



ROCK AIRPLAY

• We Listen To Radio •

February 13, 1998 \$4.95 Volume 5 • No. 7

ROCK HIGHLIGHTS

MAINSTREAM

#1

PEARL JAM

Given To Fly (EPIC)

★★★ AIRPOWER ★★★

FOO FIGHTERS • My Hero (ROSSELL/CAPITOL)

GOING FOR AIRPLAY

JERRY CANTRELL • Cut You In (COLUMBIA)

COLA • Bikeracks (INTERSCOPE)

DRIVIN N CRYIN • Everything's Gonna Be Alright (ICHIBAN INTERNATIONAL)

LIFE OF AGONY • Tangerine (ROADRUNNER)

MEMORY DEAN • I Should've Known (CAPRICORN/MERCURY)

MIGHTY JOE PLUM • Irish (Long, Long Way) (ATLANTIC)

JOE SATRIANI • Ceremony (EPIC)

SPACEHOG • Mungo City (HIFI/SIRE/WARNER BROS.)

UFO • Venus (I Just Can't Quit It Babe) (CMC INTERNATIONAL)

MODERN

#1

MARCY PLAYGROUND

Sex And Candy (CAPITOL)

★★★ AIRPOWER ★★★

EVERCLEAR • I Will Buy You A New Life (CAPITOL)

RADIOHEAD • Karma Police (CAPITOL)

GOING FOR AIRPLAY

AIR • Sexy Boy (SOURCE/CAROLINE)

THE BOGMEN • Mexico (ARISTA)

JERRY CANTRELL • Cut You In (COLUMBIA)

THE DANDY WARHOLS • Boys Better (TIM KERR/CAPITOL)

GOD LIVES UNDERWATER • From Your Mouth (1500/A&M)

LIBIDO • Supersonic Daydream (FIRE/VELVET)

MANBREAK • Round And Round (ALMO SOUNDS/INTERSCOPE)

MEMORY DEAN • I Should've Known (CAPRICORN/MERCURY)

REBEKAH • Sin So Well (ELEKTRA/EEG)

STEVE POLTZ • Silver Lining (MERCURY)

SPACEHOG • Mungo City (HIFI/SIRE/WARNER BROS.)

TRIPLE A

#1

MATCHBOX 20

3 AM (LAVA/ATLANTIC)

★★★ AIRPOWER ★★★

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

How Much Data Are Former Rivals In Shotgun Marriages Expected To Share?

by Marc Schiffman

we share research and talk about it."

Ryan sees those strategy sessions as "an opportunity to get a somewhat objective analysis from somebody I have a lot of respect for and someone you can brainstorm with for new ideas . . . The trick, though, is clearly to realize that if you're talking about someone else's station, you're like a consultant."

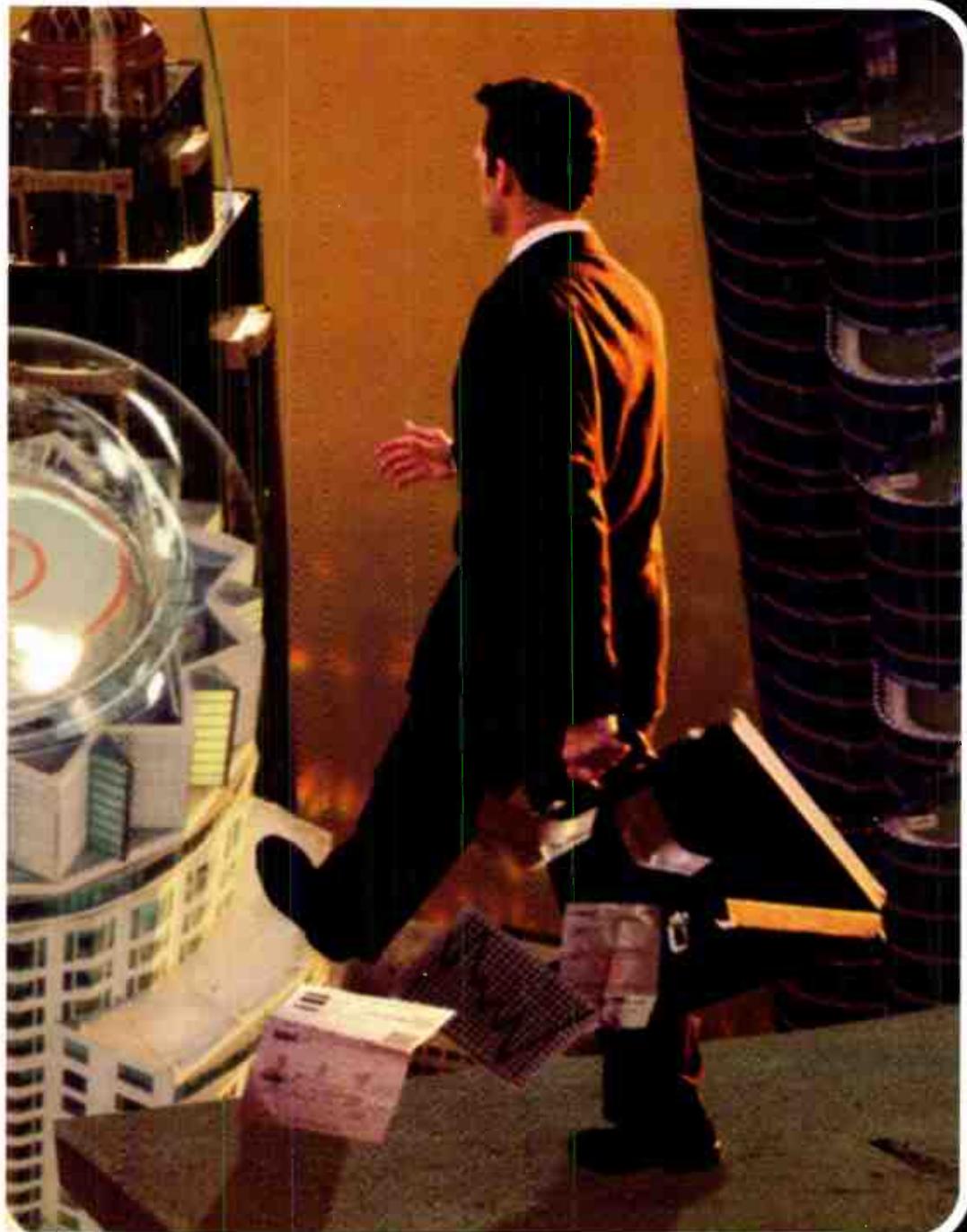
In the end, Ryan adds, "we still keep them absolutely separate and independent. Although each of the stations is fiercely independent and interested in growing their own independent brand and product, we see the benefit in the growth of the entire cluster."

Ryan talks about looking over the research at the End in case there's "something in the alternative world doing extremely well, that's of interest to me. If I see a number for an alternative song on the End, I have to take it with a grain of salt and know these people were screened for the End. But if there's a giant buzz and you can begin to

Continued on page 6

Entercom has been a strong leader in building rock walls in its markets, especially in Seattle, where album KISW is paired with modern KKND (the End) and triple-A KMTT (the Mountain). "We're very open, and that's part of the beauty of our situation," says KISW station manager Clark Ryan. "We're not only friendly but we're friends. We have regular meetings and communicate quite often. Because of that,

God Lives Underwater

From Your Mouth
the single from the new lp
Life in the So-Called Space Age

www.1500records.com

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Early Adds At:

WXRK	KROQ	LIVE 105	WXDG
WFHS	WBCN	KNOD	91X
KEDJ	KOME	KTCL	WOXY
KXRK	KTEG	KHTY	KNRK

Touring North America Through Mid-March!!!

2/13 Phoenix	2/16 Omaha	2/17 Chicago	2/18 Detroit	2/19 Cleveland
2/20 Buffalo	2/21 Cambridge	2/22 Providence	2/24 New York	2/25 Philadelphia
2/26 Washington DC	2/27 Atlanta	3/2 Lawrence, KS	3/4 Kansas City	3/5 Denver
	3/6 Salt Lake City		3/9 Los Angeles	

Impacting Radio 2/17

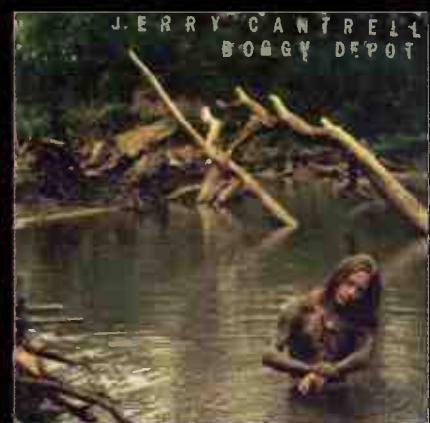
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YOU
IN

JERRY CANTRELL

the first song from
“Boggy Depot”

The solo debut from
Alice In Chains’
founder/guitarist/
vocalist/songwriter.

ALBUM IN STORES
TUESDAY, APRIL 7TH



68147

COLUMBIA

Produced by Toby Wright and Jerry Cantrell
www.jerrycantrell.com

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New Spin On CBS' Pay-For-Play Plan?

Two months after CBS' tentative plans for paid spins in a syndicated country program surfaced in Airplay Monitor and touched off an industry-wide debate on pay-for-play, another CBS PD is trying to cast a much different spin on that chain's plans. At the triple-A session of last week's Gavin Seminar in San Diego, WXRT Chicago PD Norm Winer expressed the belief that CBS honcho Mel Karmazin had been widely misinterpreted on this issue and was merely trying to bring record company attention back to purchasing advertising on radio, particularly traditional spot buys on behalf of label product. Virgin Records exec Ted Edwards, a former CBS PD, concurred, calling pay-for-play a bad idea and saying he believed Karmazin was too smart to compromise his product with such a strategy.

PROGRAMMING: TOLEDO FAREWELL

After a brief period as a modern rocker, WKRR Toledo, Ohio, returns to classic rock under new owner Cumulus.

KGNC Amarillo, Texas, station manager/sales manager Dan Gorman exits to become market manager for Cumulus' seven-station cluster in the market, including classic rock KARX and album KZRK. Tim Butler is market OM.

Modern WWCD Columbus, Ohio, PD/afternoon host Jane Purcell exits. MD/night jock Andy Davis shifts to afternoons and becomes interim PD. Late-night host Jack DeVoss is now in nights. Shifts have been expanded to cover the late-night opening.

As modern KTCL Denver comes under the Jacor umbrella, PD John Hayes and production people Hyle White and Mark Coulter exit.

Randy Cain, PD of soft AC KVLO Little Rock, Ark., adds PD duties for new modern adult sister KLAL (Alice 107.7).

WBHV (B103) State College, Pa., PD/afternoons Dave Dallow is named OM/afternoons at modern adult WLNF (Live 95) Biloxi, Miss., replacing G. Michael Keating, now programming adult top 40 WJDX in nearby Jackson, Miss. Former Live 95 P/T Ryan LaFontaine, who had been filling afternoons, will move to late nights.

KJR-FM Seattle, which had already evolved from '70s oldies to classic hits, makes it official by billing itself as classic hits under new PD/morning host Gary Bryan.

Satellite classic rocker WZZN White Plains, N.Y. flipped to jazz Feb. 8. PD Bill Hess is still on board.

Even though Orion once again has a license to broadcast on 96.5 in Asheville, N.C., the tower of its WZLS was recently hit by a neighboring tower, taking the station off the air for a little under a day before signing on again at reduced power. Meanwhile, rival owner BFRI is still filing its final appeals for the license for the 96.5 frequency that Orion reclaimed.

BUSINESS: KISS SOLD

KKSS Albuquerque, N.M., is sold by Sungroup to Trumper Communications, whose stations include modern adult KPEK.

Album KDOT Reno, Nev., names country KWNR Las Vegas sales manager Steve Groesbeck GM, replacing Tony Schavietello, who has retired.

Jacor is expanding its Denver concert division with the addition of Jeff Krump, former marketing director for Denver Theatres and Arenas.

VIRGIN RAJAR'D ROUNDLY

Billboard Bulletin reports that the latest Radio Joint Audience Research (RAJAR) ratings are in from London. Adult rock outlet Virgin Radio jumps to a 3.3 share from 2.9. Top 40 BBC Radio 1, whose cutting-edge dance/rock hybrid would be similar to MTV here, dropped 10.1-9.9, while London's top 40 Capital FM notched a 16.4 share. Xfm, the modern rocker, debuted with a

0.7, making it the least-listened-to FM in London.

NEW PUBLIC NETWORK LAUNCHED

Lexington, Ky.-area public outlet WRVG Georgetown, Ky., becomes the flagship of a new public radio network, World Radio. The network's offerings will include Rob Reinhart's commercially syndicated triple-A show "Acoustic Cafe" in any markets where it isn't already broadcast, as well as shows with recording artists David Grisman and Duke Robillard. Tom Martin, who hosted a combination news/R&B program ("The Rhythm & News Show") on N/T rival WVLK-AM, will be PD and host a similar show on the new network.

PEOPLE: PARENTEAU TO NYC

Look for Boston radio legend Mark Parenteau, last heard in the afternoon slot at modern WBCN, to move to the Big Apple for afternoons at classic rock WAXQ (Q104.3).

Album WOUR Utica, N.Y., picks up the syndicated Bob and Tom show in mornings.

Modern KAEP Spokane, Wash., moves p.m. driver Mike Stone to mornings, along with new co-host Jennifer Bell, from mornings at classic rock KBER Billings, Mont. Former co-host Holly Jones segues to middays, replacing "Uncle" Larry Pearson, now in afternoons. PD/morning host Scott Souhrada comes off-air.

Album WXKE Fort Wayne, Ind., PD/morning man Rick "Doc" West swaps shifts with afternooner Buzz Maxwell. Across the street, modern

WEJE (the Edge) Fort Wayne, Ind., is no longer consulted by Jacobs Media. Expect an attendant change in name.

Classic hits WZPT (the Point) Pittsburgh morning man John Garbo crosses to country WDSY as morning co-host, replacing another rock veteran, Jimmy Roach.

Triple-A KMTT Seattle marketing director Sandy Stahl becomes marketing director for all Entercom Seattle music properties, including modern KNDD and album KISW.

Ken Wilson is upped from promotion director of modern rock KTOZ Springfield, Mo., to marketing and promotion director for the five Sunburst Media stations in the market, including classic rock KXUS. Ben Fielder moves from the KTOZ sales department to the promotion assistant position for Sunburst. KXUS MD Mark McClain takes the PD post, which was last held by Todd Holman. Tony Franco gets the promotion director spot for KXUS and KTOZ.

With modern WXSR Tallahassee, Fla., MD/afternoons Chaz Kelly headed to modern XHRM San Diego, WXSR AMD/night jock Dug takes the MD/afternoon slot.

Modern WEDG Buffalo, N.Y., p.m. driver Kit Missle exits. Middayer Rich "the Bull" Gaenzler takes afternoons; overnighter Michelle March moves to middays. P/T Jen Bellotti crosses to modern adult WLCE (Alice@92.9) for nights.

Former triple-A WXRT Chicago intern John Basco joins crosstown modern WKQX to produce the Tim Virgin afternoon show.

Album WRIF Detroit production director Brent Carr is looking to return to his home region of the South. Album WRCN Long Island, N.Y., production director Jonathan Orr signs on as his replacement.

Classic rock WEMR Scranton, Pa., production guy Sean Shannon picks up those same duties for album rock sister WZMT, replacing Ed Banis.

Clear Channel/Miami hires radio newcomer Camie Dunbar as marketing director, overseeing top 40 WHYI (Y100), modern adult WPLL (the Planet), classic hits WBGG (Big 106), and rock WZTA (Zeta 94.9). Dunbar comes from the same post at crosstown retail outlet Perfumania.

With album KISS San Antonio, Texas, promotion director Tracy Walker off to top 40 KRBE Houston, assistant promotion director Jennifer

An Oasis On The Radio



Modern WKQX (Q101) Chicago invited Oasis' Noel Gallagher to spend an afternoon playing DJ with host James VanOsdol. Shown after his shift, from left, are PD Alex Luke, Gallagher, VanOsdol, and Epic's Stu Bergen and Shelley Mori.



PERSONNEL FILE

BY STEVE GRAYBOW

212-536-5361 • sgraybow@billboard.com

DreamWorks Adds Curtin To Rock Promo



Former Epic VP of rock and triple-A promotion Laura Curtin is tapped by DreamWorks to head the label's rock promotion efforts.

Former Priority mid-Atlantic promotion rep Andrea Newton joins EBT/Left Bank Organization for the same duties.

Former Beach Boy Brian Wilson is in the studio recording his label debut for Giant Records. Titled "Imagination," the project features Wilson's trademark multilayered vocal harmonies and is expected this spring.

Tim Kelly, guitarist for CMC recording act Slaughter, died of injuries suffered when a tractor-trailer jackknifed and collided with his vehicle. Kelly was 35.

Aerosmith Flies To 'AAF



On the road promoting their latest album, the members of Aerosmith converged en masse on album WAAF Boston. Shown, from left, are PD Dave Douglas; Aerosmith's Steven Tyler, who is showing his appreciation to Columbia's Shanna Miller while Brad Whitford looks on, and Joe Perry; WAAF's Ann-Marie Blood and MD John Osterlind; and Aerosmith's Tom Hamilton.

Schultze takes her place. The search is on for a new assistant.

Album WRKR Kalamazoo, Mich., night jock Alan Cox becomes promotion director/afternoons. Kevin O'Connor joins up for nights from album WWJM New Lexington, Ohio. News director Jodi Victor crosses from AC WQLR for the same at WRKR and its sister stations.

Classic rock KGMO Cape Girardeau, Mo., promotion coordinator Kris Tanner switches to new classic rock outlet WLAC-FM (the Rock @ 105.9) Nashville for the same.

YIELD FOR ONCOMING CONCERT

Modern WPLY (Y100) Philadelphia is conducting a petition drive to get Pearl Jam to play the City of Brotherly Love on its summer tour.

Research has come to your World Wide Web site, thanks to the Radio Research Group at the

University of Tennessee-Knoxville. They are conducting a monthlong survey of some 30 rock radio station Web sites. They hope to generate a study that will show what Web surfers want from online radio interactivity. To link your site, contact survey director Reggie Murphy via E-mail at rmurphy1@utk.edu.

With all the hoopla over pay-for-play, album WEBN Cincinnati put the concept to good use with its second Pay-for-Play Weekend, benefiting the Autism Society of Cincinnati. Between requests for "The Barney Song," "Pagliacci," and "The Oompah-Loompah Song" and a rock-memorabilia auction, in which an Aerosmith-autographed guitar sold for \$3,425, the station collected more than \$51,000 for the charity.

Correction: Mike Richter, not Matt, is the new PD at triple-A WVRV St. Louis.

K-Rock Staffers Meet K-mart Shoppers



Backstage at the recent Detroit stop of U2's Pop Mart, WKRK (K-Rock) got some fashion tips from U2's Edge and Adam Clayton. Shown, from left, are Edge, Propaganda's Nancy Cipriani, WKRK PD John Gorman, Could Be Wild's Bruce Moser, Ravenna Micelli of oldies sister WOMC, WKRK MD Matt Surrena, and Clayton.

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
Feb. 14	WNNX (99X) Atlanta	Fourth Annual 99X Chinese New Year Concert	Drivin' N' Cryin', matchbox 20, Sister Hazel, Third Eye Blind
May 23-24	KXXR (93X)/KZNZ (the Zone) Minneapolis	Edge-Fest	TBA

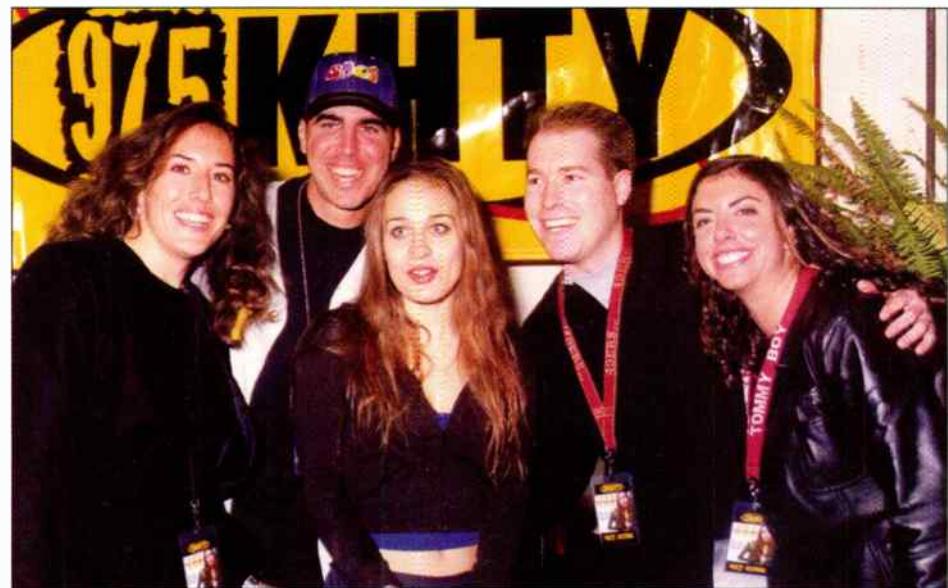
To include your station's concert information in Rock Concert Monitor, call Marc Schiffman at 212-536-5065, fax 212-536-5286, or E-mail mschiffman@billboard.com

ON THE AIR

NEW STATIONS AND OTHER REPORTER CHANGES FROM BDS & AIRPLAY MONITOR

Effective this week, KNJY Spokane, Wash. (PD Casey Christopher, MD Steve Hawk, 509-448-1000), is added to the mainstream rock and active rock panels. WLIR Long Island, N.Y., is removed from the modern rock panel due to technical difficulties. Also, KXPT Las Vegas is removed from the triple-A panel due to a format change. There are now 108 mainstream rock, 49 active rock, 81 modern rock, and 22 triple-A reporters.

Santaboxing In Santa Barbara



Modern KHTY Santa Barbara, Calif., celebrated the holidays with Fiona Apple. Shown after the show, from left, are afternoon host Sam Matern, night jock Dayne Knight, Apple, promotion director Jeff Miller, and promotion assistant Debra Ludgin.



CHEET SHEET

BY MARK MARONE

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Finley Quaye's Sun Is Shining

When Finley Quaye breaks into the quasi-rap line "Cause I'm a hero like Robert DeNiro" on the buoyant, soulful, rasta/pop rock single "Sunday Shining," it's not so much the playful hip-hop-style pronouncement alone that hints at the diversity of this 23-year-old artist, but it's Quaye's decision to drop the rhyme before he's even gotten to the second verse that bespeaks the uncommon musical vision that lies at the heart of Quaye's debut, "Maverick A Strike."

Surprises hold forth throughout, in both the album's smooth blend of neo-roots reggae/rock/soul/trip-hop and in his live show. In fact, at Quaye's second U.S. appearance, at New York's S.O.B.'s in October '97, his willingness to rework songs that were at the time only available on import or via an industry sampler in both texture and arrangement belied a rookie artist eager to please. "Sometimes I get a bit of criticism, and sometimes people appreciate hearing different vibes," says Quaye about reaction to this open-minded approach. "I'm kind of demonstrating the musical roots, exposing the musical world a bit more than the normal, instead of a lot of mystique and pizzazz. It's much better to play music for people instead of showing them a lot of pizzazz."



QUAYE

Besides a natural propensity for travel that gave him an appreciation for cultural diversity, Quaye was influenced by an extended family with loads of professional music experience. Chief among his kin are his godfather, the legendary Duke Ellington; and his nephew, trip-hop innovator Tricky; his father, who was a jazz composer; and his half-brother Caleb, a guitarist who played in Elton John's band for years. All of them, he says, let him know it was possible to make music for a living. Though part of this star-studded extended clan, Quaye grew up largely in the care of his grandparents as a result of his mother's passing at an early age.

Like his godfather, Quaye played piano, but first he learned how to play African drums. When adolescence hit, he moved more toward guitar and singing. Being a young boy growing up in Manchester, England, left him with few employment options, and he took off from home as soon as he was able or as soon as it occurred to him that a trip north could procure him the adult status he craved. "On my 16th

birthday, I fled from Manchester to Edinburgh to live with some friends as a legal independent," says Quaye. "I started spraying cars there. There wasn't a lot of prospects for me apart from some kind of 9-to-5 job or dope dealing or growing dope or hitchhiking around the world." Among the odd jobs he found himself in were putting together futons, making pizza dough, and—his favorite job—working as a scaffolding worker setting up concert stages, which allowed him to "keep really fit and get paid well."

Quaye then returned to Manchester for a short-lived stint at a recording engineering school, where his propensity to mix things like James Brown's "Hot Pants" with Brian Eno's "Music For Airports" went unappreciated. Then he went off with a traveling bunch of progressive naturalists dedicated to the environment called the Rainbow Tribe. Kicking around with the Rainbow Tribe, he says, was a matter of "getting away from the rat race of crime" and the opportunityless dread of post-Industrial Revolution Northern England. Finally resigning to follow his muse, he came in contact with *A Guy Called Gerald* and contributed vocals to one of his tracks, which turned out to be his break when the subsequent interest landed Quaye a solo deal with Epic U.K.

For one whose initial introduction to music was through jazz and who threads a strong element of reggae and soul through his music, Quaye has a surprisingly deep affinity for rock music. While his bio lists Bob Marley, Jimi Hendrix, Santana, Thin Lizzy, and Black Sabbath as influences, other times he's invoked the names of Queen, Dire Straits, and Ten Years After. To Monitor he spoke of underground noisemakers Jad Fair & Kramer and Bongwater, progressive band Gong, and alternative rock by the Fall and the Stone Roses. Then he segues into describing his favorite gig. "Peter Green playing with Cozy Powell on drums, Whitesnake's bass player, and just a friend on guitar," says Quaye about the elusive but much-revered original Fleetwood Mac guitarist's mini-tour of England some years ago. "They were just the business, man. It was the best live music and spiritual music I've ever seen."

The positive vibrations of Quaye's own spiritually uplifting music reflect the ethics of Bob Marley, who shares writing credits on "Sunday Shining," a song that was inspired by and uses most of the lyrics from the reggae master's 1978 song "The Sun Is Shining." Quaye says, "It's an intention of carrying on the spirit of some of the virtues pertained in the original," which have to do with being considerate of the earth and its people. Quaye figures to be carrying on the virtues of breaking down the barriers in music for a long time to come.

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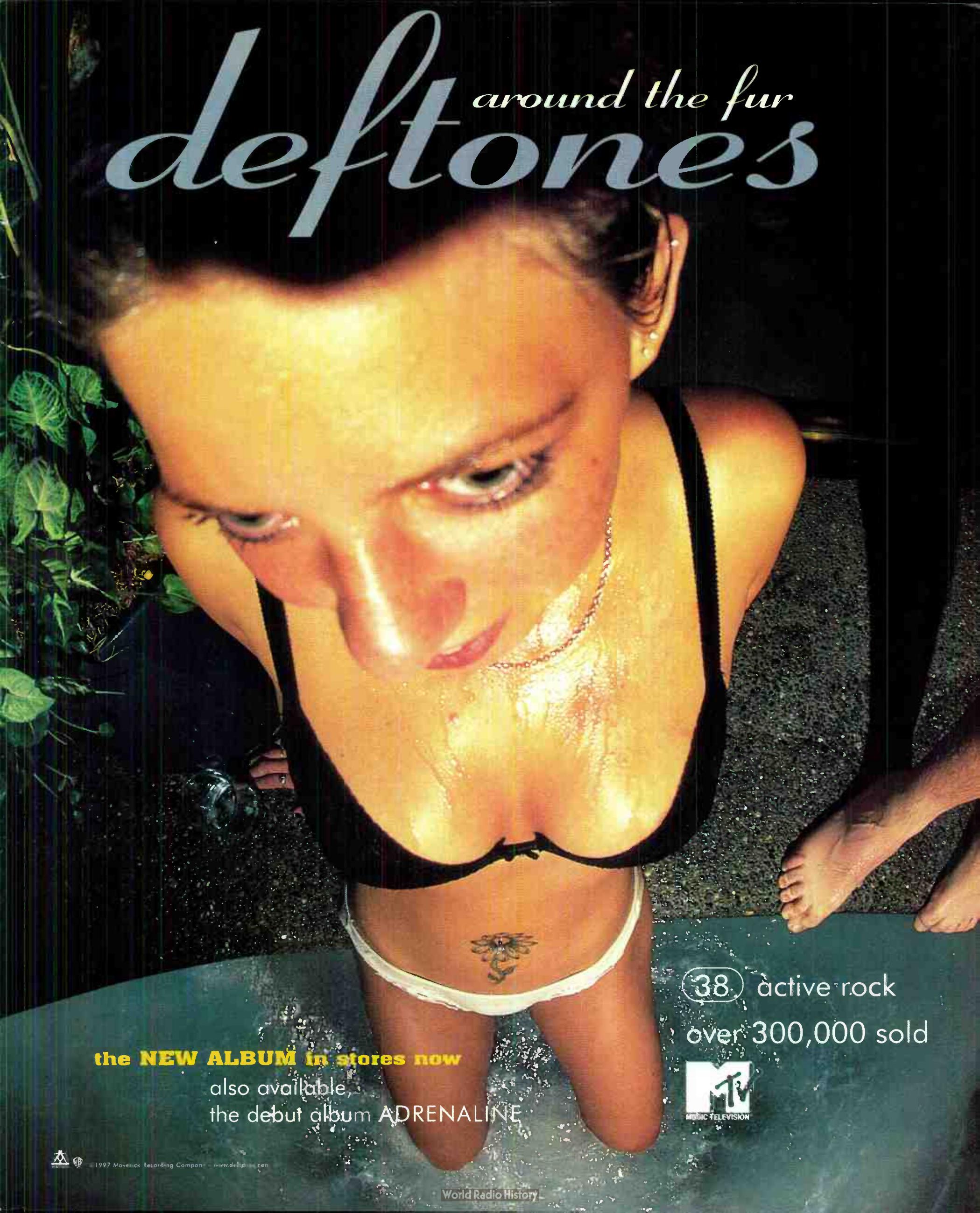
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ROCK AIRPLAY Monitor

• We Listen To Radio •

April 10, 1998

\$4.95

Volume 5 • No. 15

ROCK HIGHLIGHTS

MAINSTREAM

#1

KENNY WAYNE SHEPHERD BAND

Blue On Black (REVOLUTION)

★★★ AIRPOWER ★★★

JIMMY PAGE ROBERT PLANT • Most High (ATLANTIC)

METALLICA • Fuel (ELEKTRA/EEG)

GOING FOR AIRPLAY

CUBIC FEET • Monkey (METEOR)

PETE DROGE • Spacey And Shakin (FIFTY SEVEN/EPIC)

SAVATAGE • Paragons Of Innocence (LAVA/ATLANTIC)

MIKE TRAMP • Already Gone (CMC INTERNATIONAL)

UGLY AMERICANS • Boom Boom Baby (CAPRICORN/MERCURY)

MODERN

#1

FASTBALL

The Way (HOLLYWOOD)

★★★ AIRPOWER ★★★

DAVE MATTHEWS BAND • Don't Drink The Water (RCA)

GARBAGE • Push It (ALMO SOUNDS/INTERSCOPE)

GOO GOO DOLLS • Iris (REPRISE)

GOING FOR AIRPLAY

BIG BAD VOODOO DADDY • You And Me And The Bottle Makes Three Tonight (Baby) (COOLSVILLE/EMI-CAPITOL)

THE CRYSTAL METHOD • Busy Child (TVT SOUNDTRAX, TVT)

CUBIC FEET • Monkey (METEOR)

THE DEVLINS • Years Could Go By (RADIO UNIVERSE/UNIVERSAL)

GOLDO • For All The Lovely Ladies (IMMORTAL/EPIC)

HUM • Green To Me (RCA)

SEAN LENNON • Home (GRAND ROYAL/CAPITOL)

PUFF DADDY & THE FAMILY • Victory (Trent Reznor Remix) (BAD BOY/ARISTA)

SONIC YOUTH • Sunday (DGC/GEFFEN)

UGLY AMERICANS • Boom Boom Baby (CAPRICORN/MERCURY)

TRIPLE A

#1

ERIC CLAPTON

My Father's Eyes (REPRISE)

★★★ AIRPOWER ★★★

DAVE MATTHEWS BAND • Don't Drink The Water (RCA)

Labels and Radio Cut New, Bolder Deals, But Are They Worth It?

by Kevin Carter and Marc Schiffman

KUFO Portland, Ore., gives Flip/Interscope act Limp Bizkit 50 spins for a reported \$5,000, making it the first station to make a pay-for-play deal after months of industry debate. WHTZ (Z100) New York guarantees Aerosmith's "Pink" a set number of spins in exchange for the band's appearance at its Christmas concert. Co-owned WKUT goes even further, using not just its airwaves to nail down a Bee Gees concert date but those of several Chancellor sisters, which also play the group's "Still Waters Run Deep."

While only one of the above deals is linked directly to the pay-for-play controversy that has attracted national press attention since first appearing in Airplay Monitor last fall, all three feature specific label or management reciprocity for airplay.

Beyond the larger question of whether this sort of linkage is good for radio lies the question of whether it effectively breaks records. Aerosmith's "Pink" peaked

at No. 23 on Airplay Monitor's Mainstream Top 40 chart in February. The Bee Gees single failed to make that chart at all. And Limp Bizkit's "Counterfeit," which, according to industry sources, played primarily in overnights on KUFO, peaked at No. 34 at active rock, early in the KUFO experiment. But asked if it was worth it, parties involved in all three deals say yes and that their interest was more in reinforcing an act's image than trying to engineer an airplay hit.

Flip owner/president Jordan Schur pronounces the Limp Bizkit scenario "successful for everybody . . . The Flip philosophy is to have an awareness level for our bands . . . If you can do that through a spin or a show, it's a good thing."

Whether the five-week experiment changed the Limp Bizkit sales story is "difficult to gauge," says Schur. "There's been a lot of activity lately regarding the band." He points to building exposure for the band through MTV and the act's relentless road work. "Every time that this band is on the road, we've found touring plus radio equals big

Continued on page 5

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KCXX	XHRM	KJEE	KFMA	KWOD
KTEG	WRZX	KTOZ	KPNT	WAQZ
WENZ	WWCD	WXDX	KNRX	KDGE
KFTK	KLZR	KMYZ	WAVF	WARQ
WROX	WBZU	WRXQ	KKND	WKRQ
WXZZ	WMRQ	WQBK	WBTZ	WHMP
WEQX	WLRS	WXRA	WCYY	WXNR
WKRL	KHTY	KQRX	WPGU	WRRV
WEJE	WGMR	WJSE	WSFM	KFMZ
WWDX	WMAD	WOXY	WIXO	WGDB
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WAAF Management And P.M. Drivers Suspended Over April Fool's Prank

Active WAAF Boston pulled an April Fool's stunt that is still reverberating, with GM Bruce Mittman, PD Dave Douglas, and afternoon hosts Opie and Anthony all on suspension while an internal investigation is completed. It all started when the p.m. drivers announced that Boston Mayor Thomas Menino had died in a Florida car crash. A furious Menino wrote a letter complaining to FCC Commissioner William Kennard. The Boston Herald notes that it was the second suspension for Opie and Anthony over an incident that provoked the mayor. Mittman's reported offer to let the mayor throw pies at Opie and Anthony while the jocks were locked in a stockade on City Hall Plaza didn't help much either, with the mayor saying, "You guys just don't get it. The harm's been done." The station has issued a formal apology to Menino, delivered personally by ARS chairman Steve Dodge, saying, "Initial attempts made by station management to ameliorate the situation were inadequate, insensitive, and ill-advised."

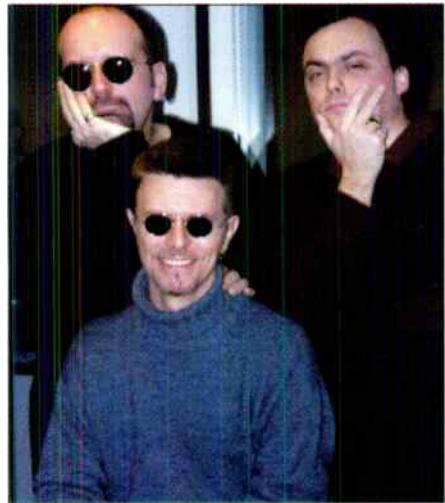
BUSINESS: KARMAZIN TO CBS COO
CBS Station Group chairman/CEO Mel Karmazin is named president/COO of CBS Corp., involving him in all aspects of the CBS media business. He'll continue overseeing CBS radio; the 14 owned-and-operated TV stations; and TDI, the outdoor business.

According to a story in The St. Louis Post-Dispatch, Jacor Communications, which owns several stations in St. Louis, is in the running to buy classic rock KSD-FM and oldies KLOU-FM in that market. These stations must be spun off by CBS when its merger with ARS is final.

Jacor director of programming Gene Romano is reportedly relocating to handle his current duties from Atlanta. In other Jacor news, the Jacor Dayton, Ohio, family picks up jazz WLSN, joining rock WTUE and modern WXEG.

Capstar has agreed to acquire Nebraska-based Prophet Systems Inc., a leading manufacturer of digital broadcast automation systems.

Bowie Meets Brutus In Big Apple



David Bowie and his trusty six-string sidekick Reeves Gabrels met modern WHFS Washington, D.C., morning man Lou Brutus at New York's Museum of TV and Radio for an interview and a few live acoustic numbers. Shown, from left, are Gabrels, Bowie, and Brutus.

Album WFYV Jacksonville, Fla., is traded from Chancellor to Capstar.

Classic rock WCPV Burlington, Vt., and sister WXPS are picked up by Capstar Broadcasting Partners in a \$5.25 million deal.

Active WRKR Kalamazoo, Mich.'s parent, Crystal Radio Group, is picked up by Cumulus, which also gets crosstown top 40 WKFR.

After numerous legal wranglings, New York State's highest court granted noncommercial triple-A WFUV New York permission to build a 480-foot tower, despite the protests of neighbor the New York Botanical Garden, according to The New York Times. The FCC has asked the two parties to negotiate a solution that both would find acceptable. Those talks are ongoing.

PROGRAMMING: CURELON FOR KZOK
Carey Curelop, last programmer of album KLOS Los Angeles, returns to radio as PD of classic rock KZOK Seattle. His arrival moves Steve Slaton to middays, replacing the recently exited Connie Cole.

Country WTRV La Crosse, Wis., flips to active rock with new calls WRQT. Sister top 40 WIZM afternoon host Brian Michaels joins as PD. He'll also co-host mornings as Ringboy. Joining him in mornings is Woody, last with classic rock WJJQ Madison, Wis. Cara West trades nights at WIZM for nights at WRQT. Middays goes to Puck. DeMers Programming is consulting.

Modern WPLA Jacksonville, Fla., PD J.R. Randall exits, hot on the heels of the departure of morning man Dick Dale. Director of programming John Richards says rumors of a format change at the station are groundless.

Classic hits KXGL (Eagle 94.1) San Diego PD Larry Bruce exits to concentrate on his consultancy. Judy McNutt, PD of adult R&B sister KMCG, picks up PD duties at Eagle.

Modern adult CKEY (the River) Buffalo, N.Y., PD/middayer Charlene Camroux exits.

Modern WPLT Detroit APD/MID Alex Tear has been helping program WDRQ since the departure of PD Lisa Rodman.

PEOPLE: NO. 1 AT CLEVELAND'S END
Active WQXA Harrisburg, Pa., night host No. 1 Son exits for MD/nights at modern WENZ Cleveland. Back at QXA, midday host Jen Shade and afternooner Michelle Cruz swap shifts.

With the debut of Howard Stern on album WIZN Burlington, Vt., VP/GM/morning man Artie Levigne moves to 9 a.m.-noon, and morning co-host Marion Carol shifts to noon-3 p.m. Both replace Dave Marshall, who heads to the long-vacant night slot.

The Detroit News reports that classic rock WCSX Detroit morning-show member George Baier is exiting after 20 years. He was the only original member of J.J. & the Morning Crew.

While the deal was not officially done at press time, look for WZYP Huntsville, Ala., morning team Bob and Josh to head to mornings at classic rock WZPT (the Point) Pittsburgh, replacing John Garabo, who takes the same shift at country sister WDSY (Y108).

Country KUBB Merced, Calif., PD Steve Randall becomes morning sidekick at classic hits KJR-FM Seattle.

New to the album KEGL Dallas morning show is producer Dan Louis, a locally based actor; Vallerie De Ore, who joins from Metro Networks as news/public affairs director; and Scott McClellan, who had been an intern at the station.

Letter: 'Free' Music Is Not So Free

The following is a response to Steve Leeds' letter ("A Modest Proposal; Or, What If?," Rock Airplay Monitor, April 3) in which Leeds—responding to stations' demands for artists in a previous Monitor story—suggested that labels should receive a cut of station revenue.

Leeds' entire proposal is inherently flawed when he refers to record labels providing "free programming" with which to generate advertising revenue. The so-called "free" music programming I'm provided with by record labels is paid for many times over by the licensing fees that radio pays annually to ASCAP, BMI, and SESAC. As a matter of fact, those fees add up to one of the very largest line items on the budgets that programmers submit annually. Therefore, I feel absolutely justified in requesting acts and labels to cooperate with me wherever possible in "live music situations."

I have always maintained that if a label or act does not want to become involved in the politics of such situations, then keep the playing field level and keep the act neutral. However, despite my statement, many are the labels that continue to show interest in developing a favorable relationship in return for early commitment, and certainly we have no problem with that. It's obvious that there is a valuable benefit in such a relationship, and when our station's goals are mutually exclusive with that of your organization, we're more than happy to work together with a goal of mutual success.

I write mainly to assert that [this] should be enough. In any situation, however, any manager or label reading Leeds' comments needs to be aware that radio is already paying hefty sums for the right to play the music they play, and I know of no station that is ready to pay more.

Keith Hastings
PD, WLZR Milwaukee

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Dave Matthews Ties Former Chart Peak

CHART MOVES: Last week, leaks at a few stations helped the Dave Matthews Band's "Don't Drink The Water" (RCA) debut on the modern rock chart prematurely. After a complete week of airplay, the song leaps 36-5 on modern, 16-3 on triple-A, and bows at No. 36 on mainstream rock and at No. 24 on the heritage rock chart. Incidentally, in its first official week at radio, "Don't Drink The Water" has tied the band's best peak position at modern rock for "Too Much," which made it to No. 5 in May 1996.

Kenny Wayne Shepherd Band's "Blue On Black" (Revolution) cruises to No. 1 on the mainstream chart, becoming the act's first chart-topping effort. The track has rung in seven nonconsecutive weeks atop the heritage chart as well.

Jimmy Page & Robert Plant are back. "Most High," the duo's first collaboration since '94's "Thank You," debuts with Airpower status at No. 10 on the mainstream chart and at No. 18 on the active list. "Gallows Pole" bowed at No. 3 and peaked at No. 2 a week later on the mainstream rock chart in October 1994; it was their highest debut and peak position as a duo on that chart.

MUSICAL CHAIRS: Virgin national director of single sales and urban marketing Jeff Grabow exits to join Red Ant as national director of sales and field marketing . . . Mercury's Matt Ulanoff is trading his Detroit region for Los Angeles. Mercury is looking to fill its Detroit and Washington, D.C., regional promotion positions . . . Elektra picks up Gibson Guitars' Rebecca Ross for local promotion chores in Minneapolis and convinces Bonnie Stacey to return to the record business for Dallas regional promotion duties after a three-year hiatus.

Wind-Up Entertainment adds former WHTG Asbury Park, N.J., PD T.J. Bryan as mid-Atlantic regional manager of promotion and Marni Bleckley as Southeast regional manager of promotion. Former Red Ant national director of rock promotion Joanne Grand joins Wind-Up in the same capacity, and the label ups West Coast regional director of promotion Wendy Naylor to national director of modern rock promotion. Wind-Up is looking to fill L.A. and Chicago regional spots and a national director of top 40/AC/triple-A slot.

Adam Sexton joins Arista as VP of product management from EMI, where he was VP of marketing and international . . . Atlantic's Anthony Ko is upped from assistant to manager of video promotion . . . 550 Music's Chuck Fields is putting his radio voice-over experience to good use. He was a finalist in the running to voice the part of Homer Simpson for Fox-TV's "The Simpsons."

FOR THE RECORD: Effective this week, WEZX Wilkes-Barre, Pa., is removed from the mainstream rock and heritage rock panels. There are now 109 mainstream and 58 heritage reporters.

This week's Spin features contributions from Top 40 Airplay Monitor director of charts Theda Sandiford-Waller.

Paul Harris and Dave "the Predictor"
Murray exit afternoons at classic rock WARW Washington, D.C.

Album WSFL Greenville, N.C., former API/MID Kelly Bachelor joins modern WBZF Florence, S.C., as API/afternoons, as PD/MID Neal Douhne flips to nights.

Modern WMRQ Hartford, Conn., promotion director Michael O'Connor exits to become an independent radio concert producer.

Album WWRR Jacksonville jock Kelly

O'Brien crosses to country WROO for nights.

WALK TO BENEFIT LEEDS, M.S.

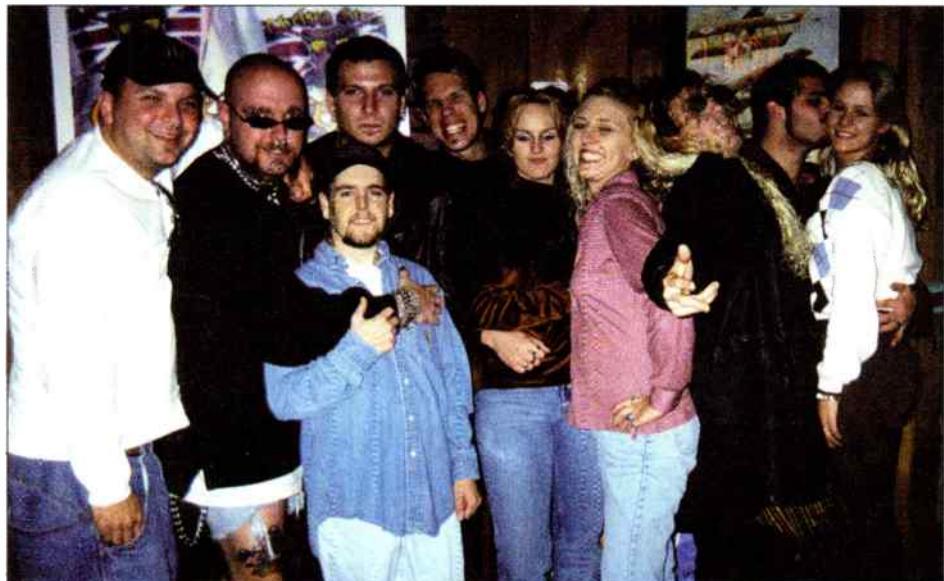
Sorry to report that Wendy Leeds, a New York radio veteran and wife of Universal Records' Steve Leeds, has been diagnosed with multiple sclerosis. Classic rocker WNEW-FM New York's Dave Herman is teaming up with Steve and Harvey Leeds April 19 in Ridgewood, N.J., as a show of support for Leeds and to benefit the National M.S. Society. For info, call Herman at 212-489-1027.

Eagle Snatches Satch And Hamm



Joe Satriani and bassist Stuart Hamm checked in with the morning team at album KEGL Dallas. Shown, from left, are Satriani, Hamm, and morning men Brad Baxter and Russ Martin, along with Scott the Intern.

In Cool Company



Cool For August visits modern KQRX Odessa, Texas. Shown, from left, are specialty-show host Hyperlove, PD J.J. Toons, morning-show member Mushroom Boy, Cool For August's Trevor Kustiak and Andrew Shives, night host Spice, the station's Audra Cochran, Cool For August's Gordon Vaughn and Shane Hills, and KQRX secretary Ladina Battie.

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
April 18	KROX Austin, Texas	Third 101X Springfest	Big Wreck, Cool For August, Fuel, Greg Garing, The Getaway People, more
April 18	WJRR Orlando, Fla.	Earthday Birthday 5	Black Lab, Brother Cane, Creed, Fat, the Hunger, Our Lady Peace
April 25	KNRK Portland, Ore.	Snowjob	Absinthe, Fastball, God Lives Uncertain, Pennywise, the Specials
April 25	KTBZ Houston	BuzzFestival '98	Big Wreck, Black Lab, Cool For August, Creed, Foo Fighters, Mighty Joe Plum, Our Lady Peace, more
May 2	WYNF Sarasota, Fla.	Birthday Bash	TBA
May 9	KMYZ Tulsa, Okla.	Edge of Summer Bash	TBA
May 17	WBZU Richmond, Va.	Buzzfest	TBA
May 23-24	KXXR/KZNZ Minneapolis	Edge-Fest	TBA
May 30	WXRK New York	Revenge of the Dysfunctional Family Picnic	Jerry Cantrell, Ben Folds Five, Fuel, Green Day, Scott Weiland, Third Eye Blind
May 31	WBCN Boston	River Rave	TBA
June 27	KRXQ Sacramento, Calif.	Second 98 Rock Real Rock Jamboree	TBA
June 28	WDHA Morristown, N.J.	Rock the Park	Blue Oyster Cult, Gov't Mule

To include your station's concert information in Rock Concert Monitor, call Marc Schiffman at 212-536-5065, fax 212-536-5286, or E-mail mschiffman@billboard.com



CHEET SHEET

BY MARK MARONE

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Spacehog's Sophomore Swagger

With its sophomore effort, "The Chinese Album," Spacehog again hopes to reverse the trend of the reluctant rock star. The members of the New York-via-Leeds, England, quartet display a penchant for the theatrical and have the rare swagger necessary for playing big-time arenas, which they'll be doing when they join Aerosmith on its North American tour, April 18 in Salt Lake City.

Since Spacehog's inception in 1994, the band's members have made no bones about such intentions. Having just completed a nationwide club tour, lead singer/bassist and chief songwriter Royston Langdon thinks the masses are readier than ever to accept big-time, arena rock-type bands once again. "It's interesting the way things have come around," he says from his East Village apartment in New York a few days after coming off the road. "I don't know whether that's kind of a *Zeitgeist* thing of synchronicity, but it seems to be the thing at the moment. Maybe we started it off, I don't know. I doubt it," he says with a laugh.

Of course, none of this would matter if Spacehog had come up short with its second album after having one of 1996's biggest rock hits with "In The Meantime." Substituting fashion and posturing for songwriting was a large part of what enabled the whole alternative, anti-rock star sentiment to discredit the cliché of the mythical rock star.

With the "The Chinese Album," it's obvious Spacehog wasn't spending inordinate hours posing in front of mirrors. Instead, the record evokes a bygone era when artists such as Queen or David Bowie took pains to present a theatrical piece of music characterized by wide-ranging styles sewn together to form a coherent whole. On the new set, Spacehog shows that it can ease from a cabaret-style piano tune into a glam-inflected anthem into a beer-hall sing-along.

"Having maybe gone through the pop experience, it's kind of nice to elaborate a little bit just because we can," says Langdon. "You make a good record and it's reasonably successful like 'Resident Alien' was and you get the opportunity to hopefully improve on that. And for me, that meant to kind of assume the sky's the limit and head for the stars."

"Headed for the stars" could be the band's motto. Guitarist Antony Langdon (Royston's older brother) appears in the forthcoming Michael Stipe-produced film, "Velvet Goldmine," which is about Iggy Pop's relationship to the glam world of '70s England. (Stipe performs on "The Chinese Album" track "Almond Kisses"). The younger Langdon jokes that his brother "is not in a starring role or anything, but he definitely says, 'Over there by the beef burgers' at one point." Also, it appears likely that the Spacehog track "Carry On" will be included on the upcoming "Avengers" soundtrack.

At the moment, however, Langdon admits to feeling the pressure that goes with scoring big at radio on one's first outing. "We were thrown into that whole world with 'In The Meantime.' It's a difficult thing to live up to when it's getting played that much," he says. "I consider myself really lucky it happened for that song, but there was definitely an effort on this record to try not to worry about that and just write the music and hopefully people will like it." And though he confesses to knowing nothing of industry jargon, such as bullets and Greatest Gainers, Langdon expresses no misgivings about his willingness to play the game. "You've got to, really. It's part of the deal, playing in a band. If you don't go and walk the walk and talk the talk and lick people's bottoms, then generally they don't like you for very long. I mean, they don't like us anyway, frankly," he says, cracking up.

Walking the walk on arena stages "seems to suit us quite a bit—a bit too well, actually. We've kind of excelled at that," says Langdon about opening for Red Hot Chili Peppers a couple of years ago. The matchup with Aerosmith, which would give Spacehog the opportunity to play for a crowd expecting nothing less than charismatic rock star entertainment, seems to be ideal. That is, of course, unless the drama becomes too much. "I'm not quite sure how I'm going to get along with Steven [Tyler]," quips Langdon. "It could be a clash of the titans. I'm not sure they're going to have enough tissues for both our eyes."

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Labels and Radio Cut New, Bolder Deals, But Are They Worth It?

Continued from page 1

sales. I'm sure KUFO helped."

Monitor's analysis of Portland, Ore., SoundScan data for the weeks between Jan. 25 and March 8, roughly aligned with the pay-for-play experiment, shows sales rising from 23 units a week to 66. Prior to KUFO's support, sales were 36-21-21. Since then it has been 53-74-91.

Schur is not averse to trying the pay-for-play avenue again. "It's a much more desirable way to [promote] . . . [If] it was music that no one wanted to hear, it would be a good way to look foolish," but Schur sees himself on a mission to break new ground at radio, admitting that with an unusual act such as Limp Bizkit, "you need all the help you can get. It makes plenty of sense."

Asked why Flip didn't opt for a traditional station-concert scenario, Schur says, "The money you spend to fly and do radio shows in the middle of a tour [is] prohibitive. But you have no choice. It's expensive and exhausting, but you have to do it, because you have to show your support to radio." Schur says he chose the "easier, cheaper" way of paying that money directly to a station.

Consultant Tom Barnes is a big supporter of the concept, though he does not see the KUFO/Limp Bizkit deal as something he brokered, although it has been characterized that way in several consumer-press articles. Barnes says he saw the need for new revenue sources rise last year and broached the subject with both client stations, including KUFO, and various labels, including Interscope. Echoing Schur, Barnes insists that no one is suggesting a station play a bad record, but he also recognizes that some material can push the programming envelope. "Money can act as a risk-diminishment to playing things that you think are good but might be a stretch for your station."

Like other champions of pay-for-play, Barnes notes that the only thing new about such deals is that they're now taking place above board. "Heretofore, PDs cut these deals that were pay-for-play, but they were cutting them in their office, door closed. They knew what they were getting," he contends. And with GMs free to put this income somewhere besides programming, "the big fear out there is not really so much losing control of the playlist. The real fear is, 'I'm going to lose control of the money.'"

Like Schur, Barnes doesn't measure success in strict cause-and-effect terms. "This is about controlling momentum. This is about pacing an artist's exposure in a manner that is better than organic," says Barnes. He also sees the legal disclaimers that necessarily identify the sponsor of any paid spin as helping Interscope to build brand equity of the sort that labels like Elektra, 4AD, and A&M once had.

PINK WITH ENVY

Columbia was looking to reinforce Aerosmith's equity at top 40 last fall, when the act played the Z100 Jingle Ball for a set number of spins. Nobody will say exactly how many spins that was, but "Pink" had received at least 330 monitored plays at Z100 when it peaked in early February. The deal included a comprehensive artist-marketing program. "Both parties made a financial investment, and the spin arrangement was for a certain percentage in guaranteed dayparts," says Columbia senior VP of pop promotion Charlie Walk. "The right stations, in the right markets, along with the right, intelligent programming and promotions, are worth partnering with and securing airplay in exchange for dayparted spin commitments and promotional mentions."

Columbia asked music decision-makers at Z100 several questions: "Do you like the song? Do you believe 'Pink' could be a hit? Could you envision it on Z100?" Walk says after receiving yes answers, the follow-up was, "What can we do together to make this happen?" If you're upfront with each other and talk about the music first, and understand each other's goals and needs up front,

then, as partners, you can have nothing but success."

From Z100 PD Tom Poleman's vantage point, "it's not just a spins commitment from us; we're also acting as marketing partners on the project . . . This was a way for us to show both Columbia and the band that doing a show with Z100 was something positive, instead of the usual perception of a show as a pure favor."

Beyond spins, Poleman says, the Z100 marketing plan also included "the hook of 'Pink' in all of our Jingle Ball promos, plus we produced Z100 artist profiles, featuring a timeline history of Aerosmith, with hooks of their past hits, all building up to the chance to see them live with Z100. It wasn't about just playing a song; it was a way to put a face to that song and the artist."

The week of Z100's concert, Poleman says, Aerosmith LP sales increased 94% in New York, according to SoundScan. (Aerosmith went from 1,262 albums in New York to 3,170 by the last week of December, although some of that presumably reflects a holiday-shopping boost that affects all product.) "And based on Z100's exposure, 'Pink' subsequently spread to other major and medium markets. We consider this to be a wildly successful venture," says Walk.

"We were able to help stimulate and rejuvenate an Aerosmith project that was already three singles deep," Poleman says. "The label, the artist, and [the] manager are happy because of the heightened artist image and stimulated sales. Plus, the price and positioning concerns in the stores is satisfied. We wonder why labels don't spend more money with radio when the price and positioning issue is critical. Instead of sitting around at conventions complaining [about] why labels don't spend more money at radio, we should spend that time addressing price and positioning concerns."

FEVER FOR A FAVOR

The Bee Gees' participation in WKTU's recent concert commemorating the 20th anniversary of "Saturday Night Fever" raised eyebrows when it was reported last fall that the appearance stemmed from a deal with the group's management, the Left Bank Organization, that had 11 other Chancellor stations commit to a set number of midday spins for the current Bee Gees single and included a cross-promotion for the group's upcoming HBO and pay-per-view specials as well as Phillips DVD players. In doing so, Chancellor provided the first deployment of the group-wide muscle that many record reps have been fearing since the advent of megapolys.

Chancellor VP of marketing Bev Tilden says when the terms of the deal were revealed to her, "I went right to Jimmy [de Castro] and asked, 'Is this deal important enough for the rest of our stations to get involved?'" She was quick to add, "This was a once-in-a-lifetime event that we couldn't pass up. Would we actively seek to repeat this type of deal as our normal way of doing business? No."

At year's end, "Still Waters" peaked at No. 57 on Billboard's Hot 100. The group's current album, a hit earlier last year, did not rechart during the song's run. But Left Bank CEO Allen Kovac says his goal was "not to generate a hit single but to create impressions for the Bee Gees using that particular song as the vehicle." Was it a success? "Unequivocally," he says. "It really helped brand the Bee Gees and gave them a much more sturdy platform for the next project."

And Kovac says he *does* have future plans for similar projects with Chancellor. "Our goal is not to jam the hits but to effectively cross-market to match our audience, and that can't be done with radio alone [but rather] radio in conjunction with TV, retail, and print in order to reach critical mass. We're not necessarily relying on a singles mentality alone to do that."

MONITOR PROFILE

Martin Says Variety, Jock Choice Keeps 'XRT A Standout In Chicago Rock Crowd

Patty Martin started her radio career at WXRT Chicago before there was even such a thing as triple-A. She interned there for two years while still in school and then started working at other 'XRT-like stations in Illinois, followed by MD gigs at KMFB Monterey, Calif., KSJO San Jose, Calif., and KLOL Houston.

When she returned to WXRT as MD in 1993, the station was fighting off the market's first full-fledged modern rocker, WKQX (Q101). Before her arrival, Martin says, WXRT tried to "out-alternative this so-called alternative station and started doing things like playing the third and fourth tracks off the Siouxsie & the Banshees record, where Q101 was playing the things that we had made hits . . . The station swung too far to the left."

By the time Martin returned, WXRT was taking another tack. They determined it best to "get back to being the best 'XRT we could be and not react to the market situation as dra-

do and fine-tune it to the best we can, and they never go away for very long."

Martin tries to make every third cut an 'XRT exclusive. Here's a sample hour: Tom Petty & the Heartbreakers, "So You Want To Be A Rock & Roll Star" (live); Jeb Loy Nichols, "As The Rain"; PJ Harvey, "Down By The Water"; Santana, "The Sensitive Kind"; U2, "Even Better Than The Real Thing"; Chris Stills, "Razorblades"; Roxy Music, "Love Is The Drug"; Albert King, "Ask Me No Questions"; Blues Traveler, "Most Precarious"; INXS, "Never Tear Us Apart"; and Beth Orton, "She Cries Your Name."

Looking for music to Martin means finding an artist who will cause a 35-year-old core listener to buy a ticket and/or an album. And the emphasis is on "artists that we're going to be able to build and have a history with," as opposed to somebody with one hit single.

That approach to artist development is where Martin agrees with the triple-A philosophy. Otherwise, she contends, "we've always been a rock station, and our audience expects us to be a rock station. We're not really triple-A in any sense of the word, except for our methodology. In the sense of our rotations and ideas about being music- and artist-oriented, we're very much triple-A, but song for song, we're not."

The triple-A spirit is also expressed through the DJs, who have a computer in the studio and pick everything but one or two tracks an hour. "Since our DJs pick their own music," she says, "you have to make sure that all of the things in the computer are set up well. At the other places I've worked, where I scheduled the music and handed them a computer printout, the rules didn't have to be so ironclad, because I was going to check through every song anyway, and if there was something I didn't like, I'd change it. Here, you have to have the rules down, because if there's a mistake to be made, they'll find it and they'll make it. So, you have to make sure that everything is the way that it should be. When I hear something that didn't sound quite right on the air, then I go back into the computer and figure out, 'Why did it let them do that?'"

WXRT's jocks "all come from the pick-your-own-music school. None of them have ever worked anywhere where they were handed a computer sheet. They have no concept of what that would be like." But, Martin notes, "the newer crop of DJs haven't learned how to do that. They're all people who have always dealt with computer playlists. So, that skill of putting together a show is becoming a lost art."

"It's a sad result of moving into the '90s and how competitive radio's become. It didn't used to be this big of a deal. When we got sold three years ago . . . it was like, 'Who'da thunk that this station full of a bunch of hippies was ever going to be worth \$77 million?' It's big business now. It's not like it used to be, with a bunch of people who just dug music sitting around playing it for more than just their friends, playing it on the airwaves for a whole big crowd of friends."

With 'XRT now a part of the CBS family, though, Martin is happy. "We've been meeting all of the revenue goals, and they don't care what we play. They don't care what our format is. They haven't even blinked as far as what kind of a station we are as long as we meet our goals."

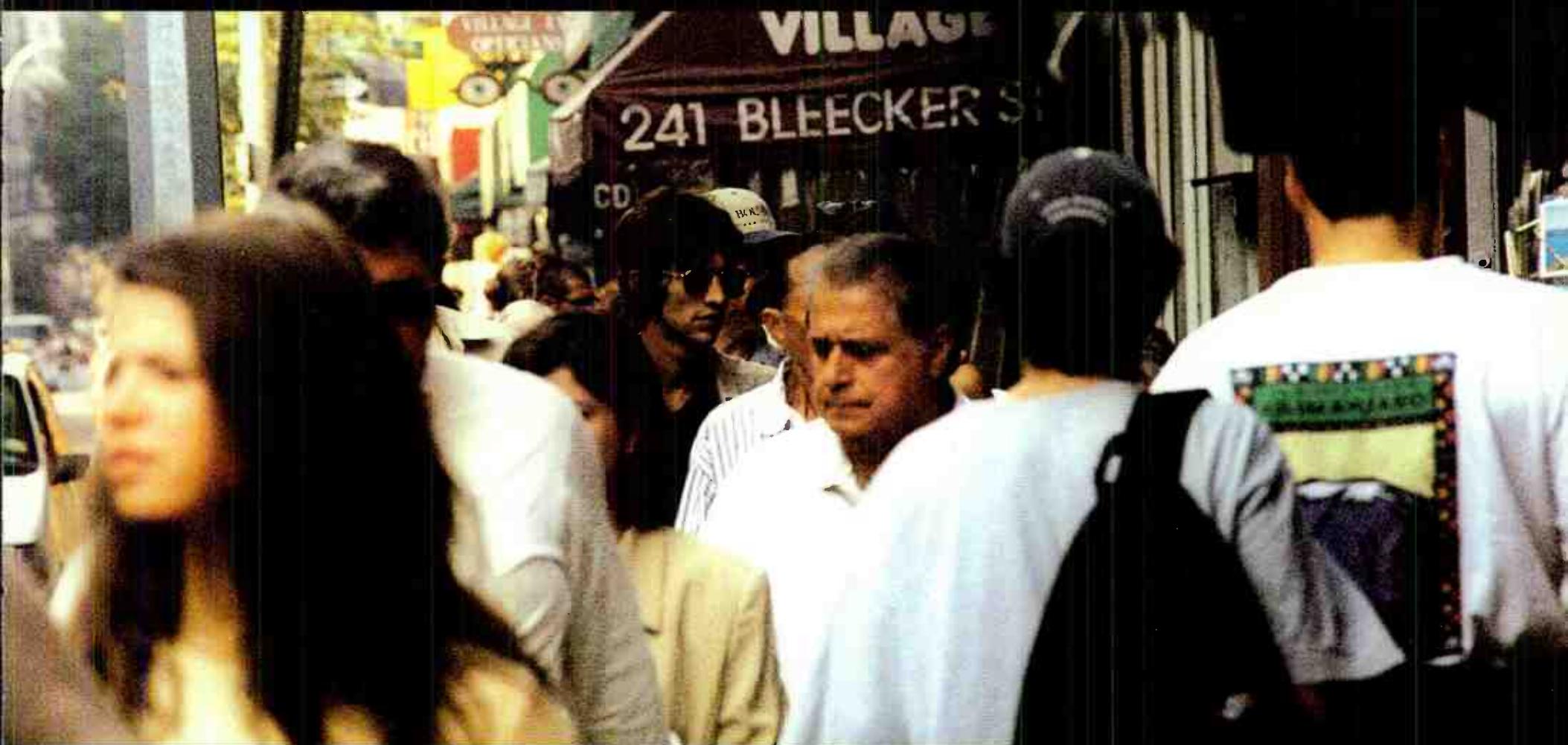
But will other owners be willing to chance a triple-A launch? "They want a return from their investment, and they want to see it more rapidly than a triple-A station will generally allow. But I still think that a well-programmed triple-A will see a return on the investment, but it's a matter of starting it correctly, starting smaller, and then growing the amount of music you play. Don't start big and expect everybody to love it."

MARC SCHIFFMAN



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for our
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