

Mariah Hits Into A Triple Play

Island/IDJMG artist **Mariah Carey** goes three for three this week, dominating Pop, Rhythmic and Urban.



"Shake It Off" was Most Added at all three formats, with 58 adds at Urban, 49 at Rhythmic (where it debuts at No. 38*) and 38 at Pop. Meanwhile, "We Belong Together" stays at No. 1 for its eighth week at Rhythmic and its fourth week at Pop and Urban.



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Tropical Storm

The Tropical format has been going through changes lately, with many stations embracing reggaeton at the expense of more traditional rhythms. This week R&R Latin Formats Editor **Jackie Madrigal** talks to radio experts about the future of the format, finds out what songs are hot on the air and in the clubs and chats with Héctor Torres, Promotions Director of WNUE/Oriando (pictured). It all starts on Page 70.



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CONVENTION RECAP

Another year, another successful R&R Convention. This week Washington Bureau Chief **Joe Howard** reviews some of the general sessions, which dealt with "Jack," operating on the edge and Arbitron's tips for success. Also, what song won at the "Rate-a-Record" lunch?

See Page 13

CHANGES AT GAC

Cable channel Great American Country has a new owner, Scripps Networks, and some changes are in store. Associate Country Editor **Chuck Aly** talks with some of the people behind the revamp and finds that the focus of the channel remains the same: country music.

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R&R NUMBER 1'S



ACTIVE ROCK
SEETHER
Remedy (Wind-up)

CHR/POP

MARIAH CAREY We Belong Together (Island/IDJMG)

CHR/RHYTHMIC

MARIAH CAREY We Belong Together (Island/IDJMG)

URBAN

MARIAH CAREY We Belong Together (Island/IDJMG)

URBAN AC

FANTASIA Free Yourself (J/RMG)

GOSPEL

YOLANDA ADAMS Be Blessed (Atlantic)

COUNTRY

RASCAL FLATTS Fast Cars And Freedom (Lyric Street)

SMOOTH JAZZ

RICHARD ELLIOT People Make The World... (Artizen)

AC

MICHAEL BUBLÉ Home (143/Reprise)

HOT AC

LIFEHOUSE You And Me (Geffen)

ROCK

FOO FIGHTERS Best Of You (RCA/RMG)

ALTERNATIVE

FOO FIGHTERS Best Of You (RCA/RMG)

TRIPLE A

COLOPLAY Speed Of Sound (Capitol)

CHRISTIAN CHR

KUTLESS Strong Tower (BEC/Tooth & Nail)

CHRISTIAN AC

JOY WILLIAMS Hide (Reunion/PLG)

CHRISTIAN ROCK

PLUMB I Can't Do This (Curb)

CHRISTIAN INSPO

JADON LAVIK What If (BEC/Tooth & Nail)

REGIONAL MEXICAN

PATRULLA 81 Eres Divina (Disa)

SPANISH CONTEMPORARY

SHAKIRA I/A. SANZ La Tortura (Sony BMG)

TROPICAL

SHAKIRA I/A. SANZ La Tortura (Sony BMG)



THE INDUSTRY'S NEWSPAPER
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PROMOTIONAL POWER

Promotions and marketing are two important aspects of the radio business, and this week R&R's format editors focus on all aspects of the subject. You'll find everything from a reading list to interviews with promotions directors to examinations of successful contests and campaigns. So much useful information in one place!

Music from the mind: Page 23

Studies: Radio Still Strong Despite New-Media Growth

By Joe Howard

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Consumer awareness and use of new entertainment options such as satellite radio, digital music players, Internet radio and podcasting are on the rise, but a study released Tuesday by Paragon Media Research says that new media aren't putting a dent in radio listening.

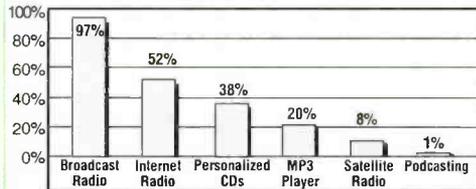
The Paragon report — the first installment of a three-part series based on a survey

of 400 people ages 15-64 — shows that radio's reach is still overwhelming. When asked, "Do you subscribe to/listen to/make [various services]?" a full 97% said they listen to radio, compared to 52% who listen to Internet radio, 38% who burn CDs and 20% who have MP3 players.

Paragon also found that 82% of respondents have heard of satellite radio, and 80% are aware of MP3 players. Seventy-six percent have

STUDIES See Page 10

Respondents who use....



McKenna, Falconi Assume PD Duties At Infinity/Boston

By Julie Kertes

R&R ACHot AC Editor
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Falconi

Infinity/Boston has named **Jerry McKenna** PD of Hot AC WBMX and **Pete Falconi** PD of Oldies WODS. They replace **Jon Zellner**, who exited in March to

become Sr. VP/Music Programming of XM Satellite Radio.

McKenna comes from Entercom's crosstown Adult Hits WMKK and joined the station in 2002, when it was Rhythmic AC WQXS. He previously was PD of WWXX/Providence, Asst. PD of WZOU/Boston and MD of WXKS/Boston. He also worked on the label side,

McKENNA See Page 10

Live 8 & AOL Rock The 'Net

Concert streams show what online media can be

By Brida Connolly

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On July 2 the 'Net vets at AOL Music produced web-cast coverage of six of the 10 official Live 8 shows. A record-breaking (not just record-breaking for AOL, record-breaking for the Internet) 5 million people headed to AOL Music for day-of-show live video feeds, and, over the 10 hours or so of performances, as many as 175,000 streams were being simultaneously served to viewers.

The coverage went off without a hitch, was enjoyed by millions and got ancestral Internet company AOL its best press ever. And that it all

happened exactly that way could make July 2 a pivotal day in the history of online media.

How did it all come together? R&R spoke with AOL Music Exec. Director/Music Industry Relations **Jack Isquith** both before and after Live 8, and in the days before the show

tension and enthusiasm were both running high at AOL.

"This interview is representative of the pace of what's going on around Live 8," Isquith said when we spoke in mid-June. "There are three things going on. First, it's a really important cause, and a cause that AOL wanted to participate in in a strong way.

See Page 15

Reynolds Gets SVP Stripes At IDJMG

By Keith Berman

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The **Island Def Jam Music Group** has elevated VP/Rhythm Promotion **Marthe Reynolds** to Sr. VP/Rhythm & Crossover Promotion. Reynolds, who will remain based in New York and report to Exec. VP/Promotion **Greg Thompson**, will strategize with the label group's Pop and Rhythmic promotions staffs to get airplay for the label group's artists.

"This is a well-deserved recognition for the quintessential crossover promotion executive," said Thompson. "Marthe's passion and dedication to our artists and

REYNOLDS See Page 10



Reynolds

Carvello Climbs To TVT SVP/Promo

By Kevin Carter

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Industry veteran **Joey Carvello** has been upped from VP/Crossover Promotion to Sr. VP/Promotion at TVT Records. He joined the label in 2002 and will continue to work out of TVT's New York offices.

Carvello began his 30-year industry career as a club DJ in Boston. In 1978 he was named East Coast Director/Disco Promotion at Warner Bros. His resume also includes stints at Atlantic Records, WXKS-FM (Kiss 108)/Boston and Priority Records.

CARVELLO See Page 10



Carvello

Citadel Lifts Lawley To President/West

By Adam Jacobson

R&R Radio Editor
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Todd Lawley has been chosen to succeed **Bill Figneshu** as President/West Region for **Citadel**. Figneshu recently exited Citadel to form his own consultancy.

Lawley joined Citadel in March 2002 as VP/GM of the company's Tucson stations and later earned Regional VP responsibilities. He previously served as GM and Director/Sales for Clear Channel/Tucson. Lawley has also been Director/Sales for SFX Broadcasting/Tucson, a job he took in March 1997 after serving as Director/Sales for Infinity Radio Sales/Los Angeles.

LAWLEY See Page 10



Lawley



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Five-Year Population Surge For Hispanics
Arbitron data shows major gains in Atlanta, Charlotte

By Adam Jacobson

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Where Hispanics live in the U.S. has changed significantly in just the last five years, according to data compiled by Arbitron and obtained by R&R.

In fact, the Hispanic growth seen since 2000 in some top 100 Arbitron metros is staggering. In Atlanta, the Hispanic 12+ population has surged 51% from 2000 to 2005, to 318,500 people. As a result, the metro's total Hispanic population is now experiencing faster growth — and is greater in number — than that in such markets as Fresno and Las Vegas.

To the north, in Charlotte, the Hispanic population has grown 57% since 2000, to 94,500 people. Other top 100 Arbitron markets to see significant 12+ Hispanic growth in the last five years include Ft. Myers, up 56%, to 19,400; Raleigh, up 55%, to 88,400; Greenville, SC, up 50%, to 29,800; and Albany, NY, up 47%, to 25,600. More than 40% growth was seen in Birmingham, Las Vegas, Louisville, Nashville, Syracuse and West Palm Beach.

When looking at all 293 Arbitron-rated markets, St. Cloud, MN — market No. 218 — saw the great 12+ Hispanic gain percentage-wise,

ARBITRON See Page 9

XM, AOL Team For Network Live
Live 8 exec Wall, AEG also partners in new venture

By Brida Connolly

R&R Technology Editor
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AOL, XM Satellite Radio and live-entertainment company AEG on Tuesday announced the formation of the multi-platform media joint venture Network Live. The company was co-founded by Live 8 Exec. Producer Kevin Wall, who becomes Network Live's CEO.



Wall

of people had speculated that someday the online medium would be a great mass entertainment medium, and perhaps that happened a week or so ago, with the production of Live 8 and the collaboration that took place."

XM Satellite Radio President/CEO Hugh Panero told reporters, "Having live music that can be shared and distributed across platforms — AOL, XM and others — creates a community, which is very special and differentiates our service from others."

XM already has a relationship with AOL: The companies came to an agreement back in April to add some XM channels to the AOL Radio Network.

Also in attendance at the press conference was AEG President/CEO Tim Lieweke, who said his

NETWORK LIVE See Page 9

FROM LOS ANGELES TO THE NATION

ABC's KLOS/Los Angeles was recently awarded the Service to America Radio Partnership Award by the NAB Education Foundation. The station began its annual blood drive more than 20 years ago, and in 2004 it collected 6,250 units for the American Red Cross and local blood banks, setting a new U.S. record for a multiday, multisite drive. Seen here at the award presentation are (l-r) FCC Commissioner Jonathan Adelstein, American Red Cross Communications Manager Julie Juliusson, ABC Radio/Los Angeles President/GM John Davison and Reed Group Publisher Chuck Bolkom.

RAB Rejects Claim That RAEI Study Supports TV Over Radio
Says TV Ad Bureau tried to 'misrepresent' findings

By Joe Howard

R&R Washington Bureau Chief
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The RAB on July 7 criticized the Television Bureau of Advertising for issuing a statement that claimed the Radio Ad Effectiveness Lab's "Radio's ROI Advantage" study actually made a case for television's superior effectiveness as an advertising medium.

While television posted higher sales gains, the study awarded the value trophy to radio due to its lower cost and comparable ability to generate sales and increase advertiser awareness. In the end, the study determined that radio delivered 49% more return on investment than television.

Controversy emerged when the TVB said in a recent release that the RAEI study "strongly supports the effectiveness of television" and arrived at the conclusion that radio delivered superior return on investment only after adding "several layers of estimated costs to position the findings in a positive ROI light for radio."

The TVB also pointed out that the study found that a television-only campaign delivered the study's highest sales results.

RAB See Page 9

Canada's Newcap Promotes Mise, Geuer

Rob Mise has been promoted to OM/PD of Newcap's Classic Rock CIRK (K-Rock) and CHR/Pop CKRA (96X) in Edmonton. He was most recently PD of the company's CHR/Pop CIHT (Hot 89.9) in Ottawa where Asst. PD/morning co-host Josie Geuer is elevated to PD.



Mise

Mise replaces Steve Jones, who was named WMKK (93.7 Mike FM)/Boston PD last week. Mise will retain his duties

as Newcap's CHR Format Captain.

"Rob's vast experience in Rock and CHR, combined with his strong leadership skills, makes him the most qualified person in the country to carry on the excellent work done by Steve Jones," said Newcap Exec. VP/COO Mark Maheu. "Josie is a natural leader with a keen ear, great people skills and a competitive desire that is second to

NEWCAP See Page 10

KXXM/San Antonio Taps Travatto As PD

Clear Channel has appointed Tony Travatto PD of CHR/Pop KXXM (Mix 96.1)/San Antonio, effective Aug. 8. Travatto comes in from WBNQ/Bloomington, IL, where he was PD/midday personality, and he replaces Jay Shannon, who is now programming Clear Channel's KHFI/Austin but had overseen Mix while the company searched for his replacement.

"Tony brings more than 10 years of broadcast experience and knows how to win," said Clear Channel/San Antonio VP/Market Manager Tom Glade.

Travatto came to WBNQ in fall 2000 from the Asst. PD/MD/afternoon drive position at WFAT/Kalamazoo, MI. He's also worked at WCFX/Mount Pleasant, MI.

TRAVATTO See Page 9

Persigehl Programs
Portland's 'Charlie'

KRSK (The Buzz)/Portland, OR PD Dan Persigehl has moved across the hall to become PD of Entercom's recently launched Adult Hits clustermate KYCH (97.1 Charlie FM). Charlie debuted April 21 on the frequency previously used by Oldies KKSX, now at 91.0 AM.

Persigehl joined KRSK, then known as "Rosie 105," in 2000, after serving as OM/PD of KMXD/Phoenix. Before that he was PD of KZZP/Phoenix. He will continue to report to Entercom/Portland VP/FM Operations Clark Ryan.

"Dan has a lot of passion for this format and a lot of creativity, and he likes the challenge," Ryan told R&R. "It's a wide-open opportunity. He's done a great job of creating and nurturing The Buzz, and he's just looking forward to leading Charlie."

Ryan said Entercom is actively searching for a new PD for The Buzz.

KKFS/Sacramento
Names Squires PD

Chris Squires has been appointed PD of Salem Christian AC KKFS (The Fish)/Sacramento, effective July 18. He comes from a similar position at the company's Christian Talk & Teaching KDAR/Oxnard, CA.

Squires replaces Mark Standriff, who relinquishes the PD post to concentrate on hosting KKFS's Family Friendly Morning Show.

Hastings Rejoins
WLZR/Milwaukee

Keith Hastings, who announced his resignation from Entercom's Active Rock WAAF/Boston on July 1, has returned to Saga Active Rocker WLZR/Milwaukee as PD, effective Aug. 1. Hastings programmed WLZR from 1994-2002 and joined WAAF in late 2002.



Hastings

"Keith's professionalism and vast experience in Active Rock made him the slam-dunk choice, and we welcome him home with open arms," said Tom Joerres, President/GM of Saga subsidiary Lakefront Communications, which operates WLZR.

Saga Exec. VP/Programming Steve Goldstein said, "Timing is everything, and bringing Keith back is fortuitous. We're thrilled to welcome him back to Saga and have him work his magic."

Hastings said, "I never lost the fondness I have for WLZR, Saga Communications and Milwaukee. I feel very fortunate that the stars

HASTINGS See Page 10

What's Causing Radio's Financial Woes?

Analyst dissects national radio advertising

By Joe Howard
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Reacting to the RAB's announcement that radio revenue grew 1% in May, Banc of America Securities analyst Jonathan Jacoby has issued a report in which he questions why the industry isn't showing more gusto.

"Is the current weakness more radio-specific or related to local ad market sluggishness?" Jacoby wrote. "May, the seasonally most important month of the year, had a relatively easy comp of 1%, and yet it seems the industry cannot gain any momentum."

Jacoby takes a similarly dim view of June. "June is not looking much better," he said. "We project continued sluggish growth of 1.3%." He forecast overall Q2 revenue growth of 0.7%.

While Jacoby expects Clear Channel's "Less Is More" inventory-reduction plan to drive its Q2 revenue

to a 6% decline, he predicted that many other companies will match their Q2 projections, saying a key component of those companies' strength will be the ad share that has shifted away from Clear Channel.

Looking further ahead, Jacoby forecast Q3 revenue growth of 2.1% and Q4 growth of 2.2%.

Turning to the national advertising landscape, Jacoby said in the July 7 report that national business is stronger in Atlanta, Chicago, Houston and Philadelphia, but it's weak and pacing negatively in Boston, Detroit; and Washington, DC.

While the month is far from over, Jacoby said July's national spending has "slowed down post-July 4" but is still pacing for growth in the low-single-digit range. While noting that it's an early projection, he said August is pacing ahead in the low- to mid-single-digit range. "Radio and TV remain lackluster heading into summer," he said. "Channel checks indicate market variability, but general softness persists."

Satellite Forecasts Raised

Citing XM's addition of 640,000 net new subscribers during Q2, Jacoby increased his year-end forecast for the company from 5.6 million subscribers to 5.8 million, upped his Q3 subscriber-addition forecast

ANALYST See Page 5

BUSINESS BRIEFS

NAB Marconi Finalists Announced

The NAB has released the names of the stations and people vying for 2005 NAB Marconi Radio Awards. Up for Legendary Station of the Year are WIBC/Indianapolis, KFI/Los Angeles, WMMR/Philadelphia, KSLU/Salt Lake City and KNBR/San Francisco. Nominated as Major Market Station of the Year are WEEI-AM/Boston, KFI and WPHI in Philadelphia and two Washington, DC stations: WTOP-AM and WHUR.

The Marconi Awards, established in 1989, are given to NAB member radio stations and outstanding air personalities to recognize excellence in radio. A full list of this year's nominees can be found at www.nab.org.

CHUM-Astral Media Appeal CRTC Decision

A joint CHUM-Astral Media terrestrial subscription radio service was granted a license by the Canadian Radio-television Telecommunications Commission last month, as were Sirius Canada and XM-affiliated Canadian Satellite Radio. CHUM-Astral Media on Tuesday appealed the decision to license the XM- and Sirius-affiliated services.

Ten other Canadian radio companies joined CHUM-Astral Media in the appeal. The broadcasters believe the U.S.-supported satellite radio companies' efforts violate Canada's Broadcasting Act, which directs broadcasters to serve Canada and its residents and culture. Additionally, the satellite offerings will be significantly lower in Canadian content than the proposed CHUM-Astral Media project.

The companies joining CHUM and Astral Media in the effort are CHIN Radio, CJRT-FM Inc., Fairchild Radio Group, O.K. Radio Group, Newcap, Larche Communications, Aboriginal Voices Radio, Rock 95 Broadcastings, Evanov Radio Group and Radio-Nord Communications.

CHUM Exec. VP Paul Ski said, "The low threshold of Canadian-content requirements imposed on the U.S.-supported satellite licensees is a dramatic departure from historical broadcasting precedent. If allowed to stand, this will inevitably cause significant harm to not only Canadian artists and radio broadcasters, but to the Canadian broadcasting system as a whole."

Continued on Page 5

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Emmis Head Says Don't Fret Over Satellite, iPods

By Adam Jacobson
R&R Radio Editor
ajacobson@radioandrecords.com

Emmis Chairman/CEO Jeff Smulyan said in a Q&A posted Monday on his company's website (www.emmis.com) that data on satellite radio and iPod use shows that "some of the threats against terrestrial radio are overblown."

Smulyan said the results of industry advertising studies and the NAB's marketing campaign for radio also show that the industry is "looking better than the conventional wisdom might indicate."

But, because Wall Street "is skeptical of all media right now," Smulyan argued that stronger growth is needed for the industry. "Two percent or 3% a year isn't going to change any minds on Wall Street," he said. "That's the challenge."

Smulyan also revealed that Emmis will likely retain its publishing properties and not become a pure-play radio operator — which some media watchers have suggested could happen since Emmis put its TV stations up for sale.

"We haven't seriously considered it," Smulyan said. "We like the business, we're good at it, and we have very strong franchises. It's small, with a good return on investment. I've learned to never say never, but selling publishing truly is a long shot."

When asked what type of interest there has been in Emmis' TV properties, Smulyan said, "The interest

has been stronger than we expected, and I think that's driven by the fact that there haven't been many TV groups for sale, along with the fact that we have attractive signals in good markets. This is a great group of assets, run by some exceptional people."

Smulyan also took some time to boast about CHR/Rhythmic KKFR (Power 92)/Phoenix's most recent performance in the Arbitron ratings. Power 92 is now the top-cuming station 12+ in the market. Smulyan also noted that much progress has been made at WKQX & WLUP/Chicago, saying Emmis is beginning to see the benefits of pairing the two male-targeted stations for national advertisers.

"We are 35% ahead of our national revenue market as a result," he said. "It has not been unusual for Emmis/Chicago to trail the overall market by 20, even 30 [percentage] points in the past couple of years. In May we trailed the market by only three points, and we fully expect to be beating the revenue market within the next 60 days."

BUSINESS BRIEFS

Continued from Page 4

Astral Media President Jacques Parisien added, "With the very low level of French-language programming [2.5%] and no specific expectations regarding ethnocultural or aboriginal services, it is hard to understand how these decisions reflect Canada's linguistic duality and cultural diversity."

Recruitment Goal Reached In Houston PPM Trial

Arbitron said Tuesday that it has signed up 2,100 radio consumers aged 6 and older in Houston to participate in its upcoming Portable People Meter market trial, meeting its recruiting goal. Arbitron President/PPM & International Pierre Bouvard said the company is "extremely gratified by the success of our recruitment efforts and the willingness of consumers to join our PPM panel."

He continued, "Arbitron went to Houston to demonstrate our ability to recruit a PPM panel in an ethnically diverse market and further demonstrate that Hispanic and African-American consumers will participate in a PPM media panel. Our recruiting success was consistent across key ethnic and racial groups. In addition, we have achieved a sample performance indicator as of June 30 that is in line with our response-rate goals at both the household level, 43.2%, and individual-persons level, 28.1%."

Twenty-one percent of the panel is African-American and 31% is Hispanic. Of the Hispanics participating in the PPM demonstration, 16% are Spanish-language-dominant.

The first station-level PPM data from Houston is expected to be released by Arbitron in September, and the Houston demonstration will continue through winter 2006.

In other news, on July 20 Arbitron and the RAB will jointly present the results of a study that looks into the PPM's potential economic impact on the radio business. Conducted by Forrester Research, the study also considers the possible consequences if the radio industry doesn't migrate to electronic measurement. Pearlman Advisors President David Pearlman managed the study, which was commissioned by the RAB.

Elder Smulyans Sell Indianapolis AM

Emmis Chairman/CEO Jeff Smulyan's mother, Natalie Smulyan, and the estate of her husband and Jeff Smulyan's father, Sam Smulyan, have agreed to sell the estate's remaining radio station, Gospel WNTS/Indianapolis, to Davidson Media Group for \$2 million.

WNTS served as the launching pad for late-night TV talk host David Letterman and Emmis Radio President Rick Cummings, as well as Jeff Smulyan. John Pierce & Co. served as the exclusive broker in the transaction.

KTOZ/Springfield, MO Gets No Takers On eBay

Matthew Johnson, the majority owner of eclectic AM KTOZ (The Unforgettable Station)/Springfield, MO, recently placed his shares in KTOZ on online auction site eBay with a minimum bid of \$300,000. But by July 6, the final day of bidding, no bids had been submitted.

Johnson told the Associated Press that he received 35 responses by other means, saying, "I would like to find somebody who would make me a reasonable offer for my shares and who would allow the station to continue operating in Springfield."

KTOZ GM Bill Thomas told AP that he planned to resign and was told "nothing whatsoever about [the sale]." He continued, "Unless they get together and appoint new leadership, KTOZ will probably shut down." KTOZ is staffed largely by volunteers, and Thomas said the station's poor financial state has made staffers unwilling to provide funds to keep it going.

Analyst

Continued from Page 4

from 526,000 to 590,000, and raised his Q4 prediction from 783,000 to 802,000. He also raised his year-end 2006 forecast and now expects XM

to finish next year with 8.7 million customers.

Based on the XM trend, Jacoby also upped his forecasts for XM rival Sirius Satellite Radio. He increased his Q2 subscriber-growth prediction from 321,000 to 420,000, raised his Q3 outlook from 331,000

to 388,000, and upped his Q4 forecast from 630,000 to 738,000.

Jacoby expects Sirius to end 2005 with 2.9 million subscribers, up from his earlier forecast of 2.7 million. He also raised his 2006 year-end subscriber forecast from 5.2 million to 5.5 million.

TRANSACTIONS AT A GLANCE

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

- KVID-FM (CP)/Barstow (Victor Valley), CA \$100,000
- WNTS-AM/Beech Grove (Indianapolis), IN \$2 million
- WBMI-FM/West Branch, MI \$300,000
- KLFD-AM/Litchfield, MN \$490,000
- KSWM-AM/Aurora, MO \$417,500
- KQMO-FM/Shell Knob, MO \$417,500
- KSCQ-FM/Silver City, NM \$330,000
- WFSO-FM/Olivebridge, NY \$1
- WLOA-AM/Farrell, PA \$295,000
- WYCK-AM/Plains and WICK-AM & WWDL-FM/Scranton (Wilkes Barre), PA \$1.93 million
- KMJY-FM/Newport, WA \$2 million
- WBVQ-FM/Barrackville (Morgantown-Clarksburg-Fairmont) and WBUC-AM & WBRB-FM/Buckhannon, WV \$4.27 million stock transfer
- WBVQ-FM/Barrackville (Morgantown-Clarksburg-Fairmont), WV \$250,000 placement in trust

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

DEAL OF THE WEEK

- **KFNX-AM/Cave Creek (Phoenix), AZ**
PRICE: \$4.88 million
TERMS: Asset sale for cash
BUYER: Premier Radio Stations, headed by Manager Lyle Campbell. Phone: 630-240-2095. It owns no other stations.
SELLER: North American Broadcasting Company (debtor in possession), headed by President Francis Battaglia. Phone: 602-277-1100
COMMENT: The purchase price is equal to the aggregate funds necessary to pay all the valid secured and unsecured creditor claims and administrative claims in a bankruptcy case involving the seller.

2005 DEALS TO DATE

Dollars to Date:	\$987,477,842 <i>(Last Year: \$1,837,142,950)</i>
Dollars This Quarter:	\$23,415,401 <i>(Last Year: \$493,190,639)</i>
Stations Traded This Year:	526 <i>(Last Year: 844)</i>
Stations Traded This Quarter:	31 <i>(Last Year: 199)</i>

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R&R TRIPLE A 2005 SUMMIT AGENDA

Wednesday August 10, 2005

- 3:00-7:00pm REGISTRATION OPEN**
- 3:00-5:00pm TRIPLE A LABEL SUMMIT**
By invitation only
- 6:00-8:00pm NICKEL CREEK/KBCO PRIVATE PREVIEW AT THE REEF**
Hear the band play their new CD, *Why Should The Fire Die?*, in it's entirety as part of a KBCO promotion.

- 8:00pm- Midnight FOX THEATRE**
Performances by:
Jackson Browne, Inside Recordings/C05
Leo Kotke & Mike Gordon, RCA Victor Group



Jackson Browne

Thursday August 11, 2005

- 8:30-9:30am FRIENDS OF BILL W.**
- 10:00am-4:00pm REGISTRATION OPEN**
- 10:00-11:45am BRINGING NEW BLOOD TO THE FORMAT**
Sponsored by Capitol Records
The kickoff panel of the R&R Triple A Summit always seems to set the tone for the rest of the gathering, and this year should be no exception. This session will focus on the newer and younger members of the community; the programmers, promotion people and potential listeners. We will look at the subject from two angles: younger programmers within the format and new ways to attract a younger adult audience to Triple A programming.

- NOON-1:45pm LUNCHEON**
Sponsored by Columbia Records and Red Ink
Performances by Aqualung and Brandi Carlile

- 2:00-3:30pm ANNUAL SBR TRIPLE A SUMMIT SESSION**
Sponsored by WF Leopold Management
This year's SBR Creative Media-led session will tackle many of the hot-button subjects on everyone's minds, including understanding and counterprogramming the "Jack"-style Adult Hits format, evolving ways to market and promote your station and a variety of other subjects. In addition to the esteemed panelists, the session will open with a very special mystery guest.

- 4:30-6:00pm COCKTAIL PARTY**
Sponsored by Curb Records
Performance by DeSol

- 6:00-8:00pm E-TOWN AT THE BOULDER THEATRE**
Performances by: Beth Orton and Turin Brakes

- 8:30pm- Midnight FOX THEATRE**
Performances by:
David Gray, ATO/RCA/RMG
Mike Doughty, ATO Records
The Fray, Epic Records



David Gray

- 9:00-11:00pm PLAYERS CLUB**
Performances by:
Brett Dennen, Flagship Recordings
James Blunt, Atlantic Records

- 12:30am CLUB R&R**
Sponsored by Virgin Records
Performance by Tristan Prettyman

Friday August 12, 2005

- 8:30-9:30am FRIENDS OF BILL W.**
- 10:00am-4:00pm REGISTRATION OPEN**

- 10:00-11:45am MENTORING**
Just because we work in the format, does that mean we know everything there is to know or that we can't learn something new? Some of the most recognizable and successful format veterans will be available to answer your questions. The session will be split into two parts: small-group brainstorming and a period to ask questions and get advice from veterans on both the radio and records sides.

- NOON-1:45pm LUNCHEON**
Sponsored by Warner Bros. Records and RCA Victor Group
Performances by William Topley and Judd & Maggie

- 2:30-4:15pm SMALL BUT PROFESSIONAL**
There are many stations that have been successfully executing the Triple A format in small and medium-size markets for years. This panel will address the unique — and perhaps not so unique — problems and needs of this very important segment of the Triple A radio community.

- 4:30-6:00pm COCKTAIL PARTY**
Sponsored by 429 Records
Performance by Saucy Monky

- 8:30pm- Midnight FOX THEATRE**
Performances by:
Pete Yorn, Columbia Records
The Wallflowers, Interscope Records
Ringside, Geffen Records



Pete Yorn



The Wallflowers

- 9:00-11:00pm PLAYERS CLUB**
Performances by:
World Leader Pretend, Warner Bros. Records
Missy Higgins, Reprise Records

- 12:30am CLUB R&R**
Sponsored by Lost Highway
Performance by Mary Gauthier

Saturday August 13, 2005

- 8:30-9:30am FRIENDS OF BILL W.**

- 10:00-2:00pm REGISTRATION OPEN**

- 10:00-11:45am STRATEGIC VISIONING: A SPECIAL WORKSHOP SESSION**
Lois Todd and Chris Chopyak are senior partners in consulting company Alchemy, which offers new ways to look at your job and those who work with you, as well as tools to help you reach your goals in your personal life. Todd believes that all the necessary resources exist in any given system or individual, and she challenges and encourages us to become inspired.

- NOON-2:00pm R&R INDUSTRY ACHIEVEMENT AWARDS LUNCHEON**
Sponsored by Verve Music Group
Performances by Jackie Greene and Teddy Thompson

- 2:15-4:15pm SNEAK PREVIEW OF ELIZABETHTOWN**
Sponsored by RCA Records
Elizabethtown is a new film by director Cameron Crowe, starring Orlando Bloom and Kirsten Dunst. Music is an integral part of the film, and it includes new music written expressly for the feature by such artists as Ryan Adams, Lindsey Buckingham, and My Morning Jacket. There will also be a short intro by the director himself!

- 4:30-6:00pm RATE-A-RECORD***
Sponsored by New West Records
Refreshments Courtesy of Songlines
Vote Tabulation by Broadcast Architecture
The annual "Rate-A-Record" is once again coordinated by WXP/Philadelphia PD Bruce Warren. In addition to the opinions of the radio and records community, we have again invited listeners of Summit host station KBCO to join us. It will be a chance to preview some exciting new releases scheduled for late summer and early fall. Facilitator: Bruce Warren, WXP/Philadelphia
*Rate-A-Record is a service mark of dick clark productions

- 8:30pm- Midnight FOX THEATRE**
Performances by:
Spin Doctors, Ruffnation/C05
Amos Lee, Blue Note/EMC
Shannon McNally, Back Porch/Narada



Spin Doctors

- 9:00-11:00pm PLAYERS CLUB**
Performances by:
Big Blue Hearts, Eagle Eye/C05
Dirty Blonde, Zomba Label Group

R&R TRIPLEA 2005 SUMMIT

**AUGUST 10-13, 2005
MILLENNIUM HARVEST HOUSE HOTEL
BOULDER, COLORADO**

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SUMMIT
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FAX THIS FORM BACK TO 310-203-8450

OR MAIL TO:

R&R Triple A Summit
P.O. Box 515408
Los Angeles, CA 90051-6708

Please print carefully or type in the form below.
Full payment must accompany registration
form. Please include separate forms for each
registration. Photocopies are acceptable.

OR REGISTER ONLINE AT www.radioandrecords.com

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Name _____
Title _____
Call Letters/Company Name _____
Street _____
City _____ State _____ Zip _____
Telephone # _____ Fax # _____
E-mail _____

SEMINAR FEES

BEFORE JULY 8, 2005 \$350
JULY 9 - AUGUST 5, 2005 \$399
AFTER AUGUST 5, 2005
ON-SITE REGISTRATION ONLY \$425

There is a \$50.00
cancellation fee.
No refunds after
July 1, 2005

METHOD OF PAYMENT

PLEASE ENCLOSE SEPARATE FORMS FOR EACH INDIVIDUAL REGISTRATION

Amount Enclosed: \$ _____

Visa MasterCard American Express Check

Account Number _____

Expiration Date

Month _____ Date _____ Signature _____

Print Cardholder Name Here _____

QUESTIONS? Call the R&R Triple A Summit
Hotline at **310-788-1696**

HOTEL
registration

Millennium Harvest House Hotel, Boulder, CO

Thank you for requesting reservations at the Millennium Harvest House Hotel. Our staff would like to take the opportunity to extend a warm welcome to you during your upcoming meeting.

- To confirm your reservation, your arrival must be guaranteed by charging two nights deposit to a major credit card, or you may send payment by mail. Deposits will be refunded only if reservation is cancelled **at least 30 days prior to arrival.**
- Reservations requested after **July 10, 2005** or after the room block has been filled are subject to availability and may not be available at the Summit rate.
- Check in time is 3:00 pm; check out time is 12noon.

TYPE OF ROOM	TRIPLE A SUMMIT RATE
Deluxe (single/double)	\$129/139 night
Millennium Club Rooms (single/double)	\$149/159 night

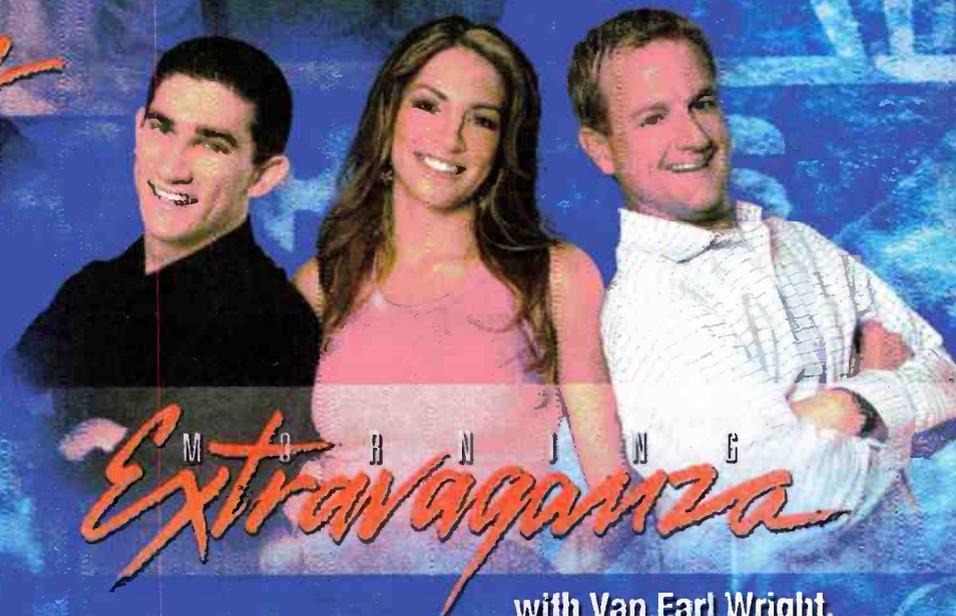
FOR HOTEL RESERVATIONS, PLEASE CALL:
303-443-3850 or 866-866-8086
Or mail to: Millennium Harvest House Hotel
1345 28th Street, Boulder, CO 80302
Millenniumhotels.com (Group Code:12746)

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Andrew Siciliano, and Krystal Fernandez
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Steel, Collier Rise To Clear Channel/Memphis PD Posts

Clear Channel/Memphis has promoted Devin Steel to PD of Urban WHRK (K97) and Eileen Col-



Steel Collier

lier to PD of Urban AC KJMS (V101.1). They replace Nate Bell, who will move to Clear Channel's St. Louis cluster and focus on his role as Regional VP/Programming, Mid-America.

Steel is promoted from Asst. PD/MD of K97, where he is also the afternoon personality. Collier rises from Asst. PD of V101.1 but continues as Asst. PD/morning co-host of Urban AC clustermate WDIA-AM and as PD of the cluster's Gospel WHAL.

"This is an exciting time for our entire cluster of stations, and we are proud to be able to promote from within," Bell said. "Devin has done an excellent job as WHRK's Asst. PD and MD and is very deserving of the opportunity to sit in the programming seat, and Eileen has set precedents as PD of our Gospel WHAL and Asst. PD of KJMS. I have no doubt she'll do the same as PD of KJMS."

Bell has progressively picked up more duties outside of Urban formats since becoming VP/Programming, Mid-America. He said, "I'm happy to get out of the way and let them work their magic as I make the transition to St. Louis to help Clear Channel continue to deliver quality programming while elevating the Mid-America Region to the next level."

Network Live

Continued from Page 3

company "will ultimately be responsible for bringing content to the table." He continued, "We are going to open up an opportunity for our artists — emerging artists, existing artists and all our different concert tours and festivals — to have a whole new pipeline."

Describing the venture's business model in response to a reporter's question, Wall said, "The different partners we're bringing in are paying licensing fees. And there is an advertising component, or a sponsorship component, to the programming model. [Online media] is a much more mature business than it was, say, five years ago, and the numbers are very attractive both to advertisers and to the internal models that some of our partners have."

Arbitron

Continued from Page 3

Fredericksburg, VA (up 76%, to 10,200). Just 22 Arbitron markets saw losses in Hispanic population, including Pensacola, FL; Panama City, FL; Williamsport, PA; and Altoona, PA.

Top 20 Arbitron Metros, Hispanic 12+

Metro	2005 Hispanic 12+ Population	% Gain From 2000
Los Angeles	4,422,000	16.8%
New York	3,212,500	14.1%
Miami	1,578,700	18.6%
Chicago	1,323,200	19.8%
Houston	1,276,500	26.3%
San Francisco	1,136,700	13.1%
Dallas	1,090,300	32.7%
San Antonio	779,500	16.6%
Phoenix	742,800	35.5%
McAllen	695,200	19.0%
Riverside	689,900	39.6%
San Diego	675,100	21.6%
El Paso	463,600	13.6%
Washington, DC	443,600	33.7%
Denver	396,900	23.9%
San Jose	326,200	6.1%
Austin	318,600	27.0%
Atlanta	318,500	51.0%
Las Vegas	309,700	40.6%
Fresno	309,100	20.4%

Salant Named PD Of WWYZ/Hartford

Consultant and veteran programmer Pete Salant has been named PD of Clear Channel Country outlet WWYZ (Country 92.5)/Hartford. He succeeds Justin Case, who left in March to program Cox's Birmingham Country trio of WZZK-AM & FM & WNCB.



Salant

Salant's background includes programming stints at New Haven's WAVZ-AM and WKCI. He left New Haven in 1980 for WYNY/New York, where he was Director/Operations & Programming. He left there in 1983 to open his consultancy, Pete Salant Multimedia Consulting & Production. In recent years he has focused primarily on TV-spot conception and production.

"It's wonderful having Pete on board," Clear Channel Regional VP and Hartford Market Manager Manuel Rodriguez said. "Not only does his extensive experience in this market over the years bring a lot to the table, but the fact that many of us worked with him in past years makes the transition that much more comfortable."

Salant told R&R, "I'm excited about working with Manuel, Clear Channel/Hartford OM Todd Thomas and the incredibly talented, hard-working staff of Country 92.5. I'm joining some old friends from my New Haven and New York PD days and have great confidence in the rest of the people I'll be working with who've made Country 92.5 a consistent winner year after year."

"Many who know me as an AC programmer aren't aware that I had as many as a dozen stations at a time in the Country format during my 20 years as a programming consultant, so I'm no Country tenderfoot. And I've lived and worked in the Hartford and New Haven markets for most of the past 30 years, so I know something about what makes Country 92.5's listeners tick. I feel very fortunate to have been asked to join Clear Channel and WWYZ, and I intend to raise the bar until we're No. 1 and stuck there."

RAB

Continued from Page 3

The six-month study, released on June 7, examined the return on investment of four products in four test markets, with four advertising mixes: radio-only, television-only,

radio/TV vs. television-only, and radio/TV vs. radio-only. Of the four panels, the TV-only panel posted the biggest overall sales jump, 7.7%, compared to a 3.6% gain for the radio-only panel. The radio/TV vs. radio-only panel saw sales increase 7.3%, while the radio/TV vs. TV-only panel posted a sales gain of 4.6%.

In its two-page response, the RAB noted that the radio-only results were "statistically equivalent" to the TV-only numbers and that "good research practices do not support the TVB's conclusion."

"The TVB is asking you to look at return without looking at investment. We are disappointed that the TVB elected to misrepresent our findings rather than contact us with any questions."

The RAB also pointed out that the study focused on national ad spending, worked with four national TV advertisers and estimated costs "on a national level." When the TVB questioned how the study would have turned out if local spot TV spending had been included, the RAB responded, "The TVB is welcome to conduct its own million-dollar study to answer that

EXECUTIVE ACTION

Gonzalez New Bustos VP/Prog. & Promo

Bustos Media has named Juan Gonzalez VP/Programming & Promotions. He will oversee programming for the company's five networks: Regional Mexican Ke-Buena, Gran-D and Zorro; Spanish AC Magia; and Classic Spanish Hits La Bonita/Recuerdo. He will also be responsible for the networks' national and local promotional efforts.

"Juan has earned this distinction and additional responsibility due to his outstanding performance as the PD of KTTA/Sacramento," said Bustos Media President Amador Bustos. "He is a young man with a lot of drive, organizational skills and the necessary sensitivity to work with his peers as well as the company's clients."

Gonzalez said, "I am honored and pleased to take this step. Bustos Media has a great team of on-air talent and programming professionals that will make my job easier. We will work hand-in-hand with the station managers throughout the company to make Bustos' stations the very best in their markets."

Mark Your Calendars

Important dates and events in the coming months



July

June 1-Sept. 22 — Summer Arbitron
July 20-24 — The Conclave, Minneapolis; www.theconclave.com

August

Aug. 10-13 — R&R Triple A Summit 2005, Boulder, CO; www.radioandrecords.com
Aug. 19-20 — Dan O'Day's International Radio Creative & Production Summit, Los Angeles, CA; www.danoday.com/summit

September

Sept. 2-5 — Tom Joyner Family Reunion 2005, Orlando; www.blackamericaweb.com/family05
Sept. 21-24 — NAB, Philadelphia; www.nab.org
Sept. 22-Dec. 15 — Fall Arbitron

October

Oct. 14 — R&R Smooth Jazz Label Summit, Los Angeles; www.radioandrecords.com
Oct. 16 — Nashville Songwriters Foundation Hall of Fame Dinner, Nashville; www.nashville.com
Oct. 17 — ASCAP Country Awards Dinner, Nashville; www.ascap.com
Oct. 18 — BMI Country Awards, Nashville; www.bmi.com
Oct. 19 — SESAC Country Awards Dinner, Nashville; www.sesac.com
Oct. 22 — International Gospel Music Hall of Fame and Museum induction ceremony, Detroit; www.igmhf.org

December

Dec. 8-11 — R&R Christian Summit, Nashville; www.radioandrecords.com
Dec. 12-13 — Last reporting days of the year

The RAB continued, "The TVB plucked out partial data that indicated that the TV campaigns RAEL tested delivered more sales results than the radio campaigns without disclosing that the TV effects came at more than twice the advertising cost of the radio results."

"The TVB is asking you to look at return without looking at investment. We are disappointed that the TVB elected to misrepresent our findings rather than contact us with any questions."

The RAB also pointed out that the study focused on national ad spending, worked with four national TV advertisers and estimated costs "on a national level." When the TVB questioned how the study would have turned out if local spot TV spending had been included, the RAB responded, "The TVB is welcome to conduct its own million-dollar study to answer that

question. In the meantime, the [ROI] study unequivocally established that, on a national-to-national basis, radio demonstrated a 49% better ROI — a 49% better value."

Travatto

Continued from Page 3

"I'm excited to get out of the Midwest, where it snows, and San Antonio will afford me the possibility of MCing — in a Ryan Seacrest-esque manner — the city's annual Mud Festival," Travatto told R&R. "I'm also grateful to Tom Glade for giving me the opportunity to put my Spanish to use."

In related news, KHFI MD/night jock Deidre Gott has exited. Shannon will absorb her MD duties, but he is looking for a new night personality for the station.



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A Perry Capital Corporation

Studies

Continued from Page 1

heard of Internet radio, and 33% are aware that podcasting is out there.

Paragon CEO Mike Henry said, "The awareness levels of satellite radio, MP3 players and Internet radio are high. However, the actual listening level of radio, at 97% of the population, far exceeds listening to Internet radio, MP3 players, satellite radio and all other new-media listening options."

The study also looked into the growth potential for alternative media, and Henry said, "The new media that holds the most potential for future new listening is Internet radio, at 28%, followed by MP3 players, at 22%, and then satellite radio, at 17%."

CDs, Radio Still Main Music Sources

Research firm IDC last week released a study that found that while the popularity of iPods, satellite ra-

dio and other digital media devices is on the rise, consumers still rely largely on radio and CDs as their primary sources of music.

According to the survey, nearly 70% of U.S. households buy recorded music every month, with 23% spending an average of \$10-\$25 a month. Fifty-three percent of respondents own portable CD players, and 6% own MP3 players. Only 4% reported using a pay-per-download online music service.

IDC also found that younger respondents are more likely to own or have an interest in owning digital audio devices, but it said older technologies are poised for battle. "IDC believes that vendors offering new audio technologies will face ongoing competition from reliable incumbent technologies and newer entertainment and productivity technologies for consumer mind-share and dollars," the report said.

Additional reporting by Brida Connolly.

McKenna

Continued from Page 1

servicing in crossover promotion at RCA Records and Columbia Records.

"Jerry is an industry veteran with extensive knowledge of the Boston market and the area in general," WBMX VP/GM Barbara Jean Scannell said. "His passion and enthusiasm will be a great addition to our team, and we look forward to partnering with him for this new era in WBMX's history."

McKenna said, "I'm extremely excited about joining the 'Mix 98.5' family. Being from Boston, I know firsthand what a great station it is. Mix is not only a leader here at home, but its heritage and innovation are respected throughout the country."

"I look forward to this opportunity, and I'm confident my experience and knowledge of the marketplace will lend themselves to building upon WBMX's solid foundation."

Falconi joined WODS in November 2004 as MD and has been the station's interim PD since Zellner's departure. Before joining WODS Falconi was PD of Citadel's three Worcester, MA stations: Oldies WORC-FM, Hot AC WXLO and Classic Rock WWFX. He was previously PD of then-Classic Hits WEGQ/Boston and has been in affiliate relations with Boston-based Superadio Networks. Falconi began his career at then-Top 40 WVBF (F-105)/Boston, handling the night-time shift.

"It feels great," Falconi told R&R

when asked about earning the PD role at what has become one of America's pre-eminent Oldies stations. "This is the big one," he said. "I am thrilled. The station has been doing fantastic, and maintaining the vision of the future and keeping the momentum going are the most important things to do. There's very little at this point that needs to be done, aside from a little tweaking here and there."

Falconi also said that Boston, which is more of a traditional mar-

ket, wholly supports Oldies, and therefore the format remains very strong in the region. That being said, Falconi believes Oldies must evolve in order to ensure its survival. He said, "The 1970s component has certainly increased from more than three years ago, but you need to move forward ever so slowly, so you don't fall off the face of the earth demo-wise."

Additional reporting by Adam Jacobson.

Reynolds

Continued from Page 1

staff are undeniable. I am honored to be working closely with Marthe and our team as we take Island Def Jam to new heights."

Reynolds began her IDJMG career in 1993 as Sr. Director/Crossover Promotion for Island Independent Labels. She was upped to Sr. Director/Rhythm-Crossover Promotion for Island Def Jam Records in 1994 and to her most recent position in 2001. She's also worked at Omni Records; Vendetta/A&M Records, where she was National Director/Crossover Promotion; and PWL America/Chemistry Records, where she was GM.

"I appreciate the opportunity to continue serving our artists at Island Def Jam, which has been my home for the last 12 years," said Reynolds. "My thanks go to Greg Thompson, [IDJMG Chairman] L.A. Reid, [Island President] Steve Bartels and [Def Jam President/CEO] Shawn Carter [a.k.a. Jay-Z] for believing in my abilities and for their constant support and encouragement."

"I look forward to working with our excellent staff and breaking a lot of artists this year, as well as building upon the careers of artists we are already lucky enough to have."

Hastings

Continued from Page 3

seem to have aligned perfectly for what can only be called a homecoming. I'm very proud of the chapters I helped write there, and I am really champing at the bit to write many, many more."

Hastings replaces Sean Elliott, who exited WLZR on June 30. "I'm trading in my Red Sox jersey for a Brewers jersey," Hastings joked to R&R. "My psychological appointment is in two hours."

Carvello

Continued from Page 1

"I want to thank TVT owner and President Steve Gottlieb for his support and confidence," Carvello told R&R. "I'm looking forward to elevating TVT's overall presence to the same level we are at in the Crossover and Urban formats. Go Red Sox!"

Lawley

Continued from Page 1

"I am so thankful for the opportunity that [Citadel Chairman/CEO] Farid Suleman and [COO] Judy Ellis have given me to lead the West," Lawley told R&R. "This is something that I have been working toward for my entire career."

Newcap

Continued from Page 3

none. Josie has worked hard and earned this opportunity to lead Hot 89.9 to its next level of success in Ottawa."

Mise told R&R, "I'm headed to the home of the Oilers, the Eskimos and permafrost! We're going to have some fun. My new stations just moved into a state-of-the-art building in the West Edmonton Mall — it's the second-biggest mall in the world, behind the one in Minneapolis. This place is a real showpiece, and I'm excited to walk into a mall and decide which one of 40 restaurants I'm going to eat at that day."

CHRONICLE

CONDOLENCES

- Country soul singer-songwriter **Big Al Downing**, 65, July 4.
- Former NAB exec **Chuck Sherman**, June 19.
- Gospel singer **Ronald Wians**, 48, July 17.
- Longtime Southeast Texas radio personality **Gordon Baxter**, 81, June 11.
- Former WCXI & WWWW-FM/Detroit GM **Phil Lamka**, 58, June 7.
- WCBC/Cumberland, MD's **Jim Robey**, 56, May 31.



AL PETERSON
apeterson@radioandrecords.com

'The Radio Marketing Guide & Fact Book'

Highlights from the annual RAB report

As week's issue of R&R focuses on marketing issues, I think it's important to remember that radio must market not only to its listening audience, but also to its other audience: the advertising community. Because, as all of us know, great audience numbers are only half the battle. You also need the support of advertisers who are becoming increasingly sophisticated at pinpointing the best place to spend their marketing dollars in today's saturated media world.

Many readers may already be familiar with the Radio Advertising Bureau's "Radio Marketing Guide and Fact Book." This annual report provides radio with comprehensive information and statistics on listeners' purchasing patterns and behavior profiles.

The report is designed to help radio market its strengths and incomparable value to advertisers by helping demonstrate how consumers use the medium and how advertisers can best use radio's unique attributes to increase sales, establish brand identity and drive traffic to their places of business.

This week we focus on some of the highlights of the 2004-2005 RAB study to help you better market your station to potential and regular advertisers. If you are a programmer, manager or GSM at a News/Talk/Sports station or, frankly, at a station in any format, the information in the RAB's detailed report is worth reviewing.

If you need more info or if you'd like to obtain your own copy of the latest "Radio Marketing Guide and Fact Book," just log on to www.rabmarketing.com.

Nobody Does It Better

With all due respect to the satcasters, podcasters, Internet streamers and other new-media competitors that radio faces today, when it comes to reaching active ears, nobody does it better than radio. In an average week radio reaches an incredible 94% of all persons age 12+.

Ask the sales manager at any of the hot new media that radio competes with what they'd be willing to trade for audience-reach numbers like that.

Even better news is that radio's reach hits those kinds of numbers in just about every male and female demographic. While much has been made of the notion that radio is irrelevant to today's teens, the fact is, radio reaches nearly 93% of all people between the ages of 12 and 17.

With that kind of reach, there is little question that radio has the ability to communicate with America's teens, and it retains the power to correct its mistakes and enhance its attributes with this forever fickle — but forever important — demo. As always, today's teens are tomorrow's adult listeners.

TRS 2006: Save The Dates!

As many of you return from summer vacations, you'll be faced with those always exciting budget and travel-planning meetings for next year. That's why we thought it would be good for you to know that the 11th annual R&R Talk Radio Seminar will be held March 2-4, 2006, in our nation's capital, at the Renaissance Washington, DC Hotel.

Although early-bird online registration will not open until mid-September, we want to be sure you have an early heads-up so you can save the dates to attend the industry's largest annual gathering of executives and professionals from News and Talk radio stations from across the country. Mark your calendar now, and plan on joining us for TRS 2006, March 2-4 in Washington, DC.

Consumers believe that their favorite radio shows carry ads that are appropriate for them as individuals, causing listeners to react to ads on a more emotional level.

Although various formats may lean more male or more female in their audience composition, overall reach numbers for radio are about equal when it comes to men and women of all ages. With reach numbers averaging around 95% for both sexes in almost all demographic segments, radio remains the most pervasive medium available to reach consumers today.

Still, radio can't afford to be the proverbial ostrich with its head stuck in the sand in today's rapidly changing media world, and the medium's daily reach can be its greatest resource in communicating directly any changes and improvements that are made for the benefit of listeners.

Think about it: What medium does most oth-

er new media use to reach potential consumers? Cable TV, the Internet, XM, Sirius — they've all used radio to tout their new products. Because when you want to talk to the most people with the greatest efficiency, the answer is easy: Use radio.

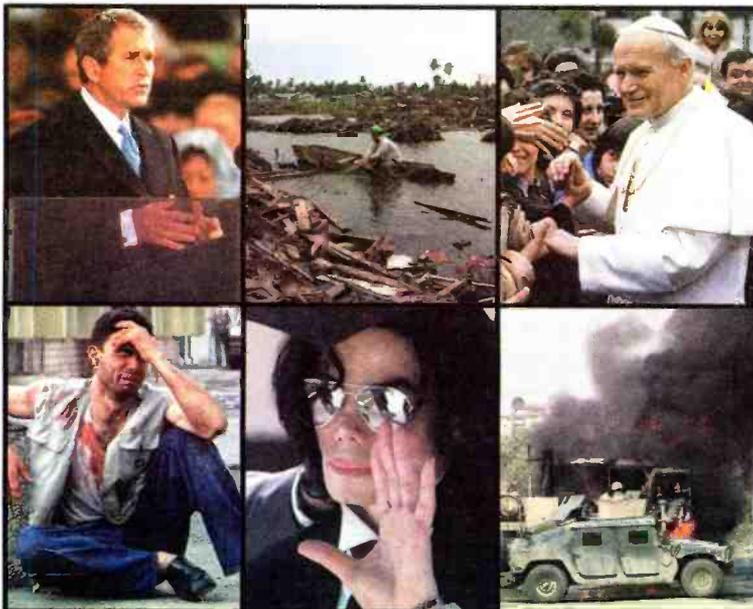
Breaking down radio's reach further, the story remains strong, as nearly three-quarters of Americans find time in their busy schedules to listen to the radio on any given day of the week. Seventy-four percent of men 18+ listen daily, as do just over 74% of women. And, although teens' daily audience-reach numbers are less than the weekly reach for the demo — 67.7% vs. 92.7% — the lower figure is still enviable to other media in the iPod-cell phone-Internet world so familiar to today's teens.

Choose Radio To Get 'Er Done

The "Radio Marketing Guide" points out that other media choices for advertisers are often only effective at certain times of the day, or even only on specific days of the week — think primetime TV or the Sunday newspaper. But with radio, advertisers can reach massive numbers in the audience they are targeting at almost any time of day or on any day of the week, even weekends.

From 6am-7pm, Monday-Sunday, radio reaches more than 81% of all persons 12+. Those numbers remain consistent with both men and women in radio's three prime dayparts, with a weekly reach of nearly 82% of men 18+ and nearly 85% of women in the same demographic.

Continued on Page 12



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Affiliate Information 212-735-1700

'The Radio Marketing Guide And Fact Book'

Continued from Page 11

Radio even fares well with teens in weekly daypart reach, with nearly 74% of persons 12-17 listening in morning drive and middays, 80% listening in afternoon drive, and 68% tuning in from 7pm-midnight.

How do these audience-reach numbers compare with other media choices on a daily basis? From sunup to sundown — 6am to 6pm — radio is the medium of choice for 44% of all persons 12+ every day. A combination of broadcast TV and cable comes in second, at 41%, followed by newspapers, at 10%, and magazines, at just 5%. Once again, it's radio that gets more daily media time from Americans than any other mass medium.

In recent years there's been a fair amount of talk about decreased time spent listening. Although no one can deny that radio has suffered some erosion in TSL, the fact is, the medium remains heavily used by listeners each and every week. The RAB reports that persons 12+ spend nearly 20 hours a week listening to radio, with an average daily TSL of nearly three hours. On weekends that number jumps to five hours of TSL 12+.

Interestingly, men spend slightly more time with radio than women do — about 21 hours a week for men 18+ vs. 19 1/2 hours for women in the same demo. That's good news for News/Talk radio and other male-targeted formats.

Teens, on the other hand, log in with the lowest weekly TSL, averaging 13 hours Monday-Sunday, 6am-midnight. But on weekends teens come close to all other demos, averaging four hours and 30 minutes with their radios.

Radio's Rainbow Coalition

When it comes to reaching specific consumer groups, radio's strength crosses demographic and ethnic lines. For example, radio reaches 95% of the African-American community in any given week. Even better, African Americans listen to their favorite radio stations about 23 hours a week on average. Those numbers hold with both males and females, with radio reaching 94.3% of African-American men 18+ and 95.5% of 18+ African-American women.

Advertisers that want to reach the growing Hispanic audience in America are also wise to seek out radio, as it reaches 96% of that audience, which listens to radio a whopping 22

hours and 15 minutes each and every week. Once again, radio's reach is consistent among both sexes, with a reach of over 95% of Hispanic men 18+ and more than 96% of Hispanic women 18+.

If you have an advertiser that wants to reach affluent and well-educated consumers, once again, radio is an outstanding value. Reaching 95% of adults with incomes over \$50,000 and 95% of college graduates, radio remains a key medium for any buyer looking to reach those who have the knowledge and means to buy certain product categories.

Those same adults earning over \$50,000 annually spend well over three hours a day listening to radio, with men 18+ logging three hours and 35 minutes per day and women 18+ chalking up three hours and 12 minutes a day with their radios.

Although some other media are pretty effective at reaching consumers in certain environments, the RAB study confirms that radio reaches your advertisers' customers just about everywhere. Among persons 12+, almost 46% of the week-day audience listen in the car, 36% listen at home, and nearly 19% tune in at work or other locations. Radio fares even better on weekends, reaching nearly 50% of listeners in their cars, 41% at home and more than 10% at work or another out-of-home location.

The RAB also points out that radio's reach is year-round, with incredibly consistent listening patterns and audience statistics. For example, persons 12+ logged an average weekly TSL of 19 hours and 30 minutes in all but one of the five rating periods from fall '03 through fall '04. The exception was spring '04, when TSL rose to 19 hours and 45 minutes. That kind of audience stability makes it much easier for advertisers to develop a marketing plan to suit their needs, no matter what time of year it may be.

Radio Is On-The-Go Info

In today's society time is a precious commodity and something no one ever seems to have quite enough of. For advertisers, radio is the No. 1 medium when it comes to reaching on-the-go listeners when they're closest to the point of purchase. In fact, radio reaches an impressive 63% of all adults 25-54 within one hour before they make their largest purchase of the day. That number is even more impressive compared to the figures in that demo for other media, including TV, at 22%; newspapers, at 13%; and magazines, at 12%.

The stats on reaching those active 18-to-34-year-olds are even more impressive, with radio hitting 68% of all adults in that demo within an hour before they make their largest purchase of the day. TV, newspapers and magazines — all generally more costly to advertise with than radio — log reaches of only 22%, 15% and 15%, respectively, with this dynamic demographic.

And while teens are naturally not behind the wheel in the same numbers as adults, radio still reaches 41% of all 12-to-17-year-olds within an hour of the day's biggest purchase, nearly double the reach of television, over eight times the reach of newspapers and more than six times the reach of magazines.

In an average week radio reaches an incredible 94% of all persons ages 12+.

When it comes to reaching retail consumers — people who shop and spend their hard-earned dollars with advertisers — radio's performance is no less than amazing. Every single week radio is heard by consumers who frequent a wide variety of retail outlets, from hardware and sporting-goods stores to furniture stores, restaurants and more.

For example, radio's weekly reach among adults 18+ who have shopped at a hardware or building-supply store at least four times in the past four weeks is over 94%. It reaches over 92% of those who spend \$150 or more a week at the grocery store and 93% of adults 18+ who plan on buying or leasing a new vehicle within the next 12 months.

The reach numbers are only slightly lower when broken out separately for African-American and Hispanic listeners. Ask your local cable TV company, satcaster or Internet-only audio provider if they can come anywhere close to the kind of reach radio has to influence consumers day in and day out.

Radio shows similar reach statistics for consumers who dine out: 92% for those who eat at fast-food outlets five or more times a week and just over 91% for those who have consumed

four or more evening meals at sit-down restaurants within the past two weeks.

And be sure to tell your local imported-beer distributor about radio's reach of 99.5% with listeners who have consumed an imported brew in the past week. Wine drinkers also use the radio a lot, with the medium's reach nearing 92% of those who have purchased any type of wine in the past week. Consumers of soft drinks produce similar statistics, with radio reaching over 92% of all adults 18+ who've downed 10 or more sodas in the past week.

RAEL Results

Launched in 2001, the Radio Ad Effectiveness Lab is an initiative funded by radio broadcasters with the goals of furthering the industry's understanding of how radio advertising works, measuring ad effectiveness and increasing advertiser and ad-agency confidence in radio as a medium. The RAB's 2004-2005 "Radio Marketing Guide and Fact Book" devotes a substantial portion of its contents to just some of the information, the RAEL has discovered after reviewing more than two decades' worth of research on radio's effectiveness and from new research studies fielded since the organization was formed.

The "Radio Marketing Guide" includes these key findings of the RAEL studies of adults 18-54:

- Radio listening is a one-on-one and emotion-driven experience, and listeners believe that both the medium and its advertising are more relevant to them.
 - Consumers see TV and newspapers as satisfying the masses. It's radio they turn to when they're seeking gratification of personal wants and needs.
 - Consumers believe that their favorite radio shows carry ads that are appropriate for them as individuals, causing listeners to react to ads on a more emotional level.
 - The ability of radio to make personal, emotion-driven connections with listeners helps to explain why radio is so effective when ads are done well and placed appropriately.
- In summary, the RAB's latest edition of the "Radio Marketing Guide" is chock-full of information and news you can use to better market your radio station to those all-important advertisers. Reading through it is time well-spent for both sales executives and those looking for solid evidence that radio remains more than relevant in the changing media world of today.

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JACK fm (U.S.) 2004
JACK fm (Canada) 2002

2003 Progressive Talk

2000 Jammin' Oldies

2001 NPR News & Progressive

1999 NPR News

1997 Hip Hop

1994 Modern AC

1993 All News (first in Canada)

1991 Alternative

1987 Triple A

1987 Smooth Jazz

1981 "Athens' Rock Alternative" (Athens, GA)

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We know more than JACK!

R&R Convention Panelists Know Jack (And Ben And Bob)

Hot format, extreme talent highlight general sessions

By Joe Howard
R&R Washington Bureau Chief

Among the many highlights of last month's R&R Convention was a series of lively general sessions. Along with a no-holds-barred discussion of the "Jack"-style Adult Hits format that's spreading like wildfire, the three-day gathering featured a panel of outspoken, envelope-pushing air talent discussing how to stay edgy without landing in hot water and an impressive group of industry insiders offering blunt critiques of new music breaking across various genres. These popular sessions proved that there's a lot going on in the radio and recording industries.

A standing-room-only crowd turned out to hear experts on the "Play anything" Adult Hits format — which operates across the country under names like "Jack," "Bob" and "Dave" — talk about why the controversial format is resonating with listeners.

Paragon Media CEO Mike Henry, whose company launched the first Jack station, CKKS

in Vancouver, British Columbia, believes the format's early success is indicative of a sea change for radio. "We knew within a few days that we'd hit a major vein," he said of the first Jack launch. He feels that, despite the absence of jocks, the format — if done correctly — can give stations a unique identity. "There is personality to the station," he said. "It just doesn't come from people; it comes from writing and imaging."

In fact, Henry believes the only way the format can work with air talents is if the station has a top morning show. "If you have the biggest morning show with the widest music, you have a huge radio station," he said. But he added that he knows of only two stations airing the format that also have high-profile morning shows.

Infinity VP/Jack Programming Kurt Johnson,



THEY KNOW JACK Addressing the Adult Hits issues at R&R Convention 2005's "Do You Know Jack" panel are (l-r) Paragon Media President Mike Henry, Sinclair Broadcasting President Bob Sinclair, Federated Media COO Tony Richardson, Infinity VP/Jack Kurt Johnson and McVay Media President Mike McVay.

LEADERSHIP SPOTLIGHT



The true definition of leader is a person who has commanding authority or influence. For example, your boss is a leader. He or she tells you what to do and conducts your annual review. You do the same for your employees. But are you effective? Is your boss?

The best leaders I've met take management a step further. They transform simple direction into effective results by providing individualized consideration to people and problems. Effective leaders create a vision — a plan — and divide it up into doable chunks. In doing this, they create an environment of stimulation and challenge that causes people to buy in and reach for the stars. And, quite frankly, the best leaders I know also possess some sort of appeal, be it strong and forceful or congenial and motivating.

Companies that are leaders have all the attributes listed above. But what about charisma? If you look at a company's mission statement and its marketing campaign, you will find a personality — its appeal.

Over time I've learned that the key to leadership is more than being persuasive and more than developing and working a vision. It's a combination of all three, done consistently over time.

— Louann Buhlinger, VP, Communication Graphics Inc.

Each week R&R invites successful people in and outside the radio and recording industries to share their thoughts on defining and communicating leadership.

Brought to you this week by ... **KATZ RADIO GROUP**

on the hot seat over his company's decision to flip heritage Oldies station WCBS/New York to Jack, defended the move and even made light of Steven Van Zandt's criticism during the Jacobs Media Summit, when Little Steven likened the flip of WCBS to exchanging the Statue of Liberty for a blow-up doll.

Facing questioning from moderator Steve Goldstein, Johnson said he had someone who could help him explain the move, then went offstage — only to return with a well-endowed blow-up doll.

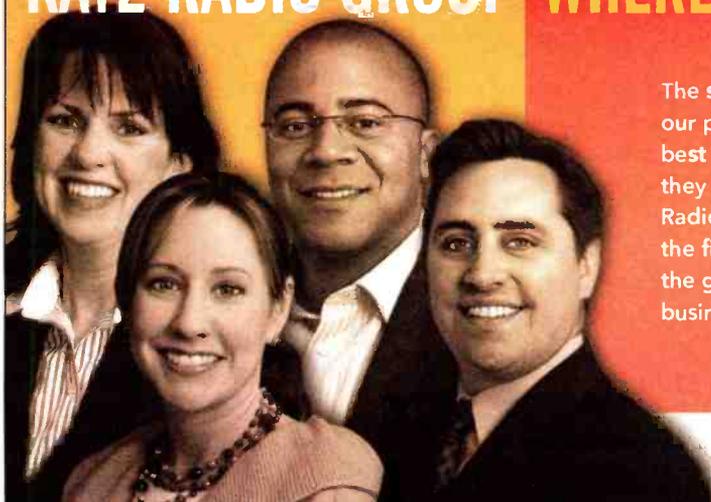
Getting serious, Johnson said that, despite the controversy, dropping the Oldies format from WCBS was the right move. "This was not

about blowing up the Oldies format," Johnson said. "It just wasn't the audience we wanted to reach at that time. I hate to make it as simple as that, but it really is just as simple as that." He noted that Infinity still has vital Oldies stations in its stable.

Meanwhile, Federated Media COO Tony Richardson said the emergence of the Adult Hits format has forced the industry to reconsider airing tight, heavily researched playlists and has reignited radio's creative streak. "We've been trying to make a science out of something that is supposed to be an art," he said.

Continued on Page 14

KATZ RADIO GROUP WHERE PEOPLE ARE THE DIFFERENCE



The strength of a company starts with its people. At KRG, we prize our people—they're dedicated, smart and driven. And we do our best to foster an atmosphere of innovation and new ideas where they can flourish. The companies of KRG — Eastman Radio, Christal Radio and Katz Radio are the fastest growing in the industry, and the first choice of independent broadcasters. And for that, we thank the great team of people at KRG. They're passionate about their business, and just as passionate about yours.

CHRISTAL RADIO



EASTMAN RADIO



KATZ RADIO



R&R Convention Panelists....

Continued from Page 13

McVay Media President Mike McVay split the difference between the format's detractors and its fans, saying that while he believes Adult Hits' emergence is good for radio, he questions its long-term potential.

"Up and down the dial, we have made radio boring," McVay said. "There is room for one of these in every market, and it's making radio exciting again because people are being forced to compete with it." He added, however, "Some of this is about creating the illusion of variety. Really, it's just oldies-based AC. It's a tactic, not a format."

McVay also questioned the practice of running the stations jockless. "Personalities do create variety," he said. "At some point we'll have to ask, 'Where does it go from here?'"

Entertaining On The Edge

Airing an edgy morning show in this ultra-decent, post-Janet Jackson era has presented challenges to owners and jocks alike. The art of operating on the edge — and where that murky edge is located — was the topic at the "Extreme Talent: Entertaining on the Edge" session, which featured Clear Channel Regional VP Kevin Metheny, WXTM/Cleveland morning talent Rover, WWDC/Washington morning talent Elliot Segal and moderator Don Anthony of Talentmasters.

The FCC is often blamed for creating today's more oppressive atmosphere for radio programming, but when asked if there is such a thing as "the tyranny of the FCC," the panelists said no. "I think the FCC is a necessary evil," Segal said. "Although the last thing I want from the FCC is a list of what I can and can't do."

Rover's complaint was that the FCC shows "a lack of consistency," while Metheny opined, "There has been much confusion in the media and with elected officials as the social pendulum of morality swung in one direction, exaggerated by the election cycle and put on steroids by the masterful use of the issue by the conservative arm of the Republican party."

Metheny added, however, that a swinging pendulum, by its very nature, "will inevitably swing back, as long as we ride out the storm."

The panelists said they don't expect a lot of their radio colleagues to defect to satellite radio, though Howard Stern will do so next year. "Opie & Anthony had no choice," Segal said, referring to the former WNEW/New York hosts who were fired after airing a description of a couple having sex in New York's St. Patrick's Cathedral. "Except for Howard, not a lot of people have chosen to go to satellite. Of those who did, most of them couldn't get a job — or a job they liked — in terrestrial radio."

Metheny, who worked with Stern years ago at WNBC/New York, said, "What works for Howard is not about being dirty, it's about being defiant. When he gets to Sirius, we'll see how interesting his show is with unabated, ubiquitous f-bombs dropping."

To young talent looking to work on the edge, Segal said, "Work smart and be creative. Everything you do must be done for a reason, not just to shock. I make a point of studying my audience so I don't do something just for shock value. Make sure everything you do is defensible and well-thought-out."

Rover added, "Be careful, and be smart. Don't think you're untouchable. The talent pool has shrunk so much that now more than ever, we need an infusion of good young talent."

Segal and Rover agreed that, despite congressional efforts to pass laws that would hold air talent liable for indecency violations, the onus should fall on the stations. "They know our act," Rover said. "This is what they hired us to do, and they knew what they were getting."

When asked what he'd say if he could speak to an FCC commissioner, Rover said, "Let economics drive this debate. If a show is so raunchy that no one will listen to it and no one will advertise on it, leave it alone. It will just dry up and blow away on its own."

Know-It-Alls Speak Out

Representatives from every corner of the radio and record industries were on hand for the R&R Convention's "Rate-a-Record" lunch, where Yahoo! Music users' ratings of songs were combined with ratings from the crowd. Audience data was collected by way of voting devices furnished by Broadcast Architecture.

On the panel were Radio One COO Mary Catherine Sneed, Gray Communications Pres-

ident/CEO Tony Gray, Gorman Media President John Gorman, Warner Bros. Records Sr. VP/Promotion Tom Biery, Bowling For Soup singer Jarret Reddick and Sanctuary Management's Rick Calley.

Of the 10 songs rated, the panelists were most fond of Pretty Ricky's "Your Body," Megan McCauley's "Die for You" and Jay Williams' "We." They were widely split on Gorillaz's "Feel Good Inc." — which was the crowd's favorite by far.

Gray said "Die for You" was "the closest thing [he'd] heard to a hit" during the session and said he believes Rhythmic stations will embrace "Your Body." On the other end of the spectrum, Sneed said it would take "a programmer with balls" to add "Feel Good Inc.," while Gorman complained that the song "was all over the place." In fact, commenting on the song's drastic changes in tone, Reddick joked, "I like it when artists try to cram 17 songs into one. That's a really good idea."

A Dell DJ MP3 player was reserved for the panelist whose responses most closely matched those of the Yahoo users, so Reddick unabashedly tried to tailor his votes to match the Yahoo opinions in an effort to win the player for a friend in the audience. For example, though he reacted tepidly to the Gorillaz song, he rated it highly.

The tactic worked, as he and Sanctuary Management's Rick Calley tied for the win. Four lucky audience members were also awarded Dell DJs.

Arbitron's Tips For Success

Despite the gathering's active late-night social scene, hearty conventiongoers turned out for a 9am session on June 25 to hear Arbitron VP/Programming Services & Development Gary Marince share 10 tips stations can use to improve their ratings.



EXTREME GUYS Seen here after R&R Convention 2005's "Extreme Talent" session are (l-r) Clear Channel RVP Kevin Metheny, WXTM/Cleveland morning talent Rover, WWDC/Washington morning talent Elliot Segal and Talentmasters President Don Anthony.

First, Marince urged stations to decide whether they want to drive cume or time spent listening, and, from there, create a plan to accomplish the goal. He also encouraged stations to develop specific objectives for increasing their audiences.

"Increasing a station's share is often merely implied — not mandated — at stations," he said. "Get specific, whether it's growing two-tenths of a point in the next book or increasing TSL by five minutes. And ask your talent for suggestions on how you can do it."

Marince also shared a few details of how Arbitron measures quarter-hour listening and told the crowd that understanding how his company arrives at its results is key to achieving ratings success.

He also encouraged stations to create "appointment listening" by generating excitement around on-air events, like debuting new songs, and said air talent must always remember — especially at live appearances — that listeners want to feel like they're making a connection with their favorite station personality.

"Insist that your talent say hello to fans and find out their names and where they're from," Marince said. "When air talent acknowledges people who come out to see them, it will move your station up from P6 to P1 for that listener."

Additional reporting by Kevin Carter.

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Live 8 & AOL Rock The 'Net

Continued from Page 1

"The other thing is, we felt that we were particularly well-suited to it not just because of the content of the cause, but because it's global. The world has changed so much in the 20 years since the original Live Aid, and one of the biggest changes is in communication and how global communication is.

"And then, obviously, we felt that it was a unique opportunity for us to bring together a really big audience through the Internet."

At the time we spoke, five main shows were scheduled, in London, Philadelphia, Berlin, Paris and Rome. A show in Toronto was later added, and AOL covered that one as well. About what AOL planned to do, Isquith said, "We are broadcasting those five shows live, simultaneously. People will have the opportunity to switch back and forth between all the stages and get other tidbits from the shows."

But AOL had more in mind than just the video feeds. "There are going to be live blogs that will be available on demand from each of the concert sites," Isquith said. "They will be text accompaniment, in blog form, for a lot of what happens behind the scenes."

In the run-up to the shows, the AOL Radio Network ran a dedicated Live 8 channel, featuring performances from 1985's Live Aid and from artists set to appear at Live 8. The stream was an immediate hit, and AOL Radio Network now has seven Live 8 channels available, one for each show that AOL Music covered and a "Best of Live 8" stream.

But What's It Like?

Asked what somebody who's never been to AOL Music could expect to see on the day of the shows, Isquith said, "You'll see all the things that we're normally doing, whether that's Sessions or AOL Music Live or our polling or our First View, but the predominant message that you're going to see will be things about Live 8.

"You're going to see a lot of front-line content from the concerts themselves. You're going to see the bloggers. There's the Live 8 List, where everyone in the world will be encouraged to sign up, because the main purpose here is to try to raise awareness of a global issue and to make poverty history. That message will be persistent across all of AOL Music when you come to visit."

"We felt that we were particularly well-suited to covering Live 8 not just because of the content of the cause, but the fact that it's global."

"The main purpose here is to try to raise awareness of a global issue and to make poverty history."

The Live 8 List went public just after our conversation, and it attracted more than 1 million U.S. signers within the first two days. Ultimately, more than 26 million people expressed their support for Live 8 online and by text message, and the list became the source of the names that scrolled across the screens during many Live 8 performances.

Saddle Up, Partners

AOL served as Live 8's North American media partner for the whole show. Part of its job was to enlist and license partners, and it lined up some heavy hitters: Premiere Radio Networks took care of broadcast radio in the U.S., with marathon Live 8 coverage including formatted feeds for Rock and CHR/Pop stations, live backstage coverage from London and Philadelphia and best-of specials after the show. Meanwhile, Clear Channel Music Group raised money for Live 8 charities by adding discounted lawn seats at a number of festival shows held July 2-4.

For TV, Viacom signed on to air a wall-to-wall Live 8 simulcast in the U.S. and Canada on the MTV and VH1 cable channels, while ABC did the honors for broadcast TV, with a two-hour wrap-up show. XM Satellite Radio, meanwhile, provided well-received all-day coverage of the same concerts that AOL was airing online.

When webcasting began on the audio side, around 1996, it was considered (in large part due to technological limitations) a niche item for gearheads and a novelty at best. When online video came in it was treated largely the same way, and Net-based audio and video entertainment has never quite shaken its just-for-geeks reputation.

But AOL's involvement in the coverage and planning of Live 8, along with the sheer numbers the shows attracted to AOL Music, the quality of its coverage and the sustained good buzz, could mark the long-awaited move of the Internet into the mainstream of entertainment delivery.

In fact, AOL, along with partners XM, AEG and Live 8 Exec. Producer Kevin Wall, has just taken advantage of that Live 8 buzz in a big way. Read all about it on Page 3.

Next week: More with Jack Isquith, the post-show response and what it all means.

iMesh Goes Legit

In July of 2004, New York-based peer-to-peer iMesh settled its infringement lawsuits and made an agreement with the major labels to move to a business model that was legitimate under U.S. law. iMesh, however, never shut down and revamped like other services that settled with the labels (remember Audiogalaxy?). In fact, it has continued to operate as a full-service unauthorized P2P since the deal.

But now the promised legit version of iMesh is nearly ready, and it will be launched to the public before the end of the year. Powerhouse label group Sony BMG has already signed a distribution agreement with the reworked P2P.

All This, And Gnutella Too

The new iMesh, which has an agreement to use MusicNet's catalog, will look a lot like other legal digital music services. It'll sell a la carte downloads and offer subscriptions, and eventually it'll add portable tethered downloads by way of the Windows DRM. But it will also feature unrestricted access to the peer-to-peers on the Gnutella network. Which means that, at least for a while, iMesh is going to continue to distribute unauthorized copyrighted content.

R&R asked iMesh Exec. Chairman Bob Summer how this is going to work, and he explained that anybody who approaches iMesh and makes a legitimate claim to be a rights holder can have their content immediately registered with the service. On registration, their material is transformed into paid downloads or, if the rights owner so desires, blocked completely.

Which is to say that everything on Gnutella will initially be downloadable from iMesh for free, unless it's part of the MusicNet catalog or the rights owner approaches iMesh and registers. "We're not waiting for a label to come to us," Summer said. "We start out assuming that we have the same music base that's currently covered by MusicNet, where you start out with roughly a million and a half tunes. That would represent 90% of what anyone is downloading."

Won't that unauthorized trading, even over the short term, be illegal? Summer said, "Everything that is licensed to us will receive payment — everything that is currently distributed in the P2P network. If it is not registered, you will not receive payment. So there's no question of legality. Anything for which there is a claim, that claim will be honored and payment will be made."

It's Audible Magic

Behind iMesh's registration and filtering will be Audible Magic, whose relationship with the P2P goes back more than a year, to even before iMesh announced that it was getting legal.

In fact, just as iMesh was making that announcement, the RIAA was making the rounds on Capitol Hill with Audible Magic, demonstrating the program to make the point that peer-to-peer filtering and blocking are possible — despite P2P's protests that any such filtering is unworkable.

Explaining what his company does for the revamped iMesh, Audible Magic CEO Vance Ikezoye told R&R. "From a technical point of view, what we developed was a plug-in that a P2P software developer like iMesh can integrate. This plug-in allows that client to link into our centrally managed rights system.

"It tells the P2P the file's identity and provides the business rules. The client software says, 'Here's a file. What is it?' We may tell them it's something owned by one of the majors, and maybe the rule is to allow it to be traded on a P2P network or to block it.

"Second, we allow the rights owners to register their content and their rules with us. We've started to allow them to do that — initially the majors, but now we're starting to get some of the indies."

The iMesh relaunch will mark the first time Audible Magic's technology has been used as part of a P2P. Said Ikezoye of iMesh, "We've been working with them to build out the system. We've had the fingerprinting technology and the database for many years. It was being used for other applications. Peer-to-peer was a natural evolution of our technology.

"We've spent time in the past year helping to customize the functionality for a peer-to-peer client, and there are a number of specific issues that are particular to this application and may not be for some of the other applications that we have developed."

Can A P2P Change?

Ikezoye said the new iMesh involves "a real peer-to-peer that was one of the largest peer-to-peer clients out there converging with the labels, doing actual licensing and supporting this system, with our and their technology coming together and becoming real."

If everything goes as described, the new iMesh will mark the first successful change in business model for an operating P2P. That would be something of a breakthrough, and the company's hopes are high.

Summer said, "We will succeed to the extent that we are known to be not just defenders of copyright, but also known to be operating to the letter of what we state to be our intent. And our intent is to make payment wherever there is a claim for payment and wherever there is registration, and also to honor any copyright [on content] that isn't currently available for distribution and block it. And we will do that."

iMesh has issued an open invitation to content owners to register, and it will make full details on the registration process available as the launch date nears.

Mason's Misplaced Specimen Located

The Independence, OH building that's home to Clear Channel's WAKS, WGAR, WMJI, WMMS, WMVX & WTAM/ Cleveland (home of R&R Convention 2005!) was evacuated last Monday afternoon after a package sent to a mortgage company in the same building was found to be covered with a suspicious-looking "mystery liquid." Not long after, however, the all-clear was sounded, and staffers filed back in at 5:30pm. "The funniest part of this whole episode was the employees who worked at the mortgage company running around, thinking they were being victimized by a terrorist attack," WAKS PD **Dan Mason** (pictured) tells **ST**. "All I could think was, 'Osama has bigger targets to hit than fucking Novastar Mortgage!' I pictured Al Qaida leaders sitting in their cave in Afghanistan, saying, 'Filthy Americans! We will crush them by destroying the cornerstone of their economy: Novastar! It's located in Independence, OH — we hate Independence!'"



Take that, imaginary terrorists!

Bonneville Demands Do-Over

Last week KEZK/St. Louis PD **Mark Edwards** and his wife, **Miranda**, held a garage sale at their stately suburban home. Oddly, it didn't take long for things to get weird. "We put an ad for our garage sale in a local paper, the *Suburban Journal*," Edwards says. Shortly after 8am on the day of the sale, up pulls the vehicle belonging to KEZK crosstown Bonneville rival WVRV (The River). "Ironically, it's the very station that fired me in 2003," Edwards says. "They pick a garage sale at random every week from that paper, and by sheer dumb luck, they picked my house. They deliver a \$50 gift certificate from the St. Louis Mills Mall and a load of River T-shirts and stickers to the lucky family to distribute at their garage sale, and, in turn, they take an item to be sold on eBay to benefit their CMN Radiothon."



Nothing like Edwards' house.

Edwards wasn't home, but **Miranda** politely declined to distribute the shirts. "She told the promotions girl that her husband was **Mark Edwards** from KEZK. The girl, who obviously started working there after I left, replied, 'I don't know who that is.'" After several awkward moments and no hugs, the River van slowly pulled away from the curb.

Happy ending: "Miranda donated a small item to the River lady for their eBay thing — and kept the \$50 gift card," says Edwards.

The Programming Dept.

• PD **Chris Shebel** exits Flying Bear's Dance-leaning KNGY (Energy 92.7)/San Francisco. Shebel, a highly skilled and passionate advocate of this unique format, can be found at 415-864-1134 or cshebel@aol.com.

• **Valorie Knight** is the new OM of Mid-West Family Rocker WQLZ and Hot Talker WMAY-AM/Springfield, IL. She'll also do mornings on WQLZ, as **Ray Lytle** exits after nine years for a new job TBA. Knight crosses the street from Saga, where she was OM of its five-station cluster. Knight also previously programmed WGIR-FM/Manchester, NH and KRBZ/Kansas City and was MD of KQRC/Kansas City.

• **Susan Groves** is the new OM of Triad's Savannah, GA-Hilton Head, SC cluster. Most recently Groves was PD of

Citadel Alternative WRAX/Birmingham. She replaces **Bob Neumann**, now programming WRMF/West Palm Beach.

• On the heels of PD **Matt Luecking's** recent exit from Midwest Communications' CHR/Pop WMGI (100.7 Mix FM)/Terre Haute, IN, **Chad Edwards** is upped to PD/afternoons. Edwards joined WMGI in 1997 and has done just about everything from MD to overnights, nights, middays and afternoons. Lately he's been the interim PD of '80s clustermate WWSY. Find Luecking at 812-877-0877 or matt@showtime-music.net.

• Clear Channel/Macon, GA Director/Urban Programming **Chris Williams** relinquishes his PD duties at Urban WIBB to concentrate on programming Urban AC WRBV and Gospel WLCG. Cluster OM **Erich West** needs a replacement, so e-mail erichwest@clearchannel.com or snail-mail your package to 7080 Industrial Hwy, Macon, GA 31216.

• **Bryan Martinez**, night jock and web dude at Citadel CHR/Pop WQGN (Q105)/New London, CT, annexes PD duties at sister WSUB-AM, which flips from News/Talk to Spanish AC.

• **Jewel Carter** segues from MD/middays at Urban AC WLVA/Savannah, GA to middays at WQNC/Charlotte, where **Chris James**, former *Quiet Storm* host at WHUR/Washington, also joins as MD/afternoon driver.

• **Brian Wertz** is upped from Asst. PD/MD to "regular" PD of Fairfield AC WQLR (Q-106.5)/Kalamazoo, MI. The stainless-steel Orb of Command™ was passed down to him during a solemn, catered, candlelight ceremony by his predecessor, VP/Ops **Ken Lanphear**.

Label Love

• RCA Music Group Exec. VP **Richard Palmese**, a recent recipient of a prestigious R&R Industry Achievement Award, keeps the good karma flowing by making the announcement that **Joan Fallon** has been rewarded with the swell new title of VP/Promotion Administration.

• **Stephanie Harty**, self-described "blonde, gangly freak," trades her national alternative promotion post at Columbia for the Sr. Director/Alternative Promotion chair at Universal. She'll operate out of Chicago, as **Risa Matsuki**, formerly of TVE, replaces her at Columbia.

People, Places, Stuff 'N' Whatnot

• CHR/Rhythmic KYLD (Wild 94.9)/San Francisco debuts *Strawberry in the Morning*, starring 10-year station vet **Strawberry** and co-host **Fay Carmona**.



He's eating my morning show!

The announcement was immediately overshadowed by the fact that the show's new producer is **Rick Delgado**, who was fired from *The Miss Jones Morning Show* on WQHT (Hot 97)/New York earlier this year for his role in the creation of the now-infamous "Tsunami Song" parody. But wait! There's more! Delgado was also the producer of *The Opie & Anthony Show* during the "Sex in St. Patrick's" scandal that got them all fired a few years ago. Good times, indeed. Most recently Strawberry had been doing nights, while Carmona previously worked at WHYI (Y100) and WPYM in Miami. They replace *The Doghouse*, which went buh-bye in April.

• **Steve Sweeney** isn't coming back from vacation, as his morning deal at Infinity Classic Rocker WZLX/Boston was not renewed. For now, **Bill Abbate** is handling mornings.

• KSLZ (Z107.7)/St. Louis welcomes **Curt Kopelan** for afternoons. He's inbound from weekends at KTTB (B96)/Minneapolis. The shift has been vacant since previous PD **Boomer** left. Current Z107.7 PD **Tommy Austin** also hires Creative Services Director **Diego** from the same position at Clear Channel/Wichita and promotes "**Big Mike**" **Chambers** from interim to "regular" Production Director.

• **Rich Langlois**, a.k.a. **Rick Baron** on Renda Oldies WKQL (Kool 100.7)/Jacksonville, has been left paralyzed as the result of an accident on July 8 in which a driver making an illegal U-turn hit his motorcycle. The driver who hit Langlois did not stop.

R&R TIMELINE

1 YEAR AGO



Zemira Jones

- **Zemira Jones** named VP/Operations at Radio One.
- **Smokey Rivers** upped to OM of WNEW/New York.
- **Angela Fleming** adds Station Manager duties at WGCI, WGRB & WVAZ/Chicago.

5 YEARS AGO

- **John Mullen** promoted to OM of WQCD & WRKS/New York.
- **Val Maki** promoted to Sr. VP/Market Manager of Emmis/Los Angeles.
- **Johnny Coppola** upped to VP/Crossover Promotion at Capitol Records.

10 YEARS AGO



Hiram Hicks

- **Hiriam Hicks** named Sr. VP/GM of Island Records' black music division.
- **Michael Brochstein** named Sr. VP/Sales at Westwood One Radio Networks.
- **Tammy Kay Kinzer** promoted to GSM of WAXQ/New York.

15 YEARS AGO

- **Andrea Ganis** elevated to Sr. VP at Atlantic Records.
- **Jimmy Smith** named OM of WYLD-AM & FM/New Orleans.
- **Nick Francis** named PD of KNUA/Seattle.

20 YEARS AGO



Fred Schumacher

- **Steve Rivers** moves to KMEL/San Francisco as PD.
- **Jack Merker** promoted to PD of KSDO/San Diego.
- **Fred Schumacher** named GM of KMPS-AM & FM/Seattle.

25 YEARS AGO

- **Dr. Don Rose** and **Burns Nugent** form Friendship Communications.
- **John Lund** becomes VP of Sunbelt Communications' SBCC division.
- **David Barrett** named GM of KWK & WWWK/St. Louis.

30 YEARS AGO

- **Paul Weiss** named PD of WORJ/Orlando.
- **Harv Allen** appointed PD of KENI/Anchorage, AK.

• Former KCHZ/Kansas City PD/morning talent “Just Plain” **Dave Johnson** resurfaces across the street in week-ends at Infinity rival KMXV.

• Atlanta fave **Ryan Cameron** is back at his original market home, Infinity’s WVVE (V-103), in afternoons after sitting out a six-month noncompete. He was last heard across the street at Radio One’s WHTA (Hot 107.9), but left late last year.

Across the street, WNNX (99X) makes a daring nighttime raid on crosstown rival WBZY (The Buzz) and snags **Dekker** for nights. He replaces Whip, who recently left to do afternoons at — The Buzz!

• Infinity Alternative WZNE/Rochester, NY welcomes **Danni** for middays. She segues from swing at WEDG/Buffalo.

• Cox Radio re-ups KSMG (Magic 105.3)/San Antonio morning guy **Jay Charles** for another two years. Charles has already been there for two years and no one has complained that much, so Cox figured what the hell.



730 more days of job security!

• Cox Alternative WDYL/Richmond upgrades **Twitch** from the relative obscurity of part-time to big-time nights.

• WRKR/Kalamazoo, MI inks **Justin Katz** for overnights: “Justin was formerly at our crosstown punk-ass rival, WFAT,” WRKR PD **Jay Deacon** tells ST. “Dude’s live on the air each night. And soon his nice tan will fade to a pasty whiteness previously unseen even in Michigan.” Deacon also ups Imaging Director **Eric “Fly” Stevens** to middays, replacing Alexis, who recently left for KISS/San Antonio.

Marketing/Promotions Komer

• Promotions Director **Valerie Geller** exits Entravision Alternative KDLD & KDLE (Indie 103.1)/Los Angeles.

• WKCI (KC101)/New Haven, CT Marketing/Promotions Director **Eric Davis** resigns and is moving to New York to seek his fortune. KC101 PD Chaz Kelly needs a qualified replacement now. Rush your stellar package to WKCI, 495 Benham Street, Hamden, CT 06514. Davis previously spent six years in programming and promotions at WLIR and WXXP (Party 105) in Nassau-Suffolk and did mornings in the market on WDRE (98.5 The Bone). Find him at ericdavisrocks@aol.com.

• Riviera Broadcasting KEDJ (The Edge 103.9)/Phoenix PD Marc Young is pretty damn pleased with himself after pilfering his new Marketing Director from Infinity’s crosstown KZON (101.5 The Zone): Please welcome **Keith “Mak” Makeyenko**.

News/Talk/Sports Stuff

• The 2004 World Champion Boston Red Sox will cross the street from their current Rhode Island radio home at WPRO-AM/Providence to Entercom Sports **WEEI-FM** starting with the 2006 season. It all makes corporate sense, as Entercom sister WEEI-AM/Boston is the team’s hometown flagship station.

• After exiting in January to become spokesperson for the Archdiocese of St. Louis, **Jamie Allman** is returning to the morning show at Emmis Talker KFTK/St. Louis. The reunited **Allman & Smash in the Morning** debuts Aug. 1. **Crane Durham**, who had been filling Allman’s slot, moves to mid-night-3am.

Condolences

The industry continues to reel from two major Infinity/Washington, DC radio losses, both of which happened on July 9: **Freda Wright-Sorce**, the wife of **Don & Mike** co-host Don Geronimo; and WPGC/Washington News Director **David Haines**.

Wright-Sorce, 50, was killed near Ocean City, MD when a Ford Explorer, trying to avoid a 10-car pileup that had happened moments earlier, crossed the median and struck Wright-Sorce’s Lexus head-on. In addition to Geronimo, her husband of 23 years, Freda leaves behind the couple’s college-age son, Bart. In lieu of flowers, you are asked to please make a donation to the Worcester Humane Society, P.O. Box 48, Berlin, MD 21811.

Haines, who, ironically, worked with Don & Mike for several years at the late WAVA/Washington, had been the news anchor on WPGC’s *Donnie Simpson Morning Show* for the past 14 1/2 years. He was diagnosed with cancer just six weeks ago and passed away suddenly. “There were only a few of us around here who knew what he was going through,” WPGC PD **Jay Stevens** tells ST. “He didn’t want everyone to know and feel sorry for him. Instead, he came to work despite pain and suffering that wouldn’t allow him to sleep at night. He was a big part of our WPGC family and will be greatly missed.” Haines leaves behind his wife, a 15-year-old son and an 11-year-old daughter.

FILMS

BOX OFFICE TOTALS

July 8-10

Title Distributor	\$ Weekend	\$ To Date
1 <i>Fantastic Four</i> (Fox)*	\$56.06	\$56.06
2 <i>War Of The Worlds</i> (Paramount)*	\$30.46	\$164.97
3 <i>Batman Begins</i> (WB)	\$10.01	\$171.90
4 <i>Dark Water</i> (Buena Vista)*	\$9.93	\$9.93
5 <i>Mr. And Mrs. Smith</i> (Fox)	\$7.87	\$158.66
6 <i>Herbie: Fully Loaded</i> (Buena Vista)	\$6.06	\$48.29
7 <i>Bewitched</i> (Sony)	\$5.58	\$50.93
8 <i>Madagascar</i> (DreamWorks)	\$4.00	\$179.25
9 <i>Rebound</i> (Fox)	\$3.02	\$11.51
10 <i>Star Wars: Episode III...</i> (Fox)	\$2.60	\$370.81

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

COMING ATTRACTIONS: This week’s openers include *Wedding Crashers*, whose New Line soundtrack features *The Flaming Lips’* “Mr. Ambulance Driver,” along with tunes by *Jimmy Eat World*, *Death Cab For Cutie*, *The Isley Brothers*, *Bloc Party*, *Spoon*, *The Sounds*, *Robbers On High Street* and *Guster* with *Ben Kweller*, among others.

Also opening this week is *Charlie & The Chocolate Factory*, whose Warner *Sunset* soundtrack contains new music by *Danny Elfman*.

— Julie Gidlow

TELEVISION

TOP 10 SHOWS

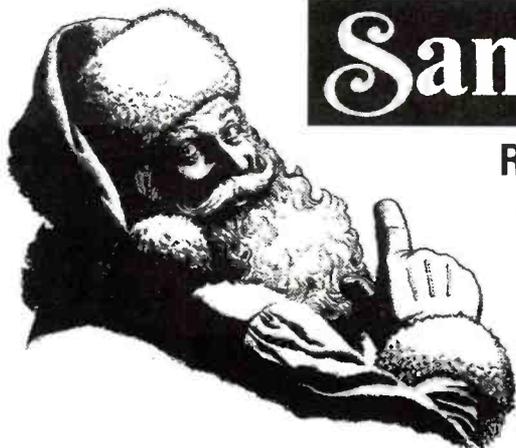
Total Audience
(109.6 million households)

July 4-10

Adults 18-49

1 <i>Dancing With The Stars</i> (9pm)	1 <i>Dancing With The Stars</i> (9pm)
2 <i>CSI</i>	2 <i>CSI</i>
3 <i>Without A Trace</i>	3 <i>Big Brother 6</i>
4 <i>Dancing With The Stars</i> (8pm)	(tie) <i>Without A Trace</i>
5 <i>CSI: NY</i>	5 <i>Family Guy</i> (9:30pm)
6 <i>60 Minutes</i>	6 <i>Family Guy</i> (9pm)
7 <i>Law & Order: Criminal Intent</i>	7 <i>CSI: NY</i>
8 <i>Law & Order: SVU</i>	8 <i>Law & Order: SVU</i>
9 <i>Big Brother 6</i>	9 <i>The Simpsons</i>
10 <i>Crossing Jordan</i>	10 <i>Dancing With The Stars</i> (8pm)
	(tie) <i>House</i>

Source: Nielsen Media Research



Santa Baby

Recorded by:

- *Eartha Kitt*
- *Kylie Minogue*
- *Rev. Run and the Christmas All Stars*
- *Macy Gray*
- *Madonna and many many others*

With thanks to all the Program Directors and Disk Jockeys who through the years have made **Santa Baby**

one of America’s best loved Christmas songs.

HITS TOP 50 ALBUMS

THE INDUSTRY'S NO. 1 RETAIL CHART July 15, 2005

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
—	1	R.KELLY	TP.3 Reloaded	Jive/Zomba Label Group	502,426	—
—	2	MISSY ELLIOT	The Cookbook	Gold Mind/Violator/Atlantic	174,209	—
3	3	COLDPLAY	X&Y	Capitol	127,219	-5%
4	4	MARIAH CAREY	The Emancipation Of Mimi	Island/IDJMG	114,787	-9%
2	5	YING YANG TWINS	U.S.A. (United States Of Atlanta)	TVT	93,875	-48%
1	6	GEORGE STRAIT	Somewhere Down In Texas	MCA	89,854	-63%
6	7	BLACK EYED PEAS	Monkey Business	A&M/Interscope	74,226	-16%
7	8	FOO FIGHTERS	In Your Honor	RCA/RMG	66,682	-21%
—	9	WEBBIE	Savage Life	Asylum/Trill	62,026	—
8	10	GWEN STEFANI	Love, Angel, Music, Baby	Interscope	61,693	-1%
9	11	KELLY CLARKSON	Breakaway	RCA/RMG	57,424	-7%
18	12	MIKE JONES	Who Is Mike Jones?	Asylum/Warner Bros.	53,571	+25%
11	13	SYSTEM OF A DOWN	Mezmerize	American/Columbia	47,606	-16%
10	14	TOBY KEITH	Honkeytonk University	DreamWorks	46,471	-19%
13	15	RASCAL FLATTS	Feels Like Today	Lyric Street	45,500	-10%
23	16	SUGARLAND	Twice The Speed Of Life	MCA	44,788	+28%
21	17	GORILLAZ	Demon Days	Virgin	41,753	+5%
16	18	KEITH URBAN	Be Here	Capitol	41,558	-8%
14	19	50 CENT	The Massacre	Shady/Aftermath/Interscope	39,624	-19%
17	20	BACKSTREET BOYS	Never Gone	Jive/Zomba Label Group	38,591	-13%
26	21	GREEN DAY	American Idiot	Reprise	37,600	+12%
5	22	CASSIOY	I'm A Hustla	J/RMG	35,414	-62%
22	23	BOYZ N DA HOOD	Boyz N Da Hood	Bad Boy/Atlantic	35,117	-11%
19	24	OFFSPRING	Greatest Hits	Columbia	35,110	-16%
24	25	KILLERS	Hot Fuss	Island/IDJMG	33,573	-2%
29	26	DAVE MATTHEWS BAND	Stand Up	RCA/RMG	32,691	+1%
31	27	JACK JOHNSON	In Between Dreams	Brushfire/Universal	31,286	-2%
28	28	AUDIOSLAVE	Out Of Exile	Interscope/Epic	31,190	-4%
27	29	PRETTY RICKY	Blue Stars	Asylum/Warner Bros.	30,813	-6%
12	30	ANTHONY HAMILTON	Soulife	Atlantic/Rhino	30,125	-41%
20	31	SHAKIRA	Fijacion Oral Vol.1	Epic	29,784	-25%
34	32	FALL OUT BOY	From Under The Cork Tree	Island/IDJMG	28,843	-1%
30	33	CIARA	Goodies	LaFace/Zomba Label Group	28,162	-12%
25	34	WHITE STRIPES	Get Behind Me Satan	Third Man/V2	27,902	-18%
32	35	COMMON	Be	Geffen	27,151	-12%
44	36	ROB THOMAS	Something To Be	Atlantic	25,491	+8%
39	37	LYFE JENNINGS	Lyfe 268-192	Columbia	25,437	-3%
37	38	WEEZER	Make Believe	Geffen	25,213	-8%
43	39	SEETHER	Karma & Effect	Wind-up	24,029	0%
49	40	LIFEHOUSE	Lifehouse	DreamWorks	22,889	+5%
42	41	WILL SMITH	Lost & Found	Interscope	22,287	-11%
33	42	KEYSHIA COLE	Way It Is	A&M/Interscope	22,139	-28%
40	43	KEM	Kem li	Motown/Universal	21,640	-17%
—	44	IL DIVO	Il Divo	Columbia	21,249	—
—	45	ANNA NALICK	Wreck Of The Day	Columbia	19,684	—
—	46	MY CHEMICAL ROMANCE	Three Cheers For Sweet Revenge	Reprise	18,957	—
38	47	FAT JOE	All Or Nothing	Atlantic	18,898	-28%
45	48	SLOW MOTION	Various	Razor & Tie	18,503	-21%
47	49	PAPA ROACH	Getting Away With Murder	DreamWorks	17,825	-20%
—	50	NOW Vol. 18	Various	Epic	17,644	—

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ON ALBUMS

R. Kelly: A Breed Apart

Wassup, dawgs and dawg-ettes? It's an urban week at the top of the *HITS* chart, as two powerhouses of the form debut and secure the top two positions while yet another urban debut enters the chart, at No. 9.



R. Kelly

Controversy can't hold the man down (or the man can't bust our music, or

something like that), and Jive/ZLG's R. Kelly comes in at No. 1, with 502,000 units sold (and it probably would've done even better if



Coldplay

that damn hurricane hadn't hit down South over the weekend). The No. 2 position belongs to da ladies, as Missy Elliott (Violator/Atlantic) hits the chart fightin' (and cookin') with 175,000. This week's other notable debut is also on the urban tip: Houston rapper Webbie (Trill/Asylum) scores the No. 9 spot on 62,000.

But there's no stopping Capitol's Coldplay, as Mr. Paltrow and his boys maintain the No. 3 position on 127,000 units. Mariah Carey (Island/IDJ) also stays put, in the No. 4 position, with 115,000 units sold. MCA Nashville's George Strait and TVT's Ying Yang Twins drop from last week's No. 1 and 2 positions, with the rap siblings scoring No. 5 on 94,000 and the Texan troubadour hitting No. 6 with 90,000.

A&M/Interscope's Black Eyed Peas hold steady as well, dropping one spot, to No. 7, on 74,000 sold. Rounding out the top 10 are Roswell/RMG's Foo Fighters, at No. 8 with 67,000, and Interscope's Gwen Stefani, in the No. 10 spot off 62,000. Finally, there's no underestimating the continuing power of *American Idol*, as RCA/RMG's

Kelly Clarkson drops to No. 11 but still manages to sell a solid 57,000 units.

All of which goes to show that despite the state of the biz, we're still seeing genuine hits with staying power over the long haul during these hot summer months.



Missy Elliott

Next week: It's hip-hop's turn at the plate, with Slim Thug and Bow Wow. Woof.



MIKE TRIAS
trias@radioandrecords.com

Time For A 'Revolution'

It's been almost five years since Eric Clapton released new original material, but come Aug. 30, the guitar legend will unveil *Back Home* to the world. Twelve songs will be featured on the CD, five written by the team of Clapton and Simon Climie. Next week "Revolution," one of the songs Clapton and Climie collaborated on, goes for adds at Triple A. The album is also chock-full of special guests. Steve Winwood (synthesizer), John Mayer (guitar), Robert Randolph (dobro), Pino Paladino (bass) and Toby Baker (keyboards) all give *Back Home* their special touches.

Says Clapton about the album, which took over a year to record due to family obligations and touring, "We kind of resigned ourselves to the fact that it was going to take a long time, but when we got stuck or if it wasn't moving fast enough, we'd stop and do a Robert Johnson song. That would clear the air, and we'd go back and carry on for the new album. As a result, we ended up with a complete Robert Johnson album first, which was released last year as *Me and Mr. Johnson*."

"I was rapping," recalls 16-year-old R&B singer Chris Brown about his early musical aspirations. "I didn't understand that I could sing until I was like 11 or 12. My mom heard me singing around the house, and she said, 'What are you doing? You really can sing!' I started going to school and singing to the girls." Brown will now be singing to girls nationwide as he releases "Run It," featuring Juelz Santana, to radio. It's the Scott Storch-produced lead single from Brown's upcoming self-titled debut album. According to Brown, the album deals mainly with the



Eric Clapton



Chris Brown

subject of young love, and it also features production by The Underdogs and Dre & Vidal.

Says Brown about the uptempo "Run It," "It's basically saying to a girl, 'If you're at the party by yourself, show me how you get down, but if your man's here, tell me first.' So, basically, it's talking about runnin' it. Go ahead, do your thing."

Jude Johnstone has spent over 20 years making a living as a songwriter. Among her recorded works are songs for Johnny Cash ("Unchained") and Bonnie Raitt ("Wounded Heart"). She's also written for other notable artists, like Bette Midler, Trisha Yearwood and Stevie Nicks. A few years ago Johnstone decided to also break out as a solo artist, and next week she goes for adds with "On a Good Day," the title track from her latest album.

Over the years, Johnstone has gained a lot of respect in the industry and has made famous friends, including Jackson Browne, Raitt, Rodney Crowell and Julie Miller, all of whom appear as guests on the album. Says Crowell of Johnstone, "The girl is blessed with the kind of charisma that flat out oozes dark mystery and Earth Goddess sensuality, a la Chrissie Hynde. High praise? You bet! I'm a huge fan."

Chevelle are Going for Adds with "Panic Prone" next week — appropriate, considering that the Chicago band of brothers were recently in panic mode. Earlier this month Sam and Pete Loeffler announced that brother Joe was leaving the band and former Filter guitarist Geno Lenardo would take his place on bass for their current tour. Joe, however, claimed on the Chevelle website that he'd been fired. After all was said and done, the three posted an explanation of sorts on the site, citing irreconcilable differences as the reason for the breakup, with Joe adding, "This will be positive for me and my brothers. I'm looking forward to all of the new opportunities this will make available to me."



Chevelle

R&R Going For Adds

Week Of 07/18/05

CHR/POP

- BACKSTREET BOYS Just Want... (Jive/Zomba Label Group)
- KACI BROWN Unbelievable (A&M)
- LUDACRIS Pimpin' All Over The World (Def Jam South/IDJMG)

CHR/RHYTHMIC

- C. BROWN f/J. SANTANA Run It (Jive/Zomba Label Group)
- J. JONES f/TREY SONGZ Summer Wit Miami (Diplomat/Koch)
- KANYE WEST Gold Digger (Roc-A-Fella/IDJMG)
- NA'SHA f/SHAGGY Fire (Pure)
- OMARION I'm Tryna (Epic)

URBAN

- C. BROWN f/J. SANTANA Run It (Jive/Zomba Label Group)
- J. JONES f/TREY SONGZ Summer Wit Miami (Diplomat/Koch)
- JOHNTA AUSTIN Lil' More Love (So So Def/Virgin)
- KANYE WEST Gold Digger (Roc-A-Fella/IDJMG)
- MARIO Couldn't Say No (J/RMG)
- NA'SHA f/SHAGGY Fire (Pure)
- P&C f/T.I. & LIL SCRAPPY I'm A King (Grand Hustle/Atlantic)
- WEBBIE f/TRINA Bad Chick (Warner Bros.)

URBAN AC

- JOHNTA AUSTIN Lil' More Love (So So Def/Virgin)
- MEL'SA MORGAN & FREDDIE JACKSON Back Together Again (Orpheus)
- SHARISSA I Got Love (So So Def/Virgin)

GOSPEL

- YOUNG MEN SENT Restore Me (Quasi)

COUNTRY

- KEVIN SHARP I Think I'll Stay (Cupit)
- LISA BROKOP Big Picture (Asylum/Curb)
- TERRI CLARK She Didn't Have Time (Mercury)

AC

- JUDE JOHNSTONE On A Good Day (BoJax)

HOT AC

- FOO FIGHTERS Best Of You (RCA/RMG)
- PERISHERS f/SARAH McLACHLAN Pills (Nettwerk)
- SWITCHFOOT Stars (Columbia)

SMOOTH JAZZ

- MARC ANTOINE Bella Via (Rendezvous)

ROCK

- CHEVELLE Panic Prone (Epic)
- DEFAULT Count On Me (TVT)
- OUR LADY PEACE Where Are You (Columbia)
- PROM KINGS Birthday (Three Kings)
- THEORY OF A DEADMAN Hello Lonely... (Roadrunner/IDJMG)

ACTIVE ROCK

- CHEVELLE Panic Prone (Epic)
- DEFAULT Count On Me (TVT)
- OUR LADY PEACE Where Are You (Columbia)
- PROM KINGS Birthday (Three Kings)
- THEORY OF A DEADMAN Hello Lonely... (Roadrunner/IDJMG)

ALTERNATIVE

- BIG GUME Mexico (Chartless)
- EXIT Don't Push (Wind-up)
- SILVERSTEIN Smile In Your Sleep (Victory)

TRIPLE A

- ALISON BROWN Angel (Compass)
- DAVE MATTHEWS BAND Dreamgirl (RCA/RMG)
- DONNA THE BUFFALO Rock Of Ages (Reincarnate)
- ERIC CLAPTON Revolution (Reprise)
- JASON SINAY Down To You (Tomato)
- KATE McGARRY Chelsea Morning (Palmetto)
- KEANE Bend And Break (Interscope)
- KNITTERS Burning House Of Love (Zoe/Rounder)
- MAGNOLIA ELECTRIC CO. The Dark Don't Hide It (Secretly Canadian)
- PERISHERS f/SARAH McLACHLAN Pills (Nettwerk)

CHRISTIAN AC

- AARON SHUST Matchless (Brush)
- BIG DADDY WEAVE Just The Way I Am (Fervent/Curb/Warner Bros.)
- KENDALL PAYNE Stand (BHT)
- LINCOLN BREWSTER All To You (Integrity Label Group)
- SAWYER BROWN They Don't Understand (Curb)

CHRISTIAN CHR

- 316 Typical (Vinyl & Jade)
- AARON SHUST Matchless (Brush)
- BARLOWGIRL Let Go (Fervent/Curb/WB)
- EMERY Studying Politics (Tooth & Nail)
- KENOALL PAYNE Stand (BHT)
- LINCOLN BREWSTER All To You (Integrity Label Group)
- SAWYER BROWN They Don't Understand (Curb)
- SUPERCHICK We Live (Inpop)
- THOUSAND FOOT KRUTCH Absolute (Tooth & Nail)

CHRISTIAN ROCK

- BARLOWGIRL Let Go (Fervent/Curb/WB)
- EMERY Studying Politics (Tooth & Nail)
- MANAFEST Let It Go (BEC)
- MANIC DRIVE Memories (Whiplash)
- SDNIA V. Alive (Atomic Planet)
- SUPERCHICK Anthem (Bruises & Scars) (Inpop)
- THOUSAND FOOT KRUTCH Absolute (Tooth & Nail)

INSPO

- LINCOLN BREWSTER All To You (Integrity Label Group)
- PROMISEKEEPERS I Am Free (Integrity Label Group)
- SAWYER BROWN They Don't Understand (Curb)

CHRISTIAN RHYTHMIC

- MANAFEST Let It Go (BEC)

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 John Fagot at jfagot@radioandrecords.com.

NATIONAL MUSIC



Travis Storch • 866-365-HITS

Rap & Hip-Hop

50 CENT Just A Lil' Bit
TRILLVILLE Some Cut
MARIAH CAREY We Belong Together
BOBBY VALENTINO Slow Down
FAT JOE I/WELLY Get It Poppin'

Latin

SHAKIRA I/ALEJANDRO SANZ La Tortura
DADDY YANKEE Lo Que Pasó, Pasó
DON OMAR Reggaeton Latino
WISIN Y YANDEL Rakata
MONCHY Y ALEXANDRA Perdidos

World

FEY La Fuerza Del Destino
JULIETA VENEGAS Algo Está Cambiando
BELINDA Be Free
LU Por Besarte
BACILOS Guerras Perdidas



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Damon Williams • 646-459-3300

This week's Music Choice is frozen

HIT LIST

Justin Prager
BACKSTREET BOYS Just Want You To Know
HILARY DUFF Wake Up
FALL OUT BOY Sugar, We're Going Down
BRITNEY SPEARS Someday (I Will Understand)

Soft Rock

Justin Prager
EAGLES No More Cloudy Days (Live)

ROCK

Gary Susalis
DISTURBED Guarded
TONY IOMMI Opeamine

ALTERNATIVE

Gary Susalis
ACADEMY IS... Checkmarks
COLDFPLAY Talk
OK GO Oo What You Want

AMERICANA

Liz Opoka
BLANCHE Bluebird
GREENCARDS Time
TIM O'BRIEN BAND Another Day
BRUCE SPRINGSTEEN All I'm Thinkin' About



Voice of America broadcasts in 44 languages in over 60 countries with an audience of 100 million listeners on 798 radio stations and 502 television stations.

Larry London • 202-619-3901

Artist/Title	Total Plays
CIARA I/LUDACRIS Oh	28
MARIAH CAREY We Belong Together	28
PUSSYCAT DOLLS I/BRUSTA RHYMES Don't...	26
PAPA RDACH Scars	26
KELLY CLARKSON Behind These Hazel Eyes	26
RIHANNA Pon De Replay	24
PRETTY RICKY Grind With Me	24
BLACK EYED PEAS Don't Phunk With My...	24
WILL SMITH Switch	24
50 CENT Just A Lil' Bit	24
JESSICA SIMPSON These Boots Are...	22
PRAS MICHEL Haven't Found	22
CROSSFADE Cold	20
COLDPLAY Speed Of Sound	20
GWEN STEFANI Cool	18
SIMPLE PLAN Untitled	16
NATASHA BEDINGFIELD These Words	14
MISSY ELLIOTT Lose Control	14
D. H. T. Listen To Your Heart	14
GREEN DAY Holiday	12
LIFEHOUSE You And Me	12
BABY BASH Baby I'm Back	12
FRANKIE J How To Deal	12
NATALIE Energy	10
FAT JOE I/WELLY Get It Poppin'	8

Adds	Total Plays
BOW WOW I/MARION Let Me Hold You	
BOWLING FOR SOUP Ohio (Come Back To Texas)	



1221 Ave. of the Americas
New York, NY 10020
212-584-5100
Steve Blatter

Sirius Hits 1

Kid Kelly
MARIO Here I Go Again
HILARY DUFF Wake Up
BECK Girl
WILLIAM HUNG Achy Breaky Heart

The Pulse

Haneen Arafat
MICHAEL TOLCHER Mission Responsible
HOOTIE & THE BLOWFISH One Love

Hot Jamz

Tonya Byrd
KANYE WEST Gold Digger
BOBBY VALENTINO Tell Me

New Country

Al Skop
PHIL VASSAR Good D'e Days
RYAN SHUPE/RUBBERBAND Dream Big
CRAIG MORGAN Redneck Yacht Club

Octane

Jose Mangin
TRAPT Stand Up
AUDIOSLAVE Doesn't Remind Me
HINDER Get Stoned
BREAKING BENJAMIN Rain
OUR LADY PEACE Where Are You

Faction

Jeff Regan
KANYE WEST Gold Digger

Shade 45

Lil' Shawn
THREE 6 MAFIA Stay Fly
BLACK ROX Ready
RAS KASS Live As I
YOUNGBLOODZ Presidential
PSC I/T. I. I'm A King
DAVID BANNER Play

Alt Nation

Rich McLaughlin
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LEELA JAMES Good Time
KAOS I/DANIAL WANG Lessons In Love
BEREL GILBERTO Baby
SPODN They Never Got You
JAMIROQUAI Dynamite

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

HOTTEST HITS

Mark "In The Dark" Shands
MARIAH CAREY Shake It Off

HOT JAMZ

Mark "In The Dark" Shands
PRETTY RICKY Your Body
MARIAH CAREY Shake It Off

URBAN BEAT

Ken Johnson
50 CENT Just A Lil' Bit
TEAIRRA MARI Make Her Feel Good
MARIO How Could You
CHARLIE WILSON Charlie, Last Name: Wilson
YING YANG TWINS I/MIKE JONES Badd
112 What If
BROOKE VALENTINE Long As You Come Home
SHIHAN I/ELISIE Give It 2 Me
HERBALISER I/ROOTS MANUVA Lord Lord
HERBALISER I/JEAN GRAE If You Close Your Eyes

ALTERNATIVE

Dave Sloan
STELLASTAR Sweet Tro,bled Soul
TEGAN & SARA Speak Slow

ROCK

Dave Sloan
ERIC CLAPTON Revolution
THEORY OF A DEADMAN Hello Lonely

ADULT CONTEMPORARY

Jason Shift
JESSICA SIMPSON These Boots Are Made For Walkin'
ASLYN Gotta Get Over You
BRIE LARSON Life After You

INTERNATIONAL HITS

Mark "In The Dark" Shands
CHARLOTTE CHURCH Crazy Chick
INAYA DAY Nasty Girl
JEM Just A Ride
MARIO Here I Go Again
JOSS STONE Don't Cha Wanna Ride
U2 City Of Blinding Lights
KANYE WEST Diamonds
DEEP DISH Say Hello

RAP/HIP-HOP

Mark "In The Dark" Shands
YING YANG TWINS I/PITBULL Shake
KANYE WEST Gold Digger
LIL KIM Shut Up
RASHEEDA Georgia Peach

AOL Radio@Network

Ron Nenni • 415-934-2790

Top Alternative

Pete Schiecke
SWITCHFOOT Stars
CHERRY MONROE Satellites
BECK Girl

Top Pop

Jeff Graham
HILARY DUFF Wake Up
MARIAH CAREY Shake It Off

Top Country

Beville Darden
KEITH URBAN Better Life
OIERKS BENTLEY Come A Little Closer
KEITH ANDERSON XXL

Top Jams

Donya Floyd
50 CENT I/MOBB DEEP Outta Control
YING YANG TWINS Badd



Phil Hall • 972-991-9200

Hot AC

Phil Hall
TRAIN Get To Me
ROB THOMAS This Is How A Heart Breaks
COLLECTIVE SOUL Better Now

Country Coast To Coast

Dave Nicholson
RANYD TRAVIS Angels
TRACE ADKINS Arlington
LEE ANN WOMACK He Dughta Know By Now

Real Country

Richard Lee
MIRANDA LAMBERT Bring Me Down
JEFF BATES Good People
RAY SCOTT My Kind Of Music



Ken Moultrie • 800-426-9082

Adult Top 40

TRAIN Get To Me
LOW MILLIONS Statue

CHR

Steve Young/John Fowikes
NATALIE Energy
BOWLING FOR SOUP Ohio...

Rhythmic CHR

Steve Young/John Fowikes
MIKE JONES Back Then
50 CENT I/MOBB DEEP Outta Control
BOBBY VALENTINO Tell Me

Mainstream AC

Mike Bettelli/Teresa Cook
EAGLES No More Cloudy Days

The Alan Kabel Show — Hot AC

Steve Young/John Fowikes
GREEN DAY Holiday

Mainstream Country

Hank Aaron
CRAIG MORGAN Redneck Yacht Club
LONESTAR You're Liks Coming Home

New Country

Hank Aaron
MONTGOMERY GENTRY Something To Be Proud Of
Lia

Ken Moultrie/Hank Aaron

JO DEE MESSINA Delicious Surprise (I Believe It)
Danny Wright
Ken Moultrie/Hank Aaron

Ken Moultrie/Hank Aaron

JO DEE MESSINA Delicious Surprise (I Believe It)

24-HOUR FORMATS

Jon Holiday • 303-784-8700

Hot AC

Jon Holiday
TRAIN Get To Me

Rock Classics

Adam Fendrich
STYX Can't Find My Way Home

U.S. Country

Penny Mitchell
TERRI CLARK She Didn't Have Time
BILLY DEAN Race You To The Bottom
SHOOTER JENNINGS 4th Of July
JOSH TURNER Your Man



Charlie Cook • 661-294-9000

Bright AC

Jim Hays
DEF LEPPARD No Matter What

Mainstream Country

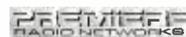
David Felker
TRACE ADKINS Arlington
JO DEE MESSINA Delicious Surprise (I Believe It)

HOT COUNTRY

Jim Hays
TRICK PONY It's A Heartache

Young & Verna

David Felker
CRAIG MORGAN Redneck Yacht Club



After Midnight

Sam Thompson
TRACE ADKINS Arlington
JOSH GRACIN Stay With Me (Brass Bed)
CRAIG MORGAN Redneck Yacht Club



Alternative Now!

Polychronopolis
OUR LADY PEACE Where Are You
TRAPT Stand Up
ARMOR FOR SLEEP Car Underwater
INTERPOL Narc
FINCH Bitemarks And Bloodstains (One More Fall)



Scott Meyers • 888-548-8637

Nightly Tesh Show

ANNA NALICK Breathe (2am)

Weekend Tesh Show

BACKSTREET BOYS Incomplete



Jay Frank • 310-526-4247

Audio

AS I LAY DYING Confined
OAVID MEAD Wherever You Are
DOPE Always
LIL KIM Shut Up
NICKEL CREEK When In Rome
OOWEE Why Cry
SARA EVANS Sads In The Bucket
SHAGGY Wild 2Nite
ALL-AMERICAN REJECTS Move Along
FRAY Over My Head
WILLIE NELSON The Harder They Come

Video

ALAN JACKSON The Talkin' Song Repair Blues
AUDIOSLAVE Your Time Has Come
BRITNEY SPEARS Someday
BROOKS & DUNN Play Something Country
KANYE WEST Diamonds From Sierra Leone
MXPX Heard That Sound
RIHANNA Pon De Replay
ROB THOMAS This Is How A Heart Breaks
SARA EVANS A Real Fine Place To Start
BRAVERY Fearless



Tony Lamptey • 866-552-9118

Hip-Hop

KANYE WEST Diamonds
DAVID BANNER Play

R&B

R. KELLY Trapped In The Closet

NATIONAL MUSIC

CMT

COUNTRY MUSIC TELEVISION
75.1 million households
Brian Phillips, Sr. VP/GM
Chris Parr, VP/Music & Talent

ADDS

MONTGOMERY GENTRY Something To Be Proud Of
WILLIE NELSON / TODDS HIBBERT I Am A Worried Man
BRAD PAISLEY Alcohol

TOP 20

	TW	LW
KEITH URBAN Making Memories Of Us	28	26
BROOKS & DUNN Play Something Country	28	23
SHANIA TWAIN I Ain't No Outlier	27	28
FAITH HILL Mississippi Girl	27	27
TOBY KEITH As Good As I Once Was	27	27
SUGARLAND Something More	27	27
ALAN JACKSON The Talkin' Song Repair Blues	27	26
BIG & RICH Big Time	26	28
TRISHA YEARWOOD Georgia Rain	26	27
BLAKE SHELTON Goodbye Time	26	26
LEANN RIMES Probably Wouldn't Be This Way	25	29
PAT GREEN Baby Doll	23	23
DIERKS BENTLEY Lot Of Leavin' Left To Do	22	26
RASCAL FLATTS Here's To You	22	22
KEITH ANDERSON Pickin' Wild Flowers	22	20
SARA EVANS A Real Fine Place To Start	20	24
SHOOTER JENNINGS 4th Of July	19	16
SHEDDISY Don't Worry 'Bout A Thing	16	13
TIM MCGRAW Orugs Or Jesus	15	14
BOBBY PINSON Don't Ask Me How I Know	15	14

Airplay as monitored by Mediabase 24/7
between July 4-10.



GREAT AMERICAN COUNTRY™
38.3 million households
Ed Hardy, President
Sarah Trahern, VP/Programming

ADDS

DEL MCCURRY BAND She Can't Burn Me Now
MONTGOMERY GENTRY Something To Be Proud Of
WILLIE NELSON / TODDS HIBBERT I Am A Worried Man

GAC TOP 20

TOBY KEITH As Good As I Once Was	
AMERICAN AMBULANCE Goodbye Time	
SUGARLAND Something More	
FAITH HILL Mississippi Girl	
DARRYL WORLEY If Something Should Happen	
TRISHA YEARWOOD Georgia Rain	
SHEDDISY Don't Worry 'Bout A Thing	
BROOKS & DUNN Play Something Country	
NEAL MCCOY Billy's Got His Beer Goggles On	
CHELY WRIGHT The River	
PAT GREEN Baby Doll	
ALAN JACKSON The Talkin' Song Repair Blues	
DIERKS BENTLEY Lot Of Leavin' Left To Do	
TRICK PONY It's A Heartache	
HOT APPLE PIE Hillbillies	
KEITH ANDERSON Pickin' Wild Flowers	
MONTGOMERY GENTRY Something To Be Proud Of	
WILLIE NELSON / TODDS HIBBERT I Am A Worried Man	
SARA EVANS A Real Fine Place To Start	
SAWYER BROWN They Don't Understand	
JASON ALDEAN Hicktown	
CRAIG MORGAN Redneck Yacht Club	
HILLJACK This Could Get Good	

Information current as of July 15.



Pos.	Artist	Avg. Gross (in 000s)
1	U2	\$5,243.5
2	KENNY CHESNEY	\$918.3
3	TOM PETTY & THE HEARTBREAKERS	\$613.8
4	STEVIE NICKS / DON HENLEY	\$603.5
5	SANTANA	\$451.7
6	BRUCE SPRINGSTEEN	\$400.4
7	MOTLEY CRUE	\$367.2
8	GREEN DAY	\$356.4
9	SARAH McLACHLAN	\$332.8
10	STING	\$331.2
11	MARODD 5	\$287.1
12	ANDRE RIEU	\$286.7
13	WIDESPREAD PANIC	\$240.5
14	VELVET REVOLVER	\$223.6
15	JUDAS PRIEST	\$220.9

Among this week's new tours:

GATO BARBIERI
LIFESAVAS
MARC BROUSSARD
PARTICLE
SDN VOLT

The CONCERT PULSE is courtesy of
Pulstar, a publication of Promoters'
On-Line Listings, 800-344-7383;
California 209-271-7900.

TELEVISION

Friday, 7/15

• Papa Roach, *The Tonight Show With Jay Leno* (NBC, check local listings for time).

• Fall Out Boy, *Jimmy Kimmel*.
• Nellie McKay, *Craig Ferguson*.

Tuesday, 7/19

• Babyface, *Jay Leno*.
• Amanda Ghost, *Jimmy Kimmel*.
• The Hold Steady, *Conan O'Brien*.
• John Pizzarelli, *The Tony Danza Show* (check local listings for time and channel).

Wednesday, 7/20

• Gwen Stefani, *The Ellen DeGeneres Show* (check local listings for time and channel).
• Carly Simon, *The View*.
• Lyle Lovett, *David Letterman*.

• G Love, *Jimmy Kimmel*.
Thursday, 7/21

• Phil Vassar, *Jay Leno*.
• Elvis Costello and Emmylou Harris, *David Letterman*.



Billy Corgan

• Billy Corgan, *Late Show With David Letterman* (CBS, check local listings for time).

• Kern, *Jimmy Kimmel Live* (ABC, check local listings for time).

• The Wallflowers, *Late Night With Conan O'Brien* (NBC, check local listings for time).

• Fountains of Wayne, *Late Late Show With Craig Ferguson* (CBS, check local listings for time).

• Mike Doughty, *Last Call With Carson Daly* (NBC, check local listings for time).

Monday, 7/18

• Frankie J, *The View* (ABC, check local listings for time).

• Jermaine Dupri, *David Letterman*.



Kings Of Leon

• Kings Of Leon, *Craig Ferguson*.

• Jo Dee Messina, *Tony Danza*.

— Julie Gidlow

72 million households



Plays

MISSY ELLIOTT Lose Control	24
MY CHEMICAL ROMANCE Helena	23
KELLY CLARKSON Behind These Hazel Eyes	21
LUDACRIS... Pimpin' All Over The World	18
COLDPLAY Speed Of Sound	18
KANYE WEST Diamonds	18
JESSICA SIMPSON These Boots Are Made For...	17
FOO FIGHTERS Best Of You	15
R. KELLY Trapped In The Closet	14
BLACK EYED PEAS Don't Phunk With My Heart	12
FALL OUT BOY Sugar, We're Going Down	12
P5C I/T.I. I'm A King	12
MARIAH CAREY We Belong Together	10
DESTINY'S CHILD Cater 2 U	9
LINDSAY LOHAN First	8
SIMPLE PLAN Untitled	8
PUSSYCAT DOLLS I/BUSTA RHYMES Don't Cha	8
COMMON Go	8
FAT JOE I/NELLY Get It Poppin'	8
PAPA ROACH Scars	8

Video playlist for the week of July 4-10.



David Cohn
General Manager

2

MISSY ELLIOTT Lose Control	41
COMMON Go	31
KANYE WEST Diamonds	30
MIKE JONES Back Then	30
LUDACRIS Pimpin' All Over The World	29
WEBBIE I/BUN B. Gve Me That	28
FAT JOE I/NELLY Get It Poppin'	26
GAME Dreams	25
PAUL WALL I/BIG POKEY Sntin' Sidewayz	25
COLDPLAY Speed Of Sound	23
GORILLAZ Feel Good Inc.	23
TOMY YAYO So Seductive	22
FOO FIGHTERS Best Of You	21
FALL OUT BOY Sugar, We're Going Down	21
WHITE STRIPES Blue Orchid	21
KINGS OF LEON Four Kicks	19
50 CENT Just A Lil' Bit	18
R. KELLY Trapped In The Closet	18
KILLERS All These Things That I've Done	17
T.I. ASAP	17

Video playlist for the week of July 4-10.

75 million households

Rick Krim
Exec. VP



NATASHA BEDINGFIELD These Words	
BLACK EYED PEAS Don't Phunk With My Heart	
MARIAH CAREY We Belong Together	
COLDPLAY Speed Of Sound	
FOO FIGHTERS Best Of You	
GREEN DAY Holiday	
R. KELLY Trapped In The Closet	
GWEN STEFANI Cool	
RDB THOMAS This Is How A Heart Breaks	
BECK Grrt	
KELLY CLARKSON Behind These Hazel Eyes	
LIFEHOUSE You And Me	
ANNA MALICK Breathe (2am)	
PAPA ROACH Scars	
PUSSY CAT DOLLS I/BUSTA RHYMES Don't Cha	
SHAKIRA I/ALEJANDRO SANZ La Tortura	
JESSICA SIMPSON These Boots Are Made For Walkin'	
U2 City Of Blinding Lights	

Video playlist for the week of July 18-25.

HIGHWAY 16 (XM16)

Ray Knight
TERRY CLARK She Didn't Have Time

U-POP (XM29)

Ted Kelly
BODYROCKERS Round And Round
CLDR Outlines
TEXAS Getaway
CRIBS Mirror Kissers

THE LOFT (XM50)

Mike Marrone
AIMEE MANN I Can't Help You Anymore
AIMEE MANN Dear John
AIMEE MANN That's How I Knew This Story...
EELS Railroad Man
EELS Trouble With Dreams
POSIES Love Comes
POSIES It's Great To Be Here Again
VAN MDRRISON Magic Time
VAN MDRRISON Carry On Regard

X COUNTRY (XM12)

Jessie Scott
CHRIS HILLMAN It Doesn't Matter
SON VOLT Gramophone
GREY DELISLE God's Got It
TIM KREKEL Good Stuff
DALLAS WAYNE 3:30 In The Afternoon
GRAYSON CAPPS Mercy
LAURA CANTRELL Wishful Thinking
AMERICAN AMBULANCE Here Comes The Day
DDMINO KINGS It's All Over But The Crying
MORELLS Get What You Need
BRIAN CAPPS The Devil To Pay
BEL AIRS Going To The River

36 million households

Cindy Mahmoud,
VP/Music Programming
& Entertainment



VIDEO PLAYLIST

DESTINY'S CHILD Cater 2 U
BOYZ IN DA HOOD Dem Boyz
PRETTY RICKY Grind With Me
BDW WDW I/OMARION Let Me Hold You
FANTASIA Free Yourself
LYFE Must Be Nice

MIKE JONES Back Then
GAME Dreams
LUDACRIS I/BOBBY VALENTINO Pimpin' All Over The World
MARIAH CAREY We Belong Together

RAP CITY

GAME Dreams
MIKE JONES Back Then
WEBBIE I/BUN B. Gve Me That
JERMAINE DUPRI I/JDHNTA AUSTIN Gotta Getcha
YING YANG TWINS I/MIKE JONES Badd
KANYE WEST Diamonds
BOYZ N DA HOOD Dem Boyz
T.I. A.S.A.P
LUDACRIS I/BOBBY VALENTINO Pimpin' All Over The World

Video playlist for the week of July 17.

The iTunes Music Store Top 10

Apple's iTunes Music Store is the leading digital-music service in the U.S., offering a catalog of more than 1 million songs from all four major label groups and hundreds of independents. Here's a snapshot of the top-selling downloads on Tuesday, July 12, 2005.

- JESSICA SIMPSON *These Boots Are Made For Walkin'*
- RIHANNA *Pon De Replay*
- PUSSYCAT DOLLS I/BUSTA RHYMES *Don't Cha*
- BLACK EYED PEAS *Don't Phunk With My Heart*
- FOO FIGHTERS *Best Of You*
- KELLY CLARKSON *Behind These Hazel Eyes*
- WEEZER *Beverly Hills*
- GORILLAZ *Feel Good Inc.*
- MISSY ELLIOTT I/CIARA & FAT MAN SCOOP *Lose Control*
- GWEN STEFANI *Hollaback Girl*

Top 10 Albums

- COLDPLAY *X & Y*
- PAUL McCARTNEY & U2 *Sgt. Pepper's Lonely Hearts Club Band* (single)
- MISSY ELLIOTT *The Cookbook*
- JACK JOHNSON *In Between Dreams*
- WHITE STRIPES *Get Behind Me Satan*
- FOO FIGHTERS *In Your Honor*
- BLACK EYED PEAS *Monkey Business*
- SUFJAN STEVENS *Illinoiis*
- VARIOUS ARTISTS *Fantastic Four ST*
- JASON MRAZ *Wordplay* (EP)



SAT BISLA
sat@awworldwide.com

New Zealand On Air

Kiwi music-support group has international impact

New Zealand On Air is one of the most intriguing and influential creative-services resources on the planet. This state-funded entity provides a platform for New Zealand artists to hone their creative skills at home, then export their craft internationally.

NZ on Air has been in existence for more than 15 years, not only preparing artists to enter the New Zealand marketplace, but helping those artists have an impact once they get there. The man responsible for shaping the vision of the organization is Brendan Smythe, who recently took some time out of his busy schedule to enlighten us on the history and future of NZ on Air.



Brendan Smythe

Smythe has been with NZ on Air since the agency was founded, in 1989. Before that he spent 10 years at the Queen Elizabeth II Arts Council, which is the New Zealand government's main arts-funding body, comparable to the National Endowment for the Arts in the U.S.

At the Arts Council, Smythe handled the New Zealand music portfolio, which at that time was mostly opera and orchestras but had just rock 'n' roll enough to keep him keen. He says, "With my time at the Arts Council and, now, NZ on Air, I have been involved in government cultural-policy development and music-funding management for something like 25 years now."

About his day-to-day role, Smythe says, "I am the New Zealand Music Manager, which means I run NZ on Air's New Zealand music program. The music program is a mix of funding schemes and promotional strategies, all with the single-minded objective of getting more New Zealand music played on New Zealand radio — especially on commercial radio.

"It's all about increasing local music content on the radio. In New Zealand that is a big deal, because in a market this size [4 million people], it is very easy for the local to get swamped by big-budget hits from overseas."

Why NZ On Air Was Created

"NZ on Air was set up as part of the New Zealand government's wholesale broadcasting reforms of the late 1980s," Smythe says. "The government embarked on a policy of deregulating what had been a highly regulated broadcasting market, basically selling off the airwaves to the highest bidder.

"Virtually overnight New Zealand went from about 40 radio stations nationwide to 240. Back then the prevailing political philosophy was that the market would rule. How-

ever, at the same time the government put in place a number of safety nets to protect local identity and culture in broadcasting.

"That is what NZ on Air is — essentially an 'arts council of the airwaves,' investing public funds to ensure that local identity and culture remain strong in the face of commercial pressures. The biggest part of NZ on Air's work is funding television programs and public radio services. But promoting New Zealand music, especially on the radio, is also part of the brief."



The Checks

NZ on Air's New Zealand music budget is about \$5 million (NZ) a year at the moment, covering a mix of programs, including the funding of projects by New Zealand artists who have a track record of delivering radio hits. Additionally, Smythe says, "We fund 160 music videos a year, and we have a new-artist-discovery program where we fund debut radio singles by bands that have airplay potential.

"Examples of our promotional work include producing monthly radio samplers, or 'hit discs,' that go out to every radio station in the land. We have a team of contracted independent radio pluggers who market those hit discs at commercial radio, in tandem with the record companies."

The Impact On Radio

"Back in the early 1990s, in the wake of deregulation, New Zealand music content on commercial radio sank to historic lows," Smythe says. "Those were dark days. It was something like 2%. New Zealand music was virtually invisible on commercial radio.

"This week local content is up around the 21%-22% mark. There is more than 10 times as much New Zealand music on New Zealand radio now than there was 10 years ago. This

revolution is the product of a collective effort on the part of the radio industry and committed radio programmers, record companies, both major and indie, and the artists, who have gotten very savvy about radio.

"But NZ on Air has been a big part of the turnaround, not only through targeted funding initiatives, but also through its advocacy, working closely with the record companies and the radio stations as a kind of independent champion of local music."

"You are going to see a big push to get New Zealand music happening internationally over the next three years."

NZ on Air's music program has evolved and expanded a number of times over the years, Smythe says. "We started out funding music videos and syndicated radio shows back in 1991," he explains. "Since then we have funded something like 1,380 music videos.

"Then, in 1993, we started producing the radio sampler discs. We've done nearly 150 discs so far. It's the most complete library of New Zealand music that exists, and every radio station in the land has got it. Then, in 1997, we contracted our first pluggers — and never looked back.

"However, the biggest change happened in 2000, when we launched the Phase Four plan, the result of a major funding boost by the new Labour government. Phase Four doubled our investment in the promotion of New Zealand music, to nearly \$4 million.

"The plan involved investing in three strategies: more 'pluggers power,' which saw us increase our promotions team to three; funding for more music television, which helped the music channel C4 get off the ground; and we established an investment in making and marketing music by funding albums [in 50-50 partnership with record companies] as a source of radio hits and funding radio singles by debuting artists as a way of growing the next generation of radio hitmakers."

Time For Phase Five

Right now NZ on Air is beginning a new plan: Phase Five, designed to raise the profile of New Zealand music internationally via radio and the media. Smythe says, "You are going to see a big push to get New Zealand music happening internationally over the next three years or so.

"NZ on Air will not be the main driver; that will be the job of the NZ Music Industry Commission. NZ on Air's radio and music media-focused initiatives will be designed to back up the Music Commission's efforts and the local record companies' front-line campaigns.

"New Zealand music is pretty much invisible internationally. There have been some occasional great successes in the past, like Crowded House and OMC, but we have so much more to offer. Part of the reason New Zealand music has not made more of an im-

pression internationally — apart from the 'tyranny of distance' — is that we had our hands full sorting out a depressed local market.

"As I said, New Zealand music was once pretty much invisible at home. But now that things are cooking nicely on the home front, with record levels of New Zealand music on the radio, record sales of New Zealand music and more New Zealand music on the charts, we can turn our attention to the world market."

About his agency's long-term goals, Smythe says, "Getting more New Zealand music on New Zealand radio will remain our main mission. That's the core of our business and will remain so, even while we start to extend our work offshore."

Artist Success Stories

Evermore, who recently signed with Sire Records in the U.S., provide a great illustration of what NZ on Air can do. The agency got involved with Evermore in 2001, and Smythe describes the program in action.

"We did a couple of songs with the band via our new artist-discovery program when they were still living in a small rural town called Fielding, in the Manawatu region," he says. "We backed up those songs with music-video funding and got ourselves a couple of national radio hits.



Evermore

"That was enough to give us the confidence to put up \$50,000 for their debut album, *Dreams*, which has delivered two or three more radio hits and has now sold platinum in Australia. To date, our investment in Evermore is \$100,000."

And the buzz band of the moment in New Zealand is? The Checks, who have just come off an NME tour of the U.K. and released their Phase Four-funded debut single, "What You Heard." Smythe says, "Influential radio DJ and MTV Europe VJ Zane Lowe played the song in his 'Hottest Record in the World' slot on BBC Radio 1 the other day."

He continues, "We were involved with Bic Runga before Sony, Steriogram before Capitol, Shihad before Warner. We are involved with Scribe, who is currently platinum in Australia and on the brink of breaking in the UK."

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PART TWO OF A TWO-PART SERIES

Music From The Mind

Jim Ladd plays what he wants to play, and he'll have it no other way

Jim Ladd's house is perched atop a canyon in the Hollywood Hills of Los Angeles and is reachable only by a climb up a steep set of stairs or by way of a tram that Ladd's dog, Cheyenne, inevitably stops as he plays on the tracks.

It's the perfect hideaway for a man who has never conformed and who has earned the nickname the Lonesome L.A. Cowboy. The view of the lush green hills across the canyon and the heavily wooded area surrounding Ladd's lair make one forget that the house is just minutes from the Sunset Strip and the traffic-clogged arteries of the nation's second-largest metropolis.



Jim Ladd

Inside the home is a calico cat that ponders whether to greet a houseguest. On display in the living room are vintage radios from the 1930s and 1940s, a framed poster featuring covers of foreign Beatles albums, psychedelic art posters and other rock 'n' roll memorabilia. A plaque Ladd received at his May induction onto the Hollywood Walk of Fame is the most recent addition.

Deep Thoughts

I've been invited to Ladd's home after spending four hours with him in the studio at KLOS/Los Angeles. It was the first time in Ladd's 35 years in radio that he had allowed anyone to join him for an entire shift. That meeting led to additional questions that we had no time to cover while in the studio, and Ladd suggested that we meet at his home to continue our discussion of the radio business and what makes this venerable late-night host tick.

The conversation begins with Ladd explaining how his mind works when he's deciding what songs he wants to hear on his show. In some cases, he comes up with a topic and puts music together that reflects it. "For example, I knew I was going to be talking about Deep Throat, and that yielded a list of songs," Ladd says, referring to the revelation that former FBI official W. Mark Felt was the source of *Washington Post* reporters Bob Woodward and Carl Bernstein's Watergate scoops.

Sometimes, though, he just wings it. "I'll just decide on a song without thinking about politics or whatever," he says.

Don't presume, however, that what Ladd does has less structure or thought behind it than the average playlist. "With some free-form people, it's simply how the music flows and how the lyrics fit a theme and flow with

the music," he says. "What I do is far more complex than putting together a playlist, and far more detailed. There are a multitude of decisions for every song and every segue."

"And there are programming rules that are valid. After so many deeper cuts, I want to play something that's more valid to the listener. I will play the new Robert Plant or Dishwalla record because I want to hear it."

"My list, to me, seems random, but most programmers think about their playlist in a different way. They think of it as product, and then the music is all the same."

It's at this point in the conversation that Ladd mentions those programmers who rely on research and music tests. Surprisingly, he applauds them and supports their efforts. "The process is just different from mine," he

"What I do is far more complex than putting together a playlist, and far more detailed. There are a multitude of decisions for every song and every segue."

says. "They start with research tests and call-out. All of that stuff is completely valid. It's all knowledge."

"There's nothing wrong with finding out that Band A is more popular than Band B. I do that every day. It's what they do after the research that bothers me. Why don't they give that research to someone who can interpret it in an artistic way?"

Evaporating Ingenuity

Ladd has been on the air in Southern California since the early 1970s, when he held the

midnight-6am shift at now-defunct KNAC/Long Beach. "I started at a mom-and-pop station where they had no idea what they were doing," he says. "It was perfect. I could make all of the stupid mistakes."

His next stop was KLOS, where he learned about professional radio. "It was a real eye-opener," he says. His first PD? Tom Yates, the man who would beat legendary Top 40 KHJ-AM with an FM Rocker that had tightened its on-air sound — frightening Ladd and others on the station's airstaff in the process.

"Yates was a great guy to work for, but he did bring in the dreaded card-file system, or the 'format,'" says Ladd. "I really hated that. The other side of the coin was that it worked. It was my first taste of professional success, and KLOS became the first FM station to beat an AM powerhouse in L.A."

"But I stress again, you had extremely creative people who were able to blend and work within the format. Today there's less and less room to do anything like that. At KNAC we viewed ourselves as an extension of the whole political movement of the times."

"It was music plus activists equaling FM radio. It was 'Stop the war' and 'Blowin' in the Wind.' We were the kids who were lucky enough to control the record player at the world's greatest party."

Progressive Rock Is Born

One night at KNAC it occurred to Ladd to tie one song to another. That went on to become three songs and, eventually, five or so. While Ladd may be unique today as "The Last DJ," even 30 years ago he was different from his contemporaries.

"Raechel Donahue was the polar opposite of me," he says. "She was on from 10am-2pm, and we had completely different approaches to our shows. And she remains a brilliant, brilliant talent. If it wasn't for [Donahue's late husband] Tom and Raechel Donahue, I wouldn't have a career."

The mention of progressive Rock pioneer Tom Donahue sets Ladd off on an important tangent: how KMPX/San Francisco, the first FM progressive Rock station in the U.S., was born.

"One night Tom and Raechel were in San Francisco, playing cards with friends, and they were on acid," Ladd says. "As the cards began to melt, they were listening to the first Doors album. Someone said, 'Why can't we hear this on the air?' The next day Tom called FM stations and found one that couldn't pay its phone bill. He then took his boxes of LPs to that station."

"I'm still waiting for any one of the big guys — Clear Channel, Infinity, what have you — to say thank you for all the billions of dollars they've made with their Rock stations."

One Wilde Boss

Ladd acknowledges several other talents he's worked with over the years, including Mary Turner, Pat "Paraquat" Kelly, Uncle Joe Benson and Gary Moore, who presently precedes Ladd at KLOS.

"Perhaps the only reason we have talents like Joe and Gary here is Rita," he says of KLOS PD Rita Wilde. "ABC made a huge, colossal corporate mistake and made her PD. They filled the spot with someone who knew what she was doing from a programming standpoint."

"I'm still waiting for any one of the big guys — Clear Channel, Infinity, what have you — to say thank you for all the billions of dollars they've made with their Rock stations."

"I speak to her as one artist to another. She's like what Bill Graham was. He wasn't a musician, but Bill could talk to Jimi Hendrix about music. He could also go to the fire marshal or the police chief and talk business. That's what Rita does. She can walk into [ABC/Los Angeles President/GM] John Davison's office and have an intelligent conversation about the FCC or the station's budget preparations for 2005."

Ladd also gives Wilde credit for assembling one of the strongest airstaffs he's ever worked with. "Rita's genius is that she lets the people who are good at public appearances do them. I'm a private person, and I'm just not good at that. I'm uncomfortable with it. [Midday talent] Cynthia Fox is comfortable with it. I'm a person who is very comfortable being alone."

Ladd expresses much gratitude to his boss and to the station's owner and management for giving him a home. "I am very grateful to KLOS for allowing me to do what I do," he says. "Getting that star on the Hollywood Walk of Fame — I earned that. That was not a publicity stunt. When the largest audience in years showed up that day, I was humbled and stunned."

"I am in debt to Rita and John for their backing. It would be much easier for them to slot in someone who didn't bring the problems I bring to the table."

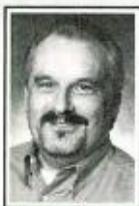
Ladd is also grateful to all the people he fought vehemently against during his long career. "Before KLOS, five days a week I was going in and having screaming matches with management," he says. "But without the battles I've gone through, I wouldn't be who I am."

End Of An Era?

Should Ladd decide to hang up the headphones and retire, it could mark the end of an era for radio. Whether it will is, in Ladd's opinion, up to those who manage radio stations across North America.

"There are certainly people who can pick up the torch," he says. "I'm working with them. There are people who are talented enough and creative enough to do it. The problem is, where are they going to do it? It's all about access. There's a lot of talent out there, but where is it going to be utilized?"

If Ladd wasn't in radio, he says he'd write screenplays or books, but he admits that he'd miss radio. And his legions of fans, new and old, would undoubtedly miss him.



KEVIN CARTER
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Promotions & Marketing People Are Not Normal

And we mean that in the nicest possible way

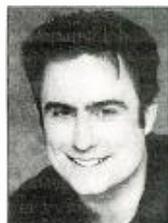
On the heels of a busy July Fourth weekend, the traditional midpoint of another ambitious radio-promotion season, we decided to poll a cross section of promo pros from across America and pick their brains to see what makes them tick.

How do they come up with creative promotions? Which promotions worked? Which sucked? And why, dear Lord, do they put themselves through the punishment of working ungodly hours instead of pleasing their parents by getting a real job?

Joe Mazzei

Marketing Manager, WXKS-FM (Kiss 108)/Boston

What's the most rewarding promotion you've done? The most rewarding promotions for me would be any of our station concerts. The Kiss Concert benefits the Genesis Fund and has been doing so for the past 17 years. Anytime you can help children who are handicapped and families that have been dealt a tough hand, it makes you feel good. Plus, working on the radio-station concert that started it all with today's hottest acts doesn't suck. In the winter we do Jingle Ball, and we ask



Joe Mazzei

"Find out what people are talking about and put a creative spin on it."

Mike Paterson

that everyone who comes bring a toy for a disadvantaged kid.

What's the dumbest promotion you've ever done or heard of? That has to be Camp Kiss. First, I don't camp; second, I don't like being in the woods. My idea of a vacation is a warm island and tropical drinks. It was the first and last time Kiss did a promotion using that theme. It ended up being fun for the listeners we took camping but not a ton of excitement for the staff.

What made you decide to involve yourself in this lunacy on a daily basis rather than get a real job? There are not many jobs where you can create ideas that are fun and that fall into a game plan that helps a business reach its goals. Plus, I always love walking into a sales

call and having the client pound the rep, and then I mention an idea that's along the same lines as the idea the rep just mentioned and it is received by the client like it's the idea of the year.

If you could give one piece of advice to a young promo hatchling, what would it be? Think big.

How do you come up with your ideas? What inspires you? We all put our heads together. It's a true team environment, from PD Cadillac Jack to the street team. All ideas are welcome. We're always looking and listening for opportunities. Like the time we were interviewing Jon Bon Jovi, and he happened to mention that he was looking to sell his Dodge Viper. We called him right back, bought it from him and did a major station promotion around it.



Katie Guido

Katie Guido

Promotions Director, WRVW (107.5 The River)/Nashville

Most rewarding promotion: Hands down, "The Fugitive," because the entire city and surrounding areas could play. And even if they didn't go to the website and get the clues or read the manifesto, they could still listen and try and figure it out while in their car, etc.

I especially liked it because it made our listeners into an extended promotions department: Everyone kept saying "107.5 The River" over and over again — money well-spent!

Worst promotion: Recently, our direct competitor camped out at our station to try to promote their event to our listeners and then pitched their antics as "just good marketing and promotion" — lame.

Why do this instead of a real job? I ask myself that all the time. I like not being tied to a desk all day, not doing the same thing day in and day out. I love getting out and meeting people and talking with them.

Advice for a promo hatchling: This job is long hours, low pay. If you don't really love it, it will make you crazy.

How do you come up with your ideas? Most of my ideas come from joking around with other people on the staff and our jocks. I really look to my PD, Rich Davis — he can make a promotion out of anything. Rich is super-creative, so he inspires me to come up with bigger and better ideas and pull off bigger promotions.

Mike Paterson

Marketing Director, KRBE/Houston

Why do this instead of a real job? When I was an undergrad at the University of Wisconsin I wanted to be a sports broadcaster, so I did what any aspiring radio kid would do: I got an internship at WTSO-AM/Madison, the flagship station of the Wisconsin Badger Radio Network. WZEE (Z104) was also in the building.

During my time at Z104 and WTSO I met a bunch of creative people who loved coming to work every day. This was the first time I was around people who were 100% passionate about work and working. Their enthusiasm and excitement about the radio station and promotions rubbed off on me and has kept me in the game since the summer of '93.

The people at Z104 and, then, at WKTI/Milwaukee showed me how radio helped businesses grow and showed me how radio changes lives on an everyday basis.

Advice for a promo hatchling: Finish your college degree, then work your tail off. Don't worry about money at first, because the rewards come with hard work and perseverance. Then, if you hit your head like me, get an MBA — while working full-time.

How do you come up with your ideas? When it comes to sales-related initiatives, figure out what drives the client's business. If it's a car dealer, is it total sales? If it's a nightclub, is it the bar count or the numbers at the door? If it's a na-

tional account, is it cost-per-point? Understanding the goals of the advertiser will help make the creative energy flow.

On the station end, pay attention to everything: MTV, CNBC, CNN, the *New York Times*, your neighbors. Find out what people are talking about and put a creative spin on it. Doing something memorable is the key. When Russell Crowe threw that phone earlier this summer, we sent our morning stunt guy out to get whacked with a cell phone. It was a simple event, but it generated a bunch of water cooler talk: I heard about it at my wife's corporate picnic the next weekend.

By the way, when I publish my novel in the fall, will you write me up like you did *The Bay City Rollers*?

Carly Laskey

Marketing Director, WDCG (G105)/Raleigh

Best non-monkey-related promotion: It has to be "Pick Your Purse." We gave away 20 ultra-trendy, high-end designer purses from the hottest names: Louis Vuitton, Coach, Kate Spade, Prada, Dolce & Gabbana and more. Winners won the purse and what was inside — cash, trips, tickets, etc.

The response from our listeners and from within the industry was huge. WFLZ/Tampa is doing it this fall, and tons of other stations have been asking for info.

"Never do cookie art!"

Ethan Briner

Advice for a promo hatchling: Get tons of experience. Network. Learn as many different sides of the business as you can. Work hard and play hard. Have passion in all that you do.

Ethan Briner

Marketing Director, WNKS/Charlotte

Most rewarding promotion: I'm not sure if this counts as a promotion or a community event, but last year, when I was working in Florida, we put together hurricane drives for people who lost everything. I had three stations at the time, and every one of our personalities gave two to six hours of their time to help man a tent from 6am-11pm for four days.

When we finished collecting, we loaded everything into moving trucks and drove them to the areas of Florida that needed help most. Getting to hear the stories of the people who lived through those four hurricanes and who were just grateful to be alive was incredible.

On a happier note, we also did a promotion where we gave a listener the opportunity to join us at a music awards show. She got to conduct all of our interviews with the artists and ask the questions a real listener would ask, not some jock who has done so many interviews that he asks the same three questions.

Our winner had a blast, and all the artists told us they never had such fun with an interview. I totally recommend letting the listeners give you questions or letting them ask them on their own.

Worst promotion: There have been a lot of those, but I'll use one from four years ago. Sales came to us and said we had to do a promotion for a cookie company. I asked what type, and they said, "Cookie art." I almost fell out of my chair, I was laughing so hard.

I told them I couldn't say yes to that, could we please come up with another idea? They said no. Then our GM got involved and made us do it. So every night for two weeks my night guy would have listeners come into the station and build cookie art.

At the end of the two weeks listeners voted on the best cookie art. The winner got a year's supply of cookies and milk. Can you say "red ants"? By the way, this also was the last promotion my night guy did. His numbers took such a hit that they let him go. Never do cookie art!

How do you come up with your ideas? I spend a lot of time driving around and looking at what people are doing. I pull into a mall or stop at a park and let my mind go. I tend to come up with crazy, off-the-wall ideas that I then have to trim down to make them work, but just getting out of the building and seeing the world as it is really helps me think.

Advice for a promo hatchling: Work your ass off, and smile while you're doing it. People really do see the hard work you put in to something, even if they don't tell you. It will pay off in the long run.

Why do this instead of a real job? As a Marketing & Promotions Director, I get to create whatever I can dream up. I have so many friends out there who wake up every morning hating their jobs because they do the same thing every day. But I get to be Tom Hanks in *Big*. I get to play with toys and be a kid, and I get paid to think like a nut. Man, I love my job.

CHR/POP TOP 50

July 15, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	MARIAH CAREY We Belong Together (Island/IDJMG)	9447	+130	756463	14	117/0
2	2	KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	8770	+233	727369	15	117/0
3	3	BLACK EYED PEAS Don't Phunk With My Heart (A&M/Interscope)	7916	+241	623670	13	115/0
4	4	GWEN STEFANI Hollaback Girl (Interscope)	6587	-747	484217	15	117/0
5	5	WILL SMITH Switch (Interscope)	5903	-31	465350	21	115/0
8	6	PUSSYCAT DOLLS f/BUSTA RHYMES Don't Cha (A&M/Interscope)	5655	+666	405973	12	112/0
7	7	PAPA ROACH Scars (Geffen)	5481	+382	425478	21	114/0
11	8	RIHANNA Pon De Replay (Def Jam/IDJMG)	5160	+609	433623	6	115/1
12	9	D.H.T. Listen To Your Heart (Robbins)	5018	+593	397439	8	109/3
9	10	3 DOORS DOWN Let Me Go (Republic/Universal)	4714	-88	359881	27	113/0
6	11	CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	4688	-426	312087	12	110/0
13	12	LIFEHOUSE You And Me (Geffen)	4420	+284	286057	13	104/0
10	13	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	4374	-356	290036	11	104/0
14	14	BABY BASH Baby I'm Back (Latium/Universal)	3773	+40	341790	16	87/1
19	15	FAT JOE f/INELLY Get It Poppin' (Atlantic)	3529	+457	244285	7	103/3
15	16	SIMPLE PLAN Untitled (Lava)	3418	-182	238192	14	107/0
20	17	GREEN DAY Holiday (Reprise)	3324	+283	176195	9	102/1
17	18	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	3147	-220	204732	23	97/0
21	19	NATASHA BEDINGFIELD These Words (Epic)	3142	+191	144607	9	108/4
23	20	PRETTY RICKY Grind With Me (Atlantic)	2975	+259	185041	11	82/2
25	21	FRANKIE J. How To Deal (Columbia)	2862	+393	229538	9	94/4
18	22	GAVIN DEGRAW Chariot (J/RMG)	2861	-334	204363	19	106/0
24	23	CROSSFADE Cold (Columbia)	2661	-21	144252	24	102/0
22	24	BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	2612	-167	201671	14	111/0
29	25	GWEN STEFANI Cool (Interscope)	2497	+859	187990	3	115/9
26	26	HOWIE DAY Collide (Epic)	2264	-203	172321	20	97/0
28	27	COLDPLAY Speed Of Sound (Capitol)	1913	+270	104718	5	82/1
30	28	MISSY ELLIOTT Lose Control (Gold Mind/Violator/Atlantic)	1680	+138	123895	6	76/12
31	29	WEEZER Beverly Hills (Geffen)	1622	+213	69455	6	78/10
27	30	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	1442	-285	108074	17	93/0
35	31	JESSICA SIMPSON These Boots Are Made For Walkin' (Columbia)	1127	+178	53607	3	58/4
32	32	NATALIE Energy (Latium/Universal)	1117	-276	86081	7	67/0
38	33	BOW WOW f/MARION Let Me Hold You (Columbia)	1097	+264	82279	3	58/14
37	34	CLICK FIVE Just The Girl (Lava)	1063	+179	43581	3	69/12
40	35	LIL ROB Summer Nights (Upstairs)	1008	+180	75504	3	41/6
34	36	AKON Lonely (SRC/Universal)	977	-130	78710	20	93/0
36	37	PRAS MICHEL f/SHARLI MCQUEEN Haven't Found (Universal)	938	-10	28223	4	59/1
43	38	BOWLING FOR SOUP Ohio... (Silvertone/Jive/Zomba Label Group)	888	+251	30063	2	65/7
44	39	LUDACRIS Pimpin' All Over The World (Def Jam South/IDJMG)	806	+197	63070	3	45/10
33	40	BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)	797	-394	45060	10	63/0
45	41	HOPE PARTLOW Who We Are (Virgin)	688	+79	14662	4	56/1
49	42	GORILLAZ Feel Good Inc. (Virgin)	594	+169	17219	2	45/6
42	43	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	530	-123	44193	17	20/0
Debut	44	50 CENT f/MOBB DEEP Dutta Control (Shady/Aftermath/Interscope)	475	+203	55169	1	26/12
39	45	AVRIL LAVIGNE Fall To Pieces (Arista/RMG)	470	-363	16977	11	82/0
Debut	46	AKON Belly Dancer (Bananza) (Universal)	451	+141	43015	1	27/5
46	47	YING YANG TWINS Wait (The Whisper Song) (TVT)	436	-71	27872	9	32/0
47	48	EMINEM Ass Like That (Shady/Aftermath/Interscope)	425	-69	18527	4	15/0
Debut	49	DADDY YANKEE Like You (El Cartel/VI/Machete Music)	409	+64	85215	1	11/1
Debut	50	ROB THOMAS This Is How A Heart Breaks (Atlantic)	406	+165	20363	1	46/18

117 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 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2005, Arbitron Inc.) © 2005 Radio & Records.

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
MARIAH CAREY Shake It Off (Island/IDJMG)	38
HILARY DUFF Wake Up (Hollywood)	28
ROB THOMAS This Is How A Heart Breaks (Atlantic)	18
ALL-AMERICAN REJECTS Dirty Little Secret (Interscope)	18
BDW WDW f/MARION Let Me Hold You (Columbia)	14
MISSY ELLIOTT Lose Control (Gold Mind/Violator/Atlantic)	12
CLICK FIVE Just The Girl (Lava)	12
50 CENT f/MOBB DEEP Dutta Control (Shady/Aftermath/Interscope)	12
BACKSTREET BOYS Just Want You To Know (Jive/Zomba Label Group)	11

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GWEN STEFANI Cool (Interscope)	+859
PUSSYCAT DOLLS f/BUSTA RHYMES Don't Cha (A&M/Interscope)	+666
RIHANNA Pon De Replay (Def Jam/IDJMG)	+609
D.H.T. Listen To Your Heart (Robbins)	+593
FAT JOE f/INELLY Get It Poppin' (Atlantic)	+457
FRANKIE J. How To Deal (Columbia)	+393
PAPA ROACH Scars (Geffen)	+382
LIFEHOUSE You And Me (Geffen)	+284
GREEN DAY Holiday (Reprise)	+283
COLDPLAY Speed Of Sound (Capitol)	+270

NEW & ACTIVE

MARIO Here I Go Again (J/RMG)	Total Plays: 391, Total Stations: 45, Adds: 6
MARIAH CAREY Shake It Off (Island/IDJMG)	Total Plays: 371, Total Stations: 62, Adds: 38
KILLERS All These Things That I've Done (Island/IDJMG)	Total Plays: 346, Total Stations: 31, Adds: 5
FATTY KOO Bounce (Columbia)	Total Plays: 343, Total Stations: 22, Adds: 3
BEN MOODY f/ANASTACIA Everything Burns (Wind-up)	Total Plays: 300, Total Stations: 25, Adds: 3
FOO FIGHTERS Best Of You (RCA/RMG)	Total Plays: 271, Total Stations: 35, Adds: 10
CERRY MONROE Satellites (Rust/Universal)	Total Plays: 252, Total Stations: 21, Adds: 1
BACKSTREET BOYS Just Want You To Know (Jive/Zomba Label Group)	Total Plays: 238, Total Stations: 25, Adds: 11
DESTINY'S CHILD Cater 2 U (Columbia)	Total Plays: 235, Total Stations: 24, Adds: 2
CARRIE UNDERWOOD Inside Your Heaven (Arista)	Total Plays: 218, Total Stations: 21, Adds: 5

Songs ranked by total plays

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CHR/POP TOP 50 INDICATOR

July 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	MARIAH CAREY We Belong Together (Island/IDJMG)	4441	-39	71594	14	68/0
2	2	KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	4343	+22	71588	14	67/0
3	3	BLACK EYED PEAS Don't Phunk With My Heart (A&M/Interscope)	4153	+11	66418	13	68/0
6	4	PUSSYCAT DOLLS f/BUSTA RHYMES Don't Cha (A&M/Interscope)	3396	+229	55716	12	66/1
4	5	GWEN STEFANI Hollaback Girl (Interscope)	3387	-429	52773	15	63/0
5	6	WILL SMITH Switch (Interscope)	3186	-100	53934	21	61/0
9	7	PAPA ROACH Scars (Geffen)	3174	+214	49611	22	62/0
8	8	3 DOORS DOWN Let Me Go (Republic/Universal)	2933	-32	46775	28	61/0
10	9	LIFEHOUSE You And Me (Geffen)	2881	+303	47092	13	64/1
11	10	D.H.T. Listen To Your Heart (Robbins)	2691	+388	44902	9	64/4
7	11	CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	2635	-396	44409	11	63/0
13	12	RIHANNA Pon De Replay (Def Jam/IDJMG)	2532	+443	43050	5	60/0
16	13	BABY BASH Baby I'm Back (Latium/Universal)	2114	+142	32326	16	55/2
14	14	GREEN DAY Holiday (Reprise)	2093	+64	32993	9	62/1
12	15	SIMPLE PLAN Untitled (Lava)	2025	-78	32264	14	55/0
15	16	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	1908	-81	28628	9	55/2
18	17	NATASHA BEDINGFIELD These Words (Epic)	1791	+111	31916	8	55/0
23	18	FAT JOE f/NELLY Get It Poppin' (Atlantic)	1586	+220	23453	7	58/7
22	19	FRANKIE J. How To Deal (Columbia)	1544	+175	25646	9	55/3
17	20	BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	1535	-385	26277	14	46/0
25	21	PRETTY RICKY Grind With Me (Atlantic)	1424	+231	23189	9	50/1
24	22	COLDPLAY Speed Of Sound (Capitol)	1380	+173	22745	8	52/2
21	23	GAVIN DEGRAW Chariot (J/RMG)	1348	-151	22164	19	43/2
26	24	CROSSFADE Cold (Columbia)	1160	+151	19439	17	38/3
30	25	GWEN STEFANI Cool (Interscope)	1154	+455	19209	3	57/11
27	26	WEEZER Beverly Hills (Geffen)	1094	+86	16631	6	42/2
28	27	NATALIE Energy (Latium/Universal)	781	-227	11946	8	38/0
31	28	MISSY ELLIOTT Lose Control (Gold Mind/Violator/Atlantic)	770	+168	11703	5	43/5
34	29	JESSICA SIMPSON These Boots Are Made For Walkin' (Columbia)	676	+197	9789	3	40/9
35	30	PRAS MICHEL f/SHARLI MCQUEEN Haven't Found (Universal)	579	+104	9706	3	33/3
41	31	BOWLING FOR SOUP Ohio... (Silvertone/Jive/Zomba Label Group)	473	+207	7927	2	29/10
29	32	AVRIL LAVIGNE Fall To Pieces (Arista/RMG)	439	-295	7072	11	21/1
38	33	ROB THOMAS This Is How A Heart Breaks (Atlantic)	432	+156	8415	3	33/15
47	34	CLICK FIVE Just The Girl (Lava)	401	+200	6094	2	29/9
39	35	LIL ROB Summer Nights (Upstairs)	399	+124	6019	2	28/9
33	36	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	371	-121	4980	16	18/0
36	37	AKON Lonely (SRC/Universal)	362	-89	4720	19	15/0
40	38	BOW WOW f/OMARION Let Me Hold You (Columbia)	349	+79	4884	2	25/5
37	39	CRINGE Bum (Listen)	348	-1	5573	13	12/0
43	40	LUDACRIS Pimpin' All Over The World (Def Jam South/IDJMG)	280	+49	3771	3	15/3
32	41	BRODKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)	265	-242	4156	10	15/0
45	42	CUTTING EDGE Everytime I Try (Thunderquest)	220	+14	3074	2	13/0
46	43	HOPE PARTLOW Who We Are (Virgin)	217	+12	3425	2	15/1
44	44	GDRILLAZ Feel Good Inc. (Virgin)	217	+8	1855	3	16/6
42	45	KELLY OSBOURNE One Word (Sanctuary/SRG)	206	-46	5311	7	10/0
Debut	46	FRICKIN' A Naked In My Bed (Toucan Cove/Alert)	201	+73	3746	1	14/2
Debut	47	BEN MOODY f/ANASTACIA Everything Burns (Wind-up)	176	+29	2153	1	11/0
50	48	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	158	-24	2249	14	10/0
Debut	49	MARIAH CAREY Shake It Off (Island/IDJMG)	156	+86	3809	1	25/21
-	50	YING YANG TWINS Wait (The Whisper Song) (TVT)	153	-9	1475	7	9/0

69 CHR/Pop reporters. Songs ranked by total plays for the airplay week of Sunday 7/3 - Saturday 7/9.
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MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
MARIAH CAREY Shake It Off (Island/IDJMG)	21
ROB THOMAS This Is How A Heart Breaks (Atlantic)	15
GWEN STEFANI Cool (Interscope)	11
BOWLING FOR SOUP Ohio (Come Back To Texas) (Silvertone/Jive/Zomba Label Group)	10
JESSICA SIMPSON These Boots Are Made For Walkin' (Columbia)	9
CLICK FIVE Just The Girl (Lava)	9
LIL ROB Summer Nights (Upstairs)	9
FAT JOE f/NELLY Get It Poppin' (Atlantic)	7
GORILLAZ Feel Good Inc. (Virgin)	6
50 CENT f/MOBB DEEP Outta Control (Shady/Aftermath/Interscope)	6
BACKSTREET BOYS Just Want You To Know (Jive/Zomba Label Group)	6
MISSY ELLIOTT Lose Control (Gold Mind/Violator/Atlantic)	5
BOW WOW f/OMARION Let Me Hold You (Columbia)	5
ALL-AMERICAN REJECTS Dirty Little Secret (Interscope)	5
PAT MCGEE BAND Must Have Been Love (Kirtland)	5
D.H.T. Listen To Your Heart (Robbins)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GWEN STEFANI Cool (Interscope)	+455
RIHANNA Pon De Replay (Def Jam/IDJMG)	+443
D.H.T. Listen To Your Heart (Robbins)	+388
LIFEHOUSE You And Me (Geffen)	+303
PRETTY RICKY Grind With Me (Atlantic)	+231
PUSSYCAT DOLLS f/BUSTA RHYMES Don't Cha (A&M/Interscope)	+229
FAT JOE f/NELLY Get It Poppin' (Atlantic)	+220
PAPA ROACH Scars (Geffen)	+214
BOWLING FOR SOUP Ohio (Come Back To Texas) (Silvertone/Jive/Zomba Label Group)	+207
CLICK FIVE Just The Girl (Lava)	+200
JESSICA SIMPSON These Boots Are Made For Walkin' (Columbia)	+197
FRANKIE J. How To Deal (Columbia)	+175
COLDPLAY Speed Of Sound (Capitol)	+173
MISSY ELLIOTT Lose Control (Gold Mind/Violator/Atlantic)	+168
ROB THOMAS This Is How A Heart Breaks (Atlantic)	+156
CROSSFADE Cold (Columbia)	+151
BABY BASH Baby I'm Back (Latium/Universal)	+142
LIL ROB Summer Nights (Upstairs)	+124
NATASHA BEDINGFIELD These Words (Epic)	+111
PRAS MICHEL f/SHARLI MCQUEEN Haven't Found (Universal)	+104
WEEZER Beverly Hills (Geffen)	+86
MARIAH CAREY Shake It Off (Island/IDJMG)	+86
BOW WOW f/OMARION Let Me Hold You (Columbia)	+79
FRICKIN' A Naked In My Bed (Toucan Cove/Alert)	+73
CHERRY MONROE Satellites (Rust/Universal)	+71
50 CENT f/MOBB DEEP Outta Control (Shady/Aftermath/Interscope)	+70
BACKSTREET BOYS Just Want You To Know (Jive/Zomba Label Group)	+65
GREEN DAY Holiday (Reprise)	+64
CARRIE UNDERWOOD Inside Your Heaven (Arista)	+60
MARIO Here I Go Again (J/RMG)	+58



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America's Best Testing CHR/Pop Songs
12 + For The Week Ending 7/15/05

Artist Title (Label)	TW	LW	Famil.	Burn	W 12-17	W 18-24	W 25-34
KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	4.34	4.29	99%	26%	4.39	4.27	4.34
KELLY CLARKSON Since U Been Gone (RCA/RMG)	4.15	4.04	100%	50%	3.98	4.13	4.37
LIFEHOUSE You And Me (Geffen)	4.11	4.02	89%	11%	4.23	4.13	4.16
SIMPLE PLAN Untitled (Lava)	4.05	3.96	93%	21%	4.31	4.06	4.00
PAPA ROACH Scars (Geffen)	4.00	3.80	90%	26%	4.38	4.12	3.75
HOWIE DAY Collide (Epic)	4.00	3.90	93%	25%	4.18	3.90	4.12
AVRIL LAVIGNE Fall To Pieces (Arista/RMG)	3.92	-	80%	13%	3.97	3.98	4.06
3 DOORS DOWN Let Me Go (Republic/Universal)	3.91	3.90	95%	37%	3.97	3.85	4.03
BACKSTREET BOYS Incomplete (Live/Zomba Label Group)	3.89	4.00	99%	31%	4.08	3.83	3.75
GAVIN DEGRAW Chariot (J/RMG)	3.81	3.76	94%	27%	4.07	3.85	3.65
D.H.T. Listen To Your Heart (Robbins)	3.81	3.94	84%	18%	4.00	3.98	3.60
BLACK EYED PEAS Don't Phunk... (A&M/Interscope)	3.78	3.87	97%	36%	3.88	3.62	3.77
ROB THOMAS Lonely No More (Atlantic)	3.77	3.82	98%	43%	3.49	3.76	4.11
CROSSFADE Cold (Columbia)	3.75	3.69	80%	24%	3.97	3.65	3.68
GREEN DAY Holiday (Reprise)	3.73	3.75	95%	32%	3.86	3.67	3.76
MARIAH CAREY We Belong Together (Island/IDJMG)	3.70	3.80	96%	37%	3.69	3.62	3.70
GWEN STEFANI Hollaback Girl (Interscope)	3.61	3.59	100%	58%	3.64	3.29	3.80
WILL SMITH Switch (Interscope)	3.61	3.73	96%	41%	3.48	3.70	3.65
FRANKIE J. How To Deal (Columbia)	3.46	3.36	66%	19%	3.63	3.49	3.45
PUSSYCAT... f/B. RHYMES Don't Cha (A&M/Interscope)	3.43	3.52	92%	35%	3.49	3.40	3.41
FAT JOE f/NELLY Get It Poppin' (Atlantic)	3.35	3.45	74%	24%	3.41	3.55	3.35
BABY BASH Baby I'm Back (Latium/Universal)	3.34	3.27	80%	32%	3.34	3.57	3.35
RIHANNA Pon De Replay (Def Jam/IDJMG)	3.32	3.51	78%	25%	3.34	3.24	3.44
CIARA f/LUDACRIS Dh (LaFace/Zomba Label Group)	3.29	3.26	95%	46%	3.29	3.35	3.25
TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	3.28	3.28	85%	39%	3.33	3.25	3.28
NATASHA BEDINGFIELD These Words (Epic)	3.21	3.20	62%	19%	3.23	3.12	3.18
BROOKE VALENTINE f/BIG BOI & LIL' JON Giraffight (Virgin)	3.15	3.11	72%	28%	3.43	3.35	2.86
GAME f/50 CENT Hate... (Aftermath/G-Unit/Interscope)	3.14	3.15	90%	47%	2.90	3.26	3.25
50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	3.08	3.06	94%	51%	3.10	3.04	3.07

Total sample size is 313 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. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/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.com 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.



CHR/POP TOP 30



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	MARIAH CAREY We Belong Together (Island/IDJMG)	557	+3	10	11/0
2	2	BLACK EYED PEAS Don't Phunk... (A&M/Interscope)	541	-11	13	8/0
3	3	GWEN STEFANI Hollaback Girl (Interscope)	468	-11	13	8/0
4	4	RIHANNA Pon De Replay (Def Jam/IDJMG)	454	+37	4	8/0
5	5	KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	392	+24	10	7/0
8	6	PUSSYCAT... f/B. RHYMES Don't Cha (A&M/Interscope)	353	+17	8	7/0
7	7	SIMPLE PLAN Untitled (Atlantic)	353	+16	12	6/0
6	8	CIARA f/LUDACRIS Dh (LaFace/Zomba Label Group)	341	-26	9	7/0
11	9	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	336	+30	7	10/0
10	10	SHAWN DESMAN Red Hair (Sony BMG Canada)	322	+9	8	8/0
12	11	JULY BLACK Sweat Df Your Brow (Universal)	321	+15	6	8/0
13	12	MASSARI Be Easy (Capital Prophet)	316	+11	5	6/0
9	13	BACKSTREET BOYS Incomplete (Live/Zomba Label Group)	300	-25	15	8/0
17	14	NATASHA BEDINGFIELD These Words (Epic)	286	+34	5	7/0
14	15	DIVINE BRDWN Old Skool Love (Blacksmith)	282	-23	16	7/0
15	16	GREEN DAY Holiday (Reprise)	263	-11	6	8/0
20	17	AVRIL LAVIGNE Fall To Pieces (Arista/RMG)	260	+24	10	8/0
16	18	COLDPLAY Speed Df Sound (Capitol)	257	-5	7	5/0
19	19	D.H.T. Listen To Your Heart (Robbins)	243	0	4	7/0
18	20	WILL SMITH Switch (Interscope)	241	-5	18	6/0
23	21	DANIEL POWTER Bad Day (Warner Bros.)	239	+24	6	9/0
26	22	FAT JOE f/NELLY Get It Poppin' (Atlantic)	231	+25	3	7/0
24	23	PAPA ROACH Scars (Geffen)	228	+16	4	5/0
25	24	WEEZER Beverly Hills (Geffen)	213	+3	5	5/0
27	25	LIFEHOUSE You And Me (Geffen)	209	+5	5	6/0
21	26	K-OS Crucial (Astralwerks/Virgin)	189	-36	11	7/0
29	27	MAX GRAHAM VS. YES Owner Of A Lonely Heart (H&B/Bias)	176	+4	2	5/0
28	28	BABY BASH Baby I'm Back (Latium/Universal)	163	-16	3	5/0
30	29	3 DOORS DOWN Let Me Go (Republic/Universal)	154	-9	16	6/0
-	30	GAVIN DEGRAW Chariot (J/RMG)	153	0	2	5/0

16 Canadian CHR reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 7/3-7/9. 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. © 2005 Radio & Records. * Indicates Cancun.



ARTIST: Rob Thomas

LABEL: Atlantic

By MIKE TRIAS/ASSOCIATE EDITOR

The story of Rob Thomas' life is all about going from rags to riches. Born on a military base in West Germany, Thomas spent his youth growing up in two homes — he moved back and forth between his grandmother's house in South Carolina and his mother's house in Florida. At age 17 he dropped out of high school and decided to follow his life's dream. He moved out on his own and began traveling throughout the Southeast and writing songs, joining local rock bands and barely making a living until Matchbox Twenty came about.



That's when things changed. Thomas was Matchbox Twenty's frontman when they became one of the biggest bands to hit the scene. After a few years Thomas' songwriting skills began to gain the recognition they deserved. He became the youngest member of the South Carolina Hall of Fame in 2001. He also won the Songwriters Hall of Fame's first-ever Starlight Award in 2004, which recognizes

songwriters who are still in the early years of their career but have already made a lasting impact in the world of music.

This year marks another milestone for Thomas. He released his debut solo album, *Something to Be*, and it has already gone platinum. The lead single, "Lonely No More," is No. 2 at Hot AC this week after holding the top slot for several weeks.

Meanwhile, the CD's second single, "This is How a Heart Breaks," is picking up steam. The upbeat, aggressive cut rises to No. 13* at Hot AC while debuting at No. 50* at Pop. The song was also the official theme of ABC's television coverage of the NBA playoffs and finals, and it opened each game telecast on the network.

Thomas is heavily involved in the Sidewalk Angels Foundation, a New York-based nonprofit organization established by Thomas and his wife, Marisol. The foundation works closely with charities in big cities to give aid to the poor, the homeless, those who can't afford proper medical care and abandoned and abused animals — basically, all the denizens of major metropolises throughout the U.S. that need help the most. The foundation takes its name from the lyrics to a song Thomas recorded for the holidays, "A New York Christmas." The song was released in 2002, and proceeds from the record benefited the Blythedale Children's Hospital in Valhalla, NY.



DUFF'S KIIS HOUSE OF HORRORS Hollywood artist Hilary Duff dropped by KIIS/Los Angeles to play her new single, "Wake Up," and something so unspeakable happened that not only can we not write about it, but Duff and KIIS night guy JoJo couldn't stop making horrible facial expressions. Seen here are (l-r) JoJo, Duff and Hollywood VP/Promotion Scot Finck.

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 Keith Berman: kberman@radioandrecords.com

CIR/POP REPORTERS

Stations and their adds listed alphabetically by market

KCCD/Ahlsene, TX OM: Jim Allen PD: Brad Elliott 11 YOUNG TWINS VANCE JONES	KZMG/Boise, ID PD: John Allen 1 CHERRY LAMARQUE 2 YOUNG TWINS VANCE JONES 3 LUCAS 4 BILLY LARSON 5 ROB THOMAS 6 MARSH CARY	KHKS/Dallas, TX PD: Patrick Davis No Adds	WKZZ/Greensboro, NC PD: Jeff McHugh APD: Jason Goodman MD: Monica Dan CAYLA DEGRAW JESSICA SIMPSON	WLAN/Lancaster, PA PD: Josh Bosch APD: Holly Love 11 JESSICA SIMPSON ALL AMERICAN REJECTS HILARY DUFF	WVWV/Myrtle Beach, SC OM: Mark Anderson APD: Kosmo 11 JESSICA SIMPSON GIVEN STEFAN JESSICA SIMPSON	WPRO/Providence, RI OM: Tony Bristol APD: David Morris 11 JESSICA SIMPSON ROD FIGHTERS ALL AMERICAN REJECTS HILARY DUFF ROB THOMAS	XH Top 20 on 20/Satellite 20 LUCAS 11 JESSICA SIMPSON 13 BOW WOW FOMARON 12 CLUCK FIVE 9 LA ROE	WVWZ/Tupelo, MS OM: Russ Stevens MD: Marc Allen 7 JESSICA SIMPSON 17 AVRA LAVIGNE 12 CLUCK FIVE 5 LA ROE 3 50 CENT 4 KYLEE 3 GIVEN STEFAN 10 SHANE STEFAN 11 PAT MCGEE BAND 1 NATALIE 10 ROE	
WFLY/Albany, NY OM: Kevin Callahan PD: John Fox MD: Christi Taylor 5 SUSS ELLIOTT BETTER THAN EZRA FALL OUT BOY TALL DOLL MARIAN CARY	WKXS/Boston, MA PD: Cadillac Jack McCartney APD: David Corey MD: David Corey 1 NESTLY CHOP 1 HILARY DUFF 1 GORILLAZ 1 BOW WOW FOMARON	WGTZ/Dayton, OH OM: J.D. Nunes PD: Scott Sharp 1 FALL OUT BOY 2 JESSICA SIMPSON 3 HILARY DUFF	WROU/Greenville, NC OM: Jeff Davis APD: Mike Larson BETTER THAN EZRA MARIAN CARY CARRIE UNDERWOOD ALL AMERICAN REJECTS	WHZZ/Lansing, MI OM: Jason Adkins APD: David Davis MD: Johnny Butler 1 WEEZER 2 JESSICA SIMPSON 3 MARIAN CARY 4 BOW WOW FOMARON	WRWV/Nashville, TN OM: Clay Harnett PD: Rich Davis MD: Johnny Butler 1 WEEZER	KBAQ/Quad Cities, IA PD: Jeff James MD: Steve Feltner 4 CLUCK FIVE 1 WEEZER 2 50 CENT 1MADON DEEP	WAEV/Savannah, GA OM: Brad Kelly PD: M.D. Chris Alan APD: Russ Francis 1 GORILLAZ FALL OUT BOY ALL AMERICAN REJECTS	KISX/Tyler, TX PD: Larry Thompson 1 CLUCK FIVE ROB THOMAS	
WKRF/Albany, NY PD: Rob Owens 11 KILLERS NELLY	WUHU/Bowling Green, KY PD: Mike Brooke Summers 1 GORILLAZ 4 MARCO	WKDM/Des Moines, IA PD/ADP: Greg Chance MD: Steve Wasinski 1 LUCAS 2 BOW WOW FOR SOUP	WRHT/Greenville, NC OM: Jeff Davis APD: Mike Larson BETTER THAN EZRA MARIAN CARY CARRIE UNDERWOOD ALL AMERICAN REJECTS	WLKX/Lexington, KY OM: Barry Fix 12 BOW WOW FOMARON 11 BOW WOW FOMARON 11 BOW WOW FOMARON	WBLU/Nassau, NY OM: Nancy Cambino PD: JJ Rice APD: Al Levine MD: L.J. Zelenak No Adds	WHTS/Quad Cities, IA 12 OWEN STEFAN JESSICA SIMPSON 3 WEEZER 5 CLUCK FIVE 2 BOW WOW FOR SOUP	WZAT/Savannah, GA PD: Brian Rickman ROB THOMAS MARIAN CARY 1 LA ROE	WSKS/Utica, NY OM: Steve Schanz PD: Steve Lawrence APD: Shaun Andrews 11 TERRY SOLO 6 GAVE 100 CENT 10 50 CENT 50 CENT 1MADON DEEP	
KKOB/Albuquerque, NM OM: Eddie Hasbani PD: Eric Abrams MD: Carlos Duran 10 MISSY ELLIOTT 2 MARCO BOW WOW FOR SOUP	KNDE/Bryan, TX PD: Lesley K No Adds	WKDF/Harrisburg, PA OM: Chris Tyler PD: Jeff Hestley APD: Mike Miller MD: Matt Seal 1 50 CENT ALL AMERICAN REJECTS SEAN PAUL	WFRB/Greenville, SC PD: Nikki Hill APD: Mike Kober 21 BRETT RICKY	KFRX/Lincoln, NE PD: Adam Matthews 13 JESSICA SIMPSON	WFFH/New Bedford, MA PD: James Reitz MD: David Duran 11 GORILLAZ 11 NO RECORD UNCLEINA	WDCG/Raleigh, NC PD: Rick Schmidt APD: Rami Field MD: Brody 3 OWEN STEFAN	KRCS/Rapid City, SD PD: D. Ray Kelly MD: Jayden McKay 12 OWEN STEFAN 11 MISSY ELLIOTT 12 BOW WOW FOMARON 17 LUCAS 15 CROSSFACE	KRUF/Sveport, LA OM: Gary McCoy PD: Eric Bristol MD: Andrew A.G. Gordon 3 OWEN STEFAN 13 CLUCK FIVE 11 KILLERS	WLDW/Palm Beach, FL OM: Chris Marino APD: Monte Carlo ROB THOMAS BACKSTREET BOYS LUCAS
KOID/Alexandria, LA PD: Ron Roberts PAT MCGEE BAND CHEVYELLE MARIAN CARY MADONNA WEEZER BOW WOW FOMARON MARIAN CARY TAMPA	WKSE/Buffalo, NY PD: Brian White MD: Bear White 5 MISSY ELLIOTT BOW WOW FOMARON	WVLY/Elimira, NY OM: Gary King APD: Bruce Stahl 11 BOW WOW FOMARON 13 MISSY ELLIOTT 13 NATALIE 13 LUCAS	WKSS/Hartford, CT PD: Rick Vaughn MD: Joe Brooks	KLAL/Little Rock, AR OM: Randy Cain APD: Ed Johnson MD: Charlotte ALL AMERICAN REJECTS CARRIE UNDERWOOD BRE LARSON	WKCI/New Haven, CT PD: Chaz Kelly APD: Kerry Collins MD: Mike Jagger Thomas 11 YOUNG TWINS VANCE JONES MARIAN CARY ALL AMERICAN REJECTS FRANKIE J MARIAN CARY	KRCS/Rapid City, SD PD: D. Ray Kelly MD: Jayden McKay 12 OWEN STEFAN 11 MISSY ELLIOTT 12 BOW WOW FOMARON 17 LUCAS 15 CROSSFACE	KRUF/Sveport, LA OM: Gary McCoy PD: Eric Bristol MD: Andrew A.G. Gordon 3 OWEN STEFAN 13 CLUCK FIVE 11 KILLERS	KHTX/Waco, TX PD: Darren Taylor APD: John Oakes 1 ROB THOMAS MARIAN CARY PARTY KO MISSY ELLIOTT MARIAN CARY BACKSTREET BOYS	WHT/Washington, DC PD: Jeff West MD: Abbie Dee 10 50 CENT 13 LUCAS
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DANA HALL
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Power Playa

KPWR/Los Angeles marketing and promotions guru Dianna Jason

By Darnella Dunham
Asst. Urban/Rhythmic Editor

Dianna Jason is Sr. Director/Marketing & Promotions for Emmis/Los Angeles' top-rated CHR/Rhythmic KPWR (Power 106) and Country KZLA. She's spent more than 15 years working in hip-hop and R&B radio, helping to create what is today one of the most exciting formats promotionally.

Jason began her career with Summit Broadcasting, where she worked for more than eight years. While there she worked in NTR retail development with stations including WVEE/Atlanta, WRKS/New York and the former WXYU (V103)/Baltimore.



Dianna Jason

After Summit was sold she consulted for a year, until the excessive traveling got to her. She decided to move to Los Angeles and take the Marketing Director job at KKBK (The Beat) in 1996. One year later she joined KPWR, which was then a struggling Rhythmic station "playing a lot of house music," says Jason. "They were about to make the move to hip-hop."

She joined the station in July 1997. Since that time she and her promotions and marketing team have helped Power 106 become the No. 1 station in the market and a repeat winner as Station of the Year at the R&R Industry Achievement Awards.

This week we speak with Jason about the evolution of marketing and promotion at radio over the years and how she has remained a winner along the way.

R&R: How have radio promotions and marketing evolved over the years, and does your background in NTR help you in what you do now?

DJ: In the late '80s most of the promos were done by program directors, and then you'd have one person with the station van and the balloons and little tchotchkes. As more stations and more competition came into markets, we witnessed increased revenue growth with radio, and our jobs evolved from just doing promotions to marketing and branding.

In the early '90s we saw more event marketing, station concerts, expos and specific station events taking place. Early on I got more involved with things like television marketing, direct mail, outdoor marketing and on-air contesting, and I had some event-marketing experience.

So with those things — both backgrounds — going into marketing was kind of a perfect transition for me. In today's environment, especially in a market like Los Angeles, most of the mar-

keting directors go on sales calls, they work event marketing, and they also work on the marketing and promotion of radio stations.

R&R: How are you able to make on-air sales-related promotions not feel like commercials or like they're being forced on listeners?

DJ: I have conversations with the sponsors to tell them what's going to work and what's not. This has been evolving for years. I can remember back in the '80s, when you would get a national commercial for a product, and it would have country music or rock underneath it.

We would say, "Wait a second, this is a Rhythmic station or a hip-hop station or an Urban station. Let's put our artists' music in there because our listeners can identify with it." At that time that was a major win.

Now, as we move even further, marketers are smarter. When we're giving away a car or some type of major prize, we can brand that around the station's image. It works for everyone that way, because if we just do a canned commercial, it doesn't sound like our station.

R&R: Everything sounds larger than life on Power 106. How do you keep the excitement going throughout the year?

DJ: That's probably the single biggest challenge. How do you keep outdoing yourself? We're giving this away now, and the next promotion is bigger. All of a sudden you get to this place where you say, "Wow, we've given away everything. What else can we give away?"

The main thing is, you don't rely on the same people. You've got to have fresh input from other people on what they think is cool or hip or relative to the audience at that time. Especially in the era of eBay, when you can buy almost any experience, you have to make something uniquely yours.

R&R: Who do you go to for input?

DJ: I get information from everyone: our street team, The Flava Unit; the jocks; the staff — even our receptionist is an amazing source of ideas. She talks to more listeners on a daily basis than anyone in the company.

She also hears if somebody calls in and goes, "I won this prize, but can I change it for this one?" She's always getting hit up on what's popular, what's not, what people want, what was picked up fast and what wasn't picked up. She's the gatekeeper of all the information.

R&R: Have you always sought input from different people, or is that something you learned to do?



WPHI'S POPPIN' Atlantic recording artist Fat Joe recently stopped by WPHI/Philadelphia to promote his latest single, "Get It Poppin'." Seen here (l-r) are Joe and WPHI PD Colby Colb.

DJ: It came with experience and maturity. In your youth you're trying to claim your position and your power. You want to make it your own, stamp your name on it and build your resume, as well as your reputation.

After you've had some wins and losses and had your ass kicked, you realize that you can't do it only your way. Every six years, especially when you're marketing an 18-34-demographic station, you've got a new crop of listeners coming in with different ideas.

I have a 12-year-old stepson, and I look at his preteen experience vs. mine. In my preteen experience we had one phone in the house, and there was no call-waiting. We taped things on cassette, and there were four radio stations we listened to. We typed everything out on a manual typewriter.

His preteen experience is, he's got an electric scooter, an iPod, an Xbox. He goes to Myspace.com, he text messages, and if I need anything programmed at the house, I have him do it. So you've got to constantly be reaching out to the next generation, or you're going to be left behind. You're going to turn into my grandmother, who's still fighting using a microwave.

R&R: How is your relationship with sales in general?

DJ: We're very fortunate: We have an amazing sales team and great sales management. Janet Brainin, our Director/Sales; Pat Thomasson, our GSM; Local Sales Manager John Mentसानa; and Aimee Bittourna, our NTR Director — I meet with them daily. These guys love the product, and they believe in it. They have big numbers to get to, but they understand what our goals are here at the station.

Programming is on one side, sales is on the other side, and my office is between the two. You have to work both sides of the building equally. If you work just programming, your scales have tipped to one side. Mine is probably the most exciting position at any station, because you get to work both sides of the building.

I'm working with our air personalities and working with marketing, but at the same time I get out of the office. I'm on sales calls, I go meet with the agencies, I talk to the clients. I went on a New York national trip last week. It's great!

R&R: Was this cooperative mentality already in place at Power when you got there, or was it something you had to work toward?

DJ: Power has always been a great station. I would say the mentality of any station probably starts right at the top. Val Maki, VP/GM of the Los Angeles cluster and also Emmis West, is possibly the best GM I've worked with in my entire life. She's always positive, she's open-minded, she lets you do your job, and she's inclusive.

Rick Cummings set the stage for programming. He's President of our radio division. Rick includes everyone, and he makes you feel like you're amazingly important to the success of Emmis. That attitude also comes through with VP/Programming Jimmy Steal. If you've got people in those key positions whose attitudes are like that, everybody else follows suit.

R&R: Do you monitor the promotions on other stations in the market?

DJ: Absolutely. You've got to know what your competition is doing. The key is not to obsess about it. We have new competition in L.A. right now, and when you go out on calls, that's the first thing everybody's going to say, because that's their job. "What do you think of this competitor?" or "Boy, they're going after you."

You have to stay focused on your product. You've got to be aware of what the competition is doing, but you can't be blinded by that. You've got to have a strategy to win, but you can't be so competition-focused that you take your eye off the ball at home.

I told my staff we're like Red Bull. When Red Bull came out, it was the top energy drink. Now when you go into a grocer, there are a million energy drinks out there and lots of choices, but when you ask somebody to name an energy drink, they're going to say "Red Bull."

R&R: What do you look for in employees?

"After you've had some wins and losses and had your ass kicked, you realize that you can't do it only your way."

DJ: A lot of people just look at people with tons of experience at different radio stations. I look for people with drive. You can see it in them. They're relentless, they want something so badly.

Just the way an Olympic athlete wants a gold medal, these people want a position. They want a career, and they seek you out. They've got a positive attitude, and they're going to figure out a way to do it. You can teach people the business, but you can't teach them passion and love for the industry.

R&R: How important is it for you to hire people within the demo?

CHR/RHYTHMIC TOP 50

July 15, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	MARIAH CAREY We Belong Together (Island/IDJMG)	7083	-167	782140	16	85/1
2	2	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	4984	-313	515133	17	74/1
3	3	PRETTY RICKY Grind With Me (Atlantic)	4825	-226	482784	17	82/1
7	4	BOW WOW f/OMARION Let Me Hold You (Columbia)	4250	+557	396506	8	81/1
6	5	FAT JOE f/INNELLY Get It Poppin' (Atlantic)	4183	+396	341656	10	82/2
9	6	RIHANNA Pon De Replay (Def Jam/IDJMG)	3609	+472	336659	7	67/0
4	7	GWEN STEFANI Hollaback Girl (Interscope)	3555	-501	324651	16	71/1
5	8	CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	3538	-381	324208	19	85/1
11	9	LUDACRIS Pimpin' All Over The World (Def Jam South/IDJMG)	3499	+567	390601	8	79/3
12	10	LIL ROB Summer Nights (Upstairs)	3266	+348	256678	11	56/2
10	11	MISSY ELLIOTT Lose Control (Gold Mind/Violator/Atlantic)	3118	+121	286124	12	73/1
8	12	FRANKIE J. How To Deal (Columbia)	2978	-196	212981	13	62/1
14	13	GAME Dreams (Aftermath/G-Unit/Interscope)	2709	-4	276088	9	78/1
13	14	NATALIE Energy (Latium/Universal)	2691	-52	208573	12	56/1
15	15	WEBBIE f/BUN B Give Me That (Asylum/Trill)	2643	+311	287568	12	70/4
20	16	YING YANG TWINS f/MIKE JONES Badd (TVT)	2442	+560	207684	4	77/3
17	17	TEAIRRA MARI Make Her Feel Good (Roc-A-Fella/IDJMG)	2264	+133	186067	11	62/1
21	18	MIKE JONES Back Then (SwishaHouse/Asylum/Warner Bros.)	2162	+384	204791	8	60/6
16	19	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	1950	-202	228981	24	74/1
18	20	YING YANG TWINS Wait (The Whisper Song) (TVT)	1806	-134	224252	23	77/0
25	21	DESTINY'S CHILDO Cater 2 U (Columbia)	1564	+264	144736	6	47/7
22	22	BLACK EYED PEAS Don't Phunk With My Heart (A&M/Interscope)	1549	-1	146920	10	34/1
24	23	R. KELLY f/GAME Playa's Only (Live/Zomba Label Group)	1543	+224	143876	4	69/3
34	24	DAVID BANNER Play (SRC/Universal)	1239	+534	128867	2	59/7
27	25	BOBBY VALENTINO Tell Me (DTP/Def Jam/IDJMG)	1201	+216	111221	5	47/2
30	26	JERMAINE OUPRI Gotta Getcha (So So Def/Virgin)	1138	+255	80049	3	58/3
28	27	PUSSYCAT DOLLS f/BUSTA RHYMES Don't Cha (A&M/Interscope)	1112	+153	119539	12	30/1
26	28	DADDY YANKEE Like You (El Cartel/VI/Machete Music)	1007	+3	123703	8	15/1
35	29	PRETTY RICKY Your Body (Atlantic)	995	+325	93780	3	21/4
29	30	EBONY EYEZ In Ya Face (Capitol)	953	+14	57519	7	49/2
47	31	50 CENT f/MOBB DEEP Outta Control (Shady/Aftermath/Interscope)	918	+393	123187	2	64/40
23	32	MARIO How Could You (J/RMG)	916	-420	61102	20	44/0
31	33	DON OMAR Reggaeton Latino (Urban Box Office/Virgin)	901	+116	63657	6	19/2
32	34	GUCCI MANE Icy (Big Cat)	813	+38	74102	9	22/0
37	35	PAUL WALL f/BIG POKEY Sittin' Sidewayz (SwishaHouse/Asylum)	784	+146	68799	3	42/6
33	36	AKON Belly Dancer (Bananza) (Universal)	763	+43	36634	4	48/0
36	37	TONY YAYO So Seductive (G-Unit/Interscope)	747	+83	147935	5	21/0
Debut	38	MARIAH CAREY Shake It Off (Island/IDJMG)	689	+282	58587	1	64/49
38	39	BOYZ IN DA HOOD Dem Boyz (Bad Boy/Atlantic)	676	+52	83538	6	21/1
40	40	COMMON Go (Geffen)	651	+33	89747	3	35/1
Debut	41	YOUNG JEEZY And Then What (Def Jam/IDJMG)	629	+185	71154	1	25/7
41	42	NB RIDAZ f/ANGELINA Notice Me (Upstairs)	581	-22	107953	19	22/0
42	43	R. KELLY Trapped In The Closet (Live/Zomba Label Group)	567	-26	75117	8	18/0
46	44	NINO BROWN f/BABY BASH Eye Candy (M.I.A./Triple X)	553	-3	36242	9	21/2
Debut	45	MASHONDA f/NAS Blackout (J/RMG)	549	+304	28382	1	47/5
43	46	CASSIDY I'm A Hustla (J/RMG)	538	-52	54434	17	52/0
48	47	FANTASIA Free Yourself (J/RMG)	509	+17	62945	3	13/0
Debut	48	KEAK DA SNEAK Superhyphie (Independent)	498	+34	60065	1	3/0
50	49	DJ QUIK f/B REAL Fandango (Mad Science)	487	+21	64107	6	12/0
44	50	WILL SMITH Switch (Interscope)	482	-97	25770	4	6/0

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
MARIAH CAREY Shake It Off (Island/IDJMG)	49
50 CENT f/MOBB DEEP Outta Control (Shady/Aftermath/Interscope)	40
YOUNGBLOODZ Presidential (Live/Zomba Label Group)	17
SUN N.Y. Introduction (So So Def/Virgin)	11
P&C f/T.J. & LIL SCRAPPY I'm A King (Grand Hustle/Atlantic)	8
DAVID BANNER Play (SRC/Universal)	7
DESTINY'S CHILDO Cater 2 U (Columbia)	7
YOUNG JEEZY And Then What (Def Jam/IDJMG)	7

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LUDACRIS Pimpin' All Over The World (Def Jam South/IDJMG)	+567
YING YANG TWINS f/MIKE JONES Badd (TVT)	+560
BOW WOW f/OMARION Let Me Hold You (Columbia)	+557
DAVID BANNER Play (SRC/Universal)	+534
RIHANNA Pon De Replay (Def Jam/IDJMG)	+472
FAT JOE f/INNELLY Get It Poppin' (Atlantic)	+396
50 CENT f/MOBB DEEP Outta Control (Shady/Aftermath/Interscope)	+393
MIKE JONES Back Then (SwishaHouse/Asylum/Warner Bros.)	+384
LIL ROB Summer Nights (Upstairs)	+348
PRETTY RICKY Your Body (Atlantic)	+325

NEW & ACTIVE

PLAY-N-SKILLZ Let 'Em Go (Latium/Universal)	Total Plays: 471, Total Stations: 19, Adds: 0
AMERIE One Thing (Columbia)	Total Plays: 453, Total Stations: 49, Adds: 0
CUBAN LINK f/DON OMAR Scandalous (MOB)	Total Plays: 450, Total Stations: 23, Adds: 2
KANYE WEST Gold Digger (Roc-A-Fella/IDJMG)	Total Plays: 438, Total Stations: 9, Adds: 4
MIRI BEN-ARI Jump And Spread Out (Universal)	Total Plays: 407, Total Stations: 16, Adds: 0
TONI BRAXTON Please (BlackGround/Universal)	Total Plays: 321, Total Stations: 21, Adds: 1
P&C f/T.J. & LIL SCRAPPY I'm A King (Grand Hustle/Atlantic)	Total Plays: 266, Total Stations: 32, Adds: 8
AMERIE f/T.I. Touch (Columbia)	Total Plays: 262, Total Stations: 13, Adds: 0
112 What If (Def Sou/IDJMG)	Total Plays: 181, Total Stations: 10, Adds: 1
LUDACRIS Number One Spot (Def Jam South/IDJMG)	Total Plays: 138, Total Stations: 12, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

87 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 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

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America's Best Testing CHR/Rhythmic Songs 12+ For The Week Ending 7/15/05

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, Persons 12-17, Persons 18-24, Persons 25-34. Lists top songs like 'We Belong Together' by Mariah Carey and 'Get It Poppin'' by Fat Joe.

Total sample size is 293 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.

Power Playz Continued from Page 29

DJ: Very, very important. We constantly seek that, even for summer employment — people who live the demo. Give me any format, and I'll learn about it and be able to market it.

R&R: What promotion are you most proud of? DJ: I really loved when we did Dr. Dre and Snoop in Hawaii. It was a lot of work, but it was just amazing.

That was just five or six short years ago, but to have Dre, Snoop, WC from Westside Connection, Shaquille O'Neal and Eminem all perform in front of 500 people was amazing.

DJ: We give away two college scholarships per month through our Knowledge Is Power foundation. What I love about this program is that Charisse Browner, who developed it, found out that it's not just people who want to go to UCLA or UC Santa Barbara who need help.

We've touched a lot of lives with this. It's one of the greatest things the station does.

DJ: I hope my legacy will be that I was a good mother, good to my family and a good wife. If you take care of everything at home first, your career will be great, but if the place you start from every day isn't good, the rest of your day will follow suit.

REPORTERS

Stations and their adds listed alphabetically by market

Large grid of station call letters and their corresponding song adds for the week ending 7/15/05. Includes stations like KISS, WMMV, WYZZ, and many others across various markets.

POWERED BY MEDIABASE logo and statistics: 110 Total Reporters, 87 Total Monitored, 23 Total Indicator. Includes text: 'Monitored Reporters 110 Total Reporters 87 Total Monitored 23 Total Indicator Did Not Report, Playlist Frozen (3): WKXC/Wichita Falls, TX WQZC/Wichita Falls, TX WPKF/Poughkeepsie, NY'

DANA HALL
dhall@radioandrecords.com



Radio 101: Summer Reading List

Programmers and label execs recommend books on marketing and management

Back in high school and college you were probably sent home at the end of the year with a reading list to help you prepare for the next year's studies. But while I am a fan of the classics in literature, not all of those books have helped me in my everyday life or career.

So what "classics" should we, in the radio and record industries, be reading? Which books have helped programmers and record execs better manage, market and brand their radio stations and artists? I asked industry folks from around the country which books had left lasting impressions on them, made them better at their jobs and helped them advance in their careers. Here are their recommendations.

Ken Johnson
Director/Urban Programming,
Cumulus

Title: *The Franchise*
Author: Lew Dickey
Publisher: NAB Publishing

I sought out this book to read when I started working for Stratford Research, in 1998. Lew was heading up Stratford at the time, and he's now the CEO of Cumulus Media, where I work now. This book takes the concept of marketing products and applies it to radio. It has come to be the foundation of my programming philosophy. It's funny though — while reading it, I realized that many of the things Lew talks about in the book were things I was already doing as a programmer over the years; I just didn't realize that it was branding and marketing.

Lew's strategy is based on old-school radio ideas on how to make your station a franchise. We've seen this with a lot of heritage Urban stations over the years. He explains ways to make your station stand out and be special and different from the rest, and how to be relatable to your specific audience.

Before reading this book I never really thought of a radio station as a product. In the book Lew looks at a product like BMW's cars. The company refers to BMW as "the ultimate driving machine," and everything in its advertising reinforces that position — how the car looks, the engine, the interior. So whenever you think of BMW, you have that specific image in your mind. You should be doing the same when branding your radio station.

The Franchise also talks about the power of perceptions. If a listener has a specific perception of

what "Magic" or "Hot" or "Power" means to them, it's difficult to change that. Instead, you have to take that perception and build upon it.

I also recommend a book called *The 22 Immutable Laws of Marketing*. I also get a lot out of books that help you learn to motivate people. I really enjoyed Pat Riley's book, *The Winner Within*. I also read *How to Win Friends and Influence People*, by Dale Carnegie. The key is to take something from each book you read and apply it to your professional and personal life.

Reggie Rouse
PD, WVEE (V103)/Atlanta

Title: *The 22 Immutable Laws of Marketing*
Authors: Al Ries and Jack Trout
Publisher: Harper Business

I go back to this book every so often to refresh my memory. If you are trying to market your station, this book helps you see your station as a product. [Veteran programmer] Sammy Mack recommended it to me back in the day. If you are a younger programmer just starting out, I definitely recommend that you get this book. It's all the basics you need to know.

I also like to read motivational books, in particular by authors who are in the professional sports arena. [WPGC/Washington PD] Jay Stevens got me into the Vince Lombardi book *Run to Win: Vince Lombardi on Coaching and Winning*. I've also read Pat Summitt's *Reach for the Summit*. She's a female basketball coach for the University of Tennessee.

[WVEE night host] Greg Street calls me Phil Jackson, and I've read all of Phil's books. Here at V103 we have a very strong, star-studded lineup of talent. Just like Phil, I am the coach of a great winning team. Some PDs don't like to have superstars on their team because stars can be a little difficult, but I'd rather have superstars and a little drama than lose with a bunch of liner-card readers. Jackson's books have helped me see that and taught me how to deal with special talent.

Andre Marcel
PD, WDKX/Rochester, NY

Title: *The Art of War*
Author: Sun Tzu
Publisher: Oxford University Press

Before you read any other book, you must read *The Art of War*, by Sun Tzu. It can be applied to the boardroom or business or your personal life. It's the base you start from in all your competitive thinking.



GARDNER ALWAYS GETS HIS GREENS Vivian Green that is. The Sony Music recording artist recently stopped by Urban AC WCFB (Star 94.5)/Orlando. Seen here (l-r) are Sony Regional Lisa Coleman, Star 94.5 PD Kevin Gardner and Green.

I first read this almost 20 years ago. Someone told me about it at an R&R Convention. Year after year I go back to it and read it again. Some of the basic philosophies the book describes can be used to program competitively, like never underestimating your enemy or overestimating yourself.

When you overestimate yourself, you become your own worst enemy. We see that a lot in radio. When you think you are on top and that no one can beat you, a new station comes to town and does it better. The key is, you can always be better, even when you are No. 1.

After *The Art of War* there is a book called *The One-Minute Manager*, by Kenneth H. Blanchard and Spencer Johnson. What I learned from that is, if you can't express your idea in the first few minutes, people are never going to get it.

Sometimes I'm concerned because my staff is so young. I wonder if they even read books. I know they read on the Internet and read text messages, but do they sit down and read an entire book, cover to cover? If a young person is serious about programming, he needs to read these types of books. They are like textbooks that you can always go back to for information.

Paul Strong
PD, WCKX, WJYD &
WXMG/Columbus, OH

Title: *Lead to Success: 10 Traits of Great Leadership in Business and Life*
Author: Rick Pitino
Publisher: Broadway Books

I like to read anything on leadership and building teams. This book is all about that. There was also a book based on the presidency of Abraham Lincoln, his leadership style and how he dealt with issues and problems. It's funny, because it's all very relevant to issues we face today. He was dealing with a cabinet of people who were backstabbing him, undercutting him and fighting him every step of the way — kind of like what you find at some radio stations today. But, seriously, this book and Pitino's book explain how to earn people's respect and, ultimately, get them to embrace your vision.

There's also a book called *Dealing With People You Can't Stand: How to Bring Out the Best in People at Their Worst*, by Rick Brinkman. Everybody has had someone on their staff who was very difficult to deal with. This is a great book that sheds light on how to win them over and get the best out of them.

Radio One COO Mary Catherine Sneed gave

the Radio One programmers two books to read: *Execution: The Discipline of Getting Things Done*, by Larry Bossidy, and *Purple Cow: Transform Your Business by Being Remarkable*, by Seth Godin. I highly recommend both for any programmers who want to be better at their jobs.

Mark Boyd
President, Pinnacle Marketing & Promotions

Title: *Blue Ocean Strategy: How to Create Untested Market Space and Make Competition Irrelevant*
Authors: Chan Kim and Renee Mauborgne
Publisher: Harvard Business School Publishing

This book explains that you have to look at business with a new view instead of from a perspective of how we already do business. That means looking beyond the marketplace that is already there to find new markets and new consumers.

The book uses Cirque Du Soleil as one example. It explains how the circus business was dying because people didn't go to the circus anymore. The founders of Cirque Du Soleil decided to reinvent the concept by incorporating dance, music and theatrical staging with traditional circus themes like animals, clowns and the trapeze. It was a huge success.

Look at the music industry. We are in the same hole. The industry is not growing. We're simply reusing the same consumers over and over and not reaching new ones. We have been closed to new concepts in distribution and marketing.

I just came back from vacation, and where I was, everyone — families with young kids who are 7, 8 and 9 years old — was using iPods and burning CDs. This is how they get their music and how they listen to it. We, as an industry, need to embrace what people are using rather than try to make them conform to our old ways of doing business.

In music, one of the most progressive areas of thought right now is when artists use their music on PlayStation or Xbox games. It's the newest branding method. Another growth area is ringtones. Long after a song is over at radio, people will still be using Lil Jon's "Yeah" as their ringtone.

This book doesn't necessarily tell you how to find new markets or even how to reach them. That's very specific to the field you are in. What it does do is help you to open your mind and force you to look at the business you are in differently. Any sales or marketing person, or even CEO, must read this book.

In business now, with what the book calls "Red Markets," the only way to increase your profit is to cut people and increase prices. That's exactly what the record industry is doing. But what it really needs to do is to find new markets to expand into.

URBAN TOP 50

POWERED BY
MEDIABASE

July 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	MARIAH CAREY We Belong Together (Island/IDJMG)	3881	-184	500169	16	58/0
2	2	BOW WOW f/OMARION Let Me Hold You (Columbia)	3155	+179	362598	10	66/1
6	3	WEBBIE f/BUN B Give Me That (Asylum/Trill)	2622	+273	258409	19	60/0
7	4	DESTINY'S CHILO Cater 2 U (Columbia)	2602	+267	362398	19	39/3
4	5	FANTASIA Free Yourself (J/RMG)	2493	+58	243739	14	60/0
5	6	LYFE JENNINGS Must Be Nice (Columbia)	2435	+61	247363	21	52/1
3	7	PRETTY RICKY Grind With Me (Atlantic)	2420	-279	243799	15	62/0
10	8	LUDACRIS Pimpin' All Over The World (Def Jam South/IDJMG)	2232	+176	244869	8	59/0
8	9	YING YANG TWINS Wait (The Whisper Song) (TVT)	2193	-9	260373	23	62/0
13	10	BOYZ IN DA HOOD Dem Boyz (Bad Boy/Atlantic)	2023	+37	169160	17	47/1
15	11	MIKE JONES Back Then (SwishaHouse/Asylum/Warner Bros.)	1974	+90	169222	10	66/1
16	12	GAME Dreams (Aftermath/G-Unit/Interscope)	1962	+204	222794	7	59/1
11	13	CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	1921	-116	211437	18	68/0
17	14	GWEN STEFANI Hollaback Girl (Interscope)	1891	+319	290339	6	46/2
12	15	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	1864	-163	196243	15	67/0
9	16	R. KELLY Trapped In The Closet (Jive/Zomba Label Group)	1756	-340	184277	13	62/0
14	17	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	1704	-190	235499	21	62/0
20	18	MISSY ELLIOTT Lose Control (Gold Mind/Violator/Atlantic)	1687	+177	162979	11	55/1
19	19	TEAIRRA MARI Make Her Feel Good (Roc-A-Fella/IDJMG)	1656	+138	184555	11	45/1
18	20	T.I. ASAP (Grand Hustle/Atlantic)	1565	+12	174807	13	8/0
22	21	TREY SONGZ Gotta Make It (Songbook/Atlantic)	1474	+109	110128	10	58/1
23	22	FAT JOE f/NELLY Get It Poppin' (Atlantic)	1405	+105	144289	8	58/1
21	23	KANYE WEST Diamonds (Roc-A-Fella/IDJMG)	1359	-31	112352	9	55/0
24	24	YOUNG JEEZY And Then What (Def Jam/IDJMG)	1273	+80	104968	9	45/1
25	25	MARQUES HOUSTON Naked (T.U.G.)	1162	+37	74762	6	45/0
29	26	TONY YAYO So Seductive (G-Unit/Interscope)	1101	+139	163587	6	46/0
27	27	JERMAINE DUPRI Gotta Getcha (So So Def/Virgin)	1067	+68	105996	5	60/0
31	28	BOBBY VALENTINO Tell Me (DTP/Def Jam/IDJMG)	1000	+93	99351	5	46/0
26	29	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	861	-152	103892	20	62/0
33	30	COMMON Go (Geffen)	850	+139	82572	3	47/4
28	31	MARIO How Could You (J/RMG)	847	-121	72933	20	52/0
36	32	R. KELLY f/GAME Playa's Only (Jive/Zomba Label Group)	792	+147	82232	2	52/5
34	33	PAUL WALL f/BIG POKEY Sittin' Sidewayz (SwishaHouse/Asylum)	785	+90	66296	5	47/3
32	34	GUCCI MANE Icy (Big Cat)	776	-11	64024	17	42/1
37	35	DAVID BANNER Play (SRC/Universal)	764	+192	59178	2	48/4
40	36	YING YANG TWINS f/MIKE JONES Badd (TVT)	734	+209	54569	2	43/5
35	37	TYRA Get No Ooh Wee (GG&L/Universal)	667	-13	35281	7	40/0
39	38	TONI BRAXTON Please (BlackGround/Universal)	585	+58	47860	9	33/1
42	39	CHARLIE WILSON Charlie Last Name: Wilson (Jive/Zomba Label Group)	548	+63	45720	5	37/2
44	40	BROOKE VALENTINE Long As You Come Home (Virgin)	510	+46	28379	4	39/0
46	41	FAITH EVANS Mesmerized (Capitol)	489	+51	35426	2	37/2
45	42	BLACK BUDDAFLY Rock-A-Bye (Island/IDJMG)	483	+216	42945	1	50/1
47	43	B.G. f/HOMEBWOI Where Da At (Chopper City/Koch)	465	+6	42014	12	25/0
43	44	112 What If (Def Soul/IDJMG)	444	+39	48809	3	37/0
43	45	JOHN LEGEND So High (Columbia)	439	-30	44398	3	39/2
41	46	NIVEA Parking Lot (Jive/Zomba Label Group)	439	-66	20853	7	30/0
47	47	LIL' BOOSIE & WEBBIE Bad Chick (Warner Bros.)	401	+195	34662	1	0/0
48	48	T.I. Motivation (Grand Hustle/Atlantic)	388	+47	53150	1	2/0
48	49	FOXY BROWN Come Fly With Me (Violator/IDJMG)	388	-2	32979	2	31/0
49	50	50 CENT f/MOBB DEEP Outta Control (Shady/Aftermath/Interscope)	384	+188	24896	1	56/55

70 Urban reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
MARIAH CAREY Shake It Off (Island/IDJMG)	56
50 CENT f/MOBB DEEP Outta Control (Shady/Aftermath/Interscope)	55
YOUNGBLOODZ Presidential (Jive/Zomba Label Group)	42
SHARISSA f/R. KELLY In Love With A Thug (Virgin)	38
SMITTY Diamonds On My Neck (J/RMG)	31
OMARION I'm Tryna (Epic)	9
RASHEEDA Georgia Peach (Jive/Zomba Label Group)	9
R. KELLY f/GAME Playa's Only (Jive/Zomba Label Group)	5
YING YANG TWINS f/MIKE JONES Badd (TVT)	5
NICK CANNON Can I Live (Jive/Zomba Label Group)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GWEN STEFANI Hollaback Girl (Interscope)	+319
WEBBIE f/BUN B Give Me That (Asylum/Trill)	+273
DESTINY'S CHILO Cater 2 U (Columbia)	+267
BLACK BUDDAFLY Rock-A-Bye (Island/IDJMG)	+216
YING YANG TWINS f/MIKE JONES Badd (TVT)	+209
GAME Dreams (Aftermath/G-Unit/Interscope)	+204
LIL' BOOSIE & WEBBIE Bad Chick (Warner Bros.)	+195
DAVID BANNER Play (SRC/Universal)	+192
50 CENT f/MOBB DEEP Outta Control (Shady/Aftermath/Interscope)	+188
BOW WOW f/OMARION Let Me Hold You (Columbia)	+179

NEW & ACTIVE

RIHANNA Pon De Replay (Def Jam/IDJMG)	Total Plays: 375, Total Stations: 34, Adds: 1
DAME How We Roll (T.U.G.)	Total Plays: 360, Total Stations: 23, Adds: 2
LIL' JON & THE EASTSIDE BOYZ f/BO HAGAN Get Crunk (TVT)	Total Plays: 357, Total Stations: 36, Adds: 0
VIVIAN GREEN Gotta Go, Gotta Leave (Columbia)	Total Plays: 353, Total Stations: 15, Adds: 0
NICK CANNON Can I Live (Jive/Zomba Label Group)	Total Plays: 352, Total Stations: 39, Adds: 5
SLIM THUG I Ain't Heard Of That (Geffen)	Total Plays: 329, Total Stations: 27, Adds: 0
DEM FRANCHISE BOYZ f/JERMAINE DUPRI, DA BRAT & BOW WOW I Think They Like Me (So So Def/Virgin)	Total Plays: 305, Total Stations: 35, Adds: 2
MACEO Go Sit Down (Big Cat)	Total Plays: 305, Total Stations: 17, Adds: 1
MARIAH CAREY Shake It Off (Island/IDJMG)	Total Plays: 265, Total Stations: 57, Adds: 56
CRUNA Take Me Higher (Reprise/Warner Bros.)	Total Plays: 265, Total Stations: 36, Adds: 1

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.



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AT URBAN AC
AUGUST 1st!!!

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July 15, 2005

RateTheMusic.com

America's Best Testing Urban Songs 12 + For The Week Ending 7/15/05

Table with columns: Artist Title (Label), TW, LW, Famil., Burn, Pers. 12-17, Pers. 18-24, Pers. 25-34. Lists top 50 songs including Mariah Carey, Ciara, Ludacris, Missy Elliott, Bow Wow, etc.

Total sample size is 341 respondents. Total average favorability estimates are based on a scale of 1-5... RateTheMusic.com results are not meant to replace callout research.

Studio Stats

ARTIST: Leela James
LABEL: Warner Bros.
CURRENT PROJECT: A Change Is Gonna Come
IN STORES: Now
CURRENT SINGLE: "Music"
TOP SPINS AT: WJBW/West Palm Beach; KPMP-AM/Oklahoma City; WPHR/Syracuse; WMGL/Charleston, SC; WAKB/Augusta, GA; KNDA/Corpus Christi, TX



Personal stats: This diminutive singer may be small in stature, but she possesses a singing voice that is larger than life. Leela James is a Los Angeles native who classifies her music as "back porch soul," and she has a strong background in the church like any good soul singer should.

Raphael Saadiq (Angie Stone, D'Angelo), Wyclef Jean (Whitney Houston, Destiny's Child) and Chuckie Thompson (Faith Evans, Mary J. Blige) are some of the contributors. But James was heavily involved on the lyrical side and co-wrote every song on the album except the remakes.

Influences: James gets musical inspiration from legendary singers rather than contemporary artists. Mahalia Jackson, Gladys Knight, Tina Turner, Chaka Khan and Aretha Franklin are the ladies who have influenced her most.

James isn't trying to create a different style of music, but she is trying to make her own impression. "I would like to challenge what is considered to be popular R&B music today," she says. "I want to bring back good lyrics and real singing that touch people in their hearts."

The album: A Change Is Gonna Come is James' debut album, and it features some of the best producers out right now. Kanye West (Alicia Keys, Keyshia Cole),

REPORTERS

Stations and their adds listed alphabetically by market

Large grid of market abbreviations and station call letters (e.g., WJAX, WFLA, WTVT, etc.) with their respective call letters and program details.

Note: For complete adds, see R&R Music Tracking.

POWERED BY MEDIABASE
Monitored Reporters
102 Total Reporters
70 Total Monitored
32 Total Indicator
Did Not Report, Playlist Frozen (2): WESF/Tupelo, MS; WLZN/Macon, GA

URBAN AC TOP 30

July 15, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	FANTASIA Free Yourself (J/RMG)	1688	+27	194070	15	55/0
2	2	MARIAH CAREY We Belong Together (Island/IDJMG)	1609	+71	188620	9	29/0
3	3	KEM I Can't Stop Loving You (Motown/Universal)	1574	+81	191435	26	58/0
5	4	CHARLIE WILSON Charlie Last Name: Wilson (Jive/Zomba Label Group)	1145	+121	113788	7	59/2
6	5	INDIA.ARIE Purify Me (Rowdy/Motown)	909	+45	74058	12	56/1
4	6	FAITH EVANS Again (Capitol)	908	-127	99650	22	50/0
7	7	MINT CONDITION I'm Ready (Image)	790	-16	67418	20	50/0
8	8	LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)	727	-63	88236	43	42/0
9	9	FANTASIA Truth Is (J/RMG)	717	-15	86973	31	51/0
15	10	JILL SCOTT Cross My Mind (Hidden Beach/Epic)	637	+108	73675	9	34/2
10	11	BRIAN MCKNIGHT Everytime You Go Away (Motown/Universal)	605	-75	49282	29	45/0
17	12	STEVIE WONDER From The Bottom Of My Heart (Motown/Universal)	601	+94	49538	5	47/0
14	13	DESTINY'S CHILD Girl (Columbia)	578	+17	68326	17	31/0
19	14	BABYFACE Sorry For The Stupid Things (Arista/J/RMG)	559	+80	43077	6	49/4
11	15	R. KELLY Trapped In The Closet (Jive/Zomba Label Group)	546	-131	42290	9	29/0
16	16	VIVIAN GREEN Gotta Go, Gotta Leave (Columbia)	538	+25	69752	7	42/8
23	17	TONI BRAXTON Please (BlackGround/Universal)	500	+167	53126	5	35/4
18	18	ANITA BAKER Serious (Blue Note/Virgin)	471	-29	30210	10	37/0
21	19	KEM Find Your Way (Back Into My Life) (Motown/Universal)	465	+75	38624	4	40/2
20	20	STEVIE WONDER So What The Fuss (Motown/Universal)	409	-45	42215	18	49/0
25	21	PATTI LABELLE f/MARY J. BLIGE Ain't No Way (Def Soul/IDJMG)	389	+74	33250	3	37/2
22	22	BDBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	367	+14	61250	5	4/1
24	23	LALAH HATHAWAY Better And Better (MesaBlueMoon/AGU Music)	341	+16	21122	11	29/1
Debut	24	FAITH EVANS Mesmerized (Capitol)	305	+91	29860	1	28/4
28	25	DR. CHARLES G. HAYES & WARRIORS Work It Out (ICEE)	295	+54	45189	2	22/1
29	26	LEELA JAMES Music (Warner Bros.)	262	+22	13999	3	28/3
26	27	J MOSS We Must Praise (Gospo Centric)	253	-28	26098	13	21/1
30	28	JOSS STONE Jet Lag (S-Curve/EMC)	226	0	10142	6	23/0
Debut	29	LYFE JENNINGS Must Be Nice (Columbia)	225	+44	19300	1	4/1
Debut	30	JOHN LEGEND So High (Columbia)	223	+67	14964	1	25/4

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
EARTH, WIND & FIRE Pure Gold (Sanctuary/SRG)	11
VIVIAN GREEN Gotta Go, Gotta Leave (Columbia)	8
BABYFACE Sorry For The Stupid Things (Arista/J/RMG)	4
TONI BRAXTON Please (BlackGround/Universal)	4
FAITH EVANS Mesmerized (Capitol)	4
JOHN LEGEND So High (Columbia)	4
CAFE SOUL ALL STARS f/GLENN JONES What You Gonna Do (You)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TONI BRAXTON Please (BlackGround/Universal)	+167
CHARLIE WILSON Charlie Last... (Jive/Zomba Label Group)	+121
JILL SCOTT Cross My Mind (Hidden Beach/Epic)	+108
STEVIE WONDER From The Bottom... (Motown/Universal)	+94
FAITH EVANS Mesmerized (Capitol)	+91
KEM I Can't Stop Loving You (Motown/Universal)	+81
BABYFACE Sorry For The Stupid Things (Arista/J/RMG)	+80
KEM Find Your Way (Back Into My Life) (Motown/Universal)	+75

NEW & ACTIVE

K. LATTIMORE / C. MOORE Tonight... (LaFace/Zomba Label Group)	Total Plays: 185, Total Stations: 21, Adds: 0
CRUNA Take Me Higher (Reprise/Warner Bros.)	Total Plays: 150, Total Stations: 21, Adds: 3
CAFE SOUL ALL STARS f/GLENN JONES What You Gonna Do (You)	Total Plays: 146, Total Stations: 16, Adds: 4
DONNIE MCCLURKIN & KIRK FRANKLIN Ooh Child (Verity)	Total Plays: 140, Total Stations: 21, Adds: 1

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

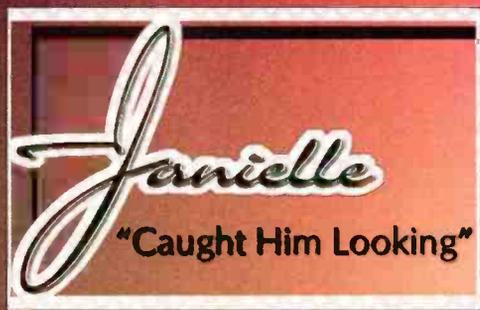
61 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 7/3-7/9. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

REPORTERS

Stations and their adds listed alphabetically by market

WQVE/Albany, GA	WBAV/Charlotte*	WXMG/Columbus, OH*	KMJQ/Houston, TX*	WHOT/Miami, FL*	KRMP/Oklahoma City, OK*	XM The Flow/Satellite	WKXS/Wilmington, NC
KSZYU/Albuquerque, NM*	WDNC/Charlotte*	KSOC/Dallas, TX*	WTLC/Indianapolis, IN*	WJMR/Milwaukee, WI*	WCFB/Orlando, FL*	WLVH/Savannah, GA	Adds for reporters are listed in R&R Music Tracking.
WAKB/Augusta, GA*	WSRB/Chicago, IL*	WROU/Dayton, OH*	WXXJ/Jackson, MS*	WOLT/Mobile, AL*	WRRX/Pensacola, FL*	KOKS/Shreveport, LA*	POWERED BY MEDIABASE
WKSP/Augusta, GA*	WVAZ/Chicago, IL*	WMXO/Detroit, MI*	WSOL/Jacksonville, FL*	KJMG/Monroe, LA	WOAS/Philadelphia, PA*	KVMA/Shreveport, LA*	
WWIN/Baltimore, MO*	WZAK/Cleveland, OH*	WUKS/Fayetteville, NC*	KMJK/Kansas City, MO*	WWMG/Montgomery, AL	WFXC/Raleigh, NC*	KMJM/St. Louis, MO*	*Monitored Reporters
KQXL/Baton Rouge, LA*	WLXC/Columbia, SC*	WDZZ/Flint, MI*	KSSM/Killeen, TX	WQOK/Nashville, TN*	WKJS/Richmond, VA*	WFUN/St. Louis, MO*	
WBHK/Birmingham, AL*	WDDM/Columbia, SC*	WCMG/Florence, SC	KMEK/Lafayette, LA*	WYBC/New Haven, CT*	WVBE/Roanoke, VA*	WPHR/Syracuse, NY*	80 Total Reporters
WMGL/Charleston, SC*	WAGH/Columbia, GA	WFLM/Ft. Pierce, FL*	WJXX/Laurel, MS	KMEZ/New Orleans, LA*	WSBY/Salisbury, MO	WIMX/Toledo, OH*	61 Total Monitored
WXST/Charleston, SC*	WMMU/Columbus, MS	WQMG/Greensboro, NC*	KOKY/Little Rock, AR*	WYLO/New Orleans, LA*	KBLX/San Francisco, CA*	WHBX/Tallahassee, FL	19 Total Indicator
			KULH/Los Angeles, CA*	WBLS/New York, NY*	Music Choice Smooth R&B/Satellite	WTUG/Tuscaloosa, AL	
			WMMJ/Louisville, KY*	WRKS/New York, NY*	Sinus Heart & Soul/Satellite	WJBW/W. Palm Beach, FL*	
			WRBV/Macon, GA	WKJUS/Mortok, VA*	Sirius Slow Jamz/Satellite	WHUR/Washington, DC*	
			KJMS/Memphis, TN*	WVKL/Norfolk, VA*	The Touch/Satellite	WMMJ/Washington, DC*	

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KMJJ SHREVEPORT
WJUC TOLEDO
KVSP OKLAHOMA CITY
KJMM TULSA
WFXA AUGUSTA
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KBTT SHREVEPORT
WKKV MILWAUKEE
WTMG GAINESVILLE, FL
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GOSPEL TOP 30

July 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS ADDS
1	1	YOLANDA ADAMS Be Blessed (Atlantic)	1187	+6	39898	15	37/0
2	2	MARY MARY Heaven (Sony Urban/Columbia)	1176	+7	43575	13	40/0
3	3	KURT CARR God Blocked It (Gospo Centric)	1069	-40	37100	16	39/0
5	4	DR. CHARLES G. HAYES & WARRIORS Work It Out (ICEE)	988	+140	38399	8	38/5
4	5	DONNIE MCCLURKIN I Call You Faithful (Verity)	825	-84	28189	34	34/0
6	6	JAMES FORTUNE You Survived (Worldwide Music)	822	-12	20254	23	31/0
8	7	ANOINTED Gonna Lift Your Name (Sony Urban/Columbia)	738	-15	18244	17	28/0
7	8	MISSISSIPPI MASS CHOIR I'm Not Tired Yet (Malaco)	684	-73	22576	15	31/1
9	9	SMOKIE NORFUL I Understand (EMI Gospel)	663	-36	26835	35	29/0
10	10	TYE TRIBBETT & G.A. Everything Part 1, Part 2 (Sony Urban/Columbia)	624	+15	22772	14	25/1
11	11	ALVIN DARLING All Night (Emtra)	623	+44	22415	11	28/5
12	12	LASHUN PACE Hey (EMI Gospel)	600	+39	21791	11	28/3
14	13	MIGHTY CLOUDS OF JOY Been So Good To Me (EMI Gospel)	526	-3	18363	9	26/0
13	14	ANDERSON SANCTUARY CHOIR Lord I Thank You (Malaco)	509	-47	11421	11	22/0
20	15	CECE WINANS Pray (EMI Gospel)	502	+126	17426	2	27/4
15	16	V.I.P. MASS CHOIR f/ JOHN P. KEE Bread Of Heaven (Verity)	484	+5	19097	5	24/2
16	17	MICAH STAMPLEY War Cry (Dexterity/EMI Gospel)	438	-16	14190	11	19/0
18	18	DEITRICK HADDON God Didn't Give Up (Verity)	426	+17	17389	7	21/1
17	19	PINNACLE PROJECT f/KIM RUTHERFORD Last Say So (Pinnacle)	426	-1	17194	8	17/1
19	20	SHEKINAH GLORY MINISTRY Yes (Kingdom Entertainment)	410	+3	13725	10	16/1
21	21	KEITH WONDERBOY JOHNSON I Need A Blessing (Worldwide Music)	405	+77	10840	4	20/2
23	22	TONEX Work On Me (Verity)	286	-29	15273	5	18/1
25	23	EVELYN TURRENTINE-AGEE Go Through (Light)	284	+11	11870	3	16/0
24	24	ISRAEL AND NEW BREED & BYRON CAGE Give Thanks (Gospo Centric)	281	+5	9151	6	9/0
22	25	MIAMI MASS CHOIR Glory, Glory (Majoi)	276	-47	9174	18	15/0
27	25	DARIUS BROOKS Your Will (EMI Gospel)	259	-6	11514	7	13/0
28	27	BRUCE PARHAM Hide Me (Independent)	253	-2	8448	2	10/0
30	28	RODNEY BRYANT I Am A Worshipper (Tyscot/Taseis)	249	+9	6245	2	10/0
26	29	FRED HAMMOND I Will Find A Way (Verity)	245	-23	10523	6	13/0
29	30	SOUNDS OF BLACKNESS f/ANN NESBY Unity (SLR)	236	-8	10118	3	13/1

42 Gospel reporters. Songs ranked by total plays for the airplay week of Sunday 7/3 - Saturday 7/9.

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MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
DR. CHARLES G. HAYES & WARRIORS Work It Out (ICEE)	5
ALVIN DARLING All Night (Emtra)	5
TIFFANY EVANS Father Can You Hear Me (Rowdy/Motown)	5
CECE WINANS Pray (EMI Gospel)	4
RUDDOLPH MCKISSICK, JR. & WORD AND WORSHIP MASS Choir Right Place (Emtra)	4
LASHUN PACE Hey (EMI Gospel)	3
MARVIN SAPP Do You Know Him (Verity)	3
DORINDA CLARK-COLE Great Is The Lord (Gospo Centric)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DR. CHARLES G. HAYES & WARRIORS Work It Out (ICEE)	+140
CECE WINANS Pray (EMI Gospel)	+126
KEITH WONDERBOY JOHNSON I Need... (Worldwide Music)	+77
TAMELA MANN Speak Lord (TillyMann)	+53
MARVIN SAPP Do You Know Him (Verity)	+51
ALVIN DARLING All Night (Emtra)	+44
LASHUN PACE Hey (EMI Gospel)	+39
RUDDOLPH MCKISSICK, JR. & WORD... Right Place (Emtra)	+33
DONNIE MCCLURKIN Blood Medley (Verity)	+32
JOHNNY SANDERS Because Of You (Platinum)	+30

NEW & ACTIVE

DONNIE MCCLURKIN & KIRK FRANKLIN Ooh Child (Verity)	Total Plays: 227, Total Stations: 10, Adds: 1
JOANN ROSARIO I Hear You Say (Verity)	Total Plays: 190, Total Stations: 11, Adds: 1
LOUISIANA STATE MASS... His Name Is Jesus (Tehillah/Light)	Total Plays: 180, Total Stations: 11, Adds: 2
TIFFANY EVANS Father Can You Hear Me (Rowdy/Motown)	Total Plays: 157, Total Stations: 12, Adds: 5

Songs ranked by total plays

REPORTERS

Stations and their adds listed alphabetically by market

WPZE/Atlanta, GA
 DM: Frank Johnson
 PM: Connie Flint
 26 DR. CHARLES G. HAYES & WARRIORS
 15 ALVIN DARLING

WTHB/Augusta, GA
 DM: Ron Thomas
 APD: Sister Mary Kingdom
 7 REVEREND TIMOTHY WRIGHT

WCAO/Baltimore, MD
 DM: Lee Weisheit
 15 MARY MARY
 10 T.C. BERAL

WWIN/Baltimore, MD
 PM: Jeff Majors
 APD: Jean Alston
 20 REVEREND TIMOTHY WRIGHT
 V.I.P. MASS CHOIR f/JOHN P. KEE

WXOK/Baton Rouge, LA
 DM: Kevin Feeling
 26 CECE WINANS
 11 RUDDOLPH MCKISSICK, JR. & WORD AND WORSHIP MASS CHOIR

WQYZ/Biloxi, MS
 DM: Walter Brown
 MD: Paul Timms
 No Adds

WAGB/Birmingham, AL
 DM: Vern Calton
 PM: Mary K.
 MD: Prince Yelder
 28 DONNIE MCCLURKIN
 19 ALVIN DARLING

WENN/Birmingham, AL
 DM: Doug Hammond
 APD: Willie Prille
 32 KEITH WONDERBOY JOHNSON

WJN/Charleston, SC
 DM: Michael Baynard
 APD: Big Daddy
 MD: Sam Dennis
 5 PINNACLE PROJECT f/KIM RUTHERFORD

WPZS/Charlotte
 PM: Alex Stover
 3 TYE TRIBBETT & G.A.
 2 DEITRICK HADDON

WCRB/Chicago, IL
 DM: Emory Smith
 PM: Michael Robinson
 MD: Eric Rolle
 9 NEW BIRTH TOTAL PRAISE CHOIR
 8 JAMES FORTUNE & FRYA

WJMO/Cleveland, OH
 DM: Kim Johnson
 TIFANY EVANS

WFMV/Columbia, SC
 PM: Tony "Gee" Green
 APD:MD: Monica Washington
 8 T.D. JAKES
 8 DR. CHARLES G. HAYES & WARRIORS

WJVD/Columbus, OH
 DM: Jerry Smith
 PM: Dawn Nisley
 TIFANY EVANS
 GOSPEL GANGSTAZ

KHVN/Dallas, TX
 PM:MD: Warren Brooks
 30 CECE WINANS
 28 LASHUN PACE

WCHB/Detroit, MI
 PM: David
 DANIEL PATTIE'S & STRENGTH IN PRAISE

WFLT/Ft. Lauderdale, FL
 DM: Sannie L. Jordan, Jr.
 MD: Anna Johnson
 No Adds

WFUP/Huntsville, AL
 DM: Nancy Batts
 PM: Steve Murry
 MD: Ricky Sykes
 10 MEN OF STANDARD
 8 GOSPEL IMPERIALS

WTL/Indianapolis, IN
 DM: Brian Wallace
 PM: Paul Robinson
 MD: Donovan Harwell
 TIFANY EVANS
 V.I.P. MASS CHOIR f/JOHN P. KEE

WHLH/Jackson, MS
 DM: Steve Kelly
 PM: Jennell Roberts
 MD: Torrez Harris
 No Adds

WQAD/Jackson, MS
 DM: Stan Brasse
 PM:MD: Perry Davis
 2 TONEX
 2 EASTON SPIRITUALS

KPRK/Kansas City, MO
 DM: Andre Carson
 APD: Byron Fears
 APD: Freddie Bell
 MD: Debbie Johnson
 10 DONNIE MCCLURKIN & KIRK FRANKLIN
 7 RUDDOLPH MCKISSICK, JR. & WORD AND WORSHIP MASS CHOIR

KVLD/Little Rock, AR
 DM: Joe Rocker
 PM:MD: Billy St. James
 APD: Mark Dylan
 6 DONNIE MCCLURKIN & KIRK FRANKLIN
 7 MARTIN'S FAVOR

WHAL/Memphis, TN
 DM: Elven Collier
 APD:MD: Tracy Betha
 No Adds

WLCK/Memphis, TN
 PM:MD: Kim Harper
 No Adds

WMBM/Miami, FL
 DM: E. Claudette Freeman
 PM: Greg Cooper
 20 JOHNNY SANDERS
 25 TAMELA MANN

WGOK/Mobile, AL
 DM: Steve Crumley
 PM:MD: Patricia Albritton
 7 WALTER HAWKINS
 7 KEITH WONDERBOY JOHNSON

WYLD/New Orleans, LA
 DM: Coca Barber
 PM: AJ Appleberry
 APD:MD: Loretha Pettif
 No Adds

WXEZ/Norfolk, VA
 DM: John Shomby
 PM: Dale Murry
 1 LASHUN PACE
 8 MARVIN SAPP

WDAS/Philadelphia, PA
 DM: The Mischief
 PM: Joe Tamburo
 APD:MD: Jo Gamble
 No Adds

WPPZ/Philadelphia, PA
 DM:MD: Helen Little
 7 LASHUN PACE

WNNL/Raleigh, NC
 DM: Jerry Smith
 APD: Shawn Alexander
 MD: Heleisa Wade
 8 ALVIN DARLING

WPZZ/Richmond, VA
 DM: Jerry Smith
 PM: Regina Baker
 17 DR. CHARLES G. HAYES & WARRIORS
 11 KEITH WONDERBOY JOHNSON

ABC's Rejoice/Satellite
 PM: Willie Mae Moyer
 No Adds

WTSK/Tuscaloosa, AL
 DM: Greg Tomascio
 PM:MD: Charles Anthony
 5 LASHUN PACE
 5 SHEKINAH GLORY MINISTRY
 17 CECE WINANS

WPCB/Washington, DC
 DM:MD: Cheryl Jackson
 19 DONNIE MCCLURKIN & KIRK FRANKLIN
 17 CECE WINANS

WYCB/Washington, DC
 PM: Ron Thompson
 TIFANY EVANS

Note: For complete adds, see R&R Music Tracking.

Did Not Report, Playlist Frozen (4):
 WFBI/Wilmington, DE
 WPRF/New Orleans, LA
 WSOX/Savannah, GA
 WXTX/Charleston, SC

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Campaigns And Contests From Around The Country

Spring marketing and promotion

The spring book has come and gone, with only the results still hanging in the balance. As part of our marketing and promotion special, here are the primary campaigns aired by Country stations around the U.S. during the spring sweep.

WPOC: Big Boards & Treasure Hunt

WPOC/Baltimore PD Ken Boesen said that WPOC's spring marketing campaign centered around billboards that read "Big Country Stars." The boards were adorned with huge photos of Kenny Chesney, Toby Keith, Martina



McBride, Reba McEntire and Tim McGraw. The "Big Country Stars" theme continued into the summer.

Explaining the genesis of the campaign, Boesen said, "This was something we came up with here. The idea was simple: We wanted to strengthen the relationship among our listeners, country's biggest stars and 93.1 WPOC. We put up a dozen big bulletins on the freeways and some smaller ones around the city."

WPOC's primary spring promotion took a page from reality TV. "Our promotion was designed to take advantage of pop culture," Boesen said. "Reality shows like *The Amazing Race* were big this spring. We also wanted to have a promotion that was a puzzle that everyone could play, actively or passively. We wanted it to be accessible to everyone, not just folks with a ticket."

The result was the "Great 93.1 WPOC Treasure Hunt." "We hid 135 WPOC treasure coins in public places all around Baltimore," said Boesen. At five appointments each weekday we

gave a clue to listeners searching for the coins. Every person who found a coin was qualified to win our \$10,000 cash grand prize.

"The comments from participants at the grand prize ceremony were things like, 'This was so much better than caller No. 9,' and, 'We had a great time playing this game. Will you do it again next year?' "In the end it wasn't the grand prize that brought people in, it was the intrigue of searching for a WPOC treasure coin while solving a puzzle and playing something more than roulette with a telephone. We had a great May. Hopefully, this was partly responsible."

KYGO: A Birthday And Listeners' Gifts

This year marks the 25th birthday of KYGO/Denver, and PD Joel Burke said the marketing and promotion for the spring book were built around this very special anniversary. Every morning CMA Award winners Kelly Ford, Jonathan Wilde and Mudflap span the "KYGO Birthday Wheel," awarding one lucky listener \$1,000.

Later in the day came the "KYGO Birthday Buzzer," with the winner also getting a grand. On Thursdays the ante was upped to \$5,000. Burke said, "This was both a come-and-a-TSL-driven contest. We promoted it very heavily with custom TV spots that featured our morning show along with real KYGO listeners."

Outlining the mechanics of KYGO's birthday contesting, Burke said, "I know most radio stations that play the birthday game have traditionally announced a birthday by simply opening an envelope. I like the show biz of actually spinning the KYGO Birthday Wheel for a month and then for a day. Then caller No. 12 wins the Birthday Bucks."

Even if it's not someone's birthday, all we have to do is make note of the 25th birthday. When the birthday buzzer sounds call in to hear adult-themed winners return to win some Birthday Bucks as well.

This contest has run on KYGO for several years now, but Burke said that weaving the 25th birthday twist into the packaging added some new life to it. "Even though our staff has executed this contest many times in the past, they did an excellent job of making it fresh, new and exciting," he said.

"This was also the first time that we have run the contest during the spring book. We won't



"Even though our staff has executed this contest many times in the past, they did an excellent job of making it fresh, new and exciting."

Joel Burke

know the full impact of the contest for a few weeks, but the early signs are very positive."

WESC & WSSL: Chesney & Willie

Clear Channel Country combo WESC & WSSL/Greenville, SC ran mostly CC group contesting during the spring book, according to OM Scott Johnson. WSSL was onboard through May and WESC through June.

WESC's promotion in early June centered around the Willie Nelson-Bob Dylan concert in Greenville. WSSL's June local promotion was based around Kenny Chesney's July 7 concert in Greenville.

Johnson said, "A local Polaris dealer purchased advertising and provided an ATV that [Chesney concert performer] Gretchen Wilson autographed for the winner at the concert. Also, daily qualifiers received passes to the exclusive Chesney 'Sand Bar.'"

WSSL used Critical Mass Media's recorded Nest Messages to reach PI households in support of the ATV contest. Johnson also said that in June WSSL relied heavily on e-mails to listeners in the station's database to promote a number of events, including:

- A Chesney pre-concert barbecue and post-concert party at a local nightclub, with Chesney concert performer Pat Green stopping by.
- Commemorative tickets distributed at the concert to recycle back to mornings. Winners got Chesney CDs, Renee Zellweger DVDs and a romantic trip to Hilton Head, SC.
- The "Chesney Chick" contest. "Gals mailed in pics and told us why they wanted to help WSSL at the show," said Johnson. "Each received a ticket and a special shirt. The hardest worker earned a Sand Bar pass."
- A pre-concert "Soundcheck Party" in the WSSL suite and a post-concert handout of brown bags with bakery cookies and Popsi for the ride home.

WQHK: Payroll Game With A Twist

WQHK/EE. Wayne TN's primary marketing campaign was billboard-based WQHK's "MAIL IT AROUND" Rob Kelly endorsed. We used in eight week 75 morning, 1000 callouts, 1000 callouts. Now hiring, \$105 an hour, along with 1000 now and our logo."

The primary spring contest was the "\$105,000 Big Money Payroll," an 8am-5pm "I listen for your name and call to collect the cash" promotion. But this was a payroll contest with a twist. "We have a rather large promotions budget, especially for market No. 103," Kelly said. "We ran this contest eight times a day at

\$105 per hour. All winners qualified to win \$105,000, which we had insured for \$3,000.

"Here's the twist: Instead of direct mail, we collected potential winners' names via our database and the 'I wanna win' hotline, a voice-mail box that was emptied daily. We had more than 1,500 calls there and added another 1,700 people to our database. All current database members were already qualified."

During the final four weeks of the spring book WQHK pumped the "Gasolini-Genie." "This thing was off the hook," Kelly said. "High gas prices, and we're giving away \$105 in free gas three times a day."

"The promos were produced with the *I Dream of Jannie* theme and sounders. Morning stunt guy Dude Walker was out at least once per week dressed as a genie with additional \$105 gas cards. Local Marathon dealers were excited about the promotion as well."

WSLC: Truckin' With 'Speedway'

WSLC (Star Country)/Roanoke, VA's spring efforts were centered around an interactive phone game called "Speedway," in which listeners had to listen for passwords to play. The first listener to the finish line won.

Describing the incredible prizes, PD Brett Sharp said, "We hooked up with a local dealership and gave away a truck a week for six weeks. And not just any truck: Dodge jumped behind the promotion and gave us six identical 2005 Dodge Ram 1500s, full-sized trucks that are very nice. There are pics on our website at www.949stan.country.com. Obviously, this was a very large budget. Hopefully, it was great for ESL."

Noting that everything WSLC does is home-grown, Sharp said, "There are lots of exciting things happening at Star Country. We just customized a 40-foot Star Country tour bus that's really cool. It's our new remote vehicle."

"We also have the 'Star Country Plinko Game,' just like *The Price Is Right*. Drove of people line up for it at remotes and events."

WGKX: 'Reset Your Preset'

WGKX (KIX106)/Memphis PD Lance Tidwell faced a spring dilemma that many programmers find themselves up against. "We had no outside marketing dollars this past spring in Memphis," he said. "As usual, things were tight, but we did sell a sponsorship to our 'KIX106 — Reset Your Preset' promo."

"A local Chrysler dealer bought an NTR package and gave us a \$30,000 Chrysler Crossfire for the promotion. The idea was to make KIX106 as visible as possible. We encouraged listeners to reset the first preset on their car radio to 105.9, telling them we'd be on the streets five times each weekday. Our personalities executed the promotion live, checking the first preset on the selected car."

"Reset Your Preset" reached a feverish pitch. The car dealer had a car with a logo similar to the one the station used for our street promotion, and he couldn't go anywhere without being followed and harassed — that was a really good thing."

NOW HIRING!
\$105.00 an HOUR
LISTEN NOW! K105

"We had well over 100 cash winners and were out more than 150 times in six weeks. All in all, a solid promotion. We made money, and we have to thank Dave Kelly at WKDF/Nashville for allowing us to steal this."

"We wanted to have a promotion that was a puzzle that everyone could play, actively or passively. We wanted it to be accessible to everyone, not just folks with a ticket."

Ken Boesen



CHUCK ALY
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GAC's Flip To Scripps

New owners remake the country network

Scripps Networks closed on its purchase of country video channel Great American Country last November and has been systematically revamping the network ever since. Rather than performing radical surgery, however, executives are over-seeing what might be more accurately described as a facelift.

"When we acquired GAC it had about 36 million subscribers, maybe a little less than that," says Ed Hardy, the cable channel's President. "That's a good base to build a network on."

"At the time it was primarily a video channel. It still is and will be going forward. We are totally focused on the music, the artists, the writers and such. We won't be showing movie reruns or otherwise going out of the country-music box."

Quick Changes

The 24-hour cable network was purchased for \$140 million in cash from Denver-based Jones Media Networks, moving into a Scripps family that includes HGTV, the Food Network, Fine Living, DIY and Shop at Home.

"Scripps brought me back to manage the integration after I had been gone for 10 years, running Country radio stations," Hardy says. His initial focus was on solidifying the executive team.

"VP/Operations Scott Durand was overseeing marketing, production and programming, and we've been able to move his focus primarily to marketing," Hardy says. "We brought in Sarah Trahern in January, as VP/Programming." Trahern's background includes TNN, CMT and Shop at Home.

"These changes helped us focus on where the network is going," Hardy says. "GAC had been underfunded and undersupported in terms of production values and equipment. Our studio on Nashville's 16th Avenue had low ceilings, one camera and limited lighting."

"We've kept 90% of GAC's shows but taken them to the next level. We moved to the north side of town, to Northstar Studios. We're doing CRL, *The GAC Top 20 Countdown* and



Ed Hardy



Sarah Trahern

GAC Classics there. *The Edge of Country* has been moved from Denver to Nashville. We've got new sets, better lighting and a better production facility, and you can see that on the air."

Improved Graphics

Another change beginning to appear on-screen is improved graphic elements. "GAC is a network that's always had a lot of heart — the heart's been the music — but it needed better packaging," says Trahern. "Over the course of each month we've been chopping away at schedule changes, new promos and graphic packages and working in a couple of specials with a new look."

GAC brought in VP/Creative Services Stacey Hagewood, who was previously at CMT, to give the network a fresher look. Specials that aired on GAC got some of the first makeovers.

"We're using the same sort of new graphic approach that we introduced in the specials in all our shows now, show by show," Trahern says. "It can't happen fast enough. It's great to see the evolution — keeping that heart and soul on track, but adding the graphic and interstitial elements."

The network's Memorial Day weekend special was one of the new programming elements that received a strong response. "It was essentially three days of what works well in radio — request programs and dedications from soldiers to friends and family back here," Trahern says.

"Seven artists hosted the programming marathon. We got a lot of fan reaction, so we're re-airing it throughout the summer, primarily in July and August."

New Synergies

Another show featuring a revamped graphic treatment is Lorianne Crook's next GAC offering, *Off Stage*. Trahern says, "We got rid of the old *Crook & Chase* reruns, and the cooking shows are going away at the end of July, which allows us to do with Lorianne what she does well. Her new interview series premiered during music-festival week. It featured Kenny Chesney, and she visited the members of Lonestar in their homes."

GAC's new parent has allowed the network to make some behind-the-scenes changes as well. "Bobbi Eakes, who is a soap star in addition to hosting our *Top 20 Countdown*, had been flying from New York City to Denver to tape the show," Trahern says. "It took her longer to fly than it did to tape, so we're moving production of that show in-house to the Food Network's New York studios at the end of July."

The Scripps connection also led to some new synergies. "One example is an event we did with Buddy Jewell on Shop at Home," Hardy says. "For the release of his new album, the label helped put together what we called a 'Buddy Box,' which contained the new CD, his last album and an autographed T-shirt."

"We were able to use GAC to promote a 30-minute Buddy special on Shop at Home. Buddy was live, and we sold the Buddy Box packages. It was a cool experiment, and we've got other labels wanting to do the same thing."

Big Tent

The television home of the Grand Ole Opry is also working to add other marquee events to its lineup. "We were able to acquire the rights to second airings of the ACM Awards, which is a tent-pole event for us," Hardy says.

"It offers a lot of synergies. We can cross-promote the show on other Scripps networks, so it's a great opportunity to extend the brand to similarly targeted networks."

Non-exclusive major happenings like the CMA Music Festival are a cornerstone of GAC's strategy. "We did 15 to 20 hours at the festival," Trahern says. "We're getting out in the field as much as possible. We really tried to own that event. GAC was everywhere with a moving billboard and an airplane pulling a banner." The network has also committed to telecast the 2005 Americana Music Awards.

All this effort seems to be paying off. "We're the third-fastest-growing of all the cable networks," Hardy says. "In terms of percentage growth, we're No. 1. We're in 38.3 million homes and adding subscribers constantly."

As for ratings, Hardy says, "We only have selected access to the Nielsens, as we only buy a portion of them. But from what we can see, it's growing very nicely. We're maybe a year away from being fully rated."

Scripps' financial underpinnings are sound, giving GAC execs an added level of confidence. "Our parent company owns 21 daily newspapers, United Features and 10 television stations," Hardy says. "Scripps Networks, which is only 10 years old inside this 126-year-old company, is already the largest revenue source."



FIRESIDE CHAT Lorianne Crook (l) interviews Kenny Chesney for the first installment of her new GAC program, *Off Stage*.

Country Home

For GAC to contribute to that healthy bottom line, it will have to maintain its commitment to what it has always championed: country music. "We always want to provide the broadest base of country music," Trahern says. "We play 30% more videos than our competitors, and we want to set ourselves apart as the go-to network for country music."

Getting that message out to potential subscribers is key. "No one is going to drop CMT, but our job is to demonstrate that you can't reach the entire market without us," Hardy says. "We're shooting for 25-54 adults, skewed slightly female. That's the goal. CMT is trying to steer in a younger direction."

"GAC is a network that's always had a lot of heart — the heart's been the music — but it needed better packaging."

Sarah Trahern

On July 18 GAC is participating in the Television Critics Association tour for the first time. There it will be able to introduce critics to the network and its programming. Phil Vassar is slated to perform.

One of the biggest recent shifts at GAC is its increased visibility in Nashville. "This network didn't have a huge presence in Nashville before, and that message was very clear to us when we started taking meetings here," Hardy says. "But I just moved to Brentwood, TN; Sarah lives in Nashville; Scott's moving here; and our VP for GAC.com is moving here. We're now very immersed in this town. We're reconnecting."

"We can easily meet with the labels about their fall release schedules and how that ties in to our programming plans. We can drive across town and have meetings about the Grand Ole Opry's 80th anniversary."

"We're also able to be a lot more reactive. When Chris LeDoux passed, we were able to turn around a special to honor him the next day. That may have been more difficult when we were working in different time zones."

Even with new ownership, a new location and a new look, GAC's core philosophy is unaffected — though, hopefully, enhanced. "The focus is on artists, music and videos," Trahern says.



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BUDDY IN A BOX Buddy Jewell performs during a live album-launch event on the Shop at Home network. The appearance was promoted heavily on Scripps Networks sister station GAC.

COUNTRY TOP 50

POWERED BY
MEDIABASE

July 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	WEEKS ON CHART	TOTAL PLAYS	WEEKS ON CHART	TOTAL AUD. (00)	WEEKS ON CHART	TOTAL ADDS	
1	1	RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	14272	177	5029	+58	437615	7896	16	121/0
2	2	TOBY KEITH As Good As I Once Was (DreamWorks)	14152	641	4956	+215	445856	23713	10	121/0
3	3	SUGARLAND Something More (Mercury)	12872	233	4466	+69	398367	10158	14	121/0
5	4	FAITH HILL Mississippi Girl (Warner Bros.)	11900	733	4054	+236	359359	19234	9	121/0
4	5	GEORGE STRAIT You'll Be There (MCA)	11607	-352	4256	-85	346614	-4641	15	121/0
6	6	KENNY CHESNEY Keg In The Closet (BNA)	10089	-356	3493	-141	296132	-13471	11	120/0
7	7	BROOKS & DUNN Play Something Country (Arista)	9125	655	3147	+274	271693	19826	8	121/0
11	8	BRAD PAISLEY Alcohol (Arista)	8388	630	2947	+254	246649	20518	10	121/0
9	9	DARRYL WORLEY If Something Should Happen (DreamWorks)	8218	31	3007	+1	243325	3292	20	119/0
8	10	KEITH ANDERSON Pickin' Wildflowers (Arista)	8194	-91	2899	-68	243414	-2839	28	119/0
12	11	SHEDAISSY Don't Worry 'Bout A Thing (Lyric Street)	8118	408	2783	+175	239096	16677	24	120/2
10	12	BLAKE SHELTON Goodbye Time (Warner Bros.)	8102	43	2989	+65	238689	3320	23	121/0
14	13	TIM MCGRAW Do You Want Fries With That (Curb)	7220	848	2572	+287	208736	19694	8	120/2
16	14	VAN ZANT Help Somebody (Columbia)	6736	488	2496	+187	185459	15748	17	117/3
13	15	REBA MCENTIRE My Sister (MCA)	6674	202	2351	+84	182965	1470	17	117/0
15	16	BOBBY PINSON Don't Ask Me How I Know (RCA)	6272	-94	2217	+15	167453	-1292	22	117/0
17	17	SARA EVANS A Real Fine Place To Start (RCA)	6200	662	2085	+231	179416	23782	10	119/3
18	18	ALAN JACKSON The Talkin' Song Repair Blues (Arista)	5574	-385	1938	-183	155668	-11606	16	114/0
19	19	JAMIE O'NEAL Somebody's Hero (Capitol)	5426	620	1878	+220	154537	18041	15	104/2
20	20	TRISHA YEARWOOD Georgia Rain (MCA)	4957	491	1759	+171	132592	14087	11	111/1
21	21	TRICK PONY It's A Heartache (Asylum/Curb)	4380	246	1641	+87	111851	5541	23	110/3
22	22	MONTGOMERY GENTRY Something To Be Proud Of (Columbia)	4259	605	1638	+222	112993	18666	9	106/7
23	23	JASON ALDEAN Hicktown (BBR)	3924	601	1471	+189	96489	14158	12	100/2
28	24	TRACE ADKINS Arlington (Capitol)	3542	725	1255	+251	102620	20806	7	92/13
24	25	JOSH GRACIN Stay With Me (Brass Bed) (Lyric Street)	3510	350	1274	+170	92777	11392	11	104/5
25	26	CRAIG MORGAN Redneck Yacht Club (BBR)	3461	442	1351	+152	97762	15055	8	98/11
27	27	LEE ANN WOMACK He Doughta Know That By Now (MCA)	3198	317	1132	+96	82320	10195	10	95/5
26	28	LEANN RIMES Probably Wouldn't Be This Way (Asylum/Curb)	3187	236	1138	+58	83063	6728	15	95/6
29	29	HOT APPLE PIE Hillbillies (DreamWorks)	2863	297	1085	+100	71628	2936	14	84/9
30	30	SHOOTER JENNINGS 4th Of July (Universal South)	2661	380	854	+111	75389	10253	12	58/2
32	31	GARY ALLAN Best I Ever Had (MCA)	2543	400	893	+120	71495	15495	6	80/6
33	32	LONESTAR You're Like Comin' Home (BNA)	2472	328	939	+121	71326	14218	6	83/9
31	33	MIRANDA LAMBERT Bring Me Down (Epic)	2450	221	961	+86	51716	6276	12	93/2
35	34	NEAL MCCOY Billy's Got His Beer Goggles On (903)	1957	269	750	+123	48727	4922	10	65/7
36	35	RYAN SHUPE & THE RUBBERBAND Dream Big (Capitol)	1766	222	663	+73	51395	11002	11	50/2
38	36	PHIL VASSAR Good Ole Days (Arista)	1530	310	556	+149	39320	6259	3	67/9
39	37	JO DEE MESSINA Delicious Surprise (I Believe It) (Curb)	1386	328	471	+114	38646	13078	3	70/18
38	38	BLAINE LARSEN The Best Man (Giantslayer/BNA)	1373	124	530	+42	29964	6481	7	74/5
40	39	CHRIS CAGLE Miss Me Baby (Capitol)	1240	175	519	+50	31304	5101	5	46/4
41	40	LITTLE BIG TOWN Boondocks (Equity)	1150	209	480	+74	28074	3764	7	46/2
43	41	BILLY CURRINGTON Must Be Doin' Somethin' Right (Mercury)	1105	250	447	+89	25166	6006	6	57/7
42	42	GEORGE STRAIT Texas (MCA)	798	-10	134	+2	25580	-554	3	2/2
46	43	TRACY LAWRENCE Used To The Pain (DreamWorks)	786	46	367	+23	20809	668	2	43/10
44	44	BLUE COUNTY That Summer Song (Asylum/Curb)	779	-30	305	+1	17081	-915	9	43/0
47	45	STEVE AZAR Doin' It Right (Mercury)	689	61	289	+11	15933	1571	7	38/2
45	46	GRETCHEN WILSON Our America... (Raybaw/Warner Bros.)	665	255	170	+49	25517	6840	1	0/0
45	47	STEVE HOLY Go Home (Curb)	645	-115	252	-60	13661	-623	10	41/0
48	48	CLINT BLACK Rainbow In The Rain (Equity)	643	95	187	+31	14310	2176	3	30/3
50	49	AARON TIPPIN Come Friday (Lyric Street)	560	110	245	+56	11654	722	2	47/13
-	50	MATT JENKINS King Of The Castle (Universal South)	454	83	172	+22	9480	3023	2	26/3

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
JO DEE MESSINA Delicious Surprise (I Believe It) (Curb)	18
TRACE ADKINS Arlington (Capitol)	13
AARON TIPPIN Come Friday (Lyric Street)	13
CRAIG MORGAN Redneck Yacht Club (BBR)	11
TRACY LAWRENCE Used To The Pain (DreamWorks)	10
HOT APPLE PIE Hillbillies (DreamWorks)	9
LONESTAR You're Like Comin' Home (BNA)	9
PHIL VASSAR Good Ole Days (Arista)	9

MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
TIM MCGRAW Do You Want Fries With That (Curb)	+848
FAITH HILL Mississippi Girl (Warner Bros.)	+733
TRACE ADKINS Arlington (Capitol)	+725
SARA EVANS A Real Fine Place To Start (RCA)	+662
BROOKS & DUNN Play Something Country (Arista)	+655
TOBY KEITH As Good As I Once Was (DreamWorks)	+641
BRAD PAISLEY Alcohol (Arista)	+630
JAMIE O'NEAL Somebody's Hero (Capitol)	+620
MONTGOMERY GENTRY Something To Be Proud Of (Columbia)	+605
JASON ALDEAN Hicktown (BBR)	+601

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TIM MCGRAW Do You Want Fries With That (Curb)	+287
BROOKS & DUNN Play Something Country (Arista)	+274
BRAD PAISLEY Alcohol (Arista)	+254
TRACE ADKINS Arlington (Capitol)	+251
FAITH HILL Mississippi Girl (Warner Bros.)	+236
SARA EVANS A Real Fine Place To Start (RCA)	+231
MONTGOMERY GENTRY Something To Be Proud Of (Columbia)	+222
JAMIE O'NEAL Somebody's Hero (Capitol)	+220
TOBY KEITH As Good As I Once Was (DreamWorks)	+215
JASON ALDEAN Hicktown (BBR)	+189

BREAKERS

BLAINE LARSEN
The Best Man (Giantslayer/BNA)
5 Adds • Moves 37-38

Songs ranked by total points

Station playlists for all R&R reporters are available on the web at www.radiopandrecords.com.

121 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 7/3-7/9. Bullets appear on songs gaining points and/or plays 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 and plays 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. Station Weight = AQH Persons + (Market rank X 10) divided by 4180. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.



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ON CDX VOLUME 374

HOLLOW OAK RECORDS

COUNTRY TOP 50 INDICATOR

July 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	± POINTS	TOTAL PLAYS	± PLAYS	TOT. A.U.D. (00)	± A.U.D. (00)	WEEKS ON	TOTAL ADDS
3	1	TOBY KEITH As Good As I Once Was (DreamWorks)	4825	267	3963	+131	113784	5639	10	101/0
2	2	RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	4671	42	3849	-57	108447	-190	18	101/0
1	3	GEORGE STRAIT You'll Be There (MCA)	4614	-67	3831	-96	106140	-3717	16	101/0
4	4	SUGARLAND Something More (Mercury)	4592	199	3826	+110	104768	1631	15	101/0
5	5	FAITH HILL Mississippi Girl (Warner Bros.)	4144	204	3462	+120	94781	3508	9	102/0
7	6	BLAKE SHELTON Goodbye Time (Warner Bros.)	3528	-29	2903	-110	82055	-1324	27	99/0
9	7	BRAD PAISLEY Alcohol (Arista)	3454	186	2818	+98	79825	1047	11	102/0
8	8	KENNY CHESNEY Keg In The Closet (BNA)	3442	-153	2826	-211	78539	-4357	12	92/0
10	9	BROOKS & DUNN Play Something Country (Arista)	3277	396	2777	+301	73066	7907	8	101/1
6	10	DARRYL WORLEY If Something Should Happen (DreamWorks)	3151	-526	2628	-488	71504	-13575	22	93/0
11	11	KEITH ANDERSON Pickin' Wildflowers (Arista)	3001	239	2488	+155	67238	4112	29	92/1
13	12	TIM MCGRAW Do You Want Fries With That (Curb)	2911	244	2411	+166	66907	4381	9	99/0
12	13	REBA MCENTIRE My Sister (MCA)	2892	91	2445	+41	64308	1626	19	99/0
15	14	SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	2801	135	2312	+91	64587	2024	25	97/0
16	15	SARA EVANS A Real Fine Place To Start (RCA)	2673	274	2222	+169	61363	5778	12	96/0
17	16	VAN ZANT Help Somebody (Columbia)	2607	225	2139	+146	59630	4707	17	96/1
18	17	BOBBY PINSON Don't Ask Me How I Know (RCA)	2106	8	1747	-26	46594	-454	20	84/3
14	18	ALAN JACKSON The Talkin' Song Repair Blues (Arista)	2076	-621	1704	-581	47950	-14280	17	81/0
19	19	MONTGOMERY GENTRY Something To Be Proud Of (Columbia)	1995	309	1634	+230	44624	5412	10	91/6
20	20	TRISHA YEARWOOD Georgia Rain (MCA)	1953	118	1662	+68	42116	1809	12	84/3
21	21	TRICK PONY It's A Heartache (Asylum/Curb)	1681	42	1378	+21	37681	406	22	67/1
22	22	JAMIE O'NEAL Somebody's Hero (Capitol)	1667	200	1419	+132	34709	2979	15	74/3
23	23	TRACE ADKINS Arlington (Capitol)	1626	223	1371	+144	34837	3382	7	86/5
27	24	CRAIG MORGAN Redneck Yacht Club (BBR)	1345	251	1126	+189	30402	5238	8	76/15
29	25	JASON ALDEAN Hicktown (BBR)	1300	264	1029	+156	27967	3984	14	64/6
24	26	NEAL MCCOY Billy's Got His Beer Goggles On (903)	1295	110	985	+67	31245	1537	14	64/7
25	27	JOSH GRACIN Stay With Me (Brass Bed) (Lyric Street)	1240	128	1071	+78	26167	2324	14	69/4
26	28	LEANN RIMES Probably Wouldn't Be This Way (Asylum/Curb)	1125	67	979	+30	23788	1161	17	61/1
33	29	LONESTAR You're Like Comin' Home (BNA)	1116	251	949	+184	22095	3908	6	77/10
32	30	GARY ALLAN Best I Ever Had (MCA)	1067	160	895	+106	22425	3229	7	64/6
30	31	LEE ANN WOMACK He Doughta Know That By Now (MCA)	1050	99	891	+40	21352	1600	14	60/3
31	32	HOT APPLE PIE Hillbillies (DreamWorks)	1025	54	862	+27	21831	448	17	60/1
35	33	JO DEE MESSINA Delicious Surprise (I Believe It) (Curb)	848	180	717	+172	17331	2899	5	57/11
34	34	SHOOTER JENNINGS 4th Of July (Universal South)	781	78	693	+45	17315	1323	13	44/0
36	35	PHIL VASSAR Good Ole Days (Arista)	763	160	605	+125	17793	3961	5	52/9
37	36	MIRANDA LAMBERT Bring Me Down (Epic)	607	99	454	+56	12758	1834	11	40/6
38	37	TRACY LAWRENCE Used To The Pain (DreamWorks)	580	152	511	+138	12792	2808	5	49/11
40	38	LITTLE BIG TOWN Boondocks (Equity)	502	122	369	+71	10698	2422	8	27/4
39	39	RYAN SHUPE & THE RUBBERBAND Dream Big (Capitol)	473	91	393	+78	10268	2061	10	30/3
41	40	CHRIS CAGLE Miss Me Baby (Capitol)	451	81	416	+77	9727	1552	4	39/5
45	41	AARON TIPPIN Come Friday (Lyric Street)	368	88	348	+77	8134	1973	3	34/7
42	42	BILLY CURRINGTON Must Be Doin' Somethin' Right (Mercury)	359	31	340	+21	7318	712	6	26/0
44	43	BLAINE LARSEN The Best Man (Giantslayer/BNA)	348	30	284	+25	6287	622	8	29/2
43	44	ERIKA JO I Break Things (Universal South)	298	-25	264	-16	6071	-320	9	26/0
46	45	BRITTONJACK Fallin' (Lofton Creek)	249	32	252	+17	4423	452	6	18/1
48	46	JEFF BATES Good People (RCA)	248	79	204	+50	5305	1060	2	23/8
Debut	47	JESSICA ANDREWS Summer Girl (DreamWorks)	204	71	174	+57	4286	1147	1	16/2
50	48	MATT JENKINS King Of The Castle (Universal South)	172	31	158	+13	3458	789	2	18/1
Debut	49	CLINT BLACK Rainbow In The Rain (Equity)	158	14	182	+20	3110	505	1	19/2
Debut	50	DIERKS BENTLEY Come A Little Closer (Capitol)	151	109	105	+75	3224	2079	1	13/10

102 Country reporters. Songs ranked by total plays for the airplay week of Sunday 7/3 - Saturday 7/9.

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MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
CRAIG MORGAN Redneck Yacht Club (BBR)	15
JO DEE MESSINA Delicious Surprise (I Believe It) (Curb)	11
TRACY LAWRENCE Used To The Pain (DreamWorks)	11
LONESTAR You're Like Comin' Home (BNA)	10
DIERKS BENTLEY Come A Little Closer (Capitol)	10
PHIL VASSAR Good Ole Days (Arista)	9
JEFF BATES Good People (RCA)	8
NEAL MCCOY Billy's Got His Beer Goggles On (903)	7
AARON TIPPIN Come Friday (Lyric Street)	7

MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
BROOKS & DUNN Play Something Country (Arista)	+396
MONTGOMERY GENTRY Something To Be Proud Of (Columbia)	+309
SARA EVANS A Real Fine Place To Start (RCA)	+274
TOBY KEITH As Good As I Once Was (DreamWorks)	+267
JASON ALDEAN Hicktown (BBR)	+264
CRAIG MORGAN Redneck Yacht Club (BBR)	+251
LONESTAR You're Like Comin' Home (BNA)	+251
TIM MCGRAW Do You Want Fries With That (Curb)	+244
KEITH ANDERSON Pickin' Wildflowers (Arista)	+239
VAN ZANT Help Somebody (Columbia)	+225

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BROOKS & DUNN Play Something Country (Arista)	+301
MONTGOMERY GENTRY Something To Be Proud Of (Columbia)	+230
CRAIG MORGAN Redneck Yacht Club (BBR)	+189
LONESTAR You're Like Comin' Home (BNA)	+184
JO DEE MESSINA Delicious Surprise (I Believe It) (Curb)	+172
SARA EVANS A Real Fine Place To Start (RCA)	+169
TIM MCGRAW Do You Want Fries With That (Curb)	+166
JASON ALDEAN Hicktown (BBR)	+156
KEITH ANDERSON Pickin' Wildflowers (Arista)	+155
VAN ZANT Help Somebody (Columbia)	+146

REPORTING STATION PLAYLISTS

www.radioandrecords.com



COUNTRY CALLOUT AMERICA. BY

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES July 15, 2005

Callout America® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of July 3-9.

ARTIST Title (Label)	TOTAL POSITIVE	PASSION	INDEX	NEUTRAL	FAMILIARITY	DISLIKE	STRONGLY DISLIKE
TOBY KEITH As Good As I Once Was (DreamWorks)	43.8%	83.0%	4.25	10.3%	97.3%	3.3%	0.8%
SUGARLAND Something More (Mercury)	40.0%	79.3%	4.18	13.8%	96.8%	2.5%	1.3%
VAN ZANT Help Somebody (Columbia)	36.5%	72.8%	4.11	14.3%	92.8%	5.3%	0.5%
FAITH HILL Mississippi Girl (Warner Bros.)	28.5%	70.8%	4.00	18.0%	93.5%	3.5%	1.3%
ALAN JACKSON The Talkin' Song Repair Blues (Arista)	29.5%	69.5%	3.94	15.5%	93.5%	6.3%	2.3%
GEORGE STRAIT You'll Be There (MCA)	26.8%	69.0%	3.95	19.5%	94.0%	4.5%	1.0%
DARRYL WORLEY If Something Should Happen (DreamWorks)	22.8%	65.5%	3.88	17.5%	89.8%	4.3%	2.5%
KEITH URBAN Making Memories Of Us (Capitol)	34.3%	64.0%	3.95	24.3%	95.0%	5.3%	1.5%
SARA EVANS A Real Fine Place To Start (RCA)	20.8%	64.0%	3.92	19.0%	87.0%	3.0%	1.0%
BOBBY PINSON Don't Ask Me How I Know (RCA)	22.8%	62.8%	3.88	20.0%	88.5%	4.3%	1.5%
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	24.3%	62.5%	3.88	25.0%	92.3%	4.0%	0.8%
BLAKE SHELTON Goodbye Time (Warner Bros.)	24.3%	62.0%	3.88	21.0%	89.5%	5.8%	0.8%
CRAIG MORGAN Redneck Yacht Club (BBR)	26.8%	61.0%	3.93	15.5%	84.3%	6.0%	1.8%
SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	23.0%	57.3%	3.81	27.3%	90.5%	4.8%	1.3%
TRICK PONY It's A Heartache (Asylum/Curb)	24.5%	57.0%	3.71	26.3%	94.8%	8.8%	2.8%
KEITH ANDERSON Pickin' Wildflowers (Arista)	28.8%	55.3%	3.75	23.0%	90.8%	9.3%	3.3%
LEANN RIMES Probably Wouldn't Be This Way (Asylum/Curb)	26.3%	55.0%	3.86	21.0%	83.3%	5.3%	2.0%
KENNY CHESNEY Keg In The Closet (BNA)	21.0%	54.5%	3.73	27.3%	89.8%	6.0%	2.0%
SHOOTER JENNINGS 4th Of July (Universal South)	19.0%	54.5%	3.79	18.8%	80.8%	5.5%	2.0%
BROOKS & DUNN Play Something Country (Arista)	24.3%	54.3%	3.84	13.5%	77.3%	5.8%	3.8%
PAT GREEN Baby Doll (Universal/Republic/Mercury)	15.3%	54.0%	3.72	20.8%	82.5%	5.8%	2.0%
JAMIE O'NEAL Somebody's Hero (Capitol)	19.0%	53.0%	3.73	28.5%	87.8%	4.5%	1.8%
TRACE ADKINS Arlington (Capitol)	18.0%	50.8%	3.79	18.8%	76.3%	5.3%	1.5%
BRAD PAISLEY Alcohol (Arista)	14.0%	48.0%	3.60	25.3%	83.0%	7.3%	2.5%
REBA MCENTIRE My Sister (MCA)	19.0%	47.8%	3.52	30.0%	92.8%	11.8%	3.3%
LEE ANN WOMACK He Oughta Know That By Now (MCA)	11.3%	46.5%	3.59	25.3%	80.0%	6.3%	2.0%
TIM MCGRAW Do You Want Fries With That (Curb)	16.5%	45.8%	3.58	18.8%	77.8%	9.3%	4.0%
MONTGOMERY GENTRY Something To Be Proud Of (Columbia)	16.3%	45.5%	3.78	19.0%	70.5%	5.0%	1.0%
TRISHA YEARWOOD Georgia Rain (MCA)	18.5%	44.3%	3.54	24.3%	82.8%	10.8%	3.5%
JASON ALDEAN Hicktown (BBR)	14.5%	40.8%	3.58	20.8%	72.0%	7.8%	2.8%
LONESTAR You're Like Comin' Home (BNA)	12.0%	40.3%	3.68	21.5%	67.0%	4.0%	1.3%
HOT APPLE PIE Hillbillies (DreamWorks)	13.8%	37.0%	3.47	25.0%	74.0%	7.8%	4.3%
JOSH GRACIN Stay With Me (Brass Bed) (Lyric Street)	8.3%	35.0%	3.40	21.5%	69.3%	9.8%	3.0%
MIRANDA LAMBERT Bring Me Down (Epic)	10.8%	35.0%	3.42	23.5%	71.5%	10.3%	2.8%
RYAN SHUPE & THE RUBBERBAND Dream Big (Capitol)	7.8%	25.5%	3.37	19.3%	55.5%	9.0%	1.8%

CALLOUT AMERICA® HOT SCORES

This Week At Callout America

By John Hart

It's tight in the top five this week. Toby Keith continues his multi-week reign in the No. 1 slot, both positive and passion, with "As Good As I Once Was." Sugarland's "Something More" holds as the No. 2 song in the sample and is the No. 2 passion song, up from No. 3. The No. 3 song overall this week is "Help Somebody" by Van Zant; it also the No. 3 passion song.

New to the top five this week is Faith Hill's "Mississippi Girl," up strong from last week's No. 8. Hill has the No. 7 passion song for the week. Her strength is with females, who rank this song No. 2 overall and No. 4 in passion. And the song is only 8 weeks of age.

Sara Evans moves into the top 10 with "A Real Fine Place to Start," which ranks No. 9, up from No. 12. It's a well-balanced song, ranking as the No. 11 song with males and the No. 10 song with females. The strength is with core 35-44s, who rank it as the No. 5 song.

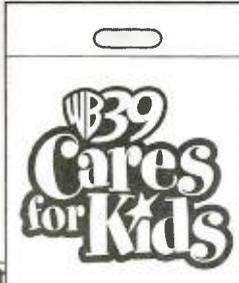
At only 7 weeks old, Craig Morgan's "Redneck Yacht Club" is on the move, ranking as the No. 13 song and the No. 9 passion song. Males rank this song at No. 7.

Leann Rimes' "Probably Wouldn't Be This Way" is showing strength as the No. 17 song for the week, up big from No. 27. It's the No. 12 song with females overall.

Total sample size is 400 persons weekly, with a margin of error of plus or minus 5%. Scoring is done each week using live interviewers conducting an interview with each respondent. Scores are: 5) I like it a lot; in fact, it's one of my favorites; 4) I like it; 3) It's OK, just so-so; 2) I don't like it; and 1) I strongly dislike it. The index score is an average of all 1-to-5 scores. The total positive score is an aggregate of the 4 and 5 scores. To be included in weekly callout, songs must have entered the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54-year-olds 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 and evenly distributed in the 25-34, 35-44 and 45-54 demos. The sample is balanced by region and markets within each region. Bullseye Callout is conducted in these regions and markets. SOUTH: Charleston, SC; Charlotte; Baton Rouge; Nashville; Atlanta. MIDWEST: Flint, MI; Indianapolis; Madison; Omaha; Cincinnati. EAST: Harrisburg; Rochester, NY; Springfield, MA; Providence; Washington, DC. WEST: Modesto, CA; Salt Lake City; Colorado Springs, CO; Portland, OR; Houston. © 2005 Radio & Records. © 2005 Bullseye Marketing Research Inc.

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America's Best Testing Country Songs
12 + For The Week Ending 7/15/05

Artist Title (Label)	TW	LW	Famil.	Burn	Per. 25-54	W 25-54	M 25-54
TOBY KEITH As Good As I Once Was (DreamWorks)	4.28	4.16	99%	18%	4.31	4.27	4.33
DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	4.18	4.32	98%	26%	4.18	4.29	4.11
KEITH URBAN Making Memories Of Us (Capitol)	4.15	4.22	95%	26%	4.13	4.39	3.97
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	4.14	4.12	94%	20%	4.09	4.28	3.97
SARA EVANS A Real Fine Place To Start (RCA)	4.11	4.18	80%	8%	4.11	4.10	4.12
SUGARLAND Something More (Mercury)	4.10	4.21	95%	20%	4.10	4.14	4.07
MONTGOMERY GENTRY Something To Be... (Columbia)	4.10	4.07	68%	7%	4.07	4.20	3.99
GEORGE STRAIT You'll Be There (MCA)	4.05	4.05	92%	19%	4.07	4.14	4.03
BLAKE SHELTON Goodbye Time (Warner Bros.)	4.03	4.18	93%	21%	4.07	4.23	3.97
BRAD PAISLEY Alcohol (Arista)	4.00	3.99	92%	18%	3.94	4.00	4.01
BROOKS & DUNN Play Something Country (Arista)	4.00	3.92	85%	13%	3.98	4.08	3.92
VAN ZANT Help Somebody (Columbia)	3.95	3.87	84%	16%	3.97	3.96	3.98
SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	3.92	3.94	95%	24%	3.91	4.07	3.82
FAITH HILL Mississippi Girl (Warner Bros.)	3.89	3.92	96%	23%	3.87	3.86	3.88
LEANN RIMES Probably Wouldn't Be This Way (Asylum/Curb)	3.88	3.90	76%	12%	3.87	4.03	3.79
ALAN JACKSON The Talkin' Song Repair Blues (Arista)	3.86	3.72	92%	23%	3.93	4.01	3.88
JAMIE O'NEAL Somebody's Hero (Capitol)	3.86	3.98	84%	16%	3.84	4.04	3.73
BOBBY PINSON Don't Ask Me How I Know (RCA)	3.85	3.89	85%	18%	3.84	3.84	3.85
LEE ANN WOMACK He Oughta Know That By Now (MCA)	3.85	3.90	59%	9%	3.86	3.95	3.81
BUDDY JEWELL If She Were Any Other Woman (Columbia)	3.83	3.91	87%	19%	3.88	4.22	3.68
TIM MCGRAW Do You Want Fries With That (Curb)	3.82	3.92	85%	24%	3.84	.01	3.74
TRICK PONY It's A Heartache (Asylum/Curb)	3.81	3.88	93%	23%	3.81	3.89	3.77
DARRYL WORLEY If Something Should Happen (DreamWorks)	3.79	3.81	98%	29%	3.86	3.87	3.86
JOSH GRACIN Stay With Me (Brass Bed) (Lyric Street)	3.77	3.83	57%	9%	3.69	3.98	3.54
KEITH ANDERSON Pickin' Wildflowers (Arista)	3.71	3.80	93%	29%	3.63	4.03	3.40
TRISHA YEARWOOD Georgia Rain (MCA)	3.69	3.80	86%	17%	3.77	3.85	3.72
REBA MCENTIRE My Sister (MCA)	3.66	3.73	91%	26%	3.70	4.08	3.48
PAT GREEN Baby Doll (Universal/RCA/Mercury)	3.66	3.76	81%	20%	3.65	3.67	3.64
KENNY CHESNEY Keg In The Closet (BNA)	3.65	3.80	94%	29%	3.64	3.73	3.59

Total sample size is 324 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. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the internet. Once passed, they can take the music test based on the 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.com 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.



COUNTRY TOP 30

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	SUGARLAND Something More (Mercury)	600	16	9	15/0
2	2	RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	596	+17	12	12/0
5	3	FAITH HILL Mississippi Girl (Warner Bros.)	571	+14	8	13/0
4	4	TOBY KEITH As Good As I Once Was (DreamWorks)	543	-19	7	16/0
3	5	KEITH URBAN Making Memories Of Us (Capitol)	508	-58	16	12/0
7	6	GEORGE STRAIT You'll Be There (MCA)	503	+18	14	16/0
6	7	KENNY CHESNEY Keg In The Closet (BNA)	478	-47	7	13/0
8	8	SHANIA TWAIN I Ain't No Quitter (Mercury)	435	-5	8	11/0
15	9	BROOKS & DUNN Play Something Country (Arista)	428	51	5	15/0
12	10	PAUL BRANDT Rich Man (Orange/Universal)	422	+27	7	13/0
11	11	POVERTY PLAINSMEN Sister Golden Hair (Poverty/Royalty)	402	+3	11	16/0
13	12	BRAD PAISLEY Alcohol (Arista)	399	+8	6	13/0
16	13	TIM MCGRAW Do You Want Fries With That (Curb)	394	+35	5	15/1
10	14	AARON PRITCHETT Lucky For Me (DPM/Royalty)	389	-12	10	13/0
9	15	DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	371	-37	18	12/0
17	16	DOC WALKER I Am Ready (Open Road/Universal)	354	+2	4	15/0
14	17	ROAD HAMMERS I'm A Road... (Open Road/Universal)	347	-32	5	14/0
23	18	GEORGE CANYON Who Would You Be (Universal South)	330	+73	2	13/0
19	19	REBA MCENTIRE My Sister (MCA)	319	+12	9	14/0
18	20	ALAN JACKSON The Talkin' Song Repair Blues (Arista)	300	-14	12	13/0
20	21	SARA EVANS A Real Fine Place To Start (RCA)	99	+15	4	13/1
28	22	AMANDA WILKINSON No More... (Universal South)	254	+27	3	9/1
27	23	SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	254	+21	3	12/0
22	24	TRISHA YEARWOOD Georgia Rain (MCA)	253	-4	9	13/0
21	25	GREG HANNA Song In My Head (Combustion)	253	-1	6	7/0
25	26	JAKE MATHEWS Kings For A Day (Open Road/Universal)	250	+9	5	12/1
Debut	27	AARON LINES It Takes A Man (BNA)	234	+55	1	12/2
24	28	JOHNNY REID Sixty To Zero (Open Road/Universal)	231	-11	12	11/0
26	29	BLAKE SHELTON Goodbye Time (Warner Bros.)	228	-13	10	10/0
29	30	PATRICIA CONROY When (306/Universal)	216	-2	5	12/0

20 Canadian Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 7/3-7/9. 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. © 2005 Radio & Records. ♣ Indicates Cancun.

C O U N T R Y
FLASHBACK

1 YEAR AGO

No. 1: "Live Like You Were Dying" — Tim McGraw

5 YEARS AGO

No. 1: "I Hope You Dance" — Lee Ann Womack

10 YEARS AGO

No. 1: "And Still" — Reba McEntire

15 YEARS AGO

No. 1: "He Walked On Water" — Randy Travis

20 YEARS AGO

No. 1: "Red Love" — Dolly Parton & Kenny Rogers

25 YEARS AGO

No. 1: "Bar Room Buddies" — Merle Haggard

30 YEARS AGO

No. 1: "Touch The Hand" — Conway Twitty

NEW & ACTIVE

JEFF BATES Good People (RCA)

Total Points: 412, Total Stations: 29, Adds: 2

ANDY GRIGGS This I Gotta See (RCA)

Total Points: 408, Total Stations: 32, Adds: 2

COWBOY CRUSH Nobody Ever Died Of A Broken Heart (Asylum/Curb)

Total Points: 374, Total Stations: 26, Adds: 2

JACE EVERETT That's The Kind Of Love I'm In (Epic)

Total Points: 362, Total Stations: 26, Adds: 3

DWIGHT YOAKAM Intentional Heartache (New West/Columbia)

Total Points: 358, Total Stations: 18, Adds: 1

JESSICA ANDREWS Summer Girl (DreamWorks)

Total Points: 353, Total Stations: 25, Adds: 4

RANDY TRAVIS Angels (Word/Curb/Warner Bros.)

Total Points: 343, Total Stations: 23, Adds: 7

AARON LINES It Takes A Man (BNA)

Total Points: 213, Total Stations: 12, Adds: 1

SHELLY FAIRCHILD Kiss Me (Columbia)

Total Points: 204, Total Stations: 16, Adds: 1

COUNTRY REPORTERS

Stations and their ads listed alphabetically by market

<p>KBCY/Abilene, TX OM: Brad Elliott PD/MD: JR Cloud 15 CRAIG MORGAN 15 NEAL MCCOY</p> <p>WQMX/Akron, OH OM/MD: Kevin Mason APD: Ken Steel No Ads</p> <p>WGNA/Albany, NY PD: Bruce Brindle MD: Bill Earley 3 CRAIG MORGAN 2 DEIKS BENTLEY 1 PHIL VASSAR 1 AARON TIPPIN</p> <p>KBOJ/Albuquerque, NM OM: Bill May PD: Tim Jones APD/MD: Jeff Jay BLAINE LARSEN CINDY CRUSH GARY ALLAN</p> <p>KRST/Albuquerque, NM OM/MD: Eddie Hasell MD: Paul Bailey 3 HOT APPLE PIE 2 TRACE ADKINS</p> <p>KRRV/Alexandria, LA OM/MD: Steve Casey 3 HOT APPLE PIE 15 LONESTAR</p> <p>WCTO/Alintown, PA OM/MD: Shelly Easton PD: Jerry Padden 1 HOT APPLE PIE 1 JO DEE MESSINA</p> <p>KGNC/Amarillo, TX OM: Tim Butler APD/MD: Patrick Clark 30 GEORGE STRAIT</p> <p>KBRJ/Anchorage, AK PD: Matt Valley MD: Billy Hatcher 6 KEITH URBAN 5 AARON TIPPIN</p> <p>WWWW/Ann Arbor, MI OM/MD: Rob Walker MD: Phil Vassar 3 NEAL MCCOY</p> <p>WNVC/Apopka, WI OM: Jeff McCarthy PD: Randy Shannon 15 TRISHA YEARWOOD 14 LONESTAR 2 JASON ALDEAN 1 CRAIG MORGAN ANDY GRIGGS</p> <p>WKSJ/Asheville, NC OM/MD: Jeff Davis APD/MD: Brian Hatfield 10 JASON ALDEAN</p> <p>WHDQ/Atlanta, GA OM/MD: Mark Richards MD: Johnny Gray 5 TRACE ADKINS 3 HOT APPLE PIE 2 LEE ANN WOMACK</p> <p>WPUJ/Atlantic City, NJ PD: Joe Kelly 1 JO DEE MESSINA DEIKS BENTLEY TRACE LAWRENCE CATHERINE BRITT & ELTON JOHN</p> <p>WQXC/Augusta, GA PD: T. Gentry APD/MD: Zach Taylor 2 DEIKS BENTLEY 1 AARON TIPPIN</p> <p>KASE/Austin, TX OM: Mac Daniels APD/MD: Bob Pickett No Ads</p> <p>KJZZ/Bakersfield, CA PD: Fran Bridwell MD: Karen Garcia JO DEE MESSINA</p> <p>WFOC/Baltimore, MD PD: Tom Bossen APD/MD: Michael J. No Ads</p> <p>WYWK/Baton Rouge, LA OM: Bob Murphy APD/MD: Austin James No Ads</p> <p>WYFY/Baton Rouge, LA PD/MD: Jimmy Brooks DEIKS BENTLEY</p> <p>KYKR/Beaumont, TX OM: Joey Armstrong PD/MD: Mickey Actworth 3 DEIKS BENTLEY JOHN TURNER</p> <p>WJLS/Beckley, WV OM/MD: Dave Willis 11 MIRANDA LAMBERT 11 LITTLE BIG TOWN 11 CARRIE UNDERWOOD</p> <p>WQON/Biloxi, MS OM: Walter Brown PD: Kipp Gregory No Ads</p> <p>WZQJ/Biloxi, MS PD: Bryan Rhodes MD: Owen Wilson 1 GARY ALLAN PHIL VASSAR</p> <p>WHWK/Birmingham, NY OM/MD: Ed Walker MONTGOMERY GENTRY JOSH GRACH JAMIE O'NEAL CRAIG MORGAN</p> <p>WDXB/Birmingham, AL PD: Tom Hanrahan APD/MD: Jay Cruze 1 STEVE AZAR</p> <p>WBWN/Bloomington, IL OM/MD: Dan Westhoff APD/MD: Buck Stevens 10 PHIL VASSAR 10 CATHERINE BRITT & ELTON JOHN</p> <p>WHQO/Bluefield, WV OM: Ken Dietz PD/MD: Joe Jarvis 7 DEIKS BENTLEY 5 JEFF BATES</p> <p>KZMN/Boise, ID APD/MD: Rich Summers APD/MD: Spencer Burke 3 CRAIG MORGAN RANDY TRAVIS ALISON KRAUSS & UNION STATION</p> <p>KOFC/Boise, ID OM: Kevin Godwin PD: Kevin Anderson APD/MD: Jim Miller 4 RYAN SHURPE & THE RUBBERBAND 1 JO DEE MESSINA CLINT BLACK</p> <p>WTKL/Boston, MA OM: Don Kelley PD: Mike Brophy APD/MD: Ginny Rogers No Ads</p> <p>KAGB/Bryan, TX PD/MD: Jennifer Allen 20 MONTGOMERY GENTRY 20 RYAN SHURPE & THE RUBBERBAND 20 JO DEE MESSINA 20 LONESTAR</p> <p>WYRK/Buffalo, NY PD: John Paul APD/MD: Wendy Lynn 2 TRACE ADKINS 1 LONESTAR</p> <p>WQOK/Burlington, NC MD: Chris Reed 6 JASON ALDEAN 4 GARY ALLAN 2 LEE ANN WOMACK</p> <p>WQXY/Champaign, IL PD: Sky Phillips MD: Nicole Beals 7 JASON ALDEAN</p> <p>WELZ/Charleston, SC OM/MD: Lee Matthews APD/MD: T.J. Phillips TRACE LAWRENCE CARRIE UNDERWOOD</p> <p>WNKT/Charleston, SC PD: Brian Dwyer 1 TRACE ADKINS 1 BRUCE LONG JESSICA ANDREWS SUSAN HAYNES</p> <p>WQBE/Charleston, WV OM: Jeff Whitehead PD: Ed Roberts MD: Bill Hagg 19 KEITH THOMAS 14 MATT GROSS 8 BILLY CURRINGTON 8 KENNY CHESNEY 8 JOSH GRACH 7 RASCAL FLATS 7 KENNY CHESNEY (UNCLE KRADIER)</p> <p>WKKT/Charlotte OM: Bruce Logan PD/MD: John Roberts GARY ALLAN LONESTAR</p> <p>WSOC/Charlotte APD/MD: Rick McCracken 1 JO DEE MESSINA TRACE ADKINS</p> <p>WUSY/Chattanooga, TN PD: Kris Van Dye MD: Bill Poindexter 4 SHOOTER JENNINGS BILLY CURRINGTON</p> <p>WUSN/Chicago, IL MD: Marc Braun 1 MONTGOMERY GENTRY 1 LONESTAR</p> <p>WUBE/Cincinnati, OH PD: Marty Thompson APD/MD: Kathy O'Connor MD: Dana Hamilton 5 PHIL VASSAR 4 JOSH GRACH 2 JO DEE MESSINA 2 SANYER BROWN TRACE LAWRENCE</p> <p>WYGY/Cincinnati, OH OM: T. Holland PD: Stephen Ghattari APD/MD: Dawn Michaels No Ads</p> <p>WYAR/Cleveland, OH PD: Meg Stevens MD: Chuck Collier 5 TRICK PONY 1 SHELLY FAROCHLD 1 BILLY CURRINGTON TRACE LAWRENCE CHRIS CAGLE BLAINE LARSEN ANDY GRIGGS</p> <p>KCCY/Colorado Springs, CO PD: Bob Richards APD/MD: Travis Daily MD: Valerie Hart No Ads</p> <p>KKCS/Colorado Springs, CO PD: Coyle Carlson 4 NEAL MCCOY 1 AARON LINES 1 CATHERINE BRITT & ELTON JOHN</p> <p>WCOS/Columbia, SC PD: L.J. Smith APD/MD: Glen Garrett 5 MONTGOMERY GENTRY 2 LEANN RIMES 1 CRAIG MORGAN</p> <p>WCDL/Columbus, OH PD: John Crenshaw APD/MD: Dan E. Zuklo LEE ANN WOMACK</p> <p>WSDS/Cookeville, TN OM: Marty McFly PD: Gator Harrison APD: Phillip Gibbs MD: Stewart James TRACE ADKINS GARY ALLAN LONESTAR</p> <p>KRYS/Corpus Christi, TX OM: Paula Newell PD: Frank Edwards MD: Deena Blake 3 NEAL MCCOY</p> <p>KPLX/Dallas, TX PD: John Cook MD: Coyle Alan LEE ANN WOMACK</p> <p>KSCS/Dallas, TX APD/MD: Lorin Palagi 6 TIM MCGRAW</p> <p>WGNE/Daytona Beach, FL PD/MD: Jeff Davis No Ads</p> <p>KYGO/Denver, CO PD: Joel Bazy MD: Garrett Dall 2 GEORGE STRAIT 1 CRAIG MORGAN 1 JO DEE MESSINA HANNA-MCCOEN</p> <p>KHKI/Des Moines, IA OM: Jack O'Brien PD: Andy Elliott MD: Eddie Hatfield 1 AARON TIPPIN SUSAN HAYNES KEVIN FOWLER</p> <p>KJWJ/Des Moines, IA PD: Brian Dwyer 1 TRACE ADKINS 1 BRUCE LONG JESSICA ANDREWS SUSAN HAYNES</p> <p>WYCO/Detroit, MI PD: Chip Miller APD/MD: Ron Chatsman TRACE ADKINS CLINT BLACK</p> <p>WJWR/Dotlan, AL OM/MD: Jerry Broadway APD: Steve Sawyers 5 TRACE LAWRENCE 4 MIRANDA LAMBERT</p> <p>KNCB/Duluth PD: Derek Morgan MD: Jim Dandy 3 TRISHA YEARWOOD</p> <p>WAXX/Eau Claire, WI PD/MD: George House 5 AARON TIPPIN 5 JEFF BATES 4 JESSICA ANDREWS</p> <p>KHEY/EI Paso, TX PD/MD: Steve Gramzay 1 AARON TIPPIN BILLY CURRINGTON</p> <p>WRSE/Elizabeth City, NC OM/MD: Tom Chanly 9 LEANN RIMES 9 RANDY TRAVIS</p> <p>WXTA/erie, PA OM: Adam Reese PD/MD: Fred Horton 5 PHIL VASSAR 5 CHRIS CAGLE</p> <p>KJMU/Engene, OR PD/MD: Jim Davis 10 JO DEE MESSINA</p> <p>WKDO/Evansville, IN PD/MD: Jon Priel 25 CATHERINE BRITT & ELTON JOHN 15 PHIL VASSAR 15 DEIKS BENTLEY</p> <p>KVOX/Fargo OM: Janice Whitmore PD: Eric Meyer MD: Scott Winston 12 LONESTAR 5 JEFF BATES 3 ANDY GRIGGS 3 ALISON KRAUSS & UNION STATION 2 NATIVE MIMO</p> <p>KKIX/Fayetteville, AR PD: Dave Ashcraft APD/MD: Jake Mitchell No Ads</p> <p>WKML/Fayetteville, NC OM: Mike Edwards PD: Jack Johnson APD: Dave Stone MD: Dean D 4 JOSH GRACH 2 CRAIG MORGAN 1 TRACE ADKINS LITTLE BIG TOWN LONESTAR</p> <p>KAFF/Flagstar, AZ PD: C.J. Murr APD/MD: Hugh James 8 AARON LINES</p> <p>WFBE/Ft. MI PD: Coyote Collins APD/MD: Dave Gerotimo 10 CRAIG MORGAN 6 NEAL MCCOY FANNY GRACE ANDY GRIGGS</p> <p>WXFL/Florence, AL PD: Gary Murdoch 6 FORTY 5 SOUTH 7 DWIGHT YOAKAM</p> <p>KSKS/Fresno, CA PD: Steve Plethe MD: Jason Hurst No Ads</p> <p>KUAD/Ft. Collins, CO PD: Mark Callaghan APD: Dave Jensen MD: Brian Gary 11 NEAL MCCOY 7 JO DEE MESSINA 2 DEIKS BENTLEY CATHERINE BRITT & ELTON JOHN MIRANDA LAMBERT</p> <p>WKXQ/Jackson, MS PD: Tom Freeman No Ads</p> <p>WRDQ/Jacksonville, FL OM: Gail Austin PD: Casey Carter MD: John Scott No Ads</p> <p>WXBQ/Jacksonville, FL PD/MD: Bill Hagg 16 KEITH THOMAS 12 LONESTAR 10 MATT JENKINS</p> <p>WFGJ/Johnstown, PA MD: Lara Mosby No Ads</p> <p>KKXQ/Joplin, MO OM: Jason Knight PD: Steve Kelly 15 LITTLE BIG TOWN 8 TRACE LAWRENCE 8 RANDY TRAVIS</p> <p>WYWR/Joplin, MO PD: Mark Phillips MD: Steve Hart 1 BILLY CURRINGTON JO DEE MESSINA</p> <p>WQHK/Jt. 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JULIE KERTES
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A Creative Animal

An interview with promotions consultant Doug Harris

A few weeks ago, at R&R Convention 2005, I had the pleasure of meeting Houston-based marketing and promotions consultant Doug Harris, who is Chief Creative Officer of Creative Animal International and President of Noisemaker Communications. Harris has over 20 years of experience in marketing and consults more than 40 broadcast clients around the world (he was in Berlin at the time of this interview).

Harris is best-known for his practice of outthinking, rather than outspending, his competitors, and for his unique ability to meet the needs of both programming and sales. He was one of the panelists at the convention's AC/Hot AC session "How to Stand Out in a Crowd" and impressed the audience with his marketing and promotion acumen.

His 10-minute presentation at the convention wasn't enough for me, so I decided to pick his brain further about AC marketing and promotions.

On Promotions

When it comes to promotions at AC, one must keep the interests of female listeners in mind. Harris says, "It's important to remember that the AC audience may not be as passionate about their music as listeners to some other formats, but they do have things in their lives that they are passionate about, and it's important that we start tying in those passions.

"Clearly, these passions are family and a sense of patriotism for their country, but there are also some things that are perhaps a little more superficial that this audience is very keen on. I recently watched a group of educated, intelligent, sophisticated women who are friends of mine having a passionate conversation about shoes. And it dawned on me: *This is what we should be giving away.*"

Harris put his creative brain to work and came up with an appropriate promotion. "I'm now suggesting to one of my stations that they consider a promotion called 'Shoesday,' where we



Doug Harris

give away a pair of shoes every hour on the hour on Tuesdays," he says. "Exotic, glamorous designer shoes are out of the reach of most women, or they can't justify the expense, yet everybody seems to want them. This kind of giveaway will make an impact on the listeners' lives."

Trip Of A Lifetime

At the convention session Harris talked about thinking beyond Disney vacations. It's not that he has anything against the Happiest Place on Earth, it's just that listeners are more likely to talk about a trip that's out of the ordinary.

"In the broadcast world, the opposite of love isn't hate, but indifference," he says. "And we need to remind our listeners that we're a part of their lives and to tune in every morning — to tune in when they get to work, to remember us on weekends when they have the kids in the car, to remember us as a great place for people to listen and enjoy.

"So, in order to do something that is memorable when doing these giveaways, it's time that we look at trip alternatives other than Disney. Of course, Disney trades, which is very agreeable to most general managers, and it's a fun destination and people clearly want to go there, but a Disney trip is within the grasp of most of the audience members, even if they have to save for a year.

"When it comes to family destinations, Legoland is fabulous; the International Spy Museum in Washington, DC generates excitement with children; or you can even arrange a visit to Hersheytown in Hershey, PA or the Crayola Factory in Easton, PA. Provide trip giveaways that the kids will be talking about when they go back to school in the fall.

Harris believes that trips for two can have just as much impact as family vacations. "I'm a big proponent of what I call alone-time giveaways. A lot of AC programmers and marketers think that they should always give away trips for four, but a lot of times a couple who

are rediscovering romance or need a little romance in their relationship could use a trip for two."

Whatever the type of getaway, Harris stresses the importance of planning vacations that people will get excited about. "Think about things that are out of the ordinary, a little different and, more important, that your competitors aren't giving away," he says.

Cash? Who Needs Cash?

The typical threshold amount for a cash giveaway that will grab the attention of listeners is \$1,000. Harris suggests skipping the cash and providing something that a listener will perceive as more valuable.

"It's important to remember that the AC audience may not be as passionate about their music as listeners to some other formats, but they do have things in their lives that they are passionate about."

He says, "My feeling on cash giveaways is that if you give the typical AC listener \$1,000 cash, she is probably going to pay down a credit card. That's the proper thing to do — it's the responsible thing to do for her family. But if you give her something that's worth \$1,000, or that has a perceived value that might even be greater, you're actually going to make a bigger impact on her life.

"Giving her \$1,000 cash doesn't have nearly the impact of giving her a Louis Vuitton bag. It's something that her friends will marvel at and comment on every time she carries it to work, and it's something she might not purchase for herself. A Louis Vuitton bag or a pair of Manolo Blahnik shoes on a romantic weekend for two has more of an impact than \$1,000 cash.

On Marketing

Most stations — in markets large and small — have limited marketing budgets, but Harris doesn't see that as an obstacle. "New and inventive ways to get to this audience exist," he says. "Have you ever walked into a grocery store and seen the advertisements on a shopping cart? Talk about a direct hit on the consumer."

But Harris also still believes in TV. "I've always been a big fan of television for reaching the

Free Resources For Promotion Ideas

Creative Animal International Chief Creative Officer and Noisemaker Communications President Doug Harris often comes up with promotion ideas on his own, but he also looks to these sites for inspiration:

- Trend Central (www.trendcentral.com): Trend Central publishes a free daily online newsletter that lists trends that are going on with the youth of America.
- Daily Candy (www.dailycandy.com): Great reading for every programmer who is speaking to women and their teenage daughters.
- Reveries (www.reveries.com): Publishes the cool news of the day.
- Lured.com (www.lured.com): Produced by a radio promotion director, this site has thousands of promotion ideas, categorized by event.

AC audience," he says. "I've seen the most dramatic results with television. But not everybody can afford television. I think we need to look at different, out-of-the-ordinary ways to reach this audience.

"First let me say, if a radio station has a formula that works for it — TV in the fall, direct mail in the spring — there's no need to change it. But if a radio station has no marketing budget, which I think is the case many times, there are a number of ways for it to make an impact.

"One of the best campaigns I've seen for AC stations has been the 'Tell a Friend' campaign, which is nothing more than an e-mail campaign designed to remind people that the station is out there. Each time a listener sends the e-mail to a friend, they copy the radio station and are put in the 'Tell a Friend About Sunny 101' sweepstakes drawing.

"All the station needs is a contest prize, which can be easily provided by the sales department. Not only is a prize awarded to the person who sent the e-mail, but also to the person who received the e-mail. I've seen tens of thousands of these e-mails generated in a 30-day period. The only cost involved is getting the prizes, which in some cases can be done through trade."

Harris also suggests more partnerships between TV and radio, with guest appearances by TV personalities on morning radio and vice versa. "Shared advertising with the right group of clients makes sense for radio too," he says. "If the big furniture store in town wants to use your morning team to promote something in its TV commercials, make them available."

The Best Things In Life...

One underused marketing tool in radio is the press release. "I'm a believer in what I call 'OPM,' or 'Other People's Media,'" Harris says. "Radio stations can get newspaper headlines just by sending out a press release when they do something remarkable. Radio stations doing radiothons, blood drives and fundraising efforts raise hundreds of thousands of dollars or five or six thousand units of blood and don't bother to tell anybody other than their existing cume.

"One of the radio stations I work with used the senior marketing class of a university to develop the ultimate media contact list for them. By the end of the semester they had a list of every newspaper reporter and TV reporter — with deadlines, submission dates and their contact preferences — which is now updated a couple of times a year.

That's a great project for an intern who's working at a station for two or three months. Media lists are available from the city government, the state government and the convention and tourism bureau. Once you've compiled your media contacts, get in the practice of regularly sending out a concise, well-written press release telling people what you're doing.

"You'd be surprised how often you can get a little exposure — even a little splash from the television news — if you just try."



BONDING TIME Hootie & The Blowfish frontman Darius Rucker (l) hangs with Jones Radio Networks MD/Hot AC Chad Blake after a Hootie performance at Pikes Peak International Raceway in Colorado Springs.

AC TOP 30

POWERED BY
MEDIABASE

July 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	MICHAEL BUBLE Home (143/Reprise)	2039	-15	175509	24	103/1
3	2	KELLY CLARKSON Breakaway (Hollywood)	2001	+94	198729	41	99/0
2	3	ROB THOMAS Lonely No More (Atlantic)	1861	-46	164849	21	92/0
4	4	LOS LONELY BOYS Heaven (DR Music/Epic)	1730	+36	146646	56	97/0
7	5	BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	1424	+159	114673	10	89/2
5	6	JOHN MAYER Daughters (Aware/Columbia)	1359	+3	105768	37	102/0
6	7	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	1274	-28	106246	28	85/0
8	8	TIM MCGRAW Live Like You Were Dying (Curb)	1230	+9	97608	40	88/0
10	9	RYAN CABRERA True (E.V.L.A./Atlantic)	1159	-31	67736	25	74/0
9	10	MAROON 5 She Will Be Loved (Octone/J/RMG)	1136	-80	96994	38	88/0
12	11	ANNA NALICK Breathe (2am) (Columbia)	873	-15	54560	10	76/6
11	12	MERCYME Homesick (INO/Curb)	851	-228	34400	23	76/0
13	13	MARTINA MCBRIDE In My Daughter's Eyes (RCA)	755	-32	70253	44	85/0
14	14	HALL & OATES I'll Be Around (U-Watch)	752	-14	75149	43	85/0
15	15	MAROON 5 Sunday Morning (Octone/J/RMG)	710	+3	60109	20	48/0
17	16	MARIAH CAREY We Belong Together (Island/IDJMG)	658	+78	68465	7	64/6
16	17	HOWIE DAY Collide (Epic)	638	-15	64578	19	57/1
18	18	HALL & OATES Ooh Child (U-Watch)	526	+38	23341	9	65/1
19	19	KIMBERLEY LOCKE I Could (Curb)	511	+50	16709	7	69/3
21	20	RASCAL FLATTS Bless The Broken Road (Lyric Street)	407	+10	22385	16	48/4
20	21	JIM BRICKMAN & MICHAEL BOLTON Hear Me (Tears Into Wine) (RCA Victor)	372	-81	13677	11	55/0
26	22	EAGLES No More Cloudy Days (ERC)	354	+128	39678	2	48/6
25	23	CARRIE UNDERWOOD Inside Your Heaven (Arista)	332	+102	24707	2	46/6
24	24	PHIL COLLINS You Touch My Heart (Rendezvous)	294	+43	9762	4	45/3
22	25	JOHN WAITE New York City Girl (No Brakes)	265	-58	7787	14	38/0
29	26	JESSE MCCARTNEY Beautiful Soul (Hollywood)	216	+39	27135	3	14/2
28	27	KATRINA CARLSON Suddenly Beautiful (Kataphonic)	216	+15	4515	5	37/1
30	28	KENNY G. ft/YOLANDA ADAMS I Believe I Can Fly (Arista/RMG)	166	+18	3402	3	35/1
Debut	29	STEVIE WONDER From The Bottom Of My Heart (Motown/Universal)	159	+16	4176	1	29/0
23	30	SHANIA TWAIN Don't! (Mercury/IDJMG)	148	-108	7869	14	32/0

106 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 7/3-7/9. 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. Songs below No. 5 are moved to recurrent after 50 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
HOOTIE & THE BLOWFISH One Love (Sneaky Long/Vanguard)	18
CECE WINANS All That I Need (PureSprings/INO/Epic)	7
ANNA NALICK Breathe (2am) (Columbia)	6
MARIAH CAREY We Belong Together (Island/IDJMG)	6
EAGLES No More Cloudy Days (ERC)	6
CARRIE UNDERWOOD Inside Your Heaven (Arista)	6
DELTA GOODREM Lost Without You (Columbia)	6
DAVID PACK The Secret Of Movin' On (Peak)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	+159
EAGLES No More Cloudy Days (ERC)	+128
CARRIE UNDERWOOD Inside Your Heaven (Arista)	+102
KELLY CLARKSON Breakaway (Hollywood)	+94
MARIAH CAREY We Belong Together (Island/IDJMG)	+78
KIMBERLEY LOCKE I Could (Curb)	+50
PHIL COLLINS You Touch My Heart (Rendezvous)	+43
JESSE MCCARTNEY Beautiful Soul (Hollywood)	+39
D.H.T. Listen To Your Heart (Robbins)	+39
DAVID PACK The Secret Of Movin' On (Peak)	+39

NEW & ACTIVE

D.H.T. Listen To Your Heart (Robbins)	Total Plays: 117, Total Stations: 13, Adds: 4
DAVID PACK The Secret Of Movin' On (Peak)	Total Plays: 107, Total Stations: 26, Adds: 5
ERIC BENET Hurricane (Reprise/Warner Bros.)	Total Plays: 76, Total Stations: 13, Adds: 3
ZUCCHERO Everybody's Got To Learn Sometime (Concord)	Total Plays: 68, Total Stations: 13, Adds: 0
SUGAR RAY Shot Of Laughter (Rhino/Lava/Atlantic)	Total Plays: 68, Total Stations: 12, Adds: 1
DELTA GOODREM Lost Without You (Columbia)	Total Plays: 67, Total Stations: 19, Adds: 6
HOOTIE & THE BLOWFISH One Love (Sneaky Long/Vanguard)	Total Plays: 11, Total Stations: 18, Adds: 18

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
UNCLE KRACKER ft/OBIE GRAY Drift Away (Lava)	893
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	825
MICHAEL McDONALD Ain't No Mountain High Enough (Motown/Universal)	808
TRAIN Calling All Angels (Columbia)	806
MAROON 5 This Love (Octone/J/RMG)	803

ARTIST TITLE LABEL(S)	TOTAL PLAYS
DIDO White Flag (Arista/RMG)	794
KEITH URBAN You'll Think Of Me (Capitol/EMC)	758
SANTANA ft/MICHELLE BRANCH The Game Of Love (Arista/RMG)	751
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	742
MATCHBOX TWENTY Unwell (Atlantic)	738
SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	695
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	618



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America's Best Testing AC Songs 12 + For The Week Ending 7/15/05

Table with columns: Artist Title (Label), TW, LW, Famil., Burn, W 25-54, W 35-54, W 35-54. Lists top AC songs like Rob Thomas, Kelly Clarkson, Tim McGraw, etc.

Total sample size is 259 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dishke very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song.



AC TOP 30



Table with columns: LAST WEEK, THIS WEEK, ARTIST TITLE LABEL(S), TOTAL PLAYS, +/- PLAYS, WEEKS ON CHART, TOTAL STATIONS. Lists top 30 AC songs like Rob Thomas, Michael Buble, Backstreet Boys, etc.

23 Canadian 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 7/3-7/9.

REPORTERS

Stations and their adds listed alphabetically by market

Large grid of reporter information including station names (e.g., WYJB/Albany, NY), reporter names, and their respective markets.



Monitored Reporters 132 Total Reporters 106 Total Monitored 26 Total Indicator

Did Not Report, Playlist Frozen (4): WAFY/Fredrick, MD WGNW/Wilmington, NC WAFY/Fredrick, MD WSWT/Peoria, IL

ON THE RECORD

With

Bob Taylor
PD, WMRV & WMXW/
Binghamton, NY



I am fortunate to have started my radio career at some of New York's top stations. I started at WHTZ (Z100) as a remix producer, then I moved over to WQHT (Hot 97) in a similar role. I next worked in various programming positions at stations in the suburbs, and eventually I made my way back to the city, working at WLTW (Lite FM)/New York with Kurt Johnson and Tony Coles. • I learned a lot there, and I was able to see firsthand how AC was programmed at the top levels. Before arriving in Binghamton, NY I was consulting radio in programming and operations. Prior to that I was VP/Programming & Operations for the NRG Radio Network in Portland, OR. • I'm very lucky that both WMRV (Star 105.7) and WMXW (Mix 103.3) are in good shape. OM Jim Free, Market Manager/VP Joanne Aloï and I are all in alignment about where the stations need to be next. They are very supportive, and this makes my job very easy. • I wanted my next gig to be with Clear Channel, and now that I'm in the company, it's everything I expected and much more. The Binghamton cluster is run like stations in larger markets. This is due to upper management that is focused and a staff with a lot of passion. We have access to all of Clear Channel's resources, and RVP/Programming Dave LeFrois is accessible for any of our needs.

Michael Bubl 's "Home" (Reprise) remains the chart leader, **Kelly Clarkson's** "Breakaway" (Hollywood) pops back up to No. 2, and **Rob Thomas'** "Lonely No More" (Atlantic) moves to No. 3 ... Most Increased Plays goes to **The Backstreet Boys'** "Incomplete" (Jive/Zomba Label Group) again, with +159, taking it from No. 7 to No. 5. Second Most Increased goes to **The Eagles'** "No More Cloudy Days" (ERC), with +128, moving it from No. 26 to No. 22 ... **Stevie Wonder's** "From the Bottom of My Heart" (Motown/Universal) debuts at No. 29 ... Congratulations to Vanguard National Promotion Director Patty Morris on **Hootie & The Blowfish's** "One Love" (Sneaky Long/Vanguard) being Most Added at both AC and Hot AC. The song earns 18 adds at AC. Second Most Added goes to CeCe Winan's "All That I Need" (PureSprings/INO/Epic), with seven adds ... Over at Hot AC we've got a new chart leader this week. **Lifehouse's** "You and Me" (Geffen) moves into the No. 1 slot, bumping Thomas' "Lonely No More" to No. 2. **3 Doors Down's** "Let Me Go" (Republic/Universal) holds steady at No. 3 ... **Train's** "Get to Me" (Columbia) gets Most Increased Plays for yet another week, with +236, taking it from No. 22 to No. 21. Second Most Increased goes to Thomas' "This Is How a Heart Breaks" (Atlantic), with +152 ... **Ben Folds'** "Landed" (Epic) debuts at No. 39 ... Hootie & The Blowfish's "One Love" gets 17 adds at Hot AC. Second Most Added is **Gwen Stefani's** "Cool" (Interscope), with 15 adds.

— Julie Kertes, AC/Hot AC Editor

AC/Hot AC

ON THE RADIO

artist activity

ALBUM: **Zucchero**

LABEL: **Concord**

By **JULIE KERTES/AC/HOT AC EDITOR**

I'm really excited about a CD I got in the mail today from Concord Records. You may or may not have heard of Italian singer-songwriter Adelmo Fornaciari, who is known to his fans as Zucchero (which means *sugar* in Italian). He's sold millions of albums in his native country and throughout Europe. His album *Zucchero & Co.* is his Concord Records debut and features duets — some old, including a track recorded with Miles Davis in 1988, and some newly arranged and rerecorded.

The album is filled with superstars and I urge you to pick it up and give it a listen.

A multifaceted musician, Zucchero was taught to play the organ at a local church in exchange for doing odd jobs. He then taught himself to play other instruments like guitar, drums and saxophone so he could audition for various bands. His first album as a solo artist was produced by Randy Jackson. It was picked up by PolyGram and garnered the attention of the industry.

His voice has a familiar feel to it — think Peter Gabriel meets Benny Mardones. He is such a highly regarded talent in the music world that he got people like John Lee Hooker, B.B. King and Eric Clapton to participate in this project. Zucchero met Clapton when the legend came to the singer's dressing room after he saw one of Zucchero's concerts. Clapton told Zucchero how much he loved the show and then invited him to open for Clapton's European tour.

Zucchero is also the man responsible for hooking up Sting and Algerian artist Cheb Mami, a pairing which resulted in the '90s hit "Desert Rose," and he is credited with

discovering Andrea Bocelli when he was looking for tenors to record the demo for his song "Miserere." The song was later recorded by Luciano Pavarotti, but because Pavarotti was unavailable to tour with Zucchero, Bocelli was invited instead. The version of the track on *Zucchero & Co.* features both multiplatinum tenors.

The current single, "Everybody's Got to Learn Sometime," was New & Active on the AC chart at press time. It was recorded with Vanessa Carlton on piano and Haylie Ecker on violin. Adventurous radio stations playing the track include WSPA/Greenville, SC; KVLV/McAllen, TX; KWAV/Monterey; WRVF/Toledo; and KJOY/Stockton, CA. With Zucchero's deep bluesy vocals, the vibe is very "When a Man Loves a Woman."

My favorite tracks include "Blue," with Sheryl Crow, where the voices meld together perfectly; "Like the Sun — From Out of Nowhere," with Macy Gray, a delightful contrast in vocal styles; and "A Wonderful World," with Eric Clapton, a partially spoken-word piece that is uplifting and catchy.

Another amazing track is "I Lay Down," with blues legend John Lee Hooker. It was recorded just two months before Hooker passed away. Other duets are "Pure Love," with Dolores O'Riordan from The Cranberries; "Muoi per Te," with Sting; "Hey Man — Sing a Song," with B.B. King; and the aforementioned "Miserere."

Concord Records is releasing the record in partnership with Starbucks/Hear Music, and the disc will be one of the featured CDs at Starbucks locations starting July 12. This is the program that was mostly responsible for the sale of over 3 million Ray Charles CDs. Impress your friends, relatives and listeners — find a copy of *Zucchero & Co.* and spread the word on this stellar, awe-inspiring music.



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HOT AC TOP 40

July 15, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	LIFEHOUSE You And Me (Geffen)	3135	-18	163385	23	89/0
1	2	ROB THOMAS Lonely No More (Atlantic)	3106	-181	182326	23	88/0
3	3	3 DOORS DOWN Let Me Go (Republic/Universal)	2702	-41	139440	28	85/0
4	4	COLDPLAY Speed Of Sound (Capitol)	2504	+43	129208	12	89/0
7	5	GAVIN DEGRAW Chariot (J/RMG)	2313	+64	118294	19	87/1
8	6	KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	2230	+98	123602	10	78/4
5	7	KELLY CLARKSON Since U Been Gone (RCA/RMG)	2191	-167	130577	29	84/0
6	8	GREEN DAY Boulevard Of Broken Dreams (Reprise)	2185	-110	135653	31	86/0
9	9	ANNA NALICK Breathe (2am) (Columbia)	2000	-95	110842	32	83/0
10	10	HOWIE DAY Collide (Epic)	1836	-21	103825	46	79/0
12	11	COLLECTIVE SOUL Better Now (E! Music Group)	1643	+48	63671	20	70/2
11	12	DAVE MATTHEWS BAND American Baby (RCA/RMG)	1491	-198	69017	17	71/0
15	13	ROB THOMAS This Is How A Heart Breaks (Atlantic)	1486	+152	84214	6	81/3
14	14	BETTER THAN EZRA A Lifetime (Artemis)	1375	-34	51021	17	60/0
13	15	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	1363	-59	75380	38	84/0
16	16	GREEN DAY Holiday (Reprise)	1276	+80	58570	8	63/0
17	17	JASON MRAZ Wordplay (Atlantic)	1132	+77	38118	8	65/3
18	18	AVRIL LAVIGNE Fall To Pieces (Arista/RMG)	1032	-17	33530	9	51/0
21	19	JOSH KELLEY Only You (Hollywood)	973	+128	34038	5	65/5
19	20	BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	971	-24	31059	12	44/0
22	21	TRAIN Get To Me (Columbia)	958	+236	42028	3	62/10
20	22	GWEN STEFANI Hollaback Girl (Interscope)	941	+44	60455	7	24/1
24	23	MARIAH CAREY We Belong Together (Island/IDJMG)	734	+87	32418	4	35/7
23	24	VERTICAL HORIZON Forever (Hybrid)	725	+77	23712	8	42/1
25	25	LOW MILLIONS Statue (Manhattan/EMC)	650	+54	20131	8	39/0
26	26	COURTNEY JAYE Can't Behave (Island/IDJMG)	551	+28	14017	10	35/1
27	27	KEITH URBAN You'll Think Of Me (Capitol/EMC)	504	+9	38277	5	29/6
29	28	DEF LEPPARD No Matter What (Island/IDJMG)	450	+38	24521	6	32/4
28	29	KEANE Everybody's Changing (Interscope)	429	-12	13818	12	27/0
38	30	GWEN STEFANI Cool (Interscope)	357	+129	17134	2	28/15
31	31	MICHAEL TOLCHER Mission Responsible (Dctone)	343	+10	6876	14	25/0
32	32	SIMPLE PLAN Untitled (Lava)	339	+15	13644	3	25/3
34	33	MARC BROUSSARD Home (Island/IDJMG)	302	+8	12228	5	20/0
37	34	BLACK EYED PEAS Don't Phunk With My Heart (A&M/Interscope)	301	+62	25264	2	8/1
35	35	PAT MCGEE BAND Must Have Been Love (Kirtland)	283	+14	6571	4	23/0
30	36	AFTERS Beautiful Love (Simple/IND)	266	-97	7595	16	18/0
36	37	PAPA ROACH Scars (Geffen)	265	0	10084	2	8/3
39	38	HOPE PARTLOW Who We Are (Virgin)	241	+20	6753	2	19/1
Debut	39	BEN FOLDS Landed (Epic)	224	+24	4476	1	16/0
40	40	WEEZER Beverly Hills (Geffen)	204	-15	6154	2	8/1

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
HOOTIE & THE BLOWFISH One Love (Sneaky Long/Vanguard)	17
GWEN STEFANI Cool (Interscope)	15
TRAIN Get To Me (Columbia)	10
ASLYN Gotta Get Over You (Capitol)	8
MARIAH CAREY We Belong Together (Island/IDJMG)	7
KILLERS All These Things That I've Done (Island/IDJMG)	7
STAIN'D Right Here (Flip/Atlantic)	7
ANTIGONE RISING Don't Look Back (Lava)	7
KEITH URBAN You'll Think Of Me (Capitol/EMC)	6
JOSH KELLEY Only You (Hollywood)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TRAIN Get To Me (Columbia)	+236
ROB THOMAS This Is How A Heart Breaks (Atlantic)	+152
GWEN STEFANI Cool (Interscope)	+129
JOSH KELLEY Only You (Hollywood)	+128
KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	+98
MARIAH CAREY We Belong Together (Island/IDJMG)	+87
GREEN DAY Holiday (Reprise)	+80
JASON MRAZ Wordplay (Atlantic)	+77
VERTICAL HORIZON Forever (Hybrid)	+77
GAVIN DEGRAW Chariot (J/RMG)	+64

NEW & ACTIVE

DANIEL POWTER Bad Day (Warner Bros.)	Total Plays: 174, Total Stations: 17, Adds: 3
SUGAR RAY Shot Of Laughter (Rhino/Lava/Atlantic)	Total Plays: 126, Total Stations: 10, Adds: 0
JOY WILLIAMS We (Red Ink/Reunion/PLG)	Total Plays: 117, Total Stations: 15, Adds: 4
MICHAEL BUBLE Home (143/Reprise)	Total Plays: 111, Total Stations: 12, Adds: 2
OMNISOUl Waiting (Save Your Life) (Wind-up)	Total Plays: 103, Total Stations: 12, Adds: 1
KILLERS All These Things That I've Done (Island/IDJMG)	Total Plays: 49, Total Stations: 9, Adds: 7
STAIN'D Right Here (Flip/Atlantic)	Total Plays: 41, Total Stations: 9, Adds: 7
HOOTIE & THE BLOWFISH One Love (Sneaky Long/Vanguard)	Total Plays: 27, Total Stations: 19, Adds: 17

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

89 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 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

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The Changing Face Of Marketing

How to stay top-of-mind and attract new listeners

At R&R Convention 2005's opening Smooth Jazz session, "A User's Guide to the Next Level," Broadcast Architecture President Allen Kepler moderated a discussion on strategic marketing and effective branding. The session also featured distinguished panelists Clear Channel/Chicago Regional VP/Market Manager John Gehron, Broadcast Architecture Sr. VP Kevin Cassidy, Mercury Research President Mark Ramsey and Joint Media President John Parikh.

The session explored the role marketing plays in the hierarchy of needs of a radio station and addressed the effectiveness of three different TV campaigns. Kepler started things off by asking the panelists to summarize the three most important elements when branding a radio station.

Gehron jumped right in, saying, "It's one word, three times: Focus, focus, focus. Too often we get off-message, and we have to remind ourselves that listeners tire of things long after we do. It takes an enormous effort when you find the right idea to remain focused on it."

Character & Dimension

Parikh said, "Marketing, branding and advertising — words we use interchangeably. Marketing is what you do for your listeners, not what you want them to do for you. If you want them to listen longer, do something they want."

"Branding is the positive or negative experience a consumer has with a product, and you can only brand something over time by focusing on the emotional aspect. Advertising is about needs and is solution-based. There is an emotional or practical need to which you provide an emotional or practical solution."

"You've got to be the best you can be at what you are, and then make market noise to keep people coming to your brand."

Kevin Cassidy

Cassidy said, "Foremost in branding is uniqueness, but in an offensive strategy the message needs to be even more unique. Sec-



ond is clarity. Sometimes we get too creative, and the message gets lost. People need to get what the station's all about: a difference in the music or lifestyle.

"Third is consistency. So often we'll run an external campaign, then be off for a year before we run another. The next campaign may have a different message, but it must remain consistent with the brand."

Ramsey commented, "Starbucks and Apple are such powerful, compelling brands not because they own a word, but because they have character and dimension. We too often simplify those aspects out of our radio stations. We spend too much time telling people what we do instead of who we are."

"I'd point to these aspects of our branding: that the message be true — genuine and authentic to the purpose and identity of the radio station — distinctive — different from everything else around it — and, the one we most often miss out on, meaningful, which ultimately brings it down to a more emotional level. 'Classic rock' is not meaningful in itself, but what it is may have meaning for you."

Shifting Needs

Kepler related how a PD told him recently that he'd eliminated two staff positions to get a marketing budget. "We don't have the perfect world of unlimited resources," Kepler said, then asked the panel to summarize a sta-

tion's hierarchy of needs, from talent to jingles and production to research and marketing.

Ramsey said, "A station's needs will shift according to where it is in its life cycle, the competitive situation and your freedom of movement as a manager. Marketing is very important to the mix because people need to understand the why — not just why they should listen, but why is it for them."

"Trial is a major factor, because the more trial, the more sampling, and the more sampling, the more loyalty. So I talk more about 'adver-trial' than marketing. Given that radio is free, the easiest thing is to get people to go to a station, as long as they have a good reason."

"I don't mean to imply that marketing needs diminish as a station matures. To the contrary, if you see an audience aging, for example, it may be because you're not refilling the funnel."

A Trade-Off

Cassidy addressed trading off, which he characterized as one of the biggest jobs a market manager or PD faces today. "You have to know the upside, the potential, of the current category you're in, how far you are from achieving it, and what must change to do so," he said. "Is it something with the product? The marketing? Awareness of the brand? Or does the station suffer from a top-of-mind shortfall?"

"It depends on where you are in a brand life cycle. Smooth Jazz hasn't peaked. The format is aging slightly, but only because the population is getting older. The format has as much potential with 35-44-year-olds today as it did tracking back to studies in 1998 and 1999. Are we maximizing that potential on the younger end? No."

Parikh said, "People either love Smooth Jazz or hate it. There is a lot of 'don't like,' unlike AC, where most people will hum along or half-ignore it. For Smooth Jazz to grow, it must constantly re-evaluate the hole and the need. General Motors forgot to do that for Buick. Most research people say that the top three factors in Smooth Jazz are mood, environment or music."

"The growth categories are the first two, which are based on emotion, not practical brand benefit. It's key to understand how the Smooth Jazz audience feel about themselves after they listen to the format, because if you can feed into that, you can help make it grow."

"On the young side, no one goes to the emotion. The format's subconscious power is that it makes the listener feel hipper, smarter and cooler than you."

Cassidy commented, "Smooth Jazz is a truly unique category, and the biggest mistake would be to change strategy [to counter a flanker, such as Jack-FM]. You've got to be the best you can be at what you are and then make market noise to keep people coming to your brand. That's the best time to utilize loyalty marketing, to remind people why they love your brand and keep the emotional response going."

New Approach To TV

Kepler played TV spots from three stations: KKSJ/San Francisco, whose spot featured artists Chris Botti and Dave Koz and emphasized their cultural standing along with their striking good looks (artists you can get your arms around, so to speak); KJCD/Denver, whose spot had abstract images of a saxophone and a trumpet that morphed into stylized images of jazz artists; and more recent sign-on WSMJ/Baltimore, whose standard-issue Smooth Jazz spot incorporated call letters, frequency, the SJ handle and "swoosh" — name and address, short, sweet and to the point — appropriate, said WSMJ PD Lori Lewis, for the station at this moment in its development.

After watching all three, Ramsey was first

"Marketing is what you do for your listeners, not what you want them to do for you."

John Parikh

to comment, saying, "The first two [KKSJ and KJCD] make me want to sleep with those radio stations."



Gehron questioned whether the spots spoke to people who aren't already Smooth Jazz listeners. "I wonder if we wouldn't be better to go for the environment," he said. "These spots seem targeted to the casual listener or someone who's into jazz, but do they speak

effectively to those who may not yet be coming to the party?"

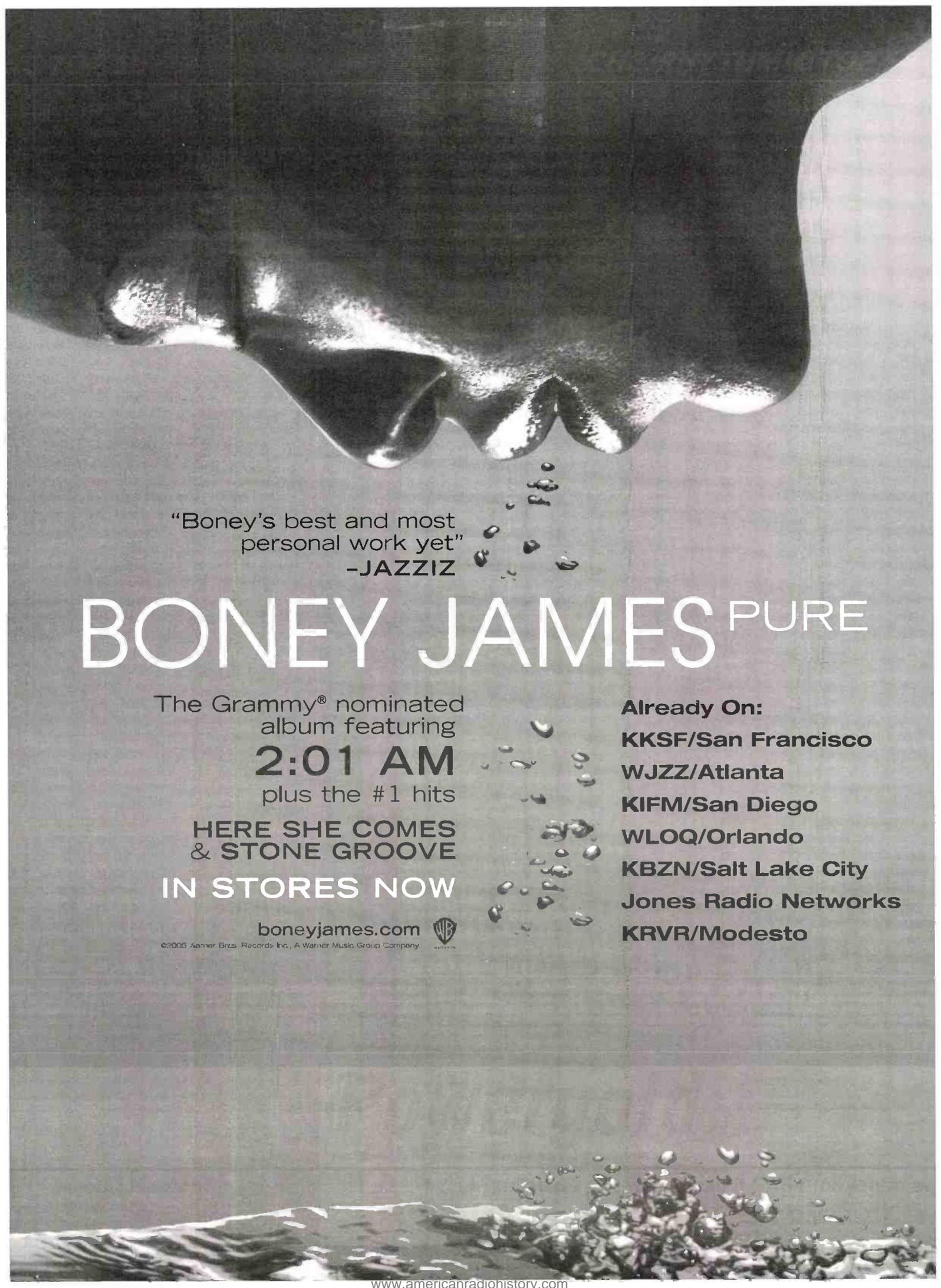
Parikh said, "If you look at the core of people who are likely to listen to Smooth Jazz, all three spots are likely to reach them. There isn't any point in creating advertising for people who aren't going to use it or who are tangential. You'll waste too much money chasing people who might try you once vs. those who are genuinely convertible."

"Unlike other media, radio is measured by recall, not use. I'll remember that your station provides a prime needs-based solution — a mental vacation, for example, or someone who keeps me company, like a dog: They're quiet, they're there, they wag their tail once in a while, and they don't bother me. As long as you focus on the prime need, you'll be fine."

"It takes an enormous effort when you find the right idea to remain focused on it."

John Gehron





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KKSF/San Francisco

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KIFM/San Diego

WLOQ/Orlando

KBZN/Salt Lake City

Jones Radio Networks

KRVR/Modesto

SMOOTH JAZZ TOP 30

July 15, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	RICHARD ELLIOT People Make The World Go Round (Arista)	818	+7	110583	10	35/0
2	2	NILS Pacific Coast Highway (Baja/TSR)	779	-22	96409	20	34/0
3	3	PAUL TAYLOR Nightlife (Peak)	739	+9	90579	17	31/0
4	4	STEVE COLE Thursday (Narada Jazz)	726	0	73320	17	32/0
6	5	CHUCK LOEB Tropical (Shanachie)	688	+88	92788	18	32/0
5	6	MICHAEL LINGTON Two Of A Kind (Rendezvous)	677	-20	89043	31	32/0
7	7	KENNY G. #1 EARTH, WIND & FIRE The Way You Move (Arista/RMG)	427	-2	44822	25	31/0
8	8	NORMAN BROWN West Coast Coolin' (Warner Bros.)	414	+18	47094	14	33/0
9	9	PAUL HARDCASTLE Serene (Trippin' 'N' Rhythm)	393	+45	50197	5	33/0
11	10	PAUL JACKSON, JR. Never Too Much (GRP/VMG)	369	+31	40708	16	29/0
14	11	JONATHAN BUTLER Fire & Rain (Rendezvous)	335	+4	31761	12	23/0
13	12	JEFF LORBER Doh La La (Narada Jazz)	332	-1	32968	22	29/0
10	13	VANESSA WILLIAMS You Are Everything (Lava)	329	-17	37413	20	23/0
15	14	DAVE KOZ Love Changes Everything (Capitol)	323	+6	37011	6	29/2
17	15	KEN NAVARRO You Are Everything (Positive)	310	+20	30571	11	26/0
16	16	AVERAGE WHITE BAND Work To Do (Liquid 8)	299	+8	27432	13	25/0
19	17	WAYMAN TISDALE Ready To Hang (Rendezvous)	286	+10	28106	10	24/0
18	18	DONNY OSMOND Breeze On By (Decca)	282	+2	19203	8	20/1
21	19	BRIAN CULBERTSON Hookin' Up (GRP/VMG)	266	+73	39617	2	29/3
20	20	PAUL BROWN Cosmic Monkey (GRP/VMG)	261	+65	46838	4	25/2
22	21	MINDI ABAIR Make A Wish (GRP/VMG)	173	+2	15730	6	22/6
27	22	KEM I Can't Stop Loving You (Motown/Universal)	156	+38	16537	3	13/1
24	23	JEFF GOLUB Simple Pleasures (Narada Jazz)	132	+8	9660	9	13/0
23	24	ALEXANDER ZONJIC Leave It With Me (Heads Up)	130	-5	12605	16	11/0
25	25	WALTER BEASLEY Coolness (Heads Up)	123	+2	19395	3	16/6
28	26	CAMIEL I'm Ready (Rendezvous)	116	-2	19700	10	11/0
26	27	ACOUSTIC ALCHEMY Say Yeah (Higher Octave)	114	-5	6080	10	11/0
30	28	CHIELI MINUCCI The Juice (Shanachie)	108	+26	9197	2	9/1
29	29	NELSON RANGELL Don't You Worry 'Bout A Thing (Koch)	106	-3	9653	3	11/1
Debut	30	DAVID PACK You're The Only Woman (Peak)	96	+36	4830	1	8/1

35 Smooth Jazz @ reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

NEW & ACTIVE

DIDO White Flag (Arista/RMG)
Total Plays: 61, Total Stations: 4, Adds: 0

RIPPINGTONS Wild Card (Peak)
Total Plays: 52, Total Stations: 8, Adds: 1

MARION MEADOWS Suede (Heads Up)
Total Plays: 48, Total Stations: 8, Adds: 2

WARREN HILL Still In Love (PopJazz/Native Language)
Total Plays: 49, Total Stations: 6, Adds: 1

RICHARD SMITH What's Up? (A440)
Total Plays: 46, Total Stations: 4, Adds: 0

BONEY JAMES 2:01 AM (Warner Bros.)
Total Plays: 36, Total Stations: 6, Adds: 4

BLACK GOLD MASSIVE Don't Give Up Now (Major Menace)
Total Plays: 36, Total Stations: 4, Adds: 1

GREGG KARUKAS London Underground (Trippin' 'N' Rhythm)
Total Plays: 28, Total Stations: 6, Adds: 1

BRIAN SIMPSON It's All Good (Rendezvous)
Total Plays: 27, Total Stations: 4, Adds: 1

Songs ranked by total plays

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
MINDI ABAIR Make A Wish (GRP/VMG)	6
WALTER BEASLEY Coolness (Heads Up)	6
BONEY JAMES 2:01 AM (Warner Bros.)	4
BRIAN CULBERTSON Hookin' Up (GRP/VMG)	3
DAVE KOZ Love Changes Everything (Capitol)	2
PAUL BROWN Cosmic Monkey (GRP/VMG)	2
MARION MEADOWS Suede (Heads Up)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CHUCK LOEB Tropical (Shanachie)	+88
BRIAN CULBERTSON Hookin' Up (GRP/VMG)	+73
PAUL BROWN Cosmic Monkey (GRP/VMG)	+65
PAUL HARDCASTLE Serene (Trippin' 'N' Rhythm)	+45
KEM I Can't Stop Loving You (Motown/Universal)	+38
DAVID PACK You're The Only Woman (Peak)	+36
PAUL JACKSON, JR. Never Too Much (GRP/VMG)	+31
CHIELI MINUCCI The Juice (Shanachie)	+26
KEN NAVARRO You Are Everything (Positive)	+20
GREGG KARUKAS London Underground (Trippin' 'N' Rhythm)	+19

MOST PLAYED RECURRENTS

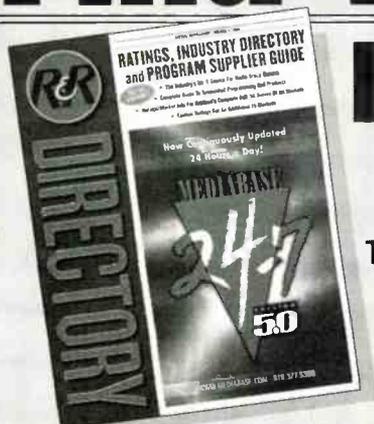
ARTIST TITLE LABEL(S)	TOTAL PLAYS
BONEY JAMES #JODE SAMPLE Stone Groove (Warner Bros.)	314
3RD FORCE Believe In Me (Higher Octave)	308
KENNY G. Pick Up The Pieces (Arista/RMG)	303
EUGE GROOVE XXL (Narada Jazz)	287
ANITA BAKER How Does It Feel (Blue Note/Virgin)	282
PAUL BROWN Moment By Moment (GRP/VMG)	234
SOUL BALLET Cream (215)	231
TIM BOWMAN Summer Groove (Liquid 8)	219
MARION MEADOWS Sweet Grapes (Heads Up)	217
DAVE KOZ Let It Free (Capitol)	216
WAYMAN TISDALE Ain't No Stoppin' Us Now (Rendezvous)	199
CHRIS BOTTI Back Into My Heart (Columbia)	179
GERALD ALBRIGHT To The Max (GRP/VMG)	178
FOURPLAY Fields Of Gold (RCA Victor/RMG)	173
DAVID SANBORN Tin Tin Deo (GRP/VMG)	172

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

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SMOOTH JAZZ TOP 30 INDICATOR

July 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	NILS Pacific Coast Highway (Baja/TSR)	201	-10	698	25	14/0
6	2	PAUL HARDCASTLE Serene (Trippin' 'N' Rhythm)	171	+21	550	5	12/0
2	3	PAUL TAYLOR Nightlife (Peak)	168	-4	731	19	12/0
4	4	RICHARD ELLIOT People Make The World Go Round (Artizen)	165	+2	672	9	13/0
3	5	STEVE COLE Thursday (Narada Jazz)	158	-10	528	18	13/0
11	6	JEFF GOLUB Simple Pleasures (Narada Jazz)	147	+5	437	12	13/0
9	7	JEFF LORBER Ooh La La (Narada Jazz)	146	+1	487	25	12/0
13	8	WALTER BEASLEY Coolness (Heads Up)	145	+10	589	5	11/0
12	9	KEM I Can't Stop Loving You (Motown/Universal)	140	0	664	12	10/0
7	10	JOE JOHNSON U Know What's Up (Yasny)	140	-8	490	11	8/0
8	11	3RD FORCE Believe In Me (Higher Octave)	138	-8	348	22	11/0
5	12	CHUCK LOEB Tropical (Shanachie)	138	-23	389	22	11/0
15	13	BLACK GOLD MASSIVE Don't Give Up Now (Major Menace)	129	+6	430	11	10/0
14	14	AVERAGE WHITE BAND Work To Do (Liquid 8)	127	-4	326	17	12/1
10	15	ANDRE DELANO Night Riders (7th Note)	126	-17	418	8	11/1
17	16	GEORGE DUKE T-Jam (BPM)	113	-4	381	19	11/0
16	17	NORMAN BROWN West Coast Coolin' (Warner Bros.)	109	-11	364	18	11/0
18	18	WARREN HILL Still In Love (Popjazz/Native Language)	107	0	316	5	10/0
19	19	ACOUSTIC ALCHEMY Say Yeah (Higher Octave)	106	+1	367	17	8/0
22	20	WAYMAN TISDALE Ready To Hang (Rendezvous)	104	+3	434	10	8/0
Debut	21	MOLLY JOHNSON My Dh My (Marquee)	103	+65	841	1	3/0
23	22	DAVE KOZ Love Changes Everything (Capitol)	103	+3	261	2	8/0
20	23	JONATHAN BUTLER Fire & Rain (Rendezvous)	101	-1	510	7	8/0
21	24	MARCUS MILLER /ERIC CLAPTON Silver Rain (Koch)	98	-3	435	14	9/0
Debut	25	BRIAN SIMPSON It's All Good (Rendezvous)	95	+17	317	1	9/0
25	26	RIPPINGTONS Wild Card (Peak)	94	-6	420	11	9/0
27	27	HIROSHIMA Swiss Ming (Heads Up)	93	-3	494	10	8/1
24	28	NELSON RANGELL Don't You Worry 'Bout A Thing (Koch)	93	-7	208	4	9/0
30	29	DONNY OSMOND Breeze On By (Decca)	92	-1	433	2	6/0
-	30	KEN NAVARRO You Are Everything (Positive)	90	-1	264	9	7/0

16 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of Sunday 7/3 - Saturday 7/9.

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MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
3D Riff To The Smooth (215)	4
MARC ANTOINE Bella Via (Rendezvous)	3
RALPH MACDONALD Sirocco (Independent)	2
BONEY JAMES 2:01 AM (Warner Bros.)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MOLLY JOHNSON My Dh My (Marquee)	+65
BRIAN CULBERTSON Hookin' Up (GRP/VMG)	+24
PAUL HARDCASTLE Serene (Trippin' 'N' Rhythm)	+21
GREGG KARUKAS London Underground (Trippin' 'N' Rhythm)	+18
3D Riff To The Smooth (215)	+18
BRIAN SIMPSON It's All Good (Rendezvous)	+17
MARC ANTOINE Bella Via (Rendezvous)	+16
CHIELI MINUCCI The Juice (Shanachie)	+15
CHUCK LOEB When I'm With You (Shanachie)	+15
QUINTIN GERARD Days We Remember (D.T.S.)	+11

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
BONEY JAMES /JOE SAMPLE Stone Groove (Warner Bros.)	88
HALL & OATES I'll Be Around (U-Watch)	39
MINDI ABAIR Come As You Are (GRP/VMG)	27
CHRIS BOTTI No Ordinary Love (Columbia)	18
TIM BOWMAN Summer Groove (Liquid 8)	17
PETER WHITE How Does It Feel (Columbia)	16
JOYCE COOLING Expression (Narada Jazz)	13
DAVE KOZ Let It Free (Capitol)	10
FOURPLAY Fields Of Gold (RCA Victor/RMG)	3
GREG ADAMS Firefly (215)	2
JOYCE COOLING Camelback (Narada Jazz)	2
KIM WATERS In Deep (Shanachie)	1

REPORTERS

Stations and their adds listed alphabetically by market

<p>KAJZ/Albuquerque, NM* OM: Jim Walton PD/MD: Paul Lavole 3 DAVID PACK 1 MINDI ABAIR 1 WALTER BEASLEY</p>	<p>WJZA/Columbus, OH* PD/MD: Bill Harman No Adds</p>	<p>WYJZ/Indianapolis, IN* DM/MD: Carl Frye WARREN HILL</p>	<p>WJZI/Milwaukee, WI* PD: Stan Atkinson MD: Steve Scott 1 RIPPINGTONS WALTER BEASLEY JIM BRICKMAN/CHRIS KORBLEIN</p>	<p>WLOO/Orlando, FL* PD: Stan Atkinson APD: Patric Riley 2 BONEY JAMES</p>	<p>KJZY/Santa Rosa, CA* PD: Gordon Zlot APD/MD: Rob Singleton 16 DAVE KOZ 2 BRIAN CULBERTSON 1 QUEEN LATIFAH</p>	<p>Sirius Jazz Cafe/Satellite PD: Teresa Kincaid MD: Rick Laboy 17 AVERAGE WHITE BAND 16 BRIAN CULBERTSON</p>
<p>WJZZ/Atlanta, GA* PD/MD: Dave Koch BONEY JAMES WALTER BEASLEY</p>	<p>KOAI/Dallas, TX* PD: Charley Connolly APD/MD: Mark Sanford MINDI ABAIR</p>	<p>KJLU/Jefferson City, MO PD/MD: Dan Turner 2 PIECES OF A DREAM 2 RALPH MACDONALD 1 DANNY FEDERICI</p>	<p>KJZI/Minneapolis, MN* PD: Lauren MacLeash MD: Mike Wolf 2 MINDI ABAIR 1 WALTER BEASLEY</p>	<p>WJZZ/Philadelphia, PA* DM: Todd Shannon PD: Michael Tozzi MD: Frank Childs No Adds</p>	<p>DMX Jazz Vocal Blend/Satellite PD: Michael Griffin 4 MOCEAN WORKER 4 RALPH MIDON 3 BRIAN BROWBERG 3 MARC ANTOINE 3 MARC ANTOINE 2 3D</p>	<p>XM Watercolors/Satellite PD/MD: Shirilita Colon No Adds</p>
<p>KSMJ/Bakersfield, CA* DM/MD: Chris Townshend APD: Nick Novak No Adds</p>	<p>KJCO/Denver, CO* PD/MD: Michael Fischer No Adds</p>	<p>KOAS/Las Vegas, NV* PD/MD: Michael Joseph 2 OANNY FEDERICI LARRY GITTENS AND MEDIA</p>	<p>KRVR/Modesto, CA* DM/MD: Doug Wolff PD: James Bryan DAVE KOZ JOE JOHNSON MARION MEADOWS BONEY JAMES 3D CHIELI MINUCCI PAUL BROWN GREGG KARUKAS</p>	<p>KYOT/Phoenix, AZ* PD: Shaun Holly APD/MD: Angie Handa No Adds</p>	<p>DMX Smooth Jazz/Satellite PD/MD: Jeanne Destro 9 3D 9 MARC ANTOINE</p>	<p>KWJZ/Seattle, WA* PD: Carol Handley MD: Dianna Rose No Adds</p>
<p>WSMJ/Baltimore, MD* PD/MD: Lori Lewis No Adds</p>	<p>WVMT/Detroit, MI* DM/MD: Tom Sleeker MD: Sandy Kovach No Adds</p>	<p>KUAP/Little Rock, AR PD/MD: Michael Nellums No Adds</p>	<p>WVAS/Montgomery, AL OM: Rick Hall PD: Eric Washington MD: Eugenia Ricks 15 CHUCK LOEB</p>	<p>KJZS/Reno, NV* PD/MD: Robert Dees No Adds</p>	<p>Jones Radio Network/Satellite* DM: J.J. McKay PD: Steve Hibbard MD: Laurie Cobb 1 BLACK GOLD MASSIVE BRIAN SIMPSON BONEY JAMES DONNY OSMOND MATT BIANCO /BASIA</p>	<p>WSJT/Tampa, FL* PD: Ross Block MD: Kathy Curtis WALTER BEASLEY</p>
<p>WVUS/Birmingham, AL OM/MD: Andy Parrish 1 BONEY JAMES 1 3D 1 MARK CARTER 1 MARK HOLLINGSWORTH</p>	<p>KEZL/Fresno, CA* OM: E. Curtis Johnson PD/MD: J. Weidenheimer NELSON RANGELL</p>	<p>KSBR/Los Angeles, CA OM/MD: Terry Wedel MD: Enid Cogswell 6 PAUL ANKA</p>	<p>WFSK/Nashville, TN PD: Ken West MD: Chris Nochowicz 8 BONEY JAMES 6 3D 6 RALPH MACDONALD 4 MARC ANTOINE</p>	<p>KSSJ/Sacramento, CA* PD/MD: Lee Hansen 1 PAUL BROWN</p>	<p>Music Choice Smooth Jazz/Satellite APD: Will Kinnally 11 QUINTIN GERARD 7 RALPH MACDONALD 7 CHIELI MINUCCI 5 SAKESHO 5 RICHARD ELLIOT 5 NELSON RANGELL 5 HIROSHIMA 5 DAN SIEGEL 4 NOVECENTO 4 JEFF KASHIWA 4 LINO 4 ANDRE DELANO 3 DAVID SANBORN /LIZZ WRIGHT</p>	<p>WJZW/Washington, DC* OM: Kenny King PD: Carl Anderson MD: Renee DePuy No Adds</p>
<p>WNUA/Chicago, IL* OM: Bob Kaake PD: Steve Sillies MD: Michael La Crosse MARIAH CAREY</p>	<p>WZJZ/Ft. Myers, FL* OM: Steve Amari PD: Joe Turner MD: Randi Bachman 2 WALTER BEASLEY 1 MINDI ABAIR</p>	<p>KTWV/Los Angeles, CA* PD: Paul Goldstein MD: Samantha Pascual No Adds</p>	<p>WQCD/New York, NY* PD: Blake Lawrence MD: Carolyn Bednarski No Adds</p>	<p>KIFM/San Diego, CA* PD: Mike Vasquez APD/MD: Kelly Cole No Adds</p>	<p>POWERED BY MEDIABASE</p>	<p>*Monitored Reporters</p>
<p>WNWV/Cleveland, OH* OM/MD: Bernie Klmbe MINDI ABAIR</p>	<p>WQTO/Hartford, CT PD/MD: Stewart Stone No Adds</p>	<p>WJZL/Louisville, KY* OM: Kelly Caris PD/MD: Gator Glass APD: Ron Fisher 1 BRIAN CULBERTSON</p>	<p>WQCF/San Francisco, CA* PD: Michael Erickson MD: Ken Jones No Adds</p>	<p>51 Total Reporters</p>	<p>35 Total Monitored</p>	<p>16 Total Indicator</p>
<p>KHJZ/Houston, TX* PD: Maxine Todd APD/MD: Greg Morgan BRIAN CULBERTSON</p>	<p>WLVE/Miami, FL* OM: Rob Roberts PD/MD: Rich McMillan No Adds</p>	<p>WQCC/Springfield, MO KCOZ/Houston, TX WEAA/Baltimore, MD WSBZ/Ft. Walton Beach, FL</p>	<p>Did Not Report, Playlist Frozen (4):</p>	<p>51 Total Reporters</p>	<p>35 Total Monitored</p>	<p>16 Total Indicator</p>



KEN ANTHONY
kanthony@radioandrecords.com

Marketing Rock In The Digital Age

A chat with WRIF/Detroit Marketing Director Nikki Van Doran

This week we turn our attention to the theme of marketing and promotion. These days Rock radio isn't just competing with other terrestrial stations in a market. Now you have to deal with all the hot new digital choices as well — the Internet, satellite radio and the iPod. It's enough to make your head shuffle.

I thought I'd get a top marketing director's take on how to effectively market Rock radio in the digital age. Nikki Van Doran is Marketing Director for WRIF/Detroit, this year's R&R Industry Achievement Award winner for Active Rock Station of the Year (Markets 1-25).

WRIF is one of the most creative and innovative Rock stations in America. Why? You'll know after you read this interview with Van Doran.

R&R: What are some of the ways you're marketing WRIF in the face of not only competition from the other radio stations in the market, but also digital outlets and devices like the Internet, satellite radio and iPods?

NVD: For 34 years WRIF has had one simple marketing message: Rock and fucking roll! At WRIF we give the listeners the music they love, we're at the events they're at, we give back to the community, and we dish up the contests and giveaways that they want and expect to hear on Rock radio.

The hot topic is still fantasy. Give them things they can't afford or that money can't buy, and you'll live up to the fantasy. We've given away

"The hook with new technology is incorporating it into giveaways in a way that makes sense."

big-ticket prizes like Corvettes and Cadillacs, but we took it to a new level recently: We gave our listeners a key that unlocked a showroom where they could pick which car they wanted, and the cars had autographed guitars from big bands in their backseats. Now that's larger than life.

The biggest thing we can do is put our listeners face-to-face with the bands they love. We do this through VIP concerts to which you can



Nikki Van Doran

only win tickets. Since November 2004 WRIF has done five of these, with Seether, Shinedown and Crossfade; Velvet Revolver; Godsmack; Disturbed; and Chevelle, Alter Bridge and Silvertide.

We've done contests where listeners get to go-cart or play PlayStation games backstage with bands. We've done "Live in Your Living Room," where a band plays in your house.

We've done backstage acoustic sessions before concerts and private barbecues with bands — the list goes on and on. These things give our listeners the chance to experience their idea of the rock 'n' roll dream for a day.

The ongoing challenge doesn't lie with technology so much as it does with the music and bands themselves. The bands that truly want to connect with their fans are the ones my listeners want, and that allows WRIF to develop exciting giveaways that money can't buy.

The hook with new technology is incorporating it into giveaways in a way that makes sense. We give listeners three ways to win our big prizes. You can do the traditional phone in and win, you can party with WRIF and register at giveaways around town where we award the prize before we leave, and, if you're a WRIF CyberCrew member, you can exercise your "Unfair Internet Advantage" and enter to win online. This past February we took that to an even higher level and gave away an iPod a day and loaded each of them with 101 WRIF tunes.

R&R: Do you market against or embrace the new technologies?

NVD: Both, actually. To ignore new technology and the role it plays in our listeners' lives would be the kiss of death. If you can't evolve and adapt and make something your own in radio, you may as well pack up your toys and go home. We continue to market WRIF as "What you want, when you want it."

Radio can be just as "on demand" as anything. We run three hours of all-request shows Monday through Friday. Over the Fourth of July weekend we hosted a "Whatever Rocks" weekend, our answer to the full-on shuffle, where we went into the WRIF music vault to

play all the music that our listeners have loved for 35 years — B-sides, hits, rare tracks, you name it.

We have other on-demand features on our website. We have posted several of our programs at www.wrif.com for podcasting. We have on-demand audio that includes past studio sessions with bands, artist interviews and more. This year we also launched the WRIF Digital Music Store at the website. Listeners can go into a vast music vault and, for 99 cents, get the tunes they want to hear. The website also has an up-to-the-minute playlist of what we've just spun on the air, including artist, title and a button you can click to buy the song instantly.

This fall we're going to be launching custom WRIF ringtones and wallpaper for cell phones that will feature the popular WRIF oval with artwork from the past 34 years. The technology is here. It's up to us to brand WRIF in listeners' minds.

We've also implemented "Back in Four or Less." We have broken up our commercial content to run in four-minute breaks. Our listeners tell us that they'll wait four minutes. We've also eliminated most of the production on the station and gone back to keeping our DJs live. With the amazing way production can be done these days, too often it sounds like just another commercial.

We also do sessions with our listeners called RIFF Rock Panels. We pull in members of our CyberCrew and ask them to unload on us, telling us what they love, what they hate, what they want more of and what they have going on in their lives. We get new ideas and information on what's happening outside of the radio bubble.

Are they going to events? Do they visit our website? Do they like our e-mails? What do they think of our jocks? Do they like the new music? It's an inexpensive way for us to do focus groups with people who aren't afraid to tell us off or give us props. Afterward, they get freebies from the station and a tour. They get to invade the studio and chat with night host Melt-down to wrap up their experience. It's been very successful for us.

R&R: Talk about WRIF's website and database. What are you doing in these areas?

NVD: Rule No. 1: Your website is not a dumping ground. I was a bit frustrated at the R&R Convention to hear so many people suggesting that we take promos off the air and dump them on our websites. If it's not good enough for your airwaves, it's not good enough for your website — period. Your website is an extension of your station on many levels and should be treated accordingly. You don't build traffic and a great website by turning it into radio spam.

Over the years WRIF has taken its website very seriously. It's a great opportunity to put a visual aspect to our product. When we're talking about a big Hummer giveaway or a backstage event with Aerosmith, we not only recap it on the air, we send listeners to the website to see it.

We also post lots of information for our varying lifestyles, like concert news, show information and more. We've also got the CyberCrew, which is at 80,000 and growing. We give them the keys to the station. They get first dibs on everything, including special Internet presales to shows before they go on sale to the public.

We also stream online, with over 82,000 unique users each week. Even with the increase in "no radios at work" corporate policies, we've

"If it's not good enough for your airwaves, it's not good enough for your website. Your website is an extension of your station and should be treated accordingly."

found that a lot of our listeners still want to listen to WRIF, and a great way to do so is over the Internet.

We like to keep our website fresh and clean. We've won awards for it, including Best Website in Michigan, as voted by the readers of the *Detroit News*. Treat your website the same as you do your airwaves. They say it can take years to get a new consumer but only seconds to lose them. Live by that.

If your site doesn't represent what your call letters do and a listener logs on for the first time, it's hard to make a second impression. Whether it's on the website or on the streets, your station brand has to be consistent with listener expectations.

R&R: What are some of the key yearly WRIF promotion benchmarks that keep the station top-of-mind?

NVD: We have two programs that we host annually. "Maui Time" has run in January and February for the past 20 years. That's our big winner every year. In repeated surveys with our listeners, Maui comes up as the No. 1 destination for them to visit. We give away 20 VIP first-class trips for two to join our afternoon host, Arthur Penhallow, on the beach for a week as he broadcasts his show live, complete with the "bikini beach cam." Once a winner attends this, they're glued to WRIF for life.

Our second major promotion is "Harley-Fest," which we run in May and June each year. We give listeners the chance to win a Harley-Davidson Sportster and a Ford F-250 Harley-Davidson truck with \$5,000 in cash in the glove box. The giveaway takes place at our big HarleyFest event at a local park the Saturday of Father's Day weekend.

We just completed our seventh annual event, and there were over 25,000 people in attendance. We broadcast live during a full day of music — local and national — vendors, auctions for autographed rock memorabilia, food, cold beer and thousands of bikes.

A portion of the proceeds benefits a local charity. This year's partner was the Karmanos Cancer Institute. To date, WRIF's HarleyFest has raised over \$300,000 for local charities. Every year it's for a great cause, and it's a damn good party too.

TALK BACK TO R&R!

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

Call me at 310-788-1658

or e-mail:
kanthony@radioandrecords.com

ROCK TOP 30

POWERED BY
MEDIABASE

July 15, 2005

LAST WEEK	THIS WEEK	ARTIST	TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ AODS
1	1	FOO FIGHTERS	Best Of You (RCA/RMG)	699	+22	40343	12	26/0
2	2	SEETHER	Remedy (Wind-up)	658	+14	35379	13	25/0
3	3	AUDIOSLAVE	Be Yourself (Interscope/Epic)	540	-7	30269	17	22/0
5	4	STAIN'D	Right Here (Flip/Atlantic)	533	+51	23574	8	26/1
4	5	GREEN DAY	Holiday (Reprise)	466	-24	27758	17	23/0
6	6	NINE INCH NAILS	The Hand That Feeds (Interscope)	430	+22	25074	17	19/0
7	7	SYSTEM OF A DOWN	B.Y.O.B. (American/Columbia)	366	+2	19677	13	14/0
8	8	ROBERT PLANT	Shine It All Around (Sanctuary/SRG)	313	-9	14931	19	15/0
9	9	THEORY OF A DEADMAN	No Surprise (Roadrunner/IDJMG)	308	-10	12486	24	20/0
10	10	3 ODORS DOWN	Behind Those Eyes (Republic/Universal)	291	-12	11121	14	17/0
12	11	VELVET REVOLVER	Fall To Pieces (RCA/RMG)	233	-4	13509	48	22/0
16	12	CROSSFADE	Colors (Columbia)	229	+37	8866	7	16/1
11	13	MUDVAYNE	Happy? (Epic)	227	-12	13616	22	13/0
13	14	GREEN DAY	Boulevard Of Broken Dreams (Reprise)	215	-11	11193	34	21/0
15	15	U2	City Of Blinding Lights (Interscope)	198	+2	11859	5	13/0
20	16	DISTURBED	Guarded (Reprise)	192	+42	9671	2	13/4
14	17	DARK NEW DAY	Brother (Warner Bros.)	184	-13	5305	10	15/0
21	18	VELVET REVOLVER	Come On, Come In (Wind-up)	163	+19	5371	3	15/2
17	19	OFFSPRING	Can't Repeat (Columbia)	155	-6	5800	9	11/0
19	20	PAPA ROACH	Take Me (Geffen)	153	0	7893	11	12/0
18	21	NO ADDRESS	When I'm Gone (Sadie) (Atlantic)	132	-29	4792	18	13/0
30	22	AUDIOSLAVE	Doesn't Remind Me (Interscope/Epic)	131	+54	5225	2	15/4
23	23	SLIPKNOT	Before I Forget (Roadrunner/IDJMG)	124	+8	3968	15	7/0
24	24	TOMMY LEE	Tryin' To Be Me (Independent)	117	+3	3940	6	11/0
25	25	DAVE MATTHEWS BAND	American Baby (RCA/RMG)	112	+2	5531	8	6/0
26	26	DAY OF FIRE	Fade Away (Jive/Essential/PLG)	97	-3	2841	4	9/1
22	27	AUDIOSLAVE	Your Time Has Come (Interscope/Epic)	93	-46	2592	10	10/0
27	28	10 YEARS	Wasteland (Republic/Universal)	91	+7	4051	3	10/0
29	29	WEEZER	Beverly Hills (Geffen)	87	+7	5074	5	3/0
-	30	BREAKING POINT	Show Me A Sign (Wind-up)	83	+12	5295	3	7/0

27 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 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
TRAPT Stand Up (Warner Bros.)	8
AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)	4
DISTURBED Guarded (Reprise)	4
GREEN DAY Wake Me Up When September Ends (Reprise)	3
MUDVAYNE Forget To Remember (Epic)	3
VELVET REVOLVER Come On, Come In (Wind-up)	2
TAPROOT Calling (Atlantic)	2
ERIC CLAPTON Revolution (Reprise)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)	+54
STAIN'D Right Here (Flip/Atlantic)	+51
DISTURBED Guarded (Reprise)	+42
CROSSFADE Colors (Columbia)	+37
GREEN DAY Wake Me Up When September Ends (Reprise)	+36
TRAPT Stand Up (Warner Bros.)	+28
TAPROOT Calling (Atlantic)	+24
FOO FIGHTERS Best Of You (RCA/RMG)	+22
NINE INCH NAILS The Hand That Feeds (Interscope)	+22
VELVET REVOLVER Come On, Come In (Wind-up)	+19

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
CROSSFADE Cold (Columbia)	225
JET Cold Hard Bitch (Atlantic)	185
THREE DAYS GRACE Just Like You (Jive/Zomba Label Group)	160
BREAKING BENJAMIN So Cold (Hollywood)	160
NICKELBACK Figured You Out (Roadrunner/IDJMG)	150
VELVET REVOLVER Sither (RCA/RMG)	148
SHINEDOWN Burning Bright (Atlantic)	128
JET Are You Gonna Be My Girl (Atlantic)	124
COLLECTIVE SOUL Better Now (El Music Group)	122
GREEN DAY American Idiot (Reprise)	121

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

NEW & ACTIVE

INCUBUS Make A Move (Epic)
Total Plays: 82, Total Stations: 7, Adds: 0

STATIC-X I'm The One (Warner Bros.)
Total Plays: 79, Total Stations: 7, Adds: 0

SOUND AND FURY Tropical (Athelas)
Total Plays: 73, Total Stations: 3, Adds: 0

TAPROOT Calling (Atlantic)
Total Plays: 72, Total Stations: 9, Adds: 2

COLDPLAY Speed Of Sound (Capitol)
Total Plays: 71, Total Stations: 3, Adds: 0

DANKO JONES Lovercall (Razor & Tie)
Total Plays: 70, Total Stations: 3, Adds: 0

GREEN DAY Wake Me Up When September Ends (Reprise)
Total Plays: 66, Total Stations: 6, Adds: 3

SILVERTIDE Blue Jeans (J/RMG)
Total Plays: 59, Total Stations: 4, Adds: 0

SWITCHFOOT Stars (Columbia)
Total Plays: 56, Total Stations: 4, Adds: 1

BLACK LABEL SOCIETY Fire It Up (Artemis)
Total Plays: 55, Total Stations: 4, Adds: 0

Songs ranked by total plays

REPORTERS

Stations and their adds listed alphabetically by market

KZRR/Albuquerque, NM* OM: Bill May PD: Phil Mahoney APD: Jodi Civerolo No Adds	WRQK/Canton, OH* PD: Garrett Hart MD: Nick Andrews APD: James Gallagher 6 TRAPT COLD	KNCN/Corpus Christi, TX* OM: Paula Nowell APD/MD: Monte Montana 4 TRAPT MUDVAYNE	WRVC/Huntington OM/PO: Jay Huntley APD/MD: Reeves Kirner 5 THEORY OF A DEADMAN 4 DEFAULT 4 TRAPT 3 DAREDEVILS INC.	WMHR/Philadelphia, PA* PD: Steve Hoffman APD/MD: Daryl Horzell No Adds	KCAL/Riverside, CA* PD: Steve Hoffman APD/MD: Daryl Horzell No Adds	KTUX/Shreveport, LA* PD: Kevin West MD: Tyrel Stone 15 AMERICAN TRAGEDY HINDER	WMZK/Wausau, WI PD/MD: Brandon Pappas 13 TRAPT BREAKING BENJAMIN MUDVAYNE SYSTEM OF A DOWN AUDIOSLAVE
WZZD/Allentown, PA* PD: Rick Strass MD: Chris Line No Adds	WPXC/Cape Cod, MA OM: Steve McVie PD/MD: Suzanne Tonale APD: James Gallagher 5 COLD 5 TAPROOT 5 STAT-C-X 4 DISTURBED 3 AUDIOSLAVE GREEN DAY TRAPT	KQDS/Duluth OM/PO: Bill Jones APD: Jason Manning 10 TRAPT	WRKR/Kalamazoo, MI OM: Mike McElroy PD/MD: Jay Deason 14 AUDIOSLAVE 12 TRAPT 11 DAVE MATTHEWS BAND 10 GREEN DAY	WRKB/Phoenix, AZ* PD: Joe Bonadona MD: Paul Peterson 4 VELVET REVOLVER 3 STAIN'D	WROV/Roanoke, VA* PD/MD: Aaron Roberts APD: Heidi Krummet-Tate No Adds	WWDG/Syracuse, NY* OM: Rich Lambert PD: Scott MD: Scott Dixon CROSSFADE AUDIOSLAVE TAPROOT VELVET REVOLVER DISTURBED	KBZS/Wichita Falls, TX OM: Chris Walters PD: Liz Ryan APD/MD: Vicki Vox 15 10 YEARS 14 DISTURBED 8 TAPROOT 4 VELVET REVOLVER
KWHL/Anchorage, AK PD: Jan Shevin APD/MD: Brad Stennett 1 MUDVAYNE 1 AUDIOSLAVE 1 TAPROOT 1 TRAPT	WVCL/Charleston, WV OM/PO: Bill Knight 3 GREEN DAY 2 TRAPT 1 THEORY OF A DEADMAN 1 SUPAGROUP	KLAQ/El Paso, TX* OM/PO: Courtney Nelson APD/MD: Glenn Garza 4 TRAPT DEFAULT	W/DHA/Morristown, NJ* PD/MD: Terrie Carr No Adds	KUFO/Portland, OR* OM/PO: Dave Humme APD/MD: Dan Bozky 14 MUDVAYNE AUDIOSLAVE TRAPT	KRXQ/Sacramento, CA* OM/MD: Jim Fox PD: Pat Martin No Adds	WKLT/Traverse City, MI PD/MD: Terri Ray 1 CROSSFADE 1 GREEN DAY 1 AUDIOSLAVE 1 TRAPT	KWNO/Tulsa, OK* OM/PO: Don Crisi GREEN DAY TRAPT
WTOS/Augusta, ME OM/PO: Steve Smith APD: Chris Rush 17 TAPROOT 13 VELVET REVOLVER 4 COLD	WWEB/Cincinnati, OH* OM/PO: Scott Reinhart MD: Rick Vastis 5 TRAPT 1 BREAKING BENJAMIN	KFLY/Eugene, OR OM/PO: Chris Sargent CROSSFADE TRAPT	WXMM/Norfolk, VA* OM: John Thornby PD/MD: Jay Slater No Adds	WHEB/Portsmouth, NH* PD: Chris "Doc" Garrett MD: Jason "JR" Russell 1 TAPROOT 1 DISTURBED ERIC CLAPTON	KBER/Salt Lake City, UT* OM: Bruce Jones PD: Kelly Hammer APD/MD: Darby Wilcox TRAPT	KRTQ/Tulsa, OK* OM: Steve Hart PD/MD: Chris Kelly APD: Kelly Garrett No Adds	*Monitored Reporters 46 Total Reporters 27 Total Monitored 19 Total Indicator
KIDG/Beaumont, TX* OM: Joey Armstrong PD/MD: Mike Davis 9 DAY OF FIRE	WVMM/Cleveland, OH* PD: Bo Matthews MD: Hunter Scott 23 DISTURBED	WXCL/Palm Springs, CA OM: Larry Snider PD/MD: Rick Sparks 1 TRAPT	WVCT/Peoria, IL PD: Cole Reynolds MD: John Marshall 3 GREEN DAY 10 GREEN DAY 4 TRAPT 1 BILLY COGAN 1 WEEZER	WHPY/Providence, RI* PD: Scott Landini APD: Doug Palmieri MD: John Laureati ERIC CLAPTON	KSRX/San Antonio, TX* PD/MD: Mark Landis APD: Ed "Mister Ed" Lambert 14 AUDIOSLAVE DISTURBED GREEN DAY MUDVAYNE	KBRQ/Waco, TX PD/MD: Brent Henston 7 DISTURBED AUDIOSLAVE	
WPTQ/Bowling Green, KY OM/PO: Alex "Azz" Chase APD/MD: Monty Fester 17 DISTURBED 14 TRAPT 12 TRAPT 12 VELVET REVOLVER		WBBB/Raleigh, NC* PD: Jay Machis AUDIOSLAVE	KZDZ/San Luis Obispo, CA PD: John Boyle PD: Kathy Sigorelli 1 GREEN DAY				

POWERED BY
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ACTIVE ROCK TOP 50

July 15, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	SEETHER Remedy (Wind-up)	1924	+72	90787	14	58/0
5	2	FOO FIGHTERS Best Of You (RCA/RMG)	1743	+128	88186	12	58/0
3	3	NINE INCH NAILS The Hand That Feeds (Interscope)	1706	+31	83520	17	57/0
2	4	MUDVAYNE Happy? (Epic)	1685	-5	82380	23	57/0
4	5	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	1643	+15	70749	16	57/0
6	6	STAIN'D Right Here (Flip/Atlantic)	1439	+103	65493	9	58/0
15	7	DISTURBED Guarded (Reprise)	1022	+226	41740	3	51/2
10	8	DARK NEW DAY Brother (Warner Bros.)	1009	+57	32041	13	57/0
7	9	OFFSPRING Can't Repeat (Columbia)	986	-14	37180	10	54/0
8	10	SLIPKNOT Before I Forget (Roadrunner/IDJMG)	978	+2	41190	21	49/0
13	11	PAPA ROACH Take Me (Geffen)	911	+39	35778	14	52/0
12	12	CROSSFADE Colors (Columbia)	904	+27	27512	10	52/1
9	13	THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	817	-154	35563	25	47/0
11	14	CHEVELLE The Clincher (Epic)	806	-82	29574	27	48/0
14	15	GREEN DAY Holiday (Reprise)	712	-94	41270	19	45/0
17	16	INCUBUS Make A Move (Epic)	679	-44	18955	7	46/0
16	17	AUDIOSLAVE Be Yourself (Interscope/Epic)	676	-97	36884	18	47/0
20	18	VELVET REVOLVER Come On, Come In (Wind-up)	620	+48	26356	4	41/3
19	19	STATIC-X I'm The One (Warner Bros.)	564	+2	12768	12	43/0
27	20	TAPROOT Calling (Atlantic)	561	+129	20843	4	48/2
32	21	AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)	537	+232	28066	2	45/4
22	22	10 YEARS Wasteland (Republic/Universal)	524	+39	9717	6	42/4
18	23	3 DOORS DOWN Behind Those Eyes (Republic/Universal)	519	-75	17960	14	37/0
30	24	BREAKING BENJAMIN Rain (Hollywood)	479	+81	10685	3	41/2
29	25	RA Fallen Angels (Republic/Universal)	454	+39	10745	9	29/0
24	26	DAY OF FIRE Fade Away (Jive/Essential/PLG)	452	-20	10209	8	36/1
28	27	TOMMY LEE Tryin To Be Me (Independent)	451	+28	14021	6	38/1
21	28	AUDIOSLAVE Your Time Has Come (Interscope/Epic)	433	-97	14293	11	42/0
25	29	BREAKING POINT Show Me A Sign (Wind-up)	419	-8	9845	16	34/1
31	30	COLD Happens All The Time (Flip/Lava)	415	+69	11092	5	40/5
26	31	LIFE OF AGONY Love To Let You Down (Epic)	401	-34	10003	14	40/0
33	32	CKY Familiar Realm (Island/IDJMG)	333	+42	10804	6	35/0
34	33	SUBMERSED In Due Time (Wind-up)	262	-7	3903	8	23/0
36	34	DANKO JONES Lovercall (Razor & Tie)	251	+19	7179	7	23/1
38	35	30 SECONDS TO MARS Attack (Immortal/Virgin)	232	+27	3239	6	23/0
37	36	BLACK LABEL SOCIETY Fire It Up (Artemis)	227	+13	7789	10	19/0
35	37	WEEZER Beverly Hills (Geffen)	218	-33	12031	15	16/0
41	38	EXIES What You Deserve (Virgin)	205	+28	6088	5	22/2
44	39	SYSTEM OF A DOWN Question! (American/Columbia)	203	+41	10462	4	23/17
47	40	MUDVAYNE Forget To Remember (Epic)	182	+60	8519	2	40/26
43	41	DOPE Always (Artemis)	168	-5	2545	4	15/0
49	42	GREEN DAY Wake Me Up When September Ends (Reprise)	145	+51	9128	2	30/22
Debut	43	TRAPT Stand Up (Warner Bros.)	136	+136	6235	1	51/51
40	44	SKINDRED Set It Off (Lava)	129	-51	1955	7	19/0
46	45	MY CHEMICAL ROMANCE Helena (Reprise)	122	-11	2538	8	5/0
45	46	QUEENS OF THE STONE AGE In My Head (Interscope)	122	-33	2106	7	15/0
Debut	47	CHEVELLE Panic Prone (Epic)	115	+48	5938	1	16/7
42	48	INTANGIBLE Those Around You (Larkio)	113	-63	1979	11	13/0
Debut	49	SWITCHFOOT Stars (Columbia)	90	+70	2133	1	14/2
Debut	50	MEGAN MCCAULEY Die For You (Wind-up)	90	+3	984	1	9/0

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 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.). © 2005 Radio & Records.

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
TRAPT Stand Up (Warner Bros.)	51
MUDVAYNE Forget To Remember (Epic)	26
GREEN DAY Wake Me Up When September Ends (Reprise)	22
SYSTEM OF A DOWN Question! (American/Columbia)	17
DEFAULT Count On Me (TVT)	11
WEEZER We Are All On Drugs (Geffen)	8
CHEVELLE Panic Prone (Epic)	7
THEORY OF A DEADMAN Hello Lonely... (Roadrunner/IDJMG)	6
COLD Happens All The Time (Flip/Lava)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)	+232
DISTURBED Guarded (Reprise)	+226
TRAPT Stand Up (Warner Bros.)	+136
TAPROOT Calling (Atlantic)	+129
FOO FIGHTERS Best Of You (RCA/RMG)	+128
STAIN'D Right Here (Flip/Atlantic)	+103
BREAKING BENJAMIN Rain (Hollywood)	+81
SEETHER Remedy (Wind-up)	+72
SWITCHFOOT Stars (Columbia)	+70
COLO Happens All The Time (Flip/Lava)	+69

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
CROSSFADE Cold (Columbia)	509
BREAKING BENJAMIN So Cold (Hollywood)	506
BREAKING BENJAMIN Sooner Or Later (Hollywood)	428
THREE DAYS GRACE Home (Jive/Zomba Label Group)	410
PAPA ROACH Getting Away With Murder (Geffen)	408
SLIPKNOT Duality (Roadrunner/IDJMG)	391
GREEN DAY Boulevard Of Broken Dreams (Reprise)	384
THREE DAYS GRACE Just Like You (Jive/Zomba Label Group)	360
VELVET REVOLVER Fall To Pieces (RCA/RMG)	351
VELVET REVOLVER Slither (RCA/RMG)	341

NEW & ACTIVE

DEAF PEDESTRIANS 15 Beers Ago (Dotpoint/period)	Total Plays: 77, Total Stations: 8, Adds: 0
FULL SCALE Feel It (Columbia)	Total Plays: 76, Total Stations: 11, Adds: 1
FINCH Bitemarks And Bloodstains (One More Fall) (Geffen)	Total Plays: 71, Total Stations: 10, Adds: 1
MEGABETH The Scorpion (Sanctuary/SRG)	Total Plays: 65, Total Stations: 6, Adds: 0
OPIATE FOR THE MASSES Drown (WARCON)	Total Plays: 44, Total Stations: 6, Adds: 1
DEFAULT Count On Me (TVT)	Total Plays: 39, Total Stations: 15, Adds: 11
THEORY OF A DEADMAN Hello Lonely... (Roadrunner/IDJMG)	Total Plays: 30, Total Stations: 9, Adds: 6
WEEZER We Are All On Drugs (Geffen)	Total Plays: 17, Total Stations: 9, Adds: 8

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

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America's Best Testing Active Rock Songs
12+ For The Week Ending 7/15/05

Artist Title (Label)	TW	LW	Famil.	Burn	M 18-34	M 18-24	M 25-34
DISTURBED Guarded (Reprise)	4.38	-	62%	3%	4.39	4.51	4.22
MUOVAYNE Happy? (Epic)	4.37	4.41	90%	14%	4.40	4.30	4.52
SEETHER Remedy (Wind-up)	4.30	4.37	92%	11%	4.25	4.27	4.23
CHEVELLE The Clincher (Epic)	4.18	4.26	91%	20%	4.15	4.23	4.07
SLIPKNOT Before I Forget (Roadrunner/IDJMG)	4.17	4.20	81%	14%	4.18	4.13	4.23
PAPA ROACH Take Me (Geffen)	4.16	4.15	83%	10%	4.01	4.05	3.97
CROSSFADE Colors (Columbia)	4.16	4.26	72%	8%	3.99	4.15	3.81
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	4.15	4.08	96%	20%	4.18	4.50	3.84
NINE INCH NAILS The Hand That Feeds (Interscope)	4.07	4.11	96%	20%	3.89	3.98	3.78
STATIC-X I'm The One (Warner Bros.)	4.03	4.18	61%	6%	4.12	4.11	4.13
STAIN'D Right Here (Flip/Atlantic)	4.01	4.03	82%	12%	4.00	3.93	4.07
FOO FIGHTERS Best Of You (RCA/RMG)	3.96	4.00	94%	23%	4.08	4.27	3.88
THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	3.91	3.98	71%	16%	3.81	3.80	3.81
DARK NEW DAY Brother (Warner Bros.)	3.91	3.96	53%	6%	4.06	4.04	4.08
R.A. Fallen Angels (Republic/Universal)	3.90	4.13	48%	4%	3.92	4.03	3.75
OFFSPRING Can't Repeat (Columbia)	3.89	3.91	78%	14%	3.79	3.83	3.74
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	3.86	3.88	79%	15%	3.73	3.58	3.89
BREAKING POINT Show Me A Sign (Wind-up)	3.84	3.92	48%	6%	3.73	3.89	3.50
AUDIOSLAVE Be Yourself (Interscope/Epic)	3.80	3.82	92%	32%	3.77	3.75	3.80
NO ADDRESS When I'm Gone (Sadie) (Atlantic)	3.78	3.72	64%	14%	3.73	3.71	3.74
LIFE OF AGONY Love To Let You Down (Epic)	3.77	3.86	44%	7%	3.82	3.76	3.89
GREEN DAY Holiday (Reprise)	3.76	3.66	99%	46%	3.66	3.57	3.76
WEEZER Beverly Hills (Geffen)	3.72	3.56	91%	30%	3.84	3.80	3.90
AUDIOSLAVE Your Time Has Come (Interscope/Epic)	3.68	3.67	66%	13%	3.73	3.62	3.86
INCUBUS Make A Move (Epic)	3.53	3.67	60%	13%	3.60	3.80	3.25

Total sample size is 351 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. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the internet. Once passed, they can take the music test based on the 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.



ROCK TOP 30



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	FOO FIGHTERS Best Of You (RCA/RMG)	539	-6	12	14/0
2	2	GOLDPLAY Speed Of Sound (Capitol)	515	-8	12	14/0
3	3	OASIS Lyla (Epic)	455	+8	13	15/0
5	4	WEEZER Beverly Hills (Geffen)	389	+4	15	14/0
9	5	THEORY OF A DEADMAN Santa Monica (604/Universal)	360	+16	5	16/0
4	6	GREEN DAY Holiday (Reprise)	360	-57	20	13/0
6	7	AUDIOSLAVE Be Yourself (Interscope/Epic)	344	-38	17	12/0
15	8	KILLERS All These Things That I've Done (Island/IDJMG)	335	+35	6	13/3
7	9	SLOAN All Used Up (Vik/Sony BMG Canada)	331	-48	15	15/0
10	10	NINE INCH NAILS The Hand That Feeds (Interscope)	320	-7	16	12/0
13	11	54.40 Easy To Love (True North)	318	+8	9	15/0
14	12	OFFSPRING Can't Repeat (Columbia)	311	+8	9	14/0
30	13	OUR LADY PEACE Where Are You (Sony BMG Canada)	306	+191	2	14/6
8	14	MATT MAYS... Cocaine... (Sonic/Warner Music Canada)	306	-42	20	16/0
19	15	TREWS So She's Leavin' (Sony BMG Canada)	301	+55	2	17/2
11	16	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	300	-24	16	9/0
12	17	WAKING... On... (Coalition Entertainment/Warner Music Canada)	289	-17	10	14/0
17	18	WHITE STRIPES Blue Orchid (V2)	287	-1	11	9/0
18	19	SEETHER Remedy (Wind-up)	281	+20	11	11/0
16	20	GRADY Hammer In My Hand (Shady)	278	-11	14	15/0
23	21	STRIPPER'S UNION Give Up... (Universal Music Canada)	249	+46	4	11/1
20	22	AUDIOSLAVE Your Time Has Come (Interscope/Epic)	233	-7	7	12/0
25	23	U2 City Of Blinding Lights (Interscope)	221	+45	3	11/1
21	24	BIF NAKED Let Oown (Warner Music Canada)	211	-5	7	8/0
22	25	STAIN'D Right Here (Flip/Atlantic)	210	+2	5	14/1
27	26	SUM 41 Some Say (Island/IDJMG)	186	+32	3	13/1
24	27	JACK JOHNSON Sitting, Waiting... (Brushfire/Universal)	186	-10	16	12/0
26	28	3 DOORS DOWN Behind Those Eyes (Republic/Universal)	167	+8	9	11/0
29	29	GREEN DAY Wake Me Up When September Ends (Reprise)	159	+53	1	8/3
30	30	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	123	+18	1	2/0

25 Canadian 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 7/3-7/9. 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. © 2005 Radio & Records. * Indicates Cancor.

REPORTERS

Stations and their ad lists alphabetically by market

<p>KEY/Abilene, TX OM: James Cameron PDM: Frank Pann GREEN DAY ATREYU WEEZER DEFAULT TRAPT</p>	<p>WAAF/Boston, MA* PD: Keith Hastings MD: Melissa Carls 3 VELVET REVOLVER 2 AMERICAN MIRROR LIFE OF AGONY TRAPT SMILE EMPTY SOUL 10 YEARS MUDVAYNE</p>	<p>KAZR/Des Moines, IA* PD: Jim Schaefer MD: Ryan Patrick GREEN DAY CHEVELLE MUDVAYNE SYSTEM OF A DOWN DEFAULT TRAPT</p>	<p>WBYR/Ft. Wayne, IN* PD: Cindy Miller MD: Brad Stevens 2 TRAPT THEORY OF A DEADMAN SYSTEM OF A DOWN TRAPT</p>	<p>WRXW/Jackson, MS* PD: Johnny Nicks MD: Brad Stevens 2 TRAPT THEORY OF A DEADMAN SYSTEM OF A DOWN TRAPT</p>	<p>WGR/Manchester, NH PD: Alex Baker MD: John Daniels BREAKING BENJAMIN TRAPT</p>	<p>KATY/Oklahoma City, OK* PD: Chris Baker MD: John Daniels WEEZER SYSTEM OF A DOWN</p>	<p>KSSS/Dallas, TX* PDM: LA Lloyd Heston MUDVAYNE WEEZER SYSTEM OF A DOWN</p>	<p>KFMW/Waterloo, IA OM/MD: Michael Cross MD: Mike Summers 24 TRAPT SYSTEM OF A DOWN 9 GREEN DAY 7 DAY</p>
<p>WOBW/Albany, NY* PDM: Chris Walker 10 YEARS DEFAULT TRAPT</p>	<p>WYBB/Charleston, SC* OM/MD: Mike Allen GREEN DAY 1 TRAPT BREAKING BENJAMIN MUDVAYNE</p>	<p>WYWF/Detroit, MI* OM/MD: Doug Postel APDM: Mark Pennington 1 TRAPT GREEN DAY THEORY OF A DEADMAN MUDVAYNE ATREYU WEEZER</p>	<p>WJOL/Grand Rapids, MI* OM: Brent Alberts PDM: Dennis Arriens 2 TRAPT MUDVAYNE COLD</p>	<p>KOMP/Las Vegas, NV* PD: John Griffin MD: Mike Blaney THEORY OF A DEADMAN SYSTEM OF A DOWN DEFAULT TRAPT</p>	<p>WJQQ/McAllen, TX* OM: Jeff Sampson MD: Jeff Owen CHEVELLE MUDVAYNE FULL SCALE OPEN FOR THE MASSES TRAPT</p>	<p>WTRC/Pensacola, FL* PD: Jeff Sampson APDM: Mark The Shark 18 TRAPT 15 SYSTEM OF A DOWN</p>	<p>KOOZ/San Diego, CA* OM: Jim Richards PDM: Shawn Moran-Brown 2 TOMMY LEE 5 AUDIOSLAVE 4 VELVET REVOLVER 1 TRAPT GREEN DAY 2 SOUL OF THE EARTH</p>	<p>WQGN/Wausau, WI MD: Mike Summers 5 AUDIOSLAVE 4 VELVET REVOLVER 1 TRAPT GREEN DAY 2 SOUL OF THE EARTH</p>
<p>WQXR/Amherst, TX OM: Eric Steyer 10 DISTURBED 5 TRAPT 5 MUDVAYNE 5 AUDIOSLAVE 5 TAPROOT</p>	<p>WRXR/Chattanooga, TN* PD: Benji MD: Ogie No Ads</p>	<p>WZZM/Chicago, IL* PD: Bob Gamble APD: Steve Levy MD: James VanOrsdel 2 TRAPT</p>	<p>WZDR/Green Bay, WI PD: Regan Steale 12 TRAPT NO ADS</p>	<p>KZZD/Lawton, OK PD: Don "Crab" Brown APD: David Combs 16 AUDIOSLAVE 8 TRAPT 4 GREEN DAY 3 DANIEL JONES</p>	<p>KBRE/Merced, CA PDM: Mike Martinez APD: Jesse LaChance 5 AUDIOSLAVE ATREYU WEEZER SYSTEM OF A DOWN TRAPT</p>	<p>WDXO/Peoria, IL OM: Ric Morgan PDM: Matt Bahan 7 MUDVAYNE ATREYU SYSTEM OF A DOWN AUDIOSLAVE DEFAULT TRAPT CHEVELLE</p>	<p>KOPX/Santa Rosa, CA* PDM: Todd Pynn 1 MUDVAYNE TRAPT SYSTEM OF A DOWN</p>	<p>KICT/Wichita, KS* PD: Ray Michaels MD: Rick Thomas 2 MUDVAYNE 1 TRAPT WEEZER DEFAULT</p>
<p>WWWX/Appleton, WI* PDM: Ben Davis 12 GREEN DAY 10 TRAPT 9 COLD WEEZER</p>	<p>WZBF/Granville, IN OM: Mike Sanders PD: Felicity APDM: Glenn Nick 3 GREEN DAY 1 CHEVELLE 1 MUDVAYNE 1 TRAPT</p>	<p>WZLX/Hagerstown, MD OM: Rick Alexander PDM: Mike Holder APD: Shawn Quinn 11 GREEN DAY 7 TRAPT</p>	<p>WZLX/Leitchfield, OH OM: Jim Stank PDM: Jeff Peterson APD: Tommi Hill 1 CLUTCH 1 SYSTEM OF A DOWN DEFAULT SYSTEM OF A DOWN</p>	<p>WZZZ/Lexington, KY* OM: Robert Lindsey MD: Susan Taylor 1 GREEN DAY 1 AUDIOSLAVE TRAPT WEEZER</p>	<p>WZLZ/Wilkes-Barre, WI* PD: Steve Elliott MD: Naryn Men DAY OF FIRE MUDVAYNE TRAPT</p>	<p>WYSP/Philadelphia, PA* OM/MD: Tim Sabean APD: Gil Edwards MD: Salma 4 AUDIOSLAVE 3 GREEN DAY</p>	<p>KISW/Seattle, WA* OM/MD: Dave Richards APD: Ryan Castle MD: Ashley Wilson 4 TRAPT</p>	<p>WSSX/Wilkes-Barre, PA* OM: Jim Dorman PD: Chris Lloyd MD: James Mackay 1 TRAPT WEEZER DEFAULT</p>
<p>KRAB/Bakersfield, CA* OM: Steve King PDM: Danny Synonis APD: Jared Means 3 TRAPT</p>	<p>KROR/Chicago, CA OM: Ron Woodward PDM: Bob Sandoval 9 ATREYU 4 PENNYWISE 4 BREAKING BENJAMIN</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>KDJE/Little Rock, AR* OM: Sonny Victory PDM: Jeff Peterson APD: Tommi Hill 1 CLUTCH 1 SYSTEM OF A DOWN DEFAULT SYSTEM OF A DOWN</p>	<p>KRRQ/Winnipeg, MN* OM: Dave Hamilton MD: Larry Bielecki APDM: Pablo 10 COLD 9 TRAPT 3 CROSSFADE THEORY OF A DEADMAN DEFAULT</p>	<p>KUPD/Phoenix, AZ* PD: JJ Jeffries MD: Paul Bielecki 2 TRAPT 10 COLD 9 TRAPT 3 CROSSFADE THEORY OF A DEADMAN DEFAULT</p>	<p>KISW/Seattle, WA* OM/MD: Dave Richards APD: Ryan Castle MD: Ashley Wilson 4 TRAPT</p>	<p>KATS/Yakima, WA OM/MD: Ron Harris 12 TRAPT 4 WEEZER 3 GREEN DAY</p>
<p>WBYB/Baltimore, MD* PD: Owen Hill APD: Rob Hedden 24 VELVET REVOLVER 13 SYSTEM OF A DOWN 9 GREEN DAY</p>	<p>KBSM/Columbus, MO OM: Jack Lewison PD: Nathan McLeod 14 TRAPT MUDVAYNE SWITCHFOOT</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WRAT/Monmouth, NJ* OM/MD: Carl Cronin APDM: Randy Leno 11 TRAPT 2 TRAPT 10 YEARS GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>
<p>WCPB/Boston, MS* OM: Jay Taylor PD: Scott Fee APDM: Michael CHEVELLE TRAPT</p>	<p>WRZC/Columbus, OH* PD: Hal Fish APDM: Renee Hunter 3 TRAPT GREEN DAY SYSTEM OF A DOWN</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>
<p>WGBR/Binghamton, NY OM/MD: Jim Foss APDM: Tim Boland No Ads</p>	<p>WRZC/Columbus, OH* PD: Hal Fish APDM: Renee Hunter 3 TRAPT GREEN DAY SYSTEM OF A DOWN</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>	<p>WZLX/Springfield, MA* PD: Neal Mistry APDM: Courtney Quinn 1 MUDVAYNE 3 GREEN DAY</p>



*Monitored Reporters

88 Total Reporters

58 Total Monitored

30 Total Indicator

Did Not Report,
Playlist Frozen (5):
KLFX/Killeen, TX
KZRX/Springfield, MO
WABX/Huntington
WRBR/South Bend, IN
WYXX/Panama City, FL



KEVIN STAPLEFORD
kstapleford@radioandrecords.com

PART ONE OF A TWO-PART SERIES

The Homegrown Legacy Of Sublime

How the ska-punk pioneers cultivated their own marketing blueprint

Over a decade ago Sublime rose from the Southern California skate and surf-rat scene to become one of the top-selling rock bands of the '90s. While doing so, they struggled to maintain an indie identity and pioneered an alternative marketing path that has since been extremely well-traveled.

Before the Warped Tour and televised extreme sports, there was Sublime. In the early '90s drummer Bud Gaugh, bassist Eric Wilson and vocalist-guitarist Bradley Nowell came straight out of Long Beach and harnessed the raw power of a fledgling So Cal anti-corporate music scene. They fought major-label pressure to capitalize on a surprise novelty hit, they spurned traditional touring tactics, and they set themselves up for a mind-boggling breakthrough.

When that breakthrough finally came, following the 1996 release of their self-titled major-label debut, Nowell was dead and Sublime was essentially over. Thanks to a solid foundation built on do-it-yourself marketing, however, the legend of the band has grown exponentially. The *Sublime* CD continues to sell over 5,000 copies every week, and a tribute album, *Look at All the Love We've Found*, was released last month.

'L.A. Was So Uncool'

"We were all just a bunch of friends hanging out," Gaugh says, describing the humble beginnings of Sublime. "Eric and I had been in punk bands before, and Brad brought the reggae element into it. But it was really hard to get a gig back then. All the clubs were looking for shit like Motley Crue and Winger, so every time we went to L.A. we were playing with a bunch of guys wearing makeup and hairspray."

"If radio hadn't wanted to play ball with us, we would've just started our own league."

Bud Gaugh

"Finally, a couple of Orange Country promoters decided that they liked our sound, and they started booking us with bands like Pennywise and No Doubt. That's when things started to work, and we were like, 'Jesus Christ! If only we could get into the position of being a promoter in Los Angeles, we could open clubs and pack them with bands and kids every night.' It was dumbfounding to us. L.A. was so uncool."

In early 1991 Sublime released *40 Oz. to Free-*



Sublime

dom on their own imprint, Skunk Records. *Robbin' the Hood* appeared the following year, as they took a cautious step toward the majors by teaming with Gasoline Alley in a joint venture with MCA Records.

"An intern brought us one of their demos, and everything changed for us," says Zach Fischel, who oversaw the band's marketing at Gasoline Alley and continued to do so once the band formed its own subsidiary label, Cornerstone Recording Arts Society.

"Instead of putting them through the MCA system, though, we had our own independent distribution, and we hired kids out of college to work retail. We got on the phones and did our own promotion and our own touring and basically started developing Sublime from the street level."

"We always prided ourselves on being kind of a family business," says Gaugh. "And we learned pretty quickly that we had to keep that kind of trust throughout the whole organization. In fact, that's what drew people to us originally."

"Our whole approach was totally pure, and we put all of our energy into writing music that we enjoyed. Fuck everybody else! We didn't care what L.A. was doing. We weren't doing this for the money; we were playing for free beer and girls' phone numbers. It was all for fun."

Thinking Long-Term

And then came "Date Rape." In 1995 KROQ/Los Angeles picked up on the controversial

ditty (two years after its initial release), and it soon grew into a major Alternative hit.

"That's when MCA took note of what they had," says Fischel. "They decided it was time to put Sublime into the MCA system, but we were fortunate enough to convince them to keep the band independent until their self-titled CD was done. We pointed out that everything had been totally organic up to that point and things were going really well."

"Also, for the kids who were helping us develop Sublime, it was such a cool thing to be a fan and to feel like you were a part of something independent. The whole do-it-yourself thing was an important part of what we were doing, and we wanted to keep that going for as long as we possibly could."

Meanwhile, the members of Sublime chafed at the idea of sipping the corporate Kool-Aid and laying all their bets on a 2-year-old novelty single. "We were really happy with the radio support, but we didn't want to become the 'Date Rape' band," Gaugh says.

"It actually got to the point that promoters would write into our contracts that we had to play that song. We hadn't played it in our set in years, so to our core fans it was kind of a punch in the face. 'Oh, so you guys have to play that crappy old song because it's on the radio.'"

"There came a point where we had to stand up for ourselves and not play it. It wasn't the easiest solution, and a lot of people didn't understand it, but we weren't going to jump through anybody's hoops. That's the only way that we avoided becoming one-hit wonders."

Was the band afraid that their obstinance would result in a radio backlash? "Hey, if radio hadn't wanted to play ball with us, we would've just started our own league," Gaugh says with a laugh. "We would have been happy to play on small stages for the rest of our lives. We were going to see all our friends grow old and gray, and we'd all stay in the same scene and live happily ever after. Dude, why save up money to buy a house? We were going to live in a van forever!"

Riding Warped's First Wave

And then came the first Warped Tour. "When Kevin Lyman came to us with the Warped Tour idea in 1995, we were all over it," Fischel says. "The people at MCA had other ideas of how tours were supposed to work, hooking us up with another artist and sending us out."

We told them, 'No, the Warped Tour is something that we need to do.' It was all about the surfers and the skaters, and we said, 'This is the crowd we want to hit, and we don't want to stop hitting it.'"

"That was the first time that we got to ride in a real tour bus, so we were pretty stoked," says Gaugh. "We wanted to share a bus with L7, because they seemed like fun ladies, but we got stuck with these guys called Orange Nine Millimeter, and there was friction from Day One. One guy wouldn't shower, and another one wanted to sleep with my brother, but we made the best of it."

"The Warped Tour seemed like it really helped us out a lot, although it wasn't nearly as big as it is now. There would be anywhere from 5,000 to 10,000 people at every show. It was a good deal, but we got in a little bit of trouble and got kicked off the tour."

"We invited [Brad Nowell's infamous Dalmanian] Lou Dog along, and he bit some skaters, and

"The Warped Tour was all about the surfers and the skaters, and we said, 'This is the crowd we want to hit.'"

Zach Fischel

we became a liability. New York was our last show, but they asked us to come back to do the West Coast. They decided they needed us."

Hitting The Big Time

The organic touring plan continued even as the band wound their way to Austin to record the *Sublime* CD with Paul Leary of The Butthole Surfers. "Paul was like a god to us," Gaugh says. "A notch above God, in our eyes. Here we were recording with him at Willie Nelson's ranch, and we thought we had really hit the big time. We were in a daze, like silly, giddy little girls."

"In the back of my mind I was wondering how we were going to pull it off, but it all came together. We recorded maybe two songs every day. It seemed to flow. It's like we were riding on a magic carpet."

Fischel says, "All of us who were acting as Cornerstone and Skunk Records were only four or five years into the music industry, so we really didn't know what would happen next, but everything was coming together. We all felt good about the music. That's what we all believed in, and it led us. The music was our driving force."

"We kept the touring and development going, and we could definitely feel a big groundswell. We followed up the Warped Tour with some East Coast dates right before we headed to Texas to record the next album."

"Suddenly, we were in places like New York and Washington, DC and Boston playing in front of a thousand people who were all there for Sublime. People knew the lyrics to every song on *40 Oz. to Freedom*. The band was blown away. That's when we all sat down and said, 'Man, this is really working.'"

The End Of The Beginning

The groundswell continued to grow even after Bradley Nowell died of a heroin overdose on May 25, 1996. His death followed a sold-out show at the Phoenix Theatre in the Northern California town of Petaluma and preceded the release of the *Sublime* CD by two months.

"That whole period is kind of a blur," Gaugh says. "We really were on this magic ride, like I said, and it felt like somebody yanked the carpet out from under us, and there we were, 3,000 feet in the air without a parachute."

"We had a whole big group at Cornerstone at that time, and we went up to the Petaluma show together," says Fischel. "It was a family trip, a sold-out show, and we all had a great time. The vibe was really good, and we headed back to San Francisco to spend the night. Once we got there, that's when we heard about Brad. It changed all of our lives, that's for sure."

In Part Two of the Sublime saga, the organic marketing miracle continues, resulting in one of the most unlikely mega-hit albums in history. A full decade of fan devotion followed, setting the stage for an all-star Sublime tribute album just in time for the summer of 2005.

ALTERNATIVE TOP 50

July 15, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (M)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	FOO FIGHTERS Best Of You (RCA/RMG)	2826	+52	143218	12	79/0
2	2	NINE INCH NAILS The Hand That Feeds (Interscope)	2527	-37	133387	17	78/0
3	3	WEEZER Beverly Hills (Geffen)	2325	-195	129900	16	77/0
5	4	GORILLAZ Feel Good Inc. (Virgin)	2047	+123	96691	15	71/0
4	5	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	2016	-30	94612	16	66/0
7	6	SEETHER Remedy (Wind-up)	1970	+63	83838	14	62/2
6	7	COLDPLAY Speed Of Sound (Capitol)	1840	-75	94103	12	73/0
8	8	STAIN'D Right Here (Flip/Atlantic)	1612	+86	71269	8	69/2
10	9	GREEN DAY Wake Me Up When September Ends (Reprise)	1548	+105	80916	6	66/4
9	10	OFFSPRING Can't Repeat (Columbia)	1506	+6	66075	10	71/0
11	11	GREEN DAY Holiday (Reprise)	1279	-51	64153	27	69/0
13	12	MY CHEMICAL ROMANCE Helena (Reprise)	1255	+34	47248	19	61/0
14	13	MUDVAYNE Happy? (Epic)	1155	-51	39282	22	49/0
16	14	BECK Girl (Interscope)	1106	+114	45004	7	66/6
12	15	WHITE STRIPES Blue Orchid (V2)	1093	-157	47879	12	59/0
15	16	BRAVERY An Honest Mistake (Island/IDJMG)	1084	-11	57698	22	52/0
17	17	INCUBUS Make A Move (Epic)	982	+33	30944	7	49/0
20	18	KILLERS Mr. Brightside (Island/IDJMG)	867	+25	51367	40	49/0
22	19	CROSSFADE Colors (Columbia)	834	+81	24339	7	47/0
23	20	FALL OUT BOY Sugar, We're Goin' Down (Island/IDJMG)	827	+84	36112	9	52/5
18	21	AUDIOSLAVE Be Yourself (Interscope/Epic)	821	-75	51928	18	49/0
24	22	RISE AGAINST Swing Life Away (Geffen)	803	+61	26982	10	50/6
35	23	SWITCHFOOT Stars (Columbia)	677	+227	24144	2	46/5
33	24	AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)	673	+217	30914	3	57/15
25	25	TRANSPLANTS Gangsters & Thugs (La Salle/Atlantic)	652	+2	19441	7	48/1
29	26	HOT HOT HEAT Middle Of Nowhere (Sire/Reprise)	546	+29	24145	7	37/2
36	27	DISTURBED Guarded (Reprise)	527	+91	18759	2	26/3
21	28	AUDIOSLAVE Your Time Has Come (Interscope/Epic)	503	-252	14772	11	44/0
30	29	JIMMY EAT WORLD Futures (DreamWorks/Interscope)	500	-16	19636	9	28/0
43	30	KILLERS All These Things That I've Done (Island/IDJMG)	496	+192	36931	2	44/7
27	31	GARBAGE Bleed Like Me (Geffen)	473	-87	14469	9	39/0
32	32	QUEENS OF THE STONE AGE In My Head (Interscope)	464	-1	9852	7	35/0
34	33	STEREOPHONICS Dakota (You Made Me Feel Like The One) (V2)	459	+3	17867	11	28/0
38	34	30 SECONDS TO MARS Attack (Immortal/Virgin)	450	+30	17341	4	36/4
26	35	KILLERS Smile Like You Mean It (Island/IDJMG)	445	-155	23690	20	35/0
47	36	TAPROOT Calling (Atlantic)	435	+153	14212	2	38/7
37	37	KASABIAN L.S.F. (Lost Souls Forever) (RCA/RMG)	429	+8	9802	8	41/1
28	38	PAPA ROACH Take Me (Geffen)	420	-110	11358	12	32/0
39	39	BLOC PARTY Banquet (Atlantic)	407	-4	19571	10	31/0
40	40	ALKALINE TRIO Time To Waste (Vagrant)	398	+43	12929	8	30/0
31	41	3 DOORS DOWN Behind Those Eyes (Republic/Universal)	383	-88	12114	13	20/0
49	42	WEEZER We Are All On Drugs (Geffen)	355	+81	19178	2	51/26
42	43	BREAKING BENJAMIN Rain (Hollywood)	338	+31	10960	2	26/1
44	44	COLD Happens All The Time (Flip/Lava)	329	+34	12325	3	24/2
41	45	DEAD 60S Riot Radio (Epic)	319	-27	10802	9	32/0
48	46	DARK NEW DAY Brother (Warner Bros.)	313	+32	9653	5	21/0
45	47	10 YEARS Wasteland (Republic/Universal)	307	+13	5798	3	20/0
50	48	HAWTHORNE HEIGHTS Ohio Is For Lovers (Victory)	266	-1	5528	5	24/1
-	49	SLIPKNOT Before I Forget (Roadrunner/IDJMG)	263	+15	11201	17	13/1
-	50	JACK JOHNSON Good People (Brushfire/Universal)	252	+96	10894	1	21/5

Debut

79 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 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2005, Arbitron Inc. © 2005 Radio & Records.

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
TRAPT Stand Up (Warner Bros.)	37
WHITE STRIPES My Doorbell (Third Man/V2)	29
WEEZER We Are All On Drugs (Geffen)	26
SYSTEM OF A DOWN Question! (American/Columbia)	16
AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)	15
DEFAULT Count On Me (TV7)	8
KILLERS All These Things That I've Done (Island/IDJMG)	7
TAPROOT Calling (Atlantic)	7
BECK Girl (Interscope)	6
RISE AGAINST Swing Life Away (Geffen)	6

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SWITCHFOOT Stars (Columbia)	+227
AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)	+217
TRAPT Stand Up (Warner Bros.)	+198
KILLERS All These Things That I've Done (Island/IDJMG)	+192
TAPROOT Calling (Atlantic)	+153
GORILLAZ Feel Good Inc. (Virgin)	+123
BECK Girl (Interscope)	+114
GREEN DAY Wake Me Up When September Ends (Reprise)	+105
JACK JOHNSON Good People (Brushfire/Universal)	+96
DISTURBED Guarded (Reprise)	-91

NEW & ACTIVE

U2 City Of Blinding Lights (Interscope)
Total Plays: 214, Total Stations: 19, Adds: 1
TRAPT Stand Up (Warner Bros.)
Total Plays: 213, Total Stations: 37, Adds: 37
VELVET REVOLVER Come On, Come In (Wind-up)
Total Plays: 199, Total Stations: 15, Adds: 1
SYSTEM OF A DOWN Question! (American/Columbia)
Total Plays: 190, Total Stations: 27, Adds: 16
FINCH Bitemarks And Bloodstains (One More Fall) (Geffen)
Total Plays: 157, Total Stations: 18, Adds: 3
INTERPOL Narc (Matador)
Total Plays: 148, Total Stations: 11, Adds: 0
CAKE The Guitar Man (Columbia)
Total Plays: 148, Total Stations: 8, Adds: 0
FRAY Over My Head (Cable Car) (Epic)
Total Plays: 127, Total Stations: 14, Adds: 2
KINGS OF LEON Four Kicks (RCA/RMG)
Total Plays: 127, Total Stations: 13, Adds: 1
CKY Familiar Realm (Island/IDJMG)
Total Plays: 127, Total Stations: 11, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

NEW

ON YOUR DESK
JULY 20TH

IMPACTING
JULY 26TH

DON'T TREAD ON ME



JOHN SCHOENBERGER
jschoenberger@radioandrecords.com

Today's Marketing & Promotion

The more things change, the more they stay the same

Triple A radio is known for its extensive involvement in the community. Through well-established benchmark promotions and innovative marketing, many successful stations have closely aligned themselves with an audience that is known for its affluence and active lifestyle.

Few stations, though, have achieved the level of awareness that Susquehanna-owned KFOG/San Francisco has, under the guidance of Marketing & Promotion Director Jude Heller. Heller has made branding the station a science, and KFOG's listeners — collectively known as Fogheads — are about as loyal as an audience can be.

In keeping with this issue's theme of radio marketing and promotion, I talked with Heller about the things KFOG does to remain successful in the Bay Area and how her job has evolved over the past dozen years or so.



Jude Heller

R&R: *While your tools have become versatile and varied, have the expectations of the listeners changed that much?*

JH: Not really. Just because everything has become so high-tech doesn't mean people have changed. The only thing people want you to do is remember to communicate with them. It doesn't matter what kind of crazy gadget or crazy promotion you are throwing at them. As long as you are talking to them one-on-one and you respect them, you can maintain and enrich the relationship. That then expands to creating a like-minded community of people who like doing things together.

There are a lot of radio stations out here now doing the same things we do, so you have to be focused on your own efforts and differentiate what you do as best you can from what the others

"I will go on the record to say it is time for something totally new. I, or someone like me, is going to invent something brand-new in the area of promotion and marketing, and I think it is going to happen sooner rather than later."

ers are doing in the market. We are always trying to reach out and get new people interested — or more interested — in KFOG, but we also have to never lose sight of the Fogheads who love this station and support us in almost everything we do.

For our clients, these days it's all about what you can do beyond the 30s and 60s. That is what my job is all about. Thirteen years ago nontraditional revenue was the big buzzword in radio. Today NTR is a regular revenue source.

We still sell spots, but we also sell our website, we sell our e-mails, and we have a variety of events that sponsors can tie in to on one level or another to get closer to our listeners. Our an-

R&R: *How long have you been at KFOG?*

JH: It's been 13 years and three PDs. I came in moments before Greg Solk was hired as PD at the station in the early '90s. I actually wrote the press release for Susquehanna for Greg's hire. I remember I put a couple of sentences in there saying something like, "In a masterstroke, Greg Solk hires Jude Heller as his Promotions Director." I remember we had a big laugh about that, because at the time he was still in Chicago and hadn't even started yet.

I worked with OM Paul Marszalek for many years and, now, current PD Dave Benson. I know being at a station for 13 years is kind of against the norm for radio, but it is the Susquehanna model. They like to hold on to people — provided, of course, you are doing your job and delivering results.

R&R: *How has your day-to-day job changed over time?*

JH: When I was driving to work this morning, knowing that you and I would talk today, I got real serious thinking about what we were going to address in our conversation. There is really nothing new in promotions. There are new objects and new promotional items and new ways to reach people, but the basic premise hasn't changed all that much. The idea is still, basically, to reach out and develop one-on-one relationships with as many listeners as possible.

But, at the same time, things have also changed dramatically. Many of the ways we market and promote radio these days have come into being over the past 13 years — the biggest thing being the Internet. It is so amazing how much the technology has changed and, along with that, the ways we can reach out to our listeners. The station's website, e-mails and sophisticated databases and the ways to use them are all pretty revolutionary.

KFOG Benchmark Events

Here are some of KFOG/San Francisco's key annual activities. According to KFOG Marketing & Promotion Director Jude Heller, "Most are focused on the music, and that, in turn, maintains our relationship with our listeners on a personal level. The main thrust is doing things to help the community. Those basic building blocks don't change, and they are pretty much the same for all Triple A stations. What changes from year to year is the spin we put on them."



- Kaboom! — The station's May fireworks and concert event, which draws about 400,000 people each year.
- Spring Break — A first-quarter event where KFOG rents an amusement park in the hours before the park opens and invites all the Fogheads to come have some fun.
- Local Music Month — A summer series in which KFOG showcases up-and-coming local acts for a month. It takes place at a variety of venues, and the shows are free. Plus, there's a local-music CD sampler that features the participating artists. The low-dough disc sells for \$5 and benefits Music in Schools Today.
- Bridge to Bridge — A running event that KFOG does in October to raise money for a local charity.
- Concerts for Kids — A holiday concert and toy drive that benefits such kids' charities as Make-a-Wish.
- KFOG: Live From the Archives — The station's annual charity CD of live performances.

nual Kaboom! event is the biggest of these. But also keep in mind that many of these events have taken a long-term commitment to make them into what they are today in terms of revenue.

R&R: *I imagine economic cycles play a part too.*

JH: You bet. We are just seeing the turn from the big dot-com bust of a few years ago. People and companies are only now really starting to reach out and explore the ways we can help them market themselves and their products again. They aren't ready to throw money around like they once did, but they do have budgets and are figuring out the best ways to use their money wisely.

Fortunately, we now have many different ways they can partner with us and make it mutually beneficial. We also have the advantage of a 20-plus-year history in this format, and that consistency works to our advantage. We pretty much don't have to convince people that we can deliver folks. Clients know that when we ask our listeners to participate in something, the Fogheads will show up.

To ensure that, we have to be careful what kind of events we sponsor or attach ourselves to. As long as it took to develop the trust we have with our audience, we could easily lose it if we do too many of the wrong things.

The mantra of most Triple A stations is "It's about the listener and their lifestyle, and it's about the trust," but you have to be sure not to take yourself too seriously. A sense of humor will help in anything you do. And when you end up doing something that really works — such as the goofy "Happy Birthday" e-mail we developed with our morning host, Dave Morey — you eventually have to come up with something even better. My husband calls this the "success disaster."

R&R: *Marketing and promotion works closely with both the sales and programming departments. That means you have to walk a fine line. Who pulls on you more?*

JH: I'd have to say that sales is more demanding, because they are often driven by revenue goals, and that sometimes makes them want to make almost anything work. My department and programming — or, more specifically, me and Benson and our new MD, Kelly Ransford

— can sit down and talk about things we want to do and have a clearer picture of the right way to do them with our audience in mind.

Sales may want to make something fit that, frankly, doesn't. With sales we often have to come up with alternatives that they can take back to the client that make more sense for us. And we feel for them. Most of the time it works itself out, but sometimes it doesn't. Fortunately, our GM, Dwight Walker, and GSM, Dave Milner, will defer to programming when it comes to the final call.

R&R: *What if you are in a small or medium market and you don't have the resources KFOG does?*

JH: There are plenty of things you can do. It's all about getting out and meeting and touching the lives of your listeners or potential listeners. You can turn almost any event or service your station does into a marketing and promotion event with very few resources. Just make it fun and honest, and you'll get benefit from it.

Get local businesses involved as partners as opposed to clients. Find out what your community institutions need or can offer, and team up with them. As they say in that cruise commercial: Just get out there! Doing anything — no matter how small or seemingly corny — is better than doing nothing.

R&R: *So you, in promotion and marketing, are doing the same things you've always done, but in new ways?*

JH: In many ways, yes — and much of that has to do with whatever new tool or tools you have at your disposal to accomplish them with. I am a marketing curmudgeon. I look at the opportunities that other stations or other companies have, and I am amazed at how often they don't take advantage of them. Everything can be construed as marketing or promotion if you package and present it in the right way — as long as it is in tune with your larger goals.

But, having just said that, I will go on the record to say it is time for something totally new. I, or someone like me, is going to invent something brand-new in the area of promotion and marketing, and I think it is going to happen sooner rather than later. You've got my creative juices flowing now!

TRIPLE A TOP 30

July 15, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	COLDPLAY Speed Of Sound (Capitol)	576	-24	28472	12	26/0
2	2	JACK JOHNSON Good People (Brushfire/Universal)	536	+34	27791	9	25/0
4	3	SNOW PATROL Chocolate (A&M/Interscope)	385	-14	17274	23	22/0
3	4	DAVE MATTHEWS BAND American Baby (RCA/RMG)	370	-43	20395	17	25/0
6	5	RINGSIDE Tired Of Being Sorry (Flawless/Geffen)	335	+10	12085	15	20/0
7	6	U2 City Of Blinding Lights (Interscope)	296	+14	13715	5	19/1
10	7	LOW MILLIONS Statue (Manhattan/EMC)	288	+28	11244	13	20/0
5	8	WALLFLOWERS Beautiful Side Of Somewhere (Interscope)	283	-43	10194	15	21/0
9	9	JASON MRAZ Wordplay (Atlantic)	271	+10	9587	8	17/0
8	10	KEANE Everybody's Changing (Interscope)	262	-16	10904	19	16/0
11	11	DESOL Karma (Curb/Reprise)	260	+6	10867	7	22/0
12	12	BECK Girl (Interscope)	256	+6	10872	6	18/1
13	13	KYLE RIABKO What Did I Get Myself Into (Aware/Columbia)	250	0	8434	13	20/0
15	14	MIKE DOUGHTY Looking At The World From The Bottom Of A Well (ATO/RMG)	247	+20	13515	8	21/3
14	15	U2 Sometimes You Can't Make It On Your Own (Interscope)	224	-14	12282	21	22/0
16	16	AUDIOSLAVE Be Yourself (Interscope/Epic)	223	-1	11409	15	12/0
17	17	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	191	-19	9383	18	16/0
19	18	JOHN HIATT Master Of Disaster (New West)	185	+1	6881	4	15/0
25	19	BRUCE SPRINGSTEEN All The Way Home (Columbia)	181	+24	10259	4	14/1
22	20	REDWALLS Thank You (Capitol)	169	+7	4335	9	14/0
18	21	SHORE Waiting For The Sun (Maverick/Reprise)	169	-15	5478	4	13/0
27	22	DAVE MATTHEWS BAND Dreamgirl (RCA/RMG)	168	+14	10003	2	13/6
Debut	23	AMOS LEE Keep It Loose, Keep It Tight (Blue Note/EMC)	165	+53	6277	1	15/3
26	24	AQUALUNG Brighter Than Sunshine (Slightly Bigger/Red Ink/Columbia)	162	+7	6075	3	19/2
20	25	RAY LAMONTAGNE Forever My Friend (RCA/RMG)	162	-16	6050	7	14/0
21	26	KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	161	-14	5748	20	12/0
24	27	AIMEE MANN Going Through The Motions (Superego/United Musicians/Music Allies)	158	-1	6152	9	12/0
23	28	BEN LEE Catch My Disease (New West)	143	-18	6662	18	13/0
Debut	29	GREEN DAY Holiday (Reprise)	137	+29	6610	1	5/0
28	30	GLEN PHILLIPS Duck & Cover (Lost Highway)	127	-14	2598	12	12/0

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 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.). © 2005 Radio & Records.

NEW & ACTIVE

LUCE Buy A Dog (Joe's Music)
Total Plays: 104, Total Stations: 7, Adds: 0
MAIA SHARP Red Dress (Kach)
Total Plays: 102, Total Stations: 9, Adds: 0
VAN MORRISON Stranded (Geffen)
Total Plays: 88, Total Stations: 11, Adds: 3
TRISTAN PRETTYMAN Love Love Love (Virgin)
Total Plays: 88, Total Stations: 11, Adds: 0

PAT MCGEE BAND Must Have Been Love (Kirtland)
Total Plays: 85, Total Stations: 10, Adds: 0
LIFEHOUSE You And Me (Geffen)
Total Plays: 81, Total Stations: 5, Adds: 0
GREEN DAY Wake Me Up When September Ends (Reprise)
Total Plays: 80, Total Stations: 5, Adds: 2
CITIZEN COPE / **ROBERT RANDOLPH** Son's Gonna Rise (Arista/RMG)
Total Plays: 78, Total Stations: 5, Adds: 0
KATHLEEN EDWARDS In State (Zoe/Rounder)
Total Plays: 76, Total Stations: 8, Adds: 2
BEN FOLOS Landed (Epic)
Total Plays: 76, Total Stations: 6, Adds: 0

Songs ranked by total plays

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
TRACY CHAPMAN Change (Atlantic)	12
WHITE STRIPES My Doorbell (Third Man/V2)	7
DAVE MATTHEWS BAND Dreamgirl (RCA/RMG)	6
NICKEL CREEK When In Rome (Sugar Hill)	5
DAVID GRAY The One I Love (ATO/RCA/RMG)	4
MIKE DOUGHTY Looking At The World From The Bottom Of A Well (ATO/RMG)	3
AMOS LEE Keep It Loose, Keep It Tight (Blue Note/EMC)	3
VAN MORRISON Stranded (Geffen)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
AMOS LEE Keep It Loose, Keep It Tight (Blue Note/EMC)	+53
TRACY CHAPMAN Change (Atlantic)	+42
DAVID GRAY The One I Love (ATO/RCA/RMG)	+36
JACK JOHNSON Good People (Brushfire/Universal)	+34
GREEN DAY Holiday (Reprise)	+29
FRAY Over My Head (Cable Car) (Epic)	+29
LOW MILLIONS Statue (Manhattan/EMC)	+28
SPIN DOCTORS Can't Kick The Habit (Ruffnation)	+27
BRUCE SPRINGSTEEN All The Way Home (Columbia)	+24
MELISSA ETHERIDGE Refugee (Island/IDJMG)	+21

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
BLUE MERLE Burning In The Sun (Island/IDJMG)	172
JOHN BUTLER TRIO Zebra (Lava)	160
JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	156
GREEN DAY Boulevard Of Broken Dreams (Reprise)	145
KEANE Somewhere Only We Know (Interscope)	140
COLLECTIVE SOUL Better Now (EI Music Group)	127
HOWIE DAY Collide (Epic)	125
JET Look What You've Done (Atlantic)	119
TORI AMOS Sleeps With Butterflies (Epic)	113
BETTER THAN EZRA A Lifetime (Artemis)	110

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

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August 10-13, 2005
Millennium Harvest House Hotel
Boulder, Colorado

AMERICANA TOP 30 ALBUMS



July 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	THIS WEEK PLAYS	+/- PLAYS	CUMULATIVE PLAYS
1	1	JOHN PRINE Fair And Square (<i>Oh Boy</i>)	618	-21	8409
3	2	DWIGHT YOAKAM Blame The Vain (<i>New West</i>)	577	+39	2695
4	3	JOHN HIATT Master Of Disaster (<i>New West</i>)	568	+56	2308
2	4	ROBERT EARL KEEN What I Really Mean (<i>Koch</i>)	554	-75	6982
5	5	ROBBIE FULKS Georgia Hard (<i>Yep Rec</i>)	446	-18	4023
8	6	C. TAYLOR & C. RODRIGUEZ Red Dog Tracks (<i>Back Porch/EMC</i>)	427	+11	4023
7	7	RYAN ADAMS AND THE CARDINALS Cold Roses (<i>Lost Highway</i>)	410	-17	4624
6	8	SHELBY LYNNE Suit Yourself (<i>Capitol</i>)	406	-28	3376
10	9	GREENCARDS Weather And Water (<i>Dualtone</i>)	399	+26	1654
19	10	ADRIENNE YOUNG The Art Of Virtue (<i>AddieBelle</i>)	379	+115	801
9	11	HAYES CARLL Little Rock (<i>Highway 87 Music</i>)	353	-57	9623
15	12	CAITLIN CARY & THAO COCKRELL Begonias (<i>Yep Rec</i>)	340	+40	1401
11	13	SHOOTER JENNINGS Put The O Back In Country (<i>Universal South</i>)	338	-10	6722
12	14	VARIOUS ARTISTS Fins, Chrome And The Open... (<i>95 North</i>)	324	-17	1374
Debut	15	SON VOLT Okemah And The Melody... (<i>Transmit Sound/Legacy</i>)	320	+126	744
13	16	BRUCE SPRINGSTEEN Devils And Dust (<i>Columbia</i>)	315	-16	3579
14	17	LOS SUPER SEVEN Heard It On The X (<i>Telarc</i>)	275	-53	7425
18	18	DONNA THE BUFFALO Life's A Ride (<i>Wildlife</i>)	247	-21	2439
16	19	RED STICK RAMBLERS Right Key Wrong Kevhole (<i>Memphis Int'l</i>)	244	-39	3081
Debut	20	MICHELLE SHOCKED Don't Ask Don't Tell (<i>Mighty Sound</i>)	242	+59	618
26	21	ALISON BROWN Stolen Moments (<i>Compass</i>)	233	+24	3038
20	22	RECKLESS KELLY Wicked Twisted Road (<i>Sugar Hill</i>)	219	-41	9406
Debut	23	WILLIE NELSON Countryman (<i>Lost Highway</i>)	219	+53	729
24	24	CLUMSY LOVERS Smart Kid (<i>Nettwerk</i>)	218	-5	1610
Debut	25	PATRICIA VONNE Guitars & Castanets (<i>Bandolera</i>)	214	+25	968
27	26	S. EARLE AND M. STUART S & M Communion Bread (<i>Fonzola</i>)	211	+4	1072
Debut	27	TWO TONS OF STEEL Vegas (<i>Palo Duro</i>)	211	+41	679
22	28	LUCINDA WILLIAMS Live At The Filmore (<i>Lost Highway</i>)	209	-21	2091
21	29	MARY GAUTHIER Mercy Now (<i>Lost Highway</i>)	208	-32	8026
17	30	VARIOUS ARTISTS A Tribute To Billy Joe Shaver: Live (<i>Compadre</i>)	207	-69	4920

The Americana Airplay chart represents the reported play of terrestrial radio stations, nationally syndicated radio shows, satellite radio and internet stations that have agreed to submit weekly spin counts. For more information please visit www.americanamusic.org. © 2005 Americana Music Association.

AMERICANA SPOTLIGHT

By John Schoenberger

Artist: The Believers

Label: Bona Fide



It is nice to know that there is more going on in Seattle these days than the post-grunge scene, and The Believers — Cynthia Frazzini and Craig Aspen — are proof positive of that. Taking their cues from the many facets of Americana and roots music, this duo creates a passionate and honest sound that will get your attention and keep it. *Crashyertown* is the indie band's second release, and it features great contributions from such players as producer-drummer-organist Steve Adamek and bassist Garey Shelton, as well as Asleep At The Wheel's Dan Tyack on pedal steel, Ranch Romance's Nova Devine on accordion, and Bad Livers frontman Danny Barnes on banjo. Find out why Buddy Miller says, "*Crashyertown* is great — everything about it." Standout tracks include "Get Started," "Railroad Spikes & Shotgun Shells," the title track and their version of Bob Dylan's "Subterranean Homesick Blues."

AMERICANA NEWS

Country soul legend Big Al Downing passed away on July 4 from complications of acute lymphoblastic leukemia, for which he had recently been hospitalized in Massachusetts. Best known for his hits "Mr. Jones" and "Touch Me," Downing had a far-reaching impact on the country genre. His music, a soul-based true country sound, won this veteran songwriter, musician and performer fans around the globe... Some 20,000 fans gathered at the Fort Worth Stockyards in Texas for Willie Nelson's 32nd annual Fourth of July picnic. This year's performers included Bob Dylan, Ray Price, Los Lonely Boys, Johnny Bush, David Allan Coe, Billy Joe Shaver, Jessi Colter, Ray Wylie Hubbard and Ray Benson. Nelson hosted his first Fourth of July picnic in 1973, in Dripping Springs, TX... Alison Krauss & Union Station are embarking on their first European tour in six years in September, heading for Dublin, Ireland; Edinburgh and Glasgow, Scotland; and Manchester, Gateshead, Birmingham and London, England... Arizona-based Calexico are at work on their next studio album, which should be out in the spring of 2006... Critically acclaimed Australian artist Kasey Chambers will visit the U.S. next month for her first dates here since the release of her third album, *Wayward Angel*. The run will include 16 dates. Among the stops will be an appearance at the Newport Folk Festival on Aug. 7 and one on the West Virginia Public Broadcasting show *Mountain Stage* on Aug. 14.

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
JEFF BLACK Tin Lily (<i>Dualtone</i>)	17
SON VOLT Okemah And The Melody Of Riot (<i>Transmit Sound/Legacy</i>)	14
VARIOUS ARTISTS Brewed In Texas Vol 2 (<i>Compadre</i>)	13
ADRIENNE YOUNG The Art Of Virtue (<i>AddieBelle</i>)	12
BIG BLUE HEARTS Here Come Those Dreams Again (<i>Eagle Eye/CDS</i>)	12
MICHELLE SHOCKED Don't Ask Don't Tell (<i>Mighty Sound</i>)	9

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Get Creative

Tips from promo pros

Marketing and promotions play very important roles in the success of great radio stations. This week we'll find out how two of the best promotion directors in our industry do what they do. KSBJ/Houston's Jason Ray and WFSH/Atlanta's Taylor Scott share how they pull off their successful promotions, where the ideas come from and how they market their stations, with or without a budget.

R&R: If you had to write a job description for the ultimate promotion director, what would it say?

TS: "Radio station seeks hard-working, organized, creative and innovative self-starter who is willing to put in long and odd hours to create revenue and ratings."

JR: "Customer-service specialist; good oral and written communicator; strong individual creativity; excellent organizational skills; detail-oriented; long-range planner; good sense of humor; ability to be flexible with promotional plans when the needs of listeners change — for example, national emergencies, severe weather, etc."

R&R: Your stations are promotionally active and very visible in the community. How many people does it take in your department to pull that off?

TS: We have a Promotions Director — me — who is also the morning co-host, an incredible full-time promotions assistant, about three interns per semester, and awesome jocks who are willing to get out there and shake hands and kiss babies.

JR: That depends upon the scope of the promotion. It's common for us to include most of the airstaff and a dozen or so volunteers for promotions that involve remotes. There are two or three big community-outreach projects every year that do not involve remotes where I use 15-20 volunteers. I have a public relations coordinator, a promotions assistant and a remote tech who are part of my immediate team. However, I seek assistance from additional staff when necessary — and I don't hesitate to ask them — whether it's making public appearances, writing promos, providing material for our website, etc.

R&R: With so much going on, you have to be very organized. Do you have a system that you've learned by trial and error or that someone else has taught you, or do you just fly by the seat of your pants?

TS: You do have to stay very organized in promotions because you're in charge of keeping promises — promises to clients for added value, promises to your listeners, promises to show up at certain events. We have a system of forms, calendars and a database that we created by trial and error. Right now we're in the process of trying to switch over to software created specifically as a tool for promotions departments, called PromoSuite.



Jason Ray

JR: I always thought I was a fairly organized person, but this job forced me into better organizational habits. I try to stay at least six months ahead on all of my promotional planning. It's very hard to get to that six-month cushion, but once you do, it's easier to maintain than reaching it initially.

This plan is a big reason for my success in promotions. I have a stack of manila folders — each representing a current promotion I'm working on — that stays on my desk for quick reference. I keep lots of handwritten notes, and I never throw away anything from past promotions. Some of my co-workers rib me about the fact that I've always got a pencil and legal pad in tow. The fact is, much of my work is accomplished thanks to good ol' No. 2 lead and the forest trees.

R&R: I'm guessing that your organizational process includes plenty of meetings. How many meetings a week are you a part of, who else is involved, and how often do the regular meetings take place?

TS: We have an official, regularly scheduled weekly meeting with our sales manager, promotions director, PD and GM. But, really, as a promotions director for a for-profit station, you are constantly touching base with clients, salespeople, etc. I try very hard to avoid hallway and bathroom meetings by requesting that sellers submit all client added-value requests, etc., in writing.

JR: I meet with a group of staff we call our "Heartbeat Team." It includes staff members who handle promotions — me — news, public relations, community relations, special events, the morning show and our website. We meet twice a month to discuss what the departments are working on and to find ways to make our efforts create cohesiveness.

The group also functions as a forum for suggestions on how to make promotions better, and occasionally ideas get the ax. The final plan is recommended to the PD, who makes the final decision on whether a promotion is approved.

R&R: Where do your creative ideas come from?

TS: Creative ideas come from everywhere. I'm fortunate to have an incredibly creative PD who is intimately involved in the creative process — not only for long-term planning, but I can



Taylor Scott

also run to him in a bind when an avail comes in and a client needs a quick turnaround.

Our jocks also play a big part in creative, and not just through brainstorming meetings. As they get ideas, they pass them along. Just as jocks know that life is show prep for their shifts, life is prep for great promotions. You always have to have your eyes and ears open.

JR: Seventy-five percent of the projects I create and implement are my own ideas. I also seek input from staff through the Heartbeat Team meetings. Other resources I use are trade magazines, secular radio stations and [consultants] Doug Harris and Dan O'Day.

R&R: When you start planning a promotion, does it always have a specific goal, like increasing cume or TSL or supporting sales, or is it sometimes just for fun?

TS: Promotions should always have a specific goal. Even fun is a goal. For example, when we recently flew some listeners to New York City to see Amy Grant perform live at Rockefeller Center for the *Talady* show, the purpose was to create excitement and energy on the radio. We wanted to sound like a fun, spontaneous radio station where anything could happen.

It was amazing how many listeners were determined that they would win and began imagining what it would be like to win the trip before 10am and get on a plane to N.Y.C. at 3pm. So even a last-minute promotion like that had a very specific purpose.

JR: I look at our promotions in two categories: 1) fun and games and 2) community service. If the promotion is a contest, it must be fun not only to play, but also to listen to even if you're not participating. If it's entertaining, it will increase your cume and TSL.

Part of KSBJ's mission has always been to move our listeners to action. If you get listeners involved in serving other people, it will grow your image as a station that cares about the community. It's important to measure results not only by ratings, but also by knowing that both fun and community service have made a lasting impact on people's lives.

R&R: What's the best promotion you've ever done?

TS: "Rock & Shop" is a real favorite of ours. We give our listeners the chance to rock at great concerts and qualify to shop with a \$10,000 shopping spree at Macy's that we give away the day after Thanksgiving.

Another favorite was more spontaneous and less planned. The day after Oprah Winfrey gave a car to everyone in her audience, we gave away

pine-scented car air fresheners. Our winners acted like they had just hit the lotto jackpot. They played along and got the joke with no prompting.

JR: I'll give you two from recent KSBJ history. In the "fun and games" department, it would be our "TV Hangouts" contest. We held a Super

"I try to stay at least six months ahead on all of my promotional planning. It's very hard to get to that six-month cushion, but once you do, it's easier to maintain than reaching that point initially."

Jason Ray

Bowl party at the KSBJ Auditorium and gave away a 57-inch HDTV. During Super Bowl week we announced names and addresses of famous hangouts used in classic TV shows. Listeners were challenged to try to name the shows that featured the hangouts.

Every winner received an invitation for four to hang out with KSBJ at our Super Bowl Party. All guests were treated to pizza, station wear, CDs and a live halftime concert from Building 429. We also invited listeners to turn off their TVs and turn on their radios for a family-friendly halftime performance from Building 429, live from the KSBJ Auditorium.

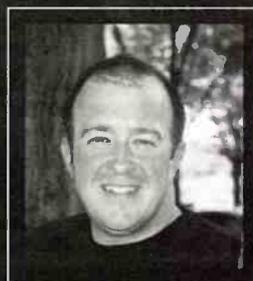
In the community-service area, I like to tell what God has done with KSBJ and the AIDS community through our "Covers of Love" promotion. Several years ago I was talking with Ray Highfield from His Touch International. We discussed how KSBJ could help our listeners and the church community make a connection with the AIDS community in Houston.

Out of that discussion, we determined that we would do a collection of liners for AIDS patients

Continued on Page 68

EMI Music Christian Music Group Programmer's Pick of the Month

"KING" Audio Adrenaline



"Mark Stuart's "Lance Armstrong" like ride across America hasn't taken any wind out of Audio A's sails... Their new song "King" is great, and that's why it's getting the royal treatment in Orlando. They're definitely wearing the yellow jersey on this one!"

**— Scott W. Smith,
WPOZ/Orlando**

For promotional information on EMI CMG singles contact Steve Strout or Andrea Kleid at 800.347.4577 or radio@mail.emicmg.com

no hype. just hits.

CHRISTIAN AC TOP 30

July 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	JOY WILLIAMS Hide (Reunion/PLG)	1067	+46	15	38/0
2	2	CHRIS TOMLIN Holy Is The Lord (Sixsteps/Sparrow/EMI CMG)	932	-28	24	36/0
4	3	NATALIE GRANT Held (Curb)	897	+53	17	36/0
3	4	NICHOLE NDRDEMAN Brave (Sparrow/EMI CMG)	867	+23	13	35/1
5	5	JEREMY CAMP Take You Back (BEC/Tooth & Nail)	745	-24	28	37/0
6	6	BEBO NDRMAN Nothing Without You (Essential/PLG)	741	-8	25	33/0
7	7	JOHN DAVID WEBSTER Miracle (BHT)	702	+60	14	29/0
10	8	MERCYME In The Blink Of An Eye (INO/Curb)	686	+98	5	31/0
8	9	PHILLIPS, CRAIG & DEAN Friend Of God (INO)	652	+25	10	24/0
11	10	JADDN LAVIK What If (BEC/Tooth & Nail)	603	+42	13	21/0
14	11	MICHAEL W. SMITH Here I Am (Reunion/PLG)	596	+108	4	30/2
9	12	CASTING CRDWSNS Voice Of Truth (Beach Street/Reunion/PLG)	590	-16	39	31/0
15	13	MATTHEW WEST Next Thing You Know (Universal South/EMI CMG)	542	+61	6	26/4
13	14	CHRIS TOMLIN Indescribable (Sixsteps/Sparrow/EMI CMG)	525	+12	47	29/0
12	15	BIG DADDY WEAVE... You're Worthy Of My Praise (Fervent/Curb/Warner Bros.)	506	-22	27	28/0
16	16	AFTERS You (Simple/INO)	482	+56	6	20/0
17	17	POINT OF GRACE Who Am I (Word/Curb/Warner Bros.)	461	+35	9	19/0
18	18	BRIAN LITRELL In Christ Alone (Reunion/PLG)	391	-18	19	20/0
22	19	BUILDING 429 No One Else Knows (Word/Curb/Warner Bros.)	376	+44	10	16/1
20	20	NEWSBOYS Devotion (Sparrow/EMI CMG)	358	-36	16	17/0
21	21	JARS DF CLAY God Will Lift Up Your Head (Essential/PLG)	356	-17	14	19/0
19	22	ZOEGIRL About You (Sparrow/EMI CMG)	344	-65	20	23/0
23	23	JOEL ENGLE Louder Than The Angels (Doxology)	330	+5	13	19/0
24	24	JEFF ANDERSON Open My Eyes (Gotee)	305	-7	12	14/0
25	25	SALVADOR You Are There (Word/Curb/Warner Bros.)	259	+17	7	10/1
26	26	MARK HARRIS For The First Time (INO)	253	+11	5	13/1
28	27	MONK & NEAGLE Secret (Flicker)	252	+42	2	12/0
27	28	PAUL CDLMAN The One Thing (Inpop)	229	+9	3	8/0
-	29	DVERFLDW Cry On My Shoulder (Essential/PLG)	195	0	14	9/0
29	30	TDBYMAC Atmosphere (ForeFront/EMI CMG)	190	-15	7	10/0

POWERED BY
MEDIABASE

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
MATTHEW WEST Next Thing You Know (Universal South/EMI CMG)	4
CHRIS TOMLIN The Way I Was Made (Sixsteps/Sparrow/EMI CMG)	3
MICHAEL W. SMITH Here I Am (Reunion/PLG)	2
BETHANY OILLON All That I Can Do (Sparrow/EMI CMG)	2
AUDIO ADRENALINE King (ForeFront/EMI CMG)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MICHAEL W. SMITH Here I Am (Reunion/PLG)	+108
MERCYME In The Blink Of An Eye (INO/Curb)	+98
MATTHEW WEST Next Thing You Know (Universal South/EMI CMG)	+61
JOHN DAVID WEBSTER Miracle (BHT)	+60
AFTERS You (Simple/INO)	+56
NATALIE GRANT Held (Curb)	+53
JOY WILLIAMS Hide (Reunion/PLG)	+46
BUILDING 429 No One Else Knows (Word/Curb/Warner Bros.)	+44
JADON LAVIK What If (BEC/Tooth & Nail)	+42
MONK & NEAGLE Secret (Flicker)	+42

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
SALVADOR Heaven (Word/Curb/Warner Bros.)	498
TREE63 Blessed Be Your Name (Iapap)	484
MATTHEW WEST More (Universal South/EMI CMG)	448
MARK SCHULTZ He Will Carry Me (Word/Curb/Warner Bros.)	433
MERCYME I Can Only Imagine (INO/Curb)	429
CASTING CROWNS Who Am I (Beach Street/Reunion/PLG)	428
JEREMY CAMP Walk By Faith (BEC/Tooth & Nail)	405
BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	378
SWITCHFOOT This Is Your Life (Columbia)	378
NEWSBOYS He Reigns (Sparrow/EMI CMG)	376

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

39 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 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.). © 2005 Radio & Records.

NEW & ACTIVE

NEWSONG Rescue (Integrity Label Group)

Total Plays: 189, Total Stations: 11, Adds: 1

KRYSTAL MEYERS The Way To Begin (Essential/PLG)

Total Plays: 184, Total Stations: 9, Adds: 0

NATE SALLIE Save Me (Curb)

Total Plays: 183, Total Stations: 8, Adds: 0

STEVEN CURTIS CHAPMAN Believe Me Now (Sparrow/EMI CMG)

Total Plays: 162, Total Stations: 9, Adds: 0

WATERMARK Knees To The Earth (Rocketown)

Total Plays: 153, Total Stations: 6, Adds: 1

KUTLESS It's Like Me (BEC/Tooth & Nail)

Total Plays: 150, Total Stations: 6, Adds: 0

CHRIS TOMLIN The Way I Was Made (Sixsteps/Sparrow/EMI CMG)

Total Plays: 135, Total Stations: 9, Adds: 3

SHAUN GROVES Bless The Lord (Rocketown)

Total Plays: 124, Total Stations: 6, Adds: 0

TODD AGNEW Unchanging One (SRE/Ardent)

Total Plays: 107, Total Stations: 4, Adds: 0

JACI VELASQUEZ Lay It Down (Word/Curb/Warner Bros.)

Total Plays: 97, Total Stations: 5, Adds: 0

Songs ranked by total plays

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CHRISTIAN

July 15, 2005

CHR TOP 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
2	1	KUTLESS Strong Tower (BEC/Tooth & Nail)	1246	+76	12	30/0
1	2	JOY WILLIAMS Hide (Reunion/PLG)	1213	+6	16	29/0
3	3	PLUMB I Can't Do This (Curb)	1067	+58	13	30/0
6	4	JOHN REUBEN f/MATT THEISSEN Nuisance (Gotee)	984	+58	9	28/0
5	5	KRYSTAL MEYERS The Way To Begin (Essential/PLG)	937	-38	18	24/0
4	6	JARS OF CLAY God Will Lift Up Your Head (Essential/PLG)	918	-79	19	25/0
8	7	HAWK NELSON Take Me (Tooth & Nail)	900	+94	10	26/1
7	8	DAY OF FIRE Rain Song (Live/Essential/PLG)	894	+4	12	24/0
10	9	JEREMY CAMP Lay Down My Pride (BEC/Tooth & Nail)	830	+156	5	28/3
9	10	OVERFLOW Cry On My Shoulder (Essential/PLG)	723	-13	23	17/0
11	11	MATTHEW WEST Next... (Universal South/EMI CMG)	698	+83	7	22/2
18	12	SARAH BRENDEL Fire (Inpop)	633	+128	7	21/3
14	13	BUILDING 429 Show Me Love (Word/Curb/Warner Bros.)	629	+63	12	17/2
12	14	MUTE... Peculiar... (Teleprompt/Word/Curb/Warner Bros.)	610	+21	8	20/0
13	15	MAT KEARNEY Trainwreck (Inpop)	571	-11	9	18/0
20	16	AFTERS Beautiful Love (Simple/IND)	565	+107	3	19/3
15	17	LIFEHOUSE You And Me (Geffen)	562	+18	9	14/1
19	18	PAUL WRIGHT Take This Life (Gotee)	522	+46	4	19/1
16	19	NICHOLE NORDEMAN Brave (Sparrow/EMI CMG)	495	-28	7	16/0
22	20	INHABITED Open My Eyes (Fervent/Curb/Warner Bros.)	479	+86	5	18/2
17	21	EVERLIFE I'm Over It (SHELTER)	456	-58	14	14/0
26	22	TODD AGNEW Unchanging One (SRE/Ardent)	446	+137	2	14/3
23	23	SANCTUS REAL The Fight Song (Sparrow/EMI CMG)	428	+57	6	12/0
21	24	BDA Love Is Here (Creative Trust Workshop)	413	+13	6	13/1
27	25	TOBYMAC Burn For You (ForeFront/EMI CMG)	412	+120	2	19/4
24	26	BIG DADDY WEAVE What I... (Fervent/Curb/Warner Bros.)	412	+52	6	14/0
25	27	KJ-52 Are You Real (BEC/Tooth & Nail)	317	-26	15	12/0
29	28	SHAWN MCDONALD Take My Hand (Sparrow/EMI CMG)	309	+27	2	11/0
Debut	29	STELLAR KART Life Is Good (Word/Curb/Warner Bros.)	288	+44	1	13/1
-	30	FALLING UP Escalates (Tooth & Nail)	281	+31	7	7/1

31 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 7/3 - Saturday 7/9.
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NEW & ACTIVE

RELIENT K Who I Am Hates Who I've Been (Gotee)
Total Plays: 276, Total Stations: 12, Adds: 2

SWITCHFOOT Stars (Epic/Sony BMG)
Total Plays: 228, Total Stations: 8, Adds: 7

BARLOWGIRL Let Go (Fervent/Curb/Warner Bros.)
Total Plays: 223, Total Stations: 10, Adds: 7

SEVEN PLACES Fall In Line (BEC/Tooth & Nail)
Total Plays: 210, Total Stations: 9, Adds: 0

BUILDING 429 No One Else Knows (Word/Curb/Warner Bros.)
Total Plays: 210, Total Stations: 4, Adds: 0

AUDIO ADRENALINE King (ForeFront/EMI CMG)
Total Plays: 209, Total Stations: 10, Adds: 0

CHARITY VON Take Me Through It (Slanted)
Total Plays: 187, Total Stations: 8, Adds: 1

SKILLET Under My Skin (Ardent)
Total Plays: 185, Total Stations: 7, Adds: 0

CASTING PEARLS Alright (Inpop)
Total Plays: 180, Total Stations: 8, Adds: 3

RACHAEL LAMPA Outrageous (Word/Curb/Warner Bros.)
Total Plays: 172, Total Stations: 4, Adds: 0

ROCK TOP 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
2	1	PLUMB I Can't Do This (Curb)	370	+34	13	29/5
1	2	DISCIPLE The Wait Is Over (SRE)	340	-7	16	35/1
4	3	WEDDING Song For The Broken (Rambler)	321	+24	7	29/2
5	4	PILLAR Sunday Bloody Sunday (Flicker)	316	+20	7	32/2
3	5	SKILLET Under My Skin (Ardent)	300	-21	13	27/2
6	6	HAWK NELSON Take Me (Tooth & Nail)	296	+22	13	23/1
8	7	KIDS IN THE WAY Apparitions Of Melody (Flicker)	256	-1	13	23/1
10	8	FOREVER CHANGED Encounter (Floodgate)	245	+6	9	18/1
13	9	JEREMY CAMP Lay Down My Pride (BEC/Tooth & Nail)	244	+20	4	20/3
11	10	JOHN REUBEN f/MATT THEISSEN Nuisance (Gotee)	242	+11	8	17/1
15	11	SUBSEVEN Free To Conquer (Flicker)	219	-1	21	20/1
12	12	APRIL SIXTH Dear Angel (Columbia)	217	-14	17	19/1
16	13	DAY OF FIRE Fade Away (Live/Essential/PLG)	215	-1	7	27/1
14	14	CHEMISTRY From Within (Razor & Tie)	210	-11	18	18/1
22	15	NUMBER ONE GUN We Are (BEC/Tooth & Nail)	209	+27	4	19/4
17	16	KRYSTAL MEYERS The Way To Begin (Essential/PLG)	205	+1	18	20/1
26	17	HOUSE OF HEROES Serial Sleepers (Gotee)	204	+33	2	22/2
23	18	MUTE... Peculiar... (Teleprompt/Word/Curb/Warner Bros.)	203	+21	9	22/2
7	19	SANCTUS REAL The Fight Song (Sparrow/EMI CMG)	202	-69	18	20/1
25	20	LAST TUESDAY You Got Me (Mono Vs. Stereo)	201	+23	4	21/1
19	21	RADIAL ANGEL Falling (Independent)	200	+12	8	18/1
20	22	DIZMAS Controversy (Credential)	193	+7	4	22/0
21	23	KUTLESS Strong Tower (BEC/Tooth & Nail)	186	+2	15	15/1
24	24	MAT KEARNEY Trainwreck (Inpop)	184	+4	8	15/1
Debut	25	RELIENT K Who I Am Hates Who I've Been (Gotee)	181	+38	1	18/3
Debut	26	OLIVIA THE BAND Stars And Stripes (Essential/PLG)	166	+30	1	17/2
30	27	FALLING UP In My Dreams (Exit Calypsan) (Tooth & Nail)	165	+13	3	16/1
27	28	MXPX Heard That Sound (SideOneDummy)	161	+1	5	25/0
29	29	STELLAR KART Student Driver (Word/Curb/Warner Bros.)	160	+8	2	21/2
28	30	INHABITED Open My Eyes (Fervent/Curb/Warner Bros.)	159	+6	9	19/2

35 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 7/3 - Saturday 7/9.
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NEW & ACTIVE

CALLS FRDM HOME Hold On (November Twelve)
Total Plays: 159, Total Stations: 15, Adds: 1

SARAH BRENDEL Fire (Inpop)
Total Plays: 150, Total Stations: 17, Adds: 3

PECULIAR PEOPLE BAND Can I Leave My Head (Marianathal)
Total Plays: 137, Total Stations: 18, Adds: 2

FURTHER SEEMS FOREVER Like Someone... (Tooth & Nail)
Total Plays: 137, Total Stations: 13, Adds: 1

MYRIAD Perfect Obligation (Floodgate)
Total Plays: 128, Total Stations: 8, Adds: 1

SEVEN PLACES Fall In Line (BEC/Tooth & Nail)
Total Plays: 96, Total Stations: 9, Adds: 1

JONAH33 Tell Me (Ardent)
Total Plays: 94, Total Stations: 17, Adds: 6

FLYLEAF I'm So Sick (Octone)
Total Plays: 92, Total Stations: 17, Adds: 2

SEVENTH DAY SLUMBER Shattered Life (BEC/Tooth & Nail)
Total Plays: 91, Total Stations: 9, Adds: 4

TOBYMAC Burn For You (ForeFront/EMI CMG)
Total Plays: 89, Total Stations: 12, Adds: 2

Plumb
"I Can't Do This"

The lead single from the forthcoming CD 'Chaotic Resolve'
www.plumbonline.com

#1 R&R Rock this week! Thank you rock radio!

CURB RECORDS
curb.com

July 15, 2005

INSPO TOP 20

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	JADON LAVIK What If (BEC/Tooth & Nail)	377	-4	15	19/0
	2	NICOL SPONBERG Resurrection (Curb)	292	+8	12	16/0
3	3	BRIAN LITRELL In Christ Alone (Reunion/PLG)	281	-15	15	14/0
5	4	MICHAEL W. SMITH Here I Am (Reunion/PLG)	272	+14	6	18/0
2	5	NATALIE GRANT Held (Curb)	267	-29	18	14/0
7	6	PHILLIPS, CRAIG & DEAN Friend Of God (INO)	244	+1	11	13/0
8	7	ANDY CHRISMAN Adore You (Upside/SHELTER)	242	+2	9	15/0
9	8	STEVEN C. CHAPMAN Believe... (Sparrow/EMI CMG)	231	+13	5	15/1
11	9	BUILDING 429 No One... (Word/Curb/Warner Bros.)	219	+9	9	14/1
12	10	NICHOLE NORDEMAN Brave (Sparrow/EMI CMG)	217	+8	7	12/0
6	11	CHRIS TOMLIN Holy Is... (Sixsteps/Sparrow/EMI CMG)	211	-35	19	11/0
16	12	JOY WILLIAMS Hide (Reunion/PLG)	210	-24	5	10/1
14	13	PAUL BALOCHE All The Earth... (Integrity Label Group)	203	+6	5	14/0
10	14	MICHAEL O'BRIEN Pressing On (Discovery House)	203	-8	18	10/0
13	15	JOEL ENGLE Louder Than The Angels (Doxology)	200	-7	14	11/0
	16	MARK HARRIS The Line Between The Two (INO)	177	+16	4	13/3
20	17	NEWSONG Rescue (Integrity Label Group)	169	+30	2	13/1
15	18	SONICFLODD Your Love Goes On Forever (INO)	68	-29	18	8/0
19	19	NEWSBOYS Devotion (Sparrow/EMI CMG)	153	-7	7	10/0
17	20	S. ASHTON, C. DENTE & M. TUMES I Will... (EMI CMG)	147	-27	11	8/0

20 Inspo reporters. Songs ranked by total plays for the airplay week of Sunday 7/3 - Saturday 7/9.
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Rhythmic Specialty Programming

RANK	ARTIST TITLE LABEL(S)
1	PHANATIK Shot Clock (Cross Movement)
2	AMBASSADOR Feels Good (Cross Movement)
3	CROSS MOVEMENT Hey Y'all (Cross Movement)
4	KJ-52 Are You Real (BEC/Tooth & Nail)
5	GRITS I Be (Gotee)
6	SITUATION Starry Eyes (Kalubone)
7	FLYNN Nyquill (Mlect)
8	JOHN REUBEN ft. MATT THEISSEN Nuisance (Gotee)
9	FLAME ft. DA' T.R.U.T.H. L.A.D.I.E.S. (Cross Movement)
10	LEGACY Green Light (Fla. vor Alliance/Leg-up)

Get Creative

Continued from Page 65

at local hospices. People with full-blown AIDS have trouble regulating their body temperature, so liners are much needed. Ray communicated this idea to reps from all 15 Houston AIDS hospices.

Initially, they were reluctant to do anything with Christians. In fact, many of them said, "No, thanks." We went ahead with the liner drive anyway. We collected thousands of sheets, blankets, pillows and sleeping bags. When we delivered the items to the hospices, the workers and patients were in tears, saying, "You mean the Christians did this for us?" They were blown away.

The next year we did the drive again, and six of the 15 hospices signed on to participate. The third year, all 15 hospices agreed to be involved. This project has opened new doors for KSBJ, our listeners and churches to minister to those suffering with HIV and AIDS. God is so good!

R&R: If budget weren't an issue, what dream promotion would you like to do?

TS: It would be fun to do an Extreme Makeover: Home Edition-type promotion. Not necessarily redoing a home, but a promotion that changes someone's life while at the same time

making money for the station and increasing ratings.

JR: Give away an entire neighborhood of homes and name the street "KSBJ Drive."

R&R: Who should write the copy for on-air promos and liners?

TS: Promotions and programming should work together on that.

JR: The promotions director and airstaff. Having the airstaff write promos helps them to put more ownership into promotions, and it has the byproduct of helping with their show prep. The process prepares them to communicate the promotions on the air.

I don't believe the production director should be expected to write copy. Instead, he should put his creative juices into the sound of promos. Promos for contests should project a fun and happy audio picture, while promos for community-service promotions should communicate the heart and emotion of the project.

R&R: What kind of marketing has worked best for you?

TS: We've seen success with TV, billboards and direct mail.

JR: Billboards, TV ads, bumper stickers, T-shirts, retailer in-store ads, e-mail blasts, mass mailings and TV news coverage of KSBJ events

CHRISTIAN AC TOP 30 INDICATOR

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	NICHOLE NORDEMAN Brave (Sparrow/EMI CMG)	1073	1	14	38/0
2	2	JOY WILLIAMS Hide (Reunion/PLG)	1056	-31	16	37/0
4	3	JOHN DAVID WEBSTER Miracle (BET)	850	+48	15	2/0
8	4	MERCYME In The Blink Of An Eye (INO/Curb)	828	+134	5	36/2
5	5	PHILLIPS, CRAIG & DEAN Friend Of God (INO)	805	+20	14	29/1
6	6	NATALIE GRANT Held (Curb)	787	+45	19	33/3
3	7	CHRIS TOMLIN Holy Is... (Sixsteps/Sparrow/EMI CMG)	776	-68	24	26/0
11	8	MICHAEL W. SMITH Here I Am (Reunion/PLG)	741	+130	7	31/4
9	9	JADON LAVIK What If (BEC/Tooth & Nail)	722	+87	16	27/0
7	10	BUILDING 429 No One... (Word/Curb/Warner Bros.)	690	-35	14	27/0
12	11	MARK HARRIS For The First Time (INO)	609	+5	9	25/0
17	12	STEVEN C. CHAPMAN Believe... (Sparrow/EMI CMG)	553	+38	6	26/1
0	3	NEWSBOYS Devotion (Sparrow/EMI CMG)	548	-85	18	20/0
19	14	MATTHEW WEST Next... (Universal South/EMI CMG)	530	+18	6	25/0
14	15	JEREMY CAMP Take You Back (BEC/Tooth & Nail)	512	-34	28	9/0
15	16	JARS OF CLAY God Will Lift Up Your Head (Essential/PLG)	501	-42	18	20/0
16	17	MONK & NEAGLE Secret (Flicker)	494	33	10	24/0
18	18	POINT OF GRACE Who Am I (Word/Curb/Warner Bros.)	478	-37	13	19/0
20	19	NEWSONG Rescue (Integrity Label Group)	459	+1	13	17/0
24	20	PAUL COLMAN The One Thing (Inpop)	453	+39	8	22/1
2	21	SALVADOR You Are There (Word/Curb/Warner Bros.)	448	+	8	21/0
22	22	JOEL ENGLE Louder Than The Angels (Doxology)	389	-49	15	17/1
2	23	SHAUN GROVES Bless The Lord (Rockettown)	379	+	6	19/3
25	24	SWIFT I Need You (Flicker)	365	-10	15	18/1
28	25	AFTERS You (Simple/INO)	360	+89	4	18/3
29	26	BETHANY OILON All That I Can Do (Sparrow/EMI CMG)	338	+47	2	18/2
26	27	BRIAN LITRELL In Christ Alone (Reunion/PLG)	307	-50	17	12/0
23	28	ZOEGIRL About You (Sparrow/EMI CMG)	293	-124	20	14/0
Debut	29	CHRIS TOMLIN The Way... (Sixsteps/Sparrow/EMI CMG)	255	+77	1	14/2
30	30	SCOTT KRIPPAYNE Renee (Spring Hill)	255	+13	2	13/0

39 AC reporters. Songs ranked by total plays for the airplay week of Sunday 7/3 - Saturday 7/9.
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NEW & ACTIVE

BEBO NORMAN Borrow Mine (Essential/PLG)

Total Plays: 244, Total Stations: 16, Adds: 3

PAUL WRIGHT Take This Life (Gotee)

Total Plays: 225, Total Stations: 14, Adds: 4

SHANE & SHANE Saved By Grace (Inpop)

Total Plays: 221, Total Stations: 11, Adds: 0

KRYSTAL MEYERS The Way To Begin (Essential/PLG)

Total Plays: 202, Total Stations: 10, Adds: 1

JACI VELASQUEZ Lay It Down (Word/Curb/Warner Bros.)

Total Plays: 173, Total Stations: 10, Adds: 0

CHRIS RICE Love Like Crazy (INO)

Total Plays: 169, Total Stations: 10, Adds: 2

SHAWN MCDONALD Take My Hand (Sparrow/EMI CMG)

Total Plays: 155, Total Stations: 10, Adds: 2

TBYMAC Atmosphere (ForeFront/EMI CMG)

Total Plays: 149, Total Stations: 9, Adds: 0

ZOEGIRL Scream (Sparrow/EMI CMG)

Total Plays: 148, Total Stations: 9, Adds: 1

ANDY CHRISMAN Adore You (Upside/SHELTER)

Total Plays: 140, Total Stations: 5, Adds: 0

and promotions. Still, the best marketing tool is word of mouth. We're always looking for ways to create "Tell a friend about KSBJ" promotions.

R&R: What would you say to stations that say, "We don't have the money to do any marketing"?

TS: There are so many ways you can get creative and get your station in front of people. Look into being part of festivals, local events, etc. Find a parade, and get in front of it. You're not alone.

Learn from Doug Harris at www.creativeanimal.com and by subscribing to his *Four Ideas* newsletter. Once you start thinking in terms of your radio station and jocks running for office every day, it's easy to spot those great opportunities.

JR: First of all, you have to start by dreaming big. If you walk into every brainstorming session thinking, "We don't have the money," you'll get stuck in a rut and never climb out. Start by dreaming about what you really want to do as if money wasn't an obstacle. After you've done this, begin the process of elimination according to budget, time constraints, staffing, etc., all the while making every effort to see your idea come to fruition.

A long-term solution will come in the form of developing relationships with your sales staff and advertising clients for commercial stations, and sponsors for noncomms. These are the folks

who could foot the bill or donate the prizes or services for your dream promotions, so get to know them. It can work in any size market and, yes, even at noncomm stations. Be bold, and dream big.

With all of that said, it is a mistake to think that money is the only solution. Understand that you can create terrific promotions and marketing by just using your own creativity and being resourceful.

For example, last year we did a David Crowder lookalike contest to promote our Michael W. Smith/MercyMe/David Crowder Band concert. We called it "Another Face in the Crowd-er." It only cost us the price of a facial makeover for one winner, but the buzz it created among our listeners brought much added publicity to the concert.

Another example is a recent event where our local Ikea store made news by offering a \$10,000 shopping spree to the first person in line at the new store. We discovered that the lady who camped out in front of the store for days to win this prize was a KSBJ listener, so we provided her with station wear, and every time the TV station covered it, KSBJ was plastered on the screen. My friend Doug Harris is right when he says, "Promotion is the exploitation of opportunity."

CHRISTIAN REPORTERS

Stations and their adds listed alphabetically by market

<h2>AC</h2> <p>WBLY/Albany, GA OM: Matt "PK" Baldridge PD/M: Roger "Casper" Russell APD: Chris Hall No Adds</p> <p>WFSH/Atlanta, GA* PD: Kevin Avery MD: Mike Stewart No Adds</p> <p>WVFJ/Atlanta, GA PD: Don Schaeffer No Adds</p> <p>WAFJ/Augusta, GA* PD/M: Jeremy Daley No Adds</p> <p>WDJZ/Birmingham, AL* PD: Dave McDermott APD/M: Ronnie Bruce No Adds</p> <p>KTSY/Boise, ID* OM: Ty McFarland PD: Jerry Woods MD: Lisa "Boz" Vitastant No Adds</p> <p>WCVK/Bowling Green, KY MD: Whitney Yule 24 KATE MINER 30 CHRIS RICE</p> <p>WIBX/Carmel, IN OM/MD: Paul Anthony MD: Lori Walden No Adds</p>		<p>WBGL/Champaign, IL PD: Jill Scott MD: Joe Buchanan 15 MICHAEL W. SMITH</p> <p>WRCM/Charlotte* PD: Dwayne Harrison No Adds</p> <p>WBDF/Chattanooga, TN OM/MD: Steven McKay 16 STEVEN CURTIS CHAPMAN 16 PAUL COLMAN</p> <p>WAKW/Cincinnati, OH* PD: Rob Levine MD: Daryl Pierce 19 CHARITY VON 19 NICHOLE NORDEMAN</p> <p>WFHM/Cleveland, OH* PD: Sean Wilson MD: Todd Stach MATTHEW WEST</p> <p>KRIO/Colorado Springs, CO* PD: Steve Elberidge MD: Jack Hamilton MARK HARRIS</p> <p>KCVQ/Columbia, MD OM/MD: Jim McDermott No Adds</p> <p>WMBH/Columbia, SC* PD: Tom Greene APD: Mike Weston No Adds</p>		<p>WCLM/Fayetteville, NC OM: Dan DeFolter PD: Steve Turley APD: Small Long 7 NATALIE GRANT</p> <p>WPER/Fredericksburg, VA PD: Frankie Monro No Adds</p> <p>KZKZ/Ft. Smith, AR OM/MD: Dave Barlow 13 CHRIS RICE 13 AUDIO ADRENALINE</p> <p>WPSM/Ft. Walton Beach, FL PD: Terry Thorne MD: Drew Prewitt 20 SHAUN GROVES</p> <p>WLAB/Ft. Wayne, IN* PD: Don Beutler MD: Melissa Montana No Adds</p> <p>WCSG/Grand Rapids, MI* OM: Don Michael PD/MD: Chris Lamba APD: Jessica Squires 7 NEWSONG</p> <p>WJQK/Grand Rapids, MI* PD: Troy West MD: Brian Nelson 3 TOBYMAC</p> <p>WBFJ/Greensboro, NC PD/MD: Wally Decker APD: Darren Stevens No Adds</p> <p>WLFJ/Greenville, SC* PD/MD: Rob Dempsey APD: Gary Miller 2 AUDIO ADRENALINE</p>		<p>KAMN/Honolulu, HI* OM: Michael Shishida MD: Kim Harper No Adds</p> <p>KSBH/Houston, TX* PD: Chuck Pryor MD: Jim Beeler 16 CHRIS TOMLIN</p> <p>WLYN/Indianapolis, IN OM: Randy Tijerina PD/MD: Jeremy Blahut 3 SHAUN MCDONALD</p> <p>WISG/Indianapolis, IN* PD: David Wood APD/MD: Fritz Meszar MICHAEL W. SMITH</p> <p>WBGJ/Jacksonville, FL* PD/MD: Tom Friley No Adds</p> <p>WGOR/Johnson City* PD/MD: Jason Sharp No Adds</p> <p>KOBC/Joplin, MO PD/MD: Lisa Davis 15 CHRIS TOMLIN 15 PAUL WRIGHT</p> <p>KLJC/Kansas City, MO* OM: Red Jones PD/MD: Michael Grimm MD: Scott Tomlin 1 BETHANY OLLON</p> <p>WJTL/Lancaster, PA* PD: John Stark MD: Phil Smith 3 RICARDO 3 BY THE TREE 2 AUDIO ADRENALINE</p>		<p>WLGH/Lansing, MI 26 MERCYME 26 CHRIS TOMLIN 26 MICHAEL W. SMITH</p> <p>KFSH/Los Angeles, CA* OM: Jim Talar PD: Chuck Tyler APD/MD: Bob Stave No Adds</p> <p>WJIE/Louisville, KY OM: Greg Holt PD: Jim Collins APD/MD: Chris Crain 19 AFTERS</p> <p>KSWP/Lufkin, TX OM/MD: Al Rest MD: Michelle Calvert 22 BEBO NORMAN 22 AFTERS</p> <p>KVMV/McAllen, TX* PD: James Gamblin MD: Bob Malone 4 WATERMARK</p> <p>WMLI/Miami, FL* OM/MD: Dwight Taylor 4 SALVADOR</p> <p>WAMZ/Middlesex, NJ* OM: Scott Taylor PD: Johnny Stone MD: Scott Tomlin BUILDING 429 MATTHEW WEST</p> <p>WFZH/Milwaukee, WI* PD: Donny Clayton MD: Andi Miller No Adds</p>		<p>KTSS/Minneapolis, MN* PD: Neil Staven MD: Dan Wylie No Adds</p> <p>KBMO/Monroe, LA PD: Mark Kemp MD: Melissa Rowls 15 SHAUN GROVES</p> <p>WFFI/Nashville, TN* PD: Vance Dillard MD: Scott Thacker No Adds</p> <p>WBSN/New Orleans, LA OM: Julie Moseley PD: Tom Kriesler MD: Libby Kriesler 11 PAUL WRIGHT 15 AUDIO ADRENALINE</p> <p>WPOZ/Orlando, FL* OM: Dean O'Neal APD: Marley McKays MD: Scott Smith No Adds</p> <p>WCIG/Peoria, IL OM: Dave Brooks PD: Grayson Lang APD/MD: Rick Hall 21 SWFT</p> <p>WMSJ/Portland, ME PD: Liz Bolesseman PD: Steve Swanson APD: Joe Pelek AFTERS SHAWN MCDONALD</p> <p>KFS/Portland, OR* PD: Dave Arthur MD: Kat Taylor 7 MATTHEW WEST</p>		<p>KSLL/Rapid City, SD OM: Tom Schenckoff PD: Joe Anderson MD: Jennifer Hollier 21 PHILLIPS, CRAIG & DEAN</p> <p>KSGR/Riverside, CA* PD: Dave Masters APD/MD: Ernest Beck 12 MICHAEL W. SMITH</p> <p>WPAR/Roanoke, VA* OM/MD: Jackie Howard No Adds</p> <p>WRGI/Rochester, NY OM: Scott Essig PD: Mark Shillworth MD: Kelly McKay 9 NATALIE GRANT 8 NATALIE GRANT</p> <p>KKFS/Sacramento, CA* PD: Mark Steadert MD: Jeremy Burgess No Adds</p> <p>WJIS/Sarasota, FL* PD: Steve Swanson MD: Jeff MacFarlane No Adds</p> <p>KCNS/Seattle, WA* PD: Scott Valente MD: Tom Pettibone No Adds</p> <p>WHPZ/South Bend, IN PD/MD: Tom Scott 13 BETHANY OLLON</p>		<p>KWNO/Springfield, MO OM/MD: Jeremy Merris No Adds</p> <p>KJMN/SL Cloud, MN OM/MD: Scott Michaels 33 KRISTAL MEYERS 33 PAUL WRIGHT 27 MERCYME</p> <p>KHZZ/SL Louis, MO OM: Scott Brown PD/MD: Greg Cassidy No Adds</p> <p>KJTY/Topeka, KS OM/MD: Jack Jacob 11 BETHANY OLLON 11 ZOEGRIL 10 BROTHERS KEEPER 10 MARK SCHULTZ 10 BEBO NORMAN</p> <p>KCKJ/Tulsa, OK* MD: Bob Thornton MD: Gary Thompson 25 AUDIO ADRENALINE 24 CHRIS RICE 22 BEBO NORMAN CHRIS TOMLIN BETHANY OLLON BEBO NORMAN BROTHERS KEEPER</p> <p>WGTJ/Washington, DC* PD: Becky Wilson APD: Breanna Winchell MD: Rob Carson 19 MARK HARRIS 18 MATTHEW WEST</p>		<p>KTLL/Wichita, KS* PD: David Pierce MD: Jen Rivers No Adds</p> <p>WGRC/Williamsport, PA PD/MD: Larry Waldman No Adds</p> <p>WXHL/Wilmington, DE OM/MD: Dan Edwards PD/MD: Drew Kirby 5 NATALIE GRANT 5 AUDIO ADRENALINE 5 PAT BOONE</p>	
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*Monitored Reporters

78 Total Reporters

39 Total Monitored

39 Total Indicator

Did Not Report, Playlist Frozen (4):
 KYTT/Eugene, OR
 WFRN/South Bend, IN
 WRVU/Louisville, KY
 WTCR/Huntington

<h2>CHR</h2> <p>KLYT/Albuquerque, NM MD: Joey Bellville 3 STARFLYER 59 3 ANBERLIN 3 SPOKEN</p> <p>KACF/Anchorage, AK PD: Joe King MD: Mike Carrier 22 JEREMY CAMP 9 LIFEHOUSE 3 TOBYMAC</p> <p>WHMX/Bangor, ME PD: Tim Collins 20 BARLOWGRL</p>		<p>KWOF/Cedar Rapids, IA PD/MD: Mike Kasper 12 SWITCHFOOT</p> <p>WONU/Chicago, IL PD: Jonathan Elvonen MD: Matthew Williams 45 SARAH BRENDEL 35 SWITCHFOOT</p> <p>KXKW/Denver, CO PD: Scott Velgel SWITCHFOOT</p>		<p>KZZZ/Des Moines, IA PD/MD: Dave St. John 88 SWITCHFOOT</p> <p>WJRF/Duluth PD: Don McElford APD/MD: Terry Michaels 2 AFTERS</p> <p>KNMI/Farmington, NM PD: Johnny Curry MD: Melissa Ray 25 AFTERS 5 ALL STAR UNITED 25 TODD AGNEW</p>		<p>WSCF/Ft. Pierce, FL PD/MD: Paul Tipton No Adds</p> <p>WDLR/Gainesville, FL OM/MD: Rita Loos 20 JEREMY CAMP 20 CASTING PEARLS 19 SWITCHFOOT 19 THOUSAND FOOT KRUTCH</p> <p>WDRQ/Green Bay, WI OM/MD: Jim Raider 10 BARLOWGRL 9 SARAH BRENDEL 7 CASTING PEARLS 6 SUPERCHICK 5 ALL STAR UNITED</p>		<p>WAYK/Kalamazoo, MI OM: Rick Anderson PD: Mike Couchman MD: Heather Erie 22 SUPERCHICK 17 SWITCHFOOT</p> <p>WYLV/Knoxville, TN PD: Jonathan Ushakov MD: Dorelle Hodges No Adds</p> <p>WAYN/Nashville, TN OM: Dave Senes PD: Jeff Brown 51 BARLOWGRL 48 TOBYMAC</p> <p>WNAZ/Nashville, TN OM: Dave Owen APD: Jennifer Housh 30 BARLOWGRL</p>		<p>KDKF/Oklahoma City, OK PD: Matt Williams MD: Nicole Fagler 20 BARLOWGRL 19 RELENT K</p> <p>KJTH/Ponca City, OK PD/MD: Tony Weir APD: Jeremy Lewis 15 TOBYMAC</p> <p>WDFL/Rockford, IL OM: Paul Yehle PD/MD: Rick Hall No Adds</p> <p>WPRJ/Saginaw, MI OM: Connie Wabser PD: Aaron Dicar 11 MATTHEW WEST 11 BARLOWGRL</p>		<p>KLFF/San Luis Obispo, CA PD: Bill Carl MD: Olivia Bell MD: Nicole Fagler 20 BARLOWGRL 19 RELENT K</p> <p>ARR1/Satellite OM: Mike Hovak PD: David Pierce APD: J.D. Casselber 23 RELENT 23 SALVADOR</p> <p>WBYQ/Sellersville, PA OM: David Bator PD/MD: Kristine McClain No Adds</p>		<p>KTSL/Spokane, WA OM: Mark All MD: Bryon O'Neal MD: Gina Poyler 55 CASTING CROWNS 65 BUILDING 429 65 SEVEN PLACES 65 RELENT K 65 JEREMY CAMP 65 CASTING PEARLS 65 DETOUR 180 65 SARAH BRENDEL 65 TODD AGNEW 48 DRIBBLED 48 HAWK NELSON 48 SEVENTH DAY SLUMBER 48 FALLING UP 48 STAYSIDE 9 48 MATTHEW WEST 48 MATT KEARNEY</p> <p>KADI/Springfield, MO PD/MD: Paul Vitellman No Adds</p>		<p>WBVM/Tampa, FL PD: Bill Carl 14 STELLAR KART 13 CHARITY VON 13 TOBYMAC 12 AFTERS</p> <p>WYSZ/Toledo, OH PD/MD: Jeff Hove APD: Craig Ingram 24 SWITCHFOOT 17 HAWK NELSON 15 BARLOWGRL 14 ANBERLIN 12 CASTING CROWNS</p> <p>WJFF/Valdosta, GA OM: Roger "Casper" Russell PD: Chris Chicago 35 INHABITED 35 MATTHEW WEST</p>		<p>WCLQ/Wausau, WI OM: Jessica Brill PD/MD: Matt Deane 1 BOA</p> <p>WCLQ/Wausau, WI OM: Jessica Brill PD/MD: Matt Deane 1 STELLAR KART</p> <p>WCLQ/Wausau, WI OM: Jessica Brill PD/MD: Matt Deane 1 STELLAR KART</p>	
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<h2>ROCK</h2> <p>KLYT/Albuquerque, NM MD: Joey Bellville 3 STARFLYER 59 3 ANBERLIN 3 SPOKEN</p> <p>WCVK/Bowling Green, KY PD: Dale McCabbin MD: Whitney Yule 5 CHARITY VON</p> <p>WVDF/Bridgeport, CT PD/MD: Bob Fellberg APD: Bob Shriver No Adds</p>		<p>WUFM/Columbus, OH PD: Michael Beckingham APD: Joseph Smith MD: Matt Cantu 34 COPELAND 32 SEVENTH DAY SLUMBER 32 OLIVIA THE BAND</p> <p>KVRK/Dallas, TX OM: John Alcaraz PD/MD: Chris Goodwin 23 TOBYMAC 23 AUDIO ADRENALINE 23 CHARITY VON</p> <p>WSNL/Flint, MI MD: Brian Goodman 1 BLEACH 1 LIPTOCAL 1 THOUSAND FOOT KRUTCH 1 BARLOWGRL</p>		<p>WDRQ/Green Bay, WI OM/MD: Jim Raider No Adds</p> <p>WRGX/Green Bay, WI OM/MD: Dave Robinson 15 AUTODEFE 15 FRESHMEN 15</p> <p>WBFJ/Greensboro, NC PD/MD: Wally Decker APD: Darren Stevens 1 PECULIAR PEOPLE BAND 1 RELIENT K 1 GRAND PRIZE 1 SEVENTH DAY SLUMBER 1 MATTHEW WEST 1 PILLAR 1 NUMBER ONE GUN 1 EOPYNY 1 SWITCHFOOT</p>		<p>WJTL/Lancaster, PA PD: John Stark MD: Phil Smith 1 BUDDY MILLER 1 RELENT K 1 RYLEAF</p> <p>WMLK/Miami, FL PD: Rob Robbins MD: Kelly Downing 26 JONAH'S 25 RELENT K</p> <p>WVCP/Nashville, TN OM: Howard Espravin PD/MD: Rick Coleman 2 PLUMB 1 ALL STAR UNITED 1 LOST ANTHEM</p> <p>KDKF/Oklahoma City, OK PD/MD: Brandon Rabbar 9 JONAH'S 8 THOUSAND FOOT KRUTCH 5 LOST ANTHEM</p>		<p>WMSJ/Portland, ME OM: Liz Bolesseman PD: Paula E. APD: Joe Pelek NUMBER ONE GUN 1 KJ-52 1 MUTE MATH 1 CHEMISTRY 1 KRISTAL MEYERS 1 APRIL SOTH 1 CALLS FROM HOME 1 DRY OF FIRE 1 KILLLESS 1 RADIAL ANGEL 1 DISCIPL 1 LAST TUESDAY 1 PLUMB 1 SKILLET 1 JOHN REUBEN 1MATT THIESSEN 1 WEDDING 1 HOUSE OF HEROES 1 PULLAR 1 NUMBER ONE GUN 1 FALLING UP 1 STELLAR KART</p> <p>WJIS/Sarasota, FL PD: Steve Swanson MD: Jeff MacFarlane 1 HAWK NELSON 1 FOREVER CHANGED</p>		<p>Effect Radio Network/Satellite PD: Bill Scott MD: Leslie Priole 1 WEDDING</p> <p>WBVM/Tampa, FL PD: Bill Carl MD: Olivia Bell MD: Nicole Fagler 5 TOBYMAC 5 STELLAR KART 5 JONTEZ 5 BARLOWGRL</p> <p>WYSZ/Toledo, OH PD/MD: Jeff Hove APD: Craig Ingram 20 PLUMB</p> <p>NCKR/Tulsa, OK PD: Bob Thornton MD: Scott Herold 20 THOUSAND FOOT KRUTCH 19 AFTERS 19 SEVENTH DAY SLUMBER</p>		<p>WCLQ/Wausau, WI OM: Jessica Brill PD/MD: Matt Deane 1 STELLAR KART</p> <p>WCLQ/Wausau, WI OM: Jessica Brill PD/MD: Matt Deane 1 STELLAR KART</p> <p>WCLQ/Wausau, WI OM: Jessica Brill PD/MD: Matt Deane 1 STELLAR KART</p>	
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<h2>INSPO</h2> <p>WMIT/Asheville, NC PD: Carol Davis APD: Miranda Curtis 3 JACI VELASQUEZ</p> <p>WMBU/Chicago, IL PD: John Hayden MD: Kai Emerson 6 BUILDING 429</p> <p>KGTS/College Place, WA PD: Elizabeth Nelson No Adds</p>		<p>KCBU/Dallas, TX PD: Rich Hooper APD: John McClain MD: Marc Anderson 13 STEVEN CURTIS CHAPMAN 11 DAVID BUSH</p> <p>WJLZ/Norfolk, VA OM/MD: Anna Verbeely PD: JP Morgan APD: Jennifer Crossley 3 ZOEGRIL 3 MARK HARRIS 3 KATE MINER</p> <p>WUCN/Saginaw, MI PD/MD: Peter Brooks 3 BEBO NORMAN</p>		<p>KLYV/Ponca City, OK PD/MD: Tony Weir APD: Jeremy Lewis No Adds</p> <p>WSSL/Rockford, IL OM: Ron Tietzot PD: Cory Reese MD: Charrel Jacobs 5 MARK HARRIS</p> <p>KYCC/Stockton, CA OM/MD: Adam Beldset MD: Morgan Smith No Adds</p>		<p>KCRN/San Angelo, TX PD/MD: Mark Mohr APD: Steve Hayes 7 RICARDO 7 CAROLYN ARENDS 7 BART MULLARD 6 KENT BOTTFENFELD</p> <p>KCFB/St. Cloud, MN PD: Jim Park MD: Chuck Heuberger 5 WAYBURN DEAN 5 KRISTINA 5 KENT BOTTFENFELD 5 TOM DOLAN</p> <p>KFRV/Traverse City, MI PD/MD: Patrick Greene 9 MARK HARRIS 9 SHAUN GROVES 8 CAROLYN ARENDS</p>		<p>WGNV/Wausau, WI PD: Scott Jure MD: Todd Christopher 8 BEBO NORMAN</p> <p>WVDF/Bridgeport, CT PD/MD: Bob Fellberg APD: Bob Shriver 1 SITUATION 1 PROCESSIONS 1 CROSS MOVEMENT 1 PHANATIC 1 FLYNY 1 FROST 1 JOHN REUBEN 1 AMBASSADOR 1 FLAME VDA T R U T H 1 SAVION 1 D O C 1 LOUJIE</p> <p>WUFW/Columbus, OH PD: Michael Beckingham APD: Jonathan Smith MD: Miki Cantu 1 DEEP SPACE 5</p>		<p>WMMK/Miami, FL PD: Rob Robbins MD: Kelly Downing No Adds</p> <p>WJLZ/Norfolk, VA OM/MD: Anna Verbeely PD: JP Morgan APD: Jennifer Crossley 1 JOHN REUBEN 1 LISA MCLENDON 1 DIRT GANG 1 JAPRA LIFE 1 LEGACY 1 PHANATIC 1 JUS BOOGE 1 MARY MARY 1 ROB HODGE 1 SOUL PLASMA 1 SHABACH 1PEE WEE CALLINS</p> <p>1 WAY 1 AWESTRUCK 1 BOBBY BISHOP 1 TONY STONE</p> <p>KDKF/Oklahoma City, OK PD/MD: Brandon Rabbar 1 KERRA "KIKI" SHEARD</p> <p>The Sound Of Light/Satellite PD/MD: Bill Moore No Adds</p> <p>8 Total Reporters</p> <p>Did Not Report, Playlist Frozen (2): WTCC/Springfield, MA WYSZ/Toledo, OH</p>	
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JACKIE MADRIGAL
jmadrigal@radioandrecords.com

Can Tropical Radio Survive Reggaetón?

Radio experts speak

How many Tropical stations are currently playing only traditional tropical music — salsa, merengue and bachata? Probably none. Tropical radio has been suffering from a lack of quality music, and with the emergence of reggaetón, it had no option but to adapt to the new trend. Even WPRM (Salsoul)/Puerto Rico, which had held strong to its Tropical roots, recently announced that it is tweaking its programming to include reggaetón and pop.

Everyone seems to be following the trend that Clear Channel started when it flipped KLOL/Houston to what it called a "Hurban" format, a take on Hispanic Urban.

"We're innovating with reggaetón music because there's a boom right now, but we should be careful because it might be a passing trend or its popularity might diminish."

Rosanna Carleo

Stations are flipping almost daily to some form of Hispanic Urban. Some stations are going straight reggaetón, others are playing reggaetón and Latin hip-hop and pop with a few English-language hip-hop tunes, and still others include tropical music in the mix, depending on the Hispanic makeup of the market.

A Younger Demo

What will happen to traditional Tropical radio in light of all this change? Can it survive? "I don't think that the Tropical format will ever disappear," says WRMD/Tampa interim PD Rosanna Carleo. "We're innovating with reggaetón music because there's a boom right now, but we should be careful, because it might be a passing trend or its popularity might diminish.

"Right now it's taken the spotlight at Tropical, but I don't think that the type of Tropical radio that we're used to listening to will ever die."

WACM and WSPR/Springfield, MA PD Marcos Rivera agrees that Tropical radio can survive, saying, "It can survive because we are seeing now that there is a partnership between salsa and reggaetón. *Salseros* are getting a chance to be part of the reggaetón scene. Salsa, merengue and bachata are going through a modification of sorts, because they are getting infusions of reggaetón."

The other factor that helps traditional tropical music is the fact that its roots remain solid within the Caribbean community. "Salsa will never die, and neither will merengue or bachata," says Carleo. "Fans of salsa and merengue will always be there. We're playing reggaetón to attract a new public and a younger demo so they become fans of tropical rhythms."

"The numbers are there, and we live in a world that's all about numbers. You can show

Jesse Ríos, who was PD of KLOL when it launched and currently serves as Asst. OM for Border Media Partners in Austin and Programming Consultant for KVIB (Latino



Jesse Ríos

Vibe)/Phoenix, also feels that Tropical radio has been affected by the emergence of reggaetón and Hispanic Urban stations.

"Salsa has been affected tremendously now that reggaetón has popped in heavily at stations," he says. "Salsa was hanging in there at the Tropical stations, and reggaetón came in to replace it. Most of the Tropical stations have integrated reggaetón into their mixes because the Hurban stations have affected them."

Clear Channel Sr. VP/Hispanic Radio Alfredo Alonso says, "Tropical radio has always been rhythmic, and the introduction of reggaetón seems to be in line with the format. Stations such as WSKQ/New York and WRUM/Orlando will continue to offer salsa and merengue; however, the hottest and best-selling music out today is reggaetón, and that's why you hear more of it than other, traditional tropical styles."

Classic Tropical

The question now is whether Tropical radio can ever go back to being what it was years ago. The answer seems to be no, but then who will target the older audience that still craves traditional tropical music?

"You have to do your own market research to see how big the need for a 'Classic Tropical' station is," says Ríos. "The younger audience that was previously into tropical or Caribbean sounds is now more into reggaetón."

"Right now, with the strength of the Hurban stations and the reggaetón explosion, I would be hesitant to introduce a traditional Tropical station without first seeing the research that says there is a big need for that format. In some markets there will be a need for a Classic Tropical station.

"The majority of Tropical stations are jumping on the reggaetón wave or blending all the music styles or going completely Hurban. With those moves, there will certainly be a hole in certain markets where you could get decent ratings and profits with a Classic Tropical station that targeted the 25-49 demo with salsa and merengue."

At this point, is it more reasonable to launch a Hispanic Urban station or a Tropical station? Only two of the many recent flip to Spanish-language formats have been Tropical. WRUM/Orlando (Clear Channel) and WLZL/Washington (Infinity).

"The results for a Hurban station come fast," says Ríos. "The trend for KMGG (Mega)/Denver is great. That's one of the reasons you have so many companies jumping to launch Hurban stations.

"It has to do with the current demographic, the hotness of the format, the coolness and the Spanglish, which is the language of the people. You get faster results going that route than going the other way.

"The numbers are there, and we live in a world that's all about numbers. You can show

advertisers ratings much faster by doing a Hurban format than by sticking to the traditional Tropical format."

Trendspotting

Hispanic Urban formats may be more viable now, but traditional tropical music is beloved by generations of music fans who will not let these styles die. How smart is it to follow the Hispanic Urban trend, which hasn't proved its longevity? Can anyone be sure the music and the format will survive in a Hispanic market whose essence and soul are based on the cultures and traditions of the many Latin American countries?

Rivera doesn't think reggaetón music can survive unless it grows. "If the music's rhythm stays the same — because it's one single rhythm, unlike salsa and merengue, which have variations — I'd give it about two years," he says.

"Salsa, merengue and bachata are going through a modification of sorts, because they are getting infusions of reggaetón."

Marcos Rivera

Ríos, however, is convinced that the Hispanic Urban format is not just a trend, even if reggaetón eventually transforms into something else. "This format is the CHR of the Hispanic world," he says. "This is what Hispanics today want to hear.

"The Hurban format will be like CHR, where once it was dance, then disco, then rap, then hip-hop and R&B. That is how these stations are going to be. These stations have made it possible for second- and third-generation bilingual, bicultural Hispanics in this country to listen to a station that they can identify with.

"They have music and DJs they can relate to, and they are the coolest stations for Latinos. Will they always be reggaetón? Maybe not, but the stations are there to adapt to whatever is popular."

For salsa, merengue and bachata to once again headline at Tropical radio, labels and artists must release quality material. Right now station PDs find themselves digging deep into recurrences to keep those musical styles on the airwaves.

"There is good tropical music by Marc Anthony, Juan Luis Guerra and other people who have worked for many years to occupy the top positions," says Carleo. "Everything arrives in due time. These are artists who will always have a special and important place at Tropical stations, even if they aren't innovating with their music all the time."

Alonso says, "The success of a musical genre depends on the music being released. Great music will get more airplay. The reason radio has slowed its airplay of salsa, merengue, etc., is more about the lack of great product and a changing demographic."



STAR POWER Emilio Estefan Jr. recently received a star on Hollywood's Walk of Fame. Seen here are (l-r) Estefan's daughter, Emily; Estefan; his wife, Gloria; and his son, Nayib.

Promotion, Promotion, Promotion

One-on-one with Héctor Torres

How does a Hispanic station market itself to its audience? Promotions are the best way. Unlike PDs, who have to consider the unique Hispanic makeup of the market when programming the station, the promotion and marketing director must come up with creative ideas that fit Hispanics as a whole.

What are some of the creative ideas that stations use to attract the Hispanic audience? WNUF/Orlando Promotions Director Héctor Torres recently shared some of his techniques with me. He also talks about going beyond simple giveaways to really impact the community with positive actions and messages.



Héctor Torres

WNUF is just one example of the hundreds of Hispanic stations that are creating important promotions for their audiences, taking into consideration Hispanic culture and the importance of being a united community.

R&R: What is it like to do marketing and promotions in a market like Orlando, which has a very large and diverse Hispanic audience?

“You don’t want to be just a ticket-giveaway station; you want to be someone the audience can count on. We are their voice.”

HT: Promotion is very important because we’re here for the audience, and we have to work hand in hand with our community. And that’s what we’re doing. We’re out there, we’re partnering with nonprofit organizations, and we’re making the audience aware that we’re here to help when hurricanes happen, etc. It’s important to get the radio station involved and let the audience know that we’re here and that we support them. That’s why we continue to be No. 1.

It’s also very important to educate the youth. Many radio stations want to make money and get numbers, but they are not helping the youth. There is a high degree of truancy and many high school dropouts, and the majority are Hispanic. We have partnered with the Department of Education and are getting out there and helping these kids realize there’s a better future for them.

R&R: So your station’s promotions go beyond giving away a couple of bucks.

HT: Oh, yes. You don’t want to be just a ticket-giveaway station; you want to be someone the audience can count on. We are their voice. You can’t just sit back and give away certificates for McDonald’s. We’re not only about people calling in. We have people out there, and we are taking input from the community in person. That extra outreach is working great for us.

R&R: How do promotions for a Latin station differ from those for a general-market station?

HT: We’re very different from the general market. Hispanics are very family-oriented. We have to be exciting with our promotions. For example, our morning show is *La Buña*, which means to make noise, make a presence. We’re a large percentage of the population of the U.S., and we have to make ourselves known. They don’t have to do that in the general market, but for us it’s very important.

R&R: When doing promotions, how much do you take into consideration the unique Hispanic makeup of Orlando?

HT: I never segregate. We’re all Hispanics. We gave away a car for Mother’s Day, and it wasn’t only targeted at Puerto Ricans, Dominicans or Mexicans. I take all of my audience into consideration, because that’s who’s getting the diaries.

R&R: How do you get involved with concerts and other special events that come to town?

HT: We become sponsors. Juan Gabriel was here, and we became partners and one of the main sponsors. When Juan Luis Guerra came, I lived, breathed, dreamed, ate and drank Juan Luis Guerra. It was insane, but we got it sold and we were out there. It was part of us. Sometimes it may not directly be our event, but we take ownership of it. We treat it like it was our own.

“There is \$4.5 billion in Hispanic money that companies were not taking advantage of because they were not targeting Hispanics. When they realized that, they took advantage of it.”

R&R: What are some promotions that have worked well for your station?

HT: Right now we have a promotion going on to celebrate our fifth anniversary. We’re doing a concert with 10 acts, and we’re giving away lots of tickets. The tickets are not expensive — they start at \$9.81. We want our audience to be able to enjoy some of the acts that we play at the station. It will take place July 30 at the TD Waterhouse. Frankie Negrón, Monchy & Alexandra, Glory, Tito Nieves, Charlie Cruz, Tito El Bambino, Aguakate, Milly Quezada, David Bisbal and Olga Tañón will be performing. We expect to have a full house. The venue holds 10,000 to 12,000 people.

R&R: What about giveaways? What has worked for your station?

HT: When we gave away a car, 98 people won a key, and one of those keys was for the car. We do “The Million Dollar Giveaway.” The two people who pick the envelopes that say “Million Dollars” get to go inside a money machine and grab as much money as they can in 98 seconds.

“We gave away a car for Mother’s Day, and it wasn’t only targeted at Puerto Ricans, Dominicans or Mexicans. I take all of my audience into consideration, because that’s who’s getting the diaries.”

During Christmas we have *parrandas*, and everyone looks forward to those. A *parranda* is a Puerto Rican tradition where people get together and bring homemade instruments and go from home to home, singing Christmas carols, and they have food. Here, we go to one home a week for four weeks. It’s a great event that people love and look forward to. I look forward to doing it, too, because we get sponsors and take food and beer.

R&R: Speaking of sponsors, is it easy to get them for a Latin station?

HT: Five years ago it was hard, because they didn’t know the spending power of the Hispanic market. Once we made them aware of that, they were much more approachable. There is \$4.5 billion in Hispanic money that companies were not taking advantage of because they were not targeting Hispanics. When they realized that, they took advantage of it. And when they became sponsors they were very happy with the outcome.

R&R: Are you having trouble bringing in new sponsors besides the typical ones, like McDonald’s and Bud Light?

HT: Not anymore, because we have been building relationships for the last five years. They know us, and they know what I do as the Promotions Director and what the station can do for their product.

R&R: Is the best way to market a station to the sponsors to show them not only numbers with regard to Hispanic spending power, but also the reactions of the audience to your events?

HT: That is very important. We have testimonial letters from people thanking us for letting them be part of our events and promotions. When sponsors see things like that, they know the audience listens to the station, and then they want to spend money with us.



A PROMISE KEPT Just like he promised, Don Francisco donated \$125,000 from the sale of his album *Mi Homenaje Gigante A La Música Norteña to Casa Del Migrante and Casa Madre Assunta in Tijuana, Mexico.* Seen here (l-r) are Univision Music Group VP/Promotions & West Coast A&R Carlos Maharbiz; Baja California Governor Eugenio Elorduy Walter; Univision Music Group President/CEO José Behar; Don Francisco; Fonovisa VP/GM Alfonso Larriva; Univision Music Group VP/Creative Services Lorena Fusilier; and Casa Del Migrante Director Father Luis Kendzierski.

TALK BACK TO R&R!

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

Call me at 310-788-1670

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Hot Tropical Tunes

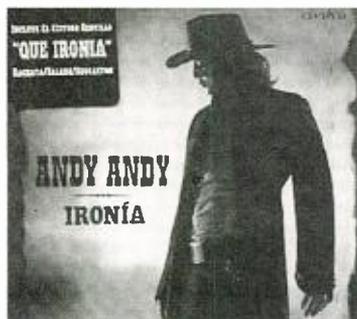
What radio is playing and clubs are spinning

What's the hottest music out there right now? Take a guess. Reggaetón is dominating, and all the proof you need is on R&R's Tropical charts. At the top is Shakira's "La Tortura," a pop tune with a reggaetón feel. It also doesn't hurt that it features Spanish superstar Alejandro Sanz. So where are the truly tropical tunes charting? Let's find out.

Few songs in the top 30 are salsa, merengue or bachata, but you also have to consider that if a song's original version is in any of these styles, the likelihood that it has a reggaetón version is extremely high. So is radio opting for the reggaetón versions over the originals? Hard to tell.

Putting that factor aside, Sony BMG artists are charting very well. N'Klabe's "I Love Salsa" and Olga Tañón's "Bandolero" are at No. 2 and No. 3, respectively. Andy Andy's bachata "Qué Ironía" (UBO/Wepa) has moved up the chart pretty quickly, having started at No. 29 and now sitting at No. 5.

Universal Music Latino also has a strong presence on the chart with several releases by Luny Tunes, as well as Juanes ("La Camisa



Negra") and Luis Fonsi ("Nada Es Para Siempre"). EMI Latin enters the chart with the new Tony Touch release, "Play That Song," while Vico C's "Lo Grande Que Es Perdonar," featuring Gilberto Santa Rosa, has landed in New & Active, which portends its entry onto the chart.

"Anything with reggaetón is the only sure hit right now, and the labels don't want to experiment. But we're always looking for those summer tropical hits."

Héctor Vargas

"The thirtysomethings like reggaetón, but they also want to dance to traditional salsa and merengue."

Jorge Valdés

This has been a great year for SGZ Entertainment, which is charting with Xtreme's "Te Extraño"; Ismael Miranda's "Se Fue Y Me Dejé," featuring Andy Montañez & Cheka; and Frankie Negrón's "Lento" and "Todo Es Mentira." At New & Active, the label has Ciclon with "Manila."



Don Omar

And what can we say about Machete Music, the Latin hip-hop and reggaetón label that is charting with tracks like Daddy Yankee's "Mírame" and "Lo Que Pasó Pasó" and Don Omar's "Donqueo," while Eliel's "Lo Prohibido," featuring Valentino, and Daddy Yankee's "No Me Dejas Solo" are New & Active?

What else is hot? Check out Miami Records' Miguelito, with the album *Ahora E Que Es!*, and Luisito Rosario's *Rumba Del Barrio*. Also, Universal Music Latino is releasing Grupo Manía's latest album, *La Hora De La Verdad*, on Aug. 16. The single "Mere Pescao" is already out.

What radio is playing, however, may not necessarily be what is happening on the streets. For that reason, three of R&R's record pool reporters will now give us the scoop on what people are dancing to in the clubs.



Héctor Vargas, VIP

The new Tony Touch is blowing up, and the kids are going crazy over reggaetón. Traditional stuff is always going to come back — like N'Klabe coming out with "I Love Salsa" — but reggaetón is what is really hot right now.

Xtreme's "Te Extraño" is pretty hot, Don Omar's "Reggaetón Latino" is happening, and Shakira is making a little noise with "La Tortura." Basically, anything by Don Omar is happening. The Vico C track featuring Gilberto Santa Rosa, "Lo Grande Que Es Perdonar," is coming up.

The kids are still digging bachata. We do a lot of school dances, and I've noticed that's what gets kids out on the dance floor, because they get to grind a little bit. It's cool for them. Nothing is blowing up in the other music styles, like salsa and merengue.

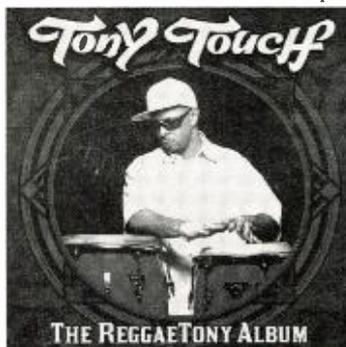
We haven't gotten that summer hit yet, and people are waiting for it. Anything with reggaetón is the only sure hit right now, and the labels don't want to experiment. But we're always looking for those summer tropical hits. I'm hoping Víctor Manuelle or somebody kicks it in to high gear.

Right now we're still playing a lot of the oldies, and everyone is on the reggaetón bandwagon. Olga Tañón is doing well, but she's doing more of a crossover to pop.

Jorge Valdés, DJ Wizz

Reggaetón is what is hot right now. The compilation album *Más Flow 2* with Daddy Yankee and others and the song "Mayor Que Yo" is great. The artists doing best are Daddy Yankee, Don Omar and Ivy Queen. Every market plays different artists, but in this area they are the ones getting more plays. We're playing "Donqueo" and "Reggaetón Latino" by Don Omar, and we still play some of the older stuff, like "Pobre Diabla" and "Dile."

As far as traditional tropical music, N'Klabe's "I Love Salsa" is good, and El Gran Combo are doing well with "Amor Perfecto" and "El Matrimonio." There are a lot of peo-



ple who like reggaetón, but don't like it as much as the younger crowds do. The thirty-

"I have people asking me for the traditional stuff more than ever. They can't get enough of it. But it's hard to get it."

Bill Rickett

some things like reggaetón, but they also want to dance to traditional salsa and merengue.

I think we're going through a phase with reggaetón, but now even *salseros* like José Alberto "El Canario" are doing it. He released a reggaetón version of "La Vida Es Un Carnaval." Willie Chirino, also a *salsero*, is also doing reggaetón. I'm hoping the labels will release traditional tropical music, because it has always worked.



My DJs still play a lot of salsa, merengue and bachata by bands like El Gran Combo, N'Klabe and Grupo Niche, although some of their stuff is a bit old by now.

Bill Rickett, Rickett's

A lot of the labels are trying to merge their salsa artists with reggaetón. The old-school DJs are still lusting for salsa, but what can you do? The labels aren't issuing that kind of stuff. There are some independent labels that come out with stuff, but it's low on the totem pole.

There are still requests for salsa, merengue and bachata. The older crowds still want it, and even the younger people want it, because they know their parents and grandparents grew up with that kind of music. But the labels are flooding us with reggaetón, and even WCAA & WZAA/New York went reggaetón.

I have people asking me for the traditional stuff more than ever. They can't get enough of it. But it's hard to get it. Anything that we get, we're grateful for. An independent label just put out Héctor Tricoche and Edgar Joel, and then there's the new Miles Peña from another independent label.

But you also have artists like India who now do reggaetón mixes. They are going with the flow. What else can you do? The DJs are using what the independents are putting out to create sets, but there's not enough to do a whole night.

REGIONAL MEXICAN TOP 30

POWERED BY
MEDIABASE

July 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	PATRULLA 81 Eres Divina (Disa)	1336	+68	17	42/1
5	2	SERGIO VEGA "EL SHAKA" Dueño De Ti (Sony BMG Norte)	1225	+191	12	36/1
3	3	K-PAZ DE LA SIERRA Mi Credo (Disa)	1185	+65	10	41/0
2	4	LOS TEMERARIOS Ni En Defensa Propia (Fonovisa)	1107	-27	12	45/0
6	5	INTOCABLE Tiempo (EMI Latin)	1056	+32	10	40/0
4	6	LOS TIGRES DEL NORTE La Sorpresa (Fonovisa)	1043	-55	21	47/0
7	7	CONJUNTO PRIMAVERA Hoy Como Ayer (Fonovisa)	918	-62	26	44/0
8	8	BANDA EL RECODO Que Más Quisiera (Fonovisa)	860	0	10	33/0
9	9	LUPILLO RIVERA Ya Me Habían Dicho (Univision)	832	+45	7	33/0
10	10	PANCHO BARRAZA Y Las Mariposas (Balboa)	746	+4	13	29/0
14	11	BETO Y SUS CANARIOS No Puedo Olvidarte (Disa)	716	+106	4	34/0
15	12	LOS RIELEROS DEL NORTE Que El Mundo Ruede (Fonovisa)	703	+87	3	27/0
12	13	GRUPO INNOVACION Mañana Que Ya No Esté (Univision)	684	+4	25	33/0
13	14	LOS HURACANES DEL NORTE El Arrepentido (Univision)	663	+7	8	27/0
18	15	RAMON AYALA Y SUS BRAVOS DEL NORTE Ya No Llores (Freddie)	655	+58	9	28/0
19	16	MARCO ANTONIO SOLIS Siempre Tú A Mi Lado (Fonovisa)	607	+72	4	26/2
25	17	CONJUNTO PRIMAVERA Aún Sigues Siendo Mia (Fonovisa)	582	+156	2	26/3
21	18	LALO MORA En Mil Pedazos (Disa)	543	+38	8	28/0
17	19	DUELO Sólo Callas (Univision)	539	-36	7	23/0
22	20	LOS INVASORES DE NUEVO LEON Irás Cargando Mi Cruz (EMI Latin)	534	+49	7	22/0
20	21	LA FIRMA Lo Mejor De Mi Vida (Sony BMG Norte)	502	-42	9	16/0
Debut	22	COYOTE Y SU BANDA TIERRA SANTA Perdona Mis Errores (Univision)	496	+191	1	23/0
Debut	23	ALACRANES MUSICAL Si Te Vuelves A Enamorar (Univision)	485	+379	1	21/2
Debut	24	DIANA REYES El Sol No Regresa (Universal)	482	+410	1	23/1
24	25	JOAN SEBASTIAN Quiero Compartir (Balboa)	445	+1	8	22/0
27	26	ULISES QUINTERO Coqueta (Sony BMG Norte)	440	+34	5	21/0
23	27	GRUPO MONTEZ DE DURANGO Solo Dejé Yo A Mi Padre (Disa)	432	-18	5	22/0
28	28	BANDA LOS ELEGIDOS Fruta Prohibida (Fonovisa)	404	+2	4	20/0
30	29	KUMBIA KINGS Parte De Mi Corazón (EMI Latin)	392	+28	3	16/0
29	30	VICENTE FERNANDEZ Nacho Bernal (Sony BMG Norte)	345	-35	14	20/0

54 Regional Mexican reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2005, Arbitron Inc. © 2005 Radio & Records.

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
LOS HOROSCOPOS DE DURANGO Si La Quieres (Disa)	626
INTOCABLE Aire (EMI Latin)	579
LA AUTORIDAD DE LA SIERRA Yo Me Quedé Sin Nada (Disa)	501
BETO Y SUS CANARIOS Está Llorando Mi Corazón (Edimonsa)	395
K-PAZ DE LA SIERRA Volveré (Univision)	386
PESADO Ojalá Que Te Mueras (Warner M.L.)	279
COSTUMBRE Fantasía (Warner M.L.)	278
LOS TUCANES DE TIJUANA El Virus Del Amor (Universal)	272
CONJUNTO ATARDECER Y Te Vi Con El (Universal)	252
LOS MORROS DEL NORTE Oos Botellas De Mezcal (La Sierra)	251

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
CONJUNTO PRIMAVERA Aún Sigues Siendo Mia (Fonovisa)	3
MARCO ANTONIO SOLIS Siempre Tú A Mi Lado (Fonovisa)	2
ALACRANES MUSICAL Si Te Vuelves A Enamorar (Univision)	2
BRAZOS MUSICAL DE DURANGO Romántico Incurable (Disa)	2
MICHAEL SALGADO Sirvame Otra Cantinero (Freddie)	2
LOS SIERRENOS DE SINALOA Te Veré Llorar (Disa)	2
EL CHAPO DE SINALOA Recostada En La Cama (Universal)	2
CONJUNTO AZABACHE Besos Y Copas (Fonovisa)	2
BANDA MACHOS Eres Tú (Warner M.L.)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DIANA REYES El Sol No Regresa (Universal)	+410
ALACRANES MUSICAL Si Te Vuelves A Enamorar (Univision)	+379
LOS DAREYES DE LA SIERRA El Fin De Nuestro Amor (Disa)	+201
SERGIO VEGA "EL SHAKA" Dueño De Ti (Sony BMG Norte)	+191
COYOTE Y SU BANDA... Perdona Mis Errores (Univision)	+191
ISABELA No Pude Enamorarme (Disa)	+170
CONJUNTO PRIMAVERA Aún Sigues Siendo Mia (Fonovisa)	+156
BRAZOS MUSICAL... Romántico Incurable (Disa)	+152
LOS TIGRILLOS La Vampiresa (Disa)	+132
BETO Y SUS CANARIOS No Puedo Olvidarte (Disa)	+106

NEW & ACTIVE

MARIANA Una De Dos (Univision)	Total Plays: 314, Total Stations: 15, Adds: 0
LOS DAREYES DE LA SIERRA El Fin De Nuestro Amor (Disa)	Total Plays: 285, Total Stations: 15, Adds: 0
LOS ORIGINALES DE SAN JUAN Dejé De Engordar... (EMI Latin)	Total Plays: 260, Total Stations: 13, Adds: 0
VALENTIN ELIZALDE De Verdad Te Quiero (Universal)	Total Plays: 250, Total Stations: 13, Adds: 1
ISABELA No Pude Enamorarme (Disa)	Total Plays: 199, Total Stations: 9, Adds: 0
EL CHALINILLO El Celoso (La Sierra)	Total Plays: 184, Total Stations: 10, Adds: 0
BOBBY PULIDO Ojalá Te Animes (Universal)	Total Plays: 179, Total Stations: 6, Adds: 0
BRAZOS MUSICAL DE DURANGO Romántico Incurable (Disa)	Total Plays: 177, Total Stations: 10, Adds: 2
JULIO PRECIADO Flor De Capomo (Sony BMG Norte)	Total Plays: 168, Total Stations: 9, Adds: 0
KREA-2 Perdóname (Balboa)	Total Plays: 157, Total Stations: 8, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

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CONTEMPORARY TOP 30

July 15, 2005

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	SHAKIRA #IALEJANDRO SANZ La Tortura (Sony BMG)	1033	+25	13	28/0
3	2	LA 5A. ESTACION Algo Más (Sony BMG)	846	+15	20	30/0
2	3	JUANES La Camisa Negra (Universal)	773	-56	22	30/0
5	4	REIK Yo Quisiera (Sony BMG)	700	+59	9	25/0
4	5	LAURA PAUSINI Viveme (Warner M.L.)	673	+4	18	22/0
6	6	REYLI BARBA Amor Del Bueno (Sony BMG)	613	+35	25	25/0
7	7	LUIS FONSI Nada Es Para Siempre (Universal)	609	+104	6	21/0
8	8	PAULINA RUBIO Mia (Universal)	524	+21	11	22/0
10	9	FRANKIE J. #IBABY BASH Obsession (No Es Amor) (Columbia)	444	+51	19	20/0
13	10	LA SECTA ALLSTAR La Locura Automática (Universal)	444	+44	6	13/1
11	11	OLGA TAÑON Bandolera (Sony BMG)	437	+5	14	12/0
12	12	THALIA Amar Sin Ser Amada (EMI Latin)	431	+4	7	19/1
14	13	LUIS MIGUEL Echame A Mi La Culpa (Warner M.L.)	402	+11	10	16/0
9	14	RICARDO ARJONA Por Qué Es Tan Cruel El Amor (Sony BMG)	399	-54	14	22/0
20	15	MARCO ANTONIO SOLIS Siempre Tú A Mi Lado (Fonovisa)	397	+94	4	16/2
17	16	AMARAL El Universo Sobre Mí (EMI Latin)	364	+5	7	13/0
15	17	RBD Rebelde (EMI Latin)	355	-5	18	18/0
16	18	CHAYANNE Contra Vientos Y Mareas (Sony BMG)	342	-24	17	18/0
19	19	TIZIANO FERRO w/PEPE AGUILAR Mi Credo (EMI Latin)	309	-19	8	13/0
21	20	OBIE BERMUDEZ Cómo Pudiste (EMI Latin)	284	-13	18	15/0
25	21	RBD Sólo Quédate En Silencio (EMI Latin)	278	+53	3	10/0
22	22	DAVID DEMARIA Precisamente Ahora (Warner M.L.)	265	-21	18	13/0
18	23	DADDY YANKEE Lo Que Pasó, Pasó (El Cartel/WI/Machete Music)	257	-7	8	8/0
24	24	INTOCABLE Aire (EMI Latin)	251	+1	18	12/0
26	25	LENA #IALEJANDRO SANZ Tu Corazón (Warner M.L.)	248	+25	5	10/0
23	26	EDNITA NAZARIO Vengada (Sony BMG)	236	-15	10	6/0
Debut	27	ALEJANDRO FERNANDEZ Canta Corazón (Sony BMG)	235	+91	1	10/1
Debut	28	MARIANA Una De Dos (Univision)	214	+41	1	9/0
Debut	29	JUANES Dámelo (Universal)	197	+44	1	4/0
Debut	30	KUMBIA KINGS Parte De Mi Corazón (EMI Latin)	182	+30	1	9/2

32 Spanish Contemporary reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
MARCO ANTONIO SOLIS Siempre Tú A Mi Lado (Fonovisa)	2
RICARDO MONTANER Cuando A Mi Lado Estás (EMI Latin)	2
KUMBIA KINGS Parte De Mi Corazón (EMI Latin)	2
CARLOS VIVES La Maravilla (EMI Latin)	2
MARC ANTHONY Amigo (Sony BMG)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
RICARDO MONTANER Cuando A Mi Lado Estás (EMI Latin)	+136
LUIS FONSI Nada Es Para Siempre (Universal)	+104
MARCO ANTONIO SOLIS Siempre Tú A Mi Lado (Fonovisa)	+94
ALEJANDRO FERNANDEZ Canta Corazón (Sony BMG)	+91
DAVID BISBAL Todo Por Ustedes (Universal)	+83
REIK Yo Quisiera (Sony BMG)	+59
RBD Sólo Quédate En Silencio (EMI Latin)	+53
FRANKIE J. #IBABY BASH Obsession (No Es Amor) (Columbia)	+51
LA SECTA ALLSTAR La Locura Automática (Universal)	+44
JUANES Dámelo (Universal)	+44

NEW & ACTIVE

RICARDO MONTANER Cuando A Mi Lado Estás (EMI Latin)	Total Plays: 171, Total Stations: 9, Adds: 2
ANDY ANDY Qué Ironía (Urban Box Office/Wepa)	Total Plays: 160, Total Stations: 6, Adds: 0
SHAKIRA No (Sony BMG)	Total Plays: 159, Total Stations: 4, Adds: 0
LU NY TUNES #IBABY RANKS... Mayor Que Yo (Universal)	Total Plays: 144, Total Stations: 5, Adds: 0
DON OMAR Reggaetón Latino (Urban Box Office/Virgin)	Total Plays: 136, Total Stations: 7, Adds: 0
JULIETA VENEGAS Oleada (Sony BMG)	Total Plays: 133, Total Stations: 8, Adds: 0
LU Por Besarte (Warner M.L.)	Total Plays: 127, Total Stations: 5, Adds: 0
DADDY YANKEE Mirame (El Cartel/WI/Machete Music)	Total Plays: 123, Total Stations: 6, Adds: 0
EDGARDO MONSERRAT Cuéntale (Fonovisa)	Total Plays: 113, Total Stations: 6, Adds: 1
SERRALDE Regresa Ya (Universal)	Total Plays: 113, Total Stations: 4, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS	ARTIST TITLE LABEL(S)	TOTAL PLAYS
JUANES Volverte A Ver (Universal)	381	JULIETA VENEGAS Algo Está Cambiando (Sony BMG)	238
ALEKS SYNTEK #JANA TORROJA Duele El Amor (EMI Latin)	280	PEPE AGUILAR El Autobús (Sony BMG)	228
KALIMBA Tocando Fondo (Sony BMG)	269	DON OMAR Pobre Diabla (WI/Machete Music)	223
ALEJANDRO FERNANDEZ Qué Lástima (Sony BMG)	258	ALEJANDRO FERNANDEZ Me Dediqué A Perderte (Sony BMG)	213
		LA OREJA DE VAN GOGH Rosas (Sony BMG)	211
		JUANES Nada Valgo Sin Tu Amor (Universal)	207

REPORTING STATION PLAYLISTS

www.radioandrecords.com



TROPICAL TOP 30

POWERED BY
MEDIABASE

July 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	SHAKIRA f/ALEJANDRO SANZ La Tortura (Sony BMG)	357	+9	13	11/0
2	2	OLGA TAÑON Bandolero (Sony BMG)	312	-4	16	14/0
3	3	N'KLABE I Love Salsa (Sony BMG)	310	+5	6	14/0
4	4	LUNY TUNES f/BABY RANKS, DON OMAR... Mayor Que Yo (Universal)	290	-5	13	13/0
5	5	ANDY ANDY Qué Ironía (Urban Box Office/Wepa)	231	0	10	11/0
6	6	JUANES La Camisa Negra (Universal)	228	-1	13	10/0
8	7	MONCHY & ALEXANDRA Hasta El Fin (J&N)	211	+12	18	10/0
10	8	JUAN LUIS GUERRA Soldado (Vene Music/Universal)	203	+16	7	7/0
12	9	LUNY TUNES f/WISIN & YANDEL Rakata (Universal)	202	+30	8	10/0
7	10	ISMAEL MIRANDA f/ANDY MONTAÑEZ... Se Fue Y Me Dejé (SGZ Entertainment)	199	-12	13	12/0
11	11	DADDY YANKEE Lo Que Pasó, Pasó (El Cartel/VII/Machete Music)	198	+14	31	11/0
9	12	DADDY YANKEE Mirame (El Cartel/VII/Machete Music)	197	+3	7	8/0
14	13	BRENDA K. STARR Tú Eres (Mi Voz)	174	+21	7	10/0
18	14	LUIS FONSI Nada Es Para Siempre (Universal)	167	+46	4	7/1
15	15	AMARFIS Y LA BANDA DE ATAKKE Lamento Boliviano (Amárfica/J&N)	163	+14	12	6/0
16	16	DON OMAR Donqueo (All Star/VII/Machete Music)	157	+10	3	7/0
Debut	17	MILLY QUEZADA f/H. "EL BAMBINO" La Mala Palabra... (J&N)	156	+138	1	6/0
17	18	DJ NELSON f/H. "EL BAMBINO" & DIVIND Esta Noche De Travesura (Universal)	144	+7	13	5/0
20	19	DON OMAR Reggaetón Latino (Urban Box Office/Virgin)	132	+18	11	6/0
13	20	EL GRAN COMBO DE PUERTO RICO Amor Perfecto (Sony BMG)	128	-26	10	10/0
19	21	FRANKIE NEGRON Lento (SGZ Entertainment)	127	+8	7	7/0
22	22	DOMENIC MARTE Ella Se Llevó Mi Vida (J&N)	108	-5	13	8/0
21	23	EDNITA NAZARIO Vengada (Sony BMG)	105	-9	7	5/0
25	24	ELVIS MARTINEZ Yo Nací Para Amar (Univision)	103	+13	4	4/0
Debut	25	ALVARO TORRES He Venido A Pedirte Perdón (Dle Music)	98	+44	1	4/0
24	26	ARTHUR HANLON f/TITO NIEVES La Gorda Linda (Fonovisa)	98	0	13	7/0
26	27	XTREME Te Extraño (SGZ Entertainment)	87	-2	4	6/0
-	28	FRANKIE NEGRON Todo Es Mentira (SGZ Entertainment)	74	+12	17	7/0
27	29	TONY TOUCH Play That Song (EMI Latin)	74	0	2	6/1
Debut	30	ZION & LENNOX Don't Stop (No Pare) (Sony BMG)	73	+30	1	3/0

16 Tropical reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 7/3-7/9. 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. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

MOST ADDED

ARTIST TITLE LABEL(S) ADDS
No Adds

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S) TOTAL PLAY INCREASE

MILLY QUEZADA f/H. "EL BAMBINO" La Mala Palabra... (J&N)	+138
LUIS FONSI Nada Es Para Siempre (Universal)	+46
ALVARO TORRES He Venido A Pedirte Perdón (Dle Music)	+44
JOHNNY PREZ f/TITO ROJAS Tengo El Control (Sony BMG)	+35
PAULINA RUBIO Mia (Universal)	+34
LUNY TUNES f/WISIN & YANDEL Rakata (Universal)	+30
ZION & LENNOX Don't Stop (No Pare) (Sony BMG)	+30
BRENDA K. STARR Tú Eres (Mi Voz)	+21
ELIEL f/VALENTINO Lo Prohibido (VII/Machete Music)	+21

NEW & ACTIVE

CICLON Manila (SGZ Entertainment)	Total Plays: 72, Total Stations: 5, Adds: 0
DADDY YANKEE No Me Dejes Solo (El Cartel/VII/Machete Music)	Total Plays: 63, Total Stations: 3, Adds: 0
JOHNNY PREZ f/TITO ROJAS Tengo El Control (Sony BMG)	Total Plays: 70, Total Stations: 4, Adds: 0
VICO C f/GILBERTO SANTA ROSA Lo Grande Que Es Perdonar (EMI Latin)	Total Plays: 64, Total Stations: 3, Adds: 0
ELIEL f/VALENTINO Lo Prohibido (VII/Machete Music)	Total Plays: 63, Total Stations: 3, Adds: 0
JULIO VOLTIO Bumper (Sony BMG)	Total Plays: 48, Total Stations: 4, Adds: 0
DADDY YANKEE No Me Dejes Solo (El Cartel/VII/Machete Music)	Total Plays: 43, Total Stations: 2, Adds: 0
LUNY TUNES f/WY QUEEN Te He Querido, Te He Llorado (Universal)	Total Plays: 42, Total Stations: 3, Adds: 0
ALEJANDRO FERNANDEZ Canta Corazón (Sony BMG)	Total Plays: 42, Total Stations: 2, Adds: 0
CUBAN LINK f/DON OMAR Scandalous (MOB)	Total Plays: 42, Total Stations: 2, Adds: 0
LUNY TUNES f/H. "EL BAMBINO" Dale Castigo (Universal)	Total Plays: 41, Total Stations: 3, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS	ARTIST TITLE LABEL(S)	TOTAL PLAYS
MARC ANTHONY Se Esfuma Tu Amor (Sony BMG)	182	ZION & LENNOX Oncella (Sony BMG)	101
ANGEL & KHRIS Ven Bailalo (Cutting)	124	JUAN LUIS GUERRA Para Ti (Vene Music/Universal)	100
LOS TOROS BAND Perdóname La Vida (DAM Productions)	114	TITO NIEVES f/LA INDIA Ya No Queda Nada (SGZ Entertainment)	98
DADDY YANKEE Gasolina (El Cartel/VII/Machete Music)	110	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	97
		GILBERTO SANTA ROSA Sombra Loca (Sony BMG)	81
		VICTOR MANUELLE La Vida Es Un Carnaval (Sony BMG)	81

ROCK/ALTERNATIVE

TW	ARTIST Title Label(s)
1	ANDREA ECHEVERRI A Eme O (Nacional)
2	CIRCO Un Accidente (Universal)
3	DELUX Más De Lo Que Te Imaginas (Ramper/V&J)
4	CAFE TACUBA Mediodía (Universal)
5	LA SECTA ALLSTAR La Locura Automática (Universal)
6	ENJAMBRE Biografía (Dso/V&J)
7	MARS VOLTA L'via L'viaquez (Strummed/Universal)
8	LIQUITS Chido (Surco)
9	A.N.I.M.A.L. Combativo (Universal)
10	STOIC FRAME Coctel De La Paz (El Comandante/V&J)
11	ORISHAS Nací Orishas (Universal)
12	KARAMELO SANTO Fruta Amarga (Delanuca)
13	JAGUARES Hay Amores Que Matan (Sony BMG)
14	MOLOTOV Amateur (Universal)
15	ORISHAS El Kilo (Universal)

Songs ranked by total number of points. Data compiled from playlists submitted on a weekly basis by 10 specialty rock/alternative shows, airing at least 2 hours per week, on radio stations across the country.

RECORD POOL

TW	ARTIST Title Label(s)
1	SHAKIRA f/ALEJANDRO SANZ La Tortura (Sony BMG)
2	ANDY ANDY Qué Ironía (Urban Box Office/Wepa)
3	TAINO Como Yo Te Quiero (Universal)
4	N'KLABE I Love Salsa (Sony BMG)
5	TITO ROJAS Todita Tú (MP)
6	TONY TOUCH Play That Song (EMI Latin)
7	BANDA GORDA No Doy Mi Truco (MP)
8	DON OMAR Donqueo (All Star/VII/Machete Music)
9	VICO C f/GILBERTO SANTA ROSA Lo Grande Que Es Perdonar (EMI Latin)
10	BETZAIDA No Te Quiero Olvidar (Fonovisa)
11	MONCHY & ALEXANDRA Hasta El Fin (J&N)
12	SONORA CARRUSELES Las Muchachas (Fuentes)
13	ELVIS MARTINEZ Yo Nací Para Amar (Univision)
14	ORLANDO CONGA La Lavadora (Lantigua Music)
15	KINITO MENDEZ Obligao (J&N)

Songs ranked by total number of points. 22 Record Pool reporters.

OPPORTUNITIES

EAST

Wanted: Major Market FM Newsperson

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WEST

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RADIO & RECORDS, INC.

2049 Century Park East., 41st Floor, Los Angeles, CA 90067

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CHR/POP

LW	TW	
1	1	MARIAH CAREY We Belong Together (Island/IDJMG)
2	2	KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)
3	3	BLACK EYED PEAS Don't Phunk With My Heart (A&M/Interscope)
4	4	GWEN STEFANI Hollaback Girl (Interscope)
5	5	WILL SMITH Switch (Interscope)
6	6	PUSSYCAT DOLLS #IBUSTA RHYMES Don't Cha (A&M/Interscope)
7	7	PAPA ROACH Scars (Geffen)
8	8	RIHANNA Pon De Replay (Def Jam/IDJMG)
12	9	D.H.T. Listen To Your Heart (Robbins)
9	10	3 DOORS DOWN Let Me Go (Republic/Universal)
6	11	CIARA #LUDACRIS Oh (LaFace/Zomba Label Group)
13	12	LIFEHOUSE You And Me (Geffen)
10	13	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)
14	14	BABY BASH Baby I'm Back (Latium/Universal)
19	15	FAT JOE #NELLY Get It Poppin' (Atlantic)
15	16	SIMPLE PLAN Untitled (Lava)
20	17	GREEN DAY Holiday (Reprise)
17	18	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)
21	19	NATASHA BEDINGFIELD These Words (Epic)
23	20	PRETTY RICKY Grind With Me (Atlantic)
25	21	FRANKIE J. How To Deal (Columbia)
18	22	GAVIN DEGRAW Chariot (J/RMG)
24	23	CROSSFADE Cold (Columbia)
22	24	BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)
29	25	GWEN STEFANI Cool (Interscope)
26	26	HOWIE DAY Collide (Epic)
28	27	COLDPLAY Speed Of Sound (Capitol)
30	28	MISSY ELLIOTT Lose Control (Gold Mind/Violator/Atlantic)
31	29	WEEZER Beverly Hills (Geffen)
27	30	GAME #50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)

#1 MOST ADDED

MARIAH CAREY Shake It Off (Island/IDJMG)

#1 MOST INCREASED PLAYS

GWEN STEFANI Cool (Interscope)

TOP 5 NEW & ACTIVE

MARIO Here I Go Again (J/RMG)
 MARIAH CAREY Shake It Off (Island/IDJMG)
 KILLERS All These Things That I've Done (Island/IDJMG)
 FATTY KOO Bounce (Columbia)
 BEN MOODY FIANASTACIA Everything Burns (Wind-up)

CHR/POP begins on Page 24.

AC

LW	TW	
1	1	MICHAEL BUBLE Home (143/Reprise)
2	2	KELLY CLARKSON Breakaway (Hollywood)
3	3	ROB THOMAS Lonely No More (Atlantic)
4	4	LOS LONELY BOYS Heaven (DR Music/Epic)
5	5	BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)
6	6	JOHN MAYER Daughters (Aware/Columbia)
7	7	GOO GOO DOLLS Give A Little Bit (Warner Bros.)
8	8	TIM MCGRAW Live Like You Were Dying (Curb)
9	9	RYAN CABRERA True (E.V.L.A./Atlantic)
10	10	MAROON 5 She Will Be Loved (Octone/J/RMG)
12	11	ANNA MALICK Breathe (2am) (Columbia)
11	12	MERCYME Homesick (IN/Curb)
13	13	MARTINA MCBRIDE In My Daughter's Eyes (RCA)
14	14	HALL & OATES I'll Be Around (U-Watch)
15	15	MAROON 5 Sunday Morning (Octone/J/RMG)
17	16	MARIAH CAREY We Belong Together (Island/IDJMG)
16	17	HOWIE DAY Collide (Epic)
18	18	HALL & OATES Doh Child (U-Watch)
19	19	KIMBERLEY LOCKE I Coude (Curb)
20	20	RASCAL FLATTS Bless The Broken Road (Lyric Street)
21	21	JIM BRICKMAN & MICHAEL BOLTON Hear Me... (RCA Victor)
26	22	EAGLES No More Cloudy Days (ERC)
25	23	CARRIE UNDERWOOD Inside Your Heaven (Arista)
24	24	PHIL COLLINS You Touch My Heart (Rendezvous)
22	25	JOHN WAITE New York City Girl (No Brakes)
29	26	JESSE MCCARTNEY Beautiful Soul (Hollywood)
28	27	KATRINA CARLSON Suddenly Beautiful (Kataphonic)
30	28	KENNY G. #YOLANDA ADAMS I Believe I Can Fly (Arista/RMG)
-	29	STEVIE WONDER From The Bottom Of My Heart (Motown/Universal)
23	30	SHANIA TWAIN Don't! (Mercury/IDJMG)

#1 MOST ADDED

HOOTIE & THE BLOWFISH One Love (Sneaky Long/Vanguard)

#1 MOST INCREASED PLAYS

BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)

TOP 5 NEW & ACTIVE

D.H.T. Listen To Your Heart (Robbins)
 DAVID PACK The Secret Of Movin' On (Peak)
 ERIC BENET Hurricane (Reprise/Warner Bros.)
 ZUCCHERO Everybody's Got To Learn Sometime (Concord)
 SUGAR RAY Shot Of Laughter (Rhino/Lava/Atlantic)

AC begins on Page 44.

CHR/RHYTHMIC

LW	TW	
1	1	MARIAH CAREY We Belong Together (Island/IDJMG)
2	2	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)
3	3	PRETTY RICKY Grind With Me (Atlantic)
7	4	BOW WOW #OMARION Let Me Hold You (Columbia)
6	5	FAT JOE #NELLY Get It Poppin' (Atlantic)
9	6	RIHANNA Pon De Replay (Def Jam/IDJMG)
4	7	GWEN STEFANI Hollaback Girl (Interscope)
5	8	CIARA #LUDACRIS Oh (LaFace/Zomba Label Group)
11	9	LUDACRIS Pimpin' All Over The World (Def Jam South/IDJMG)
12	10	LIL ROB Summer Nights (Upstairs)
10	11	MISSY ELLIOTT Lose Control (Gold Mind/Violator/Atlantic)
8	12	FRANKIE J. How To Deal (Columbia)
14	13	GAME Dreams (Aftermath/G-Unit/Interscope)
13	14	NATALIE Energy (Latium/Universal)
15	15	WEBBIE #BUN B Give Me That (Asylum/Trill)
20	16	YING YANG TWINS #MIKE JONES Badd (TVT)
17	17	TEAIRRA MARI Make Her Feel Good (Roc-A-Fella/IDJMG)
21	18	MIKE JONES Back Then (Swish/House/Asylum/Warner Bros.)
16	19	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)
18	20	YING YANG TWINS Wait (The Whisper Song) (TVT)
25	21	DESTINY'S CHILD Cater 2 U (Columbia)
22	22	BLACK EYED PEAS Don't Phunk With My Heart (A&M/Interscope)
24	23	R. KELLY #GAME Play's Only (Jive/Zomba Label Group)
34	24	DAVID BANNER Play (SRC/Universal)
27	25	BOBBY VALENTINO Tell Me (DTP/Def Jam/IDJMG)
30	26	JERMAINE DUPRI Gotta Getcha (So So Def/Virgin)
28	27	PUSSYCAT DOLLS #BUSTA RHYMES Don't Cha (A&M/Interscope)
26	28	DADDY Yankee Like You (E! Cartel/VV/Machete Music)
35	29	PRETTY RICKY Your Body (Atlantic)
29	30	EBONY EYEZ In Ya Face (Capitol)

#1 MOST ADDED

MARIAH CAREY Shake It Off (Island/IDJMG)

#1 MOST INCREASED PLAYS

LUDACRIS Pimpin' All Over The World (Def Jam South/IDJMG)

TOP 5 NEW & ACTIVE

PLAY-N-SKILLZ Let 'Em Go (Latium/Universal)
 AMERIE One Thing (Columbia)
 CUBAN LINK FICON DMAR Scandalous (MOB)
 KANYE WEST G-I-D Digger (Roc-A-Fella/IDJMG)
 MIRI BEN-ARI Jump And Spread Out (Universal)

CHR/RHYTHMIC begins on Page 29.

HOT AC

LW	TW	
2	1	LIFEHOUSE You And Me (Geffen)
1	2	ROB THOMAS Lonely No More (Atlantic)
3	3	3 DOORS DOWN Let Me Go (Republic/Universal)
4	4	COLDPLAY Speed Of Sound (Capitol)
7	5	GAVIN DEGRAW Chariot (J/RMG)
6	6	KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)
5	7	KELLY CLARKSON Since U Been Gone (RCA/RMG)
6	8	ROBERT DAY Boulevard Of Broken Dreams (Reprise)
9	9	ANNA MALICK Breathe (2am) (Columbia)
10	10	HOWIE DAY Collide (Epic)
12	11	COLLECTIVE SOUL Better Now (El Music Group)
11	12	DAVE MATTHEWS BAND American Baby (RCA/RMG)
15	13	ROB THOMAS This Is How A Heart Breaks (Atlantic)
14	14	BETTER THAN EZRA A Lifetime (Artemis)
13	15	GOO GOO DOLLS Give A Little Bit (Warner Bros.)
16	16	ROBERT DAY Boulevard Of Broken Dreams (Reprise)
17	17	JASON MRAZ Wordplay (Atlantic)
18	18	AVRIL LAVIGNE Fall To Pieces (Arista/RMG)
21	19	JOSH KELLEY Only You (Hollywood)
19	20	BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)
22	21	TRAIN Get To Me (Columbia)
20	22	GWEN STEFANI Hollaback Girl (Interscope)
24	23	MARIAH CAREY We Belong Together (Island/IDJMG)
23	24	VERTICAL HORIZON Forever (Hybrid)
25	25	LOW MILLIONS Statue (Manhattan/EMC)
26	26	COURTNEY JAYE Can't Behave (Island/IDJMG)
27	27	KEITH URBAN You'll Think Of Me (Capitol/EMC)
29	28	DEF LEPPARD No Matter What (Island/IDJMG)
28	29	KEANE Everybody's Changing (Interscope)
38	30	GWEN STEFANI Cool (Interscope)

#1 MOST ADDED

HOOTIE & THE BLOWFISH One Love (Sneaky Long/Vanguard)

#1 MOST INCREASED PLAYS

TRAIN Get To Me (Columbia)

TOP 5 NEW & ACTIVE

DANIEL POWTER Bad Day (Warner Bros.)
 SUGAR RAY Shot Of Laughter (Rhino/Lava/Atlantic)
 JOY WILLIAMS We (Red Ink/Pearson/PLG)
 MICHAEL BUBLE Home (143/Reprise)
 OMNISOU Waiting (Save Your Life) (Wind-up)

AC begins on Page 44.

URBAN

LW	TW	
1	1	MARIAH CAREY We Belong Together (Island/IDJMG)
2	2	BOW WOW #OMARION Let Me Hold You (Columbia)
6	3	WEBBIE #BUN B Give Me That (Asylum/Trill)
7	4	DESTINY'S CHILD Cater 2 U (Columbia)
4	5	FANTASIA Free Yourself (J/RMG)
5	6	LYFE JENNINGS Must Be Nice (Columbia)
3	7	PRETTY RICKY Grind With Me (Atlantic)
10	8	LUDACRIS Pimpin' All Over The World (Def Jam South/IDJMG)
8	9	YING YANG TWINS Wait (The Whisper Song) (TVT)
13	10	BOYZ IN DA HOOD Dem Boyz (Bad Boy/Atlantic)
15	11	MIKE JONES Back Then (Swish/House/Asylum/Warner Bros.)
16	12	GAME Dreams (Aftermath/G-Unit/Interscope)
11	13	CIARA #LUDACRIS Oh (LaFace/Zomba Label Group)
17	14	GWEN STEFANI Hollaback Girl (Interscope)
12	15	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)
9	16	R. KELLY Trapped In The Closet (Live/Zomba Label Group)
14	17	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)
20	18	MISSY ELLIOTT Lose Control (Gold Mind/Violator/Atlantic)
19	19	TEAIRRA MARI Make Her Feel Good (Roc-A-Fella/IDJMG)
18	20	T.I. ASAP (Grand Hustle/Atlantic)
22	21	TERIYON Gotta Make It (Songbook/Atlantic)
23	22	FAT JOE #NELLY Get It Poppin' (Atlantic)
21	23	KANYE WEST Diamonds (Roc-A-Fella/IDJMG)
24	24	YOUNG JEEZY And Then What (Def Jam/IDJMG)
25	25	MARQUES HOUSTON Naked (T.U.G.)
29	26	YAYO So Seductive (G-Unit/Interscope)
27	27	JERMAINE DUPRI Gotta Getcha (So So Def/Virgin)
31	28	BOBBY VALENTINO Tell Me (DTP/Def Jam/IDJMG)
26	29	GAME #50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)
33	30	COMMON Go (Geffen)

#1 MOST ADDED

MARIAH CAREY Shake It Off (Island/IDJMG)

#1 MOST INCREASED PLAYS

GWEN STEFANI Hollaback Girl (Interscope)

TOP 5 NEW & ACTIVE

RIHANNA Pon De Replay (Def Jam/IDJMG)
 DAME How We Roll (T.U.G.)
 LL' JON & THE EASTSIDE BOYZ #BO HAGAN Get Crunk (TVT)
 VIVIAN GREEN Gotta Go, Gotta Leave (Columbia)
 NICK CANNON Can I Live (Live/Zomba Label Group)

URBAN begins on Page 32.

ROCK

LW	TW	
1	1	FOO FIGHTERS Best Of You (RCA/RMG)
2	2	SEETHER Remedy (Wind-up)
3	3	AUDIOSLAVE Be Yourself (Interscope/Epic)
5	4	STAINED Right Here (Flip/Atlantic)
4	5	GREEN DAY Holiday (Reprise)
6	6	NINE INCH NAILS The Hand That Feeds (Interscope)
7	7	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)
8	8	ROBERT PLANT Shine It All Around (Sanctuary/SRG)
9	9	THEORY OF A DEADMAN No Surprises (Roadrunner/IDJMG)
10	10	3 DOORS DOWN Behind Those Eyes (Republic/Universal)
12	11	VELVET REVOLVER Fall To Pieces (RCA/RMG)
16	12	CROSSFADE Colors (Columbia)
11	13	MUDVAYNE Happy? (Epic)
13	14	GREEN DAY Boulevard Of Broken Dreams (Reprise)
15	15	U2 City Of Blinding Lights (Interscope)
20	16	DISTURBED Guarded (Reprise)
14	17	DARK NEW DAY Brother (Warner Bros.)
21	18	VELVET REVOLVER Come On, Come In (Wind-up)
17	19	OFFSPRING Can't Repeat (Columbia)
19	20	PAPA ROACH Take Me (Geffen)
18	21	NO ADDRESS When I'm Gone (Sadie) (Atlantic)
30	22	AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)
23	23	SLIPKNOT Before I Forget (Roadrunner/IDJMG)
24	24	TOMMY LEE Tryin To Be Me (Independent)
25	25	DAVE MATTHEWS BAND American Baby (RCA/RMG)
26	26	DAY OF FIRE Fade Away (Live/Essential/PLG)
22	27	AUDIOSLAVE Your Time Has Come (Interscope/Epic)
27	28	10 YEARS Wasteland (Republic/Universal)
29	29	WEEZER Beverly Hills (Geffen)
-	30	BREAKING POINT Show Me A Sign (Wind-up)

#1 MOST ADDED

TRAPT Stand Up (Warner Bros.)

#1 MOST INCREASED PLAYS

AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)

TOP 5 NEW & ACTIVE

INCUBUS Make A Move (Epic)
 STATIC-X I'm The One (Warner Bros.)
 SOUND AND FURY Tropictrical (Atheist)
 TAPROOT Calling (Atlantic)
 COLDPLAY Speed Of Sound (Capitol)

ROCK begins on Page 54.

URBAN AC

LW	TW	
1	1	FANTASIA Free Yourself (J/RMG)
2	2	MARIAH CAREY We Belong Together (Island/IDJMG)
3	3	KEM I Can't Stop Loving You (Motown/Universal)
4	4	CHARLIE WILSON Charlie Last Name: Wilson (Live/Zomba Label Group)
5	5	INDIA.ARIE Purify Me (Rowdy/Motown)
6	6	FAITH EVANS Again (Capitol)
7	7	MINT CONDITION I'm Ready (Image)
8	8	LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)
9	9	FANTASIA Truth Is (J/RMG)
15	10	JILL SCOTT Cross My Mind (Hidden Beach/Epic)
10	11	BRIAN MCKNIGHT Everytime You Go Away (Motown/Universal)
17	12	STEVIE WONDER From The Bottom Of My Heart (Motown/Universal)
14	13	DESTINY'S CHILD Girl (Columbia)
19	14	BABYFACE Sorry For The Stupid Things (Arista/J/RMG)
11	15	R. KELLY Trapped In The Closet (Live/Zomba Label Group)
16	16	VIVIAN GREEN Gotta Go, Gotta Leave (Columbia)
23	17	TONI BRAXTON Please (BlackGround/Universal)
18	18	ANITA BAKER Serious (Blue Note/Virgin)
21	19	KEM Find Your Way (Back Into My Life) (Motown/Universal)
20	20	STEVIE WONDER So What The Fuss (Motown/Universal)
25	21	PATTI LABELLE (MARY J. BLIGE Ain't No Way (Def Soul)/IDJMG)
22	22	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)
24	23	LALAH HATHAWAY Better And Better (MesaBlueMoon/AGU Music)
—	24	FAITH EVANS Mesmerized (Capitol)
28	25	DR. CHARLES G. HAYES & WARRIORS Work It Out (ICEE)
29	26	LEELA JAMES Music (Warner Bros.)
26	27	J MOSS We Must Praise (Gospo Centric)
30	28	JOSS STONE Jet Lag (S.Curve/EMC)
—	29	LYFE JENNINGS Must Be Nice (Columbia)
—	30	JOHN LEGEND So High (Columbia)

#1 MOST ADDED

EARTH, WIND & FIRE Pure Gold (Sanctuary/SRG)

#1 MOST INCREASED PLAYS

TONI BRAXTON Please (BlackGround/Universal)

TOP 5 NEW & ACTIVE

- KENNY LATTIMORE / CHANTE' MOORE Tonight... (LaFace/Zomba Label Group)
 CRUNA Take Me Higher (Reprise/Warner Bros.)
 CAFE SOUL ALL STARS FIGLENN JONES What You Gonna Do (You)
 DONNIE MCCLURKIN & KIRK FRANKLIN Ooh Child (Venty)
 ANTHONY HAMILTON Ball And Chain (Rhino)

URBAN begins on Page 32.

ACTIVE ROCK

LW	TW	
1	1	SEETHER Remedy (Wind-up)
5	2	FOD FIGHTERS Best Of You (RCA/RMG)
3	3	NINE INCH NAILS The Hand That Feeds (Interscope)
2	4	MUDVAYNE Happy? (Epic)
4	5	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)
6	6	STAIN'D Right Here (Flip/Atlantic)
15	7	DISTURBED Guarded (Reprise)
10	8	DARK NEW OAY Brother (Warner Bros.)
7	9	OFFSPRING Can't Repeat (Columbia)
8	10	SLIPKNOT Before I Forget (Roadrunner/IDJMG)
13	11	PAPA ROACH Take Me (Geffen)
12	12	CROSSFADE Colors (Columbia)
9	13	THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)
11	14	CHEVELLE The Clincher (Epic)
14	15	GREEN DAY Holiday (Reprise)
17	16	INCUBUS Make A Move (Epic)
16	17	AUDIOSLAVE Be Yourself (Interscope/Epic)
20	18	VELVET REVOLVER Come On, Come In (Wind-up)
19	19	STATIC-X I'm The One (Warner Bros.)
27	20	TAPROOT Calling (Atlantic)
32	21	AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)
22	22	10 YEARS Wasteland (Republic/Universal)
18	23	3 DOORS DOWN Behind Those Eyes (Republic/Universal)
30	24	BREAKING BENJAMIN Rain (Hollywood)
29	25	RA Fallen Angels (Republic/Universal)
24	26	DAY OF FIRE Fade Away (Live/Essential/PLG)
28	27	TOMMY LEE Tryin' To Be Me (Independent)
21	28	AUDIOSLAVE Your Time Has Come (Interscope/Epic)
25	29	BREAKING POINT Show Me A Sign (Wind-up)
31	30	COLD Happens All The Time (Flip/Lava)

#1 MOST ADDED

TRAPT Stand Up (Warner Bros.)

#1 MOST INCREASED PLAYS

AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)

TOP 5 NEW & ACTIVE

- OEAF PEDESTRIANS 15 Beers Ago (Datapoint/period)
 FULL SCALE Feel It (Columbia)
 FINCH Bitemarks And Bloodstains (One More Fall) (Geffen)
 MEGADETH The Scorpion (Sanctuary/SRG)
 OPIATE FOR THE MASSES Drown (WARCDN)

ROCK begins on Page 54.

COUNTRY

LW	TW	
1	1	RASCAL FLATTS Fast Cars And Freedom (Lyric Street)
2	2	TOBY KEITH As Good As I Once Was (DreamWorks)
3	3	SUGARLAND Something More (Mercury)
5	4	FAITH HILL Mississippi Girl (Warner Bros.)
4	5	GEORGE STRAIT You'll Be There (MCA)
6	6	KENNY CHESNEY Keg In The Closet (BNA)
7	7	BROOKS & DUNN Play Something Country (Arista)
11	8	BRAD PAISLEY Alcohol (Arista)
9	9	DARRYL WORLEY If Something Should Happen (DreamWorks)
8	10	KEITH ANDERSON Pickin' Wildflowers (Arista)
12	11	SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)
10	12	BLAKE SHELTON Goodbye Time (Warner Bros.)
14	13	TIM MCGRAW Do You Want Fries With That (Curb)
16	14	VAN ZANT Help Somebody (Columbia)
13	15	REBA MCENTIRE My Sister (MCA)
15	16	BOBBY PINSON Don't Ask Me How I Know (RCA)
17	17	SARA EVANS A Real Fine Place To Start (RCA)
18	18	ALAN JACKSON The Talkin' Song Repair Blues (Arista)
19	19	JAMIE O'NEAL Somebody's Hero (Capitol)
20	20	TRISHA YEARWOOD Georgia Rain (MCA)
21	21	TRICK PONY It's A Heartache (Asylum/Curb)
22	22	MONTGOMERY GENTRY Something To Be Proud Of (Columbia)
23	23	JASON ALDEAN Hicktown (BBR)
28	24	TRACE ADKINS Arlington (Capitol)
24	25	JOSH GRACIN Stay With Me (Brass Bed) (Lyric Street)
25	26	CRAIG MORGAN Redneck Yacht Club (BBR)
27	27	LEE ANN WOMACK He Dughta Know That By Now (MCA)
26	28	LEANN RIMES Probably Wouldn't Be This Way (Asylum/Curb)
29	29	HOT APPLE PIE Hillbillies (DreamWorks)
30	30	SHOOTER JENNINGS 4th Of July (Universal/South)

#1 MOST ADDED

JO DEE MESSINA Delicious Surprise (I Believe It) (Curb)

#1 MOST INCREASED PLAYS

TIM MCGRAW Do You Want Fries With That (Curb)

TOP 5 NEW & ACTIVE

- JEFF BATES Good People (RCA)
 ANOY GRIGGS This I Gotta See (RCA)
 COWBOY CRUSH Nobody Ever Died Of A Broken Heart (Asylum/Curb)
 JACE EVERETT That's The Kind Of Love I'm In (Epic)
 DWIGHT YOAKAM Intentional Heartache (New West/Columbia)

COUNTRY begins on Page 37.

ALTERNATIVE

LW	TW	
1	1	FOD FIGHTERS Best Of You (RCA/RMG)
2	2	NINE INCH NAILS The Hand That Feeds (Interscope)
3	3	WEezer Beverly Hills (Geffen)
5	4	GORILLAZ Feel Good Inc. (Virgin)
4	5	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)
7	6	SEETHER Remedy (Wind-up)
6	7	COLDPLAY Speed Of Sound (Capitol)
8	8	STAIN'D Right Here (Flip/Atlantic)
10	9	GREEN DAY Wake Me Up When September Ends (Reprise)
9	10	OFFSPRING Can't Repeat (Columbia)
11	11	GREEN DAY Holiday (Reprise)
13	12	MY CHEMICAL ROMANCE Helena (Reprise)
14	13	MUDVAYNE Happy? (Epic)
16	14	BECK Girl (Interscope)
15	15	WHITE STRIPES Blue Orchid (V2)
15	16	BRAVERY An Honest Mistake (Island/IDJMG)
17	17	INCUBUS Make A Move (Epic)
20	18	KILLERS Mr. Brightside (Island/IDJMG)
22	19	CROSSFADE Colors (Columbia)
23	20	FALL OUT BOY Sugar, We're Goin' Down (Island/IDJMG)
18	21	AUDIOSLAVE Be Yourself (Interscope/Epic)
24	22	RISE AGAINST Swing Life Away (Geffen)
35	23	SWITCHFOOT Stars (Columbia)
33	24	AUDIOSLAVE Doesn't Remind Me (Interscope/Epic)
25	25	TRANSPLANTS Gangsters & Thugs (La Salle/Atlantic)
29	26	HOT HOT HEAT Middle Of Nowhere (Sire/Reprise)
36	27	DISTURBED Guarded (Reprise)
21	28	AUDIOSLAVE Your Time Has Come (Interscope/Epic)
30	29	JIMMY EAT WORLD Futures (DreamWorks/Interscope)
43	30	KILLERS All These Things That I've Done (Island/IDJMG)

#1 MOST ADDED

TRAPT Stand Up (Warner Bros.)

#1 MOST INCREASED PLAYS

SWITCHFOOT Stars (Columbia)

TOP 5 NEW & ACTIVE

- U2 City Of Blinding Lights (Interscope)
 TRAPT Stand Up (Warner Bros.)
 VELVET REVOLVER Come On, Come In (Wind-up)
 SYSTEM OF A DOWN Question! (American/Columbia)
 FINCH Bitemarks And Bloodstains (One More Fall) (Geffen)

ALTERNATIVE begins on Page 58.

SMOOTH JAZZ

LW	TW	
1	1	RICHARD ELLIOT People Make The World Go Round (Artizen)
2	2	NILS PAFER Coast Highway (Baja/TSR)
3	3	PAUL TAYLOR Nightlife (Peak)
4	4	STEVE COLE Thursday (Narada Jazz)
6	5	CHUCK LOEB Tropical (Shanachie)
5	6	MICHAEL LINGTON Two Of A Kind (Rendezvous)
7	7	KENNY G. HEARTH, WIND & FIRE The Way You Move (Arista/RMG)
8	8	NORMAN BROWN West Coast Coolin' (Warner Bros.)
9	9	PAUL HARDCASTLE Serene (Trippin' 'N' Rhythm)
11	10	PAUL JACKSON, JR. Never Too Much (GRP/VMG)
14	11	JONATHAN BUTLER Fire & Rain (Rendezvous)
13	12	JEFF LORBER Ooh La La (Narada Jazz)
10	13	VANESSA WILLIAMS You Are Everything (Lava)
15	14	DAVE KOZ Love Changes Everything (Capitol)
17	15	KEN NAVARRO You Are Everything (Positive)
16	16	AVERAGE WHITE BAND Work To Do (Liquid B)
19	17	WAYMAN TISDALE Ready To Hang (Rendezvous)
18	18	DONNY OSMOND Breeze On By (Decca)
21	19	BRIAN CULBERTSON Hookin' Up (GRP/VMG)
20	20	PAUL BROWN Cosmic Monkey (GRP/VMG)
22	21	MINDI ABAIR Make A Wish (GRP/VMG)
22	22	KEM I Can't Stop Loving You (Motown/Universal)
24	23	JEFF GOLUB Simple Pleasures (Narada Jazz)
23	24	ALEXANDER ZONJIC Leave It With Me (Heads Up)
25	25	WALTER BEASLEY Coolness (Heads Up)
28	26	CAMEL I'm Ready (Rendezvous)
26	27	ACOUSTIC ALCHEMY Say Yeah (Higher Octave)
30	28	CHIELI MINUCCI The Juice (Shanachie)
29	29	NORMAN RANGELL Don't You Worry 'Bout A Thing (Koch)
—	30	DAVID PACK You're The Only Woman (Peak)

#1 MOST ADDED

MINDI ABAIR Make A Wish (GRP/VMG)

#1 MOST INCREASED PLAYS

CHUCK LOEB Tropical (Shanachie)

TOP 5 NEW & ACTIVE

- DIDD White Flag (Arista/RMG)
 RIPPINGTONS Wild Card (Peak)
 MARION MEADOWS Suede (Heads Up)
 WARREN HILL Still In Love (Popjazz/Native Language)
 RICHARD SMITH What's Up? (A440)

SMOOTH JAZZ begins on Page 50.

TRIPLE A

LW	TW	
1	1	COLDPLAY Speed Of Sound (Capitol)
2	2	JACK JOHNSON Good People (Brushfire/Universal)
4	3	SNDW PATROL Chocolate (A&M/Interscope)
3	4	DAVE MATTHEWS BAND American Baby (RCA/RMG)
6	5	RINGSIDE Tired Of Being Sorry (Flawless/Geffen)
7	6	U2 City Of Blinding Lights (Interscope)
10	7	LOW MILLIONS Statue (Manhattan/EMC)
5	8	WALLFLOWERS Beautiful Side Of Somewhere (Interscope)
9	9	JASDN MRAZ Wordplay (Atlantic)
8	10	KEANE Everybody's Changing (Interscope)
11	11	DESOL Karma (Curb/Reprise)
12	12	BECK Girl (Interscope)
13	13	KYLE RIAKOB What Did I Get Myself Into (Aware/Columbia)
15	14	MIKE OUGHTY Looking At The World From The Bottom... (ATD/RMG)
14	15	U2 Sometimes You Can't Make It On Your Own (Interscope)
16	16	AUDIOSLAVE Be Yourself (Interscope/Epic)
17	17	ROBERT PLANT Shine It All Around (Sanctuary/SRG)
19	18	JOHN HIATT Master Of Disaster (New West)
25	19	BREUCE SPRINGSTEEN All The Way Home (Columbia)
22	20	REDWALLS Thank You (Capitol)
18	21	SHORE Waiting For The Sun (Maverick/Reprise)
27	22	DAVE MATTHEWS BAND Dreamgirl (RCA/RMG)
—	23	AMOS LEE Keep It Loose, Keep It Tight (Blue Note/EMC)
26	24	AQUALUNG Brighter Than Sunshine (Slightly Bigger/Red Ink/Columbia)
20	25	RAY LAMONTAGNE Forever My Friend (RCA/RMG)
21	26	KATHLEEN EDWARDS Back To Me (Zoe/Reprise)
24	27	AIMEE MANN Going Through... (Supergo/United Musicians/Music Allies)
23	28	NORM LEE Catch My Disease (New West)
—	29	GREEN DAY Holiday (Reprise)
28	30	GLEN PHILLIPS Duck & Cover (Lost Highway)

#1 MOST ADDED

TRACY CHAPMAN Change (Atlantic)

#1 MOST INCREASED PLAYS

AMOS LEE Keep It Loose, Keep It Tight (Blue Note/EMC)

TOP 5 NEW & ACTIVE

- LUCE Buy A Oog (Joe's Music)
 MAIA SHARP Red Dress (Koch)
 VAN MORRISON Standed (Geffen)
 TRISTAN PRETTYMAN Love Love Love (Virgin)
 PAT MCGEE BAND Must Have Been Love (Kirtland)

TRIPLE A begins on Page 61.

PUBLISHER'S **Profile** BY ERICA FARBER

a basketball player in college, Tim Pohlman learned early about dealing with competition. His career in radio began in sales, and he has been playing hard ever since. In January Pohlman and his new partner, Chris Maquire, founded the Riviera Broadcast Group, and they have just made their first acquisition.

Getting into the business: "I played college basketball at the University of Dayton in Dayton, OH. I worked for Cox Communications. They had two radio stations and a television station. The TV station carried our games, as did radio. In my senior year the guy who ran sales for the radio station wanted to know if I would be interested in a position there, so I joined WHIO/Dayton. They had probably 18 sellers, and 17 of them had been there 20 years or more, so all there truly was for me was the phone book. I would get appointments just because people wanted to talk basketball, so I had to shift my thinking and become a little more of a hard-line seller."

Career growth: "I sold locally for two years and then was promoted to National Sales Manager. Martin Sherry worked for Cox's WSB/Atlanta. Shamrock recruited him to launch the company's Oldies station in Atlanta. When he was given the GM job, he called me to join him there as a senior seller. I was there nearly four years, and then I got a call from Tom Hunt. He was an Ohio guy who went to Dayton, and he was working for a fellow named Jack McCarthy who had played basketball at Dayton and who owned stations in the Carolinas. He recruited me to come and be the GSM."

"I was there nearly two years, and then I got a call from one of my dear mentors, Bill Sherard. He had gotten my name from several different people, and off I went to Washington, DC. My move to Los Angeles was via John Wagaman, who was head of sales for Group W. I went to work with Chris Klaus, another great person. I came out to be head of sales for KFNB & KTWV. All my moves were basically because people had gotten my name, and they ended up being great coaches and mentors."

Making a life change: "My last position was Market Manager for Infinity and overseeing KTWV. Infinity wasn't sure what it was going to do with the structures in each market, so there was some turmoil. After commuting 10 years and working in Los Angeles, and with my kids growing older, it was time for me to jump off the carousel. I knew I didn't want to be a GM for the rest of my life, and since the market manager position was unclear, I thought, why not? My family and I moved to Italy. We were gone almost one year to the day. My wife and I went with no plan, but we positioned it to our kids that it was one year because that was easier for them to digest."

Starting his own company: "I had no idea what I was going to do, other than that I was fairly certain that I didn't want to work for corporate America. I was talking to people in the radio business and flew to Washington, DC for a meeting with one of the group heads. Bill Sherard took me to the airport, and he was sharing what was going on with him, how he owned some smaller radio stations. I said, 'Bill, why don't I do that?' And he's like, 'You should; you're a very marketable guy.'"

"I got on the plane, and during the flight across the country I committed to this. My commitment was that I was going to invest three months to see what kind of legs it could have for me. I went down to the NAB in San Diego last year and met some brokers, and it took off from there."

Deciding on a name: "You'd think that if you were going to start a business, you would do it with somebody you knew and trusted. Well, I did pretty much the opposite. I was introduced to my current partner, Chris Maquire, in early December, and on Jan. 1 we shook hands and said, 'We're going to do this.' At our second meeting we were going through all the typical names. We wrote down about 10 different options and got sidetracked."

"The next thing you know, I was showing him pictures of my trip to Italy, and he said, 'What about Riviera Communications or something like that?' We kicked it around, and it clicked."

The mission of the company: "When you start out, it's a real challenge for a couple of reasons. Everyone wants to know if you have a plan and a vision, whether you're talking to brokers or money guys. The trick is, while you want to have a vision and a plan, you don't want to be so specific that you don't get a chance to look at different opportunities. So we started out saying that we wanted to be in rated markets and, ideally, in markets 75 to 200, because we didn't think we were going to find a station in a top 50 market."

"Then we were presented this opportunity in Phoenix, KEDJ-FM, via a broker in Tucson my partner had a relationship with. He said, 'The signal was upgraded to 100,000 watts in October, and it's owned by a company in New York, Smith Management. They're ready to sell. It's the only property they have, and if you guys get your money together and make an offer that looks something like this, you've got a shot just like anybody else.' We had to pull it together fast."

"We signed a purchase agreement in the middle of April. We had to enter into an LMA June 1, because the station's license is up for renewal this year. At the same time that we would have gone through a normal license transfer at closing, we would have had to apply for a license upgrade, and the FCC wouldn't have given us a transfer at the same time the station was supposed to get a renewal. The current owners did the renewal application June 1, and it should be renewed by October. As soon as it is renewed and the final word is given, we will officially close."

Long-range plans: "Our money partner is Veronis Suhler Stevenson out of New York, and the faster we can find them opportunities, the quicker our company will grow. Our first priority would be to expand in Phoenix, and then we've identified mostly top 50 markets west of the Rockies, from about Denver on. The key for us is not to overpay, so we're really sensitive about making sure our opportunities are in places where there's a lot of growth potential."

Biggest challenge: "The biggest challenge we face right now is continuing to find other opportunities to acquire stations. It's a competitive market, so to find something that's unique and special and kind of under the radar is not easy. Our investors didn't do this to have one station in Phoenix, and, honestly, Chris and I didn't do this to have one station."

"The second-biggest challenge is that we're new owners, and in Phoenix there's a lot of good competition. So while we are interested in acquiring other stations, if we screw this up, it won't be good."

State of radio: "The overall state of radio is very healthy, depending on the market. There's a bigger upside. In Phoenix, for instance, look at the housing development that's taking place on the perimeter of the market. Drivetimes are going to probably double in the next couple of years. You can't tell me that's not good for radio. Some markets have really good growth, which means more people, longer commute times, increased traffic flow and more people in their cars longer."

"Everybody's focused on satellite and iPods and all that, but radio has fought off challenges all the way through its history. The fun part for me is getting back to the basics of Radio 101. We are very involved in the community and local content and all those things. But I'm not going to say that it's not fraught with challenges."

Career highlight: "Between Bill Clarke, Chris Klaus and Eddie Esserman, I'm very proud that I've been able to surround myself with some truly talented good people."

Career disappointment: "Maybe I took myself too seriously sometimes or worked too hard or felt like I had to be at work all the time."

Most influential individual: "Bill Clarke, Bill Sherard, Martin Sherry. They were all great leaders who knew how to treat people right and have fun."

Something about his new venture that might surprise our readers: "We are very confident that, while we're a new and small company, we will and can compete."

Favorite radio format: "Smooth Jazz is near and dear to my heart."

Favorite television show: "I'm a sports and news junkie for the most part."

Favorite basketball team: "The Phoenix Suns and the Boston Celtics."

Favorite song: "You Look Wonderful Tonight," by Eric Clapton."

Favorite movie: "Gladiator."

Favorite book: "Kite Runner."

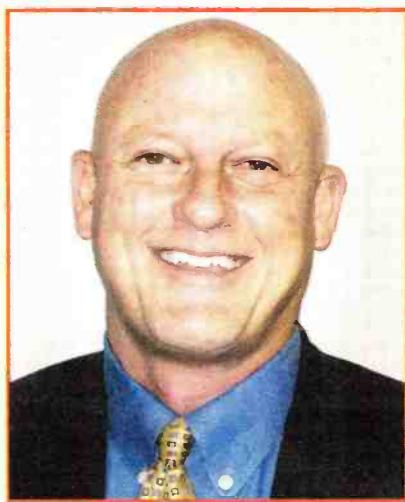
Favorite restaurant: "Tuscany in Westlake Village, CA and Cicchitti in Quinto, Italy."

Beverage of choice: "Ketel One on the rocks."

Hobbies: "Any kind of workout and time with my family."

E-mail address: "tim@rivierabroadcast.com."

Advice to broadcasters: "Don't take yourself so seriously. Also, fall back on what's made this industry so great, which is true respect for other people and the ability to have fun. Find ways to have fun and find ways to be different."

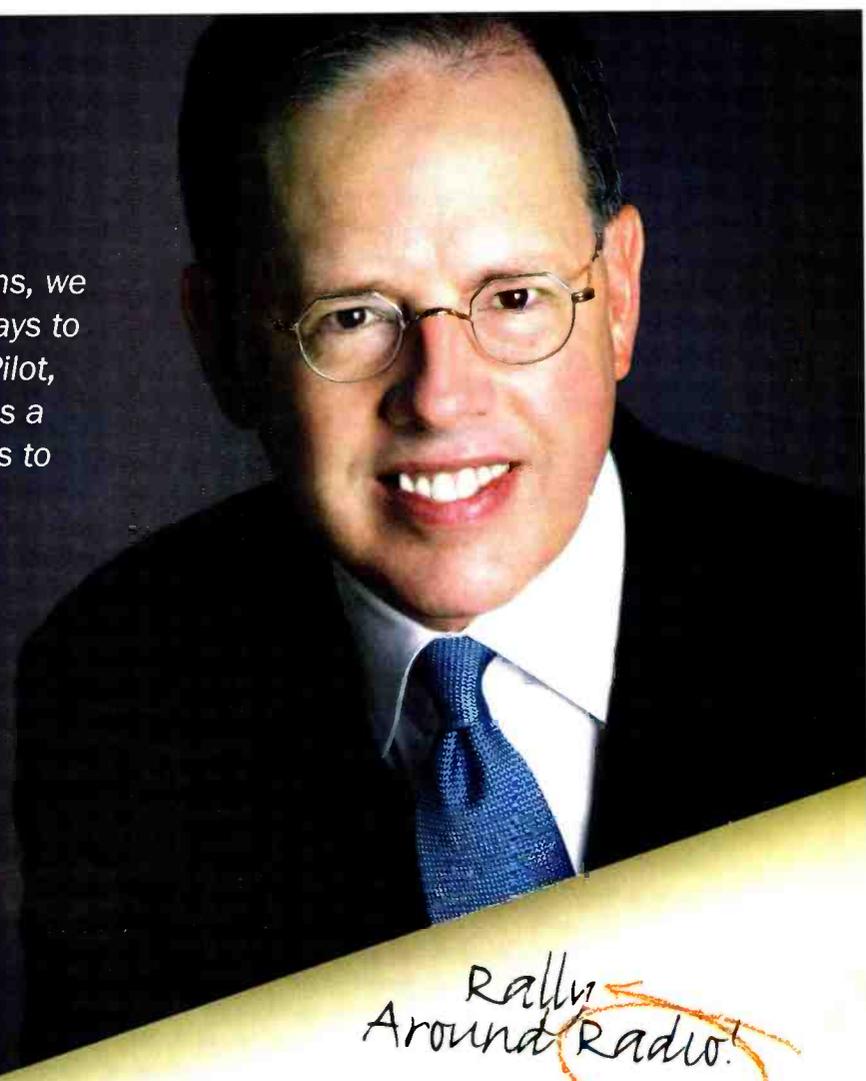


TIM POHLMAN

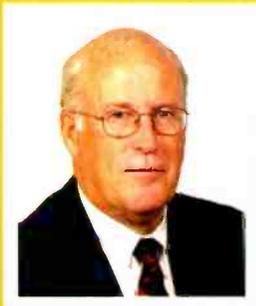
Managing Partner & CEO, Riviera Broadcast Group

"While we all have to operate our stations, we also need to budget time for learning ways to evolve and improve them. At Jefferson-Pilot, our people use The NAB Radio Show® as a break from the regular, day-to-day issues to spend time on the future. The Show's convergence of great minds and the latest technologies — all in one place — affords our teams the opportunity to network, see and learn new things, and invest in upgrading and advancing our business. The Show is also a great reminder of just how exciting and powerful our medium is."

Don Benson
 President, Radio Division
 Jefferson Pilot Communications
 Atlanta, GA

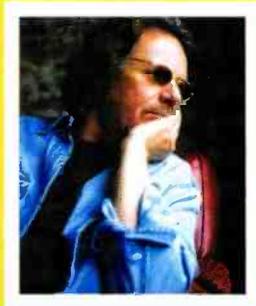


*Rally
 Around Radio!*
 Listen. Learn. Profit.



Radio Luncheon
Friday, September 23
John F. Dille III
 President and Chief Executive Officer
 Federated Media
 NAB National Radio Award Recipient

Luncheon Sponsored by  **The Advantage of ASCAP**



NAB Marconi Radio Awards Reception, Dinner & Show
Thursday, September 22
Delbert McClinton
 BMI singer/songwriter

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DMDS, Digital Media Distribution System.

Major record companies, and radio stations are using it now. DMDS is secure, easy to use, and requires nothing but your internet connection.

Biometric password protected, encrypted, and watermarked files, ensure broadcast quality music delivery, with the touch of a keyboard.

"We recognize that Music Labels need an efficient, but secure way to distribute music to our programmers. Musicrypt's DMDS interfaces easily with our internal systems, so our stations can be assured of receiving the highest quality of audio as soon as it becomes available."

**Jeff Littlejohn, Exec. VP - Distribution Development
Clear Channel Radio**

"The RCA Music Group has had great results in the U.S. using DMDS to deliver some of our highest profile artists, including Dave Matthews Band, Foo Fighters, American Idol winner Carrie Underwood, Mario, and many more. The ease of use, portability, and security has proven that Musicrypt's DMDS is invaluable to our campaign to digitally distribute music."

**Adrian Moreira, VP Adult Format Promotion
RCA Music Group**

"Musicrypt's DMDS is the dominant market leader in secure B2B delivery of digital files. Our strategic partnership will enable us to explore additional market opportunities for DMDS beyond the music industry and in additional geographic markets."

**John Kilcullen, President and Publisher
Billboard and Billboard Radio Monitor**



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