

TOP 40 AIRPLAY Monitor

• We Listen To Radio •

SEPTEMBER 13, 2002

Uncensored Hip-Hop
Creates A Fuss p. 2, 3

Promoganda: Create
NTR Or Die p. 2



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NO. 1 THIS WEEK:

MAINSTREAM TOP 40:

NELLY FEATURING KELLY ROWLAND
Dilemma (FO' REEL/UNIVERSAL/UMRG)

RHYTHMIC TOP 40:

NELLY FEATURING KELLY ROWLAND
Dilemma (FO' REEL/UNIVERSAL/UMRG)

CROSSOVER:

NELLY FEATURING KELLY ROWLAND
Dilemma (FO' REEL/UNIVERSAL/UMRG)

ADULT TOP 40:

AVRIL LAVIGNE
Complicated (ARISTA)

ADULT CONTEMPORARY:

VANESSA CARLTON
A Thousand Miles (A&M/INTERSCOPE)

Where Do More Top 40 Hits Start? At Rhythmic

by Sean Ross

Last year, as the teen-pop movement waned and musical "extremes" made their influence felt at top 40, *Airplay Monitor* found that mainstream top 40 PDs were breaking fewer of their own hits—about one-third of what they had been starting at the height of boy-band mania. Instead, they were relying more heavily on modern rock, rhythmic top 40, and even R&B radio to start their music. Despite this, the handful of records that were still starting at top 40 were, almost exclusively, from teen acts.

In 2002, *Monitor's* ongoing survey of which formats charted top 40's hits first found that mainstream top 40 is starting a few more records—and a more diverse lot—than it was a year ago. But rhythmic top 40 is influencing the mainstream chart more than ever. And so is R&B. But while one expects that modern rock radio's shift to a poppier, more diverse sound would result in more rock-to-top-40 crossover, the format's influence is considerably less than it was when modern was dominated by hard rock and nu metal. In fact, for the first time ever, modern AC started more top 40 hits than modern rock.

Since 1997, *Monitor* has broken out at least one mainstream top 40 chart every year with an eye on where the current hits first charted. The last survey was based on the Sept. 7, 2001, issue. This study reflects the Aug. 30 chart—almost a year later.

At the end of summer 2001, rhythmic's influence was off from our previous survey. It was first on 11 songs vs. 15 almost a year earlier. (By contrast, modern rock had sent nine songs to top

EXCLUSIVE
Monitor
CHART ANALYSIS

"Did you ever have that dream when you're walking naked down the street and everyone just stares..."

Bare Naked
Jennifer Love Hewitt

"Your audience already knows Jennifer Love Hewitt from TV & movies and she has delivered a GREAT SONG & VIDEO! I wish all artists had the same STAR POWER behind a new single. It sounds great on Z100. We're MOVING IT UP to 28th this week in ALL DAYPARTS! Top 10 Phones!" —Cubby & Axl Z100/New York

"With 120 spins, Jennifer Love Hewitt's clothes are off and good PHONES are coming in! TOP 10 POTENTIAL RESEARCH SCORES 3 WEEKS IN A ROW! Long Island loves Love!" —LJ & JJ Rize, WBLI

"Jennifer Love Hewitt is now getting Top 10 phones on Channel 93-3. If you give the song a chance IT WILL REACT!" —Diene Laird/PD, KHYS/San Diego

"Just over 100 spins on Jennifer Love, we put her into research and it goes #6 WITH OUR CORE!!" —Michael Yo, MD/Y100

"Jennifer Love Hewitt 'BareNaked' looks GRRREAT! Top 10 research and POWER at KZHT. One of the fastest reacting songs I have ever seen. People just love this." —Jeff McCartney, PD/KZHT

"Not many people realize that she is a TREMENDOUS SINGER/SONGWRITER. If you give 'BareNaked' a chance it's a TOP 10 SONG!" —Guy Zepoleon, Zepoleon Media Strategies

"'BareNaked' sounds AMAZING on the air! It has a positive lyric that compels you to listen. It is getting TOP 5 REQUESTS. I am certain that this will be a HUGE record!" —Steve Salvi, NY, OM/WTIC

Rolling Stone Cover This Friday!

MONITOR
Adult Top 40 (33) — (31)
• R&R Pop 39-38*

With her debut single on Jive Records, Love proves with conviction that she is an immensely talented songwriter and a passionate and expressive singer. See for yourself:

Today Show September 24
Jay Leno September 26
MTV's TRL October 7
Regis & Kelly October 8
The View October 11
All That October 12

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and Meredith Brooks
Produced by Meredith Brooks

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www.jenniferlovehewitt.com



PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS

BY ANGELA KING 615-321-4286 • aking@airplaymonitor.com

Today It's Create NTR Or Die!

The director of marketing for a major-market station recently vented about the lack of budget and staff she now has available to make each event work. "You have one promotion director and a part-time assistant, yet your promotional calendar has more appearances in one month than **Britney Spears**?" she says. "Plus, you have one station vehicle and no marketing budget?"

This Promogandist was making a plea for more help. "Hire people! How can you expect to do world-class promotions when you have one-and-a-half people? Great promotions on a shoestring budget is one thing, but making a spring-book campaign out of a paper clip is another."

As budgeting for the new year continues, we're hearing more and more frustration from our panel, and we're also hearing that they are being asked to do more, especially in the arena of non-traditional revenue. Many see NTR as a way to make up for potentially slim advertising dollars. The powers that be in radio have already recognized the appeal of NTR for advertisers looking for help in creating event marketing with radio as a partner. Whether it be wedding shows, fishing tournaments, or concert events, many stations have been working the NTR angle for years.

With an all-new emphasis on generating new station dollars with NTR, are Promogandists going to be expected to design and lead more NTR-related campaigns? Perhaps, they say. While it's still too early to tell how much more NTR responsibilities are going to fall under the auspices of Promogandists in 2003, some say they are already planning ahead.

Album rock **WXTB** (98 Rock) Tampa, Fla.'s **Mike Oliviero** says, "We plan on implementing a new [as-yet-unannounced] NTR event in 2003." But NTR isn't exactly outside what he normally does. "We pretty much have one NTR event per quarter, [and during] some quarters, two." His station does have an NTR director, but Oliviero says, "I try to help as much as possible."

Things are slightly different for album rock **KSJO** San Francisco's **Jim Sheehan**, who says he "works as one of the contributors" to the NTR department, but he doesn't see his role in that area expanding in the new year. In fact, his station is not planning any new NTR events in 2003. "There is such a thing as putting too many NTR events on your calendar and doing a lot of half-assed events. [I've] been there and done that."

So how do you strike a balance? Sheehan says, "The trick is finding the right events that work for both programming and sales and giving each enough time to do them right."

TAKING IT TO THE STREETS

Promogandists don't just come up with wacky attention-getters. Many also helped spearhead their station or city's commemoration of Sept. 11. Country **KYGO** Denver has staged a **Ride to Remember** in honor of fallen firefighters for the past six years. This

year, the annual motorcycle ride went across the country and arrived at memorials in New York; Washington, D.C.; and Somerset County, Pa., in the week leading up to the anniversary. The station says the ride, with local firefighters, is to "show solidarity and support for families."

Clear Channel/Miami organized a **Care-a-Van** parade for Sept. 11, allowing people to enter personal or commercial vehicles to honor and memorialize the day. The parade route ended at Lockhart Stadium for Freedom Day ceremonies and included a moment of silence at 8:45 a.m.

TOPICAL BAROMETER

TW	LW	TOPIC
1	2	Fall-book promos
2	3	Internet/Web-site use
3	4	Movies
4	6	Monday Night Football
5	5	Concerts
6	9	Halloween
7	-	Auto Racing
8	10	Live pro wrestling
9	-	The Osbournes promos
10	7	Fundraisers

HOTTEST NEW MOVIES: *Swimfan*, *One Hour Photo*, *Simone*, *The Transporter*

HOTTEST TV SHOWS: *Trading Spaces*, *The Anna Nicole Show*, *The Sopranos*, *Monday Night Football*

R&B adult **KBFB** (the Beat) Dallas air personality **Action Jaxon** is known for his participation in various community activities, usually to benefit AIDS/HIV education and awareness. For Sept. 11, he rode his bike from Dallas to New York to "show that the American spirit has not faded." A tour bus, draped in an enormous greeting card, followed him on his journey and parked in the vicinity of the New York memorial.

Citadel/Allentown, Pa., stations staged a picnic in honor of area fire, police, emergency medical, and armed services personnel. The stations provided food, drink, and entertainment as a way to commemorate Sept. 11 and remember the patriotic feelings it brought out.

Classic rock **WMGK** Philadelphia took part in a community event on the steps of the Philadelphia Art Museum, featuring local celebrities and the **Philadelphia Boys Choir**.

A GREAT SEASON

Country **KNIX** Phoenix morning team **Tim & Willy** donated \$5,000 to the local baseball franchise charities from sales of their CD, *I'm a Diamondback Fan: World Series Songs From a Championship Season*. The duo hope to raise another \$25,000 from the CD for a neighborhood center in downtown Phoenix.

Want to participate? E-mail your best promotions to aking@airplaymonitor.com.

PROMOGANDA HONOR ROLL

Dana Adams, CBS Charlotte, N.C. • Bob Adams, Clear Channel, Hartford, Conn. • Dan Brown, WTR, Miami • Melissa Burrell, WWS, Dallas • Scott Calabrese, WBR, Cincinnati • Loren Canfield, Clear Channel, Dallas • Mike Calabrese, WWS, Tampa, Fla. • Garry Dahl, KYGO, Denver • Garry Dahl, Clear Channel, Miami • Katie Evers, KML, San Francisco • Chris Evers, WWS, Charlotte, N.C. • Lisa Field, WMG, WBS, Greensboro, N.C. • Vicki French, KSN, KSN, Phoenix • Andrew Fleming, WLLD, Tampa, Fla. • Tim Freeman, KIS, Los Angeles • Greg Frey, KXON, San Diego • Jason Galt, WBR, Memphis • Laura Gammuto-Anderson, Clear Channel, New Haven, Conn. • Michael Gault, KRN, Chicago, Ill. • Kelly Goss, WPLJ, Philadelphia • Shannon Hanson, WMTX, Tampa, Fla. • Dave Hart, WWS, Cleveland • Melissa Haves, WWS, Washington, D.C. • Mary Harris, WBS, Raleigh, N.C. • Joe Holloman, WTT, Chattanooga, Tenn. • Adam Klein, WWS, WLSB, Boston • Peter Koppert, KRN, Denver • Jonathan Korb, CBS, Hartford, Conn. • John Lauman, WWS, Richmond, Va. • Sam Lantz, KPM, San Diego • Larry Lee, WLSB, Denver • Melissa Miles, KSTP, Minneapolis • Jane Monahan, KJLH, Phoenix • Barbara O'Connell, KPNR, Los Angeles • Mike O'Brien, WTR, Tampa, Fla. • Mike Patterson, KRBE, Houston • Jon Probert, WCHT, Charlotte, N.C. • Vicki Preston, WJL, Detroit • Gary Reardon, KXTE, Las Vegas • Jim Rigg, WWS, Orlando, Fla. • Stephanie Ringer, WWS, WWS, Buffalo, N.Y. • Jim Sheehan, KSJO, San Francisco • Sheila Silverman, WWS, Baltimore • Jason Sweeney, WWS, Long Island, N.Y. • Anne-Marie Strzelecki, WBS, Boston • Donna Talbot, WWS, Sacramento, Pa. • Tami Thill, WWS, Las Vegas • Wendie Voth, WWS, Washington, D.C. • Shannon Way, WPLJ, Tampa, Fla.

TOP 40 TOPICS

BY SEAN ROSS 646 654 4617 • sross@airplaymonitor.com

What's My Buffalo Stance? Search Me

I wasn't sure what to make of the news that the new **CKEY** (Wild 101) Buffalo, N.Y., is playing uncensored versions of rap songs as part of its switch to crossover R&B, something facilitated by more lenient broadcast regulations (on this score, anyway) for stations licensed to Canada. So I decided to travel back to the summer of '79 and ask my 16-year-old self what he thought.

"So what kinda shit are they playing?" he asked.

"They're playing everything."

"You mean, like, 'Voulez-vous coucher avec moi, ce soir,' except in English?"

"No, beyond that."

"Like the line in 'Hurricane' by **Bob Dylan** about the guy having 'no idea what kind of shit's about to go down'?"

"Beyond that, even."

"Like 'The Bitch Is Back' by **Elton John** and the jocks actually backsell it by name instead of just saying, 'That's from the *Caribou* album'?"

"Well, that word comes up a lot, because there's a rap record called 'Move Bitch,' but way beyond that, even."

"What the hell is rap?"

"It's actually only a few months away. It's artists talking instead of singing."

"Like **Millie Jackson**?"

"Well, they talk to the beat more than **Millie** does. For the first decade or so, it's going to be relatively innocuous. Then in about 12 years, it's going to become super explicit."

"Well, **Millie**'s pretty goddamn explicit now. She's got one song that is 'fuck you' sung over and over to classical music. And those long raps she does in the middle of her R&B songs talk a lot about women who would rather watch the soap operas than have sex and guys who won't perform certain acts, although I have only a vague sense now of why that's a big deal. But I think it's related to the line in 'Good Girls Don't' by **the Knack** about 'when she's sitting on your face' that the rock stations play but the top 40s don't."

"Trust me, it'll be an even more popular topic as time goes by. So you like **Millie**?"

"Oh, fuck yeah. Having the kind of social life

you'd expect of someone who wants to go into radio, she's where a lot of my information about adult sexuality comes from—her and **Richard Pryor**. And even though the lyrics aren't explicit, I also listen to a lot of country radio when no one's around, because it's also about cheating and drinking and manhood and all that shit."

"That's going to change, by the way. Country's going to get really big for a while, even with other people your age. Then there are only going to be songs about how important your family is and why you should leave work at a reasonable hour."

"That won't be a problem. I can't wait to get the hell off my summer job now. You mean people don't all leave at 4:59 p.m.?"

"Just wait," I warned him. "So imagine you could hear **Millie** on the radio now—not just the singles, but all of it. Would you want to?"

"Why the fuck not? Besides, it's the way both my friends talk." A pause. "Then again, right now I'm the only 16-year-old who's hip to her. I don't know how I'd feel if everyone was listening to her. I'd probably get tired of her and have to find some even raunchier shit."

"Or maybe there might ever be a time when you get tired of explicit lyrics."

"I can't imagine it now. And how come you're talking like my folks? You're not telling me that I'm going to stop cursing, are you?"

"Well, actually, yeah. During sophomore year, you're going to be in a **Wendy's** in Ann Arbor, Mich., with other people from the college station who think they're hot, er, stuff, and you're going to look up and realize the couple with the 6-year-old at the next table are staring at you. Very gradually over the next few decades, you will somehow develop a sense of what's appropriate. At some point, you'll possibly even realize that cursing for its own sake sounds stupid."

"Wow. That fucking sucks."

"Yeah, but think about it. You're going to want people to do stuff for you. What kind of job are you expecting where you're trying to talk people into doing what you want by bawling them out?"

"Putting together station concerts?"

RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTIONS DIRECTOR
Sept. 14	KVIL Dallas	Listener Appreciation Concert	Denise Terrin
	APPEARING: Michael McDonald, Christopher Cross, Tamara Walker		
Sept. 19	WKDD Akron, Ohio	Nurses' Night	Mark Borman
	APPEARING: Dana Glover		
Sept. 21	WBMX Boston	Mixfest 2002	Anne-Marie Strzelecki
	APPEARING: Pink, Def Leppard, Avril Lavigne, John Mayer, David Gray, Guster, Rubyhorse		
Sept. 21	WKSE Buffalo, N.Y.	Back to School Jam	Stephanie Ringer
	APPEARING: Mario, Amerie		
Sept. 23	WPLJ New York	Up Close and Personal	Theresa Angela
	APPEARING: Def Leppard		
Sept. 25	WTMX Chicago	After Five Live	Debbie Wagner
	APPEARING: Luce		
Sept. 28	WQXX Boston	Taste of Boston	Rob Hogan
	APPEARING: Amber, Laura Branigan, Gloria Gaynor		
Oct. 1	WLTW New York	One Night With Lite	Bridget Sullivan
	APPEARING: James Taylor, Kenny Loggins, Bonnie Raitt, Lonestar		
Oct. 5	WLLD Tampa, Fla.	Last Damn Show 4 Life	Andrew Fleming
	APPEARING: Trick Daddy, Mario, 3LW, Ying Yang Twins		
Oct. 11	WHTZ New York	Romeo Nation	Paul Miraldi
	APPEARING: Jennifer Love Hewitt, Mario		
Oct. 18	WQZQ Nashville	Party Birthday Party 6	Nikki Tyree
	APPEARING: TBA		

Let us monitor your event! Call Sean Ross at 646-654-4617 or e-mail sross@airplaymonitor.com

Party In Heaven



Do, the voice of DJ Sammy's "Heaven," stops by WPYM (Party 93.1) Miami. Pictured, from left, are promotion director Buster, Do, and PD Phil Michaels Trueba.

RADIOACTIVE

BY DANA HALL
ANGELA KING & SEAN ROSS

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Survey: 59% Think Radio's 'Getting Better'

Despite the heavily publicized complaints about radio in the consumer press, the latest Edison Media Research/Arbitron study on the Internet and radio listening finds that 59% of respondents actually believe radio is "getting better" vs. 19% who feel the medium is "getting worse." That puts it ahead of the No. 2 medium, the Internet, with 43% seeing improvement. Seventy-four percent say radio does a "good" or "very good" job of playing the music they want, while 70% have a similar response about their news and information needs.

Other findings of the "Internet 9" study hold that consumers who watch or listen to streaming media online actually buy more than 1 1/2 times the number of CDs of average Americans; two-thirds of those consumers are upset about not being able to listen to recently canceled Internet Webcasts and support congressional action on Webcasters' behalf. The percentage of respondents accessing streaming media has leveled off from 34% last year to 35% in July.

Web-radio users continue to listen first to their local stations, according to the survey, which describes 48% of respondents as listening to locals vs. 41% listening to other U.S. radio, with 8% listening to foreign radio.

While the Edison/Arbitron survey might not find dissatisfaction with radio, the latest study from Duncan's American Radio finds that the percentage of people using radio in any given quarter-hour continues its steady decline since 1993. That figure was down from 14.85% in 2001 to 14.55% this spring. It's down from 16.95% in 1993 and a high of 17.53% in spring 1989. Duncan's points out that because the population has risen, the number of people actually listening is still greater.

BUSINESS: SLY ROCKS

Former Clear Channel/Salt Lake City VP/market manager Tom Sly joins Marathon Media and its affiliated companies as COO. He is based at the company's Las Vegas properties.

The FCC has issued "hearing designation orders" on two unrelated station transfer deals in Beaumont, Texas. They are Cumulus' attempt to buy country KAYD from Hilco Communications and Clear Channel's attempted purchase of oldies

KCOL from Voice Broadcasting. The FCC says the combined market share of the two groups would exceed its market concentration rules. The transfer application process will now go to a hearing.

CRTC CHECKING CKEY'S LANGUAGE

Apparently, Canada's broadcast regulator isn't as laid-back about language as the new CKEY (Wild 101) Buffalo, N.Y., apparently thought. The Buffalo News reports that the Canadian Television-Radio and Telecommunications Council (CRTC) is investigating a complaint against the recent convert from adult top 40 for its decision to air unedited versions of certain hip-hop songs. CKEY isn't the first Canadian station to take advantage of CRTC regs that concentrate less on language than the lyrical intent of songs and DJs. CIMX (89X) Detroit tried a similar move during its three-way mid-'90s modern rock battle but went back to edited versions almost immediately.

CKEY's format change from modern AC to crossover R&B has also spurred some surprising e-mail at WVRV St. Louis, which shares its handle "101.1 the River" with CKEY's previous format.

PD Mark Edwards tells Monitor that distraught former CKEY listeners who search for the old station in Google have been getting WVRV's Web page. "We started getting [e-mails] last week, and we didn't know what they were talking about. People were bitching about this countdown we were airing [actually running on CKEY] and asking us to never change. Then they started getting really mean after the second or third day [when CKEY's new format was unveiled]."

Meanwhile, the New York Post reports that cancelled Infinity jocks Opie & Anthony might not be on the air anymore, but they're still getting paid. The paper reports that Infinity wouldn't be able to get out of the duo's reported three-year, \$30 million contract without paying them a substantial amount of that.

LABELS IRATE OVER RISING RATES

The Los Angeles Times continues its coverage of independent promotion with a recent story on the deal between Clear Channel and three independents—Teddy Astin, Wes Johnson, and



THE SPIN

BY PATRICK MCGOWAN 646 654 4634 • pmcgowan@airplaymonitor.com

'Idol' Winner Has Her 'Moment' On Chart

With five days of airplay, American Idol winner Kelly Clarkson debuts on three Airplay Monitor audience charts. "A Moment Like This" (RCA) enters the mainstream top 40 audience chart at No. 32, adult top 40 audience at No. 31, and AC audience chart at No. 28. The track also earns Most Airplay Adds at mainstream top 40, with 12% of those spins in overnight rotations. That is the lowest amount of overnight spins for a song that is No. 1 with Most Airplay Adds at mainstream top 40. The first detections came Sept. 4, the night of the American Idol finale. WKQI Detroit; KHKS Dallas; WRVW Nashville; WXXL Orlando, Fla.; and WXXX Burlington, Vt., all played the record that night. Taking the four full days for which radio had the record, it averages 248 mainstream top 40 spins per day. Extrapolate that to 1,741 for a full week, and the song would debut at No. 37 on the mainstream top 40 airplay chart.

Nelly scores his second No. 1 at mainstream, as "Dilemma" featuring Kelly Rowland ends Avril Lavigne's eight-week run on top. This marks the second time this year that one song has been No. 1 at mainstream, rhythmic, and crossover simultaneously. Nelly did the same in July with "Hot in Herre." Before that, TLC was the last act to hold down No. 1 on all three charts with "No Scrubs" in May 1999.

PANEL CHANGES: WBHH Norfolk, Va., is added to the crossover and R&B/hip-hop panels. The former now comprises 97 stations.

KZPT Tucson, Ariz., joins the adult top 40 and modern AC panels, while KKPN Corpus Christi, Texas, joins the adult top 40 panel. The adult top 40 panel now consists of 79 stations, and the modern AC panel has 45 stations.

AC KSSK Honolulu is temporarily removed from its panel because of technical issues. Rhythmic/crossover KISV Bakersfield, Calif., returns this week after being temporarily removed.

Following a change in frequencies, adult top 40/modern AC CKEY Buffalo, N.Y., is removed from the panel this week.

LABEL NEWS: Former Elektra VP of top 40 promotion Jeff Bardin joins Epic as VP of promotion operations.

MCA Records Dallas-based regional Mike Snow exits. He may be reached at blueshot@attbi.com or 972-417-0959.

Patty Morris joins Lost Highway Records in Nashville to head the label's promotion efforts. Morris is currently director of national promotion for adult formats at Island Def Jam Music Group in New York.

Rubin Rodriguez—at its R&B stations. The story features label claims that the May deal has sent label costs spiraling, saying that at adult R&B KHHT (Hot 92.3 Jamz) "prices surged 50%, with Clear Channel's new gatekeepers charging \$2,000 for each song added to its weekly playlist." Clear Channel tells the paper that it has no control over what promoters charge.

PROGRAMMING: CC CUTS PROGRAMMING STAFF

Three Clear Channel senior VPs of programming—Buddy Scott, Jack Taddeo, and Rich Hawkins—will exit the company Oct. 1 as that company trims its group programming staff.

Adult top 40 KMXW Wichita, Kan., PD J.J. Morgan exits.

WILN Panama City, Fla., PD Dylan Mackenzie is the new PD of WRTS (Star 104) Erie, Pa., replacing Shari McBride.

Waitt Radio Networks head of programming Mark Todd is looking for a PD for WRN's adult top 40 network to replace Brian Tucker. He also taps Omaha radio veteran Chuck Denver for middays on that network.

TRAGEDY OUTSIDE STATION

AP reports that a 21-year-old woman was killed on the sidewalk outside KIIS Los Angeles Sept. 10 while in a crowd of people waiting to meet Justin Timberlake, who was being interviewed on the station. 23-year-old Cameron Duty was arrested for investigation of murder, hit and run, and driving under the influence after allegedly backing into the crowd. Timberlake issued a statement that he was "horrified" to learn of the fan's death and "will soon announce a partnership... with Recording Artists, Actors & Athletes Against Drunk Driving to raise awareness of the horrors of drunk driving."

PEOPLE: NEW STARS IN BOSTON

Boston radio veteran Diana "Lady D" Steele joins rhythmic top 40 WQXS (Star 93.7) Boston for afternoons, replacing Michael Knight. New PD Jerry McKenna also taps former WKSS Hart-

Diddy Boom



P. Diddy, left, hangs with KSLZ (Z107.7) St. Louis PD Boomer during a recent station visit.

ford, Conn., APD/MD Mike McGowan for a newly created late-night shift, which means that night jock Joe Rosati's five-hour shift is shortened.

AC KESZ (99.9 K-EZ) Phoenix morning team Beth & Bill ink a new five-year pact with the station.

KHMX (Mix 96.5) Houston morning host Larry Moon exits the adult top 40 outlet.

With longtime morning host Jeff Wicker exiting WRVQ (Q94) Richmond, Va., PD Billy Surf is moving himself from afternoons to mornings, where he'll join the rest of the existing team.

KRBE Houston imaging director Freddy Cruz resurfaces in the same capacity at KDWB Minneapolis, replacing Kelly Doherty.

Geno Pearson, former PD of now-defunct adult top 40 WRRS Birmingham, Ala., is now doing P/T at modern AC rival WRAX and voice-work for AC sister WYSF.

Where Do More Top 40 Hits Start? At Rhythmic

Continued from page 1

40 vs. five the time previous.) But it was still mainstream top 40's first source for music, and that's even more the case now. Rhythmic top 40 was first or tied for first on 15 songs—more than one-third of the mainstream top 40 chart—and first outright on 12 of those, marking its greatest-ever influence.

Rhythmic was first to chart the two current hits apiece from Eminem and Nelly. It was also first on chart titles from 3LW, Angie Martinez, Fat Joe, Beenie Man, Jennifer Lopez, and Mario. It was tied for first with R&B on current titles from Eve and Monica, as well as P. Diddy's "I Need a Girl (Part One)." And despite the increasingly R&B lean of the format, it was also first on two dance titles from Daniel Bedingfield and Dirty Vegas.

R&B radio hasn't always had its hits acknowledged at mainstream top 40. When *Monitor* first took this survey in 1997, only one record had started at what was then called the mainstream R&B format. Now, *Monitor*'s R&B/hip-hop chart is represented at top 40 with seven titles, four of them songs that it started outright. That's its best showing ever. In addition to its three ties with rhythmic, R&B was first on the two current crossover hits from Ashanti as well as her crew, Irv Gotti Presents the Inc., and P. Diddy's "I Need a Girl (Part Two)." Then again, as hip-hop becomes the predominant music at R&B radio, it's not surprising that none of the records on the current mainstream top 40 chart got its start at adult R&B radio, which is increasingly relying on its own body of current music.

MORE ACTS, MORE DIVERSITY

In February 2000, during the heart of the teen-act boom, mainstream top 40 was first on 17 of its own hits—its high-water mark. By last September, however, that number had dropped to six. Most of the major Latin crossover acts were between projects (although Enrique Iglesias was about to chart with "Hero"), dance music was at a low point in its ongoing boom/bust cycle, and that left mainstream top 40 owning only 'N Sync, Mandy Moore, Jessica Simpson, O-Town, Willa Ford, and LFO, although some of those acts were already branching out beyond the sound that helped establish the teen-act genre in 1997.

This time, mainstream top 40 was first on eight songs, seven of them outright. And there was more stylistic diversity, with a return of dance and Latin acts. Mainstream top 40 was first on Pink, DJ Sammy & Yanou Featuring Do, Kylie Minogue, Vanessa Carlton, Shakira, Craig David, and the new No Doubt single. It was tied with adult top 40 for first on BBMak. It's interesting to note that two of the aforementioned acts were artists whose previous singles had started somewhere else. This time last year, David was representing rhythmic top 40, which didn't even chart "Walking Away." And No Doubt's previous single, "Hella Good," charted first at modern AC.

While the genre of new acts that many top 40

PDs seem to be the most excited about is the youthful crop of singer/songwriters, it's not a genre that mainstream top 40 owns outright. Modern AC was first on six records, two outright, with some help from Avril Lavigne and Michelle Branch (the latter shared with adult top 40). Modern AC has also taken possession of some one-time modern crossovers. In addition to the aforementioned No Doubt single, it was also tied for first on Sheryl Crow and Goo Goo Dolls (both with adult top 40) and Dave Matthews Band (a four-way tie with adult top 40, triple-A, and modern rock).

IN THE END, MODERN ROCK IS DOWN

Having provided an atypically low five hits to top 40 in late 2000, modern was on the rebound last fall, with hits from Staind, Lifeline, Incubus, Alien Ant Farm, Fuel, and others. (Linkin Park's "In the End" was still on the horizon as a mainstream top 40 hit at that point.) This year, modern was first on only five records, three of them outright. It was first on Jimmy Eat World, Our Lady Peace, and Hoobastank and tied for first on Chad Kroeger Featuring Josey Scott and Dave Matthews Band. That's the first time modern AC has ever sent more records to top 40 than the format that helped create it.

Ironically, modern's greatest influence was at a time when the format was, for many observers, in danger of morphing into the active rock format. Since then, modern has garnered attention by giving some of its hard rock and rap/metal slots to "neo-garage" and "emo" titles that would seem to be more palatable to the pop audience. But none of those acts are reaping the multi-million sales of a Staind or Linkin Park yet. Nor have most been worked to top 40, whose PDs may also be feeling a little burned by the refusal of certain rock acts to have anything to do with pop radio. And if Linkin Park isn't willing to play a top 40 station's summer concert, the White Stripes aren't likely to be there, either.

Modern rock's hegemony has also been challenged a little by an increasingly aggressive mainstream rock format. Album rock was first to chart current mainstream top 40 hits from Creed and Default, and it tied for first with modern on "Hero."

Triple-A was also first on three songs. It was tied on Crow and Dave Matthews Band and had John Mayer all to itself—"No Such Thing" first charted at the format Sept. 29, 2001.

Adult top 40 was tied for first on Goo Goo Dolls, Crow, BBMak, Branch, and Dave Matthews Band. That's similar to a year ago when it was also first on five songs, none of them outright.

By contrast, mainstream AC, which has never been first on more than two top 40 hits at a time, started none this year. Neither did country, although that could change this fall with the release of Dixie Chicks' cover of Fleetwood Mac's "Landslide."

MONITOR PROFILE

Albuquerque's KYLZ Now Has The Rhythmic Niche All To Itself

In Albuquerque, N.M., the market where KYLZ (Wild 106.3) PD Robb Royale has spent his entire radio career, his station and mainstream rival KKSS (Kiss 97.3) are finally carving separate niches, after a years-long war of attrition that saw not only musical positions but also staff members shift back and forth. Royale's first job was as a Kiss intern. His former Wild boss Tom Naylor is now the PD of WKSS.

The stations' shared history took a sharp turn about 18 months ago, when Kiss switched from rhythmic to a more mainstream approach, something that raised both

of the original staff members of KKSS when they first started back in the late '80s." Night guy Mark Anthony had that same shift at KKSS. Mr. Clean and Kiki hold down mornings, and middays went to Albuquerque resident Big Mona, who won a station contest for the slot two years ago. "At the time I really didn't know what to expect," Royale says. "Going through that process, some of the people are just scary. Never being in radio, [they] truly don't understand what the business is about." But that has a positive side in that "she didn't come with all the baggage . . . It was a fresh start."



ROBB ROYALE
Program Director

KYLZ Albuquerque, N.M.
Owner: American General Media
Ratings: 5.4-5.9-5.5-7.0

'We've truly managed to piss off quite a few people'

stations ratings in the spring Arbitron. (It also helps that the market's third top 40 is gone, flipping first to all-'80s, then to smooth jazz.) "We're both reaping the benefits of it," Royale says. "Before, when we were both rhythmic 40s, we were both sitting around with a 3.5 or 4 share. Now, in this last book, ever since the split we're at a 7.0 and they're at a 5.8. In the summer of last year, we were at a 5.4 and they were at a 3.9."

Some of that was simply from disenfranchised Kiss fans finding a new P1 home in Wild. But even a mainstream top 40 can play a lot of rhythmic music these days. "With the music the way it is now," Royale says, "you've got artists like Cam'ron who blew up in rhythmic and all of a sudden now they're crossing over to mainstream."

And that leaves a rhythmic station wondering what it can own. For one thing, there is the rapid change in rhythmic music. Sure, it's a driving force of mainstream top 40 now, but "a lot of it to me is worthless," Royale says, as the inevitable label land-rush happens, with labels picking up sound-alike talent. "They sign them, they'll get an album out of them at best, and then they're gone. Every now and then you do get the good songs that come through, but a lot of it is just cookie-cutter. Music right now has gotten to the point where it truly is like what used to be called 'corporate rock.'"

That will negatively affect the pool of music from which Kiss will be able to draw, while Wild can still tap regional hits from NB Ridaz and ODM. "NB Ridaz—what they do works. The audience hears it immediately and they vibe to it. That ODM record, 'Closer'—the audience hears it; it works for them," Royale says. "There are things here that work here that don't work anywhere else, [and] because the possibility of them crossing over to pop is really slim, they're unique unto this station."

Like Royale himself, some of his staffers have had previous experience in the Albuquerque market. Afternoon host D.J. Lopez is "a market legend," Royale says. "He's one



3 P.M.

Nelly Feat. Kelly Rowland, "Dilemma"
ODM, "Closer"
Ice Cube, "We Be Clubbin' "
Ludacris Feat. Mystikal & Infamous 2.0, "Move B***h"
Lil' Flip, "The Way We Ball"
Trick Daddy Feat. Cee-Lo & Big Boi, "In Da Wind"
P. Diddy Feat. Usher & Loon, "I Need a Girl (Part One)"
Eve Feat. Alicia Keys, "Gangsta Lovin' "
Nelly, "Hot in Herre"
N.O.R.E., "Nothin' "
Clipse, "When the Last Time"

And how is Mona's boss training her and her counterparts? "I take a laid-back approach," Royale says. "I give my jocks pretty much free reign." While some staffers may occasionally be tempted to take advantage of that freedom, "for the most part, it's working out for us."

KYLZ started life as eclectic dance outlet KDNR before American General Media (AGM) bought it, changed the calls, and gave it the rhythmic stance it has today. "We had our few faithful dance listeners, but it really wasn't making the company any money," Royale says. "KKSS was beating us doing the hip-hop thing, so when we flipped it up, essentially we became two rhythmic stations."

Royale says that "we've truly managed to piss off quite a few people" in the market who didn't see owner AGM as a viable player. "When they first took over, I don't think any of the other groups thought we had any kind of chance here, especially Clear Channel." Now that the cluster has three top 10 spots in the market, including Wild's No. 2 showing, people have taken notice.

"Eventually, someone's going to start up another rhythmic station," Royale says, but he thinks that may negatively affect Kiss before his station, especially if Clear Channel takes up the challenge. "They might see it [as worthwhile], but then again, when us and Kiss were both rhythmic 40s, we were both splitting an 8, maybe a 9 share. And yeah, Clear Channel has got the money and I'm sure they could outspend us, but it would take a while. It took us a couple of years before we actually beat Kiss."

Royale also speculates that "Clear Channel seems to have gone after every station that has the 'Kiss' name and sued them for their name, yet they haven't done that here," he says. But since KYLZ's sister KISV Bakersfield, Calif., has had that experience, "I figure the day is coming when eventually they will do that." **MARC SCHIFFMAN**

Bolton . . . On The KOST



Michael Bolton headlined KOST (Coast 103.5) Los Angeles' Lovesongs Live Concert in nearby Orange County. Pictured, from left, are Lovesongs on the Coast host Karen Sharp, morning host Kim Amidon, Bolton, and morning host Mark Wallengren.

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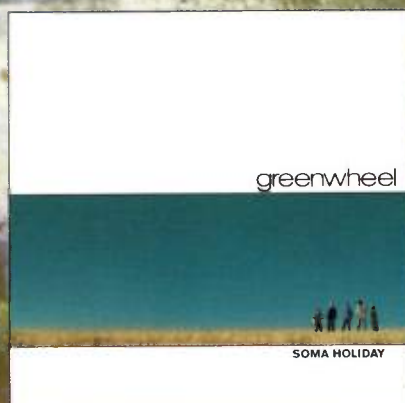
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FABRICIUS FEAT. D. BROWN - HUGGED ENCE	1352/22/4	ISX66	2622/24	IFNF	2722/12	AMEN - L. ANONE	2822/25	LA - LIND	2922/26
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Norfolk Orlando	WWVZ WPTO	65 62	63 44	57 90	52 532	Charl., WV	WWVZ	50 56	56 56	510	Norfolk Orlando	WWVZ WPTO	- -	17 13	- 54	Charl., WV	WWVZ	30 27	23 120	Norfolk Orlando	WWVZ WPTO	50 33	58 29	56 19	355 83	Charl., WV	WWVZ	40 33	33 33	367	Norfolk Orlando	WWVZ WPTO	2 1	2 1	2 1	14	Charl., WV	WWVZ	3 2	2 2	14	Norfolk Orlando	WWVZ WPTO	1 1	- -	- -	1	Charl., WV	WWVZ	16 -	- -	- -	16
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NEW STATIONS

KELLY CLARKSON *A Moment Like This* (RCA)

KBKS, KDND, KFMD, KHKS, KHTS, KIIS, KKRZ, KLLA, KQAR, KQKQ, KRBE, KRBY, KRQQ, KZHT, WAEB, WAEV, WAEZ, WAKS, WAYV, WBLJ, WBZZ, WDJX, WDKF, WDRQ, WFLY, WFLZ, WHKF, WHTZ, WIHT, WIOQ, WIXX, WJJS, WKFS, WKGS, WKQI, WKSC, WKSE, WKSS, WKSZ, WKXJ, WKZL, WLDI, WLKT, WNKS, WNOU, WPRO, WPST, WQEN, WRVV, WSTR, WWWQ, WXKS, WXXL, WXXY, WZEE

Total Stations With Six Or More Detections: 55

TOTAL DETECTIONS BY DAYPART: 6-10 22%, 10-3 24%, 3-7 22%, 7-12 21%, 12-6A 12%

CHRISTINA AGUILERA *Dirrty* (BCA)

KDND, KKMZ, KKRZ, KKSS, KLAL, KLZR, KMXV, KOAR, KOKO, KRQQ, KSLZ, KTFM, KXXM, WBAM, WBFA, WBLI, WBZZ, WCIL, WDBT, WDJJ, WHFK, WHYI, WJBO, WJJS, WKQI, WKSE, WKSZ, WMEG, WNOK, WPRO, WRHT, WRVW, WSNX, WSSX, WTKB, WOLK, WXXX, WYCR, WZAT, WZNY, WZYP

Total Stations With Six Or More Detections: 85

TOTAL DETECTIONS BY DAYPART: 6-10 6%, 10-3 17%, 3-7 19%, 7-12 30%, 12-6A 28%

JUSTIN TIMBERLAKE *Like I Love You (Jive)*

KBFM, KHFI, KKDM, KKMG, WAEB, WAEZ, WAPE, WAYV, WBFA, WBHT, WCGQ, WDCG, WGTZ, WMEG, WNCI, WNOK, WQOZ, WRVQ, WRVW, WSNX, WWSR, WWCK, WWST, WXSS, WXXX, WYOY, WZEE

Total Stations With Six Or More Detections: 111

TOTAL DETECTIONS BY PAYPART: 6-10 9%, 10-3 17%, 3-7 16%, 7-12 33%, 12-6A 25%

AVRIL LAVIGNE *Sk8er Boi* (Arista)

KBFM, KCHZ, KDDM, KDMG, KKSS, WABB, WAEV, WBAM, WDCG, WFHN, WFLZ, WHOT, WMEG, WNOK, WQEN, WQZQ,
WBHT, WSTR, WXXB, WXXS, WYQY, WZYP

Total Stations With Six Or More Detections: 120

TOTAL DETECTIONS BY DAYPART: 6-10 10%, 10-3 15%, 3-7 17%, 7-12 34%, 12-6A 24%

LIFEHOUSE *Spin (DreamWorks)*

EN ENCORE *Spin (Dreamworks)*
KHTO, WBBO, WBFA, WDJX, WGTZ, WHOT, WIOG, WKCI, WKSS, WPRO, WRHT, WSSX, WYSR, WWCK, WXLK, WXSS,
WXXY, WYOV, WZYP

Total Stations With Six Or More Detections: 25

TOTAL DETECTIONS BY DAYPART: 6-10 **8%** 10-3 **13%** 3-7 **15%** 7-12 **19%** 12-6A **46%**

[illegible]

NEW STATIONS reflects stations playing song 6 or more times for the first time. **TOTAL** reflects stations playing song 6 or more times. **DAYPART%** reflects total detections on all stations

This week's chart is the **final week of eligibility in determining this year's Airplay Leaders!**

Look out for the announcement of 2002's Airplay Leaders in our special issue...

AIRPLAY LEADERS IV

ISSUE DATE: OCTOBER 25