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March 30, 2007 www.RadioandRecords.com Company of the company of

April 30 The date the FCT, will conduct the fourth of six planned public hearings on media ownership, this time in St. Petersburg, ownership, this time in St. Petersburg, FIa. The regional meetings are designed to let consumers express their feelings to let consumers express their feelings about how the media provides local news about how the media provides local news and intornation in their communities. The first three meetings were held in the first three meetings were held in the Angeles, Nashville and Harrisburg, Fa.

MOVER Gilbert Named Red Zebra CEO

Twenty-six-year radio programming and management vet
Bruce Gilbert
becomes CEO of
Washington, D.C.based Red Zebra
Broadcasting. Gilbert,
most recently VP/GM



Gilbert

for ESPN Radio, succeeds Bennett Zier, who announced his resignation on March 21.

Prior to joining ESPN Radio in 2003, Gilbert was director of programming for then-Susquehanna-owned sports KTCK, country KPLX, classic rock KDBN and news/talk KLIF/Dallas.

Founded by Washington Redskins owner Dan Snyder, Red Zebra owns five radio stations: three "TripleX ESPN Radio" outlets—WWXT/Prince Frederick, Md.; WWXX/Warrenton, Va.; and WXTR/Alexandria, Va.—along with WXGI/Richmond and WXGI and WXTG/Hampton Roads, Va.

—Al Peterson

SHAKER Bivins New Urban Senior VP At J

J Records senior VP of urban promotion Ken Wilson has left the company after six years and has been replaced by Geo Bivins.

A veteran of Loud



Bivins

Records and Priority
Records, Bivins was most recently VP of urban promotion for Capitol Records.

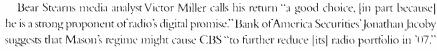
—Darnella Dunham

HD, Streaming Among Top Priorities For New CBS Radio CEO

Dan Mason's surprise March 26 return as president/CEO of CBS Radio has garnered a thumbs-up from radio analysts.

Mason, who will oversee the day-to-day operation of the company's 144 radio stations, effective April 16, succeeds Joel Hollander, whose exit was rumored after frequent skirmishes with CBS Corp. chief Leslie Moonves.

For seven years, beginning in 1995, Mason served as president of what was then Infinity Broadcasting. After giving up his executive title, Mason continued as adviser/consultant.



Asked by R&R about his 100-day plan, Mason says, "My first goal is to get into the field and spend time with GMs, PDs and [general sales managers], and make sure I understand their issues." He also suggests a "two-pronged plan to promote and expand streaming and the use of Internet and HD radio." In addition, Mason hopes to uphold balance in the group's station variables: "There is always a set of metrics as far as where you rank in programming for your target audience, where you rank in sales and [whether you're] returning a good investment to the bottom line," he says. —Jeffrey Yorke and Cluck Taylor

NUMBER CRUNCH

15

The percentage of radio stations in 2006 that had female CMs, according to a study released by Mentoring and Inspiring Women in Radio. It's roughly the same percentage that was reported for 2005. Among groups with 12 or more stations Entercom is well above average with 27% female CMs and Salaro 73% female CMs and

80

The number of stations that comedian and commentator Dennis Miller's Westwood One syndicated show cleared when it launched March 25. The show is on Salem outlets in Los Angeles Chicago, Philadelphia, Dallas, Detroit, Houston and San Francisco and is getting a tryout on CBS Radio's WFNY (Free FM)/New York

12

The percentage of the rock audience that subscribes to XM Sirius or both services, which is essentially unchanged from 2005, according to an online survey conducted by Jacobs Media. Asked the main reason they subscribe, 33% of Sirius subscribers cited Howard Stern while 9% of XM subscribers cited Opie & Anthony.

FCC Approves HD Radio Rules

With a 5-0 vote, the FCC approved final regulations that allow broadcasters to begin HD multicasting without prior approval from the commission. In addition, AM stations, which are currently limited to daytime-only HD operation, will be allowed to go digital at night. Prior to the vote, stations were allowed to operate HD broadcasts under temporary rules.

iBiquity Digital and the NAB both issued statements applauding the decision, which has been delayed since last summer, when commissioners debated whether to impose additional public interest obligations on HD stations (current broadcaster obligations also apply to multicast streams).

Meanwhile, XM Satellite Radio and Sirius Satellite Radio issued a joint statement reinforcing the two companies' position that satellite radio does in fact compete with terrestrial and that their proposed merger should be approved. "The FCC decision underlines that HD radio on the AM/FM bands provides a real alternative to satellite, and that the current audio entertainment market is broad, robust and competitive," the statement read. "The decision will raise competition to a new level by stimulating the growth in HD radio stations—now 1,200—enhancing its offerings to consumers and establishing a process for free radio to offer a paid subscription service for the first time." —Ken Tucker

ON THE WEB

FCC Approves Univision, ABC-Citadel Deals

The FCC reached a consent decree with Univision clearing the way for the Hispanic broadcast behemoth to be acquired by Broadcasting Media Partners for \$12.3 billion. In paying a \$24 million penalty to the government, Univision resolves pending license issues with children's TV programming obligations. The company owns 24 TV stations.

Univision Radio leads U.S. Spanish-language broadcasters with 69 stations in 16 of the top 25 U.S. Hispanic markets and four in Puerto Rico.

Separately, the FCC cleared Citadel Broadcasting's \$2.7 billion acquisition of 24 ABC Radio stations, but Citadel must spin off 11 stations so as not to exceed FCC local ownership rules.—*Jeffrey Yorke*

CBS VP Ongaro Indicted

CBS Radio executive VP for the Western region Brian Ongaro was among nine men indicted by the U.S. Department of Justice's Arizona District. The nine collectively received 33 counts of mail fraud, conspiracy and money laundering for a scheme that got people to invest in medical outpatient rehab and massage therapy centers. Ongaro is alleged to have personally pocketed \$750,000 from the plan, which took in \$40 million from 2000 to 2003. —Keith Berman

Music Publishers Sue XM

A group of music publishers have sued XM Satellite Radio over the XM + MP3 service. EMI Music Publishing, Warner/ Chappell Music, Sony/ATV Music and Famous Music claim they want to "put an end to the pervasive and willful copyright infringement" of their compositions distributed over the service to "iPod-like devices controlled by XM."

XM has argued in the past that it functions only as a radio broadcaster, licensing the compositions from performing rights organizations ASCAP, BMI and SESAC.

The publishers claim that the service delivers perfect digital copies of songs for its customers to copy to the devices, yet XM has not licensed the right to reproduce or distribute the recorded compositions.

—Susan Butles, Billboard

MORE ONLINE: www.RadioandRecords.com

Charles In Charge At Clear Channel/Miami

Clear Channel/Houston regionalVP of programming Ken Charles segues to the com-

pany's Miami cluster to become director of AM programming, focusing on news/ talkers WIOD and WINZ. He replaces Peter Bolger, who exited the stations last month.



Charles

Prior to his seven-year run in Houston, Charles, a Florida native, held both programming and on-air positions at WPLP/ Tampa, WWNZ/Orlando, WSYR and WHEN/Syracuse and WGST/Atlanta.

Charles says he's looking forward to working with the stations' "passionate believers in the future of great news/talk programming." — AI Peterson

Radio One Syndicates Adams On Gospel Radio



Adams

Radio One has launched the "Yolanda Adams Morning Show" into national syndication, beginning with 10 of the company's gospel outlets. A renowned gospel singer with two

Grammy Awards under her belt, Adams' morning radio foray began Feb. 14 on Radio One's gospel KROI (Praise 92)/Houston. With KROI as its flagship, the show is now airing on WPZE/Atlanta; WTHB-AM-FM/Augusta, Ga.; WPZS/Charlotte; WJMO-AM/Cleveland; WJYD/Columbus, Ohio; WTLC-AM/Indianapolis; WPZZ/Philadelphia; WNNL/Raleigh; and WPZZ/Richmond. —Dana Hall

R&R Is On The Move

Radio & Records' Los Angeles office has moved and the Nashville office is moving.

Effective March 26, R&R's Los Angeles management and staff are in new offices at 5055 Wilshire Boulevard, sixth floor, Los Angeles, CA 90036. The new main phone number is 323-954-3400.

On April 2, R&R's Nashville team will be in new digs at 49 Music Square West, third floor, Nashville, TN 37203. The new main number for R&R Nashville is 615-321-4280.

For a list of direct dial numbers, please reference our masthead on page 6. E-mail addresses for staff in both locations remain the same.

Kagan Summit: Radio Should Get Back To Basics

Border Media Partners head Tom Castro believes the radio industry spends "far too much time looking for the next best thing that is going to save us and not enough time doing what we do best—calling on clients and finding new ones."

Castro, who appeared March 22 on a panel session about radio values, revenue and finance billed as "Recovering Radio's Momentum" at the Kagan Radio/TV Values and Finance Summit in New York, emphasized to Wall Street analysts and lenders that "the overwhelming part of our business is making the cash register ring for local businesses."

For Castro's fast-growing, 4-year-old Hispanic-targeting group of 34 radio stations, that approach is working. He said revenue grew by 18% or 19% on same-station sales and expects the same sort of growth this year.

Saga VP/treasurer/CFO Sam Bush said the company recently held a basic sales training session in its Keene, N.H., cluster focused on better servicing old clients who had fallen away from radio, and on finding new business. The deal netted Saga more than \$400,000 in new business immediately, Bush said, adding that the successful experiment is being deployed to other Saga markets.

Emmis CEO Jeffrey Smulyan agreed. "We've done a marginal job on developing business."

—Jeffrey Yorke

Nolan Takes PD Post At WTLT/Fort Myers

Veteran programmer Gary Nolan is onboard as the new PD at Meridian AC WTLT (Lite 93.7)/Fort Myers. His last programming gig was two years ago, at Sandusky AC KRWM/ Seattle; he left there in May 2006 to become executive VP of the Harker Group.

"After 10 frigid winters in Minneapolis and three soggy winters in Seattle, I can now safely sell my snow tires and get off my meds," Nolan says.

He replaces John Conrad, who remains with Meridian in an unspecified capacity.

—Chuck Taylor

NAB, Satcasters Ratchet Up Merger War

NAB president/CEO David Rehr sent a four-page letter to FCC chairman Kevin Martin saying local radio broadcasters oppose the proposed merger between Sirius and XM"because it violates the antitrust laws and established FCC rules and policies requiring that such transactions serve the public interest, convenience and necessity."

Rehr claimed "competition between two satellite radio providers has served consumers well. Each provider has differentiated itself with unique programming and equipment offerings." —Jeffrey Yorke

Digital Music Sales Up

In its latest report on music sales, Nielsen SoundScan reveals that so far in 2007, music consumers have made 46 million additional music purchases over 2006, a 19% increase sparked, the report states, by digital choices.

Digital track purchases are at 288 million, compared with 242 million at this point last year, while album sales fell to 99 million compared with 119 million during the same period in 2006. —*Mike Boyle*

MOVERS

Anne W. Brady joins the NAB as VP of its political action committee, replacing Anne Devlin, who exited in November. Brady, who reports to NAB executive VP of government



Brady

relations Doug Wiley, most recently served as the deputy Western finance director for the Democratic congressional campaign committee ... Metro Networks Cleveland/Columbus/

... Metro Networks Cleveland/Columbus/
Toledo GM John Schwab heads to CBS Radio
talk/active rock WYSP/Philadelphia as general
sales manager. A Philly vet, Schwab previously
worked at WCAU-AM (now WPHT-AM) and the
Phillies Radio Network ... Clear Channel/San
Antonio marketing director Callie Hoch has been
named online content director for the cluster,
which includes country KAJA and KRPT, AC
KQXT, sports KTKR, CHR/top 40 KXXM and
news/talk WOAI. Meanwhile, promotion and
marketing vet Kirsten Brassell joins Clear
Channel/San Antonio to replace Hoch.

SHAKERS

Record label vet Scott Givens is named VP of metal at Koch Records, Based in New York, he'll report to Koch president Bob Frank Givens previously served at RCA Records as senior director of artist development and GM of Divine Recordings . . . Backyard Broadcasting/Sioux Falls, S.D., general sales manager Curt Dykstra segues to NRG Media as $\operatorname{\mathsf{GM}}$ of its Yankton, S.D., cluster, which includes country KKYA and news/talk KYNT... Twenty-five-year sales, marketing and advertising veteran Brad Anderson joins Salem Communications' news/talk KTIE/San Bernardino, Calif., in the newly created position of general sales manager. Anderson, who most recently worked for the Riverside Press-Enterprise, will report to Salem/Los Angeles VP of operations/GM Terry Fahy . . . Nancy McCartin, a 22-year vet most recently director of local corporate development for Boston Public Broadcasting's WGBH/Boston, segues to Christal Radio/Boston as sales manager.

Business Briefing

By Jeffrey Yorke

Sirius, XM File With SEC

As Sirius CEO Mel Karmazin was appearing March 20 before the Senate Judiciary's Subcommittee on Antitrust Competition to promote consumer benefits of a merger between his company and direct competitor XM, lawyers from two powerful Washington, D.C., law firms were filing Form 8-K documents with the Securities and Exchange Commission to make the proposal official and ask for regulatory approval.

Much of the 90-page filing duplicates Karmazin's testimony. In the filing, the satcasters claim their proposed merger "will generate substantial, merger-specific public interest benefits" and will offer consumer savings with "programming choices on a more à la carte basis at lower prices," while "customers may elect to receive fewer channels at a monthly price lower than [the current] \$12.95."

The documents claim that "the merger will not harm competition in any market, because a combined satellite radio provider will have no market power, let alone be able to dominate the market." Indeed, a recent Arbitron study found that satellite radio accounted for just 3.4% of all radio listening.

Radio One Lost \$23 Million In Q4 2006

Urban media specialist Radio One says its preliminary fourth-quarter net loss totaled \$22.9 million, or 23 cents per share, off from net earnings of nearly \$10 million, or 10 cents per share, during the same period in 2005. The group says net broadcast revenue slipped to \$86.2 million, down from \$90.6 million. CEO Alfred Liggins blames the revenue drop on a "downward trend in traditional advertisement spending," "another soft quarter for the radio industry" and lackluster performance from KRBV/Los Angeles.

Peak Gets Six Clear Channel Stations In Boise

Todd Lawley's fast-growing Peak Broadcasting has picked up Clear Channel's six-station Boise cluster: hot AC KCIX, news/talk KIDO, AC KXLT, CHR/top 40 KSAS, country oldies KFXD and country KTMY. Kevin Godwin, who left Citadel last week, is named GM of the operation.



BEER IN MEXICO" IS **KENNY** CHESNEY'S 11TH COUNTRY O. 1. PREVIOUS CHART-OPPER "WHEN THE SUN GOES OPPER WHEN THE SUN GOES JOOWN" LED THIS WEEK IN 1004, WHILE "HOW FOREVER EELS" OCCUPIED THE SUMMIT "HIS SAME WEEK IN 1999.

R&R O

Page	Title / Artist
21	It's Not Over / Daughtry
24	Don't Matter / Akon
25	This Is Why I'm Hot / Mims
27	Lost Without U / Robin Thicke
28	Lost Without J / Robin Thicke
29	Encourage Yourself / Donald Lawrence Presents The Tri-City Singers
31	Everlasting God / Lincoln Brewster
32	Forgiven / Relient K
32	Wake Up! Wake Up! / Everyday Sunday
32	By His Wounds / Glory Revealed
35	Beer In Mexico / Kenny Chesney
38	Waiting On The World To Change / John Mayer
39	it's Not Over / Daughtry
42	Mister Magic / Peter White
44	From Yesterday / 30 Seconds To Mars
45	Breath / Breaking Benjamin
45	Pain / Three Days Crace
49	Thinking About You / Norah Jones
50	West / Lucinda Williams
翠	Narcisista Por Excelencia / Panda
594	Ese / Conjunto Primavera
56	Manda Una Senal / Mana
57	La Llave De Mi Corazon / Juan Luis Guerra Y 440
57	Sola / Hector "El Father"
	24 25 27 28 29 31 32 32 32 35 38 39 42 44 45 45 45 45 45

SECOND WEEK, "THINKING ABOUT YOU" MAKES NORAH JONES THE FIRS TUNSTALL REIGNED WIT CHERRY TREE" IN FEBRUARY 2006



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Contents ISSUE #1703 • MARCH 30, 2007



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- 13 SMALL, SMOOTH OPERATORS Passion for the medium guides smaller radio owners to grow their groups.
- 62 PUBLISHER'S PROFILE Jay Stevens, Radio One's new senior VP of programming content, wraps his arms around 45 rhythmic, mainstream urban and urban AC stations, while tying radio into Internet, TV, cable network and magazine platforms.



MANAGEMENT/ MARKETING/SALES

After years spent working under the Portable People Meter hood at Arbitron, Bob Michaels reveals how to make more money with electronic audience measurement.

16 NEWS/TALK/SPORTS

What the big dogs said: Industry heavyweights offer insight from R&R's Talk Radio Seminar 2007.

STREET TALK

In: Star 98.7/Los Angeles welcomes Summer James to nights. Out: PD Michael Hayes exits Star 94.1/San Diego, with duties to be absorbed by Jimmy Steele.

BY THE NUMBERS

Network radio's state of health. Also: "Tree City," market No. 62, Fort Myers.

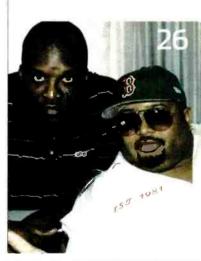
Bon Jovi scores at country radio with the highest debut in the 17-year Nielsen BDS era by a noncore country act with prior chart history at another format.

'When I was 4 or 5 vears old, all I ever wanted was to be on the radio. I would take pan tops and spin them like records and pretend I was talking over them. p.62



COLUMNS

- 21 CHR/Top 40
- 23 Rhythmic
- 26 Urban 30 Christian
- 34 Country
- AC/Hot AC
- Smooth Jazz
- 43 Rock
- 48 Triple A
- 52 Latin
- 58 National Airplay



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What's New This Week Online



April 2 They're here! Phase 2 Arbitrends roll in from the top three markets and elsewhere today.

► Click on Ratings



April 3 Read more about how operators of small and expanding radio groups are thriving in the postconsolidation era. ➤ Visit the home

page of RadioandRecords.com



April 4 More Phase 2 Arbitrends, See San Diego and Detroit, among others, in today's batch. ► Click on

Ratings



April 5 Get listed in the R&R Directory and connect yourself with the entire industry.

► Click on R&R Directory



April 6 Find out who's rulina radio across the pond with R&R Euro charts.

► Click on Charts

MARKET SNAPSHOT:



The city of Fort Myers has just been named a "Tree City USA" community by the National Arbor Day Foundation to honor its commitment to its community forest. This is the 15th year Fort Myers has received this national recognition.

POPULATION: 783,100

RADIO MARKET RANK: 62

DEMOGRAPHICS:*

	TOTAL	FORTMYERS	
	75-MARKET	ARBITRON	
	POPULATION %	METRO %	INDEX
AGE 18-24	13%	9%	73
AGE 25-34	18%	13%	74
AGE 35-44	20%	16%	79
AGE 45-54	19%	16%	82
AGE 55-64	14%	16%	113
MALE	49%	49%	101
WHITE	83%	94%	113
HISPANIC ORIGIN	14%	15%	105
VISITED STATION SIT (PAST 30 DAYS)	E 5%	5%	94

NO. OF RADIO STATIONS: 25

RADIO OWNERSHIP:

OWNER	NO. OF STATIONS	RATINGS SHARE**		
MERIDIAN	1 AM, 4 FM (5)	18.3%		
BEASLEY	1 AM, 4 FM (5)	17.1%		
CLEAR CHANNEL	4 FM	12.5%		

FORMATS: 3 classic rock, 2 N/T, 2 country, 2 tropical, 2 hot AC, 1 standards, 1 rhythmic, 1 AC, 1 CHR/top 40, 1 smooth jazz, 1 alternative, 10 other

RATINGS LEADERS:**

STATION	FORMAT	AQH SHARE 12-PLUS
WAVV-FM	EASY LISTENING	10.5
WINK-AM	N/T	8.0
WJPT-FM	ADULT STANDARDS	6.6
WWGR-FM	COUNTRY	5.8
WBTT-FM	RHYTHMIC	4.5

INTERESTING FACT:*

Spanish tropical listeners in the Fort Myers metro area are 80% more likely to spend \$100 or more on long distance phone calls per month than all other listeners nationally.

*Source: Scarborough Research 2006 **Source: Arbitron Fall 2006 Report

Network Radio's State Of Health



Although most of the top nine pharmaceutical advertisers on network radio in fourth-quarter 2006 spent more than they had in the year-prior quarter, the category as a whole took sick, losing more than \$2 million in total spending year over year.

Of the six pharmaceutical companies ranking in the top nine to increase spending from Q4 '05, Takeda took the top prize, not only placing first among all pharmaceutical advertisers on network radio in Q4 '06 with \$3,420,152, but laying out more than double the second-highest spender, Mission Pharmacal, which was also on the upswing from the year-ago quarter.

Others spending more year over year were third-ranked GlaxoSmith-Kline, fifth-ranked Johnson & Johnson, sixth-ranked Pfizer and the No. 7 finisher, Allergan.

Of the three companies that spent less in Q4 '06, two of them cut their network radio budgets by millions of dollars: eighth-place Roche, down to \$2,300 from \$1,524,840 in Q4 '05, and ninth-place AstraZeneca, down to only \$850 from \$3,614,450 in the year-prior quarter.

Total pharmaceutical spending by the top nine in Q4 '06 was \$6,303,670, but the category's top network radio ad buyers in Q4 '05 had combined for an \$8,460,839 outlay.—Susan Visakowitz

Top Network Radio Pharma Advertisers (Dollars) PERIOD: OCT. 1-DEC. 31

PARENT COMPANY	Q4 2005	Q4 2006
TAKEDA PHARMACEUTICAL	-	\$3,420,152
MISSION PHARMACAL	\$711,135	\$1,588,800
GLAXOSMITHKLINE	\$400,000	\$430,000
NOVARTIS	\$366,123	\$332,468
NOSNHOL & NOSNHOL		\$314,800
PFIZER	\$8,820	\$204,700
ALLERGAN	150	\$9,600
ROCHE HOLDING	\$1,524,840	\$2,300
ASTRAZENECA	\$3,614,450	\$850

Total Network Radio Pharma Spending (Dollars)PERIOD: OCT. 1-DEC. 31

PARENT COMPANY	Q4 2005	Q4 2006
PHARMACEUTICAL HOUSES	\$2,260,196	\$2,613,068
PRESCRIPTION DRUGS-HUMAN	\$6,200,643	\$3,690,602

SOURCE: Nielsen Monitor-Plus

Transactions at a Glance

Davidson Media Group's WAKX/Narragansett Pier, R.I., to Rhode Island Public Radio for \$2.56 million . . . WDAH-FM/Shenandoah, Pa., is being transferred to Family Life Ministries, contingent upon consummation of its transfer from American Family Assn. to Educational Media Foundation, for \$800,000 . . . Back to Roots' KCUB-FM/Ranger, Texas, to Mandatory Broadcasting for \$600,000 . . Aloha Radio Group's KHWI-FM/Hilo, Hawaii, to Parrott Broadcasting Limited Partnership for \$375,000 . . . Renegade Broadcasting's River Valley Media's WRVX-FM and WULA-AM/Eufaula, Ala., to Big Fish Broadcasting for \$350,000.

Deal of the Week

WDRJ-AM/Inkster, Mich. (Detroit)

PRICE: \$3.8 million TERMS: Asset sale for cash

BUYER: Communicom, headed by president Richard Kylberg Jr. Phone: 303-759-8481. It owns four other stations. This represents its entry into this market.

SELLER: Davidson Media Group, headed by president Peter Davidson. Phone: 212-813-6775

FORMAT: Gospel

BROKER: John Pierce of John Pierce & Co.

COMMENT: Davidson Media Group's WDRJ-AM/Inkster, Mich., to Communicom for \$3.8 million.

2007 Deals to Date

Dollars to Date:	\$301,599,132	(Last Year: \$3,084,718,312)
Dollars This Quarter:	\$301,599,132	(Last Year: \$3,084,718,312)
Stations Traded This Year:	246	(Last Year: 244)
Stations Traded This Quarter:	246	(Last Year: 244)



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Associate Chart Production Manager Alex Vitoulis

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Adopting a TV model for programming, promotion and sales will allow radio to charge higher rates

How To Make More Money With The PPM



Electronic measurement brings radio opportunity to prove it can deliver a larger-thanaverage audience with its special programming.

-Bob Michaels

Bob Michaels BMichaelsDallas@aol.com

> he year 2007 will be remembered as a time when radio was able to realize its true worth. ■ In the medium's early days, program lengths were a quarter-hour, shows aired with their individually measured audiences and radio operators priced them accordingly. It was easier back then. There were fewer stations and programs—TV wasn't even invented yet—so people remembered what they listened to.

As time went on, it became more difficult to get an accurate measure of how many people were listening to each program. The value of sponsoring a phrticular show evolved into buying commercials across several dayparts, and the concept of sponsoring individual programs faded away.

Today, programmers and talent toil day and night to create memorable moments for listeners, with hopes that their efforts will be recognized when diarykeepers fill out their Arbitron surveys. Yet busy lives, coupled with a vast array of music and spoken word formats, make those special occasions on the radio more difficult to measure. The diary methodology was not designed to detect today's shorter-form programming elements. Although diary measurement provides a reasonable overview of audience levels and shifts, it cannot pinpoint those daily elements that radio creates.

Enter electronic audience measurement and Arbitron's Portable People Meter.

The sample size the PPM service provides us today in Houston and Philadelphia is about four times larger than the diary sample on both a daily and weekly basis. Just as important are the electronic ears and brain within the PPM device. While the technology is an incredible improvement in measuring listening, it's the larger sample at the daily level that will grow radio's future wealth.

In tests dating back to the late 1990s in Europe. as well as four separate market tests in the United States, the PPM was able to pick up listening previously overlooked by the diary.

Imagine the picture you get with a disposable camera. Compare that with a digital picture, which allows you to zoom in and look at details you never saw before. Those minute details were

Electronic measurement allows

each party to trust the system

paved the way for radio to fol-

market where TV has electron-

it has developed. TV has

low. If you work in a larger

always there, you just couldn't see them. It's the same with radio audience levels at the daily level.

Radio has been looking for a way to put a value on that more precise view of its audience. For years, air talent and programmers have said that certain programming elements have higher than average listening levels. Now there is a reliable way to measure it.

For example, CHR/top 40 KRBE/Houston did a ticket giveaway for a Gwen Stefani/Black Eyed Peas concert during the PPM tests in the summer of 2005. In the three months leading up to the weekend giveaway, KRBE averaged a 1.0 rating in women 18-34 on Saturday through Sunday from 6 a.m. to 7 p.m. But during the ticket giveaway weekend, that surged 50% to a 1.5 rating.

Stations frequently conduct these types of promotions, but rarely do they command higher ad rates during the heightened listening times they bring. While you may not be able to get a 50% increase in spot rates each time you program one of these special events, you should be able to charge something more than just normal rates.

TV has had this opportunity for years (see story, below). With electronic measurement, we now have the ability to do what TV does: create special programming, promote it in other dayparts (or add new listeners by marketing outside the station) and enjoy the higher rates that extra effort can provide.

But this leap into the TV world requires a little more thought. TV earns higher rates for its shows because it is able to predict higher audience levels. Using history as a guide, well-planned strategies and heavy promotion of specific shows, TV has developed a pretty good track record and the trust of its advertisers.

The final step that TV takes to earn higher rates for its special programming is a guarantee: If higher audience levels are not achieved, advertisers will receive make-good commercials to compensate for shortfalls. While the station is able to charge higher upfront rates for commercials, the advertisers and its agency have a safety net. The make-good policy is a fair business practice in exchange for the advertiser paying the higher rate upfront.

These practices are nothing new for people with a history of TV sales and programming. But some radio managers view this system as frightening and complicated. It doesn't have to be. While it requires a different way of looking at how you program, promote and price your station, it presents a path to making more money from your special programming. You will still have advertiser flights that need to run in specific weeks or days due to their timeliness. You will still have the advertiser who wants the lowest rate and is willing to accept whatever times are available. But electronic measurement brings radio the opportunity to prove it can deliver a larger-thanaverage audience when it wants to. It affords talent and programmers the respect they deserve for additional efforts. And it allows the station to make more money.

This is going to be one of the greatest moments in radio's evolution. We finally have a measurement system that makes radio shine once again.

Bob Michaels is president of Bob Michaels' MediaSense and former VP of PPM programming services for Arbitron.

TV Has Paved The Way

TV has always had special events. Remember "Who shot J.R.?" How about audience levels for the last Super Bowl? Or maybe it was a special interview last week on "60 Minutes."

TV has educated ad agencies and advertisers about the value of special programming that earns higher audience levels. In addition to predicting

the higher audience levels and pricing commercials within those shows accordingly, TV airs make-goods if it comes up short of those expectations. Both the advertiser and the station win.

place in the larger markets, where electronic measurement has been a reality for decades.

ic measurement, take a TV rep or manager to lunch and pick his or her brain on how it These efforts normally take works. And then begin to think about how you might operate your station in an electronically measured world, -BM

MARCH 30, 2007



Consolidation Fever! Catch It!

The Clear Channel Restructuring Catamaran of Gracious LivingTM has docked in beautiful San Diego, and, in its wake, PD **Michael Hayes** has left hot AC **KMYI (Star 94.1)**. His duties will be absorbed by **Jimmy Steele**, conveniently located across the hall, where he programs CHR/top 40 sister **KHTS** (Channel 93-3). In a memo to the staff, OM **Jim Richards** explained the move: "Michael's position as PD of Star 94.1 is being eliminated in a restructuring move. In the short time that Michael's

been here, he's done an outstanding job of elevating Star's position in the market. It's a much better station than it was upon his arrival. [VP/market manager] **Bob Bolinger** and I appreciate his on- and off-air contributions and continue to respect him and his professional attitude throughout this difficult process." Hayes, who previously programmed **KKRZ/Portland, Ore.**, and **WKST/Pittsburgh**, joined Star in April 2006, replacing **Duncan Payton**.



Formats You'll Launch Over

After driving the general citizenry of Calgary crazy for weeks by asking them what they want out of their new radio station-because, really, what else is there to do in Calgary?—CHUM Radio took the sheet off its brand-spankin'-new station yesterday: Introducing CHR/top 40 Energy 101.5, under the purview of noted Canadian programmer Rob Mise. Actual jocks, including alreadyannounced morning duo Freeway Frank & Meg, are expected to magically appear April 10.

Sonia's Back To Sacto

Sonia Jimenez is headed home to Sacramento, this time as the new PD of Clear Channel AC KGBY (Y92.5). The position opened up recently when Mike Berlak resigned and relocated to the Charlotte area. Interestingly, Jimenez just left the market a year ago when she transferred

from marketing director at Clear Channel's KFBK and KHYL/
Sacramento to her current position: promotions director of
WWPR (Power 105.1)/New York.
"I'm excited to be heading back home as a program director,"
first-time PD Jimenez tells ST.
"When you get into radio, you

always want to be able to do it somewhere that's familiar—where you know people, so for me, this is an ideal situation. I feel so fortunate to be going back to my hometown and back to a building where I know everyone. I'm looking forward to working with [market manager] Jeff Holden again,

as well as Don Alias and the rest of the KGBY family." Jimenez started her radio career in Sacramento as an intern at KSFM in the late '80s. Her other notable stops include MD of KZZO/Sacramento, air talent at KTFM/San Antonio and APD/MD of KGGI/Riverside.

Quick Hits

- There's been a seismic shift in nights at Clear Channel hot AC KYSR (Star 98.7)/Los Angeles, as market vet/friend-of-the-'80s Richard Blade has left the building, replaced by Summer James. Already within earshot of Los Angeles, James has been rocking the Inland Empire at KCAL/Riverside.
- Kane, morning dude on Clear Channel's CHR/top 40 WIHT (Hot 99.5)/Washington, has a new woman in his life: Please welcome Sarah Fraser, who's been filling the co-host chair on an interim basis, but is now permanently planted there. Fraser knows her way around the city: She's been with Metro Traffic for a few years and was last seen across the street as part of the morning collective on CBS Radio's WARW before it was repainted as 94.7 the Globe.
- Bridgett Germroth has joined Jive Records as director of adult formats. Germroth is best-known for her many years of service at the late A.l.R. Most recently, she had been senior director of adult formats at Island Def Jam.
- Congrats to Susan Mazo on her sweet promotion from mere senior director to VP of corporate communications for Warner Music Group. It's a

- huge career step up for Mazo, who we used to work with back in the day at Billboard, where she started her career as executive assistant to late editor-inchief **Timothy White**. She joined WMG in 2000.
- After a year in afternoons at Beasley classic rock WRXK (K-Rock)/Fort Myers, the lovely and talented Christie Banks is stepping down to concentrate on her voice-over business, as well as her other baby, Palm Living Magazines, which she founded. Banks has a long and enviable radio history with stops at KZPS/Dallas, WARW/Washington, KPLN/San Diego, WMGK/Philadelphia, WZZR/West Palm Beach, WSHE/Miami and WBZZ/Pittsburgh, to name a few. "It all began at my late dad's station, WQTW in Latrobe, Pa.," says Banks, who, naturally, will keep her feet wet by doing weekends at K-Rock.
- KYZZ (the New Jammin 97.9)/Monterey welcomes Meeka on Tha Mic for nights. That job conveniently opened up last week when Geo left. Meeka, formerly known as Marijane, has worked at crosstown KDON, as well as KYLD/San Francisco and KSJO/San Jose.
- Just Joe is no more in nights at KHOP/Modesto, Calif., opting to head up I-5 to KDND (107.9 the

- **End)/Sacramento** for weekends/swing under **Dan Mason**, whose mom just finished sewing his bigboy PD stripes on his sleeve.
- Drew Steele is now waking up perilously early—he moves from afternoons to mornings at WXKB (B103.9)/Fort Myers, replacing Dakota Curry, who exited last week. And in a stunt that's never ever been done before in the history of radio, Steele is reaching out into the community to pick his new co-host—it's B103.9's Next Radio Star, where one lucky caller No. 9 gets to join him full-time.
- Some dude named Rosie has left the midday show at KZZO (100.5 the Zone)/Sacramento. No replacement has been named.
- Cape Cod radio fixture Dene Peachey has come out of retail retirement for the chance to get back behind a mic. Señor Peachey, who was all the rage on the Cape hosting "The Naked Radio Morning Show" on WKPE (Rock 104.7) during those lazy, hazy, crazy '90s, is willingly giving up the glamour of running his own business, Budget Blinds, for the opportunity to do mornings at WCIB (Cool 102). Sounds weird to us too, but what can you say? Peachey replaces Larry Egan, who now hosts "The Handyman Hotline" on FM news/talk sister WXTK.

The Programming Department



Shuster

Congrats to Entercom's rising young programming stud Tias
Shuster on his sweet upgrade from PD of WKRZ/Wilkes-Barre to PD of rhythmic sister WNVZ (Z104)/Norfolk. The position recently became available when Michael Bryan snagged the PD slot at WXXL/Orlando. Z104 marks Shuster's third Entercom stop—he joined WFBC/Green-

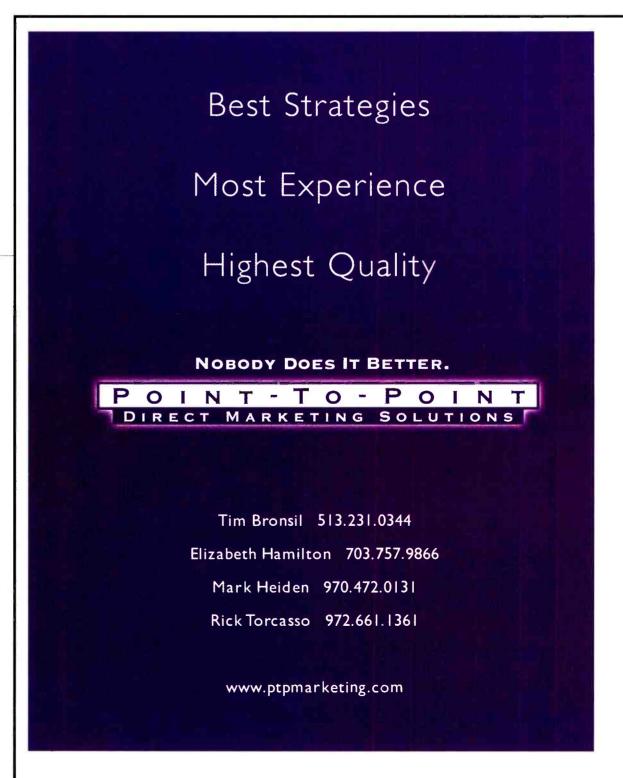
ville, S.C., in 1996 and worked his way up to APD/MD under Nikki Nite before he transferred into his first PD gig at WKRZ nearly three years ago. Shuster, who starts April 16, will also do afternoons on Z104.

- Dave Cooper, former PD of WLVQ/Columbus, Ohio, has nailed the vacant PD position at Saga classic rock WAQY/ Springfield, Mass. The gig has been available since Neal Mirsky left in February.
- CHR/top 40 WQQB (Q96)/Champaign, III., and PD Ken Cunningham have parted company. Morning co-host Bryan Major is now running the show. Curningham can be reached at 217-493-4375 or cunningham_ken@hotmail.com.
- Fox Feltman (aka Alan Fox, according to his Netflix subscription) crosses the bustling Greenville, N.C., thoroughfare to become PD of NextMedia rhythmic AC twins WQSL and WQZL (92.3 and 101.1 the Party). Fox, previously Archway/Greenville's director of operations and programming and PD of WRHT, replaces Jack Spade, who recently left the Party.
- Condolences
- Lyndi Starr, who had been doing weekends at WQXA (105.7 the X)/Harrisburg, died March 20 from complications resulting from the March 9 birth of her daughter. She was 23. The station presented a live six-hour tribute to Starr and is planning another event that will benefit her newborn daughter.
- We are also saddened to report the passing of Hyman "Hy" Weiss, father of Zomba Label Group president/CEO Barry Weiss. The elder Weiss passed away March 20 at the age of 84. A true record man like his son, Hy Weiss' label career started in 1948 as a salesman for indie labels Exclusive, Modern and Apollo. In 1953, he formed Old Town Records with his brother Sam. One of Old Town's subsidiaries was Barry Records, named after his son. "Beyond the typical reasons why I am proud to be my father's son, I am proud in a business sense to be the son of one of our industry's great original independent record men and entrepreneurs," Barry Weiss says. "Along with peers such as George Goldner, Leonard Chess and Jerry Wexler,



he set the pace and helped set the course for today's music industry." In lieu of flowers, the family requests that contributions be made to the TJ Martell Foundation in memory of Hyman "Hy" Weiss, 550 Madison Ave., New York, NY 10001.

- What in the wide, wide world o' sports is a-goin' on at Clear Channel adult hits WMAX (96.1 Max-FM)/Grand Rapids? Well, for starters, PD Jack Lawson lets go of the reins to concentrate on programming his other baby, classic rock WBFX (101.3 the Fox), and WOOD PD Tim Kiesling extends his broadcast day to now include programming Max. The benevolent ruler he is, Kiesling introduces actual damn air talent to Max, putting local boys Todd Michaels, Hollywood and Doug On Demand on-air, as well as his old pal (and ours) Tony "I Live for the Next Level" Travatto, who's straight outta Clear Channel sister KXXM/San Antonio.
- New PD Chris Crowley is still unpacking at Meridian classic rock WARO/Fort Myers, but that certainly didn't stop him from awarding some swell APD stripes to midday princess (and our new favorite airname) CoozeTM.
- Speaking of WARO, we are pleased to report that former PD Chris Chaos is no longer a deadbeat—yes, he got a job. "I've improved my moon tan and shook the sand out of my butt, and I'm headed to work for a real company—Clear Channel," where he'll program WVRK (Rock 103)/Columbus, Ga., which is described by Señor Chaos as a "spank-your-ass, pull-your-hair, kick-ya-in-the-'nads, 100,000-watt blowtorch that's perched and primed for market dominance." Current PD Mike Steele will remain with the cluster to oversee online operations and stuff. Chaos also hints of a pending syndication deal with his name on it.
- Afternoon dude **Jude Walker** is sporting weighty new MD duties at Regent Communications alternative **KFTE** (**Planet 96-5)/Lafayette**, **La.**, replacing **Roger Pride**, who moves into the IT department to play with blinking lights all day long.



Inexpensive Ways To Help Get Inside Your Listeners' Heads

By Mike Boyle

CBS Radio alternative WBCN/Boston PD Dave Wellington relates a story about a programmer who made a deal with a local movie theater operator to corral the audience—just prior to the flick starting—to conduct a 15- to 20-minute focus group music test. \$\$\$ "If you can't pay a consultant, with a little setup, you probably could get some really good research there," Wellington says. \$\$\$ It's just one example of the creative research solutions that radio stations are utilizing, with times being tight, budgets being cut and broadcast groups looking to save money wherever they can. \$\$\$ Since reducing expenses is a persistent consideration, "on the cheap" methods to get inside listeners' heads are paving a new path for many radio stations, while the lucky ones use it to supplement other professionally conducted research they actually have a budget for.

Focus groups are key for many programmers. It's a favorite form of research for CBS Radio rhythmic KLUC/Las Vegas PD Cat Thomas.

"It's just great when you can get four different groups to sit down, who have never met each other, talking about the same subjects totally independent of each other. The cool part is when the same topics come up in each group. It's at that point you know you've hit a hot button and something you should exploit or keep an eye on," he says.

KLUC conducts its own focus groups, in addition to farming them out. But Thomas cautions, "When you say you're only going to do something one way, you're leaving out options."

McVay Media VP of rock Dave Lange is also a fan of what he calls "the old listener focus group," which he considers "still viable and worthwhile." He says that it takes some training to learn how to host one, but if programmers know how to do it right, they're potentially invaluable.

"Granted it's only about 12 people," Lange adds, "but we've all gotten some valuable information from them, especially for morning shows, imaging, TV spots and billboard campaigns."

A lot of the stations Lange works with still conduct home-grown focus groups every six to eight weeks. "I have one group that does one every month, with every PD in the group, and if they don't turn in a report, the 'big guy' comes looking for them."

Wellington is a fan of mini-focus groups, recruiting people who go to his concerts or movie screenings, or people plucked from the station's database.

Honest Response

Invite them into your conference room and ask questions, and don't forget to videotape the meeting so you or your staff can review it, Wellington advises.

"Is it scientific? No, not ultra, because those invited into the focus groups know they're doing it for the radio station, so you have to get them past the point of wanting to please you," he says. "Most people are honest and will tell you if they like or don't like something."

Wellington adds that if you do several concurrent focus groups, you can effectively cover your demographics. He suggests taking care of participants with concert tickets, food and beverages, CDs and anything else you can give them. "It all will go a long way to getting helpful information."

'ls it scientific? No, not ultra, because those invited into the focus groups know they're doing it for the radio station, so you have to get them past the point of wanting to please you.

-Dave Wellington

Jacobs Media consultant Dave Beasing, also a believer in station-sponsored focus groups, says that some of the things uncovered in these sessions can be pretty over the top.

"A few weeks after a new competitor signed on in a major market, I did a focus group with a client, one of those ones I call 'pizza in the conference room' focus groups. What we found was that our listeners thought the new station across the street, which was using a brand name, was insulting and they couldn't believe someone would start up a local station using a national name in their market."

Beasing's point is that for the cost of a large pizza, the competitor could have done its own focus group prior to launching and quickly found out that it was creating ill will with its moniker. The moral of the story-that station lasted only 18 months.

As Wellington suggests, put focus group participants at ease so they'll open up. Lange says it might also be helpful to hold the meeting away from the station. In addition, he points out things that could potentially derail a focus group. "You've got to go in prepared to ask the right questions, have an open mind and be ready to hear any and all comments, the good and the bad. If your morning show sucks, they should be able to say it."

On-Air And Online Music Tests

Recalling his time programming classic rock WCKG/Chicago in the early 1990s, Lange says that about twice per year, he would block out a Sunday from 10 p.m. to midnight for an on-air music test with listeners.

"We'd take out an ad in the newspaper and list all the songs we wanted to test, leaving enough room for people to score the song hooks we'd play on the air," he says. "People would then send forms back to us in the mail. We'd get about 5,000 responses, but remember this was in [a major market like] Chicago. At the time, we would compare responses to our other music testing. It was just one more piece of data on those songs."

Obviously, such testing was before the current era of the household computer, but now. Lange suggests that smaller-market stations could do something similar. "People can still block out the artime and play hooks for listeners and have them fill out responses online via a page you set up on your Web site."

Thomas has been conducting online research for about a year. He invites listeners to kluc.com, where they click on an icon that leads them to a research link. After entering personal information, listeners rate songs using such responses as "over it," "like it," "so-so," "don't like it," "tired of it" or "unfamiliar." Thomas says the system was also devised with an audio link so respondents could hear hooks in case they're not familiar with a song's title but might recognize it if they heard it.

As for how many songs he tests, keeping in mind participant fatigue, Thomas says the maximum is 30 titles, which he rotates every 10–14 days.

Lange says the biggest "do" when it comes to conducting online music research is "do it."

"Any information is better than no information, and even if you're still able to afford callout, at least you've got another supplement that gives you a wider panel." Remember, too, he adds, "That you're probably only talking to P1s, maybe P2s. P3s' and P4s' favorite station may be across the street."

Recruitment Ideas

Recruiting respondents is obviously the first step to conducting research, and many believe it's the 'Any information is better than no information, and even if you're still able to afford callout, at least you've got another supplement that gives you a wider panel.'—Dave Lange

most important one.

"Take other Web sites that are popular in your community—newspapers, television stations, blogs and the like—and put blind box ads on them," Lange says. "Maybe you could work out a trade deal for banner ads, which then direct participants to one of your online surveys. It's also a good idea to have a 'washout' question in the beginning that flags them as a listener to another station."

When recruiting for his online music tests in Las Vegas, Thomas says the station sends e-mail blasts and mentions them on the air. "We get a great response. When we do callout, it's always a challenge to get enough people in the database to call and get them to respond and qualify for the test, whereas reaching out directly to listeners [via e-mail] gets you a more active audience that's more than likely a little quicker to recognize the music than the average listener."

Thomas adds that that gives him an advantage by helping forecast hit records as they're coming up, rather than when they're peaking.

Other Easy Research Tools

Taking advantage of opportunities at stationsponsored events is a great way to foster free research, and it only takes a little time and preparation.

Rather than hand out balloons and bumper stickers or hold a drawing at a station booth. Beasing suggests announcing in advance on-air that you'll be doing an on-site music test. When doing the testing, "Just strap headphones on people at your booth. Make sure the hook tape is short, so people don't have to be diverted too long from the real reason they're at the event. Try to get them for three to five minutes. It will make them feel engaged and like they're a part of the radio station."

As Lange said earlier, more than likely these will be P1s, but as Beasing points out, at least you'll be able to find if something is happening within that integral audience group.

"Chances are good that if they like it, then it will most likely transfer to P2s and P3s as well," he says. "Conversely, if they really don't like it, that's especially worth knowing."

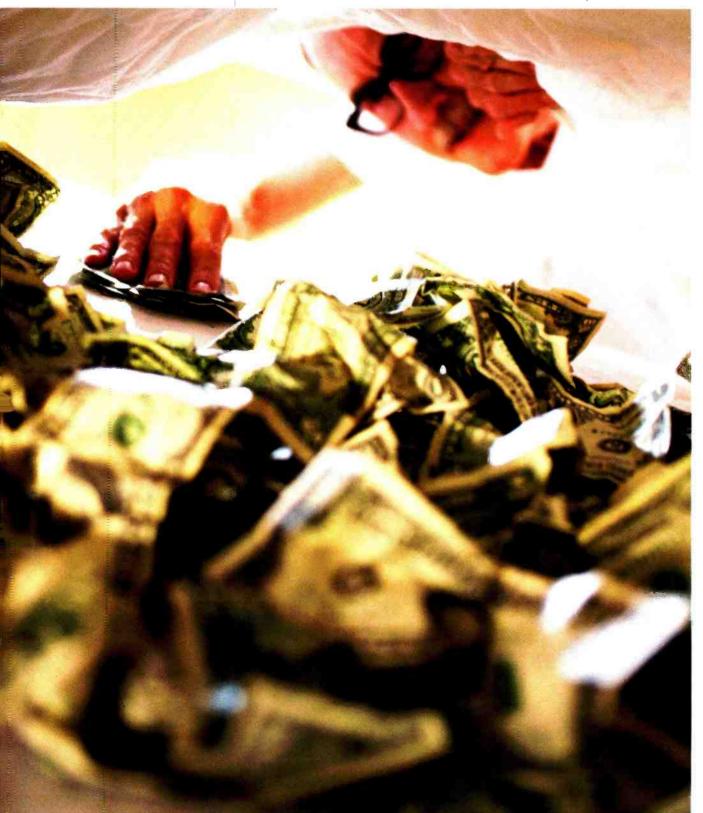
Wellington is fond of standing outside of shows in Boston to conduct some free research.

"It's so basic to talk to people when they're leaving concerts to get feedback. I know it's pretty rare that PDs go to concerts these days, but I still do and learn quite a bit."

Wellington says attending shows is a good way to check on street teams to make sure they're handing out stickers in the right spots.

Back in Sin City, Thomas, another proponent of pressing the flesh, will scout out University of Las Vegas students or students at a high school sporting event, and supplements his regular call-out research by cruising MySpace.

"We go through the people in Las Vegas that fit our demos and see what they have on their MySpace pages. When people pick songs to represent themselves on MySpace, that makes it personal and also shows a lot of passion for the songs. We use that to score passion and confirm what our callout says."



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Shen Tong VFinity



With all the concern in Congress and at the FCC about media ownership and consolidation, operators of small and expanding radio groups often seem to be negligent of due glory. But smaller groups—collections of one, two, 10 or 75 stations—actually comprise the majority of broadcasting companies that operate the bulk of America's 13,000 radio stations. They are not only optimistic but passionate about radio's future. Horizon Broadcasting Group launched in February 2000 and now operates a handful of stations in the central Oregon towns of Bend, Redmond and Prineville, collectively deemed market No. 217 by Arbitron.

When asked if radio has a chance to grow in that market, Horizon president/CEO Keith Shipman offers sheer enthusiasm. "In this size market, radio continues to be the most efficient way for local businesses to market themselves and make their cash register ring," he says. "We have three groups and a stand-alone operator in Bend, and collectively we offer small businesses a terrific marketing vehicle."

Shipman says he has budgeted aggressively in 2007 on the heels of significant market growth during the past three years. "Two conservatively budgeted high single-digit market growth in '07. We have enjoyed steady market growth since 2000, particularly as the consolidated radio market has matured and competed more effectively for the total ad budgets of advertisers."

Shipman adds that radio has been a good

investment for Horizon, "particularly in the market we presently do business in."

Better Than Having A Job

Russ Oasis got into radio because, he jokes, "It's better than working for a living." He bought his first radio station in 1987, left the business for a year in 1998 and then started buying stations again the next year. He's now about to close on his fourth station in two markets. Three are in Fort Wayne, Ind. (No. 104), and the other is in Indianapolis (No. 40). He says radio has definitely been a good business, though he declines to predict the future.

"My business model is different than most. I buy sticks. As long as it has a signal that can compete,

Continued on page 14

Continued from page 13

I don't care about its history in format, sales or programming. Once I buy the station, there is nowhere to go but up. This, of course, assumes that I don't overpay for the signal."

And he expects huge growth, at least at first."In the first year, sometimes two, I like to see 100% growth. After that, it obviously has to slow down. I'd be happy with 25% the third year and then drifting down to real-world numbers after that."

But Oasis also finds it "almost impossible" to make long-term plans. "Look back to 1997. Imagine what your 1997 10-year plan would have looked like projecting forward to 2007," he says. "Now that we're here, it's easy to look back to 1997 and laugh at our assumptions. Did we know that corporate radio would turn radio into a dumping ground of spots and clutter? Or that satellite radio would have to merge to stay viable? We didn't even know what satellite radio would be like at that time."

He adds, "The viability of Internet radio available via ubiquitous Wi-Fi wasn't even dreamed of. Long-term plans to grow companies sound great for investors, but it is a rare case when they are accurate."

Oasis says that he was not interested in any of the 448 Clear Channel stations for sale in smaller markets, because he now prefers to focus on market Nos. 50 and larger and for talent to be local 24/7.

Jeffrey Dinetz, president/CEO of NextMedia Group, which formed in 1999 and operates 42 stations in 11 markets, says that many radio groups have navigated troubled waters and have remained successful.

"As an industry, we have held our own while our top advertiser—automotive—has also faced a very challenging time. I am proud of radio as a medium and of NextMedia as a company. We have replaced these dollars and do not give ourselves enough credit for that. When the fortunes of Detroit turn—and they will—we will all benefit from our ability to be creative."

Mother Of Invention

Necessity is said to be the mother of invention, and radio—particularly led by small- and medium-market companies—has been more creative and aggressive "because they've had to be," one top NAB staffer says, "They are innovative and creative, and the smaller groups work together as an idea bank."

Creativity and invention were clearly the watchwords running through Rick Jensen's head a few years ago when the PD of news/talk WDEL-AM/Wilmington, Del., took all the audio recorders from his 25-member news staff and replaced them with video equipment. Video now populates the station's Web site and is a must-buy for advertisers.

Jensen and his boss, Delmarva Broadcasting president/CEO Pete Booker, also know that Delaware is the only state in the union without aTV license. The sliver-shaped territory relies on

"McDonald's
-ization" of
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prove that
point." -Ed Levine

TV signals from nearby Philadelphia, Baltimore, Ocean/Salisbury, Md., and New Jersey, along with New York.

Delmarva also insists on "live and local" programming, "for at least our Monday through Sunday, 6 a.m.-7 p.m. hours," Booker says.

That thinking has kept Delmarva pumping since forming in 1927, Booker says, "We have been in radio virtually since it started. Our owners have invested in all forms of media. These days, radio offers diverse, progressive content with reasonable returns and a low cost of entry."

Delmarva owns and operates eight FM and three AM stations. Three are in Wilmington (No. 75), eight are in the Salisbury/Ocean City market (No. 144). The parent company also owns a newspaper publishing operation, a printing company and a small direct-mail facility, Booker says.

"Radio has been a good investment for us because we enjoy being in the media and community service business from a content perspective, and we have been able to provide consistent returns to our owners," he says. But he doubts that the company will ever move into a market larger than No. 50.

Booker says Delmarva's primary measure of growth is to look at the growth of "absolute cash flow"—after-tax retained earnings, with depreciation and amortization added back in.

So when considering a station for purchase, he says, "We look at how it fits into our mid-Atlantic geographic footprint, at its real cash flow [measured in the method described above] and at its potential to grow at a rate equal to or better than our projected growth for our existing stations."

Dinetz—whose stations include four different markets that are part of NextMedia's suburban Chicago operation, a trio in the Dallas suburbs and stations in Wilmington, N.C. (market No. 170)—says, "Not to sound like a sitcom, but size doesn't matter. It is a question of how a station fits into our portfolio, strategy and the potential to improve on ratings and revenues."

With a personal slogan of "Courage is contagious," Dinetz believes radio has been a good investment, but he also anticipates some turbulence. "What we do has never been easy, but the last few years have been very challenging," he says. "I am 27 years into my career, and you have to expect some lower growth periods."

Still, he maintains optimism and hopes "we can get back to the 5%-10% growth we have been accustomed to."

Dinetz, who followed his uncle Steven Dinetz into the radio business in 1980, says, "I always admired the passion he had for the industry. After my first round of interviews, I knew I wanted in."





On My Own

Ed Levine knows that passion, too. After years as a programmer, particularly with such properties as Infinity's talk WJFK-FM/Washington, where he tried, sometimes in vain, to explain the value of Howard Stern to would-be advertisers and to listeners, he set out on his own to be an owner/operator.

"Radio has been my passion and lifelong interest," Levine says, "Nothing else has ever captured my imagination like radio, except for minor league baseball . . . but that's another story."

Levine and his investors created Galaxy Communications in 1990 and have 11 stations between Syracuse and Utica in upstate New York. His company focuses on acquiring stations in market Nos. 75-150. Along the way, Galaxy has opened an events/marketing company—though radio remains the bread and butter.

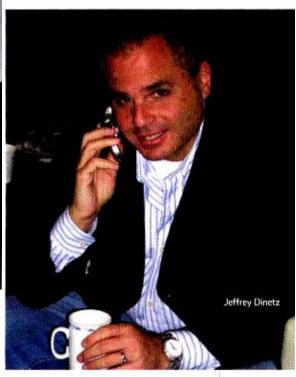
"It has been difficult for any investor in radio to term the last five years as good, compared to the general market," Levine says. "However, the next several years certainly look more promising. Radio is poised for substantial growth in the next five, and certainly 10, years. Throw all the other metrics out and only one matters: Over 90% of Americans listen to radio every week. No other media can touch that statistic. And once all the hand-wringing about our future is finished, that stat does not lie and will carry the day."

Levine believes that the next five years mean low- to mid-single-digit growth for radio. As for bulking up with more stations, he is all about control. "Galaxy currently has no desire to be in more than five markets," he says. "The deconsolidation now occurring in radio is, in fact, a verification that bigger is not better in radio. The 'McDonald's-ization' of radio was an abysmal failure for listeners, for employees and for shareholders. The yard sales currently occurring across America prove that point."

Like Dinetz, Levine says that the raw number of stations Galaxy owns is of little importance. "Hitting cash flow and revenue budgets, increas-







ing margins and how we are performing versus the markets that we compete in are all we focus on."

An Acquired Taste

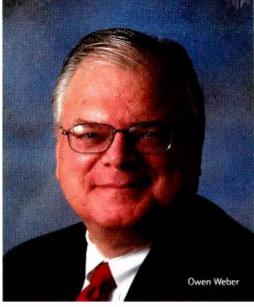
Passion for radio is an acquired taste. For John VerStandig, whose VerStandig Broadcasting operates nine stations in Harrisonburg, Va., and Hagerstown, Md./Chambersburg, Pa., radio ownership came by accident.

In 1980, "I actually got into radio as an operator when I ended up with two stations instead of lending a gentleman money he needed," VerStandig says." He could not offer adequate security—I wanted to help him out—so I bought the stations not knowing what the radio business truly was—but knowing it involved sales—and sales is sales."

VerStandig later won the bid for Washington's longtime classical combo WGMS-AM-FM, which the federal government forced into auction when the parent company (a tire manufacturer and defense contractor) was found to be cheating on its government contracts. After a protracted court battle, the owner was deemed an unworthy broadcast license holder, and the company's stations, including WRKO/Boston, were sold. VerStandig later sold the outlet at a significant gain and used the proceeds to buy other stations. Now, he says, if he decided to add more to his stable, they will likely be in medium-sized

Wilkins Communications Network, Inc.

CHRISTIAN RADIO



markets throughout the mid-Atlantic region.

VerStandig views radio as "a solid, long-term investment. Stability is not a bad thing. There will always be growth, however small. In a way, radio is like owning a bond. If you mind your basics you will always make a steady return, and there is also a level of growth built in as long as the market is growing—granted, it may be slow. The real issue is whether the industry itself will be the same over a five- to 10-year period."

The owner declines to predict a hard number for future growth. VerStandig says that if he could do that, he'd be running a hedge fund, not radio stations. But he does have a five- and 10-year strategic plan to expand the company. "Do the basics and do them well. Buy markets in the Middle Atlantic states if they become available at prices that allow a return in excess of what one can earn on alternative investments. If nothing becomes available, be patient."

VerStanding acknowledges that he is one of the many small- and middle-size broadcasters hoping to buy some of the 448 radio stations Clear Channel recently put on the market. He declines to say which markets he is interested in, but strongly believes there is money to be made.

"I assume that Clear Channel is a great operator and, as such, has squeezed virtually every penny out of expenses," he says. "That said, history tells us that in any company, the smallest divisions normally get the least attention, so one would hope that greater attention to the market in terms of creativity and hands-on operation may allow the stations to grow the revenue base."

VerStandig's stations operate with local talent and local voice-tracking. "In a world of multistation ownership, in small/medium markets, we tend to come down to two or maybe three group owners, and only one of them tends to be small enough to think locally," VerStandig says. "If you think locally, your relationships help maximize results. People like to know that the morning show is being done by people who have children in their schools or who attend the local rotary club."

Localism is the message that Owen Weber, VP/GM of Guaranty Broadcasting's stations in Baton Rouge, sends out as well.

"Radio will always be a great local business. Many different industries have consolidated, some much more successfully than others," he says. "In radio, consolidation is most successful when the company never forgets that radio must always be attuned to the local community it serves."

Weber adds that "every radio station and the entire cluster of radio stations must always stand for something and be valuable to both listeners

'If you think locally, your relationships help maximize results People like to know that the morning show is being done by people who have children in their schools or who attend the local rotary club.

-John VerStandig

More Online

Read more about how

operators of small and

expanding radio groups

are thriving in the post-

consolidation era. Visit

the Headlines section of

RadioandRecords.com

on April 3.

and advertisers. In addition, virtually every great radio station you can think of in the United States was not an instant success. It was developed over time as an important local business."

Guaranty's parent was founded as an insurance company in 1926. Its radio and TV broadcasting operation launched in the 1950s. Today it operates five FMs in Baton Rouge (market No. 77), and it remains focused on growing those stations. Weber, who uses only local talent and no voice-tracking, expects station revenue to grow 5%–7% annually in the next few years. Some of that gain, he says, will come from the pockets of newspaper revenue. He also expects radio's relationship with the Internet to help foster advertising.

Experienced In Sales

It was 19 years ago when Bob Wilkins formed Wilkins Communications Network, a group of Christian radio stations that emphasize evangelizing and missionary work. Now, he's about to buy his 15th station in a 12th market, adding to a portfolio that includes KCNW-AM/Kansas City, WYYC-AM/York, Pa., WWNL-AM/Pittsburgh and KXKS-AM/Albuquerque.

He invested in radio because he was experienced in radio sales and management, and because he brokered stations for seven years before buying his first outlet, Christian KLNG-AM/Omaha.

Like VerStandig, Wilkins doesn't want to estimate a percentage of growth in the future because the end number "depends on how many stations I buy per year," he says. "I buy when I find deals that meet my buying criteria. In 2003, I purchased one station, WBR1 [Indianapolis]; in 2004, one station, KXKS; in 2005, one station, WYYC; in 2006, three stations: WIJD [Mobile, Ala.], WNVY and WVTJ [Pensacola, Fla.]. In 2007, I have bought one so far, WCPC [Tupelo, Miss.]."

Wilkins reports that he has looked at four Clear Channel stations on the market—all AMs, "but each was paired with one FM. In my opinion, they will sell for more than I am willing to pay." But Wilkins hopes that there will be deals on the other side. "After the CC sale, some of them may be spun off."

Wilkins Broadcasting has been working on innovative technologies to make its stations more profitable, the founder says. "With new technology, as it comes on the market, all of my stations are automated with the latest solid-state transmitters, which reduce electrical and operational costs."

He is also reducing overhead at the corporate level. For example, he changed the company's payroll service at the beginning of 2007, saving some \$12,000 per year. "Buying more stations decreases taxes—more profit," he says.

There are many aspects Wilkins considers before buying a station. Among them are the competition, expense projections, sales projections, debt retirement—and last and most important, price. "If the price is right, I will buy in any state," Wilkins says.

Most small- and medium-sized operators say they generally want to keep a station's staff onboard when they take over a new acquisition.

"I remember what it was like to be fired as a jock during a regime change," Oasis says. "Therefore, I really try to avoid mass firings."



Industry heavyweights offer insights at TRS 2007

What The Big Dogs Said

Al Peterson

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he recent R&R Talk Radio Seminar opened this year with a round table of industry experts who gathered to discuss the overall state of news/talk radio in 2007, and to forecast some of the opportunities and challenges that each saw for the format in the months and years ahead. Seated on the dais were Media Audit president Phil Beswick, Clear Channel VP of programming Sean Compton, Southern California Broadcasters Assn. (SCBA) president Mary Beth Garber, Citadel Broadcasting VP of news/talk/sports Brian Jennings, ABC Radio Networks senior VP of programming John McConnell, Joint Communications CEO John Parikhal and Mercury Research founder and president Mark Ramsey.

Co-moderated by R&R president/publisher Erica Farber and your faithful news/talk/sports editor, the panelists weighed in on a number of important issues and set the tone for much of the discussion that continued during subsequent TRS 2007 panels and events during the three-day meeting. This week we offer a review of highlights from the well-received session "What the Big Dogs Say."

'What's Next' Is 'What Is'

Just a few months after the terrorist attacks of Sept. 11, 2001, Parikhal addressed TRS 2002 attendees on the topic of "What's Next" and predicted then what he believed the industry could expect to happen in the years ahead. Five years later, Parikhal says many of his predictions have come to pass. "I said then that the two big win-

'NPR clearly is the biggest success story of talk radio in the last several years, if you are judging it based on ratings.'

-John McConnell

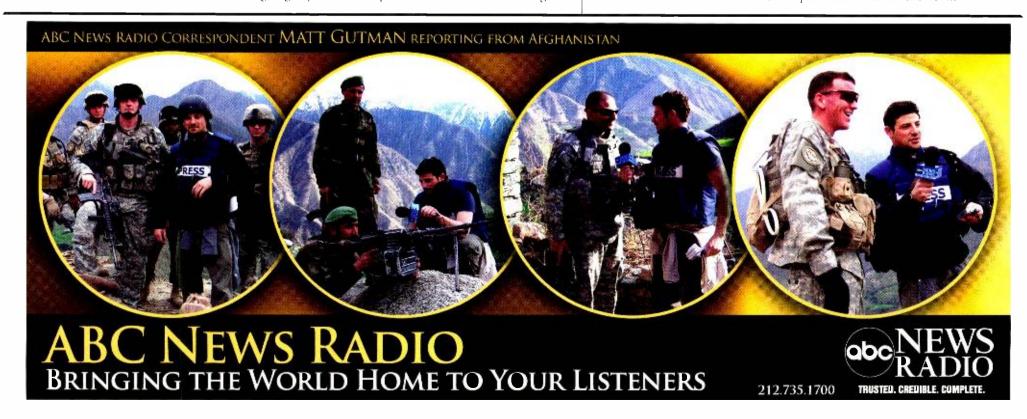
ners in talk would be NPR and Fox News, and it certainly appears they've both emerged as the leaders in the past few years," he told this year's TRS audience. "I also said that we could expect more polarization and a media that creates a world of winners and losers—all black and white with no gray, no analysis and no insight. That's come to pass, too, and we will only continue to see more of that in the years ahead."

Parikhal said the real key to reaching listeners will be to help them understand a world that is frequently unfamiliar and scary. "There is an increasing appetite from listeners who want you to make sense of things for them," he continued. "The real challenge, in my opinion, is for media to help put things in context for people without reducing it to what is always the most effective programming: black and white, winners and losers, and shouting people down. I really see context creation as a big growth category for the electronic media."

Addressing the criticism that talk radio tends to focus too much on politics, Parikhal said he does not think that is exactly accurate."People say they don't like politics, but what they really don't like is extreme polarization. Over the next couple of years I believe that a person who looks like they are moving to the middle is someone who will get a lot more room to run. Five years ago I really thought that there would be someone who would rise to the top by being that person, but it really hasn't happened yet because it doesn't always make for great entertainment."

Addressing Parikhal's observation about NPR, ABC's McConnell agreed that the public broadcaster is definitely a factor in the war for talk listeners' ears today. "Certainly if you look at major markets like New York, San Francisco, Philadelphia, Boston and Washington, in midday the NPR station is often the No. 1 25–54 station in the market," he said. "But I think it really has more to do with the direction of media than it does with politics."

Expanding on that statement McConnell continued, "Despite what some in this room



might think, most perceptual research does not show that people perceive NPR to be to the left, they simply perceive it as being interesting, informative and balanced, and they like the style in which it is presented. NPR clearly is the biggest success story of talk radio in the last several years, if you are judging it based on ratings."

Emerging Formats

Addressing a question about what emerging spoken word formats we might expect to see in the months and years ahead, Clear Chamnel's Compton suggested that the biggest success stories will come from programs without a political agenda. "I think we'll see more programs like [independently syndicated] Dave Ramsey's show, or [Jones Radio Networks'] Clark Howard—talk programs that are different from shows like Rush Limbaugh or Sean Hannity. I think we'll see more service-oriented programming like that and more programming aimed at women."

Compton noted that new formats to attract new audience to spoken word radio will have to evolve—much like news/talk radio did during the past couple of decades. "Remember, a lot of today's news/talkers used to be full-service stations and were still playing music 15 years ago." he reminded the room. "They evolved over time to

become what they are today. WBAP in Dallas, for example, was a country station that carried Rush Limbaugh's show and then expanded into other local talk programming. I think that's kind of the way we'll need to evolve, especially FM stations, to talk and sports programming."

Speaking of sports, Citadel's Jennings was downright bullish on that particular spoken word product and told the crowd he has the numbers to back up his enthusiasm. "Our company's sports radio stations were up well over 30% in men 25–54 this past year, which is just unbelievable." he said. "I think the reason behind that kind of growth is that sports radio is entertaining and it also offers listeners stress relief in a world where the media generates a lot of stress for them. Many of our stations are also the flagship outlets for many college programs around the country and that drives both ratings and revenues."

SCBA's Garber added that sports programming can also be a key component to building a local brand image for your station with listeners and advertisers. "What's more local than sports?" she asked. "What better programming for a community to rally around than sports? It's something that can really connect listeners emotionally to the station and that's good for extending your station's brand and also for attracting the attention of local advertisers who are also fans of your local teams."

'The real challenge is for media to help put things in context for people without reducing it to what is always the most effective programming—black and white, winners and losers, and shouting people down.'

—John Parikhal

Happiest Room On Earth

Ramsey pointed out that while talk radio has its challenges, the future of spoken word radio looks pretty good from his point of view: "It seems to me that this room should be the happiest room in all of radio," he said. "Let's face it, FM is the new AM—all the good stuff is going to move to FM and it's all going to be your programming. The demand for your stuff will continue to grow and there will be more talk programming, more format permutations and combinations, reaching more people, than there has ever been in the past."

Ramsey said the biggest danger for radio management is to not look far enough ahead. "In the not too distant future it will be possible for you to have a wireless portable device that allows you to listen to a radio station while also playing a videogame and chatting online," he said. "If there is any problem I foresee it would be radio management that is not willing to peer over the horizon far enough and realize that, in a multiplatform media world, radio has tremendous potential. If there is anything lacking that I see it's in not exercising our imaginations enough to come up with the next big things in non-music entertainment programming."

Suggesting that programming to lifestyles as opposed to specific demographics will be more important than ever in the years ahead, Beswick said programmers need to review their station's qualitative audience research just as much as salespeople do. "The largest format, on a cumulative basis, is news/talk," he said. "It's also the No. 1 most often listened to' format. When you combine that with the larger than average household income level of news/talk listeners, what you end up with is trillions of dollars worth of buying power that no other radio format can compete with. What advertisers really want is qualified consumers and news/talk radio has got them in spades."











King Of New York

1. Urban AC WBLS/New York-based syndicated morning man Steve Harvey made a special appearance at the second annual New York Radio Forum. From left are DDB Worldwide chief creative officer Bob Scarpelli; Advertising Club president and USA Today VP of advertising sales Lori Erdos; Anheuser Busch VP of global media and sports marketing/Busch Media Group president/CEO Tony Ponturo; Harvey's fiancée, Marjorie Bridges; Harvey; RAB president/CEO Jeff Haley; and Premiere Radio Networks president Kraig Kitchin.

Hey, big shot! E-mail high-resolution photos from your promotions, appearances, promo tours and other radio and record industry events to ACahill@RadioandRecords.com.



studios to chat with DJ Ryan Sampson and "The Morning Mashup Crew" on the Hits 1 channel and Pulse channel DJ Jim Ryan, pictured here with the pop star. 3. Every Mile A Memory PD Sam McGuire, left, and MD Austin James, right, welcomed Dierks Bentley to Clear Channel's country WYNK/ Baton Rouge studios before Bentley's concert at the Baton Rouge River Center Arena. 4. Gone, But Not Forgotten Brandon Rogers, the first "American Idol" top 12 contestant to be dismissed this season, shared his experiences during a Launch Radio Networks interview. He is shown with Launch director of satellite tours Eileen Sullivan. 5. Voice Of A Generation Former D Generation frontman Jesse Malin stopped by Brookdale Community College's news/adult alternative WBJB/Monmouth, N.J., to promote his CD "Glitter in the Gutter." From left are keyboardist Jon Loyd, WBJB DJs Leo Zaccari and Jeff Raspe, Malin and WBJB DJ Rich Robinson. 6. Motivational Speakers R&R executive editor Paul Heine, right, moderated a discussion at the second annual New York Radio Forum about radio's power to move people. Serving as panelists were, from left, Clear Channel senior VP of programming and marketing/New York Tom Poleman, Sterling Jewelers director of media planning Anne L. Clark and Advertising Council president/CEO Peggy Conlon. 7. Designing Woman J-Mac, freestyle king and co-host of "The Madd Hatta Morning Show" on Radio One's rhythmic KBXX/Houston, posed with

2. Blonde Ambition Christina Aguilera visited Sirius Satellite Radio's New York



formats

The gateway to music formats, the week in charts and airplay data.

RORTIMELINE



Len Weiner joins ESPN Radio/Boston as PD. ■ CBS Radio/San

Francisco names Mike Preston V[□] of programming. ■ Denver Radio launches KSYY and KTNI/Denve⁻.



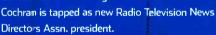
S YEARS AGD J.D. Gonzalez and Arnulfo Ramirez are installed as regional PDs at Hispanic Broadcasting. ■ Mary Ellen Kachinske

is promoted to program manager at WTMX/
Chicago. ■ Veteran programmer Jim Smith
becomes PD for Infinity's oldies WJMK/Chicago.



The KLOS/Los Angeles
PD post is filled by John
Duncan. ■ Allen Shaw

and Gordon Gray Jr. announce the formation of Winston-Salem-based Centennial Broadcasting. ■ Barbæa





Garth Brooks and ZZ Top head
Saturday night's show at the R&R
Convention. ■ Vince Faraci becomes

execut:ve VP of Third Stone/Atlantic Records.

KKET/Los Angeles general sales manager
Craig Wilbraham is promoted to GM of the
Evergreen urban station.



Simon Potts becomes the new senior VP of A&R worldwide at Capitol Records. ■ Sherry

Evans is elevated to VP/GM of Price Communications' Pure Gold.

RCA director of A&R Simon Law is promoted to VP of A&R.



25 YEARS AGO

Neil Portnow joins Ari≅ta
as VP of West Coast A&R. ■ EZ
Communications and the TM Companies

debut TM Easy, a new beautiful enusic format aimed at younger demographics.
Rich Totoian is promoted to director of national album promotion for Epic, Portrait and CBS Associated Labels.



Glen Morgan is elevated to operations director at WABC/New York. ■
KFMB (B100)/San Diego's morning

drive personality "Shotgun" Tom Kelly wins a national award for his children's TV game show. "Words-a-Poppin." ■ Steve Rivers earns PD stripes at WIFI/Philadelphia.

THE SPIN



By Wade Jessen, Gary Trust, Anthony Colombo and Raphael George

Bon Jovi Busts Format Barrier

Although Bon Jovi has already celebrated a No. I Country single (with Sugarland's Jennifer Nettles) and frontman Jon Bon Jovi went along on a five-week chart excursion with the late Chris LeDoux, neither the band nor its lead singer has previously appeared without collaborators on the Nielsen



BDS-driven R&R Country chart. That changes this week as the group's "(You Want to) Make a Memory" (Island/Mercury) takes the Hot Shot Debut at No. 39.

The arrival marks the highest noncollaborative Country chart debut in the 17-year Nielsen BDS era by a noncore country act with prior chart history at another format. The Bon Jovi debut tops a No. 44 start by Van Zant (previously tracked as a rock act) that hit with "Help Somebody" in March 2005 and peaked at No. 8.

Among the most recent Country chart debuts by heritage rock artists, John Mellencamp's "Our Country" bowed at No. 53 in November and crested at No. 39, while Bob Seger's "Wait for Me" popped on at No. 54 last summer on its way to a No. 52 peak.

Paisley's 'Ticks' Embedded In Top 20

Brad Paisley's "Ticks" (Arista Nashville) officially becomes his fastest-rising single. The clever track jumps 22-17 in its fourth chart week, swipes Most Increased Audience honors (up 3.9 million impressions) and crosses the Airpower threshold (top 20 in spins and audience, with increases in both). Previously, Paisley's quickest chart sprint occurred when "The World" leapt 21-19 on the April 14, 2006, chart.

Brewster Breaks Through

Worship leader Lincoln Brewster collects his first No. 1 on the Christian AC list as "Everlasting God" (Vertical/Integrity) draws 1,300 plays at 48 monitored stations. Prior to this, Brewster rose as high as No. 12 with "All to You (Live)" on the Nov. 18, 2005, chart.

R.E.M. In 'Dream' State

R.E.M.'s interpretation of John Lennon's "#9 Dream" (Warner Bros.) enters the Triple A chart at No. 30, placing the newly inducted Rock and Roll Hall of Famer in a No. 4 tie for most hits in the chart's history. Only Dave Matthews Band (20), U2 (18) and Sheryl Crow (14) have made more appearances than R.E.M. and the Wallflowers, each with 12.

The track from the upcoming Lennon tribute and benefit album, "Instant Karma: The Campaign to Save Darfur," marks R.E.M.'s first trip to the Triple A list since 2005's "Aftermath" and, with Bill Berry back on drums, its first in a decade to feature all four of the band's founding members.

R&R Revises Policy For AC Recurrents

Effective this issue, R&R revises its recurrent rules on the AC chart as descending titles will now be moved to recurrent status if they rank below No. 5 after 52 weeks, if they fall below No. 10 after 26 weeks or if they rank below No. 15 after 20 weeks. With the adjustment, five songs drop off the chart this week, making room for four debuts and one reentry. New are Martina McBride's current Country top five "Anyway" (RCA Nashville) at No. 25, Nelly Furtado's former CHR/Top 40 No. 1 and current No. 2 Hot AC hit "Say It Right" (Geffen) at No. 26, Keith Urban's former Country top 10 "Once in a Lifetime" (Capitol) at No. 27 and MercyMe's No. 3-peaking Christian AC title "Hold Fast" (Columbia) at No. 28.

Akon Nabs Third Consecutive No. 1

Akon becomes the first artist since 2004 to rattle off three straight No. 1s on the Rhythmic chart as "Don't Matter" (Universal Motown) jumps 2-1. The leap follows the ascensions of "I Wanna Love You" and "Smack That," which topped the chart in November and December, respectively.

Akon's feat is just one short of Usher's record for most consecutive No. 1s as a lead artist. His "Confessions" album spawned four chart-toppers: "Yeah!," "Burn," "Confessions Part II" and "My Boo."

Pink Raises Her 'Hand' Into The Top 10

Pink picks up her eighth top 10 on the CHR/Top 40 chart and first since "Family Portrait" in February 2003, as "U + Ur Hand" (Zomba) escalates 14-10 in its 17th

chart week. In the more than 14-year history of the list, only two other songs by female artists have taken as long or longer to reach the top 10: "Insensitive" by Jann Arden (18 weeks) in 1996 and "These Words" by Natasha Bedingfield (17) in 2005.

"Hand" marks a return to familiar territory for Pink, who began her chart career in 2000 by scoring top 10s with seven of her first eight singles.



CHR/TOP 40



April Fools' pranks are great—until someone puts an eye out

Tis The Season For April Foolishness

Kevin Carter
KCarter@RadioandRecords.com

erhaps the idea of April Fools' radio pranks could best be summed up by Obi Wan Kenobi: "Who's more foolish? The fool or the fool who follows him?" Sure, we've all attempted them, fell for them and mostly have been entertained by them. And then there are our favorites—the ill-advised ones, because those are usually the most memorable and fun to write about years later. Sadly, April 1 falls on a Sunday this year, so we may not have a giant selection to choose from in 2007. Some April Fools' bits can later be used A) as evidence at your trial or B) to serve as a cautionary tale for radio generations to follow.

Recalling an incident from several years ago that went horribly wrong, we called our pal Riggs, PD of WKXJ/Chattanooga, Tenn., to nose around. "Why don't you ask Tonnny Chuck about our little Eminem prank that landed me in jail? He loves telling that story," Riggs said.

And so we did. "Ah yes, the infamous 'M&M' visit to Big Lots parking lot in Chattanooga, Tenn., was my most memorable April Fools' promotion," says Mr. Chuck, who was PD of WKXJ in 2002 when the bit went down. He's now safely across state lines, programming WFLZ/Tampa, which makes it much easier, legally, for him to speak of "the incident."

"It made international news and was referred to locally as 'the greatest April Fools' Day joke in Chattanooga history,' "Chuck says proudly. "We thought it would be a great idea to have 'M&M' show up for an appearance at the local Big Lots parking lot on April 1. Who knew that the audience thought we meant 'Eminem'?

"Needless to say, thousands of people packed the parking lot. When they found out it was only our stunt guy Adam dressed as a giant M&M throwing out free candy and wasn't the real Eminem, a riot broke out. Unfortunately, morning guy Troy Shannon and night guy Riggs were at the wrong place at the wrong time. They quickly found themselves cuffed and in the back of a police car. After six months and a pile of legal bills, both were found innocent and had the charges removed from their record."

We love a happy ending.

One rule to pulling off a good April Fools' bit—enlist some high-profile accomplices to add that air of credibility to your home-cooked hoax. "One of the biggest scams we did was when we reported that the Detroit Red Wings were moving to Canada because the city wouldn't give them a new arena," says Mojo, star of "Mojo in the Morning" on WKQI (Channel 955) in the heart of "Hockeytown" itself, Detroit. "We had Wings players and both the mayors of Detroit and Windsor, Ontario, in on the joke. They called in to the station to play along," he says. "The story got to be so big that ESPN and the local sports/talk and news/talk stations all reported it. Many people were pissed."

Mission accomplished.

Sometimes, years later, regret can seep in. Jimmy Steele, PD of KHTS (Channel 933)/San Diego, recalls what he now refers to as a "not-so-brilliant move" several years ago when he was at WZEE (Z104)/Madison. "We decided that a meteor should be on a collision course for the small town of Janesville, located 30 miles south of Madison," he says. "We ran updates throughout the day about how we would soon be spared of the town, which tried to compete with Madison."

Ah yes, the power of 20/20 hindsight. "Yes, I would think differently today." Steele says. "I'd still make mistakes, but think differently. Even though we made it tongue-in-cheek, it taught me to never overestimate your listen-



Riggs



Chuck



'Even though we made it tongue-in-cheek, it taught me to never overestimate your listeners and how they absorb our content.'

-Jimmy Steele



Ramos

ers and how they absorb our content."

Sometimes, the most effective bits tend to be the ones that are underplayed. WIOQ/ Philadelphia morning co-host/stunt dude Diego Ramos shares one of his favorites. "We played sound effects of a cat meowing at random times during our show—over songs, over spots, over us talking, and never mentioned it. It had people going nuts—some thought they had a cat stuck in their car's engine compartment. Others pulled over thinking their cat was trapped in the trunk. It was classic."

Consultant Randy Kabrich shares one classic scam from 25 years ago that would not be possible today in the era of the digital clock."It was 1982 at [WDCG] G105/Raleigh—LED clocks were rare then-either analog or they had those flip cards if they were digital. If the power went off, they would just stop and pick up at that point when power was restored—not flash 12:00," he says. "I told the morning team to advance the clock 15 minutes and run the entire formatnews, traffic, spotsets, legal 1D-15 minutes fast. Essentially, people would think their power had gone off and would scramble to make up the 15 minutes they thought they were late. The catch would be people laughing at them for showing up early. The ones that had been had would complain about it all day to everyone and that would give us great word-of-mouth.

"Here's the part of this story that I'm somewhat embarrassed to admit," Kabrich says. "I had gone over this with the morning talent on the Friday prior to April 1, but I totally forgot about it after the weekend. As I hit my shower that morning and the station went into news, I was like, 'WTF?!' I looked at my clock and immediately thought the power had gone out overnight. It wasn't until I got in my car when I noticed the clock in the car was 15 minutes 'slow.' That's when I knew it was a good bit—if I could fool myself."

Kabrich wasn't the only one fooled. "Parents were scrambling to get their kids to school with no breakfast. Kids were stranded at bus stops when the buses came 15 minutes early. I couldn't figure out why until I realized the bus driver was also listening. Driving to work I saw people sitting on the sidewalk outside locked doors—they had arrived before the boss. Luckily, there were no wrecks or deaths from people rushing to work," he says

Amid the carnage, at the end of the morning show, the bit was revealed via a complex process known as "blame the overnight guy." Kabrich says, "The midday person walked in the studio at what the morning show thinks is 10 a.m. to do the handoff—and announces, 'You still haven't figured it out yet? The overnight guy moved all the station clocks up 15 minutes—it's only 9:45. April Fools'! The overnight talent at the time was Bob Dearborn on the RKO Radio Network, so we 'fired' him for it," Kabrich says.

Did the bit hurt the station? Far from it: "We went from a 4.5 to a 9.2 in the next book, taking out the original Lee Abrams Superstar station WQDR in the process [at a 7.5]. They later flipped to country, where they remain today."

POWERED BY

CHR/TOP 40

ROBIN THICKE MAKES HIS FIRST CHR/TOP 40 APPEARANCE AT NO. 34 WITH "LOST WITHOUT U," WHICH HOLDS AT NO. 1 ON THE URBAN LIST FOR A THIRD WEEK.





1		
C	A	

THIS WEEK	LAST WEEK	WEEKS	TITLE CERTIFICATIONS	HITPREDICTOR STATUS ROMOTION LABEL	PLA TW	YS +/-	AUDIEN MILLIONS	
1	1	16	IT'S NOT OVER NO. 1(2 WKS) DAUGHTRY	於 位 RCA/RMG	8978	-99	50.981	3
2	2	16	WHAT GOES AROUNDCOMES AROUND JUSTIN TIMBERLAKE	№ ☆ JIVE/ZOMBA	8620	-369	56.593	1
3	4	14	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON	N 🏚	8270	+146	52.183	2
4	5	11	CUPID'S CHOKEHOLD CYMCLASS HEROES FEAT, PATRICK STUMP DECAYDANCE/FUELED BY R	AMEN/ATLANTIC/LAVA	8134	+882	45.518	6
5	3	20	SAY IT RIGHT NELLY FURTADO	N ² ☆	7734	-706	46.197	5
6	6	7	DON'T MATTER AKON KONVICT/PUPFRONT/SRC/U	INIVERSAL MOTOWN	7462	+726	48.089	4
0	7	10	GLAMOROUS FERGIE FEATURING LUDACRIS WILL.I.A	M/A&M/INTERSCOPE	7105	+528	40.383	7
8	8	12	IF EVERYONE CARED NICKELBACK ROADRUN	NER/ATLANTIC/LAVA	568 8	+263	25.174	10
9	9	8	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE MOSLEY/BLAC	か KCROUND/INTERSCOPE	5424	+246	33.945	8
10	K	17	U + UR HAND PINK	LAFACE/ZOMBA	4648	+734	21.696	14
n	11	21	IRREPLACEABLE BEYONCE	°3 ♣	4093	-614	22.057	13
12	15	10	FACE DOWN THE RED JUMPSUIT APPARATUS	VIRGIN	4076	+180	19.762	17
	16	6	THIS IS WHY I'M HOT	CAPITOL	3959	+504	24.175	11
14	12	22	WALK AWAY (REMEMBER ME) PAULA DEANDA FEATURING THE DEY	ARISTA/RMG	3735	-453	21.532	16
15	13	21	BREAK IT OFF RIHANNA & SEAN PAUL	SRP/DEF JAM/IDJMG	3519	-481	25.781	9
16	10	13	RUNAWAY LOVE LUDAÇRIS FEATURING MARY J. BLIGE	DTP/DEF JAM/IDJMG	3462	-1288	24.139	12
17	Э	9	ICE BOX OMARION	T.U.G./COLUMBIA	3446	+548	21.572	15
18	20	10	SHE'S LIKE THE WIND AIRPOWER LUMIDEE FEATURING TONY SUNSHINE	TVI	3021	+144	17.126	18
19	22	7	BETTER THAN ME HINDER	niversal republic	2802	+248	8.776	31
20	26	7	BEFORE HE CHEATS CARRIE UNDERWOOD ARISTA/ARI	STA NASHVILLE/RMG	2800	+557	12.150	25
21	7	17	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALL OUTBOY FUELED BY R.	AMEN/ISLAND/IDJMG	2662	-430	13.246	22
22	21	9	YOU LLOYD FEATURING LIL! WAYNE THE INC./L	INIVERSAL MOTOWN	2541	-57	17.016	19
23	25	5	CANDYMAN CHRISTINA ACUILERA	RCA/RMG	2432	+116	9.051	30
24	29	3	BEAUTIFUL LIAR BEYONCE & SHAKIRA	COLUMBIA	2347	+569	12.278	24
25	27	9	BOSTON AUGUSTANA	th EPIC	2343	+219	7.763	33
26	39	2	GIRLFRIEND MOST INCREASED PLAYS/MOS	T ADDED &	2238	+1048	12.529	23
0	28	6	OVER !T KATHARINE MCPHEE	RCA/RMC	2205	+138	11.760	26
	₹3	3	BECAUSE OF YOU NE-YO	DEF JAM/IDJMC	1991	+474	11.043	27
	30	6	ON THE HOTLINE PRETTY RICKY	BLUESTAR/ATLANTIC	1837	+80	8.232	32
30	31	4	WITH LOVE HILARY DUFF	HOLLYWOOD	1811	+244	7.105	35
31)	34	5	LOOK AFTER YOU THE FRAY	ÉPIC EPIC	1716	+239	6.488	36
32	24	15	KEEP HOLDING ON AVRIL LAVIGNE	fox/rca/rmg	1690	- 7 02	9.356	29
33	40	3	LAST NIGHT DIDDY FEATURING KEYSHIA COLE	BAD BOY/ATLANTIC	1551	+363	15.250	21
34			LOST WITHOUT U ROBINTHICKE STA	R TRAK/INTERSCOPE	1459	+356	10.124	28
35	32	11	TELL ME DIDDY FEATURING CHRISTINA AGUILERA	BAD BOY/ATLANTIC	1454	-68	16.265	20
36	38	5	NOTHING LEFT TO LOSE MAT KEARNEY	AWARE/COLUMBIA	1247	+50	3.313	-
37	3:	19	SHORTIE LIKE MINE BOW WOW FEATURING CHRIS BROWN & JOHN "A AUSTIN	COLUMBIA	1188	-157	7.518	34
38	37	18	WELCOME TO THE BLACK PARADE MY CHEMICAL ROMANCE	REPRISE	1047	-162	6.397	37
39	36	15	HERE (IN YOUR ARMS) HELLOGOODBYE DRIV	E-THRU/SANCTUARY	991	-345	6.106	38
40	K	EW	THE WAY I LIVE BABY BOY DA PRINCE FEATURING LIL BOOSIE	INIVERSAL REPUBLIC	988	+102	5.021	40

MOST ADD	ED
TITLE ARTIST / LABEL	NEW STATIONS
GIRLFRIEND Avril Lavigne (RCA/RMG) KBKS, KKDM, KKRZ, KRUF, KZ WABB, WAEV, WAKS, WAKZ, WCGQ, WDJX, WKCI, WKKF, W WKZL, WLAN, WNOK, WNTQ, WQEN, WVKS, WVYB, WYOY,	WBHT, WBLI, KSC, WKSE, WPST,
HOME Daughtry (RCA/RMG) KHFI, KKOB, KLAL KMXV KQN WAEZ, WBHT, WEZB, WH6Q, W WJOC, WJSQ, WNCJ, WRVQ, W WSTW, WVSR, WVYB, WXKS	WHHD,
BEAUTIFUL LIAR Beyonce & Shakira (COLUMBIA) KKDM, SIHI, WDJX, WERO, WIHKE, WIHT, WIOG, WKRZ, WWPRO, WTWR, WVKS, WWST	
BECAUSE OF YOU Ne-Yo (DEF JAM/IDJMG) KQCH, SIHI, WAKS, WDJX, WE WIOQ, WKRZ, WKSZ, WLAN, W WNOU, WPRO, WXKS, WXLK,	VNOK,
BEFORE HE CHEATS	11

Carrie Underwood

(ARISTA/ARISTA NASHVILLE/RMG)

WCGQ, WEZB, WGTZ, WHKF, WLAN,
WNKS, WPST, WSSX, WSTR, WXXX, WZKL Omarion (T.U.G./EPIC) WAKS, WBLI, WFLZ, WKFS, WNTQ, WWWQ, WYOY, WZYP ANYTHING (DA FAMILY/BLACKGROUND/UNIVERSAL KHOP, KKMG, WABB, WFBC, WIHB, WKRZ, WSSX, WZEE SUMMER LOVE Justin Timberlake (JIVE/ZOMBA) KHFI, KKOB, WABB, WFLZ, WKFS, WKGS, WKSS, WXSS LOST WITHOUT U (STAR TRAK/INTERSCOPE)
KHKS, KZHT, WAEV, WAKS, WIHB, WKSE,
WYOY OVER IT Tiffany Affair (REPRISE) WABB, WCGQ, WHKF, WIHB, WZEE, WZKF,

ADDED AT... **KQCH** Omaha, NE

Dashboard Confessional, Stolen, 1 Ne-Yo, Because Of You, 0

PO/MD: Erik Johnson

	NEW AND	ACTIVE	
TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
STOLEN Dashboard Confessional (VAGRANT/INTERSCOPE)	985/44	FOREVER Papa Roach (EL TONAL/GEFFEN)	☆ 419/72
TOTAL STATIONS:	66	TOTAL STATIONS:	39
HOME Daughtry (RCA/RMG)	704/283	BE GOOD TO ME Ashley Tisdale (WARNER BROS.)	350/95
TOTAL STATIONS:	43	TOTAL STATIONS:	36
READ MY MIND The Killers (ISLAND/IDJMG)	701/9	I TRIED Bone Thugs-N-Harmony Fea (FULL SURFACE/INTERSCOPE	
TOTAL STATIONS:	72	TOTAL STATIONS:	22
THE KILL (BURY ME) 30 Seconds To Mars (IMMORTAL/VIRGIN)	658/100	THROW SOME D'S Rich Boy Feat. Polow Da Dor (ZONE 4/INTERSCOPE)	325/65
TOTAL STATIONS:	46	TOTAL STATIONS:	40
PAIN Three Days Grace (JIVE/ZOMBA)	☆ 449/1	WAIT FOR YOU Elliott Yamin (HICKORY)	316/90
TOTAL STATIONS:	34	TOTAL STATIONS:	23



FOR WEEK ENDING MARCH 25, 2007 LEGEND: See legend to charts in charts section for rules and symbol explanations. 127 CHR/top 40 and 16 Canada CHR/top 40 stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day. 7 days a week. CHR/Top 40 indicator chart comprised of 50 reporters. © 2007 Nielsen Business Media, Inc. All rights reserved.



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THIS WEFK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST CHR/TOP 40 INDICATOR IMPRINT / PROMOTION LABEL	PLA TW	YS +/-
1	1	14	IT'S NOT OVER DAUGHTRY RCA/RMG	3134	-25
2	4	10	CUPID'S CHOKEHOLD GYMCLASSHEROESFEAT. PATRICK STUMP DECAYDANCE/FUELED BY RAMENATLANTIC/LAVA	2995	+212
3	5	12	THE SWEET ESCAPE GWEN STEFANIFEAT. AKON INTERSCOPE	2835	+54
4	3	13	WHAT GOES AROUNDCOMES AROUND JUSTIN TIMBERLAKE JIVE/ZDMBA	2686	-149
5	2	18	SAY IT RIGHT NELLY FERTADD MOSLEY/GEFFEN	2643	-196
6	6	10	GLAMOROUS FERGIE FEAT. LUDACIRS WILL, I.AM/A&M/INTERSCOPE	2540	+200
7	7	7	DON'T MATTER AKON KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	2490	+207
8	n	7	GIVE IT TO ME TIMBALANDFEAT. NELLY FURTADO & JUSTIN TIMBERLAKE MOSLEY/BLACKGROUND/INTERSCOPE	1960	-186
9	9	11	IF EVERYONE CARED NICKELBACK ROADRUNNER/ATLANTIC/LAVA	1940	+47
10	13	10	FACE DOWN THE RED JUMPSUIT APPARATUS VIRGIN	1751	+47
a	16	14	U + UR HAND PINK LAFACE/ZOMBA	1605	+249
12	12	19	WALK AWAY (REMEMBER ME) PAULA DEANDA FEAT, THE DEÝ ARISTA/RMG	1527	-187
13	8	12	RUNAWAY LOVE LUDACRIS FEAT. MARY J. BLIGE DTP/DEF JAM/IDJMG	1516	-429
14	10	18	IRREPLACEABLE BEYONCE COLUMBIA	1485	-364
15	17	9	ICE BOX OMARION T.U.G./COLUMBIA	1440	+175
16	18	6	CANDYMAN CHRISTINA AGUILERA RCA/RMG	1427	+220
17	14	17	BREAK IT OFF RIHANNA & SEAN PAUL DEF JAM/IDJMG	1354	-270
18	21	8	BETTER THAN ME HINDER UNIVERSAL REPUBLIC	1292	+222
39	15	14	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALL OUT BOY FUELED BY RAMEN/ISLAND/IDJMG	1287	-162
20	20	8	SHE'S LIKE THE WIND LUMIDEE FEAT, TONY SUNSHINE TYT	1205	+78
21	22	5	THIS IS WHY I'M HOT MIMS CAPITOL	1166	+143
22	28	3	BEAUTIFUL LIAR BEYONCE & SHAKIRA COLUMBIA	1035	+335
23	24	7	OVER IT KATHARINE MCPHEE RCA/RMG	983	+87
≟ 4	23	8	YOU LLOYD FEAT. LIL WAYNE THE INC./UNIVERSAL MOTOWN	962	-46
25	25	9	BOSTON AUGUSTANA EPIC	930	+45
26	36	2	GIRLFRIEND AVRIL LAVIGNE RCA/RMG	796	+388
=7	9	14	KEEP HOLDING ON AVRIL LAVIGNE FOX/RCA/RMG	746	-382
	29	6	BEFORE HE CHEATS CARRIE UNDERWOOD ARISTA/ARISTA NASHVILLE/RMG	707	+137
39	26	12	HERE (IN YOUR ARMS) HELLOGOODBYE DRIVE-THRU/SANCTUARY	693	-136
80	31	5	ON THE HOTLINE PRETTY RICKY BLUESTAR/ATLANTIC	637	+86
	32	4	WITH LOVE HILARY DUFF HOLLYWOOD	620	+79
32	Z 7	17	I WANNA LOVE YOU AKON FEAT. SNDOP DOGG KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	564	-194
6	33	3	BECAUSE OF YOU NE-YO DEF JAM/IDJMG	540	+68
34	37	3	THE WAY I LIVE BABY BOY DA PRINCE FEAT. LIL BOOSIE UNIVERSAL REPUBLIC	481	+79
B	N	EW	LAST NIGHT DIDDY FEAT.KEYSHIA C BAD BOY/ATLANTIC	471	+166
•	39	2	LOOK AFTER YOU THE FRAY EPIC	468	+87
37	33	16	WELCOME TO THE BLACK PARADE MY CHEMICAL ROMANCE REPRISE	411	-143
1	N	EW	LOST WITHOUT U ROBIN THICKE STAR TRAK/INTERSCOPE	351	+126
(3)	N	EW	CALIFORNIA (RINGE LISTEN	345	+27
40	40	5	NEW BEST FRIEND KELLY HARPER INDEPENDENT	333	-20

GYM CLASS HEROES HAVE

THEIR FIRST TOP 10 AS "CUPID'S CHOKEHOLD" EDGES UP TO NO. 10 ON THE CANADA CHR/TOP 40

×	×5				
THIS WEEK	LAST WEEK	WEEKS	TITLE ARTIST CANADA CHR/TOP 40 IMPRINT / PROMOTION LABEL	PLA TW	YS +/-
7	1	14	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON INTERSCOPE/UNIVERSAL	611	-20
2	3	15	WHAT GOES AROUNDCOMES AROUND JUSTIN TIMBERLAKE JIVE/SONY 8MG	542	-56
3	2	20	SAY IT RIGHT NELLY FURTADO MOSLEY/CEFFEN/UNIVERSAL	526	-90
4	4	13	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALL OUTBOY FUELED BY RAMEN/ISLAND/UNIVERSAL	477	-17
(5)	7	8	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE MOSLEY/BLACKCROUND/INTERSCOPE/UNIVERSAL	476	+30
5	6	5	GIRLFRIEND AVRILLAVIGNE RCA/SONY BMG	469	-2
7	5	9	DON'T MATTER AKON KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN/UNIVERSAL	463	-9
3	8	11	IT'S NOT OVER DAUGHTRY RCA/SONY BMC	447	+10
9	9	10	GLAMOROUS FERGIE FEATURING LUDACRIS WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL	433	+4
10	17	7	CUPID'S CHOKEHOLD GYMCLASS HEROES FEAT. PATRICK STUMP DECAYDANIE / FUELED BY RAMEN/ATLANTIC/WARNER	432	+54
0	10	11	IF EVERYONE CARED NICKELBACK EMI	397	+12
12	13	14	GRACE KELLY MIKA CASABLANCA/UNIVERSAL REPUBLIC/UNIVERSAL	308	-3
13	12	16	I OWE IT ALL TO YOU EVA AVILA SONY BMG	304	-13
14	74	10	HERE (IN YOUR ARMS) HELLOGOODBYE DRIVE-THRU/EMI	276	-24
13	18	3	BEAUTIFUL LIAR BEYONCE & SHAKIRA COLUMBIA/SONY BMG	275	+42
100	22	6	CANDYMAN CHRISTINA AGUILERA RCA/SONY BMC	243	+19
0	23	6	THIS IS WHY I'M HOT MIMS CAPITOL/EMI	241	+22
18	37	14	LIE TO ME GEORGE HC ENTERTAINMENT	240	-5
19	15	18	BREAK IT OFF RIHANNA & SEAN PAUL SRP/DEF JAM/UNIVERSAL	234	-46
20	35	21	IRREPLACEABLE BEYONCE COLUMBIA/SONY BMG	213	-43
21	26	4	WITH LOVE HILARY DUFF HOLLYWOOD/UNIVERSAL	208	+20
22	28	5	PARALYZER FINGERELEVEN WIND-UP	201	+25
23	35	12	U + UR HAND PINK LAFACE/SONY BMG	197	+49
24	25	5	SECOND CHANCE FABER DRIVE UNIVERSAL REPUBLIC/UNIVERSAL	195	-7
25	27	6	THE MUSIC DAVIDUSHER MAPLEMUSIC	190	+9
26	21	20	2U KESHIA CHANTE SONY BMG	190	-42
27	30	4	BECAUSE OF YOU NE-YO DEF JAM/UNIVERSAL	188	+17
28	20	18	KEEP HOLDING ON AVRILLAVIGNE FOX/RCA/SONY BMG	182	-51
29	32	10	ICE BOX OMARION T.U.G./COLUMBIA/SONY BMG	179	+18
3C	Ð	10	RUNAWAY LOVE LUDACRIS FEATURING MARY J. BLIGE DTP/DEF JAM/UNIVERSAL	176	-57

23

RHYTHMIC



Qualities PDs look for when promoting from within

After Your Foot Is In The Door

Darnella Dunham

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adio stations are often full of interns and part-timers anxious to move up to full-time status and into more respected positions. The next time one of them asks you what they need to do to advance at your station, just pass along these words of wisdom from a trio of programmers with experience in picking rookies with the most potential. When looking to promote from within, KBMB (103.5 the Bomb)/Sacramento PD Pattie Moreno, KVEG (Hot 97.5)/Las Vegas PD Sherita Saulsberry and WHHH (Hot 96.3)/Indianapolis PD Brian Wallace say they look for passionate, hard-working go-getters who are motivated, moldable and aggressive.

All go-getters share one quality, Wallace says: "You have to have a passion for what we do, for learning this business and improving your skill set, whether that's an on-air thing or doing promotions and marketing."

A newcomer who says he or she is hungry is great, but actions always speak louder than words. Moreno takes note of individuals who are self-motivated and willing to handle less appealing tasks without being asked. "The people that are no longer here expected things to come their way, without showing any initiative, just because of their seniority."

Employees who pitch in, often without being asked, make a favorable impression on Moreno. "That one guy that actually realizes that we have Kanye West in the building and we have buckets of soda with no ice and goes to get the ice without being asked. Somebody who is in the studio taking phone requests because nobody thought about that while we're doing an interview and our listeners are blowing up the lines. Somebody who's in the building and realizes the listeners have been upstairs waiting for the artist for 20 minutes and goes up and shakes hands and starts playing games with them. Anybody from an on-air personality to

It Worked For Me

When I started my career in commercial radio, I was a programming and promotions intern at Cox urban WEDR (99 Jamz)/Miami. Acting as though I was a full-time employee really helped me to actually become one. I was expected to come by the station twice a week, but I came in every day. If I couldn't come in, I let my PD and promotions director know in advance, just as any other employee would be expected to do.

I also made it a point to make myself available to other departments. Not only did it give me something to do when I wasn't needed in programming or promotions, it helped me learn how other radio departments functioned. By being around so frequently, I was entrusted with more responsibilities by the PD. Others also took notice, including night show host Al B. Sylk, who paid me out of his own pocket to produce his show when I was offered a part-time job in engineering at another station. Even though I was only being paid to work nights, I still came in and worked a full day as an intern before producing the night show.

Staffers in various departments would seek me out for assistance, and also consistently urged the GM to hire me. After less than a year as an intern, a position was created for me and my hard work was rewarded with a full-time job. —DD

'Anybody from an on-air personality to a street teamer should still have that urge to please our client—the listener—always.'

-Pattie Moreno

'I would always manage somebody who's a little out of control that I can rope in versus somebody I've got to keep pushing.'

—Brian Wallace

'If I'm looking for someone in promotions, or even someone to launch on the air for the first time, I like to have a blank canvas that I can paint.'

—Sherita Saulsberry

a street teamer should still have that urge to please our client—the listener—always."

Regardless of what type of opening she has, Saulsberry says she is looking for a candidate she can mold. "If I'm looking for someone in promotions, or even someone to launch on the air for the first time, I like to have a blank canvas that I can paint."

KVEG MD/morning show host JNoise joined the station with experience in various capacities at other stations. Saulsberry says he was able to advance from afternoons to mornings and, through the years, get more involved in music and programming for several reasons. "First of all, JNoise and I have a great relationship," Saulsberry says. "I feel like I spend so much time with the music director that I need someone I can get along with, and we do. On top of that JNoise is a hard worker and he's passionate about what he does. He knows what he's talking about when it comes to music and radio. He gets it."

Wallace says some rookies are motivated to succeed but don't demonstrate passion for radio. "I've had to redirect some people who were brought in as interns," Wallace says, "but, ultimately, their goal was to work in the record business. It was like, 'Let's not waste your time or my time—here's a couple of contacts.' There is this image that this is how you get into the business, because they've heard the stories of how Lil Jon and Ludacris started at [WHTA (Hot 107.9)] in Atlanta."

Newcomers that were successful in moving up the radio ladder were willing to "go above and beyond the call of duty," Wallace says. "You didn't have to push them. I would always manage somebody who's a little out of control that I can rope in versus somebody I've got to keep pushing. Even when they're wrong per se, as a manager you can channel those energies in the proper direction. Whereas if you've got somebody that lacks motivation and is just going through the motions, it shows in their on-air performance—and people pick up on that."

Speaking of his own experience moving up from mixer to full-time personality, Wallace says persistence pays off. "I kept bugging them. I knew this is what I wanted to do."

Moreno made a concerted effort to get noticed by station management and asserted herself in different ways. "I was never afraid to ask the stupid questions and I asked a lot of them. But I learned and I wasn't afraid to learn," she says. "I had no fear in my heart—even if it was the OM or the GM, I'd make an effort to leave them a note saying. 'Thank you for the opportunity to work here.' Or finding out what they drink in the morning and leaving them a coffee on their desk. Because there are so many people in a building, I wanted them to know who I was."

► AFTER BACKSLIDING IN SPINS FOR FIVE STRAIGHT WEEKS, "THE WAY I LIVE" BY BABY BOY DA PRINCE REBOUNDS BY A HEALTHY 110





O W E-R E D B Y

Nielsen
Broadcast Data

	WEEK	RT				8	
	W ISA	WEEKS ON CHART	NIELSEN BDS ₩ HITPREDICTOR TITLE CERTIFICATIONS STATUS ARTIST IMPRINT / PROMOTION LABEL	PLA	AYS +/-	AUDIEN	
1	2	12	DON'T MATTER NO. 1 (1 WK) 垃 KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	5083	+10	34.606	2
2	1	18	THIS IS WHY I'M HOT MIMS CAPITOL	4900	-192	38.705	1
3	4	19	ICE BOX OMARION N. 位 T.U.G./COLUMBIA	3588	-172	24.337	4
4	3	20	YOU	3516	-264	25.477	3
5	5	18	ON THE HOTLINE PRETTY RICKY BLUESTAR/ATLANTIC	3237	-253	20.899	6
6	6	n	LAST NIGHT DIDDY FEATURING KEYSHIA COLE BAD BOY/ATLANTIC	3236	+210	22.058	5
7	7	15	SAY IT RIGHT NELLY FURTADO MOSLEY/GEFFEN/INTERSCOPE	2596	-329	18.573	9
8	12	9	GLAMOROUS FERGIE FEATURING LUDACRIS WILL.I.AM/A&M/INTERSCOPE	2574	+204	15.847	13
9	11	8	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE MOSLEY/BLACKGROUND/INTERSCOPE	2542	+103	19.026	8
10	8	18	MAKE IT RAIN FAT JOE FEATURING LIL WAYNE TERROR SQUAD/IMPERIAL/VIRGIN	2471	-177	20.871	7
11	13	6	BECAUSE OF YOU NE.YO DEF JAM/IDJMG	2443	+219	15.608	15
12	9	10	THROW SOME D'S RICH BOY FEATURING POLOW DA DON ZONE 4/INTERSCOPE	2417	-115	16.228	12
B	14	26	THE WAY I LIVE BABY BOY DA PRINCE FEATURING LIL BOOSIE UNIVERSAL REPUBLIC	2342	+110	16.955	10
14	10	20	RUNAWAY LOVE ** LUDACRIS FEATURING MARY J. BLIGE DTP/DEF JAM/IDJMG	2102	-357	13 .73 0	17
15	18	6	LOST WITHOUT U ROBIN THICKE STAR TRAK/INTERSCOPE	2017	+104	11.117	20
16	17	15	WHAT GOES AROUNDCOMES AROUND いす。 以ります。 以ります。 はいます。 はいます。 はいまする はいます。 はいまする はいます。 はいまする はいます。 はいまする	2013	+74	15.765	14
17.	16	26	WALK IT OUT UNK BIG OOMP/KOCH	1933	-70	16.317	11
18	19	10	GO GETTA YOUNG JEEZY FEATURING R. KELLY CORPORATE THUGZ/DEF JAM/IDJMG	1915	+293	14.962	16
19	2-	9	OUTTA MY SYSTEM AIRPOWER BOWWOW FEATURING T-PAIN & JOHNTA AUSTIN COLUMBIA	1881	+351	12.100	19
20	15	21	WE FLY HIGH JIM JONES KOCH	1861	-187	13.507	18
21	24	3	BUY U A DRANK (SHAWTY SNAPPIN') MOST INCREASED PLAYS & KONVICT/NAPPY BOY/JIVE/ZOMBA	1769	+536	10.452	22
22	25	5	I TRIED BONE THUGS-N-HARMONY FEATURING AKON FULL SURFACE/INTERSCOPE	1481	+286	10.543	21
23	27	3	BEAUTIFUL LIAR BEYONCE & SHAKIRA COLUMBIA	1317	+275	6.792	27
24	28	4	LIKE A BOY CIARA LAFACE/ZOMBA	1293	+301	9.840	23
25	23	10	SHE'S LIKE THE WIND LUMIDEE FEATURING TONY SUNSHINE TVT	1238	-82	6.817	26
26	29	6	2 STEP UNK BIG OOMP/KOCH	1213	+247	5.782	32
27	22	12	POPPIN' CHRIS BROWN FEATURING JAY BIZ JIVE/ZOMBA	1198	-214	6.554	30
28	30	4	WHEN IT WAS ME PAULA DEANDA	1093	+188	5.615	33
29	N	EM	GET IT SHAWTY LLOYD THE INC./UNIVERSAL MOTOWN	928	+533	5.584	34
30	32	7	THE SWEET ESCAPE CWEN STEFANI FEATURING AKON INTERSCOPE	922	+34	5.297	36
31	37	2	I'M A FLIRT R. KELLY OR BOW WOW (FEATURING T.I. & T-PAIN) COLUMBIA/JIVE/ZOMBA	918	+219	5.544	35
32	26-	18	BREAK IT OFF RIHANNA & SEAN PAUL SRP/OEF JAM/IOJMG	893	- 2 29	6.564	29
33	40	2	CUPID'S CHOKEHOLD CYMCLASS HERDES FEATURING PATRICKSTUMP DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA	793	+198	6.748	28
34	39	3	POP, LOCK & DROP IT HUEY HITZ COMMITTEE/JIVE/ZOMBA	726	+130	4.059	38
35	34	9	DIME (TELL ME) PITBULL FEATURING FRANKIE J & KEN-Y FAMOUS ARTISTS/TVT	713	-75	2.800	-
36	38	9	LIES MC MAGIC FEATURING KRYSTAL MELODY NASTYBOY	684	+26	3.000	*
37	36	10	WOULDN'T GET FAR THE GAME FEATURING KANYE WEST CEFFEN/INTERSCOPE	641	-85	8. 6 16	24
38	33	19	PROMISE CIARA LAFACE/ZOMBA	615	-209	4.406	37
39	31	3	NOT A CRIMINAL CHAMILLIONAIRE FEATURING KELIS CHAMILLITARY/UNIVERSAL MOTOWN	593	-292	3.837	40
40	N	EW	WE TAKIN' OVER DI KHALED FEATURING T.LAKON, RICK ROSS, FAT JOE. LIL'WAYNE, BABY TERROR SQUAD/KOCH	492	+210	3.504	

MOST ADDED
TITLE NEW ARTIST / LABEL STATIONS
YUNG BERG Sexy Lady (YUNG BOSS/EPIC/KOCH) KBDS, KBMB, KCAQ, KDDB, KHTN, KISV, KKFR, KKSS, KSEQ, KVEG, KWIN, KXJM, WRVZ
LLOYD Get It Shawty (THE INC./JUNIVERSAL MOTOWN) KCHZ, KDON, KIKI, KTTB, KVYB, KYLD, WAJZ, WJMN, WPOW, WRCL, WWKX
BOSS' LIFE 10 Snoop Dogg Feat. Nate Dogg (DOGCYSTYLE/GEFFEN/INTERSCOPE) KHTN, KRSS, KPWR, KSEQ, KWIN, KXJN, WAJZ, WRDW, WRVZ, XHTZ
I'M A FLIRT R.Kelly or Bow Wow (Feat. T.I. & T-Pain) (COLUMBIAJIVE/ZOMBA) KCAQ, KDDB, KDHT, KKFR, KWIE, KXBT, WJMN, WKHT, WWKX
LIKE A BOY 7 Ciara (LAFACE/ZOMBA) KBDS, KKFR, KPHW, KSFM, KUBE, WIBT, WPYO
I TRIED Bone Thugs-N-Harmony Feat. Akon (FULL SURFACE/INTERSCOPE) KBFM, KIBT, KTTB, KVEG, KVYB, KXBT
PUSH IT BABY Pretty Ricky (BLUESTAR/ATLANTIC) KBBT, KBOS, KCAQ, KKSS, WRCL, WWKX
CUPID'S CHOKEHOLD 6 Gym Class Heroes (DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA) KCHZ, KDGS, KVYB, WHZT, WNVZ, WRED
WIPE ME DOWN Lil Boosie Feat. Foxx & Webbie (TRILL/ASYLUM/ATLANTIC) KRKA, KSEQ, KZFM, WRDW, WRVZ, WXIS
BUY U A DRANK (SHAWTY SNAPPIN') 5 T-Pain Feat. Yung Joc (KONVICTNAPPY BOY/JIVE/ZOMBA) KIKI, KQKS, KRKA, WHZT, XHTZ

ADDED AT...
KBBT
San Antonio, TX
PD: Cindy Hill

FOR MORE STATIONS GO TO:

Pitbull Feat. Frankie J & Ken-Y, Dime (Tell Me), 16 Pretty Ricky, Push It Baby, 0

	NEW AND	ACTIVE	
TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
DH YEAH (WORK) Lil Scrappy Feat, Sean P. & BME/REPRISE/WARNER BR		NAW MEEN Baby Boy Da Prince Feat. Manni (EXTREME/UNIVERSAL REPUBL	
TOTAL STATIONS:	35	TOTAL STATIONS:	35
ROCK YO HIPS Crime Mob Feat, Lil Scrappy CRUNK/BME/REPRISE/WAR		PUSH IT BABY Pretty Ricky (BLUESTAR/ATLANTIC)	345/130
TOTAL STATIONS:	46	TOTAL STATIONS:	33
BREAK 'EM OFF Paul Wall Feat. Lil' KeKe 'SWISHAHOUSE/ASYLUM/A	418/47	CAN U WERK WIT DAT The Fixxers Feat. Quik & AMG (INTERSCOPE)	341/137
TOTAL STATIONS:	II	TOTAL STATIONS:	25
MAGIC CITY 2XL TOMMY BOY)	377 /11	REPPIN' MY BLOCK Rob G (LATIUM/UNIVERSAL REPUBLIC	332/45
TOTAL STATIONS:	20	TOTAL STATIONS:	15
COME AROUND Collie Buddz (EPIC/COLUMBIA)	349/42	SEXY LADY Yung Berg (YUNG BOSS/EPIC/KOCH)	289/113
TOTAL STATIONS:	28	TOTAL STATIONS:	20

FOR WEEK ENDING MARCH 25, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
68 rhythmic stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week.

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GO GETTA

Young Jeezy Feat. R. Kelly

(Corporate Thugz/Def Jam/IDJMG) WRDW +33, KXBT +31, WLLD +29, WJMN +22, KPWT +19, KQKS +18, WBBM +17, WHZT +17, KVEG +13, XMOR +12



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MARCH 30, 2007

25

POWERED RY

RHYTHMIC REPORTERS

WAJZ/Albany, NY* OM: Kevin Callahan PD: Rob Ryan

MD: JD Redman

KKSS/Albuquerque, NM* PD: Marco Arias MD: Matthew Candelaria

KFAT/Anchorage, AK OM: Tom Oakes PD/MD: McConnell
"Man@Large" Adams

APD: Brad Frickson WBTS/Atlanta, GA* APD/MD: Maverick

KDHT/Austin, TX* OM/PD: Chase APD: Picazzo Stevens

MD: Bradley Grein KXBT/Austin, TX* OM: Dusty Hayes

APD: Chico Rico KBDS/Bakersfield, CA*

APD: Adlai "DJ D-Lay Wilson

KISV/Bakersfield, CA* PD/MD: J. Reed

WIMN/Boston, MA* PD: Cadillac Jack APD: Dennis O'Heron

WCZQ/Champaign, IL PD/MD: Kevin "Whiteboy" Canup

WRVZ/Charleston, WV* PD/MD: Woody Woods

WIBT/Charlotte, NC* OM: Bruce Logan PD: Rob Wagman

MD: DZL WBBM/Chicago, IL* PD: Todd Cavanah APD/MD: Erik Bradley

K7AP/Chico CA OM/PD: Boomer Davis

KIBT/Colorado Springs.

PD: Jared Goldberg MD: Madbov

KZFM/Corpus Christi, TX* OM/PD: Ed Ocanas

MD: Arlene M. Cordell KQKS/Denver, CO*

MD: John E. Kage KPRR/EI Paso, TX*

PD: Cat Collins

OM: Steve Gramzay PD: Patti Diaz APD/MD: DJ Slo Motion

XHTO/El Paso, TX* : Francis Aquirre APD/MD: Alex "Big Al" Flora

WRCL/Flint, MI* OM: Jav Patrick PD: Nathan Reed MD: Clay Church

KBOS/Fresno, CA* D: Greg Hoffman MD: Danny Salas

KSEQ/Fresno, CA* OM/PD: Tommy Del Rio MD: DJ Lace

WBTT/Ft. Myers, FL PD: Scrap Jackson APD/MD: Omar "The Big O"

WFFY/Ft, Walton Beach,

OM: Dan Collins PD: Chris Stryke

WJFX/Ft. Wayne, IN* PD: Phil Recke APD/MD: Wease

WHZT/Greenville, SC* PD: Fisher

WDLD/Hagerstown, MD OM: Rick Alexander PD/MD: Artie Shultz

WWKL/Harrisburg, PA* OM/PD: John O Dea APD/MD: Venetia

KDDB/Honolulu, HI* PD: Sean Lynch MD: Ryan Sean

KIKI/Honolulu, HI PD: Tony Tecate APD: Pablo Sato MD: K-Smooth

KPHW/Honolulu, HI* OM: Wayne Maria PD: KC Beierana MD: Kevin Akitake

KPTY/Houston, TX* OM: Arnulfo Ramirez PD: Cindy Hill APD: Dana Cortez MD: Warren G Z

WXIS/Johnson City, TN* PD/MD: Todd Ambrose

KCHZ/Kansas City, MO⁴ OM/PD: Maurice DeVoe

WKHT/Knoxville, TN* OM: Rich Bailey PD: Russ Allen MD: Joey Tack

KRKA/Lafayette, LA* APD/MD: Chris Lonan

KNEX/Laredo, TX PD: Arturo Serna III

KLUC/Las Vegas, NV* OM/PD: Cat Thomas APD/MD: J.B. King

KVEG/Las Vegas, NV* D: Sherita Saulsberry MD: Jesse "J-Noise" Garcia

WLTO/Lexington, KY* PD: Tabatha Levrault

KPWR/Los Angeles, CA* APD/MD: E-Man

KBTE/Lubback, TX OM: Jeff Scot PD/MD: Magoo

KBFM/McAllen, TX* PD: Johnny C MD: Frankie (

WPOW/Miami, FL* OM: Tom Calococc PD: Ira "Tony The Tiger" Wolf

KTTB/Minneapolis, MN* PD: Sam Elliot MD: Zannie K.

MD: Eddie Mix

KHTN/Modesto, CA* OM/PD: Rene Roberts

KDON/Monterey, CA* OM/PD: Sam Diggedy APD/MD: Eric "The Funky 1"

WWRX/New London, CT

WNVZ/Norfolk, VA* OM: Don London PD: Tias Schuster APD: Nikki Lane MD: Shaqqy

PD/MD: Brian Ram

KMRK/Odessa, TX PD/MD: Christopher Marquez

KKWD/Oklahoma City, OM: Chris Baker PD: Ronnie Ramirez MD: Cisco Kidd

WPYO/Orlando, FL* Steve Holbroo PD/AMD: Jill Strada

KCAQ/Oxnard, CA* PD/MD: Big Bear KVYB/Oxnard, CA*

PD/AMD: Daniel "Mambo" Herreion KKUU/Palm Springs, CA

PD: Anthony "Antdog APD: Erin Deveaux MD: Ron T

WZPW/Peoria, IL OM/PD: Matt Bahar MD: Quint "Q" Hafror

WRDW/Philadelphia, PA* PD: Leo "Kid Leo" Baldwin MD: Marian Newsome-McAdam

KKFR/Phoenix, AZ* PD: Bruce St. James APD: Karlie Hustle MD: DJ Joey Boy

WRED/Portland, ME* OM/PD: Buzz Bradley MD: DJ Jan

KXJM/Portland, OR* OM: Tim McNamera PD: Mark Adams APD: Carrie "Careezy" Fisher MD: Big Kid Bootz

WPKF/Poughkeepsie, NY PD/APD: C.J. McIntyre

WWKX/Providence, RI* OM/PD: Tony Bristol APD: Joey Foxx MD: Davey Morris

KGGI/Riverside, CA* Jesse Duran APD: Mike Medina MD: ODM Gutierez

KWIE/Riverside, CA* PD/MD: Al Fuentes APD: Chris Loos

WJJS/Roanoke, VA*

KBMB/Sacramento, CA* PD: Pattie Moreno MD: DJ Short-E

KSFM/Sacramento, CA* PD: Byron Kennedy APD: Randy Fox MD: Freeze

WOCQ/Salisbury, MD MD: Deelite

KUUU/Salt Lake City, UT* OM/PD: Brian Miche APD/MD: Kevin Cruise

KBBT/San Antonio, TX* PD/MD: Cindy Hill APD: John Henry Medina

KPWT/San Antonio, TX* PD: Doug Bennett

XHTZ/San Diego, CA* APD: DJ Tre

XMOR/San Diego, CA* OM/PD: Lee Cornell

KVI D/San Francisco, C A* OM: Michael Martin PD/MD: Jazzy Jim Archer APD/MD: Travis Loughran

KWWV/San Luis Obispo, PD/MD: JoJo Lopez APD: DJ Mel

KPAT/Santa Maria, CA OM/PD: Louie Diaz MD: DJ E-Wrek

KSXY/Santa Rosa, CA PD: Dray Lopez

KUBE/Seattle, WA* OM: Shellie Hart PD: Fric Powers APD/MD: Karen Wild

WYPW/South Bend, IN OM: Ron Stryker PD: Chuck "Manic" Wright

KEZE/Spokane, WA* OM/PD: Ken Hapkins APD/MD: Maui

KWIN/Stockton, CA* PD/MD: Mike Elwood APD: Michael Mann

WLLD/Tampa, FL* PD: Orlando APD: Scantman

KOHT/Tucson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos

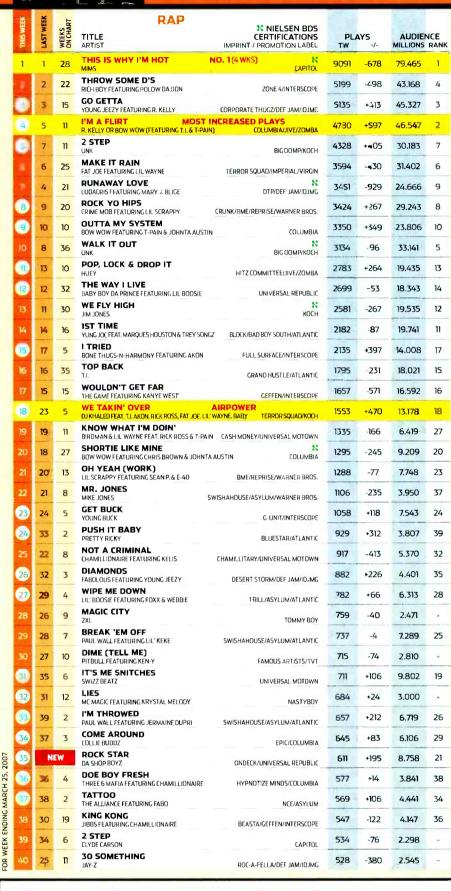
KTBT/Tulsa, OK* OM: Don Cristi PD: Corbin Pierce APD/MD: Jet Black

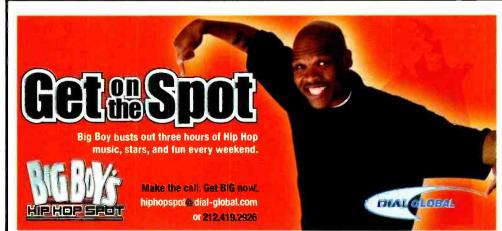
KBLZ/Tyler, TX PD: Charlie O'Douglas MD: Marcus "DJ Marcus Love" Love

KDGS/Wichita, KS* PD: Greg "Hitman" Williams. MD: Mac Payne

KHHK/Yakima, WA OM: Dewey Boynton PD/MD: Matt Foley

* Monitored Reporters





URBAN



Small- to medium-market folks get their voices heard by major labels

Core DJs Flex Their Muscles

Hillary Crosley HCrosley@RadioandRecords.com

acked into Miami's South Beach hotel hot spot the Marlin, nearly 300 DJs, mixers, MDs and PDs chat over complimentary strawberry cheesecake, cookies and Hennessy at the Core DJ's Retreat, held March 15-18. Here at Bad Boy's listening event, senior VP of promotion Shawn Prez and national director of mixshow and club promotion Henry "Hen-Roc" Polanco are playing the company's latest release, 8Ball & MJG's "Ridin' High."

Elsewhere, the Tennessee rap duo shakes hands and kisses babies between recording radio drops and conducting short interviews. The party lasts two hours—and has clearly attracted more people than intended. But for Bad Boy Records and 8Ball & MJG, the crowd is all good.

Fostering fans one at a time is the most practical route to gaining lifetime supporters these days-and it's not that much different from working to get radio spins. If an artist or promotion exec initially meets a programmer with a great attitude, it might not be as difficult to get spins the next time around. After all, this business is all about relationships.

"The Core DJ conference is all about maintaining a spot on the industry radar, because it's who you know that helps you make career moves," says DJ Dimepiece, a mixer at WIZF/ Cincinnati; WVRZ/W.Va.; WGZB/Louisville; and Sirius Hot Jamz, "If folks don't know about you, they won't be looking for you."

The retreat was a prime opportunity for up-andcoming radio personnel to get face time with

Weekend Highlights: In The Flesh

Mims, "This Is Why I'm Hot" Vawn, "Hollyhood" B Simms, "Rope a Dope" Baby Boy Da Prince, "The Way I Live" Tum Tum, "Caprice Music" Plies, "Got 'Em Hatin' Fabolous, "Diamonds" Clyde Carson, "Two Step"

national label representatives. Tony Neal, Core DI CEO and a mixer at WRVZ/Charleston, W.Va.; KTTB/Minneapolis; and WEDR/Miami, began the coalition three years ago, Banding together DJs, mixers and programmers in small to medium radio markets, Neal now organizes two retreats, held in the first and second halves of the year, where labels showcase their best talent.

Many programmers don't routinely get one-onone meetings with their regional label reps. It's difficult, for example, for an MD in Omaha to maneuver face-to-face meetings-especially if his or her station isn't necessarily the highest priority.

"For me as a program director, the Core DJ's Retreat gives me a chance to break bread with some of the label representatives I never get a chance to see,"WRSV/Rocky Mountain, N.C., PD DJ Fresh says. "I'm all the way on the East Coast, and some of my representatives are on the West.'

Artists attending the retreat also benefit from meeting small- and medium-market leaders. In a climate where many artists work to garner spins at radio, a handshake offers a big advantage over just handing off a CD.

"Only the performances made an impact on methis weekend, and not even all of those," former KMEL/San Francisco mixer and current Ozone magazine columnist DJ Backside says. "Unfortunately, content and image aren't enough, so only artists with great energy really stood out. DJs are hard-ass critics'

Atlantic Records and umbrella labels Bad Boy and Asylum did a great job implementing the "seeing is believing" ideal at the retreat, with Atlantic manager of rap promotions Rick Betemit coordinating eight groups to perform Friday night at



Core DJ founder Tony Neal, left, and producer Jazze Pha attended the Allhiphop Breeding Ground New Artist Showcase.

nightclub Sobe Live. And even though Atlantic VP of rap promotions Sam Crespo and the night's host, DJ Drama, missed their flights, Twista, Paul Wall, 8Ball & MJG, Plies, Yola and Trey Songz each performed and brought energy to the records.

Universal Republic MC Baby Boy Da Prince also made a respectable effort to individually speak to as many people as he could. Introducing himself with a New Orleans drawl while doling out CDs and iTunes gift cards for a free download of his single "The Way I Live," he definitely made an impression.

"I got to hand out my own shit, man," Baby Boy said, while carrying around a box filled with promotional CDs. "If a DJ gets my CD from one of my people, he's going to throw it away. So, he has to get it from me.'

Direct feedback was another advantage of the atmosphere. Early Thursday morning, Interscope Geffen A&M and Universal/Motown held a listening session, headed by VP of rap promotion Troy Marshall, and raffled off new digital mixing system Serratos in exchange for completed feedback worksheets. Introducing 21 songs-including Slim Thug's new single "Problem Wit Dat," along with DJ Quik's new group, the Fixxers' single "Can U Werk Dat"—the audience rated records on a scale of one to five. DJs, MDs and PDs had a chance to share feedback without the immediate pressure of adding a song. In turn, the labels gathered contact info from participants to send out MP3s later.

But not everyone agreed that this was a path to enlightenment.

"I saw more wasted promotional product this weekend than I have ever seen before." Backside says."Just handing out fliers doesn't work anymore."

Small and medium markets make up the bulk of America's radio landscape. However, they don't always get credit for breaking records.

Rapper Mims noticed this pattern and used it to his advantage while working his record "This Is Why I'm Hot." His camp purposely pushed the record outside of Mims' native New York and built buzz until his top 10 chart position prompted notice from the major markets to add

The Core DJ's Retreat, with its collection of small- to medium-market personnel, epitomizes the strength of the national radio market. And the crew's leader, Neal, prides himself in doing so.

"We made our own lane at the small- to medium-market level," DJ Fresh says. "Don't hate." Ruk

-DJ Fresh

► "BUY U A DRANK (SHAWTY SNAPPIN)" BY **T-PAIN** IS THE FIRST TRACK THIS YEAR TO SIMULTANEOUSLY SCORE URBAN AIRPOWER AND MOST INCREASED PLAYS AWARDS (NO. 14).





POWERED BY N

EK	H	33		5			
HIE WE		WEEKS ON CHART	NIELSEN BDS ↑ HITPREDICTOR CERTIFICATIONS ARTIST NIPPRINT / PROMOTION LABEL	PLA	Y5 +/-	AUDIEN	
	1	16	LOST WITHOUT U NO. 1(3 WKS)	4615	-159	51.771	I
2	2	12	ROBIN THICKE STAR TRAK/INTERSCOPE THIS IS WHY I'M HOT	4191	-486	40.760	3
0	3	7	MIMS CAPITOL I'M A FLIRT 位	3862	+378	41.003	2
	6	12	R, KELLY OR BOW WOW (FEATURING T.I. & T-PAIN) COLUMBIA/JIVE/ZOMBA GO GETTA	3220	+120	30.365	9
5	9	9	YOUNG JEEZY FEATURING R. KELLY CORPORATE THUGZ/DEF JAM/IDJMG 2 STEP	3115	+158	24,400	14
6	14	4	DON'T MATTER	3080	+649	28.047	10
	10	12	AKDN KONVIC⁻ZUPFRONT/SRC/UNIVERSAL MOTOWN BUDDY ☆	3078	+145	34.900	6
8	4	22	MUSIQ SOULCHILD ATLANTIC YOU	3060	-397	38.648	4
	7	18	LLOYDFEATURING LIL'WAYNE THE INC./UNIVERSAL MOTOWN ICE BOX	3057	+59	36.6 9 1	5
	n	15	OMARION T.U.G./COLUMBIA ROCK YO HIPS ☆	2965	+184	26.264	12
	12	9	CRIME MOB FEATURING LIL SCRAPPY CRUNK/BME/REPRISE/WARNER BROS. LAST NIGHT	2916	+198	33.796	7
2	8	19	DIDDY FEATURING KEYSHIA COLE POPPIN' BAD BOY/ATLANTIC POPPIN'	2793	-189	31.866	8
3	5	19	CHRIS BROWN FEATURING JAY BIZ THROW SOME D'S	2782	-383	26.940	11
14	21	3	RICH BOY FEATURING POLOW DA DON ZONE 4/INTERSCOPE BUY U A DRANK (SHAWTY SNAPPIN) AIRPOWER/MOST INCREASED PLAYS TO	2580	+667	25.323	13
5	17	5	T-PA:N FEATURING YUNG JOC KONVICT/NAPPY BOY/JIVE/ZOMBA BECAUSE OF YOU AIRPOWER TO SEE THE SECOND	2364	+296	18.901	18
6	18	4	LIKE A BOY	2218	+267	*	16
7			CIARA LAFACE/ZOMBA 1ST TIME			23.723	
	15	15	YUNG JOC FEATURING MARQUES HOUSTON & TREY SONG Z BLOCK/BAD BOY SOUTHWATLANTIC ON THE HOTLINE 1: 位	2124	-67	19.395	17
8	13	19	PRETYRICKY BLUESTAR/ATLANTIC POP, LOCK & DROP IT AIRPOWER	2101	-478	18.805	19
9	19	8	HUEY HITZCOMMITTEE/JIVE/ZOMBA PROMISE % 位	2057	+134	15.377	20
20	16	22	CIARA LAFACE/ZOMBA PLEASE DON'T GO	1933	-245	24.203	15
21)	27	10	TANK GOOD GANE/BLACKGROUND/UNIVERSAL MOTOWN TOP BACK	1643	+219	12.799	23
22	22	20	TI. GRAND HUSTLE/ATLANTIC CIRCLE	1512	-224	14.069	21
23	23	12	MAFQUES HOUSTON T.U.G./UNIVERSAL MOTOWN	1490	-13	7.493	35
24	25	5	OUTTA MY SYSTEM BOW WOW FEATURING T-PAIN & JOHNTA AUSTIN COLUMBIA	1469	+1	11.706	24
25	28	11	COME WITH ME SAMMIE ROWDY/UNIVERSAL MOTOWN	1451	+75	8.902	29
2E	20	20	RUNAWAY LOVE LUDACRIS FEATURING MARY J. BLIGE DTP/DEF JAM/IDJMG	1349	-572	10.936	26
27	26	17	ONE TYRESE JIRMG	1244	-21 9	9.451	28
28	29	20	UPGRADE U BEYDNCE FEATURING JAY-Z COLUMBIA	1227	-44	13.660	22
	32	2	WHEN I SEE U FANTASIA JIRMG	1157	+181	8.135	31
30	40	2	GET IT SHAWTY LLOYD THE INC./UNIVERSAL MOTOWN	1133	+388	11.629	25
31)	39	2	WE TAKIN' OVER DJ KHALED FEAT. TJ. AKON, RICK ROSS, FAT JOE, LIL: WAYNE, BABY TERROR SQUAD/KOCH	1061	+260	9.674	27
32	24	10	WOULDN'T GET FAR THE GAME FEATURING KANYE WEST GEFFEN	1016	-486	7.976	33
33	38	3	GET BUCK YOUNG BUCK G-UNIT/INTERSCOPE	994	+134	6.966	37
34	30	6	KNOW WHAT I'M DOIN' BIRDMAN& UL WAYNE FEATURING RICK ROSS & T. PAIN CASHMONEY/UNIVERSAL MOTOWN	959	-92	4.591	-
35	31	6	SIDELINE HO MONICA J/RMG	879	-133	6.212	39
36	33	5	AND I AM TELLING YOU I'M NOT GOING JENNIFER HUDSON MUSIC WORLD/COLUMBIA	828	-134	7.923	34
37	36	6	OH YEAH (WORK) LIL SCRAPPY FEATURING SEAN P. & E-40 BME/REPRISE/WARNER BROS.	809	-97	3.957	-
38	N	EW	GIVE IT TO ME TIMBALANDFRATURING.NELLY PURTADO6. JUSTIN TIMBERLAKE MOSLEV/BLACKGROUND/INTERSCOPE	793	+175	5.966	-
39	N	EW	WIPE ME DOWN LIL'BOOSIE FEATURING FOXX & WEBBIE TRILL/ASYLUM/ATLANTIC	754	+68	6.171	40
40	35	4	MR. JONES MIE JONES :WISHAHOUSE/ASYLUM/WARNER BROS.	723	-191	3.158	-

MOST AD	DED
TITLE ARTIST / LABEL	NEW STATIONS
BOY LOOKA HERE Rich Boy	38

RICH BOY
(ZONE 4/INTERSCOPE)
KBTT, KDAY, KHTE, KIPR, KJMM, KKDA,
KMJJ, KNDA, KOPW, KPRS, KRRQ, KVSP,
WBFA, WBLK, WBTF, WDKX, WEMX,
WEUP, WFXA, WFXE, WHXT, WJKS, WJMI,
WJTT, WJUC, WJWZ, WJZD, WJZE, WKYS,
WPEG, WGHH, WQOK, WRBJ, WTMG,
WVEE, WWWZ, WZFX, WZHT

Lil Boosie Feat. Foxx And Webbie Lil Boosie Feat, Foxx And Webbie
(TRILL/ASYLUM/ATLANTIC)
KBFB, KBTT, KBXX, KDAY, KIPR, KJMM,
KKDA, KNDA, KDPW, KPBS, KRRQ, KVSP,
WBFA, WBTF, WDKX, WEMX, WERQ,
WEUP, WFXA, WFXE, WHHH, WJKS, WJMI,
WJTT, WJUC, WJWZ, WJZD, WJZE, WPEG,
WQBT, WGHH, WRBJ, WTMG, WWWZ,
WZFX, WZHT

I'M THROWED

34
Paul Wall Feat. Jermaine Dupri
(SWISHAHOUSE/ASYLUM/ATLANTIC)
KBFB, KBTT, KBXX, KHTE, KIPR, K.JMM,
KKDA, KMJJ, KPRS, KRRQ, KTCX, KVSP,
WAMO, WBFA, WBTF, WDKX, WEMX,
WEUP, WFXA, WFXE, WJKS, WJMI, WJTT,
WJUC, WJWZ, WJZD, WPEG, WPWX,
WQHH, WRBJ, WTMG, WWWZ, WZFX,
WZHT

BOSS' LIFE BOSS' LIFE 34
Snoop Dogs Feat. Nate Dogg
(DOGGYSTYLE/GEFFEN)
KBTT, KDAY, KHTE, KIPR, KJMM, KKDA,
KNDA, KOPW, KRRQ, KVSP, WAMD, WBFA,
WBLK, WBTF, WDKX, WEMX, WEUP,
WFXE, WHXT, WJKS, WJMI, WJTT, WJUC,
WJZD, WJZE, WKYS, WPEG, WQHH,
WQOK, WRBJ, WTMG, WWWZ, WZFX,
WZHT

LIKE THIS 31
Kelly Rowland Feat. Eve
(MUSIC WORLD/COLLIMBIA)
KBTT, KHTE, KIPR, KKDA, KMJJ, KOPW,
KPRS, KRRQ, WAMO, WBFA, WBLK, WBTF,
WDKX, WEMX, WERQ, WELP, WFXA,
WFXE, WJKS, WJMI, WJTT, WJUC, WJZD,
WKYS, WGHH, WRBJ, WTMG, WWWZ,
WZFX, WZHT, XM The City

LIP GLOSS LIP CLOSS
LIS Mama
(JIVE/ZOMBA)
KHTE, KRRQ, WAMO, WBFA, WBLK,
WEMX, WEUP, WHXT, WJMI, WJZE, WPEC,
WPGC, WRBJ, WZFX, XM The City

BUY U A DRANK (SHAWTY SNAPPIN') 12
T-Pain Feat. Yung Joc (KONYICT/NAPPY BOYJINE/ZOMBA) KATZ, KXHT, WDHT, WENZ, WGZB, WHHH, WHRK, WHTD, WJBT, WKKV, WOWI, WPHH

ADDED AT... つくつ戦の乗り **KDAY**

LOS ANGELES

Snoop Dogg Feat. Nate Dogg, Boss' Life, 21 Huey, Pop Lock & Drop It, 8 Rich Boy, Boy Looka Here, 7 Lil Boosie Feat. Foxx & Webbie, Wipe Me Down, 0

FOR MORE STATIONS GO TO:

NEW AND ACTIVE PLAYS /GAIN

56

TITLE ARTIST / LABEL **ANONYMOUS** 663/59 Bobby Valentino Feat. Timbaland (DTP/DEF JAM/IDJMG) TOTAL STATIONS:

ITRIED 654/111 Bone Thugs-N-Harmony Feat, Akon (FULL SURFACE/INTERSCOPE) TOTAL STATIONS: 51

GLAMOROUS 630/353 GLAMOROLO
Fergie Feat. Ludacris
(WILL.I.AM/A&M/INTERSCOPE)
60

DIAMONDS & 60
Fabolous Feat. Young Jeezy
(DESERT STORM/DEF JAM/IDJMG)
TOTAL STATIONS: ☆ 605/130 75

PUSH IT BABY 584/182 Pretty Ricky (BLUESTAR/ATLANTIC) TOTAL STATIONS:

TITLE ARTIST / LABEL LIKE THIS 557/22 Kelly Rowland Feat. Eve (MUSIC WORLD/COLUMBIA) TOTAL STATIONS: 52 ROCK STAR 553/161 Da Shop Boyz (ONDECK) TOTAL STATIONS: 41 IT'S ME SNITCHES 543/118 Swizz Beatz (UNIVERSAL MOTOWN) TOTAL STATIONS: 64

The Alliance Feat. Fabo (NCE/ASYLUM) TOTAL STATIONS: 45 DOE BOY FRESH 494/10 Three 6 Mafia Feat. Chamillionaii (HYPNOTIZE MINDS/COLUMBIA) TOTAL STATIONS:

535/89

TATTOO

MOST INCREASED PLAYS

> +667 BUY U A DRANK (SHAWTY SNAPPIN') T-Pain Feat. Yung Joc (Konvict/Nappy Boy/Jive/Zomba) KBFB +54, WJZE +35, WEDR +27, WIZF +26, WCDX +26, WXBT +24, WQOK +23, KBTT +21, WKYS +20, KHTE +19

+649 DON'T MATTER

Akon (Konvict/Upfront/SRC/Universal Motown) WJMH +39, WZHT +38, WJBT +38, WPHI +36, WHHL +33, WPHH +27, WHTD +26, KBFB +23, WEDR +22, WQUE +21

+388 Lloyd (The Inc./Universal Motown)
SIHJ +29, KBXX +22, WAMO +20, KJMM +19, WJWZ +18,
KATZ +17, WTMG +16, WPHI +15, WHTA +15, WKYS +14

山 I'M A FLIRT R. Kelly Or Bow Wow (Feat. T.I. & T-Pain) (Columbia/Jive/Zomba) WZHT +43, WPHi +33, WHTD +32, WERQ +26, WHHL +20, WUBT +19, WJZE +19, WJBT +16, WOWI +15, WHRK +13

GLAMOROUS

Fergie Feat. Ludacris (will.i.am/A&M/interscope) WTMG +32, WDKX +22, WDHT +21, KOPW +21, WJHM +20, WUSL +20, WBTF +17, WBLK +17, WZHT +17, WCKX +15

FOR WEEK ENDING MARCH 25, 2007 **LEGEND:** See legend to charts in charts section for rules and symbol explanations, 87 urban stations are electronically monitored by lieisea Broadcast Data Systems 24 hours a day, 7 days a week. Rap chart comprised of 87 urban and 68 Rhythmic electronically monitored Nielsen Broadcast Data Systems stations. © 2007 Nielsen Business Media, Inc. All rights reserved.



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ì	Æ	英	t		2		7		
	THIS WEE	AST WEB	WEEKS ON CHART	TITLE SATIST SAT	PL/ TW	AYS +/-	AUDIE		
	1	1	23	LOST WITHOUT U NO. 1(10 WKS) ROBIN THICKE STAR TRAK/INTERSCOPE	2281	-37	22.795	3	
ĺ	2	2	12	IN MY SONGS GERALD LEVERT ATLANTIC	1950	+200	17.346	2	
	0	3	11	AND I AM TELLING YOU I'M NOT GOING JENNIFER HUDSON MUSIC WORLD/COLUMBIA	1589	+69	14.552	5	
	0	6	25	PLEASE DON'T GO TANK GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN	1552	+205	15.641	4	
	5	5	12	BUDDY MUSQ SOULCHILD ATLANTIC	1493	+94	15.674	3	
	6	4	32	TAKE ME AS I AM MARY J. BLIGE MATRIARCH/GEFFEN/INTERSCOPE	1393	-73	13.089	6	
1	7	9	27	TAMIA PLUS 1/IMAGE	989	+182	10.151	7	
	8	7	35	CHANGE ME RUBEN STUDDARD J/RMG	852	-135	7.397	8	
ĺ	9	11	6	STRUGGLE NO MORE (THE MAIN EVENT) MOST INCREASED PLAYS/MOST ADDED ANTHONY HAMILTON, JAHEIM & MUSIQ SQUILCHILD ATLANTIC	848	+222	7.321	9	
i	10	8	19	IRREPLACEABLE N3 BEYONCE COLUMBIA	72 2	-109	5.867	12	
i	11	14	10	IF I WAS YOUR MAN JOE JIVE/ZOMBA	687	+131	6.056	11	
	12	12	8	MAKE YA FEEL BEAUTIFUL	677	+99	7.006	10	
	3	13	13	RUBER STUDDARD J/RMG LISTEN BEYONCE MUSIC WORLD/COLUMBIA	588	+19	4.716	15	
	14	10	25	BE WITH YOU	578	-84	5.362	13	
	15	16	14	ELISABETH WITHERS BLUE NOTE/VIRGIN MORE THAN FRIENDS FREDDIE JACKSON ORPHEUS	5 51	+53	4.266	16	
	16	17	4	WHEN I SEE U FANTASIA JI/RMG	505	+61	5.247	14	
i	17	18	5	WHAT'S MY NAME BRIAN MCKNIGHT WARNER BROS.	455	+38	3.532	17	
	18	19	5	SHOO BE DOO (NO WORDS) MACY GRAY WILLI.AM/GEFFEN	450	+78	3.415	19	
	9	20	7	DEEPER STILL RICK JAMES STONE CITY	383	+19	2.448	21	
	20	23	6	FORCE OF NATURE SUNSHINE ANDERSON MUSIC WORLD	346	+54	1.912	25	
		22	5	SIMPLE THINGS ELISABETH WITHERS BLUE NOTE/VIRGIN	336	+18	2.260	23	
	22	21	è	SEPTEMBER KIRK FRANKLIN STAX/CONCORD	307	-13	1.169	32	
	23	24	17	HEAVEN JOHN LEGEND G.D.D.P.COLUMBIA	229	-8	3.493	18	
	24	2 5	20	UM GOOD SMOKIE NORFUL EMIGOSPEL	219	-17	1.731	26	
	25	2 6	4	I APOLOGIZE K-CI HEAD START/BUNGALO	212	+18	0.713	39	
	26	27	20	ENOUGH HOWARD HEWETT FEATURING GEORGE DUKE GROOVE	207	+23	0.535		
		28	2	TELL ME WHAT WE'RE GONNA DO NOW JOSS STONE FEATURING COMMON VIRGIN	200	+70	1.258	28	
	28	29	5	YES GINA DARBY GAD	136	+14	0.311	-	
	29	N	EW	2 PIECES CARL THOMAS UMBRELLA/BUNGALO	105	+83	0.620	-	
	30	N	EW	PRAY KEITE YOUNG HIDDEN BEACH	103	+49	0.225		
		34	16	LET'S STAY TOGETHER LYFE JENNINGS COLUMBIA	102	+10	0.553	-	
	32	32	20	SHO' NUFF BAR-KAYS RICHT NOW	100	-5	0.162		
	33	30	10	PROMISE CIARA LAFACE/ZOMBA	98	-18	1.236	29	
	94	35	4	YOU LLOYD FEATURING LIL' WAYNE THE INC./UNIVERSAL MOTOWN	95	+6	2.476	20	
	35	N	EW	TEACHME MUSIQ SOULCHILD ATLANTIC	82	+57	2.143	24	
	36	39	4	I'M JUST A FOOL FOR YOU J. BLACKFOOT RICHT NOW	81	+12	0.216	-	
	9	H	EW	CIRCLE MARQUES HOUSTON T.U.G./UNIVERSAL MOTOWN	79	+49	2.298	22	
	38	33	7	GOT 2 BE DOWN ROBIN THICKE FEATURING FAITH EVANS STAR TRAK/INTERSCOPE	79	-25	1.234	30	
	39	RE-E	NTRY	LOVELY DAY VICTOR FIELDS RECINA	78	+13	0.188	12	
	40	40	2	BECAUSE OF YOU NE-YO DEF JAM//DJMC	78	+10	1.204	31	
				S. S. SAN INSIMU					

MOST ADDED	
TITLE ARTIST / LABEL STATE	NEW ONS
STRUGGLE NO MORE Anthony Hamilton, Jaheim & Musiq Soulchild (ATLANTIC) WDAS, WRNB, WHOT, WFXC, WSOL, WJMZ, WLVH, WJMR, WTLC	9
WHAT'S MY NAME Brian Mcknight (WARNER BROS), KSOC, WAMJ, WBAV, WJMZ, WNEW, WROU, WXMG, WXST	8
SHOO BE DOO (NO WORDS) Macy Gray (WILL.I.AM/GEFFEN) KMJM, WDMK, WDZZ, WPHR, WQMG, WQQK, XM Suite 62	7
CIRCLE Marques Houston (T.U.G./UNIVERSAL MOTOWN) KOKY, KVMA, WMGL, WVBE, WWDM	5
IF I WAS YOUR MAN Joe (JIVE/ZOMBA) KMJK, WDZZ, WMJM, WNEW	4
IN THE RAIN Boney James (CONCORD) KNEK, WHUR, WMGL, WMPZ	4
MAKE YA FEEL BEAUTIFUL Ruben Studdard (J/RMG) KBLX, WJMR, WMXD	3
WHEN I SEE YOU Fantasia (J/RMG) KBLX, WFLM, WJMZ	3
SIMPLE THINGS Elisabeth Withers (BLUE NOTE/VIRGIN) WFLM, WNEW, WQMG	3
FORCE OF NATURE Sunshine Anderson (MUSIC WORLD) WNEW, WXST	2

Ni	W ANL	JACTIVE	
TITLE ARTIST / LABEL	PLAY5 /GAIN	TITLE ARTIST / LABEL	PLAY5 /GAIN
ONE TIME Jill Scott Feat. Eric Roberson (HIDDEN BEACH)	71/33	HEAVEN KNOWS Deitrick Haddon (TYSCOT/VERITY/ZOMBA)	36/0
TOTAL STATIONS:	30	TOTAL STATIONS:	25
IF YOU JUST LET ME LOVE U Michael Sterling (MICHAEL STERLING MUSIC GROU		ENCOURAGE YOURSELF Donald Lawrence Presents The Tri-Cit (EMI GOSPEL)	35/6 y Singers
TOTAL STATIONS:	11	TOTAL STATIONS:	23
I'M A FLIRT R. Kelly Or Bow Wow (Feat. T.I. & (COLUMBIA/JIVE/ZOMBA) TOTAL STATIONS:	54/7 T-Pain)	THIS IS THE DAY Fred Hammond (VERITY/ZOMBA) TOTAL STATIONS:	32/15
HOOK LINE & SINKER BJ (REGATTA) TOTAL STATIONS:	51/38 5	BAGGAGE Mary J. Blige (MATRIARCH/GEFFEN) TOTAL STATIONS:	31/28
HEY BOY Hil St. Soul (SHANACHIE)	38/32	SCAT CAT! HERE KITTY, KITTY! Billy "Soul" Bonds (WALDOXY/MALACO)	
TOTAL STATIONS:	30	TOTAL STATIONS:	11

NEW AND ACTIVE

+222

STRUGGLE NO MORE
(THE MAIN EVENT)
Anthony Hamilton,
Jaheim & Musiq Soulchild (Atlantic)
WJMZ +5, WWIN +13, WHGT +10, WSQL +10, KSQC +10,
WDAS +9, WFLIN +8, WVBE +7, KNEK +7, KJMS +7

+205

PLEASE DON'T GO
Tank (Good Game/Blackground/Universal Motown)
WKUS +15, WJMZ +15, WJMJ +12, WRNB +12, KNEK +11,
KMJQ +11, KVMA +10, WDLT +9, WDMK +8, WKSP +7

IN MY SONGS
Gerald Levert (Atlantic)
WHGT +16, KJMS +15, WJMZ +13, KMJQ +12, WMIB +11,
WMMJ +10, WMXD +10, WLVH +7, WHUR +7, WLXC +7

CAN'T GET ENOUGH
Tamia (Plus I/Image)
KMJQ +13, WKJS +9, KMEZ +8, WAGH +8, WRKS +7,
WDMK +7, KJMS +6, WMMJ +5, KNEK +5, WDLT +5

IF I WAS YOUR MAN
Joe (Jive/Zomba)
WIMX +11, WXST +11, WAKB +11, WVBE +10, WZAK +10,
KBLX +9, WQNC +9, WNEW +8, WTLC +7, WJMR +7

MOST

FOR WEEK ENDING MARCH 25, 2007

LECEND: See legend to charts in charts section for rules and symbol explanations.

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THIS WEEK	ENST WEEK	WEEKS	TITLE RPINIT / PROMOTION LABEL NIELSEN BDS CERTIFICATIONS ARTIST IMPRINT / PROMOTION LABEL	PL.	AYS +/-	AUDIEI MILLIONS	
1	2	16	ENCOURAGE YOURSELF NO. 1 (1 WK) DONAL DLAWRENCE PRESENTS THE TRI-CITY SINCERS EMIGOSPEL	778	+15	3.507	1
2	1	29	UM GOOD SMOKE NORFUL EMI GOSPEL	695	-100	3.326	2
(8)	7	29	HALLELUJAH TROV SNEED EMTRO GOSPEL	609	+48	2.287	7
	6	19	FAITHFUL IS OUR GOD HEZEKIAH WALKER & LEC VERITY/ZOMBA	607	+40	2.874	3
5	3	30	HEAVEN KNOWS DEITFICK HADDON TYSCOT/VERITY/ZOMBA	597	-61	2.720	5
6	4	39	HEALING KELLY PRICE GOSPO CENTRIC/ZOMBA	586	-44	2.605	б
7	5	27	BROKEN BUT I'M HEALED BYRCH CAGE GOSPO CENTRIC/ZOMBA	549	-35	2.149	8
8	8	48	THE STRUGGLE IS OVER YOUTH FOR CHRIST EMTROGOSPEL	492	-58	2.725	4
9	11	20	LET GO DEWA/NE WOODS & WHEN SINGERS MEET QUIET WATER/VERITY/ZOMBA	442	+23	1.789	12
10	12	18	WE PRAISE YOU THE MCLURKIN PROJECT GOSPO CENTRIC/ZOMBA	411	-1	1.874	11
n	9	50	IMAGINE ME KIRK 'RANKLIN FO YO SOUL/GOSPO CENTRIC/ZOMBA	409	-71	2.055	9
12	10	29	REMEMBER ME THE CARAVANS MALACO	388	-32	1.924	10
13	13	13	EVERY BODY EVERY BODY! KENN': LEWIS & ONE VOICE (CEE INSPIRATIONAL/ICEE	367	+11	1.097	17
14	14	16	HIGH PRAISE ANOINTED PACE SISTERS TYSCOT	349	÷1	1.505	14
15	15	27	HE'S HERE NIYO≺I D2G	335	-9	1.769	13
16	16	17	I'M STILL STANDING BISHCP PAUL S. MORTON TEHILL AH/LIGHT	315	+6	1.237	16
17	17	23	THIS IS THE DAY FRED HAMMOND VERITY/ZOMBA	308	+8	1.021	20
18	18	16	WALK AROUND HEAVEN PATTI LABELLE UMBRELLA/BUNGALO	280	-12	1.070	18
19	21	4	BLESSED AND HIGHLY FAVORED THE CLARK SISTERS EMI COSPEL	276	+30	0.908	22
20	20	14	YOU SHOWED ME KARENCLARK-SHEARD WORD-CURB	274	+16	1.410	15
21	19	9	SO GOOD TO ME VANESSA BELL ARMSTRONG EMICOSPEL/EMICMG	264	-21	0.786	29
22	24	4	I LOVE ME BETTER THAN THAT SHIR_EY MURDOCK TYSCOT	245	+19	0.862	25
23	25	7	I'LL TRUST RICH4R0 SMALLWOOD SOUL WORLD/VERITY/ZOMBA	241	+20	0.887	23
24	29	4	STEP ASIDE YOLANDA ADAMS ATLANTIC	230	+48	0.879	24
25	23	8	JESUS, JESUS, JESUS REV. TIMOTHY WRIGHT & THE NEW YORK FELLCWSHIP MASS CHOIR MQM/JEG/KOCH	229	+1	0.789	28
26	27	3	PRAYIN' 4 U 7 SONS OF SOUL SOUL WORLD/VERITY/ZOMBA	223	+24	0.775	30
27	26	7	GOD IS IN CONTROL (IT'S NOT C'VER) WILMINGTON CHESTER MASS CHOIR EMTRO GOSPEL	207	-6	0.667	-
28	22	5	IT'S ON THE WAY NEAL ROBERSON BLACKBERRY/MALACO	207	-25	0.807	27
29	jii4	urth	SEPTEMBER KIRK FRANKLIN STAX/CONCORD	186	+18	0.617	-
30	28	2	NOBODY BUT THE LORD ALVIY DARLING & CELEBRATION EMTROGOSPEL	180	-11	0.468	

MOST ADDED
MOST ADDED
TITLE NEW ARTIST / LABEL STATIONS
I GET JOY 4 Coko (LIGHT) WJMO, WPZE, WPZZ, WTLC
BLESSED & HIGHLY FAVORED 2 The Clark Sisters (EMI COSPEL) WHLH, WOAD
NOBODY BUT THE LORD 2 Alvin Darling & Celebration (EMTRO GOSPEL) WSOK, WXOK
CLOSEST FRIEND 2 Rance Allen Group (TYSCOT) WFLT, WXEZ
HIGH PRAISE 1 Anointed Pace Sisters (TYSCOT) WHLH
IT'S ON THE WAY 1 Neal Roberson (BLACKBERRY/MALACO) WSOK
I'LL TRUST) Richard Smallwood (SOUL WORLD/VERITY/ZOMBA) WHLH
JESUS, JESUS, JESUS- Rev. Timothy Wright & The New York Fellowship Mass Choir (MGMJEG/KOCH) WYLD
PRAYIN' 4 U] 7 Sons Of Soul (SOUL WORLD/VERITY/ZOMBA) WHLH
ADDED AT WFLT Flint, MI PD: Sammie L. Jordan MD: Anna Johnson
Bebe Winans, I Don't Know What You Come to Do. O Rance Allen Group, Closest Friend, 6 FOR MORE STATIONS GO TO:

TITLE ARTIST / LABEL	/GAIN	TITLE ARTIST / LABEL	/GAIN
ONE NIGHT WITH THE KING Juanita Bynum & Jonathan But (FLOW/MARANATHA!)	179/4 tler 21	YOU KEEP ON BLESSING ME Luther Barnes & The Red Budd (AIR GOSPEL/MALACO) TOTAL STATIONS:	134/62 Gospel Choir 10
TOTAL STATIONS:	21	TOTAL STATIONS:	. 10
TEACH ME Antwaun Stanley (BAJADA/LIGHTYEAR)	170/12	FATHER Pajam Studio Ensemble (INTEGRITY GOSPEL/INTEGRIT)	123/1
TOTAL STATIONS:	10	TOTAL STATIONS:	12
LOOK AT ME NOW Kirk Franklin (FO YO SOUL/GOSPO CENTRIC/	153/0	I'M STILL HERE Mississippi Mass Choir (MALACO)	112/45
TOTAL STATIONS:	14	TOTAL STATIONS:	9
THE RAINBOW Vickie Winans (VERITY/ZOMBA)	151/2	NO OTHER CHOICE Tye Tribbett & G.A. (INTEGRITY GOSPEL/COLUMBIA	111/5
TOTAL STATIONS:	- 11	TOTAL STATIONS:	12
GRATEFUL Hezekiah Walker & LFC (VERITY/ZOMBA)	136/8	ONE GOD Maurette Brown Clark (AIR GOSPEL/MALACO)	109/24
TOTAL STATIONS:	9	TOTAL STATIONS:	20

NEW AND ACTIVE

MOST INCREASED **PLAYS** +62 YOU KEEP ON BLESSING ME Luther Barnes & The Red Budd Gospel Choir (AIR Gospel/Malaco)
WHLW +37, WPZZ +11, WXTC +10, WYLD +5, WEUP +1, WFLT +1 +48 Tray Sneed (Emtro Gospel)
WOAD +21, KATZ +11, XSRT +6, KOKA +5, WPZE +5, WPZZ +4,
WXEZ +3, WLOU +3, WXVI +2, KHLR +2 +48 STEP ASIDE Yolanda Adams (Atlantic) WNNL +10, WPPZ +8, WPZE +8, WFMV +6, XSRT +5, WXVI +5, WHLW +4, WFLT +4, WUFD +4, WXTC +3 I'M STILL HERE Mississippi Mass Choir (Malaco) WHLW +38, WHLH +12, WCAO +1, WFLT +1, WFMV +1, XSRT +1 **EVERYTHING'S GONNA BE** ALRIGHT Ben Tankard (Verity/Zomba) WXEZ +23, XSRT +13, WFLT +2, WCAO +1, WDJL +1, WHAL +1

RECURRENTS

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PL/ TW	AYS
VICTORY		
TYE TRIBBETT & G.A. (INTEGRITY GOSPEL/COLUMBIA)	281	284
OPERATOR J MOSS (GOSPO CENTRIC/ZOMBA)	281	291
GREAT PRAISE STEPHEN HURD (INTEGRITY COSPEL/COLUMBIA)	273	267
PRESSURE INTO PRAISE LUCINDA MOORE (TYSCOT)	247	252
IN AWE OF YOU IZZY (VGRJEG/KOCH)	241	253

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PL. TW	AYS
ARTIST / IMPRINT / PROMOTION LABEL	1 44	LVV
INCREDIBLE GOD YOUTHFUL PRAISE (EVIDENCE GOSPEL/LIGHT)	231	269
FOLLOW ME VIRTUE (DARKCHILD GOSPEL/INTEGRITY GOSPEL/COLUMBIA)	229	259
THE BLESSING OF ABRAHAM DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS (EMIGOSPEL)	224	226
WHY ME? KIERRA KIKI SHEARD (EMI GOSPEL)	224	255
TURN IT AROUND ISRAEL & NEW BREED (INTEGRITY GOSPEL/INTEGRITY)	178	178

GOSPEL REPORTERS

FOR WEEK ENDING MARCH 25, 2007 LEGEND: See legend to charts in charts section for rules and symbol explanations. 38 gospel stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2007 Nielsen Business Media, Inc. All rights reserved.

WPZE/Atlanta, GA* OM: Frank Johnson

OM; Frank Johnson PD: Connie Flint WTHB/Augusta, GA OM/PD: Ron Thomas APD: Sister Mary Kingcannon

APD: Sister Mary Kingcannon

WCAO/Baltimore, MD*

PD: Lee Michaels

PD: Lee Michaels APD/MD: Danielle Brown **WWIN/Baltimore, MD** PD: Jeff Majors MD: Jean Alston

WXOK/Baton Rouge, LA* OM: LeBron "LBJ" Joseph PD/MD: J'Michael Francois

WUFO/Buffalo, NY* OM/PD: Carol M. Salter

WJNI/Charleston, SC* OM: Michael Baynard PD: Belinda Parker MD: Anthony Baxter WXTC/Charleston, SC* OM: Terry Base PD: Edwin "Chef" Wright APD/MD: James Walla⊡

WPZS/Charlotte, NC³
PD: Alvin Stowe
MD: Tonya Rivens
WNOO/Chattanooga, TN³

WNOO/Chattanooga, TN* PD/MD: Sam Terry WGRB/Chicago, IL*

WGRB/Chicago, IL* OM: Elroy Smith PD: Sonya M. Blakey APD/MD: Effie Rolfe

WJMO/Cleveland, OF * OM/PD: Kim Johnson WFMV/Columbia, SC * PD: Tony "Gee" Green

PD: Tony "Gee" Green APD/MD: Monica Washingtor WEAM/Columbus, CA OM: Carl Conner, Jr. PD: Pam Dixon **WAJV/Columbus, MS** OM: Rockey Love PD: Steve Poston APD: Sebastian Riley

WJYD/Columbus, OH* OM: Jerry Smith PD: Dawn Mosby KHVN/Dallas, TX PD: Dion Mortenson

WCHB/Detroit, MI PD: Spudd

WFLT/Flint, MI* OM/PO: Sammie L. Jordan, Jr. MD: Anna Johnson

WEAL/Greensboro, NC* WDJL/Huntsville, AL* WEUP/Huntsville, AL* OM: Hundley Batts PD: Steve Murry MD: Ricky Sykes

IN*

WTLC/Indianapolis, IN* OM: Brian Wallace PD: Paul Robinson MD: Donovan Hartwell

WHLH/Jackson, MS* OM: Steve Kelly PD: Jenell Roberts MD: Lance Fuller

WOAD/Jackson, MS* OM: Stan Branson PD/MD: Percy Davis

KPRT/Kansas City, MO OM: Andre Carson PD: Myron Fears APD: Freddie Bell MD: Debbie Dee Johnson

KHLR/Little Rock, AR* OM: Sonny Victory PD: Torrez Harris KPZK/Little Rock, AR

OM: Mark Dylan PD/MD: Billy St. James WLOU/Louisville, KY* PD: Bill Price

WBBP/Memphis, TN MD: Doreen Graves

WHAL/Memphis, TN*
PD: Eileen Collier
APD/MD: Tracy Bethea
WLOK/Memphis. TN*

WLOK/Memphis, TN* PD/MD: Kim Harper

WMBM/Miami, FL OM: E. Claudette Freeman PD/MD: Greg Cooper

WHLW/Montgomery, AL* OM: Michael Long PD/MD: Kenny J.

WXVI/Montgomery, AL* PD: Glinda Perkins WTHE/Nassau, NY* PD: Darren K. Greggs WPRF/New Orleans, LA PD: Kris "Cap'n Kris" McCoy

WYLD/New Orleans, LA* APD/MD: Loretta Petit WLIB/New York, NY* PD: Denise Hill

WXEZ/Norfolk, VA* OM: John Shomby PD: Dale Murray

WDAS/Philadelphia, PA* OM: Thea Mitchem PD: Joe Tamburro APD/MD: Jo Gamble

PD: Joe Tamburro APD/MD: Jo Gamble **WPPZ/Philadelphia, PA*** OM/PD: Daisy Davis MD: MoShay LaRen

WNNL/Raleigh, NC* OM/PD: Jerry Smith MD: Melissa Wade **WPZZ/Richmond, VA*** OM; Jerry Smith PD: Reggie Baker

PD: Reggie Baker

Rejoice/Satellite

PD: Willie Mae McIver

Sheridan Gospel Network/Satellite PD: Michael Gamble APD: Morgan Dukes MD: Ace Alexander

XM The Spirit/Satellite* PD/MD: Jay Bryant WSOK/Savannah, GA*

OM: Brad Kelly PD: E. Larry McDuffie KOKA/Shreveport, LA* PD: Eddie Giles APD/MD: Sharon Flournoy

KATZ/St. Louis, MO* PD: Terrence Bibb MD: Dwight Stone

* Monitored Repo

* Monitored Reporters

WIMG/Trenton, NJ OM/PD: Felicia Brannon APD/MD: Robyn McCollum

WTSK/Tuscaloosa, AL

OM: Greg Tomascello PD/AMD: Charles Anthony

WPGC/Washington, DC*

WYCB/Washington, DC PD: Ron Thompson

WFAI/Wilmington, DE OM: Melvin Brittingham PD/MD: Manuel Mena



Creating online synergies that support existing business models

Is Christian Radio Ready For The Future?



KPeterson@RadioandRecords.com

he technology of radio is changing and so are the people who listen. Is Christian radio changing with them? McVay Media VP of adult formats Daniel Anstandig uses this analogy: When someone asked hockey legend Wayne Gretzky why he had been such a successful player, his reply was simple. He said, "I didn't go to where the puck was, I went to where the puck was going." Relating that to radio, Anstandig asks, "Where is the puck going right now?" He says that recent media usage projections for the next two years show broadcast and box-office numbers remaining flat and cable and satellite with projected increases of just 1%. Yet the Internet is on track for an estimated 10% consumption increase.

"A lot of that is in part due to what we do in radio," Anstandig says. "Right now, we are moving a lot of our listeners and consumers over to new media and creating synergies there. Today it's all about how we create synergies and still support our business models."

Anstandig calls the current stage of Internet growth the "second dot-com-ing," or a Web revival that offers real utility for consumers. The Christian radio audience is part of this Web resurgence: A higher percentage of Christian radio listeners are heavy users of Internet media than heavy TV users.

Anstandig says, "Heavy users of general-market radio are people who use radio for two hours or more every day. Heavy users for Christian radio are listeners who use the radio for 2.8 to three hours

every day. Heavy users of Internet radio listen for five hours or more every day, so dot-coms are certainly getting more attention these days."

If you still doubt the importance of the Internet, Anstandig points out that during the last holiday season, more than \$8 billion was spent online. This figure makes a strong case for including an e-commerce page on your station Web site.

If your station does not already have a MySpace page, Anstandig encourages you to get one. "It's a terrific way to network with listeners, especially younger listeners," he says. "If you go online and search for people in your market who have any affiliation with Christian artists or Christian music, you'll find a number of consumers who are linking to their friends in



Anstandig



Woods



Couchman

Christian music but have no way to link to you."

KTSY/Boise, Idaho, is getting ready to launch its own MySpace page, with staff members as the top "friends," PD Jerry Woods says. "We see MySpace as an extension of our brand. Because technology is all about personalization today, this is one more opportunity for us to get up close and personal with our listeners. They can respond to us directly, and we can build stronger ties with them. Anything that builds stronger ties with the listener, regardless of the medium, is a weapon that we want in our arsenal."

Anstandig points to the growing popularity of YouTube and Blogger and says that some radio stations are already creating blogs. WAYG and WAYK/Grand Rapids-Kalamazoo PD Mike Couchman says the stations added blogs to their Web site for a few reasons. "Many in the 12–24 target we have are all about blogging," he says. "So we want to communicate with them in all the modern avenues available to us. Second, blogs allow our jocks to go further into issues than they can in quick 30-second on-air bursts. Blogs also give us additional reasons to drive people to our site, and, hopefully, they'll click around to go even deeper with us."

So why are MySpace, YouTube and Blogger so popular right now? Anstandig says, "It's what we're calling the 'content renaissance.' The creative power is going to the consumer, who can produce, display and distribute their own content, images, videos, blogs and podcasts. So radio is going to have to change to keep up with this new generation of consumers that want control or, at least, partial control of their entertainment experience."

He notes that radio used to be about passive consumption. You turned on the radio, something came out of the speakers and that was it. But radio of the future will be driven by customization and co-production, influenced by the explosive growth of such sites as MySpace, YouTube and Blogger—all of which are among the top 10 most-visited Web sites in the world.

Anstandig says, "Listeners are really changing the DNA of our brands, and we can invite them to customize things on our radio station and use new media and Web sites to help our stations move into this new media age. Or we can be prepared for Internet radio and some of the podcasting sites to really come along and take some of our time spent listening and take some of our listeners with them."



E E E

▶ BIG DADDY WEAVE CROSSES THE AIRPOWER THRESHOLD WITH "EVERY TIME I BREATHE" (15-12),



MOST ADDED

(INO) KBNJ, KFIS, KKCM, KLJC, KLVA, KTIS, KWND, KXOJ, Sirius Spirit 66, WBDX, WBSN, WCSG, WDJC, WFZH, WJIE, WJQK, WLAB, WMCU, WMSJ

GIVE YOU GLORY





	MEM WHI	ACTIVE	
TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
JOIN THE SONG Vicky Beeching SPARROW/EMI CMG)	246/12	YOU ALONE Casting Pearls (INPOP)	195/1
TOTAL STATIONS:	17	TOTAL STATIONS:	9
FOREVERANDEVER, E David Crowder Band SIXSTEPS/SPARROW/EMI CN		BLESSED BE Jason Gray (CENTRICITY)	193/17
TOTAL STATIONS:	17	TOTAL STATIONS:	16
WHEN I GET WHERE 'M GOING Geoff Moore	238/95	GIVE ME AMAZING Jackson Waters (WORD-CURB)	GRACE 175/6
ROCKETOWN)		TOTAL STATIONS:	11
FOTAL STATIONS: BE LIFTED HIGH Michael W. Smith	13 228/1	SUFFICIENT Adie Camp (BEC/TOOTH & NAIL)	171/10
REUNION/PLG)	П	TOTAL STATIONS:	10
TOTAL STATIONS: BRING THE RAIN MercyMe	203/153	ANYWAY Martina McBride (RCA/PLG)	156/65
INO) FOTAL STATIONS:	25	TOTAL STATIONS:	7

THIS WE	LASTWE	WEEKS	TITLE (NIELSEN BDS	PL/ TW	4YS +/-	AUDIE:	
0	2	19	EVERLASTING GOD LINCCLN BREWSTER	HO. 1(1 WK) VERTICAL/INTEGRITY	1300	-11	4.354	1
2	1	25	DOES ANYBODY HEAD CASTING CROWNS	R HER BEACH STREET/REUNION/PLG	1264	-62	4.030	2
0	3	19	MADE TO LOVE TOBY MAC	FOREFRONT/EMICMG	1141	+26	2.618	3
•	8	9	HOW CAN I KEEP FRO CHRIS TOMLIN	M SINGING SIXSTEPS/SPARROW/EMICMG	953	+102	1.822	12
0	10	11	UNDO RUSH OF FOOLS	MIDAS	909	+116	2.233	7
6	5	10	WALKING HER HOME MARK SCHULTZ	WORD-CURB	890	-39	2.000	10
7	4	2 9	YOU ALONE ECHOING ANGELS	INO	861	-92	1.992	11
8	11	12	BY HIS WOUNDS CLORY PEVEALED FEAT, MAC POWELL, MARK	CHALL STEVEN CURTICO CHALMAN BRIAN LITTRELL REUNION PLG	819	+59	1.764	13
g	6	28	JEREMY CAMP	BEC/TODTH & NAIL	810	-105	2.185	8
10	7	27	HOLD FAST MERCYME	INO	794	-106	1.673	14
u	9	30	I WILL LIFT MY EYES BEBO NORMAN	ESSENTIAL/PLG	763	-32	2.362	5
12	15	5	EVERY TIME I BREATHE BIG DADDY WEAVE	AIRPOWEF/MOST INCREASED PLAYS FERVENT/WORD-CURB	726	+162	1.341	18
0	17	5	SOMETHING BEAUTIFE NEWSBOYS	UL INPOP	673	+120	1.426	17
0	13	8	HOW TO SAVE A LIFE THE FRAY	EPIC	642	+6	2.597	4
ű.	12	37	MADE TO WORSHIP CHRIS TOMLIN	SIXSTEPS/SPÄRROW/EMICMG	623	-59	1.589	15.
16	18	8	WHAT COULD BE BETTER 33MILES	(THE DAYS AHEAD) AIRPOWER	617	+67	1.312	20
17	16	13	AWAKEN NATAL E GRANT	CURB	509	-48	0.707	30
18	20	12	WISH YOU WERE HERI MARK HARRIS	E INO	506	0	2.152	9
(9	22	10	SUNRISE NICHOLE NORDEMAN	SPARROW/EMI CMG	447	+16	0.880	26
20	23	9	JOHN WALLER	BEACH STREET/REUNION/PLG	444	+18	1.064	22
21	24	4	I'M NOT WHO I WAS BRANCON HEATH	REUNION/PLG	441	+88	1.507	16
22	21	19	BIG ENOUGH AYIESHA WOODS	COTEE	427	-76	0.843	27
23	26	3	JARS OF CLIAY	ESSENTIAL/PLG	414	+85	1.045	23
24	30	2	TUNNEL THIRD DAY	ESSENTIAL/PLG	402	+156	0.720	2ç
23	27	4	DETOUTISO MY NAME	SLANTED/SPRING HILL	377	+71	2.306	6
26	N	EW	JEREMY CAMP	BEC/TOOTH & NAIL	320	+143	1.031	24
87	25	6	SHINE MATT FEDMAN	SIXSTEPS/SPARROW/EMI CMG	315	-22	0.423	_
28	N	EW	ON THE THIRD DAY MICHAEL OLSON	ROCKETOWN	260	+15	0.534	- U
25	M	EW	PHILLIPS, CRAIG & DEAN	INO	258	+65	0.312	3
30	29	2	DON'T GIVE UP SANCTUS REAL	SPARROW/EMI CMG	251	+1	0.566	Ģ

Jeremy Camp (BEC/TOOTH & NAIL) KBIQ, KBNJ, KCMS, KFIS, KLVA, WJIE, WLAB, WMCU, WMSJ, WRCI SOMETHING BEAUTIFUL (INPOP) KKFS, KWND, WMHK, WPOZ (INO) KWND, Sirius Spirit 66, WAWZ I'M NOT WHO I WAS (REUNION/PLG) KFSH, KWND, WJTL (WORD CURB) KHZR, WCSG, WLPJ INTO THE DAY (ESSENTIAL/PLG) KBNJ, KXOJ, WCSG HOW CAN I KEEP FROM SINGING Chris Tomlin (SIXSTEPS/SPARROW/EMI CMG) WJQK, WPOZ ADDED AT... SIRIUS THE SPIRIT Satellite PD/MD: Al Skop MercyMe, Bring the Rain, O Nichole Nordeman, Sunrise, O 33Miles, What Could Be Better (The Days Ahead), O FOR MORE STATIONS GO TO:

by the sale	
+162	EVERY TIME I BREATHE
	Big Daddy Weave (Fervent/Word-Curb) SIST +25, WLPJ +21, KAIM +19, KTIS +17, WAWZ +12, KKCM +17, WMSJ +11, KLVA +10, KXCJ +7, WVFJ +6
+156	TUNNEL
	Third Day (Essential/PLG) KLVA +32, WBSN +20, SIST +17, WMSJ +15, KXOJ +12, WFFH + XMES +12, KVMV +11, WAWZ +10, WFZH +10
+153	BRING THE RAIN
	MercyMe (INO) WJE +21, WMSJ +16, WDJC +12, WJQK +12, KKCM +11, WFZH + WCSG +10, WMCU +9, KWND +9, WBSN +8
+143	GIVE YOU GLORY
	Jeremy Camp (BEC/Tooth & Nail) KXQJ +31, KTSL +21, WJIE +18, XMES +12, KLJC +10, WBDX +9, WJTL +9, WJQK +7, KFIS +7, WMCU +7
	SOMETHING BEAUTIFUL
	Newsboys (Inpop) SIST +20, WAKW +15, KTIS +14, KHZR +13, WVFJ +13, WBDX +1 KWND +9, WMHK +7, WDJC +6, KXOJ +5

MOST

FOR WEEK ENDING MARCH 25, 2007 **LEGEND:** See legend to charts in charts section for rules and symbol explanations. 53 Christian AC stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day. 7 days a week, Christian AC indicator chart compiled of 34 reporters, christian 128, christian rock 30 and inspo 19. © 2007 Nielsen Business Media, Inc. All rights reserved.

TITLE ARTIST / IMPRINT / PROMOTION LABEL PLAYS TW LW HOLY IS THE LORD CHRIS TOMLIN (SIXSTEPS/SFARROW/EMICMG) 739 YOUR NAME 615 HILLIPS, CRAIG & DEAN (INC) 579

I CAN ONLY IMAGINE

SHINE SALVADOR (WORD CURB) STRONG TOWER

509	497
499	577
486	516

PLAYS

518

539

541

CHART LEGEND

TITLE ARTIST / IMPRINT / PROMOTION LABEL

PRAISE YOU IN THIS STORM

HOW GREAT IS OUR GOD

BLESSED BE YOUR NAME

MY SAVIOR MY GOD

MOUNTAIN OF GOD

Charts are ranked by plays (except for Courtry chart, which is based on audience impressions, computed by crossreferencing exact times of airplay with Arbit on listener data).

Songs showing an increase in plays (audience for Country) over the previous week, regardless of chart movement. A song will also rece re a bullet if its percentage loss in pk ys (audience for Country) does not exceed the percentage of monitore: station downtime for the format Exempting the Country chart, a song that has been on the chart for more than 2C weeks will generally not

receive a ballet, even if it registers an increase in plays. Country titles that decline in audience but increase in plays will also receive a bullet if the total audience erosion for the week does not exteed 3%. A song in its first week at No. 1 will always receive a bullet, even if it has lost plays (audience for Country).

AUDIENCE TOTALS:

Derived, in part, using certain Arbitron Inc. copyrighted Persons 12+ audience estimates, under license

AIRPOWER:

Awarded to songs appearing in the top 20 on both the Airplay and

Aud ence charts for the first time with increases in both plays and audience.

BREAKERS:

RECURRENTS

748

604

555

549

545

545

Awarded solely on the Country chart to songs that receive airplay on 60% of the panel for the first time.

MOST INCREASED PLAYS:

Awarded to the five songs with the largest increases in plays (audience for Country). Title with the top increase will also be highlighted if on chart. If two or more songs have an equal increase, the song ranked higher on chart will be listed first.

MOST ADDED:

A listing of songs with the total number

of new adds either reported by each station or by automatic add thresholds. Title with top most added totals will also be highlighted if on chart.

NEW AND ACTIVE:

Current songs below the chart threshold that are showing an increase in plays.

TIES ON CHART:

A song with the best plays differential (audience for Country) over the previous week is ranked first if tied with another song on the chart. If the songs are still tied at this point, the title that is being played on the most stations at that format will be ranked first.

RECURRENT RULE:

Songs below the top 20 (top 15 for Urban AC. Hot AC. Christian AC. Christian CHR, Inspo, Christian Rock, Gospel, Rock, Triple A and Smooth Jazz) become recurrents and are removed from the chart after 20 weeks. In addition, songs that have been on the chart for more than 52 weeks and rank below No. 10 become recurrents and are removed from the chart. Descending Country titles move to recurrent after 20 weeks if they rank below No. 10 in either audience or plays. Descending AC titles move to recurrent after 52 weeks if they rank below No. 5, after 26 weeks if they rank below No. 10, or after 20 weeks if they rank below No. 15, Songs on Latin

charts move to recurrent after 20 weeks if they rank below No. 20 in both audience and plays.

Nielsen BDS certification for Nielsen BDS certification for airplay of 100,000 plays on all monitored stations, including satellite and national networks, across the United States and Canada, Numeral following symbol indicates multiple level of 100,000 plays.

Indicates title earned HitPredictor status in research data provided by Promosquad. Songs are tested online by Promosquad using multiple listens and a nationwide sample of carefully profiled music consumers.





	THIS WEEK	LAST.WEEK	WEEKS ON CHART	CHRISTIAN CHR TITLE ARTIST	IMPRINT / PROMOTION LABEL	PL/ TW	AYS +/-
		Ë	13	FORGIVEN RELIENT K	CAPITOL/GOTEE	1127	+70
	2	1	20	MADE TO LOVE TOBYMAC	FOREFRONT/EMI CMG	1111	-67
	D	3	12	DON'T GIVE UP SANCTUS REAL	SPARROW/EMICMG	1060	+61
1	4	4	18	EVERYTHING IS BEAUTIFUL STARFIELD	SPARROW/EMI CMG	885	-23
	5		15	HOLD ON STELLAR KART	WORD-CURB	843	-33
		6	9	FIND ME TONIGHT EVERYDAY SUNDAY	INPOP	802	+62
		8	16	HOW TO SAVE A LIFE THE FRAY	EPIC	708	+75
		10	7	WORK JARS OF CLAY	essential/plg	680	+73
	9	9	7	WHAT I HEAR JESSIE DANIELS	MIDAS	678	+53
9	U	1	5	THE LAST NIGHT SKILLET	ARDENT/SRE/INO	6 60	+83
	11		26	TONIGHT JEREMY CAMP	BEC/TOOTH & NAIL	649	-18
	2	15	4	NEWSBOYS	INPOP	613	+55
		14	n	REACH JILL PARR	WHIPLASH	583	+45
9	4	В	5	AFTER THE WORLD DISCIPLE	SRE/I N O	530	+134
	5)	17	5	DEARLY LOVED JIMMY NEEDHAM	INPOP	519	+108
	16	12	17	THE SHOW HAWK NELSON	TOOTH & NAIL	515	-57
19	7	16	7	CROUP I CREW	FERVENT/WORD-CURB	455	+43
	8	5	19	CRASHING DOWN MAT KEARNEY	INPOP	415	-65
	9	21	3	MISSING PAGES SEVENTH DAY SLUMBER	BEC/TOOTH & NAIL	396	+45
2	20	8	15	AARON SHUST YOUR WAY	BRASH	376	-27
	4	23	4	ADIECAMP JESUS TO THE WORLD	BEC/TOOTH & NAIL	361	+33
	22)	-/4	5	THIS BEAUTIFUL REPUBLIC TUNNEL	FOREFRONT/EMICMG	289	+9
	3			THIRD DAY FOREVERANDEVER, ETC.	ESSENTIAL/PLG	279	+57
	24	27	10	DAVID CROWDER BAND OH! GRAVITY	SIXSTEPS/SPARROW/EMICMG	262	-3
	25	22	19	SWITCHFOOT I BELIEVE	SPARROW/COLUMBIA/EMI CMG	261	-86
	16	25	3	BUILDING 429 IT'S YOU	WORD-CURB	260	+9
	27		EW	FIREFLIGHT WORD OF MOUTH	FLICKER/PLG	259	-20
	9		2	JOHN REUBEN COLD	COTEE	247	+18
	50		18	MARIE MILLER SET ME FREE	CURB	245	-31
				CASTING CROWNS	BEACH STREET/REUNION/PLG	ود ۽	-91

THIS WEEK	LAST WEEK	WEEKS	TITLE ARTIST IMPRINT / PROMOTION LABEL	PLA TW	\YS +/-
0	3	10	WAKE UP! WAKE UP! EVERYDAY SUNDAY INPOP	340	+19
2	2	12	LIVE LIKE WE'RE ALIVE NEVERTHELESS FLICKER/PLG	340	-14
3	1	11	NO LONGER DECYFER DOWN SRE/INO	323	-23
	4	9	WHEN TOMORROW COMES PILLAR FLICKER/PLG	322	+19
9	6	6	THE LAST NIGHT SKILLET ARDENT/SRE/INO	283	+4
0	8	9	AFTER THE WORLD DISCIPLE SRE/INO	280	+6
7	5	n	PROCRASTINATING STELLAR KART WORD-CURB	275	-1
8	n	5	SAY YOUR PRAYERS WEDDING BRAVE NEW WORLD	260	+11
9	12	n	DEATH FINDS US BREATHING SHOWDOWN MONO VS STERED	247	ો
100	15	7	A WHISPER & A CLAMOR ANBERLIN TOOTH & NAIL	245	+16
	10	10	MISSING PAGES SEVENTH DAY SLUMBER BEE/TOOTH & NAIL	244	+8
0	16	6	GOING UNDER THIS BEAUTIFUL REPUBLIC FOREFRONT/EMI CMG	233	+5
0	14	6	HIT THE FLOOR THOUSAND FOOT KRUTCH TOOTH & NAIL	229	+13
0	2 3	4	AN EPIPHANY SEND TOOTH & NAIL	216	+42
15	9	15	SEARCHLIGHTS FALLING UP BEC/TOOTH & NAIL	216	-21
16	7	13	NOSTALGIATOPIA ELEVENTYSEVEN FLICKER/PLG	210	-19
0	21	3	BREAK ME DOWN RED ESSENTIAL/PLG	197	+20
18	13	14	FORGIVEN RÉLIENT K CAPITOL/GOTEE	192	-40
0	19	6	SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I DO). ALMOST. VIRGIN/TOOTH & NAIL.	185	+1
20	24	8	THESE PAGES MAINSTAY BEC/TOOTH & NAIL	181	+9
	25	4	SURFACE DEAS VAIL BRAVE NEW WORLD	179	+12
22	26	2	BOOMIN' TOBYMAC FOREFRONT/EMICMG	162	+20
23	28	2	FIENDS CHASING VICTORY MONO VS STEREO	160	+24
0	27	2	I LOVE YOU TO DEATH FAMILY FORCE S MAVERICK/GOTEE	157	+21
25	N	EW	PERFECT FLYLEAF OCTONE/J/RMG	135	+20
26	30	7	WORD OF MOUTH JOHN REUBEN GOTEE	134	+8
9		IW.	AWAKENING SWITCHFOOT SPARROW/COLUMBIA/EMICMG	133	+10
28	18	16	THE FIGHT CLASSIC CRIME TOOTH & NAIL	133	-54
29	22	18	LOVE DAY OF FIRE ESSENTIAL/PLG	127	-26
30		i V	THE NEXT BIG THING FM STATIC TOOTH & NAIL	121	+18

THIS WEEK	LAST NEED	WEEKS	TITLE ARTIST	MPRINT / PROMOTION LABEL	PL/ TW	4/-
0		9	BY HIS WOUNDS CLORYREVEALED FEAT, MACPOWELL, MARKHALL, STEVEN CURTIS CHAP	MAN BRIANLITTRELL REUNION/PLC	364	+41
2	2	8	WALKING HER HOME MARK SCHULTZ	WORD-CURB	283	-4
3	3	10	GIVE ME JESUS JEREMY CAMP	BEC/TOOTH & NAIL	274	-4
Ð	7	7	BE LIFTED HIGH MICHAEL W. SMITH	REUNION/PLG	251	+37
5	4	9	LIFT UP THE NAME JAIME JAMGOCHIAN FEAT. SCOTT KRIPPAYNE	CENTRICITY	230	-22
6	6	6	ON THE THIRD DAY MICHAEL OLSON	ROCKETOWN	229	+9
7	5	17	HOLD FAST MERCYME	INO	226	-24
8	13	5	HOW CAN I KEEP FROM SINGING CHRIS TOMLIN	SIXSTEPS/SPARROW/EMICMG	190	+25
9	te	5	UNDO RUSH OF FOOLS	MIDAS	181	+14
10	18	3	SAVED THE DAY PHILLIPS, CRAIG& DEAN	INO	180	+55

INSPO)						
т	w	LW	WKS	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PL/ TW	4YS +/-
1	11	11	15	WISH YOU WERE HERE MARK HARRIS	INO	171	-2
1	2	8	18	EVERLASTING GOD BRENTON BROWN	SURVIVOR/SPARROW/EMI CMG	168	-23
0	3	14	3	SUFFICIENT ADIE CAMP	BEC/TOOTH & NAIL	163	+12
1	4	9	4	NEEDED WAYBURN DEAN	WAYJADE/EMG	162	-15
0	5)	17	3	HOSANNA PAUL BALOCHE	INTEGRITY	149	+3
1	6	16	10	I KNOW YOU'RE THERE CHANDLER	SPIN 36D	136	-13
1	7		100	HE'S ALIVE ALLEN ASBURY	RAZOR & TIE	119	+5
1	8	19	11	IN CHRIST ALONE AVALON	SPARROW/EMI CMG	114	-8
1	9	20	11	GIVE IT ALL AWAY AARON SHUST	BRASH	113	-4
2	0			I BELIEVE IN YOU JOEL ENGLE	SPIN THREE-SIXTY/DOXOLOGY	109	+43

CHRISTIAN INSPO REPORTERS

WM■T/Asheville, NC PD: Tam Greene MD: Matt Stockman

WM Bl. 'Chicago, IL* OM: _ ohn Hayden PD: Sollin Lambert MD: Steve Hiller

KCBVDallas, TX* PD: Mike Tirone MD Lisa Bamford

WCJR/Dayton, OH OM Keith Hamer PDAJD: Eric Johnson WCIK/Elmira, NY PD: John Owens MD: Bruce Barrows

WNFR/Flint, MI PD: Brian Smith MD: Ellyn Davey

KNLB/Phoenix, AZ PD: Faron Eckelbarger

KLVV/Ponca City, OK PD/MD: Tony Weir APD: Jeremy Louis WGSL/Rockford, IL OM: Ron Tietsort PD: Corey Neese MD: Charmel Jacobs

WUGN/Saginaw, MI* PD/MD: Peter Brooks

KCRN/San Angelo, TX PD/MD: Mark Mohr APD: Steve Hayes

WSMR/Sarasota, FL DM: Douglas Poll PD: Dave Ryerson MD: Paul Perrault **Skylight Radio Network/Satellite** OM: Bruce Hanson PD: Neil Stavem

PD: Neil Stavem APD: Paul Perrault MD: Dan Wynia

WAFR/Satellite OM: Marvin Sanders PD: Rick Robertson APD: Steve Sharbutt MD: Jim Stanley

KCFB/St. Cloud, MN PD: Jim Park MD: Chuck Heuberger KYCC/Stockton, CA* PD: Scott Mearns MD: Marina Tahod

WOLW/Traverse City, MI PD/MD: Patrick Greene

KFLT/Tucson, AZ PD: Dawn Bumstead APD: Adam Biddell MD: Bill Ronning

WGNV/Wausau, WI MD: Todd Christopher

CHRISTIAN

CHRISTIAN REPORTERS

CHRISTIAN CHR

KLYT/Albuquerque, NM PD: Matt Gentry MD: Joev Belville

KAFC/Anchorage, AK

WHMX/Bangor, ME

APD/MD: Morgan Smith

KWOF/Cedar Rapids, IA

OM/PD: Jack Davis

WONU/Chicago, IL* OM: Justin Knight PD: Johnathon Eltrevoog MD: Mallory DeWees

KXWA/Denver, CO

KZZQ/Des Moines, IA PD: Mike Schlote

WJRF/Duluth, MN PD/MD: Terry Michaels

KNMI/Farmington, NM OM: Wilann Thomas PD: Darren Nez

WSCF/Ft. Pierce, FL

WORQ/Green Bay, WI OM/PD: Jim Raider

WAYK/Kalamazoo, MI PD/MD: Mike Couchman

WYLV/Knoxville, TN* PD: Jonathan Unthank MD: Danielle Hedges

WAYM/Nashville, TN* OM: Dave Senes PD: Jeff Brown

WNAZ/Nashville, TN* OM/PD: Dave Queen APD: Jennifer Houchin MD: Seth Routzahn

MD: Stace Whitmire

WJLZ/Norfolk, VA* OM/PD: JP Morgan APD: Anne Verebely

KJTH/Ponca City, OK PD/MD: Tony Weir APD: Jeremy Louis

KZRI/Portland, OR*

PD: David Pierce

KFFR/Pullman, WA

KTPT/Rapid City, SD OM: Tom Schoenstedt PD/MD: Joseph Standish

WPRJ/Saginaw, MI OM: Gary Bugh PD/MD: Aaron Dicer

KLFF/San Luis Obispo, CA* PD: Matt Williams MD: Noonie Fugler

WBYO/Sellersville, PA OM: David Baker PD/MD: Kristine McClain

PD/MD: Kristine McClain

KADI/Springfield, MO*

PD/MD: Rod Kittleman
WBVM/Tampa, FL*

PD: Johnny Vincent MD: Olivia Paff

WYSZ/Toledo, OH PD/MD: Jeff Howe APD: Craig Magrum KDUV/Visalia, CA* PD: Joe Croft APD: Shannon Steele

WCLQ/Wausau, WI PD/MD: Matt Deane

CHRISTIAN ROCK

KGNZ/Abilene, TX PD: Nick Bradshaw

KLYT/Albuquerque, NM PD: Matt Gentry MD: Joey Belville

WCVK/Bowling Green, KY OM: Ken Burns PD: Cale McCubbins MD: Whitney Yule

WVOF/Bridgeport, CT PD/MD: Bob Felberg

WCWP/Brookville, NY PD: Peter Bellotti MD: Reena Temburni

WUFM/Columbus, OH* OM: Michael Buckingham PD/MD: Nikki Cantu APD: Laine Moneyhon

KBNJ/Corpus Christi, TX PD: Arron Daniels

KVRK/Dallas, TX PD: Chris Goodwin MD: Orue Mitchell

WSNL/Flint, MI MD: Brian Goodman

WORQ/Green Bay, WI* OM/FD: Jim Raider

WBFJ/Greensboro, NC PD/MD: Wally Decker APD: Darren Stevens

WJTL/Lancaster, PA*
PD: John Shirk
MD: Phil Smith

KIBZ/Lincoln, NE

WDML/Marion, IL

WMKL/Miami, FL PD: Rob Robbins MD: Kelly Downing

WJLZ/Norfolk, VA* OM/FD: JP Morgan APD: Anne Verebely

WITR/Rochester, NY PD/MD: Samme Palermo APD: Craig "Zippy" Blake

WPRJ/Saginaw, MI OM: Gary Bugh PD/MD: Aaron Dicer

WJIS/Sarasota, FL MD: Michelle Tellone

Effect Radio Network/Satellite PD/MD: Brian Harman APD: Amanda Harman

Firexcape/Satellite

Positive Rock Show/Satellite

Red Letter Rock 20/Satellite PD: Cody Christopher MD: Reid Johnson

The Sound Of Light/Satellite

Whip of Cords/Satellite OM/PD: Matt Rhodes KCLC/St. Louis, MO

WBVM/Tampa, FL* PD: Johnny Vincent MD: Olivia Paff

WYSZ/Toledo, OH PD/MD: Jeff Howe APD: Craig Magrum

KCXR/Tulsa, OK OM: Bob Thornton PD: Scott Herrold

WCLQ/Wausau, WI PD/MD: Matt Deane

INSPO

WMIT/Asheville, NC PD: Tom Greene MD: Matt Stockman

WMBI/Chicago, IL* OM: John Hayden PD: Collin Lambert MD: Steve Hiller

KCBI/Dallas, TX* PD: Mike Tirone MD: Lisa Bamford

WCDR/Dayton, OH OM: Keith Hamer PD/MD: Eric Johnson

WCIK/Elmira, NY PD: John Owens MD: Bruce Barrows

WNFR/Flint, MI PD: Brian Smith MD: Ellyn Davey

KNLB/Phoenix, AZ PD: Faron Eckelbarger

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WUGN/Saginaw, MI*

KCRN/San Angelo, TX PD/MD: Mark Mohr APD: Steve Hayes

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WOLW/Traverse City, MI PD/MD: Patrick Greene

KFLT/Tucson, AZ PD: Dawn Bumstead APD: Adam Biddell MD: Bill Ronning

WGNV/Wausau, WI MD: Todd Christopher

* Monitored Reporters



► WITH 274 PLAYS AT 16 REPORTING STATIONS, **JEREMY CAMP** ARRIVES AT NO. 23 WITH "GIVE YOU GLORY"

7		-		1700	
THIS WEEK	WED	KS	CHRISTIAN AC INDICATOR	EXCIL	
ZH.S	1881	NE SEE	TITLE ARTIST IMPRINT / PROMOTION LABEL	FW.	+/-
1	1	12	EVERLASTING GOD LINCOLN BREWSTER VERTICAL/INTEGRITY	דדד	-4
2	3	8	HOW CAN I KEEP FROM SINGING CHRIS TOMLIN SIXSTEPS/SPARROW/EMICMG	766	+18
3	4	8	WALKING HER HOME MARK SCHULTZ WORD-CURB	750	+19
4	2	23	DOES ANYBODY HEAR HER CASTING CROWNS BEACH STREET/REUNION/PLG	710	-47
6	6	9	UNDO RUSH OF FOOLS MIDAS	652	+58
6	7	B	MADE TO LOVE TOBYMAC FOREFRONT/EMICMG	638	+51
0	8	7	SUNRISE NICHOLE NORDEMAN SPARROW/EMI CMG	538	+20
8	11	6	SOMETHING BEAUTIFUL NEWSBOYS INPOP	528	+42
9	15	5	EVERY TIME I BREATHE BIG DADDY WEAVE FERVENT/WORD-CURB	52 5	+81
10	9	7	WHAT COULD BE BETTER (THE DAYS AHEAD) 33MILES (NO	521	+26
11	5	20	AWAKEN NATALIE GRANT CURB	519	-100
12	12	9	BY HIS WOUNDS CLORY REVEALED FEAT, MAC POWELL, MARK HALL, STEVEN CURTIS CHAPMAN, BRIANLITTRELL REUNION/PLG	496	+20
13	10	20	BIG ENOUGH AYIESHA WOODS COTEE	419	-74
14	13	2 2	GIVE IT ALL AWAY AARON SHUST BRASH	404	-55
(5)	19	8	SHINE MATT REDMAN SIXSTEPS/SPARROW/EMICMG	357	+20
16	17	9	GIVE ME AMAZING GRACE JACKSON WATERS WORD-CURB	335	-13
17	21	10	THE BLESSING JOHN WALLER BEACH STREET/REUNION/PLG	334	+28
18	18	13	WISH YOU WERE HERE MARK HARRIS INO	327	-13
19	20	5	DON'T GIVE UP SANCTUS REAL SPARROW/EMICMG	3 20	+7
20	16	17	LITTLE IS MUCH DOWNHERE CENTRICITY	309	-88
21	25	2	TUNNEL THIRD DAY ESSENTIAL/PLG	308	+79
22	23	6.	BE LIFTED HIGH MICHAEL W. SMITH REUNION/PLG	295	+18
23		ite.	GIVE YOU GLORY JEREMY CAMP BEC/TOOTH & NAIL	274	+147
24	26	4	ON THE THIRD DAY MICHAEL OLSON ROCKETOWN	259	+37
25	24	4	THERE IS A RIVER JARS OF CLAY ESSENTIAL/PLG	251	+19
26	28	3	I'M NOT WHO ! WAS BRANDON HEATH REUNION/PLG	238	+41
27	29	3	WATERFALL SALVADOR WORD-CURB	226	+30
28			BRING THE RAIN MERCYME INO	218	+207
29		E al	SAVED THE DAY PHILLIPS, CRAIG & DEAN INO	178	+41
30		731	BLESSED BE JASON GRAY CENTRICITY	176	+18

CHRISTIAN AC

Troy R-search					MARK	
TITLE ARTIST	IMPRINT / PROMOTION LABEL	FAM%	W 25-54	W 25-34	W 35-44	W 45-54
PRAISE YOU IN THIS STORM CASTING CROWNS	BEACH STREET/REUNION PLG	97%	4.37	4.38	4.38	4.34
MY SAVIOR MY GOD AARON SHUST	8RASH	97%	4.23	4.20	4.33	4.17
BY HIS WOUNDS GLORY REVEALED POWELL, CHAR	PMAN,HALL,LITTRELL REUNION/PLG	78%	4.14	4.12	4.14	4.17
I WILL LIFT MY EYES BEBO NORMAN	ESSENTIAL/PLG	94%	4.13	4.06	4.10	4.22
MADE TO LOVE TOBYMAC	FOREFRONT/EMI CMG	93%	4.10	4.21	4.14	3.96
HOW CAP I KEEP FROM SINGING CHRIS TOMLIN	SIXSTEPS/SPARROW/EMI CMG	83%	4.10	4.03	4.07	4.21
YOUR NAME PHILLIPS, CRAIG & DEAN	INO	92%	4.10	4.04	4.18	4.07
EVERLASTING GOO LINCOLN BREWSTER	VERTICAL/INTEGRITY	89%	4.09	4.05	4.07	4.16
ENOUGH 3ARLCWGIRL	FERVENT/WDRD-CURB	97%	4.07	4.24	4.04	3.93
MOUNTAIN OF GOD THIRD DAY	ESSENTIAL/PLG	97%	4.07	4.08	4.05	4.08
YOU ALO NE ECHOING ANGELS	INO	96%	4.06	4.01	4.09	4.09
UNDO RUSH OF FOOLS	MIDAS	70%	4.00	4.02	4.01	3.96
DOES AN'/BODY HEAR HER CASTING CROWNS	BEACH STREET/REUNION/PLG	96%	4.00	4.04	3.98	3.96
HOLD FAST MERCYME	INO	83%	3.99	3.99	4.00	4.00
ALL WHO ARE THIRSTY KUTLESS	BEC/TOOTH & NAIL	93%	3.98	3.95	4.08	3.92
SOMETHING BEAUTIFUL NEWSBOYS	INPOP	71%	3.96	4.01	3.90	3.97
WHAT IT WEANS JEREMY CAMP	BEC/TOOTH & NAIL	89%	3.93	3.88	3.97	3.94
MADE TO WORSHIP CHRISTOMLIN	SIXSTEPS/SPARROW/EMICMG	97%	3.88	3.83	3.88	3.93
THE BLESSING JOHN WALLER	BEACH STREET/REUNION/PLG	60%	3.86	3.95	3.84	3.81
WALKING HER HOME MARK SCHULTZ	WORD-CURB	91%	3.84	3.78	3.90	3.84

Total Sample size is 2510. These are average scores for music in the Contemporary Christian AC format, based on cata from surveys conducted throughout the US, using TroyResearch Online Music Tracking. Online panelists score each song on a 1-5 scale where 1 = strongly dislike and 5 = strongly like. TroyResearch is a registered trademark of RedioResearch.Com. To inquire about Online Music Tracking with TroyResearch, call Jonathan Little at 740-549-5700, x61 or email jlittle@troyresearch.com.



Wasn't 'Nashville Star' supposed to uncover future country superstars?

Lost In The Shadow Of 'American Idol'

R.J. Curtis

RCurtis@RadioandRecords.com

ow that "American Idol" is down to its final 10 contestants, brace yourself for the annual bombardment of multimedia exposure for the pop culture juggernaut, with all eyes on Fox to see who the next mega-superstar will be. The show generates more than 30 million viewers weekly. For the Feb. 22 episode alone, more than 30 million votes were cast, and last season, more than 580 million total votes were tallied.

"Idol" transcends all genres and provides an endless source of content for morning shows in most every format. The program is an offshoot of the U.K. reality show "Pop Idol," designed to provide us with the newest, most exciting mass media pop star. What's interesting, however, is the recent proliferation of country talent from "Idol," most prominently Carrie Underwood, who, among other enormous accomplishments, has sold more than 5 million copies of her debut release, "Some Hearts." That puts her above the commercial success level of most "mainstream" stars. In addition to Underwood, Josh Gracin has established a respectable career in country, while

Kellic Pickler and Bucky Covington are both off to promising starts.

Lost in the country influence of "Idol" is the TV show specifically designed to uncover talent for country music, "Nashville Star." It premiered in March 2003 and has had what can best be described as mixed success. The only contestant from "Nashville Star" to sustain a career has been Miranda Lambert, who finished third in the show's inaugural year. Chris Young, the 2006 winner, came away from Country Radio Seminar earlier this month with a strong buzz after an impressive performance at the Sony BMG luncheon, eliciting optimism.

Talent Shows Affecting A&R?

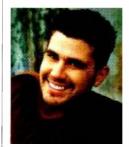
Now that there are more high-profile outlets for aspiring performers of all genres, from "Nashville Star" and "American Idol" to grass-roots interest generated by MySpace, how do they change the nature of labels' A&R efforts? Lyric Street Records VP of national promotion Kevin Herring says it still boils down to the music. "I was not familiar with ["Idol" season five finalist] Bucky Covington but when I heard the songs [Lyric Street senior VP of A&R] Doug Howard played, I said, 'Hell yes.' " However, Herring says A&R execs "counting on a TV show for your next big thing" are in trouble. While nationally televised shows "save us years in development and speed up the awareness process," Sony BMG executive VP Butch Waugh says his A&R people don't care where the next

gifted artist is discovered—as long as "they find them and get the chance to work with them."

That said, both shows catch the eyes of A&R people, and according to Waugh, provide "a chance to see the artist under many different situations, and in a way, get a head start on knowing the acts." Once acquainted with the artists, A&R works closely with them, "to find great songs, help them connect with great songwriters and work with them to create the most compelling album they can produce," Waugh says. Calling the Sony BMG A&R department "relentless," Waugh says it works hard to give the label great music that defines the artist. "Given the level of talent I have seen with these artists, I think we should be proud of these artists and the interest they bring to our format." —RJC



Underwood



Gracin



Waugh

With "Idol" casting such a huge shadow, and no breakthrough artist to emerge from "Nashville Star," the latter show's influence is questionable. Radio programmers are mixed on its effect, with Citadel WKDF/Nashville PD Bud Ford voicing a strong "no," describing the show as "cheesy" and "an also-ran," and askingrhetorically, we assume-"What network is 'Nashville Star' even on?" Cumulus KPLX/ Dallas PD John Sebastian is a bit kinder, preferring not to characterize "Star" as irrelevant, but pointing out that "'Idol' has overwhelmed the influence 'Star' has at this point." According to Mike James, OM of Hall Communications WPCV/Lakeland, Fla., when "Idol" delivered Underwood to country, it made it extremely difficult for "Star" to compete on the same level. "'Idol' is such an iconic phenomenon," James says. "Just about everyone else is bound to get crushed in its path.'

Given the increase in country contestants from the most-watched TV show in America, R&R wondered: Does this indicate country might, in fact, be a mass appeal format again? Beverlee Brannigan, OM for Journal Broadcast Group KFDI/Wichita, believes so. "What I really like is that no one is apologizing for it anymore," she says.WKDF's Ford says,"The kids in their young 20s were born in the mid-'80s and their first musical memories were probably during the country explosion of the early '90s." James concurs, observing that some "Idol" contestants who made it to the final 12 during the past few seasons are simply part of the lifegroup, "I don't think Kellie Pickler or Bucky Covington suddenly decided to go country," he says.

Even though none of this year's "Idol" finalists appears to be country-bound, country programmers still aren't holding out much hope for future success stories to emerge from "Star." According to Ford, it is battling a track record problem because "it has yet to turn out a superstar." Sebastian says, "They just aren't the quality performers and singers the top 12 develops on 'Idol.' "Comparing "Idol" to the major leagues ("best talent, big production, big stars"), Brannigan pegs "Star" as AAA ball. KKBQ/ Houston OM Johnny Chiang says that while it's unfair to characterize "Star" contestants as less talented than the ones on "Idol," "there's no doubt the strength and mainstream popularity of 'Idol' gives its contestants much more appeal to the

Since his label has experience with both "Idol" and "Star" winners (Underwood and Young), Sony BMG executive VP Butch Waugh is perhaps most qualified to provide a label perspective on the shows. "I don't think you can compare the 'American Idol' audience of 30 million per show with three shows a week to the 'Nashville Star' one-hour show with an audience in the 2 million range,"Waugh says. "Star" contestants are just as competitive and have the same desire to be part of the music industry as the hopefuls on "Idol," he adds. What's more, "Idol" contestants are contributing in a major way to the overall music industry "and have truly given us some amazing musical talents," he says.



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE CERTIFICATIONS TATUS ARTIST STATUS		AUDIENCE (IN MILLIONS) TW +/-		PLAYS TW RANK	
(1)	1	15	BEER IN MEXICO KENNY CHESNEY	NO.1(3 WK5)	34.858	+0.626	4589	1
3	2	13	LAST DOLLAR (FLY AWAY) TIM MCGRAW	☆ CURB	32.694	+1.037	4461	2
3	3	18	WASTED CARR E UNDERWOOD	ARISTA/ARISTA NASHVILLE	31.901	+2.171	4329	3
4	6	12	STAND RASCAL FLATTS	LYRIC STREET	29.128	+2.446	4086	4
0	5	20	ANYWAY MARTINA MCBRIDE	th RCA	28.033	+0.932	4005	5
6	8	13	SETTLIN' SUGARLAND	か MERCURY	27.989	+2.050	3913	6
•	10	34	I'LL WAIT FOR YOU JOE NICHOLS	ជា UNIVERSAL SOUTH	26.478	+1.960	3758	7
8	7	29	LADIES LOVE COUNTRY BOYS TRACE ADKINS	於 CAPITOL NASHVILLE	23.311	-3.159	3049	10
9	11	8	HIGH MAINTENANCE WOMAN TOBY KEITH	爺 SHOW DOG NASHVILLE	22.451	+0.940	3067	9
10	4	19	STUPID BOY KEITH URBAN	位 CAPITOL NASHVILLE	22.112	-6.453	3095	8
1	12	19	LONG TRIP ALONE DIERKS BENTLEY	CAPITOL NASHVILLE	19.591	+1.275	2958	11
12	13	25	GOOD DIRECTIONS BILLY CURRINGTON	MERCURY	18.442	+1.805	2840	12
13	14	23	A FEELIN' LIKE THAT GARY ALLAN	立 MCA NASHVILLE	18.286	+1.891	2678	14
14	15	14	A WOMAN'S LOVE	ARISTA NASHVILLE	17.611	+1.620	2689	13
15	18	15	MOMENTS EMERSON DRIVE	位 MIDAS/NEW REVOLUTION	14.394	+1.907	2209	15
16	17	19	LIPS OF AN ANGEL JACK INGRAM	BIG MACHINE	14.175	+0.669	2122	16
17	22	4	TICKS AIRPOWER/M BRAC PAISLEY	OST INCREASED AUDIENCE ARISTA NASHVILLE	13.811	+3.981	1969	19
18	19	20	ME AND GOD JOSH TURNER	MCA NASHVILLE	12.668	+1.680	2078	17
19	20	22	DON'T MAKE ME BLAKE SHELTON	र्फ WARNER BROS./WRN	12.125	+1.147	2042	18
20	21	30	FIND OUT WHO YOUR FRIENDS TRACY LAWRENCE	ROCKY COMFORT/COS	12.066	+1.537	1904	20
21	23	9	LUCKY MAN MONTGOMERY GENTRY	立 COLUMBIA	11.286	+2.010	1871	21
22	24	25	STARTIN' WITH ME JAKE OWEN	爺 RCA	9.327	+0.846	1634	22
23	29	3	GEORGE STRAIT	MCA NASHVILLE	9.137	+2.722	1405	23
24	25	7	LOST IN THIS MOMENT BIG & RICH	WARNER BROS./WRN	9.040	+1.233	1405	24
25	27	8	JOHNNY CASH JASON ALDEAN	BROKEN BOW	7.897	+0.968	1297	25
26	26	24	DIXIELULLABY PAT CREEN	BNA	7.364	+0.254	1136	26
27	31	7	TEARDROPS ON MY GUITAR TAYLOR SWIFT	BIG MACHINE	5.719	+0.926	957	28
28	32	ñ	A DIFFERENT WORLD BUCKY COVINGTON	LYRIC STREET	5.408	+0.971	1009	27
29	34	10	GUYS LIKE ME ERIC CHURCH	CAPITOL NASHVILLE	4.702	+0.825	813	29
9	33	8	I WONDER KELL E PICKLER	th BNA	4.647	+0.675	761	30

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE CERTIFICATI	BDS & HITPREDICTOR ONS STATUS MPRINT / PROMOTION LABEL	AUDI (IN MIL TW	ENCE LIONS) +/-	PLA) TW	YS RANK
31	35	14	ISN'T SHE CAROLINA RAIN	EQUITY	3.464	+0.218	668	32
32	37	10	IGOT MORE COLE DEGGS AND THE LONESOME	COLUMBIA	3.426	+0.686	692	31
33	38	8	THAT KIND OF DAY SARAH BUXTON	BREAKER LYRIC STREET	3.154	+0.729	593	33
34	40	9	ALL MY FRIENDS SAY LUKE BRYAN	CAPITOL NASHVILLE	2.618	+0.496	423	35
35	39	6	A LITTLE MORE YOU LITTLE BIG TOWN	EQUITY	2.552	+0.399	451	34
36	44	3	THESE ARE MY PEOPLE RODNEY ATKINS	CURB	2.232	+0.994	384	37
377	50	4	TOUGH CRAIG MORGAN	BROKEN BOW	1.945	+1.187	359	38
38	41	15	MISSING YOU 2007 ALISON KRAUSS AND JOHN WAITE	ROUNDER	1.834	-0.146	259	42
39	N	EW	(YOU WANT TO) MAKE A MEMOR	HOT SHOT DEBUT ISLAND/MERCURY	1.686	+1.686	132	51
40	36	20	COME TO BED GRETCHEN WILSON	ជា COLUMBIA	1.683	-1.310	289	41
41	42	9	SAY YES DUSTY DRAKE	BIG MACHINE	1.523	-0.167	395	36
42	46	10	WHAT I DID LAST NIGHT CATHERINE BRITT	REA	1.336	+0.203	338	39
43	49	4	TENNESSEE THE WRECKERS	MAVERICK/WARNER BROS./WRN	1.211	+0.390	170	46
44	43	17	COME ON RAIN STEVE HOLY	ជា CURB	1.048	-0.585	191	45
45	52	4	LIVIN' OUR LOVE SONG	ARISTA NASHVILLE	0.976	+0.300	219	43
46	51	3	SHE AIN'T RIGHT	ASYLUM-CURB	0.941	+0.237	316	40
47	45	12	HOUSE LIKE THAT DONOVAN CHAPMAN	CATEGORY 5	0.877	-0.361	112	54
48	48	3	DIRTY GIRL TERRICLARK	th BNA	0.749	-0.148	141	49
49	59	2	LAST GOOD TIME FLYNNVILLE TRAIN	SHOW DOG NASHVILLE	0.708	+0.351	210	44
50	53	9	BOMSHEL STOMP BOMSHEL	CHRB	0.590	+0.031	120	53
51	57	20	MORE ROCKIE LYNNE	UNIVERSAL SOUTH	0.567	+0.043	43	-
52	N	EW	JUST MIGHT HAVE HER RADIO OF TRENT TOMLINSON		0.566	+0.360	160	47
53	56	5	CALLING ME KENNY ROGERS FEATURING DON HE		0.558	+0.031	84	57
54	N	EW	FAMOUS IN A SMALL TOWN MIRANDA LAMBERT	COLUMBIA	0.539	+0.320	142	48
55	47	12	SPOKEN LIKE A MAN BLAINE LARSEN	GIANTSLAYER/BNA	0.529	-0.484	97	55
56	N	EW	SUSPICIONS TIM MCGRAW	CURB	0.511	+0.503	47	-
57	RE-E	HTRY	MISSING YEARS	MONTAGE	0.408	+0.104	139	50
58	54	13	MISSING MISSOURI'	RCA	0.380	-0.173	30	-
9	N	EW	FALL CLAY WALKER	ASYLUM-CURB	0.376	+0.255	32	-
60		EW	DAISY HALFWAY TO HAZARD	MERCURY	0.365	+0.256	41	_

MO	ST
NCRE	ASED
AUDI	
(IN MIL	LIONS)

+3.981 TICKS

+2,446 STAND

35

NEW AND ACTIVE

TITLE ARTIST / LABEL AFTIST / LABEL I NEED YOU 0.328/0.328
Tim McCraw With Faith Hill
(CURB)
TOTAL STATIONS: 19 TOTAL STATIONS: YOU'RE GONNA LOVE ME Chris Young (FCA) 0.326/0.041

TOTAL STATIONS

TITLE ARTIST / LABEL HE BELIEVED 0.257/0.011
Aaron Tippin
(NIPPIT/RUST) GOD DON'T MAKE MISTAKES 0.308/0.068 LLOVE WOMEN (MY MOMMA PROVE 0.241/0.021 CAN'T STAND) 0.281/0.008

Jerrod Niemann
(CATECORY 5)

TOTAL STATIONS: 23



WPUR, WSOC, WUSN, WWNU, WXTU, WYCD

WCOL, WCTQ, WESC, WFMS, WIRK, WKIS, WKSF, WMSI, WQBE, WWNU, WWYZ, WXBQ

FIND OUT WHO YOUR FRIENDS ARE
Tracy Lawrence
(ROCKY COMFORT/COS)
KMPS, KRMD, KSCS, WCOL
WCTO, WKKO, WKLB, WKS
WKXC, WRNS, WWYZ,
WXTU

FOR WEEK ENDING MARCH 25, 2007

Country Radio's Top Choice For Sweepers & Promos

Over 60 of radio's top voices at: PlanetCharley.com



COUNTRY MONITORED REPORTERS

WGNA/Albany, NY PD: Buzz Brindle MD: Bill Earley

KBQI/Albuquerque, NM OM: Bill May PD: Tim Jones APD/MD: Jeff Jay

KRST/Albuquerque, NM OM/PD: Eddie Haskell MD: Paul Bailey

WCTO/Allentown, PA OM/PD: Shelly Easton APD/MD: Jerry Padden

WKSF/Asheville, NC OM/PD: Jeff Davis APD/MD: Brian Hatfield

WKHX/Atlanta, GA DM/PD: Mark Richards MD: Mike Macho

WPUR/Atlantic City, NJ PD: Joe Kelly

WKXC/Augusta, GA PD: T Gentry

KUZZ/Bakersfield, CA PD: Evan Bridwell MD: Donna James

WYPY/Baton Rouge, LA PD: Dave Dunaway APD/MD: Jimmy Brooks

WZKX/Biloxi, MS DM/PD: Bryan Rhodes

WDXB/Birmingham, AL OM: Tom Hanrahan PD: Todd Berry

KIZN/Boise, ID OM/PD: Rich Summers APD: Steve Shannon MD: Spencer Burke

WKLB/Boston, MA OM: Don Kelley PD: Mike Brophey APD/MD: Ginny Rogers

WYRK/Buffalo, NY PD: Wendy Lynn

WOKO/Burlington, VT OM/PD: Steve Pelkey MD: Bill Sargent

WNKT/Charleston, SC PD: Brian Driver

WQBE/Charleston, WV OM: Jeff Whitehead PD: Ed Roberts MD: Bill Hagy

WKKT/Charlotte, NC OM: Bruce Logan PD/MD: John Roberts

WSOC/Charlotte, NC PD: D.J. Stout APD/MD: Rick McCracken

WUSY/Chattanooga, TN PD: Kris Van Dyke MD: Bill Poindexter

WUSN/Chicago, IL PD: Mike Peterson MD: Marci Braun

WUBE/Cincinnati, OH OM/PD: Marty Thompson APD: Kathy O'Connor MD: Duke Hamilton

WGAR/Cleveland, OH MD: Chuck Collier

WWNU/Columbia, SC MD: Tyler On The Radio

WCOL/Columbus, OH PD: John Crenshaw APD/MD: Dan E. Zuko

KRYS/Corpus Christi, TX OM: Paula Newell PD: Frank Edwards

KPLX/Dallas, TX PD: John Sebastian APD: Smokey Rivers MD: Cody Alan

KSCS/Dallas, TX OM/PD: Tom Hunter APD/MD: Chris Huff

KYGO/Denver, CO PD: Joel Burke MD: Garrett Doll

KHKI/Des Moines, IA OM: Jack O'Brien PD/MD: Andy Elliott KJJY/Des Moines, IA OM: Jack O'Brien PD: Andy Elliott MD: Eddie Hatfield

WYCD/Detroit, MI PD: Tim Roberts APD/MD: Ron Chatmar

KHEY/EI Paso, TX PD: Steve Gramzay MD: Marty Austin

WFBE/Flint, MI PD: Coyote Collins APD/MD: Dave Geronimo

KSKS/Fresno, CA PD: Steve Pleshe MD: Jody Jo Mize

WCKT/Ft. Myers, FL PD: Mark Wilson

WWGR/Ft. Myers, FL PD/APD: Steve Hart WOHK/Ft. Wayne. IN

WQHK/Ft. Wayne, IN OM/PD: Rob Kelley MD: Dave Michaels

WOGK/Gainesville, FL PD: Mr. Bob MD: Big Red WBCT/Grand Rapids, MI OM/PO: Doug Montgomery APD/MD: Dave Taft

WNCY/Green Bay, WI OM: Jeff McCarthy

WRNS/Greenville, NC PD/MD: Wayne Carlyle

WESC/Greenville, SC PD: Steve Geofferies APD/MD: John Landrum

WSSL/Greenville, SC PD: Steve Geofferies APD/MD: Kix Layton

WRBT/Harrisburg, PA PD: Joe Kelly APD/MD: Newman

WWYZ/Hartford, CT

KILT/Houston, TX PD: Jeff Garrison MD: Greg Frey

KKBQ/Houston, TX OM/PD: Johnny Chiang MD: Christi Brooks

WFMS/Indianapolis, IN PD: Bob Richards MD: J.D. Cannon

WMSI/Jackson, MS OM: Steve Kelly PD: Rick Adams APD/MD: Kim Allen

WGNE/Jacksonville, FL PD/MD: Jeff Davis

WXBO/Johnson City, TN PD/MD: Bill Hagy KBEQ/Kansas City, MO

MD: T.J. McEntire

KFKF/Kansas City, MC

KFKF/Kansas City, MO OM/PD: Dale Carter APD/MD: Tony Stevens WDAF/Kansas City, MO

OM: Thom McGinty PD: Michael Cruise APD/MD: Jesse Garcia

WIVK/Knoxville, TN OM/PD: Mike Hammond MD: Colleen Addair KXKC/Lafayette, LA

WPCV/Lakeland, FL OM/PD: Mike James APD/MD: Jeni Taylor

WIOV/Lancaster, PA PD: RJ McKay

WITL/Lansing, MI OM: Brent Alberts PD: Jay J. McCrae APD/MD: Chris Tyler

KCYE/Las Vegas, NV PD/MD: R.W. Smith

KWNR/Las Vegas, NV PD: Brooks O'Brian MD: Jason Steiner WLXX/Lexington, KY OM: Robert Lindsey PD/MD: Marshall Stewart

KSSN/Little Rock, AR PD/MD: Chad Heritage

WAMZ/Louisville, KY PD: Coyote Calhoun MD: Night Train Lane

WWQM/Madison, WI MD: Mel McKenzie

KTEX/McAllen, TX OM: Billy Santiago PD: Jo Jo Cerda APD: Frankie Dee MD: Patches

WGKX/Memphis, TN PD: Lance Tidwell APD/MD: Trapper John

WKIS/Miami, FL PD: Bob Barnett APD: Billy Brown MD: Darlene Evans

WMIL/Milwaukee, WI OM/PD: Kerry Wolfe APD: Scott Dolphin MD: Mitch Morgan

KEEY/Minneapolis, MN OM/PD: Gregg Swedberg APD: Travis Moon MD: Mary Gallas

KTOM/Monterey, CA OM: Sam Diggedy APD: Jim Pearson

WKDF/Nashville, TN OM: Dave Kelly PD: Bud Ford APD/MD: Justin Cole

WSIX/Nashville, TN PD/MD: Keith Kaufmar WSM/Nashville, TN MD: Frank Seres

WGH/Norfolk, VA OM/PD: John Shomby APD/MD: Mark McKay

KKNG/Oklahoma City, OK OM/PD: Kevin Christopher MD: Lynn Waggoner

KTST/Oklahoma City, OK OM/PD: Tom Travis

KXKT/Omaha, NE PD: Tom Goodwin MD: Craig Allen KHAY/Oxnard, CA

WXBM/Pensacola, FL PD/MD: Lynn West

WXTU/Philadelphia, PA OM/APD: Roy Land PD: Bob McKay

KMLE/Phoenix, AZ PD: Jay McCarthy APD/MD: Dave Collins

KNIX/Phoenix, AZ PD: Ray Massie MD: Gwen Foster

WDSY/Pittsburgh, PA OM/PD: Keith Clark APD/MD: Stoney Richards WOGI/Pittsburgh, PA OM: Frank Bell

KUPL/Portland, OR PD: John Paul APD/MD: Rick Taylor

KWJJ/Portland, OR OM: Clark Ryan PD: Mike Moore APD/MD: Savannah Jones

WOKQ/Portsmouth, NH OM: Mark Ericson PD: Mark Jennings MD: Dan Lunnie

WCTK/Providence, RI PD: Stephen Guittari APD/MD: Sam Stevens

WQDR/Raleigh, NC OM: Paul Michaels PD: Lisa Mckay APD: Mike 'Maddawg' Biddle KFRG/Riverside, CA OM: Lee Douglas PD/MD: Don Jeffrey

WSLC/Roanoke, VA PD: Brett Sharp MD: Robynn Jaymes **WBEE/Rochester, NY** PD: Billy Kidd MD: Weslea Neas

KNCI/Sacramento, CA PD: Mark Evans APD: Greg Cole

WKCQ/Saginaw, MI OM/PD: Mike Skot APD: Kevin Profitt

KSOP/Salt Lake City, UT APD/MD: Debby Turpin

KUBL/Salt Lake City, UT PD: Ed Hill MD: Pat Garrett

KAJA/San Antonio, TX OM: George King PD: Clayton Allen MD: Kactus Lou

KSON/San Diego, CA PD: John Marks MD: Wes Poe

KUSS/San Diego, CA PD: Mike O'Brian MD: Cindy Spicer

KRTY/San Jose, CA PD/MD: Julie Stevens

WCTQ/Sarasota, FL OM: Ron White PD: Sammy Cruise APD/MD: Heidi Decker

KKWF/Seattle, WA PD: Scott Mahalick APD: Rob Walker MD: Valerie Hart

KMPS/Seattle, WA PD: Becky Brenner MD: Tony Thomas

KRMD/Shreveport, LA PD: Wes McShay APD/MD: James Anthony KDRK/Spokane, WA OM/PD: Cary Rolfe MD: Ryan Dokke

KIXZ/Spokane, WA OM: Robert Harder PD/AMD: Paul "Coyote" Neumann

KTTS/Springfield, MO OM/PD: Chris Cannon APD/MD: Curly Clark

KSD/St. Louis, MO PD: Billy Greenwood

WIL/St. Louis, MO PD: Greg Mozingo APD/MD: Danny Montana

KATM/Stockton, CA OM: Richard Perry PD: Randy Black MD: Nikki Thomas

WQYK/Tampa, FL OM/PD: Mike Culotta APD: Beecher Martin MD: Jay Roberts

KIIM/Tucson, AZ OM: Herb Crowe PD/MD: Buzz Jackson

KVOO/Tulsa, OK PD/MD: Ric Hampton

WIRK/West Palm Beach, FL PD: Mitch Mahan MD: JR Jackson

UM/PD: Beverlee Brannigar APD/MD: Carol Hughes WGGY/Wilkes Barre, PA OM: Jim Rising PD: Doc Medek MD: Carolyn Drosey

KFDI/Wichita, KS

WXCY/Wilmington, DE PD/MD: Dave Hovel

WGTY/York, PA PD: Brad Austin MD: Scott Donato

WQXK/Youngstown, OH PD: Dave Steele APD: Doug James MD: Burton Lee



► TIM McGRAW GAINS 107 PLAYS AND HOPS 2-1 WITH "LAST DOLLAR (FLY AWAY)," THE FIRST SINGLE FROM HIS NEW ALBUM "LET IT GO."

THIS WEEK	LAST WEEK	WEEKS	TITLE ARTIST COUNTRY INDICATOR IMPRINT / PROMOTION LAB		.AYS	TOTAL AUD.
0	2.	12		URB 3673		8.311
2		12		BNA 3591		8.027
		12	WASTED CARRIE UNDERWOOD ARISTA/ARISTA NASHVI			7.567
X	5	10	STAND RASCAL FLATTS LYRIC STR		-	7.456
*	7	12				7.245
X	6	17				6.981
\mathbf{X}	8	32		RCA 3264	- , 	6.458
X	9	8				
7		_			1 2 1 2	6.544
7	n	19	GOOD DIRECTIONS BILLY CURRINGTON MERCI			6.048
	12	16	LONG TRIP ALONE DIERKS BENTLEY CAPITOL NASHVI			5.508
1	13	18	A FEELIN' LIKE THAT GARY ALLAN MCA NASHVI		-	5.390
12	4	16	STUPID BOY KEITHURBAN CAPITOL NASHVI			4.989
B	14	12	A WDMAN'S LOVE ALAN JACKSON ARISTA NASHVI			5.025
1	16.	14	LIPS DF AN ANGEL JACK INGRAM BIG MACH			4.497
15)	19:	12	MDMENTS EMERSON DRIVE MIDAS/NEW REVOLUT		+213	4.328
16	17	15	ME AND GDD JOSH TURNER MCA NASHVI			4.209
1	21	7	LUCKY MAN MONTGOMERY GENTRY COLUM	1841 1841	+289	3.957
18	207	17	DDN'T MAKE ME BLAKE SHELTON WARNER BROS./W	VRN 1771	+105	3.758
19	22	10	FIND DUT WHD YOUR FRIENDS ARE TRACY LAWRENCE ROCKY COMFORT/	cos 1734	+222	3.733
20	15	18	HILLBILLY DELUXE BROOKS & OUNN ARISTA NASHVI	ILLE 1655	-437	3.327
	25	3	TICKS BRAD PAISLEY ARISTA NASHVI	ILLE 1641	+430	3.602
22	26	3	WRAPPED GEORGE STRAIT MCA NASHVI	LLE 1564	+431	3.168
23	24	5	LOST IN THIS MOMENT BIG & RICH WARNER BROS./W	vrn 1486	+235	3.168
24	7.7	13	STARTIN' WITH ME JAKEOWEN	RCA 1234	+149	2.527
25	18	19	'FORE SHE WAS MAMA CLAY WALKER ASYLUM-CU	JRB 1214	-5 59	2.496
26	28	6	JOHNNY CASH JASON ALDEAN BROKEN B	ow 1197	+173	2.747
27	302	8	A DIFFERENT WORLD BUCKY COVINGTON LYRIC STR	EET 1017	+131	2.248
28	34	5	TEARDROPS ON MY GUITAR TAYLOR SWIFT BIG MACH	INE 891	+174	1.811
29	23	20	ALYSSA LIES JASON MICHAEL CARROLL ARISTA NASHVI	ILLE 855	-492	1.797
30	32	10	DIXIE LULLABY PAT GREEN	BNA 807	-57	1.698
3	31	8	GUYS LIKE ME ERIC CHURCH CAPITOL NASHVI	LLE 792	-34	1.693
32	33	11	ISN'T THAT EVERYTHING DANIELLE PECK BIG MACH	IINE 697	-53	1.453
33	29	14	I KEEP COMING BACK JOSHGRACIN LYRIC STR	EET 686	-336	1.464
34	35-	8	I GOT MORE COLE DEGGS AND THE LONESOME COLUM	BIA 602	+42	1.269
35			THESE ARE MY PEOPLE RODNEY ATKINS	JRB 584	+400	1.143
36	38	2		3NA 566	+125	1.129
37)	40	3	A LITTLE MORE YOU LITTLE BIG TOWN EQU		+150	1.270
38	37	4	THAT KIND OF DAY SARAH BUXTON LYRIC STRI		+70	1.251
	-	-				

40		-	TOUGH CRAIG MURGAN	BRUKENBUW 465	+176	0.978
THIS WEEK	LASTWEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PL TW	AYS +/-
1	- 1	11	BEER IN MEXICO KENNY CHESNEY	BNA/SONY BMG	588	-24
2	2	11	LAST DOLLAR (FLY AWAY) TIM MCGRAW	CURB/EMI	574	-17
3	3	10	WASTED CARRIEUNDERWOOD	ARISTA/ARISTA NASHVILLE/SONY BMC	565	-12
(4)	5	10	STAND RASCAL FLATTS	LYRIC STREET/UNIVERSAL	538	+42
	Á	12	MOMENTS EMERSON DRIVE	MONTAGE/MIDAS/UNIVERSAL	525	+20
6	8	6	HIGH MAINTENANCE WOMAN TOBY KEITH	SHOW DOC NASHVILLE/UNIVERSAL	481	+31
9	7	9	SETTLIN' SUGARLAND	MERCURY/UNIVERSAL	479	+18
8	6	9	THE WEIGHT AARON PRITCHETT	ОРМ	462	0
0	9	7	I WANT YOU TO LIVE GEORGE CANYON	UNIVERSAL	458	+11
10	10-	18	ANYWAY MARTINA MCBRIDE	RCA/SONY BMG	407	-35
•	13	8	LOVE SWEET LOVE JOHNNY REID	OPEN ROAD/UNIVERSAL	376	+9
12	12	16	LONG TRIP ALONE DIERKS BENTLEY	CAPITOL NASHVILLE/EMI	370	-1
13	11	17	STUPID BOY KEITHURBAN	CAPITOL NASHVILLE/EMI	370	-64
(14)	15	11	A WOMAN'S LOVE ALAN JACKSON	ARISTA NASHVILLE/SONY BMG	319	+6
(15)	22	14	A FEELIN' LIKE THAT GARYALLAN	MCA NASHVILLE/UNIVERSAL	307	+31
16	14	22	WATCHING YOU RODNEY ATKINS	CURB/EMI	291	-55
17	P	EW	DRIVING WITH THE BRAKES ON DOC WALKER	MAPLEMUSIC	287	+167
18	19	9	I'LL WAIT FOR YOU JOENICHOLS	UNIVERSAL SOUTH/UNIVERSAL	286	+7
19	26	9	LIPS OF AN ANGEL JACK INGRAM	BIG MACHINE/UNIVERSAL	283	+10
20	25.	6	YOUR LOVE IS MY LUCK BRAD JOHNER	306/UNIVERSAL	280	+7
21)	49	2	TICKS BRAD PAISLEY	ARISTA NASHVILLE/SONY BMG	274	+153
22	27	3	LOST IN THIS MOMENT BIG & RICH	WARNER BROS./WARNER	256	+9
23	24	15	BUILT TO LAST DAMIAN MARSHALL	BUSY MUSIC	256	-20
24	20	19	FOR THE MUSIC CHRISCUMMINGS	КОСН	249	-29
25	23	22	I'M NOT RUNNING ANYMORE JASON MCCOY	MAPLEMUSIC	243	-33
26	16	18	LADIES LOVE COUNTRY BOYS TRACE ADKINS	CAPITOL NASHVILLE/EMI	238	-67
27	21	23	IT JUST COMES NATURAL GEORGE STRAIT	MCA NASHVILLE/UNIVERSAL	237	-40
28	A STANSON	EW	INTO YOU CAROLYN DAWN JOHNSON	ANGELINE/UNIVERSAL	228	+133
29	20	17	HILLBILLY DELUXE BROOKS & DUNN	ARISTA NASHVILLE/SONY BMG	219	-3
30	35	3	LEAVING LOUISIANA JIMMY RANKIN	SONG DOG/EMI	218	+39

+36

+176

507

465

BIG MACHINE

BROKEN BOW

1.134

0.978

36 6 SAY YES DUSTY DRAKE

TOUGH CRAIG MORGAN

AC/HOT AC



A latent introduction to your AC/hot AC advocate

Getting To Know You

Chuck Taylor

CTaylor@RadioandRecords.com

fter new R&R country editor R.J. Curtis' scribed his inaugural column a couple of months back, illuminating the programming vet's history in the biz (as if we didn't recognize him as renowned PD of the late KZLA/Los Angeles) and what he wanted to accomplish with his column, it got me thinking that since R&R merged with Billboard Radio Monitor last August, I've never offered a proper introduction as your AC/hot AC advocate. You must be riveted by the notion. What is that sound? Dead air? Well, allow me to indulge, all the same.

Like most of my peers here, adoration for radio has been in my blood since I was a little nipper. I was pretty much born into adult contemporary (read: uncool from an early age). At age 10, in 1972, my brother Chris was into the Beatles, Santana, Peter Frampton and Credence Clearwater Revival. He was only three years older and, unfortunately, more familial rival than friend, so I made it my prerogative to contradict his music tastes, instead embracing the Carpenters, Partridge Family and Fifth Dimension. It was an organic enough lean—I was spooked by heavy guitars and assailing vocals. Mind you, it now seems pretty silly, since adopting the Doors as one of my favorite acts as a grown-up (read: Now I'm so cool).

At 16, WWOD-AM, the country radio station in my hometown of Lynchburg, Va., offered an on-air invite to tour the facility. I had never listened to the format. I ike most kids, I was consumed with top 40, digging Olivia Newton-John, Barry Manilow and the exalt of disco: Chic, the Bee Gees and Donna Summer.

Not only did I tape record and write down by hand Casey Kasem's "American Top 40" every weekend and create my own hit chart, the Taylor Top 30, but I also commandeered an imaginary radio station, WMOO, where I'd play DJ and service cassettes to my friends every month.

A pal of my mother's, well-adquainted with

my radio obsession, told her about the station promotion, and I shyly called and signed on. As fate would have it, it snowed the day of the scheduled visit, but since the station was only two miles from home, my mom Evelyn consented, and I was allowed to go to the facility, situated in a residential neighborhood, in fact, across the street from the house my dad grew up in. Turns out I was the only one who showed up, thanks to the wicked weather.

I met GM Wayne Campbell, a former country recording artist sporting a '70s handlebar mustache, who obviously sniffed my ambition. Ripping a page from the AP ticker, he asked me to read the news aloud. As a member of the high school forensics team, public speaking was a forte, so I recited with assurance and was offered an on-air position on the spot, making minimum wage, \$2.65 an hour. Of course, I'd have done if for free.

Throughout senior year of high school, I held down the midnight-6 a.m. shift on Saturdays and Sundays, while filling in for vacationing full-timers during the summer. I gained swift appreciation for George Jones, Barbara Mandrell, Don Williams, the Statler Brothers and the Kendalls. Leaving top 40 behind, I became a full-time country music fan.

Whether naïve or mischievous—because I was on the air at a time when no one held me particularly accountable—I would shuffle through the MD's desktop and pluck tracks

that weren't authorized for airplay. And look, there was a new song from my favorite, Newton-John. "Magic" from "Xanadu" came out just as she was conclusively crossing from country to pop, but at 3 a.m., what harm could it do? That is, until it came time to back-announce the track, and I looked at the label spinning around the turntable and had no idea how to say that odd-looking word. Too late, here goes: "That's new from Olivia from the movie . . . 'X-a-nuda.' "I suppose it serves me right.

I continued to work for WWOD until 1980, when it was time to leave for freshman year of college. Ultimately, I decided that broadcasting required more natural talent than textbook skill, so I switched to journalism, which I fig-

ured called for learned technique in addition to innate proficiency.

Meanwhile, as the early '80s unfolded, WWOD succumbed to the burgeoning FM band, as crosstown WYDD-FM signed on and hastily pillaged country listeners. WWOD eventually flipped to syndicated allnews, then sadly surrendered. Today it remains dark. FM sister WKZZ, in my time an automated reel-to-reel AC, eventually became a

simulcast signal for nearby Roanoke top 40 WKZZ (K92).

Today, the stand-alone brick building that housed both stations is now boarded up and empty, a testament to the march of time. When I return home to see the folks, I still drive by to say thanks for the memories—and for the great training ground.

After graduating from college, I became special sections editor for the Washington (D.C.) Business Journal, where I covered business during a boom time in corporate America—everything from real estate and finance to telecommunications and, yes, media.

In 1988, I segued to Radio World in northern Virginia, where I worked for seven years covering regulatory, engineering and technology. When we launched Radio World magazine several years in, my beat became programming, sales, management and marketing.

Then, in 1995, the holy grail came my way with a move to New York as radio editor for Billboard. I added single reviews editor a few years later, a role I still hold, and worked my way up to senior editor of music.

With the launch of Billboard Radio Monitor earlier this decade (the former Airplay Monitor), I took on the position of top 40 editor—returning me to a time when the crowd was often cooler than I. But now, as AC/hot AC editor, I have the pleasure of writing about the Goo Goo Dolls, Jim Brickman, Richard Marx, Rascal Flatts and Josh Groban. It's not exactly David Cassidy, but it sure feels like home.



Taylor at WWOD-AM/ Lynchburg, Va., working midnight-6 a.m. the night of his senior prom, May 1980.

I call upon you to help me tell the stories that keep our formats thriving. Please reach out about your station's anniversaries, promotions and news, and any and all successes or challenges. I'm here to be your mouthpiece. Call anytime: 646-654-4729, or e-mail me at ctaylor@radioandrecords.com.

► NICKELBACK REACHES THE TOP 10 FOR THE FIRST TIME AT AC WITH "FAR AWAY" (12-9), WHILE FOLLOW-UP "IF EVERYONE CARED" CHARGES TOWARDS THE TOP AT HOT AC (5-3).







THIS WEEK	LAST WEEK	WECKS	TITLE CERTIFICATION ARTIST		PL/ TW	4YS +/-	AUDIE MILLIONS	
1	1	30	WAITING ON THE WORLD TO CHANGE JOHN MAYER	NO. 1(6 WKS) \$2 AWARE/COLUMBIA	2C33	+10	17.767	1
0	2	23	HOW TO SAVE A LIFE THE FRAY	№3 EPIC	1829	+42	16.229	2
3	3	24	CHASING CARS SNOW PATROL	POLYDOR/A&M/INTERSCOPE	1752	+30	15.027	3
4	4	48	WHAT HURTS THE MOST RASCAL FLATTS	LYRIC STREET/HOLLYWOOD	1459	-71	11.181	5
5	5	45	THE RIDDLE FIVE FOR FIGHTING	AWARE/COLUMBIA	1346	-151	11.890	4
6	8	40	PUT YOUR RECORDS ON CORINNE BAILEY RAE	立 CAPITOL	1188	-73	6.852	10
7	10	25	STREETCORNER SYMPHONY MOST INCR	MELISMA/ATLANTIC	1173	+107	9.457	6
8	9	24	HURT CHRISTINA AGUILERA	RCA/RMG	1129	-24	8.858	7
9	12	30	FAR AWAY NICKELBACK	ROADRUNNER/ATLANTIC/LAVA	862	+11	8.349	8
10	n	47	BLACK HORSE & THE CHERRY TREE KT TUNSTALL	% ² ☆ RELENTLESS/VIRGIN	838	0	8.091	9
•	16	12	SUDDENLY I SEE KT TUNSTALL	RELENTLESS/VIRGIN	628	+52	4.467	13
R	17	11	IRREPLACEABLE BEYONCE	於 ³ 位 COLUMBIA	531	+52	5.194	11
13	19	10	CHANGE KIMBERLEY LOCKE	CURB/REPRISE	452	+34	1.307	23
14	20	9	RAINCOAT AIRP KELLY SWEET	OWER RAZOR & TIE	378	+10	1.479	20
(21	8	MY LITTLE GIRL TIM MCGRAW	X 位 CURB/REPRISE	377	+39	1.425	21
16	23	5	FOOLED AROUND AND FELL IN LOVE ROD STEWART	AIRPOWER J/RMG	366	+69	4.945	12
17	18	12	OUR COUNTRY JOHN MELLENCAMP	UNIVERSAL REPUBLIC/UME	345	-90	1.148	25
18	24	9	ORDINARY MIRACLE SARAH MCLACHLAN	SONY CLASSICAL	270	-19	0.764	-
19	22	4	NEVER ALONE JIM BRICKMAN FEATURING LADY ANTEBELLUM	SLG	2 64	-30	0.877	29
20	25	7	JUST TO FEEL THAT WAY TAYLOR HICKS	ARISTA/R MG	245	+33	0.863	30
21	27	5	IT'S NOT OVER DAUGHTRY	RCA/RMG	225	+25	1.645	18
22 23	26	8	SO NOT OVER YOU SIMPLY RED	SIMPLYRED.COM	220	+13	1.108	26
23	30	2	FEBRUARY SONG JOSH GROBAN	143/REPRISE	211	+70	3.018	15
24	28	13	NOTHING LEFT TO LOSE MATKEARNEY	AWARE/COLUMBIA	202	+13	1.237	24
25	NE	W	ANYWAY MARTINA MCBRIDE	RCA NASHVILLE	157	+34	0,575	-
26	NE	W	SAY IT RIGHT NELLY FURTADO	MOSLEY/GEFFEN	147	+9	0.755	
27	NE	W	ONCE IN A LIFETIME KEITHURBAN	CAPITOL	136	+66	0.259	-
28	NE	W	MERCYME	INO/COLUMBIA	134	+10	0.189	
29	RE-EI	ITRY	HIPS DON'T LIE SHAKIRA FEATURING WYCLEF JEAN	№3 EPIC	133	+8	2.684	16
30	29	12	JOJO DA FAMILY/BLACK	©2 GROUND/UNIVERSAL MOTOWN	130	-29	0,502	·

MOST ADD	ED
TITLE	
ARTIST / LABEL	NEW STATIONS
EVERYTHING Michael Buble (143/BEPRISE) KBEE, KMXZ, KOSI, KQIS, KRIND, KWAV, WAHR, WDEF, WFFO, WHICD, WHUD, WHUD, WLHT, WLTJ, WMGN, WRVF, W	WFMK, WKJY.
NEVER ALONE Jim Brickman Feat. Lady Ante (SLG) KCKC, KOSI, WFPG, WMGF, WF	
FEBRUARY SONG Josh Groban (143/REPRISE) KRNO, KSOF, WAHR, WLTW, W	S VRCH
STREETCORNER SYMP Rob Thomas (MELISMA/ATLANTIC) KKMY, KRWM, WMJY, WDBM	HONY 4
FOOLED AROUND AND FELL IN LOVE Rod Stewart (J/RMG) KEZK, KXLT, WDEF, WKJY	4
IT'S NOT OVER Daughtry (RCA/RMG) WALK, WARM, WHUD, WKJY	4
TAKE MY BREATH AWA Justin Lanning (SMC) KUMU, KWAV, WFMK, WHLG	AY 4
RAINCOAT Kelly Sweet (RAZOR & TIE) KQIS, KRWM, KSNE	3
ADDED AT WKJY Nassau-Suffolk, NY PD: Bill Edwards MD: Jodi Valle	28,3

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
WORLD	117/6	THINKING ABOUT YOU	80/1
Five For Fighting		Norah Jones	
(AWARE/COLUMBIA)		(BLUE NOTE/BLG)	
TOTAL STATIONS:	17	TOTAL STATIONS:	12
A LOVE SONG	114/2	BEFORE HE CHEATS	77/10
Kenny Loggins		Carrie Underwood	
(ONE EIGHTY)		(ARISTA/ARISTA NASHVILLE/RMG)	
TOTAL STATIONS:	17	TOTAL STATIONS:	7
EVERYTHING	105/105	FIND LOVE	73/17
Michael Buble		Shawn Mullins	
(143/REPRISE)		(VANGUARD)	
TOTAL STATIONS:	21	TOTAL STATIONS:	12
KEEP HOLDING ON	98/12	LEAVE THE PIECES	70/2
Avril Lavigne		The Wreckers	
(FOX/RCA/RMG)		(MAVERICK/WARNER BROS.)	
TOTAL STATIONS:	9	TOTAL STATIONS:	9
OUT OF MY HEAD	80/14	IF EVERYONE CARED	SS/13
Lignel Richie	80/14	Nickelback	55/13
(ISLAND/IDJMG)		(ROADRUNNER/ATLANTIC/LAVA)	
TOTAL STATIONS:	14	TOTAL STATIONS:	5
		TO THE STATIONS.	-2

NEW AND ACTIVE

INCREASED **PLAYS** +107 STREETCORNER SYMPHONY Rob Thomas (Melisma/Atlantic) WSNE +10, WMJY +8, WGSY +7, WZID +7, XBLN +6, KBEZ +6, WHUD +5, WMGS +5, WDEF +5, WVAF +5 +105 **EVERYTHING** Michael Buble (143/Reprise)
WLTW +19, WWU +16, WALK +12, WKJY +12, WHLG +8,
WOOD +6, KESZ +5, WRCH +5, WLRQ +4, KMXZ +3 FEBRUARY SONG Josh Groban (143/Reprise) WHUD +12, WLRQ +11, KXLT +10, KQIS +8, KUMU +7, WJBR +7, WDOK +5, WHOM +4, WLHT +4, WLTW +3 **FOOLED AROUND AND**

Rod Stewart (J/RMG) KXLT +10, WNIC +10, WLTJ +8, WZID +6, KOSI +6, WBEB +5, WTVR +5, WHUD +4, KQIS +4, KBEZ +4

ONCE IN A LIFETIME

Keith Urban (Capitol) WCRZ +11, KISC +6, WHLG +5, WFMK +5, WRSA +5, WLTJ +5, WJKK +4, WMGN +4, XBLN +3, KUMU +3

TITLE ARTIST / IMPRINT / PROMOTION LABEL			AYS
ARTIST / IMPRINT / PROMOTION CABEL		TW	LW
UNWRITTEN NATASHA BEDINGFIELD (EPIC)	N 4	1304	1332
BAD DAY DANIEL POWTER (WARNER BROS.)	134	1196	1233
YOU AND ME LIFEHOUSE (GEFFEN)	K 6	852	843
CRAZY GNARLS BARKLEY (DOWNTOWN/ATLANTIC/LAVA)	κ^3	795	766
YOU'RE BEAUTIFUL JAMES BLUNT (CUSTARD/ATLANTIC)	κ_3	745	818

THIS WEEK	TITLE		PL	AYS
F	ARTIST / IMPRINT / PROMOTION LABEL		TW	LW
6	HAVE YOU EVER SEEN THE RAIN ROD STEWART (J/RMG)		696	758
7	BREAKAWAY KELLY (LARKSON (WALT DISNEY/HOLLYWOOD)	N ⁵	679	623
8	BECAUSE OF YOU KELLY CLARKSON (RCA/RMG)	154	673	799
9	HEAVEN LOS LONELY BOYS (OR/EPIC)	κ^5	658	631
10	YOU ARE LOVED (DON'T GIVE UP) JOSH GROBAN (143/REPRISE)		615	651

FOR WEEK ENDING MARCH 25, 2007 **LEGEND:** See legend to charts in charts section for rules and symbol explanations.

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MU: JOGI VIIIE

Michael Buble, Everything: 12
Rod Stewart, Fooled Around And Fell In Love, 12
Daughtry, It's Not Over, 7
Bon Jovi, (You Want To) Make A Memory, 6
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▶ WTH A 12-10 RISE, "THE SWEET ESCAPE" GIVES GWEN STEFANI HER THIRD SOLO HOT ALTOF 10 TO GO ALONG WITH THE FIVE SHE'S EARNED WITH NO DOUBT.





THE ACTOR	LAST WEEK	WEEKS		N NIELSEN BDS THITPREDICTOR STATUS IMPRINT / PROMOTION LABEL		PLAYS TW +/-		AUDIENCE MILLIONS RANK	
1	1	17	IT'S NOT OVER DAUGHTRY	NO. 1(6 WKS) % the RCA/RMG	3426	+32	17.664	1	
2	3	15	SAY IT RIGHT NELLY FURTADO	N ² ∰ MOSLEY/GEFFEN	2604	+84	12.721	3	
3	5	14	IF EVERYONE CARED	ROADRUNNER/ATLANTIC/LAVA	2557	+149	12.259	4	
4	2	42	CHASING CARS SNOW PATROL	POLYDOR/A&M/INTERSCOPE	2437	-113	13.958	2	
5	4	18	KEEP HOLDING ON AVRIL LAVIGNE	fOX/RCA/RMC	2384	-59	11.172	6	
6	6	41	HOW TO SAVE A LIFE	№3 th	2243	-36	11.923	5	
7	9	40	WAITING ON THE WOR	2 .	1904	+23	10.183	7	
8	7	20	IT ENDS TONIGHT THE ALL-AMERICAN REJECTS	DOCHOUSE/INTERSCOPE	1891	-113	8.542	11	
9	10	8	LITTLE WONDERS ROB THOMAS	MELISMA/ATLANTIC	1872	+173	8.945	9	
10	12	11	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON	INTERSCOPE	1831	+252	8.699	10.	
11	8	32	SUDDENLY I SEE KT TUNSTALL	RELENTLESS/VIRGIN	1794	-201	8.437	12	
•	11	22	INTO THE OCEAN BLUE OCTOBER	UNIVERSAL MOTOWN	1719	+79	8.000	13	
0	15	9	LOOK AFTER YOU THE FRAY	क्र EPIC	1556	+139	6.581	15	
14	13	48	NOTHING LEFT TO LO		1546	-27	9.191	8	
15	18	15	BEFORE HE CHEATS CARRIE UNDERWOOD	MOST INCREASED PLAYS & &	1523	+279	7.551	14	
16	16	9	GRAVITY JOHN MAYER	AWARE/COLUMBIA	1403	+99	6.248	16	
17	17	16	IRREPLACEABLE BEYCINCE	№ 3 ☆ COLUMBIA	1203	-86	5.640	17	
18	21	10	WHAT GOES AROUNDCOM JUSTIN TIMBERLAKE	MES AROUND AIR POWER STATE OF THE STATE OF T	1089	+152	4.395	20	
19	19	19	WORLD FIVE FOR FIGHTING	AWARE/COLUMBIA	1047	-179	5.042	18	
20	20	20	LEAVE THE PIECES THE WRECKERS	MAVERICK/WARNER BROS.	1038	+40	4.618	19	
•	23	19	U + UR HAND	☆ LAFACE/ZOMBA	983	+198	4.144	21	
22	24	13	THIS AIN'T A SCENE, I	T'S AN AFMS RACE FUELED BY RAMEN/ISLAND/IDJIMG	883	+146	3.760	23	
23	25	16	WELCOME TO THE BLA	ACK PARADE :: 1	671	-42	3.965	22	
24	22	17	SNOW ((HEY OH)) RED HOT CHILL PEPPERS	₩ 🛊 WARNER BROS.	646	-166	3.156	24	
25	27	5	BETTER THAN ME HINDER	UNIVERSAL REPUBLIC	551	+83	1.626	30	
26	2 6	8	NEW SHOES PAOLO NUTINI	ATLANTIC	543	+38	1.675	28	
•	28	11	COLORFUL ROCCO DELUCA & THE BURDEN	IRONWORKS	496	+52	1.994	27	
28	2	3	SMILE LILY ALLEN	CAPITOL	475	+115	1.390	34	
29		7	READ MY MIND THE KILLERS	ISLAND/IDJMG	428	+43	0.791		
30	33	4	CUPID'S CHOKEHOLD CYMCLASSHEROES FEAT: PATRICK STI	UMP DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA	410	+107	1.546	32	
31	29	21	NOT READY TO MAKE	NICE COLUMBIA	391	-10	3.070	25	
32	30	10	HERE (IN YOUR ARMS		382	-12	1.174	35	
•	34	4	THE KILL (BURY ME) 30 SECONDS TO MARS	IMMORTAL/VIRGIN	362	+62	1.657	29	
9	38	7	GRACE KELLY	CASABI.ANCA/UNIVERSAL REPUBLIC	361	+67	1.145	37	
35	35	3	UNDENIABLE MAT KEARNEY	AWARE/EOLUMBIA	311	+12	0.746	-	
36	3 9	2	YOU GIVE ME SOMETH JAMES MORRISON	POLYDOR/INTERSCOPE	307	+26	1.158	36	
37	37	4	OVER IT KATHARINE MCPHEE	RCA/RMC	300	+5	1.463	33	
38	36	7	STOLEN DASHBOARD CONFESSIONAL	VAGRANT/INTERSCOPE	294	-3	0.647	-	
39	40	16	ROCKSTAR NICKELBACK	ROADRUNNER/LAVA	249	+4	2.000	26	
40	N	EW	LIFE IS BEAUTIFUL VEGA4	ORIGINAL SIGNAL/EPIC	229	+43	0.842	-	

MOST ADDED	
TITLE ARTIST / LABEL STAT	IONS
(YOU WANT TO) MAKE A MEMORY	11
Bon Jovi (MERCURY/ISLAND/IDJMG) KLZR, Sirius The Pulse, WBMX, WLNK, WMEE, WMGX, WPLJ, WQAL, WTIC, W. WZPT	ZPL,
CUPID'S CHOKEHOLD Gym Class Heroes Feat. Patrick Stump (DECAYDANCE/FUELED BY RAMEN/ ATLANTIC/LAVA) KLTG, KOSO, KUDD, WAYV, WKDD, WM	8
WPTE, WWMX	LL,
BETTER THAN ME Hinder (UNIVERSAL REPUBLIC) KALZ, KQKQ, KSII, WBNS, WRQX, WXM WZPL	7 1A,
GRAVITY John Mayer (AWARE/COLUMBIA) KALC, KZPT, WDVD, WKTI, WOMX	5
SMILE Lily Allen (CAPITOL) KBBY, KLZR, KOSO, KZPT, WBMX	5
U + UR HAND Pink (LAFACE/ZOMBA) KDMX, KFBZ, WLNK, WMJC	4
UNDENIABLE Mat Kearney (AWARE/COLUMBIA) KCDU, KPEK, KQKQ, WKDO	4
DIG Incubus (IMMORTAL/EPIC) KLCA, KLLY, KLTG, WAYV	4
BEFORE HE CHEATS Carrie Underwood (ARISTA/ARISTA NASHVILLE/RMG) WMYX, WTSS, WZPL	3
WHAT GOES AROUND COMES AROUND Justin Timberlake (JIVE/ZOMBA) KFBZ, KIOI, WKTI	3

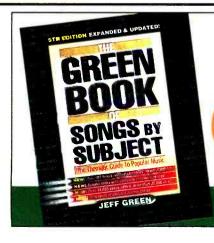
ADDED AT... **KLTG** Corpus Christi, TX OM/PD: Bert Clark Gym Class Heroes Feat. Patrick Stump, Cupid's Chokehold, 1 Gomez, See The World, O Incubus, Dig, O Snow Patrol, Signal Fire, O FOR MORE STATIONS GO TO: www.RadioandRecords.com

NEW AND ACTIVE PLAYS TITLE ARTIST / LARFI TITLE ARTIST / LARFI LITHIUM 221/36 DON'T MATTER 138/60 Evanescence (WIND-UP) TOTAL STATIONS: KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN) 21 TOTAL STATIONS YOU'RE ALL I HAVE 189/35 Snow Patrol (POLYDOR/A&M/INTERSCOPE) Bon Jovi (MERCURY/ISLAND/IDJMG) TOTAL STATIONS: TOTAL STATIONS: 14 182/38 STARS AND BOULEVARDS 122/15 The Red Jumpsuit Apparatus (VIRGIN)
TOTAL STATIONS: (EPIC)
TOTAL STATIONS: 17 CLAMODOUS 162/14 CANDYMAN 119/25 10 TOTAL STATIONS: 11 OTHER SIDE OF THE WORLD 153/91 TIME AFTER TIME th 107/20 KT Tunstall (RELENTLESS/VIRGIN) TOTAL STATIONS: Quietdrive (RED INK/EPIC) TOTAL STATIONS:

MOST INCREASED PLAYS +279 **BEFORE HE CHEATS** Carrie Underwood (Arista/Arista Nashville/RMG) KIOI +40, WAYV +26, KYIS +22, WJLK +20, WBNS +18, KSII +18, WRQX +17. WXLO +14, WKDD +14, KOMX +13 +252 THE SWEET ESCAPE Gwen Stefani Feat. Akon (Interscope) WRQX +24, WAYV +23, KMXB +22, WRMF +20, XF26 +20, KZPT +19, KZZU +15, KYKY +14, WWMX +13, KLTG +13 +198 U + UR HAND Pink (LFace/Zomba)

WQAL +2Q, KZPT -18. WRMF +17, WPTE +14, WWMX +12, KLZR +12, KVUU +11, KOMX +11, WPLJ +11, KPEK +10 +173 LITTLE WONDERS Rob Thomas (Melisma/Atlantic) WQAL +26, WTMX +20, KZZU +19, WAJI +16, KLLC +16, KZPT +12, KVUU +9, KPLZ +8, KMXB +8, WAYV +7 WHAT GOES AROUND... **COMES AROUND** Justin Timberlake (Jive/Zomba) KRSK +27, WKRQ -26, WAYV +14, WKTI +12, WKDD +11, KVUU +11, KALZ +10, KCDU +10, WJLK +9, WLNK +8

FOR WEEK ENDING MARCH 25, 2007 **LECEND:** See legend to charts in charts section for rules and symbol explanations.
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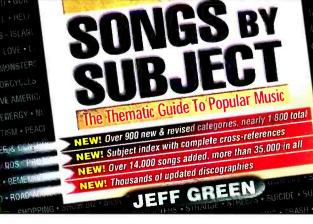
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WKRQ/Cincinnati, OH* APD: Grover Collins MD: Brian Douglas

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KDMX/Dallas, TX* PD: Rick O'Bryar MD: Lisa Thomas

WDAQ/Danbury, CT PD: Chris Duggan APD/MD: Scott McDonnell

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KALC/Denver, CO* APD/MD: Sam Hill

KIMN/Oenver, CO* PD: John Roberts APD/MD: Michael Gifford

KSTZ/Oes Moines. IA* PD: Jim Schaefer MD: Jimmy Wright

WOVO/Oetroit, MI* PD: Byron "Ron" Harrell MD: Jesse Addy

KBMX/Ouluth, MN

KSII/EI Paso, TX* OM: Courtney Nelson PD/MD: Justin Riley

WBQB/Fredericksburg, VA OM/PD: Chris Carmichae MD: Crystal Presley

KALZ/Fresno, CA* OM/PD: Paul Wilse APD: Laurie West MD: Danny Hill

WINK/Ft. Myers, FL* PD: Chad Rufer APD: Dave Alexander

WAJI/Ft. Wayne, IN* PD: Barb Richards MD: Marti Taylor

WMEE/Ft. Wayne, IN* OM/PD: Rob Kelley APD/MD: Dave Michaels

WQLH/Green Bay, WI* PD: Jimmy Clark

WIKZ/Hagerstown, MD OM/PD: Rick Alexander MD: Jeff Roteman

WNNK/Harrisburg, PA* OM/PD: John O'De APD: Hollywood MD: Denny Logan

WTIC/Hartford, CT* OM: Steve Salhany PD/MD: Jeannine Jersey

KHMX/Houston, TX* OM: Ken Charles PD: Vince Richards APD/MD: Keith Scott

WZPL/Indianapolis, IN* OM/PD: Scott Sands APD: Kari Johll MD: Dave Decker

KMXB/Las Vegas, NV*

WCDA/Lexington, KY* PD/MD: Chris Elliott

KURB/Little Rock, AR* OM/PD: Randy Cain APD/MD: Becky Rogers

KYSR/Los Angeles, CA* PD: Charese Fruge APD/MD: Deanne Saffren

WXMA/Louisville, KY* PD: George Lindsey MD: Katrina Blair

WMC/Memphis, TN* OM: Jerry Dean PD: Lance Ballance MD: Jill Bucco

WKTI/Milwaukee, WI*

WMYX/Milwaukee, WI* OM: Brian Kelly PD: Mike Nelsor

KSTP/Minneapolis, MN* PD: Leighton Peck APD/MD: Jill Roen

KOSO/Modesto, CΔ* PD: Zac Davis APD: Jack Paper

WJLK/Monmouth, NJ* OM/PD: Lou Russo APD/MD: Debbie Mazella

KCDU/Monterey, CA* OM/PD: Kenny Allen

WMJC/Nassau, NY* PD/MD: Jon Daniels WPLJ/New York, NY*

OM: Tom Cuddy PD: Scott Shannon MD: Tony Mascaro

WPTE/Norfolk, VA* PD: Barry McKay MD: Heather Branch

KYIS/Oklahoma City, OK* OM/PD: Chris Baker MD: Phil Inzinga

WMXO/Olean, NY PD: Aaron Jame: MD: Chris Hicks

KOKO/Omaha, NE* PD: Nevin Dane MD: Marissa

KSRZ/Omaha, NE*

OM: Tom Land PD: J. Pat Miller MD: Jessica Dol

WOMX/Orlando, FL* PD: Jeff Cushman MD: Laura Francis

KBBY/Oxnard, CA*

KFYV/Oxnard, CA* OM/PD: Mark Elliott MD: Maverick

KPSI/Palm Springs, CA PD: Connie Breeze MD: Bradley Ryan

WXMP/Peoria, IL PD: Scott Seipe

KMXP/Phoenix, AZ* OM: Alan Sledge PD: Ron Price MD: Allen Frey

WZPT/Pittsburgh, PÅ* OM/PD: Keith Clark APD: Jonny Hartwell MD: Scott Alexander

WMGX/Portland, ME⁴ OM: Chris Mac PD: Randi Kirshbaum APD/MD: Ethan Minton

KRSK/Portland, OR* PD: Jeff McHugh MD: Sheryl Stewart

WBWZ/Poughkeepsie, NY PD: Aaron Davis

KLCA/Reno, NV* OM: Bill Schulz PD: Beej Bretz MD: Connie Wray

KZZO/Sacramento, CA* OM: Byron Kennedy APD/MD: Shawn Cash

KUDD/Salt Lake City, UT* OM/PD: Brian Michel

KMYI/San Diego, CA* PD: Jimmy Steele MD: Jen Sewell-Sorenson

KIOI/San Francisco, CA* OM: Michael Martin PD: Stacy Cunningham

KLLC/San Francisco, CA* PD: Chris Mays APD/MD: Jayn

KEZR/San Jose, CA* PD: Dana Jang MD: Kirk Peffer

KRUZ/Santa Barbara, CA* PD: Todd Violette

KMHX/Santa Rosa, CA PD: Danny Wright

Sirius The Pulse/Satellite* PD: Jim Ryan MD: Heidi O'Brien

XM Flight 26/Satellite* OM/PD: Mike Abrams

KPLZ/Seattle, WA* PD: Kent Phillips APD: Leonard Barokas MD: Alisa Hashimoto

KCDA/Spokane, WA*
OM: Robert Harder PD: Scott Shannor

KZZU/Spokane, WA* OM/PD: Ken Hopkins APD/MD: Paul "Patch" Adams

KYKY/St. Louis, MO* PD: Mark Edwards MD: Jen Myers

WQKX/Sunbury, PA PD: Drew Kelly MD: Rob Senter

WBOW/Terre Haute, IN OM/PD: Chris Carter

WWWM/Toledo, OH* PD: Kirk Patrick KLZR/Topeka, KS*

PD: Jon Thomas MD: Bobby Rock KZPT/Tucson, AZ*

OM: Darla Thomas APD/MD: Leslie Lois WRQX/Washington, OC* OM/PD: Kenny King MD: Carol Parker

WRMF/West Palm Beach, FL* PD: Bob Neumann APD/MD: Amy Navarro

KNIN/Wichita Falls, TX OM: Chris Walters PD: Liz Ryan

KFBZ/Wichita, KS* PD: JJ Morgan

WINC/Winchester, VA OM/PD: Jeff Adams APD/MD: Paula Kidwell

WXLO/Worcester, MA* OM/PD: Jay Beau Jones APD/MD: Mary Knight

* Monitored Reporters

			7-10			
THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE CANADA AC	IMPRINT / PROMOTION LABEL	PLA TW	NYS +/-
0	1	18	HURT CHRISTINA AGUILERA	RCA/SONY BMG	385	+19
2	4	34	WAITING ON THE WORLD TO CHANGE JOHN MAYER	AWARE/COLUMBIA/SONY BMG	347	+28
3	2	36	WHAT HURTS THE MOST RASCALFLATTS	LYRIC STREET/UNIVERSAL	347	-15
4	10	19	HOW TO SAVE A LIFE THE FRAY	EPIC/SONY BMG	305	+29
5	3	27	YOU ARE LOVED (DON'T GIVE UP) JOSH GROBAN	143/REPRISE/WARNER	304	-23
6	7	13	GOOD MORNING STARSHINE SERENA RYDER	ЕМІ	297	-2
7	5	26	LOVE YOU LATELY DANIEL POWTER	WARNER BROS./WARNER	296	-14
B	9	8	AT SEVENTEEN JANNARDEN	UNIVERSAL	292	+12
9	6	41	THE RIDDLE FIVE FOR FIGHTING	AWARE/COLUMBIA/SONY BMG	292	-16
IC.	8	27	MEANT TO FLY EVA AVILA	SONY BMG	285	-]4
	17	11	SUDDENLY I SEE KY TUNSTALL	RELENTLESS/VIRGIN/EMI	279	+71
12	12	11	ORDINARY MIRACLE SARAH MCLACHLAN	NETTWERK	271	+3
	14	42	I THINK OF YOU GREGORY CHARLES	NBW/SONY BMG	236	+8
	21	9	FOOLED AROUND AND FELL IN LOVE RODSTEWART	J/SONY BMG	234	+56
15	n	33	HAVE YOU EVER SEEN THE RAIN ROD STEWART	J/SONY BMG	230	-45
īΕ	16	21	STREETCORNER SYMPHONY ROB THOMAS	MELISMA/ATLANTIC/WARNER	224	+2
	19	14	KEEP HOLDING ON AVRILLAVIGNE	FOX/RCA/SONY BMG	219	+14
03	20	16	CHASING CARS SNOW PATROL POLY	/DOR/A&M/INTERSCOPE/UNIVERSAL	210	+9
15	13	41	PUT YOUR RECORDS ON CORINNE BAILEY RAE	CAPITOL/EMI	207	-22
20	15	41	BLACK HORSE & THE CHERRY TREE KT TUNSTALL	RELENTLESS/VIRGIN/EMI	195	-31
	NE	w	EVERYTHING MICHAEL BUBLE	143/REPRISE/WARNER	185	+185
	24	6	SORRY AGAIN TOMISWICK	WARNER	171	+28
2	23	10	SAY IT RIGHT NELLY FURTADO	MOSLEY/GEFFEN/UNIVERSAL	163	+12
24	22	29	FAR AWAY NICKELBACK	EM!	149	-20
23	28	4	WONDERFUL (TOO LATE) CHANTAL KREVIAZUK	COLUMBIA/SONY BMG	131	+40
26	25	29	LAKE OF FIRE SHAYE	EMI	128	-6
27	26	9	IRREPLACEABLE BEYONCE	COLUMBIA/SONY BMG	110	-12
28	27	20	I DON'T FEEL LIKE DANCIN' SCISSOR SISTERS	UNIVERSAL MOTOWN/UNIVERSAL	105	-4
29	29	7	THINKING ABOUT YOU NORAH JONES	BLUE NOTE/EMI	102	+17
30	30	3	LITTLE WONDERS ROB THOMAS	MELISMA/ATLANTIC/WARNER	99	+14

30	30	3	LITTLE WONDERS ROBTHOMAS	MELISMA/ATLANTIC/WARNER	99	+14
	_				1.440 400	
THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	AC	PL# TW	YS +/-
0	al	14	IT'S NOT OVER DAUGHTRY	RCA/SONY BMG	776	+11
2	2	11	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON	INTERSCOPE/UNIVERSAL	731	-3
9	3	10	IF EVERYONE CARED NICKELBACK	EMI	720	+2
4	5	18	INTO THE OCEAN BLUE OCTOBER	UNIVERSAL MOTOWN/UNIVERSAL	635	-40
9	7	12	GRACE KELLY MIKA CASABLA	NCA/UNIVERSAL REPUBLIC/UNIVERSAL	633	+48
6	6	14	WHAT GOES AROUNDCOMES AROUND JUSTIN	TIMBERLAKE JIVE/SONY BMG	629	-22
7	4	17	SAY IT RIGHT NELLY FURTADO	MOSLEY/GEFFEN/UNIVERSAL	615	-69
8	8	10	THE MUSIC DAVIDUSHER	MAPLEMUSIC	515	+12
0	10	6	CANDYMAN CHRISTINA AGUILERA	RCA/SONY BMG	512	+99
	9	5	GIRLFRIEND AVRILLAVIGNE	RCA/SONY BMG	478	+59
0	11	8	HERE (IN YOUR ARMS) HELLOGOODBYE	DRIVE-THRU/EMI	473	+62
1	12	8	OVER IT KATHARINE MCPHEE	RCA/SONY BMG	436	+27
15)	16	9	PATIENCE TAKETHAT	POLYDOR/UNIVERSAL	392	+14
14	13	13	IT ENDS TONIGHT THE ALL-AMERICAN REJECTS	DOGHOUSE/INTERSCOPE/UNIVERSAL	392	-17
5	14	15	I OWE IT ALL TO YOU EVA AVILA	SONY BMG	376	-17
E)	21	5	HUNG UP SUZIEMONEIL	BENT PENNY	341	+38
17	15	21	U + UR HAND PINK	LAFACE/SONY BMG	337	-45
1	28	4	LITTLE WONDERS ROB THOMAS	MELISMA/ATLANTIC/WARNER	330	+90
lč	18	19	IRREPLACEABLE BEYONCE	COLUMBIA/SONY BMG	313	-27
20	17	26	HOW TO SAVE A LIFE THEFRAY	EPIC/SONY BMG	286	-68
21	22	8	YOU'RE NOT ALONE SHAYE	ЕМІ	280	-11
2	26	7	FLYPAPER K-OS	ЕМІ	276	+23
	29	4	SECOND CHANCE FABER DRIVE	UNIVERSAL REPUBLIC/UNIVERSAL	269	+36
24	20	16	2U KESHIA CHANTE	SONY BMG	267	-48
25	27	5	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALLOUTBOY	FUELED BY RAMEN/ISLAND/UNIVERSAL	251	-1
26	25	24	LOVE YOU LATELY DANIEL POWTER	WARNER BROS./WARNER	247	-10
27	19	18	KEEP HOLDING ON AVRILLAVIONE	FOX/RCA/SONY BMG	246	-89
28	24	28	LIPS OF AN ANGEL HINDER	UNIVERSAL REPUBLIC/UNIVERSAL	239	-38
29	23	20	WONDERFUL (TOO LATE) CHANTAL KREVIAZUK	COLUMBIA/SONY BMG	223	-62
30	32	4	LOOK AFTER YOU THE FRAY	EPIC/SONY BMG	196	+7

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SMOOTH JAZZ



Class of '87 members embark on 20th-anniversary tour

The Rippingtons Look Back

Carol Archer

CArcher@RadioandRecords.com

he Rippingtons and smooth jazz are family members that exist in parallel universes. Each was born 20 years ago, and reared side by side—tight, like siblings. It seems like only yesterday that the Ripps played KTWV (the Wave)/Los Angeles' first listener party at Lawry's Prime Rib in 1987. In 2003, before most of us realized that 17 years had passed, the band headlined Wave

LA, the station's annual concert extravaganza, a ticketed event for 15,000, offering proof of the adage that time flies when you're grooving.

The band will embark on a 20th-anniversary tour in April and continue through October in support of "The Rippingtons 20th Anniversary" CD/DVD retrospective and recently released track "Twenty."

In 1994, the veteran unit's founder and bandleader, guitarist Russ Freeman, along with Andi Howard, formed Peak Records in partnership with GRP. Since 2000, Peak



The Rippington's 20th Anniversary CD

has been part of Concord Music Group, assembling an impressive roster that includes Paul Brown, whose lead track "The Rhythm Method" from his label debut CD "White Sands" is exploding on the Smooth Jazz chart, Norman Brown, Paul Taylor, Will Downing, Marc Antoine, Peabo Bryson, Eric Marienthal, Regina Belle, Chante Moore and, of course, the Rippingtons.

Peak president Howard, who is also Freeman's longtime manager and business partner, recalls that during the band's earliest days, the only multigenre radio outlets for an eclec-

tic variety of musical styles including contemporary jazz were heard on Quiet Storm stations. Such stations, which included KUTE/Los Angeles and KRE/Berkeley, Calif., attracted an audience that normally would not be exposed to instrumental music, like that played by the Ripps.

"When the Wave launched, it was genre-specific to contemporary jazz, it put the format on the map in Los Angeles and gave a home to the ever-growing legion of fans," Howard recalls. "Stations like the Wave partnered with bands like the Ripps, and we were mutually supportive as we were pioneering the genre. Russ and I congratulate the Wave on their 20th; it has been rewarding to be there with them since the beginning.

"When we started the label I could only dream of having the caliber of artists we have on our toster today." Howard adds. "We have not only some of the top-tier talent in smooth jazz, we continue to expand in the urban adult market. It's amazing to see how quickly time has passed and rewarding to see we are still making great music, have incredible fans and such a loyal touring base. It also gives us great pleasure to know we have helped launch the careers of so many talented artists."

Mutual Admiration Society

In smooth jazz radio circles, the feeling is mutual. Veteran smooth jazz PD and current KIFM/San Diego APD/midday host J. Wiedenheimer says, "I consider the Rippingtons the first smooth jazz supergroup. Russ Freeman's memorable melodies were so radio-ready we could literally play anything and they all fit like a glove.



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	TOR	PL/ TW	4YS +/-
0	1	15	MISTER MAGIC PETER WHITE	LEGACY/CDLUMBIA	181	+3
a	3	7	HYPNOTIC BONEY JAMES	CONCORD	160	+10
(3)	4	8	RHYTHM METHOD PAUL BROWN	PEAK/CDNCORD	156	+6
4	6	10	READY TO PLAY NILS	BAJA/TSR	144	+3
5	2	20	GIVE ME THE REASON KIRK WHALUM	RENDEZVOUS	143	-29
	8	17	BLOOM MINDI ABAIR	GRP/VERVE	141	+9
0	N	EW	ANDRE'S THEME ANDRE WARD FEAT, YASHA	ORPHEUS	141	+8
8	5	10	GOOO TO GO CHUCK LOEB	HEADS UP	140	-2
9	9	10	SLICK ERIC DARIUS	NARADA JAZZ/BLG	135	+5
10	12	11	SO AMAZING PATTI AUSTIN	RENDEZVOUS	133	+17
	14	8	READY FOR LOVE WALTER BEASLEY	HEADS UP	131	+1.
	19	2	LET'S TAKE A RIDE NORMAN BROWN	PEAK/CONCORD	130	+18
13	7	20	WAY UP WAYMAN TISDALE	RENDEZVDUS	130	-7
14	15	3	NOOOLE SOUP FOUR8DEAST	NATIVE LANGUAGE	129	+1
15	17	12	NOW KYLE EASTWOOD	RENDEZVOUS	125	+6
16	13	14	YOU'RE BEAUTIFUL KENNY G	ARISTA/RMG	125	+5
17	10	9	STRAWBERRY LETTER #23 DAVID WELLS	DAVID WELLS	124	-4
18	21	14	THINKING ABOUT YOU NORAH JONES	BLUE NOTE/BLG	117	+6
19	16	4	MYSTICAL CHIELI MINUCCI & SPECIAL EFX	SHANACHIE	114	-3
20	18	11	LUCKY KEN NAVARRO	POSITIVE	111	-5
21	11	8	CANTALOUPE ISLAND BRIAN BROMBERG	ARTISTRY	111	-1
22	20	6	GOT TO GIVE IT UP KIM WATERS	SHANACHIE	109	-2
23	23	8	FEELING GOOD RANDY CRAWFORD & JOE SAMPLE	PRA	105	+
24	N	EW	KALEIDOSCOPE CHRIS STANDRING	TRIPPIN'N' RHYTHM	105	-3
25	22	7	TAKE ME STEVE COLE	NARADA JAZZ/BLC	102	-3
26	N	EW	ANTHEM FOR A NEW AMERICA JEFF LORBER	BLUE NOTE/BLG	101	+2
27	26	2	UPTOWN LAO TIZER	YSE	96	+3
28	24	14	IT MIGHT BE YOU DAVE KOZ FEAT. INDIA.ARIE	CAPITOL	96	-4
29	30	4	WANTING WILL DONATO	INNERVISION	93	+8
30	25	10	COOL TO THE TOUCH GREG ADAMS	RIPA	93	-2

OR WEEK ENDING MARCH 25, 2007

The Rippingtons' Discography

"Moonlighting," 1987 "Kilimanjaro," 1988 "Tourist in Paradise," 1989

"Welcome to the St.

James Club," 1990
"Curves Ahead" 1991

"Curves Ahead," 1991 "Weekend in Monaco," 1992

"Live in L.A.," 1993 "Sahara," 1994 "Brave New World,"

"Black Diamond," 1997 "Topaz," 1998

"Best of the Rippingtons," 1999 "Life in the Tropics,"

"Drive," 2003
"Live Across America,"

"Let It Ripp," 2003 "Wild Card," 2005 "The Rippingtons 20th

Anniversary," 2006

'Tourist in Paradise' remains one of my top five smooth jazz songs of all time."

KWJZ/Seattle PD Carol Handley cites an array of taleut who have been members of the band, such as Jimmy Johnson, Jeff Kashiwa, Eric Marienthal, Paul Taylor and David Benoit. She praises Freeman's great ear, passion for music and vision. "All of that has translated into a fabulous record label that is breeding, supporting and carrying on artists we know and love," Handley says. "And you can't talk about the Rippingtons without mentioning the great album art and the evolution of its signature jazz cat.

"Russ is such a gracious, humble guy," Handley adds. "All of my favorite Rippingtons tunes have Russ out front on guitar: his acoustic versions of 'Black Diamond, 'Bella Luna' and 'Gypsy Eyes.'"

In his liner notes for the anniversary project, Freeman makes reference to the Beatles' breakup when he was 9 as having a direct influence on his later role as bandleader. Back then, he vowed that if he ever started a band, it would never break up. This became a model for his vision of the Rippingtons. "I felt that if a band could survive personnel changes and evolve its sound naturally over time, it would have a better chance of survival," he says. "What I did not realize at the time was how prescient the idea was, and how it would withstand the test of time."



Pictured at the time that Concord Records and Peak Records entered their joint venture are, from left, Concord president Glen Barros, Rippingtons founder and Peak co-founder Russ Freeman, Peak president Andi Howard and Concord executive VP of A&R/COO John Burk.

SMOOTH JAZZ

▶ JEFF LORBER'S "HE HAD A HAT" CD DROPS APRIL 3, AND THIS WEEK HE HITS AIRPOWER WITH "ANTHEM FOR A NEW AMERICA" (21-19, UP 25).





POWERED BY

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS	PL. TW	AYS +/-	AUDIE MILLIONS	
	1	18	MISTER MAGIC PETER WHITE	NO. 1(2 WKS) LEGACY/COLUMBIA	634	+25	7.508	1
2	2	25	WAY UP! WAYMAN TISDALE	RENDEZVOUS	597	-12	6.595	. 2
0	4	23	BLOOM MINDLABAIR	GRP/VERVE	567	+13	5.245	3
*	3	22	GIVE ME THE REASON KIRK WHALUM	RENDEZVOUS	445	-133	5.131	4
5	5	31	GIRL IN THE RED DRESS	TRIPPIN'N' RHYTHM	443	-Ì	4.897	6
	13	11	READY FOR LOVE WALTER BEASLEY	HEADS UP	438	+117	3.569	13
7	6	18	YOU'RE BEAUTIFUL KENNYG	ARISTA/RMG	429	-4	4.539	8
Ē	8	10	SO NOT OVER YOU SIMPLY RED	SIMPLYRED.COM	391	:-1	5.125	5
#	7	18	THINKING ABOUT YOU NORAH JONES	BLUE NOTE/BLG	386	-25	3.889	12
•	n	8	THE RHYTHM METHOD PAUL BROWN	PEAK/CONCORD	368	+41	4.813	7
	10	18	GOOD TO GO CHUCK LOEB	HEADS UP	362	+20	3.053	16
	12	8	HYPNOTIC BONEY JAMES	CONCORD	348	+23	3.947	11
13	9	11	SAVE ROOM JOHN LEGEND		345	-22	4.491	9
H	14	13	SO AMAZING PATTI AUSTIN	G.O.O.D./COLUMBIA	293	-23	2.639	17
5	15	39	DRESSED TO CHILL MARION MEADOWS	RENDEZVOUS	266	-22	4.261	10
•	20	8	GOT TO GIVE IT UP KIM WATERS	HEADS UP	227	+76	3.336	14
	17	16	SLICK ERIC DARIUS	SHANACHIE	212	+6	2.395	18
18	16	20	IT MIGHT BE YOU DAVE KOZ FEATURING INDIA.ARIE	NARADA JAZZ/BLG	207	-10	2.294	20
()	21	4	ANTHEM FOR A NEW AMERICA JEFF LORBER	AIRPOWER CAPITOL	170	+25	2.387	19
E	19	19	IF YOU ASK ME NICK COLIONNE	BLUE NOTE/BLC	166	-2	1.224	23
1	18	5	HELLO BETTY JEFF GOLUB	NARADA JAZZ/BLC	165	-5	0.968	25
	23	.3	LOST WITHOUT U	NARADA JAZZ/BLC	138	+30	3.173	15
Z	NI	EW		STAR TRAK/INTERSCOPE ASED PLAYS/MOST ADDEO	135	+135	1.538	22
ď	22	5	AT THE MODERN JOYCE COOLING	PEAK/CONCORD	107	-10	0.595	
	29	14	FORGET ME NOTS	NARADA JAZZ/BLG	105	+43	1.192	24
	24	10	READY TO PLAY NILS	I.E./PEAK/CONCORD	102	+2	0.472	-
	N	EW	SAO PAULO RICK BRAUN	BAJA/TSR	86	+51	0.741	29
28	26	10	NOW	ARTIZEN	76	-1.	0.398	
29		NTRY	OUT OF MY HEAD	RENDEZVOUS	75	+20	0.495	
30	25	16	MILDRED'S ATTRACTION	ISLAND/IDJMG	74	-5	1.764	21
	,		JOYCE COOLING	NARADA JAZZ/BLG	/-		1.704	21

* <u>*</u>	
MOST ADDED	
TITLE	NEW TATIONS
LET'S TAKE A RIDE	4
Norman Brown (PEAK/CONCORD) Jones Radio Networks, KWJZ, Strius Cafe, WSJW	lazz
AT THE MODERN	3
Joyce Cooling (NARADA JAZZ/BLG)	
KBZN, KJCD, WLOQ	
SO NOT OVER YOU Simply Red (SIMPLYRED.COM) WJZI, WNUA	2
LOST WITHOUT U	2
Robin Thicke (STAR TRAK/INTERSCOPE)	
KJCD, WVMV	
SAO PAULO	2
Rick Braun (ARTIZEN)	
Jones Radio Networks, WQCD	
BLACK RIVER	2
Keiko Matsui (SHOUT FACTORY!)	
Jones Radio Networks, KBZN	
HYPNOTIC	1
Boney James (CONCORD)	
WDSJ	
SAVE ROOM	1
John Legend (G.O.O.D./COLUMBIA)	
WSJT	
THE RHYTHM METHOD	1
Paul Brown	

Smooth Jazz

Seattle, WA PD: Carol Handley MD: Dianna Rose

(PEAK/CONCORD)

ADDED AT... **KWJZ**

Norman Brown, Let's Take A Ride, 2

FOR MORE STATIONS GO TO:

RECURRENTS

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PL/ TW	AYS LW
HEART OF THE MATTER INDIA.ARIE (UNIVERSAL MOTOWN)	2 79	286
MORNIN' GEORCE BENSON & AL JARREAU (MONSTER/CONCORD)	241	224
BEAT STREET DAVID BENOIT (PEAK/CONCORD)	206	202
FREE AS THE WIND JAZZMASTERS (TRIPPIN'N' RHYTHM)	191	189
FORWARD EMOTION PIECES OF A DREAM (HEADS UP)	186	219

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PL. TW	AYS LW
WHAT DOES IT TAKE (TO WIN YOUR LOVE) PETER WHITE (LEGACY/COLUMBIA)	175	153
THE TOTAL EXPERIENCE BONEY JAMES FEATURING GEORGE DUKE (CONCORD)	172	177
IF I AIN'T GOT YOU ERIC DARIUS (NARADA JAZZ/BLG)	171	173
FALLIN' ALICIA KEYS (J/RMG)	164	124
MISMALOYA BEACH RAY PARKER JR. (RAYDIO)	162	184

N	IEW AND	ACTIVE	
TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
CANTALOUPE ISLAND Brian Bromberg (ARTISTRY)	71/11	RAINCOAT Kelly Sweet (RAZOR & TIE)	63/10
TOTAL STATIONS:	8	TOTAL STATIONS:	7
MYSTICAL Chiell Minucci & Special EFX (SHANACHIE)	70/3	NOODLE SOUP Four80East (NATIVE LANGUAGE)	60/11
TOTAL STATIONS:	8	TOTAL STATIONS:	5
ORDINARY PEOPLE George Benson & Al Jarreau (MONSTER/CONCORD)	69/5	LUCKY Ken Navarro (POSITIVE)	53/0
TOTAL STATIONS:	9	TOTAL STATIONS:	6

+135 LET'S TAKE A RIDE Norman Brown (Peak/Concord) KSSJ +12, WQCD +12, KBZN +10, WLOQ +9, KJCD +8, XWRC +8, KIFM +7, WJZA +7, WSMJ +7, KUZ +6 +117 READY FOR LOVE Walter Beasley (Heads Up)
WDSJ +19, WNWV +19, KLIZ +13, KKSF +12, SLIC +11, WJSJ +17,
KJZS +9, KYOT +7, WLVE +7, KOAS +4 GOT TO GIVE IT UP Kim Waters (Shanachie) KTWV +21, SLIC +14, WLOQ +8, KHJZ +7, WVMV +5, WNUA +4, KIFM +4, KUZ +2, WSMJ +1, KBZN +1 SAO PAULO Rick Braun (ARTizen) K5SJ +14, WJZZ +7, XWRC +7, KIJZ +6, KIFM +3, KWJZ +3, JSJ +3, KJCD +2, KHJZ +1, KBZN +1

FORGET ME NOTS

Lee Ritenour (i.e./Peak/Concord)
WNWV +17, KYOT +9, KKSF +7, KJZS +6, WYJZ +5, XWRC +3,
WNUA +2, WSJW +1

FOR WEEK ENDING MARCH 25, 2007 **LEGEND:** See legend to charts in charts section for rules and symbol explanations. 32 smooth jazz stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day. 7 days a week, Indicator chart comprised of 17 reporters. © 2007 Nielsen Business Media. Inc. All rights reserved.

SMOOTH JAZZ REPORTERS

WJZZ/Atlanta, GA* PO/MD: Dave Kosh

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WEAA/Baltimore, MD ^OD: Sandi Mallory A^OD/MD: Marcelius "Bassman"

WSMJ/Baltimore, MD*

WVSU/Birmingham, AL

WNUA/Chicago, IL* MD: Rick O'Dell

WNWV/Cleveland, OH*

₩JZA/Columbus, OH* ¤D/MD: Bill Harman

WDSJ/Dayton, OH*

KJCD/Denver, CO* PD/MD: Michael Fischer

WVMV/Detroit, MI* OM/PD: Tom Sleeker MD: Sandy Kovach

WZJZ/Ft. Myers, FL

WSBZ/Ft. Walton Beach, FL PD: Mark Carter MD: Mark Edwards

WSJW/Harrisburg, PA* OM: Iom Shannon PD/MD: Paul Scott

WQTQ/Hartford, CT PD/MD: Stewart Stone

KHJZ/Houston, TX* PD: Maxine Todd APD/MD: Greg Morgan

KPVU/Houston, TX

WYJZ/Indianapolis, IN* OM/PD: Carl Frye

WJSJ/Jacksonville, FL* OM/PD: Joel Widdows KJLU/Jefferson City, MO

KOAS/Las Vegas, NV* PD: Samantha Pa MD: Lynn Briggs

KUAP/Little Rock, AR

KSBR/Los Angeles, CA OM/PD: Terry Wedel MD: Vienna Yip

KTWV/Los Angeles, CA* PD: Paul Goldstein APD/MD: Ricci Filiar

WGRV/Melbourne, FL OM: C.J. Sampson PD/MD: Randy Bennett

WLVE/Miami, FL* OM/PD: Rich McMillan WJZI/Milwaukee, WI* KRVR/Modesto, CA* OM/MD: Doug Wulff PD: James Bryan

WVAS/Montgomery, AL OM: Candy Capi MD: Jay Holcey

WOCD/New York, NY* PD: Blake Lawrence MD: Carolyn Bednarski

WHOV/Norfolk, VA

: Kevin "The Moose" Anderson WLOQ/Orlando, FL*

KYOT/Phoenix, AZ* PD: Smokey Rivers APD/MD. Angie Handa KIJZ/Portland, DR*

KJZS/Reno, NV*

KSSJ/Sacramento, CA*

KBZN/Salt Lake City, UT* OM/PD: Dan Jessop

KIFM/San Diego, CA* APD: J. Wiedenheimer MD: Kelly Cole

KKSF/San Francisco, CA* PD/MD: Ken Jones

KJZY/Santa Rosa, CA APD/MD: Rob Singleton

DMX Jazz Vocal Blend/Satellite

DMX Smooth Jazz/Satellite PD/MD: Rochelle Matthews

Jones Radio Networks/Satellite*

OM/PD: Steve Hibbard APD/MD: Laurie Cobb Music Choice Smooth

Jazz/Satellite APD: Will Kinnally

Sirius Jazz Cafe/Satellite* PD: Shirley Maldonado MD: Rick Laboy

XM Watercolors/Satellite*

KCOZ/Springfield, MO OM: Jae Jones PD/MD: Jarrett Grogan WSJT/Tampa, FL*

KWJZ/Seattle, WA* PD: Carol Handley MD: Dianna Rose

PD: Ross Block MD: Kathy Curtis

WJZW/Washington, DC* OM/PD: Kenny King

* Monitored Reporters

ROCK



Insight from WMMR/Philadelphia's Bill Weston

Early Reactions To The PPM

Mike Boyle

MBoyle@RadioandRecords.com

hiladelphia is at the tail-end of its first Portable People Meter radio ratings survey, what Arbitron is calling "the final step in replacing ratings based on paper-and-pencil diaries with passive electronic measurement." The survey period started March 8 and ends April 4. In all, 51 stations in Philly were readied for electronic measurement at the start date, representing 98.95% of the listening share among stations in the metro.

In a March 8 e-mail, Arbitron senior VP of press and investor relations Thom Mocarsky pointed out that the number of participating stations will continue to increase as additional stations in the market have requested and are currently installing PPM encoding equipment. Stations do not need to subscribe to PPM ratings services to encode their broadcasts, and Arbitron provides the encoding equipment for free. The stations equipped for PPM measurement represent all the commercial radio groups. Clear Channel jumped in at the last minute on March 2 to prepare for the March 8 "currency" survey period to begin. There are also more than half a dozen noncommercial stations participating.

Additionally, the ratings company has met its goal and installed a representative panel of more than 2,040 persons age 6 and above in the market. Approximately 8% of the panel was recruited from cell phone-only households.

Prior to the "currency" survey period, Arbitron conducted two months of "precurrency" PPM listening estimates as an opportunity for Philadelphia stations and agencies to evaluate and explore the data. The January PPM estimates represented the period from Jan. 11 to Feb. 7 and were delivered Feb. 28. The second "precurrency" survey period ran Feb. 8 to March 7, and subscribers began receiving weekly PPM data on March 28. In addition, weekly downloads start rolling out April 2, with initial estimates for the week of March 8-14.

In an effort to get an early feel for how things are going so far with the PPM in Philly, R&R

spoke with Greater Media active rock WMMR PD Bill Weston. (The city's other commercial current rock outlet, CBS Radio's active rock/talk WYSP [Free FM], declined to comment.)

It's important to keep in mind that Clear Channel stations were not included in either of the "precurrency" survey periods, so any and all rankers quoted are not a true representation of the market.

Of all the encoded outlets, WMMR ranked third with persons 6+ and 12+ in AQH, behind Jerry Lee's market-leading AC WBEB (B101) and CBS Radio news KYW (1060). Cumewise—minus the Clear Channel stations and specifically urban WDAS-FM, which is typically a top five performer—WMMR ranked seventh in persons 6+ and sixth in persons 12+, with a cume of nearly 900,000.

Overall, Weston is pretty happy with the early PPM data. "We didn't have a party over the numbers. I'd really like to see two or three months of this to understand the data better and its patterns," he says. "Where WDAS-FM comes into the mix will certainly affect rankings, because they're typically a 25–54 contender."

His most substantial observation: The difference he saw between morning and afternoon drive. Weston says, "There's a higher cume in afternoon drive than morning drive, and that's a big story for us."

He adds that Arbtiron prepared the station to expect overall cume growth, "but not at this level. I'm used to seeing a 12+ cume at 530,000. With the PPM data, I'm looking at a

Philadelphia PPM, January 2007

Mon.-Sun., 6 a.m.-Mid.
Top 10 Encoded Outlets

Persons 6+
(ranked by AQH)
WBEB
KYW-AM
WMMR
WOGL
WXTU
WMGK
WBEN
WIP-AM
WPHT-AM
WRDW

Persons 6+ (ranked by cume)

WBEB
KYW-AM
WOGL
WBEN
WMGK
WRDW
WMMR
WXTU
WPHI
WIP-AM

Source: Arbitron

number that's around 900,000."

Weston also believes that the diary has been grossly over-reporting listening for urban stations. "Again, there's the caveat that Clear Channel's WUSL [Power 99] and WDAS-FM were not included, but the two urbans that were encoded, Beasley rhythmic WRDW [the Beat 96.5] and Radio One's WPHI [100.3], dropped markedly. Their time spent listening had a dramatic drop. That allowed WMMR to be No. 1 at night."

The first "precurrency" PPM data in Cheesesteakville gave Weston some pause to reflect on marketing and programming strategies. "Despite the larger than expected cume numbers for the station, we'll continue, for the moment, with our outdoor marketing to invite tune-in. I really think it's valuable and appreciate Greater Media's supporting me on that."

But some strategies are likely to change, he says. "We'll examine our stopset structure. Arbitron provided data that showed people enter the hour at all times equally. I also think we'll be more specific in our teases to hold retention through breaks."

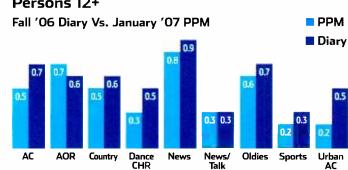
To boost what he saw in TSL, Weston is also reconsidering how he manages promos.

"Is 25 produced promos a week enough? I just did a reach and frequency run, and it appears that with the reduced TSL in order for us to get a '3' frequency—which has always been the rule, because when a person hears a promo three times they might be more prone to act on it—we may have to up our promo frequency based on 6 a.m.-midnight to close to 40 spins a week for combined liners and promos," he says

There's no question that it's still early in the rollout, but so far, the PPM for Weston is shaping up to be a win-win situation for WMMR.

"It's giving us better perspective. With the diary results you'd look at the numbers and say, 'Well, they had a couple of well-placed diaries,' or, 'Yeah, they oversampled African-Americans.' PPM is making us look at the numbers in a different way, because this is a much better representation of how people listen to radio. It's no longer about how they were manipulated to write things down in a diary."

PPM AQH Format Comparison Persons 12+



Station comparison: WBEB-FM, KYW-AM, WMMR-FM, WOGL-FM, WXTU-FM, WIP-AM, WPHT-AM, WRDW-FM, WPHI-FM, WRNB-FM, WYSP-FM, WJBR-FM, WKXW-FM, WDR-FM, WEEU-AM, WPHY-AM, WXKW-FM, WAYV-FM

SOURCE: Arbitron

ALTERNATIVE

► THE USED RETURNS TO THE CHART FOR THE FIRST TIME IN NEARLY TWO YEARS, DEBUTING AT NO. 40 WITH "THE BIRD AND THE WORM."





POWERED BY

1900 0001	JOHN ASSE	WEEKS	N NIELSEN BDS ☆ HITPREDICTOR TITLE CERTIFICATIONS STATUS ARTIST IMPRINT / PROMOTION LABEL	PL:	AYS +/-	AUDIE	
7	7	23	FROM YESTERDAY 30 SECONOS TO MARS IMMORTAL/VIRGIN	1815	-107	7.6 36	1
0	4	6	SURVIVALISM NINE INCH NAILS NOTHING/INTERSCOPE	1716	+83	7.172	3
3	3	22	PAIN THREE DAYS GRACE JIVE/ZOMBA	1695	-33	6.821	4
0		71	BREATH BREAKING BENJAMIN HOLLYWOOD	1505	+134	5.251	10
0	6	12	DASHBOARD MODEST MOUSE EPIC	1505	+32	5.078	11
(6)	8	n	INCUBUS IMMORTAL/EPIC	1495	+130	5.623	7
+	3	22	STARLIGHT MUSE WARNER BROS.	1463	-184	7.329	2
8	5	16	FAMOUS LAST WORDS MY CHEMICAL ROMANCE REPRISE	1428	-87	5.048	12
•	13	12	READ MY MIND THE KILLERS ISLAND/IDJMG	1408	+111	5.534	9
0	TI	10	FOREVER PAPA ROACH EL TONAL/GEFFEN	1356	+94	4.872	13
1	12	36	FACE DOWN THE RED JUMPSUIT APPARATUS VIRGIN	1285	+34	5.599	8
B	°14	11	LAZY EYE SILVERSUN PICKUPS DANGERBIRD	1272	+138	6.043	6
B	15	17	PRAYER OF THE REFUGEE RISE AGAINST GEFFEN	1216	+26	4.559	14
154	9	22	SNOW ((HEY OH))	1138	-174	6.193	5
6	16	8	WELL ENOUGH ALONE CHEVELLE EPIC	983	+39	2.992	18
16	Б	18	THIS AIN'T A SCENE, IT'S AN ARMS RACE TO FULLED BY RAMEN/ISLAND/IDJMG	905	-145	4.033	15
1	19	14	IT'S NOT OVER	821	+33	2.281	23
18	7	16	PHANTOM LIMB THE SHINS SUBPOP	820	-77	3.598	17
B	21	8	RUBY KAISER CHIEFS B-UNIQUE/UNIVERSAL MOTOWN	791	+81	1.965	25
30	2C	29	WELCOME TO THE BLACK PARADE % か MY CHEMICAL ROMANCE REPRISE	774	+10	3.910	16
9	22	4	THE MISSING FRAME AFI TINY EVIL/INTERSCOPE	717	+95	2.609	19
1	25	4	HEY THERE DELILAH PLAIN WHITE T'S FEARLESS/HOLLYWDOD	708	+162	2.312	21
9	*	6	ALL THE SAME SICK PUPPIES RMR/VIRGIN	612	+108	2.301	22
2	25	11	NAIVE THE KOOKS ASTRALWERKS	576	+52	1.473	30
9	2	6	PARALYZER FINGER ELEVEN WIND-UP	555	+5	1.826	27
49	2 E	9	EVERYTHING BUCKCHERRY ÉLEVEN SEVEN/ATLANTIC/LAVA	536	+24	2.043	24
9	•C	2	TIME WON'T LET ME GO THE BRAVERY ISLAND/IDJMG	533	+251	2.355	20
3£	22	10	SILLYWORLD STONE SOUR ROADRUNNER	531	-32	1.266	36
29	×	10-	I STILL REMEMBER	525	-7	1.332	35
20	30	13	LADIES & GENTLEMEN SALIVA ISLAND/IDJMG	468	-29	1.250	38
31	35	6	HANG ME UP TO DRY COLD WAR KIDS DOWNTOWN/ATLANTIC/LAVA	464	+56	1.853	26
32	32	7	FREAK ON A LEASH (UNPLUGGED) KORN FEATURING AMY LEE VIRGIN ALL THESE THINGS I HATE (DEVOLVE ADDUNIS AS)	439	-15	1.577	29
133	3c.	6	ALL THESE THINGS I HATE (REVOLVE AROUND ME) ☆ BULLET FOR MY VALENTINE JIVE/ZOMBA FULLY ALIVE	429	+15	1.352	34
3e	35	15	FLYLEAF OCTONE/J/RMG	423	-11	1.451	32
55	3	7	YOU'RE ALL I HAVE SNOW PATROL POLYDOR/AGM/INTERSCOPE AV THIS SOONED (NO ONE WILL SEE THINGS THE WAY I DO)	406	-60	1.104	. *1
56	3	3	SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I DO). THE ALMOST. TOOTH & NAIL/VIRGIN	382	+46	0.971	-
5.	38	3	BETTER THAN ME HINDER UNIVERSAL REPUBLIC	324	-3	0.676	
58	36	16	THINK I'M IN LOVE 位 BECK INTERSCOPE	324	-37	1.015	•
39	39	6	TEN THOUSAND FISTS DISTURBED REPRISE REPRISE THE RIPD AND THE WORM MOST INCREASED BLAVE	31€	+3	1.153	(#)
40	NE	·W	THE BIRD AND THE WORM MOST INCREASED PLAYS	30°	+298	1.750	28

MOST ADD	ED
TITLE	NEW
HUMP DE BUMP	STATIONS
Red Hot Chili Peppers	12
(WARNER BROS.) KHBZ, KJEE, KNXX, KPNT, KR	00 KTB7
SIAN, WAVF, WEQX, WHTG, W	
THE BIRD AND THE WO	DRM 10
(REPRISE)	T7 11/51/07
KJEE, KTBZ, SIAN, WBRU, WB WOCL, WRZX, WSUN, XETH	12, WLYY,
HEY THERE DELILAH Plain White T's (HOLLYWOOD) KMYZ, KNXX, KROX, WFNX, V WMFS, WTZR, WXNR, WZJO	9 VHRL,
TIME WON'T LET ME G	0 9
The Bravery (ISLAND/IDJMG)	
KQXR, WARQ, WCYY, WGVX, WOCL, WRWK, WSWD, WWCD	
WISH UPON A DOG STA	AR 9
Satellite Party (COLUMBIA)	
KBZT, SIAN, WBRU, WBTZ, WO WNFZ, WROX, XETH	CYY, WHTG,
JESUS CHRIST	
Brand New (INTERSCOPE)	
KROQ, KUCD, SIAN, WARQ, WI	BRU, WFNX,
WGVX, WOCL	

THNKS FR TH MMRS

THE MISSING FRAME (TINY EVIL/INTERSCOPE)
KFTE, KMYZ, WBTZ, WHRL, WOCL

The Fratellis (CHERRYTREE/INTERSCOPE) KNXX, KQXR, KXRK, WCYY, WHTG

NO SUCH THING
Chris Cornell
(INTERSCOPE/SURETONE)
KITS, KXTE. WARQ, WNNX, WRZX

ADDED AT... KQXR Boise, ID PD: Matt Diablo

(ISLAND/IDJMG) KMYZ, KUCD, KXRK, WCYY, WPBZ, WROX

THE FRATELLIS, Flathead, 1 THE BRAVERY, Time Won't Let Me Go, 0

P	IEW AN	DACTIVE	
TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
THNKS FR TH MMRS Fall Out Boy {FUELED BY RAMEN/ISLAND/ID		JAMBI Tool (TOOL DISSECTIONAL/VOLCA	
TOTAL STATIONS:	29	TOTAL STATIONS:	29
FLATHEAD The Fratellis (CHERRYTREE/DROP THE	291/37	YOUNG FOLKS Peter Bjorn And John (ALMOSTGOLD/RED)	217/49
GUN/ISLAND/INTERSCOPE)		TOTAL STATIONS:	26
TOTAL STATIONS: KEEP THE CAR RUNNIN Arcade Fire	26 G 287/66	HOUSE OF CARDS Madina Lake (ROADRUNNER)	209/37
(MERGE)		TOTAL STATIONS:	23
TOTAL STATIONS:	25	ON CALL	107/25
THE RIVER		Kings Of Leon (RCA/RMG)	197/25
And Synyster Gates (DAYLIGHT/EPIC)		TOTAL STATIONS:	27
TOTAL STATIONS:	21	YOU ARE THE ONE Shiny Toy Guns	189/73
WOLF LIKE ME	280/4	(UNIVERSAL MOTOWN)	
TV On The Radio (INTERSCOPE)		TOTAL STATIONS:	21
TOTAL STATIONS:	33		

MOST NCREASED **PLAYS** INCREASE IN PLAYS +298 THE BIRD AND THE WORM The Used (Reprise) KXRK +35, WKQX +34, KFMA +29, WSUN +29, WCYY +19, CIMX +17, KWOD +17, XTRA +17, KCXX +16, WOCL +11 +251 TIME WON'T LET ME GO The Bravery (Island/IDJMG)
SIAN +56, KWOD +17, WROX +17, XETH +16, WEQX +16, WGVX +13, KNXX +12, KJEE +12, WRWK +11, KRBZ +10 +159 **HEY THERE DELILAH** Plain White T's (Fearless/Hollywood)
KFRR +18, KEDJ +17, WRZX +15, SIAN =14, WWCD +14,
WCYY +11, WOCL +10, KRZQ +9, WHRL +9, KWOD +8 +132 Silversun Pickups (dangerbird) WOCL +18, WMFS +16, KNXX +12, CIMX +12, XTRA +10, WSUN +8, KRZQ +8, KROQ +7, XETH +7, KEDJ +7 +130 Breaking Benjamin (Hollywood) KCXX +19, WARQ +15, WKRL +14, WOCL +12, WROX +12, KEDJ +11, WMFS +9, CIMX +8, KTCL +7, KMYZ +7

FOR WEEK ENDING MARCH 25, 2007 LEGEND: See legend to charts in charts section for rules and symbol explanations. 72 alternative and 26 Canada rock stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2007 Nielsen Business Media, Inc. All rights reserved.

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► PAPA ROACH HAS ITS BIGGEST ACTIVE ROCK HIT SINCE 2004 AS "FOREVER" FLIES 8-2 WITH MOST **INCREASED PLAYS** (UP 155).





45

EK	X	Þ						_
THIS WE	AST WE	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	P_A	YS +/-	AUDIEN	
1	1	12	BREATH BREA-ING BENJAMIN	NO. 1(3 WKS)	68 C	+51	5.823	1
2	8	11		MOST INCREASED PLAYS EL TONAL/GEFFEN	1392	+155	3.950	8
3	3	19	SILLYWORLD STONE SOUR	ROADRUNNER	1344	+24	4.832	3
4	2	22	LADIES & GENTLEMEN	ISLAND/IDJMG	1275	-102	4.745	۷
5	5	17	IT'S NOT OVER DAUGHTRY	RCA/RMG	1237	-44	4.104	7
6	4	27	PAIN THREE DAYS GRACE	JIVE/ZOMBA	1216	- 7 7	5.343	2
7	5	16	TEN THOUSAND FISTS DISTURBED	REPRISE	1196	-55	4.332	5
8	9	8	WELL ENOUGH ALONE CHEVELLE	EPIC	1193	+27	3.373	10
9	7	22	THE ENEMY GODSMACK	UNIVERSAL REPUBLIC	1160	-8 1	4.119	6
10	10	17	FROM YESTERDAY 3D SECTIONS TO MARS	IMMORTAL/VIRGIN	1097	+38	2.905	12
0	n	11	EVERYTHING BUCKCHERRY	ELEVEN SEVEN/ATLANTIC/LAVA	1062	+59	3.177	11
12	12	10	JAMBI TOOL	TID 3L DISSECTIONAL/VOLCANO/ZOMBA	1041	+69	3.440	9
13	14	6	SURVIVALISM NINE INCH NAILS	NOTHING/INTERSCOPE	879	+24	2.388	14
14	13	n	ALL THESE THINGS I HAT BULLET FOR MY VALENTINE	TE (REVO_VE AROUND ME) JIVE/ZOMBA	878	-12	1.941	17
15	15	6	YOU WOULDN'T KNOW	EPIC	811	+53	2.049	16
16	16	10	DRIVEN SEVENCUST	7BROS/ASYLUM	766	+34	1.532	21
17	18	8	DIG INCUBUS	AIRPOWER IMMORTAL/EPIC	746	+72	1.862	18
(8)	17	10	PARALYZER FINGER ELEVEN	WIND-UP	742	+13	1.842	19
-9	20	36	THE POT	TOIC_DISSECTIONAL/VOLCANO/ZOMBA	625	-2	2.620	13
20	22	7	BETTER THAN ME HINDER	UNIVERSAL REPUBLIC	596	+17	1.391	22
	24	8	FAMO JS LAST WORDS MY CHEMICAL ROMANCE	REPRISE	548	+48	1.633	20
•	25	5	THE ECSTASY OF GOLD	SONY CLASSICAL	503	+49	2.109	15
3	26	5	BREATHE INTO ME	ESSENTIAL/RED	455	+30	0.697	29
	27	5	DESTROYER STATIC-X	REPRISE	418	+32	0.868	26
25	23	8	FREAK ON A LEASH (UN KORN FEATURING AMY LEE	PLUGGED) VIRGIN	344	-171	1.083	23
2	3C	5	THE OLDER I GET SKILLET	ARDENT/ATLANTIC/LAVA	342	+56	0.625	33
	32	2	SWEET SACRIFICE EVANESC ENCE	WIND-UP	295	+49	0.677	30
23	31	3	FATHER FIGURE ARMY OF ANYONE	FIRM	285	+31	0.650	31
29	28	15	STAND UP JET	ATLANTIC	259	-71	0.875	25
30	33	7	THE RISING TRIVIUM	ROADRUNNER	251	+10	0.340	
3	34	2	RAIN WIZARD BLACK STONE CHERRY	IN DE GOOT/ROADRUNNER	250	+31	0.425	38
32	29	16	TELL ME DROPPINC DAYLIGHT	A&M/OCTONE	245	-43	0.416	39
33	38	2	DANCE OF THE MANATE	E SERJ CAL STRIKE/UNIVERSAL REPUBLIC	244	+55	0.635	32
34	36	5	DIFFERENT THAN YOU THE EXIES	ELEVEN SEVEN	241	+42	0.389	-
35	35	2	SIDE OF A BULLET NICKELBACK	MOST ADDED ROADRUNNER	238	+36	0.832	28
36		EW	LOVE REIGN O'ER ME PEARL JAM	MONKEY WRENCH	187	+37	0.890	24
9		EW .	FAR CRY RUSH	ANTHEM/ATLANTIC	183	+14	0.861	27
38	37	14	COLONY OF BIRCHMEN MASTODON	RELAPSE/REPRISE	181	-16	0.256	-
39	40	4	ELECTRIC WORRY	ISSACHAR/DRT	176	+1	0.204	
40	HE-	eth.	PRAYER OF THE REFUGE RISE AGAINST	GEFFEN	168	+19	0.433	3 7

MOST ADD	DED
TITLE	NEW
ARTIST / LABEL	STATIONS
SIDE OF A BULLET Nickelback (ROADRUNNER) KHTB, KHTQ, KRXQ, KZRQ, WCHZ, WCPR, WIIL, WJJO, WWYBB	NAAF, WBZX, PRTT, WRZK,
NO SUCH THING Chris Cornell (SURETONE/INTERSCOPE) KDJE, KHTQ, KOMP, WBSX, V WIIL, WQXA, XSQU	yBuz, wccc,
HUMP DE BUMP Red Hot Chili Peppers (WARNER BROS.) KDOT, KLAQ, KTEG, WIYY, W WRXW, XSQU	8 MMR, WRUF,
COCAINE (WE'RE ALL GOING TO HELL) Strata (WIND-UP) KZRQ, WBUZ, WIIL, WRTT, W XSQU	<mark>7</mark> 'wви, wyвв,
ALREADY GONE Crossfade (COLUMBIA) SIOC, WBUZ, WKLQ, WRTT, V	5 VXQR, XSQU
FAR CRY Rush (ANTHEM/ATLANTIC) KICT, KLAQ, KOMP, SIOC, WIN	5 /Y
REDEMPTION Shadows Fall (ATLANTIC/LAVA) KRZR, WBUZ, WCCC, WJJO, V	5 VXQR
YOU WOULDN'T KNOW Hellyeah (EPIC) KATT, KOMP, KRAB	w 3
RAIN WIZARD Black Stone Cherry (IN DE GOOT/ROADRUNNER) KILO, WCHZ, WCPR	3
LOVE REIGN O'ER ME Pearl Jam (MONKEY WRENCH)	3

	NEW AND	ACTIVE	
TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
NO SUCH THING Chris Cornell	137/82	FIGHT LIKE THIS Decyfer Down	102/18
(SURETONE/INTERSCOPE) TOTAL STATIONS:	21	(SRE/INO/COLUMBIA) TOTAL STATIONS:	12
THE FIGHT The Classic Crime (TOOTH & NAIL/EMR)	137/6	REDEMPTION Shadows Fall (ATLANTIC/LAVA)	100/36
TOTAL STATIONS:	13	TOTAL STATIONS:	32
ALL THE SAME Sick Puppies (RMR/VIRGIN)	117/23	HEAR ME NOW Framing Hanley (SILENT MAJORITY)	95/6
TOTAL STATIONS:	16	TOTAL STATIONS:	II.
MEIN Deftones (MAVERICK/REPRISE)	109/17	LIE Black Light Burns (I AM:WOLFPACK/ADRENALINE)	80/65
TOTAL STATIONS:	קֿוֹ ק	TOTAL STATIONS:	17
SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I D	O). 102/37	SET ME FREE Megadeth (ROADRUNNER)	72/43
The Almost. (TOOTH & NAIL/VIRGIN)		TOTAL STATIONS:	20
TOTAL STATIONS:	13		

MOST INCREASED **PLAYS** +155 FOREVER Papa Roach (El Tonal/Geffen)
KRAB +20, KHTQ +15, WCPR +14, WHDR +13, WEDG +11,
WJJO +9, WKLQ +7, WRTT +7, WRAT +6, WXZZ +6 +82 NO SUCH THING Chris Cornell (Suretone/Interscope) KZRQ +21, KISW +13, SIOC +11, WRUF +11, KDJE +8, WAAF +6, KZBD +6, WMMR +5, WQXA +1, KHTB +1 +72

Incubus (Immortai/Epic) KLAQ +/4, WXZZ +/1, KICT +9, KIOZ +8, WBUZ +8, WTFX +8, WRAT +7, WWBN +6, KOMP +5, WEDG +5

JAMBI Tool (Tool Dissectional/Volcano/Zomba)
KOMP +15, WIIL +13, WTFX +12, WEDG +10, WRZK +6,
KATT +6, KRZR +5, KHTQ +5, WHDR +5, KZRQ +4

Black Light Burns (I AM:Wolfpack/Adren. SIOC +10, WBYR +9, KZBD +9, XSQU +9, WQXA +7, KILO +6, KHTQ +6, WKLQ +6, WBUZ +3, WIIL +2

ADDED AT... NAAF WAAF

Boston, MA PD: Ron Valeri MD: Mistress Carrie

Jet, Stand Up, 6 Nickelback, Side Of A Bullet, 5

FOR MORE STATIONS GO TO

+69

FOR WEEK ENDING MARCH 25, 2007
LECEND: See legend to charts in charts section for rules and symbol explanations.
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TITLE ARTIST / LABEL

FROM YESTERDAY

SIDE OF A BULLET

THE OLDER I GET

THE OLD ...
Skillet
(ARDENT/ATLANTIC/LAVA)
TOTAL STATIONS:

30 Seconds To Mars (IMMORTAL/VIRGIN) TOTAL STATIONS:

NEW AND ACTIVE

TITLE ARTIST / LABEL

SURVIVALISM

DAIN WIZADD

Nine Inch Nails (NOTHING/INTERSCOPE) TOTAL STATIONS:

HELLO (I LOVE YOU) Roger Waters (NEW LINE) TOTAL STATIONS:

PLAYS /GAIN

62/17

59/12

50/2

46/19

26/8

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLA TW	YS +/-	AUDIE MILLIONS	
1	T	22	PAIN THREE DAYS GRACE	NO. 1 (10 WKS)	397	-6	1.191	7
2	3	15	IT'S NOT OVER DAUGHTRY	RCA/RMG	340	+20	0.938	8
(3)	5	16	SILLYWORLD: STONE SOUR	ROADRUNNER	324	+10	0.938	7
4	2	19	LADIES & GENTLEMEN SALIVA	ISLAND/IDJMG	302	-69	0.778	10
5	4	21	SNOW ((HEY OH)) RED HOT CHILL PEPPERS	WARNER BROS.	297	-23	0.947	6
6	6	11	BREATH BREAKING BENJAMIN	HOLLYW O OD	290	-3	1.040	3.
7	7	19	THE ENEMY GODSMACK	UNIVERSAL REPUBLIC	264	-29	0.785	9
В	15	2	FAR CRY MOST INCREA	ASED PLAYS/MOST ADDED ANTHEM/ATLANTIC	258	+75	1.045	2
9	10	9	FOREVER PAPA ROACH	EL TONAL/GEFFE N	224	+7	0.563	14
10	8	51	ANIMAL I HAVE BECOME THREE DAYS GRACE	JIVE/ZOMBA	223	-10	0.976	5
178	9	37	HEROES SHINEDOWN	ATLANTIC	215	-12	0.731	11
12	11	38	LAND OF CONFUSION DISTURBED	REPRISE	214	+9	1.012	4
•	13	n	EVERYTHING BUCKCHERRY	ELEVEN SEVEN/ATLANTIC/LAVA	205	+18	0.690	13
•	14	8	WELL ENOUGH ALONE CHEVELLE	EPIC	198	+13	0.519	16
15	12	42	THROUGH GLASS STONE SOUR	ROADRUNNER	191	-8	0.696	12
(6)	16	13	TEN THOUSAND FISTS DISTURBED	REPRISE	189	+28	0.395	18
٦۶	17	20	HOW LONG HINDER	UNIVERSAL REPUBLIC	136	-11	0.436	17
•	18	9	IF EVERYONE CARED NICKELBACK	RDADRUNNER	135	+4	0.553	15
19	19	7	BETTER THAN ME HINDER	UNIVERSAL REPUBLIC	113	-8	0.166	27
30	20	8	PARALYZER FINGER ELEVEN	WIND-UP	101	+2	0.128	30
	25	3	THE DEVIL CRIED BLACK SABBATH	WARNER BROS./RHINO	88	+3	0.295	19
2 2	24	8	DIG INCUBUS	IMMORTAL/EPIC	88	-1	0.246	20
23	23	6	THE ECSTASY OF GOLD METALLICA	SONYCLASSICAL	86	-8	0.152	28
	1		LOVE REIGN O'ER ME PEARL JAM	MONKEY WRENCH	83	+38	0.168	26
25	21	11	STAND UP JET	ATLANTIC	82	-13	0.107	-
2 6	26	17	ANNA-MOLLY INCUBUS	IMMORTAL/EPIC	77	-2	0.207	23
27	22	19	GOODBYE ARMY OF ANYONE	FIRM	75	-19	0.115	-
28	27	4	TOOL	TOOL DISSECTIONAL/VOLCANO/ZDMBA	72	+2	0.127	•
29	28	3	YOU WOULDN'T KNOW	EPIC	70	+5	0.183	25
30	29	2	ALL THESE THINGS I HATE (RE	VOLVE AROUND ME) JIVE/ZOMBA	67	+8	0.078	

MOST ADDED
TITLE NEW STATIONS FAR CRY 3
Rush (ANTHEM/ATLANTIC) WNOR, WRQK, WXFX
SIDE OF A BULLET Nickelback (ROADRUNNER/LAVA/ATLANTIC) WKLC, WNOR, WXMM
SILLYWORLD 1 Stone Sour (ROADRUNNER/LAVA/ATLANTIC) WGIR
TEN THOUSAND FISTS 1 Disturbed (REPRISE) KUFO
FOREVER 1 Papa Roach (EL TONAL/GEFFEN) WXFX
BETTER THAN ME 1 Hinder (UNIVERSAL REPUBLIC) WXMM
LOVE REIGN O'ER ME 1 Pearl Jam (MONKEY WRENCH) WXFX
SET ME FREE 1 Megadeth (ROADRUNNER) KZRR
BREATHE INTO ME 1 Red (ESSENTIAL/RED) KMOD

ADDED AT.. WNOR Norfolk, VA

PD: Harvey Kojan APD/MD: Tim Parker Rush, Far Cry, O Nickelback, Side Of A Bullet, O

FOR MORE STATIONS GO TO

4		MO RE	10	
		PL/		
	-			

+28

+20

+19

FAR CRY Rush (Anthem/Atlantic) WRQK +11, KZRR +10, WJXQ +9, WXFX +9, WHJY +7, WZZO +7, WXMM +7, WKLC +5, WMMS +4, WONE +4 +38 LOVE REIGN O'ER ME

Pearl Jam (Monkey Wrench)
WKLC +11, WDHA +10, WXFX +10, WONE +3, KUFO +2,
WZZO +2, KIOC +1, WJXQ +1, WMMS +1 **TEN THOUSAND FISTS**

Disturbed (Reprise) KUFO +16, WXMM +6, WMMS +4, WAQX +4, KAZR +3, WJXQ +2, WVRK +2, WRQK +2, KIOC +1, WDHA +1

IT'S NOT OVER Daughtry (RCA/RMG) W/RK +13, WDHA +8, WNOR +7, KAZR +4, WRQK +4, WJXQ +2, KMOD +2, WKLC +2, WXFX +1, WEBN +1

SURVIVALISM

Nine Inch Nails (Nothing/Interscope) KUFO +10, WMMS +5, WAQX +2, KTUX +1, KAZR +1, KBER +1, WHJY +1

FOR WEEK ENDING MARCH 25, 2007 LECEND: See legend to charts in charts section for rules and symbol explanations. 25 rock stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2007 Nielsen Business Media. Inc. All rights reserved.

RECURRENTS

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PL. TW	AYS LW
CRAZY BITCH BUCKCHERRY (ELEVEN SEVEN/ATLANTIC/LAVA)	179	191
ROCK STAR NICKELBACK (ROADRUNNER)	176	177
THE POT TOOL (TOOL DISSECTIONAL/VOLCANO/ZOMBA)	157	173
COMING UNDONE KORN (VIRGIN)	133	147
REMEDY SEETHER (WIND-UP)	131	117
SEETHER (WIND-UP)		

TITLE	PLA	
ARTIST / IMPRINT / PROMOTION LABEL	TW	LW
DIRTY DEEDS DONE DIRT CHEAP AC/DC (ATCO/ATLANTIC)	114	87
PARADISE CITY GUNS N' ROSES (GEFFEN/INTERSCOPE)	109	98
ANOTHER BRICK IN THE WALL (PART II). PINK FLOYD (COLUMBIA)	108	109
BLACK DOG LED ZEPPELIN (ATLANTIC)	106	93
TOM SAWYER RUSH (MERCURY/UME)	105	102

WONE/Akron, OH* OM: Nick Anthony PD: T.K. O'Grady APD/MD: Tim Daugherty

46

KZRR/Albuquerque, NM* OM: Bill May PD: Phil Mahoney MD: Rob Brothers

WZZO/Allentown, PA* PD: Tori Thomas MD: Keith Moyer

KWHL/Anchorage, AK APD/MD: Brad Stennett

WTOS/Augusta, ME OM/PD: Steve Sr APD: Chris Rush

KIOC/Beaumont, TX* OM/PD: Joey Armstrong

WPTQ/Bowling Green, KY OM/PD: Alex "Axe" Parocai APD/MD: Monty Foster

WRQK/Canton, OH*

WPXC/Cane Cod. MA PD: Suzanne Tonaire APD/MD: James Gallagher

WKLC/Charleston, WV* OM: Bill Knight PD: Jay Nunley APD: Brian Thompson

MD: Dawn Cox

WEBN/Cincinnati, OH* OM/PD: Scott Reinhart MD: Dave Fritz

WMMS/Cleveland, OH* PD: Bo Matthews

WVRK/Columbus, GA* OM: Brian Waters PD: Micnael Steele

KAZR/Des Moines, IA* OM: Jim Schaefe PD: Ryan Patrick MD: Andy Hall

WQCM/Hagerstown, MD OM: Rick Alexander PD/MD: Mike Holder

ROCK REPORTERS WRVC/Huntington, WV

PD: Reeves Kirtner MD: Rick Kline

WJXQ/Lansing, MI* PD: Sheri Vegas MD: Darcy

WGIR/Manchester, NH* APD: Becky Pohotsky

WXFX/Montgomery, AL* PD: Rick Hendrick

WDHA/Morristown, NJ* PD: Tony Paige APD/MD: Curtis Kay

WNOR/Norfolk, VA* PD: Harvey Kojan APD/MD: Tim Parker

WXMM/Norfolk, VA* OM/PD: John Shomby APD/MD: Zak Tyler

KCLB/Palm Springs, CA PD: Anthony "Antdog" Quiroz MD: Jenn Brewski

WRKZ/Pittsburgh, PA* OM: Keith Clark PD: Ryan Mill

KUFO/Portland, OR* PD: Mike Tierney APD/MD: Dan Bozyk

WHJY/Providence, RI* PD: Scott Laudani MD: Mike Brangiforte

KCAL/Riverside, CA* PD: Steve Hoffman APD/MD: Daryl Norsell

WXRX/Rockford, IL PD: Jim Stone MD: Jon Schulz

KBER/Salt Lake City, UT* APD/MD: Darby Wilcox

KZOZ/San Luis Obispo, CA OM: Pepper Daniels MD: Dusty Rhoads

KTUX/Shreveport, LA* PD: Ragen King MD: Flynt Stone

KSHE/St. Louis, MO* OM: Rick Balis APD: Katy Kruze MD: Guy Favazza

WAQX/Syracuse, NY* OM: Tom Mitchell OM: Iom Mitchell
PD: Alexis
APD/MD: Don "Stone" Kelley

KMOD/Tulsa, OK* OM/PD: Don Cristi

WMZK/Wausau, WI

KBZS/Wichita Falls, TX

* Monitored Reporters

MARCH 30, 2007

PLAYS

-16

+45

.95

+49

+49

+33

+30

+32

+49

q

-5

-70

4

-77

47

204

188

181

177

172

139

137

131

130

607

436

434

402

351

IMPRINT / PROMOTION LABEL

ELEVEN SEVEN/ATLANTIC/WARNER

NOTHING/INTERSCOPE/UNIVERSAL

MODULAR/INTERSCOPE/UNIVERSAL

IMMORTAL/EPIC/SONY BMG

REA/SONY BMG

AQUARIUS/EMI

UNIVERSAL

ISLAND/LINIVERSAL

VARNER BROS./WARNER

INTERSCOPE/EPIC/SONY BMG

WARNER BROS./WARNER

WIND-UP

JIVE/SONY BMG

REPRISE/WARNER

ISLAND/UNIVERSAL

POWERED BY

ROCK

ALTERNATIVE & ACTIVE REPORTERS

WEQX/Albany, NY* PD: Willobee MD: Nikki Alexander

WHRL/Albany, NY* PD: Capone APD/MD: Gabby

WNNX/Atlanta, GA*

WJSE/Atlantic City, NJ OM/PD: Nick Giorno APD/MD: Shewn Castelluccio

WAEG/Augusta, GA PD: J.D. Kune

KROX/Austin, TX* PD: Lynn Barstow

MD: Toby Ryan

KNXX/Baton Rouge, LA* OM/PD: Dave Dur APD: Phillip Kish MD: Darren Gauthiei

KOXP/Roise ID* OM: Dan McCal PD: Mat Diable MD: Jeremi Smith

WBCN/Boston, MA*

WFNX/Boston, MA*

WBTZ/Burlington, VT* OM/PD: Matt Grasso APD/MD: Kevin Mays

WAVF/Charleston, SC* PD: Lance Hale MD: Wendy Rollins

WZJO/Charleston, WV*

WEND/Charlotte, NC* OM: Bruce Logan PD/MD: Jack Daniel

WKQX/Chicago, IL*

WSWD/Cincinnati, OH* OM: Patti Marshall mmy Bodean APD: Julie Evans

WXRK/Cleveland, OH*

WARQ/Columbia, SC* MD: Matt Lee

WWCD/Columbus, OH* OM: Randy Malloy PD: Andy "Andyman" Davis

KDGE/Dallas, TX* APD: Chris Rvan

WXEG/Dayton, 10H* PD: Steve Kramer APD/MD: Boome

KTCL/Denver, CD* MD: Eric "Boney" Clouse

CIMX/Detroit, MI*

KXNA/Fayetteville, AR

WYSK/Fredericksburg, VA

KFRR/Fresno, CA* MD: Rvan Oldfield

KKPL/Ft. Collins, CO OM/PD: Mark Callaghan MD: Beano

WJBX/Ft. Myers, FL* APD: Anthony "Floach" Proffitt MD: Jeff Zito

WGRD/Grand Rapids, MI* PD: Jerry Tarrants

WXNR/Greenville, NC* OM: Bruce Simel | APD/MD: Greg Brady

KUCD/Honolului, HIS PD: Adam Carr MD: Chris Samp

KTBZ/Houston. TX* PD: Vince Richard MD: Don Jantzen

WRZX/Indianappolis, IN* PD: Lenny Diana

WTZR/Johnson City, TN* OM/PD: Bruce Clark APD: LoKi

KRR7/Kansas City, MO* OM: Bob Edwards PD: Greg Bergen APD/MD: Jason Ui

WNFZ/Knoxville TN* OM: Terry Gillingham PD: Shane Cox APD/MD: Valerie Hale

KFTE/Lafavette, LA* MD: Jude Walker

KXTE/Las Vegas, NV* MD: Homie Pooser

KROQ/Los Angeles, CA* PD: Kevin Weatherly APD: Gene Sandbloom MD: Lisa Worden

WLRS/Louisville, KY*

APD/MD: Joe Stamm WMFS/Memphis, TN* OM/PD: Rob Cressman MD: Sydney Nabors

WI LIM/Milwaukee, WI⁴

PD: Jacent Jackson MD: Chris Calef

WGVX/Minneapolis, MN* OM: Dave Hamilton PD: Chris Rahn

WHTG/Monmouth, NJ

APD/MD: Brian Phillips WKZQ/Myrtle Beach, SC

MO: Mase

WROX/Norfolk, VA ∕I: Jay Michaels PD: Michele Diamond MD: Mike Powers

KHBZ/Oklahoma Cty, OK* OM: Tom Travis PD: Jeff Blackburn

MD: Crystal Clement WJRR/Orlando, FL*

PD: Rick Everett MD: Brian Dickerman WOCL/Orlando, FL*

KMRJ/Palm Springs, CA

APD/MD: Dwight Arnold

KEDJ/Phoenix, AZ* PD: Bruce St. James APD/MD: Tim Virgin

WXDX/Pittsburgh, PA* OM/PD: John Moschi MD: Vinnie Ferguson

WCYY/Portland, ME MD: Brian James

KNRK/Portland, OR PD: Mark Hamilton APD: Jaime Cooley

WBRU/Providence, RI* PD: Chris Novello APD: Zach Harnett MD: Noah Chevalie

KRZQ/Reno, NV* OM: Rob Brooks PD: Melanie Flores MD: Chris Pavn

WDYL/Richmond, VA* PD: Eric Kristenser MD: lessical ee

WRXL/Richmond, VA* OM: Bill Cahill PD/MD: Casey Krukowski

KCXX/Riverside, CA* PD: John DeSantis APD/MD: Bobby Sato

WZNE/Rochester, NY* OM/PD: Stan Mair

KWOD/Sacramento, CA* OM/PD: Curtiss Johnson MD: Hill Jordan

KXRK/Salt Lake City, UT* OM: Alan Hague PD: Todd Noker APD: Corey O'Brien MD: Artie Fufkin

KBZT/San Diego, CA* PD: Garett Micha APD: Mike Hanser MD: Mike Halloran

XETRA/San Diego, CA* MD: Stenhen Kallao

KITS/San Francisco, CA* PD: Dave Numme APD/MD: Aaron Axelsen

KJEE/Santa Barbara, CA* PD: Eddie Gutierre MD: Dave Hanacek

Music Choice Alternative/Satellite PD: Justin Prager MD: Gary Susalis

Sirius Alt Nation/Satellite⁴

OM: Gary Schoenwet PD: Rich McLaughlin APD: Khaled Elsebai MD: Zach Brooks

XM Fthel/Satellite* PD: Steve Kingston MD: Erik Range

WFXH/Savannah, GA^a MD: Leslie Scott

KNDD/Seattle, WA⁴ APD: Lazio APD: Jim Keller MD: Andrew Harms

KORA/Springfield, MO⁴

MD: Shadow Williams KPNT/St. Louis, MO

APO: Kyle Guderian

WKRL/Syracuse, NY* APD: Tim Noble

WSUN/Tampa, FL* PD: Shark

WRWK/Toledo OH* PD: Dan McClintock APD/MD: Carolyn Stone

KFMA/Tucson, AZ* PD: Matt Spry MD: Greg Rampage

KMYZ/Tulsa, OK* MD: Amber Fiedle WWDC/Washington, DC*

APD/MD: Donielle Flynn

WPBZ/West Palm Beach, FL*

WSFM/Wilmington, NC PD/MD: Mike Kennedy

ACTIVE

KEYJ/Abilene, TX PD/AMD: Frank Pain

KTEG/Albuguergue, NM⁴ OM/PD: Bill May MD: Aaron "Buck" Burnett

WWWX/Appleton, WI* PD/MD: Guy Dark

WCH7/Δunusta, GΔ* OM: Harley Drew PD: Chuck William:

KRAB/Bakersfield, CA* OM: Steve King PD/MD: Danny Spanks APD: Jared Mann

WIYY/Baltimore, MD APD/MD: Rob Heckman

WCPR/Biloxi, MS4 OM: Kenny Vest APD/MD: Maynard

WKGB/Binghamton, NY OM/PD: Jim Free APD/MD: Tim Boland

WAAF/Boston, MA* PD: Ron Valeri MD: Mistress Carrie

WEDG/Buffalo, NY⁴

WYBB/Charleston, SC* OM/PD: Mike Allen WRXR/Chattanooga, TN*

OM: Kris Van Dyke PD: Boner WIIL/Chicago, IL*

APD: Tom Kief MD: Sam Martin KROR/Chico, CA

PD: Neil Randal

KILO/Colorado Springs, CO3

WBZX/Columbus, OH* PD: Hal Fish APD/MD: Ronni Hunter KNCN/Corpus Christi, TX*

OM/PD: Paula Newell APD/MD: Monte Montana KBPI/Denver, CO*

APD/MD: Aaron "Double A" WRIF/Detroit, MI3 OM/PD: Doug Podell APD/MO: Mark Pennington

KRBR/Duluth, MN

KLAO/FI Paso, TX* OM/PD: Courtney Nelson APD/MD: Glenn Garza

WGRE/Evansville, IN APD/MD: Slick Nick

WWBN/Flint, MI OM: Jay Patrick APD/MD: Tony LaBrie

KRZR/Fresno, CA* APD/MD: The Rev

WBYR/Ft. Wayne, IN*

SILLYWORLD STONE SOUR -8 18 ROADRUNNER/WARNER 336 5 HUMP DE BUMP REDHOT CHILLPEPPERS WARNER RROS /WARNER 379 +92 19 HOW LONG HINDER UNIVERSAL REPUBLIC/UNIVERSAL 309 _13 FAR CRY RUSH ANTHEM/UNIVERSAL 302 +171 21 FALLEN LEAVES BILLY TALENT -53 ATLANTIC/WARNER 294 THIS AIN'T A SCENE, IT'S AN ARMS PACE FAIL DUT BOY FLIFLED BY RAMEN/ISLAND/LINIVERSAL 288 +3 18 12 LAZY EYE SHVERSHIN PICKLIPS DANGERBIRD/MAPLEMUSIC 280 +4N 11 DASHBOARD MODEST MOUSE EPIC/SONY BMG 252 +13 251 -50 LEVEL THE PACONTELIES THIRD MAN/V2 25 +36 KEEP THE CAR RUNNING ARCADE FIRE MERGE 239 8 BREATH BREAKING BENJAMIN HOLLYWOOD/UNIVERSAL +6 216 IT'S NOT OVER DAUGHTRY 212 +16 RCA/SONY BMG ANNA-MOLLY INCUBUS IMMORTAL/EPIC/SONY BMG 212 25 YER NOT THE OCEAN THE TRAGICALLY HIP +49 UNIVERSAL 211 IF EVERYONE CARED NICKEL BACK FMI 208 12 8

RUSH'S "FAR CRY" LEAPS TO NO. 9 IN ONLY ITS SECOND WEEK

ON THE CANADA ROCK CHART.

CANADA ROCK

FOR WEEK ENDING MARCH 25, 2007

6

6

18

20

11

19

28

27

28

DIG INCUBUS

EKOTO

TITLE

PARALYZER FINGER ELEVEN

EVERYTHING BUCKCHERRY

READ MY MIND THE KILLERS

SURVIVALISM NINE INCH NAILS

TALK TO HER PRIESTESS

STARLIGHT MUSE

LADIES & GENTLEMEN SALIVA

BABY HATES ME DANKO JONES

SNOW ((HEY OH)) RED HOT CHILI PEPPERS

REVELATIONS AUDIOSLAVE

THE WHITE UNICORN WOLFMOTHER

NEVER TOO LATE THREE DAYS GRACE

FAMOUS LAST WORDS MY CHEMICAL ROMANCE

WEEKS

15

9

10

WRUF/Gainesville, FL* OM/PD: Harry Guscot APD: Monica Ris

WKLO/Grand Rapids, MI* Pn: Michael Grey

WZOR/Green Bay, WI*

PD: Roxanne Steele APD: Cutter WXQR/Greenville, NC* OM: Rolf Pepple

PO/MD: Dave Trinn WTPT/Greenville, SC* MD: Twisted Todd

WOXA/Harrisburg, PA* OM/PD: Ken Carson MD: Nixon

WCCC/Hartford, CT* APD/MD: Mike Karolyi

WAMX/Huntington, WV PD/MD: Erik Rai APD: Robin Wilds

WRTT/Huntsville, AL* PD: Clay Sanders

WRXW/Jackson, MS* PD: Johnny Maze APD/MD: Brad Stevens

WRZK/Johnson City, TN* KQRC/Kansas City, MO*

MD: Paul Marshall KOMP/Las Vegas, NV*

MD: Carlota KZCD/Lawton, OK

WXZZ/Lexington, KY* OM: Robert Lindsey PD: Kevin King

KDJE/Little Rock, AR* OM: Sonny Victory PD/MD: Jeff Petterson

THE LONELY END OF THE RINK THE TRACKALLY HIS

WTFX/Louisville, KY* PD: Charlie Steele MD: Frank Webb

KFMX/Lubbock, TX WJJO/Madison, WI*

PD: Randy Hawke APD/MD: Blake Patton KFRQ/McAllen, TX*

KBRE/Merced, CA

APO: Jason LaChance WHDR/Miami, FL* OM: David Israel PD: Kevin Vargas

MO: Dave Hanson

KXXR/Minneapolis, MN* APD/MD: Pablo

WRAT/Monmouth, NJ* OM/PD: Carl Craft APD/MD: Robyn Lane

WCLG/Morgantown, WV OM/PD: Jeff Miller

WBUZ/Nashville, TN* PD/MD: Russ Schenck

KATT/Oklahoma City, OK*

OM/PD: Chris Baker MD: Jake Daniels WYYX/Panama City, FL

WTKX/Pensacola, FL* APD/MD: Mark The Shark

WIXO/Peoria, IL PD/AMD: Matt Bahan WMMR/Philadelphia, PA* OM: Buzz Knight PD: Bill Weston

APD: Chuck Damico MD: Sean "The Rabbi" Tyszler WYSP/Philadelphia, PA* PD: Gil Edwards MD: Jeff Sottolano

KUPD/Phoenix, AZ* PD/MD: Larry McFeelie

KDOT/Reno, NV* OM: Jim McClain PD/MO: Jave Patterson

OM/MD: Jim Fo: PD: Pat Martin WKOZ/Saginaw, MI

KRXΩ/Sacramento, CΔ*

APD: Matt Binghan WZBH/Salisbury, MD PD: Sean McHunh APD: Julie McDonnell MD: Chris Steele

KHTB/Salt Lake City, UT* APD/MD: Roger Ortor

KISS/San Antonio, TX4 PD/MD-LA Lloyd

KIOZ/San Diego, CA* OM: Jim Richards PD/MD: Shauna Moran-Brown

KURO/San Luis Obispo, CA OM/PD: Andy Winford APD/MD: Stephanie Bell

KXFX/Santa Rosa, CA OM: Jeff Blazy PD/MD: Scott Less

Music Choice Rock/Satellite MD: Gary Susalis

Sirius Octane/Satellite* PD: Jose Mangin MD: Tom Wilkinson XM Squizz/Satellite*

KISW/Seattle, WA* OM/PD: Dave Richards APD: Rvan Castle

WHBZ/Sheboygan, WI WRBR/South Bend, IN

KHTQ/Spokane, WA³ PD/MD: Barry Bennett

APD: Kris Siebers KZBD/Spokane, WA* OM: Cary Rolfe

WLZX/Springfield, MA

KZRO/Springfield, MO⁴

PD: Frank Jaxon

PD: Simon Nytes WXTB/Tampa, FL* OM: Brad Han PD: Double Down

APD: Mike Killabrev WKLL/Utica, NY PD: Scott Petibone APD: Tim Noble

KFMW/Waterloo, IA MD: Craig Laue

KICT/Wichita, KS* MD: Rick Thomas

WBSX/Wilkes Barre, PA* PD/MD: James McKay KATS/Yakima, WA

WWIZ/Youngstown, OH*

Monitored Reporter:

MARCH 30, 2007

TRIPLE A



Fresh music is the lifeblood of triple A

New-Music Day

John Schoenberger

JSchoenberger@RadioandRecords.com

t is well-established that there is an important segment of the adult radio listening audience that still wants to hear fresh music and discover new artists in addition to its catalog favorites. That is one reason why triple A succeeds so well in the markets it serves.

In addition to adding and playing new songs in regular rotation, many triple A stations broaden the concept by making "playing new music" part of the station's brand.

Many stations have a weekly new music or new release day, WXRT/Chicago offers what it calls New Releases Thursday. It's the station's single most popular day, according to VP of programming Norm Winer. "The tradition started in the early days of 'XRT," he says, "It is a great way of spotlighting the most significant new recordings. We then recap the best of the day that evening with a show called 'New Noise at 9."

KFOG/San Francisco also programs a New Releases Thursday. MD Kelly Ransford says that it kicks off when PD Dave Benson comes in and plays a couple of new tracks on the morning show. New releases continue to be highlighted throughout the day. Then, every weeknight except for Thursday, the station airs a "Buzz Cut" in the 9 p.m. hour.

Some releases end up getting more exposure than just one day in a given week. KINK/Portland, Ore., PD Dennis Constantine explains how its New Music

Who's Doing It

KBCO/Denver: New Music Monday KENZ/Salt Lake City: New Music Monday KFOG/San Francisco: New Releases Thursday KINK/Portland, Ore.: New Music Monday KMTT/Seattle: New Music Tuesday KRSH/Santa Rosa, Calif.: New Music Thursday KTCZ/Minneapolis: New Music Monday KWMT/Tucson: New Music Monday KXLY/Spokane: New Music Monday WCOO/Charleston, S.C.: New Music Tuesday WFUV/New York: New Music Monday WMMM/Madison: New Music Thursday WQKL/Ann Arbor: New Music Monday WTMD/Baltimore: New Music Tuesday WTTS/Indianapolis: New Music Monday WXPK/White Plains, N.Y.: New Releases Wednesday WXPN/Philadelphia: New Releases Tuesday WXRT/Chicago: New Releases Thursday KPND/Sand Point, Idaho: New Music Monday

Monday works. "We play one new cut per hour, a total of 11 new songs featured twice a day, each week," he says, "We usually change out two or three a week, so songs get up to a dozen plays before they are either added or dropped to make room for something new."

KTCZ/Minneapolis adds an Internet component to its New Music Monday. PD Lauren MacLeash says, "The new-music ratio and imaging on the air is raised just enough to keep it interesting. We also tie it into our Web site with a New Music Monday page and the New Music Monday Channel, which is a continuous stream of new music."

In fact, many triple A stations are streaming a New



➤ AMOS LEE RETURNS TO THE CHART AT NO. 30 WITH "SUPPLY AND DEMAND," THE TITLE TRACK FROM HIS CURRENT ALBUM.

THIS WEEK	LASTWEEK	WEDKS	TRIPLE A INDICATOR	IMPRINT / PROMOTION LABEL	PLA TW	4YS +/-
1	1	5	BETTER THAN JOHN BUTLER TRIO	ATLANTIC/LAVA	587	+65
2	4	7	TELL ME 'BOUT IT JOSS STONE	VIRGIN	520	+45
3	3	13	PHANTOM LIMB THE SHINS	SUBPOP	500	+24
4	2	16	THINKING ABOUT YOU NORAH JONES	BLUE NOTE/BLG	498	-14
5)	5	9	DASHBOARD MODEST MOUSE	EPIC	477	+5
6	6	10	ARE YOU ALRIGHT? LUCINDA WILLIAMS	LOST HIGHWAY	448	-18
7	7	22	NEW SHOES PAOLO NUTINI	ATLANTIC	442	-18
8	8	11	SLY THE CAT EMPIRE	VELOUR	409	-16
	10	7	YOU CAN BRING ME FLOWERS RAY LAMONTAGNE	RCA/RMG	401	+2
0	9	9	LOOK AFTER YOU THE FRAY	EPIC	396	-9
	n	10	YOU'RE ALL I HAVE SNOW PATROL	POLYDOR/A&M/INTERSCOPE	395	+11
2	12	17	THINK I'M IN LOVE BECK	INTERSCOPE	345	-39
3)	19	4	YOU KNOW I'M NO GOOD AMY WINEHOUSE	UNIVERSAL REPUBLIC	338	+43
4	14	25	SEE THE WORLD COMEZ	ATO/RED	328	-18
1	15	6	READ MY MIND THE KILLERS	ISLAND/IDJMG	326	+2
6	13	6	CAN'T STOP OZOMATLI	CONCORD PICANTE/CONCORD	323	-23
7	22	7	GRAVITY JOHN MAYER	AWARE/COLUMBIA	311	+24
3	21	3	THE PICTURE SON VOLT	TRANSMIT SOUND/LEGACY/RED	308	+18
9	17	9	HEAVENLY DAY PATTY GRIFFIN	ATO/RED	305	-1
ó	20	3	TIME IS A RUNAWAY THE ALTERNATE ROUTES	VANGUARD	283	-8
D	24	4	STARS AND BOULEVARDS AUGUSTANA	EPIC	281	+15
2	15	9	DANGER J.J. CALE & ERIC CLAPTON	DUCK/REPRISE	272	-55
3)	27	6	NAIVE THE KOOKS	ASTRALWERKS	263	+11
4	23	7	FALLING UP RICKIE LEE JONES	NEW WEST	261	-16
5	26	4	BEAUTIFUL G. LOVE	BRUSHFIRE/UNIVERSAL REPUBLIC	253	-3
6	18	9	AIN'T NOTHING WRONG WITH THAT ROBERT RANDOLPH & TH	IE FAMILY BAND WARNER BROS.	250	-53
7	28	17	NOTHING IN MY WAY KEANE	INTERSCOPE	246	-5
8	25	7	BROTHER LEE CITIZEN COPE	RCA/RMG	232	-28
9	NE	w	YOUNG FOLKS PETER BJORN AND JOHN	ALMOSTGOLD/RED	231	+13
0	NE		SUPPLY AND DEMAND AMOS LEE	BLUE NOTE/BLG	226	+7

FOR WEEK ENDING MARCH 25, 2007

Music Channel on their Web sites. Often, this is a service that is provided by and customized for each station by SBR Creative Media (see sidebar).

New-Music Channel

With Internet listening steadily growing, SBR Creative Media created the New Music Channel for triple A radio outlets, a customizable Internet channel that plays 100% new releases from new names and established artists, major labels and independents, singles and many album cuts. In four years, the number of stations using the service has grown to 18:

KBCO/Denver KENZ/Salt Lake City KFOG/San Francisco KINK/Portland, Ore. KLRR/Bend, Ore. KMTN/Jackson, Wyo. KTAO/Taos, N.M. KTCZ/Minneapolis KWMT/Tucson KXLY/Spokane WAPS/Akron WCOO/Charleston, S.C. WEHM/Hamptons-Riverhead, N.Y. WQKL/Ann Arbor, Mich. WTTS/Indianapolis WTYD/Williamsburg, Va. WXRV/Boston WZEW/Mobile **-**JS Even if a station decides not to dedicate a particular day to new music, most triple A stations make the point that they are an important and well-informed source to discover it. CIDR/Detroit doesn't have a formal new-music day, but the outlet does spotlight a fresh song twice a day Monday through Friday during morning and afternoon drive on its "River Current." WNCS/Burlington, Vt., has a new-music feature called "What's New Wednesday." It airs during the lunch hour and features six new songs in a row.

WBOS/Boston introduces new music via the "WBOS Soundcheck." KTHX/Reno, Nev., has "New Music Excursions." WNCW/Spindale, N.C., airs "New Tunes at 2."WRTT/Nashville has a show called "The Lightning 100 New Music Storm."WZGC (Dave FM)/Atlanta presents a program called "Dave After Tomorrow." And KRVB/Boise, Idaho, has "The Other Studio," which airs Sunday evenings and is co-hosted by MD Tim Johnstone and Idaho Statesman entertainment editor Michael Deeds.

Meanwhile, KHUM/Eureka, Calif., just retired its "New Releases Show" from the Thursday lineup. According to PD Mike Dronkers, "There was a time when we needed to highlight what new music we played, but now KHUM is so current-focused that it goes without saying."

-JS

TRIPLE A

▶ JOSS STONE'S "TELL ME 'BOUT IT," THE FUNKY FIRST SINGLE FROM "INTRODUCING JOSS STONE," JUMPS 21-17 WITH AIRPOWER HONORS.





TITLE ARTIST / LABEL

WHAT ARE WE FIGHTING FOR? Tyrone Wells (UNIVERSAL REPUBLIC) TOTAL STATIONS:

TIME IS A RUNAWAY

Damien Rice (HEFFA/VECTOR/WARNER BROS.) TOTAL STATIONS:

The Alternate Routes (VANGUARD) TOTAL STATIONS

YOU CAN BRING ME FLOWERS Ray LaMontagne (RCA/RMG)

SOMEONE TO LOVE Fountains Of Wayne

TOTAL STATIONS:

(VIRGIN)
TOTAL STATIONS:

9 CRIMES

NEW AND ACTIVE

TITLE ARTIST / LABEL

SHE'S MINE

Brett Dennen
(DUALT(NE)
TOTAL STATIONS:

INTO THE OCEAN
Blue October
(UNIVERSAL MOTOWN)
TOTAL STATIONS:

SWING LOW
Rocco DeLuca & The Burden
(IRONWC RKS)
TOTAL STATIONS:

KEEP THE CAR RUNNING Arcade Fire (MERGE) TOTAL STATIONS:

THE PICTURE

Son Volt (TRANSM T SOUND/LEGACY) TOTAL STATIONS:

PLAYS /GAIN

100/4

83/1

10

82/5

82/1

76/7

72/9

64/6

61/9

58/18

58/16

10

6

8

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLA TW	4YS +/-	AUDIE MILLIONS	
1	1	18	THINKING ABOUT YOU NORAH JONES	NO. 1(2 WKS) BLUE NOTE/BLC	418	+11	1.437	2
2	3	22	THINK I'M IN LOVE	INTERSCOPE	388	-20	1.263	6
3	2	21	NEW SHOES PAOLO NUTINI	ATLANTIC	371	-34	1.433	3
(4)	8	10	LOOK AFTER YOU THE FRAY	EPIC	342	+12	1.329	4
6	5	3	READ MY MIND THE KILLERS	ISLAND/IDJMG	340	+16	1.121	8
6	4	26	SEE THE WORLD	ATO/RED	332	-30	1.558	1
0	6	14	YOU'RE ALL I HAVE SNOW PATROL	POLYDOR/A&M/INTERSCOPE	324	+2	1.306	5
8	7	15	PHANTOM LIMB THE SHINS	SUB POP	322	-7	1.041	10
9	9	19	NOTHING IN MY WAY KEANE	INTERSCOPE	294	-31	0.921	12
10	10	1	DASHBOARD MODEST MOUSE	EPIC	287	+2	1.102	9
(1)	n	5	BETTER THAN THE JOHN BUTLER TRIO	ÁTLANTIC/LAVA	264	+11	0.858	14
12	12	28	SATELLITE GUSTER	REPRISE	240	-11	1.170	7
•	13	18	BELIEF JOHN MAYER	AWARE/COLUMBIA	237	+1	0.946	11
14	-14	1C	DANGER J.J. CALE & ERIC CLAPTON	DUCK/REPRISE	206	-12	0.5 8 6	17
15	18	б	SOMEDAY JOHN MELLENCAMP	UNIVERSAL REPUBLIC/UME	203	+8	0.915	13
16	20	8	GRACE KELLY MIKA	Casablanca/Universal Republic	196	+18	0.396	28
17	21	8	JOSS STONE	AIRPOWER VIRGIN	191	+16	0.578	18
18	19	8	GRAVITY JOHN MAZER	AWARE/COLUMBIA	184	-10	0.598	16
9	23	4	THE STORY BRANDI CARLILE	COLUMBIA	175	+5	0.574	19
20	16	20	WINDOW IN THE SKIES U2	ISLAND/INTERSCOPE	172	-37	0.568	20
21	24	12	TAMACUN RODRIGO / GABRIELA	ATO/RED	165	+5	0.804	15
22	22	12	SLY THE CAT E MPIRE	VELOUR	163	+6	0.420	26
23	26	8	HEAVENLY DAY PATTY GRIFFIN	ATO/RED	155	+17	0.418	27
24	25	11	AIN'T NOTHING WRONG WITH T ROBERT RANDOLPH & THE FAMILY BAND	WARNER BROS.	131	-11	0.349	21
25	27	4	STARS AND BOULEVARDS AUGUSTANA	EPIC	129	-7	0.513	2]
26	N	EW	AMY WINEHOUSE MOST INC	REASED PLAYS/MOST ADDED UNIVERSAL REPUBLIC	127	+48	0.188	-
	29	5	ARE YOU ALRIGHT? LUCINDA WILLIAMS	LOST HIGHWAY	122	+5	0.193	-
28	28	9	FIDELITY REGINA SPEKTOR	SIRE/WARNER BRDS.	119	-14	0.394	29
29	30	2	YOU GIVE ME SOMETHING JAMES MOFRISON	POLYDOR/INTERSCOPE	107	+2	0.425	25
30	NI	EW	#9 DREAM R.E.M.	WARNER BROS,	101	+13	0.439	24

MOST ADDED
MOST ADDED
TITLE NEW ARTIST / LABEL STATIONS
YOU KNOW I'M NO GOOD 3
Amy Winehouse (UNIVERSAL REPUBLIC) KENZ, KRVB, WCLZ
#9 DREAM 3
R.E.M. (WARNER BROS.) WCLZ, WRLT, WXRT
NOBODY 3
Ryan Shaw (ONE HAVEN/RED) KBCO, WBOS, WRLT
SIGNAL FIRE 3 Snow Patrol (RECORD COLLECTION/REPRISE) KENZ, WRNR, WXRV
SOMEDAY 2 John Mellencamp (UNIVERSAL REPUBLIC/UME)
KINK, WRLT
UNDER THE INFLUENCE 2 James Morrison (POLYDOR/INTERSCOPE) KPRI, WXRV
9 CRIMES 2
Damien Rice (HEFFA/VECTOR/WARNER BROS.) KINK, KWMT
RUBY 2
Kaiser Chiefs (B-UNIQUE/UNIVERSAL MOTOWN) KXLY, WDOD
1, 2, 3, 4
Feist (CHERRYTREE/INTERSCOPE) CIDR, WRNR

98		81
70	7.C.	100
1		1 日本

WCLZ Portland, ME MD: Brian January R.E.M., #9 Dream, 1 A-we Winehouse, You Know I'm No Good, 0

ADDED AT...

FOR MORE STATIONS GO TO:

www.RadioandRecords.	

MOST INCREASED PLAYS	
+48	YOU KNOW I'M NO GOOD Amy Winehouse [Universal Republic] WZEW 1], WTTS 18, WEOS 17, WMMM 16, WXRV 14,
+22	SALALA Angelique Kidjo Feat. Peter Gabriel (Razor & Tie) SISP-7, KPRI -6, KBCO +3, KCSR +3, WTTS +2.
+18	GRACE KELLY Mika (Casablanca/Uni-ersal Republic) WXRV +6, WRNR +5, WRIT +4, WZEW +3, KINK +2, WBOS +2, KPRI +2, KENZ +1, KXLY +1, WMMM +1
+18	KEEP THE CAR RUNNING Arcade Fire (Merge) WRLT +1, WZEW +5, KEN; +2, WRNR +1, WDOO +1
+18	HUMP DE BUMP Red Hot Chill Peppers (Warner Bros.) WZEW +11. WXRT +6, WBCS +1

		F	RECUF	REN	TS
THIS WEEK	TITLE ARTIST / IMIRINT / PROVIOTION LABEL	PL.	AYS LW	THIS WEEK	TiTI ARTI
1	I WILL FOLLOW YOU INTO THE DARK OEATH CAB FO! CUTIE (ATLANTIC)	214	235	6	PUT
2	SNOW ((HEY OH)) RED HOT CHILL PEPPERS (WARNER BROS.)	192	224	7	WAI JOHN
3	O VALENCIA! THE DECEMBERESTS (CAPITOL.)	184	217	8	HO\ THE F
4	OTHER SIDE OF THE WORLD KT TUNSTALL (FELENTLESS/MIRGIN)	168	192	9	NO.
5	CHASING CARS SNOW PATROL ("POLYDOR/A&M/INTERSCOPE)	160	182	10	WHI THE K

TITLE ARTIST / IMPRINT / PROMOT ON LABEL	PL/ TW	AYS LW
PUT YOUR RECORDS ON CORINNE BAILEY RAE (CAPITOL)	153	131
WAITING ON THE WORLD TO CHANGE JOHN MAYER (AWARE/COLUMBIA)	149	137
HOW TO SAVE A LIFE THE FRAY (EPIC)	139	135
NOTHING LEFT TO LOSE MAT KEARNEY (AWARE/COLUMBIA)	130	143
WHEN YOU WERE YOUNG THE KILLERS (ISLAND/IDJMC)	123	123

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Dan Turner, Vice President Programming Services



FOR WEEK ENDING MARCH 25, 2007 **LEGEND:** See legend to charts in charts section for rules and symbol explanations.

27 triple A stations are electronically monitored by Nielsen Brcadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 53 reporters.

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AMERICANA

2 Z ENDLESS HIGHWAY: THE MUSIC OF THE BAND VARIOUS ARTISTS 8 THE SEARCH SON VOLT TRANSMIT SOUND/LEGACY/RED 361 **	-13 4302 -27 4322 +75 1012 +10 2755 +15 2496
VARIOUS ARTISTS 429/SLC 363 - 4 8 THE SEARCH SON VOLT TRANSMIT SOUND/LEGACY/RED 361 +	+75 1012 +10 2755
SON VOLT TRANSMIT SOUND/LEGACY/RED	+10 2755
VIDIDIAN	
THE GREENCARDS DUALTONE 354 +	+15 2496
5 THE SHOE BOX JAY BOY ADAMS ROCKIN' HEART/SMITH 353 +	
6 HAPPY SONGS FROM RATTLESNAKE GULCH RACK 'EM 353 +	+16 1450
7 3 CHILDREN RUNNING THROUGH PATTY GRIFFIN ATO/RED 341 -:	-20 2378
8 7 STATE OF GRACE THE HOLMES BROTHERS ALLIGATOR 290 -:	-22 3293
9 COUNTRYPOLITAN FAVORITES SOUTHERN CULTURE ON THE SKIDS YEPROC 284	+4 1225
11 STARS IN MY CROWN JORMA KAUKONEN RED HOUSE 273 +	+17 817
15 DIVISADERO TED RUSSELL KAMP POETRY OF THE MOMENT 265 +	+15 1855
QUARTET PETER ROWAN & TONY RICE ROUNDER 264 +	+12 1810
12 RICKY SKAGGS & BRUCE HORNSBY RICKY SKAGGS & BRUCE HORNSBY LEGACY/COLUMBIA 261	+6 861
THE WEST WAS BURNING MARTHA SCANLAN SUGAR HILL 257	+9 1487
17 ELANA JAMES ELANA JAMES SNARF 256 +	+21 1315
16 14 COUNTRY GHETTO JJ GREY AND MOFRO ALLIGATOR 247	-5 1178
17 10 HAMMER OF THE HONKY TONK GODS BILL KIRCHEN PROPER AMERICAN 238 -	-27 2892
18 27 LAST GOOD KISS LAST TRAINHOME REDBEET 226 +	69 472
19 19 BLIND MAN WALKING CADILLAC SKY SKACGS FAMILY/LYRIC STREET 206 -	-10 2045
20 18 NOT TOO LATE NORAH JONES BLUE NOTE/BLG 200 -	-23 2246
2 40 REINVENTING THE WHEEL ASLEEP AT THE WHEEL BISMEAUX 189 +	69 360
22 20 THE PHENOMENAL RUTHIE FOSTER RUTHIE FOSTER BLUE CORN 186 -	-20 1393
31 OVER THE HILLS LUCY KAPLANSKY RED HOUSE 173 +	+25 473
35 THE CALLING MARY CHAPIN CARPENTER ZOE/ROUNDER 173 +	+34 549
25 21 HEARTBREAKERS HALL OF FAME SUNNY SWEENEY BIG MACHINE 169 -	-14 4302
26 25 RACING THE TIDE ELDERS PUBTONE 155	-2 1119
27 25 ENOUGH ROPE CHRIS KNIGHT DRIFTER'S CHURCH PRODUCTIONS 151	-6 8439
76 MY NAME IS BUDOY RY COODER NONESUCH 150 +	85 218
29 23 HORSESHOES AND HAND GRENADES TRENT SUMMAR AND THE NEW ROW MOB PALO DURO 148 -	-16 4966
30 22 PRETTY LITTLE STRANGER JOAN OSBORNE VANGUARD 147 -:	-20 5787

MOST ADDED

50

(ROUNDER)

Martin Sexton (KTR)

Willie Nelson, Merk Haggard, Ray Price (LOST HIGHWAY)

Koko Taylor (ALLIGATOR)

(RED BEET)

(NONESUCH) (SPARKING GAP

> DJIN DJIN (RAZOR & TIE)

Buddy Mondlock

The Americana 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. © 2007 Americana Music Association.

TRIPLE A

TRIPLE A REPORTERS

WAPS/Akron, OH OM: Andrew James PD/MD: Bill Gruber

KNBA/Anchorage, AK OM/PD: Loren Dixon MD: Danny Preston

WQKL/Ann Arbor, M MD: Mark Coneland

KSPN/Aspen, CO PD: Sara Guttman

WZGC/Atlanta, GA* PD: Michelle Engel APD: Chris Brannen MD: Margot Smith

KGSR/Austin TX* OM: Chase PD: Chris Edge APD: Jvl Hershman-Ross MD: Susan Castle

KUT/Austin, TX

WRNR/Baltimore MD* OM/PD: Bob Waugh APD/MD: Alex Cortright

WTMD/Baltimore, MD PD/MD: Mike "Matthews

KLRR/Bend, OR OM/PD: Doug Donoho APD: Dori Donoho

KRVB/Boise, ID* OM/PD: Dan McColly MD: Tim Johnstone

WBOS/Boston, MA⁴ OM: Buzz Knight PD: David Ginsburg MD: Dana Marshal

WXRV/Boston, MA* APD: Catie Wilber

KMMS/Bozeman, MT OM/PD: Michelle Wolfe

KYSL/Breckenridge, CO MD: TJ Sanders

WMVY/Cape Cod, MA

WCOO/Charleston, SC* OM/PD: Mike Aller MD: Joel Frank

WCNR/Charlottesville, VA OM: Rick Daniels PD: Brad Savage APD: Tad Abbey

WNRN/Charlottesville, VA MD: Jaz Tupelo

WDOD/Chattanooga, TN* OM/PD: Danny Howard MD: Brad Steiner

WXRT/Chicago, IL* PD: Norm Winer

WCBE/Columbus, OH OM: Tammy Allen PD: Dan Mushalko MD: Maggie Brennar

WMWV/Conway, NH PD/MD: Mark Joh

> KBCO/Denver, CO* PD: Scott Arbough MD: Mark Abuzzahab

KCIJV/Denver CO PD: Doug Clifton MD: Benji McPhail

KPTL/Des Moines, IA PD: Deeya McClurkin

CIDR/Detroit, MI*

KHUM/Fureka CA OM: Cliff Berkowitz PD/MD: Mike Dronkers APD: Larry Trask

WFIV/Farragut, TN PD/MD: Todd Ethridge

KOZT/Ft. Bragg, CA PD: Tom Yates APD/MD: Kate Hayes

WEHM/Hamptons, NY PD: Brian Cosgrove MD: Lauren Stone

KSUT/Ignacio, CO PD: Steve Rauworth MD: Stasia Lanier

WTTS/Indianapolis, IN* PD: Brad Holtz APD/MD: Laura Duncan

KMTN/Jackson, WY PD/MD: Mark "Fish

KTBG/Kansas City, MO PD: Jon Hart MD: Byron Johnson

WEBK/Killington, VT PD: Dave "Uncle Dave" Tibbs APD/MD: James Emmons

KOHO/Leavenworth, WA MD: Carl Widing

KROK/Leesville, LA PD/MD: Sandy Blackwell

WFPK/Louisville, KY OM: Brian Conn PD: Stacy Owen APD: Laura Shine

WMMM/Madison, WI PD: Pat Gallagher MD: Gabby Parsons

KTC7/Minneapolis MN* PD: Lauren MacLeash MD: Thorn

WZEW/Mobile, AL* PD: Gene Murrell MD: Lee Ann Konik-Camp

WBJB/Monmouth, NJ APD: Leo Zaccari MD: Jeff Raspe

KPIC/Monterey, CA OM: Frank Caprista PD/MD: Laura Ellen Hopper APD: Aileen MacNeary

WRLT/Nashville, TN* OM/PD: David Hall APD/MD: Rev. Keith Coes

WFUV/New York, NY MD: Rita Houston

WRSI/Northampton, MA PD: Sean O'Meals MD: Johnny Memphis

KDBB/Park Hills, MO OM/PD: Greg Camp APD: Glenn Berry

WXPN/Philadelphia, PA OM/MD: Dan Reed PD: Bruce Warren

WYEP/Pittsburgh, PA MD: Mike Sauter

WCLZ/Portland, ME*

MD: Brian James KINK/Portland, OR*

APD/MD: Kevin Welch

WDST/Poughkeepsie, NY OM: Greg Gattine PD: Jimmy Buff MD: Dave Doud

WBCG/Punta Gorda, FL

KSQY/Rapid City, SD PD/MD: Chad Carlson

KTHX/Reno, NV* APD/MD: Dave Herald

WOCM/Salisbury, MD PD/AMD: Skip Dixxon

KENZ/Salt Lake City, UT* MD: Kari Bushman

KPRI/San Diego, CA*

KPND/Sandpoint, ID OM/PD: Dylan Benefield APD/MD: Diane Michaels

KBAC/Santa Fe, NM

KRSH/Santa Rosa, CA

DMX Folk Rock/Satellite MD: Dave Sloan

Alternative/Satellite

MD: Tiffany Sinder

Sirius Spectrum/Satellite* PD: Gary Schoenv MD: Sean Mascoll

XM Cafe/Satellite PD: Bill Evans MD: Brian Chamberlain

KMTT/Seattle, WA* APD/MD: Haley Jones

WKZE/Sharon, CT OM: Will Stanley PD: Tim Schaefer MD: Will Bailies

WNCW/Spindale, NC APD/MD: Martin Anderson

KXLY/Spokane, WA MD: Marie McCallister

KCLC/St. Louis, MO PD: Rich Reighard MD: Will Baker

KFMU/Steamboat Springs, CO PD/MD: John Johnston

KTAO/Taos, NM OM: Dave Noll PD/MD: Brad Hockmeyer

KWMT/Tucson, AZ* OM: Tim Richards PD: Blake Rogers

WVOD/Wanchese, NC PD: Matt Cooper

WXPK/White Plains, NY APD/MD: Rob Lipshutz

WTYD/Williamsburg, VA PD/MD: Amy Miller

WUIN/Wilmington, NC PD: Beau Gunn MD: Michelle Daniel

* Monitored Reporters



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LATIN



Radio and label execs respond to research on Hispanics and country

'Hispa-Country': A Go, Or A No?

Jackie Madrigal

JMadrigal@RadioandRecords.com

ince Edison Media Research released the "Hispanic American Relationship to Country Radio and Music" study, which revealed that a percentage of the Hispanic population (24% of those surveyed) enjoys listening to country music, at least one general-market broadcaster is already considering launching an Hispanic-country format.

Not so fast, some Hispanic radio industry experts say. They caution against any such attempts because they believe that a Hispanic-country format simply would not work.

Luis Villarreal, VP of McVay Media's Hispanic division, dismisses the study as another justification for the advertising community to attempt to sell something without merit to a growing segment of the population."I don't think there's anything new here," he says. "Everybody looks at the Hispanic population's growth and ignores organic growth within the Hispanic community, the people that have been here for generations that are assimilated and that consume general-market media as well as Spanish-language media."

The notion that a need exists for a Hispanic-country format borders on asinine, Villarreal says. "You can't say that the Hispanic population is moving toward country. I'm sure if somebody researched how many Hispanics are listening to rock, they would find similar numbers."

Bustos Media president/CEO Amador Bustos agrees. He interprets the study to mean that "Hispanics listen to all types of radio formats, despite the fact that the creators of those genres may ignore them."

In some heavily Hispanic Texas markets, such as San Antonio, Laredo, Houston and Dallas, "you'll find there are plenty of Hispanics listening to country," Villarreal says. But he notes that they are not the same ones who listen to nationally syndicated morning show "Piolín Por La Mañana," based at Univision Radio's KSCA/Los Angeles, or watch Univision Television Network.

Liberman BroadcastingVP of programming Eddie León says a Hispanic country format might be too much of a stretch. "We're really not interested," he says. "To start with, there are no artists doing that kind of music." He adds that another reason it won't work is because Latinos already have a version of country: "traditional Mexican music."

Arguably, the closest Latin radio has come to a Spanish-English country-Latin format is Tejano, which enjoyed its greatest success in the '90s during the Selena era. Tejano music, and the format it inspired, are influenced by country music, and the format features a Spanglish on-air presentation. But it never expanded beyond Texas. Nowadays, the regional Mexican format has become immensely popular in Texas, while Tejano barely survived the regional Mexican invasion.

"What is the big trend here going to be?" Villareal asks. "Are we saying that we should have a country station with Spanish-speaking jocks?"

In Tejano's heyday, a small group of its artists, such as Emilio Navaira, dabbled in country. But programmers soon discovered that while Tejanos enjoy country music, they'd rather hear it by the likes of George Strait and Garth Brooks as opposed to Navaira trying his hand at it.

"You don't need to appease that population with one of their own doing country music," Villarreal says. "Are we going to ask Luis Miguel to do a country album because Hispanics like country music? No."



► ALLISON MAKES AN IMPRESSIVE ENTRANCE IN THE ROCK/ALTERNATIVE CHART'S UPPER HALF AS "AQUI" BEGINS AT NO. 10.

THIS WEEK	NEEW TEAL	WEBNS	TITLE ARTIST	IMPRINT / PROMOTION LABEL
1	1	8	NARCISISTA POR EXCELENCIA PANDA	WARNERLATINA
2	9	13	A LA MODE LOS ABANDONED	VAPOR/SANCTUARY
3	3	7,	DON'T LET GO PACHA MASSIVE	NACIONAL
4	2	27	A DONDE VAN LOS MUERTOS KINKY	NETTWERK
5	7	6	EL MURO EL TRI	FONOVISA
6	RE-E	NTRY	SISMO DIVISION MINUSCULA	UNIVERSAL LATINO
7	8	3	MIENTELE LOS BUNKERS	NACIONAL
8	RE-E	NTRY	BENIDITA TU LUZ MANA	WARNER LATINA
9	6	6	BESAME NOVEL	FONDVISA
•	H	EW	AQUI ALLISON	SONY BMG NORTE
0	10	4	COMPLETAMENTE CHETES	EMI TELEVISA
12	12	8	NI FREUD NI TU MAMA BELINDA	EMITELEVISA
13	15	3	MANDA UNA SEÒAL MANA	WARNER LATINA
14	13	22	COMPLEMENTO ATERCIOPELADOS	NACIONAL
15	N	EW	ESPACIO SIDERAL JESSIE & JOY	WARNER LATINA
16	5	19	FRAGIL ALLISON	SONY BMG NORTE
17	RE-E	NTRY	LO QUE TU DIGAS MOENIA	EMI TELEVISA
18	N	EW	DULCE COMPANLA JULIETA VENEGAS	SONY BMG
19	20	2	SENTIMENTTAL MODERATTO	EMITELEVISA
20	RE-E	NTRY	SATELITE MOTEL	WARNER LATINA

THIS WEEK	LASTWEEK	WERS ON CHART	RECORD POOL TITLE ARTIST	IMPRINT / PROMOTION LABEL
1	3	13.	SHORTY SHORTY XTREME	LA CALLE/UNIVISION
2	2	5	LA LLAVE DE MI CORAZON JUAN LUIS GUERRA Y 44D	EMI TELEVISA
3	3	8	IMAGINATE CALLEGO	MACHETE
4	6	4	ARROZ CON HABICHUELA EL GRAN COMBO DE PUERTO RICO	DISCOS 6D5/SONY BMG NORTE
5	7	7	SE TRABA DAVID CEDENO	EVELINA
6	8	6	MI MUJER ES UN POLICIA PUERTO RICAN POWER	J&N
7	5	20	EN EL AMOR JOE VERAS	18 N
8	10	4	NUNCA HABIA LLORADO ASI VICTOR MANUELLE FEAT, DON OMAR	SONY BMG NORTE
9	9	4	PEGATE RICKY MARTIN	SONY BMG NORTE
10	4	9	TOMA NENA (MANOPLASO) BABY RASTA	GBM/UNIVERSAL LATINO
0	14	3	MI CORAZONCITO AVENTURA	PREMIUM LATIN
12	13	13.	MONEY MONEY RBD	VIRGIN/EMI TELEVISA
13)	16	5	DON'T CRY TOBY LOVE	SONY BMG NORTE
14	N	EW	MAS QUE TU AMIGO TITO NIEVES	LA CALLE/UNIVISION
15	17	14	MUEVETE DON DINERO FEAT. N.O.R.E	UNIVERSAL LATINO
16	12	16	VALE LA PENA YOSKAR SARANTE	J&N
17	n.	12	VUELVO A CALI SONORA CARRUSELES	FUENTES/MIAMI
13 14 15 16 17 18 19 20 18 19 20 18 19 20 18 19 20 18 19 20 18 19 20 18 19 20 18 18 18 18 18 18 18 18 18 18 18 18 18		EW	DIME QUE FALTO ZACARIAS FERREIRA	FANIA/J&N
19	18	3	EMPEZE A LLORAR ANTHONY CRUZ	мР
20	15	3	QUE LLOREN IVY QUEEN	บทเขารเดท



Pustos

Hispanics listen to country because it's so close in "essence" to regional Mexican, Bustos says. "I do not think that a 'Hispacountry' format will develop." However, "It sure would be nice to have some integration in that music sector."

On the label side, there seems to be more openness to the ides. Sony BMG VP of A&R and marketing Nir Seroussi says the company would certainly consider collaborations between Latin and country artists, but it's too early to say what, if anything, could work.

Latin artists with country influences are nothing new, something readily obvious in Intocable's music. Joan Sebastian is a self-proclaimed fan. "He has a heavy country influence in the way he records, and everyone knows that," Balboa Records VP of operations and promotion Frank White says. "He has recorded in Nashville. He has fusions of grupero, norteño and country. Is that common? Not that I'm aware of."

In fact, Sebastian has recorded country music in English and has the label's permission to shop the product to American labels, but so far they have not shown any interest, White says. "How is the country audience going to feel when Joan takes his country ballad to a country station? It's not going to happen."



Villarreal



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"MIL HERIDAS" BY ONTO THE CHART AT NO. 25, TAKING MOST INCREASED PLAYS (UP 207)





×	K	197						
THIS WEEK	LASTWEED	WEEKS	TITLE ARTIST IMPRII	NIELSEN BDS CERTIFICATIONS NT / PROMOTION LABEL	PLA TW	4YS +/-	AUD!EI MILLIONS	
1	1	12	ESE NO. 1 (8 V	VKS) FDNOVISA	1368	+13	11.047	2
9	6	5	DETALLES LDS TIGRES DEL NORTE	FONOVISA	1269	+193	11.767	1
3	22	π	CADA VEZ QUE PIENSO EN TI LOS CREADOREZ DEL PASITO DURAGUENSE DE ALFREDO RAN	MIREZ DISA/EDIMONSA	1228	-41	8.536	4
4	4	20	LA NOCHE PERFECTA EL CHAPO DE SINALOA	DISA	1192	+38	9.179	3
5	3	28	DIME QUIEN ES LOS RIELEROS DEL NORTE	FONOVISA	1126	-73	7.687	6
6	5	Э	UN IDIOTA COMO YO	UNIVISION	1031	-57	8.300	5
7	9	9	TAL VEZ LDS PRIMOS DE DURANGO	MAR INTERNACIONAL	873	-5	6.021	8
8	7	11	LOBO DOMESTICADO VALENTIN ELIZALDE	UNIVERSAL LATINO	855	-51	6.070	7
9	10	18	TUS PALABRAS BANDA EL RECODO	FONOVISA	817	+44	5.496	9
10	8	15	CUANDO BAJA LA MAREA	JSIMEX/UNIVERSAL LATINO	812	-85	4.846	14
1	n	10	Y SI VOLVIERA A NACER ALEGRES DE LA SIERRA	EDIMAL/VIVA	783	+15	4.436	16
12	12	41	DE RODILLAS TE PIDO ALEGRES DE LA SIERRA	VIVA	736	+8	5.010	13
13	13	7	Y AQUI ESTOY K-PAZ DE LA SIERRA DUET WITH ANA GABRIEL	DISA/EDIMONSA	721	-1	4.813	15
14	14	11	EL HOMBRE DE NEGRO LOS HURACANES DEL NORTE	UNIVISION	712	+2	5.243	12
15	15	8	DAME UN BESO INTOCABLE	EMI TELEVISA	689	+32	4.126	20
16	15	27	POR TU AMOR ALACRANES MUSICAL	- UNIVISION	682	-11	4.252	18
17	17	7	COMO TE VA MI AMOR LOS HOROSCOPOS DE DURANGO		677	+37	4,254	17
18	18	61	ALIADO DEL TIEMPO MARIANO BARBA	THREE SOUND	670	+61	5.404	10
19	21	5	ME DUELE ESCUCHAR TU NOMBRE GRUPO MONTEZ DE DURANGO	DISA	614	+26	3.496	25
20	20	7	ESO Y MAS JOAN SEBASTIAN	MUSART/BALBOA	601	+8	2.914	28
21	19	9	EL PAPA DE LOS POLLITOS LOS TUCANES DE TIJUANA	UNIVISION	569	-24	4.078	22
22	22	44	MAS ALLA DEL SOL JOAN SEBASTIAN	MUSART/BALBOA	542	-16	5.261	11
23	23	15	ME ENCANTARIA BANDA PEQUENOS MUSICAL		530	-27	2.971	27
24	24	8	LA MAESTRA SERGIO VEGA	FONOVISA	508	-2	4.245	19
25	H	EW	MIL HERIDAS MOST INCREAS CUISILLOS		488	+207	3.960	23
26	26	4	LA SOPA DEL BEBE JENNI RIVERA	MUSART/BALBOA	481	+18	3.216	26
27	25	13	PARA IMPRESIONARTE	FONOVISA	464	-42	2.851	29
28	29	6	LEJOS DE MI TIERRA VICENTE FERNANDEZ	UNIVISION SONY BMG NORTE	423	+16	1.827	37
29	2E	6	OLVIDALA	SIMEX/UNIVERSAL LATINO	415	+2	1.429	
30	3 <u>£</u>	2	DE MIL MANERAS LOS MORROS DEL NORTE	DISA	408	+105	3.554	24
31	27	18	LE COMPRE LA MUERTE A MI HIJO LOS TIGRES DEL NORTE	FONOVISA	394	-46	2.531	31
32	35	5	51 YO FUERA VARON PAQUITA LA DEL BARRIO	BALBOA	370	+54	1.634	38
33	36	6	LA CHICA DEL ESTE GRUPO BRYNDIS		335	+26	2.171	32
34	38	2	CULPABLE O NO EL FLACD ELIZANDE	DISA	329	+26	0.633	
35	N	EW	TE QUIERO MUCHO	FONOVISA	318	+35	1.329	-
36	31	4	GRUPO ANDARIEGO ACTO SUICIDA CANDA AUTONICA DE LEGEZ	DISA	318	-32	1.419	_
37	43	3	BANDA AUTENTICA DE JEREZ AMIGOS CON DERECHOS ANDRES MARQUEZ	VIVA	314	+17	1.536	-
38	34	10	TE ME VAS	DISA	296	-21	0.746	
39	31	7	LA AUTORIOAD DE LA SIERRA COMO ENTENDER	DISA	292	-47	1.495	4/1
40		KIRY	JENNIFER PENA EL HOMBRE QUE YO AMO	UNIVISION	286	+15	1.523	-
			YOLANDA PEREZ	FONOVISA	200	12	1.363	-

MOST ADDED	ı
21	
TITLE N ARTIST / LABEL STATIO	EW NS
NO TE APARTES DE MI La Dinastia De Tuzantla (DISCOS CIUDAD) KDUT, KMYX, KOQO, KRAY, KSAH, KSEA, KSTN, KTTA, WEDJ	9
LE COMPRE LA MUERTE A MI HIJO Beto Quintanilla (FRONTERA/UNIN/ISION) KGBT, KKPS, KSAH, KTJM, WLEY	5
DE TI EXLCUSIVO La Arrolladora (DISA/EDIMONSA) KESS, KJFA, KSAH, KSCA	4
LA SOPA DEL BEBE Jenni Rivera (FONOVISA) KLVO, KTTA, WYMY	3
MIL HERIDAS Cuisillos (BALBOA) KBUE, KOND, KXPK	3
GERARDO GONZALEZ Lupillo Rivera (VENEMUSIC) KMYX, KOQO, WEDJ	3
OJALA QUE LA VIDA TE ALCANCE Los Originales De San Juan (EMI TELEVISA) KIW. KTJM, KYQQ	3
LA LLAVE DE MI CORAZON Juan Luis Guerra Y 440 (EMI TELEVISA) KGBT, KLTN, KROM	3
ESO Y MAS Joan Sebastian (MUSART/BALBOA) KSCA, KSOL	2
CULPABLE O NO El Flaco Elizalde (FONOVISA) KIWI, KYQQ	2

	NEW AND	ACTIVE
TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL
PARA CONQUISTARTE Banda San Jose De Mesillas (LA SIERRA) TOTAL STATIONS:	274/32	HUMILLATE Pesado (WARNER LATINATOTAL STATIONS
TE AMO TANTO		
Los Inquietos Del Norte (EAGLE) TOTAL STATIONS:	268/28	Tierra Cali (DISCOS CIUDAD) TOTAL STATIONS
ES COSA DE EL Graciela Beltran (UNIVISION)	255/66	ES VIRGEN T Mariano Barba (THREE SOUND)
TOTAL STATIONS:	20	TOTAL STATIONS
EL VAQUETON Oro Norteno (VIVA)	252/3	AHORA SE L ES LLORAR Patrulla 81
TOTAL STATIONS:	15	(DISA)
EN LA INTIMIDAD Relampagos Del Norte (PLATINO)	249/1	QUE ME PAR
TOTAL STATIONS:	20	El Poder Del Nor (DISA) TOTAL STATIONS

_	ACTIVE	
	TITLE ARTIST / LABEL	PLAYS /GAIN
	HUMILLATE	234/10
	Pesado (WARNER LATINA)	
	TOTAL STATIONS:	15
	TOTAL STATIONS:	
	DONDE QUIERA QUE ESTES	216/4
	Tierra Cali	
	(DISCOS CIUDAD)	
	TOTAL STATIONS:	ij
	ES VIRGEN TU CORAZON	194/16
	Mariano Barba	124/10
	(THREE SOUND)	
	TOTAL STATIONS:	15
	AHORA SE LO QUE	
	ES LLORAR	183/19
	Patrulla 81	
	(DISA) TOTAL STATIONS:	14
	TOTAL STATIONS:	14
	QUE ME PARTA UN RAYO	
	(SI ES MENTIRA)	181/5
	El Poder Del Norte	
	(DISA)	_
	TOTAL STATIONS:	9

MOST INCREASED **PLAYS** +207 MIL HERIDAS Cuisillos (Musart/Balboa) KTTA +20, KBUE +20, KRZZ +19, KCMT +17, KXPK +16, KOQO +15, KDUT +9, KMQA +9, KLAX +9, WOJO +8 +193 DETALLES Los Tigres Del Norte (Fonovisa) KSCA +23, KKPS +22, KBUE +22, KSOL +22, KJFA +14, KESS +12, KYQQ +12, KLTN +11, WOJO +10, KLEY +9 +176 NO TE APARTES DE MI La Dinastia De Tuzantla, Mich. (Venemusic/Universal Latino) KTTA +32, KDUT +30, KMYX +22, KSEA +22, KSAH +20, KOQO +15, KRAY +15, KSTN +11, WEDJ +8, KQBU +1 **DE MIL MANERAS** Los Morros Del Norte (Disa) KTTA +22, WBZY +19, KRZZ +15, KBUE +10, KMQA +8, KSAH +8, KLAX +7, KMYX +6, KXPK +6, WYMY +6

MANDA UNA SENAL

Mana (Warner Latina) KESS +7, KISF +7, KJFA +7, KLNV +7, KOND +7, KQBU +7, KSCA +7, KSOL +7, KHOT +6, KXPK +6

134.98.9° Austin, TX PD: Jose "Jime" Martinez Duelo, Un Idiota Como Yo, 9

ADDED AT...

KHHL

FOR MORE STATIONS GO TO:

FOR WEEK ENDING MARCH 25, 2007 **LEGENO:** See legend to charts in charts section for rules and symbol explanations.

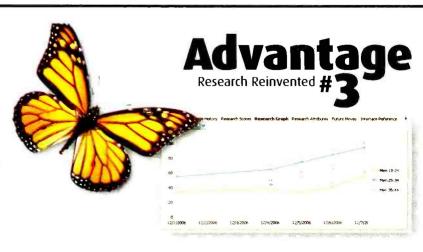
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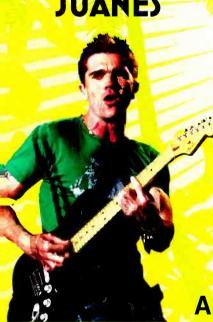


Gabriel Abaroa, President, LARAS

SERRICAL RADIO PROFESSIONALS RATE HE HOTTEST WEEK WAS LATIN MUSIC

DON'T MISS NEW ARTIST COMPETITION BILLBOARD BASH NETWORKING PARTIES LIVE ARTIST SHOWCASES LATIN MUSIC AWARDS AWARDS AFTER PARTY

SUPERSTAR O&A WITH JUANES



PROGRAM HIGHLIGHTS

SURFING FOR PROFIT - INTERNET MARKETING **DIAL M for MUSIC - MOBILE MARKETING** BREAKING THE DIGITAL FRONTIER RADIO OPPORTUNITIES FOR NEW ARTISTS MUSICAL PREFERENCES & BUYING HABITS OF LATIN TEENS RAP, RHYTHM & REGGAETON: THE GROWING URBAN SOUND OF LATIN MUSIC BIG SCREEN, LITTLE SCREEN: FILM, ADS AND TELEVISION AD CAMPAIGNS FOR HISPANIC CONSUMERS GIVE ME THE COVER!: HOW TO GET GREAT PUBLICITY THE ART OF THE TOUR

ENDORSEMENTS & PARTNERSHIPS WITH HISPANIC CELEBRITIES DIFFERENTIATING HISPANIC CONSUMERS FROM THE GENERAL MARKET HISPANIC CONSUMERS IN THE MULTICULTURAL MARKETING EQUATION

ALL-STAR PANELISTS INCLUDE:

Federico Baptista, Product Manager, Latin Music, The Orchard Demian Bellumio, President, Hoodiny Entertainment/elhood.com Fifi Castany, Editor in Chief, Ocean Drive en Español Larry Gold, Owner/Creative Director, S.O.B's Travis Katz, VP International Strategy, mysapce Walter Kolm, SVP Marketing/A&R, Universal Music Latino DJ Nelson, Artist, Universal Music Latino Marcus Owenby, Director of Hispanic Operations, Cingular Wireless Diego Prusky, Principal, In-Style! Software Celeste Rodas Juarez, President, ALPE

Margaret Guerra Rogers, VP Music Affairs/Independent Music Supervisor, Telemundo Music Group Jesus Salas, Sr. PD. Latin Music Channels, XM Satellite Radio Seth A. Schachner, VP Digital Business, Latin America, Sony BMG

Rafael Urbina, CEO, Batanga Val Valdez, Head of Latin Division, Avatar Records Chelina Vargas, Music Programmer, iTunes Latino SCHEDULED TO SPEAK





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	Test satisfy	LASTWEEK	WEEKS	TITLE ARTIST IMP	% NIELSEN BDS CERTIFICATIONS RINT / PROMOTION LABEL	PL.	AYS	AUDIE MILLIONS	
ĺ	1	1	10	MANDA UNA SENAL NO. 1(4	WARNER LATINA	889	-24	10.228	1
1	0	2	10	TE LO AGRADEZCO, PERO NO ALEJANDRO SANZ FEATURING SHAKIRA	WARNER LATINA	781	-1	10.158	2
	0	7	8	ERES PARA MI JULIETA VENEGAS	SONY BMG NORTE	735	+107	7.605	8
	4	3	18	COMO YO NADIE TE HA AMADO YURIDIA	SONY BMC NORTE	726	-37	6.132	14
ı	•	6	17	NADA PUEDE CAMBIARME PAULINA RUBIO	UNIVERSAL LATINO	725	+51	5.833	15
ì	6	5	20	ME MUERO LA SA ESTACION	SONY BMC NORTE	704	+2	7.584	9
ì	7	4	26	TU RECUERDO RICKY MARTINFEATURING LA MARI DE CHAMBAD Y TOMMY TORF		667	-47	9.074	3
ı	8	11	5	SI NOS QUEDARA POCO TIEMPO	SONY BMC NORTE	617	+68	8.659	6
1	9	8	23	BENDITA TU LUZ	WARNER LATINA	560	-4	8.675	5
1	10	10	10	AMAR ES LO QUE QUIERO DAVID BISBAL	UNIVERSAL LATINO	535	-15	8.245	7
1	11	9	20	INVIERNO REIK	SONY BMG NORTE	508	-50	4.653	18
1	12	13	10	QUE HICISTE JENNIFER LOPEZ	EPIC/SONY BMG NORTE	482	-9	6.231	13
١	13	14	7	LA LLAVE DE MI CORAZON JUAN LUIS GUERRA Y 440	EMITELEVISA	477	+33	8.864	4
1	14	12	22	SI TU NO ESTAS SIN BANDERA	SONY BMC NORTE	466	-39	6.360	12
	15	15	8	HOY TENGO GANAS DE TI RICARDO MONTANER		448	+75	6.753	10
ľ	16	37	2	DUELE (CRAZY) MOST INCREA	SONY BMG NORTE	415	+271	2.518	30
1	17	19	14	PEGATE RICKY MARTIN	SONY BMC NORTE	398	+76	4.552	19
ı	18	16	10	DAME RBD	EMITELEVISA	340	-30	2.627	29
	19	17	37	LABIOS COMPARTIDOS	WARNERLATINA	327	-20	2.789	25
	20	18	25	SER O PARECER	EMITELEVISA	311	-34	2.704	27
	21	20	8	LUZ SIN GRAVEDAD BELINDA	EMI TELEVISA	287	-6	1.563	-
	22	22	8	SI TU ME QUISIERAS	WARNERLATINA	277	+12	5.234	16
	23	21	11	IRREEMPLAZABLE BEYONCE	COLUMBIA	274	-9	3.090	22
	24	26	12	NINO BELANOVA	UNIVERSAL LATINO	256	+3	1.663	
	8	28	6	ENAMORADO GUSTAVO LAUREANO	UNIVERSAL LATINO	255	+19	4.225	20
١	26	27	6	COMO ENTENDER JENNIFER PENA	UNIVISION	250	+6	3.558	21
ı	27	23	15	TODO SE DERRUMBO PEPE AGUILAR	EMI TELEVISA	248	-17	6.653	11
	28	29	10	FLACA O GORDITA OLGA TANON	UNIVISION	234	+27	5.144	17
	29	31	4	TODO CAMBIO CAMILA	SONY BMG NORTE	218	+34	0.705	
	30	24	12	SI FUERA FACIL OBIE BERMUDEZ	EMI TELEVISA	213	-51	2.085	35
	31	25	18	TU AMOR LUIS FONSI	UNIVERSAL LATINO	210	-47	1.191	
	3 2	30	2	PEGALE A LA PARED	SONY BMG NORTE	198	-8	0.750	
	33	32	13	HACE TIEMPO FONSECA	EMI TELEVISA	196	+27	2.459	32
	34	35	3	ME GUSTAS COMO QUIERAS MILLO TORRES Y EL TERCER PLANETA	TRIBAL VIBES	169	+11	2.771	26
	35	39	2	ME DUELE AMARTE	SONY BMG NORTE	165	+29	1.069	
	36		EW	HABLA EL CORAZON YURIDIA	SONY BMG NORTE	159	+113	0.977	
	37	H	EW	GRACIAS POR PENSAR EN MI RICKY MARTIN	SONY BMG NORTE	155	+118	2.808	24
	38	33	17	LAS DE LA INTUICION SHAKIRA	EPIC/SONY BMG NORTE	151	-17	0.445	
	39	34	17	TU AMOR RBD	VIRGIN/EMI TELEVISA	145	-14	0.427	
	40	38	7	DISPARAME DISPARA LAURA PAUSINI	WARNERLATINA	142	+2	0.383	

MOST ADDED	
TITLE	NEW
	IONS
SERA Sin Bandera (SONY BMG NORTE) WIOA, WKAQ, XHFG, XHPX, XLTN	5
HABLA EL CORAZON Yuridia (SONY BMG NORTE) KBMG, KEXA, KMMM, KRIO	4
SHORTY SHORTY Xtreme (LA CALLE/UNIVISION) KQQK, WPAT, WWVA	3
TODO CAMBIO Camila (SONY BMG NORTE) KBMG, KRIO	2
ME DUELE AMARTE Reik (SONY BMG NORTE) KRIO, WRMA	2
Y MI BANDA TOCA EL ROCK Laura Pausini (WARNER LATINA) WAMR, WFID	2
PARA EL RELOJ Jimena (UNIVISION) WIAC, WIOA	2
ERES PARA MI Julieta Venegas (SONY BMG NORTE) WFID	1
PEGATE Ricky Martin (SONY BMG NORTE) KRIO	1
LA LLAVE DE MI CORAZON Juan Luis Guerra Y 440 (EMI TELEVISA) KBMG	T.

NE	W AND	ACTIVE	
TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
Y MI BANDA TOCA EL ROCK Laura Pausin! (WARNER LATINA)	137/28	ESE Conjunto Primavera (FONOVISA)	118/3
TOTAL STATIONS:	8	TOTAL STATIONS:	4
SENTIMENTTAL Moderatto (EMI TELEVISA)	135/28	UNO NUNCA SABE Alicastro (DISCOS 605/SONY BMG NORTE)	110/19
TOTAL STATIONS:	5	TOTAL STATIONS:	7
TU AMOR NO ES GARANTIA Anais (UNIVISION)	132/0	BEAUTIFUL LIAR Beyonce & Shakira (COLUMBIA)	108/32
TOTAL STATIONS:	8	TOTAL STATIONS:	7
AMOR GITANO Alejandro Fernandez & Beyonce (COLUMBIA/SONY BMG NORTE)	127/4	CELESTIAL RBD (EMI TELEVISA)	95/11
TOTAL STATIONS:	6	TOTAL STATIONS:	4
ESO Y MAS Joan Sebastian (MUSART/BALBOA)	125/10	NO TE PIDO FLORES Fanny Lu (UNIVERSAL LATINO)	93/5
TOTAL STATIONS:	7	TOTAL STATIONS:	6



XLTN San Diego, CA

PD: Libia Sauza

* Fall

Sin Bandera, Sera, 8

FOR MORE STATIONS GO TO: www.RadioandRecords.com

LATIN POP MONITORED REPORTERS

WWVA/Atlanta, GA OM: Clay Hunnicutt

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PD/MD: Robbie Ramirez

KXXS/Austin, TX

OM/F'D: Romeo Herrera MD: Julieta Jil

KPSL/Bakersfield, CA PD: Isidro Roman

KTCY/Dallas, TX OM: Dean James PD: Javier Casanova XHPX/El Paso, TX PD: Eduardo Zamora APD: Victor Acosta

KMMM/Fresno, CA PD/MD: Jose Berumen

KQQK/Houston, TX PD: Ezequiel Gonzalez MD: Raquenell Villarreal

KLVE/Los Angeles, CA PD: Jose Santos KSSE/Los Angeles, CA

OM: Elias Autran PD: Nestor Rocha APD: Andrea Becerra

KWIZ/Los Angeles, CA PD: Eddie Leon

KNVO/McAllen, TX PD: Robert Montalvo MD: Mando San Roman

XAVO/McAllen, TX OM: Jeff Koch PD: Juan Facundo WAMR/Miami, FL PD: Pedro Javier Gonzalez

WRMA/Miami, FL PD: Rogelio Alfonso

KEXA/Monterey, CAPD: Vicente Romero

WPAT/New York, NY PD: Tony Luna

KVVA/Phoenix, AZ PD: Edgar Pineda WFID/Puerto Rico PD: Lucy-Ann Ramos

WIAC/Puerto Rico PD: Valerie Mejia

WIOA/Puerto Rico PD: Fernando De Hostos

WKAQ/Puerto Rico PD: Carlos Gonzalez APD: Natalia Cuevas

WXYX/Puerto Rico PD/MD: Herman Davila KBMG/Salt Lake City, UT OM: Carlos Martin Valdez

FOR WEEK ENDING MARCH 25, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
26 Latin pop. 12 tropical and 13 Latin rhythm stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2007 Nielsen Business Media. Inc. All rights reserved.

PD: Ana Perez

KRIO/San Antonio, TX

OM: Robin Flores PD/MD: Manny Herrera

XHFG/San Diego, CA PD: Elvis Valle

XLTN/San Diego, CA PD: Libia Sauza

POWERED BY

▶ DJ NELSON ASCENDS LATIN RHYTHM WITH TWO SONGS, AS "CHICA VIRTUAL" ZOOMS 22-14 WITH AIRPOWER AND MOST ADDED HONORS, WHILE "PASARELA" RE-ENTERS AT NO. 38.





THIS WEEK	LAST WEEK	WEEKS ON CHART	TROPICAL TITLE ARTIST IMPRINT	NIELSEN BDS CERTIFICATIONS / PROMOTION LABEL	PLA TW	4/-	AUDIE!	
1	1	8	LA LLAVE DE MI CORAZON NO. 1(5 WK JUAN LUIS GUERRA Y 440	S) EMI TELEVISA	302	0	6.634	1
2	- 2	19	LA OTRA ILEGALES FEATURING MONCHY Y ALEXANDRA	UNIVERSAL LATINO	220	-12	2.382	9
•	7	20	PEGAO WISIN & YANDEL FEATURING LOS VAQUEROS	WY/MACHETE	207	+27	3.540	2
4	3	7	MAS QUE TU AMIGO TITON EVES	LA CALLE/UNIVISION	206	+4	3.365	3.
5	4.	27	NO VUELVO CONTIGO FRANCE NEGRON	LA CALLE/UNIVISION	195	÷Ì	1.523	17
6	8	7	NUNCA HABIA LLORADO ASI VICTOF MANUELLE FEATURING DON OMAR	SONY BMG NORTE	182	+4	2.396	8
	10	7	ARROZ CON HABICHUELA	S 6D5/SONY BMG NORTE	177	+5	3.009	6
8	5	18	SOLA HECTOR "EL FATHER"	VI/MACHETE	175	-14	1.033	23
9	23	10	IGUAL QUE AYER	PINA/UNIVERSAL LATINO	165	+27	3.329	5
10	n	9	MI CORAZONCITO		164	0	2.168	10
וו	5	17	SHORTY SHORTY	PREMIUM LATIN	164	-20	1.515	18
12	39	19	TU R ECUERDO	LA CALLE/UNIVISION	154	-18	1,481	19
3	*4	42	RICKY & ARTIN FEATURING LA MARI DE CHAMBAO Y TOMMY TO QUE PRECIO TIENE EL CIELO		149	+22	3,358	4
-4	12	28	MARC A NTHONY NOCHE DE ENTIERRO (NUESTRO AMOR)	SONY BMG NORTE	132	-10	0.643	29
<u>-</u>	12	6	LOSBENJAMINS FEAT, WISIN & YANDEL, DADDY YANKEE, HECTOR "EL "ATHER" & ZION QUE LLOREN	MAS PLOW/MACHETE	130	+14	1.706	15
Б			IVY QUEEN BENDITA TU LUZ	UNIVISION		-	0.837	
	17	20	MANA LOS INFIELES	WARNER LATINA	100	-5		26
V	19	36	AVENTURA QUE HICISTE AIRPOWE	PREMIUM LATIN	109	-3	1.836	14
B	26	8	JENNIFER LOPEZ HACE TIEMPO	EPIC/SONY BMG NORTE	105	+26	2.156	11
P	20	12	FONSEC¢ MIRA	EMI TELEVISA	103	+6	0.431	38
20	18	10	FULANITO EN EL AMOR	CUTTING	102	-11	0.698	28
	24	9	JOE VER# S	J&N	100	+18	2.750	7
22	30	9	NADA PUEOE CAMBIARME PAULINA RUBIO	UNIVERSAL LATINO	87	+18	0.493	33
23	22	7	AMAR ES LO QUE QUIERO DAVID BISBAL	UNIVERSAL LATINO	86	+1	1.251	21
•	33	4	SIENTE EL BOOM TITO "EL BAMBINO" FEATURING RANDY	EMITELEVISA	85	+26	2.028	12
25	21	8	FLACA O GOROITA OLGATANON	UNIVISION	85	-7	0.634	30
26	23	10	TU AMOR LUIS FONST	UNIVERSAL LATINO	84	-1	0.507	32
	28	5	ME VOY HECTOR ACOSTA	D.A.M.	79	+7	0.847	24
28	32	20	MIA TITO "EL BAMBINO" FEATURING DADDY YANKEE	ÉMI TELEVISA	78	+14	0.449	36
25	N	E₩	JOHNNY RIVERA CO	D PLAYS MG/UNIVERSAL MOTOWN	72	+34	1.872	13
3C	36	3	EN BUSQUEDA EL GRINGO DE LA BACHATA	MOCK & ROLL	71	+20	0.134	-
31	35	5	TE LO AGRADEZCO, PERO NO ALEJANDRO SANZ FEATURING SHAKIRA	WARNER LATINA	71	+19	0.416	39
32	27	14	DON'T CRY TOBY LOVE	SONY BMG NORTE	68	-6	0.347	-
33	25	4	A PUNTO DE ESTALLAR	SONY BMG NORTE	66	-14.	0.719	27
34	34	3	IMAGINATE GALLEGO	MACHETE	65	+6	0.111	
35	31	12	IRREEM PLAZABLE BEYONCE	COLUMBIA	58	-7	0.224	-
36	38	2	PEGATE RICKY MARTIN	SONY BMG NORTE	53	+9	0.213	D _M
37	and the same of th	FW	EMPECE A LLORAR		45	+23	1.572	16
38		EW	ANTHONY CRUZ QUIZAS	M.P.	45	+5	0.073	-
39	39	2	TONY DIZE ES UN VENAO	WY/MACHETE	44	+]	0.086	
	E I	NTIRY	LA NUEVA PATRULLA 15 MANDA UNA SENAL	RINGO WARNER LATINA	43	+5	0.120	

THIS WEEK	ASTWER	WEEKS ON CHART	TITLE ARTIST LATIN RHYTHM N NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL MPRINT / PROMOTION LABEL	PL/ TW	4YS +/-	AUDIEI MILLIONS	
1	1	19	SOLA NO. 1(10 WKS) HECTOR "EL FATHER" VI/MACHETE	673	-57	9.232	1
2	8	14	IGUAL QUE AYER RAKIMA KEN-Y PINA/UNIVERSAL LATINO	501	+99	8.394	2
3	3	19	SHORTY SHORTY	501	-33	6.367	4
4	2	34	LOS INFIELES	478	-73	5.338	8
5	6	7	AVENTURA PREMIUM LATIN QUE LLOREN AVENTURA AVENTURA AVENTURA	462	+17	6.247	5
6	4	45	IVY QUEN UNIVISION PAM PAM WISIN & YANDEL MACHETE	450	-37	5.206	9
7	5	20	WISHIN YANDEL MALPICLE DON'T CRY TOBY-LOVE SONY BMG NORTE	394	-53	5 .795	7
	10	13	NO SE DE ELLA (MY SPACE) DON OMAR FEATURING WISING YANDEL VI/MACHETE	379	+24	6.151	6
9	7	22	PEGAO WISIN & YANDEL FEATURING LOS VAQUEROS WY/MACHETE	369	-61	6.484	3
10	9	4	BEAUTIFUL LIAR/BELLO EMBUSTERO	361	-29	4.465	12
11	12	12	BEYONCE & SHAKIRA COLUMBIA LA OTRA	304	+21	4.571	11
	5	6	ILEGALES FEATURING MONCHY Y ALEXANDRA UNIVERSAL LATINO SIENTE EL BOOM YAONE DANIBURGE FATURING DANIBY	270	+51	4.288	14
	7	20	TITO "EL BAMBINO" FEATURING RANDY EMITELEVISA SMACK THAT	257	+39	2.646	23
-4	12	7	AKON FEATURING EMINEM KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN CHICA VIRTUAL AIRPOWER/MOST ADDED	246	+60	4.777	10
Б	3	28	NOCHE DE ENTIERRO (NUESTRO AMOR)	240	-17	4.308	13
15		26	LOS BENJAMINS FEAT, WISIN & YANDEL DADDY YANKEE, HECTOR "EL FATHER" & ZION MAS FLOW/MACHETE DIME (TELL ME)	235	-89	2.524	25
D	3	24	PITBULL FEATURING KEN-Y FAMOUS ARTISTS/TVT I WANNA LUV U	216	+4	2.925	20
3	D D	3	AKON FEATURING SNOOP DOGG KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN DON'T MATTER AIRPOWER	212	+62	3.691	16
19	5	24	AKON KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN AY CHICO (LENGUA AFUERA)	212	-12	2.549	24
20	ລ	22	PITBULL FAMOUS ARTISTS/TVT ATREVETE	202	-3	1.735	33
	23	12	WISIN & YANDEL FEATURING FRANCO EL GORILLA CFEE/URBAN BOX OFFICE SAY IT RIGHT	196	+17	2.101	27
	36	5	NELLY FURTADO MOSLEY/GEFFEN MI CORAZONCITO	166	+49	2.973	19
23	В	31	AVENTURA PREMIUM LATIN FANTASMA	166	-39	3.709	15
	28	n	ZION BABY WE FLY HIGH	160	+12	1.923	29
25	=	6	JIM JONES KOCH THIS IS WHY I'M HOT	159	-37	3.025	18
25		EW	CALM MY NERVES MOST INCREASED PLAYS	154	+102	2.746	21
30	5=	5	DONOMAR MACHETE IMAGINATE	150	-16	1.232	-
90	35	2	TANGO OEL PECAOO	145	+29	2.494	26
=	25	30	CALLE 13 SONY BMG NORTE ME QUIERE BESAR	144	-1	3.344	17
3C	3."	6	ALEXIS & FIDO SONY BMG NORTE LA MANERA	132	+18	1.471	35
3	3	5	ADASSA UNIVERSALLATINO TE LO AGRADEZCO, PERO NO	125	-12	1.335	40
37	24	8	ALEJANDRO SANZ FEATURING SHAKIRA WARNER LATINA FUEGO	123	-45	1.242	-
33	32	3	PITBULL FAMOUS ARTISTS/TVT YOU	122	-11	1.762	32
34	3C	6	LLOYD FEATURING LIL' WAYNE THE INC./UNIVERSAL MOTOWN SHE'S LIKE THE WIND	118	-22	1.157	-
35	36	5	LUMIDEE FEATURING TONY SUNSHINE TVT QUIZAS	116	+8	2.651	22
36	40	7	TONY DIZE WY/MACHETE TU AMOR	113	+13	0.877	-
37		Dellay	LUIS FONSI UNIVERSAL LATINO MONTALA	ווו	+17	1.082	
38	See (12)	INTRY	MIGUELITO W&D/EL CARTEL/MACHETE PASARELA	107	+13	1.802	31
39		EW	DJ NELSON Y DALMATA FLOW/UNIVERSAL LATINO APARENTEMENTE	101	+28	1.910	30
			YAGA Y MACKIE FEATURING ARCANGEL Y DE LA GHETTO LA CALLE/UNIVISION IRREEMPLAZABLE				
40	26	16	BEYONCE COLUMBIA	100	-53	1.202	-

& LATIN RHYTHM MONITORED REPORTERS TROPICAL

TROPICAL

WLAT/Hartford, CT PD/MD: Nelson Brudys

WX DJ/Mia mi, FL PD: Ruddy Hernandez

WSKQ/New York, NY PD: Jorge Mier

WNUE/Orlando, FL PD: Rafael Grullon MD: Jose Martinez

WRUM/Orlando, FL PD: Raymond Torres

WEMG/Philadelphia, PA PD: DJ Frankie

WKKB/Prov dence, RI PD: Juan D. Gonzalez APD: Darvin Carcia

WPMZ/Prov dence, RI PD: Zoilo Garcia MD: Dilson Mendez, Jr.

WPRM/Puerto Rico PD: Jorge Pabon

WZNT/Puerto Rico PD: Pedro Arroyo

WYUU/Tampa, FL OM: Mike Culotta PD: Ricardo Blanco

MD: Carlos Jose Peralta WLZL/Washington, DC PD: Aracely Rivera

LATIN RHYTHM

WVIV/Chicago, IL OM/PD: Cesar Canales APD: Lucy Herrera MD: Armando Reyes

KFZO/Da las, TX OM: Andy Lock-idge

PD: Chayan Ortuno APD Alejandro Covarrubias

KZZ 4/Dailas, TX PD: _oe "E J Jam min' Joe" Martinez

KLLE/Fresno, CA PD: Tony Santos MD: Famona Rivera

WTLQ/Ft Myers, FL PD: A San thez

KLOL/Houston, TX PD: Bobby Ramos

KXOL/Los Angeles, CA OM: Pio Ferro PD: Jerry Pulles

WMGE/Miami, FL OM: Rod Phillips PD: Frank Walsh MD: Raymond Hernandez

WCAA/New York, NY PD: Alix Quintero MD: DJ Kazzanova

KVIB/Phoenix, AZ OM/PD: Josh Villa APD: Mark Garcia

TOR WEEK ENDING MARCH 25, 2007

WODA/Puerto Rico OM: Jose Nelson PD/MD: Rogie Gallart WVOZ/Puerto Rico PD: Jamie Ortiz MD: Edgar Diaz

KVVZ/San Francisco, CA PD: Bismarck Espinoza

NATIONAL

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s a national sa albums via lr paid downlo

Billboard TOP ALBUMS SE SAN SE #1 1.WK MODEST MOUSE 1 HUT SHOT DEBUT We Were Dead Before The Ship Even Sank 2 JOSS STONE NEW Introducing Joss Stone ELLIOTT YAMIN 3 Elliott Yamin DAUGHTRY 4 4 3 18 Daughtry 2 MARQUES HOUSTON 5 NEW Veteran ERSAL MOTOWN 007925/UMRG (13.98) AKON 6 5 4 Konvicted 2 JPFRONT/SRC/UNIVERSAL MOTOWN 007968*/UMRG (13.98) 7 2 -Street Love WIVERSAL MOTOWN 008554/UMRG (13.98) MUSIQ SOULCHILD ATLANTIC 105404/AG (18.98) RICH BOY 20ME 4 008556 (INTERSCOPE (10.98) 8 1 -Luvanmusia 9 3 -AMY WINEHOUSE 10 7 -Back To Black JUSTIN TIMBERLAKE 11 11 11 28 FutureSex/LoveSounds 3 ROBIN THICKE The Evolution Of Robin Thicke AK 0061-16 /INTERSCOPE (9.98) FERGIE 13 13 13 27 The Dutchess NORAH JONES 14 14 7 Not Too Late CARRIE UNDERWOOD 15 10 12 Some Hearts 5 FALL OUT BOY FUELED BY DALLS Infinity On High LAND 008109/r0JMG (13.98) NICKELBACK 17 17 16 All The Right Reasons 5 18 98) NELLY FURTADO 19 17 Loose NEIL YOUNG 6 -19 Live At Massey Hall 1971 INSANE CLOWN POSSE 2C NEW The Tempest PSYCHOPATRIC 4063 (15 98) GREATEST SOUNDTRACK GAINER WALT DISNEY 861698 (1 21 34 34 22 Hannah Montana 2 1 CORINNE BAILEY RAE 22 20 15 Corinne Bailey Rae CELTIC WOMAN 23 21 20 A New Journey ARCADE FIRE 18 2

The Sweet Escape

25 22 19 16 GWEN STEFANI

			Billbeard HOT	, D	G		L	AL SONGS
THIS	LAST	WEEKS	TITLE ARTIST (IMPRINT / PROMOTION LABEL)	CERT.	THIS	LAST	WEEKS ON CHT	TITLE ARTIST (IMPRINT / PROMOTION-LABEL)
0	-	1	#1 BEAUTIFUL LIAR 1WK BEYONCE & SHAKIRA (COLUMBIA)		26	-	1	EVERYTHING MICHAEL BUBLE (143/REPRISE)
2	1	8	GLAMOROUS FERGIE FEAT LUDACRIS (WILL LAM/A&M/INTERSCOPE)	nancy attended	27	22	24	WALK IT OUT UNK (BIG OOMP/KOCH)
3	3	9	DON'T MATTER AKON (KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN)		28	30	4	HOME DAUGHTRY (RCA/RMG)
4	2	5	THIS IS WHY I'M HOT		29	33	22	HERE (IN YOUR ARMS) HELLOGOODBYE (DRIVE-THRU SANCTUARY)
6	4	4	GIRLFRIEND AVRIL LAVIGNE (RCA/RMG)		30	26	27	FERGALICIOUS FERGIE (WILL LAM 'A&M/INTERSCOPE)
6	5	10	CUPID'S CHOKEHOLD GYM CLASS HEROES (DECAYDANCE FUELED BY RAMEN'ATLANTIC/LAVA)		31	23	24	WE FLY HIGH JIM JONES (KOCH)
0	7	12	THE SWEET ESCAPE GWEN STEFANI FEAT. AKON (INTERSCOPE)		32	32	26	SMACK THAT AKON FEAT. EMINEM (KONVICT/UPFRONT/SRC UNIVERSAL MOTOWN)
8	6	4	THROW SOME D'S RICH BOY FEAT. POLOW DA DON (ZONE 4/INTERSCOPE)		33	27	22	IRREPLACEABLE BEYONCE (COLUMBIA)
	8	10	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALL OUT BOY (FUELED BY RAMEN/ISLAND/IOJMG)		34	25	2	WITH LOVE HILARY DUFF (HOLLYWOOD)
10	10	15	WHAT GOES AROUNDCOMES AROUND JUSTIN TIMBERLAKE (JIVE/ZOMBA)		35	18	12	YOU LLOYD FEAT, LIL: WAYNE (THE INC./UNIVERSAL MOTOWN)
11	9	18	IT'S NOT OVER DAUGHTRY (RCA RMG)	•,	36	39	3	2 STEP UNK (BIG OOMP/KOCH)
12	17	5	U + UR HAND PINK (LAFACE/ZOMBA)		37	16	5	BREAK IT OFF RIHANNA & SEAN PAUL (SRP/DEF JAM. IDJMG)
13	11	5	CANDYMAN CHRISTINA AGUILERA (RCA/RMG)		38	35	25	BOSTON AUGUSTANA (EPIC)
14	15	9	THE WAY I LIVE BABY BOY DA PRINCE FEAT. LIL BODSIE (UNIVERSAL REPUBLIC).		39	55	2	LIKE A BOY CIARA (LAFACE/ZOMBA)
15	13	19	SAY IT RIGHT NELLY FURTADO (MOSLEY/GEFFEN)		40	41	17	SNOW ((HEY OH)) RED HOT CHILL PEPPERS (WARNER BROS.)
16	14	21	MAKE IT RAIN FAT JOE FEAT LIL WAYNE (TERROR SQUAD, IMPERIAL VIRGIN)		41	36	19	I WANNA LOVE YOU AKON FEAT SNOOP DOGG (KONVICT UPFRONT 'SRC UNIVERSAL MOTOWN)
17	12:	10	IF EVERYONE CARED NICKELBACK (ROADRUNNER/ATLANTIC/LAVA)		42	-	1	ROCK YO HIPS CRIME MOB FEAT. LIL SCRAPPY (CRUNK/BME/REPRISE)
18	37	δ	OVER IT KATHARINE MCPHEE (RCA/RMG)		43	40	31	SEXYBACK JUSTIN TIMBERLAKE (JIVE/ZOMBA)
19	24	3	I'M A FLIRT R. KELLY OR BOW WOW (FEAT. T.I. & T-PAIN) (COLUMBIA:JIVE/ZOMBA)		44	47	14	INTO THE OCEAN BLUE OCTOBER (UNIVERSAL MOTOWN)
20	20	27	FACE DOWN THE RED JUMPSUIT APPARATUS (VIRGIN)		45	38	17	KEEP HOLDING ON AVRIL LAVIGNE (FOX/RCA RMG)
21	21	5	LAST NIGHT DIDDY FEAT. KEYSHIA COLE (BAD BOY/ATLANTIC)		48	52	6	SHE'S LIKE THE WIND LUMIDEE FEAT, TONY SUNSHINE (TVT)
22	28	б	GO GETTA YOUNG JEEZY FEAT. R. KELLY (CORPORATE THUGZ/DEF JAM/IDJMG)		47	45	3	WASTED CARRIE UNDERWOOD (ARISTA/ARISTA NASHVILLE)
23	31	4	BUY U A DRANK (SHAWTY SNAPPIN') T-PAIN FEAT. YUNG JOC (KONVICT, NAPPY BOY, JIVE / ZOMBA)		48	34	15	RUNAWAY LOVE LUDACRIS FEAT. MARY J. BLIGE (DTP/DEF JAM/IDJMG)
24	29	28	BEFORE HE CHEATS CARRIE UNDERWOOD (ARISTA/ARISTA NASHVILLE)	•	49	53	3	POP, LOCK & DROP IT HUEY (HITZ COMMITTEE/JIVE/ZOMBA)
25	19	13	ICE BOX OMARION (T.U.G./COLUMBIA)		50	-	1	THE RIVER GOOD CHARLOTTE FEAT. M. SHADOWS AND SYNYSTER GATES (DAYLIGHTEPIC)

VIDEO CHANNELS

MTV

Fergie, Glamorous
Justin Timberlako, What Goes Around
Anny Winnbous, You Know Im No Good
Madma Lake, House Of Cards
Madma Lake, House Of Cards
Minns, This Is Why Im Hon.
Daughtry, it's Not Oven
Daughtry, it's Not Oven
The Fratellis, Fathead
The Game, Wouldn't Get Iar
Ne-Wa Recasture Of You

Datguor,
The fratellis, Flatheau
The Game, Would in Get Far
Ne Sane, Would in Get Far
New State Control of Control
Masshoot, Cook of Cook
Masshoot, Cook of Cook
Masshoot, Cook
Mass

8 The Franciss, Francisco and The Came, Would'n List Far 11 New Yo. Because O'ly High Chimen 12 Avril Lavyine, Girffrend 13 Christina Aquillera, Candyman 14 Hilary Dulf, With: Love 15 Good Charlotte, The River 15 Good Charlotte, The River 16 Beyonce & Shakira, Beauthul Liar 17 Timbaland, Give It To Me 18 Nelly Furtako, All Good Thinus 19 Diddy, Last Night 20 Lidera, Like All Good State 19 Lidera 19

A+ Ne-Yo, Because Of You Nelly Furtado, All Good Things

VP/Music Prog: Steithen Hill MD: Kelly G Vacom 212-975-4055

Marques Houston, Circle

Missig Soulchild, Blutdy
Young Jeery, Go Getta
Clara, Like A Boy
Omanon, Ice Box
Omanon, Ice Box
Omanon, Ice Box
Omanon, Ice Box
Ne Yo, Because OI You
Beyonce, Upjade U
Bow Whow, Dutta My System
Loyd, Gett IS hawly
John Legend, P.D.A. IW, System
Loyd, Gett IS hawly
John Legend, P.D.A. IW, System
Dridty, Last Night
Loyd, Gett IS hawly
John Legend, P.D.A. IW, System
Dridty, Last Night
Loyd, Gett Box
New Mow, Tin A Flint
Dridty, Last Night
Loyd, Box Tin House
Swizz Beatz, Lirk Me Sniches
Robin Thicke, Lost Without U
Mike Jones, Mr., Janes
Jennifer Hudson, And I Am Telling
Fert Joe, Make If Rain
Pretty Ricky, Gn The Hodine
Sammie, Come With Me
Snoop Dogg, Boss Life
Snoop Dogg, Boss Life
Nims, This Is Wy Jin Hed
Three & Maria, Doe Boy Fresh
Young Buck, Let Buck
Tyrese, One

Ne-Yo, Because Of You
John Legend, PD A, (We Just Don't Care)
R. Kelly Or Bow Wow, I'm A Firt

9 5
8 0
8 5

Great American Country
MD: Tony Troyato____

MD: Tony Trovato Scripps 615-327-7525

1 Toby Keith, High Maintenance Woman 2 Kenny Chesney, Summertime 3 Sugarfand, Settler 4 Trace Adkins, Larlies Love Country Boys 5 Joe Nichols, Jil Wan For You 6 Tim McGrave Last Dallar (Fiv Away) 6 Tim McGrave Last Dallar (Fiv Away) 7 Came Underwood, Wassed 9 Alan Jackson A Woman's Love 10 Rodere, Advins, Watching You 11 Dierks Bentley, Long Trip Alone 12 Brooks & Donn, Hillight Potuse 13 Jason Aldean, Amarilic Sky 12 Brooks & Donn, Hillight Potuse 13 Jason Aldean, Amarilic Sky 16 Carrie Underwood, Before He Cheats 14 Carrie Underwood, Before He Cheats 16 Lake Shehon, Don't Make Me 16 Etakes Shehon, Don't Make Me 17 Larlies 18 Chillingson, One Wing In The Fire 17 Larlies 18 Chillingson, One Wing In The Fire 17 Larlies 18 Chillingson, One Wing In The Fire 18 Larlies 18 La

Mins, This Is Why I'm Hot The Fratellis, Flathead Young Jeezy, Go Getta The Pack, I'm Shinin' The Killers, Read My Mind The Game, Wouldn't Get Fe Three 6 Maña, Doe Boy Fr Nine Inch Nails, Survivalis Mastodon, Colony Of Birch Ilde, 2 Stm.

Three 6 Maha. Doe Boy Fresh
Nine Inch Nais, Survivalism
Mastodon, Colony Of Birchmen
Unk, 2 Step
Madma Lake, House Of Cards
Diddy, Last Night
Stone Sour, Sillyword
Baby Boy De Throne. The Way! Live
Boy Wow. Onte My System
Katser Chiefs, Fully
High
Good Charlotte, The Bave
The Red Jumpsur Apparatus, False
Saliva, Ladies And Genflemen
Modest Mouse, Dashboard
Akon, Don't Matter
Hamost. Say, If his Sooner
Bayside, Duntay
Huey, Pop, Lock & Drop It
OK Go, Do What You Want
Finger Eleven, Parabyze
Beyonec, Upgrade U

Almost, Say This Sooner









Jergie, Jeannorus Justin Farnbertake, What Goes Around Augustane, Boston Beyonce & Shaitan, Beaudhit Liar Carne Underwood, Before He Cheats Mat Reamey, Mohing Left To Lose Christina Aguilera, Cardyman Carne Charles and Carne Cha Dashboard Confessional, Stoten Evanescence, Lithium Snow Partol, Chasing Cars The All-American Rejects, It Ends Tonight Blue October, Into The Ocean A+ Akon, Don't Matter

VP. Music & Talent Ref. Chris Parr Dir Music Pgmg: Evan Kroft Vacom 615-335-8400



1 Dierks Bentley Long Trip Altring
2 Blake Shetton, Dorf Make Me
3 Brooke & Born, Dorf Make Me
3 Brooke & Born, Dorf Make Me
5 Brooke & Born, Dorf Make Me
5 Sugarland, Settin;
5 Sugarland, Settin;
6 Toby Kerk, High Maintenance Woman
7 Kerih Urban, Stupid Boy
8 Tim McGraw, Last Dollar (Fly Away)
9 Taylor Swirt, Teartorps Dn My Guran
10 Carne Underwood, Waterland
11 Kellie Pickler, Brid Hugh Heets
12 Hand Make MeBride, Anyway
14 Jack Ingram, Lips Olf An Angel
15 Allan Jackson, A Woman's Love
16 Gretchen Wilson, Come To Bed
17 Jason Alexan, A Woman's Love
16 Gretchen Wilson, Come To Bed
17 Jason Alexan, A Woman's Love
18 Danielle Peck, Isn't That Everything
19 Hank Williams Jr, A Country Boys
27 Alison Krauss & John Waite, Missing You
28 John Anderson, A Woman Knows
29 George Strat, The Seashores Of Old
20 Clay Wilsker, Frore She Was Mamn
77 Gretchen Wilson, California Grifs
21 Fred J. Eagleamith, Thrake "Box Mom
21 Farth Hill, Lie We Never Loved At All
22 John Anderson, Gretchen Wilson, California Grifs
23 Fred J. Eagleamith, Thrake "Box Mom
24 Gretchen Wilson, California Grifs
25 Fred J. Eagleamith, Thrake "Box Mom
26 Gretchen Milson, California Grifs
26 Through Lie Medican, Johnny Cash
27 Jane Handerson, Wilson Moman Gox Momental
28 Farth Hill, Lie We Never Loved At All
3 Jason Aldean, Johnny Cash
4 Jason Aldean, Johnny Cash
4 Jason Aldean, Johnny Cash
4 Jason Aldean, Johnny Cash
5 Through T 23 22 21 19 21 20 21 20 18 20 21 19 15 19 18 19 20 18 17 18 21 16 16 16 18 13 12

FUSE

Dir Pgmg: Janis Unterweiser Rainbow-Media 212-324-3416



1	My Chemical Romance, Famous Last	23	25
2	Evanescence, Lithium	23 22	15
3	Say Anything, Wow, I Can Get Sexual Too	22	2
5	Avril Lavigne, Girttnend	22	27
5	Red Hot Chili Peppers, Hump De Bump	21	0
6	Heliogoodbye, Here (In Your Arms)	21	16
7	Gym Class Heroes, Cupid's Chokehold	21	20
8	Three Days Grace, Pain	20	16
9	30 Seconds To Mars, From Yesterday	20	23
ΙÒ	Dashboard Confessional, Stolen	19	23
11	Good Charlotte, The River	19	18
12	Fort Minor, Remember The Name	18	24
13	Mims, This is Why I'm Hot	17	
4	Senses Fail, Calling All Cars	17	15
15	Atreyu, The Theft	17	15
16	Justin Timberlake, What Goes Around	17	20
17	Almost, Say This Sooner	16	0
18	Bayside, Duality	16	15
19	Silversun Pickups, Lazy Eye	16	15
	Saosin, Voices	16	16
21	AlexisOnFire, This Could Be Anywhere In	16	
72	Boys Like Girls, The Great Escape	16	19
23	K-OS, Sunday Morning	15	13
24	Lily Allen, Smile	15	15
25	Cute Is What We Aim For, The Curse Df	14	0
26	Christina Aquilera, Canriyman	14	14
2012234567	The Shins, Phantom Limb	14	15

MuchMusic Canada Dir. Music Pgmg. Sheila Sullivan CHUM Limited 416-591-5757



1 Avril Lavigne, Girlfriend	32 13
2 Akon, Don't Matter	24 11
3 Good Charlotte, The River	24 13
4 Gwen Stefani, The Sweet Escape	24 17
5 J Diggz, Make It Hot	24 17 23 13 21 8
6 Justin Timberlake, What Goes Around	21 8
7 Francisco Deschara	21 11
5 J Diggz, Make It Hot 6 Justin Timberlake, What Goes Around 7 Finger Eleven, Paralyzer 8 Mika, Grace Kelly	20 8
	20 8
9 Nickelback, If Everyone Careil	20 13
 Nelly Furtado, All Good Things 	19 7
11 Belly, Pressure	19 20
12 Christina Aguilera, Candyman	17 12
13 Fergie, Glamorous	17 12
14 Timbaland, Give It To Me	16 12
15 Beyonce & Shakira, Beautiful Liar	15 7
16 Billy Talent, Fallen Leaves	15 11
17 Hilary Duff, With Love	15 13
18 Ten Second Epic, Count Yourself In	14 7
19 Fall Out Boy, This Ain't A Scene, It's Ain	13 6
20 George, Lie To Me	11 7
21 My Chemical Romance, Don't Love Yo	
22. Hinder, Better Than Me	10 5
23 Red Hot Chili Peppers, Hump Oe Bump	10 5 9 0
24 Evanescence, Lithium	9 4
25 Kaiser Chiefs, Ruby	9 6
20 George, Le To Me 21 My Chemical Romance, I Opn't Love Yo 22 Hinder, Better Than Me 23 Red Hot Chili Peppers, Hump Oe Bump 24 Evanescence, Lithium 25 Kaiser Chiefs, Ruby 26 Rich Boy, Throw Some D's 27 Amy Winehouse, Rehab 28 Akon, I Wanna Love You	9 6 8 2 8 3 8 4
27 Apr. Winehouse Dobets	0 2
27 Amy Winehouse, Rehati	0 3
28 Akon, i Wanna Love You	0 4
 Relient K, Must Have Done Something Stone Sour, Sillyworld 	8 6
30 Stone Sour, Sillyworld	8 8
A+ My Chemical Romance, I Don't Love You	u 10 0
A+ Hinder, Better Than Me	10 5
A+ Red Hot Chili Peppers, Hump De Bump	9 0

STREAMS

	AOL Song Streams	≱ Ra	dio
	Jack Isquith 212-652-6400	TW	LW
1	Justin Timberlake, What Goes Around	115,494	98.016
2	Akon,	113,434	30,010
	Don't Matter	114,755	96,354
3	Lloyd, You	113,816	102.20
4	Omarion,	113,010	102,20
	Ice Box	93,023	91,154
5	Daughtry, It's Not Over		
6	Mims,	91,766	79,094
Ü	This Is Why I'm Hot	91,027	88.778
7	Pretty Ricky,		
_	On The Hotline	86,532	86,945
8	Mary J. Blige, We Ride ((I See The Future))	85,992	85.490
9	Timbaland.	00,932	03,430
	Give It To Me	83,051	61,284
10		01.000	77.400
11	Irreplaceable Chris Brown,	81.202	77,426
	Poppin'	76.636	94,832
12	Baby Boy Da Prince, The Way I Live		
	The Way I Live	76,385	72,238
13	Snoop Dogg, That's That	75,618	74.713
14	Musiq Soulchild,	13,010	74.713
	Buddý	72.473	68,353
15	Robin Thicke,	-0.700	00.504
16	Lost Without U Young Jeezy,	70,762	66,564
10	Go Getta	69.143	60,445
17	Three Days Grace,		
10	Pain	68,317	72,989
18	Breaking Benjamin, Breath	68,288	68.911
19	Rihanna & Sean Paul,	00,200	30,311
	Break It Off	67,613	60,834
20	Bow Wow,	00.040	00.400
	Outta My System	66.849	60,423

	AOL Song On Demand AOL	. 🌭 m	usic
	Jack Isquith 212-652-6400	TW	LW
1	Avril Lavigne, Girlfriend	96,944	73,402
2	Fergie, Glamorous	91,883	91,453
3	T-Pain, Buy U A Drank	90,323	73,727
4	Mims, This is Why I'm Hot	65,663	56,113
5	Ne-Yo, Because OfYou	60,547	49,732
6	Ciara, Like A Boy	54,826	40,854
7	Omarion, Ice Box	54,822	41,438
8	Bow Wow, Outta My System	45.204	36,205
9	Over It	42,536	39,618
10	Diddy, Last Night	39,124	33,001
11	The Used. The Bird And The Worm	38,973	0
12	R. Kelly Or Bow Wow, I'm A Flirt	38,936	31.543
13 14	Fall Out Boy, This Ain't A Scene, It's An	37,112	38,757
15	Gym Class Heroes, Cupid's Chokehold	35.456	29,645
16	Unk, Walk it Out	31,092	31,076
17	Rich Boy, Throw Some D's Avril Lavigne,	30,177	41,314
18	Keep Holding On Justin Timberlake,	29,639	29,761
19	What Goes Around Hellogoodbye,	29,636	30,290
20	Here (In Your Arms)	29,272	26,881
20	Pop. Lock & Drop It	28,740	20,755

	AOL Video On Demand	OL 🦫 m	usic
	Jack Isquith		
	212-652-6400		
		TW	ιw
- 1	Fergie,		
2	Glamorous Beyonce & Shakira,	150,497	73,618
- 2	Beautiful Liar	113,480	54,771
3	Akon,		
4	Don't Matter Avril Lavigne,	107,303	67,872
	Girlfriend	103,391	52,297
5	Christina Aguilera,	ED 075	40.000
6	Candyman Fergie,	52,875	40,969
-	Fergalicious	49,788	38,730
7	Kelly Clarkson,	48,484	0
8	Why Gwen Stefani,	+0,404	U
	The Sweet Escape	41,797	44,363
9	Ashley Tisdale, Be Good To Me	39.991	43,469
10		33,331	40,400
	London Bridge	31,347	4,877
11	Ciara, Like A Boy	31,004	32,408
12	Daughtry,	O INCO	
13	It's Not Over	27,963	44,416
13	Akon, I Wanna Love You	25,966	35,620
14	Fall Out Boy,		
15	This Ain't A Scene, Beyonce,	23,233	44,774
13	irreplaceable	20,237	27,433
16	Веуопсе,		
17	Upgrade U Fergie,	19,255	10,460
	Big Girls Don't Cry	15,623	1,138
18	Katharine McPhee,	14.100	20.120
19	Over It Fergie,	14,106	28,130
	Finally	9,351	725
20	Tim McGraw, Last Dollar (Fly Away)	9,240	1,877
21	Akon,	9,240	1,011
	Lonely	8,927	9,565
22	Fergie, AllThat I Got	8.576	814
23	Aretha Franklin,	0,370	
	Don't Play That Song	7,712	0
24	The Fray, How To Save A Life	7.328	20,733
25	Akon,		
26	Smack That Marques Houston,	7,139	7,557
ZĎ	Circle	6.855	6.696
27	Kelly Osbourne,	.,	.,=

6,628 6.654 6,628 7,213

ReROPPORTUNITIES

OPPORTUNITIES

NATIONAL



Radio Market Controller Openings in Boston and Seattle

Multiple station clusters each seek a business partner to assess, streamline, create and implement excellent business practices. Position requires total business focus as well as the ability to analyze and prepare financial statements, forecasts and budgets. Superb team leadership, communication and computer skills are essential. Must be a business partner for improving efficiency and profitability, and be a proactive problem solver in a de-centralized environment. Must possess a thorough and detailed understanding of the essential business cycles necessary to operate the cluster, as well as comprehend the big picture. Experience in broadcasting a plus with a degree required in accounting or finance. Send résumé and salary requirements to Eugene Levin by e-mail to genedentercom.com. Entercom is an EEO Employer.

SALES REPS

Nationally syndicated urban gospel network seeking experienced commission sales reps. Send résumé: dreeves@ucmrejoice.com. No calls please.

Urban Choice Media EOE

MIDWEST

GM & SM ESPN Radio St. Louis

GM and SM wanted for ESPN Radio in St. Louis who both lead by example to meet and exceed budgets. If we've described you, submit your résumé immediately to Radio & Records, 5055 Wilshire Blvd, Suite 600, # 1170, Los Angeles, CA 90036 or kwood@radioandrecords.com c/o job # 1170. EOE.

TEXAS

GM (who focuses on revenue) needed for a cluster in a rated Texas Market.

This is not a start up. If you have a track record you can cash in on and want to be well rewarded for exceeding the ordinary, apply for the position now! Please send your résumé to Radio & Records, 5055 Wilshire Blvd, Suite 600, # 1171, Los Angeles, CA 90036 or kwood@radioandrecords.com c/o ob # 1171. EOE.

WEST



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Our last PD is now the Governor's Press Secretary. Work for a privately held company that believes in "live and local." KFQD is a 50KW station in Anchorage that's looking for a Program Director/News Director that understands what makes talk radio click and can write, deliver and edit news. Previous PD experience preferred but not required. If you've got the skill set, leadership qualities and the desire to make your mark in News/Talk, this is your opportunity. Enjoy your career in a city of 250 thousand that's right next door to some of the world's most spectacular untouched scenery in the Last Frontier.

Email <u>dennis.bookey@morris.com</u> or fax 907-275-2290

Volunteer co-host wanted for 15-minute weekly comedy show in Inglewood, CA. Comedy writing and/or improv background preferred. ZLmedia@aol.com

SOUTH

MORNINGS

Are you driven to impact lives for Jesus Christ? Are you bold, but in a mainstream, non-preachy way? Do you understand the tastes, values and interests of your listeners, and connect with them personally? Can you be spiritually AND culturally relevant—freely going back and forth between the two, and sometimes even merging them? We're an established and growing CCM station in Charlotte, NC that believes connecting with people using radio is an art. Would you be willing to help reinforce and expand that connection? Send us some audio of how you do that, and tell us a bit about yourself in a cover letter and résumé. Email is great—but no calls, please. Attn. Gary Morland, PO Box 17069, Charlotte, NC, 28227. Or gary@newlife919.com. EOE.

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Veteran Talkers Dangerous Dick and Skibba out of Free FM LA/San Diego looking for Talk or Rock position. Will relocate. skibba@dickandskibba.com

(Detroit) 18 Years in Radio—Promotions, Board Op, DJ. Willing to work any hours. e-mail me: djmartin88@hotmail.com

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Radio & Records, Inc. provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PST), eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8½ "x11" company/station letterhead and are accepted only by mail or fax: 323-954-3412. Only free positions sought ads are accepted by e-mail to: kwood@radioandrecords.com. Address all 20-word ads to R&R Free Opportunities, 5055 Wilshire Blvd., Suite 600, Los Angeles, Ca. 90036.

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Opportunities Advertising orders must by typed on company/station letterhead and accompanied by advance payment. Please submit ad copy & logos via email to kwood@radioandrecords.com. Ads are also accepted by fax: 323-954-3412 or mail, Visa, MC, or AMEX accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

Deadline

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R&R

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THE BACK PAGES

CHR/TOP 40 DS IN HITPREDICTOR NS STATUS IMPRINT / PROMOTION LABEL S NOT OVER NO. 1(2 WKS) WHAT GOES AROUND...COMES AROUND ♪ ☆ JIVE/ZOMBA THE SWEET ESCAPE CUPID'S CHOKEHOLD GYMCLASSHEROES FEAT, PATRICK STUMP DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA 112 th SAY IT RIGHT N² ☆ MOSLEY/GEFFEN DON'T MATTER KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN GLAMOROUS FERGIE FEATURING LUDACRIS IF EVERYONE CARED ROADRUNNER/ATLANTIC/LAVA 12 GIVE IT TO ME GIVE IT TO ME TIMBALANDFEAT.NELLY FURTADO&JUSTINTIMBERLAKE MOSLEY/BLACKCROUNDINTERSCOPE U + UR HAND

	RHYTHMIC				
THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE CERTIFICATI ARTIST	BDS 位 HITPREDICTOR ONS STATUS IMPRINT / PROMOTION LABEL	
T	2	12		IO. 1(1 WK) /UPFRONT/SRC/UNIVERSAL MOTOWN	
2	1	18	THIS IS WHY I'M HOT MIMS	CAPITOL	
3	4	19	ICE BOX OMARION	ド ☆ T.U.G./COLUMBIA	
4	3	20	YOU LLOYD FEATURING LIL' WAYNE	ド ☆ THE INC./UNIVERSAL MOTOWN	
5	5	18	ON THE HOTLINE PRETTY RICKY	ド 位 BLUESTAR/ATLANTIC	
6	6	11	LAST NIGHT DIDDY FEATURING KEYSHIA COLE	BAD BOY/ATLANTIC	
7	7	15	SAY IT RIGHT NELLY FURTADO	MOSLEY/GEFFEN/INTERSCOPE	
6	12	9	GLAMOROUS FERGIE FEATURING LUDACRIS	WILL.I.AM/A&M/INTERSCOPE	
9	31	8	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE	MOSLEY/BLACKGROUND/INTERSCOPE	
10	8	18	MAKE IT RAIN FAT JOE FEATURING LIL WAYNE	TERROR SQUAD/IMPERIAL/VIRGIN	

	URBAN				
THIS WEEK	LAST WEEK	WEEKS		N NIELSEN BDS	
1	1	16	LOST WITHOUT U ROBIN THICKE	NO. 1(3 WKS)	
2	2	12	THIS IS WHY I'M HOT	K CAPITOL	
	3	7	I'M A FLIRT R. KELLY OR BOW WOW (FEATURIN	NG T.I. & T-PAIN) COLUMBIA/JIVE/ZOMBA	
•	6	12	GO GETTA YOUNG JEEZY FEATURING R. KELLY	CORPORATE THUGZ/DEF JAM/IDJMG	
	9	9	2 STEP	BIG OOMP/KOCH	
6	14	4	DON'T MATTER	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	
	10	12	BUDDY MUSIQ SOULCHILD	立 ATLANTIC	
8	4	22	YOU LLOYD FEATURING LIL' WAYNE	ド 位 THE INC./UNIVERSAL MOTOWN	
9	7	18	ICE BOX OMARION	た di T.U.G./ <mark>COLUMBI</mark> A	
10	n	15	ROCK YO HIPS CRIME MOB FEATURING LIL SCRAPI	CRUNK/BME/REPRISE/WARNER BROS.	

MOST ADDED

GIRLFRIEND Avril Lavigne (RCA/RMG)

MOST INCREASED PLAYS

GIRLFRIEND Avril Lavigne (RCA/RMG)

TOP 5 NEW AND ACTIVE

STOLEN Dashboard Confessional (VACRANT/INTERSCOPE)

HOME Daughtry (RCA/RMG)

READ MY MIND The Killers (ISLAND/IDJMC)

THE KILL (BURY ME) 30 Seconds To Mars (IMMORTAL/VIRGIN)

PAIN Three Days Grace (JIVE/ZOMBA)

COMPLETE CHR/TOP 40 CHART ON PAGE 21

MOST ADDED

SEXY LADY Yung Berg (YUNG BOSS/EPIC/KOCH)

MOST INCREASED PLAYS

BUY U A DRANK (SHAWTY SNAPPIN') T-Pain Feat. Yung Joc (KONVICT/NAPPY BOY/JIVE/ZOMBA)

TOP 5 NEW AND ACTIVE

OH YEAH (WORK) Lil Scrappy Feat. Sean P. & E-40 (BME/REPRISE/WARNER BROS.)

ROCK YO HIPS Crime Mob Feat. Lil Scrappy (CRUNK/BME/REPRISE/WARNER BROS.)

BREAK 'EM OFF Paul Wall Feat. Lil' KeKe (SWISHAHOUSE/ASYLUM/ATLANTIC)

MAGIC CITY 2XL (TOMMY 80Y) COME AROUND Collie Buddz (EPIC/COLUMBIA)

COMPLETE RHYTHMIC CHART ON PAGE 24

MOST ADDED

BOY LOOKA HERE Rich Boy (ZONE 4/INTERSCOPE)

MOST INCREASED PLAYS

BUY U A DRANK (SHAWTY SNAPPIN') T-Pain Feat. Yung Joc (KONVICT/NAPPY BDY/JIVE/ZOMBA)

TOP 5 NEW AND ACTIVE

ANONYMOUS Bobby Valentino Feat. Timbaland (DTP/DEF JAM/IDJMG)

I TRIED Bone Thugs-N-Harmony Feat. Akon (FULL SURFACE/INTERSCOPE)

GLAMOROUS Fergie Feat. Ludacris (WILL.I.AM/A&M/INTERSCOPE)

DIAMONDS Fabolous Feat, Young Jeezy (DESERT STORM/DEF JAM/IDJMG) PUSH IT BABY Pretty Ricky (BLUESTAR/ATLANTIC)

COMPLETE URBAN CHART ON PAGE 27

WAITING ON THE WORLD TO CHANGE

HOW TO SAVE A LIFE

WHAT HURTS THE MOST RASCAL FLATTS

PUT YOUR RECORDS ON CORINNE BAILEY RAE

CHASING CARS

THE RIDDLE

30

48

40

25 10

30

NIELSEN BDS CERTIFICATIONS

THE PREDICTOR STATUS
PRINT / PROMOTION LABEL

POLYDOD/A&M/INTERSCOPE

LYRIC STREET/HOLLYWOOD

RELENTLESS/VIRGI

CAPITOL

	ORDAN AC				
THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE CERTIFICATIONS ARTIST IMPRINT / PROMOTION LABEL		
1	1	23	LOST WITHOUT U NO. 1 (10 WKS) ROBIN THICKE STAR TRAK/INTERSCOPE		
2	2	12	IN MY SONGS GERALD LEVERT ATLANTIC		
0	3	n	AND I AM TELLING YOU I'M NOT GOING JENNIFER HUDSON MUSIC WDRLD/COLUMBIA		
0	6	25	PLEASE DON'T GO TANK COOD GAME/BLACKGROUND/UNIVERSAL MOTOWN		
9	5	12	BUDDY MUSIQ SOULCHILD ATLANTIC		
6	4	32	TAKE ME AS I AM MARY J. BLIGE MATRIARCH/GEFFEN/INTERSCOPE		
0	9	27	CAN'T GET ENOUGH TAMIA PLUS I/IMAGE		
8	7	35	CHANGE ME RUBEN STUDDARD J/RMG		
9	n	6	STRUGGLE NO MORE (THE MAIN EVENT) MOST INCREASED PLAYS/MOST ADDED ANTHONY HAMILTON, JAHEIM & MUSIQ SOULCHILD ATLANTIC		
10	8	19	IRREPLACEABLE 13		

N NIELSEN BDS は HITPREDICTOR CERTIFICATIONS STATUS **BEER IN MEXICO** NO. 1(3 WKS) LAST DOLLAR (FLY AWAY) 2 WASTED ♠ ARISTA/ARISTA NASHVILLE 18 STAND RASCAL FLATTS LYRIC STREET ANYWAY SETTLIN' ₩ MERCURY 8 13 I'LL WAIT FOR YOU ₩ UNIVERSAL SOUTH 10 LADIES LOVE COUNTRY BOYS HIGH MAINTENANCE WOMAN STUPID BOY CAPITOL NASHVILLE

MOST ADDED

WRAPPED George Strait (MCANASHVILLE)

MOST INCREASED AUDIENCE

TICKS Brad Paisley (ARISTA NASHVILLE)

TOP 5 NEW AND ACTIVE

I NEED YOU Tim McGraw With Faith Hill (CURB)

YOU'RE GONNA LOVE ME Chris Young (RCA)

GOD DON'T MAKE MISTAKES Jamie O'Neal (CAPITOL NASHVILLE)

I LOVE WOMEN (MY MOMMA CAN'T STAND) Jerrod Niemann (CATEGORY 5)

HE BELIEVED Aaron Tippin (NIPPIT/RUST) COMPLETE COUNTRY CHART ON PAGE 35

BLACK HORSE & THE CHERRY TREE

EVERYTHING Michael Buble (143/REPRISE) **#** MOST INCREASED PLAYS

MOST ADDED

STREETCORNER SYMPHONY Rob Thomas (MELISMA/ATLANTIC)

TOP 5 NEW AND ACTIVE WORLD Five For Fighting (AWARE/COLUMBIA)

A LOVE SONG Kenny Loggins (ONE EIGHTY)

EVERYTHING Michael Buble (143/REPRISE)

KEEP HOLDING ON Avril Lavigne (FOX/RCA/RMG) OUT OF MY HEAD Lionel Richie (ISLAND/IDJMG)

COMPLETE AC CHART ON PAGE 38

MOST ADDED

STRUGGLE NO MORE (THE MAIN EVENT) Anthony Hamilton, Jaheim & Musiq Soulchild (ATLANTIC)

MOST INCREASED PLAYS

STRUGGLE NO MORE (THE MAIN EVENT) Anthony Hamilton, Jaheim & Musiq Soulchild (ATLANTIC)

TOP 5 NEW AND ACTIVE

ONE TIME Jill Scott Feat. Eric Roberson (HIDDEN BEACH)

IF YOU JUST LET ME LOVE U Michael Sterling (MICHAEL STERLING MUSIC GROUP)

I'M A FLIRT R. Kelly Or Bow Wow (Feat. T.I. & T-Pain) (COLUMBIA/JIVE/ZOMBA) HOOK LINE & SINKER BJ (REGATTA)

HEY BOY Hil St. Soul (SHANACHIE)

COMPLETE URBAN AC CHART ON PAGE 28

	HOT AC				
THIS WEEK	LAST WEEK	WEEKS		LSEN BDS THE HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	
1	1	17	IT'S NOT OVER DAUGHTRY	NO. 1(6 WKS) X 位 RCA/RMG	
•	3	15	SAY IT RIGHT NELLY FURTADO	於 ² ☆ MOSLEY/GEFFEN	
0	5	14	IF EVERYONE CARED NICKELBACK	ROADRUNNER/ATLANTIC/LAVA	
4	2	42	CHASING CARS SNOW PATROL	POLYDOR/A&M/INTERSCOPE	
5	4	18	KEEP HOLDING ON AVRIL LAVIGNE	fOX/RCA/RMG	
6	6	41	HOW TO SAVE A LIFE THE FRAY	於 ³ 位 EPIC	
7	9	40	WAITING ON THE WORLD TO JOHN MAYER	D CHANGE %2 位 AWARE/COLUMBIA	
8	7	20	IT ENDS TONIGHT THE ALL-AMERICAN REJECTS	於 位 DOGHOUSE/INTERSCOPE	
	10	8	LITTLE WONDERS ROB THOMAS	血 MELISMA/ATLANTIC	
1	12	n	THE SWEET ESCAPE GWEN STEFANIFEATURING AKON	INTERSCOPE	

MOST ADDED

(YOU WANT TO) MAKE A MEMORY Bon Jovi (MERCURY/ISLAND/IDJMG)

MOST INCREASED PLAYS

BEFORE HE CHEATS Carrie Underwood (ARISTA/ARISTA NASHVILLE/RMC)

TOP 5 NEW AND ACTIVE

LITHIUM Evanescence (WIND-LIP)

YOU'RE ALL I HAVE Snow Patrol (POLYDOR/A&M/INTERSCOPE)

FACE DOWN The Red Jumpsuit Apparatus (VIRGIN)

GLAMOROUS Fergie Feat. Ludacris (WILL.I.AM/A&M/INTERSCOPE)

OTHER SIDE OF THE WORLD KT Tunstall (RELENTLESS/VIRGIN) COMPLETE HOT AC CHART ON PAGE 39

				JALL
THISWEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL
1	1	18	MISTER MAGIC PETER WHITE	NO. 1(2 WKS) ŁEGAC <u>Y/C</u> OLU <u>MBIA</u>
2	2	25	WAY UP! WAYMAN TISDALE	RENDEZVOUS
3	4	23	BLOOM MINDI ABAIR	GRP/VERVE
4	3	22	GIVE ME THE REASON KIRK WHALUM	RENDEZVOUS
5	5	31	GIRL IN THE RED DRESS GREGG KARUKAS	TRIPPIN 'N' RHYTHM
6	13	11	READY FOR LOVE WALTER BEASLEY	HEADS UP
7	6	18	YOU'RE BEAUTIFUL KENNY G	ARISTA/R M G
8	8	10	SO NOT OVER YOU SIMPLY RED	SIMPLYRED.COM
9	7	18	THINKING ABOUT YOU NORAH JONES	BLUE NOTE/BLG
10	n	8	THE RHYTHM METHOD PAUL BROWN	PEAK/CONCORD

MOST ADDED

LET'S TAKE A RIDE Norman Brown (PEAK/CONCORD)

MOST INCREASED PLAYS

LET'S TAKE A RIDE Norman Brown (PEAK/CONCORD)

TOP 5 NEW AND ACTIVE

CANTALOUPE ISLAND Brian Bromberg (ARTISTRY)

MYSTICAL Chieli Minucci & Special EFX (SHANACHIE)

ORDINARY PEOPLE George Benson & Al Jarreau (MONSTER/CONCORD)

RAINCOAT Kelly Sweet (RAZOR & TIE)

NOODLE SOUP Four 80 Fast (NATIVE LANGUAGE) COMPLETE SMOOTH JAZZ CHART ON PAGE 42

THISWEEK	LASTWEEK	WEEKS	TITLE ARTIST	N NIELSEN BDS THIPREDICTOR CERTIFICATIONS STATUS IMPRINT / PROMOTION LABEL
1	1	23	FROM YESTERDAY 3D SECONDS TO MARS	NO. 1 (2 V*KS) <u>IMMORTAL/VIRCIN</u>
2	4	6	SURVIVALISM NINE INCH NAILS	か NOTHING/INTERSCOPE
3	2	22	PAIN THREE DAYS GRACE	JIVE/ZOMBA
0	7	n	BREATH BREAKING BENJAMIN	HOLLYWOOD
9	6	12	DASHBOARD MODEST MOUSE	☆ EPIC
	8	m	DIG INCUBUS	∰ IMMORTAL/EPIC
7	3	22	STARLIGHT MUSE	☆ WARNER BROS.
8	5	16	FAMOUS LAST WORD MY CHEMICAL ROMANCE	DS the REPRISE
9	10	12	READ MY MIND THE KILLERS	ISLAND/IDJMC
00	-11	10	FOREVER PAPA ROACH	EL TONAL/GEFFEN

MOST ADDED

HUMP DE BUMP Red Hot Chili Peppers (WARNER BROS.)

MOST INCREASED PLAYS

THE BIRD AND THE WORM The Used (REPRISE)

TOP 5 NEW AND ACTIVE

THNKS FR TH MMRS Fall Out Boy (FUELED BY RAMEN/ISLAND/IDJMG)

FLATHEAD The Fratellis (CHERRYTREE/DROP THE GUN/ISLAND/INTERSCOPE)

KEEP THE CAR RUNNING Arcade Fire (MERGE)

THE RIVER Good Charlotte Feat. M. Shadows And Synyster Gates (DAYLIGHT/EPIC) WOLF LIKE ME TV On The Radio (INTERSCOPE)

COMPLETE ALTERNATIVE CHART ON PAGE 44

ACTIVE ROCK

THISWEEK	LISTAND	WEEKS	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL
1	1	12	BREATH BREAKING SENJAMIN	NO. 1 (3 WKS)
2	8	11	FOREVER PAPA ROACH	MOST INCREASED PLAYS EL TONAL/GEFFEN
3		19	SILLYWORLD SUDE SAUDTS	ROADRUNNER
4	2	22	LADIES & GENTLEMEN. SALIVA	(SLAND/IDJMG
5	5	17	IT'S NOT OVER DAUGHTRY	RCA/RMG
6	*	27	PAIN THREE DAYS GRACE	JIVE/ZOMBA
7	6	16	TEN THOUSAND FISTS DISTURBED	REPRISE
8	9	8	WELL EMOUGH ALONE CHEVELLE	EPIC
9	7	2 2	THE ENEMY GODSMACK	UNIVERSAL REPUBLIC
10	10	17	FROM Y ESTERDAY 30 SECONDS TO MARS	IMMORTAL/VIRGIN

MOST ADDED

SIDE OF A BULLET Nickelback (ROADRUNNER)

MOST INCREASED PLAYS

FOREVER Papa Roach (EL TONAL/GEFFEN)

TOP 5 NEW AND ACTIVE

NO SUCH THING Chris Cornell (SURETONE/INTERSCOPE)

THE FIGHT The Classic Crime (TOOTH & NAIL/EMR)

ALL THE SAME Sick Puppies (RMR/VIRCIN)

MEIN Deftones (MAVERICK/REPRISE) SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY LOC). The Almost. (TOOTH & NAIL MIRCHIN)

COMPLETE ACTIVE ROCK CHART ON PAGE 45

ROCK

THIS WEEK	USTWEEK	WEBKS	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL
7		22	PAIN	NO. 1(10 WKS)
	1	22	THREE DAYS GRACE	JIVE/ZOMBA
2	3	15	IT'S NOT OVER DAUGHTRY	RCA/RMG
3	5	16	SILLYWORLD STONE SOUR	ROADRUNNER
4	2	19	LADIES & GENTLEMEN SALIVA	ISLAND/IDJMG
5	•	21	SNOW ((HEY OH)) RED HOT CHILI PEPPERS	WARNER BROS.
6		11	BREATH BREAKING BENJAMIN	HOLLYWOOD
7	1	19	THE ENEMY GODSMACK	UNIVERSAL REPUBLIC
8	15	2	FAR CRY MOST INCR	EASED PLAYS/MOST ADDED ANTHEM/ATLANTIC
9	10	9	FOREVER PAPA ROACH	EL TONAL/GEFFEN
10	8	51	ANIMAL I HAVE BECOME THREE DAYS GRACE	JIVE/ZOMBA

MOST ADDED

FAR CRY Rush (ANTHEM/ATLANTIC)

MOST INCREASED PLAYS

FAR CRY Rush (ANTHEM/ATLANTIC)

TOP 5 NEW AND ACTIVE

FROM YESTERDAY 30 Seconds To Mars (IMMORTAL/VIRGIN)

SIDE OF A BULLET Nickelback (ROADRUNNER)

THE OLDER I GET Skillet (ARDENT/ATLANTIC/LAVA)

SURVIVALISM Nine Inch Nails (NOTHING/INTERSCOPE) HELLO (I LOVE YOU) Roger Waters (NEW LINE)

COMPLETE ROCK CHART ON PAGE 46

THIS WEEK	LAST WEEK	WEEKS	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	
1	1	18	THINKING ABOUT YOU NORAH JONES	NO. 1(2 WK5) BLUE NOTE/BLG	
2	3	22	THINK I'M IN LOVE BECK	INTERSCOPE	
3	2	21	NEW SHOES PAOLO NUTINI	ÄTLANTIC	
4	8	10	LOOK AFTER YOU THE FRAY	EPIC	
5	5	8	READ MY MIND THE KILLERS	ISLAND/IDJMG	
6	4	26	SEE THE WORLD COMEZ	ATO/RED	
7	6	14	YOU'RE ALL I HAVE SNOW PATROL	POLYDOR/A&M/INTERSCOPE	
8	7	15	PHANTOM LIMB THE SHINS	SUB POP	
9	9	19	NOTHING IN MY WAY KEANE	INTERSCOPE	
10	10	11	DASHBOARD MODEST MOUSE	€PIC	

MOST ADDED

YOU KNOW I'M NO GOOD Amy Winehouse (UNIVERSAL REPUBLIC)

MOST INCREASED PLAYS

YOU KNOW I'M NO GOOD Amy Winehouse (UNIVERSAL REPUBLIC)

TOP 5 NEW AND ACTIVE

WHAT ARE WE FIGHTING FOR? Tyrone Wells (UNIVERSAL REPUBLIC)

TIME IS A RUNAWAY The Alternate Routes (VANGUARD)

9 CRIMES Damien Rice (HEFFA/VECTOR/WARNER BROS.)

YOU CAN BRING ME FLOWERS Ray LaMontagne (RCA/RMG) SOMEONE TO LOVE Fountains Of Wayne (VIRGIN)

COMPLETE TRIPLE A CHART ON PAGE 49

Veteran programmer—newly ensconced at Radio One—says community involvement builds 'fiercely loyal' listeners

Jay Stevens

By Erica Farber

From playing DJ as a youngster, through 16 years at WPGC-FM/Washington, Jay Stevens is one of those rare individuals who always knew what he wanted to do with his life. In a move that rocked the urban radio world, Stevens vacated his CBS Radio VP of programming post in January to join Radio One as senior VP of programming content.

Getting into the business: "When I was 4 or 5 years old, all I ever wanted was to be on the radio. I would take pan tops and spin them like records and pretend I was talking over them. When I was 7, my mom took me to WBBF in my hometown of Rochester [N.Y.] for a station tour, and from that point I was hooked. I was always the kid driving the DJs crazy with requests. When they'd do live broadcasts, my parents would go shopping and leave me off, and I'd stand there for hours watching them. I worked at several little stations in college, and that's what started my career."

First full-time job: "After graduating from Brockport State, a State University of New York school, I got a job in Rochester, on a top 40 station. I was the man doing nights in my hometown. Then after about a year, I got fired for absolutely no reason whatsoever. My PD said, 'We're going to let you go. We're going in a different direction.' I was absolutely devastated. After about a week of feeling sorry for myself, I got a job at the competition doing overnights and never looked back."

Joining Radio One: "Over the years I've gotten to know Alfred Liggins, the CEO, very well. I had a lot of respect for him as a competitor. We've spoken over the years about me joining the company, but the timing never seemed right. When my contract was up last fall, we had some conversations, and it seemed like an exciting time in the evolution of Radio One, and it was obviously a much bigger job than I had. I was very happy at WPGC and CBS, where I oversaw 15 stations. Here I'm overseeing 45 stations."

Describe your responsibilities: "I oversee all the rhythmic, mainstream urban and urban AC stations. Secondly, I am involved in our Internet

strategy and some bigger-picture company initiatives, such as tying radio into all the platforms the company has: the Internet; TV One, our cable network; and Giant magazine. There's a lot of moving parts and exciting things going on."

Programming philosophy: "Play the hits. Music is the star—that's the foundation of any music radio station. Talent and community involvement come second—that makes the difference in how local your radio station is. Contesting and those types of things are just the icing on the cake. The reality is, if you are giving back to your community, your audience and listeners will be fiercely loval to your radio station."

Long-range plans: "We just launched a new syndicated morning show from Houston with gospel artist Yolanda Adams, first on our radio stations and then taking it national. Yolanda is a wonderful lady, not only a Grammy Awardwinning gospel artist, but she knows ratings, time spent listening, cume and share. It really surprised me how much she knows about the business. And

she sounds great. It's the first time I've been involved in the ground floor of a syndication project, and we're very proud of this."

Biggest challenge: "Patience. As a PD, when you get an exclusive new song or want your talent to talk about something, you can just run into the studio and do it. Working with all these stations, it takes time to make some things happen, to get my vision through to people and get that on the radio. My first biggest challenge is just 'I want it now.' The second thing is the time it takes to travel to all the markets and spend time with everybody."

State of radio: "I'm concerned about the talent drought. There's still some good, young, passionate people coming, but it's not as easy as it once was. When there was an opening at a station, you'd get a hundred tapes the next day. Now you only get a dozen, and they're often not ready for prime time, and part of that is our fault. We're not training people as we once did. We don't have overnight talent, we voice-track, and we've lost that shift as a training ground. I also am concerned about the challenges we have from other forms of entertainment. We have to overcome that by playing great music, having great personalities and being local. We need to break new music first, If something happens in the community, we need to be the first to respond and talk about it. When you have that bond with your community, yeah, they'll listen to iPods, but they'll be afraid that they're going to miss something so they won't want to stay away from your radio station for too long."

Career highlight: "I'm most proud of my run with WPGC and CBS. We had an incredible staff at 'PGC, and over 16 years—other than five, maybe six books—we were No. 1."

Career disappointment: "Getting fired from my first big-time radio job in Rochester. I look back on it now, and it was a motivator for me, because it made me step back and say. 'Do I really want to do this?' "

Most influential individual: "Ben Hill, the longtime GM at 'PGC who hired me. And [former and newly reinstated CBS Radio president] Dan Mason. They were mentors, but they were sponsors who helped propel my career."

Advice for broadcasters: "The business is rapidly changing and evolving, and we better move with it. There are many opportunities, and it's very exciting."

'When I was 4 or 5 years old, all I ever wanted was to be on the radio. I would take pan tops and spin them like records and pretend I was talking over them.' – Jay Stevens

Liner Notes

Profile: Jay Stevens Title: Radio One senior VP of programming content

Favorite radio format: "Absolutely hip-hop and R&B."

Favorite TV show: "The Office"

Favorite song: "Sexual Healing" by Marvin Gaye

Favorite movie: "Forrest Gump"

Favorite book:
"Wisdom for a Young
CEO" by Douglas Barry

Favorite restaurant: "The Palm in D.C. I have my picture up there."

Beverage of choice: Venti Vanilla Latte

Hobbies: "I'm one of those radio guys, it's all I think of. Beyond that, I play golf and racquetball." E-mail address:

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