

ROCK AIRPLAY

Monitor

• We Listen To Radio •

January 12, 1996 \$ 4.95 Volume 3 • No. 3

ROCK HIGHLIGHTS

MAINSTREAM ROCK

#1

SEVEN MARY THREE

Cumbersome (MAMMOTH/ATLANTIC)

AIRPOWER

ALICE IN CHAINS • Heaven Beside You (COLUMBIA)
EVERCLEAR • Santa Monica (Watch The World Die) (CAPITOL)

NEW RELEASES

THE BOTTLE ROCKETS • I'll Be Coming Around (ESD/TAG/ATLANTIC)
BROTHER CANE • Voice Of Eujena (VIRGIN)
DEL AMITRI • Tell Her This (A&M)
DOG'S EYE VIEW • Everything Falls Apart (COLUMBIA)
DRIVIN' N' CRYIN' • Light (DGC/GEFFEN)
FILTER • Under (REPRISE)
LIFE OF AGONY • Lost At 22 (ROADRUNNER)
EDWIN MCCAIN • Sorry To A Friend (LAVA/ATLANTIC)
NATALIE MERCHANT • Wonder (ELEKTRA/EEG)
RED HOT CHILI PEPPERS • Aeroplane (WARNER BROS.)
BOB SEGER & THE SILVER BULLET BAND • Hands In The Air (ATLANTIC)
SHOVELJERK • Unwind (CAPRICORN)

MODERN ROCK

#1

OASIS

Wonderwall (EPIC)

AIRPOWER

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

NEW RELEASES

THE BOGMEN • Suddenly (ARISTA)
BLUR • Charmless Man (VIRGIN)
DOG'S EYE VIEW • Everything Falls Apart (COLUMBIA)
GARBAGE • Only Happy When It Rains (ALMO SOUNDS/GEFFEN)
THE GOOPS • Vulgar Appetites (REPRISE)
JARS OF CLAY • Flood (SILVERTONE)
THE LEVELLERS • Hope St. (ELEKTRA/EEG)
LIMBLIFTER • Screwed It Up (MERCURY)
EDWIN MCCAIN • Sorry To A Friend (LAVA/ATLANTIC)
SKUNK ANASIE • I Can Dream (EPIC)
WATERDOG • My Life (ATLANTIC)
XC-NN • Lifted (550 MUSIC)

K-Rock Drops Classic Format To Be NYC's First Modern Rocker

by John Loscalzo, Kevin Carter & Sean Ross

New York was socked with its largest winter storm in 50 years this weekend, but the historic activity was not limited to acts of God, as Infinity's WXRK (K-Rock) dropped its longtime classic rock format to become the market's first full-fledged, full-signal modern rocker in more than 15 years.

WXRK's move was the cap on a week of change in the New York rock wars that included WNEW-FM completing its segue from "rock alternative" to a triple-A approach billed as "Quality Rock," and modern-leaning top 40 WHTZ (Z100)'s announcement that it would kick off its morning show with a little help from Billy Corgan.

WXRK's transition, which took place at the end of morning drive Jan. 5, is being engineered by Kevin Weatherly, PD of sister station KROQ Los Angeles, and PD Andre

Gardner. The station is currently running jockless outside morning man Howard Stern's nationally syndicated show. WXRK's air staff of market vets, including Dave Herman, Vin Scelsa, Maria Milito, Max Kinkel and Pete Fornatale, are "on hiatus," and Gardner says decisions on a staff will be made this week.

K-Rock's format change was launched by Stern, who made references to Weatherly and KROQ GM Trip Reeb being in the building throughout his Jan. 5 morning show. At 11 a.m. that morning, Stern—picking his own music and using the on-air name "Douche Baggy Bag"—kicked off the new format with "Sweet Dreams" by Marilyn Manson. He also played other similarly hard-rocking modern rock bands and non-modern titles from such artists as Van Halen and Enuff Z'nuff.

Because of Stern's audience of cross-tumers from around the dial,

Continued on page 6

Charmless Man*

by Blur

from the new album **The Great Escape**

DBA 1995

Produced by Stephen Street
CMO Management (International) Ltd., London

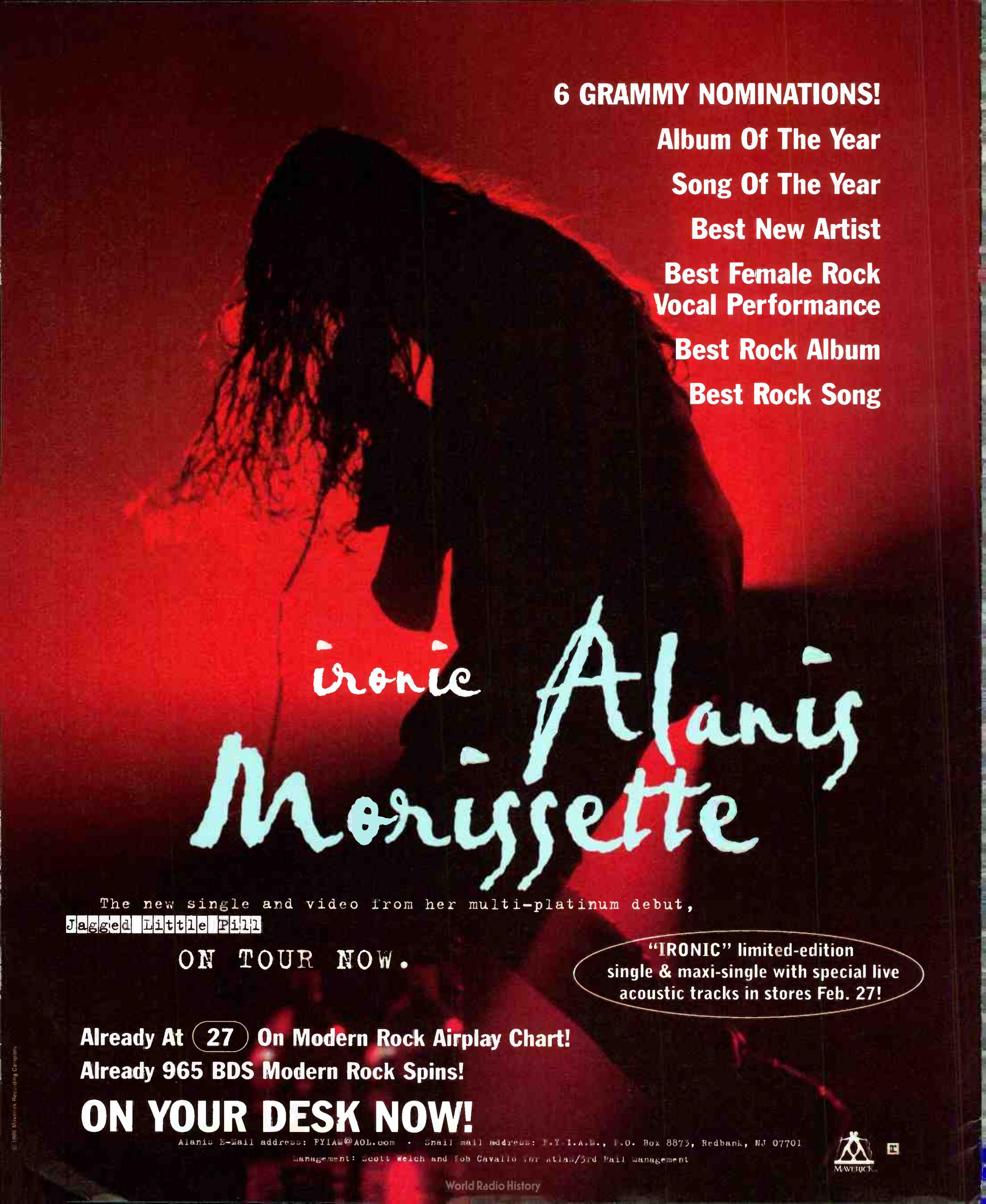
"Blur's most adventurous record to date..."
-Rolling Stone

"The Great Escape will break Blur so wide open you'll have to emigrate to Saturn to escape them!"
-Alternative Press

1/25 Vancouver	1/26 Seattle	1/27 Portland
1/29 San Francisco	1/30 Los Angeles	2/1 Denver
2/3 Dallas	2/4 Austin	2/6 Atlanta
2/8 Chicago	2/10 New York	2/11 Boston
		2/12 D.C.

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WZTA	21x	WKDF	21x
KISS	24x	WDBZ	18x
KIOZ	23x	KUFO	18x
KBPI	17x	WGRX	24x

MODERN ROCK AIRPLAY

WHYT	40x	WRCX	39x
KNRK	43x	KEGE	38x
KWOD	34x	KISF	27x
WHFS	25x	KTBZ	27x
WNVE	38x	WJRR	22x

TOP 5 PHONES:

Q104	KSJO
KNDD	WBCN
KNRK	KXRK
KLZR	KISF
KNNC	WMMS

ONE WEEK SALES 17,631

NEW YORK - 1,038, BOSTON - 1,147, WASHINGTON DC - 411, DETROIT - 644
NASHVILLE - 406, SEATTLE - 929, PORTLAND - 1,267

THE FOLLOWING DOUBLED IN SALES:

CHICAGO - 408, MINNEAPOLIS - 426, LOS ANGELES - 661, SAN FRANCISCO - 696,
ST. LOUIS - 481

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from the album SPARKLE AND FADE

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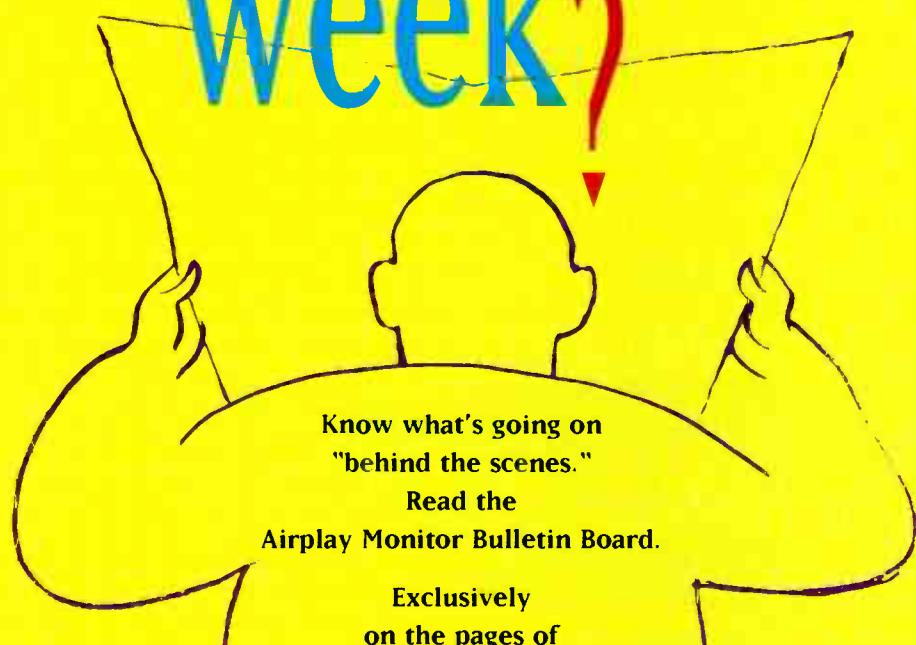
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AIRPLAY
Monitor
CLASSIFIED

K-Rock Drops Classic Format To Be NYC's First Modern Rocker

Continued from page 1

and because the format change was carried throughout Stern's nationwide network, the kickoff was probably the most widely heard format change in New York since WABC switched from top 40 to talk in 1982.

The "real" K-Rock format, as monitored over the first weekend, was a little more conservative than what Stern had in mind, but still notably harder than Z100 and without any triple-A acts or non-modern rock crossovers heard on that station.

Here's a midday sample of the new K-Rock: Pearl Jam, "Better Man"; Lenny Kravitz, "Are You Gonna Go My Way?"; Red Hot Chili Peppers, "Under The Bridge"; Foo Fighters, "The Big Me"; Live, "I Alone"; Bush, "Glycerine"; Violent Femmes, "Blister In The Sun"; Rancid, "Time Bomb"; Nirvana, "Come As You Are"; Presidents Of The United States Of America, "Kitty"; and Veruca Salt, "Seether."

Ironically, WXRK was up 3.1-3.6 in the fall Arbitron, possibly linked to the publicity surrounding Stern's second book, "Miss America."

WNEW OPTS FOR QUALITY

WXRK's change coincides with the further evolution of WNEW, which switched to SBR's Rock Alternative format last fall, then dropped that handle and began playing more heritage artists last Thanksgiving. On Jan. 6, WNEW began billing itself as the station "where quality rock lives," a nod to its old "where rock lives" slogan, and launched a massive TV advertising campaign.

WNEW PD Ted Edwards thinks WXRK's change "takes K-Rock out of the demographic battle with us. It creates a three-way battle between Z100, [WAXQ] Q104 and K-Rock... It played right into our hands." The station's mix of new and heritage artists has already begun attracting former WXRK listeners, according to Edwards, who cited anecdotal evidence from the station's request lines and E-mail.

Edwards, who notes that WNEW's TV buy was already scheduled to coincide with the beginning of the winter Arbitron, says WNEW will go in the direction of KFOG San Francisco or co-owned WXRT Chicago and not go classic rock, despite the addition of more heritage artists this weekend and the appearance of a new hole in the market.

On Jan. 9, a five song set on WNEW-FM went as follows: Eric Clapton, "Pretending"; Melissa Etheridge, "Unusual Kiss"; the Lemonheads, "It's A Shame About Ray"; and Stone Temple Pilots, "Pretty Penny."

Z100 GRABS COCHRAN

Format observers have long expected that the debut of a full-fledged modern rocker would force modern-leaning top 40 Z100 to either commit to modern rock or return to mainstream top 40. But during K-Rock's first weekend, Z100 showed no sign of doing either. Non-modern rock titles from Coolio and Sophie B. Hawkins remained on the radio station, but noncrossover titles from Pearl Jam, Smashing Pumpkins, Bush, and Live also received heavier rotation than the week before.

An afternoon sampling of Z100 Jan. 9 in-

cluded Everything But The Girl, "Missing"; Green Day, "When I Come Around"; U2, "Where The Streets Have No Name"; and Smashing Pumpkins, "Bullet With Butterfly Wings."

Z100 used the occasion to finally announce that top 40/adult WPNT (FM 100) Chicago morning man Steve Cochran would be the host of its "New Z-Morning Zoo." That show was set to launch Jan. 11 with a remote at Sony Studios featuring the Smashing Pumpkins. Group leader Billy Corgan has been named honorary Z100 PD and will choose all the music the station plays between 6 a.m. and noon.

Cochran auditioned on-air for the Zoo in 1993 before the hiring of former Zookeeper John Lander.

Z100 OM Steve Kingston, who briefly pulled all non-modern rock material when WNEW-FM flipped last year, says he's "not going to sweat" K-Rock's debut, although he admits it won't make his job any easier. "They sound like a West Coast station, not a New York station," he says. "Everyone thought we should worry when Q104 came on, and where are they now?"

OTHER PDS SPEAK

Reaction from the market's other rock PDs ranged from the flippant to the philosophical.

"If I'm gonna get my ass kicked, better K-Rock than Z100," says WDRE Long Island, N.Y., PD Ted Taylor. The longtime modern rocker stands to be the station most effected by the change. WDRE had enjoyed a virtual lock on the format since the early '80s but began losing ground when Z100 moved in a modern rock direction and after it assumed the "Underground Network" position under former PD Russ Motta. K-Rock already has a 4.4 12-plus share on Long Island, compared to DRE's .9 in the fall Arbitron book.

Despite this, Taylor thinks WDRE can maintain a place in the modern rock format by concentrating on Long Island. The station has no plans to change format "as long as I'm here," he says. Taylor believes the switch "will level the playing field," with concert promoters loathe to show favor to either Z100 or WXRK.

At suburban WRGX (X107) New Rochelle, N.Y., PD Steve Blatter says WXRK's change "adds validity to what [we've] been doing for the last two years... When we started this station the hole for modern was huge. The fact that it took this long for someone in New York City to do this format is a little surprising."

Blatter added that the New York competition will be different for WXRK than for its sister station KROQ. "There's no alternative-leaning top 40 like Z100 in Los Angeles."

At Q104, long the target of sale and format speculation, there were no immediately noticeable changes, as the station continued to mix modern and metal product. An afternoon sampling from Jan. 9 included Candlebox, "Far Behind"; Presidents Of The United States Of America, "Kitty"; ZZ Top "Legs"; Pantera, "Planet Caravan"; Soundgarden, "Let Me Down"; and AC/DC, "You Shook Me All Night Long."

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ROCK GODZ

PD Richards, Armed With Mancow, Strikes A Blow For Mainstream

WRCX Chicago PD Dave Richards describes his station by saying that "[midday host/APD] Jo Robinson is a Rhodes scholar . . . Everybody else at the station has been a juvenile delinquent, arrested in one way or another, or is on some sort of medication."

It was that team, led by the much-publicized Eric "Mancow" Mueller, which allowed Richards and WRCX to beat modern rock WKQX (Q101) last summer, striking a blow for mainstream rock and making WRCX one of the most-imitated stations in the country. WRCX was off 3.8-3.3 12-plus in the just-released fall '95 Arbitrums, but it maintains its lead on Q101, triple-A WXRT, and classic rock WCKG.

A New York native, Richards graduated from Temple University and began his radio adventure at WZZO Allentown, Pa., and then became promotions director at WBAB Long



Dave Richards
Program Director
WRCX Chicago

'Mancow is the biggest attention getter and was the booster rocket for the station'

Island, N.Y. After signing on classic rock WWRX Providence, R.I., in 1987, Richards programmed classic rock KZOK Seattle, which, at the time, was in a four-way market battle with modern rock KNDD and album rockers KISW and KXRK.

KXRK ended up changing formats, but it was the station that influenced Richards. "It was a station that said, 'We play great rock-'n-roll, but personality, promotion, and production mean a lot, also.' It had a sense of, 'This is not just a rock station, it's rock radio!' It had attitude."

Richards' mission in Chicago was to rebuild former hard rock outlet WWBZ (the Blaze). "The Blaze had run its course during the great years of hair bands, but it never progressed," Richards says. His solution was "a mainstream, rocking station with personality. We did what at the time seemed like the illogical thing: make a mainstream rock station when everyone was either flipping alternative, triple-A or classic."

"Nobody in this market was playing Van Halen, Black Crowes, or Aerosmith. Everybody was either way to the left or way to the right. It was a perfect hole. WXRT does a great job at what they do. Q101 had painted themselves into an alternative corner, which at the time was great for them, and there was a classic rock station that hadn't progressed past 1979."

This is a 3 p.m. hour of WRCX: Goo Goo Dolls, "Name"; U2, "Where The Streets Have No Name"; Collective Soul, "Where The River Flows"; Rush, "Subdivisions"; Stabbing Westward, "What Do I Have To Do"; Stevie Ray Vaughn, "Empty Arms"; Live, "Lightning Crashes"; Guns N' Roses, "Sweet Child Of Mine"; R.E.M., "Losing My Religion"; White Zombie, "More Human Than Human"; Van Halen, "Best Of Both Worlds"; and Ruth Ruth, "Uninvited."

With opportunity knocking with the heaviest of hands, it was time to put together an air staff. "Mancow had the attitude day one, hour one," says Richards. "He gave us our first boost. We did not start the station off with a big marketing campaign. Mancow was the marketing campaign. He is the biggest attention getter and was the booster rocket for the radio station."

APD/MD Jo Robinson hosts middays. "Jo is one of the great MDs in the country and one of the few people who can follow Mancow. He may get off the air at 10 a.m.; he may get off at 11:15 a.m.; there may be 35 people in the studio, strippers, punks bands, and jello wrestling or a guy with a gun and a monkey."

"If Mancow's on a roll, he's going to go late. Same thing for Jo. If she has an interview at 5 minutes to 2 p.m., [p.m. driver Lou] Brutus knows [its OK]. Or they'll tag team the interview."

Brutus and Richards have known each other for 12 years, since they worked together at WMMR Philadelphia. When Brutus was the afternoon jock at WHJY Providence, Richards was his crosstown competition. "He was the most talked about jock in Providence." Brutus moved on to WBCN Boston and then back to WMMR, where he got the call from Richards to be part of his new station.

Richards says Brutus has a twisted sense of humor, heavily influenced by Monty Python and Hunter S. Thompson. "He's got the biggest bag of tricks I've ever seen, [including] every old record, novelty song, and comedy album that's ever been recorded, and he's constantly searching for new things."

Rounding out the staff are production guy Ned Spindle, who Richards says is "a lunatic" and who was responsible for such off-the-wall items as a Goo Goo Dolls weekend promo saluting "Great Moments In Buffalo, N.Y., History" and an R.E.M. weekend promo in the style of a Swedish opera. New acquisition Chris Payne, formerly APD at crosstown WQFM, hosts late nights and serves as assistant MD.

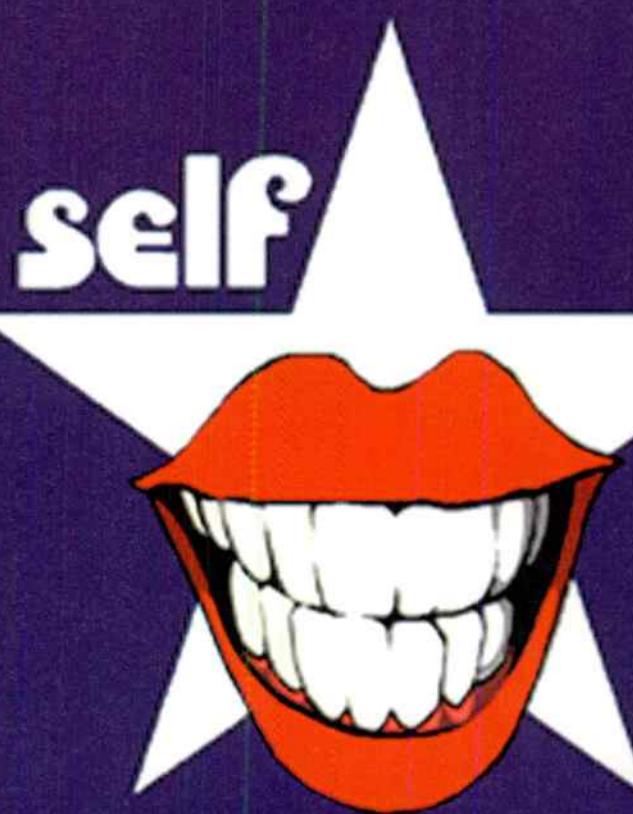
With a sizeable cume to draw from, WRCX promotions are media events. In a recent scavenger hunt, listeners were asked to count all the steps in the escalator at Water Tower Place, get on another radio station and say "Mancow's Morning Madhouse," and get on TV with the station's logo. Prizes included Jeeps, snowmobiles, and wave runners.

The station spread some holiday cheer last month when Brutus took the liberty of announcing the lineup and giving away tickets to Q101's Christmas show a few days before Q101 did. That aggressiveness not only typifies the WRCX mindset, but also highlights its continuing battle for concert presents, as well as fair treatment from record labels. While Richards characterizes the station's relationship with concert promoters as "a day-to-day situation," WRCX has fared better with labels. "It's a much more level playing field now. It's not as lopsided anymore," Richards says.

One way of reaching out to the label community has been to invite label reps to music meetings. "They listen to a lot of radio stations in many markets," Richards says. "If the Columbia rep is in the room, and we play a song from the label and the Geffen rep doesn't like it and says so, that's OK . . . It helps me because I spent eight years in classic rock. I'm not about to say I'm an expert on music."

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WBUZ	WTUE	WBZX	KLBJ	KUFO	KUPD	WKLL	WKLQ

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MAINSTREAM

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					TW	LW
★★★ No. 1 ★★★						
1	1	19	CUMBERSOME MAMMOTH/ATLANTIC	3 weeks at No. 1	SEVEN MARY THREE	1984 2030
(2)	3	7	I GOT ID EPIC		PEARL JAM	1891 1813
3	2	16	MY FRIENDS WARNER BROS.		RED HOT CHILI PEPPERS	1878 1928
(4)	4	11	THE WORLD I KNOW ATLANTIC		COLLECTIVE SOUL	1847 1753
5	5	9	GLYCERINE TRAUMA/INTERSCOPE		BUSH	1639 1645
6	6	7	WAITING FOR TONIGHT MCA	TOM PETTY & THE HEARTBREAKERS		1497 1512
7	7	20	NAME METAL BLADE/WARNER BROS.		GOO GOO DOLLS	1270 1420
8	8	14	BULLET WITH BUTTERFLY WINGS VIRGIN		SMASHING PUMPKINS	1228 1333
(9)	10	7	1979 VIRGIN		SMASHING PUMPKINS	1225 1052
(10)	9	13	DEJA VOODOO GIANT		KENNY WAYNE SHEPHERD	1158 1137
(11)	13	5	SEE YOU ON THE OTHER SIDE EPIC		OZZY OSBOURNE	1041 922
(12)	11	8	COVER YOU IN OIL EASTWEST/EEG		AC/DC	1019 993
13	12	12	PURE MASSACRE EPIC		SILVERCHAIR	935 947
14	14	33	POSSUM KINGDOM INTERSCOPE		TOADIES	873 894
★★★ AIRPOWER ★★★						
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16	16	9	THE GARDEN OF ALLAH GEFFEN		DON HENLEY	834 861
(17)	19	6	IN THE MEANTIME HIFI/SIRE/EEG		SPACEHOG	830 800
18	15	14	GRIND COLUMBIA		ALICE IN CHAINS	824 881
★★★ AIRPOWER ★★★						
(19)	23	5	SANTA MONICA (WATCH THE WORLD DIE) CAPITOL		EVERCLEAR	816 723
20	17	24	COMEDOWN TRAUMA/INTERSCOPE		BUSH	772 803
21	18	15	PERRY MASON EPIC		OZZY OSBOURNE	765 800
22	22	9	UNDERSTANDING MAVERICK/WARNER BROS.		CANDLEBOX	726 748
(23)	26	4	PROMISE ATLANTIC		VICTOR	717 643
(24)	27	4	BRAIN STEW REPRISE		GREEN DAY	713 639
25	20	13	YOUR LITTLE SECRET ISLAND		MELISSA ETHERIDGE	705 797
26	24	8	UNINVITED VENTRUE/AMERICAN/WARNER BROS.		RUTH RUTH	643 661
27	25	17	HOOK A&M		BLUES TRAVELER	599 645
(28)	38	3	WONDERWALL EPIC		OASIS	583 464
29	29	18	HARD AS A ROCK EASTWEST/EEG		AC/DC	578 618
30	28	16	I'LL STICK AROUND ROSWELL/CAPITOL		FOO FIGHTERS	578 624
(31)	32	7	FEAR OF FALLING ATLAS/A&M		THE BADLEES	554 533
(32)	40	2	TIME ATLANTIC		HOOTIE & THE BLOWFISH	551 453
(33)	37	5	ONE OF US BLUE GORILLA/MERCURY		JOAN OSBORNE	546 477
34	31	5	STEPPIN' OVER GEFFEN		TESLA	528 539
35	30	16	HAND IN MY POCKET MAVERICK/REPRISE		ALANIS MORISSETTE	522 597
(36)	NEW▶		PROMISES BROKEN COLUMBIA		SOUL ASYLUM	504 444
(37)	NEW▶		SISTER MCA		THE NIXONS	504 448
38	34	12	(YOU'RE) MY WORLD RELATIVITY		JOE SATRIANI	482 499
39	33	19	LUMP COLUMBIA	THE PRESIDENTS OF THE UNITED STATES OF AMERICA		477 520
(40)	NEW▶		SATELLITE RCA	DAVE MATTHEWS BAND		465 428

Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on either chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections. Airpower awarded to those records which attain 800 detections (mainstream) or 900 (modern) for the first time. If two records are tied in number of plays, the record being played on more stations is placed first. Records below the top 20 are removed from the chart after 26 weeks.

"CLOSER TO FREE"

THE NEW SINGLE • PRODUCED BY BODEANS FROM THE ALBUM: **GO SLOW DOWN**

MANAGEMENT: MARK MCCRAW

SLASH

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BREAKING AT ROCK, ALTERNATIVE & TOP 40!
1,055 SPINS (+178)

INCLUDING:

KLAQ	Add	KLPX	Add	WIOT	Add	WJOT	Add	WIZN	Add
WZAT	27x	DC-101	20x	Z100	22x	99X	18x	KDGE	18x
WEZX	13x	WAPL	13x	WPLY	13x	WRDU	13x	WSTZ	8x
WKLS	9x	KDKB	11x	WRXK	11x	WMMR	8x	WBAB	5x
KTUX	8x	WFHQ	8x	WDVE	6x	WLZR	6x	WAVF	7x