

# TOP 40 ■ AIRPLAY Monitor

• We Listen To Radio •

February 26, 1999 \$4.95 Volume 7 • No. 9

## TOP 40 HIGHLIGHTS

### MAINSTREAM TOP 40

**#1**

BRITNEY SPEARS

...Baby One More Time (JIVE)

★★ AIRPOWER ★★

LENNY KRAVITZ • Fly Away (VIRGIN)

★ MOST NEW STATIONS ★

TLC • No Scrubs (LAFACE/ARISTA)

### RHYTHMIC TOP 40

**#1**

MONICA

Angel Of Mine (ARISTA)

★★ AIRPOWER ★★

R. KELLY • When A Woman's Fed Up (JIVE)

★ MOST NEW STATIONS ★

BLACKSTREET WITH JANET • Girlfriend/Boyfriend (INTERSCOPE)

### Crossover

**#1**

TLC

No Scrubs (LAFACE/ARISTA)

★★ AIRPOWER ★★

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

★ MOST NEW STATIONS ★

BLACKSTREET WITH JANET • Girlfriend/Boyfriend (INTERSCOPE)

### ADULT TOP 40

**#1**

SARAH MCLACHLAN

Angel (WARNER SUNSET/REPRISE)

★★ AIRPOWER ★★

COLLECTIVE SOUL • Run (HOLLYWOOD/ATLANTIC)

★ MOST NEW STATIONS ★

SAVAGE GARDEN • The Animal Song (HOLLYWOOD/COLUMBIA)

### ADULT CONTEMPORARY

**#1**

SARAH MCLACHLAN

Angel (WARNER SUNSET/REPRISE)

★★ AIRPOWER ★★

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

★ MOST NEW STATIONS ★

BONNIE RAITT • Lover's Will (CAPITOL)

## Exclusive Arbitron Analysis Shows Top 40 Rebounding In Fall Book

by Sean Ross

As one might have expected during an ongoing presidential sex scandal, the fall Arbitrions were good to news/talk stations, albeit still not as

good as the O.J. Simpson book. But it was also a good fall for R&B, top 40, and even modern rock radio. However, AC stations continued to slip, especially in younger demos, while country posted its lowest share in nine years.

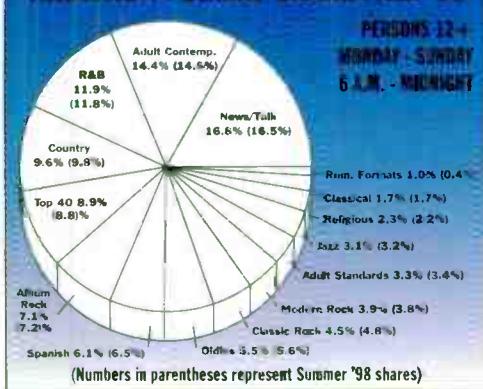
Those are the highlights from Airplay Monitor's quarterly survey of national listening by format in Arbitron's continuous-measurement markets by format. Other headlines:

- AC radio remained the No. 1 music format but slipped again, albeit within its customary 14-share range. AC was down more at the lower end than in the older demo.

- Top 40 was off in mid-days, as you'd expect with the teens back in school. But it was up everywhere

Continued on page 5

### ARBITRON FORMAT SHARE FALL '98



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15 MODERN ROCK AIRPLAY CHART

5 MODERN ROCK AUDIENCE CHART  
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IMPACTING MARCH 9

EARLY ADDS AT: WBMX, WPNT, HTNP, HPEK,

MAJOR MODERN AIRPLAY AT:

LIVE 105	37x	#1	HROQ	39x	#4	HNDD	42x	#5
WBCN	40x	#1	WHFS	37x	#4	99X	32x	#6
91X	43x	#1	HTCL	45x	#5	Q101	21x	#7

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### NEW THIS WEEK:

B96	Chicago
KRBE	Houston
KDND	Sacramento
WROX	Norfolk
WKSE	Buffalo
WDGG	Raleigh
KQMQ	Honolulu
WNTQ	Syracuse
WXKB	Ft. Myers
WVSR	Charleston
WAOA	Melbourne
WJJS	Roanoke
WZEE	Madison
WOWZ	Utica
WVAF	Charleston
WKMX	Dothan
WWXM	Myrtle Beach
WXXX	Burlington

KZQZ	San Francisco
KKRZ	Portland
WPRO	Providence
WNKS	Charlotte
W GSL	Memphis
WLDI	West Palm
WFLY	Albany
WWHT	Syracuse
KLAZ	Little Rock
WXIS	Johnson City
WKCI	New Haven
WHZZ	Lansing
KRUF	Shreveport
WMGB	Macon
WJBQ	Portland
WVAQ	Morgantown
WJYY	Manchester
WERZ	Exeter

WWZZ	Washington
KMXV	Kansas City
WNVZ	Norfolk
WXXL	Orlando
WQZQ	Nashville
KIKI	Honolulu
KKPW	Fresno
KBFM	McAllen
WFHN	New Bedford
WAEZ	Johnson City
WMEE	Ft. Wayne
KOJD	Alexandria
WSKS	Utica
WRTS	Erie
WGLU	Johnstown
WKSZ	Green Bay
WJMX	Florence
WDDJ	Paducah



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98°  
heat it up  
SPRING TOUR

#### MARCH

- 17 Ottawa, ON
- 18 Montreal, PQ
- 19 Toronto, ON
- 20 Toronto, ON
- 21 Hamilton, ON
- 23 Thunder Bay, ON
- 24 Winnipeg, MB
- 25 Saskatoon, SK
- 27 Calgary, AB

28 Edmonton, AB

30 Vancouver, BC

#### APRIL

- 2 Sacramento, CA
- 3 Berkeley, CA
- 5 Phoenix, AZ
- 6 Las Vegas, NV
- 7 San Jose, CA
- 8 Los Angeles, CA
- 9 Los Angeles, CA
- 10 Houston, TX
- 11 Salt Lake City, UT
- 13 Chicago, IL

14 Dayton, OH

16 Cleveland, OH

17 Detroit, MI

18 East Lansing, MI

19 Grand Rapids, MI

21 New York, NY

22 Philadelphia, PA

23 Westbury, NY

24 Hartford, CT

25 Pittsburgh, PA

27 Wilkes Barre, PA

28 Washington, DC

29 Baltimore, MD

30 Columbus, OH

#### MAY

- 1 Nashville, TN
- 2 Atlanta, GA
- 4 Charlotte, NC
- 6 Louisville, KY
- 7 Indianapolis, IN
- 8 Kansas City, MO

Management: Paris D'Jon for

TOP 40  
ENTERTAINMENT

World Radio History



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# The SPIN BY STEVE GRAYBOW

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## Audience Vs. Detections: Key Differences

NOW THAT WE'VE all had a chance to look at Monitor's new audience charts for a few weeks, let's do some quick comparisons to see how they differ from our detection charts.

While many titles are showing remarkably similar numbers on both charts, there are some key differences. As you might expect, at mainstream top 40, several rhythmic titles are performing better in audience than detections, due to their success in larger markets. Shaggy's "Luv Me, Luv Me" (Flyte Tyme/MCA), a hit for many call-out-driven larger-market stations, sits at No. 29 on the audience chart but is in the top 20 of the detection chart. Similarly, Deborah Cox's "Nobody's Supposed To Be Here" (Arista) is No. 34 on the detection chart but moves 27-25 on the mainstream audience chart. Likewise, the Vengaboys' "We Like To Party" (Strictly Rhythmic) is No. 36 on the audience chart but has yet to make the detection-based mainstream chart.

By contrast, some mainstream pop titles sometimes fare better on the detection side. Savage Garden's "The Animal Song" (Columbia) is a fast-breaking title on both charts, but it debuts at No. 32 on the mainstream audience chart this week and moves 38-25 on the detection chart.

Of course, there are always exceptions to the rule; witness Sixpence None The Richer's "Kiss Me" (Squint/Columbia), which is No. 24 on the audience chart and No. 31 on the detection chart. With that song's connection to the hit film "She's All That," you'd expect that the song is getting a relatively high amount of morning-show airplay for a title that's still new to many stations.

On the rhythmic chart, Will Smith's "Miami" (Columbia) eases into the No. 1 slot on the audience chart while moving 4-5 on the detection side. You can also see the effect of large-market stations like WKTU New York and WBBM-FM (B96) Chicago on popper titles by Cher and Britney Spears. Those types of songs, which don't usually close out the more R&B-leaning rhythmic stations, are significantly lower on the detection chart.

Monitor prints detection and audience charts side by side so that programmers and record labels have as many tools as possible to gauge the progress of titles at each format. As always, we welcome your feedback.

**CORRECTION:** The front page of last week's Top 40 Airplay Monitor inadvertently listed the No. 1 rhythmic audience song rather than the detections winner. The correct title is Monica's "Angel Of Mine" (Arista).

## KZZP Mainstreams; CISS Call Controversy

When KZZP Phoenix took its heritage call letters back a few years ago, the industry expected a return to mainstream top 40, instead of the modern-leaning adult top 40 format that followed. Last year, when KZZP signed on new adult top 40 sister KMXP (Mix 96.9), KZZP tried experimenting with the Backstreet Boys, then retrenched. On Feb. 19, KZZP finally made the move many industryites expected, adding titles from 'N Sync, Brandy, the Backstreet Boys, etc. PD Dave Cooper who emphasizes that this is not a relaunch, notes that the rhythmic titles have been filtered in primarily at night and that "modern hits are still the essence of the radio station." Meanwhile, morning co-host Lu Valentino exits. Night jock Jackie West is handling her duties for now.

In other Phoenix news, the syndicated Mancow Muller show is now on KPTY (Party 103.9), replacing Big Mama. Airplay Monitor first tipped Muller's addition to KPTY several weeks ago.

### CISS AND SAY GOODBYE

In the States, Jacor has reportedly spent more than a year trying to get some stations to drop the Kiss nickname, among them KISF Las Vegas and KSES Palm Springs, Calif., which did change calls. But in Canada, recent country-to-top 40 convert CISS was threatened with a lawsuit by a suburban competitor, CKDX (Power 88.5), over its use of the handle Power 92. Now look for CISS to revert in the near future to the Kiss handle it was using as a country station.

### PROGRAMMING: A NEW BEAT ON THE BOARDWALK

Atlantic City, N.J., picks up a new rhythmic top 40 station this week. Adult R&B WBNJ, the Cape May, N.J., simulcast partner of WTTH, moves to the frequency of modern WDOX, opening the 105.5 frequency for the soon to be WZBZ (B105.5, the Buzz). WBNJ will continue to simulcast with WTTH. Ted Noah joins as interim PD/MD from WWLD (Wild 106) Tallahassee, Fla.

**RADIO ACTIVE**  
BY JEFF SILBERMAN  
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APD Jim Hanzo is upped to PD at adult top 40 WLTS New Orleans, replacing Joe Larson, now at triple-A sister WXRV St. Louis.

With the \$3 million sale of AC WLVG Eastern Long Island, N.Y., to Beacon Media, GM Gary Starr and director of sales and programming Stef Ryback exit. They're replaced by the new owner's Dale Fidorchik.

KSTZ (Star 102.5) Des Moines, Iowa, APD/morning man Jonathan Drake is the new PD at adult top 40 WLRW Champaign, Ill., replacing Mike Blakemore, who recently joined Jacor's Des Moines outlets.

Rock WXTM St. Louis APD/creative imaging director Rob Walker joins modern adult KLAL (Alice 107.7) Little Rock, Ark., as PD. OM Randy Cain retains programming duties at adult top 40 KURB and soft AC KVLO.

At adult top 40 WIOG Saginaw, Mich., PD Mike McDonald exits.

KHTT Tulsa, Okla., PD Sean Phillips is no longer consulting KHTE (K-Hits 106) Little Rock, where Catfish Cooper returns to afternoons, replacing Jay and Corey.

With Ryan Walker back in Charleston, S.C., at WSSP (the Beat), MD Kelli Reynolds is interim PD at WZAT (Z102) Savannah, Ga. Reynolds was previously PD of sister WSGF in its rhythmic top 40 and mainstream R&B configurations.

Former Research Group consultant Steve Clem steps in as interim PD for AC KUDL Kansas City until a permanent PD is found. Clem plans to open his own consulting business.

### PEOPLE: BABY GOT BACK-UP

Yes, that was Sir Mix-A-Lot spinning records on rhythmic top 40 KUBE Seattle, as PD Eric Powers continues his search for a new night jock to replace Bobby O.

After much public speculation, morning host Elvis Duran re-ups at WHTZ (Z100) New York. Afternoon host Bill Lee signs a new two-year deal at crosstown WKTU.

Jim Oktavec, most recently promotion



# CAPITAL & CAPITOL

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## Karmazin, Mays Plan Industry Summit

CBS/Infinity CEO Mel Karmazin and Clear Channel CEO Lowry Mays are inviting the CEOs of the country's top broadcasting groups to a meeting to discuss voluntary industry initiatives to increase minority ownership levels. "We believe that the initiation of a broad-based, major effort by the industry on an independent, voluntary basis would demonstrate that solid industry initiatives can be a more effective means of achieving the FCC's goals than government regulation," the pair wrote in a Feb. 8 letter.

The formation of a loan fund to help minorities enter broadcast ownership is among the proposals. The idea was first floated at a CEO summit, hosted last summer by the NAB. It has the backing of such execs as Chancellor CEO Jeff Marcus and Fox CEO Rupert Murdoch. NAB president Eddie Fritts says he'll recommend to his board that NAB contribute at least \$10 million to the proposed fund.

Broadcasters strongly deny that this move is merely meant to avoid stricter regulation by the FCC. But the meeting will likely be held outside Washington, D.C., to avoid political influence. The Supreme Court has ruled that such programs can't be administered by the federal government, but it remains untested as to whether a private group can launch such an effort.

### XM STILL ON TARGET

CD Radio's stock prices remain in the doldrums after its Feb. 4 announcement that its service would be delayed, but XM satellite radio says its own countdown clock continues to tick toward a promised fourth-quarter launch next year. "XM continues to be on schedule," says XM president/CEO Hugh Panero. "We have been saying all along that we would be to market at the same time or sooner" than CD Radio.

XM insiders say new R&B channels will be unveiled within the next few weeks. In December, XM announced a deal between BET and Radio One to create African-American talk and music channels. Also, talks continue with national entertainers beyond radio talent to fill out XM's channel lineup.

Elsewhere, Greater Media is selling its cable-TV systems in Massachusetts and Philadelphia to concentrate on its 14 radio stations.

Former Sinclair Broadcast Group CEO Barry Baker is now president/COO of USA Networks.

### GORE JOINS MINORITY STATIONS' BATTLE

FCC Chair Bill Kennard and Vice President Al Gore are calling on advertisers to adopt a code of conduct when buying ads on radio and TV. On Monday, Gore announced the creation of a group that will examine advertising practices and their impact on minority broadcasters. Members include the FCC, FTC, DOJ, and SBA. Its mission will be to continue research on why advertisers avoid buying time on minority radio stations. "Madison Avenue must recognize the reality of minority consumers and the power of minority-formatted stations in reaching them," said Kennard. The challenge follows a report issued by the FCC last month that found that advertisers bypass or pay less for spots on minority-owned and targeted stations.

Kennard returned to his roots of college radio last week, taking his low-power radio show on the road in a visit to the University of Maryland's WMUC. Kennard told the students, and the handful of listeners who could receive the 10-watt signal, that more outlets for local expression are needed.

While the FCC is still considering whether to allow newspaper and TV outlets to own radio stations in the same markets, the administration's policy arm is urging it to stay tough. Larry Irving, head of the National Telecommunications and Information Administration, is asking the FCC to retain a rule barring newspapers from buying radio and TV stations, saying common ownership threatens a diversity of viewpoints. Irving, however, backs allowing TV stations to buy radio stations, although he would cap their holdings at two FM and two AMs.

Morning sidekick Renee exits crossover KBXX (the Box) Houston.

WQQB (Q96) Champaign, Ill., taps Eric Knight for nights from P/T at KCLD St. Cloud, Minn.

Top 40 KGLI Sioux City, Iowa, PD/middayer Bart McCoy joins crosstown AC KZSR (Star 102.3) for afternoons.

Overnighter Joanne Beauchamp exits soft AC WLTQ Milwaukee, as her shift goes automated.

Just Plain Mark and Zippy, the afternoon drive team on ABC's children's top 40 network, Radio Disney, are now broadcasting their show live from Anaheim, Calif., at Disneyland's Tomorrowland.

Top 40 veteran Chet Buchanan joins classic hits KJR-FM Seattle as Gary Bryan's morning co-host.

The Chicago Sun-Times reports that overnighter Joe "Mama" Vlanzy moves to mornings at WBVS (the Bus) Kankakee, Ill.

KZQZ (Z95.7) San Francisco needs P/T staffers. T&Rs to MD Lara Scott.

WDDJ Paducah, Ky., middayer Jason D. Crockett joins KZAM Victoria, Texas, for nights.

Adam Goodman's Goods Entertainment and consultant Randy Lane team up for an airclock review service called RadioTalentCoach.com. The service offers airclock reviews from Lane, Goodman, consultant Bob Davis, and veteran PD/voiceover talent Shadow Steele. More information is available at the station's World Wide Web site.

# PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS • BY JEFF SILBERMAN

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## Promo Parties: It's Grammys Vs. Anti-Grammys

The Grammys continue to be a hot topic at radio, with the awards ceremony having taken place Feb. 25 in Los Angeles. Radio stations geared up with promotions focusing on the live Grammy telecast and with their own live broadcasts from clubs and other venues.

Not all the hype was positive, though, with KPWR Los Angeles holding what some would call the anti-Grammy party, called F... The Grammys. Hosted by D.J. Sondoobie, the live broadcast featured performances by Eminem and Dr. Dre, while Eminem and Sondoobie debated who they thought should have won the Grammys. Power 106 will hold a similar event for the Oscars, which debuts at No. 5 on the Topical Barometer this week. According to KPWR's Dianna Obermeyer, if it were up to the listeners, best picture of the year would go to "There's Something About Mary."

You know spring is just around the corner when baseball's exhibition season begins. In Phoenix, country KNIX has a lot to play with on-air, since superstar Garth Brooks is attending spring training with the San Diego Padres, who train locally. The station will host the Cactus League spring-training game between the Oakland A's and the Padres, where it's likely Brooks will play. Play-by-play called by Vicki Fiorelli.

In New York, country WNY listeners can root for the Rocket, now that Roger Clemens is playing for the home team. Winners will be sent to Tampa, Fla., to join the Yankees' spring-training camp. Hitting a home run with listeners is Jason Steinberg.

### TOPICAL BAROMETER

TW	LW	TOPIC
1†	1	Grammys
1†	2	"Star Wars" hype
3	6†	Baseball spring training
4	4	Year 2000 Events
5	—	The Oscars
6†	—	April Fools' Day
6†	6†	Winter sports
6†	5	"Winter fever" tropical trips
9	9	St. Patrick's Day
10	—	NBA returns

#### HOTTEST NEW MOVIES:

"Message In A Bottle," "Payback," "Austin Powers 2," "Star Wars"

**HOTTEST NEW TV:** "Providence," "Ally McBeal," "Charmed," "Buffy The Vampire Slayer," "Dilbert"

#### PROMO SHOWCASE: 'REAL' LOVE AT FIRST SIGHT

We asked Promoganda pollsters what seemingly impossible promotion they'd like to do, and album rock KEGL Dallas' Loren Condron suggested taking control of a winner's life by planning his or her future. For Valentine's Day, top 40 WNCI Columbus, Ohio, took that concept to the extreme by marrying two listeners who saw each other for the first time as they walked down the aisle.

While the promo was the brainchild of morning co-host Shawn Ireland, it's not known if she was aware of an identical stunt pulled in Great Britain that set off a furor

#### PROMOGANDA HONOR ROLL

Dan Bowen, WSTR Atlanta • Diana Buckmann, KEEY Minneapolis • Scott Colebrook, WKQZ Cincinnati • Wayne Collins, WJIT Chattanooga, Tenn. • Loren Condron, KEGL/KDMX Dallas • Mike Culotta, WQYK Tampa, Fla. • Garrett Dill, KYGO Denver • Vicki Fiorelli, KNIX Phoenix • Von Freeman, KIIS Los Angeles • Jason Gani, WUSL Philadelphia • Kelly Gross, WPIL Philadelphia • Jude Heller, KFOG San Francisco • Stephanie Hogan, WBEE Rochester, N.Y. • Tristano Korlou, WPXY Rochester, N.Y. • Heidi Kramer, WRIF/WCSX WXDG Detroit • Cha Chi Loprete, WBCN Boston • Barbara Luchsinger, KKZN Dallas • Paul Miraldi, WAXQ New York • Jane Monzures, KEDJ Las Vegas • Dianna Obermeyer, KPWR Los Angeles • Sheila Silverstein, WPOC Baltimore • Keith Spargia, WKQX Chicago • Jason Steinberg, WNYW New York • Vanessa Thill, KIUC Las Vegas • Maria Toufas, WXKS-FM Boston • Lenny Whiteside, WVEE Atlanta • Brad Winters, WNCI Columbus, Ohio



# TOP 40 TOPICS

BY SEAN ROSS

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## Sign-On Successes Brighten The Fall Book

The last of the fall books are rolling in as I write this. Top 40s, even healthy ones, are down by a half-share or more in many markets. There are a lot of potential reasons why. It was a fall book without a lot of great uptempo hits. A book in which the already-rough spot-load issue was exacerbated by the holidays. And a book in which top 40 traditionally does poorly anyway.

But nobody told the audience in Raleigh, N.C., where WDCG (G105) returned to mainstream top 40 after several years as a de facto modern AC and shot up 6.3-8.7. Or Birmingham, Ala., where WQEN, in its second top 40 book after evolving from a suburban hot AC, was up 4.6-7.2. Or San Antonio, where the market's first mainstream top 40 in nearly a decade, KXXM (Mix 96), debuted with a 7.4 share 12-plus.

WDCG, KXXM, and WQEN had, for the most part, the same music that everybody else had, except that they didn't have as many familiar recurrents or gold, because nobody had been exposing those titles in the market. Only KXXM was offering a lot of jockless, commercial-free music during the fall. (WQEN was already in its second book; G105 was a long-established station.) And they were serving markets where common wisdom had held for several years—longer in San Antonio's case—that there would be negligible interest in mainstream top 40. Yet all three combusted spontaneously, something that hasn't happened for many new top 40 builds, even those that eventually became successful.

So what happened? WQEN, which had a top 40 history and never strayed too far from the format, had an existing cume that was friendly to top 40. G105 had a brand name that implied mainstream top 40. Even KXXM wasn't really starting from scratch; its previous cume came from a heavily adult-leaning R&B station, but one

that was willing to play some hip-hop at night.

KXXM and G105 both had the additional advantage of being able to fill more than one hole in the market. KXXM was deliberately doubling as the market's modern AC, following a signal upgrade that stopped KAMX (Mix 94.7) from being heard in the market, while G105 won't entirely lose the market's alternative franchise until Raleigh gets a modern rock station of its own. WQEN arguably also doubled as the market's modern AC, although modern WRAX was also working to fill that niche.

Beyond that, G105, KXXM, and WQEN may have had another advantage over many existing top 40 outlets. While they had the same body of currents available, and while the unfamiliarity of their recurrents and gold may have been a disadvantage, they also had the ability to use some of those songs as currents to fill in some of the fall book's holes for uptempo music. And both KXXM and WQEN were sporting the cume-building tight playlists that typify a new top 40. Many other top 40s have moved into that second stage where even once-conservative stations now seem to be churning records through their categories faster than ever.

Maybe the success of these three relatively tight stations means that top 40 stations shouldn't ever come out of cume-building mode. It certainly further confirms my suspicion that, despite the industry's constant attention to call-out, many top 40s aren't nearly as hit-driven as they think they are. If nothing else, it means that there's still a hunger for the format out there, although you have to wonder what's going on if the appetite for top 40 is greater among those who haven't been hearing it than those who have.

## RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
April 9	KDMX Dallas	Alan & U-Turn's Spring Cha-Cha	Sixpence None The Richer, Barenaked Ladies, others
April 10	WZJM Cleveland	Spring Break Jam	TBA
April 11	WHYI Miami	Y2K Concert	New Radicals, Meja, others
May 22	WDCG Raleigh, N.C.	Big Shindig	TBA
May 31	WKSE Buffalo, N.Y.	Kiss the Summer Hello Concert	TBA
June 1	WWHT Syracuse, N.Y.	Summer Jam	TBA
June 4	WPRO-FM Providence, R.I.	25th Anniversary Celebration	TBA
June 5	WXKS-FM Boston	20th Anniversary	TBA
June 11	WNTQ Syracuse, N.Y.	Balloonfest	TBA
June 12	WNTQ	Balloonfest	TBA
June 13	WNTQ	Balloonfest	TBA
June 19	WBBM-FM Chicago	B96 Summer Bash '99	TBA
July 4	Capital FM London	Party In The Park	TBA

Let us monitor your event! Call Jeff Silberman at 323-525-2303 or E-mail jsilberman@airplaymonitor.com

## Exclusive Arbitron Analysis Shows Top 40 Rebounding In Fall Book

Continued from page 1

else, rebounding from a slightly off summer book.

• R&B radio tied its best 12-plus numbers ever. And that's before the appearance of most of the new R&B oldies stations, which should make themselves felt in the winter.

• Country, after a brief retrenchment last summer, is now at its lowest point since summer '90. And it's only two-tenths of a share ahead of where it was when we started measuring national Arbitron numbers in spring '89.

• Album and classic rock were off, but modern rock, despite its format defections, is rebounding. It's not back to its 1996 levels, but the slide has been halted.

### N/T: IT'S JUST A LITTLE RUSH

News/talk radio has climbed 16.1-16.8 since last spring. That's its best book since the election book of fall '96, but it's still a tenth of a share short of the 16.9 that N/T posted in fall '95, the O.J. Simpson verdict book.

N/T was flat in mornings but rose spectacularly in the Rush Limbaugh daypart, up 16.8-17.9 for its best midday showing ever. One seeming oddity in the spring and summer books reversed itself this time. Teen listening, which had shot up to a 3.5 share in summer, was at a more realistic 1.9 this time.

### AC: A FIRM UPPER END

AC stations were also off with teens and more off at the young end in general this time around. Down 9.0-8.4 with teens and 16.1-15.5 in the 18-34 demo, AC was off a little less in the 25-54 demo (16.9-16.7) and flat in the 35-64 demo.

Normally, we'd see that and think that AC programmers, who had seen the opposite during the

### AC Dayparts & Demos

	Su98	F98
Mornings	13.7	13.4
Middays	16.5	16.7
Afternoons	15.3	15.0
Nights	12.6	12.6
Teens	9.0	8.4
18-34	16.1	15.5
25-54	16.9	16.7
35-64	16.2	16.2
Men	10.9	10.6
Women	18.9	18.9

summer book—youth demos healthy, upper (money) demos down—had deliberately retrenched their ever-edgier format and refocused on their traditional core. But an alternate explanation is that AC saw some of its young adults go back to school, meaning that they were no longer forced to listen to the station the entire office could agree on. (There's also some sense that top 40 did a better job of serving its 18-34 core this book.)

### R&B: TOP 40 NOT 'TOO CLOSE'

R&B stations nudged ahead again this book with an 11.8-11.9 12-plus number that reflects both mainstream and adult outlets. That number doesn't, by the way, reflect many stations from the rapidly growing R&B oldies format; their impact should be measurable for the first time when the winter book numbers roll in this April.

Adult R&B stations, if you break them out separately, rebounded slightly from a two-book drop, up 3.4-3.6, meaning that mainstream outlets were, collectively, off a tenth of a share. Together, R&B outlets had their best morning numbers ever, their best male numbers ever, and their best 18-34 numbers ever.

They did this, by the way, in a book in which the format lost some of the musical exclusivity that it's enjoyed for the past several years, given the resistance of mainstream top 40 to most R&B crossovers. In the fall, top 40 PDs embraced "Too Close," "The Boy Is Mine," and "Are You That Somebody?," and the impact on mainstream R&B was still negligible.

### COUNTRY: PARTYING LIKE IT'S 1990

Then again, country radio rebounded in the summer, seemingly unaffected by top 40's decision to embrace such country crossovers as "This

Kiss," "You're Still The One," etc. In the fall, however, country was off 9.8-9.6, its lowest 12-plus number since a 9.5 share in the summer of '90. The format was also back below a 10 share with 25-54 listeners, meaning that it's a double-digit format only among 35-64s.

More distressing, country, which peaked at a 13.3 share in the fall of '92, was only two-tenths ahead of the 9.4 share it had in spring '89, when Billboard and Arbitron first began measuring national numbers. In other words, the ongoing claim of country PDs that their format, despite its "leveling off," is better off than it was before the growth spurt started in 1990 is two-tenths of a share away from no longer being true.

One more telling stat. Country was down in every daypart except middays, where it held stable with a 10 share. That country is now more sold in middays than anywhere else would seem to reflect the increasingly AC-ish feel of the format.

### TOP 40: A SURPRISING REBOUND

If you looked at the fall Arbitrons on a market-by-market basis as they rolled in during January, it wasn't looking like a very good book for top 40. Surprisingly, the format was still up overall, 8.8-8.9, reclaiming the tenth of a share it lost during the summer. Some of that is probably due to a couple of strong debuts in new top 40 markets that compensated for losses of half a share or more in many others.

Top 40 was off 7.9-6.9 in middays, as you'd expect with the teens back in school, but it was up in mornings (7.5-8.2), afternoons (9.3-9.7), and nights (11.4-12.7), in each case surpassing its numbers from last spring, showing that the format not only restored the numbers it had before summer disrupted normal listening patterns, but bettered them.

Top 40's biggest gains were at the younger end, up 13.0-13.5 18-34 and 29.9-33.2 with teens. It was the first time that top 40 had controlled more than a third of the teen audience since spring '95. (It controlled 56% of the teen audience when we started these measurements 10 years ago.) The format was off a tick in 25-54 (7.2-7.1) and 35-64 (4.6-4.5).

Does that reflect a fall book in which the format played not only more R&B and rap than it had in years but also harder-edged modern rock records (Eve 6, Offspring, etc.) and more teen acts? Maybe, but the upper-end losses weren't fatal. In any event, top 40 looks demographically a little more like you'd expect it to,

### Top 40 Dayparts & Demos

	Su98	F98
Mornings	7.5	8.2
Middays	7.9	6.9
Afternoons	9.3	9.7
Nights	11.4	12.7
Teens	29.9	33.2
18-34	13.0	13.5
25-54	7.2	7.1
35-64	4.6	4.5
Men	5.9	5.9
Women	8.2	8.1

as opposed to a year ago, when it began reclaiming adults but not, to the same extent, its younger end.

### MODERN GETS ITS GROOVE BACK

Both album and classic rock were off during the summer, the latter sharply (4.8-4.5). While those stations would be logical victims of an N/T spurt, they may also have been affected by a slightly resurgent modern rock format, which had strong product during the fall (as well as many stations that made a point of rocking harder this time around). Modern rock's 3.8-3.9 12-plus rebound may not approach the 4.4 share it had in '96, but it's a step in the right direction for a format that saw so many heavily publicized defections in 1997-98. Modern rock was up in every demo, including at the upper end. It was up in 25-54 (3.7-3.8) and 35-64 (1.7-1.9).

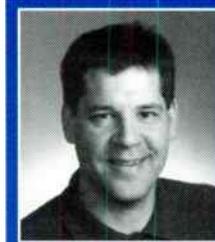
## MONITOR PROFILE

### Ken Hopkins Achieves Renewed Success At The Zoo In Spokane, Wash.

Acquiring your competition and flipping it to album rock is a good thing. But KZZU (93 Zoo FM) Spokane, Wash., PD Ken Hopkins says that KHTQ's switch to album rock wasn't the only reason KZZU rose 9.1-11.1 in the fall Arbitron survey and regained the 12-plus market crown. Hopkins also attributes KZZU's success to maintaining a steady hand on the music, an improved morning show, and aggressive off-air marketing.

In the mid-'90s, KZZU resembled a more conservative version of rhythmic KUBE Seattle, even reporting to the rhythmic top 40 chart for a while. In recent years, it's moved back toward the center. And in the fall, Hopkins says, "I was thrilled with the music that was out there. Any time you can bang out hits from good rhythmic and mainstream product, you're going to do well. We stuck to the same formula of being pretty tight musically and maintaining the same gold-to-current ratio.

Here's a sample hour on KZZU: Cher, "Believe"; Britney Spears, "... Baby One More Time"; Savage Garden, "Truly Madly



*'I've seen  
this market  
go through  
so many  
changes'*

**Ken Hopkins**  
Program Director  
KZZU Spokane

**Owner:** Morgan Murphy Inc.  
**Ratings:** 8.3-7.8-9.1-11.1

Deeply"; B\*witched, "C'est La Vie"; Goo Goo Dolls, "Slide"; Groove Theory, "Tell Me"; Will Smith, "Just The Two Of Us"; Jewel, "Hands"; BLACKstreet & Mya Featuring Mase & Blinky Blink, "Take Me There"; matchbox 20, "Back 2 Good"; Brian McKnight, "Anytime"; Eagle-Eye Cherry, "Save Tonight"; and Mariah Carey, "Fantasy."

Even with KZZU back on the mainstream side, it's still faster on rhythmic product than pop/rock titles. "Sarah McLachlan's 'Angel' has been our No. 1-testing record, or at least in the top five, for several weeks now," Hopkins reports. "If we have two or three [female singer-songwriter records] in rotation, we don't feel a need to be extremely early on new product. We'd rather stay with the legitimate smashes that continue to test well with our females."

As for the harder-edged modern and rock hits, "we're not going to have ownership of

those records, so it does us no good to be out of the box on something that will peak at No. 30 on our list," he says.

One of the stations playing that product will be the Zoo's new sister, adult top 40-turned-album rock KHTQ. "That was just good business strategy," he says of the flip. "There was a rock hole in this market you could drive two semis through. It was a logical move to go after [KNJY], which is leaning hard rock."

Although the Zoo now has no direct competition, Hopkins sets his sights on AC KISC (Kiss FM), adult modern KAEP (the Peak), and even a country rival. "Although they're not in our format, our morning show shares a lot of listeners with [country] KDRK," he says.

Which segues to another factor in KZZU's resurgence—the growing popularity of its morning show, hosted by Hopkins and Dave Sposito. Listener involvement, Hopkins says, is the key. He cites the pair's Christmas Wish promotion, which was so popular that they tweaked it to run year-round. "We've started a fund to buy toys for kids and deliver them to their families on the air," he says. "Things like the Christmas Wish are all-inclusive, so it attracts more people than just playing the new Monifah record. As with most morning shows, people will tolerate almost any music if they enjoy the personalities, and it's a great sign when that happens."

On top of it all is what Hopkins considers his secret weapon—an expansive, off-air marketing campaign, fueled by a 25,000-name database. "We started it two years ago with a massive registration campaign and immediately signed up about 12,000 people with a contest that had a \$25,000 grand prize. Since then, we've slowly built up the base while breaking the listeners into passives and actives, whom we super-serve. We get fewer sign-ups now, but we're more in a maintenance mode anyway, and we use that info to help us satisfy our core audience."

Hopkins is a rare radio bird, having spent practically his entire radio life at one station. "I started here 14 years ago as a part-timer, doing countdown shows and research, and have since worked in 10 different capacities," he says. "It has been a very unsterotypical run. I've seen this market go through so many changes to now, where everyone is owned by three or four companies."

"I've always been thrilled to be able to take this station so far, to have worked with some great talent who passed through this place, and some have come back because they enjoy this city . . . If we continue to pull 11 shares, I'd love to stick around, even though I might go for a couple of opportunities within the building that may provide new challenges and opportunities. It should make the future pretty interesting, so we'll see what happens."

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Upward-moving songs ranked in order of spin count. Songs are removed if they lose more than 2% of their detections from previous week or if their spin count declines for two consecutive weeks.

## MOST NEW STATIONS

Songs detecting six or more spins at new stations this week

**BLACKSTREET WITH JANET**  
Girlfriend/Boyfriend (Interscope)

NEW STATIONS

10

**3RD STOREE**  
If Ever (Yab Yum/Elektra/EEG)

3

**MONIFAH**  
Monifah's Anthem/Bad Girl (Uptown/Universal)

3



(Minimum 600 detections for the first time)

Total Plays/Gain

**R. KELLY** 633/110

When A Woman's Fed Up (Jive)

Total Stations: 27/Chart Move: 25-21

Heavy (40+ plays): 2 KDGS, KDON

Medium (20-39): 14 KBOS, KKFR, KKSS, KXXX, KLUC, KOHT, KPRR, KQKS, KTFM, KYLD, KZFM, WHHH, WWKX, XHTZ

Light (Under 20): 11

New Airplay This Week: 2 KIKI, WSNX



Total Plays/Gain

**CHER** 594/101

Believe (Warner Bros.)

Total Stations: 18/Chart Move: 28-23

Heavy (40+): 6 KPRR, KTFM, KZFM, WDRQ, WKTU, WPOW

Medium (20-39): 7 KDON, KGGI, KLUC, KSEQ, WBMM, WNVZ, WSNX

Light (Under 20): 5

**FAITH EVANS FEAT. PUFF DADDY** 534/17

All Night Long (Bad Boy/Arista)

Total Stations: 25/Chart Move: 26-25

Heavy (40+): 1 KDGS

Medium (20-39): 11 KBOS, KCAQ, KDON, KKFR, KKSS, KXXX, KOHT, KQKS, WHHH, WSNX, XHTZ

Light (Under 20): 13

**BACKSTREET BOYS** 517/-23

All I Have To Give (Jive)

Total Stations: 16/Chart Move: 24-26

Heavy (40+): 5 KDON, KIKI, KLUC, KSEQ, KZFM

Medium (20-39): 7 KPRR, KTFM, WBTT, WDRQ, WKTU, WNVZ, WSNX

Light (Under 20): 4

**JD FEAT. KEITH SWEAT & R.O.C.** 390/-19

Going Home With Me (So So Def/Columbia)

Total Stations: 16/Chart Move: 31-29

Heavy (40+): 5 KBOS, KISV, KKSS, KXXX, KQKS

Medium (20-39): 3 KCAQ, KDGS, KOHT

Light (Under 20): 8

## CHART BOUND

Total Plays/Gain

**3RD STOREE** 184/14

If Ever (Yab Yum/Elektra/EEG)

Total Stations: 17

Heavy (40+): 0

Medium (20-39): 2 WJMN, XHTZ

Light (Under 20): 15

New Airplay This Week: 3 KDON, KSFN, WDRQ

**K-CI & JOJO** 178/36

Life (Rock Land/Interscope)

Total Stations: 11

Heavy (40+): 0

Medium (20-39): 5 KBOS, KDGS, KKFR, KKSS, XHTZ

Light (Under 20): 6

New Airplay This Week: 1 KYLZ

**DIVINE** 176/13

One More Try (Pendulum/Red Ant)

Total Stations: 15

Heavy (40+): 0

Medium (20-39): 2 KDGS, XHTZ

Light (Under 20): 13

**THE ROOTS FEAT. ERYKAH BADU** 156/19

You Got Me (MCA)

Total Stations: 14

Heavy (40+): 0

Medium (20-39): 3 KDGS, WHHH, XHTZ

Light (Under 20): 11

New Airplay This Week: 1 KBOS

**BUSTA RHymes FEAT. JANET** 145/5

What's It Gonna Be (FlipMode/Elektra/EEG)

Total Stations: 14

Heavy (40+): 1 KUBE

Medium (20-39): 0

Light (Under 20): 13

New Airplay This Week: 2 KPRR, WHHH

**NOREAGA** 141/6

SuperThug (What What) (Penalty/Tommy Boy)

Total Stations: 11

Heavy (40+): 2 WJMN, WWKX

Medium (20-39): 0

Light (Under 20): 9

**STARDUST** 135/6

Music Sounds Better With You (Roule/Virgin)

Total Stations: 14

Heavy (40+): 1 WBBM

Medium (20-39): 1 WDRQ

Light (Under 20): 12

**JOEY MCINTYRE** 135/13

Stay The Same (C2)

Total Stations: 10

Heavy (40+): 0

Medium (20-39): 4 KDON, KZFM, WDRQ, WKTU

Light (Under 20): 6

**EAGLE-EYE CHERRY** 81/-2

Save Tonight (WORK/ERG)

Total Stations: 8

Heavy (40+): 0

Medium (20-39): 2 KDON, WBTT  
Light (Under 20): 6

STARSON 54: ULTRA NATE, AMBER, JOCELYN ENRIQUEZ 77/-2  
If You Could Read My Mind (Tommy Boy)

Total Stations: 4

Heavy (40+): 1 WKTU

Medium (20-39): 0

Light (Under 20): 3

**GOO GOO DOLLS** 65/8  
Iris (Warner Sunset/Reprise)

Total Stations: 6

Heavy (40+): 0

Medium (20-39): 2 KPRR, WBBM

Light (Under 20): 4

**MADONNA** 59/15  
Nothing Really Matters (Maverick/Warner Bros.)

Total Stations: 7

Heavy (40+): 0

Medium (20-39): 1 WDRQ

Light (Under 20): 6

New Airplay This Week: 1 KDGS

**KRAYZIE BONE** 58/10  
Thug Mentality (Mo Thugs/Ruthless/Relativity)

Total Stations: 9

Heavy (40+): 0

Medium (20-39): 1 KCAQ

Light (Under 20): 8

New Airplay This Week: 1 KBOS

**ORO SOLIDO** 57/23  
La Paleta (Mangu)

Total Stations: 1

Heavy (40+): 1 WPOW

Medium (20-39): 0

Light (Under 20): 0

**ELVIS CRESPO** 57/7  
Tu Sonrisa (Sony Discos)

Total Stations: 1

Heavy (40+): 1 WPOW

Medium (20-39): 0

Light (Under 20): 0

**TANTO METRO & DEVONTE** 51/4  
Everyone Falls In Love (VP)

Total Stations: 4

Heavy (40+): 0

Medium (20-39): 1 KYLD

Light (Under 20): 3

**R. KELLY** 51/18  
Did You Ever Think (Jive)

Total Stations: 1

Heavy (40+): 1 KUBE

Medium (20-39): 0

Light (Under 20): 0

**SUGAR RAY** 50/1  
Every Morning (Lava/Atlantic)

Total Stations: 8

Heavy (40+): 0

Medium (20-39): 1 KDON

Light (Under 20): 7

New Airplay This Week: 1 KZFM









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# Alana Davis

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A new take on the Blind Faith classic.



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# AIRPLAY Monitor ADULT TOP 40

Compiled from a national sample of data supplied by Broadcast Data Systems. In Top 40 Airplay Monitor, 76 adult top 40 stations are electronically monitored 24 hours a day, 7 days a week. © 1999 Billboard/EPM Communications.

FOR WEEK ENDING FEBRUARY 21, 1999

## ADULT TOP 40 AIRPLAY

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
<b>★★★ No. 1 ★★★</b>						
1	1	20	ANGEL WARNE SUNSET/REPRISE	5 weeks at No. 1	SARAH MCLACHLAN	3009 2970
2	3	23	SLIDE WARNER BROS.		GOO GOO DOLLS	2723 2718
3	2	25	ULLABY SMG/COLUMBIA		SHAWN MULLINS	2693 2808
4	4	32	SAVE TONIGHT WORK/ERG		EAGLE-EYE CHERRY	2538 2643
5	5	20	HANDS ATLANTIC		JEWEL	2365 2511
<b>★ GREATEST GAINER ★</b>						
6	7	11	EVERY MORNING LAVA/ATLANTIC		SUGAR RAY	2355 2076
7	6	21	BACK 2 GOOD LAVA/ATLANTIC		MATCHBOX 20	2220 2077
8	8	27	JUMPER ELEKTRA/EEG		THIRD EYE BLIND	1931 1979
9	9	18	KISS ME SQUINT/COLUMBIA		SIXPENCE NONE THE RICHER	1878 1633
10	10	27	MY FAVORITE MISTAKE A&M/INTERSCOPE		SHERYL CROW	1577 1607
11	11	45	IRIS WARNER SUNSET/REPRISE		GOO GOO DOLLS	1510 1574
12	13	17	YOU GET WHAT YOU GIVE MCA		NEW RADICALS	1486 1514
13	19	6	BELIEVE WARNER BROS.		CHER	1430 1197
14	12	13	IT'S ALL BEEN DONE REPRISE		BARENAKED LADIES	1427 1548
15	15	9	UNSENT MAVERICK/REPRISE		ALANIS MORISSETTE	1411 1448
16	14	21	SWEETEST THING ISLAND/MERCURY		U2	1364 1456
17	16	58	I'LL BE LAVA/ATLANTIC		EDWIN MCCAIN	1311 1369
18	17	26	INSIDE OUT RCA		EVE 6	1277 1269
19	18	48	REAL WORLD LAVA/ATLANTIC		MATCHBOX 20	1246 1243
20	20	56	TORN RCA		NATALIE IMBRUGLIA	1213 1173
21	21	14	FLY AWAY VIRGIN		LENNY KRAVITZ	1123 1102
22	22	16	CRUSH RCA		DAVE MATTHEWS BAND	1089 1027
23	24	6	MARIA BEYOND		BLONDIE	978 904
24	23	17	FATHER OF MINE CAPITOL		EVERCLEAR	915 925
<b>★ AIRPOWER ★</b>						
25	25	5	RUN HOLLYWOOD/ATLANTIC		COLLECTIVE SOUL	910 817
26	26	6	AT THE STARS ELEKTRA/EEG		BETTER THAN EZRA	856 795
27	28	23	FROM THIS MOMENT ON MERCURY		SHANIA TWAIN	709 697
28	27	22	THANK U MAVERICK/REPRISE		ALANIS MORISSETTE	666 761
29	29	11	NEVER THERE CAPRICORN/MERCURY		CAKE	646 624
30	30	17	I'M YOUR ANGEL JIVE		R. KELLY & CELINE DION	571 569
31	34	2	ANYTHING BUT DOWN A&M/INTERSCOPE		SHERYL CROW	506 371
32	31	3	WHAT IT'S LIKE TOMMY BOY		EVERLAST	488 412
<b>★ MOST NEW STATIONS ★</b>						
33	NEW	THE ANIMAL SONG HOLLYWOOD/COLUMBIA		SAVAGE GARDEN	431 257	
34	32	4 (GOD MUST HAVE SPENT) A LITTLE MORE TIME ON YOU RCA	'N SYNC	426 389		
35	NEW	SPECIAL ALMO SOUNDS/INTERSCOPE	GARBAGE	359 231		
36	35	3 SECRET SMILE MCA	SEMISONIC	351 328		
37	36	5 WRITTEN IN THE STARS CURB/ROCKET/MERCURY	ELTON JOHN & LEANN RIMES	334 324		
38	38	3 FAITH OF THE HEART UNIVERSAL	ROD STEWART	294 304		
39	37	3 MALIBU DGQ/INTERSCOPE	HOLE	291 304		
40	NEW	GOT YOU (WHERE I WANT YOU) DELICIOUS VINYL/TRAUMA	FLYS	272 227		

Songs ranked by number of detections. ( ) Records showing an increase in detections over the previous week, regardless of chart movement. A record that has been on the chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections. Airpower awarded to those records that attain 900 detections for the first time. Greatest Gainer awarded to the record with the largest increase in spins. Most New Stations awarded to the record detecting six or more spins at the most stations for the first time this week. If two records are tied in number of plays, the record being played on more stations is placed first. Records below the top 20 become recurrents and are removed from the chart after 26 weeks.

## GREATEST GAINERS

## ADULT TOP 40

INCREASE IN PLAYS

SUGAR RAY • Every Morning (LAVA/ATLANTIC)	+279
KFMB +22, WRAL +19, KAMX +18, WKDD +17, WDRV +15, WWWM +14, KBBT +13, KMKB +12, WKZL +12, KYIS +11	
SIXPENCE NONE THE RICHER • Kiss Me (SQUINT/COLUMBIA)	+245
WKZL +27, KYSR +25, WXXM +23, WMYX +21, WYXR +16, KSTP +14, WTIC +13, WAEV +11, WLNU +11, KRUZ +9	
CHER • Believe (WARNER BROS.)	+233
KZZP +19, WMYX +15, WDRV +15, KYIS +14, KVSR +14, WWWM +13, KMHD +13, WLTS +13, WMXL +12, KSTZ +12	
SAVAGE GARDEN • The Animal Song (HOLLYWOOD/COLUMBIA)	+174
WPLJ +21, KVUU +20, KURB +18, WSHE +17, WBAM +14, WIOG +12, WAEV +11, WQLH +11, KALZ +10, WKQI +10	
MATCHBOX 20 • Back 2 Good (LAVA/ATLANTIC)	+143
WKZL +22, WTKI +20, KVUU +17, KMHD +17, KSTP +14, KQMB +10, WRAL +9, KBBT +8, KZZP +7, KYSR +7	

# AIRPLAY Monitor ADULT TOP 40

FOR WEEK ENDING FEBRUARY 21, 1999

## ADULT TOP 40 AUDIENCE

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	AUDIENCE (millions)
TW	LW			TW	LW
<b>★★★ No. 1 ★★★</b>					
1	1	3	ANGEL WARNER SUNSET/REPRISE	SARAH McLACHLAN	25.674 24.958
2	2	3	ULLABY SMG/COLUMBIA	SHAWN MULLINS	24.812 24.950
3	4	3	SLIDE WARNER BROS.	GOO GOO DOLLS	23.394 23.009
4	3	3	SAVE TONIGHT WORK/ERG	EAGLE-EYE CHERRY	23.111 23.387
5	5	3	HANDS ATLANTIC	JEWEL	21.449 22.350
6	7	3	EVERY MORNING LAVA/ATLANTIC	SUGAR RAY	20.317 18.089
7	6	3	JUMPER ELEKTRA/EEG	THIRD EYE BLIND	19.387 19.216
8	8	3	BACK 2 GOOD LAVA/ATLANTIC	MATCHBOX 20	18.561 16.413
9	12	3	KISS ME SQUINT/COLUMBIA	SIXPENCE NONE THE RICHER	16.240 13.300
10	10	3	MY FAVORITE MISTAKE A&M/INTERSCOPE	SHERYL CROW	15.654 15.125
11	9	3	IRIS WARNER SUNSET/REPRISE	GOO GOO DOLLS	15.601 16.218
12	14	3	BELIEVE WARNER BROS.	CHER	13.383 11.478
13	11	3	I'LL BE LAVA/ATLANTIC	EDWIN MCCAIN	12.910 13.332
14	13	3	REAL WORLD LAVA/ATLANTIC	MATCHBOX 20	12.382 11.960
15	15	3	SWEETEST THING ISLAND/MERCURY	U2	11.565 11.035
16	18	3	YOU GET WHAT YOU GIVE MCA	NEW RADICALS	11.183 10.882
17	19	3	TORN RCA	NATALIE IMBRUGLIA	10.802 10.494
18	17	3	IT'S ALL BEEN DONE REPRISE	BARENAKED LADIES	10.503 10.987
19	20	3	INSIDE OUT RCA	EVE 6	9.566 8.936
20	16	3	UNSENT MAVERICK/REPRISE	ALANIS MORISSETTE	9.344 11.028
21	21	3	MARIA BEYOND	BLONDIE	8.604 7.972
22	22	3	FLY AWAY VIRGIN	LENNY KRAVITZ	8.384 7.898
23	23	3	CRUSH RCA	DAVE MATTHEWS BAND	8.260 7.449
24	24	3	FATHER OF MINE CAPITOL	EVERCLEAR	6.696 7.380
25	27	3	FROM THIS MOMENT ON MERCURY	SHANIA TWAIN	6.216 5.520
26	26	3	AT THE STARS ELEKTRA/EEG	BETTER THAN EZRA	5.852 5.826
27	28	3	NEVER THERE CAPRICORN/MERCURY	CAKE	5.785 5.461
28	29	3	RUN HOLLYWOOD/ATLANTIC	COLLECTIVE SOUL	5.509 5.055
29	25	3	THANK U MAVERICK/REPRISE	ALANIS MORISSETTE	5.116 6.053
30	30	2	ANYTHING BUT DOWN A&M/INTERSCOPE	SHERYL CROW	4.837 4.295
31	32	2	THE ANIMAL SONG HOLLYWOOD/COLUMBIA	SAVAGE GARDEN	4.216 2.617
32	31	3	I'M YOUR ANGEL JIVE	R. KELLY & CELINE DION	3.618 3.355
33	34	3	(GOD MUST HAVE SPENT) A LITTLE MORE TIME ON YOU RCA	'N SYNC	2.571 2.345
34	33	3	SECRET SMILE MCA	SEMISONIC	2.411 2.399
35	35	3	WHAT IT'S LIKE TOMMY BOY	EVERLAST	2.356 2.158
36	NEW ▶		SPECIAL ALMO SOUNDS/INTERSCOPE	GARBAGE	2.213 1.191
37	40	2	GOT YOU (WHERE I WANT YOU) DELICIOUS VINYL/TRAUMA	THE FLYS	1.791 1.510
38	36	2	MALIBU DGC/INTERSCOPE	HOLE	1.724 1.778
39	NEW ▶		I'M NOT RUNNING ANYMORE COLUMBIA	JOHN MELLENCAMP	1.562 1.504
40	38	3	ONLY LONELY ATLANTIC	HOOTIE & THE BLOWFISH	1.494 1.606

Songs ranked by audience, computed by cross-referencing exact times of airplay with Arbitron listener data. □ Records showing an increase in audience over the previous week, regardless of chart movement. A record that has been on the chart for more than 20 weeks will not receive a bullet, even if it registers an increase in audience. If two records are tied in total audience, the record being played on more stations is placed first. Records become recurrents and are removed from this chart in conjunction with the Adult Top 40 Airplay chart.

## AIRPLAY Monitor RECURRENTS

### ADULT TOP 40

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS TW LW
1	ONE WEEK BARENAKED LADIES (REPRISE)	1053 1100
2	TIME OF YOUR LIFE (GOOD RIDDANCE) GREEN DAY (REPRISE)	925 957
3	THE WAY FASTBALL (HOLLYWOOD)	915 925
4	3 AM MATCHBOX 20 (LAVA/ATLANTIC)	769 770
5	ALL FOR YOU SISTER HAZEL (UNIVERSAL)	767 806
6	CLOSING TIME SEMISONIC (MCA)	753 803
7	I DON'T WANT TO MISS A THING AEROSMITH (COLUMBIA)	695 714
8	SEMI-CHARMED LIFE THIRD EYE BLIND (ELEKTRA/EEG)	644 626

Recurrents are titles that have appeared on the Adult Top 40 Airplay chart for 26 weeks and have dropped below the top 20.

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS TW LW
9	I DON'T WANT TO WAIT PAULA COLE (IMAGO/WARNER BROS.)	643 611
10	KIND & GENEROUS NATALIE MERCHANT (ELEKTRA/EEG)	629 634
11	WALKIN' ON THE SUN SMASH MOUTH (INTERSCOPE)	619 650
12	THIS KISS FAITH HILL (WARNER BROS.)	600 596
13	HOOCH EVERYTHING (BLACKBIRD/SIRE)	596 659
14	BARELY BREATHING DUNCAN SHEIK (ATLANTIC)	575 518
15	YOU'RE STILL THE ONE SHANIA TWAIN (MERCURY)	566 496
16	IF YOU COULD ONLY SEE TONIC (POLYDOR/A&M)	564 583
17	TRULY MADLY DEEPLY SAVAGE GARDEN (COLUMBIA)	548 544
18	FLY SUGAR RAY (LAVA/ATLANTIC)	513 555
19	ONE HEADLIGHT THE WALLFLOWERS (INTERSCOPE)	504 522
20	DON'T SPEAK NO DOUBT (TRAUMA/INTERSCOPE)	481 475

*Life is Sweet*  
**NATALIE MERCHANT**

The new single from  
**OPHELIA**  
and the follow-up to the hits  
**KIND & GENEROUS** and **BREAK YOUR HEART**

ALBUM ENGINEERED BY TODD VOS MIXED BY JIM SCOTT MANAGEMENT BY GARY SMITH FOR MORT APACHE  
INCL. IN *natalie merchant*

**Impacting Adult Top 40 & Triple-A on March 1st**

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WQAL Cleveland	KINK Portland
WSSR Tampa	KXL Portland
WXRV Boston	CIDR Detroit
WRLT Nashville	WBOS Boston

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# 1000 CLOWNS

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Most Added  
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Last Week!

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This Week  
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KDWB/Minneapolis

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WSSX/Charleston

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-Mike McGowan, WKSS/Hartford  
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# 3RD 3S STOREE



If Ever

the premiere SINGLE and VIDEO  
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Written by: Kenneth "Babyface" Edmonds Produced by: Y Corp.

Executive Producers: Tracey E. Edmonds and Michael McQuarn

Management of 3rd Storee by Jacqueline McQuarn for Aztec Entertainment, Inc.

Management of Q1! Man by Mi-La Entertainment Group/Consultant David M. Ehrlich

On Yab Yum/Elektra compact discs and cassettes

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Already on the air @:

KQKS	Denver	WDRQ	Detroit
WWZZ	Washington D.C.	WBTT	Dayton
WXYV	Baltimore	WHTS	Quad Cities
WJMN	Boston	KTFM	San Antonio
WFLY	Albany	KRQ	Tucson
WWKX	Providence	KHTS	San Diego
WFLZ	Tampa	Z90	San Diego
WZJM	Cleveland	KYLD	San Francisco

New Adds Include  
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"I really fell in love with this in only  
one half listen. I have it on at night,  
but we are already getting some  
daytime phones to where it's  
already in the All Request Lunch!"  
-Tony Waitekis-WHTS/Quad Cities

Phones @ KKSS  
WKSZ WHTS