NEWSSTAND PRICE \$6.50

3 Doors Down, Six Formats Charted

3 Doors Down's "When I'm Gone" is on the chart at no fewer than six **R&R** formats this week. The song



is No. 1 at Rock, No. 2 at Alternative and No. 3 at Active Rock — and, for good measure, it's rising at CHR/Pop and Hot AC. Finally, "Gone" debuts this week at Triple A.



FEBRUARY 21, 2003

Music Is No. 1 Country Essential

R&R's annual Country Radio Seminar special is called *The 7 Essentials of Successful Country Radio*. While it's true that marketing matters and production is powerful, it's the right music that drives successful Country radio. R&R Country Editor Lon

Helton and Assoc. Editor Angela King pull it all together, beginning on the next page.



JESSICA ANDREWS



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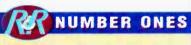
NTR GAINS MOMENTUM

This week's Management, Marketing & Sales section contains complete results from the RAB's fourth annual NTR Survey. And, in conjunction with this week's Country special, the GM Spotlight shines on Kristine Foate, who oversees CMA Small Market Station of the Year WIXY/ Champaign, IL. There's also a feature on 24-year-old KMEL/San Francisco AE Regan Richardson, winner of the RAB Training Academy's "Top Gun" award and graduate of the RAB/BMI FastStart to Radio Sales Success Minority Scholarship Program. You'll also find some seasonending football philosophy in Tim Moore's motivational column.

A DIFFERENT KIND OF WAR

That's the theory of Holland Cooke, McVay Media's News/Talk specialist. In this week's R&R News/Talk/Sports column, Cooke offers helpful advice on how to prepare for war reporting and offers his opinion on why radio remains the best medium for wall-to-wall coverage

Page 21



· AVRIL LAVIGNE I'm With You (Arista)

• 50 CENT In Da Club (Shady/Aftermath/Interscope)

. 50 CENT In Da Club (Shady/Aftermath/Interscope)

HRRAN AC

• JAHEIM Fabulous (Divine Mill/Warner Bros.)

MARK WILLS Nineteen Somethin' (Mercury)

. DIXIE CHICKS Landslide (Monument/Columbia)

· AVRIL LAVIGNE I'm With You (Arista)

SMOOTH JAZZ

• BONEY JAMES Grand Central (Warner Bros.)

• 3 DOORS DOWN When I'm Gone (Republic/Universal)

· SALIVA Always (Island/IDJMG)

• QUEENS OF THE STONE AGE No One Knows (Interscope)

TRIPLE A

· COLDPLAY Clocks (Capitol)

CHRISTIAN AC

. STEVEN CURTIS CHAPMAN All About Love (Sparrow)

JEREMY CAMP Understand (BEC)

CHRISTIAN ROCK

· KUTLESS Run (BEC)

CHRISTIAN INSPO

. MICHAEL W. SMITH Lord Have Mercy (Reunion)

SPANISH CONTEMPORARY

. SHAKIRA Que Me Quedes Tú (Sony Discos)

TEJANO

. KUMBIA KINGS ... No Tengo Dinero (EMI Latin)

REGIONAL MEXICAN

· LIMITIE Papacito (Universal)

TROPICAL

• INDIA Seduceme (Sony Discos)

ISSUE NUMBER 1492



FEBRUARY 21, 2003

Infinity Rebounds In Q4

Karmazin commits to turnaround of VIA stock

By Joe Howard

R&R Washington Bureau jhoward@radioandrecords.com

While Viacom's Q4 and 2002 earnings were ahead of Wall
Street forecasts, its finan-

cial results were nearly overshadowed by President/COO Mel Karmazin's ongoing employment-contract negotiations

"Mel and I understand and are very sensitive to the fact that a timely resolution is desirable."

Viacom Chairman/CEO Sumner Redstone said during the company's conference call with investors last week. "But we believe that it is better to get it

EARNINGS ► See Page 23

Response Rates Continue To Plague Arbitron

Final Katz analysis shows steep dip in fall, resulting in second-lowest survey period ever

By Adam Jacobson

R&R Radio Editor

Katz Media Group has unveiled its final analysis of the response rates seen by Arbitron during the fall 2002 survey period, and the

results are far from encouraging.

After looking at all 286 Arbitron-rated markets, Katz concluded that fall response rates were down 4.4%. That puts the average market's response rate at

34.4. down from fall 2001's 35.9. The fall 2002 response rate comes in far below any previous fall survey and ranks as the second-lowest of any season. It's exceeded only by summer 2002.

These most recent declines in Arbitron response

rates are alarming and mirror research trends in other industries," said Katz Radio Group VP/Director of Research Shaunagh Guinness. "Like other market research companies, Arbitron has experienced

increasing difficulty

in getting potential

respondents to par-

ticipate in the diary

survey. Our analysis

clearly shows that

significantly lower

consent rates appear

to be the driving

force in lower re-

sponse performance

Response Rates **By Market Size**

1-10: down 3% 11-25: off 4% 26-50: down 5% 51-100: off 3% 100+: down 5%

> this period." The top 10 markets experienced the smallest decline in response rates during fall 2002, coming in at 28.9, down 3% from the 29.8 seen in fall 2001. Markets 11-25 fell 4%, from 33 to 31.7: markets 26-50 dropped 5%, from 32.3 to 30.6; markets

> > RESPONSE > See Page 18

They may not consent to keep diaries, but listeners are satisfied with radio programming

"Contrary to the

observers have

expressed, more

programming — not

less — is available

to radio listeners

consolidation."

Arbitron's Scott Musgrave

following

concern that some

By Kevin McCabe

R&R Sr. VP/Music Operati

A new study conducted by Arbitron, based on telephone interviews with more than 2,000 diarykeepers for fall 2002,

suggests that radio listeners are gener-ally satisfied with the programming choices available to them. The analysis is the latest in a series of industry research reports seeking to determine whether listeners are dissatisfied with radio, particularly in the post-consolidation era.

Perhaps the most telling statistic is that 79% of listeners feel they get more or the same amount of programming choices from their local radio stations compared to five years ago. To break it down even further, one-third of respondents say their choices are greater now than five years ago. Some 69% indicate that their favorite stations do a very good or good

job of providing a wide variety of programming.

"Contrary to the concern that some observers have expressed, more variety in programming not less — is available to radio listeners following the consolidation that has taken place in the radio industry in recent

years," Arbitron Radio Sr. VP/GM Scott Musgrave said.

The Arbitron study reports that 80% of respondents listen to local radio stations for

STUDY > See Page 18

COUNTRY SPECIAL

The Right Music Is A Must For Success

Seek the unique; be careful of repetition

By Lon Helton

R&R Country Editor

Music is the engine that runs 99% of the Country radio stations in the U.S.A. Sure, the other six essentials that we're focusing on in this year's Country Radio Seminar special are critical to your station's success, but you can get everything else right and still not win if the music is

Plus, playing the right music can make up for defieas. As Clear Channel Regional VP/Programming for Minnesota and the Dakotas and KEEY/Minneapolis PD Gregg Swedberg notes, "You don't have to have the market's funniest morning show or the largest marketing budget to win, but you absolutely have to play the right music. We can all agree on that,

but deciding what music is right is a little bit trickier. After all, one must choose a current/recurrent/gold mix that's right, and the eras

must be balanced as well.

Once upon a time - actually, not very long ago most Country stations were very similar in their music mixes. When times were good, stations were 65% current/recurrent and 35% gold. When times got tougher, it was just the opposite. As we take a look at today's musical quandaries, we'll wax philosophic with a few programmers and get down to the nuts and bolts with others.

MUSIC > See Page 51

Infinity Boosts Four To SVP

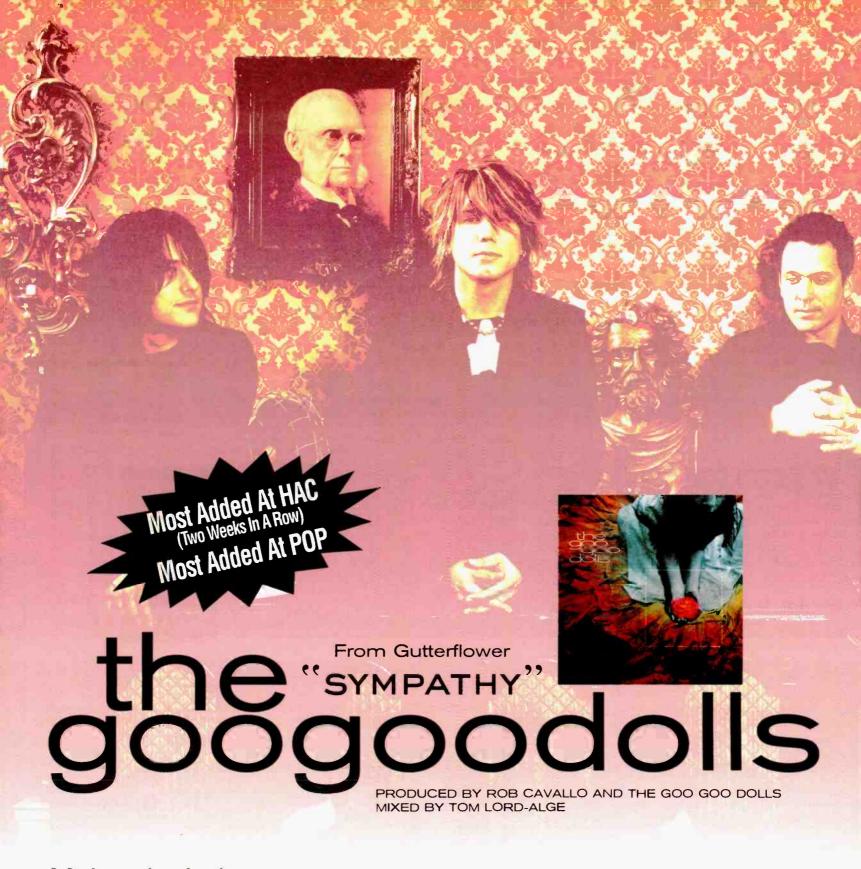
Infinity has expanded its roster of Sr. VPs/Market Managers by promoting Dave McDonald in Portland, OR and Tom Humm in Las Vegas. They report to Phoenix-based Infinity Sr. VP/Western Region Clancy

A 30-year radio-industry veteran, McDonald has spent the last 18 years in the Portland market. He most recently managed KUPL-AM (formerly KUFO-AM), KUPL-FM & KLTH-FM/Portland. He will continue to directly manage KUPL-AM & FM & KLTH/ Portland while gaining oversight of KINK, KUFO & KVMX.

Mark Walen, who will continue as GM of KUFO & KVMX, has added Sr. VP/Sales duties for the entire Portland cluster. Stan Mak will continue

INFINITY > See Page 18

The industry's No. 1 daily fax: R&R TODAY



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On Tour With Bon Jovi



Management: Pat Magnarella for Atlas/Third Rail Management googoodolls.com wbr.com/googoodolls

AOL Keyword: Goo Goo Dolls

4

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14

25

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30



HBC Enters Puerto Rico With Deal For El Mundo

R&R Radio Editor

For weeks, rumors floated throughout Puerto Rico that El Mundo Broadcasting Corp. owner of Puerto Rico's first radio station, WKAQ-AM (Radio Reloj)/ San Juan - had agreed to sell its two AMs and two FMs on the island to Hispanic Broadcasting

On Feb. 13 HBC made it official. For \$32 million, it has acquired the stock of El Mundo from Fundacion Angel Ramos Inc., a philanthropic organization created by El Mundo founder Angel Ramos that oversees the corporation.

HBC will own and operate Spanish News/Talk WKAQ-AM, which debuted in December 1922 and has been controlled by El Mundo since October 1949; heritage CHR/Spanish Contemporary hybrid WKAQ-FM (KQ105)/San Juan, which was consulted by Mike Joseph for many years and to this day features a Tropical twist to the "hot hits" concept developed by Joseph; and those stations' respective simulcast partners, WUKQ-AM/Ponce and WUKQ-FM/Mayaguez.

The deal, which is expected to close in Q2, gives HBC the ability to compete against rival Spanish Broadcasting System in Arbitron's 13th-ranked market. Thanks to an overwhelming amount of consolidation in the last decade - as San Juan-based stations have created cadenas, or networks, by acquiring properties in such cities as Ponce and Mayaguez — Miami-based SBS has emerged as a major player in the U.S. commonwealth: It operates five networks airing on 11 stations across the island

HBC will also compete against powerful local group Arso Media, owner of 14 stations - including top-rated WPRM, part of the "Cadena Salsoul" network.

HBC's deal for El Mundo's stations received major headlines in El Nuevo Dia, Puerto Rico's biggest daily newspaper. But the deal had been met with outrage before an official announcement was even made.

In late January popular Spanishlanguage singer Ednita Nazario, a Puerto Rico native, joined members of Puerto Rico's House of Representatives to protest the then-rumored

EL MUNDO ▶ See Page 18

Zapin Heads Rock Promo At DreamWorks Records

Ross Zapin has been tapped to head DreamWorks Records' combined rock and modern rock promotion departments while

continuing to oversee the label's video promotion. He formerly spearheaded the company's modern rock promotion and is based in New York, reporting to DreamWorks executive Johnny Barbis.

"Ross has done an outstanding job of raising awareness of our artists at radio," Barbis said.

"He's shown real leadership in not only getting songs played, but in looking after the overall development of artists' careers. Ross has worn two hats at Dream-Works for a while now, getting impressive results in both the radio and video arenas, so we have no doubt he will excel in his increased responsibilities as head of our recently combined rock and modern rock promotion efforts."

Zapin remarked, "I must thank Johnny Barbis for this tremendous opportunity to grow in my career at DreamWorks. He has shown the kind of support and creativity that you dream of

> in a boss. At most labels I'd never have the freedom to do all the things I've done on Johnny's watch. I'm also extremely grateful to my team members in the department, Matt Smith and Jeff Gillis, and [DreamWorks principal executive] Michael Ostin, who has shown

great faith in my abilities from Day One.'

Zapin began his career as Promotion Director at the former WAPP/New York, then segued into concert promotion at Ron Delsener Enterprises. He joined Geffen Records in 1990 and while there held the titles New York Regional Promotion Manager, Fast Coast Modern Rock Promotion Director and head of modern rock promotion. He joined DreamWorks in 1999.

NEWS & **FEATURES** Radio Business Management. Marketing, Sales Digital Media Street Talk **Sound Decisions Going For Adds** Publisher's Profile 116 112 **Opportunities** Marketplace 113 **FORMAT** SECTIONS News/Talk/Sports

21 32 CHR/Pop CHR/Rhythmic 39 45 Urban **Country Special** 51 **Adult Contemporary** 79 Smooth Jazz 84 87 Rock Alternative 92 Triple A 98 Christian 102 Spanish Language 107 The Back Pages 114

Catlin Returns To Dallas To Program 'The Ticket'

Susquehanna has transferred KCMO-AM/Kansas City PD Jeff Catlin back to a similar post at Sports KTCK (The Ticket)/Dallas. He succeeds Bruce Gilbert, who last week was named GM for the ESPN Radio Network.

Catlin is returning to KTCK, where he worked from its inception in 1994 — first as a producer and ultimately as PD. He moved to KCMO in 2000.



"I can't think of a position in recent years where we saw as much interest as this one," said Susquehanna/ Dallas VP/Market Manager Dan Bennett, to whom Catlin reports. "While the biggest names in the industry came forward, Jeff's history with the station, tremendous

work ethic and creativity convinced me he is the perfect person for the job"

Renier Rejoins WNNX/Atlanta When asked if he has a new per-

Mark Renier has returned to the day-to-day GM post at Al-

ternative WNNX (99X)/Atlanta. He replaces Tom Holiday, who resigned.

Renier retains his corporate responsibilities as Sr. VP/Regional Manager for Susquehanna — in which he oversees the company's Atlanta, Cincinnati and Indianapolis stations — but relinquishes day-to-day

GM duties at CHR/Pop WWWQ (Q100)/Atlanta. Renier launched 99X in 1992 and O100 in 2001



told R&R, "I have not been involved with 99X day to day while we've been building Q100, so l am enjoying 99X with new ears. The benchmarks are known throughout the marketplace, with station events such as Freeloaders, Live X, Big Day Out and free summer concerts. The

air talent is extraordinary, and OM Leslie Fram and PD Chris Williams are on task."

KMOX Ups Langmyer To GM

Tom Langmyer has been promoted from Director/ Operations to VP/GM at Infinity's News/Talk KMOX/ St. Louis. Langmyer replaces Karen Carroll, who stepped down last month, and reports to recently appointed Infinity/St. Louis Sr. VP/Market Manager Beth Davis.

"We have an excellent team and an incredible cluster," Langmyer told R&R. "Having the opportunity to work under the leadership of Beth Davis and incoming Director/Sales Susan Kretschmar is very exciting.

"KMOX is a very product-intensive and community-oriented sta-



tion. Times have changed, but the foundation upon which KMOX was built still applies. We have a strong commitment of service to our listeners, clients and the community. KMOX is truly the 'Voice of St. Louis,

A 20-year broadcasting veteran, Langmyer joined KMOX in 1992 as PD. Be-

fore that he spent 1986-92 as Operations Director for NewCity's WSYR & WYYY/Syracuse. He has also worked for WGR-AM & FM and WBEN-AM & FM in Buffalo, as well as WTAE/Pittsburgh, and has been a consultant to WNEW-AM/ New York.

LETTER TO THE EDITOR

Reader Recalls First 'TV War'

In response to Radio One COO Mary Catherine Sneed's statement in the Feb. 14 issue of R&R concerning earnings estimates vis-a-vis a possible war in Iraq, wherein she said 1991's Persian Gulf War was the "first time we'd seen a war televised":

Mary, you are either young, stupid or both to negate the tens of thousands of young lives that were lost right in front of our eyes daily on the nightly news during the Vietnam War. Your ignorance is disheartening.

> Director/Radio Programming & Operations **Dick Clark Productions**

The views expressed in a letter to the editor are those of the writer only. The writer is solely responsible for the content. R&R reserves the right to edit letters.

Cambino Now OM Of WBLI

Nancy Cambino has added OM duties at Cox Radio's CHR/Pop WBLI/Nassau-Suffolk. She retains her post as Promotion & Marketing

"Nancy is a total star," Cox Top 40 Format Coordinator and WBL1 PD Jeremy Rice told R&R. "With [VP/GM] Kim Guthrie and 1 now doing all these regional duties, we're more than likely to be on a plane on any given day. I need someone like Nancy, with her takecharge attitude, who's qualified to handle a lot of the day-to-day activities with Asst. PD/MD Al Levine and Music Coordinator L.J.'

Cambino, who has been with WBLI for four years, told R&R of

CAMBINO ➤ See Page 23

WPGC-FM/DC **Elevates Rouse** To Ops Mgr.

Reggie Rouse has been promoted to OM of Infinity's CHR/ Rhythmic WPGC-FM/Washington. He was previously Asst. PD and retains his duties as producer of The Donnie Simpson Morning Show

Reggie is the man because of his 'make it happen' attitude," said Infinity VP/Programming Jay Stevens, to whom Rouse reports. "His passion has allowed him to grow

ROUSE ➤ See Page 17

SBS Tries Again Vs. Clear Channel, HBC

Asks that lawsuit dismissal be reconsidered

R&R Washington Bureau

panish Broadcasting System's crusade against Clear Channel and Hispanic Broadcasting was dealt a blow when the SBS lawsuit alleging anti-competitive practices by the other two broadcasters was dismissed by a District Court judge, but SBS came out swinging late last week when it requested a reversal of that action, saying it has new information it wants to share with the court.

In a Feb. 14 filing SBS not only asked Florida's Southern District Court to reconsider the dismissal, it asked for permission to file a sec-

ond suit. The latest complaint is sealed because it reportedly contains new information gained in discovery-phase depositions from

Clear Channel Chairman/CEO Lowry Mays and CFO Randall Mays and Hispanic Broadcasting CFÓ Jeff Hinson.

Meanwhile, the National Hispanic Policy Institute is imploring the FCC to fully investigate the claims made in SBS's original suit. The facts alleged in the complaint, if proven, would show that Clear Channel has exercised significant

SBS » See Page 6

Report: Women Slowly Gaining In GSM Posts

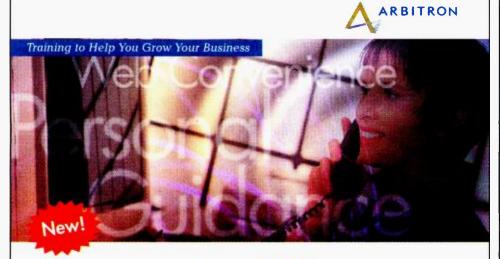
he latest report released by the Most Influential Women in Radio shows that the proportion of female general sales managers in the radio industry is now 31%, up from 26% in 1995. That figure, MIW spokeswoman Joan Gerberding said, indicates that the radio industry is "inching its ways toward gender parity."

more stations, Entravision leads the pack with the most female GSMs,

Among radio groups with 50 or 43%. It's followed by Cumulus, with 39%; Radio One and ABC, with 37% each; Entercom and Hispanic Broadcasting, with 35% each; Clear Channel, Citadel and Regent, with 33% each: and Cox Radio, with 29%.

Companies the MIW group calls "below the norm" for women in GSM positions are Infinity, with 23%; NextMedia, with 17%; and Marathon Media and Salem, each with 14%.

MIW > See Page 6



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BUSINESS BRIEFS

CNN, ABC News Drop Merger Talks

alk of a merger between CNN and ABC News surfaced in September, but now the companies have decided not to join forces. CNN parent AOL Time Warner said last week, "After careful review, it was determined that, although there are great merits and possibilities to a merger, the potential problems associated with the completion of such a transaction and the integration of these two distinct and great cultures was more than we wanted to pursue at this time."

Is EMI Looking At Warner Music Group Buy?

he New York Post reported last week that EMI is in early discussions with AOL Time Warner about a possible purchase of Warner Music Group. The Post's unnamed sources said no deal is imminent. but analyst estimates put the potential purchase price of WMG at about \$3.5 billion. Representatives of EMI and AOLTW would not comment to the paper, but some industry execs told the Post that, although AOLTW wants to lessen its \$26 billion debt load, it's unlikely to sell WMG at the current low valuation. Another insider said, however, "Desperate people will do desperate things."

Analysts' Outlook On Radio One, Viacom

errill Lynch analyst Marc Nabi has set Q1 estimates of \$65 million in revenue, \$29.5 million in broadcast cash flow and \$26 million in EBITDA for Radio One --- slightly higher than the company's own forecast. Radio One management expects revenue of \$64.6 million, BCF of \$29.1 million and EBITDA of \$25.7 million. At the same time, Nabi lowered his full-year 2003 revenue forecast on the company to \$321 million — an 8.5% increase from 2001 — and reiterated his "neutral" rating on ROIA shares.

Meanwhile, Merrill Lynch analyst Jessica Reif Cohen lowered her forecast for Viacom, saying that the Q4 performance from the company's "more important" divisions, such as cable, were below expectations, while results from what she called the "less critical" entertainment division were ahead of estimates. Cohen lowered her 2003 EBITDA estimate for Viacom from \$6.3 billion to \$6.1 billion and dropped her target price on the company's stock from \$55 to \$50.

"While this represents a more easily achievable estimate," she said, "in light of Q4 trends we are taking a more conservative approach to our outlook." Cohen warned that her estimates are based on continued advertising strength in 2003 and said, "A falloff in the advertising market could cause our price target to be aggressive." While she lowered her EBITDA estimate for Infinity from \$1.7 billion to \$1.6 billion. she forecast that the division's revenue will grow 6%, to \$4 billion, and predicted that radio revenue will grow 8%.

Continued on Page 6

R&R Stock Index

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

				Cha	nge Since
	2/14/02	2/7/03	2/14/03	2/14/02	2/7/03-2/14/03
R&R Index	242.46	200.46	189.74	-22%	-5%
Dow Industrials	10,001.99	7,864.23	7,908.80	-21%	+0.6%
S&P 500	1,116.48	829.69	834.89	-25%	+0.6%

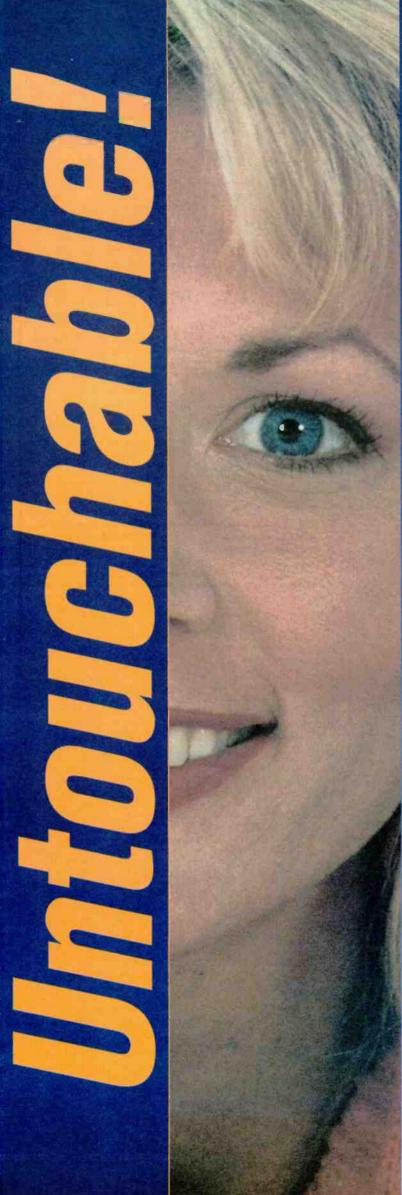
Lender Forecloses On NBG Radio Networks

Holmes exits as Crystal Net assumes NBG shows

After analyzing the company's viability and its ability to satisfy its obligations to its senior secured creditor - and after considering earlier consultations with legal and valuation counsel — the board of directors of NBG Radio Networks has determined that a foreclosure on most, if not all, of the company's assets is the most appropriate course for the beleaguered Portland, OR-based program supplier.

The decision to have Arlington, VA-based Crystal Media Network foreclose on NBG, originally known as Nostalgia Broadcasting, came following the Jan. 29 resignation of NBG President/CEO John Holmes. The foreclosure itself took place Feb. 12, and with it NBG has been absorbed by CMN, headed by CEO Nick Krawczyk. The move has led CMN to launch a radio-syndication arm, Crystal Net, which will

NBG ➤ See Page 6



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BUSINESS BRIEFS

Continued from Page 4

Gingrich Now Clear Channel Radio Controller

atie Gingrich has been named Controller for Clear Channel Radio. She has spent the last four years as Market Controller for Clear Channel's eight-station Phoenix cluster and before that was Accounting Manager for Citadel/Phoenix. Gingrich reports to Clear Channel Radio VP/Finance Jeff Rice.

Rich Democrats Seek To Launch Liberal Talk Network

A group of wealthy Democrats headed by Chicago venture capitalists Sheldon and Anita Drobny plans to launch a liberal-leaning Talk network, according to a report in the Feb. 17 New York Times. Longtime Atlanta-based radio programmer and executive Jon Sinton is reportedly the new network's chief executive, and the paper said the group is in talks with Saturday Night Live personality and author of Rush Limbaugh Is a Big Fat Idiot AI Franken about hosting a show. The Times acknowledged that considerable hurdles will need to be overcome to make such a venture a success but called the idea "the most ambitious undertaking yet to come from liberal Democrats who believe they are overshadowed in the political propaganda wars by conservative radio and television personalities."

Goldman Sachs Raises Its Stake In Univision

oldman Sachs Asset Management, already Univision's largest shareholder, has increased its stake in Goldman Sacris Asset Management, and Say Simple Sacris Asset Management, and Say Simple Sacris Asset Management, and Say Simple Say Say, or 15.8 million shares, in September 2015. ber 2002. It was not reported when the additional shares were purchased or at what price. Univision is in the process of completing a \$2.09 billion merger acquisition of Hispanic Broadcasting.

Tribune January Radio Revenue Declines

Revenue for Tribune Co.'s radio operations slid 10% in January, due primarily to the sale of two of the company's three Denver radio stations, but revenue for the broadcasting division rose 10%, to \$107 million, buoyed by TV revenue that increased 12%. For the company as a whole, revenue increased 5%, to \$467 million. Tribune's publishing revenue improved 3%, to \$353 million, while national advertising for its publishing operations grew 13% and retail advertising improved 3%.

Wisconsin Board To Help Amigo Expand In Texas

migo Broadcasting hopes to add to the 17 stations it owns throughout Texas after inking a financing deal with the State of Wisconsin Investment Board that gives Amigo immediate capital for operations and growth. Details were not released, but Amigo said it approved the deal, which "contemplates further equity from Wisconsin," on Feb. 6, and the arrangement is now pending FCC approval. Before expanding, Amigo plans to complete the construction of a new tower for KXEB/Dallas and close on the stations it is already in the process of purchasing. The State of Wisconsin Investment Board has a track record of success: It was a founding member of Cumulus Media in 1997.

Reese, Llansa Join NAB Radio Board

onneville President/CEO Bruce Reese and Spanish Broadcasting System VP/East Coast Sales Maria Elena Llansa have been named to the NAB Radio Board. Reese served on the NAB board of directors from 1996-2000 and will begin his two-year term on the Radio Board at the upcoming June board meeting. Llansa, who is also GM of SBS's WCMQ, WRMA & WXDJ/Miami, began her two-year term in January. Both were appointed to at-large seats by Radio Board Chairwoman Ginny Morris.

Awards Set For Katz Women's Career Summit

Awards presentations will be part of the first **Katz Women's Career Summit**, set for March 19 at the Grand Hyatt Hotel in New York. At the gathering, geared toward women in the advertising and media industries, ABC Radio Networks' The Satellite Sisters will receive an award for programming excellence. Additionally, Clear Channel CEO John Hogan will present awards of excellence to the New York Times Co. and Pfizer for their commitment to advancing women through their management ranks, and to Radio Ink Publisher Eric Rhoads for creating the platform for the Most Influential Women in Radio. The complete agenda for the summit, including an updated list of panelists and presenters, is available at www.katzwomenscareersummit.com.

RTNDA Releases Resources For War Coverage

he Radio-Television News Directors Association has released three new resource guides to help journalists prepare for crisis coverage. The Bioterrorism Guide explains what bioterrorism is and how an attack might unfold, the Terrorism Resources Guide offers tips on preparing a newsroom to cover a terror-related crisis, and War Coverage Resources offers articles on planning to report a war, including information on war-zone training and preparedness. More information on all the RTNDA's war-related resource guides is available at www.rtnda.org.

FCC ACTIONS

Report: FCC Commissioners Clash Over Deregulation

he New York Post reported this week that the FCC is at odds over the possibility of more media deregulation, saying the "normally staid government agency has turned into a battleground" as a quarrel between Chairman Michael Powell and Commissioner Kevin Martin over the overhaul of telecommunications rules has reached a boiling point. The Post said the rift "has exploded in recent weeks" and cited unnamed sources who said Martin and Powell are also engaged in a clash of egos: "You've got a chairman and a wannabe chairman," a DC insider told the newspaper.

Neither Martin nor Powell would comment to the Post on the reported falling-out, which the newspaper said began when Martin sided with the FCC's two Democratic commissioners, Michael Copps and Jonathan Adelstein, over deregulation. "Clearly, there's a clash of wills right now," said Ken Johnson, spokesman for Rep. Billy Tauzin. "We have serious concerns about the FCC's future effectiveness, given some of the posturing going on right now. With the economy stumbling along, this is no time for the FCC to be bumbling along. If Commissioner Martin aligns himself with two Democrats, we'll have a new majority at the FCC, and that's not what Republicans had in mind."

Continued on Page 18

TRANSACTIONS AT A GLANCE

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

- WZLM-FM/Dadeville, AL \$1.3 million
- KTME-AM/Lompoc and KUHL-AM/Santa Maria, CA
- KEBR-FM/North Highlands (Sacramento), CA \$3 million
- WTSE-FM/Cypress Quarters, FL \$1 million
- KIKX-FM/Ketchum and KTFI-AM/Twin Falls, ID \$2 million
- WYRN-AM & WHLQ-FM/Louisburg, NC \$2.8 million
- WKRE-AM/Monroe, NC \$425,000
- WZCM-AM/Young Harris, GA \$120,000
- WLLM-AM/Lincoln, IL \$275,000
 WYRN-AM & WHLQ-FM/Louisburg, NC Undisclosed
- WQSE-AM/White Bluff, TN \$85,000

Full transactions listings, posted daily, can be found at www.radioandrecords.com.

DEAL OF THE WEEK

 WUKQ-FM/Mayaguez, WUKQ-AM/Ponce and WKAQ-AM & FM/San Juan. PR

PRICE: \$32 million

BUYER: Hispanic Broadcasting Corp.

SELLER: El Mundo Broadcasting Corp., a business entity run under the auspices of the Fundacion Angel Ramos philanthropic organization. Phone: 787-758-5800 BROKER: Kalil & Co. Inc.

2003 DEALS TO DATE

Due to this week's blizzard in Washington, DC, 2003 Deals to Date information was unavailable at press time. Updated figures will appear in next week's issue of R&R.

MIW

Continued from Page 4

Among companies with fewer than 50 stations, 33-station Zimmer Broadcasting leads: Fifty-six percent of its GSMs are women. Half the GSMs at Willis Broadcasting's 39 stations are women, while 46% of the GSMs at Greater Media, 43% at Fisher and 38% at Root Communications are female.

Despite the gains, Gerberding said, "Too many radio groups continue to undervalue the expertise and experience of female sales managers. There continues to be the perception that the issue of gender diversity no longer exists. I'm here to tell you that these numbers don't lie."

-Joe Howard

SBS

Continued from Page 4

influence over the operations of HBC," the NHPI told the FCC in a recent letter. "The commission should carefully examine the allegations to determine whether Clear Channel, despite its representations to the contrary, holds an attributable interest in HBC.'

NBG

Continued from Page 4 produce, distribute and sell network programming to national advertisers

Among the programs and features to which CMN has acquired the rights are The Dave Koz Radio Show, Hollywood Hamilton's Weekend Top 30, Wireless Flash and The Dr. Don Prepsheet. Krawczyk has formed an advisory board for CMN and will be assisted by such notable media executives as Empire Media Chairman/co-CEO Peter Bordes Jr. and AMFM Radio Network founder David Kantor.

NBG shares, which trade on the Over-the-Counter Bulletin Board, dropped on Feb. 13 to close at a paltry 4 cents a share, and the stock, which is traded only sporadically, has seen no activity since. NBG's market capitalization is just \$583,000; by way of comparison, Westwood One's capitalization is reported at \$51 million.

The acquisition of NBG's assets has made CMN the target of NBG's creditors. ProStar Entertainment Group President Bob Dane told R&R that he plans to file suit against Crystal Media because NBG has now defaulted on payments due for its representation of ProStar's The Movie Show.

Dane said NBG is now delinquent in more than \$10,000 in payments, adding that the last six months' worth of checks the company sent to ProStar included no advertiser itemization and were substantially lower than guaranteed. Dane told R&R that he is requesting an audit of 12 months' worth of payments to ProStar and said his calls to NBG executives and to Krawczyk have gone unreturned.

It is not known who is presently overseeing NBG's business affairs, and calls to the company by R&R were not returned by press time.



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Marty Thompson, PD KQOL 93.1 FM Las Vegas Director Oldies Programming, Clear Channel.

"Goddard's Gold is a great fit for our fun KOMA personality image! Steve puts energy and fun into his show and listeners are energized."

> Kent Jones, PD KOMA 92.5 Oklahoma City

"Fresh, Fun, Informative and LOTS of Music! Goddard's Gold is an exciting addition to KODJ's weekend. Thumbs up!!!"

Dickie Shannon, PD KODJ 94.1 Salt Lake City

"A perfect compliment to the weekend line-up at KOOL-106.1! The features, interviews, & music make it happen! Goddard's Gold is a weekend winner for KOOL!"

> Paul Langston, PD KQLL 106.1 FM Tulsa

"Exactly what we were looking for! 60's based, and attractive to our P-2's as well as our P-1's. Sunday Morning's in Green Bay now require a cup of coffee, the sports section and Goddard's Gold!"

Dan Markus, PD WOGB 103.1 Green Bay

"The only syndicated program good enough for our air! So good, we air it twice! An added bonus, Steve and his staff are very cooperative and accommodating.
Thanks!"

Matt Cooper, PD Oldies 106.3 KKSB Santa Barbara



jgreen@radioandrecords.com

JEFF GREEN

NTR Gains Ground Despite Economy Concerns

Event marketing continues to lead

Radio just enjoyed its second-best year ever in advertising dollars, and the contribution of nontraditional revenue to radio's bottom line looks like it will continue to grow in 2003, despite the tough economy.

A record 85% of the 650-plus respondents to the RAB's just-released fourth annual NTR survey say they plan to increase their NTR activity over the next year. More than 70% intend to have more involvement with event marketing, the No. 1 NTR category, followed by cause-related efforts and then the Internet, which has passed recruitment as the third-leading NTR segment.

More than two-thirds of the broadcasters surveyed say they've been doing NTR for at least three years, and most believe they're doing a good job of planning further ahead. But many respondents are still struggling with time management and a shortage of resources.

Radio has quickly adapted to the new advertising landscape and incorporated more NTR programs into its revenue-generating efforts," says RAB President Gary Fries. "Radio has traditionally delivered results with events in the local marketplace, and the acceleration we are seeing in that direction is a natural progression that will be of benefit to the industry and its clients."

Here are the results of the RAB's 2003 NTR survey.

 What market size is your station in?

 2001
 2002
 2003

 Below 50,000
 17%
 10%
 11%

 50,000-200,000
 30%
 26%
 25%

 200,000-500,000
 18%
 16%
 16%

 500,000-1 million
 11%
 13%
 12%



NTR's Real Revenue Contribution

In the RAB's just-released fourth annual NTR survey, the percentage of stations reporting that nontraditional revenue brings in at least 11% of their overall revenue is 34%. That's down slightly from 2002's 36% — not surprising, given the uncertain-at-best business climate — but in 2001 just 23% of surveyed stations made 11% or more of their annual revenue from NTR. NTR is clearly becoming a bulwark for radio against the turbulence of transactional business.

Of your total revenue, what percentage is from NTR?

	2001	2002	2003	
0-10%	77%	64%	66%	JE
11-20%	18%	26%	27%	
21-30%	3%	6%	5%	
More than 30%	2%	4%	2%	

Despite the gains from 2001, the drop in the 21%-plus range suggests that the economy is limiting the ability of stations to maximize their NTR opportunities.

1 million-plus 24% 35% 36%

More major-market stations are continuing to turn toward NTR, though activity is not accelerating the way it did last year, when respondents in the 1 million-plus markets increased by 11% over the 2001 survey. It is notable, however, that only 52% of the respondents are in markets of 500,000 or less, a significant decline from 2001's 65%.

How long has your station/group been pursuing NTR opportunities?

	2001	2002	2003
Less than a year	24%	16%	10%
One-two years	23%	24%	22%
Three-five years	25%	29%	32%
More than five years	28%	31%	36%

The continuing rapid decline in the "less than a year" category shows how NTR is becoming a fixture category for 90% of respondents, with 68% reporting at least three years of activity.

Which of the following NTR areas are you now pursuing? (More than one answer allowed.)

	2001	2002	2003
Event marketing	91%	92%	91%
Cause-related mkting	67%	70%	70%
Internet	54%	55%	55%
Recruitment	72%	58%	51%
Manufacturer direct	40%	44%	39%
Dealer group	35%	40%	39%
Other	10%	27%	24%

The deteriorating economy seems to be reflected in these numbers. No category except the Internet showed any growth, recruitment fell again, and cause-related marketing stalled at 70%.

For 2003, will your station....

	2002	2003
Increase the level of		255
NTR selling?	84%	85%
Maintain the same level		
as in the previous year?	14%	12%
Decrease the level of		
NTR selling?	3%	3%

If you plan to increase your NTR efforts for 2003, which area are you planning to increase? (More than one answer allowed.)

	2002	2003
Event marketing	72%	72%
Cause-related marketing	54%	53%
Internet	47%	48%
Manufacturer direct	40%	37%

Recruitment	36%	36%
Dealer group	32%	31%
Other	19%	19%

In the two years the RAB has asked this question, the replies have been remarkably similar. But the decline in manufacturer-direct business appears likely to continue — the percentage of respondents planning to step up their efforts in that area is also slipping. The RAB says, however, "By targeting the right prospects, manufacturer direct could be a great NTR segment for 2003."

When training a new sales rep, what topics do you include? (More than one answer allowed.)

2001 2002 2003

Event selling	77%	68%	71%
Cooperative advert	79%	64%	63%
NTR	60%	62%	63%
Cause-related mrkting	52%	47%	47%
Internet	42%	41%	45%
Recruitment	59%	41%	41%
Other	11%	26%	25%

NTR training has now tied co-op advertising as a training topic, and the slight increase in planned Internet NTR is reflected in the uptick in Internet training. Just as event selling remains the No. 1 NTR category, it continues to lead here as well.

If you offer cause-related marketing, how many different causes have you supported in the last two years?

	2001	2002	2003
Three to five	36%	40%	38%
One to two	45%	35%	37%
More than five	21%	25%	25%

Two percentage points in the "three to five" and "one to two" categories is not a big change, but the RAB believes the decreases could reflect a return to the cause-related environment as it was before stations began working overtime to respond to the 9/11 tragedies.

Do several departments create and implement NTR campaigns?

	2001	2002	2003
Yes	39%	50%	53%
No	61%	50%	47%

Thanks to station training and experience with NTR, the majority of NTR campaigns are now organized jointly among the sales, NTR, programming

Continued on Page 12



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— Jim Farley, VP News/Programming, WTOP AM & FM/Washington, DC

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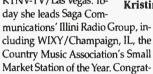
GM Spotlight: Kristine Foate

VP/GM, WIXY, WLIO & WLRW/Champaign, IL (Saga)

Friends told her she'd lost her mind when, after putting herself through college and law school, Kris Foate gave up her four-year career as an attorney to start all over again as an \$18,000-a-year salesperson at WLVE/ Madison. But Foate wasn't having fun being a lawyer, and, as someone who needs to be committed heart and soul to what she does, she was attracted to the fast pace and challenges of radio and to the ability it gave her to make a difference in the market.

Leveraging knowledge gained from her degrees in economics and

law, Foate steadily advanced through the ranks at Shamrock Communications to GM of WOFM/ Milwaukee. She moved on to Journal Broadcast Group, where she was VP/GM of WKTI-FM/ Milwaukee and, later, KTNV-TV/Las Vegas. Today she leads Saga Com-



R&R: So getting into radio was love at first sight for you?

KF: Yes, but it was not easy. I think we need to stop sending the message to people that radio sales is an easy way to make a lot of money, because it's not. Like anything else, it's a career and takes dedication, great skill, talent, investment and continuous improvement.

R&R: What do you think is keeping more women from advancing to senior management?

KF: We are not good at networking, and that's

job of managing our careers. I know many of those in the Most Influential Women organization have a lot to balance in their lives

They've done it, but they've also learned the networking skills, how to manage up and about tooting your own horn - making sure you let people know what you do - and there's nothing wrong with that. Those are things that most women haven't been mentored on. I'd encourage women to apply for the three annual mentee positions at the MIW. I believe in paying it forward and would be happy to help any-

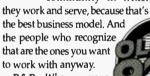
R&R: But not to the point where it would bias your personnel decisions.

KF: I've always been gender- and colorblind and have never viewed things as "I'm a woman doing this," or "I'm going to hire another woman." I've just looked to hire the best people. I do think it's harder for a

woman to get to GM, partly because men act more familiar and comfort-

able with other men.

As women, we can let that be a barrier, or we can be tenacious and continue to prove ourselves, day in and day out. Those individuals who are smart about business hire a diverse group of individuals who reflect the community in which



R&R: Who are your mentors?

KF: There are three sets. First, family — my parents, GOOD TIMES... R&I who taught me that I could GREAT OLDIES! people? do anything and that there are no limits if you're willing to work for it. My spouse grounds me; he's brilliant. My sister Kate Trewick, who is an educator, is an inspiration. She's one of the smartest and most talented individuals I've

ever met. Next, there's my Saga family - President Ed Christian and Sr. important. We also have to do a better TODAY'S BEST MUSIC! VP/Programming Steve Goldstein and

their group. They've contributed to my growth as a leader, and I'm learning things every day from them. Third, I would say the MIW. It's been a phenomenal opportunity to have unlimited access to the best and the brightest in our indus-WIXY 100.3FM Today's Country Favorites

R&R: At a recent RAB board meeting, a key

stock strategist gave high marks to your company. What is Saga doing differently from its competitors?

KF: We pay attention to and try to be brilliant at the basics. The other key thing is slow and continuous growth. Obviously, we'd love to hit home runs and have double-digit growth every year, but we want to make sure we're investing in our properties and our people while we're growing profits.

We're not looking to take every penny that we bring in the door and put it in the bank. We work at giving a return to our investors while protecting the people and products and preparing them for the long term. It's a company built on a strong foundation.

R&R: What's the best part of your

KF: Working with the people, both inside and out. You won't find a more diverse, interesting, energetic group of people than those in our business. We get to go out every day and meet different people and really have an impact in the community. You can feel that here. People love coming in to work every day.

R&R: And one of the hardest parts? KF: I don't know anybody who doesn't have recruitment issues hiring, training and retaining the best people. All that has to do with time management, balance and focus, because we need to be looking for that gold all the time to bring

into our business, making time to grow ourselves and our staffs. We have that obligation. It's not unique to our industry. Everybody's feeling it.

R&R: Where do you find

KF: In the banks, retail stores, teaching in schools, running charitable organizations - you have to keep your eyes and ears open. But they are there.

R&R: What advice would you give those facing the responsibility of cluster management for the first time?

KF: I would concentrate on the "Three P's." First and foremost, it's strong people. You can't do a cluster yourself, so I always attempt to surround myself with leaders who are smarter and more talented than

Second is the plan. You've got to get together with your folks and come up with a battle plan, strategic plan, a plan for growth — whatever you want to call it - that outlines where you are, where you

> want to be and how you're going to get there. Then you have

to be merciless in focusing on that plan. You have to be flexible as opportunities come up or as they happen, but, basically, you have to stick

Finally, it's putting the processes in place. If somebody skips the processes, you find yourself fixing problems, because it's those processes and procedures that keep everyone involved and information flowing

R&R: What's the best advice you've received in your career?



A Collision With Reality

By Tim Moore

In 1970 Lou Holtz was a fledging football coach at William & Mary. On opening day he traveled with his team from beautiful Williamsburg, VA to Morgantown, WV to meet the heavily favored West Virginia University Mountaineers, coached by his close friend Bobby Bowden. In his book Winning Every Day, Holtz remembers it as an exciting day. He'd grown up in nearby Liverpool, OH, and he got tickets to the game for everyone he knew, including aunts, uncles and grandparents. Holtz's friends and family came from everywhere to be at that game.

Holtz must have been thrilled to see them all there when his team took the field. The William & Mary team was outmanned, but Holtz felt his players were much improved and hoped they wouldn't be embarrassed by Bowden's Mountaineers. Even when West Virginia, with two NFL-bound backs, scored on its first possession, Holtz was confident that his friend wouldn't let the game get out of hand. Holtz says of that day, "Bobby was a close friend of mine. I knew he had too much class to leave his starters in and run up the score."

Holtz's Tribe played their hearts out, and with about a minute left in the game, W&M was down - but respectably, 34-7. Then one of West Virginia's big backs broke away, making the final score 41-7. Holtz was humbled in front of his friends and family.

When he met Bowden at midfield after the game, Holtz, piqued that his friend had run up the score, said, "Bobby, I thought we were friends. How could you leave your starters in and keep piling up points in front of my family and friends?"

Bowden's reply was calm, sincere and classically Southern. According to Holtz, it went something like this: "Lou, it's your job to keep the score down, not mine. You can only coach one football team at a time, and that's yours. You can't coach mine. If you don't want to get beat badly, get better athletes, coach better or change the schedule."

It sounded harsh, but it was reality. Holtz recounts the story as a valuable lesson for dealing with problems. Simply put, if you have a problem, it's your problem. Solve it. Holtz reminds us, "Don't blame other people. Ninety percent of the people you meet don't care about your problems, and the other 10% are glad you have them."

Business these days is a lot like coaching: People want instant gratification, and there's always the old "But what have you done this season?" syndrome. Wins sometimes seem spaced further apart these days, and their sweetness is diminished by the Wall Street world we

So, as you're trying to solve a problem and feel tempted to play the "If it weren't for X" game, remember Lou Holtz meeting Bobby Bowden at midfield in Morgantown some 30 autumns ago. You can only coach one team, and that's yours.

Tim Moore is Managing Partner of Audience Development Group, programming consultants to radio stations in multiple formats. Reach him at 100 Grandville SW, Suite 602, Grand Rapids, MI 49503; 616-940-8309; or tim@goodratings.com.

KF: Always operate with the highest ethical standards. Never compromise your integrity, because it's the only thing you really have. That has served me well. Also, you have to genuinely care about the success of those around you before you can succeed, and I truly believe

Another thing: One time I walked into a building and was told, "These people are all owners. They are all your boss, from the person who cleans out the garbage can to the CEO in the corner office to the customer. So make sure you show respect and treat everyone - inside and outside the organization - as if they were the owner, and you'll succeed."

R&R: What would people be surprised to know about you?

KF: Maybe that I don't remember anything about the '60s?

Last Call For RAB/BMI Minority Scholarship Apps

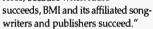
Will your team help develop radio's next 'Top Gun'?

Feb. 28 is a red-letter day for broadcasters wishing to submit candidates for the RAB/BMI FastStart to Radio Sales Success Minority Scholarship Program. The original Jan. 17 deadline for applications was extended to ensure as many entries as possible for the popular initiative, which awards 25 \$1,200 scholarships to the five-day RAB Training Academy in Dallas each year.

BMI, which played a central role in the program's 2002 debut by funding tuition for selected candidates, is again footing the bill this year to ensure that these developing salespeople gain essential training.

BMI Sr. VP/Licensing John Shaker says, "The goal of the RAB/BMI

FastStart Program is to open doors for radio's next generation of salespeople and add to the diversity of the industry's sales force. The first year of the program exceeded everyone's expectations. BMI is pleased to help increase the quality of radio's sales force, because when radio





Success Story

While stations that send scholarship winners need to cover airfare, hotel and some other expenses, the payoff for the broadcaster can be almost immediate, as it was in the case of KMEL/San Francisco and AE Regan Richardson. Richardson delivered a 249% increase in sales within 90 days of graduating from the academy, earning him "Top Gun" honors among the year's graduates.

"It was definitely worth our investment to send Regan," says Clear Channel San Francisco Exec. VP/ Market Manager Ed Krampf. "It's obvious that the academy training Regan received had a direct impact on his subsequent sales success."

"Regan is truly a wonderful success story," says RAB Exec. VP/Services Mike Mahone. "The fact that Regan attended the academy under the auspices of the Minority Scholarship Program makes his achievement even more rewarding."

Taking Up The Cause

Richardson, who got into radio after attending a Clear Channel job fair he heard about on KMEL, has a background in nonprofits and has focused on cause marketing to achieve his impressive results.

"I wanted to use radio in order to do positive community things in Oakland, CA, which is where I'm from," Richardson says. "I closed a deal with Alameda County on developing an awareness program around AIDS, as there's been an alarming increase in the number of African-Americans and Latinos being infected by HIV, especially among young people. That was the majority of the money reflected in the increase I generated.

"I also got about \$14,000 for a onemonth program from the Oakland

Police Department to help reduce the activity around street-racing 'sideshows,' where cars are shown off, driven at high speeds and spun around on public streets; there's a lot of drinking involved. It's been happening since I was real young, and police have

never been able to stop it. I told the police that a friend of mine, U'kendra Johnson, died from a car speeding away from the police out of one of these things. A law in her name dealing with these sideshows was passed shortly after that.

"I was heartfelt about what happened to U'kendra and was trying to provide solutions, seeing as how I worked at a station that I knew served the population they were trying to reach. I did a lot of research and found the police were spending \$35,000 a week in overtime pay trying to lock down the streets. I told them that if they gave me half of that amount to get a message out to people about the consequences of their actions, they might see a decrease and reduce the tension.

"I was really emotional in my meeting with them. In fact, I actually yelled at them - it wasn't one of those RAB training tactics! They could see on my face that I knew what was going on, and they called me back to say they were going ahead with it. We created a campaign that aired every hour on the hour from Thursday nights to Sunday. The copy was written as 'In memory of my friend.' The Oakland police said the sideshows definitely had a dramatic decrease.'

The payoff from Richardson's cause marketing is continuing. He says, "I understand the funding process, and now new dollars from two different grants from the Office of Traffic Safety have come down from the Oakland Police Department to do a radio program in the upcoming summer months."

KMEL GSM Scott Bastable says Richardson was the first station seller to attend the RAB program and adds, "What makes Regan special is that he combines his will to close business, hit his goals and succeed with a desire to do the right thing for the Bay Area. His community-based programs, events and public-awareness campaigns channel funds into a greater cause.

Building On A Foundation Of Confidence

Asked what was the most important lesson he learned at the RAB Academy, Richardson says, "It's that it's not about us and the dollars, it's about our clients' needs and just being honest with them. You really can't sell something that's not going to work, or you won't maintain the relationship. You have to understand all the opportunities, different avenues and promotional tools you're working with. As a result, you're able to generate the dollars based on the expertise you've gained in the area you focus on. Mine just happened to be cause marketing.

Richardson, who has ambitions to receive his Certified Radio Marketing Consultant credential and eventually pursue station ownership, is particularly grateful for the support he's received from Bastable, LSM Aaron Iones, KKSF/San Francisco LSM Reza Hariri and veteran KMEL AE Christine Gaston, who was responsible for setting him up with his first account, which sparked his excitement about radio.

Richardson says, "With costs being cut for a lot of businesses, this program provides an opportunity for a few to come out and learn how to do this job in what is one of the toughest times in our industry and the American economy. It really gave us the confidence and a much stronger shot and foundation to build from so we could be successful. As far as I know, all but one of the 25 [scholarship recipients] is still in

Asked if he has any advice to others considering whether to apply for a scholarship, Richardson says, "When you come back, they'll see a change. You'll know the language and what the objectives are and feel comfortable doing a client-needs analysis. You'll be very confident in the basics. The relationships that you build will be your own, because everyone needs to find their own style, but at least this gives you the foundation to go out and build yourself as a strong salesperson in this indus-



THANKS FOR A GOLDEN OPPORTUNITY BMI presented the RAB with a plaque commemorating the organizations' partnership on the FastStart to Radio Sales Success Scholarship program. Seen here are (I-r) scholarship recipients Kimberly Brandt of Battle Creek Radio Stations, Angela Tabb of Urban Radio Broadcasting and Gayle Hobson of Radio Richmond; BMI Sr. VP/ Licensing John Shaker; RAB Sr. VP/Training Lynn Anderson; scholarship recipients Keva Woods of Clear Channel/Memphis and Jamila Joy of WREJ/ Richmond; and BMI Asst, VP/Marketing Mark Barron.

NTR Gains Ground

Continued from Page 8

and marketing and promotion departments. However, the workload appears to be managed primarily by the sales team: Forty-two percent of respondents say that the sales staff handles most of the NTR responsibilities, up from 37% last year. Only 21% say the NTR department is the driving force, down from 24% in 2002.

What is the biggest challenge you have with NTR selling? (More than one answer allowed)

	2001	2002	2003
Time management	75%	67%	65%
Lack of resources	34%	37%	37%
Training issues	40%	38%	34%
Lack of leads	27%	25%	27%
Communication with	other	station	
departments	21%	26%	26%
AE turnover	24%	26%	24%
Other	13%	18%	21%
Station consolidation	6%	8%	8%

Because NTR is time-intensive and requires so much lead work, time management will likely remain the leading challenge for broadcasters for the foreseeable future, especially with continuing pressure to deliver transactional business. The RAB can take credit for its numerous new and ongoing educational initiatives, which have helped steadily make training less of a problem in developing NTR.

How many combined events were responsible for 80% of your station's event NTR revenue?

	2001	2002	2003
One to two	36%	35%	25%
Three to five	37%	40%	46%
Six or more	21%	25%	24%
None	6%	5%	5%

Seventy percent of respondents are now conducting at least three events per year. While in most cases it's now taking more than a couple of initiatives to generate the majority of revenue, it's still difficult for stations to stage more than five events that bring in significant income.

When selling an event, what do you offer? (More than one answer allowed.)

	2001	2002	2003
Sponsorships	95%	94%	92%
Signage	87%	88%	88%
Booth space	87%	86%	84%
Sampling	70%	74%	75%
Couponing	63%	64%	65%
Hospitality	50%	49%	51%
Other	13%	32%	33%

Not much change here in the past year, except small decreases in sponsorships and booth space, no doubt influenced by the economy, and a bump up in sampling and couponing. The RAB maintains that "hospitality is one of the most underused marketing elements" in the event cat-

When starting to sell an NTR campaign, how much lead time do you allow?

	2001	2002	2003	
hree to six months	44%	50%	47%	
ess than three mos	43%	31%	31%	
Six to 12 months	10%	17%	20%	
Nore than 12 mos	3%	2%	2%	

The continuing increase in the sixto-12-month segment underscores the comments made after last year's survey by RAB VP/Co-Op & NTR Services Bill Barr, who said, "More sellers clearly understand the importance of selling well in advance. Sellers are seeing past the short-term sales and are looking to develop in the long term."

How often do you plan NTR campaigns that do not incorporate radio advertising?

	2001	2002	2003	
Seldom, less than				
50% of the time	33%	48%	50%	
Never	50%	30%	30%	
Frequently, more				
than 50% of the time	7%	12%	13%	
Regularly, more				
than 75% of the time	10%	10%	7%	

Here the unstable economy also appears to be playing a role, as broadcasters are using additional available inventory to support NTR projects.

2003 FastStart Selection Committee

Thomas Broiles WTMG-FM, Gainsville, FL

Anita Parker-Brown American Urban Radio Networks

Debbie BryantEmmis Communications

Michael Carter Carter Broadcasting Group

Michael Davis WRBO-FM, Memphis

John Douglas Information Network Radio

Angela Gee KMLT-FM, Thousand Oaks, CA

Joan Gerberding Nassau Media Partners

Tami Honesty ABC Radio Networks

Sherman Kizart Interep

Elicio Leal Hispanic Broadcasting Corp.

Joe Pagan
Joe Pagan Consulting

Ron Rodrigues Radio & Records

Allison Rogers WBAP-AM, Arlington, TX

John Shaker BMI

Mike Shu Clear Channel

Alex Snipe WFMV/WLJI/WTGH, West Columbia, SC

Gary StoneHispanic Broadcasting Corp.

Al Vicente Archway Broadcasting Group

Mary Ware Katz Urban Dimension

Anthony Washington Radio One Inc.

Tiffiney Wyatt RAB

Investing in the Future of Radio

RAB Sales Training Academy Scholarship

FastStart

Presented in Partnership with...



and the Radio Advertising Bureau have teamed up to produce the FastStart program. Now in its second year, the FastStart program awards scholarships to the RAB Sales Academy's Certified Radio Marketing Professional course to qualified Hispanic, African American, Asian, Native American, Alaskan Native and multi-racial candidates.

FastStart is administered by a volunteer advisory board of leaders in the radio industry who are committed to increasing diversity in radio's local sales force.

Applications are now being accepted for the 2003 program. For more information click on the FastStart link at www.rab.com



www.americanradiohistory.com

Arbitron To Charge For Webcast Ratings

Will add AQH numbers in next phase of long-term plan

By Brida Connolly Associate Managing Editor

Arbitron's MeasureCast Ratings will begin charging webcasters to be included in its service next month, after four years of measuring and publishing the figures for free. To create a subscription service has been part of Arbitron's strategy from the beginning, but Arbitron Internet Broadcast Services VP/GM Bill Rose says several factors have delayed the move until now.

R&R: So, this decision to charge to be included has been part of the plan all along?

BR: It's been part of the plan since Arbitron began looking at online audio and video. When we launched what at the time was the Arbitron Webcast Ratings, we decided to make the data available to customers and the press for free to demonstrate the size and value of the audience and to demonstrate what we're capable of doing. But the intent the whole time has really been to create a ratings service for Internet broadcasters. We're finally at the point that we thought we'd be at a number of years ago.

R&R: What's made the difference now? Was it licensing MeasureCast's technology?

BR: That was certainly part of it. In November 2002 Arbitron acquired a license to use the MeasureCast audience-measurement technology, and, quite frankly, they had a pretty darn robust manner of collecting and producing the data that we were very impressed with.

The other part was that the economy and the Internet marketplace have gone through quite a few

changes over the last several years. The economy slowed, the Internet bubble burst, and there were a lot of digital-rights issues with Internet broadcasting. Now the economy seems to have leveled out a little bit, and the issues having to do with digital rights are known now. I'm not going to get into describing or characterizing that as a good or bad resolution; it's just that it is resolved.

R&R: When will this begin?

BR: We don't have a precise date yet, but the date when we will publish in our press releases only those webcasters that subscribe is going to be sometime in March.

There are a lot of Internet broadcasters who probably want to know how to get started, so let me walk through that process for you. If somebody is interested in subscribing, we will provide them with a four-week test period. During that test period, once we determine that we are able to collect their data and run it through the system, they will be able to see, between them and Arbitron, their audience. It won't be published, but we'll give them access to the Arbitron MeasureCast reporting system so they can see their numbers.

In probably the second or third week of the test, we'll give them a proposal for a subscription, based on the audience size we measure during that test period, and they will have the option to continue or not. If they choose to wait, however, they need to understand that there's a waiting list and that to come back in for another free test at some point they're going to need to wait a bit.

R&R: I see that you will now be providing AQH numbers.

BR: Our vision for Internet broadcast is that it needs to be planned and bought and sold much like the network marketplace is today. Advertisers are used to seeing more traditional metrics and ratings, including average quarter-hour and cume. In order to move forward, our clients are going to need those metrics, and we're going to provide them.

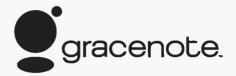
And if there is a home for the things we're talking about, which is running commercials on audio and video, it really is the network approach. For that reason, it's going to be important to be able to speak that language to the people you're selling to.

We believe strongly that in order to be able to combine an audience size that's big enough to draw the attention of advertisers and to make it easier to plan and buy, Internet broadcasters are going to need to band together in sales networks.

Sales networks are a very common idea in the traditional business. Think about Katz and Interep and other rep firms - they have unwired networks. This would be kind of like a "wired unwired" network, where you have separate owners combining their inventory to make it easier to plan and buy, so, at the end of the day, instead of having to work with contacts from potentially hundreds of different Internet broadcasters, you'd have one bill, one invoice and one point of contact. That makes it easier for the agency and the advertiser to plan and buy, and it will ultimately make it a more attractive proposition for them.

R&R: Some of the big-name streamers don't seem to have been rated on any service — say Radio@AOL or Yahoo's Launch. Do you have anything in the works with them?

BR: We certainly would love to have their business, and we are working to make that happen.



www.gracenote.com charts@gracenote.com

If you play CDs on an Internet-connected computer, Gracenote probably knows about it. Every day Gracenote's CDDB music-recognition service supplies artist and track information to more than 1 million people who play music through CDDB-enabled audio players; at the same time, Gracenote collects information about the music those people are listening to. That data is then anonymously aggregated for Gracenote's charts. Below are last week's 50 most played CDs.

DIGITAL TOP 50°

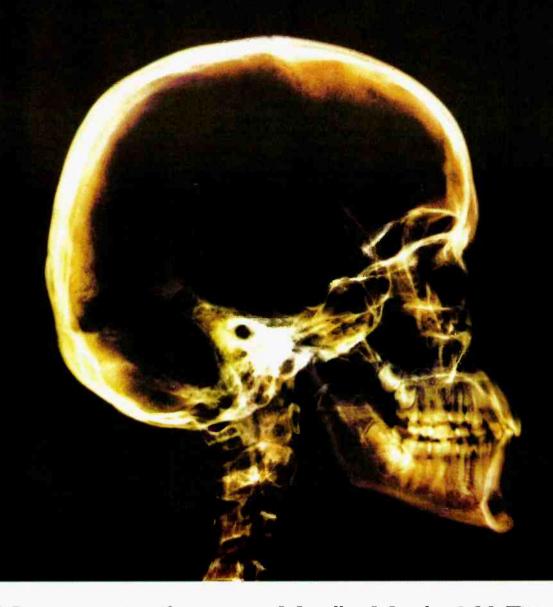
LW	TW	ARTIST Album Title	Weeks On
1	1	50 CENT Get Rich Or Die Tryin'	2
3	2	NORAH JONES Come Away With Me	43
2	3	EMINEM The Eminem Show	40
4	4	COLDPLAY A Rush Of Blood To The Head	25
5	5	VARIOUS ARTISTS 8 Mile Soundtrack	16
8	6	RED HOT CHILI PEPPERS By The Way	32
6	7	AVRIL LAVIGNE Let Go	36
7	8	CHRISTINA AGUILERA Stripped	15
9	9	JUSTIN TIMBERLAKE Justified	15
_	10	MASSIVE ATTACK 100th Window	1
11	11	SHANIA TWAIN Up!	13
12	12	ROLLING STONES Forty Licks	20
13	13	CHEMISTRY Second To None	5
10	14	NELLY Nellyville	34
26	15	ZWAN Mary Star Of The Sea	3
15	16	JOHN MAYER No Room For Squares	46
16	17	U2 The Best Of 1990-2000	15
18	18	ELVIS PRESLEY Elvis 30 #1 Hits	21
17	19	SYSTEM OF A DOWN Toxicity	76
25	20	VARIOUS ARTISTS Daredevil Soundtrack	2
29	21	VARIOUS ARTISTS Chicago: Music From The Motion Pictur	e 5
23	22	JAY-Z The Blueprint 2: The Gift & The Curse	14
22	23	PINK Missundaztood	59
30	24	ELTON JOHN Greatest Hits 1970-2002	9
14	25	NAS God's Son	9
20	26	JENNIFER LOPEZ This Is Me Then	12
32	27	DIXIE CHICKS Home	20
35	28	CREED Weathered	65
19	29	NIRVANA Nirvana	16
24	30	JOSH GROBAN Josh Groban	33
39	31	SUM 41 Does This Look Infected?	8
44	32	MARIAH CAREY Charmbracelet	11
27	33	AUDIOSLAVE Audioslave	13
28	34	2 PAC Better Dayz	12
33	35	NICKELBACK Silver Side Up	74
34	36	PINK FLOYD Echoes (The Best Of Pink Floyd)	67
50	37	KID ROCK Cocky	5
31	38	•	65
41	39	PUDDLE OF MUDD Come Clean	63
21	40	SANTANA Shaman	17
-	41	•	38
-	42	ROD STEWART It Had To Be You	6
37	43	ROBBIE WILLIAMS Escapology	13
_	44	FLAMING LIPS Yoshimi Battles The Pink Robots	3
46	45	ASHANTI Ashanti	42
40	46	ALICIA KEYS Songs In A Minor	82
-	47	•	1
-	48	TIM MCGRAW And The Dancehall Octors	9
38	49	JA RULE The Last Temptation	12
-	50	SEAN PAUL Dutty Rock	1

DIGITALBITS

• In a bid to attract more subscribers, independent digital-music subscription service **Listen.com** has temporarily cut the CD-burn fee on its Rhapsody service from 99 cents to 49 cents. Listen.com, which was the first service to get streaming licenses from all five major label groups, began offering burns just a few months ago and now has burn rights to at least some of the catalog of all the majors except Sony, as well as tracks from about 30 independent labels.

• The International Intellectual Property Alliance has submitted its annual report on global copyright infringement to the U.S. Trade Representative. The group, which includes the RIAA, the Motion Picture Association of America, the Business Software Alliance and other entertainment- and publishing-industry groups, says piracy in China is causing the most economic damage, estimating that criminal infringement in that country was responsible for nearly \$2 billion of the \$9.2 billion it believes copyright owners lost to piracy worldwide in 2002.

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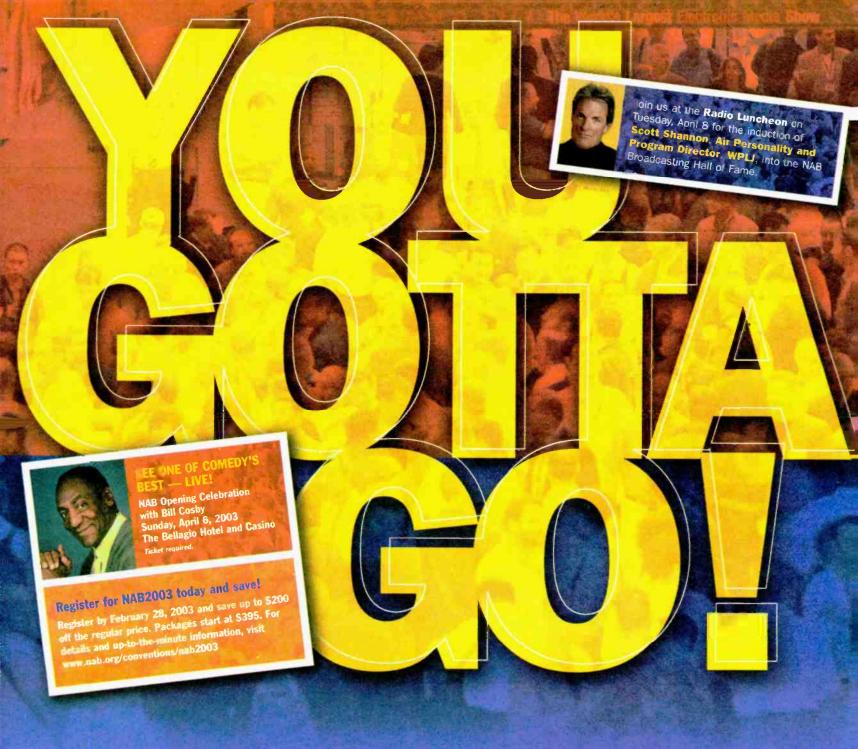


"Road Map to the Decision Maker" includes total agency expenditures and account list.



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Edwards Now KORC/K.C. PD

Bob Edwards has been named PD at Entercom's Active Rock KQRC (The Rock)/Kansas City, effective March 10. He has been OM of Clear Channel's CHR/Pop WDCG and Classic Rock WRDU in Raleigh since June 2000 and replaces Neal Mirsky, who resigned in mid-January.

"The Rock is a world-class Rock station, and we were looking for a world-class program director," Entercom/Kansas City Market Manager Bob Zuroweste said. "We found one in Bob Edwards."

Edwards was Clear Channel's Rock Format Brand Manager from September 2000 to January 2002, overseeing WOSC/Salisbury, MD; WRFQ/Charleston, SC; WRKW/Poughkeepsie, NY; WSTZ/Jackson, MS; and WVBZ/Greensboro.

Rankin Named KVGS/Vegas PD

Tony Rankin has been named PD at Desert Sky Media Urban AC KVGS/Las Vegas. He previously spent a year as afternoon personality at WGPR/Detroit.

"KVGS is the best of the old school and today's R&B, as well as the home of *The Tom Joyner Morning Show,*" Rankin told R&R. "This station definitely has a welcome and refreshing sound in Las Vegas, and it's doing very well. I'm excited to be a part of this station, and I have a very experienced and enthusiastic airstaff. We have big plans to do big things here in Vegas."

Rankin's resume includes stints as WIMX/Toledo Asst. PD, WIZF/ Cincinnati PD and OM at WGOK & WYOK/Mobile. Rankin has also been MD/afternoon personality at WMXD/Detroit.

KLYY/Riverside Heats Up As 'La Cumbia Caliente'

Entravision has launched "Oye 97.5 - La Cumbia Caliente" (in English, "Listen 97.5 - Hot Cumbia"), a cumbia-based Tropical format, on KLYY/Riverside-Los Angeles, ending the station's simulcast with KSSE (Super Estrella)/ L.A. Cumbia is the traditional music of Northwest Colombia that in the mid-1960s became the dance music of choice for Latin America, and KLYY --- which will feature music by Angeles Azules, Sonora Dinamita and Rayito Colombiano --- becomes the first U.S. station to be devoted to the genre.

"The creation and launch of La Cumbia Caliente is in line with Entravision's overall operating strategy of targeting the fastest-growing and underserved segments of the U.S.

Hispanic market," Entravision Chairman/CEO Walter Ulloa said. "We see this new format as a nice complement to Entravision's broad range of radio formats."

Entravision VP/Programming Haz Montana, who is overseeing KLYY's launch, said, "The addition of La Cumbia Caliente's rhythmic Mexican/cumbia sound reinforces the company's dedication to providing the best and broadest Hispanictargeted music on the dial."

Cumbia music is wildly popular throughout Central America, and it has also become popular throughout Mexico. In fact, all-cumbia stations in Monterrey regularly piace near the top of the ratings, and Mexico City's top-rated FM features cumbia music.

Cipolla Joins Jacobs Media

Ralph Cipolla has been named Programming Consultant at Jacobs Media. He will exit the OM/PD post at Greater Media's Classic Rock WCSX/Detroit on March 7 after more than 10 years and begin working with the consultancy's Classic Rock and Active Rock clients on March 17.

"We've worked with Ralph for years, and we're excited about what he brings to the table," Jacobs Media President Fred Jacobs said. "He's a great idea guy who has been on the front lines in one of the nation's most competitive markets. He will be a great resource to our clients. Our business continues to grow, and we're committed to attracting the most talented programmers to work with our clients."

Cipolla, who will be based in Jacobs Media's home office in the Detroit suburb of Southfield, MI, was previously PD at WFYV/Jacksonville, WUFX/Buffalo and the former WIOI/Jacksonville. He has also been Sr. Consultant/Programmer for Radio Computing Services.

Rouse

Continued from Page 3

and be promoted in Infinity. He is more than deserving of his new position."

Rouse's first programming job came in 1991, at WQKS-AM/ Hopkinsville, KY, and in 1995 he began a one-year stint as PD at WAEG & WAEJ/Augusta, GA. From 1996-97 he was Asst. PD at WBLS/New York, and in 1998 he joined WPGC as morning producer; he added Asst. PD duties in 1999.

"I'm very excited about my promotion," Rouse said. "This is what I've been working for. Success is my only option; failure's not."

EXECUTIVE ACTION

Nenni Signs On As AOL Radio Dir./Programming

Pon Nenni has been named Director/Programming for **AOL Radio Network**. He will oversee programming for all of AOL's Internet-radio initiatives, including Radio@AOL, BroadbandRadio@AOL, Radio@Netscape and Spinner.

Nenni was previously VP/Programming at XACT Radio Network, a now-defunct webcaster that operated 85 music channels. He was also OM of Infinity's KITS (Live 105)/San Francisco and KOME/San Jose.

Nenni reports to AOL Radio Network GM Jim Van Huysse, who told R&R, "Ron brings a terrestrial sensibility to our online offering. The fact that he was at XACT Radio Network means that he has an online awareness and knows how the terrestrial world translates online. I think Ron brings to the table a combination of those things — in terms of tight playlists for specific audiences, as well as some of the more niche things that online allows you to do — and that, I think, will help us take our network to

CC Ups Carlson To Sarasota VP/Market Manager

Sherri Carlson has been promoted to VP/Market Manager for Clear Channel's Sarasota cluster, which comprises WAMR-AM, WCTQ, WDDV, WSPB, WSRQ & WSRZ. She was GSM and, later, Director/ Sales for the company's Ft. Myers cluster and has spent 21 years in Ft. Myers radio, 18 as an AE.

"Sherri has been working toward becoming a Market Manager for a number of years by constantly educating herself," Clear Channel Radio Sr. VP Peter Ferrara said. "I am both pleased and proud of her accomplishments and look forward to her continued success in Sarasota."

Clear Channel Regional VP/Florida Gulf Coast Dave Reinhart said, "Sherri did a dynamite job as Director/Sales for our Ft. Myers radio stations. She is most deserving of this promotion, and I look forward to working with her for years to come. Her depth of experience as a radio professional will make her a tremendous asset to the market."

Radio Disney Set For Salt Lake KALL's Talk format will relocate to crosstown AM

ABC Inc. will place its Radio Disney Children's format on Talk KALL-AM/Salt Lake City, which Radio Disney spokeswoman Melissa Gorup told R&R is being purchased from Mercury Broadcasting for an undisclosed price.

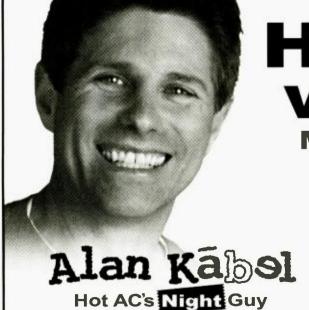
KALL boasts a 5kw daytime signal that covers the entire Wasatch Front. The station broadcasts at 1kw at night, losing some of its northern coverage after sundown.

Clear Channel, which has been operating KALL via an LMA with

Mercury, will obtain the station's current intellectual property and call letters and place them on one of its existing AMs in Salt Lake City. Speculation had Clear Channel placing KALL on KWLW, which airs a Country Oldies format.

Meanwhile, Radio Disney on Monday debuted in Portland, OR, as Religious KPBC became KDZR. The station operates in the expanded AM band at 1640 kHz.

Radio Disney now airs on 53 radio stations nationwide.



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National Radio

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KRISTEN **BECHTOLD** rises to VP/Affiliate Relations. She was previously Manager/ Affiliate Relations.

SANDRA GUSTAFSON is upped to VP/Business & Finance from Business Manager.



• VH1 RADIO NETWORK & WEST-WOOD ONE present a simulcast of the TV special The VH1 2003 Rock and Roll Hall of Fame Induction Ceremony, airing March 19 at 9pm ET. Scheduled to perform are inductees AC/DC. Elvis Costello & The Attractions and, performing together for the first time in 20 years, The Police. For more information, contact Abby Krasny at 212-641-2009 or abby_krasny@westwoodone.

• WESTWOOD ONE will simulcast the CBS-TV special Bruce Springsteen & The E Street Band on Friday, Feb. 28 at 9pm ET. The band's first-ever national TV special will feature live performances of songs from The Rising and other classic albums. For more information, contact Abby Krasny at 212-641-2009 or abby_krasny@west woodone.com.

• FOX SPORTS debuts Race Day, hosted by Rob D'Amico and Michele Rahal and featuring auto-racing news and interviews. The program airs Sundays from 7-9am ET; for more information, contact Amir Forester at 818-461-5404

Infinity

Continued from Page 1

as KINK's VP/GM.

"Each of these managers has a distinguished record of achievement with Infinity Radio in Portland," Woods said. "These new responsibilities represent our recognition of their past contributions and our commitment to finding new ways to serve our listeners, advertisers and employees."

In Las Vegas Humm will oversee KLUC, KMXB, KMZQ, KSFN, KXNT & KXTE while continuing as on-site GM for KMXB & KMZQ. A Las Vegas native, Humm began his radio career there in 1978, as an AE at KLUC. He later rose to the VP/ GM slot for American Radio Systems' Las Vegas cluster, a position he held until ARS was acquired by Infinity in 1998.

Marty Basch, who has been elevated to Sr. VP/Sales for Infinity's six Las Vegas stations, remains the on-site GM and GSM for KLUC, KSFN, KXNT & KXTE.

"These promotions not only recognize the past contributions of both Tom and Marty," Woods said,

• SIRIUS offers special programming leading up to the Grammy awards on a number of its music channels, including "New Country Goes to the Grammys" on the New Country channel; "Hip-Hop's Greatest Grammy Winners" on CHR/Rhythmic Backspin; and "Grammy Preview Weekend on Spirit" on the Spirit Gospel channel. Additionally, the satellite broadcaster will air live coverage of the Grammys on channel 135 on Feb. 23, 7-11pm ET. For more information, contact Van Holmes at 310-578-5371 or van.holmes@pr21.com.

Records

 WEA Corp. makes the following appointments:

JOHN MADISON becomes Sr. VP/ Sales. His most recent post was as CEO of online venture Click Radio.

ROSE POLIDORO is named Sr. VP/Marketing. She arrives from America Online, where she was Sr. VP/ Promotional Marketing.

MICHAEL COHEN segues to WEA VP/Marketing from Warner Music Group VP/Commercial Marketing.

HELEN LITTLE joins as VP/R&B Marketing. She was most recently co-Chairman of management and consulting company Dangerous Entertainment Group.

ADAM MIRABELLA is tapped as VP/Lifestyles, moving over from WMG VP/Sales, Online Retail Development.

RON PHILLIPS becomes VP/Catalog Sales. He was most recently Sr. Manager/Music & Video for Amazon.

RON SPAULDING becomes VP/ Sales. He was most recently Sr. VP/ Sales for WMG's Elektra Entertainment

"they are also an indication of Infinity's commitment to providing leadership opportunities to those employees who have distinguished themselves by serving their local communities.

- Adam Jacobson

FCC ACTIONS

Continued from Page 6

Former Capitol Hill Staffer Joins FCC Media Office

ichard Diamond has been named the FCC's Deputy Director/Media Relations, replacing the recently retired Maureen Peratino. Diamond has previously served as House Majority Leader Dick Armey's spokesman on technology and privacy issues and as Press Secretary for the House Select Committee on Homeland Security. He began his congressional career in Armey's Texas office in 1994, then moved to Washington, DC in 1996 to become Press Secretary for Rep. Robert Doman. He returned to Texas as Armey's Press Secretary in 1997.

Response

Continued from Page 1

51-100 dipped 3%, from 33.5 to 32.5; and markets 100+ decreased 5%, from 37.7 to 35.9.

One big reason for the decline in response rates is the decrease in consent rates. For fall 2002 Katz has determined that the average market's consent rate slumped more than 6%. or greater than four points, from fall 2001. The dip offset the higher return rates seen by Arbitron in the survey period. "In other words, people are still sending the diaries back once they agree to participate, but fewer and fewer people will agree to participate at all," Guinness said.

While consent rates have dropped in all markets, Guinness said that larger markets and those with both black and Hispanic weighting have shown bigger declines in consent and the lowest overall response. "In fact, markets in the top 10 would have fared even worse if not for the increases in return rate driven by the promised incentive program for ethnic sample," Guinness noted.

Katz also took the time to issue a format report based on fall 2002 Arbitron shares, and Spanish-language and Urban stations continue to attract strong 12+ audience shares. Of particular note was the strength of Spanish-language radio formats in the 18-34 age group, given the attention being paid to Arbitron's measurement of Spanishlanguage stations and the overall growth of the U.S. Hispanic population.

Meanwhile, Country's performance in the 25-54 age group was particularly strong, besting last fall's results, as well as those seen in spring 2002. But Rock-based formats - including Alternative and Classic Rock — finished lower than at any point in the past year.

CHR/Pop has also seen some erosion, especially in the smaller markets. "Gains in CHR/Rhythmic, Spanish-Language and Urban formats, along with shifts in the U.S. population, may be affecting CHR trends," said Katz Dimensions VP/ Director of Research Lisa Chiljean, who conducted the format study for

This week's CHR/Pop column continues to examine the fall book, while the Rock column takes a closer look at the fall ratings for Active Rock. Next week's R&R is slated to feature a Classic Rock column on the difficult fall for stations in that format.

Network Radio Concerned

The Network Radio Research Council had no need to wait for Katz's final report on the fall 2002 to voice its extreme disappointment and concern regarding Arbitron diary response rates that are consistently dropping — thereby impacting the RADAR surveys used by network radio.

The NRRC is following the lead of the NAB's Committee on Local Radio Audience Measurement, which has already announced its displeasure over the plunging response rates.

The NRRC's comments came during the group's meeting this month, and Chairman Len Klatt, who serves as Sr. VP/Director of Research at Premiere Radio Net-

works, has challenged Arbitron to

El Mundo

Continued from Page 3

sale of El Mundo's stations to HBC, saying that the stations should remain in Puerto Rican hands.

Local concert promoter Empresas Angelo Medina, who also works with several recording artists, had also offered to purchase El Mundo for an unknown price. Robi Draco Rosa, a recording artist represented by Medina, told El Nuevo Dia, "I am totally against the sale of these stations to HBC and hope that everyone in Puerto Rico sees this the same way. We shouldn't sell that which belongs to us."

Nazario added that HBC could use the stations to promote Regional Mexican music and other styles of music popular on the U.S.'s West Coast. However, conventional wisdom holds that no programming changes will likely be made to Radio Reloj or KQ105: Both are heritage radio stations and continue to enjoy strong ratings.

undertake an aggressive plan to improve its diary response rates.

MARKET MARKET MARK THE TOTAL TO AN

"As radio researchers, we have all been troubled for a long while over the impact that sagging response rates have had on Arbitron's nationwide and local-market products," he said. "This concern is compounded now for the NRRC, as this problem now extends to the RADAR service, which, in the past, under the telephone methodology of previous ownership, sported response rates that were almost 15 to 20 percentage points higher."

Beginning with RADAR 76, due in March, the network-radio survey will be solely dependent on a diary-respondent base of audience listening.

Study

Continued from Page 1 information on news, weather, traffic, sports and community activities at least once per week. Some 85% of respondents say radio plays an important role in providing such infor-

"Through the million-plus radio diaries we tabulate throughout the vear, listeners tell us what stations they listen to every day," Musgrave said. "Clearly, this new study indicates they like what they are hear-

In December 2002 R&R reported the results of an NAB-commissioned study that also stated listeners were satisfied. That study found that a majority (56%) of the 1,000 respondents said their favorite radio station played music they liked at least most of the time, with 18% saying their favorite station "always" played music they liked.

Meanwhile, 29% of respondents believed that radio was actually providing more variety than it did five years ago, while 21% said radio was providing the same amount of variety.

In addition, 78% of Americans believed local radio stations played a "very important or somewhat important" role in providing valuable news and information they considered relevant to their communities

Both the Arbitron and NAB listener studies seem to clash with widespread industry speculation that consolidation has reduced programming choices and that listeners are dissatisfied with radio programming. The nonprofit Future of Music Coalition in November 2002 released a study that examined how "radical consolidation" of the radio industry has "damaged the public's radio airwaves and stifled localism, competition, innovation and diversity across the country."



ARRESTING BEAUTY Arista artists TLC recently shot the video for "Hands Up," the second single from their platinum album 3D. The duo worked with famed photographer Matthew Rolston for the video, which was filmed in Los Angeles. Seen here enjoying a moment in front of the camera are (I-r) TLC member Tionne "T-Boz" Watkins, Rolston and bandmember Rozonda "Chilli" Thomas,

Music CHOICE'

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This week's Music Choice is frozen.

HIT LIST

Seth Neiman BLU CANTRELL 1/SEAN PAUL Breathe
MISSY ELLIOTT 1/LUDACRIS Gossip Folks

SOFT ROCK

Seth Neiman AVRIL LAVIGNE I'm With You
CELINE DION I Drove All Night
DANA GLOVER Thinking Over
GEORGE HARRISON Stuck Inside A Cloud JOSH GROBAN You're Still You REGIE HAMM Babies

R&R & HIP-HOP

Damon Williams **AMERIE** Need You Tonight JONELL Don't Stop NIVEA Laundromat SNOOP DOGG Beautiful

RAP

Damon Williams 50 CENT What Up Gangsta LIL KIM The Jump Off **ROB SWIFT** The Ghetto TONY TOUCH G'z Up

ROCK

Gary Susalis

TODAY'S COUNTRY

Liz Onoka LIZ OPONA
JESSICA ANDREWS There's More To Me Than You KENNY CHESNEY Big Star
MONTGOMERY GENTRY Speed

PROGRESSIVE

Liz Opoka

BOB DYLAN 'Cross The Green Mountain BRUCE SPRINGSTEEN Waitin' On A Sunny Day JASON MRAZ The Remedy (I Won't Worry) **PATTY LARKIN** Different World WILCO I'm The Man Who Loves You

SMOOTH JAZZ

Gary Susalis RANDY SCOTT Lost in A Moment



Pos. Artist	Avg. Gross (in 000s)
1 BRUCE SPRINGSTEEN	\$1,104.5
2 PETER GABRIEL	\$828.2
3 CHER	\$749.6
4 THE OTHER ONES	\$740.6
5 SHAKIRA	\$704.3
6 AEROSMITH	\$665.6
7 TOM PETTY	\$586,1
8 NEIL DIAMOND	\$549.6
9 CREED	\$408.5
10 NO DOUBT	\$380.3
11 GUNS N' ROSES	\$372.8
12 TONY HAWK	\$347.6
13 MANNHEIM STEAMROLLER	\$326.9
14 DAVID COPPERFIELD	\$321.9
15 TOBY KEITH	\$300.3

Among this week's new tours

ANI DIFRANCO

EVANESCENCE

NORAH JONES RED HOT CHILI PEPPERS

THE VINES

The CONCERT PULSE is courtesy of Polistar, a publication of Promotes On-Line Listings, 800-344-7383, California 209-271-7900,



Lori Parkerson • 202-380-4425

20on20 (XM20)

Kane DF DUB Country Girl MATCHBOX TWENTY Unwell

Squizz (XM48)

Charlie Logan KAZZER Pedal To The Metal

The Heart (XM23)

Johnny Williams OANA GLOVER Thinking Over MICHAEL BUBLE How Can You Mend A Broken Heart

The Loft (XM50)

Mike Marrone DAR WILLIAMS Beauty Of The Rain DAR WILLIAMS Mercy Of The Fallen **DAR WILLIAMS** The World's Not Falling Apart. JAYHAWKS Save It For A Rainy Day KATHLEEN EDWARDS One More Song The Radio Won't Like KATHLEEN EDWARDS Sweet Little Duck KATHLEEN EDWARDS The Lone Wolf MARK KNOPFLER Coyote
MARK KNOPFLER The Ragpicker's Dream MARK KNOPFLER You Don't Know You're Born

Raw (XM66)

Leo G. 50 CENT Like My Style

B.G. Hottest Of The Hot KEITH MURRAY Yeah Yeah You Know It

Watercolors (XM71)

Trinity CRUSADERS Rural Renewal CRUSAGERS Viva De Funk

X Country (XM12)

Jessie Scott DEKE DICKERSON It Would Be A Doggone Lie FREDA & FIREOOGS Ez Rider HIGH OR HELLWATER The Good Lie JON LANGFORD & SADIES Last King Of The Road LEE ROCKER Bulletproof SHELLEY KING Texas Style Zydeco

XM Café (XM45)

Bill Evans JAYHAWKS Rainy Day Music JESSE MALIN The Fine Art Of Self... SOMETHING FOR KATE Echolalia

XMLM (XM42)

Jessie Scott CALIBAN Shadow Hearts
IN FLAMES Reroute To Remain SIX FFFT LINGER Double Dead Reduc

BPM (XM81)

LAURA PAUSINI Surrender ROCKELL Tears DIVINE INSPIRATION The Way **OANNII MINOGUE Put The Needle Dn It** IIO At The End FOGGY Come Into My Dream J.C.A. I Begin To Wonder LANGE I/SKYE Drifting Away HAKAN LIDBO Bad Girls Go To Hell **NEJA Back 4 The Morning** OANIEL BEDINGFIELO James Dean CASSIUS The Sound Of Violence SUZY K Circle **AMBER Anyway** LA BOUCHE In Your Life IAN VAN DAHL Try **ERASURE** Solisbury Hill LASGO Pray JOCELYN ENRIQUEZ No Way No How KYLIE MINOGUE Come Into My World BOOMKAT The Wreckoning

OSCAR G & RALPH FALCON Dark Beat COOLER KIOS All Around The World

THALIA The Mexican DALLAS SUPERSTARS Helium

HEATHER READLEY He IS JUSTIN TIMBERLAKE Cry Me A River BLU CANTRELL Breathe

FUNKY GREEN OOGS Rise Un NOEMI In My Dreams

MADELYNE Beautiful Child CONJURE ONE USINEAD O'CONNOR Tears From The Mo SUPERCHUMBO Irresistable

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Julie Herrera

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TWEET Boogie 2 Nite (DB Boulevard Remix) FLIZZ TOWNSHEND Fashion Boy/Fashion Girl (New York Mox CHRISTINA AGUILERA Beautiful (AI B. Rich Mix) THE SUN Rock Stop GROOVE ARMADA Final Shakedown DJ KRUSH But The World Moves On K-OS Neutroniks MOLOKO Familiar Feelings (Timo Maas Mix) **DANNII MINDGUE I Begin To Wonder** JUSTIN TIMBERLAKE Last Night MACY GRAY When I See You COSMO VITELLI Party Day

This section features this week's new adds on DMX MUSIC channels available via digital cable and direct broadcast satellite.

CHR/RHYTHMIC

Mark Shands NAS I Can **MARQUES HOUSTON** That Girl 50 CENT I/NOTORIOUS... Realest Ni**as
JUSTIN TIMBERLAKE I/50 CENT Cry Me A River (Remix)

ALTERNATIVE

Dave Sloan WHITE STRIPES Seven Nation Army

ROCK

Stephanie Mondello **DLEANDER Hands Off The Wheel**

ADJUT ALTERNATIVE

Stephanie Mondello INY MARR & THE HEALERS Down On The Corner SISTER HAZEL Your Mistake

RAP/HIP-HOP

Mark Shands NAS I Can 50 CENT f/NOTORIOUS ... Realest Ni ** as JUSTIN TIMBERLAKE 1/50 CENT Cry Me A River (Res KILLER MIKE AD LD AS



This week's Movie Tunes is frozen.

WEST

- 1. FAITH HILL Cry 2. SHANIA TWAIN Up!
- 3. DONNAS Take It Off
- 4. TYRESE How You Gonna Act Like That 5. VANESSA CARLTON Pretty Baby

MIDWEST

- VANESSA CARLTON Pretty Baby
 FAITH HILL Cry
 TYRESE How You Gonna Act Like That
 ODNNAS Take It Off
- 5. TIM MCGRAW Tiny Dancer

SOUTHWEST

- 1. FAITH HILL Cry
 2. VANESSA CARLTON Pretty Baby
 3. SHANIA TWAIN Up!
- 4. DONNAS Take It Off
- 5. TIM MCGRAW Tiny Dancer

NORTHEAST

- VANESSA CARLTON Pretty Baby
 FAITH HILL Cry
 ODNNAS Take it Off

- 4. TYRESE How You Gonna Act Like That 5 SHANIA TWAIN Up!

SOUTHEAST

- 1. FAITH HILL Cry 2. Shania Twain Up
- 3. VANESSA CARLTON Pretty Baby
- 4. TYRESE How You Gonna Act Like That 5. DDNNAS Take It Off

SIRIUS A

Planet Dance

Swedish Eail ROB OOUGAN Clubbed To Death ERLAND OYE Sudden Rush SUSHI Earthshaker WEEKEND PLAYERS I'll Be There

U.S. 1

Bill Hammond QUEEN LATIFAH Better Than The Rest

Hot Jamz

Ken Spellman

Hip Hop Nation

Ken Spellman

New Country

Jim Kressler MONTGOMERY GENTRY Speed
RASCAL FLATTS Love You Dut Loud

Octane

Don Kave SALIVA Rest In Pieces SUM 41 Hell Song UNLOCO Failure HITE STRIPES Seven Nation Army

The Beat

Geronimo CHRISTINA AGUILERA Beautiful Hannah Blinded Jurgen Vries I/CMC The Opera Song

Heat & Soul

B.J. Stone **FLOETRY Say Yes** WHITNEY HOUSTON L/RORRY BROWN My Love

AOL Radio@Network

Ron Nenni 415-934-2790

Top Alternative

Cameo GOOSMACK Straight Out Of Line MAROON 5 Harder To Breat OLEANDER Hands Off The Wheel

Top Jams

Davey D **GRAPH** Soldier LIL KIM The Jump Off MURS God's Work
PHARDAH MONCH Ghetto



Phil Hall • 972-991-9200

Hot AC

Steve Nichols COLOPLAY Clocks
MATCHBOX TWENTY Unwell
SIXPENCE NONE THE RICHER Don't Dream It's Over

StarStation

Peter Stewart CELINE DION I Drove All Night

Tom Joyner Morning Show

Vern Catron TYRESE How You Gonna Act Like That

Country Coast To Coast

Kris Wilson SAMMY KERSHAW I Want My Money Back JO DEE MESSINA Was That My Life



Music Programming/Consulting Ken Moultrie • 800-426-9082

Alternative

Steve Young/Kristopher Jones WHITE STRIPES Seven Nation Army

Active Rock

Steve Young/Kristopher Jones FINCH What It Is To Burn

Heritage Rock

Steve Young/Kristopher Jones
STYX Waiting For Dur Time

Hot AC

Steve Young/Josh Hosler

CHR

Steve Young/Josh Hosler SMILEZ & SOUTHSTAR Tell Me TLC Damaged

Rhythmic CHR

Steve Young/Josh Hosler BUSTARHYMESI/MARIAH CAREY,... I Know What You Want

Mainstream AC

Mike Rettelli/Teresa Cook WHITNEY HOUSTON Try It Dn My Own

24 HOUR FORMATS

Jon Holiday • 303-784-8700

Adult Hit Radio

JJ McKay Jennifer Lopez (/LL Cool J Ali i Have J.C. CHASEZ Blowin' Me Up (With Her Love) STONE SOUR Bother

Adult Contemporary

Rick Brady
DANA GLOVER Thinking Over
UNCLE KRACKER Drift Away

IIS COUNTRY

Penny Mitchell MARK WILLS When You Think Of Me

GREAT AMERICAN COUNTRY

Jim Murphy • 303-784-8700

WESTWOOD ONE

Charlie Cook • 661-294-9000

Soft AC Andy Fuller JOSH GROBAN You're Still You REGIE HAMM Babies

Mainstream Country

Hot Country

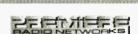
Young & Elder

David Felker

David Felker JEFF BATES The Love Song GARTH BROOKS Why Ain't I Running

Jim Havs GARTH BROOKS Why Ain't I Running MONTGOMERY GENTRY Speed

MONTGOMERY GENTRY Speed



MONTGOMERY GENTRY Speed RANDY TRAVIS Three Wooden Crosses



Alternative

Chris Reeves • 402-952-7600 PEARL JAM Get Right

Country

John Glenn STEVE HOLY Rock-A-Bye Heart



Tom Calderone



50 CENT In Da Club 29 JENNIFER LOPEZ I/LL COOL J All I Have IISSY ELLIOTT I/LUDACRIS Gossip Folks GOOD CHARLOTTE The Anthem 25 AVRIL LAVIGNE I'm With You 24 JA RULE I/ASHANTI Mesmerize 24 JUSTIN TIMBERLAKE Crv Me A Rive 23 82K 1/P. 0100Y Bump, Bump, Bump 23 CHRISTINA AGUILERA Beautifu 22 2 PAC Thugz Mansion SMILEZ & SOUTHSTAR Tell Me 18 T.A.T.U. All The Things She Said DMX X Gon' Give It To Ya 16 **DUFFINS OF THE STONE AGE No One Knows** 14 NAS Made You Look 13 SHAXIRA The One 13 TYRESE How You Gonna Act Like That 13 NEW FOUND GLORY Head On Collision 13 FAT JOE I/TONY SUNSHINE All I Need 22 BUSTA RHYMES Make It Clap MARIAH CAREY Boy (I Need You) ZWAN Honestly

David Con

Video playlist for the week ending Feb. 17.

50 CENT in Da Club

MISSY ELLIOTT I/LUDACRIS Gossip Folks

COLOPLAY Clocks

FAT JOE L'TONY SUNSHINE AII I Need

ZWAN Honestly

2 PAC Thugz Mansion

DMX X Gon' Give It To Ya

GOOD CHARLOTTE The Anthen

FIELD MOB Sick Of Being Lonely

ALL-AMERICAN REJECTS Swing Sw

NEW FOUND GLORY Head On Collision

REO HOT CHILI PEPPERS Can't Stop

DISTURBED Remember

FXIES My Goddess

OONNAS Take It Off

USEO Buried Myself Alive

JENNIFER LOPEZ I/LL COOL J All I Have

AUDIOSLAVE Like A Stone

JA RULE I/ASHANTI Mesmerize

GANG STARR Skills

Video playlist for the week of Feb. 17.

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 pics to:

R&R. c/o Mike Davis: mdavis@radioandrecords.com Paul Marszalek



ADDS	
No adds	
	Plays
JENNIFER LOPEZ I/LL COOL J All I Have	28
KIO ROCK I/SHERYL-CROW Picture	24
AVRIL LAVIGNE I'm With You	24
DIXIE CHICKS Landslide	23
CATHERINE ZETA-JONES And All That Jazz	22
RED HOT CHILI PEPPERS Can't Stop	21
MATCHBOX TWENTY Disease	18
JOHNNY CASH Hurt	17
3 DOORS DOWN When I'm Gone	17
JOHN MAYER Your Body Is A Wonderland	17
JUSTIN TIMBERLAKE Cry Me A River	17
BON JOVI Misunderstood	16
MARIAH CAREY Through The Rain	14
FAITH HILL Cry	14
AALIYAH I Miss You	10
CHRISTINA AGUILERA Beautiful	10
COUNTING CROWS I/V. CARLTON Big Yellow Taxi	10
NORAH JONES Come Away With Me	10
ZWAN Honestly	9
AUDIOSLAVE Like A Stone	8
JOHN MAYER Why Georgia	8
BRUCE SPRINGSTEEN Lonesome Day	8
MOBY In This World	6
CRAIG DAVIO Hidden Agenda	5
EVERCLEAR Volvo Driving Soccer Mom	5
TORI AMOS A Sorta Fairytale	4
INDIA.ARIE Can I Walk With You	4
COLOPLAY Clocks	4
FROU FROU Breathe In	4
TELEPOPMUSIK Breathe	4
ERYKAH BAOU I/COMMON Love Of My Life	3
MISSY ELLIOTT Work It	3
KELLY ROWLAND Can't Nobody	3
COMMON I/MARY J. BLIGE Come Close	2

Video airplay for Feb. 17-24.

36 million household Cindy Mahmou VP/Music Program & Entertainmen

VIVIAN GREEN Emotional Rollerco

RECK Lost Cause

SEFTHER Fine Again



VIDEO PLAYLIST

50 CENT Wanksta MISSY ELLIOTT I/LUDACRIS Gossip Folks ORU HILL I Should Be JA RULE I/ASHANTI Mesmerize R. KELLY Ignition JENNIFER LOPEZ I/LL COOL J All I Have FIELD MOB Sick Of Being Lonely BARY I/CLIPSE What Happened To That Box TYRESE How You Gonna Act Like That AALIYAH Miss You

RAP CITY TOP 10

FIELD MOB Sick Of Being Lonely JA RULE I/ASHANTI Mesmerize LIL KIM I/MR. CHEEKS The Jump Off JAY-Z Excuse Me Miss BABY I/CLIPSE What Happened To That Boy NAS I Can FAT JOE I/TONY SUNSHINE All I Need KILLER MIKE I/BIG BOI & SLEEPY BROWN A.O.I.O.A.S EMINEM Sing For The Moment

Video playlist for the week ending Feb. 23.



65.9 million h Brian Philips, Sr. VP/GM Chris Parr, VP/Music & Talent

ADDS

KATHLEEN EDWARDS Six O'Clock News

TOP 20

AARON LINES You Can't Hide Beautiful TIM MCGRAW She's My Kind Of Rain MARK WILLS Nineteen Somethin JENNIFER HANSON Beautiful Goodbye JOF NICHOLS Brokenheartsville MARTINA MCBRIDE Concrete Angel TRACE ADKINS Chrom BLAKE SHELTON The Baby BRAD PAISLEY I Wish You'd Stay KENNY CHESNEY Big Star STEVE AZAR Waitin' On Joe DIXIE CHICKS Travelin' Spidier ALISON KRAUSS & UNION STATION New Favorite TERRI CLARK I Just Wanna Be Mad **DEANA CARTER There's No Limit** KEITH URBAN Raining On Sunday SHANIA TWAIN Up! KIO ROCK I/SHERYL CROW Picture ALAN JACKSON That'd Be Alright

HEAVY

ALAN JACKSON That'd Be Alright BLAKE SHELTON The Baby **DIXIE CHICKS** Travelin' Soldier FAITH HILL When The Lights Go Oown JOE NICHOLS Brokenheartsville TERRI CLARK I Just Wanna Be Mad TIM MCGRAW She's My Kind Of Rain VINCE GILL Next Big Thing

FAITH HILL When The Lights Go Down

HOT SHOTS

JOHNNY CASH Hurt KEITH URBAN Raining On Sunday KENNY CHESNEY Big Star KIO ROCK I/SHERYL CROW Picture SHANIA TWAIN Up

Heavy rotation songs receive 28 plays per week. Hot Shots receive 21 plays per week

Information current as of Feb. 18



Jim Murphy, VP/Programming 19 million households

ADDS

BRIAN MCCOMAS 99.9% Sure (I've Never Been...)

TOP 10

KEITH URBAN Raining On Sunday BLAKE SHELTON The Baby SHANIA TWAIN Up! DIXIE CHICKS Travelin' Soldier MARTINA MCBRIDE Concrete Angel TRACE AOKINS Chrome TERRI CLARK I Just Wanna Be Mad FAITH HILL When The Lights Go Down MARK WILLS Nineteen Somethin JOE NICHOLS Brokenheartsville

Information current as of Feb. 18.

TELEVISION

Due to the President's Day holiday, Nielsen TV ratings were delayed and not available at press time. TV ratings will return

COMING NEXT WEEK

Tube Tops

The 45th annual Grammy Awards telecast on CBS is slated to feature performances by Ashanti, Vanessa Carlton, Coldplay, The Dixie Chicks, Eminem, Faith Hill, Norah Jones, Avril Lavigne, Yo-Yo Ma, John Mayer, No Doubt, Bruce Springsteen & The E Street Band and James Taylor, as well as collaborations between Sheryl Crow and Lenny Kravitz, and Nelly and Kelly Rowland. The show is also set to showcase a special presentation of the Legend Award to The Bee Gees that will include a performance by 'N Sync, along with a tribute to Joe Strummer and The Clash that is scheduled to include Elvis Costello, Bruce Springsteen, Steve Van Zandt and No Doubt's Tony Kanal (Sunday, 2/23, 8pm ET/PT).

Friday, 2/21

- . Solomon Burke sits in with the band on Late Show With David Letterman (CBS, check local listings
- Ashanti and The D4, Last Call With Carson Daly (NBC, check local listings for time).
- · Kelly Rowland, The Caroline Rhea Show (check local listings for time and channel).



Saturday, 2/22

- Foo Fighters, Saturday Night Live (NBC, 11:30pm ET/PT).
- · India.Arie, Showtime at the Apollo (check local listings for time and channel).

Monday, 2/24

- Kelly Osbourne, Live With Regis & Kelly (check local listings for time and channel).
- · American Idol finalist Tamyra Gray guest-stars on Fox's Boston Public (8pn ET/PT).
- . Good Charlotte. The Toniaht Show With Jay Leno (NBC, check local listings for time).
 - · Apples In Stereo, Carson Daly.
- · Sean Paul, The Wayne Brady Show (check local listings for time and channel).

Tuesday, 2/25

- T.A.T.U., Jay Leno.
- · Norah Jones, David Letterman.
- Kelly Osbourne and The Chieftains, Late Night With Conan O'Brien (NBC, check local listings for time).
- · Papa Roach, Jimmy Kimmel Live (ABC, check local listings for
 - Hall & Oates, Wayne Brady.

Wednesday, 2/26

- Lyle Lovett, Jay Leno.
- · John Hammond sits in with the band on David Letterman.
- Ted Nugent, Conan O'Brien.
- Fischerspooner, Carson Daly.

Thursday, 2/27

- DMX, Jav Leno.
- The Pretenders, Late Late Show With Craig Kilborn (CBS, check local listings for time).
- · Kasey Chambers, Conan O'Brien.
- · Ben Lee, Carson Dalv.
- Kelly Rowland, Wayne Brady.
 - Julie Gidlow

FILMS

BOX OFFICE TOTALS

Feb. 14-17		
Title Distributor	\$ Weekend	\$ To Date
1 Daredevil (Fox)*	\$45.03	\$45.03
2 How To Lose A Guy In 10 Days (Paramount)	\$20.70	\$49.41
3 Chicago (Miramax)	\$14.50	\$82.60
4 The Jungle Book 2 (Buena Vista)*	\$14.10	\$14.10
5 Shanghai Knights (Buena Vista)	\$12.79	\$35.94
6 The Recruit (Buena Vista)	\$7.27	\$39.41
7 Final Destination 2 (New Line)	\$6.24	\$36.13
8 Kangaroo Jack (WB)	\$5.03	\$58.95
9 Deliver Us From Eva (Focus)	\$4.41	\$12.28
10 The Hours (Paramount)	\$3.85	\$26.53

*First week in release. All figures in millions. Source: ACNielsen EDI

COMING ATTRACTIONS: This week's openers include Dark Blue, starring Kurt Russell. Look sharp for recording artists Kurupt and Master P in supporting roles.

Also opening this week is Gods and Generals, starring Jeff Daniels.

The film's Sony Classical soundtrack contains Bob Dylan's "Cross the Green Mountain" and former October Project singer Mary Fahl's "Going Home."

- Julie Gidlow





Beyond Politics: Talk Radio For The Other 90% **Of Listeners**

Political topics remain Talk radio's most common fare, despite much research recommending otherwise.

In a special session at the upcoming R&R Talk Radio Seminar. McVay Media News/Talk Specialist Holland Cooke will moderate a group of panelists who will share their success with nonpolitical programming. The group, including Sirius' Jay Clark, Westwood One's Tom Leykis, KIRO/ Seattle's Kris Olinger and KFGO/Fargo, ND's Ed Shultz, will brainstorm the kind of non-

political topics that can really connect with the vast majority of

available audience today. Register now for TRS 2003 by logging on to www.radioand records.com and clicking on "Conventions/Summits." There you'll find secure and easy online registration, a complete TRS 2003 agenda and all the latest news about the 2003 R&R Talk Radio Seminar, March 6-8 at the Marina Beach Marriott Hotel in Los Angeles. Or you can fill out the registration form you'll find on Page 10 of this issue.

How Radio's War Will Be Different This Time

Will the plan you designed last year still work?

By Holland Cooke

I'm typing as fast as I can, fretting that this ink won't be dry before the things we're fearing will happen happen. However woeful the reasons, these are days of great opportunity for Talk radio and cable news channels. And here are some points to ponder before all hell breaks loose.

Holland Cooke

• Brainstorm what-ifs now. That way you won't hesitate when the stuff hits the fan. It's less meaningful why terrorist creepos hate us than it is that they do. After Sept. 11, 2001, shame on any station that's unprepared. Brief everybody.

Programming, sales, promotion, engineering, weekend people, the guy who snowplows the parking lot, everybody. More on sales in a minute.

• Be car radio. I am comfortable that it doesn't trivialize radio to differentiate our coverage mission from television's

coverage mission by venue: Radio is in-car and wherever else people can't see television. How to be relevant car radio? Follow the suggestions below. When the Big Story breaks, discontinue everything but coverage and traffic reports.

• Err on the side of too much coverage. I was in New Orleans at the RAB Convention when the space-shuttle disaster occurred. It

> was a Saturday, and my radio listening had begun early that morning with a very well done fishing program on heritage News/Talker WWL. Like many nonmusic AMs, this successful station programs ask-the-experts shows on the weekend.

When the sky fell on Texas, I checked back,

and, wisely, WWL had gone to CBS Radio's wall-to-wall coverage of the Columbia disaster. Imagine how irrelevant it would have sounded airing even an excellent automotive show, no matter how often special reports were interspersed. This was another not-so-gentle reminder of how useful and compelling radio is when the Big Story breaks and how stations that don't step up are as conspicuous as those that do. Accordingly...

News/Talk stations will get back to airing spots sooner this time.

• Choose repetition over speculation. Doing so is one way radio coverage can be more informative than continuous TV coverage. Television viewers are sitting still while many radio listeners are in motion. TV has a love-hate relationship with big, breaking stories. Without them, cable channels lose their rudders. And when hell's-a-poppin', CNN, MSNBC and Fox News Channel ratings spike

Why Radio Is Best For Wall-To-Wall Coverage

Where wall-to-wall TV coverage falls down is in the vamping. A joke at the time of the Lewinsky scandal was that MSNBC should stand for "Monica Should Never Be Concluded." As a story unfolds, it's feast or famine. At times the editing process can't keep up with the velocity of developments. Then the story doesn't move for a while, but it's too important to discontinue continuous coverage, so the talent start ad-

Which is not to say that News radio can't fall into the same trap. On Sept. 12, 2001, I heard a newscaster on a New York News station wonder aloud, "Maybe they won't let women carry purses on airplanes anymore." In the way that listeners half-hear radio, someone could have heard that ad lib as fact, only later to find out that what the station told her was untrue.

Talk stations generally don't have that problem. They can keep repeating what is known for the benefit of listeners who are just tuning in and keep programming fresh when they open up the phone lines. More than ever, News/Talk stations are listeners' info buttons. But we're also their chat room — a place to vent.

Work listeners' left and right brains; emotion can be powerful. For example, even after President Bush's speech-of-a-lifetime State of the Union address, poll numbers and statements by other heads of state indicated that he still had some selling to do about striking Iraq. I recommended that the talk hosts I coach ask Vietnam veterans to call in and tell how it felt to fight an unpopular war. These shows were riveting radio

Continued on Page 22



How Radio's War Will Be....

Continued from Page 22

— sit-in-the-parked-car-with-the-key-in-the-ignition stuff.

How News/Talkers Can Benefit From Music FMs

Though several major group owners mandate that sister stations cross-promote, few owners seem to be telling stations how to do it. Everywhere I go, I hear it done differently, but seldom does it effectively communicate a listener benefit. I recently heard an Oldies FM invite me to cross-cume its Country FM sister "because we know that sometimes you like something different." Huh? One silver lining in the war clouds now gathering is that we'll get better at cross-promotion.

Radio's traditional strengths are worth even more in troubled times, when everyone listens.

For FMs, stopping the music will be a no-brainer. It will be obvious when it's time to simulcast sister AMs or take a network. But resuming the music is one way that radio's next big story will be different from 9/11. Life changed forever on 9/11. Even another domestic terrorist event just as horrible won't be as shocking. One way music stations can be helpful is by getting back to music as a harbinger of the return to normality President Bush recommends.

The Talk radio corollary: News/ Talk stations will get back to airing spots sooner this time. We heard the power of radio advertising in the days following 9/11. Advertisers, some of which were not previously radio users, used radio to do what no other medium can: to tell everyone something quickly. Spots gave consumers useful information and told them how to play by the new rules.

And here's how that AM/FM cross-promotion synergy can improve: Rather than airing updates, cluster music stations should air promos for sister AM stations' continuing coverage. That's a much more meaningful benefit statement than the dysfunctional Oldies-Country cross-promo example I cited earlier, and it's a positive message to advertisers about cluster clout.

Smart Sales Departments Are Ready

Speaking with reporters at the RAB Convention, RAB President/CEO Gary Fries predicted, "It'll be a more casual war. People will go on with their lives." He thinks the impact on radio revenue will be "less than a long-term negative" and surmised that "unless there is a domestic retaliation incident, fighting abroad is prolonged or there's action with North Korea, the market has already factored [what seemed at the time to be] the inevitable Iraqi

Radio's traditional strengths are worth even more in troubled times, when *everyone* listens. According to Arbitron and the RAB, 96% of people listen to radio every week, 78% listen every day, and 63% of 25-54 consumers listen to radio within one hour of their biggest purchase of the day. Look, for example, at what happened after 9/11:

- Gas-can sales rose 895%.
- Gun sales rose 70%, and ammunition sales rose 140%.

- There was "pantry loading": Food-aisle sales shot up 20%, with bottled water and canned goods the hottest items.
 - TV sales rose 70%.
- Rooftop TV-antenna sales rose 400%, because people thought they'd lose cable.

More than ever, News/Talk stations are listeners' info buttons. But we're also their chat room — a place to vent.

When terrorists struck on 9/11, radio pulled spots for a while, some advertisers canceled, and radio's revenue stream took a big hit. But now my client stations are working ahead of the next big story. Rather than waiting for advertisers to tank, we're being proactive, telling them how we will handle the next round of coverage.

We're telling advertisers that we'll postpone their spots when we go wall-to-wall, and, during continuous coverage, we'll say so: "Rather than airing our usual commercials, Fred's Furniture is giving back the next 60 seconds so that WVUU's coverage can continue."

Here's something else salespeople noticed last time: pent-up demand. Disney, which yanked theme park advertising nationwide after 9/11, later came back strong — the cure for cabin fever is a trip to the Magic Kingdom.

Who Says There's No Balance At Talk Radio?

At the upcoming TRS 2003 in Los Angeles, attendees will be treated to a session that's brand-new this year, R&R Talk Radio Seminar Face-Off 2003. This special general session, to be held Saturday moming, March 8, will feature a panel of some of America's hottest Talk radio hosts debating the issues of the day from the right and the left in a no-holds-barred hour that is sure to be both enlightening and entertaining.

Moderating the discussion will be veteran newsman, commentator and onetime nationally syndicated talk host Gil Gross. A journalist for

more than three decades, Gross distinguished himself early in his career as the youngest anchorman in ABC News history, when, at the age of 23, he anchored newscasts from the network's Chicago bureau while also serving as morning news anchor at WLS/Chicago.

His resume includes on-air stints at some of America's great radio stations, including .WABC, WOR, WCBS and WNBC/New York and WWDB/Philadelphia. An award-winning journalist, Gross has also served as a news



Gil Gross

correspondent for ABC, CBS, NBC and RKO and as a regular fill-in for such network legends as ABC's Paul Harvey and CBS's Charles Osgood.

Joining Gross on the right will be WSB/Atlanta talk host and Jones Radio Networks/Cox Radio Syndication personality Neal Boortz, KABC/Los Angeles afternoon driver and ABC Radio Networks syndicated host Larry Elder and WCBM/Baltimore host and WOR Radio Network syndicated personality Tom Marr. Balancing our TRS Face-Off 2003 on the left will be WMAL/Washington's Bill Press, WLIE/Long Island's Ed Tyll and Rex Broadcasting syndicated talker Lionel.

Don't miss this special session, where the opinions and sparks will fly fast and furious as our panelists offer up their thoughts on everything from Iraq and North Korea to Michael Jackson and media bias. It's a must-see general session, and you will only see it at the R&R Talk Radio Seminar, March 6-8 at the Marina Beach Marriott in Los Angeles.

Which local advertisers are candidates for pent-up demand? What will listeners run out of or find they need? You'll seem credible presenting advertisers with a marketing strategy, even if the strategy is simply an "advertise later" plan, and

topical spot copy will sound informative to consumers.

Holland Cooke is McVay Media's News/Talk Specialist. Reach him through www.hollandcooke.com or at cookeh@aol.com.

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A Perry Capital Corporation

Earnings

Continued from Page 1

right. Mel and I are working cooperatively - indeed, very cooperatively - with a committee of independent Viacom directors to reach a resolution as soon as possible. In the meantime, we will continue to work together, as we always have, for the benefit of Viacom and its shareholders, while not losing sight of our mutual desire to resolve any possible issues quickly."

For his part, Karmazin sounded like he wanted to stick around after a year in which he said Viacom's stock performance was a big disappointment. "Others will tell you that we sucked less than everyone else." he said, noting that Viacom's stock was down 7% while the S&P lost 23% and the Nasdaq slipped 31%. But, he said, "Viacom shouldn't be interested in that. You bought our stock for only one reason — to have it go up. We disappointed you in '02. I hope we will make up for it in '03."

Karmazin added that he and Redstone are committed to turning around the stock's performance. even though it hasn't soared yet this year. "We're not starting the year off well, but we're confident that we will deliver in 2003," he said.

At the same time, Karmazin announced that he'll sell about \$10 million worth of Viacom stock - or 2% of his holdings - at month's end, because some 10-year-old options are due to expire. He explained that he'll only sell enough to satisfy tax obligations and said he announced the sale early to prevent investor panic.

"I don't like to do it at this price, but there is no alternative," he said. "I didn't want you to be surprised. and I didn't want you to think there was anything else going on."

Meanwhile, Infinity Broadcasting's New York and Los Angeles stations helped radio revenue grow 8%. Excluding Westwood One transactions. Infinity's radio revenue would have increased 11%.

Revenue for Infinity Broadcasting as a whole, including outdoor, climbed 6%, to \$998.3 million, and accounted for 15% of Viacom's revenue overall, down from 16% in Q4 2001. EBITDA increased 3%, to \$398.2 million.

For the full year, radio revenue grew 5%, but was partially offset by higher programming costs associated with sports rights. Outdoor's revenue slid, bringing Infinity's overall 2002 revenue up 2%, to \$3.8 billion. Fullyear EBITDA slipped 4%, to \$1.5 billion

Viacom's Q4 earnings beat Wall Street forecasts; the company earned 37 cents per share in Q4, ahead of the 34-cent estimate of Thomson First Call analysts. And it rebounded from O4 2001's loss of \$42.5 million (2 cents) by turning a \$652.4 million profit.

For the year, Viacom went from a loss of \$224 million (13 cents) to net income of \$725.7 million (41 cents). Minus the effect of an accounting change, Viacom earned \$1.24 per share for the year, beating Thomson First Call's forecast of \$1.21.

Karmazin is bullish about Viacom's ability to grow should the FCC further deregulate the media industry. "We think that there will be new acquisition opportunities available to us as the FCC completes its deregulatory review in the spring of this year," he said. "We hope that in local ownership, as well as national ownership, we will have opportunities to expand."

And Karmazin believes the company's acquisitive bent has so far served it well, noting that in 1999 the year before the CBS-Viacom merger - Viacom earned free cash flow of 8 cents per share, but in 2002 that figure shot up to \$1.46. "This may have been the best merger of all time," he said.

Cumulus Beats The Street

For Cumulus, Q4 net losses narrowed while revenue soared. The company's O4 loss of 3 cents per share was a penny better than the consensus estimate of analysts polled by Thomson First Call, while quarterly revenue on an as-reported basis shot up 39%, to \$70.8 million at the high end of analysts' forecasts thanks to revenue from recently acquired stations and solid local and national ad sales.

Free cash flow rebounded from a loss of \$800,000 in Q4 2001 to \$11.4 million, while broadcast cash flow rose 28%, to \$43.9 million. EBITDA iumped 80%, to \$23.4 million. On a pro forma basis, net revenue improved 9%, to \$70.3 million; BCF grew 18%, to \$26.8 million; and EBITDA improved 20%, to \$23.5 million.

For the full year, as-reported net revenue grew 25%, to \$252.6 million; BCF increased 55%, to \$92.8 million; and EBITDA grew 78%, to \$79.1 million. On a pro forma basis, 2002 net revenue increased 7%, to \$269.8 million, while BCF increased 19%, to \$99.7 million. However, due to a \$41.7 million onetime charge and the effect of taxes. Cumulus' full-year loss widened from \$48.3 million (\$1.37 per share) to \$120.1 million (\$2.20).

Cumulus provided conservative guidance for Q1 2003, predicting revenue growth of 2%-4% and EBITDA growth of 5%-10%. In a conference call, CEO Lew Dickey said revenue grew 3% in January and 5% in February but noted that it's too early to forecast for March.

But Dickey warned that the threat of war is giving advertisers the jitters. "The pending business is out there," he said, "but we're not getting answers as quickly as normal. We're seeing people sitting on business

While Dickey said a possible conflict with Iraq wasn't the reason his company issued conservative guidance, he noted that advertiser's caution is limiting visibility into March.

"We ultimately hope things are going to proceed and that we're going to end up getting all this business," he said, "but we need to leave a little bit of cushion in case the conflict leads a lot of people to sit on their wallets. We really don't know what in the world is going to happen, and there's no way to forecast that. If war does strike, and it's much worse than any of us think, and it has adverse consequences, all bets are off."

Fisher Rebounds, Restructures

The sale of Seattle real estate helped Fisher Communications rebound from Q4 2001 losses of \$1.8 million (20 cents per share) to Q4 2002 net income of \$3.2 million (37 cents). For the year, Fisher's net loss narrowed from \$8.3 million (96 cents) in 2001 to \$2 million (23 cents), including after-tax gains on real estate sales of \$10.9 million and \$500,000 in costs relating to its milling shutdown.

In related news, after a fourmonth review of its strategic alternatives, Fisher Communications' board turned down several acquisition offers and instead directed its managers to continue executing the company's restructuring plan. President/CEO William Krippaehne said the proposals "did not represent the best means to create shareholder value" and said the restructuring "is in the best interest of the company and its shareholders."

Fisher's restructuring plan directs management to focus on core businesses, streamline operations and look for ways to reduce operating expenses and increase revenue. In other Fisher news, John Mangels has retired from the board and has stepped down from the board's audit committee, which will now be chaired by board member James Cannon.

DG Sets Record In O4

DG Systems' Q4 consolidated revenue grew 9%, to a record \$18.8 million, while EBITDA jumped to \$5.5 million. DG credits its revenue growth to a 14% gain in its ad-distribution division, which offset a 6% revenue decline in DG's StarGuide division. Q4 net income improved from a \$2.3 million net loss (3 cents per share) to a profit of \$3.2 million (5

For 2002, consolidated revenue dipped 6%, to \$66.3 million, although DG's ad-distribution division delivered a 5% revenue gain in 2002 and brought in approximately 80% of DG's total revenue, 2002 EBITDA grew 32%, to a record \$14.4 million. DG's 2002 net income before the cumulative effect of an accounting change was \$4.7 million (7 cents), compared to a \$9 million net loss (13 cents) in 2001.

Cambino

Continued from Page 3

her new position, "It just seemed like a natural progression. I've always loved working with the programming side, and I believe my promotions background will be very valuable, especially when dealing with the record companies."



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He Thought The Red Light Meant Stop

ways looking for a way to right an injustice, socially conscious Clear Channel Rocker KRZR/Fresno pointed a finger at the questionable activities of local State Assemblyman Steve Samuelian, who was recently pulled over by police and accused of loitering for the intent of soliciting a prostitute (allegedly his second offense). Obviously feeling sorry for the beleaguered assemblyman, whose office is conveniently located right next door to the KRZR studios, a station intern and a photographer delivered an inflatable love doll, valued at \$32.95, to Samuelian's office. KRZR MD Rick Roddam picks up the story: "Less than 10 minutes later,

seven California Highway Patrol officers showed up at the station. If I had called 911. I wouldn't have gotten a response that quickly. I don't know why Mama's got a squeezebox.



Samuelian was so ungrateful. The doll was cheaper than the trick he was trying to buy."

The Fresno Bee reported that police had ordered that all photos of the stunt be deleted from a station's digital camera - a claim that a CHP spokesman denied. However, through the magic of photo-recovery software (which is available at winutils.net), the station retrieved the deleted pictures. The photos, including the one above, can be found at www.krzr.com and are easily accessible by clicking on "The Samuelian Episode.'

WKQX (Q101)/Chicago morning mouth Mancow Muller married 24-year-old Sandy Ferrando on Valentine's Day. Ferrando and Muller met when she used to screen his calls as "Phone Girl." The happy bride and extremely lucky groom were hitched in front of a motley assortment of about 500 friends, family and various gate-crashers, including William Shatner; "Grandpa" Al Lewis; Barry "Greg Brady" Williams; Talk Radio Network-syndicated KOH/Reno, NV talk host Rusty Humphries; Clear Channel/Los Angeles VP/Marketing Von Freeman; and porn stars Ron Jeremy and Sunset Thomas.

Humphries flashes back to the special day by sharing this poignant wedding memory with ST: "As the beautiful bride was walking down the aisle in her flowing white dress, looking at the man she was about to marry, 'Grandpa' Al Lewis suddenly stands up, cigar clamped in his mouth, and starts barking at her in appreciation: 'Woof, woof, woof!"

Muller planned the reception himself. It included a phalanx of Star Wars storm troopers (pictured) welcoming the guests as they walked in. Williams, whose character on The Brady Bunch attemped a singing career as "Johnny Bravo," sang the first song. The leg- The Force is strong in this bride endary Kinks - minus



founder Ray Davies --- served as the wedding band. The local Fox-TV affiliate even carried part of the reception live on the air. No arrests or injuries were reported.

The Dark Underbelly Of Valentine's Day

We now present for your dining and dancing pleasure this great Valentine's promotion, brought to you by WPXY/ Rochester, NY: Screw Over Your Ex. "All I can tell you is that it involves a woman scorned, her ex-boyfriend's house. and an airplane," PD Mike Danger tells ST. In short, the scorned woman's new boyfriend agrees to participate in some mile-high activities with the lady. Of course, this occurs while the plane circles over her ex's house.

Not to be outdone in the bitter blackheart department, KKMG/Colorado Springs gave away a divorce for Valentine's Day. There were a few stipulations: No kids could be involved, there could be no spousal abuse or restraining orders involved, and both parties had to reside in Colorado.

In a transparent effort to ride the wave of publicity following the recent Michael Jackson exposé on ABC-TV, WRVW/Nashville turned the long Presidents' Day weekend into a Michael Jackson Sleepover Weekend. "When listeners heard the Michael Jackson touch-tones, they called in to win the qualifying prize pack, which consisted of a fake nose, a mask for the kids, a copy of Michael's greatest hits on CD ... and a sleeping bag," PD Rich Davis tells ST. The grand prize was a night's stay at a swanky local hotel that came equipped with a balcony suitable for dangling stuff.

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RR TIMELINE

- Bryan Switzer named Sr. VP/Promotion of Universal
- Michael Johnson appointed VP/Marketing & Promotion for Motown Records.
- J Records taps Cynthia Johnson as VP/Urban Promotion.
- · Kelly Carls named Director/Operations for Clear Channel/Louisville.

YEARS AGO

- Mike Rittberg named VP/Rock Promotion at Warner Bros. Records.
- · John Grady elevated to Sr. VP/Sales, Marketing & Promotion at Mercury/Nash-
- WWJ-AM/Detroit VP/GM Rich Homberg adds GM duties at sister WXYT-
- Jacqueline Saturn upped to VP/Alternative Radio Promotion at Epic Records.



Jacqueline

* YEARS AGO

- Steve Carver named VP/GM of all-News WBBM-AM/Chi-
- · Bob Buziak heads Tri-Star Music Group as President.

YEARS AGO

- Nick Marnell promoted to VP/GM at K101/San Francisco.
- WHDH & WBOS/Boston GSM Dave Recher promoted to
- Dana Horner named President/GM at WWPR/New York.

YEARS AGO

- Jeff Hunter named PD at KITS/San Francisco.
- Greg Solk promoted to PD at WLUP/
- Tex Meyer promoted to VP/GM at WWKX/Nashville





- George Taylor Morris named PD of WPIX/New York.
- Alan Goodman appointed Corporate Director of Sales at Doubleday Broadcasting.
- KLZ/Denver changes format from Pop/Adult to Country, with Ron Jones as PD.

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Meanwhile, KXTE/Las Vegas is looking for the Xtreme Idol. Before you get all excited, thinking this is some shortcut to a recording contract, it isn't. "We're looking for our next \$8-an-hour Xtreme Radio DI!" PD Dave Wellington says. Open auditions recently took place at the Hard Rock Hotel, Impartial Xtreme judges Chris Ripley, Hardy and Carly Brown selected 10 finalists. Here's where it gets scary: The listeners will be in charge of choosing the Xtreme Idol by voting online at www.xtremeradio.fm.

KDWB/Minneapolis morning guy Dave Ryan recently presided over a little promotion called My Big Fat, Fat Wed-

ding, which featured none other than special guest Jared Fogle, who nas lost a lot of weight by eating almost exclusively at Subway. KDWB auditioned local couples to win a free wedding at, Subway. There was



where else, a local Large love and a diet Pepsi. please.

just one catch: Only the heaviest couple would win. "We held a weigh-in to see, uh, whose love was largest," Promotion Director Kris Cegla says. The winning couple was Lora and Michael, who tipped the scales at a combined 565 pounds. Not only did they win the wedding at Subway plus rings, dresses, tuxes, flowers, cake and a honeymoon they also scored a one-year gym membership and a year's supply of Subway sandwiches.

Baby Poop

Congrats and much love to the Lambert family on their newest addition: Universal Sr. VP/Promotion Val DeLong and husband Craig Lambert, who is interim President of MCA Records, welcomed son Jack Lambert (no relation to the Pittsburgh Steelers great) into the world at 11:36am on Feb 17. Jack weighs in at 8 lbs., 1 oz. Everyone involved is happy and healthy, and big sister Sarah is thrilled to have a little brother to take care of.

Programming Dept

Bob Quick is now OM for Archway Broadcasting's Columbus, GA cluster. He had previously been the PD for a really long time at WNKI (Wink 106)/Elmira, NY. Back on New York's Southern Tier, WPGI/Elmira PD Jim Poteat and WNGZ/Elmira PD Joe Munroe will share interim PD duties at WNKI until Quick's successor is quickly found.

WKFS/Cincinnati MD/midday personality Donna DeCoster becomes interim PD. She replaces B.J. Harris, who exited last month.

Bakersfield Gets A Paint Job

Buckley's KKBB/Bakersfield flips from Classic Rock to Rhythmic Oldies as "Groove 99.3" under the direction of Tommy Del Rio, PD of co-owned KSEQ/Visalia-Fresno. Across town, Clear Channel CHR/Rhythmic KKXX/ Bakersfield rotates its tires by adopting a new slogan: "The New 96.5 Kiss-FM — No. 1 For Hip Hop & R&B." It's not a format flip, it's just a tweak. Mingo Lopez moves up from nights to mornings as the station's simulcast of Jamie & Danny from KYSR/Los Angeles ends.

And while we're still doing 99 mph on Route 99, ST sends out its congrats to KKDJ/Bakersfield PD/morning guy Kenn McCloud, who will appear on the March 4 edition of The Price Is Right. Cover your eyes if you don't want to know in advance how he did ... McCloud scored a new couch and a portable sauna.

Condolences

St. Louis authorities on Tuesday evening found KMOX/St. Louis morning co-host Nan Wyatt murdered in her suburban home. According to the St. Louis Post-Dispatch, Wyatt a six-year station veteran who had won several reporting awards — was shot to death. Police have taken Wyatt's husband in for questioning, but at press time it was not known if he would be charged with any crime.

Longtime WYYD/Roanoke, VA Promotions Director Nan Richards died Feb. 13 after suffering a stroke. She was 48. Richards is survived by her husband, Eric Hollandsworth.

ST SHOT O' THE WEEK



IT'S A LISA MARIE SANDWICH At KIOI (Star 101.3)/San Francisco. Capitol recording artist Lisa Marie Presley (c) recently stopped by to talk about her new single, "Lights Out." That attracted the attention of Regional VP/Programming Michael Martin (I) and Capitol Sr. VP/Promotion Dan Hubbert.

WNEW/New York and play-by-play announcer for the New York Giants, died Monday at age 76. He's survived by his wife, Jeanne, two daughters and three sons.

Rumbles

Riki Rachtman returns to the scene of the crime. In September 1997 Rachtman was fired from KLSX/Los Angeles after getting into a fistfight with fellow personality Doug Steckler. He's now returned to KLSX and will host a metal/punk show called The Ball. starting just before 12:01am Sundays. Rachtman hosted nights at KLSX in his Riki's ready to rock! last go-around.



Syndicated morning guy Russ Parr taps KTXQ/Dallas midday talent Alfreda as his new co-host. The move reunites the two, who used to work together in Dallas. She replaces Parr's former co-host, Olivia Fox.

Veteran Milwaukee broadcaster Jack Lee will be honored with a Lifetime Achievement Award at this year's March of Jim Gordon, a former News Director for WINS & Dimes Achievement in Radio Awards reception, set for Feb.27.

BAYLISS RADIO

MARCH 13

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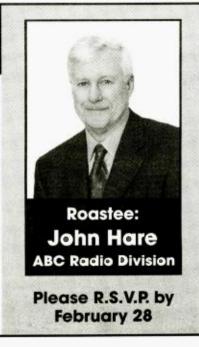
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3 Doors Down Shine With Away From The Sun

Frontman Brad Arnold talks troops, radio support and free beer

One thing they never prepare you for in rock-star camp is extreme climates. Not some hostile competitive situation between crosstown stations, but the very worst Mother Nature can throw at you. Just before the holidays 3 Doors Down singer Brad Arnold and his band were sweating their asses off in Bahrain, entertaining U.S. troops stationed in the Middle East. Today Brad confesses via phone that he's freezing that same ass off in Grand Rapids.

While Away From the Sun may seem like an appropriate album title for touring the tundra, the skies for 3 Doors Down nowadays are absolutely sunny. Away From the Sun's lead single, "When I'm Gone," is charting high at five R&R formats and has picked up two Grammy nominations. On top of that, Sun is shining platinum-bright, with more than 1 million in sales since its release in November 2002.

Strong Support

The video for "When I'm Gone" is picking up strong support at MTV, not to mention positive and passionate feedback for its depiction of American troops. Filmed during the band's performance aboard the U.S.S. George Washington aircraft carrier, the live performance is juxtaposed with images of military personnel saying goodbye to their families as they head off to active duty.

"It totally brought a whole new meaning to us for the song as well," Arnold says. "It really brings home the fact that the U.S. Armed Forces aren't robots. They leave their families. You see the scenes of the families hugging goodbye, then you see the scenes of the military doing what they do, and it really puts a human spin on the whole thing."

While the video has been a home run for the group and their fans, including new fans from military families, it wasn't what the group originally had in mind. "The original video was us basically being buried alive, standing in our graves," Arnold says. "It was shot in Mississippi during the last hurricane we had. Two days later we were out on the Navy tour. We brought a cameraman, who filmed us during the day and playing at night.



3 Doors Down

"Two days before we were supposed to deliver the original video to MTV, the president of our label came in saying that he had something we had to see. He brought this new video in and showed it to us once, and we were like, 'Screw that old video; this is the video for this song.'

"The other one isn't a complete waste. It'll still be shown in Europe and places where the Navy video just wouldn't apply."

All Bands On Deck

Playing on the deck of an aircraft carrier was definitely a once-in-a-lifetime opportunity for the young band. "It was killer sitting on the deck; there were 25 F-14s over here, 25 F-18s over there — it was awe-some," enthuses Arnold, sounding like a kid opening a new G.I. Joe on Christmas. "It was a great experience going over there and getting to see those things and see what those guys do for us."

Despite the grave situation facing the troops, Arnold says spirits were high during 3 Doors Down's visit. "It was an overwhelming response," he says. "All we heard the whole time we were there was thank you for this and that.

"We were the ones saying thanks for being over there. Those guys give up so much more than we do. We gave up two weeks; those guys are giving up four or six years of their lives to be over there, defend us and keep us free.

"I know that life over there probably gets somewhat monotonous after a while, and I hope that we broke up that monotony for a day or so. It was all worthwhile going over there. They were in good spirits.

"Even then they were starting to get a little busy for this thing that we're about to go though. They were getting prepared for what they have to do, and we were glad to be there. I definitely got to stand in some places that I would have otherwise never been standing."

Format Supermen

One battle 3 Doors Down had to fight on their own was the whole sophomore-slump notion following their breakout year in 2000. "Kryptonite," a.k.a. "that Superman song," was a huge smash for the band, propelling *The Better Life* to more than 5 million copies sold.

On R&R's year-end charts for 2000, "Kryptonite" was the No. 1 song of the year at Rock, Active Rock and Alternative; No. 2 on Callout America; and No. 6 at CHR/Pop. The second single, "Loser," was a top 10 year-end finisher at Active Rock and Rock.

"This tour has made us realize just how big a song 'Kryptonite' was," Arnold says. "It's one of those songs that maybe comes along once or twice in your career. That's fine. We'll see if we can replicate the success of it "

As befits a member of a band that gained its initial momentum at hometown Rock station WCPR/Biloxi, MS, Arnold is effusive in his praise for radio. "Radio is everything to us," he says. "It's been our lifeblood and the driving force behind the success of this band. If I had to pick one or the other — to be only on radio or to be only on TV — I'd pick radio any day of the week.

"Some people come home and watch the music networks and this and that, but there aren't many people who get in their car without turning on the radio and turning it to their favorite genre of music. It's



HOPE WE DON'T BOMB 3 Doors Down check out some heavy metal during their visit to the U.S.S. George Washington aircraft carrier. Rumors that the group covered The Gap Band's "You Dropped a Bomb on Me" during their on-deck performance were unsubstantiated.

been so critical in the success of this band."

Having toured extensively in support of *The Better Life*, 3 Doors Down reflect distance, both figuratively and literally, with *Awny From the Sun* titles like "When I'm Gone," "The Road I'm On" and "Here Without You."

"Radio has been our lifeblood and the driving force behind the success of this band. If I had to pick one or the other — to be only on radio or to be only on TV — I'd pick radio any day of the week."

"The whole record, except for a few older songs, is about emotions that we went through on tour — the things we've seen and done," Arnold says. "At the same time we wanted to leave the lyrics open-ended so people who don't do what we do every day can identify with the songs and relate them to their own lives."

This Bud's For You

With the group's present tour sponsored by Bud Light, Arnold addresses the sometimes controversial subject of corporate sponsorships. "We've done sponsorships in the past that were just nightmares," he says. "The Bud Light guys have been great.

"Some people look at the whole corporate tour as selling out, or whatever you want to call it, but it's actually been beneficial to everybody. They gave us money to come out on tour, and, yeah, they gave us free beer. But what they did, most importantly, is finance a lot of promotion for this tour. It helps us keep the ticket prices down, which translates directly to the fans.

"No tickets right now are dirt cheap, but ours are lower than most tours, and it's all because Bud Light is helping us finance the promotion of these tours."

What kinds of problems have past sponsorships presented? "Sometimes the sponsors almost try to get you out of the picture," Arnold says. "All they're worried about is how much promotion they can get for their product out of you, and they don't really care what you have to do to accomplish that. One in particular that we dealt with was real low-class. It wasn't fun to do it."

When asked what advice he'd give to new acts going through the same things 3 Doors Down did back in 2000, Arnold keeps it simple: "Be honest, be confident and just be real to the fans. I know that's kind of a cliche thing, but it really is true. This is la-la land, but it's also the greatest job in the world, and the fans give you all of it.

"The best advice I can give to a band is, don't bitch, don't fight amongst yourselves, and practice your ass off. Just because you're signed doesn't mean you're great.

"People's perception of you makes you who you are. Always keep those people in mind — they are a gift to you."

TALK BACK TO R&R!

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

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Or post your comments now.
Go to
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_RHITSTOP50 ALBUMS

THE INDUSTRY'S NO. 1 RETAIL CHART February 21, 2003

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
1	1	50 CENT	Get Rich Or Die Tryin'	Shady/Aftermath/Interscope	881,291	-1%
2	2	DIXIE CHICKS	Home	Monument/Columbia	161,115	+49%
4	3	NDRAH JONES	Come Away With Me	Blue Note/Virgin	135,65 6	+39%
3	4	KID ROCK	Cocky	Atlantic	124,988	+23%
6	5	SDUNDTRACK	Chicago	<i>Epic</i>	121,871	+55%
_	6	GEORGE STRAIT	Live	MCA	98,047	-
5	7	AVRIL LAVIGNE	Let Go	Arista	97,353	+22%
12	8	SHANIA TWAIN	Up	Mercury/IDJMG	83,926	+57%
7	9	JENNIFER LOPEZ	This Is Me Then	Epic	82,526	+5%
9	10	MISSY ELLIOTT	Under Construction	Gold Mind/Elektra/EEG	68,939	-1%
30	11	RDD STEWART	Great American Songbook	J	65,192	+79%
31	12	JOSH GROBAN	Josh Groban	143/Reprise	64,914	+90%
_	13	VINCE GILL	Next Big Thing	MCA	64,860	_
_	14	JOHN MAYER	Any Given Thursday	Aware/Columbia	64,470	_
21	15	AALIYAH	I Care 4 You	BlackGround/Universal	63,270	+48%
13	16	GOOD CHARLOTTE	Young & Hopeless	Daylight/Epic	62,184	+17%
16	17	EMINEM	Eminem Show	Aftermath/Interscope	59,060	+26%
11	18	SOUNDTRACK	Daredevil	Wind-up	58,998	-3%
- ''	19	VARIOUS	Grammy Nominees 2003	WSM	56,754	_
26	20	COLOPLAY	Rush Of Blood To The Head	Capitol	55,922	+39%
14	21	NELLY	Netlyville	Fo' Reel/Universal	55,190	+7%
	22	LIONEL RICHIE	The Definitive Collection	UTV	53,804	+29%
23		YANNI	Ethnicity	Virgin	53,044	. 20%
- 10	23	TYRESE	l Wanna Go There	yugiii J	51,714	+15%
18	24	TIM MCGRAW	Tim McGraw & The Dancehall	Curb	51,031	+72%
39	25				49,778	+25%
27	26	T.A.T.U.	200 KM/H In The Wrong Way	Interscope Def Jam/IDJMG	49,542	-27%
10	27	LL COOL J	10		49,438	+18%
22	28	CHRISTINA AGUILERA	Stripped	RCA	49,354	+26%
28	29	JOHN MAYER	Room For Squares	Aware/Columbia		+9%
17	30	SOUNDTRACK	8 Mile	Shady/Interscope	49,064	
19	31	JA RULE	Last Temptation	Murder Inc./IDJMG	47,829	+10%
46	32	ELTON JOHN	Greatest Hits 1970-2002	UTV	46,769	+93%
29	33	AUDIOSLAVE	Audioslave	Interscope/Epic	46,677	+27%
33	34	SEAN PAUL	Dutty Rock	VP/Atlantic	45,664	+39%
48	35	FAITH HILL	Cry	Warner Bros.	44,970	+92%
24	36	JUSTIN TIMBERLAKE	Justified	Jive	44,146	+6%
-	37	VARIDUS	We're A Happy Family: Ramones	<i>Columbia</i>	41,801	_
34	38	SANTANA	Shaman	Arista	39,900	+22%
32	39	3 DODRS DOWN	Away From The Sun	Universal	39,127	+15%
8	40	BLAKE SHELTON	Dreamer	Warner Bros.	38,931	-47%
-	41	KENNY LATTIMORE	Things That Lovers Do	Arista .	36,877	-
-	42	RUSH	Spirit Of Radio: Greatest Hits 1	Mercury/IDJMG	36,666	-
_	43	MANNHEIM STEAMROLLER	Romantic Melodies	American Gramaphone	34,686	_
43	44	JAY-Z	Blueprint Vol.2 :The Gift	Roc-A-Fella/IDJMG	34,069	+23%
25	45	ALL-AMERICAN REJECTS	All-American Rejects	DreamWorks	33,453	-18%
_	46	BON JOVI	Bounce	Island/IDJMG	33,438	-
44	47	CHEVE LLE	Wonder What's Next	<i>Epi</i> c	32,985	+21%
_	48	VIVIAN GREEN	A Love Story	Columbia	31,587	-
37	49	В2К	Pandemonium	<i>Epic</i>	31,565	+1%
38	50	ROLLING STONES	Forty Licks	Virgin	31,218	+1%

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ON ALBUMS

Guns And Roses

He loves me. He loves me not. He shoots me. He shoots me not.

While this week's HITS Album Chart is filled with sales prompted by Valentine's Day, the top slot is once again reserved for a guy who expresses his love the hiphop way: by



50 Cent Vibe

blowing up the competition.

Shady/Aftermath/Interscope rap sensation 50 Cent shot an arrow in the air, and it lands at No. 1 and remarkable second-week sales of 801,000, a drop of less than 1% from his huge opening. That gives hip-hop's newest superstar 1.6 million units moved in less than two weeks. Can you say humongous?

Monument/Columbia's Dixie Chicks stay at No. 2 with 161,000 and a 49% increase. Blue Note/Virgin's Norah Jones (No. 3, +39%), Lava/Atlantic's Kid Rock (No. 4, +23%) and Epic/SMS's Chicago (No. 5, +55%) all top 100,000, collectively replacing chocolate, roses and Hallmark cards as this year's fave Valentine's Day gifts.

Rounding out the top 10 are debuting MCA Nashville cowboy George Strait (6), Arista's Avril Lavigne (7, +22%), Mercury/IDJMG's Shania Twain (8, +57%), Epic's Jennifer Lopez (9) and Elektra/ EEG's Missy Elliott (10). Just outside the top 10, J Records' Rod Stewart (11) and 143/Reprise boy crooner Josh Groban (12) show

the effect of hearts and flowers as they register impressive sales gains of 79% and 90%, respectively.

MCA Nashville's Vince Gill (13) and Aware/Columbia Grammy nominee John Mayer (14) owe their high chart debuts in part to Cupid as well, with Gill also feeding off Country

th Gill also Norah Jones
off Country

play for the title track of his new album. In all, 36 of the top 50 boast sales increases of more than 35%, including Blackground/Universal's Aaliyah (15, +48%), Capitol's Coldplay (20, +39%), Curb's Tim McGraw (25, +72%), UTV's Elton John best-of (32,

+93%), Atlantic's Sean Paul (34, +39%) and Warner Bros.' Faith Hill (35, +92%).

And that doesn't even include chart newcomers like WSM's Gram-

ince Gill

CD (19), Virgin's Yanni (23), Columbia's Ramones tribute album (37), Arista's Kenny Lattimore (41) and Mercury/IDJMG's Rush greatest hits (42).

Here's looking forward to Mother's Day, Father's Day and Secretary's Day.

Meteora!

After months of anticipation, we will finally get a glimpse of the meteor whose impact is bound to wreak havoc on record stores across the country as Linkin Park unleash "Somewhere I Belong" on Rock, Active Rock and Alternative outlets next week. It's the first single from their eagerly anticipated sophomore album, Meteora. Don Gilmore, who produced the band's first album, Hybrid Theory, produced the CD. Meteora hits stores March 25. This summer, Linkin

Park will join Metallica, Limp Bizkit, Mudvayne and The Deftones on the Summer Sanitarium 2003 tour.

Linkin Park aren't the only big things coming to the Rock, Active Rock and Alternative next week. Radio is currently drooling over Saliva's "Always," and next week "Rest in Pieces" will debut at the three formats. "Pieces" is the second single from the band's sophomore CD, Back Into Your



Linkin Park

System. Lead vocalist Josey Scott is up for three Grammys this year for "Hero," his duet with Nickelback's Chad Kroeger. Saliva are also preparing to hit the road with Breaking Benjamin, (Hed) Planet Earth, Stereomud and Systematic as part of the Jagermeister tour, kicking off March 6 in Philadelphia.

India.Arie is Going for Adds next week with not one, but two singles from her latest CD, *Voyage to India*. She'll be keeping Pop, AC and Hot AC company with "Can I Walk With You" and at the same time will bare her soul to Rhythmic and Urban AC with "The Truth." The R&B soul diva recently appeared on *Showtime at the Apollo* and NBC's *American Dreams*, portraying a young Nina Simone. Up next are performancs on *Weekend Today* on Feb. 22 and *The Bernie Mac Show* on Feb. 26, where she'll be playing herself. India.Arie has also been nominated for four awards at this year's Grammys, airing live on CBS on Feb. 23.



Steve Martin & Queen Latifah

Dana Owens, otherwise known as Newark, NJ native Queen Latifah, is also up for an award — an Academy Award. Owens has been nominated for Best Supporting Actress for her role as the prison matron in the film *Chicago*, which received a total of 13 Oscar nominations. On the music side, she is Going for Adds at Pop, Rhythmic and Urban with "Better Than the Rest," the lead single from the soundtrack to the

upcoming film *Bringing Down the House*. The comedy stars Steve Martin and Queen Latifah and opens in theaters March 7.

Fellow Newark native Whitney Houston is also introducing new material to radio this week as "My Love" goes for adds at Urban AC. The single features Houston's hubby, Bobby Brown, and follows hot on the heels of "Try It on My Own," which earned a huge number of adds at AC last week and debuts at No. 23* this week on R&R's AC chart.

Next week must be "Diva Week" at radio, as Mariah Carey joins Busta Rhymes on his latest, "I Know What You Want." The cut, which also features Flipmode Squad, is Going for Adds at Urban and Rhythmic. Busta will also be making an appearance on *The*

Wayne Brady Show on Feb. 21, where he'll perform his current hit single, "Make It Clap." There's already early demand for "I Know What You Want" — the song debuted at No. 48* this week on R&R's CHR/Rhythmic chart and sits at No. 45* on R&R's Urban chart.

Many artists are taking their acts to new formats next week. The Donnas are enjoying success at Rock, Active Rock and Alterna-



The Donnas

tive with "Take It Off," and they hope their hit takes off at Pop and Hot AC. Coldplay hold on to the No. 1* spot at Triple A with "Clocks," and they figure it's time to go for adds at Pop.

Mike Trias

RER GOINGFOR Adds

Week Of 2/24/03

CHR/POP

ANASTACIA Love Is A Crime (Epic)

COLDPLAY Clocks (Capitol)

DONNAS Take It Off (Atlantic)

FIELD MOB Sick Of Being Lonely (MCA)

INDIA.ARIE Can I Walk With You (Motown/Universal)

SUGARCULT Bouncing Off The Walls (Ultimatum/Artemis)

QUEEN LATIFAH Better Than The Rest (Hollywood)

TLC Damaged (Arista)

CHR/RHYTHMIC

702 | Still Love You (Motown/Universal)
BUSTA RHYMES f/MARIAH CAREY AND FLIPMODE
SQUAD | Know What You Want (MonarC/J)
INDIA.ARIE The Truth (Motown/Universal)
JAHEIM Put That Woman First (Divine Mill/Warner Bros.)
QUEEN LATIFAH Better Than The Rest (Hollywood)
TLC Damaged (Arista)

URBAN

702 I Still Love You (Motown)
BUSTA RHYMES f/MARIAH CAREY AND FLIPMODE
SQUAD I Know What You Want (J)
CRAIG DAVID Personal (Wildstar/Atlantic)
JAHEIM Put That Woman First (Divine Mill/Warner Bros.)
QUEEN LATIFAH Better Than The Rest (Hollywood)
STAGGA LEE Roll Wit M.V.P. (ARTISTdirect)

URBAN AC

INDIA.ARIE The Truth (Motown)
KINDRED THE FAMILY SDUL Far Away (Epic)
TOM SCOTT f(ANN NESBY You Are My Everything
(Higher Octave)
WHITNEY HOUSTON f/BOBBY BROWN My Love (Arista)

COUNTRY

No adds

. . .

: 22 2 2 3

n a salasakadad

AC

BONNIE RAITT Time Of Our Lives (Capitot)

BRUCE SPRINGSTEEN Waitin' On A Sunny Oay (Columbia)

INDIA.ARIE Can I Walk With You (Motown/Universal)

NATALIE GRANT No Sign Of It (Curb)

PHIL COLLINS Come With Me (Lullaby) (Atlantic)

HOT AC

ANASTACIA Love Is A Crime (Epic)

BOOMKAT The Wreckoning (Dream Works)

BRUCE SPRINGSTEEN Waitin' On A Sunny Day (Columbia)

DONNAS Take It Off (Atlantic)

INDIA.ARIE Can I Walk With You (Motown/Universal)

JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)

SMOOTH JAZZ

DOC CITY 1257 (Doc City)

JEFF LORBER Gigabyte (Narada)

ROCK

BRUCE SPRINGSTEEN Waitin' On A Sunny Day (Columbia) LINKIN PARK Somewhere I Belong (Warner Bros.) SALIVA Rest In Pieces (Island/IDJMG)

ACTIVE ROCK

FROM ZERO Sorry (Arista)

LINKIN PARK Somewhere I Belong (Warner Bros.)

SALIVA Rest In Pieces (Island/IDJMG)

ALTERNATIVE

BREAKING BENJAMIN Skin (Hollywood)
LINKIN PARK Somewhere I Belong (Warner Bros.)
SALIVA Rest In Pieces (Island/IOJMG)
SIMPLE PLAN Addicted (Lava)
WALKMEN We've Been Had (StarTime/Red Ink)

TRIPLE A

BRUCE SPRINGSTEEN Waitin' On A Sunny Day (Columbia)

ODYLE BRAMHALL SR. Life By The Drop (Yep Roc)

FEEL Got Your Name On It (Curb)

KRISTIN HERSH The Grotto (4AD/Beggars)

LUCINDA WILLIAMS Righteously (Lost Highway)

LYLE LOVETT Smile (MCA)

MBONGENI MGEMA Lizobuya (ATO)

MINUS 5 Retrieval Of You (Yep Roc)

THROWING MUSES Throwing Muses (4AD/Beggars)

VESICA PISCES No Easy Way Out (Big 3)

VIENNA TENG The Tower (Virt)

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.

WKKF/Albamy, NY *
PD: Reb Dauce
DANEL BEDRIGHELD "ON'
PELD MOB "Londy"
KELLY ROWLAND "MODOS"

KOHO/Alexandria, LA
PD: Run Roberts
10 BOWNING FOR SOUP "Las"
5 SAREZ AND SOUTHSTAR "For AMMODA PEREZ "Angol"
RU CARTIFREL "Breible"
CHRS ENGRSON Troben"
J. J. BAND "Sout"
SJ. GARDLE, "Bourcey"
SJ. GARDLE, "Bourcey"
SJ. GERTOLE

KPRF/Amaritto, TX PD/MD; Morahal Blevins 38 3000R5 DWF Sone* 33 50 CBIT "DWF 9 8LI CANTREL" Breache 5 CALLING For

WKSZ/Appleton, WI * OM: Grog Gall PD: Bayton Kene APUMD: Hodil 110. "Daraged" 1 RED NIOS LONG STAGGA LEF "FOT SIGAFOLIT "BOUNCE!"

PO: Dan Bowen APO: J.R. Ammons MD. Michael Chase

OM/PD: Dylan Sprague MD: Jeff Niles Dir/Prog.: Leslie Fram 23 SCENT "Cub" 2 MSSY ELLUTT Gone MATC-BOX TWENTY "Le

WAYV/Atlantic City, NJ *
PD: Paul Kelly
No Acre.

KHFI/Austin, TX 1 PD: Jay Shannon MD. Boogre, 5 50 CM1 TOUS TC Tarraged NO DOUGH TRUMM TLC Hard

WFMF/Baton Rouge, LA * PO: Kewn Campbell AALIVAH TAASS CAMEL BED NGFELD TONE LISA MARIE PRESLEY TUNNS

KQXY/Beaumont, TX * OM: Jim West PD: Brandin Shaw APD: Patrick Sanders MD: JoJo DAMEL BEDWGRELD "One" GOO GOO DOLLS "Sympathy SOMETHE THEORY

W/LYK/Biloxi-Guitport, MS *
PD/APD: Nyle Curley
MD: Lects
30 Net: BEDAGFELD 'One
GRANNE' CONTROL
GRANNE' SUPPORT SUP

WMRV/Binghamton, NY OM: Jim Free PD/MO: Bin Turner AALY NY Turner GOO GOD DUIS 'Sympathy GOO CHARLOTTE: 'Antheri' WAYNE WONDEP Turting

KSAS/Boise, ID *
PD. Hoss Grigg
BON JOY "Mounder"
DANKE BEDWIGHELD "DW"
DOWNAS "OW"
GRUUMNE "Half
GOOD DAME DTTE "Areher"

KZMG/Boise, IO *
PD/MID: Beau Richards
APD: Scooler B
2 STACE OPRICO "Suck"
? TYPESE "Gorost"
SNOOP DOGG "Beauth/"
DAVIEL BEDRIGHELD "One

WXKS/Boston, MA *
VP/Prog./PD: Cadillac Jac
APD/MD: Kid David Corey
DAME: BEDWGFELD Yow'
GOO GOO DOLLS Sympatry

WKSE/Buffald, NY *
PD: Dave Universal
MD: Brise B. Wilde
1 Lis KM "Jump"
1 MAS "Car"
DAMES BEDINGPELD "One
JAY-2" "Excuse"

W/7KL/Canton, DH * Lisa Dillon
RULEN MINE "A.D i D "
SMPLE PLAN "Anything"
DRAIG DAND "Hidlen"
MARAN CAREY/CAMPRON "Boy
MATCHECK THERITY "Unwell"

WRZE/Cape Cod, MA OM: Steve McVie PD: Kevin Matthews MD: Stane Bloo GRAMME THE' MATCHECK TMERTY "Union

KZIA/Cedar Rapids, IA PD/MO: Eric Honson GOO GOO DOLLS "Sympath LUCY MOCOMAD Toks"

WSSX/Charleston, SC *
OM/PD. Mine Educards
? SAMEZ MO SOUTHSTAR "Tell"
FAITH MELT "Cy"
GROWNE" Hall"
GOD GOD DOLLS "Sympathy"
SUPPLICE "Dream"

WNKS/Charlotte, NC *
DN/PD: John Reynolds
MD: Raih Reynolds
BOUMLAT *Weston*
GOO GOO DLLS: "Symmithy
ISL1 * ROWAND *Gets
O TOWN *Fer*

WICKL/Chattanooga, TN ° PD: Tommy Check No Accis

KLRS/Chico, CA HS/Chico, CA
//MID: Etic Brown
50 CERT Touh"
60 COD DOLL'S Symethy
MCI Tour"
60 COD DOLL'S Symethy
MCI Tour"
60 CERT COLL'S SYMETHY
60 CERT COLLER XLOS "Around"
60 CERT COLLER XLOS "Around"

WAKS/Cleveland, OH

PO: Dan Mason APD/MD: Kasper BOWLING FOR SOUP Bad TLC Danaged

KKMG/Colorado Springs, CO * OM: Bobby Irwin PD: Scoby Valentine No Arts:

WNOK/Columbia, SC * OM: Jonathan Rush PD: Brad Kelly APD/ND: Kell Reynolds 23 MSSY ELLO** Cosse

WBFA/Columbus, GA PD/MD: Wes Carroll APD: Amanda Lister 50 CENT "Clue"

WNCI/Columbus, OH *
PD: Jimmy Steele
APD/MD: Joe Kelly
6 50 CENT "Club"
2 BOOMKAT "Weckon
MATCHEOX "WENTY "Linke

KHKS/Dallas-F1. Worth, TX *
OM/PD: Brian Bridgman
APD/MO. Fernando Ventura
10 T.C "Danages"
4 STACE ORPICO Studi"
1 SMILEZ AND SOUTHSTAR "Tell"

KRBY/Dallas-Ft. Worth, TX * OM: John Cook APO: Alex Valentine MD. Belliam Parks CLINE DON THORY

WGTZ/Dayton, OH * OM: J.O. Kunes MO: Scott Sharp 4 J.LOPEZ FLL COOL J THINK 4 50 CBH TOLOT COOLOGO STATES

WVYB/Daytona Beach, FL *
PD: Kotter
10 RRYMMY COLORZ 'Crengs'
6 MSSY BLUOTY 'Goosp'
1 SYSTEMIC 'Dream'
DAMEL BERNGRELD 'Ore'
GMUNIE Half'

KFMD/Denver-Boulder, CO * PD: Jim Laveson
MD: Gerry Dison
14 DANIE, BEDRIGFIELD 'Ore
GRUWME 'Helf'

WKQI/Detroit, MI *
ON/PO: Dam Theodore
DAMEL BEDWGRELD 'OW'
WAYNE WONDER 'LIBRIG'

WLVY/Elmira-Corning, NY PD/MD: Mice Strabel APO: Brian Stell 17 COMMING CROWS 'Test'

XHTO/EI Paso, TX

WFITS/Erie, PA
PD: Jeff Hurley
APD/MD: Kasen Black

0 50 CENT Cale*
5 500Wing FOR SOLP "Bas"
5 600 600 DOLLS "Symposity"
5 SMPLE PLAN "Anylving"
DOMAS "OF"

KDUK/Eugene-Springfield, OR PD: Valerie Steele Valerie Stewe Stane Brown BLI CANTRELL "Breame" OANNEL BEDWIGFIELD "One" KACI "GE!" PRYMARY CIE ORZ "Change FOULER KIOS "Around"

WSTO/Evansville, IN PD: Jeff Scott 74 VANESSA CAPETON TORONS

KMCK/Fayetteville, AR OM; Jay Phillips PO: Brad Mewman BOOMAT Yelschon DANEL BEDINGFELD "One GRADING THEI MATCHBOX TWENTY "Linkel

KMXF/Fayetteville, AR OM: Tom Travis APO/MO: Ite 0. 35 CODER RDS Around 35 STADE ORBOD SSUL 12 EVARESCRUE LAP 12 OK GO TOWN

WQSM/Fayetteville, NC *
PD: Jason Adams
APD: Susanna James
ND: Kid Carler
1 ISA NAME PRESERVE ORS
5 D TOWN FOR DAWEL BEOMED TO THE
GOO GOO DOLLS Sympathy

WWCK/Flint, MI *
OM: John Shomby
PD: Scott Free
43 KD POCK/SERYL CROW "Police"
9 SO CENT "Cub"
GOO GOO DOLLS "Sympethy"

WJMX/Florence, SC PO/MC: Scotty G GOO GOO DOL: 5 "Sympath" 1 MISSY ELLOTY "Gossig FELD MOB "Lonely LOVE THE ORY "Tall"

KVSR/Fresno, CA *
PD: Mike Yeager
50 CENT CLC
KELLY ROM, AND *Nobook

KSME/F1. Collins, CO *
PD: David Carr
PD: Joja Temberagh
13 50 CENT "Data"
BLU CANTELL "Beams"
SEPPLICE "Deam"
SMLEZ MID SOUTHSTAR-11

WXKB/Ft. Myers-Naples, FL *
PD: Chris Cue
MD: Randy Sherwyn
BLU CAMTRELL Breake*
FRED MOR Turnly
PRYNAPY COLORZ**Crange

KISR/Ft. Smith, AR OM: Rick Hayes PD: Fred Baker, Jr. APD/MD: Mick Ryder 804 JOH "Missener" KELLY ROWLAND "Nobody" LISA MARKE PRESLEY "Lights

KSMB/Lafayette, LA*
PD: Bebby Nevesad
MD: Aaren Saetei

GRUMME *Helf*
DAVEL BEDINGRELD *DN*
KACL*Gef*

WLAN/Lancaster, PA *
PD: Michael McCoy
APO: J.T. Bosch
MD: Hally Lave
11 SUFFECE "Dream"
10 SICENT Dus'
COUNTING CHOWS "Tax"

WSND/Grand Rapids, MI *
PD: Jell Andrews
APD/MD: Eric O'Brien
B DARRE BEDWGPELD "On
A SAMPLE PLAN "Anything"
I CRUE DOON "Nort"

WIXX/Green Bay, WI *
ON: Dan Stone
PO/NO: David Buris
COOLER HOS: *Around*
DAVEL BEDWIGRELD*One

WICZL/Greenshoro, NC PD: Jeff Michigh APD: Terrie Knight MD: Wendy Gallin

WRHT/Greenville, NC OM/PD: Jon Relily APD: Gree Brady NO: Blain Larson DAMEL BEDINGHELD "One

WFBC/Greenville, SC *
PD: Nildd Mile
APD/MD: Ties
0.10/M13/m*

WHKF/Harrisburg, PA * PD: Jason Barsky

WKSS/Hartford, CT *

WKEE/Huntington, WV
PD; Mm Davis
APD/MD: Gery Miller
GOGOD DOUS "S, mouth,"
MARAH CAREY CAMPON "Boy
SUPPLICE "Drain"
STACE ORRICO "Sucs

WZYP/Huntsville, AL *
PD: Bill West
NO: Ally
25 200 500 DOLLS "Symposity
AMA/CA PERC" Arcyl
CALING For
COLDY, AY Clocks
SHPENCE Dream

WIND DAYS ON THE PORT OF THE P

WAPE/Jacksonville, FL 1 DM/PD; Cat Thomas APD/MD; Tony Mann AMMON PEREZ Angel DAME: RETMETRED IT The

WF KS/Jacksonville, FL * OM/PD: Bo Matthews MD: Lee Adams ** AALIVAN Mark

WGLU/Johnstown, PA PD: Mitch Edwards APD/MD. Jonethan Reed 50 CRIT "Club" GOO GOO DULL "Sympathy & CHASSZ" Blown SANTANA FRAZSO "Riching

WKFR/Kalamazoo, MI PD: Woody Houston MD: Nick Taylor 11 50 CENT Che

KCHZ/Kansas City, MO * OM/PO: Dave Johnson APD: Fric Tadda NO: Jacqui Lucky OMME, BEDWERFELD TOW! NEW POWID GLORY *Colson R KELLY *Tgreon*

KMXV/Kansas City, MO ° OM/PO: Jon Zellner APD: Pench MO: Jana Suller

WHZZ/Lansing, MI PD/MO: Dave 8. Goods

KRRG/Laredo, TX
PD: Jerome S. Fletcher
MD: Monica Salazar
6 STACIA Angli
4 NEW POUND GLORY "Color
ANGE MINICIPE" Down"

WLKT/Lexington-Fayette, KY *
OM: Barry Fax
PD/MID: Eddle Rapp
FELD 408 "Londy"
R #ELLY "gyston"

KFRX/Lincoln, NE PD: Sonny Valentine APD: Larry Freeze MD: A.J. Ryder CHRIS EMERSON TO ON SUPERIOR TO PROVI STACIA *Appar

KLAL/Little Rock, AR *
ON/PD: Randy Cain
APD: Ed Johnson
MD: Sydney Taylor

1 ALV/AH Tale:
DAME: BEOMERELD-One:
GALV/ME: Hell*
COLER RUSS *Roand*

KRBE/Houston-Galveston, TX *
PD: Tracy Austin
APD/MD: Lesile Whetle
3 WSSY ELLOTT "Gossp
3 50 CBM "CAG"

WDJX/Louisville, KY *
PD: Shone Collins
APD/MD: Jim Allen
10 GALWINE Her
7 KELLY FOWLAND TROODY

WZKF/Louisville, KY
PD: Chris Ramdolph
Gilhuwhiti Helf
Gilhuwhiti Helf
3 DOORS DOWN 'Gone
BLU CAN'RELL Brasille
DAMEL BEDNGFELD 'On
TLC Thomased'

KZN/Lubbock, TX OM: Wes Nessman PD/MD: Kidd Carson 12 3 DOORS DOWN Gone GNUMME 160* KILLEN MINE AD LD

WMG8/Macon, GA
PD: Hank Brigmond
MD: Derek Wright
21 CODER KIGS *Around
21 DAMEL BEDMGRELD *One
21 GOO GOO DOLLS *Sympathy

WZEE/Madison, with PD: Tommy Bodean MD: Laura Ford 18 SIPPENCE "Drawn" AALIYAH "Mea STACK CRRICO "Stack

W IVV/Manchester MH WJTY/Wartchester, Wri-PDTY/Wartchester, Wri-APD/MB: A.J. Detects DAWEL BEDWGFELD "One GRAWWE" THEIR GOD GOD COLLS "Sympathy SIGEFACE. Team" SIGAPOLIT "Bourcing

OM: Billy Santiago PO: Tony Forina APD/MD: Jeff DeWitt

WADA/Melbourne, FL *
OM: Ted Turner
PD/MD: Larry McKay
COOLER < IDS - *Around*
DAMEL BEDINGPELD *One*
GOO GOO DOLLS *Sympathy

WHYL/Miami, FL *
OM/PD: Rob Roberts
APD: Chris Marino
MD: Michael Yo
12 NO DOUBT *Running*
2 R VELLY *Topicon*
NEW FOUND GLORY **

WXSS/Milwaukes, WI *
PD: Brian Kelly
APD/MD: JoJo Martinez
I FELD NOS Tome*
SHAMME THAT

Stations and their adds listed alphabetically by market WABE/Mobile, AL *
ORL/PD: Jay Hastings
APO/MID: Pable
6 JA RULE FASHANTI "Masma
3 SI CRIT "Chai"
COURTING CROWS 7ao*
GOO DOLLS "Sympathy
RELLY POW.AND "Nobog."
PRYMARY COLOR? "Despare"

> WBBO/Monttowns
> PD: Groge Thomas
> SARLEZ AND SOUTHSTAR "Tell"
> COOLER NOS "Avalua"
> USA MARIE PRESENT "Loris"
> THERITY "United" nmouth-Ocean, N.I.

WHHY/Montigemery, AL PD: Keren Rite 50 CENT "CNO" DAMEL BEDRIGRELD "One" GOO GOO DOLLS "Symonthy" OK 60 TOWN"

WVAQ/Morgantown, WV Dir./Prog.: Lacy Neff MD: Brien Mo 14 AU/YAH Tales! DOWNS TOT GOO GOO DOLLS "Sympathy"

WWXIM/Myrtle Beach, SC PD: Wally B. 7 GDG GDD DOLLS "Sympathy" All FAM "Mas" BLL CANTRELL "Breathy" KELLY ROWLAND Twobood" LOVE THEORY Tall"

RVW/Nashville, TN PD. Rick Devis

9 CELNE DION "Nort"

9 SOPENCE "Drewn"

SOPENCE "Drewn"

**AMACIA PEREZ "Arga

WBLI/Nassau-Suffolk, NY * OM: Nancy Cambino PD: J.J. Rice APD/NO: Al Levine

WKCI/New Haven, CT *
PD: Danny Ocean
MD: Kerry Collins
2 MATC-BOX TWENTY Turnel

WEZB/New Orleans, LA *
OM/PD: John Roberts
APD: Michael Bryan
MD: Steve G
CHOPA-Tongos
EYMESCRICE Tub
SMOD DOOS Tabushor
STACE DRIVED Shuck

WHTZ/New York, NY *
VP/Prog.: Tom Poterman
MD. Paul "Cubby" Bryant
18 T.C. Darraged:
AYRL_AYGME_Losing
MO_DOUBT Running
R +ELLY Tembon

KBAT/Odessa-Midland, TX PD: Leo Caro MD: DJ Sio-Motion 5 AALYAH Mas 5 DANEL BEDINGFIELD One*

KCRS/Odessa-Midland,TX PD: Kidd Manning

KJYO/Oklahoma City, OK *
PD: Miles McCoy
1 GMUNNETHE!
1 DMAE BEDWEFFED THE
COURT, A *Cooks
SUGMEDLT BOURCH!
TYPESE Goma

KOKO/Omaha, NE °
PD: Tommy Austhin
APD: Nevin Danie
NO: Listas

1 AAANOA PEREZ "Angli"
AALYAr "Mass
NEW FOUND GLORY Cohe

WPPY/Peoria, IL
PD: Mile Stechman
4 SMPLE PLAN "Anything"
3 COUNTING CROWS "Tail"

WIOO/Phitadelphia, PA *
PD: Todd Shannon
APD/MD: Marian Newsome
2 WAYNE WONDER "Larg"

WBZZ/Pittsburgh, PA *
OM: Keith Clark
APD: Ryen Mill

8 AMMON PEREZ "Argu"
4 KELLY ROWLAND "Nobooy

WKST/Pittsburgh, PA *
PD; Jason Kidd
APD/MD, Dino Robitadle
1 KELLY ROWLAND "Nobody"
LK KM "Jump"
TYRESE "Gonna"

WERZ/Portsmouth, NH *
ONL/PD: Mike O'Dennell
APD: Jay Michaele
MD-Samin Sulfivon
1 DAMEL SEDIGFELD 'DW'
1 GOO GOO DOULS 'Sympathy'
TLC 'Damager'

WSPK/Poughknepsie, NY PO: Scotty Mac APD: Steys Walter MD: Paelie Crist 49 50 CPH "Cub" 38 REINA "Charge" DAME: BEDMCFELD "DW"

PD: Jim Reitz APD: Christine Fex MD: David Duran 3 T.C 'Davigot' 4 STRINGS 'Napt'

WPRO/Providence, RI *
ON: Ren St. Pierre
PD: Terry Bristol
APD/MID: Desey Marris
COLATING CROWS Two
DOWNS **OIT
GOO GOO DOULS **Sympathy*
SOPERCE **Desey**

KBEA/Quad Cities, IA-IL * NEMPLEMENTS

1/MD: Main Williams

5 KILLER MICE "A D I D"

5 GRILMINE "HOIF

7 AALIYAH "Miss"

WHTS/Quad Cities, IA-IL *
OMPD: Tony Wallehas
MD: Kevin Waller
16 50 CRIT "Cub"
4 SMICZ AND SOUTHSTAR "Tell"
DAMEL BEDWIGFELD "DW"

WRVQ/Richmond, VA *
PD: Billy Surf
MD: Jake Gleen
SIGNERCE "Drawn"
STATE DEBRIC "Shire"

W.LIS/Roanoke-Lynchburg, VA *
PD: David Lee Michaets
APD: Melissa Morgan
MD: Cago
Gas, Well-Year
PRYMARY COLUPY Charge*
SISPECE "Dream

WXLK Reanoke Lynchtnung VA * PD: Kevin Scott Revist Scient
J. Danny Meyers
AAC Toll
PRIMARY COLORZ Change
HAVINE WONDER TLETTS

WKGS/Flochester, NY *
PD: Erick Anderson
MD: Don Vincent
6 < 0 ROCKSHERVL CROW "Picture SNOOP DOGS Beauthal "PRESE Gorma"

WPXY/Rochester, NY *
ON/PD: Mike Danger
APD/MID: Busta
10 GOOD CHARLOTTE Archem
IN RELLY POWLAND Nobody
STACE ORRICO "Sack"
GMUMME THIS
MATCHBOX "NARTY "Limited
TLC Damaged"

WZOK/Rockford, IL PD: Joe Limerdi APD. Told Chance MC: Jenna West SCERT Co.D DAME SCHIEFED C DPUB County GO GO DOLLS Symp

ALIMU/Sacramento, CA Station Mgr.; Steve Weed APD: Heather Lise MD: Christopher K, 7 90N JON "Mauron 500 000 DOLLS "Sympath,

WIOG/Saginaw, MI *
PD: Mark Anderson
MD. Mason
GRAWME **HeF
PRYMMRY COLORE **Change*

KSLZ/St. Louis, MO * PD. Mike Wheeler APD. Boomer 7 TLC Damaget NELLY Party

KUOO/Saft Lake City, UT o OM/PO. Brian Michel MD: Rob Olson No Adis

ICZHT/Salt Lake City, UT *
PD: Jett McCartway
MD: Jagger,
KELLY ROW, AND "Robody"
G-TOWN "He!"
SRCOP DOGG "Bandhu!"

KTFM/San Antonio, TX *
42 TATU Things'
17 IGLEN MIKE ADID*
13 SOCERT Wanista*

IOCKM/San Antonio, TX *
PO: Krash Kelly
MD: Nedia Canales
5 SOCKM** "Cub"
3 TLC "Dunged"

KHTS/San Diego, CA *
PD: Diane Laird
APD/MD: Hitmen Heam
BRAM MCDWSHT "Moute"
GOOD CHAPLITTE "Arthur
LUCY WOODWARD Tails"
PRYMARY COL 087 "Dianes

KSLY/San Luis Obispo, CA PO; Adam Burnes MO; Craig Marshell

WAEV/Savannah, G PD: Chris Altan APD/MID: Rich Stevens 23 SO CENT "Cub" 19 CALLING "Fo" 11 LICY WOODWAPO "G BOOMAT "Weston" CELIE DION "Nort" MISSY BLIFOT "GOME

WZAT/Savannah, GA /PTD: John Thomas ; Dylan 50 CENT "Cue" DANIEL BEDNGFIELD "Ow!" GOO GOO DOLLS "Sympathy"

KBKS/Seattle-Tacoma, WA PD: Miles Preston MD: Marcus D. COLDPLAY "Clocks" AMANDA PEREZ "Angel DOMAS "OF"

KRUF/Shreveport, LA *
PD/MD: Chris Callanuay
23 JA RULE FASHAMT "Mesmerce"
25 SO CRIT "Che"
7 AMMINIA PREZ "Anga"
MATCHECK TWENTY TURNAT"

WDBR/Springfield, IL Interim PD: Dave Daniels MD: Fig 5 NEW FOURD SLORY "Collson" AMMOR PEREZ "Angel" DANIEL BERDIGRELD "On SAMEZ AND SOUTHSTAR "Tell

WWHT/Syracuse, NY *
PD: Erin Bristol
MD: Jeff Wise
CCLINE DON 1-got
1 MD 2008T 1-gong
FELD MDB Loney
PRIVANEY COLORS - Change
TO Changes

January Bran O'Conner Bowl and O'Robush Johns British British British New Pound G. Ony "Collision Colemas Dir Consis EMERSON" KACI "Gar"

WFLZ/Tampa, FL *
OM/PD: Jeff Kapugi
APD: Toby Knapp
MD: Stan Prost 100 ROCK/SHERYL CROW "Picture SMOOP DOGG Beauthur PRYNAMY COLORZ "Change" TLC "Changes"

WMGI/Terre Haute, IN PD. Steve Smith MD: Matt Lucking 11 DANEL REDYGYELD DN 11 GOO GOO DOLLS "Symputhy DOWAS" DY FED NAME - Lower

PD: Bill Michaels APD/MD: Mark Andrews

WKHQ/Traverse City, MI
DN: Sharm Sheldon
PD: Roa Pritchard
5 USA MARK PRESLET Lights'
5 SOCRIT Clair
2 GOO GOD DOLS Sympathy
2 KELLY POWLAND TREODY
2 SANCE AND SOUTHSTANT AND

WPST/Trenton, NJ 19 PD: Dave McKay APD: Babrielle Yaughn DPD46 "County RELLIE COFFEY" Let

KHTT/Tuksa, OK *
OM: Tod Tucker
PD: Carly Rush
APD: Natt The Brat
MD: Pris Tyler
As: rish Hest
LEA MARK PRESLEY Lights
PRYMARY COLORY Change'

WWKZ/Tupelo, MS PO/MD: Rick Stevens 1 GOO GOO DOLLS Sympetry 1 MAD 'Get'

KISK/Tyler-Longwiew, TX
PD Lady Larry
SO LLY CAR
BEONGRED ONE
BOOK THERTY Unwolf
TL Damaged

WSKS/Utica-Rome, NY OM/PD: Stew Schends DOLER KIDS "Resund" DAME: BEDMISTRED "One" GROWNER "NAT GROWNER "NAT GROWNER "AD ID" OX 60 "Own" AD ID" OX 60 "Own"

KWTX/Waco, TX Olf: Zack Owen PD: Jay Charles APD/MO: John Oales

PD: Jack Oliver
APD/NE: P.J.
8 DOWAS TON
4 3 DOORS DOWN: Gove
GOOD CHARLOTTE FANN
SUPENCE Dream
TLC 'Davinged'

WBHT/Wilkes Barre, PA PD: Mark McKay APD/MD: A.J. 1 900MK/1 Wecker GNUWME THEF

WKRZ/Wilkes Barre, PA PD: Jerry Padden
MD: Kelly K
4 GOOD CHAPLOTTE Arche
3 SO CENT Out
COUNTING CROWS Tax
EVANESCENCE Tue
SUPPRICE Dream

WYCR/York, PA PD: Davy Crockett MD; Sally Vicious 50 (ENT "Cuo"

WHIDI/TURING
PD: Trout
Int. APD/MD: Jay Kline
1 SO CRIT "CLO"
DANIEL BEDNOFFELD "One"
GOO GOO DOLLS "Sympathy"

*Monitored Reporters **183 Total Reporters**



130 Total Monitored

53 Total Indicator 51 Current Indicator Playlists

Reported Frozen Playlist (1): WNDV/South Bend, IN Did Not Report, Playlist Frozen (1): KGOT/Anchorage, AK

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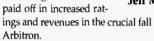
PART TWO OF A TWO-PART SERIES

Up, Up And Away

Programmers reveal what was behind their fall ratings increases

Last week we spoke with some CHR PDs whose ratings went down in the fall book, looking for reasons why things weren't so great for their stations, and the format in general, this book. This week we look at programmers whose numbers actually went up and try to discover what they did right.

Many of the stations that were able to move the needle were heritage CHRs. The common trait among their programmers was a focus on the three M's: music, marketing and morning shows. For these stations, concentrating on the basics paid off in increased rat-



Jeff McHugh

PD, WKZL/Greensboro Summer '02 12+: 5.8 Fall '02 12+: 6.2

Guy Zapoleon really nailed it with his theory of the CHR music cycle. We're in the Doldrums now, and CHR music is just not happening like it was four years ago when we launched WKZL as a CHR. The usual tough competitors notwithstanding (Rhythmic WJMH and Hot AC WOZN), we knew the format alone was not going to get it done for WKZL this year, so we made three crucial product adjustments.

"The music has been a lot less 'center lane' for mainstream CHR in the past few years, and it certainly has been a lot more of a challenge to program a CHR station."

Rob Morris

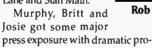


Jeff McHugh

The Murphy in the Morning Show: We have an outstanding team of diverse players in majormarket vet Jack Murphy; Britt Whitmire, who previously hosted his own show; and 21-year-old college student Josie. We've focused

almost all our

effort and resources on making them feel comfortable, encouraging them to have fun and coaching them when appropriate, with the help of consultants Randy Lane and Stan Main.



motions and events like their version of Jeff & Jer's Breaking-and-Entering Christmas, Dog-O-Ween (a costume contest for dogs) and Waffle House Idol, which is American Idol performed amid the diners at Waffle House restaurants. Plus, Jack recently lost both his mother and his beloved golden retriever, Jake, and he allowed the emotion those times triggered to be evident on the air.

Promotions as Drama: We created an odd little contest called The Say My Name Free Money Game (we stole the name from Dale O'Brien). In this contest you enter with your name and a friend's name. We announce both names, and if either person calls, they both win.

Our Production Director, Matthewz, did a great job with promos that told the story of famous friends who entered the Say My Name Free Money Game together and how they won (Barbie and Ken, George W. and Colin Powell, Ernie and Bert, etc.).

According to Faith Popcorn, women adopt brands in pairs or groups, and this contest allowed listeners to remind each other to listen for the contest. We did the contest in both spring and fall and saw increases both times.

Music: Ever noticed how most CHR programmers are men? Let me tell you my secret weapon: women. Terrie Knight is our 13-year veteran afternoon drive talent and Asst. PD, and Wendy Gatlin is our MD. They are incredible at sniffing out stiffs and hunting down hits. With the music coming from the standard channels being of such spotty appeal these days, they've encouraged me to go early on album cuts from mega-artists

like Avril Lavigne, Eminem and Shania Twain.

Why wait for the single? There's no single in the stores anyway, and the consumer doesn't care about add dates. Terrie and Wendy have also been effective at looking past the national picture and avoiding the hype

records that became prevalent in the fourth quarter of last year.

Rob Morris

Rob Morris

PD, KDWB/Minneapolis Summer '02 12+: 5.5 Fall '02 12+: 6.3

In the fall 2002 survey we saw our numbers return to the same ranks we had in the spring book. I credit our great book to a strong staff, which has been able to stay focused on presenting a great product. Our cume stayed consistent from the summer 2002 book, but the difference was in time spent listening. Our TSL in the summer book was soft, but we saw it return to the levels that we had in the spring 2002 book in this fall survey.

I still firmly believe that the summer book has always been unique in the Twin Cities because of what I believe is a change in listening patterns, especially in mornings. The young end doesn't have the same listening patterns then that it does in the other surveys, and that can have an effect on the family (Mom, especially) and cause a noticeable change in TSL.

Plus, in Minnesota a good num-

ber of families go out of town on the weekend, which could also result in less TSL.

Bottom line: KDWB has been able to continue to lead in the market, especially with women (No. 1 18-49,

18-34, 12-17, etc.), even with a more fragmented marketplace (i.e., the addition of an Urban competitor in the last three years). Combine that with music that has been a lot less "center lane" for mainstream CHR in the past few years, and it certainly has been a lot more

of a challenge to program a CHR station.

In KDWB's case, it has been our ability to put out a consistent, entertaining product that has helped us continue to dominate. To some extent we have had to adapt to the available product out there and respond to what the "customers" want with less of the center lane to drive in. But it is our attention to the details that I believe allows us to continue to win. Focusing on music, marketing and the morning show and paying attention to the details that encompass those things have helped us stay on top.

Boomer

PD/afternoon driver, KSLZ (Z107-7)/St. Louis

Summer '02 12+: 4.8 Fall '02 12+: 5.3

We have long had the "fall book curse" at KSLZ. It appears that we've finally turned that corner, as we're once again No. 1 18-34 (9.0-10.1) and up to No. 4 12+ (4.8-5.3). Going into the fall book, we really tightened up our playlist, making extra sure that every song we were playing was a hit in some form or fashion.

St. Louis is a difficult market to take the pulse of, but through our experience we deemed that songs by acts like John Mayer, Santana, Matchbox Twenty, Goo Goo Dolls, Bon Jovi and Lifehouse, though relative hits at other major CHRs, would not work for us.

Instead, we plowed the rhythmic road, really pounding acts like Nappy Roots, Cam'Ron and, of course, Nelly. The spice in that music stew was provided by acts like Avril Lavigne, Eminem and No Doubt, while the no-brainers were Pink, Justin, J. Lo and Christina.

Just about equally as important has been the growing success of our morning show. We customize MJ from WFLZ/Tampa to fit our needs at KSLZ, and while Howard Stern (on KPNT) has been on the decline since spring '02 (15.4-12.9-12.3), MJ's been on the rise (8.3-9.6-10.0) and is now No. 2 18-34.

We've really made it a point (no pun intended) to overpromote the morning show around the clock, and I believe this is the result. We've had the same success in af-

ternoon drive. We're back to No. 1 18-34 (9.7-10.5) and up to No. 3 12+ (5.7-6.2). Our night show is also a monster, climbing to 9.1-13.9 to become No.1 18-34.

I don't know that there's any

real secret to our success. We played the hits, we hyped the morning show, we did compelling contesting, we pumped the website, we were all over the streets, and we've got a jock lineup that's second to none.

King
And we had zero marketing dollars — no billboards, no TV, no direct mail, nothing. What's more, we're presently revamping our listener club to better farm our database. That's one area we've yet to really exploit. When we do that,

Steve King

look out. I guess CHR does work in

St. Louis.

OM, KOHT & KRQQ/Tucson

Summer '02 12+: 6.3 Fall '02 12+: 7.3

KRQQ had been on a slow down-ward slide over the past three books. We changed how we made music choices, changed our lack of focus in marketing and created unity between the KRQQ staff and the Clear Channel Tucson staff.

"Going into the fall book, we really tightened up our playlist, making extra sure that every song we were playing was a hit in some form or fashion."

Boomer

KRQQ is 26 years young this year, and there was a feeling that the station needed to act its age. I don't know any 26-year-old who wants to be told they are old and not hip, so we decided to listen to what our audience is telling us to listen to and to go with the music that is researching the best for us.

Previously, the station had been forcing music that wasn't testing and reacting as well. We changed our 10-year-old positioner that said nothing to "Tucson's Hit Music Station." Simple radio: Tell people what you do, and do it.

Continued on Page 38



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EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES February 21, 2003

CALLOUT AMERICA® song selection is based on the top 25 titles from the R&R CHR/Pop chart for the airplay week of January 27-February 2

цр	= Hit Potential ®	C	HA	P/P	0 P		Allina							
nis	- Int i oteniai (6)	FAV	TOTAL ORABILIT	AVERA		FAMIL	BURN		OGRAF			REC	SIONS	
	ARTIST TITLE LABEL(S)	TW	LW	2W	3W	TOTAL % FAMILIAGE	TOTAL % F	12-17	WOMEN 18-24	WOMEN 25-34	EAST	SOUTH	MID- WEST	WEST
	JARULE/ASHANTI Mesmerize (Murder Inc./ID.JMG)	4.00	4.03	4.07	3.99	96.3	23.7	4.17	3.98	3.85	3.92	3.95	4.13	4.01
	JENNIFER LOPEZ/LL COOL J All 1 Have (Epic)	3.91	3.99	3.98	3.84	96.9	24.6	4.07	3.86	3.79	3.95	3.71	3.96	4.01
	JUSTIN TIMBERLAKE Cry Me A River (Jive)	3.82	3.81	3.80	3.79	93.4	27.7	3.87	3.81	3.79	3.94	3.92	3.71	3.72
	NIVEA Don't Mess With My Man (Jive)	3.82	3.91	3.97	3.96	94.3	33.1	3.89	3.78	3.78	3.79	3.71	3.89	3.89
	AMANDA PEREZ Angel (Powerhowse/Virgin)	3.82	3.88	_	-	78.3	20.6	3.72	3.86	3.86	3.71	3.79	3.83	3.91
	B2K and P. DIODY Bump, Bump, Bump (Epic)	3.81	3.86	3.89	3.96	96.9	32.3	4.10	3.66	3.65	3.80	3.73	3.93	3.78
	SMILEZ AND SOUTHSTAR Tell Me (ARTIST direct)	3.79	3.76	-	-	88.9	22.9	3.96	3.77	3.60	3.86	3.49	3.75	4.05
	CHRISTINA AGUILERA Beautiful (RCA)	3.79	3.86	3.85	3.72	97.1	28.0	3.81	3.72	3.85	3.69	3.77	3.87	3.83
	50 CENT in Da Club (Amaru/Death Row/Interscope)	3.76	-	-	3	91.4	21.1	3.98	3.61	3.69	3.95	3.68	3.83	3.59
	R. KELLY Ignition (Jive)	3.76	-		_	82.3	18.3	3.78	3.79	3.72	3.79	3.81	3.95	3.45
	NELLY Air Force Ones (Fo' Reel / Universal)	3.75	3.85	3.81	3.85	94.6	40.9	4.04	3.69	3.50	3.78	3.69	3.71	3.83
	AVRIL LAVIGNE I'm With You (Arista)	3.75	3.75	3.69	3.60	86.6	24.9	3.60	3.92	3.72	3.76	3.67	3.87	3.70
	EMINEM Lose Yourself (Shady/Interscope)	3.74	3.86	3.99	4.09	99.4	45.1	3.92	3.73	3.56	3.76	3.50	3.89	3.81
	MISSY ELLIOTT Work It (Gold Mind/Elektra/EEG)	3.72	3.75	3.81	3.79	97.1	42.3	3.94	3.71	3.50	3.80	3.72	3.67	3.68
	PINK Family Portrait (Arista)	3.71	3.85	3.89	3.78	93.1	24.3	3.78	3.63	3.72	3.69	3.62	3.84	3.68
	EMINEM Superman (Shady/Interscope)	3.69	3.80	3.95	-	84.0	22.9	3.92	3.65	3.47	3.78	3.52	3.86	3.6
	JAY Z f/BEYONCE 03 Bonnie and Clyde (Roc A Fella/IDJMG)	3.64	3.84	3.81	3.79	96.0	35.4	3.89	3.79	3.21	3.64	3.52	3.58	3.82
	JENNIFER LOPEZ Jenny From The Block (Epic)	3.63	3.80	3.87	3.82	97.7	44.6	3.76	3.53	3.59	3.70	3.59	3.53	3.69
	3 DOORS DOWN When I'm Gone (Republic/Universal)	3.58	3.61	3.76	3.77	78.9	21.4	3.55	3.57	3.62	3.28	3.54	3.83	3.62
	SANTANA f/MICHELLE BRANCHThe Game Of Love (Arista)	3.58	3.58	3.65	3.56	90.9	30.3	3.34	3.56	3.85	3.48	3.61	3.61	3.63
	DIXIE CHICKS Landslide (Monument/Columbia)	3.53	3.67	3.63	3.58	83.7	26.0	3.20	3.70	3.66	3.47	3.39	3.52	3.75
	KID ROCK f/SHERYL CROW Picture (Atlantic)	3.51	3.44	3.51	3.50	67.1	21.1	3.19	3.57	3.71	3.30	3.36	3.87	3.42
	GOOD CHARLOTTE Lifestyles Of The Rich And Famous (Epic)	3.49	3.54	3.36	3.29	80.3	25.4	3.72	3.36	3.41	3.43	3.29	3.46	3.80
	JOHN MAYER Your Body Is A Wonderland (Aware / Columbia)	3.45	3.44	3.37	3.32	75.7	26.3	3.28	3.43	3.61	3.56	3.46	3.34	3.45
	LASGO Something (Robbins)	3.32	3.45	3.37	3.11	70.9	24.9	3.25	3.43	3.30	3.12	3.55	3.32	3.31
	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	3.29	3.41	3.29	3.24	86.3	29.7	3.21	3.31	3.37	3.22	3.13	3.51	3.31
	VANESSA CARLTON Pretty Baby (A&M/Interscape)	3.27	3.30	3.28	3.14	67.1	23.1	3.36	3.19	3.27	3.10	3.19	3.50	3.31
	T.A.T.U. All The Things She Said (Interscope)	3.27	3.32	3.31	3.25	75.7	26.3	3.35	3.13	3.35	3.19	3.11	3.60	3.12
	JC CHASEZ Blowin' Me Up (Jive)	3.21	3.14	3.13	3.14	65.4	25.7	3.19	3.40	3.03	3.26	3.07	3.24	3.28
	OF DUB Country Girl (Columbia)	3.18	-	-	-	54.9	23.1	3.38	3.02	3.18	3.26	3.00	3.20	3.26

CALLOUT AMERICA® HOT SCORES

BY ANTHONY ACAMPORA

a Rule rules Callout America again with "Mesmerize," featuring Ashanti (Murder Inc./IDJMG). The song ranks No. 1 overall, with teens and with women 18-24. And it's No. 2 with women 25-34 — an across-theboard hit.

Jennifer Lopez rises to No. 2 with "All I Have" (Epic), featuring LL Cool J. "All" ranks third with teens and women 18-24 and fifth with women

Justin Timberlake's callout rank continues to rise as "Cry Me a River" is up to No. 3 overall. The multiformat hit is also No. 5 with women 18-24 and 25-34.

After debuting top five last week, Amanda Perez holds steady with "Angel" (Powerhowse/Virgin). The song is third with women 18-24 and No. 1 with women 25-34.

Smilez And Southstar are seventh with "Tell Me" (ARTISTdirect). "Tell" is sixth with teens and ninth with women 18-24.

Two tracks make strong debuts: 50 Cent comes in at No. 9 with "In da Club" (Shady/Aftermath/Interscope), which also scores a fifth-place ranking with teens. Tied for ninth overall is R. Kelly's "Ignition" (Jive), which debuts in sixth place with women 18-24 and fifth with women 25-34. The chart-topping Urban hit is set to cross as Kelly's new album hits the streets.

You can now view detailed Callout America information - free to all R&R newspaper subscribers — on the web, thanks to our partnership with Bullseye Marketing Research. Check it out at www.bullsi.com. This week's password: mcfadden.

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, Buffalo, Hartford, Nassau-Suffolk, New York, Philadelphia, Pittsburgh, Providence, Rochester, Washington, DC. SOUTH: Atlanta, Austin, Charlotte, Dallas, Houston, Miami, Nashville, San Antonio, Tampa. MIDWEST: Chicago, Cincinnati, Cleveland, Columbus, Detroit, Indianapolis, Kansas City, Milwaukee, Minneapolis, St. Louis. WEST: Denver, Fresno, Las Vegas, Los Angeles, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, Seattle.



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CHR/POPTOP50



100	99	Tebruary 21, 2003					
LAST WEEK	THIS	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	AVRIL LAVIGNE I'm With You (Arista)	8291	-338	940926	11	130/0
4	2	JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	8028	+633	896763	8	128/1
2	3	CHRISTINA AGUILERA Beautiful (RCA)	7579	-651	814331	13	126/0
3	4	JUSTIN TIMBERLAKE Cry Me A River (Jive)	7210	-391	830676	10	129/0
5	6	B2K AND P. DIDDY Bump, Bump, Bump (Epic)	6641	+350	767377	9	126/1
9	6	JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	6265	+767	749377	7	121/3
7	0	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	6190	+423	555421	15	120/3
6	8	NIVEA Don't Mess With My Man (Jive)	5583	-499	633976	16	124/0
11	9	T.A.T.U. All The Things She Said (Interscope)	5429	+270	562318	10	129/1
8	10	JAY-Z F/BEYONCE' '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	4775	-767	577981	12	119/0
14	0	EMINEM Superman (Shady/Aftermath/Interscope)	4434	+426	472494	6	117/0
10	12	GOOD CHARLOTTE Lifestyles Of The Rich And (Epic)	4371	-924	564596	13	125/0
15	13	JC CHASEZ Blowin' Me Up (With Her Love) (Jive)	4142	+191	481013	7	119/0
16	4	DIXIE CHICKS Landslide (Monument/Columbia)	4081	+210	435748	9	105/0
12	15	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	3883	-423	426381	16	122/0
20	16	3 DOORS DOWN When I'm Gone (Republic/Universal)	3642	+513	309896	9	102/3
13	17	PINK Family Portrait (Arista)	3376	·746	400193	20	128/0
22	18	SIMPLE PLAN I'd Do Anything (Lava/Atlantic)	3136	+330	376830	9	114/3
34	19	50 CENT In Da Club (Shady/Aftermath/Interscope)	3065	+1508	387971	2	109/23
18	20	EMINEM Lose Yourself (Shady/Interscope)	2991	-508	281397	20	125/0
25	21	AMANDA PEREZ Angel (Powerhowse/Virgin)	2988	+483	312835	4	109/10
17	22	NELLY Air Force Ones (Fo' Reel/Universal)	2876	-650	263053	13	113/0
19	23	JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	2869	·296	336606	19	98/0
24	24	DFDUB Country Girl (Columbia)	2819	+265	241292	5	104/1
27	25	MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	2603	+406	280367	4	94/5
21	26	VANESSA CARLTON Pretty Baby (A&M/Interscope)	2439	-375	206427	8	115/0
26	27	SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)	2172	-144	198692	19	115/0
33	28	SMILEZ AND SOUTHSTAR Tell Me (ARTISTdirect)	2166	+365	233654	7	77/5
23	29	JENNIFER LOPEZ Jenny From The Block (Epic)	2162	-565	204548	18	126/0
32	30	BOOMKAT The Wreckoning (DreamWorks)	2158	+322	216823	4	106/3
30	1	BOWLING FOR SOUP Girl All The Bad Guys Want (Silvertone/Jive)	2144	+274	239642	5	99/4
31	3 2	CRAIG DAVID Hidden Agenda (Wildstar/Atlantic)	1976	+130	194628	5	104/1
35	33	AALIYAH Miss You (BlackGround/Universal)	1960	+411	247591	5	88/11
38	34	NO DOUBT Running (Interscope)	1778	+324	184419	3	111/6
28	35	MISSY ELLIOTT Work It (Gold Mind/Elektra/EEG)	1774	-353	172244	20	111/0
37	35	CELINE DION I Drove All Night (Epic)	1742	+240	179107	3	9//4
29	37	LASGO Something (Robbins)	1446	-672	223316	11	78/0
41	33	BON JOVI Misunderstood (Island/IDJMG)	1341	+129	141916	4	81/3
39	39	VONRAY Inside Out (Elektra/EEG) MARIO C'mon (J)	1337 1209	-113 -305	94623 108854	8 7	77/1 82/0
36 Debut	40	• •				1	78/7
	> 4	STACIE ORRICO Stuck (Forefront/Virgin) LUCY WOODWARD Dumb Girls (Atlantic)	992 981	+498 +182	74685 122726	2	69/4
45	_		977	-261	97376	5	72/0
40 43	43 44	TELEPOPMUSIK Breathe (Capitol) MATCHBOX TWENTY Disease (Atlantic)	946	-103	73487	18	72/0 59/0
43	44	VI-3 Eyes Closed So Tight (MCA)	940	+207	82678	2	99/0
44	46	NORAH JONES Don't Know Why (Blue Note/Virgin)	919	+207 ·4	116308	15	34/0
Debut		KILLER MIKE A.D.I.D.A.S. (Aquemini/Columbia)	840	+227	78388	1	32/4
Debut	. =	BLU CANTRELL Breathe (Arista)	812	+329	67710	1	55/5
46	49	STEREO FUSE Everything (EO/Wind-up)	810	+16	63241	10	28/0
49	50	O-TOWN I Showed Her (J)	804	+146	84096	2	79/9

t 30 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 2/9-2/15. 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 t00). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

Most Added

www.rradds.com	
ARTIST TITLE LABEL(S)	ADDS
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	30
50 CENT In Da Club (Shady/Aftermath/Interscope)	23
TLC Damaged (Arista)	22
GINUWINE Hell Yeah (Epic)	20
GOO GOD DOLLS Sympathy (Warner Bros.)	19
SIXPENCE NONE THE RICHER Don't Dream (Curb/Squint/Reprise)	16
KELLY ROWLAND Can't Nobody (Columbia)	14
PRYMARY COLORZ If I Could Change (Big3)	13
AALIYAH Miss You (BlackGround/Universal)	11
R. KELLY Ignition (Jive)	11
AMANDA PEREZ Angel (Powerhowse/Virgin)	10

Most Increased Plays

ARTIST TITLE LABEL(S)	PLAY INCREASE
50 CENT in Da Club (Shady/Aftermath/Interscope)	+1508
JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	+767
JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	+633
3 DOORS DOWN When I'm Gone (Republic/Universal)	+513
STACIE ORRICO Stuck (Forefront/Virgin)	+498
AMANDA PEREZ Angel (Powerhowse/Virgin)	+483
EMINEM Superman (Shady/Aftermath/Interscope)	+426
KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	+423
AALIYAH Miss You (BlackGround/Universal)	+411
MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	+406

Most Played Recurrents

ı		
	ARTIST TITLE LABEL(S)	TOTAL PLAYS
ı	NO DOUBT F/LADY SAW Underneath it All (Interscope)	2335
I	DANIEL BEDINGFIELD Gotta Get Thru This (Island/IDJMG)	1615
I	CAM'RON Hey Ma (Roc-A-Fella/IDJMG)	1520
ı	NELLY F/KELLY ROWLAND Dilemma (Fo' Reel/Universal)	1494
ı	CREED One Last Breath (Wind-up)	1392
ı	AVRIL LAVIGNE Complicated (Arista)	1242
ı	JUSTIN TIMBERLAKE Like I Love You (Jive)	1242
ı	LINKIN PARK in The End (Warner Bros.)	1149
ı	NELLY Hot In Herre (Fo' Reel/Universal)	1112
I	DJ SAMMY & YANQU Heaven (Robbins)	1073
	AVRIL LAVIGNE Sk8er Boi (Arista)	1069
Ì	NICKELBACK How You Remind Me (Roadrunner/IDJMG)	1050
	PINK Just Like A Pill (Arista)	1042
	ANGIE MARTINEZ If I Could Go (East West/EEG)	993
	KELLY ROWLAND Stole (Columbia)	837
	JIMMY EAT WORLD The Middle (DreamWorks)	833
	MARY J. BLIGE Family Affair (MCA)	818
	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	800
	C. KROEGER F/J. SCOTT Hero (Roadrunner/Columbia/IDJN)	<i>1G)</i> 789
	MICHELLE BRANCH All You Wanted (Maverick/WB)	767
I	VANESSA CARLTON A Thousand Miles (A&M/Interscope)	762
	CHRISTINA AGUILERA Dirrty (RCA)	762
	CALLING Wherever You Will Go (RCA)	744
	FAT JOE F/ASHANTI What's Luv? (Terror Squad/Atlantic)	732
	EVE F/ALICIA KEYS Gangsta Lovin' (Ruff Ryders/Interscop	<i>e)</i> 688

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

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February 21, 2003

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
1	1	AVRIL LAVIGNE I'm With You (Arista)	3115	-47	87983	11	52/0
2	2	CHRISTINA AGUILERA Beautiful (RCA)	3018	-15	84758	12	51/0
3	3	JUSTIN TIMBERLAKE Cry Me A River (Jive)	2994	+24	84977	9	51/0
4	4	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	2929	+2	83216	15	52/0
5	5	JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	2604	+70	74894	6	51/0
7	6	T.A.T.U. All The Things She Said (Interscope)	2273	+107	65158	13	52/0
6	7	GOOD CHARLOTTE Lifestyles Of The Rich And (Epic)	2257	-131	62058	12	47/0
8	8	NIVEA Don't Mess With My Man (Jive)	1950	-88	58129	13	42/0
10	9	B2K AND P. DIDDY Bump, Bump, Bump (Epic)	1860	+169	47825	7	48/0
11	113	3 DOORS DOWN When I'm Gone (Republic/Universal)	1858	+201	50553	10	49/2
16	0	JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	1734	+262	48381	5	50/0
9	12	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	1632	-216	43780	16	43/0
17	13	JC CHASEZ Blowin' Me Up (With Her Love) (Jive)	1464	+124	35980	6	43/1
18	1	DIXIE CHICKS Landslide (Monument/Columbia)	1463	+181	39733	8	42/0
12	15	VANESSA CARLTON Pretty Baby (A&M/Interscope)	1436	-212	37426	8	46/0
13	16	JAY-Z F/BEYONCE' '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	1427	-210	40846	10	44/0
15	17	JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	1377	-162	42934	19	39/0
14	18	PINK Family Portrait (Arista)	1377	-245	41339	19	40/0
22	19	EMINEM Superman (Shady/Aftermath/Interscope)	1336	+191	36775	4	50/1
23	20	SIMPLE PLAN I'd Do Anything (Lava/Atlantic)	1149	+40	32071	7	38/3
27	ð	NO DOUBT Running (Interscope)	1078	+176	28726	5	49/0
19	22	EMINEM Lose Yourself (Shady/Interscope)	1075	-175	30025	18	39/0
25	23	CRAIG DAVID Hidden Agenda (Wildstar/Atlantic)	1065	+65	32116	5	42/0
20	24	SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)	1030	-149	32242	19	36/0
28	25	BOOMKAT The Wreckoning (DreamWorks)	978	+100	26253	4	48/2
30	25	BOWLING FOR SOUP Girl All The Bad Guys Want (Silvertone/Jive)	937	+230	24265	4	38/2
31	a	AMANDA PEREZ Angel (Powerhowse/Virgin)	877	+216	21746	3	37/2
21	28	NELLY Air Force Ones (Fo' Reel/Universal)	873	-277	21717	12	27/0
29	29	DFDUB Country Girl (Columbia)	870	+138	23358	3	39/2
26	30	JENNIFER LOPEZ Jenny From The Block (Epic)	719	-210	19769	16	30/0
34	3	CELINE DION I Drove All Night (Epic)	711	+108	18542	2	34/1
44	32	50 CENT In Da Club (Shady/Aftermath/Interscope)	681	+385	20856	2	43/17
36	33	MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	653	+172	17038	2	32/4
35	34	BON JOVI Misunderstood (Island/IDJMG)	645	+54	19146	5	34/2
40	3	MATCHBOX TWENTY Unwell (Melisma/Atlantic)	637	+206	17620	2	38/3
24	36	LASGO Something (Robbins)	561	-446	16403	8	21/0
33	37	MISSY ELLIOTT Work It (Gold Mind/Elektra/EEG)	535	-72	13909	15	23/0
32	38	MATCHBOX TWENTY Disease (Atlantic)	526	-115	17795	17	19/0
39	39	LUCY WOODWARD Dumb Girls (Atlantic)	492	+59	13777	3	34/2
37	40	VONRAY Inside Out (Elektra/EEG)	461	-20	12838	6	24/0
42	41	STEREO FUSE Everything (EO/Wind-up)	370	-50	9453	14	14/0
47	1	AALIYAH Miss You (BlackGround/Universal)	327	+90	7222	2	20/5
49	3	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	317	+90	9110	2	20/2
ebut>	4	STACIE ORRICO Stuck (Forefront/Virgin)	316	+193	7117	1	20/3
41	45	STACIE DANICU Stuck (Foreitonių Virgini) STONE SOUR Bother (Roadrunner/IDJMG)	306	-117	9149	6	14/0
46	45	NORAH JONES Don't Know Why (Blue Note/Virgin)	300	+35	6161	11	10/0
46 45	4	SMILEZ AND SOUTHSTAR Tell Me (ARTISTdirect)	294	+35	8543	3	20/3
43	-		283	·32	5429	2	15/0
43 Debut>	48	MARIO C'mon (J) COOLER KIDS All Around The World (DreamWorks)	283 270	+184	9030	1	23/6
ノニリロレン	W.	COULED VIDS All MICHIG LUG MOUD (DreamWorks)	2/0	+104	2030		Z 3/0

53 CHR/Pop Indicator reports. Songs ranked by total plays for the airplay week of Sunday 2/9-Saturday 2/15. © 2003, R&R Inc.

Most Added

www.rrindicator.com

ARTIST TITLE LABEL(S)	ADD
GOO GOO DOLLS Sympathy (Warner Bros.)	19
50 CENT In Da Club (Shady/Aftermath/Interscope)	17
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG	/ 15
KACI I'm Not Anybody's Girl (Curb)	7
COOLER KIDS All Around The World (DreamWorks)	6
AALIYAH Miss You (BlackGround/Universal)	5
DONNAS Take It Off (Lookout/Atlantic)	5
GINUWINE Hell Yeah (Epic)	5
MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	4
BLU CANTRELL Breathe (Arista)	4
STACIA Angel (Raystone)	4
CHRIS EMERSON Broken Heart (Monomoy)	4
KELLY ROWLAND Can't Nobody (Columbia)	4
SIXPENCE NONE THE RICHER Don't Dream (Curb/Squint)	/Reprise/ 4
PRYMARY COLORZ If I Could Change (Big3)	4
MATCHBOX TWENTY Unwell (Melisma/Atlantic)	3
SIMPLE PLAN I'd Oo Anything (Lava/Atlantic)	3
STACIE ORRICO Stuck (Forefront/Virgin)	3
SMILEZ AND SOUTHSTAR Tell Me (ARTISTdirect)	3
CALLING For You (Wind-up)	3

Most **Increased Plays**

	TOTAL PLAY
ARTIST TITLE LABEL(S)	INCREASE
50 CENT In Da Club (Shady/Aftermath/Interscope)	+ 385
JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	+ 262
BOWLING FOR SOUP Girl All The Bad Guys Want (Silvertone/Ji	ve/ +230
AMANDA PEREZ Angel (Powerhowse/Virgin)	+216
MATCHBOX TWENTY Unwell (Melisma/Atlantic)	+206
3 DOORS DOWN When I'm Gone (Republic/Universal)	+201
STACIE ORRICO Stuck (Forefront/Virgin)	+193
EMINEM Superman (Shady/Aftermath/Interscope)	+191
COOLER KIDS All Around The World (DreamWorks)	+184
DIXIE CHICKS Landslide (Monument/Columbia)	+181
NO DOUBT Running (Interscope)	+176
MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	+172
B2K AND P. DIDDY Bump, Bump, Bump (Epic)	+169
CALLING For You (Wind-up)	+147
DFDUB Country Girl (Columbia)	+138
JC CHASEZ Blowin' Me Up (With Her Love) (Jive)	+124
CELINE DION I Drove All Night (Epic)	+108
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	+108
T.A.T.U. All The Things She Said (Interscope)	+107
BOOMKAT The Wreckoning (DreamWorks)	+100
AALIYAH Miss You (BlackGround/Universal)	+90
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	+90
JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	+70
LISA MARIE PRESLEY Lights Out (Capitol)	+66
CRAIG DAVID Hidden Agenda (Wildstar/Atlantic)	+65
VANESSA CARLTON Ordinary Oay (A&M/Interscope)	+63
GOO GOO DOLLS Sympathy (Warner Bros.)	+61
LUCY WOODWARD Oumb Girls (Atlantic)	+59
80N JOVI Misunderstood (Island/IDJMG)	+54
STACIA Angel (Raystone)	+51

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We've been making huge strides in Kansas City over the years, both in the record community and in ratings. I'm happy to be celebrating my fifth anniversary here at KCHZ (Z95.7) this month! It's been a blast, and the music that's out right now is totally up our alley. "In da Club" from 50 Cent could not be a bigger record,



and we are pounding it down our competition's throat. • The biggest thing Top 40 radio needs to survive is superstars. We've had a run of great music from stars like Eminem, Justin Timberlake, Pink, Ja Rule and others who have given us the sound that no other station

has. • One of the biggest surprises for us lately has been "Country Girl" by DF Dub. We're a national leader on spinning that one, and it's been a huge phone record for us. Eminem's "Superman" is also huge, of course, and JC Chasez's "Blowin' Me Up (With Her Love)" we pounced on early, predicting that it was a hit. We don't always guess right though. We definitely lean a little Rhythmic, and the product that's out these days has helped us tremendously.

t's a hat trick for Avril Lavigne on this week's R&R CHR/Pop chart, as "I'm With You" (Arista) holds on to the No. 1 spot for the third week in a row. Jennifer Lopez edges closer to the crown as "All I Have" (Epic) gains 633 plays for a total of 8,028 this week ... T.A.T.U. crack the top 10 with "All the



Things She Said" (Interscope), which speaks loudly with a 11-9* move ... Ja Rule and Ashanti are putting a spell on programmers, as "Mesmerize" (Murder Inc./IDJMG) jumps 9-6 ... 50 Cent is the newest member of the top 20 group with "In da Club" (Shady/Aftermath/Interscope), which vaults 34-19* with an astounding 1,512-play increase this week ... Missy Elliott inches up 27-25* with "Gossip Folks" (Gold Mind/Elektra/EEG) ... Smilez & Southstar break 2,000 plays as "Tell Me" (ARTIST direct) moves 33-28* ... Stacie Orrico keeps things together as "Stuck" (ForeFront/Virgin) debuts this week at No. 41 ... Most Added honors go to Daniel Bedingfield as "If You're Not the One" (Island/IDJMG) gets 30 new adds ... Killer Mike (Aquemini/Columbia) and Blu Cantrell (Arista) also debut.

— Keith Berman, Radio Editor

ARTIST: Lisa Marie Presley LABEL: Capitol

By MIKE TRIAS/ASSISTANT EDITOR

s the only child of Elvis and Priscilla A Presley, Lisa Marie Presley has been a celebrity since the day she was born. She became the sole heir to Graceland after her father's death, and is currently Chariman of the Board of Elvis Presley Enterprises. Lisa Marie has always been one of the tabloids' favorite targets, due in large part to her marriages and divorces - especially those with Michael Jackson and, more recently, Nicholas Cage. Now the 35year-old Presley is out to become a pop icon in her own right with "Lights Out," the debut single from her forthcoming Capitol records release, To Whom It May

"Lights Out," produced by Andy Slater (Fiona Apple. Macy Gray, Wallflowers), is a midtempo song featuring a mixture of influences, including blues and rock. Presley's husky voice adds depth to the lyrics, and the chorus refers to her heritage in a somewhat haunting manner. "Someone turned the lights out there in Memphis/That's where my family's buried and gone/Last time I was there I noticed a space left/Next to them there in Memphis in the damn back lawn."

Presley says, "I never wanted to write a song, ever, about anything indicating my genetic code or my background. But if I had to do it, then 'Lights Out' would be that song. It's kind of a darker, odd take on it. It's not like, 'Woo! I'm from Memphis and look at my life and it's so wonderful."

Presley wrote almost all the lyrics on To Whom It May Concern, which arrives in stores on April 8. "This is me," she says. "This record is me. Every song is me. You're going to see who I really am



and not what the tabloids say — or whatever anyone has to say about me."

Presley collaborated with many people to create the album, including primary producer Eric Rosse (Tori Amos), Glenn Ballard, songwriter-musician Danny Keough (her first husband, the father of her two children and the person whom she credits with inspiring her to write and sing) and Billy Corgan of Smashing Pumpkins and Zwan. On working with Corgan, Presley says, "He's good at dark. This is dark, but the two of us combined with the dark writing thing - it was like, OK, somebody just shoot me right in the head.' So it had to be taken up a hit so it. would not make you want to kill yourself if you heard it."

Presley was actually offered a record deal as a teenager, before she'd ever given a performance in public or even sung in front of anyone else (she didn't sing for another person until she was 20 years old). Explains Presley, "I didn't want to do anything just based on who I am. I mean, I was asked to do a bloody movie with Vanilla Ice! The stuff I've been offered in my life is insane, and I didn't do any of it because I didn't care. I was doing this because my heart's in this. This is what I'm good at doing. I'm good at putting myself in a song. That's it."

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Prepared by Steve Blatter

SABO MEDIA





America's Best Testing CHR/Pop Songs 12+ For The Week Ending 2/21/03

Artist Title (Label)	TW	LW	Familiarity	Burn	TD F	amiliarity	Burn
3 DOORS DOWN When I'm Gone (Republic/Universal)	4.10	4.08	75%	11%	4.13	82%	12%
AVRIL LAVIGNE I'm With You (Arista)	4.05	4.17	97%	30%	4.03	96%	31%
GOOD CHARLOTTE Lifestyles Of The Rich And Famous (Epic)	4.02	4.04	94%	30%	3.97	96%	31%
SIMPLE PLAN I'd Do Anything (Lava)	4.01	4.02	76%	12%	3.92	74%	12%
EMINEM Lose Yourself (Shady/Interscope)	4.00	3.87	98%	51%	4.07	98%	51%
PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	3.99	3.94	94%	33%	4.05	94%	33%
CHRISTINA AGUILERA Beautiful (RCA)	3.88	3.86	98%	41%	4.02	98%	41%
JUSTIN TIMBERLAKE Cry Me A River (Jive)	3.88	3.73	97%	37%	4.11	98%	33%
EMINEM Superman (Shady/Interscope/Interscope)	3.85	3.64	88%	18%	3.81	86%	18%
JC CHASEZ Blowin' Me Up (With Her Love) (Jive)	3.82	3.59	80%	16%	4.04	82%	12%
T. A. T. U. All The Things She Said (Interscope)	3.81	3.72	82%	19%	3.67	86%	22%
SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)	3.78	3.91	95%	38%	3.75	96%	37%
NIVEA Don't Mess With My Man (Jive)	3.76	3.54	86%	34%	3.83	86%	33%
DIXIE CHICKS F/SHERYL CROW Landslide (Monument/Columbia)	3.76	3.81	84%	27%	3.76	90%	27%
JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	3.74	3.63	90%	27%	3.67	91%	30%
CRAIG DAVID Hidden Agenda (Wildstar/Atantic)	3.74		48%	7%	3.77	53%	7%
KID ROCK F/SHERYL CROW Picture (Lava/Atlantic)	3.71	3.88	85%	26%	3.73	87%	24%
JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	3.68	3.44	85%	24%	3.69	87%	29%
PINK Family Portrait (Arista)	3.67	3.63	97%	46%	3.69	98%	46%
LASGO Something (Robbins)	3.66	3.71	54%	19%	3.63	55%	21%
B2K AND P. DIDDY Bump, Bump, Bump (Epic)	3.63	3.44	92%	37%	3.65	94%	38%
MISSY ELLIOTT F/LUDACRIS Gossip Folks (Elektra)	3.63	•	71%	17%	3.66	71%	16%
JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	3.60	3.72	93%	38%	3.67	94%	37%
VANESSA CARLTON Pretty Baby (A&M/Interscope)	3.59	3.66	71%	15%	3.58	73%	14%
NELLY Air Force Ones (Fo' Reel/Universal)	3.57	3.36	92%	33%	3.59	92%	30%
JAY-Z F/BEYONCE' '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	3.56	3.43	90%	35%	3.58	93%	36%
JENNIFER LOPEZ Jenny From The Block (Epic)	3.48	3.34	98%	56%	3.46	98%	58%
MISSY ELLIOTT Work It (Gold Mind/Elektra/EEG)	3.46	3.29	95%	55%	3.55	95%	54%
AMANDA PEREZ Angel (Powerhowse/Virgin) 3.39	3.43	48%	13%	3.37	49%	14%	

Total sample size is 578 respondents. Total average favorability estimates are based on a scale of 1-5. (1-dislike very much. 5-like very much). Total lamiliarity 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

MATCHBOX TWENTY Unwell (Melisma/Atlantic)
Total Plays: 774, Total Stations: 58, Adds: 9

DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)
Total Plays: 677, Total Stations: 69, Adds: 30

GINUWINE Hell Yeah (Epic)
Total Plays: 609, Total Stations: 56, Adds: 20

COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)
Total Plays: 542, Total Stations: 27, Adds: 4

FAITH HILL Cry (Warner Bros.)
Total Plays: 475, Total Stations: 27, Adds: 1

DK GD Get Over It (Capitol)Total Plays: 430, Total Stations: 41, Adds: 0

LISA MARIE PRESLEY Lights Out (Capitol)
Total Plays: 352, Total Stations: 51, Adds: 7

KELLY ROWLAND Can't Nobody (Columbia) Total Plays: 331, Total Stations: 45, Adds: 14

R. KELLY Ignition (Jive)
Total Plays: 305, Total Stations: 23, Adds: 11

WAYNE WONDER No Letting **Go** (VP/Atlantic) Total Plays: 294, Total Stations: 16, Adds: 4

Songs ranked by total plays

Up, Up And Away

Continued from Page 32

I am fortunate to work with some very smart people, and I have empowered the KRQQ staff to make certain decisions. Though I have final say, the staff has equity in the success of the station. It is nice to see a staff that wants to win and has new ideas for success every day.

Asst. PD/MD/afternoon driver Ken Carr and I have been the promotional idea people since our marketing person left in October. We have tried to create new and fresh promotions for KRQQ. Ken is also one of the best people at translating our promotional ideas into fun and humorous imaging.

We also have a new GM, Kent Cooper (formerly of Clear Channel/ Corpus Christi), who is totally in support of what we are doing on KRQQ, and that helps. The Arbitron gods also smiled on us with good book placement.

Reach the programmers spotlighted in this column at the following e-mail addresses: Jeff McHugh, jeffm@1075 kzl.com; Rob Morris, robmorris@ clearchannel.com; Boomer, boomer@ z1077.com; Steve King, steveking@ clearchannel.com.



ALL HIT VI-3 MCA recording artists Vi-3 visited WHTS/Quad Cities, IA-IL to take calls from listeners and hang out with the All Hit 98.9 crew. Seen here (I-r) are Vi-3 manager Erik Bradley, Vi-3's Lucas. WHTS afternoon jock Red Hot Brian Scott. Vi-3's Justin and Jackie and WHTS PD Tony Waitekus.



PICTURE Interscope/A&M recording artist Sheryl Crow performed at the NHL All-Star game on Feb. 2. Seen here at the game are (I-r) Interscope's Chris Lopes and James Bishop. Crow and Clear Channel/South Florida's Rob Roberts and his son, Austin Roberts.



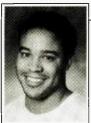
LUCY AT DMX Atlantic recording artist Lucy Woodward visited DMX Music's Los Angeles studio to promote her upcoming debut CD, While You Can. which will be released March 18. Seen here (I-r) are DMX Music MD Danielle Ruysschaert. Woodward and DMX Music VP/Music Entertainment Rick Gillette.

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:

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DanceStar USA

Founder/CEO Andy Ruffell on the world's biggest dance music awards

DanceStar, an organization established in London in 2000, was created to recognize the significant role dance music plays around the world and those artists, DJs and record companies that make this genre of music so essential.

Hoping to expand awareness of dance music culture, Andy Ruffell, developer of the U.K.'s renowned MasterCard MOBO Awards, began pursuing his vision of DanceStar in 1998. "The main idea behind it when it was launched was to build the world's first global media platform for dance," he says.

Ruffell and his group of organizers started with the goal of developing DanceStar through three televised awards shows on three continents: North America, Europe and Asia. After building DanceStar's foundation in London via the World Dance Music Awards, first held in 2000, Ruffell went on to develop DanceStar USA: The American Dance Music Awards, which made its debut last year in Miami at the Jackie Gleason Theater. He is also set to premiere DanceStar Asia in Hong Kong toward the end of this year.

Phenomenal Success

In 2002 DanceStar USA proved to be a phenomenal success. It was hosted by Roger Sanchez and Kelis and included appearances and performances by Jennifer Lopez, Lenny Kravitz, Fatboy Slim, The Crystal Method, Paul Oakenfold, Basement Jaxx and many more.

The show was televised on MTV2 and MTV Europe and on the Star TV Network across Asia, drawing somewhere near 1 billion viewers. Ruffell believes that, over time, DanceStar USA will be bigger than DanceStar in Europe — if a few key things happen.

"You have this whole radio scenar-

International D.I award

DanceStar Facts

• Fatboy Slim holds the record for the most DanceStar awards: a

staggering four awards in three years. DJ Spiller follows him with three.

· Renowned DJ Paul Oakenfold was the winner of the very first

Best DJ award at DanceStar 2000 in the U.K. He repeated this feat at

• There are currently 31 DanceStar trophies residing in the U.K., 21

• Two hundred thousand free copies of the official DanceStar USA

in the U.S., four in Germany, three in Italy, two in the Netherlands and

souvenir magazine featuring exclusive coverage of the winners will be

• The official compilation double CD, DanceStar - The Album,

distributed across the U.S. through Borders outlets in June.

features the very best in dance music each year.

the inaugural ceremony in the U.S. last year by winning the first Best



io, where dance music has been played all over Europe for years, and that's what really made that scene," he says.

"Some of the dance music became virtually pop music in Europe. The difference in America is that, besides the fact that it isn't played on the radio, there is no media platform for dance music. There aren't that many radio stations that play primarily dance music here, which is amazing.

"One of the things we set out to do is to provide a platform and to reach the consumer who may not have access to dance music. One thing we hope to achieve with DanceStar is to umbrella America and be the focal point for dance music.

"We achieved a lot at last year's show because we had DJs — probably for the first time — from Los Angeles, Chicago and New York, as well as everyone else in the world, in one place, at one time, at one event.

"It really worked from a media standpoint as well — not only in terms of music media, but mainstream media as well. People got a fairly good cross section of what's happening in dance."

A Million Votes

The nominees for the awards are chosen by an executive committee made up of some of the key figures in

the dance music scene, including artist managers, label heads, journalists and general industry players. From there the winners are decided by the public via DanceStar's official website, at www.dancestar.com, which is heavily promoted through media channels.

"We announce the nominees, and the idea is that we communicate the info to as much of the record-buying public as we can," says Ruffell. "We tell them to hit up our website and vote. Currently, we're getting about 5,000-6,000 votes a day. Our goal is to reach a million consumer votes."

DanceStar USA 2003 is set to take place March 19 on the sands of South Beach in Miami. Miami Mayor David Dermer says, "The city of Miami Beach is pleased to welcome back DanceStar USA and is privileged to be the chosen city of this unique global music awards ceremony.

"Miami Beach is the epicenter of dance music and electrifying night life and has suitably become the home of this event."

Approval has been given to stage the show live on the beach in Lummus Park, steps away from South Beach's Ocean Drive, making this year's awards ceremony the first of its kind in the U.S. There are 26 award categories in this year's show, compared to 16 at last year's inaugural event, highlighting the expansion and increased recognition of dance music in the U.S.

New Categories

The new categories include Best Use of Music in a Commercial, Best New Artist Album and Best Celebrity DJ, for which Wesley Snipes has received a nomination. Madonna, J. Lo and Justin Timberlake are just a few of the artist who are up for awards this year, all having been nominated for both Best Chart Act and Best Remix.

Dirty Vegas, Paul Oakenfold and DJ Sammy are also set to dominate this year's show, all having been nominated for multiple awards. Dirty Vegas have five nominations, including Record of the Year and Best Album. Oakenfold has been nominated in four categories, including Best International DJ and Best Act. Spain's DJ Sammy cops three nominations.

Just like last year's show, this one will be broadcast on MTV2, MTV Europe and, in Asia, Star TV. To build awareness for the awards, DanceStar uses various street-level and underground marketing campaigns targeted to 16-34-year-olds in some of the

Continued on Page 42

And The Nominees Are....

Here are a few of the categories and nominees for the 2003 DanceStar USA awards.

Best International Act (Non-U.S. Artists)

Dirty Vegas DJ Sammy Kylie Minoque Paul Dakenfold Underworld

2002 Winner: Fatboy Slim

WPYM (The Party)/Miami Award For Best Remix (U.S. Remixes)

Angie Stone "Wish I Didn't Miss You (Hex Hector & Mac Quayle Remix)" (Arista)
Jennifer Lopez "Alive (Thunderpuss Remix)" (Epic)
Madonna "Die Another Day (Deepsky Remix)" (Warner Bros.)
Kylie Minogue "Come Into My World (Fischerspooner Remix)" (Capitol)
No Doubt "Hella Good (Roger Sanchez Remix)" (Interscope)
Justin Timberlake "Like I Love You (Deep Dish Remix)" (Jive)

Best Album (Worldwide Artists)

Chemical Brothers Come With Us (Freestyle Dust/Astralwerks)
Dirty Vegas Dirty Vegas (Credence/Capitol)
OJ Sammy Heaven (Robbins)
Moby 18 (V2)

Paul Dakenfold Bunkka (Maverick/Warner Bros.)

Best Act (U.S. Artists)

Crystal Method OJ Shadow Fischerspooner

Moby
Thievery Corporation

Best Chart Act (U.S. Artists)

Mariah Carey Jennifer Lopez Madonna Angie Stone Justin Timberlake

Record Of The Year (Worldwide Artists)

Daniel Bedingfield "Gotta Get Thru This" (Island/IDJMG)
Dirty Vegas "Days Go By" (Credence/Capitol)
IID "Rapture (Tastes So Sweet)" (Universal)
Lasgo "Something" (Robbins)
Oscar G & Ralph Falcon "Dark Beat (Addicted to Drums)" (Twisted)
DJ Sammy & Yanou f/Do "Heaven" (Robbins)
Kylie Minogue "Can't Get You out of My Head" (Capitol)
Narcotic Thrust f/Yvonne John Lewis "Safe From Harm" (Yoshitoshi)
Paul Dakenfold "Starry Eyed Surprise" (Maverick/Warner Bros.)
Underworld "Two Months Off" (V2)

Best Video (Worldwide Artists)

Dirty Vegas "Days Go By" (Capitol)
Felix Da Housecat "Madame Hollywood" (Emperor Norton)
Kylie Minogue "Love at First Sight" (Capitol)
Missy Elliott "4 My People (Basement Jaxx Remix)" (GoldMind/EEG)
Moby "We Are All Made of Stars" (V2)

Best Use Of Music In A Commercial (U.S. Commercials)

Basement Jaxx "Where's Your Head At" (Astralwerks) — Pringles
Crystal Method "Name of the Game" (Outpost/Geffen) — Powerade/Coca-Cola
Dirty Vegas "Days Go By" (Credence/Capitol) — Mitsubishi
Ming & FS "Sounds" (OM Records) — Nissan
Telepopmusik "Breathe" (Capitol) — Mitsubishi

Best New Artist Album (U.S. Releases)

Metro Area Metro Area (Environ)
Morel Queen of the Highway (Yoshitoshi)
Royksopp Melody AM (Astralwerks)
The Streets Original Pirate Material (Vice/Warners)
Thievery Corporation The Richest Man in Babylon (18th St. Lounge)

Best Radio DJ (U.S. DJs)

Jason Bentley (KCRW/Los Angeles)
Liquid Todd (KROQ/Los Angeles)
DJ Merritt (KDGE/Dallas)
AI B Rich a.k.a. The Riddler (WKTU/New York)
Swedish Egil & Richard "Humpty" Vission (KPWR/Los Angeles)

Best Celebrity DJ (U.S. Celebrities)

Perry Farrell (singer, Jane's Addiction)
Jason Lee (actor, A Guy Thing)
Brittany Murphy (actress, 8 Mile)
Wesley Snipes (actor, Blade 2)
Shannyn Sossamon (actress, A Knight's Tale)

The Smint Award For Best Club Venue (U.S. Clubs)

Avaion (Boston)
Centro-Fly (New York)
Club Space (Miami)

Lunatarium (New York)
Opium (Miami)

www.americanradiohistory.com

40 CHR/RHYTHMIC TOP 50



10		R. February 21, 2003					
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	0	50 CENT In Da Club (Shady/Aftermath/Interscope)	6055	+529	904481	7	79/0
2	2	JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	5221	+123	648543	9	77/0
3	3	JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	5094	+54	687649	9	76/0
5	4	MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	4222	+75	517130	8	76/0
4	5	AALIYAH Miss You (BlackGround/Universal)	4101	-72	606635	13	74/0
7	6	EMINEM Superman (Shady/Aftermath/Interscope)	3759	+98	363196	7	70/0
6	7	B2K AND P. DIDDY Bump, Bump, Bump (Epic)	3666	-392	494803	13	79/0
9	8	50 CENT Wanksta (Shady/Interscope)	3551	+125	521372	11	58/0
8	9	NELLY Air Force Ones (Fo' Reel/Universal)	2882	-605	315925	17	76/0
10	10	2PAC Thugz Mansion (Amaru/Death Row/Interscope)	2420	-499	339356	12	65/0
12	0	FIELD MOB Sick Of Being Lonely (MCA)	2403	+259	315527	17	67/2
16	12	TYRESE How You Gonna Act Like That (J)	2308	+303	281223	11	70/3
17	13	R. KELLY Ignition (Jive)	2193	+227	351088	10	57/11
14	14	KILLER MIKE A.D.I.D.A.S. (Aquemini/Columbia)	2188	+106	226131	4	33/2
11	15	JAY-Z F/BEYONCE' '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	2153	-563	240575	17	73/0
13	16	JUSTIN TIMBERLAKE Cry Me A River (Jive)	2057	.63	288946	9	57/2
18	O	SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)	1988	+126	269173	5	72 4
26	18	JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)	1746	+482	247252	3	69/2
15	19	BABY F/P. DIDDY Do That (Cash Money/Universal)	1721	-354	180963	15	65/0
23	20	SMILEZ AND SOUTHSTAR Tell Me (ARTISTdirect)	1624	-50	204324	20	60/1
24	a	GINUWINE Hell Yeah (Epic)	1592	+51	177192	5	61/2
22	22	TRINA F/LUDACRIS B R Right (Slip 'N Slide/Atlantic)	1567	·120	173726	14	52/1
21	23	LL COOL J F/AMERIE Paradise (Def Jam/IDJMG)	1510	-190	170809	9	55/1
19	24	EVE Satisfaction (Ruff Ryders/Interscope)	1435	-351	196292	15	58/0
29	25	LIL' KIM The Jump Off (Queen Bee/Atlantic)	1406	+288	240141	4	65/4
25	26	AMANDA PEREZ Angel (Powerhowse/Virgin)	1242	-121	128693	19	45/0
33	a	NAS I Can (Columbia)	1219	+419	242306	2	50/9
36	23	FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)	1196	+449	149876	2	67/3
27	29	EMINEM Lose Yourself (Shady/Interscope)	1084	-177	145527	20	66/0
40	3	BABY F/CLIPSE What Happened To That Boy? (Cash Money/Universal)	1004	+327 -202	173751	3	53/4
28	31 32	CHRISTINA AGUILERA Beautiful (RCA)	947 915	+344	121527 182724	12 2	32/0 51/8
46	_	SEAN PAUL Get Busy (VP) DMX X Gon Give It To Ya (Ruff Ryders/IDJMG)	889	+344 -26	122951	4	46/2
32 30	33 34	BLU CANTRELL Breathe (Arista)	859	·154	62839	10	45/1
43	3	CLIPSE F/FAITH EVANS Ma, I Don't Love Her (Star Trak/Arista)	813	+204	95260	. 4	46/5
41	30	MARQUES HOUSTON That Girl (Interscope)	742	+69	92633	2	37/6
35	37	COMMON F/MARY J. BLIGE Come Close To Me (MCA)	729	.25	96390	6	34/1
37	38	WAYNE WONDER No Letting Go (VP/Atlantic)	726	-14	94927	10	37/1
Debut	• 39	2PAC F/TRICK DADDY Still Ballin' (Amaru/Death Row/Interscope)	694	+285	108159	1	47/25
34	40	DRU HILL I Should Be (Def Soul/IDJMG)	655	-117	108031	8	28/0
31	41	NAS Made You Look (Columbia)	619	-345	153136	11	48/0
5 0	42	NIVEA Laundromat (Jive)	582	+87	55522	2	35/2
42	43	JENNIFER LOPEZ Jenny From The Block (Epic)	569	-42	74007	18	48/0
[Debut]	44	STAGGA LEE Roll Wit M.V.P. (ARTISTdirect)	566	+131	55412	1	33/4
38	45	BUSTA RHYMES Make It Clap (J)	562	-130	95044	13	40/0
48	46	CHOPPA Choppa Style (No Limit/Universal)	559	+13	39478	5	19/1
39	47	ERYKAH BADU F/COMMON Love Of My Life (Magic Johnson/MCA)	552	-132	89476	15	20/0
Debut	4 8	BUSTA RHYMES & MARIAH CAREY I Know What You Want (J)	521	+220	83305	1	30/6
[Debut		B2K Girlfriend (Epic)	518	+181	69581	1	48/39
47	5 0	NAAM BRIGADE What You Doin' Wit Dat (ARTIST direct)	505	-60	35165	4	29/0

82 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/9-2/15. 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 charf. 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 (© 2003. The Arbitron Company). © 2003, R&R, Inc.

www.rradds.com	
ARTIST TITLE LABEL(S)	ADDS
B2K Girlfriend (Epic)	39
BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown/Universal)	35
LIL' MO F/FABOLOUS 4 Ever (Elektra/EEG)	31
2PAC F/TRICK DADDY Still Ballin' (Amaru/Death Row/Interscope)	25
R. KELLY Ignition (Jive)	- 11
NAS I Can (Columbia)	9
SANTANA F/MUSIQ Nothing At All (Arista)	9
SEAN PAUL Get Busy (VP)	8
MARQUES HOUSTON That Girl (Interscope)	6
BUSTA RHYMES & MARIAH CAREY I Know What You Want (J)	6
CLIPSE F/FAITH EVANS Ma, Don't Love Her (Star Trak/Arista)	5
FAT JOE All Need (Terror Squad/Atlantic)	5

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
50 CENT In Da Club (Shady/Aftermath/Interscope)	+529
JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)	+482
FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)	+449
NAS I Can (Columbia)	+419
SEAN PAUL Get Busy (VP)	+344
BABY F/CLIPSE What Happened To (Cash Money/Universal)	+327
TYRESE How You Gonna Act Like That (J)	+303
LIL' KIM The Jump Off (Queen Bee/Atlantic)	+288
2PAC F/TRICK DADDY Still Ballin' (Amaru/Death Row/Interscop	ne/ +285
FIELD MOB Sick Of Being Lonely (MCA)	+259

New & Active

KELLY ROWLAND Can't Nobody (Columbia) Total Plays: 461, Total Stations: 24, Adds: 0

SARAI Pack Ya Bags (Egic) Total Plays: 432, Total Stations: 32, Adds: 0

MARIAH CAREY F/CAM'RON Boy (I Need You) (MonarC/IDJMG) Total Plays: 413, Total Stations: 32, Adds: 0

MR. CHEEKS Crush On You (Universal) Total Plays: 332, Total Stations: 22, Adds: 0

T.A.T.U. All The Things She Said (Interscope) Total Plays: 319, Total Stations: 9, Adds: 1

ROOTS F/MUSIQ Break You Off (MCA) Total Plays: 313, Total Stations: 15, Adds: 2

AKIA California (Universal) Total Plays: 292, Total Stations: 19, Adds: 0

FAT JOE All I Need (Terror Squad/Atlantic) Total Plays: 246, Total Stations: 23, Adds: 5

LIL' JON & THE EASTSIDE BOYZ I Don't Give A @#\$% (TVT) Total Plays: 244, Total Stations: 13, Adds: 0

LIL' MO F/FABOLOUS 4 Ever (Elektra/EEG) Total Plays: 180, Total Stations: 31, Adds: 31

Songs ranked by total plays

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

brian mcknight "shoulda, woulda, coulda"

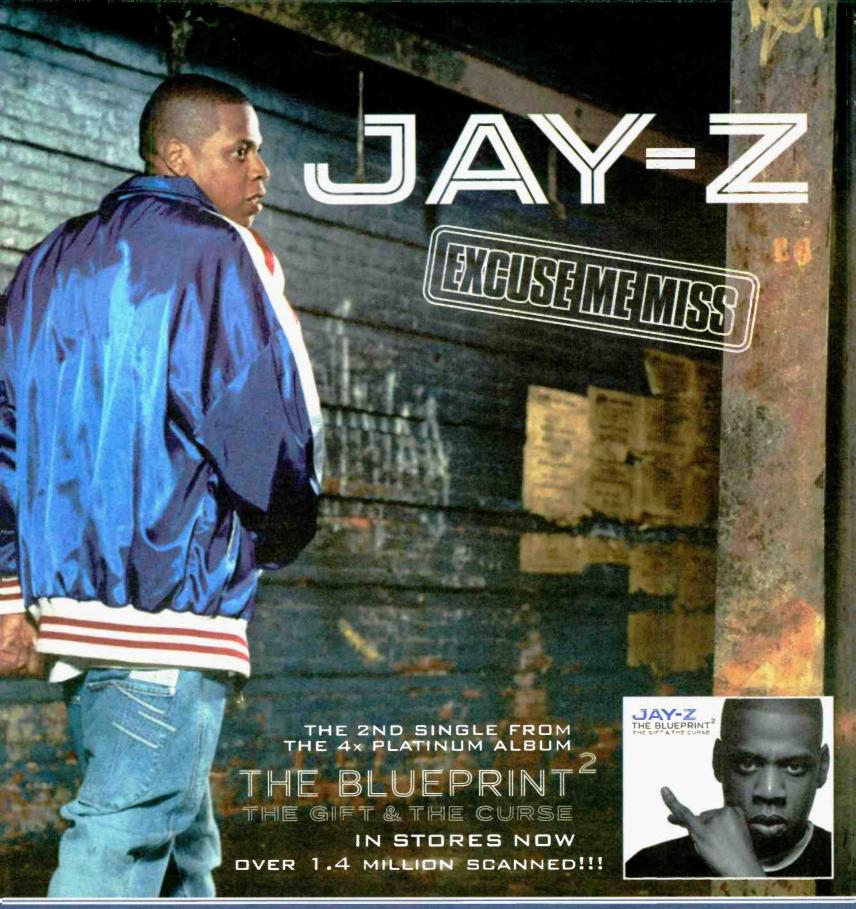
from the forthcoming album *U TURN* IN STORES MARCH 25, 2003

MOST ADDED This Week at: KMEL KYLD WPOW KKFR KGGI KUBE KSFM KBMB KXJM KBBT WWKX KLUC KQBT WBHJ KSEQ KCAQ KDON KHTE KWIN KYWL WKPO and more...

"Brian's new single 'Shoulda, Woulda, Coulda' is a smash!!!" -Diana Laird, PD-XHTZ/San Diego

"Another timeless hit from Brian McKnight.I love this record already!" -Brian Michel, PD-KUUU/Salt Lake City





#1 Greatest Gainer at Hip Hop/R&B!!!

On 148 Stations at Urban & Rhythm Combined!!!

2 New Rhythm Stations including: KBBT, KPTY
BDS 3367x +663 Combined!!!

Follow-up to #1 smash hit "03 Bonnie and Clyde"
The Second single off "Blueprint 2"



RANK ARTIST TITLE LABEL

- 1 50 CENT in Da Club /Shady/Aftermath/Interscope/
- 2 LIL' KIM The Jump Off (Queen Bee/Undeas/Atlantic)
- 3 50 CENT Wanksta (Shady/Aftermath/Interscope)
- 4 BABY What Happened To That Boy? (Cash Money/Universal)
- 5 JA RULE f/ASHANTI Mesmerize (Murder Inc./IDJMG)
- 6 JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)
- 7 NAS I Can (Columbia)
- 8 JENNIFER LOPEZ f/LL COOL J All I Have (Epic)
- 9 B2K f/P. OIDDY Bump, Bump, Bump (Epic)
- SEAN PAUL Get Busy (VP/Atlantic) 10
- 11 SNOPP DOGG Beautiful (Doggy Style/Priority/Capitol)
- 12 FIELD MOB Sick Of Being Lonely (MCA)
- 13 MISSY ELLIOTT f/LUDACRIS Gossip Folks /Gold Mind/Elektra/EEG/
- 14 KILLER MIKE A.D.I.D.A.S. (Aquemini/Columbia)
- 15 NAS Made You Look (Columbia)
- 16 BABY f/P. DIDDY Do That (Cash Money/Universal)
- 17 2PAC Still Ballin' (Amaru/Tha Row/Interscope)
- 18 R. KELLY Ignition (Jive)
- 19 GINUWINE Hell Yeah (Epic)
- 20 BUSTA RHYMES Make It Clap (J)
- 21 NELLY Air Force Ones (Fo' Reel/Universal)
- 22 DMX X Gon' Give It To Ya (Ruff Ryders/IDJMG)
- 23 LL COOL J f/AMERIE Paradise (Def Jam/IDJMG)
- 24 2PAC Thugz Mansion (Amaru/Tha Row/Interscope)
- 25 EVE Satisfaction (Ruff Ryders/Interscope)
- 26 EMINEN Superman /Shady/Aftermath/Interscope)
- CLIPSE f/FAITH EVANS Ma, I Don't Lover Her (Star Trak/Arista) 27
- 28 50 CENT f/NOTORIOUS B.I.G. & EMINEM Realist Nigga (Shady/Aftermath/Interscope)
- 29 WAYNE WONDER No Letting Go (VP/Atlantic)
- 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 2/16-2/22/03.





FABOLOUS f/LIL MO & MIKE SHOREY Can't Let Go (Elektra/EEG) JOE BUDDEN Pump It Up (Spit/IDJMG) KAY SLAY finas, BABY, FOXY & AMERIE Too Much (Columbia) SEAN PAUL Get Busy (VP/Atlantic) MR. CHEEKS f/MARIO WINANS Crush On You (Universal) BABY FEATURING CLIPSE What Happened To That Boy (Cash Money/Universal)



Marques Houston's "That Girl" (Interscope) has a smooth track and his vocals complement the sound. The jocks at the radio station are really into it, and I believe our listeners will follow. Another record that's going places and will work at radio is Fabolous featuring Lil Mo & Mike Shorey's "Can't Let Go" (Elektra/EEG). It will be huge! And I can honestly say that I never thought I would love a B2K record until I heard "Girlfriend" (Epic). This is a hot track from these guys!



- Mark Mac, KXJM/Portland, OR



There are three hot joints I'm feeling right now in the mix. First is Busta Rhymes & Mariah Carey's "I Know What You Want" (J). This song is hot and I'm feeling it a lot. Nas' "I Can" (Columbia) is getting requests at the station and is working for us in the clubs. Sean Paul's "Get Busy" (VP/Atlantic) has been huge for us. It's weird, because I was unsure about this one, but whenever I play the record. it works. It also blends well with Wayne Wonder's "No Letting Go"

(VP/Atlantic). Other big requests we're getting are R. Kelly's "Ignition" (Jive) and 50 Cent's "In da Club" (Shady/Aftermath/Interscope).

- DJ Buck, WWKX/Providence

DanceStar USA

Continued from Page 39

www.cgilink.com THE DECAL

major cities in the U.S. that are known to embrace dance music, including New York, San Francisco

The DanceStar USA interactive promotional and marketing campaign will also utilize print and broadcast media to help create the buzz prior to the show, and the organizers have also collaborated with Microsoft for a live webcast on www.windowsmedia.com. An official magazine with national distribution across America will support the DanceStar USA broadcast, and a DanceStar USA compilation CD will be released in 2003 as well.

'We're working toward a five-year initial development plan, and our aim is to make it one of the biggest music awards shows in America," says Ruffell. "I think we will achieve that, because I believe we are the X Games of modern music.

"Most other awards shows follow a very standard format, and most of them feature names that are seen year after year. With DanceStar USA, we're bringing a whole new look, with fresh new acts and fresh names and fresh music, to American television."





This Week's Hottest Music Picks

Jo Jo Collins MD, KDGS/Wichita

Marques Houston's "That Girl" (Interscope): I like this a lot. Marques Houston is the real soul of IMX.

Fat Joe featuring Tony Sunshine's "All I Need" (Terror Squad/Atlantic): This is growing on me.

Brian McKnight's "Shoulda, Woulda, Coulda" (Motown/Universal): This will blow everyone away on the first listen.

Nas' "I Can" (Columbia): I love this! Nas has literally helped himself out with the Beethoven sample.

2Pac featuring Trick Daddy's "Still Ballin'" (Amaru/Tha Row/Interscope): Even though he's not with us anymore, 2Pac does his thing with Trick Daddy on this track.



B2K's "Girlfriend" (Epic): This is a natural for us! Tucson's screamin' for more B2K!

2Pac featuring Trick Daddy's "Still Ballin'": How can you be a West Coast hip-hop station and not play a 2Pac joint?!

Busta Rhymes featuring Mariah Carey's "I Know What You Want" (J): This mofo is dope! Instant phones the second we put it on. J's on fire!

Karen Wild MO, KUBE/Seattle

B2K's "Girlfriend": The first time I heard this, I couldn't stop singing it. It clicked right away.

Nelly's "Pimp Juice" (Fo' Reel/Universal): It's a good phone record. This track seems to stand out on the album.

2Pac featuring Trick Daddy's "Still Ballin'": This has been winning 10-to-1's "The Showdown." It may be big for the station.

Felix "The Cat" Santos MD, KSEO/Fresno

50 Cent's "In da Club" (Shady / Aftermath / Interscope): No. 1 on the phones!

Naam Brigade featuring Juvenile's "What'chu Doin'" (ARTIST direct):

This is "Back That Azz Up" Part 2.

Fabolous featuring Lil Mo and Mike Shorey's "Can't Let You Go" (Elektra/ EEG): The females are loving it.

Marques Houston's "That Girl": Once you hear it, you'll be singing along with it.

Nathan Reed PD/MD, WRCL/Flint, MI

Kelly Rowland's "Can't Nobody" (Columbia): This sounds good on-air. Energy and balance. The remix with Lil Flip adds some edge.

Fabolous featuring Lil Mo and Mike Shorey's "Can't Let You Go" (Elektra/EEG): The ladies started requesting it immediately! This one's the hit!

E-Man MD, KPWR/Los Angeles

Da Brat's "I'm In Love With You" (So So Def/Arista): Been bangin' for two weeks now, and it's making noise.

Westside Connection featuring Knocturnal's "Lights Out" (Independent): Blowing up!

R. Kelly featuring Fat Joe's "Who's That?" (Jive): This is some party shit!

JB King MD, KLUC/Las Vegas

Santana featuring Musiq's "Nothing at All" (Arista): If "Maria, Maria" worked for you, this should as well.

Nas' "I Can": Great mass-appeal sound from Nas while keeping it street.

Demo's "Bang, Bang" (Independent): Got this off the Internet. Great Latin party sound.

Frankie J's "Don't Wanna Try" (Independent): Already top five phones.

David Simpson MD, WZMX/Hartford, CT

Sean Paul's "Get Busy" (VP/Atlantic): No. 1 phones.

Fabolous featuring Lil Mo and Mike Shorey's "Can't Let You Go": Top five phones.

Lil Mo featuring Fabolous' "Forever" (Elektra/EEG): Great daytime record for us.

50 Cent featuring Eminem's "Patiently Waiting" (Shady/Aftermath/Interscope): Top five phones.

Chris Tyler____

Busta Rhymes featuring Mariah Carey's "I Know What You Want": Thank God J got single rights! I've been a fan of this song since the album came out. It should be a big hit!

Sarai's "Pack Ya Bags" (Epic): We should have a video around the second week of March, which I think will help. This is such a good song. Great hook! Chick anthem!

50 Cent's "Patiently Waiting" and "If I Can't" (Shady/Aftermath/Interscope): Besides "Club" and "Wanksta," these are my two favorite tracks on the album. I'm hearing rumors that "If I Can't" will be the next single. You know WJMN will be all over this one!

Mark Adams PD, KXJM/Portland, OR

Xzibit featuring Eminem and Nate Dogg's "My Name" (Loud/Columbia): Hot cut on X's CD. Already getting huge calls at night.

Fabolous featuring Lil Mo and Mike Shorey's "Can't Let Go": Not completely obvious, but I think it's hot.

Stagga Lee's "Roll Wit' MVP" (ARTIST-direct): Blowin' up from the mix and into full-time rotation.

Nas' "I Can": No.1 phones. 50 Cent's "In da Club" and "Wanksta" are both huge and in powers — this is gonna be bigger.

Busta Rhymes featuring Mariah Carey's "I Know What You Want": Top five in callout; top 10 phones.

MD, WLYB/Green Bay-Appleton,WI

Fabolous' "Damn" (Elektra/EEG): When I put it on the radio, our listeners were like, "Damn!"

R. Kelly featuring Fat Joe's "Who's That": It's R. Kelly! He's a god in Green Bay. He's huge! He may outsell 50 Cent! Brian McKnight's "Shoulda, Woulda, Coulda": You need to play this. Don't work it in slow jams. Brian McKnight is at his best.

Puerto Rico MB, KOHT/Tucson

Marques Houston's "That Girl": It's one of the hottest R&B songs I have heard in a long time.

Busta Rhymes featuring Mariah Carey's "I Know What You Want": Nice! I'm expecting a good response from the females.

W.C. featuring Case's "Flirt" (Def Jam/IDJMG): It'll be in your head all damn day — it's hot.

Jimi Jamm PD, WPKF/Poughkeepsie, NY

Nas' "I Can": Already getting phones. Who wouldn't want to put a positive message out on the airwaves?

Busta Rhymes featuring Mariah Carey's "I Know What You Want": Busta drops one for the ladies. Nice to see Mariah continue to make the journey back to the radio.

Fabolous featuring Lil Mo and Mike Shorey's "Can't Let You Go": His most mainstream track to date is heating up the phones.

Kevin Akitake MD, KXME/Honolulu

2Pac featuring Trick Daddy's "Still Ball-in'": It took me a while to feel this one, but I think it'll be bigger than "Thugz Mansion."

Da Brat's "I'm In Love With You": Hot joint for the ladies. Props to E-Man for tipping me off to this one.

50 Cent's "Patiently Waiting": Another radio-active reactor!

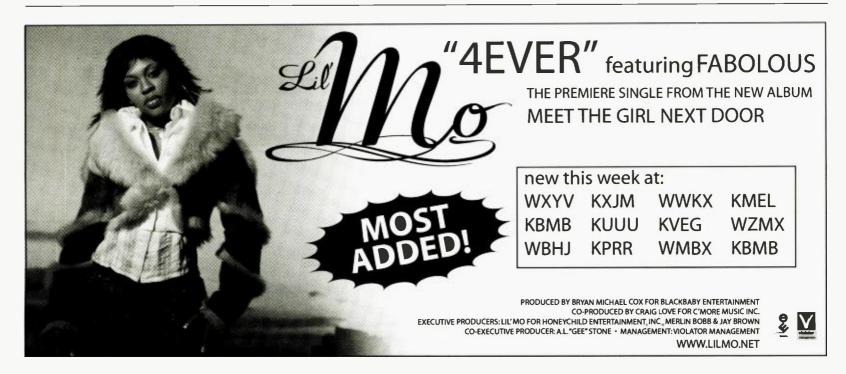
Frankie J's "Don't Wanna Try": Heard this song on WPOW and the lyrics just stuck out of the radio like a pimple ready to pop! Girls will love it!

Preston Lowe

B2K's "Girlfriend": B2K will continue their roll with this one.

Stagga Lee's "Roll Wit' MVP": Great record to kick the door in with.

Santana featuring Musiq's "Nothing at All": Great combination. Great song!





America's Best Testing CHR/Rhythmic Songs 12+ For The Week Ending 2/21/03

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
AALIYAH Miss You (Black Ground/Universal)	3.99	3.95	75%	14%	4.06	74%	14%
50 CENT in Da Club (Shady/Interscope)	3.96	3.81	74%	15%	4.16	76%	13%
JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	3.89	3.91	91%	24%	4.05	92%	21%
SMILEZ AND SOUTHSTAR Tell Me (ARTISTdirect)	3.89	3.73	56%	11%	3.95	55%	10%
EMINEM Lose Yourself (Shady/Interscope)	3.87	4.02	98%	57%	3.86	98%	62%
JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	3.86	3.83	94%	27%	3.91	95%	28%
NIVEA Don't Mess With My Man (Jive)	3.83	3.83	90%	34%	3.84	91%	37%
JAY-Z F/BEYONCE' '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	3.82	3.82	94%	37%	3.91	95%	38%
EMINEM Superman (Shady/Aftermath/Interscope)	3.82	3.83	89%	22%	3.94	88%	20%
JUSTIN TIMBERLAKE Cry Me A River (Jive)	3.79	3.94	99%	37%	3.84	98%	37%
CLIPSE When The Last Time (Star Trak/Arista)	3.76	3.72	62%	23%	3.85	64%	23%
CHRISTINA AGUILERA Beautiful (RCA)	3.75	3.94	98%	44%	3.77	98%	43%
MISSY ELLIOTT FT. LUDACRIS Gossip Folks (Gold Mind/Elektra/EEG)	3.75	3.68	78%	21%	3.86	80%	20%
B2K AND P. DIDDY Bump, Bump, Bump (Epic)	3.72	3.68	96%	37%	3.77	96%	38%
NELLY Air Force Ones (Fo' Reel/Universal)	3.70	3.66	94%	37%	3.75	95%	38%
EVE Satisfaction (Ruff Ryders/Interscope)	3.70	3.69	71%	20%	3.68	74%	22%
50 CENT Wanksta (Shady/Aftermath/Interscope)	3.66	3.45	71%	24%	3.82	76%	24%
GINUWINE Hell Yeah (Epic)	3.64		42%	6%	3.69	42%	6%
BABY F/P. DIDDY Do That (Cash Money/Universal)	3.62	3.57	58%	15%	3.69	59%	13%
LL COOL J F/AMERIE Paradise (Def Jam)	3.61	3.64	72%	17%	3.58	72%	20%
2 PAC Thugz Mansion (Amaru/Death Row/Interscope)	3.61	3.62	62%	16%	3.66	64%	15%
FIELD MOB Sick Of Being Lonely (MCA)	3.60	3.45	37%	8%	3.62	37%	9%
MISSY ELLIOTT Work It (Gold Mind/Elektra/EEG)	3.58	3.57	97%	54%	3.48	97%	60%
TYRESE How You Gonna Act Like That (J)	3.57	3.56	53%	9%	3.64	52%	7%
AMANDA PEREZ Angel (Powerhowse/Mad Chemistry)	3.53	3.54	58%	16%	3.58	54%	15%
TRINA F/LUDACRIS B R Right (Slip 'N Slide/Atlantic)	3.53	3.39	52%	13%	3.66	53%	12%
SNOOP DOGG FT. PHARRELL & UNCLE C. WILSON Beautiful (Priority/Capitol)	3.47	3.54	36%	8%	3.53	34%	7%
JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)	3.24		34%	9%	3.35	33%	8%
KILLER MIKE F/BIG BOI A.D.I.D.A.S. (Aquemini/Columbia)	3.23	3.15	34%	9%	3.22	33%	9%
R. KELLY Ignition (Jive)	3.21	2.93	46%	15%	3.25	46%	15%

Total sample size is 515 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. Rate TheMusic is a registered trademark of Rate TheMusic.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.

HEAD RUSH

ARTIST: Dru Hill LABEL: Def Soul/IDJMG

By MIKE TRIAS/ASSISTANT EDITOR

ru Hill made a statement with their comeback hit "I Should Be," and now Sisgo, Nokio, Jazz and Woody strike again with "I Love You." WPGC/Washington

is an early believer in the ballad, which isn't officially going for adds until next month.

Named after the Druid Hill Park complex in their hometown of Baltimore, Dru Hill formed in 1992. In 1996 they released their breakthrough single, "Tell Me," paving the way for their self-titled debut album. The CD spawned huge hits, including "In My Bed" and "Never Make a Promise." Dru Hill quickly followed up with their multiplatinum sophomore effort, Enter the Dru, featuring the hits "How Deep Is Your Love" and "These Are the Times."

Then came the solo projects. Each of the members cut a solo album (most notable among them was Sisqo's Unleash the Dragon and its unforgettable hit, "Thong Song"), except Nokio, who focused on writing and producing for others.

In 2001 Dru Hill decided to return to the studio, this time with longtime friend and collaborator Scola. "We were always tight," says Scola, who couldn't join the group in its infant stages because of his own contractual obligations. "In many ways I was always there; I was the ghost fifth member."

Late last year, after a four-year hiatus, the group finally released Dru World Order. Featuring production and songwriting by Case, TQ, Everyday and Dru Hill themselves (Nokio produced most of the album), DWO has Dru Hill doing what they do best — delivering emotional songs with tight harmonies. According to Jazz, there's only one difference this time around: "We've learned how to deal with and respect each other. We each had our chance to shine, and now, coming back together, it's made us that much stronger."

Reporters

KSS/Albuquerque, NM °
Pete Montquez
D Done Certez
Nete Fatth
SN-00P DOGG "Beautrful"
SN-00P DOGG "Beautrful"
SPAC FIREKC BADDY "Baltin "
CH-0PPA "Choppa"
TYRESE "Gonna"

KYLZ/Albuquerque, NM *
Interim PD/APD* In: Clean
IND: D.J. Lepez

1. Lit. MO FFABOLOUS *Ever
B2X *Gaffrend*
SANTAMA FAMSIO *Nothing*
KFAT/Anchorage, AX

Main Englishe

PD/MD. Marvie Nugent
7 BRIAN MCKNIGHT "Woulda"
7 R KELLY "Ignobon"
BDOMKAT "Wreckon"
CLICK F/E 40 "Bossin"

WBTS/Attanta, GA *
PD Saan Pullips
APO MINISTRATION OF THE STANDARD STANDAR

Ree Garcia

No Adds

NO BY/Austin, TX *

PO Scooler II Stevens

NO Proste Love

10 Proste Love

11 PAC PTINCK DOLDY Remon

SERIAL NOCKHIGHT Woods

LIL NO FARO COUS Tevr

KXMG/Austin, TX *

PO Jey Nichaels

NO Bradley Green

STX "Guttendor"

KISV/Balkerstrield, CA *

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NO Robel

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ON/PD. Bob Lewis
APD/MD*Picazzo
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B2K "Girffrend" KKXX/Bakersfield, CA *

WXYV/Baltimore, MD 1 PB Thea Mitchem 48 LIL MO F/FABOLOUS "Ever WJNH/Baton Rouge, LA

MET/Delsus:
FRANKE J "Wanna"
DJ KAY SLAY "Much
BEX (Giffrend"
BEX (Giffrend"
BEX (FIRICK DADDY "Battin"
BBBY F/GLIPSE "Happened"
LL MOTARDLOUS "Ever
SEAN PAUL "Busy"
SHAP PAUL "Busy"
SHAP BALL "Busy"

WEST-W DWEST-STORY
PD. Mickey Johnson
PD. Mickey Johnson
BAPy Kay
2 LIL JON "Games"
1 LIL MO "FABOLOUS "Ever"
B2K "Griffrend"
BHIAN MCKNIGHT "Woulda"

JMN/Boston, MA *
Prog /PD: Codilloc Jack : Demnis D'Hernii Chris Tyler BABY F/CLIPSE "Happened" 2PAC F/TRICK DADDY "Balkn B2K "Griffnend" TYRESE "Gonna" RVZ/Charleston, WV Shawn Privates DAN Shahen 2PAC F/TRICK DADDY "Bahin BRIAN MCKINGHT "Woylda" LIL MO F/RADIO DUS "Ever" NIVEA "Laundromat"

WWBZ/Charleston, SC 1
LIL MOF/ABOLOUS Ever B2K "Griffrend" CLICK F# 40 "Bossin MAS "Can"

PD: Boogle D MD: Baby Boy Sto 23 JUSTIN TIMBERLAKE "River

NA Corpus Christi, TX *

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PD: Recard Lasi
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LIL MO FARBO. DUS "Ever
LIL MO FARBO. DUS "Ever
LIL MO FARBO. DUS "Ever
BRIAM BACRIGIST "Woulda"
BOURNAT "Wirecon"
BZY "Garland"
BZY "Garland"

BZK "Gettrend"
KZFM/Corpus Christi, TX *
PD-E4 Ocanas
MD Arisen Madail
22 BZK "Gettrend"

22 BSX "Griffsend"
KBFB/Dallas-Ft, Worth, TX "
OWPT- John Caselstens
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SEAN PAUL "Bury"
WOHT/Dayton, OH "
OWPT-J B Kenses
APO/MO Mercel Theory
JUST NI TIMBE (LAKE Timber
JUST NI TIMBER (LAKE TIMBER
JUST NI TIMBER
JU

KOKS/Derver-Boulder, CO °
PO' Cat Cellins
MD John E Kage
17 NAS "Can"
18 KGHfriend"
LIL JON "Games"

LIL JON "Games"

KPRKE Paso, TX *

PD Bobby Rames

APD Pattl Disz

BD Gins Lee Fseniks

GE FRANCE J "Wanga

2 PAC F/RICK BADDY "Balin

LIL MO F/ABOLOUS "Ever"

FAN PAUL "BUSY"

MARTINE FRANCE BUSY

MARTINE BUSY

MARTINE

SFAN-PAUL "BUTY"
WBTT/F1. Myers, FL *
PD Res Baseard 27 COMMONMARY J BLIGE "Close"
1. LIL, KIM Jump" 5 2PAC F/RICK DADDY "Baren"
WJFX/F1. Wayne, IN *
PD: Boop Derek

KSEQ/Fresno, CA *
PD Temmy Del Ris
MO. Feltz The Cel
824 "Girthand"
BRIAN NC MIGHT "Woulds"
DJ NAY SLAY "Nuch"
SAN TANA FANJSIG "Nothing"
T A TU "Trays"
LIL WO FFABDLOUS Ever" WJMH/Greensboro, NC 1

/CHH/Charlotte, NC *

MD: Tap Mosey
17 SROOP DOGG "Beautiful"
15 ROOTS F/MUSIQ "Break" WHZT/Greenvitle, SC * WBBM-FM/Chicago, IL *

Fisher
- Murph Dawg
- GINLIWINE "Hell"
- 2PAC F/TRICK DADDY "Balin
- R KELLY "Ignition" WQSL/Greenville, NC * PB. Jack Spade 2 SEAN PAUL "Busy" B2K "Guttrend"

WZMX/Hartford, CT *
Off Steve Safteny
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APDMID. Devid Simpoen
32 LIL MO F/FABULOUS "Ever
BRIAN MCKMIGHT "Woulds
BUSTA RHYMES/MARIAH" IX

DOB/Honolulu, Ht * KDDB/Honoleile, Ht *
PD Lie Baldwin
B Sam The Man
2PAC FFIRM OADDY 'Balin
BRIAN MCKNIGHT "Woulda"
CLICK FE 40 "Bossin"
LLI MO FFABOL OUS "Ever
MARQUES HOUSTON That"
FABOLOUS FALL MO "Can't
R KELLY "ignition"

KIKI/Honolulu, HI *

KXME/Honolulu, HI * RAPPS-L.
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MD Reven Aktiska
2PAC FTRICK DADDY Baken
BRIAN MCKN GHT "Woulda"
R KELLY "Ignition

KBXX/Houston-Galveston, TX *
PD Tom Colocacci
MD T Gray
No Adds

KPTY/Houston-Galveston, TX 1 MD. Homie Marco JAY Z "Excuse" CLUPSE FRAITH EVANS "Ma" NAS "Can"

WHHH/Indianapolis, IN *
OWPB. Briss Wallace
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2 2PAC F/TRICK DADDY "Ballin"
1 B2K "Gerthighot" WXIS/Johnson City, TN *
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10 Lit MO FFAROLOUS "Ever"
1 MAPOLES HOUSTON "That"
BRIAN MCKINGHT "Woulda"
NYA "Compared"
1LC "Damaged" KLUC/Las Vegas, NV *

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APD Miks Spencer
MD: J.B. Kine
2 82K "Guttherd"
2 8 KELLY "Ignition"
8RIAN MCKNIGHT "Woulds"

KVEG/Las Vegas, NV * Shorita Saulsberry 82K "Girlfnend" LIL MO F/FABOLOUS "Ever"

KWID/Las Vegas, NV * Tem Noylor
Pable Sate
2PAC FTRICK DADDY "Ballin
FABOLOUS FALL MO "Can I"
MARQUES HOUSTON "That"
MAS "Can"
STAGGA LEE "PON"

KHTE/Little Rock, AR * DMLPD: Peter Green
MID Tessy Terrest
BEX: "Girlfnend"
BRIAN MCKNIGHT "Woulds
FREEWAY "Air.gibt"
ILL MO-FRABGEOUS "Ever"
FAT JOE "Meed"

PWR/Los Angeles, CA * WP/Prog. Jimmy Stees MD E Man 2 2PAC F/TRICK DADDY "Balin" WC "First"

/BLO/Louisville, KY * PD Bath Game

MD Gerald Harrison
2PAC FTRICK DADDY "Ballet"

BUSTA RHYMES/MARIAH Know

IXHT/Memphis, TN * OM. Luscious Ico
PD Beoguleo
6 B2K "Guittnend"
CLIPSE F#AITH EVANS "Ma"
LIL MO F/FABOLOUS "Ever"

WPOW/Miami, FL * PD Kid Cerry
APD Tony The Tiger
MD Eedie Mit
66 2PAC F/TRICK DADDY Balin
BRIAN MCKNIGHT "Woulds
TANTO METRO "Honey"

WPYM/Miami, FL * PD/MD Phil Michaels No Adds KTTB/Minneapolis, MN D: Dusty Hayes
1 82× "Gittinend"
1 NAS "Can"

KHTN/Modesto, CA *
OM/PD Rene Roberts
APO Dress Bone
B2X "Griffrend"
BOOM/KAT "Mrockon
BRIAN MCKNIGHT "Woulds
LIL MO F/FABOLOUS "Ever"

BTU/Monterey-Salinas, CA *

Roang Allen
No Adds

Downtomerey-Salinas, CA *
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HAS "Can"
UND FFABOLOUS "Ever"
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W.JWZ/Montgomery, AL PO/ND At Inving 15 I.N. JON "Garnes." 15 2PAC FTRICK DADDY Ballon" 15 92K Gertfrend" 5 I.L. MD FFABOL OUS "Ever 3 BRIAN MCKNIGHT "Woulda"

WKTU/New York, NY * VP/Ops Frankis some APO/MD; Jeff Z. ANASTACIA "Crime"

WQHT/New York, NY *
PD/NY/Prep. Tracy Cleherly
MD: E-Bre
16 KEITH MURRAY "Know"
10 BUSTA RHYMES/MARIAH

WNVZ/Norfolk, VA * PD: Ben Lendon MD Jay West B R KELLY "Ignition" 1 NAS "Can

KKWD/Oktahoma City, OK *
PD: Steve English
MD Clace Side

1 R KELLY "Ignition"

1 B2K "Girthrend"

BRIAN MCKNIGHT Woulda"

KQCH/Omaha, NE *

PB- Enth Johnson

3 R KELLY "Ignotion"
FABOLDUS F/LIL MD Can'T
TLC "Damaged"

PD. Steros Delition of FL *
PD. Steros Delition APD Kohn Nomely
MD Jay Len
7 NIVEA "Laundromet"
4 2PAC F/TRICK DADDY "Ballin"
82X "Guiffrend" WPYO/Orlando, FL *

PD: Stove Bartol
MD JHI Strade
34 DJ ICEY "Dreams"
11 KREO "Burn"
GINUWINE THEIR KCAQ/Oxnard-Ventura, CA *

Big Bear
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LIL MO FFRBOLOUS "Ever"
BZK Gwittiend
BRIAH MCKNIGHT "Woulda
WAYNE WONDER "Lefting KKUU/Palm Springs, CA

PP Antese FFRICK DADV Salin By Set Certifierd SOMKAT Weekon BRIAN MCKNIGHT Would LL MO FFABO DOS Five! WPHI/Philadelphia, PA * 79 Celty Celt Bib. Raphes! Relf! George S. BADY FICLIPSE Trappered 8 SEAN PAUL "Bury" MKED (Debenis A.7 *

word included the production of the production o

| Blatt Internal | R KELLY "Ignition" | FIELD MOB "Lonely" | B2K "Guithend" | 2PAC F/TRICK DADDY "Balkin' | MARQUES HOUSTON "That"

CCJM/Portland, OR *
DI/Prep, Mark Adams
APD Mento Devee
MD: Alexa
2 B2K "Furfrend"
BRIAM MCC/MGHT "Woulda"
DJ KAY SLAY "Much"
LIL MO 67/ABOLOUS "Ever"

WPKF/Poughkeepsie, NY John Jamin DAID: C. J. Michilyve SEAN PAUL "Busy" SNOOP DOGG "Beautiful" 2PAC F/TRICK (DADDY "Balli B2K "Girthend" FAT JOE "Need"

PD BJ Block
MD DJ Stress
6 TLC "Hand"
3 2PAC F/FRICK DADDY "Balkn
1 LIL" MO F/FABOL OUS "Ever"
BRIAN MCKNIGHT "Woulds"

KWNZ/Reno, NV *
PD. Bill Scholz
III Boff-FABOLOUS "Ever"
2 PPAC FTRICK DADDY "Bain"
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BUSTA RHYMES/MARIAH "Kn

KWYL/Reno, NV *
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82X "Griffrend"
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SANTAMA FAMUSIO Nothing."
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SEAN PAUL "Busy"

KBMB/Sacramento, CA *
PB D-Reck
APO-MB J.R
24 B2K "Girlfrend"
12 LIL MOFF/ABDLOUS "Ever
B G" Hoffest
BRIAN MCKRIGHT "Woulda"

BRIAN MCKNIGHT "Woulda"
KSFM/Sacramento, CA "
VP/Prog Mark Evans
PD Byton Kannoby
MD Tany Tecate
BZK "Girthand"
BRIAN MCKNIGHT "Woulda
LIL KIM "Jump" /OCQ/Salisbury, MD

PD: Wookie,
MD Bookie
GINUWINE "Hell"
LIL' IKIM "Jump"
LIL MO FFABOLOUS "EW KUUU/Salt Lake City, UT

KUUU/Sait Lake City, UT Owen, Brain Which Sait Annual Sait Annual

XHTZ/San Diego, CA *
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APD, Senny Leco
MD: Prable Sate
4 FAT JD: Thead*
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SEAN PAUL "Busy."

SEAN PAUL "Boys"

KMEL/San Francisco, CA *
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BRANN MCXINGHT "Polical
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SANT JAMA J'AN JOB - SIGNINGHT J'AN

KWWV/San Luis Ohison, CA

KWWV/San Luis Obispo.

DWPD: Capie
APO, MD: Hazweil
32'K 'Gerfferer'
BRANK WCANIGHT 'Wouda'
'STAGGALE' Rep'
'STAGGALE' Rep'
'AC LUPSE FRAITH EVANS. 'Na.'
12 SILU CANTELL' Breath'
10 PRIMARY COLOR' Change'
10 PRIMARY COLOR' Change'
11 BRIAN ACCINGHT 'Wouda'
11 LIM O FRASOLOUS 'Ever'
LICL' F. F. & Cressin'
11 CLOR' F. & Cressin'
12 SILU CANTELL' Presentir'
13 BRIAN ACCINGHT 'Wouda'
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SANTAMA FAMUSIO "Nothing"
KUBE/Seattle-Tacoma, W
OM Shellle Hart
PD: Enc Powers
MD Karen Whit
7 2PAC F TRICK DADDY "Balinn
1 CLIPSE F FA TH EVANS" MA"
BRIAM MUKNIGHT "Woulds" BRIAN MCKNIGHT "Woulds"
KBTT/Shreveport, LA *
PO/MO Queen Echels
13 FAT JOE "Need"
11 LIL MO FFABOLOUS "Ever"
13 BZK Griffnego"

LIL MO F/FABOLOUS "Ever" B2K Girthend" BRIAN MCKNIGHT "Woulda SANTANA F/MUSIQ "Nothing" KYWL/Spokane, WA

Steve Kickinghter
Clinick Wright
B2K "Griffriend"
BRIAN MCKNIGHT "Woulde
LIL MD F/FABOLOUS "Ever

(SPW/Springfield, MO 10/000 Carts Canson 1 BASY FCLIPSE "Happened" 1 BRIAN MCKMIGHT "Woulds"

KWIN/Stockton-Modesto, CA * VIN/STOCKION-MODESTO, Amanda Ding FIELD MOB"Lonely" CLIPSE FFAITH EVANS "Ma" BRIAIN MECKINGHT "Woulda" 2PAC F/TRICK DADOY "Bahn" BOOMMAT "Winckon" CLICK F/E 40 "Bossin" LIL MO F/FABOLOUS "Evet" SANTANA F/MUSIQ "Nothing"

WLLD/Tampa, FL * APO: Scantman MD Bests No Adds

KOHT/Tucson, AZ * ONE Store King PD/APO R Dub! MD: Richard Villatebes 13 OMX "X" NIVEA "Laundromat" R KELLY "Ignition"

KBLZ/Tyler-Longview, TX PD LT

MB Marcus Love

2PAC F/TRICK DADDY "Ballin"

B2K "Geffhand"

BRAN MCKNIGHT "Woulda"

CLICK F/E-40 "Bossin"

WPGC/Washington, DC * OM Reggie Reuse
VP/Prog. Jay Stevens
IND Sarah O'Conner

8 SMILEZ AND SOUTHSTAR "Tell

WMBX/West Palm Beach, FL *

Mark McCray
Dambias
Dambias
ZPAC FARICK DADDY "Ballin
ROOTS FARUSIQ "Break"
LIL MO FAABOLOUS "Ever"
BXY "GATTeend"
TLC "Hand" KDGS/Wichita, KS *
PD Greg Williams
BD Jas Jo Celline
30 82x "Gentrend"
5 PPAG FRICK DADDY "Balen
BRIAN WCKNIGHT "Woulda"
MARQUES HOUSTON "That"
STAGGALEE "ROI"

*Monitored Reporters 92 Total Reporters



82 Total Monitored

10 Total Indicator 9 Current Indicator Playlists

Did Not Report, Playlist Frozen (1): KMRK/Odessa-Midland, TX



kpowell@radioandrecords.com

The Godfather Of Urban Radio

How Hal Jackson broke radio's many barriers

Hal Jackson is not only one of the most respected men in radio, he is most definitely a man of many firsts. He has been a big inspiration for many African-American broadcasters, executives and artists. Jackson is, without a doubt, a very important part of radio history and certainly must be recognized during Black History Month.

With more than 60 years' experience in the broadcast industry, Jackson, while paving the way for those following him, was the first African-American radio announcer in network radio and the first minority inductee into the National Association of Broadcasters Hall of Fame.

He was also the first African-American host of a jazz show on the ABC network, the first person to broadcast live from a theater and the first African-American radio sports announcer. Now he is set to receive the first-ever Special Recognition Pioneer Award for Broadcasting at the Rhythm & Blues Foundation's 13th annual Pioneer Awards.

Overcoming Prejudice

Jackson recalls his youth and his start in radio, saying, "Both of my parents passed away when I was 8, and I moved to Washington, DC with an aunt. At the age of 15 I was working two jobs. I worked at the railroad station, and I was a busboy at a restaurant, plus going to school at the same time. But I had made up my mind that I wanted to be involved with radio, somehow or some way."

After high school Jackson attended Howard University and found his first fame as a broadcaster at WOOK/Washington, calling Howard's home baseball games and the local American Negro Baseball League games. That would prove to be just the beginning of his career.

He says, "I went to WINX/Washington, which was owned by the Washington Post, and proposed the idea of a radio show that I wanted to do. I told them that I already had my sponsors.

"Washington, DC was segregated at the time, and WINX had no African Americans on the air. I remember the GM calling in the entire staff while I was there and asking them if they could believe that a black man — although he didn't to refer to me as nicely — wanted to go on the station. He

told me, 'That will never happen. Goodbye, sir.'"

Not one to be stopped, Jackson purchased airtime on WINX through a wholesale radio buyer. "At that time you could buy airtime and you didn't have to reveal what the show was, as long as it had a major advertiser," he says. "So, a few weeks later I bought time, and I went to

the station 10 minutes before it was time to go on the air. At that point it was too late for the station to stop us."

Hal Jackson

"Most stations just want to make sure to get to their commercials; they're not interested in the talent using the whole afternoon to prove their personalities."

Among his first guests were Dr. Mary McLeod Bethune and Dr. Charles Drew, who developed the process of blood transfusion and pioneered long-term blood storage.

"This show was formatted to introduce and showcase the achievements of African Americans," Jackson says. "It was so successful that, within three weeks, it was broadcast on two additional stations, WSID/Baltimore and WANN/Annapolis, MD. A short time after that WINX became WOOK.

Harlem Shuffle

In 1954 Jackson left Washington, DC to work at WLIB/New York, the city's big R&B station. "The minute I got to New York, another station, WMCA, and the ABC network both wanted me to do shows," he says.

"I had no exclusive contract, so I did 3-7pm on WLIB, playing R&B music, and from 8-10pm I was on

WMCA, playing pop music. At midnight I hosted the jazz show *Live From Birdland* on ABC. People like Charlie Parker, Sinatra, Ava Gardner and others would drop by the show. The first hour was live, and then we went to a studio. It was a wonderful thing."

Jackson says he was able to break many barriers be-

cause he developed relationships with both the performers and the advertisers. He was able to successfully sell the advertisers' product by not only doing the commercials on the air, but by making appearances as well.

For example, Jackson helped Parks Sausage, the country's first African-American-owned consumer product company, become successful. He suggested that Parks go directly to the people by hiring attractive women to stand in front of local stores with platters of Parks sausage on toothpicks, offering free samples. Jackson would then do a live remote and interview the consumers. It was a very successful campaign, and Parks soon had contracts with every major East Coast supermarket chain.

Jackson eventually worked for many other New York radio stations, including WWRL, WNJR and WBLS. He was also given a chance to do television at a time when TV was off-limits to African Americans, when he was approached about doing a local Sunday-morning children's show.

Jackson immediately accepted and became the host of *Uncle Hal's Kiddy Show*, which was a chance for children of all races to showcase their talent. He went on to host *Frontiers of Faith*, a religious program, on WNBC-TV.

In the 1970s Jackson established and was involved in many programs to support and encourage young African-American women. Hal Jackson's Talented Teens International



The Rhythm & Blues Foundation

Hal Jackson will soon receive the first-ever Special Recognition Pioneer Award for Broadcasting from the Rhythm & Blues Foundation. The R&B Foundation is a nonprofit organization whose mission is to save America's soul music. The group works diligently to preserve black history as it pertains to rhythm and blues.

Cecelia Carter, Executive Director of the R&B foundation, says, "At the Rhythm & Blues Foundation we promote and preserve the legacy of R&B music. We were founded in 1988 through a generous donation from Atlantic Records.

"Through the foundation, record companies — which are huge supporters of the foundation — are able to get money to those performers who didn't get royalties in their peak performing years or are no longer receiving royalties. So many of them have fallen on hard times or don't have things like health insurance. That's one of the main ways we help preserve the music.

"We provide medical and financial assistance made possible by incredible endowments from friends of the foundation, such as Berry Gordy. He donated almost \$1 million in his sister's name. And we receive generous donations from Motown/Universal Records that help to provide funds and grants to the artists as they show need. It's all confidential. An artist can call and ask for help with their medical coverage, rent, etc.

"We're finding that a lot of calls are coming in for long-term care, as some of these artists are aging and have issues with heart disease and diabetes. We have given away over \$3 million in the history of the foundation. We serve artists who recorded from the 1940s through the '70s. The R&B Foundation is the only organization that is solely dedicated to helping R&B artists. It's a mission of love.

"The foundation also recognizes artists as pioneers of their art form. We do this through the Pioneer Awards, which is the recognition that Hal Jackson is receiving this year. He will be the first-ever recipient outside of the performance category.

"Hal was basically the first person to play R&B music on the radio. He's so steeped in R&B history and legend that we must recognize the man who is really responsible for getting these artists airlime and

"Hal understands what it's about. He has, at one point, touched all of the greats. He understands the mission of the foundation because he understands the artists. Honoring him is a treat, as well as something that absolutely must be done."

Scholarship Competition was formed for exactly that purpose. Some former participants include Jada Pinkett-Smith, Sheryl Lee Ralph, CeCe Peniston and the late Michelle Thomas. The program has awarded thousands of dollars in scholarships and prizes.

Many Changes

Jackson feels that radio has changed tremendously since he started out. "Personality radio has dropped a lot," he says. "It used to be about bringing forth the personalities; now it's more or less like a routine or a machine.

"Most stations just want to make sure to get to their commercials; they're not interested in the talent using the whole afternoon to prove their personalities. The talent of today don't have a chance to shine as they did in years past."

Despite the ever-changing world of radio, Jackson, who is now in his late 80s, has some sound advice for young broadcasters. "First of all, those interested in broadcasting should get into school and study," he says. "We are blessed these days with many training schools, and there are many areas where you can get scholarships.

"Don't let yourself believe it can't be done. If you think that you can, you will. It's all in your state of mind. I live by one motto: If you want to be a big star, be one. But always remember one thing while you're climbing the ladder: It's nice to be important, but it's important to be nice. Keep your feet on the ground and work very hard."

TALK BACK TO R&R!

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

Call me at 310-788-1668 or e-mail: kpowell@ radioandrecords.com

46 URBAN TOP 50

Powered B

Di .		February 21, 2003					
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	GROSS IMPRESSIONS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	0	50 CENT In Da Club (Shady/Aftermath/Interscope)	3867	+ 245	(00) 624183	7	66/0
2	2	R. KELLY Ignition (Jive)	3316	-25	520640	17	66/0
3	3	AALIYAH Miss You (BlackGround/Universal)	3096	+38	520919	13	14/0
4	4	JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	2765	+238	365507	8	63/0
6	6	MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	2578	+240	370564	8	68/0
7	6	TYRESE How You Gonna Act Like That (J)	2567	+241	438403	14	65/0
5	7	JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	2347	·130	299412	8	60/0
10	8	FIELD MOB Sick Of Being Lonely (MCA)	1964	+73	263442	18	53/1
9	9	50 CENT Wanksta (Shady/Interscope)	1914	-90	291945	13	56/0
15	1	JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)	1808	+352	286643	4	65/0
16	0	JUSTIN TIMBERLAKE Cry Me A River (Jive)	1651	+195	271030	6	61/2
8	12	B2K AND P. DIDDY Bump, Bump, Bump (Epic)	1615	-489	216453	13	64/0
17	13	NIVEA Laundromat (Jive)	1612	+162	249033	7	61/1
13	14	ERYKAH BADU F/COMMON Love Of My Life (Magic Johnson/MCA)	1572	-185	286922	26	64/0
11	15	DRU HILL Should Be (Def Soul/IDJMG)	1514	-367	215884	17	60/0
12	16	NELLY Air Force Ones (Fo' Reel/Universal)	1481	-311	182255	18	58/0
18	17	SMILEZ AND SOUTHSTAR Tell Me (ARTISTdirect)	1336	.77	160958	14	59/0
14	18	JAHEIM Fabulous (Divine Mill/WB)	1282	-198	217068	19	55/0
28	19	SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)	1209	+256	201756	4	59/1
21	20	COMMON F/MARY J. BLIGE Come Close To Me (MCA)	1201	-24	168901	11	48/0
33	21	L1L' KIM The Jump Off (Queen Bee/Atlantic)	1163	+314	187230	3	61/4
31	22	BABY F/CLIPSE What Happened To That Boy? (Cash Money/Universal)	1157	+226	163643	7	55/12
22	23	MARQUES HOUSTON That Girl (Interscope)	1112	-89	179827	5	56/3
20	24	BUSTA RHYMES Make It Clap (J)	1082	-152	157119	15	58/0
29	25	GINUWINE Hell Yeah (Epic)	1061	+122	155436	4	56/0
30	26	VIVIAN GREEN Emotional Rollercoaster (Columbia)	978	+45	135407	12	38/0
24	27	2PAC Thugz Mansion (Amaru/Death Row/Interscope)	946	-187	121537	12	50/0
27	28	BLACKSTREET Deep (DreamWorks)	904	-63	110890	10	54/0
23	29	BABY FIP. DIDDY Do That (Cash Money/Universal)	879	·270	106746	14	53/0
34	30	WAYNE WONDER No Letting Go (VP/Atlantic)	861	+29	97204	9	40/1
25	31	NAS Made You Look (Columbia)	795	·225	116256	11	50/0
37	32	CLIPSE F/FAITH EVANS Ma, I Don't Love Her (Star Trak/Arista)	757	+60	89758	6	47/0
26	33	LL COOL J F/AMERIE Paradise (Def Jam/IDJMG)	717	-293	116579	10	51/0
50	34	NAS I Can (Columbia)	695	+246	90356	2	49/8
42	35	SYLEENA JOHNSON Guess What (Jive)	685	+113	60197	5	39/1
35	36	EVE Satisfaction (Ruff Ryders/Interscope)	661	-160	94084	14	42/0
47	3	MARIO C'mon (J)	653	+190	75351	2	42 2
32	38	JAY-Z F/BEYONCE' '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	648	-264	78170	17	55/0
48	39	SEAN PAUL Get Busy (VP)	647	+189	91294	2	39/5
41	40	FLOETRY Say Yes (DreamWorks)	644	+49	86618	3	48/0
38	41	K-CI & JOJO This Very Moment (MCA)	627	-40	66929	8	43/1
Debut>	42	KILLER MIKE A.D.I.D.A.S. (Aquemini/Columbia)	622	+ 180	67238	1	44/5
39	43	LIL' JON & THE EASTSIDE BOYZ Don't Give A @#\$% (TVT)	592	-68	84354	10	22/0
36	44	TRICK DADDY Thug Holiday (Slip 'N Slide/Atlantic)	586	-120	56893	12	29/0
_	4 5	BUSTA RHYMES & MARIAH CAREY Know What You Want (J)	584	+140	133975	2	15/14
43	4 5	CHOPPA Choppa Style (No Limit/Universal)	566	+24	63703	5	23/0
Debut>	①	FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)	540	+252	43148	1	40/3
44	48	FAT JOE All Need (Terror Squad/Atlantic)	492	-26	45404	4	33/0
Debut	49	MR. CHEEKS Crush On You (Universal)	479	+65	72614	1	37/3
Debut>	5 0	TLC Hands Up (Arista)	467	+147	40078	1	37/3

69 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 2/9-2/15. 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 (© 2003, The Arbitron Company). © 2003, R&R, Inc.

Most Added®

www.rradds.com

ARTIST TITLE (ABEL(S)	เออร
B2K Girlfriend (Epic)	42
KELLY PRICE He Proposed (Def Soul/IDJMG)	29
LIL' MO F/FABOLOUS 4 Ever (Elektra/EEG)	28
BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown)	24
BUSTA RHYMES & MARIAH CAREY I Know What You Want (J)	14
BABY F/CLIPSE What Happened To That Boy? /Cash Money/Universal/	12
NAS I Can (Columbia)	8
KILLER MIKE A.D.I.D.A.S. (Aquemini/Columbia)	5
SEAN PAUL Get Busy (VP)	5
LIL' KIM The Jump Off (Queen Bee/Atlantic)	4
MARQUES HOUSTON That Girl (Interscope)	3
FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)	3
MR. CHEEKS Crush On You (Universal)	3
TLC Hands Up <i>(Arista)</i>	3

Most **Increased Plays**

		TOTAL PLAY CREASE
I	JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)	+352
I	LIL' KIM The Jump Off (Queen Bee/Atlantic)	+314
I	SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)	+256
I	FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)	+252
I	NAS I Can (Columbia)	+246
I	50 CENT In Da Club (Shady/Aftermath/Interscope)	+245
	TYRESE How You Gonna Act Like That (J)	+241
	MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	+240
	JENNIFER LOPEZ FILL COOL J All I Have (Epic)	+238
	BABY FICLIPSE What Happened To That Boy? (Cash Money/Universal)	+226

New & Active

B2K Girlfriend (Epic)

Total Plays: 446, Total Stations: 43, Adds: 42

MARIAH CAREY F/CAM'RON Boy (I Need You) (MonarC/IDJMG) Total Plays: 391, Total Stations: 28, Adds: 0

NAAM BRIGADE What You Doin' Wit Dat (ARTISTdirect) Total Plays: 381, Total Stations: 39, Adds: 1

TRINA F/LUDACRIS B R Right (Slip 'N Slide/Atlantic) Total Plays: 375, Total Stations: 21, Adds: 1

ERICK SERMON Love Iz (J)

Total Plays: 337, Total Stations: 31, Adds: 2

ROOTS F/MUSIQ Break You Dff /MCA/ Total Plays: 322, Total Stations: 15, Adds: 0

B.G. Hottest Of The Hot (In The Paint/Koch)

Total Plays: 258, Total Stations: 21, Adds: 2

BEENIE MAN F/LADY SAW... Bossman (Virgin) Total Plays: 189, Total Stations: 26, Adds: 2

LIL' MO F/FABOLOUS 4 Ever (Elektra/EEG)

Total Plays: 185, Total Stations: 33, Adds: 28

FREEWAY f/ALLEN ANTHONY Alright (Roc-A-Fella/IDJMG) Total Plays: 150, Total Stations: 21, Adds: 1

Songs ranked by total plays

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Stations and their adds listed alphabetically by market

WAJZ/Albany, NY 1 PD/MD: Sugar Bear APD: Marie Cristal

19 B2K "Griffriend" 1 LH: MO F/FABOLOUS "Ever"

Reporters

KBCE/Alexandria, LA APD/MO: Dell Banks 2 SEAN PAUL "Busy" BUSTA RHYMES/MARIAH "Know

KEDG/Alexandria, LA OM/PD: Jay Stevens MD: Wade Hampton 10 BUSTA RHYMES/MARIA BIG C THEIT

WHTA/Atlanta, GA * WHTA/Atlanta, GA *
PD: Jerry Smokin' B
APD: Ryan Cameron
MD: Ramona Debraux
7 BABY F/CLIPSE "Happer
2 NAS "Can"

WVEE/Atlanta, GA *
OM/PD: Tony Brown
APD/MD: Tosha Love
29 BUSTA RHYMES/MARI/
21 B2K "Griffred"
KULLER MIKE "A D I D"

WFXA/Augusta, GA * OM/PD: Ron Thomas APD: Mojo 14 TLC "Hand" 4 LRL MO FFABOLOUS "Ever"

WPRW/Augusta, GA * PD: Tim Snell MD: Nighttrain No Adds

WERQ/Baltimore, MD ^o PO: Dion Summers APD/MD: Nete At Night

WEMX/Baton Rouge, LA*
OM: Don Gosselin
PB: J-Tweezy
47 IKP PLAYERS "This"
38 BLSTA RHYMICS/MARIAH "KG
21 AMANDA PEREZ "Ange"
8 BZX "Galfriand"
2 ERICK SERMON "Love"
1 KELLY PRICE "Proposed"
1 LIL' MO FFABOLOUS "Ever"

KTCX/Beaumont, TX *
OM: Jim West
PD: AI Payne
2 B2K "Griffnerd"
1 TRINA FALIDACRIS "Right"
1 LIL MO FFABOLOUS "Ever"

WJZD/Bilaxi-Gulfport, MS *
OM/PD: Rob Meal
MD: Tabari Daniels
B2X *Confinent'
BRIAN MCONGHT *Woulda*
BUSTA RHYMES/MARIAH *Know
KELLY PRICE *Proposad'
LIL' MO F/FABOLOUS *Ever*

WBOT/Boston, MA * PD: Sieve Gousby APD: Lamer Robinson MD: T. Clark

WBLK/Buffalo, NY *
PD/MD: Chris Reynolds
No Adds

WWWZ/Charleston, SC *
OM/PD: Terry Base
MD: Yenni O'Donohue
14 82X 'Selfrend'
6 8G "Hotels"
4 KELLY PRICE "Proposed"
BUSTA RHYMESMARIAH "Know LIL' MO FRABOLOUS "Ever"

WPEG/Chartotte, NC PD: Terri Avery APD/MD: Nate Quick

37 B2K "Griffrend"
12 NAS "Can"
5 BEENIE MAN F/LADY. "Boss
1 FABOLOUS F/LIL' MO "Can"
KELLY PRICE "Proposed"

WJTT/Chattanooga, TN °
PD: Keith Landecker
MD: Magic
13 SANTANA FARUSIO "Nothing"
7 RON ISLEY FR KELLY "Wheir
7 EXX "Geiffrend"
1 ILI" MD FFABOLOUS "Ever"
3 BRIAN MCKNEGHT "Wooda"
BUCWWEAD "Tathoos"
KELLY PRICE "Proposed"

WGCI/Chicago, IL *
OM/PD; Elroy Smith
APD/MD: Tiffany Gre 9 MARQUES HOUSTON "That" 5 R KELLY "Leave" 50 DENT "21"

WPWX/Chicago, IL PD: Jay Alan MD: Traci Reynolds 44 BUSTA RHYMES/MARIAH "I 10 B2K "Gerthend" 8 LIL"MO FFABOLOUS "Ever" 2 SEAN PAUL "Busy"

WIZF/Cincinnati, OH *
PD/MD: Terri Thomas
11 B2K "Griffrend"

WENZ/Cleveland, OH *
MD: Lexx Ali

1 KELLY PRICE "Proposed"
LIC KIM "Jump"

WHICT/Columbia, SC ° PD: Chris Connors APD: Harold Banks MO: Shanik Mincle

WWDM/Columbia, SC * PD/MD: Mike Love APD: Vernessa Pendergrass 8 B2K "Griffnend" 7 KELLY PRICE "Proposed" 2 BRIAN MCKNIGHT "Woulds" 1 LIL: MO F/FABOLOUS "Ever"

WFXE/Columbus, GA PD: Michael Soul

PD: Michaet Sour 16 Choppa "Choppa" 11 LIL: MO FFABOLOUS "Ever" 9 KELLY PRICE "Proposed" 7 BRUAN MICKNIGHT "Woulda" 5 BEENIE MAN F/LADY "Bossi

WCKX/Columbus, OH *
PD: Paul Strong
MD: Warren Stevens
8 SEAN PAUL "Busy"
BEENE MAN FAADY "BO
KELLY PRICE "Proposed"

KKDA/Dallas-Ft, Worth, TX * PD/MD: Skip Cheatham 36 LIL'KIM "Jump" 13 82X "Guffrand" 9 KILLER MINE "AD I D" K-CI & JOJO "Moment"

WRDU/Dayton, OH * PO: Marco Simmons MD: Theo Smith

2 NAAM BRIGADE "What"

1 NAS "Can"

BZY "Garthiend"

BRIAN MCKINGHT "Woulda"

KELLY PRICE "Proposed"

WDTJ/Detroit, Mi *
PD: Lance Pation
MD: Spudd
22 B2x "Griffrend"
21 BABY FGLIPS: "Happened"
13 MARQUES HOUSTON "That"
12 BG "Hottest"
4 SEAN PAUL "Busy"

WJLB/Detroit, MI * PD: KJ Holiday APD/MD: Kris Kelley

2 KELLY PRICE "Proposed" B2K "Griffnend" LIL' MO F/FABOLOUS "Ever"

WJBT/Jacksonville, FL °
PD: Milta Wffikams
MD: G-Wiz
6 BABY F/CLIPSE "Happened"
2 TLC "Hand"
1 MAS "Can"
JUSTIN TIMBERLAKE "River

W.J.W./Dothan, A.L.
OM/PD: JR WHeon
MD: Jarrar Wilson
5 B2K "Galfrend"
5 UL: MO FFABOLOUS "Ever"
5 BRIAN MCXINGHT "Woulds
5 KELLY PRICE "Proposed"

WZFX/Fayetteville, NC °
PD: Jeff Anderson
APD: Garrett Davis
MO: Taylor Morgan
7 LIL' MO F/RADLOUS "Ever" 5 KELLY PRICE "Proposed"
1 B2X "Gefmend"
1 KILLER MIKE "A D I D "
BUSTA RHYMESMARMH" T

WDZZ/Filmt, MI *
PD/MD: Chris Reynolds

21 TLC "Hand" 19 JOE F/MR CHEEKS "Get 19 NAS "Can" 5 LIL'KIM "Jump" 3 MR CHEEKS "Crush"

WTMG/Gainesville-Dcala, FL *
PD/APD: Chris Ryan
4 LI: MO FFABOLOUS "Ever"
3 KELLY PRICE "Proposad"
62% "Griffand"
BRIM MODRIGHT "Woulds"
BUOWNEAD "Tathoos"
SWAAP SOLDMS "MIZZUP"

WIKS/Greenville, NC * PD/MD; B.K. Kirkland

WJMZ/Greenville, SC * PD/MD: Doug Davis 1 MARIO "C'mon" 82K "Griffnend"

WEUP/Huntsville, AL * PD/MD: Steve Murry

WJMI/Jackson, MS *
OM/PD/MD: Stan Branson
4 BUSTA RHYMES/MARIAH "K
82K "Griftnend"
BRIAN MCXNIGHT "Woulda"
LII. MO FRABOLOUS "Ever"
KELLY PRICE "Proposed"

WRJH/Jackson, MS 1 PD: Steve Postor MD: Lil Homie

WFXM/Macon, GA OM/PD: Raiph Meachirn 6 BUSTA RHYMES/MARIAH "Know 6 LRI' MO F/FABOLOUS "Ever"

KPRS/Kansas City, MO *
APD/MO: Myron Fears
10 82K "Garlhend"
5 KELLY PRICE "Proposed"
3 BRIAN MICONGHT "Woulds"
1 LIL' MO F/FABOLOUS "Ever"
BUSTA RHYNKES/MARIAH "K
MAS "Can"

KIIZ/Killeen-Temple, TX PD/MD: Mychal Maguire 10 BEENIE MAN F/LADY "Bos

KRRQ/Lafayette, LA *
PD/MD: John Kinnil
6 UK: MO FFABOLOUS "Ever"
5 82K "Girthrend"
4 BUSTA RHYMES/MARIAH "Know"
KELLY PRICE "Proposed"

WQHH/Lansing, Mi * PD/MD: Brant Johnson

22 SEAN PAUL "Busy"

1 LIL MO FFABOLOUS "Ever"
BUSTA RHYNES/MARIAH "Know
BRIAN MCKNIGHT "Woulda"

WBTF/Lexington-Fayette, KY PD/MD: Jay Alexander 29 MR CHEEKS "Crush"

1 LIL' MO F/FABOLOUS "Ever"
BRIAN MCKNIGHT "Woulda"
B2K "Griffriend"

KIPR/Little Rock, AR * DM/PD/MD: Joe Booker B2K "Gerlinend"
BUSTA RHYMES/MARIAH "Know
KELLY PRICE "Proposed"
LIL" MO F/FABOLOUS "Ever"

KKBT/Los Angeles, CA * PD: Rob Scorpio MD: Dorsey Fuller 19 SEAN PAUL "Busy" 13 BABY F/CLIPSE "Ha WC "Flirt"

WGZB/Louisville, KY * PD: Mark Gunn MD: Gerald Harrison 28 RELD MOB "Lonely" 23 NVEA "Laundromat" 1 BZK "GARRISON" 1 BRIAN MCKNIGHT "Woul

PD: Chris William APD: Ava Blakk 2 NAS "Can"

WHRK/Memphis, TN * OM/PD; Nata Bell APD: Elleen Collier MD: Devin Steel

BRIAN MCKNIGHT "Wo B2K "Guifnend" KELLY PRICE "Propose

WEDR/Miaml, FL * OM/PD/MD: Cedric Hollywood 30 B2K "Girlfnend" 1 BUSTA RHYMES/MARIAH "Kri BRIAN MCKNIGHT "Woulda"

WKKV/Milwaukee, WI *
PD: Ronn Scott
MD: Doc Love
23 MARIO "Cimon"
19 MAS "Can"
19 MAS "Can"
19 MAY EAUPSE "Happened"
9 KILLER MIKE "A DID "
8 KELLY PRICE "Proposed"
2 B2K "Girlinend"

WBLX/Mobile, AL.*
PD/MD; Myronda Reuben
3 LII: MO F/FABOLOUS "Ever
2 B2K "Griffnend"
BRIAN MCXMGHT "Woulda
KELLY PRICE "Proposed"

WZHT/Montgomery, AL PD: Darryl Etlioti MD: Michael Long 22 CHOPPA "Choppa" 15 KILLER MIKE "A D I D "

2 NAS "Can" 2 SNOOP DOGG "Beautiful"

WUBT/Nashville, TN * PD/MD: Kiki Henson

KNDU/New Orleans, EA * PD; Lamonda Williams 82K "Griffrend"

WOWL/Norfolit, VA *
OM/PD: Daisy Davis
APD/MB: Michael Mauzone
42 BUSTA RHYMES/MARIAH "Know"
10 FREPMAY "Aingle"
4 LIL: MO FFABOLOUS Ever"
1 BSY "Griffand"
BRIAN MCKNIGHT "Woulda"

KVSP/Oklahoma City, OK * OM/PD: Terry Monday MD: Eddie Brasco

6 B2K "Girthend" 1 BABY F/CLIPSE "Happen BRIAN MCKNIGHT "Wou KELLY PRICE "Proposed"

WUSL/Philadelphia, PA * MD: Coka Lani AMD: Cosmic Kev 5 LIL: MO FFAROLOUS "Ever

82'K "Gettriend" KELLY PRICE "Proposed"

WAMO/Pittsburgh, PA 1 Interim PD/MD; DJ Boog Interim P'D/MU; DJ Boogle 27 B2K "Griffrend" 16 BABY F/CLIPSE "Happened" 3 BRIAN MCKNIGHT "Woulda" KELLY PRICE "Proposed"

WQDK/Raleigh-Durham, NC PD: Cy Young MD: Sean Alexander JUSTIN TIMBERLAKE "River KELLY PRICE "Proposed"

WBTJ/Richmond, VA * PD: Aaron Maxwell MD: Mike Street

WCDX/Richmond, VA PD: Terry Foxo: MD: Reggie Baker 18 BABY F/CLIPSE "Happened" 16 MR CHEEKS "Crush" 2 FABOLOUS F/LIL' MO "Cant' PD: J.D. Kunes MD: Alvin "Big Not" Smalls 2 BABY F/CLIPSE "H

WDKX/Rochester, NY **
ONL/PD: Andre Marcel
MD: Kala O'Neal

2 BABY F/CLIPSE "Happened" 1 BRIAN MCKNSGHT "Woulde" 82K "Girthend" LIU MO F/FABOLOUS "Ever"

WTLZ/Saginaw, MI *
PD: Eugene Brown
BRIAN MCKNGHT "Woulda"
IQLER MIKE "A D.I.D."
MARQUES HOUSTON "That"
SNOOP DOGG "Beautus"
WAYNE WONDER "Luting"

WEAS/Savannah, GA
PD: Sam Netson
MD: Jewel Carter
6 FABOLOUS FAUL MO "Cant"
2 NAS "Can"
32X "Griffrend"
3RIAN MICHIGHT "Woulda"
SEAN PAUL "Busy"

KDKS/Shreveport, LA * PD/MD: Quenn Echals No Adds

KMJJ/Shraveport, EA *
PD: Long John
14 SYLEENA JOHNSON "What"
12 B2K "Garlfrand"
6 UL" NO FRABOLOUS "Ever"
BRIAN MOCONGRIT "Moulda"
ÆLLY PRICE "Proposed"

KATZ/St. Louis, MO * PO: Eric Mychaels 13 BABY F/CLIPSE "Happened" 3 ERICK SERMON "Love" 1 B2K "Girlfnend" WFUN/St. Louis, MO * APD: Craig Black MD: Koa Koa Thai

WPHR/Syracuse, NY *
PD: Butch Charles
ND: Kenny Dees
SB BUSTA RHYMES/MARIAH TK
5 BZK "Griffering"
5 KELLY PRICE "Proposet"
5 ILL MO F/FABOLOUS "Ever"
BRIAN MCONIGHT "Moute"

WTM P/Tampa, FL MD: Big Money Ced 15 82K "Gritnend" 10 BRIAN MCKNIGHT "Woulda"

WJUC/Toledo, OH PD: Charlie Mack MD: Nildti G. 23 KELLY PRICE "Proposed" 10 B2K "Griffrend" BRIAN MCKNIGHT "Wox

KJMM/Tulsa, DK * OM: Bryan Robinson PD: Terry Monday APD/MD: Aaron Bernard

17 82K "Girlfrand"
2 BABY F/CLIPSE "Happened"
BRIAN MCKNIGHT "Woulds
KELLY PRICE "Proposed"

WESE/Tupelo, MS PD/MD: Pamela Aniese JAY-Z "Excuse"
MARQUES HOUSTON "That"
WAYNE WONDER "Letting"

WKYS/Washington, DC * PD: Darryl Huckaby MD: P-Stew

2 KELLY PRICE "Proposed" LIL' MO F/FABOLOUS "Ever

*Monitored Reporters **80 Total Reporters**

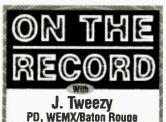


69 Total Monitored 11 Total Indicator

Most Played Recurrents MISSY ELLIOTT Work It (Gold Mind/Elektra/EEG) 935 MUSIQ Dontchange (Def Soul/IDJMG) 889 621 LL COOL J Luv U Better (Def Jam/IDJMG) SEAN PAUL Gimme The Light (VP/Atlantic) 620 **GINUWINE** Stingy (Epic) 425 NELLY F/KELLY ROWLAND Dilemma (Fo' Reel/Universal) 408 390 AALIYAH I Care 4 U (BlackGround) 378 CLIPSE When The Last Time... (Star Trak/Arista) 369 NAPPY ROOTS Po' Folks (Atlantic) N.O.R.E. Nothin' (Def Jam/IDJMG) 363 335 LUDACRIS Move Bitch (Def Jam South/IDJMG) ASHANTI Baby (Murder Inc./IDJMG) 324 CAM'RON Oh Boy (Roc-A-Fella/IDJMG) 311 BIG TYMERS Still Fly (Cash Money/Universal) 293 270 MUSIQ Halfcrazy (Def Soul/IDJMG) MARIO Just A Friend 2002 (J) 268 P. DIDDY F/GINUWINE I Need A Girl (Part II) (Bad Boy/Arista) 264 ASHANTI Foolish (Murder Inc./IDJMG) 240 NELLY Hot In Herre (Fo' Reel/Universal) 226 AALIYAH Rock The Boat (BlackGround) 225

Indicator Most Added RRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown) NAS I Can (Columbia) B2K Girlfriend (Epic) BUSTA RHYMES & MARIAH CAREY | Know What You Want (J) LIL' MO F/FABOLOUS 4 Ever (Elektra/EEG) BEENIE MAN F/LADY SAW... Bossman (Virgin) SEAN PAUL Get Busy (VP) CHOPPA Choppa Style (No Limit/Universal) KELLY PRICE He Proposed (Def Soul/IDJMG) SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol) WAYNE WONDER No Letting Go (VP/Atlantic) JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG) MARQUES HOUSTON That Girl (Interscope) KILLER MIKE A.D.I.D.A.S. (Aquemini/Columbia) BIG C Hell is A Flame (Independent) FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)





There are a lot of things bangin' here in the Dirty. The minute I put on Key Players' "This Is for My" it took off, and it has not slowed down since. It's easily my most requested record here. I would definitely recommend programmers get their hands on this - they'll see the phones light up. It recently passed 50 Cent's "In da Club." I love the way this record uses the Pac Man beat. Traditionally, Baton Rouge has not been



receptive to a lot of Houston artists, but they are definitely feelin' this joint. Another record that I feel really good about is Amanda Perez. I started playing that early, and I have been seeing a huge female response. One record I think is definitely going to blow is Lil Kim's "The Jump Off." It has such a swinging-ass beat! To my surprise, "Cry Me a River" is doing very well. The more I listen to it, the more I believe that Jon B had better hurry up and drop a new single, because Justin Timberlake is

blowin' up. David Banner's "Get Down Like a Pimp" is also doing well. Of course ESG & Slim Thug's "Get Your Hands Up" is on fire. # I think a lot of radio stations are becoming jukeboxes, so I've decided that I'm going to give my listeners more variety. I went deep into Mariah Carey's album to open up "Irresistible," and we're already getting calls on it. I started playing "Take It From Here" off the Justin Timberlake album, and it's definitely one of the hottest records on the station. We're currently playing at least five 50 Cent records, and they're all doing well.

fter debuting last week with the No. 1 album — selling more than 870,000 units — **50 Cent** remains on top at Urban with "In da Club" (Aftermath/ Interscope) ... R. Kelly's "Ignition" (Jive) is not far behind with 3,314 plays. Kelly's album hit stores this week ... Rounding out a strong top three is Aaliyah's "Miss You" (BlackGround/Universal) ... Reigning king of hip-hop Jay-Z's "Excuse Me



Miss" (Roc-A-Fella/IDJMG) moves 15-10* and grabs Most Increased honors, up 352 plays ... Taking a big jump, from 33-21*, is Lil Kim's "The Jump Off" (Atlantic) ... Snoop Dogg's "Beautiful" (Doggy Style/ Priority/Capitol) surges 28-19* ... Also making nice moves: Field Mob's "Sick of Being Lonely" (MCA), which goes 10-8*; Justin Timberlake's "Cry Me a River" (Jive), up 16-11*; and Nivea's "Laundromat" (Jive), which rises 17-13" ... Over at Urban AC, Jaheim's "Fabulous" (Warner Bros.) holds at No. 1 ... Syleena Johnson's "Guess What" (Jive) is coming right up with 1,018 plays, just 25 behind Jaheim ... Ron Isley & R. Kelly's "What Would You Do" (DreamWorks) debuts this week at an impressive No. 23 and is No. 1 Most Increased ... Floetry's "Say Yes" (DreamWorks) shows no signs of stopping as it moves 18-14* ... Gerald Levert has two songs in the top 10 as "Closure" (Elektra/EEG) moves 12-9*, and "Funny" holds at No. 10.

— Kashon Powell, Urban Editor

PHUNI DAMENTALLY

ARTIST: LII Kim LABEL: Atlantic

By KASHON POWELL / URBAN EDITOR

he Queen Bee is back, and I'm quite sure I'm not the only person who's excited. Lil Kim, known in her native Brooklyn Bed-Stuy, NY neighborhood as Kim Jones, lived on the same block as the Notorious B.I.G. In the mid-'90s a friend told Biggie that Kim knew how to rap, and that was all it took to get the ball rolling for her future.

The hip-hop community was soon blessed with a new rap diva from Biggie's group Junior M.A.F.I.A. Kim was the only female member, but there's no question that she held her own. Hot club and radio hits "Player's Anthem" and "Get Money" helped take the group's debut album, Conspiracy, to gold status.

In 1996 Kim showed us what she could do on the solo tip when she released Hard Core, a P. Diddy-produced smash that allowed Kim to break new ground for female rappers. Her work with Biggie and Junior M.A.F.I.A. helped her establish a fan base quickly, and her debut album was eagerly anticipated. The single "No Time" was a huge hit, and Hard Core quickly rose up the charts, earning double-platinum status.

In 2001 it was definitely the ladies' turn. Kim teamed up with Christina Aguilera, Mva. Pink and Missy Elliott on a remake of "Lady Marmalade" for the Moulin Rouge soundtrack. Few were surprised when this song climbed the charts and Kim won her first Grammy award, for Best Pop Collaboration With Vocals.

It has been almost three years since she released The Notorious K.I.M., and the Queen of Hip-Hop is finally ready to drop some more hits on us. La Bella Mafia is due in early March, and the first single, "The Jump Off," cannot be denied.



This song has all the ingredients of a hit: It is a truly hot record, it was produced by the man with the Midas touch -Timbaland — and it features Mr. Cheeks. And that's just a taste of what's to come on the rest of the album.

La Bella Mafia pairs Kim with Elliott, Twista and Styles P from The Lox, and the contributions from Timbaland, DJ Twinz, Havoc and Swizz Beatz will have your head bouncin'

Kim has not been idle during the time between albums. She has been the spokesperson for MAC's Viva Glam Lipstick and has taken on the position of CEO at her record label, Queen Bee. Junior M.A.F.I.A. member Lil Cease's solo effort was released by Queen Bee.

Ever the well-rounded entertainer, Kim has also dabbled in the Hollywood scene. A few years ago, she made her bigscreen debut in the movie She's All That, and in 2002 she appeared in Juwanna Mann. Despite her other endeavors. members of Kim's loyal fan base are anticipating the chance to hear what they really love - her lyrical skills.

Urban AC Reporters

Stations and their adds listed alphabetically by market

WZAK/Cleveland, OH * BRIAN MCKNIGHT Would

KDKY/Little Rock, AR 1

Corta Bosiner PD/MD: Aaron "A.J." Apple

KMJM/St. Louis, MO * OM/PD: Check Alkins

48 Total Reporters

44 Total Monitored

4 Total Indicator

URBAN AC TOP 30

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M		• February 21, 2003					
LAST WEEK	THIS	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	JAHEIM Fabulous (Divine Mill/WB)	1043	-7	155621	17	40/0
2	2	SYLEENA JOHNSON Guess What (Jive)	1018	+47	137703	13	40/0
3	Ø	MUSIQ Dontchange (Def Soul/IDJMG)	989	+36	173365	24	41/0
4	4	WHITNEY HOUSTON One Of Those Days (Arista)	907	+28	123630	14	41/0
5	6	VIVIAN GREEN Emotional Rollercoaster (Columbia)	876	+13	125121	15	39/1
7	6	TYRESE How You Gonna Act Like That (J)	857	+82	145216	14	41/1
6	7	ERYKAH BADU F/COMMON Love Of My Life (Magic Johnson/MCA)	792	-22	125185	21	26/0
8	8	HEATHER HEADLEY He is (RCA)	754	+5	102088	19	41/0
12	9	GERALD LEVERT Closure (Elektra/EEG)	573	+70	84359	5	41/0
10	10	GERALD LEVERT Funny (Elektra/EEG)	534	-63	77087	28	38/0
9	11	RUFF ENDZ Someone To Love You (Epic)	530	-78	89738	47	36/0
11	12	LUTHER VANDROSS I'd Rather (J)	519	-29	88616	55	34/0
15	ß	K-CI & JOJO This Very Moment (MCA)	464	+51	62173	6	26/1
18	4	FLOETRY Say Yes (DreamWorks)	407	+57	66980	3	33/2
14	15	INDIA.ARIE Little Things (Motown)	395	-64	65531	23	38/0
16	16	DRU HILL I Should Be (Def Soul/IDJMG)	381	-16	50500	15	28/0
17	17	DEBORAH COX The Morning After (J)	348	-41	40468	11	29/0
19	13	BLACKSTREET Deep (DreamWorks)	304	+3	34620	9	19/0
22	1	AALIYAH Miss You (BlackGround/Universal)	280	+43	63211	5	810
21	മ	AL JARREAU Secrets Of Love (GRP/VMG)	269	+17	24986	20	18/0
20	21	KENNY LATTIMORE/CHANTE' MOORE Loveable (From Your Head) (Arista)	260	-4	25462	16	20/0
23	₽ 2	KEM Love Calls (Motown/Universal)	259	+27	40577	4	21/0
Debut		RON ISLEY F/R. KELLY What Would You Do? (DreamWorks)	219	+85	52099	1	4/1
28	24	TONY TERRY In My Heart (Golden Boy)	194	+13	7990	5	13/0
24	25	TONI BRAXTON A Better Man (Arista)	194	-36	16588	7	17/0
26	26	SOUNDS OF BLACKNESS Don't You Ever Give Up (Sounds Of Blackness)	189	.7	12062	12	12/0
25	27	JEFF MAJORS Somebody Bigger (Music One)	188	.27	23529	6	12/0
30	28	JOE F/MR. CHEEKS That Girl (Motown/Universal)	168	+17	33532	2	17/0
29	29	THEO Get Your Groove On (TWP Productions)	160	-4	9130	17	9/0
27	30	NEXT Imagine That (J)	155	-36	10027	11	11/0

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 29-2/15. 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 (© 2003, The Arbitron Company). © 2003, R&R, Inc.

New & Active

KIM WATERS You Know That I Love You (Shanachie) Total Plays: 152, Total Stations: 17, Adds: 0 SANTANA F/MUSIO Nothing At All (Arista) Total Plays: 113, Total Stations: 14, Adds: 0

MUL-TY Looking For Love (Universal) Total Plays: 97, Total Stations: 6, Adds: 0 REMY SHAND The Way I Feel (Motown)

Total Plays: 81, Total Stations: 11, Adds: 0 QUESTION I'm Feeling You (Independent) Total Plays: 71, Total Stations: 9, Adds: 0

ROME Do It /JTJ/

Total Plays: 59, Total Stations: 11, Adds: 1

CHICO DEBARGE Not Together (In The Paint/Koch) Total Plays: 57, Total Stations: 13, Adds: 2

KELLY PRICE He Proposed (Def Soul/IDJMG)

Total Plays: 56, Total Stations: 6, Adds: 6

BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown)

Total Plays: 54, Total Stations: 20, Adds: 20

KENNY G F/BRIAN MCKNIGHT All The Way (Arista)

Total Plays: 37, Total Stations: 7, Adds: 0 Songs ranked by total plays

Most Added®

www.rradds.com	
ARTIST TITLE LABEL(S)	AOOS
BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown)	20
KELLY PRICE He Proposed (Def Soul/IDJMG)	6
FLOETRY Say Yes (DreamWorks)	2
CHICO DEBARGE Not Together (In The Paint/Koch)	2
KINDRED THE FAMILY SOUL Far Away (Epic)	2
TLC Hands Up (Aristal	2

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
RON ISLEY F/R. KELLY What Would You Do? (DreamWorks)	+85
TYRESE How You Gonna Act Like That (J)	+82
GERALD LEVERT Closure (Elektra/EEG)	+70
USHER Can U Help Me (LaFace/Arista)	+65
AMERIE Talkin' To Me (Rise/Columbia)	+62
FLOETRY Say Yes **DreamWorks**	+57
BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown)	+54
K-CI & JOJO This Very Moment (MCA)	+51
SYLEENA JOHNSON Guess What (Jive)	+47
AALIYAH Miss You (BlackGround/Universal)	+43

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
AALIYAH I Care 4 U (BlackGround)	390
DONELL JONES You Know That I Love You (Untouchables/Arista)	339
MAXWELL Lifetime (Columbia)	306
LUTHER VANDROSS Take You Dut (J)	285
YOLANDA ADAMS The Battle Is The Lords (Verity)	249
MARY MARY In The Morning (Columbia)	238
MUSIO Halfcrazy (Def Soul/IDJMG)	206
GERALD LEVERT Made To Love Ya (EastWest/EEG)	192
YOLANDA ADAMS Dpen My Heart (Elektra/EEG)	190
JOE What If A Woman (Jive)	186
JILL SCOTT The Way (Hidden Beach/Epic)	185
ANGIE STONE Wish I Didn't Miss You (J)	179
JAHEIM Anything (Divine Mill/WB)	174
ANGIE STONE More Than A Woman (J)	174
YOLANDA ADAMS I'm Gonna Be Ready (Elektra/EEG)	150
ANGIE STONE Brotha (J)	141

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

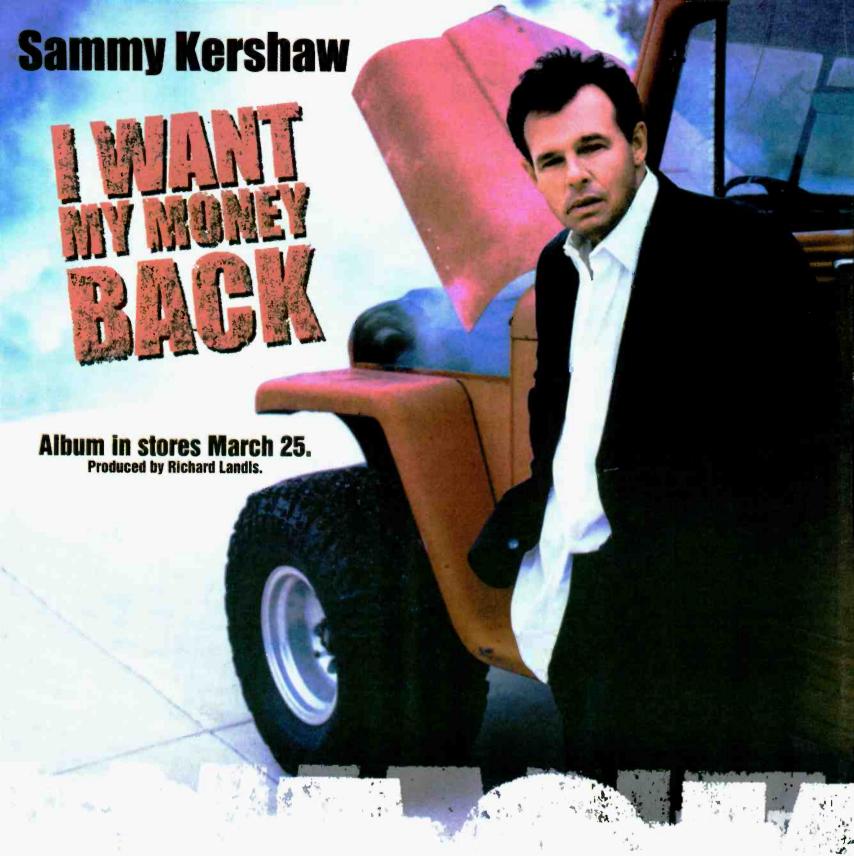
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Music. Personalities. Marketing. Promotion. Production. Information. Creating a winning environment. These are the building blocks upon which every radio station is built. The great stations excel at all levels; others struggle to get some of them right.

For this year's Country Radio Seminar issue, we talked to more than 20 of Country's most prominent PDs to get their views on the "Seven Essentials of

Successful Country Radio." Also in this week's issue is the 27th Annual R&R Readers' Poll, where once again Country radio programmers and personalities make their selections for Country's top artist honors.

R&R/Nashville would like to thank all of the programmers who took time to field our questions. And, we also owe a debt of gratitude to our L.A. office, especially Managing Editor Richard Lange and the entire production department.

The Right Music Is A Must For Success

Continued from Page 1 More Musical Choices

Today, the percentages are all over the map

A look at Mediahase 24/7 shows a huge range. The station with the highest current percentage

of all monitored stations, 55%, has 22% recurrents and 23% gold. The station with the highest percentage of recurrents, 58%, is playing 16% current and 26% gold, On the other end of the spectrum is a station playing 13% currents, 10% recurrents and 77% gold

One size no longer fits all in the Country format. That means a programmer has more choices to make than ever before. And that's before

that has raged since the first country record was played.

"It's in a very confusing place right now," says Swedberg. "Country has struggled for so long to embrace some sort of crossover platform - Pop or AC or whatever — but now I think Country's roots are tugging back, and tugging back hard."

Of concern to Swedberg is the fact that this

struggle has been rather public, which may have damaged the format with some listeners. "There was a very public flap over Country radio's not playing the Oh Brother soundtrack that permeated listeners' minds," he says.

"Those kinds of industry spats usually don't make it into their consciousness, but this was a very visible argument that brought it into their realm. And it came at a time when the active part of our audience

wanted to embrace a traditional sound - part of which was certainly fueled by The Dixie Chicks' album Home

"While all this was going on, however, Nashville has — and, I might add, rightfully so - chased and tried to embrace the crossover sound. But we

may well have reached the outer limits of crossover, and we now may be headed to where the roots of this format are. The essence of that is guys and girls with guitars, singing good

songs.

Swedberg points to a number of artists who are selling records without aiming to cross over as proof the pendulum may be swinging back, "Look at Toby Keith and Kenny Chesney," he says. "They're elevating themselves while not straying too far from the roots of the format.

"And, look at Alan Jackson. He's never strayed, and he's Entertainer of the Year I think it's a good sign

we even get to the "pop vs. traditional" argument when you see a guy like Keith Urban, who could get as pop as he wanted, get back to basics with his music



Greg Swedberg

Jay McCarthy

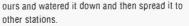
Swedberg says that he feels a back-to-theroots movement is a good thing, because it would give this format something it has lost in recent years. "That sound makes Country unique, and uniqueness is something we

> haven't had in a few years," he says. "Hopefully, the audience will embrace it.

> 'The best news for all of us is that there are a lot of good country songs underneath all this. I just hope producers cut them in a stripped-down, traditional style instead of worrying about what the pop remix is going to sound like. They've done a lot of that lately.

"I'm not saying it was necessarily wrong -

they went down that road to make money but as they've chased crossover, trying to broaden horizons, they've taken away the charm that was uniquely



"As that's happened, we have presented an inferior product on our Country stations while other formats have co-opted only the best of what worked for us. That has made us less unique.

The idea of being unique is certainly enticing, but how does a PO transfer that notion to his or her playlist? "That's the hardest part about all of this," says Swedberg, "It's always easiest to take the route that you already know is going to work because it's worked in past.

"But if you look at the real success stories - especially the ones that no one could predict - they have tended to be unique acts. Part of the danger is that the audience is slow to embrace things that are new and different. Sometimes they do right away, but most times they don't."

Calleut Conundrums

A heavy user of research. Swedberg has some interesting thoughts on the relation-

ship between research and unique music. "A lot of the big breakthroughs came when callout research was not as prevalent as it has been the last few years," he says.

"I'm not sure Garth Brooks would ever have happened if callout had been as prevalent in the early '90s as it is now. He was so different, and he was embracing a lot of different things in his music at that time

"I'm also not sure he would happen today, with the way we're doing things now, because

everybody's looking for that instant gratification once they put a record on.

"I do think, though, that some of that is being tempered. CHR has learned to work its callout and to sit tight and wait and get enough plays in to make sure if a record is a hit, and we're starting to figure that out too.

"We're starting to leave on the reaction-type records that maybe don't research as well initially. We're holding on to those records as long as they continue to sell and get requests. In general, I think we're being smarter about that.

Outside The Country Box

One of the music debates raging of late is whether to look outside the Country format for music to play. When Infinity VP/Programming Eric Logan was redesigning WUSN/Chicago

> when he was OM, he initiated some forays into music beyond country. For instance, he played Sheryl Crow's "Ahilene" with harmony from The Dixie Chicks' Natalie

"If you're defining your own category, you have the ability to broaden the spectrum of what country is," Logan says, "AC continues to find ways to take our artists, and I think we now have to look at that as a two-way street.

"I'm looking for music that touches base with 35-44 adults, and that may mean playing records that aren't necessarily considered

Continued on Page 66



Eric Logan



How to get the most out of each break and your jocks

ometimes the words you use to describe a job can make a big difference. I'd much rather be called a nurse's aide than a bedpan scrubber. WPOC/ **Baltimore OM Scott Lindy** understands this. He says. "When you call the studio a stage and you say, 'It's not a shift, it's a show,' you start thinking differently about where you are and what you are doing. This is not the entertainment business. The woman who answers the phone at a Hollywood movie studio is in the entertainment business; this is show business."

Thinking differently about the job is more involved than simply changing the language you use, however. Experienced Country programmers who work with high-caliber talent agree that PDs must do several things in order to get the best from their people, including spending time with the jocks, understanding what motivates each individual and allowing talent to be creative.

Lindy, WUSY/Chattanooga, TN OM Clay Hunnicutt and KILT-FM/Houston PD Jeff Garrison believe that each personality must be allowed just enough rope to make their show shine but not enough that they hang themselves — or the station

"I believe in giving them the opportunity to talk," Garrison says. "I like to make everyone responsible for their show. I'm not into liner

cards. I try to empower the talent to produce their own show."

"In essence, I have four program directors who do four hours of programming for their shows," Lindy says. "They are educated, creative, intelligent people. If I let them help, we have up to six people designing the sound of the station."

That's a philosophy that

Hunnicutt follows as well, even
when it comes to designing
contests or coming up with new
imaging for the station. "One individual can't
come up with 50 contests a year," he says. "I'll
get as many of the jocks as I can in a room and
say, 'Let's throw around some ideas.'

"We

"It helps the jocks; they feel they have helped conceptualize something from the beginning. The jocks will sell it better on air if you listen to their ideas from time to time. A lot of PDs miss that their DJs are creative. It kills me when PDs say, 'I want you to shut up and play the music.' These guys are creative people."

"If you open up the parameters, it's not gonna sound the same every day," Lindy says.

Creative, Within Limits

When you give personalities free rein to create their shows, there is the danger that you will start hearing things that you don't want to hear on the air. Hunnicutt allows jocks to break format or deviate from the planned structure of the station, but only within reason.

"If it's a funny, entertaining, spontaneous bit, I'll let it go," he says. "If it's vulgar, that doesn't make me happy, and I'll have to say, 'Hey, man, that was very inappropriate.' We have to have those conversations from time to time

"I also give them a little bit of leeway to fit the song to their phone call or their bit. Sometimes a jock will slot music out and it'll get real unfamiliar real quick. I'll have to say, 'I don't have a problem with you playing that, but not three in a row. We need to make sure we're staying on track and playing the hits.'"

Like most PDs, Lindy has a "No Surprises" rule. "I don't want to find out about it on the air," he says. "I tell jocks, 'If you're ever gonna do something on the station that we haven't discussed, it better blow me away."

The Unexpected

Sometimes, though, even when there are problems with an unexpected bit, Lindy says it can still work to the station's advantage. "The other day, [afternoon jock] Michael J. and his producer, Jennifer Phoenix, went on the air and started complaining that there were no pens in the studio," he says.

"They told people to send in pens with their company name on them. They said, 'If we read your company's name off that pen, we're gonna

bring you lunch on Friday.' I heard this and said, 'Who's buying lunch, and who said you can advertise these businesses for free?'

"They broke format, put a contest on the air we didn't agree to and spent money. It's my job to worry about all the potential problems: There are no rules for this contest. You're giving free advertising. What if there are a hundred people in the winning office? But it

sounded so good and so funny.

"We got 120 pens that day. Right now there's one of those big U.S. Postal Service bins in our office filled with pens. Our Promotion Director, Sheila Silverstein, said, 'That's great. Let's get a sponsor and get a client on it.' It's making money now, and it's another way to

touch listeners. We didn't plan it, but it took on a life of its own."

Having said that, Lindy believes that instances where jocks have to do something "right now" are rare. "If you think it's good now, think how much better it will be after we spend a few hours working on it," he says.

Garrison says he gives his personalities the guidelines, but also plenty of room to play between them. "The No. 1 job I have as a PD is that I have to set boundaries."

that I have to set boundaries, he says. "Here's the target, here are the filters; it can't go outside that.

"In Country you wouldn't want to be doing a Snoop Dogg bit. I might be a little freaked out by that. A great radio station is when you turn it on 24/7 and it's got the same unique feeling about it. People want to hear consistent product."



PDs generally get paranoid when it takes too long to get back into music from a break, mainly because the chief complaint about any radio station is that the jocks talk too much.

Hunnicutt, however, doesn't necessarily believe that's really a problem. "When somebody says you're talking too much, it's because you're talking about things they don't care about," he says.

"If you talk about stuff that impacts them directly and what they are going to be talking about at work today, you can relate to them on that level. A lot of jocks talk and it gets to be 'The Wonder of Me.' There are times when we leave listeners completely out of our conversations."

To prevent that, Hunnicutt says he insists that his jocks "draw an emotion." "I don't care which one it is, but draw one, because that's what you'll be remembered for," he says.

"That's what Howard Stern is famous for. It may be a hateful reaction, but he's remembered."

Garrison, however, always keeps one eye on the second hand of his watch, and he has an important rule he holds his jocks to: "If what they are doing is better than a George Strait record, they better do it."

Garrison makes sure his jocks are well aware that being better than a Strait song is a tall order in his Houston market. "A break better

be good if it's longer than 30 seconds," he says.
"I believe in content only if it's good content. If
you are doing a nice, relatable bit at 45
seconds, that's OK, but we are still a musicbased format.

"In all deliveries, you need to be concise. One thought per break. The audience is like the readers of *USA Today*: they want information in short bursts. Once you expound, you lose interest."

The Right Delivery

Lindy maintains that having the right delivery can make a big difference in TSL. "At the beginning of every jock meeting we go over the two jobs of a disc jockey: Make a connection to the listener and make them listen longer. We look for examples of how we can tweak it and get them to listen just four minutes longer one

time a day.

"When I meet with a jock and they want to change things on the show, the first thing we think about is the most important part of the daypart. In middays you can't go on at length; you must play a lot of music, and then let's get creative."

Sometimes, Hunnicutt says, the problem is not a bit that goes too long, but where that bit should go in the program. "I'll say, 'You picked

a bad place to do that, going into news.'

"If you've got a five-minute stopset, a five-minute bit, then news, that's 12 minutes without music. That's a lot of the reminding I do. I'll tell them, 'I really liked it, but I wish you'd saved it for the next break or condensed it to get a song in."

Motivationally Speaking

These PDs agree that, in order to get the best out of people, you need to motivate them, and that it is a programmer's job to discover the best way of going about that. Lindy says, "The real key to having good talent become great talent, or having great talent stick around, is to spend time with them

"It doesn't have to always be an aircheck session. Go to a football game together, go to dinner. Drop everything and just catch up. It is

busy as shit, but find time for the talent. I came in on a vacation day, and I knew I couldn't stay long or I'd end up working, but I hung out in the break room and ate a sandwich and talked to people. If you want to have good, happy talent and want to know how to direct them, be around them as much as possible."

That is important, Hunnicutt believes, because what spurs people to do their best work is different for

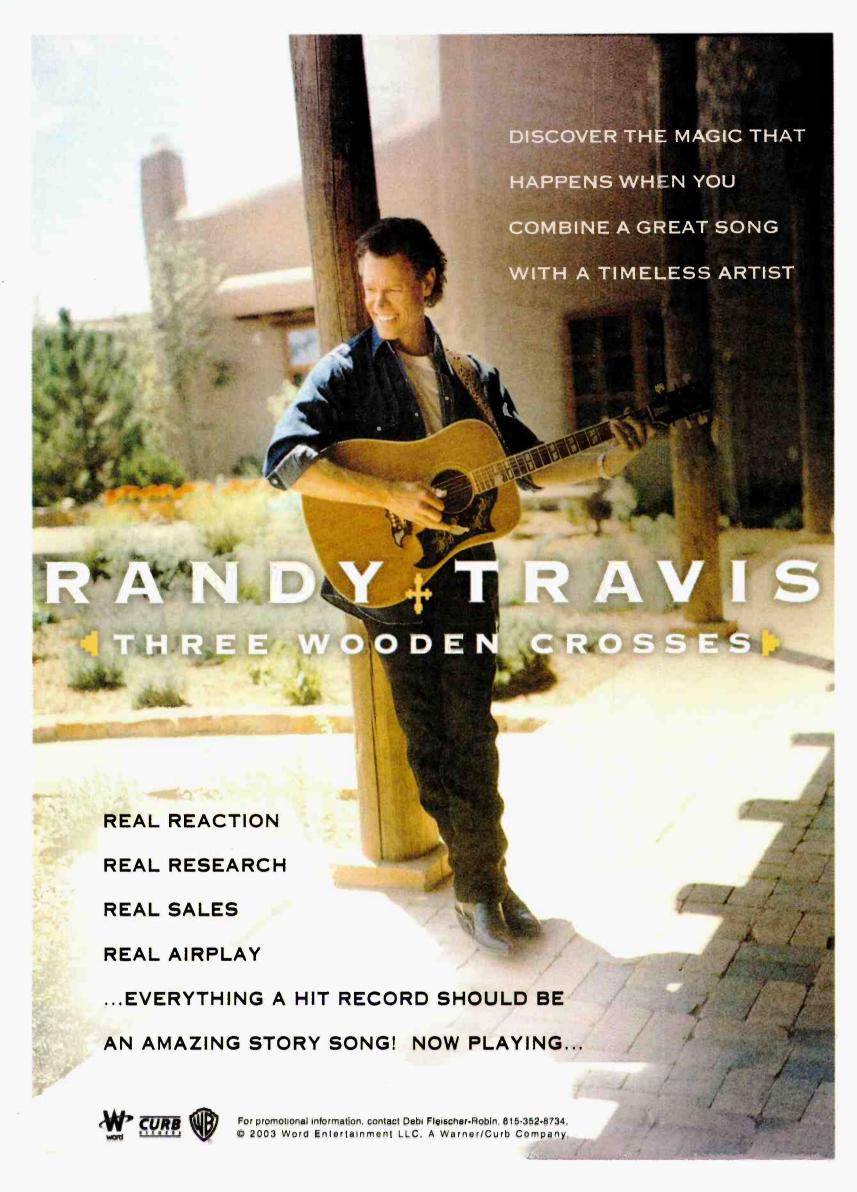
everyone. "Some people are motivated by money, some by praise, just telling them they do a good job, and some by fear, which is my least favorite," he says. There are individuals who are all about their families, so sometimes giving them a few days off as a reward for doing a good job is important."

Continued on Page 66



Scott_{Lindy}

Jeff Garrison



The secrets to putting together great marketing campaigns aren't so secret after all

early every PD has a story about the good old days of marketing, when money was actually budgeted for a comprehensive television campaign, billboards and direct mail.

These days, when it's rare even for stations in the largest markets to have much money in their marketing budgets, how you spend the few dollars you do have can make all the

difference, WSIX/Nashville PD Mike Moore, KZLA/Los Angeles PD R.J. Curtis and KYGO/Denver PD Joel Burke all believe in marketing heavily, and all have designed unique campaigns for their stations

These programmers are all trying to accomplish the seemingly impossible with their campaigns: They want their message to be heard and remembered. "There's so much noise out there.

whether it's radio noise or noise period." Burke says. "There are messages coming at people from so many directions. You've got to keep your station in the forefront and use oldfashioned two-by-four marketing to accom-

Moore agrees. "We're in a top-of-mind game with Arbitron," he says. "Whoever has the loudest voice and the best product is going to win. You really need to find creative ways to do that.

No market has more noise - or flash than Curtis'. Los Angeles audiences are always searching for what's new. "We have to constantly be making noise and be in your face," he says, "We have to be loud, but not in an obnoxious way. We have to create sizzle."

Curtis is well aware of how to create that noise, because he's got top-notch competition from stations like Alternative KROQ, "I'm a huge KROQ fan," he says. "I'll listen for the music, but even if they are playing a song I don't get. I hang in there, because I don't want to miss what's gonna come next. That's on-air

Outside Marketing

Aside from marketing your product on your own airwayes, these PDs are all believers in the need to do outside marketing. "I wish we

lot of outside marketing since Emmis took over the station in the summer of 2000, and we've been fortunate to have the resources we do.

"We did a big project in the fall of 2000 that carried over to winter. We did some more in 2001, and in the spring of 2002 we did a major, major campaign. Every time we've gotten out there and done a combination of television or direct mail, it works. Every time. That reinforces the belief that if we could consistently reach out to diarykeepers, our numbers would continue to go up."

Moore also knows the power of marketing. "We still have a marketing budget, because the company realizes, particularly in the competi-

> tive situation we're in, that we have to do that," he says.

"We've done a lot of different things. In these days of reduced budgets we maybe don't have the luxury of doing TV, direct mail and billboards at the same time. There was a time when WSIX did that. Now we look for the best way to communicate our message from a cost standpoint."

Burke is in a bit of a different situation, as KYGO has done either television or

billboards during three out of the last four books. "There are not many of us out there with budgets anymore, but it goes back to the basics of being a consistently successful radio

station," he says. "You have to have the music right, you have to make sure you're developing a morning show. and you have to market. The odds decrease if you're only doing one or two of these thinas

Joel Burke

"You can't put a value on what marketing means to a radio station. It's such a huge factor. We can't be dependent on people coming to the station just because we play country music. We've got to

have multiple layers of brand and give people a reason to tune in.



Mike Moore

What's In Your Spot?

One of the reasons Burke is giving people to tune in to KYGO right now is the birthday game contest, which is supported with a television spot made with Filmhouse in Nashville and featuring the station's morning

The station also used a strategic commer-

Atlanta, That spot featured Tim McGraw, "We ran that last spring, which resulted in us having the largest cume the station has had in 10 years," Burke says. "You're going back to the pinnacle of Country radio success when you go back 10 years." Burke followed the commercial up with a billboard campaign featuring McGraw in the summer

Moore also opted to use a big star in his TV spot: WSIX morning host Gerry House. "Because what we have in the morning is unique from any other station in the market-

place, we decided to play to our strength," Moore

"The idea behind it was for the spots to come off as a behindthe-scenes look at what goes on in that show. It was certainly a ratings magnet for us." WSIX also did a similar campaign in the fall of 2001. "We have a compelling morning

show, and we remind people why it's a great show," Moore says.

Curtis has unique challenges in Los Angeles, so he takes a more basic approach to his campaigns. In 2000 and 2001 KZLA worked on overcoming a core problem. "When I got to the station three years ago, we had just done a study showing that, of the people who preferred

country music in this area, less than 50% could identify KZLA as a source for it. The station had fallen off the radar screen.

R.J. Curtis

To overcome that, Curtis used television to pound the station's brand as Country. After overcoming that problem, Curtis used his spring campaign to reinforce positive messages about the format, "It was a custom spot with IQ in Atlanta.

"It was little kids lip-

synching to country songs, but it had a contemporary, Gap sort of look. We wanted something that was easy to look at and that at the same time would get the message across that we espouse family values."

The Money Drought

While these PDs have budgets for television campaigns, they also know how to make their stations top-of-mind when there is a money drought. "You really need to find creative ways

"We did a big campaign for the CMA Awards to give away a truck the day after the awards show, and we tied in two sponsors with a vested interest in the audience that would watch the show: Logan's Restaurants and local truck dealer Beeman Automotive. We try to tie in a third party whenever possible to defer costs "

Burke also recommends relationship marketing. "I wouldn't run television these days unless you have a ton of money," he says. "Direct marketing is very cost effective.

It's a good long-term investment.

"Develop a database of your primary users. We send out broadcast e-mails once a week. You start spoon-feeding them. You do everything but go over and wash their car for them on Saturday,"

Coming up with ways to narket your station without much money is difficult, Curtis acknowledges. "That takes a lot of creativity." he says. "We've done a couple of things where

we've partnered with a TV station. We also do event marketing with our KZLA Country Bash.

"You can stunt to make noise in your market. If you can think of one thing a month that gets people to notice your station, do it. A couple of years ago we had a Faith Hill billboard up on Wilshire Boulevard, and somebody ripped it off.

"We did a press release for the business wire that said, 'Faith Hill Missing in L.A. Beneath that we offered a reward if someone returned it. It made national wires; there was a blurb in USA Today. It didn't cost us anything, but it was priceless advertising."

One Simple Thing

For those stations that do have marketing money available, there are some common traps that people fall into. The programmers we spoke to believe that the two biggest missteps are trying to convey too many messages and not coming up with the right

"If you're talking about a morning show or a radio station as a whole, you want people to come away and be able to explain to you the one thing you're trying to say," Curtis says. "People try to do too many things.

"With TV, you're buying 30 seconds, but people aren't going to watch the whole 30 seconds. People have remotes. You have to get it focused with one simple thing that people can take away from it.



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How to make run-of-the-mill ticket giveaways a big deal

verybody talks about being bigger than life in their presentations, but only a handful of stations actually achieve that goal when it come to their promotions. What makes the difference? Sometimes, it's a matter of trying harder; sometimes, it's a matter of being smarter; and sometimes, it is just plain having more fun.

When it comes to great promotions, WBCT/ Grand Rapids OM Doug Montgomery wants to sound bigger by thinking smaller. His station participates in Clear Channel's collective contests, which Montgomery believes are highly effective because "nobody is going to have a bigger contest than the one we have as part of the biggest broadcasting company there is.

Electric Toilet Seats

When those big contests are over, however, Montgomery opts for the smaller, quirkier approach. "You can't be a pitcher who throws fastballs all day," he says. "Sometimes, you have to throw some change-ups. That means doing crazy stuff.

"I can't often come up with a fancy car to give away, but I can come up with a blazeorange 1972 El Camino. You can get a lot of goats for \$1,000. Giving away small farm animals can stretch your promotion dollars a long way.

Farm animals is not the only offbeat prize Montgomery has given away. "We gave away electric toilet seats," he says. "You think it's funny, but the winter gets really cold in Michigan." Right now WBCT is giving away a dream vacation to Baghdad — Baghdad, AZ, that is

As odd as these giveaways may sound, there is a method to Montgomery's madness. "How do you get the listener's attention?" he asks. "Try to get things that are unique. The bottom line is that you have to be as compelling as possible."

Even something as routine as concert ticket giveaways don't have to be routine. Every January WBCT conducts its "B93 Is Gonna Get Me in Free"

Paul Williams contest, with one winner being selected to receive front-row seats and backstage passes for every station-sponsored show for the entire vear.

huge deal," Montgomery says. "We took 15,000 entries on our website alone. And we're getting people involved right from the start of the year in winning something they can't buy. It's the biggest contest we do each year, and it costs us zero.'

Keep It Simple

Station promos for WBCT's contests add an element of fun. They say, "You're gonna listen anyway. You'll know your name when you hear it. Just call us back." This approach is deliberate. "We keep it simple," Montgomery says. "It's not 'Pull out your secret decoder ring and figure out the phrase that pays'; it's simple.

Also simple is Montgomery's schedule for station appearances. "I know it's weird for people when we say that we only do two sales remotes a week, but we only do two a week. maximum," he says. "That's why they are successful. I try to keep things super-clean."

The station will also only do one major promotion on the air at any one time. "The

promotions shine because we don't let them get on top of each other," Montgomery says. And major promotions and contests get major on-air pushes. "When we're doing major contesting, we have a goal to mention it no less than 10 times an hour.

Those mentions include recorded promos, jock talk and taking phoners with fisteners. "We keep the promotions streamlined and clean, and we bang the daylights out of them," Montgomery says.

Don't Play It Safe

Montgomery believes that some stations fall into the trap of playing everything safe and not making sales promotions work for programming too. "It has to be a win-win for the client and us," he says. "it's trouble when PDs can't

differentiate between a promotion to raise awareness of the station and one that the sales rep has promised."

Montgomery also worries that some stations don't try to be compelling promotionally. "All they talk about is how they don't have any negatives -'less talk, fewer commercials' but they don't have any positives, and they don't sell promotions with enthusiasm." he says.

"Some PDs have spent too much time under a consultant who tells them what songs to play and what contests to do.

also reaffirmed a big NTR event for us. The promotion on the air was giving away farm animals, but it was also another way to mention that we were sponsoring the West Michigan Farm Show.

"We also got the obligatory letters from PETA, which makes for fun on-air.'

Everything's **Wolf-alicious**

KPLX (The Wolf)/Dallas PD Paul Williams is looking to own the world - well, maybe not the whole world, but at least his Texas-sized share of it. Williams says his primary goal in promotions is taking something that doesn't belong to him.

Last October the station was a promotional partner with the state fair and the Texas Stampede, two events that brought in eight huge country shows that month, including Alan

> Jackson. The Dixie Chicks. Brooks & Dunn and Toby Keith.

> "We had kicked around someday doing a Wolftoberfest, so it was perfect to call all of these shows Wolftoberfest," Williams says. 'The voice guy did a great German read on the promos."

> To incorporate the George Strait show, which fell on Nov. 1, the station did a tongue-in-cheek promo, talking about Strait's appearance on "Wolftober" 32nd, "We used sound bites of

people on the street," Williams says. "'When is George Strait? Well, Wolftober 32nd."

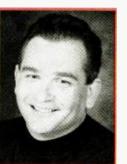
And that wasn't the only time that KPLX has taken possession of a Strait show, "Back when George Strait was doing his festival stadium tours, we called it Wolfapolooza," Williams

Being that aggressive about taking ownership of events can mean stepping on some toes, but Wilfiams believes in doing something first and asking for forgiveness later. He says, "The only time we get grief is when the competition whines to the promoter, but as long as we're selling tickets, the promoter doesn't care.

"Sometimes there is a push back from one of the beer sponsors of one of the events. Sometimes we make adjustments on the

Leave Your Mark

The Wolf has been so successful at taking over concert events that the large Memorial Day weekend concert event that used to be called Robert Earl Keen's Texas Uprising is now known far and wide as Wolf Dance. "Even the newspapers refer to it now as Wolf Dance," Williams says.



Mike Culotta

our own name for it: The Wolf's Hunt for a Cure. One of the reasons we renamed it is that we use the credo of the wolf in our imaging, which goes, 'Hunt when you must, play when you can, and leave vour mark.

"We take audio from the St. Jude kids that fits into a line from the credo. Our first year after being re-branded The Wolf, we sat down and talked about the radiothon and how we could make it a part of

the station's fiber the next year.'

In his quest to own every event, Williams takes a much different approach to remotes than Montgomery, who limits his sales remotes to two per week. Whether or not they are safesrelated, Williams says, "Remotes are a huge pillar of everything we do. We're out twice a day Monday through Friday, three to four times on Saturday and two to three times on Sunday.

"We have country shows to promote every weekend of the year, on top of big shows. We do our own event marketing."

Despite all that activity, Williams says. "We're constantly looking to make sure we're not overextending. Sales used to do remote appearances on the St. Jude date. We don't do that now. We hit our sales budgets but leave some inventory on the table, so I'm not charged with having to create new things for sales to go out and sell."

Loyal Listeners

With all of those appearances, it might seem that it would be difficult to do all of them well. but Williams says, "I'm very fortunate to have personalities who want to do the gigs. Every appearance is show business. We have signs on the street and happy people to greet listeners, even if it is just another car dealer."

To help drive people to sales remotes. Williams has created a Wolf Free for All Card. "Card-carrying Wolf fans get something free when they come to an appearance," he says. "If they don't have a card, we tell them, 'Sign up.' We've built that database to where it's now 150,000 people, and 50,000 are e-mail-able.

"I send out a weekly e-mail. Usually it's about a big event, and it says, 'Don't forget to come this Saturday and register to win a trip to Disney World."

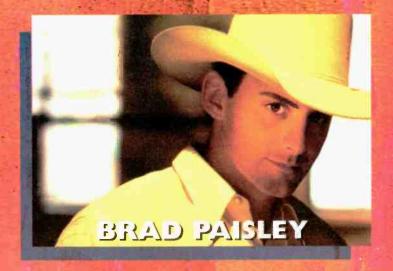
While it isn't always easy to get people to sign up for cards, Williams has ways to overcome any objections. "The main way we built the database is that every fall we have a Wolf Free for All Concert with Clint Black and whoever else is hot," he says. "The only way to get in is if you have that card."

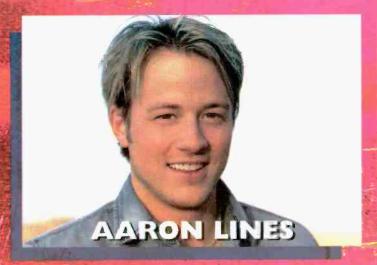
Much of what Williams does promotionally

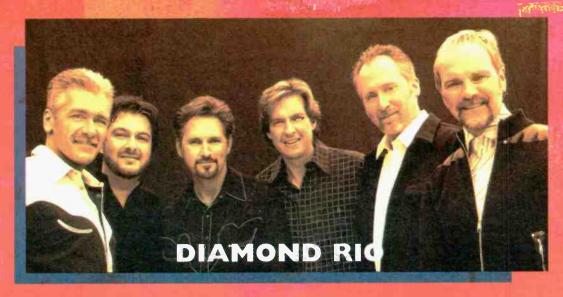


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Ds are charged with making their radio stations stand apart from the crowd, a crowd that is becoming bigger by the day as stations compete for people's time and attention not just with other stations, but with the Internet, satellite services, videogames and must-see TV.

One of the key ways some programmers stand apart and grab listeners' attention is with the production elements of their stations. Production also allows programmers to provide continuity on their stations when the sound of each personality's show is so

Forward Momentum

KMPS/Seattle PD Becky Brenner calls the production on her station an essential part of what the station does, "Since we promote each talent as being unique and individual, the imaging is what helps us tie the whole package together," she says

WAMZ/Louisville PD Coyote Calhoun says

his Production Director, Dave Lee, brings life to his station. "You can have a station that either sounds like a vanilla ice cream cone or a raspberry sundae," he says.

"I don't want our station to be background. Just running a few sweepers over and over again will get your message across, but it won't get across that you are any fun. If you can get someone to put pizzazz into the imaging, listeners will gravitate to you

and feel that you're the guys who are having a good time."

WIXY/Champaign, IL PD R.W. Smith agrees that production is as important as the song selections you make. "It's all about forward momentum," he says, "I want what happens between the records to sound as good as the records or to at least enhance what we do. The voice talent of your station really becomes the identity. We've all got a logo, but the voice guy is the audio logo."

Simple And Entertaining

Relying on production to create that much sizzle for your radio station can be difficult, especially in a time when most listeners aren't looking for hype as a part of their entertainment. So how do these PDs draw the line between being memorable and being in your face?

"You have the ability to hear it, or you don't," Brenner says. "If the voice sounds pukey or unnatural, that's not good. If the music beds are too high-tech or over the top, that's not good.

"In the '80s radio was boring and linerdriven. In the '90s we went back to more of a CHR delivery. Now it's all about keeping the message simple and the presentation entertaining. You have to get a feel for what's happening with Country at the moment. Right now it's stripped-down conversation. Too much hype, too much in your face, is not good.

Smith, who changed voice talent when he opted to change his on-air presentation several years ago, says, "It made us more warm and friendly. It's all about what you're trying to do. Some voices aren't going to be right for a 40year heritage station, but they'll be OK for an upstart. You have to deliver what's in your imaging. It's like pornography --- you know it when you see it."

Tailoring the delivery to the station is vital, according to Smith. "We're blessed, because we have a great production director who understands how our stations are different," he says.

"We have an Oldies and an adult CHR in the building, and he understands what all three

> stations are about. He's able to make sure the commercials that go on our station aren't going to be too much

statements you can add a little humor and excitement and accentuate the fun sound you are trying to portray to the listeners, but some people's positioning is 'Our station is yadda, yadda, yadda, and our candy machine has Snickers,' It doesn't make any sense.

"I would rather have a dull positioning statement than something that makes no sense to anybody. It's a little more of a sophomoric type of presentation.

Brenner agrees that using humor can actually distract from the central message. "You can be too clever, too inside, and it doesn't make sense to listeners," she says, "If you use a joke and refer to something that is unique to one personality on the air and the listener never listens to their show, they won't know what it meant.

"Or if you use a joke to get a message across, then deliver the core message, it'll be lost because the listener is focusing on the ioke."

Too Cute

Smith believes there is a time and place for

funny. "I'll hear imaging that doesn't reinforce the brand," he says, "We're all quilty of that once in a while. It's easy to get too cute; it's easier to come up with cute. 'While they're yankin' it, we're crankin' it.' You can use them, but it doesn't reinforce what you do.

"If we do something cute, we look at the language of the sweeper and ask, 'Does that reinforce who we are and what we do?"

So how can stations still use humor? Smith says, "We've got a real basic one that certainly isn't going to overwhelm anyone: We do 20 in a row here, and we say, 'We've got another WIXY 20 in a row here. Hey, that's longer than Alan Jackson's legs ' It reinforces what we do, and it might get a chuckle out of a

Calhoun says he tries to drive at-work listening with "97 WAMZ, the station to listen to while you are working. And if your boss won't let vou, quit,"

Smith's "WIXY while you work" campaign also uses humor in its approach. "We use a song from The Muppet Movie: 'Happy feet/Oh, I've got happy feet' interwoven into the 'WIXY while you work' promo," he says. "It reinforces that we'll keep your toes tapping and help your

It's vital to continually update production elements, Brenner explains. "It will burn faster for us than it will for the listeners because we hear it so much, but we always try to freshen it

Smith believes that some things will naturally have a quicker burn time, "Generic strategic sweepers will last longer than the cute ones," he says. "The more produced and novelty they are, the shorter shelf life they're gonna have.

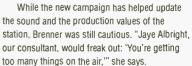
'When you're getting sick of it, listeners are just starting to hear it, but you can let imaging burn like you can music. Always look for new ways to do it. Don't let it sit too long without keeping it fresh."

Central messages and campaigns can go on forever, however, if they are updated. "We've had two campaigns that we've done for years that we will probably never give up," Brenner says. "'If it's country, it's 94.1 KMPS' and 'How do you spell country? KMPS."

Now that her station no longer does a dry

segue, Brenner has updated the call-letter drops using children's voices. She also added another central message this year, "It's 'country on,' like 'rock on' or 'party on,'" she says

"We recorded artists at the CMA Awards saying, 'Hey, we're Emerson Drive. Country on, 94.1 KMPS,' We wanted something we could own, like 'Got milk' - that generic to work into everyday conversation.



"But we're not 'The Frog' or whatever; we've always been KMPS. I've drawn the line with those three elements. Every theme we have, we have the listeners and the artists carrying it out, and we use our voice talent to tie it all together."

Steal This Idea

The pressure for brilliant local production continues to grow, according to Calhoun. "Whatever you do to get people's attention, whatever inflections, drops or sound effects you use, you're gonna have to get that attention in less than 30 seconds," he says.

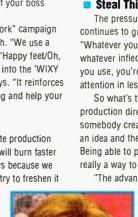
So what's the key to finding a brilliant production director? "I would look for somebody creative, so I can give that person an idea and they can go with it," Calhoun says. Being able to paint a picture with words is really a way to set your station apart.

"The advantage I have is a guy with a great

background in production who is very innovative, uses a creative mix of every kind of verbiage to get your point across and can use a lot of elements to make a spot sound bigger than life. Either they have that or they don't. It's very hard to teach."

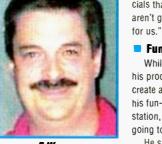
Smith recommends resorting to thievery. "When you hear something you like, steal the idea," he says. "Get back home and figure out a way to make it work for you.

There are very few totally original ideas in our business anymore. It can be the way something is done, the way something is said or the way it's produced. The best ideas are



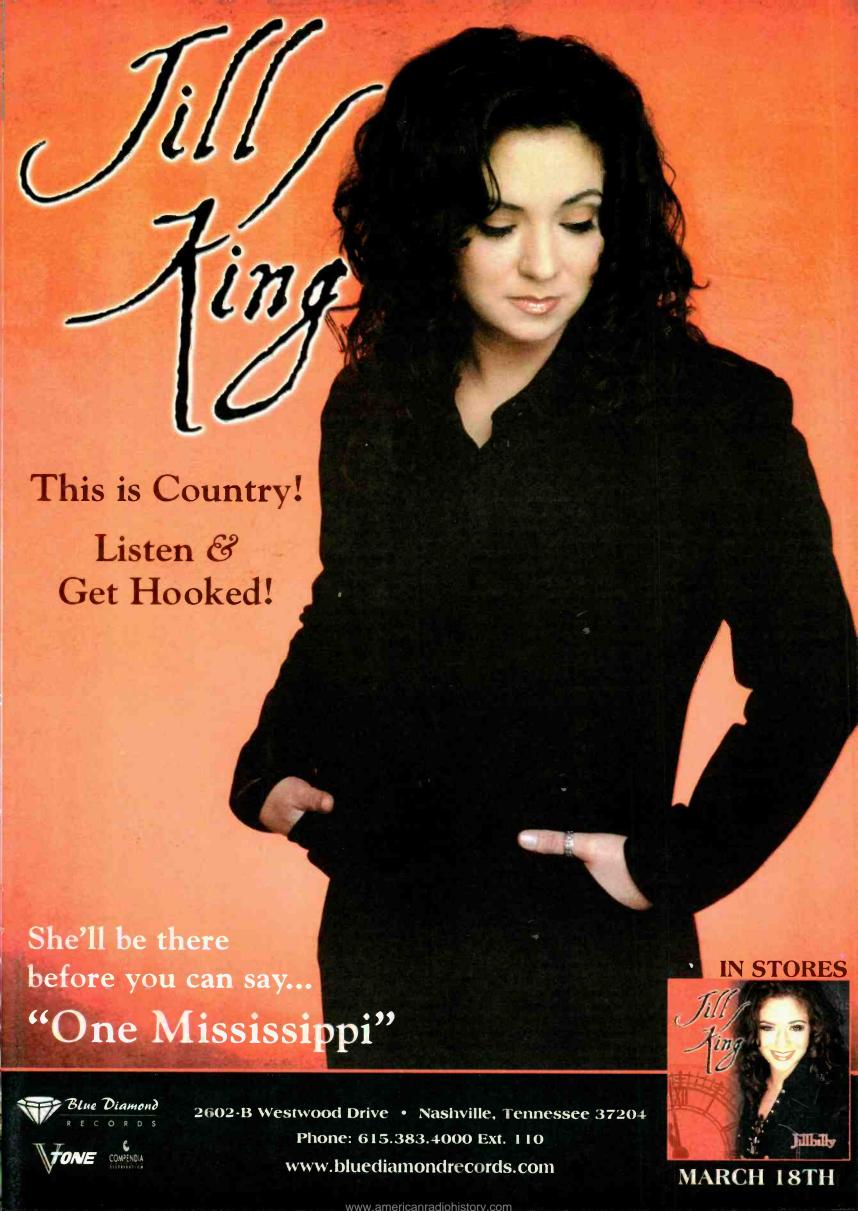
Becky Brenner







Coyote Calhoun



How to be a music-intensive station and a great source of information

n every aspect of the business, it's important for programmers to fully understand their markets and the needs of the listeners, but having your finger on the pulse of your community is probably most vital when it comes to news and information.

Three Country PDs who have helped their stations be top-of-mind for information in their communities - WIVK/Knoxville PD Mike Hammond; WSOC/Charlotte PD Jeff Roper; and WGH & WCMS/Norfolk Director/Programming & Operations John Shomby — haven't sacrificed the music to do so.

True Commitment

It's not a coincidence that WIVK/Knoxville is so information-oriented, given that Hammond started at the station as a news reporter in 1973. Later, as News Director, he helped build the cluster's news department, and it now consists of four full-time news reporters, two traffic people and three sports staffers.

"Our philosophy has always been that we're a radio station that happens to play country

music,' Hammond says. "We have a lot of other elements on the station that will bring people to it. We have people who feel that country music isn't their first choice, but they still enjoy listening to the station.

That became even more evident to Hammond after a recent snowstorm. "I was in the dentist's office a few days ago, and the receptionist told me that she rarely listens to the station," he says. "But when

the snowstorm hit, she knew she could turn to WIVK for information. She said the station that she normally listens to was just playing music."

The storm hit in the middle of afternoon drive, and WIVK stopped playing music from 2 to 7pm. "We had people stuck in traffic for four hours," Hammond says. "At that point they didn't want to hear the latest country song; they wanted information."

Hammond believes that having the image of being the first source for news can only be built over time. "The key word is consistency," he says. "You have to be there when these events happen. If people turn on the radio and you're not there, they will question whether you have a true commitment to news."

Smoke Signals

Having a news commitment also means being able to tap into what people are going to be talking about that day. "The other day a plane went down at the Charlotte airport," Roper says. "We were the first station on the air with it. A lot of people know us as the FM news station in Charlotte, and sometimes people bring us the news

"We had an airline pilot call us from the runway and give us an eyewitness report of what was going on at the airport. Up above, our own traffic plane was trying to land. Among all the syndicated morning shows, we were the only station to get on the information. That

keeps us top-of-mind when people want to know 'Where is that smoke coming from? Let's flip on WSOC.

It can be as basic as watching the skies overhead. according to Hammond, who says, "I tell our people that if there is a big cloud of smoke over Knoxville, people have to talk about it on the air.

That awareness is also important on the roadways in Shomby's market. "I can drive an hour and a half and still be

in the metro," he says. "There are lots of interstates, so traffic is important. We have formed our own traffic network in-house so we

can make money on it, first of all, and for information,

Those traffic reports are done three times an hour during both morning and afternoon drive Shomby believes that many PDs don't put enough emphasis on this basic feature. "The biggest mistake is when you set up a service element because vou're told you need more service elements," he says, "It will sound like a service element.

"You're not realizing that a

good portion of your audience is stuck in traffic and that a traffic report is something that people really listen for. How many times have you been stuck in a traffic iam and been mad because you didn't hear anything about it?"

Roper agrees, saying, "We have air personalities who pay attention to what's important to listeners. Radio is not that difficult; just pay attention."

And pay attention while you are out in the community, "Some stations do research, but I think research is just listening to what people are saying and being out and talking to people," Hammond says. "You go to any lunch counter, and people will be talking about the weather."

News and information must be done outside of the structured newsbreaks, these PDs believe. Shomby says that he makes sure his personalities are not just doing song intros, but also relating to the listeners.

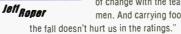
"Last week we got snow here, so it was a major topic of discussion," he says. "Every time the jocks opened their mouths, they were telling people to watch out for this road or that this business was opening late. If it's a hot topic, we have to address it. We don't confine it to three times an hour."

Market Focus

Each of these stations caters to its market by providing elements beyond basic news, weather and traffic updates. WIVK is the flagship station of the local Tennessee State Volunteers football

> team, and that means more to Hammond than simply carrying the games and wearing the

"People are so in tune with this team - males and females," he says. "Most football towns are like that. We have females who are just as interested in what's going on with that football team - just as interested in the recruits or if there is going to be some kind of change with the team men. And carrying football in



Outside of the actual games, the station finds other ways to appeal to Volunteers fans. On Feb. 5, which is a big recruiting day, WIVK did updates throughout the day. "We talked about who the recruits were, where they were from and how fast they run the 40," Hammond says.

"The key is to keep those updates quick and get back to music. I tell our people to get to the

point. Tell me about the recruit in 30 seconds, not three minutes. We work constantly on not becoming a chatterbox.

Shomby's two Country outlets, WCMS and WGH. also cater to the unique focus of their community, "The market is made up of a lot of service people," Shomby says. "There's a huge Navy population, an Army base nearby, an airbase at Langley and a Naval airbase. We have

a lot of service people who come from out of town, so there's not a lot of demand for local news, but national news is very important.

"The deployment of various carrier groups has been real important here lately, because you have a lot of displaced families. Also, the economy is based on how many of these service people are here. When they come home, it's a huge event. We make sure we have live broadcasts and as much involvement as possible with carrier groups when they come

Along with reporting when carrier groups are deploying or returning, Shomby makes sure his

stations are careful to support the military families, "We're a bit more patriotic here," he says. "We're gonna talk about the fact that our hearts are with the service people.

While Shomby's market may be more attuned to military developments than other areas of the nation, Roper's is more aware of NASCAR news, because many of the drivers and their families are based in Charlotte, WSOC broadcasts the races live and recently staged a charity concert in late Winston Cup Champion Date Earnhardt's garage.

"I just had lunch with the Rookie of the Year today, and we had listeners racing him in gocarts," says Roper. "We talked about the 2003 season and how Sports Illustrated has predicted that he'll be the Winston Cup winner this year."

The Ted Baxter Rule

Simply because information is important does not mean that its delivery must be dry. "We're in this race to keep people's attention as long as possible," Roper says. "You have to make sure your information is entertaining and that you have the right personalities delivering it.

"I have a veteran newsman at our station. Frank Laseter, who has been on WSOC for a decade. He's the most trusted voice on the radio in Charlotte. He's the guy I turn to for the facts. We also talk about the good news, and we talk about people's neighborhoods. WSOC stands for 'We Serve Our Community.'

Serving the community also means taking topical news stories and finding some human interest fun in them. Last summer Charlotte had a drought, and the mayor of the city

imposed water restrictions. Roper got in touch with the mayor and arranged to call him one morning while the mayor was in the shower to time him and make sure he was following his own rules.

Hammond also recognizes the importance of the entertainment factor, "There's nothing more boring than a boring newscast," he says. "This is something I hear continually, even on my own station, whether it is things that



"Programmers don't really pay as much attention to news as they do to the music. They're very in tune to the music and the rotations. News takes two or three minutes, as much as one song, so they don't treat it as a high priority. Here, however, we do treat it as a priority."

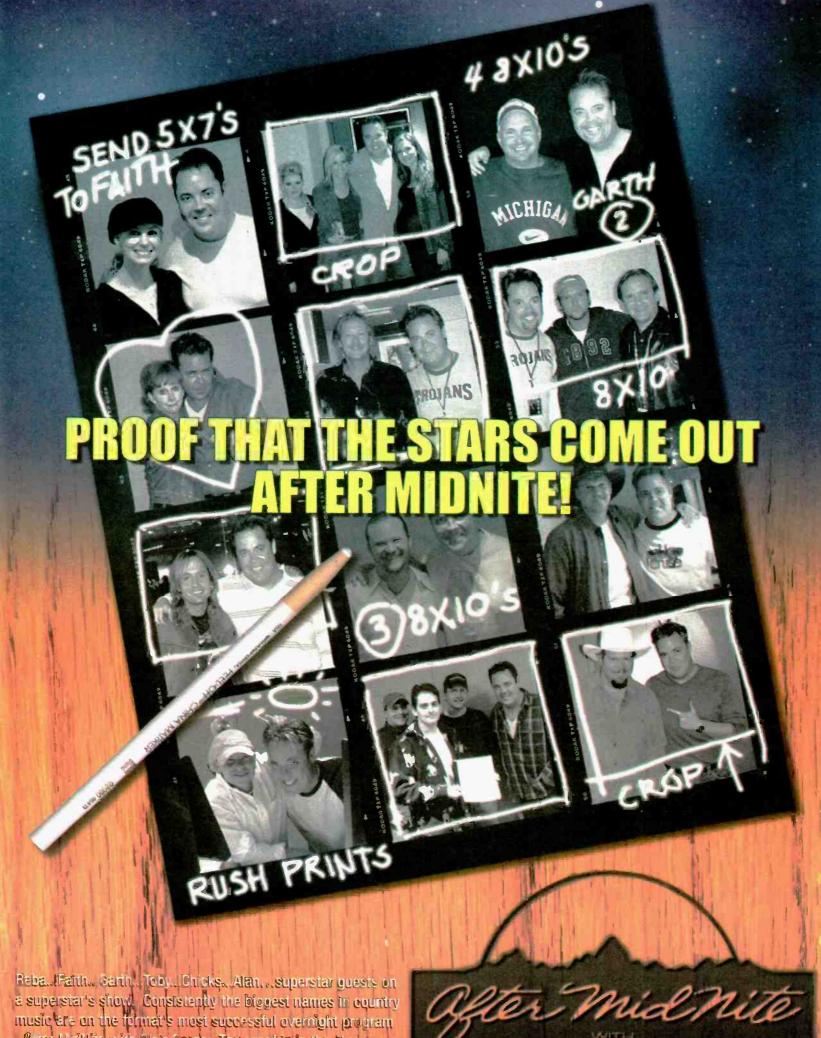
Roper believes that it's a common mistake for PDs to take news and information too seriously. "The days of Ted Baxter, the big-voice

Centinued on Page 67



Mike Hammond





-Arter MidNite with Blair Garner. The proof is in the show.

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Making magic through recognition, respect, trust and achievement

hus far we've presented six very tangible elements key to building a successful Country radio station. But there is a seventh area that we wanted to explore — one that, in some ways, is more intangible than the others and vet is just as essential to true success. While

are directed outward from the radio station, this key has more of an inward focus. It has to do with creating a winning

the other essentials of success

environment. We've all walked into a radio station and

felt "it" - that very special magic that permeates a successful station. You may not be able to put your finger on it, but you know when you go through the front door that you've entered a special place where the people love their work.

That may sound like an easy atmosphere to create, but we all know it's not. We've all been in radio stations that were No. 1 12+ but

"Once you've assembled the right group and got 'em in the right seats, you have to trust they'll do the right thing — and celebrate like hell when they do."

Charlie Morgan

didn't have "it." No magic; no special vibe. And while we all want that magic, it's not something that just happens. Like everything else, you have to work at creating a winning

The Magic Of WFMS

WFMS/Indianapolis has long been one of this format's most successful radio stations. In addition to being admired for its perennially lofty Arbitron ratings, WFMS has long been

looked up to as one of this format's special stations. Anyone who has ever walked through its front doors knows that it has that

As difficult as it is to create the magic, it's

even harder to explain. And that goes for WFMS, WGLD & WGRL VP/GM Charlie Morgan, who says, "I don't know what it is, I'm always amazed by that feeling you get when you go into a station that has it. Maybe it's the lack of tension in the air. Maybe what we're really noticing is a machine that's really humming along, and that is different enough that you notice it.

"I can't explain it, but I know it's not choreographed. While some things are strategized and planned, that vibe is not. But it is real, and it's not something you can falsely create. It's a byproduct of something that you can't put your finger on."

While he may find it hard to explain, Morgan is sure that creating a winning atmosphere is important to the continued success of the station and the cluster. "For me, it's critical," he says. "Having it doesn't ensure success, and not having it doesn't ensure failure, but even if it is not necessarily a directly causal relationship, it is the most important thing for coming to work every

"We have group of people who feel the same way about the culture within our group of stations, so maybe it's more about the culture of the collection of people you have. And those are the kinds of people I want to work with.

Chicken Or The Egg?

That raises one of the more intrinsic questions about creating a winning environment. It's kind of a "chicken or the egg" or "nature vs. nurture" paradox: Is creating a winning environment a matter of assembling a group of people with a certain mind-set, or is it a possible to instill the desired winning attitude in anybody?

Morgan feels that it's more a question of assembling the right folks than it is teaching a learnable skill. "I've become more convinced of that in recent years," he says. "I recently read Jim Collins' Good to Great. One of his key concepts is that you have to have the right people on the bus and have them in the

right seats before you can ever figure out where you're going. I subscribe to that theory.

"The first part is easy. Everyone will agree that it's about having the right people, and every manager aspires to do that. But getting

the right people in the right seats is a little trickier. Sometimes they're on the bus, but they're in the wrong seats, and moving them around can feel awkward and uncomfortable.

"But if you've recruited the right people, those who have that sense of whatever you want to call it - esprit de corps, or, as hokey as it sounds, we in Indiana verbalize it as 'family' - you can work with them to get

them into the right seats."

Cary Reife

As hokey as Morgan thinks the term "family" sounds in this context, he says that's the real key to his cluster's ultra-positive environment, "'Family' isn't just how we verbalize it in the building," he explains. "As you stand back and observe it, it's how the people who work here live it.

"With family comes 'I'm honest enough to

tell you when you're screwing up and will probably pick on you for your most glaring weaknesses, but, by God, if anyone else should do so, I'll stand beside you to the nth degree,' That is the essence of how tight and close people are here."

High Standards

Morgan points to another aspect of having a tight-knit group of people in

a building: It can be rough for newcomers. "It can be a tough nut to crack for an outsider coming in," he says. "You almost have to pass a certain muster to be let in. Once you're in, though, you're golden.

"It's the group that sets pretty high standards for itself about who they want to be part of that group. They look at it as having a lot of success at a place that is also a good place to work. They want to make sure we're hiring the right people, too, because their livelihood and well-being are entangled in it.

"We certainly don't take a group poll on who should be hired, but when someone new comes in, there is a period when everyone seems to be checking your hiring process."

Hiring people into a winning environment of close-knit people presents its own challenges, and Morgan and his team have a system in place that works in at least one area. He says, "We haven't found a way to apply this to every aspect of the station, but on the sales side we have a sales manager who does the recruiting and takes it right up to the final hiring step for all three of the stations in our building.

"He's a naturally gifted recruiter. We've put him in charge of finding people for each station and have equipped him with some tools, like a written screening test with a battery of questions, that help him identify people who have the qualities important in a salesperson. It helps him find people with high work intensity, high command skills or high problem-solving skills."

Play Hard

Morgan has pretty much outlined the first couple of steps to creating a winning environment. "Step one is assembling the right group," he recaps. "Step two is making sure they're in the right seats, which means making sure you have people in jobs that truly match where their talents are."

But now he adds an important third step: "Step three is getting the heck out of the way. That's an easy thing to say, but a hard thing to do. Getting out of the way is a matter of trust. Once you've assembled the right group and got them in the right seats, you have to trust they'll do the right thing and celebrate like hell when they do."



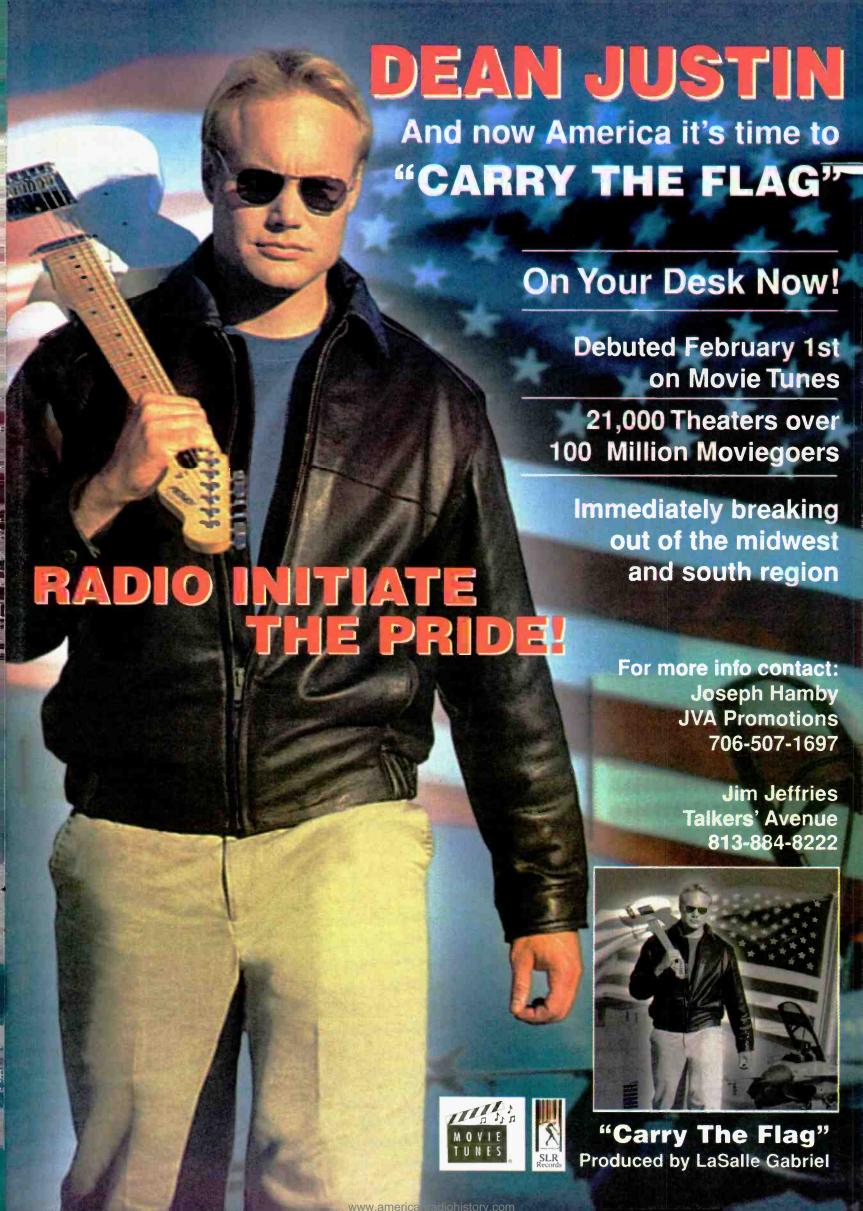
Charile Morgan

It sounds like an odd concept, but Morgan believes that you have to work as hard at celebrating as you do at working. "We've recently made a real point of playing hard more often," he says. "For a long time we've been really good at working hard, but we didn't always take time to recognize that these are the years that someday we'll look back on as the good old days

"WFMS, in particular, has been blessed with such great talent and has accrued so many successes. We've been forcing

Continued on Page 64





Continued from Page 62

ourselves to make sure that we step back and savor the moment."

One example of playing harder was an 18-hour airstaff road trip to Las Vegas shortly after WFMS won the CMA's Station of the Year honor. "We didn't even tell them where we were going," recalls Morgan. "We got them to the airport, handed each of them a \$100 bill and said, 'Get on the plane to Vegas and have fun."

Recognition & Respect

Recognition for a job well-done plays a key role in Morgan's plans for creating a winning environment. For instance, parent company Susquehanna's logo incorporates a Greek column. Playing off that theme, the Indianapolis cluster has Columns of Excellence awards. "We make big deals of them, and people display them proudly," says Morgan.

"We're constantly coming up with ways to recognize people who demonstrate the passion we're looking for. For instance, during a rough spot in last year's economy, we ran a quarter-long Wizard of Oz-themed promotion.

"We told everyone it was going to take heart, brains and courage to get through the quarter. We had 'heart,' 'brains' and 'courage' badges made up and had people nominate their peers whenever someone demonstrated one of those skills.

"Every day [WGLD Manager] Jennifer Scott and I would walk around and hand them out to people we had gotten an e-mail about.

"While we're a nice group of people and we like liking each other, we also find it's a lot easier to like each other when we're all successful."

Charile Mergan

We would relate who nominated them and what those people said they did.

"Pretty soon people had the badges up on their bulletin boards. For every one they got, they also got a slip with their name on it entered into a weekly drawing for prizes. We had a little rah rah at the end of each week.

"The whole thing is about being recognized and respected for achievement. We not only want to say that we appreciate everyone's hard work, we also want to recognize special results. We want to highlight specific results.

"While we're a nice group of people and we like liking each other, we also find that it's a lot easier to like each other when we're all successful. If we're not successful, it doesn't matter how much people want to stay around to enjoy the atmosphere, because no one will be around for long. The key is striking that balance."

" 'Team' Is Key To KUPL

Another station noted for its magical vibe is KUPL/Portland, OR. You often find staffers in a group, usually laughing. When you're around them, you're aware there's a special bond. Just be careful not to get too close —you're liable to end up in the middle of a range war.

As PD Cary Rolfe points out, "We believe in that old adage 'What happens in the hallways gets on the air.' We live by that in this building. You might come here and find us having water fights in the hallway or setting off stink bombs in people's offices—although that one got me close to being fired, I think. We do that kind of practical joking in the hallways.

"I'm not a PD who has a bunch of air personalities working for me; I'm a member of a team, and everything we do, we do as a team. We get together once a month at somebody's house and have a potluck dinner. We hang and party. We hang out with one another because we truly like each other. And that's hard to find. It really is magic."

Asked whether he feels that a team like his is created or assembled, Rolfe says, "I think assembly has a major part in this. It's picking the right people who fit in with what you're trying to create on the air. But with that said, the environment has to exist in the hallways before you can bring someone into it and create that for them."

Get Everyone On Board

Rolfe's comments on creating a winning environment center around the airstaff. Asked about the inclusion of all the other people at the radio station on the team, Rolfe says, "To a great degree, the programming department is the core of what the station is. A large part of our attitude is that we go to work to play. In fact, our motto in the programming department is 'It beats a job.'

"The on-air presentation and what emits from us can set the tone for the entire radio station. What happens in programming spills over. Of course, the GM plays a large part in all of this; he or she must buy in to what programming is doing along this line.

"We make sure that everyone in the station knows they are included and welcome at everything and anything the station does. Anyone who wants to come to our monthly get-togethers is welcome.

"We work very hard at making sure there

are no barriers or walls between programming and sales or programming and any other department. We work very hard at making it one big team.

"Of course," Rolfe adds with a laugh, "a lot of things KUPL does to solidify the team spirit happen after business hours."

In addition to including station staffers in various activities, Rolfe says that some of the team-building efforts extend even to the

"I'm not a PD who has a bunch of air personalities working for me. I'm a member of a team and everything we do, we do as a team."

Cary Relie

listeners. As an example, he points to KUPL's annual campout.

"We invite the entire station team to join us as we take 500 listeners camping," he says. "Everybody hangs out as a family. It's real casual, and all the barriers come down." Another of the all-inclusive events is Bowling With Bubba, an event with KUPL MD Rick Taylor.

Offering his reasoning for putting staffers other than those in programming together with listeners, Rolfe says, "As much as possible we want to make other departments part of the 'stardom' of the radio station that the listener sees. That helps them better understand it more from programming's perspective.

"While a lot of the emotion emanates from programming, we want to make sure that we take the fun to the rest of station so it doesn't look as if the folks in programming and promotions are the only ones who get to have fun."

The Alchemy Of Atmosphere

While there are lots of things that can be put in motion in an attempt to build a winning environment, it all starts with the people. And, for Rolfe, that starts with hiring. "It's a lot of chemistry," he says. "About 70% of the equation is the person doing the hiring — identifying and hiring compatible people. The other 30% is the person you hire being willing to get on the fun train. Around these hallways you can't take yourself too seriously or you'll get chewed up and spit out."

If 70% of creating a winning environment is finding the right people, what kinds of

attributes does Rolfe look for in the folks he hopes are going to be willing to get on the "fun train"? "It's a gut feel," he says. "A lot comes from that first meeting, when you're getting a feel about a person and a sense of what their personality is.

"I look for people who aren't too serious about themselves, who are open and easygoing and who have a good, competitive nature. It's like putting together the pieces of a puzzle. When it clicks, it's incredible. And having a great environment like we do here helps keep the team together. I haven't had to hire a new full-time jock in over four years."

Like Morgan, Rolfe feels that trust is a huge factor in creating a winning environment. "I'd go to the wall for any of the people here," he says. "And I feel they'd do the same for me. There's a rapport around here where there's nothing hidden; everything's always on the table. That goes back to trust."

For Rolfe, integrating new station staffers into KUPL's winning atmosphere also means removing any fears they may have. "There's no way to be comfortable in any situation where there's any amount of fear," he says. "To make sure that's not part of the equation, when I hire someone, I will have a very casual conversation with them and try to remove any fear they may have right away. And then we'll quickly line up a practical joke to pull on them.

"Every new hire experiences some awkwardness in the first few days on a new job. They're trying to learn everything and fit in, but they're not sure what all the personality

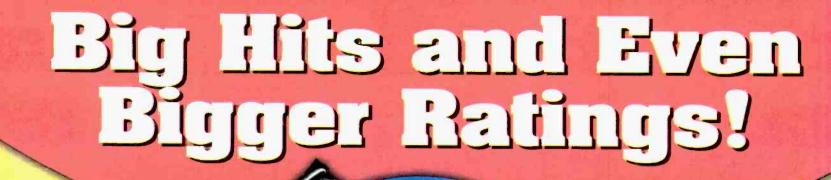
"I look for people who aren't too serious about themselves, who are open and easy going and who have a good, competitive nature."

Cary Rolle

types are around them. The more I can do to make them comfortable and to let them know how fun and relaxed our environment is, the better it will be for them and the better it will be for us.

"We work very hard at making new people feel at home right away. In fact, I think that's my responsibility. I mean, come on, is it really going out of one's way to make new people feel welcome and accepted and good about being here? In the long run it pays back 10-fold."







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country. That might mean playing nontraditional country artists or growing nontraditional country talent.

"We have to look at all genres of music to see what fits. You have to be very careful if you go down that road. There are a lot of adult artists who connect with Country P1s. The wider we grow Country as a format, the better the opportunity we will have for success."

Off The Beaten Path

One programmer who has no problem at all raiding other formats for music is Jay McCarthy. PD of WWYZ/Hartford, where you can hear music by Bruce Springsteen, The Corrs, John Mellencamp and Jimmy Buffett, among other pop and rock artists. "I won't say that I actively look elsewhere," he says. "It seems those other records just find me.

"That's because I'm a fan of music and don't try to constrain it by formatic boundaries. It's either good or it's not. The other side of what Logan said is that when you're the only Country station in a market, you have the opportunity to have the audience define to you what country is. My job is not to teach people what country is but to educate myself about what they think it is and to give them that."

Is McCarthy suggesting that Country programmers should actively seek music from other formats that fits their sound and meets audience expectations? "I take exception to the way that question was phrased," says McCarthy. "I think we've always been at the point in this format where we should have looked for it.

"It's not like we're resigning ourselves to 'Well, we have to play this stuff if we want any audience': it's about we *ought* to be playing it. because our job is to put on a great radio station that happens to play country music not put on a great Country radio station.

"People get too wound up in 'This is country' and 'This isn't country.' Programmers have to look for music that appeals to their audience. And it's not just about recruiting other people: Part of my job is to hold listeners as long as I can. If the people who listen to my station most use other forms of music that are slightly off the beaten path of what we play, why not play it so they don't have to leave?"

**** The Best Shot**

Before blindly jumping on the widerboundary bandwagon, understand that

McCarthy has some very specific reasons for what he does. He says, "We have a smaller cume than many Country stations in markets our size, so we have to provide the broadest selection of music we can while remaining true to the format and continuing to serve our heavy users and making sure we don't do anything to drive them away.

"This helps us give people who used to be P1s — and who are now P2s or P3s who may

"As we've chased crossover. we've taken away the charm that was uniquely ours and put an inferior product on our Country stations while other formats have co-opted only the best of what worked for us."

Gregg Swedberg

have left - a reason to come back and stay. Other programmers may have to narrow the focus of what they're playing because they need to superserve a large audience who are dedicated product users."

Back in the Great White North, Swedberg acknowledges that a hit is a hit is a hit. regardless of format, but he wishes he didn't have to go outside of Country for music. "I wish we were getting enough good, unique-sounding songs we could take a chance on," he says.

"I wonder if any mainstream country artist would have cut the Kid Rock and Sheryl Crow song. I also wonder if any label head would have been gutsy enough to allow a major country star to cut a record like that.

"But, if looking for hits to put on the air ultimately means looking outside of our format, I don't know why we wouldn't. Heck, other formats raid our stuff all the time. It's not a question of if we have enough talented artists however - we have plenty of them.

"I wish labels could believe in something so much they could just put it out there and not worry whether radio was going to love it. If it's a great piece of music and a statement the artist wants to make. I'm all for the artist being allowed to make it. If it flies, it flies; if it doesn't, it doesn't. But at least they're taking their best shot."

The Real Hits

Earlier, Swedberg proposed that labels and stations more actively seek unique music. But he says that stepping out without the proper tools is potentially harmful. "We'd all feel better about taking chances if we had a better feedback system," he says.

'It's easier to take a chance if you know that you'll be proved either right or wrong and that it will happen quickly. Then people wouldn't play a record for 16 weeks before realizing that there was no passion it.

"The worst news is, most programmers are operating with nothing when it comes to accurate feedback - they're just guessing. That's very dangerous at a time when people are holding on to records longer than ever. You have to know when to take them off.

"There's a lot of junk getting left on people's playlists that mucks up the chart. Then the labels play that 'I've got to get it to 10' game. People wonder why the national charts don't move; it's because we're so afraid to let go of records that aren't real hits.

There's nothing wrong with playing a real hit for 26 weeks, but there is something wrong with playing a stiff or even a mediocre 'B' record for that long when we'd all be better served by moving on to another single. I think even the audience would prefer we moved on to another single."

Among McCarthy's concerns is a feeling that we've left half our audience, "Some stations have gone for women to the exclusion of men," he says. "You have to work at it to maintain a balance. That's the great challenge of what we do. We have to work hard to be mass-appeal.

"It cracks me up to hear people say they're an adult 25-54 radio station and in same breath talk about how they didn't play a certain record because it was too male-leaning. They need to realize that women will stay through a male-leaning song, because that's the way people listen.

"People don't sit around all day at work with the radio cranked to 5, and as soon as something comes on that's not directly

targeted at them, they don't turn it off. One of the great things about country music is that it appeals to all walks of life. If you play five songs, there's something in there for everybody.3

Leesen Um

Swedberg is concerned that Country is damaging itself by repetition. "One of the reasons we've hurt ourselves is, we've chopped the gold list down to 250-300 and cut our current list to 20," he says.

"I think our mix is right and our era is about right, but I don't think we're deep enough into either. We have a lot of great records; there are only a few records that are really terrible. We have to play the great ones a lot and avoid the terrible ones. Everything else - that great 80% in the middle - deserves airplay too.

"Most records in this format research really well. People outside this format tell me they can't believe how many good records are available to us to play. There are only a few that people really hate.

"And then there's a few they love that you can play forever and ever, and they're never going to burn out. Then there's that giant chunk of records in the middle, on both the gold and recurrent lists, that you can play, and they're not going to hurt you.

"It's arguable that we have taken some of the variety out of our format by repeating the same songs over and over and by not playing songs from that vast middle, which, in many cases, has led to some great TSL. I think there's now an opportunity for everyone to loosen up a little bit.

"I've seen enough research to believe people aren't going to get hurt by increasing their total libraries from 300 records to a few hundred more. In most of the research projects I've seen, the difference between record No. 200 and record No. 500 is minimal."

Swedberg says his research is also making him wary of some of this format's biggest hits from the early '90s. "Especially in competitive situations I've seen some ugly burn on some of the early '90s music," he says.

"When 250 stations play essentially the same records for five years, those records are charred and have lost a lot of their luster. And people wonder why this format has lost some of its luster. Well, folks, we've done it to ourselves. We've chopped and narrowed it down to 250 records, and when you do that, you wear them out - and listeners go somewhere else."

Personalii

Garrison believes that the key is investing time in your people "When you invest years with some people, you know what makes people tick and you learn their strengths and weaknesses," he says.

"The way you manage your morning show is different from the way you manage the seven to midnight guy on Saturday night. My job is to maximize the strengths of my people, and how I do that is different, depending on the person. My job is to figure out what tools they need to be the best they can be."

Negative reinforcement doesn't work. according to Hunnicutt, "I've never run across anybody who responds to being put down or told they never do anything right," he says. "I'm motivated by praise and being told I do a good

"I've had bosses who ruled with an iron fist, and nobody was motivated, nobody wanted to give 115%, because they knew they weren't going to get a thank you. It takes just as much energy to be a jerk as it takes to be supportive and firm at the same time."

Hunnicutt advocates giving positive feedback while still coaching someone on how

Be Prepared

While spontaneity and spur-of-the-moment ideas can create magic for a show, most PDs insist on rigorous show prep, including Garrison, who says, "Show prep is very important. One of the big analogies I always use is television news. Television has tons of people preparing things for them, writing for them, and they are only on for 30 minutes. We're on for four hours, and it's tough to be entertaining and compelling for that long.

"I believe that the key is to take an interest in what your audience is interested in, no matter the market. Think of your show from the outside in and find out what's hot for that day. A basic filter is that you are talking about what your family and friends are talking about. Awareness is the key,

Garrison believes that awareness includes knowing the country lifestyle and values. "In country, it's family, moms and kids, community and patriotism that make up the heart of this nation."

Lindy, who emphasizes the show business part of his station, is particularly emphatic about show prep. "There are no lay-down breaks," he says. "I got on a part-timer yesterday. She came in, and I said, 'Where's your show prep?' She said, 'I was gonna look at this and this."

"She had a plan for a plan, but she wasn't ready. I said, 'I'm gonna have to send you home. It's not to get on you, but it takes a lot of work for all your breaks to get the same attention. You can't wing it; you're not good enough to wing it." enough to wing it."



owerful

Continued from Page 56

life, "Put your own spin on them," he says. "Don't just say, 'Here's another concert.' How can you surprise your listeners with something really cool? Don't just take it as it's presented. It's about taking the little things and making them hetter

The Art Of The Giveaway

WQYK-AM & FM & WYUU/Tampa OM Mike Culotta likes to give his listeners six-packs to get their attention. No, this isn't a beer sponsor promotion - it's a clever way to incorporate fun into concert-ticket giveaways. Culotta packages

"How do you get the listener's attention? Try to get things that are unique. The bottom line is that you have to be as compelling as possible."

Doug Montgomery

his promotions to help listener recall.

"It's gotta be different to make it stand out," he says. "If it's bigger than life, it will stick out, and when it comes to the book, they'll remember it. Everybody expects you to give away concert tickets. That's just natural. When you make it slightly bigger than life, they have the potential to start living it."

In his giveaway, Culotta gives the best tickets to the morning show to give away, and then he gets tickets for the worst seats in the house free from promoters. Often these seats have obstructed views and the venue would not have sold them anyway. Culotta takes these seats and packages them into groups of six for the afternoon team to give away.

"If you're gonna give away the worst seats, you give away six-packs, so people can bring five friends to suffer with them," he says. "They all get station T-shirts, and we ask the people who attend the show as part of a six-nack to stay together. If a jock sees you wearing the shirts while you are walking around, you may win backstage passes for all six of you."

Culotta says this giveaway was created because the normal ticket winner isn't recognizable. "With the six-packs, everyone knows who the winners are," he explains. "'Hey, you're one of the six-nacks. You're in the worst seats." We also recognize them from the stage. We found a way to make it an experience promotion."

The promotion also became an opportunity to promote the personalities on the station by having the afternoon team complain that the morning show gets all the good prizes. "A lot of times programmers say, 'I'm in a small market; I couldn't do that," Culotta says. "But there are bad seats in any market; market size is irrelevant."

A New Twist

Another example that Culotta uses to illustrate doing something different with

promotions is his tour hus ride to the show giveaway, "How many times have you heard a station give away seats, a limo ride and dinner?" he asks. "For about the same amount of money, we do a tour

"Forget dinner; you can cater food on the bus from whatever client you want. Not many neonle have been in a limo, but even fewer have been on a tour bus. We can take 12 people to the show. The station teases the giveaway by asking, 'Wanna feel like Tim McGraw?

"We've been lucky enough a lot of times to get the tour bus parked right next to the star's bus. We don't hang around backstage, but the winners get to say, 'We're parked right next to Tim McGraw.' It's taking the resources that you would have had anyway and doing something different."

Adding a new twist can also provide new avenues of revenue. The station's six-pack promotion was an easy sell, according to Culotta. "There is generally a beer sponsor," he says. "Bud Light was doing Tim McGraw's tour, so it became 'The worst seats in the house, brought to you by the best beer in the house.' It was a win for programming, a win for the listener and a win for sales."

Adapt It

Culotta uses this philosophy in all his promotions, especially since his promotion budget is minimal. "We'll do T-shirt stops at a client, giving away T-shirts to the first 99 people who get there within the hour," he says. "The client offsets the cost of the T-shirt and gets his name on the back of the shirt with the logo. It's a great tool to tease and tantalize

clients. They find out that I can get 99 neonle out for a T-shirt. It proves that the signal works and that people will come, and it's easier to go back and sell them a remote."

While he always keeps sales in mind. Culotta says, "The biggest promotional mistake

"Every appearance is show business. We have signs on the street and happy people to greet listeners, even if it is just another car dealer."

Paul Williams

people make is that they will take whatever the client is giving them and force it into their on-air presence instead of adapting it so it works in their system.

"It needs to be a win for the client and a win for the listener. We almost always accomplish those two things. The third thing, a win for programming, is tougher to accomplish.

"Many times people will say, 'We don't turn anything down for revenue.' But if you accept it the way it is, it isn't going to benefit the clients as much either. Instead of doing a boilerplate promotion, adapt it, move it, ask questions."

Blending Info With Tainment

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newsman, are gone," he says. "It is truly infotainment - even local news. Sometimes it frustrates me when people take it too seriously. You have to make it feel like that Saturday pair of blue jeans - comfortable."

The local news also leads to great morning show bits for Roper, who hosts the morning

"Our philosophy has always been that we're a radio station that happens to play country music. We have a lot of other elements on the station that will bring people to it."

Mike Hammond

show and reads headlines from the local paper once an hour outside of news. "The governor was on the other day, and we were joking about

the fact that South Carolina has the lottery and there is a law in North Carolina making it illegal for people to come into North Carolina with a lottery ticket," he says.

"I had my stunt guy go to South Carolina, buy lottery tickets and put them on the dash of the car. We issued a challenge to state troopers, offering a hundred bucks and concert tickets to the trooper who could pull him over first. We took a local news story and turned it into an event."

The 9/11 Legacy

News and information have become increasingly important to radio stations, especially following the terrorist attacks of Sept. 11, 2001. "With what this country has been through in the last year and a half, people want to wake up in the morning and make sure everything is OK," Roper says.

"I think Sept. 11 changed things," Shomby says. "It woke us all up to the fact that people want to know what is going to happen and that they will turn to the radio for it. They still use local radio for on-the-spot, up-to-the-minute information because they can't get to a television 1

According to these programmers, focusing on news — even stopping music for a period of time - won't necessarily hurt the ratings. "Sept. 11, 2001 was an extreme example, but we went to the network and our own local coverage, and that didn't hurt us in the ratings," Hammond says

Nonetheless, he says, it's just as important to emphasize news only when it's important: "If you come in on a day when you don't have those major news events and you're doing a lot of news and information that people are not attuned to, that's a negative.

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"I remember seeing a statistic that the most Tivo-ed commercial during the Super Bowl was the office linebacker spot, but only 30% of people knew what the product was. People loved the Joe Isuzu spots, but they didn't sell cars. We've got to sell cars."

Moore takes aim at his competitor, WSM-FM/Nashville and its billboard campaign. The white billboards had simple black lettering that said "Live 95." "Just adding a simple 'FM' would have made it better." Moore says.

"People were saying, 'Is that a Bible verse?" What a tremendous waste of money. If an outsider looks at a message and doesn't get it right away, the message isn't right."

In designing their campaigns, people can actually be too creative. Burke says, "You can have one straightforward message, but if it's too wrapped up in being overly creative, the call to action is lost. People get confused."

larketing Moments

Being simple and straightforward doesn't always convey fun to people, but Curtis believes it's more important to let people know

"If an outsider looks at a message and doesn't get it right away, the message isn't right."

Mike Moore

who you are. "It's nice to have campaigns that win Clios, but what we really need is to get people to listen to the radio station," he says. "It might not be as satisfying creatively, but it's more important."



Readers' Poll

R's annual Country Radio Readers' Poll, now in its 27th year, features the only slate of award winners selected solely by programmers and air personalities at our Country reporting stations. They were asked to list their choices in eight categories of excellence.

Performer Of The Year (BNA) Kenny Chesney

While much has been made of the dominance of Alan Jackson and Toby Keith over the last year, Kenny Chesney not-so-quietly made his mark on country music in 2002. Radio airplay, album sales, successful touring and a media blitz combined for perhaps his most successful year yet.

- Chesney has had four singles in the R&R Country Top 50 in the last year, including "The Good Stuff," which spent seven weeks at No. 1. "Young" peaked at No. 2 and "A Lot of Things Different" made it into the top 15. "Big Star" is currently in the top 15 and climbing.
- Chesney had a breakthrough year at the turnstile thanks to the over-the-top success of his No Shoes, No Shirt, No Problems tour. Grossing more than \$24 million and playing to over 1.8 million fans, it was the highest-grossing country tour of 2002. The followup, his Margaritas 'n' Senoritas tour, has already kicked off with Montgomery Gentry and Kellie Coffey in tow.
 - On the album front, Chesney's No Shoes, No Shirt, No Problems was recently certified

double-platinum, and his *Greatest Hits* release has sold 3 million units.

 Chesney's success did not go unnoticed by the awards shows. CMT's Flameworthy

Awards gave him the award for Male Video of the Year and Video of the Year for "Young." He also picked up nominations in three categories from the CMA and one from the ACM.

The Tennessee native had his share of media exposure.
 People named Chesney one of the magazine's Ten Sexiest Men. He shared the honor with the likes of Mel Gibson, Tom Cruise and George Clooney. He also appeared on NBC's Today Show, where

he proclaimed his fondness for host Katie Couric as he serenaded her with "Me and You."

He was also seen on Conan O'Brien and The Wayne Brady Show. Chesney recently shot episodes of the Discovery Channel's Celebrity Workout, which chronicled his daily workout routine, and A Day in the Life of a Superstar.



Male Vocalist (Arista)

Alan Jackson



A lan Jackson has had many great years in his career, but 2002 has to rank as one of the biggest. On the heels of his anthem "Where Were You (When the World Stopped Turning)," Jackson has garnered lots of airplay, sold records and tickets, grabbed numerous awards and caught the attention of media across the nation.

 Jackson spent a total of eight weeks atop the R&R Country Top 50 chart last year. "Where Were You" spent three weeks at No. 1, and "Drive (For Daddy Gene)" spent another five weeks in the top spot. "Work in Progress" made it to No. 2, and "That'd Be

Alright" is currently in the top 10.

• The Georgia native picked up awards galore last year. Jackson won three ACM awards: Top

Male Vocalist, Song of the Year and Single of the Year. The CMAs brought more hardware, as he tied the record for most wins in one night by picking up Single of the Year, Song of the Year, Album of the Year, Male Vocalist and Entertainer trophies.

ASCAP honored Jackson's songwriting with the prestigious Golden Note award, which put him in the company of Elton John, Stevie Wonder and Quincy Jones. Along the way he also nabbed kudos from CMT's Flameworthy Awards, the Christian Country Music Association and the Nashville Songwriters Association International.

- The media also took note of Jackson's outstanding year. *USA Today* called *Drive* the best country album of 2002. He dominated the *Country Weekly* Fan Favorite Awards with wins in five categories. He appeared in concert on NBC's *Today Show* and ABC's *Good Morning, America* and, on a more personal note, was recognized as a country "Chart Throb" by *US Weekly*. He performed, along with Placido Domingo, Gloria Estefan and Aretha Franklin, on NBC's *Concert for America* on the anniversary of 9/11.
- Jackson released two albums in 2002: the triple-platinum Drive and his most recent holiday collection, Let It Be Christmas. The latter spawned a CMT holiday special.

Female Vocalist (RCA)

Martina McBride

ne of country's steadiest performers, Martina McBride put together another solid outing in 2002. She enjoyed radio airplay, media attention and across-the-board awards and, probably most importantly to her, was able to use it all to turn the spotlight on her favorite charitable causes.

- McBride's "Blessed" spent two weeks at No. 1 in March, making her the only female artist to have a No. 1 single in 2002. "Where Would You Be" peaked at No. 3 in October, and her current single, "Concrete Angel," is in R&R's top 20. The album that spawned the three singles, her Greatest Hits collection, has sold over a million copies.
- The country award shows were unanimous in selecting McBride as Female Vocalist of the year in 2002. The ACM gave her the nod in May, and the CMA followed suit in November. In addition, McBride recently took home the American Music Award for Favorite Female Artist in Country Music. CMT's Flameworthy Awards acknowledged her with its Female Video of the Year trophy for "Blessed." She is up for a Grammy for Best Female Country Vocal Performance.
 - McBride's social consciousness was very evident last year. She was the national spokesper-

son for *USA Weekend's* Make a Difference Day, an annual volunteer event that took place in October. She also participated, along with Elton John, Dennis Miller, Robin Williams and others, in the Grand Slam for Children. The event raises money for the Andre Agassi Charitable Foundation, which benefits at-risk children.

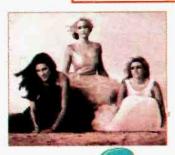
Her own annual YWCA celebrity auction raised a record-breaking \$62,000 during Fan Fair. She recently added a tag to her "Concrete Angel" video that provides a phone number for a national child-abuse hotline.

- McBride picked up her share of TV time with appearances on NBC's Weekend Today and during the Rose Parade, where she sang "God Bless America." In November she was profiled on Lifetime Television's Intimate Portrait. Her biographers included Loretta Lynn, Reba, Faith Hill, Garth Brooks and Tim McGraw. She was also featured in Ladies' Home Journal, Rosie, Vogue, InStyle and Oprah.
- In addition to her normal touring, McBride put together a 17-city Joy of Christmas tour that was inspired by Christmas productions at Radio City Music Hall.



Group Of The Year Dixie Chicks

Best Album: Home (Open Wide/Monument)



A year that started out with The Dixie Chicks feuding with their record label turned out pretty good for everyone involved. Album sales, television appearances and radio airplay are just a few of the highlights. On the baby front, Emily Robison and her artist husband, Charlie, welcomed Charles Augustus Robison into the world on Aug. 23.

• The Chicks had four singles in the R&R Top 50 in the last year. "Some Days You Gotta Dance," from their Fly album, peaked at No. 7 in February. The first two singles from their Home album both peaked at No. 2.

— "Long Time Gone" in August and "Landslide" in November. A third single, "Travelin' Soldier," is in R&R's top 10. The country trio also experienced crossover success with a recent trip to the top of R&R's AC chart with a version of "Landslide" produced by Sheryl Crow.

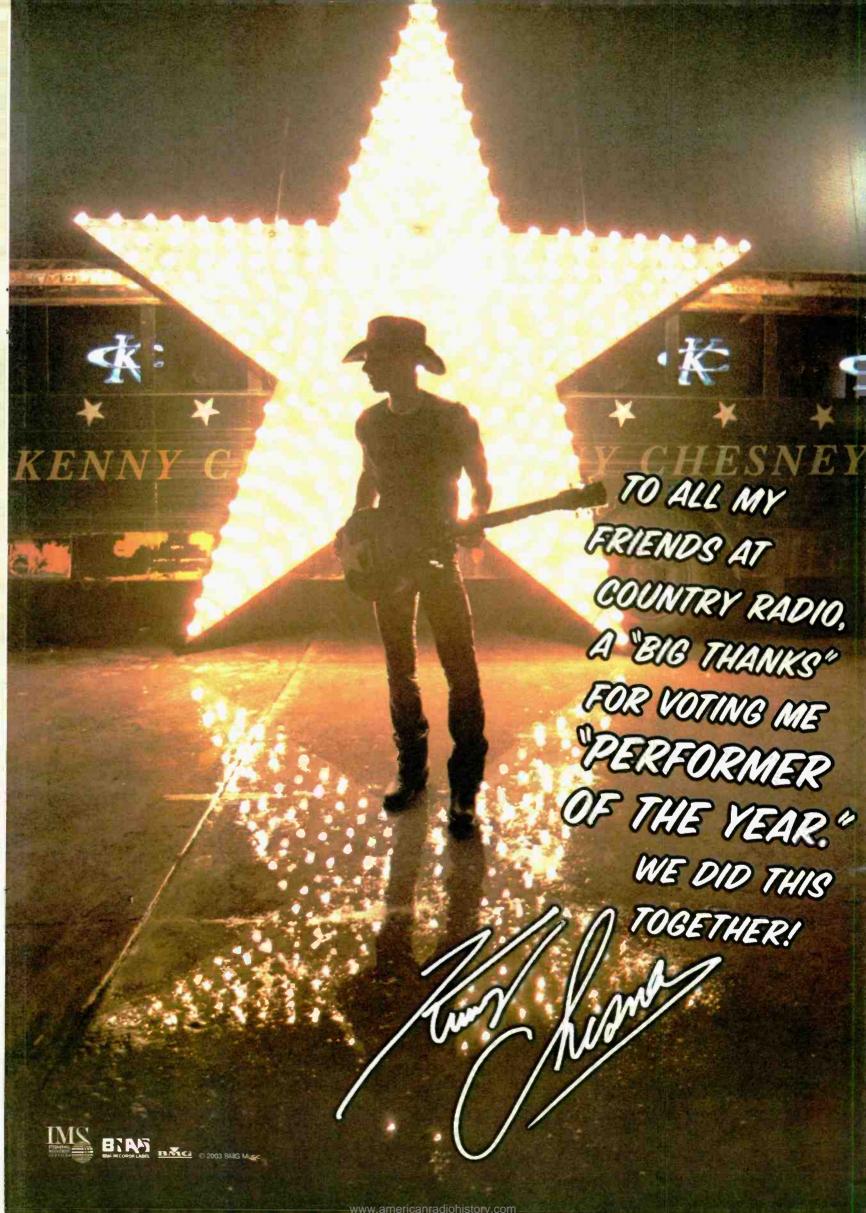
 After a relatively quiet first half of 2002, the Chicks were appropriately lauded in the second half. They picked up their fourth

Group of the Year honor from the CMA in November. The trio won two trophies at this year's American Music Awards: Favorite Country Group and Favorite Country Album. They won Favorite Music Group at the People's Choice Awards.

Earlier in the year CMT's Flameworthy Awards recognized them with the Video Visionary award. They are nominated for four Grammy awards: Album of the Year, Best Country Album, Best Country Instrumental Performance and Best Country Performance by a Duo or Group With Vocals.

TV played a big part in the Chicks' success last year. Not only did they have ratings success
with their NBC special An Evening With The Dixie Chicks, they also teamed up for CMT's Crossroads with their hero James Taylor. In May the trio shared the stage with Cher, Celine Dion and

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Readers' Po

Dixie Chicks

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Shakira during VH1's Divas Las Vegas. A highlight of the evening was when the Chicks were joined onstage by Stevie Nicks for the Fleetwood Mac classic "Landslide.

They also performed or were featured on The Today Show, The Tonight Show, 20/20, The Early Show, The Late Show With David Letterman and Entertainment Tonight, just to name a few. More

recently, the trio sang the national anthem at this year's Super Bowl and appeared as musical quests on Saturday Night Live.

- Their current album, Home, has been certified triple-platinum by the RIAA, and their previous effort, Fly, was certified at 10-times platinum in June of 2002. A DVD and video have been released of their NBC special featuring seven tracks not seen in the original broadcast.
- The Chicks will return to the concert trail this year with a soon-to-be-announced tour that will include European and Australian dates this fall.

local Duo Of The Year (Arista)

The American Music Awards tapped them as Favorite Band, Duo and Group in 2002, and the CMT Flameworthy Awards gave them the nod for Group/Duo



• "The Long Goodbye," the duo's third single from Steers & Stripes, peaked at No. 2 on the R&R Country chart, while "My Heart Is Lost to You" reached the top five. "Every River "their most recent hit, made it to No. 12.

another stellar year for Brooks & Dunn.

- . Brooks & Dunn picked up a truckload of trophies in 2002. The duo took top honors at last spring's ACM
- awards, winning Entertainer of the Year, Top Vocal Duo and Country Video (for "Only in America") The wins pushed them ahead of Merle Haggard for most ACM awards won. They also picked up the CMA award for Vocal Duo in November. It was their tenth CMA award in that category.

Video of the Year. They recently accepted the inaugural Elvis Presley Patriotic Song Award for their "Only in America" single. That was part of the American Veterans Awards, which aired on the History Channel.

- The heavy metal continued to pile up for the duo as Brand New Man was certified six-times platinum, Hard Workin' Man was certified for 5 million in sales, and their current effort, Steers & Stripes, was certified platinum. In October they released It Won't Be Christmas Without You, their first Christmas collection.
- The second edition of the popular Neon Circus & Wild West Show, which also featured Dwight Yoakam, Gary Allan, Trick Pony and Chris Cagle, was once again one of the top-grossing tours of the year.
- Their TV appearances in 2002 included The Tonight Show, TNT's Christmas in Washington and an episode of CMT Crossroads, which they did with ZZ Top. They were also the subject of a profile on CBS's Sunday Morning.
- Brooks & Dunn are currently in the studio working on a new album their ninth for late summer release.

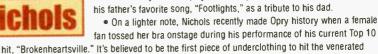
Single Of The Year (Capitol) "Somebody Like You"

he success of Keith Urban's eponymous Capitol release made him a fan and radio favorite over the past few years. With his hit "Somebody Like You" — the first single from his new album as an appetizer, it appears more good things are on his plate.

- "Somebody Like You" spent eight weeks atop the R&R Country chart, the longest stay for any country single last year. The song is the title track for the new movie How to Lose a Guy in Ten Days and is being worked to Pop radio by the soundtrack's label, Virgin. As if that weren't enough, "Somebody Like You" can be downloaded as a ring tone for your Nokia phone. Urban's current single, "Raining on Sunday," has already broken into the top 20.
- With Urban's success came multiple media opportunities. He made appearances on The Today Show, The Tonight Show, Access Hollywood, CNN, The View and The Wayne Brady Show. He was also set to appear on The Caroline Rhea show and Good Morning, America when voice problems dictated six weeks of voice rest. The same problems will cause him to miss CRS. On the print side of things, Urban was covered by People and Country Weekly, among others.
- . Urban also made the award show circuit. He was nominated for CMT Flameworthy Awards for Fashion Plate Video of the Year and Breakthrough Video of the Year. Back home in Australia he was awarded an outstanding achievement award by ARIA, the Australian equivalent of NARAS. He also picked up a Golden Guitar award for Video of the Year down under.
- · Urban, who spent last year hitting fairs and festivals, including Farm Aid 2002, will join Kenny Chesney's Margaritas 'n' Senoritas tour beginning in April. He is also set to appear at Fan Fair this year.
- The title of his most recent album, Golden Road, proved to be prophetic, as it was certified gold in November. It has also reached that status in Canada and Australia.



New Artist (Universal South)



With a Memory. Nichols played the Opry a few nights later and performed

Sometimes the things you think could never happen, happen just like that." For Joe Nichols, the song "The Impossible" was a fitting introduction for both him and the new label behind him. Nichols defied all odds in 2002 as his Universal South debut single climbed all the way to No. 1. In addition to this honor, Nichols' airplay last year made him one of R&R's New Artist MVPs.

. Nichols made his Grand Ole Opry debut on March 29 of last year. The date was moved up so that his terminally ill father could fulfill his dream of seeing Nichols perform on the Opry stage before he was too ill to travel. Mike Nichols passed away

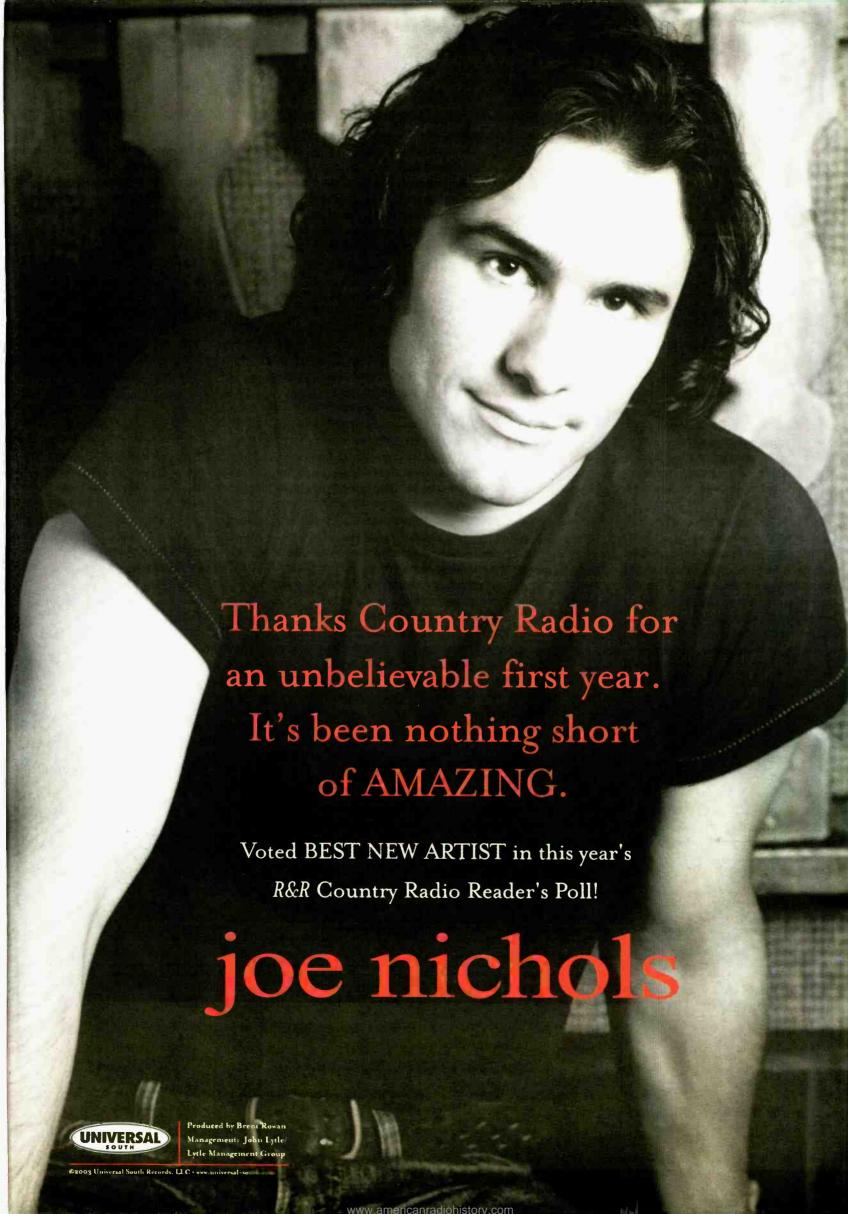
• Nichols is up for two Grammys — one for Best Country Album and one for Best Country Male Vocal Performance, In addition, "The Impossible" is up for Best Country Song. He is this

year's third most nominated country artist, behind Alan Jackson and The Dixie Chicks. • Nichols' success brought with it a slot on the tour of one of his idols, Alan Jackson, in

September of last year. He will continue on the road with Jackson this year, as well as doing fair and club dates. And, of course, he is one of the performers at this year's CRS New Faces show. • The Arkansas native will be spotlighted in upcoming features on Access Hollywood, CNN's

Daily News From Entertainment Weekly, CBS Entertainment News and the TV Guide Channel. He will also appear, along with Ricky Skaggs and Brenda Lee, on a celebrity episode of Wheel of





M	W	No February 21, 2003							
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	POINTS	TOTAL PLAYS	PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS	
3	0	MARK WILLS 19 Somethin' (Mercury)	15784	+1027	5459	+304	20	149/0	١
2	2	BLAKE SHELTON The Baby (Warner Bros.)	15682	-87	5719	-18	16	149/0	١
1	3	TERRI CLARK I Just Wanna Be Mad (Mercury)	15501	-572	5434	-296	25	149/1	١
5	4	GARY ALLAN Man To Man (MCA)	13752	+243	5050	+131	20	148/0	١
4	5	AARON LINES You Can't Hide Beautiful (RCA)	13664	+141	5017	+10	26	149/1	١
6	6	DIXIE CHICKS Travelin' Soldier (Monument)	13432	+1345	4799	+508	18	149/0	I
7	0	JOE NICHOLS Brokenheartsville (Universal South)	12961	+1078	4624	+393	16	145/2	ı
9	8	BRAD PAISLEY I Wish You'd Stay (Arista)	11037	-93	4070	-34	25	146/0	١
10	9	ALAN JACKSON That'd Be Alright (Arista)	10401	+849	3612	+273	8	146/0	ı
13	1	KENNY CHESNEY Big Star (BNA)	9280	+1309	3193	+501	7	147/2	ı
11	Ø	SHANIA TWAIN Up! (Mercury)	8964	+418	3151	+125	10	140/2	ı
12	12	TRACE ADKINS Chrome (Capitol)	8648	+228	3410	+111	20	140/0	ı
16	3	KEITH URBAN Raining On Sunday (Capitol)	7930	+569	2859	+151	10	145/2	
15	4	JENNIFER HANSON Beautiful Goodbye (Capitol)	7753	+316	2910	+127	26	136/1	
14	15	VINCE GILL Next Big Thing (MCA)	7629	-156	2854	-39	14	143/0	
19	(B)	MARTINA MCBRIDE Concrete Angel (RCA)	7599	+963	2755	+331	13	146/3	
17	Ø	TIM MCGRAW She's My Kind Of Rain (Curb)	7268	+520	2659	+265	7	143/5	
18	₿	DIAMOND RIO I Believe (Arista)	7027	+374	2632	+138	11	137/0	1
22	1	TOBY KEITH Rock You Baby (DreamWorks)	6442	+743	2191	+238	6	142/5	
21	20	FAITH HILL When The Lights Go Down (Warner Bros.)	6178	+298	2105	+28		128/0	
20	4	DEANA CARTER There's No Limit (Arista)	6104	+45	2379	+59	16	138/0	
23	22	CHRIS CAGLE What A Beautiful Day (Capitol)	5850	+276	2030	+150	13	127/6	
24	3	PHIL VASSAR This Is God (Arista)	4947	+300	1843	+107		124/6	
26	4	RASCAL FLATTS Love You Out Loud (Lyric Street)	4557	+756	1677	+325		128/8	
25	4	JEFF BATES The Love Song (RCA)	4010	+40	1522	+31	7	125/7	
28	20	RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Christian)	3528	+410	1163	+225		80/13	
30	Ø	MONTGOMERY GENTRY Speed (Columbia)	3248	+524	1274	+156		115/5	
29	23	JESSICA ANDREWS There's More To Me Than You (DreamWorks)	3108	+24	1215	+8		115/3	
Breake		CRAIG MORGAN Almost Home (Broken Bow)	2985	+564	1295	+245		92/4	
31	9	JO DEE MESSINA Was That My Life (Curb)	2741	+31	985	+74		103/8 90/6	
Breake	_	TRAVIS TRITT Country Ain't Country (Columbia)	2319	+254	819	+79 +90		87/1	
35	1	PINMONKEY I Drove All Night (BNA)	2159	+241	866 783	+63		98/4	
36	33	TAMMY COCHRAN Love Won't Let Me (Epic)	1852	+131 +319	648	+116		72/7	
37	39	SAMMY KERSHAW I Want My Money Back (Audium) KID ROCK WISHERYL CROW Picture (Lava/Atlantic)	1600 1577	+315	473	+105		20/3	
38	®		1467	+323	593	+46		71/3	
39	3 5	A. TIPPIN F/T. TIPPIN Love Like There's No Tomorrow (Lyric Street) JIMMY WAYNE Stay Gone (DreamWorks)	1397	+642	497	+237		78/20	
43 42	33	STEVE HOLY Rock-A-Bye Heart (Curb)	1089	+175	460	+84		71/7	
42	9	ANTHONY SMITH Half A Man (Mercury)	1044	-173		+19		58/7	
41	40	TIM MCGRAW F/ELTON JOHN Tiny Dancer (Curb)	1019	.9	167	-23		3/0	
44	40	JOHN MICHAEL MONTGOMERY Country Thang (Warner Bros.)	778	+42	345	+7		46/3	
46	42	TOBY KEITH Beer For My Horses (DreamWorks)	732	+100	121	+20		1/0	
47	43	ALISON KRAUSS The Lucky One (Rounder)	663	+32		+9		18/2	
7/	•	LIPIANE HILLAAA HIIO PRANÎ ONO (LIARINDA)					_		

149 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 2/9-2/15. 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 (© 2003, The Arbitron Company). © 2003, R&R, Inc.

Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
KELLIE COFFEY Whatever It Takes (BNA)	27
JIMMY WAYNE Stay Gone (DreamWorks)	20
MARK WILLS When You Think Of Me (Mercury)	20
GARTH BROOKS Why Ain't I Running (Capitol)	15
RANDY TRAVIS Three (Word/Curb/Warner Christian)	13
MARK CHESNUTT I'm In Love With A Married (Columbia)	13
BRETT JAMES After All (Arista)	12
SARA EVANS Backseat Of A Greyhound Bus (RCA)	- 11
TANYA TUCKER Old Weakness (Tuckertime/Capitol)	9
RASCAL FLATTS Love You Out Loud (Lyric Street)	8
JO DEE MESSINA Was That My Life (Curb)	8

Most Increased Points

POINT INCREASE
+1345
+1309
+1078
+1027
+963
+849
+756
+743
+642
+569

Most Increased Plays

ARTIST TITLE LABEL(S)	PLAY INCREASE
DIXIE CHICKS Travelin' Soldier (Monument)	+508
KENNY CHESNEY Big Star (BNA)	+501
JOE NICHOLS Brokenheartsville (Universal South)	+393
MARTINA MCBRIDE Concrete Angel (RCA)	+331
RASCAL FLATTS Love You Out Loud (Lyric Street)	+325
MARK WILLS 19 Somethin' (Mercury)	+304
ALAN JACKSON That'd Be Alright (Arista)	+273
TIM MCGRAW She's My Kind Of Rain (Curb)	+265
CRAIG MORGAN Almost Home (Broken Bow)	+ 245
TOBY KEITH Rock You Baby (DreamWorks)	+238

Breakers

CRAIG MORGAN

Almost Home (Broken Bow) 4 Adds • Moves 32-29

TRAVIS TRITT

Country Ain't Country (Columbia) 6 Adds • Moves 34-31

Songs ranked by total plays

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



TEBEY We Shook Hands (Man To Man) (BNA)

MARK WILLS When You Think Of Me (Mercury)

AMY DALLEY Love's Got An Attitude (It...) (Curb)

STEVE WARINER Snowfall On The Sand (Selectone)

MARK CHESNUTT I'm In Love With A Married... (Columbia)

GEORGE STRAIT The Real Thing (MCA)

BRETT JAMES After All (Arista)

45

48

50

Debut> 44

Debut> 47

Debut> 48

Debut 50

45

49

Country Radio's #1 Overnight Program

PREMIERS



YOU THE MANBlair Garner hangs out with singer Toby Keith on After MidNite

619

580

498

405

399

397

+445

-54

-16

+212

+326

+6

351 +231

154

108

272 +210

202 +132

153 +125

-17

+6

+65

0 2

1

2

0

49/12

37/1

2/0

34/13

21/20

16/0

3/1

COUNTRY TOP 50 INDICATOR

R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	POMTS	TOTAL PLAYS	#- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	BLAKE SHELTON The Baby (Warner Bros.)	3447	-61	2715	-58	16	74/0
2	2	GARY ALLAN Man To Man (MCA)	3317	-46	2621	-29	22	72/0
5	3	DIXIE CHICKS Travelin' Soldier (Monument)	3118	+99	2467	+90	9	74/0
3	4	AARON LINES You Can't Hide Beautiful (RCA)	3059	-150	2449	-87	28	71/0
7	5	JOE NICHOLS Brokenheartsville (Universal South)	3015	+43	2410	+35	17	67/0
6	6	TERRI CLARK I Just Wanna Be Mad (Mercury)	2873	·119	2250	·87	25	65/0
9	0	ALAN JACKSON That'd Be Alright (Arista)	2854	+225	2259	+172	9	74/0
8	8	TRACE ADKINS Chrome (Capitol)	2819	+82	2265	+66	21	74/0
4	9	MARK WILLS 19 Somethin' (Mercury)	2704	-349	2138	-248	20	69/0
10	10	BRAD PAISLEY I Wish You'd Stay (Arista)	2424	-186	1944	-134	29	64/0
12	0	KENNY CHESNEY Big Star (BNA)	2413	+215	1895	+164	6	75/0
11	12	VINCE GILL Next Big Thing (MCA)	2287	+49	1803	+45	14	70/0
13	13	SHANIA TWAIN Up! (Mercury)	2207	+11	1762	+9	9	73/0
14	14	JENNIFER HANSON Beautiful Goodbye (Capitol)	2190	+17	1747	+19	26	73/0
15	15	KEITH URBAN Raining On Sunday (Capitol)	2162	+51	1722	+40	11	75/0
16	16	MARTINA MCBRIDE Concrete Angel (RCA)	2143	+62	1702	+60	12	74/0
17	Ð	DIAMOND RIO I Believe (Arista)	2057	+69	1658	+65	13	74/0
19	18	TIM MCGRAW She's My Kind Of Rain (Curb)	1967	+113	1534	+106	4	75/0
18	1	TOBY KEITH Rock You Baby (DreamWorks)	1961	+82	1573	+70	6	73/0
21	20	DEANA CARTER There's No Limit (Arista)	1753	+41	1423	+40	17	71/0
22	4	PHIL VASSAR This Is God (Arista)	1670	+92	1320	+65	6	72/0
23	2	CHRIS CAGLE What A Beautiful Day (Capitol)	1649	+110	1324	+79	12	70/1
24	3	RASCAL FLATTS Love You Out Loud (Lyric Street)	1479	+190		+153	4	72/1
26	2	JEFF BATES The Love Song (RCA)	1359	+173	1067		5	65/2
27	4	JESSICA ANDREWS There's More To Me Than You (DreamWorks)		+156		+112	8	65/1
25	26	FAITH HILL When The Lights Go Down (Warner Bros.)	1257	-26	993	-23	12	55/1
28	27	MONTGOMERY GENTRY Speed (Columbia)	1138	+81	890	+66	6	62/1
29	28	RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Christian)	1092	+139	871	+106	10	53/3
31	29	JO DEE MESSINA Was That My Life (Curb)	897	+112	712	+87	5	55/2
32	1	TRAVIS TRITT Country Ain't Country (Columbia)	852	+67	650	+62	5	43/0
34	Õ	A. TIPPIN F/T. TIPPIN Love Like There's No Tomorrow (Lyric Street)	798	+65	654	+51	6	45/1
33	32	TAMMY COCHRAN Love Won't Let Me (Epic)	773	+29	635	+24	6	
37	33	JOHN MICHAEL MONTGOMERY Country Thang (Warner Bros.)	565	+25	459	+74	3	45/1
36	34	PINMONKEY I Drove All Night (BNA)	504	+10			13	36/2
38	33	SAMMY KERSHAW I Want My Money Back (Audium)		+109	419 390	+14 +97	2	29/4
40	35	ANTHONY SMITH Half A Man (Mercury)	356	+94		+68	2	37/8 25/4
44	9	JIMMY WAYNE Stay Gone (DreamWorks)		+142				
35	38	DARRYL WORLEY Family Tree (DreamWorks)	293	-348		+138	2	38/16
42	39	CRAIG MORGAN Almost Home (Broken Bow)			250	-319	20	16/0
39	40	DARON NORWOOD In God We Trust (H2E/Lofton Creek)	290	+58	243	+41	7	19/6
4 5	40	STEVE HOLY Rock-A-Bye Heart (Curb)	260	-17	223	-16	12	13/0
41	42		249	+71	199	+44	2	20/4
46	42	CHARLIE DANIELS/TRAVIS TRITT Southern Boy (Blue Hat/Audium)	215	-23	185	-28	9	14/0
90 Debut>	=	KID ROCK F/ALLISON MOORER Picture (Lava/Universal South) KID RDCK W/SHERYL CRDW Picture (Lava/Atlantic)	192	+28	161	+28	10	9/1
Debut	45	MARK CHESNUTT I'm In Love With A Married (Columbia)	179	+71	145	+49	1	10/2
47	46		164	+80	136	+57	1	17/6
48	40	JAMIE LEE THURSTON It Can All Be Gone (View2/H2E)	152	-8	138	-8	3	12/0
49	48	HOLLY LAMAR Unkissed (Universal South) RADNEY FOSTER Scare Old World (Dualtonal)	141	+1	130	+1	2	14/0
5 0	40	RADNEY FOSTER Scary Old World (Dualtone) TEBEY We Shook Hands (Man To Man) (BNA)	131	·6	127	-6	2	9/0
	W.C.	I LULI WE SHUUK MAHUS (WIGH TU MAM) (BIVA)	129	+15	117	+9	3	10/1

75 Country Indicator reports. Songs ranked by total plays for the airplay week of Sunday 2/9-Saturday 2/15. © 2003, R&R Inc.

Most Added^{*}

www.rrindicator.com ARTIST TITLE LABELIS) ADDS JIMMY WAYNE Stay Gone (Dream Works) 16 MARK WILLS When You Think Of Me (Mercury) 13 BRETT JAMES After All (Arista) 10 TANYA TUCKER Old Weakness (Coming On...) (Tuckertime/Capitol) KELLIE COFFEY Whatever It Takes (BNA) SAMMY KERSHAW I Want My Money Back (Audium) SARA EVANS Backseat Of A Greyhound Bus (RCA) CRAIG MORGAN Almost Home (Broken Bow) MARK CHESNUTT I'm In Love With A Married... (Columbia) PINMONKEY I Drove All Night (BNA) ANTHONY SMITH Half A Man (Mercury) STEVE HOLY Rock-A-Bye Heart (Curb) RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Christian) 3 AMY DALLEY Love's Got An Attitude (It...) (Curb) GEORGE STRAIT The Real Thing (MCA)

Most **Increased Points**

JOHN MICHAEL MONTGOMERY Country Thang (Warner Bros.) KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)

JEFF BATES The Love Song (RCA) JO DEE MESSINA Was That My Life (Curb)

RENEE MCCRARY Angel (Independent)

ARIST TITLE LABEL(S) ALAN JACKSON That'd Be Alright (Arista) KENNY CHESNEY Big Star (BNA) PASCAL FLATTS Love You Out Loud (Lyric Street) JEFF BATES The Love Song (RCA) JESSICA ANDREWS There's More To Me Than You (DreamWorks) JIMMY WAYNE Stay Gone (DreamWorks) RANDY TRAVIS Three (Word/Curb/Warner Christian) TIM MCGRAW She's My Kind Of Rain (Curb) NOREAL STREET **CREATION** **CRE	L T
KENNY CHESNEY Big Star (BNA) + 2 RASCAL FLATTS Love You Out Loud (Lyric Street) + 1 JEFF BATES The Love Song (RCA) + 1 JESSICA ANDREWS There's More To Me Than You (DreamWorks) + 1 JIMMY WAYNE Stay Gone (DreamWorks) + 1 RANDY TRAVIS Three (Word/Curb/Warner Christian) + 1 TIM MCGRAW She's My Kind Of Rain (Curb) + 1	SE
RASCAL FLATTS Love You Out Loud (Lyric Street) +1 JEFF BATES The Love Song (RCA) +1 JESSICA ANDREWS There's More To Me Than You (DreamWorks) +1 JIMMY WAYNE Stay Gone (DreamWorks) +1 RANDY TRAVIS Three (Word/Curb/Warner Christian) +1 TIM MCGRAW She's My Kind Of Rain (Curb) +1	25
JEFF BATES The Love Song (RCA) +1 JESSICA ANDREWS There's More To Me Than You (DreamWorks) +1 JIMMY WAYNE Stay Gone (DreamWorks) +1 RANDY TRAVIS Three (Word/Curb/Warner Christian) +1 TIM MCGRAW She's My Kind Of Rain (Curb) +1	15
JESSICA ANDREWS There's More To Me Than You (DreamWorks) + 1: JIMMY WAYNE Stay Gone (DreamWorks) + 1: RANDY TRAVIS Three (Word/Curb/Warner Christian) + 1: TIM MCGRAW She's My Kind Of Rain (Curb) + 1	90
JIMMY WAYNE Stay Gone (DreamWorks) + 1: RANDY TRAVIS Three (Word/Curb/Warner Christian) + 1: TIM MCGRAW She's My Kind Of Rain (Curb) + 1	73
RANDY TRAVIS Three (Word/Curb/Warner Christian) +1: TIM MCGRAW She's My Kind Of Rain (Curb) +1	56
TIM MCGRAW She's My Kind Of Rain (Curb) +1	12
	39
10 000 10000000000000000000000000000000	13
JO DEE MESSINA Was That My Life (Curb) +1	12
CHRIS CAGLE What A Beautiful Day (Capitol) +1	10

Most

Increased Plays	TOTAL PLAY
	INCREASE
ALAN JACKSON That'd Be Alright (Arista)	+172
KENNY CHESNEY Big Star (BNA)	+164
RASCAL FLATTS Love You Out Loud (Lyric Street)	+ 153
JIMMY WAYNE Stay Gone (DreamWorks)	+138
JEFF BATES The Love Song (RCA)	+137
JESSICA ANDREWS There's More To Me Than You (DreamWorks	√ +112
TIM MCGRAW She's My Kind Of Rain (Curb)	+106
RANDY TRAVIS Three (Word/Curb/Warner Christian)	+106
MARK WILLS When You Think Of Me (Mercury)	+106
SAMMY KERSHAW I Want My Money Back (Audium)	+97
DIXIE CHICKS Travelin' Soldier (Monument)	+90
JO DEE MESSINA Was That My Life (Curb)	+87
CHRIS CAGLE What A Beautiful Day (Capitol)	+79
JOHN MICHAEL MONTGOMERY Country Thang (Warner Bros	s./ +74
TOBY KEITH Rock You Baby (DreamWorks)	+70
ANTHONY SMITH Half A Man (Mercury)	+68
TRACE ADKINS Chrome (Capitol)	+66
MONTGDMERY GENTRY Speed (Columbia)	+66
DIAMOND RIO Believe (Arista)	+65
PHIL VASSAR This Is God (Arista)	+65
TRAVIS TRITT Country Ain't Country (Columbia)	+62
MARTINA MCBRIDE Concrete Angel (RCA)	+60
BRETT JAMES After All (Arista)	+59
MARK CHESNUTT I'm In Love With A Married (Columbia)	+57

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COUNTRY CALLOUT AMERICA. BY Bullseye

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES February 21, 2003

CALLOUT AMERICA® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of January 27-February 2

ARTIST Title (Label)	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN
EMERSON ORIVE Fall Into Me (DreamWorks)	44.0%	73.7%	18.3%	98.9%	4.6%	2.3%
JOE NICHOLS Brokenheartsville (Universal South)	36.6%	72.3%	19.7%	98.3%	5.1%	1.1%
MARK WILLS Nineteen Somethin' (Mercury)	43.4%	70.6%	16.9%	96.9%	5.1%	4.3%
TERRI CLARK I Just Want To Be Mad (Mercury)	34.6%	70.3%	17.7%	96.9%	5.4%	3.4%
DIXIE CHICKS Travelin' Soldier (Monument)	40.3%	69.4%	15.1%	91.7%	5.1%	2.0%
BRAD PAISLEY I Wish You'd Stay (Arista)	33.1%	66.6%	22.0%	96.9%	6.3%	2.0%
BLAKE SHELTON The Baby (Warner Bros.)	34.0%	63.4%	17.7%	94.9%	9.4%	4.3%
TRICK PONY On A Mission (H2E/WB)	33.1%	61.7%	20.6%	96.0%	8.6%	5.1%
ALAN JACKSON That'd Be Alright (Arista)	27.4%	59.4%	20.6%	89.4%	7.7%	1.7%
KEITH URBAN Raining On Sunday (Capitol)	27.1%	59.4%	21.4%	90.3%	6.6%	2.9%
SHANIA TWAIN Up (Mercury)	35.7%	58.9%	21.1%	94.9%	8.0%	6.9%
JENNIFER HANSON Beautiful Goodbye (Capitol)	30.6%	58.6%	25.7%	96.0%	8.3%	3.4%
TRACE ADKINS Chrome (Capitol)	33.4%	58.3%	16.0%	90.6%	8.9%	7.4%
GARY ALLAN Man To Man (MCA)	33.4%	57.4%	24.0%	92.6%	9.1%	2.0%
KENNY CHESNEY Big Star (BNA)	28.0%	56.9%	26.3%	90.0%	6.0%	0.9%
MARTINA MCBRIDE Concrete Angel (RCA)	28.0%	55.7%	20.9%	90.0%	9.1%	4.3%
VINCE GILL Next Big Thing (MCA)	27.1%	54.9%	22.3%	92.6%	12.0%	3.4%
TOBY KEITH Rock You Baby (DreamWorks)	19.7%	52.9%	27.7%	90.6%	7.7%	2.3%
DARRYL WORLEY Family Tree (DreamWorks)	26.0%	52.3%	23.4%	91.4%	12.0%	3.7%
AARON LINES You Cant Hide Beautiful (RCA)	23.1%	52.3%	29.1%	94.0%	11.7%	0.9%
TIM MCGRAW She's My Kind Of Rain (Curb)	22.9%	50.6%	26.9%	90.9%	10.3%	3.1%
DEANA CARTER There's No Limit (Arista)	16.9%	50.6%	32.6%	93.1%	7.1%	2.9%
CRAIG MORGAN Almost Home (Broken Bow)	19.1%	50.3%	30.6%	91.1%	8.6%	1.7%
TRAVIS TRITT Country Ain't Country (Columbia)	18.6%	49.4%	27.1%	92.0%	12.9%	2.6%
RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Bros.)	23.4%	48.6%	27.7%	88.9%	9.7%	2.9%
MONTGOMERY GENTRY Speed (Columbia)	16.9%	47.4%	30.6%	88.9%	9.7%	1.1%
FAITH HILL When The Lights Go Down (Warner Bros.)	18.9%	47.1%	29.1%	90.9%	9.7%	4.9%
JEFF BATES The Love Song (RCA)	13.4%	39.7%	32.9%	82.9%	8.0%	2.3%
PHIL VASSAR This is God (Arista)	14.6%	39.1%	26.6%	83.1%	14.6%	2.9%
JESSICA ANDREWS There's More To Me Than You (DreamWorks)	14.3%	38.0%	31.7%	85.1%	12.3%	3.1%
JO DEE MESSINA Was That My Life (Curb)	11.1%	37.1%	32.3%	83.4%	11.1%	2.9%
DIAMOND RIO I Believe (Arista)	14.9%	36.0%	28.9%	78.9%	10.0%	4.0%
CHRIS CAGLE What A Beautiful Day (Capitol)	12.9%	33.1%	34.9%	85.1%	13.4%	3.7%
PINMONKEY Orove All Night (BMG)	8.6%	31.4%	30.9%	75.4%	11.4%	1.7%
RASCAL FLATTS Love You Out Loud (Lyric Street)	8.3%	27.1%	29.7%	77.1%	18.0%	2.3%
otal sample size is 400 persons weekly with a +/* 5% margin of error. Scoring is done ea	ich week using live	interviewers co	nducting the int	erview with each r	espondent. Sc	ores are: a)

CALLOUT AMERICAS HOT SCORES

Assword of the Week: Garrison Question of the Week: Think of the recent Columbia space shuttle disaster. How did your favorite radio station do in keeping you informed and up to date about the disaster?

Total

They did an awesome job: 34% They did a good job: 31% They did so-so: 23%

They did way too much: 7% Then didn't do nearly enough: 5%

They did an awesome job: 38% They did a good job: 33%

They did so-so: 20%
They did way too much: 7%
Then didn't do nearly enough: 2

Then didn't do nearly enough: 2% P2
They did an awesome job: 26%

They did a good job: 28% They did so-so: 34%

They did way too much: 8% Then didn't do nearly enough: 1%

Male
They did an awesome job: 25%

They did a good job: 35% They did so-so: 26%

They did way too much: 8% Then didn't do nearly enough: 6%

Female
They did an awesome job: 42%

They did a good job: 28%

They did so-so: 22%

They did way too much: 4% Then didn't do nearly enough: 4%

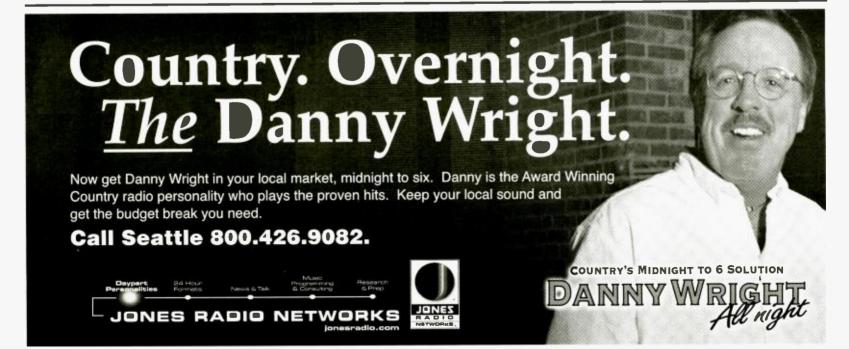
25-34 They did an awesome job: 36% They did a good job: 35%

They did so-so: 22%

They did way too much: 3% Then didn't do nearly enough: 4%

Like It A Lot. In Fact It's One Of My Favorites b) I

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. © 2003 R&R Inc. © 2003 Bullseye Marketing Research Inc.







America's Best Testing Country Songs 12+ For The Week Ending 2/21/03.

Artist Title (Label)	TW	LW	Familiarity	Burn	ŦD	Familiarity	Burn
MARK WILLS 19 Somethin' (Mercury)	4.38	4.49	98%	27%	4.30	98%	28%
JOE NICHOLS Brokenheartsville (Universal South)	4.35	4.30	93%	9%	4.30	94%	12%
DIAMOND RIO Believe (Arista)	4.35	4.19	87%	8%	4.22	85%	11%
RANDY TRAVIS Three Wooden Crosses (Word/Curb/WB)	4.29		61%	4%	4.24	55%	5%
DIXIE CHICKS Travelin' Soldier (Monument)	4.28	4.25	97%	21%	4.19	97%	22%
BRAD PAISLEY I Wish You'd Stay (Arista)	4.26	4.19	96%	16%	4.14	96%	21%
TERRI CLARK I Just Wanna Be Mad (Mercury)	4.25	4.19	99%	26%	4.12	99%	29%
GARY ALLAN Man To Man (MCA)	4.21	4.28	95%	18%	4.12	94%	20%
BLAKE SHELTON The Baby (Warner Bros.)	4.19	4.03	97%	29%	3.98	97%	34%
EMERSON DRIVE Fall Into Me (DreamWorks)	4.17	4.12	95%	26%	4.14	96%	27%
KEITH URBAN Raining On Sunday (Capitol)	4.17	4.15	87%	12%	4.10	89%	14%
TOBY KEITH Rock You Baby (DreamWorks)	4.16	4.07	77%	8%	4.03	74%	10%
AARON LINES You Can't Hide Beautiful (RCA)	4.12	4.14	96%	22%	4.08	97%	25%
RASCAL FLATTS Love You Out Loud (Lyric Street)	4.12		70%	6%	4.21	70%	5%
CHRIS CAGLE What A Beautiful Day (Capitol)	4.10	4.06	81%	10%	4.16	79%	9%
ALAN JACKSON That'd Be Alright (Arista)	4.08	4.13	92%	13%	3.83	91%	18%
MARTINA MCBRIDE Concrete Angel (RCA)	4.07	4.09	93%	17%	4.11	92%	16%
TIM MCGRAW She's My Kind Of Rain (Curb)	3.98	3.88	91%	18%	3.95	92%	18%
KENNY CHESNEY Big Star (BNA)	3.96	4.01	88%	17%	4.00	89%	16%
JEFF BATES The Love Song (RCA)	3.96	3.86	49%	5%	3.87	52%	7%
TRICK PONY On A Mission (H2E/WB)	3.94	3.96	94%	29%	3.77	94%	31%
PHIL VASSAR This Is God (Arista)	3.92	3.78	70%	11%	3.86	70%	12%
LONESTAR Unusually Unusual (BNA)	3.82	3.85	96%	30%	3.81	95%	30%
JENNIFER HANSON Beautiful Goodbye (Capitol)	3.82	3.91	90%	23%	3.65	90%	28%
JESSICA ANDREWS There's More To Me Than You (DreamWorks)	3.82		59%	5%	3.78	59%	7%
TRACE ADKINS Chrome (Capitol)	3.78	3.89	95%	26%	3.67	95%	30%
DEANA CARTER There's No Limit (Arista)	3.77	3.78	82%	15%	3.73	82%	17%
VINCE GILL Next Big Thing (MCA)	3.74	3.74	91%	20%	3.54	89%	25%
FAITH HILL When The Lights Go Down (Warner Bros.)	3.58	3.47	94%	34%	3.55	94%	31%
SHANIA TWAIN Up! (Mercury)	3.36	3.28	96%	39%	3.36	97%	39%

Total sample size is 638 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

RADNEY FOSTER Scary Old World (Dualtone)
Total Plays: 160, Total Stations: 26, Adds: 4

SARA EVANS Backseat Of A Greyhound Bus (RCA)
Total Plays: 88, Total Stations: 12, Adds: 11

KELLIE COFFEY Whatever It Takes (BNA)
Total Plays: 85, Total Stations: 33, Adds: 27

GARTH BROOKS Why Ain't I Running *(Capitol)* Total Plays: 75, Total Stations: 17, Adds: 15

TANYA TUCKER Old Weakness... (Tuckertime/Capitol)
Total Plays: 50, Total Stations: 10, Adds: 9

Songs ranked by total plays

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

Email: mdavis@radioandrecords.com

FLASHBACK

YEAR AGO

• No. 1: "Good Morning Beautiful" — Steve Holy (fifth week)

(5) YEARS AGO

• No. 1: "What If I Said ..." — A. Cochran & S. Wariner (second week)

10 YEARS AGO

• No. 1: "All These Years" — Sawyer Brown

(15) YEARS AGO

• No. 1: "Too Gone Too Long" - Randy Travis (second week)

20 YEARS AGO

• No. 1: "If Hollywood Don't Need You" — Don Williams

25 YEARS AGO

• No. I: "Mamas Don't Let Your Babies ..." — W. Jennings & W. Nelson

Most Played Recurrents

ARTIST TITLE LABELIS) EMERSON DRIVE Fall Into Me (DreamWorks)	TOTAL PLAYS 3401
GEORGE STRAIT She'll Leave You With A Smile (MCA)	3175
KEITH URBAN Somebody Like You (Capitol)	2922
RASCAL FLATTS These Days (Lyric Street)	2883
TOBY KEITH Who's Your Daddy? (DreamWorks)	2746
DIAMOND RIO Beautiful Mess (Arista)	2486
KENNY CHESNEY The Good Stuff (BNA)	1844
DIXIE CHICKS Landslide (Monument)	1817
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	1583
JOE NICHOLS The Impossible (Universal South)	1471
KENNY CHESNEY A Lot Of Things Different (BNA)	1426
DARRYL WORLEY I Miss My Friend (DreamWorks)	1335
TOBY KEITH Courtesy Of The Red, White (DreamWorks)	1328
GEORGE STRAIT Living And Living Well (MCA)	1326
TIM MCGRAW Red Ragtop (Curb)	130%
STEVE AZAR I Don't Have To Be (Till) (Mercury)	1203
ALAN JACKSON Drive (For Daddy Gene) (Arista)	1167
MARTINA MCBRIDE Where Would You Be (RCA)	1117
TOBY KEITH My List (DreamWorks)	1096
TIM MCGRAW Unbroken (Curb)	1072

KEAN/Abilene, TX
PD: Marisa Bailey

4 KELLIE COFFEY "Takes"

4 MARK WILLS "Think"

3 TANYA TUCKER "OLD"

WQMX/Aicron, OH *
OM/PD/MD: Kevin Nason
1 TOBY KEITH-Rock
1 KEMPY CHESNEY "Star"
MARK CHESNUTT "Marmed"

WGNA/Albany, NY *
DM/PD: Buzz Brindle
MD: Bill Earley
4 RANDY TRAVIS "Crosses
1 MARK WILLS "Think"

KBQI/Albuquerque, NM PD: Tommy Carrera MD: Sammy Cruise JMMY WAYNE "Gone" KELIE COFFEY "Takes" SARA EVANS "Greyhound"

KRST/Albuquerque, NM PD: John Richards No Adds

KRRV/Alexandria, LA PD/MD: Steve Casey
2 AMY DALLEY "Attrude"
2 MARK CHESNUTT "Named

WCTD/Allentown, PA WCTD/Alterntown, PA
PD: Chuck Geiger
APD/MD: Sam Malone
7 RANDY TRANS "Crossi
3 JIMMY WAYNE "Gone"
JO DEE MESSNA "Life"
TANYA TUCKER "Old"

KGNC/Amarillo, TX PD: Tim Butler
APD/MD: Patrick Clark
10 BRETT JAMES "After"
10 JIMMY WAYNE "Gone"
10 MARK CHESNUTT "Ma

WWWW/Ann Arbor, I PD: Barry Mardit MD: Tom Baker 3 CRAIG MORGAN TAIMS 3 PINMONKEY "Drove" 3 SAMMY KERSHAW TM

WNCY/Appleton, WI *
OM: Jeff McCarthy
PD: Randy Shannon
MD: Marci Braun mus, marci braun 9 STEVE HÖLY "Hearl" 1 KELLIE COFFEY Takes

WKSF/Asheville. NC OM/PD: Jeff Davis MD: Andy Woods MARK WILLS "Think"

WKHX/Atlanta, GA * DM/PD: Mark Richards MD: Johnny Gray
2 RASCAL FLATTS Loud"
SAMMY KERSHAW "Mone,

WYAY/Atlanta, GA OM; Mark Richards PD: Steve Mitchell MD: Johnny Gray
4 KENNY CHESNEY "Star"
4 SAMMY KERSHAW "Money

WPUR/Atlantic City, NJ PD/MD: Joe Kelly
10 MARK WILLS "Think"
1 RANDY TRAVIS "Crosses"
KELLIE COFFEY "Takes"

KASE/Austin, TX

PD: Jason Kane
MD: Bob Pickett
4 TOBY KEITH "Rock"
3 PHIL WASSAR "God"
2 JIMMY WAYNE "Gone
CORY MORROW "21"

KUZZ/Bakersfield, CA PD: Evan Bridwell
MD: Adam Jeffries
6 MARK WILLS "Think"
3 MARK CHESNUTT "Married"
GARTH BROOKS "Running"

WPOC/Battimore, MD MD: Michael J. Foxo No Adds

PD: Randy Chase
4 GARTH BROOKS "Running"
4 MARK WILLS "Think"

WYNK/Baton Rouge, LA PD: Paul Orr APD/MD: Austin James

KELLIE COFFEY "Take: STEVE HOLY "Heart"

WNWN/Battle Creek, Mi PD: P.J. Lacey MD: Phil D'Reilly 15 ANTHONY SMITH "Half" 11 ANDWTHEA TEPPN Tomork 2 SAMMY KERSHAW TMONEY

MACHINE Cultout, MS * PD: Kipp Greggory
MD: DeAnna Lee
2 RANDY TRAVIS "Crosses

WZZIK/Birmingham. AL.*
PD/MD: Brian Driver
2 TIM MCGRAW "Ran"
1 STEVE HOV.* Horar"
1 ARROWN-EA TREPN "Grottown
1 CHRIS CAGLE "Day"
1 RASCAL FLATTS "Loud"
JOHN M. MONTGOMERY "D.

PD: Jack Douglas
PD: Jack Douglas
APD/MD: Nicole Williams
APD/MD: Nicole Willi

WHICK/Bluefield, WV PD/MD: Doug Dillon No Adds

KIZN/Boise, ID *
OM: Rich Summers
PD/MD: Spencer Burker
JIMMY WAYNE "Gone"
KELIE COFFEY "Takes
MARK WILLS "Think"

KOFC/Boise, ID *
OM: Rich Summers
PD: Lance Tidwell
MD: Cory Mikhals
3 CROSS CAMADIAN *17*
2 MARK WRLLS Think*
1 ALSON RRAIRS *Lucky
1 KELLE COFFEY Takes
1 LEAN RINES *Softening
SAFA EVMS* "Greynoung

KAGG/Bryan, TX PD/MD: Jennifer Allen 20 JOHN M MONTGOMERY

WYRK/Buffalo, NY

KHAK/Cedar Ranids, IA PD: Bob James MD: Dawn Johnson

5 JO DEE MESSINA "Life" TANVA TUCKER "CHI" WF7L/Charleston, SC 1

PD: T.J. Phillips
MD: Gary Griffin

MARK WILLS Think
BRETT JAMES After
MARK CHESNUTT - M

WNKT/Charleston, SC PD: Lloyd Ford MD: Mudflap 3 ALISON KRAUSS Lucky BRETT JAMES "ARE" JIMMY WAYNE "Gone TANYA TUCKER "OId"

WKKT/Charlotte, NC *

PD: John Roberts
3 MARK CHESNUTT "Married
3 CHRIS CAGLE "Day"
1 CRAIG MORGAN "Almost"
1 PHE VASSAR "GOO"
JEFF BATES "Song"

WSOC/Charlotte, NC 1 DM/PD: Jeff Roge

GARTH BROOKS "Running KELLIE COFFEY "Takes"

PD: Clay Hunnicutt
MD: Bill Poindexter
1 RANDY TRAVIS "Cre

WUSN/Chicago, iL OM: Tom Rivers PD: Justin Case APD/MD; Evan Kroft 8 KID RODK/SHERYL CROW 3 PHIL VASSAR "God"

WUBE/Cincinnati, DH OM/PD: Tim Closson APD: Kathy D'Connor MD: Duke Hamilton 6 TIM MCGRAW "Rain" 5 GARTH BROOKS "Ruin

WYGY/Cincinnati. OH *
PD: Dave Stewar!
APD/MD: Dawn Michaels
5 CRAG MORGAN *Amost*
2 MARK WILLS "Think"

KCCY/Colorado Springs, CO PD/MD: Travis Daily
2 MARK CHESNUTT "Married"
KELLIE COFFEY "Takes"

IO(CS/Colorado Springs, CO PD: Shannon Slone MD: Stix Franklin

WCOS/Columbia, SC * DM/PO; Ron Brooks MD: Glen Garrett SAMMY KERSHAW *Mone,

MCOL/Columbus, DH PD: John Crenshaw

MD: Dan E. Zuko

1 PHIL VASSAR "God"

JO DEE MESSINA "Life"
MONTGOMERY GENTRY

WHOK/Columbus, OH OM/PO: Charley Lake APD/MD: George Wolf No Adds

WGSQ/Cookeville, TN PD: Gator Harrison MD: Stewart James KID ROCK/SHERYL CROW

KRYS/Corpus Christi, TX *
PD: Clayton Allen
MD: Cactus Lou
MARK CHESNUTT "Married"

KPLX/Dallas-Ft. Worth, TX PD: Paul Williams
APD: Smokey Rivers
MD: Cody Alan
No Adds

KSCS/Dallas-Ft.Worth, TX * DM/Interim PD: Ted Stecker APD/MD; Chris Huff MARK WILLS "Think"

WGNE/Daylona Beach, FL * PD: Jeff Davis KELLIE COFFEY "Takes"

ICY GO/Denver-Roulder. CO PD: Joel Burke MD: Tad Svendsen

KHKI/Des Moines, IA * PD: Jack O'Brien APD/MD: Jim Dist No Adds

WYCD/Detroit, M1 *
PD: Mac Daniels
APD/MD: Ron Chatman

WDJR/Dothan. AL DM: Jerry Broadway PD: Brett Mason APD: The Frogman 8 JESSICA ANDREWS "More 8 SAMMY KERSHAW "Money 8 TANYA TUCKER ONF

KKCB/Duluth, MN PD: Tom Bishop MD: Pat Puchalla

WAXX/Eau Claire, WI PD: George House
MD: Tim Wilson
5 MONTGOMERY GENTRY

KHEY/EI Paso, TX *
PD: Steve Gramzay
PD: Stacie Kaye
4 TM MCGRAM "Rain"
2 MARK WILLS "Think"
1 MONTGOMERY GENTRY "SO
SAMMY KERSHAM "Money

WRSF/Elizabeth City, NC PD/MD: Randy Gill 12 ANTHONY SMITH "Half" 12 GEORGE STRAIT "Real"

WXTA/Erie, PA PO: Fred Horton
5 BRETT JAMES "After"
5 JIMMY WAYNE "Gone"

100NL/Eugene-Springfield, OF PD: Jim Davis MD: Malt James

WKDO/Fvansville IN PD: Jon Preli MD: K.C. Todd CRAIG MORGAN "AImo KELLIE COFFEY "Takes" MARK CHESNUTT "Ma MARK WILLS "Think" SARA EVANS "Greyhou

KVOX/Fargo, ND
PD: Eric Heyer
MD: Scott Winston
3 BRETT JAMES "Aher"
3 JILL KING "One"
3 JIMMY WAYNE "Gone"
3 SAMMY KERSHAW "IM

KKIX/Fayetteville, AR PD: Tom Travis APD/MD: Jake McBride No Adds

WKML/Fayetteville, NC *
OM: Mac Edwards
PD/MD; Andy Brown
8 KD ROXSHEPYL CROW*Pok
2 BRETT JAMES "After"
JIMMY WAYNE "Gone"

KAFF/Flanstaff, AZ

PD/MD; Sieve Duncan
1 Kellie Coffey "Takes"
1 Mark Chesnutt "Man

WXFL/Florence, AL PD/MD: Gary Murdock
7 JIMMY WAYNE "Gone
3 RENEE MCCRARY "Ange

KUAD/Ft. Collins. CD PD: Mark Callaghan MD: Brian Gary No Adds

WCKT/Ft. Myers, FL * PD: Kerry Babb MD: Dave Logan No Adds

WWGR/Ft, Myers, FL *
PD: Mark Phillips
MD: Steve Harl
2 RANDY TRAVIS "Crosses"
1 JEFF BATES "Song"

WYZB/Ft, Walton Beach, FL PD: Laura Hussey MD: Cindy Blake 8 CRAIG MORGAN "Amost" 7 JEFF BATES "Song"

WQHK/Ft, Wayne, IN ° OM/PD; Dean McNeil APD/MD; Mark Allen 2 MARK QHESNUTT "Married 1 MARK QHESNUTT "Married 1 RANDY TRAVIS "Crosses"

KSKS/Fresno. CA * PD: Mike Peterson MD: Steve Montgomery No Adds

WBCT/Grand Rapids, MI

OM/PD: Boug Montg APD/MD: Dave Taft No Adds

WTQR/Greensboro, NC * PD: Bill Datson MD: Angie Ward No Adds

WRNS/Greenville, NC °
PD: Wayne Carlyle
APD: Milke Farley
MD: Boomer Lee
4 RANDY TRAVIS "Crosses
BRETI JAMES "After"
JIMMY WAYNE "Gone

OM/PD: Bruce Logan APO/MD: John Landrum

WSSL/Greenville. SC * OM/PO: Bruce Logan APD/MD: Kix Layton KELLIE COFFEY "Takes"

WAYZ/Hagerstown, MD PO/MO; Don Brake
2 BRETT JAMES "After"
2 GARTH BROOKS "Rut

WRBT/Harrisburg. PA PD: Shelty Easton MD: Joey Dean

1 JIMMY WAYNE "Gone"

1 CRAIG MORGAN "Almost"

AARON/THEA TIPPIN "Tor

WCAT/Harrisburg, PA *
PD: Sam McGuire
MO: Dandalion,
2 GARTH BROOKS "Running
BRETT JAMES "After"
KELLIE COFFEY "Takes"

WWYZ/Hartford, CT *

PD: Jay McCarth ID: Jay Thomas

3 KID ROCKSHERYL CROW "Pic

1 RANDY TRANS "Crosses"
GARTH BROOKS "Running"
STEVE HOLY "Heart"

IOLT/Houston-Galveston, TX APD/MD: John Trapane
3 KELLIE COFFEY "Takes"
JIMMY WAYNE "Gone"

KKBQ/Houston, TX **
OM/PD; Michael Cruise
APD: Johnnie Ray
MD: Christi Brooks
31 TERRI CLARK 'Mac'
30 JOE NGOLOS. 'Broken'
15 JENNIFER HANSON "Goor

OM/PD: Wes McShay APD: Stuart Langston MD; Dan McClain No Adds WFMS/Indianapolis, IN *
PD: Bob Richards
MD: J.D. Cannon
1 AAPONTHEA TIPPIN Tomorow

MD: John Scott
9 SHANIA TWAIN "Up!"

ICIXO/Joplin, MD PD/MD: Cody Cartson

KBEQ/Kansas City, MO *
PD: Mike Kennedy
MO: T.J. McEntire
2 MARK WILLS "Think"
TRANS TRITT "Country"
SARA EVANS "Greyhound"

WDAF/Kansas City, MO PD/MD:Ted Cramer
3 CHRIS CAGLE "Day"
3 JESSICA ANDREWS "More"
3 MARK CHESMITT "Marred
3 RASCAL FLATTS "LOUI"
1 JIMMY WAYNE "Gore"

KXKC/Latayette, LA *
PD: Renee Revett
MD: Sean Riley
2 SARA EVANS "Greyhound"

KMDL/Lafayette, LA

WKOA/Lafayette, IN PD/MD: Charlie Harrigan 5 ANY DALLEY "Attitude" 5 SARA EVANS "Greynound

WPCV/Lakeland, FL 1

WIDV/Lancaster, PA

KWNR/Las Vegas, NV DM/PD: John Marks APD/MD: Brooks D'Brian 3 TOSY KETH "Rock" 3 PHIL VASSAR "God" 1 JEFF BATES "Song" TRAVIS TRITT "Country"

OM: Barry Fox PO/MO: Ric Larson TRAVIS TRITT "Country"
JEFF BATES "Song"
RASCAL FLATTS "Loud"

WALKAzzington-Favette, KY PD: Dale D'Brian
APD/MD: Karl Shannon
3 CRAIG MORGAN "Almo BRETT JAMES "After" TANYA TUCKER "OK"

KZICK/Lincoln, NE RZICX/LINCOM, NE PD: Brian Jennings MD: Carol Turner 2 MARK WILLS Thek KSSN/Little Rock, AR

ICZLA/Los Angeles, CA * OM/PD: R. J. Curtis APD/MD: Tanya Campos GARTH BROOKS *Running" SEF BATES *Song" RADNEY FOSTER *Scary RASCA. RATTS *Loud' SARA EVANS *Greyhound"

WAMZ/Louisville, KY PD: Coyote Calhoun MD: Nightrain Lane No Adds

KLLL/Lubbock, TX OM/PD: Jay Richards MD: Kelly Greene 13 MARK WILLS "Think" 12 SARA EVANS "Greyhox

WDEN/Macon, GA PD: Gerry Marshall APD/MD: Laura Starling 1 TANYA TUCKER "OK"

PD: Mark Grantin MD: Mei McKenzie GARTH BROOKS "Ru MARK WILLS "Think" SARA EVANS "Greyto

KIAI/Mason City, IA /MD; J. Brooks
JO DEE MESSINA "Life"
TAMMY COCHRAN "Life"

KTEX/McAllen, TX 1

KRWQ/Medford, DR PD: Larry Neal MD: Scott Schuler DARRYL WORLEY

WOKK/Meridian, MS

WKIS/Miami, FL

MD: Barlene Evans
JIMMY WAYNE "Gone
JO DEE MESSINA Like

WMIL/Milwaukee, WI

OM/PD; Kerry Wolfe APD; Scott Dolphin

MD: Mitch Morgan JIMMY WAYNE GOR SARA EVANS Greyh

KEEY/Minneapolis, MN

OM/PD; Gregg Swedberg
APD/MD; Travis Moon
6 LONESTAR "Front
GARTH BROOKS "Running"

WKSJ/Mobile, AL

PD/MD: Bill Black APD: Steve Kelley No Adds

KATM/Modesto, CA *
PD: Randy Black
APD: D.J. Walker
MD: Joe Roberts
No Adds

KTOM/Monterey, CA

WKDF/Nashville, TN

PAM TILLIS "Wrong" RADNEY FOSTER "Scary

OM/PD: Jim Dor

PO: Dave Kelly MD: Eddie Foxx

PD: Bob Barnett

WPAP/Panama City, FL WGRA/Wermpines 1999
PD: Chip Miller
MD: Mark Billingsley
1 MARK CHESNUTT "Nat
ANTHONY SMITH "Half
BRETT JAMES "After"
TANYA TUCKER "Old"
PHIMMONKEY "Drove" PD: Bill Young MD: Shane Collins No Adds

WXTU/Philadelphia, PA *
PD: Bob McKay
APD/MD: Caditlac Jack
LEANN RIMES Suddenly
JIMMY WAYNE "Gone"

KNIX/Phoenix, AZ PD: Shaun Holly

WPDR/Portland, ME

KUPL/Portland, OR OM: Lee Rogers PD: Cary Rolfe MD: Rick Taylor No Adds

KWJJ/Portland. DR * DM: Bruce Agler PD: Ken Boesen APD/MD: Craig Lockwo No Adds

WOKQ/Portsmouth, NH *
PD: Mark Jennings
APD/MD: Dan Lunnie
3 JHMMY WAYNE "Gone"

WCTK/Providence, RI PD: Rick Everett MD: Sam Stevens STEVE HOLY 'Heart'

WODR/Raleigh-Durham, NC PD: Lisa McKay APD/MD: Mike Biddle MONTGOMERY GENTS JO DEE MESSINA TURE

KBUL/Reno, NV * OM/PD: Tom Jordan

PD: Jim Tice

KFRG/Riverside, CA *
OM/PD: Ray Massie
MD: Don Jeffrey
KELLIE COFFEY "Takes"
MARK CHESNUTT "Marro

WSLC/Pomote-Lynchburg, VA PD: Brets harp MD: Robin James JAMAY WAYNE "Gone" TAMAY COCHRAN "Let"

WBEE/Rochester, NY OM: Dave Symonds PD: Chris Keyzer 1 ANY DALLEY "Abbude" ANTHONY SMITH "Half" MARK WILLS "Thole" MARK WILLS "Th SARA EVANS "Gri

Dir./Prog.: Mark Evans APD: Greg Cole

WKCQ/Saginaw, MI *
OW/PD; Rick Walker

1 RASCAL RLATS 'Loud'
ANTHONY SMITH 'Haif'
TOBY KEITH 'Rock'

PD: Wookie
MD: Deelite
GINLWINE "HEF"
LIT KIM "Jump"
LIL MO F#ABOLOUS "Ever

WICD/Salisbury, MD PD/MD: EJ Foxx 10 GEORGE STRAIT "Real 10 JIMMY WAYNE Gone" 10 MARK WILLS "Think"

KSD/St. Louis, MO *
MD: Mark Langston
11 JOE NICHOLS Broken
4 MARTINA MCBRIDE Concret

PD: Eddie Haskell Anthony Smith "Hait" Brett James "After"

RSUP/Saft Lake City, I PD: Don Hilton APD/MD: Debby Turpin 19 KID ROCK F.A. MOORER 11 BRIAN MCCOMAS "Sure 7 MARK WILLS "Think" 2 KELLIE COFFEY "Takes"

KUBL/Salt Lake City, UT *

KGKL/San Angeto, TX PD/MD: David Hollebeke 7 ANY DALLEY "Attitude" 7 LEANN RIMES "Suddenly" 7 SARA EVANS "Greybound"

PD: George King No Adds

PD: Papper Daniels
JIMMY WAYNE "Gone"
PINIMONKEY "Drove"

PD/MD: Tim Brown
5 JIMMY WAYNE "Gone"
5 SAMMY KERSHAW "Moi

WCTQ/Sarasota, FL * PD/MD: Mark Wilson

KMPS/Seettle-Tacoma, WA PD: Becky Brenner MD: Tony Thomas GARTH BROOKS "Running"

PD: Bob Shannon MD: James Anthony BRETT JAMES TAREY TARYA TUCKER TOM

ICKS/Shreveport, LA ' DM: Gary McCoy PD/MD: Russ Winston

KSUX/Sioux City, IA PD: Bob Rounds

APD/MD: Tony Micha

MARK WILLS 'Think

KELLIE COFFEY 'Tak

STEVE HOLY 'Heart'

WBYT/South Bend, IN PD: Tom Dakes APD/MD: Lisa Kosti 1 SARA EVANS "Greyhound

KDRK/Spokane, WA OM/PD: Ray Edwards

KIXZ/Spokane, WA OM: Scott Rusk
PD/MD: Paul Neumann
2 KELLIE COFFEY Takes

WPICX/Springfield, MA * MD: Jessica Tyler
No Adds

WFMB/Springfield, IL PD: Dave Shepei MD: John Spaulding 24 KDROOKSHEPYLCROW'S WBBS/Syracuse, NY OM/PO; Rich Lauber APO/MD; Skip Clark

PD; Kris Van Dyke MD: Woody Hayes 3 JIMMY WAYNE "Gone"

WQYK/Tampa. FL * DM: Mike Colotta PD/MD: Brent Warner TANYA TUCKER ON DM: Mike Culotta
PD/APD: Beecher Martin
APD/MD: Jay Roberts
1 TAMMY COCHRAN "Let" WGGY/Wilkes Barre, PA

WYUU/Tampa * OM/PD: Mike Culotta APD: Will Robinson

WTCM/Traverse City, Mi OM/PD: Jack D'Malley APD/MID: Ryan Dobry-Hunt 10 SAMMY KERSHAW "Money 10 STEVE HOLY "Heart"

KIIM/Tueson, AZ

PD: Buzz Jackson

WCBG/Iburgalown-Wewer, OH PD: Dave Steele MD: Tim Roberts 2 CHRIS CAGLE "Day" 1 JO DEE MESSINA "Money" TANYA TUCKER "OH"

*Monitored Reporters 224 Total Reporters

149 Total Monitored

75 Total Indicator 63 Current Indicator Playlists

WJLS/Beckley, WV WHWK/Binghamton, NY WIXY/Champaign, IL WTCR/Huntington, KY KJLO/Monroe, LA WLWI/Montgomery, AL WGTR/Myrtle Beach, SC WCTY/New London, CT W.ICI /Savannah GA KTTS/Springfield, MO WIBW/Topeka, KS WDEZ/Wausau, WI

WPSK/Blacksburg, VA

WBWN/Bloomington, IL PD: Dan Westhoff MD: Buck Stevens

PD: John Paul
APD/MD: Wendy Lynn
1 TRAVIS TRITT "Country"
JO DEE MESSINA "Life"

WNKT/Charleston, SC *

WGBE/Charleston, WV DM/PD: Jeff Whitehead 16 BRETT JAMES "Aher" 9 MONTGOMERY GENTRY ' 8 TRACY BYRD "Ten"

WUSY/Chattanooga, TN

WGAR/Cleveland, OH
PD: Meg Stevens
MD: Chuck Collier
4 MONTGOMEN' GENTRY "S
JIMMY WAYNE "GOO"
TANYA TUCKER "OID"

WMSI/Jackson, MS

WQIK/Jacksonville, FL *

MD: Dixie Jones
2 AARON LINES "Beautiful"
2 SHANIA TWAIN "Up!"

PD: Dale Carte APD/MD: Tony Stevens KELLIE COFFEY "Takes"

PD: Mike James
MD: T.D. Smith
JOHN M MONTGOMERY
MARK WILLS Think'
RADNEY FOSTER Scary

PD: Dick Raymor

MD: Missy Cortright
ANTHONY SMITH "Hat
JIMMY WAYNE "Gone"
STEVE HOLY "Heart"

WSIX/Nashville. TN *
PD; Mike Moore
APD/MD: Billy Greenwood
3 BRETT JAMES "After" WSM/Nastville, TN *
OM: Kyle Cantrell
PD: Kevin O'Nea!
APD: Frank Seres
3 TEBY 'Hands'
2 SARA EVANS Greyhound
KELLIE COFFEY 'Takes'

> WNOE/New Orleans, LA PD: Les Acree APD/MD; Casey Carter
> 1 RASCAL FLATTS "Loud

> > OM: John Shomby MD: Mark McKay

KNFM/Odessa-Midland, TX PD: John Moesch MD: Dan Travis 21 CHRIS CAGLE 'Day

KTST/Oldahoma City, OK PD/APD/MD: Crash Asst. MD: Anthony Allen
GARTH BROOKS "Running"
BILLY CURRINGTON "Little
JO DEE MESSINA "Life"

ICCCY/Oklahoma City, DK * PD: L.J. Smith
APD/MD: Bill Reed
3 KELLIE COFFEY "Takes"
2 RANDY TRAVIS "Crosses
1 JESSICA ANDREWS "Mo
GARTH BROOKS "Running

ICUIT/Omaha, NE *
PD: Tom Goodwin
MD: Craig Allen
3 KELLE COFFEY Takes*
2 RADNEY FOSTER "Scary"
1 SARA EVANS "Gerbound
1 GARTH BROOKS "Runnen
1 TANYA TUDGER TOM"
JIMAY WAYNE "Goor"
JOHANY CASH "Hurt"

WWKA/Orlando, FL. 1 PD: Len Shackelford MD: Shadow Stevens 8 KEITH URBAN "Raining BRETT JAMES "After" RASCAL FLATTS "Loud"

KHAY/Oxnard. CA * PD/MD: Mark Hill TANYA TUCKER "OK" KPLM/Palm Springs, CA

PD: Al Gordon

APD/MD: Kory James

GEORGE STRAIT "Reaf

JIMMY WAYNE "Gone"

KELLIE COFFEY "Takes"

PD/MD: Lynn West
JOHN M. MONTGOMERY "Thang"
KELIE COFFEY "Takes"
MARK CHESNUTT "Married"
MARK WILLS "Think"

WXCL/Peoria. IL PD/MD: Dan Dermody No Adds

KMLE/Phoenix, AZ *

MD: Gwen Foster 3 TOBY KEITH "Rock

PD: Rick Jordan
MD: Glori Marie

1 JIMMY WAYNE "Gone
RANDY TRAVIS "Cross

WI I R/Duad Cities, IA-IL 1 PD: Jim D'Hara MD: Ron Evans No Adds

KDUT/Ranid City, SD

APD: JJ Christy
MD: Chuck Reeves
ANTHONY SMITH

WYYD/Roanole-Lynchburg, VA PD: Chris D'Kelley

WXXQ/Rockdord, IL OM/PD; Jesse Garcia MD: Kathy Hess BRETT JAMES "After" TANYA TUCKER "OID"

MD: Jennifer Wood TAMMY COCHRAN

WDCOSalahuv-Open Clir MD

WIL/St Louis, MD 1 PD: Greg Mozingo APD/MD: Danny Montana No Adds

OM/PD: John Dimick APD/MD: Greg Frey

KKJG/San Luis Obispo. CA

KRAZ/Santa Barbara, CA PD/MD: Rick Barker 8 KELLIE COFFEY "Talus" 8 MARK WILLS "Think"

APD: Tracy Black ANTHONY SMITH "Half" TAMMY COCHRAN "Let"

DM: Moon Mullins APD/MB: Scott Woodso 3 JINMY WAYNE "Gone" 2 BRETT JAMES "After" WWZD/Tupelo, MS PD/APD/MD: Paul Stone 7 JEFF BATES "Song"

KNUE/Tyler-Longview. TX PD/MD: Larry Kenl
13 RASCAL FLATTS "Loud"
11 RANDY TRAVIS "Crosses"
9 FAITH HILL "Lights"
JIMMY WAYNE "Gone"

KVOO/Tulsa, OK *

WFRG/Litica-Rome, N1 OM: Don Cristi
PD/MO: Matt Raisman

K.II IGA/isalia, CA 1 UG/VISAIIA, CA " MD: Dave Daniels GARTH BROOKS "Running" KELLIE COFFEY "Takes"

PD/OM: Zack Owen
10 ANTHONY SMITH "Half"
10 MARK CHESNUTT "Married
10 STEVE HOLY "Heart"

WM70/Washington, DC DM/PD: Jeff Wyatt APD/MD: Jon Anthor

WIFIK/West Paim Beach, FL 'PD: Mitch Mahan APD/MD: J.R. Jackson 2 MARK WILLS "Think"

WOVK/Wheeling, WV PO/MD: Jimmy Eflott 6 BRETT JAMES "Alte" 6 SAMMY KERSHAW "Mod 4 CRAIG MORIGAN "Amod KELLIE COFFEY "Takes" MARK WILLS "Think" KFDI/Wichita, KS PD: Beverlee Brannigan
APD/MD: Pat James
3 MONTGOMERY GENTRY "Speed
2 CHRIS CAGLE "Day"

MD: Dan Holiday

16 RANDY TRAVIS "Crosses
KELLIE COFFEY "Takes"
STEVE HOLY "Heart"

KZSN/Wichita, KS *

DM/PD: Jack Dliver

PD: Mike Krinik MD: Jaymie Gordon No Adds WWQQ/Wilmington, NC Interim PD: Bridget Banks BRETT JAMES "After" TANYA TUCKER "Old"

KXDD/Yakima, WA PD: Dewey Boynton MD: Joel Baker JIMMY WAYNE 'Gone'

WGTY/York, PA *
DM/PD; John Pellegrini
APD/MD; Brad Austin
MARK CHESNUTY "Marned

MD: John Collins TRAVIS TRITT "Co

Did Not Report, Playlist Frozen (12):

PD: Rick Adams MD: Van Haze No Adds

VR00/Jackso

WXBQ/Johnson City, TN PD/MD: Bill Hagy

WMTZ/Johnstown, PA PD: Steve Walker MD: Lara Mosby 1 CRAIG MORGAN "Almost" 1 RANDY TRAVIS "Crosses"

KFKF/Kansas City, MD

WIVK/Knoxville TN *
DM/PD: Michael Hammo
MD: Colleen Addair
JESSICA ANDREWS "More
KELLIE COFFEY "Takes"

DM: Steve Howard
PD: Dave Wright
MD: Jeni Taylor
1 JO DEE MESSMA Life*

WITL/Lansing, Mi *
PD: Jay J. McCrae
MD: Chris Tyler
4 MARK WILLS "Think"
KELLIE COFFEY Tales

PD: Larry Blakeney
MD: Allyson Scott
10 JIMMAY WAYNE "Gone"
10 PINMONKEY "Drove"
10 RENEE MCCRARY "Angel

WCMS/Norfolk, VA *
OM: John Shomby
PD: Jack Prater
7 KEITH URBAN "Raning"
2 CHRIS CAGLE "Day"

13 SARA EVANS "Greyhound" 7 MARTINA MCRRIDE "Coor

KKAT/Salt Lake City, UT *

OM/PD: Ed Hilt
APD/MD: Pat Garrett
1 KELLIE COFFEY Take

KCYY/San Antonio, TX *

KRTY/San Jose, CA * PD/MD: Julie Stevens APD: Nate Deaton No Adds

KSNI/Santa Maria, CA

WTHI/Terre Haute, IN OM/PD: Barry Kent MD: Party Marty 1 CROSS CANADIAN "17" 1 MARK CHESNUTT "Marris 1 STEVE HOLY "Heart"





America's Best Testing AC Songs 12+ For The Week Ending 2/21/03

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
DARYL HALL & JOHN OATES Forever For You (U-Watch)	4.06	3.96	76%	9%	4.13	78%	9%
PHIL COLLINS Can't Stop Loving You (Atlantic)	4.04	4.09	93%	22%	4.04	95%	25%
SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)	3.97	3.97	95%	29%	3.90	95%	29%
JOSH GROBAN You're Still You (143/Reprise)	3.93	3.97	66%	13%	4.03	66%	12%
CELINE DION A New Day Has Come (Epic)	3.84	3.83	97%	39%	3.80	98%	37%
CELINE DION I Drove All Night (Epic)	3.81	3.82	70%	14%	3.84	68%	14%
FAITH HILL Cry (Warner Bros.)	3.76	3.80	99%	36%	3.75	99%	38%
JOHN MAYER No Such Thing (Aware/Columbia)	3.75		82%	27%	3.68	81%	29%
PAUL SIMON Father And Daughter (Nick/Jive)	3.74	3.73	56%	9%	3.68	61%	10%
SHERYL CROW Soak Up The Sun (A&M/Interscope)	3.68	3.61	95%	46%	3.63	95%	47%
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	3.66	3.64	93%	41%	3.69	93%	41%
CELINE DION At Last (Epic)	3.66	3.61	79%	20%	3.72	81%	20%
SHANIA TWAIN I'm Gonna Getcha Good! (Mercury/IDJMG)	3.64	3.72	92%	30%	3.64	91%	33%
FIVE FOR FIGHTING Superman (It's Not Easy) (Aware/Columbia)	3.60	3.57	96%	47%	3.58	97%	49%
DIXIE CHICKS F/SHERYL CROW Landslide (Monument/Columbia)	3.56	3.55	93%	34%	3.60	95%	34%
ROD STEWART These Foolish Things (J)	3.52	3.62	72%	16%	3.55	75%	16%
DANA GLOVER Thinking Over (DreamWorks)	3.38		24%	5%	3.30	25%	7%
CHRISTINA AGUILERA Beautiful (RCA)	3.32	3.42	89%	37%	3.37	87%	36%
REGGIE HAMM Babies (Refugee/Universal South)	3.15	3.38	30%	8%	3.23	34%	7%

Total sample size is 310 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+. TO = 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.

Indicator

Most Added

SIXPENCE NONE THE RICHER Don't Dream It's Over (Curb/Squint/Reprise)

DIXIF CHICKS Landslide (Manument/Columbia) CHRISTINA AGUILERA Beautiful (RCA)

SHERYL CROW Soak Up The Sun (A&M/Interscope) CELINE DION | Drove All Night (Epic)

AVRIL LAVIGNE I'm With You (Arista)

COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)

Recurrents

1228
1157
1128
1110
970
887
862
861
808
764
759
742
736
727
717
712
633
624
607
547
524
487
485
476
459

Songs ranked by total plays

Reporters

WYJB/Albany, NY *
Oil: Michael Morgen
PD: Chris Holmberg
MD: Chaid O'Herra
1 AVRIL LAVIGNE "Wen"
CHALLOTTE DURCH "Kno
SOPPIOE "Dream"
VONDA SHEPARD "Rany."

WLEV/Allentown, PA * PD: Bobby Knight No Adds

WPCH/Allants, GA *

/BBQ/Augusta, GA * D: John Patrick DANA GLOVER "Over" JAMES TAYLOR "Grass"

KKNJ/Austin, TX *

KKDJ/Bakersfield, CA *

WBBE/Baton Rouge, LA *
OMPD: Don Gosselin
MD: Michelle Southern
CHRIS EMERSON "Broken"
HOOTE "Innocence"

WMJY/Bilaxi-Gulfport, MS PD: Walter Brown 1 BEN GREEN "Without"

WYSF/Birmingham, AL *

IOCLT/Boise, ID * PD: Tobin Jeffries 1 A/RIL LAVIGNE *W

PD: Don Kelley APD: Carely O'Terry MD; Mark Lawrence 1 JAMES TAYLOR "Gras

WEZN/Bridgeport, CT * PDMD: Steve Mercus No Adds

WJYE/Bullalo, NY * PD: Joe Chille SDPENCE... 'Oream'

WSUY/Charleston, SC *
PD: Loyel Ford
MD: Rendy Wilcox
14 CHRSTMA AGULERA *Bee
9 JOHN MAYER *Body*
SDEFACE. **Dynam*

WDEF/Chattanooga, TN * PD: Denny Howard No Adds

WLIT/Chicago, iL * OM/PD: Bob Kealm MD: Eric Richates UNCLE KRACKER *Drift*

WRRM/Cincinnati, DH *
OMPD: T.J. Holland
APD/MD: Ted Morro
No Adds

WDOK/Cleveland, OH * PD: Scott Miller No Adds

KKLI/Colorado Springs, CO ' OMPD. Kevin Callehan MD: Joel Naverro SIXPENCE 'Dram'

SIXPENCE "Dream" CHRIS EMERSON "Broken"

WSNY/Columbus, OH *

KKBA/Corpus Christi, TX ⁴

KVH_/Dallas, TX *
OM/PD: Kurt Johnson
1 WHITNEY HOUSTON TOW

WLQT/Daylon, OH *
OM: Mary Fleenor
PDMID/Promo Dr.: Sendy Colli
1 WHITIEY HOUSTON 'Own'
1 CHRISTINA AGUILERA "Beauthu"

KLTI/Des Moines, IA * OM: Jim Schaeler PDMD: Tim White

WOOF/Dothan, AL GM/PD/MD: Leigh Str SIXPENCE "Dream"

KTSM/EJ Paso, TX *
POMID: BNI Tole
APD: Sam Cassiano
WHITNEY HOUSTON "Own"

WIKY/Evansville, IN POMD: Mark Bales

KEZA/Fayetteville, AR

WCRZ/Filml, MI *
OM/PD: J. Putrick
MD: George Michighe
5 REGE HAMM "Babes"
1 AVRIL LA/IGNE "With"
VONDA SHEPARD "Rainy

KTRR/R. Collins, CO * PDMD. Merk Callaghen

WGYL/FI. Pierce,FL.* PD. Mile Pitzgerald APD/MD: Juan O'Rellly

WAJI/FI, Wayne, IN * OM: Lee Tobin PD. Berb Richards MD. Jim Berron

WAFY/Frederick, MD MD: Norman Henry Schr

WLHT/Grand Rapids, MI ' PD: 801 Balley APD/MD: Mary Turner VONDA SHE PARD 'Rainy'

WMAG/Greensboro, NC * ON: The Seturfield PD/MD: Nick Allen 1 CHRISTINA AGUILERA *Bould

WNYVGreenville, SC * PD: Greg McKinney No Adds

WSPA/Greenville, SC *
PDAND: Brien Taylor
5 RIC SANDLER "Lat"

WRCH/Hartfor PD: Allen Camp MD: Joe Henn No Adds

KRTR/Honolulu, HI *
PD: Wayne Marie
MD: Chris Hart
CHRS EMERSON "Brok
RIC SANDLER "Lut"
SXPENCE "Dream"

KSSK/Honolulu, HI * PDMD: Paul Wileon 3 JOSH GROBAN 'SM'

WAHR/Huntsville, AL *
PD. Lee Reynolds
MD: Bonny D'Brien
VONDA SHERARD "Rany"

WYXB/Indianapolis, IN ⁴ PD. Greg Dunkh APD/MD. Jim Cerone No Adds

WTFM/Johnson City, TN *
VP/Prog.: Mark E. McKinney
7 CHRISTIMA AGULERA "Beauti
5 DAMA GLOVER "Over"
2 CHRISTIMERSON Broten
HOOTE "Transcence"
STOPENCE "Dream"

KUDL/Kansas City, KS * PD; Dan Hurst 3 SIXPENCE "Drawn"

KSRC/Kansas City, MO * OM/PD: Jon Zellner MO: Jeanne Ashley SIXPENCE "Dream"

W.JXR/Knazville, TN * PDMD: Vence Differd No Adds

KTDY/Lafayette, LA *
PD: G.J. Clemente
MD: Steve Wiley

1 WHTREY HOUSTON "Own"
SXPENCE "Dream"

KMZQ/Las Vegas, NV * OMPO: Cet Thomas APD/ND: Charese Fruge No Adds

KSNE/Las Vogas, NV *
PD: Tom Chose
MD: John Berry
1 CHRISTIMA AGUKERA "BI
SIXPENCE. "Dream"

KBIG/Los Angeles, CA * PD: Jheni Keye APD/MD. Robert Archer No Adds

KOST/Las Angeles, CA * PD: Jhani Kaye APDMD: Stolle Schwertz 8 UNCLE KRACKER "Drift"

WPEZ/Macon, GA PD/MD. Henk Brigmon 20 CELINE DION "Night" SXPENCE "Dram"

WMGN/Madison, WI * VP/Prog: Pat O'Nell APO/ND, Mark Vari Allen 1 A/RIL LA/GNE With*

KVLY/McAllen, TX * PD/MD: Alex Duran HOOTE "Infocence"
WHITNEY HOUSTON "ON
RIC SANDLER "Let" WLRQ/Melbourne, FL *
OMPD. Jeff McKeel
CHRIS EMERSON 'Broken'
SIXPENCE 'Dream'

WRVR/Memphis, TN * PD: Jerry Deen MD: Kramer NID. Krimmer
24 CHRISTIMA AGUILERA "Beautifu.
1 WHITNEY HOUSTON "Own"

WILTE/Minneapolis, MM PCMID: Gary Molen CHIS EMERSON "Brolen" JAMES TAYLOR "Grass" SDOPENCE "Dream"

MNDXC/Mobile, AL.

KUSAN/Modesto, CA °
PD/MID: Gary Michaels
PD DOSE CHOIST-Landide*
8 CHRISTINA AGUILERA "Ben
2 DANA GLOVER" "Dwe"
1 WHITNEY HOUSTON "Own"
AVRIL LANGINE "Win"

KWAY/Monterey-Salinas, CA *
PDMD: Bernie Moody
1 CHARLOTTE CHURCH "Know"
HODRE "Innocence"
SDEENCE "Dream"

WKJY/Nassau-Sulfolk, NY * PD: Bill George MD: Jodi Vale WHITNEY HOUSTON "Own" DAMA GLOVER "Over" SIXPENCE "Dream"

WLMG/New Orleans, LA *
PD/MD: Steve Suter
APD: Johnny Scott
No Adds

WWDE/Norfolk, VA *
OM/PD: Don London
APD/ND: Jeff Moreeu
4 ROD STEWART "Foolsh"
2 CHRISTINA AGUILERA "E

KMGL/Oklahoma City, DK *

MGF/Orlando, FL.* OM: Chris Kampmeier PD: Ken Payne APD/MD: Brende Metthe

WLTJ/Pittsburgh, PA * PD: Chuck Stevens 7 SIXPENCE "Dram"

KKCW/Portland, OR *
PDAMD: Bill Mincider
1 DEANA CARTER "Limit"
BONNIE RAITT "Time"

WWLL/Providence, I PD: Tony Bristol APD: Devey Morris 4 SIXPENCE "Dream" DANA GLOVER "Over"

WRSN/Raleigh-Durham, NC *
PD: Bob Bronson
ND. Dave Horn
1 WHITNEY HOUSTON *Own*

KRNO/Reno, NV * POMID: Den Fritz RIC SANDLER "Let" WTVR/Richmond, VA *
OMPD. Bill Cahill
HOOTE "Innocence"
SUPENCE "Dream"

WSLQ/Roanoke-Lynchburg, VA PD: Don Morrison MD/APD: Dick Deniels No Adds

KGBY/Sacramento, CA * PDMID: Brad Weldo No Adds

KYMD//Sacramento, CA * Dir/Prog.: Mark Evens PO: Bryen Jackson MD: Dave Diamond WHITNEY HOUSTON "Own"

KREE/Salt Lake City, UT * D: Rusty Keys SIXPENCE. "Dream" WHETNEY HOUSTON "Own"

KSFVSelt Lake City, UT * OMPO: Alan Hague APD/MD: Lance Belance No Adds

KOXT/San Antonio, TX *
PD: Ed Scarborough
APD/MD: Tom Greye
1 WHITEY HOUSTON "Own"
NORAH JONES "Know" KBAY/San Jose, CA *

REMY/Sam Jose, CA *
PD: Jim Murphy
MD: Bob Kohtz
3 ROD STEWART Foolsh* KSBL/Santa Barbara, CA APD/MD: Nency Newcomer No Adds

PO: Tony Coles MD. Daris Thomas KRWM/Seattle-Tacoma, WA ' PD: Tony Coles MD: Leure Dene No Adds

KVKI/Shreveport, LA *
OM: Gary McCoy
PDMID, Stephenie Huffer

WNSN/South Bend, IN POMD, Jim Roberts No Adds

ICILY/Spokane, WA *
PD: Beeu Tyler
IMD: Steve Kright
JAMES TAYLOR "Grass"
SOFENCE "Dream"
VONDA SHEPARD "Ramy"

WEAT/West Pains Beach, FL.*
PD: Rick Shockley
APD/MD: Ched Perry
2 JOSH GROBAN 'Suil'
1 WHITNEY HOUSTON "Own"

MGS/Wilkes Barre, PA DMD: Stan Phillips No Adds

event/Wilmington, NC PD: Mile Ferrow MD: Craig Thomas II SHERYL CROW "Soak"

KRBB/Wichita, KS *

WARM/York, PA *
PD: Kelly West
APD/MD: Rick Sten
No Adds

PD: Lyman James APDMID: Suzanne Meers 1 WHITNEY HOUSTON 'Own'

WHUD/Westchester, NY **
OMPD: Stave Petrone
MD/APD: Tone Furci
13 SIXPENCE "Dream"
OHRS EMERSON "Broken"
HODIE "Broconce"
JAMES TAYLOR "Gress" PD: Paul Cannon MD: Rob Anthony No Adds

KJ0Y/Stock

KMXZ/Tues OM: Buddy Van Arade PD: Bobby Rich APD/MD: Leefe Lois DANA GLOVER 'Over'

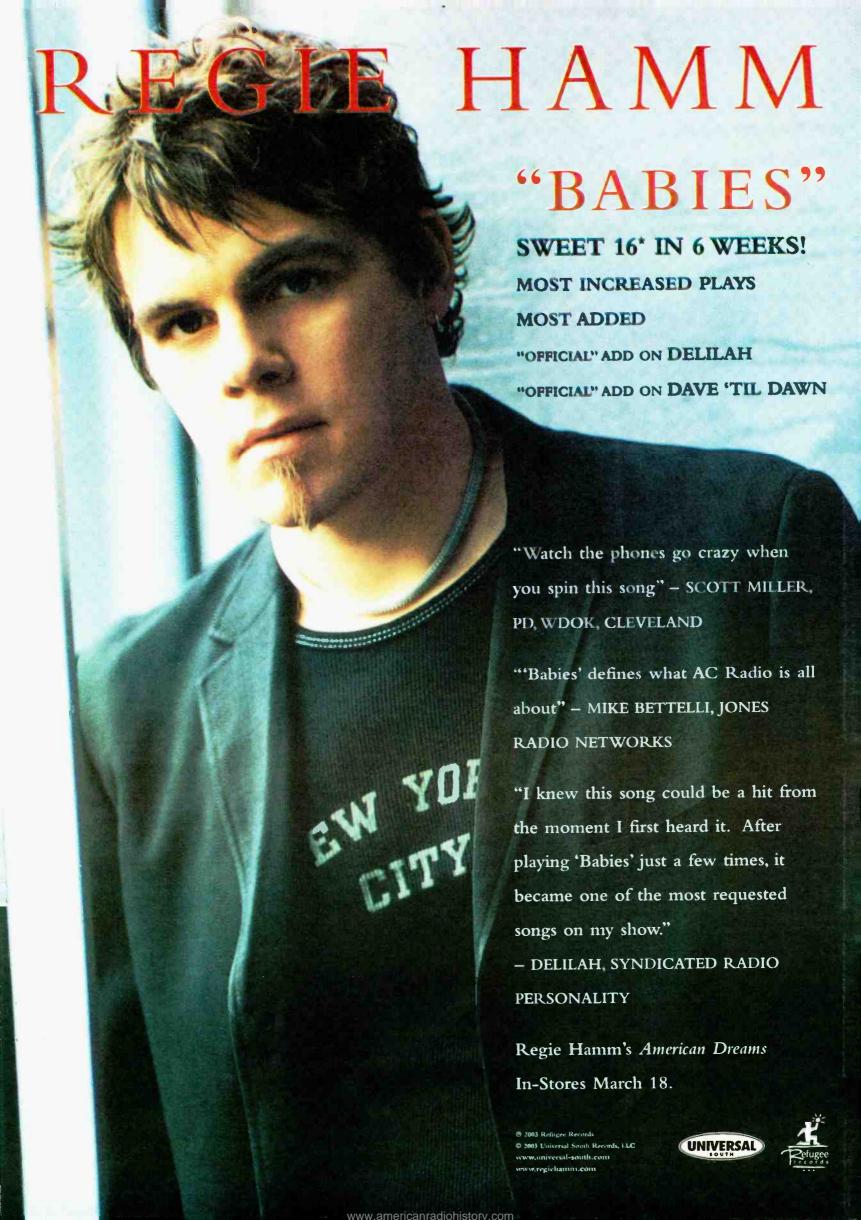
WLZW/Utica-Rome, NY PD: Peter Naughton SIXPENCE "Dream"

*Monitored Reporters 136 Total Reporters

119 Total Monitored

17 Total Indicator 14 Current Indicator Playlists

Did Not Report, Playlist Frozen (3): WXKC/Erie, PA WSWT/Peoria, IL WHOM/Portland, ME





Environmentally Unconscious In Denver

Market tangled in holiday light scam

Entercom Hot AC KALC (Alice 106)/Denver morning guys Greg & Bo really care about conserving electricity — at least that's what we were foolishly led to believe. Recently, Alice enjoyed the best kind of fun any radio station can have: the kind you get at your listeners' expense.

For three days the station ran noticed the same phenomenon.

Tom Gjerdrum

Scott Rodgers

spots purportedly from the "Rocky Mountain Power Cooperative," warning citizens that a new state law going into effect after Jan. 1 would levy stiff fines on anyone who still had their Christmas lights up. "This was pretty serious - they would be fined on a perbulb basis," says KALC PD Tom Gjerdrum.

The spots directed listeners to a website, www.lightsoutcolorado.com, that gave detailed instructions on how to either a) turn in your lazyass neighbor, or b) apply for an extension for yourself. As in any decent scam, there was just enough truth buried in the tissue of lies to maintain some basic level of plausibility.

The response was incredible. Phone calls and e-mails poured in from concerned listeners. The bit also rated three minutes of prime news time on the local Fox affiliate. Mission accomplished

Promotional Radar

Interestingly, the genesis of the bit came from several directions at near-ly the same instant. "It was quiet; we had nothing really going on," Gjer-drum says. "Greg had been complaining that tons of people still had their lights up. He wanted to do something sim-

ple, like grab a bullhorn, drive around and yell at people."

With that germ of an idea, the station contacted its promotional consultant, a twisted individual named Paige Nienaber, VP/Fun 'N Games for Clifton Radio and Clifton Promo Ranch, who, coincidentally, had been driving around his neighborhood in suburban Minneapolis and

"These guys called me and wanted to do something with the Christmas light theme," Nienaber says. "I immediately became more angry at myself for not noticing it

"Usually, my promotional radar dish is always twirling and would have picked up something this

good. Once we discussed it, we all realized this was a timeless theme, and that really got my juices flow-

Danger: Vowel Movement Ahead

Nienaber repaired to his basement laboratory, turned on his computer and was overcome by what he describes as a massive "vowel movement," directing his stream of consciousness onto the printed page.

'Anytime you do a fake website, you need to write a really great spot that will drive the traffic," he says. "The best bits always have a legit-

sounding spot behind them to really sell the con-

This from the guy whose twisted brain came up with such classic April Fools' websites as Tattoo-YourTot.com and Select-YourSperm.com. Nienaber wrote the spot, using fictitious state spokesman John O'Connell, a name he

took the liberty of borrowing from the Marketing Director for one of his other clients, KDWB/Minneapolis.

The next step was to design a decidedly unflashy, legit-looking website that had just enough of an official, Department of Motor Vehicles quality. That's where KALC web dude Scott Rodgers came in.

"Gjerdrum had the copy for the

spot, which we would then post on the website," Rodgers says. "As soon as he read the rough draft, we

were all laughing pretty hard. Then he asked if I could get the site up and running in a day or two...." The laughing stopped — temporarily.

"I must admit that I was pretty inspired by the concept, so I got to work," says Rodgers,who bought the domain 'John O'Connell' name lightsoutcolorado.

com on Thursday Jan. 30 for \$35. "I started working on the site about 3pm that day."

Rodgers scoured the 'Net for generic pictures of power plants. On an obscure Australian website he found a picture of an elderly guy who would unwittingly play the role of gruff-but-goodhearted John O'Connell. "I made up the RMPC logo for the Rocky Mountain Power Cooperative and used one of my vacation photos from Vail, CO as the background art," Rodgers re-

By Friday morning at 10am the site was done. "The biggest barrier was the 24-to-36-hour waiting time to get the new site linked to the station's site," Rodgers says.

Let The Fun Begin

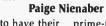
On Saturday morning the spots started running. The role of RMPC Director John O'Connell was played by Gjerdrum himself, with his voice altered just enough to disguise it. The basis for the spot was that a new state law would go into effect on Feb.

In his message O'Connell said, "While holiday lights are a wonderful way to bring joy and celebrate the season, we must ask that, beginning Feb. 5 at 6pm, you turn them off until Nov. 27. Random neighborhood checks have been authorized, and businesses and residences displaying holiday lights will be fined on a per-bulb basis, with current electrical use and past power bills factored in. Coloradans wishing to file a free extension or report a neighbor or business that is in violation of this

code may do so by going to our website.

"None of the other jocks were told about this in advance," says Gjerdrum. "The only people who

knew were Greg & Bo, Scott Rodgers, and our production director and traffic director. I made sure that we ran the spots through the traffic department so that they would be officially scheduled and legitimately appear on the



The spots began to have their desired effect over the weekend: Calls started coming in from concerned deadbeats, er, listeners, wanting more information about the "per-bulb fine."

"A few of the local TV stations started calling the local power company to get their take on this new ban," says Gjerdrum. "I felt bad for the poor schmuck that some assignment editor sent out to interview someone at



Exel Energy." Theater Of The Absurd

It was when you visited the website, however, that things got really bizarre. If you clicked on "file an extension," you were greeted with a series of increasingly ridiculous queries about your lighting display:

- How many lights (round off to the nearest 100)?
 - Is there a theme to the display?
- · How many outlets are used?
- · Are the lights stored in balls or neatly coiled when not in use?
- · Is there one color that is predominant in the string?
- Twinkle or non-twinkle?
- Was a ladder used to assist in the displaying of the lights?
- Any Santa, reindeer or elves in the display?

"It's amazing how many people actually filled the whole thing out," says Rodgers. The punch line was delivered when, after filling out the questionnaire and hitting "submit," you were forwarded to the Alice website, where a grinning Greg & Bo had a message: "We gotcha! Now take your lights down!"

Each time a person was "got," an e-mail was automatically sent to Greg & Bo. Rodgers estimates the two received upward of 1,600 mes-

The Bottom Line: TV Rules

By the following Tuesday the local Fox affiliate came sniffing around. "Your little stunt came up in our assignment meeting today," Gjerdrum was told. Although they had already figured out that it was a wacky radio bit, they were amused enough to give the station

a three-minute chunk of prime airtime that night during the evening news, even giving the website a nice close-up.

"At one point they zoomed in on

my RMPC logo, and I thought, 'Damn, if I had known you were going to get in that close, I would have spent more time making it look better," Rodgers says.

"When you figure that the website cost us only \$35, which, in turn, translated into three minutes of

prime-time TV - that's what I would call a good return on our investment, and I think [Entercom honcho] David Field would agree," Gjerdrum says.

And isn't that what it's all about at the end of the day? Indeed, it's a quest as old as the medium itself. Radio is always focused on one goal: to somehow, some way, get its face

"At one point they zoomed in on my RMPC logo, and I thought, **'Damn, if I had** known you were going to get in that close, I would have spent more time making it look better.""

Scott Rodgers

Proving that point emphatically, last week Nienaber was at another one of his client stations, teaching "Street School" to the station's street team. He says, "During these sessions I always pose the rhetorical question to them 'Why do we do all this stuff?' The answer was, naturally, 'To meet girls' — but, when there aren't any girls around, we do it to

FOR THE RECORD

In the Jan. 17 AC column it was inadvertently omitted that Guy Zapoleon has a financial stake in Promosquad Hit Predictor and Pinnacle Media Management, whose services were discussed in his guest column.



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100	1000	we repruary 21, 2003					
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	GROSS IMPRESSIONS (00)	CHART	TOTAL STATIONS/ ADDS
1	0	DIXIE CHICKS Landslide (Monument/Columbia)	2665	+122	367205	14	117/1
3	2	PHIL COLLINS Can't Stop Loving You (Atlantic)	2486	+113	329117	20	113/0
4	3	SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)	2302	-46	316951	19	106/0
5	4	VANESSA CARLTON A Thousand Miles (A&M/Interscope)	2174	+78	266747	41	110/0
2	5	FAITH HILL Cry (Warner Bros.)	2107	-329	306092	23	112/0
7	6	DARYL HALL & JOHN OATES Forever For You (U-Watch)	1584	+34	162433	15	102/0
6	7	KELLY CLARKSON A Moment Like This (RCA)	1525	-115	178245	22	94/0
10	8	CHRISTINA AGUILERA Beautiful (RCA)	1494	+59	243005	9	93/8
8	9	SHERYL CROW Soak Up The Sun (A&M/Interscope)	1468	-62	197650	39	99/0
9	10	FIVE FOR FIGHTING Superman (It's Not Easy) (Aware/Columbia)	1426	-91	175083	64	111/0
11	11	SHANIA TWAIN I'm Gonna Getcha Good! (Mercury/IDJMG)	1255	-65	148682	14	96/0
12	12	ROD STEWART These Foolish Things (J)	1156	-31	147636	12	91/3
13	13	CELINE DION I Drove All Night (Epic)	1095	+120	178872	5	85/0
14	14	JOSH GROBAN You're Still You (143/Reprise)	1042	+162	100760	4	91/2
15	15	JOHN MAYER No Such Thing (Aware/Columbia)	781	-30	114355	36	66/0
16	16	REGIE HAMM Babies (Refugee/Universal South)	764	+97	79603	6	59/1
18	O	DANA GLOVER Thinking Over (DreamWorks)	582	+68	45207	4	78/8
20	18	JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	468	+47	82132	11	32/1
17	19	CELINE DION At Last (Epic)	440	-180	64517	11	47/0
19	20	PAUL SIMON Father And Daughter (Nick/Jive)	385	-41	39328	12	52/0
24	2	AVRIL LAVIGNE I'm With You (Arista)	356	+120	82250	3	26/6
21	22	TAMARA WALKER If Only (Curb)	328	-73	26981	13	59/0
Debut	> 🔞	WHITNEY HOUSTON Try It On My Own (Arista)	282	+202	63915	1	58/16
22	24	DJ SAMMY & YANOU Heaven (Candlelight) (Robbins)	271	-2	66207	16	27/0
26	25	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	253	+28	59041	4	17/0
23	26	GEORGE HARRISON Stuck Inside A Cloud (Capitol)	245	-17	22799	4	45/0
27	27	UNCLE KRACKER In A Little While (Lava)	229	+13	58840	9	14/0
25	28	GARFUNKEL/SHARP/MONDLOCK Bounce (Manhattan)	215	-18	19188	9	44/1
29	29	VONDA SHEPARD Rainy Days (Jacket)	160	+34	10588	2	32/6
Debut	> 🛈	NO DOUBT F/LADY SAW Underneath It All (Interscope)	130	+14	30283	1	4/0

119 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 2/9-2/15. 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 (© 2003, The Arbitron Company). © 2003, R&R, Inc.

New & Active

GLORIA GAYNOR I Never Knew (Logic) Total Plays: 119, Total Stations: 21, Adds: 0

KEITH URBAN Somebody Like You (Virgin)
Total Plays: 93, Total Stations: 16, Adds: 1

SIXPENCE NONE THE RICHER Don't Dream It's Over (Curty/Squint/Reprise)
Total Plays: 89, Total Stations: 41, Adds: 31

HOOTIE & THE BLOWFISH Innocence (Atlantic) Total Plays: 83, Total Stations: 28, Adds: 11 JAMES TAYLOR September Grass (Columbia)
Total Plays: 70, Total Stations: 24, Adds: 7
BEN GREEN Without You (ASRC)
Total Plays: 65, Total Stations: 14, Adds: 3
CHARLOTTE CHURCH Would I Know (Columbia)
Total Plays: 53, Total Stations: 12, Adds: 2
CHRIS EMERSON Broken Heart (Monomoy)
Total Plays: 39, Total Stations: 21, Adds: 8
RIC SANDLER I'll Let Ya Know (Rich ID)

Total Plays: 27, Total Stations: 12, Adds: 4

Songs ranked by total plays

Most Added

The state of the s	
www.rradds.com	
ARTIST TITLE LABEL(S)	ADDS
SIXPENCE NONE THE RICHER Don't Dream (Curb/Squint/Reprise)	31
WHITNEY HOUSTON Try It On My Own (Arista)	16
HOOTIE & THE BLOWFISH Innocence (Atlantic)	-11
CHRISTINA AGUILERA Beautiful (RCA)	8
DANA GLOVER Thinking Over (DreamWorks)	8
CHRIS EMERSON Broken Heart (Monomoy)	8
JAMES TAYLOR September Grass (Columbia)	7
VONDA SHEPARD Rainy Days (Jacket)	6
AVRIL LAVIGNE I'm With You (Arista)	6
RIC SANDLER I'll Let Ya Know (Rich ID)	4
UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)	4
ROD STEWART These Foolish Things (J)	3
BEN GREEN Without You (ASRC)	3

DANIEL BEDINGFIELD "IF YOU'BE NOT THE ONE" ON YOUR DESK NOW!

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Most Increased Plays

ARTIST TITLE LABEL(S)	PLAY INCREASE
WHITNEY HOUSTON Try It On My Own (Arista)	+ 202
JOSH GROBAN You're Still You (143/Reprise)	+162
DIXIE CHICKS Landslide (Monument/Columbia)	+122
CELINE DION I Drove All Night (Epic)	+120
AVRIL LAVIGNE I'm With You (Arista)	+120
PHIL COLLINS Can't Stop Loving You (Atlantic)	+113
REGIE HAMM Babies (Refugee/Universal South)	+97
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	+78
LIONEL RICHIE Angel (Island/IDJMG)	+75
DANA GLOVER Thinking Over (DreamWorks)	+68

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

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West Coast Promotion: Laffite Benitez (323) 481-3793 •Laffitebenitez@sbcglobal.net

Texas Promotion: Walter Velasquez (281) 879-4191 • Waltervelasquez@hotmail.com



Hot AC is alive and well on Cape Cod. A little more than a year after becoming tighter, brighter and way more fun, WCOD is still developing a clear picture of just who's out there listening.

 We love playing pop music for the grown-ups — those of us cool enough to appreciate a Kid Rock/Sheryl Crow duet like "Picture" but mellow enough to enjoy "Landslide" by The Dixie

Chicks. We're the ones who remember the '80s and love that Bon Jovi are still around, with "Misunderstood," but who also sing along with the kids to Pink's "Don't Let Me Get Me." . New and promising on our list are the latest tracks from No

Doubt and Matchbox Twenty, neither of whom can do any wrong as far as we can see. "Running" and "Unwell" sound great on the air and have gotten us great phone response too. And we love Sixpence None The Richer's take on "Don't Dream It's Over." What's on our wish list for beach music this Cape Cod summer? Let's keep our fingers crossed for another "Game of Love" or "Complicated." Hey, they don't call us "Hot" for nothing.

vril Lavigne retains the top spot on the Hot AC chart with "I'm With You," finishing a close 19 plays ahead of "Landslide" by The Dixie Chicks with some help from Sheryl Crow (Monument/Columbia). The Chicks narrowly miss being No. 1 on both charts ... Kid Rock paints his own "Picture" with Crow and climbs to No. 3 (Atlantic) ... Chris-



tina Aguilera is now top 10 on both charts as "Beautiful" (RCA) moves 11-10* — without the help of Sheryl Crow ... 3 Doors Down are just one door away from the top 10 as "When I'm Gone" (Republic/Universal) moves 12-11* ... There's a nice battle of cover songs going on: Counting Crows f/Vanessa Carlton move 16-13* with their rendition of Joni Mitchell's "Big Yellow Taxi" (Geffen/Interscope), and right behind them are Sixpence None The Richer performing Crowded House's "Don't Dream It's Over" (Curb/Reprise). Sixpence move 17-14* and lead the AC add list. Meanwhile, Uncle Kracker climbs 21-18* with "Drift Away" (Lava), featuring the song's original performer, Dobie Gray ... Lucy Woodward moves 33-27* with "Big Dumb Girls" (Atlantic) ... No Doubt debut at No. 34 with "Running" (Interscope) ... The AC chart is relatively quiet this week, with the exception of a stellar debut for Whitney Houston's "Try It On My Own" (Arista), at No. 23.

- Anthony Acampora, Director/Charts

artista Ctivity

ARTIST: Sixpence None The Richer LABEL: Curb/Squint/Reprise

By MIKE TRIAS/ASSISTANT EDITOR

ixpence None The Richer came into ex-Distence when lead vocalist Leigh Nash and chief songwriter, producer and multiinstrumentalist Matt Slocum met at a church retreat. The two put together the band in the early '90s, taking their name from a passage in C.S. Lewis' Mere Christianity. Although they had their roots in Christian music and members of the band are Christian, they no longer record traditional Christian music nor consider themselves a Christian band, However, their faith still plays a role in their music. Explains Slocum, "There's spiritual content in a lot of my songs. It comes from trying to be honest about issues of life. But it also comes more in the form of asking questions than giving answers."

It wasn't until 1997 that the band broke through to the mainstream with their selftitled major-label debut. The album spawned the Grammy-nominated hit "Kiss Me," which was featured prominently in the third season of the WR's hit series Dawson's Creek, and the single "There She Goes." But the group hit a snag in 2000 when they decided to go back into the studio to record their followup.

Contractual issues brought production of the album to a halt. Sixpence None The Richer bounced around to three different labels before ending up at their current home. Reprise. This was nothing new for the band, who experienced a similar situation early in their career. Fortunately, they had learned from that mishap and the downtime was far from unproductive. Nash guested on Delerium's "Innocente (Falling in Love)," a song that took the dance world by storm in 2001, and re-



corded a song for the Gwyneth Paltrow-Ben Affleck movie Bounce. Slocum founded the East Nashville Center for the Creative Arts, a community venue that gives music lessons to young, local talent. Sixpence continued to work on music, and the original quartet, including guitarist Sean Kelly and bassist Justin Cary, grew to six members with the addition of new drummer Rob Mitchell and keyboardist Jerry Dale McFadden.

Divine Discontent reached the public in 2002, five years after Sixpence None The Richer's major-label debut. The album features production by Slocum and Paul Fox (XTC, 10,000 Maniacs, Wallflowers) and mixing by Tom Lord-Alge. It contains mainly ballads, and flows extremely well. Each track showcases Sixpence's signature feel, due in large part to Nash's distinct voice - angelically wispy, yet powerfully hypnotic at the same time. Says Slocum of the album's creation, "We were going for more of a band feel. The six of us played together in the studio, and we kept the overdubs to a minimum. Even later. when we added the string sections, we wanted to maintain a live sound. It was a very organic process."

"Don't Dream It's Over" is the second single from the Divine Discontent. The song is a cover of the Crowded House classic, and it also appears on the soundtrack to TV's Smallville. Sixpence None The Richer will perform the single on the WB's Sabrina the Teenage Witch on Feb. 21.

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82 HOT AC TOP 40



H	9	• February 21, 2003					
LAST WEEK	THIS	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	0	AVRIL LAVIGNE I'm With You (Arista)	3445	+107	348124	12	88/0
2	2	DIXIE CHICKS Landslide (Monument/Columbia)	3426	+115	316380	15	78/1
5	3	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	3029	+125	284683	13	84/1
3	4	SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)	2920	-248	299883	20	84/0
4	5	JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	2774	-133	260627	26	82/0
6	6	NO DOUBT F/LADY SAW Underneath It All (Interscope)	2622	-261	265564	20	81/0
7	7	MATCHBOX TWENTY Disease (Atlantic)	2244	-196	199814	19	72/0
8	8	UNCLE KRACKER In A Little While (Lava)	2156	-182	184584	25	68/0
9	9	NORAH JONES Don't Know Why (Blue Note/Virgin)	2082	-26	228477	33	62/0
11	10	CHRISTINA AGUILERA Beautiful (RCA)	2048	+226	202393	9	58/0
12	Ū	3 DOORS DOWN When I'm Gone (Republic/Universal)	1847	+138	139535	11	69/3
10	12	CREED One Last Breath (Wind-up)	1742	-116	143063	37	72/0
16	13	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	1672	+146	178979	11	72/5
17	4	SIXPENCE NONE THE RICHER Don't Dream It's Over (Curb/Squint/Reprise)	1630	+291	165449	4	84/3
14	15	AVRIL LAVIGNE Complicated (Arista)	1595	-55	148840	43	87/0
13	16	TORI AMOS A Sorta Fairytale (Epic)	1486	-186	135074	18	63/0
24	T	MATCHBOX TWENTY Unwell (Melisma/Atlantic)	1289	+489	151014	2	78/8
21	18	UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)	1243	+261	126241	5	66/8
19	19	COLDPLAY Clocks (Capitol)	1208	+144	162423	6	66/5
20	20	BON JOVI Misunderstood (Island/IDJMG)	1081	+94	118544	8	59/1
18	21	FAITH HILL Cry (Warner Bros.)	942	-205	82862	19	50/0
25	22	JOHN MAYER Why Georgia (Aware/Columbia)	878	+126	112596	4	50/5
22	23	DAVE MATTHEWS BAND Grey Street (RCA)	798	-178	87193	12	39/0
23	24	JOHN RZEZNIK I'm Still Here (Jim's Theme) (Walt Disney/Hollywood)	700	-180	73763	17	39/0
27	25	PAY THE GIRL Freeze (TVT)	685	.15	54839	7	39/0
26	26	STEREO FUSE Everything (EO/Wind-up)	654	.95	64713	16	41/0
33	27	LUCY WOODWARD Dumb Girls (Atlantic)	550	+9	54873	5	41/2
29	28	STONE SOUR Bother (Roadrunner/IDJMG)	536	.59	46593	8	29/0
31	29	CELINE DION I Drove All Night (Epic)	524	-30	39412	3	28/1
30	30	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	488	.73	39764	6	13/0
34	31	VONRAY Inside Out (Elektra/EEG)	471	·51	34459	7	32/0
32	32	RED HOT CHILI PEPPERS Zephyr Song (Warner Bros.)	457	·95	50694	16	23/0
37	33	MACY GRAY When I See You (Epic)	445	+87	57905	2	35/5
Debut	> 34	NO DOUBT Running (Interscope)	419	+143	53690	1	33/4
36	35	PHIL COLLINS Can't Stop Loving You (Atlantic)	377	-24	32226	9	15/0
35	36	FROU FROU Breathe In (MCA)	345	.77	28439	9	19/0
Debut		JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	335	+111	31420	1	26/9
38	38	JACK JOHNSON Bubble Toes (Enjoy/Universal)	334	-15	67383	13	14/0
Debut		GOOD CHARLOTTE Lifestyles Of The Rich And (Epic)	327	+26	21952	1 10	6/0 30/0
28	40	CREED Don't Stop Dancing (Wind-up)	325	-293	27831		2010

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 2/9-2/15. 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 (© 2003, The Arbitron Company). © 2003, R&R, Inc.

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ARTIST TITLE LABELIS)	ADDS
GOO GOO DOLLS Sympathy (Warner Bros.)	16
JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	9
ROBBIE WILLIAMS Feel (Virgin)	9
WATCHBOX TWENTY Unwell (Melisma/Atlantic)	8
UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)	8
CHANTAL KREVIAZUK In This Life (Columbia)	8
LISA MARIE PRESLEY Lights Out (Capitol)	6
FEEL Got Your Name On It (Curb)	6
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	5
COLDPLAY Clocks (Capitol)	5
JOHN MAYER Why Georgia (Aware/Columbia)	5
MACY GRAY When I See You (Epic)	5
HOOTIE & THE BLOWFISH Innocence (Atlantic)	5



Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY NCREASE
MATCHBOX TWENTY Unwell (Melisma/Atlantic)	+489
SIXPENCE NONE Don't Dream (Curb/Squint/Reprise)	+291
UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)	+261
CHRISTINA AGUILERA Beautiful (RCA)	+226
LISA MARIE PRESLEY Lights Out (Capitol)	+151
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	+146
COLDPLAY Clocks (Capitol)	+144
NO DOUBT Running (Interscope)	+ 143
3 DOORS DOWN When I'm Gone (Republic/Universal)	+138
JOHN MAYER Why Georgia (Aware/Columbia)	+126

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





America's Best Testing Hot AC Songs 12+ For The Week Ending 2/21/03.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD F	amiliarity	Burn
MATCHBOX TWENTY Unwell (Atlantic)	4.29		46%	2%	4.38	49%	2%
3 DOORS DOWN When I'm Gone (Republic/Universal)	4.06	4.07	87%	19%	4.11	90%	25%
STEREO FUSE Everything (EO/Wind-up)	4.03	4.02	52%	6%	4.03	63%	8%
MATCHBOX TWENTY Disease (Atlantic)	3.99	3.87	91%	24%	4.08	96%	24%
STONE SOUR Bother (Roadrunner/IDJMG)	3.99	4.00	60%	12%	3.98	61%	16%
JOHN RZEZNIK I'm Still Here (Jim's Theme) (Walt Disney/Hollywood)	3.98	3.88	75%	16%	3.92	80%	20%
AVRIL LAVIGNE I'm With You (Arista)	3.92	3.93	93%	29%	4.06	96%	27%
COLDPLAY Clocks (Capitol)	3.92	3.95	60%	11%	3.95	64%	13%
JOHN MAYER Why Georgia (Aware/Columbia)	3.91		50%	8%	3.83	53%	10%
SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)	3.72	3.74	97%	40%	3.75	99%	45%
DAVE MATTHEWS BAND Grey Street (RCA)	3.72	3.72	67%	17%	3.78	73%	19%
SIXPENCE NONE THE RICHER Don't Dream It's Over (Curb/Reprise)	3.72	3.58	60%	9%	3.80	67%	12%
PAY THE GIRL Freeze (TVT)	3.66	3.79	27%	3%	3.37	28%	6%
BON JOVI Misunderstood (Island/IDJMG)	3.63	3.53	74%	15%	3.62	74%	16%
COUNTING CROWS FIVANESSA CARLTON Big Yellow Taxi (Geffen/Interscope)	3.63	3.74	67%	13%	3.47	73%	16%
JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	3.61	3.67	97%	42%	3.72	99%	43%
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	3.60	3.60	97%	55%	3.56	99%	62%
DIXIE CHICKS F/SHERYL CROW Landslide (Monument/Columbia)	3.60	3.61	91%	35%	3.70	95%	39%
TORI AMOS A Sorta Fairytale (Epic)	3.59	3.65	64%	19%	3.58	70%	21%
NORAH JONES Don't Know Why (Blue Note/Virgin)	3.57	3.68	89%	37%	3.62	92%	40%
AVRIL LAVIGNE Complicated (Arista)	3.54	3.60	99%	60%	3.61	100%	64%
UNCLE KRACKER Orift Away (Lava/Atlantic)	3.54	3.49	51%	11%	3.59	54%	12%
CREED One Last Breath (Wind-up)	3.52	3,56	93%	47%	3.45	94%	56%
KID ROCK F/SHERYL CROW Picture (Lava/Atlantic)	3.50	3.55	86%	28%	3.52	91%	30%
CREED Don't Stop Dancing (Wind-up)	3.50	3.52	70%	20%	3.55	71%	22%
CHRISTINA AGUILERA Beautiful (RCA)	3.49	3.45	93%	42%	3.68	94%	39%
NO DOUBT Underneath It All (Interscope)	3.48	3.41	97%	54%	3.74	98%	54%
REO HOT CHILI PEPPERS Zephyr Song (Warner Bros.)	3.46	3.49	85%	32%	3.48	85%	36%
UNCLE KRACKER In A Little While (Lava)	3.45	3.40	84%	33%	3.51	86%	32%
FAITH HILL Cry (Warner Bros.)	3.37	3.41	90%	37%	3.42	96%	39%

Total sample size is 620 respondents. **Total average lavorability** 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.

Indicator

Most Added'

MATCHBOX TWENTY Unwell (Melisma/Atlantic)

CHRISTINA AGUILERA Beautiful (RCA)

NORAH JONES Don't Know Why (Blue Note/Virgin)

NO DOUBT Running (Interscope)

UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)

JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)

KID ROCK W/SHERYL CROW Picture (Lava/Atlantic) DAVE MATTHEWS BAND Grey Street (RCA)

C. KROEGER F/J. SCOTT Hero (Roadrunner/Columbia/IDJMG)

CREED Don't Stop Dancing (Wind-up)

RED HOT CHILI PEPPERS Zephyr Song (Warner Bros.)

TORI AMOS Taxi Ride (Epic)

BECK Lost Cause (Geffen/Interscope)

New & Active

SISTER HAZEL Your Mistake (Sixth Man)

Total Plays: 324, Total Stations: 18, Adds: 1

BOWLING FOR SOUP Girl All The Bad Guys Want (Silvertone/Jive)

Total Plays: 291, Total Stations: 16, Adds: 0 DAVID GRAY Be Mine (ATO/RCA)

Total Plays: 242, Total Stations: 25, Adds: 1

LISA MARIE PRESLEY Lights Out (Capitol)

Total Plays: 226, Total Stations: 32, Adds: 6

LUCE Good Oay (Nettwerk)

Total Plays: 206, Total Stations: 10, Adds: 1 CHANTAL KREVIAZUK In This Life (Columbia)

Total Plays: 189, Total Stations: 21, Adds: 8

GOO GOO DOLLS Sympathy (Warner Bros.)

Total Plays: 167, Total Stations: 29, Adds: 16

SUSAN TEDESCHI Alone (Tone-Cool/Artemis)

Total Plays: 149, Total Stations: 16, Adds: 1

CALLING For You /Wind-up/

Total Plays: 132, Total Stations: 13, Adds: 4 **HOOTIE & THE BLOWFISH innocence (Atlantic)**

Total Plays: 121, Total Stations: 20, Adds: 5

Songs ranked by total plays

Reporters

WKLIJ/AKTUR, UTI PD: Kelth Kennedy MD/Promo Dir. Lynn Kelly 3000RS DOWN "Gore"

WRVE/Albany, NY * PD: Randy McCarten MD: Tred Hules

KMXS/Anchorage, AK PD: Roxy Lennox MD: Monika Thomes

KLLY/Bakersfield, CA *
POMO: E.J. Tyler
APD: Erik Fox

WBMX/Boston, MA VP/Prog.: Greg Stree MD: Mille Mulleray

WTSS/Buffalo, NY * PD: Sue O'Nell MD: Rob Luces

WOAL/Cleveland, OH *
PD: Altan Fee
MD: Rebecca Wilde
PFARI JAM "Thumbon"

KVUU/Colorate specific Cellahan APD/MD: Andy Certale APD/MD: Andy Certale CELL (REVIAZIK Tule)

ventVX/Cleveland, DH PD: Deve Popovich MD: Jay Hudson COLDPLAY

do Springs, CO

KKPN/Corpus Christi, TX *
PD: Jeson Hiller
MD: Derek Lae
25 UNCLE KRACKER "Drift"
MATCHBOX TWENTY "Unwell"

PD: Pet McMehon MD: Lise Thomas

WMEE/Ft. Way PD: John O'Ros MD: Chris Cags

WNNK/Harrisburg, PA *
PD: John O'Dee
MD: Denny Logen
GOO GOO DOLLS "Sympethy"
LISA MARIE PRESLEY "Lights"

PD: Steve Wi MD: Eric Gra

WENS/Indianapol OM/PD: Greg Dun MD: Jim Cerone

WZPL/Indianapolis, PD: Scott Sends MD: Dave Decker OM/PD: Courtney Nelson MD: Chris Elliott

KURR/Little Rock, AR PD: Rendy Cein APD: Aeron Anthony

WMAD/Madison, WI *
PD: Miles Ferrie
MD: Laure Ford
CHANTAL INSEVAZUK "Life"
JASON MRAZ "Remedy"

oversic/Memphis, TN OM: Jerry Dean PD/MD; Kramer

WMC/Memphis, TN * PD: Chris Taylor MD: Toril St. James

WKTL/Milwausou. OM: Rick Belcher PD: Bob Walker PD: WENTY "Ur

KSTP/Minneapolis, MN * OM: Leighton Peck MD: Jill Roen 4: 300001

KYIS/Didahoma City, OK ⁴ OM: Chris Balor PD/MD: Ray Kalusa 28 - SHCI FIGRACIER There

WOMX/Orlando, FL.* PD/APD: Jeff Cuehmen MD: Leura Francis

COUNTING CROWS "! NO DOUBT "Running" UNCLE KRACKER "Dri

WRFY/Reading, PA PDMD; Al Burke

WSNE/Providence, RI *
PD: Bill Hees
MD: Gary Trust
DEUCE PROJECT "Stone"
LUCY WOODWARD "Gris"

KLCA/Reno, NV °
PD: Beel,
ND: Connie Wray
FEEL "Name"
MATCHBOX TWENTY "Unwell"

KNEV/Reno, NV * PD: CBN Tredway DANIEL BEDINGFIELD "One" DOMAS "OIP" FEEL "Name" GOO GOO DOLLS "Sympathy"

KNVQ/Reno, NV * MD: Heather Combe

WYLPL/Hischester, NY PD: Deve LaFrois MD: Joe Bonacci

Dir/Prog.: Mark Ev PD: Ed Lambert APD/MD: Jim Mett 20 LUCE "Good"

18 EVANESCENCE "Life"
DIXTE (3-BCXCS "Landalds

PD: Marty Linck MD: JIII Devine

KFMB/San Olego, CA VP/GMPD: Tracy John APD: Jen Sewell

PD: Duncan Payton APD/MD: Mel McKey

PD: Michael Martin MD: James Baker

IONIO/Senta Rosa, CA * PD: Mark Thomas

WKPK/Traverse ung. PD: Rob Weaver MD: Heather Leigh RED HOT CHILL "Song" HORAH JONES "Know" KNOEGER & SCOTT "Hero" CALLING "For" GOO GOO DOLLS "Sympathy" LISA MARIE PRESLEY "Lights."

KZPT/Tucson, AZ * PD: Carey Edwards APD/MO: Leelle Lois

Warren, OH *
OM/PD: Den Rivers
MD: Mark French CHANTAL KREVIAZ DAVID GRAY "Men MACY GRAY "See"

WWZZ/Washington, DC PD: Mile Edwards APD/MD: Soon Sollers

RMF/West Palm Be

PD: Russ Morley APD/MD: Amy Nev

PD: Barry McKay MO: Sunny Wylde

FEEL "Name" GOO GOO DOLLS "Sympati

*Monitored Reporters 101 Total Reporters

90 Total Monitored

11 Total Indicator 10 Current Indicator Playlists

Did Not Report, Playlist Frozen (1): WCOD/Cape Cod, MA



carcher@radioandrecords.com

The Man In The Trenches

A chat with Broadcast Architecture's Rad Messick

By Renee DePuy **OM, Broadcast Architecture**

Broadcast Architecture VP/Programming Rad Messick has been an integral part of the firm's success since 1997. Before joining BA he programmed former Smooth Jazz outlet WVAE/Cincinnati and enjoyed a successful run in Rock radio, programming WQXM/ Tampa, WDIZ/Orlando, WFYV/Jacksonville and WKGR & WPBZ/West Palm Beach.

In addition to consulting Smooth Jazz Network clients, Messick has overseen sign-ons and headed BA research projects worldwide. He oversees continued development of BA's Analyst music-sorting software and Mix-Master software and is heard

each weekend on Tokyo's J-WAVE as the voice of AZ Beat, a global pop music show produced by BA.

Yet, for all his accomplishments, Messick generally keeps a low profile, preferring to concentrate on the many projects he tackles at once. I spoke with him to get deeper insight into the "man in the trenches" for many of the most successful stations in Smooth Jazz.

RD: What attracted you to the WVAE job?

RM: I had been listening to WLVE (Love 94)/Miami and WLOQ/Orlando, both stations



Renee DePuy

evolving from AC presentations toward instrumental presentations. I had always been a fan of the music and had played smooth jazz shows on Rock radio, like David Sanborn's show. We got as many phone calls about what was played on those shows as we did

I was a personal fan of Pat Metheny and Weather Report. I actually heard fusion sounds incorporated on WLOQ. At first I didn't realize what a component of the mix AC music was for the actual format, but then I realized that it was an integral part of what was going on.

about current rock records.

RD: How do vocals fit in the Smooth Jazz mix?

RM: I see vocals as the real anchors for the format, where people are able to latch on. They're songs that both cumers and partisans agree on, important songs in the format. They act as lightning rods for both groups. Everybody agrees on them, everybody knows them. They give us a solid base to spring the instrumental music from.

RD: Is programming Smooth Jazz any different from programming other formats?

RM: A couple of its sensibilities differ in terms of feel, texture and flow, but, for the most part, Smooth Jazz is about playing the hits and presenting a music mix that gives a feeling, in a quarter-hour period of time, of what the radio station is all about, just like any other format.

RD: What was the transition from programmer to consultant like?

RM: Enlightening, because everything I learned in Cincinnati was magnified 100 times. Remember, first I was a satisfied customer. During my career in programming I had the opportunity to work with just about every company that offered research. And when I saw Mix-Master for the first time, I considered it to be cheating. How come I hadn't had this tool before?

Being able to implement the data the next day was unheard of. Combine that with the ability to see as many music tests nationally as I got to see and to be involved with as many stations as I've come to be involved with, and it was a huge learning experience that continues to this day.

Also, having worked with so many consultants over the years, I know that it's important for us at BA to strive to provide clients with the kind of information I'd want to hear on the other side of the desk.

One of the things I enjoy most about my work with BA is that there's no preconceived agenda going into a music test - let's see what they say - and being able to reflect that on the radio. Listeners dig the hits, from a vocal standpoint, and they love melodic instrumental music, songs they can hum to.

RD: What's the role of the researcher or consultant at a station?

RM: It's important to be considered a part of the team, the radiostation mind-trust, and not a vendor. We have as much of a vested interest in the success of the stations as the stations themselves. I don't think you'll find any bigger cheerleader than our office on the days when

numbers come out or anyone quicker to get on the telephone when they don't have those exciting stories.

We're also a strong resource. We can come in and hear things that people don't hear on a day-to-day basis. We act as a real consumer. We sit down and listen for 24 hours and see if we're able to capture the essence of what the station's all about.

RD: So. in some respects. the consultant plays the role of the lis-

RM: Literally, that's what we get paid to do. If the station's hitting on all cylinders, if we hear that its most important messages are managed well and cut through and we get a good musical representation of what the station's about, then the listeners can surely hear it.

RD: Many listeners must be getting the messages: 2002 was the best ratings year in Smooth Jazz histo-

RM: The spring book was the one where three great radio stations made it to the No. 1 12+ music position. WNUA/Chicago, WVMV/ Detroit and KWJZ/Seattle all had spectacular spring books and led the spring sweep, but I think the sweep of the year was actually summer, which nobody really paid attention to. The summer sweep was as successful, if not more so, than the spring.

RD: A lot of attention has been given to the "growing pains" of the format, including the lack of new artists. Is it radio's duty to break new

RM: The new-music issue is interesting. It takes time to build name value. I don't care what format it is, it takes exposure and great music to get the listeners to connect with it - and the good stuff always sticks. It's like making a Wall

Street-type assessment. Find the great songs, invest in them, and dividends will pay off down the road. Not all new music will work, and it's our job to find the songs that do and bang them home.

Some people put new artists on the radio and expect them to connect immediately. They expect listeners to feel the same passion and excitement for them that we do. It's our job to get people excited. We want to see new artists happen, because it means the format's alive, vibrant and working.

RD: What are the key ingredients to continue and expand the success of Smooth Jazz radio?

RM: I'll steal a line from Oakland Raiders owner Al Davis and say that it's a three-pronged commitment to excellence: Great programming, great marketing and great sales are what make a successful radio station. It's being in touch with the listeners and playing the songs they want to hear as often as they want to hear them. Making a station sound as compelling and inviting

and as big as other formats and having great promotions can't do any harm either.

And if we don't have sales, we'll be out of business. It's up to programmers to make sure that sales has the cooperation it needs to get the word out. They need to talk about the product and all the tools that make us as successful as we are on the programming side. Radio needs to think like such companies as Nike and Microsoft that embrace the same basic goals. The amount of R&D that Microsoft uses to improve its product is massive. Nike is.always finding new and creative ways to market to people and bond itself more closely with consumers. And they both have great, great

RD: What are BA's goals for 20032

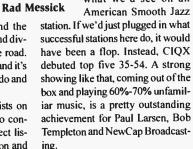
RM: Our goal is to maintain the consistently high level of success of our client roster and to spread the word and grow the format into markets where it's currently not avail-

RD: Last September BA helped launch CIQX (The Breeze)/Calgary. It's not your typical Smooth Jazz radio station.

RM: We're really proud of that, because sometimes we get a bad rep for cookie-cutter stamping -"Here's the format, and here's how it's gonna work." We went to Calgary with no agenda other than to learn how to make Smooth Jazz grow and prosper in a market where

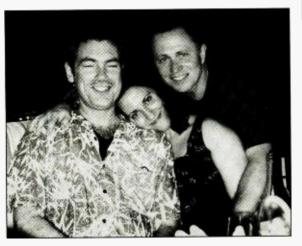
there was no ethnic population and no history of instrumental music.

Broadcast rules in Canada are different and have to include Canadian content, so we had to look for people who would basically be different from what we'd see on an

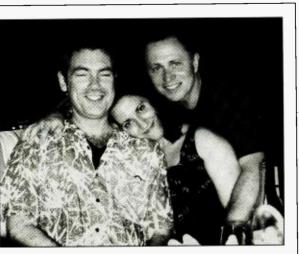


RD: You're a Miami Dolphins fan. How does a team poised to win the division fail to make the playoffs?

RM: You know, it comes down to playing a full 60-minute game. Radio stations sometimes do exactly the same thing as the Dolphins. They give 95% effort, but they fall about 5% short, and that's why they don't win. It's a full game every day, and if you only do 95%, you're only going to get 95% of the results. People want to take a shortcut on some points - on the programming, marketing or sales side - and that's the difference between being moderately successful and being tremendously successful.



FRIENDS FOR LIFE This photo, snapped at a party in Princeton, NJ in June, 2001, perfectly captures the good feelings between Broadcast Architecture's staffers. Seen here are (I-r) a blissed-out Rad Messick, Renee DePuy and former BA CEO Frank Cody.



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PSMOOTH JAZZ TOP30

200		the rebruary 21, 2003					
LAST WEEK	THIS	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
3	0	BDNEY JAMES Grand Central (Warner Bros.)	812	+53	117656	17	40/0
1	2	BDB JAMES Morning, Noon & Night (Warner Bros.)	795	-22	114815	20	36/0
4	3	STEVE COLE Off Broadway (Warner Bros.)	748	+11	111934	21	38/0
2	4	BWB Groovin' (Warner Bros.)	743	-44	97412	19	37/0
5	5	PETER WHITE Who's That Lady? (Columbia)	727	-3	110204	21	38/0
6	6	STEVE OLIVER High Noon (Native Language)	669	-30	97749	23	36/0
7	0	DAVE KOZ & JEFF KOZ Blackbird (Rendezvous/WB)	629	+51	94865	12	40/0
8	8	MINDI ABAIR Lucy's (GRP/VMG)	610	+47	103337	5	42/0
12	9	KENNY G Paradise (Arista)	500	+31	77863	14	36/0
10	10	MICHAEL LINGTON Still Thinking Of You (3 Keys)	491	-4	69846	13	36/0
9	11	DIANA KRALL Just The Way You Are (Verve/VMG)	472	-29	62004	16	32/0
14	12	BOB BALDWIN The Way She Looked At Me (Narada)	432	+17	64298	8	35/2
13	13	RICHARD ELLIOT Q.T. (GRP/VMG)	421	-24	38141	27	28/1
11	14	JEFF GOLUB Cold Ouck Time (GRP/VMG)	413	-61	50791	27	30/0
17	15	CRAIG CHAQUICO Afterglow (Higher Octave)	361	+10	17301	14	28/0
20	16	KIM WATERS Waterfall (Shanachie)	352	+31	56016	4	33/1
18	17	MARION MEADOWS Tales Of A Gypsy (Heads Up)	349	-1	31538	19	30/1
16	18	N. BROWN & M. MCDONALD Still Believe (Warner Bros.)	346	-25	30155	15	23/0
19	19	JOAN OSBORNE I'll Be Around (Compendia)	335	-11	29938	17	25/0
21	20	GREG ADAMS 'Sup With That (Ripa/Blue Note)	295	+3	39913	7	26/0
23	2	GREGG KARUKAS Your Sweet Smile (N-Coded)	285	+8	24732	11	25/2
22	22	DONNA GARDIER How Sweet It Is (Oome Records Limited)	274	-8	12432	9	18/0
25	23	AL JARREAU Random Act Of Love (GRP/VMG)	272	+36	21111	4	18/0
24	24	JEFF LORBER Chopsticks (GRP/VMG)	269	-3	36349	10	21/0
27	25	NORAH JONES Come Away With Me (Blue Note/Virgin)	267	+59	17811	6	23/1

42 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of 2/9-2/15. 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 (© 2003. The Arbitron Company).

New & Active

26

2

28

29

26

28

30

29

Debut> 30

NATALIE COLE F/DIANA KRALL Better Than Anything (GRP/VMG)

Total Plays: 149, Total Stations: 20, Adds: 10 CRUSADERS Viva De Funk (GRP/VMG) Total Plays: 128, Total Stations: 18, Adds: 7

PAUL HARDCASTLE Desire (Trippin' 'n Rhythm)

Total Plays: 111, Total Stations: 11, Adds: 1

BLAKE AARON One Moment With You (Innervision)

Total Plays: 108, Total Stations: 10, Adds: 0

DAVID LANZ Romantica (Decca)

Total Plays: 93, Total Stations: 9, Adds: 0

GERALD ALBRIGHT Old School Jam (GRP/VMG)

239

237

191

170

Total Plays: 92, Total Stations: 9, Adds: 1

RUSS FREEMAN Soul Dance (Peak)
Total Plays: 78, Total Stations: 8, Adds: 0

Total Plays: 78, Total Stations: 8, Adds: 0

J. THOMPSON Tell Me The Truth (AMH)
Total Plays: 75, Total Stations: 8, Adds: 0

PAUL HARDCASTLE First Light (Trippin' 'n Rhythm)

Total Plays: 73, Total Stations: 4, Adds: 0

LIQUID SOUL Sun Ra (Shanachie) Total Plays: 61, Total Stations: 5, Adds: 0

Songs ranked by total plays

Most Added

l	www.rrindicator.com	
l	ARTIST TITLE LABEL(S)	ADDS
l	NATALIE COLE F/DIANA KRALL Better Than Anything (GRP/VMG)	10
l	EUGE GROOVE Rewind (Warner Bros.)	8
l	CRUSADERS Viva De Funk (GRP/VMG)	7
l	CHIELI MINUCCI Kickin' It Hard (Shanachie)	3
l	FOURPLAY Ju-Ju (Bluebird/RCA Victor)	3
l	DENNY JIOSA Europa (1201)	3
	BOB BALDWIN The Way She Looked At Me (Narada)	2
l	GREGG KARUKAS Your Sweet Smile (N-Coded)	2
l	SPYRO GYRA Getaway (Heads Up)	2
	MICHAEL MANSON Keys To My Heart (A440 Music Group)	2

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
NATALIE COLE F/DIANA KRALL Better Than Anything (GRP/VIII)	<i>MG)</i> +78
CRUSADERS Viva De Funk (GRP/VMG)	+69
NORAH JONES Come Away With Me (Blue Note/Virgin)	+59
BONEY JAMES Grand Central (Warner Bros.)	+53
DAVE KOZ & JEFF KOZ Blackbird (Rendezvous/WB)	+51
MINDI ABAIR Lucy's (GRP/VMG)	+47
SPYRD GYRA Getaway (Head's Up)	+46
J. THOMPSON Tell Me The Truth (AMH)	+45
FOURPLAY Ju-Ju (Bluebird/RCA Victor)	+44
CHIELI MINUCCI Kickin' It Hard (Shanachie)	+43

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
NATALIE COLE Tell Me All About It (GRP/VMG)	318
MICHAEL MANSON Outer Drive (A440 Music Group)	245
NORMAN BROWN Just Chillin' (Warner Bros.)	187
EUGE GROOVE Siam Dunk (Warner Bros.)	180
KENNY G F/CHANTE MOORE One More Time (Arista)	173
FOURPLAY Rollin' (Bluebird/RCA Victor)	170
CHUCK LOEB Sarao (Shanachie)	147
NORAH JONES Con't Know Why (Blue Note/Virgin)	131
LARRY CARLTON Morning Magic (Warner Bros.)	114
SPECIAL EFX Cruise Control (Shanachie)	106
GERALD ALBRIGHT Ain't No Stoppin' (GRP/VMG)	94
JOE SAMPLE X Marks The Spot (PRA/GRP/VMG)	90
DAVID BENOIT Then The Morning Comes (GRP/VMG)	60
LUTHER VANDROSS I'd Rather (J)	58
KIM WATERS In The House (Shanachie)	48
JEFF KASHIWA 3-Day Weekend (Native Language)	37
DIDO Thankyou (Arista)	35
CRAIG CHAQUICO Luminosa (Higher Octave)	34

ProSet,
PORTABLE DISPLAYS

NESTOR TORRES Watermelon Man (Shanachie)

JONATHAN BUTLER Pata Pata (Warner Bros.)

PIECES OF A DREAM Loves Silhouette (Heads Up)

CHIELI MINUCCI Kickin' It Hard (Shanachie)

SPYRD GYRA Getaway (Heads Up)

- HIGH-IMPACT GRAPHICS
- DURABLE CONSTRUCTION

31487

39426

20713

14261

15529

18/0

24/3

21/2

16/1

16/1

1

+13

+43

+3

+2

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Angie Handa MD. KYOT/Phoenix

Shaun Holly and I have music meetings once a week, and when we listen to songs, we try to pick the hits. We always keep in mind what the listeners like and, especially, what they might love. We love originality, but we know that hit songs need a strong hook to stand out in some way; familiarity is always a big plus. I stay away from pretty wallpaper songs with no hooks and songs that just don't fit. If a listener was driving, would this song be strong

enough to make them listen to it all the way through? We also look at what other stations are adding, what our consultants say about the song and how our programming team feels, because even though we have the best intentions, we aren't always right. Songs that are familiar to our audience but seems to have a new and refreshing twist to them include BWB's "Groovin" and Joan Osborne's "I'll Be Around." Both sound great.

and response has been very positive. They are not just covers — they're great songs that stand on their own. The fact that they add familiarity is a big plus, too. Others that sound fresh include "Lucy's" by Mindi Abair, Bob Baldwin's "The Way She Looked" and Greg Adams' "Sup With That." Although they have some familiar elements, each brings a fresh sound to the station that helps make us stand out. They have great hooks, plus they sound really cool. We do play it on the safe side, because we have so many great songs in our library already; we don't need to go out on a limb. But if we hear a hitespecially if all the other elements come together — it's an add!

atalie Cole featuring Diana Krall's "Better Than Anything" (GRP/VMG) earns No. 1 Most Added honors again this week with 10 new adds, including KJCD/ Denver and WNWV/Cleveland. This sensational track is already up to 20 plays on KKSF/San Francisco ... Congratulations to saxophonist Boney James, whose "Grand Central" (Warner Bros.) reaches No. 1; this is just the latest in a series of such triumphs for James that are now literally too numer-



ous to list ... As it did last week, Warner Bros. Jazz continues to dominate our top four chart positions, plus Dave Koz & Jeff Koz's "Blackbird" (Rendezvous/ Warner Bros.), at 7*, earns a spot among the Most Increased. Euge Groove's "Rewind" is No. 2 Most Added with eight new adds, including trendsetters KTWV (The Wave)/Los Angeles, WJZW/Washington and WNUA/Chicago ... The Crusaders' "Viva de Funk" (GRP/VMG) continues to be greeted with genuine enthusiasm by programmers, who make the track third Most Added with seven adds, including KKSF, KOAI/Dallas, WJZZ/Atlanta and WLOQ/Orlando Fourplay's "Ju-Ju" (Bluebird/RCA) is off and running, especially now that it's garnered an influential new add, one of four nationally this week, at The Wave In keeping with the station's tradition of breaking records (and being right when it does), KWJZ/Seattle didn't bother to wait for next week's official add date on Jeff Lorber's "Gigabyte" (Narada) ... To the "A" stack: Among releases that merit your attention are the remixed version of Donna Gardier's "How Sweet It Is" (Dome), Nelson Rangell's "Look Again" (A440) and Les Sabler's "Reasons" (Music Force). - Carol Archer, Smooth Jazz Editor

Reporters

WZMR/Albany, NY PD/MD: Tim Durkee

KAJZ/Albuquerque, NM MD: Jeff Young

KNIK/Anchorage, AK DM/PD: Aaron Wallender

WJZZ/Atlanta, GA PD/MD: Nick Francis

KSMJ/Bakersfield, CA PD/MD: Chris Townshend

WNUA/Chicago, IL

WNWV/Cleveland, OH

WJZA/Columbus, OH OM/PD/MD: Bill Harman APD: Gary Wolter OLEE RIKRALL "Better"

KOAI/Dallas-Ft. Worth, TX APD/MD: Bret Michael

KJCO/Denver-Boulder, CO

KV.IZ/Des Moines, IA MD: Becky Taylor

WVMV/Detroit, MI

KEZL/Fresno, CA OM: Scott Keith PD/MD: J. Weidenheimer

WYJZ/Indianapelis, IN

KCIY/Kansas City, MO PD: Mark Edwards MD: Michelle Chase

KOAS/Las Vegas, NV

KTWV/Los Angeles, CA PD: Paul Goldstein APD/MD: Ralph Stewart

WJZN/Memphis, TN

WLVE/Miami, FL PD: Rich McMillan

WJZI/Milwaukee, WI

KSBR/Mission Viejo, CA DM/PD: Terry Wedel MD: Susan Koshbay

KRVR/Modesto, CA PD: Jim Bryan
MD: Doug Wulff
5 COLE FMRALL "Better"
3 DEMNY JIOSA "Europa"
3 MICHAEL MANISON "Heart

WQCD/New York, NY DM: John Mullen PD/MD: Charley Connolly

WJCD/Norfolk, VA OM: Oaisy Davis APD/MD: Larry Hollowell

WL0Q/Orlando, FL PD: Brian Morgan MD: Patricia James

KYOT/Phoenix, AZ PD: Shaun Holly APO/MD: Angle Handa

KJZS/Reno, NV Acting PD: Harry Reynolds KSSJ/Sacramento, CA PD: Lee Hanson APD: Ken Jones

WSSM/St. Louis, MO PD: David Myers

KBZN/Salt Lake City, UT

KIFM/San Diego, CA

KKSF/San Francisco, CA PD: Steve Williams APD/MD: Samantha Wiedmann

KMGQ/Santa Barbara, CA PD: Mark De Anda APD/MD: Steve Bauer

KJZY/Santa Rosa, CA

KWJZ/Seattle-Tacoma, WA MD: Dianna Rose

WEIB/Springfield, MA PD: Ben Casey MD: Darrel Cutting

WSJT/Tampa, FL DM/PD: Ross Block MD: Kathy Curtis

WJZW/Washington, DC

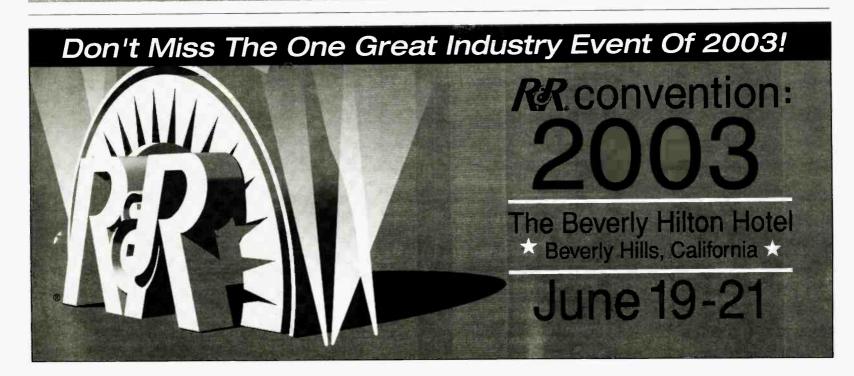
JRN/(Jones NAC)/National MD: Cheri Marquart

42 Total Reporters

39 Current Playlists

Reported Frozen Playlist (1): WJZV/Richmond, VA

Did Not Report, Playlist Frozen (2): KUJZ/Eugene-Springfield, OR WJJZ/Philadelphia, PA







The Glass Is Half-Full

Not all markets experienced gloom and doom in the fall Arbitron

While there has been much ado about what a horrible fall book it was for the Rock genre, there were quite a few places on the Active side where ratings actually went up. WCCC/Hartford trended 3.3-4.7 12+, and its ranking went up from ninth to seventh. In men 18-34 WCCC went from 7.8-17.5, and its rank soared to No. 1 from No. 4. WNVE/Rochester, NY was flat 12+ at 3.7, ranking No. 9. But in men 18-34 its share increased 10.1-14.3, retaining its No. 1 rank in that demo.

Other stations with increased 12+ AQH included WYSP/Philadelphia; WAAF/Boston; KUPD/Phoenix; WIYY/Baltimore; KBPI/Denver; WLZR/Milwaukee; KOMP/Las Vegas; WTFX/Louisville; WQBJ & WQBK/Albany, NY; KPOI/Honolulu; KRTQ/Tulsa; WBSX & WCWQ/Wilkes Barre; KRZR/Fresno; KRQC/Omaha; KAZR/Des Moines; and KICT/Wichita. See, things aren't bad everywhere!

Additionally, I compared the men 18-34 demo for the stations with both summer and fall books. In the summer 60% of the stations were No. 1 men 18-34. In the fall 70% of the same stations were No. 1 men 18-34! While it's true that, historically, the fall book is always down for Rock stations, is it any worse this year than in years past? I don't know; I'm not a researcher.

Arbitron admits that seasonal variations exist for different formats, so whether it's fair to

compare summer to fall books is up for debate. It's equally questionable to compare fall to fall books because many different things can happen in a marketplace in a year. One can make a case for comparison either way.

While we're on the topic of methodology, it seems as good a time as any to make some changes in the data I typically present. While the 12+ information remains, I've made changes to the demos. Previously, the demos shown were men 18-34 and men 25-54 for both Rock and Active Rock stations. This time I've opted to show men 18-49 and persons 18-49 for Active Rock, and next week you'll see men 25-54 and persons 25-54 for Rock.

Here's a look at how the Active Rock format ranked overall in our new and improved demographic cells. (As an example of how to read this chart, 1% of Active Rock stations ranked No. 1 12+.)

	12+	Men 18-49	Persons 18-49
No. 1	1%	41%	14%
No. 2	7%	29%	19%
No. 3	10%	8%	17%

_		Active Rock		
Mkt.	Calls/City	12+ AQH Share (Rank) AQH Persons (00)	M18-49 AQH Share (Rank)	P18-49 AGH Shan (Rank)
3	WLLI/Chicago	0.4 (38t) 51	0.9 (27t)	0.6 (34)
5	KEGL/Dallas	2.2 (18t) 147	4.0 (6)	2.8 (17)
6	WYSP/Philadelphia	4.5 (7) 308	10.7 🚺	6.8 (3)
9	WAAF/Boston	2.2 (17t) 124	5.3 (5)	3.3 (11)
10	WRIF/Detroit	4.2 (8) 245	10,3 🚺	6.5 🚺
14	KFNK/Seattle	1.5 (22) 65	3.0 (12t)	2.1 (20)
15	KUPD/Phoenix	3.6 (12t) 144	7.3 (3)	4.9 (5t)
16	KXXR/Minneapolis	5.8 (5t) 210	11.0 (2)	7.6 (2)
17	KIOZ/San Diego	3.5 (9t) 120	7.1 🚺	5.2 (2t)
19	WIYY/Baltimore	4.6 (6) 153	11.1 🚺	7.3 (3)
21	WXTB/Tampa	4.3 (7t) 135	11.1 🚺	7.2 (3)
22	KBPI/Denver	4.4 (7) 135	8.0 🚺	6.0 (3)
24	KUFO/Portland, OR	4.1 (6) 101	9.2 1	5.7 (2)
25	WMMS/Cleveland	4.3 (10) 110	8.2 (2)	6.4 (5)
27	KRXQ/Sacramento	3.6 (10t) 83	7.2 (2)	5.5 (3t)
29	KQRC/Kansas City	7.2 (2) 158	15.1 🚺	9.9 🚺
31	KISS/San Antonio	7.0 (2) 154	14.1 🛈	9.1 🚺
33	WLZR/Milwaukee	5.7 (3t) 122	14.2 1	9.0 (2)
35	WAZU/Columbus, OH	1.0 (21t) 18	1.3 (20t)	1.2 (20t)
35	WBZX/Columbus, OH	4.6 (8) 84	9.1	6.5 (5t)
40	WNOR/Norfolk	5.8 (3t) 104	13.3	8.1 (2)

Mkt.	Calls/City	12+ AQH Share (Rank) AQH Persons (00)	M18-49 AQH Share (Rank)	P18-49 AQH Share (Rank)
39	KOMP/Las Vegas	4.6 (7t) 91	10.2 (2)	6.9 (2)
46	WBBB/Raleigh	3.5 (9) 47	6.2 (4)	4.3 (7t)
49	WCCC/Hartford	4.9 (7) 74	11.5 🚺	7.6 (4)
52	WRAT/Monmouth-Ocean	1.9 (19t) 27	4.5 (6)	3.3 (9t)
54	WNVE/Rochester, NY	3.7 (9) 48	9.1 (2)	5.8 (7)
53	KATT/Oklahoma City	5.4 (7) 70	11.6 (2)	8.0 (3)
55	WTFX/Louisville WTPT/Greenville. SC	4.7 (7) 56	10.5 (2)	6.8 (3)
59 61	KPOI/Honolulu	3.6 (9t) 38	7.9 (2)	4.9 (8)
64	WQBK & WQBJ/Albany, NY	3.4 (15) 36 6.2 (4) 67	5.4 (9) 13.4 1	4.4 (10t)
65	KRTQ/Tulsa	2.9 (14) 27	7.0 (2)	9.9 (2) 4.3 (11)
66	WKLQ/Grand Rapids	4.7 (8) 45	9.2 (2)	6.4 (5)
68	KRZR/Fresno	5.6 (3t) 57	11.4	7.7
67	WRQC/Ft. Myers	1.4 (19) 14	3.9 (8)	2.7 (10t)
69	WBSX & WCWQ/Wilkes Barr	re 5.3 (5) 50	11.2 (2)	8.2 (5)
74	KRQC/Omaha	4.8 (8) 38	8.5 (3)	6.1 (5)
79	WQXA/Harrisburg	4.9 (7t) 36	12.0 (2)	8.1 (4)
81	WLZX/Springfield, MA	2.8 (10) 20	6.3 (2)	4.4 (6t)
84	WXQR/Greenville, NC	3.5 (9) 25	7.8 (4)	5.3 (5)
86	WRUF/Gainesville	6.1 (3) 41	11.8	8.8
91 87	KAZR/Des Moines	7.1 (4t) 41	15.0	10.4 (2)
87	KRAB/Bakersfield KRFR/Bakersfield	4.1 (7) 29 3.1 (12) 22	4.7 (6t)	4.8 (8t)
95	KICT/Wichita	6.2 (6) 37	4.7 (6t) 10.0 (2)	3.8 (10) 7.9 (3)
92	KHTQ/Spokane	6.8 (2) 43	15.1 (2)	10.4 (2)
96	KILO/Colorado Springs	5.8 (6) 36	11.2 (3)	7.5 (3)
97	WJJO/Madison	4.8 (7) 29	9.0 (2)	6.2 (8)
100	KRXE/Lafayette, LA	1.5 (17t) 10	3.0 (11t)	2.0 (14t)
103	WBYR/Ft. Wayne, IN	6.0 (8) 37	11.3 (2)	8.9 (2)
105	WRXR/Chattanooga, TN	4.3 (8t) 24	10.1 (3)	6.0 (7)
	WCHZ/Augusta, GA	6.3 (3) 35	12.9 🚺	9.4 (2)
	WRTT/Huntsville, AL	6.3 (6) 33	9.8 (2)	8.3 (4)
	WJXQ/Lansing, MI	7.3 (4) 38	16.9	10.8 1 t
	KMRQ/Modesto, CA	6.6 (3) 34	12.9 1	9.1 ①
	WWBN/Flint, MI WTKX/Pensacola, FL	4.6 (7) 25 5.0 (5t) 23	10.0 (2) 9.1 (4)	6.2 (6) 6.5 (4)
	KDOT/Reno, NV	3.2 (17) 16	7.1 (3)	4.7 (10t)
	WKQZ/Saginaw, MI	8.0 (5) 39	19.3	10.9 (2)
	KCCG/Corpus Christi, TX	3.1 (12t) 15	4.8 (5t)	3.8 (11t)
136	WCPR/Biloxi, MS	5.6 (6t) 25	10.7	7.7 (3t)
137	WWWX & WXWX/Appleton, \	NI 5.6 (7) 23	12.2 (2)	8.8 (5)
141	KORB/Quad Cities, IA-IL	6.1 (5) 24	12.3 (2)	8.9 (3t)
143	WIXO/Peoria, IL	5.0 (8) 19	10.4 (2)	7.4 (3t)
	KZRQ/Springfield, MO	2.5 (12t) 9	4.3 (8t)	3.1 (11t)
	KLFX/Killeen, TX	6.5 (5) 22	15.7	8.6 (3t)
	WAMX/Huntington, WV	7.4 (4) 23	14.0	11.3 (3)
	WZBH/Salisbury, MD WGBF/Evansville, IN	5.8 (4) 23	12.8	9.3 (3)
	WRPL/Erie, PA	6.0 (5) 21 7.2 (6) 23	12.3 1 14.7 (2t)	8.3 (4)
	WRKW/Poughkeepsie, NY	2.2 (12t) 8	6.1 (3t)	10.8 (4) 3.3 (10t)
	WRBR/South Bend, IN	5.6 (6) 17	12.4	7.6 (5)
	WKZQ/Myrtle Beach, SC	5.5 (6t) 19	12.4 1 t	8.3 (2t)
170	KURQ/San Luis Obispo, CA	4.1 (7t) 12	6.9 (3)	5.3 (5t)
176	KIBZ/Lincoln, NE	7.7 (3) 24	13.5 🚺	10.9 🚺
	WZUU/Kalamazoo, MI	1.6 (15t) 4	3.8 (5t)	2.4 (11t)
	KFMX/Lubbock, TX	8.3 (3t) 25	15.7 🚺	11.1 (2t)
	WZOR/Green Bay, WI	3.0 (12) 8	7.0 (7)	4.0 (11)
	WGIR/Manchester, NH	9.0 (2) 25	16.9	13.2 (2)
	KZRK/Amarillo, TX KRQR/Chico, CA	9.3 10 t 26 4.2 (5t) 10	16.7 (1)	12.4 1
	WQLZ/Springfield, IL	4.2 (5t) 10 6.7 (7) 16	7.6 (2t) 13.7 1	5.6 (5) 10.0 (2)
	KXRX/Tri-Cities, WA	5.6 (6t) 12	9.5 1 t	8.0 (4)
	KQWB/Fargo, ND	8.2 (4) 19	13.2 (2)	12.6
	KDAM/Fargo, ND*	0.9 (15) 2	1.3 (12t)	1.4 (13)
222	WHMH/St. Cloud, MN	6.2 (4t) 14	12.8	8.9 🚺 t
	KRBR/Duluth, MN	8.8 (3) 21	20.8 1	13.7 🚺
	KEYJ/Abilene, TX	5.4 (7t) 10	7.1 (4t)	6.5 (5t)
	KFMW/Waterloo, IA	9.9 (2) 17	21.6 1	14.0 1
237	WYYX/Panama City, FL	7.1 (2t) 12	12.3 (2)	9.5 (2)
*Cia-	and on Nov. 7, 2002			

*Signed on Nov. 7, 2002

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- //	1	February 21, 2003					
LAST WEEK	THIS	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS
1	1	3 DOORS DOWN When I'm Gone (Republic/Universal)	914	-25	84625	19	37/0
2	2	SALIVA Always (Island/IDJMG)	725	+8	67960	19	30/0
4	3	SEETHER Fine Again (Wind-up)	502	-19	41376	28	25/0
3	4	CREED Weathered (Wind-up)	465	.59	33161	12	25/0
8	5	GDDSMACK Straight Out Of Line (Republic/Universal)	463	+85	39175	3	28/0
7	6	AUDIOSLAVE Like A Stone (Interscope/Epic)	425	+39	38455	4	30/0
5	7	STONE SOUR Bother (Roadrunner/IDJMG)	419	·27	36097	24	30/0
12	8	FOO FIGHTERS Times Like These (Roswell/RCA)	405	+42	32822	4	30/0
6	9	AUDIOSLAVE Cochise (Interscope/Epic)	389	·30	35463	18	26/0
13	10	QUEENS OF THE STONE AGE No One Knows (Interscope)	383	+25	32174	16	23/2
14	O	SOCIALBURN Down (Elektra/EEG)	382	+34	32339	10	28/0
10	12	THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG)	371	0	29683	5	30/1
9	13	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	363	-14	31293	27	26/0
11	14	CHEVELLE The Red (Epic)	358	.7	33974	26	20/0
16	15	RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	343	+2	26525	7	28/1
17	16	DISTURBED Remember (Reprise)	260	-15	19640	7	24/1
19	17	FUEL Won't Back Down (Wind-up)	218	-31	12574	6	21/1
23	18	TRAPT Headstrong (Warner Bros.)	205	+ 25	16657	6	20/0
18	19	NIRVANA You Know You're Right (Geffen/Interscope)	204	-56	16714	18	23/0
20	20	TAPROOT Poem (Velvet Hammer/Atlantic)	198	-25	13115	20	17/0
27	4	BDN JDVI Bounce (Island/IDJMG)	188	+19	14223	2	19/0
Debut	22	CHEVELLE Send The Pain Below (Epic)	179	+52	13368	1	23/4
24	23	DUTSPOKEN Farther (Lava)	175	-2	12269	4	20/1
29	24	MUDVAYNE Not Falling (Epic)	171	+17	12788	8	13/0
21	25	DEF LEPPARD Four Letter Word (Island/IDJMG)	166	-19	17820		14/0
30	26	DDNNAS Take It Off (Lookout/Atlantic)	158	+11	14155	4	14/0
28	27	DLEANDER Hands Off The Wheel (Sanctuary/SRG)	155	0	11454		17/0
25	28	ZWAN Honestly (Reprise)	141	-34	11074		13/0
22	29	GDV'T MULE Drivin' Rain (ATO)	138	-45	9331		13/0
Debut	≥ 30	STYX Waiting For Our Time (CMC/SRG)	134	+1	11122	1	14/1

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 2/9-2/15. 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 (© 2003, The Arbitron Company). © 2003, R&R, Inc.

New & Active

PACIFIER Bullitoroof (Arista) Total Plays: 95, Total Stations: 13, Adds: 0 STONE SOUR Inhale (Roadrunner/IDJMG) Total Plays: 77, Total Stations: 12, Adds: 2 PEARL JAM Get Right (Epic) Total Plays: 58, Total Stations: 10, Adds: 2 CINDER Soul Creation (Geffen/Interscope) Total Plays: 52, Total Stations: 5, Adds: 0 STAGE I Will Be Something (Maverick/WB)

LEISUREWDRLD I'm Dead (41/ARTIST direct) Total Plays: 48, Total Stations: 6, Adds: 0 PRDJECT 86 Hollow Again (Atlantic) Total Plays: 44, Total Stations: 6, Adds: 0 AFI Girl's Not Grey (DreamWorks) Total Plays: 43, Total Stations: 8, Adds: 1 REVIS Caught In The Rain (Epic) Total Plays: 37, Total Stations: 10, Adds: 5 BLINDSIDE Sleepwalking (Elektra/EEG) Total Plays: 36, Total Stations: 5, Adds: 1

Songs ranked by total plays

Most Added

www.rradds.com	
ARTIST TITLE LABEL(S)	ADDS
TOM PETTY & Have Love Will Travel (Warner Bros.)	7
UNLOCO Failure (Maverick/Reprise)	7
REVIS Caught In The Rain (Epic)	5
CHEVELLE Send The Pain Below (Epic)	4
BREAKING BENJAMIN Skin (Hollywood)	3
QUEENS OF THE STONE AGE No One Knows (Interscope)	2
STONE SOUR Inhale (Roadrunner/IDJMG)	2
PEARL JAM Get Right (Epic)	2
(HED) PLANET EARTH Blackout (Volcano/Jive)	2
COLD Stupid Girl (Flip/Geffen/Interscope)	2
EVANESCENCE Bring Me To Life (Wind-up)	2
Most	

Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GODSMACK Straight Out Of Line (Republic/Universal)	+85
PEARL JAM Get Right (Epic)	+58
CHEVELLE Send The Pain Below (Epic)	+52
STONE SOUR Inhale (Roadrunner/IDJMG)	+ 52
FOO FIGHTERS Times Like These (Raswell/RCA)	+42
AUDIOSLAVE Like A Stone (Interscope/Epic)	+ 39
SOCIALBURN Down (Elektra/EEG)	+34
AFI Girl's Not Grey (DreamWorks)	+29
QUEENS OF THE STONE AGE No One Knows (Interscope)	+25
TRAPT Headstrong (Warner Bros.)	+ 25

Most **Played Recurrents**

TOTAL

ı	ARTIST TITLE LABEL(S)	PLAYS
Ì	NICKELBACK Never Again (Roadrunner/IDJMG)	324
	FOO FIGHTERS All My Life (Roswell/RCA)	292
	SYSTEM OF A DOWN Aerials (American/Columbia)	247
	DISTURBED Prayer (Reprise)	244
	NICKELBACK How You Remind Me (Roadrunner/IDJMG)	216
	PUDDLE OF MUDD Drift & Die (Flawless/Geffen/Interscope)	194
	PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	193
	GODSMACK Stand Alone (Republic/Universal)	185
	RED HDT CHILI PEPPERS By The Way (Warner Bros.)	179
	PUDDLE OF MUDD Control (Flawless/Geffen/Interscope)	162
	STAIND It's Been Awhile (Flip/Elektra/EEG)	153
	NICKELBACK Too Bad (Roadrunner/IDJMG)	149
	STAIND For You (Flip/Elektra/EEG)	143
	LINKIN PARK In The End (Warner Bros.)	139
	CREED One Last Breath (Wind-up)	138
	DEFAULT Wasting My Time (TVT)	132

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

KMOD/Tulsa, OK *

COLD "Get"
JOHENS OF "Knows"
TOM PETTY & HB "Have"

10 JACKYL "BAY" STONE SOUR "Invalle" SUM 41 "Sono"

WMZK/Wausau, WI

WRQR/Wilmington, NC
ON: John Stavens
APDMO: Grapp Stapp
3 TOM PETTY & HE THAN

WNCD/Youngstown, OH *
PDMD: Chile Plantek
3 CHEVELLE *Plant

KATS/Yakima, WA

Reporters,

Total Plays: 52, Total Stations: 5, Adds: 0

WONE/Akron, DH *

KZRR/Albuqu DirProg: 801 May PD: Phil Mehoney MD: Rob Brothers

KZMZ/Alexandria, LA
PO: Stave Casey
MD: Pai Closed
6 EVARESCRICE LIN'
5 GOD GOD DOLS "Sympathy"
JOHRN CASH Huit

WZZO/Allentown, PA *

KWHL/Anchorage, AK

WAPL/Appleton, WI *
PO: Joe Calgaro
APOMO: Crismer
No Adds

KLBJ/Austin, TX *

ME: Julf Corrol MD: Loris Lowe TOM PETTY & HB "Have" REVIS "Raw"

KIOC/Beaumont, TX * PDMD: Millio Davis No Accis

WKGB/Binghamton, NY PD: Jim Free MD: Tim Boland BLMDSIDE "Stepweh" COLD "Get" STEREONLID Threathing"

WBUF/Buffalo, NY *

WRQK/Canton, OH * 4 STONE SOUR "Inhate"
3 UNLOCO "Falure"

WYBB/Charleston, SC * REVIS "Rain" TOM PETTY & HB "Have" LIRE OCO "Fasture"

WKLC/Charleston, WV AFI "Grey" TOM PETTY & HB "Have" I'M CCC "Failure"

WEBN/Cincinnati, OH * CMAPO: Scott Reinhart NE): Rick "The Dude" Yeeke No Adds

WVRK/Columbus, GA

KNCN/Corp3us Christi, TX PD: Plaula Newell MD: Morte Mortena 7 RED HOT CHILL "Stop" (NED) PLANET EARTH "Bloc FRICH "Burn"

WTUE/Dayton, OH *

KLAQ/EI Paso, TX *

WRCQ/Fayetteville, NC *

KLOL/Houston, TX *
OMPO Vince Richards
MD: Stave Floor
No Adds

WRKR/Kalamazoo, MI Oth: Mitter MicKelly PD/MD Jey Dencon GDD GDD DOLLS "Sympathy"

WQBZ/Macon, GA PD. Erich West MD: Serine Scott No Adds

KFRQ/McAllen, TX * KFRU/MCAHEN,
PD: Alex Duran
MD: Kells Weet
HDT ACTION COP Fever
REVS "Ren"
SUM 41 "Song"
URLOCO Tealer
TOM PETTY & HB "Have"

WCLG/Morgania PD: Jeff Niller MD: Dave Mardook No Adds

WDHA/Morristown, NJ 1
PDMD: Terre Carr
1 DISTURBED Therenbar*
1 STDE SOUR YVERS
REARING BELIAMEN "SKn"
OUTSPOKEN Terres"
PEARL MA "Tept"

KFZX/Odessa-Midland, TX STONE SOUR "Innate" AUDIOSLAVE "Stone" SALIVA "Rest"

KEZO/Omaha, NE *

KCLB/Palm Springs, CA

POMD, Truth Lacy
BREADING BELLAMIN "SKIN"
PEARL JAM "RIGH"
EVMESCENCE "LAV"
LDUIDENMILK "Terringe"
MILIDINAVIE "Felling"
SALIVA "Rust"
30 SECONDS TO MARS "Earth"

WRRX/Pensacola, FL *
OMPOND: Den McClintock
TON PETTY & 16 "Hone"
UN 000 "Faller"

WWCT/Peoria, IL. PD: Jernie Merkley MD: Dubbie Hunter REVS "Pen" SALAN "Res" STURE SOUR "selan"

WHEB/Portsmouth, NH WHJY/Providence, RI *

PD. Joe Berfecque APO: Doug Pelmieri MD. John Laurenti No Adds (CAL/Riverside, CA *

PD: Aeron Roberts
4ID: Healt Numeral-Yate
5ID: Arron Numeral-Yate
9ID: Arron Numeral-Yate
9ID: Arron Numeral-Yate
9ID: Arron SELLMENT Star

WCMF/Roches
PD: John McCroe
MD: Dave Kare
EVMESCENCE "Lin"

WXRX/Rockford, IL

KBER/Satt Lake City, UT *

KSJO/San Francisco, CA * OM. Gery Schoene MD: Zeick Tyler No Accs

KZOZ/San Luis Obispo, CA

KXFX/Santa Rosa, CA *

KISW/Seattle-Tacoma, WA * PD- Deve Richards APD/MD: Kyles Brooks No Adds

KTUX/Shreveport, LA *

IO(US/Springfield, MO PD: Tony Matteo MD: Mark McClain SALVA "Aways" STYX "Time"

WAQX/Syracuse, NY *
POMD Bob O'Dell
APD Dave Friens

WIOT/Toledo, OH *

WKLT/Traverse City, MI POMD. Terri Rey 1 REVIS 'Ran'

KLPX/Tucson, AZ *

*Monitored Reporters

57 Total Reporters



20 Total Indicator 18 Total Playlists

Did Not Report, Playlist Frozen (2): WPHD/Elmira-Corning, NY WPXC/Cape Cod, MA

ACTIVE ROCK TOP 50

February 21, 2003

7007	300	Tobruary 21, 2003					
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	SALIVA Always (Island/IDJMG)	1840	-87	156545	21	57/0
3	2	SEETHER Fine Again (Wind-up)	1772	+75	156543	31	56/0
2	3	3 DOORS DOWN When I'm Gone (Republic/Universal)	1702	.3	141649	20	57/0
6	4	GODSMACK Straight Out Of Line (Republic/Universal)	1590	+121	132315	3	57/0
4	5	CHEVELLE The Red (Epic)	1558	.93	138597	32	57/0
5	6	TAPROOT Poem (Velvet Hammer/Atlantic)	1464	-74	114442	24	55/0
7	0	QUEENS OF THE STONE AGE No One Knows (Interscope)	1356	+40	123821	20	54/0
8	8	DISTURBED Remember (Reprise)	1259	+38	104341	12	56/0
9	9	MUDVAYNE Not Falling (Epic)	1249	+83	110888	19	58/0
10	10	TRAPT Headstrong (Warner Bros.)	1248	+105	101819	19	55/0
15	0	AUDIOSLAVE Like A Stone (Interscope/Epic)	1119	+170	96072	6	55/1
13	12	SOCIALBURN Down (Elektra/EEG)	1095	+75	94926	13	58/0
11	13	RA Do You Call My Name (Republic/Universal)	1059	-11	86992	21	52/0
12	14	DISTURBED Prayer (Reprise)	1022	.9	88078	27	58/0
17	(FOO FIGHTERS Times Like These (Roswell/RCA)	951	+129	81050	6	56/1
14	16	FOO FIGHTERS All My Life (Roswell/RCA)	922	-41	74278	23	51/0
18	17	RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	814	-3	64497	10	49/0
16	18	AUDIOSLAVE Cochise (Interscope/Epic)	732	-149	61277	19	46/0
23	19	THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG)	709	+63	67465	5	48/0
21	20	FUEL Won't Back Down (Wind-up)	655	-34	48994	8	45/0
25	4	CHEVELLE Send The Pain Below (Epic)	653	+91	52797	5	51/1
19	22	ZWAN Honestly (Reprise)	556	-218	42234	11	47/0
26	23	PACIFIER Bullitproof (Arista)	554	+27	45069	15	43/0
22	24	EXIES My Goddess (Virgin)	537	-149	35733	17	49/0
24	25	NIRVANA You Know You're Right (Geffen/Interscope)	514	·52	39979	19	42/0
29	26	(HED) PLANET EARTH Blackout (Volcano/Jive)	512	+114	44706	5	50/3
20	27	SYSTEM OF A DOWN Inner Vision (American/Columbia)	473	-289	35096	14	44/0
37	28	STONE SOUR Inhale (Roadrunner/IDJMG)	445	+185	37167	4	45/6
28	4	OUTSPOKEN Farther (Lava)	430	+24	36339	8	38/0
32	(1)	OLEANDER Hands Off The Wheel (Sanctuary/SRG)	382	+66	32765	5	35/3
31	(1)	STEREOMUD Breathing (Columbia)	372	+28	29378	8	37/2
34	32	BLINDSIDE Sleepwalking (Elektra/EEG)	342	+51	27945	6	39/3
27	33	CREED Weathered (Wind-up)	315	-127	19438	14	25/0
38	34	FINCH What It Is To Burn (Drive-Thru/MCA)	268	+27	20884	5	28/1
39	3	PROJECT 86 Hollow Again (Atlantic)	249	+12	18439	5	32/3
35	36	DONNAS Take It Off (Lookout/Atlantic)	248	-32	17700	10	24/0
40	3	LEISUREWORLD I'm Dead (41/ARTISTdirect)	234	+21	23170	7	25/0
36	38	BLANK THEORY Middle Of Nowhere (New Line)	228	-33	16857	9	24/0
30	39	CINDER Soul Creation (Geffen/Interscope)	201	-177	14580	16	31/0
43	40	30 SECONDS TO MARS Edge Of The Earth (Immortal/Virgin)	167	+ 25	10510	3	20/1
33	41	NOISE THERAPY Get Up (Redline)	158	-140	8750	13	21/0
44	42	LOUDERMILK Rock 'N' Roll & The Teenage (DreamWorks)	137	+5	7896	5	15/0
41	43	KORN Alone I Break (Immortal/Epic)	137	-23	15820	17	12/0
50	44	AFI Girl's Not Grey (DreamWorks)	131	+57	10253	2	17/1
Debut	4	BREAKING BENJAMIN Skin (Hollywood)	130	+108	7793	1	31/12
Debut	4 5	REVIS Caught In The Rain (Epic)	124	+61	10913	1	35/22
42	47	SUM 41 Still Waiting (Island/IDJMG)	122	-24	11111	14	11/0
48	48	DROWNING POOL F/ROB ZOMBIE The Man Without Fear (Wind-up)	120	+24	17524	2	5/2
46	49	EVANESCENCE Bring Me To Life (Wind-up)	109	+1	9311	3	11/4
-	50	SEETHER Driven Under (Wind-up)	93	+32	6536	3	10/1

58 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 2/2-2/8. 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 (© 2003, The Arbitron Company). © 2003, R&R, Inc.

Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
REVIS Caught in The Rain (Epic)	22
UNLOCO Failure (Maverick/Reprise)	19
COLD Stupid Girl (Flip/Geffen/Interscope)	18
BREAKING BENJAMIN Skin (Hollywood)	12
SALIVA Rest In Pieces (Island/IDJMG)	7
STONE SOUR Inhale (Roadrunner/IDJMG)	6
HOT ACTION COP Fever For The Flava (Lava)	6
EVANESCENCE Bring Me To Life (Wind-up)	4
SUM 41 The Hell Song (Island/IDJMG)	4
(HED) PLANET EARTH Blackout (Volcano/Jive)	3
BLINDSIDE Sleepwalking (Elektra/EEG)	3
OLEANDER Hands Off The Wheel (Sanctuary/SRG)	3
PROJECT 86 Hollow Again (Atlantic)	3

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
STONE SOUR Inhale (Roadrunner/IDJMG)	+185
AUDIOSLAVE Like A Stone (Interscope/Epic)	+170
FDO FIGHTERS Times Like These (Roswell/RCA)	+129
GDDSMACK Straight Out Of Line (Republic/Universal)	+121
(HED) PLANET EARTH Blackout (Volcano/Jive)	+114
BREAKING BENJAMIN Skin (Hollywood)	+108
TRAPT Headstrong (Warner Bros.)	+105
CHEVELLE Send The Pain Below (Epic)	+91
MUDVAYNE Not Falling (Epic)	+83
SOCIALBURN Down (Elektra/EEG)	+75
SEETHER Fine Again (Wind-up)	+75

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
SYSTEM OF A DOWN Aerials (American/Columbia)	719
STONE SOUR Bother (Roadrunner/IDJMG)	605
PUDDLE OF MUDO She Hates Me (Flawless/Geffen/Interscope)	560
GODSMACK Stand Alone (Republic/Universal)	448
NICKELBACK Never Again (Roadrunner/IDJMG)	415
PUDDLE OF MUDD Orift & Die (Flawless/Geffen/Interscope)	414
KORN Here To Stay (Immortal/Epic)	413
STAIND For You (Flip/Elektra/EEG)	408
PUDDLE OF MUDO Blurry (Flawless/Geffen/Interscope)	392
LINKIN PARK in The End (Warner Bros.)	386
KORN Thoughtless (Immortal/Epic)	382
SYSTEM OF A DOWN Toxicity (American/Columbia)	375
TOOL Schism (Volcano)	368
LINKIN PARK One Step Closer (Warner Bros.)	363
DISTURBED Oown With The Sickness (Giant/Reprise)	345
P.O.D. Youth Of The Nation (Atlantic)	320
RED HOT CHILI PEPPERS By The Way (Warner Bros.)	315
P.O.O. Alive (Atlantic)	308
PUDDLE OF MUOD Control (Flawless/Geffen/Interscope)	307
TRUSTCOMPANY Oownfall (Geffen/Interscope)	303

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

LIMLDEG "FAILLINE"

MOST ADDED OUT OF THE BOX!

Catch them this spring on Music As A Weapon! Just confirmed... Ozzfest!....

www.unloco.com

r

becoming i in stores March 11th! Video coming soon!...





America's Best Testing Active Rock Songs 12+ For The Week Ending 2/21/03

Artist Title (Label)	TW	LW_	Familiarity	Burn	TD	Familiarity	Burn
DISTURBED Remember (Reprise)	4.17	4.11	86%	13%	4.14	87%	13%
DISTURBED Prayer (Reprise)	4.15	4.10	94%	27%	4.10	96%	32%
MUDVAYNE Not Falling Epic (4.14)	4.06	80.00	13%	4.22	82.00	15%	4
TAPROOT Poem (Velvet Hammer/Atlantic)	4.06	4.02	89%	24%	3.96	90%	28%
GODSMACK Straight Out Of Line (Universal)	4.04	3.98	73%	8%	3.91	76%	9%
TRAPT Headstrong (Warner Bros.)	4.00	3.86	72%	12%	3.86	73%	15%
CHEVELLE Send The Pain Below (Epic)	4.00	3.90	58%	6%	3.97	60%	6%
SEETHER Fine Again (Wind-up)	3.99	3.97	86%	23%	3.94	89%	26%
SALIVA Always (Island/IDJMG)	3.93	3.93	93%	34%	3.78	95%	42%
SYSTEM OF A DOWN Inner Vision (American/Columbia)	3.85	3.75	91%	27%	3.86	95%	29%
AUDIDSLAVE Like A Stone (Epic/Interscope)	3.85	3.93	75%	12%	3.97	80%	10%
RA Do You Call My Name (Republic/Universal)	3.85	3.88	63%	15%	3.78	66%	19%
SOCIAL BURN Down (Elektra/EEG)	3.84	3.81	66%	10%	3.63	70%	16%
3 DOORS DOWN When I'm Gone (Republic/Universal)	3.83	3.95	95%	35%	3.69	96%	40%
FDO FIGHTERS All My Life (Roswell/RCA)	3.78	3.84	94%	38%	3.92		40%
CINDER Soul Creation (Geffen/Interscope)	3.78	3.70	59%	10%	3.70		12%
QUEENS OF THE STONE AGE No One Knows (Interscope)	3.76	3.81	92%	37%	3.80		41%
FUEL Won't Back Down (Wind-up)	3.72	3.72	70%	13%	3.53		17%
AUDIOSLAVE Cochise (Interscope/Epic)	3.67	3.85	92%	37%	3.86		41%
FOO FIGHTERS Times Like These (Roswell/RCA)	3.67	3.66		15%	3.73		13%
(HED) PLANET EARTH Blackout (Volcano/Jive)	3.67			5%	3.46		8%
NIRVANA You Know You're Right (Geffen/Interscope)	3.66	3.59		46%	3.69		47%
THEORY OF A DEAD MAN Make Up Your Mind (Roadrunner/IDJMG)	3.63	3.65		11%	3.46		13%
OUTSPOKEN Farther (Lava)	3.56	3.45		5%	3.45		5%
EXIES My Goddess (Virgin)	3.44	3.41		19%	3.29		25%
PACIFER Bullitproof (Arista)	3.44	3.40		12%	3.38		16%
RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	3.35	3.43		30%	3.34		33%
ZWAN Honestly (Reprise)	3.23	3.19		27%	3.31		28%
CREED Weathered (Wind-up)	3.05	3.16	90%	45%	3.00	94%	49%

Total sample size is 584 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 (Males 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 407-523-7272. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

New & Active

HOT ACTION COP Fever For The Flava (Lava) Total Plays: 93, Total Stations: 11, Adds: 6

SALIVA Rest In Pieces (Island/IDJMG) Total Plays: 85, Total Stations: 14, Adds: 7

STAGE I Will Be Something (Maverick/WB) Total Plays: 78, Total Stations: 8, Adds: 0

PEARL JAM Get Right (Epic)

Total Plays: 51, Total Stations: 7, Adds: 0

COLD Stupid Girl (Flip/Geffen/Interscope) Total Plays: 44, Total Stations: 18, Adds: 18

UNLOCO Failure (Maverick/Reprise) Total Plays: 6, Total Stations: 20, Adds: 19

Songs ranked by total plays

Indicator Most Added UNLOCO Failure (Maverick/Reprise) COLD Stupid Girl (Flip/Geffen/Interscope) REVIS Caught In The Rain (Epic) STONE SOUR Inhale (Roadrunner/IDJMG) EVANESCENCE Bring Me To Life (Wind-up) SALIVA Rest In Pieces (Island/IDJMG) 3 DOORS DOWN The Road I'm On (Republic/Universal) **DOUBLEDRIVE** Imprint (Roadrunner/IDJMG) SUM 41 The Hell Song (Island/IDJMG) THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG) BLANK THEORY Middle Of Nowhere (New Line) AFI Girl's Not Grey (DreamWorks) BREAKING BENJAMIN Skin (Hollywood) STAGE | Will Be Something (Maverick/WB) 30 SECONDS TO MARS Edge Of The Earth (Immortal/Virgin) DROWNING POOL F/ROB ZOMBIE The Man Without Fear (Wind-up) MUSIC Take The Long Road And Walk It (Capitol) PEARL JAM Get Right (Epic) HOT ACTION COP Fever For The Flava (Lava)

Reporters

WBZX/Columbus, OH * PD: Hal Fish APD/MD: Ronni Hunter

WBYR/R, Wayne, IN 1 OM: Jim Fox BREAKING BELIAMIN SKIN COLD GAT

WNDR/Norman, PD: Harvey Kojen APDMD; Tim Parker

OM: Chris Baker MD: Jake Deniels

1 REVIS "Rain" 1 STONE SOUR Tinhale

TAKING BACK SUNDAY Cute Without The E (Cut...) (Victory)

Monitored Reporters

74 Total Reporters

58 Total Monitored

16 Total Indicator 14 Current Indicator Playlists

Did Not Report, Playlist Frozen (2): KURQ/San Luis Obispo, CA KZRQ/Springfield, MO



Back when I was working Sevendust I became aware of a band on another label with a loose connection to the 'Dust who I thought were just a solid, great rock band. They put a record out and had a single worked but then seemed to fade away.

• Fast-forward a few years to when I heard a demo of their second disc. I was blown away by one song in par-



ticular. When I found out the band was available, I went nuts to convince the powers that be here at Roadrunner that we needed to sign them. Who are the band? DoubleDrive. • I've always thought they were a great band who didn't get the recognition they deserved, and now they have truly delivered a wonderful record. Going back to that standout song, "Imprint": Wow. I knew it was special immediately, even

before I heard the story behind it. • You see, the band had been embraced by WJRR/Orlando and forged a real relationship with them. While the late, great and much loved Dick Sheetz was sick with cancer, DoubleDrive lead singer Donnie Hamby went to visit him. During their time together they wrote "Imprint." I think there is a magic that comes out of it, and I just *know* this song is a hit. I feel it in my bones and can't wait till we find out. • Some people include their guilty pleasures here, but my not-guilty pleasure is my metal roots!

t was a competitive add week despite the holiday weekend and the frigid East Coast weather. Revis (Epic) pick up 22 adds on the Active Rock side to take Most Added honors. Unloco (Maverick/Reprise) are a close second with 19 on "Failure." Cold (how most of the East was feeling) come in with 18 with "Stupid Girl" (Flawless/

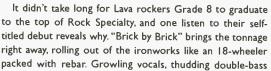


Geffen/Interscope) ... Our friends at Hollywood pick up another dozen for Breaking Benjamin, and Saliva (Island/IDJMG) double their station total to 14 ... At Rock there's a tie between Tom Petty & The Heartbreakers (Warner Bros.) and Unloco for Most Added at seven apiece. Revis chime in with five ... On the chart, Stone Sour (Roadrunner/IDJMG) had a great week as "Inhale" climbed 37-28* at Active — making Dave Loncao very happy ... Audioslave's "Like a Stone" (Interscope/Epic) is edging toward the top 10 with +170 new plays this week ... Continued growth for The Foo Fighters' "Times Like These" (RCA) as it fights its way up 17-15* at Active. A different kind of competition on the Rock side enables the track to rise 12-8* ... Godsmack's "Straight out of Line" (Republic/Universal) flies to the top of the charts. In only three weeks it's top five at both Active and Rock and is ready to contend for No. 1. MAX PIX: LINKIN PARK "Somewhere I Belong" (Warner Bros.)

— Cyndee Maxwell, Active Rock/Rock Editor

Record Of The Week

ARTIST: Grade 8 TITLE: Grade 8 LABEL: Lava





kicks and gritty guitar allow Grade 8 to plow through the clutter. And while vocalist Ryan Tooker displays some rap-rock tendencies on a few tracks, don't expect anything cute or contrived. This is full-on aggro rock noisier than a neglected diesel engine. Check out the amped-up "Headcase" or the gritty groove of "One Wish." This is Grade A rock.

- Frank Correia, Rock Specialty Editor

INSIGHT

ARTIST: (Hed) Planet Earth LABEL: Volcano/Jive

By FRANK CORREIA / ROCK SPECIALTY EDITOR

When was the last time you were Jagermeistered?" That slogan pretty much says it all for the dark elixir that hits like Ny-Quil. When, indeed — and where? And with whom? And where the hell is my wallet? Not only is the mind-erasing liquor a favorite shot among rockers, it also has its own tour — the creatively named Jagermeister Music tour. With their new single, "Blackout," floating up the Active Rock charts, it's only appropriate that (Hed) Planet Earth are co-headlining the Jager tour with Saliva.

The oddly branded six-piece from Huntington Beach. CA have been slowly making a name for themselves on the So Cal scene for nearly a decade. Fusing punk metal and G-funk-inspired hip-hop — a style they dub "G-punk" — (Hed) P.E. were among the first to turn heads with that whole rap-rock thing that's sold, oh, let's say a whole Escalade full o' records. While they command a respectable fan base, they have remained an underground attraction while other bands blew up on the sound (Hed) P.E. helped incorporate.

Their last album, *Broke*, cracked over 250,000 in sales, and they hit the road, touring with everyone from Metallica and Linkin Park to Slayer and Slipknot. Following the recording of their new album, *Blackout*, the group's longtime guitarist



Chad Benekos split. but (Hed) P.E. kept rolling, picking up former Amen and Snot guitarist Sonny Mayo. Now a reanimated (Hed) P.E. — consisting of frontman Jahred. guitarists Westyle and Sonny. bassist Mawk, drummer BC and turntablist DJ Product — are picking up major spins on the title track with strong support from Active Rockers like KRAB/Bakersfield; WBYR/Ft, Wayne, IN; WJJO/Madison; and KXXR/Minneapolis.

While most rap-rockers figure a DJ and dunderheaded riffs will bring street cred, Blackout proves (Hed) P.E. are masters of the game. "Suck It Up" opens the album with a roundhouse to the gut, while tracks like "Crazy Life" pulse with the beat from the street. Pay special attention to the Sublime-ated "Other Side" and earmark it for a future summer anthem. Its sly. laid-back groove and hip-hop accents are like a cold Corona on a hot day — just don't tell the Jager people I said that.

RATOP 20 SPECIALTY ARTISTS

- 1. GRADE 8 (Lava) "Brick By Brick"
- 2. MACHINE HEAD (Roadrunner/IDJMG) "The Blood, The Sweat... (Live)"
- 3. MINISTRY (Sanctuary/SRG) "Piss"
- 4. STRAPPING YOUNG LAD (Century Media) "Aftermath"
- 5. AMON AMARTH (Metal Blade) "Death In Fire"
- 6. MUDVAYNE (Epic) "Not Falling"
- 7. SWORN ENEMY (Elektra/EEG) "As Real As It Gets"
- 8. SYSTEMATIC (Elektra/EEG) "Not Like You"
- 9. SIX FEET UNDER (Metal Blade) "Revenge Of The Zombies (Live)"
- 10. RAUNCHY (Century Media) "Twelve Feet Tall"
- 11. UNLOCO (Maverick/Reprise) "Bruises"
- 12. PACIFIER (Arista) "Bullitproof"
- 13. POINT BREAK, VOL. I /SideCho/ "Deadworld"
- 14. SINAI BEACH (Facedown) "Candice"
- 15. A STATIC LULLABY (Ferret) "Lipgloss & Letdown"
- 16. CALIBAN (Prosthetic) "Scream From The Abyss"
- 17. PISSING RAZORS (Spitfire) "Burning Bridges (Live)"
- 18. ELECTRIC HELLFIRE CLUB (Cleopatra) "Hypochristian"
- 19. A-18 (Victory) "With Kind Regards"
- 20. GRAVE (Century Media) "Behold The Flame"

Ranked by total number of shows reporting artist.



mtolkoff@radioandrecords.com

Turn That Frown Upside Down

All the format needs is some aromatherapy and a little John Tesh

Coming in mid-March will be an Alternative special containing roughly 10 trillion words on the theme "Winds of Change." I thought of this theme approximately three seconds after I entered the building at the beginning of this year. It was one second after I entered the building that I was informed I needed 10 trillion words for an Alternative special in mid-March.

But I had been mulling the state of the format for some time before coming to R&R. Being inherently bullish on Alternative (see my column in the Jan 17 issue), I've always tried to ignore the grumblers who whine about the poor quality of the music (not true), the poor quality of diary returns (somewhat true), the horrible effects of consolidation (very true) and the death of the music industry as we know it (so true I drive to work in a coffin these days).

Despite this attitude (or maybe because of it), I have a fervent belief that the winds of change are blowing in this format. Change in this industry always occurs at the beginning of a new decade. Pinning it down is a slippery task, but I'm getting a sense that 2003 may be the place where our "never lost" onboard GPS navigation system screeches, "Turn here now, idiot!"

So, I started the year with a vow to be amusing, glib, upbeat and not negative about ratings or anything else. Or so I thought. The fall book for both Rock and Alternative was so bad that it cast a pall over the fledgling circus I've been building in my backyard.

"Max, you're an ass."

Rob Brooks

Still, I've resisted doing a deep analysis of the fall ratings because there's only so much grim news one can take. PDs in every market already get their own ledgers of doom to pore over endlessly until the next trend release. Let's not beat it into the ground.

Besides, it was only one book. I have as much belief that WNNX (99X) in Atlanta lost almost 25% of its audience in one book as I do that the dot-com bubble will reinflate in

the next 12 months and we'll all get our money back.

Letter Bomb

Which brings me to last week, when I tried, in an amusing way, to point out that there were still quite a few winners in last fall's Arbitron popularity contest. And then, like an innocent tourist walking on the wrong side of the tracks, I got mugged — deservedly so — by a PD wielding a baseball bat. Here's the letter from Rob Summers of KKND (The End)/New Orleans:

I know that we here at The End in New Orleans are not privy to the secret password that will allow us access to the programming insiders club of which you seem to be the Grand Poobah; however, we would like to state our case on the issue of the continued accentuation of the negative that is going on in our format.

Yes, the Alternative format was down as a whole this book. Why, though, do you feel it's necessary to constantly bring this up? In the latest Hotfax you had the opportunity to focus on the positive, and you did touch on a handful of stations that did have up fall books. But why not do a little more research and discover that there were in fact more than six stations that had up books? KKND/New Orleans was one of these stations. Why didn't you notice this?

Are we victims of our own egos? Feeling slighted because we were left out? Sure, we're in radio! R&R has a history of negative reporting in the format. We believe that you should be writing about all those stations that have performed well, not just us. Why did some stations have an up book when most of the format did not? Sounds like interesting content to me

Thanks for the time. I hope you will take the point into consideration.

In a return e-mail in which I gave Summers the password and informed him that, while I may be the "Grand Pooh Bear," I am certainly not the "Poobah," I told him

"A lot of times programmers try to make our format too cool for the room, musically. We still believe that we are programming to a mass audience."

Rob Summers

he made a good point and then asked for reasons why KKND had a good book.

He was quick to point out that, while there is no Active Rock competitor in the Big Easy, it does have a Hot AC station that was allowed to take pop-leaning artists away from KKND. KKND doesn't allow that anymore. "We have been more careful to embrace the records that will cross over while maintaining our Rock station image," says Summers.

He was also much more careful about the music that went in this past autumn. "I am a conservative programmer and by no means a programming genius," he says. "What I do feel is that a lot of times programmers try to make our format too cool for the room, musically. We still believe that we are programming to a mass audience.

"My excellent Asst. PD/MD, Sig, and I take a lot of care, thought and time in picking adds each week. Imagine that — you play hits and you get ratings! It sounds crazy, I know."

Summers also credits a back-tobasics approach that helped lift KKND to a 4.1 from 3.7 12+.

South Rises Again

Interestingly, many of the good books came from the South this fall, especially Florida. Jacksonville, Orlando and that perennial South Florida favorite, West Palm Beach, all had up books. WPBZ (The



COME OVER HERE, AND I'LL KICK YOUR BUTT The Burning Brides visit KNRK/Portland, OR. That's KNRK PD Mark Hamilton on the extreme right, looking like he needs a new set of teeth.

Buzz)/West Palm Beach PD John "Fred Ward" O'Connell also gave me a scolding for leaving him out of the Good Fall Ratings Club. In 12+ The Buzz went 2.7-3.4, and it's No. 3 among adults 18-34. Best of all, both cume and TSL are way up for The Buzz.

O'Connell, usually a thoughtful speaker not prone to hyperbole, became very animated when discussing the reasons for his success. It pretty much all boiled down to one explanation: Musically, the station moved back to the middle from the hard place it had been in. He points to bands like Maroon 5, Coldplay, Evanescence and The D4 as examples of a more balanced playlist.

O'Connell says the station began this move almost a year ago. "Even further back than that people were coming up to me at events and saying, 'Hey, we love your station and always have, but the music is sooo hard and sooo loud right now, it's hard to listen to," he says. "I knew we had to balance out the sound.

Go Away

I polled a few other up-bookers to see if they would reveal the secrets of their success for fall 2002. Not surprisingly, some said they didn't want to give out state secrets for fear of waking their competition from its deep slumber. KRZQ/Reno, NV's Rob "Blaze" Brooks finally relented, realizing that this was his chance to pass along valuable knowledge and experience to help future generations of programmers become icons like himself.

I think his actual quote was, "Max, you're an ass, but I'll tell you anyway. We took our current playlist from 40 to 28 songs to compensate for our six hours of nonmusic broadcasting and yet get the spins up.

"Our promotional calendar — which is the true secret to our success — was finished five weeks before the survey started. We only added bands we all believed in, did a show or promotion with them and sold units.

"We answered the fucking phones and talked to the audience; we listened to them and used our instinct. Lastly, but most important, we defined the personality of our station with our jocks by spending every spare moment in our day talking to them as a team.

"We talked about anything and everything, but it always came back to what the competition was doing and playing. They started paying more attention and became more passionate, and that's when the audience started to respond and when we knew the station was healthy.

"And, oh, yeah, Mat is willing to sleep with everyone in the audience if need be." Blaze is referring, of course, to MD Mat Diablo. But, hey, KRZQ's ratings went from 3.7 to 4.5 12+.

The Last Word

In closing, I'll let Summers sum up the sentiment many of you are feeling: "Programmers and on-air people are not the only ones who read R&R. Sales managers, GMs and owners do as well.

"People were coming up to me at events and saying, 'Hey, we love your station and always have, but the music is sooo hard and sooo loud right now, it's hard to listen to.""

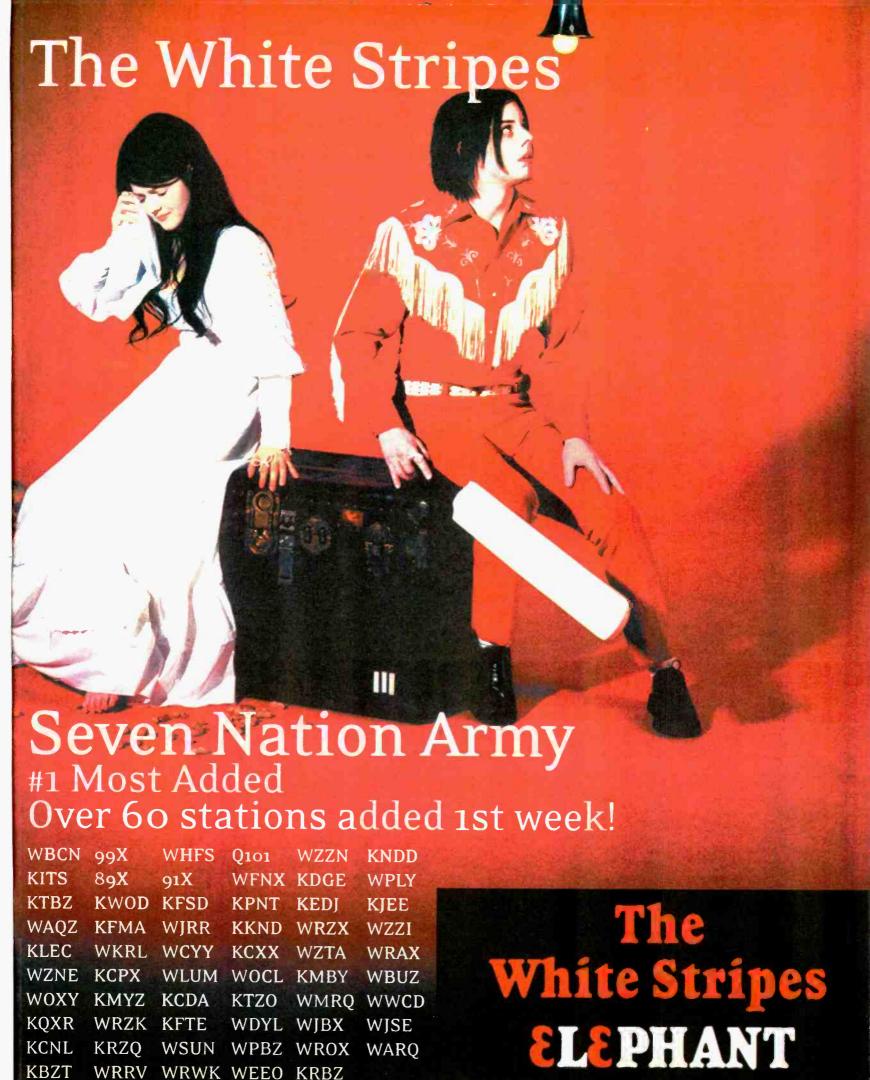
John O'Connell

"If we harp on the damage in the format, we will only put a bad taste in owners' mouths. In a lot of markets these stations struggle to make budgets. I know, because I programmed a smaller-market station that struggled for years before it found its niche. We were constantly in danger of a format change.

"R&R needs to be an advocate for the format, not give owners and GMs an excuse to jump ship. I've said my piece. I feel better now. Thanks!"

You bet, Rob.

Next week: In-depth analysis of the sucko fall ratings.



Record in stores on April 1st!!!





-//	No.	• February 21, 2003					
LAST WEEK	THIS WEEK		TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
WEEK	WEEK	ARTIST TITLE LABEL(S)			(00)		
1	1	QUEENS OF THE STONE AGE No One Knows (Interscope)	2893	-55	329907	22	77/0
2	2	3 DOORS DOWN When I'm Gone (Republic/Universal)	2721	-63	260849	19	66/0
4	3	RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	2659	+228	318065	11	78/0
3	4	SALIVA Always (Island/IDJMG)	2397	-232	261420	21	72/0
5	5	CHEVELLE The Red (Epic)	2056	·149	250274	32	69/0
10	6	AUDIOSLAVE Like A Stone (Interscope/Epic)	2054	+192	227850	7	76/0
11	7	FOO FIGHTERS Times Like These (Roswell/RCA)	2025	+235	214659	6	76/2
7	8	SEETHER Fine Again (Wind-up)	2019	-122	208961	31	71/0
8	9	SUM 41 Still Waiting (Island/IDJMG)	1940	-110	240570	17	72/0
6	10	FOO FIGHTERS All My Life (Roswell/RCA)	1831	·312	226461	23	74/0
16	0	EVANESCENCE Bring Me To Life (Wind-up)	1808	+321	193795	7	69/5
14	12	ALL-AMERICAN REJECTS Swing Swing (DreamWorks)	1791	+131	194955	10	68/0
9	13	ZWAN Honestly (Reprise)	1708	-176	194417	10	74/0
12	14	TAPROOT Poem (Velvet Hammer/Atlantic)	1701	-66	152507	22	61/0
13	15	COLDPLAY Clocks (Capitol)	1673	-22	237285	13	63/0
15	16	GOOD CHARLOTTE The Anthem (Epic)	1607	+82	201674	6	68/0
24	0	GODSMACK Straight Out Of Line (Republic/Universal)	1484	+ 259	153860	3	69/1
19	18	DONNAS Take It Off (Lookout/Atlantic)	1408	+51	159454	11	68/0
22	19	TRAPT Headstrong (Warner Bros.)	1377	+113	107732	16	61/1
18	20	SOCIALBURN Oown (Elektra/EEG)	1358	-41	109129	10	67/0
17	21	NIRVANA You Know You're Right (Geffen/Interscope)	1348	-138	208047	19	68/0
20	22	UNWRITTEN LAW Rest Of My Life (Lava)	1317	-30	117975	8	62/0
21	23	DISTURBED Remember (Reprise)	1279	-5	114916	7	62/0
23	24	TRANSPLANTS Diamonds & Guns (Epitaph)	1140	-103	128953	12	55/0
27	25	AFI Girl's Not Grey (DreamWorks)	1138	+179	168274	4	63/3
28	26	CHEVELLE Send The Pain Below (Epic)	1003	+191	114574	4	65/4
26	27	EXIES My Goddess (Virgin)	989	.9	79381	15	57/0
25	28	SYSTEM OF A DOWN Inner Vision (American/Columbia)	922	-182	89641	14	62/0
29	29	USED Buried Myself Alive (Reprise)	849	+89	120136	4	57/5
31	30	FINCH What It is To Burn (Drive-Thru/MCA)	785	+98	94534	5	53/2
32	3	MUDVAYNE Not Falling (Epic)	666	+2	51601	15	43/4
35	32	MAROON 5 Harder To Breathe (Octone)	635	-12	47552	7	35/0
34	33	JIMMY EAT WORLD A Praise Chorus (DreamWorks)	607	-54	71588	18	29/0
36	34	AMERICAN HI-FI The Art Of Losing (Island/IDJMG)	597	+ 15	47682	5	45/0
33	35	EVERCLEAR Volvo Oriving Soccer Mom (Capitol)	588	-74	48778	6	38/0
41	36	ATARIS In This Olary (Columbia)	578	+201	82341	2	50/10
30	37	AUDIOSLAVE Cochise (Interscope/Epic)	543	-148	83945	19	44/0
38	38	PACIFIER Bullitproof (Arista)	533	+11	51687	12	43/0
40	39	BURNING BRIDES Arctic Snow (V2)	483	+ 25	49740	3	42/2
39	40	EMINEM Lose Yourself (Shady/Interscope)	447	·52	61523	19	38/0
37	41	FUEL Won't Back Down (Wind-up)	396	-151	27809	7	32/0
Debut	_	WHITE STRIPES Seven Nation Army (Third Man/V2)	394	+276	70846	1	46/46
43	43	THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG)	364	+24	30278	3	34/2
44	44	D4 Get Loose (Flying Nun/Hollywood)	362	+48	30848	3	34/2
Debut	_	(HED) PLANET EARTH Blackout (Volcano/Jive)	352	+148	28125	1	35/3
Debut		JOHNNY CASH Hurt (American/Lost Highway/IDJMG)	303	+131	41284	1	25/5
48	47	HOT ACTION COP Fever For The Flava (Lava)	303	+30	20454		24/2
42	48	BREAKING BENJAMIN Polyamorous (Hollywood)	297	-60	28895	16	20/0

78 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 2/9-2/15. 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 (© 2003, R&R, Inc.

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ARTIST TITLE LABEL(S)	ADDS
WHITE STRIPES Seven Nation Army (Third Man/V2)	46
SUM 41 The Hell Song (Island/IDJMG)	26
REVIS Caught In The Rain (Epic)	14
ATARIS In This Diary (Columbia)	10
COLD Stupid Girl (Flip/Geffen/Interscope)	8
TAKING BACK SUNDAY Cute Without The E (Cut) (Victory)	6
EVANESCENCE Bring Me To Life (Wind-up)	5
USED Buried Myself Alive (Reprise)	5
JOHNNY CASH Hurt (American/Lost Highway/IDJMG)	5
CHEVELLE Send The Pain Below (Epic)	4
MUDVAYNE Not Falling (Epic)	4
STONE SOUR Inhale (Roadrunner/IDJMG)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	PLAY INCREASE
EVANESCENCE Bring Me To Life (Wind-up)	+321
WHITE STRIPES Seven Nation Army (Third Man/V2)	+276
GODSMACK Straight Out Of Line (Republic/Universal)	+259
FOO FIGHTERS Times Like These (Roswell/RCA)	+235
RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	+228
ATARIS In This Diary (Columbia)	+201
AUDIOSLAVE Like A Stone (Interscope/Epic)	+192
CHEVELLE Send The Pain Below (Epic)	+191
AFI Girl's Not Grey (DreamWorks)	+179
[HED] PLANET EARTH Blackout (Volcano/Jive)	+ 148

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS	
	1041	
DISTURBED Prayer (Reprise)		
PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	1003	
SYSTEM OF A DOWN Aerials (American/Columbia)	948	l
STONE SOUR Bother (Roadrunner/IDJMG)	909	
RED HOT CHILI PEPPERS By The Way (Warner Bros.)	726	
HOOBASTANK Running Away (Island/IDJMG)	648	l
LINKIN PARK In The End (Warner Bros.)	620	l
TRUSTCOMPANY Downfall (Geffen/Interscope)	620	l
JIMMY EAT WORLD Sweetness (DreamWorks)	601	۱
INCUBUS I Wish You Were Here (Immortal/Epic)	588	l
HOOBASTANK Crawling In The Dark (Island/IDJMG)	573	l
JIMMY EAT WORLD The Middle (DreamWorks)	539	l
STAIND For You (Flip/Elektra/EEG)	522	ĺ
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	501	l
GOOD CHARLOTTE Lifestyles Of The Rich And (Epic)	468	١
SYSTEM OF A DOWN Chop Suey (American/Columbia)	461	١

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

New This Week: WZTA WBUZ KCDA WXNR

KCPX WEEO WRAX

280

Already on 30 stations including: KTBZ WXTM WJRR KKND WPBZ WNFZ KFTE KTEG KTZO and many more

HEADLINE TOUR STARTS IN APRIL

From their self-titled debut album Moments from Gold IN STORES NOW

46318

20211

+27

+1

@|2

19/2

26/1

2

3

Produced by Tom Tatman and Stone Sour Mixed by Toby Wright Management: Larry Mazer for Entertainment Services

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www.roadrunnerrecords.com

49

50

46

BECK Lost Cause (Geffen/Interscope)

N.E.R.D. Lapdance (Virgin)



WEDG/Buffalo

It's friggin' cold in Buffalo! Please come and get Cold with us. We love the Cold song "Stupid Girl." WEDG has a long history of worshiping Cold. (Get it? Cold ... Buffalo ... heh heh ... anyone ... hullo?) One day we hope to erect a statue of the band somewhere downtown so people can drive by and pay proper respect to the big rock attack that is Cold. We also hope that

you can join us in the cult of Cold. In the meantime, here is what we currently have on the fire to keep us warm: anything with the name Audioslave, Chevelle, Disturbed, Good Charlotte or Sum 41. Also, we

want to plug The Juliana Theory. I know that WEDG talking about The Juliana Theory might seem odd, but this one is just for our format. The thieves in Top 40 and other lesser Rock formats can't take this away from Alternative. The band has the potential to be huge. We are about 270 spins in, and it's doing well. They sell a ton of tickets here and, chances are, many tickets in your city.

Don't take our word for it - go to one of the band's many sold-out shows. They had a great sales story in the album's first week of release. Can you say that about (insert band name here) in this downloadable world?

ueens Of The Stone Age reign as kings of the chart for another week Red Hot Chili Peppers continue their sneak attack on the top slot, moving 4-3. No, they "Can't Stop" ... Audioslave move 10-6, proving that this song not only has legs, it has staying power ... Foo Fighters' "Times Like These" takes over the chart climb from "All My Life," and notice where Evanescence now sit:



16-11 ... All-American Rejects regain their bullet and go back to 12 from 14 ... Good Charlotte, Godsmack, The Donnas and Trapt are all battling in the midteens, while AFI, Chevelle's "Send the Pain Below" and The Used are all making a run in the 20s ... Also note those who hang tough, like Burning Brides, Maroon 5 and The Exies, and do not touch Mudvayne unless you want your hand slapped by Ms. Saturn; they are still rising at 31 ... Look for The White Stripes to plow through everyone on their way up ... Watch the sprouts grow: (Hed) Planet Earth, N.E.R.D., Beck, Johnny Cash and Hot Action Cop Most Added this week: The White Stripes, Sum 41, Revis, Ataris, Cold, Taking Back Sunday ... Check the mess on your desk for: Simian, Divit, Unloco, Ben Kweller and Interpol — and why don't you get Soundtrack Of Our Lives? - Max Tolkoff, Alternative Editor

COMING RIGHT

ARTIST: Stage

LABEL: Maverick/WB

By FRANK CORREIA / ROCK SPECIALTY EDITOR

ow many of your high school chums How many of your rings sense. The have you kept in touch with? Whatever happened to your study hall buddy? Where is that prom queen who treated you like the court jester? Ever wonder where the varsity linebacker, Tiny, is working nowadays? How about that asshole quarterback?

Well, times have changed; maybe you should get in touch. Or maybe you should take a cue from the band Stage, who've stuck together since their high school days. Back then they covered Screaming Trees and Soundgarden songs in a talent show, but something clicked. They landed some gigs at the legendary CBGB's around the time they released their independent debut, Historical Underdosing.

Then the big time: Stage found themselves onstage opening for Bon Jovi in front of 15.000 people. As if that wasn't enough, how about opening for Kiss in Prague? But after Maverick picked them up in 2000, the band's major-label debut got off to a rocky start. Hooking up with producer Gregg Wattenberg (Five For Fighting, Dishwalla) a year later was the catalyst needed, and their self-titled album is now hitting shelves.

TELL US WHAT YOU THINK!

Share your opinion about this column -- go to www.radioandrecords.com and click the Message Boards button



With the lead single, "I Will Be Something," it sounds like the boys may have something to prove to those old high school doubters. The track is definitely proving Stage are something, with New & Active status at Alternative and double-digit support from stations like WARQ/Columbus. OH; WHRL/Albany, NY: WZTA/Miami; and WEDG/Buffalo, among others.

The rest of the album proves that Stage are wise beyond their years when it comes to crafting powerful pop songs. "Dynamics are important to music, and lately they're too often overlooked," says bassist Petr Anselmo. "There's nothing wrong with putting it up to 10 and just going for it, but when you come from two and go to 10, it's a different feeling than just being on 10 the whole time."

Stage also aren't afraid to venture into softer musical territory, which they accomplish without losing their edge. "Sometimes the softest song makes you wanna jump higher than a loud rock song," vocalist Ryan Stahr explains. "It's kind of easy to stomp on a distortion

With the way things are going, that 10-year reunion is gonna be sweeeeet.

Debut R&R 45 +148 Most Increased! **Monitor Chart Bound! Most Increased!**

Active Rock Over 80% of panel closed! R&R 29-26 Monitor 31-25*

Aiready on:

WHRL 16x

WHFS 12x KEDJ 12x WRZX 16x

KXTE 10x KROX 12x

KPNT 14x

WXTM 13x KRBZ 20x WPBZ 12x WXEG 18x

WKRL 12x

WAVF 13x WZZI 12x and many more

WNFZ 19x KTEG 20x

New this week:

Closing in on 40 stations!

Jagermester Music Tour With Saliva begins March 6

in stores March 18 produced by Machine

Top Phones!!

WARQ WXEG WNFZ WXTM KXTE WJBX



WARQ 21x

PLANETIEHRIH ELFICKOUT featured on new EA Triple Play in stores March

www.hedpe.com

Rick Sales & Kristen Muldering for Sancturary Artist Management



America's Best Testing Alternative Songs 12+ For The Week Ending 2/21/03

Artist Title (Label)	TW	LW	Familiarity	Burn	TD_Fa	miliarity	Burn
SEETHER Fine Again (Wind-up)	4.09	3.97	85%	27%	4.07	87%	28%
TAPROOT Poem (Velvet Hammer/Atlantic)	4.09	4.03	83%	21%	4.01	85%	23%
ALL-AMERICAN REJECTS Swing Swing (DreamWorks)	4.08	4.06	69%	8%	3.90	72%	10%
CHEVELLE The Red (Epic)	4.07	4.07	91%	34%	3.97	92%	36%
EVANESCENCE Bring Me To Life (Wind-up)	4.04	3.93	44%	7%	3.99	48%	9%
UNWRITTEN LAW Rest Of My Life (Lava)	4.00	3.98	69%	9%	3.81	70%	12%
GOOD CHARLOTTE The Anthem (Epic)	3.99	3.91	86%	19%	3.82	85%	21%
SALIVA Always (Island/IDJMG)	3.96	3.84	92%	31%	3.92	94%	32%
TRAPT Headstrong (Warner Bros.)	3.96	3.90	59%	8%	3.78	59%	10%
3 DODRS DOWN When I'm Gone (Republic/Universal)	3.95	3.94	96%	33%	3.90	98%	37%
SUM 41 Still Waiting (Island/IDJMG)	3.93	3.98	92%	25%	3.86	93%	28%
CHEVELLE Send The Pain Below (Epic)	3.93		52%	5%	3.81	53%	7%
AFI Girl's Not Grey (DreamWorks)	3.93		37%	4%	3.73	38%	4%
DISTURBED Remember (Reprise)	3.91	3.82	76%	13%	3.78	76%	15%
SOCIALBURN Down (Elektra/EEG)	3.89	3.83	60%	9%	3.82	62%	10%
FOO FIGHTERS All My Life (Roswell/RCA)	3.86	4.00	95%	42%	3.82	97%	42%
USED Buried Myself Alive (Reprise)	3.86		50%	6%	3.64	49%	8%
QUEENS OF THE STONE AGE No One Knows (Interscope)	3.84	3.92	90%	36%	3.76	92%	37%
FOO FIGHTERS Times Like These (Roswell/RCA)	3.84	3.90	73%	12%	3.77	74%	14%
EXIES My Goddess (Virgin)	3.83	3.85	60%	7%	3.73	64%	8%
NIRVANA You Know You're Right (Geffen/Interscope)	3.76	3.82	93%	41%	3.62	94%	46%
RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	3.73	3.67	88%	26%	3.64	89%	27%
AUDIOSLAVE Like A Stone (Epic/Interscope)	3.61	3.66	63%	14%	3.54	66%	15%
SYSTEM OF A DOWN Inner Vision (American/Columbia)	3.59	3.55	80%	28%	3.55	81%	30%
DONNAS Take It Off (Atlantic)	3.57	3.59	86%	26%	3.51	88%	28%
TRANSPLANTS Diamonds And Guns (Epitaph)	3.57	3.69	57%	15%	3.37	57%	18%
ZWAN Honestly (Reprise)	3.55	3.61	74%	21%	3.53	77%	21%
COLDPLAY Clocks (Capitol)	3.54	3.59	79%	26%	3.65	81%	22%
GODSMACK Straight Out Of Line (Republic/Universal)	3.52	3.57	56%	12%	3.44	58%	13%
AUDIOSLAVE Cochise (Interscope/Epic)	3.44	3.50	83%	36%	3.35	86%	38%

Total sample size is 576 respondents. Total average lavorability 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

TOP 20 SPECIALTY ARTISTS

- 1. MASSIVE ATTACK (Virgin) "Special Cases"
- 2. TED LEO & THE PHARMACISTS (Lookout) "Where Have All The Rudeboys Gone?"
- 3. DATSUNS (V2) "In Love"
- SUPERGRASS (Island/IDJMG) "Rush Hour Soul"
- ATARIS (Columbia) "In This Diary"
- 6. FLASHLIGHT BROWN (Hollywood) "Ready To Roll"
- 7. WHITE LIGHT MOTORCADE (Octone) "It's Happening"
- 8. ECHOBOY (Mute) "Automatic Eyes"
- 9. ELECTRIC SIX (XL/Beggars Banquet) "Danger! High Voltage"
- 10. PRIMAL SCREAM (Epic) "Detroit Rise"
- 11. AFI (DreamWorks) "Girl's Not Grey"
- 12. MINISTRY (Sanctuary/SRG) "Piss"
- 13. FURTHER SEEMS FOREVER (Tooth & Nail) "Pride War"
- 14. MELLOWDRONE (ARTISTdirect) "Fashionably Uninvited"
- 15. REGGIE & THE FULL EFFECT (Vagrant) "Happy V-Day"
- 16 SWITCHEOOT (Columbia) "Meant To Live"
- 17 JELLY PLANET (Pirate/Sony Germany) "Anyway"
- 18. JOHNNY CASH (American/Lost Highway/Columbia) "Hurt"
- 19. STARING BACK (Lobster) "Note To Self..."
- 20. WE'RE A HAPPY FAMILY: A TRIBUTE TO RAMONES (DV8/Columbia) "Blitzkrieg Bop"

Ranked by total number of shows reporting artist.

Record Of The Week

ARTIST: Electric Six

TITLE: Danger! High Voltage

LABEL: XL Recordings/Beggars Banquet

After releasing three albums as The Wildbunch, The Electric Six come rolling outta Detroit with a new name and the ass-shakin' dirt disco track "Danger! High Voltage." Take the roller disco scene in Austin Powers: Goldmember, replace Beyoncé with the Muppets' Dr. Teeth & The Electric



Mayhem and switch the supermodels with retro-rockin' speed freaks, and you might get a sense of what's going on here. Sound whacked? Well, consider the fact that this five-piece have a penchant for irreverence (Bill Clinton supposedly provides the sax) and a guitarist by the name of Rock And Roll Indian. And, while they may deny it, those backing vocals are none other than Jack White of The White Stripes. Believe these Motor City motherfunkers when they proclaim, "Fire in the disco!" Electrifying!

- Frank Correia, Rock Specialty Editor

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WXSR/Tailahassee, FL

PD: Steve King MD: Meathead

1 BURNING BRIDES "Sn 1 COLD "Grit" 1 REVIS "Rain" 1 SALIVA "Rest" 1 TAPROOT "Mine"

WSUN/Tampa, FL *
OM: Chuck Beck
PD: Shark
APD: Pat Large
3 WHITE STRIPES "Seven"
ATARIS "Dany"
GODSMACK "Straight"

KFMA/Tucson, AZ * PD: Libby Carstens MD: Matt Spry

KMYZ/Tulsa, OK *

2 ATARIS "Deny" 2 WHITE STRIPES "Seven 1 STAGE "Something"

APD: Bob Waugh MD: Pat Ferrise

PD: Buddy Rizer MD: LeeAnn Curtis

2 WHITE STRIPES "Seven" BECK "Last"

WHFS/Washington, DC * PD: Robert Bestamin

EVANESCENCE "Life" SOUNDTRACK OF OUR . "Sister"

WWDC/Washington, DC *

Reporters

Stations and their adds listed alphabetically by market

WHRL/Albany, NY *
OM/PD/APD/MD: Lisa Biell
REVIS "Rain"

KTEG/Albuquerque, NM PD: Ellen Flahe MD: Adam 12 COLD "Grl" USED "Mysell" LEFT UNSAID "Dresden

KTZO/Albuquerque, MM ' PD: Scott Souhrada MD: Don Kelley No Adds

WNNX/Atlanta, GA *

WJSE/Atlantic City, NJ VVSSZZALIATITE CTTY, NG OM: Lou Romanini PD: Al Parinello MD: Jason Litanet REVIS "Ram" SUM 41 "Song" TAKING BACK SUNDAY "Cute" WHITE STRIPES "Seven"

KROX/Austin, TX * PD: Melody Lee MO: Toby Ryan 6 UMLOCO "Failure" BLINDSIDE "Sleep USED "Myself"

KNXX/Baton Rouge, LA PD/MD: Randy Chas APD: Bill Jackson PEARL JAM "Right" REVIS "Rain" SUM 41 "Song"

WRAX/Birmingham, AL

REVIS "Rain"
WHITE STRIPES "Seven"
STONE SOUR "Inhaie" KQXR/Boise, ID

PD: Jacent Jackson APD/MD: Kallao 2 WHITE STRIPES "Sever WBCN/Boston, MA

OM: Tony Berardini VP/Programming: Oedipus APD/MD: Sleven Strick

WFNX/Boston, MA * PD: Cruze APD/MD: Kevin Mays 18 WHITE STRIPES "Seven" SUM 41 "Song"

WEDG/Buffalo, NY *

WAVF/Charleston, SC * PD: Greg Patrick APD/MD: Denny Villalobos 5 TAKING BACK SUNDAY "Cute 1 SUM 41 "Song" 1 REVIS "Rain"

WENO/Charlotte, NC * PD: Jack Daniel APD/MD; Kristen Honeycult

WKQX/Chicago, IL * PD: Tim Richards
APD/MD: Mary Shumines
AMO: Nicole Chuminatio 30 WHITE STRIPES "Seven" EVANESCENCE "Life" SUM 41 "Sono"

WZZN/Chicago, IL * PD: Bill Gamble APD: Steve Levy MD: James VanOsdol

WAQZ/Cincinnati, OH PD: John Michael APD/MD: Shaggy 29 WHITE STRIPES "Seven 15 QUEENS OF "Flow" SUM 41 "Song"

WXTM/Cleveland, OH PD: Kim Monroe APD: Dom Nardella MD: Pete Schiecke

AFI "Grey" ATARIS "Deary" EVANESCENCE "Lafe" SUM 41 "Song"

WARQ/Columbia, SC 1 OM/PD: Gina Juliano MD: Dave Farra

BURNING BRIDES "Snow" HOT ROD CIRCUIT "Pharmacist WHITE STRIPES "Seven" FINCH "Burn"

WWCD/Columbus, OH 1 PD: Andy Davis MO: Jack DeVoss

KDGE/Dallas-Ft, Worth, TX * ne Do PD: Duane Doherty APD/MD: Alan Ayo

WXEG/Dayton, OH * PD: Steve Kramer MD: Boomer

KTCL/Denver-Boulder, CO *
PD: Milite O'Connor
MD: Sabrina Saunders
18 EVANESCENCE "Lie"
BECK "Lost"

PD: Murray Brooksha APD: Vince Cannova MD: Matt Franklin 20 WHITE STRIPES "Seve 1 COLD "Gar" SALIVA "Rest" SUM 41 "Song" USED "Mysel"

IOIRO/Eugane-Springfield, OR PD: Chris Crowley APD/MD: Stu Allen

GOO GOO DOLLS "Sym SUM 41 "Song" TRAPT "Headstrong"

KXNA/Fayetteville, AR PD: Dave Jackson 14 GOOD CHARLOTTE "Anthem" 12 PEARL JAM "Right" 3 PACHER "Bulls"

WJBX/Fl. Myers, FL PD: John Rozz APD: Fitz Madrid MD: Jeff Zito

1 USED "Myself" 1 WHITE STRIPES "Seven"

KFRR/Fresno, CA * PD: Chris Squires MD: Reverend EMINEM "Me"

WGRD/Grand Rapids, MI * PD: Bobby Duncan MD: Michael Grey CHEVELLE "Pain" SUM 41 "Song"

WXNR/Greenville, NC * PD: Jeff Sanders APD: Turner Watson

WEEO/Hagerstown, MD

WEEU/Harger storm.
PD: Brad Hunter
APO: Dave Roberts
22 LIMKIN PARK "Dambr"
2 SUM 41 "Song"
1 (HED) PLANET EARTH "Black
1 STONE SOUR Inhale
1 MUSIC "Road"
1 WHATE STRIPES "Seven"

WMRQ/Hartford, CT 1 PD: Todd Thomas MD: Chaz Kelly

WHITE STRIPES "Seven" BURNING BRIDES "Snow" GLASSJAW "Ape" JOHNNY CASH "Hurt"

KUCO/Honolulu, HI 1 PD: Jamie Hyatt MD: Ryan Sean

BEN KWELLER "Commerce" FOO FIGHTERS "Times" SUM 41 "Song"

KTBZ/Housdon-Galveston, TX *
PD: Vince Richards
APD: Eric Schmid!
3 DOORS DOWN "Road"
OLEMDER "Whee"
SALVA "Read"
WHITE STRIPES "Seven"

WRZX/Indianapolis, IN * PD: Scott Jameson MD: Michael Young

1 COLD "Grif"
WHITE STRIPES "Expecting"
WHITE STRIPES "Seven"

WPLA/Jacksonville, FL * PD: Bo Matthews APD/MD: Chad Chumley COLD "Girl" THEORY OF A DEADMAN "Make

WRZK/Johnson City, TN * VP/Prog. Ops.: Mark E. McKinn WHITE STRIPES "Seven"

KRBZ/Kansas City, KS OM/PD; Mike Kaplan MD: Todd Violette 20 WHITE STRIPES "Seven"

WNFZ/Knoxville, TN 1 PD: Dan Bazyk APD/MD: Anthony Proffitt AMD: Opie Hines

KFTE/Lafavette, LA * PD: Scott Perrin MD: Chris Olivier

WWDX/Lansing, MI * PD; John Boyle MD: Kelly Bradley

KXTE/Las Vegas, NV * PD: Dave Wellington APD/MD: Chris Ripley 3 SUM 41 "Song" D4 "Get" TRAPT "Headstrong"

KLEC/Little Rock, AR *

NLEC/LITTLE MOCK, AM "
OM: Peter Gunn
PD: Marty Oehlhod
APP: Marty Oehlhod
MD: Gregory Paul
MUDVAYNE "Faling"
AJARIS "Dany"
SUM 41 "Song"
SYSTEM OF A DOWN "I-E-A-I-A"
WHITE STRIPES "Seven"

KROQ/Los Angeles, CA * VP/Prog.: Kevin Weatherly APD: Gene Sandbloom MD: Lisa Worden

WLRS/Louisville, KY * Ok/Prog.: J.O. Kunes PO: Lance MO: Annrae Fitzgerald

WMFS/Memphis, TN *
PD: Rob Cressman
MO: Mitte Killabrew
3 HOT ACTION COP "Fever"
1 FOO ROFFERS "Times"
AT "Grey"
PEARL JAM "Right"
REVIS "Rain"

WZTA/Miami, FL ⁴ PD: Troy Hanson APD/MD: Ryan Castle 5 STONE SOUR "Inhale" 4 WHITE STRIPES "Seve 3 FROM ZERO "Sorry" COLD "Girl"

WLUM/Milwaukee, WI PD: Tommy Wilde MD: Kenny Neumann

WHTG/Monmouth-Ocean, NJ * PD: Darrin Smith MD: Brian Zanyor 10 GOO GOO DOLLS "Sympathy"

KIMBY/Monterey-Salinas, CA PD: Kenny Allen APD/MD; Opie Taylor

SEETHER "Under" SUM 41 "Song" WHITE STRIPES "Seven"

OM: Jim Patrick
PD/MD: Russ Schenck
1 WHITE STRIPES "Seven"
STONE SOUR "Inhale"
SUM 41 "Song"
THEORY OF A DEADMAN

WBUZ/Nashville, TN *

WRRV/Newburgh, NY PD/MD: Andrew Boris GOO GOO DOLLS "Sympathy" SUM 41 "Song" WHITE STRIPES "Seven"

KKND/New Orleans, LA *
OM/PD: Rob Summers
APD/MD: Sig
1 WHITE STRIPES "Seven"
1 MUDVAYNE "Falling"

WXRK/New York, NY *
PD: Steve (Gngston
MD: Mike Peer
COLDPLAY "Scentst"

WROX/Norfolk, VA *
PD: Michele Diamond
MD: Milke Powers
9 BL/NDSIDE "Sleepwalk"
1 WHITE STRIPES "Seven"
COLO "Girl"
STREETS "Forward"

KQRX/Odessa-Midland, TX

PD: Michael Todd Mobley
17 COUNTING CROWS "Tax"
17 TAPROOT "Mine"
7 OLEMOER "Wheel"
7 STAGE "Something"

WJRR/Orlando, FL * PD: Pat Lynch MD: Dickerman

7 COLD "Grit" 3 (HED) PLANET EARTH "B 2 WHITE STRIPES "Seven" SUM 41 "Song"

WOCL/Orlando, FL * PD: Alan Amith APD/MD: Bobby Smith 11 WHITE STRIPES "Seven AFI "Grey"

WPLY/Philadelphia, PA 1

PD: Jim McGuinn
MD: Dan Fein
14 WHITE STRIPES "Seven"
1 ATARIS "Dary"
CHEVELLE "Pain"
MUDVAYNE "Faling" KEDJ/Phoenix, AZ

PD: Nancy Stevens APD; Dead Air Dave MD: Robin Nash DIVIT "Regrets" REVIS "Rain"

KZON/Phoenix, AZ 1 OM/PD; Tim Maranville APD/MD: Kevin Mannion DOUBLEDRIVE "Imprint"

WXDX/Pittsburgh, PA * PD: John Moschitt MD: Vinnie

WCYY/Portland, ME PD: Herb Ivy MD: Brian James

13 WHITE STRIPES "Se (HED) PLANET EART MUSIC "Road" REVIS "Rain" STREETS "Forward"

KNRK/Portland, OR * PD; Mark Hamilton APD/MD: Jayn (HED) PLANET EARTH "Blackout" ATARIS "Diary" MUSIC "Road"

WBRU/Providence, RI * PD: Tim Schiavelli MO: Alicia Mullin

KRZQ/Reno, NV * OM: Rob Blaze Brooks APD: Joremy Smith MD: Matt Diable

3 INTERPOL "POA"
2 JOHNNY CASH "Hurt"
WHITE STRIPES "Seven

WOYL/Richmond VA * PD: Mike Murphy MD: Keith Dakin TAKING BACK SUNDAY "Cute" WHITE STRIPES "Seven"

KCXX/Riverside, CA *

OM/PD: Ketti Cluque APD/MD: Daryl James WHITE STRIPES "Seven" LEISUREWORLD "Dead"

WZZARcandie-Lynchtung, WA *
GM/PD: Beb Travis
MD: Greg Travis
8 HOT ROD CRCUIT "Pharmacst"
REVAS THAI"
TANKS BACK SUNDAY "Cuta"
WHITE STRIPES "Seven"
MUSIC "Road"

WZNE/Rochester, NY * OM/PD: Mike Dange MD: Violet

12 JOHNNY CASH "Hurt"
1 WHITE STRIPES "Seven
REVIS "Rain"

KWOD/Sacramento, CA * RWUD/Sacramento, CA PD: Ron Bunce APD: Boomer 5 WHITE STRIPES "Seven" BRAND NEW "Jude" SUM 41 "Song" TAKING BACK SUNDAY "Cute"

KPNT/St. Louis, MO *

PD: Tommy Mattern MD: Jeff Frisse APD: Jeff "Woody" File 3 ATARIS "Dary"
2 COLD "Grit" "WHITE STRIPES "Seven"

KXRIX/Satt Lake City, UT * PO/VP/Ops. & Prog.: Mike Summ APO/MD: Artie Fulkin AMD: Corey O'Brien 12 JOHNNY CASH "Hurt 12 ATARIS "Dery"

XTRA/San Diego, CA * PD: Bryan Schock MD: Chris Mucidey 29 WHITE STRIPES "Se ATABLS "Depo"

KITS/San Francisco, CA * PD: Seen Demory MD: Aaron Axelson 34 WHITE STRIPES "Se 1 CHEVELLE "Pan" SUM 41 "Song"

KJEE/Santa Barbara, CA GM/PD: Eddie Gutlerrez MO: Dakota

STREETS "Forward"
SOUNDTRACK OF OUR . "Sester
WHITE STRIPES "Seven"
MUDVAYNE "Falling"

IOIDD/Seattle-Tacoma, WA PD: Phil Manning APD: Jim Keller MD: Seth Resier

KSYR/Shreveport, LA *
Acting PD: Rod The Human Trip
(HED) PLART EARTH "Blackout"
BLNDSIDE "Skephvalk"
. OHNNY CASH "Hurt"
REVIS "Rain"

WKRL/Syracuse, NY * OMPD: Mirni Grisavold
APD/MI: Abbie Weber

† Taking BACK SUNDAY "Cute"
† SUM 41 "Song"
HOT ACTION COP "Fever"
MUSIC "Road"
WHITE STRIPES "Seven" WPBZ/West Palm Beach, FL.* OM/PD: John O'Connell MD: Eric Kristensen 1 WHITE STRIPES "Seven" 1 SUM 41 "Song"

WSFM/Wilmington, NC PD: Knothead SUM 41 "Song"

*Monitored Reporters **87 Total Reporters**



78 Total Monitored 9 Total Indicator

New & Active

TREBLE CHARGER Hundred Million (Virgin) Total Plays: 273, Total Stations: 22, Adds: 0

SOUNDTRACK OF OUR LIVES Sister Surround (Republic/Universal) Total Plays: 266, Total Stations: 26, Adds: 1

SYSTEM OF A DOWN I-E-A-I-A-I-O (American/Columbia) Total Plays: 219. Total Stations: 12. Adds: 2

PEARL JAM Get Right (Epic) Total Plays: 181, Total Stations: 15, Adds: 3 BLINDSIDE Sleepwalking (Elektra/EEG)

Total Plays: 173, Total Stations: 21, Adds: 3

STAGE I Will Be Something (Mayerick/WR) Total Plays: 166, Total Stations: 18, Adds: 1

OFF BY ONE Change (LMC) Total Plays: 150, Total Stations: 12, Adds: 0

MUSIC Take The Long Road And Walk It (Capitol) Total Plays: 145, Total Stations: 19, Adds: 3

STONE SOUR Inhale (Roadrunner/IDJMG) Total Plays: 138, Total Stations: 20, Adds: 4

INTERPOL PDA (Matador) Total Plays: 127, Total Stations: 12, Adds: 1

Songs ranked by total plays

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 Email: mdavis@radioandrecords.com

Indicator

Most Added'

SUM 41 The Hell Song (Island/IDJMG)

WHITE STRIPES Seven Nation Army (Third Man/V2)

(HED) PLANET EARTH Blackout (Volcano/Jive)

MUSIC Take The Long Road And Walk It (Capitol)

GOO GOO DOLLS Sympathy (Warner Bros.)

REVIS Caught In The Rain (Epic) STREETS Let's Push Things Forward (Atlantic)

TAPROOT Mine (Velvet Hammer/Atlantic)

GOOD CHARLOTTE The Anthem (Epic)

TRAPT Headstrong (Warner Bros.) STONE SOUR Inhale (Roadrunner/IDJMG)

PACIFIER Bullitproof (Arista)

PEARL JAM Get Right (Epic)

BURNING BRIDES Arctic Snow (V2)

MUDVAYNE Not Falling (Epic) OLEANDER Hands Off The Wheel (Sanctuary/SRG)

STAGE I Will Be Something (Maverick/WB)

SOUNDTRACK OF OUR LIVES Sister Surround (Republic/Universal) COLD Stupid Girl /Flip/Geffen/Interscope/

COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)



jschoenberger@radioandrecords.com

Rain Or Shine, The Show Went On

Highlights of the sixth annual Michele Clark Promotions Sunset Sessions

The sixth annual Michele Clark Promotions Sunset Sessions, which took place at the Fairmont Orchid Hotel on the beautiful big island of Hawaii, were a rousing success. The vibe was relaxing and fun and, for some people, very romantic. In fact, KTBG/Kansas City PD Jon Hart and his girlfriend, Leslie, spontaneously decided to get married on Saturday morning!

Evening one featured great performances by Big 3's Vesica Pisces, Artemis' Jesse Malin, Connoisseur Entertainment's Colin Blades, Aware/Columbia's The Thorns and Columbia's Pete Yorn.

On evening two we had to move inside due to heavy rains, but that didn't dampen sets by Maverick/ Warner Bros.' Wil Seabrook, Rubin The Cat's Jennie DeVoe, ATC/Red Ink's Edwin McCain, Lost Highway's John

Eddie and Universal's Jack Johnson.

The final evening — back outside 'neath the moon and stars — we were entertained by Curb's Feel, 98 Pounder's Steve Poltz, Capitol's Rosanne Cash and Private Music's Ziggy Marley.



GIRLS RULE! If it weren't for the amazing efforts of Michele Clark and her staff, the Sunset Sessions wouldn't be as successful as they are. Pictured here are our hostesses (I-r) Meg MacDonald. Crystal Ann Lea. Clark and Christy Stevens.



LOOK AT THAT! KPRI/San Diego's Dona Shaieb (I) and Warner Bros.' Julie Muncy were checkin' out the whales offshore when they nosed for this shot.

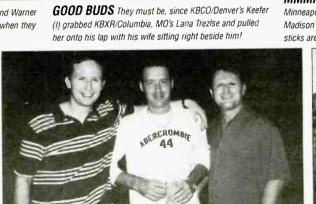
YEAH! WE PARTY They say a picture says a

Louisville's Dan Reed?

thousand words. Need I say more about this photo of

WNCS/Burlington, VT's Mark Abuzzahab (I) and WFPK/





IT'S ALL GOOD You can't look much more content than these three guys!
Pictured here are (I-r) Capitol's Steve Nice, Media Postioning's Keith Cunningham
and WOKI/Knoxville's Shane Cox



HELL YEAH! That was the attitude of these three guys as the sun was beginning to set along the Kona shore. Seen here are (I-r) New West's Jeff Cook, RCA Victor Group's Dave Einstein and consultant David Leach.



BEFORE AND AFTER Former Lost Highway promo head Chris Stacey (now with Vector Promotion) was sharing his insight with Lost Highway's current VP/ Promotion Patty Morris (r) when they paused for this shot



HOLD ME UP, TRINA! Aware Records president Gregg Latterman (I) was so blown away by The Thorns' performance, he needed Columbia's Trina Tombrink to support him.



IT'S ALL GOOD These four guys were feeling no pain as they took a break between sets on Friday night. Pictured here are (I-r) consultant extraordinaire Keith Cunningham; KTAO/Taos, NM's Michael Dean; WKOC/Norfolk's Paul Shugrue; and Fnic's In Hodge.



MMMM ... FOOD KTCZ/ Minneapolis' Mike Wolf (I) tells WMMM/ Madison's Tom Teuber how good the beef



WHAT! NO MORE BANDS TONIGHT? KTHX/Reno, NV's Harry Reynolds (I) and WXRV/Boston's Dana Marshall were still ready to party after the last act finished their performance on opening night



NOT A BAD VIEW This was the view from my window.

TRIPLE A TOP 30



200	100	M. February 21, 2003					
WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS
1	0	COLDPLAY Clocks (Capitol)	651	+33	44819	12	25/0
3	2	DAVE MATTHEWS BAND Grey Street (RCA)	505	+15	25188	8	16/0
2	3	TORI AMOS A Sorta Fairytale (Epic)	482	-36	29832	22	22/0
5	4	WALLFLOWERS How Good It Can Get (Interscope)	457	+35	29234	7	25/0
6	5	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	420	+17	31558	6	22/1
4	6	BECK Lost Cause (Geffen/Interscope)	419	-12	24785	12	24/0
7	0	PAUL SIMON Father And Oaughter (Nick/Jive)	396	+14	33664	9	18/0
8	8	SUSAN TEDESCHI Alone (Tone-Cool/Artemis)	386	+7	31415	13	20/0
9	9	RHETT MILLER Come Around (Elektra/EEG)	358	+10	21180	8	19/1
10	0	DAVID GRAY Be Mine (ATO/RCA)	344	+38	22355	4	23/0
11	Ø	JOHN MAYER Why Georgia (Aware/Columbia)	327	+38	21764	3	23/0
16	12	JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	286	+30	19690	3	23/2
17	13	SHERYL CROW C'mon, C'mon (A&M/Interscope)	277	+34	20623	7	19/1
19	4	NORAH JONES Come Away With Me (Blue Note/Virgin)	273	+46	20705	15	20/1
15	15	SOUNDTRACK OF OUR LIVES Sister Surround (Republic/Universal)	269	+10	16694	6	18/0
13	16	MATCHBOX TWENTY Oisease (Atlantic)	234	-32	12807	18	17/0
18	17	SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)	230	.5	15151	19	11/0
22	18	MAROON 5 Harder To Breathe (Octone)	193	+14	6529	7	11/0
12	19	BRAD Shinin' (Redline)	188	-86	10804	13	22/0
20	20	STONE SOUR Bother (Roadrunner/IDJMG)	186	-13	7919	9	9/0
Debut	3	MATCHBOX TWENTY Unwell (Melisma/Atlantic)	175	+54	10716	1	12/0
21	22	PRETENDERS Complex Person (Artemis)	167	-25	9155	14	16/0
24	23	ZWAN Honestly (Reprise)	152	-1	4639	5	9/0
23	24	DAVE MATTHEWS BAND Grace is Gone (RCA)	134	-20	9581	19	11/0
29	25	SISTER HAZEL Your Mistake (Sixth Man)	132	+7	4674	3	5/0
Debut	26	3 DOORS DOWN When I'm Gone (Republic/Universal)	128	+10	3923	1	5/1
26	27	BRUCE SPRINGSTEEN Lonesome Oay (Columbia)	114	-24	5457	20	14/0
25	28	BIG HEAD TODD & THE MONSTERS Julianna (Big)	112	-33	5445	4	13/0
Debut	29	KATHLEEN EDWARDS Six O'Clock News (Zoe/Rounder)	111	+4	7601	1	13/2
Debut	30	NO DOUBT F/LADY SAW Underneath It All (Interscope)	108	-6	5904	1	4/0
OC Triple A							

26 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 2/9-2/15. 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 (© 2003, The Arbitron Company). © 2003, R&R, Inc.

New & Active

DAR WILLIAMS I Saw A Bird Fly Away (Razor & Tiel

Total Plays: 107, Total Stations: 13, Adds: 1

JAYHAWKS Save It For A Rainy Day (American/Lost Highway/IDJMG)

Total Plays: 104, Total Stations: 13, Adds: 12

RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)

Total Plays: 101, Total Stations: 6, Adds: 1

BRUCE SPRINGSTEEN Waitin' On A Sunny Day (Columbia) Total Plays: 99, Total Stations: 8, Adds: 3

JOHNNY MARR Down On The Corner (iMusic)

Total Plays: 89. Total Stations: 9. Adds: 1

TOM PETTY & THE HEARTBREAKERS Have Love Will Travel (Warner Bros.)

Total Plays: 87, Total Stations: 8, Adds: 4

SONNY LANDRETH Hell At Home (Sugar Hill/Vanguard)

Total Plays: 85, Total Stations: 9, Adds: 0

JEFFREY GAINES Over & Over (Artemis) Total Plays: 77, Total Stations: 7, Adds: 0

JOHNNY CASH Hurt (American/Lost Highway/IDJMG)

Total Plays: 68, Total Stations: 8, Adds: 0

NICKEL CREEK Spit On A Stranger (Sugar Hill) Total Plays: 66, Total Stations: 10, Adds: 3

Songs ranked by total plays

⊌ Most Added°

www.rradds.com

ARTIST TITLE LABEL(S)	LDDS
JAYHAWKS Save It For A Rainy Day (American/Lost Highway/IDJMG)	12
TORI AMOS Taxi Ride (Epic)	11
EDWIN MCCAIN I Want It All (ATC/Red Ink)	5
TOM PETTY & Have Love Will Travel (Warner Bros.)	4
DELBERT MCCLINTON Blues About You Baby (New West/Red Ink)	4
NICKEL CREEK Spit On A Stranger (Sugar Hill)	3
BRUCE SPRINGSTEEN Waitin' On A Sunny Day (Columbia)	3
JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	2
KATHLEEN EDWARDS Six O'Clock News (Zoe/Rounder)	2
1 GIANT LEAP F/M. STIPE The Way (Palm Pictures/Reprise)	2
PETER WOLF Never Like This Before (Artemis)	2

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JOHNNY CASH Hurt (American/Lost Highway/IDJMG)	+63
MATCHBOX TWENTY Unwell (Melisma/Atlantic)	+54
JOE JACKSON Awkward Age (Rykodisc)	+54
JAYHAWKS Save It For A Rainy Day (American/Lost Highway/ID)	<i>JMG</i> / +52
NORAH JONES Come Away With Me (Blue Note/Virgin)	+46
LUCINDA WILLIAMS Righteously (Lost Highway)	+43
DAVID GRAY Be Mine (ATO/RCA)	+38
JOHN MAYER Why Georgia (Aware/Columbia)	+38
WALLFLOWERS How Good It Can Get (Interscope)	+35
SHERYL CROW C'mon, C'mon (A&M/Interscope)	+34
1 GIANT LEAP F/M. STIPE The Way (Palm Pictures/Repri	ise/ +34

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	276
JACK JOHNSON Flake (Enjoy/Universal)	240
NORAH JONES Don't Know Why (Blue Note/Virgin)	238
JACK JOHNSON Bubble Toes (Enjoy/Universal)	233
TRACY CHAPMAN You're The One (Elektra/EEG)	231
RED HOT CHILI PEPPERS Zephyr Song (Warner Bros.)	202
DAVE MATTHEWS BAND Where Are You Going (RCA)	184
COLDPLAY In My Place (Capitol)	158
JIMMY EAT WORLD The Middle (DreamWorks)	139
JOHN MAYER No Such Thing (Aware/Columbia)	136
PETE YORN Strange Condition (Columbia)	117
U2 Beautiful Oay (Interscope)	102

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

BDS Monitor 2* KBCO KFOG WXRT KTCZ KINK R&R Tracks 4 WGVX KGSR **WXPN WXRV WBOS**



From the album RED LETTER DAYS In Stores Now

Written by Jakob Dylan Produced & Recorded by Tobias Miller & Bill Appleberry Mixed by Tom Lord-Alge Management: Pat Magnarella at Atlas/Third Rail

On Tour This Spring

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KMTT

WTTS

• February 21, 2003

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 STATION ADDS
3	0	DAVID GRAY Be Mine (ATO/RCA)	281	+27	7810	5	19/0
1	2	SUSAN TEDESCHI Alone (Tone-Cool/Artemis)	276	.2	6968	14	19/0
2	3	COLDPLAY Clocks (Capitol)	272	0	5918	12	18/0
6	4	DAR WILLIAMS I Saw A Bird Fly Away (Razor & Tie)	245	+33	9586	4	19/0
4	5	WALLFLOWERS How Good It Can Get (Interscope)	240	+21	5687	7	18/0
7	6	KATHLEEN EDWARDS Six O'Clock News (Zoe/Rounder)	220	+14	6672	5	19/0
5	7	BECK Lost Cause (Geffen/Interscope)	211	-3	3361	15	14/0
10	8	JOHNNY MARR Down On The Corner (iMusic)	191	+7	5462	5	16/0
9	9	PHISH 46 Days (Elektra/EEG)	177	-8	4218	7	15/0
15	10	JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	173	+21	4508	3	15/0
16	Ŏ	SOUNDTRACK OF OUR LIVES Sister Surround (Republic/Universal)	167	+19	3354	6	13/0
21	Õ	SONNY LANDRETH Hell At Home (Sugar Hill/Vanguard)	151	+23	4745	2	14/0
13	13	PRETENDERS Complex Person (Artemis)	149	-11	3346	15	12/0
19	14	JOHN MAYER Why Georgia (Aware/Columbia)	148	+12	2636	3	12/0
24	13	PATTY LARKIN Different World (Vanguard)	145	+26	5648	2	13/0
11	16	KIM RICHEY Circus Song (Can't Let Go) (Lost Highway/IDJMG)	142	-23	3724	8	15/0
17	1	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	141	+1	2554	4	9/0
14	18	SHERYL CROW C'mon, C'mon (A&M/Interscope)	140	-14	2572	13	9/0
22	19	PAUL SIMON Father And Daughter (Nick/Jive)	123	-5	3046	13	12/0
8	20	GEORGE HARRISON Stuck Inside A Cloud (Capitol)	122	-70	3442	13	13/0
25	21	JOAN OSBORNE Only You Know & I Know (Compendia)	121	+4	4544	4	12/0
28	$\check{m{a}}$	JESSE MALIN Queen Of The Underworld (Artemis)	118	+7	4040	2	12/0
26	23	BOB DYLAN Cross The Green Mountain (Columbia)	116	+2	4036	2	13/0
18	24	TORI AMOS A Sorta Fairytale (Epic)	107	-32	906	22	8/0
Debut	> 25	ROSANNE CASH Rules Of Travel (Capitol)	106	+22	4402	1	13/1
Debut	=	WARREN ZANES Where We Began (Dualtone)	104	+11	2993	1	11/0
20	27	PETER GABRIEL More Than This (Geffen/Interscope)	104	-31	1535	11	8/0
27	28	RHETT MILLER Come Around (Elektra/EEG)	103	-11	2076	26	8/0
_	29	DAVE MATTHEWS BAND Grey Street (RCA)	102	+11	902	2	5/0
Debut	_	RICHARD ASHCROFT Science Of Silence (Hut/Virgin)	102	-1	2717	1	11/0

20 Triple A Indicator Reports. Songs ranked by total plays for the airplay week of Sunday 2/9-Saturday 2/15. © 2003, R&R Inc.

Most Added

www.rrindicator.com

ARTIST TITLE LABEL(S)	ADDS
JAYHAWKS Save It For A Rainy Day (American/Lost Highway/IDJMG)	16
TORI AMOS Taxi Ride (Epic)	9
JOE JACKSON Awkward Age (Rykodisc)	7
TOM PETTY & Have Love Will Travel (Warner Bros.)	6
EDWIN MCCAIN I Want It All (ATC/Red Ink)	5
1 GIANT LEAP F/M. STIPE The Way (Palm Pictures/Reprise)	2
JOHNNY CASH Hurt (American/Lost Highway/IDJMG)	2
DELBERT MCCLINTON Blues About You Baby (New West/Red Ink)	1 2
WILL HOGE Be The One (Atlantic)	2
BEN HARPER With My Own Two Hands (Virgin)	2
NADA SURF Inside Of Love (Barsuk)	2
ROSANNE CASH Rules Of Travel (Capitol)	- 1
JOHN HAMMOND Slick Crown Vic (Backporch/Virgin)	- 1
ALICE PEACOCK Bliss (Aware/Columbia)	- 1
BRUCE SPRINGSTEEN Waitin' On A Sunny Day (Columbia)	- 1
CROSS CANADIAN RAGWEED Don't Need You (Universal South)	1
NICK CAVE & THE BAD SEEDS Bring It On (AntilEpitaph)	1
DEUCE PROJECT Stone Cold (Maverick/Reprise)	٠
GEORGE HARRISON Any Road (Capitol)	
BE GOOD TANYAS It's Not Happening (Nettwerk)	

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JOHNNY CASH Hurt (American/Lost Highway/IDJMG)	+77
JOE JACKSON Awkward Age (Rykodisc)	+74
JAYHAWKS Save It For A Rainy Day (American/Lost Highway/IDJM	<i>(G)</i> +60
TOM PETTY & Have Love Will Travel (Warner Bros.)	+49
1 GIANT LEAP F/M. STIPE The Way (Palm Pictures/Repris	se/ +44
PETER WOLF Never Like This Before (Artemis)	+40
TORI AMOS Taxi Ride (Epic)	+35
DAR WILLIAMS I Saw A Bird Fly Away (Razor & Tie)	+33
DELBERT MCCLINTON Blues About You Baby (New West/Red	<i>lnk)</i> +32
WILL HOGE Be The One (Atlantic)	+30
PEARL JAM Thumbing My Way (Epic)	+29
DAVID GRAY Be Mine (ATO/RCA)	+27
JOHN HAMMOND Slick Crown Vic (Backporch/Virgin)	+27

Reporters

WAPS/Akron, OH
PD/MD; Bill Graber
6 JOE JACKSON 'Age"
1 DEVLING Things
1 EDWIN MCCAM 'MAIN'
1 JAYLWING SAME
1 RIFTT MILLER THOME"
1 JOSEPH ARTHUR TEMPORO"

(GSR/Austin, TX °
DM: Jeff Carral
PD: Jady Denberg
APD: Jy Hershman-Ross
MD: Susan Castle
1 LUCANA WILLIAMS Fighteous
10 JAYNAMANS San
2 SERCE SPRINGSTEIN SAMP
5 ER HARAFET THEND
1 IN FLOOD LAIVING SAMP
1 IN FLOOD LAIVING

WRNR/Battimore, MC DM: Jon Petersen PD: Alex Certright MD: Damian Einstein

KRVB/Bolse, ID *
DM/PD: Dan McColly
EDWIN MCCAW "Wan"
JAYHMWS "Saw"
TORIAMOS "Rade"

WBOS/Boston, MA *
PD: Chris Herrmann
APD/MD: Michele Williams

WXRV/Boston, MA *
PD: Jeanne Deedy
MD: Dana Marshall
4 BRUCE SPRINGSTEN "Surry
1 TITLE MANS TRACE"

WNCS/Berlington, VT PD/MO: Mark Abezzahab

WMVY/Cape Cod, MA PD/MD: Barbara Dacey

WDOD/Chattanooga, TN * DM/PO/MD: Dawny Heward No Adds

WXRT/Chicago, IL *
PD: Norm Winer
APD/MD: John Farneda

KBXR/Colembia, MO PD/MD: Lana Trezise

KBCO/Denver-Boulder, CO *
PD: Scett Arbeigh
MD: Keefer
JOHNNY MARRHEALERS COMM*

WDET/Detroit, MI PD: Judy Adams MD: Martin Bandyke AMD: Chuck Hern 3 JAYHWKS SMe*

NVOD/Elizabeth City, NC PD: Matt Cooper MD: Tad Abbay MATCHBOX TWENTY "LINNOR" MADA SURF "Inside"

> ICW/Greenville, SC I: Mark Keefe PD/MD: Kim Clark LAYHAWS "Save" NEOMIN MCCAM Ward NADA SURF "Insele" APRAM LEGG "sam" LINDLEY & MIGRAM "Man"

WTTS/Indianapolis, IN * PD: Brad Holtz MD: Todd Berryman

WOKI/Knoxville, TN *
PD: Skane Cex
MD: Sarah McClene

(MTN/Jackson, WY PD/MD: Mark Fishman T DEJERTI MCCAR "Wart" 1 EDWIN MCCAR "Wart" 1 JAYHAMIS Saw" 1 ROSAME CASH Travel"

FPK/Louisville, KY D: Dan Reed PD: Stacy Dwen D: AT-PWER "Spain" EE GOOD TANYAS "Happaring" JAYYAWAS "See"

KTBG/Kansas City, MD PD: Jen Hart MD: Byren Jehasen 20 Jahrawas Seet 11 89817ah OR Band Hard 11 EDWIN MCCAN Hard

WMMM/Madison, WI *
PD: Tom Teeber
MD: Gebby Parsons
9 GOO GOO DOLLS "Sympetry
7 TOM PETTY & HB THEY
7 JAYHAMS Sale"
7 TOM AMOS Sale:

WMPS/Memphis, TN *
PD: Steve Richards
MD: Alexandra landr
10 DELBERT MCCL WTON Blues

KTCZ/Minneapolis, MN 1 PD: Laeren MacLeash APD/MD: Mike Well 23 JAYNAWIS Sae

WGVX/Minneapolis, OM: Dave Hamilton PD: Jeff Cellins WILL HOGE "Ove"

MZEW/Mobile, AL *
PD: Brian Hart
MD: Lee Ann Kenik
20 3DOORS DOWN 'Gone'
JASON MRAZ 'Remedy'
RED HOT CHILL 'Stop'
SHERYL CHOW 'C'mon'

KPIG/Monteray, CA
PD/MD: Laura Ellon Hopper
8 TOM PETTY & HB "How"
8 EDWIN MCCAN: "Sloc"
5 OHS APDOM "Libro"
CHOSS CAMADIAN: "Need"

VRLT/Mashwille, TN *
DM/PD: David Hall
APD/MD: Keith Coes
12 TOMPETTY AIR How's
5 TORI AMOS "Rod"
1 JAYNAMOS "Stor"
KATHE EN FORMADS "Hows"

COC/Norfolk, VA *

D: Paul Shuprue
D: Kristen Creat
EDWIN MCCAM "Wark"
LISA MARIE PRESLEY "Lights"
UNIVERTITEN LAW "Lie"
WILL SERPOOK BAND "Lie"

APHAMES Save DAR WILLIAMS Save DAR WILLIAMS Save TORI AND Save WAYPN/Philadelphia, PA PD: Bruce Warren APD/MD: Helen Leicht

KFOG/San Francisco, CA *
PD: Dave Bensen
APD/MD: Haley Jenes
5 NorM+JMSS Come
4 PertrailER Come
4 JASON MRAZ *Pernsoy

KPRI/San Diego, CA ' PD/MD: Bona Shaleb KOTR/San Luis Obiapo, CA PD: Orew Ross 6 JOHNY CASH THAT 5 COODER & GALBAN "Onume" 4 GANT LEP "Onum" 4 JAYNAMINS "San" 4 JOS JACKSON "Age" 4 TOM PETTY & HE THAN

KBAC/Santa Fe, NM GM/PD: Ira Gordon APD: Sant Ferrara JOHAWAS Sant JOE JACKSON Age TORI MAG Phot

KTAO/Santa Fe, NM
PD: Brad Hockmeyer
APD/MD: Michael Dean
8 BRUCS PRINGSTERN Surey
6 JOL JACKSON Age
7 DELBERT MOCLATION "Bues"
5 DELICE PROJECT Some
5 TORI JAMOS "Role"
5 TORI JAMOS "Role"
5 WILL HOSE TOR!

KRSH/Santa Rosa, CA *
PD: Deen Katter!
MD: Perm Long
3 JAYHAMINS Sen*
DELERT MOLINTON TRUES
EDWIN MCCAN WINNT
PETER WOLF Telent
TON AME CASH TENNE*
TON AMES TRUE
TON AMES TRUE

KMTT/Seattle-Tacoma, WA GM/PD: Chriz Mays APD/MD: Shawn Stewart 13 JAYNAMIS Shart 2 MORE CREEK Sof 2 KATHLER EDWARDS News

CALLY/Spokane, WA PD: Tim Cetter
MD: Karl Bushman
1 TORIAMOS Tide'
ATARIS TORY
KO ROCKSHEYL CROW Ticken

WFINX/Springfield, MA *
GM/PO: Tem Davis
APD: Dennie Mechoese
MD: Lass Willhame
DELERT MCOL MTON *Bues*
ENWIN MCCAM *Went*
LANYWINS* Saie*

*Monitored Reporters 46 Total Reporters

26 Total Monitored

20 Total Indicator

National Programming

Added This Week



World Cafe

Ali Castelinni 215-898-6677

No reported adds this week



Acoustic Cafe

Rob Reinhart 734-761-2043

BE GOOD TANYAS Junkie Song BROOKS WILLIAMS May You Never CAT POWER Free JESSE MALIN Solitaire

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



Peter Wolf's "Nothin' but the Wheel" was the sleeper hit of the year at WRNR. Initially, I feared that our audience viewed Wolf and The J. Geils Band as hopelessly tainted by the 1980s hits from their synth-heavy Freeze Frame album. Thank God I was wrong, and we gave it a shot on the air. "Nothin" was No. 1 most requested in December, and also No. 1 with curiosity calls. Featuring Mick Jagger on harmony (and lead vocals on

15

the last verse), the song seemed like it could have been an outtake from the Stones' legendary *Beggars Banquet* album — totally organic roots rock with great singing, a fantastic hook and incredibly passionate performances.

I was prompted to take the full-length CD, *Sleepless*, home, and I couldn't stop playing it. Every track seemed to be perfectly written, arranged and performed in a variety of American roots rock settings.

The second single, "Never Like This Before," sounds like early J.Geils at its

best — fun, bluesy, party rock. A reworking of an old Memphis R&B tune originally recorded by William Bell, this track features punchy Stax-flavored horns and a great sing-along chorus. These days a lot of Triple A stations are reaching for the younger audience with bands like Nickelback, Lifehouse and The Calling, but I say don't forget your upper demos. With a hooky toe-tapper like this one, you've got yourself a perfect balance record.

There was lots of action in the Most Added category this week: The Jayhawks come in No. 1 overall with 28 total adds (No. 1 on both panels), while the new track by Tori Amos wasn't far behind with 20 total adds (No. 2 on both panels) ... Also having a good first week are Tom Petty & The Heartbreakers and Edwin McCain with 10 total adds each, Joe Jackson with seven total and Delbert



McClinton with six total ... Nada Surf, 1 Giant Leap, Johnny Cash, Will Hoge, Nickel Creek, Jason Mraz, Kathleen Edwards and Peter Wolf close some important holes ... On the monitored chart, Coldplay hang tough at 1* for the seventh week (!), Dave Matthews Band inch up to 2* Wallflowers climb to 4*, and Counting Crows increase to 5* ... Paul Simon holds at 7*, Susan Tedeschi at 8*, Rhett Miller at 9*, David Gray at 10* and John Mayer at 11* ... Big jumpers this week include Mraz (16*-12*), Sheryl Crow (17*-13*), Norah Jones (19*-14*), Maroon 5 (22*-18*) and Sister Hazel (29*-25*) ... The new Matchbox Twenty, 3 Doors Down, Edwards and No Doubt debut ... On the Indicator chart, Gray jumps up to the top slot, Coldplay maintain their bullet at 3*, Dar Williams climbs 6*-4*, Wallflowers are at 5*, Edwards gains 7*-6*, Johnny Marr increases 10*-8*, Mraz cracks the top 10 at 10*, and Soundtrack Of Our Lives are knocking on the door with a 16*-11* move ... Other gainers include Sonny Landreth (21*-12*!), Mayer (19*-14*), Patty Larkin (24*-15*) and Jesse Malin (28*-22*) ... Rosanne Cash, Warren Zanes, DMB and Richard Ashcroft debut.

— John Schoenberger, Triple A Editor



ARTIST: Warren Zanes
LABEL: Dualtone

By JOHN SCHOENBERGER / TRIPLE A EDITOR

When you hear the name Zanes, you probably think of Dan Zanes, not Warren. But it turns out the two are brothers who, in the mid-'80s, were core members of the Boston-based band The Del Fuegos, who had a run of cult and critical success on Slash Records before disbanding in 1990.

Finding himself in New Orleans shortly after that breakup, Warren Zanes was prompted by another breakup — this time with a girlfriend — to go to college. He says he found college a way to "wash the whole band experience through me." Evidently, academic life suited him: He ended up attending school for close to a decade, specializing in history, art theory and cultural studies and earning two master's degrees and a Ph.D.

Through it all. Zanes kept the musical embers glowing. He'd pick up his guitar and work on songs whenever he had a chance. Eventually, he started to put them on tape in his bedroom studio. Zanes remembered concepts he learned from producer Mitchell Froom during his Del Fuegos days and applied them to his own recordings. "Working with him was like my first philosophy class," says Zanes. "You don't fully get what you're being taught, but it sits in your head, and you access it later."

Ultimately, musician friends — along with his wife, Francophile lead singer April March — encouraged Zanes to get a little more serious about his music. He booked a studio in Nashville and, with help from drummers Billy Conway and Billy Beard, guitarist Kenny Vaughan, multi-instrumentalist Daniel Tashian, singers Patty Griffin and Emmylou Harris and multi-instrumen-



talist/co-producer Angelo, began to flesh out the album that he eventually called *Memory Girls*.

"It was a really exciting time for me musically, because I'd been on ice for so long," says Zanes. "The Nashville of the stereotype — Robert Altman's Nashville — is only one part of it. The Nashville I was using was guys who love pop music, who come from roots music and go home and listen to hiphop. To work with all these people at the top of their game was an incredible way to reenter."

The songs — inspired largely by his wife, whom Zanes dated while they were in their teens and reunited with when they were in their 30s — have a strong pop sensibility while remaining loose and experimental enough to be adventurous and fun. According to Zanes. "The pop song tends to be to be a nostalgic form to begin with, and I think if you marry somebody whom you dated seriously 15 years before, you're doing a lot of memory stuff."

As you listen to "Everybody Loves You,"
"First on the Moon," "World of Concrete,"
"Where We Began" and "Main Street," it's not
hard to imagine yourself giving this artist an
A+ on his first solo musical dissertation.

"One of the best things about getting a Ph.D. was that I got some really good songwriting done," Zanes says. "I sat in front of the computer for so long that the guitar looked like the greenest pasture available to escape."





rwelke@radioandrecords.com

First Things First

Excel in the fundamentals of radio and pave the way to winning

Winning in the radio game should not be a station's goal, but a byproduct of handling the fundamentals with excellence. I spoke with KTLI/Wichita PD Todd Taylor on this subject and found that his station takes that idea very seriously in every aspect of what it does.

Todd Taylor

Keeping the music in the spotlight and making the listener the star — that is what the staff and management

of KTLI strive for each and every day. "Our goal is to get as much Christian music in as many ears as possible, so we don't jump into the spotlight," Taylor says. "We've developed a great relationship with listeners because the focus is on them, as real people with real lives."

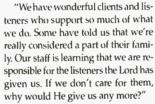
The station doesn't put itself in the spotlight? That's what he said. I had to do a double take on that one, but Taylor has a very good point: What would happen to Christian radio if the music, artists and message were lifted above everything else? Even above the stations themselves?

"I feel like the music and the station are just the loaves and fishes Jesus uses for His purposes," Taylor says. "Simply put, the station is a tool in the hands of an amazing God. What's really cool is that all of us at the station roll up our sleeves and pitch in as a team all the time. Most come from

mainstream radio backgrounds. We've worn all kinds of hats and are able to take on multiple challenges.

We refuse to give in to the 'We've never done that before' mind-set.

"Plus, our GM of 11 years, John Pohlman, has every known contact in the city that can help with whatever we need. We even provided a chiropractor to a touring artist during the course of a local show.



Firm Foundation

KTLI is fortunate to have had a good foundation in place for many years. "All we've done is tweak it," Taylor says. "We're working to execute the basics to keep the sound tight,

organized and uncluttered. Our staff's individual backgrounds have given us exposure to great radio and access to programming skills and ideas. We just apply the best of what we know to what we do.

"There are systems in place for

"There are systems in place for playlist rotation and contests. The whole staff is focused on bringing results to our advertisers, so everybody works on making commercials effective instead of a tune-out."

Focusing on the foundations of radio is what has allowed KTL1 to excel. Taylor shares an old sports story to get his point across: "Nebraska football coach Tom Osborne had his teams focus not on winning, but on the fundamentals: block, tackle, run, pass and catch. Striving for excellence is the basics. Winning is the result, not the goal. Know the fundamentals, practice until you excel in them, then execute. Winning will follow."

"Give your audience what they want by getting to know them. Find out why and how they use radio and what they like or don't like, and don't be afraid of their answers."

Taking it a step further, Taylor gives some good advice: "Copy what great stations do. Take the best that's out there — but don't mimic — and make it your own. Also, give your audience what they want by getting to know them. Find out why and how they use radio and what they like or don't like, and don't be afraid of their answers."

Serious, But Positive

One interesting example of KTLI's philosophy is that it never airs a news story from a negative point of view. Surveys have shown that its listeners don't like hearing words like *dead* or *killed* on the air, so KTLI uses other terms that are less harsh but still communicate the seriousness of a story.



By Jimmy Moore

This week we continue our series spotlighting employees and volunteers who go beyond the call of duty each week at Christian radio. If you have someone you'd like to nominate, send the information to *rwelke@radioand records.com*. Weekly winners receive a special gift from Rocketown Records and Chris Rice.

Who: Anne Verebely What: GM for 12 years Where: WODC/Norfolk

There are many unique characters who work diligently behind the scenes to make Christian radio the best it can be all across America. In Norfolk-Virginia Beach there is a fiery redhead named Anne Verebely,

who has worked at WODC since 1989. As GM since 1991 of the first and only all-volunteer Christian music radio station in the Hampton Roads area, she has been the key to the station's success. Although she has seen hundreds of jocks come and go over the past 12 years, she has remained the steady and constant leader behind the scenes.

Anne's leadership has enabled WODC to grow from a minimum-watt frequency without a mission into a station that exalts the name of Jesus not only in the Virginia Beach and Norfolk area, but now to the entire world via



Anne Verebely

the Internet. Anne is quick to give God and the DJs credit for making the station what it is today; however, I can honestly say that WODC would not be the same if it had not been for its true silent hero.

We love and thank you, Anne, for your years of commitment and dedication — on the other side of the radio.

Jimmy Moore is a former WODC air talent.

"We want to be encouraging, edifying and helpful," Taylor says. "We credit Jim Marbles at KXOJ/Tulsa for teaching us that negative stories are available anywhere, so listeners don't necessarily have to hear it from us.

"Facts are facts, but we strive to present stories so Mom is comfortable while staying informed. Basically, we ask ourselves how we would tell our own kids about something."

Of course, even the most well oiled stations have to scramble at times, especially when a record label comes calling. But last year, even with very short notice, KTLI ended up putting on a remarkable event.

"We hosted an Amy Grant show, and we had only three weeks to promote it," Taylor says. "People who bought CDs at a local bookstore got two free tickets to the show. When the SoundScan numbers came in, Wichita had the most first-week sales in the country. The whole staff worked tremendously hard, and we received plenty of praise e-mail from listeners about our staff and that event."

Good Counsel

Although Christian radio is striving to get better every day, all programmers have their own angles on how we can improve on what we do. Taylor offers his philosophy on where the format is and where it could go in the future.

He says, "I'd like to see us lighten up a bit, have fun and enjoy our abundant life. I appreciate the preaching and teaching stations, so the music stations don't have to do that. Instead, we get to play great songs, inform and entertain in a real and relevant way.

"We seem to feel this expectation

that we're supposed to sound spiritual or holy. Well, KTLI never gets accused of that. We can laugh and joke without being irreverent and still serve the church and the community.

"I always see radio trying to create events and activities for the listener, but I believe it's also effective if we spend energy getting on board with what is already going on in the community. If we come alongside to support whatever bandwagon is happening at the time, we get credit for being involved in what's already important to our listeners.

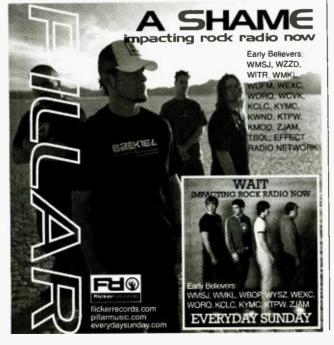
"We could also broaden our musical horizons. There is such a variety available to Christian radio now, with so many amazing artists and wonderful songs. It's too bad we can't play them all. Our mainstream counterparts' playlists have a greater diversity of styles than ours do. I think our audience would accept certain songs that don't necessarily fit the norm as some now see it."

Finishing Up

To finish up, Taylor gives us a glimpse of one of the best experiences for those who work in Christian radio: "I just finished up a phone call from a listener who went out of her way to tell me how much our station has made a difference for her and her family.

"They didn't listen much to Christian music when they first moved to Wichita, but her husband's favorite song had just played on the radio. They love our concerts, and her kids actually think we're fun.

"She is encouraged by KTLI constantly and just wanted to say thank you. *That* is exactly what we strive for. And God allows us to be a part of that."



The GGM Update

Christian Retail, Radio & Records Newsweekly

The **CCM** Update

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Artists Take The Solo Spotlight

New releases on the way from Caedmon's Call's Webb and NewSong's Lee

This week THE CCM UPDATE spotlights two unique solo artists, both with deep roots in highly successful bands: Russ Lee of NewSong and Derek Webb of Caedmon's Call.

Lee has one earlier solo project, while Webb's announcement that he is leaving Caedmon's after a decade to pursue a solo career came just this week. While the men differ in style, they share a heart for ministry that is evident in both the subtleties and the bold candor of their music and lyrics.

A Living Room Near You

Webb's first solo project, She Must and Shall Go Free, is set for release March 25 on INO Records. Here's

what he has to say about the project and his decision to go solo.

His inspiration: "This album and the new direction for me were really born out of my observations of the church and my own heart. Something about being at a Christian bookstore conven-

tion in Atlanta a year ago really started to show me where the church's affections lie - in certain books, authors, movements.

"Seeing it so obviously there, I started seeing the subtleties in my own heart. I realized that I don't believe the gospel is sufficient and that I, just like the church, go elsewhere to get my needs met. In that moment I realized that what I needed to do was to go into the church and preach the gospel."

On going solo: "I'm really proud of what Caedmon's Call have done over the years, but I've always looked forward to doing my own project. For this record, the word I

> kept coming back to was unsophisticated, in everything from the packaging to the way we play our parts.

"This record is about communicating to the church, and I believe people can relate more to something that isn't completely polished. We recorded a lot of the

songs live. It's a roots record, so we wanted to make sure we captured the little imperfections."

Tour beat: "I'm really not satisfied

with just hoping people get the message of these songs. So, instead of doing a big spring tour, we're going into people's houses to play shows.

"I'm really proud of what Caedmon's Call have done over the years, but I've always looked forward to doing my own project.

Russ Lee

We want churches or colleges to sponsor concerts; we'll sell 75 tickets and go to someone's house with a guitar, play some songs and open up the room for discussion and Bible study. I want to explore everything I'm saying in community."

His future with Caedmon's Call: "I just finished the new studio record with Caedmon's Call, Back Home. I do have new responsibilities

CCM UPDATE GALLERY



EVERYBODY CELEBRATE! Nashville-based nominees for the 45th annual Grammy awards gathered last week at the Loew's Vanderbilt Plaza Hotel for a reception in their honor, sponsored by the Nashville chapter of the Recording Academy. Pictured after interviews with local media are Essential Records act Third Day's Mark Lee, Brad Avery and Tai Anderson; ForeFront artist tobyMac; Third Day's David Carr; and Matt Odmark of Essentials' Jars Of Clay.

this year, but the band is really supportive of what I'm doing. I

wouldn't be able to do this if I didn't feel their support."

A Second Solo Flight

Russ Lee's sophomore solo album, The Second Mile. is set for release next month on Christian Records. Here he talks about how his approach to recording has changed and what he's learned along the way.

His own way: "For the first time, in the recording process I made a conscious decision not to try to impress anyone. I wanted to make sure I was working with and writing with the people I connected with — guys who had some experience and were making an impact. I really drew from experience in my own writing, but also from other artists."

On knowing himself: "I feel like there are some critical, know-what-I'm-about moments on this record. The song 'We Belong to Christ' is such a statement of how Christ changes our lives - how He changed my life when I came into relationship with Him.

"The Prodigal' is another significant cut. I don't ever want to forget what it was like to be lost, what it felt like to be really lonely in my soul and what it feels like to be rescued."

Tour beat: "I'm really excited about the tour we're planning. We're going to make our live shows a visual event. I don't see anyone taking that on as their personal chal-

lenge, so we've got some stuff in the works for some new things onstage. I wrote this record to do some band stuff onstage, like the songs 'Second Mile' and 'Guiding Light."

What's coming up: "I'm looking for an opportunity to go back out to the mis-

sion field with World Vision. On last year's Left Behind tour, 600 kids were sponsored. I really want to spend my time on the things I know I'm supposed to be about. In the past, before I was a Christian, I facilitated a lot of drug addiction, so I love working with Teen Challenge

"I just finished a new record with Greg Long, Bob Carlisle and Scott Krippayne called The David Project. I also hope to continue to write songs for the Left Behind movie soundtracks."

- Lindy Warren

Movers, Shakers & Newsmakers

- Nina Williams of Essential Records rises to VP/Marketing from Sr. Director/Marketing for the label.
- Jackie Marushka Smith of Provident Music Group is promoted from Sr. Director/Public Relations to VP/Public Relations for the Christian-music company.
- Provident Music Distribution's Mike Newman is raised from Director/Distribution Services to VP/Distribution Services for Provident's Distribution Center.
- Superchick are featured in the spring issue of Tiger Beat magazine. Additionally, the Inpop band's lead guitarist and vocalist, Melissa Brock, will be featured in an upcoming issue of Marie Claire magazine; she's set to head to New York in two weeks for a photo shoot with the magazine.
- Dove Award-winning Essential artists Third Day are in the studio finishing their followup to the gold-certified Offerings: A Worship Album. The new recording, Offerings II: All I Have to Give, is set to be released on March 4 and is being produced by Third Day and Monroe Jones (Chris Rice, Shaun Groves, Paul Colman Trio).
 - Essential Records' FFH look ahead to the April 15 release of their fourth full-length project for the label, Ready to Fly.
 - Furious? Records' Delirious? will release their first live double CD, Access:d: live worship in the key of D, on April 8.
- American Music Award-winning and Grammy-nominated vocal group Avalon on March 25 debut Testify to Love: The Very Best of Avalon on Sparrow Records. The greatest-hits package contains 12 of the group's No. 1 radio hits. along with three new songs. The first single, "Everything to Me," introducing new Avalon member Melissa Greene, was immediately added on radio stations nationwide.

TALK BACK TO CCM!

Do you have questions, mments or feedback regarding this column or other issues? E-mail:

Iconnor@ccmcom.com

	#		February 21, 2003				
l	LAST WEEK	THIS	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	WEEKS ON CHART	TOTAL STATIONS
l	1	0	STEVEN CURTIS CHAPMAN A# About Love (Sparrow)	1803	+38	7	57/0
l	4	2	NEWSBOYS He Reigns (Sparrow)	1529	+133	5	56/1
	2	3	MERCY ME Spoken For (INO)	1516	-122	21	46/0
١	3	4	CHRIS RICE The Other Side Of The Radio (Rocketown)	1486	-62	14	51/1
	8	5	NATALIE GRANT Will Be (Curb)	1306	+169	8	47/4
l	5	6	THIRD DAY Nothing Compares (Essential)	1243	-103	19	40/0
I	12	7	JACI VELASQUEZ You're My God (Word/Curb/Warner Bros.)	1214	+198	3	57/4
ı	6	8	JANNA LONG Greater Is He (Sparrow)	1198	-99	17	39/0
l	10	9	CAEDMON'S CALL Only Hope (Essential)	1178	+128	7	46/5
l	11	1	JARS OF CLAY The Valley Song (Essential)	1097	+80	7	46/2
١	9	11	MICHAEL W. SMITH Lord Have Mercy (Reunion)	1039	-62	13	39/0
I	7	12	4HIM I Know You Now (Word/Curb/Warner Bros.)	991	-184	19	34/0
I	16	13	BIG DADDY WEAVE Audience Of One (Fervent)	981	+2	11	35/1
ĺ	17	14	PHILLIPS, CRAIG & DEAN My Praise (Sparrow)	971	+110	6	41/4
I	2 2	15	FFH You Found Me (Essential)	854	+198	2	42/10
I	14	16	MARK SCHULTZ Think Of Me (Word/Curb/Warner Bros.)	835	-163	18	32/0
I	15	17	NICHOLE NORDEMAN Holy (Sparrow)	827	-163	26	29/0
	13	18	SIXPENCE NONE THE RICHER Breathe Your Name (Squint/Curb/Reprise)	793	-214	14	29/0
	19	19	JOY WILLIAMS Surrender (Reunion)	710	-61	20	24/0
I	20	20	JODY MCBRAYER To Ever Live Without Me (Sparrow)	691	-61	21	24/0
Ì	29	21	AVALON Everything To Me (Sparrow)	650	+214	2	31/7
I	21	2 2	KARA Beautiful Moment (Vertical)	646	-50	11	25/1
I	24	23	RACHAEL LAMPA Brand New Life (Word/Curb/Warner Bros.)	622	+64	4	26/3
	23	24	AUDIO ADRENALINE Pierced (ForeFront)	618	+32	4	24/0
	18	25	BEBO NORMAN Great Light Of The World (Essential)	606	-231	24	22/0
	25	26	ZOEGIRL Plain (Sparrow)	532	-24	7	20/0
I	27	27	DAILY PLANET Live (Reunion)	483	+9	4	20/1
	26	28	FREDDIE COLLOCA You Chose My Heart (One Voice)	474	.6	8	20/0
	28	29	PHIL JOEL I Adore You (Inpop)	401	-43	13	18/0
	30	310	TRUE VIBE Pray (Essential)	394	+26	3	21/1

60 AC reporters. Songs ranked by total plays for the airplay week of Sunday 2/9-Saturday 2/15. © 2003 Radio & Records.

New & Active

SONICFLOOD Famous One (INO)
Total Plays: 357, Total Stations: 16, Adds: 0
AVALON Undeniably You (Sparrow)
Total Plays: 337, Total Stations: 14, Adds: 1
SALVADOR Worthy (Word/Curb/Warner Bros.)
Total Plays: 333, Total Stations: 13, Adds: 0
JOEL HANSON Broken (Independent)
Total Plays: 309, Total Stations: 12, Adds: 1
GO FISH Ask (Inpop)
Total Plays: 206, Total Stations: 8, Adds: 0

REBECCA ST. JAMES I Thank You (ForeFront)
Total Plays: 198, Total Stations: 14, Adds: 11

AARON SPIRO You Are The One (Sparrow)
Total Plays: 195, Total Stations: 8, Adds: 0

SWITCHFOOT More Than Fine (Sparrow)
Total Plays: 173, Total Stations: 7, Adds: 0

STACIE ORRICO Strong Enough (ForeFront)
Total Plays: 164, Total Stations: 11, Adds: 5

GLASSBYRD I Stand Amazed (Word/Curb/Warner Bros.)
Total Plays: 163, Total Stations: 8, Adds: 1

Songs ranked by total plays

Most Added ...

www.rrindicator.com	
ARTIST TITLE LABEL(S)	ADDS
REBECCA ST. JAMES I Thank You (ForeFront)	11
FFH You Found Me (Essential)	10
SOULJAHZ True Love Waits (Squint/Curb/Warner Bros.)	8
AVALON Everything To Me (Sparrow)	7
CAEDMON'S CALL Only Hope (Essential)	5
STACIE DRRICO Strong Enough (ForeFront)	5
ANDREW PETERSON Just As I Am (Watershed/Essential)	4
JACI VELASQUEZ You're My God (Word/Curb/Warner Bros.)	4
NATALIE GRANT I Will Be (Curb)	4
PHILLIPS, CRAIG & DEAN My Praise (Sparrow)	4
RELIENT K Getting Into You (Gotee)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
AVALON Everything To Me (Sparrow)	+214
FFH You Found Me (Essential)	+198
JACI VELASQUEZ You're My God (Word/Curb/Warner Bros.)	+198
NATALIE GRANT I Will Be (Curb)	+167
NEWSBOYS He Reigns (Sparrow)	+133
CAEDMON'S CALL Only Hope (Essential)	+128
REBECCA ST. JAMES I Thank You (ForeFront)	+113
PHILLIPS, CRAIG & DEAN My Praise (Sparrow)	+110
SOULJAHZ True Love Waits /Squint/Curb/Warner Bros.)	+102
STACIE ORRICO Strong Enough (ForeFront)	+91

Christian ACtivity,

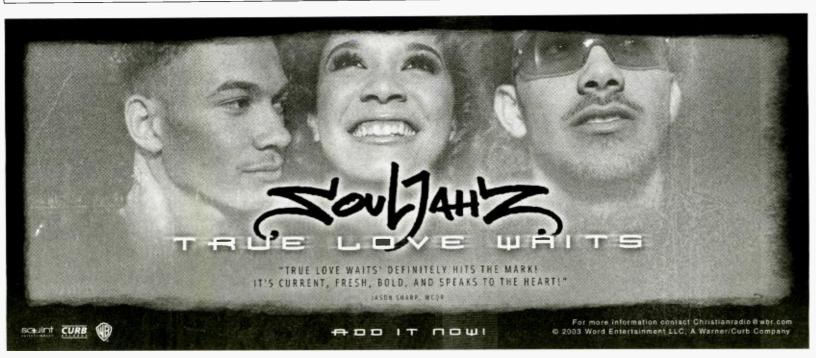
by Rick Welke

A Big Week At AC

Big movement this week at AC, with seven tunes increasing more than 100 plays each. **Avalon's** "Everything to Me" heads up the bunch, rising 29-21 and taking Most Increased. Not to be outdone, **Jaci Velasquez** and **FFH** each rise +198 plays, leaping five and seven positions, respectively. Velasquez shoots up to No. 7 after only three short weeks on the chart, and an unheard of 57 stations are spinning "You're My God."

Steven Curtis Chapman remains at the top of the list, solidifying his No. 1 spot with a modest gain in plays. Newsboys' "He Reigns" rises 4-2, waiting it out for labelmate Chapman to fall from the top perch — but don't look for that to happen for at least three or four weeks.

Look for debuts from the likes of Rebecca St. James, Joel Hanson and Sonicflood in the next two weeks as stations begin to pick up on these artists' new efforts.





CHR TOP 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
2	0	JEREMY CAMP Understand (BEC)	882	+7	17	24/1
1	2	PAUL COLMAN TRIO Run (Essential)	850	-45	16	23/0
4	3	SWITCHFDOT More Than Fine (Sparrow)	809	+79	6	26/0
3	4	JARS OF CLAY Revolution (Essential)	788	+26	9	24/0
5	5	NEWSBOYS He Reigns (Sparrow)	730	+11	5	25/0
8	6	MERCY ME Spoken For (INO)	724	+50	15	19/1
6	7	DELIRIOUS? Touch (Furious?)	709	-1	11	21/0
12	8	PLUMB Sink-n-Swim (Curb)	645	+36	5	23/0
18	9	STEVEN CURTIS CHAPMAN All About Love (Sparrow)	628	+119	4	21/3
9	10	NICHOLE NORDEMAN Hoty (Sparrow)	627	-25	22	15/0
10	11	TREE63 No Words (Inpop)	600	-36	15	18/0
11	12	KUTLESS Run (BEC)	598	-17	8	18/0
7	13	JOY WILLIAMS Surrender (Reunion)	583	-121	21	16/0
16	14	SHAUN GROVES Should I Tell Them? (Rocketown)	570	+46	6	17/0
19	15	SWIFT Under The Sun (Flicker)	535	+34	6	19/1
13	16	THIRD DAY 40 Days (Essential)	514	-60	21	14/0
17	17	LIFEHDUSE Spin (Sparrow/DreamWorks)	496	-18	22	14/0
15	18	DAILY PLANET Everything Revolves (Reunion)	487	.47	7	17/1
14	19	SIXPENCE NONE Breathe (Squint/Curb/Reprise)	439	·125	20	13/0
22	20	BIG DADDY WEAVE Audience Of One (Fervent)	429	+8	6	14/0
21	21	BEBD NDRMAN Great Light Of The World (Essential)	422	·20	22	10/0
25	22	AUDIO ADRENALINE Dirty (ForeFront)	419	+58	2	19/2
20	23	TRUE VIBE Supernatural (Essential)	417	-26	4	16/1
24	24	BENJAMIN GATE Lift Me Up (ForeFront)	384	-11	7	13/0
27	25	SANCTUS REAL Say It Loud (Sparrow)	354	+13	7	13/2
29	26	CHRIS RICE The Other Side Of The Radio (Rocketown)	353	+17	6	13/2
26	27	ALL STAR UNITED Sweet Jesus (Furious?)	320	·23	8	11/0
23	28	EVERYDAY SUNDAY Stand Up (Flicker)	315	·105	23	9/0
28	29	RELIENT K Less Is More (Gotee)	310	-29	16	11/0
Debut	· 1	STACIE ORRICO Security (ForeFront)	298	+102	1	13/4

28 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 2/9-Saturday 2/15. © 2003 Radio & Records.

New & Active

12 STONES The Way I Feel (Wind-up) Total Plays: 298. Total Stations: 9, Adds: 0

LARUE Tonight (Reunion)
Total Plays: 277. Total Stations: 15, Adds: 4

RACHAEL LAMPA Brand... (Word/Curb/Warner Bros.)
Total Plays: 243, Total Stations: 10, Adds: 3

DC TALK The Hardway (Revisited) (ForeFront) Total Plays: 225, Total Stations: 6, Adds: 0

SARAH SADLER Running Into You *(Essential)* Total Plays: 189, Total Stations: 9, Adds: 2

ZOEGIRL Plain (Sparrow)
Total Plays: 166, Total Stations: 5, Adds: 0

NATALIE GRANT | Will Be (Curb) Total Plays: 157, Total Stations: 6, Adds: 0

ACQUIRE THE FIRE Lift (Inpop) Total Plays: 149, Total Stations: 6, Adds: 1

AARON SPIRO Thrill (Sparrow)

Total Plays: 147, Total Stations: 8, Adds: 1 JOHN REUBEN Doin' (Gotee) Total Plays: 141, Total Stations: 5, Adds: 0

ROCK TOP 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	KUTLESS Run (BEC)	337	-23	14	37/1
3	2	38TH PARALLEL Hear (Squint/Curb/Warner Bros.)	310	+51	5	36/6
5	3	POOR OLD LU Revolve (Tooth & Nail)	257	+2	7	28/0
4	. 4	JARS OF CLAY Revolution (Essential)	251	.5	10	21/0
2	5	JUSTIFIDE To Live (Ardent)	245	-15	13	31/3
23	6	EVANESCENCE Bring Me To Life (Wind-up)	240	+89	2	26/7
12	0	PIVITPLEX You Know (Sonic Fish)	240	+16	4	26/3
6	8	PAX217 I'll See You (ForeFront)	234	-18	18	22/0
16	9	SWITCHFOOT Meant To Live (Sparrow)	228	+56	2	28/6
7	10	SANCTUS REAL Say It Loud (Sparrow)	225	·25	14	29/2
13	11	BILLIONS Never Felt This Way Before (Northern)	221	-3	6	21/2
9	12	LIFEHOUSE Spin (Sparrow/DreamWorks)	216	-24	20	24/0
8	13	BENJAMIN GATE Lift Me Up (ForeFront)	214	-28	16	23/0
10	14	12 STONES The Way I Feel (Wind-up)	210	-28	16	21/0
11	15	LAST TUESDAY Right Here (DUG)	199	-28	7	22/2
14	Tb	HOLLAND I'm Not Backing Down (Tooth & Nail)	195	+1	2	24/5
Debut	0	12 STONES Crash (Wind-up)	193	+89	1	19/8
Debut	18	SEVENTH DAY SLUMBER I Know (Crowne)	186	+64	1	21/7
15	19	STAVESACRE If Not Now (Nitro)	176	+3	10	16/1
17	20	DELIRIOUS? Fire (Furious?)	172	+1	6	22/2
Debut	a	RELIENT K Am Understood? (Gotee)	161	+97	1	19/8
Debut	22	DEMDN HUNTER My Throat Is An (Solid State)	160	+34	1	018
22	23	BLINDSIDE Pitiful (Elektra/EEG)	158	+4	16	14/1
19	24	DC SUPERTONES Superfly (Tooth & Nail)	154	-10	13	25/1
21	25	CURBSQUIRRELS Dependence Day (DUG)	151	-9	8	19/1
27	26	TDO BAD EUGENE Soli Deo Gloria (Tooth & Nail)	147	+12	3	14/3
24	27	STRANGE OCCURRENCE Sunrise (Steelroots)	147	-3	3	17/4
26	23	VEEHR Everyone (Thin King)	144	+3	6	7/0
29	29	ACQUIRE THE FIRE Lift (Inpop)	141	+7	9	19/1
28	1	SKILLET Will You Be There (Ardent)	135	0	6	16/1

44 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 2/9-Saturday 2/15.

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New & Active

238 Modern Day Prayer (Tooth & Nail) Total Plays: 134, Total Stations: 15, Adds: 1

JEREMY CAMP Understand (BEC) Total Plays: 128. Total Stations: 8, Adds: 1

PLANKEYE Down To The Altar (BEC)

Total Plays: 123. Total Stations: 11, Adds: 4

DENISON MARRS Send Me An Angel (Floodgate) Total Plays: 117, Total Stations: 10, Adds: 2

RE:ZOUND Breathe (Independent) Total Plays: 106, Total Stations: 10, Adds: 1 FURTHERMORE Letter To Myself (Universal) Total Plays: 101. Total Stations: 5, Adds: 1

MIKE STAND Bound To The Unknown (Galaxy 21) Total Plays: 100, Total Stations: 12, Adds: 1

PILLAR A Shame (Flicker) Total Plays: 85, Total Stations: 15, Adds: 8

DOGWOOD Faith (BEC)

Total Plays: 85, Total Stations: 7, Adds: 1

BIG FAT JAM What Can I Do (Absolute)







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INSPOTOP 20

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	MICHAEL W. SMITH Lord Have Mercy (Reunion)	356	-2	12	20/0
3	2	GO FISH Savior (Inpop)	344	+23	7	20/0
4	3	AL DENSON Holy is The Lord/He is Exalted (Spring Hill)	287	-23	10	16/0
2	4	KATINAS Eagle's Wings (Gotee)	284	-45	16	18/0
6	5	ALLEN ASBURY In The Light Of That City (Doxology)	261	+14	9	17/0
8	6	SHANNON WEXELBERG From The Rising (Doxology)	259	+26	5	17/0
11	0	PHILLIPS, CRAIG & OEAN My Praise (Sparrow)	250	+41	5	18/1
9	8	RAY BOLTZ in Your Name (Spindust)	233	+3	7	17/1
10	9	BRODKLYN TABERNACLE CHOIR This Is How (M2.0)	214	-12	12	15/0
7	10	MERCY ME Spoken For (INO)	198	-41	19	14/0
12	0	WAYNE WATSON Cry Of My Heart (Spring Hill)	193	0	6	15/0
13	12	CHRIS RICE The Other Side Of The Radio (Rocketown)	190	+2	7	14/0
5	13	4HIM Who You Are (Word/Curb/Warner Bros.)	181	-72	17	13/0
14	14	TWILA PARIS We Bow Down (Sparrow)	158	+5	3	15/1
Debut	15	AVALDN Everything To Me (Sparrow)	124	+47	1	14/6
18	16	NICHOLE NORDEMAN Holy (Sparrow)	124	-4	19	9/0
17	17	RDNNIE FREEMAN Satisfied (Rocketown)	122	-16	3	13/0
Debut	18	CAEDMON'S CALL Dnly Hope (Essential)	105	+20	1	8/2
Debut	19	SANDI PATTY Fields Of Mercy (Word/Curb/Warner Bros.)	104	+2	1	9/1
19	20	COREY EMERSON Turn Your Eyes (Discovery House)	100	-18	4	6/0

20 Inspo reporters. Songs ranked by total plays for the airplay week of Sunday 2/9-Saturday 2/15.

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Rhythmic Specialty Programming

ARTIST TITLE LABEL(S)

- JOHN REUBEN Doin' (Gotee)
- T-BDNE Blazing Microphones (Flicker)
- PLAYDDUGH Seeds Of Abraham (Uprok)
- KJ-52 Bear Slim (Uprok)
- 5 DJ MAJ Street Credibility (Gotee)
- RDYAL RUCKUS A Wink And A Nudge (Flicker) 6
- KNDWDAVERBS What You Rock Now (Gotee)
- TRIN-I-TEE 5:7 Dance Like Sunday (B-Rite/Jive)
- PEACE 586 Love's Still There (Uprok)
- RIGHTEDUS RIDERS Me & You (Tyscot)

CHR Most Added

www.rrindicator.com	
ARTIST TITLE LABELISI	ADOS
STACIE ORRICO Security (ForeFront)	4
LARUE Tonight (Reunion)	4
HOLLAND I'm Not Backing Down (Tooth & Nail)	3
RACHAEL LAMPA Brand New Life (Word/Curb/Warner Bros.)	3
AUDIO ADRENALINE Dirty (ForeFront)	2
CHRIS RICE The Other Side Of The Radio (Rocketown)	2
JUSTIN FOX BAND Can't Bring Me Down (Independent)	2
RELIENT K Getting Into You (Gotee)	2
SANCTUS REAL Say It Loud (Sparrow)	2

Rock Most Added

www.rrindicator.com	
ARTIST TITLE LABEL(S)	ADDS
PILLAR A Shame (Flicker)	8
12 STONES Crash (Wind-up)	8
RELIENT K I Am Understood? (Gotee)	8
EVANESCENCE Bring Me To Life (Wind-up)	7
SEVENTH DAY SLUMBER I Know (Crowne)	7
EVERYDAY SUNDAY Wait (Flicker)	6
SWITCHFOOT Meant To Live (Sparrow)	6
38TH PARALLEL Hear My Cry /Squint/Curb/Warner Bros./	5
HOLLAND I'm Not Backing Down (Tooth & Nail)	5
SUPERCHICK Hero (Inpop)	5

Inspo Most Added __

www.rrindicator.com	ADDS
ARTIST TITLE LABEL(S)	ADUS
AVALON Everything To Me (Sparrow)	6
GREG LONG Cannot Hide From You (Independent)	4
JACI VELASQUEZ You're My God (Word/Curb/Warner Bros.)	4
MICHAEL CARD I Left Everything To Follow You (M2.0)	4
SCOTT KRIPPAYNE Live To Worship (Spring Hill)	3
BEST OF FRIENDS Even Greater (Independent)	2
CAEDMON'S CALL Only Hope (Essential)	2
GERON DAVIS & KINDRED SOULS Flow (Vital)	2
SELAH Hold On (Curb)	2

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How Record Pools Work Records

An alternative promotional avenue for labels

For many years Radio y Música was the avenue by which record pools and record companies communicated with each other. Through their reports to RyM and, now, R&R, the labels service the pools, and, in return, their music is played at the hottest clubs.

What exactly are record pools? They're music clubs that supply their members, mostly club DJs,

with the latest material that the record labels are seeking to promote. It's an alternative way to promote a song or an artist — especially a new artist radio isn't touching - and most labels work closely with the many record pools Mauricio Corea that exist across the



The Research Cycle

This type of alternative promotion is particularly important, because radio's playlists are very tight and most stations don't program songs that have not done well in research. But to be included in the research, a song has to have been requested by the audience. For that to happen, the audience needs to have heard the song. It's a cycle that doesn't make much sense.

"Radio is very limited, musically speaking," says L.A. Latin pool Director Mauricio Corea. "A record pool is the bridge between the DIs at the nightclubs and the record labels. We are the only option the record labels have to get their music out to those peo-

ple who won't listen to it on the radio."

In return for a monthly fee, record pools provide their members with all the product they need. "The record labels give us promotional material, especially remixes, that radio doesn't play," Corea says. "That's the music we work with, and we promote all genres: regional Mexican, bachata, reggaetón, salsa, pop, etc."



REACHING OUT KXOL/Los Angeles DJ Rafa Miramontes (I) takes time to make a fan happy and give her a hug.

NJ Latinos Unidos pool owner William Otero explains that, for many labels, promotion through the record pools is their only means of survival. For those labels, he says, "It's basically free promotion."

Pietro Carlos, +108 Records

President, says the pools are important to his label's efforts. "When we go to a market and radio is not supporting the artist, the only choice is record pools," he explains. "Through their DIs and clubs, the market supports your



A Growing Role

had on young kids."

The role of the record pools in promoting music has steadily increased; in fact, the time when the pools limited themselves to passing out promotional material is over. VIP pool Director Héctor Vargas says, "Over the years some pools have gotten involved in other things, like street promotions and marketing, dealing with retail stores and doing a little extra footwork to present the product to the record buyers."

Corea agrees, saying the record pools aren't going to make anyone rich by themselves but have become an avenue to other accounts, such as paid promotions with the labels. But the primary job of a pool is still to distribute material to DJs and get it played

Pietro explains that labels often find there's an advantage in having record pools do grass-roots

promotions, because the pools know the market and the streets. Although some labels don't want to spend money on pools, he believes they are a great alternative. "They are one of the best choices to get to the grass roots, to get to the people who buy your CDs," he says.

Record pools keep their ears to the ground and stay up to date on what's going on at the clubs and on radio, and all that extra attention contributes to the promotion of the records.

"That's what we are: many promotional companies, each located in a part of the city where it's often difficult for the labels to get to all the time," says Vargas. "The record pools act like independent reps for each of the labels. At the same time, the labels have the option to hire us to do even more than distribute the product to the main DIs in the city.'

Vargas says the pools' increased role has actually turned into a

great blessing for the labels, because it is helping to increase product awareness. As Corea notes, "Instead of paying the cost of doing promotion on the streets, the labels send us the material for free, and we take it to the clubs through our mem-



But membership in record pools isn't limited to club DJs: Radio personalities can, and do, join pools as

well. "We actually have radio DJs who are members, which has proven to be an advantage for the record labels," says Vargas, who adds that even some radio music directors like to stop by pool offices to check out the latest releases. "They're taking advantage of the

fact that we know what the kids are going crazy over," he says.

Pietro Carlos

The NRPDA

About three months ago in Miami a group of record pools formed the National Record Pool Directors Association, whose purpose is to help artists and labels by monitoring the pools and keeping them legitimate. "We're trying to cut the fat off the meat and give the labels the record pools that work for each region, so they can save money and get the promotion they want," Ortero, who serves as VP of the organization, explains.

Some pools, he points out, aren't doing their job: "To use radio as an example, if you're a record label and only have a few CDs to send out, you don't want to send them to the one-hour radio show; you'd rather send them to stations that are on 24/7 and get better results."

Some record pools have chosen not to join the new organization, but Otero says... those pools shouldn't worry. The NRPDA doesn't dictate who gets serviced by the record labels — the labels have the final say on that.

As a member of the record community, Pietro says he feels that labels shouldn't stop servicing pools that are not NRPDA members. "Every little promotion you get from any source helps your artist and your label," he explains. "If there's an organization and it's helping evervone equally, all the pools should join, but it's an individual decision to be part of it or not.

"Record labels are here to promote. You have to serve everyone, because labels are after sales, and promotion helps accomplish that."

Piracy And The Pools

As good a promotional tool as the record pools are, they are facing troubled times. Even the pools have to contend with downloading, file-sharing and piracy. "Downloading from the Internet has really hurt us, because if DJs are getting their music from the 'Net, they don't need us," Corea says. He hopes things will get better once the authorities find a way to curb piracy.

Additionally, in Los Angeles, Corea has found that flea markets have become the place to go to purchase the latest - pirated - music

> cheaply. "You can get any song you want, including the latest stuff," he says. "They'll sell you 32 songs for \$7. That's been going on for years."

> Just as important not only to combat piracy, but to get better results for the music — is good communication between

the labels and the pools. "It's important that the labels listen to the pools and pay attention to what we are reporting," Vargas says. "We do reviews, and we let them know what's going on in our markets. It's up to them to take that information into consideration.

"We're the labels' ears in our particular market. That's the way it should be. That's why it's important the labels get to know the pools and communicate with them.

TALK BACK TO R&R!

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

Phone: 310-788-1670 F-mail: jmadrigal@radioandrecords.com Fax: 310-203-9763



This Week In Spanish-Language Music

News

 Legendary master of salsa Oscar D'León has just released his latest work. D'Leon has more than 30 years of success under his belt, and his 69th album, Infinito, promises to be pure energy. The first single from the Venezuelan superstar's latest is "Cómo Olvidarte," which appears as a bolero track and a salsa track.



Oscar D'Leói



José José

 Another great, Mexico's José José, has just released José José Presenta El Principe Con Trio, Vol. 1. Known for his love songs and his romanti-

cism, "El Principe de la Canción" is celebrating 40 years in the business with this CD, which brings together some of his greatest hits in trio arrangements by Chamin Correa. Classics like "Almohada," "La Nave Del Olvido," "El Amor Acaba" and "Payaso" are included in this production. Two more volumes of *El Príncipe Con Trio* will follow: *Vol. 2* will be out in

May, in time for Mother's Day, and Vol. 3 will be released during the Mexican Independence celebrations in September as a present to José's native land.

After an announcement that she was leaving the business and two
years without a new recording, Noelia is back to savor the success of
songs like "Tú" and "Candela." Her new album, Natural, is set to be
released at the end of this month, while the single "Clávame Tu Amor"
is already on radio. Hitmaker Kike Santander produced the album.



Noelia



POVEDA AT THE RECORDING STUDIO Donato Poveda is not only nominated for a Grammy in the Best Latin Pop Album category for Bohemio Enamorado, he's a sought-after producer. Poveda is currently working with executive producer Adrian Posse on Patricia Manterola's next album. Seen here (I-r) are BMG's Miguel Garracho, engineer A. Tahan, Poveda, Manterola and KBUA & KBUE (La Qué Buena)/Los Angeles PD Pepe Garza.

See Them Live

February

- 21 Enanitos Verdes, New York
- 21 Carametos De Cianuro, Machu Picchu-Isla Verde, PR
- 22 Caramelos De Cianuro, Villalba, PR
- 22 Enanitos Verdes, New Jersey
- 22 Mario Gomez & Vilma Palma, Billboard Live, Miami
- 23 Enanitos Verdes, Boston
- 26 Cuchara & Locos Por Juana, Macarena, Miami
- 27 Amigos Invisibles, SOB's, New York
- 27 Caramelos De Clanuro, Mayagüez, PR
- 28 Enanitos Verdes, Los Angeles



Enanitos Verd

R&R And Radio Y Música Adjust Spanish-Language Station Reporting Guidelines

After receiving feedback from the radio and record communities, R&R and Radio Y Música will be adjusting their reporting guidelines for Spanish-Language stations effective immediately.

Reporters are now invited to submit their top 20 songs, ranked from 1 to 20, as they previously reported them to the *Radio y Música* magazine. Songs ranked at No. 1 will be assigned a point value of 20, songs at No. 2 will be assigned a point value of 19 and so on, down to one point for the song at No. 20. Stations may report more than 20 songs; however, those songs will receive one point each.

Charts will then be ranked by total points and not plays. This will apply to all formats, including Record Pool and Rock-Alternative.

Stations will be asked to continue to report their playlists via the web at www.rrindicator.com, but they still have the option to fax or e-mail them. When asked to submit plays, enter 20 for your No. 1 song, 19 for No. 2, and so on.

We appreciate all your support.

Rock/Alternative

- TW ARTIST Title Label(s)
- MOLOTOV Frijolero (Universal)
- 2 ATERCIOPELADOS Mi Vida Brilla (BMG)
- 3 JAGUARES Te Lo Pido Por Favor (BMG)
- 4 CAFE TACUBA Déjate Caer (MCA)
- 5 RESORTE Alcohol (Warner M.L.)
- 6 ENANITOS VERDES Cuánto Poder (Universal)
- 7 CATUPECU MACHU Origen Extremo (EMI Latin)
- 8 GUSTAVO CERATI Cosas Imposibles (BMG)
- 9 VOLUMEN CERO Tortugas Y Sumos (Warner M.L.)
- 10 PANTEON ROCOCO Esta Noche (BMG)
- 11 ENRIQUE BUNBURY SI (EMI Latin)
- 12 ENANITOS VERDES Amores Lejanos (Universal)
- 13 MANU CHAO Bienvenido A Tijuana (EMI Latin)
- 14 JUANES Es Por Ti (Universal)
- 15 MANA Eres Mi Religión (Warner M.L.)

Songs ranked by total number of points. 14 Rock/Alternative reporters.

Record Pool

- TW ARTIST Title Label(s
- 1 SON DE CALI Tan Buena (Univision)
- 2 INDIA Sedúceme (Sony Discos)
- 3 NUEVOS SABROSOS Me Voy De Party (Más Music)
- 4 TITO ROJAS Después De Dios, Las Mujeres (MP)
- 5 ILLEGALES Siento (EMI Latin)
- 6 JON SECADA Si No Fuera Por Ti (Crescent Moon)
- 7 THALIA A Quién Le Importa (EMI Latin)
- 8 CHARLIE VALENS Disco Malo (MP)
- 9 TITO NIEVES La Salsa Vive (Warner M.L.)
- 10 LIMI-T 21 Arranca En Fa (EMI Latin)
- 11 VICTOR MANUELLE El Tonto Que No Te Olvidó (Sony Discos)
- 12 CABAS Tu Boca (EMI Latin)
- 13 EL GENERAL La Mecedora (Mock & Roll)
- 14 KINITO MENDEZ Tírame Tú Que Yo Devuelvo (J&N)
- 15 TAINO Festival (MP)

Songs ranked by total number of points, 21 Record Pool reporters.





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SÍN BANDERA • DAVID LEE GARZA
MILLY QUEZADA • FERNANDO VILLALONA

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CONTEMPORARY TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS
1	SHAKIRA Que Me Quedes Tú (Sony Discos)	602
2	RICARDO ARJONA El Problema (Sony Discos)	513
3	ENRIQUE IGLESIAS Quizás (Universal)	505
4	OLGA TAÑON Así Es La Vida (Warner M.L.)	419
5	JUANES Es Por Ti (Universal)	412
6	MANA Eres Mi Religión (Warner M.L.)	383
7	CHAYANNE Y Tú Te Vas (Sony Discos)	355
8	THALIA No Me Enseñaste (EMI Latin)	334
9	INDIA Sedúceme (Sony Discos)	300
10	MARCO A. SOLIS Dónde Estará Mi Primavera (Fonovisa)	265
11	JUANES A Dios Le Pido (Universal)	260
12	SIN BANDERA Entra En Mi Vida (Sony Discos)	258
13	AMGEL LOPEZ Elegiste Perder (Sony Discos)	244
14	LAS KETCHUP Aserejė (Sony Discos)	232
15	JORDI Tá Ne Sospechas (Sony Discos)	226
16	GISSELLE Márchate (BMG)	217
17	CRISTIAN Cuando Me Miras Así (BMG)	216
18	JUANES Mala Gente (Universal)	195
19	ALEJANDRO MONTANER Dímelo (Sony Discos)	194
20	RICARDO MONTANER Si Tuviera Que Elegir (Warner M.L.)	174
21	SIN BANDERA Kilómetro (Sony Discos)	168
22	LUIS MIGUEL Hasta Que Vuelvas (Warner M.L.)	163
23	AREA 305 Si No Estás (Univision)	155
24	JENNIFER PEÑA El Dolor De Tu Presencia (Univision)	152
25	PAULINA RUBIO Todo Mi Amor (Universal)	139

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Going For Adds

RICARDO MONTANER Suma (Warner M.L.)
ILEGALES Siento (EMI Latin)
RABANES Bam Bam (Crescent Moon)
NICOLE Viaje Infinito (Maverick Música)
VILMA PALMA Vuelve A Comenzar (Balboa)
CABAS Tu Boca (EMI Latin)
TIZIANO FERRO Alucinando (EMI Latin)
BACILOS Mi Primer Millón (Warner M.L.)

TROPICAL TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS
1	INDIA Sedúceme (Sony Discos)	607
2	OLGA TAÑON Así Es La Vida (Warner M.L.)	420
3	GILBERTO S. ROSA Un Montón De Estrellas (Sony Discos)	306
4	JERRY RIVERA Herida Mortal (BMG)	299
5	VICTOR MANUELLE El Tonto Que No Te Olvidó (Sony Discos)	285
6	DOMINGO QUIÑONEZ A Que No Te Atreves (Universal)	266
7	BACILOS Mi Primer Millón (Warner M.L.)	237
8	SON DE CALI Tan Buena (Univision)	228
9	EL GRAN COMBO Se Nos Perdió El Amor (Combo)	213
10	VICTOR MANUELLE En Nombre De Los Dos (Sony Discos)	210
11	TITO NIEVES Dime Que Si (Warner M.L.)	191
12	MARC ANTHONY Barca A La Deriva (Sony Discos)	184
13	NUEVA ERA Amor Eterno (J&N)	175
14	JERRY RIVERA Vuela Muy Alto (BMG)	165
15	GRUPO MANIA Tu Mania Y La Mia (Universal)	163
16	DANIEL RENE No Me Tortures (Univision)	130
17	MANNY MANUEL Mal De Amores (Universal)	125
18	AREA 305 Si No Estás (Univision)	123
19	TITO ROJAS Después De Dios, Las Mujeres (MP)	123
20	DAVID BISBAL Digale (Universal)	120
21	GISSELLE Márchate (BMG)	118
22	RICARDO ARJONA El Problema (Sony Discos)	113
23	MARC ANTHONY Viviendo (Sony Discos)	113
24	ALEX BUENO Pideme (J&N)	111
25	JUAN LUIS GUERRA Y RUBEN BLADES Qué Bonita Luna (Karen)	110

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Going For Adds

LIMI-T 21 Perdóname (*EMI Latin*)

FRANKIE NEGRON Mi Mulata (*Warner M.L.*)

ILEGALES Siento (*EMI Latin*)

TOÑO ROSARIO Yerba Mala (*Warner M.L.*)

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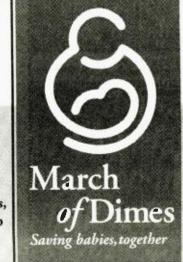
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REGIONAL MEXICAN TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS
1	LIMITE Papacito (Universal)	808
2	INTOCABLE Sueña (EMI Latin)	787
3	JOAN SEBASTIAN Afortunado (Balboa)	713
4	PALOMO De Uno Y De Todo Los Modos (Disa)	700
5	TEMERARIOS Comer A Besos (Fonovisa)	596
6	KUMBIA KINGS f/JUAN GABRIEL & EL GRAN SILENCIO No Tengo Dinero (EMI Latin)	578
7	BANDA EL RECODO Las Vías Del Amor (Fonovisa)	536
8	GERMAN LIZARRAGA Donde Vayas (Disa)	478
9	CONJUNTO PRIMAVERA Una Vez Más (Fonovisa)	443
10	CONJUNTO PRIMAVERA Perdóname Mi Amor (Fonovisa)	415
11	CUISILLOS Eres Imposible De Olvidar (Balboa)	398
12	TUCANES DE TIJUANA La Chica Sexy (Universal)	357
13	TRINI Y LA LEYENDA El Amor De Mi Vida (Universal)	343
14	JOEL HIGUERA El Baile De La Toallita (Disa)	309
15	PESADO No Valgo Nada (Warner M.L.)	286
16	LA ONDA Aserejé (EMI Latin)	258
17	CONTROL Carita De Angel (EMI Latin)	255
18	LIBERACION Niña Y Mujer (Disa)	237
19	PODER DEL NORTE Enamórate De Alguien (Disa)	237
20	TIGRES DEL NORTE La Reina Del Sur (Fonovisa)	229
21	BANDA MACHOS La Suegra (Warner M.L.)	207
22	RIELEROS DEL NORTE Capricho Maldito (Fonovisa)	199
23	TIGRES DEL NORTE Mi Soldado (Fonovisa)	196
24	PANCHO BARRAZA Una Oración (Balboa)	190
25	ANGELES DE CHARLY Por Un Minuto De Tu Amor (Fonovisa)	177

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Going For Adds

MARCOS OROZCO El Parrandero (Catalina)

RAMON AYALA(PEDRO INFANTE Mira Nada Más (Warner M.L.)

LA BANDA PIRINOLA Con Mis Propias Manos (Balboa)

BANDA CAÑA VERDE Una Flecha (Freddie)

JUAN ACUÑA Ay Qué Cruz (Freddie)

TEJANO TOP 25

THIS	ARTIST TITLE LABEL(S)	TOTAL PLAYS
1	KUMBIA KINGS f/ JUAN GABRIEL & EL GRAN SILENCIO No Tengo Dinero (EMI Latin)	768
2	LIMITE Papacito (Universal)	765
3	INTOCABLE Sueña (EMI Latin)	559
4	CONTROL Carita De Angel (EMI Latin)	517
5	BIG CIRCO La Maquinita (EMI Latin)	512
6	JIMMY GONZALEZ Y GRUPO MAZZ Yo Te Voy A Amar (Freddie)	491
7	JIMMY GONZALEZ Y GRUPO MAZZ Dame Un Minuto (Freddie)	450
8	IMAN Qué Mala Onda (Univision)	430
9	PALOMO De Uno Y De Todos Los Modos (Disa)	389
10	INTOCABLE Muy A Tu Manera (EMI Latin)	368
11	MARCOS OROZCO El Parrandero (Catalina)	363
12	JENNIFER PEÑA Entre El Delirio Y La Locura (Univision)	341
13	DUELO El Amor No Acaba (Univision)	291
14	JENNIFER PEÑA El Oolor De Tu Presencia (Univision)	284
15	DUELO Qué Hubiera Sido (Univision)	282
16	SIGGNO Es Que Te Quiero (Crown)	268
17	RAMON AYALA Quedó Triste El Jacal (Freddie)	262
18	FRIJOLES ROMANTICOS No Me Asustan (Río Grande)	250
19	IMAN Me Has Robado El Corazón (Univision)	222
20	DINORA Y LA JUVENTUD Quién Eres Tú (Fonovisa)	196
21	KUMBIA KINGS La Cucaracha (EMI Latin)	190
22	LA ONDA Aserejé (EMI Latin)	190
23	JAY PEREZ Quiero Ser Viejo (Sony Discos)	182
24	EMILIO NAVAIRA A Medias De La Noche (BMG)	177
25	PODER DEL NORTE Enamórate De Alguien (Disa)	175

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Going For Adds

GRUPO TRUENO Cuando Vas Al Baile (Seven Rivers)

DEYA Prueba Con Un Beso (Catalina)

CLAUDIA LOPEZ Abrázame (MP)

ATRAPADO Hay Que Olvidarla (Freddie)

ESENCIA Duele Querer (Freddie)

JODY Tributo Al Rey (Ramón Ayala) (Freddie)

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WEST

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Bill Elliott Hot new format available. 3DSJ Request & Dedication Radio. Listen: www.3DSJ.com BILL ELLIOTT: (813) 920-7102. billelliott@3DSJ.com. (2/21)

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Looking for someone who knows how to get it done right. Your station play classic Soul & R&B? I got your back. Kenny D (310)676-4398 or e-mail djones0963@ àol.cóm. (2/21)

Detroit, Michigan 13 yrs in radio looking for a change- Asst. PD,music dir. Small market would be great! e-mail me: djmartin88@ hotmail.com. Bags are packed and ready to be #1. (2/21)

Seeking Sports Director/PBP/Sales Position - Joe 1-888-327-4996. (2/21)

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Successful GM/DOS available 20+ years experience as GM, Group/Market DOS, GSM in Major, Medium, Small markets. Bob 903-553-1116. E-mail strczk@aol.com. I know how to win! (2/21)

Looking for a full-time on-air position in a mid-size or small market. County, rock, or classic rock preferred. Chollybombz@ hotmail.com for more, (2/21)

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Radio & Records provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BA-SIS 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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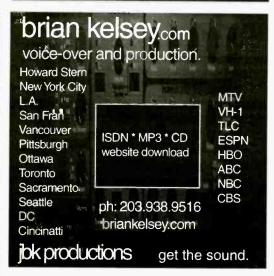
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CHR/POP

TW

AVRIL LAVIGNE I'm With You (Arista) JENNIFER LOPEZ F/LL COOL J All I Have (Epic)

CHRISTIMA AGUILERA Beautiful (RCA)

JUSTIN TIMBERLAKE Cry Me A River (Jive)

B2K AND P. DIDDY Bump, Bump, Bump (Epic)
JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)

KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)

NIVEA Don't Mess With My Man (Jive)

T.A.T.U. All The Things She Said (Interscope)

JAY-Z F/BEYONCE' '03 Bonnie & Clyde (Roc-A-Fella/IDJMG) 11

JAY-2 FIREYUNCE US BOINE & CYCLE (1944-1944)

GOOD CHARLOTTE Lifestyles Of The Rich And... (Epic)

JC CHASEZ Blowin' Me Up (With Her Love) (Jive)

DIXIE CHICKS Landslide (Monument/Columbia)

15

PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)

3 DOORS DOWN When I'm Gone (Republic/Universal)

PINK Family Portrait (Arista) 13

SIMPLE PLAN I'd Do Anything (Lava/Atlantic)

50 CENT in Da Club (Shady/Aftermath/Interscope)
EMINEM Lose Yourself (Shady/Interscope)

18

AMANDA PEREZ Angel (Powerhowse/Virgin) 25

NELLY Air Force Ones (Fo' Reel/Universal)

JOHN MAYER Your Body Is A Wonderland (Aware/Colu DFDUB Country Girl (Columbia) 19

MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)

VANESSA CARLTON Pretty Baby (A&M/Interscope)
SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)

SMILEZ AND SOUTHSTAR Tell Me (ARTISTdirect) JENNIFER LOPEZ Jenny From The Block (Epic)

39 JEMNIFER LOPEZ Jenny From The Block (a) BOOMKAT The Wreckening (DreamWorks)

#1 MOST ADDED

DANIEL BEDINGFIELO If You're Not The One (Isk

#1 MOST INCREASED PLAYS

50 CENT to Da Chib /Shad

TOP 5 NEW & ACTIVE

MATCHBOX TWENTY Unwell /

DANIEL BEDINGFIELD If You're Not The One //sland/IDJ

GINUWINE Hell Yeah (Epic)

COUNTING CROWS Big Yellow Taxi (Geffe FAITH HILL Cry (Warner Bros.)

CHR/POP begins on Page 31.

AC

DIXIE CHICKS Landslide (Monument/Columbia) PHIL COLLINS Can't Stop Loving You (Atlantic)

SANTANA F/MICHELLE BRANCH The Game Of Love (Arista) VANESSA CARLTON A Thousand Miles (A&M/Interscope)

FAITH HILL Cry (Warner Bros.)

DARYL HALL & JOHN OATES Forever For You (U-Watch) Ğ

KELLY CLARKSON A Moment Like This (RCA) 10

CHRISTINA AGUILERA Beautiful (RCA)

SHERYL CROW Soak Up The Sun (A&M/Interscope)

FIVE FOR FIGHTING Superman (It's Not Easy) (Aware/Columbia)

SHANIA TWAIN I'm Gonna Getcha Good! (Mercury/IDJMG)

ROD STEWART These Foolish Things (J) 12

CELINE DION I Drove All Night (Epic) 13

JOSH GROBAN You're Still You (143/Reprise)

JOHN MAYER No Such Thing (Aware/Columbia

REGIE HAMM Babies (Refugee/Universal South) 16

DANA GLOVER Thinking Over (DreamWorks) JOHN MAYER Your Body Is A Wonderland (Aware/Colu 20

CELINE DION At Last (Epic) 17

PAUL SIMON Father And Daughter (Nick/Jive)

AVRIL LAVIGNE I'm With You (Arista) 24 21

TAMARA WALKER If Only (Curb)

WHITMEY HOUSTON Try It On My Own (Arista)
DJ SAMMY & YANOU Heaven (Candlelight) (Robbins)
KID ROCK WISHERYL CROW Picture (Lava/Atlantic) 22

GEORGE HARRISON Stuck Inside A Cloud (Capitol)
UNCLE KRACKER In A Little While (Lava)

GARFUNKEL/SHARP/MONDLOCK Bounce

VONDA SHEPARD Rainy Days (Jacket) NO DOUBT FILADY SAW Underneath it All (Interscope)

#1 MOST ADDED

SIXPENCE NONE THE RIC

#1 MOST INCREASED PLAYS

WHITNEY HOUSTON Try It On My Own (Arista)

TOP NEW & ACTIVE

GLORIA GAYNOR I Never Knew (Logic)

KEITH URBAN Somebody Like You (Virgin)

SIXPENCE NONE THE RICHER Don't Dream It's Over /Curb/S

HOOTIE & THE BLOWFISH Innocence (Atlantic)

JAMES TAYLOR September Grass (Columbia) AC begins on Page 77.

CHR/RHYTHMIC

LW 50 CENT in Da Club /Shady/Aftermath/Interscope

JA RULE F/ASHANT! Mesmerize (Murder Inc./IDJMG) JENNIFER LOPEZ FILL COOL J All I Have (Epic)

MISSY ELLIOTT Gossip Folks (Gold Mind/Elektre/EEG) AALIYAH Miss You (BlackGround/Universal)

EMINEM Superman (Shady/Aftermath/Interscope)
B2K AND P. DIDDY Bump, Bump, Bump (Epic)

8 50 CENT Wanksta (Shady/Interscope)

NELLY Air Force Ones (Fo' Reel/Universal)

2PAC Thugz Mansion (Amaru/Death Row/Interscope)
FIELD MOB Sick Of Being Lonely (MCA)

12 TYRESE How You Gonna Act Like That (J)

R. KELLY Ignition (Jive)
KILLER MIKE A.D.J.O.A.S. (Aquen

14 JAY-Z F/BEYONCE' '03 Bonnie & Clyde (Roc-A-Fella/IDJMG) 11

JUSTIN TIMBERLAKE Cry Me A River (Jive)

SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol 18

JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG) 26

BABY F/P. DIDDY Do That ... (Cash Money/Universal)

SMILEZ AND SOUTHSTAR Tell Me (ARTIST direct) 23 GINUWINE Hell Yeah (Epic)

24 TRINA F/LUDACRIS B R Right (Slip 'N Slide/Atlantic) 22

LL COOL J F/AMERIE Paradise (Def Jam/IDJMG)

FVF Satisfaction (Ruff Rvders/Interscope) 19

LIL' KIM The Jump Off (Queen Bee/Atlantic) 29

AMANDA PEREZ Angel (Powerhowse/Virgin)

33 36 MAS I Can /Columbia

FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)

EMINEM Lose Yourself (Shady/Interscope

29 EMINEM Lose Yourself (Shady/Interscope)

BABY F/CLIPSE What Happened To That Boy? (Cash Money/Universal)

#1 MOST ADDED

#1 MOST INCREASED PLAYS

50 CENT to Da Club /Sha

TOP 5 NEW & ACTIVE

KELLY ROWLAND Can't Nob

SARAI Pack Ya Bags (Epic) MARIAH CAREY F/CAM'RON Boy (I Need You) (MonarC/IDJMG)

MR. CHEEKS Crush On You /Universa T.A.T.U. All The Things She Said //

CHR/RHYTHMIC begins on Page 39. **HOT AC**

LW

13 24

AVRIL LAVIGNE I'm With You (Arista)

DIXIE CHICKS Landslide (Monument/Columbia)
KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)

SANTANA F/MICHELLE BRANCH The Game OI Love (Arista)

JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)
NO DOUBT F/LADY SAW Underneath it All (Interscope)

MATCHBOX TWENTY Disease (Atlantic)

UNCLE KRACKER in A Little While (Lava)

NORAH JONES Don't Know Why (Blue Note/Virgin)
CHRISTINA AGUILERA Beautiful (RCA)

11 12 3 DOORS DOWN When I'm Gone (Republic/Universal)

CREED One Last Breath (Wind-up)
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope) 10 16 17

SIXPENCE NONE THE RICHER Don't Dream... (Curb/Squint/Reprise)

AVRIL LAVIGNE Complicated (Arista) TORI AMOS A Sorta Fairytale (Epic)

MATCHBOX TWENTY Unwell (Melisma/Atlantic) UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)

21 19 20 COLDPLAY Clocks (Capitol)

BON JOVI Misunderstood (Island/IDJMG) FAITH HILL Cry (Warner Bros.)

JOHN MAYER Why Georgia (Aware/Colu

25 22 DAVE MATTHEWS BAND Grey Street (RCA) JOHN RZEZNIK I'm Still Here (Jim's Theme) (Walt Disney/Holly

PAY THE GIRL Freeze (TVT)

23 27 26 STEREO FUSE Everything (EO/Wind-up)

LUCY WODDWARD Dumb Girls (Atlantic)

STONE SOUR Bother (Roadrunner/IDJMG)

CELINE DION | Drove All Night (Epic) PUDDLE OF MUDD She Hates Me (Flav vless/Geffen/Interscope

#1 MOST ADDED

600 600 DOLLS Sympathy (Wa

#1 MOST INCREASED PLAYS MATCHBOX TWENTY Unwell (Me

TOP 5 NEW & ACTIVE

SISTER HAZEL Your Mistake /Sixth Many BOWLING FOR SOUP Girl All The Bad Guys Want /Silverto DAVID GRAY Be Mine (ATO/RCA)

> LISA MARIE PRESLEY Lights Out (Capitol) LUCE Good Day (Nettwerk)

> > AC begins on Page 77.

URBAN

0 50 CENT in Da Club /Shadv/Aftermath/Interscope

R. KELLY Ignition (Jive)

IW

AALIYAH Miss You (BlackGround/Universal)

JENNIFER LOPEZ FILL CODL J All 1 Have (Epic) MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG) 6

TYRESE How You Gonna Act Like That [J]

JA RULE FIASHANTI Mesmerize (Murder Inc./IDJMG)

FIELD MOB Sick Of Being Lonely (MCA) 10

50 CENT Wanksta (Shady/Interscope) JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)

JUSTIN TIMBERLAKE Cry Me A River Wive, 16

B2K AND P. DIDDY Bump, Bump, Bump (Epic)

NIVEA Laundromat (Jive)
ERYKAH BADU F/COMMON Love Of My Lite (Magic Johnson/MCA) 13

DRU HILL | Should Be ... (Def Soul/IDJMG) 11

NELLY Air Force Ones (Fo' Reel/Universal) 12

SMILEZ AND SOUTHSTAR Tell Me (ARTIST direct) JAHEIM Fabulous (Divine Mill/WB) 14

28 SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)

COMMON FIMARY J. BLIGE Come Close To Me (MCA) LIL' KIM The Jump Off (Queen Bee/Atlantic) 33 31 BABY F/CLIPSE What Happened To That Boy? (Cash Money/Universal)

22 MARQUES HOUSTON That Girl (Interscope)

BUSTA RHYMES Make It Clap (J)

29 30 GINUWINE Hell Yeah (Epic)

27

VIVIAN GREEN Emotional Rollercoaster (Columbia) 2PAC Thugz Mansion (Amaru/Death Row/Interscope)

BLACKSTREET Deep (Dream Works)

BABY F/P. DIDDY Do That... (Cash Money/Universal) 23 WAYNE WONDER No Letting Go (VP/Atlantic)

#1 MOST ADDED

#1 MOST INCREASED PLAYS JAY-7 Excuse Me Miss /Roc-A-Fella/ID.

TOP 5 NEW & ACTIVE

MARIAH CAREY F/CAM'RON Boy (I Need You) /MonarC/IDJMG/ NAAM BRIGADE What You Doin' Wit Dat (ARTISTdirect) TRINA F/LUOACRIS B R Right /Slip 'N Slide/Atl

FRICK SERMON Love Iz (J) URBAN begins on Page 45.

ROCK

LW

28

3 DOORS DOWN When I'm Gone (Republic/Universal) SALIVA Always (Island/IDJMG)

SEETHER Fine Again (Wind-up)

CREED Weathered (Wind-up) GODSMACK Straight Out Of Line (Republic/Universal)

AUDIOSLAVE Like A Stone (Interscope/Epic)
STONE SOUR Bother (Roadrunner/IDJMG)

FOO FIGHTERS Times Like These (Roswell/RCA)

AUDIOSLAVE Cochise (Interscope/Epic)
QUEENS OF THE STONE AGE No One Knows (Interscope) 13

SOCIALBURN Down (Elektra/EEG)
THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG)

PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)

CHEVELLE The Red (Epic) 11 RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)

DISTURBED Remember (Reprise) FUEL Won't Back Down (Wind-up)

TRAPT Headstrong (Warner Bros.)

NIRYANA You Know You're Right (Geffen/Interscope) TAPROOT Poem (Velvet Hammer/Atlantic) BON JOVI Bounce (Island/IDJMG)

CHEVELLE Send The Pain Below (Epic)

OUTSPOKEN Farther (Lava) 24

MUDVAYNE Not Falling (Epic) DEF LEPPARD Four Letter Word (Island/IDJMG)
DONNAS Take It Off (Lookout/Atlantic)

OLEANDER Hands Off The Wheel (Sanctuary/SRG)

ZWAN Honestly (Reprise) GOV'T MULE Drivin' Rain (ATO)

29 GOV'T MULE Drivin' Rain (ATO)
STYX Waiting For Our Time (CMC/SRG)

#1 MOST ADDED TOM PETTY & THE HEARTBREAKERS Have Love Will Travel (Warner Bros.)

#1 MOST INCREASED PLAYS GODSMACK Straight Out Of Line (Re

TOP 5 NEW & ACTIVE PACIFIER Bullitproof (Arista)

STONE SOUR Inhale (Roadre PEARL JAM Get Right (Epic) CINDER Soul Creation (Geff

STAGE I Will Be Something (Maverick/WB) ROCK begins on Page 87.

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		URBAN AC
ĹW	TW	
1	1	JAHEIM Fabulous (Divine Mill/WB)
2	0	SYLEENA JOHNSON Guess What (Jive)
3	3	MUSIQ Dontchange (Def Soul/IDJMG)
4	4	WHITNEY HOUSTON One Of Those Days (Arista)
5	6	VIVIAN GREEN Emotional Rollercoaster (Columbia)
7	0	
6	7	ERYKAH BADU F/COMMON Love Of My Life (Magic Johnson/MCA
8	8	HEATHER HEADLEY He Is (RCA)
12	9	GERALD LEVERT Closure (Elektra/EEG)
10	10	GERALD LEVERT Funny (Elektra/EEG)
9	11	RUFF ENDZ Someone To Love You (Epic)
11	12	LUTHER VANDROSS I'd Rather (J)
15	₿	K-CI & JOJO This Very Moment (MCA)
18	•	FLOETRY Say Yes (DreamWorks)
14	15	INDIA.ARIE Little Things (Motown)
16	16	DRU HILL I Should Be (Def Soul/IDJMG)
17	17	DEBORAH COX The Morning After (J)
19	®	BLACKSTREET Deep (Dream Works)
22		AALIYAH Miss You (BlackGround/Universal)
21	a	AL JARREAU Secrets Of Love (GRP/VMG)
20	21	KENNY LATTIMORE/CHANTE' MOORE Loveable (Arista)
23		KEM Love Calls (Motown/Universal)
-	23	RON ISLEY F/R. KELLY What Would You Oo? (Dream Works)
28	23	TONY TERRY In My Heart (Golden Boy)
24		TONI BRAXTON A Better Man (Arista)
26	26	SOUNDS OF BLACKNESS Don't You Ever Give Up (Sounds Of Blackne
25	27	JEFF MAJORS Somebody Bigger (Music One)
30	23	JOE F/MR. CHEEKS That Girl (Motown/Universal)
29		THEO Get Your Groove On (TWP Productions)
27	30	MEXT Imagine That (J)

#1 MOST ADDED

RRIAN MCKNIGHT

#1 MOST INCREASED PLAYS

RON ISLEY F/R. KELLY What Would You Do? /

TOP 5 NEW & ACTIVE

KIM WATERS You Know That I Love You (S SANTANA F/MUSIQ Nothing At All (Arista) MUL-TY Looking For Love (Universal) REMY SHAND The Way I Feel (Motown, QUESTION I'm Feeling You (In

URBAN begins on Page 45.

ACTIVE ROCK

SALIVA Always (Island/IDJMG) SEETHER Fine Again (Wind-up) Ò 3 DOORS DOWN When I'm Gone (Republic/Universal) GODSMACK Straight Out Of Line (Republic/Universal) CHEVELLE The Red (Epic)
TAPROOT Poem (Velvet Hammer/Atlantic) QUEENS OF THE STONE AGE No One Knows (Interscope) DISTURBED Remember (Reprise)
MUDVAYNE Not Falling (Epic) TRAPT Headstrong (Warner Bros.) 15 AUDIOSLAVE Like A Stone (Interscope/Epic) 13 SOCIALBURN Down (Elektra/EEG) RA Do You Call My Name (Republic/Universal) 12 17 DISTURBED Prayer (Reprise) Ö FOO FIGHTERS Times Like These (Roswell/RCA) FOO FIGHTERS All My Life (Roswell/RCA) 17 RED HOT CHILI PEPPERS Can't Stop (Warner Bros.) AUDIDSLAVE Cochise (Interscope/Epic) 18 **19** THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG) 20 21 25 19 FUEL Won't Back Down (Wind-up) CHEVELLE Send The Pain Below (Epic) 22 ZWAN Honestly (Reprise) PACIFIER Bullitproof (Arista) EXIES My Goddess (Virgin) 22 24 24 25 **26** NIRVANA You Know You're Right (Geffen/Interscope) (HED) PLANET EARTH Blackout (Volcano/Jive) 20 SYSTEM OF A DOWN Inner Vision (American/Columbia) STONE SOUR inhale (Roadrunner/IDJMG) OUTSPOKEN Farther (Lava) DLEANDER Hands Off The Wheel (Sanctuary/SRG)

#1 MOST ADDED REVIS Caught In The Rain /Epic. **#1 MOST INCREASED PLAYS**

STONE SOUR

TOP 5 NEW & ACTIVE

HOT ACTION COP Fever For The Flava // avail SALIVA Rest In Pieces (Island/IDJMG) STAGE | Will Be Something (Maverick/WB) PEARL JAM Get Right (Epic) COLD Stupid Girl (Flu)/Geff

ROCK begins on Page 87.

COUNTRY

LW 3 MARK WILLS 19 Somethin' (Mercury) BLAKE SHELTON The Baby (Warner Bros.) TERRI CLARK I Just Wanna Be Mad (Mercury) GARY ALLAN Man To Man (MCA) AARON LINES You Can't Hide Beautiful (RCA) DIXIE CHICKS Travelin' Soldier (Monument)
JOE NICHOLS Brokenheartsville (Universal South) BRAD PAISLEY I Wish You'd Stay (Arista) 10 ALAN JACKSON That'd Be Alright (Arista) 13 KENNY CHESNEY Big Star (BNA) SHANIA TWAIN Up! (Mercury) TRACE ADKINS Chrome (Capitol)
KEITH URBAN Raining On Sunday (Capitol) 12 16 JENNIFER HANSON Beautiful Goodbye (Capitol) 14 19 VINCE GILL Next Big Thing (MCA) MARTINA MCBRIDE Concrete Angel (RCA) 17 TIM MCGRAW She's My Kind Of Rain (Curb) DIAMOND RIO I Believe (Arista) TOBY KEITH Rock You Baby (DreamWorks) 22 21 20 23 24 26 FAITH HILL When The Lights Go Down (Warner Bros.) DEANA CARTER There's No Limit (Arista) CHRIS CAGLE What A Beautiful Day (Capitol) PHIL VASSAR This Is God (Arista) RASCAL FLATTS Love You Out Loud (Lyric Street) 25 JEFF BATES The Love Song (RCA)

RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Christian)

28

30 MONTGOMERY GENTRY Speed (Columbia) 29 JESSICA ANOREWS There's More To Me Than You (Dream Works) 32

CRAIG MORGAN Almost Home (Broken Bow) JO DEE MESSINA Was That My Life (Curb)

#1 MOST ADDED

#1 MOST INCREASED PLAYS

DIXIE CHICKS Travelin' Soldier (M

TOP NEW & ACTIVE

RADNEY FOSTER Scary Old World // SARA EVANS Backseat Of A Greyhound Bus (RCA) KELLIE COFFEY Whatever It Takes (BNA) GARTH BROOKS Why Ain't I Running (Capitol) TANYA TUCKER Old Weakness (Coming On...) (Tuckertime/Capitol)

COUNTRY begins on Page 51.

ALTERNATIVE

QUEENS OF THE STONE AGE No One Knows (Interscope) 3 DOORS DOWN When I'm Gone (Republic/Universal) RED HOT CHILI PEPPERS Can't Stop (Warner Bros.) SALIVA Always (Island/IDJMG) CHEVELLE The Red (Epic) 10 AUDIOSLAVE Like A Stone (Interscope/Epic) FOO FIGHTERS Times Like These (Roswell/RCA) SEETHER Fine Again (Wind-up) SUM 41 Still Waiting (Island/IDJMG) FOO FIGHTERS All My Life (Roswell/RCA) EVANESCENCE Bring Me To Life (Wind-up) ALL-AMERICAN REJECTS Swing Swing (DreamWorks) ZWAN Honestly (Reprise) TAPROOT Poem (Velvet Hammer/Atlantic) COLDPLAY Clocks (Capitol) GOOD CHARLOTTE The Anthem (Epic) 15 GODSMACK Straight Out Of Line (Republic/Universal) DONNAS Take It Off (Lookout/Atlantic) TRAPT Headstrong (Warner Bros.) SOCIALBURN Down (Elektra/EEG) 22 17 NIRVANA You Know You're Right (Geffen/Interscope) 20 UNWRITTEN LAW Rest Of My Life (Lava) DISTURBED Remember (Reprise) 23 27 TRANSPLANTS Diamonds & Guns (Epitaph) AFI Girl's Not Grev (DreamWorks)

CHEVELLE Send The Pain Below (Epic)

EXIES My Goddess (Virgin) 25 SYSTEM OF A DOWN Inner Vision (American/Columbia)

28 SYSTEM OF A DOWN Inner Vision (America
29 USED Buried Myself Alive (Reprise)
30 FINCH What It Is To Burn (Drive-Thru/MCA)

#1 MOST ADDED WHITE STRIPES Seven Nation Army (Third Man/V2)

#1 MOST INCREASED PLAYS

EVANESCENCE Bring Me To Life /Wir

TOP 5 NEW & ACTIVE

TREBLE CHARGER Hundred Million (Virgin) SOUNDTRACK OF OUR LIVES Sister Surround (Republic/U SYSTEM OF A DOWN I.E.A.I.A.I.O (American/Columbia) PEARL JAM Get Right (Epic) BLINDSIDE Sleepwalking (Flektra/EFG)

ALTERNATIVE begins on Page 92.

SMOOTH JAZZ

LW BONEY JAMES Grand Central (Warner Bros.) 3 BOB JAMES Morning, Noon & Night (Warner Bros.) STEVE COLE Off Broadway (Warner Bros.) BWB Groovin' (Warner Bros) PETER WHITE Who's That Lady? (Columbia) STEVE OLIVER High Noon (Native Language) DAVE KOZ & JEFF KOZ Blackbird (Rendezvous/WB) MINDI ABAIR Lucy's (GRP(VMG) KENNY G Paradise (Arista) 10 MICHAEL LINGTON Still Thinking Of You (3 Keys) DIANA KRALL Just The Way You Are (Verve/VMG)
BOB BALDWIN The Way She Looked At Me (Narade) RICHARD ELLIOT Q.T. (GRP/VMG) JEFF GOLUB Cold Ouck Time (GRP/VMG) CRAIG CHAQUICO Afterglow (Higher Octave) KIM WATERS Waterfall (Shanachie) MARION MEADOWS Tales Of A Gypsy (Heads Up)

N. BROWN & M. MCDONALD I Still Believe (Warner Bros.) 16 JOAN OSBORNE I'N Be Around (Compendia) GREG ADAMS 'Sup With That (Ripa/Blue Note)
GREGG KARUKAS Your Sweet Smile (N-Coded)
DONNA GARDIER How Sweet It Is (Dome Records Limited) 21 23 AL JARREAU Random Act Of Love (GRP/VMG) JEFF LORBER Chopsticks (GRP/VMG) NORAH JONES Come Away With Me (Blue Note/Virgin)
NESTOR TORRES Watermelon Man (Shanachie) 28 30 CHIELI MINUCCI Kickin' It Hard (Shanachie) SPYRO GYRA Getaway (Heads Up)

#1 MOST ADDED

JONATHAN BUTLER Pata Pata (Warner Bros.)

PIECES OF A DREAM Loves Silhouette (Heads Up)

NATALIE COLE F/DIANA KRALL Better Than Anyth

#1 MOST INCREASED PLAYS

NATALIE COLE F/DIANA KRALL Better Than Anything (GRP/VMG)

TOP 5 NEW & ACTIVE

NATALIE COLE F/DIANA KRALL Better Than Anything (GRP/VMG) CRUSADERS Viva De Funk (GRP/VMG)

> PAUL HARDCASTLE Desire (Trippin' 'n Rhythm) BLAKE AARON One Moment With You (Inc. DAVID LANZ Romantica (Decca)

> > Smooth Jazz begins on Page 84.

TRIPLE A

COLDPLAY Clocks (Capitol) DAVE MATTHEWS BAND Grey Street (RCA) TORI AMOS A Sorta Fairytale (Epic) WALLFLOWERS How Good It Can Get (Interscope) COUNTING CROWS Big Yellow Taxi (Geffen/Interscope) BECK Lost Cause (Geffen/Interscope) PAUL SIMON Father And Oaughter (Nick/Jive) SUSAN TEDESCHI Alone (Tone-Cool/Artemis, RHETT MILLER Come Around (Elektra/EEG) 10 DAVID GRAY Be Mine (ATO/RCA) JOHN MAYER Why Georgia (Aware/Columbia)
JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG) 11 17 SHERYL CROW C'mon, C'mon (A&M/Interscope) NORAH JONES Come Away With Me (Blue Note/Virgin)
SOUNDTRACK OF OUR LIVES Sister Surround (Republic/Universal) 19 15 13 MATCHBOX TWENTY Disease (Atlantic) SANTANA F/MICHELLE BRANCH The Game Of Love (Arista) 22 MAROON 5 Harder To Breathe (Octone) BRAD Shinin' (Redline) STONE SOUR Bother (Roadrunner/IDJMG) MATCHBOX TWENTY Unwell (Melisma/Atlantic) 20 PRETENDERS Complex Person (Artemis) 21 ZWAN Honestly (Reprise) 23 DAVE MATTHEWS BAND Grace Is Gone (RCA)

ND DDUBT F/LADY SAW Underneath It All (Interscope) **#1 MOST ADDED**

3 DOORS DOWN When I'm Gone (Republic/Universal)
BRUCE SPRINGSTEEN Lonesome Day (Columbia)

BIG HEAD TODD & THE MONSTERS Julianna (Big)

KATHLEEN EDWARDS Six O'Clock News /Zoe/R

SISTER HAZEL Your Mistake (Sixth Man)

29

JAYHAWKS Save It For A Rainy Day (A)

#1 MOST INCREASED PLAYS

JOHNNY CASH Hurt (American/Lost)

TOP 5 NEW & ACTIVE

DAR WILL: AMS I Saw A Bird Fly Away (Razor & Tie) JAYHAWKS Save It For A Rainy Day (American/Lost Highway) RED HDT CHILI PEPPERS Can't Stop (Warner Bros.) BRUCE SPRINGSTEEN waitin' On A Sunny Day (Column JOHNNY MARR Down On The Corner (Music)

TRIPLE A begins on Page 98.

Publisher's Publisher's C C

By Erica Farber



his week more than 2,000 executives representing both the radio and record industries will meet in Nashville to participate in this year's Country Radio Seminar. There to personally welcome everyone will be Gary Krantz, President of the Country Radio Broadcasters.

Krantz's day job is as Sr. VP/Operations for Premiere Radio Networks. Premiere is a subsidiary of Clear Channel Communications and syndicates more than 100 radio programs

and services to more than 7,800 radio affiliates reaching over 180 million listeners weekly.

Getting into the business: "I got into the business before I graduated from Emerson College in Boston. I knew somebody who worked in network syndication, Bob Kaminsky, who produced the Silver Eagle Concert Series. In my last year in college I spent the summer hanging around D.I.R., which produced that program, thinking, of course, that I would get hired there immediately.

"I didn't get hired, but one of the other people I knew there, Josh Feigenbaum, left D.I.R. to start a company called MJI. I went to work for him as one of the first two or three employees. I took that job thinking it would get me into New York and that I would have a desk and telephone and could find a real job. Sixteen years later I was still there.

"I left MJI in 1997 to work with David Kantor when they had the idea of starting the first new major radio network in about 20 years, AMFM Radio Networks. I went over there as VP/Programming and worked there until about the fall of 2000, when Clear Channel bought it."

His responsibilities at Premiere: "I'm involved in the traditional network side of the business of operations programming and programming and advertising sales. I'm also responsible for our information services and advertising networks targeting the music industry, including Music Information Systems, which is the single portal for the music industry, and for Mediabase airplay, R&R Music Tracking, RateTheMusic, Critical Mass Research and the various information services associated with the Network Radio Group, Hits, etc.

"Beyond that, my responsibilities include working with Clear Channel format directors to identify marketing, programming and branding opportunities within Premiere and the Clear Channel platform."

Biggest challenge: "As it relates to the information products and advertising programs targeting the music industry, the biggest challenge is the music industry and the state of it. One of my goals is to show how we can help the music industry by providing better information services, as well as by identifying shared priorities in relation to upcoming projects and unleashing the programming and marketing platforms of Premiere, as well as Clear Channel, to create success for them and for us."

How it's going: "I would say very well. I look at where we are right now as an opportunity. In the challenging times we're experiencing in the music industry, the ability to show what you have in terms of products, in terms of your ability to perform in a more impactful way and to provide the best customer service is even more valuable. in a way.

"At the same time, if business models are being reviewed and new ones are being created, what better

GARY KRANTZ

Sr. VP/Operations, Premiere Radio Networks

time to really show all the superior assets that we have to do a better job for our clients? I might be really crazy, but I'm excited about 2003, and I think we're perfectly positioned to succeed over the next year."

His involvement with the Country Radio Broadcasters: "I've been attending the CRS since about 1983 or '84. I began on the Agenda Committee, then ended up being the Agenda Chair two years in a row. In 2002 I was elected to serve as President. I preside over a board and Agenda Committee of over 50 individuals, who, in my mind, are a who's who of important industry professionals dedicated to the growth and success of the Country format and the entertainment industry."

What someone will miss by not attending the CRS: "They miss the opportunity to attend the single largest format convention in the country. Over 2,000 attendees are expected. We've got panels and sessions running the gamut from sales to programming to talent development. There are going to be great performances.

"A group heads panel will kick off the seminar, with John Hogan from Clear Channel, Andy Schuon from Infinity, Lew Dickey from Cumulus and Rick Cummings from Emmis. Dr. Laura will be the keynote speaker. And, last but not least, attendees will have the opportunity to network with just about every major stakeholder in not only the Country radio business, but, I would say, the entire radio business."

State of the industry: "I'm more excited about radio today than ever. Consolidation has created many challenges and opportunities, but in my mind it's created more opportunities for innovative programming, sophisticated marketing and advertising and career opportunities that weren't even imaginable when I got into this business in 1981.

"Even with consolidation, we have to superserve our markets. We have a responsibility to satisfy our listeners and advertisers with the best product and marketing solutions. And because many of us now work for public companies, we have to walk that fine line and perform effectively for our stockholders.

"I also think, as broadcasters, programmers and marketers, we have a responsibility to the music industry to help align our priorities with theirs to build superstars, break new artists and help sell music."

Specific examples of innovation: "There were two events in November and December of 2002 where Premiere and Clear Channel partnered with two major adult-oriented releases, Phil Collins and Rod Stewart, both clearly targeting AC as the primary format. We worked with Jim Ryan at WLTW/New York, as well as in his role as VP/AC Programming for Clear Channel, to identify releases that could be staged on several platforms within Clear Channel.

"It was a live broadcast syndicated to over 100 stations. The performance itself was populated by winners of a limited Clear Channel group contest on our AC stations. In the case of Phil Collins, there was exclusive content available only on Clear Channel websites leading up to the event. That initiative significantly supported the sale of both of those releases, specifically in New York, as well as across the country. It was a good example of how several areas of Clear Channel could get together and provide a multilevel programming and branding initiative for a particular release."

State of country: "It's looking pretty good. Certainly from a sales point of view, country is one of the brighter spots in the music industry. You see that several of our biggest artists, like Shania Twain, The Dixie Chicks, Faith Hill and Lonestar, are not only superstars in country, but are bona fide superstars across all genres and appear on their own network television specials, as well as at all of the major awards shows.

"The other interesting good side is that even a relatively new artist, like a Joe Nichols, can get nominated for a Grammy in the country area. From a radio perspective, we have stabilized, but we have to look beyond where we are and figure out how to reach younger listeners and get them passionate about the format."

Something about Premiere that might surprise

our readers: "This is a company that, essentially, has been created by merging the most successful executives and entrepreneurs in the radio and the network businesses. There are very few 'career' employees here, resting on their laurels. Every one of us has grown up in an environment of innovation and risk and has dome level of success. It's a very different culture from that of our competitors. It's a culture best suited to the times we live and work in right now."

Something about the CRB that might surprise our readers: "The fact that it's celebrating its 34th year as the organization that stages the seminar. In 1969, when it was founded, there were 600 stations programming Country full-time. Sixty-five people attended, 57 paid, and only a few artists were considered superstars in country. In 2003 Country is now the most programmed format, with over 2,000 full-time stations and over 2,000 attendees to the CRS.

"As I mentioned earlier, country music sales is one of the brighter spots in the industry. The CRB has played an integral part in that growth. Many of the biggest stars in the world were launched at the CRS, including Garth Brooks, Lonestar and Martina McBride. In addition, some of the most influential executives in our business cite CRS as the place where they started."

Most influential individual: "I worked with a guy named John McGhan, who consulted MJI as we started to develop our first long-form programming. He was a former programmer at WDVE/Pittsburgh, the head of programming for NBC's The Source and later launched a competitive music channel to MTV with Ted Turner. He taught me that the radio business is show business. He taught me the importance of breaking through on every level, from the way you conduct business to the products you create. He taught me the need for passion and excellence in everything you do.

"Josh Feigenbaum taught me the clear advantage of entrepreneurial thinking. David Kantor taught me the value of analytical thinking and the importance of focus and execution. Kraig Kitchin, at Premiere, taught me the invaluable skill of working with and managing a diverse group of people within a large organization.

"On a personal note, my wife, kids and extended family, especially my mother, who's supported me in my drive for success every day. My late father, Jack, taught me to maintain a high level of honesty and integrity in

everything I do."

Career highlight: "Seeing MJI grow from three guys and a coffee cup to one of the leading syndication companies in the world. Being a part of the team that launched AMFM Radio Networks in 1997. Joining Premiere and working with Kraig Kitchin, Rich Meyer and others to create Music Information System, which is now used by almost every important person at every major label in the music industry."

Career disappointment: "Not being hired as the second guitarist of The E Street Band."

Favorite radio format: "Country, CHR and Triple A."
Favorite television show: "Sunday nights on HBO."
Favorite song: "Land of Hope and Dreams," by Bruce
Springsteen."

Favorite movie: "Godfather and Godfather II."
Favorite book: "Making Tracks: The History of
Atlantic Records. It's a great American business success
story about the early days of Atlantic Records, from the
late '50s to the early '70s."

Favorite restaurant: "Le Bec Fin in Philadelphia."

Beverage of choice: "Gray Goose martini, up with

Hobbies: "Skiing, hanging with my family, playing guitar and taking mandolin lessons from my good friend GE Smith."

F-mail address: "gkrantz@premiereradio.com."

Advice for broadcasters: "Grow your skill sets outside of your comfort zone. Success in these times requires people who can perform in many areas, whether it be programming, sales or operations. Find the passion for what you do and then perform with excellence. If you can't find the fun in this, get out."

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"I've been anxiously waiting for Brett to release 'After All' since he performed it at 'WCRS live' last year. It's a song I think every woman wishes was written just for her... great lyrics, great song!" Jessica Tyler (MD) WPKX Springfield

"One spin brought a HUGE phone reaction. I had non-stop calls for 30 minutes... just one spin. WOW!" Tony Thomas (MD) KMPS-Seattle

"A phenomeal love song that will slow dance with your listeners' hearts" Jayme Gordon (APD) WGGY Wilkes-Barre

"This song will be huge, Huge, HUGE! Amazing power ballad!" Kix Layton (PD) WSSL

