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"Blind faith in your leaders, or in anything, will get you killed." — Bruce Springsteen

SALES

GRAB THE SUNSCREEN — IT'S SUMMER CONCERT TIME

Find out what stations around the country are doing

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There's nothing more rewarding than a successful radio station concert event. Not only can a station generate revenue or sell sponsorships to cover the hard costs, but the one-on-one opportunity to touch listeners is priceless. Below are some examples of station events in spring and summer 2000.

May 5, 6 & 7: Alternative WNNX (99X)/Atlanta partnered with SFX/Atlanta Concerts to sponsor the main and local stages at the seventh annual Music Midtown festival. The three-day event attracted over 270,000 music fans and featured performances by Oasis, Our Lady Peace, Collective Soul, Sevendust and Creed. 99X teamed up with Incanta Inc., an Atlanta-based broadband provider, to produce a live broadband video webcast of the performances and backstage interviews.

May 13: CHR/Pop KIIS-FM/Los Angeles generated \$2,000,000 in nonspot revenue with its Million Dollar Wango Tango 2000 concert at Dodger Stadium. Hosted by 'N Sync, the sold-out concert (over 65,000 people attended) featured Enrique Iglesias, Jessica Simpson, Sugar Ray, Lenny Kravitz, Brian McKnight, The Goo Goo Dolls, Marc Anthony, Eiffel 65, Bosson, Sisqo and Hanson. Major sponsorship packages were sold to Pepsi, Vidnet.com, Tickets.com, Rio All Star Suite Hotel & Casino, Budweiser and Baskin-Robbins.

Motown/Universal's Brian McKnight hangs out with KIIS-FM/Los Angeles' Valentine at KIIS' Million Dollar Wango Tango 2000.



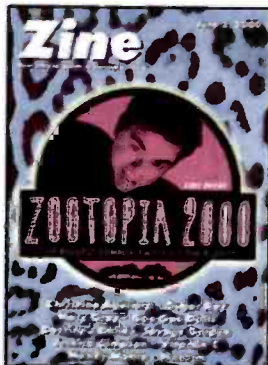
Budweiser and Baskin-Robbins.

May 19-21: WYCD (99.5 Young Country)/Detroit teamed up with the City of Detroit for its annual Budweiser Downtown Hoedown. The three-day event was free to the public and benefited the Department of Parks and Recreation. More than 800,000 people attended this year's event, which featured performances by Clay Davidson, Montgomery Gentry, Yankee Grey, Trace Adkins, Doug Stone, Jennifer Day, Wade Hayes, Tracy Lawrence, Mark Wills, Eric Heatherly, Rascal Flatts, Steve Holy, Chad Brock and Chely Wright. For the first time, WYCD partnered with Country.com to launch a webcast of the weekend's events.

May 30: Rochester CHR/Pop WPXY (98-PXY) hosted Summer Jam 2000 at the Civic Center Plaza. The show featured Destiny's Child, Mandy Moore, Blaque, Eiffel 65, Westlife, Sonique, 2gether and Splendor. It was a huge success for 'PXY — a 10,000-seat sellout at \$15 a ticket with a portion of the proceeds donated to the Salvation Army. Sponsors

included Chase Pitkin, Home & Garden, Digiquick Portrait Studios, Quality Homes of Rochester, Mario's Via Abruzzi, F.Y.E For Your Entertainment, Steele Communications/Nextel and Coca-Cola.

June 2: CHR WHZT (Z100) in New York hosted Zootopia 2000: The Biggest Summer Party on the Planet at Nassau Veteran's Memorial Coliseum. Performers included Christina Aguilera, Sugar Ray, Macy Gray, The Goo Goo Dolls, Destiny's Child, Savage Garden, Jessica Simpson, Vitamin C, Mandy Moore and Hanson. A portion of the proceeds will benefit Computers for Kids and SHINE. Some of the sponsors included Circuit City, Vidnet, Toyota, FERIA, Mande, Lycos, iTurf.com, Earthlink, CW Post and Paris Blues.



WHZT (Z-100)/New York's Zine, the official guide to Zootopia 2000.

(formerly of Bad Company and Free), Grand Funk Railroad's Mark Farmer and BT0.

June 3: Classic Rock WLUP (The Loop)/Chicago produced its first festival-style event, Loopfest 2000, at the New World Music Theatre in Tinley Park. In front of a crowd of 25,000-plus, Loopfest performers included Eddie Money, Great White, The Kenny Wayne Shepherd Band, REO Speedwagon and Styx. Heineken was the title sponsor for Loopfest 2000.

June 10: CHR/Pop WHYI/Miami hosted the Y-100 Summer Splash at the Bayfront Park Amphitheater, featuring Enrique Iglesias, Vitamin C, Mandy Moore, LFO and BB Mak.

June 17: The world-famous KROQ/Los Angeles created a huge buzz in the market with its highly anticipated eighth annual Weenie Roast 2000 at Edison Field in Anaheim, CA. The concert featured performances by Korn, Stone Temple Pilots, Creed, Everclear, Godsmack, Limp Bizkit, Incubus, Lit, Moby, No Doubt, Cypress Hill, Third Eye Blind and Offspring. A portion of the proceeds from the sold-out



WPXY (98-PXY)/Rochester morning man Scott Spezzano (center) and Arista's Westlife.

event will benefit several local charities including Heal The Bay, Aids Project Orange County, Surfrider Foundation and the Al Wooten Jr. Heritage Center.

June 21: At press time CHR/Rhythmic WQHT (Hot97)/New York was gearing up for Hot 97's Summer Jam 2000 at the Arena at the Meadowlands Sports Complex in New Jersey.

The show will feature Jay-Z, Dr. Dre, Sisqo, Eminem, Snoop Dogg, Aaliyah, Ruff Ryders, Cash Money Millionaires, Black Rob and Sean Paul.



The fashionable Scott Weiland of Stone Temple Pilots at KROQ's Weenie Roast 2000.



Eddie Money chats with WLUP/Chicago midday host Seaver at Loopfest 2000.

June 24: Alternative WMRQ/Hartford, CT is working feverishly on its upcoming 104 Fest 2000 at Meadows Music Theatre, featuring Creed, Deathray, Elwood, Dynamite Hack, 3 Doors Down, 12 Rods, Amazing Crowns, Bowling For Soup, Mike Errico, Eve 6, Kottonmouth Kings, Mile, The Pat McGee Band, Sevendust, Shades Apart, Step Kings and Veruca Salt.

June 29: Albuquerque's Alternative KTEG is preparing for EdgeFest 2000 at the New Mexico State Fairgrounds. The concert will feature Incubus, Sevendust, 311, Coal Chamber, Nickelback, Kottonmouth Kings and 8Stops7.

July 4: Alternative WHTG/Monmouth-Ocean, NJ is planning Surfstock 2000, to be held at the Surf Club in Ortley Beach. The concert will feature The Psychedelic Furs, Fenix TX, Elwood, SR-71 and Peter Searcy.

Next week: Find out how your station can produce a concert event. R&R talks with concert promoters from SFX/Avalon about what it takes to host a station concert — everything from securing the artists to selecting a venue. Find out what it really costs, how much manpower is involved and some "do's and don'ts" learned from other station projects.