arista)	3.78	3.98	3.99	—	78.8	18.3	3.74	3.82	3.78	3.95	3.68	3.76	3.75
SHAGGY It Wasn't Me (MCA)	3.77	3.86	3.88	—	82.0	26.6	3.85	3.63	3.84	3.85	3.63	3.87	3.76
DESTINY'S CHILD Independent Women (Part 1) (Columbia)	3.76	3.91	3.91	3.99	83.2	29.3	3.95	3.68	3.57	3.69	3.77	3.72	3.85
'N SYNC This I Promise You (Jive)	3.75	3.80	3.79	3.82	81.7	25.6	3.92	3.53	3.77	3.70	3.89	3.50	3.88
HP LEE ANN WOMACK I Hope You Dance (MCA/Universal)	3.73	3.83	3.62	3.74	49.3	9.0	3.67	3.73	3.80	3.53	3.72	3.72	3.89
HP LENNY KRAVITZ Again (Virgin)	3.72	—	—	—	69.8	17.3	3.71	3.72	3.73	3.74	3.90	3.60	3.64
NELLY E.I. (Fo' Reel/Universal)	3.72	3.70	3.75	3.69	80.0	22.4	3.93	3.58	3.54	3.84	3.72	3.91	3.43
DREAM He Love's U Not (Bad Boy/Arista)	3.69	3.55	3.58	3.61	73.9	16.1	4.09	3.41	3.35	3.58	3.62	3.71	3.83
HP LUDACRIS What's Your Fantasy (Def Jam South/IDJMG)	3.68	3.88	3.66	3.74	68.3	19.8	3.89	3.66	3.26	3.77	3.81	3.66	3.50
HP LIMP BIZKIT Rollin' (Flip/Interscope)	3.67	3.74	3.67	—	69.8	14.6	3.91	3.54	3.39	3.44	3.82	3.92	3.47
FAITH HILL The Way You Love Me (Warner Bros.)	3.66	3.62	3.71	3.60	74.6	20.7	3.73	3.64	3.59	3.49	3.80	3.76	3.59
HP 3 DOORS DOWN Loser (Republic/Universal)	3.65	3.81	—	—	43.7	9.0	3.53	3.70	3.72	3.53	3.69	3.87	3.42
CREED With Arms Wide Open (Wind-up)	3.64	3.80	3.60	3.58	86.3	35.1	3.47	3.58	3.93	3.33	3.96	3.53	3.77
EVAN AND JARON Crazy For This Girl (Columbia)	3.63	3.55	3.48	3.61	64.4	14.4	3.83	3.53	3.75	3.64	3.63	3.61	3.64
98 DEGREES My Everything (Universal)	3.60	3.70	—	—	62.7	13.2	3.82	3.37	3.52	3.68	3.77	3.30	3.63
HP JA RULE F.C. MILIAN Between Me... (Murder Inc./Def Jam/IDJMG)	3.60	3.78	3.59	3.67	72.4	24.6	3.75	3.67	3.38	3.88	3.53	3.56	3.45
JAY-Z I Just Wanna Love U (Give It 2 Me) (Roc-A-Fella/IDJMG)	3.59	3.51	3.81	3.69	62.0	14.9	3.52	3.63	3.69	3.86	3.64	3.54	3.36
R. KELLY I Wish (Jive)	3.56	3.81	3.72	—	51.5	13.2	3.59	3.51	3.50	3.40	3.83	3.63	3.30
PINK Most Girls (LaFace/Arista)	3.53	3.60	3.65	3.56	80.2	28.3	3.75	3.25	3.52	3.30	3.56	3.63	3.62
MYA Case Of The Ex (Whatcha Gonna Do) (University/Interscope)	3.52	3.80	3.79	3.80	84.4	29.0	3.74	3.30	3.49	3.67	3.54	3.42	3.45
JENNIFER LOPEZ Love Don't Cost A Thing (Epic)	3.49	—	—	—	78.0	21.5	3.64	3.33	3.47	3.48	3.64	3.59	3.27
SAMANTHA MUMBA Gotta Tell You (Wildcard/Polydor/Interscope)	3.48	3.42	3.57	3.38	70.5	22.4	3.42	3.43	3.58	3.40	3.58	3.39	3.48
MADONNA Don't Tell Me (Maverick/WB)	3.43	—	—	—	59.5	14.4	3.42	3.61	3.22	3.33	3.56	3.70	3.17
BRITNEY SPEARS Stronger (Jive)	3.41	3.47	3.48	—	71.5	22.4	3.47	3.37	3.34	3.44	3.60	3.14	3.42
KANDI Don't Think I'm Not (So So Def/Columbia)	3.41	3.37	3.58	3.47	72.4	27.6	3.56	3.19	3.44	3.61	3.63	3.26	3.14
BBMAX Still On Your Side (Hollywood)	3.40	—	—	—	52.4	13.4	3.57	3.10	3.44	3.46	3.46	3.31	3.30
MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	3.37	3.54	3.44	3.55	73.2	23.9	3.13	3.28	3.78	3.41	3.49	3.34	3.27
BACKSTREET BOYS Shape Of My Heart (Jive)	3.36	3.42	3.47	3.53	75.9	30.2	3.40	3.18	3.53	3.32	3.50	3.18	3.36
DEBELAH MORGAN Dance With Me (DAS/Atlantic)	3.34	3.26	3.44	3.38	68.3	27.8	3.19	3.34	3.63	3.45	3.31	3.25	3.36
MIKAILA So In Love With Two (Island/IDJMG)	3.28	—	—	—	42.4	11.7	3.30	3.16	3.39	3.41	3.23	3.20	3.30
BARENAKED LADIES Pinch Me (Reprise)	3.25	3.29	3.39	3.47	71.5	26.8	3.02	3.30	3.49	3.19	3.29	3.27	3.26

Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5 (1 = dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must reach 40% familiarity before they appear in print. Hit Potential (HP) represents songs that have yet to chart in the top 25 on R&R's CHR/Pop chart. Sample composition is based on females aged 12-34, who responded favorably to a CHR/Pop musical montage in the following regions and markets: EAST: Baltimore, Boston, Long Island, New York, Philadelphia, Pittsburgh, Providence, Washington, DC. SOUTH: Atlanta, Dallas, Houston, Miami, San Antonio, Tampa. MIDWEST: Chicago, Cincinnati, Cleveland, Columbus, Detroit, Kansas City, Milwaukee, Minneapolis, St. Louis. WEST: Los Angeles, Phoenix, Portland, Sacramento, San Diego, San Francisco, Seattle. © 2001, R&R Inc.

CALLOUT AMERICA® Hot Scores

BY ANTHONY ACAMPORA

Happy new year to everyone. All of us at R&R would like to thank you for your continuing support of Callout America, which will celebrate its sixth anniversary next month.

With the survey returning after a three-week hiatus, you'll notice more fluctuation than normal for the scores — and a very tight survey, with the scores very close to one other. Please keep the break in mind when judging a song's performance.

Arista starts 2001 the way it finished 2000: owning the top two positions. This week it's OutKast who take the No. 1 spot, with "Ms. Jackson" (LaFace/Arista). "Ms. Jackson" also ranks second with teens, sixth 18-24 and 10th 25-34, posting great across-the-board scores. Dido grabs the runner-up spot with "Thankyou." The hook, featured prominently in Eminem's "Stan," ranks first 18-24 and fourth 25-34.

"Again" by Lenny Kravitz (Virgin) makes a solid debut at No. 7 overall with a 3.72 total favorability score. "Again" is testing strong among women 18-24 (No. 3) and 25-34 (No. 8).

Country crossover "I Hope You Dance" by Lee Ann Womack (MCA/Universal) ranks sixth with a 3.73. "Dance" is second 18-24 and third 25-34.

Two big Rock and Alternative hits, "Rollin'" by Limp Bizkit (Interscope) and "Loser" by 3 Doors Down (Republic/Universal), are doing well. "Rollin'" is 11th overall and sixth with teens while "Loser" is 13th overall and ranks fourth 18-24 and ninth 25-34.

Real Love. Mad Love. Crazy Love.

R&R CHR/Pop Chart
30 - 25 Breaker!
3444 Plays +1093

Monitor Top 40 Mainstream
Chart 27*
2459 Spins +386

Top 5 Callout at:

KKRZ KHTS KOWB KZQZ
KRQQ WWHT KLUC KYLD

Big Spins at:

WFLZ KSLZ KZZP KHTS WFHN
WKSE KDND KKRZ KHKS KHFI
KUMX KRBV WAKS WAPE

Kci & JoJo

"CRAZY"

The Debut Single from the
New Album



MCA

Now & Active

BACKSTREET BOYS The Call (*Jive*)
Total Plays: 837, Total Stations: 74, Adds: 69

DIDO Thankyou (*Arista*)
Total Plays: 749, Total Stations: 78, Adds: 60

LIMP BIZKIT Rollin' (*Flip/Interscope*)
Total Plays: 650, Total Stations: 37, Adds: 2

SADE By Your Side (*Epic*)
Total Plays: 450, Total Stations: 43, Adds: 3

MONIEHAN I Can Tell (*Universal*)
Total Plays: 449, Total Stations: 35, Adds: 0

CORRS Breathless (*143/Lava/Atlantic*)
Total Plays: 333, Total Stations: 43, Adds: 38

NO DOUBT Bathwater (*Interscope*)
Total Plays: 331, Total Stations: 30, Adds: 0

BOYZ II MEN Thank You In Advance (*Universal*)
Total Plays: 272, Total Stations: 30, Adds: 0

FLYING BLIND Smokescreen (*Republic/Universal*)
Total Plays: 232, Total Stations: 26, Adds: 0

VERTICAL HORIZON Best I Ever Had (*Grey Sky...*) (*RCA*)
Total Plays: 195, Total Stations: 73, Adds: 73

BLESSID UNION OF SOULS F/3XL Storybook Life (*V2*)
Total Plays: 137, Total Stations: 55, Adds: 54

AEROSMITH Jaded (*Columbia*)
Total Plays: 133, Total Stations: 15, Adds: 15

DAFT PUNK One More Time (*Virgin*)
Total Plays: 125, Total Stations: 14, Adds: 14

THEY MIGHT BE GIANTS Boss Of Me (*Restless*)
Total Plays: 84, Total Stations: 33, Adds: 32

BAHA MEN You All Dat (*Artemis*)
Total Plays: 67, Total Stations: 52, Adds: 51

SOULDECISION Ooh It's Kinda Crazy (*MCA*)
Total Plays: 55, Total Stations: 14, Adds: 14

R. MARTIN F/C. AGUILERA Nobody Wants... (*Columbia*)
Total Plays: 49, Total Stations: 14, Adds: 14

Songs ranked by total plays

Secret Promotion Weapon

Continued from Page 44

"Although there is no direct relationship between dollars to the station and the events' income, there is a huge opportunity for each of our client stations to use this as a tool to sell sponsorships. It's turnkey for them. The station's sales department can offer Radio Parties to advertisers for \$30,000 or whatever they want to charge for it, then our company facilitates their sponsors.

"We make sure the sponsor ends up on the posters and that the posters are hung at the event itself. Our DJs take care of anything to be given away. In that way our fee is built into the package, and the stations can make a significant chunk of cash, as opposed to making \$50 off a gig."

The Three P's

Product, promotion and personalities are the main ingredients in Radio Parties' success. Conscientious PDs are always consumed with delivering quality product both on and off the air, and Radio Parties seems to put their minds at ease.

When it comes to product, one concern of PDs is that the music played at the event may not be music they play on their stations. Hansen says that he promises each partner station that 80% of the music will be music that comes from that station, and 20% might be outside its format. He says most stations don't have a problem with that ratio.

When representing a partner radio station, Hansen's personalities are very upfront about the fact that, unless previously arranged, "We're not going to have the morning guy coming in," Hansen says. "There are people who come up to our guys and ask, 'Which

on-air disc jockey are you? When are you on? Our guys are trained to say, 'Actually, we're the promotional team of DJs. We're called the street jocks.'

"The on-air team at the station does all of the on-air work, and we do all the parties. We position our DJs as being part of the promotional team at the station, so it's not like they're detached. It just so happens that they're not on the air."

For partner stations, promotion is vital. At each station event Hansen instructs his people to run a hot clock. "In the hot clock there are promotion spots four times an hour, which are prerecorded and burned to CD," he says. "The promo may say, 'This is Balthazar from Jammin' 94.5 saying....' or, 'This is Balthazar. Hope you're having a good time. Make sure to listen to me Monday morning, 5:30-9.' They usually have a comical promo as well."

They may also have the station jingles and sweepers on the CD, and all of those come into play on the hot clock. As Hansen puts it, "It becomes almost like a live radio show without the commercials, news and weather."

Radio Parties has now expanded to four formats: CHR, Oldies, AC and Country. Consolidation has been very good to Radio Parties. With budgets hard-hit by cutbacks and the need to get on the streets more important than ever, Radio Parties puts your station or stations in front of tens of thousands of people in a professional, upscale fashion — for free. If you are interested in working with Radio Parties, you'd better move quickly: The company cuts market- and format-exclusive deals.

You can reach Ric Hansen and Radio Parties at 800-954-3535 or ric@radioparties.com. Check out the company's website at www.radioparties.com.

KISSMAS JINGLE BALL 2000



IT'S 98 DEGREES IN DALLAS

This season's KHKS (Kiss-FM)/Dallas Kissmas Jingle Ball 2000 featured special guest performances by some of the top pop artists of the year, including Souldecision, Pink and 98 Degrees. Pictured are Universal Recording group 98 Degrees with air personalities Kidd Kraddick (second from left) and Dave Morales (third from right).



DREAMING OF A PINK CHRISTMAS

LaFace/Arista recording artist Pink performed some of her No. 1 hits, including "There You Go" and "Most Girls," from her platinum debut album, *Can't Take Me Home*. Here she is blazing across the stage at the Kissmas Jingle Ball 2000.



KISSMAS SPIRIT

During the Kissmas Jingle Ball MCA recording band Souldecision hung out backstage with station staffers. Pictured with the guys are KISS-FM's air personalities Kidd Kraddick (second from left) and Kellie Raspberry.



KISS JOCKS TAKE THE STAGE

This year's Kissmas Jingle Ball hosts included air personalities Big Al Mack and Kellie Raspberry. Here they are entertaining some 10,000 Kiss listeners.

Most Played Recurrents

MADONNA • Music (Maverick/WB)

CREED Higher (Wind-up)

VERTICAL HORIZON You're A God (RCA)

MATCHBOX TWENTY Bent (Lava/Atlantic)

NELLY Country Grammar (Fo' Reel/Universal)

DESTINY'S CHILD Jumpin' Jumpin' (Columbia)

CHRISTINA AGUILERA Come On Over (All I Want...) (RCA)

VERTICAL HORIZON Everything You Want (RCA)

NINE DAYS Absolutely (Story Of A Girl) (550 Music/Epic)

TONI BRAXTON He Wasn't Man Enough (LaFace/Arista)

PINK There You Go (LaFace/Arista)

AALIYAH Try Again (BlackGround/Virgin)

'N SYNC It's Gonna Be Me (Jive)

BON JOVI It's My Life (Island/IDJMG)

SONIQUE It Feels So Good (Farmclub/Republic/Universal)

JOE I Wanna Know (Jive)

JANET Doesn't Really Matter (Def Soul/IDJMG)

'N SYNC Bye Bye Bye (Jive)

EVERCLEAR Wonderful (Capitol)

BBMAK Back Here (Hollywood)

CHR/POP

Going For Adds 1/16/01

AEROSMITH Jaded (Columbia)

ATC All Around The World (La La La...) (Republic/Universal)

BARENAKED LADIES Too Little Too Late (Reprise)

BOSSON One In A Million (TVT)

LOUCHIE LOU AND MICHIE ONE 10 Out Of 10 (Interscope)

LUDACRIS What's Your Fantasy (Def Jam South/IDJMG)

R. MARTIN I/C. AGUILERA Nobody Wants To Be Lonely (Columbia)

MONICA Just Another Girl (Epic)



Q102 JINGLE BALL

WIOQ (Q102)/Philadelphia's *Chio* in the Morning crew and Virgin recording artist Lenny Kravitz spent some quality time at the Q102 Jingle Ball. Pictured are (l-r) Christie, Chip, Julie, Kravitz, Diego and Chio's son, Jamie.

TUNED-IN

CHR/POP

R&R/MEDIABASE 24/7

WWHT/Syracuse

3am

DR. DRE The Next Episode
TLC No Scrubs
JANET Doesn't Really Matter
MYSTIKAL Shake Ya Ass
Q-TIP Vivrant Thing
JENNIFER LOPEZ Love Don't Cost A Thing
NEXT Wiley
SISQO Thong Song
JAY-Z Big Pimpin'
EMINEM *1D1D0* Stan
NICOLE Make It Hot
JA RULE I/C. MILIAM Between Me And You
SHADE SHIEST Where I Wanna Be
DESTINY'S CHILD Independent Women Part 1

11am

JENNIFER LOPEZ Feelin' So Good
BRITNEY SPEARS Lucky
JAGGED EDGE Let's Get Married
BACKSTREET BOYS The One
TRINA Pull Over
SPICE GIRLS Holler
THIRD EYE BLIND Never Let You Go
BLOODHOUND GANG Bad Touch
BBMAK Back Here
'N SYNC This I Promise You
FATBOY SLIM The Rockafella Skank
MANDY MOORE I Wanna Be With You
BEENIE MAN I/MYA Girls Dem Sugar
98 DEGREES Give Me Just One Night (Una Noche)
BRIAN MCKNIGHT 6, 8, 12
VITAMIN C Graduation (Friends Forever)

4pm

VERTICAL HORIZON Everything You Want
PINK Most Girls
MYA Case Of The Ex (Whatcha...)
NELLY Country Grammar
KID ROCK Only God Knows Why
MONTELL JORDAN Get It On... Tonite
DESTINY'S CHILD Say My Name
AALIYAH Try Again
DMX Party Up (Up In Here)
BRIAN MCKNIGHT Back At One
CREED Higher
SISQO Thong Song
MACY GRAY I Try

8pm

SHAGGY It Wasn't Me
PINK You Make Me Sick
R. KELLY I Wish
LIMP BIZKIT Rollin'
NELLY E.I.
DREAM He Loves U Not
OUTKAST Ms. Jackson
LUDACRIS What's Your Fantasy
TRINA Pull Over
MADONNA Don't Tell Me
TANTO METRO/DEVONTE Everyone Falls In Love
MONIFAH I Can Tell
JAGGED EDGE Let's Get Married
DEBELAH MORGAN Dance With Me
MONTELL JORDAN This Is How We Do It
OUTKAST Ms. Jackson

93Q

WNTQ/Syracuse

3am

THIRD EYE BLIND Deep Inside Of You
EVERCLEAR AM Radio
LENNY KRAVITZ Again
KINA Me
BON JOVI It's My Life
SR-71 Right Now
FLYING BLIND Smokescreen
MADONNA Music
DEXTER FREEBISH Leaving Town
EVERCLEAR Wonderful
MIKAELA So In Love With Two
DAVID GRAY Babylon
CHRISTINA AGUILERA Come On Over Baby (All I...)
VERTICAL HORIZON You're A God
CELINE DION That's The Way It Is

11am

BARENAKED LADIES Pinch Me
BRITNEY SPEARS Lucky
DESTINY'S CHILD Independent Women Part 1
RICKY MARTIN She Bangs
BACKSTREET BOYS Shape Of My Heart
SUGAR RAY Falls Apart
KANDI Don't Think I'm Not
TRAIN Meet Virginia
BAHA MEN Who Let The Dogs Out
MYA Case Of The Ex (Whatcha...)
WHITNEY HDUSTON My Love Is Your Love
CHRISTINA AGUILERA I Turn To You

4pm

FAITH HILL The Way You Love Me
LENNY KRAVITZ American Woman
MADONNA American Pie
BLOODHOUND GANG Bad Touch
FOD FIGHTERS Learn To Fly
BACKSTREET BOYS Larger Than Life
SISTER HAZEL Change Your Mind
DREAM He Loves U Not
RUFF ENOZ No More
BRITNEY SPEARS (You Drive Me) Crazy

8pm

LONESTAR Amazed
SISQO Thong Song
JESSICA SIMPSON I Think I'm In Love With You
BRIAN MCKNIGHT Back At One
JANET Doesn't Really Matter
FAITH HILL Breathe
PINK Most Girls
CHRISTINA AGUILERA Come On Over Baby (All I...)
EFFEL 65 Blue (Da Ba Dee)
TONI BRAXTON He Wasn't Man Enough



Monitored airplay data supplied by Mediaspace Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 01/01. © 2001, R&R Inc.

CHR/Pop Playlists

January 12, 2001 RAR • 51

FM20 COMPLETE PLAYLISTS FOR ALL CHR/POP REPORTERS ON RAR ONLINE MUSIC TRACKING

MARKET #1

WZZM/Zeigler/Fl. Wenz
 Clear Channel
 (734) 881-3400
 12.1, Cum. 2,393,398

106.1 KISS FM

PLAT#	ARTIST/TITLE	RT	STATION
61	ARTIST/TITLE	61	106.1
62	ARTIST/TITLE	62	106.1
63	ARTIST/TITLE	63	106.1
64	ARTIST/TITLE	64	106.1
65	ARTIST/TITLE	65	106.1
66	ARTIST/TITLE	66	106.1
67	ARTIST/TITLE	67	106.1
68	ARTIST/TITLE	68	106.1
69	ARTIST/TITLE	69	106.1
70	ARTIST/TITLE	70	106.1
71	ARTIST/TITLE	71	106.1
72	ARTIST/TITLE	72	106.1
73	ARTIST/TITLE	73	106.1
74	ARTIST/TITLE	74	106.1
75	ARTIST/TITLE	75	106.1
76	ARTIST/TITLE	76	106.1
77	ARTIST/TITLE	77	106.1
78	ARTIST/TITLE	78	106.1
79	ARTIST/TITLE	79	106.1
80	ARTIST/TITLE	80	106.1
81	ARTIST/TITLE	81	106.1
82	ARTIST/TITLE	82	106.1
83	ARTIST/TITLE	83	106.1
84	ARTIST/TITLE	84	106.1
85	ARTIST/TITLE	85	106.1
86	ARTIST/TITLE	86	106.1
87	ARTIST/TITLE	87	106.1
88	ARTIST/TITLE	88	106.1
89	ARTIST/TITLE	89	106.1
90	ARTIST/TITLE	90	106.1
91	ARTIST/TITLE	91	106.1
92	ARTIST/TITLE	92	106.1
93	ARTIST/TITLE	93	106.1
94	ARTIST/TITLE	94	106.1
95	ARTIST/TITLE	95	106.1
96	ARTIST/TITLE	96	106.1
97	ARTIST/TITLE	97	106.1
98	ARTIST/TITLE	98	106.1
99	ARTIST/TITLE	99	106.1
100	ARTIST/TITLE	100	106.1

MARKET #2

WZZM/Zeigler/Fl. Wenz
 Clear Channel
 (734) 881-3400
 12.1, Cum. 2,188,498

102.7

PLAT#	ARTIST/TITLE	RT	STATION
101	ARTIST/TITLE	101	102.7
102	ARTIST/TITLE	102	102.7
103	ARTIST/TITLE	103	102.7
104	ARTIST/TITLE	104	102.7
105	ARTIST/TITLE	105	102.7
106	ARTIST/TITLE	106	102.7
107	ARTIST/TITLE	107	102.7
108	ARTIST/TITLE	108	102.7
109	ARTIST/TITLE	109	102.7
110	ARTIST/TITLE	110	102.7
111	ARTIST/TITLE	111	102.7
112	ARTIST/TITLE	112	102.7
113	ARTIST/TITLE	113	102.7
114	ARTIST/TITLE	114	102.7
115	ARTIST/TITLE	115	102.7
116	ARTIST/TITLE	116	102.7
117	ARTIST/TITLE	117	102.7
118	ARTIST/TITLE	118	102.7
119	ARTIST/TITLE	119	102.7
120	ARTIST/TITLE	120	102.7
121	ARTIST/TITLE	121	102.7
122	ARTIST/TITLE	122	102.7
123	ARTIST/TITLE	123	102.7
124	ARTIST/TITLE	124	102.7
125	ARTIST/TITLE	125	102.7
126	ARTIST/TITLE	126	102.7
127	ARTIST/TITLE	127	102.7
128	ARTIST/TITLE	128	102.7
129	ARTIST/TITLE	129	102.7
130	ARTIST/TITLE	130	102.7

MARKET #3

WZZM/Zeigler/Fl. Wenz
 Clear Channel
 (734) 881-3400
 12.1, Cum. 1,918,188

92.5 KISS FM

PLAT#	ARTIST/TITLE	RT	STATION
131	ARTIST/TITLE	131	92.5
132	ARTIST/TITLE	132	92.5
133	ARTIST/TITLE	133	92.5
134	ARTIST/TITLE	134	92.5
135	ARTIST/TITLE	135	92.5
136	ARTIST/TITLE	136	92.5
137	ARTIST/TITLE	137	92.5
138	ARTIST/TITLE	138	92.5
139	ARTIST/TITLE	139	92.5
140	ARTIST/TITLE	140	92.5
141	ARTIST/TITLE	141	92.5
142	ARTIST/TITLE	142	92.5
143	ARTIST/TITLE	143	92.5
144	ARTIST/TITLE	144	92.5
145	ARTIST/TITLE	145	92.5
146	ARTIST/TITLE	146	92.5
147	ARTIST/TITLE	147	92.5
148	ARTIST/TITLE	148	92.5
149	ARTIST/TITLE	149	92.5
150	ARTIST/TITLE	150	92.5
151	ARTIST/TITLE	151	92.5
152	ARTIST/TITLE	152	92.5
153	ARTIST/TITLE	153	92.5
154	ARTIST/TITLE	154	92.5
155	ARTIST/TITLE	155	92.5
156	ARTIST/TITLE	156	92.5
157	ARTIST/TITLE	157	92.5
158	ARTIST/TITLE	158	92.5
159	ARTIST/TITLE	159	92.5
160	ARTIST/TITLE	160	92.5

MARKET #4

WZZM/Zeigler/Fl. Wenz
 Clear Channel
 (734) 881-3400
 12.1, Cum. 1,794,188

92.5 KISS FM

PLAT#	ARTIST/TITLE	RT	STATION
161	ARTIST/TITLE	161	92.5
162	ARTIST/TITLE	162	92.5
163	ARTIST/TITLE	163	92.5
164	ARTIST/TITLE	164	92.5
165	ARTIST/TITLE	165	92.5
166	ARTIST/TITLE	166	92.5
167	ARTIST/TITLE	167	92.5
168	ARTIST/TITLE	168	92.5
169	ARTIST/TITLE	169	92.5
170	ARTIST/TITLE	170	92.5
171	ARTIST/TITLE	171	92.5
172	ARTIST/TITLE	172	92.5
173	ARTIST/TITLE	173	92.5
174	ARTIST/TITLE	174	92.5
175	ARTIST/TITLE	175	92.5
176	ARTIST/TITLE	176	92.5
177	ARTIST/TITLE	177	92.5
178	ARTIST/TITLE	178	92.5
179	ARTIST/TITLE	179	92.5
180	ARTIST/TITLE	180	92.5
181	ARTIST/TITLE	181	92.5
182	ARTIST/TITLE	182	92.5
183	ARTIST/TITLE	183	92.5
184	ARTIST/TITLE	184	92.5
185	ARTIST/TITLE	185	92.5
186	ARTIST/TITLE	186	92.5
187	ARTIST/TITLE	187	92.5
188	ARTIST/TITLE	188	92.5
189	ARTIST/TITLE	189	92.5
190	ARTIST/TITLE	190	92.5

MARKET #5

WZZM/Zeigler/Fl. Wenz
 Clear Channel
 (734) 881-3400
 12.1, Cum. 1,584,998

101.2

PLAT#	ARTIST/TITLE	RT	STATION
191	ARTIST/TITLE	191	101.2
192	ARTIST/TITLE	192	101.2
193	ARTIST/TITLE	193	101.2
194	ARTIST/TITLE	194	101.2
195	ARTIST/TITLE	195	101.2
196	ARTIST/TITLE	196	101.2
197	ARTIST/TITLE	197	101.2
198	ARTIST/TITLE	198	101.2
199	ARTIST/TITLE	199	101.2
200	ARTIST/TITLE	200	101.2
201	ARTIST/TITLE	201	101.2
202	ARTIST/TITLE	202	101.2
203	ARTIST/TITLE	203	101.2
204	ARTIST/TITLE	204	101.2
205	ARTIST/TITLE	205	101.2
206	ARTIST/TITLE	206	101.2
207	ARTIST/TITLE	207	101.2
208	ARTIST/TITLE	208	101.2
209	ARTIST/TITLE	209	101.2
210	ARTIST/TITLE	210	101.2
211	ARTIST/TITLE	211	101.2
212	ARTIST/TITLE	212	101.2
213	ARTIST/TITLE	213	101.2
214	ARTIST/TITLE	214	101.2
215	ARTIST/TITLE	215	101.2
216	ARTIST/TITLE	216	101.2
217	ARTIST/TITLE	217	101.2
218	ARTIST/TITLE	218	101.2
219	ARTIST/TITLE	219	101.2
220	ARTIST/TITLE	220	101.2

MARKET #6

WZZM/Zeigler/Fl. Wenz
 Clear Channel
 (734) 881-3400
 12.1, Cum. 1,384,998

106.1 KISS FM

PLAT#	ARTIST/TITLE	RT	STATION
221	ARTIST/TITLE	221	106.1
222	ARTIST/TITLE	222	106.1
223	ARTIST/TITLE	223	106.1
224	ARTIST/TITLE	224	106.1
225	ARTIST/TITLE	225	106.1
226	ARTIST/TITLE	226	106.1
227	ARTIST/TITLE	227	106.1
228	ARTIST/TITLE	228	106.1
229	ARTIST/TITLE	229	106.1
230	ARTIST/TITLE	230	106.1
231	ARTIST/TITLE	231	106.1
232	ARTIST/TITLE	232	106.1
233	ARTIST/TITLE	233	106.1
234	ARTIST/TITLE	234	106.1
235	ARTIST/TITLE	235	106.1
236	ARTIST/TITLE	236	106.1
237	ARTIST/TITLE	237	106.1
238	ARTIST/TITLE	238	106.1
239	ARTIST/TITLE	239	106.1
240	ARTIST/TITLE	240	106.1
241	ARTIST/TITLE	241	106.1
242	ARTIST/TITLE	242	106.1
243	ARTIST/TITLE	243	106.1
244	ARTIST/TITLE	244	106.1
245	ARTIST/TITLE	245	106.1
246	ARTIST/TITLE	246	106.1
247	ARTIST/TITLE	247	106.1
248	ARTIST/TITLE	248	106.1
249	ARTIST/TITLE	249	106.1
250	ARTIST/TITLE	250	106.1

MARKET #7

WZZM/Zeigler/Fl. Wenz
 Clear Channel
 (734) 881-3400
 12.1, Cum. 1,184,998

106.1 KISS FM

PLAT#	ARTIST/TITLE	RT	STATION
251	ARTIST/TITLE	251	106.1
252	ARTIST/TITLE	252	106.1
253	ARTIST/TITLE	253	106.1
254	ARTIST/TITLE	254	106.1
255	ARTIST/TITLE	255	106.1
256	ARTIST/TITLE	256	106.1
257	ARTIST/TITLE	257	106.1
258	ARTIST/TITLE	258	106.1
259	ARTIST/TITLE	259	106.1
260	ARTIST/TITLE	260	106.1
261	ARTIST/TITLE	261	106.1
262	ARTIST/TITLE	262	106.1
263	ARTIST/TITLE	263	106.1
264	ARTIST/TITLE	264	106.1
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269	ARTIST/TITLE	269	106.1
270	ARTIST/TITLE	270	106.1
271	ARTIST/TITLE	271	106.1
272	ARTIST/TITLE	272	106.1
273	ARTIST/TITLE	273	106.1
274	ARTIST/TITLE	274	106.1
275	ARTIST/TITLE	275	106.1
276	ARTIST/TITLE	276	106.1
277	ARTIST/TITLE	277	106.1
278	ARTIST/TITLE	278	106.1
279	ARTIST/TITLE	279	106.1
280	ARTIST/TITLE	280	106.1

MARKET #8

WZZM/Zeigler/Fl. Wenz
 Clear Channel
 (734) 881-3400
 12.1, Cum. 984,998

92.1

PLAT#	ARTIST/TITLE	RT	STATION
281	ARTIST/TITLE	281	92.1
282	ARTIST/TITLE	282	92.1
283	ARTIST/TITLE	283	92.1
284	ARTIST/TITLE	284	92.1
285	ARTIST/TITLE	285	92.1
286	ARTIST/TITLE	286	92.1
287	ARTIST/TITLE	287	92.1
288	ARTIST/TITLE	288	92.1
289	ARTIST/TITLE	289	92.1
290	ARTIST/TITLE	290	92.1
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293	ARTIST/TITLE	293	92.1
294	ARTIST/TITLE	294	92.1
295	ARTIST/TITLE	295	92.1
296	ARTIST/TITLE	296	92.1
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303	ARTIST/TITLE	303	92.1
304	ARTIST/TITLE	304	92.1
305	ARTIST/TITLE	305	92.1
306	ARTIST/TITLE	306	92.1
307	ARTIST/TITLE	307	92.1
308	ARTIST/TITLE	308	92.1
309	ARTIST/TITLE	309	92.1
310	ARTIST/TITLE	310	92.1

MARKET #9

WZZM/Zeigler/Fl. Wenz
 Clear Channel
 (734) 881-3400
 12.1, Cum. 784,998

92.5 KISS FM

PLAT#	ARTIST/TITLE	RT	STATION
311	ARTIST/TITLE	311	92.5
312	ARTIST/TITLE	312	92.5
313	ARTIST/TITLE	313	92.5
314	ARTIST/TITLE	314	92.5
315	ARTIST/TITLE	315	92.5
316	ARTIST/TITLE	316	92.5
317	ARTIST/TITLE	317	92.5
318	ARTIST/TITLE	318	92.5
319	ARTIST/TITLE	319	92.5
320	ARTIST/TITLE	320	92.5
321	ARTIST/TITLE	321	92.5
322	ARTIST/TITLE	322	92.5
323	ARTIST/TITLE	323	92.5
324	ARTIST/TITLE	324	92.5
325	ARTIST/TITLE	325	92.5
326	ARTIST/TITLE	326	92.5
327			

CHR/Pop Playlists

FIND COMPLETE PLAYLISTS FOR ALL CHR/POP REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #14

KBZZ/Seattle-Tacoma
Infinity
(206) 805-1061
Preston/Marcus D.
12+ Cumulative 408,600



PLAYS	3W	TW	ARTIST/TITLE	GI (000)
62	82	81	DESTINY'S CHIL'D/Independent Women...	91005
62	82	81	DREAM'N LIVES U Not	11200
62	82	81	DESTINY'S CHIL'D/Independent Women...	11070
62	82	81	LENNY KRAMITZ/Again	10935
62	82	81	N SYNC/This I Promise You	10570
62	82	81	K-CI & JUDIC/Crazy	81750
62	82	81	MYA/Case Of The Ex...	7530
62	82	81	DREAM'N LIVES U Not	7525
62	82	81	SAMANTHA MUMBA/Gotta Tell You	7520
62	82	81	JENNIFER LOPEZ/Love Don't Cost...	7520
62	82	81	LENNY KRAMITZ/Again	7520
62	82	81	PINK/You Make Me Sick	7520
62	82	81	EMINEM/FD/Crazy	7520
62	82	81	DREAM'N LIVES U Not	7520
62	82	81	FAITH HILL/The Way You Love Me	7520
62	82	81	UNCLE KRACKER/Follow Me	7520
62	82	81	N SYNC/This I Promise You	7520
62	82	81	SOUL2SOUL/No More	7520
62	82	81	MADONNA/Don't Tell Me	7520
62	82	81	OFF SPONGE/Original Prankster	7520
62	82	81	W/HEATUP/No More	7520
62	82	81	EMINEM/FD/Crazy	7520
62	82	81	CHRISTINA AGUILERA/Come On Over...	7520
62	82	81	98 DEGREES/We're Just One	7520
62	82	81	MADONNA/Don't Tell Me	7520
62	82	81	NEVILLE	7520
62	82	81	PINK/You Make Me Sick	7520
62	82	81	BRITNEY SPEARS/Stronger	7520
62	82	81	OUTKAST/Idiot Jackson	7520
62	82	81	BARENKAT/LADE'S Pinch Me	7520
62	82	81	NINE DAYS/Absolutely...	7520
62	82	81	THE NOTORIOUS B.I.G./Go Go Go	7520
62	82	81	BLINK-182/What's So Good About This?	7520
62	82	81	DEXTER FREEBISH/Leaving Town	7520
62	82	81	EVERETT/When I See You	7520
62	82	81	O-TOWN/Liquid Dreams	7520
62	82	81	BLINK-182/What's So Good About This?	7520
62	82	81	COLDPLAY/Yellow	7520
62	82	81	CREEDEX	7520

MARKET #15

KZZP/Phoenix
Clear Channel
(602) 279-5577
Summers/Rite
12+ Cumulative 370,300



PLAYS	3W	TW	ARTIST/TITLE	GI (000)
62	82	81	DREAM'N LIVES U Not	11200
62	82	81	DESTINY'S CHIL'D/Independent Women...	11070
62	82	81	LENNY KRAMITZ/Again	10935
62	82	81	N SYNC/This I Promise You	10570
62	82	81	K-CI & JUDIC/Crazy	81750
62	82	81	MYA/Case Of The Ex...	7530
62	82	81	DREAM'N LIVES U Not	7525
62	82	81	SAMANTHA MUMBA/Gotta Tell You	7520
62	82	81	JENNIFER LOPEZ/Love Don't Cost...	7520
62	82	81	LENNY KRAMITZ/Again	7520
62	82	81	PINK/You Make Me Sick	7520
62	82	81	EMINEM/FD/Crazy	7520
62	82	81	DREAM'N LIVES U Not	7520
62	82	81	FAITH HILL/The Way You Love Me	7520
62	82	81	UNCLE KRACKER/Follow Me	7520
62	82	81	N SYNC/This I Promise You	7520
62	82	81	SOUL2SOUL/No More	7520
62	82	81	MADONNA/Don't Tell Me	7520
62	82	81	OFF SPONGE/Original Prankster	7520
62	82	81	W/HEATUP/No More	7520
62	82	81	EMINEM/FD/Crazy	7520
62	82	81	CHRISTINA AGUILERA/Come On Over...	7520
62	82	81	98 DEGREES/We're Just One	7520
62	82	81	MADONNA/Don't Tell Me	7520
62	82	81	NEVILLE	7520
62	82	81	PINK/You Make Me Sick	7520
62	82	81	BRITNEY SPEARS/Stronger	7520
62	82	81	OUTKAST/Idiot Jackson	7520
62	82	81	BARENKAT/LADE'S Pinch Me	7520
62	82	81	NINE DAYS/Absolutely...	7520
62	82	81	THE NOTORIOUS B.I.G./Go Go Go	7520
62	82	81	BLINK-182/What's So Good About This?	7520
62	82	81	DEXTER FREEBISH/Leaving Town	7520
62	82	81	EVERETT/When I See You	7520
62	82	81	O-TOWN/Liquid Dreams	7520
62	82	81	BLINK-182/What's So Good About This?	7520
62	82	81	COLDPLAY/Yellow	7520
62	82	81	CREEDEX	7520

MARKET #16

KHTS/San Diego
Clear Channel
(619) 291-9191
Lard/Haze
12+ Cumulative 444,900



PLAYS	3W	TW	ARTIST/TITLE	GI (000)
62	82	81	SHAGGY/Wasn't Me	10836
62	82	81	JENNIFER LOPEZ/Love Don't Cost...	10492
62	82	81	MYA/Case Of The Ex...	10492
62	82	81	N SYNC/This I Promise You	10370
62	82	81	LENNY KRAMITZ/Again	8600
62	82	81	MYA/Case Of The Ex...	7560
62	82	81	DREAM'N LIVES U Not	5504
62	82	81	OUTKAST/Idiot Jackson	5332
62	82	81	BACKSTREET BOYS/Shape Of My Heart	5160
62	82	81	DESTINY'S CHIL'D/Independent Women...	5160
62	82	81	K-CI & JUDIC/Crazy	4988
62	82	81	MADONNA/Don't Tell Me	4988
62	82	81	98 DEGREES/My Everything	4300
62	82	81	JAY-Z/Faith & Hope	4128
62	82	81	MYA/Case Of The Ex...	4128
62	82	81	JENNIFER LOPEZ/Love Don't Cost...	4128
62	82	81	RUFF ENDO/No More	4128
62	82	81	SISQO/Thong Song	4128
62	82	81	DESTINY'S CHIL'D/Jumpin' Jumpin'	4128
62	82	81	R. KELLY/Wish	4128
62	82	81	LENNY KRAMITZ/Again	3956
62	82	81	BACKSTREET BOYS/Shape Of My Heart	3956
62	82	81	SOUL2SOUL/No More	3956
62	82	81	FUEL/Remember	3956
62	82	81	3 DOORS DOWN/Kryptonite	3784
62	82	81	DESTINY'S CHIL'D/Jumpin' Jumpin'	3784
62	82	81	R. KELLY/Wish	3784
62	82	81	PINK/You Make Me Sick	3784
62	82	81	LOUISE LUDOVICHI/No Out Of It	3612
62	82	81	KANDI D/Think I'm Not	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	EMINEM/FD/Crazy	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
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62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
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62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
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62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
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62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson	3612
62	82	81	MADONNA/Don't Tell Me	3612
62	82	81	NEVILLE	3612
62	82	81	BRITNEY SPEARS/Stronger	3612
62	82	81	OUTKAST/Idiot Jackson</	

R&R CHR/Rhythmic Top 50

January 12, 2001

WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	OUTKAST Ms. Jackson(LaFace/Arista)	4248	-27	647236	9	69/0
2	2	SHAGGY It Wasn't Me(MCA)	3799	-235	588847	14	65/2
3	3	DESTINY'S CHILD Independent Women Pt. 1(Columbia)	3490	-491	473592	17	68/0
5	1	JAY-Z I Just Wanna Love U...(Roc-A-Fella/IDJMG)	3273	+41	534149	11	68/0
7	2	K-CI & JOJO Crazy(MCA)	3049	+112	299490	11	57/1
6	6	LUDACRIS What's Your Fantasy(Def Jam South/IDJMG)	2868	-306	454768	18	66/0
11	3	JENNIFER LOPEZ Love Don't Cost A Thing(Epic)	2456	+249	291461	5	58/0
8	8	NELLY E.I.(Fo' Reel/Universal)	2437	-418	355882	17	65/0
13	9	SHAGGY Angel(MCA)	2393	+614	296387	7	54/8
4	10	JA RULE F/CHRISTINA MILIAN Between...(Murder Inc./Def Jam/IDJMG)	2384	-853	307102	17	66/0
9	11	R. KELLY I Wish(Jive)	2319	-206	337880	14	56/0
12	12	LIL BOW WOW Bow Wow (That's My Name)(So So Def/Columbia)	2284	+392	382349	7	59/1
10	13	3LW No More (Baby I'ma Do Right)(Epic)	2200	-133	289783	17	57/0
22	14	MYSTIKAL F/NIVEA Danger (Been So Long)(Jive)	1919	+850	392826	3	60/13
15	15	MYA Free(Ruff/WB/University/Interscope)	1856	+321	183398	5	57/1
18	16	DREAM He Loves U Not(Bad Boy/Arista)	1730	+482	156961	15	48/5
Breaker	17	JA RULE F/LIL' MO AND VITA Put... (Murder Inc./Def Jam/IDJMG)	1709	+1151	349036	2	59/51
17	18	CASH MONEY MILLIONAIRES Project Chick(Cash Money/Universal)	1704	+428	250231	6	53/1
23	19	PINK You Make Me Sick(LaFace/Arista)	1515	+459	136855	3	52/0
14	20	MYA Case Of The Ex (Whatcha...)(University/Interscope)	1505	-249	215276	23	54/1
Breaker	21	XZIBIT X(Loud)	1143	+283	227641	3	40/1
Breaker	22	112 It's Over Now(Bad Boy/Arista)	1115	+222	171849	5	46/1
20	23	MYSTIKAL Shake Ya Ass(Jive)	1039	-123	158964	20	51/8
Breaker	24	98 DEGREES My Everything(Universal)	1004	+95	97282	6	36/0
38	25	NELLY Ride Wit Me(Fo' Reel/Universal)	939	+284	155474	3	10/6
27	26	MADONNA Don't Tell Me(Maverick/WB)	919	+50	90118	4	35/1
40	27	JAGGED EDGE Promise(So So Def/Columbia)	885	+306	102572	2	32/6
33	28	SNOOP DOGG Snoop Dogg(No Limit/Priority)	883	+129	140532	4	46/1
30	29	MUSIQ Just Friends (Sunny)(Def Soul/IDJMG)	856	+5	148865	9	35/1
37	30	MONIFAH I Can Tell(Universal)	843	+183	63338	3	43/0
46	31	MEMPHIS BLEEK Is That Your Chick(Roc-A-Fella/IDJMG)	800	+284	182994	2	32/0
28	32	'N SYNC This I Promise You(Jive)	749	-116	137168	17	25/0
32	33	OUTSIDERZ 4 LIFE Not Enough(BlackGround/Virgin)	731	-24	52224	6	40/3
21	34	LIL' KIM F/SISQO How Many Licks(Queen Bee/Undeas/Atlantic)	698	-407	118468	19	38/0
31	35	PUBLIC ANNOUNCEMENT Mamacita(RCA)	689	-147	98999	8	38/0
43	36	SARINA PARIS Look At Us(Playland/Priority)	678	+123	78699	3	18/1
Debut	37	JOE F/MYSTIKAL Stutter(Jive)	667	+563	163320	1	38/30
45	38	ANGIE MARTINEZ F/JAY-Z Mi Amor(EastWest/EEG)	621	+87	116431	4	35/2
26	39	AVANT My First Love(Magic Johnson/MCA)	608	-271	91495	7	24/0
34	40	SAMANTHA MUMBA Gotta Tell You(Wildcard/Polydor/Interscope)	571	-151	68254	19	17/0
Debut	41	MODJO Lady (Hear Me Tonight)(Barclay/MCA)	545	+158	125325	1	27/8
36	42	DOGGY'S ANGELS Baby If You're Ready(Doggy Style/TVT)	537	-146	52720	6	35/1
-	43	BEENE MAN F/MYA Girls Dem Sugar(Virgin)	522	+74	128434	16	20/8
47	44	BRITNEY SPEARS Stronger(Jive)	506	+31	31593	5	14/1
48	45	WU-TANG CLAN Gravel Pit(Loud/Columbia)	459	-12	57571	2	27/8
Debut	46	MOS DEF/MATE DOGG Oh No(Rawkus/Priority)	451	+78	155240	1	16/0
Debut	47	LUGO Boom(Elektra/EEG)	435	+47	43099	1	28/0
-	48	SHADE SHEIST Where I Wanna Be(Baby Ree/London Sire)	433	+5	85541	14	21/0
Debut	49	LUCY PEARL You(Pookie/Beyond/Hollywood)	422	+241	43884	1	20/2
Debut	50	K-CI & JOJO F/2PAC Thug In Me, Thug In You(MCA)	422	+16	67791	1	2/1

Most Added.

ARTIST TITLE LABEL(S)	ADDS
JA RULE F/LIL' MO AND VITA Put... (Murder Inc./Def Jam/IDJMG)	51
JOE F/MYSTIKAL Stutter(Jive)	30
KOFFEE BROWN After Party(Arista)	21
DAFT PUNK One More Time(Virgin)	18
MYSTIKAL F/NIVEA Danger (Been So Long)(Jive)	13
ICONZ Get Crunked Up(Elektra/EEG)	13
SHAGGY Angel(MCA)	8
MODJO Lady (Hear Me Tonight)(Barclay/MCA)	8
JAGGED EDGE Promise(So So Def/Columbia)	8
MR. C THE SLIDE MAN Cha-Cha Slide(Universal)	8
NELLY Ride Wit Me(Fo' Reel/Universal)	6
CRAZY TOWN Butterfly(Columbia)	6
R.MARTIN F.C.AGUILERA Nobody Wants To Be... (Columbia)	6

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JA RULE F/LIL' MO AND VITA Put... (Murder Inc./Def Jam/IDJMG)	+1151
MYSTIKAL F/NIVEA Danger (Been So Long)(Jive)	+850
SHAGGY Angel(MCA)	+614
JOE F/MYSTIKAL Stutter(Jive)	+563
DREAM He Loves U Not(Bad Boy/Arista)	+462
PINK You Make Me Sick(LaFace/Arista)	+459
CASH MONEY MILLIONAIRES Project... (Cash Money/Universal)	+428
LIL BOW WOW Bow Wow... (So So Def/Columbia)	+382
MYA Free(Ruff/WB/University/Interscope)	+321
JAGGED EDGE Promise(So So Def/Columbia)	+306

Breakers.

JA RULE F/LIL' MO AND VITA Put It On Me (Murder Inc./Def Jam/IDJMG)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1709/1151	59/51	17
XZIBIT X (Loud)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1143/283	40/1	21
112 It's Over Now (Bad Boy/Arista)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1115/222	46/1	22
98 DEGREES My Everything (Universal)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1004/95	36/0	23

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



71 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 12/31/00-Saturday 1/6/01. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played 21 on more stations is placed first. Breaker status is assigned to songs reaching 1000 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.



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Ja Rule

PUT IT ON ME (feat. Lil' Mo and Vita)

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R&R CHR/Rhythm 42-17 Breaker!!!

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Rhythm Monitor 23* - 18* AIRPOWER +273 #1 Greatest Gainer

Crossover Monitor 12* - 8* +455 #1 Greatest Gainer

R&B Monitor 18* - 10* +456 #1 Greatest Gainer

Top 5 Callout already at KQKS KKFR KKSS KPWR

#1 Phones WWKX KBBT WLLD KBXX WRVZ

Top 5 Phones KYLD KMEL WPGC 92Q Z90 KXHT KQKS KYLZ WHHH KOHT

TOP 10 PHONES KBMB

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SOURCE cover for March
X-Games Denver in February



ADD!



MUSIC NETWORKS

R&R Mix Show Top 30

© January 12, 2001

- 1 JAY-Z I Just Wanna Love U (Give It...) (Roc-A-Fella/IDJMG)
- 2 OUTKAST Ms. Jackson (LaFace/Arista)
- 3 MYSTIKAL I/NIVEA Danger (Been So Long) (Jive)
- 4 SHAGGY It Wasn't Me (MCA)
- 5 XZIBIT X (Loud)
- 6 DR. DRE The Next Episode (Aftermath/Interscope)
- 7 JA RULE I/LIL' MO... Put It On Me (Murder Inc./Def Jam/IDJMG)
- 8 LIL BOW WOW Bow Wow (That's My Name) (So So Def/Columbia)
- 9 DESTINY'S CHILD Independent Women Part 1 (Columbia)
- 10 JA RULE I/C. MILIAN Between Me And You (Murder Inc./Def Jam/IDJMG)
- 11 NELLY E.I. (Fo' Reel/Universal)
- 12 LUDACRIS What's Your Fantasy (Def Jam South/IDJMG)
- 13 JOE Stutter (Jive)
- 14 3LW No More (Baby I'ma Do Right) (Epic)
- 15 CASH MONEY... Project Chick (Cash Money/Universal)
- 16 SHAGGY Angel (MCA)
- 17 MOS DEF/NATE DOGG Oh No (Rawkus/Priority)
- 18 MYSTIKAL Shake Ya Ass (Jive)
- 19 ANGIE MARTINEZ I/JAY-Z Mi Amor (EastWest/EEG)
- 20 MEMPHIS BLEEK Is That Your Chick (Roc-A-Fella/IDJMG)
- 21 JAGGED EDGE Let's Get Married (So So Def/Columbia)
- 22 MODJO Lady (Hear...) (Barclay/MCA)
- 23 KOFFEE BROWN After Party (Arista)
- 24 LIL' KIM I/SISQO How Many Licks (Queen Bee/Undeas/Atlantic)
- 25 SHADE SHIEST Where I Wanna Be (Baby Ree/London Sire)
- 26 MYA Case Of The Ex... (University/Interscope)
- 27 NELLY Country Grammar (Fo' Reel/Universal)
- 28 DMX Party Up (Up In Here) (Ruff Ryders/IDJMG)
- 29 BEENIE MAN I/MYA Girls Dem Sugar (Virgin)
- 30 LUDACRIS Southern Hospitality (Def Jam South/IDJMG)



37 CHR/Rhythmic Mix Show Reporters

ARTIST BREAKDOWN

LUCY PEARL

Track: *You*
Album: *Save The Last Dance*
Label: *Pookie/Beyond/Hollywood*



When you combine the talents of the former lead vocalist and songwriter for the incredible R&B band Tony! Toni! Tone! with a sexy female singer and a turntable wizard, producer and mixer from the hip-hop unit A Tribe Called Quest, you get a hot new hip-hop/R&B band that's funky and jazzy. Raphael Saadiq, Joi and Ali Shaheed Muhammad are that band, Lucy Pearl. ● Lucy Pearl was formed during the summer of '99 with original member Dawn Robinson, from the all-female soul group En Vogue. Shortly after the group released their debut self-titled album, newcomer Joi stepped in as Dawn went off on her own to venture down another path. In spite of all that, the band successfully created two jams, "Dance Tonight" and "Don't Mess With My Man." Their hot new joint, "You," featuring Snoop Dogg and Q-Tip, from the soundtrack for *Save the Last Dance*, keeps the buzz going. ● Urban and CHR/Rhythmic stations are loving this record. Continuously increasing airplay and adds, not to mention New and Active status in both formats, show just how contagious "You" has become. It's a record I like to vibe with while I'm driving home from work or heading out to the clubs on a Friday night. ● The beat is not the only thing that makes this record. The character described by Lucy Pearl in "You" is overwhelmed by his feelings for a beautiful lady and fantasizes about being with her. Ever had a crush on someone so bad that every time you see him or her it drives you crazy? It seems like the more you see them, the more you want them — that's the case in "You." This song is dedicated to that special someone you admire from afar. ● With all the magic already taking place in the new group, when you add the gangsta flow of a certain Dogg to the witty rhymes of a popular Tribe member, you get a hot record. East meets West in "You," with Snoop Dogg representing the "LBC" and Q-Tip holding it down for a place called Queens, but the two set geographical differences aside and flow together in a way that's so sensational and smooth, you'll feel the need to rewind.

— Renee Bell
Asst. CHR Editor

For the record: In the 12/8/00 issue Def Sou/IDJMG recording artist Musiq's album title should have been listed as *Ajuswanaseing*.

Contributing Stations

KKSS/Albuquerque, NM	WJFX/Ft. Wayne, IN	KDON/Monterey-Salinas, CA	KBMB/Sacramento, CA
KOBT/Austin, TX	KBOS/Fresno, CA	WOHT/New York, NY	KSFM/Sacramento, CA
KISV/Bakersfield, CA	KSEQ/Fresno, CA	WVNZ/Norfolk, VA	KTFM/San Antonio, TX
WBHJ/Birmingham, AL	KIKI/Honolulu, HI	KQCH/Omaha, NE	XHTZ/San Diego, CA
WJMN/Boston, MA	KBXO/Houston-Galveston, TX	WPYO/Orlando, FL	KMEL/San Francisco, CA
WBBM/Chicago, IL	KLUC/Las Vegas, NV	KCAQ/Oxnard-Ventura, CA	KYLD/San Francisco, CA
KZFM/Corpus Christi, TX	KPWR/Los Angeles, CA	KKFR/Phoenix, AZ	KUBE/Seattle-Tacoma, WA
KRBV/Dallas-Ft Worth, TX	KXHT/Memphis, TN	KXJM/Portland, OR	WLLD/Tampa, FL
KPRR/El Paso, TX	WPQM/Miami, FL	WWXX/Providence, RI	KOHT/Tucson, AZ
			WPGC/Washington, DC

INDUSTRY PROFILE

Bill Schultz PD
KWNZ Reno

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Most Played Recurrents

- PINK Most Girls (LaFace/Arista)
- EMINEM F/DIDO Stan (Aftermath/Interscope)
- DR. DRE The Next Episode (Aftermath/Interscope)
- AALIYAH Try Again (BlackGround/Virgin)
- RUFF ENDZ No More (Epic)
- NELLY Country Grammar (Fo' Reel/Universal)
- JAGGED EDGE Let's Get Married (So So Def/Columbia)
- DESTINY'S CHILD Jumpin' Jumpin' (Columbia)
- JAY-Z Big Pimpin' (Roc-A-Fella/IDJMG)
- KANDI Don't Think I'm Not (So So Def/Columbia)
- JOE I Wanna Know (Jive)
- SISQO Thong Song (Dragon/Def Soul/IDJMG)
- DMX Party Up (Up In Here) (Ruff Ryders/IDJMG)
- NEXT Wifey (Arista)
- DA BRAT F/TYRESE What'chu Like (So So Def/Columbia)
- DEBELAH MORGAN Dance With Me (DAS/Atlantic)
- JUVENILE Back That Thang Up (Cash Money/Universal)
- JANET Doesn't Really Matter (Def Soul/IDJMG)
- DR. DRE F/EMINEM Forgot About Dre (Aftermath/Interscope)
- DESTINY'S CHILD Say My Name (Columbia)

CHR/RHYTHMIC Going For Adds 1/10/01

- ATC Around The World (La La La...) (Republic/Universal)
- CO-ED Sumthin' On U (Rubicon/Universal)
- DESTINY'S CHILD So Good (Columbia)
- LUDACRIS Southern Hospitality (Def Jam South/IDJMG)
- R. MARTIN I/C. AGUILERA Nobody Wants To Be Lonely (Columbia)
- MONICA Just Another Girl (Epic)
- PHILLY'S MOST WANTED Cross The Border (Atlantic)
- TANK Maybe I Deserve (BlackGround/Virgin)

TUNED-IN CHR/RHYTHMIC

R&R/MEDIABASE 24/7



KBXX/Houston

3am

- 3LW No More (Baby I'ma Do Right)
- OUTKAST Ms. Jackson
- SYGNATURE The Rain
- FAITH EVANS Never Gonna Let You Go
- K-CI & JOJO Crazy
- SHAGGY It Wasn't Me
- MYA Free
- BIG MOE Board Baby
- PROFYLE Liar
- MYSTIKAL Danger (Been So Long)
- JAY-Z I Just Wanna Love U (Give It...)
- JAGGED EDGE Promise
- CASH MONEY Project Chick

11am

- AALIYAH I Don't Wanna
- K-CI & JOJO Crazy
- MYSTIKAL Danger (Been So Long)
- AVANT My First Love
- TLC No Scrubs
- LUDACRIS What's Your Fantasy
- MASTER P Bout Dat
- R. KELLY I Wish
- CASH MONEY Project Chick
- MARY J. BLIGE/LIL' KIM I Can Love You
- MARY J. BLIGE Love No Limit

4pm

- SNOOP DOGG Snoop Dogg
- DONELL JONES U Know What's Up
- KOFFEE BROWN After Party
- DESTINY'S CHILD Independent Women Part 1
- JAY-Z I Just Wanna Love U (Give It...)
- MOS DEF/MATE DOGG Oh No
- JA RULE I/LIL' MO... Put It On Me
- EMINEM (DIDO) Stan
- NELLY Battered Up
- USHER You Make Me Wanna...
- EIGHTBALL/MJG Pimp Hard
- MASTER P Bout Dat
- BIG MOE Board Baby
- LIL' BOW WOW Bounce With Me
- LUDACRIS What's Your Fantasy



WWKX/Providence

3am

- JAY-Z/RUFF RYDERS Jigga My N***a
- LOX Wild Out
- CASE I/BLIGE & BROWN Touch Me, Tease Me
- LIL WAYNE The Block Is Hot
- JUNIOR MAFIA Player's Anthem
- 702 Steelo
- SHAGGY It Wasn't Me
- MARY MARY Shackles (Praise You)
- MYA Case Of The Ex (Whatcha...)
- OL' DIRTY BASTARD Got Your Money
- DESTINY'S CHILD Independent Women Part 1
- NAUGHTY BY NATURE Hip Hop Hooray
- JA RULE I/C. MILIAN Between Me And You
- EVE I/JADAKISS Got It All
- BEENIE MAN I/MYA Girls Dem Sugar
- TALIB KWELI & HI TEK Down For The Count
- MOBB DEEP Quiet Storm

11am

- JENNIFER LOPEZ If You Had My Love
- B.G. Bling Bling
- DA BRAT That's What I'm Looking For
- LL COOL J Imagine That
- EFFEL 65 Blue (Da Ba Dee)
- JAY-Z Do It Again
- DONELL JONES U Know What's Up
- COMMON That Light
- BUSTA RHYMES Get Out
- R. KELLY I Wish
- FUNKMASTER FLEX/DMX Do You
- CHRISTINA AGUILERA I Turn To You
- JAY-Z Hey Papi

4pm

- SISQO Gotta Get It
- JANET Doesn't Really Matter
- LIL' TROY Wanna Be A Bailer
- PINK Most Girls
- OL' DIRTY BASTARD Got Your Money
- KANDI Don't Think I'm Not
- DA BRAT I/TYRESE What'chu Like
- ZOMBIE NATION Kernkraft 400
- EMINEM The Real Slim Shady
- BLAQUE Bring It All To Me
- DR. DRE F/EMINEM Forgot About Dre
- SANTANA I/PRODUCT G&B Maria Maria
- JUVENILE Back That Thang Up
- NEXT Wifey



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CHR/Rhythmic Playlists

FIND COMPLETE PLAYLISTS FOR ALL CHR/RHYTHMIC REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1

WKTV/New York
Clear Channel
(201) 420-3700
Blues/Gerome
12x Cume 2,516,900



PLAYS	3W	TW	ARTIST/TITLE	GI (000)
53	63	SHAGGY/Wasn't Me	82278	
55	61	N'SYNC/This Promise You	79666	
55	60	DESTINY'S CHILD/Independent Women...	78360	
60	60	MELANIE C/It's A Party	78360	
63	48	PINK/Best Girl	69076	
13	45	JENNIFER LOPEZ/Love Don't Cost...	58770	
43	44	MO'NIE/Lady (Feat. ...)	57464	
37	37	SAMANTHA MUMBA/Gotta Tell You	48322	
17	33	MYA/Case Of The Ex	43098	
34	32	DEBRAJAY/Mo'Nie's Dance With Me	41792	
10	31	MADONNA/Don't Tell Me	40486	
27	27	MAORC/Anthony's Love Is All	35262	
30	26	RICKY MARTI/In The Bangs	33956	
20	25	TOM BRAXTON/He Wasn't Man	32950	
14	24	SHARON SHANNON/Don't Leave This	31344	
13	23	ULTRA NATE/Deeper	30038	
20	22	SON BY FOUR/Purest Of Good	28732	
19	21	ALICE DEE/Jay Better Off Alone	27426	
20	19	HOUSTON & KLESIA/SO Good I Have This	26120	
10	16	DE GREGS/Over Now	23508	
1	18	MARC ANTHONY/You Sang To Me	23508	
17	17	DEBORAH COX/Never Knew	22202	
20	17	DESTINY'S CHILD/Jumpin' Jumpin'	22202	
12	16	DE GREGS/Everyday	20896	
13	14	SADIE/By Your Side	20896	
4	15	CHRIS KRAMER/One More Time	19520	
3	15	MARC ANTHONY/My Baby You	19520	
12	15	SARINA PARIS/Look At Us	19520	
6	14	FRAGMA/You're My Love	18284	
7	14	WHITNEY HOUSTON/That's The Way We Move	18284	
19	14	EMINEM/Real Slim Shady	18284	
7	13	LARA FABIAN/Walk Away	16978	
14	13	OUTKAST/MS. Jackson	16978	
11	13	MARC ANTHONY/Need To Know	16978	
6	13	DARUC/Save My Love	16978	
12	12	DEBRAJAY/HOUSTON/My Love Is Your Love	16978	
26	12	LUGO/Stone	15672	
14	12	AAJAY/Try Again	15672	
5	11	ENRIQUE KLESIA/Be With You	14366	
10	11	JENNIFER LOPEZ/Waiting For Tonight	14366	

MARKET #1

WQHT/97.7
Ermits
(212) 629-9797
Cherry/Taylor
12x Cume 2,328,100



PLAYS	3W	TW	ARTIST/TITLE	GI (000)
47	84	JAY-Z/Just Wanna Love...	78570	
43	82	MEMPHIS BLEEK/That Your Chick	75660	
39	43	LUDACRIS/What's Your Fantasy	62565	
44	43	MYSTIKAL F/W/VA/Danger (Been So...)	62565	
47	43	OUTKAST/MS. Jackson	62565	
22	43	MEMPHIS BLEEK/My Mind Right	61110	
36	42	R. KELLY/Wish	61110	
16	41	JARULE/L.I.L. MO...Put It On Me	59655	
29	36	MOS DEF/MATE DOGG/On No	52390	
28	34	112%/Over Now	49070	
33	33	JAY-Z/Getty Unit	48015	
27	32	SHAGGY/Wasn't Me	46560	
31	32	MUSIQ/Just Friends (Sunny)	45105	
34	30	EMINEM/F.O.D.Stan	43650	
27	29	ANGIE MARTINEZ/JAY-Z/Amor	42195	
22	29	CARLENE CAROLINA/You'll Don't Wanna	42195	
28	29	JOE FANTASYK/Suiter	42195	
3	28	CASH MONEY...Project Chick	40740	
2	28	3/W/No More (Baby...)	40740	
27	27	WYCLEF JEANMARRY...J11	39295	
27	27	CARL THOMAS/Summer Rain	39295	
36	26	PROF/L.L.	34920	
25	24	DAVE HOLLISTER/One Woman Man	34920	
39	24	NELLY/E	32910	
37	22	JAMM/Fire What Means...	32910	
24	22	DONELL JONES/It's The Way	32010	
2	22	LUDACRIS/Southern Hospitality	32010	
8	20	R. KELLY/Feet	29100	
30	18	DE LA SOUL/C. IAH/AM Good	27645	
3	18	PUBLIC ANNOUNCEMENT/Alarmata	26190	
31	18	DR. DRE/FEMME FORGOT ABOUT DRE	26190	
23	17	SNOOP DOGG/Snoop Dogg	24735	
26	17	XZIBIT/	24735	
21	16	AARON HALL/Way You Trying	23290	
11	16	DEBRAJAY/HOUSTON/My Love Is Your Love	21825	
12	16	M.O.P./Ain't No	21825	
13	15	MYA/Case Of The Ex	21825	
25	14	LIL' KIM/F.I.S.S.O.O.H/W Many Licks	20370	
13	13	NELLY/Way	18915	

MARKET #2

KPWR/Los Angeles
Ermits
(312) 953-4200
Sisal/Young/E-Man
12x Cume 1,888,780



PLAYS	3W	TW	ARTIST/TITLE	GI (000)
77	77	JAY-Z/Just Wanna Love...	61239	
83	76	OUTKAST/MS. Jackson	62139	
57	73	LIL BOW WOW/Bow Wow (That's...)	58811	
83	71	XZIBIT/	57297	
62	64	LUDACRIS/What's Your Fantasy	51648	
49	51	MOS DEF/MATE DOGG/On No	41157	
42	44	MYSTIKAL F/W/VA/Danger (Been So...)	38736	
47	44	JARULE/F.C. MIL/IAN/Between Me And You	35508	
38	42	JAGGED EDGE/Where I Wanna Be	33894	
48	39	E-40/FATE DOGG/Na, Na, Na	31473	
36	39	JARULE/L.I.L. MO...Put It On Me	31473	
32	39	SHYNE F.B. LEVY/Bad Boyz	29042	
39	38	SHYNE/That's Gangsta	28255	
26	34	BEENIE MAN/F.A.V.A./Girls Dem Sugar	27458	
2	34	NELLY/Ride Wit Me	27458	
2	32	R. KELLY/Wish	25824	
37	31	CASH MONEY...Project Chick	21879	
31	29	NELLY/E	21879	
21	29	SNOOP DOGG/Snoop Dogg	16947	
17	29	MYSTIKAL/Shake Ya Ass	15333	
10	28	SHADE SHE/ST/Where I Wanna Be	13719	
23	28	DOGGY'S ANGEL/S/Baby If You're Ready	12912	
12	28	MEMPHIS BLEEK/That Your Chick	12912	
3	28	JAY-Z/Change The Game	12912	
48	24	LIL' KIM/F.I.S.S.O.O.H/W Many Licks	11298	
3	24	MASTER P/Out Dat	11298	
6	23	LUDACRIS/Southern Hospitality	10684	
3	23	JOE FANTASYK/Suiter	10684	
3	22	LUCY PEARL/You	9849	
10	22	DA BRAT/F.Y.R.E.S.E/What Chu Like	7263	
8	21	SHADE SHE/ST/Playboy	7263	
4	21	DJ QUINCY/In Da Playa	6456	
4	21	DEBRAJAY/HOUSTON/My Love Is Your Love	6456	
8	20	KRUPIT/FATE DOGG/Na, Na, Na	6456	
4	20	B.G./Sing Sing	5649	
4	20	LIL' KIM/F.I.S.S.O.O.H/W Many Licks	5649	
36	7	DR. DRE/The Next Episode	5649	

MARKET #3

WBWB/Chicago
Infinity
(312) 944-6000
Cavanaugh/Bradley
12x Cume 1,486,300



PLAYS	3W	TW	ARTIST/TITLE	GI (000)
44	76	NELLY/E	52820	
47	76	SHAGGY/Angel	52820	
62	76	SHAGGY/Wasn't Me	52820	
82	76	DESTINY'S CHILD/Independent Women...	51430	
36	74	OUTKAST/MS. Jackson	51430	
52	52	MYA/Case Of The Ex	36140	
31	49	JENNIFER LOPEZ/Love Don't Cost...	34055	
44	44	R. KELLY/Wish	30580	
16	43	3/W/No More (Baby...)	29885	
17	43	LIL BOW WOW/Bow Wow (That's...)	29885	
42	42	MYA/Free	29190	
63	42	JARULE/F.C. MIL/IAN/Between Me And You	29190	
9	41	MIKALA/S/O In Love With You	28410	
46	38	LIL' KIM/F.I.S.S.O.O.H/W Many Licks	26845	
37	38	DA BRAT/PUNK/One More Time	25715	
62	37	LUDACRIS/What's Your Fantasy	25715	
30	36	TIONNE-"BOZ"/My Gyal	25020	
50	31	JAY-Z/Just Wanna Love...	21455	
20	30	KANDI/Don't Think I'm Hot	20850	
1	29	DA BRAT/PUNK/One More Time	20850	
43	27	DE GREGS/My Everything	18765	
4	27	DR. DRE/The Next Episode	18765	
5	26	DA BRAT/F.Y.R.E.S.E/What Chu Like	18765	
29	25	K-CI & JOJO/Crazy	17070	
12	22	DESTINY'S CHILD/Jumpin' Jumpin'	15990	
12	22	BADDEST BOYS/The Cat	15990	
44	20	NELLY/Country Grammar	15290	
16	19	PINK/You Make Me Sick	12505	
10	18	AAJAY/Try Again	12505	
15	18	MYSTIKAL/Shake Ya Ass	12510	
5	16	DR. DRE/FEMME FORGOT ABOUT DRE	11120	
8	15	SSOOP/Thong Song	10425	
8	15	DESTINY'S CHILD/Say My Name	10425	
6	14	DA BRAT/PUNK/One More Time	9030	
1	14	DR. DRE/The Next Episode	9030	
2	13	EMINEM/F.O.D.Stan	8730	
7	12	DARUC/You're My Love	8340	
13	11	BAHA MEN/Who Let The Dogs Out	7645	
5	11	MONIE/Am I Tell	7645	

MARKET #4

KMEL/San Francisco
Clear Channel
(415) 538-1061
Martin/Aure
12x Cume 791,800



PLAYS	3W	TW	ARTIST/TITLE	GI (000)
57	76	SHAGGY/Wasn't Me	30704	
57	74	KOTIEE BROWN/After Party	29896	
16	66	JARULE/L.I.L. MO...Put It On Me	26664	
57	65	JAY-Z/Just Wanna Love...	26260	
70	64	MUSIQ/Just Friends (Sunny)	25856	
1	63	JOE FANTASYK/Suiter	25452	
52	58	RICHIE RICH/What I Ain't Got Do	23432	
68	58	K-CI & JOJO/F.O.D.Stan	23432	
32	58	K-CI & JOJO/Crazy	20220	
59	48	LIL BOW WOW/Bow Wow (That's...)	19382	
1	63	JOE FANTASYK/Suiter	20452	
52	58	RICHIE RICH/What I Ain't Got Do	23432	
68	58	K-CI & JOJO/F.O.D.Stan	23432	
32	58	K-CI & JOJO/Crazy	20220	
59	48	LIL BOW WOW/Bow Wow (That's...)	19382	
6	47	SNOOP DOGG/Snoop Dogg	18988	
6	46	OUTKAST/MS. Jackson	18584	
37	45	XZIBIT/	18180	
37	45	ANGIE MARTINEZ/JAY-Z/Amor	16160	
60	38	WYCLEF JEANMARRY...J11	13252	
12	37	MOS DEF/MATE DOGG/On No	14948	
47	34	LUDACRIS/What's Your Fantasy	13736	
18	30	MYSTIKAL/Shake Ya Ass	12120	
26	29	112%/Over Now	11716	
13	26	112%/Over Now	11716	
32	24	JARULE/F.C. MIL/IAN/Between Me And You	9696	
28	24	JAGGED EDGE/Let's Get Married	9696	
32	24	R. KELLY/Wish	9696	
29	24	DESTINY'S CHILD/Independent Women...	9696	
32	23	E-40/FATE DOGG/Na, Na, Na	9696	
3	21	BEENIE MAN/F.A.V.A./Girls Dem Sugar	9484	
54	21	CASH MONEY...Project Chick	9484	
20	19	NELLY/E	7676	
2	17	LUDACRIS/Southern Hospitality	6868	
10	18	DAVE HOLLISTER/One Woman Man	6060	
24	15	ERIKAN BADA/Di Don't Stop	6060	
16	15	JAY-Z/Parking Lot Pimp	6060	
6	13	DOGGY'S ANGEL/S/Baby If You're Ready	5252	
12	13	RUFF EN/D/No More	5252	
1	12	JAZZ/Playboy	5252	
2	12	DR. DRE/The Next Episode	4848	
1	12	SNOOP DOGG/You're My Love	4848	
7	11	LUCY PEARL/You	4444	
16	10	C-MURDER/Down For My N's	4040	
12	10	MEMPHIS BLEEK/That Your Chick	4040	

MARKET #4

KTYL/San Francisco
Clear Channel
(415) 356-0949
Martin/Archer
12x Cume 915,800



PLAYS	3W	TW	ARTIST/TITLE	GI (000)
65	82	JAY-Z/Just Wanna Love...	25730	
65	82	DESTINY'S CHILD/Independent Women...	24845	
65	82	MYSTIKAL F/W/VA/Danger (Been So...)	24070	
67	86	SHAGGY/Angel	22240	
63	83	K-CI & JOJO/F.O.D.Stan	34100	
65	49	K-CI & JOJO/Crazy	20335	
61	48	3/W/No More (Baby...)	19920	
4	45	DAT PUNK/One More Time	19920	
4	47	JOE FANTASYK/Suiter	18505	
5	41	JARULE/L.I.L. MO...Put It On Me	17015	
36	48	XZIBIT/	16600	
63	39	OUTKAST/MS. Jackson	16185	
29	31	LIL BOW WOW/Bow Wow (That's...)	15770	
32	37	MIKALA/S/O In Love With You	13555	
34	38	JARULE/F.C. MIL/IAN/Between Me And You	13555	
1	31	SHADE SHE/ST/Where I Wanna Be	12865	
26	30	MO'NIE/Lady (Feat. ...)	12450	
26	30	LUDACRIS/What's Your Fantasy	12450	
10	28	DR. DRE/The Next Episode	10375	
26	28	SHAGGY/Wasn't Me	10375	
42	21	SARINA PARIS/Look At Us	8715	
37	20	NELLY/E	8300	
18	20	SHYNE F.B. LEVY/Bad Boyz	8300	
10	20	WU-TANG CLAN/Gravel Pit	8300	
25	20	JAGGED EDGE/Let's Get Married	8300	
5	18	MEMPHIS BLEEK/That Your Chick	7470	
32	18	R. KELLY/Wish	7470	
11	18	WYCLEF JEANMARRY...J11	7055	
17	17	KOTIEE BROWN/After Party	7055	
22	17	MYA/Case Of The Ex	7055	
19	16	GILLETTE/Sax Tonight	6640	
9	16	PINK/Best Girl	6225	
11	16	ANGIE MARTINEZ/JAY-Z/Amor	6225	
17	15	DR. DRE/Explosive	5810	
34	13	MYA/Free	5810	
29	14	CASH MONEY...Project Chick	5810	
2	14	MUSIQ/Just Friends (Sunny)	5810	
13	13	NELLY/Country Grammar	5385	
13	13	DARUC/Save My Love		

Urban Playlists

FIND COMPLETE PLAYLISTS FOR ALL URBAN REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1
WBLSNew York
Radio One
(212) 447-1000
Brown/Womack
12+ Cume 1,556,888

PLAYS

3W	TW	ARTIST/TITLE	GI (888)
41	53	DESTINY'S Child/Independent Women...	50215
44	52	AVANTI/My First Love	47476
35	48	CARL THOMAS/Emotional	47476
52	52	KELLY PRICE/You Should've...	45650
40	48	JAGGED EDGE/Promise	44737
47	44	R. KELLY/Wish	40172
42	44	WYCLEF JEANMARRY /911	38346
34	34	JAY-Z/Just Wanna Love...	31042
26	34	DAVE HOLLISTER/One Woman Man	31024
30	30	TOM BRAXTON/Just Be A Man	29161
32	32	MUSIQ/Just Friends (Sunny)	29216
37	32	OUTKAST/Am, Jackson	29216
31	31	PROFYLE/La	28303
17	30	TAMIA/Stranger In My House	27390
40	28	KEITH SWEAT/L.I. M.O.T.Y. Trade	25564
30	28	112/It's Over Now	23738
24	24	KOFFEE BROWN/Alter Party	22825
29	23	DOMEL JONES/This Love	22825
7	23	SHAGGY/Wasn't Me	20924
25	23	FLUMMASTER FLEX/Good Life	20086
21	22	MUSIQ/Lo	20086
22	21	JOE/Slater	19173
22	21	JILL SCOTTA/Long Walk	19173
16	21	J.A. RULE/L.I. M.O. /Put It On Me	18434
22	18	ERIKAH BAIDU/Didn't Cha Know	14608
11	18	CHANTE MOORE/Straight Up	14608
7	18	R. KELLY/Don't Mean It	14608
11	18	MYSTIKAL/Share Ya Ass	14608
19	18	CHANGING FACES/Let The Dogz Out	13959

MARKET #2
KRBT/LA Angeles
Radio One
(323) 634-1800
Fuller
12+ Cume 1,177,000

PLAYS

3W	TW	ARTIST/TITLE	GI (888)
58	59	JAY-Z/Just Wanna Love...	28438
43	44	LIL BOW WOM/Boy Wow (That's...)	26992
50	54	OUTKAST/Am, Jackson	26512
53	54	MUSIQ/Just Friends (Sunny)	25546
27	49	MYSTIKAL/FINVAE/Danger (Been So...)	23618
42	46	R. KELLY/Wish	22172
43	46	AVANTI/My First Love	20726
46	44	LUDACRIS/What's Your Fantasy	20241
38	42	SHAGGY/Wasn't Me	19762
36	42	BEENIE MAN/FINVAE/Girls Dem Sugar	18798
10	36	J.A. RULE/L.I. M.O. /Put It On Me	17352
38	38	SNOCOP/DOGG/Snoop Dogg	17352
36	38	DAVE HOLLISTER/One Woman Man	16870
32	36	KOFFEE BROWN/Alter Party	15474
14	29	JAGGED EDGE/Let's Get Married	13978
32	28	NELLY/E	12050
31	28	CARL THOMAS/Emotional	12050
30	28	LUDACRIS/What's Your Fantasy	11086
9	28	DESTINY'S Child/Independent Women...	11086
9	28	MASTER P/Out Dat	11086
27	27	J.A. RULE/F.C. MILLIAN/Between Me And You	10804
58	21	XZIBIT/A	10122
20	20	MOS DEF/NATE DOGG/Oh No	9640
4	20	DESTINY'S Child/Independent Women...	9640
3	20	PUBLIC ANNOUNCEMENT/Mamacita	8194
23	18	COMMON/The Light	7712
23	18	112/It's Over Now	7712
18	18	LUCY PEARL/You	7712
4	18	CASH MONEY /Project Check	6748
14	18	XZIBIT/Get Your Wash On	6748

MARKET #3
WGCIChicago
Clear Channel
(312) 986-6900
Smith/Alan
12+ Cume 912,000

PLAYS

3W	TW	ARTIST/TITLE	GI (888)
39	45	R. KELLY/Wish	33165
33	42	OUTKAST/Am, Jackson	30844
28	38	DESTINY'S Child/Independent Women...	29036
40	38	DAVE HOLLISTER/One Woman Man	25796
44	34	MYSTIKAL/FINVAE/Danger (Been So...)	25058
46	34	CARL THOMAS/Emotional	25058
33	34	JAGGED EDGE/Promise	22847
17	31	JAY-Z/Just Wanna Love...	22847
33	30	WYCLEF JEANMARRY /911	22847
33	30	COMMON/The Light	21110
19	29	112/It's Over Now	21373
40	29	MUSIQ/Just Friends (Sunny)	20636
27	29	3LW/No More (Baby...)	19806
17	27	KOFFEE BROWN/Alter Party	19806
22	27	LIL BOW WOM/Boy Wow (That's...)	18425
25	25	SYNTHAVE/The Rain	18425
35	23	MYA/Free	16861
29	23	SHAGGY/Wasn't Me	16861
29	23	TOM BRAXTON/Just Be A Man	14740
23	20	R. KELLY/Don't Mean It	14740
15	19	ERIKAH BAIDU/Bag Lady	14003
19	19	IDEAL/Whisper	14003
29	19	MYSTIKAL/Share Ya Ass	14003
6	19	AMAR/Stranger In My House	14003
9	17	NELLY/E	12529
22	17	JILL SCOTTA/Long Walk	12529
16	18	M.R. C THE SLIDE MAM/Cha-Cha Slide	11065
15	18	MUSIQ/Just Friends (Sunny)	11065
15	18	JILL SCOTTA/Long Walk	11065

MARKET #4
WPHIPhiladelphia
Radio One
(215) 864-9400
Devo/George
12+ Cume 417,888

PLAYS

3W	TW	ARTIST/TITLE	GI (888)
54	58	JAY-Z/Just Wanna Love...	12644
56	58	MYSTIKAL/FINVAE/Danger (Been So...)	11990
63	63	MEMPHIS BLEEK/That Your Chick	11554
40	52	J.A. RULE/L.I. M.O. /Put It On Me	11336
53	41	AVANTI/My First Love	11118
30	48	TAMIA/Stranger In My House	10464
50	47	R. KELLY/Wish	10246
55	48	PROFYLE/La	10246
54	46	OUTKAST/Am, Jackson	10078
41	46	LUDACRIS/Southern Hospitality	8938
29	46	PHILLY'S MOST WANTED/Cross The Border	8720
40	46	LIL BOW WOM/Boy Wow (That's...)	8502
37	46	PROFYLE/La	8066
44	46	LUDACRIS/What's Your Fantasy	8066
52	46	MYSTIKAL/Share Ya Ass	7848
44	46	MUSIQ/Just Friends (Sunny)	7194
31	46	BEANIE SHEL/In The Club	7194
29	42	JAY-Z/Alter Party	6822
29	42	DAVE HOLLISTER/One Woman Man	6104
12	42	JOE/Slater	5668
35	42	SHAGGY/Wasn't Me	5668
32	42	112/It's Over Now	5202
58	42	DESTINY'S Child/Independent Women...	4856
29	42	WU-TANG CLAN/Bring Da Pain	4360
31	42	J.A. RULE/F.C. MILLIAN/Between Me And You	4142
19	42	R. KELLY/Don't Mean It	4142
8	42	ANGIE MARTINEZ/JAY-Z/Amor	4142
18	42	BEENIE MAN/FINVAE/Girls Dem Sugar	3708
28	42	COMMON/RHYMYS GRAY/Gato Heaven	3408
18	42	XZIBIT/A	3076

MARKET #5
WUSLPhiladelphia
Clear Channel
(215) 483-8900
Little/Cooper
12+ Cume 784,888

PLAYS

3W	TW	ARTIST/TITLE	GI (888)
49	48	TAMIA/Stranger In My House	28560
52	48	J.A. RULE/L.I. M.O. /Put It On Me	24752
41	48	MYSTIKAL/FINVAE/Danger (Been So...)	22848
47	47	JAY-Z/Just Wanna Love...	22172
15	45	AVANTI/My First Love	21420
31	42	YOLANDA ADAMS/Open My Heart	19592
21	42	R. KELLY/Wish	19592
48	42	JAGGED EDGE/Promise	18564
5	42	JAY-Z/Alter Party	18086
36	42	LUDACRIS/Southern Hospitality	15232
32	42	MUSIQ/Just Friends (Sunny)	14756
31	42	BEANIE SHEL/In The Club	14756
16	42	NO DIRECTION/You Ready...	14756
5	42	AVANTI/My First Love	14280
38	42	LIL BOW WOM/Boy Wow (That's...)	13804
20	42	MYSTIKAL/Share Ya Ass	13328
37	42	LUDACRIS/Southern Hospitality	12862
3	42	R. KELLY/Wish	12378
41	42	MEMPHIS BLEEK/That Your Chick	12378
6	42	JILL SCOTTA/Long Walk	9996
21	42	KELLY PRICE/You Should've...	9996
38	42	ERIKAH BAIDU/Didn't Cha Know	8568
9	42	MOS DEF/NATE DOGG/Oh No	7616
8	42	MUSIQ/Lo	7616
34	42	OUTKAST/Am, Jackson	7616
7	42	J.A. RULE/F.C. MILLIAN/Between Me And You	7140
4	42	JOE/Slater	7140
18	42	DESTINY'S Child/Independent Women...	7140
5	42	JAGGED EDGE/Let's Get Married	5712
8	42	DESTINY'S Child/Independent Women...	5712

MARKET #6
KRFBDallas-Ft. Worth
Radio One
(214) 521-4661
Johnson/Kelly
12+ Cume 235,500

PLAYS

3W	TW	ARTIST/TITLE	GI (888)
47	48	JAY-Z/Just Wanna Love...	5341
46	46	MYSTIKAL/FINVAE/Danger (Been So...)	5014
50	44	OUTKAST/Am, Jackson	4796
41	41	LIL BOW WOM/Boy Wow (That's...)	39224
36	40	J.A. RULE/L.I. M.O. /Put It On Me	3815
62	38	SHAGGY/Wasn't Me	3815
32	38	NELLY/E	3488
31	38	CASH MONEY /Project Check	3379
50	37	R. KELLY/Wish	3052
47	37	AVANTI/My First Love	2943
48	37	JOE/Slater	2943
18	36	3LW/No More (Baby...)	2834
28	36	MEMPHIS BLEEK/That Your Chick	2834
24	36	BIG MOBE/Barre Baby	2634
22	36	M.D./Ain't It	2398
22	36	SYNTHAVE/The Rain	2398
13	36	MYSTIKAL/Share Ya Ass	2298
19	36	L.I.L. JON /I Like Dem	2180
11	36	BIG GUPP/We Served	2071
19	36	NELLY/E	19173
18	36	J.A. RULE/L.I. M.O. /Put It On Me	1853
17	36	CHARMIDE/Down For My Nigs	1853
6	36	EIGHTBALL & MUG/Pimp Hard	1853
20	36	MUSIQ/Just Friends (Sunny)	1744
14	36	MEMPHIS BLEEK/My Mind Right	1636
14	36	JAY-Z/Alter Party	1426
14	36	JAGGED EDGE/Promise	1526
14	36	TOM DOWNS/Company Rap Tune	1526
38	36	EMINEM/F.D.O.G./Stan	1417
17	36	CARL THOMAS/Emotional	1417

MARKET #7
KRDADallas-Ft. Worth
Radio One
(972) 263-9911
Chapman/Kelly
12+ Cume 610,300

PLAYS

3W	TW	ARTIST/TITLE	GI (888)
61	74	R. KELLY/Wish	33966
27	60	BIG MOBE/Barre Baby	31671
77	67	OUTKAST/Am, Jackson	30753
65	68	M.R. C THE SLIDE MAM/Cha-Cha Slide	30294
67	68	MYSTIKAL/FINVAE/Danger (Been So...)	29835
62	68	OUTKAST/So Fresh, So Clean	29835
63	68	CASH MONEY /Project Check	27989
38	61	R. KELLY/Wish	27989
57	60	YOLANDA ADAMS/Open My Heart	27091
66	60	AVANTI/My First Love	25760
66	60	JAGGED EDGE/Promise	25760
50	60	JAY-Z/Just Wanna Love...	20655
43	60	MUSIQ/Just Friends (Sunny)	19278
51	60	WYCLEF JEANMARRY /911	18360
42	60	LIL BOW WOM/Boy Wow (That's...)	16528
38	60	MEMPHIS BLEEK/That Your Chick	16065
26	60	TOM BRAXTON/Just Be A Man	15147
40	60	MYSTIKAL/Share Ya Ass	15147
29	60	LUDACRIS/What's Your Fantasy	15147
19	60	NELLY/E	14229
31	60	J.A. RULE/L.I. M.O. /Put It On Me	14229
29	60	MASTER P/Out Dat	13770
25	60	COMMON/The Light	12393
13	60	LIL BOW WOM/Boy Wow With Me	11934
24	60	PROFYLE/La	11016
16	60	JAY-Z/Alter Party	10557
23	60	CHARMIDE/Down For My Nigs	10557
12	60	AALIYAH/Try Again	10098
9	60	ERIKAH BAIDU/Bag Lady	10098

MARKET #8
WOTJBethel
Radio One
(313) 259-2000
Majors/Kelly
12+ Cume 476,100

PLAYS

3W	TW	ARTIST/TITLE	GI (888)
63	60	JAY-Z/Just Wanna Love...	12376
2	59	J.A. RULE/L.I. M.O. /Put It On Me	11713
30	61	MYSTIKAL/FINVAE/Danger (Been So...)	11271
59	49	OUTKAST/Am, Jackson	10823
61	49	AMAR/Stranger In My House	10823
51	49	R. KELLY/Wish	10608
52	49	CASH MONEY /Project Check	10608
54	49	CARL THOMAS/Emotional	10608
59	47	CASH MONEY /Project Check	10608
20	49	L.I.L. JON /I Like Dem	1293
31	49	112/It's Over Now	6631
31	49	JOE/Slater	6631
37	49	KELLY PRICE/You Should've...	6631
27	49	TELEVE/L.A.	6630
27	49	BIG TYME/RS-10/Way	6302
36	49	JAGGED EDGE/Let's Get Married	5746
33	49	MASTER P/Out Dat	5746
24	49	L.I.L. WAYNE/Get On The Corner	5525
26	49	DESTINY'S Child/Independent Women...	5525
20	49	L.I.L. WAYNE/Get On The Corner	5525
4	49	112/It's Over Now	4641
4	49	R. KELLY/Wish	4199
22	49	MACK 10/7/Be2/Tight To Da	4199
12	49	DR. DRE/The Next Episode	3757
39	49	LUDACRIS/What's Your Fantasy	3757

MARKET #9
WJLBBethel
Clear Channel
(313) 965-2000
Saunders/Kelly
12+ Cume 573,000

PLAYS

3W	TW	ARTIST/TITLE	GI (888)
63	63	JAY-Z/Just Wanna Love...	23814
64	62	CARL THOMAS/Emotional	23436
41	62	CASH MONEY /Project Check	23436
48	62	AVANTI/My First Love	20412
61	62	MEMPHIS BLEEK/That Your Chick	20412
54	62	KELLY PRICE/You Should've...	20412
51	62	YOLANDA ADAMS/Open My Heart	19556
46	62	M.R. C THE SLIDE MAM/Cha-Cha Slide	16632
42	62	JAY-Z/Alter Party	15874
42	62	R. KELLY/Wish	15874
42	62	R. KELLY/Wish	15874
38	62	J.A. RULE/F.C. MILLIAN/Between Me And You	14364
39	62	LUDACRIS/What's Your Fantasy	13208
36	62	C-MURDER/Down For My Nigs	13600
34	62	CARL THOMAS/Emotional	12952
33	62	MYSTIKAL/Share Ya Ass	11940
33	62	CASH MONEY /Project Check	11940
31	62	DR. DRE/The Next Episode	10584
3	62	JOE/Slater	10584
2	62	JAGGED EDGE/Let's Get Married	10584
20	62	JAY-Z/Big Pimpin	10584
37	62	CASH MONEY /Project Check	10584
59	62	J.A. RULE/L.I. M.O. /Put It On Me	9828
26	62	PROFYLE/La	8316
22	62	AVANTI/My First Love	7630
16	62	DAVE HOLLISTER/One Woman Man	7660
2	62	ICDZ/Get Crunked Up	6804
11	62	XZIBIT/A	6048

MARKET #10
WYOTBoston
Radio One
(617) 427-2222
Martinez
12+ Cume 247,100

PLAYS

3W	TW	ARTIST/TITLE	GI (888)
45	46	JAY-Z/Just Wanna Love...	6345



WALT LOVE
babylove@rronline.com

How To Target From A Local Perspective

Two marketing directors offer suggestions on how to bring listeners to Urban radio

Marketing is always an integral component of selling anything to consumers, but marketing a product to African-American consumers isn't marketing as usual and isn't the same as marketing to a general-market audience. This week we examine the topic of marketing from an Urban perspective.

The African-American audience needs personal attention and an invitation to, first, feel welcome. They respond favorably by buying the product or frequenting the businesses offering the invitations to "come on in." To provide our readers with a peek at how Urban stations are accomplishing this, I spoke with two individuals who have a real handle on the needs, wants and desires of their listeners.



Marie Tolson-Perry

In the City of Brotherly Love, Marie Tolson-Perry is all of that and more. She presently serves as Director/Marketing and Director/Market Development for Gospel WDAS-AM and Urban AC WDAS-FM/Philadelphia. Before her recent promotion, she was Director/Marketing & Promotions. I began our discussion by asking what the most important thing is to consider when marketing any product to the public.

"The most important thing is knowing who it is you are marketing to," she said. "In radio, knowing who your audience is starts with age. You have to understand your audience and what it is that they like and what excites them. For example, WDAS-FM is targeted toward adults 25 to 54 years of age, while WDAS-AM is skewed a little older than that."

Creating A Positive Image

How does Tolson-Perry go about marketing these stations to the Philadelphia metropolitan area? "It starts with coming up with good ideas, and those ideas are opportunities for your listeners," she explained. "They will also be a positive in the community because of the image those ideas create. For me, it is kind of unique, because I came to a heritage station that was

already well-known in this community. There weren't a lot of things that I had to do other than creating a brand for the station.

"Something that people could identify with or continue to identify with was the most important thing to establish. The greatest challenge for me was to take this heritage station and not make our listeners feel like they were old. However, we did want to emphasize that this station has been here in the community for a total of 50 years. This was a campaign that we had to work on continuously in the minds of the public. We had to sell them on the idea that we are a Philadelphia icon.

"The point is this: We didn't want people thinking that WDAS-FM is outdated. We came up with different slogans to sell our product based on what the station has been about over the past 50 years and what it's still about that's relevant to today's world. We also developed several different advertising campaigns that included cash-giveaway incentives and keeping up with our competitors in the things they offer to listeners.

"We also make sure that people know about and understand the unique and personal sound that belongs exclusively to WDAS-AM & WDAS-FM. The good thing we have going for us is the fact that when people who live here hear our stations, they know it's WDAS-AM & FM solely by our distinct sound and presentation. That's a brand at its very best."

Separate Identities

Elaborating on the subject of branding, Tolson-Perry added, "We have two different types of brands. The FM station is our adult outlet, so we had to try to create an identity just for that radio station. Then we realized that the AM needed its own brand as well, and we're now creating an entirely different look for that station, although both stations use the WDAS call letters. It's

my job to create a brand for the AM station and to let listeners know that it is the only source for gospel music in this city. If you want gospel, you'll only get it from WDAS-AM. Period. The audience for gospel is a totally different one. We have to keep that fact top-of-mind as we build things for that audience.

"I also want to make one key point about branding: I really believe that the marketing directors who are successful at branding their stations are those who know their audiences. I cannot stress that enough. If you go to a property and don't understand your listeners and their lifestyle, it will be very hard to be successful at branding the station. You have to understand and know what the audience's needs are

"The most important thing is knowing who it is you are marketing to. In radio, knowing who your audience is starts with age. You have to understand your audience and what it is that they like and what excites them."

Marie Tolson-Perry

and the types of things that they like.

"One of the things I'd share is the fact that I've been very successful at taking events that the station has traditionally done and building upon them. I think you have to stay current with the things your audience likes and wants. You have to offer them things that are interesting and that you know they'll want.

"Community involvement is, if not the most important thing, certainly one of the most important aspects of Urban radio, because we are first and foremost a public entity."

Karen Hence

"One example of that is our \$1,000-a-day giveaway. Our challenge each year is to find a new way to make the giveaway exciting, because you're still giving away \$1,000 a day. There has to be some unique and interesting way to give it away that you haven't used previously. It's not just the money; it's got to be bigger than life, exciting to the listeners and different each year."

Fresh And Innovative

For Karen Hence, Promotions & Marketing Manager for Clear Channel's WODT-AM, WYLD-AM & FM and WQUE-FM/New Orleans, keeping the images of the four radio stations in the front of listeners' minds is one of the most important aspects of her job. Some of the more creative branding projects her stations have done fall into the category of outdoor.



Karen Hence

"Here in New Orleans we have the only three wrapped public buses that belong to radio stations," she said. "We do a yearly change on the buses to keep them looking fresh at all times and to keep them innovative in their creative look."

Hence has been involved with the stations for the last nine years and has risen through the ranks at Blues-formatted WODT, Gospel WYLD-AM, Urban AC WYLD-FM and Urban WQUE. From that experience she's learned that being on top of any event that listeners may have an interest in is a must.

"Everything that comes to town — be it a large show or a small show, a play, a concert or any type of affair — we're on top of it immediately," she said. "Our job is to know about it before anyone else knows about it, and we have our contacts and sources to help us know these things in advance. We want to be there. We want to be at the place, broadcasting live, and we want to have our personalities there, really making it larger than life. That's what we're all about."

Active Involvement

Is active involvement with the African-American community still a

necessity for Urban radio today, or is it a myth at this point in time in our industry? "Community involvement is, if not the most important thing, certainly one of the most important aspects of Urban radio, because we are first and foremost a public entity," Hence said.

"When I say that we're involved in everything that comes to town, I mean everything. Just a few weeks ago we held our annual children's toy drive, which goes on here every year. Keep in mind that WYLD has been in this market for 50 years. This is a heritage radio station, and I think one of the most important reasons that 'YLD has remained as strong as it has is the fact that it is very community-oriented. Some of the events that we produce are the annual Easter Egg Hunt and our Family Day in the Park. Up until this year these have been free events. That's the type of thing that has endeared us to the public in this market."

I asked Hence to offer some additional pointers about marketing an Urban-oriented radio station. "You need to maintain a hands-on approach," she said. "You've got to keep in touch with the listeners. You've got to stay among the listeners. We think of a DJ as just another person, but they really are superstars to our listeners. It's really important for us to keep our jocks out there and in touch with the public at all times. We need to keep them out there kissing babies and shaking hands with the people.

"We don't want the public feeling alienated from our on-air personalities. We want the people to feel close to the radio station. We also want them to feel a personal kinship with our personalities. We have done that here simply because our jocks have been here pretty much as long as I have, which, once again, has been nine years. There is not a revolving door here, and that makes a big difference for us."

TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

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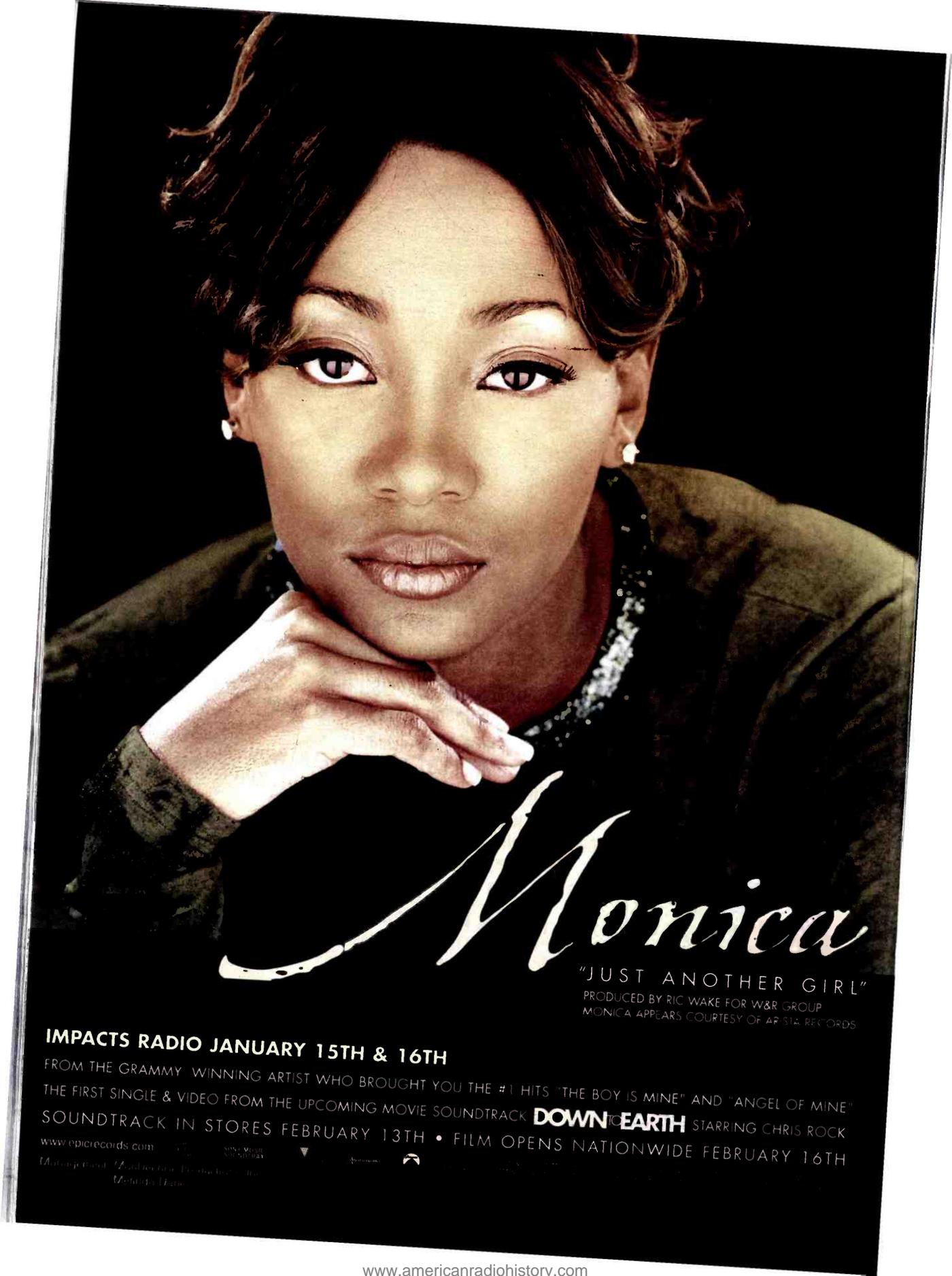
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January 12, 2001

WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	± PLAYS	GROSS IMPRESSIONS (K)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	OUTKAST Ms. Jackson (LaFace/Arista)	3013	-251	416956	10	79/0
3	2	JAY-Z I Just Wanna Love U... (Roc-A-Fella/DJMG)	2963	-38	428485	11	82/0
8	●	MYSTIKAL F/NIVEA Danger (Been So Long) (Jive)	2698	+578	363537	6	72/2
2	4	AVANT My First Love (Magic Johnson/MCA)	2616	-444	398685	15	77/0
4	5	MUSIQ Just Friends (Sunny) (Def Soul/DJMG)	2524	-303	342416	15	77/0
9	●	JAGGED EDGE Promise (So So Def/Columbia)	2410	+350	333139	9	77/0
5	7	R. KELLY I Wish (Jive)	2308	-406	390785	15	77/0
6	●	DAVE HOLLISTER One Woman Man (Def Squad/DreamWorks)	2286	+28	272123	11	75/0
11	●	LIL BOW WOW Bow Wow (That's My Name) (So So Def/Columbia)	2129	+180	264715	7	72/0
10	●	CARL THOMAS Emotional (Bad Boy/Arista)	2113	+68	291685	10	68/0
18	●	TAMIA Stranger In My House (Elektra/EEG)	2089	+387	262724	7	74/5
23	●	SHAGGY It Wasn't Me (MCA)	2051	+671	265576	5	55/6
19	●	112 It's Over Now (Bad Boy/Arista)	1928	+267	224403	5	78/0
22	●	JOE Stutter (Jive)	1913	+505	204727	4	78/2
14	●	CASH MONEY MILLIONAIRES Project Chick (Cash Money/Universal)	1844	+62	229569	8	67/1
7	16	DESTINY'S CHILD Independent Women Pt. 1 (Columbia)	1836	-340	283519	16	70/0
17	●	JAHEIM Could It Be (Divine Mill/WB)	1736	+12	133139	11	72/1
16	18	3LW No More (Baby I'ma Do Right) (Epic)	1728	-3	179820	16	70/1
12	19	NELLY E.I. (Fo' Reel/Universal)	1667	-274	219032	14	64/0
Breaker	20	JA RULE F/LIL' MO AND VITA Put It On Me (Murder Inc./Def Jam/DJMG)	1569	+1103	225227	1	75/75
13	21	WYCLEF JEAN F/MARY J. BLIGE 911 (Ruffhouse/Columbia)	1564	-219	239966	16	71/0
28	●	MEMPHIS BLEEK Is That Your Chick (Roc-A-Fella/DJMG)	1400	+225	194640	3	64/1
26	●	ERYKAH BADU Didn't Cha Know (Motown)	1345	+163	137513	4	65/0
Breaker	24	JILL SCOTT A Long Walk (Hidden Beach/Epic)	1296	+298	160447	3	68/1
20	25	JA RULE F/CHRISTINA MILIAN Between... (Murder Inc./Def Jam/DJMG)	1268	-346	178135	16	64/0
21	26	PUBLIC ANNOUNCEMENT Mamacita (RCA)	1250	-233	100114	9	64/0
Breaker	27	SNOOP DOGG Snoop Dogg (No Limit/Priority)	1243	+249	116073	4	68/3
25	●	TANK Maybe I Deserve (BlackGround)	1199	+10	88016	4	46/1
27	29	PRU Candles (Capitol)	1142	-34	57460	7	45/0
32	●	MYA Free (Ruff/WB/University/Interscope)	1134	+90	95994	4	55/1
15	31	KEITH SWEAT F/LIL' MO I'll Trade (A Million Bucks) (Elektra/EEG)	1109	-658	112729	13	64/0
Breaker	30	MR. C THE SLIDE MAN Cha-Cha Slide (Universal)	1103	+366	168205	2	19/2
24	33	LUDACRIS What's Your Fantasy (Def Jam South/DJMG)	1051	-144	153236	20	55/0
36	34	NO QUESTION If You Really Wanna Go (Ruffnation/WB)	936	-29	70355	6	49/0
29	35	PROFYLE Liar (Motown)	917	-222	154429	19	58/0
30	36	BEENIE MAN F/MYA Girls Dem Sugar (Virgin)	912	-190	136111	19	60/0
49	●	MASTER P Bout Dat (No Limit/Priority)	891	+206	112113	2	52/2
44	●	COMMON F/MACY GRAY Geto Heaven (MCA)	885	+109	85753	2	61/0
43	●	CHANGING FACES Ladies Man (Atlantic)	885	+103	76347	3	56/2
50	●	XZIBIT X (Loud)	882	+214	104810	2	59/1
37	41	SUNDAY I Know (Better Place/Capitol)	866	-99	37836	7	41/0
31	42	KELLY PRICE You Should've Told Me (T-Neck/Def Soul/DJMG)	818	-231	171173	18	48/0
39	43	KANDI Cheatin' On Me (So So Def/Columbia)	805	-51	46376	4	53/0
Debut	44	KOFFEE BROWN After Party (Arista)	773	+498	132648	1	68/67
38	45	BABYFACE Reason For Breathing (Arista/Epic)	723	-140	44957	7	47/0
Debut	46	WU-TANG CLAN Gravel Pit (Loud/Columbia)	694	+45	58164	1	50/0
Debut	47	BIG TYMERS 10 Wayz (Cash Money/Universal)	660	+127	50740	1	40/0
Debut	48	JENNIFER LOPEZ Love Don't Cost A Thing (Epic)	642	+158	43678	1	35/0
40	49	BOYZ II MEN Thank You In Advance (Universal)	638	-202	53488	10	48/0
Debut	50	MOS DEF/NATE DOGG Oh No (Rawkus/Priority)	635	+85	76603	1	50/1

Most Added.

ARTIST TITLE LABEL(S)	ADDS
JA RULE F/LIL' MO AND VITA Put... (Murder Inc./Def Jam/DJMG)	75
KOFFEE BROWN After Party (Arista)	67
ICONZ Get Crunked Up (Elektra/EEG)	50
TRANSITIONS Ghetto Laws (Biv 10/Universal)	36
M.O.P. Ante Up (Robbing-Hoodz Theory) (Loud)	30
DELOUIE You Said (MCA)	20
SHAGGY It Wasn't Me (MCA)	6
TAMIA Stranger In My House (Elektra/EEG)	5
E-40 FACE CUBE Behind Gates (Sick Wid' It/Jive)	5
LUCY PEARL You (Pookie/Beyond/Hollywood)	4
PHILLY'S MOST WANTED Cross The Border (Atlantic)	4
CAPONE-N-NOREAGA Ya'll Don't Wanna (Tommy Boy)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JA RULE F/LIL' MO AND VITA Put... (Murder Inc./Def Jam/DJMG)	+1103
SHAGGY It Wasn't Me (MCA)	+671
MYSTIKAL F/NIVEA Danger (Been So Long) (Jive)	+578
JOE Stutter (Jive)	+505
KOFFEE BROWN After Party (Arista)	+498
LUDACRIS Southern Hospitality (Def Jam South/DJMG)	+442
TAMIA Stranger In My House (Elektra/EEG)	+387
MR. C THE SLIDE MAN Cha-Cha Slide (Universal)	+366
JAGGED EDGE Promise (So So Def/Columbia)	+350
JILL SCOTT A Long Walk (Hidden Beach/Epic)	+298

Breakers.

JA RULE F/LIL' MO AND VITA

Put It On Me (Murder Inc./Def Jam/DJMG)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1569/1103	75/75	20

JILL SCOTT

A Long Walk (Hidden Beach/Epic)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1296/298	68/1	24

SNOOP DOGG

Snoop Dogg (No Limit/Priority)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1243/249	68/3	27

MR. C THE SLIDE MAN

Cha-Cha Slide (Universal)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1103/366	19/2	32

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

83 Urban reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 12/31/00-Saturday 1/6/01. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 1000 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

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ARTIST BREAKDOWN

ARTIST: **MONIFAH**
ALBUM: **HOME**
LABEL: **UNIVERSAL**

"And here is Walt's office," I said to Universal recording artist **Monifah** when she visited **R&R**. "Yeah, I see him. Let me stop in and say hello," she replied. "OK," I told her, "but I'm going to be looking at you through the window, thinking, 'I can tell you wanna get out of there,' 'cause you know he's going to have a lot to say." "I can handle it," she assured me, smiling as she entered his office.

Don't get me wrong: Monifah loves her song "Babylove." As a matter of fact, she had just taped his show, *The Countdown*, the night before. However, she had an appointment in the Valley and needed to leave **R&R** by a particular time.

After posing for pictures and touring the office, Monifah and No Screaming Media's Joe Wiggins left to make their next appointment. Though I tried to go along for the ride (Joe is cute!), they thought I was playing and just laughed as I followed them to the elevator ... down to the lobby ... to the garage ... and ran alongside the car.

A few weeks later I received Monifah's album, *Home*. The first track is a 24-second skit during which Monifah and a friend talk about how they plan to get a particular guy's attention. While I listened to them create a ploy so Monifah can touch the guy's butt, I was reminded of the ruse that Asst. CHR Editor Renee Bell and I have: Bell alerts me when she spots some-



one cute, and I body slam the guy to get his attention. (To date, I only have two lawsuits pending.)

Get ready to dance! "Rescue Me" is an uptempo groove in which Monifah plays both victim and temptress. While on the dance floor she treats dude to a "tasty appetizer" from the night's menu of sexual cuisine. This damsel in distress is all too ready to be rescued from the crowded club by her newfound knight in shining armor.

Damn! The hot, sensual and extremely erotic "Peaches & Cream" is not for those under 21! The melodic vibe supplies a most appropriate playground for these lyrics to frolic on. Be ready for a physical experience while you enjoy this carnal tune. Sure, you can find the peaches at any grocery store, but you won't find the cream in the canned foods section.

The debut single, "I Can Tell," must have slipped by me. This "psyched" tune contains a smooth, infectious beat with serious lyrics. Regardless of the guy's answers to Monifah's morality-based questions, he really has no chance with this femme fatale. She sized him up at first sight.

"How you gonna love me baby/Livin' in the past?" is the question of the century in "(How) Ya Gonna Love Me." It seems babyboy is emotionally stuck in yesterday, yet he claims he's capable of loving Miss Thang today. A la the message in Erykah Badu's "Bag Lady," "Let it go, my brotha, let it go."

Of course, you have to have your "end of the road" songs to complete any CD. Monifah's are "Too Late" (where Monifah is fed up and ends the relationship with dude) and "Hard to Say Goodbye" (where she finds herself on the receiving end of the "Dear John" letter). The dreamy "Free Again" inspires the listener to take a fantastic voyage to the days of old while drifting on a memory (in the words of the Isleys) to a time when life was simple and carefree.

The vibrant singer takes the words right out of my mouth in "Fairytale": "I want a lover who will be there every night/Who will be there in the morning when I rise." Mint Condition sang to them about torment, and Monifah cites them as an aphrodisiac. So if "Brown Eyes" are so powerful, why am I alone every night?

Home is a mixture of tender ballads, midtempo rhythms and uptempo jams. Some tracks may sneak by you. Others will definitely stop you in your tracks and make you take notice, sing along and move sumthin'. Peace.

— **Tanya O'Quinn**
Asst. Urban Editor

IN MY OPINION

with **Jerold Jackson**

Koffee Brown
After Party
(Arista)

PD/MD — WDAI/Myrtle Beach, SC

One size fits all. I'm talking about a record that fits Urban AC, mainstream and hip-hop. Koffee Brown's "After Party" has an early '80s groove, it's a happy song, and it feels good. This is the type of song that programmers have been begging for all this time — a nonoffensive, well-produced, good-sounding song. I'm sure "After Party" will become No. 1 in less than 12 weeks and that the song will play on a recurrent basis for another 20 weeks. Why? Because it's truly a hit! I've never heard such a strong buzz on a record during the Christmas season. That's amazing in itself. This song is exactly what we need right now.

ADVANCE NOTICE

CO-ED Summer: On J. R. *Universal*
DAYTON FAMILY'S OWN: Ghetto E *Loisips* *Ozercore* *TVT*
LIL' MO Superwoman: *Gold Mine Elektra* *FEG*
LUDACRIS Southern Hospitality: *Daf Jam* *South* *IDJMG*
MONICA Just Another Girl: *Empire*
PINK You Make Me Sick: *LaFace* *Arista*
JESSE POWELL: *FLS* *BMCA*
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ANGIE MARTINEZ F/JAY-Z Mi Amor (EastWest/EEG)
Total Plays: 576, Total Stations: 47, Adds: 0

BILAL Soul Sista (Moya/Interscope)
Total Plays: 566, Total Stations: 39, Adds: 1

LUCY PEARL You (Pookie/Beyond/Hollywood)
Total Plays: 534, Total Stations: 39, Adds: 4

LIL' WAYNE Get Off The Corner (Cash Money/Universal)
Total Plays: 477, Total Stations: 39, Adds: 0

PHILLY'S MOST WANTED Cross The Border (Atlantic)
Total Plays: 450, Total Stations: 33, Adds: 4

DREAM He Loves U Not (Bad Boy/Arista)
Total Plays: 441, Total Stations: 28, Adds: 1

CHARLIE WILSON F/SNOOP... Big Pimpin' (Interscope)
Total Plays: 436, Total Stations: 31, Adds: 0

ICONZ Get Crunked Up (Elektra/EEG)
Total Plays: 434, Total Stations: 51, Adds: 50

DOGGY'S ANGELS Baby If You're Ready (Doggy Style/TVT)
Total Plays: 298, Total Stations: 24, Adds: 1

M.O.P. Ante Up (Robbing-Hoodz Theory) (Loud)
Total Plays: 288, Total Stations: 36, Adds: 30

OAMOZEL You Don't Know Me Like That (MCA)
Total Plays: 274, Total Stations: 29, Adds: 0

BRENT JONES & T.P. MOBB Good Time (Holy Roller)
Total Plays: 270, Total Stations: 12, Adds: 0

KURUPT F/NATE DOGG Behind The Walls (Avatar)
Total Plays: 264, Total Stations: 27, Adds: 2

CHARLIE WILSON Without You (Major Hits)
Total Plays: 212, Total Stations: 12, Adds: 1

SPOOKS Sweet Revenge (Antra/Artemis)
Total Plays: 191, Total Stations: 17, Adds: 1

DIRTY Hit Da Floe (Universal)
Total Plays: 112, Total Stations: 14, Adds: 0

CAPONE-N-NOREAGA Ya'll Don't Wanna (Tommy Boy)
Total Plays: 68, Total Stations: 8, Adds: 4

TRANSITIONS Ghetto Laws (Biv 10/Universal)
Total Plays: 24, Total Stations: 36, Adds: 36

DELOUIE You Said (MCA)
Total Plays: 18, Total Stations: 20, Adds: 20

Songs ranked by total plays

Most Played Recurrents

MYSTIKAL Shake Ya Ass (Jive)

ERYKAH BADU Bag Lady (Motown)

YOLANDA ADAMS Open My Heart (Elektra/EEG)

SISQO Incomplete (Dragon/Def Soul/IDJMG)

JAGGED EDGE Let's Get Married (So So Def/Columbia)

NEXT Wifey (Arista)

TONI BRAXTON Just Be A Man About It (LaFace/Arista)

COMMON The Light (MCA)

LIL BOW WOW Bounce With Me (So So Def/Columbia)

RUFF ENOZ No More (Epic)

NELLY Country Grammar (Fo' Reel/Universal)

AALIYAH Try Again (BlackGround/Virgin)

AVANT Separated (Magic Johnson/MCA)

IDEAL Whatever (Noontime/Virgin)

DONELL JONES Where I Wanna Be (Untouchables/LaFace/Arista)

DMX Party Up (Up In Here) (Ruff Ryders/IDJMG)

JOE I Wanna Know (Jive)

CARL THOMAS I Wish (Bad Boy/Arista)

DA BRAT F/TYRESE What'chu Like (So So Def/Columbia)

DONELL JONES U Know What's Up (Untouchables/LaFace/Arista)

TUNED-IN

R&R/MEDIABASE 24/7

URBAN

KOOL

KKDA-FM/Dallas

3am

OUTKAST Ms. Jackson
AVANT Separated
JAY-Z I Just Wanna Love U (Give It...)
AVANT My First Love
MUSIQ Just Friends (Sunny)
JOE Treat Her Like A Lady
ERYKAH BADU Bag Lady
R. KELLY I Wish
DESTINY'S CHILD Independent Woman Part 1
MAXWELL This Woman's Work
RUFF ENOZ No More
OUTKAST So Fresh, So Clean
AALIYAH I Don't Wanna

11am

MYSTIKAL Shake Ya Ass
NEXT Wifey
TONI BRAXTON He Wasn't Man Enough
AALIYAH I Don't Wanna
JAY-Z I Just Wanna Love U (Give It...)
MUSIQ Just Friends (Sunny)
LIL' BOW WOW Bow Wow (That's My Name)
CASH MONEY MILLIONAIRES Project Chick
R. KELLY I Wish
BIG TYMERS #1 Stunna
JAGGED EDGE Promise
BIG MOE Board Baby
MYSTIKAL UNVEA Danger (Been So Long)
OUTKAST Ms. Jackson

4pm

MONTELL JORDAN Get It On... Tonite
DMX Party Up
TONI BRAXTON Just Be A Man About It
RUFF ENOZ No More
MISSY ELLIOTT Hot Boyz
MYSTIKAL Shake Ya Ass
AALIYAH I Don't Wanna
NEXT Wifey
DESTINY'S CHILD Say My Name
AALIYAH Try Again
CARL THOMAS I Wish

8pm

LIL' BOW WOW Bow Wow (That's My Name)
MASTER P Bout Dat
OUTKAST So Fresh, So Clean
MEMPHIS BLEEK Is That Your Chick?
R. KELLY Feelin' On Yo Booty
JA RULE Put It On Me
MR. C THE SLIDE MAN Cha Cha Slide
BIG MOE Board Baby
R. KELLY I Wish
MAKAVELI Hail Mary
AVANT My First Love
WYCLEF JEAN /MARY J. BLIGE 911
PROFYLE Liar

KIPR/Little Rock

3am

DL' DIRTY BASTARD Got Your Money
MR. C THE SLIDE MAN Cha Cha Slide
JILL SCOTT A Long Walk
LIL' BOW WOW Bow Wow (That's My Name)
JAHEIM Could It Be
SHYNE That's Gangsta
CUBAN LINK Still Telling Lies
ERYKAH BADU Didn't Cha Know
WU-TANG Gravel Pit
OAMOZEL You Don't Know Me Like That
PRU Candles
XZIBIT X
SHADE SHEIST Where I Wanna Be
B.G. I Know
JILL SCOTT A Long Walk

11am

DR. DRE /SNOOP DOGG... The Next Episode
OUTKAST Ms. Jackson
KEITH SWEAT /L.L. MO I'll Trade...
GERALD LEVERT Dream With No Love
DEAD PREZ Mind Sex
MYSTIKAL /UNVEA Danger (Been So Long)
MR. C THE SLIDE MAN Cha Cha Slide
CARL THOMAS Summer Rain
SNOOP DOGG Snoop Dogg
3LW No More...
CASH MONEY MILLIONAIRES Project Chick
SCARFACE It Ain't (Part II)
TAMIA Stranger In My House

4pm

CO-ED Sumthin' On U
LIL' WAYNE Get Off The Corner
C-MURDER Down 4 My N's
OUTKAST Ms. Jackson
SHYNE That's Gangsta
JAY-Z /UGK Big Pimpin'
PRU Candles
JILL SCOTT A Long Walk
JOE Stutter
SHAGGY It Wasn't Me
MINT CONDITION If You Love Me
EMINEM /DIDD Stan

8pm

BILAL Soul Sista
TANK Maybe I Deserve
CASH MONEY MILLIONAIRES Project Chick
SNOOP DOGG Snoop Dogg
MYSTIKAL /UNVEA Been So Long
SCARFACE Sex Faces
BALL & MJG Pimp Hard
WU-TANG Gravel Pit
WYCLEF JEAN /MARY J. BLIGE 911
SAMMIE Can't Let Go
SUNDAY I Know
JAHEIM Could It Be
XZIBIT X



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R&R Format Rooms

FORMAT SPECIFIC NEWS UPDATED DAILY



FIND COMPLETE PLAYLISTS FOR ALL URBAN AC REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #30
KPRS/Kansas City
Clear Channel
(816) 763-2040
Wendy/Fears
12x Cum 197,400



PLAYS

SW	TW	ARTIST/TITLE	Q1 (888)
28	31	DESTINY'S CHILD/Independent Women...	5487
31	31	JAY-Z/Just Wanna Love	5487
29	31	SHAGGY/Washn Me	5130
29	31	3LW/No More (Baby...)	5133
20	29	MYSTIKAL/Shake Ya Ass	5133
20	29	BE ENNE MAN F/MVA/Girls Dem Sugar	4936
20	29	MYSTIKAL F/MVEA/Danger (Been So...)	4936
20	29	OUTKAST/As I Am	4936
20	29	TAMIA/Stranger In My House	4936
22	27	MUSIQ/Just Friends (Sunny)	4779
22	27	MYSTIKAL/Stranger In My House	4779
26	27	NEELY/L	4425
26	27	KELLY PRICE/You Should've...	4425
19	24	DAVE HOLLISTER/One Woman Man	4248
19	24	PRINCE & NEW POWER GENERATION/21	4248
17	22	SHYNE F/B LEVY/Bad Boyz	4071
11	22	NEXT/Way	3894
15	22	AVANTI/My First Love	3894
17	22	CO-ED/Hot Girl	3894
17	22	SHAGGY/Washn My Fantasy	3894
13	20	RUFF EN2/No More	3540
13	20	JILL SCOTT/A Long Walk	3540
14	19	CARL THOMAS/Emotional	3540
14	19	AVANTI/Stranger In My House	3540
14	19	MYSTIKAL/Stranger In My House	3540
11	19	MUSIQ/Just Friends (Sunny)	3363
11	19	MYA/Case Of The Ex...	3363
11	19	FRYKIAN BADO/DiDn't Cha Know	3363
11	19	METHRONE/Your Body	3363
17	19	JA RULE F/C MIL/AM/Behn Me And You	3186
17	19	MR. C THE SLIDE MAN/Cha-Cha Slide	3186

MARKET #31
WKYC/Milwaukee
Clear Channel
(414) 321-1007
Young/Love
12x Cum 243,700



PLAYS

SW	TW	ARTIST/TITLE	Q1 (888)
24	30	MYSTIKAL F/MVEA/Danger (Been So...)	8750
46	30	SHAGGY/Washn Me	8750
46	30	KISS/As I Am (Sunny)	8575
55	30	MYSTIKAL/Stranger In My House	8050
29	45	JAY-Z/Just Wanna Love	7875
43	45	OUTKAST/As I Am	7875
43	45	TAMIA/Stranger In My House	7875
43	45	DESTINY'S CHILD/Independent Women...	7525
49	39	JAGGED EDGE/Promise	6825
45	36	DAVE HOLLISTER/One Woman Man	6300
1	34	KOFFEE BROWN/After Party	5950
1	32	CASE/Amazing You	5600
1	31	SADE/By Your Side	5425
1	30	JAY-Z/Just Wanna Love	5275
1	30	3LW/No More (Baby...)	5050
18	29	NEXT/Way	5050
14	27	BOYZ II MEN/Thank You In Advance	4700
14	27	JAY-Z/Just Wanna Love	4700
14	27	OUTKAST/As I Am	4700
14	27	MYSTIKAL/Stranger In My House	4700
23	23	LIL BOW WOM/Row Wow (That's...)	4025
19	20	MYA/Case Of The Ex...	3500
19	20	RUFF EN2/No More	3500
14	19	JA RULE F/C MIL/AM/Behn Me And You	3200
14	19	CARL THOMAS/Emotional	2975
1	19	JA RULE F/L/M/O.../Put It On Me	2800
22	10	JERSEY AV.../Beautiful Girl	2800
14	10	NEXT/Way	2800
14	10	NEELY/L	2800
6	18	CHANGING FACES/Ladies Man	2825

MARKET #1
WRKS/New York
Emmis
(212) 242-9870
Beasley/Greene
12x Cum 1,500,100



PLAYS

SW	TW	ARTIST/TITLE	Q1 (888)
33	30	DAVE HOLLISTER/One Woman Man	29400
26	28	CARL THOMAS/Emotional	28420
27	27	CHARIE HARRIS/Coming Back Home	26460
7	26	MYSTIKAL/Stranger In My House	25480
26	26	JAY-Z/Just Wanna Love	25480
20	26	MUSIQ/Just Friends (Sunny)	25480
10	24	112/7's Over Now	23520
7	24	JAMIE HAWKINS/Cat My Mind	23520
24	24	AVANTI/My First Love	21000
22	24	CHAMIE MOORE/Straight Up	21000
22	24	JAGGED EDGE/Promise	21000
25	21	USHER/Pop Ya Collar	20580
25	21	KOFFEE BROWN/After Party	15680
19	21	KOFFEE BROWN/After Party	14700
19	21	DESTINY'S CHILD/Independent Women...	14700
19	21	SHAGGY/Washn Me	14700
25	13	KELLY PRICE/You Should've...	12740
11	13	JAGGED EDGE/Let's Get Married	10780
8	11	CHARLIE HARRIS/Coming Back Home	10780
8	11	BOYZ II MEN/Sap On Up	10780
16	14	SHAGGY/Washn Me	13720
26	11	SUNDAY/Know	10780
6	10	YOLANDA ADAMS/Open My Heart	9800
6	10	JENNIFER LOPEZ/Love Don't Cost	9800
10	9	RUFF EN2/No More	9800
10	9	SHAGGY/Washn Me	9800
6	10	FRYKIAN BADO/DiDn't Cha Know	9800
6	10	WYCLEF JEANMARRY.../J1	9800
6	10	JOE/Shutter	9800
6	10	DONELL JONES/Where I Wanna Be	9800
6	10	JILL SCOTT/A Long Walk	8820
23	9	SISQO/Incomplete	8820

MARKET #2
KJLH/Los Angeles
Kuliv
(310) 330-5550
Winston
12x Cum 400,200



PLAYS

SW	TW	ARTIST/TITLE	Q1 (888)
5	30	BOYZ II MEN/Pass You By	11628
1	33	GERALD LEVERT/Dream With No Love	9710
32	32	BEBE WYNNAS.../Coming Back Home	9399
17	32	KEVIN EDWARDS/Love Will Be Waiting	10952
14	28	GERALD LEVERT/Baby U	8568
14	28	JOE/Shutter	8568
8	10	CUB BEYRISON & PERRY/In Gonna Make You	5814
17	18	CARL THOMAS/Emotional	5814
3	18	JEFFREY OSBORNE/That's For Sure	5508
8	17	DONNE MCCLURIN/We Fall Down	5202
13	16	CARL THOMAS/Emotional	4896
13	16	CHARLIE HARRIS/Coming Back Home	4590
6	12	JILL SCOTT/A Long Walk	3872
8	12	DAVE HOLLISTER/One Woman Man	3368
10	11	MUSIQ/Just Friends (Sunny)	3366
4	10	DONELL JONES/Where I Wanna Be	3060
23	10	TEMPERATIONS/Stay	3060
13	10	BAFFYCA/Reason For Breathing	2754
2	10	ANGIE STONE/No More Rain (I'm...)	2448
5	8	DAVE HOLLISTER/One Woman Man	2448
5	8	SAMPLE 4/HATHAWAY/When Your Life...	2448
26	8	AVANTI/My First Love	2448
2	8	CASE FLOOD/Red Pictures	2448
19	8	LARRY HILL/That's What I'm Talking About	2448
5	8	SPOOKS/Sweet Revenge	2448
5	8	ANGIE STONE/No More Rain (I'm...)	2448
4	7	CARL THOMAS/Emotional	2142
4	7	FRYKIAN BADO/DiDn't Cha Know	2142
6	7	RACHELLE FERRELL/Forget Me	2142
6	7	CHAMIE MOORE/Straight Up	2142

MARKET #3
WVAZ/Chicago
Clear Channel
(312) 360-9000
Smith/Muhammad
12x Cum 562,900



PLAYS

SW	TW	ARTIST/TITLE	Q1 (888)
16	24	SADIE/By Your Side	10248
15	23	AVANTI/My First Love	9821
15	23	DAVE HOLLISTER/One Woman Man	8113
17	18	MUSIQ/Just Friends (Sunny)	7686
11	18	JILL SCOTT/A Long Walk	7686
11	18	SISQO/Incomplete	7686
10	17	JILL SCOTT/Gettin' In The Way	7259
18	17	CARL THOMAS/Emotional	7259
17	16	FRYKIAN BADO/DiDn't Cha Know	7259
10	16	FRYKIAN BADO/DiDn't Cha Know	4270
10	16	GERALD LEVERT/Dream With No Love	4270
3	10	MARY MARY/Shackles	4270
3	10	TAMIA/Stranger In My House	3843
10	10	YOLANDA ADAMS/Open My Heart	3843
9	10	TEMPERATIONS/Stay	3843
9	10	CHARLIE HARRIS/Coming Back Home	3843
8	10	GERALD LEVERT/Baby U	3416
8	10	LUCY FRANK/Dance Tonight	3416
8	10	YOLANDA ADAMS/Open My Heart	3416
8	10	TOM BRAXTON/Speech Guitar	3416
8	10	RACHELLE FERRELL/Forget Me	3416
9	7	BAFFYCA/Reason For Breathing	2989
9	7	BEBE WYNNAS.../Coming Back Home	2989
9	7	TOM BRAXTON/Speech Guitar	2989
9	7	JOE/Shutter	2989
6	7	KELLY PRICE/You Should've...	2989
6	7	STEPHEN SIMMONDS/Can't Do That	2989
6	7	DEBORAH COX/We Can't Be Friends	2989
6	7	FATH EVANS/Over Like The Sun	2989
6	7	DONELL JONES/Where I Wanna Be	2989

MARKET #34
WCXQ/Columbus, OH
Blue Chip
(614) 487-1444
Sue/Claire
12x Cum 166,700



PLAYS

SW	TW	ARTIST/TITLE	Q1 (888)
49	49	TAMIA/Stranger In My House	5929
42	48	JAGGED EDGE/Promise	5808
47	47	MUSIQ/Just Friends (Sunny)	5687
41	44	AVANTI/My First Love	5324
47	44	JAY-Z/Just Wanna Love	5294
37	44	JAY-Z/Just Wanna Love	4477
21	37	FRYKIAN BADO/DiDn't Cha Know	4477
35	35	112/7's Over Now	4235
22	35	JOE/Shutter	4235
33	34	PUBLIC ANNOUNCEMENT/Atlanta	3540
33	34	DAVE HOLLISTER/One Woman Man	3993
32	34	JAY-Z/Just Wanna Love	3872
31	34	MTH/Yes	3751
30	34	3LW/No More (Baby...)	3630
33	33	OUTKAST/As I Am	3509
40	30	NO QUESTION/You Really...	3388
27	31	MYSTIKAL F/MVEA/Danger (Been So...)	3267
27	31	PRINCE & NEW POWER GENERATION/21	3267
22	31	LIL BOW WOM/Row Wow (That's...)	3146
6	24	DE LA SOUL C. K/AM/Good	2964
14	24	RUFF EN2/No More	2904
24	24	MEPHIS BLEEKER/That Your Check	2904
18	24	SADIE/By Your Side	2783
23	24	SHAGGY/Washn Me	2783
7	22	JILL SCOTT/A Long Walk	2682
7	22	CASH MONEY.../Project Check	2541
21	21	CHAMIE MOORE/Straight Up	2541
21	21	LUCY FRANK/Dance Tonight	2541
0	21	FRYKIAN BADO/DiDn't Cha Know	2420

MARKET #37
WPEG/Charlotte
Infinity
(704) 342-2644
Candice/Debra
12x Cum 282,000



PLAYS

SW	TW	ARTIST/TITLE	Q1 (888)
52	52	MYSTIKAL F/MVEA/Danger (Been So...)	8788
37	50	JAGGED EDGE/Promise	8152
51	48	JAY-Z/Just Wanna Love	8152
47	48	OUTKAST/As I Am	7943
46	48	JAY-Z/Just Wanna Love	7943
46	48	SHAGGY/Washn Me	7774
45	45	AVANTI/My First Love	7605
29	35	LIL BOW WOM/Row Wow (That's...)	5915
22	35	CARL THOMAS/Emotional	5915
23	35	CASH MONEY.../Project Check	5915
15	35	LUCAS/Stranger In My House	5915
29	34	DAVE HOLLISTER/One Woman Man	5746
17	32	112/7's Over Now	5408
26	32	NEELY/L	5408
21	32	MEPHIS BLEEKER/That Your Check	5239
31	30	DESTINY'S CHILD/Independent Women...	5239
31	30	KELLY PRICE/You Should've...	5070
16	29	EIGHTBALL & MUG/Primo Hard	4901
26	28	3LW/No More (Baby...)	4732
26	28	DAVE HOLLISTER/One Woman Man	4563
6	28	NO QUESTION/You Really...	4394
10	26	WU-TANG CLAN/Gravel Pit	4394
26	25	WYCLEF JEANMARRY.../J1	4225
15	25	SNOPDOG/Snoop Dogg	4225
23	25	DAVE HOLLISTER/One Woman Man	4225
24	25	MYSTIKAL/Shake Ya Ass	4056
5	24	M D P/Amie Lu...	4056
27	24	MUSIQ/Just Friends (Sunny)	4056
3	23	JOE/Shutter	3887
5	23	JA RULE F/C MIL/AM/Behn Me And You	3887

MARKET #5
WDAS/Philadelphia
Clear Channel
(610) 617-2500
Candice/Debra
12x Cum 529,600



PLAYS

SW	TW	ARTIST/TITLE	Q1 (888)
21	25	AVANTI/My First Love	11925
20	23	YOLANDA ADAMS/Open My Heart	10971
20	23	KELLY PRICE/You Should've...	10017
19	21	TOM BRAXTON/Just Be A Man...	8586
15	21	TAMIA/Stranger In My House	8586
21	17	R. KELLY/Yes	8109
17	18	JILL SCOTT/Gettin' In The Way	7155
17	14	CARL THOMAS/Emotional	6878
11	14	MARY MARY/Shackles	6878
11	14	MUSIQ/Just Friends (Sunny)	6878
13	13	BEBE WYNNAS.../Coming Back Home	6201
13	13	NEXT/Way	6201
10	12	CHARLIE HARRIS/Coming Back Home	6201
10	12	BOYZ II MEN/Pass You By	5724
8	12	JOE/Shutter	5724
11	12	IDEAL/Whatever	5247
6	11	SADIE/By Your Side	5247
8	10	FRYKIAN BADO/DiDn't Cha Know	4770
10	10	SPEX/What Love	4770
21	10	RACHELLE FERRELL/Forget Me	4770
10	10	SPOOKS/Sweet Revenge	4293
10	10	HEZKIAH WALKER.../Let's Dance	4293
11	8	BAFFYCA/Reason For Breathing	3816
5	8	MR. C THE SLIDE MAN/Cha-Cha Slide	3816
5	8	FATH EVANS/Over Like The Sun	3816
6	7	BOYZ II MEN/Thank You In Advance	3339
7	7	SISQO/Incomplete	3339
7	7	FRYKIAN BADO/DiDn't Cha Know	2982
3	6	D'ANGE/1 Sand It On	2982
3	6	DAVE HOLLISTER/One Woman Man	2982

MARKET #6
KRWB/Dallas-Ft. Worth
Service
(972) 263-9911
Pam/Debra
12x Cum 100,000



PLAYS

SW	TW	ARTIST/TITLE	Q1 (888)
16	17	FRYKIAN BADO/DiDn't Cha Know	2489
16	17	R. KELLY/Yes	2227
17	17	SADIE/By Your Side	2227
16	17	CHARLIE HARRIS/Coming Back Home	2227
16	17	DAVE HOLLISTER/One Woman Man	2227
15	16	MUSIQ/Just Friends (Sunny)	2096
15	16	YOLANDA ADAMS/Open My Heart	2096
15	16	AVANTI/My First Love	1834
15	16	CARL THOMAS/Emotional	1834
15	16	SISQO/Incomplete	1572
3	11	MARY MARY/Shackles	1441
3	11	JILL SCOTT/A Long Walk	1441
11	11	FRYKIAN BADO/DiDn't Cha Know	1441
11	11	KELLY PRICE/You Should've...	1441
16	11	JILL SCOTT/Gettin' In The Way	1441
13	10	JOE/Shutter	1310
5	10	DONELL JONES/Where I Wanna Be	1310
3	10	DONELL JONES/Where I Wanna Be	1179
15	10	JILL SCOTT/The Way	1179
2	9	CARL THOMAS/Summer Rain	1179
9	9	WILL DOWNING/Tred Meady	1048
11	8	RACHELLE FERRELL/Forget Me	1048

Most Played Recurrents

- JOE Treat Her Like A Lady(*Jive*)

- DONELL JONES Where I Wanna Be(*Untouchables/LaFace/Arista*)

- JOE I Wanna Know(*Jive*)

- MARY MARY Shackles(Praise You) (*Columbia*)

- DONELL JONES U Know What's Up(*Untouchables/LaFace/Arista*)

- CARL THOMAS I Wish(*Bad Boy/Arista*)

- ANGIE STONE No More Rain(In This Cloud) (*Arista*)

- ERIC BENET Spend My Life With You(*Warner Bros.*)

- TEMPTATIONS Stay(*Motown*)

- WHITNEY HOUSTON & DEBORAH COX Same Script, Different Cast(*Arista*)

- BRIAN MCKNIGHT Back At One(*Motown*)

- KEVON EDMONDS 24/7(*RCA*)

- MAXWELL Fortunate(*Rock Land/Interscope/Columbia*)

- D'ANGELO Untitled(How Does It Feel?) (*Cheebea Sound/Virgin*)

- TEMPTATIONS I'm Here(*Motown*)

- KEVON EDMONDS No Love(I'm Not Used To) (*RCA*)

- GERALD LEVERT Mr. Too Damn Good(*EastWest/EEG*)

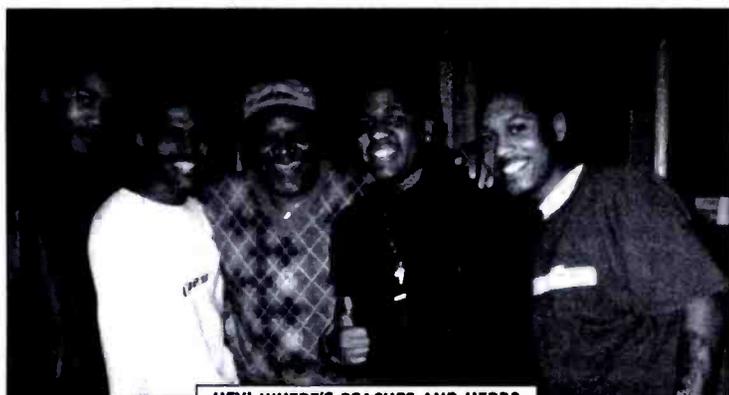
- TONI BRAXTON He Wasn't Man Enough(*LaFace/Arista*)

- ERIC BENET When You Think Of Me(*Warner Bros.*)

- AVANT Separated(*Magic Johnson/MCA*)

URBAN AC Going For Adds 1/16/01

DESMOND PRINGLE With Arms Wide Open (*Tommy Boy*)



HEY! WHERE'S PEACHES AND HERB?

"Reunited and it feels so good," was the sentiment of Ruffnation/WB recording artists No Question during their visit with Urban Editor Walt "Baby" Love (c) at *The Countdown* studios in Sherman Oaks, CA. During their first encounter with Love at R&R Convention '99, the quartet was new to the music scene and performed for the session that Rev. Jackson moderated. Now that their single "If You Really Wanna Go..." is blowing up the charts, No Question is performing for more than just R&R convention attendees! There aren't any questions regarding this crew's talent; they're hot!

TUNED-IN URBAN AC

R&R/MEDIABASE 24/7

KMJM/St. Louis, MO
3am

- JOE Stutter
- SISQO Incomplete
- KARYN WHITE & BABYFACE Love Saw It
- CASE Happily Ever After
- JANET JACKSON Control
- PHIL PERRY Closer To Heaven
- EMOTIONS Don't Ask My Neighbors
- BOB MARLEY & LAURYN HILL Turn Your Lights...
- BOYZ II MEN On Bended Knee
- TAMIA Stranger In My House
- HARLOD MELVIN... I Miss You
- JONES GIRLS Nights Over Egypt
- DONELL JONES Where I Wanna Be

11am

- K-CI & JOJO All My Life
- R. KELLY I Wish
- KELLY PRICE You Should've Told Me
- AFTER 7 Can't Stop
- BOYZ II MEN Pass You By
- ISLEY BROTHERS At Your Best...
- ERYKAH BADU Bag Lady
- CASE Missing You
- KASHIF Stone Love
- FAZE-D Riding High

4pm

- AVANT My First Love
- GLADYS KNIGHT... Loving On Next To Nothing
- BOYZ II MEN Thank You In Advance
- TAVARES Never Had A Love Like This...
- RAHSAAN PATTERSON Stop By
- CHARLIE WILSON Without You
- AL WILSON Show And Tell

8pm

- CAMEO Sparkle
- CHICO DEBARGE No Guarantee
- BOYZ II MEN Pass You By
- O'JAYS Let Me Make Love To You
- CARL THOMAS Emotional
- DELFOINCS La La Means I Love You
- PRU Candles
- HEATWAVE Always And Forever
- JOHNNY GILL Quiet Time To Play
- DENIECE WILLIAMS Black Butterfly

WVAZ/Chicago, IL
3am

- BABYFACE For The Cool In You
- TEENA MARIE Portuguese Love
- MAXWELL Ascension...
- CARL THOMAS Emotional
- ANITA BAKER Angel
- STEPHANIE MILLS I Feel Good All Over
- KEVON EDMONDS No Love...
- SPINNERS Could It Be I'm Falling...
- SHALAMAR A Night To Remember
- RUFUS /CHAKA KHAN Stop On By
- GLENN JONES We've Only Just Begun...

11am

- JILL SCOTT A Long Walk
- MARVIN GAYE Sexual Healing
- PHYLLIS HYMAN You Know How To Love Me
- TEMPTATIONS Stay
- EMOTIONS So I Can Love You
- ENCHANTMENT It's You That I Need
- AVERAGE WHITE BAND School Boy Crush
- DEBRA LAWS Very Special
- M. GAYE & T. TERRELL Ain't Nothing Like...
- EARTH, WIND & FIRE Devotion
- SISQO Incomplete

4pm

- RICK JAMES Ebony Eyes
- SISQO Incomplete
- YOLANDA ADAMS Open My Heart
- STEVIE WONDER I Wish
- SHALAMAR For The Lover In You
- NATALIE COLE Inseparable
- COMMODORES Zoom
- MAZE Silky Soul
- JILL SCOTT Gettin' In The Way
- ATLANTIC STARR Let's Get Closer

8pm

- MUSIQ Just Friends (Sunny)
- SYTLISTICS Betcha By Golly, Wow
- ISLEY BROTHERS For The Love Of You
- GLADYS KNIGHT & THE PIPS If I Were Your Woman
- RACHELLE FERRELL I Forgive You
- NORMAN CONNORS You Are My Starship
- RICK JAMES You Go To My Head
- STEVIE WONDER Rocket Love
- EARTH, WIND & FIRE That's The Way Of The World
- LUTHER VANDROSS Any Love
- L.T.D. Love Ballad
- RAY, GOODMAN & BROWN Special Lady



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 1/01. © 2001, R&R Inc.



LON HELTON
helton@rronline.com

R&R, Bullseye Team For Country Callout

Research results to appear weekly in R&R

All of us at R&R are extremely excited to announce that, beginning with this issue, our country music pages will feature John Hart's Bullseye National Country Callout Research on a weekly basis. Even better for Country programmers, complete regional and demographic breakdowns for each week's survey will be available through the Bullseye website at www.bullseye.com.

Another new thing we'll have for you in each week's R&R will be our Question of the Week. Bullseye's researchers will pose a radio- or record-related question to their sample, and the results will appear on the Country Callout page.



John Hart

I know that there are always lots of questions about any company's callout research, so I thought I'd speak with Bullseye owner and President John Hart. We covered Bullseye's methodology, the company's relationship with country record labels and Hart's view of how callout research should be used. Plus, we'll tell you how you can access the wealth of information on Bullseye's website.

R&R has always been the leader in airplay information, and we're thrilled to be able to bring you yet another tool to use in your music decisionmaking process. In this age of slashed budgets fewer and fewer stations are able to do callout music research. That's most unfortunate, especially at a time when Country stations are playing records longer than ever and could really use the benefits of callout.

R&R: OK, let's start with the basics of your methodology.

JH: First, I want everyone to know that this isn't "John Hart, radio guy, decides how to do this." We have a lead consultant on staff who is a professor at Fresno State University and who has a Ph.D. in statistical decisionmaking. He designs all of this and makes sure the math works.

As for what we do, we place calls to people in 40 cities spread out in five regions. We look for markets that have stations that play a lot of music; stations that are, perhaps, early on songs and that are not necessarily extremely tight-listed. That

helps us find respondents who are familiar with the songs we're looking to test.

Calls are made using a random dialer that uses prefed prefixes from hot country ZIP codes. Our initial screening question is "What radio station do you listen to for your favorite music?" We don't lead them into saying "Country," we just want them to name their favorite station. If they name a Country station, they're screened in. At that point we ask them how long they listen. That's very important, because we're after P1 listeners, which is a primary difference between our research and most other research. We're looking for people who listen to Country radio for a minimum of an hour a day. If they meet those criteria, we get their demo information. If they meet those criteria, we continue with the test.

We play 40 hooks, and each hook is about 10 seconds. Respondents are asked to score songs on a five-point differential, with 1 meaning "I'm tired of hearing it on the radio"; 2 is "I don't like it," 3 is "It's OK," 4 is "I like it," and 5 is "I like it a lot" or "It's one of my favorite songs."

R&R: How many calls do you make each week?

JH: We complete 200 surveys each week. However, we roll the results into the previous week's results to get a 400-response rolling sample each week. What that does is stabilize the spikes. It's important to know that all 400 calls are completed within 10 days. That yields a 95% degree of reliability in the sample, which is typical of that level of sample. To enhance it to plus- or minus-3%, you'd have to go to 800 calls.

R&R: How often do you use the same respondents?

JH: Once a respondent and phone number are logged into our system, they can be used no more than three times in a 12-month period and never within a 90-day period from the last use. Our software is actually set up to prohibit a number from being dialed until it meets the requirements; so even if someone tried to use a

number too soon, they couldn't do it.

We have live operators making the calls and asking the questions, and they enter the scores for the respondents into the computer. We actually tried using a computer-assisted system for a while, but we found our "neutral" scores went through the roof.

Of course, we don't force people to score a song. We tell them that if they recognize a song as a result of having heard it on the radio, we want them to tell us how they feel about it. We also tell them that if they haven't heard it on the radio, just to say they're unfamiliar with the song. We tell them it's OK to say they're unfamiliar. We want to put them at ease with that.

However, even with that caveat, I think people will find that our sample yields a relatively high degree of familiarity. Again, that's because we don't use anyone except P1 respondents.

In Country radio, Time Spent Listening is very critical, so we want to be cognizant of who impacts Country's TSL most, and that is P1 users. That's why we go out of our way to do P1 testing.

R&R: While P1s are preferred, what percentage of the sample are P2s?

JH: We factor in up to 30% P2 listening, which means listening to a Country station between 30 and 60 minutes per day. We've found that it's had a negligible effect on familiarity.

R&R: What's the demographic breakdown of your weekly sample?

JH: Our sample is 50% male-50% female, and 33% of the sample lies in each demographic cell — 25-34, 35-44 and 45-54. There are 80 responses from each region.

R&R: How do you decide which songs to test each week?

JH: Our criteria for testing a song is that it must appear in the top 40 titles in R&R or be a new single by a major artist. In our software we display the top 35-testing songs, but we test 40 songs, because we want to have at least two weeks of research

"Watching trends allows you to watch a record develop. A good strong trend window is five weeks, because that gives you an ample amount of time to form some sort of judgment about direction."

on a song before we debut it. Occasionally, of course, there is an instance where that doesn't happen — usually in the case of a superstar artist whose new single has a high debut.

R&R: I want to talk about the business that Bullseye is in. In addition to the national callout, you conduct callout research on the local level for individual Country stations. As I understand it, those two things are totally separate, and neither the respondents nor the research is mixed.

JH: Bullseye national and Bullseye local are totally separate. The data is not mixed, the sample is not mixed — in fact, they even have different samples. A Bullseye national respondent is not used in local callout except in the rare occurrences when we run across them randomly. In our call center we have a national team, and that's all they do, national.

R&R: I also want to address the fact that you have a relationship with record labels. I think it's important that people fully understand that relationship in order to maintain a high confidence level in Bullseye's national callout research.

JH: For the last four years we have produced a weekly product that is licensed by the labels for their use. Record companies pay Bullseye a licensing fee, which gives them the right to use the data for promotion, advertising and whatever else they want to do with it.

R&R: Do the labels have any input into the research you do or the results you post?

JH: None whatsoever. They license the data. They license the finished product. No record company has ever asked me to do anything funky. No one has ever even suggested it. Hopefully, part of the reason is that they know that I would never do anything that would misrepresent the research.

Secondarily, it's in their best interest to get an accurate picture of how their product is performing in the marketplace. They could spend thousands and thousands of dollars chasing a song that's going nowhere, when, in reality, it would behoove them to back out of a song that just isn't working with consumers and isn't pressing the retail button.

Of course, labels use the data promotionally. If a client label calls and asks how a record is doing, of course I'll try to help them understand that, for example, 25-34 women are strong this week, and that's how they should use it at radio. That's part of our job. I would rather have them

know how to use the data than be knocking their heads against a wall.

R&R: How can programmers use Bullseye national callout to help them do their jobs?

JH: There are two things that I really focus on. I think the most important tool is trending. Watching trends allows you to watch a record develop. A good strong trend window is five weeks, because that gives you an ample amount of time to form some sort of judgment about direction.

The trends I focus on are passion scores, total positives and the positive-to-negative ratio, which I look at as an indicator of growth potential. If, for instance, you have a 12-to-1 positive-to-negative ratio along with, say, 30% neutrals, then you know that those neutrals are 12 times more likely to become positive than to move to negative. So you're able to forecast a growth pattern over a short-term window of two to three weeks for how that song is going to perform at callout. This isn't a retail forecaster, but a callout forecaster.

It's also important to watch the neutral package to see how it's converting. You keep an eye on neutrals to see whether they're converting or remaining stable. If they're not converting by week 12 or 13, you may have a difficult situation developing. In a sense, at some point a high degree of neutrals is a negative because they haven't turned to positives.

R&R: Your emphasis on trends leads me to remind people that it's important that they don't have a knee-jerk response to one week of research.

JH: Looking at results from just one week is a huge mistake. Again, trends are what is important. I look at the average positive score over five weeks and the average positive score over three weeks. When you look at those two scores and compare them to the current week's positives, you can really see a trend developing. It might be a positive trend, or it might be flat over the weeks, telling you that the record is just not developing for some reason — which, of course, is also important to know.

R&R: Is there anything else people looking at research should not do?

JH: Callout is a tool. It's a good tool, but it's a tool. It was never intended to be a decisionmaker; it's a part of the process. As a PD, you should have knowledge of your marketplace, you should have what you want your station to sound like in your head, and you should make use

TYLER ENGLAND

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The new single from his debut Capitol Records release

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Produced by Garth Brooks

England delivers these songs in an understated manner that makes him sound resigned to heartbreak and wary of happiness, and Garth Brooks, his college roommate, offers comfortably traditional production. - *USA Today* ★★☆☆

England finds his groove, striking the kind of balance between Nashville gloss and blue-collar grit that spells success in today's country market. It's a disc that's perfect for highways and dance halls. Finally, truth in advertising. - *E! Online*

Not only does this magnificent effort ratify England's talent, it also reflects well on Brooks as a producer. - *Amazon.com*

The album is bursting with potential singles. Kudos to Garth for some keen production, and to Tyler for finally completing this musical journey through some highways and dance halls well worth visiting. - *Country Weekly*

Brooks wisely plays to his pal's strengths—mainly nice honky-tonk sensibilities and amiable presentation. "Highways & Dance Halls" is a good traditional country record and in some ways a travelogue of songworthy locales. - *Billboard*

**IMPACT DATE:
JANUARY 15**



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CALVIN GILBERT
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Nashville Rakes In Grammy Noms

■ List includes New Artist and Song of the Year mentions

Music City had plenty to celebrate last week when Trisha Yearwood and Brad Paisley, along with contemporary Christian artist Rebecca St. James, announced from Nashville the country nominees for the 43rd annual Grammy Awards.

Artists from Nashville also received nods in other categories besides country, with Paisley being nominated for Best New Artist and Nashville songwriters contributing two titles to the Song of the Year list. "Breathe" (written by Stephanie Bentley and Holly Lamar) and "I Hope You Dance" (written by Mark D. Sanders and Tia Sillers) face Song of the Year competition from three pop hits — U2's "Beautiful Day," Macy Gray's "I Try" and Destiny's Child's "Say My Name."

In the New Artist category, Brad

Paisley is nominated alongside Shelby Lynne, Papa Roach, Jill Scott and Sisqo. Admitting that he's not familiar with all of the other artists, Paisley joked, "Until today, I thought Papa Roach was a Nat Stuckey song." (The late Stuckey wrote the Alan Jackson hit "Pop a Top.")

In another all-genre category, Reba McEntire's "What Do You Say" is nominated for Best Short Form Music Video, marking only the third time in 18 years that a country video makes that particular list. A project of Deaton Flanigen Productions, the

video was produced and directed by Robert Deaton and George J. Flanigen IV, with producer Steve Lamar. Other Short Form Music Video nominees include Busta Rhymes' "Fire," Foo Fighters' "Learn to Fly," Papa Roach's "Broken Home" and Will Smith's "Will 2K."

The atmospheric video for Willie Nelson's "Teatro" is nominated for Best Long Form Music Video, but that project was undertaken by two people who don't live in Nashville — director Wim Wenders and producer Deepak Nayar. Granted, Nelson doesn't live in Nashville these days, either, but he does have a history here — and his *Milk Cow Blues* is also nominated for Best Traditional Blues Album.

In other noncountry categories, Nashville's Bela Fleck & The Flecktones are nominated for Best Pop Instrumental Performance ("Zona Mona") and Best Contemporary Jazz Album (*Outbound*). Riders In The Sky pick up a nomination for Best Country Performance by a Duo or Group With Vocal for "Woody's Roundup," and their Walt Disney Records release *Woody's Roundup, Featuring Riders In The Sky* is nominated for Best Musical Album for Children.

A Best Spoken Comedy Album nomination went to Jeff Foxworthy's DreamWorks debut, *Big Funny*. Former Nashville session musician Mark O'Connor got a Best Classical Crossover Album nomination for *Appalachian Journey*, which is his project with cellist Yo-Yo Ma and Nashville bassist Edgar Meyer. The nomination for *Appalachian Journey* also mentions guest appearances by Alison Krauss and James Taylor.

Here's a look at the other country-related nominees:

Best Female Country Vocal Performance: "Breathe," Faith Hill; "That's the Way," Jo Dee Messina; "Travelin' Prayer," Dolly Parton; "I Hope You Dance," Lee Ann Womack; "Real Live Woman," Trisha Yearwood.

Best Male Country Vocal Performance: "Solitary Man," Johnny Cash; "Feels Like Love," Vince Gill; "One Voice," Billy Gilman; "My Best Friend," Tim McGraw; "A Thousand Miles From Nowhere," Dwight Yoakam.

Best Performance By a Duo or Group With Vocal: "Twentieth Century," Alabama; "Cherokee Maiden,"



BOSTON KNOWS WHO I AM

DreamWorks recording artist Jessica Andrews took a trip to Boston recently to visit with the WKLB staff. Seen here (l-r) are RPM Management's Tim McFadden, DreamWorks' Jimmy Harnen, Andrews, and WKLB's Ginny Rogers and Mike Brophrey.

Asleep At The Wheel; "You'll Always Be Loved by Me," Brooks & Dunn; "Woody's Roundup," Riders In The Sky; "Jimmy's Got a Girlfriend," The Wilkinson.

Best Country Collaboration With Vocals: "Strong Enough," Sheryl Crow & The Dixie Chicks; "When I Look Into Your Heart," Vince Gill & Amy Grant; "Let's Make Love," Faith Hill & Tim McGraw; "Walk Softly," Ricky Skaggs & The Dixie Chicks; "Murder on Music Row," George Strait & Alan Jackson.

Best Country Instrumental Performance: "Leaving Cottdale," Alison Brown with Bela Fleck; "Ode to a Butterfly," Nickel Creek; "The Second Mouse," Tim O'Brien & Darrell Scott; "Rollercoaster," Keith Urban; "Bloodlines," Steve Wariner & Ryan Wariner.

Best Country Song: "Breathe," Stephanie Bentley & Holly Lamar; "Feels Like Love," Vince Gill; "I Hope You Dance," Mark D. Sanders & Tia Sillers; "One Voice," Don Cook & David Malloy; "The Way You Love Me," Michael Delaney & Keith Follesé.

Best Country Album: *Let's Make Sure We Kiss Goodbye*, Vince Gill (MCA); *Breathe*, Faith Hill; *Under the Influence*, Alan Jackson (Arista); *I Hope You Dance*, Lee Ann Womack (MCA); *Real Live Woman*, Trisha Yearwood (MCA).

Best Bluegrass Album: *Fair Weather*, Alison Brown (Compass); *Murder on Music Row*, Larry Cordle & Lonesome Standard Time (Shell Point/Echomusic); *Nickel Creek*, Nickel Creek (Sugar Hill); *The Grass Is Blue*, Dolly Parton (Sugar Hill); *Big Mon — The Songs of Bill Monroe*, Ricky Skaggs & Friends (Skaggs Family).

Best Contemporary Folk Album: *Mermaid Avenue Vol. II*, Billy Bragg & Wilco (Elektra); *American III: Solitary Man*, Johnny Cash (American/Columbia); *Transcendental Blues*, Steve Earle (Artemis); *Red Dirt Girl*, Emmylou Harris (Nonesuch); *Crossing Muddy Waters*, John Hiatt (Vanguard).

New HOF Inductions

Coinciding with the opening of the new Country Music Hall of Fame and Museum in May, the Country Music Association (CMA) will induct 10 new members into the Hall of Fame. The formal inductions will add additional

significance to the opening of the new, state-of-the-art facility in downtown Nashville. The old Hall of Fame building closed its doors on Music Row Dec. 31.

Traditionally, members of the Country Music Hall of Fame are inducted each fall during the annual CMA Awards show. Unlike the Rock & Roll Hall of Fame, only two or three new Country Music Hall of Fame members are usually inducted each year. As a result, there's a fairly wide field of country pioneers who are truly deserving of the honor.

Nominees must have been active in the country music industry for at least 10 years, but the more stringent qualification is that, before they can be inducted, they must have been a final Hall of Fame nominee at least three times. The additional qualifying nominees' names and bios will be sent to the Hall of Fame's panel of electors, which will select the 10 members who will be inducted in May. The anonymous panel of more than 300 voters is appointed by the CMA board of directors.

These special inductions are in addition to the regular 2001 Hall of Fame inductions, which will be presented in the Open and Nonperformer categories this fall during the 2001 CMA Awards. Currently, there are 74 individuals, duos or groups in the Hall of Fame.

Bits 'N' Pieces

• The Grand Ole Opry has returned to its former downtown home for a two-month run. The January and February shows at Nashville's Ryman Auditorium kicked off this past weekend with performances by Joe Diffie, Vince Gill, Ricky Skaggs, Marty Stuart and Brad Paisley, who will become an official Opry member Feb. 17. In the coming weeks the show will feature Opry members Travis Tritt and Steve Wariner, along with special guests Terri Clark, Clay Davidson, Andy Griggs and others. For weekly updates, check the website at www.opry.com.

TELL US WHAT YOU THINK!

Share your opinion about this column — go to www.rronline.com and click the Message Boards button.

R&R, Bullseye Team

Continued from Page 70

of other indicators available to you, like sales and spin counts. All of those things come into play.

A PD is like a construction worker: He has a toolbox, and callout is a tool in that toolbox. And that's how it should be used. Hey, this is my business. I love people to use callout. But I think to use it as your sole indicator is a big mistake.

Following trends allows programmers to be aggressive with their music. If they see a song that fits their radio station, and it has a strong trend on it, why not put it in heavy rotation? There's nothing wrong with that; that's part of their judgment as successful program directors. Just because a song isn't testing in heavy now doesn't mean that it's not going to.

R&R: What would you say about national callout to the fortunate programmers who have local callout?

JH: Local callout, obviously, takes precedence in your decisionmaking process. At that point you begin to compare your successful songs with the songs on Bullseye. You can go to the Bullseye website and look at the regional scores for records, check the trends and compare that data with your callout results.

It's also a very powerful tool when adding music. You may not be playing a particular record that's already testing on the national or regional level. You can get a feel for how well songs that you're not playing yet are testing and that, therefore, you may not be able to track with your own callout.

I tell my clients to divide their results and the Bullseye national results into three tiers. It's not important that

the exact numbers match up between local and national callout. If a song is testing top-tier with the client and top-tier nationally, the client can be very confident in that song.

Website Access

There aren't enough pages in R&R to print all of the results from the Bullseye research each week, so Hart is making the research — complete with regional and demographic breakdowns — available on the Bullseye website. The site uses web-based software, so you won't need to download anything special to access the site or the data.

The information will be made available at 3pm CT each Friday. When you log on to the site, enter your call letters — as many as six or as few as three — as your user name. You will then be asked for a password. The password will change each week, and each week's password will be available in R&R on the R&R-Bullseye Country Callout page.

For example, the Country Callout page in this week's R&R (see Page 76) contains the password for the Bullseye callout research that will be posted on the website at 3pm on Friday, Jan. 12. You will be able to access the information through Jan. 19 at 2:59pm. Then the new week's data will be posted, which will require a new password. That password will appear in the Jan. 19 issue of R&R.

If you ever have any questions about the research, how it's conducted or how to use it, don't hesitate to contact John Hart at hart@bullsi.com or myself at lhelton@rronline.com. Also, please let us know how you like what you see — and don't hesitate to offer suggestions on how we can make it even better.

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R&R Country Top 50

January 12, 2001

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS TW	TOTAL PLAYS TW	GROSS IMPRESSIONS (M)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	TIM MCGRAW My Next Thirty Years (Curb)	25860	5061	596287	18	146/0
2	DIXIE CHICKS Without You (Monument)	25550	5058	583623	18	147/0
3	SARA EVANS Born To Fly (RCA)	25358	4987	583633	26	147/0
4	KENNY CHESNEY I Lost It (BNA)	22855	4496	526836	21	146/0
5	LONESTAR Tell Her (BNA)	22720	4527	517577	15	146/0
6	JO DEE MESSINA Burn (Curb)	19344	3876	436353	12	142/1
7	LEE ANN WOMACK Ashes By Now (MCA)	18943	3747	432518	13	146/1
8	JAMIE O'NEAL There Is No Arizona (Mercury)	18542	3759	414757	20	143/2
9	ALAN JACKSON www.Memory (Arista)	18450	3668	417397	14	144/0
10	KEITH URBAN But For The Grace Of God (Capitol)	16927	3404	380183	11	140/2
11	TOBY KEITH You Shouldn't Kiss Me Like... (DreamWorks)	16321	3117	389045	10	144/3
12	GARTH BROOKS Wild Horses (Capitol)	16236	3158	378398	6	142/4
13	RASCAL FLATTS This Everyday Love (Lyric Street)	15370	3066	349037	16	139/2
14	DARRYL WORLEY A Good Day To Run (DreamWorks)	13707	2733	311176	13	138/1
15	CLARK FAMILY EXPERIENCE (Meanwhile) Back At... (Curb)	12710	2570	284893	18	134/0
16	DIAMOND RIO One More Day (Arista)	12375	2453	284275	9	136/14
17	ALABAMA When It All Goes South (RCA)	11712	2437	251942	10	130/3
18	JESSICA ANDREWS Who I Am (DreamWorks)	11029	2085	267376	7	128/14
19	SHEDAISY Lucky 4 You (Tonight I'm...) (Lyric Street)	10877	2227	240588	10	127/4
20	GEORGE STRAIT Don't Make Me Come Over There (MCA)	10229	1998	236494	4	118/16
21	ANDY GRIGGS You Made Me That Way (RCA)	10217	2102	222318	13	130/6
22	TERRI CLARK A Little Gasoline (Mercury)	9414	1931	205614	24	128/0
23	WARREN BROTHERS Move On (BNA)	7659	1565	169877	11	121/6
24	TIM RUSHLOW She Misses Him (Atlantic)	7136	1361	167957	9	96/4
25	CAROLYN DAWN JOHNSON Georgia (Arista)	7027	1509	146663	14	114/5
26	DWIGHT YOAKAM What Do You Know About Love (Reprise/WB)	6438	1260	151681	13	100/4
27	MONTGOMERY GENTRY All Night Long (Columbia)	5805	1139	132081	13	95/0
28	TRICK PONY Pour Me (H2E/WB)	5274	1129	109576	9	83/8
29	BILLY GILMAN Oklahoma (Epic)	4838	952	111094	11	90/0
30	MARTINA MCBRIDE It's My Time (RCA)	4781	953	108338	2	87/40
Breaker 31	FAITH HILL If My Heart Had Wings (Warner Bros.)	4772	885	115193	1	100/95
32	ERIC HEATHERLY Wrong Five O'Clock (Mercury)	4317	867	97364	8	79/2
33	TIM MCGRAW Things Change (Curb)	4084	748	101549	9	29/1
34	GARY ALLAN Right Where I Need To Be (MCA)	4058	892	82641	14	77/5
35	PAM TILLIS Please (Arista)	3732	771	82188	3	73/9
36	STEVE HOLY The Hunger (Curb)	3359	735	66770	6	82/8
37	KINLEYS I'm In (Epic)	3134	673	65341	8	59/1
38	MARSHALL DYLLON Live It Up (Dreamcatcher)	2996	668	59052	12	64/4
39	COLLIN RAYE She's All That (Epic)	2574	525	57122	5	48/2
40	TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	2515	467	60871	1	63/41
41	CHALEE TENNISON Go Back (Asylum/WB)	2437	556	46026	5	58/4
42	MINDY MCCREADY Scream (Capitol)	2092	444	44322	4	49/2
43	PATTY LOVELESS The Last Thing On My Mind (Epic)	1968	390	44468	1	51/22
44	SAWYER BROWN Looking For Love (Curb)	1625	354	33014	1	37/3
45	DIXIE CHICKS Sin Wagon (Monument)	1511	303	34237	9	8/0
46	NEAL MCCOY Every Man For Himself (Giant)	1342	303	27339	17	44/0
47	NEAL COTY Legacy (Mercury)	1247	283	24233	1	38/0
48	AARON TIPPIN People Like Us (Lyric Street)	1069	219	23524	1	20/16
49	BILLY YATES What Do You Want From Me Now (Columbia)	1031	231	19793	1	27/1
50	PHIL VASSAR Rose Bouquet (Arista)	713	128	17616	1	8/7

147 Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total points for the airplay week of Sunday 12/31/00-Saturday 1/6/01. Bullets appear on songs gaining points/plays or remaining flat from previous week. If two songs are tied in total points/plays, the song being played on more stations is placed first. Breaker status is assigned to songs achieving airplay at 60% of reporter base for the first time. Songs that are down in points/plays for three consecutive weeks and below No. 1 are moved to recurrent. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.



Most Added.

ARTIST TITLE LABEL(S)	ADDS
FAITH HILL If My Heart Had Wings (Warner Bros.)	95
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	41
MARTINA MCBRIDE It's My Time (RCA)	40
VINCE GILL Shoot Straight From Your Heart (MCA)	31
PATTY LOVELESS The Last Thing On My Mind (Epic)	22
GEORGE STRAIT Don't Make Me Come Over... (MCA)	16
AARON TIPPIN People Like Us (Lyric Street)	16
JOHN MICHAEL MONTGOMERY That's What I... (Atlantic)	15
DIAMOND RIO One More Day (Arista)	14
JESSICA ANDREWS Who I Am (DreamWorks)	14
KENNY ROGERS There You Go Again (Dreamcatcher)	14

Most Increased Points

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
FAITH HILL If My Heart Had Wings (Warner Bros.)	100/95
ERIC HEATHERLY Wrong Five O'Clock (Mercury)	79/2
TIM MCGRAW Things Change (Curb)	29/1
GARY ALLAN Right Where I Need To Be (MCA)	77/5
PAM TILLIS Please (Arista)	73/9
STEVE HOLY The Hunger (Curb)	82/8
KINLEYS I'm In (Epic)	59/1
MARSHALL DYLLON Live It Up (Dreamcatcher)	64/4
COLLIN RAYE She's All That (Epic)	48/2
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	63/41
CHALEE TENNISON Go Back (Asylum/WB)	58/4
MINDY MCCREADY Scream (Capitol)	49/2
PATTY LOVELESS The Last Thing On My Mind (Epic)	51/22
SAWYER BROWN Looking For Love (Curb)	37/3
DIXIE CHICKS Sin Wagon (Monument)	8/0
NEAL MCCOY Every Man For Himself (Giant)	44/0
NEAL COTY Legacy (Mercury)	38/0
AARON TIPPIN People Like Us (Lyric Street)	20/16
BILLY YATES What Do You Want From Me Now (Columbia)	27/1
PHIL VASSAR Rose Bouquet (Arista)	8/7

Trend Information Will Return Next Week

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FAITH HILL If My Heart Had Wings (Warner Bros.)	100/95
ERIC HEATHERLY Wrong Five O'Clock (Mercury)	79/2
TIM MCGRAW Things Change (Curb)	29/1
GARY ALLAN Right Where I Need To Be (MCA)	77/5
PAM TILLIS Please (Arista)	73/9
STEVE HOLY The Hunger (Curb)	82/8
KINLEYS I'm In (Epic)	59/1
MARSHALL DYLLON Live It Up (Dreamcatcher)	64/4
COLLIN RAYE She's All That (Epic)	48/2
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	63/41
CHALEE TENNISON Go Back (Asylum/WB)	58/4
MINDY MCCREADY Scream (Capitol)	49/2
PATTY LOVELESS The Last Thing On My Mind (Epic)	51/22
SAWYER BROWN Looking For Love (Curb)	37/3
DIXIE CHICKS Sin Wagon (Monument)	8/0
NEAL MCCOY Every Man For Himself (Giant)	44/0
NEAL COTY Legacy (Mercury)	38/0
AARON TIPPIN People Like Us (Lyric Street)	20/16
BILLY YATES What Do You Want From Me Now (Columbia)	27/1
PHIL VASSAR Rose Bouquet (Arista)	8/7

Trend Information Will Return Next Week

Breakers.

FAITH HILL
If My Heart Had Wings (Warner Bros.)
68% of our reporters on it (100 stations)
95 Adds

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Points/Plays lists the songs with the greatest week-to-week increases in total Points/Plays.

Editors Note:
This week's R&R chart does not include a trend back to the last chart of 2000, 12/22. With a two week hiatus from airplay charts, R&R opted to remove the trend for the 1/12/01 issue.



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R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

ARTIST TITLE (LABEL)	TOTAL STATIONS/ ADDS	TOTAL POINTS	TOTAL PLAYS	50+	40-49	30-39	20-29	10-19	1-9
ALABAMA When It All Goes South (RCA)	36/0	2630	798	0	1	4	17	14	0
GARY ALLAN Right Where I Need To Be (MCA)	26/0	1221	392	0	0	2	5	13	6
JESSICA ANDREWS Who I Am (DreamWorks)	36/4	1944	589	0	0	1	11	18	6
GARTH BROOKS Wild Horses (Capitol)	37/0	2751	856	0	3	4	20	9	1
KENNY CHESNEY I Lost It (BNA)	37/0	3933	1211	2	3	23	5	3	1
CLARK FAMILY... (Meanwhile) Back... (Curb)	35/0	2353	728	0	0	4	17	11	3
TERRI CLARK A Little Gasoline (Mercury)	25/0	1950	622	0	2	7	9	6	1
NEAL COTY Legacy (Mercury)	7/1	198	64	0	0	0	0	5	2
DIXIE CHICKS Without You (Monument)	36/0	4090	1255	3	3	24	4	0	2
BILLY RAY CYRUS Burn Down The... (Monument)	4/3	165	48	0	0	0	0	3	1
CLAY DAVIDSON Sometimes (Virgin)	2/1	76	24	0	0	0	0	1	1
MARSHALL DYLLON Live It Up (DreamCatcher)	8/0	298	76	0	0	0	0	4	4
SARA EVANS Born To Fly (RCA)	36/0	3891	1189	1	7	20	3	3	2
VINCE GILL Shoot Straight From Your Heart (MCA)	17/17	328	98	0	0	0	1	4	12
BILLY GILMAN Oklahoma (Epic)	14/1	617	199	0	0	1	3	7	3
ANDY GRIGGS You Made Me That Way (RCA)	34/0	2218	682	0	1	2	15	13	3
ERIC HEATHERLY Wrong Five O'Clock (Mercury)	17/3	661	202	0	0	0	1	14	2
STEVE HOLY The Hunger (Curb)	16/1	754	215	0	0	0	4	9	3
CAROLYN DAWN JOHNSON Georgia (Arista)	24/2	1161	363	0	0	1	5	15	3
JOLIE & THE WANTED Boom (DreamWorks)	3/3	90	29	0	0	0	0	2	1
TOBY KEITH You Shouldn't Kiss Me... (DreamWorks)	37/0	2976	915	0	3	6	17	11	0
KINLEYS I'm In (Epic)	9/0	448	133	0	0	0	3	5	1
LONESTAR Tell Her (BNA)	36/0	4091	1259	1	5	24	5	1	0
PATTY LOVELESS The Last Thing On My Mind (Epic)	16/12	480	145	0	0	0	0	10	6
MARTINA MCBRIDE It's My Time (RCA)	31/9	1255	397	0	0	0	4	20	7
NEAL MCCOY Every Man For... (Giant)	9/0	416	115	0	0	0	2	4	3
MINDY MCCREARY Scream (Capitol)	10/1	315	97	0	0	0	0	8	2
TIM MCGRAW My Next Thirty Years (Curb)	36/0	3953	1219	1	3	26	3	2	1
GEORGIA MIDDLEMAN Kick Down The Door (Giant)	1/0	20	5	0	0	0	0	0	1
JOHN M. MONTGOMERY That's What I... (Atlantic)	12/12	225	75	0	0	0	1	3	8
MONTGOMERY GENTRY All Night Long (Columbia)	18/1	915	276	0	0	1	4	9	4
JAMIE O'NEAL There Is No Arizona (Mercury)	37/0	3322	1033	1	1	15	13	7	0
RASCAL FLATTS This Everyday Love (Lyric Street)	37/1	3140	972	1	1	11	18	6	0
COLLIN RAYE She's All That (Epic)	22/3	973	306	0	0	0	4	15	3
KENNY ROGERS There You Go Again (DreamCatcher)	1/1	0	0	0	0	0	0	0	1
TIM RUSHLOW She Misses Him (Atlantic)	24/3	1251	373	0	0	1	7	10	6
SAWYER BROWN Looking For Love (Curb)	15/2	637	193	0	0	0	2	8	5
SHEDAISY Lucky 4 You... (Lyric Street)	35/0	2084	651	0	1	1	12	18	3
GEORGE STRAIT Don't Make Me Come... (MCA)	36/2	2344	732	0	3	2	14	14	3
CHALEE TENNISON Go Back (Asylum/WB)	15/1	566	161	0	0	0	1	9	5
PAM TILLIS Please (Arista)	21/7	724	232	0	0	0	4	8	9
TRICK PONY Pour Me (H2E/WB)	26/3	1202	378	0	0	0	7	14	5
TRAVIS TRITT It's A Great Day (Columbia)	23/10	786	233	0	0	0	1	14	8
KEITH URBAN But For The Grace... (Capitol)	37/0	3178	981	1	1	10	20	5	0
WARREN BROTHERS Move On (BNA)	34/7	1540	477	0	0	1	3	24	6
DARRYL WORLEY A Good Day To... (DreamWorks)	37/0	2587	810	0	1	0	26	10	0
BILLY YATES What Do You Want... (Columbia)	3/0	91	21	0	0	0	0	1	2
DWIGHT YOAKAM What Do You Know... (Reprise)	28/0	1203	389	0	0	0	5	17	6

Most Added.

ARTIST TITLE LABEL(S)	ADDS
FAITH HILL If My Heart Had Wings (Warner Bros.)	26
VINCE GILL Shoot Straight From Your Heart (MCA)	17
PATTY LOVELESS The Last Thing On My Mind (Epic)	12
JOHN MICHAEL MONTGOMERY That's What... (Atlantic)	12
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	10
MARTINA MCBRIDE It's My Time (RCA)	9
WARREN BROTHERS Move On (BNA)	7
PAM TILLIS Please (Arista)	7
JESSICA ANDREWS Who I Am (DreamWorks)	4
AARON TIPPIN People Like Us (Lyric Street)	4
PHIL VASSAR Rose Bouquet (Arista)	4
TRICK PONY Pour Me (H2E/WB)	3
TIM RUSHLOW She Misses Him (Atlantic)	3
COLLIN RAYE She's All That (Epic)	3
ERIC HEATHERLY Wrong Five O'Clock (Mercury)	3
BILLY RAY CYRUS Burn Down... (Monument)	3
JOLIE & THE WANTED Boom (DreamWorks)	3
GEORGE STRAIT Don't Make Me Come Over There (MCA)	2
CAROLYN DAWN JOHNSON Georgia (Arista)	2
SAWYER BROWN Looking For Love (Curb)	2

Most Increased Points

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
MARTINA MCBRIDE It's My Time (RCA)	+752
JESSICA ANDREWS Who I Am (DreamWorks)	+703
GEORGE STRAIT Don't Make Me Come... (MCA)	+636
TOBY KEITH You Shouldn't Kiss Me... (DreamWorks)	+618
JAMIE O'NEAL There Is No Arizona (Mercury)	+610
FAITH HILL If My Heart Had Wings (Warner Bros.)	+541
WARREN BROTHERS Move On (BNA)	+482
DIAMOND RIO One More Day (Arista)	+456
JO DEE MESSINA Burn (Curb)	+456
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	+447
RASCAL FLATTS This Everyday Love (Lyric Street)	+444
KEITH URBAN But For The Grace Of God (Capitol)	+425
LEE ANN WOMACK Ashes By Now (MCA)	+403
TRICK PONY Pour Me (H2E/WB)	+392
PATTY LOVELESS The Last Thing On My Mind (Epic)	+360

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MARTINA MCBRIDE It's My Time (RCA)	+238
JESSICA ANDREWS Who I Am (DreamWorks)	+210
JAMIE O'NEAL There Is No Arizona (Mercury)	+188
GEORGE STRAIT Don't Make Me Come... (MCA)	+188
TOBY KEITH You Shouldn't Kiss Me... (DreamWorks)	+185
FAITH HILL If My Heart Had Wings (Warner Bros.)	+164
WARREN BROTHERS Move On (BNA)	+152
DIAMOND RIO One More Day (Arista)	+144
RASCAL FLATTS This Everyday Love (Lyric Street)	+134
TRICK PONY Pour Me (H2E/WB)	+134
KEITH URBAN But For The Grace Of God (Capitol)	+130
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	+130
JO DEE MESSINA Burn (Curb)	+126
LEE ANN WOMACK Ashes By Now (MCA)	+123
PATTY LOVELESS The Last Thing On My Mind (Epic)	+111
ALABAMA When It All Goes South (RCA)	+106
TIM RUSHLOW She Misses Him (Atlantic)	+106

38 Country Indicator reporters in markets 124-202. Songs ranked alphabetically for the airplay week of Sunday 12/31/00-Saturday 1/6/01.

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R&R Bullseye Country Callout.

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES January 12, 2001

BULLSEYE® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of December 10-16, 2000.

ARTIST TITLE	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN
BRAD PAISLEY We Danced	36.0%	69.8%	17.3%	99.5%	6.3%	6.3%
DIXIE CHICKS Without You	29.8%	68.3%	21.3%	99.0%	5.5%	4.0%
KENNY CHESNEY I Lost It	27.8%	64.5%	25.5%	99.0%	5.3%	3.8%
TOBY KEITH You Shouldn't Kiss Me Like This	27.5%	64.0%	24.8%	96.0%	6.0%	1.3%
GARTH BROOKS Wild Horses	27.5%	62.8%	28.5%	99.0%	6.5%	1.3%
TIM MCGRAW My Next Thirty Years	26.8%	61.5%	24.5%	98.3%	8.3%	4.0%
DIAMOND RIO One More Day	26.8%	61.3%	28.5%	97.8%	4.3%	3.8%
LEE ANN WOMACK Ashes By Now	24.8%	61.3%	25.8%	98.5%	6.8%	4.8%
TIM RUSHLOW She Misses Him	28.3%	61.3%	25.3%	96.0%	6.8%	2.8%
ALAN JACKSON www.Memory	27.5%	61.0%	24.3%	98.8%	9.3%	4.3%
JESSICA ANDREWS Who I Am	20.8%	60.8%	31.3%	98.0%	4.0%	1.8%
LONESTAR Tell Her	24.0%	59.8%	27.3%	98.0%	7.3%	3.8%
SARA EVANS Born To Fly	27.3%	59.5%	27.8%	99.0%	5.3%	6.5%
JO DEE MESSINA Burn	21.3%	57.5%	25.5%	97.5%	10.3%	4.3%
KEITH URBAN But For The Grace Of God	25.3%	57.3%	29.8%	96.8%	7.3%	2.5%
TERRI CLARK A Little Gasoline	18.8%	57.3%	29.0%	99.0%	9.8%	3.0%
JAMIE O'NEAL There Is No Arizona	23.3%	56.5%	31.8%	98.0%	6.3%	3.5%
CLARK FAMILY EXPERIENCE Meanwhile (Back At The Ranch)	21.3%	55.8%	26.5%	98.8%	11.8%	4.8%
CAROLYN DAWN JOHNSON Georgia	19.8%	54.3%	33.0%	98.0%	6.8%	4.0%
DARRYL WORLEY A Good Day To Run	18.3%	54.3%	32.8%	96.8%	7.3%	2.5%
RASCAL FLATTS This Everyday Love	18.3%	54.3%	34.8%	99.3%	7.5%	2.8%
DWIGHT YOAKAM What Do You Know About Love	18.0%	53.5%	34.0%	99.0%	7.8%	3.8%
GARY ALLAN Right Where I Need to Be	16.8%	52.5%	35.0%	97.3%	7.8%	2.0%
MARSHALL DYLLON Live It Up	16.3%	51.0%	30.8%	92.3%	8.3%	2.3%
ANDY GRIGGS You Made Me That Way	18.3%	48.5%	34.8%	93.3%	7.8%	3.0%
GEORGE STRAIT Don't Make Me Come Over There And Love You	17.8%	47.0%	33.8%	93.5%	10.5%	2.3%
BILLY GILMAN Okahipma	20.0%	45.8%	35.5%	93.5%	9.8%	2.5%
CHRIS CAGLE My Love Goes On And On	20.5%	45.8%	31.8%	98.5%	9.5%	11.5%
MONTGOMERY GENTRY All Night Long	16.8%	45.8%	30.3%	97.3%	16.8%	4.5%
COLLIN RAYE She's All That	15.3%	45.5%	31.0%	86.5%	7.3%	2.8%
SHEDAISY Lucky 4 You (Tonight I'm Just Me)	15.8%	45.0%	35.5%	95.5%	10.8%	4.3%
ALABAMA When It All Goes South	17.3%	44.5%	37.3%	96.8%	11.3%	3.8%
ERIC HEATHERLY Wrong 5 O'Clock	17.8%	43.8%	28.8%	88.8%	12.0%	2.3%
TRICK PONY Pour Me	14.5%	42.0%	28.8%	84.3%	11.3%	2.3%
WARREN BROTHERS Move On	15.8%	42.0%	35.5%	89.8%	10.8%	1.5%

Bullseye
CALLOUT™

By KEVIN MCCABE

R&R is excited to bring the Country radio and music industries a valuable new weekly tool: national country callout results, provided by Bullseye Marketing Research. R&R Country Editor Lon Helton goes in-depth this week with Bullseye's John Hart to explain how the Bullseye process works (see Page 70).

Each week this column will be dedicated to an analysis of Bullseye callout and will seek to offer a behind-the-numbers glance at the results. R&R believes strongly that quality callout research, correctly interpreted and used, can greatly enhance the efforts of both the radio and recording industries. R&R and the experts at Bullseye will be committed to making this weekly feature an important tool for the country universe.

One of the hallmarks of Bullseye is its ability to contact Country P1 listeners in a variety of markets to research their opinions and habits on music, radio, media usage and other important matters. This week Bullseye provides the answers to a couple of questions about the use of the Internet. The following questions were asked of 200 P1 Country radio listeners:

1. Do you have access to the Internet on a daily basis from home or work?

Forty-five percent of the sample answered yes, up from 32% last year.

The sample broke down as follows:

Men: 53%

Women: 47%

Ages 25-34: 35%

35-44: 35%

45-54: 30%

2. How long do you estimate that you spend on the Internet each day?

Less than one hour: 41%. Men: 41%. women 40%

One to two hours: 42.5%. Men 45%. women 40%

Three or more hours: 17%. Men 14%. women 20%

Each week you'll find pertinent information on a variety of issues important to country included with the weekly callout. We welcome your questions and comments!

John Hart, Bullseye: hart@bullsi.com
Lon Helton, R&R: lhelton@rroonline.com
Kevin McCabe, R&R: kmccabe@rroonline.com

Total sample size is 400 persons weekly with a +/- 5% margin of error. Scoring is done each week using live interviewers conducting the interview with each respondent. Scores are: a) I Like It A Lot, In Fact It's One Of My Favorites b) I Like It c) It's Okay...Just So-So d) I Don't Like It e) I'm Tired Of Hearing It On The Radio f) I Don't Recognize It. To be included in the weekly callout songs must enter the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54 year-old persons who identify Country as their favorite music and who listen daily to competitive country radio in the sample markets. The sample is 50% male/female ... 1/3 each in the 25-34, 35-44, and 45-54 demos. The sample is balanced by region, and markets within that region. Bullseye Callout is conducted in these regions and markets. Market selection is determined by Bullseye. **NORTHEAST:** Washington, DC., Harrisburg, PA., Providence, Rochester, NY., Springfield, MA., Hartford, Portland, ME., Portsmouth, NH. **SOUTHEAST:** Charlotte, Atlanta, Tampa, Nashville, Chattanooga, Mobile, AL., Charleston, SC., Jackson, MS., **MIDWEST:** Milwaukee, Cincinnati, Cleveland, Kansas City, Lansing, MI., Ft Wayne, IN., Rockford, IL., Indianapolis. **SOUTHWEST:** Dallas-Ft. Worth, Tucson, Albuquerque, Oklahoma City, Houston-Galveston, Phoenix, Lafayette LA., San Antonio. **WEST:** Portland, OR., Salt Lake City, Fresno, Bakersfield, Spokane, WA., Riverside-San Bernardino, Boise, Denver, Monterey-Salinas. © 2001 R&R Inc. © 2001 Bullseye Marketing Research Inc.

What new song by
Eric Heatherly
tested like this in Charlotte, NC??

Based on the first 120 spins:

- #6 Passion Score Overall
- #1 in Like A Lot/Passion for Men 35-44
- #14 in Like A Lot Score for Women 35-44
- #8 Passion for Women 25-34

Research conducted by Bullseye

The Right Answer is:

"The Wrong Five O'Clock"

Play This Song And Score In Your Market...

Phones at: **WXTU - 110x, KDDK - 200x,
WSOC - 120x, KBEQ - 207x,
KEY - 213x**

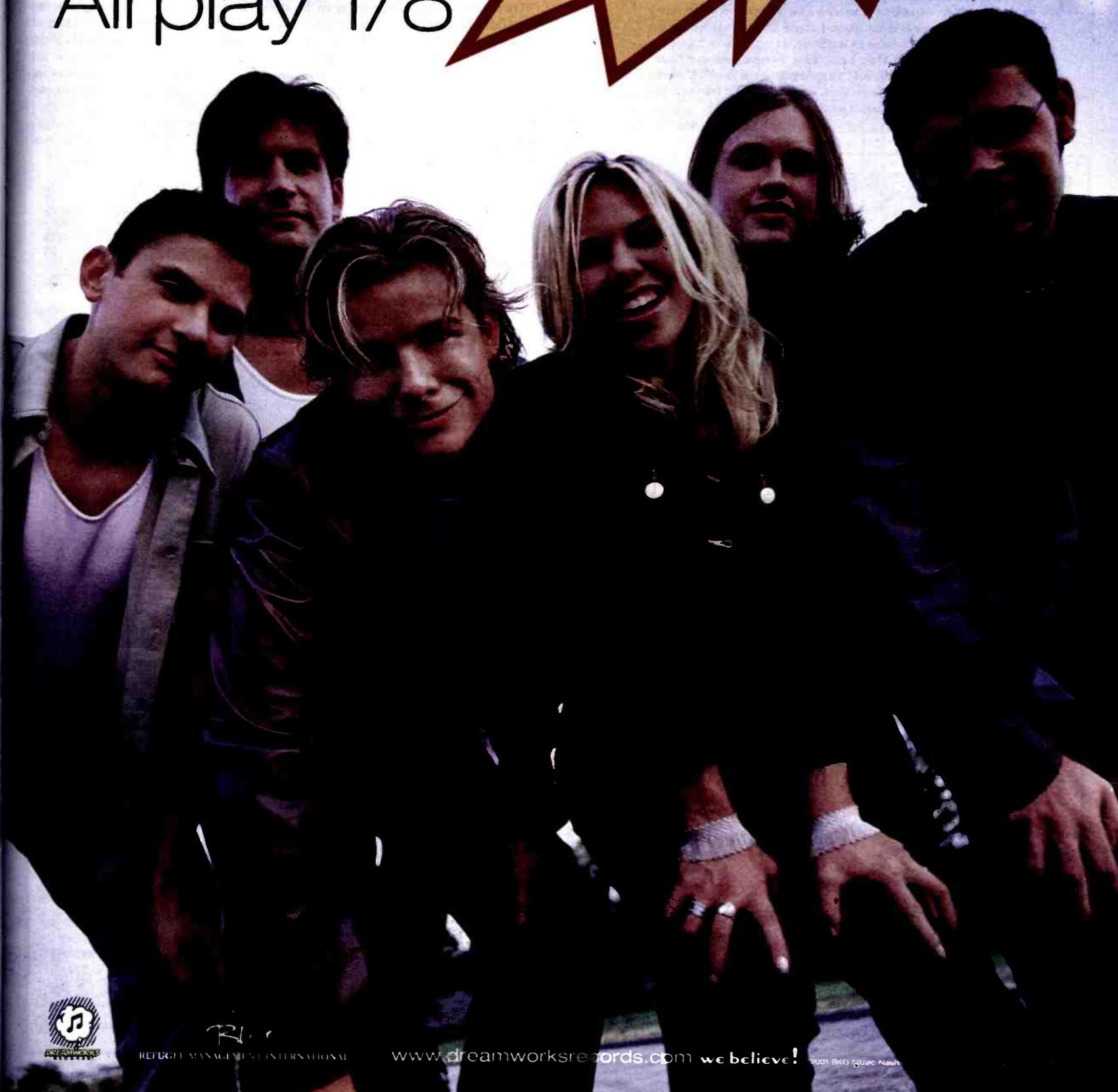


JOLIE & THE WANTED

The NEW single

Produced by Dann Huff

Airplay 1/8



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The New Album Gallery

OUT OF THE BOX

Ronnie Lane, PD
WRBQ/Tampa

PATTY LOVELESS "The Last Thing On My Mind" (Epic)

My MD, Jay Roberts, and I wanted something fresh to add to the mix after the holidays, and this record fit the bill. It has a great sound and feel to it. Patty Loveless is a marquee voice on Country radio. We know it was about time to get her song on the air. Our audience is still calling in for "That's the Kind of Mood I'm In." The response on "The Last Thing on My Mind" is growing as well. I'm an original Patty Loveless fan, and I think this whole album is one of her best efforts yet.



Alabama

When It All Goes South (RCA)

When It All Goes South is Alabama's 23rd album — all on RCA, as a matter of fact. With 15 tracks, the album covers a wide range of country — and a little rock 'n' roll too. Still, Alabama's sound remains as fresh and unmistakable as it was when the band released its RCA debut single, "Tennessee River," in 1980. Lead vocalist Randy Owen says, "A lifetime went into this record. When we started making this CD, I

met with the producers and the guys in the band and said, 'We want this to be a Grammy-quality project.' You never know whether something's going to be commercially successful or not, so we just approached this completely from the standpoint of creativity. And I'm totally happy with what we did." Part of the creativity stemmed from the involvement of seven producers, with Owen and bandmate Teddy Gentry being joined in the studio by Rick Hall, Don Cook, James Stroud, Josh Leo and Michael Omartian. The band also received input from fans by testing the songs live during their concerts. The project also includes two duets, including Owen's collaboration with Canadian pop star Jann Arden on "Will You Marry Me" and Gentry's duet with Christopher Cross on "Love Remains." Lead guitarist Jeff Cook handles lead vocals on the beach-music track "Wonderful Waste of Time."

Owen says, "We've been working on this album since last January. I put so much into this thing that I could not sleep at night. But it was a good kind of not sleeping. I would keep on thinking of things I wanted to do, arrangements I wanted to hear." As for packing the album with 15 songs, Owen says it's a bonus for fans. He explains, "We kept adding more and more songs. We really just got totally into these songs. There was actually even another one that I wanted to do. I just hate to leave really good songs lying around. In the studio I tried to make my vocals the best I possibly could, to make everything sound exactly the way I feel. I guess that's why we went so far over budget. But now that it's finished, I wouldn't have it any other way." The album's title track stands at No. 17 on this week's R&R Country chart.

C O U N T R Y FLASHBACK

1 YEAR AGO

• No. 1: "Breathe" — Faith Hill

5 YEARS AGO

• No. 1: "It Matters To Me" — Faith Hill

10 YEARS AGO

• No. 1: "Forever's As Far As I'll Go" — Alabama

15 YEARS AGO

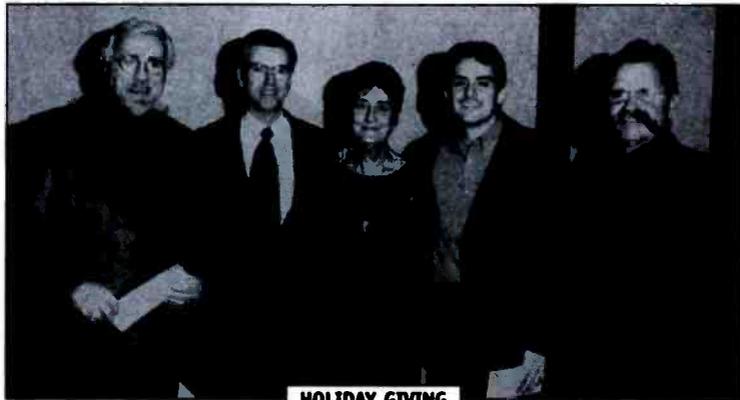
• No. 1: "Makin' Up For Lost Time" — Crystal Gayle & Gary Morris

20 YEARS AGO

• No. 1: "Beautiful You" — Oak Ridge Boys

25 YEARS AGO

• No. 1: "Convoy" — C.W. McCall



HOLIDAY GIVING

During The Academy of Country Music's recent holiday party in Burbank, CA, representatives from the organization presented checks totaling more than \$130,000 to four charities, including the St. Jude Children's Research Hospital and the Bill Boyd Memorial Foundation. The organization raised the money in October during its ACM/Golf Tournament, hosted by Kenny Chesney. Pictured (l-r) are the T.J. Martell Foundation's Tony Martell, the Los Angeles Shriners Hospital for Crippled Children's Frank LaBonte, ACM Executive Director Fran Boyd, Arista recording artist Brad Paisley and ACM President David Corlew.

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New & Active

BILLY RAY CYRUS Burn Down The Trailer Park (*Monument*)
Total Stations: 13, Adds: 13, Points: 657, Plays: 127 (+111)

VINCE GILL Shoot Straight From Your Heart (*MCA*)
Total Stations: 31, Adds: 31, Points: 434, Plays: 87 (+87)

KENNY ROGERS There You Go Again (*Dreamcatcher*)
Total Stations: 15, Adds: 14, Points: 360, Plays: 69 (+37)

J. M. MONTGOMERY That's What I Like About You (*Atlantic*)
Total Stations: 15, Adds: 15, Points: 339, Plays: 60 (+60)

CLAY DAVIDSON Sometimes (*Virgin*)
Total Stations: 13, Adds: 12, Points: 315, Plays: 69 (+48)

JOLIE & THE WANTED Boom (*DreamWorks*)
Total Stations: 10, Adds: 10, Points: 96, Plays: 23 (+23)

Songs ranked by total points.



RUSHIN' TO SALT LAKE

Atlantic recording artist Tim Rushlow paid a visit to the KKAT/Salt Lake City crew recently. Pictured (l-r) are Billy Williams, Rushlow, Jim Mickelson and Shawn Stevens.



ANOTHER GREAT SHOW

Atlantic recording artist Craig Morgan (l) performed another great show recently, and he stopped to share his joy about it with KATM/Modesto's PD Randy Black (r).



A NIGHT AT THE OPry

RLG recording artists Sara Evans and The Warren Brothers are joined by friends backstage after a recent performance at the Grand Ole Opry. Evans sang her current single, "Born To Fly," which is at No. 3 and continues to climb the charts. She also partnered with The Warren Brothers to sing their duet, "That's The Beat Of A Heart," from the brothers' sophomore BNA album, *King Of Nothing*.

National Radio Formats

ABC RADIO NETWORKS

Coast-To-Coast

Mark Edwards • (972) 991-9200

Adds:
PATTY LOVELESS The Last Thing On My Mind

Hottest:
TOBY KEITH You Shouldn't Kiss Me Like This
CLARK FAMILY EXPERIENCE (Meanwhile) Back At...
RASCAL FLATTS This Everyday Love

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818

Gary Knoll

Adds:
LEN DOOLIN Breakin' What's Left Of My Heart
VINCE GILL Shoot Straight From Your Heart
FAITH HILL If My Heart Had Wings
PATTY LOVELESS The Last Thing On My Mind
LYDIA MILLER Out Of Loneliness

Hottest:
JESSICA ANDREWS Who I Am
JAMIE O'NEAL There Is No Arizona

JONES BROADCAST PROGRAMMING

Ken Moultrie • (800) 426-9082

Mainstream Country

Ray Randall/Hank Aaron

Adds:
ANDY GRIGGS You Made Me That Way
TIM MCGRAW Things Change

Hottest:
SARA EVANS Born To Fly
DIXIE CHICKS Without You
KEITH URBAN But For The Grace Of God
JAMIE O'NEAL There Is No Arizona
LONESTAR Tell Her

New Country

L.J. Smith/Hank Aaron

Adds:
ANDY GRIGGS You Made Me That Way
TIM MCGRAW Things Change
WARREN BROTHERS Move On

Hottest:
SARA EVANS Born To Fly
DIXIE CHICKS Without You
KEITH URBAN But For The Grace Of God
JAMIE O'NEAL There Is No Arizona
LONESTAR Tell Her

Lia

Ken Moultrie/Hank Aaron

Adds:
FAITH HILL If My Heart Had Wings

Hottest:
SARA EVANS Born To Fly
DIXIE CHICKS Without You
KEITH URBAN But For The Grace Of God
JAMIE O'NEAL There Is No Arizona
LONESTAR Tell Her

JONES RADIO NETWORK

Jim Murphy • (303) 784-8700

CD COUNTRY

John Hendricks

Adds:

No Adds

Hottest:
GARTH BROOKS Wild Horses
DARRYL WORLEY A Good Day To Run
LEE ANN WOMACK Ashes By Now
DIXIE CHICKS Without You
KENNY CHESNEY I Lost It

US COUNTRY

Penny Mitchell

Adds:

No Adds

Hottest:

SARA EVANS Born To Fly
LONESTAR Tell Her
DIXIE CHICKS Without You
LEE ANN WOMACK Ashes By Now
JAMIE O'NEAL There Is No Arizona

GREAT AMERICAN COUNTRY

John Hendricks

Adds:

RASCAL FLATTS Walk The Llama Llama
EDDY RAVEN Cowboy's Don't Cry

Elite:

KENNY CHESNEY I Lost It
DIXIE CHICKS Without You
JO DEE MESSINA Burn
SARA EVANS Born To Fly
ALAN JACKSON www.Memory
JAMIE O'NEAL There Is No Arizona
TOBY KEITH You Shouldn't Kiss Me Like This
RASCAL FLATTS This Everyday Love
KEITH URBAN But For The Grace Of God
LEE ANN WOMACK Ashes By Now

PREMIERE RADIO NETWORKS

After Midnite

KELLY ERICKSON • (818) 461-5435

Adds:

TRICK PONY Pour Me

Hots:

DIXIE CHICKS Without You
SARA EVANS Born To Fly
ALAN JACKSON www.Memory
LONESTAR Tell Her
JAMIE O'NEAL There Is No Arizona
JO DEE MESSINA Burn
LEE ANN WOMACK Ashes By Now

RADIO ONE COUNTRY PLAYLIST

JIM WEST • (970) 949-3339

Adds:

COLLIN RAYE She's All That
SAWYER BROWN Looking For Love
PAM TILLIS Please

Hottest:

TIM MCGRAW My Next Thirty Years
JAMIE O'NEAL There Is No Arizona
CLARK FAMILY EXPERIENCE (Meanwhile) Back At...

WESTWOOD ONE RADIO NETWORKS

Charlie Cook • (661) 294-9000

Mainstream Country

David Felker

Adds:

JESSICA ANDREWS Who I Am
MARTINA MCBRIDE It's My Time

Hottest:

BRAD PAISLEY We Danced
TIM MCGRAW My Next Thirty Years
DIXIE CHICKS Without You
KENNY CHESNEY I Lost It
ALAN JACKSON www.Memory

Hot Country

David Felker

Adds:

FAITH HILL If My Heart Had Wings

Hottest:

TIM MCGRAW My Next Thirty Years
SARA EVANS Born To Fly
LONESTAR Tell Her
KENNY CHESNEY I Lost It
JO DEE MESSINA Burn



ADDS

RASCAL FLATTS Walk The Llama Llama
EDDY RAVEN Cowboy's Don't Cry

TOP 10

DIXIE CHICKS Without You
BILLY GILMAN Oklahoma
KENNY CHESNEY I Lost It
JO DEE MESSINA Burn
LEE ANN WOMACK Ashes By Now
TOBY KEITH You Shouldn't Kiss Me Like This
PHIL VASSAR Just Another Day In Paradise
RASCAL FLATTS This Everyday Love
SARA EVANS Born To Fly
JESSICA ANDREWS Who I Am

Information current as of January 11, 2001.



42 million households
Chris Parr, Director/Programming
Paul Hastaba, VP/PM

ADDS

GEORGE STRAIT Don't Make Me Come Over There...
TRAVIS TRITT It's A Great Day To Be Alive
KENNY CHESNEY It Don't Happen Twice
DIXIE CHICKS Without You
ALAN JACKSON www.Memory
LEE ANN WOMACK Ashes By Now
JAMIE O'NEAL There Is No Arizona
KEITH URBAN But For The Grace Of God
CLAY DAVIDSON I Can't Lie To Me
TERRI CLARK A Little Gasoline
RASCAL FLATTS This Everyday Love
CHRIS CAGLE My Love Goes On And On
JO DEE MESSINA Burn
DARRYL WORLEY Good Day To Run
DWAYNE YOUNG What Do You Know About Love

HEAVY

ALAN JACKSON www.Memory
CHRIS CAGLE My Love Goes On And On
DARRYL WORLEY A Good Day To Run
JAMIE O'NEAL There Is No Arizona
JO DEE MESSINA Burn
KEITH URBAN But For The Grace Of God
LEE ANN WOMACK Ashes By Now
RASCAL FLATTS This Everyday Love
SARA EVANS Born To Fly
TERRI CLARK A Little Gasoline
TOBY KEITH You Shouldn't Kiss Me Like This
DIXIE CHICKS Without You

HOT SHOTS

BILLY GILMAN Oklahoma
CAROLYN DAWN JOHNSON Georgia
CLEOUS T. JUDD How Do You Milk A Cow?
GARY ALLAN Right Where I Need To Be
JESSICA ANDREWS Who I Am
NICKEL CREEK When You Come Back Down
SHEDDISY Lucky 4 You (Tonight I'm Just Me)
SOGGY BOTTOM BOYS I Am A Man Of Constant Sorrow
TRAVIS TRITT It's A Great Day To Be Alive

Heavy rotation songs receive 28 plays per week. Hot Shots receive 21 plays per week.

Information current as of January 10, 2001.

Most Played Recurrents

TRAVIS TRITT Best Of Intentions (Columbia)

BRAD PAISLEY We Danced (Arista)

PHIL VASSAR Just Another Day In Paradise (Arista)

JOHN MICHAEL MONTGOMERY The Little Girl (Atlantic)

LONESTAR What About Now (BNA)

AARON TIPPIN Kiss This (Lyric Street)

LEE ANN WOMACK I Hope You Dance (MCA/Universal)

VINCE GILL Feels Like Love (MCA)

CHAD BROCK Yes! (Warner Bros.)

JO DEE MESSINA That's The Way (Curb)

FAITH HILL The Way You Love Me (Warner Bros.)

GEORGE STRAIT Go On (MCA)

TOBY KEITH How Do You Like Me Now? (DreamWorks)

ALAN JACKSON It Must Be Love (Arista)

RASCAL FLATTS Prayin' For Daylight (Lyric Street)

JOE DIFFIE It's Always Somethin' (Epic)

SHEDAISY I Will...But (Lyric Street)

LEANN RIMES I Need You (Sparrow/Curb/Capitol)

ODDIE CHICKS Cowboy Take Me Away (Monument)

FAITH HILL Breathe (Warner Bros.)

COUNTRY

Going For Adds 1/16/01

BILLY RAY CYRUS Burn Down The Trailer Park (Monument)

CLAY DAVIDSON Sometimes (Virgin)

MEREDITH EDWARDS A Rose Is A Rose (Mercury)

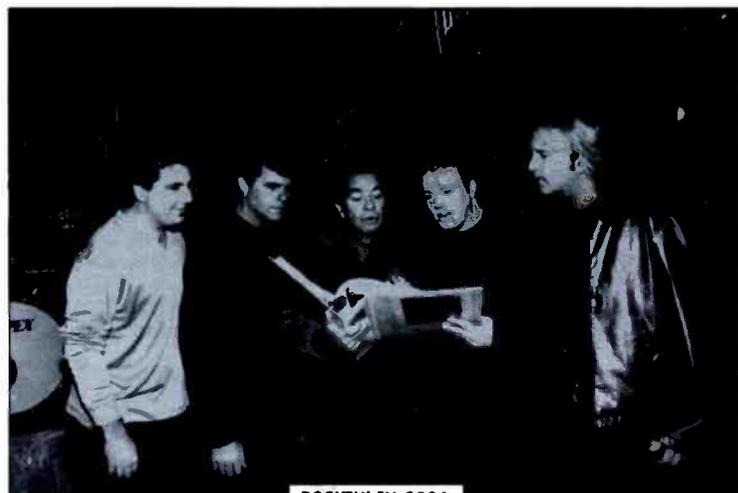
TYLER ENGLAND I Drove Her To Dallas (Capitol)

LARRY CORDLE & LST I Know How It Feels (Shell Point)

HANK III I Don't Know (Curb)

KENNY ROGERS There You Go Again (Dreamcatcher)

AARON TIPPIN People Like Us (Lyric Street)



ROCKIN' IN 2001

Lonestar closed out the year 2000 by performing on the ABC-TV broadcast of Dick Clark's *New Year's Rockin' Eve 2001*. The BNA act performed their pop crossover hit, "Amazed," and their current hit, "Tell Her." Pictured (l-r) at rehearsals are Lonestar's Michael Britt and Richie McDonald, Clark and band members Dean Sams and Keech Rainwater.

TUNED-IN COUNTRY

R&R/MEDIABASE 24/7

KRST/Albuquerque

3am

RANDY TRAVIS Forever And Ever, Amen
 SHEDAISY Lucky 4 You (Tonight I'm...)
 ALAN JACKSON Gone Country
 SHEDAISY This Woman Needs
 SARA EVANS Born To Fly
 VINCE GILL Don't Let Our Love Start...
 ODDIE CHICKS Without You
 AARON TIPPIN Kiss This
 SARA EVANS Born To Fly
 GARTH BROOKS Wild Horses
 DOUG STONE I Thought It Was You
 TERRI CLARK Now That I Found You

11am

AARON TIPPIN For You I Will
 TOBY KEITH How Do You Like Me Now?!

ALAN JACKSON Dallas
 JO DEE MESSINA Burn
 ANDY GRIGGS She's More
 TRACY BYRD Don't Take Her She's All I Got
 GARTH BROOKS Two Of A Kind, Working On...
 TERRI CLARK A Little Gasoline
 GEORGE STRAIT Ocean Front Property
 BRAD PAISLEY We Danced
 ODDIE CHICKS I Can Love You Better
 FAITH HILL Breathe
 ALABAMA When It All Goes South
 TOBY KEITH Should've Been A Cowboy
 MARK WILLS Wish You Were Here

4pm

CLINT BLACK Love She Can't Live Without
 BROOKS & DUNN He's Got You
 BRAD PAISLEY We Danced
 GEORGE STRAIT Write This Down
 RICK TREVIÑO Doctor Time
 JOHN M. MONTGOMERY I Love The Way You...
 CLARK FAMILY EXPERIENCE (Meanwhile) Back...
 MARK CHESNUTT Bubba Shot The Jukebox
 RANDY TRAVIS Spirit Of A Boy, Wisdom Of...
 PHIL VASSAR Just Another Day In Paradise
 TIM MCGRAW Please Remember Me
 MARK WILLS I Want To Know (Everything...)
 MONTGOMERY GENTRY All Night Long
 CHAD BROCK Ordinary Life

8pm

LONESTAR What About Now
 REBA MCENTIRE I'll Be
 MARTY STUART Burn Me Down
 KENNY CHESNEY I Lost It
 JOE DIFFIE A Night To Remember
 GARTH BROOKS What She's Doing Now
 LITTLE TEXAS Kick A Little
 TOBY KEITH You Shouldn't Kiss Me Like...
 BROOKS & DUNN Little Miss Honky Tonk
 FAITH HILL The Way You Love Me
 BRAD PAISLEY We Danced
 JOHN M. MONTGOMERY Sold (The Grundy...)
 ALABAMA When It All Goes South
 GARTH BROOKS The Dance
 BLACKHAWK There You Have It

KBQI/Albuquerque

3am

LARI WHITE Now I Know
 TRAVIS TRITT T-r-o-u-b-l-e
 DOUG STONE In A Different Light
 TOBY KEITH How Do You Like Me Now?!

MARTINA MCBRIDE I Love You
 STEVE WARINER Holes In The Floor Of Heaven
 RASCAL FLATTS This Everyday Love
 ALAN JACKSON Dallas
 FAITH HILL The Way You Love Me
 GEORGE STRAIT Don't Make Me Come Over...
 JO DEE MESSINA I'm Alright
 BROOKS & DUNN How Long Gone
 BRAD PAISLEY We Danced
 TIM MCGRAW I Like It, I Love It
 KENNY CHESNEY You Had Me From Hello
 CHAD BROCK The Visit
 ODDIE CHICKS Tonight The Heartache's On Me
 COLLIN RAYE Little Rock

11am

BRAD PAISLEY We Danced
 WYONNMA I Saw The Light
 MARK CHESNUTT It's A Little Too Late
 JOE DIFFIE It's Always Somethin'
 CHAD BROCK The Visit
 GEORGE STRAIT One Night At A Time
 FAITH HILL The Way You Love Me
 ANDY GRIGGS You Made Me That Way
 LILA MCCANN I Wanna Fall In Love
 JOHN M. MONTGOMERY The Little Girl
 ALAN JACKSON Who's Cheatin' Who
 MARK WILLS I Want To Know (Everything...)
 DOUG STONE In A Different Light
 KEITH URBAN Your Everything
 JOE DIFFIE Bigger Than The Beatles

4pm

KENNY CHESNEY I Lost It
 ODDIE CHICKS Ready To Run
 TIM MCGRAW Everywhere
 LONESTAR Tell Her
 DOUG STONE Why Didn't I Think Of That
 JO DEE MESSINA Lesson In Leavin'
 GEORGE STRAIT Don't Make Me Come Over...
 SHANIA TWAIN That Don't Impress Me Much
 MICHAEL PETERSON Drink, Swear, Steal & Lie
 LEANN RIMES I Need You
 JOHN M. MONTGOMERY Sold (The Grundy...)
 ALAN JACKSON I Must Be Love
 TOBY KEITH You Shouldn't Kiss Me Like...
 FAITH HILL Take Me As I Am
 GEORGE STRAIT Go On
 LEE ANN WOMACK I'll Think Of A Reason Later

8pm

GARTH BROOKS Much Too Young (To Feel...)
 KEITH URBAN But For The Grace Of God
 JO DEE MESSINA Stand Beside Me
 BRAD PAISLEY He Didn't Have To Be
 CLARK FAMILY EXPERIENCE (Meanwhile) Back...
 LORRIE MORGAN Except For Monday
 SHANIA TWAIN You Win My Love
 GEORGE STRAIT Go On
 TRISHA YEARWOOD She's In Love With The Boy
 JOE DIFFIE It's Always Somethin'
 TYLER ENGLAND I Drove Her To Dallas
 TIM MCGRAW My Next Thirty Years
 FAITH HILL Let Me Let Go
 TOBY KEITH How Do You Like Me Now?!

BROOKS & DUNN Boot Scootin' Boogie
 MARK WILLS Back At One
 MARTINA MCBRIDE Independence



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 01/01. © 2001, R&R Inc.

Country Playlists

FIND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1

WYNY/New York
Big City
(315) 522-1071
Bear/Mitchell
12c: Cumc 565,000



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
31	37	DOE CHICKS/Without You	11692
30	35	SARA EVANS/Born To Fly	11060
39	34	TIM MCGRAW/My Next Thirty Years	10744
33	32	ALAN JACKSON/Who I Am	10112
24	28	RASCAL FLATTS/This Everyday Love	8848
19	27	LONGSTAR/Tell Her	8532
31	27	BRAD PASKLEY/We Danced	8532
24	28	JOE DEE MESSINA/Burn	8216
22	26	KENNY CHESNEY/You Lost It	8216
25	25	FAITH HILL/My Heart Had A Mind	7902
39	32	PHIL VASSAR/Just Another Day	6950
16	21	SHE DASYL/You're My	6636
21	20	GARTH BROOKS/Wild Horses	6320
19	20	KEITH URBAN/But For The Grace	6320
20	20	DWIGHT YOAKAM/What Do You Know	6320
13	19	DARRYL WORLEY/A Good Day To Run	6004
21	19	ANDY GRIGGS/You Made Me That Way	6004
23	19	TOBY KETH/You Shouldn't	6004
37	19	STEVE WARNER/It's A Great Day	6004
19	17	LEE ANN WOMACK/Who I Am	6004
11	17	GEORGE STRAIT/Don't Make Me	5372
23	16	JAMIE O'NEAL/There Is No Arizona	5056
15	15	DIAMOND RIO/One More Day	4740
9	14	JOE DEE MESSINA/Always	4424
9	14	ERIC HEATH/When I Was In Love	4424
14	14	MARTINA MCBRIDE/It's My Time	4424
14	14	MINDY MCCREARY/Scream	4424
14	14	CLARK FAMILY/It's A Wonderful Back	4424
14	14	RASCAL FLATTS/Payin' For Daylight	4424
14	14	JOE DEE MESSINA/That's The Way	4108
14	14	CHAD BROOK/You	4108
14	14	SHE DASYL/You're My	4108
14	14	TRAVIS TRITT/Best Of Intentions	4108
10	12	DOE CHICKS/Without You	3732
12	12	FAITH HILL/My Heart Had A Mind	3732
5	12	TRACY LAMM/No Lessons I Learned	3732
7	11	VINCE GILL/Feels Like Love	3476
4	11	FAITH HILL/Wee Wee	3476
11	11	PATTY LOVELESS/The Last Thing On	3476
5	11	PHIL VASSAR/Just Another Day	3476

MARKET #2

KZLA/Los Angeles
Ennis
(323) 882-8000
Quintanilla
12c: Cumc 655,000



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
51	47	DOE CHICKS/Without You	18189
41	43	JOHN A. MONTGOMERY/The Little Girl	16641
33	43	SARA EVANS/Born To Fly	16641
17	43	TOBY KETH/You Shouldn't	16641
25	41	JESSICA ANDREW/Who I Am	15867
42	41	LEE ANN WOMACK/Who I Am	15867
47	40	BRAD PASKLEY/We Danced	15480
44	34	TRAVIS TRITT/Best Of Intentions	13158
20	29	JOE DEE MESSINA/Burn	11223
18	28	ANDY GRIGGS/You Made Me That Way	10836
23	28	RASCAL FLATTS/Payin' For Daylight	10836
30	28	KEITH URBAN/But For The Grace	10836
21	27	GEORGE STRAIT/Don't Make Me	10449
27	27	DIAMOND RIO/One More Day	10449
21	27	CLINT BURGESS/When I Said I Do	10062
28	27	CLAY WALKER/The Chain O' Love	10062
13	25	LONGSTAR/Tell Her	9675
42	25	LEANN RIME/Smile	9675
25	25	PHIL VASSAR/Just Another Day	9675
41	24	ALAN JACKSON/Who I Am	9675
25	25	FAITH HILL/My Heart Had A Mind	9675
12	24	JAMIE O'NEAL/There Is No Arizona	9288
26	24	GARTH BROOKS/Wild Horses	9288
23	23	TOBY KETH/How Do You Love Me	8901
21	23	ALAN JACKSON/Who I Am	8901
75	23	LONGSTAR/Tell Her	8901
10	22	BRAD PASKLEY/We Danced	8514
12	22	JOHN A. MONTGOMERY/Who I Am	8514
34	20	TIM MCGRAW/My Next Thirty Years	7740
19	20	RASCAL FLATTS/This Everyday Love	7343
5	19	DWIGHT YOAKAM/What Do You Know	7343
17	18	LEE ANN WOMACK/Who I Am	6976
21	17	KENNY CHESNEY/You Lost It	6569
10	17	CLARK FAMILY/It's A Wonderful Back	5805
26	15	ERIC HEATH/When I Was In Love	5418
13	15	FAITH HILL/My Heart Had A Mind	5024
7	12	MARTINA MCBRIDE/It's My Time	4644
7	11	ERIC HEATH/When I Was In Love	4257
11	11	DARRYL WORLEY/A Good Day To Run	4257
11	11	TERRI CLARK/Like Gasoline	4257

MARKET #3

WUSN/Chicago
Infinity
(312) 849-0099
Thibault/Jordan
12c: Cumc 688,300



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
31	33	DOE CHICKS/Without You	16335
31	33	BRAD PASKLEY/We Danced	16335
33	32	SARA EVANS/Born To Fly	15840
30	32	MARTINA MCBRIDE/It's My Time	15840
30	32	TRAVIS TRITT/Best Of Intentions	15840
34	32	TIM MCGRAW/My Next Thirty Years	15840
30	31	KENNY CHESNEY/You Lost It	15455
32	31	LONGSTAR/Tell Her	15455
33	29	PHIL VASSAR/Just Another Day	14355
24	24	TOBY KETH/You Shouldn't	11880
22	23	LONGSTAR/Tell Her	11880
30	23	JOE DEE MESSINA/That's The Way	10890
22	22	PATTY LOVELESS/The Last Thing On	10890
22	22	SHE DASYL/You're My	10890
12	21	JESSICA ANDREW/Who I Am	10395
15	21	GARTH BROOKS/Wild Horses	10395
19	20	CLARK FAMILY/It's A Wonderful Back	9900
20	20	ALAN JACKSON/Who I Am	9900
20	20	LEE ANN WOMACK/Who I Am	9900
14	20	JAMIE O'NEAL/There Is No Arizona	9900
23	20	RASCAL FLATTS/This Everyday Love	9900
21	19	TIM MCGRAW/My Next Thirty Years	9405
7	19	AARON TIPPIN/Kiss This	9405
19	19	DWIGHT YOAKAM/What Do You Know	8415
12	17	ALAN JACKSON/Who I Am	8415
17	17	RASCAL FLATTS/Payin' For Daylight	8415
24	17	KEITH URBAN/But For The Grace	8415
5	16	TERRI CLARK/Like Gasoline	7920
11	16	REBA MCKENZIE/We're So Good	7920
4	16	CLAY WALKER/When I Said I Do	7920
16	15	LEE ANN WOMACK/Who I Am	7425
11	15	FAITH HILL/My Heart Had A Mind	7425
15	15	JOHN A. MONTGOMERY/The Little Girl	7425
10	14	CHAD BROOK/You	6930
2	14	ALABAMA/When It All Comes	6930
18	13	REBA MCKENZIE/We're So Good	6435
13	13	STEVE WARNER/It's A Great Day	6435
7	13	CLAY WALKER/When I Said I Do	6435

MARKET #4

KTVU/San Francisco
Infinity
(415) 391-3330
Castillo/Jordan/Ryan
12c: Cumc 322,700



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
52	46	SARA EVANS/Born To Fly	7406
53	46	TIM MCGRAW/My Next Thirty Years	7406
41	43	DOE CHICKS/Without You	6923
35	32	GARTH BROOKS/Wild Horses	5152
36	32	JOE DEE MESSINA/Burn	5152
31	31	KENNY CHESNEY/You Lost It	4991
33	31	TERRI CLARK/Like Gasoline	4991
30	30	CLARK FAMILY/It's A Wonderful Back	4830
36	30	ALAN JACKSON/Who I Am	4830
27	29	TOBY KETH/You Shouldn't	4830
34	30	LEE ANN WOMACK/Who I Am	4830
36	30	CHRIS CAGLE/Like Love Goes On	4830
35	30	LONGSTAR/Tell Her	4830
36	30	PHIL VASSAR/Just Another Day	4830
36	30	ALABAMA/When It All Comes	4669
32	28	BILLY RAY Cyrus/You Don't Be	4508
38	27	TRAVIS TRITT/Best Of Intentions	4347
27	27	JAMIE O'NEAL/There Is No Arizona	4347
27	27	PHIL VASSAR/Just Another Day	4347
24	27	FAITH HILL/My Heart Had A Mind	3864
20	22	COLLA RAYE/She's All That	3542
25	22	AARON TIPPIN/Kiss This	3381
15	21	JOE DEE MESSINA/That's The Way	3381
19	21	JOHN A. MONTGOMERY/The Little Girl	3381
15	21	BRAD PASKLEY/We Danced	3433
13	20	DIAMOND RIO/One More Day	3220
23	20	KEITH URBAN/But For The Grace	3220
16	20	LEE ANN WOMACK/Who I Am	3220
15	20	DARRYL WORLEY/A Good Day To Run	3220
10	19	VINCE GILL/Feels Like Love	3059
22	18	SHE DASYL/You're My	2898
13	17	LONGSTAR/Tell Her	2737
23	17	NONI GORENTZ/Who I Am	2737
19	17	GARTH BROOKS/Wild Horses	2737
10	16	DWIGHT YOAKAM/What Do You Know	2576
10	16	RASCAL FLATTS/Payin' For Daylight	2576
3	15	FAITH HILL/My Heart Had A Mind	2415
11	15	ALAN JACKSON/Who I Am	2415
16	15	GEORGE STRAIT/Go On	2415
5	14	GARTH BROOKS/When You Come	2294

MARKET #5

WXIU/Philadelphia
Beasley
(610) 567-9000
McKay/Jack
12c: Cumc 516,200



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
33	35	TIM MCGRAW/My Next Thirty Years	11935
30	35	JOE DEE MESSINA/Burn	11935
17	34	JAMIE O'NEAL/There Is No Arizona	11594
33	34	SARA EVANS/Born To Fly	11253
38	33	LEE ANN WOMACK/Who I Am	11253
32	32	KEITH URBAN/But For The Grace	10912
28	31	KENNY CHESNEY/You Lost It	10671
38	31	DOE CHICKS/Without You	10271
35	30	LONGSTAR/Tell Her	10230
16	18	WARREN BROTHERS/Move On	6138
17	17	GARTH BROOKS/Wild Horses	5797
16	15	MONTGOMERY GENTRY/Only An Angel	5115
7	15	JOE DEE MESSINA/That's The Way	5115
21	14	CLARK FAMILY/It's A Wonderful Back	4774
13	14	ANDY GRIGGS/You Made Me That Way	4774
7	14	GEORGE STRAIT/Don't Make Me	4774
11	14	AARON TIPPIN/Kiss This	4774
14	14	COLLA RAYE/She's All That	4774
19	14	PHIL VASSAR/Just Another Day	4774
11	14	DARRYL WORLEY/A Good Day To Run	4473
11	14	CHAD BROOK/You	4473
5	13	SHE DASYL/You're My	4433
7	13	LEE ANN WOMACK/Who I Am	4433
11	13	TOBY KETH/How Do You Love Me	4433
18	13	RASCAL FLATTS/This Everyday Love	4433
12	12	DIAMOND RIO/One More Day	4092
4	12	ERIC HEATH/When I Was In Love	4092
6	12	KEITH URBAN/But For The Grace	4092
9	12	LONGSTAR/Tell Her	4092
12	12	DWIGHT YOAKAM/What Do You Know	4092
8	12	JESSICA ANDREW/Who I Am	3751
11	11	ALAN JACKSON/Who I Am	3751
11	11	CAROLYNN DAWN/JORDAN'S Georgia	3751
5	11	TIM RUSSELL/Who I Am	3751
11	11	JOHN A. MONTGOMERY/The Little Girl	3751
11	11	RASCAL FLATTS/Payin' For Daylight	3410
11	11	GARY ALLAN/Right Where I Belong	3410
4	9	PATTY LOVELESS/The Last Thing On	3069

MARKET #6

KPLX/Dallas-Ft. Worth
Sussequahanna
(214) 526-2400
Phelps/Rivers/Alan
12c: Cumc 498,300



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
54	49	MAK MCGRAW/My Next Thirty Years	16556
50	49	CHRS CAGLE/Laredo	15700
45	50	TOBY KETH/You Shouldn't	15700
50	50	DARRYL WORLEY/A Good Day To Run	15700
26	49	GARTH BROOKS/Wild Horses	15386
45	49	LONGSTAR/Tell Her	14396
43	44	TIM MCGRAW/My Next Thirty Years	13816
46	43	SARA EVANS/Born To Fly	13502
41	43	TRAVIS TRITT/Best Of Intentions	12784
38	42	JESSICA ANDREW/Who I Am	11323
23	33	JAMIE O'NEAL/There Is No Arizona	10362
30	31	LEE ANN WOMACK/Who I Am	9734
25	30	PAT GREEN/Carry On	9420
22	30	ALAN JACKSON/Who I Am	9420
32	30	TRAVIS TRITT/Best Of Intentions	9420
35	30	GEORGE STRAIT/Don't Make Me	9106
28	30	KENNY CHESNEY/You Lost It	8792
18	28	DOE CHICKS/Without You	8164
19	28	RASCAL FLATTS/Payin' For Daylight	5966
17	28	SHE DASYL/You're My	5338
16	28	ERIC HEATH/When I Was In Love	5024
16	28	ERIC HEATH/When I Was In Love	5024
16	28	FAITH HILL/My Heart Had A Mind	5024
16	28	LEE ANN WOMACK/Who I Am	5024
16	28	TOBY KETH/You Shouldn't	5024
16	28	TRAVIS TRITT/Best Of Intentions	5024
16	28	FAITH HILL/My Heart Had A Mind	4710
16	28	AARON TIPPIN/Kiss This	4396
10	13	CHAD BROOK/You	4082
14	13	SUNNY BURGESS/When In Texas	4082
11	12	GARY ALLAN/Smoke Rings In	3768
9	12	DOE CHICKS/Without You	3768
9	12	DOE CHICKS/Without You	3768
9	12	DOE CHICKS/Without You	3768
9	12	WARREN BROTHERS/Move On	3768
11	11	PAT GREEN/Carry On	3454
11	11	GEORGE STRAIT/Go On	3454
6	11	TIM MCGRAW/My Best Friend	3454
10	10	SHE DASYL/You're My	3140

MARKET #6

KSCS/Dallas-Ft. Worth
ABC
(817) 640-1963
James/O'Brian
12c: Cumc 598,600



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
25	47	TOBY KETH/You Shouldn't	15228
24	45	TIM RUSH/Who I Am	15070
25	42	DARRYL WORLEY/A Good Day To Run	13608
18	39	LONGSTAR/Tell Her	12636
16	38	LEE ANN WOMACK/Who I Am	8424
19	35	TIM MCGRAW/My Next Thirty Years	8100
25	24	DWIGHT YOAKAM/What Do You Know	7772
19	23	PHIL VASSAR/Just Another Day	7426
17	22	SARA EVANS/Born To Fly	7128
42	22	ALAN JACKSON/Who I Am	7128
22	22	MONTGOMERY GENTRY/Only An Angel	7128
44	21	KENNY CHESNEY/You Lost It	6804
17	21	KEITH URBAN/But For The Grace	6804
17	22	RASCAL FLATTS/This Everyday Love	6480
14	20	TRAVIS TRITT/Best Of Intentions	6480
14	19	JOHN A. MONTGOMERY/The Little Girl	6156
21	19	WARREN BROTHERS/Move On	6156
19	19	ERIC HEATH/When I Was In Love	6156
25	18	TRACY LAMM/No Lessons I Learned	5822
17	18	GARY ALLAN/Right Where I Belong	5822
13	17		

Country Playlists

FIND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #17
WJZZ/Albany
Beasley
(504) 431-6200
ABC/CoEvins
12c Cumc 346,988

KISS 99.9 COUNTRY

PLAYS	SW	TW	ARTIST/TITLE	GI (888)
30	36	36	TAM MCGRAW/My Next Thirty Years	9007
33	33	33	SARA EVANS/Born to Fly	7752
32	32	32	BRAD PASKLEY/We Danced	7913
37	37	37	ALAN JACKSON/When My Memory	7712
31	31	31	LODESTAR/Tell Her	7471
34	34	34	KENNY CHESNEY/Lost It	7471
17	26	26	TOBY KEITH/You Shouldn't	6989
17	27	27	LEE ANN WORMACK/Hope You Dance	6989
17	26	26	JO DEE MESSINA/Burn	6296
17	26	26	FAITH HILL/The Way You Love Me	4579
17	26	26	TOBY KEITH/How Do You Live	4579
17	26	26	JO DEE MESSINA/That's The Way	4579
17	26	26	AARON TIPPIN/Kiss This	4579
17	26	26	PHIL VASSAR/Just Another Day...	4579
17	26	26	DOE CHICKS/Without You	4338
17	26	26	ALAN JACKSON/When I Am	4338
17	26	26	TRAVIS TRITT/Best Of Intentions	4338
17	26	26	LEE ANN WORMACK/Hope You Dance	4338
17	26	26	CHRS CAGLE/My Love Goes On	4087
17	26	26	JOHN M. MONTGOMERY/The Little Girl	4087
17	26	26	CHAD BROOK/What	4087
17	26	26	DIAMOND RIO/One More Day	4087
17	26	26	LODESTAR/What About Now	4087
17	26	26	MONTGOMERY GENTRY/At Night Long	4087
17	26	26	VINCE GILL/Feels Like Love	3866
17	26	26	RASCAL FLATTS/This Everyday Love	3556
17	26	26	DOE CHICKS/Cowboy Take Me Away	3556
17	26	26	BILLY GILMAN/Oldies	3615
17	26	26	CLARK FAMILY/When I Am Gone	3615
17	26	26	GEORGE STRAIT/Go On	3374
17	26	26	ALAN JACKSON/When I Am	3374
17	26	26	GEORGE STRAIT/Don't Make Me	3374
17	26	26	KEITH URBAN/But For The Grace	3374
17	26	26	ERIC HEATH/When I Am Gone	3133
17	26	26	TERRI CLARK/Little Gasoline	3133
17	26	26	ALAN JACKSON/When I Am	3133
17	26	26	RASCAL FLATTS/Prayer For Daylight	2988
17	26	26	JAMIE O'NEAL/There Is No Arizona	2988
17	26	26	STEVE WARRNER/Make Me A	2988
17	26	26	LEE ANN WORMACK/Hope You Dance	2988
17	26	26	CHAD BROOK/What	2490

MARKET #16
KMPX/Salt Lake-Tucson
Infinity
(206) 805-0941
Richards/Thomas
12c Cumc 378,988

94.1 TEMPSI

PLAYS	SW	TW	ARTIST/TITLE	GI (888)
30	36	36	SARA EVANS/Born to Fly	9462
34	36	36	TRAVIS TRITT/Best Of Intentions	9462
37	37	37	LODESTAR/Tell Her	9213
37	37	37	KENNY CHESNEY/Lost It	9213
37	37	37	DOE CHICKS/Without You	9213
37	37	37	BRAD PASKLEY/We Danced	9213
37	37	37	TAM MCGRAW/My Next Thirty Years	9064
36	36	36	PHIL VASSAR/Just Another Day...	8715
36	36	36	TOBY KEITH/You Shouldn't	8715
24	24	24	JO DEE MESSINA/Burn	5976
24	24	24	JESSICA ANDREWS/Who I Am	5976
22	22	22	GARTH BROOKS/When I Am	5277
22	22	22	TERRI CLARK/Little Gasoline	5277
21	21	21	ALABAMA/When I Am Gone	5478
21	21	21	KEITH URBAN/But For The Grace	5478
21	21	21	LEE ANN WORMACK/Hope You Dance	5478
18	18	18	JAMIE O'NEAL/There Is No Arizona	3984
18	18	18	TOBY KEITH/How Do You Live	3735
18	18	18	GEORGE STRAIT/Don't Make Me	3735
11	11	11	FAITH HILL/The Way You Love Me	3486
11	11	11	LEANN RIME/Need You	3486
11	11	11	DIAMOND RIO/One More Day	3486
11	11	11	LODESTAR/What About Now	3486
11	11	11	AARON TIPPIN/Kiss This	3486
11	11	11	RASCAL FLATTS/This Everyday Love	3237
11	11	11	BILLY GILMAN/Oldies	3237
11	11	11	ALAN JACKSON/When I Am	3237
11	11	11	RASCAL FLATTS/Prayer For Daylight	3237
11	11	11	JAMIE O'NEAL/There Is No Arizona	3237
11	11	11	DOE CHICKS/Without You	3237
11	11	11	ALAN JACKSON/When I Am	2988
11	11	11	JOHN M. MONTGOMERY/The Little Girl	2988
11	11	11	RASCAL FLATTS/Prayer For Daylight	2988
11	11	11	ALAN JACKSON/When I Am	2988
11	11	11	DOE CHICKS/Without You	2988
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11	11	11	JOHN M. MONTGOMERY/The Little Girl	2988
11	11	11	RASCAL FLATTS/Prayer For Daylight	

A

ALABAMA When It All Goes South (*RCA*)
Prod: Don Cook, Alabama Wr: John Jarvis, Rick Carnes, Janis Carnes Pub: Sony/ATV Music and Songs Of Peer Music (ASCAP)

GARY ALLAN Right Where I Need To Be (*MCA*)
Prod: Tony Brown, Mark Wright Wr: Casey Beathard, Kendell Marvell Pub: ACUFF-Rose Music, Inc./601 Broadway Music (BMI)

JESSICA ANDREWS Who I Am (*DreamWorks*)
Prod: Byron Gallimore Wr: Brett James, Troy Verges Pub: Sony/ATV Songs LLC dba Tree Publishing Co./Songs Of Teracel (BMI) Songs Of Universal Inc., BMI

B

GARTH BROOKS Wild Horses (*Capitol*)
Prod: Allen Reynolds Wr: Bill Shore, David Wills Pub: Warner-Tamerlane (ASCAP)/WB Music Corp. (ASCAP)/Cash Crop Music (ASCAP)

C

KENNY CHESNEY I Lost It (*BNA*)
Prod: Buddy Cannon, Norro Wilson Wr: Neil Thrasher, Jimmy Olander Pub: Major Bob Music Company Inc. (ASCAP) Warner-Tamerlane Publishing Corp./Taxicaster Music (BMI)

CLARK FAMILY EXPERIENCE (Meanwhile) Back At... (*Curb*)
Prod: Byron Gallimore, Tim McGraw Wr: Gordon Kennedy, Wayne Kirk Patrick Pub: Universal-PolyGram International Publishing, Inc./Sondance Kid Music (ASCAP) All rights on behalf of Sondance Kid Music controlled and admin. by Universal-PolyGram International Publishing, Inc./Warner-Tamerlane Publishing Corp. (BMI)/Sell The Cow Music (BMI) All rights admin. by Warner-Tamerlane Publishing Corp.

NEAL COTY Legacy (*Mercury*)
Prod: John Kelton Wr: Neal Coty, Randy VanWarmer Pub: Murrah Music Corp./Neal Coty Music (BMI); Caribbean Stud Music, a division of Big Picture Entertainment LLC/Suzabelle Music (ASCAP)

BILLY RAY CYRUS Burn Down The Trailer Park (*Monument*)
Prod: Dann Huff Wr: Paul Thorn, Billy Maddox, Pat MacDonald Pub: YOMAN Music (admin. by Illegal Songs Inc./Mambadadi Music/IRS Music (BMI)

D

CLAY DAVIDSON Sometimes (*Virgin*)
Prod: Scott Hendricks, Jude Cole Wr: Clay Davidson, Kenny Beard, Casey Beathard Pub: Steel Wheels Music/CLMAT Publishing (BMI) All rights administered by Steel Wheels Music/Milene Music, Inc./Loggy Bayou Music Inc. (ASCAP)/Acuff-Rose Music Inc. (BMI)

DIXIE CHICKS Without You (*Monument*)
Prod: Blake Chancey, Paul Worley Wr: Natalie Maines, Eric Silver Pub: Scrapin' Toast Music (ASCAP) admin. by Bug Music/EMI April Music Inc. (ASCAP)/703 Music (ASCAP)

MARSHALL DYLLON Live It Up (*DreamCatcher*)
Prod: Robert Byrne, Phil Vassar, Jim Mazza Wr: Robert Byrne, Phil Vassar Pub: EMI Blackwood Music Inc./Arbyrne Music (BMI) and EMI April Music Inc./Phil Vassar Music (ASCAP)

E

SARA EVANS Born To Fly (*RCA*)
Prod: Paul Worley Wr: Sara Evans, Marcus Hummon, Darrell Scott Pub: Chuck Wagon Gourmet Music/Famous Music Cooperation (ASCAP)

G

VINCE GILL Shoot Straight From Your Heart (*MCA*)
Prod: Tony Brown Wr: Vince Gill Pub: Vinny May Music (BMI)

BILLY GILMAN Oklahoma (*Epic*)
Prod: David Malloy, Blake Chancey Wr: D. Vincent Williams, John Allen Pub: WB Music Corp. (ASCAP) Richard and Kastle Music (ASCAP)

ANDY GRIGGS You Made Me That Way (*RCA*)
Prod: David Malloy, Gary Smith Wr: David Malloy, Gary Burr Pub: Starstruck Angel Music, Inc./Malloy's Toys Music (BMI)/MCA Music Publishing, a division of Universal Studios, Inc./Gary Burr Music, Inc. (ASCAP)

H

ERIC HEATHERLY Wrong Five O' Clock (*Mercury*)
Prod: Keith Stegall Wr: Eric Heatherly, Richard E. Carpenter Pub: Still Working For The Woman Music, Inc./Psychobilly Music; RC Moon Pie Music, admin. by MRBI (ASCAP)

STEVE HOLY The Hunger (*Curb*)
Prod: Wilbur C. Rimes Wr: Billy Montana, David Flint Pub: Curbmagnasong Music Pub./Red Quill Music a division of Moraine Music Group (BMI)

J

CAROLYN DAWN JOHNSON Georgia (*Arista*)
Prod: Paul Worley, Carolyn Dawn Johnson Wr: Carolyn Dawn Johnson, Troy Verges

JOLIE & THE WANTED Boom (*DreamWorks*)
Prod: Dann Huff Wr: John Rotch, Shara Johnson

K

TOBY KEITH You Shouldn't Kiss Me Like This (*DreamWorks*)
Prod: James Stroud, Toby Keith Wr: Toby Keith Pub: Tokeco Tunes (BMI)

KINLEYS I'm In (*Epic*)
Prod: Radney Foster Wr: Radney Foster, Georgia Middleman Pub: Universal-PolyGram International Publishing, Inc. (ASCAP) St. Julien Music (ASCAP) On My Mind Music (ASCAP)

L

LONESTAR Tell Her (*BNA*)
Prod: Dann Huff Wr: Craig Wiseman, B. Kwesi Pub: Almo Music Corp./Daddy Rabbit Music (ASCAP). Rondor Music (London) Ltd. (PRS)

PATTY LOVELESS The Last Thing On My Mind (*Epic*)
Prod: Emory Gordy Jr. Wr: Craig Wiseman, Al Anderson Pub: Almo Music Corp. (ASCAP)/Mighty Nice Music (BMI)/Al Andersongs (BMI) admin. by Bluewater Music Corp. (BMI)

M

MARTINA MCBRIDE It's My Time (*RCA*)
Prod: Martina McBride, Paul Worley Wr: Billy Crain, Tammy Hylar, Kim Tribble Pub: Sony/ATV Songs LLC, Sony/ATV Tunes LLC./Willdawn Music (BMI/ASCAP)

NEAL MCCOY Every Man For Himself (*Giant*)
Prod: Ed Seay, John Hobbs Wr: Mark Elliott, Tim Johnson Pub: Sony/ATB Songs llc (All rights obo Sony/ATB songs llc adm. by Sony Music Pub./EMI Blackwood Music Inc./Tim Johnson Music (All rights for Tim Johnson Music controlled and adm. by EMI Blackwood Music Inc. (BMI)

MINDY MCCREADY Scream (*Capitol*)
Prod: Billy Joe Walker Jr. Wr: Helen Darling, Jenai Pub: Dayspring Music Inc./BMI/Little Chatterbox Music, BMI/Writers Extreme Music, BMI (adm. by Dayspring Music Inc./Sis 'N Bro Music Company, ASCAP/Moraine Park Music, a division of Moraine Music Group, ASCAP

JOHN MICHAEL MONTGOMERY That's What I Like... (*Atlantic*)
Prod: Buddy Cannon, Norro Wilson, John Michael Montgomery Wr: Larry Alderman, Richard Fagan Pub: Milene Music Inc./JOF Music Inc., ASCAP

MONTGOMERY GENTRY All Night Long (*Columbia*)
Prod: Joe Scaife, Jim Cotton, Anthony Martin Wr: Charlie Daniels, Taz DiGregorio, Charlie Hayward, Jack Gavin, Bruce Brown Pub: Music Corporation Of America, Inc. (BMI)

O

JAMIE O'NEAL There Is No Arizona (*Mercury*)
Prod: Keith Stegall Wr: Jamie O'Neal, Lisa Drew, Shaye Smith Pub: EMI April Music/Pang Toon Music, adm. by EMI April Music; EMI April Music/Jersey Girl Music, adm. by EMI April Music (ASCAP); EMI Blackwood Music Inc./Mark Alan Springer Music adm. by EMI Blackwood Music Inc. (BMI)

R

RASCAL FLATTS This Everyday Love (*Lyric Street*)
Prod: Mark Bright, Marty Williams Wr: Danny Wells, Gene Nelson Pub: Irving Music, Inc. (BMI); 360 Music/Emella Music (SESAC)

R

COLLIN RAYE She's All That (*Epic*)
Prod: Dann Huff, Collin Raye Wr: Collin Raye, Scott Wray Pub: EMI Blackwood Music Inc. (BMI)/Britstar Music Publishing, Inc. (BMI) Controlled and Administered by EMI Blackwood Music Inc. (BMI)

KENNY ROGERS There You Go Again (*DreamCatcher*)
Prod: Kenny Rogers Wr: Tommy Lee James, Jennifer Kimball, Terry McBride Pub: Still Working For The Man Music Inc. Tommy Lee James Songs/EMI Blackwood/Garden Angel Music/Polygram International/Songs Of McBride (BMI)

TIM RUSHLOW She Misses Him (*Atlantic*)
Prod: David Malloy Wr: Tim Johnson Pub: EMI Blackwood (BMI)

S

SAWYER BROWN Looking For Love (*Curb*)
Prod: Mark Miller Wr: Wanda Mallette, Patti Ryan, Bob Morrison Pub: Music City Music Inc. Administered by April Music Inc. (ASCAP)/Southern Days Music (ASCAP) Administered by CMI

SHEDAISY Lucky 4 You (Tonight I'm Just Me) (*Lyric Street*)
Prod: Dann Huff Wr: Kristyn Osborn, Jason Deere, Coley McCabe Pub: Without Anna Music (ASCAP), Lehsem Music, LLC (ASCAP) admin. by Music & Media International, Inc., WB Music Corp./Big T Ractor Music (ASCAP)

GEORGE STRAIT Don't Make Me Come Over There... (*MCA*)
Prod: Tony Brown, George Strait Wr: Jim Lauderdale, Carter Wood Pub: Mighty Nice Music/Laudersongs/Scrambler Music-BMI/ASCAP

T

CHALEE TENNISON Go Back (*Asylum/WB*)
Prod: Jerry Taylor Wr: Jeremy Cambell, David Hackett Pub: Isham Music (BMI)/SwaydeMan Music Inc., (ASCAP)

PAM TILLIS Please (*Arista*)
Prod: Billy Joe Walker Jr. Wr: Michael Dulaney, Jeffrey Steele, John Hobbs Pub: Windswept Pacific (BMI) Famous Music Corp. (ASCAP)

TRICK PONY Pour Me (*H2E/WB*)
Prod: Chuck Howard Wr: Heidi Newfield, Keith Burns, Ira Dean, Rory Beighley, Sammy Wedlock Pub: Warner/Tamerlane Pub. Corp., BMI/Warner Bros. Music Corp., ASCAP

TRAVIS TRITT It's A Great Day (*Columbia*)
Prod: Billy Joe Walker Jr., Travis Tritt Wr: Darrell Scott Pub: EMI April Music Inc./House of Bram (ASCAP)

U

KEITH URBAN But For The Grace Of God (*Capitol*)
Prod: Matt Rollings, KU Wr: Charlotte Caffrey, Jane Weidlin, Keith Urban Pub: BMG Songs Inc./WeedWackers/Coburn Music Inc. (Adm. by Ten Ten Music Group, Inc.) BMI

W

WARREN BROTHERS Move On (*BNA*)
Prod: Brett Warren, Brad Warren, Chris Farren Wr: Brett Warren, Brad Warren, Danny Wilde Pub: Warner-Tamerlane Publishing Corp./One Hundred Billion Dollar Music (BMI)

DARRYL WORLEY A Good Day To Run (*DreamWorks*)
Prod: Frank Rogers, James Stroud Wr: Darryl Worley, Bobby Tomberlin Pub: EMI Blackwood Music Inc./Hatley Creek Music (BMI)/Mike Curb Music (BMI)

Y

DWIGHT YOAKAM What Do You Know About Love (*Reprise*)
Prod: Pete Anderson Wr: Dwight Yoakam

BILLY YATES What Do You Want From Me Now (*Columbia*)
Prod: Garth Fundis, Billy Yates Wr: Billy Yates, Michael Geiger, Bobby Taylor Pub: EMI Blackwood Music Inc. (BMI)/Pay The Bill Music (BMI) all rights administered by EMI/Blackwood Music Inc. (BMI)/Sixteen Stars Music (BMI) a div of HoriPro Entertainment Group, Inc. (BMI)/Belle Glade Music (BMI) admin. by Sixteen Stars Music (BMI)/Milk The Whistle Music (BMI)

AC Playlists

FIND COMPLETE PLAYLISTS FOR ALL AC REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1
WLTW/New York
Clear Channel
(212) 603-4600
Ryan
12x Cumé 2,842,706

106.7
Litefm

PLAYS

3W	TW	ARTIST/TITLE	GI (000)
26	26	MARC ANTHONY/My Baby You	4794
24	24	BACKSTREET BOYS/Shape Of My Heart	4794
24	24	N SYNC/This I Promise You	4794
24	24	FAITH HILL/The Way You Love Me	43656
24	24	LEWIS & PALTRON/Cruisin'	43656
22	22	FAITH HILL/Breathe	41637
19	19	LEE ANN WOMACK/Hope You Dance	34561
12	12	NATALIE COLE/Angel On My Shoulder	34561
11	11	SADIE/By Your Side	34561
11	11	LEANN RIME/SI Need You	32742
11	11	MAI CHBOX TWENTY/You're Gone	30923
11	11	LONESTAR/Amazed	27265
11	11	LARA FABIAN/You Can't Walk...	23647
11	11	GLORIA ESTEFAN/You Can't Walk...	23647
11	11	SAVAGE GARDEN/Knew I Loved You	21828
11	11	CELINÉ DION/That's The Way It Is	21828
11	11	MACY GRAY/Try	21828
11	11	PHIL COLLINS/You're In My...	20009
11	11	DON HENLEY/Everything Is...	20009
11	11	HOUSTON & CAREY/When You Believe...	20009
11	11	LONESTAR/Amazed	20009
11	11	BACKSTREET BOYS/Shape Of My Heart	18190
11	11	BRANDI MONROE/Back In Time	18190
11	11	BRIAN MCKONIGHT/Back At One	16371
11	11	SANTANA/Rob Thomas/Smooth	16371
11	11	MARC ANTHONY/You Sang To Me	16371
11	11	JOE VERRI/You're My Best Friend	14552
11	11	98 DEGREES/So Close	14552

MARKET #2
KOST/Los Angeles
Clear Channel
(213) 421-1035
Kaye
12x Cumé 1,273,260

KOST
103.5FM

PLAYS

3W	TW	ARTIST/TITLE	GI (000)
26	26	BACKSTREET BOYS/Shape Of My Heart	16068
25	24	BRANDI MONROE/Back In Time	14832
24	24	N SYNC/This I Promise You	14832
24	24	FAITH HILL/The Way You Love Me	14832
24	24	LEWIS & PALTRON/Cruisin'	14214
23	23	CHRISTINA AGUILERA/Turn To You	14214
18	18	DON HENLEY/Everything Is...	13596
12	12	CELINÉ DION/That's The Way It Is	8652
12	12	MARC ANTHONY/You Sang To Me	8034
12	12	WEST LIFESWEAR/It Again	8034
12	12	FAITH HILL/Breathe	8034
12	12	ENRIQUE IGLESIAS/Could I Have This...	8034
11	11	LONESTAR/Amazed	8034
11	11	LEIGH NASH/Need To Be	7416
11	11	MARC ANTHONY/My Baby You	7416
11	11	BACKSTREET BOYS/Show Me	6798
11	11	CELINÉ DION/That's The Way It Is	6798
11	11	ENRIQUE IGLESIAS/You're In My...	6798
11	11	98 DEGREES/So Close	6180
11	11	LARA FABIAN/You Love Again	5682
7	7	SAVAGE GARDEN/Knew I Loved You	5562
7	7	SAVAGE GARDEN/That's The Hardest Thing	5562
7	7	98 DEGREES/So Close	5562
7	7	MARC ANTHONY/Need To Know	4944
7	7	HOUSTON & CAREY/When You Believe...	4326
7	7	N SYNC/You & I (Album)	4326
7	7	ALROSMITH/Don't Wait For...	4326
7	7	BACKSTREET BOYS/Shape Of My Heart	4326
7	7	RICKY MARTIN/She's All I Ever Had	4326
7	7	DON HENLEY/Taking You Home	2064
7	7	MARINER/You're My Best Friend	2064

MARKET #3
WLTW/Chicago
Clear Channel
(312) 329-9002
Cochran
12x Cumé 649,780

lite rock 93.9

PLAYS

3W	TW	ARTIST/TITLE	GI (000)
31	31	BRANDI MONROE/Back In Time	10664
30	30	BACKSTREET BOYS/Shape Of My Heart	10664
30	30	LEWIS & PALTRON/Cruisin'	10320
29	29	HOUSTON & CAREY/When You Believe...	9288
28	28	FAITH HILL/The Way You Love Me	8944
25	25	CELINÉ DION/That's The Way It Is	5504
15	15	MARC ANTHONY/You Sang To Me	5504
14	14	CHRISTINA AGUILERA/Turn To You	4816
11	11	WEST LIFESWEAR/It Again	4816
11	11	LEANN RIME/SI Need You	4816
11	11	CELINÉ DION/That's The Way It Is	4472
11	11	NATALIE COLE/Angel On My Shoulder	4472
12	12	BRIAN MCKONIGHT/Back At One	4128
7	7	SAVAGE GARDEN/Knew I Loved You	21828
10	11	BACKSTREET BOYS/Want It That Way	3784
10	11	N SYNC/This I Promise You	3784
12	12	PHIL COLLINS/You're In My...	3440
10	10	MARC ANTHONY/Need To Know	3096
11	11	ENRIQUE IGLESIAS/Balamos	3096
11	11	LARA FABIAN/You Love Again	3096
11	11	SANTANA/ROB THOMAS/Smooth	3096
14	14	LARA FABIAN/You Love Again	2752
6	6	MARC ANTHONY/My Baby You	2752
6	6	LEE ANN WOMACK/Hope You Dance	2408
12	7	STING/My Funny Friend	2408
7	7	TONI BRAXTON/Spanish Guitar	2408
7	7	CELINÉ DION/That's The Way It Is	2408
6	6	LEANN RIME/SI Need You	2408
5	5	RICKY MARTIN/She's All I Ever Had	2064
5	5	DON HENLEY/Taking You Home	2064

MARKET #4
WINDY/Chicago
Bonneville
(312) 297-5100
Hamilton/Johns
12x Cumé 825,560

Windy
100FM

PLAYS

3W	TW	ARTIST/TITLE	GI (000)
33	33	MARC ANTHONY/My Baby You	10230
33	33	LEWIS & PALTRON/Cruisin'	10230
31	31	LEANN RIME/SI Need You	9920
31	31	BRANDI MONROE/Back In Time	9610
27	27	BACKSTREET BOYS/Shape Of My Heart	8370
25	27	N SYNC/This I Promise You	8370
25	25	DON HENLEY/Everything Is...	8060
25	25	FAITH HILL/The Way You Love Me	8060
24	24	RICHARD MARSH/Days In Avalon	7120
24	24	CHRISTINA AGUILERA/Turn To You	7120
21	21	PHIL COLLINS/You're In My...	7120
23	23	MARC ANTHONY/You Sang To Me	7120
21	21	NATALIE COLE/Angel On My Shoulder	6820
21	21	CHER/Believe	6820
21	21	SANTANA/ROB THOMAS/Smooth	6200
20	20	MARLENE GOUGH/You're My Shoulder	6200
22	22	CELINÉ DION/That's The Way It Is	6200
21	21	LEANN RIME/SI Need You	6200
18	18	FAITH HILL/Breathe	5890
20	20	BACKSTREET BOYS/Show Me	5890
15	15	SHANIA TWAIN/You're A Good Girl (I'm Bad)	5580
15	15	CELINÉ DION/That's The Way It Is	5580
15	15	SHANIA TWAIN/Man! I Feel Like...	4310
11	11	LEIGH NASH/Need To Be	4310
8	8	SADE/By Your Side	3410
11	11	SAVAGE GARDEN/Knew I Loved You	3100
11	11	STING/My Funny Friend	2790
7	7	LEE ANN WOMACK/Hope You Dance	2790
9	9	BRIAN MCKONIGHT/Back At One	2480

MARKET #5
WBEZ/Philadelphia
WEAZ Radio Inc
(610) 538-1223
Conley
12x Cumé 734,800

87.1011

PLAYS

3W	TW	ARTIST/TITLE	GI (000)
32	32	LEWIS & PALTRON/Cruisin'	15200
31	31	MARC ANTHONY/My Baby You	14720
31	31	LEANN RIME/SI Need You	14720
30	30	MAI CHBOX TWENTY/You're Gone	11875
23	24	BRANDI MONROE/Back In Time	11400
22	22	N SYNC/This I Promise You	10950
18	18	DON HENLEY/Everything Is...	9200
15	15	GOO GOO DOLLS/Slide	7120
12	12	RICHARD MARSH/Days In Avalon	6160
9	9	AEROSMITH/Don't Want To...	6160
11	11	SARAH MACLACHLAN/You'll Remember You	6160
11	11	SAVAGE GARDEN/Knew I Loved You	6160
11	11	PHIL COLLINS/True Colors	5225
11	11	PHIL COLLINS/You're In My...	5225
11	11	FAITH HILL/Breathe	5225
11	11	BRIAN MCKONIGHT/Back At One	5225
11	11	SANTANA/ROB THOMAS/Smooth	5225
11	11	TONI BRAXTON/Spanish Guitar	4750
11	11	CHER/Strong Enough	5225
11	11	SHANIA TWAIN/From This Moment On	5225
11	11	CHRISTINA AGUILERA/Turn To You	4750
11	11	CELINÉ DION/That's The Way It Is	4750
11	11	LONESTAR/Amazed	4750
11	11	CHER/Believe	4275
11	11	MACY GRAY/Try	4275
9	9	DON HENLEY/Taking You Home	4275
6	6	FAITH HILL/This Kiss	4275
6	6	CELINÉ DION/That's The Way It Is	4275
6	6	ELTON JOHN/Hands Never Say...	4275
7	7	SCOPEDANCE/Agas Me	4275
7	7	MARC ANTHONY/Need To Know	3800

MARKET #6
WVLT/Dallas-Ft. Worth
Infinity
(214) 691-1037
Curtis/King
12x Cumé 416,100

103.7
WVLT

PLAYS

3W	TW	ARTIST/TITLE	GI (000)
31	31	DON HENLEY/Taking You Home	9075
29	29	LEANN RIME/SI Need You	7567
29	29	SAVAGE GARDEN/Knew I Loved You	7567
29	29	N SYNC/This I Promise You	7567
29	29	FAITH HILL/Breathe	7557
29	29	LEWIS & PALTRON/Cruisin'	4580
29	29	BACKSTREET BOYS/Shape Of My Heart	4580
29	29	MARC ANTHONY/You Sang To Me	3893
17	17	BRANDI MONROE/Back In Time	3893
16	16	SANTANA/ROB THOMAS/Smooth	3644
15	15	CHRISTINA AGUILERA/Turn To You	3644
15	15	MARC ANTHONY/My Baby You	3644
15	15	LONESTAR/Amazed	3206
12	12	FAITH HILL/The Way You Love Me	2748
12	12	LEE ANN WOMACK/Hope You Dance	2748
11	11	CELINÉ DION/That's The Way It Is	2290
11	11	PHIL COLLINS/True Colors	1832
11	11	SARAH MACLACHLAN/You'll Remember You	1832
7	7	BACKSTREET BOYS/Show Me	1603
6	6	NATALIE COLE/Angel On My Shoulder	1374
6	6	MARLENE GOUGH/You're My Shoulder	1374
6	6	JOHN WELLS/Get A Good Thrill...	1374
6	6	SADE/By Your Side	1374
6	6	SHANIA TWAIN/From This Moment On	1374
6	6	ALROSMITH/Don't Wait For...	1374
6	6	DON HENLEY/Everything Is...	1145
6	6	JOHN WELLS/Get A Good Thrill...	1145
6	6	LEIGH NASH/Need To Be	1145
6	6	JENNIFER PAGE/Crush	1145

MARKET #7
WVLT/Boston
Greater Media
(617) 822-6324
Kelley/O'Terry/Laurence
12x Cumé 587,100

MAGIC 106.7

PLAYS

3W	TW	ARTIST/TITLE	GI (000)
26	26	BACKSTREET BOYS/Shape Of My Heart	8684
26	26	N SYNC/This I Promise You	8684
25	25	MARC ANTHONY/You Sang To Me	8350
20	21	BRANDI MONROE/Back In Time	7014
20	20	FAITH HILL/The Way You Love Me	6680
20	20	MACY GRAY/Try	6346
19	19	MAI CHBOX TWENTY/You're Gone	6000
17	17	BRIAN MCKONIGHT/Back At One	5678
13	14	DON HENLEY/Taking You Home	4676
15	13	SAVAGE GARDEN/Knew I Loved You	4342
15	12	NATALIE COLE/Angel On My Shoulder	4008
12	12	CELINÉ DION/That's The Way It Is	4008
11	11	CHRISTINA AGUILERA/Turn To You	3674
11	11	ENRIQUE IGLESIAS/Balamos	3674
11	11	MARLENE GOUGH/You're My Shoulder	3340
11	11	ENRIQUE IGLESIAS/You're In My...	3340
11	11	MARC ANTHONY/My Baby You	3340
11	11	PHIL COLLINS/True Colors	3340
11	11	BACKSTREET BOYS/Show Me	2674
10	10	SCOPEDANCE/Agas Me	2674
9	9	SHANIA TWAIN/From This Moment On	2674
9	9	SANTANA/ROB THOMAS/Smooth	2674
5	5	SARAH MACLACHLAN/You'll Remember You	2338
6	7	CELINÉ DION/That's The Way It Is	2338
6	6	BRICKMAN/NEWTON-JOHNSON/Change Of Heart	2338
6	6	N SYNC/You & I (Album)	2004
6	6	LEWIS & PALTRON/Cruisin'	2004

MARKET #8
WASH/Washington, DC
Clear Channel
(301) 964-9710
Alan/Martin
12x Cumé 503,600

Soft Rock 97.1
WASH-DC

PLAYS

3W	TW	ARTIST/TITLE	GI (000)
22	22	N SYNC/This I Promise You	6450
22	22	DON HENLEY/Taking You Home	5676
20	22	FAITH HILL/Breathe	5676
17	21	BRANDI MONROE/Back In Time	5418
14	20	MACY GRAY/Try	5160
17	20	BRIAN MCKONIGHT/Back At One	4472
19	19	LEANN RIME/SI Need You	4902
12	18	SADE/By Your Side	4064
15	16	STING/My Funny Friend	4366
15	17	MARC ANTHONY/You Sang To Me	4366
17	17	CELINÉ DION/That's The Way It Is	4366
10	17	HOUSTON & CAREY/When You Believe...	4366
10	17	MARTINA MCBRIDE/There You Are	4366
16	16	BACKSTREET BOYS/Shape Of My Heart	4128
16	16	TONI BRAXTON/Spanish Guitar	3870
11	16	EDWYNN MCCAIG/You Could Not Ask	3870
9	13	SCOPEDANCE/Agas Me	3354
9	13	LONESTAR/Amazed	3354
8	13	SANTANA/ROB THOMAS/Smooth	3354
8	13	SAVAGE GARDEN/Knew I Loved You	3354
11	11	FAITH HILL/Breathe	2408
4	11	NATALIE COLE/Angel On My Shoulder	2838
11	11	BACKSTREET BOYS/The One	2838
6	11	ENRIQUE IGLESIAS/Balamos	2838
5	10	98 DEGREES/So Close	2580
6	10	CELINÉ DION/That's The Way It Is	2580
6	10	SHANIA TWAIN/From This Moment On	2580
6	10	SHANIA TWAIN/Man! I Feel Like...	2580
6	10	BRIAN MCKONIGHT/Back At One	2580

MARKET #9
WPCH/Atlanta
Clear Channel
(404) 367-0949
Goss
12x Cumé 458,200

peach 94.9

PLAYS

3W	TW	ARTIST/TITLE	GI (000)
23	23	DON HENLEY/Taking You Home	5451
23	23	FAITH HILL/Breathe	5230
21	21	LEANN RIME/SI Need You	4977
21	21	MARC ANTHONY/You Sang To Me	4740
20	20	CELINÉ DION/That's The Way It Is	4740
20	20	N SYNC/This I Promise You	4740
17	17	SAVAGE GARDEN/Knew I Loved You	4740
17	17	FAITH HILL/The Way You Love Me	4029
17	17	CELINÉ DION/That's The Way It Is	4029
16	16	BACKSTREET BOYS/Shape Of My Heart	3555
13	13	EDWYNN MCCAIG/You Could Not Ask	3081
13	13	N SYNC/You & I (Album)	3081
13	13	BRIAN MCKONIGHT/Back At One	3081
13	13	SARAH MACLACHLAN/You'll Remember You	3081
12	12	PHIL COLLINS/You're In My...	2844
12	12	BRANDI MONROE/Back In Time	2844
11	11	LEWIS & PALTRON/Cruisin'	2607
11	11	MARC ANTHONY/My Baby You	2607
11	11	SHANIA TWAIN/You're A Good Girl (I'm Bad)	2607
11	11	CELINÉ DION/That's The Way It Is	2133
11	11	MARTINA MCBRIDE/There You Are	2133
11	11	RICHARD MARSH/Days In Avalon	1896
11	11	KENNY G/ARMSTRONG/What A Wonderful...	1422
11	11	CELINÉ DION/That's The Way It Is	1185
11	11	SHANIA TWAIN/From This Moment On	1185
11	11	NATALIE COLE/Angel On My Shoulder	1185



MIKE KINOSHIAN
mkinosox@rronline.com

The Importance Of Inducing Interest

□ Direct marketing helps to establish a station's image with potential listeners

A basic marketing tenet is to draw attention to something in order to get noticed. Few people in the industry can match Rick Torcasso's intensity and bulldog tenacity when it comes to getting his radio stations noticed.

Widely regarded as a world-class programmer, Torcasso has gone on to other facets of the business, including serving as President of the New Research Company and co-owner of Point-To-Point, a marketing company that touts itself as providing direct-marketing solutions.

No Magic Bullets

Torcasso's direct-marketing roots go back to 1987, with a company called Tele-Conversions. A merger with Eagle Marketing followed, and Point-To-Point emerged with Mark

Heiden as President in 1998. Marketing, Torcasso says, has changed considerably from the way it once was. "You could go in with a magic bullet and create a huge impact, but today's audience has more noise in their life," he explains.

"In addition to filtering out things that don't interest them, they've learned how to filter in things that do interest them. Smart ACs use the 'filter in' concept. The method and art form that go into

place to make sure the message has an impact are fascinating."

Although he believes there are benefits to all kinds of marketing, Torcasso has become a huge direct-mail and direct-marketing proponent. He reasons that, with these methods, people have the opportunity to spend as much time with the materials as they like.



Rick Torcasso

"It's not something that's timeline-oriented, like a 30-second television spot," he

says. "If they're interested in it, you can definitely get their attention. Once that happens, they'll spend time with you. Intelligent AC programmers are trying to grow usage recognition through association of specific brands that people like."

Rather than creating bigger-than-life promotions, Torcasso says, "More important is that when a listener gets something from the radio station, it confirms reasons why they should use

Sizzling Summer Sweep

Summer 2000 proved to be a strong season for ACs in their target demo. The format accounted for 43% of No. 1s among women 35-64 on a national basis, easily surpassing second-place Country (26%). Oldies was a distant third with 9%.

Rounding out the field are Urban AC (5%), Spanish-Language (4%), News/Talk (3%), CHR/Pop (2%), NAC/Smooth Jazz (2%), Urban Contemporary (2%), Contemporary Christian (1%), Hot AC (1%), Urban Oldies (1%) and the Variety format (1%).

In market order, here are the ACs finishing first this summer among women 35-64. The list also includes Hot AC WMMX/Dayton and Cleveland's WDOK, which was tops in the Akron book. Percentages at the right reflect summer-to-summer market-share fluctuation. Three of every four No. 1s (75.5%) improved their share from last year, topped by KQSR/Oklahoma City's stunning 71% gain.

1	WLTW/New York	8.9	-13%
2	KOST/Los Angeles	6.0	+28%
4	KOIT-FM/San Francisco	7.3	+35%
5	WBEB/Philadelphia	9.9	-5%
7	WNIC/Detroit	15.4	+29%
8	WMJX/Boston	8.0	+31%
10	KODA/Houston	11.3	flat
15	KYXY/San Diego	10.4	+1%
18	WALK/Long Island	9.0	-17%
19	KEZK/St. Louis	13.5	-7%
21	WDUV/Tampa	9.6	+10%
23	KOSI/Denver	14.4	+35%
25	KKCW/Portland, OR	12.9	+1%
26	WRRM/Cincinnati	12.5	+16%
31	WLTQ/Milwaukee	8.8	-3%
32	KQXT/San Antonio	8.5	+8%
33	WWLI/Providence	17.0	+4%
34	WSNY/Columbus, OH	13.0	-4%
35	KSFI/Salt Lake City	14.1	-5%
36	WWDE/Norfolk	11.2	+42%
40	KSNE/Las Vegas	11.7	-15%
43	WJXA/Nashville	13.4	+33%
44	WRCH/Hartford	21.1	+20%
49	KKMJ/Austin	10.7	+20%
50	WEAT-FM/West Palm Beach	17.1	-12%
52	WRMM/Rochester, NY	13.7	+25%
54	KQSR/Oklahoma City	12.0	+71%
56	WMMX/Dayton	15.6	+39%
57	WTVR-FM/Richmond	15.1	+3%
58	WSPA-FM/Greenville, SC	11.6	+45%
59	WYJB/Albany, NY	16.7	+2%
60	KSSK-FM/Honolulu	15.1	+5%
62	KBEZ/Tulsa	10.5	+5%
64	WMGS/Wilkes Barre	14.0	+15%
65	KSOF/Fresno	8.4	+45%
68	WDOK/Akron	10.0	+20%
72	KMGA/Albuquerque	8.7	-7%
74	KWAV/Monterey	9.2	+24%
79	WRVF/Toledo	16.4	+15%
80	WMAS-FM/Springfield, MA	14.7	+1%
84	KRBB/Wichita	15.4	+20%
91	KXLY-FM/Spokane	14.6	+15%
103	WARM-FM/York, PA	14.6	+4%
115	WFMK/Lansing, MI	15.6	+3%
120	WGMN/Madison, WI	18.8	+1%

Postcards From The Bay

When KBAY/San Jose sought to lose its Barbra Streisand/Neil Diamond-based Soft AC image, marketing company Point-To-Point was hired to devise a postcard campaign.

The company, co-owned by noted programmer Rick Torcasso, created an association to brands the station needed to be known for. "Full-color direct-mail pieces were sent to households, highlighting artists like Sting and 'N Sync," recalls Torcasso. "It was really a simple issue. Our job was to get rid of KBAY's old images and replace them with new ones."

The method used involved strong illustrations and frequency. "Every three weeks people received 6x9 postcards. It was perfect for KBAY. It was a clear, well-defined marketing objective."

Lost Baggage

According to PD Bob Kohtz, KBAY had some baggage, particularly from five years ago, when it was still a Beautiful Music station. "Whenever we sent out a mailer, we'd put on artists like Backstreet Boys, 'N Sync, Sting and Shania Twain, artists who represented the station's newer sound," he says. "In addition to reimagining the station, the idea was to get some tactical marketing and drive some enforced listening. It seems to have succeeded on both fronts, as the ratings have continued going up."

The audience now perceives KBAY as being a more contemporary station, but Kohtz concedes, "We may have pushed it a little more than we needed to make our statement, but every artist we put on the mailer — including Macy Gray — was played on the station. We thought the campaign had great value, because it was both strategic and tactical."

Regarding cost, Kohtz comments, "Compared to television, it's cheap. You can do a month or two or six consecutive months, like we did. If you do six months of anything, you'll wind up spending quite a bit of money, but it worked so well that we continued with it."

Since San Jose is an embedded market, marketing presents some unique concerns. "When you try buying television to make an impression here, you very quickly find yourself out of money," Kohtz points out. "Television — in this market — isn't the club we can wield. Direct-mail marketing worked very well for us."



Bob Kohtz

"In addition to filtering out things that don't interest them, listeners have learned how to filter in things that do interest them. Smart ACs use the 'filter in' concept."

that station. That translates to artists they know they like, such as Phil Collins, Celine Dion and 'N Sync. You're continuously growing your brand."

Establishing Objectives

Stations with strong ratings typically use direct mail to reinforce recognition. "The stations set up barriers against competitors and make sure

the association is updated," explains Torcasso, whose AC clients include KVIL/Dallas, KKLT/Phoenix, KBAY/San Jose, WEZN/Bridgeport and WSWT/Peoria and Hot ACs such as WMYX/Milwaukee, WTSS/Buffalo and KSRZ/Omaha. "We first touch base with a station's primary objective. Once you can put that into a sentence, it's pretty easy to market."

But the objective isn't to get ratings, Torcasso notes. "That's the result. The objective usually translates to something much deeper than ratings. With direct mail, trash in is trash out. The target and message have to

be right, and the artwork must reinforce associations without getting in the way of the message."

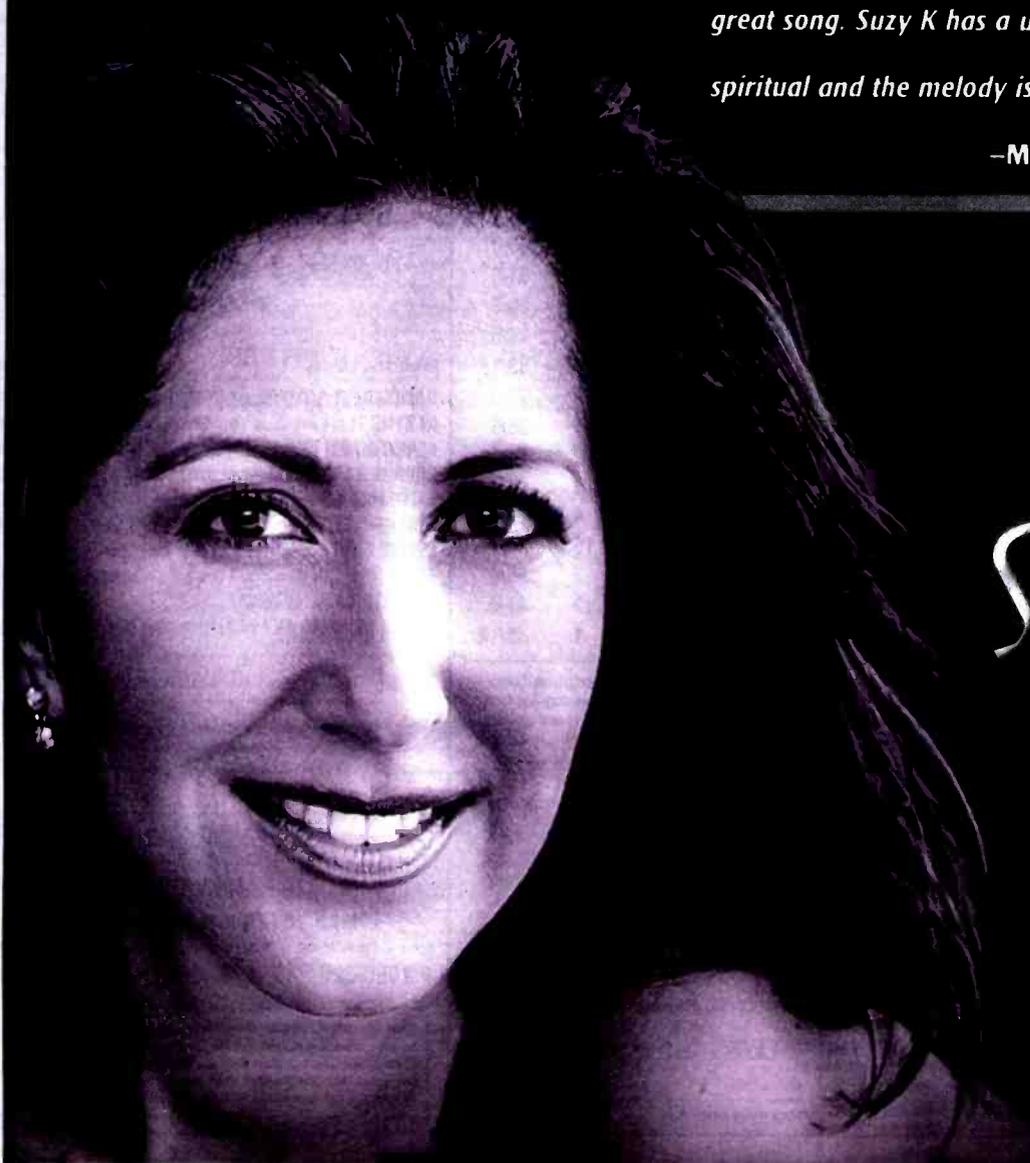
Deploying television as a marketing tool can be viewed as a way to reach a huge percentage of the population, but Torcasso feels there's a certain amount of waste with that medium. "Some people overtarget, which is very stupid," he says. "You wind up imploding by preaching to the choir."

"By being focused, you can make campaigns much more effective. Things that will continue to work for

“Broken Wings”

“This song is so much better than the original, and that was a great song. Suzy K has a unique voice. The song’s lyrics are spiritual and the melody is haunting.”

—Mike McVay, President of McVay Media



SUZY



Produced by Skip Drinkwater
Arranged by Richard Page, Skip Drinkwater & Kim Bullard
Executive Producer: Tom Callahan

Contact: Claire Parr at The Navigator Company -
(203)226-9939 or navigatorcompany@aol.com

Impacting Radio January 16th

R&R AC Top 30

January 12, 2001

3W	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (M)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	'N SYNC This I Promise You (Jive)	2592	+426	319353	14	114/0
3	2	BBMAX Back Here (Hollywood)	2265	+276	256324	20	110/0
2	3	HUEY LEWIS & GWYNETH PALTROW Cruisin' (Hollywood)	2265	+274	279984	15	106/1
5	4	BACKSTREET BOYS Shape Of My Heart (Jive)	2246	+428	282598	12	110/5
4	5	FAITH HILL The Way You Love Me (Warner Bros.)	2194	+366	264868	19	112/2
6	6	DON HENLEY Taking You Home (Warner Bros.)	1922	+391	206685	35	104/0
9	7	LEANN RIMES I Need You (Sparrow/Curb/Capitol)	1773	+424	217990	40	102/1
7	8	MARC ANTHONY My Baby You (Columbia)	1724	+230	219060	17	103/1
10	9	FAITH HILL Breathe (Warner Bros.)	1677	+410	228663	50	103/0
8	10	MARC ANTHONY You Sang To Me (Columbia)	1605	+163	194804	45	108/0
11	11	SAVAGE GARDEN I Knew I Loved You (Columbia)	1512	+418	192486	63	99/0
12	12	LONESTAR Amazed (BNA)	1422	+336	173628	67	100/0
13	13	CELINE DION That's The Way It Is (550 Music/Epic)	1318	+379	167294	60	95/0
16	14	CHRISTINA AGUILERA I Turn To You (RCA)	1149	+282	138358	35	94/0
15	15	NATALIE COLE Angel On My Shoulder (Elektra/EEG)	1102	+220	149103	8	91/0
Breaker	16	LEE ANN WOMACK I Hope You Dance (MCA/Universal)	1080	+326	131737	7	93/18
18	17	BRIAN MCKNIGHT Back At One (Motown/Universal)	982	+203	130756	54	83/0
19	18	BACKSTREET BOYS Show Me The Meaning Of... (Jive)	840	+77	100244	49	91/0
21	19	CORRS Breathless (143/Lava/Atlantic)	786	+95	64336	17	68/3
17	20	LEANN RIMES Can't Fight The Moonlight (London Sire/Curb)	765	-38	97021	14	78/0
26	21	MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	664	+247	103245	4	53/15
23	22	TONI BRAXTON Spanish Guitar (LaFace/Arista)	634	+142	59696	8	72/3
22	23	LEIGH NASH Need To Be Next To You (Engine/Arista)	590	-51	67258	10	66/1
24	24	SADE By Your Side (Epic)	588	+113	92861	9	74/5
28	25	DON HENLEY Everything Is Different Now (Warner Bros.)	477	+100	68121	3	59/7
27	26	STING My Funny Friend And Me (Hollywood)	439	+61	42460	4	59/4
30	27	RICHARD MARX Days In Avalon (Signal 21)	428	+68	40814	10	46/1
-	28	LARA FABIAN Love By Grace (Columbia)	379	+51	59915	7	55/6
25	29	OSCAR DE LA HOYA Run To Me (EMI Latin/Capitol)	348	-95	23757	12	41/0
Debut	30	BON JOVI Thank You For Loving Me (Island/IDJMG)	342	+139	39167	1	48/14

Most Added.

ARTIST TITLE LABEL(S)	ADDS
DAVID GRAY Babylon (ATO/RCA)	23
LEE ANN WOMACK I Hope You Dance (MCA/Universal)	18
SEAL This Could Be Heaven (London Sire)	17
MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	15
BON JOVI Thank You For Loving Me (Island/IDJMG)	14
DON HENLEY Everything Is Different Now (Warner Bros.)	7
LARA FABIAN Love By Grace (Columbia)	6
ENYA Only Time (Reprise)	6
BACKSTREET BOYS Shape Of My Heart (Jive)	5
SADE By Your Side (Epic)	5
ELTON JOHN w/MARY J. BLIGE I Guess That's... (Universal)	5

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BACKSTREET BOYS Shape Of My Heart (Jive)	+428
'N SYNC This I Promise You (Jive)	+426
LEANN RIMES I Need You (Sparrow/Curb/Capitol)	+424
SAVAGE GARDEN I Knew I Loved You (Columbia)	+418
FAITH HILL Breathe (Warner Bros.)	+410
DON HENLEY Taking You Home (Warner Bros.)	+391
CELINE DION That's The Way It Is (550 Music/Epic)	+379
FAITH HILL The Way You Love Me (Warner Bros.)	+366
LONESTAR Amazed (BNA)	+336
SARAH MCLACHLAN I Will Remember You (Arista)	+333



115 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 12/31/00-Saturday 1/6/01. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 875 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

SEAL This Could Be Heaven (London Sire)

Total Plays: 318, Total Stations: 51, Adds: 17

EVAN AND JARON Crazy For This Girl (Columbia)

Total Plays: 287, Total Stations: 21, Adds: 4

ELTON JOHN w/MARY J. BLIGE I Guess That's Why They Call It The Blues (Universal)

Total Plays: 258, Total Stations: 45, Adds: 5

ENYA Only Time (Reprise)

Total Plays: 245, Total Stations: 40, Adds: 6

JENNIFER DAY Completely (BNA)

Total Plays: 238, Total Stations: 34, Adds: 3

JIM BRICKMAN /OLIVIA NEWTON-JOHN Change Of Heart (Windham Hill)

Total Plays: 162, Total Stations: 27, Adds: 0

BRIAN MCKNIGHT Win (Motown/Universal)

Total Plays: 151, Total Stations: 25, Adds: 0

BABYFACE Reason For Breathing (Arista/Epic)

Total Plays: 140, Total Stations: 26, Adds: 0

DAVID GRAY Babylon (ATO/RCA)

Total Plays: 80, Total Stations: 26, Adds: 23

SARAH BRIGHTMAN A Whiter Shade Of Pale (Angel)

Total Plays: 77, Total Stations: 18, Adds: 1

BEBE WINANS /BRIAN MCKNIGHT & JOE Coming Back... (Motown/Universal)

Total Plays: 51, Total Stations: 11, Adds: 0

Songs ranked by total plays

Breakers.

LEE ANN WOMACK

I Hope You Dance (MCA/Universal)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1080/326	93/18	16

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

WIL WKLY WLZR WMZQ WPGC WRUF WRVA WSNE WTPi WWDB WWWM CHOM KNIX WCSX WGST WHCN WTPA KTFM KBOS WSSL KSFO

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Most Played Recurrents

PHIL COLLINS You'll Be In My Heart (Hollywood)

SARAH McLACHLAN I Will Remember You (Arista)

SANTANA /ROB THOMAS Smooth (Arista)

SHANIA TWAIN From This Moment On (Mercury/IDJMG)

BACKSTREET BOYS I Want It That Way (Jive)

98 DEGREES I Do (Cherish You) (Universal)

CHER Believe (Warner Bros.)

98 DEGREES The Hardest Thing (Universal)

EDWIN McCain I Could Not Ask For More (Lava/Atlantic)

PHIL COLLINS True Colors (Atlantic)

'N SYNC (God Must Have Spent) A Little More Time On You (RCA)

FAITH HILL This Kiss (Warner Bros.)

MARC ANTHONY I Need To Know (Columbia)

SIXPENCE NONE THE RICHER Kiss Me (Squint/Columbia)

W.HOUSTON & E.IGLESIAS Could I Have This Kiss Forever (Arista)

NATALIE IMBRUGLIA Torn (RCA)

ENRIQUE IGLESIAS Bailamos (Overbrook/Interscope)

MACY GRAY I Try (Epic)

AEROSMITH I Don't Want To Miss A Thing (Columbia)

LARA FABIAN I Will Love Again (Columbia)

TUNED-IN AC

R&R/MEDIABASE 24/7

lite rock 93.9 WLIT/Chicago

3am

BACKSTREET BOYS Shape Of My Heart
BRUCE SPRINGSTEEN Hungry Heart
MARVIN GAYE What's Going On
CROSBY, STILLS & NASH Wasted On The Way
ELTON JOHN Blessed
BILLY JOEL She's Got A Way
FAITH HILL Breathe
TEARS FOR FEARS Everybody Wants To Rule...
RICHARD MARX Right Here Waiting
EAGLES Take It Easy
TONI BRAXTON Spanish Guitar
ACE OF BASE The Sign
MARIAH CAREY Without You
BILLY OCEAN Caribbean Queen
HALL & DATES Maneater
CHRISTINA AGUILERA I Turn To You

11am

CHRISTINA AGUILERA I Turn To You
BRUCE SPRINGSTEEN I'm On Fire
BILLY JOEL My Life
TAYLOR DAYNE I'll Always Love You
PHIL COLLINS True Colors
FAITH HILL The Way You Love Me
LINDA RONSTADT & AARON NEVILLE All My Life
CHER The Shoop Shoop Song (It's...)
GROVER WASHINGTON Just The Two Of Us
EAGLES One Of These Nights
MADONNA I'll Remember
ELTON JOHN Sacrifice
BBMAK Back Here

4pm

STEVE PERRY Oh Sherrie
FLEETWOOD MAC Dreams
AMY GRANT That's What Love Is For
MEDLEY/WARNES (I've Had) The Time Of My Life
MARC ANTHONY I Need To Know
JOHN WAITE Missing You
DEBARGE Rhythm Of The Night
ELTON JOHN I Guess That's Why They Call...
CELINE DION The Power Of Love
TEARS FOR FEARS Everybody Wants To Rule...
WHITNEY HOUSTON How Will I Know
MICHAEL BOLTON When A Man Loves A Woman
SANTANA /ROB THOMAS Smooth

8pm

RED SPEEDWAGON Can't Fight This Feeling
MARY C CARPENTER Grow Old With You
CHER & PETER CETERA After All
EXTREME More Than Words
BILLY OCEAN Get Outta My Dreams, Get...
CELINE DION That's The Way It Is
BRYAN ADAMS Have You Ever Really Loved...
AL GREEN Let's Stay Together
MARC ANTHONY My Baby You
GLORIA ESTEFAN It's Too Late

Windy 100.1 WNNB/Chicago

3am

SAVAGE GARDEN Truly Madly Deeply
SIMPLE MINDS Don't You (Forget About Me)
CELINE DION That's The Way It Is
JACKSON BROWNE Stay
BACKSTREET BOYS Shape Of My Heart
COMMODORES Nightshift
ACE OF BASE Don't Turn Around
PHIL COLLINS Groovy Kind Of Love
SHANIA TWAIN Man! I Feel Like A Woman!
WHITNEY HOUSTON I Wanna Dance With...
STING My Funny Friend And Me
BONNIE RAITT Something To Talk About
FINE YOUNG CANNIBALS She Drives Me Crazy
LEANN RIMES I Need You
BRYAN ADAMS Straight From The Heart

11am

MADONNA I'll Remember
ELTON JOHN Sacrifice
SHANIA TWAIN From This Moment On
EARTH, WIND & FIRE September
MARC ANTHONY You Sang To Me
STING Fields Of Gold
ROXETTE Listen To Your Heart
ROD STEWART If We Fall In Love Tonight
98 DEGREES The Hardest Thing
PHIL COLLINS You Can't Hurry Love
G. PALTROW & H. LEWIS Cruisin'
MR. MISTER Broken Wings

4pm

PAT BENATAR Hit Me With Your Best Shot
SAVAGE GARDEN Crash And Burn
ELTON JOHN Philadelphia Freedom
TINA TURNER I Don't Wanna Fight
G. PALTROW & H. LEWIS Cruisin'
STEVE PERRY Foolish Heart
CHRISTINA AGUILERA I Turn To You
ODDIE BROTHERS What A Fool Believes
ACE OF BASE Don't Turn Around
DON HENLEY The Heart Of The Matter
LEANN RIMES Can't Fight The Moonlight
EXPOSE I'll Never Get Over You...

8pm

SAVAGE GARDEN Truly Madly Deeply
ANITA BAKER Giving You The Best...
'N SYNC This I Promise You
DAN ENGLAND/JF COLEY We'll Never Have To...
MARIAH CAREY I'll Be There
SURFACE The First Time
SHANIA TWAIN From This Moment On
LIONEL RICHIE Truly
M. MCBRIDE/J. BRICKMAN Valentine
HOWARD JONES No One Is To Blame
PHIL COLLINS You'll Be In My Heart
FREDDIE JACKSON You Are My Lady
TONI BRAXTON Spanish Guitar



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 01/01. © 2001, R&R Inc.

AC **Going For Adds 1/16/01**

JACKIE DESHANNON You Know Me (Varese Sarabande)

GLORIA ESTEFAN You Can't Walk Away From Love (Epic)

SUZY K Broken Wings (Vellum)

RICKY MARTIN /CHRISTINA AGUILERA Nobody Wants To Be Lonely (Columbia)

Importance Of Inducing Interest

Continued from Page 86

stations will be those that are direct-marketing-oriented, such as very high-quality direct mail. It has to stick out and have relative benefit compared to the other direct-mail pieces that people receive."

This type of quality product might end up costing a station several cents more per unit, but Torcasso stresses, "It's worth it, because it will be 50% more effective than a piece of crap. You get what you pay for."

E-Mail Economics

Several companies have started to use e-mail marketing. While acknowledging that this approach may be economical, Torcasso says, "You can market your heart out on e-mail without affecting ratings at all. The only important people are those who fill out diaries. People who do e-mail don't necessarily do that."

"It's also as easy to delete e-mail as it is to read it. It's believed that, by 2002, two of every five e-mails will be advertisements. In order to be effective, e-mails must be simple

and compatible with the specific person reading them."

One more thing that an e-mail message must have involves what Torcasso calls relative advantage. "The one thing I've learned in any kind of marketing is that you must have a relative advantage," he says. "It's a factor that shouldn't be underestimated."

"I've seen direct-mail pieces for Rock sta-

"By 2002, two of every five e-mails will be advertisements. In order to be effective, e-mails must be simple and compatible with the specific person reading them."

tions go out with pictures of heavily endowed women. They wonder why it didn't work. The reason is, there's no relative advantage to the listener. A person looks at a radio station and wonders why they should listen to it over all others. It certainly has nothing to do with heavily endowed women.

"There are so many people who miss the boat on this. They just don't get it. The message is really critical: Induce interest and have a relative advantage."

Direct Discussion

The mere mention of telemarketing to the average consumer usually elicits a less-than-enthusiastic reaction, and, indeed, Torcasso says that his company is more pro-direct mail

than pro-telemarketing. "You could spend seven dollars on telemarketing to reach one person," he explains. "For that kind of money, you could send out 20 direct-mail postcards."

His company has, however, developed Qualified Prospects, a telemarketing campaign that focuses directly on people who will participate in Arbitron surveys.

Especially for those who know how to target, Torcasso claims that direct mail is better than ever. "We work closely with clients and literally build marketing pieces from a plain sheet of paper," he says. "The reality is that you spend a good three hours talking out the situation or problem. At the end of the day you arrive at the campaign's objective and the role it plays in regard to everything else the station does."

Reporters

Stations and their ads listed alphabetically by market

AC

Hot AC

WYAB/Albany, NY
OM: Michael Bergan
MD: Chris Hamberg
LARA FABIAN "Gaze"
No Ads

WYRN/Cincinnati, OH
OM/PO: T.J. Mallard
AP/AD: Ted Stone
1. SON JAM "Thurs"

WYRH/Huntsville, IN
OM/PO: Wayne Stone
DAVID "DAVE"
JEREMY "COMPLEX"

KJHM/Madison, CA
PO/AD: Gary Sheldahl
No Ads

KYHS/Sacramento, CA
PO: Bryan Johnson
MD: Kelly Goff
2. 90 DEGREES "Wed"
3. SON JAM "Thurs"

WDDZ/Akron, OH
OM: Bob Hillery
MD: Lynn Kelly
1. SEMSONIC "Cherry"
BLESS UNOVA "Storybook"
VERTICAL HORIZON "Thurs"

KOPH/Corpus Christi, TX
OM: John Hillery
MD: Chad Bennett
VERTICAL HORIZON "Thurs"
SEMSONIC "Cherry"

WERS/Indianapolis, IN
OM/PO: Greg Smith
MD: Jim Carone
1. U2 "U2"
UNCLE WAGNER "Today"

KBYT/Oakland-Ventura, CA
OM/PO: Mark Elliot
1. DODD "Thurs"
BLESS UNOVA "Storybook"

KSRZ/San Antonio, TX
OM: Neel Thompson
PO/AD: Tam Lauer
No Ads

KMGH/Albuquerque, NM
PO: Roger Scott
MD: Jenna James
3. DAVID GRAY "Baby"
TVA "Day"

WODK/Cleveland, OH
PO: David Miller
2. LEE ANN WOMACK "Dance"
DONHERLEY "Everything"
MAYBOX TWENTY "Gaze"

KSSA/Huntsville, IN
PO/AD: Jeff Silvers
DAVID GRAY "Baby"
MAYBOX TWENTY "Gaze"

WDMH/Memphis-Oma, NJ
PO: Jeff Rafter
MD: Liz Jerciel
SEA "Thurs"

KEZR/Lake Louis, MO
PO: Stanley Rivers
MD: Jim Doyle
2. LEE ANN WOMACK "Dance"

KODR/Albuquerque, NM
OM: Brad Bennett
No Ads

KDDB/Dallas-Ft. Worth, TX
PO: Pat McMillan
AP/AD: Lisa Thomas
2. AEROSMITH "Rock"

WFAI/Kalamazoo, MI
PO: P.J. Lacey
MD: Terry Travolta
No Ads

KDOP/Phoenix, AZ
PO: Ron Price
SEMSONIC "Cherry"
THEY MIGHT BE GANTS "Bus"
U2 "U2"

KFMB/San Diego, CA
VP/OM: Tracy Johnson
AP/AD: Jon Swartz
1. VERTICAL HORIZON "Thurs"
2. BACKWASH LADIES "Live"

WLEV/Allentown, PA
PO: Vern Anderson
DAVID GRAY "Baby"

KOLJ/Colorado Springs, CO
OM: Kevin Callahan
PO/AD: Josh Hamilton
No Ads

WHRH/Huntsville, AL
PO: Rob Hunter
MD: Benny O'Brien
MAYBOX TWENTY "Gaze"

KYHN/Huntsville, CA
OM/PO: Steve Peters
MD: David Gray
MAYBOX TWENTY "Gaze"

KSRF/Salt Lake City, UT
OM: Alan Hogue
MD: Lylo Marks
No Ads

KFER/Albuquerque, NM
OM: Bob Hillery
MD: Lisa Parsons
AP/AD: Johnny Barrows
1. DELIRIUM "Starc"

WDAQ/Danbury, CT
PO: Bill Ivato
MD: Andy Carillo
1. VERTICAL HORIZON "Thurs"
2. JENNIFER LOPEZ "Thurs"
3. SEMSONIC "Cherry"

KDGL/Las Vegas, NV
PO: Damon Poyton
MD: Dave Mathews
2. DAVE MATHES BAND "Live"
3. SEMSONIC "Cherry"
VERTICAL HORIZON "Thurs"

KZOM/Phoenix, AZ
OM/PO: Tim Marvelli
MD: Kevin Stanton
3. VERTICAL HORIZON "Thurs"
2. DAVE MATHES BAND "Live"
FLYING BLIND "Smoke"
SEMSONIC "Cherry"
THEY MIGHT BE GANTS "Bus"
U2 "U2"
3. DODD "Thurs"

KLLC/San Francisco, CA
PO: Linda Kaplan
MD: Julie Stuebel
1. DAVE MATHES BAND "Live"
2. VERTICAL HORIZON "Thurs"
3. SEMSONIC "Cherry"
MOULDS "Dance"
OLIVE "Smoke"

KYMG/Rochester, AK
OM: Mark Murphy
AP/AD: Dave Flavin
No Ads

WTCR/Columbia, SC
OM/PO: Brent Johnson
MD: David Gray "Baby"

WTPH/Indianapolis, IN
PO: Gary Hoopes
MD: Steve Cooper
No Ads

WALK/Houston-Galveston, TX
VP/Prog: Gene Michaels
AP/AD: Rob Miller
MD: Charlie Lombardo
6. DAN AND JARON "Gif"
6. 90 DEGREES "Everything"
SIDE "Sax"

KDRT/San Antonio, TX
PO: Ed Scarborough
5. ROCKAWAY "Auton"
TVA "Day"

KKKS/Rochester, AK
PO: Rony Lomas
MD: Rick Sparks
1. DEXTER FREESH "Leaving"
BACKWASH LADIES "Live"
SON JAM "Thurs"

WRRX/Dallas-Ft. Worth, TX
PO: Dan Taylor
DAVID GRAY "Baby"
VERTICAL HORIZON "Thurs"

WVHL/Lanahan-Fayette, KY
OM: Doug Hunsford
PO: Jill Meyer
BLESS UNOVA "Storybook"
MADONNA "Dont"
SEA "Thurs"
SEMSONIC "Cherry"

WRRX/Portland, ME
PO: Ron Price
AP/AD: Ethan Wilson
No Ads

KEZR/San Jose, CA
PO: Jim Murphy
AP/AD: Michael Martinez
6. VERTICAL HORIZON "Thurs"

WPCW/Albany, GA
AP/AD: Steve Goss
No Ads

WSPY/Columbus, OH
PO: Chuck Knight
2. LEE ANN WOMACK "Dance"
1. SON JAM "Thurs"

WTFM/Jackson City, TN
PO/AD: Mark E. McElwain
DAVID GRAY "Baby"

WHDJ/Newburgh, NY
OM/PO: Steve Peters
MD/AD: Tim Ford
DAVID GRAY "Baby"
SASHA ALEXANDER "Live"

KSLB/Santa Barbara, CA
PO: Peter Ho
MD: Nancy Newsum
MIDSTREET BOYS "Shap"

KAMZ/Austin, TX
PO: Jim Robinson
MD: Patrick Lombard
SEMSONIC "Cherry"
THEY MIGHT BE GANTS "Bus"

KALC/Denver-Boulder, CO
MD: MOBY CHENSTERM "Southern"
2. DAVE MATHES BAND "Live"
6. VERTICAL HORIZON "Thurs"

KURB/Lake Rock, AR
PO: Randy Cole
AP/AD: Aaron Anthony
VERTICAL HORIZON "Thurs"
MADONNA "Dont"

KRSK/Portland, OR
PO: Dan Perwigel
AP/AD: Jim Alan
3. VERTICAL HORIZON "Thurs"
1. DELIRIUM "Starc"

KRUZ/Santa Barbara, CA
OM/PO: Jim Robinson
1. DODD "Thurs"
7. BLESS UNOVA "Storybook"

WFGC/Atlantic City, NJ
PO: Gary Gude
MD: Marlene Aquo
SIDE "Sax"

KVLO/Dallas-Ft. Worth, TX
PO: Bill Curtis
MD: John King
12. LEE ANN WOMACK "Dance"

WKYE/Jacksonville, PA
PO: Jack Michaels
MD: Brian Wells
5. SIDE "Sax"

WLTW/New York, NY
OM: Jim Ryan
17. MAYBOX TWENTY "Gaze"
15. LOUIS RICHE "Angry"
13. GLOAMSTERM "Yak"
CURS "Smashes"

KLSY/Santa Barbara, CA
PO: Barry Kelly
MD: Doris Thomas
4. DONHERLEY "Everything"
4. MAYBOX TWENTY "Gaze"

KLYI/Salt Lake City, UT
OM: Steve Griffin
1. MADONNA "Dont"
SEMSONIC "Cherry"
VERTICAL HORIZON "Thurs"
THEY MIGHT BE GANTS "Bus"

KMMB/Denver-Boulder, CO
PO: Ron Havel
AP/AD: Mike Gifford
1. EVERETT "Today"
2. VERTICAL HORIZON "Thurs"
3. 90 DEGREES "Everything"
8. BEAK "Sax"

KING/Los Angeles, CA
PO: Brent Keys
AP/AD: James Baker
No Ads

WENE/Providence, RI
PO: Bill Howe
MD: Gary Trust
90 DEGREES "Everything"
90 DEGREES "Everything"

WAEV/Savannah, GA
OM/PO: Scotty Ingram
AP/AD: Robert Ertman
JENNIFER LOPEZ "Thurs"
LEE ANN WOMACK "Dance"
TVA "Day"
BEAK "Sax"

WBOB/Augusta, GA
PO: John Patrick
LARA FABIAN "Gaze"
DAVID GRAY "Baby"

WLOT/Dallas, OH
PO: Sandy Collins
MD: Steven Scott
10. BACKSTREET BOYS "Shap"
6. MAYBOX TWENTY "Gaze"
6. LEE ANN WOMACK "Dance"
5. RUTHLESS "Yak"

KJUL/Kansas City, MO
OM: Thom McElwain
PO: Dan Hunt
2. SON JAM "Thurs"
DAVID GRAY "Baby"
PLUS ONE "Live"

WDFE/Atlanta, VA
OM/PO: Don London
AP/AD: Jeff Silvers
MAYBOX TWENTY "Gaze"
SIDE "Sax"
STING "Thurs"

KTVH/Santa Barbara, CA
PO: Tony Cates
5. SON JAM "Thurs"
2. SON JAM "Thurs"

WWDJ/Baltimore, MD
VP/Prog: Bill Peate
PO: Steve Goss
MD: Greg Carpenter
SIDE "Sax"

KSTZ/Denver, IA
PO: Jan Myers
No Ads

WPLT/Detroit, MI
PO: Tom O'Brien
AP/AD: Pat Hunsford
MD: Ann Baker
RUE "Yesterday"

WRRX/Portland, ME
PO: Ron Price
AP/AD: Bruce Wayne
MADONNA "Dont"

WRRX/Portland, ME
PO: Ron Price
AP/AD: Bruce Wayne
MADONNA "Dont"

KDML/Austin, TX
PO: Alex O'Hall
AP/AD: Doyle Osburn
CURS "Smashes"
DAVID GRAY "Baby"

KLTJ/Denver, IA
PO: Pete Prosser
MD: Tim White
2. TOM BRAXTON "Spash"

WDDJ/Knoxville, TN
PO/AD: Vance O'Hair
1. JAH WOLFE "Gaze"

KMGH/Columbia City, IN
PO: Jeff Cook
AP/AD: Kathi Younger
MD: Steve O'Brien
2. LEE ANN WOMACK "Dance"

KFCB/Spartan, WA
PO: Rob Hunter
No Ads

KJCY/Spartan, WA
MD: Steve Knight
No Ads

WDRB/Denver, MA
VP/Prog: Greg Bennett
MD: Mike Mulvaney
1. SEMSONIC "Cherry"
1. DAVE MATHES BAND "Live"
6. JEREMY "Sax"
MOBY CHENSTERM "Southern"
VERTICAL HORIZON "Thurs"

WDRB/Denver, MA
VP/Prog: Greg Bennett
MD: Mike Mulvaney
1. SEMSONIC "Cherry"
1. DAVE MATHES BAND "Live"
6. JEREMY "Sax"
MOBY CHENSTERM "Southern"
VERTICAL HORIZON "Thurs"

WRRX/Portland, ME
PO: Ron Price
AP/AD: Bruce Wayne
MADONNA "Dont"

WRRX/Portland, ME
PO: Ron Price
AP/AD: Bruce Wayne
MADONNA "Dont"

KGFM/Salisbury, CA
PO: Chris Edwards
MD: Doug DeRoio
2. SON JAM "Thurs"
JAH WOLFE "Gaze"
SEA "Thurs"
TVA "Day"
DAVID GRAY "Baby"

WDOF/Dallas, TX
OM/PO: Leigh Simpson
OM/AD: Mike Hesterfield
7. SEA "Thurs"

KTSN/El Paso, TX
PO: Bill Tate
MD: Sam Casiano
MAYBOX TWENTY "Gaze"

KTFY/Lafayette, LA
PO: C.J. Clements
MD: Steve Wiley
2. SON JAM "Thurs"
1. DAVID GRAY "Baby"

WDRB/Denver, MA
VP/Prog: Greg Bennett
MD: Mike Mulvaney
1. SEMSONIC "Cherry"
1. DAVE MATHES BAND "Live"
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PO: Ron Price
AP/AD: Bruce Wayne
MADONNA "Dont"

WLF/Baltimore, MD
OM/PO: Gary Shelton
MD: Mark Thayer
No Ads

KTSN/El Paso, TX
PO: Bill Tate
MD: Sam Casiano
MAYBOX TWENTY "Gaze"

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PO: Ron Price
AP/AD: Bruce Wayne
MADONNA "Dont"

WJLY/Wilmington, NC
PO: Bill Tate
MD: Sam Casiano
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MOBY CHENSTERM "Southern"

Most Played Recurrents

CREED Higher (Wind-up)

SANTANA I/ROB THOMAS Smooth (Arista)

SISTER HAZEL Change Your Mind (Universal)

THIRD EYE BLIND Never Let You Go (Elektra/EEG)

BON JOVI It's My Life (Island/IDJMG)

SMASH MOUTH Then The Morning Comes (Interscope)

MACY GRAY I Try (Epic)

SUGAR RAY Someday (Lava/Atlantic)

NINA GORDON Tonight And The Rest Of My Life (Warner Bros.)

BBMAK Back Here (Hollywood)

SMASH MOUTH All Star (Interscope)

GOO GOO DOLLS Slide (Warner Bros.)

TRAIN Meet Virginia (Aware/Columbia)

GOO GOO DOLLS Black Balloon (Warner Bros.)

TAL BACHMAN She's So High (Columbia)

MARC ANTHONY I Need To Know (Columbia)

DON HENLEY Taking You Home (Warner Bros.)

FASTBALL Out Of My Head (Hollywood)

RICKY MARTIN She Bangs (Columbia)

SUGAR RAY Every Morning (Lava/Atlantic)

HOT AC

Going For Adds 1/16/01

AEROSMITH Jaded (Columbia)

ATC Around The World... (Republic/Universal)

BARENAKED LADIES Too Little Too Late (Reprise)

GLORIA ESTEFAN You Can't Walk Away From Love (Epic)

SUZU K Broken Wings (Vellum)

RICKY MARTIN I/CHRISTINA AGUILERA Nobody Wants To Be Lonely (Columbia)

PLEASE SEND YOUR PHOTOS

R&R wants your best snapshots (color or black & white).

Please include the names and titles of all pictured and send them to:

R&R c/o Mike Kinosian:
10100 Santa Monica Blvd.,
5th Floor, Los Angeles, CA 90067

TUNED-IN

HOT AC

R&R/MEDIABASE 24/7

FM 101 WMC/Memphis

3am

CHRISTINA AGUILERA What A Girl Wants
BARENAKED LADIES Pinch Me
COREY HART Never Surrender
MARC ANTHONY You Sang To Me
SARAH MCLACHLAN Sweet Surrender
MATCHBOX TWENTY If You're Gone
MADONNA Like A Prayer
THIRD EYE BLIND Never Let You Go
SIXPENCE NONE THE RICHER There She Goes
BACKSTREET BOYS Shape Of My Heart
RICK SPRINGFIELD Affair Of The Heart
SMASH MOUTH All Star
SHERYL CROW If It Makes You Happy
NINA GORDON Tonight And The Rest Of My Life
OMD If You Leave

11am

EDIE BRICKELL & NEW BOHEMIANS What I Am
VERTICAL HORIZON You're A God
HEIGHTS How Do You Talk To An Angel
BRITNEY SPEARS Oops!...I Did It Again
HOOTIE & THE BLOWFISH Only Wanna Be With You
MARC ANTHONY I Need To Know
DIDD Thankyou
JOHN MELLENCAMP Pink Houses
SMASH MOUTH Walkin' On The Sun
BANGLES Hazy Shade Of Winter
DEL AMITRI Roll To Me
INXS Never Tear Us Apart
MATCHBOX TWENTY Bent
BLESSID UNION OF SOULS Hey Leonardo (She...)
VANGELIS Chariots Of Fire

4pm

PRINCE I Would Die 4 U
CREED With Arms Wide Open
MR. BIG To Be With You
VERTICAL HORIZON You're A God
B-52'S Love Shack
MARC ANTHONY You Sang To Me
PAULA COLE I Don't Want To Wait
SPLENDER I Think God Can Explain
MADONNA Into The Groove
LENNY KRAVITZ Again
SARAH MCLACHLAN Sweet Surrender
COLLECTIVE SOUL The World I Know
BRYAN ADAMS Heaven
POLICE Every Breath You Take

8pm

DURAN DURAN Hungry Like The Wolf
WHAMI Everything She Wants
SCANDAL The Warrior
TERENCE TRENT D'ARBY Sign Your Name
SURVIVOR Burning Heart
HUMAN LEAGUE Don't You Want Me
DEF LEPPARD Pour Some Sugar On Me
PET SHOP BOYS What Have I Done To Deserve...
DEXYS MIDNIGHT RUNRS Come On Eileen
TAYLOR DAYNE Don't Rush Me
ROBBIE DUPREE Steal Away
BOB SEGER Shakedown
MATCHBOX TWENTY Bent
ROBYN Show Me Love

WTSS/Buffalo

3am

CELINE DION Love Can Move Mountains
SMASH MOUTH Then The Morning Comes
ROD STEWART Maggie May
BILLY GILMAN One Voice
'N SYNC Tearin' Up My Heart
SAVAGE GARDEN Crash And Burn
LEIGH NASH Need To Be Next To You
GENESIS No Reply At All
MACY GRAY I Try
ERIC CLAPTON Tears In Heaven
KENNY G Auld Lang Syne
HEART All I Wanna Do Is Make Love...
SHAWN MULLINS Lullaby
98 DEGREES Give Me Just One Night (Una Noche)

11am

REO SPEEDWAGON Keep On Loving You
GOO GOO DOLLS Name
LEANN RIMES I Need You
LARA FABIAN Love By Grace
BACKSTREET BOYS The One
JOURNEY Don't Stop Believin'
'N SYNC Bye Bye Bye
FISHER I Will Love You
MATCHBOX 20 3am
TAL BACHMAN She's So High
BILLY IDOL Mony Mony
DON HENLEY Taking You Home

4pm

BOSTON More Than A Feeling
LONESTAR Amazed
NATALIE IMBRUGLIA Torn
LARA FABIAN Love By Grace
CHRISTINA AGUILERA Genie In A Bottle
NINA GORDON Tonight And The Rest Of My Life
MADONNA Like A Prayer
BACKSTREET BOYS Shape Of My Heart
AMY GRANT Baby, Baby
SMASH MOUTH All Star
'N SYNC This I Promise You
BRITNEY SPEARS Oops!...I Did It Again

8pm

LARA FABIAN Love By Grace
FOUR SEASONS December, 1963 (Oh, What...)
SANTANA I/ROB THOMAS Smooth
MEAT LOAF Two Out Of Three Ain't Bad
NINA GORDON Tonight And The Rest Of My Life
GO WEST King Of Wishful Thinking
'N SYNC It's Gonna Be Me
FAITH HILL The Way You Love Me
AEROSMITH I Don't Want To Miss A Thing
TAL BACHMAN She's So High
SUGAR RAY Someday
BILLY GILMAN One Voice



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 01/01. © 2001, R&R Inc.

R&R Hot AC Top 30

January 12, 2001

3W	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	MATCHBOX TWENTY If You're Gone (<i>Lava/Atlantic</i>)	3341	+44	349121	14	88/0
2	2	CREED With Arms Wide Open (<i>Wind-up</i>)	3191	-29	346629	18	85/0
3	3	BARENAKED LADIES Pinch Me (<i>Reprise</i>)	2892	-35	318219	19	86/0
4	4	EVAN AND JARON Crazy For This Girl (<i>Columbia</i>)	2695	+53	277151	20	81/0
7	5	LENNY KRAVITZ Again (<i>Virgin</i>)	2430	+297	262559	11	81/1
8	6	U2 Beautiful Day (<i>Interscope</i>)	2259	+159	248087	12	80/2
5	7	3 DOORS DOWN Kryptonite (<i>Republic/Universal</i>)	2246	-164	252616	24	63/0
6	8	VERTICAL HORIZON You're A God (<i>RCA</i>)	2213	-81	225063	24	73/0
9	9	CORRS Breathless (<i>143/Lava/Atlantic</i>)	2035	+13	223361	16	73/2
10	10	FAITH HILL The Way You Love Me (<i>Warner Bros.</i>)	1997	+71	232918	16	62/1
13	11	DIDO Thankyou (<i>Arista</i>)	1945	+276	211632	6	75/4
11	12	MATCHBOX TWENTY Bent (<i>Lava/Atlantic</i>)	1840	-10	214471	37	79/0
12	13	DAVID GRAY Babylon (<i>ATO/RCA</i>)	1829	+137	201437	11	73/3
14	14	EVERCLEAR Wonderful (<i>Capitol</i>)	1594	+9	174324	26	68/0
17	15	EVERCLEAR AM Radio (<i>Capitol</i>)	1407	+100	130183	7	60/1
16	16	VERTICAL HORIZON Everything You Want (<i>RCA</i>)	1391	+52	171958	53	76/0
15	17	SHAWN MULLINS Everywhere I Go (<i>Columbia</i>)	1344	-203	121515	13	65/0
19	18	STING Desert Rose (<i>A&M/Interscope</i>)	1264	+50	144685	36	70/0
18	19	NINE DAYS Absolutely (Story Of A Girl) (<i>550 Music/Epic</i>)	1215	-2	139342	35	69/0
20	20	DEXTER FREEBISH Leaving Town (<i>Capitol</i>)	1209	+164	118991	10	51/2
23	21	NELLY FURTADO I'm Like A Bird (<i>DreamWorks</i>)	1145	+211	119090	4	55/3
28	22	MADONNA Don't Tell Me (<i>Maverick/WB</i>)	1125	+372	136075	2	56/9
21	23	NINE DAYS If I Am (<i>550 Music/Epic</i>)	926	-58	94922	9	40/0
25	24	'N SYNC This I Promise You (<i>Jive</i>)	850	-34	79571	5	30/0
24	25	BACKSTREET BOYS Shape Of My Heart (<i>Jive</i>)	836	-48	83237	8	36/0
22	26	MADONNA Music (<i>Maverick/WB</i>)	807	-129	75705	18	37/0
Debut	27	BON JOVI Thank You For Loving Me (<i>Island/IDJMG</i>)	769	+160	88975	1	46/1
26	28	SISTER HAZEL Champagne High (<i>Universal</i>)	706	-137	62712	5	45/0
Debut	29	FUEL Hemorrhage (In My Hands) (<i>550 Music/Epic</i>)	655	+140	62101	1	33/2
29	30	SOULDECISION Faded (<i>MCA</i>)	645	-86	59621	8	30/0



91 Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 12/31/00-Saturday 1/6/01. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 1300 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

MOBY I/GWEN STEFANI Southside (*V2*)
Total Plays: 593, Total Stations: 30, Adds: 3

GREEN DAY Minority (*Reprise*)
Total Plays: 490, Total Stations: 30, Adds: 0

FIVE FOR FIGHTING Easy Tonight (*Aware/Columbia*)
Total Plays: 455, Total Stations: 31, Adds: 3

JOSH JOPLIN GROUP Camera One (*Artemis*)
Total Plays: 395, Total Stations: 29, Adds: 4

LEE ANN WDMACK I Hope You Dance (*MCA/Universal*)
Total Plays: 375, Total Stations: 22, Adds: 2

DAVE MATTHEWS BAND I Did It (*RCA*)
Total Plays: 339, Total Stations: 12, Adds: 12

NO DOUBT Bathwater (*Interscope*)
Total Plays: 328, Total Stations: 18, Adds: 0

SAMANTHA MUMBA Gotta... (*Wildcard/Polydor/Interscope*)
Total Plays: 272, Total Stations: 9, Adds: 0

SADE By Your Side (*Epic*)
Total Plays: 256, Total Stations: 17, Adds: 2

BBMAK Still On Your Side (*Hollywood*)
Total Plays: 238, Total Stations: 19, Adds: 3

SEAL This Could Be Heaven (*London Sire*)
Total Plays: 232, Total Stations: 18, Adds: 1

DON HENLEY Everything Is Different... (*Warner Bros.*)
Total Plays: 228, Total Stations: 22, Adds: 1

VERTICAL HORIZON Best I Ever Had... (*RCA*)
Total Plays: 223, Total Stations: 52, Adds: 52

DELERIUM Silence (*Engine/Netwerk/Arista*)
Total Plays: 218, Total Stations: 16, Adds: 8

UNCLE KRACKER Follow Me (*Top Dog/Lava/Atlantic*)
Total Plays: 119, Total Stations: 9, Adds: 3

98 DEGREES My Everything (*Universal*)
Total Plays: 115, Total Stations: 10, Adds: 4

DANIEL CAGE You Set Me Free (*MCA*)
Total Plays: 102, Total Stations: 12, Adds: 0

SEMISONIC Chemistry (*MCA*)
Total Plays: 60, Total Stations: 25, Adds: 25

Songs ranked by total plays

Most Added

ARTIST TITLE LABEL(S)	ADDS
VERTICAL HORIZON Best I Ever Had (<i>Grey...</i>) (<i>RCA</i>)	52
SEMISONIC Chemistry (<i>MCA</i>)	25
BLESSID UNION OF SOULS F3XL Storybook Life (<i>V2</i>)	13
DAVE MATTHEWS BAND I Did It (<i>RCA</i>)	12
MADONNA Don't Tell Me (<i>Maverick/WB</i>)	9
DELERIUM Silence (<i>Engine/Netwerk/Arista</i>)	8
THEY MIGHT BE GIANTS Boss Of Me (<i>Restless</i>)	8
DIDO Thankyou (<i>Arista</i>)	4
JOSH JOPLIN GROUP Camera One (<i>Artemis</i>)	4
98 DEGREES My Everything (<i>Universal</i>)	4
AEROSMITH Jaded (<i>Columbia</i>)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MADONNA Don't Tell Me (<i>Maverick/WB</i>)	+372
DAVE MATTHEWS BAND I Did It (<i>RCA</i>)	+339
LENNY KRAVITZ Again (<i>Virgin</i>)	+297
DIDO Thankyou (<i>Arista</i>)	+276
JOSH JOPLIN GROUP Camera One (<i>Artemis</i>)	+213
NELLY FURTADO I'm Like A Bird (<i>DreamWorks</i>)	+211
VERTICAL HORIZON Best I Ever Had (<i>Grey...</i>) (<i>RCA</i>)	+198
DEXTER FREEBISH Leaving Town (<i>Capitol</i>)	+164
BON JOVI Thank You For Loving... (<i>Island/IDJMG</i>)	+160
U2 Beautiful Day (<i>Interscope</i>)	+159

Breakers

No Songs Qualified For Breaker Status This Week

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

DELERIUM

FEATURING SARAH McLAGHLAN

silence

from the Miramax Motion Picture "Bounce"

Record exploding at:
KYSR/L.A. 40x
WBMX/Boston 30x
WTMX/Chicago 40x
Impacting Now!

There's no substitute for star power.

ROD STEWART



the new album
HUMAN

featuring
"I Can't Deny It"

Over 100 million albums sold worldwide...

Appearances Include:

- | | |
|----------------|---|
| Feb. 7, 8, & 9 | Good Morning America (3 part interview & performance) |
| Feb. 8: | Late Night with David Letterman |
| Feb. 10: | Weekend Today |
| Feb. 14: | Live on WPLJ |
| Feb. 15: | Conan O'Brien |
| Feb. 16: | Rosie O'Donnell |
| Feb. 19: | The View |
| Feb./ March: | VH1 Behind The Music, Access Hollywood, CNN, E! |

**GOING
FOR ADDS
NOW**



Management: Arnold Stiefel/Annie Challis, Stiefel Entertainment
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Hot AC Playlists

FIND COMPLETE PLAYLISTS FOR ALL HOT AC REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1

WPLJ/New York
ABC
(212) 613-8900
Cuddy/Shannon/Mascaro
12c Cume 2,833,798

PLAYS	3W	TW	ARTIST/TITLE	GI (888)
33	46	44	FAITH HILL/The Way You Love Me	39744
34	44	44	LENNY KRAVITZ/Agan	38016
35	44	44	MATCHBOX TWENTY/You're Gone	38016
36	43	43	CRED/Whn Arms Wide Open	37152
37	43	43	3 DOORS DOWN/Kryptonite	37152
38	42	42	BARNEKAD LADIES/Pinch Me	36286
39	42	42	DESTER HAZEL/Change Your Mind	36286
40	42	42	VERTICAL HORIZON/Everything You Want	36286
41	42	42	EVAN AND JARON/Crazy For This Girl	29376
42	42	42	DAVID GRAY/Babybon	29376
43	42	42	BON JOVI/Thank You For...	24192
44	42	42	CRED/High	24192
45	42	42	DOO/Beautiful Day	24192
46	42	42	VERTICAL HORIZON/Everything You Want	23328
47	42	42	DIDO/Thank You	23328
48	42	42	SISTER HAZEL/Change Your Mind	23328
49	42	42	MATCHBOX TWENTY/Bent	21600
50	42	42	MADONNA/Don't Tell Me	16800
51	42	42	DEXTER FREESH/Leaving Town	16144
52	42	42	THIRD EYE BLIND/Never Let You Go	14688
53	42	42	NINE DAYS/11 Am	14688
54	42	42	SHAWN MULLINS/Everywhere I Go	14688
55	42	42	GOO GOO DOLLS/Broadway	13824
56	42	42	COUNTING CROWS/Hungry for Memory	13824
57	42	42	EVERCLEAR/Wonderful	13824
58	42	42	LENNY KRAVITZ/Agan	13824
59	42	42	LENNY KRAVITZ/Agan	13824
60	42	42	STING/Desert Rose	12960
61	42	42	BON JOVI/My Life	12960
62	42	42	EVERCLEAR/Wonderful	12960

MARKET #2

KRBL/Los Angeles
Clear Channel
(818) 546-1043
Kaye/Baker
12c Cume 1,148,188

PLAYS	3W	TW	ARTIST/TITLE	GI (888)
30	30	30	FAITH HILL/The Way You Love Me	15900
31	30	30	BACKSTREET BOYS/Shape Of My Heart	14840
32	30	30	SANTANA/Rob Thomas/Smooth	14840
33	30	30	LENNY KRAVITZ/Agan	14840
34	30	30	3 DOORS DOWN/Kryptonite	14840
35	30	30	SHAWN MULLINS/Everywhere I Go	12190
36	30	30	LENNY KRAVITZ/Agan	11660
37	30	30	VERTICAL HORIZON/Everything You Want	11660
38	30	30	EVERCLEAR/Wonderful	11660
39	30	30	LENNY KRAVITZ/Agan	11660
40	30	30	EVERCLEAR/Wonderful	11660
41	30	30	EVERCLEAR/Wonderful	11660
42	30	30	EVERCLEAR/Wonderful	11660
43	30	30	EVERCLEAR/Wonderful	11660
44	30	30	EVERCLEAR/Wonderful	11660
45	30	30	EVERCLEAR/Wonderful	11660
46	30	30	EVERCLEAR/Wonderful	11660
47	30	30	EVERCLEAR/Wonderful	11660
48	30	30	EVERCLEAR/Wonderful	11660
49	30	30	EVERCLEAR/Wonderful	11660
50	30	30	EVERCLEAR/Wonderful	11660
51	30	30	EVERCLEAR/Wonderful	11660
52	30	30	EVERCLEAR/Wonderful	11660
53	30	30	EVERCLEAR/Wonderful	11660
54	30	30	EVERCLEAR/Wonderful	11660
55	30	30	EVERCLEAR/Wonderful	11660
56	30	30	EVERCLEAR/Wonderful	11660
57	30	30	EVERCLEAR/Wonderful	11660
58	30	30	EVERCLEAR/Wonderful	11660
59	30	30	EVERCLEAR/Wonderful	11660
60	30	30	EVERCLEAR/Wonderful	11660

MARKET #3

KYFR/Los Angeles
Clear Channel
(818) 956-7000
Perrill/Park
12c Cume 1,188,388

PLAYS	3W	TW	ARTIST/TITLE	GI (888)
53	43	43	3 DOORS DOWN/Kryptonite	22618
54	43	43	NO DOUBT/Best Of Me	19988
55	43	43	SANTANA/Rob Thomas/Smooth	18784
56	43	43	MATCHBOX TWENTY/You're Gone	18784
57	43	43	CRED/Whn Arms Wide Open	16832
58	43	43	MADONNA/Don't Tell Me	16832
59	43	43	DESTER HAZEL/Change Your Mind	15254
60	43	43	BON JOVI/My Life	14728
61	43	43	BARNEKAD LADIES/Pinch Me	14728
62	43	43	LENNY KRAVITZ/Agan	14202
63	43	43	EVERCLEAR/Wonderful	14202
64	43	43	EVERCLEAR/Wonderful	14202
65	43	43	EVERCLEAR/Wonderful	14202
66	43	43	EVERCLEAR/Wonderful	14202
67	43	43	EVERCLEAR/Wonderful	14202
68	43	43	EVERCLEAR/Wonderful	14202
69	43	43	EVERCLEAR/Wonderful	14202
70	43	43	EVERCLEAR/Wonderful	14202
71	43	43	EVERCLEAR/Wonderful	14202
72	43	43	EVERCLEAR/Wonderful	14202
73	43	43	EVERCLEAR/Wonderful	14202
74	43	43	EVERCLEAR/Wonderful	14202
75	43	43	EVERCLEAR/Wonderful	14202
76	43	43	EVERCLEAR/Wonderful	14202
77	43	43	EVERCLEAR/Wonderful	14202
78	43	43	EVERCLEAR/Wonderful	14202
79	43	43	EVERCLEAR/Wonderful	14202
80	43	43	EVERCLEAR/Wonderful	14202

MARKET #4

WTMX/Chicago
Bonnieville
(312) 946-1019
James/Kachinska
12c Cume 834,688

PLAYS	3W	TW	ARTIST/TITLE	GI (888)
46	46	46	THIRD EYE BLIND/Never Let You Go	19812
47	46	46	RED HOT CHILI/Johnny	19250
48	46	46	MATCHBOX TWENTY/You're Gone	17907
49	46	46	CRED/Whn Arms Wide Open	16764
50	46	46	CORRS/Beautiful	16764
51	46	46	DAVID GRAY/Babybon	16764
52	46	46	EVERCLEAR/Wonderful	16764
53	46	46	EVERCLEAR/Wonderful	16764
54	46	46	EVERCLEAR/Wonderful	16764
55	46	46	EVERCLEAR/Wonderful	16764
56	46	46	EVERCLEAR/Wonderful	16764
57	46	46	EVERCLEAR/Wonderful	16764
58	46	46	EVERCLEAR/Wonderful	16764
59	46	46	EVERCLEAR/Wonderful	16764
60	46	46	EVERCLEAR/Wonderful	16764
61	46	46	EVERCLEAR/Wonderful	16764
62	46	46	EVERCLEAR/Wonderful	16764
63	46	46	EVERCLEAR/Wonderful	16764
64	46	46	EVERCLEAR/Wonderful	16764
65	46	46	EVERCLEAR/Wonderful	16764
66	46	46	EVERCLEAR/Wonderful	16764
67	46	46	EVERCLEAR/Wonderful	16764
68	46	46	EVERCLEAR/Wonderful	16764
69	46	46	EVERCLEAR/Wonderful	16764
70	46	46	EVERCLEAR/Wonderful	16764
71	46	46	EVERCLEAR/Wonderful	16764
72	46	46	EVERCLEAR/Wonderful	16764
73	46	46	EVERCLEAR/Wonderful	16764
74	46	46	EVERCLEAR/Wonderful	16764
75	46	46	EVERCLEAR/Wonderful	16764
76	46	46	EVERCLEAR/Wonderful	16764
77	46	46	EVERCLEAR/Wonderful	16764
78	46	46	EVERCLEAR/Wonderful	16764
79	46	46	EVERCLEAR/Wonderful	16764
80	46	46	EVERCLEAR/Wonderful	16764

MARKET #5

KLLC/San Francisco
Infinity
(415) 765-4187
Kaplan/Schoellkopf
12c Cume 800,688

PLAYS	3W	TW	ARTIST/TITLE	GI (888)
36	39	39	WALL JOURNALS/Sheepwater	9594
37	37	37	RED HOT CHILI/Johnny	9102
38	37	37	CRED/Whn Arms Wide Open	8642
39	37	37	MATCHBOX TWENTY/Bent	8118
40	37	37	NINE DAYS/Absolutely	8118
41	37	37	SMASH MOUTH/Then The Morning...	8118
42	37	37	STING/Desert Rose	8118
43	37	37	VERTICAL HORIZON/Everything You Want	7626
44	37	37	LENNY KRAVITZ/Agan	7626
45	37	37	EVERCLEAR/Wonderful	7626
46	37	37	EVERCLEAR/Wonderful	7626
47	37	37	EVERCLEAR/Wonderful	7626
48	37	37	EVERCLEAR/Wonderful	7626
49	37	37	EVERCLEAR/Wonderful	7626
50	37	37	EVERCLEAR/Wonderful	7626
51	37	37	EVERCLEAR/Wonderful	7626
52	37	37	EVERCLEAR/Wonderful	7626
53	37	37	EVERCLEAR/Wonderful	7626
54	37	37	EVERCLEAR/Wonderful	7626
55	37	37	EVERCLEAR/Wonderful	7626
56	37	37	EVERCLEAR/Wonderful	7626
57	37	37	EVERCLEAR/Wonderful	7626
58	37	37	EVERCLEAR/Wonderful	7626
59	37	37	EVERCLEAR/Wonderful	7626
60	37	37	EVERCLEAR/Wonderful	7626
61	37	37	EVERCLEAR/Wonderful	7626
62	37	37	EVERCLEAR/Wonderful	7626
63	37	37	EVERCLEAR/Wonderful	7626
64	37	37	EVERCLEAR/Wonderful	7626
65	37	37	EVERCLEAR/Wonderful	7626
66	37	37	EVERCLEAR/Wonderful	7626
67	37	37	EVERCLEAR/Wonderful	7626
68	37	37	EVERCLEAR/Wonderful	7626
69	37	37	EVERCLEAR/Wonderful	7626
70	37	37	EVERCLEAR/Wonderful	7626
71	37	37	EVERCLEAR/Wonderful	7626
72	37	37	EVERCLEAR/Wonderful	7626
73	37	37	EVERCLEAR/Wonderful	7626
74	37	37	EVERCLEAR/Wonderful	7626
75	37	37	EVERCLEAR/Wonderful	7626
76	37	37	EVERCLEAR/Wonderful	7626
77	37	37	EVERCLEAR/Wonderful	7626
78	37	37	EVERCLEAR/Wonderful	7626
79	37	37	EVERCLEAR/Wonderful	7626
80	37	37	EVERCLEAR/Wonderful	7626

MARKET #6

KDMX/Dallas-Ft. Worth
Clear Channel
(972) 991-1029
McMahon/Thomas
12c Cume 471,688

PLAYS	3W	TW	ARTIST/TITLE	GI (888)
15	23	23	MATCHBOX TWENTY/You're Gone	4646
16	23	23	FAITH HILL/The Way You Love Me	4444
17	23	23	VERTICAL HORIZON/Everything You Want	4444
18	23	23	EVAN AND JARON/Crazy For This Girl	4444
19	23	23	MARC ANTHONY/You Sang To Me	4242
20	23	23	CRED/Whn Arms Wide Open	4242
21	23	23	BARNEKAD LADIES/Pinch Me	4242
22	23	23	EVERCLEAR/Wonderful	4242
23	23	23	EVERCLEAR/Wonderful	4242
24	23	23	EVERCLEAR/Wonderful	4242
25	23	23	EVERCLEAR/Wonderful	4242
26	23	23	EVERCLEAR/Wonderful	4242
27	23	23	EVERCLEAR/Wonderful	4242
28	23	23	EVERCLEAR/Wonderful	4242
29	23	23	EVERCLEAR/Wonderful	4242
30	23	23	EVERCLEAR/Wonderful	4242
31	23	23	EVERCLEAR/Wonderful	4242
32	23	23	EVERCLEAR/Wonderful	4242
33	23	23	EVERCLEAR/Wonderful	4242
34	23	23	EVERCLEAR/Wonderful	4242
35	23	23	EVERCLEAR/Wonderful	4242
36	23	23	EVERCLEAR/Wonderful	4242
37	23	23	EVERCLEAR/Wonderful	4242
38	23	23	EVERCLEAR/Wonderful	4242
39	23	23	EVERCLEAR/Wonderful	4242
40	23	23	EVERCLEAR/Wonderful	4242
41	23	23	EVERCLEAR/Wonderful	4242
42	23	23	EVERCLEAR/Wonderful	4242
43	23	23	EVERCLEAR/Wonderful	4242
44	23	23	EVERCLEAR/Wonderful	4242
45	23	23	EVERCLEAR/Wonderful	4242
46	23	23	EVERCLEAR/Wonderful	4242
47	23	23	EVERCLEAR/Wonderful	4242
48	23	23	EVERCLEAR/Wonderful	4242
49	23	23	EVERCLEAR/Wonderful	4242
50	23	23	EVERCLEAR/Wonderful	4242
51	23	23	EVERCLEAR/Wonderful	4242
52	23	23	EVERCLEAR/Wonderful	4242
53	23	23	EVERCLEAR/Wonderful	4242
54	23	23	EVERCLEAR/Wonderful	4242
55	23	23	EVERCLEAR/Wonderful	4242
56	23	23	EVERCLEAR/Wonderful	4242
57	23	23	EVERCLEAR/Wonderful	4242
58	23	23	EVERCLEAR/Wonderful	4242
59	23	23	EVERCLEAR/Wonderful	4242
60	23	23	EVERCLEAR/Wonderful	4242

MARKET #7

WPLT/Detroit
ABC
(313) 871-3030
O'Brien/Hazleton/Delisi
12c Cume 362,188

PLAYS	3W	TW	ARTIST/TITLE	GI (888)
43	46	46	3 DOORS DOWN/Kryptonite	8026
44	46	46	EVAN AND JARON/Crazy For This Girl	8026
45	46	46	EVERCLEAR/Wonderful	8026
46	46	46	EVERCLEAR/Wonderful	8026
47	46	46	EVERCLEAR/Wonderful	8026
48	46	46	EVERCLEAR/Wonderful	8026
49	46	46	EVERCLEAR/Wonderful	8026
50	46	46	EVERCLEAR/Wonderful	8026
51	46	46	EVERCLEAR/Wonderful	8026
52	46	46	EVERCLEAR/Wonderful	8026
53	46	46	EVERCLEAR/Wonderful	8026
54	46	46	EVERCLEAR/Wonderful	8026
55	46	46	EVERCLEAR/Wonderful	8026
56	46	46	EVERCLEAR/Wonderful	8026
57	46	46	EVERCLEAR/Wonderful	8026
58	46	46	EVERCLEAR/Wonderful	8026
59	46	46	EVERCLEAR/Wonderful	8026
60	46	46	EVERCLEAR/Wonderful	8026
61	46	46	EVERCLEAR/Wonderful	8026
62	46	46	EVERCLEAR/Wonder	

NAC/Smooth Jazz Playlists

FIND CHARTER PLAYLISTS FOR ALL NAC REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1
WDCB/Chicago
 Clear Channel
 (773) 352-1019
 Connelly
 12+ Cumulative 1,548,000

CDZ 101.9
 10th Anniversary

PLAYS	ARTIST/TITLE	GI (888)
23	24 CHELLI MINUCCIO/My Girl Sunday	22886
23	24 JOYCE COOLING/Coasting	22886
17	24 BOB FIDELX/Ray Hip	22886
24	24 JEFF KASH/WWA/Hide Park	22886
24	24 WALTER BEASLEY/Comin' At Cha	22886
23	24 GREG KARUKAS/Chasing The Wind	21842
23	24 JEFF GOLDB/Down Top	21842
5	18 KIRK WHALIM/Low T.I. Forever	17172
17	17 RICHARD ELLIOT/Who?	16218
17	17 RONNIE LAMSON/Days/Old Ways	16218
17	17 DAVE KOZ/Love Is On The Way	16218
16	16 GROVER WASHINGTON, Jr./Chameleon	15264
6	6 YULIARAY/High	5724
6	6 JAMES & BRAUN/RS.V.P.	5724
6	6 GEORGE BENSON/Medicine Man	5724
6	6 RIPPINGTONS/Cruisin' Down	5724
24	6 WARREN HILL/Alamambo 2000	4770
6	6 GARDEN PARTY/Ride Don't Lose	4770
6	6 TIM BOWMAN/Smile	4770
6	6 ACOUSTIC ALCHEMY/Angel Of The South	4770
6	6 BETTE MIDLER/Love T.K.O.	4770
6	6 KIM WATERS/In The Groove	4770
4	4 BONEY JAMES/At Night Long	3816
4	4 SADE/By Your Side	3816
4	4 AL JARREAU/Just Night	3816

MARKET #2
KTWV/Los Angeles
 Infinity
 (310) 840-7180
 Brodie/Stewart
 12+ Cumulative 948,000

DE WAVE 94.7 KTWV

PLAYS	ARTIST/TITLE	GI (888)
23	23 JEFF MICHELLE/Texas Rhythm Club	13675
22	24 STEVE COLE/Get It Got It	13320
19	23 MICHAEL LINGTOM/In A Lifetime	12765
20	23 RONNIE LAMSON/Days/Old Ways	12765
20	22 KIRK WHALIM/Low T.I. Forever	12210
13	21 JAMES & BRAUN/RS.V.P.	11655
22	22 MARCUS ANTONIO/Palm Straps	11100
25	19 GEORGE BENSON/Medicine Man	10545
19	19 CRAIG CHAIKOU/Cafe Carnival	10545
13	18 RICHARD ELLIOT/Who?	9990
20	18 JEFF GOLDB/Down Top	9990
18	18 DAN SEGEL/From The Heart	9990
18	18 JEFF KASH/WWA/Hide Park	9990
16	17 BRIAN BROMBERG/Petentless	9435
17	17 CHUCK LOEB/Blue Kiss	8435
18	18 DAVID BENNETT/Red Baron	8435
13	16 BETTE MIDLER/Love T.K.O.	8325
15	14 STEELY DAN/Jack Of Speed	8325
15	14 STING/She Walks This Earth	7770
17	14 SADE/By Your Side	7770
17	14 EVERETTE HARRP/Where Were You	7770
16	12 AL JARREAU/Just Night	6660
14	11 WARREN HILL/Alamambo 2000	6660
8	8 ERIC ESSO/Rainy Night In	4995
10	8 ST GERMAIN/Sure Thing	4995
7	8 BRAD MEHL/DAL/Man	4440
0	0 RIPPINGTONS/Caribbean Breeze	0

MARKET #3
WMAA/Chicago
 Clear Channel
 (312) 645-9550
 Kake/Anderson
 12+ Cumulative 886,000

WMAA 95.5

PLAYS	ARTIST/TITLE	GI (888)
24	26 JAMES & BRAUN/RS.V.P.	10738
22	26 BOB FIDELX/Ray Hip	10738
26	24 KIRK WHALIM/Low T.I. Forever	9912
25	22 WALTER BEASLEY/Comin' At Cha	9086
19	21 RICHARD ELLIOT/Who?	8673
16	21 GEORGE BENSON/Medicine Man	8673
20	20 DAN SEGEL/From The Heart	8260
12	18 JEFF KASH/WWA/Hide Park	8260
14	14 NORMAN BROWN/Grassing Out	5782
14	14 JAZZMASTERS/Shine	5782
13	13 NATALIE COLE/Angel On My Shoulder	5369
12	12 SADE/By Your Side	4956
12	12 JEFF MICHELLE/Texas Rhythm Club	4956
11	11 MICHAEL LINGTOM/In A Lifetime	4956
11	11 BETTE MIDLER/Love T.K.O.	4543
11	11 JEFF KASH/WWA/Hide Park	4543
13	10 CHUCK LOEB/Blue Kiss	4130
13	10 BETTE MIDLER/Love T.K.O.	4130
10	10 JONATHAN BUTLER/Forever Tonight	3177
0	0 KIM WATERS/In The Groove	0
0	0 RIPPINGTONS/Caribbean Breeze	0

MARKET #4
KKSF/San Francisco
 Clear Channel
 (415) 975-5555
 Goldstein/Cobb
 12+ Cumulative 547,500

KKSF 103.7

PLAYS	ARTIST/TITLE	GI (888)
23	23 CRAIG CHAIKOU/Cafe Carnival	7590
23	23 WALTER BEASLEY/Comin' At Cha	7590
22	22 BOB FIDELX/Ray Hip	7260
22	22 JEFF KASH/WWA/Hide Park	7260
22	22 GARDEN PARTY/Ride Don't Lose	7260
23	22 JAMES & BRAUN/RS.V.P.	7260
22	22 CHELLI MINUCCIO/My Girl Sunday	6930
12	18 MICHAEL LINGTOM/In A Lifetime	6556
11	14 JOYCE COOLING/Coasting	4620
13	14 DOWN TO THE BONE/The Zodiac	4620
13	13 MICHAEL LINGTOM/In A Lifetime	4290
10	13 CHELLI MINUCCIO/My Girl Sunday	4290
6	13 MICHAEL MCDONALD/The Meaning Of Love	4290
6	13 DAVID BENNETT/Red Baron	4290
9	12 DAVE KOZ/Love Is On The Way	3960
9	12 RICHARD ELLIOT/Who?	3960
10	12 GROVER WASHINGTON, Jr./Chameleon	3960
11	12 BETTE MIDLER/Love T.K.O.	3360
6	6 SADE/By Your Side	2970
9	6 STEVE COLE/Get It Got It	2970
11	6 MICHAEL MCDONALD/The Meaning Of Love	2640
11	6 JAZZMASTERS/Shine	2640
11	6 STING/She Walks This Earth	2310
7	6 SADE/By Your Side	2310
4	4 AL JARREAU/Just Night	1320
4	4 NORMAN BROWN/Paradise	990
2	2 BONEY JAMES/At Night Long	660

MARKET #5
WJZZ/Charlotte
 Clear Channel
 (715) 560-1200
 Tozzi
 12+ Cumulative 623,000

Smooth Jazz WJZZ 106.1

PLAYS	ARTIST/TITLE	GI (888)
26	27 WALTER BEASLEY/Comin' At Cha	11480
26	26 ERIC ESSO/Rainy Night In	11480
26	26 JEFF KASH/WWA/Hide Park	11480
26	26 GEORGE BENSON/Deeper Than You	11480
26	26 GROVER WASHINGTON, Jr./Chameleon	11480
23	21 JAMES & BRAUN/RS.V.P.	8610
16	16 BETTE MIDLER/Love T.K.O.	7530
12	12 MICHAEL LINGTOM/In A Lifetime	5330
12	12 SOUNDSCAPE/U.K./Feel That Love	5330
12	12 KIRK WHALIM/Low T.I. Forever	5330
11	11 JAMES & BRAUN/RS.V.P.	5330
12	11 JEFF GOLDB/Down Top	5330
13	11 RICHARD ELLIOT/Who?	5330
12	11 NORMAN BROWN/Paradise	5330
12	12 CHELLI MINUCCIO/My Girl Sunday	4920
12	12 KIM WATERS/In The Groove	4920
12	12 BRIAN BROMBERG/Petentless	4920
12	12 GARDEN PARTY/Ride Don't Lose	4920
12	12 DAVID BENNETT/Red Baron	4510
0	0 TOM BRAXTON/Spanish Guitar	0
0	0 STAFF/Phat A Little Love	0
0	0 TIM BOWMAN/Smile	0

MARKET #6
KDAD/Dallas-Ft. Worth
 Infinity
 (214) 630-3011
 Todd/Michael
 12+ Cumulative 298,000

107.5

PLAYS	ARTIST/TITLE	GI (888)
26	26 BOB FIDELX/Ray Hip	6916
26	26 KIM WATERS/In The Groove	6916
26	26 ERIC ESSO/Rainy Night In	6916
26	26 BONEY JAMES/At Night Long	6916
26	26 JEFF KASH/WWA/Hide Park	6669
6	24 JOE MCGRIDE/Texas Rhythm Club	5628
17	17 STING/She Walks This Earth	4199
17	17 BETTE MIDLER/Love T.K.O.	4199
17	17 AL JARREAU/Just Night	4199
16	16 SADE/By Your Side	3962
16	16 MICHAEL LINGTOM/In A Lifetime	3962
16	16 RONNIE LAMSON/Days/Old Ways	3211
16	16 JAZZMASTERS/Shine	3211
11	16 STEVE COLE/Get It Got It	3211
12	12 RICHARD ELLIOT/Who?	2964
12	12 GROVER WASHINGTON, Jr./Chameleon	2964
12	12 GREG KARUKAS/Chasing The Wind	2964
12	12 CRAIG CHAIKOU/Cafe Carnival	2964
12	12 WARREN HILL/Alamambo 2000	2964
12	12 CHUCK LOEB/Blue Kiss	2964
12	12 DAVID BENNETT/Red Baron	2964
12	12 ACOUSTIC ALCHEMY/Beautiful Game	2964
12	12 WALTER BEASLEY/Comin' At Cha	2964
12	12 VOODOO DOGS/Here We Go	2964
12	12 NATALIE COLE/Angel On My Shoulder	2223
12	12 MICHAEL MCDONALD/The Meaning Of Love	2223

MARKET #7
WYZZ/Detroit
 Infinity
 (248) 855-5100
 Steeler/Kovach
 12+ Cumulative 438,000

V 98.7 FM

PLAYS	ARTIST/TITLE	GI (888)
20	23 CHELLI MINUCCIO/My Girl Sunday	8464
19	23 TIM BOWMAN/Smile	8464
19	23 BRIAN BROMBERG/Petentless	8096
22	23 JORDAN/When A Girl Smiles	8096
21	21 GROVER WASHINGTON, Jr./Chameleon	7728
19	21 CHUCK LOEB/Blue Kiss	4416
13	21 BOB FIDELX/Ray Hip	4416
13	21 KIRK WHALIM/Low T.I. Forever	4416
12	21 DAVE KOZ/Love Is On The Way	4416
12	21 GREG KARUKAS/Chasing The Wind	4416
9	11 MICHAEL LINGTOM/In A Lifetime	4048
9	11 BONEY JAMES/At Night Long	4048
9	11 ERIC ESSO/Rainy Night In	4048
9	11 GEORGE BENSON/Medicine Man	4048
9	11 BRIAN BROMBERG/Petentless	4048
8	11 JEFF GOLDB/Down Top	4048
8	11 RONNIE LAMSON/Days/Old Ways	4048
8	11 STEVE COLE/Get It Got It	4048
11	11 RICHARD ELLIOT/Who?	4048
11	11 AL JARREAU/Just Night	4048
8	11 JAZZMASTERS/Shine	3680
8	11 STING/She Walks This Earth	3680
8	11 CHUCK LOEB/Blue Kiss	3680
8	11 GEORGE BENSON/Medicine Man	3680
8	11 MICHAEL MCDONALD/The Meaning Of Love	3680
11	11 JOE/When A Girl Smiles	3680
11	11 JEFF KASH/WWA/Hide Park	3680
11	11 STEVE COLE/Get It Got It	3680
11	11 JEFF KASH/WWA/Hide Park	3680

MARKET #8
WYZZ/Washington, DC
 ABC
 (202) 895-2300
 King
 12+ Cumulative 394,000

Smooth Jazz 106.0

PLAYS	ARTIST/TITLE	GI (888)
26	26 JAMES & BRAUN/RS.V.P.	6384
26	26 JEFF KASH/WWA/Hide Park	6384
26	26 GROVER WASHINGTON, Jr./Chameleon	6384
26	26 STEVE COLE/Get It Got It	6384
26	26 MICHAEL LINGTOM/In A Lifetime	6384
26	26 CHELLI MINUCCIO/My Girl Sunday	6158
16	16 SADE/By Your Side	3648
16	16 KIRK WHALIM/Low T.I. Forever	3648
16	16 BRIAN BROMBERG/Petentless	3648
16	16 BETTE MIDLER/Love T.K.O.	3648
11	12 JAZZMASTERS/Shine	2736
11	12 KIRK WHALIM/Low T.I. Forever	2736
11	12 CHUCK LOEB/Blue Kiss	2736
9	11 GEORGE BENSON/Medicine Man	2508
9	11 RICHARD ELLIOT/Who?	2508
9	11 ERIC ESSO/Rainy Night In	2508
11	11 BOB FIDELX/Ray Hip	2508
9	11 JOE MCGRIDE/Texas Rhythm Club	2508
10	10 BRIAN BROMBERG/Petentless	2280
10	10 CRAIG CHAIKOU/Cafe Carnival	2280
10	10 NORMAN BROWN/Paradise	2280
10	10 URBAN NIGHTS/Sweet Home Chicago	2280
10	10 STEVE COLE/Get It Got It	2280
10	10 JEFF GOLDB/Down Top	2280
10	10 RONNIE LAMSON/Days/Old Ways	2052
10	10 NORMAN BROWN/Paradise	2052
8	8 ROGER SMITH/On The Groove	2052
8	8 PETER WHITE/Autumn Day	2052
8	8 ELUGE GROOV/Very	2052
10	8 BOB JAMES/At Night Long	1824

MARKET #9
WLVE/Miami
 Clear Channel
 (305) 654-9494
 Colon
 12+ Cumulative 378,000

Smooth Jazz 93.0

PLAYS	ARTIST/TITLE	GI (888)
26	26 JAMES & BRAUN/RS.V.P.	5808
26	26 JEFF KASH/WWA/Hide Park	5666
26	26 GROVER WASHINGTON, Jr./Chameleon	5666
26	26 STEVE COLE/Get It Got It	5666
26	26 WALTER BEASLEY/Comin' At Cha	5324
26	26 CRAIG CHAIKOU/Cafe Carnival	4840
26	26 RIPPINGTONS/Cruisin' Down	4840
16	16 ELUGE GROOV/Very	3360
12	12 MICHAEL LINGTOM/In A Lifetime	3360
11	12 DAVID BENNETT/Red Baron	2904
11	12 UNUSUAL ARTISTS/Manenberg	2904
11	12 ACOUSTIC ALCHEMY/Beautiful Game	2662
11	12 EDGE GROOV/Very	2662
12	12 CHELLI MINUCCIO/My Girl Sunday	2662
12	12 KIRK WHALIM/Low T.I. Forever	2662
11	12 BETTE MIDLER/Love T.K.O.	2662
12	12 PAUL TAYLOR/Avenue	2420
11	12 WARREN HILL/Alamambo 2000	2176
11	12 VOODOO DOGS/Here We Go	1694
22	7 MARC ANTONIO/Palm Straps	1694
11	11 JEFF GOLDB/Down Top	1452
11	11 JEFF GOLDB/Down Top	1452
11	11 JEFF KASH/WWA/Hide Park	1452
11	11 BONEY JAMES/At Night Long	1452
6	6 BRIAN BROMBERG/Petentless	1210
6	6 BOB FIDELX/Ray Hip	1210
6	6 GROVER WASHINGTON, Jr./Chameleon	1210
6	6 RICHARD ELLIOT/Who?	1210

MARKET #10
WJZZ/San Jose - Tacoma
 Sandusky
 (425) 373-5536
 Handley/Roy
 12+ Cumulative 242,000

Smooth Jazz 98.0

PLAYS	ARTIST/TITLE	GI (888)
26	27 JAMES & BRAUN/RS.V.P.	4077
26	26 CHELLI MINUCCIO/My Girl Sunday	3926
26	26 BOB FIDELX/Ray Hip	3775
26	26 KIM WATERS/In The Groove	3775
26	26 BOB JAMES/At Night Long	3775
26	26 JAZZMASTERS/Shine	3775
16	16 AL JARREAU/Just Night	2416
16	16 MICHAEL MCDONALD/The Meaning Of Love	2416
16	16 BETTE MIDLER/Love T.K.O.	2416
16	16 SADE/By Your Side	2265
16	16 STING/She Walks This Earth	2265
12	12 CHUCK LOEB/Blue Kiss	1812
12	12 GEORGE BENSON/Medicine Man	1812
10	11 KIRK WHALIM/Low T.I. Forever	1661
10	11 ACOUSTIC ALCHEMY/Angel Of The South	1661
11	11 BRAD MEHL/DAL/Man	1661
11	11 GREG KARUKAS/Chasing The Wind	1661
11	11 WARREN HILL/Alamambo 2000	1661
11	11 VOODOO DOGS/Here We Go	1661
12	12 RICHARD ELLIOT/Who?	1510
10	11 JEFF KASH/WWA/Hide Park	1510
8	10 DAVE KOZ/Love Is On The Way	1510
8	10 BRIAN BROMBERG/Petentless	1510
8	10 WALTER BEASLEY/Comin' At Cha	1359
8	10 JIMMY HASLIP/Novas	1359
8	10 CLUB 1800/Party	1359
8	10 BRAD MEHL/DAL/Man	1359
8	10 CRAIG CHAIKOU/Cafe Carnival	1359
8	10 JOYCE COOLING/Coasting	1359

MARKET #11
KYOT/Phoenix
 Clear Channel
 (480) 966-6236
 Holly/Moran
 12+ Cumulative 282,100

KYOT 95.5 FM

PLAYS	ARTIST/TITLE	GI (888)
22	23 MICHAEL LINGTOM/In A Lifetime	4669
22	22 RICHARD ELLIOT/Who?	4466
22	22 GROVER WASHINGTON, Jr./Chameleon	4466
22	22 RONNIE LAMSON/Days/Old Ways	4466
22	22 JEFF KASH/WWA/Hide Park	4060
17	22 WARREN HILL/Alamambo 2000	3451
16	16 BOB FIDELX/Ray Hip	3248
16	16 MICHAEL LINGTOM/In A Lifetime	3248
17	16 BETTE MIDLER/Love T.K.O.	3045
14	14 STING/She Walks This Earth	2436
11	11 ACOUSTIC ALCHEMY/Angel Of The South	2233
11		



CAROL ARCHER
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The Magic Word Is *Synergy*

■ Dave Koz reveals his philosophy

By Peter Petro,
Assistant NAC/Smooth Jazz Editor

If there is one NAC/Smooth Jazz artist who personifies the ideas of collaboration and synergy, it's Dave Koz. He is the frontiersman of the new Pop Instrumental Grammy category, he hosts a successful radio show, syndicated to more than 90 stations, that showcases top format artists, and he heads a collaborative Smooth Jazz Christmas tour that grows in popularity each year.

Now, as Just Koz Entertainment heads into 2001, Koz and partner Hyman Katz are embracing the "band mentality" in more ways than one. In the following interview, the format maverick reveals part of his philosophy for establishing a powerful presence for his music and his voice.



Dave Koz

Onstage Collaboration

The Dave Koz & Friends Smooth Jazz Christmas tour, which is now in its fourth year, features collaborative performances by Peter White, Brenda Russell, Rick Braun and (on select dates) David Benoit. During the tour this crew of format favorites plays 27 shows in 30 days, many to sold-out audiences. To make these tours seamless and well-rounded, Koz focuses on each artist's signature songs and complements them with seasonal favorites or current hits.

"We get a great response on this tour because it's unlike anything else," Koz says. "It's multiple artists with different musical backgrounds coming together to create a show that is not just one band after the other. There's a lot of onstage collaboration, so you see every combination possible. It's a cool thing to see, and it's great to be able to

play other people's music as part of your own show.

"Collaboration is more than just a creative focus; it's a way to make tours feasible. Last summer virtually all of the artists I spoke with — and I talk to a lot of artists with the radio show — were road warriors, going from one end of the country to the other just to follow the gigs. Meanwhile, you're paying thousands of dollars to fly your band around, plus hotel expenses, and nobody is getting rich off the gigs. In fact, you're barely eking by. So to create an 'event' tour is a smart business move, as well as a fun, creative move."

Radio Shows And Artist Development

Even before Clear Channel's KKSF VP/Programming Paul Goldstein developed the 90-second "Jazzin' With Jarreau" morning-show feature on WNUA/Chicago — which has received tremendous response since its launch last October — he saw the potential in giving the mike to an up-and-coming saxman who loves smooth jazz.

Using popular and charismatic artists with a background in the format and a flair for making it come to life can be a great way to add personality and charm to a station's programming. It also allows radio to join with new talent in a very special way, and it helps burgeoning talent come into their own.

"The Dave Koz Radio Show was developed on a suggestion from Paul

"With a radio show that can actively promote artists, collaborative touring that can include new artists on our label, and the website, there are a lot of synergistic opportunities."

Goldstein," Koz says. "I had never done that before, and I said, 'What the hell.' You should have heard me the first year. I was horrible. Fortunately, they stuck with me and with our new team of AMFM and Premiere. I've assembled great people to work with on the show. I'm very proud of it, and



I love doing it. Plus, it feeds very nicely into my record-making."

Synergy Among Artists

"One thing that helped us secure the Pop Instrumental Grammy category was that I've made really good friendships with a lot of other artists through the radio show, developing a community that is now a powerful force," Koz explains.

"But it's not just in the Grammys. We'll see it in the second annual Smooth Jazz Awards in Chicago in March. That's a real rally for all of the artists. Artists need to



THIS IS EUGE!

WJZA/Columbus PD Bill Harman and wife Shery flank Warner Bros. artist Eugene Groove, who takes five from a tour date with Tina Turner.

band together to help keep this music and this format vital. Because it's such a niche format, it's hard to get television exposure. It's even hard to get radio exposure.

"Teamwork is so important. My career has been like driving a huge bus for 10 years. I make a lot of stops, and the goal is to keep putting people on it and to make sure that there's a nice party and a good feeling on that bus. It's important that there be a lot of good, solid friendships and relationships that are not based on anything other than doing good work that has meaning, being proud of what we're doing, and trying to push forward the things that are important to us.

"Because its roots are in jazz, smooth jazz is mostly about musicians who have come up playing with other musicians. They're not divas. These are just regular people making music, and the air of snobbery doesn't really exist. I haven't met anybody I don't really like in this business. Everybody is pretty genuine, and for the most part people are passionate about the music. Fans are really passionate about it too. I don't know if there is another format that bands this much behind the strength of the music."

Multiple Avenues Of Exposure

Synergy isn't just something that happens among companies, employers and industry folk. It is also vital for taking full advantage of new technologies and creating effective exposure for artists.

"We've had a very active website over the last year and a half," Koz explains. "We're constantly changing it and doing new things, from downloads to giveaways and contests. We use the radio show to drive traffic to the website, and we use the website to drive traffic to the shows. We had 100,000 unique visitors to the website in November; that's a lot for an artist's website.

"The idea behind all of this is to have all the parts working together. We've done a deal with Sirius,

so I'll have a presence on their satellite service, and we have some tentative deals in the Internet sector. I want to continue to grow the radio show and have periodic specials. The first of these will likely be Valentine's Day. It will be a stand-alone special. Television is the next frontier. I'd love to get on TV and have yet another outlet to explore. It's about avenues of exposure.

"The record label that we're developing is still in its infant stages. We haven't signed any artists yet. We don't even have a name for it. But I can say that it's a big piece of the puzzle for 2001 for my company. With a radio show that can actively promote artists, collaborative touring that can include new artists on our label and the website, there are a lot of synergistic opportunities. A young artist who taps into our label will have a lot of opportunities for exposure."

Creative Contribution from Artists

While artist initiative is not unique to smooth jazz, Koz insists that artists in this format have a better-than-average ability to market and promote their music and brand.

"Because of the new models that are out there, new labels are able to allow an artist a much more equal stake in their success," he explains. "From the get-go you're partners. Instead of the label saying, 'You're our artist, and we'll pay for everything,' they say, 'We're in this together: We both put up something, we both risk something, and we both win big if it's successful.'"

"That would inspire me as an artist. This is the kind of artist and businessman I am: I have all kinds of ideas about how I want to market my music. Nothing would make me happier, if I were on the other side, than to hear an artist say, 'Here are my ideas. What do you think? Can we work together? I'm ready to roll up my sleeves.' I think the key to a successful label headed by an artist is to make sure it really is an artist's label."

"It's important that there be a lot of good, solid friendships and relationships that are not based on anything other than doing good work."

Rachelle Ferrell

"I Forgive You"

**Early Add At
WSJZ/New Orleans**

"Classic and essential." — **BILLBOARD**

"Fans will be delighted." — **EBONY**

"[Rachelle] possesses an extraordinary gift, a once-in-a-generation instrument of breathtaking scope, flexibility, color, and texture... Ferrell's artistry dazzles." — **VIBE**



Produced by George Duke
for George Duke Enterprises
Management: 
rachelle-ferrell.com
hollywoodandvine.com

R&R NAC/Smooth Jazz Top 30

January 12, 2001

3W	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
4	1	BONEY JAMES & RICK BRAUN R.S.V.P. (Warner Bros.)	747	+64	86474	9	39/2
3	2	CHIELI MINUCCI My Girl Sunday (Shanachie)	716	+17	87881	17	35/0
1	3	JEFF KASHIWA Hyde Park ("Ah, Oooh" Song) (Native Language)	704	-118	115536	19	35/0
2	4	WALTER BEASLEY Comin' At Cha (Shanachie)	666	-45	98332	23	37/0
6	5	GROVER WASHINGTON JR. Chameleon (Telarc)	643	+46	78691	14	34/0
12	6	BONA FIDE X-Ray Hip (N-Coded)	547	+106	80529	8	36/1
7	7	SADE By Your Side (Epic)	545	-7	71795	13	37/0
9	8	GEORGE BENSON Medicine Man (GRP/VMG)	527	+52	55908	7	38/0
5	9	MICHAEL LINGTON Twice In A Lifetime (Samson)	506	-147	72347	24	31/0
8	10	BRIAN BROMBERG Relentless (Native Language)	467	-34	49119	15	32/0
Breaker	11	KIRK WHALUM Now Til Forever (Warner Bros.)	466	+77	67380	7	35/0
14	12	STING She Walks This Earth (Telarc)	462	+39	37236	13	31/1
11	13	BETTE MIDLER Love T.K.O. (Warner Bros.)	461	+13	61293	9	32/0
15	14	CHUCK LOEB Blue Kiss (Shanachie)	447	+26	42607	12	32/0
Breaker	15	JEFF GOLUB Drop Top (GRP/VMG)	437	+89	74535	4	39/3
Breaker	16	JOE MCBRIDE Texas Rhythm Club (Heads Up)	436	+38	53082	14	31/0
Breaker	17	RONNIE LAWS Old Days/Old Ways (HDH)	415	+16	57250	13	31/0
22	18	RICHARD ELLIOT Who? (Blue Note)	358	+98	62024	3	34/5
13	19	CRAIG CHAQUICO Cafe Carnival (Higher Octave)	352	-77	48726	25	26/0
10	20	STEVE COLE Got It Goin' On (Atlantic)	303	-159	45938	24	24/1
23	21	DAVE KOZ Love Is On The Way (Capitol)	280	+42	33546	3	30/4
24	22	KIM WATERS In The Groove (Shanachie)	273	+36	31720	5	29/5
29	23	GREGG KARUKAS Chasing The Wind (N-Coded)	272	+89	40272	3	24/4
21	24	ERIC ESSIG Rainy Night In Georgia (Zebra)	248	-26	37007	11	22/0
25	25	JOYCE COOLING Coasting (Heads Up)	240	+15	31787	6	18/0
28	26	JAZZMASTERS Shine (Hardcastle/Trippin 'N' Rhythm)	233	+28	22805	4	26/4
Debut	27	NATALIE COLE Angel On My Shoulder (Elektra/EEG)	196	+29	13735	1	14/1
Debut	28	JONATHAN BUTLER Forever Tonight (N-Coded)	191	+80	11835	1	17/6
-	29	BRENDA RUSSELL You Can't Hide Your Heart... (Hidden Beach/Epic)	186	+20	5424	4	13/1
27	30	RIPPINGTONS Cruisin' Down Ocean Drive (Peak/Concord)	176	-36	17818	11	16/0

41 NAC/Smooth Jazz reporters. Songs ranked by total plays for the airplay week of Sunday 12/31/00-Saturday 1/6/01. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 400 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

YULARA Flyin' High (Higher Octave)
Total Plays: 175, Total Stations: 22, Adds: 3

ACOUSTIC ALCHEMY Angel Of The South (Higher Octave)
Total Plays: 130, Total Stations: 15, Adds: 1

ROMAN HARDIMAN That Place In Your Heart (Decca)
Total Plays: 119, Total Stations: 8, Adds: 0

JIM BRICKMAN Glory (Windham Hill)
Total Plays: 110, Total Stations: 10, Adds: 0

GARDEN PARTY Rikki Don't Lose That Number (Samson)
Total Plays: 109, Total Stations: 13, Adds: 3

TIM BOWMAN Smile (Insync)
Total Plays: 100, Total Stations: 11, Adds: 2

MARCUS JOHNSON Sandy Point (Marimely/Lightyear)
Total Plays: 68, Total Stations: 5, Adds: 0

EUGE GROOVE Romeo & Juliet (Warner Bros.)
Total Plays: 63, Total Stations: 6, Adds: 0

EAST WEST CONNECTION Surgical Spirit (Internal Bass)
Total Plays: 60, Total Stations: 6, Adds: 0

MARC ANTOINE Children At Play (GRP/VMG)
Total Plays: 56, Total Stations: 5, Adds: 0

Songs ranked by total plays

Most Added.

ARTIST TITLE LABEL(S)	ADDS
RIPPINGTONS Caribbean Breeze (Peak/Concord)	10
JONATHAN BUTLER Forever Tonight (N-Coded)	6
GOTA Unforgettable Feeling (Instinct)	6
RICHARD ELLIOT Who? (Blue Note)	5
KIM WATERS In The Groove (Shanachie)	5
VARIOUS ARTISTS Don't Get Around... (Shanachie)	5
DAVE KOZ Love Is On The Way (Capitol)	4
JAZZMASTERS Shine (Hardcastle/Trippin 'N' Rhythm)	4
GREGG KARUKAS Chasing The Wind (N-Coded)	4
KEN NAVARRO Delicioso (Positive)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BONA FIDE X-Ray Hip (N-Coded)	+106
RICHARD ELLIOT Who? (Blue Note)	+98
JEFF GOLUB Drop Top (GRP/VMG)	+89
GREGG KARUKAS Chasing The Wind (N-Coded)	+89
JONATHAN BUTLER Forever Tonight (N-Coded)	+80
KIRK WHALUM Now Til Forever (Warner Bros.)	+77
BONEY JAMES & RICK BRAUN R.S.V.P. (Warner Bros.)	+64
GEORGE BENSON Medicine Man (GRP/VMG)	+52
GROVER WASHINGTON JR. Chameleon (Telarc)	+46
DAVE KOZ Love Is On The Way (Capitol)	+42

Breakers.

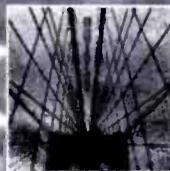
ARTIST TITLE LABEL(S)	TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
KIRK WHALUM Now Til Forever (Warner Bros.)	466/77	35/0	11

ARTIST TITLE LABEL(S)	TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
JEFF GOLUB Drop Top (GRP/VMG)	437/89	39/3	15

ARTIST TITLE LABEL(S)	TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
JOE MCBRIDE Texas Rhythm Club (Heads Up)	436/38	31/0	16

ARTIST TITLE LABEL(S)	TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
RONNIE LAWS Old Days/Old Ways (HDH)	415/16	31/0	17

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



The Rippingtons's new single, "Caribbean Breeze," from their latest CD, "Life in the Tropics", is the #1 Most Added Song!

KTWV, WNJA, WJZW, KIFM, WNWV, WJZA, KOAZ, KJZS, KSBR, Jones Radio Network

Thank You NAC/Smooth Jazz Radio!!!



PEAK RECORDS 23801 Calabasas, Ste. 2031 Calabasas, CA 91302 (818)225-5373 (818)591-9869



Marketed and distributed by Concord Records, Inc.

NAC notes

with Carol Archer

R.S.V.P. the second track from **Boney James & Rick Braun's** *Shake It Up* (Warner Bros.) to reach No. 1, surges from fourth on the last chart to the very top this time. The track can claim airplay on 95% of R&R's reporting panel, more than any other track. Congratulations to everyone involved in the success of this exciting project.

Bona Fide's "X-Ray Hip" (N-Coded) makes a dramatic leap into our top 10 with a 12-6* move. With the chart's Most Increased track — +106 plays — Bona Fide are, at long last, getting the respect they deserve.

Kirk Whalum's "Now Til Forever" (Warner Bros.) makes the chart's biggest gain, with an 18-11*/Breaker jump. Not only is Whalum's tune among the week's Most Increased, his one-off solo project, *Hymns: In*

the Garden (Top Drawer), just received a Grammy nomination in the Pop Instrumental Album category.

With a 22-18* gain, **Richard Elliot's** "Who?" (Blue Note) is second Most Increased, +98 plays. It's also among the Most Added, with five new adds, including WLVE/Miami. **Kim Waters'** "In the Groove" (Shanachie) also earned five adds, including WNUA/Chicago. Waters is up to 28 plays at KOAI/Dallas.

Jonathan Butler's "Forever Tonight" (N-Coded) debuts at 28* with six adds, including those at KIFM/San Diego and WJCD/Norfolk. Please see Under the Radar for **Bernie Kimble's** remarks about the tune.

Anyone starting a new job wants to make a favorable first impression, and **Rebecca Risman** must be experiencing a heady sense of accomplishment at the end of her first day running promotion for Concord. Her efforts — along with those of Coast To Coast's **Susan Levin** and **Laura Sanano** — resulted in the label picking up the week's No. 1 Most Added track, **The Rippingtons'** "Caribbean Breeze" (Peak/Concord). With out-of-the-box adds at 10 top-tier stations, among them KTWV/Los Angeles, WNUA, WJZW/Washington, WNWV and KIFM, along with JRN, the Rippes are off to a roaring start.

WNWV/Cleveland PD Bernie Kimble speaks passionately whenever he discusses music, and here he's passionate about the first adds of 2001. Kimble also comments on WNWV's relationship with the Rock and Roll Hall of Fame and raises an important point that PDs should ponder.

UNDER THE RADAR

R&R'S EXCLUSIVE BAROMETER FOR NEW MUSIC

I was working in the office the Saturday before New Year's, and after my first listen, I was so overwhelmed by **The Rippingtons'** "Caribbean Breeze" (Peak/Concord) that I put the CD player on "repeat" and listened to the track over and over for two hours; I couldn't get enough of it. Now that I've heard it on the radio, I like it even more. It's a beautiful track. With **Russ Freeman** and **Peter White** working on guitars, it's such a fresh sound — not just for the radio, but for the two of them. You can hear their individual nuances. Together they light up the radio and melt all the snow in Cleveland!



Bernie Kimble



Life In The Tropics

Jonathan Butler's "Forever Tonight" (N-Coded) was the second-best surprise. His guitar playing is superb, and I've always liked his singing, but I really love this song, because he's gone into a new songwriting area. This one is extremely contemporary and has "AC hit" written all over it, and I mean that in

the most positive sense. Lyrically and musically, it captured my heart right away. I added **Garden Party's** "Rikki Don't Lose That Number" (Samson), too, because **Warren Hill** just *naïfs* the song — as he always does, whatever he does — by embracing it and giving it new life in how he reads it. With **Steely Dan** nominated for Grammys and being inducted into the Rock and Roll Hall of Fame, what greater way to celebrate them? I'm meeting with the Rock and Roll Hall of Fame tomorrow. We've made them aware of the huge response we're getting from our concert series at Fat Fish Blue. Five hundred people showed up yesterday for **Kim Waters**, just as 500 showed up for **Michael MacDonald** (along with 2,000 requests for tickets, so I'm sure he'll come back for a ticketed event). This thing has become a giant, and the people at the Rock Hall have seen the power of WNWV to deliver adults to music events. They called the meeting; they want to work more closely with us. Although we don't play much of the music that's in the Rock and Roll Hall of Fame, we do play a lot of the artists it has inducted, because our listeners grew up listening to all of them. My pet saying is "It's not what we play, but what we say." We give away tickets to shows by **The Moody Blues**, **Chicago** and **Crosby, Still & Nash** not only as musical gifts, but as a courtesy to our audience.

up

Jeff Lorber
Kickin' It
Samson

Some albums are so good they make you laugh. Who needs a mediocre track when you can fill a disc with 10 great songs? There was obviously something special in the air when **Jeff Lorber** cut the tracks for his new project, *Kickin' It*. The disc is a confident testament to Lorber's place as one of NAC/Smooth Jazz's most formidable and respected craftsmen. *Kickin' It* beautifully blends two of my favorite elements for successful smooth jazz: a sparkling sound and deft grooves.

The instrumentation is nothing short of magic, with Lorber's savvy piano and organ fusing effortlessly with the soft grit of a saxophone, the whisper of a muted trumpet or the burn of a six-string guitar. Meanwhile, robust rhythm tracks provide a framework for the rich tapestry of melody that spreads over the album. There is something for everybody here: festive and exuberant ("Chopsticks" and "Ain't Nobody"), cool funk ("The Bijou" and "The In Crowd") or pensive and lyrical ("Reflections" and "Happy Endings"). "Snakebite" boasts an easy pulse and great horn arrangements and serves as an effective introduction to Lorber's latest masterpiece. Chock-full of great singles, this is a balanced album that should have fans old and new eager to own their own piece of the kick.



— Peter Petro

YULARA NAC #1 NEW & ACTIVE

"Flyin' High"

NEW ADDS AT:

WJZI, WJZV, KMGQ

ALREADY ON:

CD101, KIFM, KYOT, WSSM, WSJT, KJCD, WNWV, WJZA, KBZN, WSJZ, WWND, KEZL, KWSJ, KRVR, KJZS, KNIK, KSBR and many more...

Promotion: Matrix/Michael Moryc (888) 284 8508



ACOUSTIC ALCHEMY

"Angel Of The South"

NAC NEW & ACTIVE

NEW AT:

KMGQ

ALREADY ON:

CD101, KWJZ, KYOT, WNWV, WLOQ, WWND, KOAZ, KEZL, KJZY, KRVR, KNIK, KSBR, JRN and many more...

Promotion: A Peer Pressure Promotion/ Roger Lifeset (877) JAZZ CAT

Stations and their adds listed alphabetically by market

<p>WZMR/Albany, NY PD: Patrick Ryan 9 RICHARD ELLIOT "Who?" 7 NATALIE COLE "Angel" 4 JEFF GOLUB "Drop" 3 ST GERMAIN "Sara" 3 VARIOUS ARTISTS "Around"</p>	<p>KJCD/Denver-Bozler, CO PD: John St. John No Adds</p>	<p>WJZ/Milwaukee, WI OM/PO/MD: Chris Morse YULARA "Fly"</p>	<p>WJPL/Peoria, IL PD/MD: Rick Hirschmann JONATHAN BUTLER "Forever" JEFF GOLUB "Drop" DAVE KOZ "Who" JAZZMASTERS "Show"</p>	<p>WJZY/Richmond, VA OM/PO: Tommy Fleming 5 JAZZMASTERS "Show" YULARA "Fly"</p>	<p>KJZY/Santa Rosa, CA PD: Gordon Zlot MD: Rob Singleton 2 KIM WATERS "Groove"</p>	<p>WJZW/Washington, DC PD/MD: Kenay King 10 STING "Noble" GARDEN PARTY "Real" RIPPINGTONS "Caribbean" KIM WATERS "Groove"</p>
<p>KMK/Anchorage, AK OM: Aaron Wallender PD: Dallas Scott MD: Jennifer Summers GOTA "Feeling" SEAL "Heaven"</p>	<p>WVMV/Detroit, MI PD: Tom Stecker MD: Sandy Kovach 13 RONARDE "X-Ray" 12 GREGG KARLUKAS "Cheating"</p>	<p>KSBR/Mission Viejo, CA OM/PO: Terry Wedel MD: Logan Parris 1 RIPPINGTONS "Caribbean" VOODOO DOGS "New" GOTA "Feeling"</p>	<p>WJIZ/Philadelphia, PA OM: Anne Gross MD: Michael Tazzi AMD: Joe Proksa TONI BRAXTON "Spanish" STAFF "Fly" TIM BOWMAN "Smile"</p>	<p>KSSJ/Sacramento, CA PD: Steve Williams APD/MD: Ken Jones 27 KENNY G "Stranger"</p>	<p>KWJZ/Seattle-Tacoma, WA PD: Carol Handley MD: Dianne Reese No Adds</p>	<p>KWSJ/Wichita, KS PD: Ron Allen MD: Patrick Murphy 1 GOTA "Feeling" 1 KEN NAMARRO "Delicious"</p>
<p>WNUA/Chicago, IL PD: Bob Kaake APD/MD: Carl Anderson KIM WATERS "Groove" RIPPINGTONS "Caribbean"</p>	<p>KEZI/Fresno, CA PD: J. Weidenheimer 3 RICHARD ELLIOT "Who?"</p>	<p>KRVR/Moderate, CA PD: Jim Bryan MD: Doug Waiff GARDEN PARTY "Real" GOTA "Feeling" BRENDA RUSSELL "Hole" VARIOUS ARTISTS "Around"</p>	<p>KYOT/Phoenix, AZ PD: Shaun Holly APD/MD: Greg Morgan 10 JEFF GOLUB "Drop" 10 RICHARD ELLIOT "Who?" 6 JAMES & BRAUN "R.S.V.P." 8 GREGG KARLUKAS "Cheating"</p>	<p>WSSM/St. Louis, MO PD: Mike Watermann 7 DARYL STUEBER "New"</p>	<p>WSJT/Tampa, FL PD: Ross Block MD: Kathy Curtis DAVE KOZ "Who" KIM WATERS "Groove" KEN NAMARRO "Delicious"</p>	<p>JRM/Jones NAC/National PD: Steve Hibbard MD: Cheri Marquari 10 KEN NAMARRO "Delicious" 10 VARIOUS ARTISTS "Around" 2 VOODOO DOGS "New" 2 RIPPINGTONS "Caribbean"</p>
<p>WNWV/Cleveland, OH PD/MD: Bernie Kimble 5 GARDEN PARTY "Real" 5 RIPPINGTONS "Caribbean" 5 JONATHAN BUTLER "Forever"</p>	<p>KCIY/Kansas City, MO PD: Steve Wiersman MD: Michelle Chase No Adds</p>	<p>WCOB/New York, NY OM: John Mallon PD/MD: Charley Connolly No Adds</p>	<p>KKJZ/Portland, OR PD: Chris Miller MD: David Shelt APD: Heather Baldwin DAVE KOZ "Who" RICHARD ELLIOT "Who?"</p>	<p>KBZN/Salt Lake City, UT PD/MD: Rob Riesen 13 GOTA "Feeling" 11 GARDEN PARTY "Do"</p>	<p>KOAZ/Tucson, AZ PD/MD: Erik Fox RIPPINGTONS "Caribbean" VARIOUS ARTISTS "Around"</p>	<p>41 Total Reporters 41 Current Reporters 41 Current Playlists</p>
<p>WJZA/Columbus, OH OM/PO/MD: Bill Herman APD: Gary Weller MARCOS AREL "Magic" GOTA "Feeling" JAZZMASTERS "Show" KEN NAMARRO "Delicious" RIPPINGTONS "Caribbean" STEELY DAN "Gothic" MICHAEL McDONALD "Somewhere"</p>	<p>WSML/Knoxville, TN PD/MD: Tom Miller 8 AL JAPREAU "Right" 8 JONATHAN BUTLER "Forever"</p>	<p>WSJZ/New Orleans, LA OM/PO/MD: Mark Edwards 5 RACHELLE FERRELL "Tough"</p>	<p>WWND/Raleigh-Durham, NC PD/MD: Scott St. John No Adds</p>	<p>KFSF/San Francisco, CA PD: Paul Goldstein MD: Laurie Cobb 7 STEVE COLE "Got" 7 KIRK WHALLUM "Got"</p>	<p>KMGQ/Santa Barbara, CA PD: Mark De Anda APD/MD: Steve Bauer JAZZMASTERS "Show" YULARA "Fly" ACOUSTIC ALCHEMY "Angel"</p>	
<p>KOAI/Dallas-Ft. Worth, TX PD: Maxine Todd APD/MD: Bret Michael No Adds</p>	<p>KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart RIPPINGTONS "Caribbean"</p>	<p>WJCD/Norfolk, VA MD: Larry Hollowell DAVE KOZ "Who" JONATHAN BUTLER "Forever" VARIOUS ARTISTS "Around"</p>	<p>KJZZ/Reno, NV PD/MD: Jay Davis 11 RIPPINGTONS "Caribbean" 11 GREGG KARLUKAS "Cheating"</p>			
	<p>WLVF/Miami, FL MD: Shirilita Colon GREGG KARLUKAS "Cheating" RICHARD ELLIOT "Who?"</p>	<p>WLOQ/Olando, FL PD: Dave Kesh MD: Patricia James TIM BOWMAN "Smile" EVERETTE HARR "Right"</p>				

Most Played Recurrents

MICHAEL McDONALD The Meaning Of Love (Ramp)

BONEY JAMES All Night Long (Warner Bros.)

VARIOUS ARTISTS Manenberg (Heads Up)

DAVE KOZ Can't Let You Go (The Sha...) (Capitol)

GEORGE BENSON Deeper Than You Think (GRP/VMG)

MARC ANTOINE Palm Strings (GRP/VMG)

JEFF GOLUB F/PETER WHITE No Two Ways About It (GRP/VMG)

DOWN TO THE BONE The Zodiac (Internal Bass)

PAUL TAYLOR Avenue (Peak/Unity/N-Coded)

EUGE GROOVE Vinyl (Warner Bros.)

RICHARD ELLIOT Moomba (Blue Note)

BONEY JAMES & RICK BRAUN Grazin' In The Grass (Warner Bros.)

ACOUSTIC ALCHEMY Beautiful Game (Higher Octave)

CHRIS STANDRING Hip Sway (Instinct)

URBAN KNIGHTS Sweet Home Chicago (Narada)

BRIAN CULBERTSON Do You Really Love Me (Atlantic)

TONI BRAXTON Spanish Guitar (LaFace/Arista)

RONNY JORDAN London Lowdown (Blue Note)

JOYCE COOLING Before Dawn (Heads Up)

NORMAN BROWN Paradise (Warner Bros.)

NAC/SMOOTH JAZZ Going For Adds

1/16/01

FOURPLAY Double Trouble (Warner Bros.)
 RIPPINGTONS Caribbean Breeze (Peak/Concord)

National Specialty Programming

JazzTrax

Art Good
 212-889-1111

Gota
 Gota

Cruisin' Your Way
 Around The Corner

Notradio.com

Ree Moore
 952-259-6734

Rippingtons
 Jesse Cook

Caribbean Breeze
 Fall At Your Feet

Dave Koz Radio Show

Renee DePuy
 609-921-1188

George Benson

Medicine Man



CYNDEE MAXWELL
max@rronline.com

Market To A Jaded Consumer

■ Tips to help make an impression on an advertising-savvy public

Recently, I heard that the average consumer is hit with 5,000 advertising messages a day. Radio and advertisers face a monumental task in cutting through that clutter in order to win a place in the listener's memory.

For help with the radio angle, I sought out **Doug Harris**, who was Director/Marketing & Promotion at Rocker KLOL/Houston for 11 years before branching out to form his own business, Creative Animal International. These days his repertoire has expanded to include other formats and clients in other countries. He also offers workshops to radio and television groups.



Doug Harris

Harris explains how he created an acronym to help him find compelling ways to reach the audience: "Years ago, when I worked at KLOL, we found that getting our name in the paper was a very good way to spread the image of the radio station using other people's media. More than tell them about our programming, we wanted to tell them that we were a fun, off-the-wall, eclectic radio station.

"So in figuring out ways to get our name into the newspaper, I monitored the stories in various sections of the paper, detected recurring topics that received news attention and started making a list of them. After a period of a few months I arranged them in a special order and, with tweaking and imagination, figured out that I could create an acronym for them: SAFO-SHRIMPS."

You Must Remember This

Harris notes that this acronym not only helps others, but is simple for him to recall in presentations. "The SAFO-SHRIMPS theory has served me well. The message I give to broadcast promotions and marketing people is that if you're trying to capture the attention of the public and get some publicity while doing it, you'd better embrace one or two of these

themes in what you're doing, or the public is not going to care.

"The public is jaded and bombarded with all sorts of messages, and it's getting very difficult to shock them or get their attention anymore. The average radio listener has seen the *Challenger* blow up on TV in their living room. They know about Monica Lewinsky, and they know what happened in Kosovo. So how are you going to get their attention with the umpteenth car remote of the month and get them to turn out and be part of it?"

It's a task that requires creativity. With that in mind, Harris explains his SAFO-SHRIMPS theory of consumer interest.

Sex: "It needs a broad interpretation. It often refers to romance, and even rockers have a romantic side, if only at Christmas and on Valentine's Day. Sex doesn't just refer to topless bar promotions. For example, KLOL did a promotion recently where a breast-augmentation operation was given away. It's the second time they've done it, and it was the talk of the town again. I won't go so far as to say that sex makes the world go around, but the rock community certainly seems to be focused on it."

Achievement: "It's everything from a blood drive to canned-food collections. It surprises people how big the heart of the rock community is, and I'm not talking about just pulling out a checkbook. Giving a pint of

blood might sound easy until you've done it. You fight your way to the mall, stand in line to answer some potentially embarrassing questions, and if you pass, you get to lie down while they stick a needle in your arm and suck the blood out of you! And your reward is a T-shirt, which becomes a badge of honor. In the pursuit of achievement, people are willing to do a lot. People rally to such goals as 'We're not coming down off this billboard until our team wins.'"

Fantasy: "It's the key element to every prize you give away. Not everybody wants to win a Buick, but if it's pulling a new boat, that adds an element of fantasy, because the winner gets a new car and a new boat. Winning a bicycle by itself isn't as exciting as winning his-and-her bicycles.

"When we used to do the rock 'n' roll auctions at KLOL, we put on the Rock 'n' Roll Softball Championship of the World and rented the Houston Astrodome. I remember talking to Meatloaf's manager on the phone. The only reason Meatloaf decided to come was that he was going to get to play softball in the Astrodome. Even a rock star has a fantasy.

"Another example is a prize we were giving away: a trip for two to Australia. Now, Texans have a special kinship with Australians. During this time we were doing the Best of Texas giveaways and had to figure out how to make a trip to Australia have a Texas theme. We created a Texas ambassadorship and made the winner an official emissary. All we did was give him a 10-gallon hat and arrange for him to meet the mayor of a small town. The winner really got into it and took a proclamation from the radio station with him. The tweak of adding fantasy, the ambassadorship, took the promotion over the top."

Outrage: "These are usually things that a morning show does to make headlines, such as the breast-augmentation giveaway. It's a difficult maneuver, because you don't want to annoy too much of the audience. You want to annoy the authorities while

Females Rock In The Smallest Formats

This chart was to appear in last week's column on women in programming but, due to space considerations, was omitted. So we're including it this week as an addendum to that column. The chart shows the percentages of females in programming in the different formats at R&R's reporting stations. For the title of PD, OMs are included. APDs are included with MDs. Those who are PD/MDs were counted once under the PD heading.

Format	% of PDs	% of MDs	Combined %
Urban AC	25%	23%	48%
Adult Alternative	22%	37%	59%
NAC/Smooth Jazz	20%	22%	42%
Urban	16%	19%	35%
Rock	11%	21%	32%
Alternative	11%	20%	31%
Hot AC	8%	20%	28%
Country	8%	18%	26%
CHR/Rhythmic	8%	17%	25%
Active Rock	7%	26%	33%
CHR/Pop	6%	17%	23%
AC	3%	15%	18%

"The public never tires of a spectacle, because they're jaded and bored and want to be entertained."

entertaining your core listenership. R&R averages one or two stories a week of air personalities who have gone too far, like the guy who claimed 'N Sync went down in a plane crash. You have to be careful that playing the outrage card doesn't backfire on you."

Spectacle: "This is the theory of the inflatable. The person who drives past a car dealership every day then one day sees a huge inflatable guitar realizes that something special is going on. Like Pavlov's dog, the listener learns to recognize that every time he sees the inflatable guitar, his favorite radio station is there.

"Give the public something they've never seen before. One year I saw a float in a Mardi Gras parade that a radio station had entered. Moses was on the float, and there was a big, red letter 'C.' Every time they turned a corner, the letter was split down the middle, and the float became Moses parting the red C. It was cute, clever and humorous, as well as a spectacle. The public never tires of a spectacle, because they're jaded and bored and want to be entertained.

"Now, you can be your own worst enemy, because you'll always be trying to outdo yourself. But I've seen that people are still coming up with new ways to dazzle. KIIS/Los Angeles gave away \$1 million one year and followed up the next year with \$2 million.

"I think car giveaways have be-

come passe, and we'll see more contests like white-water rafting with Robert Plant, for example. Those prizes are just more fun and show what promotion and marketing directors can do, particularly if they're working with record companies. Some of the best promotional partnerships come when a record company gives you access to a star along with a novel way to exploit it."

Humor: "America loves to laugh, and rockers love it even more. Find a way to make a joke, and if it's a sexually oriented joke, it might work even better."

Rescue: "This also speaks to the heart of the rock community. I recently listened to KTBZ (The Buzzy)/Houston talk about a Santa's Helper program. They poured out the sad stories, and the audience just ate it up. The phone calls were great, and the response was amazing.

"Rescue is a very important element when speaking to the sympathy of the audience and capturing their imagination, but when you pull at the heartstrings, it's got to be a gentle pull. You can't get sappy, or the audience will turn its back on you, and you also can't go to the well too many times in asking for their help."

Injustice: "It's very close to outrage and speaks basically to news stories or a reaction to them. It can be the O.J. Simpson trial or as simple as

"It used to be that giving away the station's dial position would get the job done, but I think the threshold is now \$1,000."

R&R Rock Top 50

January 12, 2001

WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (M)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	3 DOORS DOWN Loser (Republic/Universal)	1532	-13	124133	30	68/0
2	●	FUEL Hemorrhage (In My Hands) (550 Music/Epic)	1525	+41	114192	20	63/0
5	●	CREED Are You Ready (Wind-up)	1193	+30	80744	17	61/0
4	4	COLLECTIVE SOUL Why Pt. 2 (Atlantic)	1178	-84	77352	16	57/0
3	5	AEROSMITH Angel's Eye (Columbia)	1165	-134	70388	11	60/0
6	●	GODSMACK Awake (Republic/Universal)	1129	+81	75035	13	59/1
9	●	SAMMY HAGAR Let Sally Drive (Cabo Wabo/Beyond)	915	+161	58300	5	59/1
7	8	PRIMUS W/DZZY N.I.B. (Divine/Priority)	911	-48	81714	26	50/0
10	●	EVERCLEAR When It All Goes Wrong Again (Capitol)	747	+33	41604	8	51/0
8	10	GEDDY LEE My Favorite Headache (Anthem/Atlantic)	700	-181	43132	11	48/0
14	●	DUST FOR LIFE Step Into The Light (Wind-up)	696	+49	43224	13	59/1
11	12	METALLICA I Disappear (Hollywood)	674	-24	65300	36	48/0
15	●	3 DOORS DOWN Kryptonite (Republic/Universal)	671	+59	52996	50	60/0
13	14	OFFSPRING Original Prankster (Columbia)	657	-32	40054	12	38/0
19	●	LIFHOUSE Hanging By A Moment (DreamWorks)	649	+149	41285	10	44/3
16	●	LINKIN PARK One Step Closer (Warner Bros.)	646	+56	38273	16	52/0
20	●	INCUBUS Drive (Immortal/Epic)	610	+130	34869	5	47/4
24	●	STRAIT UP FLAJJON OF SEVENDUST Angel's Son (Immortal/Virgin)	582	+126	29150	10	40/0
12	19	IOMMI F/DAVE GROHL Goodbye Lament (Divine/Priority)	558	-135	38498	15	42/0
17	20	ISLE OF Q Bag Of Tricks (Universal)	510	-2	27160	7	45/0
25	●	NICKELBACK Old Enough (Roadrunner)	492	+55	27910	4	49/1
18	22	A PERFECT CIRCLE 3 Libras (Virgin)	488	-13	33576	16	31/0
Breaker	23	GREEN DAY Warning (Reprise)	455	+165	26760	3	33/1
21	24	U2 Beautiful Day (Interscope)	450	-19	29231	16	27/1
22	25	DAVID COVERDALE Slave (Dragonshead)	442	-22	27202	6	32/0
23	26	U.P.O. Feel Alive (Epic)	437	-26	20737	10	37/0
26	27	COC Congratulations Song (Sanctuary/SRG)	425	-1	19715	12	39/0
Breaker	28	CREED Riders On The Storm (Elektra/EEG)	400	+28	21631	8	30/2
29	●	DIFFUSER Karma (Hollywood)	375	+20	23377	8	37/2
28	30	STONE TEMPLE PILOTS Break On Through (Elektra/EEG)	363	-1	30171	8	29/1
40	●	AARON LEWIS AND FRED DURST Outside (Flawless/Geffen/Interscope)	316	+118	24021	3	23/3
35	●	JOSH JOPLIN GROUP Camera One (Artemis)	285	+53	13230	6	27/0
Debut	●	UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	271	+151	14344	1	33/4
32	34	PAPA ROACH Broken Home (DreamWorks)	263	-1	14690	13	21/0
Debut	●	TANTRIC Breakdown (Maverick)	260	+204	15241	1	46/32
33	●	DISTURBED Voices (Giant/Reprise)	258	+14	12503	4	31/2
30	37	SAMMY HAGAR Serious Juj (Cabo Wabo/Beyond)	253	-41	14828	15	23/0
50	●	MATTHEW GOOD BAND Hello Time Bomb (Atlantic)	241	+100	10991	2	30/3
49	●	MARVELOUS 3 Get Over (HiFi/Elektra/EEG)	228	+85	12676	2	25/1
34	40	CLARKS Chasin' Girls (Razor & Tie)	220	-17	9012	7	22/0
36	41	ALICE IN CHAINS Man In The Box (Columbia)	215	-10	21328	3	21/0
46	●	FIVE FOR FIGHTING Easy Tonight (Aware/Columbia)	214	+54	13831	3	23/2
38	43	LIMP BIZKIT Rollin' (Flip/Interscope)	198	-19	13501	8	12/0
41	●	DON HENLEY Everything Is Different Now (Warner Bros.)	191	+4	7734	4	15/0
45	●	FINGER ELEVEN First Time (Wind-up)	175	+8	5959	4	20/0
47	46	LENNY KRAVITZ Again (Virgin)	158	-1	9761	14	11/0
37	47	WALLFLOWERS Sleepwalker (Interscope)	156	-61	8733	16	15/0
48	●	RAGE AGAINST THE MACHINE Renegades Of Funk (Epic)	153	+9	9115	4	14/1
44	49	FASTBALL This Is Not My Life (Hollywood)	149	-26	10727	6	12/0
Debut	●	KID ROCK My Oedipus Complex (Top Dog/Lava/Atlantic)	145	+10	7992	1	15/1

Most Added.

ARTIST TITLE LABEL(S)	ADDS
3 DOORS DOWN Duck And Run (Republic/Universal)	46
DAVE MATTHEWS BAND I Did It (RCA)	38
TANTRIC Breakdown (Maverick)	32
U2 Walk On (Interscope)	30
GEDDY LEE Grace To Grace (Atlantic)	29
NOTHINGFACE Bleeder (TVT)	13
AEROSMITH Jaded (Columbia)	11
UNIFIED THEORY Wither (3:33/Universal)	5
INCUBUS Drive (Immortal/Epic)	4
UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	4
STEVE EARLE Everyone's In Love... (E-Squared/Artemis)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TANTRIC Breakdown (Maverick)	+204
GREEN DAY Warning (Reprise)	+165
SAMMY HAGAR Let Sally Drive (Cabo Wabo/Beyond)	+161
UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	+151
LIFHOUSE Hanging By A Moment (DreamWorks)	+149
INCUBUS Drive (Immortal/Epic)	+130
STRAIT UP FLAJJON OF SEVENDUST Angel's Son (Immortal/Virgin)	+126
ALLEN AND F. DURST Outside (Flawless/Geffen/Interscope)	+118
3 DOORS DOWN Duck And Run (Republic/Universal)	+112
MATTHEW GOOD BAND Hello Time Bomb (Atlantic)	+100

Breakers.

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
455/165	33/1	23

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
400/28	30/2	28

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.

72 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 12/31/00-Saturday 1/6/01. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 400 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.



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New & Active

3 DOORS DOWN Duck And Run (*Republic/Universal*)
Total Plays: 144, Total Stations: 51, Adds: 46

U2 Walk On (*Interscope*)
Total Plays: 93, Total Stations: 31, Adds: 30

ROGER WATERS Mother (*Columbia*)
Total Plays: 91, Total Stations: 10, Adds: 0

AT THE DRIVE-IN One Armed... (*Grand Royal/Virgin*)
Total Plays: 71, Total Stations: 8, Adds: 1

DAVE MATTHEWS BAND I Did It (*RCA*)
Total Plays: 62, Total Stations: 38, Adds: 38

AEROSMITH Jaded (*Columbia*)
Total Plays: 61, Total Stations: 11, Adds: 11

NOTHINGFACE Bleeder (*TVT*)
Total Plays: 58, Total Stations: 15, Adds: 13

GEDDY LEE Grace To Grace (*Atlantic*)
Total Plays: 37, Total Stations: 31, Adds: 29

Songs ranked by total plays

Most Played Recurrents

CREED With Arms Wide Open (*Wind-up*)

PAPA ROACH Last Resort (*DreamWorks*)

CREED Higher (*Wind-up*)

RED HOT CHILI PEPPERS Californication (*Warner Bros.*)

RED HOT CHILI PEPPERS Otherside (*Warner Bros.*)

METALLICA No Leaf Clover (*Elektra/EEG*)

STONE TEMPLE PILOTS Sour Girl (*Atlantic*)

FOO FIGHTERS Learn To Fly (*Roswell/RCA*)

A PERFECT CIRCLE Judith (*Virgin*)

NICKELBACK Breathe (*Roadrunner*)

U.P.O. Godless (*Epic*)

GODSMACK Voodoo (*Republic/Universal*)

CREED What If (*Wind-up*)

GODSMACK Bad Religion (*Republic/Universal*)

RED HOT CHILI PEPPERS Scar Tissue (*Warner Bros.*)

Market To A Jaded Consumer

Continued from Page 101

the Tennessee Titans being one yard short of a Super Bowl victory last year. If you're going to make full use of the SAFO-SHRIMPS theory, you can't make a literal interpretation of everything. Injustice is when somebody got cheated or shortchanged or when somebody got away with something. It's not necessarily one of the most frequently used emotions."

Money: "If you ask a listener whether they'd rather win \$50 or 50 lottery tickets, it's a tough decision for a lot of people. The lottery adds an element of fantasy. In fact, the lottery has crippled radio stations' efforts to give away millions of dollars. The question now is, Has the threshold of money giveaways risen? I think it has. It used to be that giving away the station's dial position would get the job done, but I think the threshold is now \$1,000. That will make a dent in a MasterCard bill, make a house payment or almost finance a vacation to Mexico. About whether to give \$10,000 away to one winner or give \$1,000 to 10 people, I'd go with the latter."

Patriotism: "To fully understand the power of patriotism, you must take it beyond love of country to love of a favorite football team or love of your hometown. Every time a team gets into the playoffs, you see a flurry of patriotism, and radio stations need to ride that wave of enthusiasm and tie into the emotional bond of the listener."

"Last year someone from Houston won a gold medal in taekwon do at the Olympics. The city went crazy. It's a combination of achievement and patriotism. Not only did he do this amazing feat, but he's one of us, a neighborhood guy. Patriotism is a wave that any radio station with a little imagination can ride. Basically, you find a good parade and get in front of it."

Scandal: "Scandal was a theme that I encountered but found few ways to embrace. Scandal will come looking for you, and you'll have to get out of the way. I don't think radio stations should make use of it. Some years ago a radio station gave away an 'O.J. Simpson night on the town.' The local media picked up on it and rubbed the station's nose in it. It backfired. Unfortunately, the station got a lot of bad press, and women's groups were up in arms."

"I don't think that offending to the point of scandal benefits a station. The problem with scandal is its unpredictability. It's like a brush fire that can move every time the wind changes. It's very difficult to control, and if you try to create a scandal, it'll backfire. If a scandal finds you, you must find a way to deal with it honestly and find a way to ask forgiveness."

Summing It All Up

Harris concludes with this reminder about the audience's perspective and how it will decide what's worth remembering: "The value of a compelling message hinges on any one of these three things: the 'bigger, better deal,' 'what's in it for me?' and 'heart, health, pocketbook' — do you reach them on any of these levels?"

TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at 310-788-1668
or e-mail:
max@rronline.com

TUNED-IN

R&R/MEDIABASE 24/7

ROCK

KMOD KMOD/Tulsa

11am

JOE WALSH All Night Long
COLLECTIVE SOUL Why Pt. 2
STYX Fooling Yourself
METALLICA Enter Sandman
LED ZEPPELIN Over The Hills And Far Away
BIG HEAD TODD AND THE MONSTERS Boom Boom
URIAH HEEP Stealin'
TOM PETTY A Face In The Crowd
HEAD EAST Never Been Any Reason
LENNY KRAVITZ Are You Gonna Go My Way
38 SPECIAL Fantasy Girl
DAVID COVERDALE Slave

4pm

SUPERTRAMP Take The Long Way Home
GOLDEN EARRING Radar Love
MOTLEY CRUE Home Sweet Home
BAD COMPANY Movin' On
AC/DC For Those About To Rock
WARREN ZEVON Werewolves Of London
JOHN COUGAR Lonely 'Ol Night
PAT BENATAR Heartbreaker
WHITESNAKE Slow And Easy
LED ZEPPELIN Trampled Under Foot
COLLECTIVE SOUL Why Pt. 2

8pm

RUSH Closer To The Heart
LYNYRD SKYNYRD You Got That Right
JOURNEY Stone In Love
CRACKER Low
CARS Good Times Roll
STEVIE RAY VAUGHAN Let Me Love You Baby
FLEETWOOD MAC Say You Love Me
AC/DC Satellite Blues
DOOBIE BROTHERS Long Train Runnin'
KENNY WAYNE SHEPHERD Everything Is Broken
BACHMAN TURNER OVERDRIVE Let It Ride
U2 Beautiful Day
EAGLES Life In The Fast Lane
BLUE OYSTER CULT Godzilla

Rock 101 WRQK/Canton

11am

TED NUGENT Stranglehold
STONE TEMPLE PILOTS Break On Through
PEARL JAM Crazy Mary
VAN HALEN Ain't Talkin' Bout Love
RED HOT CHILI PEPPERS Under The Bridge
FUEL Hemorrhage (In My Hands)
JOE WALSH Rocky Mountain Way
KID ROCK Only God Knows Why
RUSH Closer To The Heart
PINK FLOYD Mother
NIRVANA Heart Shaped Box

4pm

AC/DC Girls Got Rhythm
TEMPLE OF THE DOG Say Hello To Heaven
AEROSMITH Walk This Way
OFFSPRING Original Prankster
DIO Holy Diver
GODSMACK Voodoo
LED ZEPPELIN Fool In The Rain
CREED With Arms Wide Open
FUEL Hemorrhage (In My Hands)
PEARL JAM Yellow Ledbetter

8pm

PRIMUS W/ OZZY OSBOURNE N.I.B.
COLLECTIVE SOUL Why Pt. 2
RED HOT CHILI PEPPERS Californication
BUSH Comedown
FUEL Hemorrhage (In My Hands)
GODSMACK Voodoo
KENNY WAYNE SHEPHERD Was
AC/DC Stiff Upper Lip
METALLICA No Leaf Clover
METALLICA I Disappear
CREED With Arms Wide Open
3 DOORS DOWN Loser



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 01/01. © 2001, R&R Inc.

ROCK

Going For Adds

1/16/01

AEROSMITH Jaded (*Columbia*)
ALIEN ANT FARM Movies (*DreamWorks*)
BLUE OCTOBER Breakfast At 10 (*Universal*)
COLLECTIVE SOUL Vent (*Atlantic*)
EARTH CRISIS Slither (*Victory*)
(HED) PLANET EARTH Killing Time (*Volcano/Jive*)
OFFSPRING Want You Bad (*Columbia*)
SLAVES ON DOPE Inches From The Mainline (*Divine/Priority*)
SPINESHANK New Disease (*Roadrunner*)
SUNNA I'm Not Trading (*Astralwerks/Caroline*)
VAST I Don't Have Anything (*Elektra/EEG*)

R&R Active Rock Top 50

January 12, 2001

WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (M)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	GODSMACK Awake (Republic/Universal)	2222	+56	183734	13	70/0
3	2	LINKIN PARK One Step Closer (Warner Bros.)	1850	+226	139708	18	69/1
2	3	FUEL Hemorrhage (In My Hands) (550 Music/Epic)	1778	+13	127966	20	62/0
4	4	LIMP BIZKIT Rollin' (Flip/Interscope)	1576	-30	109005	16	64/0
5	5	3 DOORS DOWN Loser (Republic/Universal)	1553	-12	134051	33	64/0
6	6	OFFSPRING Original Prankster (Columbia)	1458	-87	89549	12	62/0
8	7	EVERCLEAR When It All Goes Wrong Again (Capitol)	1259	+8	84795	8	65/0
14	8	INCUBUS Drive (Immortal/Epic)	1250	+208	92787	6	66/1
15	9	STRAIT UP FLAJON OF SEVENDUST Angel's Son (Immortal/Virgin)	1240	+232	94818	11	63/1
7	10	PAPA ROACH Broken Home (DreamWorks)	1214	-40	85493	16	62/0
12	11	DISTURBED Stupify (Giant/Reprise)	1189	+20	90198	40	58/0
11	12	PRIMUS W/OZZY N.I.B. (Divine/Priority)	1184	-14	110095	26	53/0
10	13	PAPA ROACH Last Resort (DreamWorks)	1100	-115	98738	42	56/0
17	14	RAGE AGAINST THE MACHINE Renegades Of Funk (Epic)	1076	+107	78111	7	63/0
9	15	CREED Are You Ready (Wind-up)	1075	-163	70399	18	52/0
21	16	AARON LEWIS AND FRED DURST Outside (Flawless/Geffen/Interscope)	1069	+305	99987	8	60/12
13	17	A PERFECT CIRCLE 3 Libras (Virgin)	1065	-55	81039	17	54/1
19	18	DISTURBED Voices (Giant/Reprise)	963	+121	77704	6	67/0
18	19	DUST FOR LIFE Step Into The Light (Wind-up)	912	-17	65511	14	59/0
23	20	LIFEHOUSE Hanging By A Moment (DreamWorks)	869	+192	57021	10	45/2
24	21	DIFFUSER Karma (Hollywood)	763	+91	53687	9	60/0
16	22	IOMMI F/DAVE GROHL Goodbye Lament (Divine/Priority)	749	-222	39037	15	43/1
22	23	U.P.O. Feel Alive (Epic)	748	-12	43613	10	51/0
Breaker	24	NICKELBACK Old Enough (Roadrunner)	729	+179	48623	2	60/3
25	25	COC Congratulations Song (Sanctuary/SRG)	680	+31	47778	13	48/0
Breaker	26	UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	625	+143	54155	3	61/4
Breaker	27	TANTRIC Breakdown (Maverick)	612	+445	47349	2	64/30
Breaker	28	GREEN DAY Warning (Reprise)	609	+170	37733	3	48/5
20	29	AEROSMITH Angel's Eye (Columbia)	574	-226	32324	11	32/0
30	30	ISLE OF Q Bag Of Tricks (Universal)	563	+72	37175	6	47/0
39	31	3 DOORS DOWN Duck And Run (Republic/Universal)	555	+277	53612	4	60/37
29	32	POWERMAN 5000 Ultra Mega (DVB/Columbia)	550	+36	45876	6	52/0
26	33	COLLECTIVE SOUL Why Pt. 2 (Atlantic)	514	-114	24218	15	31/1
34	34	CREED Riders On The Storm (Elektra/EEG)	421	+69	33074	6	20/2
33	35	KID ROCK My Oedipus Complex (Top Dog/Lava/Atlantic)	382	+15	37742	5	36/1
27	36	MARILYN MANSON Disposable Teens (Nothing/Interscope)	308	-250	20381	12	32/0
38	37	6GIG Hit The Ground (Ultimatum)	296	+1	19685	8	31/1
41	38	SAMMY HAGAR Let Salty Drive (Cabo Wabo/Beyond)	287	+46	19688	3	21/1
36	39	ALICE IN CHAINS Man In The Box (Columbia)	242	-79	19079	4	30/0
Debut	40	CRAZY TOWN Butterfly (Columbia)	240	+84	17794	1	22/9
43	41	FINGER ELEVEN First Time (Wind-up)	239	+15	11309	5	25/0
37	42	STONE TEMPLE PILOTS Break On Through (Elektra/EEG)	219	-82	14733	6	15/0
35	43	P.O.D. School Of Hard Knocks (Maverick)	211	-140	9681	9	22/0
49	44	AT THE DRIVE-IN One Armed Scissor (Grand Royal/Virgin)	209	+44	21188	2	26/2
47	45	MATTHEW GOOD BAND Hello Time Bomb (Atlantic)	207	+39	13225	2	27/4
45	46	INSANE CLOWN POSSE Let's Go All The Way (Island/IDJMG)	172	+1	10631	4	12/0
42	47	STONE TEMPLE PILOTS No Way Out (Atlantic)	170	-82	12990	13	12/0
Debut	48	GRAND THEFT AUDIO Stoopid Ass (London Sire)	160	+19	10217	1	14/0
50	49	U2 Beautiful Day (Interscope)	154	-3	20152	16	9/1
46	50	MEGADETH Kill The King (Capitol)	142	-28	7708	17	11/0

Most Added.

ARTIST TITLE LABEL(S)	ADDS
3 DOORS DOWN Duck And Run (Republic/Universal)	37
NOTHINGFACE Bleeder (TVT)	33
TANTRIC Breakdown (Maverick)	30
DAVE MATTHEWS BAND I Did It (RCA)	21
SKRAPE Waste (RCA)	19
U2 Walk On (Interscope)	14
ALEWIS AND F. DURST Outside (Flawless/Geffen/Interscope)	12
DEFTONES Digital Bath (Maverick)	12
CRAZY TOWN Butterfly (Columbia)	9
AEROSMITH Jaded (Columbia)	8

EVERCLEAR
"When It All Goes Wrong Again"

Active Rock: **7**
Rock: **9**

Capitol

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TANTRIC Breakdown (Maverick)	+445
ALEWIS AND F. DURST Outside (Flawless/Geffen/Interscope)	+305
3 DOORS DOWN Duck And Run (Republic/Universal)	+277
STRAIT UP FLAJON OF SEVENDUST Angel's... (Immortal/Virgin)	+232
LINKIN PARK One Step Closer (Warner Bros.)	+226
INCUBUS Drive (Immortal/Epic)	+208
LIFEHOUSE Hanging By A Moment (DreamWorks)	+192
NICKELBACK Old Enough (Roadrunner)	+179
GREEN DAY Warning (Reprise)	+170
UNION UNDERGROUND Killing The Fly (Portrait/Columbia)	+143

Breakers.

NICKELBACK		
Old Enough (Roadrunner)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
728/179	60/3	21
UNION UNDERGROUND		
Killing The Fly (Portrait/Columbia)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
625/143	61/4	26
TANTRIC		
Breakdown (Maverick)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
612/445	64/30	27
GREEN DAY		
Warning (Reprise)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
609/170	48/5	23

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increase in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



70 Active Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 12/31/00-Saturday 1/6/01. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 600 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

nothingface "BLEEDER"

On over 80 stations

#2 Most Added out of the box, including:

KXXR WAAF KLAQ WTFX WLZR KAZR KHTQ KRZR
KISS WQXA WRAT KQRC WRLR WMFS WNOR WRIF
WJJO and many, many more

HUGE Impact Week!

Over 30,000 already scanned!



Breakers Top 30

LN	TW	ARTIST TITLE (LABELS)	TOTAL PLAYS TW	LW	TOTAL STATIONS ADDS
2	1	LINKIN PARK One Step Closer (Warner Bros.)	1574	1393	49/0
3	2	GOOSMACK Awake (Republic/Universal)	1388	1382	48/0
1	3	FUEL Hemorrhage (In My Hands) (550 Music)	1356	1433	47/0
4	4	LIMP BIZKIT Rollin' (Flip/Interscope)	1209	1331	49/0
7	5	A. LEWIS AND F. DURST Outside (Flawless/Geffen/Interscope)	1206	985	44/5
6	6	RAGE AGAINST THE MACHINE Renegades Of Funk (Epic)	1107	1027	49/0
9	7	INCUBUS Drive (Immortal/Epic)	1102	951	48/1
5	8	3 DOORS DOWN Loser (Republic/Universal)	1083	1125	46/0
11	8	PAPA ROACH Last Resort (DreamWorks)	963	895	50/0
12	10	LIFEHOUSE Hanging By A Moment (DreamWorks)	946	888	36/0
15	9	CRAZY TOWN Butterfly (Columbia)	915	749	35/3
17	11	STRAIT UP FLAJON... Angel's Son (Immortal/Virgin)	907	727	49/1
13	12	DISTURBED Stupify (Giant/Reprise)	891	875	47/0
8	14	PAPA ROACH Broken Home (DreamWorks)	835	875	46/0
16	13	GREEN DAY Warning (Reprise)	786	741	38/2
14	16	EVERCLEAR When It All Goes Wrong Again (Capitol)	741	839	45/0
19	14	DISTURBED Voices (Giant/Reprise)	726	581	46/0
18	18	A PERFECT CIRCLE 3 Libras (Virgin)	695	700	43/0
10	19	OFFSPRING Original Prankster (Columbia)	640	839	44/0
20	17	COLDPLAY Yellow (Netwerk/Capitol)	588	588	26/1
22	15	MOBY F/GWEN STEFANI Southside (V2)	511	454	17/1
21	20	DUST FOR LIFE Step Into The Light (Wind-up)	502	485	31/1
23	23	PRINUS W/OZZY N.I.B. (Divine/Priority)	435	440	22/0
27	21	DIFFUSER Karma (Hollywood)	382	336	30/1
—	22	OFFSPRING Want You Bad (Columbia)	327	184	25/11
30	24	POWERMAN 5000 Ultra Mega (DVB/Columbia)	317	279	31/0
25	27	BLINK-182 Man Overboard (MCA)	311	377	25/0
—	25	AT THE DRIVE-IN One Armed Scissor (Grand Royal/Virgin)	308	230	32/2
29	28	U2 Beautiful Day (Interscope)	302	300	23/0
—	29	DEFTONES Digital Bath (Maverick)	267	60	32/17

Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. 50 Breakers reporters. Songs ranked by total plays for the airplay week Sunday 12/31-Saturday 1/6. © 2000, R&R Inc.

TUNED-IN

ACTIVE ROCK

R&R/MEDIABASE 20

LAZER 100

WLZR/Milwaukee

11am

STONE TEMPLE PILOTS Plush
METALLICA Wherever I May Roam
3 DOORS DOWN Kryptonite
PINK FLOYD Welcome To The Machine
JIMI HENDRIX All Along The Watchtower
LIVE I Alone
BLACK SABBATH Paranoid
CANDLEBOX You
GOOSMACK Awake
SKID ROW I Remember You

4pm

TANTRIC Breakdown
MOTLEY CRUE Girls, Girls, Girls
PAPA ROACH Last Resort
BLACK SABBATH Iron Man
CREED Ode
BLACK CROWES Hard To Handle
RED HOT CHILI PEPPERS Under The Bridge
MEGADETH Train Of Consequence
KORN Goodbye Lament
LED ZEPPELIN Heartbreaker
LED ZEPPELIN Living Loving Maid (She's Just...)

8pm

VAN HALEN You Really Got Me
POISON Nothin' But A Good Time
PAPA ROACH Last Resort
MEGADETH Angry Again
PUSHIMONKEY Now
PINK FLOYD Young Lust
3 DOORS DOWN Duck And Run
OZZY OSBOURNE Over The Mountain
RED HOT CHILI PEPPERS Otherside
COC Congratulations Song
LED ZEPPELIN Whole Lotta Love
DANZIG Mother
BUCKCHERRY Lit Up

92.9 FM
MEMPHIS

WMFS/Memphis

11am

CREED What If
BUSH Everything Zen
BLUR Song 2
JANE'S ADDICTION Been Caught Stealing
FIVE FOR FIGHTING Easy Tonight
BLACK CROWES Hard To Handle
FUEL Hemorrhage (In My Hands)
LIFEHOUSE Hanging By A Moment
STONE TEMPLE PILOTS Vasoline
OUR LADY PEACE Starseed
LEWIS & DURST Outside
3 DOORS DOWN Kryptonite
NIXONS Sister
EVERCLEAR When It All Goes Wrong Again

4pm

BUSH Warm Machine
DISTURBED Stupify
LIFEHOUSE Hanging By A Moment
8STOPS7 Question Everything
GOO GOO DOLLS Dizzy
OFFSPRING Original Prankster
COLLECTIVE SOUL Why Pt.2
MEGADETH Breadline
OUR LADY PEACE Is Anybody Home?
FULL DEVIL JACKET Where Did You Go?
FOO FIGHTERS Breakout
DAYS OF THE NEW Weapon And The Wound
GREEN DAY Minority
RED HOT CHILI PEPPERS Scar Tissue

8pm

OZZY OSBOURNE Crazy Train
DIO Rainbow In The Dark
TED NUGENT Stranglehold
BUSH The Chemicals Between Us
NIRVANA Come As You Are
LINKIN PARK One Step Closer
FOO FIGHTERS Monkey Wrench
MONSTER MAGNET Space Lord
KORN Goodbye Lament
CANDLEBOX You
GUNS N' ROSES November Rain



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 01/01. © 2001, R&R Inc.

WORX/Albany, NY
KTEG/Albuquerque
WNNX/Atlanta
KROX/Austin
WRAX/Birmingham
WRLR/Birmingham
WAFF/Boston
WDCN/Boston
WIQX/Chicago
KLD/Colorado Springs
WZZ/Columbus, OH
EDGE/Dallas
KPI/Denver
WLOQ/Grand Rapids
WTFI/Greenville, SC
WQXA/Harrisburg
WCCC/Hartford

KTBZ/Houston-Galveston
WRZX/Indianapolis
WNFZ/Knoxville
KXTE/Las Vegas
KROQ/Los Angeles
WJJO/Madison
WNFS/Memphis
WZTA/Miami
KXZR/Minneapolis
KOND/New Orleans
WXRK/New York
WNOR/Norfolk
WJRR/Oriando
WYSP/Philadelphia
KEDJ/Phoenix
KUPD/Phoenix
WXDX/Pittsburgh

KUFQ/Portland, OR
WBRU/Providence
KRXQ/Sacramento
KXRX/Salt Lake City
KISS/San Antonio
KITS/San Francisco
KNDD/Seattle
KFNK/Seattle
KPNT/St. Louis
WXTB/Tampa
KFMA/Tucson
KMYZ/Tulsa
KRTQ/Tulsa
WHFS/Washington, DC
WWDC/Washington, DC
KICT/Wichita

Most Played Recurrents

A PERFECT CIRCLE Judith (Virgin)

3 DOORS DOWN Kryptonite (Republic/Universal)

METALLICA I Disappear (Hollywood)

INCUBUS Pardon Me (Immortal/Epic)

UNION UNDERGROUND Turn Me On "Mr. Deadman" (Portrait/Columbia)

GOOSMACK Bad Religion (Republic/Universal)

DEFTONES Change (In The House Of Flies) (Maverick)

KORN Make Me Bad (Immortal/Epic)

STAIN'D Mudshovel (Flip/Elektra/EEG)

RED HOT CHILI PEPPERS California (Warner Bros.)

ACTIVE ROCK

Going For Adds 1/16/01

AEROSMITH Jaded (Columbia)

ALIEN ANT FARM Movies (DreamWorks)

BLUE OCTOBER Breakfast At 10 (Universal)

COLLECTIVE SOUL Vent (Atlantic)

EARTH CRISIS Slither (Victory)

(HED) PLANET EARTH Killing Time (Volcano/Jive)

OFFSPRING Want You Bad (Columbia)

SLAVES ON DOPE Inches From The Mainline (Divine/Priority)

SPINESHANK New Disease (Roadrunner)

SUNNA I'm Not Trading (Astralwerks/Caroline)

VAST I Don't Have Anything (Elektra/EEG)

Songs ranked by total plays

MARVELOUS 3 Get Over (HiFi/Elektra/EEG)
Total Plays: 116, Total Stations: 11, Adds: 0

DAVID COVERDALE Slave (Dragonshead)
Total Plays: 102, Total Stations: 7, Adds: 0

NOTHINGFACE Bleeder (TVT)
Total Plays: 88, Total Stations: 36, Adds: 33

NONPOINT What A Day (MCA)
Total Plays: 88, Total Stations: 13, Adds: 6

DEFTONES Digital Bath (Maverick)
Total Plays: 63, Total Stations: 12, Adds: 12

U2 Walk On (Interscope)
Total Plays: 47, Total Stations: 14, Adds: 14

SLASH'S SNAKEBIT Mean Bone (Koch)
Total Plays: 43, Total Stations: 7, Adds: 0

AEROSMITH Jaded (Columbia)
Total Plays: 37, Total Stations: 8, Adds: 8

DAVE MATTHEWS BAND I Did It (RCA)
Total Plays: 28, Total Stations: 21, Adds: 21

SKRAPE Waste (RCA)
Total Plays: 26, Total Stations: 19, Adds: 19

Active Rock Playlists

FINAL COMPLETE PLAYLISTS FOR ALL ACTIVE ROCK REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #5 WYSP/Philadelphia 12w Cum 845,788

MARKET #6 KEGL/Dallas-Ft. Worth 12w Cum 395,000

MARKET #7 WRIF/Detroit 12w Cum 544,208

MARKET #8 WAAF/Boston 12w Cum 489,600

MARKET #9 WZZM/Miami 12w Cum 322,700

MARKET #15 KUPD/Phoenix 12w Cum 231,500

MARKET #16 KIOZ/San Diego 12w Cum 311,100

MARKET #17 KUDR/Mississippi 12w Cum 383,500

MARKET #20 WYFF/Salt Lake City 12w Cum 284,000

MARKET #21 WYFF/Tampa 12w Cum 283,200

MARKET #23 KBPI/Denver-Boulder 12w Cum 217,000

MARKET #25 KUFD/Portland, OR 12w Cum 166,600

MARKET #27 KRKX/Sacramento 12w Cum 193,200

MARKET #30 KQRC/Kansas City 12w Cum 238,000

MARKET #31 WLZR/Milwaukee 12w Cum 233,000

MARKET #34 WAZU/Columbus, OH 12w Cum 88,700

MARKET #34 WBZZ/Columbus, OH 12w Cum 198,500

MARKET #36 WKND/Salt Lake City 12w Cum 0

MARKET #37 WKRC/Charlotte 12w Cum 183,500

#1 Most Added Rock and Active 3 DOORS DOWN "Duck And Run" Republic UNIVERSAL

active
INSIGHT

By
Tracey Hoskin
Asst. Rock Editor

AFI

Happy new year, welcome back and all of that hoo-ha. While I was freezing my butt off in Ohio over the holidays, there was one band I couldn't get off my mind. They were the last band I listened to as I huddled in my little cubicle before the break. You know how you wake up in the morning, hear a song and can't get it out of your head all day? That's how I felt about these guys, and I was cursing myself for not bringing them along on my trip to the frozen tundra.

That band is AFI! This hard-core punk rock outfit is making a lot of noise. Delightfully gritty noise. Their release for Nitro Records, *The Art of Drowning*, is a primo collection of headbanging garage-band punk.

AFI are road veterans, having toured with The Offspring, Rancid and Danzig, just to name a few. Their first cross-country tour,



AFI

including Canada, was in 1995, and they've also visited Europe and Japan. Even if you think you haven't heard of this band, you have. Remember the Offspring song "Totalimmortal"? Well, AFI were the original writers and performers of that song, which was remade by The Offspring for the *Me, Myself & Irene* soundtrack.

AFI have been spinning at specialty since October, and KATT/Oklahoma has given them some attention. Chris Allman, host of WTFX/Louisville's *Detour* specialty show, says, "AFI has a great fan base among old-school and younger punks. They played the three-day Krazyfest in Louisville, and more people had on AFI shirts than shirts for any other band. AFI's tunes smoke on the radio, from brighter-sounding energetic punk — but not pop — songs to some very dark moments. Davey Havok is one punk who can sing. AFI even hung out with their fans at Krazyfest after an obviously exhausting set."

Tracey's BAND
OF THE WEEK

Chronic Future (Retrograde/Beyond) are my first pick of 2001. These young hard-core rap rockers know what they're doing, and "The Majik" is a promising contender for honors at Active Rock. The question is: Where did they find time between study hall and learning how to drive to get this good?



ORGY AT THE CONVENTION

Orgy paid a visit to R&R Convention 2000 so we could hear their then-unreleased *Vapor Transmission*. We had the "option" to get our picture taken with them. Seen here are (back row, l-r) Orgy's Jay Gordon, Amir Derakh and Bobby Hewitt; R&R's Sky Daniels; Orgy's Ryan Shuck and Paige Haley; (front row, l-r) R&R's Dayna Talley; former R&R Asst. Alternative Editor Jeanette Grgurevic; and R&R's Kristy Reeves and Tracey Hoskin.

R&R Top 20 Specialty Artists
January 12, 2001

- 1 DISTURBED (*Giant/Reprise*) "Down With The Sickness," "Stupify"
- 2 HALFORD (*Spitfire*) "Resurrection"
- 3 MARILYN MANSON (*Nothing/Interscope*) "Disposable Teens"
- 4 SOULFLY (*Roadrunner*) "Back To The Primitive"
- 5 IRON MAIDEN (*CMC/SGR*) "Wicker Man"
- 6 FACTORY 81 (*Mojo/Universal*) "Nanu," "Peace Officer"
- 7 GODSMACK (*Republic/Universal*) "Awake"
- 8 NOTHINGFACE (*TVT*) "Make Your Own Bones"
- 9 TAPROOT (*Velvet Hammer/Atlantic*) "Again And Again"
- 10 PANTERA (*EastWest/EEG*) "I'll Cast A Shadow"
- 11 LINKIN PARK (*Warner Bros.*) "One Step Closer"
- 12 (HED) PLANET EARTH (*Volcano/Jive*) "Waiting To Die"
- 13 STRAIT UP (*Immortal/Virgin*) "Angel's Son"
- 14 KITTIE (*Ng/Artemis*) "Paperdoll"
- 15 IN FLAMES (*Nuclear Blast*) "Pinball Map"
- 16 MEGADETH (*Capitol*) "Dread & The Fugitive"
- 17 OVERKILL (*Metal-Is/SGR*) "Bleed Me"
- 18 AMEN (*I Am/Virgin*) "Refuse Amen"
- 19 CRADLE OF FILTH (*Koch*) "Her Ghost In The Fog"
- 20 SPINESHANK (*Roadrunner*) "New Disease"

Ranked by total number of shows reporting the artist, with titles listed in order of most airplay.

Specialty Show Reporters

Shows and their Top 5 songs listed alphabetically by market

Jones Radio Network (JRN)

Hordelium
Various
Heavy Myster/Lee Deuts
Godsmack "Dread"
Linkin Park "One Step Closer"
Disturbed "Stupify"
P.O.D. "Southtown"
A Perfect Circle "Judith"

MJI Broadcasting (MJ)

Pita Driver
Various
Mark Razz/Caray Natto
3 Doors Down "Duck And Run"
U.P.O. "Feel Alive"
Lews & Durst "Outside"
Strait Up "Angel's Son"
Incubus "Drive"

KEGL/Dallas, TX

Unsubversive Rock Show
Sunday 7-9pm
Robert Miguel
Poison "I Hate Every Bone"
Mötley Crüe "Hell On High Heels"
Halford "The One You Love..."
Santana 7 "Fried"
Iron Maiden "The Wicker Man"

KBPI/Deer, CO

Metals
Saturday midnight-2am
Uncle Heavy
Killer "Brackish"
Halford "The One You Love..."
Disturbed "Down With The Sick"
System Of A Down "Shame"
Hole Eternal "Calicooms"

WQXA/Harrisburg, PA

The Sunday News
Sunday 8-10am
BHI Hanson
Armchair Marian "John Wayne"
Rancid "Radio Havana"
Dracula 2000 "Heads Explode"
Cypress Hill "Rock Superstar"
Offspring "Damn It I Changed..."

WBAB/Long Island, NY

Fingers Metal Shop
Sunday 10pm-1am
Fingers
Megadeth "Dread & The Fugitive"
Overkill "My Name Is Pain"
Marilyn Manson "Disposable Teens"
Nothingface "Dad! Like Me"
Amen "Refuse Amen"

WTFX/Louisville, KY

Deluxe
Sunday 8-10pm
Chris Allman
Relative Ash "Flavor"
Rancid "Radio Havana"
Marilyn Manson "Suicide Is Painless"
Nine Inch Nails "Starjuckers Inc."
AFI "Ever And A Day"

KXXR/Minneapolis, MN

K-Stream Metal Shop
Friday 1-4am
Wick Beats
Taproot "Dragged Down"
Sub-L "Underneath It All"
Soulfly "Back To The Primitive"
Nothingface "Pass & Venegar"
Spineshank "Play God"

KBKR/Salt Lake City, UT

Radio Kees
Sunday 8-11pm
Darby
Cradle Of Filth "Her Ghost In The Fog"
Taproot "Smile"
Factory 81 "Haha"
Rage Against The Machine "Testify"
40 Grit "3 Spaces"

KZRO/Springfield, MO

Revolution
Sunday 8-9pm
E-man
Marilyn Manson "Death Song"
Blaw Witch 2 "Reckoning"
Pantera "Revolution Is My..."
Insane Clown Posse "Mr. Happy"
Lionel Lincoln "Trepkin With Jesus"

KLXP/Tucson, AZ

Area 51
Friday 10pm-midnight
Bob Bitchin
Nothingface "Bleeder"
Jommi "Goodbye Lament"
Soulfly "Back To The Primitive"
Megadeth "Dread & The Fugitive"
Godsmack "Awake"

Note: Don't freak out! "All is quiet on New Year's Day..." Bono wasn't kidding. Next week the specialty panel will be back to normal. Due to that pesky holiday we call New Years, some reporters didn't have a show. Warning: The lack of a full panel has caused the top 20 to be wacky!

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MTV X-GUIDE

- CONTINUOUS ROCK PROGRAMMING
- AUDIENCE REACH OF 6 MILLION

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WARQ	WZPC	WIXO	WSFM
WLZX	KBPI	KTEG	KIWR
WNFZ	WDYL	WXSJ	WTGZ
WCYY	KIBZ	WJSE	WPBZ
KROC	WCPR	WWVV	KRAD
WJJO	WRBR	KLEC	KRZO
WRAX	WPHD	KORX	KACV
WMKS	KLFX	KFRO	KJEE
WEBX	KMBY	KFMZ	WEJE
KDOT	WMAD	KBSO	WEEO
KFMX	WZZO		

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JIM KERR
jimmkerr@rronline.com



Deconstruction And Radio Marketing

Blown to Bits and how it relates to radio

While thinking over this Marketing theme issue, my mind kept wandering back to a book I read last summer, *Blown to Bits: How the New Economics of Information Transforms Strategy*, by Philip Evans and Thomas S. Wurster (Harvard Business School Press). This book isn't necessarily about marketing, but its fundamental premise has a lot to do with the underlying efficacy of marketing in today's Information Age, so much so that I want to share with you some of the book's core points.

Richness And Reach

Fundamentally, marketing is simply about bringing in new customers. The more new listeners a marketing campaign brings to your station, the better job it has done. Of course, this is a significant simplification. It is well-known that Arbitron shares are heavily affected by P1 listeners. As a result, a marketing plan that focuses on bringing in fewer people who are more likely to be fans to sample the station may be better than a wide-ranging marketing plan that brings in a lot more listeners who may not care to stick around.

The situation above closely parallels Evans and Wurster's description of "richness vs. reach." Reach is a fairly simple concept. It is the number of people who are exchanging information. Richness is roughly the quality and/or quantity of the information being exchanged. All of the business paradigms of the past focused on the conflict between increasing reach at the cost of richness, or vice-versa.

Evans and Wurster state it this way: "There is a universal trade-off between richness and reach. Until recently it has been possible to share extremely rich information with a very small number of people and less rich information with a larger number, but it has been impossible to share simultaneously as much richness and reach as one would like. This trade-off is at the heart of the old economics of information." This trade-off is also at the heart of the old economics of marketing.

If after reading the above you think

that I'm writing this column to do yet another rehash on how you can use the Internet to market your station with both richness and reach, think again. There is another element to reach and richness that we tend to overlook, something that Evans and Wurster call "asymmetries of information."

Asymmetries Of Information

At its most basic level, asymmetry of information describes the differences in knowledge between companies and individuals and how it affects their relationship. Evans and Wurster describe one example on the consumer level: "Someone selling a used car knows more about its faults than does the buyer. The buyer may protect himself by hiring a mechanic to look it over or by offering less than the car appears to be worth."

"If the car is actually in good condition, the seller suffers from the asymmetry as much as the buyer, since she has no way to convince the buyer that her affection for the vehicle is genuine ... Asymmetries of information impose substantial costs on the disadvantaged participant in a transaction, and often on the advantaged as well."

So what exactly does a car buyer

have to do with radio marketing? In a sense, radio stations are selling their content. In the traditional economics of marketing, the station held all the cards: The listener didn't know whether or not a station's promises were true and probably didn't know what other options he or she had in the market.

As a result of this dynamic, the radio station could market itself purely using reach: The listener would be informed of the radio station and what it had to offer but wouldn't have any way of knowing if the promises were true or whether or not he or she had any other options in the marketplace. The fundamental point of *Blown to Bits* is that such asymmetries are being blown up in the Information Age.

Deconstruction

Evans and Wurster call the breakdown of reach vs. richness "deconstruction," and deconstruction can dramatically change a business. In fact, *Blown to Bits* opens with the example of how *Encyclopedia Britannica's* business model of door-to-door encyclopedia sales was decimated by deconstruction brought on by the richness and reach of CD-ROMs and the Internet.

What does this mean for radio and, specifically, radio marketing? It may be too soon to tell, but I'll briefly mention one marketing possibility: It could mean that a billboard describing an Alternative station as the "New Music Alternative" may be irrelevant when the driver of the car can look at his 200-plus-channel stereo receiver and already have multiple "Alternative" stations preprogrammed, some of which may also claim to play "new alternative music." In a sense, you're promising more of the same — which isn't much of a promise.

The bottom line is that the old method of taking advantage of the asymmetries of information to "reach market" is going to change.

The difficulty in deconstruction is that it is not a new set of rules. As



I'M MOVING, THEY'RE PARTYING

Wouldn't you know: I'm packing up the house and kids and moving to Dallas, and the KROQ crew put together what I hear was the best Almost Acoustic Christmas ever. Oh well, I guess I'll have to vicariously relive the event through pictures like this one. Seen here backstage are (l-r) V2 Senior VP/Promotion Matt Pollack, KROQ APD Gene Sandbloom, V2 recording artist Moby and KROQ PD Kevin Weatherly.

Evans and Wurster describe it: "Deconstruction is an argument that all the old rules of strategy apply, but at a much finer level of granularity ... The strategies themselves are essentially the same, but the objects of those strategies are different."

In terms of radio marketing, the object of getting a listener to simply sample a station may end up being too broad. Alternately, it may end up being too specific. If music formats are deconstructed due to satellite and Internet radio, the new model may be to market the difference and ease of choosing among a cluster's formats, rather than the formats themselves. In fact, we are already seeing something like this today, with some owners marketing one station's format on another station within the market.

Santa Claus Is Coming To Town

I don't know how marketing will be changed or affected over the next few years, but if you believe Evans and Wurster, it will be. As they state in their

concluding chapter: "In Internet time, everything is a sprint. It is easy to deny deconstruction by pointing to a history of failures by those who have tried. This is really dangerous."

In a funny way, the entire discussion of reach vs. richness reminds me of *Miracle on 34th Street*. In the movie, all of the department store Santa Clauses avoided discussing other stores, even if they have toys unavailable at their stores. In a sense, they purposefully avoided a rich transfer of information.

When the actual Santa Claus suddenly appears with his list, a list replete with rich information that covers many stores, children and parents are delighted. The information that they wanted and were refused in the past is suddenly theirs. Of course, this changes everything, and soon all of the stores have to change their approaches or risk failure.

What Evans and Wurster are telling us in *Blown to Bits* is that if you are marketing to a radio listener today, you may as well face the fact that Santa Claus is coming to town.

nothingface "BLEEDER"

Most Added!!!

Over 80 stations out of the box, including:

- WXDX WAQZ KCXX WROX KXTE WRZX WEDJ
- KKND WMRQ WPLA WLRS WNFZ
- KTEG KMBY WKRL KLEC
- WAVF WARQ WRZK KFTE
- KQXR KRZQ KRAD
- WJSE WWVW WXR
- WCYY WEEW WFSM
- KQRX KJEE WZZQ



If music formats are deconstructed due to satellite and Internet radio, the new model may be to market the difference and ease of choosing among a cluster's formats, rather than the formats themselves. We are already seeing something like this today, with some owners marketing one station's format on another station within the market.

R&R Alternative Top 50

January 12, 2001

Wk	This Week	Artist Title Label(s)	Total Plays	+/-	Gross Impressions (G)	Weeks on Chart	Total Stations/Adds
2	1	LIFHOUSE Hanging By A Moment (DreamWorks)	2876	+135	225519	12	79/0
1	2	FUEL Hemorrhage (In My Hands) (550 Music/Epic)	2816	-191	250009	20	83/0
7	3	INCUBUS Drive (Immortal/Epic)	2412	+373	232020	6	82/0
5	4	GREEN DAY Warning (Reprise)	2342	+197	206790	6	83/2
8	5	CRAZY TOWN Butterfly (Columbia)	2323	+286	232401	9	77/1
6	6	LINKIN PARK One Step Closer (Warner Bros.)	2301	+223	225874	16	71/0
3	7	3 DOORS DOWN Loser (Republic/Universal)	2246	-121	201337	25	75/0
10	8	RAGE AGAINST THE MACHINE Renegades Of Funk (Epic)	2074	+86	237496	7	76/0
4	9	LIMP BIZKIT Rollin' (Flip/Interscope)	2058	-251	181752	17	72/0
18	10	AARON LEWIS AND FRED DURST Outside (Flawless/Geffen/Interscope)	2033	+540	250896	7	70/6
16	11	COLDPLAY Yellow (Netwerk/Capitol)	1966	+314	179742	6	77/3
15	12	MOBY F/GWEN STEFANI Southside (V2)	1873	+184	177310	11	66/1
13	13	GODSMACK Awake (Republic/Universal)	1725	-57	163493	13	72/0
11	14	BLINK-182 Man Overboard (MCA)	1708	-250	152446	15	74/0
12	15	EVERCLEAR When It All Goes Wrong Again (Capitol)	1707	-145	122236	9	79/0
9	16	OFFSPRING Original Prankster (Columbia)	1614	-422	99281	12	76/0
14	17	PAPA ROACH Broken Home (DreamWorks)	1605	-167	120394	15	69/0
20	18	STRAIT UP F/LAJON OF SEVENDUST Angel's Son (Immortal/Virgin)	1508	+192	128157	7	72/4
17	19	U2 Beautiful Day (Interscope)	1285	-259	146580	16	52/0
21	20	A PERFECT CIRCLE 3 Libras (Virgin)	1261	+33	97298	17	50/0
19	21	EVE 6 On The Roof Again (RCA)	1257	-198	64182	11	57/0
24	22	NICKELBACK Breathe (Roadrunner)	1102	+46	51448	9	58/1
23	23	DUST FOR LIFE Step Into The Light (Wind-up)	1067	+4	73545	13	52/1
Breaker	24	LENNY KRAVITZ Again (Virgin)	1052	+55	94628	14	40/0
22	25	SR-71 Politically Correct (RCA)	1029	-60	65626	7	57/0
Breaker	26	DISTURBED Voices (Giant/Reprise)	1006	+170	83756	4	62/1
25	27	RADIOHEAD Optimistic (Capitol)	907	-111	104614	14	54/0
33	28	DIFFUSER Karma (Hollywood)	811	+148	42046	5	49/2
32	29	DAVID GRAY Babylon (ATO/RCA)	802	+68	48135	8	40/0
29	30	GREEN DAY Minority (Reprise)	777	-194	72485	18	59/0
28	31	ORGY Fiction (Dreams In Digital) (Elementree/Reprise)	745	-239	54625	18	54/0
26	32	GOOD CHARLOTTE Little Things (Epic)	744	-268	49859	20	42/0
Debut	33	DAVE MATTHEWS BAND I Did It (RCA)	705	+705	68293	1	74/74
Debut	34	EVERLAST I Can't Move (Tommy Boy)	603	+321	26911	1	39/10
Debut	35	OFFSPRING Want You Bad (Columbia)	594	+306	107415	1	51/31
37	36	AT THE DRIVE-IN One Armed Scissor (Grand Royal/Virgin)	571	+83	69823	4	41/2
41	37	MARVELOUS 3 Get Over (HiFi/Elektra/EEG)	540	+138	25385	2	35/2
31	38	COLLECTIVE SOUL Why Pt. 2 (Atlantic)	517	-296	28817	15	33/0
48	39	MATTHEW GOOD BAND Hello Time Bomb (Atlantic)	488	+133	19916	2	35/3
Debut	40	U2 Walk On (Interscope)	484	+269	82024	1	59/42
43	41	JOSH JOPLIN GROUP Camera One (Artemis)	449	+60	19552	3	32/2
46	42	GRAND THEFT AUDIO Stoopid Ass (London Sire)	408	+37	17498	2	31/0
44	43	(HED) PLANET EARTH Bartender (Volcano/Jive)	389	0	43642	19	23/0
34	44	MARILYN MANSON Disposable Teens (Nothing/Interscope)	382	-275	29591	12	37/0
49	45	POWERMAN 5000 Ultra Mega (DVB/Columbia)	367	+25	15318	2	29/0
50	46	FOO FIGHTERS Next Year (Roswell/RCA)	366	+30	34653	19	14/0
35	47	P.O.D. School Of Hard Knocks (Maverick)	359	-178	25229	8	30/0
36	48	INSANE CLOWN POSSE Let's Go All The Way (Island/IDJMG)	349	-168	15930	7	28/0
40	49	EMINEM F/DIDO Stan (Aftermath/Interscope)	333	-79	29800	10	18/0
Debut	50	DEFTONES Digital Bath (Maverick)	329	+240	61336	1	35/25

Most Added

Artist Title Label(s)	Adds
DAVE MATTHEWS BAND I Did It (RCA)	74
U2 Walk On (Interscope)	42
3 DOORS DOWN Duck And Run (Republic/Universal)	38
OFFSPRING Want You Bad (Columbia)	31
AMERICAN HI-FI Flavor Of The Weak (Island/IDJMG)	30
NOTHINGFACE Bleeder (TVT)	30
DEFTONES Digital Bath (Maverick)	25
THEY MIGHT BE GIANTS Boss Of Me (Restless)	21
SEMISONIC Chemistry (MCA)	19
EVERLAST I Can't Move (Tommy Boy)	10
VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)	10

PJ Harvey
 "Good Fortune"
 Early Adds:
KROQ WPLY
 Going For Adds 1/29

Most Increased Plays

Artist Title Label(s)	Total Play Increase
DAVE MATTHEWS BAND I Did It (RCA)	+705
A. LEWIS AND F. DURST Outside (Flawless/Geffen/Interscope)	+540
INCUBUS Drive (Immortal/Epic)	+373
EVERLAST I Can't Move (Tommy Boy)	+321
COLDPLAY Yellow (Netwerk/Capitol)	+314
OFFSPRING Want You Bad (Columbia)	+306
CRAZY TOWN Butterfly (Columbia)	+286
U2 Walk On (Interscope)	+269
DEFTONES Digital Bath (Maverick)	+240
LINKIN PARK One Step Closer (Warner Bros.)	+223

Breakers

LENNY KRAVITZ Again (Virgin)		CHART
TOTAL PLAYERS INCREASE	TOTAL STATIONS/ADDS	29
1052/55	40/0	
DISTURBED Voices (Giant/Reprise)		CHART
TOTAL PLAYERS INCREASE	TOTAL STATIONS/ADDS	26
1006/170	62/1	

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increase in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



85 Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 12/31/00-Saturday 1/6/01. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 1000 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.



bt "shame"

FROM MUSIC FROM THE MOTION PICTURE SWEET NOVEMBER

Already On:
KNRK-28x WBRU 9IX WCYY
KJEE KAEP



Also available on bt's album MOVEMENT IS STILL LIFE



BreakThrough

Artist

NOTHINGFACE
Track: "BLEEDER"
LP: **VIOLENCE**
Label: TVT

By **Dayna Talley**
Asst. Alternative Editor

essentials: As lead vocalist Matt Holt puts it, "If we don't have violence, we have boredom." It is hard to figure out whether he is talking about the ways of the world or Nothingface's new album, *Violence*. Out on super-indie label TVT, it is anything but boring. It is 12 songs of in-your-face energy.

Nothingface is another band coming over from the harder-edged side of the alternative spectrum. They are a Washington, DC-based group whose specialty is loud music served on a bed of pounding guitars and strong melodies. The band was started by five years ago by Holt and friends Tommy Sickles on drums, Tom Maxwell on guitar and Bill Gall on bass. In its short history the band has already put out two other records, *Pacifier* and *An Audio Guide to Everyday Atrocity*, on DCide. They used these albums to grow their talents and give them a reason to build a huge fan base by touring relentlessly. It all seems to have paid off. What they have come up

with is something that sets them apart from the rest of the pack. Holt's voice is astounding in its content and range. He goes from brutal yelling to soaring, emotional vocals. With that talent backed by the rest of the band, Nothingface have got something truly intriguing. They are a far cry from the rap-rock sensations currently on the radio and are making themselves known in the Alternative world with their new single, "Bleeder." This song marks Nothingface as a band to watch.

Artist POV: (Matt Holt on his song content and delivery) "I have a split personality when I write. The singing ... those lyrics usually come from one point of view. The yelling is the most extreme, irrational point of view. You know when you get angry and you're in a rage, but every couple of minutes you have a moment of clarity where you are rational, but then you go right back into the rage again? That's exactly how my lyrics are and my singing is. One of the songs on the album, 'Same Solution,' is basically my interpretation of what goes on in a serial killer's mind when he is looking for a victim. It's something that intrigues me. Some people might read my lyrics and think that they are dark and evil, but a serial killer might not think his actions are dark and evil."



Nothingface

Phil Conn/PD/MD
WWVW/Savannah, GA

Phil Conn ON THE RECORD

Lifeshouse's "Hanging by a Moment" is still our No. 1-requested record. Easily No. 2 would be "Outside" with Lewis and Durst. Rage, Strait Up and Angie Aparo would round out the top five, with Crazy Town right there, as well as Incubus' "Drive." I just recently put a band called Dezeray's Hammer into rotation, and it is starting to get some good phones already. The track is called "Never Walk Away." They play here quite a bit and have built up a great following. Every time I go see them, more and more people show up. They are one of the bands that will play during our St. Patrick's Day show on River Street, along with a bunch of other bands and a major headliner to be announced shortly. ■ On a personal level, I still love "The American" by Angie Aparo, and an unsigned band called Rev-7, and I will always be a huge Iron Maiden fan! Hope they win the Grammy over those punks Slipknot! I'm really looking forward to hearing the rest of Dave Matthews' new CD, and I'm a little curious about RCA's new band Skrape.

RCA Records gave radio a nice holiday present and dropped a new Dave Matthews Band track, "I Did It." The song pulls in an astonishing 74 adds out of 85 reporters. The first quarter is usually marked with more open playlists for new artists. Well, the playlists were open (eight songs had at least 20 adds!), but the superstars weren't in hibernation. Coming in at a still-strong No. 2 was U2, whose "Walk On" pulls in 42 adds. And how about 3 Doors Down? Their third single, "Duck and Run," certainly pulled in enough adds to bolster their image as stars. The Offspring are another superstar act at the top of their game. "Want You Bad" pulls in 31 new adds. The new acts did quite well, too, thank you very much. Nothingface's "Bleeder" is riding a nice early buzz and pulls in 30 adds, as does American Hi-Fi's "Flavor of the Week," which garnered major airplay across the country, including WBCN Boston, WXRK New York and WKQX Chicago. Check out the early action on Alien Ant Farm's "Movies." It's not even going for adds until this coming week, and already in are WXRK, KROQ Los Angeles, WKQX and a host of others. Did you catch the They Might Be Giants' "Boss of Me" video on *Malcolm in the Middle* this past week? Your listeners did. Finally, Deftones bring in the new year quite strongly with 35 stations already on "Digital Bath." **RECORD OF THE WEEK:** Semisonic's "Chemistry"

ON THE RADIO

by Jim Kerr



NEW FOUND GLORY

"hit or miss"
(WAITED TOO LONG)

Early Adds:
KROQ, WHFS, KXTE, WZZQ

Add Date: JANUARY 22nd

WWW.NEWFOUNDECLORY.COM
WWW.DRIVETHRURECORDS.COM
drive-thru N-G-A
02001 RCA Records

Most Played Recurrents

- PAPA ROACH Last Resort (DreamWorks)
- DISTURBED Stupify (Giant/Reprise)
- INCUBUS Stellar (Immortal/Epic)
- 3 DOORS DOWN Kryptonite (Republic/Universal)
- A PERFECT CIRCLE Judith (Virgin)
- SR-71 Right Now (RCA)
- INCUBUS Pardon Me (Immortal/Epic)
- DEFTONES Change (In The House Of Flies) (Maverick)
- RED HOT CHILI PEPPERS Otherside (Warner Bros.)
- CREED Higher (Wind-up)
- STONE TEMPLE PILOTS Sour Girl (Atlantic)
- BLINK-182 Adam's Song (MCA)
- RED HOT CHILI PEPPERS Californication (Warner Bros.)
- KORN Make Me Bad (Immortal/Epic)
- CREED With Arms Wide Open (Wind-up)
- METALLICA I Disappear (Hollywood)
- FOO FIGHTERS Learn To Fly (Roswell/RCA)
- BLINK-182 All The Small Things (MCA)
- LIT My Own Worst Enemy (RCA)
- WHEATUS Teenage Dirtbag (Columbia)

ALTERNATIVE Going For Adds 1/16/01

- ALIEN ANT FARM Movies (DreamWorks)
- BARENAKED LADIES Too Little, Too Late (Reprise)
- BLUE OCTOBER Breakfast After 10 (Universal)
- BT Shame (Nettwerk/Reprise)
- COLLECTIVE SOUL Vent (Atlantic)
- DEFTONES Digital Bath (Maverick)
- EARTH CRISIS Slither (Victory)
- FUEL Innocent (550 Music/Epic)
- (HED) PLANET EARTH Killing Time (Volcano/Jive)
- SUNNA I'm Not Trading (Melankolic/Astralwerks)
- VAST I Don't Have Anything (Elektra/EEG)
- WESTON To Some I'm Genius (Mojo/Universal)

TUNED-IN ALTERNATIVE

R&R/MEDIABASE 24/7

WRLX/West Palm Beach, FL

BUZZ 103.1 WPBZ/West Palm Beach, FL

3am

3am

- STAIN'D Mudshovel
- 3 DOORS DOWN Loser
- LIFEHOUSE Hanging By A Moment
- EVERLAST What It's Like
- SEVENDUST Denial
- PAPA ROACH Last Resort
- METALLICA Enter Sandman
- KORN Make Me Bad
- A PERFECT CIRCLE Judith
- CREED Faceless Man
- LIMP BIZKIT Rollin' (Air Raid Vehicle)
- GODSMACK Keep Away
- NIRVANA Lithium
- LINKIN PARK One Step Closer

- OFFSPRING Self Esteem
- DISTURBED Voices
- BUCKCHERRY Lit Up
- INSANE CLOWN POSSE Let's Go All The Way
- ROB ZOMBIE Dragula
- FILTER Hey Man, Nice Shot
- RED HOT CHILI PEPPERS Suck My Kiss
- RAGE AGAINST THE MACHINE Renegades Of Funk
- FUEL Hemorrhage (In My Hands)
- BUSH Greedy Fly
- EVERCLEAR When It All Goes Wrong Again
- STONE TEMPLE PILOTS Dead & Bloating
- PEARL JAM Eventflow
- 311 All Mixed Up

11am

11am

- GREEN DAY Brain Stew
- LINKIN PARK One Step Closer
- LIVE All Over You
- RAGE AGAINST THE MACHINE Renegades Of Funk
- BUSH The Chemicals Between Us
- EVERCLEAR When It All Goes Wrong Again
- NINE INCH NAILS We're In This Together
- LIMP BIZKIT Take A Look Around
- FUEL Hemorrhage (In My Hands)
- JANE'S ADDICTION Jane Says
- METALLICA I Disappear
- DISTURBED Stupify
- BLINK-182 Man Overboard
- SEVENDUST Denial
- KORN Got The Life
- SOUNDGARDEN Spoonman

- U.P.O. Godless
- OFFSPRING Come Out & Play (Keep 'Em...)
- LIT My Own Worst Enemy
- PEARL JAM Black
- MOBY I/GWEN STEFANI Southside
- DLEANDER Why I'm Here
- KORN Freak On A Leash
- BECK Loser
- AARON LEWIS & FRED DURST Outside
- (HED) PLANET EARTH Bartender
- GODSMACK Whatever
- 6 GIG Hit The Ground
- CREED What If
- FUEL Shimmer

4pm

4pm

- NIRVANA All Apologies
- LIMP BIZKIT Take A Look Around
- LINKIN PARK One Step Closer
- U.P.O. Godless
- CREED Higher
- SEVENDUST Denial
- RAGE AGAINST THE MACHINE Renegades Of Funk
- ALICE IN CHAINS Would?
- RED HOT CHILI PEPPERS Otherside
- FUEL Hemorrhage (In My Hands)
- GREEN DAY Warning
- GODSMACK Bad Religion
- BLINK-182 What's My Age Again
- OFFSPRING Gotta Get Away
- DISTURBED Stupify

- BLINK-182 Man Overboard
- KID ROCK Cowboy
- JIMMIE'S CHICKEN SHACK High
- RAGE AGAINST THE MACHINE Renegades Of Funk
- OUR LADY PEACE Superman's Dead
- RED HOT CHILI PEPPERS Around The World
- BEASTIE BOYS So What'cha Want
- 3 DOORS DOWN Loser
- KORN Make Me Bad
- ORGY Blue Monday
- OFFSPRING Original Prankster
- FAITH NO MORE Epic
- EVERCLEAR Father Of Mine
- NIRVANA Lake Of Fire



Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Tuned-In is based on sample hours taken from Monday 01/01. © 2001, R&R Inc.

Nickelback

BREATHE

**New Add:
WBCN!**

R&R Alternative 22

Modern Monitor 25*

Over 60 stations including:

- Q101 KTBZ KNRK WFNX WRZX
- KEDJ WXDX KKND WMRQ KTCL

Sales over 340,000



ROADRUNNER

Alternative Playlists

FINO COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #1

WKRX/New York
Infinity
(212) 314-9230
Kingston/Booker/Peer
12+ Cumc 2,198,700



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
38	36	LEWIS AND DURST/Outside	40824
37	36	RED HOT CHILI - Paradise	40824
34	36	RAGE AGAINST...Renegades Of Funk	39690
21	33	GODSACK/Awake	37427
24	29	INCUBUS/Drive	35886
21	29	LIMP BIZKIT/Rollin'	35886
27	27	U2/Beautiful Day	30618
27	27	FUEL/Hemorrhage	29484
23	26	PEARL JAM/Live Through Years	29484
26	26	SMASHING PUMPKINS/Untitled	29484
27	24	BLINK-182/Man Overboard	27216
27	24	GREEN DAY/Warning	27216
25	23	3 DOORS DOWN/Loser	26029
22	22	INCUBUS/Satellite	24948
18	22	U2/Walk On	24948
21	21	PEARL JAM/Janie's Theme	23814
20	20	FUEL/Innocent	22608
16	19	CRAZY TOWN/Butterfly	21546
14	19	OFFSPRING/Want You Bad	21546
16	18	DISTURBED/Down	20412
18	18	LINKIN PARK/One Step Closer	20412
23	18	PAPA ROACH/Broken Home	20412
18	18	INCUBUS/Paradise	19778
36	17	STRAIT UP FLAJOON.../Angel's Son	19778
34	16	GREEN DAY/Minority	18144
26	16	3 DOORS DOWN/Kryptonite	18144
14	16	CRED IT/When It All Goes...	18144
15	15	DEFONES/Digital Bath	17010
15	15	THE FLYING MACHINE/Earthbreaker	17010
13	15	LIT MY OWN Worst Enemy	17010

MARKET #2

KROQ/Los Angeles
Infinity
(818) 567-1067
Weatherly/Sandborn/Worden
12+ Cumc 1,477,600



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
42	40	RAGE AGAINST...Renegades Of Funk	33680
39	39	LINKIN PARK/One Step Closer	32638
18	37	MORBY I GOWN STEFANI/Scoutsade	31154
28	36	SMASHING PUMPKINS/Untitled	30712
37	33	LEWIS AND DURST/Outside	27786
37	32	COLDPLAY/Yellow	26944
25	30	CRAZY TOWN/Butterfly	25260
27	28	BLINK-182/Man Overboard	18524
28	28	DISTURBED/Down	23576
30	28	RADIOHEAD/Pyramid Song	14874
16	24	OFFSPRING/Want You Bad	20208
23	23	INCUBUS/Drive	19346
22	23	PAPA ROACH/Broken Home	18524
25	22	DEFONES/Change	18524
20	22	U2/Beautiful Day	18524
35	21	INCUBUS/Paradise	17682
20	21	A PERFECT CIRCLE/Judith	17682
19	20	DEFONES/Digital Bath	16840
14	20	LIFEHOUSE/Hanging By A Moment	16840
18	18	FUEL/Hemorrhage	15998
15	18	U2/Walk On	15998
15	18	GODSACK/Awake	15156
17	18	LIMP BIZKIT/Rollin'	15156
17	17	BLINK-182/Man Overboard	14314
17	17	LIMP BIZKIT/Rollin'	14314
19	15	GREEN DAY/Warning	12630
15	15	INCUBUS/Drive	12630
14	15	DEFONES/Digital Bath	12630
15	15	METALLICA/Dead and Company	12630
12	14	AT THE DRIVE-IN/One Armed Scissor	11788

MARKET #3

WKQX/Chicago
Emmis
(312) 527-8348
Richard/Schumans
12+ Cumc 892,300



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
40	40	LINKIN PARK/One Step Closer	17286
42	42	LIFEHOUSE/Hanging By A Moment	16584
38	41	LEWIS AND DURST/Outside	16482
41	39	CRAZY TOWN/Butterfly	15678
34	39	LEWIS AND DURST/Outside	15678
33	39	COLDPLAY/Yellow	15678
33	39	RAGE AGAINST...Renegades Of Funk	15678
12	37	3 DOORS DOWN/Loser	14874
29	37	MORBY I GOWN STEFANI/Scoutsade	14874
28	31	DUST FOR LIFE/Step Into The Light	12630
42	29	PAPA ROACH/Broken Home	11858
22	27	GREEN DAY/Warning	10854
17	27	INCUBUS/Drive	10854
16	24	FUEL/Hemorrhage	9648
15	23	OFFSPRING/Want You Bad	9648
16	20	AT THE DRIVE-IN/One Armed Scissor	8040
22	19	NICKELBACK/Under the Radar	7638
14	18	A PERFECT CIRCLE/Judith	7284
13	17	DIFFUSE/Rain	6432
13	16	DEFONES/Change	6432
10	16	INCUBUS/Paradise	6432
11	16	3 DOORS DOWN/Kryptonite	6432
10	16	INCUBUS/Satellite	6432
11	16	CYPRUS HILL/Supersstar	6000
17	14	DISTURBED/Down	5678
15	14	RAGE AGAINST...Tessy	5678
14	14	FLYING MACHINE/Earthbreaker	5678
16	14	AT THE DRIVE-IN/One Armed Scissor	5678

MARKET #4

KITS/San Francisco
Infinity
(415) 512-1053
Taylor/Axelsson
12+ Cumc 687,200



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
50	52	LEWIS AND DURST/Outside	14768
47	52	PAPA ROACH/Broken Home	14768
48	51	RAGE AGAINST...Renegades Of Funk	14484
21	50	A PERFECT CIRCLE/Judith	14000
24	49	RADIOHEAD/Pyramid Song	13916
26	33	CRAZY TOWN/Butterfly	9372
18	33	LINKIN PARK/One Step Closer	9372
26	31	COLDPLAY/Yellow	8804
30	30	GREEN DAY/Warning	8520
42	30	MORBY I GOWN STEFANI/Scoutsade	8520
43	29	DEFONES/Change	7852
23	28	INCUBUS/Paradise	7626
16	27	FUEL/Hemorrhage	7626
12	27	OFFSPRING/Want You Bad	7668
23	27	GOOD CHARI/DITTE/All Things	7668
11	25	GREEN DAY/Warning	7100
14	25	U2/Beautiful Day	6816
25	23	RED HOT CHILI - Around the World	6532
17	23	LIMP BIZKIT/Rollin'	6532
20	23	LIMP BIZKIT/Rollin'	6532
13	23	PAPA ROACH/Broken Home	6532
18	22	3 DOORS DOWN/Kryptonite	6532
18	22	INCUBUS/Satellite	6532
12	20	RED HOT CHILI - Otherwise	5680
12	20	AT THE DRIVE-IN/One Armed Scissor	5396
10	18	EVERCLEAR/When It All Goes...	5396
14	18	RED HOT CHILI - Parallel Universe	5112
10	18	STONE TEMPLE PILOTS/Sour Girl	5112
12	17	CYPRUS HILL/Supersstar	4828

MARKET #5

WPLY/Philadelphia
Radio One
(610) 565-8900
McGinn/Dunn/Fein
12+ Cumc 584,100



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
36	43	CRAZY TOWN/Butterfly	10578
25	42	MORBY I GOWN STEFANI/Scoutsade	10332
44	42	LIFEHOUSE/Hanging By A Moment	10332
23	38	LENNY KRAVITZ/Again	9348
20	38	PAPA ROACH/Last Resort	8856
32	36	FUEL/Hemorrhage	8856
27	35	U2/Beautiful Day	8610
30	33	COLDPLAY/Yellow	8118
19	32	GREEN DAY/Warning	7872
23	30	LEWIS AND DURST/Outside	7626
25	30	BLINK-182/Man Overboard	7380
24	29	DAVID GRAY/Babyon	7134
30	29	3 DOORS DOWN/Loser	7134
28	28	SR-71/Right Now	7134
27	27	GOOD CHARI/DITTE/All Things	6642
25	25	WALL TO WALLS/Sleepwalking	6150
15	23	INCUBUS/Drive	5658
22	22	EVERCLEAR/When It All Goes...	5412
5	22	U2/Walk On	5412
17	20	LIMP BIZKIT/Rollin'	4920
20	20	DAVE MATTHEWS BAND/1 Did It	4920
16	20	EMMIE M/F/D/O/Stan	4674
16	20	INCUBUS/Satellite	4674
16	20	OFFSPRING/Original Prankster	4674
15	19	RAGE AGAINST...Renegades Of Funk	4674
8	19	STRAIT UP FLAJOON.../Angel's Son	4674
14	18	LINKIN PARK/One Step Closer	4674
10	18	DAVE MATTHEWS BAND/1 Did It	4428
16	18	SR-71/Politically Correct	4128
13	17	BARE NAKED LADIES/One Step Closer	4128

MARKET #6

KDGE/Dallas-Ft. Worth
Clear Channel
(972) 770-7777
Doherty/Ayo
12+ Cumc 391,100



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
26	39	BLINK-182/Adam's Song	7448
21	38	NO DOUBT/It's a Gift	7258
27	38	BLINK-182/What My Age Again?	7052
41	36	3 DOORS DOWN/Loser	6876
31	36	FOO FIGHTERS/Learn to Fly	6876
34	32	GREEN DAY/Warning	6112
29	31	LIFEHOUSE/Hanging By A Moment	5921
30	31	INCUBUS/Drive	5730
37	29	FUEL/Hemorrhage	5539
33	29	PAPA ROACH/1st Resort	5539
28	28	WHAT IS/Tenage Dertrag	5148
19	27	LIMP BIZKIT/Re-Arranged	5148
35	26	DEXTER FREEDMAN/Leaving Town	4966
24	26	LIMP BIZKIT/Re-Arranged	4775
20	25	OLE ANDER/No Walk Alone	4775
25	25	GRE I/Higher	4775
29	25	INCUBUS/Satellite	4775
28	24	FILTER/The Best Things	4528
19	24	SR-71/Right Now	4528
28	24	COLDPLAY/Yellow	4528
26	24	EVERCLEAR/When It All Goes...	4528
24	24	LIT/Misable	4528
19	23	CRAZY TOWN/Butterfly	4528
19	23	STROKE 5/It's Black	4393
12	22	TONGUE/Worried	4202
22	22	VERTICAL HORIZON/Everything You Want	4202
12	21	FILTER/The Best Things	4011
17	21	BUSH/Introducing The Cables	4011

MARKET #7

CMIX/Detroit
Chum Ltd.
(313) 961-6397
Brooksback/Canova/Franklin
12+ Cumc 408,900



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
41	40	LEWIS AND DURST/Outside	8120
39	38	RAGE AGAINST...Renegades Of Funk	7714
33	37	LIFEHOUSE/Hanging By A Moment	7308
34	34	3 DOORS DOWN/Loser	6902
33	33	INGRI L/EVEN First Time	6699
32	32	BLINK-182/Man Overboard	6496
33	32	DAVE MATTHEWS BAND/1 Did It	6496
34	30	LENNY KRAVITZ/Again	6090
24	28	INCUBUS/Drive	5278
24	26	PAPA ROACH/Broken Home	5278
26	25	GODSACK/Awake	5075
25	25	COLDPLAY/Yellow	5075
23	25	LINKIN PARK/One Step Closer	5075
28	24	STRAIT UP FLAJOON.../Angel's Son	4872
24	24	DUST FOR LIFE/Step Into The Light	4872
22	24	DAVE MATTHEWS BAND/1 Did It	4466
16	24	FUEL/Hemorrhage	4263
19	21	9MINE/If You Ain't Seen...	4263
21	19	EVERCLEAR/When It All Goes...	4263
20	21	CRAZY TOWN/Butterfly	4060
20	20	NEIL Y/URTADOTM Like A Bird	4060
17	18	SUM 41/Makes No Difference	3248
10	18	BARE NAKED LADIES/Too Little Too Late	3248
17	18	LEWIS AND DURST/Outside	3248
18	15	U2/Beautiful Day	3045

MARKET #8

WBEN/Boston
Infinity
(617) 266-1111
DeGuzis/Schick
12+ Cumc 677,200



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
36	34	A PERFECT CIRCLE/J Libras	10744
36	34	LEWIS AND DURST/Outside	10744
34	34	RADIOHEAD/Pyramid Song	10744
22	32	INCUBUS/Drive	9164
27	32	CRAZY TOWN/Butterfly	8216
17	32	LIFEHOUSE/Hanging By A Moment	8216
19	25	RAGE AGAINST...Renegades Of Funk	7900
25	24	GREEN DAY/Warning	7584
24	24	GODSACK/Awake	7584
11	24	OFFSPRING/Want You Bad	7584
17	22	COLDPLAY/Yellow	6952
15	21	LINKIN PARK/One Step Closer	6636
36	21	LENNY KRAVITZ/Again	6636
21	21	STRAIT UP FLAJOON.../Angel's Son	6636
23	20	FUEL/Hemorrhage	6320
19	20	MORBY I GOWN STEFANI/Scoutsade	6004
15	19	SR-71/Politically Correct	6004
1	18	U2/Walk On	5688
1	18	EVERCLEAR/When It All Goes...	5688
13	14	P.O./School Of Hard	4424
13	14	DAVE MATTHEWS BAND/1 Did It	4108
13	12	PAPA ROACH/Broken Home	3792
12	12	DAVID GRAY/Please Forgive Me	3792
11	12	EVERCLEAR/When It All Goes...	3476
14	11	DISTURBED/Down	3476
5	9	KORN/Make Me Bad	2544
5	9	PAPA ROACH/1st Resort	2544
6	7	METALLICA/Dead and Company	2212
6	7	RED HOT CHILI - Otherwise	2212
17	7	U2/Beautiful Day	2212

MARKET #9

WFMX/Boston
NCC
(781) 596-6200
Cruz/Murphy/Mays
12+ Cumc 224,300



PLAYS

3W	TW	ARTIST/TITLE	GI (000)
34	46	CRAZY TOWN/Butterfly	3220
37	39	GODSACK/Awake	3220
28	38	LINKIN PARK/One Step Closer	2930
38	36	RAGE AGAINST...Renegades Of Funk	2540
15	32	LEWIS AND DURST/Outside	2170
32	31	LIFEHOUSE/Hanging By A Moment	2170
31	29	INCUBUS/Drive	2020
20	28	FUEL/Hemorrhage	1820
26	23	AT THE DRIVE-IN/One Armed Scissor	1640
22	22	DISTURBED/Down	1640
21	21	BLINK-182/Man Overboard	1400
22	20	LIMP BIZKIT/Rollin'	1400
19	20	MORBY I GOWN STEFANI/Scoutsade	1400
18	19	DUST FOR LIFE/Step Into The Light	1330
24	19	PAPA ROACH/Broken Home	1330
16	19	A PERFECT CIRCLE/J Libras	1330
6	19	DEFONES/Digital Bath	1330
20	18	STRAIT UP FLAJOON.../Angel's Son	1260
21	18	OFFSPRING/Original Prankster	1260
24	18	OUTKAST/O.B.	1260
13	18	PAPA ROACH/1st Resort	1260
23	18	CYPRUS HILL/Supersstar	1260
22	18	OFFSPRING/Want You Bad	1260
21	18	EVERCLEAR/When It All Goes...	1180
17	17	AMERICAN HE/HI/Lover Of The Weak	1180

Alternative Playlists

FIND COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE MUSIC TRACKING

<p>MARKET #23</p> <p>KTCZ/Cover-Boiler Clear Channel (603) 233-1441 Hamilton/Jay 12x Cumulative 288,000</p>  <p>PLAYS</p> <table border="1"> <thead> <tr> <th>3W</th> <th>TW</th> <th>ARTIST/TITLE</th> <th>GI (000)</th> </tr> </thead> <tbody> <tr><td>36</td><td>43</td><td>DEXTER FREEBISH/Leaving Town</td><td>3645</td></tr> <tr><td>43</td><td>43</td><td>FUEL/Hemorrhage</td><td>3643</td></tr> <tr><td>36</td><td>43</td><td>3 DOORS DOWN/Last Resort</td><td>3643</td></tr> <tr><td>43</td><td>43</td><td>LIFEHOUSE/Hanging By A Moment</td><td>3643</td></tr> <tr><td>43</td><td>43</td><td>LEWIS AND DURST/Outside</td><td>3643</td></tr> <tr><td>43</td><td>43</td><td>CRAZY TOWN/Butterfly</td><td>3642</td></tr> <tr><td>43</td><td>43</td><td>SR-71/Right Now</td><td>3401</td></tr> <tr><td>43</td><td>43</td><td>MOBY FOWEN STEFANI/Scoutside</td><td>2754</td></tr> <tr><td>43</td><td>43</td><td>LEWIS AND DURST/Outside</td><td>2673</td></tr> <tr><td>43</td><td>43</td><td>COLDPLAY/Yellow</td><td>2673</td></tr> <tr><td>43</td><td>43</td><td>CREED/Are You Ready</td><td>2592</td></tr> <tr><td>43</td><td>43</td><td>WHEATLES/Tenage Dirtbag</td><td>2592</td></tr> <tr><td>43</td><td>43</td><td>DANDY WARHOL/Sheeshmen Like You</td><td>2592</td></tr> <tr><td>43</td><td>43</td><td>A PERFECT CIRCLE/13 Libras</td><td>2511</td></tr> <tr><td>43</td><td>43</td><td>GREEN DAY/Warning</td><td>2430</td></tr> <tr><td>43</td><td>43</td><td>INCUBUS/Drive</td><td>2430</td></tr> <tr><td>43</td><td>43</td><td>BLINK-182/Man Overboard</td><td>2349</td></tr> <tr><td>43</td><td>43</td><td>PAPA ROACH/Last Resort</td><td>2349</td></tr> <tr><td>43</td><td>43</td><td>EVERLAST/Can't Move</td><td>2187</td></tr> <tr><td>43</td><td>43</td><td>MOBY FOWEN STEFANI/Scoutside</td><td>2187</td></tr> <tr><td>43</td><td>43</td><td>RADIOHEAD/Optimistic</td><td>2106</td></tr> <tr><td>43</td><td>43</td><td>DART PUNK/One More Time</td><td>2106</td></tr> <tr><td>43</td><td>43</td><td>INCUBUS/Drive</td><td>2106</td></tr> <tr><td>43</td><td>43</td><td>U2/Rattle and Hum</td><td>1701</td></tr> <tr><td>43</td><td>43</td><td>RYLINDR/NO Smoke Screen</td><td>1620</td></tr> <tr><td>43</td><td>43</td><td>EVERLAST/Can't Move</td><td>1539</td></tr> <tr><td>43</td><td>43</td><td>NICKELBACK/Devil's on My Mind</td><td>1377</td></tr> <tr><td>43</td><td>43</td><td>THE DILLINGER Escape Plan</td><td>1377</td></tr> <tr><td>43</td><td>43</td><td>DIFFUSER/Karma</td><td>1296</td></tr> <tr><td>43</td><td>43</td><td>LINKIN PARK/One Step Closer</td><td>1215</td></tr> </tbody> </table>	3W	TW	ARTIST/TITLE	GI (000)	36	43	DEXTER FREEBISH/Leaving Town	3645	43	43	FUEL/Hemorrhage	3643	36	43	3 DOORS DOWN/Last Resort	3643	43	43	LIFEHOUSE/Hanging By A Moment	3643	43	43	LEWIS AND DURST/Outside	3643	43	43	CRAZY TOWN/Butterfly	3642	43	43	SR-71/Right Now	3401	43	43	MOBY FOWEN STEFANI/Scoutside	2754	43	43	LEWIS AND DURST/Outside	2673	43	43	COLDPLAY/Yellow	2673	43	43	CREED/Are You Ready	2592	43	43	WHEATLES/Tenage Dirtbag	2592	43	43	DANDY WARHOL/Sheeshmen Like You	2592	43	43	A PERFECT CIRCLE/13 Libras	2511	43	43	GREEN DAY/Warning	2430	43	43	INCUBUS/Drive	2430	43	43	BLINK-182/Man Overboard	2349	43	43	PAPA ROACH/Last Resort	2349	43	43	EVERLAST/Can't Move	2187	43	43	MOBY FOWEN STEFANI/Scoutside	2187	43	43	RADIOHEAD/Optimistic	2106	43	43	DART PUNK/One More Time	2106	43	43	INCUBUS/Drive	2106	43	43	U2/Rattle and Hum	1701	43	43	RYLINDR/NO Smoke Screen	1620	43	43	EVERLAST/Can't Move	1539	43	43	NICKELBACK/Devil's on My Mind	1377	43	43	THE DILLINGER Escape Plan	1377	43	43	DIFFUSER/Karma	1296	43	43	LINKIN PARK/One Step Closer	1215	<p>MARKET #25</p> <p>KNKR/Portland, OR Entercom (503) 233-1441 Hamilton/Jay 12x Cumulative 175,000</p>  <p>PLAYS</p> <table border="1"> <thead> <tr> <th>3W</th> <th>TW</th> <th>ARTIST/TITLE</th> <th>GI (000)</th> </tr> </thead> <tbody> <tr><td>26</td><td>43</td><td>GOOD CHARLOTTE/All Things</td><td>2967</td></tr> <tr><td>27</td><td>42</td><td>COLDPLAY/Yellow</td><td>2936</td></tr> 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Funk</td><td>1575</td></tr> <tr><td>38</td><td>38</td><td>FUEL/Hemorrhage</td><td>1330</td></tr> <tr><td>38</td><td>38</td><td>BLINK-182/Man Overboard</td><td>1225</td></tr> <tr><td>38</td><td>38</td><td>CRAZY TOWN/Butterfly</td><td>1260</td></tr> <tr><td>36</td><td>36</td><td>STRAIT UP FAJAJON.../Angel's Son</td><td>1260</td></tr> <tr><td>35</td><td>35</td><td>NICKELBACK/Devil's on My Mind</td><td>1225</td></tr> <tr><td>35</td><td>35</td><td>CREED/Are You Ready</td><td>1225</td></tr> <tr><td>35</td><td>35</td><td>GREEN DAY/Warning</td><td>1190</td></tr> <tr><td>35</td><td>35</td><td>OFFSPRING/Original Frankster</td><td>1190</td></tr> <tr><td>33</td><td>33</td><td>DEFTONES/Back to School</td><td>1155</td></tr> <tr><td>28</td><td>29</td><td>DISTURBE/Devil's on My Mind</td><td>1015</td></tr> <tr><td>36</td><td>27</td><td>EVERLAST/When It All Goes...</td><td>945</td></tr> <tr><td>36</td><td>27</td><td>LINKIN PARK/One Step Closer</td><td>945</td></tr> 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Closer	1645	46	45	DISTURBE/Devil's on My Mind	1575	46	45	GODSMACK/Awake	1575	47	45	LIMP BIZKIT/Roller	1575	47	45	PAPA ROACH/Broken Home	1575	47	45	RAGE AGAINST.../Renegades Of Funk	1575	38	38	FUEL/Hemorrhage	1330	38	38	BLINK-182/Man Overboard	1225	38	38	CRAZY TOWN/Butterfly	1260	36	36	STRAIT UP FAJAJON.../Angel's Son	1260	35	35	NICKELBACK/Devil's on My Mind	1225	35	35	CREED/Are You Ready	1225	35	35	GREEN DAY/Warning	1190	35	35	OFFSPRING/Original Frankster	1190	33	33	DEFTONES/Back to School	1155	28	29	DISTURBE/Devil's on My Mind	1015	36	27	EVERLAST/When It All Goes...	945	36	27	LINKIN PARK/One Step Closer	945	36	27	OFFSPRING/Original Frankster	875	23	23	DEFTONES/Digital Bath	805	21	21	PO D./School Of Hard...	770	22	20	DUST FOR LIFE/Step Into The Light	700	22	20	POWERMAN 5000/When Worlds Collide	665	22	20	INCUBUS/Drive	665	22	20	DEFTONES/Back to School	560	19	19	KID ROCK/My Deeper Complex	525	19	19	3 DOORS DOWN/Kryptonite	525	18	17	KORN/Make Me Bad	473	13	12	A PERFECT CIRCLE/Judith	420	12	12	INCUBUS/Drive	420	<p>MARKET #27</p> <p>KWOD/Sacramento Royce (916) 448-5000 Bunce/Boomer 12x Cumulative 237,400</p>  <p>PLAYS</p> <table border="1"> <thead> <tr> <th>3W</th> <th>TW</th> <th>ARTIST/TITLE</th> <th>GI (000)</th> </tr> </thead> <tbody> <tr><td>35</td><td>81</td><td>LIFEHOUSE/Hanging By A Moment</td><td>5202</td></tr> <tr><td>44</td><td>50</td><td>LEWIS AND DURST/Outside</td><td>5100</td></tr> <tr><td>50</td><td>50</td><td>A PERFECT CIRCLE/Judith</td><td>5100</td></tr> <tr><td>47</td><td>47</td><td>DISTURBE/Devil's on My Mind</td><td>4794</td></tr> <tr><td>46</td><td>46</td><td>3 DOORS DOWN/Duck And Run</td><td>4692</td></tr> <tr><td>45</td><td>46</td><td>PAPA ROACH/Last Resort</td><td>4692</td></tr> <tr><td>26</td><td>45</td><td>PAPA ROACH/Broken Home</td><td>4590</td></tr> <tr><td>26</td><td>45</td><td>LINKIN PARK/One Step Closer</td><td>4284</td></tr> <tr><td>26</td><td>45</td><td>MOBY FOWEN STEFANI/Scoutside</td><td>3672</td></tr> <tr><td>31</td><td>36</td><td>RAGE AGAINST.../Renegades Of Funk</td><td>3672</td></tr> <tr><td>45</td><td>34</td><td>CRAZY TOWN/Butterfly</td><td>3468</td></tr> <tr><td>31</td><td>34</td><td>OFFSPRING/Original Frankster</td><td>3468</td></tr> <tr><td>28</td><td>31</td><td>EVERLAST/Can't Move</td><td>3162</td></tr> <tr><td>50</td><td>30</td><td>GODSMACK/Awake</td><td>3060</td></tr> <tr><td>28</td><td>30</td><td>CREED/Are You Ready</td><td>2958</td></tr> <tr><td>47</td><td>29</td><td>FUEL/Hemorrhage</td><td>2958</td></tr> <tr><td>27</td><td>29</td><td>DISTURBE/Devil's on My Mind</td><td>2856</td></tr> <tr><td>25</td><td>27</td><td>RED HOT CHILLI.../Parallel Universe</td><td>2754</td></tr> <tr><td>10</td><td>25</td><td>LIMP BIZKIT/Roller</td><td>2540</td></tr> <tr><td>31</td><td>23</td><td>LENNY KRAVITZ/Agan</td><td>2246</td></tr> <tr><td>24</td><td>26</td><td>A PERFECT CIRCLE/Judith</td><td>2040</td></tr> <tr><td>8</td><td>19</td><td>FUEL/Hemorrhage</td><td>1938</td></tr> <tr><td>15</td><td>19</td><td>GREEN DAY/Warning</td><td>1938</td></tr> <tr><td>8</td><td>19</td><td>EVERLAST/Can't Move</td><td>1938</td></tr> <tr><td>16</td><td>19</td><td>LINKIN PARK/One Step Closer</td><td>1938</td></tr> </tbody> </table>	3W	TW	ARTIST/TITLE	GI (000)	35	81	LIFEHOUSE/Hanging By A Moment	5202	44	50	LEWIS AND DURST/Outside	5100	50	50	A PERFECT CIRCLE/Judith	5100	47	47	DISTURBE/Devil's on My Mind	4794	46	46	3 DOORS DOWN/Duck And Run	4692	45	46	PAPA ROACH/Last Resort	4692	26	45	PAPA ROACH/Broken Home	4590	26	45	LINKIN PARK/One Step Closer	4284	26	45	MOBY FOWEN STEFANI/Scoutside	3672	31	36	RAGE AGAINST.../Renegades Of Funk	3672	45	34	CRAZY TOWN/Butterfly	3468	31	34	OFFSPRING/Original Frankster	3468	28	31	EVERLAST/Can't Move	3162	50	30	GODSMACK/Awake	3060	28	30	CREED/Are You Ready	2958	47	29	FUEL/Hemorrhage	2958	27	29	DISTURBE/Devil's on My Mind	2856	25	27	RED HOT CHILLI.../Parallel Universe	2754	10	25	LIMP BIZKIT/Roller	2540	31	23	LENNY KRAVITZ/Agan	2246	24	26	A PERFECT CIRCLE/Judith	2040	8	19	FUEL/Hemorrhage	1938	15	19	GREEN DAY/Warning	1938	8	19	EVERLAST/Can't Move	1938	16	19	LINKIN PARK/One Step Closer	1938	<p>MARKET #29</p> <p>KCXX/Riverside All Pro (909) 384-1039 Cluque/James 12x Cumulative 139,300</p>  <p>PLAYS</p> <table border="1"> <thead> <tr> <th>3W</th> <th>TW</th> <th>ARTIST/TITLE</th> <th>GI (000)</th> </tr> </thead> <tbody> <tr><td>37</td><td>31</td><td>LIFEHOUSE/Hanging By A Moment</td><td>1798</td></tr> <tr><td>32</td><td>30</td><td>DUST FOR LIFE/Step Into The Light</td><td>1740</td></tr> <tr><td>34</td><td>30</td><td>BLINK-182/Man Overboard</td><td>1740</td></tr> <tr><td>25</td><td>30</td><td>CRAZY TOWN/Butterfly</td><td>1740</td></tr> <tr><td>30</td><td>30</td><td>GODSMACK/Awake</td><td>1682</td></tr> <tr><td>29</td><td>30</td><td>OFFSPRING/Original Frankster</td><td>1682</td></tr> <tr><td>26</td><td>29</td><td>FUEL/Hemorrhage</td><td>1682</td></tr> <tr><td>26</td><td>29</td><td>EVERLAST/Can't Move</td><td>1682</td></tr> 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<tr><td>20</td><td>21</td><td>STRAIT UP FAJAJON.../Angel's Son</td><td>1218</td></tr> <tr><td>21</td><td>20</td><td>COLDPLAY/Yellow</td><td>1160</td></tr> <tr><td>21</td><td>20</td><td>DIFFUSER/Karma</td><td>1044</td></tr> <tr><td>13</td><td>18</td><td>RAGE AGAINST.../Renegades Of Funk</td><td>1044</td></tr> <tr><td>13</td><td>18</td><td>NICKELBACK/Devil's on My Mind</td><td>928</td></tr> <tr><td>13</td><td>18</td><td>(RED) PLANET EARTH/Harvester</td><td>812</td></tr> <tr><td>10</td><td>13</td><td>3 DOORS DOWN/Kryptonite</td><td>754</td></tr> <tr><td>8</td><td>13</td><td>LIFEHOUSE/Hanging By A Moment</td><td>754</td></tr> <tr><td>13</td><td>13</td><td>CREED/Are You Ready</td><td>754</td></tr> <tr><td>6</td><td>13</td><td>DISTURBE/Devil's on My Mind</td><td>754</td></tr> </tbody> </table>	3W	TW	ARTIST/TITLE	GI (000)	37	31	LIFEHOUSE/Hanging By A Moment	1798	32	30	DUST FOR LIFE/Step Into The Light	1740	34	30	BLINK-182/Man Overboard	1740	25	30	CRAZY TOWN/Butterfly	1740	30	30	GODSMACK/Awake	1682	29	30	OFFSPRING/Original Frankster	1682	26	29	FUEL/Hemorrhage	1682	26	29	EVERLAST/Can't Move	1682	26	29	LINKIN PARK/One Step Closer	1682	26	29	INCUBUS/Drive	1682	26	29	PAPA ROACH/Broken Home	1490	24	24	EVERLAST/When It All Goes...	1352	24	24	LINKIN PARK/One Step Closer	1352	24	24	OFFSPRING/Original Frankster	1352	24	24	LIMP BIZKIT/Roller	1334	22	22	GREEN DAY/Warning	1276	22	22	CRIC/Fiction	1276	22	22	LEWIS AND DURST/Outside	1276	15	24	OFFSPRING/Original Frankster	1276	17	21	LIMP BIZKIT/Roller	1218	20	21	A PERFECT CIRCLE/Judith	1218	20	21	STRAIT UP FAJAJON.../Angel's Son	1218	21	20	COLDPLAY/Yellow	1160	21	20	DIFFUSER/Karma	1044	13	18	RAGE AGAINST.../Renegades Of Funk	1044	13	18	NICKELBACK/Devil's on My Mind	928	13	18	(RED) PLANET EARTH/Harvester	812	10	13	3 DOORS DOWN/Kryptonite	754	8	13	LIFEHOUSE/Hanging By A Moment	754	13	13	CREED/Are You Ready	754	6	13	DISTURBE/Devil's on My Mind	754
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<p>MARKET #34</p> <p>WVCO/Columbus, OH IngleSide (614) 221-9923 Davis/Phillips/DeVoss 12x Cumulative 88,700</p>  <p>PLAYS</p> <table border="1"> <thead> <tr> <th>3W</th> <th>TW</th> <th>ARTIST/TITLE</th> <th>GI (000)</th> </tr> </thead> <tbody> <tr><td>24</td><td>8</td><td>U2/Rattle and Hum</td><td>288</td></tr> <tr><td>4</td><td>4</td><td>COLLECTIVE SOUL/Why Pt 2</td><td>192</td></tr> <tr><td>3</td><td>3</td><td>DAVID GRAY/Babyton</td><td>144</td></tr> <tr><td>3</td><td>3</td><td>A PERFECT CIRCLE/Judith</td><td>144</td></tr> <tr><td>3</td><td>3</td><td>BLINK-182/Man Overboard</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>LINKIN PARK/One Step Closer</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>GODSMACK/Awake</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>COLDPLAY/Yellow</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>ELECTRASY/Morning Afterglow</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>FUEL/Hemorrhage</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>PETER 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<tr><td>3</td><td>3</td><td>DAMENKAD/Love's Gonna Getcha</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>COLDPLAY/Yellow</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>EVERLAST/Black Jesus</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>MOBY FOWEN STEFANI/Scoutside</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>STARBUCKS/MINTS/Summerize #3</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>A PERFECT CIRCLE/Judith</td><td>96</td></tr> <tr><td>3</td><td>3</td><td>3 DOORS DOWN/Last Resort</td><td>48</td></tr> <tr><td>3</td><td>3</td><td>ASYLUM STREET.../Been</td><td>48</td></tr> </tbody> </table>	3W	TW	ARTIST/TITLE	GI (000)	24	8	U2/Rattle and Hum	288	4	4	COLLECTIVE SOUL/Why Pt 2	192	3	3	DAVID GRAY/Babyton	144	3	3	A PERFECT CIRCLE/Judith	144	3	3	BLINK-182/Man Overboard	96	3	3	LINKIN PARK/One Step Closer	96	3	3	GODSMACK/Awake	96	3	3	COLDPLAY/Yellow	96	3	3	ELECTRASY/Morning Afterglow	96	3	3	FUEL/Hemorrhage	96	3	3	PETER DINKELBAUM/Downer That Ate...	96	3	3	GREEN DAY/Warning	96	3	3	JOSH JOY IN A GROUP/Camera One	96	3	3	AMIE MANN/Faded Vines	96	3	3	MODEST MOUSE/Tiny Cities	96	3	3	RADIOHEAD/Optimistic	96	3	3	SR-71/Politically Correct	96	3	3	JOSH JOY IN A GROUP/Camera One	96	3	3	TWILIGHT SINGERS/Last Temptation	96	3	3	WALLFLOWERS/Sleepwalker	96	3	3	WHEATLES/Tenage Dirtbag	96	3	3	PETER DINKELBAUM/Downer That Ate...	96	3	3	APRILS IN STEPHEN/In The Bed That...	96	3	3	DAMENKAD/Love's Gonna Getcha	96	3	3	COLDPLAY/Yellow	96	3	3	EVERLAST/Black Jesus	96	3	3	MOBY FOWEN STEFANI/Scoutside	96	3	3	STARBUCKS/MINTS/Summerize #3	96	3	3	A PERFECT CIRCLE/Judith	96	3	3	3 DOORS DOWN/Last Resort	48	3	3	ASYLUM STREET.../Been	48	<p>MARKET #35</p> <p>WBRU/Providence Brown University (401) 272-9550 Schwartz/Harvey/Klemme 12x Cumulative 305,200</p>  <p>PLAYS</p> <table border="1"> <thead> <tr> <th>3W</th> <th>TW</th> <th>ARTIST/TITLE</th> <th>GI (000)</th> </tr> </thead> <tbody> <tr><td>33</td><td>33</td><td>LINKIN PARK/One Step Closer</td><td>4917</td></tr> <tr><td>33</td><td>33</td><td>LENNY 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Move</td><td>2384</td></tr> <tr><td>16</td><td>18</td><td>PO D./School Of Hard...</td><td>1673</td></tr> <tr><td>15</td><td>13</td><td>EVERLAST/When It All Goes...</td><td>1937</td></tr> </tbody> </table>	3W	TW	ARTIST/TITLE	GI (000)	33	33	LINKIN PARK/One Step Closer	4917	33	33	LENNY KRAVITZ/Agan	4470	33	33	LEWIS AND DURST/Outside	4070	30	30	3 DOORS DOWN/Last Resort	4321	30	30	LIFEHOUSE/Hanging By A Moment	4121	16	26	INCUBUS/Drive	4172	26	26	PAPA ROACH/Broken Home	3874	26	26	GODSMACK/Awake	3726	26	26	COLDPLAY/Yellow	3726	23	24	DAVID GRAY/Babyton	3576	23	24	LIMP BIZKIT/Roller	3576	23	24	CRIC/Fiction	3427	23	24	RAGE AGAINST.../Renegades Of Funk	3427	15	22	CRAZY TOWN/Butterfly	3278	15	22	FUEL/Hemorrhage	3278	15	22	SR-71/Right Now	3278	15	22	MATTHEWS BAND/Did I Do It	2980	15	22	LINKIN PARK/One Step Closer	2980	15	22	MOBY FOWEN STEFANI/Scoutside	2980	13	19	RED HOT CHILLI.../Parallel Universe	2831	7	19	STRAIT UP FAJAJON.../Angel's Son	2831	18	18	DISTURBE/Devil's on My Mind	2682	18	18	DISTURBE/Devil's on My Mind	2682	18	18	3 DOORS DOWN/Kryptonite	2682	17	17	DAVE MATTHEWS BAND/Did I Do It	2533	17	17	PAPA ROACH/Last Resort	2533	16	18	INCUBUS/Drive	2384	16	18	EVERLAST/Can't Move	2384	16	18	PO D./School Of Hard...	1673	15	13	EVERLAST/When It All Goes...	1937	<p>MARKET #36</p> <p>KCRW/Salt Lake City Simmons (801) 524-2600 Summers/Noelker 12x Cumulative 178,000</p>  <p>PLAYS</p> <table border="1"> <thead> <tr> <th>3W</th> <th>TW</th> <th>ARTIST/TITLE</th> <th>GI (000)</th> </tr> </thead> <tbody> <tr><td>34</td><td>35</td><td>CRAZY TOWN/Butterfly</td><td>2695</td></tr> <tr><td>34</td><td>35</td><td>LINKIN PARK/One Step Closer</td><td>2618</td></tr> <tr><td>34</td><td>35</td><td>MOBY FOWEN STEFANI/Scoutside</td><td>2641</td></tr> <tr><td>32</td><td>34</td><td>LIFEHOUSE/Hanging By A Moment</td><td>2541</td></tr> <tr><td>32</td><td>34</td><td>A PERFECT CIRCLE/Judith</td><td>2464</td></tr> <tr><td>31</td><td>33</td><td>INCUBUS/Drive</td><td>2387</td></tr> 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FOWEN STEFANI/Scoutside	2641	32	34	LIFEHOUSE/Hanging By A Moment	2541	32	34	A PERFECT CIRCLE/Judith	2464	31	33	INCUBUS/Drive	2387	29	30	RAGE AGAINST.../Renegades Of Funk	2310	29	30	LEWIS AND DURST/Outside	2310	28	29	COLDPLAY/Yellow	2233	19	29	EVERLAST/Can't Move	2233	19	29	DEFTONES/Digital Bath	2079	32	26	GODSMACK/Awake	2002	32	26	GREEN DAY/Warning	1925	29	24	STRAIT UP FAJAJON.../Angel's Son	1848	10	19	AFI/The Days Of The	1463	11	19	DAVID GRAY/Babyton	1463	9	19	U2/Rattle and Hum	1463	17	14	MARVELOUS 3/Get Over	1232	14	17	EVERLAST/When It All Goes...	1155	13	15	GOOD CHARLOTTE/All Things	1232	13	15	INCUBUS/Drive	1155	13	15	LIMP BIZKIT/Roller	1155	13	15	DAVE MATTHEWS BAND/Did I Do It	1155	9	15	DISTURBE/Devil's on My Mind	1155	14	15	SR-71/Politically Correct	1155	14	15	STAINED/Devil's on My Mind	1078	14	14	DYMMATE HACK/Boy In The Hood	1078	14	14	SMASHING PUMPKIN/Stand Inside Your...	1078	14	14	WHEATLES/Tenage Dirtbag	1078	10	13	BEASTIE BOYS/Body Movin'	1001	<p>MARKET #37</p> <p>WEND/Charlotte Clear Channel (704) 338-9600 Daniel/Pettus 12x Cumulative 173,700</p>  <p>PLAYS</p> <table border="1"> <thead> <tr> <th>3W</th> <th>TW</th> <th>ARTIST/TITLE</th> <th>GI (000)</th> </tr> </thead> <tbody> <tr><td>44</td><td>38</td><td>CRAZY TOWN/Butterfly</td><td>3040</td></tr> <tr><td>38</td><td>38</td><td>LIFEHOUSE/Hanging By A Moment</td><td>2800</td></tr> <tr><td>38</td><td>38</td><td>RAGE AGAINST.../Renegades Of Funk</td><td>2640</td></tr> <tr><td>46</td><td>33</td><td>FUEL/Hemorrhage</td><td>2482</td></tr> <tr><td>46</td><td>33</td><td>LEWIS AND DURST/Outside</td><td>2482</td></tr> <tr><td>43</td><td>37</td><td>U2/Rattle and Hum</td><td>1680</td></tr> <tr><td>24</td><td>29</td><td>STRAIT UP FAJAJON.../Angel's Son</td><td>1600</td></tr> <tr><td>21</td><td>29</td><td>CRAZY TOWN/Butterfly</td><td>1520</td></tr> <tr><td>16</td><td>16</td><td>CREED/Are You Ready</td><td>1280</td></tr> <tr><td>12</td><td>15</td><td>MATTHEWS BAND/Did I Do It</td><td>1200</td></tr> <tr><td>12</td><td>15</td><td>DAVE MATTHEWS BAND/Did I Do It</td><td>1200</td></tr> <tr><td>11</td><td>15</td><td>MOBY FOWEN STEFANI/Scoutside</td><td>1200</td></tr> <tr><td>11</td><td>15</td><td>LINKIN PARK/One Step Closer</td><td>1200</td></tr> <tr><td>15</td><td>14</td><td>GREEN DAY/Warning</td><td>1120</td></tr> <tr><td>16</td><td>14</td><td>INCUBUS/Drive</td><td>1120</td></tr> <tr><td>20</td><td>14</td><td>LIMP BIZKIT/Roller</td><td>1120</td></tr> <tr><td>17</td><td>14</td><td>LINKIN PARK/One Step Closer</td><td>1120</td></tr> <tr><td>17</td><td>14</td><td>EVERLAST/Can't Move</td><td>1120</td></tr> <tr><td>17</td><td>14</td><td>MARVELOUS 3/Get Over</td><td>1120</td></tr> <tr><td>14</td><td>13</td><td>DEFT</td></tr></tbody></table>	3W	TW	ARTIST/TITLE	GI (000)	44	38	CRAZY TOWN/Butterfly	3040	38	38	LIFEHOUSE/Hanging By A Moment	2800	38	38	RAGE AGAINST.../Renegades Of Funk	2640	46	33	FUEL/Hemorrhage	2482	46	33	LEWIS AND DURST/Outside	2482	43	37	U2/Rattle and Hum	1680	24	29	STRAIT UP FAJAJON.../Angel's Son	1600	21	29	CRAZY TOWN/Butterfly	1520	16	16	CREED/Are You Ready	1280	12	15	MATTHEWS BAND/Did I Do It	1200	12	15	DAVE MATTHEWS BAND/Did I Do It	1200	11	15	MOBY FOWEN STEFANI/Scoutside	1200	11	15	LINKIN PARK/One Step Closer	1200	15	14	GREEN DAY/Warning	1120	16	14	INCUBUS/Drive	1120	20	14	LIMP BIZKIT/Roller	1120	17	14	LINKIN PARK/One Step Closer	1120	17	14	EVERLAST/Can't Move	1120	17	14	MARVELOUS 3/Get Over	1120	14	13	DEFT																																																																																																																																																						
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19	29	DEFTONES/Digital Bath	2079																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
32	26	GODSMACK/Awake	2002																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
32	26	GREEN DAY/Warning	1925																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
29	24	STRAIT UP FAJAJON.../Angel's Son	1848																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
10	19	AFI/The Days Of The	1463																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
11	19	DAVID GRAY/Babyton	1463																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
9	19	U2/Rattle and Hum	1463																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
17	14	MARVELOUS 3/Get Over	1232																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
14	17	EVERLAST/When It All Goes...	1155																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
13	15	GOOD CHARLOTTE/All Things	1232																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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13	15	DAVE MATTHEWS BAND/Did I Do It	1155																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
9	15	DISTURBE/Devil's on My Mind	1155																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
14	15	SR-71/Politically Correct	1155																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
14	15	STAINED/Devil's on My Mind	1078																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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14	14	SMASHING PUMPKIN/Stand Inside Your...	1078																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
14	14	WHEATLES/Tenage Dirtbag	1078																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
10	13	BEASTIE BOYS/Body Movin'	1001																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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44	38	CRAZY TOWN/Butterfly	3040																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
38	38	LIFEHOUSE/Hanging By A Moment	2800																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
38	38	RAGE AGAINST.../Renegades Of Funk	2640																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
46	33	FUEL/Hemorrhage	2482																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
46	33	LEWIS AND DURST/Outside	2482																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
43	37	U2/Rattle and Hum	1680																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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16	16	CREED/Are You Ready	1280																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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New Music Specialty Shows

R&R's Exclusive Look At The Cutting Edge Of Alternative

New Year, Great New Music

By
Dayna Talley
Asst. Alternative Editor

Starting off the new year celebrating with friends and family here at home in Los Angeles was a blast, but living in this city of sin and sports cars definitely has its pros and cons. The negatives are the constant traffic jams, smog and rude people. The positives are summer weather 11 out of 12 months a year, relatively short drives to various cities of luxury and total paradise and, most of all, accessibility to new music. I am, of course, talking about the local talent (well, not really local, because 95% of the music community here are transplants).

One band that I have been a fan of for a long while now is the female-fronted **My Sister Amazing**. Lead vocalist Jeny Nicholson sings every note beautifully (rocking all the while). And she has a hugely talented group of musicians behind her (Chris Hopson, guitars and vocals; Christopher Parker, guitars and vocals; Jimmy Harrison, bass; and Bobby Gonzales, drums), bringing the

band's sound together to emerge from L.A.'s sea of musical hopefuls. After recording their first CD, *Like Low Tide*, MSA won an L.A. Music Award (Best Independent Single) for the song "Even" and were featured on VH1's *Rock Across America* as one of L.A.'s best unsigned bands. The band have teamed with up-and-coming producer James O'Connell to make some new music, and the result of this union sounds great. The new music is powerful enough to be a contender on Alternative radio. Being that you good specialty folks are always ahead of the trend, this is a band you should look into. For more info, check out their website, www.mysisteramazing.com.

OK, moving on to the chart, it is time to begin living up to resolutions and return to the grind. I hope everyone had a wonderful break and that you are slowly but surely making it back to your offices in time to start the new year with a bang. This slow return is evident in this week's chart. Keep that in mind when checking out what made it this week. With a total of 12 reporters (as opposed to the usual 35-40), the chart is a little different than usual, but we did see some debuts, such as **The Donnas** coming in at No. 12, **American Hi-Fi** at No. 14, the *Sweet November* soundtrack at No. 18 and **Allen Ant Farm** at No. 20. I am sure that the chart (and our reporters) will be back on track next week.



My Sister Amazing



I AM CEDRIC THE GREAT

Cedric Bixler of At The Drive-In ruled the stage at KROQ/Los Angeles' 11th annual Almost Acoustic Christmas.

Specialty Show Reporters

Shows and their Top 5 songs listed alphabetically by market

WHRL/Albany, NY

Testing 1,2,3
Sunday 8pm-9pm
Osborn
Radiohead "Idiotique"
Rage Against The Machine "Kick Out The Jams"
Orly "Eye"
New Found Glory "Hit Or Miss"
Deltones "Digital Bath"

WRAX/Birmingham, AL

Reg's Coffeehouse
Sunday 10am-1pm
Scott Register
Southern "Madbox"
Low Road "Ecstasy"
Dar Williams "What Do You Love..."
Staid Cheaves "Broke Down"
Sister Seven "Gas Me Baby"

KDGE/Dallas, TX

Adventure Club
Sunday 8-9pm
Josh Venable
Bright Eyes "The Calender Hang..."
Fiasco "Slave To The Wage"
Rocked Summer "Teenage Love Rock"
J72 "October Swimmer"
Hether "Good Fruit"

KWOD/Sacramento, CA

Alternative Beat
Sunday 10pm-2am
DJ David X
BT "Shame"
Chicks On Speed "Re-release Of"
Fatboy Slim "Drop The Hammer"
Alan Teenage Riot "Rage"
DJ Accurack "So To Speak"

KTEG/Albuquerque, NM

Burning Sensations
Sunday 7-8:30pm
Adam 12
At The Drive In "One Armed Scissor"
Sunny Day Real "One"
Eliot "Fates Cathedral"
Superdrag "Lighting The Way"
On "Soluble Words"

WFNX/Boston, MA

The First Contact
Sunday 8pm-9:30pm
Zach Braffett
3 Inch Plank Stars "Rocket Fuel"
Jurassic 5 "Long Road To Glory"
Incredible Misers "Anthem"
Varspeed "Head About Enough"
Sound Of Urchin "Que Show Stay"

WEDJ/Indianapolis, IN

A Beat To The Head
Sunday 7pm-8pm
Spoon
US Boston "Gain Out"
Heliocopters "Southall"
Watched Ones "Overlame"
50 Times The Pain "Priority # 1"
Damnation "Drunk and Stupid"

KITS/San Francisco, CA

Soundcheck
Sunday 10pm-midnight
Aerospace
Get Up Kids "Action & Action"
Taproot "Again And Again"
Granddaddy "Alan Parsons"
Saves The Day "Sell My Old..."
A Perfect Circle "Hollow"

WNNX/Atlanta, GA

Sunday School
Sunday 8pm-10pm
My Heaven
Freed Bird "Smokescreen"
3 Doors Down "Duck & Run"
Doves "Catch The Sun"
Collective Soul "Wish"
Nothingface "Bleeder"

WWCD/Columbus, OH

Insolite Into Hour
Sunday 7-8pm
Guitars & Bunkies
Jurassic 5 "Quality Control"
John Hall "Lincoln Seven"
Great Plains "Dick Clark"
Shelby Lynne "Your Lips"
Burr "Parade"

WCYV/Portland, ME

Splendid
Thursday 7-8pm
Shannon Jenkins
Fatboy Slim "Sunset"
Sunny Day Real... "One"
Kilo "Spit"
Moby "Southside"
Nothingface "Bleeder"

KNDD/Seattle, WA

Lowdown
Sunday 11:30pm-midnight
800 Road
NOFX "What's The Matter..."
Queens Of The "Lost Art Of..."
Rage Against The Machine "Renegades Of Fun!"
Black Eye Press "Weekends"
Primal Scream "Accelerator"

12 Total Reporters

R&R Top 20 Artists

January 12, 2001

- AT THE DRIVE-IN** (Grand Royal/Virgin) "One Armed Scissor"
- COLDPLAY** (Nettwerk/Capitol) "Yellow"
- BLUR** (Virgin) "Music Is My Radar"
- RADIOHEAD** (Capitol) "Idiotique"
- RAGE AGAINST THE MACHINE** (Epic) "Kick Out The Jams"
- NEW FOUND GLORY** (Drive-Thru/MCA) "Hit Or Miss"
- ATARI TEENAGE RIOT** (DHR) "Rage"
- HESHER** (Wamer Bros.) "Things"
- FATBOY SLIM** (Skint/Astralwerks/Virgin) "Sunset (Bird Of Prey)"
- ORGY** (Elementree/Reprise) "Eva"
- DEFTONES** (Maverick) "Digital Bath"
- DONNAS** (Lookout) "40 Boys In 40 Nights"
- NOTHINGFACE** (TVT) "Bleeder"
- AMERICAN HI-FI** (Island/IDJMG) "Flavor Of The Weak"
- TRAVIS** (Independiente/Epic) "Turn"
- WESTON** (Mojo/Universal) "To Some I'm Genius"
- JURASSIC 5** (Interscope) "W.O.E. Is Me"
- SWEET NOVEMBER SDTK** (Reprise) Various
- GRANDDADDY** (V2) "Gram Parsons In A Winter Wonderland"
- ALIEN ANT FARM** (New Noize/DreamWorks) "Movies"

Ranked by total number of shows reporting artist.

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www.reefindustries.com



Adult Alternative Playlists

FIND COMPLETE PLAYLISTS FOR ALL ADULT ALTERNATIVE REPORTERS ON R&R ONLINE MUSIC TRACKING

MARKET #3
WXRT/Chicago
Infinity
(773) 777-1700
Weer Martin
12+ Cumc 469,800

93.1
RADIO CHICAGO

PLAYS

3W	TW	ARTIST/TITLE	GI (800)
18	8	DAVE MATTHEWS BAND/Did It	5436
14	14	RICKIE LARSON/Jeannette	4832
13	14	DANNY WARRHOLS/Bohemian Like You	4228
13	14	DAVID GRAY/Babyton	3926
13	14	MOBY F/GWEN STEFANI/Southside	3926
13	14	WALLFLOWERS/Sleepwalker	3926
12	12	FRISK/Goodbye	3624
12	12	MICHAEL MCDERMOULT/Junkie Girl	3624
11	12	WALLFLOWERS/Bohemian Like You	3624
11	12	GREEN DAY/Warbling	3322
11	12	PAUL SIMONON/You're The One	3322
11	12	U2/Beautiful Day	3322
11	12	FIVE FOR FIGHTING/Easy Tonight	3322
11	12	EMILY LOU HARRIS/Don't Wanna	3322
11	12	INDIGENOUS/Rest Of My Days	3322
11	12	JOAN OSBORNE/Running Out Of Time	3322
9	10	BILLY BRAGG & WILCO/Welcome To Heaven	3020
10	10	PHARVEEYA/Place Called Home	3020
10	10	JOHN HATT/Before I Go	3020
10	10	MARK KNOPFLER/What It Is	3020
10	10	U2/In A Little While	3020
10	10	STEVE EARLE/Everybody's In	3020
10	10	SHAWN MULLINS/Everywhere I Go	3020
10	10	PEARL JAM/Off The Grid	3020
10	10	EVERCLEAR/Wonderful	2718
10	10	COLLECTIVE CROWS/Mrs. Potter's...	2718
10	10	EVERCLEAR/AM Radio	2718
10	10	BEN HAFNER/Steal My Kisses	2718
10	10	JAY WALKS/In Gonna Make...	2718
10	10	SONNY LANDRETH/U.S.S.	2718

MARKET #4
KFOG/San Francisco
Susquehanna
(415) 543-1045
Benison/Evans/Jones
12+ Cumc 827,600

KFOG
104.5 97.7

PLAYS

3W	TW	ARTIST/TITLE	GI (800)
29	30	DAVID GRAY/Babyton	6140
19	29	MARK KNOPFLER/What It Is	6040
29	27	SANTANA F/ROB THOMAS/Smooth It Was	7776
10	10	DAVE MATTHEWS BAND/Did It	5184
14	15	CREED/With Arms Wide Open	4320
14	15	PAT MCGEE BAND/Rebecca	4320
10	17	JOAN OSBORNE/Running Out Of Time	4320
14	15	WALLFLOWERS/Hand Me Down	4320
14	15	DANNY WARRHOLS/Bohemian Like You	4320
14	15	MATCHBOX TWENTY/If You're Gone	4320
14	15	TRACY CHAPMAN/Telling Stories	4032
14	15	FIVE FOR FIGHTING/Easy Tonight	4032
14	15	DIDD/Thankyou	4032
17	14	GREEN DAY/Warbling	4032
16	13	COLLECTIVE SOUL/Perfect Day	3744
9	12	FOO FIGHTERS/Learn To Fly	3456
10	12	CREED/With Arms Wide Open	3456
10	12	U2/Still In A Moment	3168
11	11	U2/Beautiful Day	3168
10	10	GUSTE R/Barrel Of A Gun...	2880
9	10	BEN HAFNER/Steal My Kisses	2880
30	27	MARK KNOPFLER/What It Is	3456
10	10	MATCHBOX TWENTY/Bent	2880
10	10	STING/After The Rain...	2880
10	10	LUCINDA WILLIAMS/Can't Let Go	2880
10	10	COURTNEY CROWS/Mrs. Potter's...	2592
10	10	RED HOT CHILI/Scar Tissue	2592
10	10	ELPHIDIA/Belgium	2592
10	10	TRAVIS AM	2592
10	10	U2/Walk On	2592

MARKET #5
WXPN/Philadelphia
Univer. Of Pennsylvania
(215) 898-6677
Warren Leitch
12+ Cumc 252,900

88.5

PLAYS

3W	TW	ARTIST/TITLE	GI (800)
22	18	ST GERMAIN/Rose Rouge	1470
13	18	KASY CHAMBERS/You're A Baby	1470
9	9	FIVE FOR FIGHTING/Easy Tonight	1323
9	9	U2/Beautiful Day	1233
9	9	DAVID GRAY/Babyton	1176
11	8	WALLFLOWERS/Sleepwalker	1176
5	7	BEAUTIFUL SCUM/More Than Most	1029
7	7	KEE M/D/Come On Back	1029
8	7	EMILY LOU HARRIS/Don't Wanna	1029
7	7	SOUTHERN CULTURE...Just How Lonely	1029
8	7	MARTIN SEXTON/Hataguh	1029
8	7	AMBER MARSHALL/When I Get Back	1029
8	7	JOSH JOPLIN GROUP/Camera One	1029
7	7	COLDPLAY/Amor	1029
7	7	ERIN MOORE/Blackbirds	1029
16	7	AMY COPPEL/The Bike	1029
10	7	ALICIA BRONFELD/Sara Feld	1029
8	7	MARK KNOPFLER/What It Is	1029
8	7	JOHN HATT/Before I Go	1029
7	7	JOAN OSBORNE/Running Out Of Time	1029
8	7	AMY COPPEL/When Out Of Love	1029
8	7	EVAN AND JARON/Crazy For This Girl	1029
9	7	SARAH HARMER/Basement Apt.	1029
10	7	STING/After The Rain...	1029
9	7	DAVID GRAY/Please Forgive Me	1029
9	7	DIDD/Thankyou	1029
6	7	JOHNNY LANG/Breakin' Me	882
6	7	POE/Scar Tissue	882
7	6	DAVID GRAY/My Oh My	882
6	6	NELLY FURTADO/In Line A Bird	882

Reporters
Stations and their adds listed alphabetically by market

KGSR/Austin, TX *
PD: Jody Denberg
MD: Susan Castle
16 DOUBLE TROUBLE "Middle"
9 STEVE EARLE "Everyone's"
8 KASEY CHAMBERS "Captain"
6 R.L. BURKS/DE "Bad"
SLAID CLEAVES "Good"

WRNR/Baltimore, MD
PD: Alex Cartright
APD: Michael Beckley
MD: Damian Eickstein
6 STEVE EARLE "Everyone's"
5 SEMISONIC "Chemistry"
5 JIMMY SMITH "Only"
DAVE MATTHEWS BAND "Did"
STEELEY DAN "Shame"
U2 "Walk"

KRVB/Boise, ID *
PD: Brandon Dawson
10 U2 "Walk"
9 DIDD "Thankyou"
DAVE MATTHEWS BAND "Did"
SEMISONIC "Chemistry"

WBOS/Boston, MA *
PD: Sherry Maldonado
MD: Amy Brooks
4 U2 "Walk"
SEMISONIC "Chemistry"
COLDPLAY "Yellow"

WXRV/Boston, MA *
PD: Joanne Doody
MD: Dana Marshall
14 LIFEHOUSE "Hanging"
12 DAVE MATTHEWS BAND "Did"
8 SEMISONIC "Chemistry"
7 EVERLAST "Move"
2 U2 "Walk"

CKEY/Buffalo, NY *
PD: Rob White
DON HENLEY "Everything"
SEMISONIC "Chemistry"
MADONNA "Don't"

WDOO/Chattanooga, TN *
OM/MD: Darryl Howard
11 INCUBUS "Drive"
10 COLLECTIVE SOUL "Day"
2 DAVE MATTHEWS BAND "Did"

WXRT/Chicago, IL *
PD: Norm Wisner
MD: Patty Martin
18 DAVE MATTHEWS BAND "Did"
6 SEMISONIC "Chemistry"
5 JOSH JOPLIN GROUP "Camera"
U2 "Walk"

KKMR/Dallas-Ft. Worth, TX *
PD: Scott Strong
MD: Jeff K
23 DAVE MATTHEWS BAND "Did"
11 VERTICAL HORIZON "Best"

KBCO/Denver-Boulder, CO *
PD: Scott Arbogath
MD: Kaefer
8 DAVE MATTHEWS BAND "Did"

WTTTS/Indianapolis, IN *
PD: Jim Ziegler
APD/MD: Marie McCallister
14 DAVE MATTHEWS BAND "Did"
8 DAVE MATTHEWS BAND "Did"
LIFEHOUSE "Hanging"
STEELEY DAN "Shame"

WMNM/Madison, WI *
PD/MD: Tom Teuber
18 FOO FIGHTERS "Next"
15 STEVE EARLE "Everyone's"
15 KURT NEUMANN "Like"
13 SEMISONIC "Chemistry"
8 DAVE MATTHEWS BAND "Did"
6 MARQUES BOVRE "Double"
4 DOUBLE TROUBLE "Rock"

KTCZ/Minneapolis, MN *
PD: Aaron MacLachlan
APD/MD: Mike Wolf
25 U2 "Walk"
23 COLDPLAY "Yellow"
19 SEMISONIC "Chemistry"
17 DAVE MATTHEWS BAND "Did"
HONEYDOGS "Sour"

KXST/Salt Lake City, UT *
OM/MD: Bruce Jones
APD/MD: Helen Powers
20 DAVE MATTHEWS BAND "Did"
16 U2 "Walk"
11 BARNEKED LADIES "Lies"
THEY MIGHT BE GIANTS "Best"
VERTICAL HORIZON "Best"

WZEW/Mobile, AL *
PD: Cate Sirtes
MD: Linda Woodworth
2 DAVE MATTHEWS BAND "Did"
U2 "Walk"
SEMISONIC "Chemistry"
PJ HARVEY "Fortune"

KPGI/Monterey, CA
PD/MD: Laura Eileen Hopper
STEVE EARLE "Hanging"
TIM EASTON "Carr"
NEIL YOUNG "Mama"

WRLT/Nashville, TN
APD/MD: David Hall
APD/MD: Keith Coles
10 STEVE EARLE "Everyone's"
9 DAVE MATTHEWS BAND "Did"
5 U2 "Walk"
PJ HARVEY "Fortune"
SEMISONIC "Chemistry"

WKOC/Norfolk, VA *
PD: Paul Sugar
MD: Kristen Croth
16 DAVE MATTHEWS BAND "Did"
STEVE EARLE "Everyone's"

KCTY/Omaha, NE *
PD: Max McCartney
MD: Christopher Dean
14 U2 "Walk"
6 DAVE MATTHEWS BAND "Did"
3 DELERUM "Science"

WXPN/Washington, PA
PD: Bruce Warren
MD: Helen Leicht
4 PAUL SIMON "One"
DAVE MATTHEWS BAND "Did"
U2 "Walk"
RICK ADAMS "Young"
JONATHAN BROOK "Linger"
ROONEY CROWELL "Why"
COLDPLAY "Sugar"
TIM EASTON "Queen"
PETE YORN "Strange"
BADLY DREAMIN' BOY "Shining"
SARAH HARMER "Weakness"

KINK/Portland, OR *
PD: Dennis Constantine
MD: Kevin Welch
9 DAVE MATTHEWS BAND "Did"
7 FOO FIGHTERS "Next"

KTHX/Reno, NV
PD: Harry Reynolds
MD: Dave Harold
3 MAKE ME REALY "Jesse"
2 DAVE MATTHEWS BAND "Did"
SEMISONIC "Chemistry"
UNCLE KRACKER "Follow"
STEVE EARLE "Everyone's"

KENZ/Salt Lake City, UT *
OM/MD: Bruce Jones
APD/MD: Helen Powers
20 DAVE MATTHEWS BAND "Did"
16 U2 "Walk"
11 BARNEKED LADIES "Lies"
THEY MIGHT BE GIANTS "Best"
VERTICAL HORIZON "Best"

KXST/Salt Lake City, CA *
PD/MD: Dana Shaieb
14 U2 "Walk"
11 DAVE MATTHEWS BAND "Did"
SEMISONIC "Chemistry"
STEVE EARLE "Everyone's"

KFOG/San Francisco, CA *
PD: Dave Benson
MD: Haley Jones
18 DAVE MATTHEWS BAND "Did"
9 U2 "Walk"

KRSH/Santa Rosa, CA *
PD: Benji McPhail
MD: Bill Bowker
2 DAVE MATTHEWS BAND "Did"
1 SEMISONIC "Chemistry"
STEVE EARLE "Everyone's"
U2 "Walk"
STEELEY DAN "Shame"

KMTT/Seattle-Tacoma, WA *
PD: Chris Mars
MD: Shaun Stewart
No Adds

WRNX/Springfield, MA *
OM/MD: Tom Davis
SEMISONIC "Chemistry"
DAVE MATTHEWS BAND "Did"
STEELEY DAN "Shame"
STEVE EARLE "Everyone's"

*** = Mediabase 24/7 monitored**

MARKET #6
KKMR/Dallas-Ft. Worth
Susquehanna
(214) 326-2400
Strong K
12+ Cumc 384,400

93.1
morgo
93.1 FM

PLAYS

3W	TW	ARTIST/TITLE	GI (800)
39	41	DAVID GRAY/Babyton	4715
37	37	VERTICAL HORIZON/You're A God	4255
34	37	U2/Beautiful Day	4025
36	37	DAVID GRAY/Babyton	3796
28	33	JOSH JOPLIN GROUP/Camera One	3796
1	32	DIDD/Thankyou	3680
29	32	FIVE FOR FIGHTING/Easy Tonight	3335
27	32	LENNY KRAVITZ/Again	3105
26	32	DEXTER FREEMAN/Leaving Town	2990
24	32	COLLECTIVE SOUL/Why Pl. 2	2760
24	32	WALLFLOWERS/Sleepwalker	2760
23	32	DAVE MATTHEWS BAND/Did It	2645
22	32	GREEN DAY/Warbling	2530
22	32	DANIEL CAGE/You Set Me Free	2300
26	32	CREED/With Arms Wide Open	2300
11	32	MATCHBOX TWENTY/If You're Gone	2185
11	32	WINE DRYES/Everywhere I Go	1925
23	32	GREEN DAY/Monkey	1610
10	32	OLANDER/1 Walk Alone	1380
11	32	LENNY KRAVITZ/Again	1265
12	32	GARY PIERCE/The Best Thing	1265
16	32	RED HOT CHILI/Scar Tissue	1265
11	32	STING/After The Rain...	1265
11	32	U2/Walk On	1265
28	32	BARNEKED LADIES/Pinch Me	1150
9	32	MATCHBOX TWENTY/Bent	1150
10	32	FILTER/Take A Picture (Reprise)	1150
16	32	SUGAR RAY/Slide Apart (Rem.)	1035
9	32	3 DOORS DOWN/Kryptonite	1035

MARKET #8
WBOS/Boston
Greater Media
(617) 822-9600
Maldonado/Brooks
12+ Cumc 339,100

WBOS
92.9 FM

PLAYS

3W	TW	ARTIST/TITLE	GI (800)
33	31	STING/After The Rain...	3751
33	32	U2/Beautiful Day	3509
27	32	DAVID GRAY/Babyton	3257
32	31	CREED/With Arms Wide Open	2541
29	32	COLLECTIVE SOUL/Perfect Day	2420
18	32	MATCHBOX TWENTY/If You're Gone	2299
15	32	SHAWN MULLINS/Everywhere I Go	2178
16	32	JOE JACKSON/Stranger Than You	2178
19	32	LENNY KRAVITZ/Again	1936
21	32	WALLFLOWERS/Sleepwalker	1936
12	32	KEE M/D/Come On Back	1598
6	32	MARTIN SEXTON/Hataguh	1535
12	32	DAVID GRAY/Please Forgive Me	1452
8	32	JOAN OSBORNE/Running Out Of Time	1452
8	32	BARNEKED LADIES/Pinch Me	1452
17	32	RED HOT CHILI/Scar Tissue	1231
10	32	DEXTER FREEMAN/Leaving Town	1210
9	32	JOSH JOPLIN GROUP/Camera One	1210
10	32	GREEN DAY/Warbling	1210
9	32	TRACY CHAPMAN/Telling Stories...	1089
9	32	PAT MCGEE BAND/Rebecca	1089
9	32	PHISH/Heavy Things	1089
12	32	MARK KNOPFLER/What It Is	968
6	32	MACY GRAVIT/ry	968
7	32	RED HOT CHILI/Scar Tissue	968
10	32	VERTICAL HORIZON/You're A God	968
10	32	MATCHBOX TWENTY/Bent	968
6	32	STING/Desert Rose	968

MARKET #8
WXRV/Boston
Northstar
(978) 374-4733
Doody/Marshall
12+ Cumc 183,700

92.9

PLAYS

3W	TW	ARTIST/TITLE	GI (800)
15	21	MOBY F/GWEN STEFANI/Southside	1470
21	18	WALLFLOWERS/Sleepwalker	1330
27	18	INDIGENOUS/Rest Of My Days	1050
9	18	SEVEN NATIONS/Big Dog	1050
9	18	AMPE AP/RO/ush	1050
1	18	FOO FIGHTERS/Next Year	1050
16	18	TOM HAMBURG/Opposites Attract	1050
1	18	INCUBUS/Drive	1050
6	14	JOE JACKSON/Stranger Than You	980
14	14	LIFEHOUSE/Hanging By A Moment	980
10	14	COLDPLAY/Amor	980
17	13	FIVE FOR FIGHTING/Easy Tonight	910
27	13	SHAWN MULLINS/Everywhere I Go	910
10	13	GREEN DAY/Warbling	910
19	13	STING/After The Rain...	840
12	13	TRACY CHAPMAN/It's OK	840
13	12	DEXTER FREEMAN/Leaving Town	840
11	13	JOAN OSBORNE/Running Out Of Time	840
22	12	U2/Beautiful Day	840
19	12	DAVID GRAY/Please Forgive Me	770
21	12	SOULREBEL LUT/PEPPERS Do What	770
8	11	EMILY LOU HARRIS/Don't Wanna	770
4	11	DAVID GRAY/Babyton	770
5	11	PAUL PERA/Gonna Move	770
10	10	EVERCLEAR/AM Radio	770
10	10	JOSH JOPLIN GROUP/Camera One	770
11	10	JESSIE J/My Love, Goodbye	700
10	10	PERCES/The Way	700
11	10	DANNY WARRHOLS/Bohemian Like You	700

MARKET #14
KMTT/Seattle-Tacoma
Compass
(206) 323-1037
Mays/Stewart
12+ Cumc 214,800

The Mountain
102.7 FM

PLAYS

3W	TW	ARTIST/TITLE	GI (800)
5	17	U2/Walk On	2227
21	17	SHAWN MULLINS/Everywhere I Go	2227
15	17	3 DOORS DOWN/Kryptonite	1965
15	17	DIDD/Thankyou	1965
18	17	TRACY CHAPMAN/Wedding Song	1965
15	17	DAVID GRAY/Please Forgive Me	1965
13	17	MARK KNOPFLER/What It Is	1877
13	17	FIVE FOR FIGHTING/Easy Tonight	1703
13	17	JOSH JOPLIN GROUP/Camera One	1703
16	17	SADE/By Your Side	1703
16	17	DANNY WARRHOLS/Bohemian Like You	1572
16	17	CREED/With Arms Wide Open	1572
11	17	JOAN OSBORNE/Piggyback Love	1441
11	17	EVERLAST/Can't Move	1441
11	17	COLDPLAY/Amor	1310
11	17	FOO FIGHTERS/Next Year	1310
11	17	GREEN DAY/Warbling	1310
14	17	THIRD EYE BLIND/Deep Inside Of You	1310
14	17	WALLFLOWERS/Sleepwalker	1310
6	17	DAVE MATTHEWS BAND/Did It	1048
6	17	SANTANA F/ROB THOMAS/Smooth	917
7	17	STING/Desert Rose	917
7	17	STONE TEMPLE PILOTS/Sour Girl	917
7	17	LUCINDA WILLIAMS/Can't Let Go	917
7	17	R.L. BURKS/DE "Bad, Luck, Day"	917
6	17	COLLECTIVE SOUL/Perfect Day	917
7	17	SHERYL CROW/Anything But Down	917
7	17	RED HOT CHILI/California	917
6	17	BARNEKED LADIES/Pinch Me	786
6	17	EVERCLEAR/Wonderful	786

MARKET #16
KXST/San Diego
Compass
(619) 678-0102
Shabo
12+ Cumc 138,900

SETS
102.7 FM

PLAYS

3W	TW	ARTIST/TITLE	GI (800)
30	30	FIVE FOR FIGHTING/Easy Tonight	2970
29	30	WALLFLOWERS/Sleepwalker	2370
30	30	DIDD/Thankyou	2370
21	30	PAT MCGEE BAND/Rebecca	2270
21	30	COLLECTIVE SOUL/Perfect Day	2271
21	30	MARK KNOPFLER/What It Is	2212
28	24	MATCHBOX TWENTY/If You're Gone	1877
30	23	SHAWN MULLINS/Everywhere I Go	1817
25	23	DANNY WARRHOLS/Bohemian Like You	1817
23	23	GREEN DAY/Warbling	1817
19	23	INDIGENOUS/Rest Of My Days	1619
20	23	JOAN OSBORNE/Running Out Of Time	1543
21	23	DAVID GRAY/Babyton	1364
21	23	DAVID GRAY/Please Forgive Me	1264
18	23	JOSH JOPLIN GROUP/Camera One	1264



JOHN SCHOENBERGER
jschoenberger@rronline.com

A Call To Arms ... Again!

□ Why I decided to take R&R up on its offer

Many of you already know me from my past seven years as VP/Adult Rock Editor at another industry trade publication. I also have 22 years of experience as a radio promotion executive for a variety of labels, both major and independent. During the '90s I fell in love with the Adult Alternative format, and I have developed a deep respect for the insightful program directors and music directors who helm the stations, the record label promotion executives who maintain a strong passion for their artists — and for music in general — and the loyal listening audience.

During the past decade or so the Adult Alternative format, which has roots that go all the way back to the 1960s, when many FM signals were just beginning to emerge, has evolved considerably, and the way of doing business between radio and records has also changed dramatically. However, the basic premise that there is an important, highly educated, upper-income audience to be served has remained constant.

Finding Your Niche

Granted, this format is a prime example of a niche format, something that is becoming more common in the format landscape of modern popular radio, but it is easy to view that moniker too narrowly. Successful Adult Alternative radio stations have demonstrated that finding a demographic hole in a particular market and adjusting your programming accordingly can prove to be very lucrative.

This customized approach, if you will, leans some Adult Alternative stations in a more alternative musical direction, others in a more adult rock direction and still others in a somewhat more pop direction. This is clearly not a cookie-cutter format that can be moved, as is, from market to market. Because of this, it can often be misjudged in a condensed overview.

For example, the 12+ Arbitron numbers that we all use as a measuring stick can be very misleading. Often an Adult Alternative station may rank in the middle of the pack

I stand before you as a reinvigorated voice for all that we have done up until now, all that we are currently doing and all that we have yet to accomplish.

12+, but when you break it out to 25-54, or view an even more specific demo, the performance improves dramatically. Furthermore, Adult Alternative is not a quick-fix approach that can get instant numbers. Rather, it takes time to nurture the audience — an audience that can then be relied upon book after book, year after year.

Hence it could be said that we have a ragtag group of stations that can sometimes appear to be unrelated in their programming approaches. Nevertheless, I believe that we have much more in common than not and that we can provide an important example for others to follow in this new year and beyond.

The Battle Ain't Over

We certainly have not won the battle as a format, as several important markets across America still do not have a commercial Adult Alter-

native station, although many stations viewed as being in other formats flirt with the same audience and a similar programming philosophy. Much of this seeming stagnation has to do with the immense changes that have occurred in the broadcast industry since the Telecommunications Act of 1996.

The ownership game of musical chairs has slowed considerably, however, and we are now in the next phase, where broadcasting executives need to decide the programming makeup of each market cluster they own. Fortunately, many of the key players, such as Clear Channel Communications (which owns KBCO/Boulder, KTCZ/Minneapolis and KBAC/Santa Fe, NM), CBS/Infinity (which owns WXRT/Chicago and KINK/Portland), Susquehanna (which owns KFOG/San Francisco and KKMR/Dallas), Entercom (which owns KMTT/Seattle and WMMM/Madison, WI), already have successful Adult Alternative stations in their folds.

Ideally, they should examine the winning results these stations demonstrate, both in consistently holding onto their audiences and generating impressive revenue, and decide to spread the format to other markets. The next year or two will be a critical time for this to happen — or not.

It's going to take commitment from all of us within the Adult Alternative community to make sure it does happen. We need to stand united, as we have done so often in the past. We need to revive our belief that what we offer the radio listening public is a vital service that provides intelligent programming coupled with honest, meaningful music. We need to maintain a communication network among ourselves so we can share ideas and actions that ultimately make the business environment better for us all. We need to focus on the many things we have in common and de-emphasize our differences. This is where R&R and I come into the picture.

Often an Adult Alternative station may rank in the middle of the pack 12+, but when you break it out to 25-54, or view an even more specific demo, the performance improves dramatically.

Commitment

It has often been said that R&R has never truly embraced Adult Alternative's cause, that all the influence and exposure that we can offer have never been fully given to the format, that we needed to get into the game or simply bow out.

Well, folks, I am pleased to say that we are ready to fully commit to the Adult Alternative format and the many stations and recording artists, both new (David Gray, Shelby Lynne and Five For Fighting) and established (U2, Tracy Chapman, Paul Simon and Neil Young), that it represents. The fact that we are now doing so may mean that the Adult Alternative faction of our industry has passed another important test, which may well foretell a bright future.

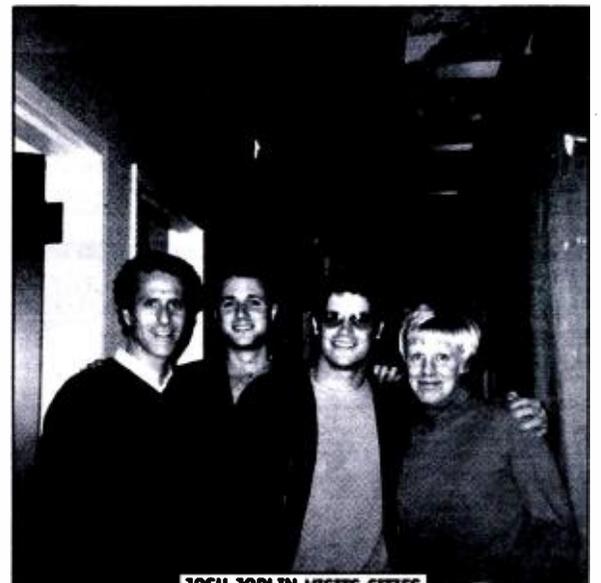
I stand before you as a reinvigorated voice for all that we have done up until now, all that we are currently doing and all that we have yet to accomplish. In the weeks and months (and years) to come, you can expect a comprehensive representation of what Adult Alternative is all about.

I promise I will give you a fair and accurate accounting. I will

strive to discover and report on all the positive accomplishments that we can legitimately call our own and that need to be shared not only among ourselves, but with the broader community of radio and records. I will also delve boldly into the problem areas that we need to address and improve upon.

You can expect dramatic changes in the Adult Alternative section of this newspaper almost immediately, beginning with this weekly column. Look for an expanded station reporting panel in the near future and a variety of special features and informative breakout pieces that will keep you up to date on what's happening at radio and with the record labels and their artists. There will also be an Adult Alternative special, in the May 4 issue.

R&R Publisher/CEO Erica Farber, GM Sky Daniels and many others at this publication have decided that it's high time to give the Adult Alternative community the voice that it deserves, and I am honored that they have chosen me to lead the charge. But I can't do it by myself. I'll need everyone's input on what we can do to best serve the cause, and I am now asking you for it. United we stand, divided ... well, you know!



JOSH JOPLIN VISITS CITIES

John Joplin, leader of The Josh Joplin Group, has been workin' it on the road. He recently stopped by KTCZ (The Cities)/Minneapolis for a meet-and-greet and off-air acoustic performance. Pictured here are (l-r) Artemis Records President Daniel Glass and Midwest Regional Promotion Manager Dan Fullick, Joplin and KTCZ PD Lauren MacLeash.

This is clearly not a cookie-cutter format that can be moved, as is, from market to market. Because of this, it can often be misjudged in a condensed overview.

R&R Adult Alternative Top 30

January 12, 2001

WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
4	1	FIVE FOR FIGHTING Easy Tonight (<i>Aware/Columbia</i>)	478	+76	34515	15	25/0
1	2	U2 Beautiful Day (<i>Interscope</i>)	419	-116	33040	16	24/0
3	3	WALLFLOWERS Sleepwalker (<i>Interscope</i>)	399	-79	28663	17	24/0
2	4	SHAWN MULLINS Everywhere I Go (<i>Columbia</i>)	392	-105	22655	16	23/0
5	5	DAVID GRAY Babylon (<i>ATO/RCA</i>)	383	+23	37420	31	22/0
9	6	TRACY CHAPMAN It's OK (<i>Elektra/EEG</i>)	371	+56	24664	7	24/0
7	7	JOSH JOPLIN GROUP Camera One (<i>Artemis</i>)	364	+43	21359	7	22/1
8	8	LENNY KRAVITZ Again (<i>Virgin</i>)	359	+42	22355	10	19/0
10	9	MATCHBOX TWENTY If You're Gone (<i>Lava/Atlantic</i>)	349	+59	28607	12	14/0
11	10	GREEN DAY Warning (<i>Reprise</i>)	322	+38	24594	4	20/0
	11	DIDO Thankyou (<i>Arista</i>)	315	+78	25998	7	17/1
	12	PAT MCGEE BAND Rebecca (<i>Giant/WB</i>)	306	+43	20406	13	19/0
	13	MARK KNOPFLER What It Is (<i>Warner Bros.</i>)	300	-28	29555	17	22/0
	14	DEXTER FREEBISH Leaving Town (<i>Capitol</i>)	264	-18	13495	18	16/0
	15	CREED With Arms Wide Open (<i>Wind-up</i>)	256	+16	24762	13	11/0
	16	MOBY F/GWEN STEFANI Southside (<i>V2</i>)	233	+29	12489	5	15/0
	17	COLDPLAY Yellow (<i>Nettwerk/Capitol</i>)	231	+75	13630	2	17/2
	18	INDIGENOUS Rest Of My Days (<i>Pachyderm</i>)	231	-49	15164	14	17/0
	19	JOAN OSBORNE Running Out Of Time (<i>Interscope</i>)	230	+41	17980	3	20/1
	20	COLLECTIVE SOUL Perfect Day (<i>Atlantic</i>)	228	+35	21546	3	15/1
	21	DANDY WARHOLS Bohemian Like You (<i>Capitol</i>)	227	-52	20859	17	19/0
	22	U2 Walk On (<i>Interscope</i>)	217	+94	16786	1	24/16
	23	DAVE MATTHEWS BAND I Did It (<i>RCA</i>)	209	+209	23940	1	21/21
	24	BARENAKED LADIES Pinch Me (<i>Reprise</i>)	204	-45	14305	20	18/0
	25	DAVID GRAY Please Forgive Me (<i>ATO/RCA</i>)	191	+3	12789	8	12/0
	26	FOO FIGHTERS Next Year (<i>Roswell/RCA</i>)	178	+49	12258	15	13/2
	27	EVERLAST I Can't Move (<i>Tommy Boy</i>)	161	+17	9375	2	13/1
	28	JOE JACKSON Stranger Than You (<i>Sony Classical</i>)	152	-24	8619	6	12/0
	29	STING After The Rain Has Fallen (<i>A&M/Interscope</i>)	150	-24	13702	20	15/0
	30	3 DOORS DOWN Kryptonite (<i>Republic/Universal</i>)	143	+12	11791	7	7/0

Most Added.

ARTIST TITLE LABEL(S)	ADDS
DAVE MATTHEWS BAND I Did It (<i>RCA</i>)	21
U2 Walk On (<i>Interscope</i>)	16
SEMISONIC Chemistry (<i>MCA</i>)	13
STEVE EARLE Everyone's In Love... (<i>E-Squared/Artemis</i>)	9
STEELY DAN What A Shame About Me (<i>Giant/Reprise</i>)	4
COLDPLAY Yellow (<i>Nettwerk/Capitol</i>)	2
FOO FIGHTERS Next Year (<i>Roswell/RCA</i>)	2
PJ HARVEY Good Fortune (<i>Island/IDJMG</i>)	2
LIFEHOUSE Hanging By A Moment (<i>DreamWorks</i>)	2
VERTICAL HORIZON Best I Ever Had (<i>Grey Sky...</i>) (<i>RCA</i>)	2

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DAVE MATTHEWS BAND I Did It (<i>RCA</i>)	+209
U2 Walk On (<i>Interscope</i>)	+94
DIDO Thankyou (<i>Arista</i>)	+78
FIVE FOR FIGHTING Easy Tonight (<i>Aware/Columbia</i>)	+76
COLDPLAY Yellow (<i>Nettwerk/Capitol</i>)	+75
MATCHBOX TWENTY If You're Gone (<i>Lava/Atlantic</i>)	+59
TRACY CHAPMAN It's OK (<i>Elektra/EEG</i>)	+56
SEMISONIC Chemistry (<i>MCA</i>)	+55
FOO FIGHTERS Next Year (<i>Roswell/RCA</i>)	+49
INCUBUS Drive (<i>Immortal/Epic</i>)	+44

Breakers.

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE	TOTAL STATIONS/ADDS	CHART
DIDO Thankyou (<i>Arista</i>)	315/78	17/1	11

Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increase in total plays. Weighted chart appears on R&R ONLINE MUSIC TRACKING.



27 Adult Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of Sunday 12/31/00-Saturday 1/6/01. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song being played on more stations is placed first. Breaker status is assigned to songs reaching 250 plays or more for the first time. Songs below No. 20 are moved to recurrent after 20 weeks. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from The Arbitron Company (Copyright 2001, The Arbitron Company). © 2001, R&R Inc.

New & Active

DANIEL CAGE You Set Me Free (*MCA*)
Total Plays: 136, Total Stations: 10, Adds: 0

LIFEHOUSE Hanging By A Moment (*DreamWorks*)
Total Plays: 121, Total Stations: 5, Adds: 2

SARAH HARMER Basement Apt. (*Zoe/Rounder*)
Total Plays: 111, Total Stations: 9, Adds: 0

SADE By Your Side (*Epic*)
Total Plays: 110, Total Stations: 5, Adds: 0

MARTIN SEXTON Hallelujah (*Atlantic*)
Total Plays: 104, Total Stations: 9, Adds: 0

SOUTHERN CULTURE ON THE SKIDS Just How Lonely (*TVT*)
Total Plays: 88, Total Stations: 10, Adds: 0

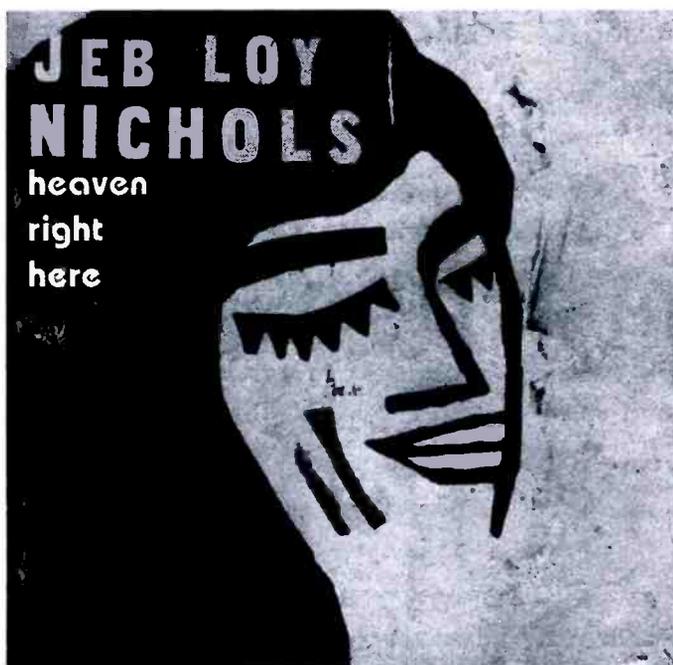
DON HENLEY Everything Is Different Now (*Warner Bros.*)
Total Plays: 88, Total Stations: 8, Adds: 1

SONNY LANDRETH This River (*Vanguard*)
Total Plays: 84, Total Stations: 7, Adds: 0

KENNY WAYNE SHEPHERD BAND Where Was I? (*Giant/Reprise*)
Total Plays: 73, Total Stations: 7, Adds: 0

PAUL SIMON You're The One (*Warner Bros.*)
Total Plays: 71, Total Stations: 7, Adds: 1

Songs ranked by total plays



Impact Date: January 15

JS Records presents
Paul Simon - 212-506-5812
Don Henley - 212-506-5845
Kenny Wayne Shepherd Band - 323-802-0117

"Chilled acousta-shank for lovers, with a twist." - Guitar



OPENINGS

OPENINGS

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NATIONAL

Once-In-A-Career Opportunity to join an established, powerhouse morning show in a major market. How many chances do you get to join a show that is already successful? This show **DOMINATES** men. One of our team is leaving to pursue other interests... can YOU fill the shoes? We need someone who is naturally funny, quick, and can interact well with a studio full of co-hosts, comedians, and guests. Women and minorities are very much encouraged to apply. **ALL INQUIRIES CONFIDENTIAL!** We are a major media company but only have a couple of radio stations, so I guarantee that you will not be sending your tape and resume to your own company. You'll enjoy great benefits, great salary and a great place to work! Radio & Records, 10100 Santa Monica Blvd., #951, 5th Floor, Los Angeles, CA 90067. EOE

Heritage Rocker needs PD candidates with excellent management and people skills. This ability must be complemented by a strategic understanding of how to compete in a busy rock market and an ability to collaborate with management, research and consultants. Send T&R with salary requirements and geographic limitations to: Radio & Records, 10100 Santa Monica Blvd., #949, 5th Floor, Los Angeles, CA 90067. EOE

Drive Time News Anchor Wanted
Can you handle working in one of the nation's busiest newsrooms? We're looking for a dynamic news anchor who knows what it's like to be in the trenches. Must be able to work the phones and work under constant deadline pressure. Rip and readers need not apply. Generous benefits package, including 401(k). Rush tape and resume to: Radio & Records, 10100 Santa Monica Blvd., #950, 5th Floor, Los Angeles, CA 90067. EOE

Active Rock Nights

Creative digital production, phones, remotes, attitude essential. Great first gig. Develop your talent in the big east. Females & minorities encouraged. T&R's to: Jeff Miller, WCLG, Box 885, Morgantown, WV 26507. EOE

WRNR, Maryland's legendary Triple A. Is currently looking for announcers with five years on-air experience and good production skills. Send your T&R to Program Director. WRNR, 112 Main Street, Annapolis, MD 21401. Absolutely no phone calls. EOE

Attention AE's & Promotion Directors

Looking to relocate to Hotanta? Do you love promotions and hate CPP's? Join the sales team at American Media & Special Promotions, the nation's leading \$1,000,000 promotions company. Sell the The Birthday Game™ and other popular insured promotions to radio and TV stations, agency and corporate accounts, sports teams, auto dealers and nightclubs. Must be motivated and dedicated with excellent presentation, new business development, creative and phone sales skills. Atlanta office. Commission +benefits. EOE. Fax cover letter & resume to Scott Meach, 770-271-1376 or e-mail Scott@ahno.net.

SOUTH

WOWF-FM (East TN Country station) seeks afternoon talent with great production skills. For more info: jeff@wow102.com. EOE (01/12)

Country DJ - Radio and some news experience required. Send resume and air check to: WUCZWRKM, Box 179, Carthage, TN 37030. EOE (01/12)

MIDWEST

KZ-100, Nebraska's biggest FM is seeking a high energy evening country host. T&R: Dean Johnson, KZEN, 1418 25th Street, Columbus, NE 68601. EOE (01/12)

EAST

Market leading AC seeks family friendly, PM drive talent. Possible MD (Selector). T&R: Randy Jay, WLZW, 8280 Clark Mills Road, Whitesboro, NY 13492. EOE (01/12)

Washington, D.C. CHR seeks top 40 pros for week-end/fill-in work. Must have CHR experience. T&R: Mike Edwards, 2000 15th St., North, Suite 200, Arlington, VA 22201. EOE (01/12)

Wanted: Morning show team players!

Must be mature, creative w/good credit. Also seeking Production Director. Digi-Link software experience helpful. KRNH, #1 in The Texas Hill County. Small market lifestyle, major market sound. Call Carolyn at 830-896-4990. EOE M/F.

General Sales Manager

Employee-owned Journal Broadcast Group's six-station Wichita cluster seeking sales leader for its country trombo, including the market's perennial top billed and community power house, KFDI AM/FM. Candidates must have successful track record with large sales teams, multi-station sales management, local-direct business development and a reputation for exceeding goals. Send resume to Tim Link, DOS, tlink@kfdi.com, 4200 N. Old Lawrence Road, Wichita, KS 67201. EOE.

Are you a brilliant communicator with a heart for how a great radio can impact lives for good? America's next great Contemporary Christian radio station to launch soon in major market. Top pros only for this rare opportunity. Contact John Frost, Audience Development Group at john@goodratings.cc. EOE

MUSIC RESEARCH SPECIALISTS

Mediabase 24/7, a division of Clear Channel Communications, and the official airplay data provider for R&R, Gavin, Impact, Rick Dees, Casey Kasem, Leeza Gibbons, After Midnight, Rockline, Rhythm Countdown, and many more, is now hiring full-time research experts.

If you've been searching for a way to turn your wealth of music knowledge into a full-time position, complete with benefits, this may be the perfect opportunity for you. Mediabase Music Research specialists enjoy the luxury of working from almost anywhere in the USA, in the comfort of their homes. No commute, no dress code, and a conveniently located break room!

Qualified applicants will possess a thirst for learning new music, be highly dedicated to accuracy, and have very strong time management skills. This position involves a split shift, with flexible working hours throughout the day and a few hours late at night.

If you can "Name That Tune" in just a few short seconds, and have the desire to be a part of the most accurate research team in the industry, FAX us your resume today. Please indicate your format of expertise. Currently interviewing for all areas of: Rock, Country, AC, Hit, and Urban.

Fax to Mediabase Human Resources, Attention: Julio 818-461-5150
NO PHONE CALLS PLEASE [EOE]



OPENINGS

Program Director

The heritage news... talk... and sports leader in Kansas City is looking for our new Program Director! We have the big news and sports department... we have Rush... we have the Kansas City Royals... we have the best staff in town. We need YOUR ideas, energy, coaching, and innovation to make this station complete. Large or major market news... talk... and sports programming experience required. Degree preferred. EEO. Please send an unedited cassette aircheck of your current station along with your resume. Attention: Ken Beck, Newsradio 980 KMBZ, 4935 Belinder Rd, Westwood, Kansas, 66205.

National Sales Manager

Employee-owned Journal Broadcast Group's six-station Wichita cluster seeking leader to manage national/regional sales. Minimum three years success in radio sales is required. Must demonstrate thorough understanding of industry software applications, exceptional negotiating skills, and track record for creativity securing large budget shares. Relationships in key Kansas City, Dallas and Chicago agencies a plus. Contact Tim Link, DOS, tlink@kfdi.com, 4200 N. Old Lawrence Road, Wichita, KS 67201. EOE.

99.7 KY

Promotions Director:

KYYS, Kansas City's 26-year heritage rock station, is looking for a multi-tasking promotion machine! Propelling sales, developing our Internet presence, and waging an unstoppable street war are all parts of the job. If you love radio, understand how to work with a high charged staff, and want to team up with a great company where you're a name and not just a number... you could be the one. No phone calls. Minorities and women are encouraged to apply. Greg Bergen/KYYS, 4935 Belinder, Westwood, KS, 66205. gbergen@kyys.com

Q-102 (KQIC) 100,000-watt Hot AC, in Willmar, MN needs hot, relatable eye jock now! Big studios, small local company. Complete info: tim@1025fm.com. T&R to Tim Burns, PD, 1340 N. 7th St., Willmar, MN 56210, EOE

www.rronline.com

OPENINGS

WEST

Mornings in Reno/Tahoe!

Soft Rock "Sunny 106.9" seeks an experienced personality or team to host the area's #1 Morning Show. If you're able to relate to our female audience within a music intensive presentation, we'd like to hear from you now! Packages to: Program Director, Sunny 106.9 KRNO, 300 E. Second Street, 14th Floor, Reno, Nevada 89501. Women and minorities are encouraged to apply. Americom Broadcasting is an EOE.



KJCD Denver's new Smooth Jazz is filling all positions, including MD. Format experience is a must! T&R: John St. John, 1095 S. Monaco Pkwy, Denver, CO 80224. Jefferson Pilot Communications. EOE.

Afternoon Co-host & News Reporter, KVTA AM 1520

Gold Coast AM Powerhouse in Ventura, California looking to expand news & programming staff with a unique position & opportunity. Preferred applicants will have previous news/talk experience in reporting & on-air. Send tape & resume to: Attn: KVTA Program Director 2284 S. Victoria Ave., Suite 2G, Ventura, CA 93003. No phone calls please. Medical, dental, 401K & paid vacation offered. EOE.

RADIO & RECORDS

10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067

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POSTMASTER: Send address changes to R&R, 10100 Santa Monica Blvd., 5th Floor, Los Angeles, California 90067.

POSITIONS SOUGHT

POSITIONS SOUGHT

Broadcasting Brat

DJ, PD, PR, Talk, College, TV, Copy, Merchandising, Marketing, WX, Computers, Office, Sales, Slender Blond. Can do gal. Kathy. Nashville area. TR. 502-586-1832. lion590@aol.com

Top 20 personality seeks next big major market challenge. All formats/dayparts considered. Results...no ego. E-mail confidential request for demo/resume to: zkradio@hotmail.com. (01/12)

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Great guests, big names, and fun topics. A great show needs the right producer. I have National experience and a down home touch. Contact: radiobookie@hotmail.com. (01/12)

Houston! Dallas! Fresh, Fun personality, CELESTE MATTHEWS free to getcha ratings now! (281) 494-7767 or hearcelest@aol.com. Spark-flying wild phones and more. (01/12)

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Opportunities Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Ads are accepted by fax: (310-203-8450) or mail. Visa, MC, AmEx or Discover card accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to: R&R Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

POSITIONS SOUGHT

Top Notch PD with proven track record. Selector fluent, experience with Scott Studios and Prophet. Excellent Coach & Manager. Seeking next challenge. mweston_2001@yahoo.com. (01/05)

This radio dude rocks! Mornings and Afternoon Driver. Computer literate..listener literate. Midwest or South Only. Any Format. Former PD. motherroad2000@yahoo.com. (01/05)

TEE REX is back, searching for fulltime gig. Formers include KFRC, X100, KRUIZ VRQ and many more. mrsteerex@aol.com or (916) 455-5969. (01/05)

Searching for a fulltime job in radio as a disc jockey! Three years of on-air experience in the Country format. TONY: (765) 456-3209 tonyriden@yahoo.com. (01/05)

18 years of experience! On-air, programming & promotions- mostly alternative. 91X, XHRM (the Flash), KCXX and Y107, and more. dwightarnoldmedia@yahoo.com (760) 751-4330. (01/05)

R&R Opportunities Free Advertising

Radio & Records provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PST)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" X 11" company/station letterhead and are accepted only by mail or fax: 310-203-8450. Only free positions sought ads are accepted by e-mail to: kmumaw@rronline.com Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

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The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling.

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Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch.

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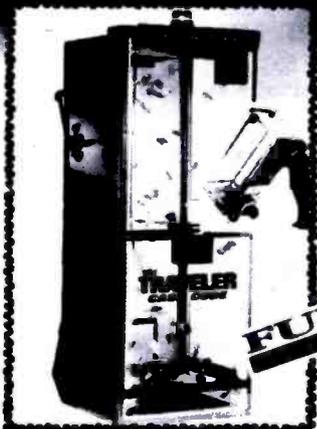
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1 time	\$90.00
6 insertions	85.00
13 insertions	80.00
26 insertions	70.00
51 insertions	65.00

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R&R The Back Pages.

National Airplay Overview January 12, 2001

CHR/POP

3W	TW	ARTIST	SON	Label
1	1	DESTINY'S CHILD	Independent Women Pt. 1	(Columbia)
2	2	SHAGGY	It Wasn't Me	(MCA)
3	3	MYA	Case Of The Ex (Whatcha...)	(University/Interscope)
4	4	MATCHBOX TWENTY	If You're Gone	(Lava/Atlantic)
7	5	DREAM	He Loves U Not	(Bad Boy/Arista)
5	6	CREED	With Arms Wide Open	(Wind-up)
13	7	LENNY KRAVITZ	Again	(Virgin)
12	8	JENNIFER LOPEZ	Love Don't Cost A Thing	(Epic)
6	9	SAMANTHA MUMBA	Gotta Tell You	(Widcard/Polydor/Interscope)
8	10	DEBELAH MORGAN	Dance With Me	(DAS/Atlantic)
17	11	MADONNA	Don't Tell Me	(Maverick/WB)
14	12	EVAN AND JARON	Crazy For This Girl	(Columbia)
10	13	3 DOORS DOWN	Kryptonite	(Republic/Universal)
11	14	'N SYNC	This I Promise You	(Jive)
9	15	PINK	Most Girls	(LaFace/Arista)
19	16	99 DEGREES	My Everything	(Universal)
16	17	BRITNEY SPEARS	Stronger	(Jive)
22	18	BBMAK	Still On Your Side	(Hollywood)
24	19	NELLY E.I.	(Fo' Reel/Universal)	
15	20	KANDI	Don't Think I'm Not	(So So Def/Columbia)
21	21	FAITH HILL	The Way You Love Me	(Warner Bros.)
33	22	PINK	You Make Me Sick	(LaFace/Arista)
18	23	BACKSTREET BOYS	Shape Of My Heart	(Jive)
26	24	U2	Beautiful Day	(Interscope)
30	25	K-CI & JOJO	Crazy	(MCA)
25	26	MIKALA	So In Love With Two	(Island/IDJMG)
23	27	BARENAKED LADIES	Pinch Me	(Reprise)
32	28	O-TOWN	Liquid Dreams	(J)
38	29	OUTKAST	Ms. Jackson	(LaFace/Arista)
28	30	EVERCLEAR	AM Radio	(Capitol)

#1 MOST ADDED

VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)

#1 MOST INCREASED PLAYS

PINK You Make Me Sick (LaFace/Arista)

TOP 5 NEW & ACTIVE

BACKSTREET BOYS The Call (Jive)

DIDO Thankyou (Arista)

LIMP BIZKIT Rollin' (Flip/Interscope)

SADE By Your Side (Epic)

MONIFAH I Can Tell (Universal)

CHR begins on Page 43.

CHR/RHYTHMIC

3W	TW	ARTIST	SON	Label
1	1	OUTKAST	Ms. Jackson	(LaFace/Arista)
2	2	SHAGGY	It Wasn't Me	(MCA)
3	3	DESTINY'S CHILD	Independent Women Pt. 1	(Columbia)
5	4	JAY-Z	I Just Wanna Love U...	(Roc-A-Fella/IDJMG)
7	5	K-CI & JOJO	Crazy	(MCA)
6	6	LUDACRIS	What's Your Fantasy	(Def Jam South/IDJMG)
11	7	JENNIFER LOPEZ	Love Don't Cost A Thing	(Epic)
8	8	NELLY E.I.	(Fo' Reel/Universal)	
13	9	SHAGGY	Angel	(MCA)
4	10	JARILEF.C. MILIAN	Between Me...	(Murder Inc./Def Jam/IDJMG)
9	11	R. KELLY	I Wish	(Jive)
12	12	LIL BOW WOW	Bow Wow (That's My Name)	(So So Def/Columbia)
10	13	3LW	No More (Baby I'ma Do Right)	(Epic)
22	14	MYSTIKAL F/MVEA	Danger	(Jive)
15	15	MYA	Free	(Ruff/WB/University/Interscope)
18	16	DREAM	He Loves U Not	(Bad Boy/Arista)
42	17	JARILEF.C. MILIAN	NO AND VITA Put It...	(Murder Inc./Def Jam/IDJMG)
17	18	CASH MONEY MILLIONAIRES	Project Chick	(Cash Money/Universal)
23	19	PINK	You Make Me Sick	(LaFace/Arista)
14	20	MYA	Case Of The Ex (Whatcha...)	(University/Interscope)
29	21	XZIBIT	X (Loud)	
25	22	112	It's Over Now	(Bad Boy/Arista)
20	23	MYSTIKAL	Shake Ya Ass	(Jive)
24	24	99 DEGREES	My Everything	(Universal)
38	25	NELLY	Ride Wit Me	(Fo' Reel/Universal)
27	26	MADONNA	Don't Tell Me	(Maverick/WB)
40	27	JAGGED EDGE	Promise	(So So Def/Columbia)
33	28	SNOOP DOGG	Snoop Dogg	(No Limit/Priority)
30	29	MUSIQ	Just Friends	(Sunny) (Def Soul/IDJMG)
37	30	MONIFAH	I Can Tell	(Universal)

#1 MOST ADDED

JARILEF.C. MILIAN NO AND VITA Put It On Me (Murder Inc./Def Jam/IDJMG)

#1 MOST INCREASED PLAYS

JARILEF.C. MILIAN NO AND VITA Put It On Me (Murder Inc./Def Jam/IDJMG)

TOP 5 NEW & ACTIVE

LOUCHIE LOU & MICHIE ONE 10 Out Of 10 (Interscope)

SADE By Your Side (Epic)

KOFFEE BROWN After Party (Arista)

DAVE HOLLISTER One Woman Man (Def Squad/DreamWorks)

DAFT PUNK One More Time (Virgin)

CHR begins on Page 43.

URBAN

3W	TW	ARTIST	SON	Label
1	1	OUTKAST	Ms. Jackson	(LaFace/Arista)
3	2	JAY-Z	I Just Wanna Love U...	(Roc-A-Fella/IDJMG)
8	3	MYSTIKAL F/MVEA	Danger	(Jive)
2	4	AVANT	My First Love	(Magic Johnson/MCA)
4	5	MUSIQ	Just Friends	(Sunny) (Def Soul/IDJMG)
9	6	JAGGED EDGE	Promise	(So So Def/Columbia)
5	7	R. KELLY	I Wish	(Jive)
6	8	DAVE HOLLISTER	One Woman Man	(Def Squad/DreamWorks)
11	9	LIL BOW WOW	Bow Wow... (So So Def/Columbia)	
10	10	CARL THOMAS	Emotional	(Bad Boy/Arista)
18	11	TANNA	Stranger In My House	(Elektra/EEG)
23	12	SHAGGY	It Wasn't Me	(MCA)
19	13	112	It's Over Now	(Bad Boy/Arista)
22	14	JOE	Stutter	(Jive)
14	15	CASH MONEY MILLIONAIRES	Project Chick	(Cash Money/Universal)
7	16	DESTINY'S CHILD	Independent Women Pt. 1	(Columbia)
17	17	JAHNEIM	Could It Be	(Divine MHI/WB)
16	18	3LW	No More (Baby I'ma Do Right)	(Epic)
12	19	NELLY E.I.	(Fo' Reel/Universal)	
—	20	JARILEF.C. MILIAN	NO AND VITA Put It...	(Murder Inc./Def Jam/IDJMG)
13	21	WYCLEF JEAN F/MARY J. BLIGE	911	(Ruffhouse/Columbia)
28	22	MEMPHIS BLEEK	Is That Your Chick	(Roc-A-Fella/IDJMG)
26	23	ERYKAH BADU	Didn't Cha Know	(Motown)
34	24	JILL SCOTT	A Long Walk	(Hidden Beach/Epic)
20	25	JARILEF.C. MILIAN	Between Me...	(Murder Inc./Def Jam/IDJMG)
21	26	PUBLIC ANNOUNCEMENT	Mamacita	(RCA)
35	27	SNOOP DOGG	Snoop Dogg	(No Limit/Priority)
25	28	TANK	Maybe I Deserve	(BlackGround)
27	29	PRU	Candles	(Capitol)
32	30	MYA	Free	(Ruff/WB/University/Interscope)

#1 MOST ADDED

JARILEF.C. MILIAN NO AND VITA Put It On Me (Murder Inc./Def Jam/IDJMG)

#1 MOST INCREASED PLAYS

JARILEF.C. MILIAN NO AND VITA Put It On Me (Murder Inc./Def Jam/IDJMG)

TOP 5 NEW & ACTIVE

EIGHTBALL & MJB Pump Hard (Independent)

ANGIE MARTINEZ F/JAY-Z Mi Amor (EastWest/EEG)

BILAL Soul Sista (Moya/Interscope)

LUCY PEARL You (Poogie/Beyond/Hollywood)

LIL' WAYNE Get Off The Corner (Cash Money/Universal)

URBAN begins on Page 58.

AC

3W	TW	ARTIST	SON	Label
1	1	'N SYNC	This I Promise You	(Jive)
3	2	BBMAK	Back Here	(Hollywood)
2	3	HUEY LEWIS & GWYNETH PALTROW	Cruisin'	(Hollywood)
5	4	BACKSTREET BOYS	Shape Of My Heart	(Jive)
4	5	FAITH HILL	The Way You Love Me	(Warner Bros.)
6	6	DON HENLEY	Taking You Home	(Warner Bros.)
9	7	LEANN RIMES	I Need You	(Sparrow/Curb/Capitol)
7	8	MARC ANTHONY	My Baby You	(Columbia)
10	9	FAITH HILL	Breathe	(Warner Bros.)
8	10	MARC ANTHONY	You Sang To Me	(Columbia)
11	11	SAVAGE GARDEN	I Knew I Loved You	(Columbia)
12	12	LONESTAR	Amazed	(BNA)
13	13	CELINE DION	That's The Way It Is	(550 Music/Epic)
16	14	CHRISTINA AGUILERA	I Turn To You	(RCA)
15	15	NATALIE COLE	Angel On My Shoulder	(Elektra/EEG)
20	16	LEE ANN WOMACK	I Hope You Dance	(MCA/Universal)
18	17	BRIAN MCKNIGHT	Back At One	(Motown/Universal)
19	18	BACKSTREET BOYS	Show Me The Meaning Of...	(Jive)
21	19	CORRS	Breathless	(143/Lava/Atlantic)
17	20	LEANN RIMES	Can't Fight The Moonlight	(London Sire/Curb)
26	21	MATCHBOX TWENTY	If You're Gone	(Lava/Atlantic)
23	22	TONI BRAXTON	Spanish Guitar	(LaFace/Arista)
22	23	LEIGH NASH	Need To Be Next To You	(Engine/Arista)
24	24	SADE	By Your Side	(Epic)
28	25	DDN HENLEY	Everything Is Different Now	(Warner Bros.)
27	26	STING	My Funny Friend And Me	(Hollywood)
30	27	RICHARD MARX	Days In Avalon	(Signal 21)
—	28	LARA FABIAN	Love By Grace	(Columbia)
25	29	OSCAR DE LA HOYA	Run To Me	(EMI Latin/Capitol)
—	30	BON JOVI	Thank You For Loving Me	(Island/IDJMG)

#1 MOST ADDED

DAVID GRAY Babylon (ATO/RCA)

#1 MOST INCREASED PLAYS

BACKSTREET BOYS Shape Of My Heart (Jive)

TOP 5 NEW & ACTIVE

SEAL This Could Be Heaven (London Sire)

EVAN AND JARON Crazy For This Girl (Columbia)

ELTON JOHN W/MARY J. BLIGE I Guess That's Why They... (Universal)

ENYA Only Time (Reprise)

JENNIFER DAY Completely (BNA)

AC begins on Page 88.

HOT AC

3W	TW	ARTIST	SON	Label
1	1	MATCHBOX TWENTY	If You're Gone	(Lava/Atlantic)
2	2	CREED	With Arms Wide Open	(Wind-up)
3	3	BARENAKED LADIES	Pinch Me	(Reprise)
4	4	EVAN AND JARON	Crazy For This Girl	(Columbia)
7	5	LENNY KRAVITZ	Again	(Virgin)
8	6	U2	Beautiful Day	(Interscope)
5	7	3 DOORS DOWN	Kryptonite	(Republic/Universal)
6	8	VERTICAL HORIZON	You're A God	(RCA)
9	9	CORRS	Breathless	(143/Lava/Atlantic)
10	10	FAITH HILL	The Way You Love Me	(Warner Bros.)
13	11	DIDO	Thankyou	(Arista)
11	12	MATCHBOX TWENTY	Bent	(Lava/Atlantic)
12	13	DAVID GRAY	Babylon	(ATO/RCA)
14	14	EVERCLEAR	Wonderful	(Capitol)
17	15	EVERCLEAR	AM Radio	(Capitol)
16	16	VERTICAL HORIZON	Everything You Want	(RCA)
15	17	SHAWN MULLINS	Anywhere I Go	(Columbia)
19	18	STING	Desert Rose	(A&M/Interscope)
18	19	NINE DAYS	Absolutely (Story Of A Girl)	(550 Music/Epic)
20	20	DEXTER FREEMAN	Leaving Town	(Capitol)
23	21	NELLY FURTADO	I'm Like A Bird	(DreamWorks)
28	22	MADONNA	Don't Tell Me	(Maverick/WB)
21	23	NINE DAYS	If I Am	(550 Music/Epic)
25	24	'N SYNC	This I Promise You	(Jive)
24	25	BACKSTREET BOYS	Shape Of My Heart	(Jive)
22	26	MADONNA	Music	(Maverick/WB)
—	27	BON JOVI	Thank You For Loving Me	(Island/IDJMG)
26	28	SISTER HAZEL	Champagne High	(Universal)
—	29	FUEL	Hemorrhage	(In My Hands) (550 Music/Epic)
29	30	SOULDECISION	Faded	(MCA)

#1 MOST ADDED

VERTICAL HORIZON Best I Ever Had (Grey Sky...) (RCA)

#1 MOST INCREASED PLAYS

MADONNA Don't Tell Me (Maverick/WB)

TOP 5 NEW & ACTIVE

MOBY F/GWEN STEFANI Southside (V2)

GREEN DAY Minority (Reprise)

FIVE FOR FIGHTING Easy Tonight (Aware/Columbia)

JOSH JOPLIN GROUP Camera One (Artemis)

LEE ANN WOMACK I Hope You Dance (MCA/Universal)

AC begins on Page 88.

ROCK

3W	TW	ARTIST	SON	Label
1	1	3 DOORS DOWN	Loser	(Republic/Universal)
2	2	FUEL	Hemorrhage	(In My Hands) (550 Music/Epic)
5	3	CREED	Are You Ready	(Wind-up)
4	4	COLLECTIVE SOUL	Why Pt. 2	(Atlantic)
3	5	AEROSMITH	Angel's Eye	(Columbia)
6	6	GODSMACK	Awake	(Republic/Universal)
9	7	SAMMY HAGAR	Let Sally Drive	(Cabo Wabo/Beyond)
7	8	PRIMUS W/OZZY N.I.B.	(Divine/Priority)	
10	9	EVERCLEAR	When It All Goes Wrong Again	(Capitol)
8	10	GEDDY LEE	My Favorite Headache	(Anthem/Atlantic)
14	11	DUST FOR LIFE	Step Into The Light	(Wind-up)
11	12	METALLICA	I Disappear	(Hollywood)
15	13	3 DOORS DOWN	Kryptonite	(Republic/Universal)
13	14	OFFSPRING	Original Prankster	(Columbia)
19	15	LIFEHOUSE	Hanging By A Moment	(DreamWorks)
16	16	LINKIN PARK	One Step Closer	(Warner Bros.)
20	17	INCUBUS	Drive	(Immortal/Epic)
24	18	STRAIT UP/FALCON OF SEVENDUST	Angel's Son	(Immortal/Virgin)
12	19	IONIAN O/DAVE GROHL	Goodbye Lament	(Divine/Priority)
17	20	ISLE OF O	Bag Of Tricks	(Universal)
25	21	NICKELBACK	Old Enough	(Roadrunner)
18	22	A PERFECT CIRCLE	3 Libras	(Virgin)
31	23	GREEN DAY	Warning	(Reprise)
21	24	U2	Beautiful Day	(Interscope)
22	25	DAVID COVERDALE	Slave	(Dragonhead)
23	26	U.P.O.	Feel Alive	(Epic)
26	27	COC	Congratulations Song	(Sanctuary/SRG)
27	28	CREED	Riders On The Storm	(Elektra/EEG)
29	29	DIFFUSER	Karma	(Hollywood)
28	30	STONE TEMPLE PILDTS	Break On Through	(Elektra/EEG)

#1 MOST ADDED

3 DOORS DOWN Duck And Run (Republic/Universal)

#1 MOST INCREASED PLAYS

TANTRIC Breakdown (Maverick)

TOP 5 NEW & ACTIVE

3 DOORS DOWN Duck And Run (Republic/Universal)

U2 Walk On (Interscope)

ROGER WATERS Mother (Columbia)

AT THE DRIVE-IN One Armed Scissor (Grand Royal/Virgin)

DAVE MATTHEWS BAND I Did It (RCA)

ROCK begins on Page 101.



National Airplay Overview January 12, 2001

URBAN AC

3W	TW	Artist	Album
1	1	AVANT	My First Love (Magic Johnson/MCA)
2	2	SADE	By Your Side (Epic)
3	3	BABYFACE	Reason For Breathing (Arista/Epic)
4	4	DAVE HOLLISTER	One Woman Man (Def Squad/DreamWorks)
5	5	R. KELLY	I Wish (Jive)
6	6	CARL THOMAS	Emotional (Bad Boy/Arista)
7	7	CHARLIE WILSON	Without You (Major Hits)
8	8	YOLANDA ADAMS	Open My Heart (Elektra/EEG)
9	9	TAMIA	Stranger In My House (Elektra/EEG)
10	10	BOYZ II MEN	Thank You In Advance (Universal)
11	11	JILL SCOTT	Gettin' In The Way (Hidden Beach/Epic)
12	12	MUSIQ	Just Friends (Sunny) (Def Soul/IDJMG)
13	13	PRU	Candles (Capitol)
14	14	KELLY PRICE	You Should've Told Me (T-Neck/Def Soul/IDJMG)
15	15	TONI BRAXTON	Spanish Guitar (LaFace/Arista)
16	16	RACHELLE FERRELL	I Forgive You (Capitol)
17	17	ERYKAH BADU	Oidin' Cha Know (Motown)
18	18	SISQO	Incomplete (Dragon/Def Soul/IDJMG)
19	19	JOE	Stutter (Jive)
20	20	TONI BRAXTON	Just Be A Man About It (LaFace/Arista)
21	21	WYCLEF JEAN	F/MARY J. BLIGE 911 (Ruffhouse/Columbia)
22	22	ERYKAH BADU	Bag Lady (Motown)
23	23	JILL SCOTT	A Long Walk (Hidden Beach/Epic)
24	24	GERALD LEVERT	Dream With No Love (Motown)
25	25	JESSE POWELL	If I (Silas/MCA)
26	26	MCOCIGNO	F/MAYSA Change (Talkin Loud/Blue Thumb/VMG)
27	27	SPOOKS	Sweet Revenge (Antra/Artemis)
28	28	CHANGING FACES	That Other Woman (Atlantic)
29	29	JAMIE HAWKINS	Lost My Mind (Monami/EEG)
30	30	BOYZ II MEN	Pass You By (Universal)

#1 MOST ADDED

DAMITA Won't Be Afraid (Atlantic)

#1 MOST INCREASED PLAYS

JOE I/MYSTIKAL Stutter (Jive)

TOP 5 NEW & ACTIVE

- WILL DOWNING Tired Melody (Motown)
- TANK Maybe I Deserve (BlackGround)
- JANEIM Could It Be (Divine Mill/WB)
- DAMITA Won't Be Afraid (Atlantic)
- BEBE WINANS Tonight, Tonight (Motown)

URBAN begins on Page 59.

ACTIVE ROCK

3W	TW	Artist	Album
1	1	GODSMACK	Awake (Republic/Universal)
2	2	LINKIN PARK	One Step Closer (Warner Bros.)
3	3	FUEL	Hemorrhage (In My Hands) (550 Music/Epic)
4	4	LIMP BIZKIT	Rollin' (Flip/Interscope)
5	5	3 DOORS DOWN	Loser (Republic/Universal)
6	6	OFFSPRING	Original Frankster (Columbia)
7	7	EVERCLEAR	When It All Goes Wrong Again (Capitol)
8	8	INCUBUS	Drive (Immortal/Epic)
9	9	STRAIT UP	FLAJON OF SEVENDUST Angel's Son (Immortal/Virgin)
10	10	PAPA ROACH	Broken Home (DreamWorks)
11	11	DISTURBED	Stupify (Giant/Reprise)
12	12	PRIMUS	W/OZZY N.I.B. (Divine/Priority)
13	13	PAPA ROACH	Last Resort (DreamWorks)
14	14	RAGE AGAINST THE MACHINE	Renegades Of Funk (Epic)
15	15	CREED	Are You Ready (Wind-up)
16	16	A. LEWIS AND F. DURST	Outside (Flawless/Geffen/Interscope)
17	17	A PERFECT CIRCLE	3 Libras (Virgin)
18	18	DISTURBED	Voices (Giant/Reprise)
19	19	DUST FOR LIFE	Step Into The Light (Wind-up)
20	20	LIFEHOUSE	Hanging By A Moment (DreamWorks)
21	21	DIFFUSER	Karma (Hollywood)
22	22	KOMMI F./DAVE GROHL	Goodbye Lament (Divine/Priority)
23	23	U.P.O.	Feel Alive (Epic)
24	24	NICKELBACK	Old Enough (Roadrunner)
25	25	CDC	Congratulations Song (Sanctuary/SRG)
26	26	UNION UNDERGROUND	Killing The Fly (Portrait/Columbia)
27	27	TANTRIC	Breakdown (Maverick)
28	28	GREEN DAY	Warning (Reprise)
29	29	AEROSMITH	Angel's Eye (Columbia)
30	30	ISLE OF Q	Bag Of Tricks (Universal)

#1 MOST ADDED

3 DOORS DOWN Duck And Run (Republic/Universal)

#1 MOST INCREASED PLAYS

TANTRIC Breakdown (Maverick)

TOP 5 NEW & ACTIVE

- MARVELOUS 3 Get Over (HiFi/Elektra/EEG)
- DAVID COVERDALE Slave (Dragonhead)
- NOTHINGFACE Bleeder (TVT)
- NONPOINT What A Day (MCA)
- DEFTONES Digital Bath (Maverick)

ROCK begins on Page 68.

COUNTRY

LW	TW	Artist	Album
1	1	TIM MCGRAW	My Next Thirty Years (Curb)
2	2	DIXIE CHICKS	Without You (Monument)
3	3	SARA EVANS	Born To Fly (RCA)
4	4	KENNY CHESNEY	I Lost It (BNA)
5	5	LONESTAR	Tell Her (BNA)
6	6	JO DEE MESSINA	Burn (Curb)
7	7	LEE ANN WOMACK	Ashes By Now (MCA)
8	8	JAMIE O'NEAL	There Is No Arizona (Mercury)
9	9	ALAN JACKSON	www.Memory (Arista)
10	10	KEITH URBAN	But For The Grace Of God (Capitol)
11	11	TOBY KEITH	You Shouldn't Kiss Me Like... (DreamWorks)
12	12	GARTH BROOKS	Wild Horses (Capitol)
13	13	RASCAL FLATTS	This Everyday Love (Lyric Street)
14	14	DARRYL WORLEY	A Good Day To Run (DreamWorks)
15	15	CLARK FAMILY EXPERIENCE	(Meanwhile) Back At... (Curb)
16	16	DIAMOND RIO	One More Day (Arista)
17	17	ALABAMA	When It All Goes South (RCA)
18	18	JESSICA ANDREWS	Who I Am (DreamWorks)
19	19	SHEDDARY	Lucky 4 You (Tonight I'm...) (Lyric Street)
20	20	GEORGE STRAIT	Don't Make Me Come Over There (MCA)
21	21	ANDY GRIGGS	You Made Me That Way (RCA)
22	22	TERRI CLARK	A Little Gasoline (Mercury)
23	23	WARREN BROTHERS	Move On (BNA)
24	24	TIM RUSHLOW	She Misses Him (Atlantic)
25	25	CAROLYN DAWN JOHNSON	Georgia (Arista)
26	26	DWIGHT YOAKAM	What Do You Know About Love (Reprise/WB)
27	27	MONTGOMERY GENTRY	All Night Long (Columbia)
28	28	TRICK PONY	Pour Me (H2E/WB)
29	29	BILLY GILMAN	Oklahoma (Epic)
30	30	MARTINA MCBRIDE	It's My Time (RCA)

#1 MOST ADDED

FAITH HILL If My Heart Had Wings (Warner Bros.)

#1 MOST INCREASED PLAYS

Will return next week

TOP 5 NEW & ACTIVE

- BILLY RAY CYRUS Burn Down The Trailer Park (Monument)
- VINCE GILL Shoot Straight From Your Heart/Shoot Straight... (MCA)
- KENNY ROGERS There You Go Again (Dreamcatcher)
- JOHN MICHAEL MONTGOMERY That's What I Like About You (Atlantic)
- CLAY DAVIDSON Sometimes (Virgin)

COUNTRY begins on Page 70.

ALTERNATIVE

3W	TW	Artist	Album
1	1	LIFEHOUSE	Hanging By A Moment (DreamWorks)
2	2	FUEL	Hemorrhage (In My Hands) (550 Music/Epic)
3	3	INCUBUS	Drive (Immortal/Epic)
4	4	GREEN DAY	Warning (Reprise)
5	5	CRAZY TOWN	Butterfly (Columbia)
6	6	LINKIN PARK	One Step Closer (Warner Bros.)
7	7	3 DOORS DOWN	Loser (Republic/Universal)
8	8	RAGE AGAINST THE MACHINE	Renegades Of Funk (Epic)
9	9	LIMP BIZKIT	Rollin' (Flip/Interscope)
10	10	A. LEWIS AND F. DURST	Outside (Flawless/Geffen/Interscope)
11	11	COLDPLAY	Yellow (Nettwerk/Capitol)
12	12	MOBY	F/GWEN STEFANI Southside (V2)
13	13	GODSMACK	Awake (Republic/Universal)
14	14	BLINK-182	Man Overboard (MCA)
15	15	EVERCLEAR	When It All Goes Wrong Again (Capitol)
16	16	OFFSPRING	Original Frankster (Columbia)
17	17	PAPA ROACH	Broken Home (DreamWorks)
18	18	STRAIT UP	FLAJON OF SEVENDUST Angel's Son (Immortal/Virgin)
19	19	U2	Beautiful Day (Interscope)
20	20	A PERFECT CIRCLE	3 Libras (Virgin)
21	21	EVE 6	On The Roof Again (RCA)
22	22	NICKELBACK	Breathe (Roadrunner)
23	23	DUST FOR LIFE	Step Into The Light (Wind-up)
24	24	LENNY KRAVITZ	Again (Virgin)
25	25	SR-71	Politically Correct (RCA)
26	26	DISTURBED	Voices (Giant/Reprise)
27	27	RADIOHEAD	Optimistic (Capitol)
28	28	DIFFUSER	Karma (Hollywood)
29	29	DAVID GRAY	Babylon (ATO/RCA)
30	30	GREEN DAY	Minority (Reprise)

#1 MOST ADDED

DAVE MATTHEWS BAND I Did It (RCA)

#1 MOST INCREASED PLAYS

DAVE MATTHEWS BAND I Did It (RCA)

TOP 5 NEW & ACTIVE

- OUTKAST B.O.B. (LaFace/Arista)
- FIVE FOR FIGHTING Easy Tonight (Aware/Columbia)
- ISLE OF Q Bag Of Tricks (Universal)
- 3 DOORS DOWN Duck And Run (Republic/Universal)
- AMERICAN HI-FI Flavor Of The Weak (Island/IDJMG)

ALTERNATIVE begins on Page 111.

NAC/SMOOTH JAZZ

3W	TW	Artist	Album
1	1	BONEY JAMES & RICK BRAUN	R.S.V.P. (Warner Bros.)
2	2	CHELI MINUCCI	My Girl Sunday (Shanachie)
3	3	JEFF KASHIWA	Hyde Park ("Ah, Oooh" Song) (Native Language)
4	4	WALTER BEASLEY	Comin' At Cha (Shanachie)
5	5	GROVER WASHINGTON JR.	Chameleon (Telarc)
6	6	BONA FIDE	X-Ray Hip (N-Coded)
7	7	SADE	By Your Side (Epic)
8	8	GEORGE BENSON	Medicine Man (GRP/VMG)
9	9	MICHAEL LINGTON	Twice In A Lifetime (Samson)
10	10	BRIAN BROMBERG	Relentless (Native Language)
11	11	KIRK WHALUM	Now Til Forever (Warner Bros.)
12	12	STING	She Walks This Earth (Telarc)
13	13	BETTE MIDLER	Love T.K.O. (Warner Bros.)
14	14	CHUCK LOEB	Blue Kiss (Shanachie)
15	15	JEFF GOLUB	Drop Top (GRP/VMG)
16	16	JOE MCBRIDE	Texas Rhythm Club (Heads Up)
17	17	RONNIE LAWS	Old Days/Old Ways (HDH)
18	18	RICHARD COLE	Angel On My Shoulder (Blue Note)
19	19	CRAIG CHAQUICO	Cafe Carnival (Higher Octave)
20	20	STEVE COLE	Got It Goin' On (Atlantic)
21	21	DAVE KOZ	Love Is On The Way (Capitol)
22	22	KIM WATERS	In The Groove (Shanachie)
23	23	GREGG KARUKAS	Chasing The Wind (N-Coded)
24	24	ERIC ESSIX	Rainy Night In Georgia (Zebra)
25	25	JOYCE COOLING	Coasting (Heads Up)
26	26	JAZZMASTERS	Shine (Hardcastle/Trippin' N' Rhythm)
27	27	NATALIE COLE	Angel On My Shoulder (Elektra/EEG)
28	28	JONATHAN BUTLER	Forever Tonight (N-Coded)
29	29	BRENDARUSSELL	You Can't Hide Your Heart... (Hidden Beach/Epic)
30	30	RIPPINGTONS	Cruisin' Down Ocean Drive (Peak/Concord)

#1 MOST ADDED

RIPPINGTONS Caribbean Breeze (Peak/Concord)

#1 MOST INCREASED PLAYS

BONA FIDE X-Ray Hip (N-Coded)

TOP 5 NEW & ACTIVE

- YULARA Flyin' High (Higher Octave)
- ACOUSTIC ALCHEMY Angel Of The South (Higher Octave)
- RONAN HARDIMAN That Place In Your Heart (Decca)
- JIM BRICKMAN Glory (Windham Hill)
- GARDEN PARTY Rikki Don't Lose That Number (Samson)

NAC begins on Page 95.

ADULT ALTERNATIVE

3W	TW	Artist	Album
1	1	FIVE FOR FIGHTING	Easy Tonight (Aware/Columbia)
2	2	U2	Beautiful Day (Interscope)
3	3	WALLFLOWERS	Sleepwalker (Interscope)
4	4	SHAWN MULLINS	Everywhere I Go (Columbia)
5	5	DAVID GRAY	Babylon (ATO/RCA)
6	6	TRACY CHAPMAN	It's OK (Elektra/EEG)
7	7	JOSH JOPLIN	GROUP Camera One (Artemis)
8	8	LENNY KRAVITZ	Again (Virgin)
9	9	MATCHBOX TWENTY	If You're Gone (Lava/Atlantic)
10	10	GREEN DAY	Warning (Reprise)
11	11	DIDO	Thankyou (Arista)
12	12	PAT MCGEE BAND	Rebecca (Giant/WB)
13	13	MARK KNOPFLER	What It Is (Warner Bros.)
14	14	DEXTER FREEBISH	Leaving Town (Capitol)
15	15	CREED	With Arms Wide Open (Wind-up)
16	16	MOBY	F/GWEN STEFANI Southside (V2)
17	17	COLDPLAY	Yellow (Nettwerk/Capitol)
18	18	INDIGENOUS	Rest Of My Days (Pachyderm)
19	19	JOAN OSBORNE	Running Out Of Time (Interscope)
20	20	COLLECTIVE SOUL	Perfect Day (Atlantic)
21	21	DANDY WARHOLS	Bohemian Like You (Capitol)
22	22	U2	Walk On (Interscope)
23	23	DAVE MATTHEWS BAND	I Did It (RCA)
24	24	BARENAKED LADIES	Pinch Me (Reprise)
25	25	DAVID GRAY	Please Forgive Me (ATO/RCA)
26	26	FOO FIGHTERS	Next Year (Roswell/RCA)
27	27	EVERLAST	I Can't Move (Tommy Boy)
28	28	JOE JACKSON	Stranger Than You (Sony Classical)
29	29	STING	After The Rain Has Fallen (A&M/Interscope)
30	30	3 DOORS DOWN	Kryptonite (Republic/Universal)

#1 MOST ADDED

DAVE MATTHEWS BAND I Did It (RCA)

#1 MOST INCREASED PLAYS

DAVE MATTHEWS BAND I Did It (RCA)

TOP 5 NEW & ACTIVE

- DANIEL CAGE You Set Me Free (MCA)
- LIFEHOUSE Hanging By A Moment (DreamWorks)
- SARAH HARMER Basement Apt. (Zoe/Rounder)
- SADE By Your Side (Epic)
- MARTIN SEXTON Hallelujah (Atlantic)

ADULT ALTERNATIVE begins on Page 119.

Publisher's Profile

By Erica Farber



KEVIN MILLER

Sr. VP & Chief Marketing Officer, ABC Radio Networks

Marketing helps to differentiate a product, build awareness, create value and motivate someone to spend money. This is a world Kevin Miller knows very well.

Chief Marketing Officer for ABC Radio Networks, Miller has a background rich with experience. Upon graduation from West Point, he did a six-year stint as a Captain and Company Commander in the U.S. Army. He made a decision to leave the military and chose the field of advertising and marketing as a career.

From both the agency and client sides, Miller has worked with such major advertisers as McDonald's, 9 Lives Cat Food, Coca-Cola and Subway. Prior to joining the ABC Radio Networks, he was VP/National Marketing for Pizza Hut.

Getting into the business: "I had been in advertising and marketing for 13 years prior to coming over to ABC Radio Networks in September 1998. I had been very involved with media and those industries from the client side. When this opportunity arose, I saw the same potential that the consolidators saw — that radio was an incredibly undervalued asset — but from a marketing perspective. The opportunity to take advantage of my experience and, hopefully, make an impact on radio by applying brand marketing and brand strategy was an exciting opportunity.

"I looked at the portfolio of brands that ABC Radio Networks had — ABC News Radio, ESPN, Paul Harvey, Tom Joyner — and felt that these were terrific brands. Thinking about the role radio played in my own life and how involved I was with the things I enjoyed on the radio, I thought it was an undervalued marketing asset and that, perhaps, I could make a difference."

His responsibilities: "Marketing plays a critical role, because we don't own a lot of radio stations. We are content providers for our affiliates. Our role is to make three key audiences aware of the content and products that we have. One is the advertising community. We have to position radio and our products as a smart way for them to grow their businesses and deliver results. For the affiliate community, we have to maintain a high awareness of the products we have available and position them as top quality in terms of the programming associated with them, the audience they deliver and their ability to drive revenues and profits for stations.

"We also have to provide top-notch advertising and creative materials to our affiliates through TV spots, print and communications that eventually get directly to the listeners. We have to be champions of these brands and understand the product, the content and the marketplace, then make sure that we go out and bang the drum with those three constituents."

Measuring success: "That's one of the beautiful things about coming from a brand-marketing background, which is very structured and disciplined. We're striving to

put quantifiable measurements on the marketing programs and activities that we do. We set goals in terms of revenue and achieve affiliate and distribution goals right along with the ad sales and the affiliate relations teams.

"We also do marketing research to see if we're moving that needle. We look at the numbers, set goals and then look for quantifiable results. We've also done a lot of new and interesting things on a business-to-business marketing basis that are digitally based. I call it digital marketing. We've put together a couple of campaigns — specifically, the introduction of our E-Prep service — where we've targeted the stations that we wanted to try the new product. The marketing strategy is to treat our affiliate clients as consumers. We make winners of our clients. With this e-mail campaign we were able to identify exactly who we targeted to see if they received the e-mails and if they responded. We had a database and allowed them to provide input in terms of the product. Then we created a mini-promotion to let them win trips to Disney World, Disney and ESPN merchandise and gift certificates. It's permission marketing. It allows potential clients to interact with and talk to us."

The difference between marketing the networks and a tangible product: "That was the biggest challenge I had coming into ABC. It isn't anything you buy; it's a corporation that has a portfolio of products that you buy. What we've done over the last couple of years is think about that relationship, create a couple of research projects and talk to a lot of program directors, GMs and station managers and advertising clients both on the client and agency sides.

"We've come up with an umbrella positioning statement for the network that basically states what role our network has: America listens to ABC. That notion gets to the community of listeners integral to all our products: those who don't passively interact, but who look to these programs as sources of information and entertainment. It gives us an umbrella under which to put all our products. It's consistent whether you're talking about news or sports or talk or music."

Biggest challenge: "Continuing to drive marketing and promotion is an investment in the quality of the product, not an expense. The more we do to position and understand these products, the more value we can add when it comes to whether or not an advertiser should spend money with us whether the economy is good or bad. Investing in these products from a marketing perspective truly adds value. Advertisers will be willing to pay more money, and affiliates will choose these products as opposed to others. That's the job of marketing."

"In the short term it's a challenge to find new ways to make the advertising and media communities think of radio as a strategic brand partner and not just a media-delivery system. The way you do that is to bring the industry together."

State of radio: "It's terrific; it's exciting. It's proven its worth and its mettle. It's still having steady growth. The growth of radio is outstripping that of other media. Some of the new media trends — whether live-based, reality-based or event programming — are right up radio's alley. That's what radio does better than anybody else: the sponsorships, the promotions, the events. When you look at radio, it's probably better positioned than at any time since the invention of TV."

State of network radio: "It's never been stronger. When you look at media and the fragmentation of TV and the Internet still not being something that is fully understood, the reach of network radio is now comparable to that of network TV and cable. The ability of network radio to deliver these terrific brands with this

terrific reach is very efficient. The opportunity is there to demonstrate the brand value and the purchase influence that radio has. That story, once told, will make radio extremely high on national advertisers' lists as a primary, not a secondary, medium."

Something about his position that might surprise our readers: "Marketing at ABC Radio Networks doesn't operate in a vacuum. Marketing starts with the program directors at ABC. Before we do anything, we sit down as a team and talk to the program directors to get their insights and thoughts about their product. We listen to what they're trying to accomplish, who their listeners are and what message they want communicated to the community. From there, we develop insights and creative executions, then we go to the affiliate relations and ad sales teams. Marketing at ABC Radio Networks starts with the program directors and is a total team effort between ad sales, programming and affiliate relations."

Most influential individual: "Barry Krause, my old boss at Leo Burnett, who is now the Chairman and CEO of Publicist Mid-America. He's one of the smartest marketing and advertising minds I've ever known. He's an aggressive person who never settles for anything but the best effort and the toughest solution, and he is good and fair."

Career highlight: "The work we're doing here, right now. The embracing of the brand-marketing approach for the network, the terrific team that I've been able to assemble on the marketing staff and the challenge of being in such a fast-paced medium with so much potential — this, to me, has been fantastic."

Career disappointment: "That I haven't won a Marconi Award yet."

Favorite radio format: "Talk, Talk and more Talk. I particularly enjoy Sports/Talk."

Favorite TV show: "I love *The Practice*. For fun, I like watching *Who Wants to Be a Millionaire*. Also, anything ESPN, and I'm a Golf Channel junkie."

Favorite song: "We Are the Champions" by Queen."

Favorite movie: "A recent one would be *Gladiator*."

Favorite book: "On the business side, Sun Tsu's *Art of War*. I love strategy, and it's really relevant. On the fiction side, Stephen King's *It*, because only the paranoid survive."

Favorite Internet site: "TomJoyner.com (www.tomjoyner.com). I think it's the epitome of what Internet radio sites can be."

Favorite restaurant: "Frontera Bar & Grill in Chicago."

Beverage of choice: "Absolut martini, dry, with three blue-cheese-stuffed olives."

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Hobbies: "Obsessing over golf. I have a 12 handicap, but I had it as low as 7 before the kids. And I'm tracking Tiger Woods' assault on history. I am fascinated with those numbers. Also, cooking and playing with my kids."

Advice for broadcasters: "Don't forget that content is king. In today's world consumers feel very informed about things. They have more access to information than ever before. They're relying on themselves more, and they trust institutions less, so you have to be honest and straightforward with them. I believe there's a boredom boom going on out there. They've seen it and done it, so you have to be as creative as possible. The content has to be relevant, entertaining and innovative."

"Always respect the intelligence of your audience. If you do that, you can win them over with creative, innovative programming. Then you've got to do your best to understand the real value, the untapped value, of your content and put it in terms that your clients understand, whether they're advertisers or affiliates."

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