

## Godsmack Stand Tall

Republic/Universal's **Godsmack** grab Most Added



honors at Active Rock, Alternative and Rock this week. "I Stand Alone" is added by all 54 R&R Active Rock monitored reporters and is by far the Most Added at the other two formats.



## Wolf Blitzer At Talk Seminar!

Celebrated CNN personality **Wolf Blitzer** will take on the tough task of moderating a panel of Talk radio personalities at the upcoming R&R Talk Radio Seminar 2002 in Washington, DC. Full story, next page. Registration details: [www.ronline.com](http://www.ronline.com).



(ADVERTISEMENT)

# India.Arie's "Video" is the #1 Most Added Record At CHR/Pop Radio This Week

**AFTER HISTORIC ANNOUNCEMENT OF THIS YEAR'S NOMS, POP RADIO EMBRACES NEW ARTIST**

When the nominees were announced for the 44th Annual Grammy Awards, most people were shocked as newcomer **India.Arie** picked up seven noms, including one in all four of the top categories: Best New Artist, Best Record, Best Album and Song Of The Year. With over 1 million albums already sold and a solid base at both Urban and Crossover radio, this will be the first time India is being introduced to Top 40 pro-



grammers around the country. Without waiting for the add date, **KIIS-FM/LOS ANGELES** John Ivey already has the record in a significant rotation (18x this week) and reports, "It's currently my favorite record on the radio. With all the press surrounding this artist, you'd be crazy not to play this record." Also coming in early is Top 40 powerhouse **WXKS/Boston**.

In other Top 40 news, the No. 1 International Smash "Rapture (Feels So Good)" by **IIO** (pronounced I-O) is one of this week's Most Added records. With over 90 stations now spinning this high-flying dance smash, the record debuts at **99** R&R Pop this week. Retail is also feeling a

tremendous buzz for the **GLOBAL HITS 2002** compilation that exclusively features this song which is in stores Feb. 26.

Other compilations currently creating quite a buzz include the forthcoming **SIX FEET UNDER SOUNDTRACK**. The HBO blockbuster series just pulled the upset of the year at this year's Golden Globe Awards, beating such luminaries as *Frasier* and *The Sopranos* to win **BEST DRAMA SERIES** of the year. The album is scheduled for a March 5 in-store date. Nearly two months after that, the highly anticipated **98 DEGREES** Greatest Hits album will be in stores on May 7. This compilation of hits also contains the brand new single "Why," which will be shipped to radio Feb. 26 for an add date of March 12.

## Elton John & Brian McKnight Deliver Smash Hits To AC Radio

**ELTON JOHN'S** latest single, "This Train Don't Stop There Anymore," is currently one of the fastest growing singles at AC radio. In only its second week on the chart, the single moves **22-19** and is the #1 Most Increased record 2 weeks running. Also, the video, starring Justin Timberlake as an early '70s-era Elton John, has a combined total of 36 spins at MTV, M2 and VH-1 and is well on its way to TRL (Bubbling Under This Week). You can see Elton perform on February 10th during halftime at the NBA All-Star Game. Also hitting the fast lane at AC radio is **BRIAN MCKNIGHT'S** new track, "Still." With over 1 million albums already sold, the soon to be certified hit shoots to **20**. Boasting a combined audience of 34 million fans, Brian McKnight has been nominated for five Grammys this year while Elton John picks up two nominations.



MASTER P

## Master P "Ooohwee" Most Played Video At BET

**SINGLE GROWING AT RADIO AS NEW NO LIMIT/UNIVERSAL DEBUT ALREADY GOLD**

What's becoming this year's sports anthem for football, basketball and hockey games? **MASTER P'S** "Ooohwee" finds itself on top of BET's video playlist in the No. 1 position with 25 spins last week. The record now has an audience of 20 million and is already Top 25 at Crossover, Urban and Rhythm radio.

Another record that has been enjoying tremendous success is the new remix of **MR. CHEEK'S** top-10 smash "Lights, Camera, Action." The remix, which features P.Diddy, Missy Elliott and Petey Pablo, is now available for radio and is also scheduled to be released as a commercial single February 12th.

Two major releases scheduled for the next 60 days include St. Lunatic member **ALI** and his debut solo album. His first single and video is "Boughetto" (add date March 5) and the album is scheduled for release on April 30th. Former Toni Tony Tone and Lucy Pearl member **RAPHAEL SADDIQ** releases his debut solo album May 21. The first single "Be Here," featuring D'Angelo, hits radio March 12th. The new album

from **JOI** is also in stores on March 19. The lead single "Missing You" is currently the #10 most requested record on **KMEL/San Francisco**.

Set for a March 12 album in-store date is the latest offering from Cash Money's camp — the **UNDISPUTED** soundtrack from the Miramax movie starring Peter Faulk, Ving Rhames, Wesley Snipes and Master P. The first single, "Undisputed", from **CASH MONEY MILLIONAIRES** and their video has already been spun on BET over 10 times.

Another developing project set for release is the debut album from St. Louis' own **PRETTY WILLIE**. Currently the No. 1 selling single in St. Louis for nine consecutive weeks, the album is scheduled to be in stores on March 26. **WARREN G'S** next single, "Ghetto Village," is set for a radio date of March 19th. His Universal debut is already at 250K units sold. Newcomer **AMANDA PEREZ** continues to tear up the Crossover charts. Her top 20 hit "Never" is already on 100 radio stations and is No. 1 phones at **KYLD, KTFM, KWIN** and more.

### Album In-Store Dates:

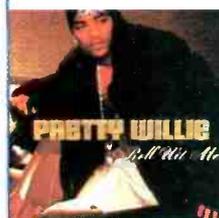
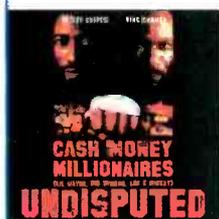
- 2/26 - Global Hits featuring IIO
- 2/26 - Sharissa (Motown)
- 3/05 - Six Feet Under Soundtrack
- 3/12 - Remy Shand (Motown)
- 3/12 - Undisputed Soundtrack (Cash Money)
- 3/19 - Joi
- 3/19 - West Coast Bad Boyz (New No Limit)
- 3/19 - Corey (Motown)
- 3/19 - Ann Nesby
- 3/26 - Scorpion King Soundtrack
- 3/26 - Hatebreed
- 3/26 - Jeremiah Freed
- 3/26 - Lathan (Motown)
- 3/26 - Pretty Willie (Republic)
- 4/09 - Doggtown & Z-Boys ST (Enjoy)
- 4/23 - Big Tymers (Cash Money)
- 4/30 - Ali (St. Lunatics)
- 5/07 - 98 Degrees Greatest Hits
- 5/14 - DJ Rogers (Motown)
- 5/21 - Raphael Saddiq
- 6/04 - Lil' Romeo (New No Limit)
- 6/11 - Marie Sisters (Republic)
- 6/18 - Paulina Rubio
- 6/25 - Nelly



ALI



RAPHAEL SADDIQ



## New Godsmack Track Explodes At Radio

**FIRST SINGLE "I STAND ALONE" FROM THE SCORPION KING SOUNDTRACK IS THE #1 MOST ADDED RECORD IN THE COUNTRY**



Starring WWF superstar **THE ROCK**, **THE SCORPION KING** is one of the most-anticipated movies of the year. Hitting theaters on April 19th, the movie will tag team with a star-studded soundtrack that hits stores March 26. The soundtrack features brand new music from **GODSMACK**, **CREED**, **NICKELBACK**, **SYSTEM OF A DOWN**, **P.O.D.**, **HOOBASTANK**, **DROWNING POOL**, **ROB ZOMBIE FEATURING OZZY OSBOURNE** and many more. **GODSMACK'S** first single "I Stand Alone" is 100% closed at Active Rock and nearly 80% of Mainstream Rock and 80% at Alternative. It debuts **20** Active, **25** Mainstream and **30** Alternative this week.

Universal Records continues its assault at Rock radio and poised to defend its No. 1 Rock Label status for the 3rd consecutive year. At the moment, Louisville's **FLAW** and Cleveland's **MUSHROOMHEAD** are both beginning to break wide open with limited radio exposure. With barely 200 spins between them, the sales pattern has now increased due mainly to word of mouth, as well as national video exposure from MTV2, Much Music USA and others for six consecutive weeks. Other exciting new acts on the horizon include: **JEREMIAH FREED** with their debut single "Again" (adds Feb. 19), **HATEBREED** (the #1 Most Added Metal Record this week) with their Universal debut album in-stores March 26.



MUSHROOMHEAD

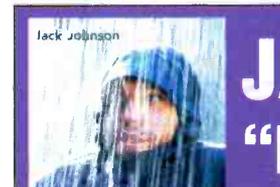


FLAW

## Republic's Pat Green Surges Past 100K Sales Mark



Country newcomer **PAT GREEN** has quite a few people buzzing about his second single from the Republic debut *Three Days*. Heading into the first few weeks at radio with his second single, Pat Green has already earned early recognition on the charts with 12 early stations on board. Some of the highlights include **KZLA, KIKK, KPLX** and **KBEQ**. The song is already over 150 spins at Country radio. The new video will world premiere on CMT in March. Other Republic acts scheduled for release include Gabbie Nolen's first effort "Almost There" with an add date of March 18, and the debut of the **MARIE SISTERS** with "Real Bad Mood" (add date 4/15).



**JACK JOHNSON**  
"Flake" Debut album **Brush Fairytales**  
already 120,000+ scanned!



(ADVERTISEMENT)

# THE ISSUES, THE PEOPLE, THE TECHNOLOGY

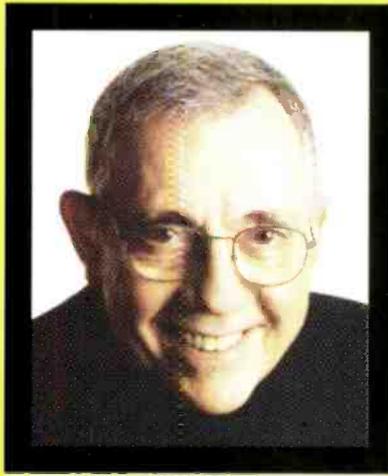
## Can you afford NOT to be there?

Referred to by *Advertising Age* as the advertising industry's soft-spoken visionary, DDB Worldwide Communications Group Chairman, **Keith Reinhard**, thinks Radio delivers more personal, more precise images than any other advertising medium. He will first inspire you and then challenge you as he illustrates his keys of advertising at The NAB Radio Luncheon, Tuesday, April 9. **Dick Orkin**, from The Radio Ranch, will be inducted into the NAB Broadcasting Hall of Fame.

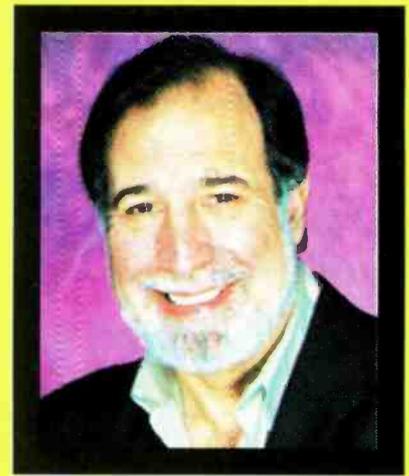
Sponsored by:



ASCAP  
WHERE MUSIC BEGINS



**Keith Reinhard**  
Chairman of DDB Worldwide  
Communications Group, Inc.



**Dick Orkin**  
The Radio Ranch  
NAB Broadcasting Hall of Fame

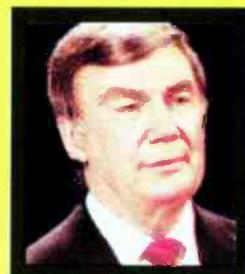
This April, **NA32002** promises to be a Show like no other — giving you the opportunity to reenergize yourself, your team and your stations. Be sure to attend the FCC Chairman's Breakfast — **Chairman Powell** and ABC's **Sam Donaldson** go head-to-head discussing key radio and television issues.

Sponsored by: **tyco**

Capital



**The Honorable  
Michael Powell**  
FCC Chairman  
FCC Chairman's Breakfast



**Sam Donaldson**  
ABC News  
FCC Chairman's Breakfast

Register by March 1  
the Full Conference Package.

and save up to \$200 on

For more details, visit [www.nab.org/conventions/nab2002](http://www.nab.org/conventions/nab2002)

## The World's Largest Broadcast Show

Make change your opportunity • NAB2002 • [www.nab.org/conventions/nab2002](http://www.nab.org/conventions/nab2002)

Conferences: April 6-11, 2002 • Exhibits: April 8-11 • Las Vegas, Nevada USA

**NAB**  
The  
Convergence  
Marketplace  
**2002**

In conjunction with RAB2002 in Orlando this week, **R&R** presents an expanded array of sales and marketing columns in this issue. First up, Management, Marketing & Sales Editor **Jeff Green** gathered some very interesting perspectives from Miles Sexton, who discusses the critical issue of maintaining the integrity of your rates in a soft market. Sexton also outlines what you need to do if you do decide to discount your rates. Also this week, Dan O'Day lists the elements of effective commercials, and Internet specialist Rich Carr explains why your website salesperson deserves the same respect your other AEs command. In our GM Spotlight this week: Clear Channel's Jay Meyers.

Pages 9-12

**SALES THEME ISSUE**

Other columns from our sales theme issue inside:

- **Legends: Kevin Sweeney** Page 23
- **Sales promotions that don't suck!** Page 33
- **Sales careers at Radio One** Page 48
- **Clear Channel's Country Connection** Page 58
- **Does your sales department rock?** Page 80
- **A qualitative look at Alternative** Page 89
- **When programming meets sales** Page 96
- **Christian-radio sales** Page 101

**IN THE NEWS**

- **Gregory Noack** becomes EVP/Talk at Premiere Page 3

**THIS #1 WEEK**

**CHR/POP**

• **NICKELBACK** How You Remind Me (Roadrunner/IDJMG)

**CHR/RHYTHMIC**

• **JA RULE** Always On Time (Murder Inc./Def Jam/IDJMG)

**URBAN**

• **MICHAEL JACKSON** Butterflies (Epic)

**URBAN AC**

• **MICHAEL JACKSON** Butterflies (Epic)

**COUNTRY**

• **STEVE HOLY** Good Morning Beautiful (Curb)

**AC**

• **ENRIQUE IGLESIAS** Hero (Interscope)

**HOT AC**

• **CALLING** Wherever You Will Go (RCA)

**SMOOTH JAZZ**

• **BONEY JAMES** See What I'm Sayin' (Warner Bros.)

**ROCK**

• **CREED** My Sacrifice (Wind-up)

**ACTIVE ROCK**

• **PUDDLE OF MUDD** Blurry (Flawless/Geffen/Interscope)

**ALTERNATIVE**

• **PUDDLE OF MUDD** Blurry (Flawless/Geffen/Interscope)

**TRIPLE A**

• **DAVE MATTHEWS BAND** Everyday (RCA)



**THE INDUSTRY'S NEWSPAPER**

www.rronline.com

**Blitzer Joins TRS Lineup**

■ CNN vet to moderate Talk Radio Roundtable

By AL PETERSON  
R&R NEWS/TALK/SPORTS EDITOR  
alpeterson@rronline.com

CNN news anchor **Wolf Blitzer** has been added to the roster of featured participants at **R&R's** upcoming Talk Radio Seminar in Washington, DC. Blitzer, who anchors the daily *Wolf Blitzer Reports* and Sunday evening's *Late Edition With Wolf Blitzer*, will moderate the 2002 **R&R** Talk Radio Roundtable on Thursday, Feb. 21. The special session will kick off TRS 2002 with a no-holds-barred discussion of current events and issues as



Blitzer

TRS/See Page 31

**Redstone & Karmazin: The Saga Continues**

■ Viacom spokesman calls recent press reports of office battles 'outrageous and totally wrong'

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

If having your name tossed around repeatedly in gossipy news columns that speculate about your future is the definition of stardom, then Viacom Chairman/CEO **Sumner Redstone** and President/COO **Mel Karmazin** are superstars. But corporate types at public companies don't like that kind of super-stardom, because having their personal lives hashed out in newspapers or on CNBC makes investors apprehensive. And that drives down the value of even a media and entertainment behemoth like Viacom.

Speculation that Redstone would not renew Karmazin's contract when it expires at the end of 2003 has been circulating since early November, beginning, perhaps, with an article in the *Los Angeles Times*. But in a late-November exclusive interview with **R&R**, Karmazin made it clear that he was not fighting with Redstone and that he had no plans to leave the company.



Redstone

Karmazin

Stories 2 1/2 weeks ago in the *Wall Street Journal* and *New York Times* refueled the rumors, but what really ignited the controversy was an online *Newsweek* piece on Jan. 29 — the eve of a big Viacom board meeting — citing sources close to Redstone who believed that Karmazin's fate would be decided during that meeting. On the morning of the meeting, however, *WSJ* reported that top executives and directors at Viacom expected no changes to the company's management structure.

The next day the *New York Times* reported that Karmazin and Redstone were told to end their feud by outside directors in a separate meeting that followed the regularly scheduled

VIACOM/See Page 16

**Entercom 'Contained The Damage' In Q4**

"Obviously, in the fourth quarter, advertising in all sectors was impacted by the events of Sept. 11, 2001, especially in the early months of the quarter," Entercom Chairman/CEO **Joseph Field** said on Tuesday. That will likely be what other group heads find themselves saying at upcoming investors' conferences over the next month, but, if they are lucky, they'll also echo this statement from Field: "I am pleased that we were able to either beat or exceed our guidance for that quarter, in light of the overall uncertainty and the



D. Field

frailty of the economy and the advertising industry during that time."

Entercom's Q4 net income increased 20%, to \$5.7 million, or 12 cents per share. On a pro forma basis, net income dipped 12.5%, to \$7.7 million, or 17 cents per share. Net revenue fell 9%, to \$83.7 million, amid what President/COO **David Field** called the "worst advertising economy in a decade."

ENTERCOM/See Page 16

**Kelly Now R&R Hot AC/AC Editor**

■ Also East Coast Label Relations Director

Industry veteran **Kid Kelly** has joined the **R&R** staff as Hot AC/AC Editor and East Coast Label Relations Director. He will be based in New York.

Kelly is a 12-year on-air veteran of WHTZ (Z100)/New York. Most recently Z100's OM. Kelly's other programming experience includes WZZR/Richmond, WKSE/Buffalo, WBHT/Wilkes Barre and WKCI/New Haven, CT. Kelly also produces and hosts *Backtrax-USA*, a radio show heard on more than 250 stations worldwide on Premiere Radio Networks.

"I'm delighted to have recruited someone as talented and experienced as Kid Kelly," said **R&R** Publisher/CEO **Erica Farber**. "Our Hot AC panel includes some of radio's most listened-to stations, and we are pleased that the format is represented by someone who has earned the respect of both radio



Kelly

KELLY/See Page 16

**EMI Ups Munns; Serletic, Lott To Top Virgin Posts**

By STEVE WONSIEWICZ  
R&R MUSIC EDITOR  
swonz@rronline.com

In a widely anticipated restructuring, EMI Group has tapped **David Munns** as Chairman/CEO of **EMI Recorded Music North America**. Munns, who retains his worldwide duties as Vice Chairman of EMI Recorded Music and continues to report to EMI Recorded Music Chairman/CEO **Alain Levy**, will be based in New York.

Concurrently, the company has appointed **Matt Serletic** Chairman/CEO and **Roy Lott**

EMI/See Page 31



...you're welcome.

**WDYL/Richmond Takes A Boulder Approach**

With only a shoestring budget, Alternative **WDYL (Y101)**/Richmond PD **Mike Murphy** turned to the local firm **Graphics Lab Inc.** for an outdoor campaign. GLI had never done a radio billboard before (or worked with radio, for that matter), but the results were good enough to earn an Obie nomination for creative excellence in outdoor advertising. GLI President/CEO **Brian Butler** explained, "We photographed a rock from one of our landscape clients and, with Photoshop, put a ribbon around it to say, 'Richmond really needed a station like this — here's your new rock.'" Murphy said that reaction to the billboard has been fantastic.

THEY TOOK OVER THE WORLD WITH THEIR  
#1 PHENOMENON "WHO LET THE DOGS OUT,"  
WON A GRAMMY® AND SOLD OVER 6 MILLION ALBUMS

IMPACTING  
FEB 11th!

MOVE IT LIKE THIS

THE NEW ALBUM AND FIRST SINGLE FROM

BAHA MEN

ONCE AGAIN, THEY'RE READY TO MOVE YOU IN A WHOLE NEW DIRECTION...



EXECUTIVE PRODUCER: STEVE GREENBERG

MANAGEMENT: RON STONE FOR GOLD MOUNTAIN ENTERTAINMENT WITH MARK O'GOOLE

[B-CORVERECORDS.COM](http://B-CORVERECORDS.COM) [HOLLYWOODRVINE.COM](http://HOLLYWOODRVINE.COM)

© 2002 S-Curve Records 595 Broadway, New York, NY 10012

[www.americanradiohistory.com](http://www.americanradiohistory.com)

## Knight Named PD At WMGK/Philly

Ten-year WZLX/Boston PD **Buzz Knight** has departed the Infinity Classic Rocker to take similar duties at Greater Media's Classic Rock **WMGK/Philadelphia**. Knight will also consult Greater Media's Classic Rock **WCSX/Detroit**, where Ralph Zipolla remains OM.



**Knight**

"Buzz was our first and only choice for this position," said Greater Media VP/Radio Rick Feinblatt, to whom Knight reports. "His success in Boston is something that Greater Media has witnessed firsthand. It will be great to have him on our team in Philadelphia and Detroit."

Knight said, "My goal is to make WMGK the best-quality music choice while having fun doing it. I am really excited about this new

**KNIGHT/See Page 15**

## McCoy To Market Mgr., HBC/Houston

**Tim McCoy**, a 26-year radio veteran who has been Director/Sales of Hispanic Broadcasting's Houston cluster for two years, has been promoted to Market Station Manager for the six-station group. In his new role McCoy will oversee the sales departments and day-to-day operations for Spanish Full Service **KLAT (La Tremenda)**, Spanish-language brokered-programming provider **KRTX**, Regional Mexican **KLTN (Estereo Latino)**, Spanish **AC KOVE (K-Love)**, CHR/Rhythmic **KPTY (104.9 House Party)** and Regional Mexican **KQBU (Que Buena)**.

McCoy reports to HBC VP/Texas Region Mark Masepohl, who commented, "I am proud to appoint

**McCoy/See Page 15**

## For The Record

The headline of the story in last week's issue regarding **Rick Sackheim** should have reflected his elevation to VP/Rhythm-Crossover Promotion at **Arista Records**.

## R&R Observes Presidents Day

Due to the Presidents Day holiday, R&R's Los Angeles, Nashville and Washington, DC offices will be closed Monday, Feb. 18.

## Interop Shows Urban's Power



More than 300 advertisers, media decisionmakers and ethnic marketers attended Interop's fourth Power of Urban Radio gathering last week. The symposium, held in New York, focused on the African-American marketplace and Urban radio's role in marketing to the urban community. Pictured at the event are (l-r) Interop VP/Director of Urban Marketing **Sherman Kizart**, Trust Marketing President/CEO **Howard Robertson**, MOBE President/CEO **Yvette Moyo**, Griffin Promotions President/CEO **Carla Griffin**, Interop Marketing Division President **Marc Guild**, Don Coleman Advertising VP/Strategic Planning **Kendra Hatcher**, Mediacom Network Radio Services Director **Matthew Warnecke**, Footsteps Group President **Verdia Johnson**, Anderson Communications Chairman **Al Anderson** and Target Market News President **Ken Smikle**.

## Noack Now Premiere EVP/Talk

Clear Channel's **Premiere Radio Networks** has promoted **Gregory Noack** from Sr. VP to Exec. VP/Talk Programs. Noack will be responsible for the marketing and affiliation of all Premiere talk talents, including Rush Limbaugh, Dr. Laura Schlessinger, Jim Rome, Suze Orman, Jim Cramer, Glenn Beck, Phil Hendrie, Matt Drudge, Michael Reagan, Dr. Dean Edell, Art Bell and Gary Sullivan. He will also continue to actively seek new talents for the network and will report directly to Premiere President/COO **Kraig Kitchin**.

"Greg has done a remarkable job of developing programs and networks surrounding Phil Hendrie,



**Noack**

Jim Cramer, Glenn Beck, Suze Orman, Matt Drudge, Gary Sullivan and the entire FOX Sports Radio Network," said Kitchin. "We're a programming company with great talent, and Greg has been a part of that."

Since joining the company in 1996, Noack has been instrumental in expanding and shaping Premiere's talk division. His resume covers more than two decades in the radio broadcasting industry, including stints as VP of One-On-One Sports, Regional Manager for McGavren-Guild Radio, GSM of WYAI & WYAY/Atlanta, GM of WRAL/Raleigh and VP for Katz Radio.

**NOACK/See Page 16**

## Daniels Moves To Detroit As WYCD PD

**Mac Daniels** has been named PD of Infinity's Country **WYCD/Detroit**, effective Feb. 18. He succeeds **Lisa Rodman**, who has been named Director/Music & Research for Infinity's Oldies **WOMC/Detroit**.

The appointment reunites Daniels with Viacom Regional VP **Bill Figenshu**, who was President of Viacom Radio in 1993, when Daniels joined the company's **WMZQ/Washington** as Asst. PD/MD. Daniels was upped to PD of **WMZQ** in 1996 and joined Clear Channel's **KVET/Austin** as PD in July 2000. He was elevated to his most recent post — Director/Programming for Clear Channel/Austin — in October 2000. Prior to joining **WMZQ**, he spent 14 years with **KPLX/Dallas** in



**Daniels**

a variety of capacities, including Asst. PD, MD and air personality.

"Mac is an outstanding programmer with a track record of winning big results." **WOMC**, **WVMV** & **WYCD** VP/GM **Maureen Lesourd** told R&R. "He's a dynamic leader who has a stellar reputation. I couldn't ask for anything more for **WYCD**."

Daniels said, "I'm looking forward to being on **Bill Figenshu** and **Maureen's** team. She's a one-of-a-kind GM, and I look forward to working with her and the **WYCD** staff. Focusing on one station will be a welcome change. I want to bring in some new concepts and try some things in Detroit, where there's a real opportunity to grow the Country format."

FEBRUARY 8, 2002

## NEWS & FEATURES

<b>Radio Business</b>	<b>4</b>	<b>Legends</b>	<b>23</b>
Business Briefs	4	<b>Street Talk</b>	<b>24</b>
Transactions	8	<b>Sound Decisions</b>	<b>28</b>
<b>MMS</b>	<b>9</b>	<b>Music Meeting</b>	<b>30</b>
<b>Internet News &amp; Views</b>	<b>13</b>	<b>Publisher's Profile</b>	<b>108</b>
<b>National Music Formats</b>	<b>17</b>		
<b>Show Prep</b>	<b>18</b>	<b>Opportunities</b>	<b>104</b>
'Zine Scene	18	<b>Marketplace</b>	<b>105</b>
National Video Charts	19		

## FORMATS & CHARTS

<b>News/Talk/Sports</b>	<b>20</b>	<b>Adult Contemporary</b>	<b>68</b>
<b>CHR/Pop</b>	<b>33</b>	AC Chart	69
CHR/Pop Chart	35	AC RateTheMusic	70
Pop Action	37	AC/Hot AC Action	72
CHR/Pop RateTheMusic	38	Hot AC Chart	73
<b>CHR/Rhythmic</b>	<b>42</b>	Hot AC RateTheMusic	74
CHR/Rhythmic Chart	45	<b>Smooth Jazz</b>	<b>76</b>
CHR/Rhythmic RateTheMusic	46	Smooth Jazz Chart	77
Rhythmic Action	47	Smooth Jazz Action	78
<b>Urban</b>	<b>48</b>	<b>Rock</b>	<b>80</b>
Urban Chart	51	Rock Chart	81
Urban Action	55	Active Rock Chart	84
Urban AC Chart	56	Active Rock RateTheMusic	85
<b>Country</b>	<b>58</b>	Rock Action/Rock Specialty Show	88
Nashville	60	<b>Alternative</b>	<b>89</b>
Country Chart	62	Alternative Chart	90
Country Indicator	63	Alternative Action	91
Country Callout	64	Alternative RateTheMusic/Specialty Show	92
Country Action	65	<b>Triple A</b>	<b>96</b>
Country RateTheMusic	66	Triple A Chart	98
		Triple A Action	100
		<b>Christian</b>	<b>101</b>
		Christian Charts	102-103

The Back Pages 106

## KLTY/Dallas Taps Finney As Dir./Prog.

**Chuck Finney**, most recently OM at Infinity's Oldies **WGRR/Cincinnati**, has joined Salem's Christian **AC KLTY/Dallas** as Director/Programming. Finney takes programming duties from **Frank Reed**, who shifts his responsibilities to concentrate on the morning show.

"We are excited about Chuck joining **KLTY**," said **KLTY** GM **John Peroyea**. "He is an outstanding programmer and administrator and has a flawless track record of top ratings

performance that spans more than two decades in radio."

Finney told R&R, "I'm honored that Salem VP **Rob Adair** and **John Peroyea** have asked me to serve as **KLTY's** Director/Programming. **Frank Reed** has done an awesome job juggling both mornings and programming duties. I'm excited to have the opportunity to work with all of the talented **KLTY** family."

**FINNEY/See Page 16**

## Closson Adds OM Duties At WGRR/Cincy

**Tim Closson** has assumed OM duties at Infinity's Oldies **WGRR/Cincinnati**. He replaces **Chuck Finney**, who has been named Director/Programming for Salem's **KLTY/Dallas** (see story, this page).

Closson remains OM/PD of Infinity's Country **WUBE/Cincinnati**, which he has programmed since 1990. Before that he was VP/Coun-



**Closson**

try for Chancellor Broadcasting.

"I'm thrilled that Infinity would give me the opportunity to work with another terrific radio station and the talented staff at **WGRR**," Closson told R&R. "WUBE has a great group of people as well, and I look forward to continuing that tradition of doing great radio in **Cincinnati**."

HOW TO REACH US RADIO & RECORDS INC. / 10100 SANTA MONICA BLVD., THIRD FLOOR, LOS ANGELES, CA 90067 WEBSITE: www.ronline.com

	Phone	Fax	E-mail	Phone	Fax	E-mail	
<b>CIRCULATION:</b>	310-788-1625	310-203-8727	moreinfo@rronline.com	<b>OPPORTUNITIES/MARKETPLACE:</b>	310-788-1621	310-203-8727	kmumaw@rronline.com
<b>NEWS DESK:</b>	310-788-1699	310-203-9763	newsroom@rronline.com	<b>EDITORIAL, OTHER DEPTS:</b>	310-553-4330	310-203-9763	mailroom@rronline.com
<b>R&amp;R ONLINE SERVICES:</b>	310-788-1675	310-553-4056	jill@rronline.com	<b>WASHINGTON, DC BUREAU:</b>	202-463-0500	202-463-0432	rrdc@rronline.com
<b>ADVERTISING/SALES:</b>	310-553-4330	310-203-8450	hmowry@rronline.com	<b>NASHVILLE BUREAU:</b>	615-244-8822	615-248-6655	lhelton@rronline.com

## FCC Requests \$33 Million Budget Increase

By Joe Howard  
R&R Washington Bureau  
jhoward@rromline.com

Citing a need to increase spending for security, along with a desire to step up its electronic filing systems and staff training, the FCC has asked Congress for \$278 million in funding for fiscal year 2002, representing a \$33 million increase from FY 2001.

About \$9.8 million of the increase would go to support President Bush's proposed legislative changes to the methodology for funding retirement costs, and another \$8.2 million would be set aside for mandatory 4.8% salary increases, employee benefits and inflationary increases for contract services. The budget, which President Bush submitted to Congress Monday, also proposes an FCC staff level of 1,975 full-time employees.

The remaining \$15 million in added funding would go toward expanding electronic filing, replacing technical monitoring and testing

equipment, improving the training of FCC staff, enhancing the infrastructure of the FCC's lab facility and improving the commission's information technology systems. A cool \$1 million is to be set aside for improving security. The new budget also includes \$792,000 in appropriations for rent for the commission's Washington, DC headquarters.

The proposed budget earmarks \$1.8 million to help the FCC with its enforcement efforts, including money to improve its field operations. Included is funding for new vehicles and technical equipment that the FCC's field

staff needs to track down pirate radio operators, money to look into border interference concerns with Canada and Mexico and funding for public-safety issues.

As for whether FCC licensees will face higher fees in the coming year, FCC spokeswoman Maureen Peratino told R&R that she's unaware of any proposed changes to fees for radio applications, but she added that rulemakings for regulatory-fee amounts won't begin until late spring or early summer, in time for September payments.

The FCC changes its regulatory fees every year. However, in its budget proposal for 2002, the commission forecasts that it will collect approximately \$25 million in regulatory fees, the same amount it collected in 2001.

## Wall Street's Outlook On Radio Improves

Wall Street analysts have a lot of good things to say about how radio companies are doing these days, and that's welcome news to investors who are tired of the doom-and-gloom forecasts that have plagued the industry in the wake of Sept. 11, 2001.

Robertson Stephens media analyst James Marsh discovered, after polling a number of industry sources, that business took a healthy upswing in the last two weeks of January. As a result, he raised his ratings on four radio companies — **Cumulus Media, Emmis Communications, Regent Communications** and **Salem Communications** — from "market perform" to "buy."

On Dec. 7 of last year Marsh downgraded the entire radio industry as the future of advertising spending grew harder to read. But now, he said, he's more confident about his 2002 ad-revenue forecasts. While Marsh maintained Regent's \$8 target, he raised his targets on the other issues, bumping Cumulus from \$15 to \$19, Emmis from \$23 to \$27 and Salem from \$25 to \$33.

In fact, Marsh had high praise for Salem, commenting on the "resiliency

of its business model" and saying that Salem's guidance gives his analytical team further confidence in their full-year 2002 estimate of 8% same-station revenue growth for the company. Further, he noted that Salem outperformed the radio industry throughout 2001, achieving average same-station growth of 10% for the first three quarters of the year, compared to a 1% decline for other publicly traded radio companies. He has a "market perform" rating on Salem but did not assign a target price to the issue.

For its part, Salem said in its guidance that it expects block programming to fuel its growth this year, noting that it has renewed more than 90% of its block-programming contracts for this year and saying it expects same-station block-programming revenues to increase 5% from 2001. Block programming is projected to represent

slightly less than 40% of Salem's total broadcast revenues in 2002. Salem's block-programming approach offers stability and is thus popular among Wall Street analysts during economic and advertising downturns.

Meanwhile, Salem continues to expect Q4 same-station revenue growth of about 10%, broadcast revenues of about \$36.1 million, broadcast cash flow of about \$12.6 million and after-tax cash flow of 20 cents a share. For Q1 2002, Salem sees broadcast revenues of \$34 million-\$34.5 million, BCF of \$9 million-\$9.5 million and same-station revenue growth in the low double-digits. Salem expects to release Q4 results during the week of March 4.

Disney recently announced Q1 fiscal results that were better than some had expected. UBS Warburg analyst Christopher Dixon said Disney "makes the best of a bad situation" and added that the company "appears well-positioned to benefit from an expected gradual return to normalcy as the

WALL STREET/See Page 8

## BUSINESS BRIEFS

### PPM Panel Reaches Halfway Point

Arbitron has recruited 750 participants in the Philadelphia DMA — half of the planned target of 1,500 consumers — for the final phase of its Portable People Meter trial. Arbitron reported that it took 24 days to outfit the 750 recruits with the pager-sized audience-measurement device and said it hopes to have the entire panel in place by the end of March. In addition to the Philadelphia radio market, the Philly DMA includes Allentown and Reading, PA; Atlantic City and Trenton, NJ; and Wilmington, DE.

### Disney, FOX Could Take Big Writedowns On NFL Rights

Credit Lyonnais Securities analyst Richard Read told Bloomberg last week that Disney's ABC and ESPN are expecting to write down the value of their contract to air NFL games as much as \$600 million and that FOX is considering a \$400 million writedown. Both broadcasters acknowledge that they may have overspent when they, along with Viacom's CBS Network, agreed to pay a record \$17.6 billion for an eight-year deal to air NFL games. CBS told Bloomberg that the games it airs are profitable and that it does not plan a writedown.

### Kagan: Station Sales Fell 50% In 2001

According to Kagan's latest issue of *Broadcast Banker/Broker*, broadcast-deal volume in 2001 reached just \$9.4 billion, a 50% drop from last year's \$18.9 billion, with \$4.5 billion coming from radio-station deals and the remaining \$4.9 billion in the TV-station sector. The number of transactions declined by 32%, with 1,241 stations changing hands in '01. Kagan added that broadcast-asset values remained largely intact last year. It also said that a resurgence in ad spending may be afoot, noting that ad paces have picked up in 2002. Local radio spending in January was down 3% -5%, vs. 6% -8% in December, and, while national spot radio fell 15% to 18%, that's a marked improvement from the 30% decline posted in Q4 2001. Kagan is holding its annual radio summit on March 13-14 in New York.

### CBS News Radio Takes To The Skies

CBS News Radio has partnered with Verizon Airfone to provide a free hourly CBS News scroll on airline flights via the Airfone service. Passengers can also opt for a detailed three-minute newscast for \$4.99. "Today's news is breaking fast and furiously," VP/CBS News Radio Harvey

Continued on Page 8

## R&R Stock Index

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

	Change Since				
	2/1/01	1/25/02	2/1/02	2/1/01	1/25/02-2/1/02
R&R Index	279.78	228.87	223.29	-20.2%	-2.4%
Dow Industrials	10,983.63	9840.08	9907.26	-9.8%	.68%
S&P 500	1373.47	1133.28	1122.20	-18.3%	-.98%



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.

Roll-A-Sign™ offers a better way. You get up to four vibrant colors printed on durable, high quality 4 or 6 mil plastic film to display your logo and message brilliantly for an economical price. Now you can afford to display a bright new sign at every public event. They even make great cost-effective promotional give-aways. Just roll off what you need and cut.

- ⌘ Durable banners for an affordable price.
- ⌘ UV stabilized plastic won't fade indoors or outdoors.
- ⌘ Simply FAX your logo and color separation information for a free price quote.



Reef Industries  
9209 Alameda Genoa  
Houston, Texas 77075  
1-800-231-6074  
713-507-4200 Fax: 713-507-4295  
E-mail: ri@reefindustries.com  
www.reefindustries.com

# Who should represent your radio station?



**OURS**



**THEIRS**

**At Work & Residential calls by high quality telemarketers who represent such companies as Procter & Gamble, Frigidaire, IBM, NCR and others. They demand excellence. So should you.**



**Creative  
Media  
Direct, Inc.**

**(727) 536-9450**

direct mail ▶ telemarketing ▶ e-mail ▶ outdoor ▶ TV  
1000 Belcher Rd. S., Ste. 10 ▶ Largo, FL 33771-3307 ▶ [www.cmdinc.net](http://www.cmdinc.net)

[www.americanradiohistory.com](http://www.americanradiohistory.com)

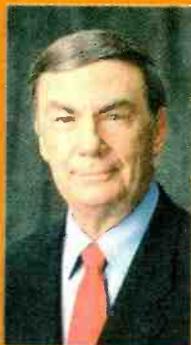
**TELEMARKETING**

# R&R TALK RADIO SEMINAR SCHEDULE OF EVENTS

## LOOK WHO'S COMING TO TRS 2002!

FOR MORE INFORMATION, CALL THE TRS HOTLINE AT 310/788-1696

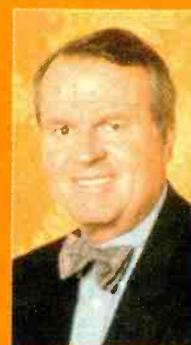
Marriott at Metro Center  
775 12<sup>th</sup> Street NW  
Washington, DC 20005  
202-737-2200



SAM DONALDSON



NICK MICHAELS



CHARLES OSGOOD



JOHN PARIKHAL

### THURSDAY FEBRUARY 21, 2002

12:00pm  
REGISTRATION OPENS

3:30-5:30pm  
ANNUAL TALK RADIO ROUNDTABLE

Expect fireworks! This year our dais will feature some of America's most outspoken and influential national talk hosts in a no-holds-barred discussion of current events and more.

5:30-7:30pm  
OPENING TALKTAIL RECEPTION

### FRIDAY FEBRUARY 22, 2002

8:30-9:00am  
CONTINENTAL BREAKFAST

9:00-10:30am  
GENERAL SESSION

Keynote Speaker: Joint Communication's  
JOHN PARIKHAL

10:45-Noon

#### CONCURRENT SESSIONS

- **The Best Managers In Talk Radio**

The managers that all PDs and talk hosts wish they could work for! Get the benefit of their experiences and advice on successfully weathering the storm of controversy that always seems to surround great talents and great radio stations.

- **Planning For The Unthinkable**

Hear from those who were on deck on Sept. 11, as well as from those who've handled other catastrophic breaking news events. Find out if your station's emergency preparedness plans will be up to the task when the next big story hits.

12:15-2:00pm

#### LUNCHEON

Featured Speaker: American Voice Corp.'s  
NICK MICHAELS

2:15-3:30pm

#### CONCURRENT SESSIONS

- **Life-Stage Demographics: Defining Your Audience In A Whole New Way**

Do traditional demos truly define your station? Come hear why it could be time to dump traditional demo thinking and base more programming and marketing decisions on the lifestyle and life-stage demographics of your listeners.

- **Is There Enough News In Your News/Talk Station?**

Is your station's news product up to listener expectations when it comes to covering "America's New War"? Learn why this group believes now more than ever that it takes great news to build a great News/Talker in today's world.

Friday Continued

3:30-4:45pm

#### CONCURRENT SESSIONS

- **A Question Of Balance**

It's easy to know when to start crisis coverage, but when should you get back to normal? When are the right – and the wrong – times to preempt highly rated syndicated shows? What should you do about on-air promotions and off-air marketing already in progress? What should you tell advertisers when you elect to go commercial-free? Keep listeners and advertisers happy with tips from this panel.

- **Show Prep In A Can**

Learn the art of creating undated, evergreen materials for use in the event of any crisis or emergency. Learn how you can be sure your station is already up and running whenever breaking news hits.

5:00-6:00pm

TALK RADIO HAPPY HOUR

9:00-11:00pm

TALK RADIO CIGAR SMOKER

### SATURDAY FEBRUARY 23, 2002

8:30-9:00am

CONTINENTAL BREAKFAST

#### GENERAL SESSIONS

9:00-9:45am

Featured Speaker: ABC News' SAM DONALDSON

10:00-11:15am

**The New Rules For Marketing News/Talk In The Post Sept. 11 World**

What marketing tools are more effective now? Which are less effective? How will budget cutbacks impact your marketing plans in the year ahead? Can you afford to quit marketing? What's up with your website marketing plans? Learn which rules have changed and which haven't, and get what you need to know if you want the maximum results from today's marketing dollars.

11:30am-12:45pm

**The Secrets Behind Talk Radio's Winners II**

An insider's peek behind the numbers at some of America's most successful News/Talk stations. Get hot-off-the-presses information about just how much the events of Sept. 11 impacted News/Talk in the fall 2001 book.

1:00-2:30pm

**R&R'S ANNUAL NEWS/TALK INDUSTRY ACHIEVEMENT AWARDS LUNCHEON**

with the 2002 News/Talk Lifetime Achievement Award honoree

and speaker, CBS News'

CHARLES OSGOOD



For more  
information  
and website  
registration go to  
[rronline.com](http://rronline.com)

If you are serious about success in Talk Radio, *R&R's Talk Radio Seminar 2002* is the one event you cannot afford to miss! Join a who's-who of Talk Radio's leaders and innovators for the most format-focused meeting you've ever attended.



Featuring keynote speakers and sessions designed to help you increase your Talk radio station's ratings and revenues in the year ahead. Don't miss the most talked about annual event in Talk radio - *R&R's Talk Radio Seminar 2002!*

MARRIOTT AT METRO CENTER, WASHINGTON, DC

## REGISTER NOW!

### SEMINAR registration

FAX THIS FORM BACK TO **310-203-8450**

**OR MAIL TO:**

R&R Talk Radio Seminar 2002  
10100 Santa Monica Blvd., 3rd Floor  
Los Angeles, CA 90067-4004

Please print carefully or type in the form below.  
Full payment must accompany registration form. Please include separate forms for each registration. Photocopies are acceptable.

**OR REGISTER ONLINE AT [www.rronline.com](http://www.rronline.com)**

**MAILING ADDRESS**

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Call Letters/Company Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone # \_\_\_\_\_ Fax # \_\_\_\_\_  
E-mail \_\_\_\_\_

**SEMINAR FEES**

BEFORE FEBRUARY 15, 2002 \$399  
AFTER FEBRUARY 15, 2002  
ON-SITE REGISTRATION ONLY \$500

There is a \$50.00  
cancellation fee.  
No refunds after  
February 1, 2002

**METHOD OF PAYMENT**

PLEASE ENCLOSE SEPARATE FORMS FOR EACH INDIVIDUAL REGISTRATION

Amount Enclosed: \$ \_\_\_\_\_  
 Visa     MasterCard     American Express     Discover     Check  
 Account Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  
 Month \_\_\_\_\_ Date \_\_\_\_\_ Signature \_\_\_\_\_  
 Print Cardholder Name Here \_\_\_\_\_

**QUESTIONS?** Call the R&R Talk Radio Seminar 2002  
Hotline at **310-788-1696**

### HOTEL registration

### Mariott At Metro Center, Washington, DC

Thank you for requesting reservations at the Marriott At Metro Center. Our staff would like to take the opportunity to extend a warm welcome to you during your upcoming meeting.

TYPE OF ROOM	TALK RADIO SEMINAR RATE
Single / Double	\$172/night

- To confirm your reservation, your arrival must be guaranteed by charging two nights deposit to a major credit card, or you may send payment by mail. Deposits will be refunded only if reservation is cancelled **at least 7 days prior to arrival.**
- Reservations requested after **February 1, 2002** or after the room block has been filled are subject to availability and may not be available at the Seminar rate.
- Check in time is 3:00 pm; check out time is 12noon.

FOR HOTEL RESERVATIONS, PLEASE CALL:  
**202-737-2200 or 800-228-9290**

Or mail to:  
**Marriott At Metro Center  
775 12th Street NW  
Washington, DC 20005**

## DEAL OF THE WEEK

- **WHUN-AM/Huntingdon (Altoona) and WXMJ-FM/Mount Union (Altoona), PA \$875,000**

## 2002 DEALS TO DATE

**Dollars to Date: \$86,701,211**  
(Last Year: \$3,860,191,556)

**Dollars This Quarter: \$86,701,211**  
(Last Year: \$2,202,699,600)

**Stations Traded This Year: 61**  
(Last Year: 1,052)

**Stations Traded This Quarter: 61**  
(Last Year: 343)

## TRANSACTIONS AT A GLANCE

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

- **WIPC-AM/Lake Wales, FL \$73,000**
- **KDZY-FM/McCall, ID \$75,000**

## Forever Broadcasting Adds In Keystone State

☐ Purchases combo east of Altoona for \$875,000 in a slow week for radio deals

## Deal Of The Week

## Pennsylvania

**WHUN-AM/Huntingdon (Altoona) and WXMJ-FM/Mount Union (Altoona)**

PRICE: \$875,000

TERMS: Asset sale for cash

BUYER: Forever Broadcasting

Inc., headed by President Carol Logan. Phone: 814-943-1136. It owns 42 other stations, including WFBG-AM, WALY-FM, WFGY-FM, WLTS-FM & WMAJ-FM/Altoona.

SELLER: Bardcom Inc., headed by President Ronald Rabena. Phone: 814-542-8648

FREQUENCY: 1150 kHz; 99.5 MHz

POWER: 5kw day/36 watts night; 300 watts at 1,440 feet

FORMAT: Sports/Country; AC

## Florida

**WIPC-AM/Lake Wales**

PRICE: \$73,000

TERMS: Asset sale for cash

BUYER: Siber Media Group Inc., headed by President David Spada. Phone: 407-342-3055. It owns no other stations.

SELLER: Ronald Seggi. Phone: 407-224-3162

FREQUENCY: 1280 kHz  
POWER: 1kw day/500 watts night  
FORMAT: News/Talk

## Idaho

**KDZY-FM/McCall**

PRICE: \$75,000

TERMS: Asset sale for cash

BUYER: KSPD Inc., headed by President Lemoyne Schafer. Phone: 208-377-3790. It owns two other stations. This represents its entry into the market.

SELLER: Charles Wilson. Phone: 208-424-9322

FREQUENCY: 98.3 MHz

POWER: 4kw at 1,873 feet

FORMAT: Country

## BUSINESS BRIEFS

Continued from Page 4

Nagler said. "Now travelers using Airfone can be in touch with the latest events during their flights." Airfone's domestic airline partners include United, Continental, Delta, U.S. Airways, American, Midwest Express and Air Wisconsin.

### LPFM Plans 'Barn-Raising' To Build Station

Nonprofit environmental group and low-power FM applicant South Arundel Citizens for Responsible Development is inviting other LPFM applicants to help put the finishing touches on its WRYP-LP/Sherwood, MD and to assist in launching the station. South Arundel is co-hosting a three-day event with community-radio advocacy group Prometheus Radio Project, whose Technical Director, Pete Tridish, told R&R that the goal is to help other LPFM applicants learn how to launch their stations. "Most LPFM applicants are novice broadcasters, so this gives them a chance to see how it works, start to finish," he said. "Then they can go home and be ready to work on their stations." WRYP will use an Internet connection to link the studio to its transmitter via special software. "It's pretty experimental," Tridish said, "but it's a way for a low-power to have a studio-transmitter link for the cost of broadband service. Out of necessity, LPFMs are lower-budget operations. People are going to innovate technologically, and those innovations will get out there."

Continued on Page 16

## Bayliss Radio Roast

**MARCH 14** The Pierre  
New York City

Roastee:  
**Stu Olds**  
Katz Media Group, Inc.



**R.S.V.P by  
February 28**

Call 831.655.5229  
[www.baylissfoundation.org](http://www.baylissfoundation.org)

Master of Ceremonies:  
Bill Stakelin, Regent Communications



Proceeds benefit the Bayliss Radio Scholarship Fund.

### Wall Street

Continued from Page 4

challenge of improving ratings at ABC is addressed." He maintains a "buy" rating and a \$25 price target on the issue.

According to the *Wall Street Journal's* Doug Sease, Cumulus stock is another issue investors should buy. During his weekly appearance on CNBC Sease included the company's stock on his list of "sleepers." He noted that the group's previous management "went on a spending spree" but said the new management — Chairman/CEO Lew and Exec. VP John Dickey — includes "radio-industry veterans who have taken control of expenses and improved programming." Sease expects Cumulus' revenues to jump when ad spending improves.

Meanwhile, Brian Shipman at Robertson Stephens gave a vote of confidence to the management team

at *New York Times* as he lifted his 2002 earnings per share estimate on the company from \$1.80 to \$2 and reiterated his "buy" rating on its stock. Shipman's 12-month target price on the issue is \$54.

A.G. Edwards media analyst Michael Kupinski raised *Westwood One* stock from "buy" to "strong buy," although he maintained his 12-month price target of \$40. Of five analysts who cover *Westwood One*, Kupinski is currently the only one who has a "strong buy" — the highest rating — on the issue. Three others have "buy" or "moderate buy" ratings, and one rates *WW1* "hold."

Also this week, *Jefferson-Pilot* was reiterated "buy" by analyst David Lewis at SunTrust Robinson Humphrey.

—Joe Howard

R&R Washington Bureau Chief Jeffrey Yorke contributed to this report.

- Jay Meyers in the GM Spotlight, Page 10
- Dan O'Day's Commercial Copy Makeover, Page 11
- Radio increases traffic at cycle store, Page 12

# MMS

management • marketing • sales

"What we obtain too cheap, we esteem too lightly; it is dearness only that gives everything its value."  
— Thomas Paine

## PRICING RADIO ADVERTISING IN A SOFT MARKET

■ *Cutting rates for short-term gains is not the answer*

By Miles Sexton



MILES  
SEXTON

**Rate integrity.** Is that an oxymoron? When the demand on radio's commercial inventory declines, as it has in recent months, rate integrity usually crumbles faster than the Taliban regime after U.S. bombing. When a leading radio cluster cuts rates in a soft market in a misguided effort to increase share, watch how fast the competition follows suit and undercuts that first rate drop.

A number of years ago, when Anheuser-Busch was faced with discounting attacks by Schlitz, Pabst and other breweries seeking to increase their market share, it handled the challenge by holding its prices. In the book *The Strategy and Tactics of Pricing*, Tom Nagle and Reed Holden note that Anheuser-Busch instead did the unbelievable: It tripled its advertising budget. Since the challengers were not national brands, it would have cost them at least 30% more to match the move at national rates. It's fun to imagine what might happen in our industry if a radio company tried such a bold strategy.

### DISCOUNTS LEAD TO MORE DISCOUNTS

Once you start discounting, you've sensitized buyers to the issue of price. In the service industries — such as radio advertising — that are often thought of as intangible by their customers, price validates value. Consequently, service industries are very sensitive to discounting; it results in a ripple effect that continues to drive prices down. What's more, adding commercial inventory as you sell out at the discounted rates will undermine the demand as well.

Downturn in demand can be the result of an economic cycle, or it can be the result of what is sometimes called "derived demand." In radio, derived demand is the relationship between the buyer's ultimate goal of attracting customers and the buyer's price sensitivity about the radio advertising that contributes to achieving the goal.

Stated another way, it means the value derived from ads by the advertisers has not dropped off, but sales have. This is usually an indication that stations have failed to properly establish the value of their services and are failing to capture that value in their pricing.

But managers must make certain that, in fact, the value of the product is still being delivered. Has there been a decline in ratings that would lead to a perception that value has declined? How about a change in the on-air product? Is there a new format competitor? If so, you must concentrate on differentiating your products and services and on capturing the value of those distinctions in your pricing strategy.

### WHY SALES SLOW AND WHAT TO DO ABOUT IT

Understanding why a slowdown in sales is occurring is the critical first step in dealing with it. But how do you identify the causes? And when you know the causes, what are the best ways to deal with them? In their article "Pricing When Sales Slow" in the October 2001 issue of *The Professional Pricing Society Quarterly*, Joe Zale and Wendy Wise describe the four principal reasons for slowdowns in sales, what you should avoid doing once you understand the causes and what steps should be taken to price properly. Here's some of what

they had to say, adapted to show how it can be applied to radio.

**Competitive threat:** When there's a competitive threat, the risk of reacting with price cuts is that a price war will ensue in which no one can gain, and the overall market revenue could take a hit. Buyers can leverage a price war to negotiate the purchase of radio advertising as if it were a commodity.

One important strategic response is to leverage your strengths. Stress your station's long-standing value, consistency and marketing-service elements and its established ability to deliver qualified customers to a particular client. Be careful not to just describe the station and its audience; be sure to talk about what will have value to the client.

If a competitor is offering deep discounts, take steps to ensure that all your clients are aware of it. That could make discount pricing a very costly proposition for your competitor and could force it to cut back on such activity. It will also give the competitor the stigma of being seen as the lower-value (as opposed to lower-price) alternative. Most buyers seek the best value for their money.

***Selling is all about the creation of value in the perception of the buyers, and pricing is all about capturing that value.***

Offer discounts only on marginal sales. Your goal is to encourage advertisers to buy more from you or to continue to advertise with you rather than your competitors — without hurting your attainment of your revenue goals. For example, leverage your relationship and established value by offering to match a competitor's offer when the client's purchases reach more than 90% of what the client spent the year before. That provides the client with an incentive and a rationale to stay with you.

**A weak economy:** It is very tempting in a soft economy to reduce rates. Discounts can stimulate primary demand. But, by cutting prices, you risk permanently lowering price expectations, and you'll be stuck with the lower prices when the economy swings back. Raising rates is always a more difficult proposition than cutting rates. Here are some tips on how to price in soft economic times without doing permanent damage to value pricing:

- Identify how your client segments differ in the value they receive or need, then create special packages that can be offered at lower prices only to those advertisers most affected by the economic downturn. Those clients can participate in these packages if they choose, but you must also clearly define the difference in value being delivered. This is much like the incentive packages airlines offer to leisure travelers while maintaining higher fares for business travelers.

- Avoid long-term discounted rates — always put a specific end date on any discount. Try to contain the rates within the quarter they are first offered. By anticipating seasonal demand, you can plan packages for the entire year, then adjust them as market conditions change.

- Get something in return for your lowered rate, like larger share, expanded scheduling, advance make-good parameters, further advance booking or buys from other stations in your cluster. That allows you to manage discounts in your favor without undermining value or profitability. It is also an opportunity to adjust customer

behavior in a way that helps you in exchange for a rate concession. Remember, the goal is to focus negotiations on value, not on price alone.

- **Lagging sales:** If the economy's decent, but your sales are off — and you are still delivering value to your clients — then the culprit is likely derived demand. Your sales are off because clients do not perceive that they are deriving full value from advertising with your stations. Price cuts when this is the case do not result in increased demand, and dropping the rates will further erode the perception of value. The best strategy is to maintain your rates and focus your sales efforts on communicating the value being derived by the client. As Zale & Wise put it, "Would you rather accommodate 30% less sales at regular prices or 30% less sales at discounted prices?" The idea of accepting a drop in sales by holding rates is a tough call for most sales managers, but it is the right one and deserves the support of upper management.

- Any discounts you do offer in this environment should be structured as packages, as described above. Segmented, focused packages can also attract new client segments, and the sales staff must take advantage of the opportunity to identify and actively pursue that potential new business. For this sort of segmented discounting to work without starting a price war, be sure to state your intent and objectives clearly to both customers and competitors.

- Do not expand commercial inventory to create greater revenue volume. It will only further undermine value without stimulating demand.

**Perceived product duplication:** The failure or inability to differentiate the value of your station from the value of its competitors can also result in reduced sales and increase clients' sensitivity to price.

- When station differentiation becomes difficult, your strategy should focus on specific customer needs and on working to understand and address any needs that are not being met.

- It is likely that you will be forced to lower prices when there is truly a duplication of programming with another station in the market. But you should lower prices consistently so the new prices accurately reflect your loss of unique positioning — rather than allowing customers to use the situation to gain negotiating leverage.

- Managers must strictly retain their pricing authority rather than giving the sales force greater flexibility to negotiate.

- It is important to tie price adjustments to objective criteria that validate the value the client continues to derive from your advertising.

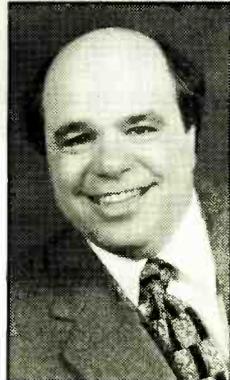
- Clearly, the loss of differentiation is very undesirable, and if it is likely to go on for some time, management must look for ways to reduce the cost of sales and other operating expenses. Inevitably, someone will blink and change format.

I've covered a lot of material here, but all of it shares a theme: Selling is all about the creation of value in the perception of the buyers, and pricing is all about capturing that value. In his book *Full Price*, pricing expert Thom Winninger puts it this way: "Value, not price, is the true authority in every marketplace."

Miles Sexton is President of Sexton Management Services in Ventura, CA. SMS provides sales marketing, management and training to broadcast and business-to-business e-marketing clients. Sexton can be reached at 805-701-0031 or [mws@pacbell.net](mailto:mws@pacbell.net).

MMS<sup>®</sup>

management • marketing • sales

R&R GM  
spotlightJAY MEYERS  
Sr. VP/Plains Northwest  
Clear Channel Communications

### ■ A broadcaster who knows how to keep his eye on the ball

This week's GM Spotlight profiles a man who's surfed the radio waves his entire career. Clear Channel's Jay Meyers is an executive who's had the chance to grow up with — and then re-create — great radio in a variety of markets. Jay hasn't lost the youthful excitement about radio that he had when he began working in the industry more than 30 years ago, even now that he's supervising 250 stations in 50 markets. Congratulations!

#### I decided to enter the world of broadcasting because:

"I grew up in Philadelphia listening to great Top 40 stations like WFIL and WIBG. Ever since high school I'd wanted to be a disc jockey and play-by-play announcer."

#### First job in broadcasting:

"While in college I did weekends at WBCB/Levittown, PA and other suburban Philadelphia stations and was a news and sports stringer for WIBG — a real thrill. My first job was as PD for 250-watt daytimer WCHE/Westchester, PA."

#### Career highlights:

"When I went to WVOR/Rochester, NY in the late '70s as PD, the station had a 0.8 share, and we took it to a seven in a couple of years with an Oldies format. After that I repeated the success at WNDR/Syracuse. I left for three terrific years with Greater Media in New Brunswick, NJ, where we made 12 consecutive New York ratings books with a suburban station. In 1983 I made R&R's 'leap of the week' when I became WFIL/Philadelphia's PD."

"From there I became Director/Operations for the Lincoln Group. In '86 we led WBUF/Bufalo to No. 1 — the first time WKBW, WBEN or WJYE had

not been first in the market. I became a successful GM in Greensboro, then managed WVOR/Rochester. From there I joined Sherman Broadcasting as VP, and I became President in '91 when it filed Chapter 11 — actually, I was the only one left!

"That began a three-year on-the-job MBA, acquiring, rebuilding and selling stations. I picked up banking-industry contacts and opened a management consultancy in the mid-'90s. I started doing projects for Randy Michaels at Jacor in 1997, and in 1998 I was invited to join Jacor as Sr. VP. It was a terrific job with people I have a great deal of respect for."

#### The most challenging aspect of being a GM is....

"When you manage a diverse group of markets — from St. Louis to Centralia, WA — it's about being able to stay ahead of trends and being able to filter information back to the individual marketplaces, then getting feedback, sharing it and keeping people motivated."



#### My most unforgettable moment at a radio station....

"Before continuous measurement and computers that give us the ratings, there was no real indication of how you were doing until someone called with the advances. Seemingly out of the blue, a station could go from seventh to first. The thrill of getting that phone call when Arbitron gave you the kiss ... there's really nothing quite like that, and I was fortunate in that it happened to me a number of times."

#### My favorite album of all time is....

"I'm a really closet Four Seasons fan; all 90 albums they've made would be among my favorites! One of

the thrills of my career has been getting to know Frankie Valli fairly well. Bruce Springsteen's *Born in the U.S.A.* is a particular favorite of mine."

#### If I weren't in the radio business, I'd probably be....

"Working in public relations with a sports franchise someplace."

#### I'm most proud of....

"My wife, Debra, who went back to school after the kids grew up, got her Ph.D. and is now a history professor at Northern Kentucky University. I'm also very proud of my daughter, Courtney — a junior at the University of Rochester who plays varsity softball — and my 10th-grade son, Justin, who is a programming assistant at WKSS & WVMX/Cincinnati, where he also pulls two overnight shifts a week."

#### The best words of advice I've ever received were....

"It's a trite old statement that was told to me by Jay Cook when I used to visit him at WFIL, when I was in college: 'Perception is reality.' If you think about it in everyday life, it's really true. It's not how good the coffee tastes at Starbucks, it's that you think it tastes better."

#### You'd be surprised to know that....

"I still play hardball baseball. My kids, whom I coached in Little League, cut something out of the paper in 1994 about an adult hardball league that was forming while we were living in Rochester. They urged me to go, and so I went back, in my 40s, to playing hardball and having the best time of my life. I've kept it up every year in three cities and am now in my ninth year — playing third base and pitching. I get up diligently every Sunday morning during the spring and summer and drive 25 miles to play."

The GM Spotlight is selected by your nominations. Acknowledge the GM who made a difference in your career! E-mail nominations to [jgreen@rronline.com](mailto:jgreen@rronline.com).

## Bridge the Gap Between Programming and Sales!



As the radio industry changes, you need to change with it.

If you're a programmer, the Radio Advertising Bureau now offers you the opportunity to increase your knowledge of the business and your value to your station. With your Certified Radio Marketing Consultant Programmer's Accreditation (CRMC-PA), you'll combine your expertise in Programming with the vital, career-building knowledge of Sales.

To get a free copy of the CRMC-PA on CD-ROM, watch for it arriving on your desk soon, call the Radio Advertising Bureau at 1-800-232-3131 or log on at <http://www.rab.com>.

Get the credit you deserve. Get certified!



# ADVERTISING PRINCIPLE: CREATE A SENSE OF URGENCY

By Dan O'Day



DAN  
O'DAY

Unless you're doing "institutional" or "image" advertising — which ad agencies love but which are usually bad investments for advertisers — your advertising should have a clear call to action. This is especially true for local retail advertising, which is the lifeblood of commercial radio.

Contrary to popular belief, a good commercial is not one that wins awards. It's not one that everyone tells you they love. It's not even one that the client tells you he loves or that your audience hums along with.

A good commercial is one that motivates the listener to act on the sales message. To go to the automobile showroom and test-drive the vehicle. To sample the fragrance at the department store's perfume counter. To pick up the phone, dial the toll-free number and request the free information booklet. (As David Ogilvy said, "Don't tell me you love my ad. Tell me you bought the product.")

## THE MOST POWERFUL MOTIVATOR

There is *nothing* as powerful as a sense of urgency to motivate people to act. (That is why it is far easier to sell a cure than it is to sell a prevention.) "Limited supply" — if genuine and if communicated convincingly — can lend a sense of urgency to a sales offer. Think about past holiday seasons when parents frantically ran all over town searching for the nearly impossible-to-find Tickle Me Elmo or Cabbage Patch dolls. The limited supply might be of the product itself, or it might refer to some sort of bonus or gift with purchase.

Another very strong incentive to act is a deadline. In the U.S., we are required to report our income to the Internal Revenue Service. For individual taxpayers, the annual deadline for filing their tax returns is April 15.

Based upon a completely unscientific survey I've made of people I've met in life, I'd estimate that 43% of American taxpayers mail their income tax returns on April 14 or 15.

Why do they wait so long? Is it because April 15 is just too darned early in the year? If income tax returns weren't due until, say, June 15, would everyone file their returns in May? No. They'd file on June 14 or 15.

Why?

Because true, enforceable deadlines are among the strongest motivators known to humans. (I don't suppose you've ever stayed up all night finishing a school report ... or a sales proposal for which you've had weeks to prepare.)

The following is not a deadline:

"With prices like these, you know they won't last forever!"

Neither is:

"Hurry, this sale ends soon!"

A deadline is:

"Friday night at 9."

"December 31."

"Tomorrow at noon."

Grocery stores understand this. Odds are the super-market you patronize has weekly specials. They probably begin on Thursday and expire the following Wednesday. Supermarkets don't advertise their "storewide savings." Instead, they offer something of genuine, measurable value — a great bargain — for a very limited time. Week after week after week.

Why?

To motivate grocery shoppers to return to their supermarkets week after week after week.

The more you can educate your clients regarding the wisdom of making genuine, valuable special offers with deadlines, the more money you can make for them.

---

***True, enforceable deadlines are among the strongest motivators known to humans. (I don't suppose you've ever stayed up all night finishing a school report ... or a sales proposal for which you've had weeks to prepare.)***

---

## A READER ASKS

"I just listened to a tape of one of your sessions from last year's RAB conference, and I have a question regarding how to create a sense of urgency or a deadline for businesses that are not doing a specific, limited-time-offer commercial.

"To be more specific: a gasoline company. They want people to use their facilities. They're cheaper but will not allow us to advertise that fact; we've been round and round about it. It's a small town, and they don't want to start a price war.

"They're open 24 hours. In addition to the half-dozen credit cards they accept, they also offer a gas card as part of a national network. With the gas card, you can purchase gas 24 hours a day at locations throughout the U.S. These card systems are popular in rural areas.

"This is an especially difficult client to write commercials for. Just when I think I know what he's after and we agree upon it, he changes his whole approach."

— Vicki Gutierrez, KRAI-FM/Craig, CO

## DAN REPLIES

A client who keeps changing his mind about his advertising strategy is:

1. Not unusual
2. A client who needs educating by the account executive

Imagine you've just inherited a gas station, and you need to start making it more productive immediately. It's all your responsibility, and there is no one available to

advise you. Quick! What's the first thing you should do?

Check your accounts receivable.

No, review your supplier contracts.

No, wait! You should look at your payroll expenses.

No, your signage is terrible. No one can see you from the street, and that must be hurting your business.

Fact is, there is no reason to expect you to know how to run a gas station. You've had no training or education for it. And very few of your clients — be they gas-station owners or bank presidents — should be expected to know anything about advertising. So you have to teach them.

Among other things, you must teach them the importance of:

- A single core message
- A message that shows the targeted consumer how this particular product will add to his or her life
- Frequency of message delivery — the listener has to hear the message enough to notice it, understand it, be convinced by it, remember it and act on it

• Talking to consumers not about the advertiser, but about the consumers' lives

And for a local retail business:

- The importance of giving the listener a genuine reason to act on the sales message now

You can't create a sense of urgency unless there is a genuine deadline, which you can create by making a special offer: "Free six-pack of Coke with every fill-up if you use your card." (You can co-op this with Coca-Cola).

Or you can set up a three-way deal with a pizza parlor: "Coupon good for free pizza with fill-up if you use the gas card." (The pizza parlor gets free mentions in the commercials and increased in-store traffic when people redeem the coupons.)

If the gas station genuinely is the cheapest in town but refuses to advertise that, it needs something to set itself apart: open longer hours, more pumps (which means you never have to wait), a frequent-buyers' club, cheap hot dogs in the minimart. In fact, the last could be the big unique selling proposition: a free hot dog with every fill-up. Or a 50-cent hot dog with every fill-up.

But if this gas station's only true pitch is "We're a gas station, just like 100,000 other gas stations," then I don't know why it's advertising at all. This gas station needs to create something of real value to customers to differentiate itself from its competitors. Without such differentiation, it will continue to get whatever drive-by traffic happens to come its way, and no more.

This column is excerpted from *The Dan O'Day Radio Advertising Letter*. For your free e-mail subscription, send your request to: [danoday@danoday.com](mailto:danoday@danoday.com) with "R&R Ad Request" in the subject line, or subscribe online at [www.danoday.com](http://www.danoday.com).

## THE TECHNOLOGY ISN'T THE PROBLEM

By Rich Carr



RICH  
CARR

If buying and managing new technology were not an issue, would radio stations be able to make money from their websites? This is not just a riddle. Unprofitable websites are a real-world problem, and your station probably has one, whether you want to admit it or not. The newness and complexity of the technology often get the blame, but technology is not the issue. People are. It is your station's management of human resources that will make your website profitable — or not.

I've come to the conclusion that some stations profit because they were born to. Station management will have it no other way. Should an obstacle arise, it is quickly overcome because plans have been meticulously laid out and adhered to. A station like that sets a goal of, say, \$1.8 million in website-only revenue and decides what steps to take to make that happen. Let's call this well-run outfit "Station A."

But the problem isn't Station A. In Orlando this week the Radio Advertising Bureau is doing everything in its power to help people who run (or want to run) stations like Station A, and hundreds of industry professionals are in that city to find the nugget of inspiration that will lead to profits and a full night's sleep.

No, the problem is the stations that blame their lack of progress and profits on everything from budgets to manpower problems to cluster manage-

ment to, especially, new technology. It's very tempting to blame our troubles on things we can't influence — anything from the tragedies of Sept. 11, 2001 to "that damn web guy" and his complicated technology. Everything except ourselves.

But too many stations hire the people responsible for website revenue and growth as if web revenue were not a critical part of their stations' future. If an applicant has sold anything before, has the ability to get to and from work on time and can fog a mirror, he's hired. But have you done the right thing with this hiring decision? Is this the right guy for the job? Have you accomplished any of your station's goals with this hire? Unless you're very lucky, the answers are no, no and no. You've just hired a salesperson, when you needed somebody with drive, enthusiasm, knowledge and the ability to get you to your goals.

Unless I'm missing something, the real battle isn't with the station across the street or with the ratings or over who has Rush. It's how much we are

billing and what the return on investment is on our cash outlay. The real goal is to make money for our investors, our clients and ourselves.

Before you move any further on your Internet initiative, make sure you have a goal, understand that goal and have — or can get — the people and resources to accomplish it. If you have all three, you're on your way to becoming Station A.

Rich Carr is VP of Radio Web Network ([www.radiowebnetwork.com](http://www.radiowebnetwork.com)), a radio-website sales, management and promotional network headquartered in Portland, OR. Carr can be reached at 503-612-0517 or [rcarr@radiowebnetwork.com](mailto:rcarr@radiowebnetwork.com).



## SALESPEOPLE ON THE MOVE

Below is a roundup of the sales, marketing and promotion people who have taken on new positions and added responsibilities in recent weeks.

• **John Dame** is the new VP/National Sales for **Salem Radio Networks**. Having sold his Dame-Gallagher Networks to Salem last year, Dame will be based in Harrisburg and focus on national advertiser sales for the company's talk programs.

• **WVRV-FM (The River)/St. Louis** **GSM Emilie Meyer** is promoted to Director/Sales for WVRV and co-owned Bonneville/St. Louis Radio Group outlet **WSSM-FM (106.5 Smooth Jazz)**. Meyer joined Hot AC WVRV in 1993 as an AE before advancing to GSM; her radio career spans more than 20 years in St. Louis and Kansas City.

• **Victor Dyson** is the new Director/Sales for Carter Broadcast Group's Kansas City Sports **KCKN-AM**, Gospel **KPRT-AM** and Urban **KPRS-FM (Hot 103 Jamz)**. A 10-year radio-sales veteran with previous experience in

Kansas City, **Dyson** joins the company from the GM post at **WIMX/Toledo**, having previously worked as Market Director/Sales for **Urban Radio Broadcasting**.

• **Liz Ryckman** has risen from VP/Sales to VP/Manager at **Christal Radio/Chicago**. In her new post she will oversee four salespeople and three assistants. Ryckman, who began her career in 1983 as an AE with **Christal/Detroit**, was promoted to Manager in Seattle in 1990 before taking her most recent post in 1991.

• **Helen Cleland** and **Jeff Burke** join the **Local Media Internet Venture** to work on national sales for the Internet-media company founded by **Emmis, Entercom, Bonneville, Jefferson-Pilot** and **Corus Entertainment**. Cleland, who spent seven years in radio sales for **Susquehanna** and **Summit Broadcasting**, will cover **Los Angeles**, where she's based, as well as **Phoenix, Dallas** and **Atlanta**. Based in **San Francisco**, Burke will cover that market, as well as **Portland, OR; Seattle; and Denver**. Burke previously served nine years in national and local sales management with **Susquehanna** and **Chancellor Broadcasting**.

## RADIO GETS RESULTS

SUCCESS STORIES FROM THE RAB

### RADIO REVS UP CYCLE SALES

Co-op advertising is an important opportunity for many retailers, but it can sometimes be difficult for a local store to decide how best to use the manufacturer funding a corporate parent is putting at its fingertips. This week we show how a Denver Classic Rocker took advantage of a retailer's co-op program and in the process picked up a loyal return customer.

**Category:** Motorcycles  
**Market:** Denver  
**Submitted by:** KRFX-FM/Denver  
**Client:** Denver Yamaha

**Situation:** Denver Yamaha has sold motorcycles, watercraft and other sports products for four years. The dealership wanted to take advantage of available co-op funds, but it needed objective research to know how to best target such a promotional investment.

**Objective:** Denver Yamaha wanted to create a strong image in the crowded Denver marketplace while building brand awareness and boosting sales. Yamaha Corporation of America offered attractive co-op advertising opportunities, and the store managers were trying to decide between a radio- and a television-based ad campaign.

**Campaign:** The sales team at **Classic Rock KRFX (The Fox)/Denver** provided Denver Yamaha with the demographic research it needed to make a decision. KRFX showed that it was the perfect way to reach the store's target audience of men ages 18 to 49. The Fox launched an aggressive four-week campaign that used co-op funds to promote a great "Zero Down, 90-Day No-Interest sale."

**Results:** KRFX gave Denver Yamaha the information it needed, then delivered the sales results that made the campaign a total success. Thanks to spots on The Fox, traffic is up and sales have increased 30% compared to the same period a year ago. Denver Yamaha is now a regular presence on KRFX radio.

## 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 RadioLink at [www.rab.com](http://www.rab.com).

### INSTANT BACKGROUND — MOTORCYCLES

Of those adults 18 and older who rode highway or street motorcycles in the past year, 61.9% were men, and 38.1% were women. *Simmons, 2001*

Motorcycle owners in 1998 (most current information available), by occupational category, with 1990 share in parentheses: Professional-technical, 31.3% (20.3%); mechanic-craftsman, 15.3% (13.1%); laborer-semiskilled, 12.7% (24.1%); manager-proprietor, 7.5% (9.3%); service worker, 7.5% (6.6%); clerical-sales, 3.6% (6.8%); other, 18.9% (16.7%); not stated, 3.2% (3.1%). *Motorcycle Industry Council, 2001*

Motorcycle buyers spent an average of \$11,000 on their new bikes in 2000. *Business Week, 2001*

Sales of new motorcycles amounted to approximately \$5.45 billion in 2000, up from \$3.55 billion in 1998 and \$2.52 billion in 1996. *Business Week, 2001*

To access co-op dollars for Yamaha dealers, contact Yamaha's co-op department at 714-761-7700.

# Study: 50 Million Americans Have Downloaded Music From The 'Net

■ One in four Americans has downloaded a tune — and that may not be good news

By Brida Connolly

bconnolly@rronline.com

A new study by the Minneapolis-based research company Ipsos-Reid shows

that 23% of Americans 12 and older have downloaded at least one MP3 or other music file from the Internet. That amounts to about 50 million people, the survey says — and that so many people are willing to give digital music a try could be encouraging to the fledgling legal-download business.

Encouraging, that is, if a significant number of these people decide they want to get their music legitimately. But if they are getting their tunes wherever they happen to find them and plan to continue doing so, that figure could instead be rather alarming.

When Napster launched, there was no practical legitimate way to get music from the Internet, and Napster at its peak claimed more than 40 million users worldwide. But now that legal services are available in the U.S. and Europe, KaZaa's online download ticker is at over 30 million, again worldwide, and the software is being loaded onto more than a million computers every week. Music City says its Morpheus software is being downloaded at about the same rate.

According to the Ipsos-Reid study — part of the group's "Tempo: Keeping Pace With Online Music

Distribution" report — 59% of the people who have downloaded music say they're at least somewhat likely to do it again within 30 days. The numbers released by Ipsos-Reid don't address where these consumers plan to get that music, but, given how new the legal services are — and that one of the two majors, MusicNet, doesn't offer downloads — it's unlikely that many of those downloads will be legal.

### Younger People Lead The Way

Not surprisingly, the study finds that the age group most likely to have downloaded a song is 12-24-year-olds, with 44% having picked up at least one music file online. The next-oldest group, 25-34-year-olds, isn't far behind, with 35% having downloaded a tune. If the legal services can somehow convert these younger users, they could put a big dent in the traffic at the more dubious sites.

But with the legal systems' catalog limitations and restrictions on music use, users will have to be persuaded to pay \$10-\$25 a month for a great deal less than they're getting now for free. The label-backed services will have to make themselves considerably more attractive to become real contenders against the free-for-all sharers — or, through court actions, the labels will have to make the free systems too costly to their proprietors (and, possibly, to their end users) to survive.

# DIGITALBITS

### Pressplay Adds Zomba Labels

Pressplay, the digital-music service backed by Sony Music Entertainment and Universal Music Group, has added artists on The Zomba Group's Jive, Silver-tone, Verity and other labels to its catalog of tunes available for streaming, downloading and burning to CD. Among the artists who become available on pressplay through the deal are Jive's Britney Spears, 'N Sync and The Backstreet Boys. Zomba also licenses music to rival subscription service MusicNet, which is backed by Warner Music Group, Bertelsmann Music Group and EMI. Zomba and EMI are the only label groups so far to license music to both services.

### LMiV Picks FirstMediaWorks To Handle Databases

The Local Media Internet Venture, the online-media company created by Bonneville, Entercom, Emmis, Jefferson-Pilot and Corus Entertainment, has selected FirstMediaWorks' eListenerSuite database software for its web-based loyal-listener programs. All the LMiV groups except Emmis will have the option to use the program.

### IM Networks Tuning Set For Panasonic Boxes

IM Networks has licensed its IM Tuning 'Net-radio tuning technology to Panasonic for use in the electronics company's upcoming broadband Internet appliances. Panasonic's set-top boxes will include IM Radio, which is designed to simplify tuning to Internet radio. IM Networks is also an aggregator of 'Net-only stations; the Panasonic boxes will have access to its "Best of Planet" selection.

### Site Of The Week

## Headbangers Rule At All-Metal KNAC.com

During its prime in the late '80s through the early '90s, broadcast station KNAC/Los Angeles developed a small but passionate following among the city's heavy metal fans. The radio station is long gone, but its raucous, eclectic programming is still available, in a 'Net-only incarnation, at [www.knac.com](http://www.knac.com). This Clear Channel-owned site is not exactly a smooth surf, but it has lots of fresh content to make up for its peculiarities.

KNAC.com has adopted a working-minimum approach to web design, with lots of white text on a black background and a few small graphics sufficing for most pages. A brief and Flash ad for the upcoming movie *Queen of the Damned* takes up a good chunk of the homepage, but it's the only bit of motion on an otherwise static site.

The homepage's prominently placed "Listen Now" link offers Real and Windows Media streams, and both start slowly but, once up, run smoothly, with only very occasional buffering delays. Unfortunately, neither player shows artist, song or album information. DMCA requirements aside, the info — or an on-site playlist — would surely be welcomed by KNAC.com visitors.

Clicking on the "Happenings" graphic brings up a program schedule and a link to one of the site's best features, the "Pure Rock Newswire." The "Newswire," a cheerfully untidy rundown of metal news, is updated daily with information about everything from obscure European death metal outfits to Creed. It's current and comprehensive and quite well done, as these things go.

Under the "Magazine" heading is a vast amount of metal-related material, including news; interviews with such KNAC.com core artists as Dokken, Queens Of The Stone Age and Anthrax; album reviews by station



staffers; and concert reviews — often surprisingly thoughtful — provided by site visitors.

The "On-Air" page, dedicated to the air personalities, is on the sloppy side and could stand an overhaul. There are graphics missing, and links are provided for only a handful of the 20 personalities shown. Too many of the links that do appear lead to pages with little or no content.

The site's other weaknesses include barely legible message boards and the unfortunate and apparently unscreened "Reader Rants" that appear on too many of the news and review pages. "Downloads" has only a few offerings (including a *Queen of the Damned* trailer), and "Contests" was out of date when I visited — all four contests shown had already ended. But the abundant and far-ranging content at KNAC.com make this website worth a look for fans of most kinds (no rap metal here) of heavy metal music.

— Brida Connolly

### CYBERSPACE

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

#### On The Web

• On Tuesday (2/12), catch **Blues Traveler's** recent performance at Hollywood's House of Blues Sunset Strip. A 24-hour audio webcast begins at 3pm ET, noon PT ([www.hob.com](http://www.hob.com)).



Blues Traveler



Macy Gray

• **Macy Gray** also visited Hollywood's famed House of Blues. Relive her performance when HOB.com presents a 24-hour audio webcast, starting at 3pm ET, noon PT ([www.hob.com](http://www.hob.com)).

—Frank Correia

# AOL Sues To Slay Its Own Monster

It's amazing to me that America Online has chosen to sue Microsoft over what it says are monopolistic practices concerning Internet Explorer, especially given the circumstances surrounding IE's ascendancy to become the default web browser on most machines.



David Lawrence

Why has IE been so successful? Is it because Microsoft exercised its power as a monopoly and forced us all to use its browser? Not at all — though that's what AOL (and our government) would like you to believe. But the startling fact is, it's all AOL's fault.

Here's the real skinny: Back in 1995 AOL realized that it had to do something about competing with Netscape, which was the leader in the browser market at the time. So AOL went to Netscape and asked if it could make Netscape's browser the default for AOL's application, melding it into AOL. Netscape's answer was "Sure! For \$10 a copy."

All the time that AOL was talking to Netscape, it was also talking to Microsoft. But there it was working a different angle. The newly minted Windows 95 operating system was due out, and Microsoft wanted to reach AOL's 5 million members. AOL wanted to be on the Microsoft desktop. Microsoft offered Internet Explorer for free and agreed to put AOL in the Windows "Online Services" folder. So AOL saved \$50 million and got a fairly decent browser, plus visibility on every Windows install.

Netscape, on the other hand, didn't really care. It owned the market. With its corporate ego, Netscape saw Microsoft as a gnat, an annoyance with inferior software. But then something started to happen that would change the landscape forever and make Netscape's greed its downfall: AOL began a period of unprecedented growth, going from 5 million members to, now, 33 million. And they're all using Internet Explorer.

And that, my friends, is the only reason IE is the winner of the browser war. If things had turned out differently, we might all be using Netscape today instead of IE. Netscape limped along until it got purchased — by America Online. So get this:

AOL now owns the competition, and if Microsoft doesn't treat AOL well, it may find itself out in the cold. Imagine what might happen if AOL decided to replace IE with Netscape. The numbers in the browser-usage statistics would flip-flop almost completely. Other ISPs would follow AOL's lead as developers started to pay more attention to the new market leader. You'd start to ask your webmaster to gear your station or label site to Netscape, not Internet Explorer.

It's not Microsoft that controls the browser market, it's America Online. For AOL to charge anyone with monopolistic practices over web browsers means that it's rewriting history.



David Lawrence is heard daily on more than 150 radio stations on his nationally syndicated shows: *Online Tonight*, a nightly high-tech and pop culture talk show; the East Coast morning drive news slot for CNET Radio and XM's Channel 130; and *Net Music Countdown*, the official countdown for music heard via the Internet. He is based in Washington, DC and is heard on hundreds of stations, including WGN/Chicago, KFBK/Sacramento and WBT-AM & FM/Charlotte. You can reach him at [david@netmusiccountdown.com](mailto:david@netmusiccountdown.com) or by calling 800-396-6546.

## e-charts

## What About Audio Players?

America Online may have put itself in a tough position when it comes to justifying its Internet Explorer lawsuit, but it's hardly built any monsters at all when it comes to streaming-audio players. AOL is using the player it bought: Winamp. ● The originator of streaming-MP3 audio (along with MP3.com, which helped the industry settle on the .M3U extension for streaming playlists), Winamp has a player that's among the most popular among PC users. AOL also owns Spinner.com, an E-Charts reporter, and the synergy among its various music properties is obvious and well-crafted. ● There was no need for AOL to play favorites with audio players, although it does offer its users access to RealNetworks' RealPlayer. AOL has spent its money wisely, offering up in Winamp the most streamlined and customizable of the PC MP3 players and supporting the program with its efforts to enhance SHOUTcast and its other music properties. ● About the only thing one might fault (or credit, depending on your point of view) AOL for missing was the opportunity to stop Gnutella before it was unleashed on the world to spawn a whole series of decentralized file-piracy systems. But as far as its strategy for online playback, the Winamp-SHOUTcast-Spinner (and, now, Radio AOL) strategy has positioned AOL well for when the download market settles down.

— David Lawrence

### CHR/Pop

LW	TW	ARTIST	CD/Title
2	1	NICKELBACK	<i>Silver Side Up</i> /"Remind"
1	2	USHER	<i>8701</i> /"Bad"
4	3	CREED	<i>Weathered</i> /"Sacrifice"
5	4	PINK	<i>Missundaztood</i> /"Party"
6	5	SHAKIRA	<i>Laundry Service</i> /"Whenever"
3	6	ENRIQUE IGLESIAS	<i>Escape</i> /"Hero"
7	7	ALICIA KEYS	<i>Songs In A Minor</i> /"Worth"
9	8	LINKIN PARK	<i>Hybrid Theory</i> /"End"
11	9	NO DOUBT	<i>Rock Steady</i> /"Baby"
8	10	DESTINY'S CHILD	<i>Survivor</i> /"Emotion"
12	11	DAVE MATTHEWS BAND	<i>Everyday</i> /"Everyday"
13	12	JA RULE	<i>Pain Is Love</i> /"Livin'"/"Time"
14	13	MARY J. BLIGE	<i>No More Drama</i> /"Family"/"Drama"
10	14	BRITNEY SPEARS	<i>Britney</i> /"Slave"/"Girl"
15	15	JEWEL	<i>This Way</i> /"Standing"
17	16	'N SYNC	<i>Celebrity</i> /"Gone"/"Girlfriend"
—	17	CALLING	<i>Camino Palmero</i> /"Wherever"
18	18	JENNIFER LOPEZ	<i>J.Lo</i> /"Funny"/"Real"
19	19	NELLY FURTADO	<i>Whoa Nelly!</i> /"Light"
—	20	P.O.D.	<i>Satellite</i> /"Alive"

### Urban

LW	TW	ARTIST	CD/Title
1	1	ALICIA KEYS	<i>Songs In A Minor</i> /"Worth"
2	2	USHER	<i>8701</i> /"Bad"
3	3	AALIYAH	<i>Aaliyah</i> /"Boat"
4	4	MICHAEL JACKSON	<i>Invincible</i> /"Butterflies"
5	5	MARY J. BLIGE	<i>No More Drama</i> /"Drama"
10	6	JA RULE	<i>Pain Is Love</i> /"Time"
6	7	CRAIG DAVID	<i>Born To Do It</i> /"7"
7	8	BRIAN MCKNIGHT	<i>Superhero</i> /"Lite"
13	9	ANGIE STONE	<i>Mahogany Soul</i> /"Brotha"
12	10	JILL SCOTT	<i>Experience</i> /"Jill Scott"/"Loves"
11	11	LUDACRIS	<i>Word Of Mouf</i> /"Roil"
14	12	MAXWELL	<i>Now</i> /"Lifetime"
16	13	JAY-Z	<i>The Blackprint</i> /"Jigga"/"Girls"
8	14	JENNIFER LOPEZ	<i>J.Lo</i> /"Funny"
9	15	LUTHER VANDROSS	<i>Luther Vandross</i> /"Heaven"
20	16	NAS	<i>Stillmatic</i> /"Got"
15	17	FAITH EVANS	<i>Faithfully</i> /"Gets"/"Love"
19	18	GERALD LEVERT	<i>Gerald's World</i> /"Made"
17	19	'N SYNC	<i>Celebrity</i> /"Gone"
-	20	ISSLEY BROTHERS	<i>Eternal</i> /"Secret"

### Country

LW	TW	ARTIST	CD/Title
2	1	ALAN JACKSON	<i>When Somebody Loves You</i> /"Where"
1	2	GARTH BROOKS	<i>Scarecrow</i> /"Wrapped"
3	3	GEORGE STRAIT	<i>The Road Less Traveled</i> /"Run"
7	4	BRAD PAISLEY	<i>Part II</i> /"Around"
4	5	BROOKS & DUNN	<i>Steers &amp; Stripes</i> /"Goodbye"
5	6	JO DEE MESSINA	<i>Burn</i> /"Bring"
8	7	MARTINA MCBRIOE	<i>Greatest Hits</i> /"Blessed"
14	8	DIXIE CHICKS	<i>Fly</i> /"Dance"
6	9	AARON TIPPIN	<i>Where The Stars And.../</i> "Stripes"
20	10	LEE ANN WOMACK	<i>I Hope You Dance</i> /"Ring"
11	11	TOBY KEITH	<i>Pull My Chain</i> /"Wanna"
16	12	TRACY BYRD	<i>Ten Rounds</i> /"Just"
9	13	TIM MCGRAW	<i>Set This Circus Down</i> /"Cowboy"
10	14	TRACE ADKINS	<i>Chrome</i> /"Tryin'"
—	15	MONTGOMERY GENTRY	<i>Carrying On</i> /"Cold"
17	16	SARA EVANS	<i>Born To Fly</i> /"Saints"
12	17	STEVE HOLY	<i>Blue Moon</i> /"Morning"
15	18	JAMIE O'NEAL	<i>Shiver</i> /"Shiver"
19	19	CHRIS CAGLE	<i>Play It Loud</i> /"Breathe"
—	20	BLAKE SHELTON	<i>Blake Shelton</i> /"All"

### Smooth Jazz

LW	TW	ARTIST	CD/Title
1	1	STING	<i>...All This Time</i> /"Fragile"
—	2	ALICIA KEYS	<i>Songs In A Minor</i> /"Fallin'"
2	3	DIANA KRALL	<i>The Look Of Love</i> /"Look"
17	4	SADE	<i>Lovers Rock</i> /"Lovers"
3	5	BRIAN CULBERTSON	<i>Nice And Slow</i> /"About"
7	6	JEFF LORBER	<i>Kickin' It</i> /"Nobody"
8	7	RICHARD ELLIOT	<i>Crush</i> /"Crush"
4	8	BONEY JAMES	<i>Ride</i> /"See"
6	9	RICK BRAUN	<i>Kisses In The Rain</i> /"Use"
5	10	KIM WATERS	<i>From The Heart</i> /"Dawn"
12	11	CHRIS BOTTI	<i>Night Sessions</i> /"Streets"
19	12	JOYCE COOLING	<i>Third Wish</i> /"Good"
9	13	RUSS FREEMAN	<i>To Grover With Love</i> /"East"
14	14	EUGE GROOVE	<i>Euge Groove</i> /"Sneak"
13	15	PETER WHITE	<i>Glow</i> /"Turn"
10	16	MARC ANTOINE	<i>Cruisin'</i> /"Mas"
11	17	ACOUSTIC ALCHEMY	<i>Aartt</i> /"Wish"
—	18	FATBURGER	<i>T.G.I.F.</i> /"Evil"
15	19	BONA FIDE	<i>The Poe House</i> /"Charles"
20	20	CHUCK LOEB	<i>In A Heartbeat</i> /"Pocket"

### Hot AC

LW	TW	ARTIST	CD/Title
2	1	CREED	<i>Weathered</i> /"Sacrifice"
3	2	NICKELBACK	<i>Silver Side Up</i> /"Remind"
1	3	ENYA	<i>A Day Without Rain</i> /"Time"
4	4	DAVE MATTHEWS BAND	<i>Everyday</i> /"Everyday"
6	5	NO DOUBT	<i>Rock Steady</i> /"Baby"
7	6	ENRIQUE IGLESIAS	<i>Escape</i> /"Hero"
5	7	3 DOORS DOWN	<i>The Better Life</i> /"Like"
8	8	STAINED	<i>Break The Cycle</i> /"Awhile"
9	9	JEWEL	<i>This Way</i> /"Standing"
10	10	FIVE FOR FIGHTING	<i>America Town</i> /"Superman"
11	11	ALICIA KEYS	<i>Songs In A Minor</i> /"Fallin'"
14	12	COLDPLAY	<i>Parachutes</i> /"Trouble"
12	13	U2	<i>All That You Can't Leave Behind</i> /"Stuck"
13	14	PINK	<i>Missundaztood</i> /"Party"
16	15	INCUBUS	<i>Morning View</i> /"Wish"
17	16	CALLING	<i>Camino Palmero</i> /"Wherever"
15	17	JOHN MELLENCAMP	<i>Cuttin' Heads</i> /"Peaceful"
20	18	RYAN ADAMS	<i>Gold</i> /"New York"
18	19	MATCHBOX TWENTY	<i>Mad Season</i> /"Last"
19	20	LEANN RIMES	<i>Coyote Ugly</i> /"Fight"

### Alternative

LW	TW	ARTIST	CD/Title
1	1	LINKIN PARK	<i>Hybrid Theory</i> /"End"
2	2	NICKELBACK	<i>Silver Side Up</i> /"Bad"/"Remind"
3	3	CREED	<i>Weathered</i> /"Sacrifice"
5	4	PUDDLE OF MUDD	<i>Come Clean</i> /"Blurry"
4	5	P.O.D.	<i>Satellite</i> /"Youth"/"Alive"
6	6	STAINED	<i>Break The Cycle</i> /"You"/"Fade"
4	7	INCUBUS	<i>Morning View</i> /"Nice"/"Wish"
7	8	SYSTEM OF A DOWN	<i>Toxicity</i> /"Toxicity"/"Chop"
8	9	STROKES	<i>Is This It</i> /"Last"
16	10	COLDPLAY	<i>Parachutes</i> /"Trouble"
14	11	HOOBASTANK	<i>Hoobastank</i> /"Crawling"
-	12	BLINK-182	<i>Take Off Your Pants And Jacket</i> /"First"
12	13	SUM 41	<i>All Killer No Filler</i> /"Deep"/"Motivation"
13	14	ALIEN ANT FARM	<i>Anthology</i> /"Movies"
—	15	EDDIE VEDDER	<i>I Am Sam</i> /"Hide"
15	16	311	<i>From Chaos</i> /"Awhile"
17	17	DEFAULT	<i>The Fallout</i> /"Wasting"
19	18	GORILLAZ	<i>Gorillaz</i> /"19"
—	19	JIMMY EAT WORLD	<i>Bleed American</i> /"Middle"
18	20	DISTURBED	<i>Sickness</i> /"Game"

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 AandE.com Radio, About Radio, Alf Radio, Amazon.com, B&N Radio, BarnesandNoble.com, BellSouth Radio, bolt Radio, CDNow.com, ChoiceRadio.com, City Internet Radio, Denver 93.3 Radio, DMX Music, Earthlink Radio, Gracenote.com, iWonRadio, Lycos, MediAmazing, MusicChoice, MusicMatch (Frozen), Radio.Beaonair.Com (No Country), RadioCentral Network, Radio Free Virgin, RealOne, Scour Radio, Spinner.com, The RadioAMP Network, and Voice Of America-Music Mix. 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 six reporting formats. ©2001 R&R Inc. ©2001 Online Today, Net Music Countdown.



Gracenote has well over 1 million unique daily users of the CDDB Music Recognition Service. Each time a consumer inserts an audio CD into a computer with a CDDB-enabled Internet connection, track information for that CD is displayed on the user's computer, and the data is anonymously aggregated by CDDB. Here are the 50-most-played CDs last week:

## DIGITAL TOP 50<sup>SM</sup>

LW	TW	ARTIST	Album Title	Weeks On
1	1	LINKIN PARK	Hybrid Theory	62
2	2	CREED	Weathered	11
3	3	ENYA	A Day Without Rain	48
5	4	U2	All That You Can't Leave Behind	68
4	5	ALICIA KEYS	Songs In A Minor	32
6	6	NICKELBACK	Silver Side Up	21
10	7	LIMP BIZKIT	The Chocolate Starfish And...	69
7	8	PINK FLOYD	Echoes (The Best Of Pink Floyd)	13
8	9	EMINEM	Marshall Mathers LP	69
9	10	SHAKIRA	Laundry Service	12
12	11	STAINED	Break The Cycle	37
16	12	BRITNEY SPEARS	Britney	13
11	13	BLINK 182	Take Off Your Pants & Jacket	34
17	14	SYSTEM OF A DOWN	Toxicity	22
13	15	NELLY	Country Grammar	66
14	16	LUDACRIS	Word Of Mouf	10
21	17	PUDDLE OF MUDD	Come Clean	9
20	18	BEATLES	One	55
18	19	MICHAEL JACKSON	Invincible	14
19	20	JA RULE	Pain Is Love	18
15	21	ALAN JACKSON	Drive	3
24	22	USHER	8701	17
22	23	DISTURBED	The Sickness	26
23	24	DAVE MATTHEWS BAND	Everyday	47
28	25	LENNY KRAVITZ	Greatest Hits	69
31	26	NAS	Stillmatic	7
34	27	'N SYNC	Celebrity	28
32	28	JENNIFER LOPEZ	J-Lo	31
40	29	P.O.D.	Satellite	7
27	30	SOUNDTRACK	Coyote Ugly	39
35	31	MADONNA	Music	69
29	32	SOUNDTRACK	O Brother, Where Art Thou?	8
25	33	SOUNDTRACK	The Lord Of The Rings	6
N/A	34	CHEMICAL BROTHERS	Come With Us	1
33	35	3 DOORS DOWN	Better Life	67
26	36	SOUNDTRACK	Moulin Rouge	14
42	37	INCUBUS	Morning View	10
37	38	GORILLAZ	Gorillaz	32
47	39	STROKES	Is This It	2
46	40	BRITNEY SPEARS	Oops!...I did it Again	47
N/A	41	TOOL	Lateralus	8
38	42	SUM 41	All Killer No Filler	8
N/A	43	PINK	Missundaztood	5
39	44	VARIOUS ARTISTS	Now That's...Vol. 8	6
45	45	JAY-Z	The Blackprint	21
36	46	'N SYNC	No Strings Attached	59
48	47	AALIYAH	Aaliyah	15
50	48	NO DOUBT	Rock Steady	8
N/A	49	PAPA ROACH	Infest	58
49	50	CRAIG DAVID	Born To Do It	15

## ARTISTdirect Gives Samson Promo Post

ARTISTdirect Records has appointed **Brian Samson** Director/Crossover & Mix Show Promotion.



Samson

Based in Los Angeles, he will work with VP/Urban Promotion Greg Powell, VP/Crossover Promotion Michael Whited and Director/Urban Marketing Chace Johnson.

"We're so fortunate to have Brian join the staff," ARTISTdirect Exec. VP/Promotion Marc Benesch said. "Due to his extensive background as a DJ and his intense passion for the music, his approach to his job and the way he deals with programmers are unique and valuable."

Samson began his music-industry career nearly two decades ago, at age 15, as a DJ in the San Francisco Bay Area. In 1989 he was named the first Rap Editor at the *Gavin Report* industry trade publication. He moved to New York two years later to join Mercury Records as Director/Rap Marketing & Mix Show Promotion, a post he held for three years. He then joined MCA Records in a similar capacity

SAMSON/See Page 16

## WYBL/Louisville Taps Glass As PD

**Gator Glass** has been named PD of Clear Channel's Country **WYBL (The Bull)/Louisville**. Glass, who replaces CC Matthews, will keep his evening airshift at Country sister WAMZ/Louisville, as well as continuing to maintain that station's website.

Glass said, "This is a great opportunity for me, and I'm excited about the future of The Bull."

Glass has spent 10 years with Clear Channel, the last seven at WAMZ.

## KKJZ/Portland, OR Goes AC As 'K-Lite'

Infinity's **KKJZ/Portland, OR** dropped Smooth Jazz on Feb. 1 to become AC as "Lite Rock 106.7, K-Lite," with new calls **KLTH**. Chris Miller stays on as PD, while morning co-hosts David Schulte — who also served as KKJZ's MD — and Gloria Johnson depart. The rest of the staff remains in place.

"After asking Portland radio listeners about what they wanted to hear, we found a certain dissatisfaction with current radio programming," said VP/GM Dave McDonald. "Many listeners we spoke with felt that the music

choices were either too soft, boring and tired or too harsh, upbeat and unfamiliar. That's where the new K-Lite fits in."

K-Lite's representative artists include Bonnie Raitt, Phil Collins, Vanessa Williams, Whitney Houston, Sheryl Crow and Matchbox Twenty. While KKJZ seldom achieved ratings comparable to those of other Infinity Smooth Jazz properties, including format luminaries such as KTWV (The Wave)/Los Angeles and WVMV/Detroit, the flip was not widely anticipated within the Smooth Jazz community.

## Ramsey Opens Mercury Radio Research

**Mark Ramsey** has formed **Mercury Radio Research**, a radio- and perceptual-focused research company. He was most recently President of Clear Channel's Nova Research.

Describing his new venture, Ramsey said, "We're the only major research company that does just perceptuals and format studies. No callout. No auditorium music tests. We work exclusively in radio. We're not programmers or programmer wannabes, we're marketing experts. We're state-of-the-art,

with many of our presentations delivered online — that means cheaper, faster and easier for the client."

Ramsey said that he was one of three perceptual researchers who developed a strategy for Clear Channel stations and that he completed nearly half of Clear Channel's perceptual research in 2001. He has also completed projects for other major broadcasters. Mercury Radio Research can be reached at 858-566-0220 or [www.mercuradio.com](http://www.mercuradio.com).

## Knight

Continued from Page 3 challenge with a company that I've long respected. It's a wonderful opportunity to be part of the future growth of Greater Media."

Knight is a New England native who has held positions at WRKI/Danbury, CT; WLWQ/Columbus, OH; WNOR/Norfolk; and WNEW/New York. During Knight's tenure at WZLX the station's core audience grew as heritage AOR WBCN/Boston moved to Alternative and shed its older demos. The evolution of 'BCN included the move of

longtime Boston air talent Carter Alan to middays at WZLX, where he has continued to attract top ratings. Alan is expected to serve as WZLX's interim PD upon returning from vacation later this month.

## McCoy

Continued from Page 3

Tim to Market Station Manager. He has become an integral part of the operation of the HBC/Houston cluster. I have no doubt that Tim can direct and elevate Houston to the next level."

## EXECUTIVE ACTION

### Gosselin Goes To Baton Rouge As Citadel OM

**Don Gosselin**, most recently OM of Mid-Atlantic Network's WFVA & WBQB/Fredericksburg, VA, has become OM for Citadel's Oldies **KOOJ**, Soft AC **WBBE** and Sports/Talk **WIBR** in Baton Rouge. James Alexander will retain his duties at Citadel's KQXL, WEMX & WXOK in Baton Rouge, as well as with the company's Urban-oriented properties in Lafayette, LA.

Gosselin is a radio veteran who spent 12 years in Providence before taking on duties in Northern Virginia. He has worked at WWRX and WHJY in Providence and served as National Director of the Achievement in Radio Awards.

### Crawford Joins Journal/Wichita As VP/GM

**Chris Crawford** has been appointed VP/GM for Journal Broadcast Group's Wichita operations, which include Classic Country **KFTI**, Country **KFDI** and **KYQQ**, Classic Hits **KFXJ**, Active Rock **KICT** and Hot AC **KMXW**. Crawford, who replaces Ken Fearnow, was most recently Director/Coaching for Clear Channel University.

"Chris is a customer-focused leader with a high sense of drive and urgency," Journal President/Radio Carl Gardner said. "We have solid stations and talented people in Wichita, and we think Chris will be the catalyst for tremendous growth."

Crawford served as an internal executive consultant to AMFM stations in the top 10 markets before AMFM's purchase by Clear Channel. He held the GSM post for Nationwide's WCOL & WTII/Columbus, OH from 1996-98 and was GSM of Broadcasting Partners of Charlotte from 1993-95.

### Darnell Becomes GM For Buckley/Bakersfield

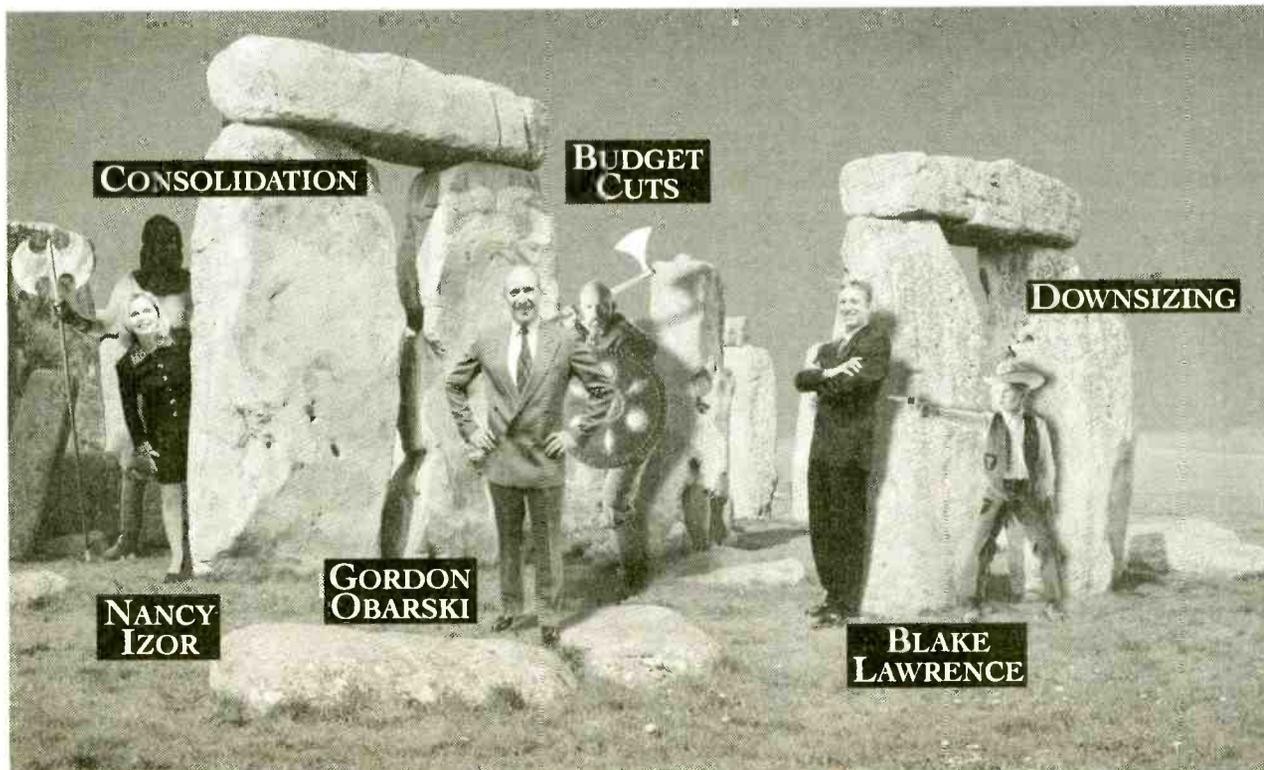
**Steve Darnell** has been named GM for Buckley Radio's Bakersfield properties. The former KFIG/Fresno GSM will now manage News **KNZR**, Classic Rock **KKBB**, Hot AC **KLLY** and Smooth Jazz **KSMJ**. Darnell has also been GSM of KJWL/Fresno.

"Having worked for local radio stations and larger companies such as American Radio Systems, Buckley Radio is the size and type of company that is very attractive to me," Darnell told R&R. "The people are very committed to winning and to being great broadcasters. It's important to me that I'm with a company that wants to do it right. There is a great team here; they just needed another head coach."

"My hope is to be a format leader with every one of our stations. We've got a couple of diamonds in the rough. Our Smooth Jazz station is going to be a big surprise in this market. Now that KNZR has the AP News format, there's something there with our AM News station; we just need to buff it out. There's tremendous potential, because it's 25,000 watts — huge!"

McCoy served as LSM of KTAR/Phoenix for nine years before joining KRBE/Houston in 1995 as Sales Manager. He said, "Without the guidance and training of my father,

Dale McCoy Jr., this would not have been possible. My dad is a 50-year veteran and a pioneer of this great industry. Thank you, Dad, for your love and support."



**Creative Media Direct, Inc.**

direct mail ▶ telemarketing  
e-mail ▶ outdoor ▶ TV

[www.cmdinc.net](http://www.cmdinc.net)

1000 Belcher Rd. S., Ste. 10  
Largo, FL 33771-3307 ▶ (727) 536-9450

## National Radio

• **SYNDICATED SOLUTIONS** allies with **PAYOFF YEARS** to syndicate *Ralph, Mary & Company*, hosted by Ralph Saviano and Mary Walter. The show debuts March 11 and will air weekdays from 10am-2pm ET, with rereads on weekends via ABC satellite. For more info, contact Matthew Sullivan at Syndicated Solutions, 203-431-0790.

## Radio

• **HOWARD PACKOWITZ** becomes Dir./Affiliate Relations at Saga's Illinois and Michigan Radio Networks. Packowitz has worked as a news assignment editor at WHOI-TV in Peoria, IL and reported on agricultural commodities for Dow Jones Newswires.

## Records



Williams

• **CAROLYN WILLIAMS** is named Dir./Urban Marketing at J Records. She was previously Dir./Marketing at Tommy Boy Records.

## CHRONICLE

## BIRTHS

KOAI/Dallas Asst. PD/MD **Bret Michael**, wife Beverly Ney Manassa, son Garrett, Jan. 30.

## CONDOLENCES

Exodus vocalist **Paul Baloff**, 41, Feb. 2.

• **PHILIP WISER** is named CTO at Sony Music Entertainment. He previously served as Director and CTO of Liquid Audio, a company he co-founded in 1996.



Wisner



Murray

• **MICHELLE MURRAY** is promoted to VP/Marketing & Artist Development for the Elektra Entertainment Group. She was most recently Sr. Dir./Marketing.

• **TRACY ZAMOT** is upped to VP/East Coast Media Relations for Atlantic Records. She most recently served as Sr. Dir./Media Relations.

• **LAUREN MURPHY** is appointed SVP/Media & Artist Relations for Mercury/Nashville and Lost Highway Records. She was previously SVP/Media & Artist Relations for the Island Def Jam Music Group.



Murphy

## Industry

• **LEE ROLONTZ** is named VP/Original Music Production at VH1. She was most recently a TV producer and consultant to BMG Entertainment, Sony Music Entertainment, Capitol Records and others.

• **GEORGE MOLL** is promoted to SVP/Production & Programming for VH1. A co-creator and current Exec. Producer of *Behind the Music*, Moll was named VP in 1997.

## BUSINESS BRIEFS

Continued from Page 8

## Florida Senators, Broadcasters Spar Over Tax Ads

The Florida Association of Broadcasters has launched a high-profile ad campaign opposing a proposal by the Florida State Senate to extend the state sales tax to dozens of services that are now tax-free, including radio, TV and newspaper advertising. The legislators have now agreed to preserve the tax exemption for those ad sales, but many broadcasters continue to air the ads because they believe the proposed plan would be bad policy for the state. The senators have called the ads — which claim Floridians would be “losers” under the sales-tax plan — misleading and want them pulled. Senators have also demanded free airtime to respond. The *St. Petersburg Times* reported that two Tampa TV stations have rejected those requests for airtime.

## Changes

**Adult Standards:** Beasley Broadcast Group's WJPT/Ft. Myers announces all-local programming from 6am-7pm daily, featuring **Staci Chase**, **Taylor Evans** and **Mark David Bradley**.

**CHR:** KXJM/Portland, OR middayer **Alexa** adds MD stripes ... The new

lineup at KPTY/Houston includes PD **DJ Marco** and the **Chorizo Crew**, mornings; **Coco Girl**, middays; **Mean Green**, afternoon drive; **Jammin' J**, nights; **Joey Boy**, late-nights; and **DJ Babyface**, overnights ... **Sana G.** moves to KMEL/San Francisco for middays ... WYOY/Jackson, MS hires **Scott Steele** as morning co-host as **Todd Downs** exits; **Kris Fisher** joins for nights.

## Samson

Continued from Page 15

and later opened Blue Print Promotion, his own street marketing and mix-show promotion company, where he managed and directed street teams and mix-show campaigns for Universal Records, Motown Records and Warner Bros. Records. Samson joined Virgin Records in 1998 as Director/Crossover Promotion before segueing to ARTISTdirect.

## Finney

Continued from Page 3

Finney has served as VP/Operations for Secret Communications and has held various OM and PD duties throughout the country. The move to Dallas will be a homecoming of sorts for Finney, as his wife is originally from Texas, and much of their family resides there. He had been in Cincinnati for eight years.

## Viacom

Continued from Page 1

board meeting. Redstone and Karmazin reportedly agreed to try to resolve their differences after the directors said that they feared the public display could have a serious impact on the company's financial outlook.

The *Times* reported that the issue of the conflict was addressed after the outside directors asked Viacom executives — including Redstone, Karmazin, CBS Television President Les Moonves and Viacom Entertainment Group Chairman Jonathan Dolgen — to leave the room.

Wall Street analysts then weighed in. Merrill Lynch's Jessica Reif Cohen called the reported meeting “highly unusual.” She said, “In the 18 years I've been analyzing companies, I've never heard of another board doing something like that.”

The plot thickened on Feb. 1, when the *New York Times* reported that its sources said that Redstone announced at the board meeting that Karmazin's contract would not be renewed. According to the sources, Redstone did not criticize Karmazin's corporate strategy or decisions but said that Karmazin's hard-charging management style did not mesh with Viacom's corporate culture and that Karmazin was not the man Redstone wanted to lead the company into the future. Fund managers also reportedly told Redstone that Viacom's stock would not be hurt if Karmazin left. Karmazin then reportedly told the board that he would serve out his contract and not walk away from Viacom.

## ‘There Was No Coup’

Viacom spokesman Carl Folta had bad news for the crapehangers. “There was no coup,” he told *R&R*. “Nothing happened.” He said that board members discussed “standard year-end matters, period.” He dismissed *Newsweek's* report as “absurd” and “wrong” and had a similar

reaction to the *New York Times's* meeting recap. But Folta discovered that putting an end to the story was a lot like trapping a minnow with a catcher's mitt.

By Jan. 31 there was clear evidence that Redstone and Karmazin were making an attempt to squelch the rumors. The two men appeared together at a Bear Stearns dinner in New York.

“It was the first joint appearance of the two in quite a while, and we believe it was meant to send a strong message of management cooperation and continuity,” wrote Bear Stearns analyst Victor Miller in a note to investors the following morning. And Miller believes Redstone and Karmazin were successful in their attempt: “Both men addressed the management issues that have been in the press and left little doubt as to their commitment to their partnership. They discussed their decisionmaking process and their mutualty of interests.”

But then came that Feb. 1 *New York Times* piece, forcing Redstone and Karmazin to issue a three-paragraph statement to shareholders that said the two are “committed to Viacom.” The statement reiterated that the pair do not plan to address the question of a contract renewal before the end of this year. “We each have a significant stake in the success and growth of the company, and we are looking forward to working together productively in the ensuing years.”

During a lunchtime interview on CBNC, CIBC World Markets' Michael Gallant said he did not see Karmazin leaving Viacom “at the bottom of the ad cycle, with the stock below \$40.” And, although the *New York Times* reported that fund managers had told Redstone that Viacom's stock would not be hurt should Karmazin leave, Gallant said he feels that Karmazin's departure would be seen as negative by Wall Street.

“[Karmazin] is a widely respected operating executive,” Gallant pointed

out. “He's very important to running a company.” Other analysts said that Karmazin's departure could cause Viacom shares to take a 10%-15% hit.

By the afternoon of Feb. 1 Folta had told reporters that the *New York Times* story was “outrageous, totally wrong and just not true.” He added that there were “material errors in the chronicling of events” but said Viacom “has not and will not parse events” to further a story that has been distracting the company's brass for weeks. “They'll talk about an extension at the end of this year,” Folta added. “Neither has made a decision about what happens after 2003.”

## Noack

Continued from Page 3

Commenting on his new promotion, Noack said, “If you have exceptional on-air talent and a brilliant staff who keenly understand the Talk radio format, everyone wins. I am fortunate to be surrounded by such great people and appreciate this recognition, because it reaffirms our strength and success.”

## Kelly

Continued from Page 1 and record professionals.

“Kid will continue to be a strong voice for the traditional AC side of the business as well. And since he will be located in New York, *R&R* can better serve the growing number of record labels that are headquartered there.”

Kelly said, “It's an honor to be joining the industry's premier trade publication. In my new role as Hot AC/AC Editor, I look forward to creating a stronger synergy between the radio and record communities, achieving better format synchronicity for label priorities and, last but not least, continuing to provide a compelling experience for *R&R* readers.”

## Entercom

Continued from Page 1

“It's hard to get too excited about any down quarter,” David Field said. “But under the trying circumstances for our nation and for our economy, I'm proud of the way our team performed. All in all, I think we contained the damage.”

Q4 broadcast cash flow was \$35.5 million, and after-tax cash flow was \$24.1 million. David Field said that a companywide 4% cost-trimming effort during Q4 helped the results: “We were able to limit our BCF decline to 14% and our ATCF decrease to 5%.”

For the year, net revenue was down 5%, to \$332.9 million; BCF slipped 9%, to \$131.6 million; and ATCF dropped 3%, to \$87.1 million. Net income per basic share was 38 cents, compared to \$1.05 in 2000 (those results included a gain of \$41.5 million from the sale of radio stations), and on a pro forma basis, net income was down from 59 cents to 49 cents per share. David Field said that 2001 was Entercom's “second-best year ever.”

Entercom, which began operating Tribune's three stations in Denver on Feb. 1 after putting an \$18 million deposit on the outlets at Christmastime 2001, expects to finalize the deal in March. “The Denver acquisitions enhance our major-market presence and improve our geographic diversification,” Joseph Field noted.

The company said that advertising rates are firming in some markets and that it expects to report Q1 ATCF of 35 cents per basic share on net revenues of about \$72.5 million.

• **Disney** said that while fiscal Q1 income fell 55%, to \$297 million, it topped estimates on Wall Street. At 15 cents per share, it was a nickel better than Thomson Financial/First Call analysts' expectations. Revenue fell 7%, to \$7.1 billion. Disney acknowledged that the soft advertising market “unfavorably impacted” its radio and TV stations as revenue for the company's broadcasting segment fell 18%, to \$1.5 billion, and operating income slipped from \$287 million in Q1 2001 to a loss of \$76 million.

• The **New York Times Co.'s** income fell 46% in Q4, to \$74.1 million, or 48 cents per share. Ad revenue at the company's two New York City radio stations and eight TV stations declined 19% in Q4, to \$38.1 million, and was down 12% in 2001, to \$140.9 million.

• **Jefferson-Pilot** beat estimates in Q4. Before realized investment losses, the company's operating profit climbed from 74 cents per share to 82 cents — three cents ahead of Thomson Financial/First Call analysts' estimates. After realized investment losses, however, Jefferson-Pilot's quarterly net profit dropped from 73 cents to 64 cents per share. In the company's communications division, which includes 17 radio stations, Q4 earnings slipped 27%, to \$9.9 million, and BCF decreased 24%, to \$20.6 million. Full-year results for the division included a 19% drop in revenue, to \$33.5 million, and a 17.5% dip in BCF, to \$73.9 million.

— *Washington Bureau Chief Jeffrey Yorke and Associate Editor Joe Howard prepared this report.*



Lori Parkerson • 202-380-4425

### 20on20 (XM20)

- Kane
- 'N SYNC /NELLY Girlfriend
- FABOLOUS Young'n (Holla Back)
- LUDACRIS Out (My Business)

### BPM (XM81)

- Blake Lawrence
- DELIRIUM Underwater
- REGENCY BUCK Free To Change Your Mind

### Real Jazz (XM70)

- Maxx Myrick
- No adds

### The Boneyard (XM41)

- Charlie Logan
- CREED Bullets
- CREED One Last Breath
- KID ROCK Lonely Road Of Faith
- P.O.D. Satellite
- SALIVA After Me
- SWAG Gilby Clark

### The Heart (XM23)

- Johnny Williams
- No adds

### The Loft (XM50)

- Mike Marrone
- PAUL MCCARTNEY Your Way

### Watercolors (XM71)

- Steve Stiles
- BONA FIDE Charles Street
- BONA FIDE El Dorado

### X Country (XM12)

- Jessie Scott
- KASEY CHAMBERS Not Pretty Enough
- HANK WILLIAMS III Trashville

### XM Cafe (XM45)

- Bill Evans
- BEARS Car Caught Fire
- STEREOPHONICS Just Enough Education...
- TEENAGE FANCLUB Howdy!

### XMLM (XM42)

- Eddie Webb
- BLOOD DUSTER C'NT
- BURNT BY THE SUN Soundtrack To The Personal...
- CONTRASTIC Czech Assault
- DOWN Down II

### Real Jazz (XM70) Playlist

- NICHOLAS PAYTON Dear Louis
- KENNY BARRON & REGINA CARTER Freefall
- DIANA KRALL The Look Of Love
- VANESSA RUBIN Girl Talk
- MARCUS ROBERTS Cole After Midnight
- STEVE WILSON Passages
- TERENCE BLANCHARD Let's Get Lost
- JAZ SAWYER & IRVIN MAYFIELD 20/20
- JOSHUA REDMAN Passage Of Time
- FREDDIE HUBBARD New Colors
- PAQUITO D'RIVERA Habanera
- MCCOY TYNER Jazz Roots
- JIMMY SMITH Dot Com Blues
- OANILO PEREZ Motherland
- DIANNE REEVES The Calling
- KENNY BURRELL Lucky So And So
- CYRUS CHESTNUT Soul Food
- JOE LOVANO Flights Of Fancy: Trio
- DAVE BRUBECK One Alone
- THE PHILADELPHIA EXPERIMENT The Philadelphia...
- BRAD MEHLDAU Progression: Art Of The Trio Vol. 5
- ROY HAYNES Birds Of A Feather
- DR. BILLY TAYLOR Urban Griot
- STEVE TYRELL Standard Time
- BEN WOLFE Murray's Cadillac
- ROONEY JONES Soul Manifesto
- STEFANO DI BATTISTA Stefano di Battista
- AHMAD JAMAL Olympia 2000
- HENRI SMITH New Orleans Friends
- FREDDY COLE Rio de Janeiro Blue
- BOBBY BROOM Modern Man
- MCCOY TYNER Play John Coltrane



100 million moviegoers  
15,000 movie theaters

Movie Tunes plays current music in movie theaters across the nation. Movie Tunes then surveys moviegoers from five major distribution areas of the country each week. Respondents are sent a CD sampler and asked to rate songs on a scale of 1-5. This data is gathered and published by R&R.

### TOP FIVE SONGS PER REGION

#### WEST

1. ENRIQUE IGLESIAS Escape
2. BRANDY What About Us?
3. LENNY KRAVITZ Stillness Of Heart
4. JAHEIM Anything
5. BONEY JAMES Ride

#### MIDWEST

1. BRANDY What About Us?
2. ENRIQUE IGLESIAS Escape
3. JAHEIM Anything
4. LENNY KRAVITZ Stillness Of Heart
5. BONEY JAMES Ride

#### SOUTHWEST

1. BRANDY What About Us?
2. ENRIQUE IGLESIAS Escape
3. LENNY KRAVITZ Stillness Of Heart
4. JAHEIM Anything
5. HOLLY WYNNETTE My Future Ex-Boyfriend

#### NORTHEAST

1. BRANDY What About Us?
2. ENRIQUE IGLESIAS Escape
3. RUFUS WAINWRIGHT Across The Universe
4. JAHEIM Anything
5. LENNY KRAVITZ Stillness Of Heart

#### SOUTHEAST

1. ENRIQUE IGLESIAS Escape
2. BRANDY What About Us?
3. LENNY KRAVITZ Stillness Of Heart
4. JAHEIM Anything
5. BONEY JAMES Ride

### JANUARY PLAYLIST

- AIMEE MANN/MICHAEL PENN Two Of Us
- BONEY JAMES Ride
- BRANDY What About Us?
- DONZ Give
- ENRIQUE IGLESIAS Escape
- HANK WILLIAMS III Mississippi Mud
- HOLLY WYNNETTE My Future Ex-Boyfriend
- JAHEIM Anything
- LENNY KRAVITZ Stillness Of Heart
- NANCY WILSON Save Your Love For Me
- NATURAL Medley
- OUTERSTAR You Love It When It Rains
- RICK BRAUN Your World
- RUFUS WAINWRIGHT Across The Universe
- TA TA & BRANDO Let's Be Friends
- TAE BO Medley



Artist/Title	Total Plays
JUMP5 God Bless The U.S.A.	80
LMNT Juliet	77
'N SYNC Pop	77
OREAM STREET I Say Yeah	77
DREAM STREET It Happens Every Time	74
LIL' ROMEO My Baby	74
AARON CARTER Leave It Up To Me	73
AARON CARTER I'm All About You	73
'N SYNC Gone	62
BRITNEY SPEARS I'm Not A Girl...	34
SMASH MOUTH I'm A Believer	33
PINK Get The Party Started	32
KRYSTAL HARRIS Supergirl	31
DESTINY'S CHILD Survivor	31
EIFEL 65 Blue (Da Ba Dee)	31
3LW No More (Baby I'ma Do Right)	31
NINE DAYS Absolutely (Story Of A Girl)	31
MICHELLE BRANCH Everywhere	30
CHRISTINA MILIAN AM To PM	30
FATBOY SLIM Rockafeller Skank	27



Playlist for the week ended February 2.



10 million homes  
180,000 businesses

Rick Gillette • 800-494-8863

### DMX Fashion Retail Video

David Mihail

The top music videos shown at Fashion Retail, targeted at 18-34 adults.

- ALIEN ANT FARM Movies
- FOO FIGHTERS The One
- GORILLAZ 19-2000
- LIFEHOUSE Breathing
- ALANIS MORISSETTE Hands Clean
- NO DOUBT /BOUNTY HUNTER Hey Baby
- OUTKAST The Whole World
- PRODUCT G&P Dirty Dancin'
- BRITNEY SPEARS I'm Not A Girl, Not Yet A Woman
- SHAKIRA Whatever, Whenever

This section features this week's new adds on DMX MUSIC channels available via digital cable and direct broadcast satellite.

### CHR/POP

- Jack Patterson
- ENRIQUE IGLESIAS Escape
- IIO Rapture
- REMY ZERO Save Me

### CHR/RHYTHMIC

- Mark Shands
- 'N SYNC /NELLY Girlfriend
- R. KELLY/JAY-Z Honey

### URBAN

- Jack Patterson
- AALIYAH More Than A Woman
- TWEET Oops (Oh My)
- USHER U Don't Have To Call

### ALTERNATIVE

- Dave Sloan
- ELBOW Newborn
- HEADSTRONG Adriana
- LOST PROPHETS Shinobi Vs. Dragon Ninja

### ROCK

- Stephanie Mondello
- ALIEN ANT FARM Movies
- INJECTED Faithless

### ADULT ALTERNATIVE

- Stephanie Mondello
- VANESSA CARLTON A Thousand Miles
- GARBAGE Breaking Up The Girl
- GINNY OWENS I Am
- LISA LOEB Someone You Should Know
- MELISSA PEARL Hit Song
- SENSE FIELD Save Yourself
- TABITHA'S SECRET Unkind

### ADULT CONTEMPORARY

- Jason Shift
- MARY J. BLIGE No More Drama
- DAVID USHER Black Black Heart

### INTERNATIONAL HITS

- Mark Shands
- ANASTACIA Paid My Dues
- CHER The Music's No Good Without You
- KYLIE MINOGUE Fever
- KYLIE MINOGUE Dancefloor
- PURETONE Addicted To Bass

### COUNTRY

- Leanne Flask
- ALAN JACKSON Drive (For Daddy Gene)
- EMERSON DRIVE I Should Be Sleeping
- SHANNON LAWSON Goodbye On A Bad Day
- REBA MCENTIRE Sweet Music Man

### DANCE

- Danielle Ruysschaert
- DARK GLOBE /BOY GEORGE Autoerotic
- NEW ORDER Someone Like You
- SOLAR CITY You And Me

### RAP/HIP-HOP

- Mark Shands
- CONTRAVERSY Get Props
- CONTRAVERSY Hey Momi
- DJ QUIK Trouble



Phil Hall • 972-991-9200

### Hot AC

- Steve Nichols
- No adds

### StarStation

- Peter Stewart
- No adds

### Classic Rock

- Chris Miller
- No adds

### Touch

- Ron Davis
- No adds

### Doug Banks Morning Show

- Gary Saunders
- No adds

### Tom Joyner Morning Show

- Vern Catron
- No adds

### Country Coast To Coast

- Kris Wilson
- No adds

### ALTERNATIVE PROGRAMMING

Gary Knoll • 800-231-2818

### Rock

- GODSMACK I Stand Alone
- GRAVITY KILLS One Thing

### Alternative

- APEX THEORY Shhh...(Hope Diggy)
- LINKIN PARK Paper Cut
- PHANTOM PLANET California
- ROB ZOMBIE Never Gonna Stop

### Triple A

- BOB SCHNEIDER Big Blue Sea
- TRAIN She's On Fire

### CHR

- ENRIQUE IGLESIAS Escape
- JENNIFER LOPEZ Ain't It Funny
- ALANIS MORISSETTE Hands Clean
- SUGAR RAY Ours

### Mainstream AC

- DARREN HAYES Insatiable
- ELTON JOHN This Train Don't Stop...
- SUGAR RAY Ours
- LINKIN PARK In The End

### Lite AC

- BRICKMAN & MCBRIDE Valentine
- DANIEL DEBOURG I Need An Angel
- LINDA EDER Until I Don't Love You Anymore
- ELTON JOHN This Train Don't Stop...

### NAC

- OLETA ADAMS All The Love
- ERIC MARIENTHAL Lefty's Lounge
- SOUL BALLET Dial It In
- JIM WILSON Can't Find My Way Back Home

### Christian AC

- JENNIFER KNAPP Breathe On Me

### UC

- DMX /FAITH EVANS I Miss You
- BEANIE SIGEL/FREEWAY Roc The Mic
- REMY SHAND Take A Message
- LUTHER VANDROSS I'd Rather

### Country

- ANDY GRIGGS Tonight I Wanna Be...
- SHANNON LAWSON Goodbye On A Bad Day
- BRAD MARTIN Before ' Knew Better



### JONES RADIO NETWORKS

Music Programming/Consulting  
Ken Moultrie • 800-426-9082

### Alternative

- Steve Young/Chris Jones
- No adds

### Active Rock

- Steve Young/Craig Altmaier
- ALIEN ANT FARM Movies

### Heritage Rock

- Steve Young/Craig Altmaier
- CREED Bullets

### Hot AC

- Steve Young/Josh Hosler
- PINK Get The Party Started

### CHR

- Steve Young/Josh Hosler
- NELLY FURTADO ...On The Radio...
- GORILLAS 19-2000
- ENRIQUE IGLESIAS Escape

### Rhythmic CHR

- Steve Young/Josh Hosler
- FAT JOE /ASHANTI What's Luv
- AMANDA PEREZ Never
- USHER U Don't Have To Call

### Soft AC

- Mike Bettelli
- BRIAN MCKNIGHT Still

### Mainstream AC

- Mike Bettelli
- ELTON JOHN This Train Don't Stop...

### Delilah

- Mike Bettelli
- DARREN HAYES Insatiable

### Dave Wingert Show

- Mike Bettelli
- DARREN HAYES Insatiable

### Mainstream Country

- Ray Randall/Hank Aaron
- KEVIN DENNEY That's Just Jesse
- LEE ANN WOMACK Does My Ring Burn Your Finger

### New Country

- Hank Aaron
- TOBY KEITH My List
- TOMMY SHANE STEINER What If She's An...

### Lia

- Ken Moultrie/Hank Aaron
- TOBY KEITH My List
- TOMMY SHANE STEINER What If She's An...

### 24 HOUR FORMATS

Jon Holiday • 303-784-8700

### Adult Hit Radio

- JJ McKay
- CHER Song For The Lonely
- JENNIFER LOPEZ Ain't It Funny

### Rock Classics

- Adam Fendrich
- No adds

### Adult Contemporary

- Rick Brady
- JEWEL Standing Still

### CD COUNTRY

- Rick Morgan
- TRACE ADKINS Help Me Understand
- CLINT BLACK Money Or Love
- BROOKS & YEARWOOD Squeeze Me In
- ALAN JACKSON Drive (For Daddy Gene)
- TRACY LAWRENCE What A Memory

### US COUNTRY

- Penny Mitchell
- BROOKS & YEARWOOD Squeeze Me In
- SHANNON LAWSON Goodbye On A Bad Day
- BRAD MARTIN Before I Knew You Better

### GREAT AMERICAN COUNTRY

- Jim Murphy • 303-784-8700
- ANDY GRIGGS Tonight I Wanna Be Your...
- BROOKS & YEARWOOD Squeeze Me In
- RAY STEVENS Osama-Yo' Mamma



Charlie Cook • 661-294-9000

### Adult Rock & Roll

- Jeff Gonzer
- No Adds

### Soft AC

- Andy Fuller
- CHER Song For The Lonely

### Bright AC

- Jim Hays
- No adds

### Mainstream Country

- David Felker
- CYNDI THOMPSON I Always Liked That Best

### Hot Country

- Jim Hays
- ALAN JACKSON Drive (For Daddy Gene)
- TRAVIS TRITT Modern Day Bonnie And Clyde

### Young & Elder

- David Felker
- TOMMY SHANE STEINER What If She's An...



KELLY ERICKSON • 818-461-5435

### After Midnight

- No adds

### WAITT RADIO NETWORKS

#### Alternative

- Chris Reeves • 970-949-3339
- LINKIN PARK Paper Cut

#### Country

- Jim West
- BROOKS & YEARWOOD Squeeze Me In
- JACKSON & STRAIT Designated Drinker

DATEBOOK

MONDAY, FEBRUARY 18

1953/**Lucille Ball** and **Desi Arnaz** sign a contract worth \$8 million to continue the TV show *I Love Lucy* through 1955. The deal is the richest in television at the time.  
 2001/**NASCAR** driver **Dale Earnhardt**, 49, is killed in a multicar crash during the last lap of the Daytona 500 in Daytona Beach, FL.  
 Born: **Milos Forman** 1932, **John Travolta** 1954, **Matt Dillon** 1964, **Molly Ringwald** 1968

In Music History

1968/**Guitarist David Gilmour** joins **Pink Floyd** to replace founder **Syd Barrett**, who checks into a psychiatric hospital.  
 1974/**Kiss** release their eponymous debut album.  
 1998/**An animated Robert Smith** of **The Cure** appears as himself on **Comedy Central's South Park**. In the episode, Smith saves the world from a Godzilla-like "Mecha-Barbra Streisand."  
 Born: **Yoko Ono** 1933, **Dennis DeYoung** (ex-Styx) 1947, **Juice Newton** 1952, **Dr. Dre** 1966

TUESDAY, FEBRUARY 19

1878/**Thomas Edison** patents the phonograph.  
 1985/**The Coca-Cola Co.** introduces **Cherry Coke**.  
 Born: **Jeff Daniels** 1955, **Prince Andrew** 1960, **Benicio Del Toro** 1967

In Music History

1974/**In response to the Grammy Awards, Dick Clark** sets up his own awards show, the **American Music Awards**.  
 1977/**Stevie Wonder** wins his third straight **Album of the Year Grammy**, this time for *Songs in the Key of Life*. **Starland Vocal Band** are named **Best New Artist**.  
 1980/**While on tour in London, AC/DC** frontman **Bon Scott**, 34, dies when he chokes on his own vomit after an all-night drinking binge.  
 1995/**Jon Bon Jovi** and wife **Dorothea** become parents to son **Jesse James Louis**.  
 1995/**Motley Crue** drummer **Tommy Lee** weds actress **Pamela Anderson**.  
 Born: **Smokey Robinson** 1940, **Tony Iommi** (**Black Sabbath**) 1948, **Falco** 1957-1998, **Seal** 1963

WEDNESDAY, FEBRUARY 20

1962/**Astronaut John Glenn** makes history as he orbits the earth three times aboard the *Friendship 7* spacecraft.  
 1999/**Noted film critic Gene Siskel**, 53, dies in Evanston, IL of complications from brain surgery.  
 Born: **Sidney Poitier** 1927, **Ivana Trump** 1949, **Patty Hearst** 1954, **French Stewart** 1964, **Cindy Crawford** 1966

In Music History

1965/**The Supremes** release "Stop in the Name of Love."  
 1971/**Marvin Gaye** releases "What's Going On."  
 1982/**Pat Benatar** marries her guitarist, **Neil Giraldo**.  
 1986/**Stevie Wonder** guest-stars as himself on TV's *The Cosby Show*.  
 Born: **Kurt Cobain** (**Nirvana**) 1967-1994, **Brian Littrell** (**Backstreet Boys**) 1975

THURSDAY, FEBRUARY 21

1885/**The Washington Monument** is dedicated in Washington, DC.  
 1925/**The New Yorker** publishes its first issue.  
 1965/**African-American nationalist and religious leader Malcolm X** is assassinated in New York City by rival Black Muslims while addressing his followers.  
 Born: **Tyne Daly** 1946, **Kelsey Grammer** 1955, **Jennifer Love Hewitt** 1979

In Music History

1975/**David Bowie** releases "Young Americans."  
 1986/**Leonard Cohen** appears on TV's *Miami Vice* in a supporting role.  
 1990/**Bonnie Raitt** is the big winner at the Grammys, taking home four trophies, including **Best Album**. **Living Colour** win in the **Hard Rock** category; **Metallica** pick-up their first Grammy ever, in the **Heavy Metal** category.  
 1992/**John Mellencamp** makes his acting, writing and directorial debut as *Falling From Grace* opens. Mellencamp plays a country singer struggling to cope.  
 Born: **David Geffen** 1943, **Mary Chapin Carpenter** 1958, **Charlotte Church** 1986

FRIDAY, FEBRUARY 22

1950/**Walt Disney's** animated feature *Cinderella* opens.  
 1980/**In one of the most dramatic upsets in Olympic history, the underdog U.S. hockey team** defeats the defending champion Soviet Union team at the **XIII Olympic Winter Games** in Lake Placid, NY.  
 Born: **Rachel Dratch** 1966, **Jeri Ryan** 1968, **Drew Barrymore** 1975

In Music History

1957/**Columbia Pictures** premieres *Don't Knock the Rock* at the **Paramount Theater** in New York City. Playing himself, **Alan Freed** defends rock 'n' roll against charges of inspiring delinquency. **Little Richard, The Platters, Fats Domino, Gene Vincent** and **Bill Haley & The Comets** testify as witnesses for both sides.  
 1968/**Genesis** release their first single, "The Silent Sun."  
 1980/**Former Sex Pistols manager Malcolm McClaren** kicks **Stuart "Adam" Goddard** out of his new band, **Adam & The Ants**. McClaren takes the remaining musicians and forms **Bow Wow Wow** with 14-year-old singer **Annabella Lwin**, while Goddard becomes **Adam Ant**.  
 1989/**At the 31st annual Grammy Awards, Tracy Chapman** wins **Best New Artist** and **Best Pop Female Vocal**. **Bobby McFerrin** wins in the **Best Record** and **Best Song** categories for "Don't Worry Be Happy." For the first-ever **Hard Rock/Heavy Metal Grammy**, **Jethro Tull** beat out **Metallica, AC/DC** and **Iggy Pop**.



Jethro Tull: pure heavy metal.

SATURDAY, FEBRUARY 23

1997/*Schindler's List* is shown on **NBC-TV**, the first network to broadcast a movie without commercial interruption.



Schindler's List airs on TV.

In Music History

1978/**At the 20th annual Grammy Awards, The Eagles** win **Record of the Year** for "Hotel California." **Fleetwood Mac** win **Album of the Year** for *Rumours*.  
 1979/**Dire Straits** begin their first U.S. tour.  
 1983/**Toto** pick up five Grammy awards, including **Record of the Year** for "Rosanna" and **Album of the Year** for *Toto IV*. **Men At Work** win the **Best New Artist** award.  
 2000/**Hours before attending the Grammys, Sean "Puffy" Combs** is indicted by a **Manhattan grand jury** for allegedly trying to bribe a witness in connection with a Dec. 27 shooting that injured three bystanders.  
 Born: **Brad Whitford** (**Aerosmith**) 1952, **Howard Jones** 1955

SUNDAY, FEBRUARY 24

1991/**After six weeks of intensive bombing against Iraq, U.S.-led coalition forces** launch a ground invasion of **Kuwait and Iraq**.  
 Born: **Kristin Davis** 1965

In Music History

1969/**The Jimi Hendrix Experience** play their last British concert at **London's Royal Albert Hall** before breaking up.  
 1971/**Janis Joplin's Pearl** goes **Gold**.



A Gold Pearl.

1976/**The Eagles — Their Greatest Hits** becomes the first album in history to be certified **Platinum** by the **R.I.A.A.** The new **Platinum** award is conceived in light of high record sales in the early '70s.  
 1988/**Michael Jackson** opens the U.S. leg of his **Bad** tour in **Kansas City**.  
 1992/**Nirvana's Kurt Cobain** and **Hole's Courtney Love** marry in Hawaii.  
 1993/**Eric Clapton** picks up six Grammy Awards, including **Best Record** and **Best Song** for "Tears in Heaven" and **Album of the Year** for *Unplugged*. **Arrested Development** win **Best New Artist**.  
 Born: **George Harrison** 1943-2001, **Sammy Kershaw** 1958

— Frank Correia

Zinescene

Sum 41 = No. 1!



**Sum 41** sweep *Spirit's Readers' Poll*, winning **Best Band**, **Best New Artist**, **Best Song** ("Fat Lip") and **Best Video** ("In Too Deep"). The young Canadians already know how to party like major rock stars. Vocalist **Deryck Whibley** describes his most recent drunken adventure: "I was carried out of a bar by a security guard, smashed a bunch of stuff at our hotel, took a fire extinguisher, let it off in our tour manager's room, and ended up sleeping in the hallway." But drummer **Steve Jocz** is more subdued: "[I] puked in a lampshade. I thought it was a garbage can."

Other winners in the readers' poll include **Alicia Keys** (**Best Solo Artist**) and **Radiohead** (**Best Live Act**). Conversely, artists stinking it up include **Christina Aguilera** (**Worst Dressed**), **N Sync** (**Worst Band**) and **Britney Spears**, who picked up **Worst Song** ("I'm a Slave 4 U") and **Worst Solo Artist**.

Britney in A Three-Way!

Speaking of Britney, the teen queen lands on three magazine covers this week. *Jane* magazine walks the pop star through several psychological exams, including dream analysis, handwriting analysis and a Rorschach test. *Teen People* does a more standard profile of the pop star. Besides her workout routine, the 'zine reveals Spears' favorite pastime: kissing boyfriend **Justin Timberlake**. "It's heaven to me when we kiss," she says. "I would rather kiss than do anything."

Spears also talks about her upcoming movie *Crossroads*, which she helped conceptualize. "It's a teen movie and it's funny," she says. "But it also has teen issues. In the movie one of my friends has been date raped, another one has an eating disorder. And that makes it real."

But does the *Star* have the real dirt on America's pop princess? The tabloid's cover story claims that **British royalty** squashed Britney's plot to steal the heart of England's Prince William! Prince Charles reportedly hit the roof when he learned of the duo's secret e-mail affair and worked with **Buckingham Palace** to end the relationship. "The last thing they wanted was for William to fall for a pop singer from Louisiana who flaunts herself in skimpy outfits," says one insider. "She just wasn't good enough for the future king of England."

Three Times The Ladies

**Nelly Furtado, Alicia Keys** and **India.Arie** land on the cover of *Entertainment Weekly*. The young trio have racked up 17 Grammy nominations among them. "I think the Grammy people see the music we make as relevant," says India.Arie. "Especially after Sept.

**WET DREAMS ARE MADE OF THIS** — "One night I slept over at my ex-girlfriend's house. I started sleepwalking to [her brother's] room, wearing no clothes whatsoever, and started peeing all over his computer. It was a long pee. Imagine waking up and finding a skinny naked man [peeing]. It must have been something like a horror film." — **Travis** frontman **Fran Healy** exposes his most embarrassing moment to *Teen People*

11, you will hear a song and think, 'That's totally irrelevant to how I feel right now. That doesn't make any sense anymore. I don't want to hear people talking about that.' There's nothing about our music that rubs you the wrong way, pertaining to the energy of the times. It's appropriate."

Shak Attack

Latin bombshell **Shakira** is featured in both *People* and *Teen People*. Explaining her dance moves to *People*, she theorizes, "I think it is something that is in my DNA. I've been belly-dancing since I was 4."

But some longtime fans are calling the **Colombia** native a sell-out who dyed her hair to fit into the U.S. market. "I know my Latin people find this difficult," she tells *Teen People*. "And I want [my success] to be good news to my country. But it's typical that when you see somebody who is so close to you growing, you feel that word 'growing' is synonymous to 'leaving.'"

American Bad-Asses

*Blender* puts **Kid Rock** on its cover as it counts down the **100 Greatest American Albums of All Time**. Rock's 1998 Atlantic debut, *Devil Without a Cause*, checks in at No. 96, but **Madonna's** greatest-hits album, *The Immaculate Collection*, takes the top honor. Rounding out the top five are **Beastie Boys' Licensed to Ill** (2), **Bob Dylan's Highway 61 Revisited** (3), **Stevie Wonder's Innervisions** (4) and **Guns N' Roses' Appetite for Destruction** (5).

The 'zine also does a feature article on **Rock**, in which he talks about his relationship with **Pamela Anderson**: "I don't mind her wearing the pants as long as she takes them off once in a while," he says. *Blender* also asks six strippers from a New York gentleman's club whom they'd choose if they were Pamela — current flame **Rock** or ex-beau **Tommy Lee**? The jury is, um, hung, with three votes each.

— Frank Correia

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**  
Tom Calderone  
VP/Programming

**Plays**

BRANDY What About Us?	34
OUTKAST The Whole World	31
LUDACRIS Roll Out (My Business)	30
PUDDLE OF MUDD Blurry	27
P.O.D. Youth Of A Nation	27
BRITNEY SPEARS I'm Not A Girl, Not Yet A Woman	25
MYSTIKAL Bouncin' Back (Bumpin'...)	24
DFFSPRING Defy You	23
ALICIA KEYS A Woman's Worth	21
JERMAINE DUPRI I/LUDACRIS Welcome To Atlanta	21
CREED My Sacrifice	19
CALLING Wherever You Will Go	19
BLINK-182 First Date	19
VANESSA CARLTON A Thousand Miles	18
NAS Got Ur Self A...	18
JENNIFER LOPEZ Ain't It Funny	17
'N SYNC Girlfriend	17
CRAIG DAVID 7 Days	17
INCUBUS Nice To Know You	17
R. KELLY The World's Greatest	16
JIMMY EAT WORLD The Middle	16
HODDASTANK Crawling In The Dark	16
NICKELBACK Too Bad	16
ALIEN ANT FARM Movies	15
GLENN LEWIS Don't You Forget It	13
FAITH EVANS I Love You	13
FABOLOUS Young'n (Holla Back)	13
DMX I/FAITH EVANS I Miss You	12
KYLIE MINOGUE Can't Get You Out Of My Head	12
DEFAULT Wasting My Time	11
FOO FIGHTERS The One	11
SUM 41 Motivation	11
ENRIQUE IGLESIAS Escape	11
GARBAGE Breaking Up The Girl	10
MASTER P Ooohhwee	10
MOBB DEEP Hey Luv (Anything)	10
PETEY PABLO I	10
MARY J. BLIGE No More Drama	10
STROKES Last Nite	9
ALANIS MORISSETTE Hands Clean	9
KID ROCK Forever	9
MISSY ELLIOTT I/GINUWINE & TWEET Take Away	9
ELTON JOHN This Train Don't Stop There Anymore	9
SYSTEM OF A DOWN Toxicity	9
SHAKIRA Whenever, Wherever	8
STAIN'D For You	8
O-TOWN We Fit Together	8
OZZY OSBOURNE Dreamer	8
RDB ZOMBIE Never Gonna Stop	7
UNWRITTEN LAW Seein' Red	7
DAVE MATTHEWS BAND Everyday	6
BACKSTREET BOYS Drowning	6
B2K Uh Huh	6
JA RULE I/ASHANTI Always On Time	4
STARSAILOR Good Souls	3
METHOD MAN & REDMAN Part II	2
BEANIE SIGEL I/FREEWAY Roc The Mic	2

Video playlist for the week ending February 2.

**55 million households**  
Peter Cohen,  
VP/Programming

**BOX BLOCK**

**Rap Adds**

BUSTA RHYMES I/P. DIDDY... Pass The Courvoisier  
CASH MONEY MILLIONAIRES Undisputed  
FAT JOE I/ASHANTI What's Luv

**Pop Adds**

CHER A Song For The Lonely  
LENNY KRAVITZ Stillness Of Heart  
KYLIE MINOGUE Can't Get You Out Of My Head

**Urban Adds**

KEKE WYATT I/AVANT Nothing In This World  
CEE-LO Closet Freak

**Rhythmic Adds**

CHER A Song For The Lonely  
KYLIE MINOGUE Can't Get You Out Of My Head

**Rock Adds**

APOCALYPTICA Path Vol. 2

Video playlist for the week ending February 11.

OUTKAST The Whole World	31
P.O.D. Youth Of The Nation	27
DMX I/FAITH EVANS I Miss You	18
SAVES THE DAY At Your Funeral	16
GLENN LEWIS Don't You Forget It	13
JIMMY EAT WORLD The Middle	16
MOBB DEEP Hey Luv (Anything)	10
DAVE MATTHEWS BAND Everyday	6
ANGIE STONE Brotha	6
NAS U Got Ur Self A...	18
THURSDAY Understanding In...	16
ALICIA KEYS A Woman's Worth	21
MARY J. BLIGE No More Drama	10
STARSAILOR Good Souls	3
MYSTIKAL Bouncin' Back (Bumpin'...)	24
GREEN DAY Macy's Day Parade	23
SUM-41 Motivation	11

**75 million households**  
Paul Marszalek  
VP/Music Programming

**ADDS**

CHER A Song For The Lonely	19
TRAIN She's On Fire	25
SHAKIRA Underneath Your Clothes	27
KID ROCK Lonely Road Of Faith	27
FAITH EVANS I Love You	13

**Plays**

NICKELBACK How You Remind Me	26
ALANIS MORISSETTE Hands Clean	26
NO DUBBT I/BOUNTY KILLER Hey Baby	25
DAVE MATTHEWS BAND Everyday	25
KYLIE MINOGUE Can't Get You Out Of My Head	22
PUDDLE OF MUDD Blurry	22
NATALIE IMBRUGLIA Wrong Impression	21
CALLING Wherever You Will Go	19
CREED My Sacrifice	18
MARY J. BLIGE No More Drama	17
ELTON JOHN This Train Don't Stop There Anymore	17
JEWEL Standing Still	17
ALICIA KEYS A Woman's Worth	17
JENNIFER LOPEZ Ain't It Funny	17
ENRIQUE IGLESIAS Escape	16
LENNY KRAVITZ Dig In	15
BRITNEY SPEARS I'm Not A Girl, Not Yet A Woman	13
BASEMENT JAXX Where's Your Head At?	10
DEFAULT Wasting My Time	9
CRAIG DAVID 7 Days	9
LIFEHOUSE Breathing	8
ALIEN ANT FARM Movies	8
INDIA.ARIE Video	7
CHRIS ISAAK Let Me Down Easy	7
NICKELBACK Too Bad	7
BRIAN MCKNIGHT Still	6
RUFUS WAINWRIGHT Across The Universe	4
BEN FOLDS Still Fighting It	3
R. KELLY The World's Greatest	2
BRANDY What About Us?	2
SADE Paradise	2
REMY SHAND Take A Message	1
P.O.D. Youth Of The Nation	1
OZZY OSBOURNE Dreamer	1
P.O.D. Alive	1
GLENN LEWIS Don't You Forget It	1
AALIYAH More Than A Woman	1
INDIA.ARIE Ready For Love	1
FOO FIGHTERS The One	1

Video airplay for February 11-17.

**36 million households**  
Cindy Mahmood  
VP/Music Programming & Entertainment

**VIDEO PLAYLIST**

JA RULE I/ASHANTI Always On Time  
MR. CHEEKS Lights, Camera, Action  
USHER U Got It Bad  
OUTKAST The Whole World  
MARY J. BLIGE No More Drama  
MYSTIKAL Bouncin' Back (Bumpin'...)  
BRANDY What About Us?  
FABOLOUS Young'n (Holla Back)  
MONTELL JORDAN You Must Have Been  
JERMAINE DUPRI I/LUDACRIS Welcome To Atlanta

**RAP CITY**

JA RULE I/ASHANTI Always On Time  
BUSTA RHYMES I/P. DIDDY... Pass The Courvoisier  
NAS U Got Ur Self A...  
DMX I/FAITH EVANS I Miss You  
FABOLOUS Young'n (Holla Back)  
FAT JOE I/ASHANTI What's Luv  
MASTER P Ooohhwee  
MYSTIKAL Bouncin' Back (Bumpin'...)  
LUDACRIS Saturday (Oooh! Oooh!)  
JERMAINE DUPRI I/LUDACRIS Welcome To Atlanta

Video playlist for the week ending February 10.

Video playlist is frozen.

KYLIE MINOGUE Can't Get You Out...	22
STAIN'D For You	8
CREED My Sacrifice	18
FOO FIGHTERS The One	11
OFFSPRING Defy You	23
ALIEN ANT FARM Movies	15
FABOLOUS Young'n (Holla Back)	13
DEFAULT Wasting My Time	11

**CMT**  
COUNTRY MUSIC TELEVISION

56.8 million households  
Brian Philips, Sr. VP/GM  
Chris Parr. VP/Music & Talent

**ADDS**

DANNI LEIGH Sometimes  
GARTH BROOKS w/ TRISHA YEARWOOD Squeeze Me In  
SHANNON LAWSON Goodbye On A Bad Day  
TY HERNDON Heather's Wall

**TOP 20**

MESSINA w/MCGRAW Bring On The Rain  
TRISHA YEARWOOD Inside Out  
SARA EVANS Saints & Angels  
ALAN JACKSON Where Were You...  
MARTINA MCBRIDE Blessed  
STEVE HOLY Good Morning Beautiful  
GARTH BROOKS Wrapped Up In You  
EARL SCRUGGS Foggy Mountain Breakdown  
TRACY BYRD Just Let Me Be In Love  
RASCAL FLATTS I'm Movin' On  
NICKEL CREEK A Lighthouse's Tale  
DAVID BALL Riding With Private Malone  
CYNDI THOMSON I Always Liked That Best  
CHRIS CAGLE I Breathe In, I Breathe Out  
CHELY WRIGHT Jezebel  
TIM MCGRAW The Cowboy In Me  
TRACE ADKINS I'm Tryin'  
KENNY CHESNEY Young  
TOBY KEITH My List  
TRAVIS TRITT Modern Day Bonnie & Clyde

**HEAVY**

ALAN JACKSON Where Were You...  
KENNY CHESNEY Young  
MARTINA MCBRIDE Blessed  
RASCAL FLATTS I'm Movin' On  
SARA EVANS Saints & Angels  
TRISHA YEARWOOD Inside Out  
TIM MCGRAW The Cowboy In Me  
MESSINA w/MCGRAW Bring On The Rain

**HOT SHOTS**

DANNI LEIGH Sometimes  
SHANNON LAWSON Goodbye On A Bad Day  
TOBY KEITH My List  
TRAVIS TRITT Modern Day Bonnie And Clyde  
WILLIE NELSON W/ LEE ANN WOMACK Mendocino...

Heavy rotation songs receive 28 plays per week.  
Hot Shots receive 21 plays per week.

Information current as of February 5.

14.3 million households

**ADDS**

ANDY GRIGGS Tonight I Wanna Be Your Man  
BROOKS & YEARWOOD Squeeze Me In  
RAY STEVENS Osama Yo Mama

**TOP 10**

CHELY WRIGHT Jezebel  
MESSINA w/MCGRAW Bring On The Rain  
TIM MCGRAW The Cowboy In Me  
TOBY KEITH My List  
CHRIS CAGLE I Breathe In, I Breathe Out  
STEVE HOLY Good Morning Beautiful  
SARA EVANS Saints & Angels  
RASCAL FLATTS I'm Movin' On  
MARTINA MCBRIDE Blessed  
KENNY CHESNEY Young

Information current as of February 8.

## TELEVISION

**TOP TEN SHOWS**  
January 21-27

Total Audience (105.5 million households)	Teens 12-17
1 Super Bowl XXXVI (New England vs. St. Louis)	1 Super Bowl XXXVI (New England vs. St. Louis)
2 FOX Super Bowl Post Game	2 FOX Super Bowl Post Game
3 Friends	3 Malcolm In The Middle
4 Friends (8:30pm)	4 Bernie Mac
5 E.R.	5 Stephen King's Rose Red, Pt. 2
6 CSI	6 Friends
7 Malcolm In The Middle	7 Grounded For Life
8 Everybody Loves Raymond	8 Fear Factor: Playmates
9 Law & Order	(tie) Friends (8:30pm)
10 Will & Grace	10 Titus

Source: Nielsen Media Research

**COMING NEXT WEEK**

**Tube Tops**

R. Kelly, Sting, The Dixie Chicks, LeAnn Rimes, Rita Coolidge & Walela, Robbie Robertson, Yo-Yo Ma and others are slated to perform from Salt Lake City when NBC presents its telecast of the opening ceremonies of the 2002 Olympic Winter Games (Friday, 2/8, 7:30pm).

**Monday, 2/11**

- Enrique Iglesias, *Late Show With David Letterman* (CBS, 11:35pm ET/PT).
- Britney Spears and Foo Fighters appear on *The Olympic Tonight Show*, a 90-minute late-night program that will air during the Olympics (NBC, 12:05am ET/PT).

**Tuesday, 2/12**

- India.Arie, *David Letterman*.
- Citizen Cope, *Conan O'Brien*.
- Macy Gray, *The Olympic Tonight Show*.

**Wednesday, 2/13**

- Barenaked Ladies, *The Olympic Tonight Show*.

**Thursday, 2/14**

- Incubus, *David Letterman*.
- Michael Franti & Spearhead, *Craig Kilborn*.
- Sheryl Crow, *The Olympic Tonight Show*.

— Julie Gidlow

## FILMS

**BOX OFFICE TOTALS**  
Feb. 1-3

Title	Distributor	\$ Weekend	\$ To Date
1 Black Hawk Down	(Sony)	\$11.11	\$75.06
2 Snow Dogs	(Buena Vista)	\$10.19	\$51.12
3 A Walk To Remember	(WB)	\$8.83	\$23.32
4 The Count Of Monte Cristo	(Buena Vista)	\$8.77	\$23.37
5 A Beautiful Mind	(Universal)	\$8.40	\$104.50
6 The Mothman Prophecies	(Sony)	\$7.36	\$21.22
7 I Am Sam	(New Line)	\$6.30	\$17.29
8 Lord Of The Rings ...	(New Line)	\$5.70	\$266.27
9 Kung Pow: Enter The Fist	(FOX)	\$3.85	\$12.09
10 Orange County	(Paramount)	\$2.87	\$37.79

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

**COMING ATTRACTIONS:** This week's openers include *Rollerball*, starring Chris Klein and recording artist LL Cool J. Look sharp for a special appearance by recording act Pink.

Also opening this week is *Big Fat Liar*, starring Frankie Muniz. The film features the new *S-Curve/Capitol* single from Baha Men, "Move It Like This."

— Julie Gidlow



**AL PETERSON**  
alpeterson@rronline.com

## Money Mouth

□ Jim Cramer dishes out financial advice with a side of attitude

Those who think that having a discussion about money and other financial issues is boring and dry have obviously never talked money with Premiere Radio Networks' **Jim Cramer**.

An attorney and highly successful Wall Street trader and fund manager, Cramer brings the zeal of a revival preacher to his daily show, laced with in-your-face attitude that compels you to pay attention to what he has to say.

Premiere Sr. VP/Programming **David Hall** says of Cramer, "He's informative, entertaining and relevant. How often do you find all of those qualities in any one host? And to find them in one bald, loud bazillionaire whose purpose on the planet is to make me money — yikes!"



**Jim Cramer**

The Ivy League-educated Cramer graduated *magna cum laude* from Harvard, where he was Editor-in-Chief of *The Harvard Crimson*. Upon graduation he worked as a print reporter, first at Florida's *Tallahassee Democrat* and later at the *Los Angeles Herald Examiner*. After helping Steve Brill launch *American Lawyer* magazine, Cramer returned to Harvard to get his law degree.

Following a four-year stint at

Goldman Sachs, he left in 1987 to start his own hedge fund, where he impressed Wall Street investors with his performance over the next 15 years, until retiring from the fund in 2001. During that same period he helped launch *SmartMoney* magazine and founded *The Street.com*, a daily financial-news commentary and information website.

Already known to many for his nightly appearances on CNBC, Cramer last July began hosting *Jim Cramer's Real Money*, which is already clearing in cities including Los Angeles, Seattle, Washington, Phoenix, San Diego and San Antonio.

This week Cramer is a featured speaker at the RAB's annual gathering in Orlando. Whether or not attendees there agree with his generally bullish assessment of our overall economic future, there's one thing that's certain: Nobody in the audience will be sleeping once Cramer gets started.

**R&R:** Did the events of Sept. 11, 2001 fundamentally change our economy?

**JC:** Obviously, the initial reaction was one of true panic. We had a horrendous week, with the market

going down more than in any other week. It was probably the only time in the history of the stock exchange, other than a week during the Great Depression, when there was any question about whether our country was going to be able to have a banking system. And there has certainly been a negative impact on some industries, like aviation and travel.

**"I believe that it's just as important to tell people when to ditch the losers as it is to identify the winners."**

But there was also at least one positive impact: A silver lining developed rather rapidly after Sept. 11, and that was that we finally concluded the bear market that had

## New Rules Of Marketing In The Post 9/11 World

What marketing tools are more or less effective now than they were on Sept. 10, 2001? What's the right attitude to project on air? What about contesting? Can you really afford to cut back on marketing if you want to continue winning?

This special Saturday-morning Talk Radio Seminar 2002 general session will show you how the rules have changed and what you need to know to get maximum results from your marketing dollars. Moderated by Premiere Radio Networks VP/Marketing **Marty Raab**, the panel also includes McVay Media's **Holland Cooke**, Creative Media Direct's **Nancy Izor**, ABC Radio's **John McConnell** and XM Satellite Radio's **Kevin Straley**.

Don't miss R&R's seventh annual Talk Radio Seminar, Feb. 21-23, at the Marriott at Metro Center in Washington, DC. Save money by registering before Feb. 15 by logging on now to [www.rronline.com](http://www.rronline.com) and clicking on "Conventions." Or use the registration form you'll find on Page 6.



been dogging the investing public since March 2000. We finally washed out all the sellers. Since Sept. 21, which was the bottom, we've been blessed with an amazing stock market that has been signaling that we will have an amazing economy again.

I am quite confident that almost all expectations of slow economic growth are going to be incorrect. I think we will have rapid economic growth that will surprise those people who've not yet recognized how fundamentally strong the U.S. economy really is.

**R&R:** While some have criticized Fed Chairman Alan Greenspan's numerous rate cuts, you are a supporter, correct?

**JC:** We are continuing to see just how important those 11 interest-rate cuts are proving to be. The consumer doesn't have a CD or savings-account alternative, so the choice is either to spend or buy stock, because a lot of stocks yield much better than money markets.

For businesses, this is a time when there is a lot more liquidity in the system. Businesses that couldn't get loans before Sept. 11 are now more likely to get them, because there's more money sloshing around.

The consequence of the Fed lowering interest rates since Sept. 11 is that it has given us a mini-boom that could turn into a legitimate boom six months from now.

**R&R:** Some say the rate cuts are actually negatively affecting a large segment of Americans, primarily senior citizens. What's your response?

**JC:** I am, by nature, a stock-and-bond guy. That's what I do for a living. My orientation for the past 20 years has been to divine what the stock market is telling me, and what it is telling me today is that many of the economic forecasts we've been hearing are way too grim. The pundits in our industry are much too downbeat.

Business is getting better, and I

**JUST ADDED:**

WOAI-San Antonio • KFNN-Phoenix • KNUU-Las Vegas • WCHY-Savannah • KRYS-Corpus Christi

**91%** INCREASE

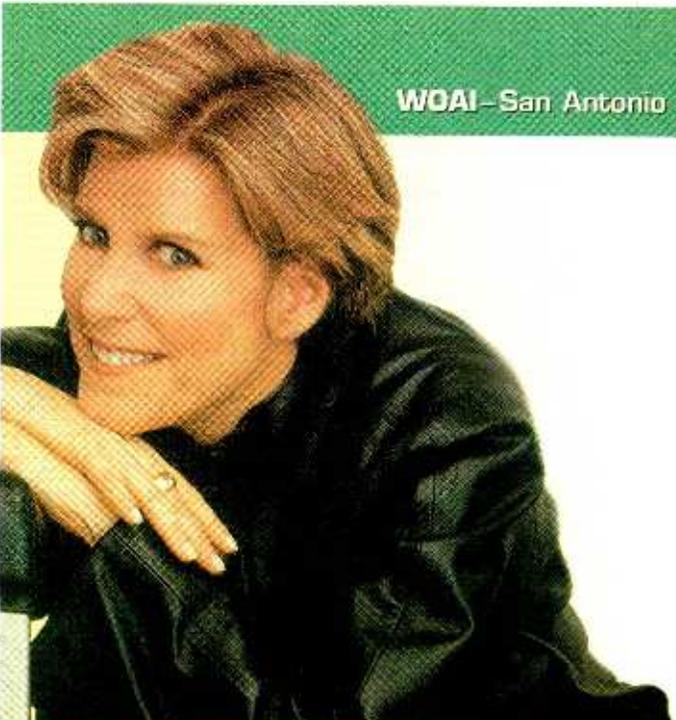
Adults 25-54\*  
KFI-AM Los Angeles

PREMIERE  
RADIO NETWORKS

For More Info, Call: Natalie Urias 818.461.5121

\*Source: Arbitron, Summer vs. Spring 2001, Exact Time, Saturdays, MSA

Weekdays 4-6PM ET



PREMIERE TALK • PREMIERE TALK

refuse to look at the glass as half empty because of a segment of the population that is not currently benefiting from lower interest rates. Without the cuts, I believe we would be in a very severe recession. From my research, I think the economy is quite robust. Those who think otherwise are those who are not in the stock market.

If you have been in the stock market since Sept. 21, you have seen it signaling that all systems are go — and thousands of stocks all saying the same thing don't lie, in my experience.

**R&R:** *Is the government doing the right things these days, economically speaking?*

**JC:** I'm a card-carrying Democrat who has never voted for a Republican — except one time for Reagan — and I can tell you that I think George W. Bush has done a remarkably good job. The tax rebates kept the consumer alive at a time when that was really needed, and the fiscal stimulus from the Federal Reserve has helped enormously.

Money is much easier to get right now than six months ago, and that's important. Easy money is going to lead to a vigorous recovery in this country. In fact, I believe that the next thing we will see is a surprising number of new hires. Unemployment has peaked, and we will begin to see it drop substantially in the second quarter of this year.

**R&R:** *What similarities or differences do you see between today and the economic downturn that we experienced around the time of the Gulf War in 1991?*

**JC:** The government's prosecution of this war has been so superb that it has put the nation in a better mood. This time — unlike in 1991, when the government didn't follow up — the administration looks like it's going to follow through with the war on terrorism, and that is something that the American people obviously want.

If you look at when the stock market bottomed out in 1991 because of the Gulf War, it actually kept going for a while after that, because then, as now, the government kept pumping money into the system. The difference is that this time the son seems unlikely to make the same mistakes that his father did when we let Hussein go after the Gulf War. Winning in Afghanistan is just a prelude of things to come, and this president has made that clear to everyone.

**R&R:** *Are you a "buy now" guy when it comes to the stock market?*

**JC:** Back in March 2000 I was incredibly bearish. I wrote a series of articles called "Take It off the Table" because, in my whole career, I had never hated a market as much as the one that we had in March 2000. I remained fairly negative on the market and had a lot of cash on the sidelines until the week after Sept. 11, when the market reopened. I felt that offered a once-in-a-lifetime buying opportunity, and I switched from a defensive strategy

to committing every penny I had — that's all public record.

I don't mind at all the characterization that I am extremely bullish on the market now, but the record is clear that I hated the market in 2000, and I hated technology stocks. I still have not embraced technology. That sector — at least when it comes to the area of telecommunications — has more to fall. So, I'm an extreme bull on the U.S. stock market and our economy, but that is really a post-Sept. 21 philosophy.

**R&R:** *What's the future for mutual funds, which is how most American investors have gotten into the stock market in recent years?*

**JC:** The bear market of 2000-2001 washed out a lot of the "gunners." There were a lot of mutual-fund managers who played no defense, only offense. The handful of mutual funds that played both sides are now the good ones that are left. I've been adamant that most of the fund managers in the country really let us down with the equivalent of a "run and gun" offense. When things got tough, they were worthless. I've been ruthless in exposing what some of those funds were by naming names on my program.

I know that's not necessarily the way people in the business press have usually done it. It's considered to be a bit dicey to come out and say, "I think these funds are awful," and it has cost us a few advertisers. But I am not beholden to the mutual-fund industry. There are some good ones, and I'm always willing to point them out. But there are many, many bad ones, and I will continue to be merciless in naming them.

Premiere and Clear Channel have been remarkable for allowing me to say what I want and to speak my mind editorially. I wish we'd see more of the business-press community give reporters the freedom these companies have given me to speak my mind and name stocks that you should sell. I believe that it's just as important to tell people when to ditch the losers as it is to identify the winners.

**R&R:** *What do you see ahead for those of us holding radio stocks?*

**JC:** Those are pure cyclical stocks. You're already beginning to see pretty good signs from companies like Viacom and Clear Channel — and, for the record, my deal with Premiere precludes me from owning Clear Channel stock. While advertising is going to be one of the last things that comes back from this recession, I see radio as being on the leading edge of that recovery, because radio advertising is something that can be put together very quickly.

In a recession, what you want to do as a retailer is to take market share, and the only way to do that is to advertise. Frankly, people should be advertising more now than ever to gain market share and to take advantage of low rates. The retail and banking companies that I follow closely that are doing well

right now and are seeing themselves come out of this recession are those that have put the most effort into taking market share through advertising. Best Buy, Wal-Mart, Target, Coles and Morgan-Stanley are good examples of what I'm talking about.

**R&R:** *Who should radio sellers target now for second- and third-quarter ad dollars?*

**JC:** Most retail and pharmaceuticals are good candidates. Pharmaceutical companies are becoming quite good at and quite aggressive about marketing. What I've been disappointed in so far are the traditional advertisers. I don't see companies like McDonald's, Coke and Pepsi doing much. On the other hand, there are some traditionalists that seem to get it, like Anheuser-Busch and the liquor companies, who are getting much more aggressive.

The other ad sector that will bounce back is automotive. The auto companies will surprise a lot of people. Take General Motors: With its very aggressive marketing and financing plans, it is probably going to come out of this recession with a couple more points of mar-

**"I am quite confident that almost all expectations of slow economic growth are going to be incorrect. I think we will have rapid economic growth that will surprise those people who've not yet recognized how fundamentally strong the U.S. economy really is."**

ket share. It's gotten the message out to American consumers very effectively that, if you want a deal, you go to GM, and I think it's working.

**R&R:** *There's no shortage of financial advice being given out on radio these days. How do you suggest listeners separate the good from the bad?*

**JC:** You have to take a look at someone's public record. I have over 16 years of public record where I compounded at 24% after all fees.

Everything that I have ever said or bought for the past 16 years is very public record. Disclosure and accountability are what it's all about. There are some hosts out there on the radio who do this who are more teachers than actors in the game, and this is a practitioner's game.

If you can't pin down somebody's public record, you don't want to know what they know. I welcome anyone with a better record to get their own radio show, and, believe me, I'll listen to them.

**Dr. Joy... Nominee  
Syndicated Personality  
of the Year - TRS**

GO WITH  
WHO YOU  
KNOW

**DR. JOY BROWNE**

**THE DOLANS**

**JOAN RIVERS**

**JOEY REYNOLDS**

**DR. RONALD HOFFMAN**

ENTERTAINING.  
SMART.  
SELLABLE.

**WORKS!**  
RADIO NETWORK

212-642-4533  
worradionet.com



**CALVIN GILBERT**  
gilbert@ironline.com

# The Most-Played Oldies Songs Of 2001

## Orbison reigns again

By a show of hands, how many of you Oldies programmers saw your research budgets increase significantly for this fiscal year? Even if this question had been asked in a crowded room, it's doubtful that many arms would be hoisted high into the air.

Looking back, I realize how often this column features lists compiled by Mediabase 24/7. However, you'd be surprised at how many programmers in markets both medium and small request the data. Some PDs enter the format independently, but others have had the Oldies station added to their existing programming duties within a group cluster. Imagine that.

In recent weeks several requests have been made that we run a list of the most-played Oldies titles in 2001. Although we haven't published the traditional Oldies year-end list since 1999, not a great deal has changed. That shouldn't come as a big surprise, of course. When was the last time Manfred Mann released a kick-ass single, anyway?

For the third consecutive year Roy Orbison's 1964 smash "Oh! Pretty Woman" is the most-played track at Oldies. Interestingly, The Rolling Stones' "(I Can't Get No) Satisfaction" falls from the top 10 ... all the way to No. 12. The Beatles remain the most-played act, followed by The Beach Boys, The Supremes, Elvis Presley, The Four Seasons, The Four Tops, Creedence Clearwater Revival, The Rolling Stones and The Temptations. This year The Rascals replace Johnny Rivers as 10th most-played artist.

The following list reflects airplay at Oldies stations in the U.S. from Jan. 1-Dec. 31, 2001.

- |  |  |
|--|--|
| 1 ROY ORBISON Oh! Pretty Woman             | 21 RASCALS Good Lovin'                       |
| 2 VAN MORRISON Brown Eyed Girl             | 22 MARY WELLS My Guy                         |
| 3 MANFRED MANN Do Wah Diddy Diddy          | 23 BETTY EVERETT The Shoop Shoop Song        |
| 4 TEMPTATIONS My Girl                      | 24 FOUR TOPS Reach Out (I'll Be There)       |
| 5 TURTLES Happy Together                   | 25 OTIS REDDING ...The Dock Of The Bay       |
| 6 RIGHTEOUS BROTHERS Unchained Melody      | 26 PERCY SLEDGE When A Man Loves...          |
| 7 MONKEES I'm A Believer                   | 27 DRIFTERS Under The Boardwalk              |
| 8 TOMMY JAMES... Mony Mony                 | 28 B.J. THOMAS Hooked On A Feeling           |
| 9 BOX TOPS The Letter                      | 29 WILSON PICKETT In The Midnight Hour       |
| 10 FOUNDATIONS Build Me Up Buttercup       | 30 NEIL DIAMOND Cherry, Cherry               |
| 11 FOUR TOPS I Can't Help Myself           | 31 TEMPTATIONS Ain't Too Proud To Beg        |
| 12 ROLLING STONES ...Satisfaction          | 32 SPIRAL STARECASE More Today Than...       |
| 13 ARETHA FRANKLIN Respect                 | 33 SUPREMES You Can't Hurry Love             |
| 14 RIGHTEOUS BROTHERS You've Lost...       | 34 SIMON & GARFUNKEL Mrs. Robinson           |
| 15 CREEDENCE CLEARWATER... Proud Mary      | 35 CONTOURS Do You Love Me                   |
| 16 LOVIN' SPOONFUL Do You Believe In Magic | 36 STEAM Na Na Hey Hey (Kiss Him Goodbye)    |
| 17 ZOMBIES Time Of The Season              | 37 FOUR TOPS It's The Same Old Song          |
| 18 TOMMY JAMES... I Think We're Alone Now  | 38 KINGSMEN Louie Louie                      |
| 19 FOUR TOPS Baby I Need Your Loving       | 39 BYRDS Turn! Turn! Turn!                   |
| 20 THE MAMAS AND THE PAPAS California...   | 40 M. GAYE & T. TERRELL Ain't No Mountain... |

- |   |
|---|
| 41 S. ROBINSON/MIRACLES I Second That...      |
| 42 BEACH BOYS Wouldn't It Be Nice             |
| 43 CREEDENCE CLEARWATER Down On...            |
| 44 GRASS ROOTS Midnight Confessions           |
| 45 MARVIN GAYE I Heard It Thru The...         |
| 46 RASCALS Groovin'                           |
| 47 HERMAN'S HERMITS There's A Kind Of Hush    |
| 48 ANIMALS House Of The Rising Sun            |
| 49 JAY & THE AMERICANS This Magic Moment      |
| 50 LOVIN' SPOONFUL Summer In The City         |
| 51 SONNY & CHER I Got You Babe                |
| 52 TROGGS Wild Thing                          |
| 53 DION The Wanderer                          |
| 54 JAMES BROWN I Got You (I Feel Good)        |
| 55 HERMAN'S HERMITS I'm Into Something...     |
| 56 STEPPENWOLF Born To Be Wild                |
| 57 BEACH BOYS California Girls                |
| 58 WE FIVE You Were On My Mind                |
| 59 SEARCHERS Love Potion Number 9             |
| 60 BYRDS Mr. Tambourine Man                   |
| 61 RITCHIE VALENS La Bamba                    |
| 62 FONTELLA BASS Rescue Me                    |
| 63 CREEDENCE CLEARWATER... Bad Moon...        |
| 64 ARETHA FRANKLIN Think                      |
| 65 LOU CHRISTIE Lightning Strikes             |
| 66 BEN E. KING Stand By Me                    |
| 67 RIGHTEOUS BROTHERS ...Soul & Inspiration   |
| 68 TEMPTATIONS The Way You Do The...          |
| 69 DEL SHANNON Runaway                        |
| 70 TOKENS The Lion Sleeps Tonight             |
| 71 FOUR SEASONS Sherry                        |
| 72 ELVIS PRESLEY Suspicious Minds             |
| 73 SUPREMES Baby Love                         |
| 74 FRANKIE VALLI Can't Take My Eyes Off You   |
| 75 S. ROBINSON/MIRACLES Tears Of A Clown      |
| 76 SUPREMES Where Did Our Love Go             |
| 77 THREE DOG NIGHT One                        |
| 78 MARTHA... Dancing In The Street            |
| 79 ASSOCIATION Windy                          |
| 80 DION Runaround Sue                         |
| 81 BEACH BOYS I Get Around                    |
| 82 JAY & THE AMERICANS ...A Little Bit Closer |
| 83 SUPREMES Come See About Me                 |
| 84 BRENTON WOOD Gimme Little Sign             |

## The Rhythmic Oldies List

The Commodores' mighty, mighty "Brick House" was the most-played track at Rhythmic Oldies for 2001. For the previous two years that honor went to The Emotions' "Best of My Love." Here's the list compiled by Mediabase 24/7:

- |                                       |   |
|---------------------------------------|---|
| 1 COMMODORES Brick House              | 26 PRINCE... When Doves Cry             |
| 2 A TASTE OF HONEY Boogie Oogie Oogie | 27 KC & THE SUNSHINE BAND Get Down...   |
| 3 CHERYL LYNN Got To Be Real          | 28 LAKESIDE Fantastic Voyage            |
| 4 RICK JAMES Super Freak              | 29 CARL CARLTON She's A Bad Mama Jamma  |
| 5 EMOTIONS Best Of My Love            | 30 KOOL & THE GANG Ladies Night         |
| 6 BARRY WHITE Can't Get Enough...     | 31 TAVARES Heaven Must Be Missing An... |
| 7 DAZZ BAND Let It Whip               | 32 MARVIN GAYE What's Going On          |
| 8 MCFADDEN & WHITEHEAD Ain't No...    | 33 ANITA WARO Ring My Bell              |
| 9 EARTH, WIND & FIRE September        | 34 EARTH, WIND & FIRE Fantasy           |
| 10 EVELYN KING Shame                  | 35 KOOL & THE GANG Celebration          |
| 11 MARVIN GAYE Sexual Healing         | 36 CHIC Le Freak                        |
| 12 MARVIN GAYE Let's Get It On        | 37 LABELLE Lady Marmalade               |
| 13 EARTH, WIND & FIRE Let's Groove    | 38 RICK JAMES Give It To Me Baby        |
| 14 CHIC Good Times                    | 39 HEATWAVE Boogie Nights               |
| 15 SISTER SLEDGE We Are Family        | 40 DONNA SUMMER Bad Girls               |
| 16 S.O.S. BAND Take Your Time...      | 41 VICKIE SUE ROBINSON Turn The Beat... |
| 17 MICHAEL JACKSON Don't Stop 'Til... | 42 OHIO PLAYERS Fire                    |
| 18 KOOL & THE GANG Get Down On It     | 43 DONNA SUMMER Last Dance              |
| 19 PATRICE RUSHEN Forget Me Nots      | 44 KC & THE SUNSHINE BAND That's The... |
| 20 AL GREEN Let's Stay Together       | 45 AL GREEN I'm Still In Love With You  |
| 21 WILD CHERRY Play That Funky Music  | 46 ISLEY BROTHERS That Lady (Part 1)    |
| 22 GLORIA GAYNOR I Will Survive       | 47 RUFUS Tell Me Something Good         |
| 23 WHISPERS And The Beat Goes On      | 48 YVONNE ELLIMAN If I Can't Have You   |
| 24 WHISPERS Rock Steady               | 49 O'JAYS Love Train                    |
| 25 HEATWAVE Always And Forever        | 50 MICHAEL JACKSON Rock With You        |
- 
- |  |   |
|--|---|
| 85 BEACH BOYS Barbara Ann                    | 118 CLASSICS IV Spooky                        |
| 86 ASSOCIATION Never My Love                 | 119 GRASS ROOTS Let's Live For Today          |
| 87 RASCALS A Beautiful Morning               | 120 STEVIE WONDER For Once In My Life         |
| 88 ELTON JOHN Crocodile Rock                 | 121 SIMON & GARFUNKEL The Sounds Of Silence   |
| 89 ARTHUR CONLEY Sweet Soul Music            | 122 LEN BARRY 1-2-3                           |
| 90 BUCKINGHAMS Kind Of A Drag                | 123 SLY & THE FAMILY... Dance To The Music    |
| 91 J.J. JACKSON But It's Alright             | 124 STONE PONEYS Different Drum               |
| 92 ASSOCIATION Cherish                       | 125 SANTANA Evil Ways                         |
| 93 FOUNDATIONS Baby, Now That I've Found You | 126 FOUR SEASONS Working My Way Back...       |
| 94 GARY PUCKETT/UNION GAP Young Girl         | 127 LOVIN' SPOONFUL You Didn't Have To...     |
| 95 SUPREMES Stop In The Name Of Love         | 128 CHIFFONS He's So Fine                     |
| 96 SUPREMES I Hear A Symphony                | 129 DRIFTERS On Broadway                      |
| 97 MONKEES Daydream Believer                 | 130 LESLEY GORE It's My Party                 |
| 98 GUESS WHO These Eyes                      | 131 THE MAMAS & THE PAPAS Monday...           |
| 99 ROLLING STONES Honky Tonk Woman           | 132 YOUNGBLOODS Get Together                  |
| 100 CASCADES Rhythm Of The Rain              | 133 SAM & DAVE Hold On! I'm Comin'            |
| 101 MCCOYS Hang On Sloopy                    | 134 BEACH BOYS Don't Worry Baby               |
| 102 LITTLE EVA The Loco-Motion               | 135 TOMMY JAMES... Hanky Panky                |
| 103 SUPREMES You Keep Me Hangin' On          | 136 JOHNNY RIVERS Baby I Need Your Lovin'     |
| 104 BEACH BOYS Good Vibrations               | 137 NORMAN GREENBAUM Spirit In The Sky        |
| 105 BUFFALO SPRINGFIELD For What It's Worth  | 138 ARCHIES Sugar, Sugar                      |
| 106 OUTSIDERS Time Won't Let Me              | 139 BEATLES Twist And Shout                   |
| 107 SLY & FAMILY STONE Everyday People       | 140 FOUR SEASONS Let's Hang On                |
| 108 LOS BRAVOS Black Is Black                | 141 VARIOUS Christmas Music                   |
| 109 STEVIE WONDER Uptight (Everything's...)  | 142 GARY LEWIS... This Diamond Ring           |
| 110 STEPPENWOLF Magic Carpet Ride            | 143 CHUBBY CHECKER The Twist                  |
| 111 BEACH BOYS Fun, Fun, Fun                 | 144 ? & THE MYSTERIANS 96 Tears               |
| 112 DAVE CLARK FIVE Because                  | 145 VOGUES You're The One                     |
| 113 ROLLING STONES Get Off Of My Cloud       | 146 BEATLES All My Loving                     |
| 114 CREEDENCE CLEARWATER... Have You...      | 147 SCOTT MCKENZIE San Francisco...           |
| 115 ROLLING STONES Jumpin' Jack Flash        | 148 GARY PUCKETT... Woman, Woman              |
| 116 RONNETTES Be My Baby                     | 149 HOLLIES Bus Stop                          |
| 117 MARTHA & THE VANDELLAS Nowhere To Run    | 150 LOOKING GLASS Brandy (You're A Fine Girl) |

# Fast Hooks...No Snags

- Digital, Clear, Consistent
- Custom Production - Callouts & Montages
- 60,000+ Song Library
- All Formats & International Titles
- On-Time Delivery

Call Bernie Grice (573)443-4155

Email: [hooks@hooks.com](mailto:hooks@hooks.com) [www.hooks.com](http://www.hooks.com)

200 Old 63 South, #103 Columbia, MO 65201-6081 FAX: (573)443-4016



The World's Premier Music Hook Service

Featuring: **100 CENTURY** GoldDiscs and HitDiscs

## Kevin Sweeney: The McLendon Of Sales

During his RAB days, he was an absolute giant

By Bob Shannon

"I don't know where he came from, and I don't know many people who do," says RAB President Gary Fries. According to Fries, Kevin Sweeney was "just always there."

I began with what I thought I knew. "He was the first President of the Radio Advertising Bureau, wasn't he?"

No, I was informed, he was the second. Number two? Does that mean he tried harder?

You be the judge.

### A SEA CHANGE

If ever radio needed a champion, it was in the early '50s.

Joseph Amaturio, owner of the Amaturio Group and Kevin Sweeney's lifelong friend, calls that time "radio's darkest days," and for good reason. Network television had raided radio and enticed its biggest stars to jump ship. Virtually overnight radio was in a world of hurt, and independent operators, cut adrift by the networks, scrambled to fill the programming void.

Kevin Brendan Sweeney was a graduate of USC. In the Navy during World War II, he was stationed in Idaho, of all places, where he was assigned to a communications slot and got his feet wet writing a newspaper column. After the war — please don't hold me to the exact sequence of events; Sweeney was a very private person — he landed a job at CBS doing promotion. Then, says Amaturio, "He owned and managed a station in the Los Angeles area and worked as Sales Manager at the first independent TV station in L.A."

But radio and sales were his true loves. Those things and chocolate.

In 1952, when Sweeney became a VP at the RAB, radio was in transition, going from actors and plays to disc jockeys and records. It's easy to wax nostalgic, to glorify the birth of Top 40, but the simple truth is, 50 years ago most radio-station owners weren't thinking about the blues, they were singing them while staring at pools of red ink. What they needed were sales.

"I think Kevin was the first person to identify that sales was a skill," suggests Fries. And because Sweeney had the pulpit of the RAB, he had a way to let his views be known.

It's difficult to believe, but before Sweeney identified

the specific steps necessary to achieve better radio sales, most sales calls were order-taking, wishful thinking and grabbing the crumbs left on the table. Perhaps I exaggerate, but there's little doubt that radio in the early '50s was thought by many — especially newspaper people — to be a second-class medium.

Hogwash.

To Sweeney, the answer was sales. In 1954, the year he was named President of the RAB, he was ready to roll.

### ON A CRUSADE



Kevin Sweeney

"What Kevin Sweeney talked about over 40 years ago is as applicable today as it was back then," says Radio Partners' Monte Lang.

Sweeney hit the road intent on spreading his vision of selling radio. State associations, group meetings — you name it, he was there. In 1959 he made a presentation at a little rep office on East 56th St. in New York. Lang was 23 and one of the youngsters at McGovern-Guild. "Sweeney was overwhelming, and I was mesmerized," Lang remembers. "He had all these little slides with elaborate charts and graphs."

"Kevin knew how to sell the medium," says Ed Argow, Lang's partner today and his running buddy back at McGovern. "But he was able to take it to the next level and say, 'Mr. Retailer, I want some of your money.'"

That, of course, was the real nitty-gritty.

Sweeney was a persuasive speaker, but he was also a man of action. "One of the most outstanding efforts he helped squire was the \$64,000 Department Store Challenge," recalls Amaturio.

Let's go to Cleveland.

Sweeney wanted to demonstrate how effective radio could be. He targeted two department stores, the May Company and Higby's. "Kevin's idea," says the RAB's Ron Ruth, "was that the RAB membership would pony up money to buy radio advertising for the stores."

"Because of their demographic appeal," says Amaturio, "Kevin insisted that only certain stations be utilized to sell particular departments or products."

Ruth laughs as he explains that the promotion worked and that both stores readily agreed that it did — and then promptly bowed out of radio.

But Sweeney didn't cave.

With proof that radio was more efficient at targeting than newspapers could ever be, he reworked the data, flew

to Chicago and personally pitched Sears — a national chain that didn't advertise on radio — and got the order. Because Sweeney was such an effective spokesman and because his presentation was full of facts and logic that proved how radio works, Sears remains one of the top five users of radio in the nation.

"Remember," Sweeney used to say, "you're not in the radio business, you're in the demographic business."

### HIS WAY OR THE HIGHWAY

Sales was a discipline, and if you did what Sweeney told you to in precisely the manner he told you to do it, you'd succeed. He even wrote pamphlets, five in all, including "Radio: The Six Million Dollar Manager." "They should be required reading," says Amaturio.

"There wasn't a local promotion he didn't know or didn't invent," says Argow. Bridal Fair, for example, was Sweeney's baby.

"Kevin had a philosophy and attitude that not everybody got," says Lang. "You had to take a deep breath and understand, or he'd flunk you out."

After he left the RAB, Sweeney launched a successful one-man consultancy. His clients included the best of the best: Gordon McLendon, Don Burden, RKO, Amaturio and many more. Sweeney was an unheralded secret weapon.

Sales, said Sweeney, was about speaking the prospect's language, taking copious notes (in a spiral notebook — yes, he was that specific) and spec spots. He insisted that every sales proposal include four specific points: 1) The importance of your station's market to the client's business. 2) Why other media can't do it as well as your station can or without your station. 3) Illustrate how your station reaches the client's buying audience. 4) Outline a specific proposal for action.

"Kevin used to say, 'It's all so simple,'" says KFRG/Riverside's Tom Hoyt. "If you just do these simple things, you'll make more money."

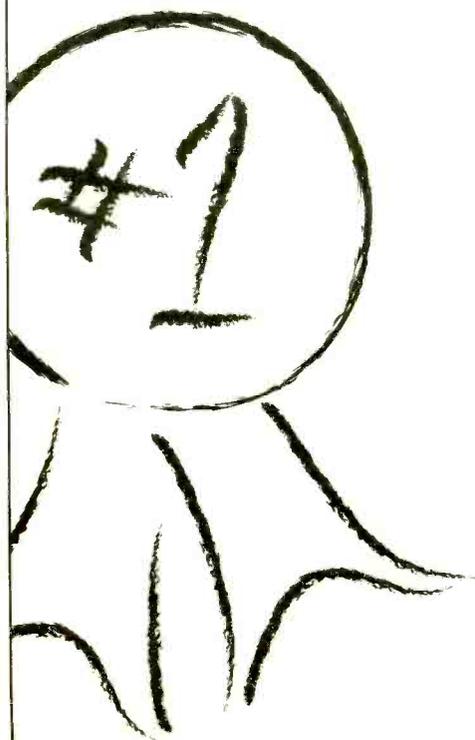
### SWEENEY WAS THE BEST

"If you get one thing from this conversation, it's this: Sweeney was the best," says Lang. "There are consultants, advisors, radio gurus and experts, but there will never be another Kevin Sweeney. I want him to be remembered."

Hopefully, Monte, this column is a good start.

We are, sadly, an industry that doesn't record its history, so when Sweeney died, there was little mention or notice, except among those who loved him. His contributions, however, haven't gone unnoticed. Five years ago the RAB established the Kevin B. Sweeney Award to honor broadcasters who exemplify excellence in radio. It is a gesture the man richly deserved.

Bob Shannon can be reached at [bob@shannonworks.com](mailto:bob@shannonworks.com).



## Communication Graphics Inc.

The Premier Printer of Radio Decals Since 1973

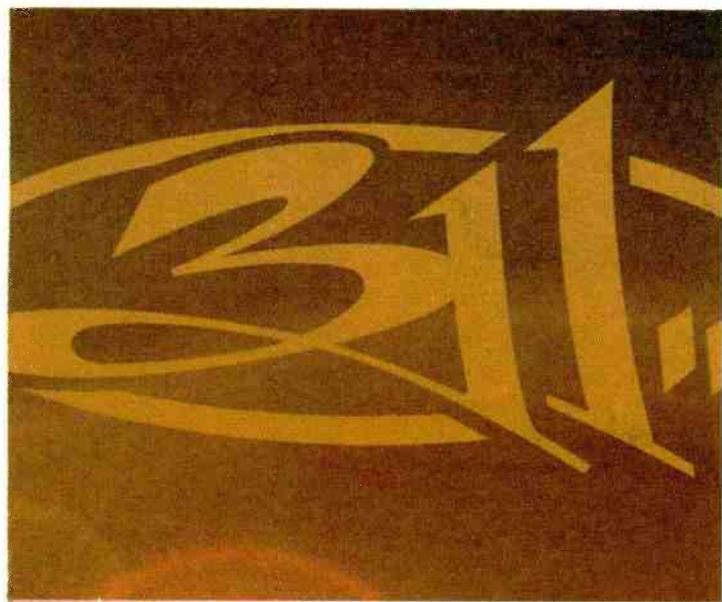
Creativity. Quality. Reliability. Trustworthiness. These words describe why more radio stations choose Communication Graphics for high quality decal and static promotions than any other printer! Call today.

DECALS / BUMPER STICKERS / STATICS / SIGNAGE / FULL SERVICE DESIGN STUDIO



SINCE 1973  
**Communication Graphics Inc.**  
WHERE QUALITY STICKS

1765 N. JUNIPER, BROKEN ARROW, OK 74012  
(800) 331-4438 WWW.CGILINK.COM



amber

## On Your Desk Now!

Tour Starts February 25th  
With Special Guest Hoobastank

91X 20x      Early Airplay  
                    WAVF 28x      KEDG 22x

“‘Amber’ has been my favorite track on the album since the first time I heard it.”  
Buddy Rizer WWDC/D.C.

“This is the track I’ve been waiting to play from this record.”  
Chris Muckley 91X/San Diego

“‘Amber’ is the definitive 311 track. It captures everything they’re about. We love this record.”  
Greg Patrick WAVF/Charleston

Hot/Modern AC Adds  
February 19th

Adam Resoler Management



## Street Talk®

### WHTA's Signal Too 'Hot' For Some Atlantans

When Radio One shifted Urban WHTA (Hot 107.9)/Atlanta from 97.5 MHz to its current home in October, many in the market cheered as the Hip-Hop station moved to a stronger signal. But for those living within sight of WHTA's Tyrone, GA tower, the station has become the bane of their daily existence. According to the *Atlanta Journal-Constitution*, residents of a nearby 100-home subdivision have been plagued by high levels of radio-frequency interference. As a result, many people have been receiving WHTA while using their telephones, TVs, computer speakers and CD players. Furthermore, some teachers at two local schools are prohibiting their students from using the school's computers so they won't hear the station. Radio One VP/Market Manager **Wayne Brown** told the newspaper that 'HTA is working with residents to fix the problem and that Radio One will send technicians to install filters on all affected home electronics free of charge. He adds that Radio One wants to raise the antenna height of the 'HTA tower, which might solve the problem. But the *Journal-Constitution* says the tower is already at the maximum height allowed by a county ordinance.

Former WHAS/Louisville News Director **Brian Rublein** has sued the Clear Channel News/Talker over his termination from the station after 21 years on the job. Rublein was let go from WHAS last year, and the Louisville *Courier-Journal* reports that Rublein claims his dismissal was a retaliatory move after he told a station manager that a high-ranking male manager appeared to be sexually harassing another male employee. Clear Channel/Louisville Director/AM Operations **Kelly Carls** tells *ST* that Rublein's allegations "are utterly false and baseless" and that the company looks forward to proving that, if necessary. Carls adds that he has not yet reviewed Rublein's suit and that Rublein was terminated "with cause."

In Minneapolis, KQQL PD **Bob Wood** adds similar duties at Classic Hits sister WLOL. He succeeds **Tom Gjerdrum**, who exits.

#### Kiss-Diss In Detroit

Clear Channel CHR/Pop WKQI/Detroit officially became *ST*'s Attention Pig last week, when all eyes turned to Hockeytown USA. Rumors began flooding *ST*'s in-box late last week about a likely change in monikers at 'KQI from "Q95.5" to "95.5 Kiss FM." Such a move would have created an instant legal flap between Clear Channel and Radio One over the use of the Kiss name in the Motor City: Radio One's WDMK/Detroit has been "Kiss 102.7" since late 1999. When Q95.5's *Mojo in the Morning* called it a day at 10am Feb. 4, the station indeed dumped its "Q" image — but "Kiss" was dissolved in favor of the more corporate "Channel 955."

When *ST* tracked down WKQI PD **Dom Theodore** to get the scoop on the Channel change, the PD Formerly Known as Domino commented, "We knew that everyone was expecting 'Kiss.' Kiss was never seriously considered for Detroit. It was a stunt, and everyone bit. And it worked. It got a lot of people's attention." Theodore adds that the Q95.5 nickname was built on former morning man Dick Purtan's presence at the station during the 1980s. Thus the need for an "attitude

change," rather than a format change. The adjustments at WKQI come following last week's exit of **Steve Schram** from the GM post at both 'KQI and crosstown AC sister WNIC.

Speaking of the Motor City, **WDRQ/Detroit's Jay Towers and the Morning Revolution** is broadcasting from the road this week as Jay, co-hosts Rachael Hunter and Mr. Holesome, stunt boy Jason The 300 Lb. Intern, producer Steve Grundwald and a man named Baha are heading from 3011 West Grand Boulevard to the 2002 Winter Olympics in Salt Lake City in a 30-foot RV. The entire crew plans on broadcasting live from the opening ceremony of the Olympics and are stopping to do their show from such locales as Des Moines, where they chowed down at Big Daddy's BBQ. Here's a shot of Mr. Holesome enjoying a wholesome meal before hitting the road for the long drive to stop No. 2, Cheyenne, WY.



Two longtime *R&R* employees left the company this week. **Jeff Gelb**, who came aboard as AOR Editor 23 years ago and worked as an account executive for 12 years before becoming *R&R*'s Information Services Director, is seeking his next opportunity and can be reached at 310-374-6260 or [cbooks50@aol.com](mailto:cbooks50@aol.com). **Mike Kinosian**, AC Editor for 16 years, is also seeking his next opportunity and can be reached at 818-985-5034 or [mikekinosian@earthlink.net](mailto:mikekinosian@earthlink.net).

#### Bob Visotcky Exits SBS/Los Angeles

Visotcky, a 23-year radio veteran known for launching America's first "Jammin' Oldies" station, succeeded Luis Diaz-Albertini as VP/GM of Spanish Broadcasting System's KLAX & KXOL in August 2001. Visotcky departed the Regional Mexican pair on Feb. 1. SBS/L.A. VP/Station Manager **Marko Radlovic** is handling Visotcky's duties on an interim basis, and *ST* hears he may permanently take on Visotcky's old post.

**KARA/San Jose**, which Hispanic Broadcasting is purchasing from Empire Broadcasting, has applied for the calls KEMR. Will the AC shift to Spanish AC as "Amor 105.7" after HBC closes its deal for the station?

The *Los Angeles Times* reports that **Mark Schubb**, GM of Pacifica's noncommercial KPFK/Los Angeles, has been placed on administrative leave and told not to return. The management change is the latest chapter in an ongoing saga

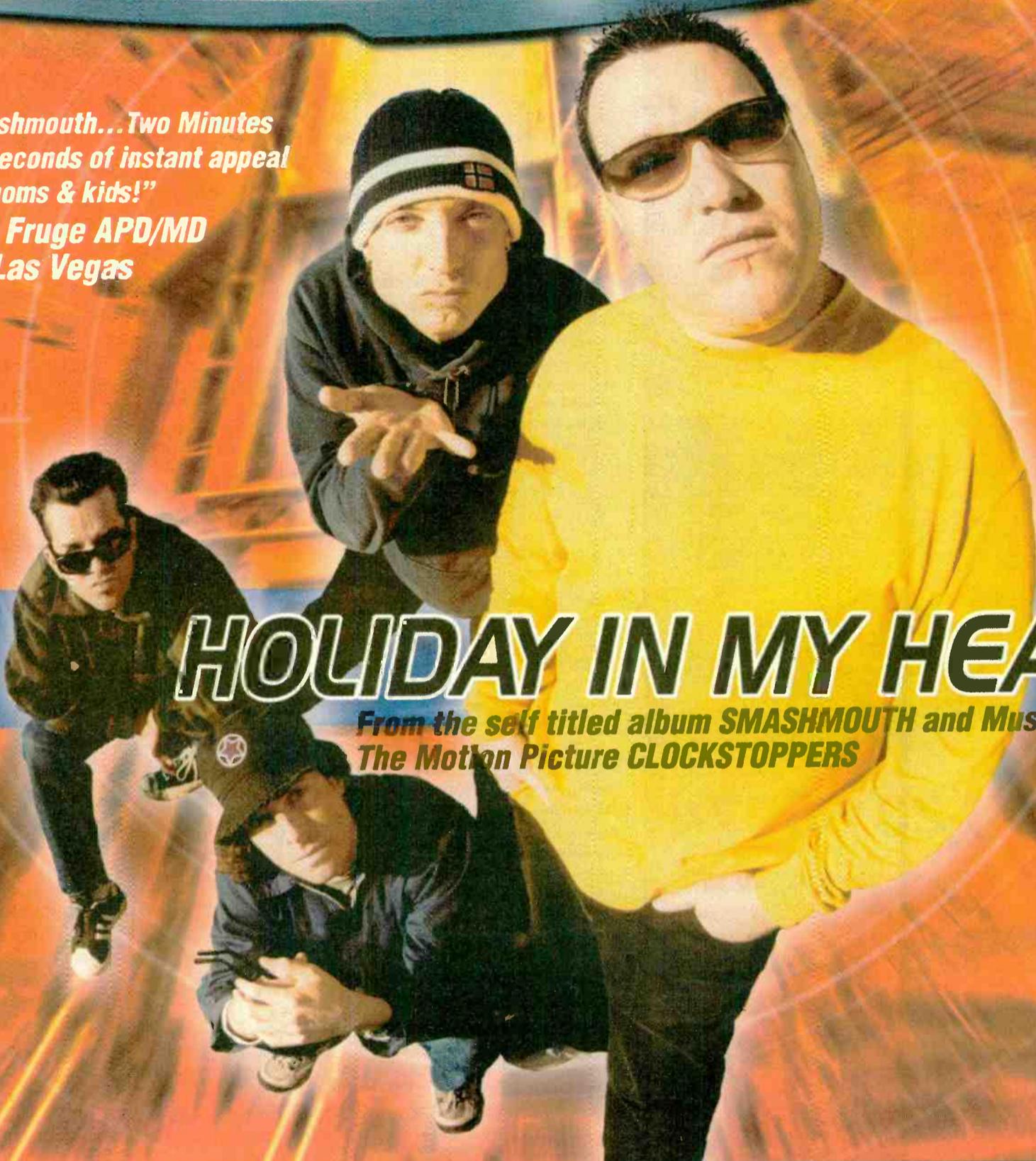
Continued on Page 26

### Records

- RCA Regional Manager/West Coast Rock Promotion **Andy Rauchberg** will leave the label at the end of this month in a restructuring move.
- Pyramid promo exec **Louis Heidelmeier** exits the Sr. VP post at the Christian-music label.

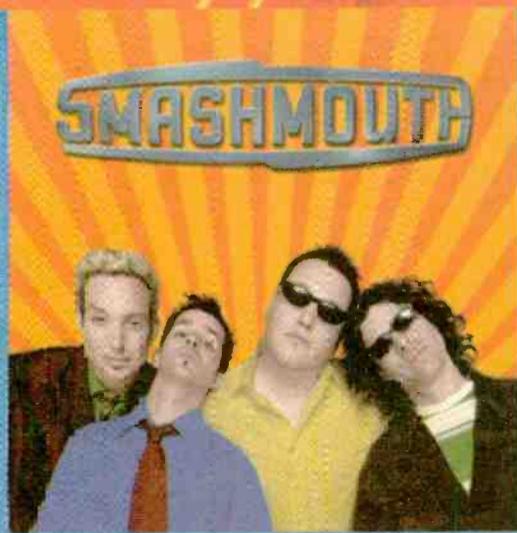
# SMASHMOUTH

*"It's Smashmouth... Two Minutes & Forty Seconds of instant appeal to both moms & kids!"*  
*Charise Fruge APD/MD*  
*KMXB-Las Vegas*



## HOLIDAY IN MY HEAD

*From the self titled album SMASHMOUTH and Music From The Motion Picture CLOCKSTOPPERS*

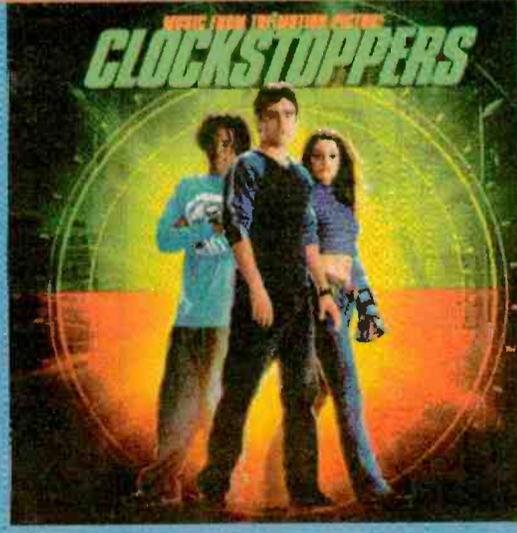


*On Tour With N'SYNC March/April*

**Most Added Mainstream Pop!**  
**Most Added Hot AC!**  
**Over 60 Multi-Format Out of the Box Adds Including:**

- |             |                  |             |             |
|-------------|------------------|-------------|-------------|
| <b>KFMB</b> | <b>KMXB</b>      | <b>WVRV</b> | <b>WQZQ</b> |
| <b>KQMB</b> | <b>WVTI</b>      | <b>KJYO</b> | <b>WKZN</b> |
| <b>WABB</b> | <b>WNNK</b>      | <b>WAEB</b> | <b>KQXY</b> |
| <b>WTWR</b> | <b>and more!</b> |             |             |

**MOVIE OPENS IN MARCH!**



Produced & Mixed by Eric Valentine  
Written by G. Camp  
Management Robert Hayes for Sound Management



©2002 Hollywood Records. All rights reserved. Motion Picture artwork, photos TM & copyright ©2002 Paramount Pictures. All rights reserved.

# OWN YOUR EVENTS

*If no one can see your signs, do they know who staged the event? Make sure you claim ownership at all your events with cost-effective, disposable plastic banners.*



## 1-800-231-6074

- We print your logo using up to four spot colors.
- Perfect for concerts, events and giveaways.
- Packaged on a roll and easy to use.
- Up to 3' High and 6' Wide
- Weather-resistant
- Durable

P.O. Box 750250 Houston, Texas 77275-0250

Tel 713/507-4200  
Fax 713/507-4295

ri@reefindustries.com  
www.reefindustries.com



## Street Talk®

Continued from Page 24

involving the Pacifica Foundation, dissident Pacifica board members and disgruntled listeners.

**Jeff Renzetti**, otherwise known as the lovable **Turd** from WKQI/Chicago-based *Mancow's Morning Madhouse*, has signed a new deal with 'KQI parent Emmis and will return to Mancow's program next week. Renzetti exited the show in August 2001 after seven years, following a dispute over commercial fees, the *Chicago Sun-Times* reports.

KBEQ/Kansas City and nine-year wakeup rustler **Randy Miller** part ways.

### A 'Mile Of Meet' For Valentine's Day

Hot AC **WMWX (Mix 95.7)/Philadelphia** is seeking hundreds of unabashed single men who would like to take part in the station's Mile of Meet promotion. Participating guys will line up along Main Street in the suburb of Manayunk, PA, starting at the aptly named nightspot Chemistry. Women will be able to window-shop for a prospective mate between 5-6pm on Feb. 14.

**WALR-FM (Kiss 104.1)/Atlanta** is celebrating Black History Month by holding a special Movie of the Week screening every Monday in February at the Magic Johnson Theatres in southwest Atlanta. Ticket prices are a frequency-related \$1.04, and all proceeds will benefit scholarship programs at four historically black colleges or universities.

WMAL/Washington shuffles its lineup on Feb. 14 as the ABC O&O extends **Sean Hannity's** syndicated show to the 3-6pm slot and moves **Victoria Jones** to the 6-9pm shift. As a result, station vet **Chris Core** is expected to move from 5-7pm to mornings, where he'll join current hosts **Tim Brant** and **Andy Parks**. WMAL would not offer an official comment on Core's on-air status.

On our virtual Metro ride on the red and orange lines from Friendship Heights to New Carrollton, MD, we see that WHFS/Washington-Baltimore has ended its Jockless in January stunt by revamping its on-air lineup. Night jock **Graeme** spins into morning drive for *Graeme's World* as Gina Crash exits the Infinity Alternative. The station is seeking "real-life characters" for Graeme's show by holding open casting calls at nearby universities.

Clear Channel Radio Interactive pacts with McVay Media to consult its new media presence. McVay Media AC Specialist and New Music Consultant **Daniel Anstandig** will consult CCRI.

Congrats to the staff at Epic Records as **Michael Jackson's** "Butterflies" hits No. 1 on the R&R Urban chart. It also spends its third nonconsecutive week at the top on the Urban AC chart. The second single from Jackson's *Invincible* CD has also charted at CHR/Pop and CHR/Rhythmic.

Kudos to Atlantic Sr. VP/Promo **Danny Buch** and the entire team at the label for lining up **Jewel** to not only sing the national anthem at the NHL All-Star Game, held Feb. 2 in Los Angeles, but to perform her current smash "Standing Still" between periods. Both ABC-TV and CBC-TV aired her performance of the single in its entirety, giving hockey fans a little extra eye candy on a Saturday afternoon.

RADIO & RECORDS



1

- **Luke Lewis** leaps to Chairman of Mercury/Nashville.
- **Alan Lincoln** logged as President of Sheridan Broadcasting.
- **Etoile Zisselman** elevated to VP/Adult Formats for Arista.
- **Lynn Bruder** becomes VP/GM for Radio One/Philadelphia.

5

- KSCA/Los Angeles drops Adult Alternative for Regional Mexican with **Maria Elena Nava** as PD and **Renan Almendares Coello** in morning drive.
- Barnstable boosts **Jane Bartsch** to Long Island Radio Group Manager.
- **Bruce Blevins** brought in as GM of KHTC/Phoenix.



Maria Nava

10

- **Jeffrey Naumann** gets the VP/Radio Promotion nod at Virgin Records.
- **Roy Sampson** ascends to OM at WCAO & WXYV/Baltimore.
- **Tom Teuber** tapped as PD of WWCD/Columbus, OH.

15



Mark Chernoff

- **Eddie Mascolo** set as Sr. VP/Product Development at RCA Records.
- **Mike Kakoyiannis** captures Sr. VP duties for Metropolitan Broadcasting.
- **Frank Oxarart** recruited as GM of WMCA/New York.
- **Mark Chernoff** upped to PD of WNEW-FM/New York.

20

- *Metromedia/N.Y. news*: **Jim Lowe** picked as PD of WNEW-AM; WNEW-FM promotes **Scott Muni** to OM and taps **Richard Neer** as PD.
- **Harry Lyles** becomes WBLZ/Cincinnati's PD.
- **Lee Arnold** returns to WHN/New York for mid-days.

25

- **Bill Garcia** grabs the PD reins at WXLO (99X)/New York.
- **Bob Hamilton** hired as PD of KRTH/Los Angeles.
- **Robin Mitchell** set as PD of KYAC-FM/Seattle.

Mark your calendars now: The 2002 Radio-Mercury Awards Luncheon and Ceremony will be held June 6 at New York's Waldorf-Astoria Hotel. The call-for-entry deadline is March 1. For more info, call 212-681-7207.

Lastly, R&R and ST send our deepest condolences to **Jerry Brenner**, President/CEO of the Brenner Group, who lost his mother, Sally Brenner, on Feb. 5 after a long illness. Mrs. Brenner was 85.

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

R&R Hot AC: 26 - 24

#3 Most Increased! 928x (+225)

BDS Adult Top 40: 29\* - 25\*

#2 Greatest Gainer! 860x (+193)

BDS Modern Adult: 28\* - 25\*

#1 Greatest Gainer! 610x (+153)

New Adds This Week:

KSTP/Minneapolis

KPLZ/Seattle

WOMX/Orlando

WWMX/Baltimore

WALC/Charleston

KSII/El Paso

WMJJ/Birmingham

# CHRIS ISAAC

## let me down easy

The first single from  
the new album

**Always Got Tonight**

Watch the new season of

*the Chris Isaac*  
show

Sunday nights on **SHOWTIME**  
at 10:45pm ET/PT

Don't miss last season's critically-  
acclaimed episodes re-airing every  
Saturday night at 10pm



R&R Triple A: 6 - 3

#1 Most Increased! 452x (+82)

BDS AAA: 3\* - 2\*

#1 Greatest Gainer! 302x (+48)



STEVE WONSIEWICZ

swonz@rronline.com

## Let The Games Begin

□ Music plays biggest role ever in Olympic games

**W**hile no one knows who's going to win the gold at the 2002 Winter Olympics in Salt Lake City, one thing is certain: The record industry stands to reap huge benefits when billions of people from around the world are exposed to the most ambitious slate of performers ever assembled for the event.

Here's what's on tap. Performers during the opening ceremonies on Feb. 8 will include R. Kelly, Sting, The Dixie Chicks, LeAnn Rimes, Rita Coolidge & Walela, Robbie Robertson, Yo-Yo Ma, the Mormon Tabernacle Choir, the Utah Symphony, Eclipse and The Desert String Band. During the closing ceremonies Harry Connick Jr., Charlotte Church, Bon Jovi, 'N Sync, Russell Watson, Christina Aguilera and Dianne Reeves will perform.

In between it's The Dave Matthews Band, Foo Fighters, Macy Gray, The Barenaked Ladies, Sheryl Crow, Smash Mouth, Brooks & Dunn, Train, Nelly Furtado, Creed, Marc Anthony, Alanis Morissette, The Goo Goo Dolls, 'N Sync (again), Martina McBride and The Temptations.

That's not all. Other artists have lined up performances in Salt Lake City in conjunction with the games, and many of them will use the opportunity to perform material from their recently released or forthcoming albums.

On the commercial side, good news is already trickling in with regard to TV viewership and advertising revenue, despite concerns over security. According to various published reports, NBC-TV and its companion networks CNBC and MSNBC are expected to rake in a profit of \$60 million-\$75 million during their 17-day coverage. That's more than NBC made during the 2000 Summer Olympics in Sydney, Australia.

Additionally, the network says that nearly 98% of its inventory is sold out. All told, NBC will gross about \$720 million — compared to the \$545 million it shelled out for the broadcast rights and another \$100 million in expenses. About 70% of the events are expected to be broadcast live.

Those issues aside, music will play its most visible role yet in any Olympics, summer or winter. While I was working in Europe, I was fortunate enough to attend the 1994 Winter

Olympics in Lillehammer, Norway, courtesy of the national private radio network P4 Radio Hele Norge. While some recording groups performed in the city, that activity pales in comparison to what organizers have on tap for this year's games.

### Booking The Talent

One person who has been in the thick of it is Pollack Media Group Chairman/CEO **Jeff Pollack**, who serves as Sr. Talent Executive for the Salt Lake Organizing Committee and



Jeff Pollack

has been working with the group and NBC for the past 18 months. From the outset, the music and talent team wanted to shake things up. "SLOC wanted something different, and we tried our best to do that," Pollack says.

"I believe we accomplished that goal. Everyone involved put in a tremendous amount of hard work. People are going to see combinations and individual performances that they never would have imagined being a part of the Olympics a decade ago. It will encompass as many genres as possible."

Interestingly, the music and talent team didn't make any of their choices based on research. "It was a gut call," Pollack says. "They felt that they had an opportunity to do something that had never been done. Particularly, the way the medal ceremonies were changed offered us a chance to do something special each night."

"We looked at three different audiences to which we wanted to program. That's what this is all about — programming these events. We looked at the people who are attending the events and who live in the area. We looked at the American audience that

will see the opening, closing and excerpts from the medal ceremonies every night on the highlight show. And then we looked at the worldwide audience.

"We weighed those three factors when it came to booking talent. It's nice to have an act with global appeal, but, on the other hand, you want to superserve the people attending the games, as well as the American audience. We've come up with a series of artists that accomplishes those three goals."

Pollack admits that having the

**"The real impact will be on local music sales in Salt Lake City."**

Curt Eddy

games in the U.S. helped tremendously. "We've had several advantages," he says. "One of the major ones is the fact that we're on American soil. That made it much easier to get American artists to participate, which probably won't be the case during the 2004 games in Greece. That will be a much harder sell."

### Sept. 11 Impact

Surprisingly, the events of Sept. 11, 2001 didn't result in artists opting out of the performances. "It wasn't a factor," Pollack says. "We were about halfway booked before Sept. 11, and nobody called to cancel. The security will be very tight, as it should be, since the president will be attending and this will be the first huge global event since the attacks on America. Everybody feels that it's something they should do, for many of the reasons I've already outlined."

The music industry's biggest stars were attracted to the opportunity to perform at the games for a couple of key reasons. "From a commercial standpoint, it's a great opportunity to take advantage of tremendous media exposure, nationally and international-



AN UNFORGETTABLE SIGNING

The Verve Music Group has signed legendary singer Natalie Cole, reuniting her with VMG Chairman Tommy LiPuma, who produced her groundbreaking 1991 release *Unforgettable*, which won six Grammys. Cole and LiPuma are currently putting the finishing touches on Cole's Verve debut, which is scheduled for a fall 2002 release. Pictured (l-r) are Cole; Cole's manager, Dan Cleary; VMG President/CEO Ron Goldstein; and (seated) LiPuma.

ly, and it's ideal for international artists who want to break into the U.S. market," Pollack says.

"Not only is it a once-in-a-lifetime chance to be a part of something like this, but there's also a patriotic sentiment attached to it, which has made people feel very strongly about wanting to participate. We found early on that there was tremendous appeal.

"I remember people asking me if we had trouble booking it. Well, we had Sept. 11, it's the time of year when no bands are touring, the acts will be performing outside in cold weather, and they're getting paid virtually nothing. Still, there's a majesty to this event that has resulted in people clamoring to be a part of it. We are so gratified that artists wanted to be involved."

### Promotion, Sales Benefits

On the radio-promotion front, many major labels aren't planning significant campaigns around their artists' performances simply because of the magnitude of the games. Jive Records Sr. VP/Promotion **Joe Riccitelli** comments, "We're not trying to wheel and deal or do any kind of major promotion around the events, because the visibility of the opening and closing ceremonies and the evening concerts speaks volumes.

"How can Interscope capitalize on U2's performance during the Super Bowl? The answer is that they really don't need to. Just the fact that U2 are performing is enough. You don't mess with it. It's a great opportunity for the artist, and it's great for the fans and the record company to see the artist representing their country."

Interscope Sr. Marketing Executive **Paul Kremen** agrees. "In many of these instances, we're already working records from the artists," he says. "This is just another opportunity to get exposure. And we're doing what any record company would do, which is

getting multiple exposures for our artists."

Interscope won't bump up its ad campaign for its artists who will perform at the games. "You don't need to, because this adds more juice to your campaign," says Kremen.

On the sales side, some pros aren't expecting the performances to ring the retail cash registers to any significant degree. As one industry sales vet notes, "In my experience, there is no appreciable sales bump for a performance during the games. I have not had an artist that I can remember do the opening or closing ceremonies. However, there may be an international lift in sales."

UMVD Sr. VP/Sales & Field Marketing **Curt Eddy** is another exec who thinks the sales jumps will be minimal, except at the local level. "Any event of this international scale is always a plus, but I think the real impact will be on local music sales in Salt Lake City," he says. "With so many people coming into the area, there is always the opportunity for entertainment sales. I believe that local retailers will be preparing for significant incremental sales, because there is always downtime when people can shop.

"Conversely, since the games are being played in the U.S., and as the events will be carried live, there is a very real chance that people will be at home watching, instead of shopping. So it may actually pull away sales in other geographic areas."

In the end, depending on how the coverage plays out in the ratings game, music's place at the Olympics could forever be changed for the better. Pollack sums it up by saying, "This is the culmination of 18 months of hard work by our team. And the most exciting part is that, for the first time in Olympics history, there is an opportunity for huge musical diversity that you have never seen before at the games."

**"We were about halfway booked before Sept. 11, and nobody called to cancel."**

Jeff Pollack



LAUNCHING PAD LAUNCHING PAD

LAUNCHING PAD

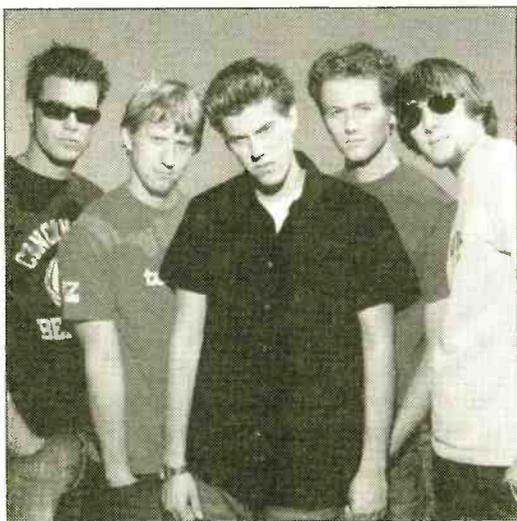
MUSIC NEWS & VIEWS

## Something Corporate Find Success

It's not often that an alt rock band's frontman cites Elton John and Billy Joel as major musical influences, yet that's exactly the case for the Drive-Thru/MCA Records quintet **Something Corporate**, whose infectious new song "If You C Jordan" debuts this week on the Alternative top 50 at No. 45.

Major-market stations leading the way include KROQ/Los Angeles, KNDD/Seattle, KEDJ/Phoenix, WBCN/Boston, WHFS/Washington, WKQX/Chicago, CIMX/Detroit, KROX/Austin and KWOD/Sacramento.

Hailing from musically fertile Orange County in Southern California, Something Corporate have generated quite a buzz since their frontman and chief songwriter, 19-year-old **Andrew McMahon**, graduated from high school over a year ago. A good chunk of the notoriety achieved by the band (which also includes guitarists Josh Partington and William Tell, drummer Brian Ireland and bassist Clutch) comes from McMahon's affection for '70s piano rock.



Something Corporate

In the band's official bio, McMahon says, "I love the great '70s Elton John, where he was at the best part of his youth, writing angst-filled songs." He's also quick to hand over the reins to his colleagues, noting, "Whatever feels right, we do. Sometimes you just suck it up and say, 'Hey, I don't belong on this one.'"

That kind of musical teamwork and creativity have helped Something Corporate build a growing following around the greater Los Angeles area in only a few years. In fact, the buzz was loud enough that, last summer, it caught the attention of noted punk-rock indie label Drive-Thru Records, whose roster includes Fenix TX and New Found Glory.

Drive-Thru co-President/co-owner **Stefanie Reines**, who founded the label with brother Richard, recalls, "We heard about the band from some kids who know the local scene really well. So Richard and I went to the band's website, listened to their music and basically went, 'Holy shit! This is amazing. We have to see them.'"

Within days the band arranged a private showcase for the Reineses. "We drove about an hour and a half to see them play in Andrew's parents' garage," Stefanie says. "When we got there, they had everything ready to go. They had invited a bunch of their friends and even set up what they called the 'executive couch' for us to sit in while they performed. And they sounded incredible. We asked them to play song after song, and they ended up playing for about an hour and 20 minutes. Right after the show we met Andrew's parents, sat in their kitchen and pitched them on why they should be on our label."

One key point in deal discussions centered on McMahon's prerequisite that he be able to play his upright piano (and get it tuned for every show) while on tour. "I remember thinking, 'How in the hell are we going to be able to afford that,'" Stefanie says. "We went to MCA and told them we would need the extra money to get everything going. Once they heard the band, they bought right into it."

MCA Sr. VP/Pop A&R **Gary Ashley** recalls, "It was a great situation. The band wanted to be on Drive-Thru, and we wanted to be involved with the band. It worked out perfectly."

Another crucial decision centered on getting the new music to fans. "Our philosophy is to get a base and a buzz going and build it from there," Stefanie says. "The first thing we wanted to do was to get some music out there, because the songs were so incredible. We didn't want to wait until the band finished a full-length."

"I've always been a firm believer that, with bands like this, the formula for success isn't recording some songs and throwing them at radio," Ashley says. "You have to take your time and introduce the band to fans. And the EP gave those fans a chance to get to know the band at a low price point."

The sales success of the five-song EP *Audio Boxer* resulted in the label moving up its plans for the band. "We thought that we would release the EP and let it sell what it would, and then we would begin recording the album in February," Ashley says. "Well, a wonderful thing happened along the way: Radio discovered Something Corporate early this year, which really changed our plans, because, initially, we didn't have the album on the release schedule until July."

To roll out Something Corporate, MCA began setting up the band and its music at Alternative specialty shows last September. VP/Alternative Promotion **Lisa Cristiano** comments, "We started it very slowly and reached out to the specialty show programmers who are in touch with the music on the streets. We wanted to win them over, as well as the PDs who pay close attention to those shows, and we also wanted to give the band time to develop their fan base. We didn't even have an add date in mind."

By November things started picking up, and EP sales started taking off. "We began hearing from programmers across the country who were really excited about the record and ready to support it," says Cristiano. "That's when it became an immediate priority for us. We've always been in this for the long haul, because we believe Something Corporate is a band that is going to have a long career. But the feedback got so strong that we knew we had to address things like add dates sooner rather than later."

In the near future MCA plans to continue building a solid foundation at Alternative. "We're very fortunate to have some great stations in some of the country's largest markets supporting this band," Cristiano says. "And, thanks to having the EP out there, our sales department is locked and loaded on the project and helping us spread the word to the consumer, which is always the ultimate goal."

"Right now, at radio, we want to get fully entrenched at Alternative and let the band find its legs. Then, when the stories start spreading, we'll start looking at other formats."

Something Corporate are currently putting the finishing touches on their new as-yet-untitled full-length album, which will be released this spring.

Ready for Takeoff returns next week.

— Steve Wonsiewicz

## Dion's New Day Coming

Epic Records has slated March 26 as the release date for **Celine Dion's** new album, *A New Day Has Come*. The leadoff single, which is the title track, was serviced to radio on Feb. 6.

*A New Day Has Come* is Dion's first studio album since 1997's *Let's Talk About Love*, which sold 28 million copies worldwide. It features songs produced by Robert John "Mutt" Lange, Guy Roche, Christopher Neil, Ric Wake, Gerald De Palmas, Anders Bagge, Kristian Lundin, Peer Astrom and Humberto Gatica, among others.



Celine Dion

Commenting on the recording, Dion says, "The last two years have been among the best of my life, as my husband and I have started a family and enjoyed our time together. This has made going back into the studio a vehicle to express my growth, both personally and artistically."

Epic Records President **Polly Anthony** notes, "Celine has literally grown up in front of the world. These past two years out of the spotlight have been so important to her as a woman, a wife and now a mother. With the release of *A New Day Has Come*, we meet Celine in the next part of her life. She is confident, exuberant and, as always, vocally unmatched."

## Eminem's Show Debuts April

Multi-Platinum, Grammy Award-winning rapper **Eminem** is putting the finishing touches on his new album, *The Eminem Show*, which he is co-producing with Dr. Dre. Samples of the song "Cleaning out My Closet" will be featured in trailers for the movie *8 Mile*, in which Eminem stars. The film is slated for release on July 15, while *The Eminem Show* is expected to hit retail in April.

## McCartney Drivin' Across USA

**Paul McCartney** plans to hit the concert trail for the first time in nearly a decade. Calling it the Drivin' USA tour, McCartney plans a 14-date coast-to-coast jaunt across the U.S. beginning in April, in support of his new album, *Driving Rain*.

In a written statement, McCartney, whose last outing was 1993's New World tour, said, "I'm very excited to be getting back on the road, playing with a new band and including in the show some songs that I haven't played live before."

In other tour news, Island Records bandmates **American Hi-Fi**, **Sum 41**, **Hoobastank**, **Injected**, **Rival Schools**, **Andrew WK**, **Greenwheel**, **Blindfold** and **Rubyhorse** have joined forces for the Fuel the Music tour, which bowed Feb. 2 in Orlando ... **No Doubt** begin their national headlining tour March 18 in Sacramento ... **The Mighty Mighty Bosstones** and **Bad Religion** have joined Vans' Warped tour, which is expected to begin in mid-June ... **Ryan Adams** has lined up over a dozen dates, beginning Feb. 25 in Los Angeles.

*This 'n' that:* MTV reports that Columbia Records will release a collection of remixes by **Destiny's Child**, titled *This Is a Remix*, on March 12 ... **Moby** tells fans on his website that his new album, *18*, will be released in May ... Atlantic Records inks Palo Alto, CA-based female punk band **The Donnass**, who are working on their next album, which is scheduled to be released this summer.

## POLLSTAR CONCERT PULSE

Pos.	Artist	Avg. Gross (in 000s)	Among this week's new tours:
1	U2	\$1,812.0	
2	NEIL DIAMOND	\$966.2	BETTER THAN EZRA
3	BRITNEY SPEARS	\$791.6	ERIC GALES BAND
4	AEROSMITH	\$665.5	JOHN PRINE
5	FAMILY VALUES TOUR	\$414.8	KID ROCK
6	AMY GRANT/VINCE GILL	\$412.6	NO DOUBT
7	TOOL	\$409.0	ROOMFUL OF BLUES
8	OZZY OSBOURNE	\$380.2	
9	MANNHEIM STEAMROLLER	\$354.7	
10	JERRY SEINFELD	\$326.7	
11	ROD STEWART	\$311.9	
12	BOB DYLAN	\$283.7	
13	PHIL LESH & FRIENDS	\$238.1	
14	WIDESPREAD PANIC	\$229.8	
15	WEEZER	\$222.3	

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

February 8, 2002

## My Bloody Valentines

With Valentine's Day just around the corner, we here at Music Meeting decided to forego the traditional flowers and chocolates. Instead, we prefer to win your affection with a box full of new releases. First up this week is a band that's harder than diamonds (and twice as scary as the price of ice): Roadrunner/IDJMG's



Slipknot

masked freaks **Slipknot** deliver the heartwarming "My Plague" to Active Rock and Alternative. The group may be more suited for Halloween, but the latest track from the Platinum-plus *Iowa* is sure to win over even more hard rock fans.

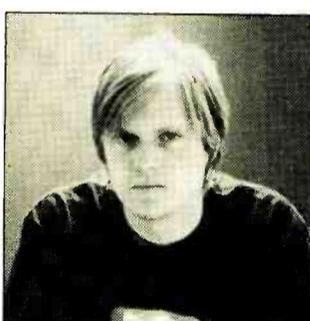
Another multi-Platinum hard rock act fights for your love this week. **Godsmack** lay the smack down with "I Stand

Alone," the first single from The Rock's upcoming movie, *The Scorpion King*. Given the enormous popularity of rock 'n' wrestling, this track is (no pun intended) a no-brainer. Approaching Gold status with *Animosity* are **Sevendust**. The guitars of "Live Again" crush, but the melody captivates. Find out why the kids are hooked on 'Dust when you head to the "Previews" sections of Active Rock, Rock and Alternative. Also hitting the same formats are Boston's **Reveille**, who have built an underground buzz with their rap-rock rage. Turn your audience on with "Inside Out."

There's no shortage of hard rockers branching out to other formats either. With the heat behind "Wasting My Time," programmers outside of the Rock universe should waste no time in checking out TVT's **Default**. This group could easily follow in the paths blazed by Creed and Nickelback. Already a top-five track at Active Rock, Rock and Alternative, the time for "Time" is now. Find it in Pop, Triple A, Alternative and both Rock formats, as well as both AC formats.



Default



Abandoned Pools

Atlantic's **Course Of Nature** also have a bright future with the melodic rocker "Caught in the Sun." Soak up some "Sun" over at Pop, Hot AC and AC.

**311** continue to expand their horizons with "Amber." Nick Hexum brings the melody up front on the group's latest, and you can find it in the "Going for Adds" sections of Alternative and Active

Rock and the "Previews" section of Hot AC. Another hooky number is "I'm Just a Kid" by Atlantic's **Simple Plan**. If pop punk like Blink-182 or Sum 41 works for your station, you may want to check this ditty out in the Alternative and Rock sections. They also win Album Title of the Week: *No Helmets, No Pads ... Just Balls*.

Two acts winning praise from critics, as well as listeners are Extasy's **Abandoned Pools** and Quango/Palm's **Zero 7**. The brainchild of former Eels bassist Tommy Walter, Abandoned Pools are making major inroads at the Alternative format with "Remedy." The song is too good not to share though: You can also find it in Hot AC. The seductive soundscapes of **Zero 7** have already won over critics. Why not win your audience over with "Destiny"? Hot AC, Triple A and Smooth Jazz can meet their destiny with **Zero 7** in those format's "Previews" sections. When it comes to new releases, there are no zeros at Music Meeting. Log in today at [www.rmusicmeeting.com](http://www.rmusicmeeting.com) and feel the love.

— Frank Correia

## R&R Going For Adds™

Week Of 2-11-02

### CHR/POP

**IAN VAN DAHL** Will I? (*Robbins*)  
**MICK JAGGER** Visions Of Paradise (*Virgin*)  
**P.D.D.** Youth Of The Nation (*Atlantic*)  
**SHAKIRA** Underneath Your Clothes (*Epic*)  
**SOLUNA** For All Time (*DreamWorks*)  
**TOYA** No Matta What.... (*Arista*)

### CHR/RHYTHMIC

**ASHANTI** Foolish (*Murder Inc./Def Jam/IDJMG*)  
**COREY** Hush Lil' Lady (*Motown/Universal*)  
**IAN VAN DAHL** Will I? (*Robbins*)  
**KNOC-TURN'AL** Knoc (*Elektra/EEG*)  
**KOSHEEN** Hide U (*Arista*)  
**RL** Got Me A Model (*J*)  
**USHER** U Don't Have To Call (*LaFace/Arista*)

### URBAN

**ASHANTI** Foolish (*Murder Inc./Def Jam/IDJMG*)  
**KNOC-TURN'AL** Knoc (*Elektra/EEG*)  
**NATE DOGG** Keep It G.A.N.G.S.T.A. (*Elektra/EEG*)  
**NINE20** What Would You Do? (*MCA*)  
**RL** Got Me A Model (*J*)

### URBAN AC

**BRIAN MCKNIGHT** What's It Gonna Be? (*Motown*)  
**NINE20** What Would You Do? (*MCA*)

### COUNTRY

**GENE WATSON** The Man An' Me And You (*RMG*)  
**PAT GREEN** Three Days (*Republic/Universal*)  
**TRACE ADKINS** Help Me Understand (*Capitol*)

### AC

**ENYA** Wild Child (*Reprise*)  
**MARC ANTHONY** I Need You (*Columbia*)  
**MARILYN SCOTT** Don't Let Love Get Away (*Prana*)

### HOT AC

**ENYA** Wild Child (*Reprise*)  
**RUFUS WAINWRIGHT** Across The Universe (*V2*)

### SMOOTH JAZZ

**ALEX BUGNON** Soul Purpose (*Narada*)  
**ANDRE WARD** Make You Fall In Love (*Orpheus*)  
**BARRY MANILOW** I Hear Her Playing Music (*Concord*)  
**JEFF GOLUB** Cut The Cake (*VMG/GRP*)  
**MARK DOUTHIT** A Voice Of The Heart (*Hillsboro*)  
**RAMSEY LEWIS f/NANCY WILSON** Piano In The Dark (*Narada*)  
**SERAH** Sailing (*Great Northern Arts*)  
**SPECIAL EFX** Two Hearts (*Shanachie*)

### ROCK

**BLACK LABEL SOCIETY** Bleed For Me (*Spit Fire*)  
**CROSSBREED** Breathe (*Artemis*)  
**DOPE** Slipping Away (*Flip/Epic*)  
**DROWNING POOL** Tear Away (*Wind-up*)  
**LOSTPROPHETS** Shinobi Vs. Dragon Ninja (*Columbia*)  
**MICK JAGGER** Visions Of Paradise (*Virgin*)  
**TRAIN** She's On Fire (*Columbia*)

### ACTIVE ROCK

**BLACK LABEL SOCIETY** Bleed For Me (*Spit Fire*)  
**CROSSBREED** Breathe (*Artemis*)  
**DOPE** Slipping Away (*Flip/Epic*)  
**DROWNING POOL** Tear Away (*Wind-up*)  
**LOSTPROPHETS** Shinobi Vs. Dragon Ninja (*Columbia*)  
**TRAIN** She's On Fire (*Columbia*)

### ALTERNATIVE

**DOPE** Slippin' Away (*Flip/Epic*)  
**DROWNING POOL** Tear Away (*Wind-up*)  
**GRAVITY KILLS** One Thing (*Sanctuary/SRG*)  
**JACK JOHNSON** Flake (*Enjoy/Universal*)  
**REGENCY BUCK** Free To Change Your Mind (*DreamWorks*)  
**TENACIOUS D** Tribute (*Epic*)  
**311** Amber (*Volcano*)

### TRIPLE A

**AMY FAIRCHILD** Beautiful Secret (*So Fair Music*)  
**JOSH ROUSE** Feeling No Pain (*Rykodisc*)  
**LISA LOEB** Someone You Should Know (*A&M/Interscope*)  
**NICKELBACK** Too Bad (*Roadrunner/IDJMG*)  
**NEIL FINN** 7 Worlds Collide (Live) (*Nettwerk*)  
**RIALTO** London Crawling (*Koch*)  
**VARIOUS ARTISTS** Mississippi Blues (*Putumayo*)  
**ZERO 7** Destiny (*Palm*)

Going For Adds™ is based on information provided by record labels, which is subject to change without notice. R&R's Music Meeting is a secure and password-protected Internet service auditioning and/or downloading current music. Each week songs are posted online for participating radio programmers and record label executives. Not every title appearing in Going For Adds is available on Music Meeting.

liquid audio  
Selector

[www.rmusicmeeting.com](http://www.rmusicmeeting.com)



10100 Santa Monica Blvd, Third Floor • Los Angeles CA 90067-4004  
Tel (310) 553-4330 • Fax (310) 203-9763  
www.ronline.com

EDITOR-IN-CHIEF	RON RODRIGUES • ronn@ronline.com
EXECUTIVE EDITOR	JEFF GREEN • jgreen@ronline.com
MANAGING EDITOR	RICHARD LANGE • rlange@ronline.com
MUSIC EDITOR	STEVE WONSIEWICZ • swonz@ronline.com
NEWS EDITOR	JULIE GIDLOW • jgidlow@ronline.com
RADIO EDITOR	ADAM JACOBSON • jacobson@ronline.com
RESEARCH DIRECTOR	HURRICANE HEERAN • ratings@ronline.com
ASSISTANT MANAGING EDITOR	BRIDA CONNOLLY • brida@ronline.com
SENIOR ASSOCIATE EDITOR/MUSIC	FRANK CORREIA • fcorreia@ronline.com
<b>CHARTS &amp; FORMATS</b>	
DIRECTOR/CHARTS	ANTHONY ACAMPORA • anthony1@ronline.com
CHARTS & MUSIC MANAGER	ROB AGNOLETTI • rob@ronline.com
<b>FORMAT EDITORS</b>	
AC EDITOR	MIKE KINOSIAN • mkinosox@ronline.com
ALTERNATIVE EDITOR	JIM KERR • jimkerr@ronline.com
SR. VP/CHR EDITOR	TONY NOVIA • tnovia@ronline.com
CHRISTIAN EDITOR	RICK WELKE • rwelke@ronline.com
CHR/RHYTHMIC EDITOR	DONTAY THOMPSON • dthompson@ronline.com
COUNTRY EDITOR	LON HELTON • lhelton@ronline.com
ELECTRONIC PUBS EDITOR	KEVIN CARTER • kcarter@ronline.com
NEWS/TALK/SPORTS EDITOR	AL PETERSON • alpeterson@ronline.com
ROCK EDITOR	CYNDEE MAXWELL • max@ronline.com
SMOOTH JAZZ EDITOR	CAROL ARCHER • archer@ronline.com
TRIPLE A EDITOR	JOHN SCHOENBERGER • jschoenberger@ronline.com
URBAN EDITOR	WALT LOVE • babylove@ronline.com
ASST. EDITOR	RENEE BELL • rbell@ronline.com
ASST. EDITOR	MIKE DAVIS • mdavis@ronline.com
ASST. EDITOR	TANYA O'QUINN • oquinn@ronline.com
ASST. EDITOR	MARK BROWER • mbrower@ronline.com
ASST. EDITOR	PETER PETRO • petro@ronline.com
ASST. EDITOR	KATY STEPHAN • kstephan@ronline.com
ASST. EDITOR	HEIDI VAN ALSTYNE • heidiv@ronline.com
<b>BUREAUS</b>	
888 17 <sup>th</sup> Street NW • Washington, DC 20006 • Tel (202) 463-0500 • Fax (202) 463-0432	BUREAU CHIEF
	ASSOCIATE EDITOR
1106 16 <sup>th</sup> Avenue South • Nashville, TN 37212 • Tel (615) 244-8822 • Fax (615) 248-6655	BUREAU CHIEF
	ASSOCIATE EDITOR
	OFFICE MANAGER
<b>INFORMATION SERVICES</b>	
MANAGER	JILL BAUHS • jill@ronline.com
TECHNICAL SUPPORT	JOSHUA BENNETT • jbenett@ronline.com
TECHNICAL SUPPORT	MARV KUBOTA • mkubota@ronline.com
<b>CIRCULATION</b>	
FULFILLMENT MANAGER	KELLEY SCHIEFFELIN • moreinfo@ronline.com
CIRCULATION COORDINATOR	JIM HANSON • jhanson@ronline.com
CIRCULATION COORDINATOR	AMANDA CIMMARRUSTI • acimmarrusti@ronline.com
<b>MIS</b>	
DIRECTOR	SAEID IRVANI • sirvani@ronline.com
SYSTEM ADMIN	JOSE DE LEON • deleon@ronline.com
COMPUTER SERVICES	AMIT GUPTA • agupta@ronline.com
COMPUTER SERVICES	HAMID IRVANI • hirvani@ronline.com
COMPUTER SERVICES	ABHIJIT JOGLEKAR • ajoglekar@ronline.com
COMPUTER SERVICES	PUNEET PARASHAR • pparashar@ronline.com
COMPUTER SERVICES	CECIL PHILLIPS • phillips@ronline.com
NETWORK ADMIN	DAVID PUCKETT • dpuckett@ronline.com
COMPUTER SERVICES	MARJON SHABANPOUR • mshabanpour@ronline.com
COMPUTER SERVICES	CARLOS REYES • creyes@ronline.com
COMPUTER SERVICES	RICK ZABLAN • rzablan@ronline.com
<b>PRODUCTION</b>	
DIRECTOR	KENT THOMAS • kthomas@ronline.com
MANAGER	ROGER ZUMWALT • roger@ronline.com
GRAPHICS	ANDREW CHIZOV • achizov@ronline.com
GRAPHICS	FRANK LOPEZ • flopez@ronline.com
GRAPHICS	DELIA RUBIO • drubio@ronline.com
<b>DESIGN</b>	
DIRECTOR	GARY VAN DER STEUR • vdsteur@ronline.com
DESIGN	MIKE GARCIA • mgarcia@ronline.com
ELECTRONIC PUBS DESIGN	CARL HARMON • cjdesign@ronline.com
DESIGN	TIM KUMMEROW • kummerow@ronline.com
DESIGN	JULIE LEE • jlee@ronline.com
AD DESIGN MANAGER	EULALAE C. NARIDO II • bnarido@ronline.com
DESIGN	JEFF STEIMAN • voodoo@ronline.com
<b>ADVERTISING</b>	
DIRECTOR/SALES	HENRY MOWRY • hmowry@ronline.com
ADVERTISING COORDINATOR	NANCY HOFF • nhoff@ronline.com
SALES REPRESENTATIVE	PAUL COLBERT • pcolbert@ronline.com
SALES REPRESENTATIVE	MISSY HAFFLEY • mhaffley@ronline.com
SALES REPRESENTATIVE	JESSICA HARRELL • jessica@ronline.com
NTR SALES REPRESENTATIVE	GARY NUEL • gnuell@ronline.com
SALES REPRESENTATIVE	KAREN MUMAW • kmumaw@ronline.com
SALES REPRESENTATIVE	KRISTY REEVES • kreeves@ronline.com
SALES REPRESENTATIVE	MICHELLE RICH • mrich@ronline.com
SALES REPRESENTATIVE	ROBERT TAYLOR • rtaylor@ronline.com
SALES REPRESENTATIVE	BROOKE WILLIAMS • bwilliams@ronline.com
SALES ASSISTANT	STEPHANIE HEYSER • sheyser@ronline.com
<b>MUSIC MEETING</b>	
OPERATIONS MANAGER	AL MACHERA • almachera@rrmusicmeeting.com
E-COMMERCE ADMIN.	DIANE RAMOS • dramos@rrmusicmeeting.com
ENCODING COORDINATOR	MICHAEL TRIAS • mtrias@rrmusicmeeting.com
<b>ACCOUNTING</b>	
ACCOUNTING MANAGER	MARIA ABUIYSA • maria@ronline.com
ACCOUNTING	MAGDA LIZARDO • magda@ronline.com
ACCOUNTING	WHITNEY MOLLAHAN • whitney@ronline.com
ACCOUNTING	ERNESTINA RUBIO • erubio@ronline.com
ACCOUNTING	GLENDA VICTORES • glenda@ronline.com
ACCOUNTING ASSISTANT	SUSANNA PEDRAZA • spedraza@ronline.com
<b>ADMINISTRATION</b>	
PUBLISHER/CEO	ERICA FARBER • efarber@ronline.com
SR. VP/MUSIC OPERATIONS	KEVIN MCCABE • kmccabe@ronline.com
OPERATIONS MANAGER	PAGE BEAVER • pbeaver@ronline.com
LEGAL COUNSEL	LISE DEARY • lise@ronline.com
DIRECTOR OF CONVENTIONS	JACQUELINE LENNON • lennon@ronline.com
DIRECTOR HUMAN RESOURCES	LIZ GARRETT • lgarrett@ronline.com
EXECUTIVE ASSISTANT	TED KOZLOWSKI • tkozlow@ronline.com
EXECUTIVE ASSISTANT	KAT CARRIDO • kcarrido@ronline.com
RECEPTIONIST	JUANITA NEWTON • jnewton@ronline.com
MAILROOM	ROB SPARAGO • rsparago@ronline.com

A Perry Capital Corporation

## EMI

Continued from Page 1

President/COO of Virgin Records. Serletic and Lott, who are based in Los Angeles pending Virgin's relocation to New York, succeed co-presidents Ray Cooper and Ashley Newton, who have left the company.

Under the new setup, the following division heads will now report to Munns: Serletic, Capitol Records President/CEO Andy Slater, EMI Music Canada President Deane Cameron, EMI Music Distribution President/CEO Richard Cottrell, Capitol/Nashville President/CEO Mike Dungan, S-Curve Records President/CEO Steve Greenberg, EMI Christian Music Group President/CEO Bill Hearn and Angel/Blue Note President Bruce Lundvall. Of the new appointments, Levy said, "Over his long career, David has had a great deal of experience in the U.S. market. Over the past three months in particular he has demonstrated his strength of vision and his qualities of leadership. We need to ensure a very senior presence for EMI in North America, and David is ideally suited to the job.

"In Matt and Andy [Slater], we have two music-oriented executives who are very much in touch with today's music. I believe that EMI in North America is going to be an exciting place for artists and executives."

Munns said, "I am very excited about this new challenge while continuing in my role as Vice Chairman of the record division. Alain and I are sorry to be saying goodbye to Ray and Ash, and we wish them the very best for the future."

Serletic said, "Virgin has long stood for exceptional musical artistry and entrepreneurial business savvy. I will respect this legacy while assembling an outstanding executive team focused on launching, developing and maintaining the careers of today's premier artists.

"I am excited to have Roy Lott to join me as President/COO of Virgin America, as I believe Roy is one of the industry's most competent and experienced music executives. At its best, a record label connects the public to the most moving, meaningful and enjoyable contemporary music. Under my guidance Virgin will passionately support today's exceptional music makers."

Munns joined EMI in 1972 in the marketing department of its London

headquarters. He subsequently rose to various marketing positions, including Product Manager for Paul McCartney and the first Wings album. From 1977-79 he was responsible for the U.K. marketing of non-U.K. EMI repertoire. In 1979 he moved to EMI Canada to oversee all of its operations except A&R (which was the responsibility of current EMI Canada head Cameron), and in 1984 he returned to EMI U.K. as head of A&R/Marketing.

In 1987 Munns moved to PolyGram as Managing Director of Polydor Records and four years later was promoted to the worldwide position of Sr. VP/Pop Marketing for PolyGram. After leaving PolyGram in 1998 Munns became Jon Bon Jovi's manager. Munns rejoined EMI in October 2001 as Vice Chairman of EMI Recorded Music with special responsibility for global marketing and human resources.

Serletic discovered Matchbox Twenty and signed them to his production company, Melisma Productions. He went on to produce the group's debut and sophomore albums, which have together sold over 20 million copies worldwide.

In 1999 he produced "Smooth," the lead track from Santana's *Supernatural*, which has sold over 30 million copies worldwide. "Smooth" and *Supernatural* earned Serletic



Munns



Serletic



Lott

Grammy Awards in 2000 for Record of the Year and Album of the Year.

In 1999 Serletic formed Melisma Records, a joint venture with Arista Records, and has continued to produce hit records with artists including Aerosmith, Celine Dion, Collective Soul and Edwin McCain.

Lott began his music-industry career in 1979 as an attorney for Arista Records in New York. He spent the next 19 years at Arista, eventually rising to Exec. VP/GM. In 1998 he moved to EMI as Deputy President of EMI Recorded Music North America, responsible for the Angel, Blue Note, Capitol/Nashville and EMI Christian Music Group label divisions, as well as EMI Canada. The following year he took on interim responsibilities for Capitol Records, overseeing the label until Slater's appointment last year.

In related news, Roger Faxon has been named CFO for EMI Group, and Stuart Ellis has been appointed CFO for EMI Recorded Music. Faxon previously had a similar title at EMI Music Publishing; Elli was CFO at Andrew Lloyd Webber's Really Useful Group.

## Virgin Readies Move To New York City

Virgin Records America's planned move to New York highlights how the balance of power in the record industry continues to shift from Los Angeles to the Big Apple.

EMI's decision to relocate Virgin from its longtime Los Angeles headquarters is just the latest in a long line of changes within the record business. Warner Music Group's struggles, the integration of A&M Records and DGC/Geffen Records into Interscope, the rise of major labels Universal Records and the Island Def Jam Music Group and indie Jive Records and J Records as the rap and hip-hop capital have combined to tilt the power scales toward the East Coast.

In EMI's case, the company believes the relocation of Virgin will

leave it better positioned to sign and develop artists. In its announcement outlining its new corporate structure (see story, Page 1), the company said, "With Capitol Records remaining in Los Angeles under President Andy Slater and Virgin in New York [under Chairman/CEO Matt Serletic], EMI Recorded Music will have a more balanced A&R presence in the U.S. with its other labels, Capitol/Nashville, EMI Christian Music Group, Angel and Blue Note."

While no firm date has been set, EMI is hoping to relocate Virgin to new offices at 150 Fifth Avenue by mid-September. Details have yet to be disclosed about which employees in Virgin's Los Angeles offices will be offered relocation packages. Virgin employs about 150 people in Los Angeles and 25 in New York.

## TRS

Continued from Page 1

Blitzer "takes the temperature of America" through the ears and eyes of more than a dozen of America's most influential and controversial Talk radio hosts.

Blitzer, who served as CNN's senior White House correspondent covering President Bill Clinton from 1992 until 1999, has reported on a wide range of major breaking stories from around the world for more than two decades. He began his career in

1972 with the Reuters News Agency in Tel Aviv and shortly thereafter became a Washington, DC correspondent for *The Jerusalem Post*.

After more than 15 years of reporting from the nation's capital, Blitzer joined CNN in 1990 as the network's military-affairs correspondent at the Pentagon. During his tenure the Emmy Award-winning Blitzer was among the team of CNN reporters who won the Golden Cable ACE award from the National Academy of Cable Programming for coverage of

the Persian Gulf War.

The seventh annual R&R Talk Radio Seminar is set to take place Feb. 21-23 at the Marriott at Metro Center in Washington, DC. The special TRS 2002 "economic stimulus" registration rate of just \$399 — more than \$100 off on-site registration — remains available through Feb. 15. To register, use the form on Page 7, or log onto [www.ronline.com](http://www.ronline.com) and click on "Conventions" for quick and secure online registration and to view the complete TRS 2002 agenda.

# india.arie

Recipient of 7 Grammy Nominations including  
Record & Song of the Year for

## "VIDEO"

Her Debut Single "Video"  
Taken From Her CD Entitled

### A C O U S T I C S O U L

IN STORES NOW!

ALBUM  
CERTIFIED  
PLATINUM!

#1  
Most Added!

#### NEW THIS WEEK

KIIS/Los Angeles

WXKS/Boston

WSTR/Atlanta

KHTS/San Diego

WKFS/Cincinnati

WKRQ/Cincinnati

WPRO/Providence

WQZQ/Nashville

WEZB/New Orleans

WDCG/Raleigh

WKGS/Rochester

WZKF/Louisville

WDJX/Louisville

WDKF/Dayton

WSTW/Wilmington

WWHT/Syracuse

WFME/Baton Rouge

WRHT/Greenville

KLAL/Little Rock

WYKS/Gainesville

WABB/Mobile

WSSX/Charleston

WVYB/Daytona Beach

KSMB/Lafayette

WAKZ/Youngstown

WJJS/Roanoke

WXLK/Roanoke

KSXY/Santa Rosa

KZMG/Boise

WYOY/Jackson

WIOG/Saginaw

KKPN/Corpus Christi

and many more





**TONY NOVIA**  
tnovia@rronline.com

# Sales Promotions That Don't Suck

□ Ideas that increase ratings and revenues

The role of a program director is, in part, to help generate revenue for the radio station," says **Chris Edge**, PD of WDCG/Raleigh-Durham. "You can either let the sales department drive their agenda and do things that sound wrong on your radio station, or you can go to them with ideas that sound good on your station and be a part of the process, rather than a speed bump."

Edge, like many of the new generation of programmers, understands the importance of working more closely with sales to generate revenue while simultaneously creating programming that will help increase ratings. No matter the market size, radio programmers are some of the most creative people in media. Here's a sampling of some promotions that are working for CHR stations around the country.

**Chris Edge**

**PD, WDCG (G105)/  
Raleigh-Durham**

The G105 Oyster Festival: We're in our third year now. This event started out as a Guinness Beer event, but we now produce it. It's a very simple plan: In September in downtown Raleigh we take over the streets with a lot of beer, bands and oysters. This has become one of downtown's biggest events and draws approximately 10,000 people of all ages. The event was made even better by the national acts that we were able to bring in. The station gets advertising, beer money, a portion of the food sales and 100% of the \$5 admission charge.



Chris Edge

Second Chance Prom: Once a year our morning show, *Bob & Madison*, does the Bob & Madison Second Chance Prom. Aside from being an amazing image event, it generates cash from ticket sales and gives clients opportunities to present the event.

New Year's Eve: This event changes themes every year, based on pop culture. In 2001 the hotel party sold out 1,800 tickets. With minimal expenses, it generated substantial revenue for the station.

Slaw Slam: *Bob & Madison* solicits for contestants to wrestle in coleslaw. The night of the event we get a portion of the beer sales and 100% of the door. Morning shows remain a phenomenal tool to help drive participation from listeners. They also help justify admission prices.

The G105 Lonely Hearts Ball: Single people come to a bar on Valentines Day and hook up. Each listener gets a number when he or she enters. See somebody you like? Tell G105's Cupids (interns) to run over to the number you like and have them break the ice for you. Every year this is a huge event and, like the other events, G105 receives a portion of the beer sales and 100% of the door. Cha ching!

Reach Edge at [chrisedge@clearchannel.com](mailto:chrisedge@clearchannel.com).

**Shellie Hart**

**OM, KUBE/Seattle**

Go to [www.kube93.com](http://www.kube93.com) right now. The contest we have running is KUBE 93 Bingo. We partnered with Pignataro Volkswagen. KUBE supplied the 80,000 bingo cards. We mailed 50,000 to our database, plus an additional 30,000 to our KUBE 93 Click Club e-mail database. Of course, we offered a boatload of mentions for the title sponsor of the contest. In return, KUBE received a 2002 Volkswagen Jetta GL as a grand prize and a sizable four-month advertising commitment as well.

The results of this partnership between sales, programming and our KUBE 93 website have been stunning: 1) Our Click Club database grew 15% in two weeks. 2) 10% of the Click Club answered the profile questions for extra bingo cards. 3) Half of that 10% wished to be contacted by the title sponsor in the near future because they were thinking about purchasing a car in the next three months. So, the KUBE 93 Click database grows, the dealership gets leads, and we give away a cool car. That doesn't suck!

The KUBE website is making money. It has also become a powerful vehicle for KUBE 93 marketing, programming and promotions, and it reaches out weekly. The mind works by ear, and KUBE is the master of generating great word-of-mouth. Radio should never sell itself short if budgets are tight. You need a good prize, and a great sales manager (our is Sean Shannon) will recognize that. The client will benefit tenfold.

P.S.: The client has already come back to us — two weeks into the con-

test — and asked, "OK, KUBE, what's next?"

Reach Hart at [shart@ackerley.com](mailto:shart@ackerley.com).

**Jeff McHugh**

**PD, WKZL/Greensboro**

One of the most fun things we have done lately is the Eight-Minute Date. It's based loosely on "speed dating." We get groups of single men and women seated at tables for two. The couples chat for eight minutes, then we ring a bell, and the man goes to the next woman's table for another eight-minute date. At the end of the evening each person lists up to three people they would like to see again. If two individuals choose each other, we get them in touch, and they can go out on a real date.

We get three rooms with 30 people in each room. We divide the rooms into age groups of 20-somethings, 30-somethings and 40 plus. (The older rooms sell out first!) Every time we do it, it pretty much sells out, and we always get media coverage. We trade for catering by a local upscale restaurant.

Tickets are \$15, and we give all the money to charity. We make our money in sponsorships, like dating services, florists and wine distributors. The sponsor is mentioned in all the recorded promos, and it gets placement at the event. We sell the tickets online through E-tix, and we're able to place the sponsor's message on the website as well.

Reach McHugh at 336-274-8042 or [jeffm@1075kz1.com](mailto:jeffm@1075kz1.com).

**Bill Schulz**

**PD, KWNZ/Reno, NV**

The Chunkendale's! We have all heard of the Chippendale's dancers. At KWNZ, we believe that the Chippendale's are not real men. Real men are stocky, big and have a little extra junk in their trunks, so *Bill & Connie in the Morning* created the Chunkendales.

We solicited on-air for people who wanted to dance in our competition for a chance to win great prizes. We were able to sell the concept to Budweiser for a nice schedule and establish a great relationship with a very



Shellie Hart



KISSMAS WITH NELLY

No, not that one, the pretty one. DreamWorks recording star and 2002 Grammy nominee Nelly Furtado hung out with the fellas during her visit to Cleveland for the WAKS (Kiss 96.5) Kissmas Concert. Seen here (l-r) are Kiss 96.5 Asst. PD/MD Kasper, Furtado and Tri-State Promotions' Josh Reich.

upscale nightclub. We had 20 men strip it off to win great prizes, including a big-screen TV (high-tech toys for big boys), a recliner, a Budweiser couch, a six-foot sub and a year's supply of beer. We can't wait to do it again; it was a blast!

Reach Schulz at 775-829-1964 or [brobs@aol.com](mailto:brobs@aol.com).

**Boomer**

**PD, KSLZ (Z107-7)/St. Louis**

We are currently doing the Z107-7 V.I.N. 2 Win contest. Think *Wheel of Fortune*. I've chosen a V.I.N. (vehicle identification number) at random, containing a combination of 17 letters and numbers. Periodically, throughout the day, listeners call in to guess one of the characters in the V.I.N. If they choose a character that is in the V.I.N., they then get to guess the entire V.I.N. to win the car (a 2002 Ford ZX-2 from a local Ford dealer). If they don't guess a character in the V.I.N., they score a year's worth of car washes at a local chain. We keep an updated grid of correctly guessed characters on our website so listeners can keep tabs.

After two weeks of the promotion, listeners can go to the dealer and pick up a V.I.N. 2 Win card with a \$1,007 rebate on one side and all 17 characters of the V.I.N. (out of order) on the other. This builds TSL, drives listeners to our website and drives traffic to the client. Sales was able to sell sponsorship of the contest to the dealer on top of getting the car to give away. We may have even made some money from the carwash place. This promotion has really generated an early buzz for us.

Reach Boomer at 314-692-5100 or [boomer@z1077.com](mailto:boomer@z1077.com).

**Tasha Coney**

**Sales Promotion Director,  
KRBE/Houston**

We recently did a great promotion called the Car Call. It's a twist on the old key promotion. We gave away 104 cell phones, each with a 104-minute prepaid phone card. Each cell phone winner received \$104 in cash as well. This promotion had two partners: an auto group and a cell phone

retailer. Considerable traffic was generated for both sponsors (each of whom paid a fee to participate), as well as interest on-air.

Each sponsor had on-site registration and was given a certain number of finalists. All the finalists gathered at a grand-prize event and received their cell phones and cash. The finalists were then gathered in a circle, and the DJ who was on-air placed the winning phone call. The grand prize was a choice between a 2002 Jeep Liberty Sport, a 2002 Dodge Dakota Club Cab and a 2002 Chevy Tracker.

Reach Coney at 713-260-4482.

**Mark Adams**

**PD, KXJM/Portland, OR**

Our second annual morning show CD, *The Playhouse: Fun in Traffic*, worked for programming and sales, as well as being a charitable fund-raising vehicle. The actual proceeds from sales of the CD, which was available through several different music outlets in Portland, went to the American Diabetes Foundation. Our sales department secured the distribution points and tied appropriate clients into NTR print revenue within the CD liners, as well as selling promo and website mentions. From a straight programming and promotional standpoint, the exposure was a home run for the morning show and the station.

Reach Adams at [mark.adams@jamminfm.com](mailto:mark.adams@jamminfm.com).

**Eric Hanson**

**PD/MD, KZIA-FM/  
Cedar Rapids, IA**



Eric Hanson

Our best success stories of sales and programming promotions are actually CHR standards: bridal shows, bumper-sticker campaigns and trip registrations. We host the first bridal event in Cedar Rapids every year and pack tons of target females into the largest ballroom in the area. The sales

Continued on Page 38

## EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES February 8, 2002

CALLOUT AMERICA® song selection is based on the top 25 titles from the R&R CHR/Pop chart for the airplay week of January 20-26.

HP	ARTIST TITLE LABEL(S)	CHR/POP				TOTAL % FAMILIARITY	TOTAL % BURN	DEMOGRAPHICS			REGIONS			
		TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)						WOMEN 12-17	WOMEN 18-24	WOMEN 25-34	EAST	SOUTH	MID-WEST	WEST
		TW	LW	3W	4W									
	<b>LINKIN PARK</b> In The End (Warner Bros.)	3.99	4.03	3.97	3.96	73.2	15.5	4.24	3.95	3.72	3.94	4.17	4.03	3.85
	<b>NICKELBACK</b> How You Remind Me (Roadrunner/IDJMG)	3.98	4.08	3.85	3.89	88.7	25.1	4.07	3.96	3.93	4.22	4.05	3.84	3.83
HP	<b>PUDDLE OF MUDD</b> Blurry (Flawless/Geffen/Interscope)	3.89	3.95	3.98	3.72	44.2	6.9	4.07	4.02	3.55	3.79	4.14	3.80	3.89
	<b>CALLING</b> Wherever You Will Go (RCA)	3.81	3.83	3.80	3.62	85.3	16.7	3.97	3.78	3.70	3.78	3.89	3.63	3.95
	<b>USHER</b> U Got It Bad (LaFace/Arista)	3.73	3.87	3.79	3.79	76.9	24.8	4.12	3.50	3.43	3.73	3.74	3.63	3.81
	<b>CREED</b> My Sacrifice (Wind-up)	3.71	3.76	3.73	3.71	80.1	22.4	3.72	3.57	3.85	3.59	3.97	3.59	3.73
	<b>JA RULE f/ASHANTI</b> Always On Time (Murder Inc./Def Jam/IDJMG)	3.70	3.81	3.70	3.66	67.6	19.4	3.94	3.49	3.57	3.76	3.69	3.56	3.80
	<b>LEANN RIMES</b> Can't Fight The Moonlight (Curb)	3.68	3.56	3.65	3.63	74.0	15.7	4.19	3.61	3.17	3.72	3.70	3.75	3.56
	<b>NO DOUBT</b> Hey Baby (Interscope)	3.65	3.66	3.42	3.54	79.1	22.6	3.74	3.60	3.59	3.73	3.49	3.72	3.64
	<b>CITY HIGH</b> Caramel (Interscope)	3.64	3.89	3.83	3.68	60.0	17.2	3.83	3.47	3.53	3.94	3.44	3.45	3.74
HP	<b>LUDACRIS</b> Roll Out (My Business) (Def Jam South/IDJMG)	3.62	3.70	3.42	—	54.3	14.0	3.84	3.49	3.26	3.52	3.49	3.79	3.67
	<b>JENNIFER LOPEZ</b> Ain't It Funny (Epic)	3.61	3.71	3.36	—	52.6	10.1	3.88	3.42	3.40	3.93	3.39	3.65	3.49
	<b>R. KELLY</b> The World's Greatest (Interscope/Jive)	3.59	3.63	—	—	47.4	11.1	3.94	3.42	3.09	3.74	3.31	3.65	3.57
	<b>NELLY</b> #1 (Priority/Capitol)	3.58	3.63	3.53	3.75	60.9	21.1	3.82	3.44	3.28	3.77	3.43	3.51	3.59
	<b>CRAIG DAVID</b> 7 Days (Wildstar/Atlantic)	3.56	3.78	3.63	3.62	64.1	17.4	3.87	3.47	3.14	3.72	3.33	3.45	3.68
HP	<b>BUSTA RHYMES</b> Break Ya Neck (J)	3.55	3.74	—	—	47.2	11.1	3.77	3.50	3.19	3.27	3.51	3.73	3.71
	<b>JEWEL</b> Standing Still (Atlantic)	3.52	3.49	3.50	3.32	67.6	16.7	3.63	3.31	3.61	3.81	3.39	3.42	3.44
HP	<b>OUTKAST</b> The Whole World (LaFace/Arista)	3.52	3.55	3.71	—	50.4	11.8	3.63	3.54	3.22	3.70	3.55	3.30	3.55
	<b>'N SYNC</b> Girlfriend (Jive)	3.51	—	—	—	46.9	11.3	3.75	3.47	2.97	3.55	3.50	3.43	3.58
	<b>MARY J. BLIGE</b> Family Affair (MCA)	3.50	3.38	3.44	3.46	80.6	30.2	3.51	3.48	3.53	3.40	3.29	3.80	3.53
	<b>JA RULE</b> Livin' It Up (Murder Inc./Def Jam/IDJMG)	3.48	3.52	3.50	3.47	75.2	25.3	3.62	3.43	3.36	3.60	3.39	3.41	3.53
	<b>PINK</b> Get The Party Started (Arista)	3.46	3.47	3.37	3.50	84.0	31.0	3.52	3.20	3.65	3.51	3.38	3.50	3.47
	<b>SHAKIRA</b> Whenever Wherever (Epic)	3.44	3.70	3.63	3.56	80.1	30.2	3.70	3.37	3.23	3.50	3.40	3.41	3.46
	<b>TOYA</b> I Do (Arista)	3.44	3.49	3.35	3.44	68.6	23.8	3.56	3.33	3.39	3.31	3.40	3.62	3.41
	<b>ALICIA KEYS</b> A Woman's Worth (J)	3.43	3.52	3.58	3.46	63.9	18.4	3.59	3.30	3.36	3.46	3.59	3.24	3.47
	<b>ENRIQUE IGLESIAS</b> Hero (Interscope)	3.40	3.41	3.47	3.41	85.5	36.9	3.34	3.30	3.55	3.37	3.49	3.31	3.44
	<b>GINUWINE</b> Differences (Epic)	3.33	3.45	3.53	3.48	73.2	28.0	3.60	3.19	3.11	3.42	3.14	3.31	3.46
	<b>BRITNEY SPEARS</b> I'm Not A Girl... (Jive)	3.01	2.95	—	—	67.3	24.1	3.31	2.81	2.81	2.99	2.94	3.09	3.03

## CALLOUT AMERICA® Hot Scores

By ANTHONY ACAMPORA

Over the last several months we've seen R&R's CHR/Pop chart take on a decidedly rhythmic lean. But there have been some changes over the last few weeks: On *Callout America* this week, four songs (and five of the top six) are in the pop or rock genres, and nearly all of those tracks are seeing solid scores across all demos.

**Linkin Park** return to the top this week with "In The End" (Warner Bros.). The track ranks first with teens and third 18-24 and 25-34. **Nickelback** rank second with their chart-topping "How You Remind Me" (Roadrunner/IDJMG). "Remind" is fourth with teens, second 18-24 and first 25-34.

**Puddle Of Mudd** have been making big strides on the Pop side with "Blurry" (Flawless/Geffen/Interscope). The track is third overall, fourth with teens, first 18-24 and ninth 25-34. **The Calling** rank fourth with "Wherever You Will Go" (RCA). The song ranks sixth with teens and fourth among both 18-24 and 25-34 women.

**Creed** are a very close sixth with "My Sacrifice" (Wind-up). The band has sold 5 million albums in just nine weeks and gets strong callout scores, ranking seventh 18-24 and second 25-34.

Even with the success of rock-leaning music, there are still some key rhythmic songs posting solid scores: Both **OutKast** (LaFace/Arista), with "The Whole World"; and **Busta Rhymes** (J), with "Break Ya Neck," find their way into the top 10 with 18-24s, ranking eighth and ninth in the cell.

**Ja Rule f/Ashanti** ranks seventh overall with "Always On Time" (Murder Inc./Def Jam/IDJMG). "Always" is seventh with teens and eighth 25-34.

**Ludacris** posts another solid score with "Roll Out (My Business)" (Def Jam South/IDJMG). The song ranks 11th overall.

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. © 2002, R&R Inc.

RESULTS MARKETING  
CREATIVE PROMOTIONS

# the PIGEON is NOW collecting unemployment

Get your messages  
on one  
of these  
{ Contemporary }

Post-It® note pads  
with a  
custom imprint



{ 3x4, 25 sheet, 1color, Post-It® pad  
\$ .50 ea. {500 pc. minimum}

{ 800-786-8011  
www.resultsmarketing.com }

# R&R CHR/Pop Top 50

February 8, 2002

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	NICKELBACK How You Remind Me (Roadrunner/IDJMG)	9228	-229	1106711	15	133/0
4	2	NO DOUBT Hey Baby (Interscope)	8402	+360	962989	12	134/0
2	3	PINK Get The Party Started (Arista)	8126	-753	813195	15	134/0
3	4	USHER U Got It Bad (LaFace/Arista)	8121	-51	980200	13	129/0
5	5	SHAKIRA Whenever Wherever (Epic)	7387	-519	834836	15	133/0
6	6	CREED My Sacrifice (Wind-up)	6896	-226	723279	13	130/0
8	7	LINKIN PARK In The End (Warner Bros.)	6883	+621	920663	8	105/3
7	8	CALLING Wherever You Will Go (RCA)	6583	+91	819047	16	126/0
10	9	CRAIG DAVID 7 Days (Wildstar/Atlantic)	5955	+396	692685	11	130/0
9	10	MARY J. BLIGE Family Affair (MCA)	5340	-492	551796	20	126/0
13	11	LEANN RIMES Can't Fight The Moonlight (Curb)	4937	+651	645999	14	129/4
17	12	JA RULE F/ASHANTI Always On Time (Murder Inc./Def Jam/IDJMG)	4785	+925	670371	6	118/5
18	13	KYLIE MINOGUE Can't Get You Out Of My Head (Capitol)	4693	+1036	586442	5	133/6
19	14	JENNIFER LOPEZ Ain't It Funny (Epic)	4441	+790	532192	5	128/1
15	15	CITY HIGH Caramel (Interscope)	4374	+218	556898	12	124/2
12	16	NELLY #1 (Priority/Capitol)	3965	-330	375638	15	122/0
14	17	TOYA I Do (Arista)	3948	-312	426424	26	123/0
11	18	JA RULE Livin' It Up (Murder Inc./Def Jam/IDJMG)	3885	-855	453075	15	122/0
20	19	ALICIA KEYS A Woman's Worth (J)	3727	+101	363240	9	125/0
22	20	'N SYNC Girlfriend (Jive)	3495	+676	425583	4	127/4
16	21	ENRIQUE IGLESIAS Hero (Interscope)	3377	-533	331625	20	133/0
24	22	BRITNEY SPEARS I'm Not A Girl, Not Yet... (Jive)	3017	+282	324427	4	128/1
25	23	R. KELLY The World's Greatest (Interscope/Jive)	2785	+94	232632	7	107/0
27	24	MARY J. BLIGE No More Drama (MCA)	2608	+605	306613	4	118/8
26	25	BRIAN MCKNIGHT Still (Motown/Universal)	2410	+71	206728	8	120/0
29	26	ALANIS MORISSETTE Hands Clean (Maverick/Reprise)	2408	+697	297207	3	113/12
21	27	GINUWINE Differences (Epic)	2400	-797	225242	15	121/0
23	28	JEWEL Standing Still (Atlantic)	2392	-409	313997	16	103/0
32	29	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	2182	+751	251547	3	115/10
31	30	MICHELLE BRANCH All You Wanted (Maverick/WB)	1945	+335	210707	4	103/8
28	31	EVAN AND JARON The Distance (Columbia)	1661	-231	193431	11	87/0
33	32	BRANDY What About Us? (Atlantic)	1625	+379	197133	3	96/14
30	33	DESTINY'S CHILD Emotion (Columbia)	1547	-136	160287	20	118/0
35	34	NATALIE IMBRUGLIA Wrong Impression (RCA)	1443	+283	151350	3	83/7
37	35	DARREN HAYES Insatiable (Columbia)	1234	+265	110470	2	92/12
39	36	CHER Song For The Lonely (Warner Bros.)	1080	+127	106818	2	67/3
45	37	GORILLAZ 19-2000 (Virgin)	935	+225	81752	2	76/13
49	38	LUDACRIS Roll Out (My Business) (Def Jam South/IDJMG)	861	+221	86792	2	56/14
Debut	39	IIO Rapture (Tastes So Sweet) (Universal)	854	+422	95594	1	83/21
Debut	40	OUTKAST The Whole World (LaFace/Arista)	796	+169	68464	1	57/13
34	41	MICHAEL JACKSON Butterflies (Epic)	785	-430	82443	7	82/0
41	42	FABOLOUS F/NATE DOGG Can't Deny It (Desert Storm/Elektra/EEG)	751	-17	118047	11	43/0
Debut	43	FABOLOUS Young'n (Holla Back) (Desert Storm/Elektra/EEG)	732	+304	72389	1	46/6
38	44	LENNY KRAVITZ Dig In (Virgin)	729	-234	63209	17	85/0
43	45	P.O.D. Alive (Atlantic)	705	-41	76545	4	29/1
Debut	46	ENRIQUE IGLESIAS Escape (Interscope)	695	+560	81407	1	105/32
40	47	DAKOTA MOON Looking For A Place To Land (Elektra/EEG)	693	-89	54216	5	55/0
42	48	FAT JOE We Thuggin' (Terror Squad/Atlantic)	677	-69	54963	5	42/0
50	49	BUSTA RHYMES Break Ya Neck (J)	675	+45	58380	1	57/4
36	50	JANET Son Of A Gun (I Betcha...) (Virgin)	671	-345	75590	11	107/0

134 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 1/27/02-2/2/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
INDIA.ARIE Video (Motown)	33
ENRIQUE IGLESIAS Escape (Interscope)	32
IIO Rapture (Tastes So Sweet) (Universal)	21
SMASH MOUTH Holiday In... (Hollywood/Interscope)	21
NELLY FURTADO ...On The Radio (Remember...) (DreamWorks)	18
BLINK-182 First Date (MCA)	18
M2M Everything (Atlantic)	18
AARON CARTER I'm All About You (Jive)	17
P.O.D. Youth Of The Nation (Atlantic)	16
GLENN LEWIS Don't You Forget It (Epic)	15

# LUDACRIS

## ROLLOUT!

(My Business)

R&R Pop 49 - 38

Over 900 Pop spins already!

Top 5 at Rhythm & Crossover Monitor



## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
KYLIE MINOGUE Can't Get You Out Of My Head (Capitol)	+1036
JA RULE F/ASHANTI Always... (Murder Inc./Def Jam/IDJMG)	+925
JENNIFER LOPEZ Ain't It Funny (Epic)	+790
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	+751
ALANIS MORISSETTE Hands Clean (Maverick/Reprise)	+697
'N SYNC Girlfriend (Jive)	+676
LEANN RIMES Can't Fight The Moonlight (Curb)	+651
LINKIN PARK In The End (Warner Bros.)	+621
MARY J. BLIGE No More Drama (MCA)	+605
ENRIQUE IGLESIAS Escape (Interscope)	+560

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
NELLY FURTADO Turn Off The Light (DreamWorks)	2852
JENNIFER LOPEZ I'm Real (Epic)	2243
'N SYNC Gone (Jive)	2132
LIFEHOUSE Hanging By A Moment (DreamWorks)	2095
STAINED It's Been Awhile (Flip/Elektra/EEG)	2072
FIVE FOR FIGHTING Superman (It's...) (Aware/Columbia)	1898
ALICIA KEYS Fallin' (J)	1879
BLU CANTRELL Hit 'Em Up Style (Oops!) (Arista)	1854
EVE F/G. STEFANI Let Me... (Ruff Ryders/Interscope)	1667
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	1526
CRAIG DAVID Fill Me In (Wildstar/Atlantic)	1440
3 DOORS DOWN Be Like That (Republic/Universal)	1425
JAGGED EDGE Where The Party At (So So Def/Columbia)	1412
JANET Someone To Call My Lover (Virgin)	1098
MICHELLE BRANCH Everywhere (Maverick/WB)	1072
USHER U Remind Me (LaFace/Arista)	1060

## On Track

Contemporary Christian music program with artist interviews hosted by Dave Tucker.

- WEEKLY PROGRAMS
- FREE!
- FOLLOWED BY A :24 PROMO SPOT
- VOICE OUT 28:00
- COMPACT DISC

### ALSO AVAILABLE:

**Powerline**  
Adult Contemporary Music

**MasterControl**  
Magazine Style Format

**Country Crossroads**  
Country Hits and Interviews

**The Baptist Hour**  
Contemporary Christian Music

**:60 Features**  
Family, Health & Fitness

## FamilyNet

6350 West Freeway  
Fort Worth, TX 76116-4511

800-266-1837

www.FamilyNetRadio.com  
email: info@FamilyNetRadio.com

# R&R CHR/Pop Top 50 Indicator

February 8, 2002

## R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	<b>NO DOUBT</b> Hey Baby (Interscope)	3010	+47	92783	11	52/0
5	2	<b>CREED</b> My Sacrifice (Wind-up)	2706	+26	84828	12	49/0
3	3	<b>NICKELBACK</b> How You Remind Me (Roadrunner/IDJMG)	2699	-144	86550	15	50/0
2	4	<b>PINK</b> Get The Party Started (Arista)	2656	-279	83131	15	50/0
4	5	<b>SHAKIRA</b> Whenever Wherever (Epic)	2576	-238	80432	14	48/0
6	6	<b>USHER</b> U Got It Bad (LaFace/Arista)	2572	-104	76545	13	51/0
7	7	<b>CALLING</b> Wherever You Will Go (RCA)	2559	+19	80568	17	48/0
8	8	<b>CRAIG DAVID</b> 7 Days (Wildstar/Atlantic)	2331	+188	69890	11	51/0
9	9	<b>LINKIN PARK</b> In The End (Warner Bros.)	2090	+356	66343	7	47/1
11	10	<b>JENNIFER LOPEZ</b> Ain't It Funny (Epic)	1717	+128	51424	7	50/0
12	11	<b>LEANN RIMES</b> Can't Fight The Moonlight (Curb)	1650	+161	53776	14	48/0
13	12	<b>ALICIA KEYS</b> A Woman's Worth (J)	1540	+113	47398	9	45/0
17	13	<b>KYLIE MINOGUE</b> Can't Get You Out Of My Head (Capitol)	1507	+261	46934	5	48/4
10	14	<b>MARY J. BLIGE</b> Family Affair (MCA)	1416	-276	47045	18	37/0
15	15	<b>CITY HIGH</b> Caramel (Interscope)	1374	+52	44849	10	48/2
14	16	<b>NELLY</b> #1 (Priority/Capitol)	1271	-83	36269	14	43/0
20	17	<b>R. KELLY</b> The World's Greatest (Interscope/Jive)	1251	+63	38401	9	48/1
26	18	<b>JA RULE F/ASHANTI</b> Always On Time (Murder Inc./Def Jam/IDJMG)	1190	+340	32710	6	47/5
16	19	<b>JEWEL</b> Standing Still (Atlantic)	1161	-96	34665	17	36/0
24	20	<b>BRITNEY SPEARS</b> I'm Not A Girl, Not Yet... (Jive)	1096	+189	35221	4	40/1
18	21	<b>TOYA</b> I Do (Arista)	1093	-126	33196	24	33/0
25	22	<b>MICHELLE BRANCH</b> All You Wanted (Maverick/WB)	1038	+134	32891	4	47/1
21	23	<b>ENRIQUE IGLESIAS</b> Hero (Interscope)	1011	-173	30457	18	35/0
19	24	<b>JA RULE</b> Livin' It Up (Murder Inc./Def Jam/IDJMG)	972	-220	28381	15	32/0
29	25	<b>ALANIS MORISSETTE</b> Hands Clean (Maverick/Reprise)	962	+308	28415	3	41/2
23	26	<b>BRIAN MCKNIGHT</b> Still (Motown/Universal)	944	-12	27577	8	36/0
27	27	<b>PUDDLE OF MUDD</b> Blurry (Flawless/Geffen/Interscope)	900	+205	28623	4	48/2
28	28	<b>'N SYNC</b> Girlfriend (Jive)	875	+188	27626	3	43/4
31	29	<b>MARY J. BLIGE</b> No More Drama (MCA)	837	+219	25363	4	39/3
22	30	<b>GINUWINE</b> Differences (Epic)	791	-262	20649	15	23/0
32	31	<b>NATALIE IMBRUGLIA</b> Wrong Impression (RCA)	788	+182	26095	3	38/0
30	32	<b>CHER</b> Song For The Lonely (Warner Bros.)	670	+40	24893	3	37/2
42	33	<b>NELLY FURTADO</b> ...On The Radio (Remember...) (DreamWorks)	547	+284	15920	2	40/4
37	34	<b>BRANDY</b> What About Us? (Atlantic)	542	+112	17245	3	38/8
33	35	<b>EVAN AND JARON</b> The Distance (Columbia)	528	-46	16346	12	25/0
38	36	<b>DARREN HAYES</b> Insatiable (Columbia)	492	+98	18124	3	33/6
Debut	37	<b>ENRIQUE IGLESIAS</b> Escape (Interscope)	473	+432	16398	1	41/9
Debut	38	<b>IIO</b> Rapture (Tastes So Sweet) (Universal)	400	+261	12375	1	32/10
35	39	<b>DAKOTA MOON</b> Looking For A Place To Land (Elektra/EEG)	382	-93	13317	6	26/0
34	40	<b>LENNY KRAVITZ</b> Dig In (Virgin)	294	-222	10109	17	12/0
41	41	<b>P.O.D.</b> Alive (Atlantic)	268	-26	7646	6	16/0
Debut	42	<b>GORILLAZ</b> 19-2000 (Virgin)	265	+118	8478	1	26/8
39	43	<b>DESTINY'S CHILD</b> Emotion (Columbia)	232	-85	5395	18	10/0
Debut	44	<b>OUTKAST</b> The Whole World (LaFace/Arista)	210	+61	4393	1	13/3
46	45	<b>LUDACRIS</b> Roll Out (My Business) (Def Jam South/IDJMG)	207	+25	4671	2	21/11
36	46	<b>JANET</b> Son Of A Gun (I Betcha...) (Virgin)	201	-257	4813	10	7/1
47	47	<b>SUGAR RAY</b> Ours (Lava/Atlantic)	200	+6	7240	3	13/1
Debut	48	<b>LAURA DAWN</b> I Would (Extasy)	191	+32	5351	1	21/1
50	49	<b>FABOLOUS</b> Young'n (Holla Back) (Desert Storm/Elektra/EEG)	190	+22	5705	2	17/2
45	50	<b>AMANDA PEREZ</b> Never (Universal)	187	-22	4254	5	14/0

52 CHR/Pop Indicator reports. Songs ranked by total plays for the airplay week of Sunday 1/27-Saturday 2/2.  
© 2002, R&R Inc.

## Most Added

ARTIST TITLE LABEL(S)	ADDS
<b>SMASH MOUTH</b> Holiday... (Hollywood/Interscope)	18
<b>M2M</b> Everything (Atlantic)	12
<b>LUDACRIS</b> Roll Out... (Def Jam South/IDJMG)	11
<b>IIO</b> Rapture (Tastes So Sweet) (Universal)	10
<b>ENRIQUE IGLESIAS</b> Escape (Interscope)	9
<b>BRANDY</b> What About Us? (Atlantic)	8
<b>GORILLAZ</b> 19-2000 (Virgin)	8
<b>IFFY</b> Double Dutch (Foodchain)	7
<b>DARREN HAYES</b> Insatiable (Columbia)	6
<b>REMY ZERO</b> Save Me (Elektra/EEG)	6
<b>JA RULE F/ASHANTI</b> Always... (Murder Inc./Def Jam/IDJMG)	5
<b>KYLIE MINOGUE</b> Can't Get You Out Of My Head (Capitol)	4
<b>'N SYNC</b> Girlfriend (Jive)	4
<b>NELLY FURTADO</b> ...On The Radio... (DreamWorks)	4
<b>P.O.D.</b> Youth Of The Nation (Atlantic)	4
<b>MARY J. BLIGE</b> No More Drama (MCA)	3
<b>BLINK-182</b> First Date (MCA)	3
<b>OUTKAST</b> The Whole World (LaFace/Arista)	3
<b>DEFAULT</b> Wasting My Time (TVT)	3
<b>OJ ENCORE</b> I See Right Through To You (MCA)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>ENRIQUE IGLESIAS</b> Escape (Interscope)	+432
<b>LINKIN PARK</b> In The End (Warner Bros.)	+356
<b>JA RULE F/ASHANTI</b> Always... (Murder Inc./Def Jam/IDJMG)	+340
<b>ALANIS MORISSETTE</b> Hands Clean (Maverick/Reprise)	+308
<b>NELLY FURTADO</b> ...On The Radio... (DreamWorks)	+284
<b>KYLIE MINOGUE</b> Can't Get You Out... (Capitol)	+261
<b>IIO</b> Rapture (Tastes So Sweet) (Universal)	+261
<b>MARY J. BLIGE</b> No More Drama (MCA)	+219
<b>PUDDLE OF MUDD</b> Blurry (Flawless/Geffen/Interscope)	+205
<b>BRITNEY SPEARS</b> I'm Not A Girl, Not Yet... (Jive)	+189
<b>CRAIG DAVID</b> 7 Days (Wildstar/Atlantic)	+188
<b>'N SYNC</b> Girlfriend (Jive)	+188
<b>NATALIE IMBRUGLIA</b> Wrong Impression (RCA)	+182
<b>LEANN RIMES</b> Can't Fight The Moonlight (Curb)	+161
<b>MICHELLE BRANCH</b> All You Wanted (Maverick/WB)	+134
<b>JENNIFER LOPEZ</b> Ain't It Funny (Epic)	+128
<b>GORILLAZ</b> 19-2000 (Virgin)	+118
<b>BLINK-182</b> First Date (MCA)	+115
<b>ALICIA KEYS</b> A Woman's Worth (J)	+113
<b>BRANDY</b> What About Us? (Atlantic)	+112
<b>DARREN HAYES</b> Insatiable (Columbia)	+98
<b>REMY ZERO</b> Save Me (Elektra/EEG)	+78
<b>DEFAULT</b> Wasting My Time (TVT)	+74
<b>IFFY</b> Double Dutch 2 (Foodchain)	+73
<b>R. KELLY</b> The World's Greatest (Interscope/Jive)	+63
<b>OUTKAST</b> The Whole World (LaFace/Arista)	+61
<b>CITY HIGH</b> Caramel (Interscope)	+52
<b>NO DOUBT</b> Hey Baby (Interscope)	+47
<b>FAT JOE F/ASHANTI</b> What's Luv? (Terror Squad/Atlantic)	+41
<b>CHER</b> Song For The Lonely (Warner Bros.)	+40



# R&R's Year-End Chart Pack

## NOW AVAILABLE!

Includes year-end charts for all R&R formats from 1974 through 2001! Call (310) 788-1637, or email "jbennett@rronline.com"

Only

# \$50

The Years In Review

**ON THE RECORD**

WITH  
**Shane Collins, PD**  
**Jim Allen, Asst. PD/MD**  
WDJX/Louisville



believe in this record." • Allen: "Given the current trends in contemporary pop music, this type of song seems to research and request very well for us. Shane and I both picked this song several weeks ago as a target for crossover. It's already pulling in top 10 to top 15 phones at 'DJX and made our 'Top 5 at 9 Countdown' during the night show more than once. I don't doubt this record will be an eventual power-rotation record at 'DJX."

More Puddle Of Mudd fans are emerging throughout Contemporary Hit Radio. WDJX/Louisville PD Shane Collins and Asst. PD/MD Jim Allen are feeling the band's new single, "Blurry," and here's what they had to say about it. • Collins: "Personally, I love the song. But the listeners are what really count, and 'DJX has a history of having these types of records work really well. Creed, Match-

box Twenty and Nickelback are all huge for us. Puddle Of Mudd's 'Blurry' has the potential to be bigger than all the hit songs by all those artists. A pretty strong statement, I know, but I

**A**s Nickelback (Roadrunner/IDJMG) hold on to the top spot for yet another week, it looks as if Gwen Stefani and No Doubt may be the next Pop chart-toppers. "Hey Baby" (Interscope) moves 4-2\*, although it still trails Nickelback by 800 plays ... The CHR/Pop chart has leaned heavily toward rhythmic records recently, but the tide now seems to be turning back toward pop and rock music. Check out this week's **Callout America** column for more details ... **Kylie Minogue** vaults into the top 15 this week, moving 18-13\* with "Can't Get You out of My Head" (Capitol). The song also nabs Most Increased honors, with +1,036 ... Not far behind is "Always on Time" by **Ja Rule f/Ashanti**. The song travels north 17-12\* with a 925-play increase ... And Ja Rule's appearance on **Jennifer Lopez's** "Ain't It Funny" (Epic) helps J.Lo move up the chart, 19-14\* ... Another top-three week at **Callout America** for **Puddle Of Mudd's** "Blurry" (Flawless/Geffen/Interscope), which moves 32-29\* and gets a super 751-play increase ... Universal's **IIO** make a sharp debut, at 39\*, with "Rapture" ... It's a solid add week for **India.Arie**: "Video" (Motown/Universal) picks up KHTS/San Diego and WKFS/Cincinnati, among others ... Another big chart move this week for **Ludacris**, whose "Roll Out (My Business)" (Def Jam South/IDJMG) goes 49-38\*. **Record of the Week: Fabolous' "Young'n (Holla Back)"** (Desert Storm/Elektra/EEG)



— Anthony Acampora, Director/Charts

**ON THE RISE**

**ARTIST: India.Arie**  
**LABEL: Motown/Universal**

By **RENEE BELL** / ASSISTANT EDITOR



India.Arie

One afternoon not too long ago R&R's offices were graced by the presence of a new Motown/Universal star. At the time it was unknown to us that she would blow up the way she has, with, count 'em, seven 2002 Grammy nominations. This graceful acoustic songstress stunned me with her unique style when I witnessed her as the opening act on the Lover's Rock tour with fellow soul singer Sade. India.Arie's debut single, "Video," went straight to Urban radio and planted the first seeds for her CHR/Pop harvest.

Now I know that I'm far from being anybody's record promoter, but I initially thought that this particular single would be better served at CHR/Pop than Urban. But India.Arie's overall style is very soulful and jazzy R&B, and Urban really was a better starting point. (I'm learning.) Now that Urban radio has broken ground for this new talent, Pop and Rhythmic can enjoy what has been the talk of the town for some time.

I listen to India.Arie's *Acoustic Soul* every day while traveling to and from the office, shredding every note to pieces (I may include a few that India.Arie misses). Her deep, full tones flow effortlessly as she engages listeners with her witty verses and keen guitar hooks. Yes, she is multitalented, and she can not only stimulate your mind with her lyrics, she can move your spirit with a simple riff.

Not caught up in the glitz and glamour of the biz, India.Arie frankly says to hell with all that. She may not feel like throwing on the rouge and stiletto heels or even tackling the hair. She takes on the day according to her mood, and if she feels like sweat pants, a baseball cap and naked lips, so be it. The thought tickles me as I listen to this track.

"I'm not the average girl from your video/

And I ain't built like a supermodel/But I learned to love myself unconditionally/Because I am a queen," the singer declares, and that women's anthem for 2002 lies in the chorus of her current R&B hit single. As she does on so many of the tracks on her debut album, India.Arie drops some real knowledge, deep thoughts and inspirational messages into "Video." "Keep your fancy drink and your expensive minks/I don't need that to have a good time/Keep your expensive cars and your caviar/All I need is my guitar/Keep your Christal and your pistol/I'd rather have a pretty piece of crystal/Don't need your silicone, I prefer my own/What God gave me is just fine," she rejoices.

India.Arie's gifts of song, spirituality and deeply rooted ethnic appreciation flow directly from her parents, who named her in tribute to Mahatma Gandhi. They supported her every step of the way, and with each step have come rewards in abundance.

This latest Motown discovery fits perfectly into the groove of today's new R&B mechanics. Fresh, vibrant and moving melodic hymns are the next waves of soul music for this new millennium. Enjoy.



Select the Best.

When it comes to promoting your radio station, select the decal printer more radio stations have selected over the past 29 years...  
Communication Graphics. Call Today.

DECALS / BUMPER STICKERS / STATICS / SIGNAGE / FULL SERVICE DESIGN STUDIO



SINCE 1973  
**Communication Graphics Inc**  
WHERE QUALITY STICKS

1765 N. JUNIPER, BROKEN ARROW, OK 74012  
(800) 331-4438 WWW.CGILINK.COM

February 8, 2002

**RateTheMusic.com**  
 BY MEDIABASE™

 America's Best Testing CHR/Pop Songs 12+  
 For The Week Ending 2/8/02.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
<b>LINKIN PARK</b> In The End (Warner Bros.)	4.26	4.23	89%	17%	4.30	89%	14%
<b>CALLING</b> Wherever You Will Go (RCA)	4.17	4.12	87%	19%	4.18	87%	20%
<b>LEANN RIMES</b> Can't Fight The Moonlight (Curb)	4.11	4.11	90%	17%	4.11	91%	17%
<b>NICKELBACK</b> How You Remind Me (Roadrunner/IDJMG)	4.08	4.09	96%	36%	4.14	97%	39%
<b>NO DOUBT</b> Hey Baby (Interscope)	3.93	4.03	96%	31%	4.06	96%	29%
<b>PINK</b> Get The Party Started (Arista)	3.92	4.01	98%	39%	3.99	99%	40%
<b>MICHELLE BRANCH</b> All You Wanted (Maverick/WB)	3.91	-	61%	8%	3.91	58%	7%
<b>SHAKIRA</b> Whenever Wherever (Epic)	3.91	3.95	96%	33%	3.85	95%	36%
<b>CREED</b> My Sacrifice (Wind-up)	3.89	3.84	95%	32%	3.90	96%	34%
<b>USHER</b> U Got It Bad (LaFace/Arista)	3.87	3.82	94%	36%	3.84	95%	37%
<b>CRAIG DAVID</b> 7 Days (Wildstar/Arista)	3.84	3.73	85%	22%	3.87	84%	22%
<b>JENNIFER LOPEZ</b> Ain't It Funny (Epic)	3.83	3.79	79%	15%	3.84	78%	15%
<b>CITY HIGH</b> Caramel (Interscope)	3.76	3.65	78%	21%	3.71	78%	22%
<b>JEWEL</b> Standing Still (Atlantic)	3.75	3.76	89%	25%	3.73	92%	28%
<b>EVAN &amp; JARON</b> The Distance (Columbia)	3.75	3.82	55%	11%	3.77	57%	12%
<b>BRIAN MCKNIGHT</b> Still (Motown/Universal)	3.74	3.78	55%	10%	3.79	55%	10%
<b>KYLIE MINOGUE</b> Can't Get You Out Of My Head (Capitol)	3.73	3.73	56%	11%	3.69	57%	13%
<b>JA RULE</b> Always On Time (Murder Inc./Def Jam/IDJMG)	3.69	3.60	81%	26%	3.73	80%	26%
<b>NELLY</b> #1 (Priority/Capitol)	3.64	3.64	85%	28%	3.59	84%	31%
<b>MARY J. BLIGE</b> Family Affair (MCA)	3.64	3.66	91%	43%	3.70	92%	43%
<b>ENRIQUE IGLESIAS</b> Hero (Interscope)	3.63	3.68	98%	53%	3.59	98%	56%
<b>R. KELLY</b> The World's Greatest (Interscope/Jive)	3.63	3.64	69%	19%	3.47	69%	22%
<b>'N SYNC</b> Girlfriend (Jive)	3.61	3.64	82%	21%	3.75	79%	20%
<b>JA RULE</b> Livin' It Up (Murder Inc./Def Jam/IDJMG)	3.60	3.58	91%	39%	3.64	90%	38%
<b>ALICIA KEYS</b> A Woman's Worth (J)	3.57	3.57	89%	30%	3.59	91%	32%
<b>MARY J. BLIGE</b> No More Drama (MCA)	3.55	-	72%	22%	3.53	72%	21%
<b>TOYA</b> I Do (Arista)	3.53	3.53	83%	41%	3.60	83%	41%
<b>ALANIS MORISSETTE</b> Hands Clean (Maverick/Reprise)	3.47	-	49%	10%	3.48	46%	8%
<b>GINUWINE</b> Differences (Epic)	3.45	3.46	73%	30%	3.52	71%	30%
<b>BRITNEY SPEARS</b> I'm Not A Girl, Not Yet A Woman (Jive)	3.42	3.38	90%	26%	3.49	89%	24%

Total sample size is 906 respondents. 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. Sample composition is based on persons 12+. TD=Target Demo (Females 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818/377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

## New & Active

**DJ ENCORE** I See Right Through To You (MCA)  
 Total Plays: 565, Total Stations: 24, Adds: 6

**NELLY FURTADO** ...On The Radio (DreamWorks)  
 Total Plays: 490, Total Stations: 76, Adds: 18

**MR. CHEEKS** Lights, Camera, Action (Universal)  
 Total Plays: 463, Total Stations: 36, Adds: 3

**BLINK-182** First Date (MCA)  
 Total Plays: 337, Total Stations: 50, Adds: 18

**MANDY MOORE** Cry (Epic)  
 Total Plays: 304, Total Stations: 24, Adds: 0

**DEFAULT** Wasting My Time (TVT)  
 Total Plays: 296, Total Stations: 16, Adds: 6

**AMANDA PEREZ** Never (Universal)  
 Total Plays: 268, Total Stations: 30, Adds: 1

**TOYA** No Matta What (Party All...) (Arista)  
 Total Plays: 262, Total Stations: 23, Adds: 4

**LAURA DAWN** I Would (Extasy)  
 Total Plays: 252, Total Stations: 30, Adds: 3

**GLENN LEWIS** Don't You Forget It (Epic)  
 Total Plays: 241, Total Stations: 56, Adds: 15

**P.O.D.** Youth Of The Nation (Atlantic)  
 Total Plays: 236, Total Stations: 25, Adds: 16

Songs ranked by total plays

## Sales Promotions....

Continued from Page 33

### J.J. Paone

Promotions Manager,  
 WBTT-FM (105.5 The Beat)  
 & WRLR-FM/Ft. Myers

In the recent past we sold sponsorships or brought station events — i.e., concerts, Erotic Exotic Ball, etc. — to our weekly clubs. Clients loved the promotion and, of course, the increased dollars. Even though these events were successful for promotions and sales, we soon realized that there was a much greater opportunity.

For our next event, the first annual 105.5 The Beat Jingle Ball, we worked with our sales and NTR departments to increase the station's revenue. We obtained a venue that would allow us to keep the admission sales, while it would keep the bar sales and receive free advertising and promotion for hosting the event.

We brought in two artists for the event, Mr. Cheeks and local artists Smilez and Northstar (who were recently signed by ARTISTdirect). The venue was near capacity, and, considering that it was a Tuesday night, the event turned out to be a huge success for all. The revenue was noted under NTR, and, with such great success, similar events are planned for 2002.

Reach Paone at 941-225-4303 or  
 jjpaone@clearchannel.com.

### Dayton Kane

PD, WKSZ (95.9 Kiss FM)/  
 Appleton-Oshkosh, WI

Here's a great promotion we're doing now: It's called Keys for Keys. Alicia Keys is coming to Milwaukee's



Dayton Kane

Riverside Ballroom in February. WKSZ has four tickets and a limo ride from Green Bay to the show. We're locking up our nighttimer, Elwood, in 25 feet of chains with 15 locks at the local Media Play store. We have 1,000 keys. Donate a dollar to the Children's Hospital of Wisconsin, get a key, and try to open a lock. If your key opens a lock, you win the prize associated with that lock.

Prizes include certificates to salons, theaters, restaurants and local nightclubs and other concert tickets. This promotion has successfully tied in clients, charity and listeners, and it gets us out on the streets.

Reach Kane at 920-831-5664 or  
 dkane@wcinet.com.

### Christopher Callaway

PD, KQID (Q93)/  
 Alexandria, LA

The Q93 Outdoor Mardi Gras Ball: If you are not from Louisiana or have never been there, you probably have no idea just how big Mardi Gras and Carnival are in this state. It's not just a New Orleans event. Every year Alexandria shuts down for the holiday. Q93 negotiated to be the official station for the biggest parade of the season. Last year over 100,000 people lined the streets to see this parade and party. Q93 will be providing live entertainment, free food, beverages and alcohol before and after the parade.

All of this will take place in the Q93 parking lot. Since people begin partying around dawn, it should be quite a good time. We have made it exclusive — the only way you can get on the lot is by winning a VIP pass from Q93. Response has been overwhelming.

From a sales perspective, Budweiser is fronting all costs, as well as increasing its monthly budget with the station. In addition, Budweiser will be rolling out two brand-new products at

the event. We have also been able to sell sponsorship packages to Coca-Cola, Popeye's Chicken, Sprint and several local businesses. All sponsors are kicking in with giveaways and free products on location.

Reach Callaway at chrmmorning@msn.com.

### Harry Kozlowski

PD, WJYY/Manchester, NH

It's always better when programming comes up with the idea rather than sales. The sales department is happy as long as there are plenty of sponsorship opportunities attached. One big promotion is coming up on Valentine's Day. Our Breakfast Jam morning team, Kid Cruise and Amy Dawson, want to marry someone that morning live on the air. The promotion created a buzz in the market, and the sales department has been turning a potentially slow first quarter into a bonanza.

It's the prelude to the spring wedding season, so we have been able to recruit limousines, tuxedo rentals, caterers, photographers, honeymoon destinations and just about anything wedding-related.

Reach Kozlowski at promorobot@aol.com.

staff is on the street with booth packages all year, and the programming department gets to rub elbows with loyal listeners and their female friends the first Sunday in January.

Our summer sticker campaign, called Win Dough With Your Car Window, is also a sales package where clients purchase live broadcasts and sticker stops at their locations. Jocks broadcast two breaks per hour for two hours, register listeners for cash prizes and slap on stickers.

Finally, we do a trip promotion in the spring or fall, using four to six clients as registration locations. We provide the trip and promotional materials. They purchase a sponsorship package, that includes an ad schedule. We've done trips to Maui, Australia, Universal Studios Florida and Ixtapa, Mexico. All three require a degree of cooperation between our staffs, but they contribute to the continued success of KZIA-FM.

Reach Hanson at 319-363-2061 or  
 eric@kzia.com.

Stations and their adds listed alphabetically by market

Table listing radio stations across various markets (e.g., Albany, NY; Cape Cod, MA; Denver, CO; Harrisburg, PA; Lexington-Fayette, KY; Nashville, TN; Savannah, GA; Tulsa, OK) with their respective program directors and playlist details.

\* Monitored Reporters
186 Total Reporters
134 Total Monitored
52 Total Indicator
48 Current Indicator Playlists
Reported Frozen Playlist (1):
WBCE/Dothan, AL
Did Not Report, Playlist Frozen (3):
KQID/Alexandria, LA
KMXF/Fayetteville, AR
WKEE/Huntington, WV

# CHR/Pop Playlists

**MARKET #1**

**WHTZ/New York**  
Clear Channel  
(212) 239-2300  
Polemara/Bryant  
12+ Cume 3,401,200



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
95	96	LINKIN PARK/In The End	141888
87	93	JA RULE/FASHANTI/Always On Time	137454
85	86	NICKELBACK/How You Remind Me	127108
82	86	CALLING/Wherever You Will Go	127108
44	75	USHER/U Got It Bad	110850
91	72	LEANN RIMES/Can't Fight...	106416
66	70	CITY HIGH/Caramel	103460
55	61	CRAIG DAVID/7 Days	90158
55	61	NO DOUBT/Hey Baby	75378
61	49	SHAKIRA/Whenever Wherever	72422
52	41	CREED/My Sacrifice	60598
47	40	JA RULE/Livin' It Up	59120
34	40	PINK/Get The Party...	59120
38	40	KYLIE MINOGUE/Can't Get You...	59120
37	38	STAIN'D/Outside	56184
37	37	ALANIS MORISSETTE/Hands Clean	54286
36	37	MARY J. BLIGE/No More Drama	44340
25	30	NO DOUBT/Hey Baby	44340
26	30	DEBORAH COX/I Never Knew	44340
27	29	EVAN AND JARON/The Distance	42862
24	27	INCUBUS/Drive	39906
15	27	BRANDY/What About Us?	39906
7	26	N SYNC/Gone	38428
5	24	JENNIFER LOPEZ/In Real	35472
24	24	PINK/Don't Let Me Get Me	35472
36	24	JEWEL/Standing Still	35472
11	23	PUDDLE OF MUDD/Blurry	33994
37	22	ALICIA KEYS/A Woman's Worth	32516
21	19	TOY/Do	28082
13	19	FABOLOUS/Young'n (Holla Back)	28082
15	18	LIFEHOUSE/Hanging By A Moment	26604
17	18	AMBER/Yes	26604
16	17	AALIYAH/Try Again	25126
14	17	EVE/Gotta Man	25126
19	17	MONTELL JORDAN/Get It On...Tonite	25126
15	16	MELANIE C/Turn To You	23648
16	15	PINK/Get The Party...	23648
15	15	BRITNEY SPEARS/I'm Not A Girl...	22170
14	15	LIT/My Own Worst Enemy	22170
15	15	FIVE FOR FIGHTING/Superman (It's...)	22170

**MARKET #2**

**KIIS/Los Angeles**  
Clear Channel  
(818) 845-1027  
Ivey/Steele  
12+ Cume 1,937,200



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
82	80	LINKIN PARK/In The End	66600
75	79	NO DOUBT/Hey Baby	65208
81	78	NICKELBACK/How You Remind Me	64372
66	77	USHER/U Got It Bad	52668
57	63	SHAKIRA/Whenever Wherever	51832
60	62	TOY/Do	38456
34	46	LEANN RIMES/Can't Fight...	37620
39	45	CALLING/Wherever You Will Go	35948
45	43	JA RULE/Livin' It Up	35112
44	42	CRAIG DAVID/7 Days	35112
38	40	CREED/My Sacrifice	33440
34	39	KYLIE MINOGUE/Can't Get You...	32604
30	37	PINK/Get The Party...	30932
21	33	JENNIFER LOPEZ/Ain't It Funny	27588
29	29	MARY J. BLIGE/No More Drama	24244
47	28	MARY J. BLIGE/Family Affair	23408
18	28	PUDDLE OF MUDD/Blurry	23408
23	28	NATALIE IMBRUGLIA/Wrong Impression	23408
27	27	JEWEL/Standing Still	22572
29	27	N SYNC/Girlfriend	22572
17	27	SHAKIRA/Underneath Your...	22572
19	26	CITY HIGH/Caramel	21736
21	26	MICHELLE BRANCH/All You Wanted	21736
28	26	GINUWINE/Differences	21736
22	24	JENNIFER LOPEZ/In Real	20064
14	23	N SYNC/Gone	19228
24	23	ALANIS MORISSETTE/Hands Clean	19228
36	20	DESTINY'S CHILD/Emotion	16720
18	20	BRITNEY SPEARS/I'm Not A Girl...	16720
15	19	INDIA ARIE/Video	15884
14	18	ALIEN ANT FARM/Smooth Criminal	15048
16	18	P.O.D./Ave	15048
11	17	JA RULE/FASHANTI/Always On Time	14212
13	17	NELLY FURTADO/Turn Off The Light	14212
13	15	ALICIA KEYS/A Woman's Worth	12540
15	15	CHER/Song For The Lonely	12540
25	14	ENRIQUE IGLESIAS/Hero	11704
21	13	MICHAEL JACKSON/Butterflies	10868
3	13	BLINK-182/First Date	10868
7	13	USHER/U Remind Me	10868

**MARKET #3**

**WKSC/Chicago**  
Clear Channel  
(312) 255-5100  
Phillips/Murray  
12+ Cume 873,200



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
103	103	NO DOUBT/Hey Baby	31724
99	101	LINKIN PARK/In The End	31108
100	100	SHAKIRA/Whenever Wherever	30800
97	96	NICKELBACK/How You Remind Me	29568
88	84	USHER/U Got It Bad	25872
26	79	JA RULE/FASHANTI/Always On Time	24332
98	78	PINK/Get The Party...	24024
47	55	CALLING/Wherever You Will Go	16940
38	52	KYLIE MINOGUE/Can't Get You...	16016
100	51	JA RULE/Livin' It Up	15708
49	50	BRANDY/What About Us?	15400
46	49	N SYNC/Girlfriend	15092
53	47	CREED/My Sacrifice	14476
43	45	LUDACRIS/Roll Out	13860
45	41	CRAIG DAVID/7 Days	13860
55	43	NELLY/1	13244
41	41	NELLY/1	12428
24	40	LEANN RIMES/Can't Fight...	12320
41	39	TOY/Do	12012
47	35	BRITNEY SPEARS/I'm Not A Girl...	10780
37	35	FABOLOUS/Young'n (Holla Back)	10780
12	35	JENNIFER LOPEZ/Ain't It Funny	10780
27	33	USHER/U Remind Me	10164
50	31	CITY HIGH/Caramel	9548
30	30	N SYNC/Gone	9240
29	28	JAGGED EDGE/Where The Party At	8624
31	28	BLU CANTRELL/In 'Em Up Style	8624
14	28	R. KELLY/The World's Greatest	8624
30	27	MARY J. BLIGE/Family Affair	8316
26	27	CRAIG DAVID/Fill Me In	8316
10	24	PUDDLE OF MUDD/Blurry	7392
22	22	EVAN AND JARON/The Distance	6776
24	22	ENRIQUE IGLESIAS/Hero	6776
14	21	MARY J. BLIGE/No More Drama	6468
28	21	3 DOORS DOWN/Be Like That	6468
19	20	ALICIA KEYS/Fallin'	6160
17	18	ALICIA KEYS/A Woman's Worth	5544
23	17	BRIAN MCKNIGHT/Still	5236
16	16	BLAQUE/808	4928
11	15	FABOLOUS/Young'n (Holla Back)	4620

**MARKET #4**

**KZQZ/San Francisco**  
Bonnevill  
(415) 957-0957  
Hollen  
12+ Cume 792,500



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
74	82	CALLING/Wherever You Will Go	23862
73	72	PINK/Get The Party...	20352
71	71	USHER/U Got It Bad	20661
62	69	JANET/Someone To Watch Over Me	20079
66	67	NICKELBACK/How You Remind Me	19497
53	62	JENNIFER LOPEZ/Ain't It Funny	18042
61	61	MARY J. BLIGE/Family Affair	17751
71	61	SHAKIRA/Whenever Wherever	17751
55	58	FIVE FOR FIGHTING/Superman (It's...)	16878
54	54	JEWEL/Standing Still	15714
60	53	NO DOUBT/Hey Baby	15423
10	52	LEANN RIMES/Can't Fight...	15132
59	51	CRAIG DAVID/7 Days	14841
42	51	EAGLE-EYE CHERRY/Feels So Right	14841
32	47	NATALIE IMBRUGLIA/Wrong Impression	13677
19	44	KYLIE MINOGUE/Can't Get You...	12804
36	41	LINKIN PARK/In The End	11931
53	38	STAIN'D/It's Been Awfully	11058
35	38	MICHELLE BRANCH/All You Wanted	10185
64	31	R. KELLY/The World's Greatest	9021
25	31	DARREN HAYES/Insatiable	9021
22	29	BRITNEY SPEARS/I'm Not A Girl...	8439
32	27	RAN ADAMS/New York, New York	7857
61	26	CITY HIGH/Caramel	7566
22	22	AARON CARTER/In 'Em Up Style	6402
14	22	ANGIE STONE/Brotha	6402
15	22	LIFEHOUSE/Hanging By A Moment	6402
22	22	NATALIE IMBRUGLIA/Wrong Impression	6402
23	20	N SYNC/Girlfriend	5820
10	18	ALICIA KEYS/Fallin'	5238
15	18	SUGAR RAY/Ours	5238
19	18	BLU CANTRELL/In 'Em Up Style	5238
9	16	MATCHBOX TWENTY/Bent	4656
33	16	MATCHBOX TWENTY/Last Beautiful	4656
19	15	ENRIQUE IGLESIAS/Hero	4656
19	15	NELLY FURTADO/Turn Off The Light	4365
7	15	TRAIN/Drops Of Jupiter...	4365
13	15	Lenny Kravitz/Again	4365
26	14	ALICIA KEYS/A Woman's Worth	4074
13	13	PUDDLE OF MUDD/Blurry	3783

**MARKET #5**

**KHKS/Dallas-Ft. Worth**  
Clear Channel  
(214) 891-3400  
Shannon/Morales  
12+ Cume 725,600



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
74	82	NO DOUBT/Hey Baby	26322
69	73	PINK/Get The Party...	23433
72	73	MARY J. BLIGE/Family Affair	22433
52	71	USHER/U Got It Bad	22149
60	69	CREED/My Sacrifice	22149
74	69	NICKELBACK/How You Remind Me	20865
45	65	LINKIN PARK/In The End	20865
39	54	CITY HIGH/Caramel	17334
40	48	SHAKIRA/Whenever Wherever	15408
47	48	NELLY/1	15408
46	47	CRAIG DAVID/7 Days	15087
41	46	JA RULE/FASHANTI/Always On Time	14766
35	39	JENNIFER LOPEZ/Ain't It Funny	12519
34	35	NELLY FURTADO/Turn Off The Light	11235
18	35	KYLIE MINOGUE/Can't Get You...	11235
51	35	CALLING/Wherever You Will Go	11235
39	35	TOY/Do	11235
30	34	GINUWINE/Differences	10914
35	33	LEANN RIMES/Can't Fight...	10593
31	33	JA RULE/Livin' It Up	10593
28	32	MICHELLE BRANCH/Everywhere	10272
28	32	INCUBUS/Drive	10272
31	32	JANET/Someone To Call...	10272
17	27	USHER/U Remind Me	8667
25	26	DESTINY'S CHILD/Emotion	8346
35	24	BLU CANTRELL/In 'Em Up Style	7704
14	24	ALICIA KEYS/A Woman's Worth	7704
43	24	ALICIA KEYS/Fallin'	7704
26	22	ENRIQUE IGLESIAS/Hero	7062
28	21	3 DOORS DOWN/Be Like That	6741
18	20	BRANDY/What About Us?	6420
22	19	LIFEHOUSE/Hanging By A Moment	6090
22	18	N SYNC/Gone	5778
12	18	SHAGGY/It Wasn't Me	5778
16	17	N SYNC/Girlfriend	5457
18	16	LUDACRIS/Roll Out	5136
16	17	STAIN'D/It's Been Awfully	4494
18	13	JANET/Doesn't Really	4173
7	13	MR. CHEEKS/Lights, Camera...	4173
11	12	MARY J. BLIGE/No More Drama	3852

**MARKET #5**

**KRBB/Dallas-Ft. Worth**  
Infinity  
(214) 630-3011  
Cook/Valentine  
12+ Cume 485,200



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
75	85	LINKIN PARK/In The End	13600
84	84	SHAKIRA/Whenever Wherever	13440
83	83	LEANN RIMES/Can't Fight...	13280
79	82	NICKELBACK/How You Remind Me	12640
77	82	CREED/My Sacrifice	12320
60	77	CRAIG DAVID/7 Days	9600
65	51	USHER/U Got It Bad	8160
32	50	KYLIE MINOGUE/Can't Get You...	8000
49	49	NO DOUBT/Hey Baby	7840
48	49	JA RULE/FASHANTI/Always On Time	7840
47	47	NELLY FURTADO/Turn Off The Light	7520
47	47	ENRIQUE IGLESIAS/Hero	7520
40	45	JENNIFER LOPEZ/Ain't It Funny	7200
26	45	ALANIS MORISSETTE/Hands Clean	7200
69	45	PINK/Get The Party...	7200
23	44	3 DOORS DOWN/Be Like That	7040
44	43	NB RIDAZ/ANGELINA/Rainaway	6880
39	43	MICHELLE BRANCH/Everywhere	6880
38	43	GINUWINE/Differences	6080
49	38	AMANDA PEREZ/Never	5120
49	37	NELLY/1	4320
20	37	BRITNEY SPEARS/I'm Not A Girl...	3200
19	20	JAGGED EDGE/Where The Party At	3040
31	19	MARY J. BLIGE/Family Affair	2880
13	18	112/Peaches & Cream	2880
22	18	OUTKAST/Ms. Jackson	2880
17	18	EVE/F'Gwen Stefani/Let Me Blow Ya Mind	2880
14	17	MISSY ELLIOTT/Get Ur Freak On	2720
17	17	CRAZY TOWN/Butterfly	2720
34	17	JA RULE/Livin' It Up	2720
17	17	CITY HIGH/What Would You Do?	2720
15	17	NELLY/Ride Wit Me	2720
12	16	NELLY/E	2560
13	16	N SYNC/Girlfriend	2560
15	15	DAFT PUNK/One More Time	2400
14	14	NELLY/Country Grammar	2240
12	14	R. KELLY/The World's Greatest	2240
15	13	MVA/Case Of The Ex	2080
9	13	PUDDLE OF MUDD/Blurry	2080
7	13	JUVENILE/From Her Mama...	2080

**MARKET #6**

**WQQ/Philadelphia**  
Clear Channel  
(610) 667-8100  
Bridgman/Newsome  
12+ Cume 1,022,300



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
91	99	USHER/U Got It Bad	44946
85	94	JA RULE/FASHANTI/Always On Time	42676
92	91	LINKIN PARK/In The End	41314
56	77	LEANN RIMES/Can't Fight...	34958
64	59	NICKELBACK/How You Remind Me	26786
48	58	KYLIE MINOGUE/Can't Get You...	26332
50	51	CALLING/Wherever You Will Go	23154
37	51	JENNIFER LOPEZ/Ain't It Funny	21792
46	48	CITY HIGH/Caramel	21792
57	46	NO DOUBT/Hey Baby	20884
42	46	CRAIG DAVID/7 Days	20884
62	45	PINK/Get The Party...	20430
37	40	N SYNC/Girlfriend	18160
37	38	CREED/My Sacrifice	17252
30	30	JA RULE/Livin' It Up	13620
27	28	FABOLOUS/F'Nate DOGG/Can't Deny It	12712
21	27	N SYNC/Gone	12258
35	27	MARY J. BLIGE/Family Affair	12258
26	27	LIFEHOUSE/Breathin'	12258
10	27	SHAKIRA/Whenever Wherever	11804
28	26	TOY/Do	11804
36	26	ENRIQUE IGLESIAS/Hero	11804
21			





**DONTAY THOMPSON**  
dthompson@rronline.com

## Music, Radio, Passion, Holla!

### □ New CHR/Rhythmic editor sets the tone

**S**ometimes I sit and think about the great people I've met and the many opportunities I've had since I began working in radio. I honestly never imagined myself as someone who would get paid for my love of and passion for music.

That said, let me give you a little background on myself. Growing up in South Central Los Angeles, I was never one of those kids who called up the local radio station to try to participate in contests or request songs. I witnessed too many people in my family complaining about the DJ not playing their favorite songs and about not being able to get through on the station request lines.

If I wanted to hear a song, I asked my mother to buy the CD for me — can you say spoiled brat? While I was growing up my favorite albums were LL Cool J's *I'm Bad* and Eric B. and Rakim's *Paid in Full*.

#### Radio Fate

I was also never was one of those kids who said, "When I grow up, I want to be on the radio." Radio wasn't something that caught my interest, though I did love listening to it. My favorite station was Urban KDAY/Los Angeles, because it played straight cuts. One day my mother took me up to KDAY. She was dropping off food for a food drive the station was spearheading. It was a trip for me, because the DJ who was broadcasting live at the time of our visit put me on the air.

I think back now and ask myself, with all of the people in the room, why did this DJ fella choose a little tyke like myself to put on the air?

My mother was the one who donated the canned goods; she should have been the one to go on, not me. There I was, a 10-year-old, nappy-headed, chubby-ass kid with a room full of people looking at me and this DJ asking, "What station plays today's best music?" I can remember being scared as hell, but I shouted out, "K-D-A-Y!"

My next big radio experience happened in 1995, when I was 20 years old. I had left L.A. and moved up north to Stockton. I was on a break from my job at the time, and I remember turning on CHR/Rhythmic KWIN and hearing a promotion in which the station was giving away a brand-new 1995 Mustang convertible. I thought, "I'm going to try to win that car so that I can be pimpin' in a brand-new convertible."

First, I had to go by a sticker stop to sign up to win. That's where they put the KWIN station sticker on my car. I figured "What the hell" and went to the next sticker stop location that KWIN announced to try to make this dream of mine come true. After I got the sticker on my car there, a KWIN street-team member and a DJ approached me about working for the station. That is pretty much how I got my start in radio, as a member of the KWIN street team.

#### Getting The Shot

After doing the street-team thing for a short time, I started doing weekends and overnights on the air for KWIN. In 1998 John Christian came to KWIN as PD. John met with the staff members and asked them what they enjoyed about radio. I told him about my passion for music and that, at some point in my radio career, I wanted the opportunity to learn the music director position.

There was so much good music that wasn't getting played on the radio back then, and I wanted to have a better understanding of what

**A few words of advice: If you know of any market that doesn't have a station banging hip-hop, you may want to look into starting such a station yourself.**

programming a radio station was all about. Well, KWIN didn't have an MD at the time, so John and consultant Michael Newman taught me the key elements of the position, which I later assumed.

Eventually, John took me to Portland, OR to be MD at CHR/Rhythmic KXJM. This station was and is off the hook! Microsoft billionaire Paul Allen owns the company, and everyone on the staff, including the GM (shouts to Tim McNamara), was like family. I enjoyed working for a station that targeted a younger crowd.

KXJM played more hip-hop than KWIN had, and that made me happy too. At that time in Portland there wasn't a station playing hip-hop around the clock. I thought that was very odd, since Portland was such a large market and hip-hop and R&B were starting to sell more than any other genres of music there.

A few words of advice: If you know of any market that doesn't have a station banging hip-hop, you may want to look into starting such a station yourself. I promise you, it will be beneficial to you and the listeners in the market. It wasn't long

**I always got a special high from eavesdropping on random groups of people talking about the hot new record they had heard on their favorite radio station.**

before John, Michael Newman and I began exposing Portland to the hip-hop and R&B music that was missing from the radio.

John eventually left KXJM to return to KWIN. I stayed on as MD for Mark Adams, who came on as PD. His leadership allowed me to grow and gain a tremendous amount of knowledge. This cat is not only one of the smartest people in radio, he is also a truly real and fair person. You don't come across too many people in this industry who are as real as he is. I'm not kissing his ass because I worked for him; the people who know him understand where I'm coming from.

There you have my radio resume.

#### It's All About The Music

The reason I got into this business was for the music. If you're not in it for the music, you'd best get into some other profession. To me, there is nothing like sitting in a music meeting with a room full of people listening to and discussing new music. Even more exciting is putting that new music on the air and watching how the listeners react to it. I always got a special high from eavesdropping on random groups of people talking about the hot new record they had heard on their favorite radio station.

There is no better feeling than watching a record that you have passion for get to the point where it's getting heavy rotation on your station and other stations around the country. It really trips me out how influential radio stations can become by exposing the listeners in their particular markets to various types of music and artists.

Think about how huge Ja Rule and Ludacris have become over the past year. It's all because of the power of radio. It seems that every song they do turns out huge at CHR/Rhythmic. Look into your music library and check out how many songs these two artists have done or have been featured on. Check out the amount of airplay you've given them.

And what about Alicia Keys? A year ago most of the stations on the Rhythmic panel would have been like, "Who is Alicia Keys, and what is her sound?" You have to admit that most of you were hesitant to play "Fallin'" when you first heard it, but once you gave it a shot and put it into a decent rotation, it blew up. In my experience, that was one song that females would go crazy over every time it was played.

I have to give a gang of props to the crew at J Records for their hard work in getting Alicia to where she is today. Promotion and marketing are really important parts of the development of new artists. If there isn't a solid group of individuals marketing these artists and showing strong passion for their music, their CDs may get lost in the stack.

As an MD, I discovered the importance of record promotion and good promotion executives. I received and listened to so much music, if promo people wouldn't have called me all the time, many of their projects would have gotten lost. I give props to the Sr. VPs and VPs of promotion, as well as the national, regional and local promotion reps, for the tireless and incredible job that they do day in and day out. I understand their job is very difficult at times, especially when dealing with stubborn PDs or MDs who can't smell a hit record.

#### New Kid On The Block

I'm so glad that Tony Novia and Erica Farber have given me this great opportunity to share my thoughts and my passion for music and radio with you. One of the things that I plan to do with this column is to invite all the music heads on the Rhythmic panel into my music meeting to discuss music and radio. I want to try to understand each and every market on the panel, because I know that some are very unique.

My goal is to provide you with information that will ultimately help your radio station increase its ratings and revenue. Musically, I want to give you the heads up on the next record you may be getting in the mail. Programmers, think about all the things that you consider before playing a record on your radio station: sales, requests, video airplay. Whatever those things are, that's what I intend to examine in this column. No bullshit, just 100% facts.

Once I get settled into my office at the beautiful R&R building here in Los Angeles, I will be reaching out to you to discuss all the hot music out right now. Holla!

#### TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at 310-788-1677  
or e-mail:

dthompson@rronline.com



"anything"

FEATURING NEXT

From the Platinum LP **GHETTO LOVE**

**40\*-34\* Crossover Monitor**

**#1 Callout at KMEL with P1's**

**KBXX (29x) Z90 (38x) KMEL (60x)**  
**WHHH (24x) WERQ (38x) KDGS (34x)**



# IT'S THE WEEKEND

## ADDED THIS WEEK

XHTZ/San Diego  
KSEQ/Fresno  
KKXX/Bakersfield  
WBTT/Ft. Myers  
KXUU/Denver  
KYLZ/Albuquerque  
KTFM/San Antonio  
WJFX/Ft. Wayne  
KHTE/Little Rock  
WKPO/Madison

## ALREADY ON

KPWR/Los Angeles  
KBMB/Sacramento  
WWKX/Providence  
WHHH/Indianapolis  
WBTJ/Richmond  
WRHH/Richmond  
WBHJ/Birmingham  
KXME/Honolulu  
KDON/Monterey-Salinas  
KBTU/Monterey-Salinas  
KDGS/Wichita  
KCAQ/Oxnard  
KHTN/Modesto  
KWZL/Reno  
KDNA/Corpus Christi  
KBLZ/Tyler  
WOCQ/Salisbury  
KKUU/Palm Springs  
KMRK/Odessa-Midland  
WXIS/Johnson City

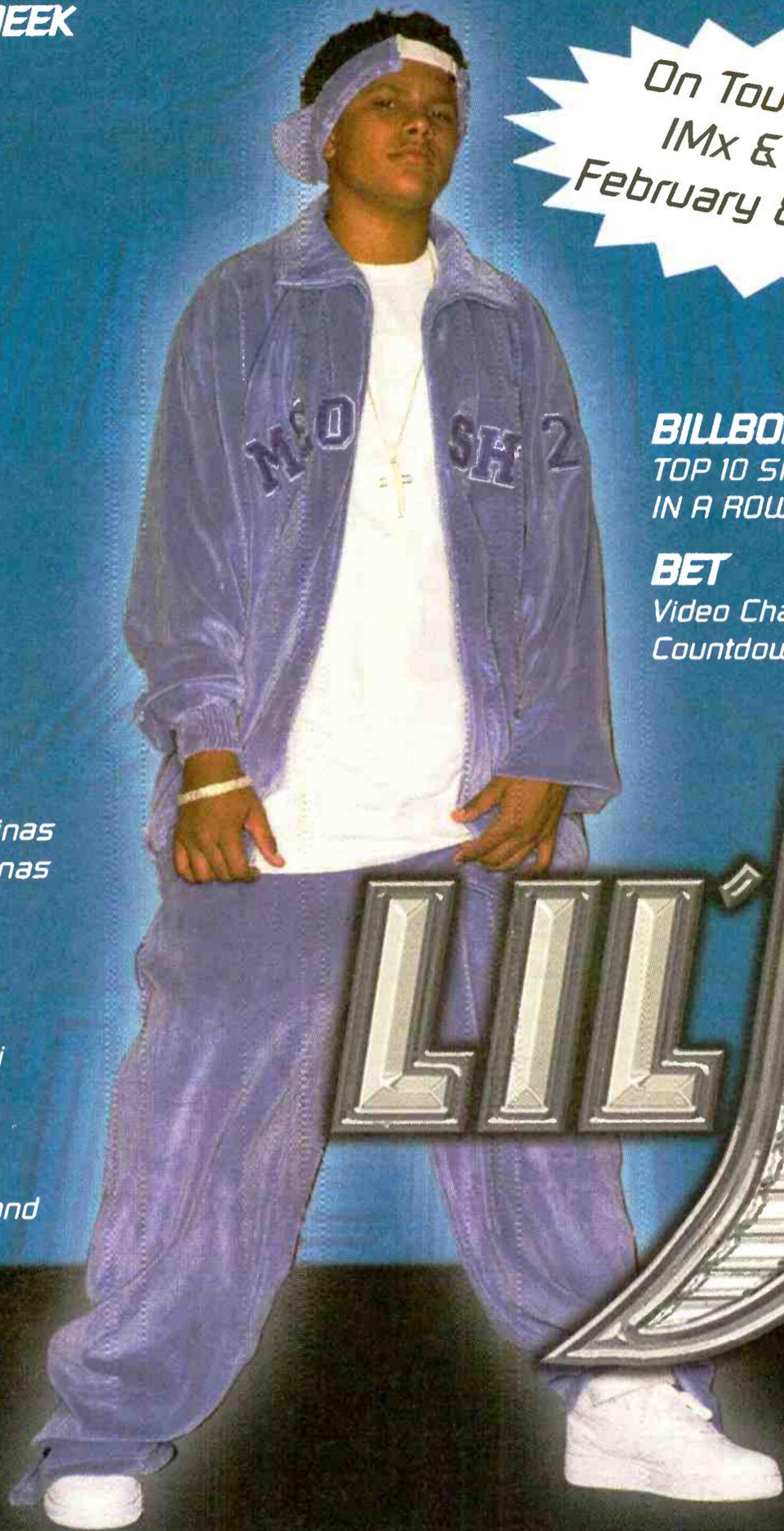
On Tour With  
IMx & B2K  
February & March

## BILLBOARD

TOP 10 SINGLE SALES 3 WEEKS  
IN A ROW!!!

## BET

Video Charting on 105 & Park  
Countdown!



"Lil' J's song 'It's the Weekend' is ready to break out!!! This record has a catchy hook with a strong party vibe to it!!!"

- EMAN/MD KPWR-Los Angeles

"The track is banging...it's a HIT!!! Lil' J is an upcoming STAR!!!"

- Liz/PD WHHH-Indianapolis

Produced by Jermaine Dupri  
for So So Def Productions, Inc.

HOLLYWOOD RECORDS WEST

www.lilj.net

Also Seen On: Soul Train, Teen Summit, Jenny Jones

# Dontay...

you've gone from the best radio family in the industry to the best magazine in the industry...congratulations on everything you've done and everything you're about to do.  
Thank you for being a part of our family.



Trina Moorehouse [IDJMG], Motti Shulman [IDJMG],  
Greg Lawley, Ja Rule, Dontay, Gary Spangler,  
Ebro [KXJM/KBMB]



Greg Lawley & Dontay



Dontay, Robb Royale [KYLZ], Bob Lewis [KISV/KWWV],  
Rick Sackheim [Arista], Ebro [KXJM/KBMB], Picasso  
[KXJM], Greg Lawley, Michelle Jacobs



Gary Spangler, Mario [KXJM], Mark Adams [KXJM],  
Alexa [KXJM], Ebro, Dontay, Greg Lawley,  
Snoop Dogg, Sonie



Dontay, Greg Lawley, Ebro [KXJM/KBMB]



Ebro [KXJM/KBMB], Mark Adams [KXJM],  
Nate Dogg, Greg Lawley, Dontay



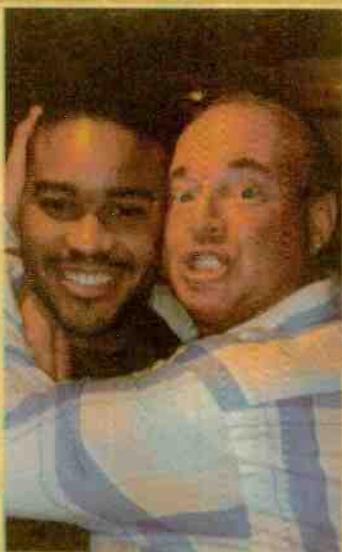
Gary Spangler, Dontay, Greg Lawley



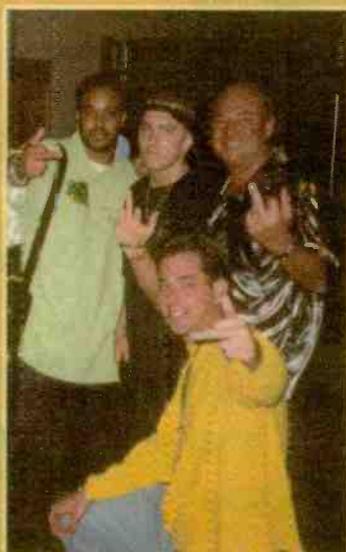
Mark Adams [KXJM], Greg Lawley, Dr. Dre,  
Gary Spangler, Dontay, Enrique Ongpin [Virgin]



Mark Adams [KXJM], Jay-Z, Dontay



Greg Lawley & Dontay



Ebro [KXJM/KBMB], Eminem,  
Greg Lawley, Gary Spangler



Gary Spangler, Dontay,  
Greg Lawley, Bruce St. James [KKFR]



Greg Lawley & Dontay

**LAWMAN**  
PROMOTIONS  
www.lawmanpromotions.com

# R&R CHR/Rhythmic Top 50

Powered By



February 8, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	JA RULE F/ASHANTI Always On Time (Murder Inc./Def Jam/IDJMG)	4695	-53	724352	12	73/1
2	2	USHER U Got It Bad (LaFace/Arista)	3686	-293	587454	18	74/0
3	3	JENNIFER LOPEZ Ain't It Funny (Epic)	3488	+380	564054	8	69/0
4	4	LUDACRIS Roll Out (My Business) (Def Jam South/IDJMG)	3063	-28	430631	15	68/2
5	5	BUSTA RHYMES Break Ya Neck (J)	2971	-41	452657	14	64/2
6	6	OUTKAST The Whole World (LaFace/Arista)	2937	+49	363024	9	70/0
7	7	FAT JOE We Thuggin' (Terror Squad/Atlantic)	2699	-181	375528	15	68/0
10	8	BRANDY What About Us? (Atlantic)	2661	+417	424046	4	72/0
8	9	ALICIA KEYS A Woman's Worth (J)	2592	+145	469677	15	63/0
9	10	PINK Get The Party Started (Arista)	2091	-193	284408	14	38/1
11	11	FABOLOUS Young'n (Holla Back) (Desert Storm/Elektra/EEG)	2024	+16	329434	10	68/1
16	12	JERMAINE DUPRI F/LUDACRIS Welcome To Atlanta (So So Def/Columbia)	1949	+160	255965	10	55/3
12	13	AALIYAH Rock The Boat (BlackGround)	1913	-51	327582	22	56/0
19	14	NO DOUBT Hey Baby (Interscope)	1910	+226	225606	5	47/1
17	15	MR. CHEEKS Lights, Camera, Action (Universal)	1795	+16	301989	13	62/2
18	16	MOBB DEEP F/112 Hey Luv (Anything) (Loud/Columbia)	1727	+13	293772	8	56/1
15	17	MYSTIKAL Bouncin' Back (Bumpin' Me...) (Jive)	1651	-148	164296	8	63/0
35	18	FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	1649	+722	271536	3	64/13
28	19	TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)	1616	+420	263095	3	68/2
13	20	CITY HIGH Caramel (Interscope)	1616	-279	199149	20	61/0
21	21	MARY J. BLIGE No More Drama (MCA)	1495	+30	297433	10	59/1
22	22	CRAIG DAVID 7 Days (Wildstar/Atlantic)	1324	-125	176686	15	45/0
24	23	JAY-Z Jigga (Roc-A-Fella/IDJMG)	1299	-56	168649	5	60/0
32	24	MASTER P Ooohhhwee (No Limit/Universal)	1180	+169	140707	6	53/1
41	25	USHER U Don't Have To Call (LaFace/Arista)	1178	+439	138800	2	55/8
23	26	MISSY "MISDEMEANOR" ELLIOTT Take Away (Gold Mind/EastWest/EEG)	1168	-192	177941	12	50/0
36	27	AMANDA PEREZ Never (Universal)	1123	+216	122237	5	31/3
25	28	R. KELLY The World's Greatest (Interscope/Jive)	1114	-187	168015	9	49/0
27	29	EVE U, Me & She (Ruff Ryders/Interscope)	1073	-163	134742	6	50/0
30	30	NB RIDAZ F/ANGELINA Runaway (Upstairs)	1061	-102	110785	12	22/0
26	31	NELLY FURTADO Turn Off The Light (DreamWorks)	1051	-218	98270	17	46/0
31	32	'N SYNC Gone (Jive)	979	-141	139865	20	35/1
29	33	MICHAEL JACKSON Butterflies (Epic)	971	-212	145115	10	47/0
37	34	GLENN LEWIS Don't You Forget It (Epic)	941	+119	111631	3	46/2
33	35	JAGGED EDGE Goodbye (So So Def/Columbia)	938	-61	126461	19	30/0
38	36	AALIYAH More Than A Woman (BlackGround)	895	+108	199536	4	7/1
34	37	JUVENILE From Her Mamma (Mamma Got...) (Cash Money/Universal)	834	-140	91808	18	39/0
43	38	KYLIE MINOGUE Can't Get You Out Of My Head (Capitol)	825	+162	185036	4	31/7
42	39	KEKE WYATT Nothing In This World (MCA)	762	+83	126522	3	40/2
48	40	ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	739	+272	221746	2	5/1
Debut	41	TOYA No Matta What (Party All...) (Arista)	650	+257	49566	1	36/0
46	42	DMX F/FAITH EVANS I Miss You (Ruff Ryders/IDJMG)	633	+61	94383	3	39/3
Debut	43	FAITH EVANS I Love You (Bad Boy/Arista)	628	+296	114977	1	53/12
40	44	METHOD MAN & REDMAN Part II (Def Jam/IDJMG)	625	-123	190853	7	38/0
39	45	SHAKIRA Whenever Wherever (Epic)	597	-153	151271	10	16/0
45	46	PETEY PABLO I (Jive)	581	-6	54989	5	43/0
44	47	ANGIE STONE Brotha (J)	513	-138	61803	5	34/0
Debut	48	KNOC-TURN'AL Knoc (LA Confidential/Elektra/EEG)	502	+105	58327	1	7/2
Debut	49	BEANIE SIGEL & FREEWAY Roc The Mic (Roc-A-Fella/IDJMG)	476	+169	150670	1	17/2
47	50	BRIAN MCKNIGHT Still (Motown/Universal)	475	-28	47593	5	28/0

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
TINA NOVAK Been Around The World (Spere/Arista)	18
AVANT Makin' Good Love (Magic Johnson/MCA)	14
FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	13
FAITH EVANS I Love You (Bad Boy/Arista)	12
RUFF ENDZ Someone To Love You (Epic)	9
ROYCE DA 5' 9" F/EMINEM Rock City (Columbia)	9
USHER U Don't Have To Call (LaFace/Arista)	8
PRETTY WILLIE Roll Wit Me (Republic/Universal)	8
LIL J It's The Weekend (Hollywood)	8
KYLIE MINOGUE Can't Get You Out Of My Head (Capitol)	7

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	+722
USHER U Don't Have To Call (LaFace/Arista)	+439
TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)	+420
BRANDY What About Us? (Atlantic)	+417
JENNIFER LOPEZ Ain't It Funny (Epic)	+380
FAITH EVANS I Love You (Bad Boy/Arista)	+296
ASHANTI Foolish (Murder Inc./Def Jam/IDJMG)	+272
TOYA No Matta What (Party All...) (Arista)	+257
NO DOUBT Hey Baby (Interscope)	+226
AMANDA PEREZ Never (Universal)	+216

## New & Active

NAPPY ROOTS Awnaw (Atlantic)  
Total Plays: 385, Total Stations: 28, Adds: 3

'N SYNC Girlfriend (Jive)  
Total Plays: 379, Total Stations: 22, Adds: 5

JAHEIM Anything (Divine Mill/WB)  
Total Plays: 377, Total Stations: 23, Adds: 3

GINUWINE Tribute To A Woman (Epic)  
Total Plays: 367, Total Stations: 31, Adds: 1

NAS Ether (Columbia/Def Jam/IDJMG)  
Total Plays: 361, Total Stations: 11, Adds: 1

LIL BOW WOW Take Ya Home (So So Def/Columbia)  
Total Plays: 352, Total Stations: 25, Adds: 3

IIO Rapture (Tastes So Sweet) (Universal)  
Total Plays: 311, Total Stations: 13, Adds: 3

MAXWELL This Woman's Work (Columbia)  
Total Plays: 239, Total Stations: 23, Adds: 5

LIL' KEKE Platinum In Da Ghetto (Koch)  
Total Plays: 193, Total Stations: 10, Adds: 1

MONTELL JORDAN You Must Have Been (Def Sou/IDJMG)  
Total Plays: 183, Total Stations: 14, Adds: 1

Songs ranked by total plays

75 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 1/27/02-2/2/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

introduced on the #1 r&b, crossover and rhythm single **ja rule's "always on time"**

# Ashanti

RADIO IMPACT:  
2/11-2/12

murder inc.'s first lady of r&b with her debut single "foolish"

MURDER I N C RECORDS  
AJM Records



R&R Rhythmic: **48 - 40 (+272)**

Monitor Mainstream R&B: **D39\* (+205)**

Already over 1100 detections  
Combined audience over 20 million

#1 Phones Already At:

WZMX KYLD KMEL KQKS WWKX KBMB  
KOHT WJMN WCHH and many more

RateTheMusic.com BY MEDIABASE

America's Best Testing CHR/Rhythmic Songs 12+ For The Week Ending 2/8/02.

Table with 8 columns: Artist Title (Label), TW, LW, Familiarity, Burn, TD, Familiarity, Burn. Lists top CHR/Rhythmic songs and artists like JA Rule, Usher, Ludacris, etc.

Total sample size is 604 respondents. 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.

Most Played Recurrents

Table with 3 columns: Artist Title Label(s), Total Plays. Lists recurrent songs like GINUWINE Differences (Epic) with 1596 plays.

Reporters

Grid of reporter information for various radio markets including Albuquerque, Charlotte, Chicago, Dallas, Denver, Detroit, etc., listing reporter names and stations.

Monitored Reporters 87 Total Reporters 75 Total Monitored 12 Total Indicator 11 Current Indicator Playlists Did Not Report, Playlist Frozen (1): KLZK/Lubbock, TX

**ON THE RECORD**  
With **Charlie Huero**  
APD/Marketing Director,  
KKFR (Power 92)/Phoenix



No. 1 on my list is Ludacris with "Saturday (Oooh! Oooh!)." I have so much Ludacris on the air right now that I thought one more wouldn't hurt. I have his artist separation down to about 2 1/2 minutes in Selector! \* Another joint I'm feelin' is Petey Pablo's "I." This album has some pretty cool ish on it. Don't sleep on Petey.

Also, check out "They Ain't Ready" by Jadakiss and Bubba Sparxxx on the Ruff Ryders' CD. \* Last but not least, I got to world premiere the new Mary J. Blige song "Rainy Days" featuring Ja Rule. Once again, I don't feel there is enough Ja Rule on the radio. Also, watch out for the Jay-Z-R.Kelly cut "Honey" — another Power 92 world premiere that sounds great!

Since R&R launched the "On the Radio" feature in our Rhythmic section, I've been fortunate enough to contribute to it weekly. However, I am excited that our new CHR/Rhythmic Editor, **Dontay Thompson**, will be taking over responsibility for this feature beginning next week. Dontay's passion for music is one of the things I admire most about him. No matter what stations do between the songs, music — especially in this format — is what the audience listens to us for. Dontay's insight and experience will be valuable to all of us as he shares his thoughts each week. Please join in me welcoming him as R&R continues its commitment to the growth and success of the CHR/Rhythmic format. You can reach Dontay at 310-788-1677 or via e-mail at [dthompson@rronline.com](mailto:dthompson@rronline.com) ... Some quick chart hits: The top seven on the chart remain status quo, with **Jennifer Lopez** and **OutKast** receiving the only bullets, at 3 and 6, respectively ... **Fat Joe** vaults 35-18\* with "What's Luv?" The track features the lovely **Ashanti**, who already has her own project on the chart after helping **Ja Rule** top it with "Always on Time." **DONTAY'S RECORD OF THE WEEK:** Ashanti "Foolish" (Murder Inc./Def Jam/IDJMG).

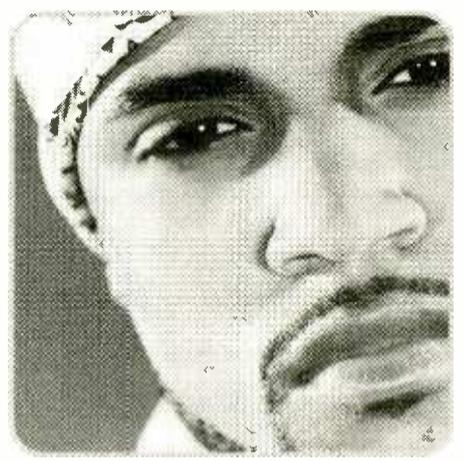
**CHR/Rhythmic**  
**ON THE RADIO**

— Anthony Acampora, Director/Charts

**HEAD RUSH**

ARTIST: **RL**  
LABEL: **J**

By **RENEÉ BELL** / ASSISTANT EDITOR



RL

Near the end of summer a few years ago I was in the backwoods of Leesville, LA at our family reunion. When my aunt asked me if I wanted to drive up to Shreveport with her to check out a show, I replied, "Hell yeah!" I was a little anxious to leave the gathering, seeing how I was a Cali girl who wasn't used to humidity, gunning down dinner, flirting with cousins or successfully interpreting thick Southern lingo. So my aunt, a couple of cousins and I headed out. The drive was also an experience as we braved a hailstorm and a winding dirt road to find the main highway. Directions from our uncles didn't help much either — something about turning left at the stump and a mention of the Mini Mart. Once we found the open road, it was like we had escaped from prison. We were on our way to see Next.

Both the country girls and the Southern playas loved the group's performance. After the show we met up with the guys, took some pictures and hung out for most of the night. Next were polite, laid-back, funny, ambitious, respectful and nothing like some groups I had endured. As a whole, the band was incredible, but we all knew which member would eventually go solo. In my opinion, **RL** was always the businessman and leader of Next. He knew the industry, and, unlike some newcomers, he also knew how the game was played. It was my first RL experience, and I was in love. And once I'd ditched the country accent I'd picked up during my visit, I was going to tell people back in L.A. to look out for him.

I saw RL here and there at numerous industry events, so I knew he was up to something.

That something was his debut on J Records. This album will be huge, because so many are anticipating the singer's solo digs. His previous single, "Do U Wanna Roll," featuring Lil' Kim and Snoop Dogg, was a hot gangsta fav that was bangin' in every '64 in the hood. People were more than ready for his next joint, "Got Me a Model."

If you can't guess what the song is about from the title, let me fill you in. Every guy's dream is to parade around town with a trophy on your arm. Well, wake up! For most of you, it's not going to happen. In RL's case, however, this dream is very real, and he rubs it in here. Honestly, I'm waiting for the remixed version of "Model" featuring Lil' Kim and Eve so the ladies are represented.

The track features MC-labelmate Eric Sermon, and the production is mastered by So So Def founder and remix pioneer Jermaine Dupri. Several stations are already on the single, including WWBZ/Charleston, SC; KBMB (Da Bomb)/Sacramento; and KCAQ/Oxnard-Ventura, CA. "Got Me a Model" is scheduled for CHR/Rhythmic adds on Feb. 12. Mark it on your calendars now, before you forget. Enjoy.

L.A. CONFIDENTIAL RECORDS AND ELEKTRA PRESENT

**KNOC-TURN'AL**  
**THE KNOC**

(WITH DR. DRE AND MISSY "MISDEMEANOR" ELLIOTT)  
THE PREMIERE SINGLE AND VIDEO FROM THE DEBUT ALBUM KNOC'S LANDIN'

Audience Over 5 Million **TV-14 RATED NEXT!!**

Early Airplay at:

KPNW	KXJM	KBOS	KSEQ	WPOW
WETT	KCAQ	KOHT	KXME	KBMB
KIKI	KODE	XHTZ	WXIS	WCHH

and in the Mix Everywhere

**IMPACTS NOW!!!**

ALBUM IN STORES APRIL 23

PRODUCED BY DR. DRE & PROPHECY ENTERTAINMENT • EXECUTIVE PRODUCER: BIG D • ASSOCIATE EXECUTIVE PRODUCERS: AARON ANDERSON & JAY BROWN

[WWW.KNOCTURNALMUSIC.COM](http://WWW.KNOCTURNALMUSIC.COM) [WWW.LACONFIDENTIALINC.COM](http://WWW.LACONFIDENTIALINC.COM) [WWW.ELEKTRA.COM](http://WWW.ELEKTRA.COM)



**WALT LOVE**  
babylove@rronline.com

## Start Your Career Here

□ Radio One's Howard Mazer provides an inside look at careers in radio sales

**F**or R&R's annual sales theme issue, I thought I'd get some inside perspective from Radio One/Baltimore GM **Howard Mazer**. Mazer oversees the Baltimore properties WERQ-FM, WWIN-AM & FM and WOLD-AM. We talked before the Christmas holidays, and he expressed an interest in sharing his views on how a career in radio sales is a fantastic one to pursue in today's consolidated radio world.

Like most salespeople, Mazer talks fast, and he is excited about his views on this subject. That's a definite advantage, in my book — there's nothing like passion. We started off by talking about why a person would want to get into the sales side of broadcasting.



Howard Mazer

### Learn While You Earn

"First of all, it's a fast-paced business," he said. "You are not sitting behind a desk and waiting for things to happen. Instead, you can be creative and make things happen. There's certainly a chance, after a period of time, to make a very good income. This is not something that you need 12 years of college and graduate school in order to make that kind of income. If you are aggressive and tenacious, you can have a good income quite quickly.

"I also think that sales provides a great growth opportunity in this business. If you are good at it and you work hard, you can move up in this business and make a name for

yourself. There are many opportunities for you to learn this business in any market; you can then take that knowledge and move anywhere you want and get a good job. You are selling an entertainment-industry product. You're getting into the entertainment business in a roundabout way. That's very exciting to a lot of young people looking for a career.

"You also get quite a bit of independence, going out and making your own appointments. You're seeing clients, developing a client list to work and learning about people's businesses. You're asking them questions about their business as you're walking in their door, gaining knowledge at the same time that you're cultivating a new client. You are learning about this business while you're figuring out how to help them increase their business. It's actually a return on your investment: As you go out to see people, you're also learning from them."

### Knowledge Is Power

Mazer also noted that Radio One is a great training ground for sales. "We're giving our salespeople the opportunity to take a course called 'Co-Learn' on the

Internet," he said. "It is a course the company pays for so that our account executives are more knowledgeable and better-educated on how to be better radio salespeople. They are getting some free education.

"Again, the opportunities to grow in this business are endless, and there's also an opportunity for these people to go out and meet people in the community where they are working. Co-Learn is a customer-focused education that you can get

**"Selling yourself to the client is really a big thing about being in sales. Dropping off a resume doesn't make someone a salesperson."**

on the Internet, and Radio One offers it to their salespeople."

When I mentioned that it seems that there are more sales opportunities in our industry than ever before, Mazer hardly let me finish my statement before offering his opinion on the job marketplace. "There were a lot of people who graduated from college a few years ago and went into the Internet business because they thought the money was going to be endless and they were going to get all of these stock options and get rich," he said.

"As we all know, those things did not come to fruition. Now, some of those same people have found that radio sales is a career and an opportunity that has been around for years and years. They've seen people become very successful in this business after



**URBAN RADIO ... MORE THAN JUST ENTERTAINMENT**

Jones Radio Network Director/Affiliate Relations and head of Urban programming Rob Drucker met up with the Reverend Al Sharpton during the Interep Power of Urban Radio seminar in New York last Friday. Sharpton is founder of the Madison Avenue Initiative, a program to promote the use of minority media and advertising agencies. Seen here (l-r) are Drucker and Sharpton.

starting off with very little experience and nothing but a copy of the yellow pages. In this business you can niche a career for yourself, and the opportunity is there to make a very nice living."

### Do Your Homework

If someone is interested in this type of career, what should they do? "You have to do some research on what format you might want to sell, because you have to be comfortable with it," Mazer said. "Once you're in the business, you can pretty much sell anything.

"Number two: You really have to want to sell. Sales is a tough business, because there's rejection. You have to learn not to take the rejection personally. You have to go out and sell somebody else, sell somebody else, sell somebody else. Then you have to call stations and make appointments to talk to sales managers.

"You need to learn about radio in general, and you need to learn about stations that you think you'd want to sell for and know what those stations are all about. You need to know about the format — not everything, but a little knowledge.

"Also, understand that you're not going to come into the building and get the Coca-Cola account or McDonald's on Day One. You have to pay your dues if you really want a sales job. If you keep after it and are tenacious about it, you will find one."

### Sell Yourself

Mazer closed with some advice on how to get that sales job. "If you really want to be in sales, call and make an appointment with the sales manager, even if there is no position at the time," he said. "Show him or her that you're aggressive, willing to learn and willing to work hard developing a client list.

"The opportunity is there; you

**"Sales is a tough business, because there's rejection. You have to learn not to take the rejection personally."**

just have to go after it. You have to say, 'I really want the chance. I really want the opportunity. I really want you to give me a try.' When people sell themselves like that, you don't forget them. When there is finally an opening, you remember that kind of person and think of them first.

"As a manager, I know that kind of aggressiveness and interest makes me think, 'They'll really be good on the streets. They won't give up.' Those are the people you need doing sales. You don't call a person on Monday and get the sale on Tuesday. You may have to go in there three, four or five times before you get the sale. Selling yourself to the client is really a big thing about being in sales. Dropping off a resume doesn't make someone a salesperson."

So, if you're looking for the best opportunity in our industry at this time, according to Howard Mazer, sales is your best bet!



**SHOWING BROTHERLY LOVE**

Epic recording artist B2K visited WPHI/Philadelphia during a promotional run to support their single "Uh Huh." Pictured with the group are WPHI PD Luscious Ice (c) and label rep Kathy "KP" Powell (r).

### TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at 310-788-1667

or e-mail:

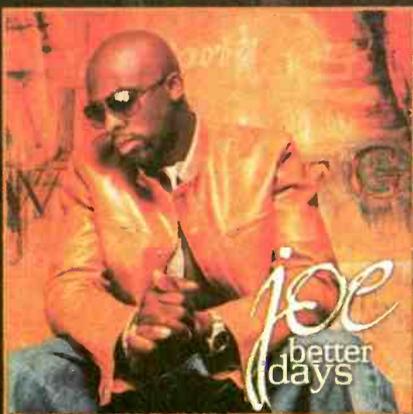
[babylove@rronline.com](mailto:babylove@rronline.com)

Consider the possibilities....

# joe

what if a woman

the new single & video  
impacting 2/18



FROM THE PROVOCATIVE NEW ALBUM  
**BETTER DAYS** IN STORES NOW



Executive Producers: Kedar Massenburg & Joe/Management and Direction: Kedar Massenburg

[www.joescrib.com](http://www.joescrib.com)

[www.jiverecords.com](http://www.jiverecords.com)



**IMPACTING URBAN  
MAINSTREAM  
FEB 11**

HE KNOC'ED YOU FOR A LOOP ON DR.DRE'S  
7,000,000-SELLING CHRONIC 2001.

HE KNOC'ED YOU DOWN ON THE  
CLUB SMASH "BAD INTENTIONS" FROM  
*THE WASH* SOUNDTRACK.

**NOW HE'S GONNA  
KNOC YOU OUT WITH  
HIS DEBUT SINGLE**

L.A. CONFIDENTIAL RECORDS AND ELEKTRA PRESENT

# **KNOC-TURN'AL** **THE KNOC**

(WITH DR.DRE AND MISSY "MISDEMEANOR" ELLIOTT)  
**THE PREMIERE SINGLE AND VIDEO FROM THE DEBUT ALBUM KNOC'S LANDIN'**

**EARLY SPINS AT...**

**WPHI WKYS WPGC WBLX WENZ**  
**WCKX WBHJ WBLX WFXE WCHH**  
**WWDM WQSL WQOK WENZ**

**RATED "NEXT" AT **

**AUDIENCE AT 5 MILLION  
& GROWING!!!**



**ALBUM IN STORES APRIL 23**

PRODUCED BY DR.DRE & PROPHECY ENTERTAINMENT • EXECUTIVE PRODUCER: BIG D • ASSOCIATE EXECUTIVE PRODUCERS: AARON ANDERSON & JAY BROWN  
[WWW.KNOCTURNALMUSIC.COM](http://WWW.KNOCTURNALMUSIC.COM) [WWW.LACONFIDENTIALINC.COM](http://WWW.LACONFIDENTIALINC.COM) [WWW.ELEKTRA.COM](http://WWW.ELEKTRA.COM)

ON L.A. CONFIDENTIAL RECORDS/ELEKTRA COMPACT DISCS,  CASSETTES AND RECORDS © 2002 ELEKTRA ENTERTAINMENT GROUP INC., WARNER MUSIC GROUP, AN AOL/TIME WARNER COMPANY.

# R&R Urban Top 50

Powered By



February 8, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	MICHAEL JACKSON Butterflies (Epic)	2673	-4	448149	13	63/0
1	2	JA RULE F/ASHANTI Always On Time (Murder Inc./Def Jam/IDJMG)	2627	-52	424481	11	65/0
3	3	MYSTIKAL Bouncin' Back (Bumpin' Me...) (Jive)	2436	+79	332938	9	65/0
5	4	KEKE WYATT Nothing In This World (MCA)	2357	+244	373228	17	58/0
6	5	MR. CHEEKS Lights, Camera, Action (Universal)	2253	+149	362684	22	56/0
13	6	BRANDY What About Us? (Atlantic)	2041	+381	335656	4	66/1
9	7	OUTKAST The Whole World (LaFace/Arista)	2027	+126	281365	8	63/0
4	8	ALICIA KEYS A Woman's Worth (J)	1918	-258	298871	16	67/0
7	9	USHER U Got It Bad (LaFace/Arista)	1869	-141	263472	22	67/0
12	10	MARY J. BLIGE No More Drama (MCA)	1829	+127	263460	11	61/0
11	11	MISSY "MISDEMEANOR" ELLIOTT Take Away (Gold Mind/EastWest/EEG)	1778	+48	288029	12	62/0
18	12	JENNIFER LOPEZ Ain't It Funny (Epic)	1730	+226	280018	5	55/0
8	13	LUDACRIS Roll Out (My Business) (Def Jam South/IDJMG)	1722	-188	254683	14	60/0
17	14	FAITH EVANS I Love You (Bad Boy/Arista)	1707	+180	275585	5	59/0
25	15	TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)	1672	+428	246796	3	66/1
16	16	GLENN LEWIS Don't You Forget It (Epic)	1671	+73	238526	11	62/0
10	17	FAT JOE We Thuggin' (Terror Squad/Atlantic)	1579	-304	260691	15	63/0
14	18	AALIYAH Rock The Boat (BlackGround)	1554	-91	286237	24	65/0
20	19	FABOLOUS Young'n (Holla Back) (Desert Storm/Elektra/EEG)	1510	+46	201097	9	60/1
27	20	USHER U Don't Have To Call (LaFace/Arista)	1418	+403	242003	3	57/1
22	21	JAHEIM Anything (Divine Mill/WB)	1417	+114	180762	11	60/0
19	22	BUSTA RHYMES Break Ya Neck (J)	1401	-86	215916	14	60/0
15	23	'N SYNC Gone (Jive)	1391	-235	222410	12	50/0
21	24	JERMAINE DUPRI F/LUDACRIS Welcome To Atlanta (So So Def/Columbia)	1373	+30	229466	9	57/0
26	25	JAY-Z Jigga (Roc-A-Fella/IDJMG)	1308	+67	172931	5	59/0
23	26	JOE Let's Stay Home Tonight (Jive)	1153	-127	125433	11	59/0
33	27	AALIYAH More Than A Woman (BlackGround)	1111	+317	216932	3	3/0
24	28	ANGIE STONE Brotha (J)	1021	-229	127111	20	51/0
31	29	SHARISSA Any Other Night (Motown)	1005	+162	99385	6	56/4
35	30	DMX F/FAITH EVANS I Miss You (Ruff Ryders/IDJMG)	876	+112	117091	3	54/0
32	31	MASTER P Ooohhhwee (No Limit/Universal)	864	+69	122431	8	41/0
29	32	MOBB DEEP F/112 Hey Luv (Anything) (Loud/Columbia)	859	-4	122130	7	45/0
47	33	BEANIE SIGEL & FREEWAY Roc The Mic (Roc-A-Fella/IDJMG)	791	+232	143945	2	43/0
28	34	R. KELLY The World's Greatest (Interscope/Jive)	745	-177	102642	10	41/0
44	35	AVANT Makin' Good Love (Magic Johnson/MCA)	719	+111	92743	2	61/0
30	36	FAITH EVANS You Gets No Love (Bad Boy/Arista)	710	-149	98021	20	56/0
39	37	MONTELL JORDAN You Must Have Been (Def Soul/IDJMG)	708	+34	114453	7	44/0
Debut	38	LIL BOW WOW Take Ya Home (So So Def/Columbia)	702	+298	103346	1	52/3
36	39	CITY HIGH Caramel (Interscope)	643	-91	80871	18	46/0
43	40	PETEY PABLO I (Jive)	629	+8	55405	5	51/0
38	41	CRAIG DAVID 7 Days (Wildstar/Atlantic)	629	-80	60589	8	35/0
34	42	JUVENILE From Her Mamma (Mamma Got...) (Cash Money/Universal)	614	-168	82105	15	48/0
49	43	GINUWINE Tribute To A Woman (Epic)	592	+60	84654	2	53/0
42	44	EVE U, Me & She (Ruff Ryders/Interscope)	585	-40	63136	5	45/0
41	45	JONELL & METHOD MAN Round & Round (Def Jam/IDJMG)	561	-80	115438	8	37/0
37	46	JAGGED EDGE Goodbye (So So Def/Columbia)	542	-176	104224	18	49/0
Debut	47	NAPPY ROOTS Awnaw (Atlantic)	531	+159	43177	1	43/1
Debut	48	MAXWELL This Woman's Work (Columbia)	482	+303	66753	1	51/3
Debut	49	PROPHET JONES Cry Together (University/Motown)	472	+143	57587	1	39/3
Debut	50	COREY F/LIL' ROMEO Hush Lil' Lady (Motown)	471	+18	45426	1	41/0

## Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	35
LATHUN Fortunate (Motown)	28
ROYCE OA 5' 9" F/EMINEM Rock City (Columbia)	20
RL F/ERICK SERMON Got Me A Model (J)	7
CHEROKEE I Swear (Arista)	6
BIG MOE Purple Stuff (Priority)	6
SHARISSA Any Other Night (Motown)	4
LIL BOW WOW Take Ya Home (So So Def/Columbia)	3
MAXWELL This Woman's Work (Columbia)	3
PROPHET JONES Cry Together (University/Motown)	3
LUTHER VANDROSS I'd Rather (J)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)	+428
USHER U Don't Have To Call (LaFace/Arista)	+403
BRANDY What About Us? (Atlantic)	+381
AALIYAH More Than A Woman (BlackGround)	+317
MAXWELL This Woman's Work (Columbia)	+303
LIL BOW WOW Take Ya Home (So So Def/Columbia)	+298
KEKE WYATT Nothing In This World (MCA)	+244
BEANIE SIGEL & FREEWAY Roc... (Roc-A-Fella/IDJMG)	+232
JENNIFER LOPEZ Ain't It Funny (Epic)	+226
MUSIQ Half Crazy (Def Soul/IDJMG)	+194

## New & Active

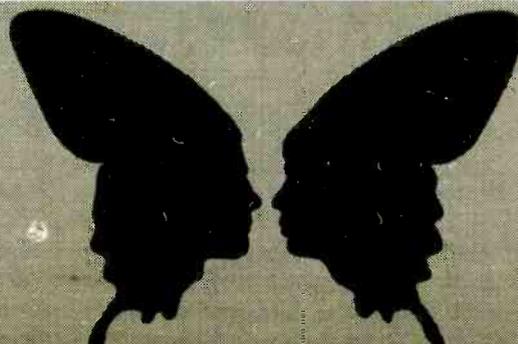
B2K Uh Huh (Epic) Total Plays: 385, Total Stations: 18, Adds: 0
FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic) Total Plays: 327, Total Stations: 36, Adds: 35
RUFF ENOZ Someone To Love You (Epic) Total Plays: 326, Total Stations: 41, Adds: 2
PRETTY WILLIE Roll Wit Me (Republic/Universal) Total Plays: 314, Total Stations: 29, Adds: 0
IMX The First Time (New Line) Total Plays: 312, Total Stations: 18, Adds: 0
CHOOBAKKA She's Feeling Me (Big Daddy) Total Plays: 282, Total Stations: 32, Adds: 2
LIL' KEKE Platinum In Da Ghetto (Koch) Total Plays: 281, Total Stations: 20, Adds: 0
REMY SHAND Take A Message (Motown) Total Plays: 170, Total Stations: 27, Adds: 1
CHEROKEE I Swear (Arista) Total Plays: 170, Total Stations: 23, Adds: 6
LUTHER VANDROSS I'd Rather (J) Total Plays: 132, Total Stations: 21, Adds: 3

Songs ranked by total plays

68 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 1/27/02-2/2/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

MICHAEL JACKSON  
butterflies

The new single  
from "Invincible"



Thank You Urban  
Mainstream Radio  
For Making  
"Butterflies"

Executive Producer:  
Michael Jackson  
Produced by Michael Jackson  
for MJJ Productions  
and Andre Harris for Touch of Jazz  
www.michaeljackson.com  
www.epicrecords.com

#1



\*Epic Reg. U.S. Pat. & Tm. Off. Marca Registrada. is a trademark of Sony Music Entertainment Inc./2001 MJJ Productions, Inc.

*Stations and their adds listed alphabetically by market*

**Reporters**

<p><b>WAJZ/Albany, NY *</b> PD/MD: Sugar Bear APD: Marie Cristal 11 FAT JOE F/ASHANTI "Luv" ROYCE DA 5' 9" "Rock"</p>	<p><b>WBOT/Boston, MA *</b> PD: Steve Gousty APD: Lamar Robinson MD: T. Clark No Adds</p>	<p><b>WVDM/Columbia, SC *</b> PD/MD: Mike Love APD: Vemessa Pendergrass 5 FAT JOE F/ASHANTI "Luv" 4 LATHUN "Fortunate" BIG MOE "Purple" ROYCE DA 5' 9" "Rock"</p>	<p><b>WZFX/Fayetteville, NC *</b> PD: Rod Cruise APD: Garrett Davis MD: Taylor Morgan 1 FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate"</p>	<p><b>KIIZ/Killeen-Temple, TX</b> PD/MD: Mychal Maguire 16 CEE-LO "Closet" 12 LATHUN "Fortunate" 11 FAT JOE F/ASHANTI "Luv" NO GOOD "Ballin" ROYCE DA 5' 9" "Rock" LIL BOW WOW "Take"</p>	<p><b>WFXM/Macon, GA</b> PD/MD: Derek Harper 16 NO GOOD "Ballin" 16 RASHEEDA "Get" 12 FAITH EVANS "Love" FAT JOE F/ASHANTI "Luv"</p>	<p><b>WBHH/Norfolk, VA *</b> PD/MD: Heart Attack No Adds</p>	<p><b>WQKX/Rochester, NY *</b> PD: Andre Marcel MD: Kala D'Neal 35 ASHANTI "Foolish" 9 FAT JOE F/ASHANTI "Luv" 1 BABYFACE "Calm" CHEROKEE "Swear" LATHUN "Fortunate"</p>	<p><b>WPHR/Syracuse, NY *</b> PD: Butch Charles MD: Kenny Dees 9 ROYCE DA 5' 9" "Rock" 4 FAT JOE F/ASHANTI "Luv"</p>
<p><b>KBCE/Alexandria, LA</b> PD: Kenny Smoov MD: R.J. Polk 10 BIG MOE "Purple"</p>	<p><b>WBLK/Buttalo, NY *</b> PD/MD: Skip Dillard FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate" ROYCE DA 5' 9" "Rock"</p>	<p><b>WFXE/Columbus, GA</b> PD: Michael Soul 13 CEE-LO "Closet" 10 FAT JOE F/ASHANTI "Luv" 8 ROYCE DA 5' 9" "Rock" 7 LATHUN "Fortunate"</p>	<p><b>WDZZ/Flint, MI *</b> PD/MD: Chris Reynolds No Adds</p>	<p><b>KRRQ/Lafayette, LA *</b> DM: James Alexander PD/MD: Darlene Prejean 6 SHARISSA "Night" FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate" CHEROKEE "Swear"</p>	<p><b>WIBB/Macon, GA</b> PD: Mike Williams APD: Ava Blakk FAT JOE F/ASHANTI "Luv" ROYCE DA 5' 9" "Rock" MAXWELL "Woman's"</p>	<p><b>WOWI/Norfolk, VA *</b> DM/MD: Daisy Davis APD/MD: Michael Mauzone 13 FAT JOE F/ASHANTI "Luv" 12 ROYCE DA 5' 9" "Rock" 4 TANTO METRO "Give" LATHUN "Fortunate"</p>	<p><b>WTLZ/Saginaw, MI *</b> Int. PD: Eugene Brown CHEROKEE "Swear" FAT JOE F/ASHANTI "Luv" MAXWELL "Woman's"</p>	<p><b>WTMP/Tampa, FL</b> Interim PD: Big Money Ced Interim MD: Eriq Storm FAT JOE F/ASHANTI "Luv" RED DOG "Sunshine"</p>
<p><b>KEDG/Alexandria, LA</b> PD: Jay Stevens MD: Wade Hampton 10 FAT JOE F/ASHANTI "Luv"</p>	<p><b>WWWZ/Charleston, SC *</b> DM/MD: Terry Base MD: Ron Splackavellie 13 FAT JOE F/ASHANTI "Luv" 2 ROYCE DA 5' 9" "Rock" CHOOBAKKA "Feeling" LATHUN "Fortunate" RL F/ERICK SERMON "Model"</p>	<p><b>WCKX/Columbus, OH *</b> PD: Paul Strong MD: Warren Stevens No Adds</p>	<p><b>WTMG/Gainesville-Ocala, FL *</b> PD/MD: Quincy 5 LATHUN "Fortunate" 4 FAT JOE F/ASHANTI "Luv" 1 BIG MOE "Purple"</p>	<p><b>WQHH/Lansing, MI *</b> PD/MD: Brant Johnson 3 ROYCE DA 5' 9" "Rock" 1 FAT JOE F/ASHANTI "Luv" 1 KIRK FRANKLIN "911" CHEROKEE "Swear" LATHUN "Fortunate"</p>	<p><b>WHRK/Memphis, TN *</b> PD: Nate Bell APD/MD: Eileen Nathaniel FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate"</p>	<p><b>KVSP/Dklahoma City, DK *</b> PD: Terry Monday AMD: Eddie Brasco 7 BIG MOE "Purple" 5 RL F/ERICK SERMON "Model" 5 FAT JOE F/ASHANTI "Luv" 2 LATHUN "Fortunate" 2 NO GOOD "Ballin" ROYCE DA 5' 9" "Rock"</p>	<p><b>WEAS/Savannah, GA</b> PD: Sam Nelson MD: Jewel Carter 29 FABOLOUS "Young'n" 10 FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate"</p>	<p><b>WJWC/Toledo, OH *</b> PD: Charlie Mack MD: Nikki G. 1 FAT JOE F/ASHANTI "Luv" BIG MOE "Purple" LATHUN "Fortunate" ROYCE DA 5' 9" "Rock"</p>
<p><b>WHTA/Atlanta, GA *</b> PD: Jerry Smokin' B APD: Ryan Cameron MD: Ramona Debraux No Adds</p>	<p><b>WPEG/Charlotte, NC *</b> PD: Terri Avery MD: Nate Quick 19 FAT JOE F/ASHANTI "Luv"</p>	<p><b>KBFB/Dallas-Ft. Worth, TX *</b> PD: Tony Fields MD: Marie Kelly No Adds</p>	<p><b>WIKS/Greenville, NC *</b> PD/MD: B.K. Kirkland 5 MAXWELL "Woman's" 3 LIL BOW WOW "Take" RUFF ENOZ "Someone"</p>	<p><b>WQVJ/Las Vegas, NV *</b> PD/MD: Vic Clemons No Adds</p>	<p><b>WKKV/Milwaukee, WI *</b> PD: Jamillah Muhammad MD: Doc Love 3 FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate" LUTHER VANDROSS "Rather"</p>	<p><b>WPHI/Philadelphia, PA *</b> PD: Luscious Ice MD: Raphael "Raff" George No Adds</p>	<p><b>KJMM/Tulsa, OK *</b> PD: Terry Monday APD: Aaron Bernard 17 RL F/ERICK SERMON "Model" 16 BIG MOE "Purple" 10 LATHUN "Fortunate" 7 FAT JOE F/ASHANTI "Luv" 5 NO GOOD "Ballin" ROYCE DA 5' 9" "Rock"</p>	<p><b>WESE/Tupelo, MS</b> PD/MD: Pamela Aniese USHER "Call" DMX F/FAITH EVANS "Miss" AALIYAH "Woman"</p>
<p><b>WVEE/Atlanta, GA *</b> PD: Tony Brown MD: Tosha Love 12 SHARISSA "Night"</p>	<p><b>WJTT/Chattanooga, TN *</b> PD: Keith Landecker MD: Magic 8 ROYCE DA 5' 9" "Rock" BIG MOE "Purple" FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate"</p>	<p><b>KKDA/Dallas-Ft. Worth, TX *</b> PD/MD: Skip Cheatham FAT JOE F/ASHANTI "Luv"</p>	<p><b>WJMZ/Greenville, SC *</b> PD/MD: Doug Davis 6 CHEROKEE "Swear" 1 LATHUN "Fortunate" 1 KIRK FRANKLIN "911"</p>	<p><b>WBTF/Lexington-Fayette, KY *</b> PD/MD: Jay Alexander No Adds</p>	<p><b>WZHT/Montgomery, AL</b> MD: Michael Long 31 FAT JOE F/ASHANTI "Luv" 16 BEANIE SIGEL/FREEWAY "Vic" MAXWELL "Woman's"</p>	<p><b>WUSL/Philadelphia, PA *</b> PD: Glenn Cooper APD: Colby Tyner MD: Coka Lani 6 ROYCE DA 5' 9" "Rock" FAT JOE F/ASHANTI "Luv" PROPHET JONES "Cry"</p>	<p><b>KMJJ/Shreveport, LA *</b> PD: Michael Tee MD: Kelli Dupree 4 PROPHET JONES "Cry" 1 FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate"</p>	<p><b>WKYS/Washington, DC *</b> PD: Darryl Huckaby MD: P-Stew No Adds</p>
<p><b>WFXA/Augusta, GA *</b> DM: Ron Thomas No Adds</p>	<p><b>WGCI/Chicago, IL *</b> DM/MD: Elroy Smith APD/MD: Carla Boatner 25 TWEET "Oops" 8 NAS "Ether"</p>	<p><b>WROU/Dayton, OH *</b> PD: Marco Simmons MD: Theo Smith 2 MAXWELL "Woman's" SHARISSA "Night"</p>	<p><b>WEUP/Huntsville, AL *</b> PD/MD: Steve Murry FAT JOE F/ASHANTI "Luv"</p>	<p><b>KIPR/Little Rock, AR *</b> DM/MD: Joe Booker 1 FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate" RL F/ERICK SERMON "Model" ROYCE DA 5' 9" "Rock"</p>	<p><b>WZHT/Montgomery, AL</b> MD: Michael Long 31 FAT JOE F/ASHANTI "Luv" 16 BEANIE SIGEL/FREEWAY "Vic" MAXWELL "Woman's"</p>	<p><b>WAMO/Pittsburgh, PA *</b> Interim PD/MD: DJ Boogie 21 BRANDY "About" 19 PROPHET JONES "Cry" 8 LUTHER VANDROSS "Rather" 5 LIL BOW WOW "Take" 4 CHOOBAKKA "Feeling" 3 USHER "Call" 1 ROYCE DA 5' 9" "Rock"</p>	<p><b>WFUN/St. Louis, MO *</b> PD: Mo'Shay APD: Craig Black No Adds</p>	<p><b>WJWS/Wilmington, DE *</b> PD: Tony Quartarone MD: Manuel Mena 4 NAPPY ROOTS "Awwaw" FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate" ROYCE DA 5' 9" "Rock"</p>
<p><b>WPRW/Augusta, GA *</b> DM: Ron Thomas No Adds</p>	<p><b>WJTL/Chattanooga, TN *</b> PD: Keith Landecker MD: Magic 8 ROYCE DA 5' 9" "Rock" BIG MOE "Purple" FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate"</p>	<p><b>WJLB/Detroit, MI *</b> PD: KJ Holiday APD/MD: Kris Kelley 2 FABOLOUS "Young'n" 1 FAT JOE F/ASHANTI "Luv" 1 ROYCE DA 5' 9" "Rock"</p>	<p><b>WRJH/Jackson, MS *</b> PD: Steve Poston MD: Lil Home FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate" ROYCE DA 5' 9" "Rock"</p>	<p><b>WBLO/Louisville, KY *</b> PD: Mark Gunn MD: Gerald Harrison No Adds</p>	<p><b>WQOK/Nashville, TN *</b> PD: Kevin Fox APD: Bruce Lowe 6 FAT JOE F/ASHANTI "Luv" 1 LUTHER VANDROSS "Rather" LATHUN "Fortunate"</p>	<p><b>WQOK/Raleigh-Durham, NC *</b> PD: Cy Young MD: Sean Alexander No Adds</p>	<p><b>WCDX/Richmond, VA *</b> PD: Lamonda Williams MD: B-Rock No Adds</p>	<p><b>WJZD/Biloxi-Gulfport, MS *</b> PD: Rob Neal MD: Tabari Daniels 5 FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate" RL F/ERICK SERMON "Model" ROYCE DA 5' 9" "Rock"</p>
<p><b>WEMX/Baton Rouge, LA *</b> DM: James Alexander PD/MD: Adrian Long 11 SHARISSA "Night" 1 FAT JOE F/ASHANTI "Luv" LATHUN "Fortunate" CHEROKEE "Swear"</p>	<p><b>WPWX/Chicago, IL *</b> PD: Jay Alan MD: Traci Reynolds 13 LIL BOW WOW "Take"</p>	<p><b>WJMN/Jackson, MS *</b> PD/MD: Stan Branson 6 FAT JOE F/ASHANTI "Luv" 4 ROYCE DA 5' 9" "Rock" LATHUN "Fortunate" RL F/ERICK SERMON "Model"</p>	<p><b>WJMI/Jackson, MS *</b> PD/MD: Stan Branson 6 FAT JOE F/ASHANTI "Luv" 4 ROYCE DA 5' 9" "Rock" LATHUN "Fortunate" RL F/ERICK SERMON "Model"</p>	<p><b>WQVJ/Las Vegas, NV *</b> PD/MD: Vic Clemons No Adds</p>	<p><b>WQVJ/Las Vegas, NV *</b> PD/MD: Vic Clemons No Adds</p>	<p><b>WQVJ/Las Vegas, NV *</b> PD/MD: Vic Clemons No Adds</p>	<p><b>WQVJ/Las Vegas, NV *</b> PD/MD: Vic Clemons No Adds</p>	<p><b>WQVJ/Las Vegas, NV *</b> PD/MD: Vic Clemons No Adds</p>
<p><b>KTCX/Beaumont, TX *</b> PD/MD: Chris Clay 1 LATHUN "Fortunate" FAT JOE F/ASHANTI "Luv"</p>	<p><b>WENZ/Cleveland, OH *</b> PD: Sam Syk No Adds</p>	<p><b>WJNN/Dothan, AL</b> PD/MD: Tony Black 20 BRANDY "About" 17 TWEET "Oops" 15 AALIYAH "Woman" 10 ROYCE DA 5' 9" "Rock" 10 FAITH EVANS "Love" 8 FAT JOE F/ASHANTI "Luv" 8 LIL BOW WOW "Take" 7 LATHUN "Fortunate" 7 MAXWELL "Woman's" 7 JENNIFER LOPEZ "Funny" USHER "Call"</p>	<p><b>KPRS/Kansas City, MO *</b> PD: Sam Weaver APD/MD: Myron Fears 3 FAT JOE F/ASHANTI "Luv" 2 LATHUN "Fortunate" N.O.R.E. F/IA RULE "Live"</p>	<p><b>WGZB/Louisville, KY *</b> PD: Mark Gunn MD: Gerald Harrison No Adds</p>	<p><b>WQVJ/Las Vegas, NV *</b> PD/MD: Vic Clemons No Adds</p>	<p><b>WQVJ/Las Vegas, NV *</b> PD/MD: Vic Clemons No Adds</p>	<p><b>WQVJ/Las Vegas, NV *</b> PD/MD: Vic Clemons No Adds</p>	<p><b>WQVJ/Las Vegas, NV *</b> PD/MD: Vic Clemons No Adds</p>

\*Monitored Reporters  
79 Total Reporters  
68 Total Monitored  
11 Total Indicator



**Most Played Recurrents**

ARTIST TITLE LABEL(S)	TOTAL PLAYS
GINUWINE Differences (Epic)	926
MARY J. BLIGE Family Affair (MCA)	792
MAXWELL Lifetime (Columbia)	629
JA RULE Livin' It Up (Murder Inc./Def Jam/IDJMG)	570
JAGGED EDGE Where The Party At (So So Def/Columbia)	476
PETEY PABLO Raise Up (Jive)	466
JAY-Z Girls, Girls, Girls (Roc-A-Fella/IDJMG)	453
NELLY #1 (Priority/Capitol)	440
JENNIFER LOPEZ I'm Real (Epic)	395
ALICIA KEYS Fallin' (J)	365
R. KELLY Feelin' On Yo Booty (Jive)	334
112 Peaches & Cream (Bad Boy/Arista)	315
R. KELLY Fiesta (Jive)	314
USHER U Remind Me (LaFace/Arista)	285
JAY-Z Izzo (H.O.V.A.) (Roc-A-Fella/IDJMG)	279
FABOLOUS F/NATE DOGG Can't Deny It (Desert Storm/Elektra/EEG)	274
BRIAN MCKNIGHT Love Of My Life (Motown)	271
JUVENILE Set It Off (Cash Money/Universal)	263
SUNSHINE ANDERSON Heard It All Before (Soulife/Atlantic)	234
MISSY ELLIOTT Get Ur Freak On (Gold Mind/EastWest/EEG)	225

**Indicator**

**Most Added**

FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)
LATHUN Fortunate (Motown)
ROYCE DA 5' 9" F/EMINEM Rock City (Columbia)
MAXWELL This Woman's Work (Columbia)
FAITH EVANS I Love You (Bad Boy/Arista)
LIL BOW WOW Take Ya Home (So So Def/Columbia)
USHER U Don't Have To Call (LaFace/Arista)
AALIYAH More Than A Woman (BlackGround)
NO GOOD Ballin' Boy (Artist Direct)
CEE-LO Closet Freak (LaFace/Arista)
BRANDY What About Us? (Atlantic)
TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)
FABOLOUS Young'n (Holla Back) (Desert Storm/Elektra/EEG)
JENNIFER LOPEZ Ain't It Funny (Epic)
DMX F/FAITH EVANS I Miss You (Ruff Ryders/IDJMG)
BEANIE SIGEL & FREEWAY Roc The Mic (Roc-A-Fella/IDJMG)
BIG MOE Purple Stuff (Priority)
RASHEEDA Let's Get To It (Motown)
RED DOG Sunshine (Mo Muzik)

# Urban Playlists

February 8, 2002 R&R • 53

**MARKET #1**  
**WBLS/Los Angeles**  
Inner City  
(212) 447-1000  
Brown/Womack  
12+ Cume 1,773,700



**PLAYS**  
**LW TW** ARTIST/TITLE GI (000)

59	61	MICHAEL JACKSON/Butterflies	63684
48	49	ALICIA KEYS/A Woman's Worth	51156
51	48	MISSY ELLIOTT/Take Away	50112
38	46	MARY J. BLIGE/No More Drama	48024
26	45	JONELL & METHOD MAN/Round & Round	46980
42	44	AALIYAH/Rock The Boat	43848
33	40	GLENN LEWIS/Don't You Forget It	41760
44	38	AALIYAH/More Than A Woman	39672
31	32	KEKE WYATT/Nothing In This...	33408
24	32	FAITH EVANS/I Love You	33408
25	32	BRANDY/What About Us?	33408
26	32	BEANIE SIGEL/FREEWAY/Roc The Mic	30276
22	28	USHER/U Got It Bad	29232
24	26	MONTELL JORDAN/You Must Have Been	27144
28	24	JOE Let's Stay Home	25056
7	24	MUSIQ/Hat Crazy	25056
29	24	MYSTIKAL/Bouncin' Back	25056
16	24	JARULE F/ASHANTI/Always On Time	25056
24	23	RUFF ENDS/Someone To Love You	24012
21	22	METHOD MAN & REDMAN/Part II	22968
17	20	JAH/IM/Anything	20880
22	20	OUTKAST/The Whole World	20880
11	19	JENNIFER LOPEZ/Ain't It Funny	19836
17	17	J. DUPRI F/LUDACRIS/Welcome To Atlanta	17748
16	17	FAT JOE/We Thuggin'	16704
16	17	R. KELLY/The World's Greatest	16704
16	16	ASHANTI/If Only	16704
15	16	MARY J. BLIGE/Family Affair	15660
39	15	USHER/U Got It Bad	15660
12	15	MR. CHEEKS/Lights, Camera	15660

**MARKET #2**  
**KBKT/Los Angeles**  
Radio One  
(323) 634-1800  
Scorpio/Fuller  
12+ Cume 1,394,200



**PLAYS**  
**LW TW** ARTIST/TITLE GI (000)

66	70	JARULE F/ASHANTI/Always On Time	46270
52	56	MICHAEL JACKSON/Butterflies	37016
51	48	MR. CHEEKS/Lights, Camera	31728
47	47	FAT JOE/We Thuggin'	31067
50	46	AALIYAH/Rock The Boat	30406
21	45	KEKE WYATT/Nothing In This...	29745
41	45	BRANDY/What About Us?	29745
51	43	J. DUPRI F/LUDACRIS/Welcome To Atlanta	28423
30	43	'N SYNC/Gone	28423
49	40	JAGGED EDGE/Goodbye	26470
38	38	USHER/U Got It Bad	25118
27	38	BUSTA RHYMES/Break Ya Neck	24457
34	37	JENNIFER LOPEZ/Ain't It Funny	24457
26	37	TWEET/Oops (Oh My)	24457
46	37	MISSY ELLIOTT/Take Away	24457
10	35	LUDACRIS/Roll Out...	23135
38	35	OUTKAST/The Whole World	23135
32	35	FABOLOUS/Young'n (Holla Back)	23135
48	33	LUDACRIS/Roll Out...	21813
31	31	R. KELLY & JAY-Z/Intro	20491
38	30	FAITH EVANS/I Love You	19830
41	29	MYSTIKAL/Bouncin' Back	19169
47	26	USHER/U Got It Bad	17186
20	25	MASTER P/Ooohhwee	16525
23	23	ALICIA KEYS/A Woman's Worth	15203
12	16	AALIYAH/More Than A Woman	10576
10	14	DR. DRE/Bad Intentions	9254
3	14	LIL BOW WOW/Take Ya Home	9254
7	12	MARY J. BLIGE/Family Affair	7932
5	12	R. KELLY/The World's Greatest	7932

**MARKET #3**  
**WGCI/Chicago**  
Clear Channel  
(312) 986-6900  
Smith/Boatner  
12+ Cume 917,300



**PLAYS**  
**LW TW** ARTIST/TITLE GI (000)

53	63	MICHAEL JACKSON/Butterflies	35847
52	57	FAT JOE/We Thuggin'	32433
54	54	KEKE WYATT/Nothing In This...	30726
39	50	MICHAEL JACKSON/Heaven Can Wait	28450
41	50	AALIYAH/Rock The Boat	28450
43	49	MR. CHEEKS/Lights, Camera	27881
51	46	JARULE F/ASHANTI/Always On Time	26174
42	43	LUDACRIS/Roll Out...	24467
36	42	MAXWELL/Lifetime	23898
35	41	BRANDY/What About Us?	23299
39	39	JENNIFER LOPEZ/Ain't It Funny	22191
40	38	TYRESE/What Am I Gonna Do	21622
40	34	'N SYNC/Gone	19346
26	30	USHER/U Got It Bad	17070
36	30	JAY-Z/Jigga	17070
28	28	ALICIA KEYS/A Woman's Worth	15932
21	27	AALIYAH/More Than A Woman	15363
34	27	J. DUPRI F/LUDACRIS/Welcome To Atlanta	15363
21	26	MONTELL JORDAN/You Must Have Been	14794
29	25	ANGIE STONE/Brotha	14225
23	25	GINUWINE/Differences	14225
1	25	TWEET/Oops (Oh My)	14225
23	24	JILL SCOTT/I Love Me	13656
37	22	R. KELLY/The World's Greatest	12518
22	20	BRIAN MCKNIGHT/Love Of My Life	11380
21	19	MICHAEL JACKSON/You Rock My World	10811
16	19	FABOLOUS/Young'n (Holla Back)	10811
27	17	R. KELLY/Feelin' On Yo Booty	9673
22	17	JAGGED EDGE/Goodbye	9673
19	16	AALIYAH/We Need A Resolution	9104

**MARKET #3**  
**WPWX/Chicago**  
Crawford  
(219) 933-4155  
Alan/Reynolds  
12+ Cume 447,900



**PLAYS**  
**LW TW** ARTIST/TITLE GI (000)

54	54	MR. CHEEKS/Lights, Camera	18360
50	52	MICHAEL JACKSON/Butterflies	17680
47	50	FAT JOE/We Thuggin'	17000
44	46	JARULE F/ASHANTI/Always On Time	15640
41	44	LUDACRIS/Roll Out...	14960
43	43	MYSTIKAL/Bouncin' Back	14620
46	43	KEKE WYATT/Nothing In This...	14620
41	43	THREE PIECE/Oh, Ahh	14620
29	39	TWEET/Oops (Oh My)	13260
31	31	ALICIA KEYS/A Woman's Worth	13540
30	31	BRANDY/What About Us?	10540
24	29	BUSTA RHYMES/Break Ya Neck	9860
22	28	FAITH EVANS/I Love You	9520
19	28	USHER/U Don't Have To Call	9520
25	28	MISSY ELLIOTT/Take Away	9520
30	28	AALIYAH/More Than A Woman	9520
23	27	JENNIFER LOPEZ/Ain't It Funny	9180
28	27	J. DUPRI F/LUDACRIS/Welcome To Atlanta	9180
20	27	IMX/The First Time	9180
25	25	FABOLOUS/Young'n (Holla Back)	8500
20	23	GLENN LEWIS/Don't You Forget It	7820
24	22	JONELL & METHOD MAN/Round & Round	7480
22	22	MARY J. BLIGE/No More Drama	7480
22	21	JAH/IM/Anything	7140
17	21	AVANTI/Makin' Good Love	7140
5	17	MASTER P/Ooohhwee	5780
11	17	QUESTION/No Love	5780
18	17	JAY-Z/Jigga	5780
16	16	MICHAEL JACKSON/Heaven Can Wait	5440
15	15	MOBB DEEP F/12Hey Luv (Anything)	5100

**MARKET #5**  
**KBFB/Dallas-Ft. Worth**  
Radio One  
(214) 521-4661  
Fields/Kelly  
12+ Cume 398,400



**PLAYS**  
**LW TW** ARTIST/TITLE GI (000)

84	85	JARULE F/ASHANTI/Always On Time	17595
79	83	USHER/U Got It Bad	17181
82	79	LUDACRIS/Roll Out...	16253
43	73	JENNIFER LOPEZ/Ain't It Funny	15111
32	72	MR. CHEEKS/Lights, Camera	14904
45	50	MYSTIKAL/Bouncin' Back	10350
50	50	BUSTA RHYMES/Break Ya Neck	10350
49	48	OUTKAST/The Whole World	10143
40	48	BRANDY/What About Us?	10143
49	48	FABOLOUS/Young'n (Holla Back)	10143
82	47	FAT JOE/We Thuggin'	9729
46	46	J. DUPRI F/LUDACRIS/Welcome To Atlanta	9279
36	46	GINUWINE/Differences	7432
35	34	MASTER P/Ooohhwee	7038
36	31	PETEY PABLO/Raise Up	6417
34	29	JUVENILE/From Her Mamma	6003
29	27	MISSY ELLIOTT/Take Away	5589
16	27	MOBB DEEP F/12Hey Luv (Anything)	5589
31	27	NELLY/1	5589
31	26	JARULE F/ASHANTI/Always On Time	5382
5	25	AALIYAH/More Than A Woman	5175
30	25	NB RIDAZ/FANGELINA/Runaway	5175
36	23	AALIYAH/Rock The Boat	4761
19	23	MARY J. BLIGE/No More Drama	4761
25	22	MARY J. BLIGE/Family Affair	4554
31	22	ALICIA KEYS/A Woman's Worth	4554
4	21	JAY-Z/Jigga	4347
11	20	CITY HIGH/Caramel	4140
18	18	TWEET/Oops (Oh My)	3726
18	18	LIL KEKE/Platinum In Da	3726

**MARKET #5**  
**KKDA/Dallas-Ft. Worth**  
Service  
(972) 263-9911  
Cheatnam  
12+ Cume 525,400



**PLAYS**  
**LW TW** ARTIST/TITLE GI (000)

34	52	JENNIFER LOPEZ/Ain't It Funny	20176
46	48	KEKE WYATT/Nothing In This...	18624
20	48	FAITH EVANS/I Love You	18624
48	48	MARY J. BLIGE/No More Drama	18624
50	46	JAGGED EDGE/Goodbye	17848
34	46	USHER/U Don't Have To Call	17848
41	45	BUSTA RHYMES/Break Ya Neck	17460
41	45	USHER/U Got It Bad	17460
61	45	MYSTIKAL/Bouncin' Back	17460
42	45	JARULE F/ASHANTI/Always On Time	17460
40	44	MICHAEL JACKSON/Butterflies	17072
39	43	MISSY ELLIOTT/Take Away	16684
46	41	AALIYAH/More Than A Woman	15908
37	41	ALICIA KEYS/A Woman's Worth	15908
38	40	LUDACRIS/Freaky Thangs	15520
51	40	BRANDY/What About Us?	15520
35	39	GLENN LEWIS/Don't You Forget It	15132
37	37	AALIYAH/Rock The Boat	14356
9	36	MONTELL JORDAN/You Must Have Been	13968
31	34	LUDACRIS/Roll Out...	13192
36	34	ANGIE STONE/Brotha	13192
52	32	MR. CHEEKS/Lights, Camera	12416
28	32	FAITH EVANS/I Love You	10864
23	27	OUTKAST/The Whole World	10476
30	25	DIRTY/Candyan	9700
32	25	GINUWINE/Differences	9700
34	24	CITY HIGH/Caramel	9312
5	23	TWEET/Oops (Oh My)	8924
20	23	J. DUPRI F/LUDACRIS/Welcome To Atlanta	8924
22	20	JUVENILE/From Her Mamma	7820

**MARKET #6**  
**WPVI/Philadelphia**  
Radio One  
(215) 884-9400  
Ice/George  
12+ Cume 413,600



**PLAYS**  
**LW TW** ARTIST/TITLE GI (000)

61	61	BEANIE SIGEL/FREEWAY/Roc The Mic	12139
50	51	MICHAEL JACKSON/Butterflies	10149
48	49	FAT JOE/We Thuggin'	9751
53	47	FABOLOUS/Young'n (Holla Back)	9353
42	47	AALIYAH/More Than A Woman	9353
49	46	JARULE F/ASHANTI/Always On Time	9154
45	43	BRANDY/What About Us?	8557
42	42	KEKE WYATT/Nothing In This...	8358
33	42	LUDACRIS/Roll Out...	8358
45	42	MR. CHEEKS/Lights, Camera	8358
37	40	MASTER P/Ooohhwee	7960
37	38	TWEET/Oops (Oh My)	7562
34	35	MOBB DEEP F/12Hey Luv (Anything)	6965
11	33	MYSTIKAL/Bouncin' Back	6567
31	33	OUTKAST/The Whole World	6567
27	32	JENNIFER LOPEZ/Ain't It Funny	6368
30	28	GLENN LEWIS/Don't You Forget It	5572
38	28	ALICIA KEYS/A Woman's Worth	5572
28	27	JAH/IM/Anything	5373
19	26	FAITH EVANS/I Love You	5174
19	26	USHER/U Don't Have To Call	4577
19	21	MARY J. BLIGE/No More Drama	4179
2	17	BUSTA RHYMES/Pass The Courvoisier	3383
17	17	GINUWINE/TrIBUTE To A Woman	3383
16	17	FAITH EVANS/You Gets No Love	3383
18	17	JAGGED EDGE/Where The Party At	3383
20	16	CITY HIGH/Caramel	3184
16	16	MS. JADE/Feel The Girl	3184
14	16	USHER/U Got It Bad	3184

**MARKET #6**  
**WUSL/Philadelphia**  
Clear Channel  
(215) 483-8900  
Cooper/Tyner/Lani  
12+ Cume 744,900



**PLAYS**  
**LW TW** ARTIST/TITLE GI (000)

48	51	BEANIE SIGEL/FREEWAY/Roc The Mic	21879
37	50	JAH/IM/Anything	21450
36	45	KEKE WYATT/Nothing In This...	19305
56	45	FAITH EVANS/I Love You	19305
24	44	MICHAEL JACKSON/Butterflies	18876
39	40	MR. CHEEKS/Lights, Camera	17160
41	36	NAS/Ether	15444
28	36	'N SYNC/Gone	15444
32	31	JARULE F/ASHANTI/Always On Time	13299
16	31	BRANDY/What About Us?	13299
33	28	FABOLOUS/Young'n (Holla Back)	12012
28	27	FAT JOE/We Thuggin'	11583
24	26	AALIYAH/More Than A Woman	11154
17	25	GLENN LEWIS/Don't You Forget It	10725
24	24	MONTELL JORDAN/You Must Have Been	10296
21	21	R. KELLY/Feelin' On Yo Booty	9009
20	21	J. DUPRI F/LUDACRIS/Welcome To Atlanta	8580
19	19	DMX/F/FAITH EVANS/I Miss You	8151
13	19	MARY J. BLIGE/No More Drama	8151
25	17	JAGGED EDGE/Goodbye	7293
2	17	TWEET/Oops (Oh My)	7293
21	17	USHER/U Don't Have To Call	7293
16	17	LIL BOW WOW/Thank You	6864
23	15	TYRESE/What Am I Gonna Do	6435
2	14	MUSIQ/Hat Crazy	6006
17	13	JADAKISS/Knock Yourself Out	5577
14	12	JAY-Z/Jigga (H.O.V.A.)	5148
12	12	NICOLE/T'm Lookin'	5148
28	11	ALICIA KEYS/A Woman's Worth	4719

**MARKET #7**  
**WKYS/Washington, DC**  
Radio One  
(301) 306-1111  
Huckaby/P-Stew  
12+ Cume 653,700



**PLAYS**  
**LW TW** ARTIST/TITLE GI (000)

44	52	MR. CHEEKS/Lights, Camera	17004
47	50	MICHAEL JACKSON/Butterflies	16350
43	50	MYSTIKAL/Bouncin' Back	16350
33	46	AALIYAH/More Than A Woman	15042
41	44	PHROPHET JONES/Cry Together	14388
39	43	JARULE F/ASHANTI/Always On Time	14061
44	42	TWEET/Oops (Oh My)	13734
36	39	ALICIA KEYS/A Woman's Worth	12753
28	36	BRANDY/What About Us?	11772
32	33	USHER/U Got It Bad	10791
30	32	USHER/U Don't Have To Call	10464
27	30	MASTER P/Ooohhwee	9810
34	30	FABOLOUS/Young'n (Holla Back)	9810
25	27	JOE Let's Stay Home	8829
18	27	BEANIE SIGEL/FREEWAY/Roc The Mic	8829
35	26	MARY J. BLIGE/No More Drama	8502
25	26	OUTKAST/The Whole World	8502
31	26	GLENN LEWIS/Don't You Forget It	8502
16	26	CITY HIGH/Caramel	8502
5	26	MUSIQ/Hat Crazy	8502
23	25	JAH/IM/Anything	8175
29	25	AALIYAH/Rock The Boat	8175
16	22	KEKE WYATT/Nothing In This...	7194
16	21	MISSY ELLIOTT/Take Away	6867
20	21	ANGIE STONE/Brotha	6867
28	21	JAY-Z/Jigga	6867

Reporters

Stations and their adds listed alphabetically by market

WALR/Atlanta, GA \*
PD: Jim Kennedy
FAITH EVANS "Love"
GERALD LEVERT "Makes"

WWIN/Baltimore, MD \*
VP/Prog.: Kathy Brown
PD: Tim Watts
MD: Keith Fisher
No Adds

KOXL/Baton Rouge, LA \*
DM: James Alexander
PD/MD: Mya Vernon
SADE "Somebody"
CHEROKEE "Sweat"

WBHK/Birmingham, AL \*
PD: Jay Dixon
MD: Darryl Johnson
No Adds

WMGL/Charleston, SC \*
PD: Terry Baze
APD/MD: Belinda Parker
6 KIRK FRANKLIN "911"
OLETA ADAMS "Love"
COOLEY'S HOT BOX "Make"
PHIL PERRY "Wait"
SADE "Somebody"

WBAV/Charlotte, NC \*
PD/MD: Terri Avery
2 PHIL PERRY "Wait"
1 WALTER BEASLEY "Things"

WVAZ/Chicago, IL \*
PD: Eloy Smith
APD: Armando Rivera
No Adds

WZAK/Cleveland, OH \*
PD: Kim Johnson
No Adds

WLXC/Columbia, SC \*
Int. PD: Doug Williams
MD: Tre Taylor
COOLEY'S HOT BOX "Make"
GERALD LEVERT "Makes"
REMY SHAND "Message"
SADE "Lovers"

WAGH/Columbus, GA
PD: Rasheda
MD: Ed Lewis
FAITH EVANS "Love"
BABYFACE "Callin'"
CHEROKEE "Sweat"
BLU CANTRELL "Till"
GERALD LEVERT "Makes"
COOLEY'S HOT BOX "Make"
LATHUN "Fortunate"

KRNB/Dallas-Ft. Worth, TX \*
PD: Al Payne
MD: Rudy "V"
6 USHER "Call"
SADE "Somebody"
REMY SHAND "Message"

WDMK/Detroit, MI \*
VP/Prog.: Lance Patton
DM/MD: Monica Starr
APD: Benta "Lady B" Gray
MD: Sunny Anderson
No Adds

WGPR/Detroit, MI \*
PD/MD: Rosetta Hines
GINUWINE "Tribute"
LATHUN "Fortunate"
MAXWELL "Woman's"
REMY SHAND "Message"

WMXD/Detroit, MI \*
PD: Janet G.
APD: Onell Stevens
MD: Sheila Little
12 ANN NESBY/FAL GREEN "Paper"
MAXWELL "Woman's"

WUKS/Fayetteville, NC \*
PD: Rod Cruise
APD: Garrett Davis
MD: Calvin Pee
No Adds

WFLM/Ft. Pierce, FL \*
PD/MD: Michael James
LATHUN "Fortunate"

WQMG/Greensboro, NC \*
PD: Alvin Stowe
LATHUN "Fortunate"
PHIL PERRY "Wait"
SADE "Somebody"

KMJQ/Houston-Galveston, TX \*
PD: Carl Corner
MD: Sam Choice
No Adds

WTLC/Indianapolis, IN \*
DM/MD: Brian Wallace
MD: Garth Adams
No Adds

WKXI/Jackson, MS \*
PD/MD: Stan Branson
No Adds

WSOL/Jacksonville, FL \*
PD: Aaron Maxwell
APD/MD: K.J.
No Adds

KOKY/Little Rock, AR \*
PD: Mark Dylan
MD: Jamal Quarles
No Adds

KJLH/Los Angeles, CA \*
PD/MD: Cliff Winston
2 KIRK FRANKLIN "911"
LATHUN "Fortunate"

WRBV/Macon, GA
PD/MD: Lisa Charles
OLETA ADAMS "Love"
SOMMERS/LES NUBIANS "Trois"
LATHUN "Fortunate"

KJMS/Memphis, TN \*
PD: Nate Bell
MD: Eileen Nathaniel
No Adds

WHQT/Miami, FL \*
PD: Derrick Brown
APD/MD: Karen Vaughn
1 LUTHER VANDROSS "Rather"

WMCS/Milwaukee, WI
PD/MD: Tyrene Jackson
5 OLETA ADAMS "Love"
5 PHIL PERRY "Wait"
5 TINA MOORE "Till"

WDLT/Mobile, AL \*
PD: Ron Anthony
MD: Kathy Barlow
1 MAXWELL "Woman's"
1 OLETA ADAMS "Love"
SOMMERS/LES NUBIANS "Trois"

WYBC/New Haven, CT \*
DM: Wayne Schmidt
PD: Juan Castillo
APD: Steven Richardson
MD: Doc-P
COOLEY'S HOT BOX "Make"
LATHUN "Fortunate"
SOMMERS/LES NUBIANS "Trois"

WYLD/New Orleans, LA \*
DM/MD: Marvin Hankston
APD/MD: Aaron "A.J." Appleber
12 PROPHET JONES "Cry"
REMY SHAND "Message"

WRKS/New York, NY \*
PD: Toya Beasley
MD: Julie Gustines
No Adds

WSVY/Norfolk, VA \*
PD/MD: Michael Maizone
8 ANN NESBY/FAL GREEN "Paper"
2 KEKE WYATT "Nothing"
LATHUN "Fortunate"

WVKL/Norfolk, VA \*
PD: DC
MD: Sunny Andre
REMY SHAND "Message"

WCFB/Orlando, FL \*
PD: Steve Holbrook
MD: Joe Davis
No Adds

WDAS/Philadelphia, PA \*
Stn. Mgr./PD: Joe Tamburro
MD: Joann Gamble
REMY SHAND "Message"

WFXC/Raleigh-Durham, NC \*
DM/MD: Cy Young
APD/MD: Jodi Berry
No Adds

WKJS/Richmond, VA \*
PD/MD: Kevin Kotax
No Adds

KMJM/St. Louis, MO \*
DM/MD: Chuck Atkins
MD: Brian Anthony
9 THEO "Listen"
6 SADE "Somebody"

WLVH/Savannah, GA
PD: Roshan Vance
5 COOLEY'S HOT BOX "Make"
5 MAXWELL "Woman's"
5 LUTHER VANDROSS "Rather"
LATHUN "Fortunate"

WHUR/Washington, DC \*
PD/MD: David A. Dickinson
15 DRAMATICS "Rain"
LATHUN "Fortunate"

WMMJ/Washington, DC \*
VP/Prog./PD: Kathy Brown
MD: Mike Chase
AMD: James Pair
No Adds

Monitored Reporters

43 Total Reporters

38 Total Monitored

5 Total Indicator
4 Current Indicator Playlists

Did Not Report, Playlist Frozen (1):
WILD/Boston, MA



MARKET #1 WKRS/New York
Emmis (212) 242-9870
Beasley/Gustines
12+ Cume 1,993,200
PLAYS 3W 1W ARTIST/TITLE GI (000)

MARKET #2 KJLH/Los Angeles
Taxi (310) 330-5550
Winston
12+ Cume 421,400
PLAYS 3W 1W ARTIST/TITLE GI (000)

MARKET #3 WVAZ/Chicago
Clear Channel (312) 360-9000
Smith/Rivera
12+ Cume 585,700
PLAYS 3W 1W ARTIST/TITLE GI (000)

MARKET #4 KRNB/Dallas-Ft. Worth
Service (972) 263-9911
Payne/V
12+ Cume 176,900
PLAYS 3W 1W ARTIST/TITLE GI (000)

MARKET #5 KTXQ/Dallas-Ft. Worth
Radio One (214) 521-4661
Leigh
12+ Cume 123,300
PLAYS 3W 1W ARTIST/TITLE GI (000)

MARKET #6 WDAS/Philadelphia
Clear Channel (610) 617-8500
Tamburro/Gamble
12+ Cume 515,500
PLAYS 3W 1W ARTIST/TITLE GI (000)

MARKET #7 WHUR/Washington, DC
Howard University (202) 806-3500
Dickinson
12+ Cume 510,700
PLAYS 3W 1W ARTIST/TITLE GI (000)

MARKET #7 WMMJ/Washington, DC
Radio One (301) 306-1111
Brown/Chase
12+ Cume 411,100
PLAYS 3W 1W ARTIST/TITLE GI (000)

MARKET #9 KMJQ/Houston-Galveston
Radio One (713) 623-2108
Corner/Choice
12+ Cume 406,700
PLAYS 3W 1W ARTIST/TITLE GI (000)

MARKET #10 WDMK/Detroit
Radio One (313) 259-2000
Starr/Gray/Anderson
Hines
12+ Cume 139,500
PLAYS 3W 1W ARTIST/TITLE GI (000)

MARKET #10 WGPR/Detroit
International Mason (313) 259-8862
Hines
12+ Cume 144,400
PLAYS 3W 1W ARTIST/TITLE GI (000)

MARKET #10 WMXD/Detroit
Clear Channel (313) 965-2000
G/Stevens/Ltme
12+ Cume 360,600
PLAYS 3W 1W ARTIST/TITLE GI (000)

**ON THE RECORD**

With  
**Rob Neal**  
PD, WJZD/  
Biloxi-Gulfport, MS



Keke Wyatt is doing well for us. Her duet with Avant ("Nothing in This World") is a favorite among our listeners. Arista is just burning up over there! Usher's "U Got It Bad" is holding steady as one of our most-played songs, and Faith Evans' "I Love You" is also getting much love down here. • With India.Arie keeping the Motown label in the spotlight, a new female Motown signee is beginning to turn heads: "Any Other Night" by Sharissa is grabbing the attention of our female listeners.

This young lady has a very powerful voice, a la Millie Jackson, Angie Stone and Anita Baker. She is one to watch out for. • Ja Rule and Ludacris are on everybody's songs and still manage to keep their own projects on top. One record that started off slow but is gaining momentum is "Lights, Camera, Action" by Mr. Cheeks. It seems the Lost Boy has found a direction that is working well for him. • Though Aaliyah's "Rock the Boat" is sliding down our list, her new single, "I Care 4 U," is garnering interest. Many times when an artist meets with an untimely demise, people develop an increased interest in his or her music. But Aaliyah was a genuine talent. This interest in her music is not "recently developed," it's an everlasting fondness for a young talent whose music has universal appeal, yet who, sadly, was taken from us far too soon.

I guess the Epic crew is running around waving nets and wearing knee-high white socks and khaki shorts with matching shirts right about now. **Michael Jackson's** "Butterflies" is No. 1 on both the Urban AC and Urban charts this week. In the second week of Jackson's reign at the top at Urban AC, he scooted from No. 2- No. 1 on the Urban side as Murder Inc/Def Jam/IDJMG artist



**Ja Rule's** "Always on Time" lost plays, enabling "Butterflies" to assume the top slot ... While Urban AC has no debuts, Urban welcomes **Corey's** "Hush Lil' Lady" at No. 50\* (Motown), **Prophet Jones'** "Cry Together" at No. 49\* (University/Motown), **Maxwell's** "This Woman's Work" at No. 48\* (Columbia), **Nappy Roots'** "Awnaw" at No. 47\* (Atlantic) and **Lil Bow Wow's** "Take Ya Home" at No. 38\* (So So Def/Columbia) ... The Leap o the Week award goes to J's **Luther Vandross** for his +149 plays, catapulting "I'd Rather" from 29-18\* ... The self-discovery of Gold Mind/Elektra/EEG's **Tweet** excites the rest of the country as "Oops (Oh My)" rises from 25-15\*. Could this be Tweet's climax? I doubt it, since the song's 428-play increase is strong in its third week on the chart.

— Tanya O'Quinn, Assistant Editor

P H U N D A M E N T A L L Y  
**phat**

ARTIST: Remy Shand

LABEL: Motown

By TANYA O'QUINN / ASSISTANT EDITOR



Remy Shand

Hmmm, so Motown West Coast Promotion Manager Philipp "West Side!" Embuido wants to bring by Sr. National Director/Urban Promotions James Wilson to meet some R&R folks? It's cool. I inform him. Although the editors and some of upper management were in meetings most of the day, we were able to spend a few moments with Urban Editor Walt "Baby" Love, Sr. VP/Music Operations Kevin McCabe, Sr. VP/CHR Editor Tony Novia and Director/Charts Anthony Acampora. Then we had lunch at Mr. Chow's. A great meal was consumed by Embuido, Wilson, Bell and myself before we headed back to R&R. Once we said our goodbyes, I remembered why I love Embuido so much and felt I had found a friend in Wilson.

I get more than urban music so when I opened the CD single "Take a Message," I didn't blink. A young man looking somewhat like Bruce Springsteen is standing amidst leafless trees in what looks like autumn on the CD cover. His name, **Remy Shand**, immediately took me back to a recent party where Motown's Embuido played some tracks for Bell, *Hits'* Gary Jackson and myself. However, Embuido kept calling the artist Remy, and though I remembered Jackson saying dude is of the Caucasian persuasion, I didn't make the connection. As I pop in the CD, I'm back in Universal Music Group's new offices on Santa Monica Blvd., sitting in Embuido's office with

Bell and Jackson and listening to the musical genius that is Remy Shand — Remy for short.

It is so easy to find yourself lost in the refreshing vibe of "Take a Message." For those who grew up in the '70's, a trip down Memory Lane may be experienced. For those who can't recall the era, this jam offers a look at real music, the kind that steals the soul and treats it to trip away from reality. With few words to sing along to, I found the powerful "nostalgic" track seizing my attention from the first notes and rhythmically teasing it for the entire four minutes and two seconds. As I force my attention to the song's theme, I'm wondering if Remy is suggesting that his love is educational? Hell, who cares. I can't get away from this sensational musical foreplay long enough to comprehend lyrics.

*The Way I Feel*, the debut joint from 23-year-old Remy Shand, is slated for a March release. The first single, "Take a Message" is an endearing suggestion with a funky '70s kind of groove thing going on. Written, produced, arranged, mixed and performed by Remy, this guitar-heavy, melodic groove with the soulful vibe had me wanting to steal someone's '70s souvenirs: platform shoes, neatly picked afro wigs and leather vests with the fringes. Inner peace.

**TELL US WHAT YOU THINK!**

Share your opinion about this column — go to [www.rronline.com](http://www.rronline.com) and click the Message Boards button.

**The R&R Annual Subscription Package  
Delivers The Most For Your Money**

**SUBSCRIBE and SAVE**

**\$299.00**  
(U.S. Only)

**51 weeks of R&R PLUS**  
(\$330.00 value)

**2 semi-annual R&R Directories**  
(\$150.00 value)



e-mail R&R at:  
[moreinfo@rronline.com](mailto:moreinfo@rronline.com)

Call R&R at:  
310-788-1625

FAX Credit Card Payments To:  
310-203-8727

Subscribe online:  
[www.rronline.com](http://www.rronline.com)

# R&R Urban AC Top 30



February 8, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	MICHAEL JACKSON Butterflies (Epic)	867	-5	146227	13	32/0
2	2	ALICIA KEYS A Woman's Worth (J)	848	+10	125899	15	37/0
4	3	ANGIE STONE Brotha (J)	764	+2	117243	20	37/0
3	4	MAXWELL Lifetime (Columbia)	762	-19	129666	27	37/0
5	5	USHER U Got It Bad (LaFace/Arista)	745	+42	98313	14	32/0
6	6	JOE Let's Stay Home Tonight (Jive)	626	-59	92843	11	38/0
7	7	BONEY JAMES Something Inside (Warner Bros.)	610	0	76766	14	35/0
8	8	GLENN LEWIS Don't You Forget It (Epic)	546	+47	90965	10	30/0
10	9	REGINA BELLE Ooh Boy (Peak)	507	+30	73168	16	35/0
12	10	JILL SCOTT He Loves Me (Hidden Beach/Epic)	424	+8	65247	10	30/0
9	11	BRIAN MCKNIGHT Love Of My Life (Motown)	422	-73	76792	28	35/0
11	12	GINUWINE Differences (Epic)	415	-43	78861	25	28/0
15	13	ISLEY BROTHERS Secret Lover (DreamWorks)	374	+20	52250	12	27/0
13	14	GERALD LEVERT Made To Love Ya (EastWest/EEG)	361	-32	53221	29	29/0
19	15	KEKE WYATT Nothing In This World (MCA)	358	+49	52225	12	22/1
14	16	YOLANDA ADAMS Never Give Up (Elektra/EEG)	351	-9	41766	12	31/0
16	17	MONTELL JORDAN You Must Have Been (Def Soul/IDJMG)	340	+16	44466	5	23/0
29	18	LUTHER VANDROSS I'd Rather (J)	325	+149	49525	2	37/1
23	19	SHARISSA Any Other Night (Motown)	304	+66	36244	4	19/0
17	20	INDIA.ARIE Strength, Courage & Wisdom (Motown)	287	-30	41194	13	26/0
22	21	FAITH EVANS I Love You (Bad Boy/Arista)	284	+37	52806	3	21/1
20	22	TEMPTATIONS Four Days (Motown)	269	-31	26577	11	26/0
21	23	JAHEIM Anything (Divine Mill/WB)	268	+13	47796	7	14/0
24	24	ANN NESBY F/AL GREEN Put It On Paper (It's Time Child)	266	+40	36925	2	7/2
25	25	PROPHET JONES Cry Together (University/Motown)	261	+39	29631	5	21/1
28	26	GERALD LEVERT What Makes It Good To You... (EastWest/EEG)	260	+76	33482	2	30/2
30	27	BABYFACE I Keep Callin' (Arista)	242	+82	32850	2	26/0
26	28	AALIYAH Rock The Boat (BlackGround)	239	+17	37699	17	10/0
—	29	MAXWELL This Woman's Work (Columbia)	203	+103	52194	2	31/3
27	30	KENNY LATTIMORE Don't Deserve (Arista)	172	-14	20831	7	16/0

38 Urban 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 1/27/02-2/2/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## New & Active

**KIRK FRANKLIN** 911 (Gospo Centric/Jive)  
Total Plays: 167, Total Stations: 16, Adds: 2

**R. KELLY** The World's Greatest (Interscope/Jive)  
Total Plays: 161, Total Stations: 7, Adds: 0

**AVANT** Makin' Good Love (Magic Johnson/MCA)  
Total Plays: 146, Total Stations: 18, Adds: 0

**MARY J. BLIGE** No More Drama (MCA)  
Total Plays: 145, Total Stations: 7, Adds: 0

**REMY SHAND** Take A Message (Motown)  
Total Plays: 109, Total Stations: 19, Adds: 6

**JAGGED EDGE** Goodbye (So So Def/Columbia)  
Total Plays: 104, Total Stations: 5, Adds: 0

**SADE** Somebody Already Broke My... (Epic)  
Total Plays: 92, Total Stations: 19, Adds: 5

**BLU CANTRELL** Till I'm Gone (Arista)  
Total Plays: 88, Total Stations: 9, Adds: 0

**CHEROKEE** I Swear (Arista)  
Total Plays: 83, Total Stations: 11, Adds: 1

**PHIL PERRY** I Can't Wait (Til Morning...) (Peak)  
Total Plays: 53, Total Stations: 11, Adds: 3

Songs ranked by total plays

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
LATHUN Fortunate (Motown)	7
REMY SHAND Take A Message (Motown)	6
SADE Somebody Already Broke My... (Epic)	5
MAXWELL This Woman's Work (Columbia)	3
PHIL PERRY I Can't Wait (Til Morning...) (Peak)	3
COOLEY'S HOT BOX Make Me Happy (Higher Octave)	3
GERALD LEVERT What Makes It Good... (EastWest/EEG)	2
KIRK FRANKLIN 911 (Gospo Centric/Jive)	2
OLETA ADAMS All The Love (Pioneer Music Group)	2
ANN NESBY F/AL GREEN Put It On Paper (It's Time Child)	2
J. SOMMERS F/L. NUBIANS Menage... (Higher Octave)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LUTHER VANDROSS I'd Rather (J)	+149
MAXWELL This Woman's Work (Columbia)	+103
BABYFACE I Keep Callin' (Arista)	+82
REMY SHAND Take A Message (Motown)	+78
GERALD LEVERT What Makes It Good... (EastWest/EEG)	+76
SADE Somebody Already Broke My... (Epic)	+66
SHARISSA Any Other Night (Motown)	+66
JILL SCOTT The Way (Hidden Beach/Epic)	+49
KEKE WYATT Nothing In This World (MCA)	+49
GLENN LEWIS Don't You Forget It (Epic)	+47

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
LUTHER VANDROSS Take You Out (J)	440
JILL SCOTT The Way (Hidden Beach/Epic)	365
MUSIQ Love (Def Soul/IDJMG)	282
LUTHER VANDROSS Can Heaven Wait (J)	278
BABYFACE What If (Arista)	244
JAHEIM Just In Case (Divine Mill/WB)	242
JILL SCOTT A Long Walk (Hidden Beach/Epic)	229
MARY J. BLIGE Family Affair (MCA)	223
DONNIE MCCLURKIN We Fall Down (Verity)	214
ALICIA KEYS Fallin' (J)	197
INDIA.ARIE Brown Skin (Motown)	185
ISLEY BROTHERS F/R. ISLEY Contagious (DreamWorks)	185
YOLANDA ADAMS Open My Heart (Elektra/EEG)	184
SUNSHINE ANDERSON Heard It All... (Soulife/Atlantic)	147
INDIA.ARIE Video (Motown)	138
MICHAEL JACKSON You Rock My World (Epic)	138
TYRESE What Am I Gonna Do (RCA)	134
ERICK SERMON Music (J)	131

# Cooly's Hot-Box

## "Make Me Happy"

New:  
**WYBC WMGL WLXC**

Already Making You Happy at:  
**WHUR WFLM KOKY WAGH WLXH**

"The quartet...proves as adept at blistering dance jams as they are at simmering ballads. It's the kind of music that invites you to take it and groove." \*\*\*USA Today

www.higheroctave.com



Promotion:  
On Point Entertainment 323.462.2114

## Stations and their adds listed alphabetically by market

<p><b>WQMX/Akron, OH *</b>                      OM: Kevin Mason                      MD: Toni Fox                      1 TOBY KEITH "List"                      GARY ALLAN "One"                      MARK MCGUINN "Dance"</p>	<p><b>WKNN/Biloxi-Gulfport, MS *</b>                      PD/MO: Kipp Gregory                      3 CAROLYN DAWN JOHNSON "Wart"                      4 EMERSON DRIVE "Sleeping"                      TRAVIS TRITT "Modern"</p>	<p><b>WCOL/Columbus, OH *</b>                      PD: John Crenshaw                      MD: Dan E. Zuko                      6 PHIL VASSAR "When"                      2 CHELY WRIGHT "Jezebel"</p>	<p><b>WQHF/Wayne, IN *</b>                      DM/MD: Dean McNeil                      APD/MD: Mark Allen                      5 TRICK PONY "What"                      4 BROOKS &amp; YEARWOOD "Squeeze"                      1 LONESTAR "Day"</p>	<p><b>WQIK/Jacksonville, FL *</b>                      MD: John Scott                      7 PHIL VASSAR "When"                      6 TY HERNDON "Heather"                      5 ALAN JACKSON "Drive"</p>	<p><b>KLL/Lubbock, TX</b>                      PD: Jay Richards                      MD: Neily Yates                      1 SHANNON LAWSON "Goodbye"                      2 SONNY BURGESS "Something"</p>	<p><b>WGH/Norfolk, VA *</b>                      DM/MD: Randy Brooks                      3 TRAVIS TRITT "Modern"                      1 KEVIN DENNEY "Jesse"                      ALAN JACKSON "Drive"                      CHELY WRIGHT "Jezebel"</p>	<p><b>WLLR/Quad Cities, IA-L *</b>                      PD: Jim D'Hara                      MD: Ron Evans                      7 STEVE AZAR "Don't"                      5 KEVIN DENNEY "Jesse"                      BROOKS &amp; YEARWOOD "Squeeze"                      ALAN JACKSON "Drive"</p>	<p><b>WJCL/Savannah, GA</b>                      PD/MD: Bill West                      KEVIN DENNEY "Jesse"                      LONESTAR "Day"                      TOMMY SHANE STEINER "Angel"</p>	<p><b>KIIM/Tucson, AZ *</b>                      MD: Buzz Jackson                      MD: John Collins                      1 BROOKS &amp; YEARWOOD "Squeeze"                      TRACY LAWRENCE "Memory"                      SHANNON LAWSON "Goodbye"</p>
<p><b>WGNA/Albany, NY *</b>                      PD: Buzz Brindle                      MD: Bill Earley                      4 BROOKS &amp; YEARWOOD "Squeeze"                      2 TRICK PONY "What"                      2 STEVE AZAR "Don't"                      2 REBA MCENTIRE "Sweet"</p>	<p><b>WHWK/Binghamton, NY</b>                      PD: Ed Walker                      APD/MD: John Davison                      4 BROOKS &amp; YEARWOOD "Squeeze"                      4 SHANNON LAWSON "Goodbye"</p>	<p><b>WHOK/Columbus, OH *</b>                      PD: Charley Lake                      MD: George Wolf                      4 BROOKS &amp; YEARWOOD "Squeeze"                      ALAN JACKSON "Drive"                      BRAD MARTIN "Better"</p>	<p><b>KSKS/Fresno, CA *</b>                      PD: Mike Peterson                      MD: Steve Montgomery                      1 WILLS W/O'NEAL "Gonna"</p>	<p><b>WRD/Jacksonville, FL *</b>                      MD: John Scott                      7 CYNDI THOMSON "Always"                      5 TOBY KEITH "List"                      4 TOMMY SHANE STEINER "Angel"                      2 ALAN JACKSON "Drive"</p>	<p><b>WDEN/Macon, GA</b>                      PD: Gerry Marshall                      APD/MD: Laura Stirling                      5 JOE &amp; TONY STAMPLEY "Thing"                      5 TRACE ADKINS "Help"                      5 DAVID BALL "Always"</p>	<p><b>KGEE/Odessa-Midland, TX</b>                      PD/MD: Boomer Kingston                      LONESTAR "Day"                      BROOKS &amp; YEARWOOD "Squeeze"</p>	<p><b>WDRH/Raleigh-Durham, NC *</b>                      Acting PD: Andy Meyer                      1 KENNY CHESNEY "Young"                      1 CAROLYN DAWN JOHNSON "Wart"                      TRAVIS TRITT "Modern"</p>	<p><b>KMPS/Seattle-Tacoma, WA *</b>                      MD: Tony Thomas                      BROOKS &amp; YEARWOOD "Squeeze"                      ALAN JACKSON "Drive"</p>	<p><b>KVDD/Tulsa, OK *</b>                      OM: Moon Mullins                      MD: Scott Woodson                      1 STEVE AZAR "Don't"                      1 TAMMY COCHRAN "Cry"                      1 TOMMY SHANE STEINER "Angel"                      BRAD MARTIN "Better"</p>
<p><b>WQMX/Akron, OH *</b>                      PD: Tommy Carrera                      MD: Sammy Cruise                      1 LONESTAR "Day"                      TRACE ADKINS "Help"                      BROOKS &amp; YEARWOOD "Squeeze"                      SAWYER BROWN "Circles"                      TRACY LAWRENCE "Memory"</p>	<p><b>KIZN/Boise, ID *</b>                      DM: Rich Summers                      PD/MD: Spencer Burke                      BROOKS &amp; YEARWOOD "Squeeze"                      BRIAN MCCOMAS "Never"</p>	<p><b>KRYS/Corpus Christi, TX *</b>                      PD: Rick Shockley                      APD/MD: Scott Stewart                      No Adds</p>	<p><b>WBCT/Grand Rapids, MI *</b>                      DM/MD: Doug Montgomery                      MD: Dave Taft                      3 REBA MCENTIRE "Sweet"                      2 BROOKS &amp; YEARWOOD "Squeeze"                      1 BRAD MARTIN "Better"                      LONESTAR "Day"</p>	<p><b>WXBQ/Jacksonville, FL *</b>                      PD/MD: Bill Hagy                      No Adds</p>	<p><b>WQWM/Madison, WI *</b>                      PD: Mark Gradin                      MD: Mel McKenzie                      2 BROOKS &amp; YEARWOOD "Squeeze"                      TRACE ADKINS "Help"                      ANDY GRIGGS "Tonight"</p>	<p><b>KTST/Oklahoma City, OK *</b>                      DM/MD: Ted Stecker                      APD/MD: Cracker                      No Adds</p>	<p><b>KBUL/Reno, NV *</b>                      DM/MD: Tom Jordan                      APD/MD: Chuck Reeves                      5 TY HERNDON "Heather"                      1 BROOKS &amp; YEARWOOD "Squeeze"                      TRACY LAWRENCE "Memory"</p>	<p><b>KRMV/Shreveport, LA *</b>                      DM/MD: Greg Cole                      MD: James Anthony                      TRAVIS TRITT "Modern"</p>	<p><b>WWZD/Tupelo, MS</b>                      PD/MD: Matt Chatham                      LONESTAR "Day"                      GARY ALLAN "One"                      SHANNON LAWSON "Heart"                      MARK CHESNUTT "She"</p>
<p><b>KBOI/Albuquerque, NM *</b>                      PD: John Richards                      3 BROOKS &amp; YEARWOOD "Squeeze"                      TRACY LAWRENCE "Memory"                      LONESTAR "Day"                      SAWYER BROWN "Circles"</p>	<p><b>WZWK/Birmingham, AL *</b>                      PD: Rick Shockley                      APD/MD: Scott Stewart                      No Adds</p>	<p><b>KPLX/Dallas-Ft. Worth, TX *</b>                      PD: Paul Williams                      APD: Smokey Rivers                      MD: Cody Alan                      16 EMERSON DRIVE "Sleeping"                      GABBE NOLEN "There"</p>	<p><b>WTOR/Greensboro, NC *</b>                      PD: Paul Franklin                      MD: Angie Ward                      15 EMERSON DRIVE "Tonight"                      ALAN JACKSON "Drive"</p>	<p><b>WMTZ/Johnstown, PA</b>                      MD: Steve Walker                      MD: Lara Mosby                      8 BROOKS &amp; YEARWOOD "Squeeze"                      ANDY GRIGGS "Tonight"                      LONESTAR "Day"                      WILLS W/O'NEAL "Gonna"</p>	<p><b>KTEX/McAllen, TX *</b>                      PD: Jojo                      MD: Patches                      BROOKS &amp; YEARWOOD "Squeeze"                      SHANNON LAWSON "Goodbye"                      LONESTAR "Day"</p>	<p><b>KXXY/Oklahoma City, OK *</b>                      DM/MD: Ted Stecker                      APD/MD: Bill Reed                      2 BROOKS &amp; YEARWOOD "Squeeze"                      1 CAROLYN DAWN JOHNSON "Wart"</p>	<p><b>WKHK/Richmond, VA *</b>                      PD: Jim Tice                      7 PHIL VASSAR "When"                      2 BROOKS &amp; YEARWOOD "Squeeze"</p>	<p><b>KRMV/Shreveport, LA *</b>                      DM/MD: Greg Cole                      MD: James Anthony                      TRAVIS TRITT "Modern"</p>	<p><b>WWZD/Tupelo, MS</b>                      PD/MD: Matt Chatham                      LONESTAR "Day"                      GARY ALLAN "One"                      SHANNON LAWSON "Heart"                      MARK CHESNUTT "She"</p>
<p><b>KRST/Albuquerque, NM *</b>                      PD: John Richards                      3 BROOKS &amp; YEARWOOD "Squeeze"                      TRACY LAWRENCE "Memory"                      LONESTAR "Day"                      SAWYER BROWN "Circles"</p>	<p><b>WKLK/Boston, MA *</b>                      PD: Mike Brophy                      APD/MD: Ginny Rogers                      8 OXIE CHICKS "Days"                      7 LEE ANN WOMACK "Ring"                      4 REBA MCENTIRE "Sweet"                      2 BROOKS &amp; YEARWOOD "Squeeze"</p>	<p><b>KSCS/Dallas-Ft. Worth, TX *</b>                      PD: Dean James                      APD/MD: Linda D'Brian                      1 ALAN JACKSON "Drive"                      GEORGE STRAIT "Living"                      BROOKS &amp; YEARWOOD "Squeeze"</p>	<p><b>WRNS/Greenville, NC *</b>                      PD: Wayne Carlyle                      APD: Mike Farley                      MD: Boomer Lee                      TRACE ADKINS "Memory"</p>	<p><b>KBEQ/Kansas City, MO *</b>                      PD: Mike Kennedy                      MD: T.J. McEntire                      2 ALAN JACKSON "Drive"                      2 BROOKS &amp; YEARWOOD "Squeeze"</p>	<p><b>WGIX/Memphis, TN *</b>                      PD: Greg Mozingo                      MD: Mark Billingsley                      5 BROOKS &amp; YEARWOOD "Squeeze"                      ALAN JACKSON "Drive"</p>	<p><b>KXKT/Omaha, NE *</b>                      DM: Tom Land                      2 CAROLYN DAWN JOHNSON "Wart"                      2 KENNY CHESNEY "Young"</p>	<p><b>KFRG/Riverside, CA *</b>                      DM/MD: Ray Massie                      MD: Don Jeffrey                      BRAD MARTIN "Better"                      LONESTAR "Day"</p>	<p><b>KORK/Spokane, WA *</b>                      DM/MD: Ray Edwards                      APD/MD: Tony Trovato                      BROOKS &amp; YEARWOOD "Squeeze"                      SHANNON LAWSON "Goodbye"                      TRACY LAWRENCE "Memory"</p>	<p><b>KJUG/Visalia, CA *</b>                      PD: Dave Daniels                      2 NELSON &amp; WOMACK "Mendocino"                      TRACY LAWRENCE "Memory"</p>
<p><b>WCTO/Allentown, PA *</b>                      PD: Chuck Geiger                      APD/MD: Bobby Knight                      3 TOMMY SHANE STEINER "Angel"                      1 TRACY LAWRENCE "Memory"                      MARK MCGUINN "Dance"</p>	<p><b>WYRK/Buffalo, NY *</b>                      PD: John Paul                      APD/MD: Chris Keyzer                      No Adds</p>	<p><b>WGNL/Daytona Beach, FL *</b>                      PD/MD: Bill Kramer                      ALAN JACKSON "Drive"</p>	<p><b>WESC/Greenville, SC *</b>                      DM/MD: Bruce Logan                      APD/MD: John Landrum                      7 PHIL VASSAR "When"                      6 NELSON &amp; WOMACK "Mendocino"</p>	<p><b>WDAF/Kansas City, MO *</b>                      PD: Dale Carter                      APD/MD: Tony Stevens                      ANDY GRIGGS "Tonight"</p>	<p><b>WKIS/Miami, FL *</b>                      PD: Robert Walker                      APD: R.J. McCoy                      MD: Darlene Evans                      No Adds</p>	<p><b>WWKA/Orlando, FL *</b>                      PD: Len Shackelford                      MD: Shadow Stevens                      No Adds</p>	<p><b>WWSL/Greenville, SC *</b>                      PD: Bruce Logan                      APD/MD: Kix Layton                      No Adds</p>	<p><b>WYGO/Denver-Boulder, CO *</b>                      PD: Joel Burke                      MD: Tad Svendsen                      5 BROOKS &amp; YEARWOOD "Squeeze"                      3 WILLS W/O'NEAL "Gonna"                      REBA MCENTIRE "Sweet"</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>
<p><b>WQMX/Akron, OH *</b>                      PD: Tim Butler                      APD/MD: Patrick Clark                      10 BROOKS &amp; YEARWOOD "Squeeze"                      10 TRACY LAWRENCE "Memory"</p>	<p><b>KHAK/Cedar Rapids, IA</b>                      PD: Jeff Winfield                      MD: Dawn Johnson                      4 LONESTAR "Day"                      3 ALAN JACKSON "Drive"                      2 BROOKS &amp; YEARWOOD "Squeeze"</p>	<p><b>KYGO/Denver-Boulder, CO *</b>                      PD: Joel Burke                      MD: Tad Svendsen                      5 BROOKS &amp; YEARWOOD "Squeeze"                      3 WILLS W/O'NEAL "Gonna"                      REBA MCENTIRE "Sweet"</p>	<p><b>WSSS/Greenville, SC *</b>                      PD: Bruce Logan                      APD/MD: Kix Layton                      No Adds</p>	<p><b>WVIV/Knoxville, TN *</b>                      DM/MD: Michael Hammond                      MD: Colleen Addair                      5 SHANNON LAWSON "Heart"                      LONESTAR "Day"                      BRIAN MCCOMAS "Never"                      TIM RUSHLOW "Will"                      HOLLY WYNETTE "Future"</p>	<p><b>WMLM/Milwaukee, WI *</b>                      DM/MD: Kerry Wolfe                      APD: Scott Dolphin                      MD: Mitch Morgan                      4 CHELY WRIGHT "Jezebel"</p>	<p><b>WYLD/Clarksville-Lynchburg, VA *</b>                      PD: Brett Sharp                      MD: Robin James                      2 LONESTAR "Day"                      JESSICA ANDREWS "Karma"                      BROOKS &amp; YEARWOOD "Squeeze"                      WILLS W/O'NEAL "Gonna"</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>
<p><b>WQMX/Akron, OH *</b>                      PD: Tom Baker                      MD: Tom Baker                      10 STEVE AZAR "Don't"                      5 BROOKS &amp; YEARWOOD "Squeeze"                      4 LONESTAR "Day"</p>	<p><b>WEZL/Charleston, SC *</b>                      PD: T.J. Phillips                      MD: Gary Griffin                      2 TY HERNDON "Heather"                      2 BRAD MARTIN "Better"                      ANDY GRIGGS "Tonight"                      ALAN JACKSON "Drive"</p>	<p><b>KHKL/Des Moines, IA *</b>                      PD: Jack O'Brien                      APD/MD: Jim Disen                      BROOKS &amp; YEARWOOD "Squeeze"                      TRACY LAWRENCE "Memory"                      SHANNON LAWSON "Goodbye"                      JEFFREY STEELE "Whole"</p>	<p><b>WRBT/Harrisburg, PA *</b>                      PD: Shelly Easton                      MD: Joey Dean                      6 BROOKS &amp; YEARWOOD "Squeeze"                      5 TRAVIS TRITT "Modern"</p>	<p><b>WVIV/Knoxville, TN *</b>                      DM/MD: Michael Hammond                      MD: Colleen Addair                      5 SHANNON LAWSON "Heart"                      LONESTAR "Day"                      BRIAN MCCOMAS "Never"                      TIM RUSHLOW "Will"                      HOLLY WYNETTE "Future"</p>	<p><b>WWSL/Greenville, SC *</b>                      PD: Bruce Logan                      APD/MD: Kix Layton                      No Adds</p>	<p><b>WYLD/Clarksville-Lynchburg, VA *</b>                      PD: Brett Sharp                      MD: Robin James                      2 LONESTAR "Day"                      JESSICA ANDREWS "Karma"                      BROOKS &amp; YEARWOOD "Squeeze"                      WILLS W/O'NEAL "Gonna"</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>
<p><b>WQMX/Akron, OH *</b>                      PD: Tom Baker                      MD: Tom Baker                      10 STEVE AZAR "Don't"                      5 BROOKS &amp; YEARWOOD "Squeeze"                      4 LONESTAR "Day"</p>	<p><b>WEZL/Charleston, SC *</b>                      PD: T.J. Phillips                      MD: Gary Griffin                      2 TY HERNDON "Heather"                      2 BRAD MARTIN "Better"                      ANDY GRIGGS "Tonight"                      ALAN JACKSON "Drive"</p>	<p><b>KHKL/Des Moines, IA *</b>                      PD: Jack O'Brien                      APD/MD: Jim Disen                      BROOKS &amp; YEARWOOD "Squeeze"                      TRACY LAWRENCE "Memory"                      SHANNON LAWSON "Goodbye"                      JEFFREY STEELE "Whole"</p>	<p><b>WRBT/Harrisburg, PA *</b>                      PD: Shelly Easton                      MD: Joey Dean                      6 BROOKS &amp; YEARWOOD "Squeeze"                      5 TRAVIS TRITT "Modern"</p>	<p><b>WVIV/Knoxville, TN *</b>                      DM/MD: Michael Hammond                      MD: Colleen Addair                      5 SHANNON LAWSON "Heart"                      LONESTAR "Day"                      BRIAN MCCOMAS "Never"                      TIM RUSHLOW "Will"                      HOLLY WYNETTE "Future"</p>	<p><b>WWSL/Greenville, SC *</b>                      PD: Bruce Logan                      APD/MD: Kix Layton                      No Adds</p>	<p><b>WYLD/Clarksville-Lynchburg, VA *</b>                      PD: Brett Sharp                      MD: Robin James                      2 LONESTAR "Day"                      JESSICA ANDREWS "Karma"                      BROOKS &amp; YEARWOOD "Squeeze"                      WILLS W/O'NEAL "Gonna"</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>
<p><b>WQMX/Akron, OH *</b>                      PD: Tom Baker                      MD: Tom Baker                      10 STEVE AZAR "Don't"                      5 BROOKS &amp; YEARWOOD "Squeeze"                      4 LONESTAR "Day"</p>	<p><b>WEZL/Charleston, SC *</b>                      PD: T.J. Phillips                      MD: Gary Griffin                      2 TY HERNDON "Heather"                      2 BRAD MARTIN "Better"                      ANDY GRIGGS "Tonight"                      ALAN JACKSON "Drive"</p>	<p><b>KHKL/Des Moines, IA *</b>                      PD: Jack O'Brien                      APD/MD: Jim Disen                      BROOKS &amp; YEARWOOD "Squeeze"                      TRACY LAWRENCE "Memory"                      SHANNON LAWSON "Goodbye"                      JEFFREY STEELE "Whole"</p>	<p><b>WRBT/Harrisburg, PA *</b>                      PD: Shelly Easton                      MD: Joey Dean                      6 BROOKS &amp; YEARWOOD "Squeeze"                      5 TRAVIS TRITT "Modern"</p>	<p><b>WVIV/Knoxville, TN *</b>                      DM/MD: Michael Hammond                      MD: Colleen Addair                      5 SHANNON LAWSON "Heart"                      LONESTAR "Day"                      BRIAN MCCOMAS "Never"                      TIM RUSHLOW "Will"                      HOLLY WYNETTE "Future"</p>	<p><b>WWSL/Greenville, SC *</b>                      PD: Bruce Logan                      APD/MD: Kix Layton                      No Adds</p>	<p><b>WYLD/Clarksville-Lynchburg, VA *</b>                      PD: Brett Sharp                      MD: Robin James                      2 LONESTAR "Day"                      JESSICA ANDREWS "Karma"                      BROOKS &amp; YEARWOOD "Squeeze"                      WILLS W/O'NEAL "Gonna"</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>
<p><b>WQMX/Akron, OH *</b>                      PD: Tom Baker                      MD: Tom Baker                      10 STEVE AZAR "Don't"                      5 BROOKS &amp; YEARWOOD "Squeeze"                      4 LONESTAR "Day"</p>	<p><b>WEZL/Charleston, SC *</b>                      PD: T.J. Phillips                      MD: Gary Griffin                      2 TY HERNDON "Heather"                      2 BRAD MARTIN "Better"                      ANDY GRIGGS "Tonight"                      ALAN JACKSON "Drive"</p>	<p><b>KHKL/Des Moines, IA *</b>                      PD: Jack O'Brien                      APD/MD: Jim Disen                      BROOKS &amp; YEARWOOD "Squeeze"                      TRACY LAWRENCE "Memory"                      SHANNON LAWSON "Goodbye"                      JEFFREY STEELE "Whole"</p>	<p><b>WRBT/Harrisburg, PA *</b>                      PD: Shelly Easton                      MD: Joey Dean                      6 BROOKS &amp; YEARWOOD "Squeeze"                      5 TRAVIS TRITT "Modern"</p>	<p><b>WVIV/Knoxville, TN *</b>                      DM/MD: Michael Hammond                      MD: Colleen Addair                      5 SHANNON LAWSON "Heart"                      LONESTAR "Day"                      BRIAN MCCOMAS "Never"                      TIM RUSHLOW "Will"                      HOLLY WYNETTE "Future"</p>	<p><b>WWSL/Greenville, SC *</b>                      PD: Bruce Logan                      APD/MD: Kix Layton                      No Adds</p>	<p><b>WYLD/Clarksville-Lynchburg, VA *</b>                      PD: Brett Sharp                      MD: Robin James                      2 LONESTAR "Day"                      JESSICA ANDREWS "Karma"                      BROOKS &amp; YEARWOOD "Squeeze"                      WILLS W/O'NEAL "Gonna"</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>
<p><b>WQMX/Akron, OH *</b>                      PD: Tom Baker                      MD: Tom Baker                      10 STEVE AZAR "Don't"                      5 BROOKS &amp; YEARWOOD "Squeeze"                      4 LONESTAR "Day"</p>	<p><b>WEZL/Charleston, SC *</b>                      PD: T.J. Phillips                      MD: Gary Griffin                      2 TY HERNDON "Heather"                      2 BRAD MARTIN "Better"                      ANDY GRIGGS "Tonight"                      ALAN JACKSON "Drive"</p>	<p><b>KHKL/Des Moines, IA *</b>                      PD: Jack O'Brien                      APD/MD: Jim Disen                      BROOKS &amp; YEARWOOD "Squeeze"                      TRACY LAWRENCE "Memory"                      SHANNON LAWSON "Goodbye"                      JEFFREY STEELE "Whole"</p>	<p><b>WRBT/Harrisburg, PA *</b>                      PD: Shelly Easton                      MD: Joey Dean                      6 BROOKS &amp; YEARWOOD "Squeeze"                      5 TRAVIS TRITT "Modern"</p>	<p><b>WVIV/Knoxville, TN *</b>                      DM/MD: Michael Hammond                      MD: Colleen Addair                      5 SHANNON LAWSON "Heart"                      LONESTAR "Day"                      BRIAN MCCOMAS "Never"                      TIM RUSHLOW "Will"                      HOLLY WYNETTE "Future"</p>	<p><b>WWSL/Greenville, SC *</b>                      PD: Bruce Logan                      APD/MD: Kix Layton                      No Adds</p>	<p><b>WYLD/Clarksville-Lynchburg, VA *</b>                      PD: Brett Sharp                      MD: Robin James                      2 LONESTAR "Day"                      JESSICA ANDREWS "Karma"                      BROOKS &amp; YEARWOOD "Squeeze"                      WILLS W/O'NEAL "Gonna"</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>	<p><b>WYZZ/Washington, DC *</b>                      DM/MD: Jeff Wyatt                      APD/MD: Jon Anthony                      No Adds</p>

**\* Monitored Reporters**

**189 Total Reporters**

**154 Total Monitored**

**35 Total Indicator**

**34 Current Indicator Playlists**

**Did Not Report, Playlist Frozen (1):**  
**WXTA/Erie, PA**



**LON HELTON**  
lhelton@ironline.com

## Clear Channel Makes A Country Connection

□ Seven stations offer advertisers 1 million listeners

**W**e've heard this was coming since consolidation began five years ago. Now Clear Channel is making a bold move to maximize revenues and audience through an innovative program it has dubbed the Clear Channel Country Connection.

CC has banded together seven heritage Country stations in one region to offer advertisers a chance to reach listeners more easily than ever before.

The mission is expressed in the Country Connection Creed, which states, "Country Connection takes pride in creating customized, integrated marketing programs that will provide clients with the opportunity to expand their message across an entire region. These opportunities will help clients grow their businesses, use their marketing and advertising dollars effectively and provide synergy and loyalty that only country music can create."

The seven stations comprising the Country Connection are WPOC/Baltimore; WXVA/Charlestown, WV; WDSB/Dover, DE; WFRE/Frederick, MD; WWFG/Salisbury-Ocean City, MD; WMZQ/Washington; and WUSQ/Winchester, VA.

### Lofty Goals

Outlining the goals of this new initiative, Clear Channel Regional VP/Washington-Baltimore Trading Area **Bennett Zier** says, "The goal is to take the Country radio stations in the WBTA and put together an unwired network that would have enormous impact for our advertisers and listeners."

"We have seven powerful, heritage Country radio stations, all within the same trading area. We have four venues that put on shows. And we have an entertainment group [Clear Channel Entertainment] that brings in acts, either through tours or to events that

we create ourselves. We're able to provide the listener and the advertiser with some really neat stuff.

"It will work in several different ways. First, an advertiser that finds the Country audience to be lucrative, passionate and responsive can come to us and advertise its product across the entire trading area.



**Bennett Zier**

"One thing that we are learning is that Arbitron has a small circle of influence. In point of fact, our radio stations are able to go well beyond metros and ADIs. "We're also going to give the listeners an opportunity to be made aware of country events, concerts and appearances not just within a 50-mile radius of their city, but within an hour's drive of where they live — a drive they would be very happy to make if they were just aware of the events."

"As part of this, we're sharing a lot of the Clear Channel Entertainment resources, so that when a country act comes to one of our cities, listeners will hear about it on the surrounding markets' stations."

### Super Synergy

As for the synergy between the Country Connection and Clear Channel Entertainment, VP/Operations for CC's Washington-Baltimore Trading Area **Jeff Wyatt** explains, "This is all

directly related to Clear Channel Entertainment. When these events are produced by CCE, or when stations have big, signature events produced by independent promoters — whether they be concerts, chili cook-offs or whatever — and they want to advertise them on our radio station, they can actually have access to this huge, 1-million-listener platform.

"For example, when we do WMZQ-Fest later this year, all seven radio stations will have the option of giving away tickets. It will be the WMZQ-Fest on WMZQ, but perhaps it will be the 'Country Fest' on the other six. WMZQ will be the dominant presence on-site — it is our event — but the other stations will have the option to be there with us.

"As it is now, people come from all over to the WMZQFest. We think that even more people will come when they hear about it on our network of seven radio stations."

Zier adds, "The real beauty of this is that we make money, because CCE sells tickets and beer on-site, while radio sells advertising to title sponsors and others who want to get in front of these loyal fans."

"It's all about using the collective resources of the seven radio stations in the WBTA, whether it be for sales initiatives, to deliver an audience targeted to our advertisers, to increase listening or to afford our audience opportunities in other marketplaces."

### The Mechanics Of Selling Seven

GMs and GSMs who have tried to harness the buying power of a multiple-station cluster know that it's no small feat to get everyone on the same page, even when they live in the same city. Imagine the challenge when everyone is separated by many miles. But the advantages and potential revenue make this an opportunity worth pursuing.

"This is an initiative we began with Clear Channel Sr. VP/Mid-Atlantic Division Jim Shea, WPOC VP/GM Jim Dolan, Jeff and myself," Zier says. "I have to believe that there are other trading areas out there that are looking at their resources and creating opportunities for listeners and advertisers."



**SUPER SALES**

Clear Channel has banded together its seven powerful Country radio stations in the Baltimore-Washington, DC region to create advertising and marketing packages for clients on a regional basis. Salespeople from all the stations will now not only be able to sell their own stations, but the other six too. At a recent meeting of the alliance, dubbed the Country Connection, BNA recording artist Shannon Brown stopped by to perform. Seen here (l-r) are WMZQ/Washington Asst. PD/MD Jon Anthony; WFRE/Frederick, MD PD Lisa Allen; WUSQ/Winchester, VA PD David Miller; WPOC/Baltimore PD Scott Lindy; Brown; WWFG/Salisbury-Ocean City, MD PD Dick Raymond; Clear Channel VP/Operations for the Baltimore-Washington Trading Area Jeff Wyatt; and BNA Northeast Rep Jimmy Rector.

"We put the Country Connection together because we saw an opportunity — and also a need. The Country listener is enormously passionate and enormously responsive and loyal to the Country advertiser. What we're now able to do is give everyone more. The entire sales force at all of our Country radio stations is empowered to sell any of the other Country radio stations. They can sell them individually or together.

"It allows an advertiser to think about more than just one market at a time. Many multilocation retailers or advertisers have been taught to treat



**Jeff Wyatt**

each market separately, because that's what Arbitron tells them to do. We're telling them that they don't have to do that anymore."

Describing how national sales will work, Zier says, "We actually have one national sales unit that sells all 26 of our stations in the WBTA, but there will be an effort within that team to always look to the Country Connection. When an advertiser comes to buy WMZQ, our sales team can say, 'What about doing this in Baltimore, Winchester, Dover — all these places?'"

The goal is to make more money collectively than Clear Channel could make with seven individual stations. The question is, how do you do that?

"A lot of times we weren't able to bring in the other stations," Wyatt says. "Now, when someone is looking to buy time in Washington, our salespeople can say, 'Hey, we have access to a group that can give you 1 million listeners a week. And right now, through me, we can talk about getting this whole region on board.'"

"That's right," adds Zier. "We can

say, 'What other markets and what other mediums are you interested in?'"

"As we're changing our habits, we're looking to change the habits of buyers and national agencies so that they look at us as one stop for an entire region," Wyatt says.

### The Country Connection Confab

One of the unique aspects of this initiative is that Zier and Wyatt will regularly bring together the sales and programming staffs of the seven stations in the Country Connection. An important element of these meetings is integrating the sales and programming staffs so that the product comes out as a cohesive entity. That means getting everyone involved from the very first step.

"That's exactly why they were all at the first meeting, so that everyone understands what the goals are and is empowered to develop in their own areas," Wyatt explains. "And so that they understand that there are people there to help them through this."

"It's also important to get together so that people will start thinking as a group. Part of my job in this is to make sure that everyone knows that help is available and that they're happy and they have a voice."

"Another part of my job is to make sure that as salespeople exert themselves to realize value for advertisers, they are doing so with an eye toward operations' goals as well. To have the programmers in the house when we talk about sales ideas is important."

"For instance, we have a couple of definitive sales projects going out right now that the sales force is going to sell collectively. As Bennett says, anytime anyone wants to buy something, they can do so through any of the salespeople."

"But there are a couple of projects going out that will be specifically sold, and the programmers need to understand

**"It's all about using the collective resources of the seven radio stations in the region, whether it be for sales initiatives, to deliver an audience targeted to our advertisers, to increase listening or to afford our audience opportunities in other marketplaces."**

Bennett Zier

Continued on Page 66

# Earl Thomas Conley has a voice people "love" to listen to.

"I listened to Earl Thomas Conley eight times when I first received it - Great! Classic Earl Thomas Conley, 2002!"  
- Don Cristie - WFRG - Regent Broadcasting

"This record will sound wonderful on the radio!"  
- Bill Dotson - KSSN - Little Rock, AR

"I think you've got a Hit on ETC!"  
- Keith Montgomery - KAJA - San Antonio, TX

"Earl Thomas has never sounded better!"  
- Paul Franklin - WTQR - Greensboro, NC

"When it comes to ETC, his voice was never stronger, production makes this destined to bring ETC back Big-Time! Listeners are demanding it!"  
- J.R. Runyon - KZNN - Rolla, MO

"ETC's 'Love's the Only Voice' - Listen & Believe ETC is back and sounds better than ever! With a song so well-written and produced, I'm addicted!"  
- Ken Curtis - KYKX - Longview, TX

"Early Phones. Great Singer. Great Song. Great Production. Mixes well with the flow of things!"  
- Bill Hagy - Operations Manager - Bristol Broadcasting - WXBQ

"The lyrics are very powerful...They suck you in and you're hooked...Great Song!"  
- Jay Phillips - Program Director - WYGY - Cincinnati, OH

"After the first spin, got Lots of calls and 100% Positive - Earl has Never Sounded Better!"  
- Les Acree - Program Director - WNOE - New Orleans, LA

"Earl's the only voice 'We're' gonna listen to!"

- karen judy cindy sandy kim lisa marie susan joyce annette isabella tammy stacy cathy ann kimberly elizabeth sue evelyn betty patricia eunice kay terri mary louise charlotte debbie francise claire ronda tamara lucille linda sherri beth caroline diane bonnie arlene mandy crystal robin courtney leeann martina sarah jamie shelly aubrey alison deborah tanya jackie laura marge janet casey jill alicia missy jennifer sylvia kelly audrey mae leah katherine marilyn lori carol angie april kristen danielle celine cheryl ilene toni irene beverly phyllis cher marcie lynn tiffany brittany cybil michelle margaret lindsay nicole jessie trisha allison tina dawn jamie dolly yolanda trudy tara priscilla kitty emily rachel glenda andrea abby christina alexandra sandra veronica melinda dana darlene ashley victoria margaret holly dottie carlene shannon alison melody pam megan hilda ana yvonne monica virginia regina peggy bobbie shawna angel angela mildred dorothy grace vanessa rose amy madonna anita eleanor rebecca wanda theresa elsie camille brenda valerie penny gretchen naomi meredith martha wynonna jeannie natalie ema alice connie ramona patsy barb heather nancy helen matilda casey ellen delilah inez tricia francis myra annette leona jacqueline roberta sharon stephanie sally jamie carolyn regina luellyn katie marillee jean myra nancy abigail paula

Going for Adds NOW!!

Earl Thomas Conley

Love's The Only Voice  
(I'm Gonna Listen To)

(Earl Thomas Conley &  
Katharine Spencer)  
4:10  
Clorechord Music/BMI and  
Lust-4-Fun/ASCAP

Produced by  
Nelson Larkin

Sunbird  
Records



Sunbird Records



CALVIN GILBERT

gilbert@rronline.com

## Awards Show Revamped

□ CMT will unveil new approach during Fan Fair week

Last year's Fan Fair marked the event's return to downtown Nashville after almost two decades at the Tennessee State Fairgrounds. Now changes are underway for an awards show that serves as a highlight of Fan Fair week.

The awards show will now be billed as the *CMT Flameworthy Video Music Awards*, sharing part of its name with *CMT Flameworthy*, a new series that premiered on Jan. 26. The weekly Saturday series showcases videos, along with comments from country stars and fans about how the music and videos have impacted their lives.

Most recently, the summer awards telecast was called the *TNN & CMT/Country Weekly Awards* as part of a partnership with *Country Weekly* magazine. Before that it was the *TNN/Music City News Awards* in a partnership with *Music City News*, a magazine that closed a few years back. That fan publication launched the program in 1967 as the *Music City News Awards*.

In changing the name, CMT's parent company, Viacom's MTV Networks, hopes to set the June show apart from the spring ACM Awards and the fall CMA Awards. With the ACM and CMA shows broadcast on CBS-TV, Viacom has a lock on country awards shows. Unlike the other two shows, the

*CMT Flameworthy Video Awards* will remain a fan-voted event.

In addition to creating a strong identity for the awards show, the move should strengthen the CMT brand. Just as CMT's *Most Wanted Live* is patterned after MTV's *Total Request Live*, the *CMT Flameworthy Video Music Awards* show is expected to display similarities to the *MTV Video Music Awards*.

The *CMT Flameworthy Awards* will take place June 12, the day before the official start of Fan Fair. At least 13 of last year's top-selling country acts are already on board to perform during Fan Fair, which will be held June 13-16. The lineup for concerts at Adelphia Coliseum includes Jessica Andrews, Brooks & Dunn, Kenny Chesney, Diamond Rio, Sara Evans, Alan Jackson, Toby Keith, Martina McBride, Jamie O'Neal, Brad Paisley, SHE-DAISY, Keith Urban and Lee Ann Womack.

Among those planning to make Fan Fair appearances are Trace Adkins, Steve Azar, BlackHawk, Chris Cagle, Tammy Cochran, Billy Ray Cyrus, The Derailers, Daisy Dern,

Joe Diffie, Deryl Dodd, Kristin Garner, Vince Gill, Pat Green, Andy Griggs, Ty Herndon, Steve Holy, George Jones, Tracy Lawrence, Little Big Town, Lonestar, Brad Martin, McBride & The Ride, Lila McCann, Neal McCoy, Mark McGuinn, Rascal Flatts, Collin Raye, Charlie Robison, Leslie Satcher, Blake Shelton, Jeffrey Steele, Chalee Tennison, Cyndi Thomson, Trick Pony, Trini Triggs, Phil Vassar, Wild Horses, Mark Wills and Darryl Worley.

### Chicks Meet Muppet Roosters

The Dixie Chicks have taped two episodes of the PBS children's series *Sesame Street*. The first episode, set to premiere Feb. 25, features the Chicks performing "There's No Letter Better Than B" with Baby Bear, Bert, Big Bird, the Muppet Roosters and the Muppet Chickens. The other episode, premiering Feb. 28, showcases the trio's performance of "Sing" with the Muppet Chickens. Both episodes will be repeated through December.

The Dixie Chicks haven't played a full concert in more than a year, but their performance schedule is becoming a bit more crowded these days. They'll join LeAnn Rimes, Sting, Robbie Robertson and cellist Yo Yo Ma on Feb. 8 at the opening ceremonies of the Olympic Winter Games in Salt Lake City. A Feb. 12 concert takes place during RodeoHouston, and the Chicks also perform Feb. 26 at the Universal Amphitheatre in Los Angeles. The L.A. show, a benefit for the Recording Artists Coalition, will also feature Trisha Yearwood, Dwight Yoakum and Emmylou Harris.

### Rockabilly Women

Brenda Lee will be featured on the PBS special *Welcome to the Club — The Women of Rockabilly*, which airs nationally during the month of March. Peabody Award winner Beth Harrington wrote, produced and directed the special, which also profiles Wanda Jackson, Janis Martin and Lorrie Collins.

Lee, already a member of the Country Music Hall of Fame, is the only woman among this year's inductees into the Rock and Roll Hall



AUDIO DOCTOR

During breaks from the Canadian set of his PAX-TV series, *Doc*, Billy Ray Cyrus has continued work on his upcoming Monument album, tentatively set for June 25 release. Cyrus (l) is pictured at the control board with producer Blake Chancey.

of Fame. She will be in New York for the induction, which will be telecast March 20 on VH1. She is also awaiting the upcoming release of her autobiography, *Little Miss Dynamite: The Life & Times of Brenda Lee*.

### Bits 'N' Pieces

• Tim McGraw will serve as grand marshal for the 2002 Seven Bridges Run, set for April 21 in Jacksonville. Sponsored by Indian Motorcycles, the event benefits Dreams Come True, a Jacksonville charity that fulfills the wishes of children with life-threatening diseases.

• Alan Jackson was in New York this week for appearances on *The Late Show With David Letterman* and *The Rosie O'Donnell Show* to promote his new Arista album, *Drive*.

• Nickel Creek's self-titled debut album has received Gold certification from the RIAA. In addition to being the trio's first RIAA certification, it's also the first Gold album for the band's label, Sugar Hill Records.

• Garth Brooks will join several other celebrities in honoring Billy Joel at the 2002 MusiCares Person of the Year tribute dinner. Set for Feb. 25 in Los Angeles, the dinner benefits the MusiCares' Financial Assistance Program, which provides assistance to musicians in times of financial, medical or personal need. Others participating in the tribute include Tony Bennett, Jon Bon Jovi, Richie Sambora, Diana Krall and Matchbox Twenty's Rob Thomas.

• Jo Dee Messina, the covergirl for the Feb. 5 issue of *Woman's World* magazine, will be opening George Strait's upcoming concerts in Lafayette, LA (Feb. 28) and Memphis (March 1).

• Freddy Fender is recuperating at his Texas home after undergoing kidney-transplant surgery on Jan. 24. The singer's daughter, Marla Huerta Garcia, donated the transplanted organ. Fender plans to be in Los Angeles later this month for the Grammy Awards, where his *La Musica de Baldemar Huerta* is nomi-

nated for Best Latin Pop Album of the Year.

• Blake Shelton is a celebrity spokesperson for Ford trucks, but he wasn't expecting a bonus when he taped a TV commercial this past Wednesday at a Dallas dealership. At the close of the full-day shoot, the dealer gave Shelton an F-150 King Ranch edition pickup truck. King Ranch edition trucks start at a base sticker price of around \$30,000.

• Tracy Lawrence celebrated his birthday on Jan. 27 in an Illinois bowling alley. Returning from two concerts in North Dakota, Lawrence and his band were frustrated because the TV reception on their tour bus was forcing them to miss the NFL playoff games. "We couldn't pick up the game on the bus, and it was driving us crazy, so we pulled off the highway in Champaign, IL and stopped at a local bowling alley with a big-screen TV," Lawrence says. "We got there just in time to catch the second half of the Steelers-Patriots game, and then we watched the whole Rams-Eagles game."

• If you experience chest pains while flying in for next month's Country Radio Seminar, wait until you reach Nashville to have a full-blown heart attack. Billy Ray Cyrus is the latest of 30 country artists to sponsor one of the automated external defibrillators that are being placed throughout Nashville International Airport. Others sponsoring the machines, which provide heart-attack victims with a quick "jump start," are Garth Brooks, Loretta Lynn, Wynonna and Charlie Daniels. Each sponsored defibrillator will have a star and a personalized donor plaque permanently mounted next to the device.



TIPPIN HONORED

The Nashville chapter of the American Red Cross recently paid a visit to Lyric Street Records to honor singer-songwriter Aaron Tippin and the label for their contributions to the charity. Net proceeds from Tippin's patriotic single "Where the Stars & Stripes and the Eagle Fly" are being donated to the Red Cross. Since its October release the single has sold more than 200,000 copies. Pictured are (front row, l-r) the Red Cross' Tony Higginbotham, Tippin, Lyric Street President Randy Goodman and (center, l-r) Lyric Street's Carson Schreiber, the Red Cross' Pete Peters and Tracey Alderdice, Lyric Street's Greg McCarn, (top row, l-r) the Red Cross' Eric Rhinehardt, Tip Top Entertainment's Billy Craven, the Red Cross' Matthew Bourlakes and Lyric Street's Doug Howard.

### TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at 615-244-8822 or e-mail: [gilbert@rronline.com](mailto:gilbert@rronline.com)

# ★ WILLIE ★ NELSON

FEATURING

## LEE ANN WOMACK

### "MENDOCINO COUNTY LINE"

NEW RADIO  
SINGLE EDIT  
GOING FOR ADDS  
2/18

#39 on this week's  
R&R Country Chart

#44 on this week's  
Billboard Country Chart

#49 on this week's  
Gavin 24/7 Country Chart

FROM THE ALBUM  
*THE GREAT DIVIDE*

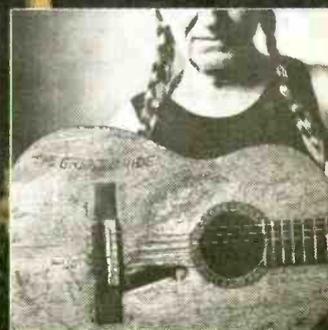
LOST HIGHWAY

[www.losthighwayrecords.com](http://www.losthighwayrecords.com)

Stations who have already crossed  
the "Mendocino County Line":

WKLB WYNY KBEQ WDAF WUBE WEZL WKDF WKHX KIKK KPLX KRYS KSCS KYGO KMLE

WILLIE IS ALWAYS ON TOUR!  
CHECK OUT [WWW.WILLIENELSON.COM](http://WWW.WILLIENELSON.COM)



# R&R Country Top 50

February 8, 2002

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	TOTAL PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	STEVE HOLY Good Morning Beautiful (Curb)	16852	6157	699064	27	154/0
4	2	BRAD PAISLEY Wrapped Around (Arista)	15663	5687	668229	22	153/0
5	3	BROOKS & DUNN Long Goodbye (Arista)	14016	5112	581978	14	154/0
3	4	GEORGE STRAIT Run (MCA)	13916	5327	592027	17	154/0
7	5	TIM MCGRAW The Cowboy In Me (Curb)	13429	4788	559981	10	154/1
6	6	JO DEE MESSINA W/TIM MCGRAW Bring On The Rain (Curb)	13414	5036	573552	21	153/0
9	7	MARTINA MCBRIDE Blessed (RCA)	11114	4027	467613	13	153/2
10	8	TRACY BYRD Just Let Me Be In Love (RCA)	10445	3900	437223	24	154/0
11	9	DIXIE CHICKS Some Days You Gotta Dance (Monument)	10120	3805	431333	18	141/1
14	10	KENNY CHESNEY Young (BNA)	9675	3395	396967	7	150/3
12	11	JOE DIFFIE In Another World (Monument)	9370	3761	398414	28	148/3
13	12	RASCAL FLATTS I'm Movin' On (Lyric Street)	9252	3376	381056	17	147/0
15	13	CHRIS CAGLE I Breathe In, I Breathe Out (Capitol)	9202	3518	392759	18	152/2
17	14	PHIL VASSAR That's When I Love You (Arista)	7841	2874	325731	14	144/5
20	15	TOBY KEITH My List (DreamWorks)	7307	2580	305238	5	147/6
19	16	TOMMY SHANE STEINER What If She's An Angel (RCA)	7156	2579	307260	7	143/4
18	17	BLAKE SHELTON All Over Me (Warner Bros.)	6880	2714	287001	15	144/1
21	18	CYNDI THOMSON I Always Liked That Best (Capitol)	5771	2284	242056	13	137/1
22	19	LEE ANN WOMACK Does My Ring Burn Your Finger (MCA)	5430	2201	245534	11	126/2
24	20	EMERSON DRIVE I Should Be Sleeping (DreamWorks)	5331	1970	212897	11	139/5
26	21	CAROLYN DAWN JOHNSON I Don't Want You To Go (Arista)	4567	1718	184729	7	130/6
29	22	TRAVIS TRITT Modern Day Bonnie And Clyde (Columbia)	4400	1685	183842	5	126/13
25	23	STEVE AZAR I Don't Have To Be (Till...) (Mercury)	4369	1790	173696	17	117/9
27	24	KEVIN DENNEY That's Just Jessie (Lyric Street)	3869	1470	156854	8	116/5
28	25	TAMMY COCHRAN I Cry (Epic)	3548	1414	141631	10	115/7
23	26	MONTGOMERY GENTRY Cold One Comin' On (Columbia)	3466	1473	169187	24	124/0
Breaker	27	CHELY WRIGHT Jezebel (MCA)	3267	1225	142989	7	97/8
30	28	TRISHA YEARWOOD Inside Out (MCA)	2724	1072	110868	9	96/0
32	29	MARK WILLS W/JAMIE O'NEAL I'm Not Gonna Do Anything... (Mercury)	2641	1151	103636	9	100/6
Breaker	30	GARTH BROOKS & TRISHA YEARWOOD Squeeze Me In (Capitol)	2441	821	97672	3	111/64
34	31	KELLIE COFFEY When You Lie Next To Me (BNA)	2422	1020	96108	6	102/8
Breaker	32	TRICK PONY Just What I Do (H2E/WB)	2358	946	103748	4	95/6
Breaker	33	MARK MCGUINN She Doesn't Dance (VFR)	2274	1026	106964	9	92/6
33	34	BLACKHAWK Days Of America (Columbia)	2158	886	95447	13	78/0
37	35	TY HERNDON Heather's Wall (Epic)	1603	654	69142	6	74/9
38	36	GARY ALLAN The One (MCA)	1381	604	53121	4	63/6
43	37	LONESTAR Not A Day Goes By (BNA)	1368	577	52827	3	75/24
41	38	REBA MCENTIRE Sweet Music Man (MCA)	1287	500	50393	3	60/10
40	39	WILLIE NELSON/LEE ANN WOMACK Mendocino... (Lost Highway/Mercury)	1127	276	46185	5	17/3
47	40	ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	1103	456	51468	3	72/15
Debut	41	SHANNON LAWSON Goodbye On A Bad Day (MCA)	895	320	36130	1	57/18
42	42	ALAN JACKSON/GEORGE STRAIT Designated Drinker (Arista)	821	251	33354	5	8/0
Debut	43	BRAD MARTIN Before I Knew Better (Epic)	805	345	31460	1	64/20
Debut	44	JESSICA ANDREWS Karma (DreamWorks)	730	278	28580	1	41/7
—	45	SAWYER BROWN Circles (Curb)	710	242	27984	2	34/7
44	46	PAT GREEN Three Days (Republic/Universal)	681	132	28290	5	9/2
45	47	ALAN JACKSON Drive (For Daddy Gene) (Arista)	648	231	30960	3	44/29
49	48	DIXIE CHICKS Travelin' Soldier (Monument)	578	133	28084	3	4/0
50	49	MINDY MCCREADY Maybe, Maybe Not (Capitol)	573	232	22506	2	24/1
48	50	MARK CHESNUTT She Was (Columbia)	461	145	18297	2	16/4

154 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 1/27/02-2/2/02. Bullets appear on songs gaining in points or remaining flat from previous week. If two songs are tied in total points, the song with the larger increase in points is placed first. Songs below No. 1 and down in points for three consecutive weeks are moved to recurrent. 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 lists the songs with the greatest week-to-week increases in total points. Breaker status is awarded to songs reported by 60% of the panel for the first time. Station Weight = AQH Persons + (Market rank X 10) divided by 4180. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
G. BROOKS & T. YEARWOOD Squeeze Me In (Capitol)	65
ALAN JACKSON Drive (For Daddy Gene) (Arista)	30
LONESTAR Not A Day Goes By (BNA)	24
BRAD MARTIN Before I Knew Better (Epic)	20
SHANNON LAWSON Goodbye On A Bad Day (MCA)	18
ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	15
TRACY LAWRENCE What A Memory (Atlantic/WB)	15
TRAVIS TRITT Modern Day Bonnie And Clyde (Columbia)	13
REBA MCENTIRE Sweet Music Man (MCA)	10
STEVE AZAR I Don't Have To Be (Till...) (Mercury)	9
TY HERNDON Heather's Wall (Epic)	9

## Most Increased Points

ARTIST TITLE LABEL(S)	POINT INCREASE
G. BROOKS & T. YEARWOOD Squeeze Me In (Capitol)	+1845
TIM MCGRAW The Cowboy In Me (Curb)	+1547
KENNY CHESNEY Young (BNA)	+1469
TOBY KEITH My List (DreamWorks)	+1339
TRAVIS TRITT Modern Day Bonnie And Clyde (Columbia)	+1172
PHIL VASSAR That's When I Love You (Arista)	+1065
CHRIS CAGLE I Breathe In, I Breathe Out (Capitol)	+1008
RASCAL FLATTS I'm Movin' On (Lyric Street)	+959
CAROLYN DAWN JOHNSON I Don't Want... (Arista)	+950
TOMMY SHANE STEINER What If She's An Angel (RCA)	+841

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
G. BROOKS & T. YEARWOOD Squeeze Me In (Capitol)	+617
KENNY CHESNEY Young (BNA)	+581
TIM MCGRAW The Cowboy In Me (Curb)	+572
TOBY KEITH My List (DreamWorks)	+496
TRAVIS TRITT Modern Day Bonnie And Clyde (Columbia)	+434
CHRIS CAGLE I Breathe In, I Breathe Out (Capitol)	+367
RASCAL FLATTS I'm Movin' On (Lyric Street)	+347
CAROLYN DAWN JOHNSON I Don't Want... (Arista)	+328
PHIL VASSAR That's When I Love You (Arista)	+315
STEVE AZAR I Don't Have To Be (Till...) (Mercury)	+289

## Breakers®

**GARTH BROOKS & TRISHA YEARWOOD**  
Squeeze Me In (Capitol)  
64 Adds • Moves 46-30

**CHELY WRIGHT**  
Jezebel (MCA)  
8 Adds • Moves 31-27

**TRICK PONY**  
Just What I Do (H2E/WB)  
6 Adds • Moves 36-32

**MARK MCGUINN**  
She Doesn't Dance (VFR)  
6 Adds • Moves 35-33

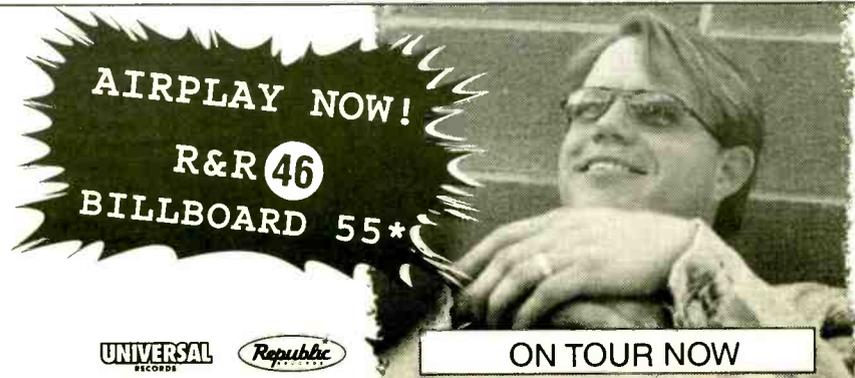
Songs ranked by total plays

# PAT GREEN

## "Three Days"

OVER 100,000 ALBUMS SOLD

See Pat Green at the CRS New Faces Showcase 3/2



**EARLY:**

- |                     |                  |                  |
|---------------------|------------------|------------------|
| KZLA/LA             | KPLX/Dallas      | KSCS/Dallas      |
| KIKK/Houston        | KBEQ/Kansas City | KAJA/San Antonio |
| KUBL/Salt Lake City | KASE/Austin      | WBEE/Rochester   |



ON TOUR NOW



February 8, 2002

**R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	STEVE HOLY Good Morning Beautiful (Curb)	1247	-42	45061	27	35/0
3	2	BROOKS & DUNN Long Goodbye (Arista)	1240	+28	45726	15	35/0
5	3	BRAD PAISLEY Wrapped Around (Arista)	1222	+16	43143	26	34/0
4	4	JO DEE MESSINA W/TIM MCGRAW Bring On The Rain (Curb)	1216	+5	44133	21	34/0
7	5	TIM MCGRAW The Cowboy In Me (Curb)	1208	+36	44931	11	35/0
2	6	GEORGE STRAIT Run (MCA)	1097	-156	40683	18	32/0
11	7	MARTINA MCBRIDE Blessed (RCA)	1052	+105	39776	14	35/0
10	8	JOE DIFFIE In Another World (Monument)	1012	+47	39015	27	33/0
12	9	DIXIE CHICKS Some Days You Gotta Dance (Monument)	978	+50	37471	17	34/0
9	10	TRACY BYRD Just Let Me Be In Love (RCA)	965	-9	36245	26	33/0
13	11	CHRIS CAGLE I Breathe In, I Breathe Out (Capitol)	938	+120	34687	20	35/0
16	12	KENNY CHESNEY Young (BNA)	840	+98	31396	6	35/0
14	13	PHIL VASSAR That's When I Love You (Arista)	840	+62	32056	16	35/0
15	14	RASCAL FLATTS I'm Movin' On (Lyric Street)	803	+29	30414	19	34/0
19	15	TOBY KEITH My List (DreamWorks)	751	+104	28377	5	34/0
21	16	TOMMY SHANE STEINER What If She's An Angel (RCA)	725	+88	28117	6	34/1
18	17	BLAKE SHELTON All Over Me (Warner Bros.)	714	+13	27434	17	33/1
20	18	CYNDI THOMSON I Always Liked That Best (Capitol)	713	+69	26413	14	33/1
22	19	LEE ANN WOMACK Does My Ring Burn Your Finger (MCA)	699	+62	26113	14	33/0
23	20	EMERSON DRIVE I Should Be Sleeping (DreamWorks)	618	+50	23787	14	34/0
24	21	TRAVIS TRITT Modern Day Bonnie And Clyde (Columbia)	538	+66	20712	6	32/0
25	22	CAROLYN DAWN JOHNSON I Don't Want You To Go (Arista)	528	+62	19056	8	31/2
27	23	CHELY WRIGHT Jezebel (MCA)	484	+31	18666	8	30/0
29	24	KEVIN DENNEY That's Just Jessie (Lyric Street)	472	+56	18878	9	30/2
30	25	TRICK PONY Just What I Do (H2E/WB)	431	+34	16879	5	28/1
31	26	TAMMY COCHRAN I Cry (Epic)	396	+59	16170	9	26/2
26	27	TRISHA YEARWOOD Inside Out (MCA)	365	-98	13925	12	23/0
34	28	STEVE AZAR I Don't Have To Be (Till...) (Mercury)	358	+93	12873	16	22/2
32	29	MARK WILLS W/JAMIE O'NEAL I'm Not Gonna Do... (Mercury)	358	+28	13763	11	22/1
33	30	GARY ALLAN The One (MCA)	346	+28	13000	4	30/4
36	31	LONESTAR Not A Day Goes By (BNA)	284	+66	11303	4	31/12
37	32	REBA MCENTIRE Sweet Music Man (MCA)	254	+37	9658	4	19/1
35	33	MARK MCGUINN She Doesn't Dance (VFR)	243	+11	9631	12	19/1
28	34	MONTGOMERY GENTRY Cold One Comin' On (Columbia)	242	-195	10457	23	12/0
43	35	GARTH BROOKS & TRISHA YEARWOOD Squeeze Me In (Capitol)	213	+149	7072	3	24/17
38	36	KELLIE COFFEY When You Lie Next To Me (BNA)	212	+15	8137	7	17/0
41	37	ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	158	+79	5836	3	16/4
40	38	TY HERNDON Heather's Wall (Epic)	134	+28	5073	7	10/1
Debut	39	ALAN JACKSON Drive (For Daddy Gene) (Arista)	132	+104	4617	1	16/11
45	40	SHANNON LAWSON Goodbye On A Bad Day (MCA)	125	+68	4479	2	14/6
39	41	BLACKHAWK Days Of America (Columbia)	95	-32	3468	14	8/0
47	42	JESSICA ANDREWS Karma (DreamWorks)	64	+18	2506	3	7/2
46	43	W. NELSON/LEE ANN WOMACK Mendocino... (Lost Highway/Mercury)	62	+7	2261	2	6/2
44	44	BELLAMY BROTHERS Desperadoes In Love (Delta Disc)	58	-3	2179	6	5/0
Debut	45	TRACY LAWRENCE What A Memory (Atlantic/WB)	54	+30	2141	1	5/2
49	46	MARK CHESNUTT She Was (Columbia)	54	+14	1832	2	7/3
Debut	47	BRIAN MCCOMAS I Could Never Love You Enough (Lyric Street)	53	+20	1575	1	5/0
Debut	48	MINDY MCCREARY Maybe, Maybe Not (Capitol)	50	+21	1658	1	6/1
48	49	ALABAMA The Woman He Loves (RCA)	44	+1	1112	3	4/0
Debut	50	SAWYER BROWN Circles (Curb)	43	+9	1960	1	4/1

35 Country Indicator reports. Songs ranked by total plays for the airplay week of Sunday 1/27-Saturday 2/2.  
© 2002, R&R Inc.**Most Added®**

ARTIST TITLE LABEL(S)	ADDS
G. BROOKS & T. YEARWOOD Squeeze Me In (Capitol)	17
LONESTAR Not A Day Goes By (BNA)	12
ALAN JACKSON Drive (For Daddy Gene) (Arista)	11
SHANNON LAWSON Goodbye On A Bad Day (MCA)	6
GARY ALLAN The One (MCA)	4
ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	4
TRACE ADKINS Help Me Understand (Capitol)	4
MARK CHESNUTT She Was (Columbia)	3
J. STAMPLEY/T. STAMPLEY If It Ain't One Thing (Crittter)	3
CAROLYN DAWN JOHNSON I Don't Want You... (Arista)	2
KEVIN DENNEY That's Just Jessie (Lyric Street)	2
TAMMY COCHRAN I Cry (Epic)	2
STEVE AZAR I Don't Have To Be... (Mercury)	2
JESSICA ANDREWS Karma (DreamWorks)	2
W. NELSON/LEE ANN WOMACK Mendocino... (Lost Highway/Mercury)	2
TRACY LAWRENCE What A Memory (Atlantic/WB)	2
EARL THOMAS CONLEY Love's The Only... (Independent)	2
CLINT BLACK Money Or Love (RCA)	2
TOMMY SHANE STEINER What If She's An Angel (RCA)	1
BLAKE SHELTON All Over Me (Warner Bros.)	1

**Most Increased Plays**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
G. BROOKS & T. YEARWOOD Squeeze Me In (Capitol)	+149
CHRIS CAGLE I Breathe In, I Breathe Out (Capitol)	+120
MARTINA MCBRIDE Blessed (RCA)	+105
TOBY KEITH My List (DreamWorks)	+104
ALAN JACKSON Drive (For Daddy Gene) (Arista)	+104
KENNY CHESNEY Young (BNA)	+98
STEVE AZAR I Don't Have To Be (Till...) (Mercury)	+93
TOMMY SHANE STEINER What If She's An Angel (RCA)	+88
ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	+79
CYNDI THOMSON I Always Liked That Best (Capitol)	+69
SHANNON LAWSON Goodbye On A Bad Day (MCA)	+68
TRAVIS TRITT Modern Day Bonnie And Clyde (Columbia)	+66
LONESTAR Not A Day Goes By (BNA)	+66
PHIL VASSAR That's When I Love You (Arista)	+62
LEE ANN WOMACK Does My Ring Burn... (MCA)	+62
CAROLYN DAWN JOHNSON I Don't Want You... (Arista)	+62
TAMMY COCHRAN I Cry (Epic)	+59
KEVIN DENNEY That's Just Jessie (Lyric Street)	+56
DIXIE CHICKS Some Days You Gotta Dance (Monument)	+50
EMERSON DRIVE I Should Be Sleeping (DreamWorks)	+50
JOE DIFFIE In Another World (Monument)	+47
LONESTAR I'm Already There (BNA)	+40
REBA MCENTIRE Sweet Music Man (MCA)	+37
TIM MCGRAW The Cowboy In Me (Curb)	+36
SARA EVANS I Could Not Ask For More (RCA)	+36
TRICK PONY Just What I Do (H2E/WB)	+34
CHELY WRIGHT Jezebel (MCA)	+31
TRACY LAWRENCE What A Memory (Atlantic/WB)	+30
RASCAL FLATTS I'm Movin' On (Lyric Street)	+29
BROOKS & DUNN Long Goodbye (Arista)	+28

www.rroonline.com www.rroonline.com www.rroonline.com www.rroonline.com www.rroonline.com

**THE LEADING B2B PORTAL FOR RADIO**

www.rroonline.com www.rroonline.com www.rroonline.com www.rroonline.com www.rroonline.com

www.rroonline.com www.rroonline.com www.rroonline.com www.rroonline.com www.rroonline.com

www.rroonline.com **www.rroonline.com** www.rroonline.com

www.rroonline.com www.rroonline.com www.rroonline.com www.rroonline.com www.rroonline.com

www.rroonline.com www.rroonline.com www.rroonline.com www.rroonline.com www.rroonline.com



# R&R Bullseye Country Callout®

**EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES February 8, 2002**

BULLSEYE® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of January 6-12

ARTIST Title (Label)	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN
ALAN JACKSON Where Were You... (Arista)	49.5%	80.0%	11.5%	97.8%	4.5%	1.8%
STEVE HOLY Good Morning Beautiful (Curb)	40.5%	74.5%	17.8%	98.5%	4.5%	1.8%
BROOKS & DUNN Long Goodbye (Arista)	25.5%	67.8%	21.3%	96.5%	7.3%	0.3%
CHRIS CAGLE I Breathe In, I Breathe Out (Capitol)	25.5%	65.5%	24.5%	96.8%	5.3%	1.5%
JO DEE MESSINA/TIM MCGRAW Bring On The Rain (Curb)	25.0%	65.3%	21.8%	96.8%	6.8%	3.0%
JOE DIFFIE In Another World (Monument)	23.8%	64.3%	26.3%	96.8%	4.5%	1.8%
MARTINA MCBRIDE Blessed (RCA)	22.5%	63.3%	26.0%	96.5%	4.5%	2.8%
TRACY BYRD Just Let Me Be In Love (RCA)	18.3%	63.3%	23.5%	94.0%	6.0%	1.3%
MONTGOMERY GENTRY Cold One Comin' On (Columbia)	23.0%	62.8%	24.0%	95.5%	7.5%	1.3%
BRAD PAISLEY Wrapped Around (Arista)	23.5%	61.3%	26.3%	94.5%	6.0%	1.0%
GEORGE STRAIT Run (MCA)	25.0%	60.8%	25.8%	94.0%	5.5%	2.0%
GARTH BROOKS Wrapped Up In You (Capitol)	28.5%	60.3%	17.8%	92.3%	11.8%	2.5%
PHIL VASSAR That's When I Love You (Arista)	24.0%	60.0%	27.5%	92.0%	3.8%	0.8%
DIXIE CHICKS Some Days You Gotta Dance (Monument)	19.8%	59.8%	28.0%	95.8%	5.8%	2.3%
BLACKHAWK Days Of America (Columbia)	18.8%	59.3%	20.0%	87.0%	6.0%	1.8%
TIM MCGRAW Cowboy In Me (Curb)	19.3%	57.5%	28.8%	92.8%	4.5%	2.0%
SARA EVANS Saints & Angels (RCA)	17.0%	57.3%	26.5%	93.3%	6.5%	3.0%
EMERSON DRIVE I Should Be Sleeping (DreamWorks)	20.3%	56.5%	24.8%	90.0%	8.3%	0.5%
STEVE AZAR I Don't Have To Be Me... (Mercury)	17.5%	56.3%	27.3%	90.0%	5.3%	1.3%
TOMMY SHANE STEINER What If She's An Angel (RCA)	20.3%	54.0%	24.0%	84.0%	5.8%	0.3%
MARK MCGUINN She Doesn't Dance (VFR)	20.3%	53.5%	24.8%	84.0%	5.3%	0.5%
MARK WILLS/JAMIE ONEAL I'm Not Gonna Do... (Mercury)	17.8%	53.0%	24.8%	84.3%	5.0%	1.5%
CAROLYN DAWN JOHNSON I Don't Want You To Go (Arista)	19.0%	52.8%	31.5%	92.8%	6.3%	2.3%
TRISHA YEARWOOD Inside Out (MCA)	15.8%	52.0%	25.5%	85.5%	7.5%	0.5%
TAMMY COCHRAN I Cry (Epic)	15.3%	52.0%	19.5%	79.8%	6.8%	1.5%
KENNY CHESNEY Young (BNA)	16.5%	51.3%	22.8%	80.8%	5.8%	1.0%
CHELY WRIGHT Jezebel (MCA)	13.0%	49.8%	28.3%	89.8%	10.0%	1.8%
RASCAL FLATTS I'm Movin' On (Lyric Street)	15.8%	48.3%	23.8%	82.8%	9.0%	1.8%
KEVIN DENNEY That's Just Jessie (Lyric Street)	13.0%	46.3%	24.5%	79.0%	6.5%	1.8%
LEE ANN WOMACK Does My Ring Burn Your Finger (MCA)	13.8%	44.3%	29.0%	90.3%	15.8%	1.3%
KELLIE COFFEY When You Lie Next To Me (BNA)	13.5%	44.0%	24.0%	76.0%	7.3%	0.8%
TOBY KEITH My List (DreamWorks)	15.0%	42.5%	26.8%	77.0%	7.5%	0.3%
BLAKE SHELTON All Over Me (Warner Bros.)	13.8%	42.3%	29.8%	85.0%	12.0%	1.0%
TRAVIS TRITT Modern Day Bonnie And Clyde (Columbia)	14.0%	42.0%	30.3%	83.3%	9.3%	1.8%
CYNDI THOMSON I Always Liked That Best (Capitol)	9.3%	41.0%	25.3%	79.0%	9.3%	3.5%



## Password of the Week: Briner

**Question of the Week:** Have you ever made a credit card purchase on the Internet? If so, what was the purchase price of your item or service? Was it...

- 1. \$10-\$50
- 2. \$51-\$100
- 3. \$101-\$200
- 4. \$201-\$400
- 5. More than \$400

### Total

Yes, made 'Net purchase: 39%  
\$10-\$50: 19%  
\$51-\$100: 24%  
\$101-\$200: 27%  
\$201-\$400: 18%  
More than \$400: 12%

### P1

Yes, made 'Net purchase: 41%  
\$10-\$50: 16%  
\$51-\$100: 27%  
\$101-\$200: 21%  
\$201-\$400: 24%  
More than \$400: 12%

### P2

Yes, made 'Net purchase: 35%  
\$10-\$50: 23%  
\$51-\$100: 19%  
\$101-\$200: 40%  
\$201-\$400: 10%  
More than \$400: 8%

### Male

Yes, made 'Net purchase: 35%  
\$10-\$50: 17%  
\$51-\$100: 26%  
\$101-\$200: 25%  
\$201-\$400: 14%  
More than \$400: 18%

### Female

Yes, made 'Net purchase: 43%  
\$10-\$50: 20%  
\$51-\$100: 23%  
\$101-\$200: 29%  
\$201-\$400: 21%  
More than \$400: 7%

### 25-34

Yes, made 'Net purchase: 40%  
\$10-\$50: 20%  
\$51-\$100: 23%  
\$101-\$200: 8%  
\$201-\$400: 30%  
More than \$400: 19%

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. © 2002 R&R Inc. © 2002 Bullseye Marketing Research Inc.

## Country Crossroads

Top country hits and artist interviews along with Grammy winner Bill Mack's comments about living.

- WEEKLY PROGRAMS
- FREE!
- FOLLOWED BY A :24 PROMO SPOT
- VOICE OUT 28:00
- COMPACT DISC

### ALSO AVAILABLE:

**Powerline**  
Adult Contemporary Music

**MasterControl**  
Magazine Style Format

**On Track**  
Contemporary Christian Music

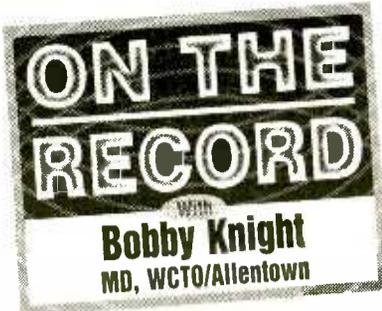
**The Baptist Hour**  
Christian Music with Teaching

**:60 Features**  
Family, Health & Fitness

## FamilyNet

6350 West Freeway  
Fort Worth, TX 76116-4511  
800-266-1837  
www.FamilyNetRadio.com  
email: info@FamilyNetRadio.com

## The New Artist Gallery



Kellie Coffey has been one of our No. 1 requests for about six weeks now. Our listeners can't get enough Coffey! There is a lot of talk about her around here, and people can't wait for her album to come out. She



came by here and did a great interview. Even better was the next day, when her father called to thank us for the interview we did with his daughter. It was the greatest!

### C O U N T R Y FLASHBACK

- ① YEAR AGO
  - No. 1: "Tell Her" — Lonestar
- ⑤ YEARS AGO
  - No. 1: "A Man This Lonely" — Brooks & Dunn
- ⑩ YEARS AGO
  - No. 1: "What She's Doing Now" — Garth Brooks
- ⑮ YEARS AGO
  - No. 1: "Mornin' Ride" — Lee Greenwood
- ⑳ YEARS AGO
  - No. 1: "Only One You" — T.G. Sheppard
- ㉕ YEARS AGO
  - No. 1: "Near You" — George Jones & Tammy Wynette

#### 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 Davis:  
10100 Santa Monica Blvd., 3rd Floor, Los Angeles, CA 90067  
e-mail: mdavis@rronline.com



#### Kevin Denney Lyric Street

Kevin Denney's Lyric Street debut single, "That's Just Jessie," climbs to No. 24 on this week's R&R Country chart. On the chart for eight weeks, the song picks up new adds this week from WGH/Norfolk; WUSY/Chattanooga, TN; WLLR/Quad Cities, IA-IL; KILT/Houston; and KWNR/Las Vegas. Denney, a native of Monticello, KY, co-wrote "That's Just Jessie," along with three other songs on his first album, set for April 23 release. • Denney's parents were members of a gospel quartet. The singer got his first guitar at the age of 3 and grew up listening to the Grand Ole Opry and playing in his cousin's bluegrass band. By the time he celebrated his 18th birthday with a trip to a George Strait concert, Denney realized that he wanted a career in country music. He says, "When I heard that band fire up and saw the reaction in that arena, that's when music became more than playing around and having fun, and I started thinking, 'Man, I really love this. This is what I want to do.'" • Denney took along his bluegrass influences as he played clubs and festivals throughout Kentucky and worked toward becoming a country singer. Referring to such bluegrass innovators as Larry Sparks and Ralph Stanley, Denney says, "The thing I noticed most was the soul behind what they did. They lived their songs and believed what they were singing." • After two years of roadwork, Denney was 20 when he moved to a Nashville apartment, doing maintenance work in the complex to help pay his rent. He sold merchandise on a Lorrie Morgan tour and worked in a western store, but his main focus was on his songwriting. He says, "I made it a point to meet other people in town here, especially those producers and writers I looked up to." One of those was Leigh Reynolds, a former bandleader for Reba McEntire who had written songs for Garth Brooks, Aaron Tippin and others. The basic guitar-and-vocal demos recorded in Reynolds' basement studio evolved into fully produced cuts, and that material prompted Lyric Street Sr. VP/A&R Doug Howard to give Reynolds a budget to cut four songs with Denney. Those recordings led to a full-fledged deal with Lyric Street. • About recording his album, Denney says, "The label was very open-minded, very understanding of who I was and what I believed in, and they pretty much let me be myself. That meant a lot to me." Acknowledging his love of the traditional country sound, he says, "I wanted to make music my heroes would be proud of — people like George Jones and Merle Haggard and Porter Wagoner." He adds, "When I listen to music, I want it to make me feel something. I want to feel good or sad. I think good music should just move you in some way. If it does that, it's done its job, and that's what I wanted to do with this album."

And we'll get you into

one of these

{Stylish}

mini tote bags

with a custom imprint

{ natural duck }  
{ \$1.95 {100 pc. minimum} }

{ 800-786-8011 }  
{ www.resultsmarketing.com }



America's Best Testing Country Song Among Persons 25-54  
For The Week Ending 2/8/02.

Artist Title (Label)	TW	LW	Familiarity	Burn	12+	Familiarity	Burn
ALAN JACKSON Where Were You (When...) (Arista)	4.56	4.57	100%	30%	4.32	100%	40%
STEVE HOLY Good Morning Beautiful (Curb)	4.34	4.24	98%	20%	4.27	99%	22%
TOBY KEITH My List (DreamWorks)	4.33	4.21	74%	4%	4.24	73%	5%
BRAD PAISLEY Wrapped Around (Arista)	4.29	4.28	98%	21%	4.10	98%	27%
BROOKS & DUNN The Long Goodbye (Arista)	4.24	4.23	96%	13%	4.19	95%	14%
AARON TIPPIN Where Stars And Stripes And Eagles Fly (Lyric Street)	4.24	4.30	100%	32%	4.00	99%	41%
JO DEE MESSINA W/TIM MCGRAW Bring On The Rain (Curb)	4.21	4.15	99%	25%	4.10	99%	27%
MARTINA MCBRIDE Blessed (RCA)	4.19	4.18	96%	14%	4.12	96%	17%
TIM MCGRAW The Cowboy In Me (Curb)	4.18	4.19	98%	16%	4.25	98%	14%
TRACY BYRD Just Let Me Be In Love (RCA)	4.17	4.15	93%	14%	4.02	93%	17%
CHRIS CAGLE I Breathe In, I Breathe Out (Capitol)	4.16	4.15	91%	13%	4.13	92%	14%
RASCAL FLATTS I'm Movin' On (Lyric Street)	4.12	4.05	91%	14%	4.12	92%	13%
TOMMY SHANE STEINER What If She's An Angel (RCA)	4.07	4.04	67%	6%	4.10	69%	6%
KENNY CHESNEY Young (BNA)	4.05	4.01	76%	8%	4.18	77%	6%
GEORGE STRAIT Run (MCA)	4.04	4.17	98%	25%	4.00	97%	28%
PHIL VASSAR That's When I Love You (Arista)	4.03	4.02	83%	8%	4.06	80%	8%
MONTGOMERY GENTRY Cold One Comin' On (Columbia)	4.02	3.84	96%	19%	3.85	95%	22%
JOE DIFFIE In Another World (Monument)	4.02	4.03	90%	14%	3.97	86%	15%
EMERSON DRIVE I Should Be Sleeping (DreamWorks)	3.98	3.88	76%	11%	4.03	77%	9%
TRISHA YEARWOOD Inside Out (MCA)	3.98	3.91	81%	11%	3.87	81%	13%
STEVE AZAR I Don't Have To Be Me Til Monday (Mercury)	3.97	3.93	75%	9%	3.95	74%	8%
SARA EVANS Saints & Angels (RCA)	3.96	3.96	94%	22%	3.98	93%	21%
DIXIE CHICKS Some Days You Gotta Dance (Monument)	3.87	3.74	97%	27%	3.80	96%	28%
GARTH BROOKS Wrapped Up In You (Capitol)	3.82	3.76	100%	34%	3.90	100%	33%
TAMMY COCHRAN I Cry (Epic)	3.79	-	72%	10%	3.83	69%	9%
CAROLYN DAWN JOHNSON I Don't Want You To Go (Arista)	3.79	3.87	71%	10%	3.93	68%	9%
LEE ANN WOMACK Does My Ring Burn Your Finger (MCA)	3.77	3.72	89%	16%	3.69	85%	18%
BLAKE SHELTON All Over Me (Warner Bros.)	3.76	3.74	89%	20%	3.77	87%	19%
KEVIN DENNEY That's Just Jessie (Lyric Street)	3.67	3.74	54%	8%	3.73	54%	7%
CYNDI THOMSON I Always Liked That Best (Capitol)	3.53	3.42	84%	22%	3.72	85%	18%

Total sample size is 831 respondents. 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 are ranked by favorability among persons 25-54. Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818/377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
ALAN JACKSON Where Were You (When...) (Arista)	4870
AARON TIPPIN Where Stars And Stripes... (Lyric Street)	3560
TOBY KEITH I Wanna Talk About Me (DreamWorks)	3378
GARTH BROOKS Wrapped Up In You (Capitol)	3281
SARA EVANS Saints & Angels (RCA)	2588
BROOKS & DUNN Only In America (Arista)	2383
TRACE ADKINS I'm Tryin' (Capitol)	2281
TRAVIS TRITT Love Of A Woman (Columbia)	2053
ALAN JACKSON Where I Come From (Arista)	1972
DAVID BALL Riding With Private Malone (Dualtone)	1829
TIM MCGRAW Angry All The Time (Curb)	1715
TRICK PONY On A Night Like This (H2E/WB)	1690
BLAKE SHELTON Austin (Warner Bros.)	1674
LONESTAR I'm Already There (BNA)	1620
JAMIE O'NEAL When I Think About Angels (Mercury)	1526
MONTGOMERY GENTRY She Couldn't Change Me (Columbia)	1422
TOBY KEITH I'm Just Talkin' About Tonight (DreamWorks)	1412
CYNDI THOMSON What I Really Meant To Say (Capitol)	1378
DIAMOND RIO One More Day (Arista)	1372
TRAVIS TRITT It's A Great Day To Be Alive (Columbia)	1353

## New & Active

TIM RUSHLOW Love, Will (Scream) Total Plays: 206, Total Stations: 26, Adds: 1
BRIAN MCCOMAS I Could Never Love... (Lyric Street) Total Plays: 139, Total Stations: 26, Adds: 8
JEFFREY STEELE I Can Give You... (Monument) Total Plays: 125, Total Stations: 26, Adds: 0
TRACY LAWRENCE What A Memory (Atlantic/WB) Total Plays: 21, Total Stations: 17, Adds: 15

Songs ranked by total points.

## Clear Channel...

Continued from Page 58

how those are going to be executed, because some of programming's inventory is involved. Programming needs someone at each station who can orchestrate and make sure that there's a filter for programming and operations that these sales projects go through."

### A Big Head Change

"Clear Channel is such a big organization now," Zier says. "This is about taking the concert, licensing and all the other things we have to offer and giving our salespeople the ability to go to an advertiser and say, 'Look what we can deliver to you.'"

"This is about amassing what we already have. If you look at it from

the outside, it seems really new and different. But the fact is, it's really all there. What's new and different is the way we think of it. The only thing that stopped us from doing this before was habit."

Another positive aspect of these meetings for Wyatt is the ability to gather all the programmers together after the joint meeting. "It takes a big head change among programmers to make this work," he says. "Programmers know that we're all in this together, in the sense that we have to deliver this combined audience."

"At the same time, we need a way to protect our on-air staff from this collective thinking, because we still need the competitive edge from them. Programmers have to give up a little of that edge. WPOC and WMZQ can

no longer be unfriendly cohorts; they now have to think of how to combine their efforts for the greater good, whether that is dollars and cents or opportunities.

"Amassing audience and marketing initiatives is key to growing the whole. The ability of one station to have tickets to give away to other stations' events is a good thing for the audience of each station. WPOC can raise the value of WMZQ's shows, and vice versa. We can move the shows to larger venues and raise the value by getting even bigger talent. Everything is enhanced all the way around, and it provides even greater value to clients."

### Opportunity For Labels

As you can see from the photo accompanying this column, Clear Chan-

nel also took advantage of a recent Country Connection gathering to offer a label a chance to showcase an artist. Wyatt believes that the regional Country Connection will offer country labels opportunities on a number of levels.

"Radio stations don't always talk to other stations," he says. "We're now coordinating our own people and making it a necessity for them to talk. It can be much more cost- and time-effective for labels to bring their artists through a region. As we begin to think as a group, there will be greater opportunities for this trading area and to maximize an artist's time spent here."

Zier says that Country was the obvious choice to be the first format to coalesce in his region because "we have so many of them, and they're so

dominant in their markets."

As you might expect, this is not a one-off for Clear Channel, either in this format or this region. "This initiative and the mind-set and vision behind it are being put into place in various stages at all CC markets," Wyatt says. "We see a great opportunity to amass clout and resources that can make us more money and get us more audience. As a company, we can do more with all those things."

## TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at 615-244-8822 or e-mail: [ihelton@rronline.com](mailto:ihelton@rronline.com)

# Country Playlists

February 8, 2002 R&R • 67

**MARKET #1**

**WYNY/New York**  
Big City  
(914) 592-1071  
Mitchell  
12+ Cumc 402,300



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
38	41	STEVE HOLY/Good Morning...	10824
35	38	TIM MCGRAW/The Cowboy In Me	10032
30	37	BROOKS & DUNN/Long Goodbye	9768
37	37	MESSINA W/MCGRAW/Bring On The Rain	9768
32	34	TRACY BYRD/Just Let Me Be In...	8976
32	32	BRAD PAISLEY/Wrapped Around	8448
28	31	MARTINA MCBRIDE/Blessed	8184
24	30	DIXIE CHICKS/Some Days You...	7920
21	28	CHRIS CAGLE/I Breathe In...	7392
25	25	KENNY CHESNEY/Young	6600
20	24	BLAKE SHELTON/All Over Me	6336
24	23	PHIL VASSAR/That's When I...	6072
23	23	EMERSON DRIVE/I Should Be Sleeping	6072
23	23	CYNDI THOMSON/I Always Liked...	6072
22	22	JOE DUFFIE/In Another World	5808
22	22	LEE ANN WOMACK/Does My Ring...	5808
22	22	GEORGE STRAIT/Run	5808
17	21	CAROLYN DAWN JOHNSON/Don't Want You...	5544
23	21	RASCAL FLATTS/I'm Movin' On	5544
20	21	TOBY KEITH/My List	5544
20	21	SARA EVANS/Saints & Angels	5544
16	20	TAMMY COCHRAN/I Cry	5280
14	19	WILLS W/O'NEAL/I'm Not Gonna...	5016
11	16	AARON TIPPIN/Where Stars And...	4224
8	15	ANDY GRIGGS/Tonight I Wanna...	3960
15	15	CHELY WRIGHT/Jezebel	3960
12	15	MARK MCGUINN/She Doesn't Dance	3960
10	15	TOMMY SHANE STEINER/What If She's An...	3960
15	15	NELSON & WOMACK/Mendocino County...	3960
21	14	GARTH BROOKS/Wrapped Up In You	3696
14	14	DAVID BALL/Riding With...	3696
9	13	STEVE AZARI/Don't Have To...	3432
15	13	REBA MCENTIRE/Sweet Music Man	3432
9	13	REBA MCENTIRE/I'm A Survivor	3432
11	12	BROOKS & DUNN/Only In America	3168
12	12	TRICK PONY/On A Night Like This	3168
8	12	TOBY KEITH/Wanna Talk...	3168
12	12	TRISHA YEARWOOD/Inside Out	3168
12	12	BROOKS & DUNN/Ain't Nothing	2904
26	11	ALAN JACKSON/Where Were You...	2904

**MARKET #2**

**KZLA/Los Angeles**  
Emmis  
(323) 882-8000  
Curtis/Campus  
12+ Cumc 729,600



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
51	47	STEVE HOLY/Good Morning...	19646
39	46	GARTH BROOKS/Wrapped Up In You	19228
33	45	TIM MCGRAW/The Cowboy In Me	18810
43	41	RASCAL FLATTS/I'm Movin' On	17138
53	40	ALAN JACKSON/Where Were You...	16720
45	38	AARON TIPPIN/Where Stars And...	15884
38	33	FAITH HILL/There Will Come A...	13794
26	28	DIXIE CHICKS/Some Days You...	11704
19	26	PHIL VASSAR/That's When I...	10868
27	26	MARTINA MCBRIDE/Blessed	10868
16	25	TOMMY SHANE STEINER/What If She's An...	10450
10	25	BROOKS & YEARWOOD/Squeeze Me In	10450
19	24	BROOKS & DUNN/Long Goodbye	10032
17	23	BRAD PAISLEY/Wrapped Around	9614
11	21	DIXIE CHICKS/Travelin' Soldier	8778
37	20	TOBY KEITH/Wanna Talk...	8360
21	20	TOBY KEITH/My List	8360
18	20	MESSINA W/MCGRAW/Bring On The Rain	8360
19	18	SARA EVANS/Saints & Angels	7524
16	17	BROOKS & DUNN/Only In America	7106
19	16	TRACY BYRD/Just Let Me Be In...	6688
14	16	DIAMOND RIO/One More Day	6688
15	16	JOE DUFFIE/In Another World	6688
20	15	SARA EVANS/Born To Fly	6270
11	15	EMERSON DRIVE/I Should Be Sleeping	6270
11	15	BLAKE SHELTON/All Over Me	6270
20	15	TRAVIS TRITT/It's A Great Day...	6270
17	15	JESSICA ANDREWS/Who I Am	6270
14	15	KENNY CHESNEY/Young	5852
17	14	LDNESTAR/In My List	5852
19	14	FAITH HILL/The Way You Love Me...	5852
6	14	HASCAL FLATTS/Prayin' For Daylight	5852
20	14	DAVID BALL/Riding With...	5852
15	14	STEVE AZARI/Don't Have To...	5852
17	14	SARA EVANS/I Could Not Ask...	5852
7	13	CAROLYN DAWN JOHNSON/Don't Want You...	5434
30	13	TRISHA YEARWOOD/Inside Out	5434
18	13	LEANN RIMES/I Need You	5434
12	12	TIM MCGRAW/Bring On The Rain	5016
15	12	PHIL VASSAR/Just Another Day...	5016

**MARKET #3**

**WUSN/Chicago**  
Infinity  
(312) 649-0099  
Case/Biondo  
12+ Cumc 594,100



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
46	46	ALAN JACKSON/Where Were You...	15722
44	45	MESSINA W/MCGRAW/Bring On The Rain	14940
45	45	GARTH BROOKS/Wrapped Up In You	14940
45	45	BRAD PAISLEY/Wrapped Around	14940
46	44	BROOKS & DUNN/Long Goodbye	14608
43	43	STEVE HOLY/Good Morning...	14276
18	40	TRICK PONY/On A Night Like This	13280
24	25	TRACY BYRD/Just Let Me Be In...	8300
25	25	TOMMY SHANE STEINER/What If She's An...	8300
22	25	TOBY KEITH/My List	8300
25	25	KENNY CHESNEY/Young	8300
42	24	GEORGE STRAIT/Run	7968
23	24	SARA EVANS/Saints & Angels	7968
22	23	DIXIE CHICKS/Some Days You...	7636
22	23	TIM MCGRAW/The Cowboy In Me	7636
24	22	MARTINA MCBRIDE/Blessed	7304
25	22	PHIL VASSAR/That's When I...	7304
24	22	RASCAL FLATTS/I'm Movin' On	7304
22	22	CHRIS CAGLE/I Breathe In...	6972
26	20	TOBY KEITH/Wanna Talk...	6640
13	18	BROOKS & DUNN/Only In America	5976
17	17	TRACE ADKINS/In My List	5644
13	16	BLAKE SHELTON/All Over Me	5312
11	15	CYNDI THOMSON/I Always Liked...	4980
16	15	EMERSON DRIVE/I Should Be Sleeping	4980
12	15	TRAVIS TRITT/Modern Day Bonnie...	4980
13	15	TRISHA YEARWOOD/Inside Out	4980
12	15	JAMIE O'NEAL/When I Think About...	4980
23	15	AARON TIPPIN/Where Stars And...	4980
13	14	LDNESTAR/In My List	4648
14	14	LEE ANN WOMACK/Does My Ring...	4648
12	13	CYNDI THOMSON/What I Really...	4316
13	13	MONTGOMERY GENTRY/She Couldn't...	4316
13	13	BLAKE SHELTON/Austin	4316
12	13	BROOKS & YEARWOOD/Squeeze Me In	3984
13	12	ALAN JACKSON/Where I Come From	3984
6	12	LDNESTAR/In My List	3984
15	12	JOE DUFFIE/In Another World	3984
7	9	KEITH URBAN/But For The Grace...	2988
6	9	AARON TIPPIN/Kiss This	2988

**MARKET #5**

**KPLX/Dallas-Ft. Worth**  
Susquehanna  
(214) 526-2400  
Williams/Rivers/Alan  
12+ Cumc 584,000



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
53	53	BRAD PAISLEY/Wrapped Around	18073
51	52	KEVIN DENNEY/That's Just Jessie	17732
46	49	BROOKS & DUNN/Long Goodbye	16709
46	49	JACKSON & STRAIT/Designated Driver	16709
44	48	TIM MCGRAW/The Cowboy In Me	16688
51	46	GEORGE STRAIT/Run	15686
43	40	KENNY CHESNEY/Young	13640
40	39	PAT GREEN/Three Days	13299
34	36	TRACY BYRD/Just Let Me Be In...	12276
36	35	CHRIS CAGLE/I Breathe In...	11935
34	34	NELSON & WOMACK/Mendocino County...	11594
26	33	TOBY KEITH/My List	11253
25	31	MARTINA MCBRIDE/Blessed	10571
33	30	CHELY WRIGHT/Jezebel	10230
11	27	DERYL DODD/Pearl Snaps	9207
19	20	G. JONES & G. BROOKS/Beer Run	8820
15	17	KEITH URBAN/Where The Backlog...	5797
18	17	TRACY LAWRENCE/Just Let Me Be In...	5797
14	17	CHARLIE ROBINSON/I Want You Bad	5797
12	17	DIAMOND RIO/One More Day	5797
15	16	EMERSON DRIVE/I Should Be Sleeping	5456
23	15	STEVE HOLY/Good Morning...	5115
13	15	BROOKS & DUNN/Ain't Nothing...	5115
16	14	BROOKS & DUNN/Only In America	4774
14	14	GREEN & MORROW/Texas On My Mind	4774
21	13	ALAN JACKSON/Where Were You...	4433
11	13	MESSINA W/MCGRAW/Bring On The Rain	4433
16	13	GARY ALLAN/Man Of Me	4433
14	12	MONTGOMERY GENTRY/She Couldn't...	4092
8	12	CLAY WALKER/If You Ever Feel...	4092
15	12	TOBY KEITH/My List	4092
12	12	RADNEY FOSTER...Texas In 1880	4092
12	12	DIXIE CHICKS/Some Days You...	3751
13	11	BLAKE SHELTON/All Over Me	3751
10	10	TIM MCGRAW/Bring On The Rain	3410
9	10	ALAN JACKSON/Where I Come From	3410
7	10	SARA EVANS/I Could Not Ask...	3410
13	9	PAT GREEN/Three Days	3069
11	9	TIM MCGRAW/Bring On The Rain	3069
6	9	GARTH BROOKS/Wrapped Up In You	3069

**MARKET #5**

**KSCS/Dallas-Ft. Worth**  
ABC  
(817) 640-1963  
James/O'Brian  
12+ Cumc 462,000



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
52	51	KENNY CHESNEY/Young	12648
53	49	BROOKS & DUNN/Long Goodbye	12152
30	47	TIM MCGRAW/The Cowboy In Me	11656
50	35	TOBY KEITH/My List	8660
29	31	DIXIE CHICKS/Some Days You...	7688
21	31	BRAD PAISLEY/Wrapped Around	7688
31	30	TRACY BYRD/Just Let Me Be In...	7440
20	29	CLAY WALKER/La Bamba	7192
25	29	TRAVIS TRITT/Modern Day Bonnie...	7192
20	23	STEVE HOLY/Good Morning...	5704
22	22	PAT GREEN/Three Days	5456
11	21	KEVIN DENNEY/That's Just Jessie	5208
22	21	THACE ADKINS/In My List	5208
17	20	ALAN JACKSON/Where Were You...	4960
20	18	GEORGE STRAIT/Run	4464
16	18	TOBY KEITH/Wanna Talk...	4464
8	17	PHIL VASSAR/That's When I...	4216
18	17	TOMMY SHANE STEINER/What If She's An...	4216
19	17	CHRIS CAGLE/I Breathe In...	4216
7	16	NELSON & WOMACK/Mendocino County...	3968
3	15	CHELY WRIGHT/Jezebel	3720
13	13	MESSINA W/MCGRAW/Bring On The Rain	3274
12	13	TRICK PONY/Pour Me	2976
9	11	CHRIS CAGLE/My Love Goes On...	2728
11	11	SOGGY BOTTOM BOY/S I Am A Man...	2728
18	11	LEE ANN WOMACK/Does My Ring...	2728
22	11	JOE DUFFIE/In Another World	2728
11	10	JAMIE O'NEAL/There Is No Arizona	2480
21	10	AARON TIPPIN/Where Stars And...	2480
7	10	LDNESTAR/Tell Her	2480
9	10	EMERSON DRIVE/I Should Be Sleeping	2480
11	10	DARRYL WORLEY/A Good Day To Run	2480
10	10	CLAY WALKER/If You Ever Feel...	2480
6	9	JOHN M. MONTGOMERY/The Little Girl	2232
9	8	KEITH URBAN/But For The Grace...	1984
7	8	DAVID BALL/Riding With...	1984
6	8	GARTH BROOKS/Wrapped Up In You	1984
5	8	LEE ANN WOMACK/Does My Ring...	1984
9	8	JESSICA ANDREWS/Who I Am	1984

**MARKET #6**

**WXTU/Philadelphia**  
Beasley  
(610) 667-9000  
McKay/Jack  
12+ Cumc 495,500



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
41	42	STEVE HOLY/Good Morning...	15120
39	40	BRAD PAISLEY/Wrapped Around	14400
38	38	BROOKS & DUNN/Long Goodbye	13680
31	38	TIM MCGRAW/The Cowboy In Me	13680
39	35	MESSINA W/MCGRAW/Bring On The Rain	12600
32	33	MARTINA MCBRIDE/Blessed	11880
36	32	DIXIE CHICKS/Some Days You...	11520
37	28	ALAN JACKSON/Where Were You...	10080
31	27	TRACY BYRD/Just Let Me Be In...	9720
22	26	RASCAL FLATTS/I'm Movin' On	9360
25	25	JOE DUFFIE/In Another World	9000
23	24	CHRIS CAGLE/I Breathe In...	8640
24	24	PHIL VASSAR/That's When I...	8640
24	24	BLAKE SHELTON/All Over Me	8640
21	22	LEE ANN WOMACK/Does My Ring...	7920
16	20	CAROLYN DAWN JOHNSON/Don't Want You...	7200
9	19	TOBY KEITH/My List	6840
13	19	KENNY CHESNEY/Young	6840
16	18	TAMMY COCHRAN/I Cry	6480
17	17	TRISHA YEARWOOD/Inside Out	6120
12	15	CYNDI THOMSON/I Always Liked...	5400
13	15	EMERSON DRIVE/I Should Be Sleeping	5400
11	14	BROOKS & DUNN/Only In America	5040
14	14	GEORGE STRAIT/Run	5040
22	14	STEVE AZARI/Don't Have To...	4320
13	12	TOMMY SHANE STEINER/What If She's An...	4320
12	12	GARTH BROOKS/Wrapped Up In You	4320
12	12	TRAVIS TRITT/Modern Day Bonnie...	4320
12	12	CHELY WRIGHT/Jezebel	4320
11	11	TRAVIS TRITT/It's A Great Day...	3960
11	11	KEITH URBAN/Where The Backlog...	3960
11	10	REBA MCENTIRE/I'm A Survivor	3600
20	10	SARA EVANS/Saints & Angels	3600
8	10	BROOKS & DUNN/Ain't Nothing...	3600
11	9	CAROLYN DAWN JOHNSON/Complicated	3240
10	9	TRICK PONY/On A Night Like This	3240
10	9	MONTGOMERY GENTRY/She Couldn't...	3240
11	8	TOBY KEITH/My List	2880
10	8	BLACK HAWK/Days Of America	2880
3	8	TY HERNDON/Heather's Wall	2880

**MARKET #7**

**WMZQ/Washington, DC**  
Clear Channel  
(301) 231-8231  
Wyatt/Anthony  
12+ Cumc 515,000



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
40	47	STEVE HOLY/Good Morning...	12878
43	44	MESSINA W/MCGRAW/Bring On The Rain	12056
43	41	GEORGE STRAIT/Run	11234
50	37	ALAN JACKSON/Where Were You...	10138
45	35	AARON TIPPIN/Where Stars And...	9580
28	34	TIM MCGRAW/The Cowboy In Me	9316
34	34	TOBY KEITH/Wanna Talk...	9316
34	30	BRAD PAISLEY/Wrapped Around	8220
39	29	TRAVIS TRITT/Love Of A Woman	7946
37	29	BROOKS & DUNN/Long Goodbye	7946
31	28	TRACY BYRD/Just Let Me Be In...	7688
28	27	RASCAL FLATTS/I'm Movin' On	7398
31	26	MARTINA MCBRIDE/Blessed	7124
27	25	KENNY CHESNEY/Young	6850
22	23	TOBY KEITH/My List	6302
21	23	BROOKS & DUNN/Only In America	6302
26	21	JOE DUFFIE/In Another World	5754
18	19	GARY ALLAN/Man Of Me	5206
11	18	TRISHA YEARWOOD/Inside Out	4932
11	17	TOMMY SHANE STEINER/What If She's An...	4658
16	17	LEE ANN WOMACK/Does My Ring...	4384
16	16	DIXIE CHICKS/Some Days You...	4384
21	15	TIM MCGRAW/Bring On The Rain	4110
14	14	CYNDI THOMSON/What I Really...	4110
14	14	TOBY KEITH/My List	3836
15	14	BLAKE SHELTON/Austin	3836
14	13	GARTH BROOKS/Wrapped Up In You	3562
6</			



**MIKE KINOSHIAN**  
mkinosax@rronline.com

## There's Nothing Lite About These Numbers

### □ WLTW/New York continues to dominate the Big Apple

**V**ery few continuous-measurement-market AC stations can make the lofty claim that they've dominated their primary target demo, women 25-54, for more than five straight years. It's even more significant when a station making that claim is in the nation's largest market.

But that's precisely the case again this fall, because, for the 21st consecutive week, Clear Channel AC WLTW (Lite FM) presides as the Big Apple's market leader in that extremely attractive demo. Lite FM is also New York's highest-billing station. New York-Business.com reports that WLTW billed \$56 million in 2001, besting 2000's leader (Sports WFAN) by approximately \$5 million.

I recently discussed ratings, revenue and the economy with Market Manager/WLTW GM **Andy Rosen**, Sales Manager **Steve Chessare** and OMPD **Jim Ryan**.

**R&R:** *You've amassed an incredible string of No. 1 demo wins in the country's largest market. Does the fact that WLTW is AC give you more or less ammunition in the sales arena?*

**AR:** Being AC is a great advantage for us, because the format attracts very strong quantitative, as well as qualitative, audiences. Time spent listening levels are also traditionally much higher at AC than at other formats.

In terms of reaching a large target audience and being able to reach them with effective frequency, AC is very appealing to advertisers. As we saw in the late 1980s and the early 1990s, when advertising budgets are reduced due to a recession or a slow economy, advertisers are even more aware of looking for top-ranked stations. They want to know which stations can best activate listeners on behalf of clients' needs and exactly who their supercore consumer is, vs. a radio station's supercore listener.

**SC:** It gives us much more ammunition. We made a point of letting our advertisers know that, in this environment, they can't afford to waste their money on secondary stations or stations that will only marginally deliver.

Lite FM has been so strong and consistent, and we're known as being a quality station. Now isn't the time to abandon that strategy.

**R&R:** *For whatever reason, some people still believe that AC and "background format" are synonymous. Is there a similar misconception that AC sales staffs are not aggressive?*

**AR:** That was definitely the case in the late 1980s, when Arbitron changed the way it measured in-office listening.

Because of AC's ratings dominance, competitors negatively sold in such a way as to position AC as a background format. There are always perceptions of any dominant station that it gets its revenue by having AEs sit by a fax machine, waiting for the orders to come in. People still think Lite FM's big billing comes strictly from the ratings.

It's amazing that the share growth over the last two years has been so strong and the conversion ratios have grown so tremendously. But we look at the depth of talent that Steve has in

*tween WLTW and WFAN is a good point. In addition to WFAN, what other New York stations give you fits?*

**AR:** We can't control what anyone else does in the market, but we can control what we do on behalf of our customers. We're a customer-focused organization, so I never look at the competition.

**R&R:** *Last year was certainly like no other we've ever experienced. Even before Sept. 11, though, there were economic problems. From a business standpoint, how do you assess 2001?*

**SC:** It was a challenge from Day One. We started seeing a retreat and falloff of the dot-com business in the fourth quarter of 2000. That had a big impact in the first half of 2001, and things pretty much continued to hang at 15% below 2000. It was just unbelievable after the Sept. 11 attacks.

**AR:** Dot-com businesses accounted for 15% of our 2000 revenues. But when we went into 2001, they became "dot-gone." It presented a challenge, but great companies evolve their business during tough times. Our team really focused on what they could control, and we've seen the results they produced. It was a great learning year, and all of us have grown because of it.

**R&R:** *What business sectors or categories, if any, stepped up to take the place of the dot-gones?*

**SC:** The big three at this radio station are automotive, retail and telecommunications. Automotive really spent big this past year. That's good and bad, because it puts some interesting demands on our inventory, particularly end-of-week. It was challenging to convince them to not buy just Thursday-Sunday. If they buy Monday-Sunday or Tuesday-Sunday, it doesn't put us as much behind the eight ball at the end of the week.

**R&R:** *Any reason automotive was so big?*

**SC:** Domestic automakers were really challenged by foreign companies. Mitsubishi and Hyundai came in big-time. Detroit couldn't sit back and let them take their business.

**R&R:** *So it wasn't because of conditions post-Sept. 11 that we saw automakers promoting 0% financing?*

**SC:** That's correct. General Motors was the only company that stepped up advertising after Sept. 11. Everybody

**"We became New York's No. 1-billing station by running very little clutter. We never run more than one major promotion at a time."**

Jim Ryan

his sales team and what he does to better train and develop his people. One of our goals was to convert No. 1 ratings into No. 1 revenue. We don't want to rest on our laurels and celebrate the past.

**R&R:** *What's the correlation between WLTW's exemplary ratings and its billing?*

**JR:** Our four-book average among adults 25-54 is pretty close to a seven share [6.95]. The No. 2 station's average for the past four books is just over a five share, so we have an almost two-share lead in that demo.

**SC:** In Miller Kaplan's 2001 year-to-date final we beat the No. 2 station [Infinity Sports WFAN-AM] by \$4.9 million.

**JR:** But I should also add that WFAN runs about twice as many spots every hour as WLTW does.

**AR:** WLTW did about 20% better with conversion ratios in 2001 than it did in 2000.

**R&R:** *The inventory disparity be-*

**"Domestic automakers were really challenged by foreign companies. Mitsubishi and Hyundai came in big-time. Detroit couldn't sit back and let them take their business."**

Steve Chessare

else kept their plans where they were. Automotive was one of the few categories that didn't retreat. When we went back to playing commercials, they were right there with us.

**R&R:** *Is there a new category on the horizon as a radio advertiser — the 2002 answer to dot-coms?*

**AR:** We don't see one that's emerging. We are, however, seeing traditional categories coming back. Telecommunications has been very strong — AT&T and Verizon in particular.

**SC:** We're seeing strength in the financials as well. Most of our good advertisers are hanging in there.

**R&R:** *What kind of interaction do you have with the sales department, Jim, in a typical week?*

**JR:** The door is always open if a client has a special need; communication is key. I was in today's sales meeting, and one of the topics was where we've come from ratingswise and where we're going. We became New York's No. 1-billing station by running very little clutter. We never run more than one major promotion at a time. If we're doing the opening of a Broadway show as a 10-day promotion, there are no other promotions on the air during that period. There's quite a bit of calendar juggling.

**"In terms of reaching a large target audience and being able to reach them with effective frequency, AC is very appealing to advertisers."**

Andy Rosen

**R&R:** *The words "very little clutter" stand out to me, especially these days, with such a huge focus on billing, how do you resist the temptation to expand your spotload?*

**AR:** It's actually very easy. We're a customer-oriented organization. Those customers are made up of three constituents: our listeners, our advertisers and our employees.

Steve totally understands this station's mission and what Jim's trying to accomplish. It gives Steve a greater understanding of how to activate the listeners on an advertiser's behalf. When he listens to an advertiser's key marketing challenges and goals, he takes action, even though he may not do it the way that an advertiser is traditionally used to doing it. I'm extra proud of this team, because they sit down and brainstorm ideas.

**R&R:** *In today's clustered world, I assume that each station is its own unique part of a complex puzzle and has a specific purpose.*

**AR:** Absolutely. In terms of how we approach our business, it's exactly the same. You get all the right people focused on the vision and on understanding the expectations of excellence.

As we go through a paradigm shift, our structure isn't really changing the way we do business. There once was a station GM; now there's a market manager of many stations. You have a core team that is customer-focused.

**R&R:** *We've touched on the tight economy and the ramifications of Sept. 11, but what about the way our business has changed and Wall Street pressures and expectations? How does that affect what you do?*

**AR:** The pressure is always on to hit the top line and the bottom line, especially when you're owned by a public company. Because we continue to outperform the market and have done a good job of managing the business, Clear Channel corporate has been extremely supportive of us. If we weren't outpacing the market and weren't managing our business this well, I guarantee they would be all over me — as they should be.

**R&R:** *What do you look for in a salesperson, and what's the overall quality level of people who contact you for sales positions at Lite FM?*

**SC:** The old way of managing was to try to overcome people's weaknesses, but we now manage off of people's strengths. It may sound trite, but we try to find people who will fit our team.

I've gone as far away as Dallas and as deep into smaller markets as Indianapolis for salespeople. They took their lumps as outsiders when they first got here, but they've worked out well. We want people who get it and understand that it's more than just selling spots.

There were eight salespeople when I got here in 1998; we now have 15.

Continued on Page 70

# R&R AC Top 30



February 8, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	ENRIQUE IGLESIAS Hero (Interscope)	2406	-250	302630	16	109/1
2	2	ENYA Only Time (Reprise)	2061	-219	232866	51	109/0
3	3	LONESTAR I'm Already There (BNA)	1982	-160	243097	22	102/0
5	4	MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	1951	+69	226115	58	103/0
4	5	DIDO Thankyou (Arista)	1920	+30	214208	47	108/0
6	6	BACKSTREET BOYS Drowning (Jive)	1757	+109	190744	17	101/1
7	7	JIM BRICKMAN/REBECCA L. HOWARD Simple Things (Windham Hill)	1589	-57	143030	24	103/0
10	8	FAITH HILL There You'll Be (Warner Bros.)	1530	-36	160897	36	106/0
9	9	LEE ANN WOMACK I Hope You Dance (MCA/Universal)	1526	-46	196941	61	111/0
11	10	FIVE FOR FIGHTING Superman (It's Not Easy) (Aware/Columbia)	1514	+112	201013	12	95/7
8	11	O-TOWN All Or Nothing (J)	1439	-151	159972	31	98/0
12	12	LEANN RIMES Soon (Curb)	1208	+18	108321	21	98/0
14	13	UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	1182	+14	172851	39	82/1
15	14	TRAIN Drops Of Jupiter (Tell Me) (Columbia)	1166	+9	142835	29	70/0
13	15	S CLUB 7 Never Had A Dream Come True (A&M/Interscope)	953	-224	112428	33	84/1
18	16	CHER Song For The Lonely (Warner Bros.)	877	+197	130266	3	85/6
17	17	DARREN HAYES Insatiable (Columbia)	819	+136	106425	4	84/8
16	18	JEWEL Standing Still (Atlantic)	762	-3	61158	14	56/1
22	19	ELTON JOHN This Train Don't Stop There... (Rocket/Universal)	670	+289	94964	2	91/6
19	20	BRIAN MCKNIGHT Still (Motown/Universal)	523	+50	55837	3	63/1
20	21	BARRY MANILOW Turn The Radio Up (Concord)	439	+30	53490	8	65/4
21	22	DIANA KRALL The Look Of Love (Verve/VMG)	432	+44	57615	9	59/1
24	23	ALICIA KEYS Fallin' (J)	303	-5	67727	15	18/0
23	24	CELINE DION God Bless America (Epic/Columbia)	301	-55	35857	17	33/0
25	25	JOHN MELLENCAMP Peaceful World (Columbia)	294	-7	53292	18	29/1
27	26	R. KELLY The World's Greatest (Interscope/Jive)	272	+11	29651	4	36/2
28	27	DAKOTA MOON Looking For A Place To Land (Elektra/EEG)	266	+6	29710	2	37/5
26	28	CAROLE KING Love Makes The World (Rockingale/Koch)	238	-29	31083	10	38/1
29	29	DESTINY'S CHILD Emotion (Columbia)	232	-21	28494	13	24/0
Debut	30	BRITNEY SPEARS I'm Not A Girl, Not Yet... (Jive)	225	+23	18560	1	41/5

113 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 1/27/02-2/2/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## New & Active

**JO DEE MESSINA** Bring On The Rain (Curb)  
Total Plays: 175, Total Stations: 48, Adds: 17

**USHER** U Got It Bad (LaFace/Arista)  
Total Plays: 116, Total Stations: 24, Adds: 5

**EVA CASSIDY** Fields Of Gold (Blix Street)  
Total Plays: 104, Total Stations: 21, Adds: 1

**MARC ANTHONY** I Need You (Columbia)  
Total Plays: 50, Total Stations: 17, Adds: 17

**DANIEL DEBOURG** I Need An Angel (DreamWorks)  
Total Plays: 49, Total Stations: 16, Adds: 5

**LINDA EDER** Until I Don't Love You Anymore (Atlantic)  
Total Plays: 22, Total Stations: 13, Adds: 7

Songs ranked by total plays

## Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
JO DEE MESSINA Bring On The Rain (Curb)	17
MARC ANTHONY I Need You (Columbia)	17
DARREN HAYES Insatiable (Columbia)	8
CHRIS BOTTI F/SHAWN COLVIN All Would Envy (Columbia)	8
FIVE FOR FIGHTING Superman (It's...) (Aware/Columbia)	7
LINDA EDER Until I Don't Love You Anymore (Atlantic)	7
ELTON JOHN This Train Don't Stop... (Rocket/Universal)	6
CHER Song For The Lonely (Warner Bros.)	6
BRITNEY SPEARS I'm Not A Girl, Not Yet... (Jive)	5
DAKOTA MOON Looking For A Place To Land (Elektra/EEG)	5
USHER U Got It Bad (LaFace/Arista)	5
DANIEL DEBOURG I Need An Angel (DreamWorks)	5

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ELTON JOHN This Train Don't Stop... (Rocket/Universal)	+289
LONESTAR Amazed (BNA)	+271
CHER Song For The Lonely (Warner Bros.)	+197
FAITH HILL Breathe (Warner Bros.)	+163
BACKSTREET BOYS Shape Of My Heart (Jive)	+154
DARREN HAYES Insatiable (Columbia)	+136
JO DEE MESSINA Bring On The Rain (Curb)	+126
FIVE FOR FIGHTING Superman (It's...) (Aware/Columbia)	+112
LEANN RIMES I Need You (Curb)	+109
BACKSTREET BOYS Drowning (Jive)	+109

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
DIAMOND RIO One More Day (Arista)	1159
FAITH HILL Breathe (Warner Bros.)	1085
LONESTAR Amazed (BNA)	1057
SAVAGE GARDEN I Knew I Loved You (Columbia)	984
CELINE DION That's The Way It Is (Epic)	978
LEANN RIMES I Need You (Curb)	911
'N SYNC This I Promise You (Jive)	884
PHIL COLLINS You'll Be In My Heart (Hollywood)	869
FAITH HILL The Way You Love Me (Warner Bros.)	810
BBMAK Back Here (Hollywood)	805
MARC ANTHONY You Sang To Me (Columbia)	757
HUEY LEWIS & G. PALTRON Cruisin' (Hollywood)	744
ELTON JOHN I Want Love (Rocket/Universal)	730
BRIAN MCKNIGHT Back At One (Motown/Universal)	705
BACKSTREET BOYS Shape Of My Heart (Jive)	692
SANTANA F/ROB THOMAS Smooth (Arista)	686
DON HENLEY Taking You Home (Warner Bros.)	681

# THIS IS OUR TIME

(To Burn our Torch Light Before the World)

# GLADYS KNIGHT

2002 Grammy Award Nominee

## GOING FOR A/C / HOT A/C ADDS NOW!



SALT LAKE 2002  
OFFICIAL LICENSEE OF SLOC



For service call Denise Ericksen at r3media. (801)299-5532

\*From the album "Light Up the Land, an Inspirational Commemorative CD of the 2002 Olympic Winter Games." Gladys Knight appears courtesy of MCA Records.



February 8, 2002

RateTheMusic.com BY MEDIABASE™

America's Best Testing AC Songs 12+ For The Week Ending 2/8/02.

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, TD, Familiarity, Burn. Lists top songs like FAITH HILL, LONESTAR, MATCHBOX TWENTY, etc.

Total sample size is 316 respondents. 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.

There's Nothing Lite....

Continued from Page 68

Only four are left from the original eight. As recently as today I saw a middle-tier salesperson asking an upper-tier salesperson for help.

R&R: That sets a great scene. We can all recall the days when top-billing salespeople kept their secrets to themselves.

SC: That's very true. But there's a lot of interaction here, and it's the big difference in our success today. In the past you had individuals who did their business and kept their big-agency relationships.

In the last three years I've had three different No. 1 billers at this station. All three are still here, very happy and looking to be No. 1 this year.

Indicator

Most Added®

- JO DEE MESSINA W/TIM MCGRAW Bring On... (Curb)
ELTON JOHN This Train Don't... (Rocket/Universal)
STACIA Get Sexy (Raystone)
DANIEL DEBOURG I Need An Angel (DreamWorks)
DARREN HAYES Insatiable (Columbia)
BRIAN MCKNIGHT Still (Motown)
DAKOTA MOON Looking For A Place... (Elektra/EEG)
INDIA.ARIE Video (Motown)
BRITNEY SPEARS I'm Not A Girl, Not Yet... (Jive)

Reporters

Grid of radio stations and their reporters, including WYJB/Albany, NY; WEBC/Bridgeport, CT; WLDT/Dayton, OH; WKTK/Gainesville, FL; WKYE/Johnstown, PA; WLRQ/Melbourne, FL; KMGL/Oklahoma City, OK; WTVR/Richmond, VA; KISC/Spokane, WA; WASH/Washington, DC; etc.

Monitored Reporters 131 Total Reporters 113 Total Monitored 18 Total Indicator. Includes logo for 24/7 monitoring.

# AC Playlists

**MARKET #1**  
**WLTW/New York**  
Clear Channel  
(212) 603-4600  
Ryan  
12+ Cumulative 2,976,400

**106.7 Litefm**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
24	25	UNCLE KRACKER/Follow Me	48825
24	24	FIVE FOR FIGHTING/Superman (It's...)	46872
24	23	CHER/Song For The Lonely	44919
25	23	ENRIQUE IGLESIAS/Hero	44919
24	22	LONESTAR/Im Already There	42965
5	21	MARC ANTHONY/Need You	41013
12	16	LEANN RIMES/Can't Fight	31248
15	15	ELTON JOHN/This Train Don't	29295
12	14	CHRIS ISAK/Let Me Down Easy	27342
13	13	JOHN MELLENCAMP/Peaceful World	25389
12	13	DARREN HAYES/Insatiable	25389
4	13	ALICIA KEYS/Fallin'	25389
12	12	SHAKIRA/Whenever Wherever	23436
9	11	TRAIN/Drops Of Jupiter...	21483
8	11	MARC ANTHONY/You Sang To Me	21483
10	11	ENYA/Only Time	21483
13	11	LEE ANN WOMACK/ Hope You Dance	21483
9	10	O-TOWN/All Or Nothing	19530
8	10	PHIL COLLINS/You'll Be In My...	19530
10	10	'N SYNC/This I Promise You	19530
9	10	DOON HENLEY/Taking You Home	19530
8	10	SANTANA F/ROB THOMAS/Smooth	19530
9	10	MATCHBOX TWENTY/If You're Gone	17577
9	9	MARC ANTHONY/My Baby You	17577
11	9	LIONEL RICHIE/Angel	17577
9	9	BACKSTREET BOYS/More Than That	17577
10	9	DIANA KRALL/The Look Of Love	17577
9	9	FAITH HILL/Breathe	17577
10	8	S CLUB 7/Never Had A Dream...	15624

**MARKET #2**  
**KOST/Los Angeles**  
Clear Channel  
(818) 546-1035  
Kaye/Schwartz  
12+ Cumulative 1,263,100

**KOST 103.5FM**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
24	25	MATCHBOX TWENTY/If You're Gone	15350
14	24	DIDO/Thankyou	14736
15	23	LEE ANN WOMACK/ Hope You Dance	14122
24	23	ENRIQUE IGLESIAS/Hero	14122
14	23	FAITH HILL/There You'll Be	14122
17	22	ENYA/Only Time	14122
16	22	LONESTAR/Im Already There	13908
13	14	BARRY MANILOW/Turn The Radio Up	9824
14	16	BARRY MANILOW/Turn The Radio Up	8596
6	13	'N SYNC/This I Promise You	7982
6	12	MARC ANTHONY/You Sang To Me	7368
4	11	LEANN RIMES/Need You	6754
4	11	ENRIQUE IGLESIAS/Be With You	6754
6	11	BRIAN MCKNIGHT/Back At One	6754
12	11	SAVAGE GARDEN/ I Knew I Loved You	6754
12	11	BACKSTREET BOYS/More Than That	6754
5	11	FAITH HILL/Breathe	6754
6	10	MARC ANTHONY/Need To Know	6140
5	10	PHIL COLLINS/You'll Be In My...	6140
10	10	DAVID GRAY/Babylon	6140
24	10	BACKSTREET BOYS/Drowning	6140
4	10	BACKSTREET BOYS/Want It That Way	6140
4	10	CELINE DION/That's The Way It Is	6140
4	9	BACKSTREET BOYS/Show Me...	5526
6	9	98 DEGREES/My Everything	5526
4	9	EVAN AND JARON/ The Distance	5526
4	9	SARAH MCLACHLAN/Will Remember You	4998
14	6	BRICKMAN/HOWARD/Simple Things	3684
23	6	LIONEL RICHIE/Angel	3684
14	6	FAITH HILL/There You'll Be	3070
23	4	S CLUB 7/Never Had A Dream...	2456

**MARKET #3**  
**WLIT/Chicago**  
Clear Channel  
(312) 329-9002  
Kaake  
12+ Cumulative 593,600

**93.9 WLIT**  
LITE ROCK 93.9

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
31	31	DIDO/Thankyou	9517
29	31	MATCHBOX TWENTY/If You're Gone	9517
31	29	ENYA/Only Time	8903
28	28	LEE ANN WOMACK/ Hope You Dance	8596
13	14	FAITH HILL/Breathe	4298
20	14	ENRIQUE IGLESIAS/Hero	4298
8	13	BACKSTREET BOYS/Shape Of My Heart	3991
11	13	SAVAGE GARDEN/ I Knew I Loved You	3991
12	12	LEWIS & PALTRON/Cruisin'	3684
12	12	'N SYNC/This I Promise You	3684
11	12	FAITH HILL/There You'll Be	3684
12	11	BACKSTREET BOYS/More Than That	3377
10	10	LARA FABIAN/Will Love Again	3070
12	10	MARC ANTHONY/Need To Know	3070
10	10	SANTANA F/ROB THOMAS/Smooth	3070
11	10	BACKSTREET BOYS/Want It That Way	3070
5	10	CELINE DION/That's The Way It Is	3070
11	9	STING/Desert Rose	2763
13	9	ENRIQUE IGLESIAS/Bailamos	2763
11	9	LONESTAR/Im Already There	2763
7	9	ELTON JOHN/Want Love	2763
6	9	BACKSTREET BOYS/Drowning	2763
12	8	O-TOWN/All Or Nothing	2456
6	7	CELINE DION/God Bless America	2149
2	7	LONESTAR/Amazed	2149
10	6	S CLUB 7/Never Had A Dream...	1842
5	6	CHER/Believe	1842
3	6	BACKSTREET BOYS/Show Me...	1842
5	6	SARAH MCLACHLAN/Will Remember You	1842
4	5	PHIL COLLINS/You'll Be In My...	1535

**MARKET #3**  
**WNND/Chicago**  
Bonnieville  
(312) 297-5100  
Hamlin/Johns  
12+ Cumulative 543,300

**Windy 100FM**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
34	33	ENRIQUE IGLESIAS/Hero	8547
31	32	BACKSTREET BOYS/Drowning	8288
34	31	BRICKMAN/HOWARD/Simple Things	8029
31	30	MATCHBOX TWENTY/If You're Gone	7770
30	29	LEANN RIMES/Soon	7511
14	16	BRIAN MCKNIGHT/Back At One	4144
15	16	DARREN HAYES/Insatiable	4144
12	15	CELINE DION/That's The Way It Is	3885
13	14	ENYA/Only Time	3626
15	14	O-TOWN/All Or Nothing	3626
14	14	BBMAK/Back Here	3626
13	14	SAVAGE GARDEN/ I Knew I Loved You	3626
14	13	'N SYNC/This I Promise You	3367
13	13	LIONEL RICHIE/Angel	3367
13	13	LEANN RIMES/Need You	3367
13	13	CELINE DION/God Bless America	3367
14	13	DIAMOND RIO/One More Day	3367
6	13	ELTON JOHN/This Train Don't...	3367
12	12	BACKSTREET BOYS/Want It That Way	3108
12	12	LEE ANN WOMACK/ Hope You Dance	3108
12	12	FAITH HILL/Breathe	3108
13	11	FAITH HILL/There You'll Be	2849
12	11	FAITH HILL/There You'll Be	2849
12	11	MARC ANTHONY/Need To Know	2849
12	10	O-TOWN/All Or Nothing	2590
8	9	LONESTAR/Im Already There	2331
13	9	BACKSTREET BOYS/Show Me...	2331
10	9	BARRY MANILOW/Turn The Radio Up	2331
5	8	CHER/Song For The Lonely	2072
4	7	CHRISTINA AGUILERA/ Turn To You	1813
7	6	PHIL COLLINS/You'll Be In My...	1554

**MARKET #5**  
**KVIL/Dallas-Ft. Worth**  
Infinity  
(214) 691-1037  
Johnson  
12+ Cumulative 413,700

**103.7 KVIL**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
22	24	BRICKMAN/HOWARD/Simple Things	4872
25	23	ENYA/Only Time	4669
24	22	FIVE FOR FIGHTING/Superman (It's...)	4466
21	22	LEANN RIMES/Soon	4466
21	22	BACKSTREET BOYS/Drowning	4263
28	21	ENRIQUE IGLESIAS/Hero	4263
24	20	LONESTAR/Im Already There	4060
16	19	MATCHBOX TWENTY/If You're Gone	3857
14	19	DIDO/Thankyou	3857
17	16	DIAMOND RIO/One More Day	3248
18	16	FAITH HILL/There You'll Be	3248
16	16	DARREN HAYES/Insatiable	3248
14	15	S CLUB 7/Never Had A Dream...	3045
11	15	DIANA KRALL/The Look Of Love	3045
14	14	BBMAK/Back Here	2842
14	14	'N SYNC/This I Promise You	2842
11	13	CHER/Song For The Lonely	2639
10	13	ELTON JOHN/Want Love	2639
9	13	ELTON JOHN/This Train Don't...	2639
13	12	MARC ANTHONY/Need To Know	2436
12	12	LEWIS & PALTRON/Cruisin'	2436
17	11	O-TOWN/All Or Nothing	2233
11	11	NELLY FURTADO/Im Like A Bird	2233
10	11	MARC ANTHONY/My Baby You	2233
11	11	DOON HENLEY/Taking You Home	2233
11	11	UNCLE KRACKER/Follow Me	2233
6	10	ALICIA KEYS/Fallin'	2030
10	10	LEANN RIMES/Can't Fight...	2030
7	10	BARRY MANILOW/Turn The Radio Up	2030
12	10	LIONEL RICHIE/Angel	2030

**MARKET #6**  
**WBEB/Philadelphia**  
WEAZ Radio Inc  
(610) 538-1223  
Comley  
12+ Cumulative 752,000

**B\*101.1**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
28	28	LEE ANN WOMACK/ Hope You Dance	13748
31	28	FIVE FOR FIGHTING/Superman (It's...)	13748
28	28	ENRIQUE IGLESIAS/Hero	13748
29	25	ALICIA KEYS/Fallin'	12275
24	23	TRAIN/Drops Of Jupiter...	11293
23	22	BACKSTREET BOYS/Drowning	10802
10	16	UNCLE KRACKER/Follow Me	7856
15	14	DARREN HAYES/Insatiable	7856
7	14	USHER/U Got It Bad	6874
10	13	THE CORRS/Breatless	6383
12	13	BRIAN MCKNIGHT/Still	6383
13	13	DIDO/Thankyou	6383
11	13	LONESTAR/Amazed	6383
14	12	SARAH MCLACHLAN/Will Remember You	6383
6	12	CHER/Song For The Lonely	5892
12	12	SAVAGE GARDEN/ I Knew I Loved You	5892
13	12	PHIL COLLINS/You'll Be In My...	5892
9	12	MARC ANTHONY/You Sang To Me	5892
7	12	R. KELLY/The World's Greatest	5892
10	12	MATCHBOX TWENTY/If You're Gone	5892
12	11	FAITH HILL/There You'll Be	5401
7	11	LEANN RIMES/Need You	5401
11	10	S CLUB 7/Never Had A Dream...	4910
11	10	SANTANA F/ROB THOMAS/Smooth	4910
9	10	BRIAN MCKNIGHT/Back At One	4910
12	10	FAITH HILL/Breathe	4910
7	10	O-TOWN/All Or Nothing	4910
12	10	MACY GRAY/ Try	4910
3	10	SUGAR RAY/When It's Over	4910
11	10	CELINE DION/That's The Way It Is	4910

**MARKET #7**  
**WASH/Washington, DC**  
Clear Channel  
(301) 984-9710  
Allan  
12+ Cumulative 452,100

**Soft Rock 97.1 WASH-FM**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
25	25	LONESTAR/Im Already There	5200
22	24	O-TOWN/All Or Nothing	4992
23	23	LEE ANN WOMACK/ Hope You Dance	4784
22	23	TRAIN/Drops Of Jupiter...	4784
26	23	ENRIQUE IGLESIAS/Hero	4784
23	22	UNCLE KRACKER/Follow Me	4576
22	22	BACKSTREET BOYS/Drowning	4576
23	19	ENYA/Only Time	3952
14	16	MATCHBOX TWENTY/If You're Gone	3328
10	16	DESTINY'S CHILD/Emotion	3328
12	15	DIDO/Thankyou	3120
16	15	FIVE FOR FIGHTING/Superman (It's...)	3120
14	14	FAITH HILL/There You'll Be	2912
16	13	BRICKMAN/HOWARD/Simple Things	2704
13	13	MESSINA W/MCGRAW/Bring On The Rain	2704
13	12	CHER/Song For The Lonely	2496
12	12	LEWIS & PALTRON/Cruisin'	2496
8	11	LEANN RIMES/Need You	2288
13	10	ENRIQUE IGLESIAS/Bailamos	2080
11	10	BRIAN MCKNIGHT/Still	2080
10	9	SAVAGE GARDEN/ I Knew I Loved You	1872
8	9	MACY GRAY/ Try	1872
11	9	EDWIN MCCAIN/ I Could Not Ask...	1872
7	9	THE CORRS/Breatless	1872
7	8	CHER/Believe	1664
6	8	BACKSTREET BOYS/Shape Of My Heart	1664
9	8	FAITH HILL/There You'll Be	1664
8	8	MARC ANTHONY/You Sang To Me	1664
8	8	LONESTAR/Amazed	1664
9	8	S CLUB 7/Never Had A Dream...	1664

**MARKET #8**  
**WMJX/Boston**  
Greater Media  
(617) 822-6324  
Kelley/O'Tyrr/Lawrence  
12+ Cumulative 604,500

**MAGIC 106.7**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
26	27	MATCHBOX TWENTY/If You're Gone	9639
26	26	ENRIQUE IGLESIAS/Hero	9282
26	25	ALICIA KEYS/Fallin'	8925
26	23	BACKSTREET BOYS/Drowning	8211
27	23	ENYA/Only Time	8211
19	19	UNCLE KRACKER/Follow Me	6783
11	15	O-TOWN/All Or Nothing	5355
12	12	LEWIS & PALTRON/Cruisin'	4284
12	12	DIDO/Thankyou	4284
10	11	MARC ANTHONY/Need To Know	3927
9	11	DESTINY'S CHILD/Emotion	3927
9	11	PHIL COLLINS/You'll Be In My...	3927
11	11	MARC ANTHONY/You Sang To Me	3927
11	11	S CLUB 7/Never Had A Dream...	3927
11	11	EDWIN MCCAIN/ I Could Not Ask...	3927
10	11	FAITH HILL/Breathe	3927
11	10	BRIAN MCKNIGHT/Back At One	3927
9	10	FAITH HILL/There You'll Be	3213
9	9	BACKSTREET BOYS/Want It That Way	3213
9	9	BRIAN MCKNIGHT/Still	3213
9	9	LEE ANN WOMACK/ Hope You Dance	3213
7	8	SANTANA F/ROB THOMAS/Smooth	2856
10	8	LEANN RIMES/Need You	2856
7	8	FAITH HILL/There You'll Be	2856
5	8	JANET/Someone To Call...	2856
9	7	STING/Desert Rose	2499
2	7	ELTON JOHN/This Train Don't...	2499
2	6	MARC ANTHONY/Need To Know	2142
7	5	MACY GRAY/ Try	1785
6	5	MARC ANTHONY/Need To Know	1785

**MARKET #11**  
**WPCH/Atlanta**  
Clear Channel  
(404) 367-0949  
Siverson/Goss  
12+ Cumulative 399,400

**peach94.9**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
27	23	ENRIQUE IGLESIAS/Hero	4761
29	23	ENYA/Only Time	4761
23	22	O-TOWN/All Or Nothing	4554
22	21	DIAMOND RIO/One More Day	4347
24	20	LEE ANN WOMACK/ Hope You Dance	4140
17	17	PHIL COLLINS/You'll Be In My...	3519
16	17	MATCHBOX TWENTY/If You're Gone	3519
10	16	LONESTAR/Amazed	3312
15	15	SAVAGE GARDEN/ I Knew I Loved You	3105
12	13	FAITH HILL/Breathe	2691
13	12	CELINE DION/That's The Way It Is	2691
12	12	MARC ANTHONY/Need To Know	2484
8	12	FAITH HILL/There You'll Be	2484
8	11	LEANN RIMES/Need You	2277
16	11	DIDO/Thankyou	2277
10	11	BRIAN MCKNIGHT/Back At One	2277
10	10	BBMAK/Back Here	2277
8	8	FAITH HILL/There You'll Be	1656
7	7	DAKOTA MOON/Looking For...	1449
4	7	BACKSTREET BOYS/Drowning	1449
2	5	SARAH MCLACHLAN/Will Remember You	1035
2	5	BRICKMAN/HOWARD/Simple Things	1035
4	5	FIVE FOR FIGHTING/Superman (It's...)	1035
2	4	CELINE DION/That's The Way It Is	828
4	4	LEANN RIMES/Soon	828
4	4	LEWIS & PALTRON/Cruisin'	828
3	3	'N SYNC/This I Promise You	621
2	3	LIONEL RICHIE/Angel	621
1	3	BACKSTREET BOYS/Shape Of My Heart	

**ON THE RECORD**

with  
**Jim Ryan**  
OM, WLTW/New York, NY



We're getting a great early reaction to Cher and "Song for the Lonely." Those types of rhythmic records always work great in New York. We've been playing it three or four times a day since December. I actually stole that one. I was over at Warner Bros., and the CD somehow ended up in my pants. It would have

been embarrassing had I been stopped and searched: "Are you happy to see me, or is that Cher in your pocket?" \* Another no-brainer is the new Marc Anthony, "I Need You" (Columbia). The phone response is already through the roof. This could be the biggest dedication record in the history of the freakin' radio station. They're just eating this thing up. It's already in power rotation, and how long has it been out? I'll tell you: The ink is still wet on the label. \* Last, but certainly not least, the new Celine Dion has also gone right on the radio. It's called "A New Day Has Come" (Epic).

**T**he Calling hold on to the top spot on the Hot AC chart again this week with "Wherever You Will Go" (RCA). The top five songs on the chart show play increases over last week ... The big airplay move goes to **Alanis Morissette's** "Hands Clean" (Maverick/Reprise), which moves 9-7\* with a solid 358-play increase from a week ago ... **Lenny Kravitz** is the lone new entry in the top 10, with "Dig In" (Virgin), which goes 11-10\* ... Two other songs post 200-plus-play increases: **Natalie Imbruglia** goes 20-18\* with "Wrong Impression" (RCA), while **Chris Isaak's** "Let Me Down Easy" (Reprise) goes 26-24\* ... **Cher** has this week's lone Hot AC chart debut, at 30\* with "Song for the Lonely" (Warner Bros.). A nearly 200-play increase moves the song 18-16\* at AC ... **Five For Fighting's** "Superman (It's Not Easy)" (Aware/Columbia) moves into the top 10 at AC this week ... **Elton John** lands Most Increased honors at AC with "This Train Don't Stop There Anymore" (Rocket/Universal), along with a nearly 300-play increase and a 22-19\* chart move ... Curb could land two chart debuts next week: **LeAnn Rimes'** "Can't Fight the Moonlight" and **Jo Dee Messina's** "Bring on the Rain" are the top two New & Active.

— Mike Kinosian, AC & Hot AC Editor



## artistactivity

ARTIST: **Diana Krall**  
LABEL: **Verve/VMG**

By **ANTHONY ACAMPORA**/DIR. OF CHARTS

**G**rammy winner **Diana Krall** is back. Following her win in 1999 for Best Jazz Vocal Performance for *When I Look in Your Eyes*, Krall returns with "The Look of Love," the first single from her album of the same name on Verve/VMG. The song is a stunning cover of the 1966 Sergio Mendes hit, and it's currently No. 22 on R&R's AC chart and up over 400 plays for the first time. Major-market stations with airplay on the song include WLTW/New York, KVIL/Dallas and WFEB/Philadelphia.

*The Look of Love* was produced by Verve Music Group President Tommy LiPuma and features the London Symphony Orchestra, conducted by Claus Ogerman. Verve Music Group Sr. VP/Promotion **Suzanne Berg** tells R&R, "2002 is shaping up to be a banner year for Diana Krall. *The Look of Love* has been certified Platinum, her national tour is virtually sold out, and, in embracing the single, AC radio has become an integral part of her burgeoning success."

Krall is a native of Nainamo, British Columbia, Canada. She began playing piano at the tender age of 4, and at 15 began performing standards at local dining establishments. She later won a scholarship to the Berklee School of Music in Boston, where she studied for two years.

But Krall's big break happened when she moved to Los Angeles, where she met her three key mentors: legendary bassist Ray Brown, Hollywood Bowl Music Director John Clayton and the late Jimmy Rowles. It was Rowles who first encouraged Krall to sing.

Krall made her debut on the GRP label with the critically acclaimed *Only Trust Your Heart*, and that album marked the beginning of her long-standing relationship with Grammy-win-



Diana Krall

ning producer LiPuma. *All for You*, a dynamic tribute to the Nat King Cole Trio, followed and earned Krall her first Grammy nomination and an ever-widening circle of fans.

But Krall's big statement came in 1999, when she won her Grammy and was nominated for Album of the Year, becoming the first jazz artist in a quarter-century nominated in that category. She began to perform on national TV shows and even at Lilith Fair.

When it was time to do the followup, Krall stayed the course, turning to albums by Julie London, Frank Sinatra and Nat King Cole for inspiration. Her dream was to have Claus Ogerman work on her new project, but that was a pie-in-the-sky idea — Ogerman had long been concentrating on his own work. But LiPuma arranged for Krall and Ogerman to have lunch together when Krall was in Munich. After meeting Krall and finding they had some common interests, Ogerman agreed to become involved with her next project. *The Look of Love* was a reunion for LiPuma and Ogerman, who worked together on George Benson's *Breezin'* album, an all-time classic.

Krall comments about her latest album, "I was so creatively pumped. We recorded so many tunes. I wish we could have released a double record. The album is my dream come true."

**R&R**

RADIO & RECORDS, INC.

## R&R's Year-End Chart Pack

NOW AVAILABLE!

Includes year-end charts for all R&R formats from 1974 through 2001! Call (310) 788-1637, or email "jbennett@rronline.com"

Only

\$50

The Years In Review

# R&R Hot AC Top 30

Powered By



February 8, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	<b>1</b> CALLING Wherever You Will Go (RCA)	3842	+78	413028	20	89/0
	2	<b>2</b> NICKELBACK How You Remind Me (Roadrunner/IDJMG)	3594	+11	376850	14	80/0
	3	<b>3</b> JEWEL Standing Still (Atlantic)	3044	+46	329298	16	87/0
	5	<b>4</b> CREED My Sacrifice (Wind-up)	2964	+120	282486	13	78/1
	4	<b>5</b> FIVE FOR FIGHTING Superman (It's Not Easy) (Aware/Columbia)	2900	+26	306741	34	86/0
	6	<b>6</b> TRAIN Drops Of Jupiter (Tell Me) (Columbia)	2363	-65	246655	48	87/0
	9	<b>7</b> ALANIS MORISSETTE Hands Clean (Maverick/Reprise)	2323	+358	249802	4	86/2
	8	<b>8</b> LIFEHOUSE Hanging By A Moment (DreamWorks)	2024	-48	235952	49	87/0
	10	<b>9</b> DAVE MATTHEWS BAND Everyday (RCA)	1984	+81	216869	11	69/0
	11	<b>10</b> LENNY KRAVITZ Dig In (Virgin)	1937	+42	195023	16	73/1
	7	<b>11</b> ENYA Only Time (Reprise)	1859	-218	156501	25	72/0
	13	<b>12</b> ENRIQUE IGLESIAS Hero (Interscope)	1727	-121	135904	15	54/0
	14	<b>13</b> U2 Stuck In A Moment... (Interscope)	1714	-90	194336	23	64/0
	12	<b>14</b> STAIN'D It's Been Awhile (Flip/Elektra/EEG)	1692	-159	178705	30	66/0
	15	<b>15</b> JOHN MELLENCAMP Peaceful World (Columbia)	1634	-103	188824	18	58/0
	16	<b>16</b> NO DOUBT Hey Baby (Interscope)	1450	+91	164357	5	52/1
	18	<b>17</b> LIFEHOUSE Breathing (DreamWorks)	1431	+77	110594	8	57/1
	20	<b>18</b> NATALIE IMBRUGLIA Wrong Impression (RCA)	1416	+229	153363	3	72/5
	21	<b>19</b> MICHELLE BRANCH All You Wanted (Maverick/WB)	1310	+164	120078	4	69/4
	17	<b>20</b> RYAN ADAMS New York, New York (Lost Highway/IDJMG)	1270	-86	128936	7	68/0
	19	<b>21</b> ALICIA KEYS Fallin' (J)	1164	-41	120371	17	47/0
	23	<b>22</b> LEANN RIMES Can't Fight The Moonlight (Curb)	1084	+50	97688	7	52/0
	24	<b>23</b> PINK Get The Party Started (Arista)	960	+83	129982	5	25/2
	26	<b>24</b> CHRIS ISAAK Let Me Down Easy (Reprise)	928	+225	84149	2	67/7
	22	<b>25</b> TRAVIS Side (Epic)	811	-226	92013	8	46/0
	30	<b>26</b> PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	748	+159	56792	2	39/15
	27	<b>27</b> DAKOTA MOON Looking For A Place To Land (Elektra/EEG)	675	+51	65463	4	36/1
	25	<b>28</b> COLDPLAY Trouble (Nettwerk/Capitol)	633	-108	78357	18	36/0
	28	<b>29</b> TRANSMATIC Come (Immortal/Virgin)	625	+11	38750	5	37/0
<b>Debut</b>	<b>30</b>	<b>30</b> CHER Song For The Lonely (Warner Bros.)	548	+65	65765	1	33/2

92 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 1/27/02-2/2/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
JOHN MAYER No Such Thing (Aware/Columbia)	18
SMASH MOUTH Holiday In... (Hollywood/Interscope)	17
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	15
CHRIS ISAAK Let Me Down Easy (Reprise)	7
PETE YORN Strange Condition (Columbia)	6
REMY ZERO Save Me (Elektra/EEG)	6
NATALIE IMBRUGLIA Wrong Impression (RCA)	5
ELTON JOHN This Train Don't Stop... (Rocket/Universal)	5
SENSE FIELD Save Yourself (Nettwerk)	5
TRICKSIDE Avalon (Wind-up)	5

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ALANIS MORISSETTE Hands Clean (Maverick/Reprise)	+358
NATALIE IMBRUGLIA Wrong Impression (RCA)	+229
CHRIS ISAAK Let Me Down Easy (Reprise)	+225
MICHELLE BRANCH All You Wanted (Maverick/WB)	+164
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	+159
NELLY FURTADO ...On The Radio (Remember...) (DreamWorks)	+137
PETE YORN Strange Condition (Columbia)	+132
CREED My Sacrifice (Wind-up)	+120
EDDIE VEDDER You've Got To Hide Your... (V2)	+111
DEFAULT Wasting My Time (TVT)	+111

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
3 DOORS DOWN Be Like That (Republic/Universal)	1695
DAVE MATTHEWS BAND The Space Between (RCA)	1332
SUGAR RAY When It's Over (Lava/Atlantic)	1322
INCUBUS Drive (Immortal/Epic)	1303
UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	1209
MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	1148
DIDO Thankyou (Arista)	1114
SMASH MOUTH I'm A Believer (Interscope)	876
LENNY KRAVITZ Again (Virgin)	849
NELLY FURTADO Turn Off The Light (DreamWorks)	836
U2 Beautiful Day (Interscope)	835
NELLY FURTADO I'm Like A Bird (DreamWorks)	795
SANTANA F/ROB THOMAS Smooth (Arista)	789
MICHELLE BRANCH Everywhere (Maverick/WB)	785
MOBY F/GWEN STEFANI Southside (V2)	772
VERTICAL HORIZON Everything You Want (RCA)	744
EVE 6 Here's To The Night (RCA)	711
CREED With Arms Wide Open (Wind-up)	692
MATCHBOX TWENTY Bent (Lava/Atlantic)	610

## New & Active

**LINKIN PARK** In The End (Warner Bros.)  
Total Plays: 539, Total Stations: 15, Adds: 3

**DARREN HAYES** Insatiable (Columbia)  
Total Plays: 456, Total Stations: 32, Adds: 3

**SHAKIRA** Whenever Wherever (Epic)  
Total Plays: 378, Total Stations: 17, Adds: 2

**EDDIE VEDDER** You've Got To Hide Your... (V2)  
Total Plays: 375, Total Stations: 22, Adds: 4

**SENSE FIELD** Save Yourself (Nettwerk)  
Total Plays: 340, Total Stations: 26, Adds: 5

**MICK JAGGER** Visions Of Paradise (Virgin)  
Total Plays: 315, Total Stations: 25, Adds: 3

**LOUISE GOFFIN** Sometimes A Circle (DreamWorks)  
Total Plays: 314, Total Stations: 30, Adds: 3

**SUGAR RAY** Ours (Lava/Atlantic)  
Total Plays: 312, Total Stations: 20, Adds: 1

**PETE YORN** Strange Condition (Columbia)  
Total Plays: 272, Total Stations: 24, Adds: 6

**JOHN MAYER** No Such Thing (Aware/Columbia)  
Total Plays: 247, Total Stations: 27, Adds: 18

Songs ranked by total plays

# TRICKSIDE AVALON



## MOST ADDED

including:

WMWX/Philadelphia  
KPEK/Albuquerque  
KMHX/Santa Rosa

KAMX/Austin  
KLLY/Bakersfield  
WRFY/Reading

KMXN/Anaheim  
WCDA/Lexington





America's Best Testing Hot AC Songs 12+  
For The Week Ending 2/8/02.

Artist (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
<b>CALLING</b> Wherever You Will Go (RCA)	4.29	4.28	91%	19%	4.28	93%	24%
<b>LIFEHOUSE</b> Breathing (DreamWorks)	4.26	4.20	75%	8%	4.39	78%	8%
<b>LINKIN PARK</b> In The End (Warner Bros.)	4.25	4.28	87%	19%	4.28	88%	19%
<b>NICKELBACK</b> How You Remind Me (Roadrunner/IDJMG)	4.19	4.21	98%	35%	4.34	97%	35%
<b>PUDDLE OF MUDD</b> Blurry (Flawless/Geffen/Interscope)	4.14	-	63%	8%	4.11	65%	8%
<b>LIFEHOUSE</b> Hanging By A Moment (DreamWorks)	4.13	4.11	98%	48%	4.18	98%	51%
<b>INCUBUS</b> I Wish You Were Here (Immortal/Epic)	4.06	4.09	79%	16%	4.10	82%	17%
<b>3 DOORS DOWN</b> Be Like That (Republic/Universal)	4.04	4.01	94%	32%	4.09	97%	34%
<b>CREED</b> My Sacrifice (Wind-up)	3.99	3.92	98%	31%	3.99	98%	35%
<b>TRAVIS</b> Side (Independiente/Epic)	3.97	3.88	51%	6%	3.97	54%	7%
<b>FIVE FOR FIGHTING</b> Superman (It's Not Easy) (Aware/Columbia)	3.93	3.95	94%	40%	3.89	93%	45%
<b>COLDPLAY</b> Trouble (Nettwerk/Capitol)	3.92	3.82	77%	19%	4.00	81%	20%
<b>TRAIN</b> Drops Of Jupiter (Tell Me) (Columbia)	3.90	3.93	98%	51%	3.89	99%	53%
<b>DAVE MATTHEWS BAND</b> Everyday (RCA)	3.89	3.83	87%	21%	3.89	89%	22%
<b>JEWEL</b> Standing Still (Atlantic)	3.87	3.83	90%	22%	3.88	91%	24%
<b>MICHELLE BRANCH</b> All You Wanted (Maverick/WB)	3.83	3.76	59%	9%	3.75	63%	11%
<b>STAINED</b> It's Been Awhile (Flip/Elektra/EEG)	3.72	3.79	99%	54%	3.81	99%	54%
<b>U2</b> Stuck In A Moment You Can't Get Out Of (Interscope)	3.69	3.70	92%	36%	3.70	92%	38%
<b>LEANN RIMES</b> Can't Fight The Moonlight (Curb)	3.60	3.63	77%	25%	3.76	82%	25%
<b>EAGLE-EYE CHERRY</b> Feels So Right (MCA)	3.59	3.49	53%	10%	3.59	53%	10%
<b>ALANIS MORISSETTE</b> Hands Clean (Maverick/Reprise)	3.58	3.67	58%	9%	3.65	65%	10%
<b>NO DOUBT</b> Hey Baby (Interscope)	3.58	3.59	93%	32%	3.76	94%	28%
<b>JOHN MELLENCAMP</b> Peaceful World (Columbia)	3.57	3.50	69%	22%	3.54	73%	23%
<b>NATALIE IMBRUGLIA</b> Wrong Impression (RCA)	3.55	-	42%	6%	3.61	43%	5%
<b>DAKOTA MOON</b> Looking For A Place To Land (Elektra/EEG)	3.54	-	39%	7%	3.57	36%	7%
<b>RYAN ADAMS</b> New York, New York (Lost Highway/IDJMG)	3.48	3.53	60%	17%	3.51	63%	17%
<b>ALICIA KEYS</b> Fallin' (J)	3.40	3.41	93%	52%	3.53	95%	54%
<b>LENNY KRAVITZ</b> Dig In (Virgin)	3.37	3.28	92%	42%	3.39	92%	44%
<b>ENYA</b> Only Time (Reprise)	3.32	3.28	89%	47%	3.48	90%	46%
<b>ENRIQUE IGLESIAS</b> Hero (Interscope)	3.15	3.27	94%	54%	3.24	94%	54%

Total sample size is 820 respondents. 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. Sample composition is based on persons 12+. TD = Target Demo (Females 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 4818/377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

## Indicator

### Most Added®

- PUDDLE OF MUDD**  
Blurry (Flawless/Geffen/Interscope)
- ALANIS MORISSETTE**  
Hands Clean (Maverick/Reprise)
- MICHELLE BRANCH** All You Wanted (Maverick/WB)
- NATALIE IMBRUGLIA** Wrong Impression (RCA)
- NO DOUBT** Hey Baby (Interscope)
- ELTON JOHN**  
This Train Don't Stop There... (Rocket/Universal)
- SHAKIRA** Whenever Wherever (Epic)
- ULTRAPULL** Lose It (Gold Circle)
- NELLY FURTADO**  
...On The Radio (Remember...) (DreamWorks)
- DARREN HAYES** Insatiable (Columbia)
- SARAH MCLACHLAN** Blackbird (V2)
- SMASH MOUTH**  
Holiday In My Head (Hollywood/Interscope)

### 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 Davis:  
10100 Santa Monica Blvd., 3rd Floor,  
Los Angeles, CA 90067

## Reporters

<b>WKOD/Akron, OH</b> PD: Keith Kennedy MD: Lynn Kelly PUDDLE OF MUDD "Blurry"	<b>WBWX/Boston, MA</b> VP/Prog: Greg Strassel MD: Mike Mullany No Adds	<b>WCGQ/Columbus, GA</b> PD/MD: Al Haynes No Adds	<b>WINK/Ft. Myers, FL</b> PD/MD: Bob Grissinger SMASH MOUTH "Head"	<b>KMXB/Las Vegas, NV</b> PD: Duncan Peyton APD: Charese Fruge REMY ZERO "Save" SMASH MOUTH "Head" TRAIN "She's"	<b>WHTG/Monmouth-Ocean, NJ</b> PD: Darrin Smith MD: Brian Zanyor 1 CRACKER "Ours" 1 SMASH MOUTH "Head"	<b>WMWX/Philadelphia, PA</b> PD: Chris Ebbott APD/MD: Amy Navarro SUGAR RAY "Ours" TRICKSIDE "Avalon"	<b>KNEV/Reno, NV</b> PD: Carmy Ferreri MD: Bill Shakespeare No Adds	<b>KEZR/San Jose, CA</b> PD: Jim Murphy APD/MD: Michael Martinez 18 PUDDLE OF MUDD "Blurry" 1 JOHN MAYER "Such" 1 PETE YORN "Strange" EDDIE VEDDER "Hide"	<b>WWWN/Toledo, OH</b> OM: Tim Roberts MD: Steve Marshall PUDDLE OF MUDD "Blurry" SMASH MOUTH "Head"
<b>WRVE/Albany, NY</b> PD: Randy McCarton JOHN MAYER "Such" SMASH MOUTH "Head"	<b>WTSS/Buffalo, NY</b> PD: Sue O'Neil MD: Rob Lucas DIANA KRALL "Look"	<b>KDMX/Dallas-Ft. Worth, TX</b> PD: Pat McMahon MD: Lisa Thomas No Adds	<b>WMEE/Ft. Wayne, IN</b> PD: John O'Rourke MD: Boomer 2 LENNY KRAVITZ "Dig" 1 PINK "Party"	<b>WMLX/Lexington-Fayette, KY</b> PD: Jill Meyer ALANIS MORISSETTE "Clean"	<b>WJLK/Monmouth-Ocean, NJ</b> APD/MD: Chaz Henderson No Adds	<b>KMXP/Phoenix, AZ</b> PD: Ron Price MD: Trent Edwards 4 ALANIS MORISSETTE "Clean"	<b>KNVQ/Reno, NV</b> PD: Panama 4 ELTON JOHN "Train" INDIA ARIE "Video" PUDDLE OF MUDD "Blurry" PETE YORN "Strange" BEN FOLDS "Still"	<b>KMHX/Santa Rosa, CA</b> PD: Mark Thomas GORILLAZ "192000" ELTON JOHN "Train" JOHN MAYER "Such" TRICKSIDE "Avalon" M2M "Everything" ANIKKA MOA "Youthful"	<b>KZPT/Tucson, AZ</b> PD: Carey Edwards APD/MD: Leslie Lois 11 PUDDLE OF MUDD "Blurry"
<b>KPEK/Albuquerque, NM</b> OM: Bill May PD: Mike Parsons MD: Deeya APD: Jaime Barreras 31 PUDDLE OF MUDD "Blurry" 14 MICK JAGGER "Parade" 4 NATALIE IMBRUGLIA "Wrong" 4 TRICKSIDE "Avalon" JOHN MAYER "Such" PETE YORN "Strange"	<b>WZKL/Canton, OH</b> Interim PD: Taylor Morgan No Adds	<b>WDAQ/Danbury, CT</b> PD: Bill Trotta MD: Kelly Sharon No Adds	<b>KALZ/Fresno, CA</b> PD: E. Curtis Johnson MD: Dave Craig 1 SARAH MCLACHLAN "Blackbird" PUDDLE OF MUDD "Blurry"	<b>KURB/Little Rock, AR</b> PD: Randy Cain APD: Aaron Anthony JOHN MAYER "Such" SMASH MOUTH "Head"	<b>KCDU/Monterey-Salinas, CA</b> PD/MD: Mike Scott APD: Mawenick 4 SMASH MOUTH "Head" INDIA ARIE "Video" ELTON JOHN "Train" JOHN MAYER "Such" PUDDLE OF MUDD "Blurry"	<b>WZPT/Pittsburgh, PA</b> PD: Keith Clark APD/MD: Jonny Hartwell 23 PUDDLE OF MUDD "Blurry" DARREN HAYES "Insatiable"	<b>WMXB/Richmond, VA</b> PD: Tim Baldwin 1 LIFEHOUSE "Breathing" 1 PUDDLE OF MUDD "Blurry"	<b>KPLZ/Seattle-Tacoma, WA</b> PD: Alisa Hashimoto MD: Alisa Hashimoto 6 LINKIN PARK "End" 1 CHRIS ISAAK "Easy" NELLY FURTADO "Radio" JOHN MAYER "Such" PUDDLE OF MUDD "Blurry" EDDIE VEDDER "Hide"	<b>WRQX/Washington, DC</b> Dir./Ops/PD: Steve Kosbau MD: Carol Parker No Adds
<b>KMXS/Anchorage, AK</b> PD: Rony Lennox MD: Morica Thomas 28 PUDDLE OF MUDD "Blurry" 11 NO DOUBT "Baby" ULTRAPULL "Lose"	<b>WMT/Cedar Rapids, IA</b> PD/MD: Erin Bristol PUDDLE OF MUDD "Blurry" DARREN HAYES "Insatiable"	<b>WMMX/Dayton, OH</b> PD: Jeff Stevens MD: Shaun Vincent MICHELLE BRANCH "Wanted"	<b>KVSR/Fresno, CA</b> PD: Mike Yeager APD: Andy Winford 1 MICHELLE BRANCH "Wanted" NELLY FURTADO "Radio"	<b>KBIG/Los Angeles, CA</b> PD: Jhoni Kaye APD/MD: Robert Archer NATALIE IMBRUGLIA "Wrong"	<b>WKZN/New Orleans, LA</b> PD: Steve Suter SMASH MOUTH "Head"	<b>WNGX/Portland, ME</b> PD: Randi Kirshbaum APD/MD: Ethan Minton ELTON JOHN "Train" SMASH MOUTH "Head" SARAH MCLACHLAN "Blackbird"	<b>WVOR/Rochester, NY</b> PD: Dave LeFrois MD: Joe Bonacci No Adds	<b>KZZD/Sacramento, CA</b> Dir./Prog: Mark Evans PD: Alan Oda APD: Jim Matthews 1 JOHN MAYER "Such" LINKIN PARK "End" SENSE FIELD "Save"	<b>WJRW/West Palm Beach, FL</b> OM: John O'Donnell APD/MD: Jeff Clarke No Adds
<b>WKOE/Atlantic City, NJ</b> PD/MD: Brad Carson APD: Chris Allen CHER "Lately" DARREN HAYES "Insatiable"	<b>WALC/Charleston, SC</b> PD/MD: Ryan Walker APD/MD: Kozman No Adds	<b>KALC/Denver-Boulder, CO</b> OM: Mike Stern APD/MD: Kozman No Adds	<b>WVTI/Grand Rapids, MI</b> PD/MD: Jeff Andrews APD: Ken Evans SMASH MOUTH "Head"	<b>KYSR/Los Angeles, CA</b> PD: John Ivey APD/MD: Chris Patyk 2 DEFAULT "Wasting"	<b>WPLJ/New York, NY</b> VP/Prog: Tom Cuddy PD: Scott Shannon MD: Tony Mascaro ELTON JOHN "Train" JOHN MAYER "Such"	<b>KRSK/Portland, OR</b> PD: Dan Persigehl APD/MD: Jim Aghen REMY ZERO "Save"	<b>WVTV/St. Louis, MO</b> PD: Michael Rivers APD/MD: Greg Hewitt 11 JAVIER MENDOZA "Beautiful" JOHN MAYER "Such"	<b>WHYN/Springfield, MA</b> OMPD: Pat McKey 1 SENSE FIELD "Save" LEONA NAESS "Mayor"	<b>WRFM/West Palm Beach, FL</b> PD: Russ Morley MD: Dave Brewster No Adds
<b>KAMX/Austin, TX</b> PD: Jim Robinson MD: Clay Culver No Adds	<b>WLNK/Charlotte, NC</b> OM: Tom Jackson PD: Neal Sherpe APD: Barry James CHER "Lately" DARREN HAYES "Insatiable"	<b>KIMN/Denver-Boulder, CO</b> PD: Ron Harrell APD/MD: Michael Gifford JOHN MAYER "Such"	<b>WKSJ/Greensboro, NC</b> PD: Stephen Williams No Adds	<b>WMBZ/Memphis, TN</b> OM: Jeff Dean PD/MD: Kramer 29 SENSE FIELD "Save" REMY ZERO "Save"	<b>WPTF/Norfolk, VA</b> PD: Steve McKay No Adds	<b>KSTE/Portland, OR</b> PD: Michael Storm APD/MD: Larry Thompson 1 PETE YORN "Strange" LOUISE GOFFIN "Circle" JOHN MAYER "Such" NO DOUBT "Baby" SENSE FIELD "Save"	<b>KYKY/St. Louis, MO</b> PD: Smokey Rivers APD/MD: Greg Hewitt 11 JAVIER MENDOZA "Beautiful" JOHN MAYER "Such"	<b>WRTX/Tampa, FL</b> PD: Tony Florendo MD: Bobby Fitch No Adds	<b>WXLD/Worcester, MA</b> OM: Peter Falconi PD/MD: Chase Murphy GARBAGE "Breathin" SMASH MOUTH "Head"
<b>KLLY/Bakersfield, CA</b> PD: E.J. Tyler APD: Erik Fox 1 JOHN MAYER "Such" 1 REMY ZERO "Save" DEFAULT "Wasting" SMASH MOUTH "Head" TRICKSIDE "Avalon"	<b>WTMX/Chicago, IL</b> Sta. Mgr: Barry James APD: Mary Ellen Kachinski No Adds	<b>KSTZ/Des Moines, IA</b> OMPD: Jim Schaefer 14 MICHELLE BRANCH "Wanted" 13 DARREN HAYES "Insatiable" 1 SHAKIRA "Whenever"	<b>WIKZ/Hagerstown, MD</b> PD: Rick Alexander MD: Jeff Roteman NATALIE IMBRUGLIA "Wrong" MICHELLE BRANCH "Wanted"	<b>WMC/Memphis, TN</b> OMPD: Steve Kelly MD: Jill Bucco No Adds	<b>KYIS/Oklahoma City, OK</b> OM: Chris Baker PD/MD: Ray Kalusa ULTRAPULL "Lose"	<b>WSNE/Providence, RI</b> PD: Bill Hess MD: Gary Trust 1 NATALIE IMBRUGLIA "Wrong" LOUISE GOFFIN "Circle"	<b>WVTV/St. Louis, MO</b> OMPD: Mark Edwards 1 SMASH MOUTH "Head" GARBAGE "Breathin"	<b>WSSR/Tampa, FL</b> OM: Jeff Kapugi Interim PD: John Stewart No Adds	<b>WMXY/Youngstown-Warren, OH</b> OMPD: Dan Rivers MD: Mark French MICK JAGGER "Paradise"
<b>WMMX/Baltimore, MD</b> VP/Prog: Bill Pasha PD: Steve Monz MD: Ryan Sampson CHER "Lately" CHRIS ISAAK "Easy"	<b>WVMX/Cleveland, OH</b> PD: Dave Popovich MD: Jay Hudson PUDDLE OF MUDD "Blurry"	<b>WQVD/Detroit, MI</b> PD: Tom O'Brien APD/MD: Rob Hazelton MD: Ann Delisi 1 LINKIN PARK "End" PUDDLE OF MUDD "Blurry" SENSE FIELD "Save" EDDIE VEDDER "Hide"	<b>WVIC/Hartford, CT</b> PD: Steve Sathany APD/MD: Jeannine Jersey LEONA NAESS "Mayor"	<b>WMTI/Milwaukee, WI</b> OM: Rick Belcher PD: Bob Walker ELTON JOHN "Train"	<b>WOMX/Orlando, FL</b> VP/Programming: John Roberts APD: Jeff Cushman MD: Laura Francis CHRIS ISAAK "Easy" PAUL MCCARTNEY "Freedom" SHAKIRA "Whenever"	<b>WRAL/Raleigh-Durham, NC</b> OMPD: Joe Wade Formicola MD: Jim Kelly No Adds	<b>WVTV/St. Louis, MO</b> OMPD: Mark Edwards 1 SMASH MOUTH "Head" GARBAGE "Breathin"	<b>KQMB/Salt Lake City, UT</b> OM: Alan Hague PD: Mike Nelson APD/MD: J.J. Riley MICK JAGGER "Paradise" ANIKKA MOA "Youthful" SMASH MOUTH "Head"	<b>KLCA/Reno, NV</b> PD: Carlos Campos MD: Gina Hart 3 JOHN MAYER "Such" JOHN MAYER "Such"
<b>WLB/Binghamton, NY</b> OMPD: Steve Gilensky PD: Dana Potter APD: Tejay Schwartz 6 SHAKIRA "Whenever"	<b>WQAL/Cleveland, OH</b> PD: Alan Fee MD: Rebecca Wilde No Adds	<b>WKKI/Elimira, NY</b> OMPD: Bob Quick ALANIS MORISSETTE "Clean"	<b>WENS/Indianapolis, IN</b> OMPD: Greg Dunkin MD: Jim Cerone No Adds	<b>KBBY/Oxnard-Ventura, CA</b> OMPD: Mark Elliot MD: Darren McPeake No Adds	<b>WLMCE/Philadelphia, PA</b> PD: Brian Bridgman MD: Danny Wright No Adds	<b>WFY/Reading, PA</b> PD/MD: Al Burke SMASH MOUTH "Head" TRICKSIDE "Avalon" ULTRAPULL "Lose"	<b>KFMB/San Diego, CA</b> VP/GM/PD: Tracy Johnson APD: Jen Sewell SMASH MOUTH "Head"	<b>KLCC/San Francisco, CA</b> PD: John Peake MD: Julie Stoeckel 51 PINK "Party" NELLY FURTADO "Radio" JOHN MAYER "Such"	<b>Did Not Report For Two Consecutive Weeks: Data Not Used (1):</b> KRUZ/Santa Barbara, CA

### \* Monitored Reporters

102 Total Reporters

92 Total Monitored

10 Total Indicator

9 Current Indicator Playlists



# Hot AC Playlists

**MARKET #1**

**WPLJ/New York**  
ABC  
(212) 613-8900  
Cuddy/Shannon/Mascaro  
12+ Cume 2,256,300



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
46	48		CALLING/Wherever You Will Go	42624
46	47		NICKELBACK/How You Remind Me	41736
45	44		JOHN MELLENCAMP/Peaceful World	39072
44	44		CHEED/My Sacrifice	39072
46	43		TRAIN/Drops Of Jupiter	38184
44	43		LIFEHOUSE/Hanging By A Moment	38184
37	42		JEWEL/Standing Still	37296
45	41		U2/Stuck In A Moment	36408
26	30		ALANIS MORISSETTE/Hands Clean	26640
25	27		SHAKIRA/Whenever/Wherever	23976
26	26		PINK/Get The Party	23088
26	26		DAVE MATTHEWS BAND/Everyday	23088
9	26		NO DOUBT/Hey Baby	23088
24	23		DAVE MATTHEWS BAND/The Space Between	20424
22	23		MATCHBOX TWENTY/Last Beautiful...	20424
13	22		NATALIE IMBRUGLIA/Wrong Impression	19536
21	21		MICHELLE BRANCH/All You Wanted	18648
27	20		INCUBUS/Drive	17760
21	19		FIVE FOR FIGHTING/Superman (It's...)	16872
21	19		MATCHBOX TWENTY/If You're Gone	16872
19	19		CHEER/Song For The Lonely	16872
14	18		LEANN RIMES/Can't Fight...	15984
12	18		LENNY KRAVITZ/Dig In	15984
17	17		SUGAR RAY/When It's Over	15096
15	16		3 DOORS DOWN/Be Like That	14208
6	15		STAIN'D/It's Been Awhile	14208
14	14		DIDO/Thankyou	12432
17	14		MICHELLE BRANCH/Everywhere	12432
11	13		THE CORRS/Breathless	11544
9	13		ALICIA KEYS/Fallin'	11544

**MARKET #2**

**KBIG/Los Angeles**  
Clear Channel  
(818) 546-1043  
Kaye/Archer  
12+ Cume 1,140,200



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
27	30		SHAKIRA/Whenever/Wherever	14760
27	29		PINK/Get The Party	14268
27	28		JEWEL/Standing Still	13776
28	27		FIVE FOR FIGHTING/Superman (It's...)	13284
28	26		BACKSTREET BOYS/Drowning	12792
18	17		ENRIQUE IGLESIAS/Hero	8364
15	16		ALICIA KEYS/Fallin'	7872
15	16		CHEER/Song For The Lonely	7872
15	15		JENNIFER LOPEZ/In Real	7380
15	15		EVE 6/Here's To The Night	7380
16	15		LEANN RIMES/Can't Fight...	7380
12	15		SUGAR RAY/When It's Over	7380
13	13		S CLUB 7/Never Had A Dream...	6396
13	13		EVAN AND JARON/Crazy For This Girl	6396
9	11		SANTANA F/ROB THOMAS/Smooth	5412
10	10		SAVAGE GARDEN/I Knew I Loved You	4920
9	10		'N SYNC/It's Gonna Be Me	4920
10	10		MARC ANTHONY/I Need To Know	4920
10	10		DIDO/Thankyou	4920
10	10		MARC ANTHONY/You Sang To Me	4920
9	10		BRIAN MCKNIGHT/Back At One	4920
9	10		LIONEL RICHIE/Angel	4920
8	10		JANET/Someone To Call...	4920
11	9		STING/Desert Rose	4428
10	9		EVAN AND JARON/Crazy For This Girl	4428
10	9		LENNY KRAVITZ/Again	4428
10	9		SIXPENCE.../There She Goes	4428
10	9		CELINE DION/That's The Way It Is	4428
10	9		FAITH HILL/The Way You Love Me	4428
6	9		'N SYNC/This I Promise You	4428

**MARKET #2**

**KYSR/Los Angeles**  
Clear Channel  
(818) 955-7000  
Ivey/Patyk  
12+ Cume 1,265,300



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
59	79		LINKIN PARK/The End	44319
59	79		NICKELBACK/How You Remind Me	44319
81	79		CALLING/Wherever You Will Go	44319
48	76		JEWEL/Standing Still	42636
51	69		FIVE FOR FIGHTING/Superman (It's...)	38709
38	68		DAVE MATTHEWS BAND/Everyday	21318
38	67		LENNY KRAVITZ/Dig In	20757
70	37		STAIN'D/It's Been Awhile	20757
36	37		CHEED/My Sacrifice	20757
39	36		COLDPLAY/Trouble	20196
36	36		NO DOUBT/Hey Baby	20196
34	36		TRAVIS/Side	20196
31	34		PETE DINKOVIC/Strange Condition	19074
32	32		ALANIS MORISSETTE/Hands Clean	17952
26	27		RYAN ADAMS/New York, New York	15147
16	25		LIFEHOUSE/Hanging By A Moment	14025
72	24		U2/Stuck In A Moment	13464
25	24		JOHN MAYER/No Such Thing	13464
26	23		NATALIE IMBRUGLIA/Wrong Impression	12903
24	22		DAVE MATTHEWS BAND/The Space Between	12342
7	22		PUDDLE OF MUDD/Blurry	12342
23	20		LEWIS WURST/Outside	11220
23	20		EDDIE VEDDER/You've Got To...	10659
18	19		STROKES/Last Nite	10659
21	18		NO DOUBT/Don't Let Me Down	10098
9	17		COLDPLAY/Yellow	9537
14	17		CHRIS ISAAK/Let Me Down Easy	7854
9	14		GARBAGE/Breaking Up The Girl	7854
9	12		NINE DAYS/Absolutely	6732

**MARKET #3**

**WTMX/Chicago**  
Bonneville  
(312) 946-1019  
Kachinske  
12+ Cume 874,000



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
52	52		ALANIS MORISSETTE/Hands Clean	21684
40	46		U2/Stuck In A Moment	19182
40	46		BLUES TRAVELER/Back In The Day	18765
42	44		DAVE MATTHEWS BAND/Everyday	17931
35	43		CAKE/Short Skirt/Long	17931
41	42		CALLING/Wherever You Will Go	17514
39	41		JOHN MELLENCAMP/Peaceful World	17097
45	38		RYAN ADAMS/New York, New York	15846
37	37		FIVE FOR FIGHTING/Superman (It's...)	15429
40	36		TRAVIS/Side	15012
40	36		JEWEL/Standing Still	15012
45	34		BETTER THAN EZRA/Extra Ordinary	14178
22	31		NATALIE IMBRUGLIA/Wrong Impression	12927
42	29		3 DOORS DOWN/Be Like That	12093
26	26		MICHELLE BRANCH/Everywhere	10842
26	26		LENNY KRAVITZ/Dig In	10842
25	25		DAKOTA MOON/Looking For...	10425
22	24		LIFEHOUSE/Hanging By A Moment	10008
25	24		INCUBUS/Drive	10008
13	23		CHRIS ISAAK/Let Me Down Easy	9591
19	22		STAIN'D/It's Been Awhile	9174
24	21		LIFEHOUSE/Breathing	8787
19	20		MILO JAGGER/Visions Of Paradise	8340
25	19		MELISSA ETHERIDGE/Lover Please	7923
20	19		TRAIN/Drops Of Jupiter	7923
23	18		NICKELBACK/How You Remind Me	7506
17	14		BEN FOLDS/Still Fighting It	7089
21	17		SUGAR RAY/When It's Over	7089
15	15		TRAIN/She's On Fire	6255

**MARKET #4**

**KLLC/San Francisco**  
Infinity  
(415) 765-4000  
Peake/Stoelck  
12+ Cume 616,700



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
55	56		NICKELBACK/How You Remind Me	11592
56	56		CALLING/Wherever You Will Go	11592
56	54		ALICIA KEYS/Fallin'	11178
26	51		PINK/Get The Party	10557
55	45		DAVE MATTHEWS BAND/Everyday	9315
42	42		U2/Stuck In A Moment	8684
35	38		COLDPLAY/Trouble	7866
39	38		JEWEL/Standing Still	7866
40	38		ALANIS MORISSETTE/Hands Clean	7866
34	38		NELLY FURTADO/Turn Off The Light	7866
37	36		NO DOUBT/Hey Baby	7452
36	36		STAIN'D/It's Been Awhile	7452
38	35		FIVE FOR FIGHTING/Superman (It's...)	7245
36	35		CHEER/Song For The Lonely	7245
34	31		NATALIE IMBRUGLIA/Wrong Impression	6417
31	29		CHEER/Song For The Lonely	6003
26	26		LENNY KRAVITZ/Dig In	5382
15	24		THOMAS NEWMAN/Six Feet Under	4968
28	23		TRAVIS/Side	4761
21	23		MICHELLE BRANCH/All You Wanted	4761
24	21		TRAIN/Drops Of Jupiter...	4347
15	19		LINKIN PARK/In The End	3933
14	17		MELISSA ETHERIDGE/Lover Please	3519
17	17		LIFEHOUSE/Hanging By A Moment	3519
12	16		MACY GRAY/Try	3312
25	16		RYAN ADAMS/New York, New York	3312
21	16		CHRIS ISAAK/Let Me Down Easy	3312
7	14		DAVE MATTHEWS BAND/The Space Between	2898
14	14		ENYA/Only Time	2898
8	12		DIDO/Thankyou	2484

**MARKET #5**

**KDMX/Dallas-Ft. Worth**  
Clear Channel  
(972) 991-1029  
McMahon/Thomas  
12+ Cume 435,500



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
36	39		NICKELBACK/How You Remind Me	7722
37	37		STAIN'D/It's Been Awhile	7376
37	37		CALLING/Wherever You Will Go	7326
38	32		ENYA/Only Time	6336
24	27		SUGAR RAY/When It's Over	5346
26	26		TRAIN/Drops Of Jupiter	5148
27	26		SMASH MOUTH/If I'm A Believer	5148
25	26		INCUBUS/Drive	5148
28	26		UNCLE KRACKER/Follow Me	5148
28	25		LIFEHOUSE/Hanging By A Moment	4950
18	18		LEANN RIMES/Can't Fight...	3564
23	18		CHEED/My Sacrifice	3564
7	17		ALANIS MORISSETTE/Hands Clean	3366
17	17		ENRIQUE IGLESIAS/Hero	3366
5	16		3 DOORS DOWN/Be Like That	3168
19	15		NATALIE IMBRUGLIA/Wrong Impression	2970
18	14		RYAN ADAMS/New York, New York	2772
2	9		EVAN AND JARON/Crazy For This Girl	1782
7	7		AEROSMITH/Jaded	1386
7	7		THE CORRS/Breathless	1386
6	6		FASTBALL/Out Of My Head	1188
6	6		SANTANA F/ROB THOMAS/Smooth	1188
5	6		NINE DAYS/Absolutely	1188
6	6		SIXPENCE.../There She Goes	1188
6	6		VERTICAL HORIZON/Best I Ever Had	1188
6	6		NELLY FURTADO/If I'm Like A Bird	1188
6	6		MATCHBOX TWENTY/If You're Gone	1188
4	5		LENNY KRAVITZ/Again	990
4	5		VERTICAL HORIZON/Everything You Want	990
7	5		MATCHBOX TWENTY/Bent	990

**MARKET #6**

**WLCE/Philadelphia**  
Clear Channel  
(610) 668-0750  
Bridgman/Wright  
12+ Cume 556,000



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
40	41		TRAIN/Drops Of Jupiter...	8733
40	41		FIVE FOR FIGHTING/Superman (It's...)	8733
41	41		SMASH MOUTH/If I'm A Believer	8733
35	40		CALLING/Wherever You Will Go	8520
40	36		UNCLE KRACKER/Follow Me	7668
33	34		LIFEHOUSE/Hanging By A Moment	7242
33	34		SUGAR RAY/When It's Over	7029
30	33		NICKELBACK/How You Remind Me	7029
15	27		CHEED/My Sacrifice	5751
25	24		DAVE MATTHEWS BAND/The Space Between	5112
12	22		LENNY KRAVITZ/Dig In	4686
26	21		JEWEL/Standing Still	4473
24	20		STAIN'D/It's Been Awhile	4208
10	16		DIDO/Thankyou	3408
16	16		ALANIS MORISSETTE/Hands Clean	3408
23	15		NATALIE IMBRUGLIA/Wrong Impression	3195
8	14		LENNY KRAVITZ/Again	2982
16	14		MATCHBOX TWENTY/If You're Gone	2982
13	13		VERTICAL HORIZON/Everything You Want	2769
13	12		SANTANA F/ROB THOMAS/Smooth	2556
24	11		U2/Stuck In A Moment	2343
9	11		CHEED/Higher	2343
9	11		SMASH MOUTH/All Star	2343
11	9		INCUBUS/Drive	1917
13	9		CHEED/With Arms Wide Open	1917
12	9		3 DOORS DOWN/Kryptonite	1917
16	8		MATCHBOX TWENTY/Bent	1704
12	8		EVE 6/Here's To The Night	1278
4	6		ELTON JOHN/This Train Don't	1278
5	6		SARAH McLACHLAN/I Will Remember You	1278

**MARKET #6**

**WMWX/Philadelphia**  
Greater Media  
(610) 771-0933  
Elliott/Navarro  
12+ Cume N/A



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
66	66		CHEED/My Sacrifice	8733
63	64		3 DOORS DOWN/Be Like That	8733
69	64		FIVE FOR FIGHTING/Superman (It's...)	8733
63	63		NICKELBACK/How You Remind Me	8520
64	61		CALLING/Wherever You Will Go	8520
64	60		DAVE MATTHEWS BAND/The Space Between	8520
36	45		INCUBUS/Drive	7029
41	45		PINK/Get The Party	7029
38	44		U2/Stuck In A Moment	5751
40	44		BETTER THAN EZRA/Extra Ordinary	5112
39	44		EVE 6/Here's To The Night	4686
43	42		FUEL/Bad Day	4473
39	42		LENNY KRAVITZ/Dig In	4208
39	41		ALANIS MORISSETTE/Hands Clean	4208
39	38		STAIN'D/It's Been Awhile	4208
34	38		NATALIE IMBRUGLIA/Wrong Impression	4208
14	31		PUDDLE OF MUDD/Blurry	4208
24	31		LIFEHOUSE/Breathing	4116
28	26		DAVE MATTHEWS BAND/Everyday	4116
30	26		NO DOUBT/Hey Baby	4116
22	25		TRAIN/Drops Of Jupiter...	3822
11	23		TRAVIS/Side	3822
24	23		MOBY F/GWEN STEFANI/Southside	3822
23	23		MADONNA/Don't Tell Me	3528
5	22		CHRIS ISAAK/Let Me Down Easy	3528
19	22		LIFEHOUSE/Hanging By A Moment	3234
25	22		STING/Desert Rose	323



CAROL ARCHER

archer@rronline.com

## The Definition Of Success

□ KVJZ/Des Moines earns Smooth Jazz's top shares

**C**lear Channel blew up AC KLYF/Des Moines in August of last year to sign on Smooth Jazz KVJZ. It proved to be a wise decision, one that bodes well for the future of Smooth Jazz. In less than six months KVJZ has exploded to earn this format's highest share — 6.6 25-54 — and it has generated strong revenue from Day One.

After Clear Channel flipped a number of stations, including KHIH/Denver and WJJJ/Pittsburgh, away from Smooth Jazz, KVJZ became the supergroup's first flip to the format. As such, it has been scrutinized since its launch in the hope that its progress would bolster Clear Channel's commitment to Smooth Jazz. So far, so good.

### At Long Last Jazz

KVJZ PD **Mike Blakemore** explains that the decision to flip to Smooth Jazz was a natural. "We were the second Soft AC in the market, a situation that's seldom successful anywhere," he says. "We own an '80s Hot AC [KMXD], plus we have a Hot AC competitor. The whole Pop-AC-Hot AC radio market is crowded here. We thought we could do better as a unique format." Des Moines' white-collar demographics also favored Smooth Jazz, he adds.



Mike Blakemore

Aggressive cross-marketing on its sister stations, especially powerhouse heritage News/Talk WHO-AM, benefited KVJZ at launch, but the support it received from Des Moines Mayor Preston Daniels, a former Jazz radio host and an avid jazz fan, added inestimable cachet and a spontaneous sense of drama that money couldn't buy. The may-

or flipped the switch, then read a poem, "At Long Last Jazz," to commemorate the occasion.

Voicetracking technology allowed Blakemore to assemble an airstaff that belies Des Moines' No. 89 market rank. Becky Taylor, a Denver-based MD and midday host, along with dulcet-toned KYOT/Phoenix Asst. PD/MD Greg Morgan, shoulder daily shifts on KVJZ. Talents of their caliber remind Blakemore of his youth in the Chicago area and of a jock's power to galvanize listeners. "I grew up on Larry Lujack and John Landecker," he says. "Now people in markets this size can hear talent of that level, which is incredible."

The station's first monthly proved a disappointment, Blakemore remembers, reflecting a 3.1-1.3 drop 12+. "I'm really glad we had patience with the format, because we felt an incredible buzz and were getting tremendous listener feedback," he says. "We figured it was a cleansing process as old listeners left and new ones came in more slowly to replace them."

Ratings indicators over the following three months proved him right: "In 12+, we had a 4.9, a 4.7, and then a six in December. We knew we were on it with a 7.8 25-54 in December. In our 'supercell' — women 45-49 — we have a 20.5 share in midday."

### Instant Sales Results

KVJZ GM **Joel McCrea** recognizes that Smooth Jazz is powerful in its untapped billing potential. "It's

a fantastic format," he says. "Quite frankly, I went after this format as a sales opportunity. When we launched, I did not have any dedicated sellers for that radio station. The people who were selling it were my WHO-AM staff.

"My thought was that WHO's staff is used to a qualitative sell, used to talking about who makes up our audience — people influential in the community and business leaders. The characteristics of our News/Talk audience are in high demand with our advertisers. When I looked at all other formats, the one that most closely mirrored it was Smooth Jazz, which I believed my staff could sell in tandem with WHO. And that's exactly what's happened.

"Once we made the switch, we picked up a dozen new advertisers the first day. They said, 'This is a format I can listen to, and I want to buy time.' I presold our existing clients; they had a two-day head start before we switched format. We expressed our belief that the audience would grow and asked if they would continue to support the Smooth Jazz format if that turned out to be the case. Fifty percent of the businesses we had on committed to our changes and added to their schedules."

McCrea took another bold step: He raised rates based on KVJZ's as-yet-unproven ability to deliver a high-qualitative audience. "Everything is relative, and, obviously, our rates are nowhere near those of big-city Smooth Jazz stations," he says. "But for Des Moines, ours were respectable for a station that was relaunching.

"We saw rapid growth immediately after we launched. Our bottom-line revenue numbers jumped and grew to the end of last year. If January 2002 were part of our 2001, it would be our second-highest month. We doubled our



IT SEEMS LIKE YESTERDAY

Seen here in sleepy Avalon during Art Good's Catalina JazzTrax Festival are (l-r) R&R's Carol Archer, Michelle Culbertson, keyboardist-producer Brian Culbertson and former Atlantic Dir./Adult Formats Promotion Erica Linderholm.

previous January.

"We don't teach our sales staff so much about music or the format. What we teach them is how to help the customer. I don't care if they know our radio lingo; I only care if they speak the customer's lingo. We think Smooth Jazz is the most active of all music formats."

### Filling A Hole

Hands down, the most remarkable aspect of KVJZ's five-month journey to become Smooth Jazz's highest-rated station is the fact that McCrea didn't spend any money marketing the station. "I didn't have any money," he says. "We were our own best customer. We utilized our four other radio stations to promote it, especially WHO, which paid off for us. Obviously, a hole existed in the market, and people wanted something like Smooth Jazz.

"We have a four-inch binder filled with every fax and e-mail we've gotten since we launched. Des Moines is a major center of the insurance business, like Hartford, and a lot of people have moved here from other states. I recall getting e-mail from people who used to listen to KYOT and others who listened to WNUA/Chicago and KKSF/San Francisco. They said they were disappointed not to find that kind of music here, then thrilled when they found it on our station. A brand-new jazz club opened in town because we switched the format. The owner said he wanted to be the first at it in Des Moines."

Asked to speculate about where KVJZ will be a year from now, McCrea says, "It's all going to be driven by local sales. I don't expect to do much national business; the local community will determine 99% of our business. Getting to this point has been the easy part. Phase two, being more interactive in the community, is where we must put our programming focus now. We need to keep people listening."

Blakemore, too, recognizes that

listener education is a process central to the station's ongoing success. "Our website at [www.kvjz.com](http://www.kvjz.com) shows the song currently playing and those in the past two or three hours. We run 'Smooth Jazz Music News,' a new feature provided by Clear Channel."

### A Great Story

Broadcast Architecture Exec. VP/GM **Allen Kepler** oversaw KVJZ's launch and maintains a deep commitment to the station's success. "This is the most exciting format in radio to sell," he says. "Often, I meet with salespeople who are struggling with this format simply because it's a different sell than they're accustomed to. Those account executives are not salespeople, but order takers.

"In some clusters the strongest sellers are dedicated to the group's dominant billing station, leaving newer, weaker sellers to handle Smooth Jazz. In the case of successful sales teams, you have to look at the top — the general manager. A strong GM will guide the team and make certain that they have a full understanding of the Smooth Jazz format.

"I always get a feel for how successful the sales team will be from the first meeting after we launch a station. Joel McCrea got it from the beginning and immediately set his team on the right path. KVJZ's team is excellent. They had been selling a great story even before the recent breakthrough ratings success. Ratings will continue to fuel the fire and get them noticed, but real, long-term success comes when sellers build alliances with appropriate sponsors for this audience. That results in strong sales and repeat business."

**"We expressed our belief that the audience would grow and asked clients if they would support the Smooth Jazz format if that turned out to be the case. Fifty percent of the business we had on committed to our changes and added to their schedules."**

Joel McCrea

### TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at 310-788-1665

or e-mail:

[archer@rronline.com](mailto:archer@rronline.com)

February 8, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	<b>BONEY JAMES</b> See What I'm Sayin' (Warner Bros.)	924	-63	124209	17	43/0
2	2	<b>BRIAN CULBERTSON</b> All About You (Atlantic)	889	+9	129158	14	43/0
4	3	<b>CHUCK LOEB</b> Pocket Change (Shanachie)	825	+48	98148	14	43/1
3	4	<b>PETER WHITE</b> Turn It Out (Columbia)	794	-34	119836	23	40/0
5	5	<b>CHRIS BOTTI</b> Streets Ahead (Columbia)	790	+78	106758	20	42/0
6	6	<b>LARRY CARLTON</b> Deep Into It (Warner Bros.)	653	+32	81014	12	41/0
7	7	<b>JEFF LORBER</b> Ain't Nobody (Samson/Gold Circle)	561	-34	64194	27	34/0
12	8	<b>MARC ANTOINE</b> On The Strip (GRP/VMG)	520	+26	69134	8	40/0
14	9	<b>LEE RITENOUR W/GERALD ALBRIGHT</b> Jammin' (GRP/VMG)	519	+56	60685	7	42/3
11	10	<b>SADE</b> Lovers Rock (Epic)	511	+1	50944	13	36/1
15	11	<b>DAVID BENOIT</b> Snap (GRP/VMG)	484	+67	66652	4	43/2
10	12	<b>DIANA KRALL</b> The Look Of Love (Verve/VMG)	466	-50	61490	18	34/0
8	13	<b>RUSS FREEMAN</b> East River Drive (Q/Atlantic)	466	-113	34848	26	32/0
9	14	<b>JOYCE COOLING</b> Mm-Mm Good (GRP/VMG)	464	-94	48385	21	32/0
18	15	<b>PIECES OF A DREAM</b> Night Vision (Heads Up)	417	+29	51243	8	36/2
19	16	<b>FISHBELLY BLACK</b> Ven A Gozar (Rhythm & Groove/Q)	416	+34	47415	6	35/1
16	17	<b>GREGG KARUKAS</b> Night Shift (N-Coded)	410	-4	44266	10	37/0
13	18	<b>BOZ SCAGGS</b> Payday (Virgin)	404	-62	34143	18	29/0
17	19	<b>DAVE KOZ</b> Beneath The Moonlit Sky (Capitol)	389	-5	52905	10	34/1
20	20	<b>MICHAEL MCDONALD</b> To Make A Miracle (MCA)	333	-4	26098	12	22/1
21	21	<b>ALICIA KEYS</b> Fallin' (J)	308	-2	46677	6	21/0
22	22	<b>STING</b> Fragile (A&M/Interscope)	291	+11	24378	6	20/1
23	23	<b>MARILYN SCOTT</b> Don't Let Love Get Away (Prana)	262	-12	12313	11	17/0
24	24	<b>ALFONZO BLACKWELL</b> Funky Shuffle (Shanachie)	261	+18	31423	6	23/0
28	25	<b>JIMMY SOMMERS</b> Lowdown (Higher Octave)	240	+63	58449	2	28/7
25	26	<b>BONA FIDE</b> Club Charles (N-Coded)	224	+4	40587	4	17/0
30	27	<b>KIRK WHALUM</b> I Try (Warner Bros.)	206	+65	50694	2	21/4
26	28	<b>SPYRO GYRA</b> Feelin' Fine (Heads Up)	192	+2	19192	3	20/3
29	29	<b>ERIC MARIENTHAL</b> Lefty's Lounge (Peak)	185	+26	38233	4	16/0
27	30	<b>PAUL TAYLOR</b> Hypnotic (Peak)	169	-17	22131	15	14/0

45 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of 1/27/02-2/2/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added

ARTIST TITLE LABEL(S)	ADDS
<b>JIMMY SOMMERS</b> Lowdown (Higher Octave)	7
<b>E. HARP F.B. BROMBERG</b> Rock... (Native Language)	7
<b>DAVID LANZ</b> That Smile (Decca)	5
<b>KIRK WHALUM</b> I Try (Warner Bros.)	4
<b>ENYA</b> Only Time (Reprise)	4
<b>LEE RITENOUR W/GERALD ALBRIGHT</b> Jammin' (GRP/VMG)	3
<b>SPYRO GYRA</b> Feelin' Fine (Heads Up)	3
<b>JEFF GOLUB</b> Cut The Cake (GRP/VMG)	3
<b>MARK WHITFIELD</b> Summer Chill (Q/Atlantic)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>CHRIS BOTTI</b> Streets Ahead (Columbia)	+78
<b>DAVID BENOIT</b> Snap (GRP/VMG)	+67
<b>KIRK WHALUM</b> I Try (Warner Bros.)	+65
<b>JIMMY SOMMERS</b> Lowdown (Higher Octave)	+63
<b>LEE RITENOUR W/GERALD ALBRIGHT</b> Jammin' (GRP/VMG)	+56
<b>CHUCK LOEB</b> Pocket Change (Shanachie)	+48
<b>OLETA ADAMS</b> All The Love (Pioneer Music Group)	+44
<b>FISHBELLY BLACK</b> Ven A Gozar (Rhythm & Groove/Q)	+34
<b>LARRY CARLTON</b> Deep Into It (Warner Bros.)	+32
<b>ENYA</b> Only Time (Reprise)	+31

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
<b>GERALD VEASLEY</b> Do I Do (Heads Up)	364
<b>RICHARD ELLIOT</b> Crush (GRP/VMG)	297
<b>KIM WATERS</b> Until Dawn (Shanachie)	246
<b>RICK BRAUN</b> Use Me (Warner Bros.)	205
<b>URBAN KNIGHTS</b> High Heel Sneakers (Narada)	191
<b>FATBURGER</b> Evil Ways (Shanachie)	185
<b>EUGE GROOVE</b> Sneak A Peek (Warner Bros.)	157
<b>STEVE COLE</b> From The Start (Atlantic)	148
<b>JEFF KASHIWA</b> Around The World (Native Language)	85
<b>DIDO</b> Thankyou (Arista)	80
<b>SPYRO GYRA</b> Open Door (Heads Up)	80
<b>ACOUSTIC ALCHEMY</b> Wish You Were Near (Higher Octave)	79
<b>FREDDIE RAVEL</b> Sunny Side Up (GRP/VMG)	67
<b>WAYMAN TISDALE</b> Can't Hide Love (Atlantic)	67
<b>WALTER BEASLEY</b> Comin' At Cha (Shanachie)	60
<b>DAVE KOZ</b> The Bright Side (Capitol)	58
<b>RIPPINGTONS</b> Caribbean Breeze (Peak)	57
<b>MARC ANTOINE</b> Mas Que Nada (GRP/VMG)	56
<b>BRIAN CULBERTSON</b> Get It On (Atlantic)	47
<b>LEE RITENOUR F/DAVE GRUSIN</b> Get Up... (GRP/VMG)	47

## New & Active

**KEVIN TONEY** Passion Dance (Shanachie)  
Total Plays: 118, Total Stations: 13, Adds: 1

**ENYA** Only Time (Reprise)  
Total Plays: 107, Total Stations: 9, Adds: 4

**WALTER BEASLEY** Good Times (Shanachie)  
Total Plays: 104, Total Stations: 12, Adds: 2

**OLETA ADAMS** All The Love (Pioneer Music Group)  
Total Plays: 100, Total Stations: 9, Adds: 2

**JIM WILSON** Can't Find My Way Home (Hillsboro)  
Total Plays: 93, Total Stations: 11, Adds: 1

**PAUL TAYLOR** Palisades (Peak)  
Total Plays: 82, Total Stations: 9, Adds: 2

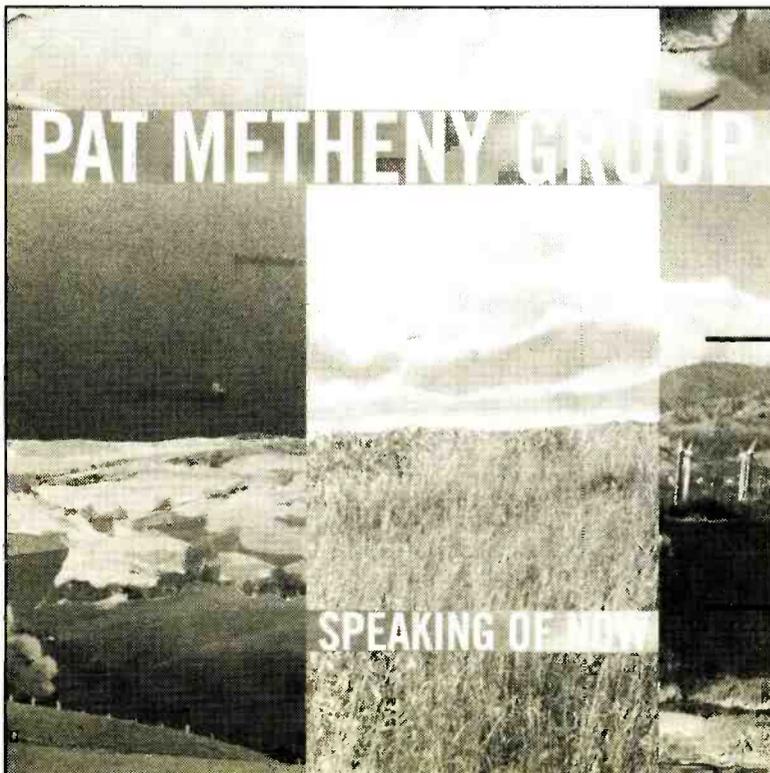
**SOUL BALLET** Dial It In (Gold Circle)  
Total Plays: 80, Total Stations: 8, Adds: 0

**PAMELA WILLIAMS** Lifeline (Fome/Red Ink)  
Total Plays: 73, Total Stations: 7, Adds: 1

**SHILTS** Your Place Or Mine (Higher Octave)  
Total Plays: 62, Total Stations: 5, Adds: 0

**NATURAL HIGH** Another Time And Place (Higher Octave)  
Total Plays: 35, Total Stations: 5, Adds: 1

Songs ranked by total plays



on  
your  
desk  
now!



in stores  
2/12/02

## PMG Tour:

2/27	Northampton, MA	3/25	Phoenix, AZ
2/28	Torrington, CT	3/26	San Diego, CA
3/01	Burlington, VT	3/28	Austin, TX
3/02	Rochester, NY	3/29	Dallas, TX
3/03	Syracuse, NY	3/30	Houston, TX
3/06	Lakewood, OH	4/01	Greenville, SC
3/07	Detroit, MI	4/02	Atlanta, GA
3/08	Chicago, IL	4/03	Atlanta, GA
3/09	St. Louis, MO	4/04	Clearwater, FL
3/10	Milwaukee, MN	4/05	Ft. Lauderdale, FL
3/11	Minneapolis, MN	4/06	Lake Buena Vista, FL
3/13	Denver, CO	4/08	Washington, DC
3/14	Salt Lake City, UT	4/09	Washington, DC
3/17	Seattle, WA	4/10	New Brunswick, NJ
3/18	Portland, OR	4/11	Upper Darby, PA
3/20	Santa Rosa, CA	4/12	New York, NY
3/21	Santa Cruz, CA	4/13	New York, NY
3/22	Oakland, CA	4/14	Boston, MA
3/23	Universal City, CA		

## ON THE RECORD

With **Bob Kaake**  
PD, WNUA/Chicago



Fuzzy Logic is definitely a two-copy CD; you're going to need one for the office and one for the home! David Benoit's latest is a pure joy to listen to. I remember Suzanne Berg teasing us with a few cuts last fall, when she came by for a visit. Both [WNUA Asst. PD/MD] Carl Anderson and I were blown away. "Snap" is so funky and cool, we knew we'd be playing it as soon as we could finagle a copy. [WNUA middayer] Rick O'Dell was in the music office the day the song hit the air, telling us that "Snap" was his new favorite song. And, from the buzz on the phones, our listeners agree! The collaboration with Rick Braun and Steven Wade is evident throughout *Fuzzy Logic*, giving it a very funky, fun, today kind of sound. Hey, anybody who can do a cover of Smash Mouth (check out cut four, "Then the Morning Comes") and pull it off must be plugged into what's happening today. That's not to say that David doesn't have his quiet, pretty moments on the CD. Especially nice are "Someday Soon" and "You Read My Mind." But I know you'll find your own favorites, so take it home and enjoy!

I perused KJCD/Denver's playlist particularly eagerly this week, now that PD Steve Williams is on the scene at the Jefferson-Pilot outlet. The first thing I noticed is that four of KJCD's top five tracks are vocals, including Enya's "Only Time," Boz Scaggs' "Payday" and Dido's "Thankyou," on which Williams was first-in-format almost 10 months ago, when he was Station Manager at KSSJ/Sacramento. Each of the four vocals gets 16 plays. Dido has been widely ignored by Smooth Jazz, although her track was finally added last week at KTWV (The Wave)/Los Angeles after it tested through. Sales on Enya's CD are approaching 7 million; presumably, "Only Time" is beginning to register in music tests as well, since the track is third Most Added for the week. Welcome home, Steve, and get back, Jojo! ... Marc Antoine's "On the Strip" and Ritenour w/Albright's "Jammin'," both on GRP/VMG, power into our top 10 at 8\* and 9\*, respectively ... Two tracks tie for top Most Added, with seven new adds each: Jimmy Sommers' "Lowdown" (Higher Octave) and Everette Harp w/Brian Bromberg's "Rock With You" (Native Language) ... David Lanz's "That Smile" (Decca) earns second Most Added, with five new airplay endorsements, among them WJZZ/Atlanta and WNWW/Cleveland ... Neither The Wave nor WNUA/Chicago could wait to add Jeff Golub's "Cut the Cake" from the guitarist's forthcoming covers project, *Do It Again* (GRP/VMG), produced by Bud Harner and Rick Braun. I wouldn't wait, either. Other tracks include "Cold Duck Time," Chris Rea's "On the Beach" and James Brown's "Cold Sweat." Yow!



— Carol Archer, Smooth Jazz Editor

## Reporters

Stations and their adds listed alphabetically by market

<p>WZMR/Albany, NY PD: Patrick Ryan MD: Pete Logan <small>HARP F/BROMBERG "Rock"</small></p>	<p>KOAS/Las Vegas, NV PD/MD: Erik Fox <small>14 ENYA "Only" KIRK WHALUM "Try" HARP F/BROMBERG "Rock"</small></p>	<p>KBZN/Salt Lake City, UT PD/MD: Rob Riesen <small>DAVID LANZ "Smile" DAVID MANN "Above" JIMMY SOMMERS "Lowdown"</small></p>
<p>KRQS/Albuquerque, NM PD: Paul Lavoie MD: Jeff Young <small>10 ALEX BUDNICK "Purpose" SPYRO GYRA "Feelin" SPECIAL FX "Hearts" DAVID LANZ "Smile"</small></p>	<p>KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart <small>RITENOUR W/ALBRIGHT "Jammin" JEFF GOLUB "Cake"</small></p>	<p>KIFW/San Diego, CA PD: Mike Vasquez APD/MD: Kelly Cole <small>No Adds</small></p>
<p>KNIK/Anchorage, AK OM: Aaron Wallender PD: J.J. Michaels MD: Jennifer Summers <small>ENYA "Only" STING "Fragile"</small></p>	<p>WJZN/Memphis, TN PD: Norm Miller <small>7 CHUCK LOEB "Pocket" PAMELA WILLIAMS "Lifetime"</small></p>	<p>KKSF/San Francisco, CA PD: Paul Goldstein APD/MD: Samantha Wiedman <small>No Adds</small></p>
<p>WJZZ/Atlanta, GA PD/MD: Nick Francis <small>3 LUTHER VANDROSS "Rhythm" 2 DAVID LANZ "Smile"</small></p>	<p>WLVE/Miami, FL PD: Rich McMillan <small>RITENOUR W/ALBRIGHT "Jammin"</small></p>	<p>KMGQ/Santa Barbara, CA PD: Mark De Anda APD/MD: Steve Bauer <small>PIECES OF A DREAM "Night" JIMMY SOMMERS "Lowdown"</small></p>
<p>KSMJ/Bakersfield, CA PD/MD: Chris Townshend <small>No Adds</small></p>	<p>WJZI/Milwaukee, WI OM/PD/MD: Chris Moreau <small>SPYRO GYRA "Feelin" KIRK WHALUM "Try"</small></p>	<p>KJZY/Santa Rosa, CA PD: Gordon Zlot APD/MD: Rob Singleton <small>No Adds</small></p>
<p>WNUA/Chicago, IL PD: Bob Kaake APD/MD: Carl Anderson <small>LUTHER VANDROSS "Rhythm" BONEY JAMES "RPM" JEFF GOLUB "Cake"</small></p>	<p>KSBR/Mission Viejo, CA OM/PD: Terry Wedel MD: Logan Parris <small>MARK WHITFIELD "Summer"</small></p>	<p>KWJZ/Seattle-Tacoma, WA PD: Carol Handley MD: Dianna Rose <small>SADE "Lovers" PAUL TAYLOR "Palisades"</small></p>
<p>WNWW/Cleveland, OH PD/MD: Bernie Kimble <small>11 KIRK WHALUM "Try" 5 HARP F/BROMBERG "Rock" 5 DAVID LANZ "Smile"</small></p>	<p>KRVR/Modesto, CA PD: Jim Bryan MD: Doug Wulff <small>OLETA ADAMS "Love" HARP F/BROMBERG "Rock" NATURAL HIGH "Place" KIRK WHALUM "Try"</small></p>	<p>WEIB/Springfield, MA PD: Ben Casey MD: Darrel Cutting <small>11 MANHATTANS "Minutes" 6 HARP F/BROMBERG "Rock" MARK WHITFIELD "Summer" DAVID LANZ "Smile" JEFF GOLUB "Cake"</small></p>
<p>WJZA/Columbus, OH OM/PD/MD: Bill Harman APD: Gary Wolter <small>No Adds</small></p>	<p>WQCD/New York, NY OM: John Mullen PD/MD: Charley Connolly <small>HARP F/BROMBERG "Rock"</small></p>	<p>WSJT/Tampa, FL OM/PD: Ross Block MD: Kathy Curtis <small>FISHBELLY BLACK "Ven" DAVID BENOIT "Snap" RITENOUR W/ALBRIGHT "Jammin" MICHAEL McDONALD "Miracle"</small></p>
<p>KOAI/Dallas-Ft. Worth, TX PD: Maxine Todd APD/MD: Bret Michael <small>No Adds</small></p>	<p>WJCD/Norfolk, VA MD: Larry Hollowell <small>KEVIN TONEY "Passion" OLETA ADAMS "Love" WALTER BEASLEY "Good"</small></p>	<p>WJZW/Washington, DC PD/MD: Kenny King <small>28 RHYTHM LOGIC "Tuesday's" 17 SADE "By Your Side" 16 ENYA "Only"</small></p>
<p>KJCD/Denver-Boulder, CO PD: Steve Williams MD: Marty Lenz <small>No Adds</small></p>	<p>WLOQ/Orlando, FL PD: Dave Kosh MD: Patricia James <small>JIM WILSON "Find"</small></p>	<p>KWSJ/Wichita, KS PD: Ron Allen MD: Patrick Murphy <small>WALTER BEASLEY "Good" MARK WHITFIELD "Summer" JIMMY SOMMERS "Lowdown" SPECIAL FX "Hearts" HARP F/BROMBERG "Rock"</small></p>
<p>KVJZ/Des Moines, IA PD: Mike Blakemore MD: Becky Taylor <small>No Adds</small></p>	<p>WJZZ/Philadelphia, PA OM: Anne Gress PD: Michael Tozzi MD: Joe Proke <small>No Adds</small></p>	<p>JRN/(Jones NAC)/National PD: Steve Hibbard MD: Cheri Marquart <small>JIMMY SOMMERS "Lowdown"</small></p>
<p>WVMV/Detroit, MI PD: Tom Sleaker MD: Sandy Kovach <small>DAVID BENOIT "Snap"</small></p>	<p>KJZS/Reno, NV PD: Jay Davis <small>DAVE KOZ "Moonlight"</small></p>	<p>45 Total Reporters</p>
<p>KUJZ/Eugene, OR PD: Chris Crowley <small>JIMMY SOMMERS "Lowdown" PIECES OF A DREAM "Night"</small></p>	<p>WJZV/Richmond, VA OM/PD: Tommy Fleming <small>JIMMY SOMMERS "Lowdown" PAUL TAYLOR "Palisades"</small></p>	<p>45 Total Indicator</p>
<p>KEZL/Fresno, CA PD/MD: J. Weidenheimer <small>No Adds</small></p>	<p>KSSJ/Sacramento, CA PD: Lee Hanson APD: Ken Jones <small>1 ENYA "Only"</small></p>	<p>43 Current Indicator Playlists</p>
<p>KCIY/Kansas City, MO PD: Mark Edwards MD: Michelle Chase <small>No Adds</small></p>	<p>WSSM/St. Louis, MO OM: Mark Edwards PD: David Myers <small>4 SPYRO GYRA "Feelin" 3 JIMMY SOMMERS "Lowdown" 1 BONEY JAMES "Inside"</small></p>	<p>Did Not Report, Playlist Frozen (2): WYJZ/Indianapolis, IN KKJZ/Portland, OR</p>

## Jimmy Sommers "Lowdown"

#1 Most Added 3 Weeks Running!

28 - 25 +63 Spins

The real deal!

CD 101-24 spins WNUA - 17 spins

KTWV - 19 spins

Acoustic Alchemy

"Tuff Puzzle"

Add Date

2/25

The new track from the Grammy Nominated Album

"Aart"

Shilts

"Your Place Or Mine"

New & Active

KKSF - 17 Spins/  
Moves To Power!

Natural High

"Another Time And Place"

New & Active

Added @ KRVR  
WLOQ - 12 Spins



HIGHER  
OCTAVE  
MUSIC

310-589-1515 www.higheroctave.com

# Smooth Jazz Playlists

**MARKET #1**  
**WDCB/New York**  
Infinity  
(212) 352-1019  
Connolly  
12+ Cume 1,618,200

**Smooth Jazz**  
**CD 101.9**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
23	24	BONA FIDE/Club Charies	23400
23	24	BRIAN CULBERTSON/All About You	23400
20	24	JIMMY SOMMERS/Lowdown	23400
22	24	CHUCK LOEB/Pocket Change	23400
24	24	PETER WHITE/Turn It Out	23400
17	22	CHIS BOTTI/Streets Ahead	21450
24	22	BONEY JAMES/See What I'm Sayin'	21450
16	22	LARRY CARLTON/Deep Into It	21450
17	17	ALFONZO BLACKWELL/Funky Shuffle	16575
17	17	RITENOUR WALBRIGHT/Jammin'	16575
15	17	ERIC MARIENHAL/Letty's Lounge	13650
9	14	KIRK WHALUM/ I Try	8775
9	9	SPYRO GYRA/Feelin' Fine	8775
9	9	DAVID BENOIT/Snap	8775
9	9	WALTER BEASLEY/Good Times	8775
9	9	PAUL TAYLOR/Hypnotic	8775
9	9	DAVE KOZ/Beneath...	8775
9	9	BRIAN JACKSON/Gotta Play	8775
9	9	FREDDIE RAVEL/Conversations	8775
9	9	GREGG KARUKAS/Night Shift	8775
9	9	FISHBELLY BLACKVEN A Gozar	8775
9	9	ANDRE WARD/Fallin'	8775
9	9	MARC ANTOINE/On The Strip	8775
7	7	KEVIN TONEY/Passion Dance	6825
-	-	a HARP F/BROMBERG/Rock With You	0

**MARKET #2**  
**KTWV/Los Angeles**  
Infinity  
(310) 840-7180  
Brodie/Stewart  
12+ Cume 966,100

**THE WAVE**  
**94.7 KTWV**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
24	28	MARC ANTOINE/On The Strip	16996
29	27	JEFF LORBER/Ain't Nobody	16389
23	27	RICK BRAUN/Use Me	16389
26	26	KIRK WHALUM/ I Try	15782
17	23	PETER WHITE/Turn It Out	13961
15	21	BRIAN CULBERTSON/All About You	12747
20	21	BONA FIDE/Club Charies	12747
18	21	DAVID BENOIT/Snap	12747
25	19	BONEY JAMES/See What I'm Sayin'	11533
28	19	WAYMAN TISDALE/Can't Hide Love	11533
13	19	JIMMY SOMMERS/Lowdown	11533
16	19	JOYCE COOLING/Mm-Mm Good	11533
17	18	ERIC MARIENHAL/Letty's Lounge	10929
14	15	STING/Fragile	9105
15	15	LARRY CARLTON/Deep Into It	9105
14	15	ALICIA KEYS/Fallin'	9105
12	14	DIANA KRALL/The Look Of Love	8498
13	13	SADE/Lovers Rock	7891
12	12	CHUCK LOEB/Pocket Change	7891
9	10	DAVE KOZ/Beneath...	6070
6	9	BOZ SCAGGS/Miss Riddle	5463
-	9	DIDD/Thankyou	5463
6	8	JIM WILSON/Can't Find My	4566
-	-	a RITENOUR WALBRIGHT/Jammin'	0
-	-	a JEFF GOLUB/Cut The Cake	0

**MARKET #3**  
**WNUA/Chicago**  
Clear Channel  
(312) 645-9550  
Kaake/Anderson  
12+ Cume 800,300

**WNUA 95.5**  
**Smooth Jazz**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
23	26	BRIAN CULBERTSON/All About You	13832
24	26	WARREN HILL/Sax In The City	12768
19	24	CHRIS BOTTI/Streets Ahead	12768
24	23	FISHBELLY BLACKVEN A Gozar	12236
21	20	PIECES OF A DREAM/Night Vision	10640
11	20	DAVID BENOIT/Snap	10640
19	19	STEVE COLE/So Into You	10108
20	19	BONA FIDE/Club Charies	10108
9	17	JIMMY SOMMERS/Lowdown	9044
10	13	PETER WHITE/Turn It Out	6916
9	12	BOZ SCAGGS/Payday	6384
11	12	SADE/Lovers Rock	6384
10	12	RITENOUR WALBRIGHT/Jammin'	6384
22	12	CHUCK LOEB/Pocket Change	6384
7	12	DIANA KRALL/The Look Of Love	6384
-	11	URBAN KNIGHTS/The Message	5852
11	11	MICHAEL MCDONALD/To Make A Miracle	5852
16	11	BONEY JAMES/See What I'm Sayin'	5852
9	11	ALICIA KEYS/Fallin'	4788
11	9	RICHARD ELLIOT/Still Sweet On You	4788
11	9	MARC ANTOINE/On The Strip	4788
10	7	DOWN TO THE BONE/Endgorp! Boogie	3724
-	-	a LUTHER VANDROSS/Bring Your Heart...	0
-	-	a BONEY JAMES/RPM	0
-	-	a JEFF GOLUB/Cut The Cake	0

**MARKET #4**  
**KKSF/San Francisco**  
Clear Channel  
(415) 975-5555  
Goldstein/Wiedman  
12+ Cume 587,900

**KKSF 103.7**  
**SMOOTH JAZZ**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
22	23	RUSS FREEMAN/East River Drive	8165
23	23	KIM WATERS/Until Dawn	8165
22	20	LARRY CARLTON/Deep Into It	7100
23	19	DAVE KOZ/Beneath...	6745
22	19	BONEY JAMES/See What I'm Sayin'	6745
11	17	SHILTS/Your Place Or Mine	6035
11	17	EUGE GROOVE/Sneak A Peek	6035
11	14	GREGG KARUKAS/Night Shift	4970
11	13	RICHARD ELLIOT/Crush	4615
11	13	GERALD VEASLEY/Do I Do	4615
11	12	CHRIS BOTTI/Streets Ahead	4260
12	11	JOYCE COOLING/Mm-Mm Good	3905
10	11	PETER WHITE/Turn It Out	3905
-	10	ERIC MARIENHAL/Letty's Lounge	3550
11	9	DAVID BENOIT/Snap	3195
-	9	JEFF LORBER/Ain't Nobody	3195
9	8	KIRK WHALUM/ I Try	2840
6	7	HIL ST. SOUL/Until You Come	2485
6	7	DIANA KRALL/The Look Of Love	2485
7	7	HLAKE AARON/Overjoyed	2485
1	5	MARC ANTOINE/On The Strip	1775
-	4	PETER WHITE/Who's That Lady?	1420
-	3	BRIAN CULBERTSON/Wanna Know	1065
-	3	SADE/Lovers Rock	1065

**MARKET #5**  
**KOAI/Dallas-Ft. Worth**  
Infinity  
(214) 630-3011  
Todd/Michael  
12+ Cume 356,500

**THE CASIS 107.5**  
**Smooth Jazz**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
28	29	JEFF LORBER/Ain't Nobody	6351
28	27	GERALD VEASLEY/Do I Do	5913
26	27	FATBURGER/Evil Ways	5913
29	27	BONEY JAMES/See What I'm Sayin'	5913
26	27	PETER WHITE/Turn It Out	5913
12	20	BRIAN CULBERTSON/All About You	4380
28	18	RICK BRAUN/Use Me	4380
19	18	SADE/Lovers Rock	3942
19	18	DIANA KRALL/The Look Of Love	3942
11	13	RITENOUR WALBRIGHT/Jammin'	2847
12	13	KIRK WHALUM/ I Try	2847
13	13	WAYMAN TISDALE/Love Play	2847
11	13	MARC ANTOINE/On The Strip	2847
11	12	DAVID BENOIT/Snap	2628
11	12	CHUCK LOEB/Pocket Change	2628
12	12	GREGG KARUKAS/Night Shift	2628
13	12	CHRIS BOTTI/Streets Ahead	2628
12	12	STEVE COLE/From The Start	2628
12	12	RICHARD ELLIOT/Crush	2628
12	12	JAARED/Love's Taken Over	2628
9	12	SADE/By Your Side	2628
9	11	HIL ST. SOUL/Until You Come...	1971
2	6	PIECES OF A DREAM/Night Vision	1314

**MARKET #6**  
**WJZZ/Philadelphia**  
Clear Channel  
(215) 508-1200  
Tozz/Proke  
12+ Cume 600,400

**Smooth Jazz**  
**wjzz 106.1**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
28	28	BONEY JAMES/See What I'm Sayin'	11060
28	28	BRIAN CULBERTSON/All About You	11060
28	28	DUNCAN MILLAR/Bright Life	11060
28	28	PETER WHITE/Turn It Out	11060
28	28	DAVE KOZ/Beneath...	11060
28	28	RICHARD ELLIOT/Crush	11060
19	20	ALICIA KEYS/Fallin'	7900
19	20	SADE/Lovers Rock	7505
20	18	DIANA KRALL/The Look Of Love	7110
12	13	CHRIS BOTTI/Streets Ahead	5135
11	13	DAVID BENOIT/Snap	5135
13	13	MARC ANTOINE/On The Strip	5135
13	13	PIECES OF A DREAM/Night Vision	5135
13	12	RITENOUR WALBRIGHT/Jammin'	5135
12	12	GREGG KARUKAS/Night Shift	4740
12	12	SPYRO GYRA/Feelin' Fine	4740
13	12	CHUCK LOEB/Pocket Change	4740
13	12	KIM WATERS/Until Dawn	4740
12	12	EUGE GROOVE/Sneak A Peek	4740
12	12	LARRY CARLTON/Deep Into It	4740
-	12	JIMMY SOMMERS/Promise Me	4740
12	12	WALTER BEASLEY/Sweet Nothings	4740

**MARKET #7**  
**WJZW/Washington, DC**  
ABC  
(202) 895-2300  
King  
12+ Cume 364,100

**Smooth Jazz**  
**105.9**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
28	29	PETER WHITE/Turn It Out	6409
28	29	CHRIS BOTTI/Streets Ahead	6409
11	29	PIECES OF A DREAM/Night Vision	6409
-	29	a RHYTHM LOGIC/Tuesday's Child	6409
28	28	BRIAN CULBERTSON/All About You	6188
28	25	JOYCE COOLING/Mm-Mm Good	5525
-	17	a SADE/By Your Side	3757
16	17	DIANA KRALL/The Look Of Love	3757
16	17	ALICIA KEYS/Fallin'	3757
-	16	a ENYA/Only Time	3536
15	14	STING/Fragile	3034
12	11	KIM WATERS/Until Dawn	2431
-	11	a DAVID MANNA/Above And Beyond	2431
8	11	KIRK WHALUM/ I Try	2431
11	11	GREGG KARUKAS/Night Shift	2431
10	11	GERALD VEASLEY/Do I Do	2431
7	11	EUGE GROOVE/Sneak A Peek	2431
28	10	RUSS FREEMAN/East River Drive	2210
10	10	RITENOUR WALBRIGHT/Jammin'	2210
10	10	CHUCK LOEB/Pocket Change	2210
10	10	DAVID BENOIT/Snap	2210
11	10	MARC ANTOINE/On The Strip	2210
28	10	BONEY JAMES/See What I'm Sayin'	2210
10	10	RICHARD ELLIOT/Crush	2210
10	10	JEFF LORBER/Ain't Nobody	2210
9	10	JORDAN FAYERS/Mystic Voyage	2210
9	9	RONNY JORDAN/On The Record	1989
10	9	LARRY CARLTON/Deep Into It	1989
8	9	BONA FIDE/X-Ray Hip	1989
8	8	STEVE COLE/From The Start	1768

**MARKET #10**  
**WVVM/Detroit**  
Infinity  
(248) 855-5100  
Steele/Kovach  
12+ Cume 484,900

**V98.7**  
**Smooth Jazz**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
23	22	BRIAN CULBERTSON/All About You	7878
22	21	ALEXANDER ZONIC/Cr's Too Late	7329
24	21	PETER WHITE/Turn It Out	7329
24	20	FATBURGER/Evil Ways	6980
21	19	BONEY JAMES/See What I'm Sayin'	6631
13	14	GERALD VEASLEY/Do I Do	4888
12	12	KIRK WHALUM/ I Try	4188
13	12	FISHBELLY BLACKVEN A Gozar	4188
16	12	CHRIS BOTTI/Streets Ahead	4188
14	12	CHUCK LOEB/Pocket Change	4188
14	12	LARRY CARLTON/Deep Into It	4188
8	12	RICHARD ELLIOT/Crush	4188
14	12	PIECES OF A DREAM/Night Vision	4188
-	12	a RITENOUR WALBRIGHT/Jammin'	4188
8	11	URBAN KNIGHTS/High Heel Sneakers	3839
12	11	SPYRO GYRA/Open Door	3839
13	11	MARC ANTOINE/On The Strip	3839
8	10	RUSS FREEMAN/East River Drive	3490
11	10	PAUL JACKSON/JR. Bounce Wid' It	3490
10	10	DAVE MANNA/Wed' Day Love	3490
9	10	WAYMAN TISDALE/Can't Hide Love	3490
10	10	EUGE GROOVE/Sneak A Peek	3490
7	10	MARC ANTOINE/Mae Que Nada	3490
10	10	GERALD BRIGHT/Wirelight	3490
14	9	JOYCE COOLING/Mm-Mm Good	3141
8	9	DIANA KRALL/The Look Of Love	3141
10	9	DAVE KOZ/The Bright Side	3141
6	9	BRIAN CULBERTSON/Get It On	3141
9	9	RICK BRAUN/Use Me	3141
9	9	JEFF LORBER/Ain't Nobody	3141

**MARKET #11**  
**WJZZ/Atlanta**  
Radio One  
(404) 765-9750  
Francis  
12+ Cume N/A

**Smooth Jazz**  
**107.5 WJZZ**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
28	28	JOYCE COOLING/Mm-Mm Good	0
28	28	BONEY JAMES/See What I'm Sayin'	0
28	28	CHRIS BOTTI/Streets Ahead	0
14	27	CHUCK LOEB/Pocket Change	0
28	26	PETER WHITE/Turn It Out	0
28	25	JEFF LORBER/Ain't Nobody	0
16	16	ALICIA KEYS/Fallin'	0
16	16	MICHAEL MCDONALD/To Make A Miracle	0
16	15	DIANA KRALL/The Look Of Love	0
15	15	SADE/Lovers Rock	0
11	14	LARRY CARLTON/Deep Into It	0
11	12	JAY BECKENSTEIN/Let It Flow	0
11	12	RITENOUR WALBRIGHT/Jammin'	0
10	11	GERALD VEASLEY/Do I Do	0
11	11	RUSS FREEMAN/East River Drive	0
11	11	ALFONZO BLACKWELL/Funky Shuffle	0
12	11	KIRK WHALUM/ I Try	0
12	11	DAVID BENOIT/Snap	0
26	11	RICHARD ELLIOT/Crush	0
12	11	FISHBELLY BLACKVEN A Gozar	0
10	10	KIM WATERS/Until Dawn	0
12	10	BRIAN CULBERTSON/All About You	0
12	10	MARC ANTOINE/On The Strip	0
12	10	SPYRO GYRA/Feelin' Fine	0
-	3	a LUTHER VANDROSS/D'Rather	0
-	2	a DAVID LANZ/That Smile	0

**MARKET #12**  
**WLVE/Miami**  
Clear Channel  
(954) 862-2000  
McMillan  
12+ Cume 363,400

**love 94**  
**SMOOTH JAZZ 93.9**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
28	28	BONEY JAMES/See What I'm Sayin'	6552
28	28	BRIAN CULBERTSON/All About You	6552
27	28	PETER WHITE/Turn It Out	6552
28	28	CHUCK LOEB/Pocket Change	6552
28	28	JEFF LORBER/Ain't Nobody	6552
11	23	CHRIS BOTTI/Streets Ahead	5382
17	17	MICHAEL MCDONALD/To Make A Miracle	3978
17	17	ALICIA KEYS/Fallin'	3978
17	17	DIANA KRALL/The Look Of Love	3978
16	17	MARILYN SCOTT/Don't Let Love...	3978
15	17	BOZ SCAGGS/Payday	3978
27	12	RUSS FREEMAN/East River Drive	2808
10	12	GREGG KARUKAS/Night Shift	2808
10	12	DAVE KOZ/Beneath...	2808
11	11	LARRY CARLTON/Deep Into It	2574
11	11	MARC ANTOINE/On The Strip	2574
10	11	JOYCE COOLING/Mm-Mm Good	2574
10	11	RICHARD ELLIOT/Crush	2574
11	11	KIM WATERS/Until Dawn	2574
10	11	GERALD VEASLEY/Do I Do	2574
9	10	FISHBELLY BLACKVEN A Gozar	2340
10	10	JIMMY SOMMERS/Lowdown	2340
9	10	DAVID BENOIT/Snap	2340
10	10	PIECES OF A DREAM/Night Vision	2340
-	10	KIRK WHALUM/ I Try	2340
-	-	a RITENOUR WALBRIGHT/Jammin'	0

**MARKET #14**  
**KWJZ/Seattle-Tacoma**  
Sandusky  
(425) 373-5536  
Handley/Rose  
12+ Cume 235,600

**Smooth Jazz**  
**98.9 KWJZ**

**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
26	28	BONEY JAMES/See What I'm Sayin'	4200
27	27	ERIC MARIENHAL/Letty's Lounge	4050
26	26	CHRIS BOTTI/Streets Ahead	3900
26	26	CHUCK LOEB/Pocket Change	3900



CYNDEE MAXWELL

max@ironline.com

# Does Your Sales Department Rock?

□ Three radio sales experts speak

I started this column with the assumption that the fall '01 Arbitron would deliver terrible books across the board for Rock stations. It was a nice surprise for those of us who expected the format to be pummeled by the aftershocks of Sept. 11 to find a typically normal fall ratings period overall. As a whole, the format won't have the excuse that Sept. 11 killed its book, though, in certain individual cases, that might be true.

Still, ideas for what the sales department can do when the station gets a bad book are viable anytime. This week we will explore some of these, as well as take a look at the general state of Rock radio sales and how to avoid "the quicksand of defensive radio selling."

## A Sales Overview

WRIF/Detroit GSM **Gayle Halebian-Lewkow** has been with Greater Media for 20 years. She originally worked for the company in Los Angeles at KLSX, then moved to Detroit about eight years ago, working first at WCSX, then at WRIF, when Greater Media purchased it.

Having witnessed industry-wide changes firsthand, Halebian-Lewkow provides a primer on how radio sales staffs do their jobs today.

"Typically, accounts are broken up between key and target accounts," she says. "Key accounts provide 80% of the station's billing; targets are accounts that have the potential to become keys."

Halebian-Lewkow notes that the job of radio sales is as simple as trying to find a client's needs and as hard as getting an appointment. "You have to have a valid business reason to call, so you don't sound like any Joe off the street," she says. "A local car dealer can get nine messages from reps of all kinds — Internet, radio, billboard, magazine and newspaper. You have to be very articulate, get your point across, sound professional and have a reason for someone to want to call you back, take your call or take time to see you."

Halebian-Lewkow explains that the salesperson's job is to determine the client's needs by asking questions, probing and finding out what keeps them up at night. "Then we see if there's something we could do to address their need and go back with a cohesive proposal that deals with those needs," she says. "Our job is to help them grow their business and to help direct their business. We add to their existing marketing campaign,

or perhaps we help them create their marketing. It's in their best interest, as well as ours, to make sure it works."

## Different Departments

One change in radio today involves the different departments within sales. The traditional national sales and local sales units may now have NTR and recruitment divisions staffed by the existing salespeople. Halebian-Lewkow points out that, currently, the recruitment business is very slow.

"We do job fairs that cater to the automotive industry, for companies that look to recruit engineers, designers and other skilled trades," she says. "Right now the industry is not doing that well, but it has been very lucrative for us. We are staying in the business but trimming back from nine job fairs a year to three or four until the market turns around."

As for NTR, Halebian-Lewkow says it can range from concerts with sponsorships to nonmusic events such as a Men's Expo or a Harley Fest. She points out that concerts are an area where sales and programming work well together. "Sales brings something to the party by finding a client who wants to underwrite a concert," she says.

"It's free for listeners. The station comes off as the good guy who's bringing you a concert brought to you by WRIF and Smirnoff Ice, for example. We brought in Fuel and Tantric that way, and it was very, very successful. We were responsible for generating one of the largest share markets for Smirnoff Ice through our marketing and their followup."

As radio sales departments get more professional, the scope of the job has grown as well. "We're not just selling spots and dots," says Halebian-Lewkow. "Everybody wants to increase sales and store traffic, but, beyond that, we'll even go as far as critiquing a retailer."

"Since we're building an image and giving people a reason to go there, we want to make sure the

store lives up to it. We are more marketing consultants than time sellers. The whole idea is to build a partnership and let them know that we are interested in growing their business."

The company places tremendous emphasis on training the sales force, says Halebian-Lewkow. "We have had several trainers and consultants, including Paul Jacobs, come in," she explains. "We take the best of everything and sift it down so that, when we get in front of a client, we're savvy enough to identify which road to go down with them."

"It really makes a difference, and clients call us for advice beyond just radio. We become a marketing extension of their company, so whether the ratings are up or whether they are down, it doesn't matter; we're there to help them grow their business."

Halebian-Lewkow says that Rock is different from many other formats, because listeners are more involved with the station. "It's not background music," she says. "People are really listening; they've got it turned up. What's in between the music — the personality, the promotion and production — is also great content. It's more than just a medium; it becomes an extension of the listener's lifestyle. People build a friendship with radio stations, and Rock stations in particular."

## Passion Equals Success

Recently promoted to Entercom Radio Director/Sales for the company's Sacramento cluster, **Butch Mitchell** has only worked at one radio station for the past 12 years, KRXXQ/Sacramento. He joined at 46 years of age, after running his own business for 13 years.

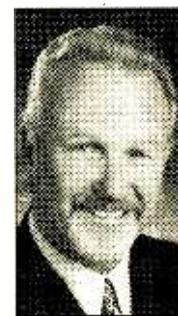
"I dealt with radio salespeople all the time and was envious of their position," he says. "I felt they had their finger on the pulse of what was going on in the community."

"We would put together these great ad campaigns and write the spot for radio, and these people would go home at 6:00 on a Friday night and enjoy the weekend with their families.

"We're not just selling spots and dots. Everybody wants to increase sales and store traffic, but, beyond that, we'll even go as far as critiquing a retailer."

Gayle Halebian-Lewkow

In the restaurant business I still had to work three more hours and work all day Saturday. My day off was Sunday, when I only had to work until noon. I thought, 'There's something wrong with this picture.'"



Butch Mitchell

When Mitchell got the job, he was ecstatic. "I told the people who hired me, 'Excuse me, but I'm going to run out in the parking lot and yell at the top of my lungs' — and I did," he says. "I came back the next day and never looked back. About two weeks ago I got the opportunity to be Director of Sales, so now I get to play in five sandboxes instead of one. I have four more years to do this job that I love, and then I'll do something else. Ray Kroc was 55 when he founded McDonald's, and I'll be 61 or 62 when I leave here and go do something else."

As a former business owner, Mitchell understands the client's mentality. That makes him perfectly suited for one of his roles as boot camp trainer for new salespeople. "On the very first day I stand in front of the people who have just come into radio and say, 'I'm here to tell you that radio doesn't work,'" he says. "They all look at each other, and they're thinking, 'You could have told us this a few months ago in the interview!'"

"Radio doesn't have any responsibility to work; it's an appliance. It gives the opportunity to people who are open for business to come on our airwaves and ask people who listen to our stations to do business with them — that's it. Many times radio salespeople allow themselves to be drawn into what I call the quicksand of defensive radio selling. They try to defend their format. If we can keep 200,000 people, 18-49, Monday-Sunday, listening to a radio station by playing the national anthem day after day, the advertiser should not care."

Mitchell wisely draws a parallel between radio and TV. "No one in television sales defends the topics that *Nightline* is airing," he says. "So why do people get in the habit of defending a Rock station, a morning show

or a type of music? Who cares?"

"What radio salespeople need to do is become very proficient in the demographic and psychographic of their radio stations. Then, through needs analysis, they must become proficient at identifying their demographic and psychographic. If the radio station they work for mirrors the demographic and psychographic of the business owner, that's it. You put them on your list, and you keep them on your list."

## Soothe The Pain

As for the list, Mitchell only believes in two types of accounts. "Salespeople love the simplicity of only having two types," he says. "It's those people on the air and those people who are going to be on the air — that's it. There's no reason to put anybody into your black book that you're not interested in dating. Then you focus. Do your needs analysis, find out what the pain is, and let the client realize that, by talking to our listening audience, they can soothe the pain."

"That's all we do. It's very simple, but how we do it makes it difficult. There are so many charts, graphs, costs and numbers. I've sat across the desk of a business owner and said, 'I have 135,000 people sitting in my car. How many of them do you want to talk to?' You can say it 100 different ways, but you need to say it repeatedly; you need to say it passionately."

Mitchell cautions against selling by ratings. "Every radio station has numbers," he explains. "All radio stations have listeners. Therefore, all listeners have some value to potential customers. Don't get into the numbers war. If you live by the numbers, you're going to die by the numbers. The most important thing is to be able to work with your clients. Our listening audience is their customers, and they want to talk to them."

"If you take the average quarter-hour of a radio station ranked No. 20, if it has 500 listeners AQH, the majority of the retail businesses in this town couldn't handle 500 people showing up on a Saturday — so what do numbers have to do with it? That's critical in radio sales, because we're always looking at the book."

"Personally, I find a lot of fault with the book anyway — the methodology, the weighting, etc. Especially when

Continued on Page 82

# R&R Rock Top 30

Powered By



February 8, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	CREED My Sacrifice (Wind-up)	1089	-50	93874	15	45/0
2	2	NICKELBACK How You Remind Me (Roadrunner/IDJMG)	925	-36	89621	28	41/0
4	3	DEFAULT Wasting My Time (TVT)	906	+52	75812	21	41/0
3	4	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	879	+20	76632	14	41/1
5	5	OZZY OSBOURNE Dreamer (Epic)	705	-27	54896	10	43/0
6	6	NICKELBACK Too Bad (Roadrunner/IDJMG)	694	+49	57753	10	41/1
8	7	LINKIN PARK In The End (Warner Bros.)	570	+1	48757	18	25/0
7	8	P.O.D. Alive (Atlantic)	563	-20	47295	25	28/0
10	9	STAIN D For You (Flip/Elektra/EEG)	536	+25	42276	6	36/1
16	10	COURSE OF NATURE Caught In The Sun (Lava/Atlantic)	493	+78	35883	5	36/2
9	11	PUDDLE OF MUDD Control (Flawless/Geffen/Interscope)	483	-66	45146	31	33/0
11	12	INCUBUS I Wish You Were Here (Immortal/Epic)	451	-39	33361	24	30/0
15	13	STAIN D It's Been Awhile (Flip/Elektra/EEG)	444	+16	42653	44	39/0
14	14	OFFSPRING Defy You (Columbia)	432	-4	36491	10	31/0
13	15	TANTRIC Mourning (Maverick/WB)	426	-33	33210	15	27/0
22	16	CREED Bullets (Wind-up)	384	+95	26370	2	35/2
17	17	INCUBUS Nice To Know You (Immortal/Epic)	345	-1	24724	6	33/1
18	18	FOO FIGHTERS The One (Columbia)	325	+1	26952	5	28/0
24	19	KID ROCK Lonely Road Of Faith (Top Dog/Lava/Atlantic)	315	+36	20978	3	25/2
20	20	HOOBASTANK Crawling In The Dark (Island/IDJMG)	288	-5	19467	14	23/1
26	21	P.O.D. Youth Of The Nation (Atlantic)	276	+35	16030	4	21/0
23	22	NEIL YOUNG Let's Roll (Reprise)	276	-10	25213	5	20/1
19	23	LENNY KRAVITZ Dig In (Virgin)	246	-67	22953	19	20/0
28	24	ROB ZOMBIE Never Gonna Stop (Geffen/Interscope)	231	+50	15567	2	21/1
25	25	TOOL Lateralus (Volcano)	225	-35	17980	12	23/0
Debut	26	GODSMACK I Stand Alone (Republic/Universal)	176	+176	11861	1	31/31
Debut	27	INJECTED Faithless (Island/IDJMG)	169	+13	12093	1	22/1
27	28	MICK JAGGER God Gave Me Everything (Virgin)	166	-55	17237	15	14/0
Debut	29	FU MANCHU Squash That Fly (Mammoth)	160	+39	14679	1	21/2
30	30	SEVENDUST Praise (TVT)	148	-11	8469	15	15/0

45 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 1/27/02-2/2/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## New & Active

**HEDDER** Save Your Face (Gold Circle)  
Total Plays: 137, Total Stations: 19, Adds: 0

**HEADSTRONG** Adriana (RCA)  
Total Plays: 123, Total Stations: 20, Adds: 1

**ADEMA** The Way You Like It (Arista)  
Total Plays: 98, Total Stations: 10, Adds: 1

**COL. PARKER** All The King's Horses (V2)  
Total Plays: 94, Total Stations: 12, Adds: 0

**NORTH MISSISSIPPI ALLSTARS** Sugartown (Tone-Cool)  
Total Plays: 90, Total Stations: 14, Adds: 0

**SYSTEM OF A DOWN** Toxicity (American/Columbia)  
Total Plays: 81, Total Stations: 9, Adds: 1

**SALIVA** After Me (Island/IDJMG)  
Total Plays: 78, Total Stations: 9, Adds: 0

**SOIL** Unreal (J)  
Total Plays: 77, Total Stations: 9, Adds: 0

**GOV'T MULE** Life On The Outside (ATO/RCA)  
Total Plays: 65, Total Stations: 6, Adds: 0

**GRAVITY KILLS** One Thing (Sanctuary/SRG)  
Total Plays: 62, Total Stations: 17, Adds: 3

Songs ranked by total plays

## Most Added

www.radds.com

ARTIST TITLE LABEL(S)	ADDS
GODSMACK I Stand Alone (Republic/Universal)	31
STATIC-X Cold (Warner Bros.)	8
LENNY KRAVITZ Stillness Of Heart (Virgin)	4
DAVID DRAIMAN Forsaken (Reprise)	4
GRAVITY KILLS One Thing (Sanctuary/SRG)	3
COURSE OF NATURE Caught In The Sun (Lava/Atlantic)	2
CREED Bullets (Wind-up)	2
KID ROCK Lonely Road Of Faith (Top Dog/Lava/Atlantic)	2
FU MANCHU Squash That Fly (Mammoth)	2
DROWNING POOL Tear Away (Wind-up)	2
PETE YORN Strange Condition (Columbia)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GODSMACK I Stand Alone (Republic/Universal)	+176
CREED Bullets (Wind-up)	+95
COURSE OF NATURE Caught In The Sun (Lava/Atlantic)	+78
LENNY KRAVITZ Stillness Of Heart (Virgin)	+58
GRAVITY KILLS One Thing (Sanctuary/SRG)	+57
DEFAULT Wasting My Time (TVT)	+52
ROB ZOMBIE Never Gonna Stop (Geffen/Interscope)	+50
NICKELBACK Too Bad (Roadrunner/IDJMG)	+49
FU MANCHU Squash That Fly (Mammoth)	+39
CREED Higher (Wind-up)	+37

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
STAIN D Fade (Flip/Elektra/EEG)	410
OZZY OSBOURNE Gets Me Through (Epic)	294
DISTURBED Down With The Sick (Giant/Reprise)	292
FUEL Hemorrhage (In My Hands) (Epic)	291
GODSMACK Awake (Republic/Universal)	288
TOOL Schism (Volcano)	265
3 DOORS DOWN Kryptonite (Republic/Universal)	240
3 DOORS DOWN Loser (Republic/Universal)	239
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	210
METALLICA I Disappear (Hollywood)	205
STAIN D Outside (Flip/Elektra/EEG)	203
GODSMACK Greed (Republic/Universal)	199
LIFEHOUSE Hanging By A Moment (DreamWorks)	198
LINKIN PARK Crawling (Warner Bros.)	176
TANTRIC Astounded (Maverick/WB)	176
PRIMUS W/OZZY N.I.B. (Divine/Priority)	154
SALIVA Your Disease (Island/IDJMG)	152
INCUBUS Drive (Immortal/Epic)	150
LINKIN PARK One Step Closer (Warner Bros.)	150



The most comprehensive and up-to-the-minute coverage of radio business news...at a special VIP package rate!

# R&R's Industry VIP Package



- R&R: The Industry's Newspaper
- R&R Today: The Industry's Leading Daily Fax
- R&R's Today's News
- The R&R Directory
- E-mail updates of breaking stories
- The most comprehensive resource guide available

SAVE OVER 30%! R&R'S INDUSTRY VIP PACKAGE IS \$41900 (Regular rate \$601.50)

U. S. Only e-mail R&R at: [moreinfo@rronline.com](mailto:moreinfo@rronline.com) Call R&R at: 310-788-1625 FAX Credit Card Payments To: 310-203-8727 Subscribe online: [www.rronline.com](http://www.rronline.com)

## Reporters

<p><b>WONE/Akron, OH *</b> PD: T.K. O'Grady APD: Tim Daugherty 10 GODSMACK "Alone"</p>	<p><b>WKGB/Binghamton, NY</b> PD: Jim Free MD: Tim Boland 8 GODSMACK "Alone" SOIL "Unreal" DROWNING POOL "Tear"</p>	<p><b>WVRK/Columbus, GA</b> OM: Brian Waters GODSMACK "Alone"</p>	<p><b>WRKR/Kalamazoo, MI</b> PD: Mike McKelly APD/MD: Jay Deacon GODSMACK "Alone"</p>	<p><b>WPLR/New Haven, CT *</b> PD: John Griffin MD: Pam Landry LENNY KRAVITZ "Heart"</p>	<p><b>WHEB/Portsmouth, NH *</b> PD/MD: Alex James 10 GODSMACK "Alone" 1 JEREMIAH FREED "Again"</p>	<p><b>KBER/Salt Lake City, UT *</b> OM: Bruce Jones PD: Kelly Hammer APD/MD: Helen Powers 1 SYSTEM OF A DOWN "Toxicity" COURSE OF NATURE "Sun" GODSMACK "Alone" HEADSTRONG "Adriana"</p>	<p><b>WIOT/Toledo, OH *</b> PD/MD: Don Davis No Adds</p>
<p><b>WPYX/Albany, NY *</b> OM/Stn Mgr: John Cooper APD/MD: Terry O'Donnell No Adds</p>	<p><b>WBUF/Bufalo, NY *</b> PD: John Paul CREED "Bullets" FU MANCHU "Squash"</p>	<p><b>KNCN/Corpus Christi, TX *</b> PD: Paula Newell MD: Monte Montana 2 ADEMA "Like" GODSMACK "Alone" STATIC-X "Cold"</p>	<p><b>KOMP/Las Vegas, NV *</b> PD: John Griffin MD: Big Marty 22 NICKELBACK "Too" 15 GODSMACK "Alone"</p>	<p><b>KFZX/Odessa-Midland, TX</b> PD/MD: Steve Driscoll GODSMACK "Alone" OUTERSTAR "Round" CUTTING EDGE "Time"</p>	<p><b>WHJY/Providence, RI *</b> PD: Joe Bevilacqua APD: Doug Palmieri MD: John Laurenti No Adds</p>	<p><b>KSJO/San Francisco, CA *</b> OM: Gary Schoenwetter MD: Zakk Tyler 1 GODSMACK "Alone"</p>	<p><b>WKLT/Traverse City, MI</b> PD/MD: Terril Ray GODSMACK "Alone" NO. MISSISSIPPI "SugarTown" HEADSTRONG "Adriana" CUTTING EDGE "Time"</p>
<p><b>KZRR/Albuquerque, NM *</b> Dir/Prog: Bill May PD: Phil Mahoney MD: Rob Brothers GODSMACK "Alone"</p>	<p><b>WRQK/Canton, OH *</b> PD/MD: Todd Downerd 13 GODSMACK "Alone" 2 DROWNING POOL "Tear" 1 STATIC-X "Cold"</p>	<p><b>WTUE/Dayton, OH *</b> PD: Tony Tilford APD/MD: John Beaulieu 2 GODSMACK "Alone"</p>	<p><b>WTFX/Louisville, KY *</b> OM: Michael Lee Interim MD: Frank Webb 10 GODSMACK "Alone" FU MANCHU "Squash" MESH-STL "Believe" STATIC-X "Cold"</p>	<p><b>KATT/Oklahoma City, OK *</b> OM: Chris Baker MD: Jake Daniels 3 GODSMACK "Alone"</p>	<p><b>WBBB/Raleigh-Durham, NC *</b> OM: Andy Meyer 11 CREED "Bullets" 10 KID ROCK "Faith"</p>	<p><b>KZQZ/San Luis Obispo, CA</b> PD: Donna James 10 CREED "Bullets" 10 GODSMACK "Alone" 10 GRAVITY KILLS "Thing" 10 SUPERCELL "Unfold"</p>	<p><b>KLPX/Tucson, AZ *</b> PD/MD: Jonas Hunter COURSE OF NATURE "Sun" INCURUS "Nice" NEIL YOUNG "Roll"</p>
<p><b>KZMZ/Alexandria, LA</b> PD: Terry Manning MD: Pat Cloud TABITHA'S SECRET "Unkind" LINKIN PARK "End"</p>	<p><b>WPXC/Cape Cod, MA</b> OM: Steve McVie PD: Suzanne Tonaire 4 GODSMACK "Alone"</p>	<p><b>KLAD/El Paso, TX *</b> PD: Magic Mike Ramsey APD/MD: Glenn Garza DROWNING POOL "Tear" GODSMACK "Alone" TRAIN "She's"</p>	<p><b>WQBZ/Macon, GA</b> PD: Chris Ryder MD: Sarina Scott ROB ZOMBIE "Never" GRAVITY KILLS "Thing"</p>	<p><b>KEZO/Omaha, NE *</b> PD/MD: Bruce Patrick No Adds</p>	<p><b>WRXL/Richmond, VA *</b> PD: John Lassman MD: Casey Krukowski 3 GODSMACK "Alone"</p>	<p><b>KXFX/Santa Rosa, CA *</b> PD: Don Harrison MD: Howard Freete 5 GRAVITY KILLS "Thing" 3 GODSMACK "Alone" DOPE "Away"</p>	<p><b>KMOO/Tulsa, OK *</b> PD/MD: Rob Hurt GODSMACK "Alone"</p>
<p><b>WZZO/Allentown, PA *</b> PD: Robin Lee MD: Keith Moyer 2 HOOBASTANK "Crawling" 1 FAMILIAR 48 "Question" GODSMACK "Alone"</p>	<p><b>WYBB/Charleston, SC *</b> PD/MD: Mike Allen DAVID DRAIMAN "Forsaken" GODSMACK "Alone" STAINED "For" PETE YORN "Strange"</p>	<p><b>WPHD/Elmira-Corning, NY</b> GM: George Harris MD: Jay Wuif OUTERSTAR "Round" TABITHA'S SECRET "Unkind"</p>	<p><b>KFRQ/McAllen, TX *</b> PD: Alex Duran MD: Keith West 2 LENNY KRAVITZ "Heart" DAVID DRAIMAN "Forsaken" GODSMACK "Alone" STATIC-X "Cold"</p>	<p><b>KCLB/Palm Springs, CA</b> PD/MD: Tish Lacy 5 GODSMACK "Alone" ECHOBRAIN "Colder"</p>	<p><b>KCAL/Riverside, CA *</b> PD: Steve Hoffman MD: M.J. Matthews No Adds</p>	<p><b>WROV/Roanoke-Lynchburg, VA *</b> OM: Buzz Casey MD: Heidi Krummert GODSMACK "Alone" STATIC-X "Cold"</p>	<p><b>WRQR/Wilmington, NC</b> OM: John Stevens APD/MD: Gregg Stepp No Adds</p>
<p><b>KWHL/Anchorage, AK</b> PD: Larry Snider MD: Kathy Mitchell GODSMACK "Alone"</p>	<p><b>WKLC/Charleston, WV</b> PD/MD: Mike Rappaport 8 GODSMACK "Alone" STATIC-X "Cold" DAVID DRAIMAN "Forsaken"</p>	<p><b>WXKE/Ft. Wayne, IN *</b> PD/MD: Doc West 2 GODSMACK "Alone" JOE BONAMASSA "Shape" GRAVITY KILLS "Thing"</p>	<p><b>WCLG/Morgantown, WV</b> PD: Jeff Miller MD: Dave Murdoch 10 GODSMACK "Alone" STATIC-X "Cold"</p>	<p><b>WWCT/Peoria, IL</b> PD: Jamie Markley MD: Debbie Hunter DAVID DRAIMAN "Forsaken" STATIC-X "Cold" GODSMACK "Alone"</p>	<p><b>WCMF/Rochester, NY *</b> PD: John McCrae MD: Dave Kane CRACKER "Shine" GODSMACK "Alone" JIMMY EAT WORLD "Middle" LDSTPROPHETS "Shinobi"</p>	<p><b>WNAQ/Syracuse, NY *</b> PD/MD: Bob O'Dell APD: Dave Frisina GRAVITY KILLS "Thing" STATIC-X "Cold"</p>	<p><b>WNCN/Youngstown, OH *</b> PD: Chris Patrick 4 GODSMACK "Alone"</p>
<p><b>WAPL/Appleton, WI *</b> PD: Joe Calgano APD/MD: Cramer No Adds</p>	<p><b>WWEBN/Cincinnati, OH *</b> OM: Scott Reinhart PD: Michael Walter MD: Rick "The Dude" Vaske 6 GODSMACK "Alone"</p>	<p><b>KLOL/Houston, TX *</b> OM/MD: Vince Richards MD: Steve Flax GODSMACK "Alone"</p>	<p><b>WDHA/Morristown, NJ *</b> PD/MD: Terrie Carr 3 GODSMACK "Alone" 1 PETE YORN "Strange"</p>	<p><b>WMMR/Philadelphia, PA *</b> PD: Sam Milkman APD/MD: Ken Zipeto No Adds</p>	<p><b>WXRX/Rockford, IL</b> PD/MD: Jim Stone 10 GODSMACK "Alone" GRAVITY KILLS "Thing"</p>	<p><b>WKOZ/Saginaw, MI *</b> PD: Hunter Scott APD: Sean Kelly MD: Todd Kangas 17 GODSMACK "Alone" 5 DISTURBED "Game" DAVID DRAIMAN "Forsaken"</p>	<p><b>KIOG/Beaumont, TX *</b> Dir/Prog: Debbie Wyde PD/MD: Mike Davis 6 GODSMACK "Alone"</p>
<p><b>WABW/Nassau-Suffolk, NY *</b> PD: John Olsen APD: Ralph Tortora MD: John Parise No Adds</p>	<p><b>WRTT/Huntsville, AL *</b> OM: Rob Harder PD/MD: Jimbo Wood 18 GODSMACK "Alone" DAVID DRAIMAN "Forsaken" LENNY KRAVITZ "Heart" STATIC-X "Cold"</p>	<p><b>KDKB/Phoenix, AZ *</b> PD: Joe Bonadonna MD: Dock Ellis PUDDLE OF NUDD "Blurry"</p>	<p><b>WMMR/Philadelphia, PA *</b> PD: Sam Milkman APD/MD: Ken Zipeto No Adds</p>	<p><b>WKOZ/Saginaw, MI *</b> PD: Hunter Scott APD: Sean Kelly MD: Todd Kangas 17 GODSMACK "Alone" 5 DISTURBED "Game" DAVID DRAIMAN "Forsaken"</p>	<p><b>*Monitored Reporters</b> 65 Total Reporters 45 Total Monitored 20 Total Indicator</p>		

### Dose Your Sales....

Continued from Page 80

you're dealing with an 18-34 male station — it's the worst-sampling age cell there is. Half a dozen people respond to the books, so they weight it to make it equal to the rest of the population. They can affect the selling ability of a radio station for three months.

"So you better be in there telling people that our listeners have dollars in their pocket and are going to invest a lot of money over the next year. They're forming brand loyalties; they're making brand decisions.

"People under the age of 30 are making the major purchasing decisions of their lives. This is when people are going to buy their first home, their first new car or first used car. This is when people are going to establish banking relationships, investment relationships, buy furniture, use credit cards and gas

cards. This is where the power is. However, radio salespeople have to believe it. If they don't believe it, the first objection they hear, they tuck their tail and go home."

#### Selling In A Down Book

Paul Jacobs, GM of Jacobs Media, is the company's sales expert. His background in radio sales provides a key balance to the programming advice his company is known for. He points out that the challenge facing Rock sales staffs isn't how to handle a bad book. "By then, it's too late," he says. "The key is to make the right moves when things are going well. It's that kind of prep that enables stations to survive the inevitable ratings downturn.

"I call it 'controlling the controllables.' Think about all the things that are out of a station's control: Arbitron samples and diary returns — a continuing problem with males — competitive

threats — no format is as niched as Rock — news events — Sept. 11 has had a significant impact on male listening patterns — and the fact that many media buyers, often female, may not understand Rock radio."

Jacobs says the answer is to create a strategy, focus on the elements you can control, and relentlessly reinforce them every day. "We've found that the single best method to overcome a bad book is to constantly reinforce the value, not the size, of your audience," he says. "Yes, size does matter, but at the end of the day the station that has built up its value proposition in the buyer's mind will survive a bad book and maintain control over its business, instead of the other way around.

"But how can a station control its controllables if sales management doesn't know what the clients are thinking? It's always amazed us, as a programming consultancy, how one side of our business — programming — has a strategy that comes out of researching the target and effectively delivering it to them, while the other side — sales — simply goes out, hires a large number of reps and floods the market.

"In other words, there is no strategy, and these are the stations that get most punished when they have a bad book, because they've relegated the value of their product to a commodity.

"Because sales is so perception-based, smart operators are investing in research to learn more about their own

station and salespeople. If stations aren't aware of how they're thought of by advertisers, they cannot take control of the selling process.

"Just as it works for programming, research can uncover perceptions about the station, the competition and the overall selling effort. It only makes sense, given the pressure that sales organizations are under, that we move away from gut-based selling toward a more strategic orientation."



Paul Jacobs

#### Tips And Tricks

Jacobs offers some tips for how to accomplish this. "There are a variety of ways to go, from a full-blown advertiser perceptual study to Web-based research and even advertiser focus groups. We've created these products and expect that, as business tightens and stations are fighting over available dollars, smart operators will realize that the station with the better strategy will have a distinct advantage, regardless of ratings."

Additionally, Jacobs outlines some other tactics to consider to help you survive rating wobbles and maintain a high power ratio:

• Utilize articles and other nonstation research to change perceptions.

Our clients will tell you that we clog their e-mail boxes with articles from a variety of publications so they can propagandize their clients and chip away at their negative perceptions. A key selling point about your audience or a client's product is more believable if it appears in the *Wall Street Journal*, *Advertising Age*, or the *New York Times*.

• Market your success. It's no secret that success begets success. If advertisers see other businesses succeeding by advertising on your station, they will follow with dollars in hand. But don't rely on one-dimensional success letters probably written by your AE. Create a sales video where clients are actually talking about their success. This is an emotional business, and a video is multidimensional. Turn your successful clients into evangelists and let them help spread your story.

• Create a sales website. This is an area of amazing unrealized potential for sales organizations. Everything about your station should be available on a site that's separate from your listener site, including your story on PowerPoint; your ratings history and analyses; your success video, accessible via streaming; and photos of successful sales promotions, events and NTR successes.

"If a station is in a panic about what to do with a bad book, it's too late," Jacobs says. "Focus and strategy are imperative to insulate stations from the elements that are out of their control. This is what separates the winners from the losers when the ratings go soft."

**"Create a strategy, focus on the elements you can control, and relentlessly reinforce them every day.**

**We've found that the single best method to overcome a bad book is to constantly reinforce the value, not the size, of your audience.**

Paul Jacobs

# Rock Playlists

**MARKET #4**  
**KSJO/San Francisco**  
Clear Channel  
(408) 453-5400  
Schoenwetter/Tyler  
12+ Cume 473,500



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
20	39	NICKELBACK/How You Remind Me	9711
36	39	LINXIN PARK/In The End	9711
25	34	TOOL/Schism	8466
39	22	P.O.D./Alive	5478
15	22	GODSMACK/Awake	5478
15	22	GODSMACK/Whatever	5478
19	21	PUDDLE OF MUDD/Blurry	5229
13	18	TOOL/Lateralus	4482
19	18	DROWNING POOL/Bodies	4482
16	18	NICKELBACK/Too Bad	3984
20	13	DISTURBED/Down With...	3237
10	12	OZZY OSBOURNE/Dreamer	2988
1	12	OZZY OSBOURNE/Get Me Through	2988
23	10	CREED/My Sacrifice	2490
9	10	SYSTEM OF A DOWN/Chop Suey	2490
19	10	STAIN'D/For You	2490
8	9	DEFAULT/Wasting My Time	2241
8	9	HOBBASTANK/Crawling In The Dark	1992
11	8	ADM/Giving In	1992
4	7	INCUBUS/Nice To Know You	1743
6	5	FOO FIGHTERS/The One	1245
6	5	GODSMACK/Greed	1245
4	5	DISTURBED/The Game	996
3	3	GODSMACK/Keep Away	747
3	3	STAIN'D/Outside	747
3	3	3 DOORS DOWN/Kryptonite	747
3	3	STAIN'D/Bullets	747
3	3	STAIN'D/It's Been Awhile	747
2	3	ILL NINO/What Comes Around	747
3	3	LINXIN PARK/Crawling	747

**MARKET #6**  
**WMMR/Philadelphia**  
Greater Media  
(713) 771-0933  
Mikman/Zepeto  
12+ Cume 661,700



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
36	34	CR1E D/My Sacrifice	9894
38	31	PUDDLE OF MUDD/Blurry	9021
13	29	OZZY OSBOURNE/Get Me Through	8439
32	26	BUSH/Headful Of Ghosts	7566
17	21	DEFAULT/Wasting My Time	6111
19	19	OFFSPRING/Dely You	5229
13	17	STAIN'D/For You	4947
15	15	EDDIE VEDDER/You've Got To...	4656
15	15	NICKELBACK/Too Bad	4365
17	14	COURSE OF NATURE/Caught In The Sun	4074
13	13	FOO FIGHTERS/The One	3783
10	12	3 DOORS DOWN/Duck And Run	3492
14	12	GODSMACK/Awake	3492
13	12	JOEY RAMONE/What A Wonderful...	3492
15	11	STAIN'D/It's Been Awhile	3201
13	11	GODSMACK/Keep Away	3201
11	10	FU MANCHU/Squash That Fly	2910
22	10	NICKELBACK/How You Remind Me	2910
11	9	METALLICA/No Leaf Clover	2619
10	9	METALLICA/Disappear	2619
10	8	TANTRIC/Mourning	2328
8	8	FUEL/Hemorrhage	2328
14	8	INCUBUS/Nice To Know You	2328
14	8	PUDDLE OF MUDD/Control	2328
6	8	FOO FIGHTERS/Learn To Fly	2328
4	7	BUSH/The Chemicals...	2037
6	6	JIMMY PAGE/BLACK...What Is & What...	1746
6	6	STAIN'D/Outside	1746
31	6	OZZY OSBOURNE/Dreamer	1746
6	6	CREED/With Arms Wide Open	1746

**MARKET #9**  
**KL0L/Houston-Galveston**  
Clear Channel  
(610) 830-9000  
Richards/Fox  
12+ Cume 348,000



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
32	29	CREED/My Sacrifice	5684
28	27	GODSMACK/Awake	5292
30	26	STAIN'D/Outside	5096
26	26	NICKELBACK/How You Remind Me	5096
33	25	PUDDLE OF MUDD/Control	4900
17	17	DEFAULT/Wasting My Time	3332
10	15	PUDDLE OF MUDD/Blurry	2940
16	15	OFFSPRING/Dely You	2940
18	14	KID ROCK/Lonely Road Of Faith	2744
11	13	FU MANCHU/Squash That Fly	2548
15	13	OZZY OSBOURNE/Dreamer	2548
11	13	NICKELBACK/Too Bad	2548
11	12	STAIN'D/Fade	2352
12	12	CREED/Bullets	2352
13	12	LINXIN PARK/In The End	2352
8	9	P.O.D./Alive	1764
8	9	STAIN'D/For You	1764
12	9	BUCKHERRY/L.A. U.S.A.	1764
11	8	PRIMUM W/OZZY/N.I.B.	1568
6	8	FUEL/Hemorrhage	1568
7	7	TOOL/Schism	1372
7	7	METALLICA/Disappear	1372
7	7	COURSE OF NATURE/Caught In The Sun	1372
10	7	3 DOORS DOWN/Loser	1372
7	7	FOO FIGHTERS/Learn To Fly	1372
9	7	U.P.O./Godless	1372
9	7	METALLICA/No Leaf Clover	1372
4	6	NICKELBACK/Leader Of Men	1176
10	6	GODSMACK/Greed	1176
7	5	CREED/Are You Ready	980

**MARKET #15**  
**KDKB/Phoenix**  
Sandusky  
(480) 897-9300  
Bonaonna/Elis  
12+ Cume 212,300



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
18	21	CREED/My Sacrifice	2205
19	19	LENNY KRAVITZ/Dig In	1995
19	19	NICKELBACK/How You Remind Me	1995
20	17	DEFAULT/Wasting My Time	1785
10	10	OZZY OSBOURNE/Dreamer	1050
11	10	MICK JAGGER/God Gave Me...	1050
6	9	FOO FIGHTERS/The One	945
6	9	HEDDER/Save Your Face	945
10	9	NEIL YOUNG/Let's Roll	945
8	8	FUEL/Hemorrhage	840
8	8	AEROSMITH/Sunshine	840
4	7	MATCHBOX TWENTY/Bent	735
4	7	NO MISSISSIPPI...Sugartown	735
5	7	TRAIN/Drops Of Jupiter	735
5	7	3 DOORS DOWN/Kryptonite	735
7	6	CREED/With Arms Wide Open	735
6	6	U2/Beautiful Day	630
11	6	CREED/Riders On The Storm	630
5	6	BON JOVI/It's My Life	630
10	6	AEROSMITH/Jaded	630
5	5	SAMMY HAGAR/I Can't Drive 65	525
5	5	CREED/Higher	525
5	5	TRAIN/Meet Virginia	525
3	4	RED HOT CHILI...California	420
3	4	RED HOT CHILI...Otherside	420
3	4	CREED/Of NATURE/Caught In The Sun	420
3	3	SANTANA F/ROB THOMAS/Smooth	315
4	3	3 DOORS DOWN/Loser	315
4	3	FOO FIGHTERS/Learn To Fly	315

**MARKET #18**  
**WBAB/Nassau-Suffolk**  
Cox  
(631) 587-1023  
Oliver/Torota-Parish  
12+ Cume 595,300



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
31	32	NICKELBACK/How You Remind Me	9408
20	31	STAIN'D/It's Been Awhile	9114
30	31	CREED/My Sacrifice	9114
29	31	STAIN'D/Outside	9114
32	30	AEROSMITH/Just Push Play	8820
18	22	LENNY KRAVITZ/Dig In	6468
19	18	DEFAULT/Wasting My Time	5292
16	18	OZZY OSBOURNE/Dreamer	4704
18	15	NEIL YOUNG/Let's Roll	4410
11	13	3 DOORS DOWN/Loser	3822
12	13	SANTANA F/EVERLAST/Put Your Lights On	3822
11	13	AC/DC/Satellite Blues	3822
10	12	PUDDLE OF MUDD/Blurry	3528
13	12	FUEL/Hemorrhage	3528
7	11	STONE TEMPLE PILOTS/Revolution	3234
10	11	TRAIN/She's On Fire	3234
21	10	MICK JAGGER/God Gave Me...	2940
13	10	TANTRIC/Mourning	2940
11	10	PRIMUM W/OZZY/N.I.B.	2940
9	10	METALLICA/Disappear	2940
13	10	U2/Beautiful Day	2940
12	10	TRAIN/Drops Of Jupiter	2940
12	10	JOHN MELLENCAMP/Peaceful World	2940
10	9	AEROSMITH/Jaded	2646
2	5	RED HOT CHILI...California	1470
5	5	CREED/With Arms Wide Open	1470
8	5	CREED/Of NATURE/Caught In The Sun	1470
4	4	RED HOT CHILI...Scar Tissue	1176
4	4	CREED/Are You Ready	1176
4	4	3 DOORS DOWN/Kryptonite	1176

**MARKET #25**  
**WMMS/Cleveland**  
Clear Channel  
(216) 520-2600  
Trapp/Pennington  
12+ Cume 339,700



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
36	36	P.O.D./Alive	7164
34	34	NICKELBACK/How You Remind Me	6766
31	34	PUDDLE OF MUDD/Control	6766
33	33	LINXIN PARK/In The End	6567
17	21	DEFAULT/Wasting My Time	4179
20	20	PUDDLE OF MUDD/Blurry	3980
16	18	FUEL/Hemorrhage	3582
15	18	STAIN'D/It's Been Awhile	3582
13	17	TANTRIC/Astounded	3383
4	17	3 DOORS DOWN/Kryptonite	3383
15	17	STAIN'D/Outside	3383
7	16	A PERFECT CIRCLE/Judith	3184
16	16	SALIVA/Click Click Boom	3184
12	16	NICKELBACK/Too Bad	3184
14	15	LINXIN PARK/Crawling	2985
8	15	METALLICA/Disappear	2985
12	15	GODSMACK/Whatever	2985
13	15	CREED/Are You Ready	2985
19	15	GODSMACK/Awake	2985
11	14	ADENA/Giving In	2786
12	13	GODSMACK/Voodoo	2587
17	13	GODSMACK/Greed	2587
11	13	LINXIN PARK/One Step Closer	2587
13	13	STAIN'D/For You	2587
14	13	PRIMUM W/OZZY/N.I.B.	2587
12	12	OZZY OSBOURNE/Dreamer	2388
16	11	HOBBASTANK/Crawling In The Dark	2189
15	11	OFFSPRING/Dely You	2189
7	10	DISTURBED/Down With...	1990
1	10	SOIL/Unreal	1990

**MARKET #26**  
**WEBN/Cincinnati**  
Clear Channel  
(513) 621-9326  
Waite/Naske  
12+ Cume 264,400



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
27	31	DISTURBED/Down With...	5363
30	30	TANTRIC/Astounded	5190
30	28	NICKELBACK/How You Remind Me	4844
21	26	LINXIN PARK/In The End	4498
23	25	STAIN'D/Fade	4325
21	21	P.O.D./Alive	3633
21	21	NICKELBACK/Too Bad	3633
16	19	LINXIN PARK/Crawling	3287
19	19	DEFAULT/Wasting My Time	3287
22	18	GODSMACK/Bad Magick	3114
31	18	LINXIN PARK/One Step Closer	3114
16	17	PUDDLE OF MUDD/Blurry	2941
16	16	INCUBUS/I Wish You Were Here	2768
16	15	CREED/My Sacrifice	2595
14	15	OFFSPRING/Dely You	2595
14	15	STAIN'D/For You	2595
14	14	FUEL/Last Time	2422
15	14	ROB ZOMBIE/Never Gonna Stop	2422
8	12	3 DOORS DOWN/Loser	2076
7	12	DROWNING POOL/Tear Away	2076
15	12	DISTURBED/Voices	2076
9	11	SOIL/Unreal	1903
11	10	TOOL/Lateralus	1730
9	10	ALLEN AMT I/ARM/Movies	1730
9	9	TOOL/Schism	1557
10	8	3 DOORS DOWN/Life Of My Own	1384
10	8	SYSTEM OF A DOWN/Toxicity	1384
5	7	INCUBUS/Nice To Know You	1211
9	6	3 DOORS DOWN/Be Like That	1038
7	6	STATIC-X/Cold	1038

**MARKET #28**  
**KCAL/Riverside**  
Anaheim  
(909) 793-3554  
Hoffman/Mathews  
12+ Cume 134,200



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
45	45	DROWNING POOL/Bodies	3420
43	43	DISTURBED/Down With...	3268
44	42	CREED/My Sacrifice	3192
41	42	NICKELBACK/How You Remind Me	3192
30	41	P.O.D./Alive	3116
40	41	LINXIN PARK/In The End	3116
10	37	OFFSPRING/Dely You	2812
24	21	ROB ZOMBIE/Never Gonna Stop	1596
21	21	PUDDLE OF MUDD/Control	1596
17	20	TOOL/Schism	1520
22	19	SYSTEM OF A DOWN/Chop Suey	1444
20	18	GODSMACK/Greed	1368
18	16	NICKELBACK/Too Bad	1216
17	16	3 DOORS DOWN/Loser	1216
17	15	GODSMACK/Awake	1140
14	15	RED HOT CHILI...Scar Tissue	1140
15	15	PUDDLE OF MUDD/Blurry	1140
15	15	REI/HOT CHILI...California	1140
12	14	PAWS ROAD/Last Resort	1064
10	14	LEWIS W/DURST/Outside	1064
16	14	3 DOORS DOWN/Kryptonite	1064
13	14	RED HOT CHILI...Otherside	1064
16	14	METALLICA/Disappear	1064
12	13	LIMP BIZKIT/Break Stuff	988
15	12	OFFSPRING/O'iginal Prankster	912
12	12	STAIN'D/For You	912
12	11	CREED/Are You Ready	836
12	11	DISTURBED/Voices	836
10	10	FOO FIGHTERS/The One	760

**MARKET #34**  
**KBER/Salt Lake City**  
Citadel  
(801) 485-6700  
Hammer/Powers  
12+ Cume 122,100



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
27	27	CREED/My Sacrifice	1512
27	27	PUDDLE OF MUDD/Blurry	1512
26	24	OZZY OSBOURNE/Dreamer	1344
16	17	HOBBASTANK/Crawling In The Dark	952
17	17	OFFSPRING/Dely You	952
15	17	NICKELBACK/Too Bad	952
19	15	DEFAULT/Wasting My Time	840
16	15	INJECTED/Faithless	840
12	14	FOO FIGHTERS/The One	784
16	14	STAIN'D/For You	784
11	14	CREED/Bullets	784
12	13	NICKELBACK/How You Remind Me	728
11	12	INCUBUS/I Wish You Were Here	672
10	12	FUEL/Hemorrhage	672
12	12	SEVENDUST/Praise	672
12	12	STAIN'D/It's Been Awhile	672
12	12	METALLICA/Disappear	672
10	12	3 DOORS DOWN/Duck And Run	672
11	11	ROB ZOMBIE/Never Gonna Stop	616
8	11	PUDDLE OF MUDD/Control	616
12	10	P.O.D./Youth Of The Nation	616
10	11	TOOL/Lateralus	604
11	9	A PERFECT CIRCLE/Judith	504
9	11	TANTRIC/Breakdown	504
7	8	OZZY OSBOURNE/Get Me Through	448
14	8	INCUBUS/Nice To Know You	448
5	7	INCUBUS/If I Had Me	392
9	6	METALLICA/No Leaf Clover	336
3	5	LIT/My Own Worst Enemy	280

**MARKET #35**  
**WHJY/Providence**  
Clear Channel  
(401) 228-0032  
Bevilacqua/Palmieri/Laurenti  
12+ Cume 270,900



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
27	31	PUDDLE OF MUDD/Control	4774
30	30	NICKELBACK/How You Remind Me	4620
27	30	OZZY OSBOURNE/Get Me Through	4312
28	28	CREED/My Sacrifice	4312
24	27	STAIN'D/Fade</	

# R&R Active Rock Top 50

Powered By



February 8, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	<b>PUDDLE OF MUDD</b> <i>Blurry (Flawless/Geffen/Interscope)</i>	1709	+46	160627	16	54/0
1	2	<b>LINKIN PARK</b> <i>In The End (Warner Bros.)</i>	1680	-32	163009	22	53/0
3	3	<b>DEFAULT</b> <i>Wasting My Time (TVT)</i>	1330	+89	113222	21	46/1
5	4	<b>NICKELBACK</b> <i>Too Bad (Roadrunner/IDJMG)</i>	1294	+72	119923	10	54/0
6	5	<b>STAIND</b> <i>For You (Flip/Elektra/EEG)</i>	1260	+52	118311	7	54/0
7	6	<b>P.O.D.</b> <i>Youth Of The Nation (Atlantic)</i>	1208	+72	100286	8	52/0
8	7	<b>HOOBASTANK</b> <i>Crawling In The Dark (Island/IDJMG)</i>	1097	+24	98259	15	54/1
9	8	<b>OFFSPRING</b> <i>Defy You (Columbia)</i>	1049	-8	94443	10	54/0
4	9	<b>CREED</b> <i>My Sacrifice (Wind-up)</i>	1036	-196	79843	15	49/0
11	10	<b>P.O.D.</b> <i>Alive (Atlantic)</i>	944	-71	97678	26	49/0
10	11	<b>SYSTEM OF A DOWN</b> <i>Chop Suey (American/Columbia)</i>	941	-100	85115	28	49/0
12	12	<b>TOOL</b> <i>Lateralus (Volcano)</i>	932	-53	91496	14	53/0
14	13	<b>INCUBUS</b> <i>Nice To Know You (Immortal/Epic)</i>	918	+7	76317	7	51/1
20	14	<b>CREED</b> <i>Bullets (Wind-up)</i>	801	+201	70921	5	51/0
16	15	<b>ROB ZOMBIE</b> <i>Never Gonna Stop (Geffen/Interscope)</i>	792	+63	76974	5	48/0
13	16	<b>NICKELBACK</b> <i>How You Remind Me (Roadrunner/IDJMG)</i>	780	-180	63702	28	52/0
15	17	<b>DISTURBED</b> <i>Down With The Sickness (Giant/Reprise)</i>	778	-63	85070	35	52/0
17	18	<b>INCUBUS</b> <i>I Wish You Were Here (Immortal/Epic)</i>	705	+7	59579	24	44/0
21	19	<b>ADEMA</b> <i>The Way You Like It (Arista)</i>	615	+24	45783	10	46/2
22	20	<b>FOO FIGHTERS</b> <i>The One (Columbia)</i>	608	+19	52432	7	42/1
18	21	<b>SEVENDUST</b> <i>Praise (TVT)</i>	600	-79	62098	17	41/0
<b>Debut</b>	22	<b>GODSMACK</b> <i>I Stand Alone (Republic/Universal)</i>	583	+583	60827	1	54/54
25	23	<b>DISTURBED</b> <i>The Game (Giant/Reprise)</i>	544	+12	48874	8	28/0
24	24	<b>ILL NINO</b> <i>What Comes Around (Roadrunner/IDJMG)</i>	538	-1	46988	9	50/2
27	25	<b>SYSTEM OF A DOWN</b> <i>Toxicity (American/Columbia)</i>	535	+27	49666	5	49/3
28	26	<b>COURSE OF NATURE</b> <i>Caught In The Sun (Lava/Atlantic)</i>	533	+43	31284	6	36/2
26	27	<b>CUSTOM</b> <i>Hey Mister (Artist Direct)</i>	519	-8	44363	14	35/0
29	28	<b>SALIVA</b> <i>After Me (Island/IDJMG)</i>	511	+36	36628	6	41/0
23	29	<b>OZZY OSBOURNE</b> <i>Dreamer (Epic)</i>	493	-86	45154	10	37/0
30	30	<b>HEADSTRONG</b> <i>Adriana (RCA)</i>	454	+64	39420	4	43/1
31	31	<b>INJECTED</b> <i>Faithless (Island/IDJMG)</i>	399	+14	33834	4	43/2
32	32	<b>SOIL</b> <i>Unreal (J)</i>	392	+8	31097	4	37/1
33	33	<b>KID ROCK</b> <i>Lonely Road Of Faith (Top Dog/Lava/Atlantic)</i>	390	+45	30212	3	33/1
34	34	<b>FU MANCHU</b> <i>Squash That Fly (Mammoth)</i>	337	+11	28358	4	38/1
36	35	<b>ALIEN ANT FARM</b> <i>Movies (DreamWorks)</i>	273	-21	23870	13	18/1
41	36	<b>LOCAL H</b> <i>Half Life (Palm Pictures)</i>	249	+44	17600	3	26/1
35	37	<b>TANTRIC</b> <i>Mourning (Maverick/WB)</i>	233	-76	22662	15	19/0
44	38	<b>JIMMY EAT WORLD</b> <i>The Middle (DreamWorks)</i>	224	+33	18224	2	11/0
49	39	<b>X-ECUTIONERS</b> <i>It's Goin' Down (Loud/Columbia)</i>	221	+118	14986	2	21/3
<b>Debut</b>	40	<b>GRAVITY KILLS</b> <i>One Thing (Sanctuary/SRG)</i>	209	+149	17367	1	36/6
37	41	<b>MUSHROOMHEAD</b> <i>Solitaire/Unraveling (Universal)</i>	205	-61	21027	9	27/1
43	42	<b>HEDDER</b> <i>Save Your Face (Gold Circle)</i>	201	+8	11531	8	19/0
46	43	<b>APEX THEORY</b> <i>Shhh... (Hope Diggy) (DreamWorks)</i>	198	+32	19092	2	27/4
47	44	<b>KITTIE</b> <i>Run Like Hell (Artemis)</i>	181	+34	19147	2	19/1
40	45	<b>ROB ZOMBIE</b> <i>Feel So Numb (Geffen/Interscope)</i>	159	-49	13691	17	21/0
45	46	<b>STROKES</b> <i>Last Nite (RCA)</i>	133	-36	9963	4	7/0
<b>Debut</b>	47	<b>LOSTPROPHETS</b> <i>Shinobi Vs. Dragon Ninja (Columbia)</i>	122	+35	13309	1	10/1
38	48	<b>DROWNING POOL</b> <i>Sinner (Wind-up)</i>	120	-122	8430	13	23/0
<b>Debut</b>	49	<b>STATIC-X</b> <i>Cold (Warner Bros.)</i>	119	+76	12926	1	25/12
39	50	<b>MARILYN MANSON</b> <i>Tainted Love (Maverick/WB)</i>	117	-98	7043	12	22/0

54 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 1/27/02-2/2/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
<b>GODSMACK</b> <i>I Stand Alone (Republic/Universal)</i>	54
<b>DAVID DRAIMAN</b> <i>Forsaken (Reprise)</i>	24
<b>STATIC-X</b> <i>Cold (Warner Bros.)</i>	12
<b>GRAVITY KILLS</b> <i>One Thing (Sanctuary/SRG)</i>	6
<b>DOPE</b> <i>Slipping Away (Flip/Epic)</i>	5
<b>APEX THEORY</b> <i>Shhh... (Hope Diggy) (DreamWorks)</i>	4
<b>SYSTEM OF A DOWN</b> <i>Toxicity (American/Columbia)</i>	3
<b>X-ECUTIONERS</b> <i>It's Goin' Down (Loud/Columbia)</i>	3
<b>DROWNING POOL</b> <i>Tear Away (Wind-up)</i>	3

## Fu Manchu

### "Squash That Fly"

"When I need a thick, juicy slab of serious rock, I turn to Fu Manchu."—Pat Wilson/Weezer

**R&R Active Rock** 34 WAAF 4x a day  
**R&R Rock Debut** 29 KDGE 3x a day  
 ALL DAY PARTS mammoth

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>GODSMACK</b> <i>I Stand Alone (Republic/Universal)</i>	+583
<b>CREED</b> <i>Bullets (Wind-up)</i>	+201
<b>GRAVITY KILLS</b> <i>One Thing (Sanctuary/SRG)</i>	+149
<b>X-ECUTIONERS</b> <i>It's Goin' Down (Loud/Columbia)</i>	+118
<b>DEFAULT</b> <i>Wasting My Time (TVT)</i>	+89
<b>STATIC-X</b> <i>Cold (Warner Bros.)</i>	+76
<b>DAVID DRAIMAN</b> <i>Forsaken (Reprise)</i>	+74
<b>NICKELBACK</b> <i>Too Bad (Roadrunner/IDJMG)</i>	+72
<b>P.O.D.</b> <i>Youth Of The Nation (Atlantic)</i>	+72
<b>HEADSTRONG</b> <i>Adriana (RCA)</i>	+64

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
<b>PUDDLE OF MUDD</b> <i>Control (Flawless/Geffen/Interscope)</i>	584
<b>TOOL</b> <i>Schism (Volcano)</i>	532
<b>LINKIN PARK</b> <i>Crawling (Warner Bros.)</i>	477
<b>STAIND</b> <i>Fade (Flip/Elektra/EEG)</i>	452
<b>DROWNING POOL</b> <i>Bodies (Wind-up)</i>	447
<b>LINKIN PARK</b> <i>One Step Closer (Warner Bros.)</i>	442
<b>SALIVA</b> <i>Your Disease (Island/IDJMG)</i>	434
<b>GODSMACK</b> <i>Awake (Republic/Universal)</i>	375
<b>PAPA ROACH</b> <i>Last Resort (DreamWorks)</i>	373
<b>GODSMACK</b> <i>Greed (Republic/Universal)</i>	349
<b>DISTURBED</b> <i>Stupify (Giant/Reprise)</i>	322
<b>STAIND</b> <i>It's Been Awhile (Flip/Elektra/EEG)</i>	322
<b>FUEL</b> <i>Hemorrhage (In My Hands) (Epic)</i>	319
<b>DISTURBED</b> <i>Voices (Giant/Reprise)</i>	314
<b>LIMP BIZKIT</b> <i>My Way (Flip/Interscope)</i>	273
<b>ADEMA</b> <i>Giving In (Arista)</i>	268
<b>A PERFECT CIRCLE</b> <i>Judith (Virgin)</i>	262

Zakk Wylde's

# Black Label Society

## "BLEED FOR ME"

from the album "1919 ★ ETERNAL"

In stores 3/5/02

For further info contact: Rob Gill 212-354-1101 ext. 313 • RGill@spitfirerecords.com

## IMPACTING NOW!

Early Adds at:  
 WLZR KWHL WLLI



www.ZakkWylde.com www.SpitfireRecords.com

**RateTheMusic.com**  
BY MEDIABASE™

**America's Best Testing Active Rock Songs 12+  
For The Week Ending 2/8/02.**

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
<b>DISTURBED</b> The Game (Giant/Reprise)	4.22	4.17	70%	10%	4.22	76%	13%
<b>SEVENDUST</b> Praise (TVT)	4.14	4.15	82%	12%	4.14	86%	12%
<b>DISTURBED</b> Down With The Sickness (Giant/Reprise)	4.12	4.08	94%	33%	4.17	95%	34%
<b>SYSTEM OF A DOWN</b> Chop Suey (American/Columbia)	4.01	4.03	94%	31%	4.06	94%	30%
<b>PUDDLE OF MUDD</b> Blurry (Flawless/Geffen/Interscope)	4.00	4.00	93%	24%	3.90	95%	29%
<b>LINKIN PARK</b> In The End (Warner Bros.)	3.98	3.95	96%	36%	3.91	96%	37%
<b>TOOL</b> Lateralus (Volcano)	3.94	3.92	86%	24%	3.92	88%	25%
<b>HOOBASTANK</b> Crawling In The Dark (Island/IDJMG)	3.93	3.93	81%	17%	3.80	83%	20%
<b>ROB ZOMBIE</b> Never Gonna Stop (The Red, Red Kroovy) (Geffen/Interscope)	3.93	3.96	73%	11%	3.86	78%	12%
<b>TOOL</b> Schism (Volcano)	3.91	3.90	92%	36%	3.97	94%	39%
<b>NICKELBACK</b> Too Bad (Roadrunner/IDJMG)	3.91	3.85	86%	16%	3.79	87%	16%
<b>OFFSPRING</b> Defy You (Columbia)	3.87	3.84	89%	16%	3.88	90%	16%
<b>NICKELBACK</b> How You Remind Me (Roadrunner/IDJMG)	3.86	3.79	98%	53%	3.81	98%	54%
<b>STAINED</b> For You (Flip/Elektra/EEG)	3.84	3.83	86%	21%	3.75	89%	24%
<b>ADEMA</b> The Way You Like It (Arista)	3.84	3.88	65%	11%	3.69	67%	13%
<b>DEFAULT</b> Wasting My Time (TVT)	3.84	3.81	85%	23%	3.68	86%	24%
<b>ILL NINO</b> What Comes Around (Roadrunner/IDJMG)	3.78	3.66	48%	7%	3.72	50%	8%
<b>P.O.D.</b> Youth Of The Nation (Atlantic)	3.75	3.77	90%	23%	3.68	90%	23%
<b>INCUBUS</b> I Wish You Were Here (Immortal/Epic)	3.74	3.68	94%	35%	3.56	94%	38%
<b>SOIL</b> Unreal (J)	3.74	3.79	47%	6%	3.71	52%	7%
<b>OZZY OSBOURNE</b> Dreamer (Epic)	3.73	3.72	85%	20%	3.68	87%	20%
<b>STAINED</b> Fade (Flip/Elektra/EEG)	3.72	3.69	94%	40%	3.67	94%	40%
<b>P.O.D.</b> Alive (Atlantic)	3.70	3.71	96%	41%	3.70	97%	41%
<b>PUDDLE OF MUDD</b> Control (Flawless/Geffen/Interscope)	3.68	3.68	94%	44%	3.61	94%	47%
<b>SALIVA</b> After Me (Island/IDJMG)	3.63	3.59	56%	12%	3.58	62%	15%
<b>FOO FIGHTERS</b> The One (Columbia)	3.63	3.59	77%	16%	3.65	78%	14%
<b>INCUBUS</b> Nice To Know You (Immortal/Epic)	3.61	3.55	81%	21%	3.45	79%	24%
<b>CREED</b> Bullets (Wind-up)	3.56	-	59%	15%	3.53	64%	17%
<b>CREED</b> My Sacrifice (Wind-up)	3.35	3.34	98%	51%	3.40	98%	51%
<b>CUSTOM</b> Hey Mister (Artist Direct)	3.10	3.18	43%	15%	2.79	45%	16%

Total sample size is 793 respondents. 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. Sample composition is based on persons 12+. TD = Target Demo (Females 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 407/523-7272. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

## New & Active

- MESH STL** Believe Me (Label/Jive)  
Total Plays: 107, Total Stations: 16, Adds: 2
- DROWNING POOL** Tear Away (Wind-up)  
Total Plays: 106, Total Stations: 11, Adds: 3
- DAVID DRAIMAN** Forsaken (Reprise)  
Total Plays: 74, Total Stations: 25, Adds: 24
- REVELLE** Inside Out (Elektra/EEG)  
Total Plays: 74, Total Stations: 7, Adds: 1
- DOPE** Slipping Away (Flip/Epic)  
Total Plays: 61, Total Stations: 10, Adds: 5

Songs ranked by total plays

## Indicator

### Most Added®

- GODSMACK** I Stand Alone (Republic/Universal)
- STATIC-X** Cold (Warner Bros.)
- DAVID DRAIMAN** Forsaken (Reprise)
- GRAVITY KILLS** One Thing (Sanctuary/SRG)
- DROWNING POOL** Tear Away (Wind-up)
- MUSHROOMHEAD** Solitaire/Unraveling (Universal)
- STAINED** For You (Flip/Elektra/EEG)
- INCUBUS** Nice To Know You (Immortal/Epic)
- SYSTEM OF A DOWN** Toxicity (American/Columbia)
- LOCAL H** Half Life (Palm Pictures)
- APEX THEORY** Shhhh... (Hope Diggy) (DreamWorks)
- X-ECUTIONERS** It's Goin' Down (Loud/Columbia)
- LENNY KRAVITZ** Stillness Of Heart (Virgin)
- SEVENDUST** Live Again (TVT)
- TABITHA'S SECRET** Unkind (Pyramid)

## Reporters

<p><b>WQBK/Albany, NY *</b> 8 GODSMACK "Alone" 3 DAVID DRAIMAN "Forsaken" STATIC-X "Cold" ZOO STORY "Star"</p> <p><b>KZRX/Amarillo, TX</b> PD/MD: Eric Slayter DROWNING POOL "Tear" GODSMACK "Alone" STATIC-X "Cold"</p> <p><b>WWWX/WXWX/Appleton-Green Bay, WI *</b> PD: Guy Dark MD: AJ 14 GODSMACK "Alone" 3 STATIC-X "Cold"</p> <p><b>WCHZ/Augusta, GA *</b> OM: Harley Drew PD/MD: Chuck Williams 11 GODSMACK "Alone" 1 GRAVITY KILLS "Thing" DAVID DRAIMAN "Forsaken"</p> <p><b>KRAB/Bakersfield, CA *</b> PD/MD: Danny Spanks 9 GODSMACK "Alone"</p> <p><b>WIYY/Baltimore, MD *</b> PD: Rick Strauss APD/MD: Rob Heckman 10 GODSMACK "Alone" COURSE OF NATURE "Sun" ROU WRESTLERS "One" HEADSTRONG "Kiss" SYSTEM OF A DOWN "Toxicity"</p> <p><b>WCPR/Biloxi-Gulfport, MS *</b> OM: Kenny Vest PD: Scott Fox APD: Wayne Watkins MD: Mitch Cry 1 GODSMACK "Alone" DOPE "Away" TABITHA'S SECRET "Unkind"</p> <p><b>WAAF/Boston, MA *</b> PD: Dave Douglas MD: Mike Brangforte 34 GODSMACK "Alone" 11 DAVID DRAIMAN "Forsaken"</p> <p><b>WRXR/Chattanooga, TN *</b> PD: Boner MD: Dave Spain 4 GODSMACK "Alone" 1 APEX THEORY "Shhh" STATIC-X "Cold"</p>	<p><b>KFMF/Chico, CA</b> PD: Marty Griffin MD: Tim Buc Moore 6 GODSMACK "Alone" MUSHROOMHEAD "Solitaire"</p> <p><b>KRQR/Chico, CA</b> PD/MD: Dain Sandoval GRAVITY KILLS "Thing" GODSMACK "Alone" STATIC-X "Cold" DAVID DRAIMAN "Forsaken"</p> <p><b>KILO/Colorado Springs, CO *</b> PD: Ross Ford APD: Matt Gentry MD: Hill Jordan 8 GODSMACK "Alone" 7 DAVID DRAIMAN "Forsaken"</p> <p><b>WBZZ/Columbus, OH *</b> PD: Hal Fish APD/MD: Ronni Hunter 4 DAVID DRAIMAN "Forsaken" 3 GODSMACK "Alone"</p> <p><b>KEGL/Dallas-Ft. Worth, TX *</b> PD: Duane Doherty APD: Chris Ryan MD: Cindy Scull 2 DROWNING POOL "Tear" 2 STATIC-X "Cold"</p> <p><b>KBPI/Denver-Boulder, CO *</b> PD: Bob Richards APD/MD: Willie B. 16 X-ECUTIONERS "Goin" 14 INCUBUS "Nice" 8 QUARISH "Shhh" 8 GODSMACK "Alone"</p> <p><b>KAZR/Des Moines, IA *</b> PD: Sean Elliott MD: Jo Michaels 20 GODSMACK "Alone" 2 DAVID DRAIMAN "Forsaken" SEVENDUST "Appl"</p> <p><b>WRIF/Detroit, MI *</b> OM: Doug Podell APD/MD: Troy Hanson 20 GODSMACK "Alone" STATIC-X "Cold"</p> <p><b>WGBF/Evansville, IN</b> OM/MD: Mike Sanders APD/MD: Fatboy GODSMACK "Alone"</p>	<p><b>WRCC/Fayetteville, NC *</b> 13 GODSMACK "Alone" 1 STATIC-X "Cold"</p> <p><b>WWBN/Flint, MI *</b> PD: Brian Beddow MD: Tony LaBrie ADEMA "Like" APEX THEORY "Shhh" GODSMACK "Alone" MUSHROOMHEAD "Solitaire"</p> <p><b>KRZR/Fresno, CA *</b> OM: E. Curtis Johnson STATIC-X "Cold"</p> <p><b>WRCC/Ft. Myers, FL *</b> PD: Kyle Brooks MD: Fritz 9 GODSMACK "Alone" 2 DROWNING POOL "Tear" 2 DAVID DRAIMAN "Forsaken"</p> <p><b>WBYY/Ft. Wayne, IN *</b> OM: Jim Fox MD: Shannon Norris 15 GODSMACK "Alone" 6 STATIC-X "Cold" 1 GRAVITY KILLS "Thing" DAVID DRAIMAN "Forsaken"</p> <p><b>WRUF/Gainesville-Ocala, FL *</b> PD: Harry Guscott MD: Ryan North 11 GODSMACK "Alone" 1 GRAVITY KILLS "Thing" DROWNING POOL "Tear"</p> <p><b>WKLQ/Grand Rapids, MI *</b> OM: Tony Gates PD/MD: Mark Feurie MD: Tom Stavrou 10 GODSMACK "Alone"</p> <p><b>WJXQ/Lansing, MI *</b> OM: Bob Olson MD: Kevin Conrad 5 GODSMACK "Alone"</p> <p><b>KIBZ/Lincoln, NE</b> PD: E.J. Marshall APD: Sparty MD: Samantha Knight 17 GODSMACK "Alone" 1 INCUBUS "Nice" 15 SEVENDUST "Appl" MUSHROOMHEAD "Solitaire"</p>	<p><b>WXQR/Greenville, NC *</b> PD: Brian Rickman APD: Wes Adams 16 GODSMACK "Alone" 1 DAVID DRAIMAN "Forsaken" ALEX AN' FARM "Movies" DOPE "Away"</p> <p><b>WTPT/Greenville, SC *</b> PD/MD: Mark Hendrix 11 GODSMACK "Alone"</p> <p><b>WQXA/Harrisburg, PA *</b> PD: Claudine DeLorenzo MD: Nixon 9 GODSMACK "Alone" DAVID DRAIMAN "Forsaken"</p> <p><b>WCCC/Hartford, CT *</b> PD: Michael Picozzi APD/MD: Mike Karolyi 10 GODSMACK "Alone" 2 DAVID DRAIMAN "Forsaken"</p> <p><b>WAMX/Huntington, WV</b> PD/MD: Paul Ostlund 11 GODSMACK "Alone" 1 DAVID DRAIMAN "Forsaken" APEX THEORY "Shhh"</p> <p><b>KQRC/Kansas City, MO *</b> PD: Neal Mirsky APD/MD: Don Jantzen 4 GODSMACK "Alone" 1 SYSTEM OF A DOWN "Toxicity" DAVID DRAIMAN "Forsaken" INJECTED "Fannies" 2 STATIC-X "Cold"</p> <p><b>KLFX/Killeen-Temple, TX</b> PD/MD: Bob Fonda GODSMACK "Alone" STATIC-X "Cold" GRAVITY KILLS "Thing"</p> <p><b>WJQQ/Milwaukee, WI *</b> OM: Chris Moreau PD/MD: Randy Hawke 10 GODSMACK "Alone" 2 REVELLE "Inside" 1 DAVID DRAIMAN "Forsaken"</p> <p><b>WLZR/Milwaukee, WI *</b> PD: Keith Hastings MD: Marilyn Nee 22 GODSMACK "Alone" 1 LOSTPROPHETS "Shirubi" BLACK LABEL SOCIETY "Breed" COURSE OF NATURE "Sun" DOPE "Away" DAVID DRAIMAN "Forsaken" SLIPKNOT "Pneum"</p> <p><b>KOXR/Minneapolis, MN *</b> OM: Dave Hamilton PD: Wade Linder MD: Pablo 3 X-ECUTIONERS "Goin" 3 GODSMACK "Alone" APEX THEORY "Shhh" KITTE "Run"</p> <p><b>KMRQ/Modesto, CA *</b> PD/MD: Jack Paper APD: Matt Foley DAVID DRAIMAN "Forsaken" GODSMACK "Alone"</p>	<p><b>KFMX/Lubbock, TX</b> OM: Wes Nessmann 6 GODSMACK "Alone" STATIC-X "Cold"</p> <p><b>WLJO/Madison, WI *</b> OM: Glen Gardner APD/MD: Blake Patton 14 GODSMACK "Alone" 2 DAVID DRAIMAN "Forsaken"</p> <p><b>WGIR/Manchester, NH</b> MD: Meegan Collier 20 GODSMACK "Alone" 3 LOCAL H "Half"</p> <p><b>WZTA/Miami, FL *</b> OM: Gregg Steele APD/MD: Lee Daniels GODSMACK "Alone" MESH STL "Believe"</p> <p><b>WLUM/Milwaukee, WI *</b> OM: Chris Moreau PD/MD: Randy Hawke 10 GODSMACK "Alone" 2 REVELLE "Inside" 1 DAVID DRAIMAN "Forsaken"</p> <p><b>WLZR/Milwaukee, WI *</b> PD: Keith Hastings MD: Marilyn Nee 22 GODSMACK "Alone" 1 LOSTPROPHETS "Shirubi" BLACK LABEL SOCIETY "Breed" COURSE OF NATURE "Sun" DOPE "Away" DAVID DRAIMAN "Forsaken" SLIPKNOT "Pneum"</p> <p><b>KOXR/Minneapolis, MN *</b> OM: Dave Hamilton PD: Wade Linder MD: Pablo 3 X-ECUTIONERS "Goin" 3 GODSMACK "Alone" APEX THEORY "Shhh" KITTE "Run"</p> <p><b>KMRQ/Modesto, CA *</b> PD/MD: Jack Paper APD: Matt Foley DAVID DRAIMAN "Forsaken" GODSMACK "Alone"</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b> PD: Carl Craft APD/MD: Robyn Lane 8 GODSMACK "Alone" 4 DAVID DRAIMAN "Forsaken" INJECTED "Fannies" SOIL "Unreal"</p> <p><b>WKZQ/Myrtle Beach, SC</b> PD: Brian Rickman APD/MD: Charley 7 GODSMACK "Alone" DAVID DRAIMAN "Forsaken"</p> <p><b>WNPL/Nashville, TN *</b> 10 GODSMACK "Alone"</p> <p><b>WNOR/Norfolk, VA *</b> PD: Harvey Kojan APD/MD: Tim Parker 11 GODSMACK "Alone" DAVID DRAIMAN "Forsaken" STATIC-X "Cold"</p> <p><b>KRCC/Omaha, NE *</b> PD: Tim Sheridan MD: Jon Terry 15 GODSMACK "Alone" 10 DAVID DRAIMAN "Forsaken"</p> <p><b>WJRR/Orlando, FL *</b> PD: Pat Lynch MD: Dickerman 23 GODSMACK "Alone" 3 ILL NINO "Comes" 2 GRAVITY KILLS "Thing"</p> <p><b>WTKX/Pensacola, FL *</b> Dir/Prog: Joel Sempson APD/MD: Mark "The Shark" Dyba 10 GODSMACK "Alone"</p> <p><b>WIXO/Peoria, IL</b> PD/MD: Matt Bahan 10 GODSMACK "Alone" LENNY KRAVITZ "Heart" X-ECUTIONERS "Goin" DAVID DRAIMAN "Forsaken"</p> <p><b>WYSP/Philadelphia, PA *</b> OM: Tim Sabean MD: Nancy Palumbo 8 GODSMACK "Alone" 6 SYSTEM OF A DOWN "Toxicity" 5 FAMILIAR 40 "Question" 3 KID ROCK "Blunt"</p>	<p><b>KUPD/Phoenix, AZ *</b> PD: J.J. Jeffries MD: Larry McFeele 23 GODSMACK "Alone" DEFAULT "Wasting" SOIL "Unreal"</p> <p><b>KUFQ/Portland, OR *</b> OM: Dave Numme APD/MD: Al Scott 22 GODSMACK "Alone" 17 HOOBASTANK "Crawling" APEX THEORY "Shhh"</p> <p><b>KORB/Quad Cities, IA-IL *</b> OM: Danny Sullivan PD/MD: Rick Thames 16 GODSMACK "Alone" RU MANCHU "Smash" STATIC-X "Cold"</p> <p><b>KDOT/Reno, NV *</b> PD: Jave Patterson MD: Martina Davis 7 GODSMACK "Alone" 6 DAVID DRAIMAN "Forsaken"</p> <p><b>WNVE/Rochester, NY *</b> PD: Erick Anderson MD: Don Vincent 24 GODSMACK "Alone" 1 DAVID DRAIMAN "Forsaken" LOCAL H "Half" X-ECUTIONERS "Goin"</p> <p><b>KRXQ/Sacramento, CA *</b> Stn. Mgr.: Curtiss Johnson PD: Pat Martin MD: Paul Marshall 15 GODSMACK "Alone" 3 DAVID DRAIMAN "Forsaken" 2 STATIC-X "Cold"</p> <p><b>WZBH/Salisbury, MD</b> PD: Shawn Murphy APD: John Glassman MD: Miki Hunter 16 GODSMACK "Alone" DROWNING POOL "Tear" STATIC-X "Cold"</p> <p><b>KISS/San Antonio, TX *</b> CM: Virgil Thompson MD: Kevin Vargas MD: C.J. Cruz 15 GODSMACK "Alone" DOPE "Away"</p>	<p><b>KIDZ/San Diego, CA *</b> Dir/Prog: Jim Richards PD: Shauna Moran APD/MD: Sharon Leder 8 ADEMA "Like" 3 GODSMACK "Alone"</p> <p><b>KURO/San Luis Obispo, CA</b> PD/MD: Adam Burns No Adds</p> <p><b>KTUX/Shreveport, LA *</b> OM: Dale Baird PD/MD: Paul Cannell 12 GODSMACK "Alone" DAVID DRAIMAN "Forsaken"</p> <p><b>WRBR/South Bend, IN</b> PD/MD: Mark McGill 9 STATIC-X "Cold" SYSTEM OF A DOWN "Toxicity" GODSMACK "Alone" DAVID DRAIMAN "Forsaken"</p> <p><b>KHTQ/Spokane, WA *</b> OM: Brent Michaels PD: Ken Richards MD: Barry Bennett 8 GODSMACK "Alone" 1 DAVID DRAIMAN "Forsaken" DOPE "Away" STATIC-X "Cold"</p> <p><b>KRTO/Tulsa, OK *</b> PD: Chris Kelly APD: Kelly Garrett 1 GODSMACK "Alone"</p> <p><b>KICT/Wichita, KS *</b> PD: D.C. Carter MD: R.J. Davis 9 GODSMACK "Alone" GRAVITY KILLS "Thing"</p>	<p><b>WLXZ/Springfield, MA *</b> PD: Scott Laudani MD: Trizie 15 GODSMACK "Alone" DAVID DRAIMAN "Forsaken"</p> <p><b>KZRQ/Springfield, MO</b> OM: Dave DeFranzo MD: George Spankmeister 18 GODSMACK "Alone" STATIC-X "Cold" STAINED "For" DAVID DRAIMAN "Forsaken"</p> <p><b>WYZR/Tallahassee, FL</b> PD: Jeff Horn APD/MD: B.C. 17 GODSMACK "Alone" RU MANCHU "Smash" TABITHA'S SECRET "Unkind"</p> <p><b>WXTB/Tampa, FL *</b> OM: Brad Hardin PD: Rick Schmitt APD: Carl Harris MD: Laura Phillips 13 GODSMACK "Alone" MESH STL "Believe"</p>
---	--	---	--	---	--	--	--	---

**\* Monitored Reporters**  
**72 Total Reporters**  
**54 Total Monitored**  
**18 Total Indicator**



# Active Rock Playlists

**MARKET #5**

**KEGL/Dallas-Ft. Worth**  
Clear Channel  
(972) 991-1029  
Doherty/Ryan/Scull  
12+ Cume 399,300



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
32	35		DISTURBED/Down With...	7455
34	34		LINKIN PARK/In The End	7242
18	33		PUDDLE OF MUDD/Control	7029
23	33		TOOL/Lateralus	7029
24	26		PUDDLE OF MUDD/Blurry	5538
23	26		STAIN'D/For You	5538
24	23		NICKELBACK/Too Bad	4899
20	23		DEFAULT/Wasting My Time	4899
20	22		SYSTEM OF A DOWNS/Chop Suey	4686
15	22		ROB ZOMBIE/Never Gonna Stop	4686
19	21		OZZY OSBOURNE/Dreamer	4473
13	15		P.O.D./Youth Of The Nation	3195
11	14		FOO FIGHTERS/The One	2982
10	13		INCUBUS/Nice To Know You	2769
15	12		ADEMA/The Way You Like It	2556
8	11		CREED/Bullets	2343
16	11		INCUBUS/Keep Away	2343
10	11		HOBBASTANK/Crawling In The Dark	2343
13	11		OFFSPRING/Deft Youth	2343
12	10		GODSMACK/Whatever	2130
10	10		KID ROCK/Lonely Road Of Faith	2130
10	10		CUSTOM/Hey Mister	2130
4	9		GODSMACK/Awake	1917
8	9		INJECTED/Faithless	1704
7	8		A PERFECT CIRCLE/Judith	1704
8	8		ILL NINO/What Comes Around	1704
7	7		LINKIN PARK/One Step Closer	1491
7	7		DISTURBED/Stupfly	1491
8	7		GODSMACK/Greed	1491
8	7		NICKELBACK/How You Remind Me	1491

**MARKET #6**

**WYSP/Philadelphia**  
Infinity  
(215) 625-9460  
Sabean/Palumbo  
12+ Cume 828,700



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
29	42		P.O.D./Alive	17766
39	35		DISTURBED/Down With...	14805
42	35		OZZY OSBOURNE/Gets Me Through	14805
40	34		LINKIN PARK/In The End	14382
29	21		PUDDLE OF MUDD/Blurry	8883
14	20		FOO FIGHTERS/The One	8460
16	19		TOOL/Lateralus	8037
19	18		NICKELBACK/Too Bad	7614
8	17		CREED/Bullets	7191
13	16		DEFAULT/Wasting My Time	6768
17	16		STAIN'D/For You	6768
15	15		OZZY OSBOURNE/Dreamer	6345
11	13		P.O.D./Youth Of The Nation	5499
5	13		ROB ZOMBIE/Never Gonna Stop	5499
11	11		ILL NINO/What Comes Around	4653
11	11		HOBBASTANK/Crawling In The Dark	4653
5	11		INCUBUS/Nice To Know You	4230
8	10		KITTIE/Run Like Hell	4230
10	9		SEVENDUST/Praise	3807
8	8		GODSMACK/Stand Alone	3084
14	8		OFFSPRING/Deft Youth	3084
11	7		KID ROCK/Forever	2963
6	6		SYSTEM OF A DOWNS/Toxicity	2538
24	6		CREED/My Sacrifice	2538
6	6		PAPA ROACH/Last Resort	2538
7	5		WEEZER/Hush Pipe	2115
3	5		CREED/What If	2115
4	5		PUDDLE OF MUDD/Control	2115
5	5		FAMILIAR/48/The Question	2115
5	5		ALIEN ANT FARM/Smooth Criminal	2115

**MARKET #8**

**WAAF/Boston**  
Entercom  
(617) 779-5400  
Douglas/Brangiforte  
12+ Cume 462,400



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
39	36		LINKIN PARK/In The End	10080
36	35		DISTURBED/The Game	9800
34	35		SEVENDUST/Praise	9800
39	35		PUDDLE OF MUDD/Blurry	9800
25	34		SYSTEM OF A DOWNS/Toxicity	9520
34	a		GOOSMACK/Stand Alone	9520
24	33		NICKELBACK/Too Bad	9240
32	33		ROB ZOMBIE/Never Gonna Stop	9240
6	32		INCUBUS/I Wish You Were Here	8960
29	32		STAIN'D/For You	8960
32	32		TOOL/Lateralus	8960
29	28		DROWNING POOL/Tear Away	7840
25	22		ILL NINO/What Comes Around	6160
14	22		DOPE/Slipping Away	6160
38	21		SYSTEM OF A DOWNS/Chop Suey	5600
20	20		FU MANCHU/Squash That Fly	5600
21	20		MUSHROOMHEAD/Solitaire/Unraveling	5600
20	20		APEX THEORY/Shhh... (Hope Diggy)	5600
16	19		HEADSTRONG/Adriana	5320
26	18		OFFSPRING/Deft Youth	5040
18	18		HOBBASTANK/Crawling In The Dark	5040
17	17		ALIEN ANT FARM/Movies	4760
14	17		SALIVA/After Me	4760
13	15		SOUL/Unreal	4200
13	15		CYPRESS HILL/Trouble	4200
14	13		STAIN'D/For You	3600
11	12		INJECTED/Faithless	3360
7	12		LOSTPROPHETS/Shinobi Vs...	3360
5	12		P.O.D./Boom	3360
11	a		DAVID DRAIMAN/Forsaken	3080

**MARKET #10**

**WRIF/Detroit**  
Greater Media  
(248) 547-0101  
Podell/Hanson  
12+ Cume 552,600



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
35	35		STAIN'D/For You	12740
36	35		PUDDLE OF MUDD/Blurry	12740
32	34		DEFAULT/Wasting My Time	12376
34	34		LINKIN PARK/In The End	12376
24	23		NICKELBACK/Too Bad	8372
18	22		P.O.D./Youth Of The Nation	8008
23	22		OFFSPRING/Deft Youth	8008
20	a		GOOSMACK/Stand Alone	7280
11	20		CREED/Bullets	7280
24	19		CREED/My Sacrifice	6916
16	18		INCUBUS/Nice To Know You	6552
19	17		EDDIE VEDDER/You've Got To...	6188
15	16		ROB ZOMBIE/Never Gonna Stop	5824
16	15		HOBBASTANK/Crawling In The Dark	5460
15	15		INJECTED/Faithless	5460
19	15		SEVENDUST/Praise	5460
14	14		DISTURBED/The Game	5096
14	14		CUSTOM/Hey Mister	5096
15	14		FOO FIGHTERS/The One	5096
9	12		LOCAL HORIZON/Life	4368
10	12		SYSTEM OF A DOWNS/Toxicity	4368
15	11		OZZY OSBOURNE/Dreamer	4004
16	10		TANTRIC/Mourning	3640
4	9		OZZY OSBOURNE/Facing Hell	3276
16	9		TOOL/Lateralus	3276
6	8		ECHOBRAIN/Colder World	2912
7	8		ADEMA/The Way You Like It	2912
6	8		SALIVA/After Me	2912
4	8		3 DOORS DOWN/Loser	2912
7	7		HEADSTRONG/Adriana	2548

**MARKET #12**

**WZTA/Miami**  
Clear Channel  
(954) 862-2000  
Steele/Daniels  
12+ Cume 296,100



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
34	45		DEFAULT/Wasting My Time	6300
37	43		P.O.D./Alive	6020
44	43		LINKIN PARK/In The End	6020
41	40		PUDDLE OF MUDD/Blurry	5600
39	39		SYSTEM OF A DOWNS/Chop Suey	5460
13	37		OFFSPRING/Deft Youth	5180
12	37		FOO FIGHTERS/The One	2940
17	21		INCUBUS/Nice To Know You	2940
19	21		NICKELBACK/Too Bad	2940
19	20		STAIN'D/For You	2800
20	20		HOBBASTANK/Crawling In The Dark	2800
16	19		ALIEN ANT FARM/Movies	2660
19	19		NICKELBACK/How You Remind Me	2660
15	17		P.O.D./Youth Of The Nation	2380
17	17		ILL NINO/What Comes Around	2380
16	17		DISTURBED/Down With...	2380
20	17		JIMMY EAT WORLD/The Middle	2380
17	16		CREED/Bullets	2380
16	16		ADEMA/The Way You Like It	2240
7	16		DROWNING POOL/Bodies	2240
17	16		RED HOT CHILI!/Around The World	2240
16	15		LIMP BIZKIT/My Way	2100
14	15		RAGE AGAINST...Trestly	2100
11	15		STAIN'D/Outside	2100
14	15		TOOL/Lateralus	2100
19	14		SUM 41/Fat Lip	1960
5	14		RAGE AGAINST...Guerrilla Radio	1960
11	14		STAIN'D/Fade	1960
16	14		RAGE AGAINST...Sleep Now In...	1960
10	11		LINKIN PARK/Crawling	1540

**MARKET #15**

**KUPD/Phoenix**  
Sandusky  
(480) 345-5921  
Jeffries/McFeele  
12+ Cume 277,700



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
36	39		LINKIN PARK/In The End	6045
40	35		CREED/My Sacrifice	5425
36	34		PUDDLE OF MUDD/Blurry	5270
23	27		TOOL/Lateralus	4185
24	23		NICKELBACK/Too Bad	3565
22	a		GODSMACK/Stand Alone	3565
22	a		STAIN'D/For You	3410
22	21		INCUBUS/Nice To Know You	3255
22	19		OFFSPRING/Deft Youth	2945
14	18		HEADSTRONG/Adriana	2790
15	16		ADEMA/The Way You Like It	2480
14	14		SEVENDUST/Praise	2170
11	14		FUEL/Hemorrhage...	2170
11	14		GRAVITY KILLS/One Thing	2170
16	14		COURSE OF NATURE/Caught In The Sun	2170
10	14		ROB ZOMBIE/Never Gonna Stop	2170
15	13		DISTURBED/The Game	2015
12	13		3 DOORS DOWN/Loser	2015
12	13		GODSMACK/Keep Away	1860
13	12		P.O.D./Alive	1860
11	12		NICKELBACK/How You Remind Me	1860
13	11		PAPA ROACH/Last Resort	1705
9	11		INCUBUS/Drive	1705
7	11		LIMP BIZKIT/Break Stuff	1705
13	10		HOBBASTANK/Crawling In The Dark	1550
12	10		PUDDLE OF MUDD/Control	1395
11	9		INCUBUS/Stella	1395
11	9		TOOL/Schism	1395
9	9		STAIN'D/Mudsnovel	1395
9	9		GODSMACK/Whatever	1395

**MARKET #16**

**KXXR/Minneapolis**  
ABC  
(612) 617-4000  
Linder/Pablo  
12+ Cume 334,400



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
23	37		STAIN'D/For You	7881
39	36		PUDDLE OF MUDD/Blurry	7668
34	34		HOBBASTANK/Crawling In The Dark	7242
41	34		DEFAULT/Wasting My Time	7242
24	28		P.O.D./Youth Of The Nation	5964
33	24		OFFSPRING/Deft Youth	5112
36	24		LINKIN PARK/In The End	5112
34	24		SYSTEM OF A DOWNS/Chop Suey	5112
23	23		NICKELBACK/Too Bad	4999
22	23		INCUBUS/Nice To Know You	4999
18	21		INJECTED/Faithless	4473
9	20		ROB ZOMBIE/Never Gonna Stop	4260
18	19		SYSTEM OF A DOWNS/Toxicity	4047
23	18		FOO FIGHTERS/The One	3834
12	16		COURSE OF NATURE/Caught In The Sun	3408
18	16		CREED/Bullets	3408
11	15		WEEZER/Hush Pipe	3195
8	15		DISTURBED/Stupfly	3195
12	15		INCUBUS/Pardon Me	3195
16	15		REVELLE/Inside Out	3195
10	14		PAPA ROACH/Last Resort	2982
19	14		LOSTPROPHETS/Shinobi Vs...	2982
10	13		LINKIN PARK/Crawling	2769
19	13		DROWNING POOL/Bodies	2769
13	13		P.O.D./Alive	2769
11	13		DISTURBED/Voices	2769
19	13		TOOL/Schism	2769
12	12		JIMMY EAT WORLD/The Middle	2556
21	12		TOOL/Lateralus	2556
10	12		DISTURBED/Down With...	2556

**MARKET #17**

**KIOZ/San Diego**  
Clear Channel  
(858) 292-2000  
Moran/Leder  
12+ Cume 331,600



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
25	26		DISTURBED/Down With...	5174
22	25		INCUBUS/I Wish You Were Here	4975
16	25		LINKIN PARK/Crawling	4975
25	23		PUDDLE OF MUDD/Blurry	4975
23	23		LINKIN PARK/In The End	4577
21	21		SYSTEM OF A DOWNS/Chop Suey	4179
21	21		TOOL/Schism	4179
18	21		NICKELBACK/Too Bad	4179
20	19		TOOL/Lateralus	3781
22	19		STAIN'D/For You	3781
19	17		P.O.D./Youth Of The Nation	3383
14	17		OFFSPRING/Deft Youth	3383
15	17		SOUL/Halo	3383
17	16		HOBBASTANK/Crawling In The Dark	3184
21	15		ADEMA/Giving In	2985
11	15		OZZY OSBOURNE/Gets Me Through	2985
23	14		CREED/My Sacrifice	2786
14	11		DISTURBED/The Game	2189
11	9		INCUBUS/Nice To Know You	1791
6	8		a ADEMA/The Way You Like It	1592
6	8		SOUL/Unreal	1393
3	6		A PERFECT CIRCLE/Judith	1194
5	6		LIMP BIZKIT/Break Stuff	1194
6	6		GODSMACK/Voodoo	1194
6	6		GODSMACK/Keep Away	1194
3	6		STAIN'D/Mudsnovel	1194
7	6		LINKIN PARK/Runaway	995
5	5		INCUBUS/Pardon Me	995
4	5		DROWNING POOL/Bodies	995
7	5		PRIMUS/WOZZY/N.I.B.	995

**MARKET #20**

**WIYY/Baltimore**  
Hearst  
(410) 889-0098  
Strauss/Heckman  
12+ Cume 426,900

if you do one **thing** this week  
**ADD "One Thing"**

# Gravity Kills

**onething**

ON TOUR NOW WITH  
**SEVENDUST**  
AND **FLAW**

02.06	Cleveland, OH	02.17	Sacramento, CA
02.07	Cincinnati, OH	02.18	San Francisco, CA
02.08	Chicago, IL	02.20	Anaheim, CA
02.09	Milwaukee, WI	02.21	Hollywood, CA
02.11	Rockford, IL	02.22	Phoenix, AZ
02.12	Des Moines, IA	02.23	Tucson, AZ
02.13	Fargo, ND	02.25	Houston, TX
02.15	Colorado Springs, CO	02.26	New Orleans, LA

R&R ACTIVE ROCK Debut **40**!  
MONITOR Active Rock Debut **40\***!

On Over 90 Stations In The First Two Weeks

WRIF	KUPD	KXXR	KPNT	WAQZ
WEBN	KRXQ	KCXX	KQRC	KISS
WLZR	WLUM	WBZX	WNOR	WJRR
KXTE	WBUZ	WNPL	WCCC	and more!

**IMPACTING  
ALTERNATIVE NOW!**

**superstarved**  
THE NEW ALBUM FROM GRAVITY KILLS

MANAGEMENT: GLORIA BUTLER MANAGEMENT  
PRODUCED BY: MARTIN ATKINS



WWW.GRAVITYKILLS.COM  
WWW.SANCTUARYRECORDSGROUP.COM  
© 2002 SANCTUARY RECORDS, A DIVISION OF SANCTUARY RECORDS GROUP

## ON THE RECORD

With  
**Scot Fox**  
PD, WCPR/Biloxi, MS



Tantric is the band that I have really gotten into lately. Their CD is virtually one hit after another. "Mourning" has impacted in a huge way with our listeners, and there are more hits on the way. After seeing them open for Creed last week in New Orleans, it's clear that it won't be long before they are headlin-

ing major venues. • Other favorites include System Of A Down. "Toxicity" is really helping this band break out and is hitting the Active Rock scene with incredible impact. Disturbed's "The Sickness," Kittie's "Oracle," and Puddle Of Mudd's "Come Clean" are all awesome. • Just a couple years ago WCPR discovered and helped get 3 Doors Down signed with Universal Records. Last week I broke a new band that is destined for great things. This band originated from Mandeville, LA (just north of and between New Orleans and Biloxi, MS). Our new discovery are named 12 Stones, and they have signed with Wind-up. Be on the lookout for their first single, "Broken." It's already in heavy rotation on 'CPR and is getting top 10 requests after only one week. By the way, the drummer is 'CPR's former Music Director/middayer, AJ Fantastic.

The powerful new track from **Godsmack**, "I Stand Alone," demolishes everyone by closing out the entire Active Rock panel with 54 adds, proving that 2002 will continue to be the year of the Rock (and I'm not talking WWF). The lead track from *The Scorpion King* soundtrack also garnered a whopping 31 adds at Rock and over 50 at Alternative ...

**David Draiman** is the first of an all-star rock lineup to go to radio from the soundtrack for *Queen of the Damned*. "Forsaken" is a brooding yet mesmerizing song that hooked 24 Active stations ... **Static-X** chill out with 12 Active and eight Rock adds on "Cold" ... You *have* to listen to "Ozzy" by **Alien Crime Syndicate**, and I'm absolutely in love with the new **Dope** track, "Slipping Away," and the new **Sevendust**, "Live Again." If I could burn both of them to a single CD and just hit Repeat, I'd be happy for a long time. With the success of *Sevendust's* "Praise" (No. 2 this week at RateTheMusic.com), my guess is "Live Again" will be a no-brainer for the format ... The **Slipknot** "New Abuse Mix" of "My Plague" is very radio-friendly and a good move on the part of the band and label. **MAX PIX: APEX THEORY Shhh... (Hope Diggy) (DreamWorks)**

— Cyndee Maxwell, Active Rock/Rock Editor

## Active Rock/Rock ON THE RADIO

### Contributing Stations/Shows

WQBK/Albany, NY  
KZRR/Albuquerque, NM  
KWHL/Anchorage, AK  
WPXC/Cape Cod, MA  
KEGL/Dallas, TX  
KBPI/Denver, CO  
KAZR/Des Moines, IA  
KLAQ/El Paso, TX  
WRQC/Ft. Myers, FL  
WKLQ/Grand Rapids  
WXQR/Greenville, NC

KIBZ/Lincoln, NE  
WTFX/Louisville, KY  
KFMX/Lubbock, TX  
KXXR/Minneapolis, MN  
WBAB/Nassau-Suffolk, NY  
WJRR/Orlando, FL  
KATT/Oklahoma City, OK  
WYSP/Philadelphia, PA  
KUPD/Phoenix, AZ  
WHEB/Portsmouth, NH  
WHJY/Providence, RI

KDOT/Reno, NV  
KRXQ/Sacramento, CA  
KBER/Salt Lake City, UT  
KIOZ/San Diego, CA  
KXFX/Santa Rosa, CA  
KLPX/Tucson, AZ  
*Harddrive*  
*L.A. Lloyd's Rock 30*  
*Pile Driver*  
*Tour Bus Radio*

# active INSIGHT

ARTIST: **Fu Manchu**

LABEL: **Mammoth**

By **FRANK CORREIA** / ROCK SPECIALTY EDITOR



Fu Manchu

You can't judge a book by its cover, or so goes the old adage. But when it comes to Southern California's **Fu Manchu**, the group's assorted cover images, ranging from skateboarders to cherried-out vans, always give away the story inside: fuzzed-out, good-time rock that's all about catching some tasty waves. The cover of their latest, *California Crossing*, is no exception. Featuring an El Camino with a surfboard in its bed and a couple of bikini babes scoping the action, it's as if *Fast Times at Ridgemont High's* Jeff Spicoli was creative consultant.

For over a decade now, Fu's founding members — vocalist-guitarist Scott Hill and bassist Brad Davis — have been grooving in the stoner rock underground via various group lineups. The group jammed out some well-received singles before making their full-length debut on indie label Bong Load with 1994's *No One Rides for Free*. After their 1996 acclaimed Mammoth debut, *In Search Of...*, the group added lead guitarist Bob Balch and former Kyuss drummer Brant Bjork. The duo gave Fu a shot of adrenaline on 1997's *The Action Is Go*, which was followed by a stopgap EP called *Eatin' Dust* and 2000's full-length *King of the Road*.

But with *California Crossing*, it seems like Fu's bong water is laced with ginkgo-biloba. An enhanced sense of melody and songwriting is apparent throughout the album. Their trademark

sound of warm 'n' fuzzy guitar riffs coupled with cowbell-driven beats is still there, but *California Crossing* is easily the group's most accessible work to date. "Thinkin' Out Loud" has a Local H-type vibe, while "Hang On" and "Mongoose" both grab the listener with simple riffs and catchy melodies. Current single "Squash That Fly" is a standout track that begs you to drop the top and cruise the beach. The title track shifts things into high gear as Bjork's drums drop the flag for Hill's and Balch's racing guitars. New drummer Scott Reeder is now picking up for Bjork, who recently left to rejoin his former Kyuss mates in Queens Of The Stone Age.

WCPR/Biloxi-Gulfport, MS PD Scot Fox claims that "Squash That Fly" is starting to stick like flypaper to both him and his audience. "It's pretty solid," he says. "Our listeners are starting to call in for it. It's one of those heavier songs that you have to listen to a few times before you start to pick up on it. The more you hear it, the more it sticks with you." With more Active Rockers flying with "Fly," *California Crossing* could be the album to cross Fu Manchu over to mainstream success. Aloha, Mr. Hand.

## R&R Top 20 Specialty Artists

February 8, 2002

1. **ENTOMBED** (*Koch*) "Chief Rebel Angel," "I For An Eye," "Out Of Heaven"
2. **KITTIE** (*Ng/Artemis*) "Run Like Hell," "What I've Always...," "No Name"
3. **ROB ZOMBIE** (*Geffen/Interscope*) "Never Gonna Stop," "Dead Girl...," "Iron Head"
4. **SEVENDUST** (*TVT*) "T.O.A.B.," "Praise," "Dead Set"
5. **MUSHROOMHEAD** (*Universal*) "Solitaire/Unraveling," "Before I Die," "Bwomp"
6. **DREAM THEATER** (*Elektra/EEG*) "The Test That...," "The Glass...," "Misunderstood"
7. **INJECTED** (*Island/IDJMG*) "Faithless," "Bullet," "Burn It Black"
8. **FEAR FACTORY** (*Roadrunner/IDJMG*) "Frequency," "Edgecrusher...," "Descent..."
9. **LOST PROPHETS** (*Columbia*) "Shinobi...," "Five Is...," "The Handsome Life..."
10. **SYSTEM OF A DOWN** (*American/Columbia*) "Toxicity," "Prison Song," "Forest"
11. **HATEBREED** (*Universal*) "I Will Be Heard," "Proven"
12. **MISSION66** (*Villain*) "Sorry," "Glorious," "Jaded"
13. **KMFDM** (*Metropolis*) "Boots"
14. **STATIC-X** (*Warner Bros.*) "Cold," "Get To The Gone," "This Is Not"
15. **MEGADETH** (*Loud*) "Killing Is...," "These Boots," "The Skull Beneath..."
16. **KING DIAMOND** (*Metal Blade*) "The Storm," "The Wheelchair," "The Crypt"
17. **SOIL** (*J*) "Unreal," "Halo," "Breaking Me Down"
18. **SLAYER** (*American/IDJMG*) "God Send Death," "Disciple," "New Faith"
19. **CROSSBREED** (*Artemis*) "Breathe," "Seasons," "Underlined"
20. **BURNT BY THE SUN** (*Relapse*) "Dow Jones...," "Don Knotts..."

Ranked by total number of shows reporting the artist, with titles listed in order of most airplay.



**JIM KERR**  
jimmerr@rronline.com

## A Qualitative Look At Alternative Listeners

### Alternative makes a strong showing in the latest Media Audit format report

I was talking with Jacobs Media GM **Paul Jacobs** about sales and the Alternative format last week during some editorial meetings in Los Angeles, and it struck me that I haven't really addressed sales in the format for quite a while. It is high time I do so once again, if for no other reason than to show the strides that Alternative has made.

Jacobs will be addressing the matter of sales in detail in my upcoming Alternative special, but this week I want to look at one of the basic elements of local sales: qualitative audience data.

One of the ironies of our format is that, while it has the image of being cutting-edge and young (sales forces in the early '90s had to deal with pink-haired, pierced-nose stereotypes), in reality Alternative has had a fairly strong qualitative profile for quite some time. As the format has matured and the audience has aged at least a little bit, this qualitative profile should have gotten even stronger.

To examine whether this is really the case, I pulled up the most recent format survey of qualitative data done by the Media Audit. The results are encouraging and every bit as good as I expected.

#### About Indexing

Before I go into the details, it is important to understand the term *index* and how it applies to qualitative data. Qualitative data is split into categories. Each category is a description of a segment of the market. For example, "Annual household income: \$100,000-plus" would be a typical qualitative category.

What companies like the Media Audit and Scarborough Research do is *find* what percentage of the people in that category listen to each station or format. This data is compared to other stations or formats (depending on the report), then indexed.

Here's an example: Among the group of people listed above who have annual household incomes of \$100,000 or more, 13.1% listen to Alternative radio. That may not seem like a lot, but if you index that percentage to all formats, you can see how Alternative radio does in comparison. You do that by creating a baseline of 100. This level equals the average percentage of people in the \$100,000-plus category who listen to each format.

So, if a format has an index of 100, it is doing exactly as well as the average format, no better and no worse. An index of 112 would mean that a format is outperforming the average among all formats by 12%.

How does Alternative do? In fact, quite well. The index for the Alternative format for "Annual household income: \$100,000-plus" is 135. Alternative thus outperforms the average format by 35% in this very important qualitative demographic.

**Another odd result is that "Past year: voted in local, state, national election" is indexed at 85. So much for rocking the vote.**

It is important to clarify that just because something indexes high doesn't mean that it is more popular among listeners; it simply means that more Alternative listeners are in that category than listeners to other formats. So, while baseball may be the second most-popular sport in the format, compared to other formats, Alternative's listeners are only slightly more enthusiastic than other formats' listeners about baseball (an index of 112, good for fifth in the format's sports indices).

#### The Top Of The Line

Let's look at the Alternative profile from the top of the index list. These would be the categories where the Alternative format is absolutely the strongest. Several of these indices are over 200, better than doubling the market average.

The highest qualitative category for Alternative is "Annual household income: \$50,000-plus, age 18-34," which is indexed for the format at 245. There are plenty of stations that are much stronger in the 35-plus demo, but, even considering that, Alternative does exceptionally well in that category.

Let's also look at the index for \$50,000-plus in general to get an idea of how age demos affect indices. In this broader range, the Alternative format is indexed at 124. So even when you include individuals over the age of 35 and under the age of 18, Alternative still outperforms the average by 24%.

The next three qualitative indices relating to sales elements are: "Yuppies: age 18-34, college grad, technical-professional-managerial job," with an index of 232; "Attended last 12 months: rock/pop music concert," with an index of 226; "Participated past 12 months: snow skiing," with an index of 217; and "Ate fast food past four weeks: Jack in the Box," with an index of 178.

The beauty of qualitative data is that it complements a sales pitch with hard data quite nicely. If your NSM is pitching Jack in the Box, you can bet that an "Ate fast food past four weeks: Jack in the Box" index of 178 will look quite good in the presentation.

Overall, the indices over 100 for the Alternative format are very good. In addition to Jack in the Box, the 100-plus indices are full of things like "Plan to buy a home next two years, \$50,000-plus income" (an index of 158) and "Plan to buy: foreign car/van/truck" (an index of 151).

#### A Look At The Bottom

While looking at the top of the indices can be eye-opening, a look at the bottom paints just as interesting a picture. In general, Alternative looks even better when you consider the indices where it does poorly. For example, "Annual household income: under \$25,000" is indexed at 44 for Alternative, more than 50% below the market average.



**COOL SELLING**

Hey, this week is the sales theme issue, so here's an example of a sales promotion with all the right elements from WXRK/New York: A cool client (Guitar Center), a star (Fred Durst) and an entertaining personality (Booker).

Interestingly, a look at the bottom indices shows that, while the Alternative format has affluent listeners, they do not appear to have the financial stability of real wealth. This is, of course, a gross generalization, but the figures seem to support it.

As you saw above, the Alternative format indexes high in \$100,000-plus household income. We also saw that it indexes low in the lower-income brackets. This implies a certain amount of affluence among Alternative listeners. However, a look at the lowest indices shows that, while income may be high for listeners, they are not wealthy in terms of long-term cash assets or secured loans.

There are several examples to illustrate this. "Liquid assets (cash/stocks/CDs, etc.): \$250,000-plus" is indexed at 70 for the format. "Have secured line of credit/home equity account" is indexed at 73. "Have IRA/Keogh account" is indexed at 84. One of the reasons for the disparity is certainly that Alternative listeners tend to be younger. Today's high-income, low-asset listeners are tomorrow's wealthy middle-agers.

Oddly enough, this situation can work to the format's advantage. Alternative listeners are still in the process of buying and building their assets, including houses, cars and furnishings. The result is a myriad of sales opportunities for advertisers.

#### Media Results

On the media side, our format is quite blessed that its listeners are heavy radio users, with an index of 138. This is a key component of Arbitron success. Not only are the listeners heavy radio users, they are *not* heavy users of TV or newspapers. "Heavy exposure (300 minutes-plus average per day): television" is indexed at 77, while "Heavy exposure (60 minutes-plus per day): newspaper" indexes at 71.

One medium where Alternative listeners are truly heavily involved is the Internet: "Heavy exposure (430 minutes-plus per week): Internet/online" is indexed at 157.

There are some other areas that are surprising in the indices below 100. I found it interesting that, while the for-

mat is very strong among college-educated listeners — "Education: college graduate," is indexed at 120, while "Education: some high school or less" is indexed at 68 — the format is *not* strong in postgraduate degrees: "Education: advanced college degree" is indexed at 83.

Another odd result is that "Past year: voted in local, state, national election" is indexed at 85. So much for rocking the vote. In other political indices, the format has a lower-than-market-average index of both Democrats (86) and Republicans (97) but a greater-than-market-average index for Independents (119).

Some other fun odds and ends: Ever wonder if our listeners are dog or cat people? Well, the answer is both, with cats having the slight edge: "Have a cat" indexes at 124, while "Have a dog" indexes at 116. How about fast-food restaurants? As mentioned before, Jack in the Box indexes the highest (although McDonald's is the most popular overall). The next three ranking indexed restaurants are: Subway, 154; Taco Bell, 151; and Wendy's, 131.

How about sports? Well, the most popular sport in the format is football, but we have only slightly more football fans than other formats, with an index of 112. The sports that are *really* tied to the Alternative format are hockey, with an index of 161; wrestling, with an index of 138; and boxing, indexing at 136.

All in all, Alternative has a very healthy qualitative profile, especially when you consider the young lean of its listeners. In many ways, the Alternative listeners of today are exactly what advertisers are looking for: They're in relatively affluent households with low net assets and are thus in the process of growing (buying!) into financial and domestic stability.

#### TELL US WHAT YOU THINK!

Share your opinion about this column — go to [www.rronline.com](http://www.rronline.com) and click the Message Boards button.

# R&R Alternative Top 50

February 8, 2002

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	3068	+82	331488	16	73/1
2	2	LINKIN PARK In The End (Warner Bros.)	2710	-165	276416	29	75/0
4	3	P.O.D. Youth Of The Nation (Atlantic)	2571	+251	288022	8	73/1
3	4	DEFAULT Wasting My Time (TVT)	2428	+101	221218	21	67/0
5	5	HOOBASTANK Crawling In The Dark (Island/IDJMG)	2173	+56	199007	16	74/2
7	6	STROKES Last Nite (RCA)	2124	+108	259307	14	69/0
9	7	JIMMY EAT WORLD The Middle (DreamWorks)	1933	+57	219851	13	66/0
8	8	OFFSPRING Defy You (Columbia)	1893	-62	192530	10	72/0
6	9	INCUBUS I Wish You Were Here (Immortal/Epic)	1872	-148	196688	24	74/0
14	10	STAIN'D For You (Flip/Elektra/EEG)	1764	+83	180461	7	72/1
13	11	NICKELBACK Too Bad (Roadrunner/IDJMG)	1741	+55	154707	8	71/1
17	12	INCUBUS Nice To Know You (Immortal/Epic)	1712	+105	179324	8	72/0
11	13	SYSTEM OF A DOWN Chop Suey (American/Columbia)	1602	-148	220789	27	63/0
16	14	FOO FIGHTERS The One (Columbia)	1594	-14	151814	7	70/0
15	15	NICKELBACK How You Remind Me (Roadrunner/IDJMG)	1567	-77	197053	27	70/0
12	16	P.O.D. Alive (Atlantic)	1466	-231	165324	25	72/0
18	17	TOOL Lateralus (Volcano)	1444	-46	112628	12	64/0
10	18	CREED My Sacrifice (Wind-up)	1400	-369	138051	15	60/0
19	19	ADEMA The Way You Like It (Arista)	1319	+6	114234	10	64/2
22	20	TRIK TURNER Friends + Family (RCA)	1298	+234	141997	5	65/1
24	21	BLINK-182 First Date (MCA)	1241	+241	152312	4	66/4
21	22	ALIEN ANT FARM Movies (DreamWorks)	1184	-93	103617	29	62/0
23	23	CUSTOM Hey Mister (Artist Direct)	1106	+98	69780	12	51/1
25	24	SYSTEM OF A DOWN Toxicity (American/Columbia)	1081	+121	124080	5	63/0
30	25	X-ECUTIONERS It's Goin' Down (Loud/Columbia)	940	+183	99415	4	59/3
26	26	TANTRIC Mourning (Maverick/WB)	887	-35	70363	11	45/0
34	27	CREED Bullets (Wind-up)	876	+336	77561	2	54/4
28	28	SUM 41 Motivation (Island/IDJMG)	870	+95	84865	4	62/2
29	29	UNWRITTEN LAW Seein' Red (Interscope)	853	+93	81738	4	54/4
31	30	INJECTED Faithless (Island/IDJMG)	640	+27	42294	4	43/1
32	31	EDDIE VEDDER You've Got To Hide Your... (V2)	627	+26	85943	5	39/3
33	32	COURSE OF NATURE Caught In The Sun (Lava/Atlantic)	613	+57	38241	5	40/2
27	33	LIT Addicted (RCA)	587	-247	38682	8	42/0
37	34	STARSAILOR Good Souls (Capitol)	521	+41	54806	5	38/1
38	35	BAD RELIGION Sorrow (Epitaph)	486	+9	55082	6	31/5
36	36	ILL NINO What Comes Around (Roadrunner/IDJMG)	442	-53	34838	6	33/0
35	37	SEVENDUST Praise (TVT)	437	-87	37011	16	30/0
39	38	DISTURBED The Game (Giant/Reprise)	430	+33	37112	5	25/1
Debut	39	GODSMACK I Stand Alone (Republic/Universal)	420	+420	39435	1	55/55
47	40	APEX THEORY Shhh... (Hope Diggy) (DreamWorks)	388	+116	41361	2	36/3
Debut	41	ROB ZOMBIE Never Gonna Stop (Geffen/Interscope)	371	+131	44282	1	44/12
42	42	BASEMENT JAXX Where's Your Head At (Astralwerks/Virgin)	358	+13	39180	5	21/1
44	43	LOCAL H Half Life (Palm Pictures)	336	+24	25584	3	30/2
50	44	LINKIN PARK Papercut (Warner Bros.)	318	+74	81922	2	11/1
Debut	45	SOMETHING CORPORATE If You C Jordan (Drive-Thru/MCA)	299	+61	42391	1	30/5
40	46	311 I'll Be Here Awhile (Volcano)	254	-137	19442	19	23/0
Debut	47	KID ROCK Lonely Road Of Faith (Top Dog/Lava/Atlantic)	248	+8	16741	1	20/0
Debut	48	SOIL Unreal (J)	246	+65	10137	1	23/1
43	49	SUM 41 In Too Deep (Island/IDJMG)	246	-71	37096	19	21/0
Debut	50	LOSTPROPHETS Shinobi Vs. Dragon Ninja (Columbia)	235	+56	18016	1	19/4

75 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 1/27/02-2/2/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
GODSMACK I Stand Alone (Republic/Universal)	55
SUGARCULT Bouncing Off The Walls (Ultimatum/Artemis)	17
STATIC-X Cold (Warner Bros.)	16
DAVID DRAIMAN Forsaken (Reprise)	15
ROB ZOMBIE Never Gonna Stop (Geffen/Interscope)	12
ABANDONED POOLS Remedy (Extasy)	10
PETE YORN Strange Condition (Columbia)	7

## injected

"faithless"

Debuts on **2** This week!

On over 40 Alternative stations including:  
 99X WFNX KDGE KKND WBUZ  
 WEDG WAQZ WROX WRZX WEND  
 KCXX and many more!

New this week: KEDJ KUCD WBTZ

Record in stores 2/20

R&R Alternative Top 30!



## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GODSMACK I Stand Alone (Republic/Universal)	+420
CREED Bullets (Wind-up)	+336
P.O.D. Youth Of The Nation (Atlantic)	+251
BLINK-182 First Date (MCA)	+241
TRIK TURNER Friends + Family (RCA)	+234
X-ECUTIONERS It's Goin' Down (Loud/Columbia)	+183
LENNY KRAVITZ Stillness Of Heart (Virgin)	+135
ROB ZOMBIE Never Gonna Stop (Geffen/Interscope)	+131
SYSTEM OF A DOWN Toxicity (American/Columbia)	+121
APEX THEORY Shhh... (Hope Diggy) (DreamWorks)	+116

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
STAIN'D Fade (Flip/Elektra/EEG)	1105
DISTURBED Down With The Sick (Giant/Reprise)	1008
PUDDLE OF MUDD Control (Flawless/Geffen/Interscope)	944
WEEZER Hash Pipe (Geffen/Interscope)	809
TOOL Schism (Volcano)	807
SUM 41 Fat Lip (Island/IDJMG)	777
ALIEN ANT FARM Smooth Criminal (DreamWorks)	719
LINKIN PARK Crawling (Warner Bros.)	669
BLINK-182 Stay Together For The Kids (MCA)	610
PAPA ROACH Last Resort (DreamWorks)	590
STAIN'D It's Been Awhile (Flip/Elektra/EEG)	566
FUEL Hemorrhage (In My Hands) (Epic)	554
SALIVA Your Disease (Island/IDJMG)	486
INCUBUS Drive (Immortal/Epic)	451
INCUBUS Pardon Me (Immortal/Epic)	426
LINKIN PARK One Step Closer (Warner Bros.)	425
GORILLAZ Clint Eastwood (Virgin)	423
DISTURBED Stupify (Giant/Reprise)	413

**SOUTH**  
FROM HERE ON IN

## TOO MUCH TOO SOON

FROM THE JAMES LAVELLE PRODUCED ALBUM "FROM HERE ON IN"

Already added KFSD!!

ALTERNATIVE IMPACT DATE: 2/19

"It's rare. We're talking once in a decade. But SOUTH is it. The next in line after Oasis and Radiohead, SOUTH are a British band of 22-year-olds who make gorgeous, body-thumping atmospheric rock n' roll." -Interview

"Beautiful, lush and well requested. It's nice to pick up the phone while it's playing and have listeners ask, 'what is this song and where can I get it?'" -Mike Halloran, KFSD

'FROM HERE ON IN' CD IN STORES 2.19.02/South Tour with Elbow kicks off 2/19!!

CONTACT:  
 KINETIC RECORDS: SHENEZA MOHAMMED 212.414.4600 x232  
 sheneza@kineticrecords.com

IDLIS COMMUNICATIONS: MICHAEL IDLIS 561.391.2399  
 saturn5@webspan.net

Management: John Brice for Evolution Management

kineticrecords.com south.uk.net



## ON THE RECORD

With **Oedipus**  
VP/PD, WBCN/Boston



Right now I'm really into the new Chemical Brothers, Tanya Donelly, Dashboard Confessional, Joey Ramone, B.R.M.C. and Countess. \* People are really requesting The Strokes, Trik Turner, P.O.D., Local H and Hoobastank. \* We're on some cool stuff that other stations really aren't, such as Pearl Jam's "I Am a Patriot," Must's "Freechild" and a local band called Mistle Thrush. \* Some cool stuff we recently added includes Phantom Planet's "California," "Remedy" by Abandoned Pools, Custom's "Hey Mister," Bad Religion's "Sorrow," Something Corporate's "If You C Jordan" and "Seein' Red" by Unwritten Law.

Last week's Record of the Week is this week's story of the week. **Godsmack** deliver a good one in "I Stand Alone," and radio embraces it in droves, with 55 out-of-the-box adds ... **Sugarcult** pull in almost 20 adds behind another great tune, "Bouncing Off..." ... Four other songs hit double-digit adds: **Static-X's** "Cold" hauls in 16. **Disturbed's David Draiman** goes the solo route and brings in 15 for "Forsaken." **Rob Zombie** gets the double as he charts and hits the Most Added column behind "Never Gonna Stop" (No. 41 with 12 adds). Finally, **Abandoned Pools** hit the Most Added column for the third week running behind their great song "Remedy" ... Have you put **Sense Field's** "Save Yourself" on the air yet to hear it between production elements and other music? You haven't? Well, mark that on your to-do list for this week. How about **Starsailor's** "Good Souls"? That's another great one to complement that Godsmack add ... Last week I mentioned hearing **Something Corporate's** "If You C Jordan" in Los Angeles. Well, KDGE/Dallas added it this week, so now I can hear it in my hometown. Thank you, Duane Doherty! ... One song I hear a lot on KDGE is **Custom's** "Hey Mister," and it sounds great on the air. It will definitely burn up your phone lines ... Is there any hotter band out there right now than **P.O.D.**? "Youth of the Nation" may very well end up being Song of the Year. **RECORD OF THE WEEK: Drowning Pool "Tear Away"**

## Alternative ON THE RADIO

— Jim Kerr, Alternative Editor

# COMING UP RIGHT

ARTIST: **Moth**  
LABEL: **Virgin**

By **KATY STEPHAN**/ALTERNATIVE SPECIALTY EDITOR

Supermarkets have contributed a lot to modern music. And not because of those cassette caddies chock-full of the greatest hits of Three Dog Night.

Before supermarkets, people had to schlep all over town to get what they needed, standing in line at the bakery, haggling with the butcher, avoiding the town lunatic who pushed the produce cart. (This is coming around to music, I swear.)

Then, someone had the brilliant plan to put all these vendors together in one place. You could get everything you wanted! You could compare brands! You could rent a carpet steamer on your way out!

The same thing happened to music. In olden times, bands were limited to one specific sound, bound by strict devotion to their genre. Other styles horrified them. Once in a while your Rolling Stones might sneak into a disco and emerge with "Miss You" and a gin-fizz hangover, but this was frowned upon. This was selling out.

Today it's different. Kids who grew up getting their Count Chocula and their chocolate milk in the same store think differently. They pick and choose from musical styles with the expertise of a die-hard coupon collector. In the pre-supermarket era, punk and metal represented two guys who would rather be going at it with broken bottles than appearing in the same song. Now punk, ska, melodic rock, grunge and metal sit side by side on well-organized musical shelves.

Well, Moth have done some very smart shopping. There's something tasty from almost every aisle in the store on "I See Sound," including lo-fi acoustic breaks, a back-beat ska section and a heavy, guitar-driven hook with a bright, punk directness. All in a tightly wrapped, great-looking package.



Moth

Other than savvy shopping skills, one explanation for Moth's deft use of style may be the band's membership itself. Founder and frontman Brad Stenz credits a youthful obsession with punk as his inspiration for starting Moth. After a few years in the garage with a rhythm section whose most valuable asset was a p.a. system, Stenz hooked up with guitarist Bob Gayol, who was into hard rock. They recorded two independent releases, toured in an old school bus and mailed countless demos.

When Virgin heard them, it wasn't long before producer Sean Beavan (Marilyn Manson, Nine Inch Nails) was in a studio working on Moth's first major-label release.

Their rhythm section now boasts some heavy-hitters: Rocket From The Crypt drummer Atom Willard and bassist Ted Liscinsky, who most recently played for the stage production of *Hedwig and the Angry Inch*. Moth's live show crackles with energy and rapid-fire vocal interplay.

"I See Sound" is like a gorgeous, smiling girl approaching you at a party. Do you have to think about it? Not for long. If you were hooked up to one of those high-tech atomic timers they use at the Olympics, you'd be electrocuted. "I See Sound" inspires love at first sight.

So get with the program. If you don't throw some family size boxes of Moth into your cart, you'll be about as hip as that weirdo selling kumquats door-to-door.

# SUGARCULT

"BOUNCING OFF THE WALLS" From their album *Start Static*

The lead single from the upcoming film, **National Lampoon's Van Wilder**, and featured in Artisan Entertainment's \$20 million advertising campaign.

**On Tour Now** with **Unwritten Law!**

#2 Most Added

WWDC  
WPBZ  
WARQ

KEDJ  
WMRQ  
KLEC

91-X  
WZNE  
WXTW

KFSD  
WHRL  
WWDX

KWOD  
WGRD  
WZZI

KCXX  
KMBY  
WJSE

WROX  
KNXX  
and more...



Produced, Recorded, and Mixed by Mark Trombino Album Produced by Matt Wallace Managed by: Raspler Management [sugarcult.com](http://sugarcult.com)



America's Best Testing Alternative Songs  
12+ For The Week Ending 2/8/02.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
LINKIN PARK In The End (Warner Bros.)	4.37	4.34	99%	32%	4.35	98%	32%
PUDDLE... Blurry (Flawless/Geffen/Interscope)	4.27	4.16	92%	15%	4.25	93%	14%
HOOBASTANK Crawling In The Dark (Island/IDJMG)	4.24	4.15	82%	9%	4.20	84%	10%
INCUBUS I Wish You Were Here (Immortal/Epic)	4.23	4.16	96%	28%	4.22	97%	27%
DEFAULT Wasting My Time (TVT)	4.16	4.10	82%	16%	4.12	87%	19%
INCUBUS Nice To Know You (Immortal/Epic)	4.10	3.99	79%	13%	4.10	82%	14%
JIMMY EAT WORLD The Middle (DreamWorks)	4.09	4.12	79%	11%	4.04	82%	12%
STAIN'D For You (Flip/Elektra/EEG)	4.07	4.00	80%	13%	4.03	81%	14%
P.O.D. Youth Of The Nation (Atlantic)	4.07	4.02	90%	17%	4.02	90%	18%
SYSTEM... Chop Suey (American/Columbia)	4.05	4.06	92%	29%	4.00	93%	31%
NICKELBACK Too Bad (Roadrunner/IDJMG)	4.05	4.06	81%	11%	3.98	82%	13%
NICKELBACK ...Remind Me (Roadrunner/IDJMG)	4.01	4.09	99%	53%	3.99	100%	54%
ADEMA The Way You Like It (Arista)	3.99	3.98	61%	6%	3.90	64%	7%
FOO FIGHTERS The One (Columbia)	3.98	3.99	78%	10%	3.91	79%	11%
P.O.D. Alive (Atlantic)	3.97	3.94	97%	40%	3.94	97%	42%
OFFSPRING Defy You (Columbia)	3.95	4.02	87%	14%	3.86	90%	17%
STAIN'D Fade (Flip/Elektra/EEG)	3.93	3.91	93%	32%	3.92	94%	34%
SEVENDUST Praise (TVT)	3.92	3.88	72%	12%	3.89	76%	13%
DISTURBED Down With The Sick (Giant/Reprise)	3.91	3.87	92%	35%	3.87	95%	37%
BLINK-182 First Date (MCA)	3.91	3.95	72%	10%	3.73	70%	13%
PUDDLE... Control (Flawless/Geffen/Interscope)	3.90	3.94	94%	39%	3.87	96%	42%
TANTRIC Mourning (Maverick/WB)	3.89	3.84	71%	11%	3.86	73%	12%
ALIEN ANT FARM Movies (DreamWorks)	3.89	3.97	87%	22%	3.84	88%	21%
SYSTEM OF A DOWN Toxicity (American/Columbia)	3.89	3.85	67%	9%	3.78	68%	10%
LIT Addicted (RCA)	3.85	3.80	58%	8%	3.71	60%	9%
SUM 41 Motivation (Island/IDJMG)	3.85	3.83	66%	12%	3.76	64%	12%
TOOL Lateralus (Volcano)	3.82	3.75	70%	19%	3.90	76%	20%
CUSTOM Hey Mister (Artist Direct)	3.60	3.45	42%	8%	3.45	45%	11%
CREED My Sacrifice (Wind-up)	3.54	3.52	99%	50%	3.46	100%	53%
STROKES Last Nite (RCA)	3.53	3.65	76%	24%	3.48	80%	26%

Total sample size is 764 respondents. 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. Sample composition is based on persons 12+. TD = Target Demo (Males 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818/377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

1. **MOTH** (Virgin) "I See Sound"
2. **CHEMICAL BROTHERS** (Astralwerks) "Star Guitar"
3. **LOST PROPHETS** (Columbia) "Shinobi Vs..."
4. **PHANTOM PLANET** (Epic) "California"
5. **KMFDM** (Metropolis) "Boots"
6. **ELBOW** (V2) "Newborn"
7. **BAD RELIGION** (Epitaph) "Broken"
8. **X-ECUTIONERS** (Loud/Columbia) "It's Going Down"
9. **SNEAKER PIMPS** (Tommy Boy) "Sick"
10. **DASHBOARD CONFESSIONAL** (TVT) "Screaming..."
11. **CRACKER** (Back Porch/Virgin) "Shine"
12. **SOUTH** (Kinetic) "Too Much Too Soon"
13. **KITTIE** (Artemis) "Run Like Hell"
14. **JOEY RAMONE** (Sanctuary/SRG) "Wonderful World"
15. **UNWRITTEN LAW** (Interscope) "Seein' Red"
16. **LAWRENCE ARMS** (Fat Wreck) "Brickwall Views"
17. **ZERO 7** (Quango/Palm) "Destiny"
18. **REGENCY BUCK** (Dreamworks) "Free To Change"
19. **DANIEL ASH** (Psychobaby) "Spooky"
20. **BRIZZ** (TCL/BMG) "Don't Mean Much"

Ranked by total number of shows reporting artist.

**Record Of The Week**

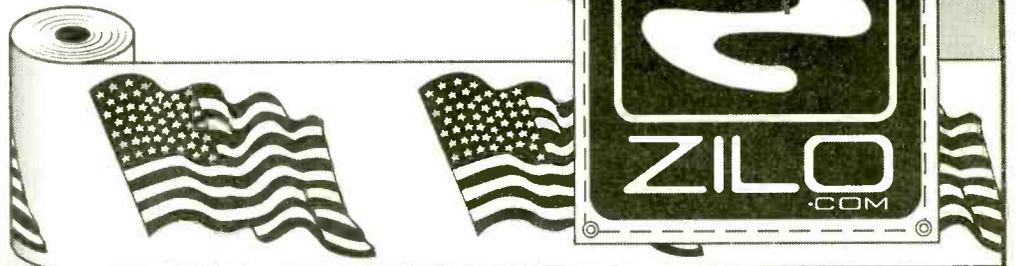
Record of the Week: **GRAVITY KILLS**  
Track: "One Thing"  
LP: **SUPERSTARVED**  
Label: **SANCTUARY/SRG**



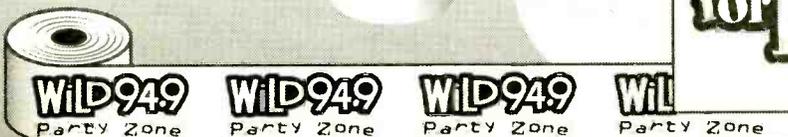
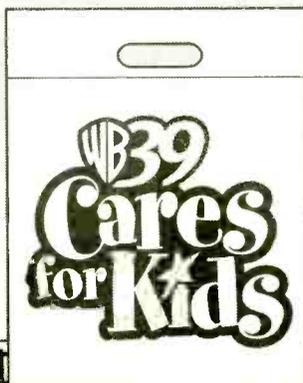
From the moment it slides into focus, "One Thing" already has its claws in you. It's painless, thanks to Jeff Scheel's hot breath and anaesthetizing vocals. But he's just toying with you. When the chorus comes tearing out of the cage, drooling with bloodlust, you don't have a chance. Gravity Kills and producer Martin Atkins use technology like a weapon on "One Thing." No limp loops or mousy scratching here. Instead, they layer menacing vocals over a grindy riff and what sounds like an army of guitars shaking the roof off of a stadium. After all, the album is called *Superstarved*. And you're just a helpless little bunny.

— Katy Stephan, Alternative Specialty Editor

**EXPOSE YOURSELF**



- EventTape®
- BunchaBanners™
- FlashBags™
- BumperStickers
- Ponchos
- KeyTags
- StadiumCups



**FirstFlash!**  
LINE®

6528 Constitution Drive • Fort Wayne, Indiana 46804  
Fax: (260) 436-6739 • www.firstflash.com

**1-800-21 FLASH**  
1-800-213-5274

Stations and their adds listed alphabetically by market

## Reporters

<b>WHRL/Albany, NY *</b> OM/PD: Susan Groves APD/MD: Lisa Biello 12 GODSMACK "Alone" 1 PETE YORN "Strange" 1 DAVID DRAIMAN "Forsaken" 1 STATIC-X "Cold" 1 SUGARCULT "Bouncing"	<b>WFNX/Boston, MA *</b> PD: Cruze APD/MD: Kevin Mays 26 GODSMACK "Alone" 10 REVEILLE "Inside" 4 APEX THEORY "Shhh..." 3 LENNY KRAVITZ "Heart" 1 DAVID DRAIMAN "Forsaken"	<b>WXEG/Dayton, OH *</b> PD: Steve Kramer 11 GODSMACK "Alone" 1 ROB ZOMBIE "Never"	<b>WEEQ/Hagerstown, MD</b> PD/MD: Austin Davis GODSMACK "Alone" LENNY KRAVITZ "Heart" LOSTPROPHETS "Shinobi"	<b>KXTE/Las Vegas, NV *</b> PD: Dave Wellington APD/MD: Chris Ripley 22 GODSMACK "Alone" 1 STATIC-X "Cold" 1 ONESIEZERO "Laugh"	<b>WRRV/Newburgh, NY</b> PD: Andrew Boris 5 LENNON "Brake" ROB ZOMBIE "Never" SOMETHING CORPORATE "Jordan" ZOO STORY "Star" SIMPLE PLAN "Kid"	<b>WCYY/Portland, ME</b> PD: Herb Ivy MD: Brian James 11 GODSMACK "Alone" 1 DASHBOARD... "Screaming" 3 JEREMIAH FREED "Again" PHANTOM PLANET "California" DAVID DRAIMAN "Forsaken" PETE YORN "Strange"	<b>KXRX/Salt Lake City, UT *</b> VP/Ops. & Prog.: Mike Summers APD/MD: Todd Noker 24 TRIK TURNER "Friends" 3 ADEMA "Like"	<b>WSUN/Tampa, FL *</b> OM: Chuck Beck PD: Shark No Adds
<b>KTEG/Albuquerque, NM *</b> PD: Ellen Flaherty 6 GODSMACK "Alone" HOOBASTANK "Crawling" 1 STATIC-X "Cold"	<b>WEDG/Bufalo, NY *</b> PD: Lemmy Diana MD: Ryan Patrick 4 EDDIE VEDDER "Hide" 3 GODSMACK "Alone" TENACIOUS D "Tribute"	<b>KTCL/Denver-Boulder, CO *</b> PD: Mike O'Connor MD: Sabrina Saunders 18 BLINK-182 "First" 15 HOOBASTANK "Crawling" ABANDONED POOLS "Remedy"	<b>WMRO/Hartford, CT *</b> PD: Todd Thomas MD: Chaz Kelly 14 GODSMACK "Alone" TOBYMAC "Yours" 1 STATIC-X "Cold" SUGARCULT "Bouncing"	<b>WZZL/Lexington-Fayette, KY *</b> PD: B. J. Kinard MD: Suzy Boe 1 GODSMACK "Alone" SIMPLE PLAN "Kid" UNWRITTEN LAW "Red"	<b>KKND/New Orleans, LA *</b> OM/PD: Dave Stewart MD: Sig 8 FU MANCHU "Squash" 5 GODSMACK "Alone" 3 ROB ZOMBIE "Never" ABANDONED POOLS "Remedy"	<b>KNRK/Portland, OR *</b> PD: Mark Hamilton APD/MD: Jayn 8 GODSMACK "Alone"	<b>XTRA/San Diego, CA *</b> PD: Bryan Schock MD: Chris Muckley No Adds	<b>KFMA/Tucson, AZ *</b> PD: John Michael MD: Libby Carstensen No Adds
<b>WNNX/Atlanta, GA *</b> PD: Leslie Fram APD/MD: Chris Williams UNWRITTEN LAW "Red" ROB ZOMBIE "Never"	<b>WAVF/Charleston, SC *</b> PD: Greg Patrick APD/MD: Danny Villalobos 1 GODSMACK "Alone" PHANTOM PLANET "California"	<b>CIMX/Detroit, MI *</b> PD: Murray Brookshaw APD: Vince Cannova MD: Matt Franklin No Adds	<b>KPOI/Honolulu, HI *</b> PD/MD: Nikki Basque 3 GODSMACK "Alone" DAVID DRAIMAN "Forsaken" FU MANCHU "Squash" 1 STATIC-X "Cold"	<b>KLEC/Little Rock, AR *</b> Dir./Prog.: Larry LeBlanc MD: Peter Gunn 2 GODSMACK "Alone" BAD RELIGION "Sorrow" SUGARCULT "Bouncing" EDDIE VEDDER "Hide" PETE YORN "Strange" DAVID DRAIMAN "Forsaken" SOMETHING CORPORATE "Jordan"	<b>WXRK/New York, NY *</b> PD: Steve Kingston MD: Mike Peer 4 GODSMACK "Alone" 1 LOSTPROPHETS "Shinobi"	<b>WBRU/Providence, RI *</b> PD: Tim Schiavelli MD: Annie Shapiro 23 GODSMACK "Alone" 7 LINKIN PARK "December" 1 LENNY KRAVITZ "Heart"	<b>KITS/San Francisco, CA *</b> PD: Jay Taylor MD: Aaron Axelsen 5 NICKELBACK "Too" 3 GODSMACK "Alone" 1 ADEMA "Like" P.O.D. "Boom" PUDDLE OF MUDD "Drift" ROB ZOMBIE "Never"	<b>KMYZ/Tulsa, OK *</b> PD: Lynn Barstow MD: Corbin Pierce 5 GODSMACK "Alone" 1 S.J.M. 41 "Motivation" 1 LOCAL H "Half"
<b>WJSE/Atlantic City, NJ *</b> PD: Al Parinello MD: Jason Ulanet DASHBOARD... "Screaming" GODSMACK "Alone" LOSTPROPHETS "Shinobi" SIMPLE PLAN "Kid" SOMETHING CORPORATE "Jordan" 1 STATIC-X "Cold" SUGARCULT "Bouncing" PETE YORN "Strange" DAVID DRAIMAN "Forsaken"	<b>WEND/Charlotte, NC *</b> PD: Jack Daniel APD/MD: Kristen Honeycutt GODSMACK "Alone"	<b>KNRQ/Eugene-Springfield, OR</b> PD: Chris Crowley APD/MD: Stu Allen SIMPLE PLAN "Kid" UNWRITTEN LAW "Red" LOCAL H "Half"	<b>KTZX/Houston-Galveston, TX *</b> PD/MD: Steve Robison 2 CREED "Bullets" ABANDONED POOLS "Remedy" UNWRITTEN LAW "Red"	<b>KROQ/Los Angeles, CA *</b> VP/Prog.: Kevin Weatherly APD: Gene Sandbloom MD: Lisa Worden 3 X-ECLIPSONERS "Goin' 1 STATIC-X "Cold" 1 GOR "Calling"	<b>WROX/Norfolk, VA *</b> PD: Michele Diamond MD: Mike Powers 1 GODSMACK "Alone" 1 STATIC-X "Cold" SUGARCULT "Bouncing"	<b>KRZQ/Reno, NV *</b> PD: Wendy Rollins APD/MD: Scott Sanford 3 GODSMACK "Alone" COURSE OF NATURE "Sun" ABANDONED POOLS "Remedy"	<b>KJEE/Santa Barbara, CA</b> GM/PD: Eddie Gutierrez MD: Dakota GODSMACK "Alone" COURSE OF NATURE "Sun" ABANDONED POOLS "Remedy"	<b>WHFS/Washington, DC *</b> PD: Robert Benjamin APD: Bob Waugh MD: Pat Ferrise 30 GODSMACK "Alone"
<b>KROX/Austin, TX *</b> PD: Melody Lee MD: Toby Ryan 1 LENNY KRAVITZ "Heart" GODSMACK "Alone"	<b>WQXZ/Chicago, IL *</b> PD: Tim Richards APD/MD: Mary Shuminas MD: Nicole Chuminatto 2 PHANTOM PLANET "California" 2 SKINNEE JES "Grown" PETE YORN "Strange"	<b>KXNA/Fayetteville, AR</b> PD: Margot Smith 19 LOSTPROPHETS "Shinobi" 5 GODSMACK "Alone" GRAVITY KILLS "Thing" PETE YORN "Strange" TRIK TURNER "Friends" DAVID DRAIMAN "Forsaken" SIMPLE PLAN "Kid"	<b>WRZX/Indianapolis, IN *</b> PD: Scott Jameson MD: Michael Young 7 GODSMACK "Alone" 2 APEX THEORY "Shhh..." ABANDONED POOLS "Remedy" PUDDLE OF MUDD "Hates"	<b>KROQ/Los Angeles, CA *</b> VP/Prog.: Kevin Weatherly APD: Gene Sandbloom MD: Lisa Worden 3 X-ECLIPSONERS "Goin' 1 STATIC-X "Cold" 1 GOR "Calling"	<b>WROX/Norfolk, VA *</b> PD: Michele Diamond MD: Mike Powers 1 GODSMACK "Alone" 1 STATIC-X "Cold" SUGARCULT "Bouncing"	<b>WVYL/Richmond, VA *</b> PD: Mike Murphy MD: Keith Dakin 20 CREED "Bullets" 16 GODSMACK "Alone" 13 EDDIE VEDDER "Hide"	<b>KJEE/Santa Barbara, CA</b> GM/PD: Eddie Gutierrez MD: Dakota GODSMACK "Alone" COURSE OF NATURE "Sun" ABANDONED POOLS "Remedy"	<b>WWDC/Washington, DC *</b> PD: Buddy Rizer MD: LeeAnn Curtis 9 CARBON LEAF "Boxes" 1 SUGARCULT "Bouncing" 1 GODSMACK "Alone"
<b>KNXX/Baton Rouge, LA *</b> PD/MD: Randy Chase APD: Bill Jackson 10 BAD RELIGION "Sorrow" 5 FU MANCHU "Squash" GODSMACK "Alone" JACK JOHNSON "Flake" ALANIS MORISSETTE "Clean" PHANTOM PLANET "California" SIMPLE PLAN "Kid" 1 STATIC-X "Cold" SUGARCULT "Bouncing"	<b>WAQZ/Cincinnati, OH *</b> PD: Rick Jamie APD/MD: Shaggy 8 GODSMACK "Alone" 7 STATIC-X "Cold" 3 DROWNING POOL "Tear" QUARASHI "Stick"	<b>WJWX/Fl. Myers, FL *</b> PD: John Rozz MD: Lance 2 GODSMACK "Alone" 1 ROB ZOMBIE "Never" PHANTOM PLANET "California"	<b>WPLA/Jacksonville, FL *</b> PD: Scott Petibone APD/MD: Chad Chumley 1 CUSTOM "Miser" GODSMACK "Alone"	<b>WLRN/Louisville, KY *</b> Interim PD: J.D. Kunes MD: Kyle Meredith 1 GODSMACK "Alone" ABANDONED POOLS "Remedy" DAVID DRAIMAN "Forsaken"	<b>WOGL/Orlando, FL *</b> PD: Alan Smith MD: Bobby Smith CREED "Bullets" GODSMACK "Alone" SOMETHING CORPORATE "Jordan"	<b>WCXZ/Riverside, CA *</b> OM/PD: Kelli Cluque APD: John DeSantis MD: Daryl James 24 GODSMACK "Alone" 4 FLAW "Whole" SUGARCULT "Bouncing"	<b>WVWV/Savannah, GA</b> PD/MD: Phil Conn No Adds	<b>WPBZ/West Palm Beach, FL *</b> OM/PD: John D'Connell MD: Eric Kristensen 11 GODSMACK "Alone" BAD RELIGION "Sorrow" SUGARCULT "Bouncing"
<b>WRAX/Birmingham, AL *</b> Acting PD: Hurricane Shane MD: Mark Lindsey 14 ALANIS MORISSETTE "Clean" 9 STAND "For" 5 P.O.D. "Youth" PETE YORN "Strange"	<b>WXTM/Cleveland, OH *</b> PD: Kim Monroe MD: Don Nardella 27 GODSMACK "Alone" BAD RELIGION "Sorrow" LOCAL H "Half" TOBYMAC "Yours"	<b>WXTW/Fl. Wayne, IN *</b> PD/MD: JJ Fabini 4 GODSMACK "Alone" 2 DAVID DRAIMAN "Forsaken" 1 SUGARCULT "Bouncing" 1 STATIC-X "Cold" ROB ZOMBIE "Never"	<b>WRZK/Johnson City, TN *</b> VP/Prog. Ops.: Mark E. McKinn MD: Amy Hudson DAVID DRAIMAN "Forsaken" GODSMACK "Alone" SOMETHING CORPORATE "Jordan"	<b>WMAD/Madison, WI *</b> PD: Pat Frawley MD: Amy Hudson No Adds	<b>WPLY/Philadelphia, PA *</b> PD: Jim McGuinn MD: Dan Fein DASHBOARD... "Screaming" GODSMACK "Alone" PETE YORN "Strange"	<b>WZNE/Rochester, NY *</b> PD/MD: Mike Danger 12 GODSMACK "Alone" ABANDONED POOLS "Remedy" SUGARCULT "Bouncing" ROB ZOMBIE "Never"	<b>WKRL/Syracuse, NY *</b> OM/PD: Mimi Griswold APD/MD: Abbie Weber 13 GODSMACK "Alone" DAVID DRAIMAN "Forsaken" LOSTPROPHETS "Shinobi" THURSDAY "Car"	<b>WBSX/Wilkes-Barre, PA *</b> PD: Chris Lloyd APD: Jay Hunter MD: Freddie 23 GODSMACK "Alone" 2 SOUL "Unreal" 1 STATIC-X "Cold" 1 ABANDONED POOLS "Remedy"
<b>WQXR/Boise, ID *</b> PD: Jacent Jackson MD: Kallao 2 GODSMACK "Alone" 1 STATIC-X "Cold" LOSTPROPHETS "Shinobi"	<b>WWCD/Columbus, OH *</b> PD: Jack DeVass MD: Jack DeVass BAD RELIGION "Sorrow" LENNY KRAVITZ "Heart" PETE YORN "Strange"	<b>KFRR/Fresno, CA *</b> PD: Chris Squires MD: Reverend X-ECLIPSONERS "Goin' ROB ZOMBIE "Never"	<b>WNFZ/Knoxville, TN *</b> PD: Dan Bozyk APD/MD: Anthony Proffitt MD: Opie Hines 16 GODSMACK "Alone" 3 DAVID DRAIMAN "Forsaken" 1 COURSE OF NATURE "Sun" 1 STATIC-X "Cold"	<b>WMF5/Memphis, TN *</b> PD: Rob Cressman MD: Mike Killabrew No Adds	<b>KEDJ/Phoenix, AZ *</b> PD: Nancy Stevens APD: Dead Air Dave MD: Robin Nash 7 GODSMACK "Alone" 2 SUGARCULT "Bouncing" INJECTED "Fathness"	<b>KWOD/Sacramento, CA *</b> PD: Ron Bunce APD: Boomer No Adds	<b>WZNR/Rochester, NY *</b> PD/MD: Mike Danger 12 GODSMACK "Alone" ABANDONED POOLS "Remedy" SUGARCULT "Bouncing" ROB ZOMBIE "Never"	<b>WSFM/Wilmington, NC</b> PD: Knothead 9 CREED "Bullets" 7 BLINK-182 "First" 4 PHANTOM PLANET "California" 2 GODSMACK "Alone" 2 SUGARCULT "Bouncing" 2 DAVID DRAIMAN "Forsaken" LENNY KRAVITZ "Heart"
<b>WBCN/Boston, MA *</b> VP/Programming: Dedipus APD/MD: Steven Strick 5 GODSMACK "Alone"	<b>WQAR/Columbia, SC *</b> OM/PD/MD: Gina Juliano 14 GODSMACK "Alone" SUGARCULT "Bouncing" ABANDONED POOLS "Remedy" DROWNING POOL "Tear"	<b>WGRD/Grand Rapids, MI *</b> PD: Bobby Duncan 10 CREED "Bullets" 7 BLINK-182 "First" 4 ABANDONED POOLS "Remedy" GODSMACK "Alone" LENNY KRAVITZ "Heart" SUGARCULT "Bouncing"	<b>KFTE/Lafayette, LA *</b> PD: Rob Summers MD: Scott Perrin 1 DAVID DRAIMAN "Forsaken" BLINK-182 "First" GODSMACK "Alone"	<b>WMAD/Madison, WI *</b> PD: Pat Frawley MD: Amy Hudson No Adds	<b>KEDJ/Phoenix, AZ *</b> PD: Nancy Stevens APD: Dead Air Dave MD: Robin Nash 7 GODSMACK "Alone" 2 SUGARCULT "Bouncing" INJECTED "Fathness"	<b>KWOD/Sacramento, CA *</b> PD: Ron Bunce APD: Boomer No Adds	<b>WZNR/Rochester, NY *</b> PD/MD: Mike Danger 12 GODSMACK "Alone" ABANDONED POOLS "Remedy" SUGARCULT "Bouncing" ROB ZOMBIE "Never"	<b>WSFM/Wilmington, NC</b> PD: Knothead 9 CREED "Bullets" 7 BLINK-182 "First" 4 PHANTOM PLANET "California" 2 GODSMACK "Alone" 2 SUGARCULT "Bouncing" 2 DAVID DRAIMAN "Forsaken" LENNY KRAVITZ "Heart"
<b>WBCN/Boston, MA *</b> VP/Programming: Dedipus APD/MD: Steven Strick 5 GODSMACK "Alone"	<b>WQAR/Columbia, SC *</b> OM/PD/MD: Gina Juliano 14 GODSMACK "Alone" SUGARCULT "Bouncing" ABANDONED POOLS "Remedy" DROWNING POOL "Tear"	<b>WGRD/Grand Rapids, MI *</b> PD: Bobby Duncan 10 CREED "Bullets" 7 BLINK-182 "First" 4 ABANDONED POOLS "Remedy" GODSMACK "Alone" LENNY KRAVITZ "Heart" SUGARCULT "Bouncing"	<b>KFTE/Lafayette, LA *</b> PD: Rob Summers MD: Scott Perrin 1 DAVID DRAIMAN "Forsaken" BLINK-182 "First" GODSMACK "Alone"	<b>WMAD/Madison, WI *</b> PD: Pat Frawley MD: Amy Hudson No Adds	<b>KEDJ/Phoenix, AZ *</b> PD: Nancy Stevens APD: Dead Air Dave MD: Robin Nash 7 GODSMACK "Alone" 2 SUGARCULT "Bouncing" INJECTED "Fathness"	<b>KWOD/Sacramento, CA *</b> PD: Ron Bunce APD: Boomer No Adds	<b>WZNR/Rochester, NY *</b> PD/MD: Mike Danger 12 GODSMACK "Alone" ABANDONED POOLS "Remedy" SUGARCULT "Bouncing" ROB ZOMBIE "Never"	<b>WSFM/Wilmington, NC</b> PD: Knothead 9 CREED "Bullets" 7 BLINK-182 "First" 4 PHANTOM PLANET "California" 2 GODSMACK "Alone" 2 SUGARCULT "Bouncing" 2 DAVID DRAIMAN "Forsaken" LENNY KRAVITZ "Heart"
<b>WBCN/Boston, MA *</b> VP/Programming: Dedipus APD/MD: Steven Strick 5 GODSMACK "Alone"	<b>WQAR/Columbia, SC *</b> OM/PD/MD: Gina Juliano 14 GODSMACK "Alone" SUGARCULT "Bouncing" ABANDONED POOLS "Remedy" DROWNING POOL "Tear"	<b>WGRD/Grand Rapids, MI *</b> PD: Bobby Duncan 10 CREED "Bullets" 7 BLINK-182 "First" 4 ABANDONED POOLS "Remedy" GODSMACK "Alone" LENNY KRAVITZ "Heart" SUGARCULT "Bouncing"	<b>KFTE/Lafayette, LA *</b> PD: Rob Summers MD: Scott Perrin 1 DAVID DRAIMAN "Forsaken" BLINK-182 "First" GODSMACK "Alone"	<b>WMAD/Madison, WI *</b> PD: Pat Frawley MD: Amy Hudson No Adds	<b>KEDJ/Phoenix, AZ *</b> PD: Nancy Stevens APD: Dead Air Dave MD: Robin Nash 7 GODSMACK "Alone" 2 SUGARCULT "Bouncing" INJECTED "Fathness"	<b>KWOD/Sacramento, CA *</b> PD: Ron Bunce APD: Boomer No Adds	<b>WZNR/Rochester, NY *</b> PD/MD: Mike Danger 12 GODSMACK "Alone" ABANDONED POOLS "Remedy" SUGARCULT "Bouncing" ROB ZOMBIE "Never"	<b>WSFM/Wilmington, NC</b> PD: Knothead 9 CREED "Bullets" 7 BLINK-182 "First" 4 PHANTOM PLANET "California" 2 GODSMACK "Alone" 2 SUGARCULT "Bouncing" 2 DAVID DRAIMAN "Forsaken" LENNY KRAVITZ "Heart"

\*Monitored Reporters

85 Total Reporters

75 Total Monitored

10 Total Indicator



## New & Active

**LENNY KRAVITZ** Stillness Of Heart (Virgin)  
 Total Plays: 232, Total Stations: 29, Adds: 5

**ABANDONED POOLS** Remedy (Extasy)  
 Total Plays: 218, Total Stations: 30, Adds: 10

**DAVE MATTHEWS BAND** Everyday (RCA)  
 Total Plays: 171, Total Stations: 9, Adds: 0

**ALANIS MORISSETTE** Hands Clean (Maverick/Reprise)  
 Total Plays: 170, Total Stations: 9, Adds: 2

**PHANTOM PLANET** California (Daylight/Epic)  
 Total Plays: 161, Total Stations: 20, Adds: 5

**FU MANCHU** Squash That Fly (Mammoth)  
 Total Plays: 127, Total Stations: 12, Adds: 3

**JACK JOHNSON** Flake (Enjoy/Universal)  
 Total Plays: 109, Total Stations: 10, Adds: 4

**GRAVITY KILLS** One Thing (Sanctuary/SRG)  
 Total Plays: 101, Total Stations: 9, Adds: 3

**STATIC-X** Cold (Warner Bros.)  
 Total Plays: 74, Total Stations: 20, Adds: 16

**SUGARCULT** Bouncing Off The Walls (Ultimatum/Artemis)  
 Total Plays: 49, Total Stations: 19, Adds: 17

Songs ranked by total plays

## Indicator

### Most Added®

**GODSMACK** I Stand Alone (Republic/Universal)

**SIMPLE PLAN** I'm Just A Kid (Lava/Atlantic)

**PHANTOM PLANET** California (Daylight/Epic)

**DAVID DRAIMAN** Forsaken (Reprise/WB)

**LENNY KRAVITZ** Stillness Of Heart (Virgin)

**GRAVITY KILLS** One Thing (Sanctuary/SRG)

**LOSTPROPHETS** Shinobi Vs. Dragon Ninja (Columbia)

**SUGARCULT** Bouncing... (Ultimatum/Artemis)

**PETE YORN** Strange Condition (Columbia)

**UNWRITTEN LAW** Seein' Red (Interscope)

**COURSE OF NATURE** Caught In The Sun (Lava/Atlantic)

**LOCAL H** Half Life (Palm Pictures)

**SYSTEM OF A DOWN** Toxicity (American/Columbia)

**TRIK TURNER** Friends + Family (RCA)

**ABANDONED POOLS** Remedy (Extasy)

**BLINK-182** First Date (MCA)

**CREED** Bullets (Wind-up)

**APEX THEORY** Shhh... (Hope Diggy) (DreamWorks)

**ROB ZOMBIE** Never Gonna Stop (Geffen/Interscope)

**JACK JOHNSON** Flake (Enjoy/Universal)

## 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 Davis:

10100 Santa Monica Blvd., 3rd Floor, Los Angeles, CA 90067

E-mail: mdavis@rronline.com

# Alternative Playlists

**MARKET #1**

**WXRK/New York**  
Infinity  
(212) 314-9230  
Kingston/Woody/Peer  
12+ Cum 2,463,300



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
28	39		NICKELBACK/How You Remind Me	49686
40	39		PUDDLE OF MUDD/Blurry	49686
38	38		SYSTEM OF A DOWN/Chop Suey	48412
34	38		P.O.D./Youth Of The Nation	48412
37	37		STROKES/Last Nite	47138
37	32		LINKIN PARK/Papercut	40768
18	26		LINKIN PARK/In The End	33124
22	25		PUDDLE OF MUDD/Drift & Die	31850
24	24		JIMMY EAT WORLD/The Middle	30576
30	24		CREED/My Sacrifice	30576
21	24		BLINK-182/First Date	30576
22	23		TOOL/Schism	29302
20	20		DISTURBED/Down With...	25480
18	18		BLINK-182/Stay Together For...	25480
19	19		P.O.D./Alive	24206
18	18		PAPA ROACH/Last Resort	24206
20	18		HOBBASTANK/Crawling In The Dark	22932
18	18		SYSTEM OF A DOWN/Toxicity	22932
19	17		GORILLAZ/Clim Eastwood	21658
22	17		DEFAULT/Wasting My Time	21658
28	17		STAIN'D/For You	21658
15	17		LINKIN PARK/Crawling	21658
18	17		ROB ZOMBIE/Never Gonna Stop	21658
13	17		EDDIE VEDDER/You've Got To...	21658
17	17		ALIEN ANT FARM/Smooth Criminal	21658
6	16		WEEZER/Hush Pipe	20384
15	16		PUDDLE OF MUDD/Control	20384
17	16		INCUBUS/1 Wish You Were Here	20384

**MARKET #2**

**KROQ/Los Angeles**  
Infinity  
(323) 930-1067  
Weatherly/Sandblom/Worden  
12+ Cum 1,550,800



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
43	39		STROKES/Last Nite	36153
37	37		SYSTEM OF A DOWN/Chop Suey	34299
37	37		PUDDLE OF MUDD/Blurry	34299
41	35		P.O.D./Youth Of The Nation	32445
33	34		LINKIN PARK/My December	31518
33	28		OFFSPRING/Dely You	25956
19	28		LINKIN PARK/In The End	25956
32	28		JIMMY EAT WORLD/The Middle	25956
27	27		NO DOUBT/Hella Good	25956
21	25		STAIN'D/For You	23175
24	23		TOOL/Schism	21321
20	23		P.O.D./Alive	21321
27	22		GOLDFLAG/Trouble	20394
21	20		NICKELBACK/How You Remind Me	18540
18	19		SYSTEM OF A DOWN/Toxicity	17613
20	18		PUDDLE OF MUDD/Drift & Die	16686
17	18		WEEZER/Hush Pipe	16686
26	17		DISTURBED/Down With...	15759
17	16		PAPA ROACH/Last Resort	14832
14	16		INCUBUS/1 Wish You Were Here	14832
17	16		BAD RELIGION/Sorrow	14832
18	16		DEFAULT/Wasting My Time	14832
13	16		INCUBUS/Pardon Me	14832
16	15		UNWRITTEN LAW/Seen 'n Red	13905
18	15		TRIK TURNER/Friends + Family	13905
24	14		STARSAILOR/Good Souls	12978
17	14		STAIN'D/It's Been Awhile	12978
9	14		SUM 41/Fat Lip	12978
25	14		BLINK-182/First Date	12978
23	13		LINKIN PARK/Papercut	12051

**MARKET #3**

**WKQX/Chicago**  
Emmis  
(312) 527-8348  
Richards/Shummas  
12+ Cum 766,800



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
40	47		JIMMY EAT WORLD/The Middle	15322
48	46		P.O.D./Youth Of The Nation	14996
43	44		PUDDLE OF MUDD/Blurry	14344
22	44		CREED/Bullets	14344
45	43		STROKES/Last Nite	14018
41	42		UNWRITTEN LAW/Seen 'n Red	13692
30	42		TRIK TURNER/Friends + Family	13692
33	40		DEFAULT/Wasting My Time	13040
26	36		OFFSPRING/Dely You	11736
30	30		TANTRIC/Mourning	9780
46	27		SYSTEM OF A DOWN/Chop Suey	9602
26	27		X-ECLUTIONERS/It's Goin' Down	8476
23	26		HOBBASTANK/Crawling In The Dark	8476
25	24		INCUBUS/Nice To Know You	7824
25	23		NICKELBACK/Too Bad	7498
8	23		SUM 41/Motivation	7498
24	22		FOO FIGHTERS/The One	7172
16	21		EDDIE VEDDER/You've Got To...	6846
11	21		SOMETHING CORPORATE/If You C Jordan	6846
22	21		BLINK-182/First Date	6846
15	21		LOCAL H/Half Life	6846
8	20		LINKIN PARK/Papercut	6520
31	20		LINKIN PARK/In The End	6520
16	20		STARSAILOR/Good Souls	6520
15	20		COURSE OF NATURE/Caught In The Sun	6520
18	19		TOOL/Schism	6194
15	19		GOLDFLAG/Trouble	6194
18	18		STAIN'D/For You	5868
15	17		LINKIN PARK/Crawling	5542
19	17		BLINK-182/Stay Together For...	5542

**MARKET #4**

**KITS/San Francisco**  
Infinity  
(415) 402-6700  
Taylor/Avens  
12+ Cum 611,100



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
39	43		PUDDLE OF MUDD/Blurry	10105
41	41		SYSTEM OF A DOWN/Chop Suey	9635
30	37		STROKES/Last Nite	8695
28	36		OFFSPRING/Dely You	8460
2	32		LINKIN PARK/My December	7520
22	28		P.O.D./Youth Of The Nation	6580
40	26		P.O.D./Alive	6110
19	25		STAIN'D/For You	5875
24	24		RAGE AGAINST.../Renegades Of Funk	5640
19	23		INCUBUS/1 Wish You Were Here	5405
25	23		INCUBUS/Nice To Know You	5405
25	23		INCUBUS/Pardon Me	5405
18	22		GOLDFLAG/Trouble	5170
20	22		BLINK-182/Stay Together For...	5170
17	22		TOOL/Schism	5170
15	22		JIMMY EAT WORLD/The Middle	5170
22	19		PAPA ROACH/Last Resort	4465
21	19		DISTURBED/Down With...	4465
8	18		TRIK TURNER/Friends + Family	4230
13	17		STAIN'D/It's Been Awhile	3995
32	16		CREED/My Sacrifice	3760
13	16		DEFAULT/Wasting My Time	3760
19	15		LINKIN PARK/Papercut	3760
19	15		SUM 41/Fat Lip	3525
19	14		LINKIN PARK/In The End	3290
13	13		PUDDLE OF MUDD/Control	3055
13	13		HOBBASTANK/Crawling In The Dark	3055
14	13		BASEMENT JAXX/Where's Your Head At	3055

**MARKET #5**

**KDGE/Dallas-Ft. Worth**  
Clear Channel  
(972) 770-7777  
Doherty/Ayo  
12+ Cum 465,100



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
51	48		DEFAULT/Wasting My Time	9216
47	47		PUDDLE OF MUDD/Blurry	9024
57	46		LINKIN PARK/In The End	8832
36	43		JIMMY EAT WORLD/The Middle	8256
30	41		P.O.D./Youth Of The Nation	7872
37	37		STAIN'D/For You	7104
35	37		STROKES/Last Nite	7104
24	36		HOBBASTANK/Crawling In The Dark	6912
25	34		NICKELBACK/Too Bad	6528
33	33		INCUBUS/Nice To Know You	6336
18	33		TANTRIC/Mourning	6336
52	32		INCUBUS/1 Wish You Were Here	6144
30	30		BLINK-182/First Date	5760
25	29		CUSTOM/Hey Mister	5568
18	29		UNWRITTEN LAW/Seen 'n Red	5568
20	28		OFFSPRING/Dely You	5376
28	27		STARSAILOR/Good Souls	5184
26	27		A PERFECT CIRCLE/3 Libras	4992
26	26		FOO FIGHTERS/The One	4900
26	25		SUM 41/Fat Lip	4800
29	25		SUM 41/In Too Deep	4800
20	24		TRIK TURNER/Friends + Family	4608
15	24		CREED/Bullets	4608
10	23		3 DOORS DOWN/Be Like That	4416
14	23		COLDPLAY/Trouble	4416
25	23		BLINK-182/Stay Together For...	4416
19	23		WEEZER/Hush Pipe	4416
22	22		FU MANCHU/Squash That Fly	4224
19	22		U2/Elevation	4224

**MARKET #6**

**WPLY/Philadelphia**  
Radio One  
(610) 565-8900  
McGuinn/Fen  
12+ Cum 584,900



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
39	45		PUDDLE OF MUDD/Blurry	9540
41	45		INCUBUS/1 Wish You Were Here	9540
44	44		LINKIN PARK/In The End	9328
40	40		DEFAULT/Wasting My Time	8460
36	39		STAIN'D/For You	8268
31	36		SUM 41/In Too Deep	7632
32	36		P.O.D./Alive	7632
33	33		STROKES/Last Nite	6996
32	32		JIMMY EAT WORLD/The Middle	6784
32	32		FOO FIGHTERS/The One	6784
29	31		BLINK-182/First Date	6572
29	31		HOBBASTANK/Crawling In The Dark	6572
26	29		INCUBUS/Nice To Know You	6148
32	29		ALIEN ANT FARM/Movies	6148
28	28		TANTRIC/Mourning	5936
24	24		NICKELBACK/Too Bad	5088
24	24		AVALANCHE/Frontier	5088
23	23		EDDIE VEDDER/You've Got To...	4876
34	23		CREED/My Sacrifice	4876
23	23		OFFSPRING/Dely You	4876
18	21		P.O.D./Youth Of The Nation	4452
20	20		GOLDFLAG/Trouble	4240
19	20		BASEMENT JAXX/Where's Your Head At	4240
8	19		PHANTOM PLANET/California	4028
8	19		STARSAILOR/Good Souls	4028
16	18		ADEMA/The Way You Like It	3816
17	17		SYSTEM OF A DOWN/Chop Suey	3604
17	17		NICKELBACK/How You Remind Me	3604
10	17		PUDDLE OF MUDD/Control	3604
15	16		X-ECLUTIONERS/It's Goin' Down	3392

**MARKET #7**

**WHFS/Washington, DC**  
Infinity  
(301) 306-0991  
Benjamin/Ferrise  
12+ Cum 694,100



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
65	64		P.O.D./Youth Of The Nation	16640
63	61		SYSTEM OF A DOWN/Chop Suey	15860
64	60		PUDDLE OF MUDD/Blurry	15860
65	57		FOO FIGHTERS/The One	14620
61	55		INCUBUS/1 Wish You Were Here	14300
55	54		X-ECLUTIONERS/It's Goin' Down	14040
36	52		LINKIN PARK/Runaway	13520
50	50		TRIK TURNER/Friends + Family	13000
47	49		CREED/Sand Here With Me	13000
54	49		STROKES/Last Nite	12740
65	48		LINKIN PARK/In The End	12480
49	43		JIMMY EAT WORLD/The Middle	11180
29	36		INCUBUS/Nice To Know You	9360
31	33		ALIEN ANT FARM/Movies	8580
31	33		OFFSPRING/Dely You	8580
31	32		BLINK-182/First Date	8320
31	31		STAIN'D/For You	8060
30	31		DEFAULT/Wasting My Time	8060
30	30		GODSMACK!/Stand Alone	7800
32	28		DROWNING POOL/Tear Away	7280
32	28		HOBBASTANK/Crawling In The Dark	6760
26	26		SYSTEM OF A DOWN/Toxicity	6760
21	25		CITIZEN COP/Let The Drummer...	6500
24	24		SUM 41/Fat Lip	6240
24	24		PUDDLE OF MUDD/Control	6240
23	22		P.O.D./Alive	5720
22	21		NICKELBACK/How You Remind Me	5460
20	21		TOOL/Schism	5460
16	21		ADEMA/The Way You Like It	5460
49	20		NICKELBACK/Too Bad	5200

**MARKET #7**

**WWDC/Washington, DC**  
Clear Channel  
(301) 587-7100  
Rizer/Curtis  
12+ Cum 756,400



PLAYS	LW	TW	ARTIST/TITLE	GI (000)
38	38		CREED/My Sacrifice	12008
33	37		P.O.D./Alive	11692
37	36		LINKIN PARK/In The End	11376
38	35		PUDDLE OF MUDD/Blurry	11060
22	30		JIMMY EAT WORLD/The Middle	9480
26	29		REMY ZERO/Save Me	9164
28	29		DEFAULT/Wasting My Time	9164
28	26		STROKES/Last Nite	8216
20	23		NICKELBACK/How You Remind Me	7268
15	20		HOBBASTANK/Crawling In The Dark	6320
15	17		311/You Wouldn't Believe	5372
15	16		WEEZER/Hush Pipe	5056
15	16		COLD/No One	5056
12	15		CAKE/Short Skirt/Long...	4740
11	15		PUDDLE OF MUDD/Control	4740
12	15		FUEL/Hemorrhage	4424
20	14		SUM 41/In Too Deep	4424
18	14		INCUBUS/1 Wish You Were Here	4424
18	13		FOO FIGHTERS/The One	4108
14	13		PAPA ROACH/Last Resort	4108
16	13		SOMETHING CORPORATE/If You C Jordan	4108
14	13		LIMP BIZKIT/Take A Look	4108
13	13		3 DOORS DOWN/Kryptonite	4108
13	13		OFFSPRING/Dely You	4108
9	13		SEVEN DUST/Prase	4108
13	12		KORN/Make Me Bad	3792
11	12		SUM 41/Fat Lip	3792
12	12		NICKELBACK/Too Bad	3792
10	12		RAGE AGAINST.../Renegades Of Funk	3792

**MARKET #8**

**WBCN/Boston**  
Infinity  
(617) 266-1111  
Oedipus/Sbrick  
12+ Cum 594,100



# Triple A Playlists

February 8, 2002 R&R • 95

**MARKET #3**  
**WXRT/Chicago**  
Infinity  
(773) 777-1700  
Winer/Farneda  
12+ Cume 484,800



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
26	28	JOHN MAYER/No Such Thing	8092
23	23	HYAN ADAMS/New York, New York	6647
21	21	TRAVIS/Side	6069
26	21	CHRIS ISAAK/Let Me Down Easy	6069
16	18	INDIGO GIRLS/Moment Of...	5202
23	16	DAVE MATTHEWS BAND/Everyday	4624
7	15	CRACKER/Shine	4335
14	14	PSYCHEDELIC FURS/Alive	4046
15	14	WEEZER/Island In The Sun	4046
10	13	EDDIE VEDDER/You've Got To...	3757
9	13	MIDNIGHT OIL/Golden Age	3757
11	13	NATALIE MERCHANT/Just Can't Last	3757
5	13	JOHN MELLENCAMP/Cuttin' Heads	3757
12	13	DAVID GRAY/Sail Away	3757
11	13	JOHN HIATT/Everybody Went Low	3757
12	13	COUSTEAU/Last Good Day Of...	3468
13	12	JEWEL/Standing Still	3468
11	12	PETE YORN/Strange Condition	3468
11	11	GARBAGE/Breaking Up The Girl	3179
11	11	COLDPLAY/Trouble	3179
9	11	NO MISSISSIPPI.../Sugarfoot	3179
10	10	TRAVIS/Side	2890
7	10	WIDESPREAD PANIC/This Part Of Town	2890
6	9	RUFUS WAINRIGHT/Cigarettes.../Train	2601
6	9	OLD 97'S/King Of All	2312
5	8	BLACK CROWES/Soul Singing	2312
13	8	LENNY KRAVITZ/Dig In	2312
8	8	BETTER THAN EZRA/Extra Ordinary	2312
6	8	U2/Stuck In A Moment...	2312
9	7	LUCINDA WILLIAMS/Essence	2023

**MARKET #4**  
**KFOG/San Francisco**  
Susquehanna  
(415) 543-1045  
Benson/Jones  
12+ Cume 376,000



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
31	33	RYAN ADAMS/New York, New York	9603
29	31	NEIL YOUNG/At's Roll	9021
31	31	NICKELBACK/How You Remind Me	9021
21	23	CHRIS ISAAK/Let Me Down Easy	6693
18	22	JOHNNY A/Oh Yeah	6402
16	19	DAVE MATTHEWS BAND/Everyday	5529
19	18	MELISSA ETHERIDGE/Lover Please	5238
19	18	U2/Beautiful Day	5238
20	17	CALLING/Wherever You Will Go	4947
16	17	TRAIN/Drops Of Jupiter...	4656
7	13	MIDNIGHT OIL/Golden Age	3783
12	12	BLUES TRAVELER/Back In The Day	3492
10	12	PETE YORN/Life On A Chain	3492
10	12	ALANIS MORISSETTE/Hands Clean	3492
11	12	INCUBUS/Drive	3492
10	12	COLDPLAY/Trouble	3492
6	11	MARK KNOPFLE/What It Is	3201
13	11	JOHN MAYER/No Such Thing	3201
13	11	LIFEHOUSE/Hanging By A Moment	3201
11	11	DAVID GRAY/Babyon	3201
11	11	DAVE MATTHEWS BAND/The Space Between	3201
10	10	AIRO-CELT/P. GABRIEL/When You're Falling	2910
12	10	MOBY/GWEN STEFANI/Southside	2910
12	10	LUCE/Good Day	2910
11	10	SANTANA F.E. CHERRY/Wishing It Was	2910
13	10	JACK JOHNSON/Bubble Toes	2910
11	9	MICK JAGGER/Joy	2619
10	9	FOO FIGHTERS/Learn To Fly	2619
11	9	EDDIE VEDDER/You've Got To...	2619
1	9	U2/In A Little While	2619

**MARKET #8**  
**WBOS/Boston**  
Greater Media  
(617) 822-9600  
Herrmann/Williams  
12+ Cume 171,300



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
33	33	JOHN MAYER/No Such Thing	4686
32	33	DAVE MATTHEWS BAND/Everyday	4686
32	32	ALANIS MORISSETTE/Hands Clean	4544
32	31	RYAN ADAMS/New York, New York	4402
18	27	CHRIS ISAAK/Let Me Down Easy	3834
17	22	INDIGO GIRLS/Moment Of...	3124
19	21	JACK JOHNSON/Bubble Toes	2982
8	19	PETE YORN/Strange Condition	2698
7	18	TRAVIS/Side	2556
17	17	CALLING/Wherever You Will Go	2556
17	17	LENNY KRAVITZ/Dig In	2414
9	17	RYAN ADAMS/Answering Bell	2414
16	15	FIVE FOR FIGHTING/America Town	2130
10	12	EDDIE VEDDER/You've Got To...	1704
8	11	BEN FOLDS/Still Fighting It	1562
8	11	GARBAGE/Breaking Up The Girl	1562
10	11	WILLIE NELSON/Maria (Shut Up...)	1562
9	11	BOB SCHNEIDER/Big Blue Sea	1562
19	10	JEWEL/Standing Still	1420
19	10	STARSAILOR/Good Souls	1420
10	10	NICKELBACK/How You Remind Me	1420
10	10	JOHNNY A/Oh Yeah	1420
7	9	CREED/My Sacrifice	1278
8	9	DAVID GRAY/Babyon	1278
9	9	SUZANNE VEGA/Last Year's Troubles	1278
7	9	AIRO-CELT/P. GABRIEL/When You're Falling	1278
17	9	WEEZER/Island In The Sun	1278
9	8	TRAIN/Drops Of Jupiter...	1136
7	8	WILLIAM TOPLEY/Back To Believing	1136
8	8	PETE YORN/Life On A Chain	1136

**MARKET #8**  
**WXRV/Boston**  
Northeast  
(978) 374-4733  
Doody/Marshall  
12+ Cume 171,300



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
23	23	CHRIS ISAAK/Let Me Down Easy	1656
20	21	U2/In A Little While	1512
22	21	STARSAILOR/Good Souls	1512
20	21	INDIGO GIRLS/Moment Of...	1512
22	21	DAVE MATTHEWS BAND/Everyday	1512
16	20	PETE YORN/Strange Condition	1440
17	17	JACK JOHNSON/Bubble Toes	1224
13	17	BRUCE COCKBURN/My Beat	1224
16	16	RAUL MALO/Every Little...	1152
11	16	ALANIS MORISSETTE/Hands Clean	1152
12	15	NEIL YOUNG/Let's Roll	1152
18	15	GARBAGE/Breaking Up The Girl	1080
14	15	COLDPLAY/Trouble	1080
9	15	WILLIAM TOPLEY/Back To Believing	1080
14	15	SHANNON MCNALLY/Down And Dirty	1008
13	13	STROKES/Last Nite	936
10	13	CRACKER/Shine	936
8	12	RYAN ADAMS/Answering Bell	864
11	11	NIKKA COSTA/Push & Pull	792
14	11	BRUCE COCKBURN/My Beat	792
10	11	WEEZER/Island In The Sun	792
8	10	MICK JAGGER/Gave Me...	720
10	10	ROBERT BRADLEY'S.../Train	720
10	10	TRAVIS/Side	720
9	10	TRAIN/Side's On Fire	720
9	10	JOHN MAYER/No Such Thing	720
9	10	BOB DYLAN/Honest With Me	720
5	9	R.E.M./All The Right...	648
9	9	FIVE FOR FIGHTING/America Town	648
13	9	MICK JAGGER/Visions Of Paradise	648

**MARKET #14**  
**KMTT/Seattle-Tacoma**  
Entercom  
(206) 233-1037  
Mays/Stewart  
12+ Cume 220,000



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
20	23	DAVE MATTHEWS BAND/Everyday	2714
22	23	JOHN MAYER/No Such Thing	2714
22	23	PETE YORN/Strange Condition	2714
18	20	JEWEL/Standing Still	2360
23	20	MELISSA ETHERIDGE/Lover Please	2360
21	18	U2/In A Little While	2124
21	18	DAVID JOHNSON/Bubble Toes	2124
13	21	JACK JOHNSON/Bubble Toes	1416
10	12	SUZANNE VEGA/Last Year's Troubles	1416
12	12	CHRIS ISAAK/Let Me Down Easy	1416
12	12	ALANIS MORISSETTE/Hands Clean	1416
10	12	WILLIAM TOPLEY/Back To Believing	1416
12	12	TRAVIS/Side	1416
10	12	JEWEL/Standing Still	1416
11	11	EAGLE-EYE CHERRY/Feels So Right	1298
11	11	RYAN ADAMS/Answering Bell	1298
9	11	MICK JAGGER/Visions Of Paradise	1298
11	11	TRAIN/She's On Fire	1298
9	11	DID/O/Thankyou	1298
10	10	BRUCE COCKBURN/My Beat	1180
10	10	FIVE FOR FIGHTING/America Town	1180
10	10	JOSH JOPLIN GROUP/Camera One	1180
9	9	COLDPLAY/Trouble	1062
9	9	ROBERT BRADLEY'S.../Train	1062
9	9	LENNY KRAVITZ/Dig In	1062
11	9	INDIGO GIRLS/Moment Of...	1062
9	9	COLDPLAY/Trouble	1062
8	9	ACTUAL TIGERS/Testimony	1062
4	8	DAVID GRAY/Babyon	941
10	7	STAINED/It's Been Awhile	826

**MARKET #16**  
**KTCZ/Minneapolis**  
Clear Channel  
(612) 339-0000  
MacLash/Wolf  
12+ Cume 314,400



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
33	36	NICKELBACK/How You Remind Me	5544
32	36	DAVE MATTHEWS BAND/Everyday	5544
35	35	AIRO-CELT/P. GABRIEL/When You're Falling	5390
36	34	JOHN MELLENCAMP/Peaceful World	5236
28	30	DAVID GRAY/Peace Forgive Me	4620
24	29	EDDIE VEDDER/You've Got To...	4466
31	28	CALLING/Wherever You Will Go	4312
23	28	U2/In A Little While	4312
24	28	WEEZER/Island In The Sun	4312
17	24	BOB SCHNEIDER/Big Blue Sea	3696
25	24	COLDPLAY/Trouble	3696
22	24	NATALIE MERCHANT/Just Can't Last	3696
16	21	CHRIS ISAAK/Let Me Down Easy	3234
18	20	BEN FOLDS/Still Fighting It	3080
20	19	ALANIS MORISSETTE/Hands Clean	2926
18	18	CREED/My Sacrifice	2772
11	13	TRAIN/Drops Of Jupiter...	2002
13	13	PETE YORN/Strange Condition	2002
7	12	JOSH JOPLIN GROUP/Camera One	1848
7	12	FIVE FOR FIGHTING/America Town	1848
11	11	BLUES TRAVELER/Back In The Day	1694
12	11	3 OD ODD FOOT OF.../Sweet Away Bayou	1694
4	11	INDIGO GIRLS/Moment Of...	1694
11	10	MOBY/GWEN STEFANI/Southside	1694
11	10	EVERLEIGH/Wonderful	1694
11	10	NATALIE MERCHANT/Build A Levee	1694
4	11	INCUBUS/Drive	1694
10	10	TRAVIS/Side	1540
10	10	JEWEL/Standing Still	1540
10	10	UNCLE KRACKER/Follow Me	1540

**MARKET #17**  
**KXST/San Diego**  
Compass  
(858) 678-0102  
Shaib  
12+ Cume 124,600



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
24	27	CHRIS ISAAK/Let Me Down Easy	1539
27	25	DAVE MATTHEWS BAND/Everyday	1425
29	25	CALLING/Wherever You Will Go	1425
17	23	ALANIS MORISSETTE/Hands Clean	1311
27	20	U2/In A Little While	1140
15	18	JEWEL/Standing Still	1026
16	15	MICK JAGGER/Visions Of Paradise	855
17	14	JOHN MAYER/No Such Thing	798
5	13	INDIGO GIRLS/Moment Of...	684
13	12	GARBAGE/Breaking Up The Girl	684
6	11	JACK JOHNSON/ake	627
22	10	RYAN ADAMS/Answering Bell	570
14	10	RYAN ADAMS/New York, New York	570
9	10	FIVE FOR FIGHTING/Superman (It's...)	570
8	9	TRAIN/Drops Of Jupiter...	513
8	9	PETE YORN/Life On A Chain	513
9	9	FIVE FOR FIGHTING/America Town	513
7	9	JACK JOHNSON/Bubble Toes	513
12	8	TRAIN/She's On Fire	456
8	8	NATALIE MERCHANT/Just Can't Last	456
3	8	LENNY KRAVITZ/Dig In	456
11	8	EDDIE VEDDER/You've Got To...	456
9	8	MELISSA ETHERIDGE/Lover Please	456
10	8	NEIL YOUNG/Let's Roll	456
7	7	PETE YORN/Strange Condition	399
5	7	LIFEHOUSE/Hanging By A Moment	399
5	7	EVERLEIGH/Wonderful	399
20	7	JOHN MELLENCAMP/Peaceful World	399
9	7	34 BELOW/Empty Sunday	399
9	7	AIRO-CELT/P. GABRIEL/When You're Falling	399

**MARKET #20**  
**WRNR/Baltimore**  
Empire  
(410) 626-0103  
Peterson/Cortright  
12+ Cume 62,800



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
24	27	JOHN MAYER/No Such Thing	1080
24	21	HARRISON & HOLLAND/Horse To The Water	900
23	20	CAKE/Love You Madly	945
19	23	PAUL MCCARTNEY/Vanilla Sky	855
16	14	GARBAGE/Breaking Up The Girl	630
14	13	MICK JAGGER/Visions Of Paradise	630
11	13	SHANNON MCNALLY/Down And Dirty	580
17	11	MICK JAGGER/Joy	495
4	11	CRACKER/Shine	495
11	11	DAVE MATTHEWS BAND/Everyday	495
14	11	R.E.M./All The Right...	495
10	11	COUSTEAU/Last Good Day Of...	495
10	11	RAUL MALO/Every Little...	495
11	11	BEN FOLDS/Still Fighting It	495
14	10	DAVE MATTHEWS BAND/Dreams Of Our...	450
7	10	JOEY RAMONE/What A Wonderful...	450
10	9	NATALIE MERCHANT/Just Can't Last	405
9	9	CHRIS ISAAK/Let Me Down Easy	405
5	9	STARSAILOR/Good Souls	405
9	9	PETE YORN/Strange Condition	405
10	9	WIDESPREAD PANIC/Little Lily	405
9	9	TRAVIS/Side	405
8	8	SUZANNE VEGA/Last Year's Troubles	360
1	7	BOB SCHNEIDER/Big Blue Sea	315
6	7	CITIZEN COPELAND/There's Love	315
6	7	CONVOY/Gone So Quick	315
7	7	WILLIAM TOPLEY/Back To Believing	315
7	7	RUFUS WAINRIGHT/Cigarettes...	315
5	6	EAGLE-EYE CHERRY/Feels So Right	270
7	6	RYAN ADAMS/New York, New York	270

**MARKET #22**  
**KBCO/Denver-Boulder**  
Clear Channel  
(303) 444-5600  
Airbaugh/Keeler  
12+ Cume 327,300



**PLAYS**

LW	TW	ARTIST/TITLE	GI (000)
6	32	DAVE MATTHEWS BAND/Everyday	6368
6	32	U2/In A Little While	6368
6	30	STARSAILOR/Good Souls	5970
7	30	MARK KNOPFLE/What It Is	5970
6	29	DAVID GRAY/Sail Away	5771
21	21	BIG HEAD TODD.../Wishing Well	4179
3	21	WILLIAM TOPLEY/Back To Believing	4179
4	21	JEWEL/Standing Still	4179
4	20	COLDPLAY/Trouble	3960
4	19	JACK JOHNSON/Fake	3781
4	18	RYAN ADAMS/New York, New York	3582
7	8	JOHN MELLENCAMP/Peaceful World	3383
11	8	JOHNNY A/Oh Yeah	3184
4	16	PETE YORN/Life On A Chain	3184
15	8	CHRIS ISAAK/Let Me Down Easy	2985
3	15	JOHN MAYER/No Such Thing	2985
3	15	AFRO-CELT/P. GABRIEL/When You're Falling	2985
3	15	MOBY/GWEN STEFANI/Southside	2985
14	14	MIDNIGHT OIL/Golden Age	2786
5	14	MICK JAGGER/Visions Of Paradise	2786
4	14	BLUES TRAVELER/Back In The Day	2786
2	13	NATALIE MERCHANT/Just Can't Last	2587
3	12	INDIGO GIRLS/Moment Of...	2388
4	12	CALLING/Wherever You Will Go	2388
2	11	RYAN ADAMS/Answering Bell	2189
1	11	STING/Fragile	2189
7	11	GARBAGE/Breaking Up The Girl	2189
3	10	DAVID GRAY/Peace Forgive Me	1990
2			



JOHN SCHOENBERGER

jschoenberger@tronline.com

## When Programming Meets Sales

□ It's time to print new business cards

By Keith Cunningham

In addition to "Program Director," today's PD should also have "Account Executive" printed on his or her business card. And if there's room, why not add this: "In addition to managing the music and the on-air and promotions staffs, I have to work with the sales department on a daily basis to figure out how we're going to compensate for a 20% decrease in sales. Rates are down, we're not adding units, the competition gives everything away, and I spend a majority of my time finding somewhere (outside of commercials) to promote Budweiser and Taco Bell."

Sound familiar? That's the gig these days. Programmers are even spitting out catch phrases that used to be reserved for GMs and GSMs — power ratios, cost-per-point, sales forecasting, etc. If it continues like this, programmers will be putting down R&R and dusting off economics textbooks.

Radio has always been big business, but now more than ever the focus isn't on being a localized, creative music-and-personality outlet; it's on being a delivery system for sales messages. Many programmers complain about the time they have to spend working on sales and NTR. That's like Shaq complaining that he has to shoot free throws in practice. It's not all about bangin' with the big boys in the paint; he must also demonstrate finesse.

In radio, without revenue (finesse), we don't have jobs. Without ratings (bangin'), there's no revenue. The economic conditions are forcing radio pros to revise their job descriptions. A 2002 radio office is a two-way street, and programmers need to be traffic cops.

### Sales Creativity Vs. Clutter

Sadly, consumers are accustomed to being bombarded by sales messages every second of every day, and most of them fall on deaf ears. Whether it's right or wrong, you're not stepping out on a limb by integrating sales messages into your programming. I've heard stations that have different 30-second tag lines at the open and close of each traffic report or situations where up to five sponsors are named in a promo. That was once way over the line, but the question these days is, "Where is the line?"

Everything has a sponsor these days. The college bowl games have title sponsors and different individual sponsors for every aspect of the game: the pregame show, postgame show, halftime show, instant replays, coin flip, trophy presentation — you name it, it has a sponsor. Radio is

getting just as bad. Even commercial-free hours of music have commercial sponsors.

When you're integrating sales into programming, the messages should be very brief — name recognition only — and in produced form (if possible). The clients must meet the lifestyle interests of your listeners, and the message should be tied to a listener benefit that will create a client benefit. Otherwise, you're wasting your time.

Balance is the key in radio, with music and with sales. You can keep your product clean and still have it be very profitable; it just requires creativity. Listeners won't tune out because McDonald's sponsors the noon hour, and they probably expect your Christmas CD to include Internet software.

Don't oversell, don't lie, and don't sell goods that your listeners aren't interested in. They know that radio stations are for-profit businesses, and they're OK with that, as long as the for-profit efforts aren't too noticeable. Don't be a bowl game.

### Would You Buy Your Station?

Knowing what you know about radio today, if you were a media buyer, would you buy the conventional or NTR package that your station is trying to sell? Product quality, client service and customer loyalty are the keys to any business. Don't use your radio station and programming inventory as a dumping ground for sales opportunities that won't generate results for the client. You'll be killing your product and screwing your clients and listeners.

More money, time and energy are being spent facilitating ad buys than ever before. Promotional requests that used to be tossed aside before seeing the light of a promotions meeting now require major brainstorming sessions. Multiword tag lines are, all of a sudden, mandatory, and everything, including your morning show, probably has a sponsor. We let it get this way.

Radio can still be the most cost-effective and powerful advertising medium in today's overcommunicated world. It can provide immediate results for listeners and clients. Treat your radio station like the powerful tool it is; otherwise, the listeners and clients will be gone, and your multi-million-dollar transmitter will be worth nothing.

We live quarter by quarter these days, but if we're not thinking about the long-term health of our products — product image, listener base, profitability without being overcommercialized and local service — our days are numbered.

CEOs and VPs aren't crazy, are they? There must be a way to increase ratings and sales without one getting too much in the way of the other. They're not asking us to do the impossible; they're asking us to creatively make the machine work in today's revenue-slumping world. They're asking us to make programming work for sales. If we can't, they'll find someone else who can. There are many out-of-work people who are eager to talk NTR, power ratios and added value.

### Go On Sales Calls

So how can programming work for sales, and vice versa? Job one is to embrace the goal. Don't fight it. The programming side of the building is no longer a sales-free zone. That said, should program directors be required to go on important sales calls, attend sales meetings, enforce protocol and occasionally educate the sales staff? In 2002, yes!

PDs are the product brains at radio stations. The sales representatives sell the product. Like offense and defense, you need both to win. Therefore, PDs should be included on important sales calls. They overcome content issues and arguments every day of the week, so they should be in the room when the big BMW money is on the line.

Sure, PDs don't want to hear about going on sales calls, but who is better at talking up the product, the demo and the lifestyle of the station than



THREE STUDS

Virgin artist Lenny Kravitz recently stopped by WXRT/Chicago for a live interview and to meet some very excited listeners. Pictured here (l-r) are WXRT PD Norm Winer, Kravitz and WXRT Asst. PD/MD John Farneda.

they are? Think of it as a record call. Programmers negotiate every day with labels, whether it's song- or artist-based, whether it's for the presents of a show or other promotional opportunities. All of that is selling to some extent.

"We're a better promotional partner for your label than our competition. We have higher ratings. We deserve to present that show. We've supported your artist longer. We were here first. Our cume is bigger. Our listeners buy more records. You're crazy if you take your artist to my competition."

Why can't a PD sit in on a Pepsi meeting and diplomatically articulate the spin? Chances are, the client will appreciate the programmer's passion, and it will open the buyer's eyes to the heartbeat of the station. The account exec is now much closer to inking the big deal.

If a good PD-AE-traffic-cop attends two big sales calls a month, it will help your station's revenue situation. Maybe then you won't have to do the "burger madness" promotion that's driving everyone crazy.

To that same end, sales representatives should be learning more about the product they're selling. Just knowing that your station targets adults 25-54 isn't enough. You should know all the strategic aspects of why your station sounds the way it does.

Which artists does your station own? Which artists do you share? What does your demo like and dislike? Why is your station better than the competition? What trends are hot? Sales reps should be armed with as much information as possible so that they can sell with passion.

### Are We Hiring Or Firing?

Even amid all the radio layoffs, most radio companies are hiring sales executives. Revenue needs to be raised; we need more sellers. One particular frustration from the programming side has been the hiring of sales professionals who don't have radio experience or much familiarity with the products they're being asked to sell. PDs are then called upon to educate the sellers on the product and to enforce protocol.

If you're a PD, attending sales meetings will alleviate some pressures and accomplish a few things. It will educate the staff about the product and your competitive objectives, which will benefit the sales staff when they're talking to clients. It also allows you to track programming opportunities that aren't being sold. You won't need to create new revenue programs if the existing programs aren't being sold.

Finally, by spending one hour per week in the sales meeting, you'll be showing support, you'll actually be able to enforce programming protocol, and the staff will quickly understand what will and won't work.

Program directors and account executives still have great jobs. PDs can still pick which Dave Matthews track they want to play; they just have to spend a little more time thinking about how they can sell Palm Pilots without destroying the product. Sales executives can learn more about the product, and they should focus on selling NTR programs, as well as commercials. It's the only way we'll all hit the huge numbers being placed in front of us.

I challenge you to add up the dollar amount of all the unsold NTR opportunities at your station. If you don't have a staggering number, congrats! Radio led the way in creating the world of added-value, NTR opportunities and synergy development, but it's getting more competitive week by week. The stations that creatively offer it and grow it will win; the ones that don't will lose.

Sales and programming must work together and focus on listener benefits, client benefits and results, product health and how to score the cash without becoming a bowl game. If not, just print "unemployed" on your business cards. Here's to your success.

*Keith Cunningham runs his own media-marketing consultancy, Media Positioning, based in Los Angeles. Cunningham has held advanced programming and operations and high-level marketing positions in Los Angeles, San Francisco, San Jose and Denver. Contact him at mediapositioning@aol.com or 310-452-7126.*

LAST YEAR'S MOST UNLIKELY SUCCESS STORY IS  
THE MOST PLEASANT SURPRISE OF 2002!

# The Be Good Tanyas



## The Be Good Tanyas "The Littlest Birds" Introducing the first single from their debut album, *Blue Horse*.

"The Be Good Tanyas have been a breath of fresh air on KGSR. Poppy but rugged, with beautiful harmonies offset by a down home rootsieness. Love 'em!" - *Jody Denberg, KGSR/Austin*

"The Be Good Tanyas, and in particular the tune 'Littlest Birds' have totally insinuated themselves into the 'World Cafe listeners' minds. If there is room for something truly beautiful on your playlist - play this!" - *Daniel Dye, World Cafe*

"Be Good Tanyas was perhaps the most interesting debut of last year! Don't try to peg 'em....they'll change your mind on each track" - *Rob Reinheart, Acoustic Cafe*

"BGT - we love 'em! We've been playing 'Littlest Birds' for 8 weeks now and it sounds great on the air--hooky, quirky and cool. This is roots music with an edge" - *Rita Houston, WFUV/NY*

"BGT are much more than a typical vocal, rootsy trio - their songs are extremely well crafted and have a real edge to them, kinda like the BEST roots songs do" - *Dan Reed, WFPK/Louisville*

**Reaction:** Six hours after NPR's "All Things Considered" aired a spotlight on them, their album shot to #4 at Amazon.com and album sales increased overall 300%!

**Result:** "This is beautiful music...lovely vocals, lovely harmonizing, lovely songwriting"  
- (actual consumer, amazon.com)

**New Adds:** WDET/Detroit    WYEP/Pittsburgh    WNKU/Cincinnati    KRSH/Santa Rosa  
KBAC/Santa Fe    KOTR/San Luis Obispo    WRSI/Springfield

New York: 212) 760-1540 • Los Angeles: (310) 855-0645 • Midwest: (248) 547-9599 • Vancouver: (604) 654-2929

Contact:

NETTWERK  
AMERICA

www.nettwerkamerica.com  
www.begoodtanyas.com



# R&R Triple A Top 30

February 8, 2002

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	DAVE MATTHEWS BAND Everyday (RCA)	575	+32	43863	14	24/0
2	2	ALANIS MORISSETTE Hands Clean (Maverick/Reprise)	501	+72	29612	3	23/1
6	3	CHRIS ISAAK Let Me Down Easy (Reprise)	452	+82	37257	4	26/0
5	4	CALLING Wherever You Will Go (RCA)	411	+27	24596	18	16/1
3	5	JOHN MAYER No Such Thing (Aware/Columbia)	396	-3	32307	23	23/0
4	6	COLDPLAY Trouble (Nettwerk/Capitol)	382	-12	27367	15	23/0
7	7	RYAN ADAMS New York, New York (Lost Highway/IDJMG)	353	-17	33628	22	26/0
10	8	JEWEL Standing Still (Atlantic)	338	+12	21206	16	19/0
9	9	NICKELBACK How You Remind Me (Roadrunner/IDJMG)	336	0	25444	13	11/0
14	10	PETE YORN Strange Condition (Columbia)	332	+80	24073	6	25/1
13	11	U2 In A Little While (Interscope)	328	+65	26378	4	23/2
11	12	TRAVIS Side (Epic)	323	+16	19317	11	18/0
8	13	LENNY KRAVITZ Dig In (Virgin)	311	-40	15857	20	20/0
12	14	CREED My Sacrifice (Wind-up)	310	+19	13104	13	12/0
16	15	TRAIN She's On Fire (Columbia)	273	+64	17170	3	22/0
19	16	EDDIE VEDDER You've Got To Hide Your... (V2)	247	+53	19840	4	21/4
17	17	INDIGO GIRLS Moment Of Forgiveness (Epic)	247	+40	22073	3	19/1
21	18	MICK JAGGER Visions Of Paradise (Virgin)	224	+48	13293	3	20/2
15	19	MELISSA ETHERIDGE Lover Please (Island/IDJMG)	220	-26	15975	10	17/0
20	20	GARBAGE Breaking Up The Girl (Almo Sounds/Interscope)	201	+20	14007	3	18/1
23	21	WILLIAM TOPLEY Back To Believing (Lost Highway/IDJMG)	191	+19	12487	9	17/0
22	22	NATALIE MERCHANT Just Can't Last (Elektra/EEG)	179	+4	11937	18	16/0
18	23	NEIL YOUNG Let's Roll (Reprise)	173	-24	16448	6	14/0
26	24	FIVE FOR FIGHTING America Town (Aware/Columbia)	171	+20	9639	8	15/0
25	25	STARSAILOR Good Souls (Capitol)	169	+15	9825	2	20/2
Debut	26	RYAN ADAMS Answering Bell (Lost Highway/IDJMG)	164	+54	12034	1	18/2
24	27	BRUCE COCKBURN My Beat (True North/Rounder)	164	+9	8059	5	13/0
28	28	REMY ZERO Save Me (Elektra/EEG)	160	+12	6399	2	11/0
Debut	29	ROBERT BRADLEY'S BLACKWATER... Train (Vanguard)	144	+25	9352	1	15/0
27	30	STING Fragile (A&M/Interscope)	144	-7	8468	8	15/0

27 Triple A reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 1/27/02-2/2/02. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. 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. 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 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
LENNY KRAVITZ Stillness Of Heart (Virgin)	11
JACK JOHNSON Flake (Enjoy/Universal)	5
EDDIE VEDDER You've Got To Hide Your... (V2)	4
LLAMA Too Much Too Soon (MCA)	4
PHANTOM PLANET California (Daylight/Epic)	3
GARY STIER Miss America And I (33rd Street)	3
U2 In A Little While (Interscope)	2
MICK JAGGER Visions Of Paradise (Virgin)	2
STARSAILOR Good Souls (Capitol)	2
RYAN ADAMS Answering Bell (Lost Highway/IDJMG)	2
MIDNIGHT OIL Golden Age (Liquid 8)	2
CRACKER Shine (Backporch/Virgin)	2
LUCE Good Day (Joe's Music)	2
IKE REILLY Put A Little Love In It (Republic/Universal)	2
WILLIE NELSON Maria (Shut Up...) (Lost Highway/IDJMG)	2
PAUL RUDERMAN Wish (Q/Atlantic)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CHRIS ISAAK Let Me Down Easy (Reprise)	+82
PETE YORN Strange Condition (Columbia)	+80
ALANIS MORISSETTE Hands Clean (Maverick/Reprise)	+72
U2 In A Little While (Interscope)	+65
TRAIN She's On Fire (Columbia)	+64
RYAN ADAMS Answering Bell (Lost Highway/IDJMG)	+54
EDDIE VEDDER You've Got To Hide Your... (V2)	+53
MICK JAGGER Visions Of Paradise (Virgin)	+48
MIDNIGHT OIL Golden Age (Liquid 8)	+42
INDIGO GIRLS Moment Of Forgiveness (Epic)	+40
KASEY CHAMBERS Not Pretty Enough (Warner Bros.)	+40

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	201
INCUBUS Drive (Immortal/Epic)	196
U2 Stuck In A Moment... (Interscope)	194
LIFEHOUSE Hanging By A Moment (DreamWorks)	193
FIVE FOR FIGHTING Superman (It's...) (Aware/Columbia)	193
JOHN MELLENCAMP Peaceful World (Columbia)	185
AFRO-CELT... F/P. GABRIEL When... (Real World/Virgin)	178
WEEZER Island In The Sun (Geffen/Interscope)	168
COLDPLAY Yellow (Nettwerk/Capitol)	167
DAVID GRAY Babylon (ATO/RCA)	157
STAIN'D It's Been Awhile (Flip/Elektra/EEG)	152
MOBY F/GWEN STEFANI Southside (V2)	150

## New & Active

**BEN FOLDS** Still Fighting It (Epic)  
Total Plays: 138, Total Stations: 15, Adds: 1

**BOB SCHNEIDER** Big Blue Sea (Universal)  
Total Plays: 131, Total Stations: 14, Adds: 0

**DEFAULT** Wasting My Time (TVT)  
Total Plays: 124, Total Stations: 7, Adds: 1

**MIDNIGHT OIL** Golden Age (Liquid 8)  
Total Plays: 121, Total Stations: 14, Adds: 2

**CRACKER** Shine (Backporch/Virgin)  
Total Plays: 98, Total Stations: 11, Adds: 2

**JACK JOHNSON** Bubble Toes (Enjoy/Universal)  
Total Plays: 95, Total Stations: 7, Adds: 0

**JOHNNY A.** Oh Yeah (Favored Nations/Red Ink)  
Total Plays: 86, Total Stations: 8, Adds: 0

**PUDDLE OF MUDD** Blurry (Flawless/Geffen/Interscope)  
Total Plays: 82, Total Stations: 5, Adds: 1

**JONATHA BROOKE** Out Of Your Mind (Bad Dog)  
Total Plays: 75, Total Stations: 9, Adds: 0

**HARRISON & HOLLAND** Horse To The Water (Import)  
Total Plays: 74, Total Stations: 5, Adds: 0

Songs ranked by total plays

# IT STANDS FOR SOMETHING.

## Billy Bragg & The Blokes

# NPWA

The premiere single from the new album England, Half English, the follow-up to the acclaimed Grammy Award-nominated Mermaid Avenue albums

Album in stores March 5 Produced by Grant Showbiz

**MOST ADDED! MOST INCREASED!**

Already On:

KGSR WXPB WYEP WDET WKOC WMMM  
WRNR WRNX WFUV KRSH KTHX KOTR  
WNCS KBAC WAPS WNCW

Acoustic Cafe

www.billybragg.co.uk

www.billybraggonline.com

www.elektra.com



On Elektra compact discs © 2002 Elektra Entertainment Group Inc., Warner Music Group, An AOL Time Warner Company.

February 8, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
2	1	CHRIS ISAAK Let Me Down Easy (Reprise)	280	+28	5170	4	21/0
6	2	PETE YORN Strange Condition (Columbia)	242	+20	2905	9	16/1
1	3	WILLIAM TOPLEY Back To Believing (Lost Highway/IDJMG)	237	-31	3879	14	18/0
4	4	NATALIE MERCHANT Just Can't Last (Elektra/EEG)	231	-12	6019	21	18/0
3	5	SHANNON MCNALLY Down And Dirty (Capitol)	228	-19	8828	13	17/0
5	6	JOHN HIATT Everybody Went Low (Vanguard)	224	-18	2971	13	17/0
8	7	RYAN ADAMS Answering Bell (Lost Highway/IDJMG)	217	+23	6197	2	21/2
7	8	BRUCE COCKBURN My Beat (True North/Rounder)	209	+9	4650	8	20/0
16	9	ALANIS MORISSETTE Hands Clean (Maverick/Reprise)	198	+45	2838	2	14/1
13	10	SUZANNE VEGA Last Year's Troubles (A&M/Interscope)	198	+20	6234	4	19/0
9	11	STARSAILOR Good Souls (Capitol)	190	-4	5960	7	18/0
12	12	DAVE MATTHEWS BAND Everyday (RCA)	184	+1	1056	17	9/0
10	13	JOHN MAYER No Such Thing (Aware/Columbia)	180	-13	1152	29	10/0
14	14	NEIL YOUNG Let's Roll (Reprise)	177	+4	3966	6	13/0
18	15	ROBERT BRADLEY'S BLACKWATER... Train (Vanguard)	168	+29	5290	3	18/1
11	16	COLDPLAY Trouble (Nettwerk/Capitol)	165	-23	2170	19	11/0
15	17	INDIGO GIRLS Moment Of Forgiveness (Epic)	163	+9	4799	3	19/3
17	18	WIDESPREAD PANIC Little Lilly (Widespread/SRG)	162	+12	1158	14	12/0
19	19	MIDNIGHT OIL Golden Age (Liquid 8)	140	+12	2970	3	17/2
24	20	EDDIE VEDDER You've Got To Hide Your... (V2)	137	+28	1576	4	11/1
Debut	21	CRACKER Shine (Backporch/Virgin)	128	+41	3449	1	16/1
20	22	RAUL MALO Every Little Thing About You (Higher Octave)	123	+2	5536	12	13/0
Debut	23	KASEY CHAMBERS Not Pretty Enough (Warner Bros.)	120	+59	4896	1	17/3
27	24	WILLIE NELSON Maria... (Lost Highway/IDJMG)	120	+21	4195	2	14/1
21	25	MICK JAGGER Visions Of Paradise (Virgin)	118	-1	2445	3	12/0
23	26	R.E.M. All The Right Friends (Reprise)	115	+4	2166	4	11/0
22	27	BEN FOLDS Still Fighting It (Epic)	115	-2	1954	9	10/0
25	28	U2 In A Little While (Interscope)	114	+5	2261	7	9/1
Debut	29	GRANT LEE PHILLIPS We All Get A Taste (Zoe/Rounder)	110	+23	2999	1	13/0
Debut	30	TRAIN She's On Fire (Columbia)	106	+19	1817	1	10/0

21 Triple A Indicator Reports. Songs ranked by total plays for the airplay week of Sunday 1/27-Saturday 2/2.

© 2002, R&R Inc.

## Most Added

ARTIST TITLE LABEL(S)	ADDS
BE GOOD TANYAS The Littlest Birds (Nettwerk)	6
LLAMA Too Much Too Soon (MCA)	6
LENNY KRAVITZ Stillness Of Heart (Virgin)	6
INDIGO GIRLS Moment Of Forgiveness (Epic)	3
KASEY CHAMBERS Not Pretty Enough (Warner Bros.)	3
RYAN ADAMS Answering Bell (Lost Highway/IDJMG)	2
MIDNIGHT OIL Golden Age (Liquid 8)	2
BILLY BRAGG NPWA (Elektra/EEG)	2
JAY FARRAR Feed Kill Chain (Artemis)	2
BOB DYLAN Honest With Me (Columbia)	2
NORAH JONES Don't Know Why (Blue Note/Capitol)	2
JOHN SCOFIELD Ideofunk (Verve/VMG)	2
LUKA BLOOM Perfect Groove (Bar/None)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
KASEY CHAMBERS Not Pretty Enough (Warner Bros.)	+59
BILLY BRAGG NPWA (Elektra/EEG)	+54
ALANIS MORISSETTE Hands Clean (Maverick/Reprise)	+45
CRACKER Shine (Backporch/Virgin)	+41
JAY FARRAR Feed Kill Chain (Artemis)	+31
ROBERT BRADLEY'S... Train (Vanguard)	+29
NORAH JONES Don't Know Why (Blue Note/Capitol)	+29
CHRIS ISAAK Let Me Down Easy (Reprise)	+28
EDDIE VEDDER You've Got To Hide Your... (V2)	+28
GREAT BIG SEA Sea Of No Cares (Rounder)	+26
RYAN ADAMS Answering Bell (Lost Highway/IDJMG)	+23
GRANT LEE PHILLIPS We All Get A Taste (Zoe/Rounder)	+23
CONCRETE BLONDE Roxy (Manifesto)	+22
WILLIE NELSON Maria... (Lost Highway/IDJMG)	+21
SUZANNE VEGA Last Year's Troubles (A&M/Interscope)	+20
PETE YORN Strange Condition (Columbia)	+20
TRAIN She's On Fire (Columbia)	+19
CITIZEN COPE If There's Love (DreamWorks)	+18
SOLAS Clothes Of Sand (Shanachie)	+18
JACK JOHNSON Flake (Enjoy/Universal)	+17

## Reporters

<b>WAPS/Akron, OH</b> PD/MD: Bill Gruber 1 Lenny Kravitz "Heart" 2 ANIKA MOA "You're So Beautiful" 3 B.B. King "Low" 4 Bob Dylan "Honest" 5 TIM RINN "Incognito"	<b>WXRT/Chicago, IL *</b> PD: Norm Winey APD/MD: John Farneda 1 RYAN ADAMS "Answering Bell" 2 MICK JAGGER "Visions Of Paradise" 3 Lenny Kravitz "Heart"	<b>KTBG/Kansas City, MO</b> PD: Jon Hart MD: Byron Johnson 12 EDDIE VEDDER "Hole" 13 BOB DYLAN "Honest" 14 JAY FARRAR "Feed" 15 Lenny Kravitz "Heart" 16 MIDNIGHT OIL "Golden" 17 NORAH JONES "Know"	<b>WYPM/Philadelphia, PA</b> PD: Bruce Warren APD/MD: Helen Leicht 1 JOHN SCOFIELD "Ideofunk" 2 LUKA BLOOM "Groove" 3 JAY FARRAR "Feed" 4 Lenny Kravitz "Heart" 5 BE GOOD TANYAS "Birds" 6 MICK JAGGER "Visions Of Paradise"	<b>KFSG/San Francisco, CA *</b> PD: Dave Benson APD/MD: Haley Jones 1 EDDIE VEDDER "Hole" 2 Lenny Kravitz "Heart"
<b>KTZO/Albuquerque, NM *</b> PD: Scott Souhrada MD: Don Kelley No Adds	<b>KBXR/Columbia, MO</b> PD/MD: Lana Trezise 1 LLAMA "Much" 2 U2 "Time"	<b>WMMM/Madison, WI *</b> PD/MD: Tom Tauber 1 Lenny Kravitz "Heart" 2 JACK JOHNSON "Flake"	<b>WYEP/Pittsburgh, PA</b> PD: Rosemary Weisch APD/MD: Chris Griffin 1 JOHN SCOFIELD "Ideofunk" 2 BE GOOD TANYAS "Birds" 3 GREAT BIG SEA "Sea" 4 DAN BERN "Aaaa" 5 FRANCIS DUNNERY "Aa"	<b>KDTR/San Luis Obispo, CA</b> PD: Drew Ross MD: Greg Philter 1 Lenny Kravitz "Heart"
<b>KGSR/Austin, TX *</b> PD: Judy Denberg MD: Susan Castle 1 NORAH JONES "Know" 2 KASEY CHAMBERS "Train"	<b>KBCO/Denver-Boulder, CO *</b> PD: Scott Arbaugh MD: Keeler 1 LUCY "Good"	<b>WMPJ/Memphis, TN</b> PD/MD: Alexandra Inzer 1 LLAMA "Much" 2 TRAVIS "Side"	<b>WCLZ/Portland, ME</b> PD: Herb Ivy MD: Brian James 1 PHANTOM PLANET "California" 2 RYAN ADAMS "Answering"	<b>KBAC/Santa Fe, NM</b> GM/MD: Ira Gordon 1 BE GOOD TANYAS "Birds" 2 LLAMA "Much" 3 BILLY BRAGG "NPWA"
<b>WNRN/Baltimore, MD *</b> GM: Jon Peterson PD: Alex Cortright MD: Damian Einstein 1 WILLIE NELSON "Maria" 2 BILLY BRAGG "NPWA" 3 JACK JOHNSON "Flake" 4 Lenny Kravitz "Heart"	<b>WDET/Detroit, MI</b> PD: Judy Adams MD: Martin Bandyke APD/MD: Chuck Horn 1 ALANIS MORISSETTE "Clean" 2 JAY FARRAR "Feed" 3 BE GOOD TANYAS "Birds" 4 NORAH JONES "Know"	<b>KTCT/Minneapolis, MN *</b> PD: Len Woodworth APD/MD: Mike Wolf 1 RYAN ADAMS "Answering" 2 JIMMYEAT WORLD "Middle" 3 LLAMA "Much" 4 IKE REILLY "Lute"	<b>KINK/Portland, OR *</b> PD: Dennis Constantine MD: Kevin Weis 1 JACK JOHNSON "Flake" 2 LUCY "Good"	<b>KTAD/Santa Fe, NM</b> PD: John Hayes MD: Michael Dean 1 CHRIS THOMAS KING "Watermelon" 2 LLAMA "Much" 3 JONATHAN BRODIE "Mind"
<b>KRVB/Boise, ID *</b> PD/MD: Brandon Dawson 1 CALI "MG Wherew" 2 KASEY CHAMBERS "Pretty" 3 SUZANNE VEGA "Last"	<b>WVOD/Elizabeth City, NC</b> PD: Matt Cooper MD: Tad Abbey 1 Lenny Kravitz "Heart" 2 GARBAGE "Breaking" 3 JACK JOHNSON "Flake"	<b>WZEW/Mobile, AL *</b> PD: Brian Hart MD: Linda Woodworth 1 INDIGO GIRLS "Moment" 2 GARBAGE "Breaking" 3 U2 "Time"	<b>WOST/Poughkeepsie, NY</b> PD: Greg Gattine APD/MD: Christine Marlinex MD: Roger Menell 1 INDIGO GIRLS "Moment" 2 PHANTOM PLANET "California" 3 Lenny Kravitz "Heart" 4 JACK JOHNSON "Bubble"	<b>KRSH/Santa Rosa, CA *</b> PD: Bill Spawker MD: Pam Long 1 JACK JOHNSON "Flake" 2 JAY FARRAR "Feed" 3 BE GOOD TANYAS "Birds" 4 ALANIS MORISSETTE "Clean" 5 PHANTOM PLANET "California" 6 PAUL RUDERMAN "Wop" 7 EDDIE VEDDER "Hole"
<b>WBOS/Boston, MA *</b> PD: Chris Herrmann MD: Michele Williams No Adds	<b>WNCW/Greenville, SC</b> PD: Mark Keefe APD: Kim Clark 16 BE GOOD TANYAS "Birds" 17 BILLY BRAGG "NPWA" 18 KATY BOWSER "Charmaine" 19 MYSTERY OF LIFE "True" 20 KELLER WILLIAMS "Speaker" 21 ROBIN LINDA WILLIAMS "Gone"	<b>KPIG/Monterey, CA</b> PD/MD: Laura Ellen Hopper 2 RYAN ADAMS "Answering"	<b>KTHX/Reno, NV *</b> PD: Kerry Reynolds MD: Dave Herold 1 CHUCKE WEISS "Two" 2 GARY STIER "America" 3 PAUL RUDERMAN "Wop"	<b>KMTT/Seattle-Tacoma, WA *</b> GM/MD: Chris Mays APD/MD: Shawn Stewart 1 U2 "Time" 2 STARSAILOR "Good" 3 CITIZEN COPE "There's"
<b>WXRV/Boston, MA *</b> PD: Joanne Doady MD: Dana Marshall 1 EDDIE VEDDER "Hole" 2 Lenny Kravitz "Heart"	<b>WTTN/Indianapolis, IN *</b> PD: Jim Ziegler APD/MD: Marie McCallister JOE BONAMASSA "Shape"	<b>KTEE/Monterey, CA</b> PD: Linda Roberts MD: Carl Widing 1 INDIGO GIRLS "Moment" 2 GARY STIER "America"	<b>KENZ/Salt Lake City, UT *</b> GM/MD: Bruce Jones MD: Karl Bushman 1 COURSE OF NATURE "Sun" 2 BEN FOLDS "SN"	<b>KAEP/Spokane, WA *</b> PD: Scott Rusa MD: Karl Bushman 1 MIDNIGHT OIL "Golden" 2 PHANTOM PLANET "California" 3 SIMPLE PLAN "Kid"
<b>CKEY/Buttalo, NY *</b> PD/MD: Rob White 1 ATOMIC KITTEN "Agony" 2 STARSAILOR "Good"	<b>WQXI/Knoxville, TN *</b> PD: Shane Cox MD: Sarah McClure 1 Lenny Kravitz "Heart" 2 CRACKER "Shine" 3 LIFEHOUSE "Breathin'"	<b>WRIT/Nashville, TN *</b> GM/MD: David Hall APD/MD: Keith Coes 11 Lenny Kravitz "Heart" 12 DEFAULT "Waiting" 13 BETH NIELSEN CHAPMAN "Hurt" 14 BOB DYLAN "Honest" 15 IKE REILLY "Lute" 16 GARY STIER "America"	<b>KXST/San Diego, CA *</b> PD/MD: Dana Shaleb 1 Lenny Kravitz "Heart" 2 LLAMA "Much" 3 MIDNIGHT OIL "Golden"	<b>WRNX/Springfield, MA *</b> GM/MD: Tom Davis MD: Donnie Moorhouse 1 GARY STIER "America" 2 Lenny Kravitz "Heart" 3 EDDIE VEDDER "Hole"
<b>WNCV/Burlington, VT</b> PD: Judy Peterson APD: Eric Thomas MD: Mark Abuzzahab 1 JOHN MELLENCAMP "Just" 2 LLAMA "Much" 3 WILLIE NELSON "Maria" 4 BILLY BRAGG "NPWA" 5 ROBERT BRADLEY'S "Train"	<b>KMTN/Jackson, WY</b> PD/MD: Mark Fishman 1 LLAMA "Much" 2 KASEY CHAMBERS "Pretty" 3 INDIGO GIRLS "Moment"	<b>WFUV/New York, NY</b> PD: Chuck Singleton MD: Rita Houston APD/MD: Russ Borris 1 JOHN MAYER "Heart" 2 BE GOOD TANYAS "Enough" 3 LUKA BLOOM "Groove" 4 ED HARBURG "Arm" 5 CHEMICAL BROTHERS "State" 6 BOTTLE ROCKET'S "Mover" 7 JOSH RITTER "Radio"	<b>WVOD/Boise, ID *</b> PD: Paul Shugrue MD: Kristen Crot 1 Lenny Kravitz "Heart" 2 LLAMA "Much" 3 WILLIE NELSON "Maria"	<b>WVFP/Louisville, KY</b> PD: Dan Reed APD: Stacy Owan 1 BE GOOD TANYAS "Birds" 2 KASEY CHAMBERS "Pretty" 3 TANYA DIBELLY "Wop" 4 CLEM SHIDE "Moment" 5 MIDNIGHT OIL "Golden" 6 MICK JAGGER "Paradise" 7 PETE YORN "Strange"
<b>WVNY/Cape Cod, MA</b> PD/MD: Barbara Dacey 1 KASEY CHAMBERS "Pretty" 2 CRACKER "Shine"	<b>WKOC/Norfolk, VA *</b> PD: Paul Shugrue MD: Kristen Crot 1 Lenny Kravitz "Heart" 2 LLAMA "Much" 3 WILLIE NELSON "Maria"	<b>KCTY/Dmaha, NE *</b> PD: Max Bumgardner MD: Christopher Dean 1 JACK JOHNSON "Flake" 2 Lenny Kravitz "Heart" 3 LLAMA "Much"	<b>WDDO/Chattanooga, TN *</b> GM/MD: Danny Howard 1 PUSHEE OF MILK "Bunny" 2 CRACKER "Shine" 3 MICK JAGGER "Paradise" 4 PETE YORN "Strange"	

## National Programming

Added This Week



World Cafe

Ali Castelinni 215-898-6677

CHUCK E. WEISS Congo Square  
 KELLER WILLIAMS One Hit Wonder  
 MAGGIE & SUZIE ROCHE Anyway  
 REBECCA GATES Lure And Cast  
 ROSIE THOMAS Wedding Day



Acoustic Cafe

Rob Reinhart 734-761-2043

BILLY BRAGG & THE BLOKES Take Down The Union Jack  
 JON DEE GRAHAM Something Moves  
 KASEY CHAMBERS Nullabor Song  
 RICHARD SHINDELL Willin'  
 RORY BLOCK Pretty Polly

## 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 Davis:  
 10100 Santa Monica Blvd., 3rd Floor, Los Angeles, CA 90067



The first time I heard John Mayer, I was sitting in a movie theater, waiting for the show to begin. I don't remember what movie it was, but I'll never forget how impressed I was with the song. KMTT had been hearing about John Mayer for a while before that from rabid East Coast fans who had infiltrated the Seattle market. It was the kind of ground swell of support we'd seen with other artists, such as Train, Phish and Dave Matthews, so our expectations were pretty high by the time



we first saw John perform at the Gavin Summit last August. • Chris Mays and I were both very impressed. John displayed a very direct musicality with a real freshness that went beyond the traditional singer-songwriter fare. • We put "No Such Thing" into rotation, and, as we had hoped, KMTT listeners loved it. The phones were immediate. When we got our first batch of research, "No Such Thing" was still pretty unfamiliar, but the "like" scores were very strong. The song has built into a successful track for us since then. • John later did a Mountain Music Lounge for us, which, I think, helped make this little phenomenon more real for our audience. People went nuts. His show that night was a sellout, of course. Not only do we think John Mayer is a great fit for The Mountain, we think he's a keeper!

On the Most Added front this week, **Lenny Kravitz** takes top honors (17 total adds), followed by **Llama** (10 total adds), **Be Good Tanyas** (seven total adds) and **Jack Johnson** (six total adds) ... **Eddie Vedder**, **Phantom Planet**, **U2**, **Starsailor**, **Ryan Adams**, **Midnight Oil**, **Cracker**, **Willie Nelson**, **Billy Bragg** and **Kasey Chambers** close some important holes ... Keep an eye on the **Luce** and **Paul Ruder-** **man** projects ... On the monitored airplay chart, **Dave Matthews Band** horde the No. 1 slot for the ninth week ... Reprise rules 2\* and 3\*, respectively, with **Alanis Morissette's** "Hands Clean" and **Chris Isaak's** "Let me Down Easy" ... **The Calling's** "Wherever You Will Go" is next at 4\* ... Good jumps for **Pete Yorn's** "Strange Condition" (14\*-10\*), **Eddie Vedder's** "You've Got to Hide Your Love Away" (19\*-16\*) and **Mick Jagger's** "Vision of Paradise" (21\*-18\*) ... **Travis**, **Train**, **Garbage**, **Indigo Girls**, **William Topley**, **Starsailor**, **Five For Fighting** and **Remy Zero** hang tough this week ... **Ryan Adams'** next one, "Answering Bell," and **Robert Bradley's Blackwater Surprise's** "Train" debut ... On the Indicator airplay chart, **Chris Isaak** jumps 2\*-1\*, and **Pete Yorn** moves 6\*-2\* ... **Alanis Morissette** and **Suzanne Vega's** "Last Year's Troubles" crack the top 10 ... **Cracker's** "Shine," **Kasey Chambers'** "Not Pretty Enough," **Grant-Lee Phillips'** "We All Get a Taste" and **Train's** "She's on Fire" debut.



— John Schoenberger, Triple A Editor

## AAA ARTIST OF THE WEEK

ARTIST: **Graham Parker**

LABEL: **Razor & Tie**

By **JOHN SCHOENBERGER** / TRIPLE A EDITOR



Graham Parker

Due to the fact that they both emerged from the British pub-rock scene of the early '70s, Graham Parker has often been compared to Elvis Costello. However, Parker's music has always had more soul and deeper meaning for me. Over the years his career has had its ups and downs, but that never seemed to undermine his sometimes-serious, sometimes-witty approach to music. With the release of *Deepcut to Nowhere*, this is made abundantly clear.

The influences that drove Parker's music 25 years ago still fill his inspirational well today. "I've pretty much stayed on a similar musical course throughout my career," he says. "As with most British artists my age, it all started with The Beatles and The Rolling Stones. When we found out where they were getting it from — soul music, the blues and, of course, rock 'n' roll from America — I started to explore those roots."

There's no doubt that Parker's music has many influences, but he's always been honest and real in his delivery. Rootsy arrangements and an in-er-face vocal style are at the center of his material. With the new songs, his lyrics continue to be literate and compelling. The dead-serious "Dark Days," "Syphilis & Religion" and "High Horse" are juxtaposed with lighter songs such as "If It Ever Stops Raining," "Tough on Clothes" and "Blue Horizon," giving the album a nice balance.

Parker's talent is not confined to music; he has also published a couple of books. First was a sci-fi/fantasy novel. "The author side of me has actually been there all along," he explains. "Way back at the beginning of my career I was developing my songwriting skills while working at a gas station just outside of London. I was writing fiction too. I had finished *The Great Trousers Mystery*, but then my career started to

take off, and it wasn't until 1980 when I pulled the book out of my bottom drawer. I was well known by then and was able to get it published." Parker picked up writing again during the '90s, publishing a collection of short stories called *Carp Fishing on Valium* in 2000.

Throughout the years Parker has also continued to tour, although he considers it "a horrific, brutal experience." He feels fortunate, though, that he doesn't have to tour constantly to make a living. "I must say that once I started playing solo in 1989, I learned I could actually enjoy hearing myself sing, and I improved my rapport with the audience," he says. "I'm kind of addicted to getting feedback from an audience, I guess. That's what has helped to keep me interested."

Having said that, Parker comments that it's still fun to work with a band too. He started playing with The Figgs, a younger, Boston-based band, a few years back and has continued a relationship with them both in the recording studio and onstage. "They've been a band since they were in high school and have stuck together for over 15 years now, which I think is really great," he says. "Every now and then they humor the elder statesman and play with me."



**March of Dimes**  
Saving babies, together

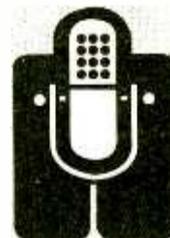
Thank you radio, for giving every baby a fighting chance to be born healthy by joining in on the excitement of the 2001/2002 March of Dimes Achievement in Radio Awards®.

Atlanta, Baltimore, Boston, Chicago, Cleveland, Houston, Miami, Milwaukee, Nashville, New York, Philadelphia, Phoenix, San Diego, St. Louis, Washington

Presented Nationally By: Ford Motor Company

Sponsored Nationally By: Arbitron, Katz Media Group, Metro Networks/Shadow and R&R

Co-Sponsored By: CURB Records, Interep, McLeod USA, Miller Lite and Viejas Casino



Achievement In Radio

A Broadcast Competition Celebrating Excellence in Radio to Benefit the March of Dimes Birth Defects Foundation

For more information, contact the A.I.R. Awards at: [eschultz@modimes.org](mailto:eschultz@modimes.org); or call: (312)596-4701.



**RICK WELKE**  
rwelke@rronline.com

# How Do *You* Handle Ad Sales?

## □ Christian-radio sales pros reveal their secrets

**S**ecuring funds in Christian radio, either through commercial sales or noncommercial underwriting, can be difficult. Some markets are tough to crack, and sometimes it takes a salesperson with experience in the format to make things happen. This week three such salespeople share what they've learned.

**Ron Baptist** is Manager/Operations for Cornerstone Communications, which owns WDMN/Toledo. He acknowledges that the sales challenges facing Christian radio can be unique. "Historically, even though most Americans claim to be Christians, only a small percentage actually listen to Christian radio," he says. "Therefore, you have to know how to sell conceptually and not rely on Arbitron numbers.

"Moreover, because of deregulation, owners such as Clear Channel have made advertisers more informed as to who is listening to what station. These large groups have made Christian radio stations look like second-class buys."

WZFS (The Fish)/Chicago Sales Manager **Trey Morris** says there are two obstacles when selling a Contemporary Christian music station: ratings and misconceptions about the format. "Ratings can be an obstacle with any format, but Christian radio stations are traditionally not big ratings generators," he says. "That is changing. Stations are learning how to market their product better, but it is still an uphill battle.

"To overcome misconceptions about the format, you must educate advertisers and agencies on the audience's qualitative information and demographics. Some advertisers still think that Christian stations air preachers and hymns and target right-wing fundamentalists. That perception changes once we are able to make our presentation and let them hear the product."

WMCU (Spirit FM)/Miami Asst.



**Ron Baptist** **Trey Morris**

Sales Manager **Merryan Padron** shares her experiences on the non-commercial side. "The greatest struggle in securing underwriting is that businesses wait until the last minute to get started," she says. "I've had to turn down many underwriters because they call two or three days before an event that they want to be involved in. It doesn't give me enough time to script and produce a spot and get it into rotation."

### The Art Of Persuasion

The method of persuading new buyers to part with their marketing dollars is the same for every format, Baptist points out. "All radio stations, whether mainstream or Christian, have to know who they are and have a strong marketing statement," he says. "Our marketing statement is that we, like Country radio, have very dedicated listeners. They do not punch in and out.

"We believe that one of our listeners is equal to 10 or more on another station. We are also fortunate to be owned by a church of 5,000

members. We take advantage of this by asking our members to do business with the advertisers that support our radio station. I believe this plea should be duplicated on the air by other Christian stations."

Morris shares his strategy: "We have developed a comprehensive PowerPoint presentation that educates buyers on the overall growth of the format, as well as on the SoundScan sales figures on Christian music nationwide and within the Chicago market.

"It also includes information on the station's quantitative and qualitative aspects, as well as demos of the artists and songs that we play. We then leave behind a two-minute station demo so that people can hear what the station is all about."

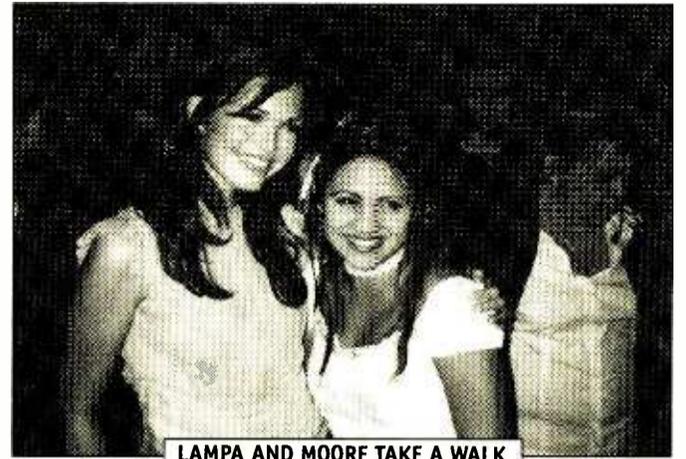
Padron must approach securing funds in a different manner. "We offer a variety of discounts to persuade underwriters to invest in Spirit FM," she says. "I'll suggest that they try the smallest package. If it works for them, we'll turn it into something larger, so that they can receive a discount. I offer the same potential advantages to everyone and treat no underwriting client differently from another."

### Success Stories

While the challenges faced by salespeople are similar, the encounters they have are certainly unique. "I gave a presentation to the board of directors at a major bank in Massachusetts a few years ago," Baptist recalls. "There were 12 members on that board, and they hit me with one question after another. Not missing a beat, I answered every question in a clear and concise way.

"I suddenly had a revelation that the key to having confidence and being in control is having a high level of product knowledge. Because of that product knowledge, I walked out of the bank that day with all the board members agreeing that they should do business with me."

Morris remembers one of his recent success stories. "We were able to get in front of the local music buyer for Handleman Entertainment, the company that handles music buying for Wal-Mart stores, and



**LAMPA AND MOORE TAKE A WALK**

Word artist Rachael Lampa celebrated the opening of the new movie *A Walk to Remember* starring Mandy Moore, which was based on the best-selling book by Nicholas Sparks. Lampa's song "If You Believe" is both on the soundtrack and in the movie. Seen here at the movie premiere in Los Angeles are (l-r) Moore and Lampa.

present a promotion that would target new sales of Christian music," he says. "The idea was to create a label program around new releases.

"What made the promotion successful was that it filled the client's need to promote its Christian-music section and helped accomplish a programming goal of playing new music on the station. In the end the program was a huge success for both the client and the station. It was a great example of how sales can facilitate programs that help the client sell product and the station entertain listeners."

Padron believes that serving customers is a top priority — even if you have to hand those customers off to another station. "I often receive calls from potential underwriters who want to promote an event that doesn't fit Spirit FM's listening audience," he says. "I try to direct them to a station where they'll get better bang for their buck.

"Fortunately, South Florida has a variety of Christian radio stations. My goal is to help underwriters use their money more efficiently. I believe this should be the goal of everyone in Christian sales. The underwriter always appreciates the help and always comes back later with something that fits our format."

### The Promotion Puzzle

In most cases it's natural for promotion people to work with salespeople, but Baptist feels that there needs to be a separation between the two departments. "Our promotions help our station sound exciting," he says. "We've given away trips and automobiles. However, my philosophy is that this is totally separate from sales.

"There is only one reason for an advertiser to buy time on your radio station: He or she believes that this advertising will produce dollars and therefore make his or her business more successful."

Morris disagrees. "At The Fish, our programming, promotions and sales departments act like one unit," he explains. "Everyone understands that we must work together to achieve success with the audience

and the advertisers. That kind of support allows us to generate a substantial amount of revenue from promotions. Promotions are also a key to getting new advertisers on the station. A great idea that solves a problem for an advertiser works every time."

"I handle both nonprofit sales and promotions," Padron says. "So these departments work very well together. When we work with underwriters who can offer us what we'd like for on-air promotions, we always ask if they would like to trade for the merchandise. Most of our businesses are more than happy to barter with us."

Regardless of market size, there's one thing that can keep Christian radio from earning the credibility and support it deserves: lack of knowledge of the format. "Ignorance, both on the street and with the people we work with in-house, makes our job more difficult," Baptist says.

"Not everyone understands Christian music," Morris concurs. "It is new — and thus scary — for some advertisers, and that also creates the great challenge of overcoming their perceptions."

### A Sense Of Pride

So, what can we all do to help the sales efforts of the radio stations in our parts of the country? "Provide Christian radio stations with solid program directors," Baptist suggests. "Our sales department is blessed to have a PD who is well-informed and tuned in to the type of Contemporary Christian music that provides our station with solid listener support. It also gives us a sense of pride. We're able to hold our heads up high because we know we sound just as good as any mainstream station in the market."

"We need more stations like The Fish and [co-owned] KLTY/Dallas," Morris concludes. "Most Christian frequencies have been noncommercial, which means that the advertising community has been unaware of the format. The more successful stations we have out there, the better off everybody will be."

**"The greatest struggle in securing underwriting is that businesses wait until the last minute to get started. I've had to turn down many underwriters because they call two or three days before an event that they want to be involved in."**

Merryan Padron

February 8, 2002

## CHR Top 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART
1	1	OUT OF EDEN Different Now (Gotee)	881	-9	12
6	2	JARS OF CLAY I Need You (Essential)	841	+45	8
4	3	JENNIFER KNAPP Breathe On Me (Gotee)	782	-38	15
2	4	ZOE GIRL With All Of My Heart (Sparrow)	737	-110	18
7	5	NEWSBOYS It Is You (Sparrow)	729	+31	6
3	6	THIRD DAY Come Together (Essential)	728	-94	21
5	7	TAIT Loss For Words (Forefront)	695	-119	19
12	8	JAKE Army Of Love (Reunion)	676	+73	10
10	9	DOWNHERE Larger Than Life (Word)	635	+20	12
8	10	KEVIN MAX Existence (Forefront)	597	-79	18
11	11	JOY WILLIAMS No Less (Reunion)	585	-24	12
13	12	JENNIFER KNAPP w/MAC POWELL Sing Alleluia (Essential)	548	+9	8
14	13	PLUS ONE Camouflage (Atlantic)	531	+39	6
9	14	AUDIO ADRENALINE Beautiful (Forefront)	462	-177	21
15	15	SHAUN GROVES After The Music Fades (Rocketown)	455	-35	9
16	16	REBECCA ST. JAMES Breathe (Forefront)	427	+37	6
19	17	FFH Open Up The Sky (Essential)	409	+57	8
18	18	STEVEN CURTIS CHAPMAN See The Glory (Sparrow)	387	+33	4
21	19	TRUE VIBE You Are The Way (Essential)	376	+70	3
20	20	WAITING Wonderfully Made (Inpop)	370	+57	7
17	21	TREE 63 Joy (Inpop)	357	-23	3
25	22	MERCY ME I Can Only Imagine (INO)	312	+45	3
24	23	LIFEHOUSE Breathing (DreamWorks)	304	+18	4
30	24	TOBY MAC w/KIRK FRANKLIN J-Train (Forefront)	288	+67	2
26	25	KINDRED 3 Blessed Day (Red Hill)	281	+16	2
22	26	LARUE Near To Me (Reunion)	270	-30	7
28	27	CAEDMON'S CALL Before There Was Time (Essential)	268	+31	2
Debut	28	NATALIE LARUE, T-BONE & DJ MAJ King Of My Life (Flicker)	248	+92	1
27	29	CAEDMON'S CALL Who You Are (Essential)	240	-15	23
Debut	30	P.O.D. Youth Of The Nation (Atlantic)	236	+31	1

30 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 1/27-Saturday 2/2.  
© 2002 Radio & Records.

## AC Top 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART
1	1	STEVEN CURTIS CHAPMAN God Is God (Sparrow)	1700	+2	12
2	2	MERCY ME I Can Only Imagine (INO)	1666	+61	15
3	3	FFH Open Up The Sky (Essential)	1559	+4	14
5	4	SHAUN GROVES After The Music Fades (Rocketown)	1433	+42	13
4	5	ZOE GIRL With All Of My Heart (Sparrow)	1414	-51	17
8	6	JENNIFER KNAPP w/MAC POWELL Sing Alleluia (Essential)	1195	+109	10
11	7	NEWSBOYS It Is You (Sparrow)	1186	+146	6
9	8	JARS OF CLAY I Need You (Essential)	1141	+63	9
13	9	AVALON I Don't Want To Go (Sparrow)	1085	+173	4
10	10	KATINAS You Are (Gotee)	1064	-13	16
6	11	4HIM Psalm 112 (Word)	1015	-252	19
7	12	THIRD DAY Show Me Your Glory (Essential)	1007	-258	21
15	13	CAEDMON'S CALL Before There Was Time (Essential)	931	+147	6
12	14	JOY WILLIAMS Touch Of Faith (Reunion)	916	-63	15
16	15	TRUE VIBE You Are The Way (Essential)	846	+178	6
18	16	ANOINTED One Fine Day (Word)	752	+121	3
14	17	MARK SCHULTZ I Have Been There (Word)	741	-137	23
20	18	REBECCA ST. JAMES Breathe (Forefront)	710	+126	6
24	19	PLUS ONE Forever (Atlantic)	617	+217	2
25	20	MICHAEL W. SMITH Breathe (Reunion)	465	+72	2
23	21	CECE WINANS For Love Alone (Wellspring/Sparrow)	458	-25	8
17	22	TAIT Loss For Words (Forefront)	440	-204	19
21	23	SCOTT KRIPPAYNE Deeper Still (Spring Hill)	436	-107	23
22	24	NATALIE GRANT w/PLUS ONE Whenever You... (Pamplin)	423	-107	21
26	25	DOWNHERE Great Are You (Word)	422	+31	4
Debut	26	GINNY OWENS I Am (Rocketown)	399	+303	1
Debut	27	RACHAEL LAMPA No Greater Love (Word)	379	+290	1
19	28	SONICFLOOD Resonate (INO)	362	-236	23
Debut	29	NICOLE C. MULLEN Talk About It (Word)	325	+101	1
Debut	30	BROTHER'S KEEPER Take Me To The Cross (Ardent)	323	+82	1

55 AC reporters. Songs ranked by total plays for the airplay week of Sunday 1/27-Saturday 2/2.  
© 2002 Radio & Records.

# ACAZA

RE: LAUNCHED 02.02.02 : THE TRUE NEW MUSIC REVOLUTION

acaza.com modern music for a modern world



## NATIONAL

### Your Exclusive Independent Urban & Urban AC (NTR)



Contact  
**Teddy Astin**

Phone 404-298-1666  
Fax 404-298-0005  
5300 Memorial Drive  
Suite 142  
Stone Mountain, Georgia 30083

Email: [tap@atcom.net](mailto:tap@atcom.net) • Website: [www.toughact.net](http://www.toughact.net)

**Cox Radio Inc. seeks experienced air personalities to deliver 60's based Oldies format.** We are currently building a talent bank for future opportunities at our growing Oldies stations. If you can cheer the music, have good prep skills and deliver great phones with passion and enthusiasm, send your tape and resume to:

Roger Allen,  
Format Coordinator/Oldies  
Cox Radio Inc,  
8122 Data Point, Suite 500  
San Antonio, Texas 78229  
5 years experience preferred  
Cox Radio is an EOE.

**WKKG seeks a PD/morning show host for our 50kw hot Country station.**

A great opportunity for a warm communicator with solid people skills, looking for a stable company with a competitive salary, great benefits and a quality work environment. T&R, plus programming philosophy to: John Foster, White River Broadcasting, P.O. Box 1789, Columbus, IN 47202-1789. White River Broadcasting is proud to be an equal opportunity employer.

## MIDWEST

Wanted: new Indiana Country PD/Morning Show Host. Great company, salary, benefits. Call DOP, John Foster: (812) 372-4448. White River Broadcasting. EOE (02/08)

**Mid-Michigan Radio Group has an opportunity to join our boutique company at WVIC in Lansing.**

Are you a morning personality that has a local focus and gets on the streets?

Can you relate well to the 30-something soccer mom rockin in her mini-van?

You're the person we're looking for.

Send T&R to:  
Brad Walker, A.M. Gig, WVIC  
2495 N Cedar, Holt, MI  
48842. EOE

## WEST

**West Coast Major Market Urban AC looking for production and on-air talent.**

All shifts. Excellent compensation for the right people. Radio & Records, 10100 Santa Monica Blvd., #1027, 3rd Floor, Los Angeles, CA 90067. EOE

## POSITIONS SOUGHT

**A REAL RADIO PERSONALITY AVAILABLE NOW!**

Specializing in pop culture talk, & my life experiences. Consistent high ratings, nominated for R&R pop personality 2000 & 2001 & will make lots of \$ with live spots!

Audio and pic @ [BRUCEBOND.COM](mailto:BRUCEBOND.COM).  
Call me @ 717-232-0609.

## 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: 310-203-8727. Only free positions sought ads are accepted by e-mail to: [kmumaw@rronline.com](mailto:kmumaw@rronline.com) Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067

## R&R Opportunities Advertising

**1x \$150/inch 2x \$125/inch**

Rates are per week (maximum 35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$60 for 1x, \$50 for 2x). In addition, all ads appear on R&R's website. ([www.rronline.com](http://www.rronline.com))

### Blind Box: add \$50

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.

### Positions Sought: \$50/inch

Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch.

A major talk network is relocating to Newark, New Jersey, and currently seeks the following positions. Easy access to and from New York City.

### POSITIONS INCLUDE:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>▷ Board Operators</li> <li>▷ Talk Screeners</li> <li>▷ Talk Producers</li> <li>▷ Station Affiliation Specialists</li> <li>▷ Co-op Advertising Specialists</li> <li>▷ Sales Assistants</li> </ul> | <ul style="list-style-type: none"> <li>▷ Network Account Executives</li> <li>▷ Local Account Executives</li> <li>▷ Traffic Managers</li> <li>▷ Engineers</li> <li>▷ Various office support positions</li> </ul> |
|---|---|

Above positions require broadcasting experience.

We provide exceptional benefits and a comfortable working environment. Company-owned building includes company garage, a completely equipped gym with Olympic sized pool, cafeteria, and other employee perks. Newly constructed offices and studios are state-of-the-art.

Send salary requirements and resume to:

Rich Wood  
Sr. Vice President Marketing/Operations  
Talk America Radio Network  
520 Broad Street, Newark, NJ 07102  
E-mail: [richwood@talkamerica.com](mailto:richwood@talkamerica.com)  
Equal Opportunity Employer



## EAST

**WNSA  
107.7 FM**

Western New York radio station seeking morning sports talk show host. Individual should be an entertainer with in-depth knowledge of Buffalo based sports teams. Five years of talk show experience, strong journalistic instincts and interview skills a must. Send tapes and resumes to:

John Demerle  
795 Indian Church Road  
West Seneca, New York 14224  
NO PHONE CALLS PLEASE.  
EOE

## SOUTH

**NC Oldies Seeks Experienced Drivetime Airpersonality.**

Brain, taste, voice in that order.  
E-mail [cradioman@aol.com](mailto:cradioman@aol.com).  
EOE

## RADIO & RECORDS

10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067

R&R is published weekly, except the week of December 25. Subscriptions are available for \$299.00 per year (plus applicable sales tax) in the United States or \$695.00 overnight delivery (U.S. funds only), \$320.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records Inc., at 10100 Santa Monica Blvd., 3rd Floor, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two R&R Directories issues and other special publications. Refunds are prorated based on the actual value of issue received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Letters may be edited for space and clarity and may appear in the electronic versions of R&R. The writer assumes all liability regarding the content of the letter and its publication in R&R. Nothing may be reproduced in whole or in part without written permission from the Publisher.

© Radio & Records, Inc. 2002

POSTMASTER: Send address changes to R&R, 10100 Santa Monica Blvd., Third Floor, Los Angeles, California 90067

## MARKETING & PROMOTION

### PUBLICITY PRINTS

Lithographed On Heavy, Semi-Gloss Paper

★ REQUEST FREE CATALOG AND SAMPLES!



**B/W - 8x10's**  
500 - \$80.00  
1000 - \$108.00

**5x7 - JOCK CARDS**  
B&W 1000 - \$91.00  
Color 2000 - \$408.00

★ PRICES INCLUDE  
TYPESETTING & FREIGHT  
★ FAST PROCESSING  
★ OTHER SIZES AVAILABLE

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

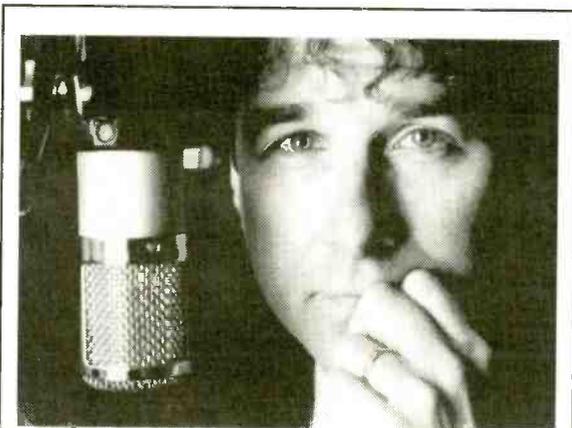


Send 8x10 photo, check/M.O. Visa/MC, instructions to:  
1867 E. Florida Street, Dept. R Springfield, MD 65803

TOLL FREE: 1-888-526-5336  
www.abcpictures.com

## VOICEOVER SERVICES

**JOHN DRISCOLL VOICE OVER**  
www.johndriscoll.com  
US 888.786.2049 415.388.8701  
ISDN & MP3 inet delivery



## 100% F-U-N!

**Jim Merkel - Voice Imaging**  
724-625-6625  
**VOICEIMAGING.COM**

**brian kelsey** VOICE IMAGE MUSIC  
JBK PRODUCTIONS  
www.jbkproductions.com 203.938.9516

KROCKnyc HOWARD STERN WHFSoc WYSPHILLY  
NBC CBS MTV VH1 ESPN HBO SHOWTIME

## VOICEOVER SERVICES

**KRIS ERIK STEVENS**  
EXCEPTIONAL VOICE IMAGERY

(800) 231-6100 kriserikstevens.com

STATION VOICE COMMERCIALS NARRATION ISDN/MP3

**JUSTIN TAYLOR**  
voice talent  
Voice Only or Full Produce  
JT@VOICEIMAGE.COM 407.812.7403

## MARKETPLACE ADVERTISING



Payable in advance. Order must be typewritten and accompanied by payment. Visa/MC/AMEx/Discover accepted. One inch minimum, additional space up to six inches available in increments of one-inch.

Marketplace  
(310) 553-4330  
Fax: (310) 203-8450  
e-mail: kmumaw@rronline.com

1 time	\$95.00
6 insertions	90.00
13 insertions	85.00
26 insertions	75.00
51 insertions	70.00

www.rronline.com

**STOP DRAWING YOUR FORMAT CLOCKS BY HAND!**

Let **Hotclock** do it for you.

Download your **FREE DEMO** now from:  
www.rronline.com/rrstore.htm

## JOE CIPRIANO PROMOS

**AMERICA'S NUMBER 1 VOICE**  
the voice of **FOX, CBS** and **The Grammys**  
Call Us.  
(877)-473-7643

www.joecipriano.com



The most comprehensive and up-to-the-minute coverage of radio business news...at a special VIP package rate!

## R&R's Industry VIP Package



- R&R: The Industry's Newspaper
- R&R Today: The Industry's Leading Daily Fax
- R&R's Today's News
- The R&R Directory
- E-mail updates of breaking stories
- The most comprehensive resource guide available

**SAVE OVER 30%! R&R'S INDUSTRY VIP PACKAGE IS \$419<sup>00</sup>**  
(Regular rate \$601.50)

U. S. Only e-mail R&R at:  
**moreinfo@rronline.com**

Call R&R at:  
**310-788-1625**

FAX Credit Card Payments To:  
**310-203-8727**

Subscribe online:  
**www.rronline.com**



## Monitored Airplay Overview: February 8, 2002

### CHR/POP

LW	TW	ARTIST	SON	Label
1	1	NICKELBACK	How You Remind Me	Roadrunner/IDJMG
2	2	NO DOUBT	Hey Baby	Interscope
3	3	PINK	Get The Party Started	Arista
3	4	USHER	U Got It Bad	LaFace/Arista
5	5	SHAKIRA	Whenever Wherever	Epic
6	6	CREED	My Sacrifice	Wind-up
7	7	LINKIN PARK	In The End	Warner Bros.
8	8	CALLING	Wherever You Will Go	RCA
10	9	CRAIG DAVID	7 Days	Wildstar/Atlantic
9	10	MARY J. BLIGE	Family Affair	MCA
13	11	LEANN RIMES	Can't Fight The Moonlight	Curb
17	12	JARULE F/ASHANTI	Always...	Murder Inc./Def Jam/IDJMG
18	13	KYLIE MINOGUE	Can't Get You Out Of My Head	Capitol
19	14	JENNIFER LOPEZ	Ain't It Funny	Epic
15	15	CITY HIGH	Caramel	Interscope
12	16	NELLY #1	(Priority/Capitol)	
14	17	TOYA	I Do	Arista
11	18	JARULE F/ASHANTI	Always...	Murder Inc./Def Jam/IDJMG
20	19	ALICIA KEYS	A Woman's Worth	J
22	20	'N SYNC	Girlfriend	Jive
16	21	ENRIQUE IGLESIAS	Hero	Interscope
24	22	BRITNEY SPEARS	I'm Not A Girl, Not Yet...	Jive
25	23	R. KELLY	The World's Greatest	Interscope/Jive
27	24	MARY J. BLIGE	No More Drama	MCA
26	25	BRIAN MCKNIGHT	Still	Motown/Universal
29	26	ALANIS MORISSETTE	Hands Clean	Maverick/Reprise
21	27	GINUWINE	Differences	Epic
23	28	JEWEL	Standing Still	Atlantic
32	29	PUDDLE OF MUDD	Blurry	Flawless/Geffen/Interscope
31	30	MICHELLE BRANCH	All You Wanted	Maverick/WB

#### #1 MOST ADDED

INDIA.ARIE Video (Motown)

#### #1 MOST INCREASED PLAYS

KYLIE MINOGUE Can't Get You Out Of My Head (Capitol)

#### TOP 5 NEW & ACTIVE

- DJ ENCORE I See Right Through To You (MCA)
- NELLY FURTADO ...On The Radio (Remember...) (DreamWorks)
- MR. CHEEKS Lights, Camera, Action (Universal)
- BLINK-182 First Date (MCA)
- MANDY MOORE Cry (Epic)

CHR/POP begins on Page 33.

### CHR/RHYTHMIC

LW	TW	ARTIST	SON	Label
1	1	JARULE F/ASHANTI	Always On Time	Murder Inc./Def Jam/IDJMG
2	2	USHER	U Got It Bad	LaFace/Arista
3	3	JENNIFER LOPEZ	Ain't It Funny	Epic
4	4	LUDACRIS	Roll Out (My Business)	Def Jam South/IDJMG
5	5	BUSTA RHYMES	Break Ya Neck	J
6	6	OUTKAST	The Whole World	LaFace/Arista
7	7	FAT JOE	We Thuggin'	Terror Squad/Atlantic
10	8	BRANDY	What About Us?	Atlantic
8	9	ALICIA KEYS	A Woman's Worth	J
9	10	PINK	Get The Party Started	Arista
11	11	FABOLOUS	Young'n (Holla Back)	Desert Storm/Elektra/EEG
16	12	J. DUPRI F/LUDACRIS	Welcome To Atlanta	So So Def/Columbia
12	13	AALIYAH	Rock The Boat	BlackGround
19	14	NO DOUBT	Hey Baby	Interscope
17	15	MR. CHEEKS	Lights, Camera, Action	Universal
18	16	MOBB DEEP F/112	Hey Luv (Anything)	Loud/Columbia
15	17	MYSTIKAL	Bouncin' Back (Bumpin' Me...)	Jive
35	18	FAT JOE F/ASHANTI	What's Luv?	Terror Squad/Atlantic
28	19	TWEET	Oops (Oh My)	Gold Mind/Elektra/EEG
13	20	CITY HIGH	Caramel	Interscope
21	21	MARY J. BLIGE	No More Drama	MCA
22	22	CRAIG DAVID	7 Days	Wildstar/Atlantic
24	23	JAY-Z	Jigga (Roc-A-Fella/IDJMG)	
32	24	MASTER P	Ooohhwee	No Limit/Universal
41	25	USHER	U Don't Have To Call	LaFace/Arista
23	26	MISSY ELLIOTT	Take Away	Gold Mind/EastWest/EEG
36	27	AMANDA PEREZ	Never	Universal
25	28	R. KELLY	The World's Greatest	Interscope/Jive
27	29	EVE	U, Me & She	Ruff Ryders/Interscope
30	30	NB RIDAZ F/ANGELINA	Runaway	Upstairs

#### #1 MOST ADDED

TINA NOVAK Been Around The World (Spere/Arista)

#### #1 MOST INCREASED PLAYS

FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)

#### TOP 5 NEW & ACTIVE

- NAPPY ROOTS Awnaw (Atlantic)
- 'N SYNC Girlfriend (Jive)
- JAHEIM Anything (Divine Mill/WB)
- GINUWINE Tribute To A Woman (Epic)
- NAS Ether (Columbia/Def Jam/IDJMG)

CHR/RHYTHMIC begins on Page 41.

### URBAN

LW	TW	ARTIST	SON	Label
2	1	MICHAEL JACKSON	Butterflies	Epic
1	2	JARULE F/ASHANTI	Always On Time	Murder Inc./Def Jam/IDJMG
3	3	MYSTIKAL	Bouncin' Back (Bumpin' Me...)	Jive
5	4	KEKE WYATT	Nothing In This World	MCA
6	5	MR. CHEEKS	Lights, Camera, Action	Universal
13	6	BRANDY	What About Us?	Atlantic
9	7	OUTKAST	The Whole World	LaFace/Arista
4	8	ALICIA KEYS	A Woman's Worth	J
7	9	USHER	U Got It Bad	LaFace/Arista
12	10	MARY J. BLIGE	No More Drama	MCA
11	11	MISSY ELLIOTT	Take Away	Gold Mind/EastWest/EEG
18	12	JENNIFER LOPEZ	Ain't It Funny	Epic
8	13	LUDACRIS	Roll Out (My Business)	Def Jam South/IDJMG
17	14	FAITH EVANS	I Love You	Bad Boy/Arista
25	15	TWEET	Oops (Oh My)	Gold Mind/Elektra/EEG
16	16	GLENN LEWIS	Don't You Forget It	Epic
10	17	FAT JOE	We Thuggin'	Terror Squad/Atlantic
14	18	AALIYAH	Rock The Boat	BlackGround
20	19	FABOLOUS	Young'n (Holla Back)	Desert Storm/Elektra/EEG
27	20	USHER	U Don't Have To Call	LaFace/Arista
22	21	JAHEIM	Anything	Divine Mill/WB
19	22	BUSTA RHYMES	Break Ya Neck	J
15	23	'N SYNC	Gone	Jive
21	24	J. DUPRI F/LUDACRIS	Welcome To Atlanta	So So Def/Columbia
26	25	JAY-Z	Jigga (Roc-A-Fella/IDJMG)	
23	26	JOE	Let's Stay Home Tonight	Jive
33	27	AALIYAH	More Than A Woman	BlackGround
24	28	ANGIE STONE	Brotha	J
31	29	SHARISSA	Any Other Night	Motown
35	30	DMX F/FAITH EVANS	I Miss You	Ruff Ryders/IDJMG

#### #1 MOST ADDED

FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)

#### #1 MOST INCREASED PLAYS

TWEET Oops (Oh My) (Gold Mind/Elektra/EEG)

#### TOP 5 NEW & ACTIVE

- B2K Uh Huh (Epic)
- FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)
- RUFF ENDZ Someone To Love You (Epic)
- PRETTY WILLIE Roll Wit Me (Republic/Universal)
- IMX The First Time (New Line)

URBAN begins on Page 48.

### AC

LW	TW	ARTIST	SON	Label
1	1	ENRIQUE IGLESIAS	Hero	Interscope
2	2	ENYA	Only Time	Reprise
3	3	LONESTAR	I'm Already There	BNA
5	4	MATCHBOX TWENTY	If You're Gone	Lava/Atlantic
4	5	DIDO	Thankyou	Arista
6	6	BACKSTREET BOYS	Drowning	Jive
7	7	J. BRICKMAN/REBECCA L. HOWARD	Simple Things	Windham Hill
10	8	FAITH HILL	The You'll Be	Warner Bros.
9	9	LEE ANN WOMACK	I Hope You Dance	MCA/Universal
11	10	FIVE FOR FIGHTING	Superman (It's Not Easy)	Aware/Columbia
8	11	O-TOWN	All Or Nothing	J
12	12	LEANN RIMES	Soon	Curb
14	13	UNCLE KRACKER	Follow Me	Top Dog/Lava/Atlantic
15	14	TRAIN	Drops Of Jupiter (Tell Me)	Columbia
13	15	S CLUB 7	Never Had A Dream Come True	A&M/Interscope
18	16	CHER	Song For The Lonely	Warner Bros.
17	17	DARREN HAYES	Insatiable	Columbia
16	18	JEWEL	Standing Still	Atlantic
22	19	ELTON JOHN	This Train Don't Stop There...	Rocket/Universal
19	20	BRIAN MCKNIGHT	Still	Motown
20	21	BARRY MANILOW	Turn The Radio Up	Concord
21	22	DIANA KRALL	The Look Of Love	Verve/VMG
24	23	ALICIA KEYS	Fallin' (J)	
23	24	CELINE DION	God Bless America	Epic/Columbia
25	25	JOHN MELLENCAMP	Peaceful World	Columbia
27	26	R. KELLY	The World's Greatest	Interscope/Jive
28	27	DAKOTA MOON	Looking For A Place To Land	Elektra/EEG
26	28	CAROLE KING	Love Makes The World	Rockingale/Koch
29	29	DESTINY'S CHILD	Emotion	Columbia
—	30	BRITNEY SPEARS	I'm Not A Girl, Not Yet...	Jive

#### #1 MOST ADDED

JO DEE MESSINA Bring On The Rain (Curb)

#### #1 MOST INCREASED PLAYS

ELTON JOHN This Train Don't Stop There... (Rocket/Universal)

#### TOP 5 NEW & ACTIVE

- JO DEE MESSINA Bring On The Rain (Curb)
- USHER U Got It Bad (LaFace/Arista)
- EVA CASSIDY Fields Of Gold (Blix Street)
- MARC ANTHONY I Need You (Columbia)
- DANIEL DEBOURG I Need An Angel (DreamWorks)

AC begins on Page 68.

### HOT AC

LW	TW	ARTIST	SON	Label
1	1	CALLING	Wherever You Will Go	RCA
2	2	NICKELBACK	How You Remind Me	Roadrunner/IDJMG
3	3	JEWEL	Standing Still	Atlantic
5	4	CREED	My Sacrifice	Wind-up
4	5	FIVE FOR FIGHTING	Superman (It's Not Easy)	Aware/Columbia
6	6	TRAIN	Drops Of Jupiter (Tell Me)	Columbia
9	7	ALANIS MORISSETTE	Hands Clean	Maverick/Reprise
8	8	LIFEHOUSE	Hanging By A Moment	DreamWorks
10	9	DAVE MATTHEWS BAND	Everyday	RCA
11	10	LENNY KRAVITZ	Dig In	Virgin
7	11	ENYA	Only Time	Reprise
13	12	ENRIQUE IGLESIAS	Hero	Interscope
14	13	U2	Stuck In A Moment...	Interscope
12	14	STAINED	It's Been Awhile	Flip/Elektra/EEG
15	15	JOHN MELLENCAMP	Peaceful World	Columbia
16	16	NO DOUBT	Hey Baby	Interscope
18	17	LIFEHOUSE	Breathing	DreamWorks
20	18	NATALIE IMBRUGLIA	Wrong Impression	RCA
21	19	MICHELLE BRANCH	All You Wanted	Maverick/WB
17	20	RYAN ADAMS	New York, New York	Lost Highway/IDJMG
19	21	ALICIA KEYS	Fallin' (J)	
23	22	LEANN RIMES	Can't Fight The Moonlight	Curb
24	23	PINK	Get The Party Started	Arista
26	24	CHRIS ISAAK	Let Me Down Easy	Reprise
22	25	TRAVIS	Side	Epic
30	26	PUDDLE OF MUDD	Blurry	Flawless/Geffen/Interscope
27	27	DAKOTA MOON	Looking For A Place To Land	Elektra/EEG
25	28	COLDPLAY	Trouble	Nettwerk/Capitol
28	29	TRANSMATIC	Come	Immortal/Virgin
—	30	CHER	Song For The Lonely	Warner Bros.

#### #1 MOST ADDED

JOHN MAYER No Such Thing (Aware/Columbia)

#### #1 MOST INCREASED PLAYS

ALANIS MORISSETTE Hands Clean (Maverick/Reprise)

#### TOP 5 NEW & ACTIVE

- LINKIN PARK In The End (Warner Bros.)
- DARREN HAYES Insatiable (Columbia)
- SHAKIRA Whenever Wherever (Epic)
- EDDIE VEDDER You've Got To Hide Your... (V2)
- SENSE FIELD Save Yourself (Nettwerk)

AC begins on Page 68.

### ROCK

LW	TW	ARTIST	SON	Label
1	1	CREED	My Sacrifice	Wind-up
2	2	NICKELBACK	How You Remind Me	Roadrunner/IDJMG
4	3	DEFAULT	Wasting My Time	TVT
3	4	PUDDLE OF MUDD	Blurry	Flawless/Geffen/Interscope
5	5	OZZY OSBOURNE	Dreamer	Epic
6	6	NICKELBACK	Too Bad	Roadrunner/IDJMG
8	7	LINKIN PARK	In The End	Warner Bros.
7	8	P.O.D.	Alive	Atlantic
10	9	STAINED	For You	Flip/Elektra/EEG
16	10	COURSE OF NATURE	Caught In The Sun	Lava/Atlantic
9	11	PUDDLE OF MUDD	Control	Flawless/Geffen/Interscope
11	12	INCUBUS	I Wish You Were Here	Immortal/Epic
15	13	STAINED	It's Been Awhile	Flip/Elektra/EEG
14	14	OFFSPRING	Defy You	Columbia
13	15	TANTRIC	Mourning	Maverick/WB
22	16	CREED	Bullets	Wind-up
17	17	INCUBUS	Nice To Know You	Immortal/Epic
18	18	FOO FIGHTERS	The One	Columbia
24	19	KID ROCK	Lonely Road Of Faith	Top Dog/Lava/Atlantic
20	20	HOBBASTANK	Crawling In The Dark	Island/IDJMG
26	21	P.O.D.	Youth Of The Nation	Atlantic
23	22	NEIL YOUNG	Let's Roll	Reprise
19	23	LENNY KRAVITZ	Dig In	Virgin
28	24	ROB ZOMBIE	Never Gonna Stop	Geffen/Interscope
25	25	TOOL	Lateralus	Volcano
—	26	GODSMACK	I Stand Alone	Republic/Universal
—	27	INJECTED	Faithless	Island/IDJMG
27	28	MICK JAGGER	God Gave Me Everything	Virgin
—	29	FU MANCHU	Squash That Fly	Mammoth
30	30	SEVENDUST	Praise	TVT

#### #1 MOST ADDED

GODSMACK I Stand Alone (Republic/Universal)

#### #1 MOST INCREASED PLAYS

GODSMACK I Stand Alone (Republic/Universal)

#### TOP 5 NEW & ACTIVE

- HEDDER Save Your Face (Gold Circle)
- HEADSTRONG Adriana (RCA)
- ADEMA The Way You Like It (Arista)
- COL. PARKER All The King's Horses (V2)
- NORTH MISSISSIPPI ALLSTARS Sugartown (Tone-Cool)

ROCK begins on Page 80.

## Monitored Airplay Overview: February 8, 2002

### URBAN AC

LW	TW	ARTIST	SON	RECORD LABEL
1	1	MICHAEL JACKSON	Butterflies (Epic)	
2	2	ALICIA KEYS	A Woman's Worth (J)	
4	3	ANGIE STONE	Brotha (J)	
3	4	MAXWELL	Lifetime (Columbia)	
5	5	USHER	U Got It Bad (LaFace/Arista)	
6	6	JOE	Let's Stay Home Tonight (Jive)	
7	7	BONEY JAMES	Something Inside (Warner Bros.)	
8	8	GLENN LEWIS	Don't You Forget It (Epic)	
10	9	REGINA BELLE	Ooh Boy (Peak)	
12	10	JILL SCOTT	He Loves Me (Hidden Beach/Epic)	
9	11	BRIAN MCKNIGHT	Love Of My Life (Motown)	
11	12	GINUWINE	Differences (Epic)	
15	13	ISLEY BROTHERS	Secret Lover (DreamWorks)	
13	14	GERALD LEVERT	Made To Love Ya (EastWest/EEG)	
19	15	KEKE WYATT	Nothing In This World (MCA)	
14	16	YOLANDA ADAMS	Never Give Up (Elektra/EEG)	
16	17	MONTELL JORDAN	You Must Have Been (Def Soul/IDJMG)	
29	18	LUTHER VANDROSS	I'd Rather (J)	
23	19	SHARISSA	Any Other Night (Motown)	
17	20	INDIA.ARIE	Strength, Courage & Wisdom (Motown)	
22	21	FAITH EVANS	I Love You (Bad Boy/Arista)	
20	22	TEMPTATIONS	Four Days (Motown)	
21	23	JAHEIM	Anything (Divine Mill/WB)	
24	24	ANN NESBY F/AL GREEN	Put It On Paper (It's Time Child)	
25	25	PROPHET JONES	Cry Together (University/Motown)	
28	26	GERALD LEVERT	What Makes It Good... (EastWest/EEG)	
30	27	BABYFACE	I Keep Callin' (Arista)	
26	28	AALIYAH	Rock The Boat (BlackGround)	
—	29	MAXWELL	This Woman's Work (Columbia)	
27	30	KENNY LATTIMORE	Don't Deserve (Arista)	

#### #1 MOST ADDED

LATHUN Fortunate (Motown)

#### #1 MOST INCREASED PLAYS

LUTHER VANDROSS I'd Rather (J)

#### TOP 5 NEW & ACTIVE

KIRK FRANKLIN 911 (Gospo Centric/Jive)  
 R. KELLY The World's Greatest (Interscope/Jive)  
 AVANT Makin' Good Love (Magic Johnson/MCA)  
 MARY J. BLIGE No More Drama (MCA)  
 REMY SHAND Take A Message (Motown)

URBAN begins on Page 48.

### COUNTRY

LW	TW	ARTIST	SON	RECORD LABEL
1	1	STEVE HOLY	Good Morning Beautiful (Curb)	
4	2	BRAD PAISLEY	Wrapped Around (Arista)	
5	3	BROOKS & DUNN	Long Goodbye (Arista)	
3	4	GEORGE STRAIT	Run (MCA)	
7	5	TIM MCGRAW	The Cowboy In Me (Curb)	
6	6	JO DEE MESSINA W/TIM MCGRAW	Bring On The Rain (Curb)	
9	7	MARTINA MCBRIDE	Blessed (RCA)	
10	8	TRACY BYRD	Just Let Me Be In Love (RCA)	
11	9	DIXIE CHICKS	Some Days You Gotta Dance (Monument)	
14	10	KENNY CHESNEY	Young (BNA)	
12	11	JOE DIFFIE	In Another World (Monument)	
13	12	RASCAL FLATTS	I'm Movin' On (Lyric Street)	
15	13	CHRIS CAGLE	I Breathe In, I Breathe Out (Capitol)	
17	14	PHIL VASSAR	That's When I Love You (Arista)	
20	15	TOBY KEITH	My List (DreamWorks)	
19	16	TOMMY SHANE STEINER	What If She's An Angel (RCA)	
18	17	BLAKE SHELTON	All Over Me (Warner Bros.)	
21	18	CYNDI THOMSON	I Always Liked That Best (Capitol)	
22	19	LEE ANN WOMACK	Does My Ring Burn Your Finger (MCA)	
24	20	EMERSON DRIVE	I Should Be Sleeping (DreamWorks)	
26	21	CAROLYN DAWN JOHNSON	I Don't Want You To Go (Arista)	
29	22	TRAVIS TRITT	Modern Day Bonnie And Clyde (Columbia)	
25	23	STEVE AZAR	I Don't Have To Be (Till...) (Mercury)	
27	24	KEVIN DENNEY	That's Just Jessie (Lyric Street)	
28	25	TAMMY COCHRAN	I Cry (Epic)	
23	26	MONTGOMERY GENTRY	Cold One Comin' On (Columbia)	
31	27	CHELY WRIGHT	Jezebel (MCA)	
30	28	TRISHA YEARWOOD	Inside Out (MCA)	
32	29	MARK WILLS W/JAMIE O'NEAL	I'm Not Gonna..... (Mercury)	
46	30	GARTH BROOKS & TRISHA YEARWOOD	Squeeze Me In (Capitol)	

#### #1 MOST ADDED

GARTH BROOKS & TRISHA YEARWOOD Squeeze Me In (Capitol)

#### #1 MOST INCREASED PLAYS

GARTH BROOKS & TRISHA YEARWOOD Squeeze Me In (Capitol)

#### TOP NEW & ACTIVE

TIM RUSHLOW Love, Will (Scream)  
 BRIAN MCCOMAS I Could Never Love You Enough (Lyric Street)  
 JEFFREY STEELE I Can Give You Love Like That (Monument)  
 TRACY LAWRENCE What A Memory (Atlantic/WB)

COUNTRY begins on Page 57.

### SMOOTH JAZZ

LW	TW	ARTIST	SON	RECORD LABEL
1	1	BONEY JAMES	See What I'm Sayin' (Warner Bros.)	
2	2	BRIAN CULBERTSON	All About You (Atlantic)	
4	3	CHUCK LOEB	Pocket Change (Shanachie)	
3	4	PETER WHITE	Turn It Out (Columbia)	
5	5	CHRIS BOTTI	Streets Ahead (Columbia)	
6	6	LARRY CARLTON	Deep Into It (Warner Bros.)	
7	7	JEFF LORBER	Ain't Nobody (Samson/Gold Circle)	
12	8	MARC ANTOINE	On The Strip (GRP/VMG)	
14	9	LEE RITENOUR W/GERALD ALBRIGHT	Jammin' (GRP/VMG)	
11	10	SADE	Lovers Rock (Epic)	
15	11	DAVID BENOIT	Snap (GRP/VMG)	
10	12	DIANA KRALL	The Look Of Love (Verve/VMG)	
8	13	RUSS FREEMAN	East River Drive (Q/Atlantic)	
9	14	JOYCE COOLING	Mm-Mm Good (GRP/VMG)	
18	15	PIECES OF A DREAM	Night Vision (Heads Up)	
19	16	FISHBELLY BLACK	Ven A Gozar (Rhythm & Groove/Q)	
16	17	GREGG KARUKAS	Night Shift (N-Coded)	
13	18	BOZ SCAGGS	Payday (Virgin)	
17	19	DAVE KOZ	Beneath The Moonlit Sky (Capitol)	
20	20	MICHAEL McDONALD	To Make A Miracle (MCA)	
21	21	ALICIA KEYS	Fallin' (J)	
22	22	STING	Fragile (A&M/Interscope)	
23	23	MARILYN SCOTT	Don't Let Love Get Away (Prana)	
24	24	ALFONZO BLACKWELL	Funky Shuffle (Shanachie)	
28	25	JIMMY SOMMERS	Lowdown (Higher Octave)	
25	26	BONA FIDE	Club Charles (N-Coded)	
30	27	KIRK WHALUM	I Try (Warner Bros.)	
26	28	SPYRO GYRA	Feelin' Fine (Heads Up)	
29	29	ERIC MARIENTHAL	Lefty's Lounge (Peak)	
27	30	PAUL TAYLOR	Hypnotic (Peak)	

#### #1 MOST ADDED

JIMMY SOMMERS Lowdown (Higher Octave)

#### #1 MOST INCREASED PLAYS

CHRIS BOTTI Streets Ahead (Columbia)

#### TOP 5 NEW & ACTIVE

KEVIN TONEY Passion Dance (Shanachie)  
 ENYA Only Time (Reprise)  
 WALTER BEASLEY Good Times (Shanachie)  
 OLETA ADAMS All The Love (Pioneer Music Group)  
 JIM WILSON Can't Find My Way Home (Hillsboro)

Smooth Jazz begins on Page 76.

### ACTIVE ROCK

LW	TW	ARTIST	SON	RECORD LABEL
2	1	PUDDLE OF MUDD	Blurry (Flawless/Geffen/Interscope)	
1	2	LINKIN PARK	In The End (Warner Bros.)	
3	3	DEFAULT	Wasting My Time (TVT)	
5	4	NICKELBACK	Too Bad (Roadrunner/IDJMG)	
6	5	STAINED	For You (Flip/Elektra/EEG)	
7	6	P.O.D.	Youth Of The Nation (Atlantic)	
8	7	HOOBASTANK	Crawling In The Dark (Island/IDJMG)	
9	8	OFFSPRING	Defy You (Columbia)	
4	9	CREED	My Sacrifice (Wind-up)	
11	10	P.O.D.	Alive (Atlantic)	
10	11	SYSTEM OF A DOWN	Chop Suey (American/Columbia)	
12	12	TOOL	Lateralus (Volcano)	
14	13	INCUBUS	Nice To Know You (Immortal/Epic)	
20	14	CREED	Bullets (Wind-up)	
16	15	ROB ZOMBIE	Never Gonna Stop (Geffen/Interscope)	
13	16	NICKELBACK	How You Remind Me (Roadrunner/IDJMG)	
15	17	DISTURBED	Down With The Sickness (Giant/Reprise)	
17	18	INCUBUS	I Wish You Were Here (Immortal/Epic)	
21	19	ADEMA	The Way You Like It (Arista)	
22	20	FOO FIGHTERS	The One (Columbia)	
18	21	SEVENDUST	Praise (TVT)	
—	22	GODSMACK	I Stand Alone (Republic/Universal)	
25	23	DISTURBED	The Game (Giant/Reprise)	
24	24	ILL NINO	What Comes Around (Roadrunner/IDJMG)	
27	25	SYSTEM OF A DOWN	Toxicity (American/Columbia)	
28	26	COURSE OF NATURE	Caught In The Sun (Lava/Atlantic)	
26	27	CUSTOM	Hey Mister (Artist Direct)	
29	28	SALIVA	After Me (Island/IDJMG)	
23	29	OZZY OSBOURNE	Dreamer (Epic)	
30	30	HEADSTRONG	Adriana (RCA)	

#### #1 MOST ADDED

GODSMACK I Stand Alone (Republic/Universal)

#### #1 MOST INCREASED PLAYS

GODSMACK I Stand Alone (Republic/Universal)

#### TOP 5 NEW & ACTIVE

MESH STL Believe Me (Label/Jive)  
 DROWNING POOL Tear Away (Wind-up)  
 DAVID DRAIMAN Forsaken (Reprise)  
 REVELLE Inside Out (Elektra/EEG)  
 DOPE Slipping Away (Flip/Epic)

ROCK begins on Page 80.

### ALTERNATIVE

LW	TW	ARTIST	SON	RECORD LABEL
1	1	PUDDLE OF MUDD	Blurry (Flawless/Geffen/Interscope)	
2	2	LINKIN PARK	In The End (Warner Bros.)	
4	3	P.O.D.	Youth Of The Nation (Atlantic)	
3	4	DEFAULT	Wasting My Time (TVT)	
5	5	HOOBASTANK	Crawling In The Dark (Island/IDJMG)	
7	6	STROKES	Last Nite (RCA)	
9	7	JIMMY EAT WORLD	The Middle (DreamWorks)	
8	8	OFFSPRING	Defy You (Columbia)	
6	9	INCUBUS	I Wish You Were Here (Immortal/Epic)	
14	10	STAINED	For You (Flip/Elektra/EEG)	
13	11	NICKELBACK	Too Bad (Roadrunner/IDJMG)	
17	12	INCUBUS	Nice To Know You (Immortal/Epic)	
11	13	SYSTEM OF A DOWN	Chop Suey (American/Columbia)	
16	14	FOO FIGHTERS	The One (Columbia)	
15	15	NICKELBACK	How You Remind Me (Roadrunner/IDJMG)	
12	16	P.O.D.	Alive (Atlantic)	
18	17	TOOL	Lateralus (Volcano)	
10	18	CREED	My Sacrifice (Wind-up)	
19	19	ADEMA	The Way You Like It (Arista)	
22	20	TRIK TURNER	Friends + Family (RCA)	
24	21	BLINK-182	First Date (MCA)	
21	22	ALIEN ANT FARM	Movies (DreamWorks)	
23	23	CUSTOM	Hey Mister (Artist Direct)	
25	24	SYSTEM OF A DOWN	Toxicity (American/Columbia)	
30	25	X-CUTIONERS	It's Goin' Down (Loud/Columbia)	
26	26	TANTRIC	Mourning (Maverick/WB)	
34	27	CREED	Bullets (Wind-up)	
28	28	SUM 41	Motivation (Island/IDJMG)	
29	29	UNWRITTEN LAW	Seein' Red (Interscope)	
31	30	INJECTED	Faithless (Island/IDJMG)	

#### #1 MOST ADDED

GODSMACK I Stand Alone (Republic/Universal)

#### #1 MOST INCREASED PLAYS

GODSMACK I Stand Alone (Republic/Universal)

#### TOP 5 NEW & ACTIVE

LENNY KRAVITZ Stillness Of Heart (Virgin)  
 ABANDONED POOLS Remedy (Extasy)  
 DAVE MATTHEWS BAND Everyday (RCA)  
 ALANIS MORISSETTE Hands Clean (Maverick/Reprise)  
 PHANTOM PLANET California (Daylight/Epic)

ALTERNATIVE begins on Page 89.

### TRIPLE A

LW	TW	ARTIST	SON	RECORD LABEL
1	1	DAVE MATTHEWS BAND	Everyday (RCA)	
2	2	ALANIS MORISSETTE	Hands Clean (Maverick/Reprise)	
6	3	CHRIS ISAAK	Let Me Down Easy (Reprise)	
5	4	CALLING	Wherever You Will Go (RCA)	
3	5	JOHN MAYER	No Such Thing (Aware/Columbia)	
4	6	COLDPLAY	Trouble (Nettwerk/Capitol)	
7	7	RYAN ADAMS	New York, New York (Lost Highway/IDJMG)	
10	8	JEWEL	Standing Still (Atlantic)	
9	9	NICKELBACK	How You Remind Me (Roadrunner/IDJMG)	
14	10	PETE YORN	Strange Condition (Columbia)	
13	11	U2	In A Little While (Interscope)	
11	12	TRAVIS	Side (Epic)	
8	13	LENNY KRAVITZ	Dig In (Virgin)	
12	14	CREED	My Sacrifice (Wind-up)	
16	15	TRAIN	She's On Fire (Columbia)	
19	16	EDDIE VEDDER	You've Got To Hide Your... (V2)	
17	17	INDIGO GIRLS	Moment Of Forgiveness (Epic)	
21	18	MICK JAGGER	Visions Of Paradise (Virgin)	
15	19	MELISSA ETHERIDGE	Lover Please (Island/IDJMG)	
20	20	GARBAGE	Breaking Up The Girl (Almo Sounds/Interscope)	
23	21	WILLIAM TOPLEY	Back To Believing (Lost Highway/IDJMG)	
22	22	NATALIE MERCHANT	Just Can't Last (Elektra/EEG)	
18	23	NEIL YOUNG	Let's Roll (Reprise)	
26	24	FIVE FOR FIGHTING	America Town (Aware/Columbia)	
25	25	STARSAILOR	Good Souls (Capitol)	
—	26	RYAN ADAMS	Answering Bell (Lost Highway/IDJMG)	
24	27	BRUCE COCKBURN	My Beat (True North/Rounder)	
28	28	REMY ZERO	Save Me (Elektra/EEG)	
—	29	ROBERT BRADLEY'S BLACKWATER...	Train (Vanguard)	
27	30	STING	Fragile (A&M/Interscope)	

#### #1 MOST ADDED

LENNY KRAVITZ Stillness Of Heart (Virgin)

#### #1 MOST INCREASED PLAYS

CHRIS ISAAK Let Me Down Easy (Reprise)

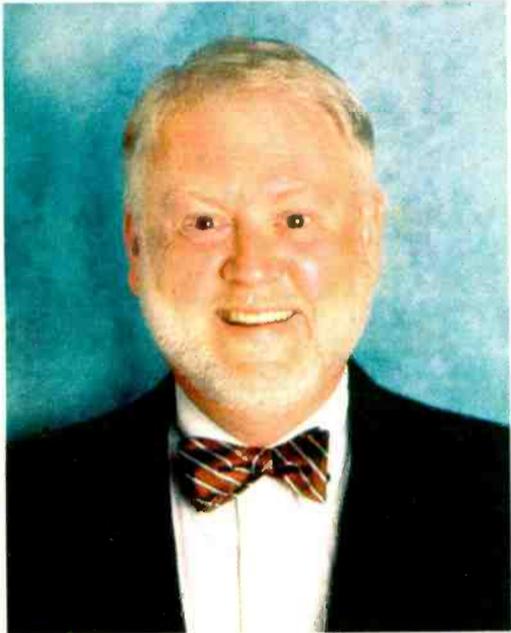
#### TOP 5 NEW & ACTIVE

BEN FOLDS Still Fighting It (Epic)  
 BOB SCHNEIDER Big Blue Sea (Universal)  
 DEFAULT Wasting My Time (TVT)  
 MIDNIGHT OIL Golden Age (Liquid 8)  
 CRACKER Shine (Backporch/Virgin)

TRIPLE A begins on Page 95.

# Publisher's Profile

By Erica Farber



## LINDSAY WOOD DAVIS

Exec. VP/Meetings, Radio Advertising Bureau

willing to admit it — we were able to bring people to the fore to talk about it. Now it's what goes on in a tough economy. They need to know that information, but nobody knows where to go. Thank God Roger Dodson and George Hyde in the RAB have some real good background in that."

**Why radio should support the conference:** "By my definition, the conference is Woodstock for sales and management people in radio. Our new line about the conference is 'You come, you learn, you make money. Period.' You get to elbow a woman sitting next to you at the luncheon and ask, 'How did you do that?' It's crossbreeding, it's new oxygen in your system. It is the most invigorating three days in radio. I used to teach my salespeople three things that they had to get across: I'm happy to be here, I know what I'm talking about, and I love my job. I'm a cheerleader, and I don't mind being one. We can affect people's lives every day. That's a powerful thing."

**What one would miss by not attending:** "The chance to talk to other radio people, first of all. To share their pain and excitement. To hear new ways of doing things that are tough to do in every market. They will miss hearing about cutting-edge opportunities, new ways of handling stuff and new information. And we all need to be pumped up once in a while. We need to have somebody say, 'Hey, you're in a good industry. Here's a way of doing something.' Where else can you get the 24 top consultants in the business all at one time? That's why I call it Woodstock. It's a gathering of the clans, just less mud."

**Biggest challenges:** "Dealing with budgets written in the darkest days of the fourth quarter. If I have one frustration right now, it's that, just at the moment when people are saying to each other, 'Hey, there's light at the end of the tunnel,' you call a station, and they're looking at a budget that tells them things can't happen."

**State of the industry:** "Last year Gary Fries talked about leadership and the need for it. I feel a huge vacuum of leadership in our business. Our industry is scared to grab hold of how important it is. Certainly, the quarterly profit report has become important, and I don't have any argument with that. A lot of people don't like that, but that's the way it is. We haven't come to grips yet with how to be leaders in the long term while dealing with profits in the long term. Other industries have; we have not. We are still, in many ways, a mom-and-pop industry. I can say that, because it's my mom and my pop."

**How we're doing at consolidation:** "I don't think we're doing a particularly good job. We don't have the systems in place. One of my heroes is a guy named W. Edwards Deming. He said, 'If you can't measure it, you can't manage it.' Radio people are terribly hesitant to apply measurement to their management. They think it takes away from the magic. To me, it allows the magic to happen. It's the same way that programmers struggled so much against Selector. They hated the idea of a machine picking their music. They learned that if they used the machine right, it allowed them time to do magic."

**On being referred to as the Professor of Consolidation:** "That came from my work with organizational designs. Most of my work was done with the Capstar and Chancellor stations. Most industries that go through consolidation do it over a pretty long period of time. Almost nobody can date it to a specific hour the way we can. We can go back to 11am, Feb. 8, 1996. We know the day and hour that it began."

"Going back to that mom-and-pop thing, the problem is, we still think of ourselves as old-fashioned broadcasters, and we haven't looked at the challenges that other industries have. Trucking is very similar to the radio industry. It covered a lot of little tiny businesses in markets of all sizes. They all came together, and they all changed. We can learn a lot from the trucking industry, but the problem is, we think we're different. How many times have you heard someone say, 'My station is

different, my market is different.' Horseshit. It's not. When it comes to management and organizations, they're all essentially the same."

**On wearing bow ties:** "I wear them because I like to have my wife tie them for me in the morning. It's a good way to begin the day. I've been wearing them for 15 years. Cleaning the shirts is much cheaper than cleaning the ties. And as a speaker, you want people to look you in the face. The bow tie brings people's attention to the face."

**The relationship between sales and programming:** "It's uglier every day. Sales is like a hospital emergency room. There's a tremendous amount of back-and-forth action. A lot of unscheduled activity. A lot of cross-departmental teams. Programming is like McDonald's. It operates based on rules, standards and procedures. It is a world of black and white, and sales is a world of gray."

"For years we've talked about the conflict between sales and programming. The conflict exists because it is supposed to exist. If we make programming too gray, too able to shift constantly, we're going to take away the thing that defines our radio stations. That worries me greatly — and you're hearing that from a real sales guy. At the same time there are programmers I still want to kick because they were so inflexible. I'm part of that conflict."

**Most influential individual:** "My dad. I learned the most from him. And my younger brother, Carey. We influence each other all the time, sometimes hourly. I'm very proud of him. I'm his biggest fan. Dean Sorenson is one guy I look to. Wayne Vriesman, who used to head Tribune Broadcasting, would be another. And Peter Strauss, who used to run WMCA/New York. Peter said our job was to make a profit and to make a difference. I believe that's the greatest definition of being a successful radio broadcaster that I've ever heard."

**Career highlight:** "In 1978 my family's station — owned by my dad, my brother and I — our 500-watt standalone AM in a town of 15,000, became the first small-market standalone to bill \$1 million."

**Career disappointment:** "I'd love to operate a lot of radio stations. And own them."

**Favorite radio format:** "A local full-service Triple A more than anything. News, NPR and Classical."

**Favorite television show:** "RPM Tonight."

**Favorite song:** "Anything with Mark Knopfler melting an amplifier."

**Favorite book:** "I probably did 14 or 15 book reports on *We* by Charles Lindbergh. It's a running joke in my family that I read it every year. I read constantly. My new favorites are the Janet Evanovich books about Stephanie Plum. She's a bail bondsman in Trenton, NJ. There are seven of them, and they are some of the best, funniest writing going in America right now. There is no socially redeeming value to them whatsoever."

**Favorite movie:** "Dr. Zhivago."

**Favorite restaurant:** "Maggie's in Bayfield, WI on Lake Superior."

**Beverage of choice:** "Mountain spring water."

**Hobbies:** "Canoeing, kayaking, flying kites, collecting old stereo equipment. I work in an orchard, and I build boxes for owls. I love the big birds — owls and hawks and eagles. And my wife and daughters."

**E-mail address:** "lwdavis@rab.com."

**Advice for broadcasters:** "The theme of our conference is 'Rediscover the Magic of Radio.' I would ask that broadcasters do just that: Rediscover the joy that brought them to our business. It is up to us individually to rekindle that joy. It can't be done by a corporation. No corporation in the world made radio joyful, and none will make it joyful again. It's up to the individual. It's a fabulous business. We're all complaining that it's not fun to work for Clear Channel. Well, that's not Clear Channel's fault, it's the individuals. If somebody's going to do something about it, it's not some company."

**A** second-generation radio broadcaster, Lindsay Wood Davis has over 30 years of industry experience. His insight into the effects of consolidation and cluster selling and, of course, his bow ties have earned him the unofficial title of Professor of Consolidation.

In his official capacity as Exec. VP/Meetings for the RAB, Davis is in Orlando this week, hosting the world's largest gathering of radio salespeople and managers at the RAB's annual Sales Management and Leadership Conference. This year's theme, "Rediscover the Magic of Radio," comes directly from Davis' heart. A bigger cheerleader for the business would be hard to find.

**Getting into the business:** "I had no choice in the matter. I got into it through DNA. I am the son of radio parents. My dad started his career when he was 18 at KOB/Albuquerque. My mom was a radio actress and started on the air at WOR/New York when she was 15. I got my first sales job when I was 17 years old at one of my family's stations in Port Washington, WI. My brother, Carey, started on the programming side of the business. I'm the only one of the four of us who began on the selling side. I deeply love the business. It has fed, clothed and educated me."

**Joining the RAB:** "In some ways I felt I had spent my whole career getting ready to do the RAB job. My wife and I met at Northwestern University 30 years ago this year. We went back to college in 1990. I went to the University of Illinois in Springfield and, for six years, studied how organizations work. I got a job in Washington, at Associated Press, then at the Lytle Organization here in Madison. Then I was a consultant. With my knowledge of how organizations work, as consolidation occurred, I was able to explain to people in the radio industry what was happening in other industries."

"I ended up working with Mary Quass at Capstar. That was sold to AMFM, and I was there. Then all of that went away. The day Central Star got shut down, Wayne Cornils and Gary Fries called and said they wanted me to come to the RAB. Then Wayne said, 'You know, you can still live in Madison.'"

**His responsibilities:** "The operational area would be the Sales Management and Leadership Conference. I also work on the two NAB conferences where the RAB has a sort of codified presence. I work with the board of directors to expand the conference. We're going to look at regional opportunities. In some ways the chair I'm in is that of the knowledge manager of the radio industry. For instance, when people needed to know about consolidation management — they still do, but aren't



THIS WEEK AT:

# MUSIC MEETING™

## india. arie “Video”



POP

7 Grammy Nominations

### HEAR THE HITS

[www.rrmusicmeeting.com](http://www.rrmusicmeeting.com)

liquid audio™

R&R

Selector

# SOMETHING CORPORATE



# iF yoU C Jordan

From Their Debut Release Audioboxer

**New This Week: KDGE WOCL WRZK KLEC WRWK WJSE WEQX**

**Early Believers: KROQ – Q101 – WZZN – BIG PHONES AND BIG SALES!!**

WHFS	WWDC	KNDD	CIMX	KEDJ	KFSD	WBCN	KROX	KKND
WHRL	KMYZ	WKRL	WDYL	WROX	KNXX	WBRU	KJEE	WWDX
WBUZ	KMBY	KWOD	WPBZ	WXZZ	...And so the story begins!			

**“Wildly Original, Intensely Lyrical, Piano-Powered Indie Rock...”**



[www.somethingcorporate.com](http://www.somethingcorporate.com) [www.drivethrurecords.com](http://www.drivethrurecords.com) [www.mcarecords.com](http://www.mcarecords.com)  
Management: Brent Kidwell for Kidhell Management.

**Video Coming Soon**

