

Maybe it's a wisdom that comes with age. Or maybe 311's Nick Hexum has always been a little more adjusted to popularity than, say, the moral dilemma known as Kid Rock.

"I don't want to be 'Entertainment Tonight' famous. To do that you have to get arrested, have a stupid celebrity romance, or shoot off your mouth a lot. I'm not interested in that level. I just want to make music that comes from the heart," he says.

"When I'm done with this rock'n'roll thing, I want to be left with more than just money," he adds. "We want to represent positivity, explore new styles of music, and try to spread good messages for kids. It sounds kind of out there, but I have been into finding a higher purpose for the band and view our

upcoming tour as a sort of spiritual mission."

Although he sounds more religious than rock, Hexum and the other boys of 311 (Tim Mahoney, S.A. Martinez, Chad Sexton, and P-Nut) are "still



"The kids will shoot you down if you aren't for real and [are] following trends."
—Nick Hexum, 311

a down-to-earth grass-roots touring rock band," says Hexum. "We just took a little bit longer than usual to record because we came to terms with the fact that good ideas only come about once a month,

and songs need a chance to grow organically."

One such song is "Come Original," this issue's No. 7 on Modern Rock Tracks. "P-Nut was messing around with some crazy funk slap basslines, and I thought it'd be cool to combine them with one of my dancehall reggae grooves. It's exciting and original, but it's still the rock feel 311 fans are used to."

"The whole concept got me thinking about bands that I felt were cool and unique, which is why there are shout-outs to NOFX, Black Eyed Peas, Roni Size, and Mr. Vegas," he continues. "S.A.'s rap is warning artists to follow your heart, because the kids will shoot you down if you don't. They know if you aren't for real and following trends. It's sort of our manifesto."

JOCK ATTITUDES

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track shifting, because air personalities are the most important part of the equation. The technology needs to fit and work to the benefit of them and the station, not the other way around."

LEADING BY EXAMPLE

When it comes to motivating his air staff, Carter, who does mornings at KFKF, says he tries "to lead by example. I'm here an hour before I go on the air [to] map out what we're going to do on our show. I expect no more or no less from the rest of our air staff."

"I try to surround myself with people as competitive as I am," says mainstream top 40 KMXV Kansas City PD Jon Zellner. "I'll never ask jocks to do anything I haven't or won't do. I'll be at concerts passing out bumper stickers. I'll help set up and tear down. Because of that, I don't settle for anyone refusing to do anything."

"If there's a situation where a jock won't do a remote for one reason or another, the sales department will pick up on that [and] not ask that jock to do any of the paid ones," he adds. "All of our jocks understand everyone is equally important to the success of the station."

At modern rock WPLA Jacksonville, Fla., PD Rick Schmidt takes some of the responsibility when it comes to problem jocks. When a PD accords star status to one jock, "there is a jealousy factor," he says. To avoid this, "spread the love and show them you care."

"What's more important than anything we do is treating people like a human being," WNVE's Anderson says. "I never yell anymore. It's absolutely not worth the energy. You get a lot more done without screaming and yelling. [I] was probably one of the worst offenders of it."

"The key is [keeping] it fun," says WFLZ's Theodore. "When this becomes a job, most people will check out, and I will too . . . Certainly, a lot of egos and big names [have] rolled through here. [But] there's a difference between having an ego and an ego problem."

To combat potential attitude problems, WJBT/WSOL's Wynter says he tries to make his jocks "aware of the reality of this business and how quickly things can change. Just look at some of the jocks who were superstars—and acted like it—in their heyday. They're not around anymore, and many are broke."

KTBZ's Trapp sees a way that large groups and virtual technologies can help manage and build tomorrow's talent. He says that you might find a good person in a major market with potential but for whom you may not have a full-time slot yet. By finding a slot for them at a sister station, you keep that talent developing in-house.

"The programmers and team leaders in the smaller markets [become the] teachers and mentors," he says. After a training period, you can then cycle them back up to the larger markets when the need arises. "The mechanism is there to create our own farm system."

Billboard®

OCTOBER 16, 1999

Mainstream Rock Tracks

T. WK.	L. WK.	WKS. ON	WKS. ON	TRACK TITLE	ARTIST
				ALBUM TITLE (IF ANY)	IMPRINT/PROMOTION LABEL
1	1	1	6	HIGHER HUMAN CLAY	CREED WIND-UP ↑
2	3	4	7	THE DOLPHIN'S CRY THE DISTANCE TO HERE	LIVE RADIOACTIVE/MCA ↑
3	2	3	11	ENEMY DAYS OF THE NEW	DAYS OF THE NEW OUTPOST/INTERSCOPE ↑
4	6	7	4	THE CHEMICALS BETWEEN US THE SCIENCE OF THINGS	BUSH TRAUMA ↑
5	5	5	8	CAN'T CHANGE ME EUPHORIA MORNING	CHRIS CORNELL A&M/INTERSCOPE ↑
6	7	26	3	DOWN NO. 4	STONE TEMPLE PILOTS ATLANTIC
7	4	2	20	SCAR TISSUE CALIFORNICATION	RED HOT CHILI PEPPERS WARNER BROS. ↑
8	9	32	3	LEARN TO FLY THERE IS NOTHING LEFT TO LOSE	FOO FIGHTERS ROSWELL/RCA ↑
9	8	6	24	KEEP AWAY GODSMACK	GODSMACK REPUBLIC/UNIVERSAL ↑
10	10	12	8	COWBOY DEVIL WITHOUT A CAUSE	KID ROCK TOP DOG/LAVA/ATLANTIC ↑
11	15	15	6	PAPER SUN EUPHORIA	DEF LEPPARD MERCURY/IDJMG
12	NEW	1		IN 2 DEEP LIVE ON	KENNY WAYNE SHEPHERD BAND GIANT/REPRISE
13	19	22	3	FEARLESS BOOGIE XXX	ZZ TOP RCA
14	14	10	15	SMOOTH SUPERNATURAL	SANTANA FEATURING ROB THOMAS ARISTA ↑
15	12	11	18	NOOKIE SIGNIFICANT OTHER	LIMP BIZKIT FLIP/INTERSCOPE ↑
16	17	17	15	WHEN WORLDS COLLIDE TONIGHT THE STARS REVOLT!	POWERMAN 5000 DREAMWORKS ↑
17	18	18	10	DENIAL HOME	SEVENDUST TVT ↑
18	21	24	5	ONE MAN ARMY HAPPINESS... IS NOT A FISH THAT YOU CAN CATCH	OUR LADY PEACE COLUMBIA ↑
19	11	8	16	YOU WANTED MORE "AMERICAN PIE" SOUNDTRACK	TONIC UNIVERSAL ↑
20	16	13	12	WORKIN' EDGE OF FOREVER	LYNYRD SKYNYRD CMC INTERNATIONAL
21	13	9	12	WELCOME TO THE FOLD TITLE OF RECORD	FILTER REPRISE ↑
22	25	36	4	PUT YOUR LIGHTS ON SUPERNATURAL	SANTANA FEATURING EVERLAST ARISTA
23	22	27	5	WE'RE IN THIS TOGETHER THE FRAGILE	NINE INCH NAILS NOTHING/INTERSCOPE ↑
24	20	16	19	THE KIDS AREN'T ALRIGHT AMERICANA	THE OFFSPRING COLUMBIA ↑
25	23	28	11	MUDSHOVEL DYSFUNCTION	STAINED FLIP/ELEKTRA/EEG ↑
26	26	35	4	INSOMNIA RISK	MEGADETH CAPITOL
27	NEW	1		GUERRILLA RADIO THE BATTLE OF LOS ANGELES	RAGE AGAINST THE MACHINE EPIC
28	31	34	6	I WALK ALONE FEBRUARY SON	OLEANDER REPUBLIC/UNIVERSAL ↑
29	NEW	1		RE-ARRANGED SIGNIFICANT OTHER	LIMP BIZKIT FLIP/INTERSCOPE ↑
30	24	23	22	AMERICAN WOMAN "AUSTIN POWERS: THE SPY WHO SHAGGED ME" SOUNDTRACK & 5	LENNY KRAVITZ MAVERICK/VIRGIN ↑
31	27	30	6	BREAKDOWN Q2K	QUEENSRYCHE ATLANTIC
32	34	37	7	TATTOOED BRUISE (HERE AND THERE) 1000 YARD STARE	DOUBLEDRIEVE MCA
33	28	29	9	FOR THE MOVIES BUCKCHERRY	BUCKCHERRY DREAMWORKS ↑
34	36	40	4	ZIP-LOCK A PLACE IN THE SUN	LIT RCA ↑
35	NEW	1		SHOCK THE MONKEY CHAMBER MUSIC	COAL CHAMBER FEAT. OZZY OSBOURNE ROADRUNNER ↑
36	29	14	15	ROLLIN' STONED CAN'T GET THERE FROM HERE	GREAT WHITE PORTRAIT/COLUMBIA
37	32	25	19	GET BORN AGAIN NOTHING SAFE	ALICE IN CHAINS COLUMBIA ↑
38	40	—	2	PUSH IT WISCONSIN DEATH TRIP	STATIC-X WARNER BROS.
39	37	—	2	TREMBLE FOR MY BELOVED DOSAGE	COLLECTIVE SOUL ATLANTIC
40	33	31	8	ATTENTION PLEASE ATTENTION PLEASE	CAROLINE'S SPINE HOLLYWOOD

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service. 102 mainstream rock stations and 66 modern rock stations are electronically monitored 24 hours a day, 7 days a week. Songs ranked by number of detections. Tracks showing an increase in detections over the previous week, regardless of chart movement. A record which has been on the chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections. Airpower awarded to songs appearing in the top 20 on both the BDS Airplay and Audience charts for the first time with increases in both detections and audience. ↑ Videoclip availability. © 1999, Billboard/BPI Communications.

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Modern Rock Tracks

T. WK.	L. WK.	WKS. ON	WKS. ON	TRACK TITLE	ARTIST
				ALBUM TITLE (IF ANY)	IMPRINT/PROMOTION LABEL
1	3	4	6	HIGHER HUMAN CLAY	CREED WIND-UP ↑
2	2	5	4	THE CHEMICALS BETWEEN US THE SCIENCE OF THINGS	BUSH TRAUMA ↑
3	4	3	7	THE DOLPHIN'S CRY THE DISTANCE TO HERE	LIVE RADIOACTIVE/MCA ↑
4	7	17	3	LEARN TO FLY THERE IS NOTHING LEFT TO LOSE	FOO FIGHTERS ROSWELL/RCA
5	1	1	20	SCAR TISSUE CALIFORNICATION	RED HOT CHILI PEPPERS WARNER BROS. ↑
6	6	6	8	COWBOY DEVIL WITHOUT A CAUSE	KID ROCK TOP DOG/LAVA/ATLANTIC ↑
7	8	7	6	COME ORIGINAL SOUND SYSTEM	311 CAPRICORN/IDJMG
8	5	2	24	WHAT'S MY AGE AGAIN? ENEMA OF THE STATE	BLINK 182 MCA ↑
9	9	9	8	CAN'T CHANGE ME EUPHORIA MORNING	CHRIS CORNELL A&M/INTERSCOPE ↑
10	11	31	3	DOWN NO. 4	STONE TEMPLE PILOTS ATLANTIC
11	10	8	19	NOOKIE SIGNIFICANT OTHER	LIMP BIZKIT FLIP/INTERSCOPE ↑
12	12	11	10	ZIP-LOCK A PLACE IN THE SUN	LIT RCA ↑
13	14	15	8	ONE MAN ARMY HAPPINESS... IS NOT A FISH THAT YOU CAN CATCH	OUR LADY PEACE COLUMBIA ↑
14	15	16	5	WE'RE IN THIS TOGETHER THE FRAGILE	NINE INCH NAILS NOTHING/INTERSCOPE ↑
15	13	10	10	ENEMY DAYS OF THE NEW	DAYS OF THE NEW OUTPOST/INTERSCOPE ↑
16	26	—	2	RE-ARRANGED SIGNIFICANT OTHER	LIMP BIZKIT FLIP/INTERSCOPE
17	17	14	36	MY OWN WORST ENEMY A PLACE IN THE SUN	LIT RCA ↑
18	NEW	1		GUERRILLA RADIO THE BATTLE OF LOS ANGELES	RAGE AGAINST THE MACHINE EPIC
19	20	22	7	DO RIGHT BRING YOUR OWN STEREO	JIMMIE'S CHICKEN SHACK ROCKET/SLAND/IDJMG ↑
20	22	27	4	AROUND THE WORLD CALIFORNICATION	RED HOT CHILI PEPPERS WARNER BROS.
21	18	18	14	WHEN WORLDS COLLIDE TONIGHT THE STARS REVOLT!	POWERMAN 5000 DREAMWORKS ↑
22	16	12	21	THE KIDS AREN'T ALRIGHT AMERICANA	THE OFFSPRING COLUMBIA ↑
23	19	13	21	STEAL MY SUNSHINE "GO" SOUNDTRACK & YOU CAN'T STOP THE BUM RUSH	LEN WORK/ERG ↑
24	29	34	3	PUT YOUR LIGHTS ON SUPERNATURAL	SANTANA FEATURING EVERLAST ARISTA
25	NEW	1		TAKE A PICTURE TITLE OF RECORD	FILTER REPRISE
26	24	26	11	FOR THE MOVIES BUCKCHERRY	BUCKCHERRY DREAMWORKS ↑
27	23	19	24	ALL STAR "ASTRO LOUNGE & MYSTERY MEN" SOUNDTRACK	SMASH MOUTH INTERSCOPE ↑
28	25	24	18	SOMEDAY 14:59	SUGAR RAY LAVA/ATLANTIC ↑
29	37	—	2	LITTLE BLACK BACKPACK NASTY LITTLE THOUGHTS	STROKE9 CHERRY/UNIVERSAL
30	30	25	21	WHY I'M HERE FEBRUARY SON	OLEANDER REPUBLIC/UNIVERSAL
31	34	37	7	MUDSHOVEL DYSFUNCTION	STAINED FLIP/ELEKTRA/EEG ↑
32	NEW	1		ALL THE SMALL THINGS ENEMA OF THE STATE	BLINK 182 MCA
33	27	21	16	YOU WANTED MORE "AMERICAN PIE" SOUNDTRACK	TONIC UNIVERSAL ↑
34	36	40	4	DENIAL HOME	SEVENDUST TVT ↑
35	28	23	12	WELCOME TO THE FOLD TITLE OF RECORD	FILTER REPRISE ↑
36	31	32	21	AMERICAN WOMAN "AUSTIN POWERS: THE SPY WHO SHAGGED ME" SOUNDTRACK & 5	LENNY KRAVITZ MAVERICK/VIRGIN ↑
37	32	30	9	BUMP ROYAL HIGHNESS	KOTTONMOUTH KINGS CAPITOL ↑
38	NEW	1		THEN THE MORNING COMES ASTRO LOUNGE	SMASH MOUTH INTERSCOPE
39	33	28	8	CAILIN UNWRITTEN LAW	UNWRITTEN LAW INTERSCOPE
40	NEW	1		HANGINAROUND THIS DESERT LIFE	COUNTING CROWS DGC/INTERSCOPE