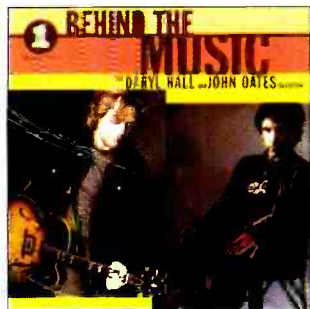


NEWSSTAND PRICE \$6.50

### Hall & Oates Do It Again

Daryl Hall & John Oates have had a host of hit songs over the decades, and this week the duo climb to No. 1 on R&R's AC chart with "Do It for Love" on BMG Heritage. The song bypassed traditional promotional channels in its climb to the top, making their latest accomplishment especially impressive.



# R&R

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**AUGUST 30, 2002**

### Record Buyers Theme Issue

All of R&R's music editors this week focus on the breakthrough "National Record Buyers Study II" survey of the habits of record buyers commissioned by R&R and conducted by Edison Media Research. Some of the study's insights were unveiled at R&R Convention 2002; in this week's issue of R&R we provide detailed, format-by-format breakouts.



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NAB Hall of Fame commercial legend **Dick Orkin** reminds us of what's really important in today's busy world. He takes time out to pay tribute to a few of his friends and co-workers who have passed away recently. Our Management, Marketing & Sales section also features seven tips from consultant **Maureen Bulley** on how you can still take advantage of back-to-school business, and we have a September promotional calendar that you can clip 'n' save.

Pages 8-11

**LEGENDS**

**Les Garland** wasn't thinking about a radio career when he was growing up in Springfield, MO, opting instead to hang with musicians and songwriters. But on a fateful trip to start college in Dallas, Garland was bitten by the radio bug, and a wonderful career in radio programming ensued. The first part of his career is detailed in this week's Legends.

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**IN THE NEWS**

- **LMIV** Internet venture to shut doors next month
- **L.J. Smith** named Regional Dir./ Programming for Clear Channel/ Southwest; **Crash Poteet** becomes PD for KTST/Oklahoma City
- **Brian Bridgman** rises to OM of WIOQ & WSNI/Philadelphia; **Brian Check** becomes PD of WSNI

Page 3

**THIS #1 WEEK**

- CHR/POP**
  - **AVRIL LAVIGNE** Complicated (Arista)
- CHR/RHYTHMIC**
  - **NELLY/KELLY ROWLAND** Dilemma (Fo' Feel/Universal)
- URBAN**
  - **NELLY/KELLY ROWLAND** Dilemma (Fo' Feel/Universal)
- URBAN AC**
  - **RUFF ENOZ** Someone To Love You (Epic)
- COUNTRY**
  - **KENNY CHESNEY** The Good Stuff (BNA)
- AC**
  - **HALL & DATES** Do It For Love (BMG/Heritage)
- HOT AC**
  - **AVRIL LAVIGNE** Complicated (Arista)
- SMOOTH JAZZ**
  - **JOE SAMPLE** X Marks The Spot (PRA/GRP/VMG)
- ROCK**
  - **RED HOT CHILI PEPPERS** By The Way (Warner Bros.)
- ACTIVE ROCK**
  - **SYSTEM OF A DOWN** Aerials (American/Columbia)
- ALTERNATIVE**
  - **RED HOT CHILI PEPPERS** By The Way (Warner Bros.)
- TRIPLE A**
  - **DAVE MATTHEWS BAND** Where Are You Going (RCA)



**Piracy Blamed For Another Steep Decline In CD Sales**

■ **7% drop in shipments follows 5% loss in '01**

By **RON RODRIGUES**  
R&R EDITOR-IN-CHIEF  
ronr@radioandrecords.com

The recording industry is in the throes of a second consecutive awful year, and it lays practically all of its troubles squarely at the feet of young file-sharers.

Retail shipments of CDs were

off 7% in the first six months of 2002, according to the **RIAA**. It's the steepest decline in CD sales on the books, and it follows a 5.3% drop in CD shipments for full-year 2001 — the first time CD shipments showed a year-to-year decline.

**RIAA/See Page 20**

**FCC Opens Investigation Into WNEW, Opie & Anthony**

■ **Talk duo fired after St. Patrick's Cathedral sex stunt outrages religious groups, listeners**

By **AL PETERSON**  
R&R NEWS/TALK/SPORTS EDITOR  
apeterson@radioandrecords.com

WNEW/New York afternoon talk hosts **Opie & Anthony** (a.k.a. Gregg Hughes and Anthony Cumia) were fired Aug. 22 after their employer, **Infinity Broadcasting**, became the target of increasing public protests and a pending FCC investigation stemming from the pair's now-infamous sex stunt at St. Patrick's Cathedral. A terse statement issued by the company late last week stated simply, "Based on recent events, *The Opie & Anthony Show* has been canceled and will be replaced by other programming."

The demise of the controversial talk duo's daily local afternoon show — which was also syndicated to affiliates nationwide via Infinity and Westwood One — came less than a week after Opie & Anthony aired a live play-by-play description of a Virginia couple allegedly having sex inside the famed New York City cathedral. The couple — who were arrested after being caught in the act by a church

usher — were participants in a contest staged by Opie & Anthony in which people were reportedly awarded prize points for having sex in designated public venues around the city.

The stunt prompted protests from various civic and religious



**Opie & Anthony**

groups — including New York's Catholic League for Religious & Civil Rights, which called for an immediate investigation by the FCC and revocation of WNEW's broadcast license.

Infinity initially responded to the furor by suspending WNEW and WJFK-FM/Washington VP/GM Ken Stevens and WNEW PD Jeremy Coleman. WNEW named Gary Blum acting GM and Andy Schuon acting PD, and WJFK tapped Alan Leinwand as acting GM.

**INFINITY/See Page 20**

**Senator Seeks Re-Examination Of Standards In Broadcasting**

By **JOE HOWARD**  
R&R WASHINGTON BUREAU  
jhoward@radioandrecords.com

The list of people angry with former WNEW/New York afternoon hosts **Opie & Anthony** — which already included their former bosses at Infinity, Viacom and Westwood One, as well as FCC Chairman **Michael Powell** — continues to grow. Now a Capitol Hill leader has expressed his opinion about the controversial stunt that got the talk duo fired.

**Sen. Joseph Lieberman** weighed in Aug. 23 on what he called the "despicable" sex stunt at St. Patrick's Cathedral, applauding Infinity and Viacom for acting "quickly and decisively" by firing Opie & Anthony and suspending WNEW management.

"What the hosts of *The Opie & Anthony Show* did, and what their superiors at WNEW allowed, was beyond indecent," Lieberman said. "It was a dese-



**Lieberman**

cration, both of a great American sacred place and of our common American values. With its swift decision to cancel the show and suspend the station supervisors, Infinity did exactly what I and many others have been asking of the entertainment industry — they drew a line and made clear that this kind of abuse of the public airwaves is unacceptable."

At the same time Lieberman called for regulators to take a closer look at what's going out over U.S. airwaves. He said, "I hope [the firing of Opie & Anthony] will not be the final word on the subject, but the starting point for a re-examination of broadcast radio and television standards."

Meanwhile, the **Morality in Media** organization blamed the FCC for the uproar over Opie & Anthony. "Radio shock jocks routinely utter language over the

**LIEBERMAN/See Page 20**

**Radio Ad Spending Increases 8% In 2002's First Half**

By **JULIE GIDLOW**  
R&R NEWS EDITOR  
jgidlow@radioandrecords.com

Providing further proof of a recovery in ad spending, ad-tracking firm **CMR** this week reported that expenditures for national radio, as well as local radio in 30 markets, totaled \$4.2 billion in the first half of this year, an 8% rise from the \$3.9 billion spent in the first half of 2001. Radio was the second-highest gainer in the period, behind Spanish-language network TV's whopping 27% rise.

Compare those figures to network and spot-TV spending, which were both up 4%; local

**SPENDING/See Page 13**



**Dees: He's The F'n Prince Of Mornings!**

Clear Channel CHR/Pop powerhouse **KIIS/Los Angeles** decided to put its own spin on the popular MTV show *The Osbournes* by introducing its morning show personalities into the mix as "The Deesbournes." MTV has not commented on whether it plans to pick up KIIS's version of the program, but rumor has it that host **Rick Dees** has started classes on how to speak with an English accent and is looking for a pet bat. Southern California residents can catch this reality series on billboards around Los Angeles, including a sign prominently displayed on Sunset Boulevard in Hollywood.



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**MTV spots on TRL running this week.**

**Nick Video Picks, August 30.**

**AOL KEYWORD: Justincase**



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**maverick.com/justincase AOL Keyword: justincase**

produced by john shanks mixed by chris lord-alge management: jeff rabhan for the firm

## CC Ups Smith To Southwest Region Dir./Programming

### ■ Poteet to 'TST PD

L.J. Smith, Director/Programming for Clear Channel's Oklahoma City cluster, has added Regional Director/Programming duties for the company's Southwest region.

His new duties give him programming oversight for Clear Channel stations in Oklahoma, Arkansas, North Texas and a few other markets throughout the Southwest. He'll cover about 10 markets in all and work with all formats. Smith will also continue as PD of Country KXXY/Oklahoma City until later this year, when he expects to name a successor.

"I appreciate Clear Channel giving me this opportunity," Smith told R&R. "As a consultant, I've always done multiple formats, which I really enjoy, because it gives me the chance to work with a lot of really good people."

Smith joined Clear Channel/Oklahoma City as Director/Programming in January and added PD duties for the cluster's Country KTST (Twister) & KXXY in February. He previously worked at Broadcast Programming (now Jones Radio Networks), where he was Director/Consulting when he resigned.

One of Smith's first orders of business was to promote KTST Asst. PD/MD/morning personality **Crash Poteet** to PD of that station. Smith said of Poteet, "Crash is a very knowledgeable programmer who loves this format and loves this station. He was the obvious choice to be PD of Twister."

Poteet was PD/morning personality at KCKR/Waco, TX when he moved to KTST for afternoon drive in December 1997. He segued to mornings in 1999 and was upped to Asst. PD/MD the following year. His programming experience also includes stints at KKOW/Pittsburg, KS and KIXQ-FM/Joplin, MO.

## R&R Observes Labor Day

In observance of the Labor Day holiday, R&R's Los Angeles, Nashville and Washington, DC offices will be closed Monday, Sept. 2.



Smith

## Stars In Universal



Universal Music Group recently held its third annual Star Performers Awards Dinner in Los Angeles. Universal Music & Video Distribution President Jim Urie and Universal Manufacturing & Logistics President Pete Scifres and other Universal employees enjoyed dinner and were recognized for their excellence and commitment to UMG's success.

## Local Media Internet Venture To Close Shop By Sept. 30

By BRIDA CONNOLLY  
R&R ASST. MANAGING EDITOR  
bconnolly@radioandrecords.com

**Local Media Internet Venture**, the ambitious Internet enterprise founded and owned by Emmis Communications, Bonneville International, Entercom Communications and Canadian broadcaster Corus Entertainment, will cease operations by the end of September.

LMiV President/CEO Jack Swarbrick said, "Unfortunately, the fundamental change in the economic viability of streaming" — brought about by the recent webcast-royalties decisions — "and the recession in the broadcast advertising market

have conspired to cause many radio stations to reduce the resources they are allocating to their interactive efforts. As we continued to encounter prospective customers who loved our product but couldn't find the funds in the 2003 budget to become affiliates, we knew that it was time to shut down LMiV."

The five broadcasters announced the creation of LMiV at the NAB Radio Show in September 2000, saying the new company's mission was to create a network of radio-station websites and to provide technology, content and marketing to

LMiV/See Page 13

## Bridgman Now WIOQ & WSNI/Philly OM

### ■ Check checks in to program 'Sunny 104.5'

**Brian Bridgman**, PD of Clear Channel's CHR/Pop **WIOQ/Philadelphia**, has added OM duties for that station and gold-based AC **WSNI/Philadelphia**. At the same time, **Brian Check** — who has served as PD of WAEB/Allentown of a decade — has been named PD for WSNI.

The moves follow the exit of Clear Channel/Philadelphia VP/Cluster Operations Dave Allan and come less than a month after WSNI debuted as "Sunny 104.5," with a format that plays hits from such artists as ABBA, Neil Diamond, Billy Joel, Hall & Oates and James Taylor.

"I'm honored to step in as OM for WIOQ & WSNI," Bridgman said.

"We've heard that WSNI's 104.5 frequency is cursed, and if that's true, that's about to change. WSNI is not only unique, it's completely Philadelphia. I'm confident that, with Brian Check in place and fully understanding the nuances of this unorthodox approach to adult radio, the 104.5 frequency will once again become a dominant force among women 40+."

Check said, "This is a very exciting time. We're building WSNI from the ground up and exploring uncharted territory by bringing back the softer hits of the '60s and '70s. These are songs that haven't been heard for a very long time, and the response has been overwhelming."

AUGUST 30, 2002

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## James And The Chicks



As part of CMT's ongoing Crossroads series, which pairs country artists with musicians from other genres, The Dixie Chicks swapped stories and performed with James Taylor for an episode that will air on Sunday, Oct. 20. Pictured here are (l-r) Dixie Chick Natalie Maines, CMT VP/Music & Talent Chris Parr, the Chicks' Martie Maguire, CMT VP/Program Development & Production Kaye Zusmann, VH1 Sr. VP & Editorial Director Bill Flanagan, Taylor, VH1/CMT COO Ann Sarnoff, CMT Sr. VP/GM Brian Philips and Dixie Chick Emily Robison.

## RCA Music Group Taps Foster As EVP

Neil Foster has been named Exec. VP of the **RCA Music Group**, reporting to company Chairman Bob Jamieson.

"This appointment continues a long-standing partnership that Neil and I have had, first at RCA Records and most recently at BMG North America," Jamieson said. "I am pleased to



Foster

have him join me again, and I am confident that he will be a driving force in the development of the RCA Music Group."

Foster will work with Jamieson to oversee the day-to-day operations at RCA Music Group, which includes RCA Records.

FOSTER/See Page 13

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## FCC Denies Saga Petition; Changes Rules

By Joe Howard  
R&R WASHINGTON BUREAU  
jhoward@radioandrecords.com

The FCC has ruled that objections raised by **Saga Communications** concerning the sale of WYVR/Petersburg, IL are valid, but it has denied Saga's request that the commission overturn its approval of the station's sale to Long Nine Inc. Instead, the FCC has changed its rules for the filing of sale applications.

The commission agreed that Long Nine's application for the 2001 sale was falsely certified to be complete, but it rejected Saga's contention that the omissions created an incomplete filing, saying the information provided by Long Nine and seller LUJ Inc. was sufficient to process the deal. The FCC has now changed its rules to state that

certain information isn't required in sale applications.

The commission noted, "It has been longstanding staff practice to accept assignment and transfer of control applications containing sales contracts that omit schedules and exhibits that are not material to our review." Long Nine admitted that certain information

had been left out of its application but said none of the missing information was relevant to the deal's processing.

Until it can prepare new forms, the FCC has adopted an interim procedure that requires station-sale applicants that choose not to include all the information requested on assignment-of-license or transfer-of-control forms to attach exhibits explaining why information is being omitted. In particular, the FCC said that while data regarding employee-benefit plans or vendor-supply contracts isn't necessary, applicants must still include sale prices and other essential information.

### Latest Calls From Wall Street

A collection of the latest industry analysts' calls from Wall Street.

Company	Company	Rating	Target Price
Clear Channel Communications	Jason Helfstein, CIBC World Markets	Strong buy	\$45
	Niraj Gupta, Salomon Smith Barney	Buy	\$40
	Jessica Reif Cohen, Merrill Lynch	Strong buy	\$35
	Michael Russell, Morgan Stanley	Overweight	\$50
Disney Co.	Jessica Reif Cohen, Merrill Lynch	Hold	\$17-\$18
Entercom Communications	Jason Helfstein, CIBC World Markets	Buy	\$47

ANALYSTS/See Page 14

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# NAB 2002

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## BUSINESS BRIEFS

### Hogan Remarks On Michaels' Style

Newly minted Clear Channel Radio CEO **John Hogan** told Reuters last week that the flashy public style of his predecessor, **Randy Michaels**, "tended to distract a lot of people." But Hogan was nonetheless quick to praise Michaels as a visionary and said that working with Michaels was like earning a doctorate in "radio engineering, programming and acquisitions."

Hogan also addressed allegations that Clear Channel abuses its dominant position in the radio and concert-promotion businesses to force artists to play at its venues. "It's absolutely, unequivocally not true," he said. "It just doesn't happen. It's not how we do business. What we do on the entertainment side does not impact airplay." Hogan added that he is interested in improving Clear Channel's relationship with the record industry and said, "The perception of Clear Channel held by the recording industry is incorrect and inaccurate. One way to address that is to have better and open communications."

In another interview, with the *Los Angeles Times*, Hogan said Clear Channel's radio division will no longer use Michaels' jet service, Radioactive. Michaels reportedly billed Clear Channel \$447,100 last year for the use of his privately owned plane.

### Librarian Of Congress Asks For Limit On Royalties Appeals

Librarian of Congress **James Billington** accepted the Copyright Arbitration Royalty Panel's webcast performance royalties rates in June, and the RIAA and about two dozen webcasters last month filed notices of intent to appeal those rates. But last week RAIN: Radio And Internet Newsletter reported that Billington has filed a motion with the U.S. Court of Appeals asking that only those who were parties to the original CARP be allowed to appeal the rates. According to RAIN, the motion argues that the word *party* in the Copyright Law provision saying "any aggrieved party who would be bound by the determination" may appeal the Librarian's decisions should be interpreted to mean only parties to an original proceeding — not any entity affected by a decision. Among those who have said they will appeal, the RIAA and Live365 took part in the CARP; most of the other appellants are smaller webcasters that did not participate in the panel.

### Will Bertelsmann Get Napster After All?

The bidding deadline in the creditor-organized **Napster** auction has come and gone, and **Bertelsmann** remains the only party in the running to take over the bankrupt file-sharing service's assets. The auction had an opening price of \$25 million, and, had another potential buyer materialized, the creditors' committee promoting the sale would have tried to get a legal ruling that the more than \$85 million in loans Bertelsmann has made to Napster should not be treated as part of Bertelsmann's bid. That would reduce Bertelsmann's offer to the \$8 million-\$9 million it pledged to pay Napster's creditors back in May. Even in the absence of another bidder, some creditors this week submitted sealed objections to the Delaware bankruptcy court handling the case; those objections reportedly concern the way Bertelsmann's Napster funding has been interpreted by the court. What was to have been the final court hearing was set for Aug. 29, but the creditors' objections could still block or delay the deal.

### Females Scarce In Clear Channel, Viacom Leadership

**Clear Channel Communications** has no women on its 11-member board of directors, and **Viacom** has only two women on its 18-member board, according to a study released this week by the Annenberg Public Policy Center. The study also found that, among the top 10 entertainment companies, which also include Disney and AOL Time Warner, women comprise only 13% of the directors and 14% of the executives. FOX Entertainment and USA Networks have no women among their top executives, and AMC Entertainment has no women on its board.

"With few exceptions, we have not moved beyond tokenism in the number of women in top leadership positions," Annenberg Director/Information & Society Section and former FCC Commissioner Susan Ness said. Ness believes that recent corporate scandals may present an opportunity for women to join the ranks of companies looking to add independent board members — but added that women should not be chosen only to promote diversity. She said, "Women are ready with the expertise, the commitment and the talent to provide shareholders and management with knowledgeable and dedicated service."

Continued on Page 14

### R&R Stock Index

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

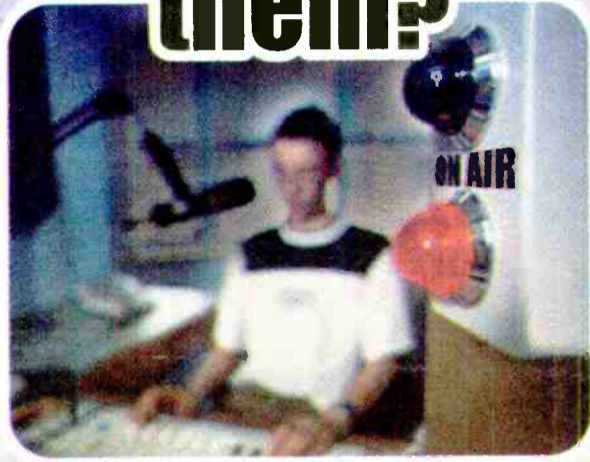
	8/23/01	8/16/02	8/23/02	Change Since	8/16/02-8/23/02
R&R Stock Index	239.19	181.62	189.23	-21%	+4%
Dow Industrials	10,276.90	8,778.06	8,872.96	-13.6%	+1%
S&P 500	1165.31	928.77	940.86	-19%	+1.3%

WORLD'S BEST BEAT-MIXING - CHARISMATIC DJ HOST - TOTALLY INTERACTIVE - SPONSOR-FRIENDLY AT PREMIUM RATES - LIVE PERFORMANCES - DIGITAL LIVE SATELLITE - 100% LISTENER-DRIVEN HITS - SPECTACULAR PRODUCTION - SUPERSTAR GUESTS

HOME MOVIES...OR HOLLYWOOD.....

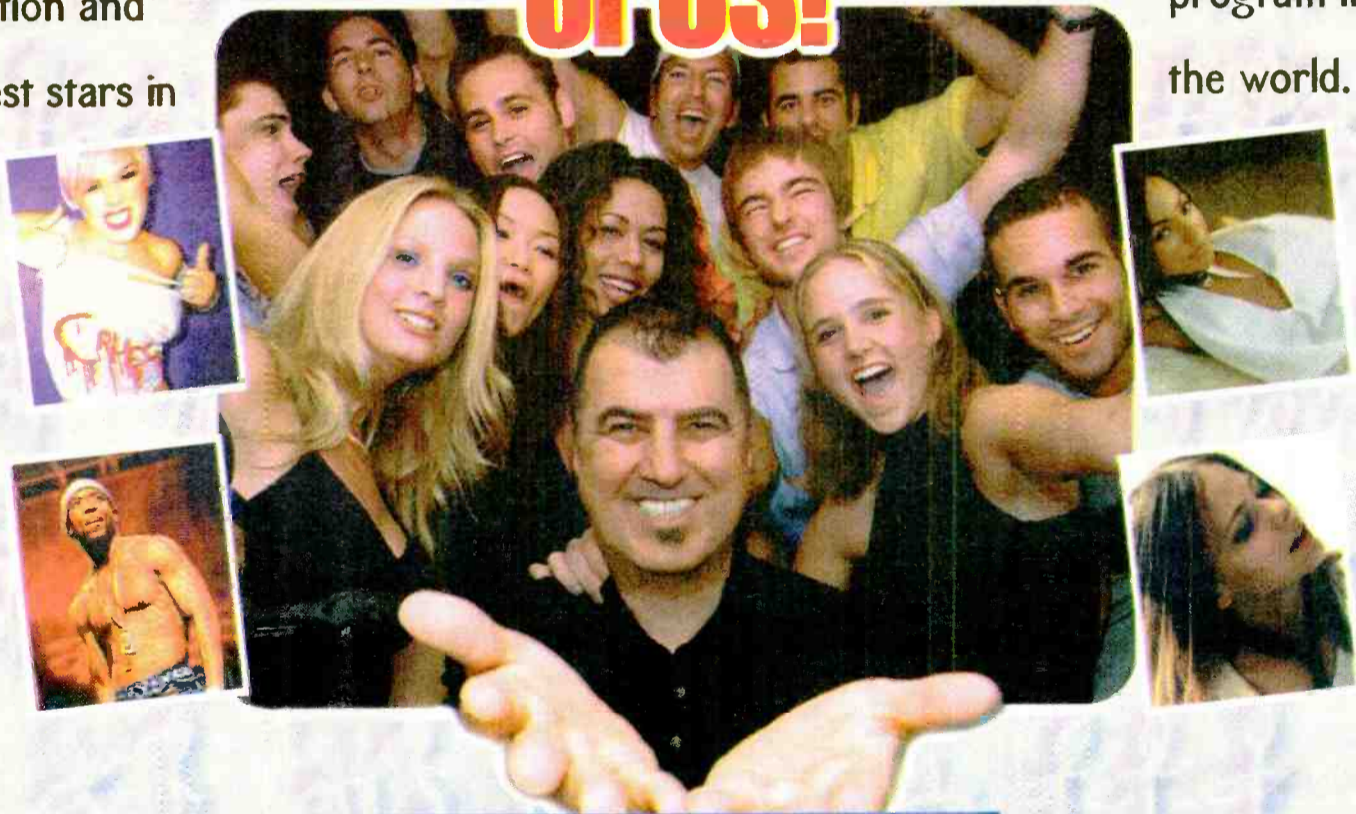
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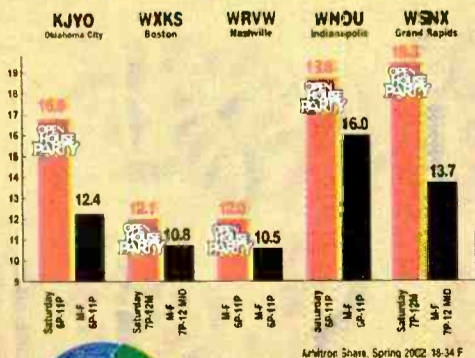


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## DEAL OF THE WEEK

• **Backyard/Sabre Merger**  
**\$42 million**

## 2002 DEALS TO DATE

**Dollars to Date: \$4,624,369,070**  
(Last Year: \$3,863,600,728)

**Dollars This Quarter: \$194,893,935**  
(Last Year: \$236,694,925)

**Stations Traded This Year: 541**  
(Last Year: 1,043)

**Stations Traded This Quarter: 112**  
(Last Year: 133)

## TRANSACTIONS AT A GLANCE

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

- KABK-FM/Augusta, AR \$2.75 million
- KURS-AM/San Diego, CA \$8.5 million
- KJDJ-AM/San Luis Obispo, CA \$400,000
- KKRK-FM/Albuquerque, KIOT-FM/Los Lunas (Albuquerque), KOSZ-FM/Rio Rancho (Albuquerque) and KKSS-FM & KRQS-FM/Santa Fe (Albuquerque), NM \$22.5 million
- WCCS-AM/Homer City (Indiana), PA \$650,000
- WKWX-FM/Savannah, TN \$435,000
- WDBL-FM & AM/Springfield, TN \$1.5 million
- KTXC-FM/Lamesa (Odessa-Midland), TX \$740,000

## Backyard Expands Turf With Sabre Deal

■ **Purchases 20 stations in three states in \$42 million deal**

### Multistate Deal

#### Backyard/Sabre Merger

**PRICE:** \$42 million  
**TERMS:** Asset sale for stock  
**BUYER:** Backyard Broadcasting, headed by President/CEO Barry Drake. No phone listed. It owns two other stations. This represents its entry into these markets.  
**SELLER:** Sabre Communications Inc., headed by President/COO Paul Rothfuss. Phone: 570-323-8200

**BROKER:** Terry Greenwood of Patrick Communications  
**COMMENT:** Backyard Broadcasting is purchasing 100% of the outstanding stock of Sabre Communications for \$42 million. There are 20 stations involved in the deal.

### Indiana

**WHTI-FM/Alexandria,**  
**WHBU-AM/Anderson,**

**WURK-FM/Elwood,**  
**WHTY-FM/Hartford City**  
**and WXFN-AM, WERK-**  
**FM & WLBC-FM/Muncie**

**FREQUENCY:** 96.7 MHz; 1240 kHz; 101.7 MHz; 93.5 MHz; 1340 kHz; 104.9 MHz; 104.1 MHz  
**POWER:** 3kw at 351 feet; 700 watts; 3kw at 328 feet; 4kw at 407 feet; 1kw; 3kw at 328 feet; 41kw at 459 feet  
**FORMAT:** Classic Hits; News/Talk; Oldies; Classic Hits; Sports; Oldies; AC

### New York

**WNKI-FM/Corning (Elmira), WWLZ-AM & WPGI-FM/Horseheads, WNGZ-FM/Montour Falls (Elmira), WHDL-AM & WPIG-FM/Olean and WGMF-AM/Watkins Glen (Elmira)**

**FREQUENCY:** 106.1 MHz; 820 kHz; 100.9 MHz; 104.9 MHz; 1450 kHz; 95.7 MHz; 1490 kHz  
**POWER:** 40kw at 532 feet; 4kw day/850 watts night; 4kw at 246 feet; 1kw at 479 feet; 1kw; 43kw at 742 feet; 400 watts  
**FORMAT:** CHR/Pop; News/Talk; Country; Classic Rock; Oldies; Country; Country

### Pennsylvania

**WCXR-FM/Lewisburg, WBZD-FM/Muncy, WZXR-FM/South Williamsport and WHPA-AM, WILQ-FM & WSFT-FM/Williamsport**

**FREQUENCY:** 103.7 MHz; 93.3 MHz; 99.3 MHz; 1340 kHz; 105.1 MHz; 107.9 MHz  
**POWER:** 950 watts at 801 feet; 2kw at 1,221 feet; 410 watts at 1,237 feet; 1kw; 9kw at 1,135 feet; 360 watts at 1,289 feet  
**FORMAT:** Classic Rock; Oldies; Classic Rock; News; Country; Soft AC

### State-By-State Transactions

#### Arkansas

#### KABK-FM/Augusta

**PRICE:** \$2.75 million  
**TERMS:** Asset sale for cash  
**BUYER:** Family Worship Center Church, headed by Member Jimmy Swaggart. Phone: 225-768-3688. It owns 13 other stations. This represents its entry into the market.  
**SELLER:** Searcy Broadcasting, headed by owner Ken Madden. Phone: 501-305-0977  
**FREQUENCY:** 97.7 MHz  
**POWER:** 100kw at 620 feet  
**FORMAT:** AC  
**BROKER:** Wally Tucker of MGMT Services Inc.

### California

#### KURS-AM/San Diego

**PRICE:** \$8.5 million  
**TERMS:** Asset sale for cash  
**BUYER:** Hi-Favor Broadcasting LLC, headed by President Roland Hinz. Phone: 661-295-1910. It owns two other stations. This represents its entry into the market.  
**SELLER:** Pacific Spanish Network, headed by President Jaime Bonilla. Phone: 619-426-5645  
**FREQUENCY:** 1040 kHz  
**POWER:** 370 watts day/63 watts night  
**FORMAT:** Spanish News/Talk

#### KJDJ-AM/San Luis Obispo

**PRICE:** \$400,000  
**TERMS:** Asset sale for cash  
**BUYER:** Vicente Augirre. Phone: 909-983-4539. He owns no other stations.  
**SELLER:** Pacific Spanish Network, headed by President Jaime Bonilla. Phone: 619-426-5645  
**FREQUENCY:** 1030 kHz  
**POWER:** 3kw day/700 watts night  
**FORMAT:** Regional Mexican

### New Mexico

**KKRK-FM/Albuquerque, KIOT-FM/Los Lunas (Albuquerque), KOSZ-FM/Rio Rancho (Albuquerque) and KKSS-FM & KRQS-FM/Santa Fe (Albuquerque)**

**PRICE:** \$22.5 million  
**TERMS:** Asset sale for cash. The deal will be financed with cash on hand and bank borrowings.  
**BUYER:** Hispanic Broadcasting Corp., headed by President/CEO McHenry Tichenor Jr. Phone: 214-525-7700. It owns 57 other stations and has been purchased by Univision. That deal is still awaiting final FCC approval. This represents HBC's entry into the market.  
**SELLER:** Simmons Media Group, headed by President David Simmons. Phone: 801-524-2600  
**FREQUENCY:** 101.3 MHz; 102.5 MHz; 101.7 MHz; 97.3 MHz; 105.1 MHz  
**POWER:** 3.7kw at 420 feet; 17kw at

Continued on Page 14

# EXPOSE YOURSELF

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- FlashBags™
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# Classical



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to set up a meeting at the NAB Conference

STATION	CITY	RATING/RANK
WCRB-FM	Boston	4.1 (6th in market)
WFCC-FM	Cape Cod	6.9 (4th in market)
KBOQ-FM	Monterey	4.4 (5th in market)
WCRI-FM	Rhode Island	Major revenue success in an unrated market

(Adults 12+ Monday through Sunday 6am-midnight Arbitron Spring '02 Survey)

*“The best targeted and most effective format I’ve ever been involved with! Put it to work for you.”*

**Bill Campbell, CEO**  
Charles River Broadcasting  
Boston, Massachusetts

- Dick Orkin remembers Radio Ranch colleagues, Page 11
- September's promo calendar, Page 11
- Back-to-school opportunities, Page 10

# MMS

management marketing sales

"Autumn is a season followed immediately by looking forward to spring."  
— Doug Larson

## FALL ARBITRON TUNEUP

■ *Look back before you leap into the fall book*

By John Lund



JOHN LUND

The fall Arbitron book is upon us, and now is the time to look back at the results of your spring campaign and make your plans for fall. Below are some checklists to help you set your strategy.

### LOOK BACK AT SPRING

Analyze the spring ratings, then evaluate your goals, determine your opportunities and develop your strategies for fall. Answer these questions with your management team.

- Where have you been, and where do you need to go this fall?
- How is your cume trending? If it's down, is more or better-targeted external marketing needed?
- Are you on track with the programming product?
- How are your promotions and your listener involvement? How do they compare with your competitors' efforts? Is yours the most visible station locally?
- How's your time spent listening? If it's going south, check the music, commercial load and promotions.
- How was your P1 listening in the spring? How well do your core listeners like the station? How can that be improved this fall?
- Does the morning show outperform other dayparts? Does it underperform?
- Are you strong with at-work listening? This is essential to winning 8am-5pm.
- Did you meet all your ratings goals in the spring? In what areas do you need to improve most in the fall?
- What formatic adjustments are necessary for you to remain competitive and reach your fall expectations?
- What makes your station unique in the market? What are your best advantages, and how can they be enhanced?
- Is anything holding you back? Make a list of persistent problems and come up with a strategy for solving them. How fast can you get your solutions in place?
- If you don't have all the answers or you need an extra edge to move the station forward, where will you get help?

### LOOK FORWARD TO FALL

Now that you've reviewed the spring ratings, how can you improve the station's programming and marketing in the fall? Some things to do:

- Plan fall strategies and set the fall budgets. Put it all in writing, then follow the plan.
- Create a fall marketing plan. Consider value-added client promotions, and exploit all low-cost or no-cost marketing media.
- Reserve your TV, outdoor, direct mail and tele-marketing for fall.
- Become a marketing maven, and give away what people want most. What will be the hot car, the most talked-about new TV show and movie, the must-have electronic item and the biggest concert this fall?
- Plan promotions that connect with your audience, including ratings-building contests for the sweep. Consider back-to-school season and the big fall-book holidays — Halloween, Thanksgiving, Christmas and New Year's Day.

- Find new promotional partners that can generate street buzz with your audience.
- Schedule perceptual research and music testing to connect with your core listeners. Research how the station can better choose new directions to enhance programming.
- Establish a high school or college intern program to help with the time-consuming details of programming and marketing.
- Check the allocation of vehicles and remote equipment for station activities. Be sure the station looks great when it's in the public eye.
- Conduct your own survey every week this fall to track promotion, marketing and competitive programming.
- Make your website memorable; it should be compelling for both core listeners and non-P1s. Make it topical and interactive, and commit to a saturation schedule of fresh and timely promos to drive listeners to the site. Keep the website up-to-date and exciting to see.

### SET YOUR GOALS

Great programming is 50% content and 50% presentation. Programming a successful radio station requires understanding the target listeners and delivering to their expectations. It's also about creating a compelling product that covers the three M's: music, mornings and marketing. Concentrate on the following key elements when you devise your fall strategy.

1. Get more time spent listening. One cannot emphasize too much the importance of P1s and of superserving core listeners. Use research to pinpoint what they want, then deliver it.

2. Work on winning the "usage war" to increase listening occasions per week. Get listeners to use the station in other dayparts and on other days. Use live liners and creatively produced promos to support other dayparts' air talent, programming events, features, informational benchmarks, sweeps and contests.

3. Mornings are a doorway to repeat-cume loyalty, so use the morning show to introduce all major station benefits and events. Make the show stand out from the pack; whether it's the funniest, the most outrageous or the most topical, it must be the talk of the market. Create benchmarks that guarantee listener interaction will be topical and local.

Have a mission statement for mornings that includes a target consistent with the rest of the day. Develop a plan to lock in topical events, execute stunts, create memorable bits and make the best use of resources like the Internet. Talent chemistry is important, as are the information and humor content. All morning show players should understand their roles and how they contribute to the show and its mission. The show must have the flexibility to jump on timely events and stage in-your-face stunts.

4. Showcase the talent. Each air talent should understand the strategic mission and formatics of the station and contribute beyond his or her own show. The station name must be constantly and enthusiastically sold, and all talent should embrace the major station promotion and promote ahead in compelling ways.

5. Branding and positioning must be sold well on the air and well-known to the listeners. The station must have one name and one strong positioning statement,

and that positioner must point to a key station attribute that benefits listeners, that the station always delivers on and that differentiates the station from its competition. The station name and positioning statement should be used in every break and be registered with Arbitron to assure brand credit.

6. Every feature must advance the strategic mission of the station. Evaluate informational benchmarks and special programming to be sure they fit your strategy. Examine the tags for each feature, special and benchmark to be sure they invite the listener back by promoting the next time the element will air. Perform a production-sweeper audit and weed out all sweepers that do not mention the station name or positioning statement.

7. Stage ongoing marketing warfare. Constantly monitor your competitors. Plan your promotions and marketing through fall and into next year — but be flexible enough to move fast and seize key promotional opportunities when you need to. Do frequent competitive assessments so you can attack a direct competitor's weaknesses.

Defend yourself against your competition with a key attribute of your station, not a lesser characteristic. Explore uncontested areas, and look into unconventional marketing ideas. Shore up any weaknesses, and use your consultant and your brainpower to thwart all competitive attacks and win decisively.

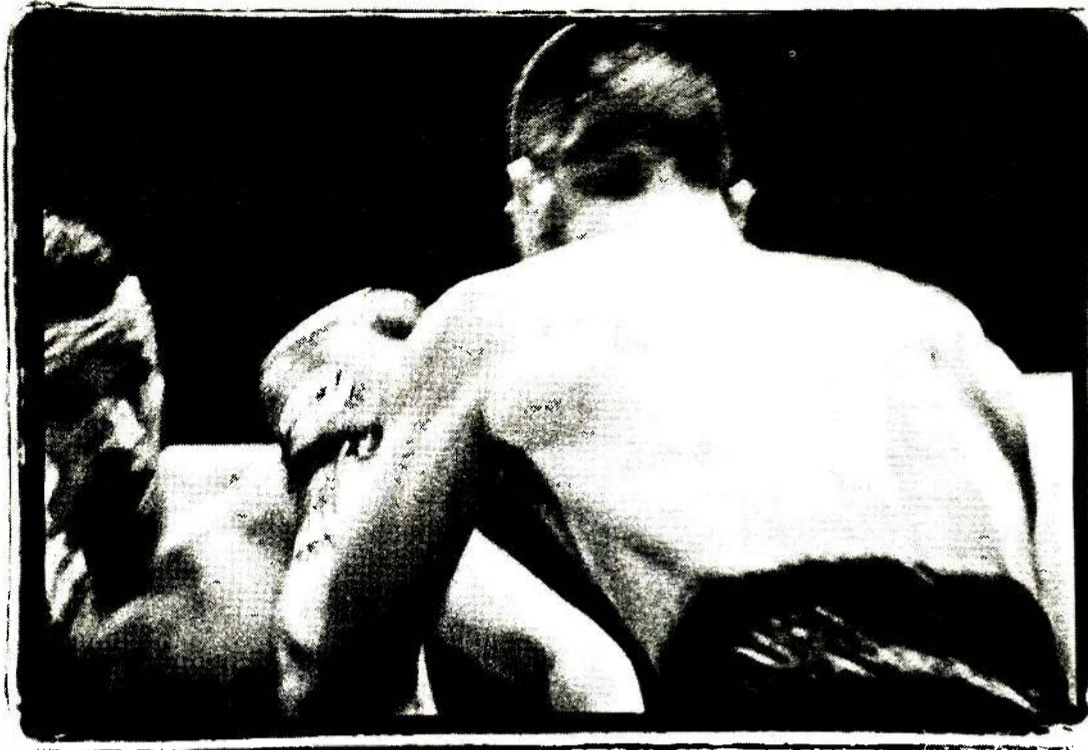
8. Audio is king, and the signal and processing should be the best they can be. New engineering techniques should be instituted and new equipment put in place to improve your audio and keep the station sounding loud and dynamic. Playback systems and source material must be the best you can get.

9. Make certain the music is on the money and every quarter-hour perfectly represents the station's musical universe. Tempo and music style should always match listeners' moods and expectations. Music should be as well-researched as audience perceptions and accurately reflect both core and potential listeners. The target's needs must be being fulfilled — and the station should be continually tracking market fluctuations and new opportunities.

10. The PD must be a strategic planner who takes the time to get out of the office and listen to the station and its competitors. His or her daily schedule should be prioritized to accomplish the critical parts of the plan. Group and individual meetings should be used to communicate key steps of the plan and to delegate responsibilities, follow up and critique performance. Everyone must be keenly aware of pop culture and other audience influences.

11. Make certain everyone can feel the positive spirit. By now staff members should know they are part of a mission and be as bonded as warriors in combat. The talent understand the station's mission and how their contributions help the mission succeed. There's a back-up for every key staffer. Now this station sounds and acts like a winner!

John Lund is President of the Lund Consultants to Broadcast Management and Lund Media Research, a full-service multiformat radio consulting and research firm in San Francisco. Reach him at 650-692-7777 or [john@lundradio.com](mailto:john@lundradio.com), or visit [www.lundradio.com](http://www.lundradio.com).



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1921: Radio set sales were stalled.

The public wasn't interested in radio's obscure music and clunky equipment. RCA, the biggest radio maker, had to boost sales or go out of business.

RCA management tried something new.  
Prize fighter Jack Dempsey was about to have a match.  
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Ask us what's next.

# READ BETWEEN THE LINES FOR BACK-TO-SCHOOL BUSINESS

By **Maureen Bulley**



MAUREEN  
BULLEY

School is beginning, and everyone is heading back to one thing or another. Whether they're getting back to school, back to business or simply back to normal, consumer behavior is shifting, and they'll need a shopping list of goods and services to facilitate the change. Here are some ideas to help you get more of that back-to-school business.

## THE REAL RUSH HOUR

The real rush hour for a family with kids begins long before they get in the car, with the traffic jam in the bathroom. Now is the time to add a bathroom or replace one sink with two. Run a Most Dysfunctional Bathroom contest with a local home-improvement store. Have listeners bring photographs of their bathrooms to retail locations for the chance to win a renovation (or just a high-tech shower head). Set up a makeshift bathroom and hold a challenge to see how many people can be crammed into it at once.

## THE FASHION RETAILER

Have your student listeners audition as models for a fashion show to be hosted by a local retailer, and supply an air personality to MC. Create an event that will draw traffic and give your client an opportunity to showcase merchandise. Another idea: Hold a Wall of Fame promotion with a retail partner. Use an instant camera to photograph your client's customers in their new outfits, and display the pictures with a brief description, including the model's name and school and details about the garments. Have customers vote for — and get a chance to win — their favorite outfits.

And keep in mind that it's not just the clothes, it's how we look in them. It's a new school year, and students are making resolutions to lose weight and

get fit. Look to weight-management clinics and gyms that can help them achieve their goals.

## BREAKFAST ON THE FLY

Everybody needs a good breakfast, but very few people eat one. Get a local grocer on board to advertise fresh fruit that can be grabbed on the way out the door. Same goes for the local baker: Promote family packs of muffins or other breakfast foods that can be bought in bulk and kept ready to go. Get the input of a nutritionist to create a feature explaining what constitutes a good breakfast, and sell the feature to a grocer, baker or dairy.

## POINT A TO POINT B

Students get to school in many ways, and they all represent revenue opportunities. Public transportation can increase ridership by promoting the sale of student passes. Bundle a paid schedule with transit reports to be broadcast when route changes or traffic jams alter the transit schedule.

Parents who are returning to duty as chauffeurs will need a new minivan or a second car from your local auto dealer, so put a back-to-school slant in your copy. Also, most auto manufacturers have programs offering discounts on leases or purchases of new vehicles to graduating students. Promote those programs now and at the end of the school year.

## HIT THE BOOKS

Kids aren't the only ones going back to school. Business schools and colleges have spaces to fill in recreational and business-oriented evening classes. October is Computer Learning Month, so use that as a hook to cross-promote business schools offering computer training with retailers that sell computers.

## THE BROWN-BAG BLUES

Hit fast-food outlets near large schools. In some age groups it's not cool to brown-bag it, so there's money to be made by the students' first choice for lunch. Becoming that choice requires creating on-

going awareness and the use of loyalty-marketing programs like frequent-buyer cards.

Even students who start out bringing lunch will suffer "lunch-bag letdown" after about a month. Sign up a grocery store and work together to select feature items that naturally go together. "Wouldn't you rather have Black Forest ham and a slice of Swiss on rye? They're all on sale this week at Grocer's."

## TIMING IS EVERYTHING

After the first day of school is the second day, with the need to wake up on time and do it all over again. Local jewelers will want to sell alarm clocks, wrist-watches and watch batteries now and leading up to the end of daylight-saving time on Oct. 27. Banks and financial planners will want to point out that September is College Savings Month and promote financial services to help parents prepare for tuition payments, whether that expense is coming up next year or next decade.

Don't forget the stay-at-home parents who survived the summer with a house full of kids. Your clients can help them get back to normal and resume their fitness and beauty routines. Those parents might even enjoy a part-time job; explore recruitment opportunities as employers look to fill vacancies left by students who have returned to school.

And remember, out of sight is not out of mind. If you're in a college town, students will need ways to keep in touch with their families via e-mail, cell phones, pagers and long-distance calls.

Read between the lines, and you'll discover a wealth of back-to-school prospects that will help you boost your Q3 revenue.

Maureen Bulley is President of the Radio Store. She conducts live workshops and facilitates distance learning to help you produce more effective broadcast-advertising creative. She may be reached at 888-DO-RADIO (888-367-2346), at [doradio@total.net](mailto:doradio@total.net) or through [www.theradiostore.com](http://www.theradiostore.com).

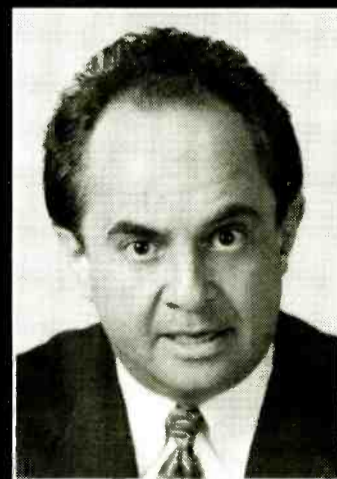
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# THEY LEFT US MUCH TOO SOON

By Dick Orkin



DICK ORKIN

Over the past two years part of my professional and personal family has passed away: Lewis Arquette, Kathleen Freeman, Cathianne Blore and Avery Schreiber. They were voiceover performers who appeared in our Radio Ranch commercials, as well as in commercials for many other producers. They were not only skilled at the complex acting of radio voiceover, they were fascinating, congenial, frequently funny and always intelligent personalities.

I miss them beyond my capacity to express. I am not only personally affected by their passing, the voiceover field is critically and sadly diminished by these journeyman actors' having left us much too soon.

I say "journeyman," because all four were part of a tradition that dates back to before Shakespeare. They constantly moved from one part of town to another, from studio to studio and script to script, and played any role they were called upon to play. That's what they did for most of their adult lives, and they did it superbly. They loved acting. Yes, it was also a way of making a living, but I know with absolute certainty that they did what they did not because of any aspiration to celebrity status, but because the art was in them, and they were in the art.

One or two of the four may have skirted celebrity status over the years. They appeared on the stage, in movies and TV, and their faces may have become familiar, but not their names. They didn't care. All four had wider, greater, humanitarian interests that stretched beyond the need to be a famous name.

Cathianne Blore would have graduated with honors in psychology in May 2002. She was deeply committed to social justice, especially for young people. She once wrote, "It is my calling: juvenile justice — and injustice."

Avery Schreiber was devoted to teaching improvisation based on the work and inspiration of Viola Spolin. His house was always open to actors who wanted to expand their abilities. He took everyone in, especially those who had empty pockets. He taught in his home and provided every class with a bountiful and delicious food spread that he paid for out of his own pocket.

Kathleen Freeman was a wonderful acting teacher who, for several years, served with distinction as President of the Screen Actors Guild. She was also in the business of living. She would come into a session loaded down with finds of all sorts — perhaps an old book from a used-book store or an unusual flower she had come across or a delicious variety of peach that had just come into season and that she had been eagerly awaiting. I never recall a day I saw her when she didn't have a broad smile on her face that lit up every room she entered or when I didn't hear the broad laugh that always accompanied her arrival. She infused us all with a sense of the wonder of life.

Lewis Arquette, like Schreiber, was an acting teacher in the tradition of Second City and Spolin's Theater Games. Both men were founders and operators of small theater companies established so student actors would have a place to hone their skills. And, although they charged a modest fee for training,

**Acting is about the confidence of the director and the producer and the writer (and even the client) that competent actors have the ability to bring an original contribution to the whole drama.**

more money left their pockets than filled them (both provided refreshments in abundance and with avuncular pleasure). Teaching acting has always been, for the most part, a money-losing proposition.

Want more proof that these were genuine journeyman professionals? Their names rarely appeared at the top of commercial copy as part of stage directions in parentheses — as in "(a Famous Name type)." Such parenthetical directions are an egregious habit of writers, producers and agency people who know zip about acting and spot-radio theater. Writers and producers have no idea to what extent they betray their inexperience and lack of knowledge of general theatrical practice when they give this idiotic direction.

Capable and experienced theater people know that acting is not about the voice or the vocal style; it's about the confidence of the director and the producer and the writer (and even the client) that competent actors have the ability to bring an original contribution to the whole drama, not just the roles they are cast in. Actors are not able to do that if they are imitating the sound or attitude of some other, presumably unavailable performer.

I recall one brave actor asking a producer, "Since the copy asks for a [fill in the name] type, I take it I was your second choice?" I can't describe adequately how insulting this habit is and the diminishing effect it has on performers — how utterly ignorant it is of the ways of acting. People who do it aren't interested in creating an original theatrical moment. They want, likely because of their own shallowness of imagination, to clone something they witnessed at some other time.

To do this is to treat a performer as a commodity. Capable performers are not commodities. They are artists, who, when given space and freedom to call on their special skills, can make a voiceover spot an artistic experience that may well go beyond whatever that producer or director thought their first choice would have been able to do.

Without exception, the actors we have lost were such artists. Fortunately, their work remains to remind us of their great ability. Samples of their art will be available soon at [www.radio-ranch.com](http://www.radio-ranch.com). Listen and you'll understand why we'll miss these actors of rare ability who made unique contributions professionally and in all the facets of their lives.

Longtime broadcast personality, writer and creative producer Dick Orkin was inducted this year into the NAB Radio Hall of Fame. His radio career included a stint at WCFL/Chicago, where he created the popular *Chickenman* and *Tooth Fairy* radio serials before embarking on an award-winning career in radio advertising. With his creative partner, Christine Coyle, Orkin co-founded the Famous Radio Ranch in Hollywood, where they pioneered their unique storytelling style of radio advertising. Reach Orkin at [dick@radio-ranch.com](mailto:dick@radio-ranch.com).

## SEPTEMBER PROMOTIONAL CALENDAR

Attention Deficit Hyperactivity Disorder Month  
Baby Safety Month  
Childhood Cancer Month  
Children's Eye Health & Safety Month  
Children's Good Manners Month  
Healthy Aging Month  
International Self-Awareness Month  
Leukemia Awareness Month  
Library Card Sign-Up Month  
Menopause Awareness Month  
National Biscuit Month  
National Chicken Month  
National Cholesterol Education Month  
National Coupon Month  
National Honey Month  
National Little League Month  
National Mushroom Month  
National Organic Harvest Month  
National Piano Month  
National Potato Month  
National Rice Month  
National School Success Month  
National Sewing Month  
National Sickle Cell Month  
Ovarian Cancer Awareness Month  
Pain Awareness Month  
Self-Improvement Month  
Shameless Promotion Month  
Update Your Resume Month

1-2 Jerry Lewis Muscular Dystrophy Association Telethon  
1-7 National Childhood Injury Prevention Week  
1-7 National Waffle Week  
1-7 Self University Week  
2 Labor Day  
7 Federal Lands Cleanup Day  
8 Rosh Hashanah (starts Sept. 7 at sundown)  
8 International Literacy Day  
8 National Grandparents Day  
8-14 Biscuits & Gravy Week  
8-14 National Assisted Living Week  
8-14 National Five-a-Day Week  
8-14 Protecting Your Home Furnishings Week  
9 National Boss-Employee Exchange Day  
9-14 Substitute Teachers Appreciation Week  
10 Swap Ideas Day  
11 American Tragedy First Anniversary  
13-14 Bald Is Beautiful Convention  
14 Celebrate Pregnant Women Day  
15 Women's Friendship Day  
15-21 Balance Awareness Week  
15-21 Build a Better Image Week  
15-21 National Farm Animals Awareness Week  
15-21 National Farm Safety & Health Week  
15-Oct. 15 National Hispanic Heritage Month  
15-21 National Singles Week  
15-21 Prostate Cancer Awareness Week  
15-22 National Rehabilitation Awareness Celebration  
16 Yom Kippur (Starts Sept. 15 at sundown)  
16-22 Ovarian Cancer Awareness Week  
17 Citizenship Day  
17-23 Constitution Week  
20 National POW-MIA Recognition Day  
21-29 Religious Freedom Week  
22 American Businesswomen's Day  
22 Dear Diary Day  
22 Elephant Appreciation Day  
22 National Centenarians Day  
22 National Good Neighbor Day  
22-28 Deaf Awareness Week  
22-28 Minority Enterprise Development Week  
22-28 National Dog Week  
22-28 National Older Workers Employment Week  
23 Autumn begins  
23-27 Angel Celebration Week  
24-28 National Food Service Employees Week  
25 National One-Hit Wonder Day  
27 Ancestor Appreciation Day  
28 World Tourism Day  
28 National Hunting & Fishing Day  
28-29 Family Health & Fitness Day  
30-Oct. 4 Teller Appreciation Week  
30-Oct. 5 Nuclear Medicine Week



## CC/Greenville, SC Lifts Logan To OM

Bruce Logan has been elevated to the newly created OM post for



Logan

Clear Channel's Greenville, SC cluster, which consists of Spanish Contemporary **WGVL**, Rock **WBZT**, Country **WESC**, AC **WMIY** and Country **WSSL**.

Logan was most recently OM of **WSSL** and **WESC** and will continue to program the pair — the only Country combo in the nation ranked No. 1 and No. 2 12+, respectively — while also working with the PDs of the other stations.

"Over the past 18 months Bruce and the entire Country team have successfully grown the ratings for **WSSL** & **WESC**, both individually and as a format," Clear Channel/Greenville Market Manager Bill McMartin said. "Over the last

**LOGAN/See Page 20**

## LMiV

Continued from Page 3

make those sites appealing and profitable.

The first LMiV-powered sites — including Jefferson-Pilot CHR/Pop **WSTR/Atlanta's www.star94.com** and Bonneville News simulcast **WTOP-AM & FM/Washington's** award-winning **www.wtop.com** — went online in July 2001. LMiV soon formed content and technology partnerships with, among others, Associated Press, AccuWeather, the Sports Network, RealNetworks and FirstMediaWorks and ultimately launched 60 websites.

LMiV VP/Affiliate Relations & Corporate Marketing Kim Graham Lee told **R&R** that all 23 full-time LMiV employees will be laid off in stages between now and the end of September. All LMiV-powered websites will remain online, with the individual media companies taking over their operations. Lee said, "The remaining core of employees will be focused on ensuring that the

## Spending

Continued from Page 1

newspapers, up 6%; and Internet expenditures, up 2%. On the decline were outdoor advertising, down 5%, and national newspapers, off 6%.

All told, overall ad spending decreased just 0.2%, to \$53.7 billion. CMR had previously predicted spending would be down 0.4% for 2002's first half.

"The health of the market is steadily improving," CMR CEO David Peeler said. "Compared to the dramatic plummets in spending throughout the course of 2001, to be down by less than 1% in expendi-



## A Faithfull Following

Marianne Faithfull recently met with EMI and Virgin executives to celebrate her first release in almost three years. *Kissin' Time*, which came out earlier this month on Virgin, is a collection of collaborations with and specially commissioned songs from artists including Beck, Billy Corgan, Dave Stewart and Blur. Seen here are (l-r) Virgin Records America Chairman/CEO Matt Serletic, EMI Vice Chairman David Munns, Faithfull and Virgin Records America President/COO Roy Lott.

## Summers Set As OM/PD Of KKND & WXXM

Rob Summers has been named OM/PD of Wilks Broadcasting's Alternative **KKND** and "Extreme Talk" **WXXM** in New Orleans, effective Sept. 3. Summers comes from the PD post at Regent's Alternative KFTE and Classic Rock KRKA in Lafayette, LA.

"I'm thrilled to be joining Wilks," Summers told **R&R**. "I've been a fan of **KKND** for a long time, and I've been a fan of [KKND morning host] Rod Ryan for a long time. He's a tremendous morning talent. I'm also looking forward to continuing to work with [consultant] Alan Sneed, who has helped so much at KFTE. I couldn't ask for a better staff going into that situation. MD Sig is amazing."

transition of services goes well, and we're not anticipating any interruption of service."

LMiV's plans from the beginning included adding affiliate stations from outside the founding companies, but Lee told **R&R** that never came about. She said, "This decision to wind down LMiV for now is really based on the economic conditions that, in general, have lowered the priority for interactive initiatives, particularly among local radio stations."

tures is a positive step in the right direction for ad recovery."

## GM Still The Big Spender

General Motors spent \$1.1 billion in 2002's first half, a dip of just 0.1% from the same period in 2001. But Procter & Gamble is gaining on the leader: It upped its spending 24%, to \$966 million. AOL Time Warner was third, with \$753 million in spending, an increase of 4%.

The biggest spending increase among the top 10 was seen from Verizon Communications, which paid \$541 million for advertising in 2002's first half — a boost of 38%. DaimlerChrysler backed off advertising the most, lowering its spending by 19%, to \$583 million.

Summers leaves KFTE with the at the highest ratings in its history: It ended the spring book with a 7.8 share. With the departure of Summers, KFTE has promoted Asst. PD/MD Scott Perrin to PD.

## EXECUTIVE ACTION

### Shomby Takes Barnstable/Norfolk Prog. Post

**John Shomby**, Operations Director for Cumulus' Flint, MI and Kalamazoo, MI stations since December 2000, has been named Director/Programming & Operations for Barnstable Broadcasting's **WFOG**, **WGH-AM & FM**, **WCMS**, **WWSO** & **WXEZ/Norfolk**, effective Sept. 12. He will also handle the day-to-day programming duties for Country **WGH-FM**.

Shomby reports to Barnstable/Norfolk President/GM Andy Graham, who told **R&R**, "This is a brand-new position. We just felt that it was an important next step to raise the level of our programming expertise and raise the bar. John's got great experience. I got some great references and just felt that he was the best person for the job."

Shomby said, "I leave Cumulus with mixed emotions. Cumulus has been very good to me over the past three years, but I'm excited to join a wonderful company like Barnstable and move to a great radio market with a top-notch manager like Andy Graham and a great cluster of stations. All that and the beach too — what more can you ask for?"

Before moving to Michigan Shomby spent a year as OM of Cumulus' seven-station Augusta, GA cluster. He's also been PD of **WZLX/Boston**, **KAAM** & **KAFM/Dallas** and **WEZB/New Orleans**.

## Foster

Continued from Page 3

RCA Label Group/Nashville. RCA Victor, BMG Heritage, BMG Special Products and BMG Canada. Each of these business units will continue to report directly to Jamieson.

Foster was most recently Exec. VP/Operations for BMG North America. In that post he oversaw finance, legal and business affairs, human resources and production in BMG's North American regional office. Prior to that he served as GM/Operations, RCA Records.

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## National Radio

• **ABC RADIO NETWORKS** offers the hourlong *Bad News With John Stossel* to its affiliates. For more info, contact Edie Emery of Goodman Media International at 703-837-9500 or [edie@goodmanmedia.com](mailto:edie@goodmanmedia.com).

• **SYNDICATED SOLUTIONS** adds the 60-second cooking feature "The Radio Kitchen," set to debut Oct. 7. For more info, contact Matthew Sullivan at 203-431-0790.

• **WESTWOOD ONE** will air *New York City and the NFL Present: NFL Kickoff Live From Times Square* on Sept. 5,

## PROS ON THE LOOSE

**Rich Wood**, SVP of Talk America Radio Network, 212-575-6775 or [richwood@commspec.com](mailto:richwood@commspec.com).

from 5-8pm ET, and throughout the weekend as hourlong format-specific specials for Hot AC, CHR and Rock stations. For more info, contact Abby McDorman of Westwood One at 212-641-2009 or [amcdorman@westwoodone.com](mailto:amcdorman@westwoodone.com).

## Transactions

Continued from Page 6

4,160 feet; 5.8kw at 112 feet; 100kw at 1,877 feet; 100kw at 1,936 feet

**FORMAT:** Country; Classic Rock; Soft AC; CHR/Pop; Smooth Jazz

**BROKER:** Peter Handy of Star Media Group

## Pennsylvania

### WCCS-AM/Homer City (Indiana)

**PRICE:** \$650,000

**TERMS:** Asset sale for cash

**BUYER:** Renda Broadcasting Corp., headed by President **Anthony Renda**. Phone: 412-875-1800. It owns 18 other stations. This represents its entry into the market.

**SELLER:** Raymark Broadcasting Co., headed by President **Mark Harley**. Phone: 814-765-4955

**FREQUENCY:** 1160 kHz

**POWER:** 10kw day/1kw night

**FORMAT:** Full Service

## Tennessee

### WKWX-FM/Savannah

**PRICE:** \$435,000

**TERMS:** Asset sale for cash and note

**BUYER:** Melco Inc., headed by President **Mel Carnal**. No phone listed. It owns no other stations.

**SELLER:** Tennessee River Broadcasting Inc., headed by President **Robert Hinton**. Phone: 901-925-9600

**FREQUENCY:** 93.5 MHz

**POWER:** 25kw at 299 feet

**FORMAT:** Country

### WDBL-AM & FM Springfield

**PRICE:** \$1.5 million

**TERMS:** Asset sale for cash

**BUYER:** Saga Communications Inc., headed by President/CEO **Edward Christian**. Phone: 313-886-7070. It owns 65 other stations. This represents its entry into the market.

**SELLER:** Tuned-In Broadcasting Inc., headed by President/Chairman/CEO **Lester Turner Jr.** Phone: 615-242-5600

**FREQUENCY:** 1590 kHz; 94.3 MHz

**POWER:** 710 watts day/30 watts night; 3kw at 325 feet

**FORMAT:** Americana/Triple A; Americana/Triple A

## Texas

### KTXC-FM/Lamesa (Odessa-Midland)

**PRICE:** \$740,000

**TERMS:** Asset sale for cash and guaranteed advertising time. Graham Brothers will pay \$640,000 in cash to Midessa at closing. The remaining \$100,000 will be paid in the form of advertising time on KTXC or on Midessa's TV station in Odessa-Midland over a three-year period.

**BUYER:** Midessa Broadcasting LP, headed by VP **Robert Drewery**. Phone: 580-248-5098. It owns no other stations.

**SELLER:** Graham Brothers Communications LLC, headed by President **Roger Gearhart**. Phone: 915-362-0401

**FREQUENCY:** 104.7 MHz

**POWER:** 100kw at 794 feet

**FORMAT:** Regional Mexican

## BUSINESS BRIEFS

Continued from Page 4

### RIAA Drops Suit Over Chinese Site, Demands User Info From ISP

Last week the RIAA filed suit against AT&T Broadband, Sprint, UUNet and Cable & Wireless seeking to force the Internet service providers to block access to the Tianjin, China-based Listen4Ever.com file-sharing system. But Listen4Ever has shut down and appears to be gone for good, so the music-industry trade group has withdrawn the suit. The RIAA said the disappearance of Listen4Ever is "an apparent response to the extensive anti-piracy efforts of the international music industry" and said it believes Listen4Ever — which was not named in the suit against the ISPs — was set up in China specifically to avoid U.S. copyright laws. In a separate matter, the RIAA on Aug. 21 asked a federal court to order Verizon to reveal the name of a subscriber to Verizon's Internet service whom the RIAA believes has illegally made hundreds of copyrighted songs available online. The Digital Millennium Copyright Act lets copyright owners subpoena such information from service providers without filing a lawsuit, but Verizon said a DMCA subpoena is not sufficient in this case.

### Reps. Walden, Inslee Set For NAB Radio Show

Reps. **Greg Walden** and **Jay Inslee** will be featured at the NAB Radio Show's Congressional Breakfast, set for Sept. 14 in Seattle. Walden, a Republican from Oregon, owns radio stations in Hood River, OR. Inslee, a Democrat from Washington, is the chief sponsor of the Internet Radio Fairness Act, which would delay performance-royalty payments for small webcasters until after a new Copyright Arbitration Royalty Panel — conducted under new rules outlined in the bill — is held. A panel of congressional staffers who are involved in the day-to-day management of telecommunications policy is also set to address Radio Show attendees.

### Gabelli Ups Beasley Stake

Gabelli Asset Management bought 49,200 shares of **Beasley Broadcasting's** class A common stock between June 17 and Aug. 21 for between \$10 and \$14.24 a share. Gabelli now beneficially owns 384,100 class A Beasley shares, more than a 5% stake in the company.

### Viacom Ups Fund-Raising Effort, Makes Canadian Outdoor Deal

Viacom is planning to boost a planned note sale from \$500 million to \$600 million, according to a Dow Jones report that cited people familiar with the sale. Deutsche Bank is managing the sale of 10-year notes with assistance from Credit Suisse First Boston and Dresdner Kleinwort Wasserstein Securities. Viacom currently has \$8.8 billion worth of bonds, according to Bloomberg data.

Viacom **JC Decaux Canada** has been granted a 20-year transit-shelter and street-furniture franchise by the city of Vancouver, British Columbia, Canada. Under the program Viacom-Decaux will install and sell ads on bus shelters, bike lockers, news racks, map stands, litter bins and other street furniture and will share advertising revenues with the city, which expects to make more than \$47 million Canadian from the deal. Free public service advertising will appear on 90 of the bus shelters.

## Latest Calls From Wall Street

Continued from Page 4

Company	Analyst	Rating	Target Price
Entravision Communications	Niraj Gupta, Salomon Smith Barney	Outperform	N/A
Sirius Satellite Radio	Marc Nabi, Merrill Lynch	Reduce, sell	N/A
	Armand Musey, Salomon Smith Barney	Sell	\$1
	Timothy O'Neil, Wit SoundView	Underperform	\$4
Spanish Broadcasting System	Keith Fawcett, Merrill Lynch	Strong buy	\$20
Viacom	Jessica Reif Cohen, Merrill Lynch	Strong buy	\$60-\$65
	Christopher Dixon, UBS Warburg	Strong buy	\$60



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*apeterson@radioandrecords.com*

# Develop Tomorrow's Talk Programmers

□ Consultant advocates more training to ensure format's future success

**O**ne thing that is common in today's consolidated cluster environment is that nearly everyone's job in radio has changed over the past few years. Some have changed in subtle ways, others much more dramatically, but few would dispute that just about everyone in our business has been touched by the seismic activity our industry has experienced over the past six years.

Among those who have seen their role in the industry change are independent programming consultants. Once a fixture at stations, years of consolidation have forced some consultants to grow through mergers, others to seek mutually beneficial alliances, a few to rejoin the corporate ranks as cluster or regional programmers and many to exit the business altogether.

Among those consultants in News/Talk who continue to survive as independents is **Michael Packer**, president of Rochester Hills, MI-based Packer TalkRadio Consulting. A veteran of the News/Talk consulting business, Packer says he has seen a lot of changes in recent years. He believes that some of those changes have resulted in a lack of training for smaller-market programmers, training that helps them learn how to succeed at News/Talk.

It's a problem that Packer is trying



**Michael Packer**

to combat through special workshops and e-mail-delivered prep designed to help growing PDs and talk hosts develop the knowledge and skills they need to further their careers.

### What Happened?

Throughout the 1980s and most of the '90s most radio stations employed any number of outside consultants for programming, research, sales and marketing. While stations are still likely to seek advice in sales and marketing, Packer says he's seen a marked drop in recent years in stations and companies that make the training and development of programmers a priority.

"I've heard some suggest that, as long as a station has the right on-air talent, they don't need to invest as heavily in programmers," says Packer. "Stations are still putting money into sales training, but, for the most part, I have seen very little training

offered or money spent on helping the PD do his or her job better."

Packer believes the problem is exacerbated by the fact that, in today's cluster environment, programmers often have minimal experience in the format they're overseeing, especially

**"If you're not ready to become that kind of a person — one who lives and breathes current events — then you probably aren't going to make it. It's something that has to come to you naturally."**

when it comes to News/Talk.

"It's a sign of something problematic in our business when you see so many program directors who have been assigned to program stations in their market cluster that air a format they know little or nothing about," he says. "I've worked with PDs who have been assigned to oversee five different stations, plus they're doing an on-air shift."

Packer isn't blind to the economic realities of our business, but he suggests that the problem can be particularly troublesome when it comes to News/Talk stations. "I understand the need to have people in your operation who can multitask, and I understand the economic reality, in some markets, of having a PD who's also on the air," he says. "But when someone who is a music-radio program director, and who is maybe also doing an airshift, is suddenly handed the programming responsibilities for a News/Talk station, too, that's just not workable."

"How will that person be able to credibly offer any input to somebody who has been in the spoken-word format for a few years or to someone

with a news background? I think that this is one place where the changes in our business have created some real problems, and it's why I have developed new types of consulting services, services that are different from those I offered when I first got into the business."

### The Need For Training

Packer set out to address the needs he saw with a new approach to the consultant's role at a station. "With so little of the kind of training that programmers need going on out there, I felt that some new approaches and tools were needed," he says. "I have programmed music stations, News stations and Talk stations in my career, and I can tell you that Talk radio is the most time-consuming, from my experience. It's hard to keep up with what you need to know to be successful in Talk if your attentions are being split up with other stations."

What advice does Packer have for managers when choosing who will oversee programming at their News/

Continued on Page 18

## Remembering Sept. 11, 2001

Next week R&R will join millions of Americans and people from around the world as we remember the terrorist attacks of 9/11. Many R&R format editors will be focusing their columns on the people and events that made it such a historic day for America and for radio.

Here on our News/Talk/Sports pages, we'll talk with many of those who were on the front lines in New York City and Washington, DC that day to find out how day-to-day life has changed in their cities and how they're coping both personally and professionally. We'll also explore what they learned about their respective operations and staffs, what changes they've made as a result, and how they are continuing to cover our country's ongoing war on terrorism. Be sure to grab your copy of this very special issue of R&R, arriving at your station next week.



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\*Source: Arbitron Fall 2001 Nationwide DMA, MF 12n-12mid., Persons 12+

## Developing Tomorrow's....

Continued from Page 17

Talk station? "I would urge managers who have good music-radio PDs in their cluster to give at least a second thought to whether that same person can also handle the responsibilities of programming a News/Talk station," he suggests.

"If you do decide to go that route, it's wise to bring in a consultant or someone else with experience in the format to help teach that person some of the basic skill sets they'll need to do successful Talk radio."

Asked if he thought that group or regional programmers now filled that role, Packer says, "Sure, to some extent. But can a PD really learn the ins and outs of a format like News/Talk from a visit of a couple of days here and there with someone who has dozens of stations to look after? I'm not sure that's possible."

Packer says that a music PD who ends up overseeing a News/Talk in a cluster needs to understand the different challenge of programming a Talk station vs. a music format. "To put it in music terms, in News/Talk you don't get to choose the top hits of the week to rotate," he says. "You can't just have a meeting once a week and decide what hits are going to be in what rotation for the next seven days."

"In News/Talk you start from scratch every single day. That's why I believe every good News/Talk programmer also has to be a real current-events junkie. You have to recognize each day what the top 'hits' are that you need to be 'rotating' that day."

### What It Takes

Asked to elaborate on what he means by a programmer who is a current-events junkie, Packer continues, "You need someone who understands all of the lifestyle issues that need to be dealt with on the air along with the more news-oriented stories and events. Someone coming from

music radio also needs to realize that, when you 'pick the hits' each day and suggest those hits to the producer or to a talk host, it's a little like handing them sheet music. It really has nothing to do with the way it's going to end up sounding on the air.

"It's not like giving them a new Elton John CD and saying, 'Here, play this track.' You hand it off to the host, and it's up to them to interpret whether it will sound like a garage band or a symphony at Carnegie Hall. You have to be able to understand that and do it every day."

Packer also mentions another skill set that's sometimes lacking in PDs who are assigned the job of programming a News/Talk station while simultaneously programming multiple stations in a cluster. "I have too often found that the person given the job is sometimes not even really all that interested in the current events-oriented content of a News/Talk station," he says. "Because of that, he often doesn't really understand what fans of Talk radio expect to hear when they turn on the radio."

"There is also a lack of true understanding of how to balance the content of the station's talk shows on a daily basis so that the hosts and the station don't get into a rut. Every talk host tends to come with some axe to grind — something they feel comfortable with and really enjoy talking about on the air — and it's the job of the PD to recognize that and constantly push them to go beyond that comfort zone."

"Good Talk radio programmers know how to identify the hot-button issues and then effectively translate those issues to the station's hosts and producers in a way that will cause them to use the issues to attract listeners to their shows and the station."

When it comes to managing talk talent, Packer says he sees that as another area that can trip up inexperienced PDs. "If you don't have a background in the format, how are you going to be able to walk up to your station's hosts and tell them that this

topic will work, but that one won't?" he asks.

"A lack of Talk radio background means that you will be less likely to understand how to guide a host on how to spin a topic or to explain how they've missed an important facet of a topic and that's why nobody's calling in to participate. It's not really the fault of a PD put in that position; rather, it's what I call unconscious incompetence."

"As a PD, how can you keep up with all the current events and news stories that need to be discussed at Talk radio and also stay on top of whether or not to play the new Britney Spears and in what rotation? Personally, I don't think you can."

### Fewer Farm Teams

Packer, like many others, believes that the dwindling number of small-market stations doing live News/Talk programming has shrunk the farm system for both talk talents and programmers considerably in the past few years. "I recently went through a search for a client in a relatively small market," he says. "We had many people apply who didn't have the depth or, in fact, any experience at all in the format."

"We had a lot of people inquire about it and tell us that they'd done some Talk. When we asked what that meant, they'd say, 'Well, I've done some artist interviews and stuff like that.' It's because of situations like this that I've developed series of what I call SmartTalk workshops."

The workshops are something Packer developed over time, based on what he saw as a growing need in the industry. "I spent about six months putting together a series of workshops that I initially offered online," he says. "The first workshop deals with how to identify a target audience for your talk show. A specialty show, for example, will need to identify and target a different audience than you would need for an issues-oriented show."

"We then move on to how to iden-

**"Stations are still putting money into sales training, but, for the most part, I have seen very little training offered or money spent on helping the PD do his or her job better."**

tify the hit topics for your specific type of show and how to put 'ear candy' into your show or on your station. It's not good enough today to just be a talking head as a talk host; you need to integrate sound effects, audio clips and music effectively to make a show stand out.

"Another workshop deals with how to properly budget for a successful talk show, and another targets some of the big mistakes that hosts and programmers make that can be real ratings killers. Basically, I've downloaded 20 years of my experience on how to create, produce and host a solid talk show into these SmartTalk Workshops."

"Whether you are a beginner or someone who could use a little more training or a refresher course, the workshops offer the basics in how to develop your own operations manual for your show or station. They are something that can bring a PD with little or no experience in Talk radio up to speed pretty quickly."

Another recent addition to Packer's services is something called SpinPrep, which he says he developed to assist programmers in learning how to target topics and how to spin them in a way that will elicit responses from listeners. "SpinPrep evolved as a tool that can help hosts and programmers identify emotional hot buttons," he says.

"It shows you how to offer the pros and cons of an issue in order to allow you to then give your opinion and so-

licit responses to that opinion from the audience. Each Monday morning we provide you with about 20 different issues that have taken place within the past few days, along with the background to help you make your case for or against that topic."

### From Rock To Talk

Lest someone think that Packer doesn't believe it's possible for a programmer to move from music radio to Talk radio, he cites himself as an example. "I was able to go from being a Rock jock to Talk because I have always had a passionate interest in current events and the news of the day," he says. "That is something I cannot stress enough — you must have that."

"Some questions I ask when someone tells me they want to make the move to program Talk are: What TV shows do you watch regularly? What can you tell me about a current event or issue that's making news today? What books have you read recently? What magazines or other news and information sources do you read?"

"Too often I find that, when confronted with questions like these, the person really has no clue. If you're not ready to become that kind of a person — one who lives and breathes current events — then you probably aren't going to make it. It's something that has to come to you naturally, and if it doesn't, then maybe News/Talk radio isn't where your future lies."

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## Infinity

Continued from Page 1

Despite those moves and the subsequent firing of Opie & Anthony, by the end of last week FCC Chairman Michael Powell had released this statement: "I am deeply disturbed about the reports of an incident involving WNEW and a radio contest involving sex in public places, and I have directed the FCC's Enforcement Bureau to proceed immediately with a thorough investigation of the matter."

The bureau followed that up by delivering a detailed letter of inquiry to Infinity asking for information regarding the show and directing the company to immediately modify its document-retention policies, if necessary, "to ensure that no relevant documents are destroyed."

### Donohue: 'One Happy Guy'

After learning of Opie & Anthony's dismissal, Catholic League CEO Dr. William Donohue told the FOX News Channel that he was "one happy guy." He also said that, in light of the firing — an act that Donohue characterized as the "right thing" for Infinity to do — he would halt his campaign to have the FCC revoke WNEW's license. But when asked if

## "I am deeply disturbed about the reports of an incident involving WNEW and a radio contest involving sex in public places, and I have directed the FCC's Enforcement Bureau to proceed immediately with a thorough investigation of the matter."

FCC Chairman Michael Powell

the firing of the talk duo would have any impact on the government's inquiry, an FCC representative replied that cancellation of Opie & Anthony's show would not deter the agency from following through with its investigation.

Communications lawyer John Garziglia said last week that he believes it is unlikely that WNEW will have its license revoked. "If it was simply a tasteless description that two people were in church engaging in sex, without being patently offensive, then the FCC may be hard-pressed to find an actionable offense for the broadcast," he told New York's *Daily News*.

Meanwhile, the sudden cancellation of the show left numerous Infinity O&Os and Westwood One affiliates with four hours of primetime

programming to fill on very short notice. WNEW on Aug. 23 aired a rerun of Westwood One syndicated talker Tom Leykis in afternoon drive but has since moved him to a live clearance on the station from 6-10pm (see *Street Talk*, Page 22).

Ironically, WJFK-FM moved locally based Westwood One talkers Don Geronimo and Mike O'Meara — who have had an ongoing and highly public feud with Opie & Anthony in recent months — back to afternoon drive. They were displaced from that slot a year ago by their nemeses.

*Additional reporting by Adam Jacobson, Julie Gidlow and Joe Howard.*

## Logan

Continued from Page 13

six months Bruce has been instrumental in launching 'The Buzzard' [WBZT] and has worked to create another great potential source of revenue for Clear Channel in Greenville. I am very confident that Bruce and the entire programming team will continue to grow our ratings in the future."

Logan joined WSSL as PD in December 1996, added PD duties for WESC in May 2001 and was elevated to OM for the pair in late 2001. His programming background includes PD posts at WCHY/Savannah, GA and WHKW/Louisville.

## Lieberman

Continued from Page 1 public airwaves that is indecent, while stations that carry these vulgarities rake in countless millions with little to fear from the FCC," the organization said last week. It claimed that the commission's enforcement of indecency rules is "sporadic at best" and that fines levied are "too small to deter future violations."

MIM believes the FCC waited too long to issue notices regarding Opie & Anthony broadcasts in 2000 and 2001 that netted \$21,000 in fines just two months ago. "Had the FCC been doing its job all along to ensure that WNEW fulfilled its public interest obligations," the organization said, "there would have been no barnyard sex over the airwaves or allegedly in St. Patrick's — because Opie & Anthony would long ago have either cleaned up their program or been dismissed."

*Additional reporting by Julie Gidlow.*



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## First-Half 2002 Music Shipments

Six months ending June 30, in millions of units.

	2001	2002	% Change
CD	397.9	369.1	-7.2
Cassette	22.0	16.7	-24.3
Vinyl LP	1.1	1.2	+15.8
CD Single	11.7	2.2	-81.2
Cassette Single	0.8	0.4	-49.1
Vinyl Single	3.1	2.3	-26.0
Music Video	4.7	2.0	-57.8
Music DVD	3.0	4.6	+59.6
Total	442.8	398.1	-10.1

Source: RIAA

## RIAA

Continued from Page 1

While the RIAA gives only a drop of credence to the idea that the sagging economy is causing soft record sales, it offers a bucketful of reasons why it believes file-sharing and CD piracy are killing the recording industry.

The association released a poll conducted by Peter D. Hart Research that concluded that 41% of consumers who say they are downloading more music in the last six months also say they are purchasing less music. That's more than twice the number of consumers (19%) who are downloading more music and purchasing more music. The remaining consumers (40%) who are downloading more music are purchasing the same amount of music.

The poll was conducted in May

and included 860 music consumers with Internet access; slightly more than half of them had high-speed connections.

The survey also found that the preponderance of music downloading occurred among younger consumers, particularly males. For example, while 35% of 12-18-year-olds downloaded music they liked by unfamiliar artists, only 11% of 30-39-year-olds did so.

"Cumulatively, this data should dispel any notion that illegal file-sharing helps the music industry," RIAA President Cary Sherman said.

Whatever the cause, the record industry faces severe challenges. Among those challenges: The amount of superstar product is down. In the first half of 2001, 37 CD titles sold more than a million units. During the same period in 2002, only 20 titles have sold more than a million.

## Les Garland, Programming Innovator

Missouri kid parlays his passion for music into a memorable radio career

By Ron Rodrigues

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Les Garland is on the phone from his home in Miami Beach, as effervescent as ever. "I squeezed in a round of golf this afternoon — shot a 79 and walked all 18 holes," he says. "So what am I complaining about? Life is good!" Such is Garland's positive outlook on life and his profession.

He's been a world-famous PD and a record-industry executive and helped develop MTV, among other interesting things. The common thread among those careers has been Garland's ability to manage and inspire a wide variety of talents and personalities.

Growing up in Springfield, MO, Garland hung out with all the local music professionals, including Wayne Carson Thompson, the songwriter who penned "The Letter," recorded by The Box Tops, and the Willie Nelson-Elvis Presley classic "Always on My Mind."

"We were a bunch of long-haired guys who were passionate about music and wanted to pursue something in music," says Garland. He and his buddies operated a recording studio, and he even dabbled in booking acts.



Les Garland

### IN HIS BLOOD

When it was time to go college, Garland had every intention of enrolling at Southern Methodist University in Dallas. But on the drive into town, he, like hundreds of budding radio professionals, was mesmerized by the legendary KLIF. It turned out that the night jock, Jimmy Rabbit, had broken his leg in a skiing accident and needed someone to help with the board.

"I was that guy," says Garland. "And radio got in my blood."

He took a pass on SMU and enrolled at an FCC license school. The instructors were so impressed with his work that they recommended him for a job in the control room of KERA/Dallas, the educational TV station.

In between changing tapes of TV shows, Garland would scurry into the announce booth to practice. One day, when the regular announcer called in sick, a fully prepared Garland subbed with so much aplomb that he got the chance to do a weekly radio show on an affiliated radio station.

At this point the radio bug was all-consuming. Garland knew he needed full-time radio experience, so he packed his bags and headed back to Missouri, this time to KSWM in Aurora (population 5,000). We're talking typical small-town radio, and Les did it all: signed the thing on at sunrise, read the farm and stock reports, announced who had died and even sold advertising.

### UP THE LADDER

From there he went to KICK/Springfield, MO ("The station I grew up on — how crazy is that?"). KICK played '60s pop, which wasn't rockin' enough for Garland, so he went across town to

5,000-watt KWTO and convinced management to take it Rock from 4pm-on.

"One night while I was doing the 7pm-midnight shift, I got a call from a John Steel, who was driving through town," Garland says. "He went by the name of The Real John Steel and was programming KELI/Tulsa. He asked me if I'd be interested in making a move."

Off Garland went to his first medium-market job and the fateful opportunity to go up against KAKC, a Bill Drake-consulted station.

Garland supplemented his radio salary with voiceover work, DJ gigs and TV shows. In Tulsa he hosted the Saturday-afternoon television program *Dance Party*, which was syndicated over a four-state area.

A couple of years later Garland picked up the phone and found himself speaking to legendary consultant Mike Joseph. "I had heard about Mike from all his success at WABC and on the East Coast," says Garland. "He was opening the first FM Pop Rock station in Milwaukee, which turned out to be WZUU (Zoo FM)."

Garland accepted a job as Asst. PD and DJ, and he

spent the first three months with his co-workers, doing dry runs and learning Joseph's philosophies.

"As it turns out, the dry runs didn't have that much to do with what we did," says Garland. "We signed on with 17 records on the playlist. That's it — 17 records!"

"I respect the hell out of Mike Joseph and I understand what he was trying to do, but I was a hippy who was doing this Pop radio, and it sort of shattered me. I didn't last very long playing 17 records, some of which I played three times a day. It wasn't right for me."

### BACK TO DRAWING BOARD

Garland put out his feelers and heard about a job opening at KYNO/Fresno, a slick Top 40 station owned by Gene Chenault and consulted by Bill Drake that was used as an incubator for the RKO chain, which Drake also consulted.

Amazingly enough, this was the first time that Garland had ever had to send out an aircheck. He recalls wrapping the reel in scraps of brown grocery bag and scrawling his name on it. It didn't matter how it looked, though, it got him the job. With Garland at the PD helm, KYNO screamed into double-digit ratings, despite fierce competition.

This success earned Garland trips to Drake's Beverly Hills mansion on the weekends. "I would tell people it was like going to Elvis' house," Garland says. "He was king of the world — the most important guy in Pop radio in the world."

In the early '70s Drake's ties with RKO began to unravel, and he and Chenault bought KIQQ/Los Angeles to compete with KHJ. The station featured a jock lineup that included former KHJ mainstays

Robert W. Morgan and The Real Don Steele. The station's programming department was filled with Drake cronies, but Garland coveted the opportunity to work in L.A.

"One day I was visiting Drake at his house," he recalls. "Bill is upstairs, shaving in bathroom. He calls me up to chat. He invites me to have a seat, and I take the only available seat — the toilet. While he's shaving — and I'm listening to him, sitting on the toilet — he tells me what a bright guy I am and how I've got my finger on the pulse and so on. He then says, 'I want you to program KIQQ.'"

What should have been Garland's crowning achievement turned out to be, in his words, a classic mistake. "Truth be told, I was green, in my 20s and going to Bill Drake's first owned radio station," he says.

Indeed, the competition was fierce in Los Angeles. KHJ didn't take things lying down, and there were a number of bloodthirsty FM competitors. Add to that the fact that Garland felt that it was unfair that he received virtually no pay raise to move south. So, with maybe eight months under his belt and his tail tucked between his legs, he split.

### HEADING EAST

Garland went back to Fresno to regroup, and it wasn't long before Paul Drew, who became RKO's new head of programming, connected Garland to the PD job at WAVZ/New Haven. The station was already humming, thanks to the previous work of John Long and Bobby Rich, and Garland remembers the experience as one of his most rewarding.

"WAVZ was owned by cool guys who respected programming," he says. "The station was ruled by the programming department, and the sales department sold what the programmers achieved in the ratings. It wasn't the other way around, the way you hear about these days."

As he was beginning to fall in love with the East Coast, Garland got another call from Paul Drew. The PD job at CKLW/Detroit was open. Prime station, incredible facility, respected GM.

Garland got on a plane to Detroit and met up with CKLW GM Herb McCord. He spent three days at the McCord residence, learning about the station and the market. He took the job.

Garland will tell you that his relationship with McCord was special. McCord taught him many things about managing a major-market station — one of the most important being the art of writing.

"Herb wrote great letters," Garland says. "He taught me how to write great letters. That helped me become a better writer. I wrote better memos, better promos."

Indeed, Garland is a great writer who would devote a lot of his time to penning the elements that were exposed to his audiences. "I would spend all night writing a promo," he says. "The next day I'd read it aloud to myself to hear how it sounded, then I'd hand it to someone else in the station to read it to me. If it still sounded good, I'd put it on the air."

After three years at CKLW Garland began eyeing the PD job at KFRC/San Francisco. Problem was, it wasn't open. It wasn't long, however, before Paul Drew was on the phone again, summoning Les for an open spot in the RKO lineup. Could his dream job be open?

Tune in next week!

Les Garland can be reached at lgarland@hotmail.com.



## Street Talk®

# No Justice, No Gig For *Dick & Justice*

**K**CXX/Riverside morning hosts **Dick & Justice** were all set to take the vacant morning gig at WFNX/Boston and the three stations that make up the FNX Radio Network and had set Aug. 30 as their final day in California's Inland Empire. Now it seems that the duo have unexpectedly landed on the beach for Labor Day weekend. Dick tells **ST**, "We got the salaries we wanted, and they flew us out, and everyone was happy." He adds that a memo outlining their deal with 'FNX then arrived and that the duo's agent was awaiting only the signed contracts from 'FNX. The duo gave notice at 'CXX, but on Aug. 27 disaster



Dick



Justice

struck: WFNX called to tell the pair that it had decided not to hire them after all. "I've got three-quarters of my house packed — and now this," Dick says. KCXX is believed to have already hired replacements for Dick & Justice who will start next week. WFNX has given no reason for the sudden about-face. Asked why he thinks 'FNX reneged on the deal, Dick says,

"I'm not sure, but it would seem that **Opie & Anthony** may play a part in this." Calls to WFNX PD Cruze were unreturned at press time. While new rumors involving O&A begin to percolate, Clear Channel Regional VP **Andy Rosen** made it clear this week that the ex-WNEW/New York and Westwood One-syndicated afternoon yakkers are not going to pop up on one of CC's Gotham properties anytime soon. Responding to rumors that Opie & Anthony could resurface at the company's Classic Rock WAXQ/New York, Rosen tells the *New York Post* that the hosts "don't fit in with the brands that we have in New York" and that his company has no interest in the air talents.

Meanwhile, former O&A flagship WNEW goes through more changes in the wake of the duo's dismissal by saying goodbye to morning sports talker **Scott Ferrall**. **Chris Dimino** is filling in for now. *The Best of Ron and Fez* now airs in the 10am-2pm slot, the regular *Ron and Fez Show* takes the 2-6pm slot, WW1's Tom Leykis airs live from Los Angeles in the 6-10pm slot, and WW1's *Loveline* is beamed in from L.A. for the 10pm-3am time frame. And, in another move that comes following O&A's trouble at Infinity, **Bob "Godfather" Galli** takes afternoons on an interim basis at the company's WBUF/Buffalo.

And then there's Boston Beer Co., maker of Samuel Adams beer, which this week officially apologized for its role in the now-infamous Opie & Anthony contest (dubbed "Sex for Sam 3") that prompted a Virginia couple to engage in sexual activities while live on the air from St. Patrick's Cathedral. Boston Beer Chairman Jim Koch was reportedly present at WNEW during the broadcast, which raised the ire of a group of bar owners in Beantown who started a boycott and refused to sell Koch's product at their establishments. In his apology, Koch said, "We were not in control of the program, and it was never our intention to be part of a radio-station promotion that crossed the line. My presence on the show

was a lapse in judgment, a serious mistake, and I regret it." Koch tells the *Boston Globe* that Opie & Anthony's show provided great exposure for his company. "I didn't want to miss the chance to reach 5 million beer drinkers," he said. "In hindsight, I should have taken a pass." Indeed, Koch included this statement in his apology: "We are re-evaluating our policy on radio-station appearances."

Philly radio icon **Dave Allan** is out as VP/Operations for Clear Channel's Philadelphia Trading Area. "They told me my position has been eliminated," Allan tells **ST**. "Unfortunately, I'm still occupying it. I'm leaving here almost exactly 15 years to the day I arrived as PD of WUSL (Power 99)." Allan later moved up to OM for EZ Communications' then-Philly cluster, which included Power 99, and later rose to GM of 'USL and co-owned WJJZ/Philly. Allan also served as Sr. VP/Programming & Marketing for the six stations in CC's Philly cluster.

### Rock 'N' Roll Dreams Come True

**Bon Jovi** recently held a private show for close to 300 invited guests at New York's Manhattan Ballroom. In the middle of the set Jon Bon Jovi turned to Richie Sambora and said, "Damn, I gotta pee!" We get this right-from-the-scene report from IDJMG's **Erik Oleson**: "Everyone started laughing. Then, suddenly, from the front row, WPST/Trenton-Philadelphia afternoon jock **Matt Sneed** says, 'Hey, I'll fill in for ya!' Jon tells him, 'Matt, you're gonna sing 'Born to Be My Baby.'" The band starts playing, and Jon walks off the stage." The verdict? "He nailed it! Matt's a huge fan anyway, and he sang every word perfectly. The crowd loved it!"

Clear Channel Urban AC KHHT (**Hot 92.3**)/Los Angeles has a new name. Sort of. PD **Michelle Santosuosso** tells **ST**, "Two years ago this station swapped frequencies with The Beat [Radio One Urban **KKBT**, now at 100.3 FM]. Ever since then we've had a really serious confusion issue with many listeners, who are still calling us 'Hot 92.3 The Beat.' This translates into a major Arbitron problem." Therefore, starting Sept. 2, KHHT will become "Hot 92 JAMZ." Any pesky, lingering rumors about any musical alteration at Hot were quickly laid to rest by Ms. S. "Our music position has been and will continue to be 'Forever Old School and Today's R&B,'" she says.

Continued on Page 24

### Rumbles

- WSSR (Star 95.7)/Tampa inks former WKSC/Chicago and WHTZ/New York staffer **Pye** for mornings, replacing *Jeff & Jen*. Down the hall, WMTX/Tampa Asst. Morning Show Producer **Rebecca** takes nights, starting Sept. 3.
- KFMD/Denver and KSME/Ft. Collins, CO MD **Chris Pickett** takes PD duties at Midwest Communications' CHR/Pop **WIFC/Wausau, WI**. Current 'IFC PD **Denny Luell** transfers to the company's Green Bay, WI cluster in a programming capacity, effective Sept. 3.
- KYSR (Star 98.7)/Los Angeles night jock **Skip Kelly** is upped to Asst. MD and Operations Assistant.

# Lex & Terry

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\*Source: Arbitron Women 18-34, from sign-on to Spring '02, M-F, Exact Time

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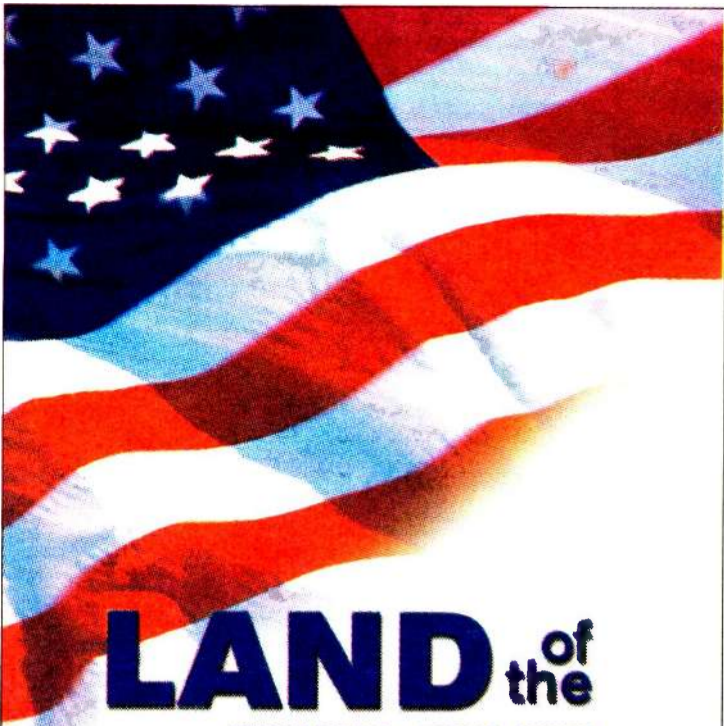
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**Street Talk®**

Continued from Page 22

After observing that actor Jason Priestley's career has "totally taken off" since a recent race-car crash involving the former *Beverly Hills 90210* star, **WHYI (Y-100)/Miami** morning stunt-boy **Nudge** decided to try to jump-start his own so-called career by taking part in a similar exploit. In an homage to master thespian Priestley, Nudge sped on over to nearby Hialeah Speedway, where he proceeded to crash his Chevy P.O.S. — affectionately known as "Junker 96" — into a nearby wall. [Editor's note — Like the clever jab at crosstown WPOW (Power 96)!] Nudge emerged from the wreck uninjured.

Congrats to WPGC-FM/Washington morning legend **Donnie Simpson**, who celebrated his 25th year as a DC air personality on Aug. 23. Among the well-wishers who called in to offer congrats were Janet Jackson, Jimmy Jam and Terry Lewis, Smokey Robinson, Michael Jordan, Gerald Levert and (of course) Infinity's Mel Karmazin and John Sykes. "Imagine, 25 years in radio in the same city! That's like 200 in dog years," WPGC VP/Programming **Jay Stevens** tells **ST**.

Meanwhile, Infinity's latest consolidation efforts have hit the upper Midwest and the Lone Star State. In Minneapolis, WLTE PD **Gary Nolan** adds similar duties at '80s sister WXPT/Minneapolis following the departure of **Dusty Hayes**. Down in Austin, KJCE & KQBT PD **Scotter B. Stevens** adds PD duties at KAMX/Austin, taking the desk most recently occupied by **Jim Robinson**.

**From Twisted Sister To Love Sponge**

Shy, animal-loving air talent **Bubba The Love Sponge** lands Clear Channel Alternative WMRQ/Hartford as his latest affiliate, starting Sept. 3. He succeeds Dee Snider, former Twisted Sister frontman-turned-air talent whose program also aired on affiliate WRXL/Richmond. It's not known what 'RXL has planned for mornings.

The legendary **CHUM/Toronto** has returned your musical favorites of yesteryear to 1050 on the AM dial. The station had been part of The Team national Sports network and was suffering from abysmally low ratings, the *Toronto Globe and Mail* reports. CHUM was previously Oldies and was perhaps the biggest Top 40 station in Canada from May 1957 through June 1986.

**Paul Palmer**, best known for his 22 years as VP/GM of **KFMB-AM & FM/San Diego**, is

**Station Promo O' The Week**



*The Blazy Show*, KXFX/Santa Rosa, CA's little wake-up program, decided to be a little creative when it recently gave away some tickets to a nearby Ozzfest show. Hence the Lick It For Tickets promotion and several rather disgusting shots of listeners licking various body parts on both humans and their pets. Here's a hopeful KXFX listener licking the tongue of a local cow, which was unavailable for comment.

RADIO & RECORDS



1

- **Stu Cohen** captures Sr. VP/Promotion post at Extasy Records.
- **Bill Macky** elevated to VP/National Promotion for MCA/Nashville.
- **Dion Summers** set as KBFB/Dallas PD.
- **Ron Parker** returns to Houston as KLDE PD.



Bill Macky

5

- **Raymond Quinn** advances to Sr. VP/COO for Personal Achievement Radio.
- KOAZ/Phoenix becomes "Wild Country" KWCY under OM/PD **Scott Johnson**.
- **Rick Stacy** named PD of KQKS/Denver.
- **Steve Nicholl** nails WSRR/Memphis' PD post.

10



Gary Fisher

- Gannett sets **Gerry De-Francesco** as President/Radio Division, **Marc Kaye** as President/GM and **Jay Cook** as President/GM of WDAE & WUSA/Tampa.
- **Gary Fisher** bumped up to VP/GM of WHTZ/New York.
- **Tom Langmyer** lands in the PD chair at KMOX/St. Louis.

15

- **Jerry Bobo** bounces up to VP/GM of KVIL/Dallas.
- **Marc Chase** captures WYHY/Nashville OM duties.
- **Randy Brown** settles in as KTKS/Dallas PD.



Marc Chase

20

- Susquehanna sets **George Hyde** as VP/GM of WQBA-AM & FM/Miami and **Gordon Obar-ski** as GM of WRRM/Cincinnati.
- **Steve Kingston** crowned OM/PD of WBZZ/Pittsburgh.
- **Emmis** buys **WLLO/Minneapolis** for \$6 million.

25

- **Michael St. John** named PD of WTIC-FM/Hartford.
- **Judy Lebow** elevated to National FM Coordinator for Atlantic Records.
- **R&R's The Top 40 Story** special comes out.

named Exec. Director of Big Brothers & Sisters of San Diego County.

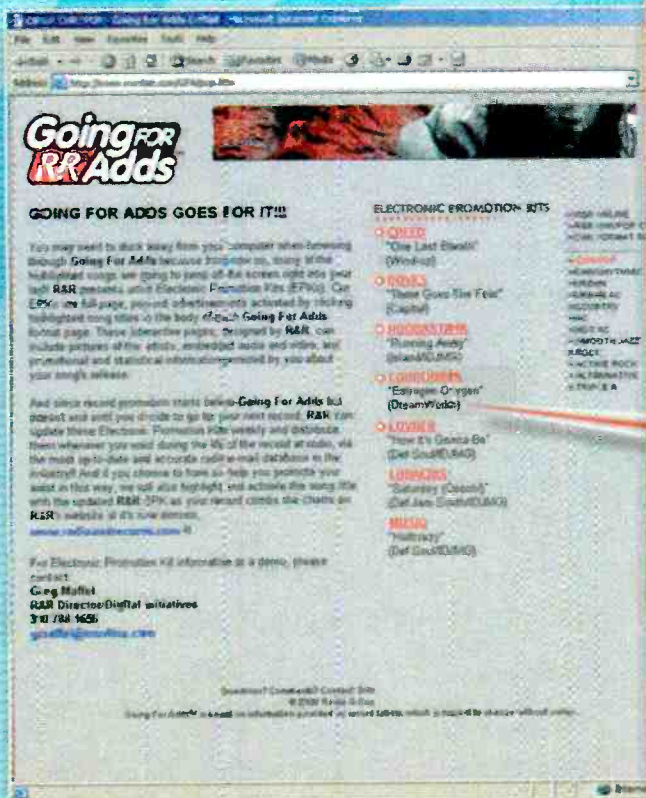
**Lastly**, Premiere's syndicated *Rick Dees Weekly Top 40 Countdown* will debut on English-language **Radio Beijing** in October as part of a multiyear deal between Premiere and American Business Consulting International.

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

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(aches in the teeth again)  
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NEW THIS WEEK:  
WCCC WQBK KATT  
WCMF WBYR WWBN

Touring with Sparta starting on Sept 5th

Label Contact (By Format)

<b>Active Rock, Rock</b>	<b>Alternative</b>
Laura Curtin 310-288-7560 curtin@dreamworksrecords.com	Matt Smith 310-288-7522 msmith@dreamworksrecords.com
	Ross Zapin 212-588-6690 rzapin@dreamworksrecords.com

Current Album artwork

AUDIO VIDEO

Internet zone

- > Vibrant Artist Album and Press Photos
- > Automatic Audio Load Of Featured Song
- > Listing Of Current Promotional Information
- > Links To Additional Audio, Video, E-Cards, AOL Buddy Icons, etc...
- > Record Label Contact Information And E-mail Links
- > Distribution To R&R Monitored And Indicator Radio Programmers By Format

For More Information  
Please Contact:

Greg Maffei (310) 788-1656 • gmaffei@radioandrecords.com  
Jessica Harrell (615) 244-8822 • jharrell@radioandrecords.com (Country & Christian)

# Bedingfield's Bedtime Story

Do-it-yourself dance track takes young singer from the bedroom to the boardroom

By Frank Correia, Music Editor  
fcorreia@radioandrecords.com

Admit it: You've acted out your rock-star fantasies in your bedroom — playing a tennis racket, singing into a hairbrush or, well, let's not go there. Either way, 22-year-old Brit **Daniel Bedingfield** has you beat. Armed with a computer, a microphone and a keyboard, he turned his bedroom into a home studio and recorded "Gotta Get Thru This," which found a home atop the U.K. singles charts.

"There is no excuse for people who say they need money or this huge studio," Bedingfield says. "You don't; you need to work hard."

## On The Rise

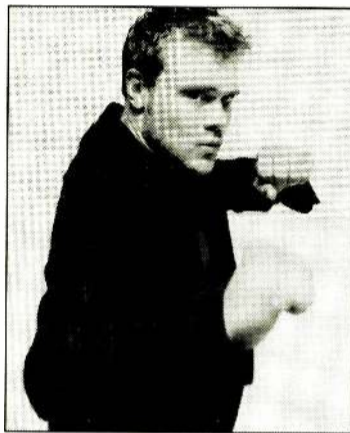
After writing and recording the song, which is about a longtime crush realized, Bedingfield was turned away by record companies all over London before pressing his own copies and selling them through local record shops. Local DJ EZ picked up the single and put it on his *Pure Garage 4* series. Bedingfield's star was soon on the rise, as he landed a record deal and topped the British charts with his infectious blend of R&B, pop and dance.

"Stevie Wonder, Michael Jackson and Sting are the main three musicians who have influenced the sound of my album the most," he explains

of his full-length, also called *Gotta Get Thru This*. "It kind of sounds like the three of them jamming in the basement. I'm not trying to say it sounds that good, but it has a similar style."

Bedingfield admits that he had low expectations after self-releasing his work. "I just spent 30 pounds to put 'Gotta Get Thru This' on vinyl, and DJ EZ picks it up, puts it on a compilation, and everyone starts playing it on the underground. It gets signed to a tiny label, then a big label, and then boom! Now I've got a record deal, and now I'm over here."

"Over here" is in the States, where Bedingfield is making a name for himself at CHR/Rhythmic and, especially, CHR/Pop, where "Gotta Get Thru This" is a top-10 track that recently earned Most Increased Plays. Armed with looks and hooks, it's



Daniel Bedingfield

quite possible that Bedingfield could attain the same star status here that he has in Britain, where he's instantly recognized and sometimes mobbed by fans.

"You don't get much time to accli-

matize on the way up," he says of his rapid rise to fame. "I feel like I don't deserve the amount of airplay it's getting or that I haven't worked for it. But I have been slavishly dedicated to music since I was 6, performing since I was 9 and producing since I was 16. I spent all my free time, night and day, writing, singing and producing. So, in that way, I've worked for it."

"But I feel ridiculously overwhelmed and blessed by what's happened in America. I know how damn lucky I am. I feel quite small, actually, because the song's taken off — it's not necessarily me yet. I haven't broken in America yet; it's the song. I've got a lot of work to do."

## Tough Adjustment

As for adjusting to life as a pop star, Bedingfield describes it as "destructively tough." "It changes your life completely," he says. "There is nothing remotely similar about this life and the life I was living. I've managed to keep some friends, because friends change, and it's really tough. I've got really close friends around me now

and a really good family, so I don't feel like I'm going off the rails or anything."

"I get to sing to huge crowds. I get to do this as a living. I love this job! I get to travel from city to city. I'm single, and I get to chat up nice girls."

Despite his star status, Bedingfield opted for his own name over some flashy stage moniker. "I was going to do something like Daniel Dean or Daniel Bond or something crazy. Basically, I never expected 'Gotta Get Thru This' to take off. I'm not a dance artist — I made a dance record, and it took off without my consent. I named it Daniel Bedingfield because I was never going to use that name again."

Besides a possible collaboration with Mariah Carey, Bedingfield plans to head back to the bedroom for his next album. "I can't work in clinical environments," he says. "It sounds like everyone else if I work in a studio, but it sounds like me if I make it next door. The next one I'd like to get a bit more original. I want to go a lot more quiet and a lot more loud."

"Much more naked honesty," he adds with a grin.

# Wind-up's Must A Must-Listen

Young rock act's story grows out of New England

Take an English drummer, a German bassist and a powerful Australian singer whose last name happens to be Ireland, relocate them to Boston, and build up a campaign behind the band in the New England area. It may sound more like a game of Risk, but the tactics have given Wind-up rock act **Must** a strong foothold in the States to continue building their impressive story.

Behind the single "Freechild," Must have built up an impressive following in the Northeast, with support from WHJY/Providence; WCCC/Hartford; WGIR/Manchester, NH; and WHEB/Portsmouth, NH. In the group's home base of Boston, they've been blessed with spins from the holy trinity of WBCN, WAAF and WBCN.

On top of that, local sales have been through the roof, and the band's live shows have amassed a following. Understandably, other markets are now taking notice, as "Freechild" has wandered onto playlists at Active Rockers such as KOMP/Las Vegas, mainstream Rockers such as KBER/Salt Lake City and Alternatives such as WAVF/Charleston, SC.

## Success Story

"Strategically, we decided to work them first in the Northeast because they were based there, and we knew



Must

the record was a little different," explains Wind-up's **Alan Galbraith**. "We wanted to get some evidence, if you like, behind the story to take to the rest of the country."

"To say that was a success is an understatement. We have sold over 9,000 records to date, including over

5,000 in Boston and almost 2,000 in Providence, which were our two key markets. We put the band out on the road in the Northeast, and they successfully gathered their own fan base very quickly. We got callout on the song at WHJY in particular. We took all that information and rolled it out nationally about six weeks ago, and the story continues."

"We set out to give the record company a story out of Boston, Providence and Manchester, NH primarily — both the sales and callout research," says **Ron Valeri**, VP of Paul Geary Management (Godsmack, Cold). "We wanted to get that fire going and let these guys take this record nationally, which they did back in July. It's a tremendous success story regionally now, and we hope to replicate this success on a national level, market by market."

One person who can attest to the

power of Must is WHJY PD **Joe Bevilacqua**, who was approached by Wind-up and PGM in January. As New England Rock Brand Manager for Clear Channel, he decided to play "Freechild" for Alex James, PD/MD of heritage Rock outlet WHEB, and Meegan, MD/middayer at Active Rock WGIR.

"All three of us really liked the record and decided to come into it as a group," Bevilacqua says. "We got interest calls immediately. They started playing the market and played at all of our stations. Everybody was blown away by how this guy can sing. By the middle of March we really started to see some serious phone action."

"I threw it into callout starting in May. After we got to about 200 spins, it just blew up. Since the end of April it's been top-five callout for all of us. To this day there isn't a time when we play it — and we're playing it five or six times a day on every one of our radio stations — that we don't get a phone call asking about it."

## Regional Sales

Backing up the radio support is the regional sales story. "From the minute this thing went into the store, it's been a consistent bestseller at the Newbury Comics chain," says Valeri. "Overall, in Soundscan, it's been consistently in the top 150-, if not top 100-, selling

records in Boston. That's keeping pace or outselling some artists who, quite frankly, have substantially more airplay and publicity surrounding them."

"The proof is in the pudding," Bevilacqua says. "It's No. 1 phones every week, it's top-five callout every week, and it has amazing sales. It's outselling the Nickelback, Kid Rock, Jimmy Eat World, Default and Papa Roach records here — major stuff. And it's consistent."

With Wind-up taking the Must story nationwide, there are also rumors of a possible tour with Beantown legends Aerosmith that would begin in October.

So with everyone raving about the record, what does it sound like? "I certainly can't compare them to Led Zepelin, but this is the first British import I can think of in a long time that's actually meant something to mainstream Rock radio," Bevilacqua says.

"It is probably the single most difficult band to describe," Galbraith says. "It's a very contemporary-sounding band, with all of the qualities of rock bands from the last two decades in there as well. There are strong, commanding vocals. It's guitar-driven but with a very current edge to the production and the songwriting style."

"It's really adventurous and really different. It just kicks ass; that's how I'd describe it. It's just fucking brilliant — play it, and stop pissing about. That's the real answer."

## THE INDUSTRY'S NO. 1 RETAIL CHART August 30, 2002

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
2	1	EMINEM	Eminem Show	Shady/Aftermath/Interscope	173,858	-3%
1	2	NELLY	Nellyville	Fo' Reel/Universal	156,409	-13%
5	3	AVRIL LAVIGNE	Let Go	Arista	131,553	+17%
—	4	CLIPSE	Lord Willin'	Arista	121,634	—
3	5	BRUCE SPRINGSTEEN	The Rising	Columbia	115,218	-30%
4	6	JAMES TAYLOR	October Road	Columbia	113,398	-26%
6	7	VARIOUS	Now Vol. 10	Epic	85,990	-23%
7	8	LINKIN PARK	Reanimation	Warner Bros.	77,708	-20%
8	9	TOBY KEITH	Unleashed	DreamWorks	72,772	-20%
12	10	NORAH JONES	Come Away With Me	Blue Note/Virgin	71,839	+19%
10	11	DAVE MATTHEWS BAND	Busted Stuff	RCA	59,939	-25%
9	12	XXX	Soundtrack	Universal	57,099	-35%
14	13	PINK	M!\$sundaztood	Arista	52,316	-7%
18	14	JOHN MAYER	Room For Squares	Aware/Columbia	51,361	+5%
11	15	SCARFACE	Fix	Def Jam South/IDJMG	49,698	-18%
—	16	LEE ANN WOMACK	Something Worth Leaving Behind	MCA	48,305	—
16	17	ASHANTI	Ashanti	Murder Inc./IDJMG	48,129	-5%
13	18	TRICK DADDY	Thug Holiday	Slip-N-Slide/Atlantic	47,994	-19%
—	19	ANGIE MARTINEZ	Animal House	Elektra/EEG	47,276	—
15	20	RED HOT CHILI PEPPERS	By The Way	Warner Bros.	45,793	-17%
—	21	BEENIE MAN	Tropical Storm	Virgin	45,461	—
—	22	DIAMOND RIO	Completely	Arista	43,238	—
25	23	SHERYL CROW	C'mon, C'mon	A&M/Interscope	40,271	+13%
20	24	JOSH GROBAN	Josh Groban	143/Reprise	39,292	-11%
35	25	SYSTEM OF A DOWN	Toxicity	American/Columbia	36,748	+26%
22	26	MARIO	Mario	J	33,307	-11%
31	27	VANESSA CARLTON	Be Not Nobody	A&M/Interscope	33,211	+1%
29	28	KENNY CHESNEY	No Shoes, No Shirt, No Problem	BNA	33,047	-3%
30	29	JACK JOHNSON	Brushfire Fairytales	Enjoy/Universal	32,590	-3%
—	30	MANA	Revolucion De Amor	WEA Latina	32,522	—
33	31	TRUSTCOMPANY	Lonely Position Of Neutral	Geffen/Interscope	31,272	+3%
19	32	NICKEL CREEK	This Side	Sugar Hill	30,341	-34%
37	33	NO DOUBT	Rock Steady	Interscope	29,587	+4%
32	34	KORN	Untouchables	Epic	28,827	-8%
38	35	SOUNDTRACK	O Brother Where Art Thou	Lost Highway/IDJMG	27,985	+1%
36	36	AEROSMITH	O, Yeah! Ultimate Aerosmith	Columbia	27,091	-5%
41	37	CREED	Weathered	Wind-up	26,688	-1%
—	38	EVA CASSIDY	Imagine	Rykodisc	26,470	—
40	39	CELINE DION	A New Day Has Come	Epic	26,409	-3%
39	40	NAPPY ROOTS	Watermelon, Chicken & Gritz	Atlantic	26,292	-4%
46	41	SHAKIRA	Laundry Service	Epic	26,280	+1%
21	42	AMERIE	All I Have	Columbia	25,760	-35%
28	43	VINES	Highly Evolved	Capitol	24,992	-27%
26	44	COUNTING CROWS	Hard Candy	Geffen/Interscope	24,898	-28%
43	45	NEW FOUND GLORY	Sticks & Stones	Drive-Thru/MCA	24,204	-9%
49	46	MICHELLE BRANCH	Spirit Room	Maverick/WB	23,594	-1%
42	47	JIMMY EAT WORLD	Jimmy Eat World	DreamWorks	23,035	-14%
—	48	PUDDLE OF MUDD	Come Clean	Flawless/Geffen/Interscope	22,634	—
45	49	BIG TYMERS	Hood Rich	Cash Money/Universal	22,120	-15%
17	50	KEITH SWEAT	Rebirth	Elektra/EEG	21,848	-56%

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### ON ALBUMS

#### It Takes Two To Tango

Multiple hits make for multi-Platinum sales. How's that for a revelation?

With the current "Cleanin' Out My Closet" and the durable "Without Me" both still on the charts, "White America" gaining and stations starting to spin "Hailie's Song,"

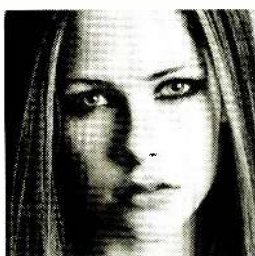
**Shady/Aftermath/Interscope** rapper **Eminem** returns to



Eminem

the No. 1 spot on the *HITS* Top 50 chart this week. He leapfrogs over **Fo' Reel/Universal's** **Nelly**, who has two hits of his own with "Dilemma" and "Hot in Herre."

Just behind them, **Arista** teen chanteuse **Avril Lavigne** climbs into the No. 3 position, thanks to "Complicated" — with new single "Sk8er Boi" right behind it. Labelmates **Clipse**, whose **Neptunes**-produced album has already provided the Rhythmic hit "Grindin'," now ride the followup, "When the Last Time," to



Avril Lavigne

an impressive No. 4 bow.

Adult records continue to thrive in the marketplace: **Columbia** artist **Bruce Springsteen's** current tour and media saturation translate to a solid No. 5, while labelmate **James Taylor** continues strong at No. 6. **Blue Note/Virgin's** **Norah Jones** cracks the top 10 and sports an increase of nearly 20%, to 72,000, and **Aware/Columbia's** **John Mayer** moves 18-14 and breaks 50,000 for the first time.

**Epic's** *Now, Vol. 10* (No. 7) **Warner Bros.'** **Linkin Park** (No. 8) and **DreamWorks's** **Toby Keith** (No. 9) round out the week's top 10. **American/Columbia's** **System Of A Down** benefit from retailwide discounts and big play on "Aerials," showing a 26% increase in sales and a 35-25 rise on the chart.

Elsewhere in Radioland, followup singles from **A&M/Interscope's** **Sheryl Crow** and **Vanessa Carlton**, **Interscope's** **No Doubt** and **Epic's** **Shakira** are getting early spins.

**MCA/Nashville's** **Lee Ann Womack** (No. 16), **Elektra/EEG's** **Angie Martinez** (No. 19), **Virgin's** **Beenie Man** (No. 21), **Arista's** **Diamond Rio** (No. 22), **WEA Latina's** **Mana** (No. 30) and **Rykodisc's** **Eva Cassidy** (No. 38) are the week's newcomers.



Clipse

August 30, 2002

## First Impressions, Again

You may be thinking to yourself, "How can you make more than one first impression?" Well, for artists in the music industry, the concept is not only possible, it usually determines whether they will stand the test of time. Artists constantly reinvent themselves, in effect reintroducing themselves to their fans. Next week many artists will deliver brand-new material to the public from their upcoming projects, and, for all intents and purposes, they will be making their first impressions again.

**Christina Aguilera** returns to the limelight with "Dirrty," the first single from her highly anticipated forthcoming CD. The single, written by Aguilera, Rock-wilder and others, features rapper Redman, who will also appear in the Paul Hunter-directed video. Prepare to be inundated with images of Aguilera this fall as she appears in upcoming issues of *Rolling Stone*, *Blender*, *Maxim*, *YM* and *Cosmogirl*. "Dirrty" goes for adds at Pop and Rhythmic next week.

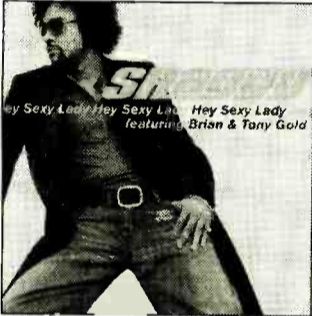


Christina Aguilera

Backstreet's back, all right! OK, they're not back, but Backstreet Boy **Nick Carter** returns to the Pop world with "Help Me," the first look at his upcoming album *Now or Never*. The video, directed by Chris Applebaum, will premiere on MTV's *Making the Video* on Sept. 16, and the album will be available to the masses on Oct. 29. Carter will also be a presenter at this year's Latin Grammy Awards, airing Sept. 18 on CBS.

After making an impression at Rock, Active Rock and Alternative, **Lifeshouse** spin into Pop, Hot AC and Triple A with their latest, "Spin." This is the first single from the band's Sept. 17 sophomore release, *Stanley Climbfall*, which follows up their double-Platinum debut album, *No Name Face*.

**Shaggy** will be following up his multi-Platinum selling album *Hotshot* with "Hey Sexy Lady," the first cut from his forthcoming CD. Shaggy is currently making the rounds, performing in the Midwest and Miami through mid-September and appearing on the *Tonight Show With Jay Leno* on Sept. 6. "Hey Sexy Lady" will be Going for Adds at Pop, Rhythmic and Urban.



Shaggy

A pair of beautiful ladies are impacting Rhythmic, Urban and Urban AC playlists next week. **Syleena Johnson** delivers "Tonight I'm Gonna Let Go," featuring Busta Rhymes, Rampage and Sham & Spliff Star of The Flipmode Squad. This is the first cut off her Oct. 22 sophomore release, *Chapter 2: The Voice*. **India.Arie** also gives us new material, with "Little Things," the first offering from her upcoming sophomore album, *Voyage to India*. The single contains interpolations from Rufus' 1977 song "Hollywood." India.Arie has been nominated in the Best R&B/Soul Single, Solo category at this year's Soul Train Lady of Soul Awards for her song "Brown Skin." The show airs Sept. 1, and India.Arie will also be presenting an award.

Steve is a popular name next week as **Steve Cole** and **Steve Earle** go for adds with the first singles from their upcoming CDs. Steve Cole presents "Off Broadway" to Smooth Jazz, from his self-titled third CD, which will be released in 2003. The song is also the lead track on Warner Bros.' *September* sampler. Steve Earle proposes a "Conspiracy Theory" at Triple A next week, from his Sept. 24 release, *Jerusalem*. Earle will also be releasing *Transcendental Blues Live* on DVD on the same day.



Hoobastank

Finally, **Hoobastank** go for adds at Rock, Active Rock and Alternative with "Remember Me." Though the song is the third single from the band's self-titled debut album, they did make a strong first impression with their breakthrough hit, "Crawling in the Dark." The band will wrap up the Sprite Liquid Mix Tour with Jay-Z and 311 on Sept. 8. Then it's a two-week break, a few dates here and there and back to full swing on Oct. 11 as they hit the road with Blindside and Greenwheel.

— Mike Trias

# R&R Going For Adds

Week Of 9/3/02

## CHR/POP

- CHRISTINA AGUILERA *Dirrty (RCA)*
- LIFESHOUSE *Spin (DreamWorks)*
- N.O.R.E. *Nothin' (Def Jam/IDJMG)*
- NICK CARTER *Help Me (Jive)*
- SHAGGY *Hey Sexy Lady (MCA)*
- STROKE 9 *100 Girls (Cherry/Universal)*

## CHR/RHYTHMIC

- B2K *Why I Love You (Epic)*
- CHRISTINA AGUILERA *Dirrty (RCA)*
- INDIA.ARIE *Little Things (Motown)*
- KELLY PRICE *Someday (Def Soul/IDJMG)*
- NAAM BRIGADE 1/FREEWAY *Early In The Game (ARTISTdirect)*
- SHAGGY *Hey Sexy Lady (MCA)*
- SYLEENA JOHNSON 1/BUSTA RHYMES *Tonight I'm Gonna Let Go (Jive)*

## URBAN

- INDIA.ARIE *Little Things (Motown)*
- KELLY PRICE *Someday (Def Soul/IDJMG)*
- NAAM BRIGADE 1/FREEWAY *Early In The Game (ARTISTdirect)*
- SHAGGY *Hey Sexy Lady (MCA)*
- SYLEENA JOHNSON 1/BUSTA RHYMES *Tonight I'm Gonna Let Go (Jive)*

## URBAN AC

- INDIA.ARIE *Little Things (Motown)*
- KELLY PRICE *Someday (Def Soul/IDJMG)*
- SYLEENA JOHNSON *Tonight I'm Gonna Let Go (Jive)*

## COUNTRY

No Adds

## HOT AC

- STROKE 9 *100 Girls (Cherry/Universal)*

## AC

- AMY STUDD *Just A Little Girl (19/Universal)*
- LIFESHOUSE *Spin (DreamWorks)*
- STROKE 9 *100 Girls (Cherry/Universal)*

## SMOOTH JAZZ

- LAMYA *Black Mona Lisa (J)*
- PETER WHITE *Who's That Lady? (Columbia)*
- STEVE COLE *Off Broadway (Warner Bros.)*

## ROCK

- HOOBASTANK *Remember Me (Island/IDJMG)*

## ACTIVE ROCK

- HOOBASTANK *Remember Me (Island/IDJMG)*

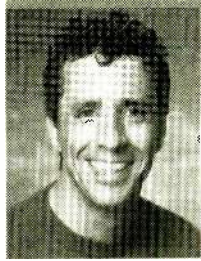
## ALTERNATIVE

- HOOBASTANK *Remember Me (Island/IDJMG)*

## TRIPLE A

- BIGGER LOVERS *Honey In The Hive (Yep Roc)*
- LIFESHOUSE *Spin (DreamWorks)*
- STEVE EARLE *Conspiracy Theory (E-Squared/Artemis)*

R&R's Going For Adds features the complete list of songs impacting radio for the coming week. Going For Adds is e-mailed each week to participating radio and record executives. For more info, contact Greg Maffei at [gmaffei@radioandrecords.com](mailto:gmaffei@radioandrecords.com).



**TONY NOVIA**  
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# The Real Deal On Music Buyers

□ Revealing results from the 'National Record Buyers Study II'

**S**cary is the word that first comes to mind when I walk into a music store or the music section of a large retail store these days. With record sales down, retailers all over America are pushing CDs to the back of the store or to another floor entirely. Placement for many retailers is all about DVDs and games for PlayStations and X-Boxes.

The musical cycle may be down, but it's not out. It's no secret that labels must develop a consumer-friendly plan for downloading and address security issues about downloading and duplication. We covered these and many other issues facing the music industry in R&R's second annual national record buyers study, conducted by Edison Media Research.

This study of 942 persons aged 12+ was conducted by telephone between May 7 and May 20, 2002. The goal was to take a closer look at the thought processes, influences and decisions involved in a music purchase.

## Technological Challenge

In this year's study a whopping 34% of the respondents said they had downloaded music through the Internet for playback at another time. As you may have guessed, the most active group for downloading music is people 12-17, 56% of whom said they had downloaded music. Forty-four percent of 18-24s also said they had downloaded music, striking directly at the record labels' core audience. The percentage of respondents who download music decreases to 29% for 25-34s and 19% for 35-44s.

When respondents were asked if the amount of music they had bought in the past 12 months was more, less or about the same as they had purchased in the previous 12 months, the crux of the labels' problems truly began to rear its ugly head: Forty-four percent of downloaders said they had bought less music, and 34% of non-downloaders said they are buying less music.

According to this year's survey, 7.3% of respondents are considered "dropouts," people who have downloaded but not purchased any music in the last 12 months. Projecting this percentage onto the total U.S. population, an estimated 10 million people 12-44 have left the ranks of music purchasers.

When it comes to burning CDs, Edison Media Research discovered that 31% of respondents use their computers to do so. As with downloading, the most active burners are 12-17s. Fifty-three percent of these people have also burned someone else's copy of a CD instead of buying

**When Edison asked CHR respondents, "Where do you buy most of your CDs?" "At a discount store such as Wal-Mart or Target" was the top answer, at 36%.**

their own. In the 18-24 demo, 46% said they had burned their own CDs. The percentage drops to 24% for 25-34s and 18% for 35-44s.

## Stop The Bleeding

Since the advent of Napster, the press and consumers have been buzzing about the issues of downloading and burning music. It's no secret that the labels got caught with their pants down and have fought back, using the RIAA to close down many illegal websites and services.

In the meantime, labels are frantically trying to solve security issues and develop one-stop services that consumers will want to use and pay for, but that seems to be a long way from becoming a reality. What can labels do right now to begin to turn the tide?

According to the results of the Edison study, the music industry is suffering from devastating public relations problems. Now that consumers can buy blank CDs for less than a buck, they have come to believe that the "natural" price of a CD is nothing more than raw-material costs. Consumers, particularly young consumers, have lost the connection between music and monetary value. The labels must accept that they can't stop technology; they must instead get onboard and work with it. At the same time, they need to work to change attitudes.

The survey reveals that the music industry is dangerously close to losing 12-24s, many of whom feel that music is and should be free. Nearly

three-quarters of teens see no ethical issue in downloading music from the Internet. However, when the issue is framed in terms of artists and labels deserving compensation for their work, attitudes begin to change, which could lead to changes in behavior. This implies that, through education, the labels can begin to remind people how money fits into the equation.

"If the record labels make a concerted effort to get their artists to educate the public about how downloading takes money directly out of the artists' pockets, things may change," says Edison VP Jayne Charneski. "Kids have no idea of the amount of money that labels shell out to make a record in the first place, but our data suggests that it's got to be the artists who explain this. The RIAA should consider redoubling its efforts to get this message out to young consumers via primetime TV, cable networks and the Internet."

## Discovering New Music

When it comes to CHR listeners, let there be no doubt about where they discover their new music. Eighty-one percent of CHR listeners in this study most often discover their new music on the radio. In rank order after radio, CHR listeners most often hear about new music from "Friends" (50%), "Watching music video channels" (40%), "Hearing a movie soundtrack" (35%), "Appearances by artists on television shows" (34%) and "Hearing a compilation CD" (28%).

When Edison asked CHR respondents, "Think about the last CD you purchased for yourself. How did you first find out it was available?" "Heard it on the radio" was the top answer (19%), followed by "Heard about it from a friend or relative" (15%) and — surprising to me — "Saw it advertised on television" (12%).

Nothing was even close to radio when respondents were asked, "Now think about all your music purchasing in general. When you buy CDs, which of these items influences you the most in deciding to make that purchase?" "Heard it on the radio" was No. 1 for CHR respondents, at 43%, and the next closest was "Heard about it from a friend or relative," at 15%.

## CHR Music Purchasers Speak

If you want the real deal, go directly to the source. The following results have been culled from R&R and Edison Media Research's second annual "National Record Buyers Study," conducted in May 2002. In this section, respondents who favor CHR were asked to agree or disagree with each statement.

- "When you find an artist that you like, you try to buy every new record that artist puts out": 40% agreed.
- "You won't buy a new CD unless you have already heard a few songs from that CD that you like on the radio": 79% agreed.
- "You have purchased a new CD as a result of seeing a video for a song on channels like MTV, VH1 or BET": 56% agreed.
- "You have purchased a new CD after seeing what an artist or group looked like on TV or in a magazine": 40% agreed.
- "Musical artists you like sometimes get so much attention on TV and in magazines that it turns you off of the artist": 35% agreed.
- "You have purchased a new CD after reading a review or article about an artist or group in a magazine": 39% agreed.
- "You no longer have to buy CDs, as you can download music for free over the Internet": 29% agreed.
- "Instead of buying a CD, you've burned someone else's copy of the CD": 33% agreed.
- "You are buying fewer CDs lately because you are buying more DVDs instead": 27% agreed.
- "There is nothing morally wrong about downloading music for free from the Internet": 50% agreed.
- "You have purchased a new CD as a result of hearing that artist's music streamed over the Internet, such as through a web radio station or an Internet audio webcast": 32% agreed.
- "Have you ever purchased a CD featuring the soundtrack from a movie?" Seventy-one percent said they had.

CHR respondents were asked which artists they will definitely buy upcoming albums from. Below are the top 10.

Destiny's Child	31.3%
Creed	25.4%
'N Sync	25.3%
Pink	23.8%
Celine Dion	21.4%
Madonna	21.1%
Santana	20.2%
Backstreet Boys	18.7%
Britney Spears	18.2%
Alicia Keys	18%

CHR respondents were asked, "How frequently do you watch TRL on MTV?"

Almost every day	7%
Several times a week	10%
About once a week	13%
Hardly ever	65%

## Music-Buying Habits

Call it the Wal-Marting of America. When Edison asked CHR respondents, "Where do you buy most of your CDs?" "At a discount store such as Wal-Mart or Target" was the top answer, at 36%, followed by "At a record store in a mall" (20%) and "Through a record club such as Columbia House or BMG" (16%).

Overwhelmingly, CHR consumers are more interested in the "latest CD from a more established artist" (61%) than a "big hit CD from a new artist" (23%).

The CHR respondents in this study enjoy CD compilations. When asked, "Have you ever purchased a compilation CD or tape?" 59% of the participants responded yes. When asked, "Have you ever purchased a CD single that featured only one or two songs?" 62% of CHR respondents responded positively.

As labels rethink security issues,

they may be interested in this question: Edison asked, "Many record labels will be releasing CDs that you can't copy or listen to on a computer. How would that affect your music-purchasing decision?" Among CHR respondents, 66% said it would have no influence on a purchase decision, but a whopping 32% said they would not purchase such a CD, which should make label executives think long and hard about their next move in this area.

## PD Heads Up

CHR respondents also voiced their opinions on what they like and don't like about radio. Edison asked, "I'm going to list some of the things that radio stations do to promote artists and their new songs. For each, tell me if you find them to be very effective, somewhat effective or not at all effective in informing you about artists and

Continued on Page 34

**EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES August 30, 2002**

CALLOUT AMERICA® song selection is based on the top 25 titles from the R&amp;R CHR/Pop chart for the airplay week of August 3-9.

HP = Hit Potential ®

ARTIST TITLE LABEL(S)	<b>CHR/POP</b>				TOTAL % FAMILIARITY	TOTAL % BURN	DEMOGRAPHICS			REGIONS			
	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)						WOMEN 12-17	WOMEN 18-24	WOMEN 25-34	EAST	SOUTH	MID-WEST	WEST
	TW	LW	2W	3W									
AVRIL LAVIGNE Complicated (Arista)	4.00	3.90	4.00	3.93	77.7	23.1	4.21	3.92	3.81	4.15	4.08	3.70	4.06
EMINEM Cleanin' Out My... (Shady/Aftermath/Interscope)	3.87	3.81	—	—	68.6	18.0	4.27	3.83	3.13	3.76	3.75	3.82	4.13
CREED One Last Breath (Wind-up)	3.76	3.68	3.48	3.54	57.7	15.4	3.73	3.80	3.77	3.67	3.74	4.15	3.50
PINK Just Like A Pill (Arista)	3.76	3.73	3.75	3.68	68.6	19.4	3.89	3.35	4.06	3.87	4.04	3.30	3.81
JIMMY EAT WORLD The Middle (DreamWorks)	3.71	3.69	3.64	3.56	74.6	24.6	3.71	3.63	3.81	3.81	3.56	3.64	3.81
EMINEM Without Me (Shady/Aftermath/Interscope)	3.68	3.64	3.76	3.53	74.6	31.7	3.71	3.59	3.77	3.83	3.52	3.55	3.80
NELLY/KELLY ROWLAND Dilemma (Fo' Reel/Universal)	3.68	3.73	3.87	3.83	71.1	21.7	3.98	3.59	3.28	3.70	3.67	3.81	3.54
HOOBASTANK Running Away (Island/IDJMG)	3.67	3.64	3.59	3.65	47.4	10.6	3.94	3.51	3.43	3.66	3.57	3.80	3.67
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	3.66	3.65	3.75	3.54	76.3	28.3	3.62	3.51	3.87	3.53	4.02	3.61	3.51
P. DIDDY F/GINUWINE I Need A Girl Pt. 2 (Bad Boy/Arista)	3.65	3.54	3.54	3.56	58.3	19.7	3.68	3.58	3.69	3.46	3.22	3.78	4.12
JOHN MAYER No Such Thing (Aware/Columbia)	3.64	3.56	3.48	3.63	63.4	16.0	3.58	3.56	3.81	3.75	3.80	3.46	3.55
NELLY Hot In Herre (Fo' Reel/Universal)	3.62	3.65	3.67	3.66	73.4	34.0	3.87	3.44	3.42	3.51	3.42	3.98	3.58
KROEGER & SCOTT Hero (Roadrunner/Columbia/IDJMG)	3.55	3.61	3.62	3.71	71.7	27.1	3.64	3.39	3.59	3.45	3.72	3.72	3.37
MARIO Just A Friend 2002 (J)	3.54	3.60	3.40	3.62	61.4	20.3	3.98	3.30	3.02	3.55	3.43	3.68	3.50
DJ SAMMY & YANOU Heaven (Robbins)	3.53	3.46	3.54	3.36	64.0	19.7	3.68	3.56	3.31	3.41	3.71	3.65	3.41
FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	3.52	3.52	3.50	3.45	73.4	31.7	3.45	3.51	3.66	3.19	3.57	3.56	3.78
BBMAK Out Of My Heart... (Hollywood)	3.50	—	—	—	40.6	7.4	3.75	3.29	3.40	3.41	3.64	4.12	3.03
EVE F/ALICIA KEYS Gangsta Lovin' (Ruff Ryders/Interscope)	3.50	3.47	3.71	—	59.7	16.0	3.61	3.41	3.40	3.28	3.55	3.61	3.60
ASHANTI Happy (Murder Inc./IDJMG)	3.49	3.62	3.59	3.54	59.1	22.6	3.72	3.32	3.29	3.33	3.48	3.74	3.47
IRV GOTTI PRESENTS.. Down 4 U (Murder Inc./IDJMG)	3.46	3.58	3.63	3.55	61.7	22.3	3.62	3.34	3.29	3.34	3.34	3.54	3.62
DANIEL BEDINGFIELD Gotta Get Thru This (Island/IDJMG)	3.41	3.63	3.56	—	40.7	10.3	3.39	3.56	3.24	3.02	3.74	3.50	3.50
JENNIFER LOPEZ F/NAS I'm Gonna Be Alright (Epic)	3.37	3.47	3.56	3.37	66.6	26.9	3.44	3.41	3.20	3.33	3.33	3.50	3.34
NO DOUBT Hella Good (Interscope)	3.32	3.29	3.40	3.35	71.1	29.7	3.02	3.11	4.03	3.16	3.30	3.45	3.40
P. DIDDY... I Need A Girl (Bad Boy/Arista)	3.30	3.30	3.32	3.40	66.0	32.0	3.48	3.17	3.15	3.22	3.22	3.17	3.59
CAM'RON Oh Boy (Roc-A-Fella/IDJMG)	3.29	3.34	3.33	3.19	63.7	26.6	3.39	3.32	2.98	3.03	3.43	3.41	3.33
KYLIE MINOGUE Love At First Sight (Capitol)	3.16	3.39	3.22	3.18	47.7	16.9	3.21	3.07	3.19	3.29	3.41	2.86	3.07
DIRTY VEGAS Days Go By (Capitol)	3.08	3.15	3.29	3.39	78.0	34.9	2.74	3.05	3.54	2.86	3.18	2.93	3.34

**CALLOUT AMERICA®  
Hot Scores**

BY ANTHONY ACAMPORA

In this week's CHR/Pop column, R&R/Edison Media Research's "National Record Buyers Study II" shows that Creed (Wind-up) are named second most often by Pop listeners among artists whose upcoming albums they plan to buy. The passion for this band is clearly still huge — something that is also demonstrated by this week's Callout America results.

"One Last Breath," the second CHR/Pop single from Creed's latest album, *Weathered*, vaults into a tie for third place overall with a 3.76. "Breath" is testing across all demos, taking eighth place with teens, third with women 18-24 and seventh with women 25-34.

Hoobastank have already had two top five Alternative hits and significant airplay at that format. In the six weeks or so "Running Away," the second single from Hoobastank's self-titled Island/IDJMG debut album, has been in Callout America, the song has consistently ranked in the top 10. This week it's eighth overall and fifth with teens.

John Mayer remains a big tester among women 18-24 and 25-34, ranking eighth and fourth, respectively, in those demos with "No Such Thing" (Aware/Columbia).

BBMAK enter the survey at No. 17 this week with "Out of My Heart (Into Your Head)" (Hollywood). The track debuts in eighth place among teens and ranks No. 1 in the Midwest region.

Other demo highlights: Mario's "Just a Friend 2002" (J) ranks third with teens; Ashanti's "Happy" (Murder Inc./IDJMG) comes in ninth with 12-17s; and among women 18-24, we find "Gotta Get Thru This" by Daniel Bedingfield (Island/IDJMG) eighth.

Finally, P. Diddy scores in the two upper demos this week, ranking seventh 18-24 and ninth 25-34 with "I Need A Girl (Pt. 2)" (Bad Boy/Arista).

Total sample size is 350 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5 (1=dislike very much, 5=like very much). Total familiarity represents the total percentage of respondents who recognized the song. Total burn represents the percentage of respondents who said they were tired of hearing the song. Songs must reach 40% familiarity before they appear in print. Hit Potential (HP) tracks represent songs that have yet to chart top 25 on R&R's CHR/Pop chart. Sample composition is based on females aged 12-34, who respond favorably to a CHR/Pop musical montage in the following regions and markets: EAST: Boston, New York, Philadelphia, Pittsburgh, Washington, DC. SOUTH: Atlanta, Dallas, Houston, Miami, Tampa. MIDWEST: Chicago, Cleveland, Detroit, Minneapolis, St. Louis. WEST: Denver, Los Angeles, Portland, San Diego, Seattle.



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# R&R CHR/Pop Top 50

August 30, 2002



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	AVRIL LAVIGNE Complicated (Arista)	9586	-260	1076157	15	133/0
2	2	NELLY F/KELLY ROWLAND Dilemma (Fo' Reel/Universal)	8793	+525	1039201	8	128/1
3	3	PINK Just Like A Pill (Arista)	7874	-361	861813	12	132/0
4	4	DJ SAMMY & YANOU Heaven (Robbins)	6641	-391	755544	14	128/0
8	5	DANIEL BEDINGFIELD Gotta Get Thru This (Island/IDJMG)	6320	+698	682185	8	131/2
7	6	MARIO Just A Friend 2002 (J)	5898	+237	607605	10	128/1
9	7	EMINEM Cleanin' Out My Closet (Shady/Aftermath/Interscope)	5560	+606	578931	6	125/0
12	8	CREED One Last Breath (Wind-up)	5341	+545	511142	14	122/2
5	9	C. KROEGER F/J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	5261	-914	465940	16	129/0
6	10	NELLY Hot In Herre (Fo' Reel/Universal)	5224	-811	573541	19	125/0
11	11	KYLIE MINOGUE Love At First Sight (Capitol)	5024	+208	514081	12	129/0
14	12	EVE F/ALICIA KEYS Gangsta Lovin' (Ruff Ryders/Interscope)	4938	+579	554021	8	119/1
10	13	JOHN MAYER No Such Thing (Aware/Columbia)	4813	-51	529711	15	117/0
13	14	JENNIFER LOPEZ F/NAS I'm Gonna Be Alright (Epic)	4037	-631	458417	19	127/0
17	15	P. DIDDY F/GINUWINE I Need A Girl (Part II) (Bad Boy/Arista)	3958	+394	523538	8	102/2
18	16	VANESSA CARLTON Ordinary Day (A&M/Interscope)	3667	+257	374007	7	130/1
15	17	EMINEM Without Me (Shady/Aftermath/Interscope)	3398	-545	327516	17	129/0
16	18	JIMMY EAT WORLD The Middle (DreamWorks)	3359	-363	313368	24	124/0
21	19	NO DOUBT F/LADY SAW Underneath It All (Interscope)	3016	+455	349822	5	122/3
19	20	VANESSA CARLTON A Thousand Miles (A&M/Interscope)	2986	-311	273543	28	130/0
22	21	MICHELLE BRANCH Goodbye To You (Maverick/WB)	2917	+384	287788	6	115/2
27	22	ASHANTI Happy (Murder Inc./IDJMG)	2912	+635	314263	5	110/8
25	23	IRV GOTTI Down 4 U (Murder Inc./IDJMG)	2899	+440	313263	5	86/5
20	24	BBMAK Out Of My Heart (Into Your...) (Hollywood)	2753	+41	298737	9	111/1
23	25	BEENIE MAN F/JANET Feel It Boy (Virgin)	2719	+195	279434	6	113/1
24	26	SHAKIRA Objection (Tango) (Epic)	2686	+236	320209	8	117/1
26	27	OUR LADY PEACE Somewhere Out There (Columbia)	2541	+194	243868	8	103/3
35	28	ANGIE MARTINEZ If I Could Go (EastWest/EEG)	1972	+487	177877	4	89/12
28	29	DIRTY VEGAS Days Go By (Capitol)	1718	-327	172978	19	129/0
34	30	GOO GOO DOLLS Big Machine (Warner Bros.)	1675	+170	146956	5	83/0
37	31	3LW I Do (Wanna Get Close To You) (Epic)	1513	+207	130021	4	93/4
36	32	HOOBASTANK Running Away (Island/IDJMG)	1466	+153	119887	6	75/6
38	33	MONICA All Eyez On Me (J)	1453	+151	121800	4	83/4
31	34	NAUGHTY BY NATURE F/3LW Feels Good (Don't Worry...) (TVT)	1312	-361	132022	10	66/0
40	35	DAVE MATTHEWS BAND Where Are You Going (RCA)	1309	+231	128155	4	62/3
Debut	36	AVRIL LAVIGNE Sk8er Boi (Arista)	1258	+585	170922	1	78/46
30	37	KHIA My Neck, My Back (Lick It) (Dirty Down/Artemis)	1216	-454	110328	9	69/0
44	38	LEANN RIMES Life Goes On (Curb)	1198	+159	84615	2	79/1
Debut	39	JUSTIN TIMBERLAKE Like I Love You (Jive)	1171	+863	206294	1	60/44
47	40	JENNIFER LOVE HEWITT BareNaked (Jive)	1099	+142	122036	3	93/8
41	41	BIG TYMERS Still Fly (Cash Money/Universal)	1082	-8	106067	11	51/0
49	42	PAUL OAKENFOLD Starry Eyed Surprise (Maverick/Reprise)	1070	+334	114385	2	71/12
Debut	43	UNCLE KRACKER In A Little While (Top Dog/Lava/Atlantic)	1025	+513	100662	1	77/13
32	44	BRITNEY SPEARS Boys (Maverick/Reprise)	945	-661	96512	7	85/0
42	45	CAM'RON Oh Boy (Roc-A-Fella/IDJMG)	869	-208	83734	12	79/0
48	46	WHITNEY HOUSTON Whatchulookinat (Arista)	791	+40	97329	2	67/2
43	47	SOLUNA For All Time (DreamWorks)	785	-257	68400	20	111/0
Debut	48	WESTLIFE World Of Our Own (RCA)	757	+202	57966	1	65/2
Debut	49	LINKIN PARK Enth E Nd (Remix) (Warner Bros.)	705	+156	159970	1	3/0
50	50	EMINEM Hailie's Song (Shady/Aftermath/Interscope)	694	+15	110871	2	5/0

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
AVRIL LAVIGNE Sk8er Boi (Arista)	46
JUSTIN TIMBERLAKE Like I Love You (Jive)	44
SHAGGY Hey Sexy Lady (MCA)	21
JACK JOHNSON Flake (Enjoy/Universal)	20
NICK CARTER Help Me (Jive)	19
FABOLOUS F/P. DIDDY & JAGGED.. Trade It All...(Epic)	18
TRICK DADDY In Da Wind (Slip 'N Slide/Atlantic)	16
UNCLE KRACKER In A Little While (Top Dog/Lava/Atlantic)	13
KOTTONMOUTH KINGS Positive... (Suburban Noize/Capitol)	13
ANGIE MARTINEZ If I Could Go (EastWest/EEG)	12
PAUL OAKENFOLD Starry Eyed Surprise (Maverick/Reprise)	12
BON JOVI Everyday (Island/IDJMG)	10
JIMMY EAT WORLD Sweetness (DreamWorks)	10

**hoobastank**  
 "Running Away"  
 32 R&R CHR/Pop  
 34\* Top 40 Mainstream Monitor  
 4 Modern Rock Monitor  
 11\* Mainstream Rock Monitor

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JUSTIN TIMBERLAKE Like I Love You (Jive)	+863
DANIEL BEDINGFIELD Gotta Get Thru This (Island/IDJMG)	+698
ASHANTI Happy (Murder Inc./IDJMG)	+635
EMINEM Cleanin' Out... (Shady/Aftermath/Interscope)	+606
AVRIL LAVIGNE Sk8er Boi (Arista)	+585
EVE F/ALICIA KEYS Gangsta... (Ruff Ryders/Interscope)	+579
CREED One Last Breath (Wind-up)	+545
NELLY F/KELLY ROWLAND Dilemma (Fo' Reel/Universal)	+525
UNCLE KRACKER In A Little While (Top Dog/Lava/Atlantic)	+513
ANGIE MARTINEZ If I Could Go (EastWest/EEG)	+487

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	2309
NO DOUBT Hella Good (Interscope)	2258
MICHELLE BRANCH All You Wanted (Maverick/WB)	2190
ASHANTI Foolish (Murder Inc./IDJMG)	2064
LINKIN PARK In The End (Warner Bros.)	1928
DEFAULT Wasting My Time (TVT)	1922
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	1806
PINK Don't Let Me Get Me (Arista)	1770
SHERYL CROW Soak Up The Sun (A&M/Interscope)	1728
P. DIDDY F/USHER & LOON I Need A Girl... (Bad Boy/Arista)	1703

R&R Station Playlists have moved to the web. See all of our monitored reporters at [www.radioandrecords.com](http://www.radioandrecords.com).

133 CHR/Pop reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 8/18-8/24. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (copyright 2002, The Arbitron Company). (C) 2002, R&R, Inc.

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# R&R CHR/Pop Top 50 Indicator

August 30, 2002

## R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	AVRIL LAVIGNE Complicated (Arista)	2797	-183	81464	14	49/0
1	2	PINK Just Like A Pill (Arista)	2768	-255	78648	11	50/0
4	3	JOHN MAYER No Such Thing (Aware/Columbia)	2573	+2	73143	15	50/0
3	4	DJ SAMMY & YANOU Heaven (Robbins)	2524	-63	75079	13	50/0
5	5	NELLY F/KELLY ROWLAND Dilemma (Fo' Reel/Universal)	2368	+105	69987	6	46/1
6	6	CREED One Last Breath (Wind-up)	2321	+160	67952	14	49/0
8	7	KYLIE MINOGUE Love At First Sight (Capitol)	2199	+130	66489	12	49/0
10	8	DANIEL BEDINGFIELD Gotta Get Thru This (Island/IDJMG)	2187	+330	63306	7	50/1
9	9	MARIO Just A Friend 2002 (J)	2027	+137	57761	8	46/0
7	10	C. KROEGER F/J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	1928	-221	54857	15	43/0
12	11	VANESSA CARLTON Ordinary Day (A&M/Interscope)	1583	+33	45030	7	50/0
11	12	BBMAK Out Of My Heart (Into Your...) (Hollywood)	1497	-65	43788	8	46/0
16	13	EVE F/ALICIA KEYS Gangsta Lovin' (Ruff Ryders/Interscope)	1449	+147	42790	6	45/0
17	14	MICHELLE BRANCH Goodbye To You (Maverick/WB)	1408	+134	40745	6	47/0
20	15	NO DOUBT F/LADY SAW Underneath It All (Interscope)	1340	+188	38343	4	51/1
19	16	EMINEM Cleanin' Out My Closet (Shady/Aftermath/Interscope)	1334	+154	37855	4	49/1
14	17	NELLY Hot In Herre (Fo' Reel/Universal)	1327	-150	37274	17	40/0
13	18	JIMMY EAT WORLD The Middle (DreamWorks)	1302	-175	37550	24	39/0
15	19	JENNIFER LOPEZ F/NAS I'm Gonna Be Alright (Epic)	1271	-149	36573	17	37/0
18	20	EMINEM Without Me (Shady/Aftermath/Interscope)	1019	-188	27737	16	32/0
23	21	GOO GOO DOLLS Big Machine (Warner Bros.)	1009	+20	29953	5	42/1
24	22	P. DIDDY F/GINUWINE I Need A Girl (Part II) (Bad Boy/Arista)	972	+132	27841	6	34/1
25	23	OUR LADY PEACE Somewhere Out There (Columbia)	968	+171	27372	6	39/5
29	24	ASHANTI Happy (Murder Inc./IDJMG)	958	+261	29107	4	37/1
28	25	LEANN RIMES Life Goes On (Curb)	932	+198	25767	2	45/0
21	26	VANESSA CARLTON A Thousand Miles (A&M/Interscope)	930	-164	24899	27	33/0
27	27	SHAKIRA Objection (Tango) (Epic)	925	+189	25955	8	37/2
22	28	DIRTY VEGAS Days Go By (Capitol)	915	-153	22687	16	33/0
30	29	BEENIE MAN F/JANET Feel It Boy (Virgin)	775	+92	22156	4	35/1
26	30	HOOBASTANK Running Away (Island/IDJMG)	747	-9	19553	8	39/1
33	31	DAVE MATTHEWS BAND Where Are You Going (RCA)	674	+141	20996	4	33/1
38	32	IRV GOTTI Down 4 U (Murder Inc./IDJMG)	644	+248	18679	3	29/4
43	33	SAMANTHA MUMBA I'm Right Here (A&M/Interscope)	482	+156	12708	2	34/3
44	34	JIMMY EAT WORLD Sweetness (DreamWorks)	437	+115	12261	2	40/6
39	35	ANGIE MARTINEZ If I Could Go (EastWest/EEG)	404	+35	11076	3	30/7
45	36	JENNIFER LOVE HEWITT BareNaked (Jive)	364	+59	9647	2	25/0
36	37	SOLUNA For All Time (DreamWorks)	351	-155	12776	24	13/0
Debut	38	BON JOVI Everyday (Island/IDJMG)	344	+222	13918	1	28/10
31	39	SEVEN AND THE SUN Walk With Me (Atlantic)	340	-246	9537	14	10/0
48	40	PAUL OAKENFOLD Starry Eyed Surprise (Maverick/Reprise)	338	+117	8403	2	25/7
Debut	41	UNCLE KRACKER In A Little While (Top Dog/Lava/Atlantic)	331	+230	9331	1	29/6
49	42	WESTLIFE World Of Our Own (RCA)	320	+101	8573	2	21/2
34	43	ELVIS VS. JXL A Little Less Conversation (RCA)	299	-224	7661	6	12/0
42	44	WHITNEY HOUSTON Whatchulookinat (Arista)	292	-51	9802	2	21/1
46	45	MONICA All Eyez On Me (J)	271	+32	5738	3	18/4
37	46	BRITNEY SPEARS Boys (Maverick/Reprise)	270	-213	7902	6	12/0
40	47	KHIA My Neck, My Back (Lick It) (Dirty Down/Artemis)	255	-99	7172	10	17/0
Debut	48	AVRIL LAVIGNE Sk8er Boi (Arista)	230	+214	7684	1	24/14
47	49	THE CORRS F/BONO When The Stars Go Blue (143/Lava/Atlantic)	214	-10	6732	3	17/0
Debut	50	AMY STUDDT Just A Little Girl (19/Universal)	206	+17	5657	1	14/0

51 CHR/Pop Indicator reports. Songs ranked by total plays for the airplay week of Sunday 8/18-Saturday 8/24.  
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## Most Added.

ARTIST TITLE LABEL(S)	ADDS
JUSTIN TIMBERLAKE Like I Love You (Jive)	17
AVRIL LAVIGNE Sk8er Boi (Arista)	14
BON JOVI Everyday (Island/IDJMG)	10
ANGIE MARTINEZ If I Could Go (EastWest/EEG)	7
PAUL OAKENFOLD Starry Eyed Surprise (Maverick/Reprise)	7
JACK JOHNSON Flake (Enjoy/Universal)	7
TRICK DADDY In Da Wind (Slip 'N Slide/Atlantic)	7
JIMMY EAT WORLD Sweetness (DreamWorks)	6
UNCLE KRACKER In A Little While (Top Dog/Lava/Atlantic)	6
OUR LADY PEACE Somewhere Out There (Columbia)	5
NAPPY ROOTS Po' Folks (Atlantic)	5
IRV GOTTI Down 4 U (Murder Inc./IDJMG)	4
MONICA All Eyez On Me (J)	4
LIFEHOUSE Spin (DreamWorks)	4
SAMANTHA MUMBA I'm Right Here (A&M/Interscope)	3
AMERIE Why Don't We Fall In Love (Rise/Columbia)	3
SHAGGY Hey Sexy Lady (MCA)	3
SHAKIRA Objection (Tango) (Epic)	2
WESTLIFE World Of Our Own (RCA)	2
3LW I Do (Wanna Get Close To You) (Epic)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DANIEL BEDINGFIELD Gotta Get Thru This (Island/IDJMG)	+330
ASHANTI Happy (Murder Inc./IDJMG)	+261
IRV GOTTI Down 4 U (Murder Inc./IDJMG)	+248
UNCLE KRACKER In A Little While (Top Dog/Lava/Atlantic)	+230
BON JOVI Everyday (Island/IDJMG)	+222
AVRIL LAVIGNE Sk8er Boi (Arista)	+214
LEANN RIMES Life Goes On (Curb)	+198
SHAKIRA Objection (Tango) (Epic)	+189
NO DOUBT F/LADY SAW Underneath It All (Interscope)	+188
OUR LADY PEACE Somewhere Out There (Columbia)	+171
CREED One Last Breath (Wind-up)	+160
SAMANTHA MUMBA I'm Right Here (A&M/Interscope)	+156
EMINEM Cleanin' Out... (Shady/Aftermath/Interscope)	+154
EVE F/ALICIA KEYS Gangsta... (Ruff Ryders/Interscope)	+147
DAVE MATTHEWS BAND Where Are You Going (RCA)	+141
MARIO Just A Friend 2002 (J)	+137
MICHELLE BRANCH Goodbye To You (Maverick/WB)	+134
P. DIDDY F/GINUWINE I Need A Girl (Part II) (Bad Boy/Arista)	+132
KYLIE MINOGUE Love At First Sight (Capitol)	+130
PAUL OAKENFOLD Starry Eyed Surprise (Maverick/Reprise)	+117
JIMMY EAT WORLD Sweetness (DreamWorks)	+115
NELLY F/KELLY ROWLAND Dilemma (Fo' Reel/Universal)	+105
WESTLIFE World Of Our Own (RCA)	+101
BEENIE MAN F/JANET Feel It Boy (Virgin)	+92
JUSTIN TIMBERLAKE Like I Love You (Jive)	+79
NEW FOUND GLORY My Friends... (Drive-Thru/MCA)	+68
ENRIQUE IGLESIAS Escape (Interscope)	+67
JENNIFER LOVE HEWITT BareNaked (Jive)	+59
JENNIFER LOPEZ Ain't It Funny (Epic)	+57
MARY J. BLIGE Family Affair (MCA)	+54

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## THE YEARS IN REVIEW

ON THE RECORD

With Donna DeCoster MD, WKFS (Kiss)/Cincinnati



We are a more Rhythmic-leaning radio station, but we're still considered top 40. Although we share more music with the Rhythmic charts than the Pop charts, that does not mean we are not a Pop station. I think music all over the country has and is continuing to move toward a more R&B feel, especially in Cincinnati. Cincinnati has always been considered a more pop-rock than R&B place, but, thanks to artists like Mary J.

Blige, Ashanti, Alicia Keys, Usher and Pink — who, by the way, are all core artists for Kiss — that is quickly changing. Although, if Alicia Keys comes out with another ballad, I think she will soon be considered the Lionel Richie of 2002. \* Overall, I am happy with the direction the music is taking right now. I'm not a big fan of the Jimmy Eat World and Blink-182 records; I like music with a little bit more emotion, and R&B records are usually where the emotion comes from — although Eminem certainly has a lot of emotion in his records, as do other hip-hop artists like Nelly, who is my favorite. I have to say I am a fan of hip-hop. \* I also like artists who don't fit into a category, like No Doubt. I like the fact that you can always tell it's a No Doubt record but that you never know what a new single of theirs will sound like. Also, the Latin dance stuff, like J. Lo, Shakira and Angie Martinez, is pretty cool. I also think that Pink is a great artist and the new Madonna for 2002. (I believe I heard that somewhere before, but I happen to agree.) \* Finally, I like the singer-songwriter stuff, like Michelle Branch, Vanessa Carlton and John Mayer. I hope that trend continues to come back around. Music trends have raised the bar a bit to be more creative and different — it's a crazy business.

Already keeping the No. 1 spot warm with "Complicated," **Avril Lavigne** also manages to be the highest-debuting act this week. Entering at No. 36\* with "Sk8er Boi" (Arista), the singer-songwriter gets her general stars as she leads the army of acts set to conquer the Pop chart. Second in command is **Justin Timberlake's** "Like I Love You" (Jive) at No. 39\*. **Uncle Kracker's** "In a Little While" (Top Dog/Lava/Atlantic) marches into the No. 43 spot, while **Westlife's** "World of Our Own" (RCA) is at No. 48\*. Bringing up the rear is **Linkin Park's** "Enth E Nd" — the remix of their chart topper "In the End" (Warner Bros.) ... There's a three-way tie for the biggest chart move. With seven positions skipped, **Oakenfold's** "Starry Eyed Surprise" (Maverick/Reprise) amazes no one — it's a good song that's proving itself by leaping from 49-42\*. **Jennifer Love Hewitt's** "BareNaked" (Jive) enjoys smooth sailing, moving from 47-40\*. And, finally, "If I Could Go" (Elektra/EEG) enables **Angie Martinez** to go from 35-28\* ... 2LW, I mean 3LW, gain six extra spaces as their single "I Do (Wanna Get...)" (Epic) goes from 37-31\*. Meanwhile, **LeAnn Rimes' "Life Goes On"** (Curb) moves from 44-38\*. The "Play it again, Sam" award goes to Justin Timberlake, as his debut solo single gets a +863.

— Tanya O' Quinn/Asst. Editor



ON THE RISE

ARTIST: Kottonmouth Kings  
 LABEL: Suburban Noize/  
 Capitol

By MIKE DAVIS/ASSISTANT EDITOR



Kottonmouth Kings

If you asked me to name my favorite music, I would say hip-hop and punk. With the **Kottonmouth Kings**, you get both rolled into one. Brad Daddy X brings a heavy punk influence to the Kottonmouth clique, while D-Loc and Johnny Richter spit flows back and forth to add that hip-hop feel. Bringing in the beat on the lowrider-bike drum set is Lou Dog, and the tight and smooth scratching of DJ Bobby B gives the group a solid hip-hop foundation. Lastly, visual assassin Pake-lika brings in the breaking and popping. With hip-hop in their hearts and punk rock in their souls, Kottonmouth Kings are a great group who, many feel, haven't been given the recognition they deserve. Then again, the new video for "Full Throttle" isn't exactly *TRL*-friendly. Carson Daly would be scared to play it, but you can download it at [www.kottonmouthkings.com](http://www.kottonmouthkings.com). This is their best video since "Pimp Twist" — good luck trying to find that one.

Recently, I went to see the Kings play at the Key Club in Hollywood. As usual, the show was full of energy. This time the Kings invited their friends Mix Mob to open the show. The Mob are currently signed to Suburban Noize Records, an independent label that the Kings started. The Kings released their own first two efforts — the *Stoners Reeking Havok* EP and

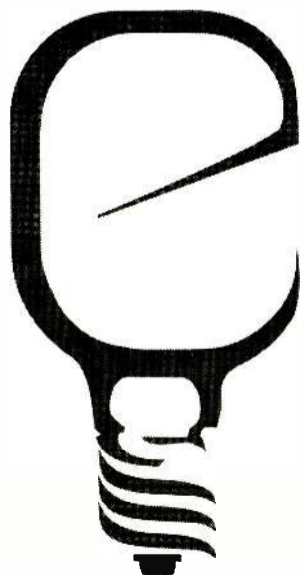
the full-length *Hidden Stash* — on their own label. After that, Capitol picked them up, and in 1998 they released *Royal Highness*. This album has some of my all-time favorite songs, such as "Bump," "Dog's Life" and "Pimp Twist."

In 2000 Johnny Richter joined the group, and they subsequently released *High Society*. In 2001 they released *Hidden Stash II*, an amazing album that gave a lot of respect to their fans, especially on the song "On the Run." This song is about being on the road and performing for those who are down for the crown. Now, disciples of the Kottonmouth kingdom are waiting on the new release, *Rollin' Stoned*, an 18-track joint ready to roll on Oct. 8.

Lead single "Positive Vibes" will be impacting both Pop and Alternative radio. This feel-good song has a hook that can't be ignored. The Kings have always promoted enlightenment, peace and compassion — "Positive Vibes" is instrumental in accomplishing that goal. I've always felt that a good song is one you can relate to. Whether you're going through tough times or just a bad day, this song will bring a smile to your face. As the Kings say, "We need some positive vibes for these rainy days."

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America's Best Testing CHR/Pop Songs 12+  
For The Week Ending 8/30/02.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
AVRIL LAVIGNE Complicated (Arista)	4.32	4.11	95%	35%	4.34	96%	36%
MICHELLE BRANCH Goodbye To You (Maverick/WB)	4.12	3.99	79%	8%	4.23	81%	7%
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	3.95	3.71	96%	49%	3.89	97%	50%
JOHN MAYER No Such Thing (Aware/Columbia)	3.95	3.92	82%	23%	3.93	81%	21%
PINK Just Like A Pill (Arista)	3.91	4.08	95%	30%	3.92	97%	33%
CHAD KROEGER F/JOSEY SCOTT Hero (Roadrunner/Columbia/IDJMG)	3.90	3.91	92%	40%	4.00	91%	40%
NO DOUBT Underneath It All (Interscope)	3.88	3.83	70%	10%	3.93	69%	8%
JIMMY EAT WORLD The Middle (DreamWorks)	3.87	3.84	92%	42%	3.83	92%	40%
DJ SAMMY & YANOU Heaven (Robbins)	3.86	3.90	85%	27%	3.78	86%	29%
BBMAK Out Of My Heart (Into Your Head) (Hollywood)	3.85	3.78	79%	12%	3.93	81%	11%
DANIEL BEDDINGFIELD Gotta Get Thru This (Island/IDJMG)	3.83	3.62	54%	11%	3.76	54%	12%
NELLY F/KELLY ROWLAND Dilemma (Fo' Reel/Universal)	3.80	3.96	80%	24%	3.80	80%	26%
KYLIE MINOGUE Love At First Sight (Capitol)	3.78	3.78	83%	20%	3.72	84%	21%
CREED One Last Breath (Wind-up)	3.77	3.87	82%	21%	3.85	83%	21%
VANESSA CARLTON Ordinary Day (A&M/Interscope)	3.76	3.68	81%	16%	3.77	84%	17%
OUR LADY PEACE Somewhere Out There (Columbia)	3.76	3.93	57%	9%	3.75	58%	7%
EMINEM Without Me (Shady/Aftermath/Interscope)	3.76	3.74	95%	49%	3.84	97%	49%
EMINEM Cleanin' Out My Closet (Shady/Aftermath/Interscope)	3.68	3.76	86%	21%	3.78	87%	18%
EVE F/ALICIA KEYS Gangsta Lovin' (Ruff Ryders/Interscope)	3.67	3.71	77%	18%	3.71	78%	18%
NELLY Hot In Herre (Fo' Reel/Universal)	3.56	3.78	95%	53%	3.63	96%	50%
JENNIFER LOPEZ FEATURING NAS I'm Gonna Be Alright (Epic)	3.52	3.73	89%	40%	3.68	91%	38%
SHAKIRA Objection... (Epic)	3.50	3.67	78%	19%	3.44	78%	18%
ASHANTI Happy (Murder Inc./IDJMG)	3.42	-	74%	25%	3.43	73%	24%
IRV GOTTI PRESENTS THE INC. Down 4 You (Murder Inc./IDJMG)	3.39	3.58	51%	17%	3.56	47%	13%
MARIO Just A Friend (J)	3.38	3.47	79%	27%	3.41	80%	25%
DIRTY VEGAS Days Go By (Capitol)	3.35	3.50	91%	48%	3.24	92%	52%
P. DIDDY F/USHER & LOON I Need A Girl (Part I) (Bad Boy/Arista)	3.31	3.50	93%	54%	3.50	94%	51%
BEENIE MAN F/JANET Feel It Boy (Virgin)	3.29	3.39	48%	11%	3.32	47%	9%
P.DIDDY F/GINUWINE I Need A Girl (Part II) (Bad Boy/Arista)	3.16	3.37	83%	40%	3.32	82%	35%

Total sample size is 677 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. TD = Target Demo (Females 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818/377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

## New & Active

**NAPPY ROOTS** Po' Folks (Atlantic)  
Total Plays: 670, Total Stations: 57, Adds: 8

**BON JOVI** Everyday (Island/IDJMG)  
Total Plays: 641, Total Stations: 59, Adds: 10

**SAMANTHA MUMBA** I'm Right Here (A&M/Interscope)  
Total Plays: 560, Total Stations: 57, Adds: 9

**LIBERTY X** Just A Little (V2)  
Total Plays: 444, Total Stations: 44, Adds: 4

**AMERIE** Why Don't We Fall In Love (Rise/Columbia)  
Total Plays: 423, Total Stations: 42, Adds: 9

**JIMMY EAT WORLD** Sweetness (DreamWorks)  
Total Plays: 390, Total Stations: 44, Adds: 10

**JUSTINCASE** Don't Cry For Us (Maverick/WB)  
Total Plays: 378, Total Stations: 29, Adds: 2

**NORAH JONES** Don't Know Why (Blue Note/Virgin)  
Total Plays: 360, Total Stations: 33, Adds: 3

**NICK CARTER** Help Me (Jive)  
Total Plays: 355, Total Stations: 25, Adds: 19

**JACK JOHNSON** Flake (Enjoy/Universal)  
Total Plays: 267, Total Stations: 33, Adds: 20

Songs ranked by total plays

## The Real Deal On Music Buyers

Continued from Page 29

their new songs." Below are the choices and the percentage of respondents who deemed them "very effective."

"Shows where the hottest and most requested songs are counted down": 39%.

"Appearances by the artist live on-air where they talk to the DJs": 27%.

"Live performances by the artist on-air": 38%.

"Performances in your town sponsored by a local radio station, such as a 'megashow' with multiple artists appearing": 28%.

"Contests where you can win new CDs before you can buy them": 24%.

"News and information about an artist on a radio station website": 20%.

In study after study, listeners say that they want radio stations to identify the songs they play, and it's no different this year. When Edison asked, "How often do you think radio stations should announce the name and artist of a song they play?" 63% responded, "Before or after every song they play," and 31% said, "Only before or after the new songs they play." Sixty-five percent of CHR respondents also said that the radio stations they listen to do not announce the titles and artists of the songs they play often enough.



IDJMG/Island recording artist Def Leppard stopped by the R&R offices recently and were kind enough to take some pictures. Seen here (l-r) are R&R Sr. VP/CHR Editor Tony Novia, Def Leppard's Phil Collen, Island Def Jam Regional Manager West Coast Alex Garfalo, Def Leppard's Vivian Campbell and Joe Elliott, Island Def Jam National Manager/Tour Marketing Kenny Weagly and R&R Publisher/CEO Erica Farber.

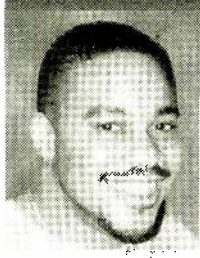


Arista recording group Boyz II Men stopped by WWWW (Q100)/Atlanta at the same time that *The Bert Show* had *American Idol* judge Randy Jackson on the phone. Bert told Jackson there was an intern at the station who really wanted Jackson to critique him. Jackson agreed, and Wanya Morris from Boyz II Men broke out in song, pretending to be the intern. Jackson was blown away and wanted "the intern" to call him after the show. When the whole group began to harmonize, Jackson caught on. Seen here are (l-r) *Bert Show* Producer Jeff Dauler, Boyz II Men's Nate Morris, *Bert Show* co-host Lindsay Brien, Boyz II Men's Sean Stockman and Morris, and *Bert Show* host Bert Weiss.

Stations and their adds listed alphabetically by market

Table listing radio stations and their adds across various markets such as Albany, NY; Buffalo, NY; Daytona Beach, FL; Green Bay, WI; Lafayette, LA; Monmouth-Ocean, NJ; Poughkeepsie, NY; San Luis Obispo, CA; Santa Rosa, CA; Tulsa, OK; and many others. Each entry includes station call letters, call sign, and a list of song titles and artists.

\* Monitored Reporters
184 Total Reporters
133 Total Monitored
51 Total Indicator
49 Current Indicator Playlists
Note: KKPN/Corpus Christi, TX moves from CHR/Pop to Hot AC.
Did Not Report, Playlist Frozen (2):
WAEV/Savannah, GA
WZAT/Savannah, GA



**DONTAY THOMPSON**  
dthompson@radioandrecords.com

## Radio's Influence Still Tops For Music Buyers

Edison Media Research provides the 411 on rhythmic retail trends

Let's face it: People aren't buying music like they used to, and the music industry has had to navigate its way through some very difficult times lately. Whom do we blame for this problem? Is it technology, or is it a lack of quality artists and poor artist development?

We've already seen some of the effects these difficult times have had on our industry. Many of our friends have been displaced from their jobs, and record companies no longer have the budgets they used to. We certainly feel the strain on the record industry here at R&R. What can we do to generate more album sales and stop all the downloading and sharing of music? If I had the answer to that question, I don't think I'd be sitting here writing this piece.

Edison Media Research, which specializes in radio research that includes callout, music testing, strategic research, perceptual studies and other techniques, has provided us with some interesting information on the average record buyer. Below, we compare the responses of the total sample to the responses of those whose favorite station airs the CHR/Rhythmic format.

One of the most interesting statistics revealed by the study was how much video channels influence CHR/Rhythmic's P1 listeners. "The Rhythmic audience watches videos twice as much as the total sample," said Edison's Jayne Charneski. "Listeners of that format share much more audience with the music-video channels than the other format's listeners."

Shown below is the complete survey that Edison conducted. I hope you'll find some of this information useful when coming up with solutions to solve the problems of the music industry.

### Survey Parameters

Demographic	Total Sample	CHR/Rhythmic P1s
12-17	19%	35%
18-24	21%	31%
25-34	27%	17%
35-44	33%	16%
Male	50%	41%
Female	50%	59%
African American	13%	44%
Asian	2%	3%
Hispanic/Latino	14%	18%
White	66%	31%
Other	4%	4%
No answer/Refused	1%	1%

### Questions Posed

Where do you go to find new music? Please answer "Often," "Sometimes" or "Almost Never." (Listed percentage saying "Often"):

	Total Sample	CHR/Rhythmic P1s
Reading music magazines such as <i>Rolling Stone</i> , <i>Spin</i> or <i>Vibe</i>	11%	20%
Listening to the radio	77%	82%
Appearances by artists on TV shows	23%	40%
Attending concerts, other live performances	11%	13%
From friends	42%	55%
Watching music-video channels	34%	65%

How did you first find out about the last CD you purchased? Was it because you....

	Total Sample	CHR/Rhythmic P1
Heard it on the radio	32%	27%
Heard it on a music video channel	9%	19%
Heard about it from a friend or relative	14%	15%

When you buy CDs, which of these items influences you most in deciding to make that purchase?

	Total Sample	CHR/Rhythmic P1s
Heard it on the radio	48%	41%
Heard it on a music-video channel	12%	25%

Which are you usually more likely to be interested in: a big, hit CD by a new artist or the latest CD from a more established artist?

	Total Sample	CHR/Rhythmic P1s
Big hit CD from a new artist	22%	36%
Latest CD from a more established artist	65%	51%

Based on your music-buying habits, would you agree or disagree with the following statements (Listed percentage saying "Agree"):

	Total Sample	CHR/Rhythmic P1s
When you find an artist that you like, you try to buy every new record that artist puts out.	40%	54%
You won't buy a new CD unless you have already heard a few songs from that CD that you like on the radio.	77%	80%
You have purchased a new CD as a result of seeing a video for a song on channels like MTV, VH1 or BET.	51%	80%
You have purchased a new CD after seeing what an artist or group looked like on TV or in a magazine.	25%	39%
You have purchased a new CD after reading a review of or article about an artist or group in a magazine.	33%	37%
There is nothing morally wrong about downloading music for free from the Internet.	52%	63%
You have purchased a new CD as a result of hearing that artist's music streamed over the Internet, such as through a web radio station or another Internet audio webcast.	31%	43%

Below is a list of things radio stations do to promote artists and their new songs. For each, tell me if you find them to be very effective, somewhat effective or ineffective in informing you about artists and their new songs. (Listed percentage saying "Very effective"):

	Total Sample	CHR/Rhythmic P1s
Shows where the hottest and most requested songs are counted down	34%	50%
Appearances by the artist live on-air, where they talk to the DJs	29%	37%
Live performances by the artist on air	40%	47%
Performances in your town sponsored by a local radio station, such as "megashows" with multiple artists	37%	47%
Contests where you can win new CDs before you can buy them	27%	36%
News and information about an artist on a radio-station website	17%	24%



ANGIE MARTINEZ IN TUCSON

Elektra recording artist Angie Martinez recently took time out from doing voiceover work and her on-air shift at WQHT (Hot 97)/New York to promote her new album, *Animal House*. This very busy and talented lady made a stop in Tucson to hang out with another talented individual, KOHT PD R Dub. Pictured here are (l-r) Martinez and R Dub.

Where do you buy most of your CDs?

	Total Sample	CHR/Rhythmic P1s
At a record store in a mall	21%	30%
At a record store that is not in a mall	20%	22%
At a discount store such as Wal-Mart or Target	26%	19%
At an electronics store such as Best Buy or Circuit City	14%	15%
Through a record club such as Columbia House or BMG	10%	6%
Over the Internet, such as Amazon.com or CDNow	4%	3%
Someplace else	6%	5%

Here are a few more questions that were asked (Percentages are those answering "Yes"):

	Total Sample	CHR/Rhythmic P1s
Have you ever purchased a CD featuring the soundtrack from a movie?	73%	76%
Have you ever purchased a compilation CD or tape?	51%	51%
Have you ever purchased a CD single that features only one or two songs?	41%	54%

Many record labels will be releasing CDs that you can't copy or listen to on a computer. Does not being able to copy or listen to a CD on a computer have any influence on your decision to purchase that CD?

	Total Sample	CHR/Rhythmic P1s
No influence on purchase decision	73%	73%
Would not purchase CD	25%	26%

The radio stations that you listen to do not announce the titles and artists of the songs they play often enough. (Listed percentages saying "Agree"):

	Total Sample	CHR/Rhythmic P1s
	64%	58%

Below is a list of cable and satellite television channels. For each one, please tell us whether you ever watch that channel

	Total Sample	CHR/Rhythmic P1s
MTV	56%	74%
MTV2	19%	34%
VH1	46%	45%
CMT	24%	14%
BET	29%	67%

How interested would you be in a new service that provides digital audio from a satellite directly to your car all over the U.S.? This service would provide about 100 new radio stations with music, news and talk programming for you to choose from. The service would have a monthly fee of \$10 a month after you install a new receiver. Would you be very interested in this service, somewhat interested, not very interested or not at all interested?

	Total Sample	CHR/Rhythmic P1s
Very interested	15%	19%
Somewhat interested	31%	33%
Not very interested	18%	13%
Not at all interested	36%	32%

Please note that, in many cases, "do not know" or "not sure" were answer choices but were omitted from this summary. Totals for each question may not always add up to 100%.

R&R CHR/Rhythmic Top 50

Powered By



August 30, 2002

Main chart table with columns: LAST WEEK, THIS WEEK, ARTIST TITLE LABEL(S), TOTAL PLAYS, +/- PLAYS, GROSS IMPRESSIONS (00), WEEKS ON CHART, TOTAL STATIONS/ ADDS

Most Added www.rradds.com

Table of Most Added songs with columns: ARTIST TITLE LABEL(S), ADDS

Most Increased Plays

Table of Most Increased Plays with columns: ARTIST TITLE LABEL(S), TOTAL PLAY INCREASE

New & Active

Table of New & Active songs with columns: ARTIST TITLE LABEL(S), Total Plays, Total Stations, Adds

81 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks...

Songs ranked by total plays

R&R Station Playlists have moved to the web. See all of our monitored reporters at www.radioandrecords.com.



AMANDA PEREZ the new radio release "ANGEL"

Thank you radio for making us TOP 5 MOST ADDED!

Already On: WPOW KSFM KGGI KBBT KQBT KSEQ KPRR KHTE KWIN KDGS WJFX KWNZ KZFM KNDA

\*\*\* Her follow up hit "Angel" is another homerun!

J.D. Gonzalez, OM KBBT The BEAT/San Antonio, TX

ON YOUR DESK NOW! GOING FOR ADDS NOW!! Contact: Mike Q. 310-858-5518

ON TOUR NOW w/PREEMO

# R&R Rhythmic Mix Show Top 30

August 30, 2002

RANK ARTIST TITLE LABEL

- 1 **N.O.R.E.** Nothin' (Def Jam/IDJMG)
- 2 **LUDACRIS** Move Bi\*\*h (Def Jam South/IDJMG)
- 3 **EVE f/ALICIA KEYS** Gangsta Lovin' (Ruff Ryders/Interscope)
- 4 **P. DIDDY f/GINUWINE** I Need A Girl (Part 2) (Bad Boy/Arista)
- 5 **NELLY** Hot In Herre (Fo' Reel/Universal)
- 6 **CAM'RON** Hey Ma (Roc-A-Fella/IDJMG)
- 7 **STYLES** Goodtimes (Ruff Ryders/Interscope)
- 8 **NELLY f/KELLY ROWLAND** Dilemma (Fo' Reel/Universal)
- 9 **ASHANTI** Happy (Murder Inc./IDJMG)
- 10 **CLIPSE** Grindin' (Star Trak/Arista)
- 11 **FABOLOUS F/P. DIDDY & JAGGED EDGE** Trade It All Part II (Elektra/EEG)
- 12 **BIG TYMERS** Still Fly (Cash Money/Universal)
- 13 **MARIO** Just A Friend 2002 (J)
- 14 **FAITH EVANS f/MISSY ELLIOTT** Burnin' Up (Bad Boy/Arista)
- 15 **AMERIE** Why Don't We Fall In Love (Rise/Columbia)
- 16 **EMINEM** Cleanin' Up My Closet (Shady/Aftermath/Interscope)
- 17 **ANGIE MARTINEZ** If I Could Go (EastWest/EEG)
- 18 **CLIPSE** When The Last Time... (Arista)
- 19 **IRV GOTTI PRESENTS** Down 4 U (Murder Inc./Def Jam/IDJMG)
- 20 **LL COOL J** Love U Better (Def Jam/IDJMG)
- 21 **BIG TYMERS** Oh Yeah (Cash Money/Universal)
- 22 **BEENIE MAN f/JANET** Feel It Boy (Virgin)
- 23 **LIL' WAYNE** Way Of Life (Cash Money/Universal)
- 24 **MS. JADE** Ching Ching Ching (Beat Club/Interscope)
- 25 **TRICK DADDY** In Da Wind (Slip-N-Slide/Atlantic)
- 26 **CAM'RON** Oh Boy (Roc-A-Fella/IDJMG)
- 27 **BONE THUGS-N-HARMONY f/3LW** Get Up And Get It (Ruthless/Epic)
- 28 **WC** The Streets (Def Jam/IDJMG)
- 29 **MACK 10** Connected For Life (Cash Money/Universal)
- 30 **BENZINO** Rock The Party (Elektra/EEG)

Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 7/23-7/29/02.  
(C) 2002, R&R, Inc.



## PHAT MIX SIX

- SYLEENA JOHNSON** Tonight I'm Gonna Let Go (Jive)  
**ERIC SERMON** React (J)  
**BENZINO** Rock The Party (Elektra/EEG)  
**CLIPSE** When The Last Time (Star Trak/Arista)  
**SEAN PAUL** Gimme The Light (VP)  
**LL COOL J** Luv U Better (Def Jam/IDJMG)



I'm gonna tell you, a record that's gonna blow up and be real big in the clubs is the new Angie Martinez and Kelis, "Take You Home" (EastWest/EEG). This song is killing it! The track is tight, ladies can relate to this record — trust me, man, this record is gonna be big! All that I can say about Eric Sermon's new joint, "React" (J), is: hot, hot, hot! Another record I like is the new Camp Lo record, "How You Walking" (Diamond Bar). It's another record to watch for in the clubs, and I'm glad these cats are back. Also, I gotta give you two records that will sneak up on you from the South. One is "Gangsta" (Slip-N-Slide/Atlantic), a cut off Trick Daddy's album, and the other is by Luke Duke from The Iconz. He has a record out called "Sticky, Icky" (Artemis). Those are two records that will be big. I got to big-up Phatman Promotion, the 1200 Squad and the WEDR crew.



DJ Suicide

DJ Suicide, WEDR/Miami



The new LL record is bananas. Ladies, get ready! LL Cool J is back on the smash with his new joint, "Luv U Better" (Def Jam/IDJMG). The track on Ms. Jade's "Ching, Ching" (Beat Club/Interscope) is *stupid!* Also, there is a white label out there that I'm feeling. It's by this group called Aaries, and the name of the song is "Eventhough" — it's on Atlantic Records. This song is straight fire! Be aware and don't sleep, these girls got heat!

Cyberkid, a.k.a. C Rock, KDGS/Wichita, KSEQ/Fresno

Right now I'm feeling that new Eric Sermon record that Jus Blaze produced. It's called "React," and it's real good. It's definitely a record that I'm feeling right now; it has a beat that I think will work real well. That sound is hot right now. I'm also feeling Shaggy's "Hey Sexy Lady" (MCA). I like this because it has a hard-pounding bassline that hits you.



DJ Trauma

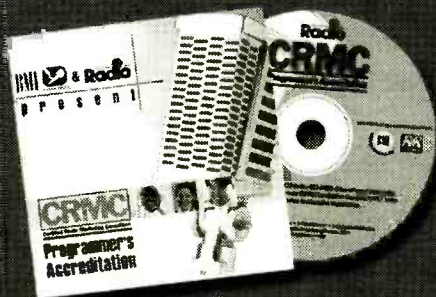
DJ Trauma, WLLD/Tampa



If you're looking for a record that gets instant reaction in the clubs, put on Nivea's "Don't Mess With My Man (Remix)" (Jive). Every time I put this record on in the clubs, it gets that kind of reaction — plus, the females love this track. Another record that I'm feeling is Benzino's "Rock the Party" (Elektra/EEG). This is a soon-to-be club anthem! Clipse's new one, "When The Last Time" (Star Trak/Arista), could be bigger than "Grindin'." The Neptunes do it again with this joint.

K Smooth, KIKI/Honolulu

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## ON THE RECORD

### This Week's Hottest Music

#### Slyed

MD, XHTZ/San Diego

Clipse's "When the First Time" (Star Trak/Arista): This s\*\*t is hot! When I play it in the clubs, it gets the dance floor packed. It's definitely a fire record.

Nivea featuring Brandon & Brian Casey's "Don't Mess With My Man" (Jive): It's definitely starting to warm up for us.

Benzino's "Rock the Party" (Elektra/EEG): I gotta say this is a sleeper. It has an ill track, and you need to play this banger.

#### Jack Spade

PD, WQSL/Jacksonville, SC

Jene's "Phenomenal Woman" (Motown): This is one of those songs that gets instant reaction when you put it on the air.

Big Tymers' "Oh Yeah" (Cash Money/Universal): Phones are starting to heat up on this one.

Cam'ron's "Hey Ma" (Roc-A-Fella/IDJMG): This song's hotter than a fat girl wearing spandex in 100-degree weather.

#### J.D. Gonzalez

PD, KBBT/San Antonio

Cam'ron's "Hey Ma": I really like this one. Home-run hit!

Benzino's "Rock the Party": My pick of the month. Power-bound.

Master P's "Rock It" (No Limit/Universal): This was No. 1 phones within two weeks.

#### Tommy Del Rio

PD/MD, KSEQ/Fresno

Clipse's "When the Last Time": I love this Clipse record. I think it will be much more reactive than "Grindin'."

Maddwest's "Ugly Friend" (2K Sounds): A fun novelty record. Instant phones after a few plays.

Lil' Flip's "The Way We Ball" (Loud/SF/Columbia): I finally had a night slot for this record. It's catchy.

Big Tymers' "Oh Yeah": A fun follow-up, now in rotation.

Shakedown's "At Night" (Independent): A hot dance track. I needed a hot dance record for my mix shows, and this one is it.

#### Julie Pilat

Asst. PD/MD, KUBE/Seattle

Unexpected Arrival's "Take Control Remix" (Independent): This is No. 3 phones at KUBE — a Seattle artist who's playing our Global Import Car Show this weekend. Huge buzz here. Really hot!

Big Tymers' "Oh Yeah": This should be huge.

Tyrese's "How U Gonna Act Like That" (J): My favorite ballad. This already sounds amazing on the air.

#### Greg Williams

PD, KDGS/Wichita

Legit Ballaz's "Tatoo" (AMC): It's a f\*\*kin' smash! You've got to put an ear to this. Truly a home-run record.

Shaggy's "Hey Sexy Lady" (MCA): Once again, Shaggy proves why he's a star at the format.

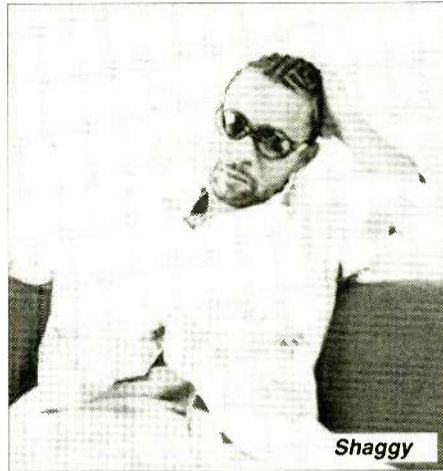
Justin Timberlake featuring Clipse's "Like I Love You" (Jive): It's a good record.

P. Diddy's "And We" (Epic): This is on the *Barbershop* soundtrack, and all that I can say about this record is, I'm sure Arista isn't happy he's leaving the label.

#### Tony Tecate

Asst. PD/MD, KSFV/Sacramento

Justin Timberlake featuring Clipse's "Like I Love You": It's f\*\*king ridiculous!



Shaggy

Shaggy's "Hey Sexy Lady": I'm feeling this. Christina Milian featuring Charli Baltimore's "Spending Time" (Def Soul/IDJMG): This record has a lot of potential.

#### Mark McCray

PD, WMBX/West Palm Beach

Big Tymers' "Oh Yeah": Starting to blow up in request lines.

Amerie's "Talkin' to Me" (Rise/Columbia): I'm really feeling this record.

Fabulous featuring P. Diddy & Jagged Edge's "Trade It All (Pt. 2)" (Epic): In my opinion, this is a hit.

#### Dana Cortez

PD/MD, KMRK/Odessa, TX

Ms. Jade featuring Timbaland & Nelly Furtado's "Ching, Ching" (Beatclub/Interscope): This song is so hot, and it sounds great on the air!

NB Ridaz's "Radio Song" (Upstairs): It's getting some great phones. If anyone out there is trying to reach Hispanic females, this is the song — guaranteed.

Clipse's "When the Last Time": A hard, street record. I love the way it sounds in my car. Makes me wanna call in sick so I can go get my party on!

#### Erik Bradley

MD, WBBM-FM/Chicago

Justin Timberlake featuring Clipse's "Like I Love You": Clipse & J. Timberlake — how heavy is that? Hands down, my favorite song of 2002 thus far.

Shaggy's "Hey Sexy Lady": Very hypnotic and catchy. Welcome back, Shaggy.

Cam'ron's "Hey Ma": This will be every bit as big as "Oh Boy."

Thalia's "The Mexican 2002" (Capitol): It's reminiscent of a Jennifer Lopez song. It should do quite well.

Kelly Rowland's "Stole" (Columbia): Just killer! I am excited about this project.

#### Renee Roberts

PD, KHTN/Merced, CA

Ms. Jade featuring Timbaland & Nelly Furtado's "Ching, Ching": Already getting those much-needed female requests.

Justin Timberlake featuring Clipse's "Like I Love You": I downloaded it and put it on immediately. Calls are pouring in. Yeah, they're young-ended, but I know it will cross into upper demos. This song totally adds flavor to the recipe.

Angie Martinez's *Animal House* (EastWest/EEG): This album is loaded with a ton of good stuff. You'll be bumpin' three or four cuts right off the bat. Angie shoots and scores with this one!

#### Liz Dixon

MD, WHHH/Indianapolis

Ms. Jade featuring Timbaland & Nelly Furtado's "Ching, Ching": I think the song is the bomb! It was a great idea to bring Nelly Furtado into the mix.

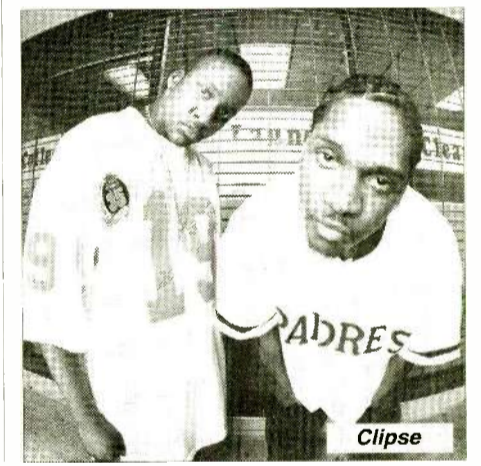
Mario's "Braid My Hair" (J): The song is a hit.

Disturbing Tha Peace's "Growing Pains" (Def Jam South IDJMG): Another bad creation from Luda and his crew.

Floetry's "Floetic" (DreamWorks): It's flowin'. These females are doin' it.



Ms. Jade



Clipse

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**OWK ROCK 107.1**

**7107.7**

**CHAMP 101.3**

**WALK 97.5**

**THE BEAT 98.5**

**LITE 99.9**

**Z100 NEW YORK**

**101.9 TWISTER**

**93.3 FLZ**

**STAR 102.5**

**KOOL 93.7**

**102 Jamz**

**KZMZ 96.9 ROCKS**

**STAR 106.9**

**107.5 the River**

**Q104.3**

**WGN Radio 720**

**Latino Milk 105.9**

**extreme 102.3**

**KU 103.5**

**POWER 92**

**PARTY 105.3**

**e-107.9 the end**

**93.3 FLZ**

**STAR 102.5**

**KOOL 93.7**

**102 Jamz**

**KZMZ 96.9 ROCKS**

**STAR 106.9**

**107.5 the River**

**Q104.3**

RateTheMusic.com BY MEDIABASE

America's Best Testing CHR/Rhythmic Songs 12+ For The Week Ending 8/30/02.

Table with 8 columns: Artist Title (Label), TW, LW, Familiarity, Burn, TD, Familiarity, Burn. Lists top CHR/Rhythmic songs for the week ending 8/30/02.

Total sample size is 424 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song.

HEAD RUSH

ARTIST: Ms. Jade LABEL: Beatclub/Interscope

By MIKE TRIAS/ASSISTANT EDITOR

Whenever Timbaland, Nelly Furtado and Ms. Jade decide to work together on a project, you know you're in for an auditory joy ride.



Twenty-three-year-old Chevonne Young, a.k.a. Ms. Jade, grew up in Nicetown, PA, a section of Philly that did not live up to its name.

The young rapper eventually landed an audition with Missy Elliot, who immediately contacted Timbaland.

Ms. Jade's debut album, Girl Interrupted, drops in October of this year, with special guests including Jay-Z and Petey Pablo.

Reporters

Grid of reporter information by station, including station name, reporter name, and contact details.

Monitored Reporters 94 Total Reporters

81 Total Monitored

13 Total Indicator 12 Current Indicator Playlists

The following stations move from CHR/Rhy to Urban (4): WBTJ/Richmond, VA WERQ/Baltimore, MD WJBT/Jacksonville, FL WRHH/Richmond, VA

The following stations move from Urban to CHR/Rhy (2): KBFB/Dallas-Ft. Worth, TX WPHI/Philadelphia, PA

Did Not Report, Playlist Frozen (1): WBCD/Dothan, AL



*Stingy*

# GINUWINE

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**R&B Mainstream Monitor 8\***

**R&B Urban Mainstream 5\***

**Billboard Hot R&B/Hip-Hop  
Singles & Tracks 15\***

**Billboard Hot R&B/Hip-Hop  
Airplay 13\***

**Crossover 15\***

Taken from the  
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**KASHON POWELL**

kpowell@radioandrecords.com

# Urban Buyers

## □ The buying habits of the Urban listener

It's always very interesting to find out why people do the things they do, especially consumers. A recent study by Edison Media Research for R&R shows why urban consumers choose the particular CDs they purchase, what influences their decisions when they purchase CDs, how they find out about new music and other factors that impact their buying. Edison surveyed males and females between the ages of 12 and 44 for this report.

Here is a demographic breakdown of the people who participated in the study, as well as which categories Urban listeners fell into.

	Total Sample	Urban
12-17	19%	19%
18-24	21%	28%
25-34	27%	22%
35-44	33%	31%
Male	50%	22%
Female	50%	78%
African American	13%	54%
Asian American	2%	2%
Hispanic or Latino	14%	13%
White	66%	25%
Other	4%	4%

Radio still rules when it comes to exposing people to new music. Eighty-six percent of Urban listeners say they often find out about new music by tuning in to the radio. Fifty-seven percent watch music-video channels for new music, while 42% find out about new songs and artists from friends, and 41% become aware of it through artist appearances on television shows.

Thirty-six percent of Urban listeners say they made their last CD purchase because they found out from a radio station that the disc was available. Eleven percent heard about it from a friend or relative, 10% saw a song from the album on a music-video channel, and 8% saw the artist featured on a TV show.

Fifty-five percent of Urban listeners say that radio has the greatest influence on them when it comes to buying a CD. Twenty percent say they purchase CDs because they've heard a song from the album on a music-video channel, while 6% say a friend or relative told them about it, 5% saw or heard the disc in a store, and 4% saw it advertised on TV.

There are numerous places to purchase CDs today, all competing for buyers' attention. Twenty-three percent of Urban listeners buy most of their CDs at record

stores in malls. Twenty-two percent purchase CDs at discount stores such as Target or Wal-Mart, 20% buy from record stores that are not in malls, and 15% purchase discs at electronics stores like Best Buy or Circuit City.

### Where And Who To Buy

Listeners are still more apt to go with familiarity than with something new. Fifty-five percent of Urban listeners say they are more likely to be interested in the latest CD from a more established artist, as opposed to an album from a new artist. Only 27% say they would be interested in a new artist's CD.

**Fifty-three percent of Urban listeners feel there is nothing morally wrong with downloading music for free from the Internet.**

Forty-one percent of Urban listeners try to buy every new record a performer releases when they find an artist they like, but 78% will not buy a new CD unless they've already heard a few songs from that album on the radio. Seventy-six percent say that they've purchased a new CD as a result of seeing a song's video on channels like MTV, BET or VH1, with 66% of Urban listeners saying they watch MTV, 66% saying they watch BET, 54% saying they watch VH1, and 21% saying they watch MTV2.

Thirty-seven percent of Urban listeners say they have purchased

a new CD after seeing what an artist or a group looked like on TV or in a magazine. Thirty-one percent say that sometimes an artist they like gets so much attention on TV and in magazines that it turns them off, while 34% have purchased a CD after reading a review or article about an artist or group in a magazine.

Twenty percent of Urban listeners feel they no longer have to buy CDs because they can download music for free over the Internet. Thirty-two percent have burned a CD from someone else's copy rather than purchasing their own, while 53% feel there is nothing morally wrong with downloading music for free from the Internet.

Thirty-six percent say they have purchased a new CD as a result of hearing the artist's music streamed over the Internet, such as through an Internet-only radio station or other webcast. Sixteen percent of Urban listeners are buying fewer CDs lately because they say they are buying more DVDs instead.

### Hearing About New Music

Eighty-one percent of Urban listeners have purchased a movie soundtrack, 44% have purchased a compilation CD or tape, and 48% say they have purchased a CD single that features only one or two songs. Eighty-one percent say that if record companies released CDs that could not be copied or listened to on a computer, it would not influence their purchase decision, but 17% say they would not purchase a CD under those circumstances.

Urban listeners feel the following methods radio stations use to promote artists and their new songs are very effective:

Most-requested countdown shows	50%
Live on-air performances by artists	50%
Multiple artists appearing at a lo-	

## KP'S KORNER

Killer Mike says, "I want my album to serve as a warning for those who ain't really MC'ing: Your jerseys and your big chains ain't gonna protect you. It's a new day coming."

If you love hip-hop, then you know Killer Mike. He's already made a cameo appearance on OutKast's "The Whole World." But the album he is speaking of is *Monster*, his debut on Aquemini/Columbia Records. "Akshon," the first single, is rough, rugged and raw, and it definitely keeps your head bouncing. The track is already getting early spins on WHAT & WVEE/Atlanta and WUBT/Nashville.

Can we say "big week"? Dave Hollister's "Baby Do Those Things" (Motown) was No. 1 Most Added at Urban last week. Hollister is one of my favorite artists, but this is truly a great song. Programmers, think about your women listeners when you're checking this one out. Brandy's husband, Robert "Big Bert" Smith, produced this single.

Epic had a great week also, as Bone Thugs-N-Harmony came in at No. 2 at Urban with "Get Up and Get It." These guys are staging a huge comeback. Their single features 3LW and is on Bone's upcoming album *Thug World Order*.

How much do we love Angie Stone? I think it's safe to say that Angie has never disappointed us, and she keeps that streak going with "More Than a Woman," which features Joe (J Records) and was the No. 1 Most Added song at Urban AC last week.

Make sure you're not sleeping on these: Xzibit's "Multiply" (Columbia), India.Arie's "Little Things" (Motown) and Syleena Johnson featuring Busta Rhymes' "Tonight I'm Gonna Let Go" (Jive). Until next week....

## Fifty-five percent of Urban listeners say that radio has the greatest influence on them when it comes to buying a CD.

cal performance sponsored by a radio station 46%

Live on-air appearances by artists where they talk to DJs 37%

Contests where you can win new CDs before you can buy them 31%

News and information about artists on a radio-station website 20%

Sixty-one percent of Urban listeners feel that the radio stations they listen to do not announce the titles and artists of the songs enough, and the same percentage believe that radio stations should announce song titles and artists before or after every song they air. However, 38% feel stations should announce titles and artists only before or after new songs.

### Anticipating The New Releases

Here is a percentage breakdown of how many Urban listeners say they will definitely buy upcoming albums from the following artists:

Alicia Keys	53.0%
Mary J. Blige	41.6%

Usher	36.7%
Lauryn Hill	35.1%
Ja Rule	27.7%
Jay-Z	26.1%
Mariah Carey	24.5%
Nelly	24.4%
Destiny's Child	23.0%
Busta Rhymes	21.8%

Twelve percent of Urban listeners say they own a portable digital music player. Thirty-seven percent say they wouldn't be interested at all in a new service that provided digital audio from a satellite directly to their car, 15% say they are not very interested, but 30% say they would be somewhat interested in it, and 17% say they would be very interested.

This study uncovered some issues that are contributing to the current state of record sales. We must work harder to decrease the number of people who think there is nothing morally wrong with downloading music from the Internet without paying for it and increase the number of people who use downloading as a steppingstone to purchasing CDs.

### TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at 310-788-1667

or e-mail:

kpowell@

radioandrecords.com

# R&R Urban Top 50

August 30, 2002

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	NELLY F/KELLY ROWLAND Dilemma (Fo' Reel/Universal)	3212	+257	523285	7	10/3
3	2	N.O.R.E. Nothin' (Def Jam/IDJMG)	2564	+5	363858	12	67/2
2	3	NELLY Hot In Herre (Fo' Reel/Universal)	2445	-203	411455	18	68/2
4	4	MARIO Just A Friend 2002 (J)	2309	-202	359029	17	65/2
9	5	GINUWINE Stingy (Epic)	2238	+318	329841	10	64/2
12	6	EVE F/ALICIA KEYS Gangsta Lovin' (Ruff Ryders/Interscope)	2193	+450	312967	7	61/1
5	7	AMERIE Why Don't We Fall In Love (Rise/Columbia)	2182	-11	313075	15	66/2
6	8	LUDACRIS Move Bitch (Def Jam South/IDJMG)	2152	+71	361859	16	54/2
8	9	P. DIDDY F/GINUWINE I Need A Girl (Part II) (Bad Boy/Arista)	2053	-7	326007	13	53/2
7	10	IRV GOTTI Down 4 U (Murder Inc./IDJMG)	1940	-243	289615	11	66/2
11	11	ASHANTI Baby (Murder Inc./IDJMG)	1864	+85	295017	11	6/1
10	12	ASHANTI Happy (Murder Inc./IDJMG)	1663	-164	239004	14	66/1
14	13	STYLES Goodtimes (Interscope)	1631	+188	224751	9	48/2
19	14	WYCLEF JEAN Two Wrongs (Columbia)	1530	+211	259654	12	58/1
15	15	NAPPY ROOTS Po' Folks (Atlantic)	1480	+102	193465	11	56/0
13	16	CLIPSE Grindin' (Star Trak/Arista)	1468	-180	190499	15	63/2
18	17	TRICK DADDY In Da Wind (Slip 'N Slide/Atlantic)	1365	+4	153372	11	58/2
16	18	CAM'RON Oh Boy (Roc-A-Fella/IDJMG)	1339	-110	174595	20	62/2
26	19	AALIYAH I Care 4 U (BlackGround)	1338	+246	292355	9	8/2
22	20	TANK One Man (BlackGround)	1315	+180	176912	7	52/2
29	21	MUSIQ Dontchange (Def Soul/IDJMG)	1241	+283	226417	4	61/1
20	22	TWEET Call Me (Gold Mind/Elektra/EEG)	1120	-151	168952	18	66/2
27	23	FABOLOUS F/P. DIDDY & JAGGED.. Trade It All (Part II) (Epic)	1101	+104	140465	6	55/2
21	24	MONICA All Eyez On Me (J)	1100	-131	130189	8	58/1
24	25	SLUM VILLAGE Tainted (Barak/Capitol)	1075	-17	149665	9	54/1
34	26	ERYKAH BADU F/COMMON Love Of My Life (Magic Johnson/MCA)	982	+255	136106	3	53/3
31	27	BEENIE MAN F/JANET Feel It Boy (Virgin)	955	+72	135277	6	51/0
25	28	LIL' WAYNE Way Of Life (Cash Money/Universal)	950	-132	104666	12	56/1
28	29	FAITH EVANS Burnin' Up (Bad Boy/Arista)	949	+33	164237	7	34/1
23	30	TRUTH HURTS F/RAKIM Addictive (Aftermath/Interscope)	945	-163	160746	20	61/1
36	31	BIG TYMERS Oh Yeah (Cash Money/Universal)	906	+271	101400	3	46/2
43	32	CAM'RON Hey Ma (Roc-A-Fella/IDJMG)	905	+363	100160	2	52/4
32	33	EMINEM Cleanin' Out My Closet (Shady/Aftermath/Interscope)	889	+101	93656	4	35/0
33	34	SCARFACE On My Block (Def Jam South/IDJMG)	889	+94	101527	5	50/0
40	35	LL COOL J Luv U Better (Def Jam/IDJMG)	840	+232	141666	3	56/53
37	36	NIVEA Don't Mess With My Man (Jive)	733	+69	73134	10	43/1
30	37	R. KELLY Heaven I Need A Hug (Jive)	684	-218	102056	9	44/1
48	38	DONELL JONES Put Me Down (Untouchables/LaFace/Arista)	580	+117	77109	2	42/4
41	39	AVANT Don't Say No, Just Say Yes (Magic Johnson/MCA)	568	-5	96617	6	40/1
44	40	KEITH SWEAT One On One (Elektra/EEG)	555	+16	97684	6	38/0
<b>Debut</b>	41	TRUTH HURTS The Truth (Aftermath/Interscope)	547	+149	85212	1	37/1
47	42	FLOETRY Floetic (DreamWorks)	543	+61	75970	2	50/3
35	43	KHIA My Neck, My Back (Lick It) (Dirty Down/Artemis)	541	-109	71721	17	41/1
<b>Debut</b>	44	YING YANG TWINS By Myself (Koch)	506	+116	48274	1	37/4
39	45	3LW I Do (Wanna Get Close To You) (Epic)	505	-71	62209	5	40/0
<b>Debut</b>	46	PASTOR TROY Are We Cuttin' (Universal)	486	+93	47246	1	26/1
—	47	BOYZ II MEN/FAITH EVANS Relax Your Mind (Arista)	479	+60	88162	2	31/0
45	48	RL Good Man (J)	469	-19	87239	15	25/0
<b>Debut</b>	49	BRANDY He Is (Atlantic)	444	+56	53977	1	45/0
—	50	LIL' FLIP The Way We Ball (Suckafree/Loud/Columbia)	436	+62	33106	2	36/2

### Most Added®

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ARTIST TITLE LABEL(S)	ADDS
LL COOL J Luv U Better (Def Jam/IDJMG)	53
B2K Why I Love You (Epic)	49
CLIPSE When The Last Time... (Star Trak/Arista)	37
MS. JADE Ching, Ching (Beatclub/Interscope)	33
MR. CHEEKS Let's Get Wild (MCA)	21
BENZINO Rock The Party (Elektra/EEG)	16
HEATHER HEADLEY He Is (RCA)	13
LYRIC F/LOON Young & Sexy (J)	7
XZIBIT Multiply (Loud/Columbia)	5
CAM'RON Hey Ma (Roc-A-Fella/IDJMG)	4
DONELL JONES Put Me Down (Untouchables/LaFace/Arista)	4
YING YANG TWINS By Myself (Koch)	4
PRYMARY COLORZ If You Only Knew (Big3)	4

### Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
EVE F/ALICIA KEYS Gangsta... (Ruff Ryders/Interscope)	+450
CAM'RON Hey Ma (Roc-A-Fella/IDJMG)	+363
GINUWINE Stingy (Epic)	+318
MUSIQ Dontchange (Def Soul/IDJMG)	+283
BIG TYMERS Oh Yeah (Cash Money/Universal)	+271
NELLY F/KELLY ROWLAND Dilemma (Fo' Reel/Universal)	+257
ERYKAH BADU F/COMMON Love... (Magic Johnson/MCA)	+255
AALIYAH I Care 4 U (BlackGround)	+246
LL COOL J Luv U Better (Def Jam/IDJMG)	+232
WYCLEF JEAN Two Wrongs (Columbia)	+211

### New & Active

- ANGIE MARTINEZ** If I Could Go (EastWest/EEG)  
Total Plays: 430, Total Stations: 22, Adds: 0
- E-40** Rep Your City (Sick Wid' It/Jive)  
Total Plays: 418, Total Stations: 26, Adds: 0
- SKILLZ** Crew Deep (Rawkus/MCA)  
Total Plays: 357, Total Stations: 27, Adds: 1
- CLIPSE** When The Last Time... (Star Trak/Arista)  
Total Plays: 352, Total Stations: 37, Adds: 37
- BONE THUGS-N-HARMONY F/3LW** Get Up... (Ruthless/Epic)  
Total Plays: 346, Total Stations: 29, Adds: 2
- GERALD LEVERT** Funny (Elektra/EEG)  
Total Plays: 333, Total Stations: 30, Adds: 1
- DAVE HOLLISTER** Baby Do Those Things (Motown)  
Total Plays: 314, Total Stations: 40, Adds: 3
- LYRIC F/LOON** Young & Sexy (J)  
Total Plays: 281, Total Stations: 38, Adds: 7
- MS. JADE** Ching, Ching (Beatclub/Interscope)  
Total Plays: 272, Total Stations: 34, Adds: 33
- MARY MARY** In The Morning (Columbia)  
Total Plays: 192, Total Stations: 12, Adds: 0

Songs ranked by total plays

R&R Station Playlists have moved to the web. See all of our monitored reporters at [www.radioandrecords.com](http://www.radioandrecords.com).

70 Urban reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 8/18-8/24. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (copyright 2002, The Arbitron Company). (C) 2002, R&R, Inc.

# NAAM BRIGADE

## EARLY IN THE GAME

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## ON THE RECORD

With **Rob Neal**

PD, WJZD/Biloxi-Gulfport, MS



It seems our listeners are mellowing out ... just a bit. With Musiq's "Halfcrazy" leading the bunch and Nelly's "Dilemma" following not too far behind, you can see they're preferring a slower tempo to ride to. Even Eminem's "Cleanin' Out My Closet" is slower in tempo and rising up the chart. \* But that's enough of that. Cam'ron's "Oh Boy" is keeping the listeners' attention for a while, and Slum Village's "Tainted" is working well with us. 3LW are making the most of their careers. The trio performed on Naughty By Nature's "It Feels Good" and are now on Bone Thugs-N-Harmony's "Get Up and Get It." Moreover, their own song, "I Do..." is holding its own. The teen sensations are beginning to saturate the chart with their smooth vocals, and since they are truly talented, it's a good thing. \* In reference to new artists, one such vocal phenomenon is Heather Headley. This singer is obviously vocally gifted — no studio tricks with her. A true talent this way comes!

It's fact, not fiction: **Truth Hurts** made waves with "Addictive," and now the diva is setting the record straight with "The Truth" (Aftermath/Interscope), which debuts at No. 41\*. Following three positions behind are **Ying Yang Twins**, at No. 44\* with "By Myself" (Koch) ... Universal artist **Pastor Troy** asks "Are We Cuttin'" at 46\*, and **Brandy's** "He Is" (Atlantic) claims the No. 49\* spot — but look for this romantic praise of a significant other to rise up the chart quickly! ... As the incredible duo leap 12-6\*, **Eve** and **Alicia Keys** gain 450 plays this week to make "Gangsta Lovin'" (Ruff Ryder/Interscope) the Most Increased. Second Most Increased honors belong to **Cam'ron**, whose "Hey Ma" (Roc-A-Fella/IDJMG) is +363 ... Welcome back to **Boyz II Men's** "Relax Your Mind" (Arista) and **Lil' Flip's** "The Way We Ball" (SF/Loud/Columbia), which both return to the chart this week after a one-week hiatus ... More **Mahogany Soul** is spread on the Urban AC chart as **Angie Stone's** "More Than a Woman" (J) debuts at No. 28\* ... From his *juslisen* joint, "Dontchange" (Def Soul/IDJMG) gives **Musiq** a second entry ("Halfcrazy" is at No. 3) on the Urban AC chart, at No. 27\* ... **Jaheim's** "Anything" (Divine Mills/WB) gains +140 and scoots up one slot to 2\*, Stone debuts with +121, and 81 added plays elevate **Kirk Franklin's** "Brighter Days" (Gospocentric/Jive) from 18 to 14\*.



— Tanya O' Quinn/Asst. Editor

# PHUNDAMENTALLY phat

ARTIST: **Angie Martinez**

LABEL: **EastWest/EEG**

By **TANYA O' QUINN** / ASSISTANT EDITOR



Angie Martinez

What I'm saying, in this day of musical re-gurgitation, is what the hell? How can peeps sit and criticize — as if they're experts — the creative work of someone else? Creativity, like love, is in the eye of the beholder. And music is supposed to be a creative outlet filled with self-expression. Regardless of the samples used and the fact that the same topics have been covered several hundred times over, self-expression can come in the form of delivery or perhaps in the way a producer hides, spotlights or intertwines the chosen sample. I think peeps just like to hate 'cause it's free to do so and doesn't require any energy whatsoever. "Prepared to deal with whatever was given/People dissecting what I'm spittin' on/Not giving me a chance, listen," says **Angie Martinez** in her rap "A New Day." From her album *Animal House*, this song serves as a message to those who have taken up the art of hating, as well as a motivator to those in the midst of some pursuit. As I listen to the joint and accept what has been delivered, I find myself not judging Martinez's style, sound or tracks; I am simply listening to what she has put her heart and mind into, and, to be quite honest, I like what I hear.

Now, I will agree that some rappers who make guest appearances on joints should stick to "occasional visits"; however, Angie Martinez is not one of them. Her flow contains strength, character and conviction. She doesn't sound like some female stuck on stupid, spittin' sex messages or designer clothing ads while inhaling helium. As *Rolling Stone* puts it, "The reason for her ascent is her voice: throaty and Latin-tinged. It's the sexiest thing on radio." Whether spittin' tales of fantasy or tales of the 'hood, her tone is formidable enough to deliver any message to any audience. *Animal House* boasts guest appearances by some of the industry's most prolific artists, including Fat Joe, Lil' Mo, Kelis, Missy Elliott, N.O.R.E. and Petey Pablo.

Wow, is this Jay-Z on the title track? No, it's newcomer **Sacario!** With **Loon** sounding very similar to **Mase**, independent rapper **Phatzo** sounding much like **The Notorious B.I.G.** and **Sacario** being reminiscent of **Jay-Z**, I'd say we're getting a whole new crew of lyricists — not to replace the patriots, just to share the flava. (Now all we need is a Tupac-ish narrator and a Nas-like messenger.) The debut single, "If I Could Go," showcases Martinez's lyrical skills. She expresses unconditional love as labelmate **Lil' Mo** adds loving emphasis with her soft yet controlled vocals and **Sacario** comments on Martinez's dedication. OK, "Never" — I love this track! The beat is good; the vocals are good. However, what got me were the peculiar vocals in the chorus: "A criminal mind is all I ever I had/And you will never break me till the day I die." It offered a scary yet realistic feel to the concept of mortality. "Take You Home" uses an island tease to complete its track. "What's That Sound" will entice you to a different beat, and "F\*\*\*ed Up Situation" will have you trying to "understand without no Henne."

Produced by **Animal House** — Martinez's new production team — the album contains some good beats and showcases Martinez's blossoming writing skills. Sounding straight East Coast and hard, yet exuding femininity, Martinez reminds the masses of the lyrical talent she possesses. Producers **Rick Rock**, **Cool & Dre**, **Salaam Remi** and **Dirty Swift** create the tracks that complement the sound of this beautiful *boriqua* whose beauty can be alluring, but whose bite can be comparable to those of the big dogs.

## Urban AC Reporters

Stations and their adds listed alphabetically by market

<p><b>WALR/Atlanta, GA *</b> OM: Tradia Charmont PD: Ron Davis No Adds</p>	<p><b>WLOV/Chattanooga, TN *</b> PD/MD: Jimmy Rush 1 STREETWIZE "Rock" AL JARREAU "Secrets" GLENN JONES "Wonder" TRIN-I-TEE 5.7 "Lord"</p>	<p><b>WDMK/Detroit, MI *</b> VP/Prog.: Lance Patton DM/MD: Monica Starr APD: Benita "Lady B" Gray MD: Sanny Anderson MUSIQ "Dont"</p>	<p><b>WTLC/Indianapolis, IN *</b> DM/MD: Brian Wallace MD: Garth Adams BOYZ II MEN/ EVANS "Relax"</p>	<p><b>KHHT/Los Angeles, CA *</b> PD: Michelle Santuosso 20 AMERIE "Fat"</p>	<p><b>WDLT/Mobile, AL *</b> PD: Steve Crumley MD: Kathy Barlow AL JARREAU "Secrets" GLENN JONES "Wonder" TRIN-I-TEE 5.7 "Lord"</p>	<p><b>WCFB/Orlando, FL *</b> OM/MD: Steve Holbrook MD: Joe Davis No Adds</p>	<p><b>KMJK/St. Louis, MO *</b> DM/MD: Chuck Atkins WYCLEF JEAN "Wrongys"</p>
<p><b>WWIN/Baltimore, MD *</b> VP/Prog.: Kathy Brown PD: Tim Watts MD: Keith Fisher 4 GLENN JONES "Wonder" BOYZ II MEN/ EVANS "Relax"</p>	<p><b>WVAZ/Chicago, IL *</b> PD: Elroy Smith APD: Armando Rivera 6 R. KELLY "Name" 3 DEBORAH COX "Down" 2 DAVE HOLLISTER "Those" 1 GLENN JONES "Wonder" 1 ANGIE STONE "Woman" 1 ALIYAH "Care"</p>	<p><b>WOMX/Detroit, MI *</b> PD: Janet G. APD: Drell Stevens MD: Sheila Little No Adds</p>	<p><b>WJCL/Jackson, MS *</b> PD/MD: Stan Branson DEBORAH COX "Down" AL JARREAU "Secrets" GLENN JONES "Wonder" TANK "One"</p>	<p><b>KJLH/Los Angeles, CA *</b> PD/MD: Cliff Winston AL JARREAU "Secrets" GLENN JONES "Wonder"</p>	<p><b>WQOK/Nashville, TN *</b> PD/MD: Jim Kennedy APD: Bruce Lowe AL JARREAU "Secrets" GLENN JONES "Wonder"</p>	<p><b>WDAS/Philadelphia, PA *</b> Stn. Mgr./PD: Joe Tamburro MD: Joann Gamble 1 ANGIE STONE "Woman"</p>	<p><b>WLWH/Savannah, GA</b> PD: Gary Young 22 KENNY LATTIMORE "Lovable"</p>
<p><b>KQXL/Baton Rouge, LA *</b> OM: James Alexander PD/MD: Mya Vernon AL JARREAU "Secrets" GLENN JONES "Wonder"</p>	<p><b>WZAK/Cleveland, OH *</b> PD: Kim Johnson HEATHER HEADLEY "He" ANGIE STONE "Woman"</p>	<p><b>WUKS/Fayetteville, NC *</b> PD: Russ Allen APD/MD: K.J. No Adds</p>	<p><b>WSOL/Jacksonville, FL *</b> PD: Russ Allen APD/MD: K.J. No Adds</p>	<p><b>WRBV/Macon, GA</b> PD/MD: Lisa Charles AL JARREAU "Secrets"</p>	<p><b>WYBC/New Haven, CT *</b> DM: Wayne Schmidt PD: Juan Castillo APD: Steven Richardson MD: Doc P. No Adds</p>	<p><b>WFYC/Raleigh-Durham, NC *</b> DM/MD: Cy Young APD/MD: Jodi Berry HEATHER HEADLEY "He"</p>	<p><b>WIMX/Toledo, OH *</b> DM/MD: Rocky Love MD: Denise Brooks 4 GLENN JONES "Wonder" AL JARREAU "Secrets"</p>
<p><b>WBHK/Birmingham, AL *</b> PD: Jay Dixon MD: Darryl Johnson 4 GERALD LEVERT "Funny"</p>	<p><b>WVLA/Columbia, SC *</b> Int. PD: Doug Williams MD: Tre Taylor 8 DAVE HOLLISTER "Those" AL JARREAU "Secrets"</p>	<p><b>WFLM/Ft. Pierce, FL *</b> PD/MD: Michael James 14 JILL SCOTT "Gimme" 11 ALIYAH "Care" 4 GLENN JONES "Wonder" AL JARREAU "Secrets" TRIN-I-TEE 5.7 "Lord"</p>	<p><b>WUHQ/Miami, FL *</b> PD: Derrick Brown APD/MD: Karen Vaughn No Adds</p>	<p><b>WYLD/New Orleans, LA *</b> DM: Carla Boatner PD/APD/MD: Aaron "A.J." Apple 2 ANGIE STONE "Woman"</p>	<p><b>WYBC/Charlotte, NC *</b> PD: Terry Base APD/MD: Belinda Parker AL JARREAU "Secrets" MAYSA "Lil"</p>	<p><b>WVBE/Roanoke-Lynchburg, VA *</b> PD: Walt Ford AL JARREAU "Secrets" GLENN JONES "Wonder"</p>	<p><b>WHUR/Washington, DC *</b> PD/MD: David A. Dickinson 25 EDDIE JACKSON "Smile" 13 BOYZ II MEN/ EVANS "Relax" 4 AL JARREAU "Secrets" GLENN JONES "Wonder" SEEK "Right"</p>
<p><b>WVLA/Columbia, SC *</b> Int. PD: Doug Williams MD: Tre Taylor 8 DAVE HOLLISTER "Those" AL JARREAU "Secrets"</p>	<p><b>WAGH/Columbus, GA</b> PD: Rashonda MD: Ed Lewis GLENN JONES "Wonder"</p>	<p><b>WQMG/Greensboro, NC *</b> PD: Alvin Stowe No Adds</p>	<p><b>KNEK/Lafayette, LA *</b> OM: James Alexander PD/MD: Darlene Prejean AL JARREAU "Secrets" GLENN JONES "Wonder"</p>	<p><b>WJMR/Milwaukee-Racine, WI *</b> PD/MD: Lauri Jones 5 TANK "One" ANGIE STONE "Woman"</p>	<p><b>WVNY/Norfolk, VA *</b> PD/MD: Michael Mauzone AL JARREAU "Secrets" GLENN JONES "Wonder"</p>	<p><b>WVBE/Roanoke-Lynchburg, VA *</b> PD: Walt Ford AL JARREAU "Secrets" GLENN JONES "Wonder"</p>	<p><b>WMMJ/Washington, DC *</b> VP/Prog./PD: Kathy Brown MD: Mike Chase AMD: James Fair BOYZ II MEN/ EVANS "Relax" HEATHER HEADLEY "He"</p>
<p><b>WBAV/Charlotte, NC *</b> PD/MD: Terri Avery AL JARREAU "Secrets" GLENN JONES "Wonder"</p>	<p><b>KRNB/Dallas-Ft. Worth, TX *</b> PD: Al Payne MD: Rudy "Y" No Adds</p>	<p><b>KMJK/Houston-Galveston, TX *</b> PD: Carl Conner MD: Sam Choice HEATHER HEADLEY "He" ANGIE STONE "Woman"</p>	<p><b>KOKY/Little Rock, AR *</b> PD: Mark Dylan MD: Jamal Osaries 14 GLENN JONES "Wonder" AL JARREAU "Secrets" DEBORAH COX "Down" DAVE HOLLISTER "Those"</p>	<p><b>WJMS/Momphis, TN *</b> DM/MD: Nate Bell APD/MD: Eileen Collier No Adds</p>	<p><b>WVNY/Norfolk, VA *</b> PD/MD: Michael Mauzone AL JARREAU "Secrets" GLENN JONES "Wonder"</p>	<p><b>WVNY/Norfolk, VA *</b> OM: Don London PD/MD: DC No Adds</p>	<p><b>WVNY/Norfolk, VA *</b> OM: Don London PD/MD: DC No Adds</p>

\*Monitored Reporters  
48 Total Reporters  
44 Total Monitored  
4 Total Indicator



# R&R Urban AC Top 30



August 30, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	<b>1</b>	<b>RUFF ENDZ</b> Someone To Love You (Epic)	1094	+13	177075	24	38/0
3	<b>2</b>	<b>JAHEIM</b> Anything (Divine Mill/WB)	940	+140	134796	37	33/0
2	3	<b>MUSIQ</b> Halfcrazy (Def Soul/IDJMG)	868	-176	148289	23	43/0
5	<b>4</b>	<b>LUTHER VANDROSS</b> I'd Rather (J)	831	+47	125771	32	39/0
4	<b>5</b>	<b>JOE</b> What If A Woman (Jive)	816	+30	124647	25	39/0
6	<b>6</b>	<b>DONELL JONES</b> You Know That I Love You (Untouchables/Arista)	701	+15	107951	23	33/0
7	<b>7</b>	<b>MARY MARY</b> In The Morning (Columbia)	596	+6	71842	14	32/0
10	<b>8</b>	<b>GERALD LEVERT</b> Funny (Elektra/EEG)	581	+25	87802	5	35/1
9	<b>9</b>	<b>KEITH SWEAT</b> One On One (Elektra/EEG)	561	+3	69706	8	36/0
12	<b>10</b>	<b>MAXWELL</b> Lifetime (Columbia)	536	+25	92073	60	34/0
8	11	<b>ANGIE STONE</b> Wish I Didn't Miss You (J)	469	-101	74230	25	41/0
11	12	<b>DAVE HOLLISTER</b> Keep Lovin' You (MCA)	441	-98	49792	16	29/0
14	<b>13</b>	<b>ASHANTI</b> Foolish (Murder Inc./IDJMG)	379	+4	68524	21	22/0
18	<b>14</b>	<b>KIRK FRANKLIN</b> Brighter Days (Gospo Centric/Jive)	363	+81	32943	9	28/0
15	15	<b>RL</b> Good Man (J)	353	-7	51323	15	22/0
13	16	<b>YOLANDA ADAMS</b> I'm Gonna Be Ready (Elektra/EEG)	336	-41	51278	18	32/0
17	<b>17</b>	<b>YOLANDA ADAMS</b> The Battle Is The Lords (Verity)	319	+24	48826	19	12/0
24	<b>18</b>	<b>BOYZ II MEN/FAITH EVANS</b> Relax Your Mind (Arista)	282	+72	41373	2	24/5
16	19	<b>BOYZ II MEN</b> The Color Of Love (Arista)	271	-26	33026	20	23/0
21	<b>20</b>	<b>TONY TERRY</b> In The Shower (Golden Boy)	266	+16	12545	12	14/0
25	<b>21</b>	<b>WILL DOWNING</b> Don't Talk To Me Like That (GRP/VMG)	249	+40	30112	3	21/0
20	22	<b>USHER</b> U Don't Have To Call (LaFace/Arista)	232	-25	57704	20	10/0
19	23	<b>R. KELLY</b> Heaven I Need A Hug (Jive)	228	-43	31115	9	19/0
22	24	<b>BONEY JAMES F/JAHEIM</b> Ride (Warner Bros.)	209	-16	23136	11	18/0
23	25	<b>SIR CHARLES JONES</b> Is There Anybody Lonely... (Independent)	205	-16	19800	18	14/0
27	<b>26</b>	<b>STREETWIZE</b> Rock The Boat (Shanachie)	198	+22	35905	4	17/1
<b>Debut</b>	<b>27</b>	<b>MUSIQ</b> Dontchange (Def Soul/IDJMG)	181	+37	34684	1	11/1
<b>Debut</b>	<b>28</b>	<b>ANGIE STONE</b> More Than A Woman (J)	177	+121	19895	1	26/7
28	<b>29</b>	<b>REMY SHAND</b> Rocksteady (Motown)	175	+7	16601	3	11/0
30	<b>30</b>	<b>FOURPLAY</b> Let's Make Love (Bluebird/RCA Victor)	170	+10	15687	3	15/0

44 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 8/18-8/24. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (copyright 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## New & Active

**TANK** One Man (BlackGround)  
Total Plays: 166, Total Stations: 10, Adds: 3

**WHITNEY HOUSTON** Whatchulookinat (Arista)  
Total Plays: 157, Total Stations: 13, Adds: 1

**THEO** Get Your Groove On (TWP Productions)  
Total Plays: 127, Total Stations: 12, Adds: 0

**DAVE HOLLISTER** Baby Do Those Things (Motown)  
Total Plays: 114, Total Stations: 11, Adds: 3

**NORMAN BROWN** Won't You Stay (Warner Bros.)  
Total Plays: 104, Total Stations: 10, Adds: 0

**ERYKAH BADU F/COMMON** Love Of My Life (Magic Johnson/MCA)  
Total Plays: 100, Total Stations: 6, Adds: 0

**AMERIE** Why Don't We Fall In Love (Rise/Columbia)  
Total Plays: 100, Total Stations: 4, Adds: 1

**KENNY G F/CHANTE MOORE** One More Time (Arista)  
Total Plays: 97, Total Stations: 12, Adds: 0

**TRIN-I-TEE 5:7** Lord (B-Rite/Jive)  
Total Plays: 88, Total Stations: 11, Adds: 3

**HEATHER HEADLEY** He Is (RCA)  
Total Plays: 80, Total Stations: 7, Adds: 6

Songs ranked by total plays

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
<b>GLENN JONES</b> I Wonder Why (Peak)	16
<b>AL JARREAU</b> Secrets Of Love (GRP/VMG)	16
<b>ANGIE STONE</b> More Than A Woman (J)	7
<b>HEATHER HEADLEY</b> He Is (RCA)	6
<b>BOYZ II MEN/FAITH EVANS</b> Relax Your Mind (Arista)	5
<b>DAVE HOLLISTER</b> Baby Do Those Things (Motown)	3
<b>TRIN-I-TEE 5:7</b> Lord (B-Rite/Jive)	3
<b>TANK</b> One Man (BlackGround)	3
<b>DEBORAH COX</b> Up And Down (J)	3
<b>AALIYAH</b> I Care 4 U (BlackGround)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>JAHEIM</b> Anything (Divine Mill/WB)	+140
<b>ANGIE STONE</b> More Than A Woman (J)	+121
<b>KIRK FRANKLIN</b> Brighter Days (Gospo Centric/Jive)	+81
<b>INDIA.ARIE</b> Little Things (Motown)	+76
<b>BOYZ II MEN/FAITH EVANS</b> Relax Your Mind (Arista)	+72
<b>DAVE HOLLISTER</b> Baby Do Those Things (Motown)	+69
<b>WHITNEY HOUSTON</b> Whatchulookinat (Arista)	+56
<b>GERALD LEVERT</b> Made To Love Ya (EastWest/EEG)	+51
<b>JEFF MAJORS</b> Somebody Bigger (Independent)	+48
<b>LUTHER VANDROSS</b> I'd Rather (J)	+47

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
<b>LUTHER VANDROSS</b> Take You Out (J)	362
<b>GLENN LEWIS</b> Don't You Forget It (Epic)	302
<b>MAXWELL</b> This Woman's Work (Columbia)	274
<b>GERALD LEVERT</b> Made To Love Ya (EastWest/EEG)	270
<b>ANGIE STONE</b> Brotha (J)	260
<b>ANN NESBY F/AL GREEN</b> Put It On Paper (Universal)	259
<b>MUSIQ</b> Love (Def Soul/IDJMG)	242
<b>REGINA BELLE F/GLENN JONES</b> From Now On (Peak)	234
<b>FAITH EVANS</b> I Love You (Bad Boy/Arista)	227
<b>JILL SCOTT</b> The Way (Hidden Beach/Epic)	224
<b>GINUWINE</b> Differences (Epic)	221
<b>MICHAEL JACKSON</b> Butterflies (Epic)	214
<b>USHER</b> U Got It Bad (LaFace/Arista)	210
<b>JAHEIM</b> Just In Case (Divine Mill/WB)	197
<b>ALICIA KEYS</b> A Woman's Worth (J)	182

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# Perceptions And Realities Of Music-Buying Behavior

□ A look into the purchasing psyche of the Country listener

**W**hat drives Country listeners to buy a CD? Where do they buy them? How does radio affect buying behavior? What do they think of Country radio?

The answers to these and a number of other buying-habit-related questions directed specifically at Country buyers and listeners have been culled from the second study commissioned by R&R for the R&R Convention and conducted by Edison Media Research. (The first was done last year for R&R Convention 2001.)

Titled "The National Record Buyers Survey II," Edison's findings offer one of the most comprehensive record-buyer overviews ever. Combined with last year's data, it creates profiles of purchasers and tracks changes in the attitudes of a very fickle and ever-changing record-buying public.

Elsewhere in this week's R&R you'll find the survey's results for other formats. Here, we have the results from Country listeners and buyers.

First, however, there are some things you should know about the overall study. From May 7-20, 942 participants aged 12-44 were surveyed. While the total sample was evenly distributed — 50% male and 50% female — the Country breakout skewed 57% female and 43% male.

Respondents included in the Country sample were those who said they liked music from such artists as Toby Keith, Tim McGraw and The Dixie Chicks most. However, Edison adds the footnote that, in many cases, participants answered "do not know" or "not sure," and those who picked those options were omitted from summaries. In addition, total responses to each question may not always add up to 100%.

Here is the age demographic breakout of respondents:

	Total Sample	Country Sample
12-17	19%	7%
18-24	21%	14%
25-34	27%	30%
35-44	33%	49%

## Radio Influences Purchases

It should come as no surprise to learn that radio is the Country listeners' No. 1 source for learning

about new music. The staggering aspect of this is how far Country radio is ahead of the No. 2 source. Also interesting is the disparity in responses between all listeners and the Country breakout in a number of new-music categories.

Edison listed several ways that people find out about new music, and respondents were asked to reply "often," "sometimes" or "almost never" for each method they use. Here are the choices and the percentages of participants who replied "often":

**While country music sales are relatively flat from a year ago, they are down dramatically from past years, especially the halcyon days of the early to mid-'90s.**

- Listening to the radio: Country, 86%; Total Sample, 77%
- From friends: Country, 28%; Total Sample, 42%
- Watching music videos: Country, 26%; Total Sample, 34%
- Appearances by artists on TV shows: Country, 21%; Total Sample, 23%
- Hearing a movie soundtrack: Country, 9%; Total Sample, 25%
- Hearing a compilation CD: Country, 8%; Total Sample, 15%
- Attending concerts or other live performances: Country, 5%; Total Sample, 11%
- Reading music magazines: Country, 1%; Total Sample, 11%

## What Did They Know, And When Did They Know It?

Delving into buyers' motivation

for purchasing music, Edison focused on two areas: how listeners first found out a CD was available and their biggest influence when buying a CD. Radio led both categories by huge margins, and Country radio far outdistanced its Pop sisters in influencing the music-buying decisions of its listeners.

The first question was: "Think about the last CD you purchased for yourself. How did you first find out it was available? Was it because you..."

- Heard it on the radio: Country, 48%; Total Sample, 32%
- Heard or saw it in a store: Country, 13%; Total Sample, 14%
- Heard it on a music-video channel: Country, 8%; Total Sample, 9%
- Heard about it from a friend or relative: Country, 6%; Total Sample, 14%
- Saw it in a magazine or newspaper: Country, 6%; Total Sample, 3%
- Saw it on the Internet: Country, 4%; Total Sample, 5%
- Saw it advertised on television: Country, 4%; Total Sample, 4%
- Heard it in a movie or on a movie soundtrack: Country, 3%; Total Sample, 4%
- Heard it at a concert or live performance: Country, 3%; Total Sample, 4%
- Saw something about it through a record club: Country, 3%; Total Sample, 3%
- Saw it on an entertainment, news or information show on television: Country, 1%; Total Sample, 3%

The next question asked participants about general influences on their music purchases. Here again, radio was the huge leader. On the other side of the ledger, it's amazing to see how little impact TV advertising and newspapers have.

The question was: "Now think about all of your music purchasing in general. When you buy CDs, which of these items influences you the most in deciding to make that purchase? Is it because you..."

- Heard it on the radio: Country,

63%; Total Sample, 48%

- Heard it on a music-video channel: Country, 10%; Total Sample, 12%
- Heard or saw it in a store: Country, 7%; Total Sample, 6%
- Heard about it from a friend or relative: Country, 6%; Total Sample, 13%
- Heard it at a concert or live performance: Country, 2%; Total Sample, 4%
- Saw it on an entertainment, news or information show on TV: Country, 2%; Total Sample, 2%
- Heard it in a movie or on a movie: Country, 2%; Total Sample, 2%
- Saw it advertised on television: Country, 1%; Total Sample, 2%
- Saw it featured on a TV show: Country, 1%; Total Sample, 2%
- Saw something about it through a record club: Country, 1%; Total Sample, 2%
- Saw it in a magazine or newspaper: Country, 1%; Total Sample, 1%

**Sixty-seven percent of Country listeners say the radio stations they listen to do not announce the names and artists of the songs they play often enough.**

## What, Where And How They Buy

While country music sales are relatively flat from a year ago, they are down dramatically from past years, especially the halcyon days of the early to mid-'90s. The study reveals some interesting quirks about purchasing habits.

A full 50% of country record buyers — compared to 48% of the total



THE IN CROWD

Arista Nashville recording artists Phil Vassar and Carolyn Dawn Johnson were at the top of their game during a visit to WGNA/Albany, NY. WGNA MD/middayer Bill Earley played host to the two artists, who were in town for a show that evening. Both artists performed and put on an amazing show. Pictured here (l-r) are Vassar, Earley and Johnson.

sample — said they make most of their purchases at a discount store like Wal-Mart or Target, up from 48% in last year's survey. The remaining 50% buy their music from a record club, 12% (Total Sample, 10%); a record store not at a mall, 10% (Total Sample, 20%); an electronics store such as Best Buy or Circuit City, 10% (Total Sample, 14%); a record store in a mall, 7% (Total Sample, 21%); over the Internet, 5% (Total Sample, 4%); or someplace else, 5% (Total Sample, 6%).

Edison also probed buyers' star-power preferences, asking, "In general, which are you usually more likely to be interested in, a big hit CD by a new artist or the latest CD from a more established artist?" The answers:

- Big hit CD from a new artist: Country, 20%; Total Sample, 22%
- Latest CD from a more established artist: Country, 71%; Total Sample, 65%

In other queries concerning what drives their purchases, 69% of Country respondents (73% of the total sample) said they had purchased the soundtrack from a movie. Regarding compilation CDs, 52% of Country respondents said they had bought one, as opposed to 51% of the total sample. When asked if they had ever purchased a CD single that features only one or two songs, 37% of the Country sample said yes vs. 41% of the total sample.

Wondering who the "must-buys" are among country artists, Edison asked participants which artists' upcoming album they would definitely buy. The top five replies were Alan Jackson, 31.9%; Faith Hill, 31.8%; Shania Twain, 28.7%; Lonestar, 25.4%; and Lee Ann Womack, 23.3%.

## Why They Buy

Delving further into what makes buyers tick, Edison asked a series of precise questions, and respondents

## Perceptions And Realities....

Continued from Page 47

either agreed or disagreed with each statement. Here are the statements and the percentages that said they agreed with each.

- "When you find an artist that you like, you try to buy every new record that artist puts out." Country, 27%; Total Sample, 40%

- "You won't buy a new CD unless you have already heard a few songs from that CD on the radio that you like." Country, 78%; Total Sample, 77%

- "You have purchased a new CD as a result of seeing a video for a song on channels like MTV, VHI or BET." Country, 46%; Total Sample, 51%

- "You have purchased a new CD after seeing what an artist or group looked like on TV or in a magazine." Country, 23%; Total Sample, 25%

- "Musical artists you like sometimes get so much attention on TV and in magazines that it turns you off of the artist." Country, 28%; Total Sample, 38%

- "You have purchased a new CD after reading a review or article about an artist or group in a magazine." Country, 25%; Total Sample, 33%

- "You no longer have to buy CDs because you can download music for

free over the Internet." Country, 18%; Total Sample, 22%

- "Instead of buying a CD, you've burned a copy from someone else's CD." Country, 22%; Total Sample, 30%

- "You are buying fewer CDs lately because you are buying more DVDs instead." Country, 7%; Total Sample, 16%

- "There is nothing morally wrong about downloading music for free from the Internet." Country, 40%; Total Sample, 52%

- "You have purchased a new CD as a result of hearing that artist's music streamed over the Internet, such as through an Internet-only radio station or a webcast." Country, 14%; Total Sample, 31%

Finally, the Edison researchers asked our participants whether their decision to purchase a CD would be influenced by the fact that record labels are releasing discs that can't be copied or listened to on a computer. Among the Country sample, 84% said it would not influence their decision (compared to 73% of the total sample), while 15% of the Country sample said they would not buy the CD (compared to 25% of the total sample).

### What Buyers Think Of Radio

Part of the R&R and Edison re-

search project targeted record buyers' perceptions about radio. Participants were read a list of things that radio stations do to promote artists and new songs and asked if they found these devices "very effective," "somewhat effective" or "not effective at all." Here are the options and the percentage of respondents who answered that they found these promotional tactics to be very effective:

- Countdown shows with the hottest and most requested songs: Country, 34%; Total Sample, 34%

- Live on-air appearances by artists where they talk to DJs: Country, 31%; Total Sample, 29%

- Live on-air performances by the artist: Country, 38%; Total Sample, 40%

- Local performances sponsored by a radio station, such as "mega-shows" where multiple artists appear: Country, 35%; Total Sample, 37%

- Contests where you can win new CDs before you can buy them: Country, 33%; Total Sample, 27%

- News and information about an artist on a radio-station website: Country, 9%; Total Sample, 17%

Edison also addressed the age-old question of song identification. Apparently, it's only a question among programmers, since listeners overwhelmingly say that stations should

name their tunes. Of the Country sample, 67% say the radio stations they listen to do not announce the titles and artists of the songs they play often enough, as compared to 64% of the total sample.

When asked how often radio stations should announce the title and artist of a song being played, 72% of the Country sample and 61% of the total sample say it should be done before or after every song aired. Twenty-five percent of Country and 34% of the total sample answered that identification information should be given only before or after new songs.

### They Also Asked....

Edison researchers also asked a few wild card questions. Among them:

- "I'm going to list several cable or satellite television channels. For each one, please tell me whether you ever watch that channel. Do you ever watch...." (Percentages are respondents who answered yes.)

- MTV: Country, 44%; Total Sample, 56%

- MTV2: Country, 8%; Total Sample, 19%

- VHI: Country, 45%; Total Sample, 46%

- CMT: Country, 68%; Total Sample, 24%

- BET: Country, 18%; Total Sample, 29%

"Do you own a personal digital assistant that enables you to play music portably, such as an Apple iPod?" Three percent of Country participants responded positively; 8% of the total sample said yes.

"How interested would you be in a new service that provides digital audio from a satellite directly to your car all over the country? This service would provide about 100 new radio stations with music, News and Talk programming for you to choose from. The service would have a fee of \$10 a month after you install a new receiver. Would you be very interested, somewhat interested, not very interested or not at all interested in this service?"

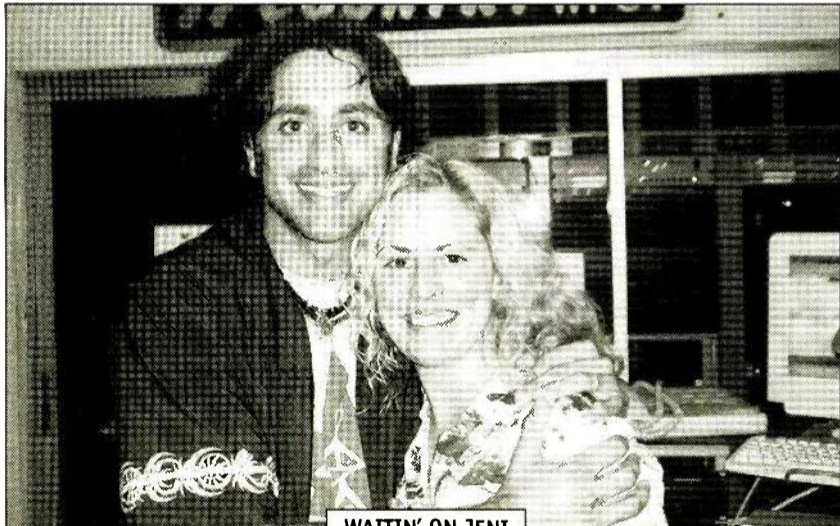
- Very interested: Country, 8%; Total Sample, 15%

- Somewhat interested: Country, 33%; Total Sample, 31%

- Not very interested: Country, 16%; Total Sample, 18%

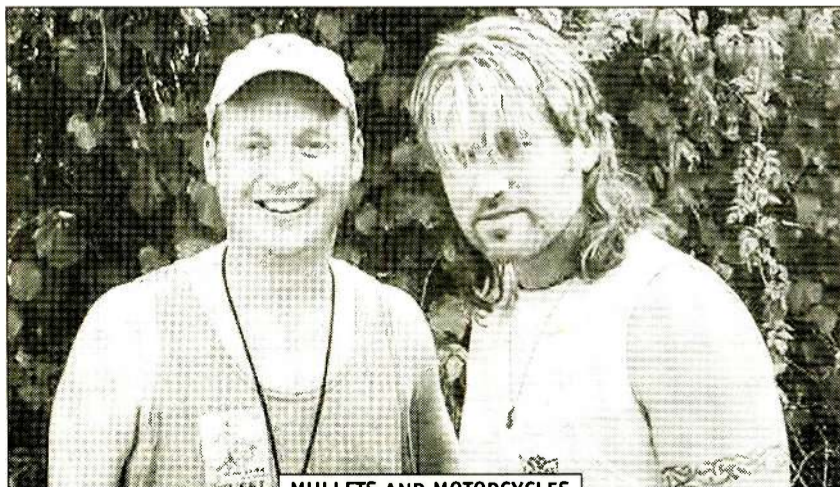
- Not at all interested: Country, 41%; Total Sample, 36%

If you would like to take a closer look at the total sample responses or if you'd like to see the presentation Edison Media Research President **Larry Rosin** made at R&R Convention 2002, go to [www.edisonmediaresearch.com](http://www.edisonmediaresearch.com).



**WAITIN' ON JENI**

Mercury recording artist Steve Azar stopped by WPCV/Lakeland to hang out in the studio and take a few calls from listeners. Pictured here are (l-r) Azar and WPCV MD Jeni Taylor.



**MULLET AND MOTORCYCLES**

Monument recording artist Billy Ray Cyrus was the Grand Marshal of the WMZQ/Washington March of Dimes Motorcycle Ride. The ride started in Tyson's Corner, VA and ended at Six Flags America, where Cyrus performed. Pictured here are (l-r) WMZQ MD Jon Anthony and Cyrus.



**RACKING UP THE HITS AND A BIRTHDAY**

KSON/San Diego's Tony and Kris morning show welcomed MCA recording artist Lee Ann Womack to the studio on her birthday. There were a few surprise phone calls — one was from Lee Ann's good friend Harry Connick Jr. — and Tony and Kris also surprised Lee Ann with a big — ahem — cake.



**DON'T PAINT YOURSELF INTO A CORNER**

MCA recording artist Trisha Yearwood recently visited WCTO/Allentown for an on-air interview. She stuck around to take a few pictures with the staff. Seen here are (l-r) WCTO weekender Dave Dillon and evening jock Big Cat Daddy, Yearwood and WCTO GM John Hutchison and PD/afternoon Chuck Geiger.

# R&R Country Top 50

Powered By



August 30, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	+/- POINTS	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	KENNY CHESNEY The Good Stuff (BNA)	16948	-577	5916	-230	19	151/0
3	2	TIM MCGRAW Unbroken (Curb)	15568	+383	5527	+106	15	151/0
4	3	DARRYL WORLEY I Miss My Friend (DreamWorks)	15516	+464	5565	+209	25	151/0
5	4	TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	14600	+1033	5241	+361	22	151/0
6	5	SARA EVANS I Keep Looking (RCA)	13575	+668	4873	+250	26	151/0
2	6	DIXIE CHICKS Long Time Gone (Monument)	13379	-2148	4905	-612	14	151/0
7	7	JOE NICHOLS The Impossible (Universal South)	13094	+1181	4651	+426	24	151/0
8	8	DIAMOND RIO Beautiful Mess (Arista)	12276	+1419	4417	+493	20	150/0
11	9	KEITH URBAN Somebody Like You (Capitol)	11673	+1449	3966	+445	10	151/1
12	10	MARK CHESNUTT She Was (Columbia)	10581	+430	3743	+133	31	149/0
14	11	ALAN JACKSON Work In Progress (Arista)	9559	+723	3413	+206	11	149/0
13	12	PHIL VASSAR American Child (Arista)	9246	+327	3307	+84	19	149/1
15	13	BLAKE SHELTON Ol' Red (Warner Bros.)	8737	+132	3327	+21	23	140/1
16	14	MARTINA MCBRIDE Where Would You Be (RCA)	8389	+476	3091	+128	18	147/0
21	15	FAITH HILL Cry (Warner Bros.)	7602	+1578	2536	+646	3	148/13
9	16	ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	7486	-3325	2786	-1241	32	147/0
18	17	LEE ANN WOMACK Something Worth Leaving Behind (MCA)	7162	+816	2549	+292	15	142/0
20	18	MONTGOMERY GENTRY My Town (Columbia)	6581	+413	2498	+179	13	147/10
24	19	RASCAL FLATTS These Days (Lyric Street)	6501	+1444	2415	+513	11	142/4
19	20	GARTH BROOKS Thicker Than Blood (Capitol)	6322	+149	2432	+107	12	143/0
17	21	BRAD MARTIN Before I Knew Better (Epic)	5671	-1873	2177	-798	30	141/0
22	22	PINMONKEY Barbed Wire And Roses (BNA)	5292	+39	2080	+4	22	138/0
25	23	REBECCA LYNN HOWARD Forgive (MCA)	5143	+223	1972	+106	16	135/3
23	24	JO DEE MESSINA Dare To Dream (Curb)	5062	-105	2042	-30	17	135/1
26	25	ANTHONY SMITH If That Ain't Country (Mercury)	4215	+519	1619	+191	20	111/0
28	26	TAMMY COCHRAN Life Happened (Epic)	3637	+279	1378	+130	13	116/5
27	27	SIXWIRE Look At Me Now (Warner Bros.)	3477	-196	1252	-98	19	114/0
Debut	28	DIXIE CHICKS Landslide (Monument)	3474	+3436	867	+862	1	74/69
29	29	SHEDAISY Mine All Mine (Lyric Street)	3201	+182	1202	+68	16	111/2
30	30	TRAVIS TRITT Strong Enough To Be Your Man (Columbia)	2993	+172	1228	+86	7	112/5
31	31	EMERSON DRIVE Fall Into Me (DreamWorks)	2856	+91	1004	+25	8	111/6
32	32	KEVIN DENNEY Cadillac Tears (Lyric Street)	2806	+193	1045	+70	12	94/3
Breaker	33	TOBY KEITH Who's Your Daddy? (DreamWorks)	2448	+954	848	+371	5	99/55
33	34	JOHN MICHAEL MONTGOMERY 'Til Nothing... (Warner Bros.)	2283	+442	889	+157	6	86/7
34	35	CAROLYN DAWN JOHNSON One Day Closer To You (Arista)	1929	+181	804	+84	6	86/2
37	36	KELLIE COFFEY At The End Of The Day (BNA)	1583	+307	556	+99	4	69/5
36	37	ERIC HEATHERLY The Last Man Committed (DreamWorks)	1458	+137	588	+43	9	75/4
39	38	AARON LINES You Can't Hide Beautiful (RCA)	1403	+320	466	+100	3	64/6
40	39	BRAD PAISLEY I Wish You'd Stay (Arista)	1382	+306	581	+151	2	69/13
Debut	40	GEORGE STRAIT She'll Leave You With A Smile (MCA)	1311	+1109	503	+422	1	71/59
38	41	GEORGE STRAIT Stars On The Water (MCA)	1217	-7	267	-5	7	8/1
42	42	STEVE AZAR Waitin' On Joe (Mercury)	1110	+186	481	+72	5	70/3
48	43	TERRI CLARK I Just Wanna Be Mad (Mercury)	1053	+248	385	+103	2	54/18
44	44	J. MICHAEL HARTER Hard Call To Make (Broken Bow)	1023	+146	357	+35	11	39/0
45	45	JENNIFER HANSON Beautiful Goodbye (Capitol)	1009	+153	415	+83	3	62/7
49	46	MICHAEL PETERSON Modern Man (Monument)	970	+181	422	+64	4	59/4
41	47	WILLIE NELSON Maria... (Lost Highway/Mercury)	901	-54	317	-28	9	39/4
47	48	SHANNON LAWSON Dream Your Way To Me (MCA)	895	+88	373	+35	4	63/4
Debut	49	LONESTAR Unusually Unusual (BNA)	878	+440	370	+176	1	46/15
43	50	JAMES OTTO The Ball (Mercury)	866	-44	374	0	9	52/2

## Most Added.

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
DIXIE CHICKS Landslide (Monument)	69
GEORGE STRAIT She'll Leave You With A Smile (MCA)	59
TOBY KEITH Who's Your Daddy? (DreamWorks)	55
TRICK PONY On A Mission (H2E/WB)	30
BROOKS & DUNN Every River (Arista/RLG)	26
STEVE HOLY I'm Not Breakin' (Curb)	19
TERRI CLARK I Just Wanna Be Mad (Mercury)	18
LONESTAR Unusually Unusual (BNA)	15
FAITH HILL Cry (Warner Bros.)	13
BRAD PAISLEY I Wish You'd Stay (Arista)	13

## Most Increased Points

ARTIST TITLE LABEL(S)	POINT INCREASE
DIXIE CHICKS Landslide (Monument)	+3436
FAITH HILL Cry (Warner Bros.)	+1578
KEITH URBAN Somebody Like You (Capitol)	+1449
RASCAL FLATTS These Days (Lyric Street)	+1444
DIAMOND RIO Beautiful Mess (Arista)	+1419
JOE NICHOLS The Impossible (Universal South)	+1181
GEORGE STRAIT She'll Leave You With A Smile (MCA)	+1109
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	+1033
TOBY KEITH Who's Your Daddy? (DreamWorks)	+954
LEE ANN WOMACK Something Worth... (MCA)	+816

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DIXIE CHICKS Landslide (Monument)	+862
FAITH HILL Cry (Warner Bros.)	+646
RASCAL FLATTS These Days (Lyric Street)	+513
DIAMOND RIO Beautiful Mess (Arista)	+493
KEITH URBAN Somebody Like You (Capitol)	+445
JOE NICHOLS The Impossible (Universal South)	+426
GEORGE STRAIT She'll Leave You With A Smile (MCA)	+422
TOBY KEITH Who's Your Daddy? (DreamWorks)	+371
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	+361
LEE ANN WOMACK Something Worth... (MCA)	+292

## Breakers.

**TOBY KEITH**  
Who's Your Daddy? (DreamWorks)  
55 Adds • Moves 35-33

Songs ranked by total plays

R&R Station Playlists have moved to the web.  
See all of our monitored reporters at  
[www.radioandrecords.com](http://www.radioandrecords.com).

151 Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total points for the airplay week of 8/18-8/24. Bullets appear on songs gaining in points or remaining flat from previous week. If two songs are tied in total points, the song with the larger increase in points is placed first. Songs below No. 1 and down in points for three consecutive weeks are moved to recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Breaker status is awarded to songs reported by 60% of the panel for the first time. Station Weight = AQH Persons + (Market rank X 10) divided by 4180. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (copyright 2002, The Arbitron Company). (C) 2002, R&R, Inc.



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# R&R Country Top 50 Indicator

August 30, 2002

## R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	+/- POINTS	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	TIM MCGRAW Unbroken (Curb)	3516	+58	2770	+46	13	74/0
3	2	DARRYL WORLEY I Miss My Friend (DreamWorks)	3409	+22	2664	+12	24	75/0
6	3	SARA EVANS I Keep Looking (RCA)	3337	+111	2608	+82	28	73/0
5	4	JOE NICHOLS The Impossible (Universal South)	3309	+59	2609	+35	24	74/0
7	5	TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	3236	+182	2568	+145	23	72/0
8	6	DIAMOND RIO Beautiful Mess (Arista)	3131	+347	2467	+269	21	74/0
1	7	DIXIE CHICKS Long Time Gone (Monument)	3109	-351	2453	-292	13	69/0
4	8	KENNY CHESNEY The Good Stuff (BNA)	3077	-287	2382	-251	18	71/0
11	9	KEITH URBAN Somebody Like You (Capitol)	2608	+176	2078	+156	9	75/0
12	10	ALAN JACKSON Work In Progress (Arista)	2588	+160	2048	+129	10	75/0
13	11	MARK CHESNUTT She Was (Columbia)	2473	+83	1977	+70	32	68/0
9	12	BLAKE SHELTON Ol' Red (Warner Bros.)	2396	-90	1892	-83	22	69/0
14	13	PHIL VASSAR American Child (Arista)	2363	+80	1876	+62	17	72/0
15	14	MARTINA MCBRIDE Where Would You Be (RCA)	2353	+156	1867	+129	18	75/0
19	15	MONTGOMERY GENTRY My Town (Columbia)	2123	+229	1691	+181	11	74/0
16	16	LEE ANN WOMACK Something Worth Leaving Behind (MCA)	2105	+14	1692	+14	13	71/0
22	17	RASCAL FLATTS These Days (Lyric Street)	1871	+211	1478	+183	9	72/0
17	18	GARTH BROOKS Thicker Than Blood (Capitol)	1791	-111	1420	-71	11	66/2
27	19	FAITH HILL Cry (Warner Bros.)	1780	+648	1399	+489	2	71/9
23	20	REBECCA LYNN HOWARD Forgive (MCA)	1766	+163	1414	+129	17	72/0
21	21	JO DEE MESSINA Dare To Dream (Curb)	1732	-12	1367	-29	18	68/0
10	22	ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	1411	-1027	1037	-850	33	39/0
25	23	ANTHONY SMITH If That Ain't Country (Mercury)	1410	+122	1144	+83	21	64/1
24	24	PINMONKEY Barbed Wire And Roses (BNA)	1357	-204	1090	-168	19	56/0
28	25	TRAVIS TRITT Strong Enough To Be Your Man (Columbia)	1230	+106	969	+71	6	63/2
26	26	KEVIN DENNEY Cadillac Tears (Lyric Street)	1190	+41	966	+44	12	54/0
30	27	TAMMY COCHRAN Life Happened (Epic)	1122	+117	912	+90	12	57/2
20	28	BRAD MARTIN Before I Knew Better (Epic)	1107	-655	907	-486	30	42/0
31	29	JOHN MICHAEL MONTGOMERY 'Til Nothing... (Warner Bros.)	1088	+115	870	+93	6	62/3
33	30	EMERSON DRIVE Fall Into Me (DreamWorks)	1044	+107	849	+81	8	58/1
36	31	TOBY KEITH Who's Your Daddy? (DreamWorks)	1032	+504	853	+404	2	59/19
32	32	CAROLYN DAWN JOHNSON One Day Closer To You (Arista)	963	+24	792	+19	5	59/0
34	33	SHEDAISY Mine All Mine (Lyric Street)	911	-5	758	-8	14	49/1
29	34	SIXWIRE Look At Me Now (Warner Bros.)	887	-154	734	-114	17	43/1
35	35	BRAD PAISLEY I Wish You'd Stay (Arista)	715	+123	562	+116	3	47/12
Debut	36	GEORGE STRAIT She'll Leave You With A Smile (MCA)	594	+463	483	+368	1	53/42
38	37	STEVE AZAR Waitin' On Joe (Mercury)	569	+64	478	+54	5	40/4
37	38	ERIC HEATHERLY The Last Man Committed (DreamWorks)	527	+9	425	+8	9	35/0
40	39	KELLIE COFFEY At The End Of The Day (BNA)	439	+77	362	+58	2	33/5
Debut	40	BROOKS & DUNN Every River (Arista/RLG)	409	+215	331	+161	1	34/17
41	41	SHANNON LAWSON Dream Your Way To Me (MCA)	390	+36	359	+27	4	34/1
Debut	42	DIXIE CHICKS Landslide (Monument)	328	+328	257	+257	1	25/25
47	43	AARON LINES You Can't Hide Beautiful (RCA)	323	+63	265	+57	2	25/5
43	44	JAMES OTTO The Ball (Mercury)	313	-2	284	+2	8	26/0
Debut	45	TRICK PONY On A Mission (H2E/WB)	309	+143	226	+120	1	24/16
44	46	MICHAEL PETERSON Modern Man (Monument)	308	+12	264	+11	3	25/2
Debut	47	LONESTAR Unusually Unusual (BNA)	298	+98	224	+71	1	26/9
46	48	GEORGE STRAIT Stars On The Water (MCA)	287	+2	228	+9	3	12/1
Debut	49	JENNIFER HANSON Beautiful Goodbye (Capitol)	280	+95	224	+72	1	21/4
39	50	WILLIE NELSON Maria... (Lost Highway/Mercury)	272	-90	214	-85	7	22/1

75 Country indicator reports. Songs ranked by total plays for the airplay week of Sunday 8/18-Saturday 8/24.  
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## Most Added

ARTIST TITLE LABEL(S)	ADDS
GEORGE STRAIT She'll Leave... (MCA)	42
DIXIE CHICKS Landslide (Monument)	25
TOBY KEITH Who's Your Daddy? (DreamWorks)	19
BROOKS & DUNN Every River (Arista/RLG)	17
TRICK PONY On A Mission (H2E/WB)	16
BRAD PAISLEY I Wish You'd Stay (Arista)	12
TERRI CLARK I Just Wanna Be Mad (Mercury)	12
FAITH HILL Cry (Warner Bros.)	9
LONESTAR Unusually Unusual (BNA)	9
HOMETOWN NEWS Wheels (VFR)	7
STEVE HOLY I'm Not Breakin' (Curb)	6
KELLIE COFFEY At The End Of The Day (BNA)	5
AARON LINES You Can't Hide Beautiful (RCA)	5
AARON TIPPIN If Her Lovin' Don't Kill Me (Lyric Street)	5
ANDY GRIGGS Practice Life (RCA)	5
STEVE AZAR Waitin' On Joe (Mercury)	4
JENNIFER HANSON Beautiful Goodbye (Capitol)	4
JOHN MICHAEL MONTGOMERY 'Til Nothing... (Warner Bros.)	3

## Most Increased Points

ARTIST TITLE LABEL(S)	POINT INCREASE
FAITH HILL Cry (Warner Bros.)	+648
TOBY KEITH Who's Your Daddy? (DreamWorks)	+504
GEORGE STRAIT She'll Leave... (MCA)	+463
DIAMOND RIO Beautiful Mess (Arista)	+347
DIXIE CHICKS Landslide (Monument)	+328
MONTGOMERY GENTRY My Town (Columbia)	+229
BROOKS & DUNN Every River (Arista/RLG)	+215
RASCAL FLATTS These Days (Lyric Street)	+211
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	+182
KEITH URBAN Somebody Like You (Capitol)	+176

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FAITH HILL Cry (Warner Bros.)	+489
TOBY KEITH Who's Your Daddy? (DreamWorks)	+404
GEORGE STRAIT She'll Leave You... (MCA)	+368
DIAMOND RIO Beautiful Mess (Arista)	+269
DIXIE CHICKS Landslide (Monument)	+257
RASCAL FLATTS These Days (Lyric Street)	+183
MONTGOMERY GENTRY My Town (Columbia)	+181
BROOKS & DUNN Every River (Arista/RLG)	+161
KEITH URBAN Somebody Like You (Capitol)	+156
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	+145
ALAN JACKSON Work In Progress (Arista)	+129
MARTINA MCBRIDE Where Would You Be (RCA)	+129
REBECCA LYNN HOWARD Forgive (MCA)	+129
TERRI CLARK I Just Wanna Be Mad (Mercury)	+123
TRICK PONY On A Mission (H2E/WB)	+120
BRAD PAISLEY I Wish You'd Stay (Arista)	+116
JOHN MICHAEL MONTGOMERY 'Til Nothing... (Warner Bros.)	+93
TAMMY COCHRAN Life Happened (Epic)	+90

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## EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES August 30, 2002

BULLSEYE® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of July 22-28.



### Password of the Week: Rhodes

**Question of the Week:** With the anniversary of Sept. 11 approaching, what, if anything, do you think your favorite Country radio station should do that day?

#### Total

Be commercial free: 11%  
Normal programming: 26%  
Play all patriotic songs: 36%  
Play only music/no talk: 19%  
Carry live memorial services: 8%

#### P1

Be commercial free: 8%  
Normal programming: 28%  
Play all patriotic songs: 36%  
Play only music/no talk: 21%  
Carry live memorial services: 7%

#### P2

Be commercial free: 16%  
Normal programming: 22%  
Play all patriotic songs: 37%  
Play only music/no talk: 15%  
Carry live memorial services: 10%

#### Male

Be commercial free: 14%  
Normal programming: 22%  
Play all patriotic songs: 35%  
Play only music/no talk: 17%  
Carry live memorial services: 12%

#### Female

Be commercial free: 7%  
Normal programming: 30%  
Play all patriotic songs: 37%  
Play only music/no talk: 21%  
Carry live memorial services: 5%

ARTIST Title (Label)	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN
MARK CHESNUTT She Was (Columbia)	42.8%	76.3%	14.5%	97.5%	5.5%	1.3%
MARTINA MCBRIDE Where Would You Be (RCA)	36.5%	76.3%	14.3%	98.5%	5.0%	3.0%
DIAMOND RIO Beautiful Mess (Arista)	30.0%	75.5%	14.0%	98.5%	6.5%	2.5%
DARRYL WORLEY I Miss My Friend (DreamWorks)	42.0%	75.3%	15.0%	98.8%	5.3%	3.3%
ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	42.3%	75.0%	15.5%	98.3%	5.5%	2.3%
GARY ALLAN The One (MCA)	33.3%	75.0%	15.5%	99.0%	6.8%	1.8%
TIM MCGRAW Unbroken (Curb)	35.8%	74.0%	17.0%	99.3%	5.8%	2.5%
JOE NICHOLS The Impossible (Universal/South)	36.0%	73.3%	17.0%	99.5%	6.3%	3.0%
BRAD MARTIN Before I Knew Better (Epic)	36.0%	72.5%	16.5%	98.0%	6.8%	2.3%
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	40.3%	71.8%	19.5%	99.3%	5.0%	3.0%
DIXIE CHICKS Long Time Gone (Monument)	35.5%	71.8%	16.8%	98.5%	5.8%	4.3%
KENNY CHESNEY The Good Stuff (BNA)	36.8%	71.5%	16.5%	98.8%	7.0%	3.8%
PHIL VASSAR American Child (Arista)	36.3%	71.5%	17.0%	97.5%	6.5%	2.5%
SARA EVANS I Keep Looking (RCA)	35.8%	70.0%	17.8%	98.8%	6.8%	4.3%
ALAN JACKSON Work In Progress (Arista)	31.3%	70.0%	17.0%	97.0%	8.0%	2.0%
BLAKE SHELTON Ol' Red (Warner Bros.)	38.0%	68.3%	17.0%	98.3%	8.8%	4.3%
KEITH URBAN Somebody Like You (Capitol)	30.3%	66.8%	22.5%	96.0%	5.3%	1.5%
TRAVIS TRITT Strong Enough To Be Your Man (Columbia)	29.5%	66.8%	19.0%	93.3%	6.0%	1.5%
PINMONKEY Barbed Wire And Roses (BNA)	29.0%	64.8%	19.0%	98.3%	10.0%	4.5%
LEE ANN WOMACK Something Worth Leaving Behind (MCA)	30.5%	64.5%	21.8%	95.0%	6.5%	2.3%
GARTH BROOKS Thicker Than Blood (Capitol)	26.3%	64.3%	16.5%	93.0%	9.8%	2.5%
SHEDAISY Mine All Mine (Lyric Street)	22.5%	64.3%	22.3%	97.0%	8.5%	2.0%
TOBY KEITH Who's Your Daddy (DreamWorks)	28.5%	64.0%	9.5%	85.0%	11.5%	0.0%
SIXWIRE Look At Me Now (Warner Bros.)	25.0%	62.5%	19.0%	92.3%	8.5%	2.3%
RASCAL FLATTS These Days (Lyric Street)	28.0%	62.0%	24.0%	95.3%	7.5%	1.8%
JOHN MICHAEL MONTGOMERY 'Til Nothin... (Warner Bros.)	22.8%	61.5%	21.0%	90.0%	6.0%	1.5%
REBECCA LYNN HOWARD Forgive (MCA)	22.0%	61.5%	18.0%	90.8%	8.5%	2.8%
TAMMY COCHRAN Life Happened (Epic)	23.5%	61.0%	22.8%	93.5%	8.8%	1.0%
ANTHONY SMITH If That Ain't Country (Mercury)	24.8%	60.8%	21.8%	95.3%	11.0%	1.8%
FAITH HILL Cry (Warner Bros.)	24.5%	58.0%	23.0%	89.0%	7.0%	1.0%
CAROLYN DAWN JOHNSON One Day Closer To You (Arista)	22.5%	56.8%	22.3%	89.5%	8.8%	1.8%
KEVIN DENNEY Cadillac Tears (Lyric Street)	22.8%	56.5%	17.3%	93.0%	16.8%	2.5%
JO DEE MESSINA Dare To Dream (Curb)	22.5%	56.5%	23.3%	97.0%	12.3%	5.0%
MONTGOMERY GENTRY My Town (Columbia)	23.5%	55.5%	24.0%	91.3%	8.5%	3.3%
EMERSON DRIVE Fall Into Me (DreamWorks)	24.5%	53.8%	21.0%	87.8%	9.0%	4.0%

Total sample size is 400 persons weekly with a +/- 5% margin of error. Scoring is done each week using live interviewers conducting the interview with each respondent. Scores are: a) I Like It A Lot, In Fact It's One Of My Favorites b) I Like It c) It's Okay...Just So-So d) I Don't Like It e) I'm Tired Of Hearing It On The Radio f) I Don't Recognize It. To be included in the weekly callout songs must enter the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54 year-old persons who identify Country as their favorite music and who listen daily to competitive country radio in the sample markets. The sample is 50% male/female... 1/3rd each in the 25-34, 35-44, and 45-54 demos. The sample is balanced by region, and markets within that region. Bullseye Callout is conducted in these regions and markets. Market selection is determined by Bullseye. NORTHEAST: Washington, DC., Harrisburg, PA., Providence, Rochester, NY., Springfield, MA., Hartford, Portland, ME., Portsmouth, NH. SOUTHEAST: Charlotte, Atlanta, Tampa, Nashville, Chattanooga, Mobile, AL., Charleston, SC., Jackson, MS., MIDWEST: Milwaukee, Cincinnati, Cleveland, Kansas City, Lansing, MI., Ft Wayne, IN., Rockford, IL., Indianapolis. SOUTHWEST: Dallas-Ft. Worth, Tucson, Albuquerque, Oklahoma City, Houston-Galveston, Phoenix, Lafayette LA., San Antonio. WEST: Portland, OR., Salt Lake City, Fresno, Bakersfield, Spokane, WA., Riverside-San Bernardino, Boise, Denver, Monterey-Salinas. © 2002 R&F Inc. © 2002 Bullseye Marketing Research Inc.

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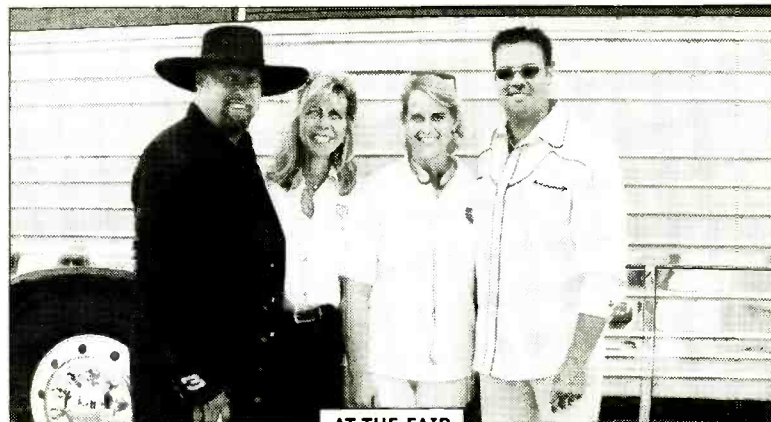




America's Best Testing Country Songs 12+  
For The Week Ending 8/30/02.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
TOBY KEITH Courtesy Of The Red... (DreamWorks)	4.43	4.12	99%	25%	4.29	99%	30%
GARY ALLAN The One (MCA)	4.40	4.30	98%	18%	4.32	98%	22%
KENNY CHESNEY The Good Stuff (BNA)	4.39	4.26	99%	23%	4.39	99%	25%
JOE NICHOLS The Impossible (Universal South)	4.29	4.29	94%	15%	4.18	95%	20%
DIAMOND RIO Beautiful Mess (Arista)	4.28	3.76	96%	11%	4.23	95%	13%
MARK CHESNUTT She Was (Columbia)	4.26	3.93	96%	15%	4.20	97%	19%
KEITH URBAN Somebody Like You (Capitol)	4.26	4.17	87%	5%	4.26	84%	5%
DARRYL WORLEY I Miss My Friend (DreamWorks)	4.25	4.05	99%	24%	4.09	99%	29%
MARTINA MCBRIDE Where Would You Be (RCA)	4.25	4.14	96%	16%	4.13	95%	19%
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	4.24	3.85	98%	21%	4.10	98%	26%
SARA EVANS I Keep Looking (RCA)	4.21	3.89	95%	17%	4.13	95%	19%
BRAD MARTIN Before I Knew Better (Epic)	4.18	4.26	95%	14%	4.11	95%	17%
GEORGE STRAIT Living And Living Well (MCA)	4.18	3.96	99%	29%	3.95	99%	36%
TIM MCGRAW Unbroken (Curb)	4.18	4.15	96%	15%	4.15	95%	16%
ALAN JACKSON Work In Progress (Arista)	4.16	4.08	93%	14%	3.91	92%	18%
ANDY GRIGGS Tonight I Wanna Be Your Man (RCA)	4.13	4.13	99%	25%	3.96	98%	29%
RASCAL FLATTS These Days (Lyric Street)	4.12	4.14	82%	8%	4.19	82%	8%
REBECCA LYNN HOWARD Forgive (MCA)	4.11	3.75	74%	7%	4.03	76%	10%
MONTGOMERY GENTRY My Town (Columbia)	4.06	3.50	88%	11%	4.06	87%	11%
SIXWIRE Look At Me Now (Warner Bros.)	3.99	3.77	77%	11%	3.96	77%	11%
BLAKE SHELTON Ol' Red (Warner Bros.)	3.98	3.99	97%	31%	3.88	97%	35%
LEE ANN WOMACK Something Worth... (MCA)	3.98	4.10	91%	14%	3.97	92%	15%
PHIL VASSAR American Child (Arista)	3.95	4.36	96%	25%	3.89	96%	26%
TAMMY COCHRAN Life Happened (Epic)	3.94	3.87	75%	11%	3.85	75%	14%
DIXIE CHICKS Long Time Gone (Monument)	3.86	4.09	100%	29%	3.83	99%	32%
JO DEE MESSINA Dare To Dream (Curb)	3.82	4.35	88%	18%	3.74	88%	20%
ANTHONY SMITH If That Ain't Country (Mercury)	3.81	4.23	77%	14%	3.75	78%	16%
PINMONKEY Barbed Wire And Roses (BNA)	3.74	3.86	89%	22%	3.61	90%	25%
SHEDAISY Mine All Mine (Lyric Street)	3.72	3.97	83%	15%	3.73	83%	17%
GARTH BROOKS Thicker Than Blood (Capitol)	3.70	3.54	89%	23%	3.63	89%	23%

Total sample size is 724 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. TD = Target Demo (persons 25-54). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818/377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.



AT THE FAIR

WGAR/Cleveland was on hand for Columbia recording artists Montgomery Gentry's performance at the Lorain County Fair. Pictured here (l-r) are Eddie Montgomery, WGAR Assistant Promotions Director Candyce Skeen and PD/evening jock Meg Stevens and Troy Gentry.

## Most Played Recurrents

TOBY KEITH Courtesy Of The Red, White... (DreamWorks)	3907
GEORGE STRAIT Living And Living Well (MCA)	2703
GARY ALLAN The One (MCA)	2678
ALAN JACKSON Drive (For Daddy Gene) (Arista)	2473
TOBY KEITH My List (DreamWorks)	2151
STEVE AZAR I Don't Have To Be (Till...) (Mercury)	2147
BRAD PAISLEY I'm Gonna Miss Her (Fishin') (Arista)	2064
LONESTAR Not A Day Goes By (BNA)	1751
TOMMY SHANE STEINER What If She's An Angel (RCA)	1584
STEVE HOLY Good Morning Beautiful (Curb)	1546
PHIL VASSAR That's When I Love You (Arista)	1424
MARTINA MCBRIDE Blessed (RCA)	1354
EMERSON DRIVE I Should Be Sleeping (DreamWorks)	1296
KENNY CHESNEY Young (BNA)	1262
CHRIS CAGLE I Breathe In, I Breathe Out (Capitol)	1231
KELLIE COFFEY When You Lie Next To Me (BNA)	1222
BROOKS & DUNN Only In America (Arista)	1137
AARON TIPPIN Where Stars And Stripes... (Lyric Street)	1057
BROOKS & DUNN My Heart Is Lost To You (Arista)	1039
TOBY KEITH I Wanna Talk About Me (DreamWorks)	1023

## C O U N T R Y FLASHBACK

### 1 YEAR AGO

- No. 1: "Austin" — Blake Shelton (fourth week)

### 5 YEARS AGO

- No. 1: "We Were In Love" — Toby Keith

### 10 YEARS AGO

- No. 1: "I Still Believe In You" — Vince Gill

### 15 YEARS AGO

- No. 1: "Three Time Loser" — Dan Seals

### 20 YEARS AGO

- No. 1: "Love Will Turn You Around" — Kenny Rogers (second week)

### 25 YEARS AGO

- No. 1: "Don't It Make My ..." — Crystal Gayle (second week)

## New & Active

**TRICK PONY** On A Mission (H2E/WB)  
Total Plays: 277, Total Stations: 41, Adds: 30

**AARON TIPPIN** If Her Lovin' Don't Kill Me (Lyric Street)  
Total Plays: 251, Total Stations: 31, Adds: 2

**RADNEY FOSTER** Everyday Angel (Dualtone)  
Total Plays: 234, Total Stations: 25, Adds: 5

**BROOKS & DUNN** Every River (Arista/RLG)  
Total Plays: 207, Total Stations: 36, Adds: 26

**STEVE HOLY** I'm Not Breakin' (Curb)  
Total Plays: 204, Total Stations: 46, Adds: 19

**DUSTY DRAKE** And Then (Warner Bros.)  
Total Plays: 180, Total Stations: 23, Adds: 0

**HOLLY LAMAR** These Are The Days (Universal South)  
Total Plays: 163, Total Stations: 17, Adds: 2

**TANYA TUCKER** A Memory Like I'm Gonna Be (Tucker Time/Capitol)  
Total Plays: 149, Total Stations: 19, Adds: 4

**HOMETOWN NEWS** Wheels (VFR)  
Total Plays: 116, Total Stations: 25, Adds: 4

**JOSH TURNER** She'll Go On You (MCA)  
Total Plays: 102, Total Stations: 23, Adds: 7

Songs ranked by total points.





KID KELLY

kkelly@radioandrecords.com

## Meet Ryan Seacrest

### Hot AC's American Idol

**R**yan Seacrest is the co-host of one of today's hottest TV shows, *American Idol* on FOX. He can also be heard daily, co-hosting afternoon drive on Hot AC KYSR (Star 98.7)/Los Angeles. Read on for the skinny on how Seacrest broke into the radio business and a behind-the-scenes look at *American Idol*.

Seacrest's radio career began in Atlanta. One night while he was still in junior high, he got on the air at a local radio station as a guest DJ on a "Top 5 at 9 Countdown." He announced the title and chart position of a song over the phone!

By age 15, remembering the exhilaration of his guest-DJ stint and being inspired by high-profile Atlanta DJs like Steve McCoy and Elvis Duran, Seacrest decided to take his career a step further and begged his way into a producer/intern position at WSTR. Each night, after going to school all day, he would head to the station to pull music, answer phones — anything to be in the studio. Eventually, he learned to run the board.

One night Seacrest showed up at the station, and the DJ he'd been interning for, Tom Sullivan, said he was sick and unable to do his shift. Sullivan suggested that Seacrest go on-air and fill in for him, seeing as the boss was out of town. Seacrest did as Sullivan suggested, but, in reality, the boss, current R&R Sr. VP/CHR Editor Tony Novia, was in town — and listening.

"The next day I thought I was going to be kicked to the curb," Seacrest says. "But Tony was willing to work with me, and eventually he put me on the weekend schedule. By age 16 I had the best job in the world."

**R&R:** How did you get involved in *American Idol*?

**RS:** *American Idol* was looking for someone who could run a live show, someone who loved music and had some live programming experience. Fortunately, I had done a little TV and a ton of live radio by then. I auditioned in front of the suits at FOX and, later that afternoon, got hired. Two days later we were on the road, looking for the next *American Idol*.

**R&R:** You're very natural on TV. Did you have any special training?

**RS:** I have hosted about six kids game shows, most of which no one has seen — which, as I look back, is a good thing. Game shows allowed me to develop a comfort zone ad-lib-

bing and controlling a show on TV. I think that TV is easier than radio. In radio we have to paint pictures with words, stories, inflection and characters. On TV an expression can say a million words.

**R&R:** How do you find the time to host *American Idol* while hosting afternoons on KYSR and doing your syndicated radio show, *Live From the Lounge*?

**RS:** Finding time was a pretty big challenge. I decided years ago that radio is in my heart. I love doing a radio show every day; I want to continue to do a radio show for many years. Hopefully, I can balance radio and TV in the future. Once we got a production schedule, both Clear Channel and FOX were very understanding of my goals and made incredible efforts to work it all out.

I'll work as many hours a day as I have to in order to get it all in. Some days we start taping TV at 4:30am, so we are done by the time I do afternoons at Star. I also have a hell of a team working with me each day. They keep me on track and pointed in the right direction.

**R&R:** Did your interview experience on *Live From the Lounge* prepare you for interviewing the *American Idol* contestants?

**RS:** *Live From the Lounge*, in many ways, is similar to *American Idol* from a host's point of view. First, they are both live; second, both shows have a balance of audience involvement, performance and interviews. Most of all, when you have all of these moving parts, anything can happen, and that's a great rush.

**R&R:** Has your radio experience prepared you at all for hosting a TV show?

**RS:** Radio has certainly factored in to my comfort zone while hosting TV. I don't know that I'm great at either, but I feel at home running these shows. There is nothing better than radio when it comes to spontaneity. We have the opportunity to play off so many different elements on the radio — co-hosts, songs, callers — and we still have to attempt to stay on

track. Radio has been the best coach.

**R&R:** You have done TV before, but it was taped. What was the difference between being on tape and live?

**RS:** Live means anything goes, even Simon Cowell flipping me the bird.

**R&R:** Tell us the truth about Tamika. Was she for real?

**RS:** Everything about Tamika was real. We cracked up the first time we saw her. The producers wanted to work her in, and what better way than to give her a bit that came naturally — talking down each contestant.

**R&R:** What was with the large woman singing "Genie in a Bottle" with not a single note on key?

**RS:** Just another person who thought she was the *American Idol*. We saw plenty like her.

**R&R:** What's it like to work with Paula Abdul?

**RS:** Paula is one of the sweetest people I've ever met. I had always liked her music. Believe it or not, I remember talking up the intro to "Rush Rush" when I played DJ with my Radio Shack mixer as a kid.

**R&R:** Is Simon Cowell as mean as he seems on the show?

**RS:** Simon in person is exactly how he is on the show. He's been very successful as an A&R executive in the U.K. His label, BMG/RCA, will sign the winner and be responsible for the singles and album. Of course, he loves the spotlight, but he certainly stands by any comment he makes on the show, even the most abrasive.

**R&R:** Is it true that an angry mob with bats waited for him outside the studio in New York?

**RS:** Yes. He has two bodyguards.

**R&R:** Are you surprised at how the viewers vote?

**RS:** I'm thrilled that people have become so invested in this show. The viewers determine who the next big artist in pop music will be. They have all of the power. That's the best part of *American Idol*.

**R&R:** Will there be an *American Idol 2*?

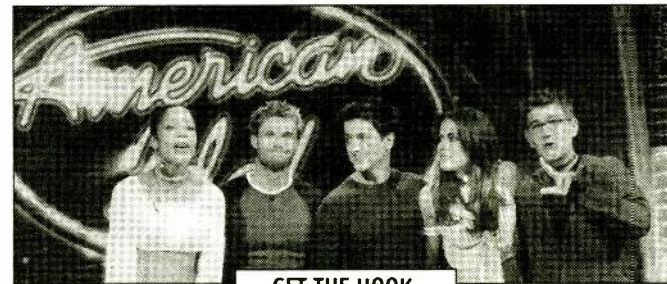
**RS:** There will be an *American Idol 2*, as far as I know. As to when and who will be back, we still haven't heard.

## What It Takes To Be An American Idol

I asked *American Idol* co-host Ryan Seacrest for his take on what makes an *American Idol*. Here's his response.

It takes dedication, confidence and passion, but it also takes something else, something that's hard to put into words. We've heard our sometimes abrasive friend Simon call it the "X factor." Remember the first time you had a crush on someone? You could describe some of the traits you were attracted to, but there was also probably something else — that thing. That thing that makes someone stand out. I think, most important, our judges are looking for that thing.

I watched thousands of guys and girls go through the audition process. Some were thrilled when they found out they had made it to the next round; others were frustrated, let down and discouraged when things didn't go as planned. Regardless of what happened in that audition room, I give everyone a lot of credit for having the courage to face our three judges. Auditions aren't easy, and those for *American Idol* were no exception. I look forward to seeing who America thinks will be the next big music superstar. To those of you who have made it this far, congratulations and good luck.



GET THE HOOK

Seen here are (l-r) *American Idol* contestant Tamyra Gray, co-host Ryan Seacrest, co-host Brian Dunkleman and contestants Ryan Starr and Jim Verraros.



HERE COME THE JUDGES

*American Idol*'s Simon Cowell, Paula Abdul and Randy Jackson discuss a contestant. Question: Do you think Ryan Seacrest will ever get Paula to sing "Rush Rush" on the set?



BBMAK ATTACK!

Talk about bringing down the house. BBMAK did just that at a recent performance that included their latest single, "Out of My Heart (Into Your Head)." Seen here soaking up the positive vibes are (back, l-r) Hollywood Records East Coast VP/Promotion Tony Smith; BB's Mark Barry; WPLJ/New York MD Tony Mascaro; BB's Ste McNally; Hollywood's Senior Dir./Promo, Adult Formats David Perl; (front, l-r) BB's Christian Burns; and R&R Hot AC/AC Editor Kid Kelly

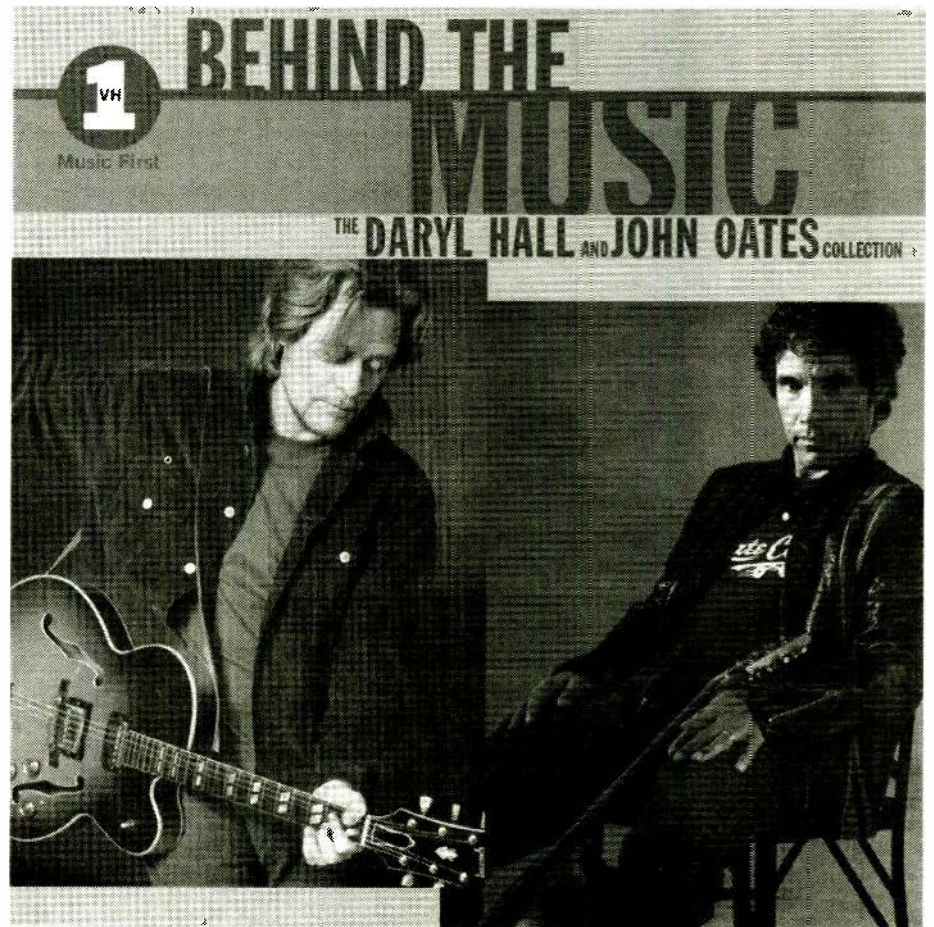


# Daryl Hall & John Oates

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Thank you AC Radio for making this **No. 1** from the duo that has brought the world 30 Years of music, 17 albums and the hits: “Sara Smile,” “She’s Gone,” “Say It Isn’t So,” “Maneater,” “Rich Girl,” “Kiss On My List,” “Private Eyes,” and “I Can’t Go For That”



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<b>9/27</b> Phoenix, AZ	<b>10/7</b> Fresno, CA	<b>11/19</b> Columbia, SC	<b>11/29-30</b> Atlantic City, NJ
<b>9/28</b> Las Vegas, NV	<b>11/11</b> Sarasota, FL	<b>11/20</b> Spartanburg, SC	
<b>9/29</b> San Diego, CA	<b>11/12</b> Clearwater, FL	<b>11/23</b> Mashantucket, CT	
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HERITAGE

# R&R AC Top 30

August 30, 2002



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
4	1	DARYL HALL & JOHN OATES Do It For Love (BMG/Heritage)	2408	+247	311147	15	111/2
5	2	VANESSA CARLTON A Thousand Miles (A&M/Interscope)	2357	+216	328099	18	107/3
1	3	JOSH GROBAN To Where You Are (143/Reprise)	2298	+25	267230	22	114/0
2	4	CELINE DION A New Day Has Come (Epic)	2085	-131	250377	29	118/0
3	5	FIVE FOR FIGHTING Superman (It's Not Easy) (Aware/Columbia)	2067	-101	249779	41	117/0
7	6	ENRIQUE IGLESIAS Hero (Interscope)	1920	+135	245333	45	118/0
6	7	BRYAN ADAMS Here I Am (A&M/Interscope)	1897	-92	238046	14	106/0
8	8	MARC ANTHONY I Need You (Columbia)	1515	-104	174046	28	107/0
10	9	CELINE DION I'm Alive (Epic)	1505	+49	237641	11	101/0
11	10	SHERYL CROW Soak Up The Sun (A&M/Interscope)	1426	+43	195001	16	81/2
9	11	JO DEE MESSINA Bring On The Rain (Curb)	1383	-90	133809	29	104/0
13	12	JAMES TAYLOR On The 4th Of July (Columbia)	1008	-20	131756	9	88/3
14	13	JOHN MAYER No Such Thing (Aware/Columbia)	920	+84	137709	14	63/2
16	14	J. BRICKMAN F/J. KRAKOWSKI You (Windham Hill/RCA Victor)	792	+141	77219	3	81/4
15	15	ELTON JOHN Original Sin (Rocket/Universal)	747	-10	135425	13	84/1
18	16	NORAH JONES Don't Know Why (Blue Note/Virgin)	709	+129	96399	5	63/2
17	17	BONNIE RAITT Silver Lining (Capitol)	625	+30	65912	5	82/1
19	18	MARC ANTHONY I've Got You (Columbia)	539	-20	94309	10	60/0
20	19	CALLING Wherever You Will Go (RCA)	514	+2	81269	20	31/2
21	20	BRUCE SPRINGSTEEN The Rising (Columbia)	504	+6	76767	7	51/2
28	21	LEANN RIMES Life Goes On (Curb)	420	+191	72277	2	72/12
24	22	KENNY G F/CHANTE MOORE One More Time (Arista)	325	+51	38420	3	57/13
26	23	AVRIL LAVIGNE Complicated (Arista)	317	+50	82199	4	18/3
27	24	CHER A Different Kind Of Love Song (Warner Bros.)	304	+43	53123	3	42/0
30	25	KELLIE COFFEY When You Lie Next To Me (BNA)	280	+58	26416	2	51/6
29	26	SOLUNA For All Time (DreamWorks)	277	+49	61694	2	42/3
22	27	TAMARA WALKER Angel Eyes (Curb)	275	-133	26788	12	51/0
23	28	KATHY MATTEA They Are The Roses (Narada)	274	-18	20435	7	51/2
Debut	29	MICHAEL BOLTON Dance With Me (Jive)	266	+157	37789	1	44/7
25	30	BEN GREEN Two To One (ASRC/Artemis)	252	-20	20445	6	46/3

120 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 8/18-8/24. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs between No. 11 and No. 15 are moved to recurrent after 50 weeks. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (copyright 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## New & Active

**THE CORRS F/BONO** When The Stars Go Blue (143/Lava/Atlantic)  
Total Plays: 195, Total Stations: 30, Adds: 5

**MICHELLE BRANCH** All You Wanted (Maverick/WB)  
Total Plays: 193, Total Stations: 13, Adds: 0

**CHRIS EMERSON** All Because Of You (Monomoy)  
Total Plays: 129, Total Stations: 31, Adds: 4

**JACK RUSSELL** For You (Knight)  
Total Plays: 124, Total Stations: 30, Adds: 3

**BBMAK** Out Of My Heart (Into Your...) (Hollywood)  
Total Plays: 109, Total Stations: 14, Adds: 8

**FAITH HILL** Cry (Warner Bros.)  
Total Plays: 97, Total Stations: 28, Adds: 25

**GLORIA GAYNOR** I Never Knew (Logic)  
Total Plays: 91, Total Stations: 17, Adds: 1

**KASEY CHAMBERS** Not Pretty Enough (Warner Bros.)  
Total Plays: 76, Total Stations: 12, Adds: 1

**SERAH** Crazy Love (Great Northern)  
Total Plays: 70, Total Stations: 19, Adds: 3

Songs ranked by total plays

## Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
FAITH HILL Cry (Warner Bros.)	25
KENNY G F/CHANTE MOORE One More Time (Arista)	13
LEANN RIMES Life Goes On (Curb)	12
BBMAK Out Of My Heart (Into Your...) (Hollywood)	8
MICHAEL BOLTON Dance With Me (Jive)	7
KELLIE COFFEY When You Lie Next To Me (BNA)	6
THE CORRS F/BONO When The Stars... (143/Lava/Atlantic)	5
J. BRICKMAN F/J. KRAKOWSKI You (Windham Hill/RCA Victor)	4
CHRIS EMERSON All Because Of You (Monomoy)	4

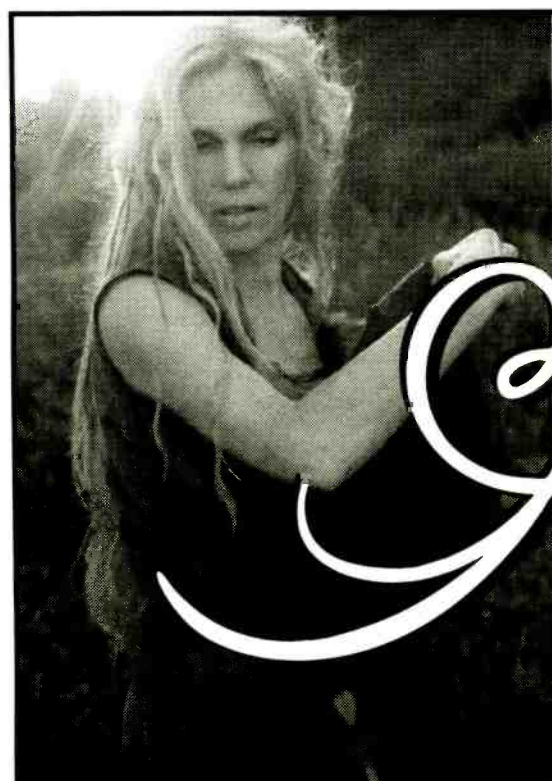
## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
D. HALL & J. OATES Do It For Love (BMG/Heritage)	+247
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	+216
LEANN RIMES Life Goes On (Curb)	+191
MICHAEL BOLTON Dance With Me (Jive)	+157
J. BRICKMAN F/J. KRAKOWSKI You (Windham Hill/RCA Victor)	+141
ENRIQUE IGLESIAS Hero (Interscope)	+135
NORAH JONES Don't Know Why (Blue Note/Virgin)	+129
J. BRICKMAN/REBECCA L. HOWARD Simple... (Windham Hill)	+127
CELINE DION That's The Way It Is (Epic)	+103
BON JOVI Thank You For Loving Me (Island/IDJMG)	+89

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
MATCHBOX TWENTY If You're Gone (Lava/Atlantic)	1258
LEE ANN WOMACK I Hope You Dance (MCA/Universal)	1235
LONESTAR I'm Already There (BNA)	1230
ENYA Only Time (Reprise)	1159
DIDO Thankyou (Arista)	1111
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	1019
SAVAGE GARDEN I Knew I Loved You (Columbia)	944
LEANN RIMES I Need You (Curb)	841
'N SYNC This I Promise You (Jive)	840
FAITH HILL The Way You Love Me (Warner Bros.)	831
FAITH HILL There You'll Be (Warner Bros.)	826
CELINE DION That's The Way It Is (Epic)	804
H. LEWIS & G. PALTROW Cruisin' (Hollywood)	798
UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	749
DIAMOND RIO One More Day (Arista)	719

R&R Station Playlists have moved to the web.  
See all of our monitored reporters at  
www.radioandrecords.com.



# Serah

## "Crazy Love"

From the album "Late Harvest"

new adds:

**KKMJ/Austin**  
**WAJI/Ft Wayne**  
**KJSN/Modesto**

already on:

**WWLI WSPA KRTR KVLV KWAV WBBE**  
**KJOY KISC WTFM WLRQ WAHR WGYL**  
**WFMK KVKI KKBA WMJY and more**

Ashton Consulting  
Jack Ashton (805) 564-8335  
ashtonconsults@aol.com  
GREAT NORTHERN ARTS  
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Smith Management Group  
212) 431-7709



America's Best Testing AC Songs 12+ For The Week Ending 8/30/02.

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, TD, Familiarity, Burn. Lists top AC songs like Bryan Adams, Hall & Oates, Josh Groban, etc.

Total sample size is 300 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song.

Indicator

Most Added

- LEANN RIMES Life Goes On (Curb)
JIM BRICKMAN F/JANE KRAKOWSKI You (Windham Hill/RCA Victor)
BBMAK Out Of My Heart (Into Your...) (Hollywood)
KELLIE COFFEY When You Lie Next To Me (BNA)
DARYL HALL & JOHN OATES Do It For Love (BMG/Heritage)
NORAH JONES Don't Know Why (Blue Note/Virgin)
KENNY G F/CHANTE MOORE One More Time (Arista)
BONNIE RAITT Silver Lining (Capitol)
JACK RUSSELL For You (Knight)
MICHAEL BOLTON Dance With Me (Jive)
2 Angel (Independent)
CHER A Different Kind Of Love Song (Warner Bros.)
JOE COCKER Never Tear Us Apart (Eagle/Red Ink)
GLORIA GAYNOR I Never Knew (Logic)
FAITH HILL Cry (Warner Bros.)

PLEASE SEND YOUR PHOTOS

R&R wants your best snapshots (color or black & white).

Please include the names and titles of all pictured and send them to:

R&R c/o Mike Davis: 10100 Santa Monica Blvd., 3rd Floor Los Angeles, CA 90067

Reporters

Grid of reporter information by state, including station call letters, reporter name, and phone number.

\* Monitored Reporters 137 Total Reporters

120 Total Monitored

17 Total Indicator

15 Current Indicator Playlists

Did Not Report, Playlist Frozen (2): WSWT/Peoria, IL KSBL/Santa Barbara, CA

## ON THE RECORD

With **Bruce Murry**  
PD, WSGL (Mix 104.7)/Ft. Myers

Mix  
**104.7**  
WSGL-FM

We were early to add "All You Wanted" by Michelle Branch at Mix 104.7. The song has proven successful, and it complements our 9-to-5 at-work listening. We receive many requests during the workday for it, and that is the main reason we have held the song over in our power current category. ♦ I will say it is great to see Bruce Springsteen out with a new album. His

new hit "The Rising" has taken off on our station. And look at the sales of the album! It's refreshing to see an artist like Springsteen making a comeback. ♦ I spoke to a good friend, WCVQ/Clarksville, TN PD Chad Rufer, about the new LeAnn Rimes single, "Life Goes On," and

he was telling me to pop the single in and take a listen as soon as I got it. That same afternoon I got the single and thought, "What an awesome record!" I immediately added it to our playlist and called the record rep, Todd Elmore at Wiley Music, to tell him I thought the song was awesome and that I was adding it. What a great followup to "Can't Fight the Moonlight." I'll be very excited to hear the rest of *Twisted Angel*.

**H**all & Oates' "Do It for Love" grabs the coveted No. 1 spot on the AC chart — without the benefit of crossover exposure or a label, but simply with distribution through BMG! Major accolades to AC format consultant and quarterback Jack Ashton and Hall & Oates Manager Brian Doyle on achieving this incredible feat ... Meanwhile, **Vanessa Carlton's** "A Thousand Miles" (A&M/Interscope) leapfrogs to No. 2, picking up an additional 200-plus plays for a second consecutive week ... After last week's debut, **LeAnn Rimes' "Life Goes On"** (Curb) shows large gains and jumps to No. 21 (up 191 plays) — and it grabs another double-digit add week. **Rimes** also debuts at Hot AC ... Debuting with a buzz on: **Michael Bolton's "Dance With Me"** (Jive) ... At Hot AC, **Uncle Kracker's "In a Little While"** (Top Dog/Lava/Atlantic) gains 351 plays and zooms 10 positions to No. 29 ... **Sheryl Crow's "Steve McQueen"** (A&M/Interscope) continues upward, grabbing 241 more plays and moving to No. 20 ... **John Mayer's "Your Body Is a Wonderland"** (Aware/Columbia) jumps to No. 24, up 217 plays ... **Jack Johnson's "Flake"** (Enjoy/Universal) snags top-10 status ... Also debuting: **Hoobastank's "Running Away"** (Island/IDJMG).



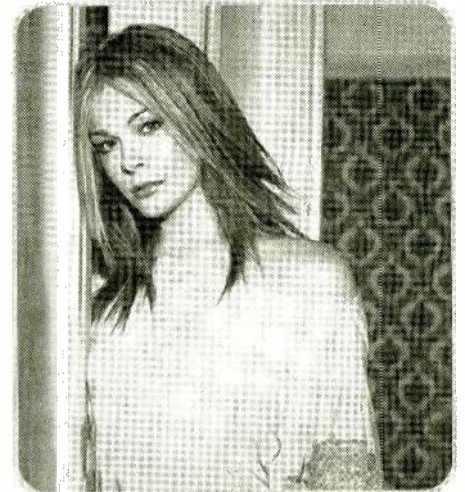
— Kid Kelly, AC/Hot AC Editor

## artistactivity

ARTIST: **LeAnn Rimes**

LABEL: **Curb**

By **KID KELLY**/AC-HOT AC EDITOR



LeAnn Rimes

**B**efore Shania and before Faith, there was a little girl with a huge voice who smashed through format barriers, crossing over from the country and Christian genres to the mainstream pop music side. Her name? LeAnn Rimes. Imagine being just 13 and selling millions of albums. Over the next few years she climbed to the top of the CHR Pop chart with her smash "How Do I Live," which hit No. 1 when LeAnn was just 15.

Now 19, LeAnn Rimes is a woman with something to say, and, as the title of her new album implies, it won't be the same old thing. *Twisted Angel* represents what Curb promotion reps are calling a major stylistic change for Rimes. Rimes says, "All the songs on this record have a relationship to my life because I had input into all of them, even the ones I didn't specifically write. I went in, spilled my guts and told the songwriters, 'This is what I've gone through, and this is what I want to sing about.' I was involved in every part of the process, which turned out to be an amazing experience. This is the first time I've been allowed to completely explore and do the things I wanted to do musically."

Hearing Rimes' latest single, "Life Goes On," is a little like watching VH1's *Behind the Music* episode on her life. It's a snapshot of what it's like to grow up in an industry where artists can be made or destroyed, song by song. Vocally, it's classic Rimes, but with a decidedly different twist. Rimes says, "To anyone who's encountered challenge in life and overcome it, it's an anthem." And for this very talented artist, it's autobiographical: "I wrote it about many relationships in my life," she says. "It's hard being in this business, so, for me, this song represents the cycles we go through in life and how

everything, the high points and the low points, make us who we are. I've come to a really good place in my life now, and it's because of all the things I have experienced."

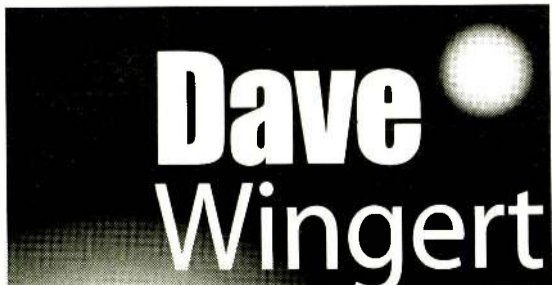
*Twisted Angel* covers all the musical bases, from arena rock to dance-floor techno, and it's a complete departure from Rimes' earlier style. The album is edgy and experimental, so fans who expect to hear the twang that made the singer famous will be surprised, but in a good way. She's hired new songwriters and even attended a writers' boot camp herself, and, for the first time in Rimes' career, an album is all her own. *Twisted Angel* is being described by many as optimistic, sensual, sexy and confident.

About her professional growth, Rimes says, "I'm very happy with the way things ended up. Everything I got was worth fighting for. I have my independence, but I've had to become very strong to attain it. I know what I want, and I'm not afraid to give it a try."

Of course, Rimes is already a proven winner whose last few singles have had great success in many formats and with many different types of fans. "Life Goes On" promises to be a smash for the older and wiser LeAnn Rimes.

Millions of people listen overnight

# But who cares?



AC's Overnight Solution

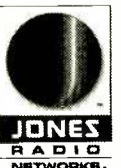
Steve Allan uses Dave Wingert to give his station personality Midnight 'til morning drive.

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# R&R Hot AC Top 40

Powered By



August 30, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	<b>1</b> AVRIL LAVIGNE Complicated (Arista)	4167	+19	414864	20	89/0
	2	2 JIMMY EAT WORLD The Middle (DreamWorks)	3190	-78	322379	24	83/0
	4	<b>3</b> VANESSA CARLTON A Thousand Miles (A&M/Interscope)	3180	+43	317368	26	81/0
	3	4 SHERYL CROW Soak Up The Sun (A&M/Interscope)	3123	-102	308065	27	85/0
	5	<b>5</b> JOHN MAYER No Such Thing (Aware/Columbia)	3048	-38	281881	28	82/0
	7	<b>6</b> DAVE MATTHEWS BAND Where Are You Going (RCA)	2763	+180	285834	15	83/0
	6	7 C. KROEGER F/J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	2621	-180	251671	16	77/0
	9	<b>8</b> CREED One Last Breath (Wind-up)	2525	+123	219039	14	77/1
	8	9 CALLING Wherever You Will Go (RCA)	2389	-41	247987	49	85/0
12	<b>10</b> JACK JOHNSON Flake (Enjoy/Universal)	2111	+190	219907	16	75/0	
10	<b>11</b> NO DOUBT Hella Good (Interscope)	1968	-15	175436	18	58/1	
11	12 NICKELBACK How You Remind Me (Roadrunner/IDJMG)	1919	-39	183135	43	80/0	
13	<b>13</b> GOO GOO DOLLS Big Machine (Warner Bros.)	1850	+153	192391	6	81/2	
15	<b>14</b> NORAH JONES Don't Know Why (Blue Note/Virgin)	1672	+59	173960	10	69/1	
14	15 PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	1548	-114	161767	31	60/0	
16	<b>16</b> BRUCE SPRINGSTEEN The Rising (Columbia)	1461	-11	160870	9	69/0	
18	<b>17</b> OUR LADY PEACE Somewhere Out There (Columbia)	1286	+116	125141	11	64/5	
20	<b>18</b> MICHELLE BRANCH Goodbye To You (Maverick/WB)	1207	+133	99059	6	68/3	
21	<b>19</b> PINK Don't Let Me Get Me (Arista)	1147	+108	108179	19	35/0	
22	<b>20</b> SHERYL CROW Steve McQueen (A&M/Interscope)	1123	+241	133392	3	64/6	
17	21 ALANIS MORISSETTE Precious Illusions (Maverick/Reprise)	950	-291	76458	12	59/0	
24	<b>22</b> BBMAK Out Of My Heart (Into Your...) (Hollywood)	884	+71	91646	8	49/5	
19	23 DIRTY VEGAS Days Go By (Capitol)	850	-250	73560	12	46/0	
30	<b>24</b> JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	772	+217	132532	3	46/14	
28	<b>25</b> PINK Just Like A Pill (Arista)	768	+113	61491	4	23/4	
27	<b>26</b> DUNCAN SHEIK On A High (Atlantic)	737	+118	82009	5	52/2	
25	27 311 Amber (Volcano)	689	-67	76757	9	37/1	
23	28 ELVIS VS. JXL A Little Less Conversation (RCA)	664	-217	58477	7	38/2	
39	<b>29</b> UNCLE KRACKER In A Little While (Top Dog/Lava/Atlantic)	641	+351	69099	2	52/17	
31	<b>30</b> COLDPLAY In My Place (Capitol)	596	+49	58862	6	41/1	
33	<b>31</b> NINE DAYS Good Friend (Epic)	576	+59	52800	3	40/4	
32	32 SPLENDER Save It For Later (J)	488	-36	37899	7	35/0	
34	33 NICKELBACK Too Bad (Roadrunner/IDJMG)	480	-7	31314	16	13/0	
26	34 DISHWALLA Somewhere In The Middle (Immergent)	474	-180	36530	16	30/0	
36	<b>35</b> STRETCH PRINCESS Freakshow (Wind-up)	448	+38	34752	3	34/3	
35	<b>36</b> JENNIFER LOVE HEWITT BareNaked (Jive)	445	+32	31462	4	36/1	
29	37 THE CORRS F/BONO When The Stars Go Blue (143/Lava/Atlantic)	413	-150	43645	17	29/0	
<b>Debut</b>	<b>38</b> LEANN RIMES Life Goes On (Curb)	388	+131	21070	1	34/5	
38	39 ENRIQUE IGLESIAS Escape (Interscope)	320	-11	63879	16	7/0	
<b>Debut</b>	<b>40</b> HOOBASTANK Running Away (Island/IDJMG)	310	+59	28691	1	10/0	

90 Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 8/18-8/24. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (copyright 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
UNCLE KRACKER In A Little While (Top Dog/Lava/Atlantic)	17
JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	14
CALLING Could It Be Any Harder (RCA)	8
SOMETHING CORPORATE I Woke Up... (Drive-Thru/MCA)	8
JIMMY EAT WORLD Sweetness (DreamWorks)	7
RHETT MILLER Come Around (Elektra/EEG)	7
SHERYL CROW Steve McQueen (A&M/Interscope)	6
OUR LADY PEACE Somewhere Out There (Columbia)	5
BBMAK Out Of My Heart (Into Your...) (Hollywood)	5
LEANN RIMES Life Goes On (Curb)	5

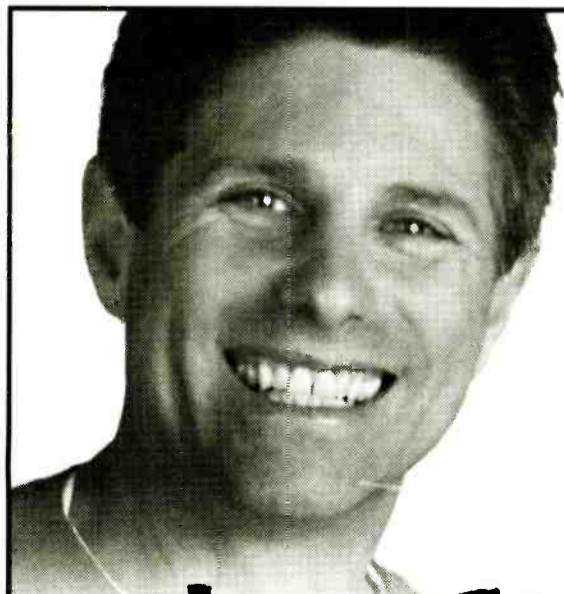
## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
UNCLE KRACKER In A Little While (Top Dog/Lava/Atlantic)	+351
SHERYL CROW Steve McQueen (A&M/Interscope)	+241
JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	+217
JACK JOHNSON Flake (Enjoy/Universal)	+190
DAVE MATTHEWS BAND Where Are You Going (RCA)	+180
GOO GOO DOLLS Big Machine (Warner Bros.)	+153
MICHELLE BRANCH Goodbye To You (Maverick/WB)	+133
LEANN RIMES Life Goes On (Curb)	+131
CREED One Last Breath (Wind-up)	+123
DUNCAN SHEIK On A High (Atlantic)	+118

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
MICHELLE BRANCH All You Wanted (Maverick/WB)	1598
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	1452
LIFEHOUSE Hanging By A Moment (DreamWorks)	1370
FIVE FOR FIGHTING Superman... (Aware/Columbia)	1201
JEWEL Standing Still (Atlantic)	1024
GOO GOO DOLLS Here Is Gone (Warner Bros.)	959
DEFAULT Wasting My Time (TVT)	878
CREED My Sacrifice (Wind-up)	853
STAIN'D It's Been Awhile (Flip/Elektra/EEG)	819
SUGAR RAY When It's Over (Lava/Atlantic)	778
DIDO Thankyou (Arista)	748
INCUBUS Drive (Immortal/Epic)	710
UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic)	707
3 DOORS DOWN Be Like That (Republic/Universal)	698

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# How to score with women.

## Music, Flirting, Fun, Fantasy.

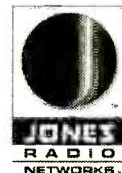
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America's Best Testing Hot AC Songs 12+ For The Week Ending 8/30/02.

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, TD, Familiarity, Burn. Lists top songs like 'OUR LADY PEACE' and 'GOO GOO DOLLS'.

Total sample size is 718 respondents. Total average favorability estimates are based on a scale of 1-5. Total familiarity represents the percentage of respondents who recognized the song.

Indicator Most Added section listing songs like 'LEANN RIMES Life Goes On' and 'UNCLE KRACKER In A Little While'.

New & Active section listing songs like 'DEF LEPPARD Now' and 'SEVEN AND THE SUN Walk With Me'.

Reporters

Grid of reporter information for various radio stations across the US, including station call letters, reporter names, and contact details.

Summary statistics: 99 Total Reporters, 90 Total Monitored, 9 Total Indicator. Includes logo for Monitored Reporters.



**CAROL ARCHER**  
carcher@radioandrecords.com

## Edison's Study Reflects Grave Challenges

■ The good news is that adults are less likely to download, rip and burn — at least for now

For a second year, R&R commissioned Edison Media Research to conduct a comprehensive study of music consumers' habits, and "The Ultimate Music Buyers Study II" was presented during R&R Convention 2002 in June.

Unless you've been living off-planet recently, you're well aware that consumers 12 to 17 feel empowered to download free music with no compunction. This year Edison included consumers up to age 44 in its study — a first — and a component reflecting the music-buying habits of Smooth Jazz fans. Special thanks to Edison's Jayne Chameski for expanding the sample to include the younger segment of the SJ audience.

### The Demos

The survey consisted of 942 telephone interviews with participants ages 12 to 44 between May 7 and May 20, 2002. The following shows the total sample's demographic breakdown, compared to the Smooth Jazz listeners' demos.

	Total Sample	Smooth Jazz
12-17	19%	8%
18-24	21%	16%
25-43	27%	35%
35-44	33%	41%
Male	50%	37%
Female	50%	64%
African American	13%	13%
Asian American	2%	3%
Hispanic or Latino	14%	15%
White	66%	63%
Other ethnicity	4%	6%
No answer/refused	1%	1%

### New Music

The percentage of respondents who answered that they're exposed to new music "often" through the following sources is listed below. This confirms radio's dominance, especially in Smooth Jazz.

	Total Sample	Smooth Jazz
Music magazines	11%	9%
Radio listening	77%	81%
Artist seen on TV	23%	27%
Concerts and live shows	11%	9%
Friends	42%	38%
Music-video channels	34%	27%
Movie soundtracks	25%	26%
Compilation CDs	15%	19%

### Initial Motivation For Last CD Purchase

Radio scores well again when it comes to being an initial motivation to purchase music — followed, notably, by hearing or seeing music in a store. Other factors appear to be almost insignificant.

	Total Sample	Smooth Jazz
Heard on radio	32%	32%
Music-video channel	9%	3%

	Total Sample	Smooth Jazz
Magazine or newspaper	3%	3%
TV entertainment, news or information show	3%	2%
Advertised on TV	4%	6%
Featured on TV	4%	4%
Concert or live show	4%	4%
Heard about from friend or relative	14%	8%
Saw on Internet	5%	3%
Heard or saw in store	14%	18%
Record club	3%	8%
Heard in movie or on movie soundtrack	4%	6%

### Single Most Influential Factor In Buying CDs

Radio's influence on the decision to buy CDs is so overwhelming — it's the strongest motivation for 48% of the total sample and 55% of Smooth Jazz fans — that, of the numerous other factors mentioned, I'll list only the four next-highest. Although the figures drop into single digits, the information is for your edification on where best to invest precious marketing resources (as well as for your amusement).

	Total Sample	Smooth Jazz
Radio airplay	48%	55%
Heard or saw in store	6%	9%
Friend or relative	13%	7%
Music-video channel	12%	7%
Record club	2%	6%

### Where Do You Buy Most CDs?

Other sources, among them *Rolling Stone*, indicate that about half of adults buy CDs through online retailers, such as Amazon.com or CDNOW. Here's Edison's breakdown.

	Total Sample	Smooth Jazz
Record store in mall	21%	22%
Record store not in mall	20%	15%
Discount store (Wal-Mart, Target, etc.)	26%	28%
Electronics store (Best Buy, Circuit City, etc.)	14%	9%
Record club	10%	16%
Internet	4%	3%
Someplace else	6%	5%

### New Artists Or Old Faves?

The Edison study also addressed the extremely divisive issue of the importance of new artists — to the vitality of radio formats and the music industry's future and in listeners' lives — with the question "In general, which are you usually more likely to be interested in, a big hit CD by a new artist or the latest CD from a more established artist?"



WNUA WELCOMES TURNING POINT

A440 Music Group artists Turning Point performed recently for WNUA/Chicago's "Smooth Jazz Thursdays" at the Chicago Historical Society. Pictured grooving here are (l-r) A440 Exec. VP Suzy LeClair, bandmembers Dimitri Sahnas and John Herrera, WNUA evening host Danae Alexander, WNUA & WLIT OM Bob Kaake, bandmembers Thano Sahnas and Steve Culp and A440 Pres. Kent Anderson.

	Total Sample	Smooth Jazz
Big hit from new artist	22%	17%
Latest CD from a more established artist	65%	68%

### Consumer Attitudes

A wide variety of questions were posed to the sample base. The percentages below represent those who agreed with the following statements.

	Total Sample	Smooth Jazz
When you find an artist you like, you try to buy every new record that artist puts out.	40%	43%
You won't buy a new CD unless you have already heard a few songs from that CD you like on the radio.	77%	70%

You have purchased a new CD after seeing a video for a song on channels like MTV, VH1 or BET.

51% 45%

You have purchased a new CD after seeing what an artist or group looks like on TV or in a magazine.

25% 34%

Artists you like sometimes get so much attention on TV and in magazines that it turns you off the artists.

38% 37%

You have purchased a new CD after reading a review or article about an artist or group in a magazine.

33% 36%

You no longer buy CDs, as you can download music for free over the Internet.

22% 13%

Instead of buying a CD, you've burned someone else's copy.

30% 25%

You are buying fewer CDs lately because you are buying more DVDs instead.

16% 12%

There is nothing morally wrong about downloading music for free from the Internet.

52% 46%

You have purchased a new CD as a result of hearing the artist's music streamed over the Internet, such as through a web radio station or an audio webcast.

31% 31%

### More Agreement

The percentage of respondents who answered yes to the following questions:

	Total Sample	Smooth Jazz
Have you ever purchased a CD featuring the soundtrack from a movie?	73%	84%
Have you ever purchased a compilation CD or tape?	51%	52%
Have you ever purchased a CD single that features only one or two songs?	41%	48%

### What Consumers Find Informative

Edison asked about some of the things radio stations do to promote artists and music. It's in-

teresting that scores for what respondents consider to be very effective at informing them about artists and music are similar for the total sample and the Smooth Jazz sample.

	Total Sample	Smooth Jazz
Shows where the hottest and most-requested songs are counted down	34%	30%
Appearances by the artist live on-air, talking to DJs	29%	33%
Live on-air performances	40%	40%
Radio-sponsored shows, such as "megashows" with multiple artists appearing	37%	34%
Contests where you can win new CDs before you can buy them	27%	24%
Artist news and info on a radio-station website	17%	18%

Radio listeners want more basic artist and song information on the air:

	Total Sample	Smooth Jazz
Radio stations should announce the name and artist of a song they play before or after every song.	61%	65%
Radio stations should announce the name and artist of a song they play only before or after new songs.	34%	33%
Radio stations do not announce the names and artists of the songs they play often enough.	64%	63%

Some other stats: Eight percent of the people in each sample own personal digital assistants that enable them to play music portably. Given a brief description of digital satellite-audio services, such as Sirius and XM, including the \$10 monthly service fee, respondents reflected the following levels of interest:

	Total Sample	Smooth Jazz
Very interested	15%	13%
Somewhat interested	31%	34%
Not very interested	18%	8%
Not at all interested	36%	43%

### The Core Question?

Edison asked the sample base: "Many record labels will be releasing CDs that you can't copy or listen to on your computer. Does not being able to copy or listen to a CD on a computer have any influence on your decision to purchase that CD? Would you say it does not influence your purchase decision at all and you would purchase that CD anyway or that you would not buy a CD you couldn't play or copy on your computer?"

	Total Sample	Smooth Jazz
No influence on purchase decision	73%	77%
Would not purchase CD	25%	22%

# R&R Smooth Jazz Top 30

August 30, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	JOE SAMPLE X Marks The Spot (PRA/GRP/VMG)	889	-32	139072	16	42/0
	2	SPECIAL EFX Cruise Control (Shanachie)	877	+62	125325	14	40/0
	3	KIM WATERS In The House (Shanachie)	824	+86	122922	17	39/0
	4	LARRY CARLTON Morning Magic (Warner Bros.)	824	+24	128107	14	41/0
	5	NORMAN BROWN Just Chillin' (Warner Bros.)	625	+85	82239	11	42/0
	6	BONEY JAMES RPM (Warner Bros.)	607	-58	99188	21	36/0
	7	EUGE GROOVE Slam Dunk (Warner Bros.)	558	+57	84106	10	41/0
	8	KENNY G F/CHANTE MOORE One More Time (Arista)	553	+57	82655	4	39/1
	9	DOWN TO THE BONE Electra Glide (GRP/VMG)	541	-86	58420	18	34/0
	10	JOYCE COOLING Daddy-O (GRP/VMG)	511	-30	70562	22	32/0
	11	GERALD ALBRIGHT Ain't No Stoppin' (GRP/VMG)	503	+21	72409	12	37/0
	12	CHUCK LOEB Sarao (Shanachie)	469	+33	80735	10	37/0
	13	BRIAN CULBERTSON Without Your Love (Warner Bros.)	452	+29	39285	16	34/1
	14	NORAH JONES Don't Know Why (Blue Note/Virgin)	446	-15	56939	19	31/0
	15	CRAIG CHAQUICO Luminosa (Higher Octave)	435	-129	46749	20	31/0
	16	FOURPLAY Rollin' (Bluebird/RCA Victor)	431	+22	59808	8	38/1
	17	JONATHAN BUTLER Wake Up (Warner Bros.)	402	+16	50658	10	33/0
	18	JOE MCBRIDE Woke Up This Morning (Heads Up)	361	+22	40943	12	33/1
	19	GREG ADAMS Roadhouse (Ripa)	358	+28	50719	9	33/2
	20	DAVID BENOIT Then The Morning Comes (GRP/VMG)	341	+32	70270	6	29/1
	21	LUTHER VANDROSS I'd Rather (J)	328	-23	39821	13	22/0
	22	RICHARD ELLIOT Q.T. (GRP/VMG)	323	+71	57086	4	30/2
	23	SADE Somebody Already Broke My... (Epic)	299	+28	29113	11	21/0
	24	JEFF GOLUB Cold Duck Time (GRP/VMG)	271	+19	39092	4	28/4
	25	JULIA FORDHAM F/INDIA.ARIE Concrete Love (Vanguard)	227	-6	9056	7	16/0
	26	JEFF KASHIWA 3-Day Weekend (Native Language)	226	+7	22054	5	22/1
Debut	27	AL JARREAU & JOE COCKER Lost And Found (GRP/VMG)	198	+29	18099	1	18/3
	28	BOYZ II MEN The Color Of Love (Arista)	198	-1	32261	4	13/0
	29	CHRIS BOTTI Lisa (Columbia)	188	+1	22823	4	18/1
Debut	30	MICHAEL MANSON Outer Drive (A440 Music Group)	183	+21	29187	1	21/2

42 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of 8/18-8/24. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (copyright 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## New & Active

**NATALIE COLE** Tell Me All About It (GRP/VMG)

Total Plays: 167, Total Stations: 21, Adds: 10

**STEVE OLIVER** High Noon (Native Language)

Total Plays: 149, Total Stations: 19, Adds: 1

**MAYSA** Friendly Pressure (N-Coded)

Total Plays: 148, Total Stations: 13, Adds: 1

**MARC ANTOINE** Cruisin' (GRP/VMG)

Total Plays: 129, Total Stations: 11, Adds: 0

**MIKE PHILLIPS** Will You Stick With Me (Hidden Beach)

Total Plays: 105, Total Stations: 11, Adds: 1

**MARILYN SCOTT** Loving You (Prana)

Total Plays: 105, Total Stations: 10, Adds: 2

**PAUL HARDCASTLE** Desire (Trippin' 'n Rhythm)

Total Plays: 101, Total Stations: 7, Adds: 1

**NESTOR TORRES** Rhythm Is Gonna Get You (Shanachie)

Total Plays: 82, Total Stations: 9, Adds: 1

**LEE RITENOUR** Module 105 (GRP/VMG)

Total Plays: 78, Total Stations: 11, Adds: 2

**THOM ROTELLA** A Day In The Life (Trippin' 'n Rhythm)

Total Plays: 73, Total Stations: 7, Adds: 0

Songs ranked by total plays

## Most Added

ARTIST TITLE LABEL(S)	ADDS
NATALIE COLE Tell Me All About It (GRP/VMG)	10
BOB JAMES Morning, Noon & Night (Warner Bros.)	6
KEN NAVARRO Healing Hands (Shanachie)	5
JEFF GOLUB Cold Duck Time (GRP/VMG)	4
AL JARREAU & JOE COCKER Lost And Found (GRP/VMG)	3
PIECES OF A DREAM Turning It Up (Heads Up)	3
GATO BARBIERI Shadow Of The Cat (Peak)	3
GREG ADAMS Roadhouse (Ripa)	2
RICHARD ELLIOT Q.T. (GRP/VMG)	2
MICHAEL MANSON Outer Drive (A440 Music Group)	2
LEE RITENOUR Module 105 (GRP/VMG)	2
GRUP 3 Roll With It (GRP/VMG)	2
MARILYN SCOTT Loving You (Prana)	2
WARREN HILL Fallen (Narada)	2
JIMMY SOMMERS Falling For You (Higher Octave)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
NATALIE COLE Tell Me All About It (GRP/VMG)	+115
KIM WATERS In The House (Shanachie)	+86
NORMAN BROWN Just Chillin' (Warner Bros.)	+85
RICHARD ELLIOT Q.T. (GRP/VMG)	+71
SPECIAL EFX Cruise Control (Shanachie)	+62
EUGE GROOVE Slam Dunk (Warner Bros.)	+57
KENNY G F/CHANTE MOORE One More Time (Arista)	+57
MAYSA Friendly Pressure (N-Coded)	+36
CHUCK LOEB Sarao (Shanachie)	+33
DAVID BENOIT Then The Morning Comes (GRP/VMG)	+32

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
PETER WHITE Bueno Funk (Columbia)	243
BRAXTON BROTHERS Whenever I See You (Peak)	216
STEVE COLE So Into You (Atlantic)	156
ALFONZO BLACKWELL Funky Shuffle (Shanachie)	143
JIMMY SOMMERS Lowdown (Higher Octave)	142
BOZ SCAGGS Miss Riddle (Virgin)	137
JEFF GOLUB Cut The Cake (GRP/VMG)	123
ERIC MARIENTHAL Lefty's Lounge (Peak)	102
DAVID BENOIT Snap! (GRP/VMG)	89
CELINE DION A New Day Has Come (Epic)	87
JEFF LORBER Ain't Nobody (Samson/Gold Circle)	74
GREGG KARUKAS Night Shift (N-Coded)	72
KIRK WHALUM I Try (Warner Bros.)	71
PIECES OF A DREAM Night Vision (Heads Up)	52

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## ON THE RECORD

With  
**Jim Bryan**  
PD, KRVR (The River)/  
Modesto, CA



Chris Rea, Slim Man and Julia Fordham. They work well in the same hour with current hotties like Norah Jones, Brian McKnight, India Arie and Victor Fields. ♦ The right traditional jazz cuts flow nicely with the new stuff, so we love putting in songs by Wes Montgomery, Stan Getz, Vince Guaraldi, Kenny Burrell and, of course, Dave Brubeck (an alumnus of University of the Pacific here in Stockton). ♦ Our current playlist is longer than most, and we showcase local artists so listeners know the great jazz is grown here in the San Joaquin Valley too. We still play tasty guitar from Jesse Cook, Willie & Lobo and Ottmar Liebert to add more spice. Our need for variety and an interesting flow was greatly influenced by years of Steve Feinstein's programming of KKSF/San Francisco, as Doug and I are from the Bay Area. ♦ We believe Smooth Jazz is the best contemporary music being produced today, and we love hearing new music on The River as much as our listeners do. Having no consultants — and owning the station — gives us the freedom to take more chances and to follow our hearts.

**F**or the second consecutive week, **Natalie Cole's** seductive "Tell Me All About It" (GRP/VMG) is No. 1 Most Added. This time it picks up eight adds, including crucial major-market stations like WQCD/New York and WNUA/Chicago, along with WSSM/St. Louis, JRN and KCIY/Kansas City. Programmers' confidence in Cole's GRP/Verve debut runs high; for example, KKSF/San Francisco moves "Tell Me" from seven-26 plays, WNWW/Cleveland bumps it add-17 plays, and KWJZ/Seattle increases the track add-16 — all of which go toward qualifying it as No. 1 Most Increased by +115 plays. You get the picture — hit! ... Speaking of WNUA, credit **R&R's** five-time Smooth Jazz Station of the Year for being first to champion **Kirk Whalum's** "Playing With Fire" (Warner Bros.) ... At 24\*, **Jeff Golub's** "Cold Duck Time" (GRP/VMG) earns four new adds, including WNUA and WLVE (Love 94)/Miami ... **Ken Navarro's** "Healing Hands" (Shanachie) is second Most Added, with five new adds, including WQCD ... Warner Bros. gains momentum on two of our top 10. **Norman Brown's** "Just Chillin'" aces a four-position gain, 9-5\*, and **Euge Groove's** "Slam Dunk" hurtles 10-7\* ... **Al Jarreau's** "Lost and Found" debuts at 27\* and earns three new adds ... **Michael Manson's** "Outer Drive" (A440) debuts at 30\* and picks up two new adds, including WJZI/Milwaukee. It's up to 18 plays on KTWV/Los Angeles ... Some new tunes merit your repeated attention: **Gato Barbieri's** "Shadow of the Cat" (Peak/Concord), which earns three early adds; **Peter White's** "Who's That Lady" (Columbia), which is added at KIFM/San Diego; and **George Duke's** "Chillin'" (BPM).



— Carol Archer, Smooth Jazz Editor

It's easy to stay excited about the music when you're programming Smooth Jazz. The River's Music Director, Doug Wulff, and I love the way the format has evolved. We remember when most of the songs were medium- or slow-tempo and artists would never do a cover song. Our listeners love the current upbeat, jazzy tunes and appreciate all the variety packed into each hour. On The River we still play the format vocals that set us apart — songs by Michael Franks, Randy Crawford,

## Reporters

Stations and their adds listed alphabetically by market

**WZMR/Albany, NY**  
PD/MD: Tim Durkee

5 SHAKATAK "Garden"  
NATALIE COLE "Tell"  
GATO BARBIERI "Shadow"  
JIMMY SOMMERS "Falling"

**KRQS/Albuquerque, NM**  
PD: Paul Lavoie

MD: Jeff Young  
KEN NAVARRO "Healing"  
NATALIE COLE "Tell"  
JARREAU & COCKER "Lost"  
MAYSA "Hesitant"  
BOB JAMES "Noon"  
PIECES OF A DREAM "Turning"  
MAE MOORE "Bring"

**KNIK/Anchorage, AK**  
OM/MD: Aaron Wallender

MD: Jennifer Summers

**WJZZ/Atlanta, GA**  
PD/MD: Nick Francis

No Adds

**KSMJ/Bakersfield, CA**  
PD/MD: Chris Townsend

JEFF GOLUB "Cold"

**WNUA/Chicago, IL**  
OM: Bob Kaake

PD: Steve Stiles

JEFF GOLUB "Cold"  
WHALUM "Fire"  
NATALIE COLE "Tell"

**WNWW/Cleveland, OH**  
PD/MD: Bernie Kimble

3 PIECES OF A DREAM "Turning"

**WJZA/Columbus, OH**  
DM/MD: Bill Harman

APD: Gary Wolter

BLAKE AARON "Wants"  
BOB JAMES "Noon"  
KEN NAVARRO "Healing"  
LEE RITENDOUR "Mistle"

**KOAI/Dallas-Ft. Worth, TX**  
PD: Maxine Todd

APD/MD: Bret Michael

No Adds

**KJCD/Denver-Boulder, CO**  
PD/MD: Steve Williams

WARREN HILL "Fallen"  
GREG ADAMS "Roadhouse"

**KVJZ/Des Moines, IA**  
PD: Mike Blakemore

MD: Becky Taylor

RICHARD ELLIOT "Q.T."  
GREG ADAMS "Roadhouse"

**WWMV/Detroit, MI**  
PD: Tom Sleeker

MD: Sandy Kovach

No Adds

**KUJZ/Eugene, OR**  
PD: Chris Crowley

JEFF KASHWA "Weekend"  
GROUP 3 "Roll"

**KEZL/Fresno, CA**  
OM: Scott Keith

PD/MD: J. Weidenheimer

2 KEN NAVARRO "Healing"  
JARREAU & COCKER "Lost"

**WYJZ/Indianapolis, IN**  
PD/MD: Carl Frye

MICHAEL MANSON "Drive"  
JEFF GOLUB "Cold"

**KCIY/Kansas City, MO**  
PD: Mark Edwards

MD: Michelle Chase

MIKE PHILLIPS "Stick"  
NATALIE COLE "Tell"

**KOAS/Las Vegas, NV**  
OM: Vic Clemons

PD/MD: Erik Foxx

GATO BARBIERI "Shadow"  
GROUP 3 "Roll"  
NATALIE COLE "Tell"  
WARREN HILL "Fallen"  
CHRIS BOTTI "Lisa"

**KTWV/Los Angeles, CA**  
PD: Chris Brodie

APD/MD: Ralph Stewart

No Adds

**WJZN/Memphis, TN**  
PD: Norm Miller

JARREAU & COCKER "Lost"  
TURNING POINT "Wide"

**WLVE/Miami, FL**  
PD: Rich McMillan

JEFF GOLUB "Cold"

**WJZI/Milwaukee, WI**  
OM/MD: Steve Scott

3 JIM MCBRIDE "Morning"  
MICHAEL MANSON "Drive"

**KSBR/Mission Viejo, CA**  
OM/MD: Terry Wedel

MD: Logan Parris

PAUL HOZUMIS "Morning"  
BOB JAMES "Noon"

**KRVR/Modesto, CA**  
PD: Jim Bryan

MD: Doug Wulff

DENNY JOSE "Body"

**WQCD/New York, NY**  
OM: John Mullen

PD/MD: Charley Connolly

NATALIE COLE "Tell"  
KEN NAVARRO "Healing"

**WJCD/Norfolk, VA**  
OM: Daisy Davis

APD/MD: Larry Hollawell

FOURPLAY "Rollin'"  
RICHARD ELLIOT "Q.T."  
MARILYN SCOTT "Loving"  
KENNY 3 P.C. "MOORE" "Time"  
NATALIE COLE "Tell"

**WLOQ/Orlando, FL**  
PD: Dave Kosh

MD: Patricia James

11 BRICKMAN FRAKOWSKI "You"  
10 PAUL HARDCASTLE "Desire"  
3 AMBER "Sexual"  
2 RICK DERRINGER "Jazzy"

**WJZZ/Philadelphia, PA**  
OM: Anne Gress

PD: Michael Tozzi

MD: Joe Proke

No Adds

**KYOT/Phoenix, AZ**  
PD: Shaun Holly

APD/MD: Greg Morgan

No Adds

**KJZS/Reno, NV**  
PD: Jay Davis

No Adds

**WJVZ/Richmond, VA**  
OM/MD: Tommy Fleming

PIECES OF A DREAM "Turning"

**KSSJ/Sacramento, CA**  
PD: Lee Hanson

APD: Ken Jones

STEVE OLIVER "High"

**WSSM/St. Louis, MO**  
OM: Mark Edwards

PD: David Myers

1 NATALIE COLE "Tell"

**KBZN/Salt Lake City, UT**  
PD/MD: Rob Riesen

LEE RITENDOUR "Mistle"  
BOB JAMES "Noon"

**KIFM/San Diego, CA**  
PD: Mike Vasquez

APD/MD: Kelly Cole

BRIAN CULBERTSON "Without"  
NESTOR TORRES "Gonna"  
PETER WHITE "Lady"

**KKSF/San Francisco, CA**  
APD/MD: Samantha Wiedmann

No Adds

**KMGQ/Santa Barbara, CA**  
PD: Mark De Anda

APD/MD: Steve Bauer

MARILYN SCOTT "Loving"  
DAVID BENDIT "Comes"

**KJZY/Santa Rosa, CA**  
PD: Gordon Zlot

APD/MD: Rob Singleton

No Adds

**KWJZ/Seattle-Tacoma, WA**  
PD: Carol Handley

MD: Dianna Rose

MARION MEADOWS "Gypsy"

**WEIB/Springfield, MA**  
PD: Ben Casey

MD: Darrel Cutting

2 KEN NAVARRO "Healing"  
2 JIMMY SOMMERS "Falling"  
2 BOB JAMES "Noon"  
2 GATO BARBIERI "Shadow"  
2 GEORGE DUKE "Chillin'"  
2 NATALIE COLE "Tell"

**WSJT/Tampa, FL**  
OM/MD: Ross Block

MD: Kathy Curtis

No Adds

**WJZW/Washington, DC**  
OM: Kenny King

PD: Carl Anderson

No Adds

**JRN/(Jones NAC)/National**  
PD: Steve Hibbard

MD: Cheri Marquart

4 NATALIE COLE "Tell"  
BOB JAMES "Noon"

42 Total Reporters

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# Ultimate Record Buyer Study II

## Edison Media survey of Active Rock consumers

At the R&R Convention this year, Edison Media was once again commissioned by R&R and Mediabase to perform a research project regarding music consumers. With the severe decline in music sales in recent years, this study came at a pivotal time.

The most dramatic point that arose from the research was that the majority of people who download music from the Internet do not think there is anything wrong with doing so. That does not bode well for the music industry, including radio. Before a course of action can be planned, however, it's important to know the attitudes and perceptions of the target audience. Thus, this week we present the results of the Edison survey.

The Active Rock consumer was identified as one who listens to artists like Linkin Park, Limp Bizkit and Korn the most. The responses from both the total sample and the Active Rock group are given below for comparison's sake. First, here are the demographic breakouts of those who were surveyed.

	Total Sample	Active Rock
Age 12-17	19%	37%
Age 18-24	21%	23%
Age 25-34	27%	27%
Age 35-44	33%	13%
Male	50%	71%
Female	50%	29%

### Radio And Friends Rule

Edison asked how respondents find out about new music. Radio rules the roost in this regard, at 80%, and friends came in next, at 55%. Several different ways that people find out about new music were listed, and respondents were asked to say whether they use these methods "often," "sometimes" or "almost never." These are the results for "often."

	Total Sample	Active Rock
Listening to the radio	77%	80%
From friends	42%	55%
Watching music-video channels	34%	45%
Hearing a movie soundtrack	25%	28%
Appearances by artists on television shows	23%	27%
Reading music magazines such as <i>Rolling Stone</i> , <i>Spin</i> or <i>Vibe</i>	11%	24%
Attending concerts or other live performances	11%	21%
Hearing a compilation CD	15%	16%

The next question was designed to determine typical buying patterns: "Now think about all your music purchasing in general. When you buy CDs, which of these items influences you the most in deciding to make that purchase? Is it..."

	Total Sample	Active Rock
Heard it on the radio	48%	47%
Heard about it from a friend or relative	13%	23%
Heard it on a music-video channel	12%	10%
Heard it at a concert or live performance	4%	8%
Heard or saw it in a store	6%	3%
Saw it in a magazine or newspaper	1%	2%
Heard it in a movie or on a movie soundtrack	2%	2%
Saw it on an entertainment, news or information show on television	2%	1%
Saw it on the Internet	2%	1%
Saw it advertised on television	2%	—
Saw it featured on a TV show	2%	—
Saw something about it through a record club	2%	—

### Brick And Mortar Still Sells

The majority of CDs purchased by the Active Rock consumer are bought at record stores, discount stores and electronics stores.

	Total Sample	Active Rock
Record store in a mall	21%	28%

Record store not in a mall	20%	26%
Discount store, such as Wal-Mart or Target	26%	17%
Electronics store, such as Best Buy or Circuit City	14%	17%
Record club, such as Columbia House or BMG	10%	7%
Over the Internet, such as Amazon.com or CD Now	4%	4%
Someplace else	6%	2%

The format's propensity for artist development is exactly what the majority of the Active Rock — as well as the general — audience wants. Look at these figures for the question, "In general, which are you more likely to be interested in — a big hit CD by a new artist or the latest CD from a more established artist?"

	Total Sample	Active Rock
Big hit CD from a new artist	22%	29%
Latest CD from a more established artist	65%	57%

Several statements about music-buying habits were presented, and respondents were asked to state whether they agreed or disagreed. The percentages below reflect those who agreed with the statements.

- When you find an artist that you like, you try to buy every new record that artist puts out.

**Total Sample: 40% Active Rock: 43%**

- You won't buy a new CD unless you have already heard a few songs from it that you like on the radio.

**Total Sample: 77% Active Rock: 77%**

- You have purchased a new CD as a result of seeing a video for a song on channels like MTV, VH1 or BET.

**Total Sample: 51% Active Rock: 73%**

- You have purchased a new CD after seeing what an artist or group looked like on TV or in a magazine.

**Total Sample: 25% Active Rock: 20%**

- Musical artists you like sometimes get so much attention on TV and in magazines that it turns you off of the artist.

**Total Sample: 38% Active Rock: 50%**

- You have purchased a new CD after reading a review of or an article about an artist or group in a magazine.

**Total Sample: 33% Active Rock: 36%**

- You no longer have to buy CDs, as you can download music for free over the Internet.

**Total Sample: 22% Active Rock: 27%**

- Instead of buying a CD, you've burned someone else's copy of the CD.

**Total Sample: 30% Active Rock: 39%**

- You are buying fewer CDs lately because you are buying more DVDs instead.

**Total Sample: 16% Active Rock: 16%**

- There is nothing morally wrong about downloading music for free from the Internet.

**Total Sample: 52% Active Rock: 59%**

- You have purchased a new CD as a result of hearing that artist's music streamed over the Internet, such as through a web radio station or an Internet audio webcast.

**Total Sample: 31% Active Rock: 43%**

In an effort to gauge the effectiveness of some of the methods that radio stations use to promote artists and their new songs, Edison Media asked respondents whether those methods are very effective, somewhat effective or not at all effective. The percentages listed below are for the methods respondents called "very effective."

	Total Sample	Active Rock
Live performances by the artist on-air	40%	46%
Performances in your town sponsored by a		



GOING MAD

ARTISTdirect's Mad At Gravity recently finished the Locobazooka tour and are now hitting the road with Creed. The band visited recently with WQBK & WQBJ/Albany, NY PD Dave Hill (who will soon be on his way to WIYY/Baltimore). Seen here are (l-r) MAG drummer Jake Fowler, vocalist J. Lynn Johnson and bassist Ben Froehlich; Hill (in hat); and ARTISTdirect NE Regional Aimee Saiger.

local radio station, such as "megashows" with multiple artists appearing	37%	45%
Appearances by the artist live on-air, where they talk to the DJs	29%	37%
Contests where you can win new CDs before you can buy them	27%	29%
Shows where the hottest and most requested songs are counted down	34%	27%
News and information about an artist on a radio-station website	17%	19%

### Can't Pre-Sell Or Back-Sell Enough

Respondents were asked, "How often do you think radio stations should announce the name and artist of a song they play?"

	Total Sample	Active Rock
Before or after every song they play	61%	56%
Only before or after the new songs they play	34%	38%

Furthermore, 64% of the total sample and 68% of the Active Rock sample said that the radio stations they listen to do not announce the names and artists of the songs they play often enough.

Several cable or satellite TV channels were listed, and respondents were asked to state whether they ever watch those channels. The percentages shown reflect those who answered yes.

	Total Sample	Active Rock
MTV	56%	61%
VH1	46%	44%
MTV2	19%	30%

Who could resist doing an Ozzy Osbourne study, especially with a Rock audience? Edison Media asked, "How frequently do you watch *The Osbournes* on MTV?" The answers were surprising.

	Total Sample	Active Rock
Never watched	57%	36%
Watched most episodes	17%	28%
Watched only once	16%	22%
Watched every episode	8%	14%

### What's Next

Lastly, respondents were asked "How interested would you be in a new service that provides digital audio from a satellite directly to your car all over the USA? This service would provide about 100 new radio stations with music, news and talk programming for you to choose from. The service would have a monthly fee of \$10 after you install a new receiver. Would you be very interested in this service, somewhat interested, not very interested or not at all interested?"

	Total Sample	Active Rock
Somewhat interested	31%	34%
Very interested	15%	27%
Not at all interested	36%	22%
Not very interested	18%	17%

As we move forward, it will be important to educate the music consumer. Who will rise to the challenge? Edison Media's Jayne Charneski concludes with some thoughts for radio. "Learn all you can about your audience," she says. "You'll be a better Active Rock programmer for it. Thanks to R&R, you don't need to take a Jane Goodall approach to understanding your audience — we've done much of the work for you. This 'Record Buyers Study' covered the most relevant and talked-about issues affecting our industry in 2002. Use it as your resource."

In many cases, "Do not know" or "Not sure" were answer choices but were omitted from this summary; totals for each question may not always add up to 100%.

# R&R Rock Top 30

August 30, 2002

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	<b>RED HOT CHILI PEPPERS</b> By The Way (Warner Bros.)	712	-18	63639	13	31/0
2	2	<b>PUDDLE OF MUDD</b> Drift & Die (Flawless/Geffen/Interscope)	672	-4	64503	19	33/1
3	3	<b>NICKELBACK</b> Never Again (Roadrunner/IDJMG)	663	+32	54786	7	34/0
5	4	<b>CREED</b> One Last Breath (Wind-up)	472	+23	48361	20	26/0
4	5	<b>DEFAULT</b> Deny (TVT)	437	-38	33095	21	28/0
6	6	<b>PAPA ROACH</b> She Loves Me Not (DreamWorks)	388	+6	27867	15	24/0
8	7	<b>BRUCE SPRINGSTEEN</b> The Rising (Columbia)	361	-14	36492	8	20/0
10	8	<b>DEF LEPPARD</b> Now (Island/IDJMG)	341	+3	28566	7	22/0
11	9	<b>PUDDLE OF MUDD</b> She Hates Me (Flawless/Geffen/Interscope)	337	+6	29450	4	30/1
12	10	<b>SYSTEM OF A DOWN</b> Aerials (American/Columbia)	334	+11	29033	11	21/1
13	11	<b>PUDDLE OF MUDD</b> Blurry (Flawless/Geffen/Interscope)	332	+27	33022	43	30/0
7	12	<b>GODSMACK</b> I Stand Alone (Republic/Universal)	332	-48	32540	30	18/0
16	13	<b>THEORY OF A DEADMAN</b> Nothing Could... (Roadrunner/IDJMG)	302	+12	23621	4	27/1
9	14	<b>C. KROEGER F/J. SCOTT</b> Hero (Roadrunner/Columbia/IDJMG)	297	-54	34044	19	28/0
15	15	<b>TOMMY LEE</b> Hold Me Down (MCA)	266	-31	22837	24	19/0
21	16	<b>DISTURBED</b> Prayer (Reprise)	261	+23	21610	3	18/1
19	17	<b>HOOBASTANK</b> Running Away (Island/IDJMG)	252	+9	21084	16	19/0
18	18	<b>FILTER</b> Where Do We Go From Here (Reprise)	248	-28	16353	9	22/0
14	19	<b>AUDIOVENT</b> The Energy (Atlantic)	241	-60	20762	16	24/0
23	20	<b>TRUSTCOMPANY</b> Downfall (Geffen/Interscope)	235	+10	17491	12	20/1
20	21	<b>LIFEHOUSE</b> Spin (DreamWorks)	229	-12	22898	4	24/1
22	22	<b>KORN</b> Thoughtless (Immortal/Epic)	225	-3	16505	8	15/0
17	23	<b>RUSH</b> Secret Touch (Atlantic)	193	-87	14996	11	18/0
25	24	<b>MUST</b> Freechild (Wind-up)	183	+11	14990	5	16/0
26	25	<b>CHEVELLE</b> The Red (Epic)	180	+22	15099	3	22/2
<b>Debut</b>	26	<b>BON JOVI</b> Everyday (Island/IDJMG)	167	+101	20835	1	17/4
<b>Debut</b>	27	<b>STONE SOUR</b> Bother (Roadrunner/IDJMG)	157	+92	13570	1	19/3
27	28	<b>SEETHER</b> Fine Again (Wind-up)	153	+2	13138	5	17/0
<b>Debut</b>	29	<b>GAVIN ROSSDALE</b> Adrenaline (Universal)	147	+21	15009	1	17/1
24	30	<b>ROBERT PLANT</b> Darkness, Darkness (Universal)	145	-45	13774	12	18/0

## Most Added

www.rroads.com

ARTIST TITLE LABEL(S)	ADDS
<b>TAPROOT</b> Poem (Velvet Hammer/Atlantic)	9
<b>EARSHOT</b> Not Afraid (Warner Bros.)	7
<b>BON JOVI</b> Everyday (Island/IDJMG)	4
<b>TED NUGENT</b> Crave (Spitfire)	4
<b>STONE SOUR</b> Bother (Roadrunner/IDJMG)	3
<b>30 SECONDS TO MARS</b> Capricorn (Immortal/Virgin)	3
<b>TONIC</b> Take Me As I Am (Universal)	3
<b>QUEENS OF THE STONE AGE</b> No One Knows (Interscope)	3
<b>CHEVELLE</b> The Red (Epic)	2
<b>P.O.D.</b> Satellite (Atlantic)	2
<b>CREEPING EYE</b> Naked (Lourdens)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>BON JOVI</b> Everyday (Island/IDJMG)	+101
<b>STONE SOUR</b> Bother (Roadrunner/IDJMG)	+92
<b>BREAKING BENJAMIN</b> Polyamorous (Hollywood)	+39
<b>NICKELBACK</b> Never Again (Roadrunner/IDJMG)	+32
<b>PUDDLE OF MUDD</b> Blurry (Flawless/Geffen/Interscope)	+27
<b>OUR LADY PEACE</b> Innocent (Columbia)	+27
<b>3 DOORS DOWN</b> Loser (Republic/Universal)	+26
<b>CREED</b> One Last Breath (Wind-up)	+23
<b>DISTURBED</b> Prayer (Reprise)	+23
<b>P.O.D.</b> Satellite (Atlantic)	+23

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
<b>NICKELBACK</b> Too Bad (Roadrunner/IDJMG)	265
<b>NICKELBACK</b> How You Remind Me (Roadrunner/IDJMG)	253
<b>STAINED</b> For You (Flip/Elektra/EEG)	239
<b>LINKIN PARK</b> In The End (Warner Bros.)	225
<b>DEFAULT</b> Wasting My Time (TVT)	209
<b>STAINED</b> It's Been Awhile (Flip/Elektra/EEG)	197
<b>CREED</b> My Sacrifice (Wind-up)	194
<b>3 DOORS DOWN</b> Kryptonite (Republic/Universal)	164
<b>PUDDLE OF MUDD</b> Control (Flawless/Geffen/Interscope)	161
<b>DISTURBED</b> Down With The Sick (Giant/Reprise)	159
<b>INCUBUS</b> I Wish You Were Here (Immortal/Epic)	159
<b>TOOL</b> Schism (Volcano)	157
<b>PRIMUS W/OZZY</b> N.I.B. (Divine/Priority)	147
<b>3 DOORS DOWN</b> Loser (Republic/Universal)	143

R&R Station Playlists have moved to the web. See all of our monitored reporters at [www.radioandrecords.com](http://www.radioandrecords.com).

37 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 8/18-8/24. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (copyright 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## New & Active

<b>BREAKING BENJAMIN</b> Polyamorous (Hollywood) Total Plays: 143, Total Stations: 12, Adds: 0	<b>VINES</b> Get Free (Capitol) Total Plays: 101, Total Stations: 9, Adds: 0
<b>MARC COPELY</b> Surprise (RCA) Total Plays: 128, Total Stations: 13, Adds: 0	<b>P.O.D.</b> Satellite (Atlantic) Total Plays: 88, Total Stations: 13, Adds: 2
<b>COLOR RED</b> Sore Throat (RCA) Total Plays: 107, Total Stations: 13, Adds: 0	<b>MAD AT GRAVITY</b> Walk Away (ARTISTdirect) Total Plays: 85, Total Stations: 13, Adds: 1
<b>INCUBUS</b> Circles (Immortal/Epic) Total Plays: 105, Total Stations: 12, Adds: 0	<b>INJECTED</b> Bullet (Island/IDJMG) Total Plays: 75, Total Stations: 9, Adds: 0
<b>JOE BONAMASSA</b> Unbroken (Medalist) Total Plays: 101, Total Stations: 10, Adds: 0	<b>30 SECONDS TO MARS</b> Capricorn (Immortal/Virgin) Total Plays: 74, Total Stations: 12, Adds: 3

Songs ranked by total plays

# Reporters

<b>WONE/Akron, OH *</b> OM: Nick Anthony PD: F.K. D'Onofrio APD: Tim Daugherty 5 TED NUGENT "Crave" EARSHOT "Afraid"	<b>WKGB/Binghamton, NY</b> PD: Jim Free MD: Tim Boland 8 TAPROOT "Poem"	<b>WTUE/Dayton, OH *</b> PD: Tony Tibbitt APD/MD: John Desaulieu No Adds	<b>WDHA/Morrisstown, NJ *</b> PD/MD: Tania Carr 2 QUEENS OF "Knows" 1 STONE SOUR "Bother"	<b>KDKB/Phoenix, AZ *</b> PD: Joe Bonadonna MD: Dock Ellis PUDDLE OF MUDD "Hater"	<b>WXRX/Rockford, IL</b> PD/MD: Jim Stone STONE SOUR "Bother"	<b>WIOT/Toledo, OH *</b> OM: Cary Pall PD/MD: Dave Rossi 18 JOHN MAYER "Wind" TONIC "Take"	<b>KMOD/Tulsa, OK *</b> PD/MD: Rob Hurt OM: John Stevens STONE SOUR "Bother" TONIC "Take"
<b>KZRR/Albuquerque, NM *</b> Dir/Prog: Bill May PD: Phil Mahoney MD: Rob Brothers No Adds	<b>WBUF/Bufalo, NY *</b> No Adds	<b>KLAQ/El Paso, TX *</b> PD: John Paul APD/MD: Glenn Garza TAPROOT "Poem"	<b>WBAB/Nassau-Suffolk, NY *</b> PD: Mike Ramsey APD/MD: John Parise No Adds	<b>WHEB/Portsmouth, NH *</b> 1 CHEVELLE "Red"	<b>KBER/Salt Lake City, UT *</b> OM: Bruce Jones PD: Kelly Hammer APD/MD: Helen Powers 7 BON JOVI "Everyday"	<b>WKLT/Traverse City, MI</b> PD/MD: Trent Ray STONE SOUR "Bother" OFF BY ONE "Alike" TODD SHARP "Believe" CUTTING EDGE "Peace"	<b>WROR/Wilmington, NC</b> APD/MD: Gregg Shepp No Adds
<b>KZMZ/Alexandria, LA</b> PD: Terry Manning MD: Pat Clout TONIC "Take" INCUBUS "Circles"	<b>WRQK/Canton, OH *</b> PD/MD: Todd Downard 1 EARSHOT "Afraid" QUEENS OF "Knows" TAPROOT "Poem"	<b>WPHD/Elmira-Corning, NY</b> OM: George Harris MD: Jay Wulff TED NUGENT "Crave" TODD SHARP "Believe"	<b>KFZX/Owassa-Midland, TX</b> PD/MD: Steve Dietz BON JOVI "Everyday" MARC COPELY "Surprise" TAPROOT "Poem" EARSHOT "Afraid" OUR LADY PEACE "Innocent"	<b>WHLY/Providence, RI *</b> PD: Joe Bavelacqua APD: Doug Palmieri MD: John Lauranti 8 BON JOVI "Everyday" 3 TOMMY LEE "Agnostic" 1 EARSHOT "Afraid" MAD AT GRAVITY "Away" TED NUGENT "Crave" OUR LADY PEACE "Innocent" RA "Call"	<b>KSJO/San Francisco, CA *</b> APD: London Fields MD: Jordan Black CHEVELLE "Red"	<b>KATS/Yakima, WA</b> OM: Ron Harris No Adds	
<b>WZZO/Allentown, PA *</b> PD: Robin Lee MD: Keith Meyer No Adds	<b>WPXC/Cape Cod, MA</b> OM: Steve McVie PD: Suzanne Toniaie No Adds	<b>KLOL/Houston, TX *</b> OM/MD: Vince Richards MD: Steve Flix No Adds	<b>KEZO/Omaha, NE *</b> PD/MD: Bruce Patrick No Adds	<b>WRXL/Richmond, VA *</b> OM: Bill Cahill PD: John Lassman APD/MD: Casey Krukowski No Adds	<b>KZOO/San Luis Obispo, CA</b> APD: Jordan Fields MD: Jordan Black TAPROOT "Poem"	<b>KLPX/Tucson, AZ *</b> PD/MD: James Hunter APD: Chita 1 TED NUGENT "Crave"	<b>WNCD/Youngstown, OH *</b> PD: Chris Patrick LIFEHOUSE "Spin" STONE SOUR "Bother" TAPROOT "Poem"
<b>KWHL/Anchorage, AK</b> PD: Larry Snider MD: Kathy Mitchell 5 STONE SOUR "Bother" EARSHOT "Afraid" JERRY CAFTRELL "Angel"	<b>WYBB/Charleston, SC *</b> PD/MD: Mike Allen CREEPING EYE "Naked" TAPROOT "Poem"	<b>WRKR/Kalamazoo, MI</b> PD: Mike McKally APD/MD: Jay Deacon 3 TED NUGENT "Crave" 1 BON JOVI "Everyday"	<b>KCLB/Palm Springs, CA</b> PD/MD: Tania Carr 1 EARSHOT "Afraid" DRASPIRE "Simple" TAPROOT "Poem" MARC COPELY "Surprise"	<b>KCAL/Riverside, CA *</b> PD: Steve Hoffman MD: M.J. Matthews P.O.D. "Spirits" THEORY OF A DEADMAN "Nothing"	<b>KXFX/Santa Rosa, CA *</b> PD: Don Harrison MD: Howard Fraile 1 TAPROOT "Poem" BLINDSIDE "Petty"	<b>*Monitored Reporters</b>	
<b>WAPL/Appleton, WI *</b> PD: Joe Calgro APD/MD: Cramer No Adds	<b>WPKM/Charleston, WV</b> PD/MD: Mike Reasport TAPROOT "Poem" CHEVELLE "Red" EARSHOT "Afraid" JOE BONAMASSA "Unbroken"	<b>WOBZ/Macon, GA</b> OM/MD: Sara Scott STONE SOUR "Bother"	<b>WRRY/Pensacola, FL *</b> OM/MD: Dan McClintock 1 EARSHOT "Afraid" 1 GAVIN ROSSDALE "Adrenaline" TAPROOT "Poem"	<b>WROV/Roanoke-Lynchburg, VA *</b> PD: Aaron Roberts MD: Heidi Krummert EARSHOT "Afraid" TAPROOT "Poem"	<b>KISW/Seattle-Tacoma, WA *</b> PD: Dave Richards APD/MD: Kyle Brooks 3 TRUSTCOMPANY "Downfall" 1 SYSTEM OF A DOWN "Aerials"	<b>57 Total Reporters</b>	
<b>KLBJ/Austin, TX *</b> OM: Sam Carroll MD: Loree Lowe No Adds	<b>WEBN/Cincinnati, OH *</b> OM: Scott Reinhardt PD: Michael Walter 30 SECONDS TO MARS "Capricorn"	<b>KFRQ/McAllen, TX *</b> PD: Alex Duran MD: Keith West CREEPING EYE "Naked" EARSHOT "Afraid" TED NUGENT "Crave" TAPROOT "Poem" TONIC "Take"	<b>WWGT/Peoria, IL</b> PD: James Marley APD/MD: Ken Zepato 30 SECONDS TO MARS "Capricorn" BRAD "Lil" QUEENS OF "Knows"	<b>KTUX/Shreveport, LA *</b> PD/MD: Kevin West DISTURBED "Prayer"	<b>37 Total Monitored</b>		
<b>KIOC/Beaumont, TX *</b> Dir/Prog: Debbie Wyde PD/MD: Mike Davis BON JOVI "Everyday" BRAND NEW SIN "World" EARSHOT "Afraid"	<b>WVRK/Columbus, GA</b> OM: Brian Waters No Adds	<b>WCLG/Morgantown, WV</b> PD: Jeff Miller MD: Dave Murdoch No Adds	<b>WMMR/Philadelphia, PA *</b> PD: Sam Millman APD/MD: Ken Zepato 30 SECONDS TO MARS "Capricorn" BRAD "Lil" QUEENS OF "Knows"	<b>KXUS/Springfield, MO</b> PD: Tony Matteo MD: Mark McClain No Adds	<b>20 Total Indicator</b>		
				<b>WAQX/Syracuse, NY *</b> PD/MD: Bob O'Dell APD: Dave Frisina 1 BRU STRIKE "Redemption"	<b>19 Current Indicator Playlists</b>		

Did Not Report, Playlist Frozen (1): WMZK/Wausau, WI

# R&R Active Rock Top 50

Powered By



August 30, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	SYSTEM OF A DOWN Aerials (American/Columbia)	1860	+51	156544	14	59/1
1	2	RED HOT CHILI PEPPERS By The Way (Warner Bros.)	1831	+5	145353	13	59/0
4	3	DISTURBED Prayer (Reprise)	1656	+181	136360	4	60/1
3	4	PAPA ROACH She Loves Me Not (DreamWorks)	1584	-51	120451	17	59/0
6	5	KORN Thoughtless (Immortal/Epic)	1401	+52	104022	12	59/0
5	6	PUDDLE OF MUDD Drift & Die (Flawless/Geffen/Interscope)	1356	-80	104932	22	57/0
7	7	NICKELBACK Never Again (Roadrunner/IDJMG)	1343	+77	112821	9	57/0
9	8	TRUSTCOMPANY Downfall (Geffen/Interscope)	1275	+69	107220	17	59/0
8	9	GODSMACK I Stand Alone (Republic/Universal)	1175	-82	117123	30	54/0
10	10	HOOBASTANK Running Away (Island/IDJMG)	1071	-31	70455	21	47/0
15	11	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	944	+68	81404	5	55/1
14	12	ROB ZOMBIE Demon Speeding (Geffen/Interscope)	909	+13	77779	10	56/0
11	13	EARSHOT Get Away (Warner Bros.)	881	-134	83791	27	50/0
12	14	FILTER Where Do We Go From Here (Reprise)	879	-109	60906	10	54/1
13	15	TOOL Parabola (Volcano)	828	-112	68686	22	48/0
16	16	STAIN D For You (Flip/Elektra/EEG)	816	-55	62740	36	54/0
18	17	CHEVELLE The Red (Epic)	810	+62	69661	9	56/1
20	18	THEORY OF A DEADMAN Nothing Could... (Roadrunner/IDJMG)	717	+101	57363	6	52/4
23	19	P.O.D. Satellite (Atlantic)	670	+119	56238	3	55/3
19	20	KORN Here To Stay (Immortal/Epic)	665	-60	75129	24	50/0
21	21	BREAKING BENJAMIN Polyamorous (Hollywood)	660	+90	52990	8	54/2
31	22	STONE SOUR Bother (Roadrunner/IDJMG)	654	+258	54312	4	47/6
17	23	AUDIOVENT The Energy (Atlantic)	645	-115	52027	18	45/0
24	24	VINES Get Free (Capitol)	578	+42	45303	12	44/0
25	25	SEETHER Fine Again (Wind-up)	532	+18	39234	8	44/1
28	26	BLINDSIDE Pitiful (Elektra/EEG)	530	+100	47206	5	55/1
22	27	SINCH Something More (Roadrunner/IDJMG)	503	-61	42543	11	46/0
30	28	INJECTED Bullet (Island/IDJMG)	425	+15	36459	8	37/0
36	29	GAVIN ROSSDALE Adrenaline (Universal)	417	+107	34467	3	37/7
29	30	HIVES Hate To Say I Told You So (Burning/Epitaph/Sire/Reprise)	411	-16	22203	10	30/0
35	31	INCUBUS Circles (Immortal/Epic)	409	+81	33351	3	38/3
33	32	30 SECONDS TO MARS Capricorn (Immortal/Virgin)	401	+55	35141	5	41/3
32	33	COLOR RED Sore Throat (RCA)	389	+6	24971	7	36/2
27	34	C. KROEGER F/J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	372	-80	20279	19	32/0
37	35	MAD AT GRAVITY Walk Away (ARTISTdirect)	314	+26	27959	9	35/3
34	36	EPIDEMIC Walk Away (Elektra/EEG)	240	-91	14760	11	34/0
41	37	JIMMY EAT WORLD Sweetness (DreamWorks)	229	+19	14902	9	9/1
43	38	DRAGPIPE Simple Minded (Interscope)	222	+29	17907	2	26/2
Debut	39	3RD STRIKE Redemption (Hollywood)	199	+133	11395	1	31/7
40	40	BUZZHORN Ordinary (Atlantic)	195	-39	14624	8	23/1
38	41	P.O.D. Boom (Atlantic)	191	-63	13101	20	27/0
47	42	MUST Freechild (Wind-up)	188	+11	18602	2	15/1
39	43	LIFHOUSE Spin (DreamWorks)	178	-73	9838	5	20/0
48	44	FLIPP Freak (Artemis)	176	+18	19263	2	19/0
46	45	STAIN D Epiphany (Flip/Elektra/EEG)	170	-14	10502	19	14/0
Debut	46	EARSHOT Not Afraid (Warner Bros.)	165	+96	14132	1	40/22
Debut	47	TAPROOT Poem (Velvet Hammer/Atlantic)	163	+109	16689	1	43/25
45	48	LOSTPROPHETS Fake Sound Of Progress (Columbia)	159	-27	13264	7	19/0
Debut	49	LINKIN PARK Pts Of Athrty (Remix) (Warner Bros.)	144	+34	8652	1	9/1
Debut	50	STEPA Aquarium (Locomotive)	129	-3	5724	1	13/0

## Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
TAPROOT Poem (Velvet Hammer/Atlantic)	25
EARSHOT Not Afraid (Warner Bros.)	22
GAVIN ROSSDALE Adrenaline (Universal)	7
3RD STRIKE Redemption (Hollywood)	7
STONE SOUR Bother (Roadrunner/IDJMG)	6
OUR LADY PEACE Innocent (Columbia)	5
LOUDERMILK Estrogen Oxygen Aches In... (DreamWorks)	5
THEORY OF A DEADMAN Nothing... (Roadrunner/IDJMG)	4
P.O.D. Satellite (Atlantic)	3
30 SECONDS TO MARS Capricorn (Immortal/Virgin)	3
INCUBUS Circles (Immortal/Epic)	3
MAD AT GRAVITY Walk Away (ARTISTdirect)	3
NONPOINT Development (MCA)	3
RED HOT CHILI PEPPERS Zephyr Song (Warner Bros.)	3
FILTER American Cliche (Reprise)	3

**"Do You Call My Name"**  
 Already on:  
 WAAF (#1 Phones)  
 KRXQ, WHJY  
 Starting 9/10... we call your name

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
STONE SOUR Bother (Roadrunner/IDJMG)	+258
DISTURBED Prayer (Reprise)	+181
3RD STRIKE Redemption (Hollywood)	+133
P.O.D. Satellite (Atlantic)	+119
TAPROOT Poem (Velvet Hammer/Atlantic)	+109
GAVIN ROSSDALE Adrenaline (Universal)	+107
THEORY OF A DEADMAN Nothing... (Roadrunner/IDJMG)	+101
BLINDSIDE Pitiful (Elektra/EEG)	+100
EARSHOT Not Afraid (Warner Bros.)	+96
BREAKING BENJAMIN Polyamorous (Hollywood)	+90

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
LINKIN PARK In The End (Warner Bros.)	564
SYSTEM OF A DOWN Toxicity (American/Columbia)	555
DEFAULT Wasting My Time (TVT)	508
DEFAULT Deny (TVT)	506
DISTURBED Down With The Sickness (Giant/Reprise)	499
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	480
P.O.D. Youth Of The Nation (Atlantic)	475
CREED One Last Breath (Wind-up)	467

R&R Station Playlists have moved to the web.  
 See all of our monitored reporters at  
[www.radioandrecords.com](http://www.radioandrecords.com)

60 Active Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 8/18-8/24. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (copyright 2002, The Arbitron Company). (C) 2002, R&R, Inc.

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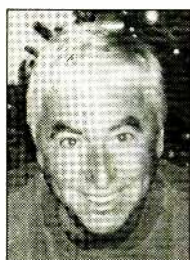
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## ON THE RECORD

With  
**Marko Babineau**  
President, MJB Promotions  
& Management



Correct me if I'm wrong, but Active Rock radio started because Alternative radio was stealing ratings from mainstream Rock. It was the birth of a format that wouldn't play just the tried-and-true records, but also take chances to venture into the unknown and break the newer acts that Alternative was taking credit for. Active Rock radio has been based on the activity of the music — meaning, if a song reacts, play it more. This leads to my soapbox of the week:

Stepa. • In the past nine weeks I've watched 10 stations put "Aquarium" into overnights and, after two weeks, pick up top 10 phones. As the dayparts spread, it went into top five requests. This week I had a station tell me that Stepa showed in its sales report, and there is no one in the market playing them. • This format has grown by taking chances. Call it what you will, Stepa's "Aquarium" has reacted in every market where it's been played. Where would this format be if it hadn't taken chances? Last time I checked, Active Rock radio was about reaction. That's exactly what this song will do for you. If you question the lyrics or the repetition in the hook, it's time to rethink it. • Here's an unsolicited quote: "I'm still trying to figure out if I'm deep and the song is simple or the song is deep and I'm simple." From Day One, programmers questioned the lyrics. But the lyrics are the reason the song works. I dare you to be adventurous.

**T**aproot and Earshot took the No. 1 and No. 2 Most Added spots, respectively, at both formats this week. "Poem" took home 34 adds between the two formats, while "Not Afraid" garnered 29. Both tracks also debuted on the chart ... Other chart debuts came from 3rd Strike's "Redemption," Linkin Park's "Pts of Athrty" and Stepa's "Aquarium," the latter with sales breaking out in Wichita ... **Authority Zero** came and knocked our socks off at Club R&R last week ... **Stone Sour's** "Bother" busted a nice move up the chart ... "Prayer" by **Disturbed** is closing in on No. 1 ... **The Color Red** keep their momentum going on "Sore Throat" with adds from KQRC/Kansas City and WTFX/Louisville. **MAX PIX:** Hoobastank "Remember Me" (Island/IDJMG)

— Cyndee Maxwell, Active Rock/Rock Editor



## Record Of The Week

**ARTIST:** Meshuggah  
**TITLE:** *Nothing*  
**LABEL:** Nuclear Blast

Mention death metal and brains in the same sentence, and you'll have a handful of particularly gruesome titles. Swedish prog-thrashers Meshuggah, however, prefer to keep their brains inside their respective domes as they churn out mind-boggling rhythms with a dark-as-night subtext. Whatever they're doing, it's resonating within the metal community. Meshuggah were handpicked by Jack Osbourne for second-stage duties at this year's Ozzfest, where, judging by the e-mails I get from rock specialty shows, the group is commanding some major pit action. Currently supporting their fourth full-length album, *Nothing*, Meshuggah have now been tapped by Tool as an opening act, proving that good things can happen to scary metal bands if they use their brains as more than props.



— Frank Correia

### PLEASE SEND YOUR PHOTOS

R&R wants your best snapshots (color or black & white).

Please include the names and titles of all pictured and send them to:

R&R, c/o Mike Davis:  
10100 Santa Monica Blvd., 3rd Floor, Los Angeles, CA 90067

e-mail: mdavis@radioandrecords.com

# active INSIGHT

**ARTIST:** Mad At Gravity

**LABEL:** ARTISTdirect

By **FRANK CORREIA** / ROCK SPECIALTY EDITOR



Mad At Gravity

I'm not sure, but I think it was my high-school physics teacher who constantly made some joke about gravity — something about it bringing him down. When I heard the group name **Mad At Gravity**, I immediately thought that they were in that same damn class. As it turns out, the name comes from a poem written by Mad At Gravity singer J. Lynn Johnston.

Whether or not physics was his inspiration, Johnston and crew have managed to defy gravity on the Active Rock chart as their lead single, "Walk Away," consistently floats upward in spin count. One listen to their debut album, *Resonance*, and it's no wonder they continue to soar. Mad At Gravity are able to bring a different edge to the mainstream rock sound throughout the album, delivering catchy, lyric-driven hooks backed by music that actually creates atmosphere — something lacking in most groups trying to follow in Creed and Nickelback's footsteps.

Perhaps Mad At Gravity's biggest asset is J. Lynn Johnston, whose clarion tones make him stand out from the herd of frontmen currently mooing their way through midtempo, radio-friendly rockers. Case in point, "Walk Away," where Johnston powers the infectious chorus with his impressive pipes. Musically, the group deliver a potent mix of melody to their hard rock with accomplished playing. They're good

enough to throw in an odd time signature without losing a beat or your average Creed fan. On track's like "Burn," Ben Froehlich lays down a bassline that sounds like Tool-lite. The band also heat things up with "Kerosene."

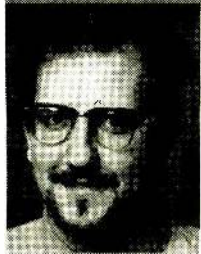
As for the band itself, Mad At Gravity features a cast of characters as diverse as their sound. With a biology degree and a head for business, Jake Fowler shatters the typical drummer-idiot stereotype. Then there's rhythm guitarist Anthony "Bosco" Boscarini, a former place-kicker for USC's football team who holds a degree in economics (trivia: his uncle is Italy's Commissioner of Finance). Self-taught bassist James Lee Barlow is a former sound engineer for Alien Ant Farm. Johnston, the poet, happens to be a former college radio MD with a degree in media studies. Guess they all have something to fall back on if this whole music thing doesn't work out. With strong sounds throughout *Resonance*, however, it seems like it'll be a while before gravity brings them down.

## R&R Top 20 Specialty Artists

August 30, 2002

1. **STONE SOUR** (Roadrunner/IDJMG) "Get Inside," "Orchids"
2. **MESHUGGAH** (Nuclear Blast) "Perpetual Black...", "Rational Gaze"
3. **SHADOWS FALL** (Century Media) "Stepping Outside...", "Thoughts Without..."
4. **GLASSJAW** (Warner Bros.) "Tip Your Bartender," "Cosmopolitan..."
5. **BLINDSIDE** (Elektra) "Pitiful," "Caught A Glimpse"
6. **MURDERDOLLS** (Roadrunner/IDJMG) "Dead In Hollywood," "Slit My Wrist"
7. **HATEBREED** (Universal) "I Will Be Heard," "Perseverance"
8. **DRAGPIPE** (Interscope) "Puller," "Simple Minded"
9. **PULSE ULTRA** (Atlantic) "Big Brother," "Glass Door"
10. **DISTURBED** (Reprise) "Prayer"
11. **SOULFLY** (Roadrunner/IDJMG) "Call To Arms," "Enterfaith"
12. **XXX** (Universal) "Before I Die"
13. **FEAR FACTORY** (Roadrunner/IDJMG) "Big God...", "Concrete"
14. **SUPERJOINT RITUAL** (Sanctuary/SRG) "It Takes No Guts," "Ozena"
15. **IN FLAMES** (Nuclear Blast) "Reroute To Main," "Cloud Connected"
16. **HALFORD** (Sanctuary/SRG) "Crucible," "Betrayal"
17. **TAPROOT** (Atlantic) "Poem"
18. **KORN** (Immortal/Epic) "Thoughtless," "Blame"
19. **CHEVELLE** (Epic) "The Red," "Wonder What's Next"
20. **SNOT** (Geffen/Interscope) "Call To Arms," "Enterfaith"

Ranked by total number of shows reporting the artist, with titles listed in order of most airplay.



JIM KERR

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## The Potential For Catastrophe

□ In the file-sharing world, radio looks OK ... not so the record industry

The record industry is currently fighting a pitched battle against companies that facilitate the illegal downloading of music, but it has a much more important battle ahead, one in which it is already losing major ground.

It is a battle for no less than the hearts and minds of consumers. As the recent record-buyers study commissioned by R&R and conducted by Edison Media found, consumers are increasingly feeling that the record industry is out of touch with their attitudes toward downloading. Nowhere is this more evident than in the Alternative format.

### The Study

This was the second national record-buyers study done by R&R and Edison, and the methodology used was very similar to that used in the first. The sample size was 942 persons 12+ who were contacted via telephone. The racial and sex breakdowns mirrored those of the national population.

In terms of those who described themselves as Alternative radio fans, the breakdown closely mirrored the demographic figures you see for most Alternative stations: 61% male and 39% female. The Alternative sample was also made up of more Caucasians than the general population (78% vs. 66%) and fewer African Americans (1% vs. 13%).

Studies from as far back as 1995 have shown that the Alternative format is surprisingly strong with Hispanic listeners, and this study reinforces that. There are slightly more Hispanic listeners among Alternative fans than in the population as a whole (17% vs. 14%).

### The Radio-Internet Paradox

The first part of the record-buyers study looks at various places that record buyers find out about music and the kinds of things that influence their buying behavior. Interestingly, radio scores higher with Alternative fans than with the sample as a whole. While the active nature of Alternative radio would suggest this, there is another factor: An Edison Internet study showed us that Alternative fans are the

**Radio and record people alike, take note: Clearly, Alternative fans are acutely sensitive to overexposure.**

most Internet-savvy and that they use digital media much more often than the average consumer.

This presents us with a paradox: Alternative fans use the Internet for music much more than the average person does, but this activity does not come at the expense of radio, which also has a higher level of importance for Alternative fans than for the average person.

Let's look at the radio aspect of this as revealed in the record-buyers survey. The first question listed several ways a person could find out about new music, and the respondent could answer "often," "sometimes" or "never" to describe how frequently they find out about music from the various sources.

Among Alternative fans, radio scored higher than average, with 80% saying that they often find out about new music this way. Seventy-seven percent of the total sample agreed. Friends also scored higher with Alternative fans, with 51% of them mentioning that they often hear about music from friends, compared to only 42% of the total sample.

The next question asked how the respondents first heard about their most recently purchased CD. Again, radio did better among Alternative fans than among the total sample, with 39% of Alternative fans crediting radio, compared to the total-sample response of 32%. Friends did better here as well, with 18% of Alternative fans saying friends, compared to 14% of the total sample.

The next question was probably the most important in the eyes of record companies looking to reach the consumer: "Think about your music purchasing in general. When you buy CDs, which of these items

influences you the *most* in deciding what to purchase?" Fifty-one percent of Alternative fans chose "Heard it on the radio." This was higher than the total sample: Forty-eight percent of them chose radio.

### The Mind Of The Consumer

So radio is still a vital source for exposing new music. That's good news for our radio friends, but what about consumers' attitudes toward downloading digital music and file sharing? To be frank, as I mentioned in my introduction, the results are disturbing and show that record labels are losing ground in the battle to convince consumers that recorded music is worth paying for.

The first shot across the record-company bow comes by way of a simple statement that the respondent could either agree or disagree with: "There is nothing morally wrong about downloading music for free from the Internet." Over half (52%) of the total sample agreed. As if that weren't bad enough for the labels, almost two-thirds (60%) of Alternative fans agreed.

This question is important because it reveals the mind-set of the consumer. Because not every consumer has a CD burner yet or has bothered to log on to KaZaa or use Gnutella, the actual behavioral results are much lower. For example, 30% of the total sample agreed with the statement "Instead of buying a CD, you've burned someone else's copy of the CD." Alternative fans were again more active in this area, with 34% saying they have burned a friend's CD.

These results are disturbing, for sure, but as the mind-set question reveals, things are probably going to get worse. Much worse.

Let's look at a statement that could be considered a record company's worst-case scenario. Respondents were asked to agree or disagree with the following: "You no longer have to buy CDs, because you can download music for free over the Internet." A whopping 22% of the total sample agreed with this statement.

Note that the wording of the question doesn't mean that this 22% will stop buying CDs, just that they don't have to if they don't want to. However, when you combine this result with the one above that showed that



GOOFING OFF IN SAN FRANCISCO

You know a band is crazy when they make that nutty KITS/San Francisco PD Sean Demery look sane. That's the case here. Pictured are (l-r) Sugarcult's Marko 72, Demery, Sugarcult's Tim Pagnotta and Artemis Records Northwest Regional Manny Simon.

60% of people don't have a moral problem with downloading music for free, the potential for a catastrophic decrease in record sales due to file sharing is clear.

### Artists In A File-Sharing World

An interesting section of the record-buyers study dealt with how radio exposes its artists. The first question was another agree/disagree statement and a good place to start in our world of multiple media choices and overwhelming exposure: "Musical artists you like sometimes get so much attention on TV and in magazines that it turns you off of the artist."

Exactly half the Alternative fans agreed with this statement, a much higher percentage than the total sample (38%). Radio and record people alike, take note: Clearly, Alternative fans are acutely sensitive to overexposure.

**The results are disturbing and show that record labels are losing ground in the battle to convince consumers that recorded music is worth paying for.**

One response that surprised me quite a bit dealt with the effectiveness of radio in promoting new music and artists. I had expected that radio festival shows were starting to wear out their welcome, but, as is so often the case, what is tired for industry professionals is still sparkling and new for consumers.

Edison's pollsters said, "I'm going to list some things that radio stations do to promote artists and their new songs. For each, tell me if you find them to be very effective, somewhat effective or not at all effective in informing you about artists and their

new songs." Surprise: Festival shows were No. 1, with 40% of Alternative respondents describing them as very effective.

Actually, anything directly involving artists was considered very effective by the respondents. Live performances on the air were slightly behind festival shows, with 39% finding them very effective. A little bit behind that were live appearances where an artist talks to the DJs but doesn't perform live on the air, with 31%.

Perhaps surprisingly, considering the 'Net-savvy nature of the Alternative radio listener, "News and information about an artist on a radio station website" was considered very effective by a mere 18% of respondents.

### Front-Sell Or Back-Sell?

One of the most common complaints about radio is that it doesn't identify its artists often enough. The Edison survey addressed this, and the results confirmed that listeners still find this to be a problem. Edison asked: "How often do you think radio stations should announce the title and artist of a song they play?" A majority (54%) of Alternative fans answered, "Before or after every song they play." Interestingly, this was much lower than the total sample, 61% of which wanted a song identified before or after it was played.

The level of dissatisfaction among Alternative fans is high, however. Edison asked the respondents to agree or disagree with this statement: "The radio stations that you listen to do not announce the names and artists of the songs they play often enough." Alternative fans agreed to the tune of 71% — oddly enough, *higher* than the total-sample response of 64%.

So, while roughly half of the audience feels that you don't need to identify every song before or after it's played, almost three-quarters feels that you aren't identifying the songs often enough. The answer is that radio may not have to identify the songs all the time, but it should definitely do so more than it does currently. Even a little bit of artist identification could go a long way.

### TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at 214-370-5544  
or e-mail:

jkerr@radioandrecords.com



# R&R **Alternative Top 50**

August 30, 2002

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	RED HOT CHILI PEPPERS By The Way (Warner Bros.)	2947	-27	349306	13	76/0
3	2	SYSTEM OF A DOWN Aerials (American/Columbia)	2606	+164	321657	14	71/1
2	3	JIMMY EAT WORLD Sweetness (DreamWorks)	2603	-6	275278	18	71/1
4	4	HOOBASTANK Running Away (Island/IDJMG)	2157	-128	226445	22	72/0
7	5	TRUSTCOMPANY Downfall (Geffen/Interscope)	1960	+138	225124	15	69/0
5	6	INCUBUS Warning (Immortal/Epic)	1947	-62	202096	20	65/0
8	7	NEW FOUND GLORY My Friends Over You (Drive-Thru/MCA)	1872	+64	201435	12	70/0
6	8	HIVES Hate To Say I Told You So (Burning/Epitaph/Sire/Reprise)	1868	-10	232619	17	68/0
11	9	DISTURBED Prayer (Reprise)	1816	+235	210650	4	67/0
9	10	VINES Get Free (Capitol)	1696	-62	196491	14	73/0
12	11	KORN Thoughtless (Immortal/Epic)	1636	+75	208170	11	66/0
10	12	PAPA ROACH She Loves Me Not (DreamWorks)	1608	-128	161490	17	71/0
18	13	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	1467	+209	172981	5	68/4
13	14	311 Amber (Volcano)	1432	+38	209722	27	57/0
17	15	UNWRITTEN LAW Up All Night (Interscope)	1376	+94	124033	8	67/0
15	16	WEEZER Keep Fishin' (Geffen/Interscope)	1263	-42	150329	9	62/0
16	17	DEFAULT Deny (TVT)	1237	-55	116839	21	48/0
14	18	FILTER Where Do We Go From Here (Reprise)	1115	-270	93465	10	69/0
19	19	PUDDLE OF MUDD Drift & Die (Flawless/Geffen/Interscope)	1075	-143	92015	23	54/0
20	20	CHEVELLE The Red (Epic)	1016	+19	101014	9	59/0
21	21	COLDPLAY In My Place (Capitol)	1013	+64	135694	9	57/1
26	22	GAVIN ROSSDALE Adrenaline (Universal)	964	+145	123881	4	45/1
25	23	NICKELBACK Never Again (Roadrunner/IDJMG)	936	+60	68296	7	46/0
30	24	P.O.D. Satellite (Atlantic)	818	+168	109464	3	54/4
24	25	CREED One Last Breath (Wind-up)	798	-80	78812	19	33/1
22	26	AUDIOVENT The Energy (Atlantic)	755	-194	53616	17	49/0
33	27	LINKIN PARK Pts Of Athrty (Remix) (Warner Bros.)	752	+122	141606	7	30/3
35	28	RED HOT CHILI PEPPERS Zephyr Song (Warner Bros.)	749	+134	141987	5	21/2
29	29	SEETHER Fine Again (Wind-up)	738	+80	64455	8	49/4
39	30	STONE SOUR Bother (Roadrunner/IDJMG)	734	+232	95957	3	46/5
31	31	LIFEHOUSE Spin (DreamWorks)	686	+39	66300	5	38/0
28	32	STAIN D Epiphany (Flip/Elektra/EEG)	653	-48	76700	18	24/0
44	33	OUR LADY PEACE Innocent (Columbia)	622	+220	53558	2	43/4
38	34	WHITE STRIPES Dead Leaves And Dirty Ground (Third Man/V2)	600	+30	89192	7	46/4
41	35	OK GO Get Over It (Capitol)	586	+134	54897	3	48/3
27	36	C. KROEGER F.J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	582	-167	51577	19	49/0
37	37	N.E.R.D. Rock Star (Virgin)	561	-17	78077	12	27/0
32	38	BEN KWELLER Wasted And Ready (ATO/RCA)	550	-96	42378	9	39/0
Debut	39	GOOD CHARLOTTE Lifestyles Of The Rich And... (Epic)	540	+195	53907	1	45/12
42	40	BOWLING FOR SOUP Girl All The Bad Guys Want (Silvertone/Jive)	537	+88	41260	3	30/2
34	41	BOX CAR RACER I Feel So (MCA)	470	-149	51382	18	32/0
46	42	SUGARCULT Pretty Girl (The Way) (Ultimatum/Artemis)	460	+79	48433	2	37/2
45	43	STROKES Someday (RCA)	455	+74	85517	2	41/9
40	44	DAVE MATTHEWS BAND Where Are You Going (RCA)	421	-46	46088	15	22/0
47	45	30 SECONDS TO MARS Capricorn (Immortal/Virgin)	414	+39	36338	4	34/0
Debut	46	BLINDSIDE Pitiful (Elektra/EEG)	413	+70	42891	1	40/4
50	47	GREENWHEEL Breathe (Island/IDJMG)	402	+44	37359	2	40/3
—	48	EMINEM Cleanin' Out My Closet (Shady/Aftermath/Interscope)	387	+29	59436	2	24/1
43	49	EMINEM Without Me (Shady/Aftermath/Interscope)	369	-68	69089	17	32/0
Debut	50	FINCH Letters To You (Drive-Thru)	350	+34	41715	1	27/0

76 Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 8/18-8/24. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (copyright 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## Most Added.

www.rradss.com

ARTIST TITLE LABEL(S)	ADDS
TAPROOT Poem (Velvet Hammer/Atlantic)	25
SR-71 Tomorrow (RCA)	21
EARSHOT Not Afraid (Warner Bros.)	21
GOOD CHARLOTTE Lifestyles Of The Rich And... (Epic)	12
STROKES Someday (RCA)	9
USED The Taste Of Ink (Reprise)	9
QUEENS OF THE STONE AGE No One Knows (Interscope)	8
THEORY OF A DEADMAN Nothing... (Roadrunner/IDJMG)	6
STONE SOUR Bother (Roadrunner/IDJMG)	5
BOX CAR RACER There Is (MCA)	5
BREAKING BENJAMIN Polyamorous (Hollywood)	5

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WEND WZTA KRBZ WBUZ WEDG  
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## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DISTURBED Prayer (Reprise)	+235
STONE SOUR Bother (Roadrunner/IDJMG)	+232
OUR LADY PEACE Innocent (Columbia)	+220
PUDDLE OF MUDD She... (Flawless/Geffen/Interscope)	+209
GOOD CHARLOTTE Lifestyles Of The Rich And... (Epic)	+195
P.O.D. Satellite (Atlantic)	+168
SYSTEM OF A DOWN Aerials (American/Columbia)	+164
USED The Taste Of Ink (Reprise)	+164
GAVIN ROSSDALE Adrenaline (Universal)	+145
TRUSTCOMPANY Downfall (Geffen/Interscope)	+138

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
STAIN D For You (Flip/Elektra/EEG)	901
JACK JOHNSON Flake (Enjoy/Universal)	833
HOOBASTANK Crawling In The Park (Island/IDJMG)	831
SYSTEM OF A DOWN Toxicity (American/Columbia)	757
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	727
JIMMY EAT WORLD The Middle (DreamWorks)	714
INCUBUS I Wish You Were Here (Immortal/Epic)	683
EARSHOT Get Away (Warner Bros.)	650
LINKIN PARK In The End (Warner Bros.)	626
UNWRITTEN LAW Seein' Red (Interscope)	601
P.O.D. Youth Of The Nation (Atlantic)	595
DEFAULT Wasting My Time (TVT)	575

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## ON THE RECORD

With Gary Jay  
Alternative Promotion, TVT



When you share an office with someone for some eight-odd years, you had better have similar tastes in music. If not, you can either brawl daily over who gets to listen to what or learn to adapt to your officemate's taste. \* When John Perrone and I decided to bunk up, we had us some pretty solid throw-downs over the community stereo. Usually it was a Pixies vs. Replacements situation (I'm the Pixies fan,

sometimes to excess, and John's always been down for the 'Mats, whom I can't stand). \* As the years went by (yikes, do we sound like a dysfunctional married couple now, or what?) we developed some common ground. There was always room for Powerman 5000, The Pretenders, The Descendents or Notorious B.I.G. in our house. \* We've had fun turning one another on to newer artists as well. The volume tends to increase substantially whenever the Breaking Benjamin, Pacifier, Good Charlotte, Queens Of The Stone Age and Taproot albums are on the "wheels of steel," and we get our crunk on from time to time with the new N.O.R.E., Camp-Lo and Lil' Jon & Tha Eastside Boyz joints, as well. \* The advent of the iPod and iTunes programs have allowed us to have more of a constantly shuffling jukebox flavor in our office, as opposed to listening to CDs in their entirety. This is good for John, as I no longer need to torture him with all 13 tracks of the Shakira CD at one time. Lucky him, huh?

**F**irst off, let's take a look at the top of the chart. Yep, **The Red Hot Chili Peppers** are still No. 1 ... It was a very busy week for new music, with no less than three bands pulling in 20-plus adds. At the top were **Taproot**, whose song "Poem" looks like it will be the breakout song the band has deserved for some time now. **SR-71's** "Tomorrow" and **Earshot's** "Not Afraid" tie with 21 new stations each. Both bands have the kind of traction that only a solid past performance can give. All three bands are certainly destined for long stays on the chart ... Lots of solid followup weeks out there, too, including two that debut on the chart this week: **Good Charlotte's** "Lifestyles..." at No. 39 and **Blindside's** "Pitiful" at No. 46 ... Don't forget **Greenwheel's** "Breathe," which picks up KROQ/Los Angeles as it heads for the top 40, and **OK Go's** "Get Over It," which picks up WNNX/Atlanta as it enters the top 40 ... Finally, look for the new **U2** single, "Electrical Storm," which will be in your hands Thursday (8/29) via overnight. It's 4:28 long and is from U2's *Greatest Hits (1990-2000)* album out Nov. 5. **RECORD OF THE WEEK: Hoobastank "Remember Me"**

— Jim Kerr, Alternative Editor

## Alternative ON THE RADIO

# COMING UP RIGHT

**ARTIST: Used**  
**LABEL: Reprise**

By KATY STEPHAN/ALTERNATIVE SPECIALTY EDITOR

**W**hat's really going on in Orem, UT? Well, a stereo was stolen last Sunday night from a car parked in the area of 1000 Orem Blvd. Three weeks ago a 33-year-old woman jumped out of her Jeep with no shirt or bra on and was reportedly darting around in traffic. When police officers arrived, she was running through the sprinklers at RC Willey's.

Police cited four juvenile boys from Orem for disorderly conduct late last Monday night for driving around town and throwing mashed potatoes. After the boys threw a mashed potato ball at one car, people in two other cars started chasing them. The boys had a bowl full of mashed potatoes in the back seat.

And four guys in a band called The Used channeled years of small-town frustration into a brutal, 12-track aural assault also known as their self-titled debut CD. Do you see a theme here? About what happens when people are repressed and restricted and living in Utah?

"You're held down so long and told what to do," says drummer Branden Steineckert of how life in Orem inspired The Used. "You're supposed to fit in this fuckin' mold all the time. Music is your one place to break out and just say, 'Fuck it all. Do what you want. Be the person you are with no fuckin' rules.'"

Maybe those boys driving around town with mashed potatoes should learn how to play instruments. Fortunately for us, Branden and bandmates Bert McCracken, Jeph Howard and



Used

Quinn Allman have already mastered theirs. They've made music their weapon against boredom, frustration and teenage angst.

Is it any surprise that kids everywhere have attached themselves to The Used with ferocious devotion? When you add to the mix the fact that a typical Used show contains all the blood and vomit you could ever ask for in live entertainment, what you have is a rock 'n' roll gold mine.

Radio seems to recognize this. After "A Box Full of Sharp Objects" took specialty radio by storm last month, Reprise released the band's first official single, "A Taste of Ink." Alternative stations started adding it faster than you can say ... um, faster than you can say, "Gee, that's a lot of blood and vomit, even for a rock show."

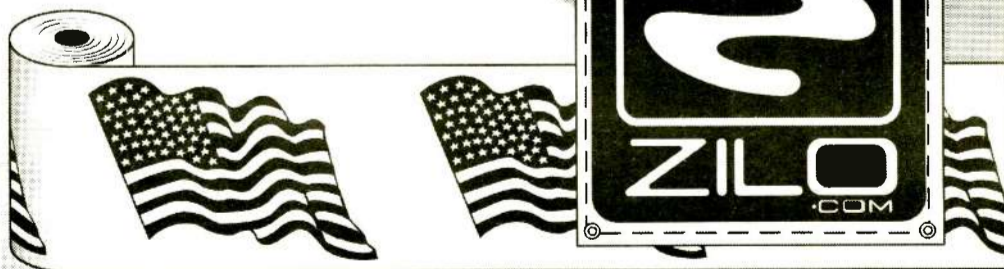
CIMX/Detroit added it four weeks early. WIRL/Albany, NY added it with 14 spins. KJEE/Santa Barbara, CA gave it 23 spins last week — right up there with Puddle Of Mudd. "A Taste of Ink" got 23 adds total last week, making it the Most Added track for the format. When's the last time you saw a brand-new band do that?

It doesn't happen very often, kids. Probably about as frequently as half-naked women decide to run around the streets of Orem, all hopped up on diet pills and Red Bull. Come to think of it, maybe she was just listening to The Used.

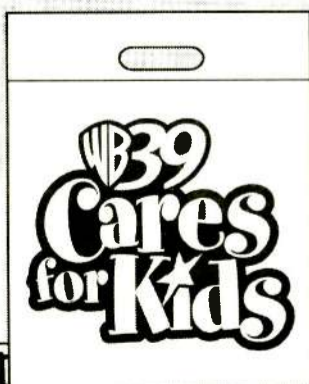
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August 30, 2002

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BY MEDIABASE™

America's Best Testing Alternative Songs  
12+ For The Week Ending 8/30/02.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
TRUSTCOMPANY Downfall (Geffen/Interscope)	4.09	3.99	72%	9%	4.07	71%	8%
HOOBASTANK Running Away (Island/IDJMG)	4.08	4.13	95%	29%	4.03	95%	30%
JIMMY EAT WORLD Sweetness (DreamWorks)	4.03	3.93	89%	22%	4.03	90%	21%
INCUBUS Warning (Immortal/Epic)	3.96	4.07	93%	29%	3.91	93%	31%
SYSTEM OF A DOWN Aerials (American/Columbia)	3.92	3.87	92%	24%	3.92	92%	24%
AUDIOVENT The Energy (Atlantic)	3.92	3.90	65%	10%	3.88	67%	11%
GAVIN ROSSDALE Adrenaline (Universal)	3.89	3.66	46%	3%	3.86	49%	4%
STAINED Epiphany (Flip/Elektra/EEG)	3.88	3.82	89%	29%	3.84	90%	30%
DISTURBED Prayer (Reprise)	3.88	3.84	59%	8%	3.86	59%	7%
DEFAULT Deny (TVT)	3.85	3.81	84%	20%	3.81	85%	22%
NEW FOUND GLORY My Friends... (Drive Thru/MCA)	3.85	3.95	80%	19%	3.79	78%	20%
RED HOT CHILI PEPPERS By The Way (Warner Bros.)	3.84	3.86	95%	33%	3.77	96%	35%
UNWRITTEN LAW Up All Night (Interscope)	3.84	3.88	61%	8%	3.73	61%	9%
WEEZER Keep Fishin' (Geffen/Interscope)	3.80	3.76	76%	15%	3.78	77%	16%
PUDDLE... She Hates Me (Flawless/Geffen/Interscope)	3.80	3.82	77%	14%	3.74	78%	16%
FILTER Where Do We Go From Here (Reprise)	3.80	3.70	78%	13%	3.78	81%	13%
NICKELBACK Never Again (Roadrunner/IDJMG)	3.74	3.69	80%	21%	3.67	82%	24%
CHEVELLE The Red (Epic)	3.74	3.65	49%	7%	3.69	49%	7%
PAPA ROACH She Loves Me Not (DreamWorks)	3.73	3.80	94%	31%	3.69	94%	32%
KORN Thoughtless (Immortal/Epic)	3.73	3.74	82%	18%	3.74	82%	18%
PUDDLE... Drift & Die (Flawless/Geffen/Interscope)	3.72	3.73	94%	38%	3.65	94%	40%
JACK JOHNSON Flake (Enjoy/Universal)	3.71	3.61	56%	16%	3.80	59%	15%
311 Amber (Volcano)	3.64	3.58	87%	32%	3.66	88%	31%
C. KROEGER... Hero (Roadrunner/Columbia/IDJMG)	3.61	3.63	98%	57%	3.53	98%	60%
HIVES Hate To Say... (Burning/Epitah/Sire/Reprise)	3.58	3.45	80%	26%	3.54	81%	27%
COLDPLAY In My Place (Capitol)	3.56	3.45	61%	13%	3.61	62%	11%
P.O.D. Satellite (Atlantic)	3.54	-	74%	18%	3.51	74%	19%
VINES Get Free (Capitol)	3.52	3.45	78%	22%	3.50	80%	23%
CREED One Last Breath (Wind-up)	3.35	3.48	92%	43%	3.28	93%	46%

Total sample size is 878 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. TD = Target Demo (Persons 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818/377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.



## Top 20 Specialty Artists

August 30, 2002

1. QUEENS OF THE STONE AGE (Interscope) "No One Knows"
2. BECK (Geffen/Interscope) "Lost Cause"
3. MUDHONEY (Sub Pop) "Sonic Infusion"
4. SPOON (Merge) "The Way We Get By"
5. LIARS (Mute) "Mr Your On Fire Mr"
6. USED (Reprise) "The Taste Of Ink"
7. S.T.U.N. (Independent) "Boys & Girls"
8. NERF HERDER (Honest Don's) "Welcome To My World"
9. EXIES (Virgin) "My Goddess"
10. JULIANA THEORY (Epic) "Do You Believe Me"
11. DJ SHADOW (MCA) "Six Days"
12. STARTING LINE (Drive-Thru/MCA) "The Best Of Me"
13. CLINIC (Domino/Universal) "Walking With Thea"
14. PUBLIC ENEMY (Koch) "Son Of A Bush"
15. OURS (DreamWorks) "Leaves"
16. KENNEDY SOUNDTRACK (Instant Karma) "Killing Music"
17. LUCKY 7 (Omega) "Come Monday"
18. DAGNASTY (Revelation) "Ghosts"
19. PULP (Rough Trade) Various
20. ALABLASTER (Veronica) "The Rave In Sharka Park"

Ranked by total number of shows reporting artist.

## Record Of The Week

Artist: BECK  
Label: GEFFEN/INTERSCOPE



When someone puts out a record that is unique, innovative and sounds like no one else, you put them on a top 10 year's-best list. When they get a dramatic yet successful makeover every couple of years and you start to suspect that they've made some sort of deal with the devil, you put them on a top 100 legends of rock list. But when an artist makes a career of reinventing music in astounding ways, you simply call him Beck. You put *Sea Change* in the CD player, and you say, "Holy crap! It's impossible — he's done it again!" and shake your head in amazement.

— Katy Stephan, Alternative Specialty Editor

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## Stations and their adds listed alphabetically by market

### Reporters


<p><b>WHRL/Albany, NY *</b> DM/DP/AD/MD: Lisa Biello 1 EARSHOT "Afraid" 1 TAPROOT "Poem" GOOD CHARLOTTE "Famous" SR-71 "Tomorrow"</p> <p><b>KTEG/Albuquerque, NM *</b> PD: Ellen Flaherty MD: Adam 12 No Adds</p> <p><b>WNNX/Atlanta, GA *</b> PD: Leslie Fram APD: Chris Williams MD: Jay Harren 2 TAPROOT "Poem" 1 QUEENS OF "Knows" 1 EARSHOT "Afraid" OK GO "Over" TONIC "Take"</p> <p><b>WJSE/Atlantic City, NJ *</b> OM: Lou Romanini PD: Al Parinello MD: Jason Ulanet EARSHOT "Afraid" GOLDFINGER "Me" MIDTOWN "Move" TAPROOT "Poem" THEORY OF A DEADMAN "Nothing"</p> <p><b>KROX/Austin, TX *</b> PD: Melody Lee MD: Toby Ryan 6 AUTHORITY ZERO "Minute" BLINDSIDE "Pitiful" SEETHER "Fine"</p> <p><b>KNXX/Baton Rouge, LA *</b> PD/MD: Randy Chase APD: Bill Jackson 12 SUM 41 "Fat" 10 TOOL "Schism" 9 PUDDLE OF MUDD "Control" AUTHORITY ZERO "Minute" BREAKING BENJAMIN "Poly" SR-71 "Tomorrow" USED "Ink"</p> <p><b>WRAX/Birmingham, AL *</b> PD: Susan Groves APD: Hurricane Shane MD: Mark Lindsey SPARTA "Ribbon" SR-71 "Tomorrow" STROKES "Someday" TONIC "Take"</p> <p><b>KQXR/Boise, ID *</b> PD: Jacent Jackson APD/MD: Kallao 2 EARSHOT "Afraid" SEETHER "Fine" TAPROOT "Poem"</p> <p><b>WBCN/Boston, MA *</b> DM: Tony Berardini VP/Programming: Oedipus APD/MD: Steven Strick 1 TAPROOT "Poem" SR-71 "Tomorrow"</p>	<p><b>WFNX/Boston, MA *</b> PD: Cruze APD/MD: Kevin Mays 3 USED "Ink" BREAKING BENJAMIN "Poly" EARSHOT "Afraid" STROKES "Someday"</p> <p><b>WEDG/Buttalo, NY *</b> PD: Lenny Diana MD: Ryan Patrick 16 EMINEM "Closest" 12 GOOD CHARLOTTE "Famous" 8 USED "Ink" 1 TAPROOT "Poem" EARSHOT "Afraid"</p> <p><b>WAVF/Charleston, SC *</b> PD: Greg Patrick APD/MD: Danny Villalobos SR-71 "Tomorrow" THEORY OF A DEADMAN "Nothing"</p> <p><b>WEND/Charlotte, NC *</b> PD: Jack Daniel APD/MD: Kristen Honeycutt 1 AIMEE ALLEN "Revolution" 1 SUGARCULT "Pretty" SR-71 "Tomorrow" BUTCH WALKER "It" LINKIN PARK "Pts"</p> <p><b>WKQX/Chicago, IL *</b> PD: Tim Richards APD/MD: Mary Shuminas AMD: Nicole Chuminato 22 LINKIN PARK "Pts" 1 SR-71 "Tomorrow" GOOD CHARLOTTE "Famous" SEETHER "Fine"</p> <p><b>WZZN/Chicago, IL *</b> PD: Bill Gamble APD: Steve Levy MD: James VanOsdol 1 JURASSIC 5 "Golden" 3RD STRIKE "Redemption" OAKENFOLD "Eyed" USED "Ink"</p> <p><b>WAZQ/Cincinnati, OH *</b> PD: John Michael APD/MD: Shaggy 26 RED HOT CHILI "Song" 16 QUEENS OF "Knows" PUDDLE OF MUDD "Hates"</p> <p><b>WXTM/Cleveland, OH *</b> PD: Kim Monroe APD: Pete Schiecke MD: Dom Nardella No Adds</p> <p><b>WARQ/Columbia, SC *</b> DM/DP: Gina Juliano MD: Dave Fama 21 SR-71 "Tomorrow" 1 BREAKING BENJAMIN "Poly" BOX CAR RACER "There" EARSHOT "Afraid"</p>	<p><b>WWCD/Columbus, OH *</b> PD: Andy Davis MD: Jack DeVoss 1 PETER GABRIEL "Barry" OK GO "Over"</p> <p><b>KDGE/Dallas-Ft. Worth, TX *</b> PD: Duane Doherty APD/MD: Alan Ayo 1 STROKES "Someday" GOOD CHARLOTTE "Famous"</p> <p><b>WXEG/Dayton, OH *</b> PD: Steve Kramer MD: Boomer 9 QUEENS OF "Knows" 7 TAPROOT "Poem" 7 SR-71 "Tomorrow" 4 OUR LADY PEACE "Innocent" 4 BLINDSIDE "Pitiful"</p> <p><b>KTCL/Denver-Boulder, CO *</b> PD: Mike O'Connor MD: Sabrina Saunders USED "Ink"</p> <p><b>CIMX/Detroit, MI *</b> PD: Murray Brookshaw APD: Vince Cannova MD: Matt Franklin GREENWHEEL "Breathe" TAPROOT "Poem"</p> <p><b>KNRQ/Eugene-Springfield, OR</b> PD: Chris Crowley APD/MD: Stu Allen TAPROOT "Poem"</p> <p><b>KXNA/Fayetteville, AR</b> PD: Margot Smith PD: John Rozz APD: Fitz Madrid MD: Jeff Zito 4 3RD STRIKE "Redemption" 1 EARSHOT "Afraid" BREAKING BENJAMIN "Poly"</p> <p><b>KFRF/Fresno, CA *</b> PD: Chris Squires MD: Reverend 9 TOMMY LEE "Ashamed" 1 STONE SOUR "Bother" 1 KOTTONTOWN "Kings "Vibes" P.O. "Satellite" BLINDSIDE "Pitiful"</p> <p><b>WGRD/Grand Rapids, MI *</b> PD: Bobby Duncan MD: Michael Grey No Adds</p> <p><b>WXNR/Greenville, NC *</b> PD: Jeff Sanders APD: Turner Watson 3RD STRIKE "Redemption" OUR LADY PEACE "Innocent"</p>	<p><b>WEED/Hagerstown, MD</b> PD: Brad Hunter APD: Dave Roberts THEORY OF A DEADMAN "Nothing" BOX CAR RACER "There" BREAKING BENJAMIN "Poly" EARSHOT "Afraid"</p> <p><b>WMRQ/Hartford, CT *</b> PD: Todd Thomas MD: Chaz Kelly No Adds</p> <p><b>KUCD/Honolulu, HI *</b> PD: Jamie Hyatt MD: Ryan Sean 61 AVRIL LAVIGNE "Sk8er" 16 CREED "Breathe" 14 LINKIN PARK "Pts" 8 LINCLE KRACKER "Little" EARSHOT "Afraid"</p> <p><b>KTBJ/Houston-Galveston, TX *</b> PD/MD: Steve Robinson APD: Eric Schmidt P.O. "Satellite" QUEENS OF "Knows" SR-71 "Tomorrow" TAPROOT "Poem"</p> <p><b>WRZX/Indianapolis, IN *</b> PD: Scott Jameson MD: Michael Young EARSHOT "Afraid"</p> <p><b>WPLA/Jacksonville, FL *</b> PD: Scott Petibone APD/MD: Chad Chumley 5 QUEENS OF "Knows"</p> <p><b>WRZK/Johnson City, TN *</b> VP/Prog. Ops.: Mark E. McKinn QUEENS OF "Knows" SR-71 "Tomorrow" THEORY OF A DEADMAN "Nothing"</p> <p><b>KRBZ/Kansas City, KS *</b> DM/DP: Mike Kaplan APD: Andy West MD: Todd Violette 2 USED "Ink" 1 OUR LADY PEACE "Innocent" TORI AMOS "Sorta" QUEENS OF "Knows"</p> <p><b>WNFZ/Knoxville, TN *</b> PD: Dan Bozyk APD/MD: Anthony Proffitt AMD: Opie Hines 6 SR-71 "Tomorrow" 3RD STRIKE "Redemption" RED HOT CHILI "Song"</p> <p><b>KFTE/Lafayette, LA *</b> PD: Rob Summers MD: Scott Perrin 1 OK GO "Over" 1 STONE SOUR "Bother" STROKES "Someday"</p>	<p><b>WDXD/Lansing, MI *</b> PD: Chili Walker MD: Kelly Brady TAPROOT "Poem" THEORY OF A DEADMAN "Nothing"</p> <p><b>KXTE/Las Vegas, NV *</b> PD: Dave Wellington APD/MD: Chris Ripley 3 HOOBASTANK "Remember"</p> <p><b>KLEC/Little Rock, AR *</b> Dir./Prog.: Larry LeBlanc MD: Peter Gunn 3 TAPROOT "Poem" 2 EARSHOT "Afraid" SPARTA "Ribbon" SR-71 "Tomorrow" DISTILLERS "City"</p> <p><b>KROQ/Los Angeles, CA *</b> VP/Prog.: Kevin Weatherly APD: Gene Sandblom MD: Lisa Worden 1 TAPROOT "Poem" 1 JURASSIC 5 "Golden" JIMMY EAT WORLD "Praise" GREENWHEEL "Breathe"</p> <p><b>WLRS/Louisville, KY *</b> Dir./Prog.: J.D. Kunes PD: Lance MD: Anrae Fitzgerald 1 GOOD CHARLOTTE "Famous"</p> <p><b>WMAD/Madison, WI *</b> PD: Pat Frawley MD: Amy Hudson 4 LOUDERMILK "Aches" 1 AIMEE ALLEN "Revolution" GOOD CHARLOTTE "Famous"</p> <p><b>WMFS/Memphis, TN *</b> PD: Rob Cressman MD: Mike Kilabrew 8 GREENWHEEL "Breathe" EARSHOT "Afraid" STONE SOUR "Bother" SUGARCULT "Pretty"</p> <p><b>WZTA/Miami, FL *</b> PD: Troy Hanson APD/MD: Lee Daniels TAPROOT "Poem"</p> <p><b>KMBY/Monterey-Salinas, CA *</b> OM: Chris White APD: Dead Air Dave MD: Robin Nash 1 GOLDFINGER "Me" 1 SEETHER "Fine" STROKES "Someday" TAPROOT "Poem" WHITE STRIPES "Leaves"</p> <p><b>KZON/Phoenix, AZ *</b> DM/DP: Tim Maranville APD/MD: Kevin Mannion BEFORE BRILLE "24" P.O. "Satellite" SR-71 "Tomorrow" STONE SOUR "Bother"</p>	<p><b>WRRV/Newburgh, NY</b> PD/MD: Andrew Boris No Adds</p> <p><b>KKND/New Orleans, LA *</b> DM/DP: Rob Summers MD: Sig 4 EARSHOT "Afraid" JIMMY EAT WORLD "Sweet" STROKES "Someday"</p> <p><b>WXRK/New York, NY *</b> PD: Steve Kingston MD: Mike Peer TAPROOT "Poem" SR-71 "Tomorrow"</p> <p><b>WROX/Norfolk, VA *</b> PD: Michele Diamond MD: Mike Powers 1 DISTILLERS "City" EARSHOT "Afraid" QUEENS OF "Knows" SOMETHING CORPORATE "Woke" USED "Ink"</p> <p><b>KQRX/Odessa-Midland, TX</b> PD: Michael Todd Mobley EARSHOT "Afraid" THEORY OF A DEADMAN "Nothing" TAPROOT "Poem" DISTILLERS "City" MAD AT GRAVITY "Away" CREEPING EYE "Born" MATTHEW "Down" JOHN MAYER "Body" RED HOT CHILI "Song" GREEN DAY "Desens"</p> <p><b>WJRR/Orlando, FL *</b> PD: Pat Lynch MD: Dickerman 4 COLDFINGER "Place" 3 GAVIN ROSSDALE "Adrenaline" EARSHOT "Afraid" SR-71 "Tomorrow"</p> <p><b>WOCL/Orlando, FL *</b> PD: Alan Amith APD/MD: Bobby Smith 10 GOOD CHARLOTTE "Famous" 9 AUTHORITY ZERO "Minute" 8 BOX CAR RACER "There"</p> <p><b>WPLY/Philadelphia, PA *</b> PD: Jim McGuinn MD: Dan Fein No Adds</p> <p><b>KEDJ/Phoenix, AZ *</b> PD: Nancy Stevens APD: Dead Air Dave MD: Robin Nash 1 GOLDFINGER "Me" 1 SEETHER "Fine" STROKES "Someday" TAPROOT "Poem" WHITE STRIPES "Leaves"</p> <p><b>KZON/Phoenix, AZ *</b> DM/DP: Tim Maranville APD/MD: Kevin Mannion BEFORE BRILLE "24" P.O. "Satellite" SR-71 "Tomorrow" STONE SOUR "Bother"</p>	<p><b>WXDX/Pittsburgh, PA *</b> PD: John Moschitta MD: Vinnie No Adds</p> <p><b>KNRK/Portland, DR *</b> PD: Mark Hamilton APD/MD: Jayn 1 EARSHOT "Afraid" STROKES "Someday"</p> <p><b>WBRU/Providence, RI *</b> PD: Tim Schiavelli MD: Alicia Mullin 4 TORI AMOS "Sorta" 2 GOOD CHARLOTTE "Famous" 1 STONE SOUR "Bother" P.O. "Satellite" STROKES "Someday"</p> <p><b>KRZQ/Reno, NV *</b> DM: Rob Blaze Brooks APD: Jeremy Smith MD: Matt Diablo 1 OUR LADY PEACE "Innocent" TAPROOT "Poem" WHITE STRIPES "Leaves"</p> <p><b>WDYL/Richmond, VA *</b> PD: Mike Murphy MD: Keith Dakin BOX CAR RACER "There" DASHBOARD "Saints" TAPROOT "Poem" WHITE STRIPES "Leaves"</p> <p><b>KCXX/Riverside, CA *</b> DM/DP: Kelli Cluque MD: Daryl James 1 BOX CAR RACER "There" PUDDLE OF MUDD "Hates"</p> <p><b>WZZI/Roanoke-Lynchburg, VA *</b> PD/MD: Don Walker BREAKING BENJAMIN "Poly" KOTTONTOWN "Kings "Vibes" MIDTOWN "Move" SR-71 "Tomorrow" TAPROOT "Poem" THEORY OF A DEADMAN "Nothing"</p> <p><b>WZNE/Rochester, NY *</b> DM/DP: Mike Danger MD: Violet 1 WHITE STRIPES "Leaves" SR-71 "Tomorrow" TAPROOT "Poem"</p> <p><b>KWOD/Sacramento, CA *</b> PD: Ron Bunce APD: Boomer EARSHOT "Afraid" LUCKY 7 "Monday" SR-71 "Tomorrow" TAPROOT "Poem" THEORY OF A DEADMAN "Nothing"</p> <p><b>KPNT/St. Louis, MO *</b> PD: Tommy Mattern MD: Jeff Frisse APD: Jeff "Woody" Fife 3 GOOD CHARLOTTE "Famous" EARSHOT "Afraid"</p>	<p><b>XKRR/Salt Lake City, UT *</b> PD/MD/VP/Prog. &amp; Prod.: Mike S No Adds</p> <p><b>XTRA/San Diego, CA *</b> PD: Bryan Schock MD: Chris Muckley No Adds</p> <p><b>KITS/San Francisco, CA *</b> PD: Sean Oemery MD: Aaron Axelsen DASHBOARD "Saints" TAPROOT "Poem"</p> <p><b>KJEE/Santa Barbara, CA</b> GM/DP: Eddie Gutierrez MD: Dakota SR-71 "Tomorrow"</p> <p><b>KRZQ/Reno, NV *</b> DM: Rob Blaze Brooks APD: Jeremy Smith MD: Matt Diablo 1 OUR LADY PEACE "Innocent" TAPROOT "Poem" WHITE STRIPES "Leaves"</p> <p><b>WWVV/Savannah, GA</b> PD/MD: B.J. Kinard 19 PUDDLE OF MUDD "Hates" 13 SOMETHING CORPORATE "Woke" OUR LADY PEACE "Innocent" GAVIN ROSSDALE "Adrenaline" SR-71 "Tomorrow" OK GO "Over"</p> <p><b>KNDD/Seattle-Tacoma, WA *</b> PD: Phil Manning APD: Jim Keller MD: Seth Restler DASHBOARD "Saints"</p> <p><b>KSRY/Shreveport, LA *</b> PD/MD: Johnny Maze 1 AUTHORITY ZERO "Minute" EARSHOT "Afraid" TAPROOT "Poem"</p> <p><b>WKRL/Syracuse, NY *</b> DM/DP: Mimi Griswold APD/MD: Abbie Weber LOUDERMILK "Aches" TAPROOT "Poem" USED "Ink" MAD AT GRAVITY "Away"</p>	<p><b>WXSX/Tallahassee, FL</b> PD: Steve King MD: Meathad SR-71 "Tomorrow" LOUDERMILK "Aches" THEORY OF A DEADMAN "Nothing"</p> <p><b>WSUN/Tampa, FL *</b> OM: Chuck Beck PD: Shark 5 PUDDLE OF MUDD "Hates" 2 EARSHOT "Afraid" 1 BOWLING FOR SOUP "Bad" USED "Ink"</p> <p><b>KFMA/Tucson, AZ *</b> PD: Libby Carstensen MD: Matt Spry 1 GOOD CHARLOTTE "Famous" BLINDSIDE "Pitiful"</p> <p><b>KMYZ/Tulsa, OK *</b> PD: Lynn Barstow MD: Corbin Pierce 1 GOOD CHARLOTTE "Famous" 1 PUDDLE OF MUDD "Hates"</p> <p><b>WHFS/Washington, DC *</b> PD: Robert Benjamin APD: Bob Waugh MD: Pat Ferrise No Adds</p> <p><b>WWDC/Washington, DC *</b> PD: Buddy Rizer MD: LeeAnn Curtis 1 STROKES "Someday" 1 SYSTEM OF A DOWN "Aerials" 1 SR-71 "Tomorrow"</p> <p><b>WPBZ/West Palm Beach, FL *</b> DM/DP: John O'Connell MD: Eric Kristensen No Adds</p> <p><b>WSFM/Wilmington, NC</b> PD: Knothead 3 3RD STRIKE "Redemption" 3 OK GO "Over" 2 TAPROOT "Poem" 2 THEORY OF A DEADMAN "Nothing"</p>
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**\* Monitored Reporters**  
86 Total Reporters

**76 Total Monitored**

**10 Total Indicator**  
9 Current Indicator Playlists

**Did Not Report, Playlist Frozen (1):**  
WCYY/Portland, ME



# TONIC

## "Take Me As I Am"

New this week:  
**99X, WRAX**

Already on:  
**KZON, WLRS, WRZX, KCNL, WAVF, WRZK, KFTE, and more**

Take a hit for what it is



### New & Active

**SPARTA** Cut Your Ribbon (DreamWorks)  
Total Plays: 314, Total Stations: 34, Adds: 2

**SOMETHING CORPORATE I** Woke... (Drive-Thru/MCA)  
Total Plays: 308, Total Stations: 24, Adds: 1

**USED** The Taste Of Ink (Reprise)  
Total Plays: 281, Total Stations: 33, Adds: 9

**BOX CAR RACER** There Is (MCA)  
Total Plays: 235, Total Stations: 19, Adds: 5

**QUEENS OF THE STONE AGE** No One Knows (Interscope)  
Total Plays: 202, Total Stations: 19, Adds: 8

**DASHBOARD CONFSSIONAL** Saints And Sailors (TVT)  
Total Plays: 192, Total Stations: 20, Adds: 3

**GOO GOO DOLLS** Big Machine (Warner Bros.)  
Total Plays: 184, Total Stations: 10, Adds: 0

**TAPROOT** Poem (Velvet Hammer/Atlantic)  
Total Plays: 179, Total Stations: 36, Adds: 25

**AUTHORITY ZERO** One More Minute (Lava/Atlantic)  
Total Plays: 165, Total Stations: 20, Adds: 4

**DISTILLERS** City Of Angels (Hellcat/Epitaph)  
Total Plays: 155, Total Stations: 10, Adds: 2

Songs ranked by total plays

### Indicator

#### Most Added

**THEORY OF A DEADMAN**  
Nothing Could Come Between Us (Roadrunner/IDJMG)

**EARSHOT** Not Afraid (Warner Bros.)

**SR-71** Tomorrow (RCA)

**TAPROOT** Poem (Velvet Hammer/Atlantic)

**OK GO** Get Over It (Capitol)

**SOMETHING CORPORATE I** Woke Up... (Drive-Thru/MCA)

**PUDDLE OF MUDD** She Hates Me (Flawless/Geffen/Interscope)

**OUR LADY PEACE** Innocent (Columbia)

**GAVIN ROSSDALE** Adrenaline (Universal)

**SEETHER** Fine Again (Wind-up)

**RED HOT CHILI PEPPERS** Zephyr Song (Warner Bros.)

**BOX CAR RACER** There Is (MCA)

**DISTILLERS** City Of Angels (Hellcat/Epitaph)

**LOUDERMILK** Estrogen Oxygen Aches In... (DreamWorks)

**MAD AT GRAVITY** Walk Away (ARTISTdirect)

**USED** The Taste Of Ink (Reprise)

**3RD STRIKE** Redemption (Hollywood)

**JOHN MAYER** Your Body Is A... (Aware/Columbia)

**BREAKING BENJAMIN** Polyamorous (Hollywood)

**CREEPING EYE** Born Star (Lourdens)

August 30, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	GROSS IMPRESSIONS ('00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
3	1	<b>BETH ORTON</b> Concrete Sky (Astralwerks/Heavenly/Capitol)	336	+41	9610	9	21/0
1	2	<b>BRUCE SPRINGSTEEN</b> The Rising (Columbia)	323	+3	8685	8	20/0
4	3	<b>CHUCK PROPHET</b> Summertime Thing (New West/Red Ink)	268	-11	7001	17	19/0
2	4	<b>DAVE MATTHEWS BAND</b> Where Are You Going (RCA)	260	-55	6075	15	18/0
5	5	<b>BONNIE RAITT</b> Silver Lining (Capitol)	259	-2	6591	6	21/0
8	6	<b>SHERYL CROW</b> Steve McQueen (A&M/Interscope)	249	+8	3736	6	16/0
7	7	<b>COLDPLAY</b> In My Place (Capitol)	249	-5	7204	8	18/0
9	8	<b>JOHN MAYER</b> Your Body Is A Wonderland (Aware/Columbia)	242	+11	3914	10	13/0
14	9	<b>PETER GABRIEL</b> The Barry Williams Show (Geffen/Interscope)	217	+44	7485	3	19/1
6	10	<b>COUNTING CROWS</b> American Girls (Geffen/Interscope)	202	-57	4096	15	14/0
13	11	<b>ELVIS COSTELLO</b> 45 (Island/IDJMG)	190	+11	6157	5	18/1
10	12	<b>BRUCE HORNSBY</b> Sticks & Stones (RCA)	190	-2	4835	8	17/0
16	13	<b>COUSTEAU</b> Talking To Myself (Palm Pictures)	184	+26	6183	7	17/0
20	14	<b>AIMEE MANN</b> Humpty Dumpty (SuperEgo/United Musicians)	176	+39	6329	4	17/0
18	15	<b>SONIA DADA</b> Baby Woke Up (Calliope/Razor & Tie)	172	+23	7403	5	16/0
11	16	<b>NEIL FINN</b> Driving Me Mad (Nettwerk)	159	-31	5059	15	14/0
15	17	<b>DAVID BOWIE</b> Slow Burn (ISO/Columbia)	145	-26	4755	12	15/0
24	18	<b>RHETT MILLER</b> Come Around (Elektra/EEG)	137	+18	3880	3	15/0
12	19	<b>MAIA SHARP</b> Willing To Burn (Concord)	133	-54	3933	20	14/0
19	20	<b>HOWIE DAY</b> Ghost (Epic)	132	-7	3239	7	11/0
17	21	<b>CHRIS ISAAK</b> One Day (Reprise)	127	-24	1966	13	9/0
<b>Debut</b>	22	<b>KIM RICHEY</b> This Love (Lost Highway/IDJMG)	123	+33	3947	1	17/2
<b>Debut</b>	23	<b>JACKSON BROWNE</b> The Night Inside Me (Elektra/EEG)	122	+61	3830	1	18/3
25	24	<b>LOS LOBOS</b> Hearts Of Stone (Mammoth)	119	+2	3989	19	11/0
23	25	<b>ROBERT PLANT</b> Darkness, Darkness (Universal)	117	-8	2328	11	11/0
26	26	<b>DAVE PIRNER</b> Never Recover (Ultimatum)	112	-3	1748	4	10/0
29	27	<b>PETER STUART</b> With My Heart In Your Hands (Vanguard)	110	+11	3152	2	13/0
22	28	<b>NORAH JONES</b> Don't Know Why (Blue Note/Virgin)	107	-20	2865	22	10/0
<b>Debut</b>	29	<b>WILLY PORTER</b> If Love Were An Airplane (Six Degrees)	102	+15	3401	1	12/0
21	30	<b>BRYAN FERRY</b> Goddess Of Love (Virgin)	101	-31	3111	14	10/0

21 Triple A Indicator Reports. Songs ranked by total plays for the airplay week of Sunday 8/18-Saturday 8/24.

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## Most Added

ARTIST TITLE LABEL(S)	ADDS
<b>JOSH JOPLIN GROUP</b> (I Am Not The Only)... (Artemis)	14
<b>TREY ANASTASIO</b> Cayman Review (Elektra/EEG)	13
<b>COUNTING CROWS</b> Miami (Geffen/Interscope)	13
<b>DAVE MATTHEWS BAND</b> Grace Is Gone (RCA)	6
<b>FEEL</b> Won't Stand In Your Way (Curb)	4
<b>JACKSON BROWNE</b> The Night Inside Me (Elektra/EEG)	3
<b>JOAN OSBORNE</b> Love's In Need Of Love (Compendia)	3
<b>JOHN MAYALL</b> Pride & Faith (Eagle/Red Ink)	3
<b>DELBERT MCCLINTON</b> Same Kind... (New West/Red Ink)	3
<b>KIM RICHEY</b> This Love (Lost Highway/IDJMG)	2
<b>WILCO</b> Jesus, Etc. (Nonesuch)	2
<b>ALICE PEACOCK</b> I'll Be The One (Aware/Columbia)	2
<b>TORI AMOS</b> A Sorta Fairytale (Epic)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>JACKSON BROWNE</b> The Night Inside Me (Elektra/EEG)	+61
<b>WILCO</b> Jesus, Etc. (Nonesuch)	+60
<b>PETER GABRIEL</b> The Barry Williams... (Geffen/Interscope)	+44
<b>BETH ORTON</b> Concrete Sky (Astralwerks/Heavenly/Capitol)	+41
<b>TREY ANASTASIO</b> Cayman Review (Elektra/EEG)	+41
<b>AIMEE MANN</b> Humpty... (SuperEgo/United Musicians)	+39
<b>PATTY GRIFFIN</b> Chief (ATO)	+39
<b>JOSH JOPLIN GROUP</b> (I Am Not The Only)... (Artemis)	+35
<b>KIM RICHEY</b> This Love (Lost Highway/IDJMG)	+33
<b>COUSTEAU</b> Talking To Myself (Palm Pictures)	+26
<b>SONIA DADA</b> Baby Woke Up (Calliope/Razor & Tie)	+23
<b>COUNTING CROWS</b> Miami (Geffen/Interscope)	+21
<b>DAVE MATTHEWS BAND</b> Grace Is Gone (RCA)	+19
<b>STEVE EARLE</b> Conspiracy Theory (E-Squared/Artemis)	+19
<b>RHETT MILLER</b> Come Around (Elektra/EEG)	+18
<b>HOT CLUB OF COWTOWN</b> Sleep (Hightone)	+16
<b>WILLY PORTER</b> If Love Were An Airplane (Six Degrees)	+15
<b>KARL DENSON'S TINY UNIVERSE</b> Because... (Relaxed/Sci-Fidelity)	+14
<b>JOHN MAYALL</b> Pride & Faith (Eagle/Red Ink)	+14

## Reporters

<b>WAPS/Akron, OH</b> PD: MD: Bill Gruber 1 TREY ANASTASIO "Review" 2 JACKSON BROWNE "Night" 3 COUNTING CROWS "Miami" 4 FEEL "Stand" 5 JIMMYEATWORLD "Sweet" 6 JOSH JOPLIN GROUP "Cowboy" 7 ALICE PEACOCK "One"
<b>KTZO/Albuquerque, NM</b> PD: Scott Soubirade MD: Don Kelley 1 PETER GABRIEL "Barry" 2 COUNTING CROWS "Miami"
<b>KGSR/Austin, TX</b> OM: Jeff Carol PD: Jody Denberg APD: Jyl Hersham-Ross MD: Susan Castle 1 DAVE MATTHEWS BAND "Grace" 2 KARL DENSON'S "Because" 3 BLIND BOYS OF ALABAMA "Ready" 4 WILCO "Jesus" 5 JOHN MAYALL "Leabably" 6 STEVE EARLE "Theory" 7 BRAD SHINN "Shinn"
<b>WRNR/Baltimore, MD</b> OM: Jon Peterson PD: Alex Cortrigh MD: Damian Einstein 1 DAVE MATTHEWS BAND "Grace" 2 TREY ANASTASIO "Review" 3 COUNTING CROWS "Miami"
<b>KRVB/Boise, ID</b> OM/PD: Dan McCoy 1 TORI AMOS "Sorta" 2 COUNTING CROWS "Miami"
<b>WBDS/Boston, MA</b> PD: Chris Herrmann APD/MD: Michele Williams 1 DAVE MATTHEWS BAND "Grace" 2 AIMEE MANN "Humpty" 3 TREY ANASTASIO "Review" 4 Lenny Kravitz "Cold"
<b>WXRV/Boston, MA</b> PD: Donna Doody MD: Jana Marshall 1 TORI AMOS "Sorta" 2 COUNTING CROWS "Miami" 3 TREY ANASTASIO "Review" 4 JACKSON BROWNE "Night" 5 BRUCE HORNSBY "Pass"
<b>CKEY/Buffalo, NY</b> OM/PD: Rob White MD: Mike Blakely 1 BLUE RODEO "Bull" 2 DAVES "River" 3 SPINER "Later" 4 AVRII LAVIGNE "Skins" 5 WAVE "Feas"
<b>WNCS/Burlington, VT</b> MD: Mark Abuzzahab 1 TORI AMOS "Sorta" 2 KIM RICHEY "Love" 3 COUNTING CROWS "Miami" 4 JACKSON BROWNE "Night"
<b>WMVY/Cape Cod, MA</b> PD/MD: Barbara Dacey 1 JOSH JOPLIN GROUP "Cowboy" 2 JOSH JOPLIN GROUP "Cowboy" 3 DAVE MATTHEWS BAND "Grace"
<b>WDDO/Chattanooga, TN</b> OM/PD/MD: Danny Howard 9 JOSH JOPLIN GROUP "Cowboy"
<b>WXRT/Chicago, IL</b> PD: Norm Winer APD/MD: John Farneda 1 RYAN ADAMS "Nuclear" 2 MARIANE FAITHFULL "Wherever"
<b>KBXR/Columbia, MO</b> PD/MD: Lana Trezise 8 PETER GABRIEL "Barry" 3 DUNCAN SHEIK "High" 2 KIM RICHEY "Love" 2 JOSH JOPLIN GROUP "Cowboy"
<b>KBCD/Denver-Boulder, CO</b> PD: Scott Arbough MD: Keeter No Axis
<b>WDET/Detroit, MI</b> PD: Judy Adams MD: Martin Bandyke AMC: Chuck Horn 1 JOSH JOPLIN GROUP "Cowboy" 2 CONJURE ONE/OCONNOR "Tears" 3 JACKSON BROWNE "Night"
<b>WVDD/Elizabeth City, NC</b> PD: Matt Cooper MD: Tad Abbey 1 WALLFLOWERS "Top" 2 JOSH JOPLIN GROUP "Cowboy" 3 WILCO "Jesus" 4 TREY ANASTASIO "Review" 5 KARL DENSON'S "Because"
<b>NWCW/Greenville, SC</b> PD: Mark Keele APD/MD: Kim Clark 1 DAVID BOWIE "Come" 2 BECK "Lose" 3 NEKO CASE "Review" 4 COUNTING CROWS "Miami" 5 JOSH JOPLIN GROUP "Cowboy" 6 DAVE MATTHEWS BAND "Grace" 7 JOAN OSBORNE "Love's" 8 ELIADES OCHOA "Toby"
<b>WTTW/Indianapolis, IN</b> PD: Brad Holtz MD: Todd Berryman 1 TREY ANASTASIO "Review" 2 FEEL "Stand" 3 JOSH JOPLIN GROUP "Cowboy" 4 COUNTING CROWS "Miami" 5 PATTY GRIFFIN "Chief"
<b>WKDK/Knoxville, TN</b> PD: Shane Cox MD: Sarah McClune 1 JOSH JOPLIN GROUP "Cowboy" 2 DAVE MATTHEWS BAND "Grace" 3 PATTY GRIFFIN "Chief"
<b>KMTN/Jackson, WY</b> PD/MD: Mark Fishman 1 TREY ANASTASIO "Review" 2 BLIND BOYS OF ALABAMA "Ready" 3 JOSH JOPLIN GROUP "Cowboy" 4 JOHN MAYALL "Pride" 5 DELBERT MCCLINTON "Same" 6 CHRISTIE LARKIN "Circuit"
<b>WPKL/Louisville, KY</b> PD: Dan Reed APD: Stacy Owen 1 TORI AMOS "Sorta" 2 TREY ANASTASIO "Review" 3 COUNTING CROWS "Miami" 4 TONY FURTADO "Berta" 5 ALEX LOYD "Amazing" 6 DAVE MATTHEWS BAND "Grace" 7 JOAN OSBORNE "Love's" 8 DIANA WASHINGTON "It" 9 KELLER WILLIAMS "Speaker" 10 JACKSON BROWNE "Night"
<b>KTBB/Kansas City, MO</b> PD: Jon Hart MD: Byron Johnson 18 DAVE MATTHEWS BAND "Grace" 18 JOSH JOPLIN GROUP "Cowboy" 12 TREY ANASTASIO "Review" 1 ELVIS COSTELLO "45" 2 COUNTING CROWS "Miami" 3 JOHN MAYALL "Pride" 4 DELBERT MCCLINTON "Same" 5 CHRISTIE LARKIN "Circuit"
<b>WMMW/Madison, WI</b> PD/MD: Tom Teuber 4 COUNTING CROWS "Miami" 3 JOSH JOPLIN GROUP "Cowboy" FEEL "Stand"
<b>WMPS/Memphis, TN</b> PD/MD: Alexandra Inzer No Axis
<b>KTCZ/Minneapolis, MN</b> PD: Lauren MacLachlan APD/MD: Mike Wolf 1 JACKSON BROWNE "Night" 2 COUNTING CROWS "Miami"
<b>WGVX/Minneapolis, MN</b> OM: Dave Hamilton PD: Jeff Collins 16 RHETT MILLER "Come" 14 RED HOT CHILI "Song" 13 KIM RICHEY "Love" 13 WILCO "Jesus" 13 TREY ANASTASIO "Review" 8 FEEL "Stand"
<b>WZWE/Mobile, AL</b> PD: Brian Hart MD: Tim Hallmark 1 PETER GABRIEL "Barry" 2 TREY ANASTASIO "Review" 3 JOE COOKER "You're Set"
<b>KPIG/Monterey, CA</b> PD/MD: Laura Ellen Hopper 4 NORRIS & ROGERS "Changes" 3 JOHN MAYALL "Pride" 1 CHIEFTANS "One"
<b>KTEE/Monterey, CA</b> OM/PD: Chris White MD: Carl Widding 1 DAVE MATTHEWS BAND "Grace" 2 VAN MORISON "Summer"
<b>WRLT/Nashville, TN</b> OM/PD: David Hall APD/MD: Keith Coes 1 TREY ANASTASIO "Review" 2 CONJURE ONE/OCONNOR "Tears" 3 COUNTING CROWS "Miami" 4 FEEL "Stand" 5 TONY FURTADO "Berta" 6 DELBERT MCCLINTON "Same"
<b>WFUV/New York, NY</b> PD: Chuck Singleton MD: Rita Houston AMC: Russ Borris 3 TREY ANASTASIO "Review" 4 JOSH JOPLIN GROUP "Cowboy" 5 DELBERT MCCLINTON "Same" 6 ALICE PEACOCK "One" 7 CLIVE BERRHARDT "Sugar Town"
<b>WKOC/Norfolk, VA</b> PD: Paul Shugrue MD: Kristen Croot 2 TORI AMOS "Sorta" 3 COUNTING CROWS "Miami" 4 FEEL "Stand" 5 JOSH JOPLIN GROUP "Cowboy" 6 WALLFLOWERS "Top"
<b>KCTY/Omaha, NE</b> PD: Max Burgardner MD: Christopher Dean 8 DAVES "River" 9 FLAMING LIPS "Reactor" 10 JIMMYEATWORLD "Sweet" 11 COUNTING CROWS "Miami" 12 FEEL "Stand"
<b>WXPN/Philadelphia, PA</b> PD: Bruce Warren APD/MD: Helen Leicht 6 NORAH JONES "Coal" 5 TREY ANASTASIO "Review" 4 COUNTING CROWS "Miami" 3 FEEL "Stand" 2 JOSH JOPLIN GROUP "Cowboy" 1 DAVE MATTHEWS BAND "Grace" CONJURE ONE/OCONNOR "Tears" PHIL BRY "Humbert" BIGGER LOVERS "Simple" RED HOT CHILI "Song"
<b>WYEP/Pittsburgh, PA</b> PD: Rosemary Welsch APD/MD: Chris Griffin 1 COUNTING CROWS "Miami" 2 TREY ANASTASIO "Review" 3 JOSH JOPLIN GROUP "Cowboy" 4 WAVE "Feas" 5 SOLOMON BURKE "Stepchild"
<b>KINX/Portland, OR</b> PD: Dennis Constantine MD: Kevin Welch 1 COUNTING CROWS "Miami" 2 CONJURE ONE/OCONNOR "Tears"
<b>WOST/Poughkeepsie, NY</b> DM/GM: Gary Chetkof PD: Greg Gattine APD: Christine Martinez MD: Roger Menell 4 TREY ANASTASIO "Review" 5 JOSH JOPLIN GROUP "Cowboy" 6 COUNTING CROWS "Miami" 7 JACK JOHNSON "Bubble"
<b>KTHX/Reno, NV</b> PD: Harry Reynolds MD: Dave Herold 5 PATTY GRIFFIN "Chief" 6 TREY ANASTASIO "Review" 7 BECK "Lose" 8 COUNTING CROWS "Miami" 9 JOSH JOPLIN GROUP "Cowboy" 10 WILCO "Jesus"
<b>KENZ/Salt Lake City, UT</b> OM/PD: Bruce Jones MD: Kari Bushman TORI AMOS "Sorta" 2 JACK JOHNSON "Bubble" 3 JOSH JOPLIN GROUP "Cowboy"
<b>KPRI/San Diego, CA</b> PD: Dave Benson APD/MD: Haley Jones JOE BONAMASSA "Waiting"
<b>KFOG/San Francisco, CA</b> PD: Dave Benson APD/MD: Haley Jones JOE BONAMASSA "Waiting"
<b>KDTR/San Luis Obispo, CA</b> PD: Drew Ross MD: Rick Williams 9 COUNTING CROWS "Miami" 7 WILCO "Jesus" 4 BECK "Lose" 4 TREY ANASTASIO "Review" 4 HELLECASTERS "Miss"
<b>KBAC/Santa Fe, NM</b> GM/PD: Ira Gordon APD: Sam Ferraro 3 JOSH JOPLIN GROUP "Cowboy" 3 COUNTING CROWS "Miami" 3 TREY ANASTASIO "Review" 3 FEEL "Stand"
<b>KTAD/Santa Fe, NM</b> PD: Brad Hockmeyer APD/MD: Michael Dean 1 TREY ANASTASIO "Review" 2 JOSH JOPLIN GROUP "Cowboy" 3 COUNTING CROWS "Miami" 4 DELBERT MCCLINTON "Same" 5 FEEL "Stand" 6 FLAMING LIPS "Reactor" 7 JOAN OSBORNE "Love's"
<b>KRSH/Santa Rosa, CA</b> PD: Bill Bowker MD: Pam Long 1 JOSH JOPLIN GROUP "Cowboy" 1 TREY ANASTASIO "Review" 1 FEEL "Stand" 2 DUNCAN SHEIK "High" 3 ANDY STOKCHANSKY "Wonderful" 4 WILCO "Jesus"
<b>KMTT/Seattle-Tacoma, WA</b> GM/PD: Chris Mays APD/MD: Shawn Stewart 2 KIM RICHEY "Love"
<b>KAEP/Spokane, WA</b> PD: Tim Cotler MD: Kari Bushman BOWLING FOR SOUL "Sad" MARIO VAS "Beats" SILVERCRUSH "Me" TRUST COMPANY "Downfall"
<b>WRNK/Springfield, MA</b> GM/PD: Tom Davis MD: Donnie Moorthouse 14 BRUCE SPRINGSTEEN "Lonesome" 9 SHERYL CROW "Sweet" 10 TREY ANASTASIO "Review" 11 JACKSON BROWNE "Night" 12 CONJURE ONE/OCONNOR "Tears" 13 FEEL "Stand" 14 FLAMING LIPS "Reactor" 15 JIMMYEATWORLD "Sweet" 16 JOSH JOPLIN GROUP "Cowboy" 17 COUNTING CROWS "Miami"

## National Programming

Added This Week



World Cafe

Ali Castellini 215-898-6677

CHUCK PROPHET I Bow Down And Pray ...  
RYAN ADAMS Nuclear  
TORI AMOS A Sorta Fairytale  
TREY ANASTASIO Cayman Review  
WILCO Jesus Etc.



Acoustic Cafe

Rob Reinhart 734-761-2043

BOBBY BARE JR. Dig Down  
JAMES TAYLOR October Road  
KIM RICHEY This Love  
VARIOUS ARTISTS Going Driftless

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of all pictured and send them to:

R&R c/o Mike Davis:  
10100 Santa Monica Blvd., 3rd Floor,  
Los Angeles, CA 90067



JOHN SCHOENBERGER

jschoenberger@radioandrecords.com

## You're All Winners To Me

Recapping the Triple A Achievement Award winners for 2002

As I look back on the first R&R Triple A Summit, one of the highlights was having the opportunity to present this year's Industry Achievement Awards in front of an audience of my peers. Everyone in attendance was a member or a supporter of the Triple A community, and that gave the awards that much more impact.

Anyone who was nominated should be proud of the fact that their peers thought enough of them to enter their name in the initial balloting. And, although they may have been a bit disappointed when someone else won, I'm sure they quickly realized that, in the current state of the radio and record industries, we are all winners just to still be around.

I would like to note that we will likely expand the categories next year, and we are also talking about narrowing down the nomination process and voting to the Triple A community only. This year the winners were voted on by all R&R subscribers, and the votes were tabulated and certified by the accounting firm of Miller, Kaplan, Arase and Co.

### Program Director Of The Year: Norm Winer, WXRT/Chicago

It seems like Norm Winer has been with WXRT since he was in diapers, but, in fact, his major-market career started at WBCN/Boston in the late '60s. From there he moved to the legendary KSAN/San Francisco before joining WXRT in 1979. Since then, Norm, his staff and the station have won countless awards, confirming that WXRT is one of the best stations in the country.



Norm Winer

"It would be misleading for anyone to assume that my efforts are any more admirable or creative or profitable than those of my counterparts and fellow nominees," Winer says. "These industry trendsetters are responsible for our current state: The format is thriving in several markets, and format-specific artists have become retail success stories. They are truly remarkable competitors.

"In some ways I'd like to think that we are still making it up as we go along — and I like that. I am grateful for the acknowledgment of my work at 'XRT, with a staff that makes me look awful good, and the rewarding

collaborations with the sales, marketing and promotion departments that keep us consistent in our vision. I am also grateful for a patient wife and GM!"

### Music Director Of The Year: Haley Jones, KFOG/San Francisco

Since the team of Haley Jones and Dave Benson took over the programming reins at KFOG, the station has enjoyed its most consistent and best ratings in its 20-year history. Prior to one joining KFOG three years ago Jones was PD of KAEP/Spokane for five years.



Haley Jones

"Thank you very much for the honor," says Jones. "Luckily for me, I work with some of the best people in Triple A and in the industry as a whole. Dave Benson, Rosalie Howarth, Jude Heller and Dwight Walker make it easy for me to shine here at KFOG. I love what I do and will wear my crown proudly. It means a lot."

### Personality Of The Year: Lin Brehmer, WXRT/Chicago

Lin Brehmer served as WXRT's highly praised MD from 1984 to 1991, before leaving the station to program KTCZ/Minneapolis. In 1992 he was wooed back to do mornings for 'XRT, and he has enjoyed consistent numbers in his daypart since almost the day he returned to the air.

His show displays a winning combination of wit, human-interest stories and intelligent news, along with a healthy dose of music to round it out. Why does 'XRT do well in the market? Well, Chicagoans start their day off listening to Brehmer and his sidekick, Mary



Lin Brehmer

Dixon, and they keep the station tuned in all day.

"This is my fifth consecutive award from R&R," says Brehmer. "And while I am personally enriched by any acknowledgment, I can almost guarantee that I do not deserve this award — just ask my GM! My parents aren't sure what a Triple A Personality of the Year is, but they're fairly certain it has something to do with a 12-step program."

### Radio Station Of The Year: KBCO/Denver-Boulder

This summer KBCO is celebrating its 25th year of delivering unique and creative radio to the listeners of Denver and Boulder. Over the years it has spawned some of the brightest and most successful programmers in the format, including Dennis Constantine, John Bradley, Doug Clifton and Dave Benson. Current PD Scot Arbough has been with the station for 17-plus years and has been guiding the station's programming efforts for the past two.



Scot Arbough

As we celebrated the 10th anniversary of the Triple A Summit in Boulder this year, it was only fitting that our host station would be the recipient of the award for Triple A Radio Station of the Year.

"I am in awe of my incredible staff," says Arbough. "KBCO ranks No. 1 25-54 from the minute Bret Saunders hits the air, through Ginger Havlat's midday shift and Oz Medina's afternoon drive home. My MD, Keefer, skillfully executes my vision of how the station should sound. I am grateful to have learned from the best over the years, including Mike O'Connor and Dave Benson. I am a lucky man."

### Platinum Label Of The Year: Lost Highway

Since its inception a little less than two years ago, Lost Highway has made itself a label to be reckoned

with. In its first year the label received 16 Grammy nominations, taking home four trophies. With the multi-Platinum sales of *O Brother, Where Art Thou*, as well as successful projects by Willie Nelson, Lucinda Williams, Ryan Adams and more, the label is already in the black. Since Lost Highway is a joint venture between Mercury Nashville and IDJMG, it qualified for the Platinum label category and went up against some very stiff competition.

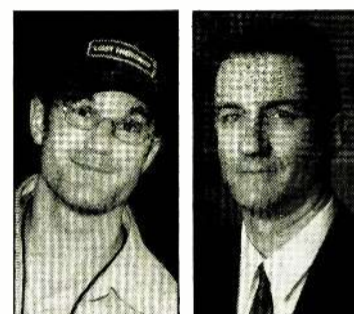
"I have to give credit to our artists, first and foremost," says Lost Highway National Promotion Director Glenn Noblit. "They create the magic that we have the honor to display. Credit also goes to our fearless leader, Luke Lewis, for his vision and relentless commitment to artistry, and to the Triple A format for its support. It's a beautiful format to be a part of, and to receive this award is such a thrill."

### Gold Label Of The Year: DreamWorks

Although DreamWorks has established itself in the industry, it has only recently started to make a concerted effort to promote its artists to Triple A. Rather than going out and buying big names, the label is creating a reputation for itself by finding new talent and by displaying long-term commitment to artist development.

"As a label, DreamWorks is more committed than ever to the Triple A format," says Adult Formats Promotion Director Marc Ratner. "Although we've charted a bunch of artists in this past year — Jimmy Eat World and Lifehouse on the commercial side and Citizen Cope, Eels and Rufus Wainwright on the noncommercial side — I feel like we're just beginning to hit our stride, and I look forward to where we are going together.

"So, from myself, Norma Manzanars, Mark Kargol and everyone else at DreamWorks — most importantly



Glenn Noblit

Ray Gmeiner

the artists — thanks for the vote of confidence and the support. We will do our best to live up to your expectations."

### Label Executive Of The Year: Ray Gmeiner, Virgin

Ray Gmeiner is a 25-year veteran of the music industry. He joined Virgin about five years ago as VP/Promotion and in that period has overseen the label's efforts at Rock and Triple A radio.

"In this difficult time for our industry, in particular, and our country, in general, it is especially gratifying to be recognized by my peers for my efforts on behalf of Virgin's great artists, who make our jobs easier with their musical vision and creativity," says Gmeiner.

"I want to thank everyone in the radio and record communities in the Triple A format and the R&R subscribers and friends who voted for me. Together, this past year, we have proven how valuable our format is to the success of our industry. Many thanks to Erica Farber, John Schoenberger, Missy Haffley and the entire R&R staff for this honor. I would especially like to thank the Virgin regional promotion staff and our assistants for their hard work, which made this award possible for me."

### TALK BACK TO R&R!

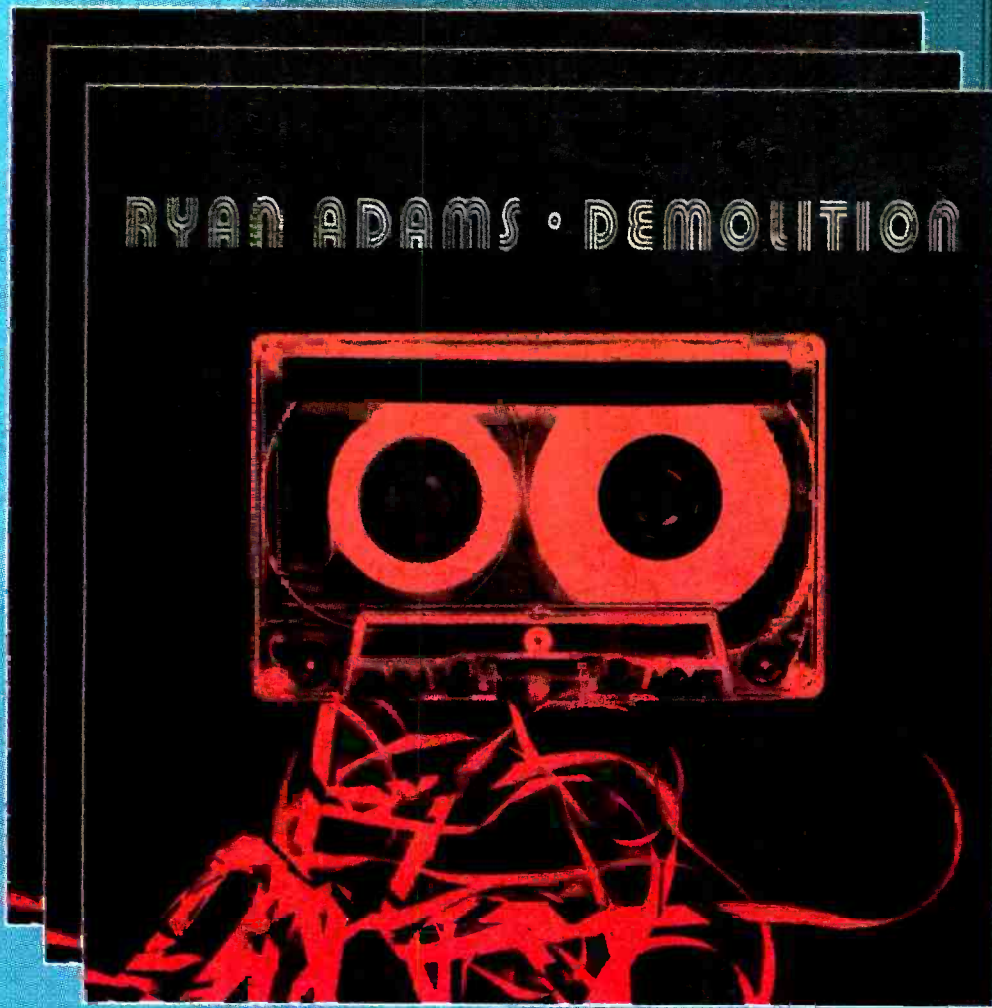
Do you have questions, comments or feedback regarding this column or other issues?

Call me at 310-788-1666 or e-mail:

jschoenberger@radioandrecords.com

# RYAN ADAMS

# DEMOLITION

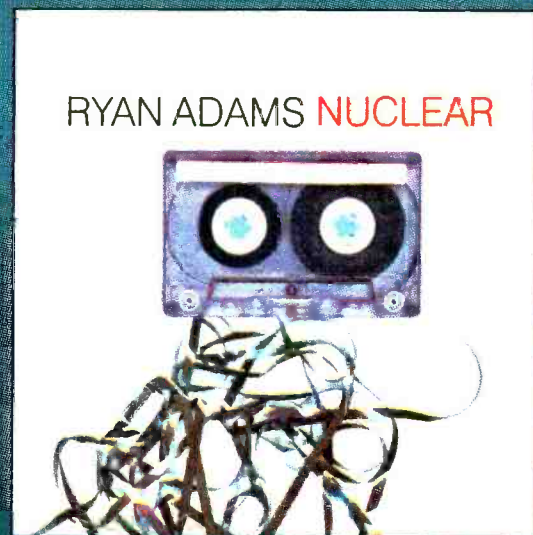


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LOST HIGHWAY

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# R&R Triple A Top 30

Powered By



August 30, 2002

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	DAVE MATTHEWS BAND Where Are You Going (RCA)	663	-25	41294	15	27/0
3	2	COLDPLAY In My Place (Capitol)	547	+22	33851	8	27/0
2	3	JACK JOHNSON Flake (Enjoy/Universal)	540	-9	39948	28	27/0
4	4	JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	536	+38	37612	12	24/0
5	5	BRUCE SPRINGSTEEN The Rising (Columbia)	502	+4	32418	9	23/0
7	6	SHERYL CROW Steve McQueen (A&M/Interscope)	488	+35	31638	6	23/1
8	7	CHUCK PROPHET Summertime Thing (New West/Red Ink)	441	+11	33595	11	23/0
9	8	NORAH JONES Don't Know Why (Blue Note/Virgin)	405	-3	32795	17	23/0
6	9	COUNTING CROWS American Girls (Geffen/Interscope)	390	-74	14041	16	24/0
10	10	JIMMY EAT WORLD The Middle (DreamWorks)	355	-20	22034	24	18/0
11	11	PETER GABRIEL The Barry Williams Show (Geffen/Interscope)	322	+40	26078	3	23/2
12	12	HOWIE DAY Ghost (Epic)	300	+18	20521	9	23/0
13	13	DAVE PIRNER Never Recover (Ultimatum)	274	-8	16079	9	22/0
16	14	BONNIE RAITT Silver Lining (Capitol)	253	+10	20668	5	19/0
14	15	CHRIS ISAAK One Day (Reprise)	239	-34	11192	13	18/0
15	16	DROPLINE Fly Away From Here (...Day) (143/Reprise)	233	-23	12639	12	15/0
21	17	311 Amber (Volcano)	227	+41	17482	4	10/0
17	18	RED HOT CHILI PEPPERS By The Way (Warner Bros.)	227	-9	8064	12	10/0
18	19	BETH ORTON Concrete Sky (Astralwerks/Heavenly/Capitol)	226	+11	14604	6	17/0
20	20	PETER STUART With My Heart In Your Hands (Vanguard)	210	+13	10261	3	19/0
19	21	LUCE Good Day (Nettwerk)	198	-16	14291	13	13/0
23	22	C. KROEGER F/J. SCOTT Hero (Roadrunner/Columbia/IDJMG)	194	+17	5313	13	6/0
22	23	THE CORRS F/BONO When The Stars Go Blue (143/Lava/Atlantic)	178	-4	13779	19	8/0
27	24	GOO GOO DOLLS Big Machine (Warner Bros.)	174	+17	5886	3	11/0
24	25	ELVIS COSTELLO 45 (Island/IDJMG)	174	+13	12124	3	16/0
<b>Debut</b>	26	JACKSON BROWNE The Night Inside Me (Elektra/EEG)	173	+75	14600	1	19/3
28	27	CREED One Last Breath (Wind-up)	168	+18	4954	2	5/0
25	28	JACK JOHNSON Bubble Toes (Enjoy/Universal)	166	+6	10846	3	15/1
<b>Debut</b>	29	AIMEE MANN Humpty Dumpty (SuperEgo/United Musicians)	149	+28	7800	1	11/1
29	30	SONIA DADA Baby Woke Up (Calliope/Razor & Tie)	142	+13	9136	2	12/0

28 Triple A reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 8/18-8/24. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (copyright 2002, The Arbitron Company). (C) 2002, R&R, Inc.

## New & Active

**HOOBASTANK** Running Away (Island/IDJMG)

Total Plays: 131, Total Stations: 4, Adds: 0

**BRUCE SPRINGSTEEN** Lonesome Day (Columbia)

Total Plays: 130, Total Stations: 4, Adds: 1

**RED HOT CHILI PEPPERS** Zephyr Song (Warner Bros.)

Total Plays: 124, Total Stations: 4, Adds: 1

**LENNY KRAVITZ** If I Could Fall In Love (Virgin)

Total Plays: 114, Total Stations: 7, Adds: 1

**RHETT MILLER** Come Around (Elektra/EEG)

Total Plays: 104, Total Stations: 9, Adds: 1

**LIFEHOUSE** Spin (DreamWorks)

Total Plays: 102, Total Stations: 5, Adds: 0

**ALICE PEACOCK** I'll Be The One (Aware/Columbia)

Total Plays: 99, Total Stations: 11, Adds: 0

**DUNCAN SHEIK** On A High (Atlantic)

Total Plays: 90, Total Stations: 8, Adds: 1

**SILVERCRUSH** Who Is Me? (Redline)

Total Plays: 90, Total Stations: 8, Adds: 1

**KIM RICHEY** This Love (Lost Highway/IDJMG)

Total Plays: 88, Total Stations: 10, Adds: 2

Songs ranked by total plays

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
COUNTING CROWS Miami (Geffen/Interscope)	13
JOSH JOPLIN GROUP (I Am Not The Only)... (Artemis)	9
TREY ANASTASIO Cayman Review (Elektra/EEG)	9
FEEL Won't Stand In Your Way (Curb)	8
WILCO Jesus, Etc. (Nonesuch)	4
TORI AMOS A Sorta Fairytale (Epic)	4
JACKSON BROWNE The Night Inside Me (Elektra/EEG)	3
DAVE MATTHEWS BAND Grace Is Gone (RCA)	3
CONJURE ONE F/SINEAD O'CONNOR Tears... (Nettwerk)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JACKSON BROWNE The Night Inside Me (Elektra/EEG)	+75
KIM RICHEY This Love (Lost Highway/IDJMG)	+45
RHETT MILLER Come Around (Elektra/EEG)	+42
311 Amber (Volcano)	+41
PETER GABRIEL The Barry Williams... (Geffen/Interscope)	+40
JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	+38
SHERYL CROW Steve McQueen (A&M/Interscope)	+35
AIMEE MANN Humpty... (SuperEgo/United Musicians)	+28
PATTY GRIFFIN Chief (ATO)	+27
TORI AMOS A Sorta Fairytale (Epic)	+26

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
JOHN MAYER No Such Thing (Aware/Columbia)	255
SHERYL CROW Soak Up The Sun (A&M/Interscope)	232
GOO GOO DOLLS Here Is Gone (Warner Bros.)	184
LIFEHOUSE Hanging By A Moment (DreamWorks)	161
DAVID GRAY Babylon (ATO/RCA)	159
PETE YORN Strange Condition (Columbia)	157
CALLING Wherever You Will Go (RCA)	143
U2 In A Little While (Interscope)	141
EDDIE VEDDER You've Got To Hide Your... (V2)	139
U2 Beautiful Day (Interscope)	136
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	132
CHRIS ISAAK Let Me Down Easy (Reprise)	123
NICKELBACK How You Remind Me (Roadrunner/IDJMG)	122
PETE YORN Life On A Chain (Columbia)	121
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	117

R&R Station Playlists have moved to the web.  
See all of our monitored reporters at  
www.radioandrecords.com.

# COUNTING CROWS

# ★ MIAMI ★

## MOST ADDED EVERYWHERE!

KTCZ KINK WXPN KPRI  
WXRV WTTS WMMM WKOC  
WNCS WRLT WRNR & many more

SoundScan=380,000

Words and Music by Adam E. Duritz  
Produced by Steve Lillywhite/Recorded by Carl Glandville  
Console Mixes by Jack Joseph Puig  
Featuring Sheryl Crow/Courtesy of A&M Records  
Executive Producers Gary Gersh and Jordan Schur

On tour this Fall

www.countingcrows.com www.geffen.com g2g management



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# AAA ARTIST OF THE WEEK

ARTIST: **Sonia Dada**  
 LABEL: **Calliope**

By **JOHN SCHOENBERGER** / TRIPLE A EDITOR



Sonia Dada

It all began about 12 years ago, when songwriter-guitarist Dan Pritzker stepped out of a commuter train in Chicago and was confronted with the near-perfect a cappella harmonies of Paris Delane, Michael Scott and Sam Hogan on the station platform. Pritzker had a four-piece band comprising himself, guitarist Dave Resnik, drummer Hank Guaglianone and bassist Erik Scott. They were looking for a singer to help flesh out their material. Well, all three singers joined the outfit, and **Sonia Dada** was born. Not long after, keyboardist Chris Cameron also joined the band. And, no, there was never anyone named Sonia in the band.

By 1992 Sonia Dada were ready to spread their hybrid sound of R&B and rock to a wider audience. They released their self-titled debut via indie label Chameleon to rave reviews. Unfortunately, just as things were getting started, the label folded. Not long after, the group signed with Capricorn, and the album was rereleased. The track "You Don't Treat Me No Good" enjoyed tremendous play from Triple A radio, and support for Sonia continued with the release of *A Day at the Beach*, which contained "Lay My Body Down" and "Lester's Methadone Clinic."

Shortly thereafter Capricorn shuttered its doors, so the band decided it was time set up their own operation. They relocated from Chicago to Connecticut, where they set up Calliope Records. Their first independent release was 1998's *My Secret Life*, which continued their exploration of blending various musical styles. By this time, Sonia Dada were not only a successful touring act in North America, they were also enjoying popularity throughout the world. This led to 1999's *Lay Down & Love It Live*, which documented their rousing and passionate live show.

Since then singer Sam Hogan has left the band's official lineup due to personal reasons and has been replaced by Shawn Christopher, who has added a feminine touch to the group's sound. For the recording of their latest album, *barefootsoul*, the current members were joined by many other players who've been part of the extended Sonia Dada family in one form or another, including Hogan, Debra Donkin (percussion) and Phil Miller (guitar). The album was produced by Dan Pritzker and Erik Scott and recorded and mixed by Ed Cherney.

Once again the band bridge the gap between the Stax/Volt stylings of the '60s and today's neo-soul groove while maintaining a highly original sound of their own. Whether it's the smooth groove of "Better Brains," the uptempo harmonizing in "Baby Woke Up," the understated beauty of "Raise the Roofbeam" or the moody "Angel," Sonia Dada continue to demonstrate their genius as songwriters, genre interpreters and tasteful musicians.

The band will be doing a select group of dates this fall and are in the midst of booking an extensive tour as you read this. In the meantime, you can get Sonia Dada all the time on their new 24/7 live365.com radio channel.

## ON THE RECORD

With **Dana Marshall**  
 MD, WXRV (The River)/Boston



When Howard Leon from Universal came to The River to play the new Robert Plant album for us, he was absolutely giddy. It was a trivia contest for all of us in the room. Five seconds in, it was, "What song is this?" "Who did it?" "What year was it recorded?" I was unable to play along, because all I could hear was Robert Plant's voice, this amazing instrument that I'd enjoyed hearing for years. His covers of Dylan, The Grateful Dead and Jesse Colin Young were stunning. It was a few months after that first listen, that I was able to get tickets to The Who, with Robert Plant opening. The songs were anthemic, and Plant was mesmerizing. (I had been given a heads up about this from Counting Crows singer Adam Duritz. During an interview about his new record, he kept talking about Robert Plant!) Not disappointing the crowd, Plant offered up many of the Zeppelin standards.

What was most impressive, though, were the new songs from *Dreamland*. I knew the song "Darkness, Darkness" was getting lots of reaction from our listeners — there actually seemed to be lots of interest in this project — but there were some who said Plant's voice is not what it used to be, that he couldn't hit the high notes in concert. Well, Robert Plant proved them all wrong. Live, he was dramatic, spellbinding and sonically right on. *Dreamland* pays homage to many great songs from early rock and folk with that very unique Robert Plant style.

As we close in on Labor Day weekend, several new songs were in the Most Added limelight this week: The new **Counting Crows** track pulls in 26 adds overall (No. 1 Most Added by the monitored panel and No. 2 on the Indicator side), **The Josh Joplin Group** grab 23 total adds (No. 2 on the monitored panel and No. 1 on the Indicator panel), and **Trey Anastasio** has 22 total adds (No. 2 on the monitored and Indicator panels) ... **Feel** bring in 12 adds the first week, the new **Dave Matthews Band** song has nine early adds, **Conjure One** see five early supporters, and **Tori Amos** gets six before-the-box adds ... **Jackson Browne**, **Kim Richey**, **Wilco**, **Patty Griffin** and **Andy Stochansky** close some holes ... On the monitored airplay chart, **DMB** remain at No. 1 for the ninth week (!), **Coldplay** slide up to 2\*, **John Mayer** holds at 4\*, **Bruce Springsteen** remains at 5\*, **Sheryl Crow** increases to 6\*, and **Chuck Prophet** climbs to 7\* ... **Peter Gabriel** and **Howie Day** hang tough at 11\* and 12\*, respectively ... **311** jump 21\*-17\*, **Beth Orton** is 19\*, and **Peter Stuart** is 20\* ... **Browne** and **Aimee Mann** debut ... On the Indicator airplay chart, Orton climbs to 1\*, Springsteen dips to 2\*, Gabriel jumps 14\*-9\*, **Elvis Costello** moves 13\*-11\*, **Cousteau** increase 16\*-13\*, and Mann leaps 20\*-14\* ... Other gainers include **Sonia Dada** (18\*-15\*) and **Rhett Miller** (24\*-16\*) ... Richey, Browne and **Willy Porter** debut ... Projects showing good progress include **The Red Hot Chili Peppers** ("Zephyr Song"), **Alice Peacock** and **Flaming Lips**.

## Triple A ON THE RADIO

— John Schoenberger, Triple A Editor



# BETH ORTON "Concrete Sky"

R&R INDICATOR TOP 30 CHART: **1**

R&R MEDIABASE TOP 30 CHART: **19**

Fall tour dates coming soon!

from the new album **DAYBREAKER**  
 60,000 scanned in 3 weeks!

New video for "Concrete Sky" added to **2** this week!





**RICK WELKE**  
rwelke@radioandrecords.com

## Christian-Music Buyers Survey

Edison Media Research study reveals great information

Christian music is riding the trend of another year of double-digit growth in album sales, but sales for the music industry as a whole are down over the same time period.

To offset the potential ramifications for Christian music of the overall downward trend, we need to understand today's music buyer. A recent in-depth study by Edison Media Research reveals some important developments that we, as an industry, need to pay attention to.

### Downloading

Seventy-four percent of all teenagers surveyed do not have an ethical problem with downloading music from the Internet, and 10% of all 12-to-17-year-olds who have downloaded music have not purchased a single CD or cassette in the past 12 months. Some Christian-music buyers' responses about downloading:

- Thirteen percent feel they no longer have to buy CDs because they can download music for free over the Internet.
- Twenty-eight percent feel there is nothing morally wrong with downloading music for free from the Internet.
- Fourteen percent have burned someone else's copy of a CD rather than buying their own.

Across the board, the numbers for Christian-music buyers in this area are about half those for mainstream buyers. The trend, however, is to the negative, and more and more Christian-music buyers are lowering their standards for how they receive their music. Downloading and burning are just as much of a problem for Christian music as they are for other formats.

### Favorite Artists

Edison's survey shows that the musical tastes of people who buy Christian music are rapidly changing. When a similar survey was conducted

last year, Christian artists were barely a blip on the radar. But, with more and better information being made available to the general music-buying public, Christian music is showing up on more and more shopping lists. All music buyers in the survey were asked what three artists' next CD or cassette they'd be most likely to purchase. Here's a breakout of the replies in two key age demos:

- |   |              |
|---|--------------|
|   | <b>25-34</b> |
| 1. Celine Dion                                      |              |
| 2. <i>NOW, That's What I Call Music</i> compilation |              |
| 3. Dave Matthews Band                               |              |
| 4. Creed  |              |
| 5. Michael W. Smith                                 |              |
|   | <b>35-44</b> |
| 1. Creed  |              |
| 2. Celine Dion                                      |              |
| 3. Faith Hill                                       |              |
| 4. Sting  |              |
| 5. Yolanda Adams                                    |              |

As you can see, Michael W. Smith and Yolanda Adams each appear in a demo's top five. In 2001 Smith was mentioned by only 2% of all respondents, and when music buyers were asked last year what artist's upcoming album they would definitely purchase, not one Christian artist showed up on the list.

- This year Christian-music buyers were asked what artist's upcoming album they'll definitely buy:
- |                |    |
|----------------|----|
| 1. P.O.D.      | 9% |
| 2. 'N Sync     | 6% |
| 3. Celine Dion | 6% |
| 4. Creed       | 6% |
| 5. Enya        | 5% |

P.O.D.'s breakout over the past two years has moved them ahead of all mainstream acts in Christian-music buyers' purchasing plans.

## Pick A Chica Contest Goes National

This week Word Label Group invaded nine markets to look for the perfect "Chica." Going from Los Angeles to Dallas to Miami and cities in between, a team of judges — including R&R Christian Editor Rick Welke — went looking for the perfect addition to Chica, Squint Entertainment's new Latin pop girl group. In a contest resembling the popular *American Idol* TV series, teams of judges listened to hundreds of young ladies who could be the next musical superstar.

Chica's current lineup is Emille Gandara of Puerto Rico, Jessica Matos of Miami and Monique Ximenez of Sacramento. The contest winner will be given the opportunity to become the fourth member of the group. After the competition wraps up, Chica are poised to impact the U.S. and international music communities in early 2003.

R&R is the exclusive publication partner for the Pick a Chica talent search. Look to the Christian Formât Room at the R&R website ([www.radioandrecords.com](http://www.radioandrecords.com)) for exclusive news and information over the next several weeks.

### New Music

How do Christian-music and mainstream buyers find out about new music? The chart below shows the percentages of Christian buyers and buyers from the total sample who say they "often" find out about new music from these sources.

	Total Sample	Christian
Listening to the radio	77%	66%
From friends	42%	32%
Hearing a movie soundtrack	25%	17%
Appearance by artist on TV show	23%	10%
Reading music magazines	11%	9%
Hearing a compilation CD	15%	8%
Watching music-video channels	34%	8%
Attending concerts or other live performances	11%	7%

A growing number of Christian artists have had songs on the soundtracks of major motion pictures, so more Christian-music buyers are hearing about new music through that avenue. Mainstream buyers tend to find out about music more often from music-video channels.

All music buyers surveyed were asked to think about the last CD they purchased for themselves and how they found out it was available. Their responses:

	Total Sample	Christian
Heard it on the radio	32%	32%
Heard about it from a friend or relative	14%	19%
Heard or saw it in a store	14%	17%
Heard it at a concert or other live performance	4%	8%
Saw it on the Internet	5%	5%
Saw something about it through a record club	3%	4%
Saw it in a magazine or newspaper	3%	4%
Heard it in a movie or on a movie soundtrack	4%	3%
Saw it featured on a TV show	4%	2%
Heard it on a music-video channel	9%	1%
Saw it advertised on TV	4%	1%

### Buying Habits

Where do music buyers go to purchase their music? Here's the breakdown:

	Total Sample	Christian
Christian bookstore/outlet not listed	6%	26%
Discount store (Target, Wal-Mart)	26%	23%
Record club	10%	18%
Record store in a mall	21%	14%
Record store not in a mall	20%	14%
Electronics store (Best Buy, Circuit City)	14%	5%
Over the Internet	4%	2%

Edison also asked mainstream and Christian-music buyers if they'd ever purchased a CD as a result of having heard an artist's music over the Internet and if they'd ever purchased a movie soundtrack or compilation CD.

	Total Sample	Christian
Music heard over the Internet	31%	18%
Movie soundtrack	73%	70%
Compilation CD	51%	59%

Additionally, Christian-music buyers were asked if they agreed or disagreed with these

statements about their buying habits. The percentages below are those who agreed.

- When you find an artist you like, you try to buy every project that artist puts out. 35%
- You won't buy a new CD unless you have already heard a few songs that you like from the project on the radio. 78%
- You have purchased a new CD as a result of seeing a video for a song. 14%
- You have purchased a new CD after seeing what an artist looks like on TV or in a magazine. 15%
- Music artists you like sometimes get so much attention on TV and in magazines that it turns you off. 30%
- You have purchased a new CD after reading a review or article about a specific artist in a magazine. 31%

### The Influence Of Radio

Radio remains the top way to get the word out about new music and new artists. Below are the best ways to promote music to radio listeners, according to mainstream and Christian-music buyers.

	Total Sample	Christian
Performances in town sponsored by a local radio station, especially "megashows" with multiple artists	37%	34%
Live on-air performance by an artist	40%	31%
Countdown show	34%	27%
Contests to win CDs before you can buy them	27%	23%
Artist talking to DJs live on the air	29%	20%
News and information about an artist on a station's website	17%	17%

All survey respondents were asked how often radio stations should announce the titles and artists of the songs they play. Fifty-eight percent say stations should give the information before or after every song, and 39% say before or after a new song. Sixty-one percent say stations don't announce titles and artists often enough.

Some stations are beginning to get better at front-selling their music on the air and are keeping in mind that, while they know the music, the average or new listener may not. Front-selling increases name recognition and helps build the pool of core artists for tomorrow.

### Overview

Record labels need to remember that radio is still the best method for reaching the public with new music and new artists. Partnering with radio stations should be the labels' first priority. As shown above, getting artists in front of people at station-sponsored concerts is a very effective way to inform listeners about the artists' music.

Radio stations can also learn a lot from the information above. First, you need to realize that you are the vital link between the artist and the listener and potential music buyer. You should take advantage of that by working closely with record representatives to maximize your involvement in special promotions and contests.

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# The CCM Update

Christian Retail, Radio & Records Newsweekly

## The CCM Update

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## OPENING ACTS

### 12 Stones: Already Rolling

**Band 411:** 12 Stones are Paul McCoy (vocals), Eric Weaver (guitar), Kevin Dorr (bass) and Aaron Gainer (drums).

**New album:** *12 Stones* (Wind-up), released April 23. McCoy, the group's primary songwriter, says, "We want to play hard but also have substance. We're doing this in front of general audiences that may not have had a spiritual upbringing, so we try to be sensitive and realize that not everybody believes in the same things we do."



**Influences:** Finger Eleven, Staind and Silverchair, although McCoy notes that a lot of listeners compare 12 Stones to Creed.

**Favorite cut:** "Open Your Eyes" tops McCoy's list. The song speaks to listeners who are feeling down on themselves, saying that getting to know God on a more personal level is the first step toward change.

**Back story:** 12 Stones put together a three-song demo and sent it to radio stations throughout New Orleans, and one PD liked the cuts so much that he offered to manage the band and shop their project to major record labels. He did just that, and, just 15 months after forming, 12 Stones inked a deal with Wind-up.

**On the road:** The group is currently on tour with Creed.

**Role models:** "My parents have meant the most, and they are stoked with the band's direction," says McCoy. "They call us on the road every day, which a lot of people may think would get frustrating. But I'd rather have that communication in the long run, because I know they care."

**Goal:** "We want to bring a positive light back to rock," says McCoy. "We want teens to look to us as positive role models."

— Andy Argyrakis

## CCM UPDATE GALLERY



JUMP5 FC R JOY

Jump5 released their sophomore album, *All the Time in the World*, on Aug. 13 and promptly captured the No. 1 position on SoundScan's Christian Album Chart with first-week sales of more than 13,000 units. Additionally, Jump5's self-titled DVD/VHS video was recently certified Gold by the RIAA. Above, Jump5 present Radio Disney Sr. Director/Operations Robin Jones with a plaque celebrating the Gold honors. Pictured are (l-r) Jump5's Chris Fedun, Libby Hodges and Lesley Moore; Jones; and Jump5's Brittany and Brandon Hargest.

## CCM TRIVIA

Lincoln Brewster played lead guitar and helped write songs for former Journey frontman Steve Perry's *For the Love of Strange Medicine* solo project. Brewster also participated in Perry's tour supporting the album.

— CCM Magazine

## SPINWORTHY

### A Superhero Debut

**Daily Planet Hero (Reunion)**  
**File Under:** Pop Rock

Southern California foursome Daily Planet are already immersing themselves in the Christian-music scene. Their debut project, *Hero*, produced by Regie Hamm, makes it clear that these friends from Azusa Pacific University are fun, creative and pretty darn good at rock 'n' roll.

Lead singer Jesse Butterworth's vocal stylings reflect the influences of Eli and Third Day's Mac Powell. The band's acoustic and electric energy, with a few strings subtly woven in, creates a texture not found in the work of wimpier Christian bands.

Cuts include the image-laden "Lost and Found," which notes how there is so much we cannot answer. "Questioning the Notion" echoes with themes of suffering and injustice and the ultimate decision to trust God. Butterworth croons dramatically, "Questioning the notion that God is full of love/Is a tempting road to take when you forget about His blood."

"Six String Rocketeer" will resonate with children of divorce. The song is the singer's reflection on God's providing the gift of music around the time Butterworth's parents split up. Threading through the song are musical references to artists including The Beatles, Sting, Simon & Garfunkel and Billy Joel.

Named after the newspaper for which Superman alter ego Clark Kent was a reporter, this young band have tremendous potential to share the good news through *Hero*.

— John De Marco

## In The News...

### Fall Tour Update

- **Word Label Group, Creative Artists Agency and Mitchell Entertainment Group** have partnered to create the Pure Pop campaign, focusing on the positive aspects of pop culture. A nationwide Pure Pop talent search will take place in September; solicitations for music are in progress on the Pure Pop website ([www.pure-pop.com](http://www.pure-pop.com)). The 25-city search will narrow the competition to three contestants, who may earn trips to Nashville to showcase their abilities. The overall winner will record a three-song demo and will receive 100 copies of the CD, complete with album packaging. The Pure Pop tour hits the road in October and November and will target the same cities as the talent search. The lineup includes Phat Chance, Plus One, Souljahz, True Vibe and others to be announced, and each show will be opened by the talent search's local winner. Additionally, a *Pure Pop* album featuring, among others, Stacie Orrico, Out Of Eden, True Vibe, Jaci Velasquez and Zoegirl, will be released on Squint next month.

- Word artist **Amy Grant** takes to the road next month for a 20-plus-city tour in support of her newest studio project, *Legacy ... Hymns & Faith*. Grant will be joined by labelmate Fernando Ortega on the tour, which starts Sept. 6 in Atlanta and wraps up in Houston on Oct. 10.

- **Bill Gaither** and more than a dozen of his **Homecoming Friends** will visit 29 cities with a fall concert tour. The shows will be a live, in-the-round version of Gaither's *Homecoming* video series. Friends joining Gaither on the tour include Jake Hess, The Gaither Vocal Band, Vestal Goodman, The Talley Trio, The Isaacs, Ben Speer, The Easters, Lynda Randle, Ivan Parker, Jessy Dixon, Taylor Mason, Janet Pascha, Kevin Williams, Anthony Burger, The Hoppers, Mike Allen and The Booth Brothers.

- Rocketown Records artists **Watermark** and **Ginny Owens** head out for a string of co-headlining dates in September and November in partnership with Compassion International. Spring Hill recording artist **Gersh** (Mark Gersmehl, formerly of White Heart) will be a special guest on all dates.

- Sparrow/sixstepsrecords artists **David Crowder Band** will be featured on the Circa 2002 20-city tour with Bebo Norman this fall after they complete the *Worship Together CityWide* tour. The Circa tour begins Sept. 8 in Mt. Vernon, OH and also features Essential artist Sarah Sadler.

- Sparrow/sixstepsrecords' **Chris Tomlin** embarks on the *Worship God 2002* tour with Rebecca St. James, beginning Sept. 8 — two days before the release of Tomlin's sophomore recording, *Not to Us*. Also featured on select tour dates are Tomlin's labelmate Charlie Hall, Fusebox, Charmaine and Rivertribe.

August 30, 2002

## CHR Top 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART
1	1	JARS OF CLAY Fly (Essential)	1070	+38	13
3	2	NEWSBOYS Million Pieces (Sparrow)	1066	+110	10
2	3	DAILY PLANET Flying Blind (Reunion)	1054	+24	15
4	4	BENJAMIN GATE The Calling (Forefront)	747	+54	10
6	5	REBECCA ST. JAMES Song Of Love (Forefront)	681	+53	10
7	6	SOULJAHZ All Around The World (Squint)	664	+49	6
13	7	AUDIO ADRENALINE Ocean Floor (Forefront)	595	+62	6
5	8	PAUL COLMAN TRIO Turn (Essential)	589	-103	22
10	9	PLUS ONE I Don't Care (Atlantic)	588	+44	8
11	10	SALVADOR Breathing Life (Word)	560	+17	13
8	11	JENNIFER KNAPP Say Won't You Say (Gotee)	558	-31	21
15	12	RACHAEL LAMPA I'm All Yours (Word)	507	+38	5
12	13	THIRD DAY It's Alright (Essential)	493	-44	24
16	14	SHAUN GROVES Move Me (Rocketown)	474	+15	8
14	15	FFH Fly Away (Essential)	474	-4	12
9	16	TOBY MAC Irene (Forefront)	470	-93	14
18	17	AARON SPIRO Sing (Sparrow)	458	+28	4
21	18	TRIN-I-TEE 5:7 Holla (Gospo Centric)	419	+46	7
20	19	AVALON Undeniably You (Sparrow)	418	+27	3
17	20	OUT OF EDEN Day Like Today (Gotee)	413	-25	18
22	21	DAVID CROWDER BAND My Hope (Sixsteps/Sparrow)	358	-11	8
23	22	SARAH SADLER Beautiful (Essential)	353	+38	2
<b>Debut</b>	23	BIG DADDY WEAVE In Christ (Fervent)	326	+92	1
25	24	DOWNHERE Free Me Up (Word)	321	+26	8
26	25	BEBO NORMAN Holy Is Your Name (Essential)	310	+16	21
28	26	KIRK FRANKLIN He Reigns (Gospo Centric)	297	+31	5
30	27	LARUE Peace To Shine (Reunion)	293	+55	2
24	28	GINNY OWENS I Am (Rocketown)	270	-32	28
27	29	KEVIN MAX You (Forefront)	266	-19	12
29	30	TAIT Bonded (Forefront)	258	+11	22

29 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 8/18-Saturday 8/24.  
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## Rock Top 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART
1	1	KUTLESS Your Touch (BEC)	507	+56	9
3	2	38TH PARALLEL Horizon (Squint)	421	+43	10
2	3	12 STONES Broken (Wind-up)	355	-39	14
6	4	SKILLET Kill Me, Heal Me (Ardent)	335	+28	5
8	5	BLEACH We Are Tomorrow (BEC)	312	+21	4
4	6	BENJAMIN GATE Do What You Say (Forefront)	308	-25	13
7	7	TINMAN JONES I Will (Independent)	297	0	9
15	8	BY THE TREE Change (Fervent)	251	+62	5
9	9	STRANGE OCCURRENCE Reach (Steelroots)	251	-4	11
5	10	P.O.O. Boom (Atlantic)	249	-76	19
17	11	JARS OF CLAY Whatever She Wants (Essential)	220	+38	6
16	12	ECHOCAST Ignite (XS)	218	+33	4
12	13	DAILY PLANET Tangled Web (Reunion)	215	-23	10
13	14	MXPX My Mistake (Tooth & Nail)	191	-9	8
11	15	LADS International Mystery Man (Cross Driven)	188	-56	13
20	16	JUGGERNAUTZ The Reach (Metro One)	187	+30	6
<b>Debut</b>	17	PILLAR Echelon (Flicker)	185	+84	1
14	18	JOHN REUBEN Hindsight (Gotee)	183	-12	11
23	19	AUDIO ADRENALINE Summertime (Forefront)	171	+32	2
10	20	ALL TOGETHER SEPARATE I'll Rise (Asteroid) (Ardent)	165	-86	7
18	21	PAX217 Tonight (Forefront)	162	-17	21
24	22	DENISON MARRS What Life Has (Floodgate)	162	+31	2
22	23	BIG FAT JAM Everything (Absolute)	153	+9	4
19	24	LINCOLN BREWSTER Everybody Praise The Lord (Vertical)	151	-23	10
<b>Debut</b>	25	SQUIRT It's You (Absolute)	138	+75	1
27	26	METROPOLIS Lift Your Hands (Absolute)	133	+15	3
26	27	SQUAD FIVE-0 I Don't Want To Change... (Tooth & Nail)	121	-4	4
28	28	ACE TROUBLESHOOTER But For Grace... (Tooth & Nail)	119	+7	3
21	29	CR33 Birth Of Defiance (Bettie Rocket)	114	-40	8
25	30	PLANET SHAKERS Shake The Planet (Crowne)	106	-19	15

47 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 8/18-Saturday 8/24.  
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## AC Top 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART
1	1	AUDIO ADRENALINE Ocean Floor (Forefront)	1684	-77	15
3	2	NEWSBOYS Million Pieces (Sparrow)	1664	+158	11
4	3	BIG DADDY WEAVE In Christ (Fervent)	1534	+46	11
2	4	STEVEN CURTIS CHAPMAN Magnificent... (Sparrow)	1510	-144	19
6	5	JARS OF CLAY Fly (Essential)	1508	+51	12
8	6	RACHAEL LAMPA I'm All Yours (Word)	1506	+158	9
9	7	AVALON Undeniably You (Sparrow)	1444	+114	6
7	8	SHAUN GROVES Move Me (Rocketown)	1383	+15	14
11	9	REBECCA ST. JAMES Song Of Love (Forefront)	1223	-32	14
12	10	CAEDMON'S CALL We Delight (Essential)	1184	+99	9
10	11	FFH Fly Away (Essential)	1159	-100	18
13	12	TRUE VIBE See The Light (Essential)	1099	+78	8
5	13	SALVADOR Breathing Life (Word)	1065	-409	17
14	14	NICOLE C. MULLEN Come Unto Me (Word)	1004	+27	12
17	15	J. HANSON & S. GROVES Traveling Light (Creative Trust)	957	+62	8
16	16	LINCOLN BREWSTER All I Really Want (Vertical)	952	-8	9
15	17	KATINAS Rejoice (Gotee)	930	-42	13
18	18	SARA GROVES First Song That I Sing (INO)	865	+52	5
21	19	NICHOLE NORDEMAN Holy (Sparrow)	811	+153	3
19	20	PAUL COLMAN TRIO Fill My Cup (Essential)	805	+124	4
22	21	POINT OF GRACE Yes, I Believe (Word)	700	+48	4
20	22	ALLEN ASBURY All About Grace (Doxology)	672	+10	8
24	23	MARK SCHULTZ Back In His Arms Again (Word)	482	-85	27
25	24	MICHAEL W. SMITH Purified (Reunion)	463	+20	3
23	25	THIRD DAY It's Alright (Essential)	443	-125	25
26	26	AARON SPIRO Sing (Sparrow)	417	+29	2
27	27	PLUS ONE Let Me Be The One (Atlantic)	405	+34	3
30	28	GREG LONG I Won't Take You For Granted (Word)	375	+33	2
Debut	29	BEBO NORMAN Great Light Of The World (Essential)	366	+66	1
28	30	DAVID CROWDER BAND My Hope (Sixsteps/Sparrow)	331	-34	8

61 AC reporters. Songs ranked by total plays for the airplay week of Sunday 8/18-Saturday 8/24.  
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## Inspo Top 20

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART
1	1	MICHAEL W. SMITH Purified (Reunion)	379	+29	10
3	2	LINCOLN BREWSTER All I Really Want (Vertical)	337	+8	10
2	3	NICOLE C. MULLEN Come Unto Me (Word)	321	-11	9
4	4	REBECCA ST. JAMES Song Of Love (Forefront)	318	+4	11
6	5	SARA GROVES First Song That I Sing (INO)	287	+34	6
5	6	FFH We Sing Alleluia (Essential)	263	+9	6
11	7	POINT OF GRACE Yes, I Believe (Word)	259	+41	5
8	8	ALLEN ASBURY All About Grace (Doxology)	253	+17	7
10	9	SELAH Timeless (Curb)	233	+12	7
9	10	RONNIE FREEMAN The Only Thing (Rocketown)	219	-11	11
12	11	LENNY LEBLANC All For You (Integrity)	217	+27	5
16	12	MICHELLE TUMES The Light (Sparrow)	209	+52	4
7	13	BOB CARLISLE You're Beautiful (Diadem)	201	-41	13
13	14	FERNANDO ORTEGA Sing To Jesus (Word)	193	+18	5
14	15	COREY EMERSON I Will Remember (Discovery House)	187	+25	11
20	16	JOHN TESH Open The Eyes Of My Heart (Garden City)	145	+28	2
Debut	17	WATERMARK Friend For Life (Rocketown)	134	+63	1
15	18	TIM HUGHES Here I Am To Worship (Worship Together)	128	-34	12
18	19	JASON INGRAM Restore Me (INO)	117	-32	13
Debut	20	STEVE GREEN If We Answer (Sparrow)	109	+16	1

20 Inspo reporters. Songs ranked by total plays for the airplay week of Sunday 8/18-Saturday 8/24.  
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## Rhythmic Specialty Programming

RANK	ARTIST TITLE LABEL(S)
1	GRITS Here We Go (Gotee)
2	SOULJAHZ All Around The World (Squint)
3	TRIN-I-TEE 5:7 Holla (Gospo Centric)
4	JOHN REUBEN Hindsight (Gotee)
5	WOODY ROCK Believer (Gospo Centric)
6	DJ MAJ I/DJ FORM 7 Factors (Gotee)
7	FREDDIE BRUNO Freddie B-R-U-Know (Uprok)
8	BK & ASSOCIATES What I Love (Uprok)
9	KJ-52 Dear Slim (Uprok)
10	TOBY MAC Irene (Forefront)

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**OPENINGS**

**SOUTH**

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B98.5FM is looking for a fulltime morning show news anchor. Looking for someone who can deliver flawless newscasts and is able to become part of the morning show. Send tape and resume to: Tom Paleveda, PD, B98.5FM, 1601 W. Peachtree St. NE, Atlanta, GA, 30309. EOE

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Midday Opening. T&R or CD's to: John Trout, PD WHOT-HOT101, 4040 Simon Road, Youngstown, OH 44512. Cumulus is an EOE.



WGN-Radio, Chicago's #1 station, needs an experienced morning show producer for our award winning morning show. Must know news, newsmakers, pop culture, the Chicago market and have a track record directing talent. Qualified professionals may send resume and salary requirements to: tmanley@tribune.com EOE

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KSON/FM, Today's Best Country Radio, is seeking a full-time Morning Show Producer. Applicants must be able to book and schedule talent, audio edit and have creative writing skills. Must possess abilities to organize, multi-task, work in fast-paced environment, and have leadership qualities. If you have a passion for radio and enjoy working early and long hours, then send your resume to:

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JPC is an EOE

**OPENINGS**

**WEST**



**Operations Director**

Educational Media Foundation has an immediate need for an Operations Director for Christian Music Planet in our Sacramento network headquarters. This position is responsible for the programming content and related content of the website for Christian Music Planet. Qualified candidates must have a minimum of three years experience as a director of operations or programming in broadcasting and have knowledge of website design and function. If you are interested in working for a Christian organization, please fax your resume, references and salary requirements (No Phone Calls) to: Human Resources, K-LOVE Radio Network, Attention: Operations Director 916-282-1491. You may also e-mail your resume, references and salary requirements in "Word" format to jobs@klove.com, Attention: Operations Director. K-LOVE Radio is an Equal Opportunity Employer.



**Music Director/Producer**

Educational Media Foundation has an immediate need for a Music Director/Producer for Christian Music Planet in our Sacramento network headquarters. Qualified candidates must have a minimum of three years experience as a Music Director/Producer in broadcasting and knowledgeable in all styles of CCM music with an understanding of their unique characteristics and target audience. If you are interested in working for a Christian organization, please fax your resume, references and salary requirements (No Phone Calls) to: Human Resources, K-LOVE Radio Network, Attention: Music Director/Producer 916-282-1491. You may also e-mail your resume, references and salary requirements in "Word" format to jobs@klove.com, Attention: Music Director/Producer. K-LOVE Radio is an Equal Opportunity Employer.

**POSITIONS SOUGHT**

**POSITIONS SOUGHT**

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**My name is DAN**, I have always loved to play and listen to music. I need a western NY job. VFW49@aol.com. (08/30)

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**Deadline**

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to: R&R Opportunities, 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067.

**R&R Opportunities Free Advertising**

**Radio & Records** provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

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**RADIO & RECORDS**

10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067

R&R is published weekly, except the week of December 25. Subscriptions are available for \$325.00 per year (plus applicable sales tax) in the United States, \$320.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records Inc., at 10100 Santa Monica Blvd., 3rd Floor, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two R&R Directories issues and other special publications. Refunds are prorated based on the actual value of issue received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Letters may be edited for space and clarity and may appear in the electronic versions of R&R. The writer assumes all liability regarding the content of the letter and its publication in R&R. Nothing may be reproduced in whole or in part without written permission from the Publisher.

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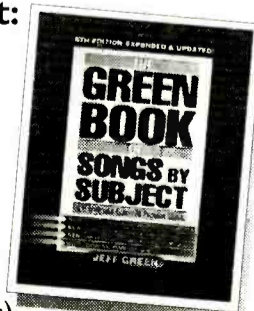
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## Monitored Airplay Overview: August 30, 2002

### CHR/POP

LW	TW	ARTIST	SON	RECORD LABEL
1	1	AVRIL LAVIGNE	Complicated	(Arista)
2	2	NELLY F/KELLY ROWLAND	Dilemma	(Fo' Reel/Universal)
3	3	PINK	Just Like A Pill	(Arista)
4	4	DJ SAMMY & YANOU	Heaven	(Robbins)
5	5	DANIEL BEDINGFIELD	Gotta Get Thru This	(Island/IDJMG)
6	6	MARIO	Just A Friend 2002	(J)
7	7	EMINEM	Cleanin' Out My Closet	(Shady/Aftermath/Interscope)
8	8	CREED	One Last Breath	(Wind-up)
9	9	C. KROEGER F/J. SCOTT	Hero	(Roadrunner/Columbia/IDJMG)
10	10	NELLY	Hot In Herre	(Fo' Reel/Universal)
11	11	KYLIE MINOGUE	Love At First Sight	(Capitol)
12	12	EVE F/ALICIA KEYS	Gangsta Lovin'	(Ruff Ryders/Interscope)
13	13	JOHN MAYER	No Such Thing	(Aware/Columbia)
14	14	JENNIFER LOPEZ F/NAS	I'm Gonna Be Alright	(Epic)
15	15	P. DIDDY F/GINUWINE	I Need A Girl (Part II)	(Bad Boy/Arista)
16	16	VANESSA CARLTON	Ordinary Day	(A&M/Interscope)
17	17	EMINEM	Without Me	(Shady/Aftermath/Interscope)
18	18	JIMMY EAT WORLD	The Middle	(DreamWorks)
19	19	NO DOUBT F/LADY SAW	Underneath It All	(Interscope)
20	20	VANESSA CARLTON	A Thousand Miles	(A&M/Interscope)
21	21	MICHELLE BRANCH	Goodbye To You	(Maverick/WB)
22	22	ASHANTI	Happy	(Murder Inc./IDJMG)
23	23	IRV GOTTI	Down 4 U	(Murder Inc./IDJMG)
24	24	BBMAK	Out Of My Heart (Into Your...)	(Hollywood)
25	25	BEENIE MAN F/JANET	Feel It Boy	(Virgin)
26	26	SHAKIRA	Objection	(Tango) (Epic)
27	27	OUR LADY PEACE	Somewhere Out There	(Columbia)
28	28	ANGIE MARTINEZ	If I Could Go	(EastWest/EEG)
29	29	DIRTY VEGAS	Days Go By	(Capitol)
30	30	GOO GOO DOLLS	Big Machine	(Warner Bros.)

#### #1 MOST ADDED

AVRIL LAVIGNE Sk8er Boi (Arista)

#### #1 MOST INCREASED PLAYS

JUSTIN TIMBERLAKE Like I Love You (Jive)

#### TOP 5 NEW & ACTIVE

NAPPY ROOTS Po' Folks (Atlantic)

BON JOVI Everyday (Island/IDJMG)

SAMANTHA MUMBA I'm Right Here (A&M/Interscope)

LIBERTY X Just A Little (V2)

AMERIE Why Don't We Fall In Love (Rise/Columbia)

CHR/POP begins on Page 29.

### AC

LW	TW	ARTIST	SON	RECORD LABEL
4	1	DARYL HALL & JOHN OATES	Do It For Love	(BMG/Heritage)
5	2	VANESSA CARLTON	A Thousand Miles	(A&M/Interscope)
1	3	JOSH GROBAN	To Where You Are	(143/Reprise)
2	4	CELINE DION	A New Day Has Come	(Epic)
3	5	FIVE FOR FIGHTING	Superman (It's Not Easy)	(Aware/Columbia)
7	6	ENRIQUE IGLESIAS	Hero	(Interscope)
6	7	BRYAN ADAMS	Here I Am	(A&M/Interscope)
8	8	MARC ANTHONY	I Need You	(Columbia)
10	9	CELINE DION	I'm Alive	(Epic)
11	10	SHERYL CROW	Soak Up The Sun	(A&M/Interscope)
9	11	JO DEE MESSINA	Bring On The Rain	(Curb)
13	12	JAMES TAYLOR	On The 4th Of July	(Columbia)
14	13	JOHN MAYER	No Such Thing	(Aware/Columbia)
16	14	JIM BRICKMAN F/JANEKRAKOWSKI	You	(Windham Hill/RCA Victor)
15	15	ELTON JOHN	Original Sin	(Rocket/Universal)
18	16	NORAH JONES	Don't Know Why	(Blue Note/Virgin)
17	17	BONNIE RAITT	Silver Lining	(Capitol)
19	18	MARC ANTHONY	I've Got You	(Columbia)
20	19	CALLING	Wherever You Will Go	(RCA)
21	20	BRUCE SPRINGSTEEN	The Rising	(Columbia)
28	21	LEANN RIMES	Life Goes On	(Curb)
24	22	KENNY G F/CHANTE MOORE	One More Time	(Arista)
26	23	AVRIL LAVIGNE	Complicated	(Arista)
27	24	CHER	A Different Kind Of Love Song	(Warner Bros.)
30	25	KELLIE COFFEY	When You Lie Next To Me	(BNA)
29	26	SOLUNA	For All Time	(DreamWorks)
22	27	TAMARA WALKER	Angel Eyes	(Curb)
23	28	KATHY MATTEA	They Are The Roses	(Narada)
—	29	MICHAEL BOLTON	Dance With Me	(Jive)
25	30	BEN GREEN	Two To One	(ASRC/Artemis)

#### #1 MOST ADDED

FAITH HILL Cry (Warner Bros.)

#### #1 MOST INCREASED PLAYS

DARYL HALL & JOHN OATES Do It For Love (BMG/Heritage)

#### TOP 5 NEW & ACTIVE

THE CORRS F/BONO When The Stars Go Blue (143/Lava/Atlantic)

MICHELLE BRANCH All You Wanted (Maverick/WB)

CHRIS EMERSON All Because Of You (Monomoy)

JACK RUSSELL For You (Knight)

BBMAK Out Of My Heart (Into Your...) Out Of My Heart... (Hollywood)

AC begins on Page 54.

### CHR/RHYTHMIC

LW	TW	ARTIST	SON	RECORD LABEL
1	1	NELLY F/KELLY ROWLAND	Dilemma	(Fo' Reel/Universal)
2	2	EVE F/ALICIA KEYS	Gangsta Lovin'	(Ruff Ryders/Interscope)
4	3	P. DIDDY F/GINUWINE	I Need A Girl (Part II)	(Bad Boy/Arista)
7	4	EMINEM	Cleanin' Out My Closet	(Shady/Aftermath/Interscope)
3	5	IRV GOTTI	Down 4 U	(Murder Inc./IDJMG)
6	6	ASHANTI	Happy	(Murder Inc./IDJMG)
8	7	N.O.R.E.	Nothin'	(Def Jam/IDJMG)
5	8	NELLY	Hot In Herre	(Fo' Reel/Universal)
9	9	MARIO	Just A Friend 2002	(J)
12	10	LUDACRIS	Move Bitch	(Def Jam South/IDJMG)
15	11	CAM'RON	Hey Ma	(Roc-A-Fella/IDJMG)
11	12	ANGIE MARTINEZ	If I Could Go	(EastWest/EEG)
10	13	BIG TYMERS	Still Fly	(Cash Money/Universal)
13	14	AMERIE	Why Don't We Fall In Love	(Rise/Columbia)
16	15	BEENIE MAN F/JANET	Feel It Boy	(Virgin)
14	16	CAM'RON	Oh Boy	(Roc-A-Fella/IDJMG)
17	17	NAPPY ROOTS	Po' Folks	(Atlantic)
18	18	TRICK DADDY	In Da Wind	(Slip 'N Slide/Atlantic)
19	19	FABOLOUS F/P. DIDDY & JAGGED..	Trade It All (Part II)	(Epic)
23	20	STYLES	Goodtimes	(Interscope)
25	21	3LW	I Do (Wanna Get Close To You)	(Epic)
34	22	BIG TYMERS	Oh Yeah	(Cash Money/Universal)
26	23	BONE THUGS-N-HARMONY F/3LW	Get It Up...	(Ruthless/Epic)
22	24	LIL' WAYNE	Way Of Life	(Cash Money/Universal)
20	25	CLIPSE	Grindin'	(Star Trak/Arista)
28	26	DANIEL BEDINGFIELD	Gotta Get Thru This	(Island/IDJMG)
32	27	NIVEA	Don't Mess With My Man	(Jive)
27	28	GINUWINE	Stingy	(Epic)
29	29	ASHANTI	Baby	(Murder Inc./IDJMG)
24	30	EMINEM	Without Me	(Shady/Aftermath/Interscope)

#### #1 MOST ADDED

LL COOL J Luv U Better (Def Jam/IDJMG)

#### #1 MOST INCREASED PLAYS

CAM'RON Hey Ma (Roc-A-Fella/IDJMG)

#### TOP 5 NEW & ACTIVE

XZIBIT Multiply (Loud/Columbia)

YING YANG TWINS By Myself (Koch)

KYLIE MINOGUE Love At First Sight (Capitol)

LYRIC F/LOON Young & Sexy (J)

SEAN PAUL Gimme The Light (VP)

CHR/RHYTHMIC begins on Page 37.

### HOT AC

LW	TW	ARTIST	SON	RECORD LABEL
1	1	AVRIL LAVIGNE	Complicated	(Arista)
2	2	JIMMY EAT WORLD	The Middle	(DreamWorks)
4	3	VANESSA CARLTON	A Thousand Miles	(A&M/Interscope)
3	4	SHERYL CROW	Soak Up The Sun	(A&M/Interscope)
5	5	JOHN MAYER	No Such Thing	(Aware/Columbia)
7	6	DAVE MATTHEWS BAND	Where Are You Going	(RCA)
6	7	C. KROEGER F/J. SCOTT	Hero	(Roadrunner/Columbia/IDJMG)
9	8	CREED	One Last Breath	(Wind-up)
8	9	CALLING	Wherever You Will Go	(RCA)
12	10	JACK JOHNSON	Flake	(Enjoy/Universal)
10	11	NO DOUBT	Hella Good	(Interscope)
11	12	NICKELBACK	How You Remind Me	(Roadrunner/IDJMG)
13	13	GOO GOO DOLLS	Big Machine	(Warner Bros.)
15	14	NORAH JONES	Don't Know Why	(Blue Note/Virgin)
14	15	PUDDLE OF MUDD	Blurry	(Flawless/Geffen/Interscope)
16	16	BRUCE SPRINGSTEEN	The Rising	(Columbia)
18	17	OUR LADY PEACE	Somewhere Out There	(Columbia)
20	18	MICHELLE BRANCH	Goodbye To You	(Maverick/WB)
21	19	PINK	Don't Let Me Get Me	(Arista)
22	20	SHERYL CROW	Steve McQueen	(A&M/Interscope)
17	21	ALANIS MORISSETTE	Precious Illusions	(Maverick/Reprise)
24	22	BBMAK	Out Of My Heart (Into Your...)	(Hollywood)
19	23	DIRTY VEGAS	Days Go By	(Capitol)
30	24	JOHN MAYER	Your Body Is A Wonderland	(Aware/Columbia)
28	25	PINK	Just Like A Pill	(Arista)
27	26	DUNCAN SHEIK	On A High	(Atlantic)
25	27	311	Amber	(Volcano)
23	28	ELVIS VS. JXL	A Little Less Conversation	(RCA)
39	29	UNCLE KRACKER	In A Little While	(Top Dog/Lava/Atlantic)
31	30	COLDPLAY	In My Place	(Capitol)

#### #1 MOST ADDED

UNCLE KRACKER In A Little While (Top Dog/Lava/Atlantic)

#### #1 MOST INCREASED PLAYS

UNCLE KRACKER In A Little While (Top Dog/Lava/Atlantic)

#### TOP 5 NEW & ACTIVE

DEF LEPPARD Now (Island/IDJMG)

SEVEN AND THE SUN Walk With Me (Atlantic)

DANA GLOVER Thinking Over (DreamWorks)

LENNY KRAVITZ If I Could Fall In Love (Virgin)

SILVERCRUSH Who Is Me? (Redline)

AC begins on Page 54.

### URBAN

LW	TW	ARTIST	SON	RECORD LABEL
1	1	NELLY F/KELLY ROWLAND	Dilemma	(Fo' Reel/Universal)
3	2	N.O.R.E.	Nothin'	(Def Jam/IDJMG)
2	3	NELLY	Hot In Herre	(Fo' Reel/Universal)
4	4	MARIO	Just A Friend 2002	(J)
9	5	GINUWINE	Stingy	(Epic)
12	6	EVE F/ALICIA KEYS	Gangsta Lovin'	(Ruff Ryders/Interscope)
5	7	AMERIE	Why Don't We Fall In Love	(Rise/Columbia)
6	8	LUDACRIS	Move Bitch	(Def Jam South/IDJMG)
8	9	P. DIDDY F/GINUWINE	I Need A Girl (Part II)	(Bad Boy/Arista)
7	10	IRV GOTTI	Down 4 U	(Murder Inc./IDJMG)
11	11	ASHANTI	Baby	(Murder Inc./IDJMG)
10	12	ASHANTI	Happy	(Murder Inc./IDJMG)
14	13	STYLES	Goodtimes	(Interscope)
19	14	WYCLEF JEAN	Two Wrongs	(Columbia)
15	15	NAPPY ROOTS	Po' Folks	(Atlantic)
13	16	CLIPSE	Grindin'	(Star Trak/Arista)
18	17	TRICK DADDY	In Da Wind	(Slip 'N Slide/Atlantic)
16	18	CAM'RON	Oh Boy	(Roc-A-Fella/IDJMG)
26	19	AALIYAH	I Care 4 U	(BlackGround)
22	20	TANK	One Man	(BlackGround)
29	21	MUSIQ	Dontchange	(Def Soul/IDJMG)
20	22	TWEET	Call Me	(Gold Mind/Elektra/EEG)
27	23	FABOLOUS F/P. DIDDY & JAGGED..	Trade It All (Part II)	(Epic)
21	24	MONICA	All Eyez On Me	(J)
24	25	SLUM VILLAGE	Tainted	(Barak/Capitol)
34	26	ERYKAH BADU F/COMMON	Love Of My Life	(Magic Johnson/MCA)
31	27	BEENIE MAN F/JANET	Feel It Boy	(Virgin)
25	28	LIL' WAYNE	Way Of Life	(Cash Money/Universal)
28	29	FAITH EVANS	Burnin' Up	(Bad Boy/Arista)
23	30	TRUTH HURTS F/RAKIM	Addictive	(Aftermath/Interscope)

#### #1 MOST ADDED

LL COOL J Luv U Better (Def Jam/IDJMG)

#### #1 MOST INCREASED PLAYS

EVE F/ALICIA KEYS Gangsta Lovin' (Ruff Ryders/Interscope)

#### TOP 5 NEW & ACTIVE

ANGIE MARTINEZ If I Could Go (EastWest/EEG)

E-40 Rep Your City (Sick Wid' It/Jive)

SKILLZ Crew Deep (Rawkus/MCA)

CLIPSE When The Last Time... (Star Trak/Arista)

BONE THUGS-N-HARMONY F/3LW Get Up And Get It (Ruthless/Epic)

URBAN begins on Page 41.

### ROCK

LW	TW	ARTIST	SON	RECORD LABEL
1	1	RED HOT CHILI PEPPERS	By The Way	(Warner Bros.)
2	2	PUDDLE OF MUDD	Drift & Die	(Flawless/Geffen/Interscope)
3	3	NICKELBACK	Never Again	(Roadrunner/IDJMG)
5	4	CREED	One Last Breath	(Wind-up)
4	5	DEFAULT	Deny	(TVT)
6	6	PAPA ROACH	She Loves Me Not	(DreamWorks)
8	7	BRUCE SPRINGSTEEN	The Rising	(Columbia)
10	8	DEF LEPPARD	Now	(Island/IDJMG)
11	9	PUDDLE OF MUDD	She Hates Me	(Flawless/Geffen/Interscope)
12	10	SYSTEM OF A DOWN	Aerials	(American/Columbia)
13	11	PUDDLE OF MUDD	Blurry	(Flawless/Geffen/Interscope)
7	12	GODSMACK	I Stand Alone	(Republic/Universal)
16	13	THEORY OF A DEADMAN	Nothing Could... (Roadrunner/IDJMG)	
9	14	C. KROEGER F/J. SCOTT	Hero	(Roadrunner/Columbia/IDJMG)
15	15	TOMMY LEE	Hold Me Down	(MCA)
21	16	DISTURBED	Prayer	(Reprise)
19	17	HOOBASTANK	Running Away	(Island/IDJMG)
18	18	FILTER	Where Do We Go From Here	(Reprise)
14	19	AUDIOVENT	The Energy	(Atlantic)
23	20	TRUSTCOMPANY	Downtall	(Geffen/Interscope)
20	21	LIFEHOUSE	Spin	(DreamWorks)
22	22	KORN	Thoughtless	(Immortal/Epic)
17	23	RUSH	Secret Touch	(Atlantic)
25	24	MUST	Freechild	(Wind-up)
26	25	CHEVELLE	The Red	(Epic)
—	26	BON JOVI	Everyday	(Island/IDJMG)
—	27	STONE SOUR	Bother	(Roadrunner/IDJMG)
27	28	SEETHER	Fine Again	(Wind-up)
—	29	GAVIN ROSSDALE	Adrenaline	(Universal)
24	30	ROBERT PLANT	Darkness, Darkness	(Universal)

#### #1 MOST ADDED

TAPROOT Poem (Velvet Hammer/Atlantic)

#### #1 MOST INCREASED PLAYS

BON JOVI Everyday (Island/IDJMG)

#### TOP 5 NEW & ACTIVE

BREAKING BENJAMIN Polyamorous (Hollywood)

MARC COPELY Surprise (RCA)

COLOR RED Sore Throat (RCA)

INCUBUS Circles (Immortal/Epic)



## Monitored Airplay Overview: August 30, 2002

### URBAN AC

LW	TW	ARTIST	TITLE	Label
1	1	RUFF ENDZ	Someone To Love You	(Epic)
3	2	JAHEIM	Anything	(Divine Mill/WB)
2	3	MUSIQ	Halfcrazy	(Def Soul/IDJMG)
5	4	LUTHER VANDROSS	I'd Rather (J)	
4	5	JOE	What If A Woman	(Jive)
6	6	DONELL JONES	You Know That I Love You	(Untouchables/Arista)
7	7	MARY MARY	In The Morning	(Columbia)
10	8	GERALD LEVERT	Funny	(Elektra/EEG)
9	9	KEITH SWEAT	One On One	(Elektra/EEG)
12	10	MAXWELL	Lifetime	(Columbia)
8	11	ANGIE STONE	Wish I Didn't Miss You (J)	
11	12	DAVE HOLLISTER	Keep Lovin' You	(MCA)
14	13	ASHANTI	Foolish	(Murder Inc./IDJMG)
18	14	KIRK FRANKLIN	Brighter Days	(Gospo Centric/Jive)
15	15	RL	Good Man	(J)
13	16	YOLANDA ADAMS	I'm Gonna Be Ready	(Elektra/EEG)
17	17	YOLANDA ADAMS	The Battle Is The Lords	(Verity)
24	18	BOYZ II MEN/FAITH EVANS	Relax Your Mind	(Arista)
16	19	BOYZ II MEN	The Color Of Love	(Arista)
21	20	TONY TERRY	In The Shower	(Golden Boy)
25	21	WILL DOWNING	Don't Talk To Me Like That	(GRP/VMG)
20	22	USHER	U Don't Have To Call	(LaFace/Arista)
19	23	R. KELLY	Heaven I Need A Hug	(Jive)
22	24	BONEY JAMES F/JAHEIM	Ride	(Warner Bros.)
23	25	SIR CHARLES JONES	Is There Anybody Lonely...	(Independent)
27	26	STREETWIZE	Rock The Boat	(Shanachie)
—	27	MUSIQ	Dontchange	(Def Soul/IDJMG)
—	28	ANGIE STONE	More Than A Woman (J)	
28	29	REMY SHAND	Rocksteady	(Motown)
30	30	FOURPLAY	Let's Make Love	(Bluebird/RCA Victor)

#### #1 MOST ADDED

GLENN JONES I Wonder Why (Peak)

#### #1 MOST INCREASED PLAYS

JAHEIM Anything (Divine Mill/WB)

#### TOP 5 NEW & ACTIVE

TANK One Man (BlackGround)

WHITNEY HOUSTON Whatchulookinat (Arista)

THEO Get Your Groove On (TWP Productions)

DAVE HOLLISTER Baby Do Those Things (Motown)

NORMAN BROWN Won't You Stay (Warner Bros.)

URBAN begins on Page 41.

### COUNTRY

LW	TW	ARTIST	TITLE	Label
1	1	KENNY CHESNEY	The Good Stuff	(BNA)
3	2	TIM MCGRAW	Unbroken	(Curb)
4	3	DARRYL WORLEY	I Miss My Friend	(DreamWorks)
5	4	TRACY BYRD	Ten Rounds With Jose Cuervo	(RCA)
6	5	SARA EVANS	I Keep Looking	(RCA)
2	6	DIXIE CHICKS	Long Time Gone	(Monument)
7	7	JOE NICHOLS	The Impossible	(Universal South)
8	8	DIAMOND RIO	Beautiful Mess	(Arista)
11	9	KEITH URBAN	Somebody Like You	(Capitol)
12	10	MARK CHESNUTT	She Was	(Columbia)
14	11	ALAN JACKSON	Work In Progress	(Arista)
13	12	PHIL VASSAR	American Child	(Arista)
15	13	BLAKE SHELTON	O' Red	(Warner Bros.)
16	14	MARTINA MCBRIDE	Where Would You Be	(RCA)
21	15	FAITH HILL	Cry	(Warner Bros.)
9	16	ANDY GRIGGS	Tonight I Wanna Be Your Man	(RCA)
18	17	LEE ANN WOMACK	Something Worth Leaving Behind	(MCA)
20	18	MONTGOMERY GENTRY	My Town	(Columbia)
24	19	RASCAL FLATTS	These Days	(Lyric Street)
19	20	GARTH BROOKS	Thicker Than Blood	(Capitol)
17	21	BRAD MARTIN	Before I Knew Better	(Epic)
22	22	PINMONKEY	Barbed Wire And Roses	(BNA)
25	23	REBECCA LYNN HOWARD	Forgive	(MCA)
23	24	JO DEE MESSINA	Dare To Dream	(Curb)
26	25	ANTHONY SMITH	If That Ain't Country	(Mercury)
28	26	TAMMY COCHRAN	Life Happened	(Epic)
27	27	SIXWIRE	Look At Me Now	(Warner Bros.)
—	28	DIXIE CHICKS	Landslide	(Monument)
29	29	SHEDAISY	Mine All Mine	(Lyric Street)
30	30	TRAVIS TRITT	Strong Enough To Be Your Man	(Columbia)

#### #1 MOST ADDED

DIXIE CHICKS Landslide (Monument)

#### #1 MOST INCREASED PLAYS

DIXIE CHICKS Landslide (Monument)

#### TOP 5 NEW & ACTIVE

TRICK PONY On A Mission (H2E/WB)

AARON TIPPIN If Her Lovin' Don't Kill Me (Lyric Street)

RADNEY FOSTER Everyday Angel (Dualtone)

BROOKS & DUNN Every River (Arista/RLG)

STEVE HOLY I'm Not Breakin' (Curb)

COUNTRY begins on Page 47.

### SMOOTH JAZZ

LW	TW	ARTIST	TITLE	Label
1	1	JOE SAMPLE	X Marks The Spot	(PRA/GRP/VMG)
2	2	SPECIAL FX	Cruise Control	(Shanachie)
3	3	KIM WATERS	In The House	(Shanachie)
4	4	LARRY CARLTON	Morning Magic	(Warner Bros.)
9	5	NORMAN BROWN	Just Chillin'	(Warner Bros.)
5	6	BONEY JAMES	RPM	(Warner Bros.)
10	7	EUGE GROOVE	Slam Dunk	(Warner Bros.)
11	8	KENNY G F/CHANTE MOORE	One More Time	(Arista)
6	9	DOWN TO THE BONE	Electra Glide	(GRP/VMG)
8	10	JOYCE COOLING	Daddy-O	(GRP/VMG)
12	11	GERALD ALBRIGHT	Ain't No Stoppin'	(GRP/VMG)
14	12	CHUCK LOEB	Sarao	(Shanachie)
15	13	BRIAN CULBERTSON	Without Your Love	(Warner Bros.)
13	14	NORAH JONES	Don't Know Why	(Blue Note/Virgin)
7	15	CRAIG CHAQUICO	Luminosa	(Higher Octave)
16	16	FOURPLAY	Rollin'	(Bluebird/RCA Victor)
17	17	JONATHAN BUTLER	Wake Up	(Warner Bros.)
19	18	JOE MCERIDE	Woke Up This Morning	(Heads Up)
20	19	GREG ADAMS	Roadhouse	(Ripa)
21	20	DAVID BENOIT	Then The Morning Comes	(GRP/VMG)
18	21	LUTHER VANDROSS	I'd Rather (J)	
24	22	RICHARD ELLIOT	Q.T.	(GRP/VMG)
23	23	SADE	Somebody Already Broke My...	(Epic)
25	24	JEFF GOLUB	Cold Duck Time	(GRP/VMG)
26	25	JULIA FORDHAM F/INDIA.ARIE	Concrete Love	(Vanguard)
27	26	JEFF KASHIWA	3-Day Weekend	(Native Language)
—	27	AL JARREAU & JOE COCKER	Lost And Found	(GRP/VMG)
28	28	BOYZ II MEN	The Color Of Love	(Arista)
29	29	CHRIS BOTTI	Lisa	(Columbia)
—	30	MICHAEL MANSON	Outer Drive	(A440 Music Group)

#### #1 MOST ADDED

NATALIE COLE Tell Me All About It (GRP/VMG)

#### #1 MOST INCREASED PLAYS

NATALIE COLE Tell Me All About It (GRP/VMG)

#### TOP 5 NEW & ACTIVE

NATALIE COLE Tell Me All About It (GRP/VMG)

STEVE OLIVER High Noon (Native Language)

MAYSA Friendly Pressure (N-Coded)

MARC ANTOINE Cruisin' (GRP/VMG)

MIKE PHILLIPS Will You Stick With Me (Hidden Beach)

Smooth Jazz begins on Page 61.

### ACTIVE ROCK

LW	TW	ARTIST	TITLE	Label
2	1	SYSTEM OF A DOWN	Aerials	(American/Columbia)
1	2	RED HOT CHILI PEPPERS	By The Way	(Warner Bros.)
4	3	DISTURBED	Prayer	(Reprise)
3	4	PAPA ROACH	She Loves Me Not	(DreamWorks)
6	5	KORN	Thoughtless	(Immortal/Epic)
5	6	PUDDLE OF MUDD	Drift & Die	(Flawless/Geffen/Interscope)
7	7	NICKELBACK	Never Again	(Roadrunner/IDJMG)
9	8	TRUSTCOMPANY	Downfall	(Geffen/Interscope)
8	9	GODSMACK	I Stand Alone	(Republic/Universal)
10	10	HOOBASTANK	Running Away	(Island/IDJMG)
15	11	PUDDLE OF MUDD	She Hates Me	(Flawless/Geffen/Interscope)
14	12	ROB ZOMBIE	Demon Speeding	(Geffen/Interscope)
11	13	EARSHOT	Get Away	(Warner Bros.)
12	14	FILTER	Where Do We Go From Here	(Reprise)
13	15	TOOL	Parabola	(Volcano)
16	16	STAINED	For You	(Flip/Elektra/EEG)
18	17	CHEVELLE	The Red	(Epic)
20	18	THEORY OF A DEADMAN	Nothing Could...	(Roadrunner/IDJMG)
23	19	P.O.D.	Satellite	(Atlantic)
19	20	KORN	Here To Stay	(Immortal/Epic)
21	21	BREAKING BENJAMIN	Polyamorous	(Hollywood)
31	22	STONE SOUR	Bother	(Roadrunner/IDJMG)
17	23	AUDIOVENT	The Energy	(Atlantic)
24	24	VINES	Get Free	(Capitol)
25	25	SEETHER	Fine Again	(Wind-up)
28	26	BLINDSIDE	Pitiful	(Elektra/EEG)
22	27	SINCH	Something More	(Roadrunner/IDJMG)
30	28	INJECTED	Bullet	(Island/IDJMG)
36	29	GAVIN ROSSDALE	Adrenaline	(Universal)
29	30	HIVES	Hate To Say I Told You So	(Burning/Epitaph/Sire/Reprise)

#### #1 MOST ADDED

TAPROOT Poem (Velvet Hammer/Atlantic)

#### #1 MOST INCREASED PLAYS

STONE SOUR Bother (Roadrunner/IDJMG)

#### TOP 5 NEW & ACTIVE

OUR LADY PEACE Innocent (Columbia)

GREENWHEEL Breathe (Island/IDJMG)

SPARTA Cut Your Ribbon (DreamWorks)

GLASSJAW Cosmopolitan Bloodloss (Warner Bros.)

LOUDERMILK Estrogen Oxygen Aches In (DreamWorks)

ROCK begins on Page 65.

### ALTERNATIVE

LW	TW	ARTIST	TITLE	Label
1	1	RED HOT CHILI PEPPERS	By The Way	(Warner Bros.)
3	2	SYSTEM OF A DOWN	Aerials	(American/Columbia)
2	3	JIMMY EAT WORLD	Sweetness	(DreamWorks)
4	4	HOOBASTANK	Running Away	(Island/IDJMG)
7	5	TRUSTCOMPANY	Downfall	(Geffen/Interscope)
5	6	INCUBUS	Warning	(Immortal/Epic)
8	7	NEW FOUND GLORY	My Friends Over You	(Drive-Thru/MCA)
6	8	HIVES	Hate To Say I Told You So	(Burning/Epitaph/Sire/Reprise)
11	9	DISTURBED	Prayer	(Reprise)
9	10	VINES	Get Free	(Capitol)
12	11	KORN	Thoughtless	(Immortal/Epic)
10	12	PAPA ROACH	She Loves Me Not	(DreamWorks)
18	13	PUDDLE OF MUDD	She Hates Me	(Flawless/Geffen/Interscope)
13	14	311	Amber	(Volcano)
17	15	UNWRITTEN LAW	Up All Night	(Interscope)
15	16	WEEZER	Keep Fishin'	(Geffen/Interscope)
16	17	DEFAULT	Deny	(TVT)
14	18	FILTER	Where Do We Go From Here	(Reprise)
19	19	PUDDLE OF MUDD	Drift & Die	(Flawless/Geffen/Interscope)
20	20	CHEVELLE	The Red	(Epic)
21	21	COLDPLAY	In My Place	(Capitol)
26	22	GAVIN ROSSDALE	Adrenaline	(Universal)
25	23	NICKELBACK	Never Again	(Roadrunner/IDJMG)
30	24	P.O.D.	Satellite	(Atlantic)
24	25	CREED	One Last Breath	(Wind-up)
22	26	AUDIOVENT	The Energy	(Atlantic)
33	27	LINKIN PARK	Pts Of Atrhty (Remix)	(Warner Bros.)
35	28	RED HOT CHILI PEPPERS	Zephyr Song	(Warner Bros.)
29	29	SEETHER	Fine Again	(Wind-up)
39	30	STONE SOUR	Bother	(Roadrunner/IDJMG)

#### #1 MOST ADDED

TAPROOT Poem (Velvet Hammer/Atlantic)

#### #1 MOST INCREASED PLAYS

DISTURBED Prayer (Reprise)

#### TOP 5 NEW & ACTIVE

SPARTA Cut Your Ribbon (DreamWorks)

SOMETHING CORPORATE I Woke Up In A Car (Drive-Thru/MCA)

USED The Taste Of Ink (Reprise)

BOX CAR RACER There Is (MCA)

QUEENS OF THE STONE AGE No One Knows (Interscope)

ALTERNATIVE begins on Page 70.

### TRIPLE A

LW	TW	ARTIST	TITLE	Label
1	1	DAVE MATTHEWS BAND	Where Are You Going	(RCA)
3	2	COLDPLAY	In My Place	(Capitol)
2	3	JACK JOHNSON	Flake	(Enjoy/Universal)
4	4	JOHN MAYER	Your Body Is A Wonderland	(Aware/Columbia)
5	5	BRUCE SPRINGSTEEN	The Rising	(Columbia)
7	6	SHERYL CROW	Steve McQueen	(A&M/Interscope)
8	7	CHUCK PROPHET	Summertime Thing	(New West/Red Ink)
9	8	NORAH JONES	Don't Know Why	(Blue Note/Virgin)
6	9	COUNTING CROWS	American Girls	(Geffen/Interscope)
10	10	JIMMY EAT WORLD	The Middle	(DreamWorks)
11	11	PETER GABRIEL	The Barry Williams Show	(Geffen/Interscope)
12	12	HOWIE DAY	Ghost	(Epic)
13	13	DAVE PIRNER	Never Recover	(Ultimatium)
16	14	BONNIE RAITT	Silver Lining	(Capitol)
14	15	CHRIS ISAAK	One Day	(Reprise)
15	16	DROPLINE	Fly Away From Here (...Day)	(143/Reprise)
21	17	311	Amber	(Volcano)
17	18	RED HOT CHILI PEPPERS	By The Way	(Warner Bros.)
18	19	BETH ORTON	Concrete Sky	(Astralwerks/Heavenly/Capitol)
20	20	PETER STUART	With My Heart In Your Hands	(Vanguard)
19	21	LUCE	Good Day	(Nettwerk)
23	22	C. KROEGER F.J. SCOTT	Hero	(Roadrunner/Columbia/IDJMG)
22	23	THE CORRS F/BONO	When The Stars Go Blue	(143/Lava/Atlantic)
27	24	GOD GOLF	Big Machine	(Warner Bros.)
24	25	ELVIS COSTELLO	45	(Island/IDJMG)
—	26	JACKSON BROWNE	The Night Inside Me	(Elektra/EEG)
28	27	CREED	One Last Breath	(Wind-up)
25	28	JACK JOHNSON	Bubble Toes	(Enjoy/Universal)
—	29	AIMEE MANN	Humpty Dumpty	(SuperEgo/United Musicians)
29	30	SONIA CADA	Baby Woke Up	(Calliope/Razor & Tie)

#### #1 MOST ADDED

COUNTING CROWS Miami (Geffen/Interscope)

#### #1 MOST INCREASED PLAYS

JACKSON BROWNE The Night Inside Me (Elektra/EEG)

#### TOP 5 NEW & ACTIVE

HOOBASTANK Running Away (Island/IDJMG)

BRUCE SPRINGSTEEN Lonesome Day (Columbia)

RED HOT CHILI PEPPERS Zephyr Song (Warner Bros.)

LENNY KRAVITZ If I Could Fall In Love (Virgin)

RHETT MILLER Come Around (Elektra/EEG)

TRIPLE A begins on Page 75.

# Publisher's Profile

By Erica Farber



## DONALD THURSTON

Owner, Berkshire Broadcasting

**D**onald Thurston has been living and breathing radio since 1949. He has worked practically every job there is in the industry, from the ground up. In addition to his daily responsibilities as owner of Berkshire Broadcasting since 1966, he has played a very active role in many industry organizations. Thurston is a former Chairman of the NAB, a past President of the Massachusetts Broadcasters Association and a Director and former Chairman of BMI, just to name a few.

Earlier this year Thurston announced that he was retiring. Today, he actually refers to it as "practicing retirement." Still in love with radio, he continues to go in to the office as often as his son will allow him to, and the business is better for all of his efforts.

**Getting into the business:** "I'd just received my FCC license and was sitting in the Massachusetts Radio & Telegraph School's placement director's office. The telephone rang. It was a broadcaster in Vermont looking for an engineer for his newly built station. The director said, 'I'm talking with a brand-new licensed technician right now. I talked with the man, and, that day, took a bus to St. Johnsbury, VT to interview in person and got the job.'"

**Getting into ownership:** "We were a young group, building stations. This was 1949. We built a second station about two years later. I was given the opportunity to build it and program it. I was the Chief Engineer and PD. By the time it was ready to go on the air, the boss was a little nervous. He said, 'Well, you've done all this so far; why don't you manage it as well?' I had just turned 22. That station, WIKE-AM/Derby, VT, will be celebrating its 50th anniversary on Oct. 12. We named it for Dwight Eisenhower."

"As part of my incentive to do all this work, the owner gave me a few shares of stock in the company. That's what started me in ownership. Ironically, that's why I left Vermont, because I couldn't buy any more stations and was already taking out as much cash as the station could afford. One thing led to another, and I was with Dean Finney, the boss of what we called the North Country stations. I wound up in North Adams, MA in 1960 and have been here ever since. Shortly after I arrived, the newspaper that owned a controlling interest in this station decided to sell out. Because I'd done such a good job, they helped me arrange the acquisition. That was the beginning of Berkshire Broadcasting."

**Thoughts on the business today:** "I wish things would happen a little faster. I get frustrated when the

current ownership rules are not complete or are uncertain. It's hurting small stations. I wish they would give us some assurances. I'm not an advocate of changing the rules on radio. I wish they would finish the radio certainties so that all of the advantages don't go just to the large groups."

**The role of an independent owner:** "I'm a strong advocate of independent ownership; I've had such a wonderful life because of it. We still have great audiences, and I'm certain that what we've built here is going to be as fine for my son's family as it has been for mine. I'm concerned about the costs of doing business and what has happened with centralized programming. I can see some real advantages in the regional clusters. I'm not sure we need a whole lot of networks."

"I don't think there should be any limits on radio ownership. I don't think there should be prohibition of joint ownership of cable systems and newspapers. They ought to fulfill their promise of lifting or eliminating ownership rules as they pertain to radio. Unfortunately, there are still questions. If I wanted to sell out, I'd worry about the costs of defending a proposed anti-trust action. The cost of pursuing those things is reason enough to shy away from it."

**Biggest challenge:** "Staff. We program our stations separately. We still have full-time radio news reporters and pretty sizeable staffs for markets this size. We do a lot of our own talk shows. The only automation we use are library services for music, and we belong to the Associated Press, our only network. The rest is originated in-house. We find it very difficult to hire talented staff, especially newspeople. The more stations that drop news, the more difficult it gets to find people."

"It's also difficult to get and hold a sales staff. The people we sell advertising to get to be farther and farther away from the centers of our markets because the merchant class has been subjected to buyouts and consolidation. Instead of having clients who are independent businesspeople making their own advertising decisions, in most cases they're chain stores where advertising decisions can be made thousands of miles away. You then begin to rely not on the personality of the station, but on the numbers in surveys where our markets are not rated that makes it much more difficult."

**Why it's important for broadcasters to get involved in industry organizations:** "I don't know what it was that got me turned on in the beginning, but a community radio station can be a joy and provide a great life for people. When we do a program today, I don't have to wait six months or a year for a ratings service to tell me if it worked or not; all I have to do is go to the post office. You quickly learn that responding to the audience is key. The station has to mean something to the community. I didn't need a set of rules to tell me that; it's just sound business sense. Take care of your audience, and they'll take care of you."

"In terms of my industry involvement, most of the stations I've been involved with have been small, single-station facilities. One of the ways I could learn more about the business was to be involved in state associations — the RAB, the NAB and things like that. It broadened my education and experience. Then I had some opportunities to give back to the industry what it had given to me. That's one of the things I worry about in consolidation. There's a whole new breed of talent coming aboard. You don't have as many chances to make mistakes."

**Most influential individual:** "Almost everybody I've ever met has had an influence of one kind or another. In my NAB experience I had the opportunity to deal with

some really terrific people. I was chosen to fill so many important seats in its structure over the years. It was the quality of the American broadcasters that helped me achieve what little bit of success I've had. I'm certainly proud of the life I've led, and I'm trying to pass it on."

"My son joined Berkshire Broadcasting the day he graduated from college, also as an electrical engineer. He was not a person who hung around the station as a teenager. Just before his graduation, he sent me an application and resume. We had never talked about it. He found out he really liked the radio business, loved the people contact, and, all of a sudden, there's another Thurston who's a broadcaster. He's very able and has just assumed the presidency of Berkshire Broadcasting. Now I am a Director and Treasurer. Somebody said, 'You still own it?' I said, 'Yes.'"

**Career highlight:** "During my chairmanship of the NAB I was involved in the creation of, then served as Chairman of, the BROADCAST minority investment fund, the first one that was fostered by the NAB. I'm very proud of what it's been able to do. Currently, I'm very proud of my relationship with BMI. I've been a Director since 1991 and served for three years as its Chairman. The BMI story is a wonderful story of broadcaster responsibility and activity. It refused to lie down when faced with monopolistic pressure from the other performing-rights society. What it's done to broaden the base of American music is just wonderful."

**Career disappointment:** "I ran for the U.S. Congress in 1991 and was defeated in the primary. I'm not sorry I lost; I'm sorry to have learned how naive I am when it comes to political workings. The Republican party of Massachusetts disappointed me with its lack of evenhandedness. I've since learned that it depends on who's controlling the party mechanism. I guess I should have known that before 1991, but I didn't."

**Favorite radio format:** "I like all kinds of music and intelligent discussion, and I want to be informed, so I'm a news hawk. I like what we used to call the Standard format of music and news, but it really has to fit the community. I want to tune in to a station that can tell me about the market I'm in."

**Favorite television show:** "The West Wing."

**Favorite book:** "I like spy stories — Robert Ludlum, Tom Clancy."

**Favorite song:** "I like popular standards."

**Favorite restaurant:** "Auberge du Soleil in Napa Valley, CA."

**Beverage of choice:** "California wine."

**Hobbies:** "I have a lot of them, none of which are pursued very aggressively, because, as my wife says, I'll never retire. I like to fly fish, golf and woodworking."

**E-mail address:** "don.thurston@wnaw.com."

**Advice for broadcasters:** "Be proud of the business and its service to the country. I never had any difficulty understanding what the public's interest, convenience and necessity meant, but I know there are a lot of people who would like to replace that with a dollar sign, with some kind of purchase or auction of the spectrum. They are, and will be in the future, if it keeps on increasing, responsible for destroying that kind of attitude. I would rather have more discussion about the public-interest standard than about the next increase in licensing fees, which I call taxation without representation. There's no control, discussion or debate. The FCC says at the end of the year, 'This is what we're going to charge; whether you've had to use any of their services or not. It's just terrible.'"

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## Coleman's New *FACT with TSL Max*<sup>™</sup> Solves Radio's Biggest Programming Issue

### THE PROBLEM

Most radio stations already know that library music testing is essential if they want to stay on top of the music tastes of their audience. But, as many have discovered, music testing has the potential to backfire – to hurt rather than help the ratings. How? "Hyper focus" is most often the culprit. You know the symptoms. You drill down on your P1 listeners to the point that you get a library that is overly focused. The station sounds exactly like what your P1s want, but you've ignored the Cume. It's fine if you have no competition, but when you do, watch out.

With any level of competition "hyper focus" feeds on itself driving the station in a downward spiral. P1 focus backfires. At first your

Cume erodes. Then you get so narrow that your TSL falls apart. Modern AC, Hot AC, Rhythmic CHR, Country, Alternative — every format has fallen victim. In the search for TSL, stations who over focus lose the balance between maximizing Cume and TSL.

Some stations do the opposite. Their test is too broad. Cume oriented or "montage" screened studies yield a list of songs that are liked in the market, but is too broad for "reining in" or "focusing" the sound of the station.

You get people to Cume the station only to find that you've produced a TSL nightmare. Without TSL, radio stations simply cannot achieve strong ratings.

### THE SOLUTION

- **FACT with TSL Max** is a revolutionary, patent-pending way of measuring your audience's music tastes.

- **FACT with TSL Max** is the first and only library music testing method that identifies the exact songs that drive Cume and those that drive TSL. Now you can find those Cume songs that simply would not test in the "hyper focused" old approach to music testing.

- **FACT with TSL Max** is the only library testing method that ensures that your station will not sacrifice Cume for TSL or TSL for Cume. **FACT with TSL Max** provides powerful insight that yields music optimally balanced for both Cume and TSL delivery.



#### Proven Strategic Insight from Coleman

**FACT with TSL Max** also includes the proven Fit and Compatibility measures made famous by Coleman's original FACT music testing methodology. Fit and

Compatibility are the best way to focus your music mix on songs listeners expect on your station and songs compatible with your Core sound.

All of these tools, plus our state-of-the-art pcFACT software, allow Coleman to give you the extra insight you need to win.

#### Maximize TSL without killing your Cume.

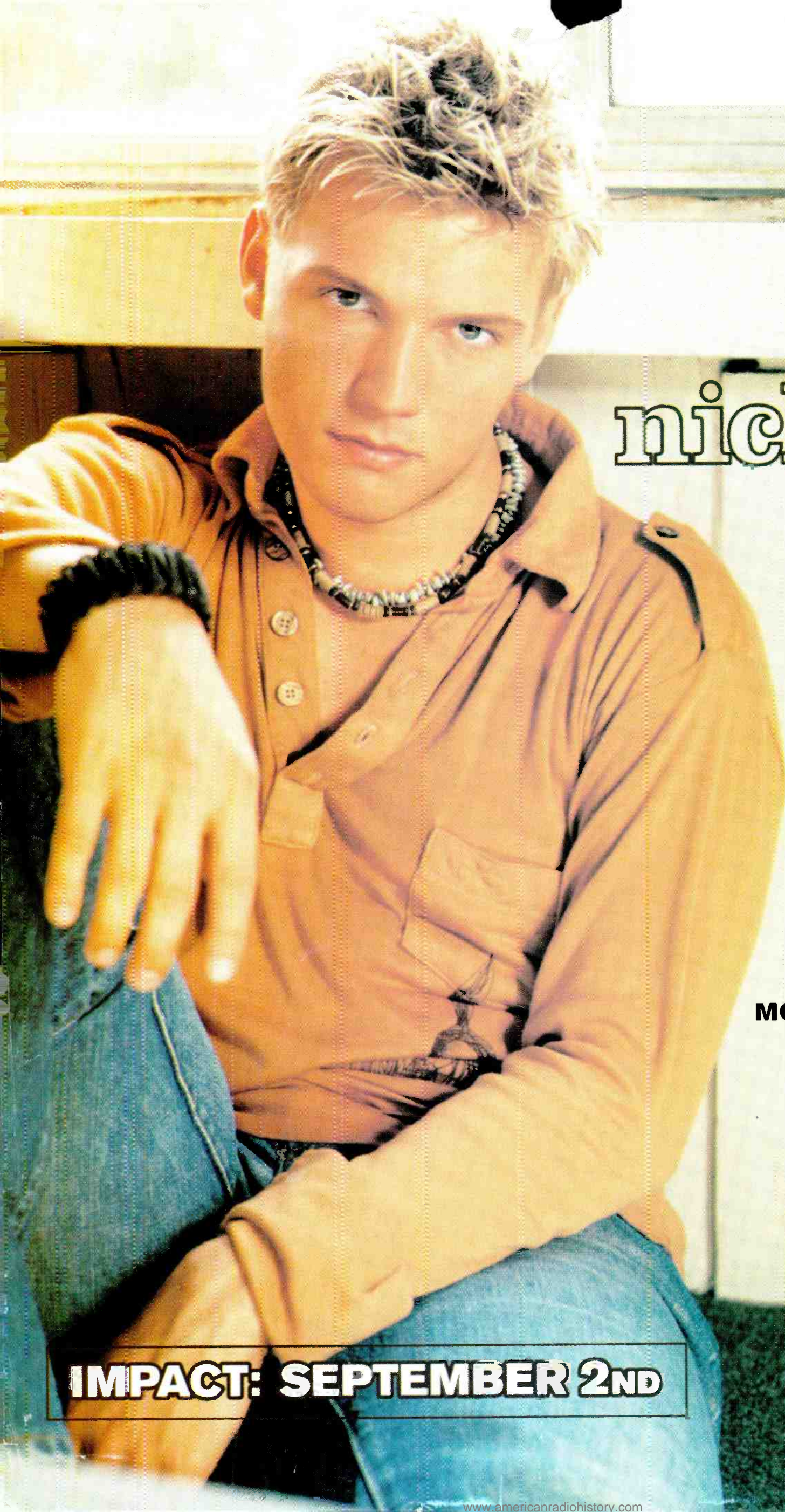
Learn more about *FACT with TSL Max* from (left to right) Warren Kurtzman, John Mönninghoff, Jon Coleman and Chris Ackerman at (919) 571-0000 or [info@ColemanInsights.com](mailto:info@ColemanInsights.com).

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<b>WBLI</b>	<b>KHKS</b>
<b>KRQQ</b>	<b>XL106</b>
<b>WXKS</b>	<b>KZHT</b>
<b>RADIO DISNEY</b>	<b>WDRQ</b>

**IMPACT: SEPTEMBER 2ND**

**GET MORE INFO ABOUT  
NICK CARTER ON HIS OWN AT  
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