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One On One With Top Smooth Jazz Seller **SMOOTH JAZZ SPECIAL**: Format Puts Up Dukes For Fight Of Its Life; National Ratings Show Demographic Shift; Exclusive Technology Poll pp.46-56

BUBBLING OVER

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R&R

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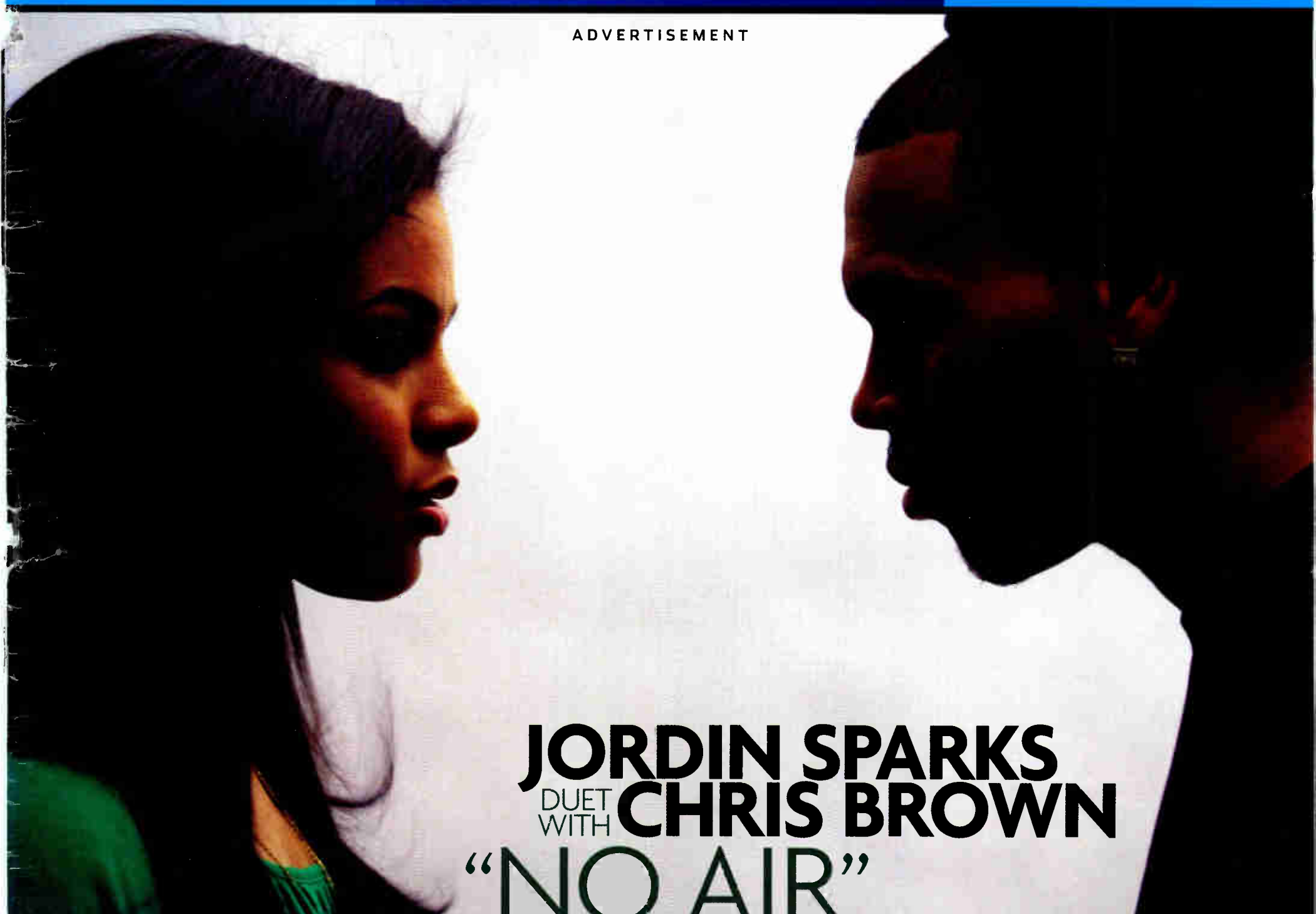
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R&R News Focus

Houston Gets Hot As KHJZ Goes Top 40

CBS Radio launched Hot 95-7, Houston's Hot Hits March 13 in place of former smooth jazz KHJZ. Jeff Garrison, PD of country sister KILT, is programming the CHR/top 40, which launched with a look back on Houston music history and a montage of songs featuring the word "hot." Market manager Laura Morris says the station is designed with Houston's ethnic diversity in mind, targeting "acquisitive" white, black and Hispanic 18- to 34-year-olds. "Hot Hits is the next generation of top 40/CHR. We're running without talent for the moment, but this is a high-profile project." The smooth jazz format continues as an Internet-only station and will launch in May as an HD2 station, Morris says.



Morris

—Carol Archer and Keith Berman

Online Radio Audience Expands To 33 Million

An estimated 33 million Americans 12 and older listen to a radio station via the Internet during an average week, up from 29 million listeners in 2007, according to the latest "Infinite Dial" study conducted by Arbitron and Edison Media Research. The study also reveals a strong connection between online radio listening and social networking sites. It noted 28% of online radio listeners have a MySpace page, while 24% have a profile on business networking service LinkedIn. Complete findings from the study are expected next month.—Mike Boyle

RAB: Revenue Down 2% In February

In what has become an all-too-familiar scenario, local radio revenue fell by 4% in February compared with the same period last year, and national revenue dropped 1%, according to the RAB. Combined, the two categories are off 4%. Nonspot revenue continues to be a bright spot, up 17% compared with a year ago. Total revenue is down 2%, following a 6% January tumble.

Bear Stearns analyst Victor Miller says the company maintains flat growth expectations for 2008. While the year's first half will likely reflect the tough economic environment, Miller is telling clients, "We still believe that radio can do better against the nine consecutive month declines between May-January 2008."—Ken Tucker

Titans Of Talk Meet At The Potomac

There was an echo in the room that lasted for three days. "We are our own worst critics," NAB president/CEO David Rehr said, and his message set the tone for the 13th annual Radio & Records Talk Radio Seminar, held March 13-15 in Washington. "We have a great story to tell, and we ought to tell it and stop taking potshots at other media," CBS Radio News VP Harvey Nagler added.

During the opening round table, Sound Mind principal Kraig Kitchin warned broadcasters not to screw up the industry's biggest prize in several decades: HD radio. "Turning HD radio into a 24-hour music jukebox is the biggest disservice that we could do. HD radio will be discovered person by person, like FM was discovered in the '70s," Kitchin said. Harpo Radio president John Gehron encouraged broadcasters to push manufacturers to include HD in all receivers.

The talkers got into it when the subject of Sen. Barack Obama's minister, the Rev. Jeremiah Wright, came up. The cacophony from WBT-AM/Charlotte afternoon host Jeff Katz and Jones Radio Network-syndicated host Ed Schultz almost matched a space shuttle takeoff. Despite the best efforts of moderator George Stephanopoulos, it took the sharp wits of Jones-syndicated talker Stephanie Miller, Radio One's the Rev. Al Sharpton and Westwood One's Jim Bohannon, along with the snarkiness of Radio America's G. Gordon Liddy, to cool the room.

Edison Research founder Larry Rosin surprised attendees by unveiling the "mischief effect" that Premiere syndicated talker Rush Limbaugh delivered by encouraging listeners to vote for Sen. Hillary Clinton in the Mississippi primary, helping her to gain five delegates. Conservative Limbaugh hopes to prolong the Democrats' primary race. Rosin said Edison discovered that Mississippi Republicans comprised 25% of the votes Clinton received.

In a session on disaster planning, panelists were advised to keep a balance of old and new technology in their war chests to have a backup communications system. Later, talk programmers and GMs reveled over the amount of information they are getting from Arbitron's PPM, but also voiced concerns that it may be too much and too expensive to have anything but a negative impact on a station's bottom line.

Attendees also were charmed and educated by United Stations' Lou Dobbs, ABC Radio Networks' Ric Edelman and CBS News' Bob Schieffer. (See pp. 17-18 for photo coverage.)

TRS 2009 is set for March 12-14 at the Marriott Marina del Rey Hotel in Los Angeles.—Jeffrey Yorke



NAB president/CEO David Rehr, center, was animated during the opening round-table discussion about issues facing radio. Rehr is flanked by CBS Radio VP of programming Chris Oliviero, left, and ABC Radio Networks president Jim Robinson.

ON THE WEB Arbitron Tackles Tough-To-Reach Demos

Beginning with the spring 2008 diary survey, Arbitron will implement measures intended to improve response rates for hard-to-reach demos. In all continuously measured markets, Arbitron will offer a "second-chance diary" to respondents in households that initially agree to participate but fail to return diaries for the week they were selected. Arbitron says that in a test of this initiative, some 40% of households that agreed to participate for a second time returned diaries.

In addition, this spring Arbitron is expanding the promised incentives it has used in the top 10 black and Hispanic markets since fall 2002 to noncontinuously measured markets where the male 18-34 proportionality index is less than 60. (Proportionality reflects how well the sample mirrors the market's demographic makeup. Ideal proportionality is 100.) At recruitment, households with male respondents ages 18-34 are promised an additional premium for each returned diary.

—Julie Gidlow

House Goes After FCC Ownership Ruling

A bipartisan group of lawmakers has filed a measure to nullify the controversial FCC rule that would end the 32-year-old ban on media cross-ownership. The House version of the "legislative veto," unveiled by five congressmen, echoes a similar Senate "resolution of disapproval." "Consolidation already has brought us to the point where two companies control 70% of market revenue in an average radio market," says prime sponsor Rep. Jay Inslee, D-Wash. "We need every tool to prevent further weakening of media ownership rules."

On Dec. 18, the FCC approved the end of a ban on common ownership of a daily newspaper and a radio or TV station in the same market within the top 20 markets. It would also make it easier for the FCC to waive ownership rules in all markets.

—Brooks Boliek, the Hollywood Reporter

FOR THE RECORD

In the March 14 issue, the number of NAB Crystal Radio nominations that Bonneville International has received was misstated. It has received nine.

NUMBER CRUNCH

4,300

The amount in dollars, including a \$300 tip, that then-New York governor Eliot Spitzer allegedly paid for sex with Ashley Alexandra Dupre, an escort service employee who is an aspiring singer, Feb. 13 at a Washington hotel.

4,000

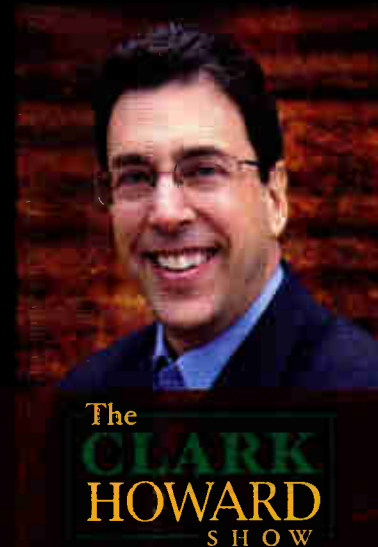
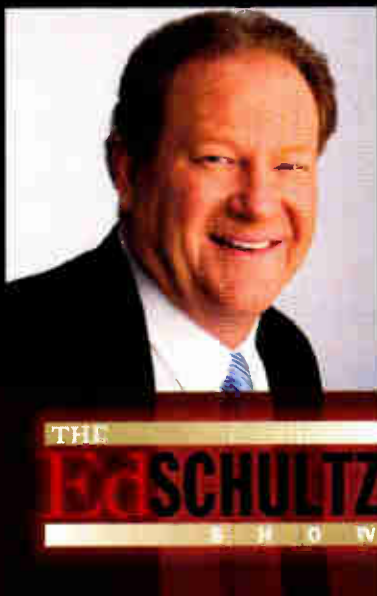
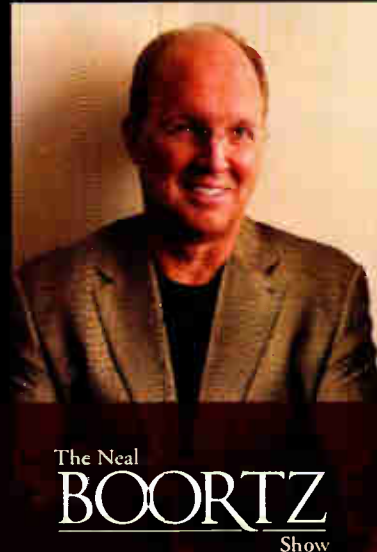
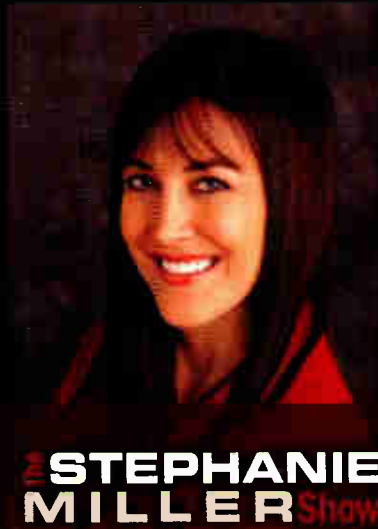
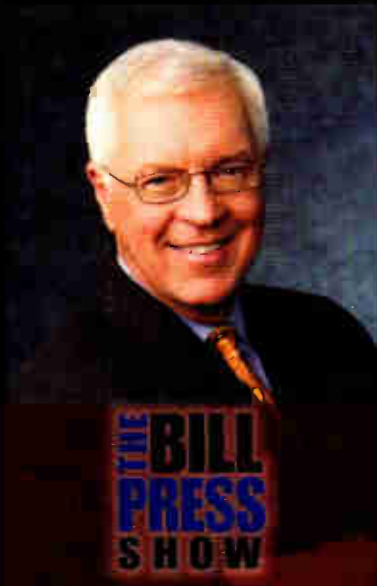
The amount in dollars paid by Sony BMG's Epic Records for overnight spins on a Franz Ferdinand record at WKSE/Buffalo, according to a 2005 settlement between Sony BMG and then New York attorney general Spitzer.

4,300

The amount in dollars that Clear Channel WIHT (Hot 99.5)/Washington morning man Kane publicly offered Dupre to perform her music for one hour for Hot listeners. "She is not a monster, she's an artist," Kane said.

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Supreme Court To Hear Broadcast Indecency Case

The Supreme Court will hear a challenge from America's major networks that questions the FCC's ability to fine broadcasters for so-called "fleeting expletives" heard during live broadcasts. The case is focused on TV but has clear implications for radio as well. The court says it would schedule the case for the fall. Fox Broadcasting filed the challenge with ABC, CBS and NBC.

The case is specific to the FCC's fining of Fox for two broadcasts of the Billboard Music Awards. NBC has a similar case pending that stems from U2 singer Bono uttering the F-word during the 2003 Golden Globe Awards, while CBS is challenging the FCC's fine for Janet Jackson's infamous "wardrobe malfunction" during the 2004 Super Bowl halftime show.

FCC chairman Kevin Martin says he is "pleased" that the Supreme Court has taken on the case. "The commission, Congress and most importantly parents understand that protecting our children is our greatest responsibility," he says.

NAB spokesman Dennis Wharton was also happy about the high court review, calling it a "critically important First Amendment case." Sen. Jay Rockefeller IV, D-W.Va., who last June introduced legislation to support FCC enforcement, says he hopes the court "will agree with families across the country that we must be doing more to protect our children from indecent and violent television." —Jeffrey Yorke

FCC Called Flatfooted On Enforcement

A report by the General Accountability Office shows that only about 9% of the FCC's completed investigations resulted in enforcement action, prompting critics of the agency to brandish the commission's lack of respect for the consumers it is supposed to protect. "When more than 80% of complaints investigated by the FCC are closed without meaningful enforcement action—and it isn't possible to determine why no action was taken—it appears that the FCC has abdicated its duty to protect consumers," Rep. John Dingell, D-Mich., says.

Agency officials admitted their record-keeping needed to be modernized, but the FCC chairman Kevin Martin says, "The Enforcement Bureau is responding to 100% of consumer complaints. The commission has collected a record amount of fines, forfeitures and consent decree payments." —Julie Gidlow

Conditions On Satcaster Merger: A Deal-Breaker?

While Georgetown Partners and iBiquity Digital have filed comments with the FCC requesting concessions in the event that the agency approves the Sirius-XM merger, on March 17 Clear Channel added its two cents. Clear Channel concurred with iBiquity that all new satellite receivers must include HD radio, adding that "no less than 50%" of the combined companies' satellite capacity should be made available to a third party and 5% of that space should be dedicated to public interest. Echoing earlier pleas made by the NAB, Clear Channel wants a merged satcaster to be held to FCC decency rules, offer no local programming and take no local advertising revenue.

A top NAB executive says that he believes the Fed's are considering approving the deal, albeit with numerous conditions—that would likely be "deal-breakers" and force the satellite companies to cancel merger plans. —Jeffrey Yorke

Business Briefing By Jeffrey Yorke

SBS' Q4 Radio Revenue Up 1%

Spanish Broadcasting System ended 2007 on a positive note as fourth-quarter net radio revenue increased 1% to \$43.2 million from \$42.7 million during the same quarter in 2006. On a full-year basis, the Coconut Grove, Fla.-based company reported 2007 net radio revenue was off by 1% to \$169.6 million from \$172 million in 2006. SBS credited a national sales increase in New York, Miami and Puerto Rico, which offset a decrease in Chicago.

tening habits of kids, tweens and families. Tricia Wilber, executive VP of Disney's media advertising sales and marketing group, calls it "a turning point for Radio Disney. With Arbitron's recognition of the importance of monitoring the kid, tween and mom market that Radio Disney exclusively serves, we will be able to quantify and further enhance the growth of advertising sales targeted to Radio Disney audience."

Tidbits

Clear Channel Communications has completed the sale of its 56-station TV group to Newport Television for \$1.1 billion. Newport was set up by Providence Equity Partners to make the acquisition. The original deal, announced in April 2007, was for \$1.2 billion, but renegotiated to a lower price amid market turmoil . . . Warner Music Group chairman/CEO Edgar Bronfman Jr. will run the New York-based major through March 15, 2013, according to a 10K filing with the Securities and Exchange Commission. Original terms of the contract continue, with Bronfman's base salary of at least \$1 million and bonuses up to 600% of his base salary, based on new performance targets written into the contract.

WWI Reports Disappointing Quarter

Westwood One's fourth-quarter results stood out as among radio's bleakest: a near 12% dip in revenue. The company reported March 12 that revenue slipped to \$451.4 million, from \$512.1 million during the same quarter in 2006. WW1 blamed "lower audience and inventory levels, a reduction in the size of our sales force and increased competition" as contributing factors.

Radio Disney, Arbitron Invest In Power Of Youth

Kid-friendly Radio Disney will team with Arbitron to get national measurement and research data on the lis-

Transactions at a Glance

Track 1 Media of Sterling's KSTC-AM/Sterling, Colo., to Arnold Broadcasting at a bankruptcy auction for \$2.77 million . . . Magnum Broadcasting's WSRG-FM/Sturgeon Bay, Wis., to Al Johnson Broadcasting for \$712,500 . . . Independence Media Holdings' construction permit for WWKN-FM/Morgantown, Ky., to Commonwealth Broadcasting for \$250,000 . . . Friendship Communications' KWOF-FM/Hiawatha and KWOF-AM/Waterloo, Iowa, to Extreme Grace Media for \$160,000 . . . CSN International's KSGR-FM/Portland, Texas, to Calvary Chapel of the Coastlands for \$120,000 . . . Randy Houston is selling his 100% interest in Houston Broadcasting, licensee of WTZQ-AM/Hendersonville, N.C., to J. Ardell Sink and Remelle Sink for \$111,230 . . . Aisling Broadcasting's WZJS-FM/Banner Elk, WECR-FM/Beech Mountain, WXIT-AM/Blowing Rock, WATA-AM/Boone, WMMY-FM/Jefferson and WECR-AM/Newland, N.C., to George Reed as the court-appointed receiver for the stations.

Deal of the Week

WOKA-AM & FM/Douglas, Ga.

PRICE: \$4 million TERMS: Asset sale for cash

BUYER: Go Media Group, headed by managing member Hubert Grizzle. Phone: 423-477-7619. It owns no other stations. This represents its entry into this market.

SELLER: Coffee County Broadcasters, headed by CEO Jim Squires. Phone: 912-384-8153

FORMATS: Gospel; country

BROKER: Thorburn Co.

COMMENT: Coffee County Broadcasters' WOKA-AM & FM/Douglas, Ga., to Go Media Group for \$4 million, payable in cash at closing, with a \$25,000 escrow deposit.

2008 Deals to Date

Dollars to Date:	\$164,973,728	(Last Year: \$289,679,132)
Dollars This Quarter:	\$164,973,728	(Last Year: \$289,679,132)
Stations Traded This Year:	123	(Last Year: 227)
Stations Traded This Quarter:	123	(Last Year: 227)



35 PIVOTAL RADIO EVENTS IN R&R HISTORY
February 1996

Passage Of The Telecom Act

Cleared by the 104th Congress and signed by President Bill Clinton Feb. 8, 2006, the Telecommunications Act of 1996 was the first major overhaul of communications law since the FCC's inception in 1934. While intended to make communications more competitive and consumer-friendly, the new rules, which eliminated national radio ownership caps and allowed one company to own up to eight stations in radio's largest markets, ushered in a national gold rush of station buying and selling. By the third week in March 1997, \$3.4 billion in station

sales had been rung up, turning hundreds of struggling mom-and-pops into retired fat cats.

Under new management, many stations thrived and offered new formats—but others were stripped of local presentation in gigantic cost-cutting efforts that alienated listeners and sent them searching for alternatives. Today, Congress and public interest groups are conjuring up new ways to stop concentration of media ownership while several broadcasters have been struggling and culling their herds. —Jeffrey Yorke

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R&R NO.1

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PUDDLE OF MUDD LANDS ITS THIRD CHART-TOPPER AT ROCK WITH "PSYCHO," ITS FIRST NO. 1 AT THE FORMAT SINCE AUGUST 2002. THE TRACK ALSO RULES ACTIVE ROCK FOR A SEVENTH WEEK AND CLIMBS 3-2 AT ALTERNATIVE.



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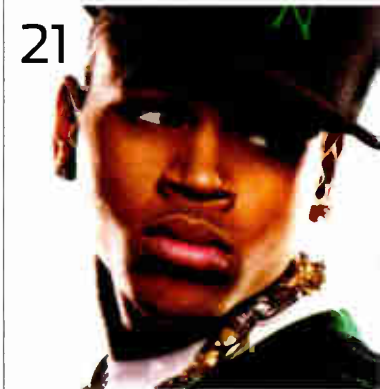
Taking full advantage of the Spitzer scandal, KDKB/Phoenix makes its cash giveaway more topical.

22 SOUND DECISIONS

Country's Chris Cagle returns to the promised land as "My Life's Been a Country Song" debuts atop Billboard's Top Country Albums.



'Don't assume your professional reputation will protect you from the wrath of angry people. There's a balance between edgy radio and the right degree of sensitivity and forethought.' p.14



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What's New This Week Online

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March 24
 Updated charts and playlists from across the street to across the nation.
 ▶ [Click on Charts](#)

T

March 25
 Discover tomorrow's hits today with HitPredictor.
 ▶ [Click on Charts](#)

W

March 26
 February 2008 PPM results are released from Houston and Philadelphia.
 ▶ [Click on Ratings](#)

T

March 27
 Deeper as-it-happens news coverage, more exclusives.
 ▶ [Click on News](#)

F

March 28
 Connect yourself with the whole industry: Get listed in the R&R Directory.
 ▶ [Click on R&R Directory](#)

Online sales training programs offer value,
but only when matched with real-world experience

Sales Training, YouTube-Style

Alexandra Cahill

ACahill@RadioandRecords.com

'The current generation is in tune with a YouTube style of learning. Make it fast, fun and effective.'

—Katey McGuckin

When the RAB released figures last week showing total radio revenue slipped by 2% last year, the pressure on already time-starved sales managers was kicked up another notch. The decline is occurring as managers and sellers have larger portfolios and platforms to monetize than they did in the past and as they compete for ad dollars with an expanding array of new media options available to marketers. This confluence of trends is underscoring the need for better training for radio sales personnel, whether it's the rookie seller or grizzled veteran.

In today's climate of cutbacks and cost-slashing, budget-conscious broadcasters are turning to online training courses offered by the RAB and such vendors as Overland Park, Kan.-based P1 Selling.

High Sales Staff Turnover

P1 Selling partner Speed Marriott notes how dramatically the radio industry has changed since he segued from copywriter to account executive in the early '80s. "Prior to deregulation, we represented one station, so naturally staffs were much smaller. It was much more conducive to mentoring."

Fast forward to today and senior sales managers often oversee the sales efforts of an entire cluster. "In my own experience as director of sales, I had seven radio stations and nine direct reports—six general sales managers, one national sales manager, one sports marketing manager and a nontraditional revenue director," Marriott says. He was also responsi-

ble for 50-60 account managers. The turnover was so high at the cluster, Marriott adds, that he didn't know the last names of some entry-level sellers.

Jacobs Media GM/sales consultant Paul Jacobs says "overwhelming pressures" caused by year-end revenue losses and sweeping personnel cuts have made training and mentoring new hires less of a priority. It's a challenge for managers to build long-term strategies to develop and nurture new people when the emphasis is on short-term results, he adds.

"It's difficult in all areas of our business," Jacobs says. In spite of the challenges the industry faces, there's never been a time when it's been more crucial to invest in sales training, salespeople and new presentations models, he adds.

Subscription-Based Service

Marriott and partner Katey McGuckin recognized the need for a flexible and customized online radio sales training system. A former morning show host and Bonneville public service director, McGuckin had worked with Marriott in Kansas City where he was already established at Advantage Systems, which provides training programs and other sales services to radio. Inspired by the global Web-based training provided by her friend Paul Russell's company, ej4, McGuckin recruited Marriott and, together, last April they launched P1 Selling as a video training program tailored specifically for radio. The company claims to have clients from 110 stations in 36 markets and 11 states.

Its goal is to make the training process "quick and creative" and simple for the casual or sophisticated computer user. "The current generation is in tune with a YouTube style of learning,"

McGuckin says. "Make it fast, fun and effective. Short classes are key, followed with testing and accountability for management through user reports so they stay on top of training."

The service, which is offered as a one-year subscription, features 130 eight- to 12-minute classes that are available 24/7. In addition to sales training, the company offers segments on programming, production, human resources and FCC compliance.

Hundley Batts, GM for Broadcast One, which owns stations in Nashville and Huntsville, Ala., says he uses the service for new and veteran sellers. "In our case, it is something we integrated into a 15-day orientation program that is our formal training process for new sellers," Batts says. "Plus, it is a refresher for on-going teaching moments throughout the year."

Anchorage Media Group GM Scott Smith, whose company also uses the service, says the industry has gone from the "Jason Jennings 'tell me, sell me' VHS training tape approach to a modern, Web-based system that stresses return on investment, accountability, interactive and other new millennium issues."

But Smith cautions that not every new hire is born to sell and that "no [amount of] training can make a pig sing." Jacobs adds that in radio sales, you have to go out and do it in the real world. It's not enough to sit at the computer and watch training videos: "You have to apply it and sit in front of a client and fail and learn from those failures and build up your skill set that way."

Similarly, the RAB's online training academy does not focus solely on new sales hires. It recently added an Advanced Radio Sales program to the group's existing curriculum to "help radio sales professionals enhance their marketing knowledge and selling skills." The classes, which are based on eight years of successfully training more than 10,000 sellers and managers, are available online and in-person.

"If I've learned anything by being involved in sales training for the RAB for the past 18 years," executive VP of the services division Mike Mahone says, "it's that continuous training is critical to sales success. It's with this understanding that we've built and continue to develop programs like the Academy Online that can be utilized in a variety of ways to meet the diverse needs of our members."

The 36-year broadcasting veteran adds that "radio has continued to grow in terms of opportunities, but those opportunities have come at a price: complexity." In the current environment, "sellers must be able to master fundamental sales skills that were and continue to be important and they must also be able to demonstrate continuously higher levels of knowledge and expertise in new areas such as multiplatform and digital selling."

According to McGuckin, everyone is working on new ways to approach changes in the industry. Interactive is "obviously a huge growth area" and the most efficient way to respond to industry shifts quickly.

"Given the top-line cutbacks that are flowing through the industry right now, there are a percentage of companies that are not going to spend the money," but the smartest companies will invest in salespeople and sales training, Jacobs says. "That might fly in the face of what a lot of companies can do financially, but I don't see any other way." **R&R**



Katey McGuckin
and Speed Marriott

Happy Anniversary To Us!



R&R is celebrating its 35th anniversary, and, in preparation for an upcoming special issue, we want to know who you think were the most important people, places and events of the last 35 years.

WE WANT TO HEAR FROM YOU!

- Who were the broadcasters, record executives and recording artists who made the biggest difference?
- What were the innovations in technology that made the biggest difference?
- What promotions or stunts were the craziest, funniest or most outstanding?
- And, because it's not all about the past, who are the people today who are working to make a positive difference in the radio and record industry?

Please send your feedback with as much information as possible (e.g., name, call letters, company name and the reason for their submission) to 35years@radioandrecords.com no later than Friday, April 11. Include your contact information, so that we can reach you if we have any questions.



Thank you for 35 great years!

Chicago

In a market of heritage call letters—WLS (“World’s Largest Store,” referring to the AM station’s former owner, Sears Roebuck), WGN (“World’s Greatest Newspaper,” aka the Chicago Tribune)—the calls remain, but much of the heritage is gone. Tribune, a company synonymous with Chicago now under Sam Zell’s unique brand of management, is undergoing major change to bring profitability to the parent of the Tribune and WGN TV and radio. Tribune rival Chicago Sun-Times is also in transition, after four former Hollinger International execs were convicted of looting the paper. It could be sold.

At news/talk WLS-AM, now owned by Citadel Broadcasting, comes another blood bath, after Citadel posted more than \$800 million in losses. Nine staffers were eliminated Feb. 29, including the No. 7-ranked station’s news director and two reporters. To satisfy the market’s news craving, three other news/talk stations compete, including top-rated WGN and CBS Radio’s No. 3-ranked news outlet WBBM-AM. The diverse radio market, led by CBS’ seven stations and Clear Channel’s six, includes two sports stations, four urban outlets and five Spanish-language stations. In November, CBS dumped its FM talk format on WCKG for AC with the new call letters WCFS (Fresh FM).

In TV, ABC’s WLS continues to lead local news in all day-

parts, followed by NBC’s WMAQ and CBS’ WBBM. Last April, Fox’s WFLD, which owns a duopoly in the market, jumped into the late-news race at 10 p.m., going up against the legacy newscasts. Competition could heat up since Mark Suppelsa, the main anchor on WFLD’s leading 9 p.m. newscast who was hired from WMAQ five years ago, exited the Fox station last week.

The country’s top three out-of-home companies—Clear Channel, CBS Outdoor and Lamar Advertising—all boast a strong presence in Chicago. Clear Channel and Lamar operate digital networks, while JC Decaux holds the city’s bus shelter contract and Clear Channel has the contract for the market’s two airports.—Katy Bachman

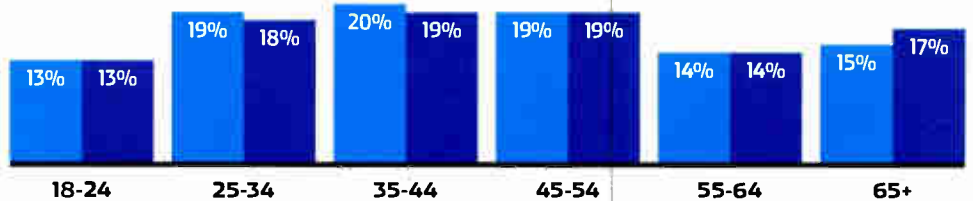


- TV DMA Rank: 3
- Population 2-Plus: 9,295,469
- TV Households: 3,469,110
- No. Of TV Stations (Net/Ind./Public/Loc. Cable): 11/3/3/2
- Radio Metro Rank: 3
- Population 12-Plus: 7,784,400
- No. Of Radio Stations (Rated): 37

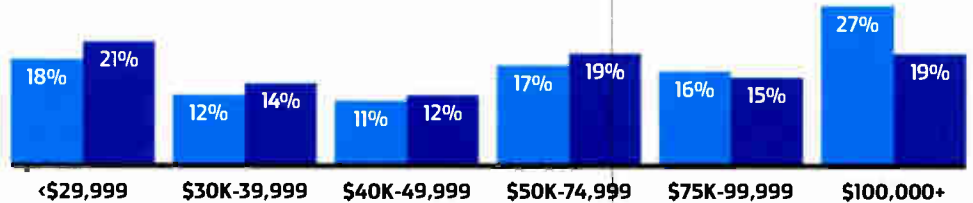
WHO THEY ARE

	Chicago DMA %	US %
Men	48%	49%
Women	52%	52%
Married	54%	57%
Never Married (Single)	29%	25%
Widowed/Legally Separated/Divorced	17%	18%
White	78%	83%
Black/African-American	17%	12%
Hispanic	16%	13%
Other	3%	3%
Employed Full-Time (35 Hours Or More)	52%	50%
Employed Part-Time (Less Than 35 hours)	17%	15%
Not Employed	31%	35%
No Children In Household (Under 18)	57%	59%
One Or More Children	43%	41%
Two Or More Children	26%	24%
Three Or More Children	11%	9%

Market Demographics (vs. US)



Market Household Income (vs. US)



SOURCE: SCARBOROUGH USA+, RELEASE 1 2007

SOURCE: SCARBOROUGH USA+, RELEASE 1 2007, DMA

MARKETPLACE

Local Ad Revenue (Mil)

	2006	JAN.-SEPT. '06	JAN.-SEPT. '07	YTD %
Spot TV	\$1,515.0M	\$837.5M	\$859.9M	3%
Local Newspaper	929.6M	670.9M	654.3M	-2%
Spot Radio	499.6M	244.1M	279.0M	14%
Outdoor	225.8M	163.5M	158.8M	-3%
Local Magazine	38.9M	28.6M	27.8M	-3%
Total	3,209M	1,944.5M	1,979.9M	2%

SOURCE: Nielsen Monitor-Plus, DMA

Local Online Ad Revenue (Mil)

	LOCAL	NATIONAL	TOTAL	SHARE
Pureplay	\$132.3M	\$442.6M	\$574.9M	64.5%
Newspaper	75.7M	49.6M	125.3M	14.1%
Television	32.6M	39.5M	72.1M	8.1%
Magazine	0.1M	63.5M	63.6M	7.1%
Directories	1.7M	44.5M	46.2M	5.2%
Radio	0.3M	4.2M	4.5M	0.5%
Other Print	0.5M	3.8M	4.3M	0.5%
Total	\$243.2M	\$647.8M	\$891.0M	

© 2007, Borrell Associates, estimates based on Q4 figures, DMA

SQAD Cost Per Point TV Monitor

TELEVISION P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
February '08	▲\$538	▲\$977	▲\$2,105	▲\$1,151
January '08	▼523	▼960	▼2,023	▼1,126
December '07	▲603	▲1,215	▲2,543	▲1,341
September '07	528	1,131	2,336	1,305

SOURCE: SQAD Q1 2008, DMA

SQAD Cost Per Point Radio Monitor

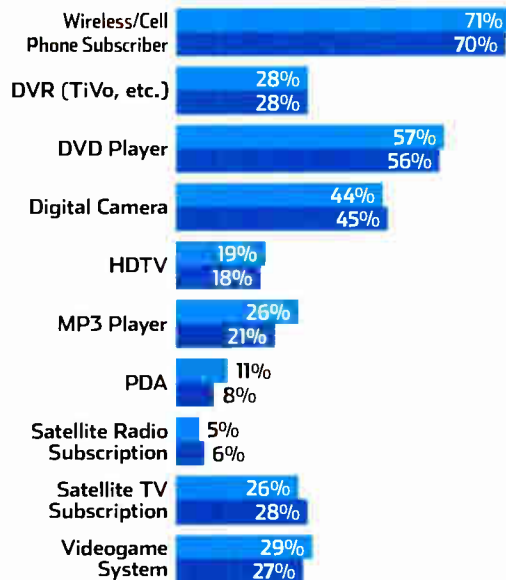
RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
February '08	\$502	▲\$453	▲\$520
January '08	▲502	▼440	▼499
December '07	▲495	▲478	▲537
September '07	463	452	506

SOURCE: SQAD Q1 2008, METRO

COLOR KEY:
▲ Trending Upward
▼ Trending Downward

MEDIA

Items In Household (vs. US)



SOURCE: Scarborough USA+, Release 1 2007, DMA

Newspaper Readers

Any Daily (Cume)	74%
Any Sunday (Average)	59%
Online (Past 30 Days)	17%

Out-Of-Home COMMUTING TIME

(To Work, One-Way)

< 10 Minutes	12%
10-19 Minutes	14%
20-29 Minutes	12%
30-59 Minutes	18%
60+ Minutes	9%
Don't Commute	4%

MODE OF TRAVEL

Carpool	4%
Drive (Not Carpool)	88%
Public Transportation	27%

Newspaper, OOH and Web: Scarborough Chicago Local Market Study, Release 2 2007; Cable: Nielsen; TV: Nielsen Fall 2007 Live+7, all DMA

Web Connection (HHLd)

DSL	35%
None	31%
Cable Modem	20%
Dial-Up	11%
Other Connection	5%

Cable Penetration

Cable, Non ADS	59%
Alternate Delivery Sys.	26%
Digital Cable	36%
Cable With Pay	33%

Television Usage

Early AM (5-9a)	25%
Early Fringe (4-6p)	38%
Early News (6-6:30p)	45%
Prime Access (7-8p)	53%
Prime	63%
Late News (11-11:30p)	59%

Audio/Video Stores Shopped Past 12 Months (HHLd)

ABT Electronics	6%	Kmart - Super Kmart	8%	Tweeter	2%
Best Buy	39%	RadioShack	9%	Wal-Mart	23%
Circuit City	18%	Sam's Club	9%	Other Store	15%
Fry's Electronics	4%	Sears	9%	Did Not Shop For Audio/Video Items	35%
Grant's Appliance, TV & Audio	2%	Target	20%	Any Audio/Video Store Shopped	66%

SOURCE: Scarborough Chicago Local Market Study, Release 2 2007, DMA

RADIO

Radio Spending, Past Five Months

All amounts are in \$(000's)

ADVERTISER	08-JAN	07-DEC	07-NOV	07-OCT	07-SEP
AT&T	\$983	\$611	\$681	\$980	\$782
McDonald's	517	494	453	507	368
Comcast	501	439	437	459	404
General Motors	417	166	439	451	417
Supervalu	566	400	419	411	347
Berkshire Hathaway	372	447	383	353	446
Toyota	206	250	87	68	227
Home Depot	108	151	223	360	367
Signet Group	577	189	664	683	511
Verizon	437	351	499	229	217

SOURCE: Nielsen SpotScan, Metro

Radio Ownership

OWNER	NO. OF STATIONS	RATINGS SHARE
Clear Channel	5 AM, 1 AM (6)	21
CBS Radio	5 FM, 2 AM (7)	17.7
Univision	5 FM	9

SOURCE: Arbitron Fall 2007, Metro

Radio Usage

AM Drive (6a-10a)	80%	PM Drive (3p-7p)	80%
Midday (10a-3p)	70%	Evening (7p-Mid)	53%

SOURCE: Arbitron Fall 2007, Persons 12+, Metro

Ratings

PERSONS 12+, SUM. 07-FALL 07 (RANK)	PERSONS 18-34 FALL 07 (RANK)	PERSONS 25-54 FALL 07 (RANK)
WGN-AM 6.6-5.5 (1)	WGCI-FM 7.7 (1)	WOJO-FM 5.8 (1)
WGCI-FM 4.5-5.0 (2)	WOJO-FM 7.2 (2)	WNUA-FM 4.4 (2)
WBBM-AM 4.7-4.9 (3)	WKSC-FM 6.0 (3)	WLUP-FM 4.4 (2)
WLIT-FM 2.3-4.2 (4)	WBBM-FM 5.6 (4)	WBBM-AM 4.3 (3)
WOJO-FM 4.6-4.2 (5)	WLEY-FM 5.5 (5)	WLEY-FM 4.2 (4)

SOURCE: Arbitron Fall 2007, AQH share, Mon-Sun 6a-mid, Metro

Top-Selling Albums

ARTIST	TITLE	ARTIST	TITLE
1 JANET JACKSON	DISCIPLINE	6 MICHAEL JACKSON	THRILLER
2 ALAN JACKSON	GOOD TIME	7 ONCE	SOUNDTRACK
3 JACK JOHNSON	SLEEP THROUGH THE STATIC	8 FLOGGING MOLLY	FLOAT
4 BLACK CROWES	WARPAINT	9 ALICIA KEYS	AS I AM
5 ERYKAH BADU	NEW AMERYKAH: PART ONE (4TH WORLD WAR)	10 MICHAEL McDONALD	SOUL SPEAK

SOURCE: Nielsen SoundScan, for week ending: 03/09/2008

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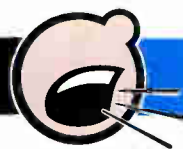
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TIMELINE

1 YEAR AGO Dan Mason officially takes the programming reins at KDND/Sacramento. ■ Clear Channel/Houston regional VP of programming Ken Charles heads to South Florida as director of AM programming for the company's Miami cluster. ■ Geo Bivins is named senior VP of urban promotion at J Records.

5 YEARS AGO Kurt Johnson and Smokey Rivers are promoted to Infinity Broadcasting VPs of programming. ■ KMOX/St. Louis elevates Steve Moore to PD. ■ Veronica Medina is named format director of the Super Estrella network.

10 YEARS AGO Tom Calococi is appointed OM over Radio One's Baltimore cluster. ■ KCMG/Los Angeles selects Don Parker as OM. ■ Vance Dillard is promoted to Jacor director of soft AC programming.

15 YEARS AGO Brad Chambers heads to Dallas as PD of KPLX. ■ WOWF/Detroit names Scott Meier VP/GM. ■ Jon Robbins moves to WCXR/Washington for programming responsibilities.

20 YEARS AGO Atlantic ups Andrea Ganis to VP of pop promotion. ■ David Meszaros rises to VP/GM of WZLX/Boston. ■ KFKF/Kansas City officially names John St. John PD.

25 YEARS AGO Malrite elevates Doug Brown to VP of its Western region. ■ Ted Utz is named PD of WHJY/Providence, while Ron St. Pierre is promoted to PD of sister WHJJ. ■ Trip Reeb returns to program WCMF/Rochester, N.Y.

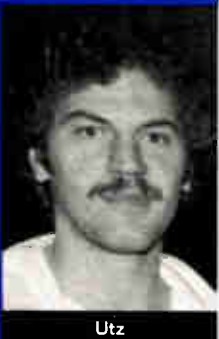
30 YEARS AGO KNUS/Dallas welcomes new PD Larry James. ■ Gary Edens is named senior VP of Southern Broadcasting. ■ Jonathan Little rises to PD of WISM/Madison.



Johnson



Ganis



Utz

Brush With Grate . . . Er, Greatness

"I know this whole Eliot Spitzer Thing® bores you to tears, but I figured I'd share this with you anyway: My apartment faces Ashley Alexandra Dupré's!" Yup, that's radio's lovable Bob Buchmann, PD of New York's classic rock WAXQ (Q104.3), who found himself stuck in the middle of a media circus last week when Dupré's identity and fashionable Chelsea address were made public. "I was late to work last Thursday because I had to wade through all the TV satellite trucks and news cameramen," Buchmann tells ST Daily before sharing some more serious, candid thoughts from his blog: "As I've said on the air, if this were any other politician, I'd be among the first to say, 'Who cares? Let him continue in office.' In Mr. Spitzer's case, though, he was a rabid, holier-than-thou pitbull who took on many industries: Wall Street, insurance, liquor, radio and more. He often did so with little or no benefit to the peo-

ple of New York. But it got him elected on the platform of 'The World Is Corrupt and I'm Here to Rescue It.' So, he deserves everything that's coming to him. I feel terrible for his three teenage daughters."

Meanwhile, clear across the country, KDKB/Phoenix took full advantage of Spitzer's scandal and made its cash giveaway even more topical for maximum fun and profit (see photo of station's billboard, below).



Eliot Spitzer, what would you do with \$10,000 from KDKB?



Formats You'll Flip Over

■ URBan Radio CHR/top 40 WJDQ (Q95.1)/Meridian, Miss., has undergone a format flip: Meet the new "95Q," a hybrid of hot AC, adult hits and triple A, according to regional director of programming Brian Rickman. "We'll play a lot of upbeat '70s, '80s and '90s gold—many titles that have been missing from most contemporary formats—as well as select currents," Rickman tells ST. Now, let's meet new 95Q PD/afternoon talent Jeff McDermott, inbound from Cumulus/Savannah, Ga., where he was production director. Christina Kelly, a WJDQ vet, returns from middays on country sister WMSO to do mornings on 95Q, followed by Paige

Holland, who will handle middays by remote from her home base at sister WWKZ/Tupelo, Miss. The syndicated John Tesh will now be heard at night.

■ Alan Burns' rhythmic AC MOVIn format has set up shop on its 11th station, this one in the moose-intensive land of Anchorage, Alaska, where it debuts on brand-new signal KMVV under the command of market vet Cary Carrigan.

■ Red Rock Radio has deleted CHR/top 40 from WWAX/Duluth, Minn., and replaced it with AC: Say hi to "92.1 Lite FM." PD/afternoon talent

Tony Hart remains aboard, and no lives were lost in the transition. The new Lite FM lineup was assembled mostly from parts found around the ice fishing hut. The syndicated Delilah has been added at night, Chris Kelly is in mornings, and Miranda is doing middays.

■ Cumulus CHR/top 40 WZAT (Z102)/Savannah ends its three-and-a-half-year flirtation with the pop side and moves back to hot AC. As a result, PD/afternoon guy Jeff "CJ" Brown exits and is looking for his next gig, preferably on the East Coast. Find him at 912-660-9162 or captainconnors@juno.com.

Jock-O-Rama-Lama

■ The mighty WHYI (Y-100)/Miami suddenly has a primo night opening, as J-Niice exits for a new gig TBA. To fill the slot, PD Rod Phillips is kicking off a "Radio Idol"-type promotion.

■ DJ Bay Bay (may not be his actual birth name) has been inked to take over the prestigious afternoon shift at Service urban KKDA (K104)/Dallas, replacing the duo of G Spook and Coco Butter (previous assumption applies), who had been holding down the shift since PD Skip Cheatham moved to mornings last July. Mr. Bay Bay previously did nights on Access.1 urban KBTT (103.7 Tha Beat)/Shreveport, La., and became well-known nationally last year after receiving several name-checks in the Hurricane Chris hit "A Bay Bay." G Spook remains at KKDA for overnights and weekends.

■ CBS Radio CHR/top 40 WBZW (B94)/Pittsburgh adds the crowning addition to the "BuckHead and Bubba Morning Show" with the triumphant return of station vet Melanie Taylor April 1. For the past three years, Taylor has been the morning traffic reporter on WTAE-TV, but

prior to that, she did middays on B94 for four years.

■ Matt Hubbell gives up the glamour and prestige of Bakersfield, where he did afternoons on Buckley hot AC KLLY (Kelly 95.3), to pursue his acting dreams in Los Angeles, leaving PD/midday dude E.J. Tyler to cover the ginormous 9 a.m.-6 p.m. shift.

■ Rochester, N.Y., radio fave Pete "the Mayor" Kennedy, known and loved for his long stint at WPXY, is returning to the air chair, this time for middays on Entercom classic hits WBZA (98.9 the Buzz). Upon Kennedy's arrival, Buzz PD Dem Jones will slide into the afternoon slot recently vacated by Brian Robinson, now doing afternoons on classic rock sister WCMF.

■ Midday dude Chris Tracy exits CBS Radio rhythmic KLUC/Las Vegas after a 12-year run with the cluster. He started at news/talk KXNT, later crossed the hall to overnights on KLUC and was upped to middays three years ago when Tim Stevens left. Tracy can be reached at kevb711@gmail.com.



Melanie Taylor: so long, nice TV hair!

The Programming Department

■ In what can best be described as a shocking turn of events, **Mark Adams** has been released by Rose City Radio/Portland, Ore., where he has been PD of hugely successful rhythmic **KXJM (Jammin' 95.5)** and OM of news/talk monster **KXL-AM**. Rumors are sweeping the market that Jammin' will soon undergo some major changes. Adams was named PD of Jammin' eight years ago, just five months after the station signed on, and during his tenure, he racked up 26 No. 1 18-34 books, which, most industry experts heartily agree, does not suck. Adams' previous programming stops include two years with the late **KZQZ (295.7)/San Francisco**, a year with Saga hot AC **WPNT/Milwaukee** and four years with **KBOS and KCBL (the Ball)/Fresno**. Adams is fully prepared for his next radio adventure and can be reached at 503-246-4145 (home), 503-730-9575 (cell), radiomarkadams@comcast.net or via AOL's IM at markadamskxjm.

■ Some major changes hit Entercom alternative mainstay **KNDZ (107.7 the End)/Seattle**, where longtime station fixture/APD **Jim Keller** and midday dude **DJ No Name** have both exited.

■ **Annrae Fitzgerald** is the new PD of online alternative station **X1FM**, owned by Binational Broadcasting and available at x1fmradio.com. Fitzgerald, who most recently programmed **WLRS/Louisville**, relocated to San Diego almost a year ago and has been doing weekends/swing at **XTRA-FM (91X)**.

Reach her at 619-336-4900 or annrae@x1fmradio.com. Meanwhile, **Kevin Stapleford**, who claims he used to work with us as R&R's alternative editor, moves off **X1FM's** daily operations to become director of content development and programming at new mobile marketing company Tapioca Mobile. Mmmm, tapiocaaaaa.

■ As if he wasn't busy enough juggling APD/MD duties, as well as mornings and afternoons at Summit City rhythmic **WNHT (Wild 96.3)/Fort Wayne, Ind.**, **Shady Spencer** has been upped to interim PD, replacing **Mojo**, who has gone buh-bye. Thankfully, Spencer will drop his bonus afternoon show and focus on just programming and mornings. **Sara Lauer** and **BJ Steele** used to split middays; Lauer will now do middays and Steele moves to afternoons.

■ **Cumulus CHR/top 40 WZYP/Huntsville, Ala.**, has located its new PD from within the family: Please welcome **Jeff Andrews**, who leaves the snow behind and transfers south from his current position as PD of CHR/top 40 sister **WWCK (CK 105)/Flint, Mich.** The 'ZYP job has been open since Jan. 31, when **Michael Storm** left the radio business and moved home to Texas to join his family's manufacturing business.

■ **Bob Quick** is in search of a new gig, as he exits Archway Broadcasting in Columbus, Ga., after five years, the victim of those oh-so-familiar budget cuts. Quick had been OM of

CHR/top 40 **WCGQ**, country **WKCN**, oldies **WRLD** and news/talk **WRGG-AM**; he's best-known for a decade spent programming **WNKI/Elmira, N.Y.** He can be reached at 706-565-8286 or quick.robert@gmail.com.

■ **Keith Curry** exits as PD/afternoon dude at Regent CHR/top 40 **WDKS (Kiss 106.1)/Evansville, Ind.**, along with morning duo **Van & Nikki B.** Curry, best-known for his six years as APD/MD of the late **WDRQ/Detroit** and APD/MD/night host at **WSNX/Grand Rapids**, joined Kiss in October 2006. Kiss promo director/midday jock **Max Power**, aka **Ryan Lewis**, is now handling programming stuff.

■ **Erik O'Connor** takes over the wheel at New Northwest hot AC **KDBZ (102.1 the Buzz)/Anchorage, Alaska**, as PD/MD, with VP of programming **Tom Oakes** relinquishing his programming hold on the station. O'Connor's been in the house for a month already as PD of rocker **KXLW (X-Rock 96.3)**, and his programming résumé includes stops at hot AC **KBJX/Idaho Falls, Idaho**, and CHR/top 40 **KISN/Bozeman, Mont.** Feel free to jam up his inbox at erik.oconnor@nnpbproduction.com.

■ Congrats to **Hal "9000" Abrams** on his swell promotion to VP of programming for Animal Radio Network, producers of "Animal Radio," now heard on 90-plus affiliates, as well as XM. Abrams has been OM of Animal Radio Network since 2003.

Hell Yeah, Hilary Can Dunk

We knew that former Virgin executive VP of promotion **Hilary Shaev** was actively seeking her fame and fortune outside of the record biz, but this is beyond cool: Ms.

Shaev has put her Duke University-inspired passion for basketball to amazing use as she lands in the NBA as VP of marketing. "It's certainly bittersweet to look

back on all of the great artists and people I was lucky enough to work with during my music career, but I am so excited to take on a new challenge in another area

that I'm passionate about." Shaev can be reached in her lofty new digs at 212-407-8363 or hshaev@nba.com.

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How on-air talent, executives and stations can save face via savvy crisis management

Damage

CONTROL

By Chuck Taylor

It only takes one simple statement. From the smallest unintentional gaffe to the most audacious misappropriation of opinion, superstar radio talent can subvert years of good will in an instant, raising the ire of community organizations, self-aggrandizing competition—even the nation at large. ■ It doesn't help that in an era where blogs and the Internet allow opinions to bluster far and wide with lightning expediency, it's easier than ever for an individual's malcontent to steamroll into a massive attack. Mind you, it's not just talent that stands to lose: Stations, management, even corporate group owners are vulnerable to public ire over content deemed offensive in an often hypersensitive, politically correct culture. ■ In the radio realm, tales of personalities accused of crossing the line and morning show stunts gone awry are well-tread. Their sagas have been discussed and dissected within the industry to the point that a mere mention of Don Imus, Opie & Anthony, Miss Jones, Howard Stern or water intoxication needs little elaboration.

Our purpose here is not to further scrutinize these incidents. Rather, we offer discussion on how stations should prepare for crisis management and deal responsibly with controversy. The intended outcome, of course, is to return to business as usual with as few scars as possible.

Critical Mass

The term "damage control" was developed by the Merchant Marines to describe emergency action deployed to save a sinking ship, but it sure works as an analogy for any misstep with enough critical mass to potentially damage brands, compromise careers and ruin valued namesakes.

Two of the most renowned public relations bumbles almost took down Coca-Cola and Tylenol in the 1980s (see story, page 16). What restored the brands' credibility was hasty, open and definitive action. When bad things happen to good radio stations, the No. 1 rule is precisely the same: Anticipate, prepare—and respond.

"The most important thing in any crisis is to be ready to act. Sitting still is not an option," says Lee Echols, founder/president of Atlanta-based Echols Group, which specializes in crisis management for companies digging out from public predicaments. "The first 48 hours of crisis response are the most critical, by far. What you think, what you say, what you don't say—and when—must be carefully and thoughtfully considered."

Bob Walker, PD of Journal Broadcasting hot AC WTKI/Milwaukee, who recently participated on an industry panel on the topic, says that every station needs to establish a working communications tier. "As many meetings as all of us are in on a reg-

ular basis, it should be a given that if something doesn't go as expected, what's the plan? Who's the spokesperson?" he says. "What happens if the producer who's working his way through college and is only there for the summer is blindsided outside of the station? Do you want him talking, representing the views of the station? This needs to be a conversation with staff; everyone should know who—whether the PD or GM—serves that role."

Vallie-Richards-Donovan Consulting VP Mike Donovan adds that outside attorneys and professional media consultants should also be considered. "When it comes to matters of station image, protecting the license and financial responsibilities in times of crisis, 'Don't try this at home' applies. Just because you're good at being a programmer or GM doesn't mean you will make all the right choices and decisions dealing with controversies."

Before Crises Erupt

The best way to deal with spin control is to put steps in place to avoid it in the first place. Consultant/attorney Matthew Hiltzik, who has worked with talkers Don Imus and Glenn Beck, points out that stations are in a unique position to align their troops: the audience. "The greater the connection is between listeners and talent, the better the station's ability to respond and refute misconceptions about the program," he says. "When that relationship between host and loyal listener is strong, it's harder for outsiders to make a real impact."

"Loyal listeners are not going to be upset if the talent goes slightly overboard, because they recognize that may be typical of the particular pro-



gram," Hiltzik adds. "In other cases, listeners may be upset, but ultimately forgiving because of the reservoir of good will that's been developed over time. That can be very powerful."

Donovan agrees that radio has a back pocket filled with good will. "We should use this to our advantage, because radio is nimble and can respond and get the word out faster than any media. We're in a unique position to be a bridge and the voice for many people in times of need and crisis."

Unfortunately, as Hiltzik also points out, most protests come from those who are not regular listeners, often taking clips out of context that don't necessarily offer the complete story. That's when a call to action becomes essential.

"When dealing with the public, be as honest as possible," Donovan says. "Talk through scenarios and get all levels of management and expertise involved in making the decision as to whether an apology is necessary, and when or how long talent should stay out of the public eye."

All agree that the most important variable is swift action, particularly given how quickly information—accurate or not—makes an impact. Echols says, "It used to be that we read the newspaper in the morning before work and watched evening newscasts when we got home. Today, it's no secret that information inundates us, whether it's a blog on our work computer, a moving billboard along the interstate or a text message. It's actually difficult to escape receiving information."

Donovan notes that the Internet, cell phones and text messaging have "helped make the world 'flat.' You can talk to anyone anywhere in the world and put your opinion out there for others to see in the blink of an eye—and those opinions

pile up quickly. This makes a fast, effective and appropriate response to any crisis or controversial situation imperative." Wait too long and "the problem will only snowball and become bigger."

Personal Responsibility

The experts maintain that it's also up to on-air personalities to take responsibility for what comes out of their mouths. Syndicated morning personality Kidd Kraddick, in an article on morning shows in this month's GQ, notes that if you set out to offend, public denouncement is often just desserts: "We've done this to ourselves. We've always been content to be the clown at the party who does stupid stuff that's shocking," he says. "People have to be ultra-careful now, or they're always going to be prone to exposure. If you do that kind of show, you should be nervous. Exposure like that can ruin your life."

Veteran morning host Todd "Bubba the Love Sponge" Clem, who has been fired from five stations during his career for being "controversial"—including a \$775,000 FCC indecency fine handed down to one-time boss Clear Channel—now broadcasts on Sirius Satellite Radio, as well as on Cox Radio classic rockers WHPT/Tampa and WFYV/Jacksonville. In this issue, he tells Rock columnist Mike Boyle that Cox established on-air ground rules before the mic was cracked. "Their attorney told us, 'Yes

here, no there, absolutely not here.' I will not break the rules when I know what the rules are," Clem says. (See column, page 58.)

Donovan says, "Though we know and understand talent works hard to be entertaining, compelling and unique, they have the responsibility of being aware of company culture and policies related to profanity, offensive remarks or contests that pose risks." Personalities, he says, should always apply the adage of, "Make sure brain is in gear before putting mouth in motion."

Echols adds, "Don't assume that your professional reputation will save you from the wrath of angry people. There's always a balance between good, edgy radio and the right degree of sensitivity and forethought to your audience."

Jocks should also understand that when the caldron boils around them, especially given the current FCC's aggressive crackdown on "indecent" material, management and/or company support is hardly a given. Donovan advises those who regularly test the boundaries to protect themselves. "If you have made the decision to say or do things that may lead to lawsuits, by all means pursue personal liability insurance and an out-of-house attorney," he says. "Going into your situation, you need to know how far your company will go to back you up. What are their expectations and commitment to you as a talent?"

Hiltzik offers encouragement that despite what

Continued on page 16

'The first 48 hours of crisis response are the most critical, by far. What you think, what you say, what you don't say—and when—must be carefully and thoughtfully considered.'

—Lee Echols

Spin Control On A Larger Scale

If you think it's tough protecting a morning show or radio station, try engineering damage control for a pair of the world's best-known brand names. During the 1980s, two infamous examples of crisis intervention erupted when Coca-Cola and Tylenol were tackled by controversy. But both brands engaged the golden rule, which applies as much to soda pop as pop radio: They strategized, acted quickly and in the end, saved face.

The almighty Coca-Cola decided that revamping the long-lived formula for its soda—making it slightly sweeter than the original—was the proper strategy to battle flagging market share against Pepsi. On April 23, 1985, the corporation released "New Coke" to great fanfare. Not only was it one of the great flops of modern marketing, but public reaction was downright cataclysmic—some Southerners actually complained that the relaunch represented a surrender to the Yankees. The press didn't help: Chicago Tribune columnist Bob Greene ridiculed the new flavor, Pepsi's president was quoted comparing New Coke to the Edsel, and talk show hosts and comedians made it a national punch line. Meanwhile, Coke received 400,000 hostile calls and letters. Time for spin control.

In July, less than three months after New Coke's introduction, the company's action was swift and decisive. Company president Donald Keough took to the podium and responded with humor and humility, declaring, "Some critics say Coca-Cola made a marketing mistake. Some cynics say we planned the whole thing. The truth is, we are not that dumb, and we are not that smart." More to the point, New Coke was scrapped and the original formula returned to the marketplace. Crisis solved.

In the case of Tylenol, the fallout was much more serious than a mere public relations snafu. Seven consumers in the Chicago area died in the fall of 1982 after ingesting Extra Strength capsules that were deliberately laced with potassium cyanide. (The perpetrator was never found.) Parent company Johnson & Johnson wasted no time informing the public of its care and concern. It distributed warnings to hospitals and distributors, and immediately ceased production. An estimated 31 million bottles were recalled, at a cost of \$100 million. In addition, a corporate consultant was brought onboard, who ultimately resuscitated the compromised brand by encouraging introduction of Tylenol Gelcaps. During the crisis, market share imploded from 35% to 8%, but because of effective damage control, Tylenol was not only saved from extinction, but during the next few years it became the most popular over-the-counter analgesic in the nation, thanks to savvy marketing. Now, that's pain relief.—CT

Continued from page 15

may feel like the worst of times, our nation loves a good comeback story: "I've seen it many times with popular personalities. People who have made mistakes often do quite nicely with second acts in their career. When they're doing what they're good at, if they acknowledge they've made a mistake, give it some time and stick to it, they'll probably be OK."

Echols agrees with the assessment: "If you are a genuinely good person with a good broadcast reputation doing good things in your community and with your audience, an occasional slip-up is not a big deal," he says. However, "if you have a track record of angering, alienating and otherwise pissing off groups of people, that public support will wear thin pretty quickly. Owning up to your occasional mistake, explaining your position and seeking forgiveness and understanding from your audience—nine out of 10 times—will get you back on track."

R&R

'When it comes to matters of station image, protecting the license and financial responsibilities in times of crisis, "Don't try this at home" applies.'

—Mike Donovan

Experts dish out five safeguards when damage control rears its ugly head

Top Five Crisis Management Tips

1. Stop it before it starts: "Know company policies on what's expected when it comes to acceptable language and behavior. Have an understanding of the kinds of promotions that are desirable and acceptable—and what's not. Run ideas past managers and friends you respect," Vallie-Richards-Donovan Consulting VP Mike Donovan says. "When in doubt, leave it out." Echols Group president Lee Echols adds, "On-air personalities don't have to lose their edge or become less loud with commentary; it just means everyone involved has thought it through."

2. Reach in: "Have a direct line with your audience and utilize that trust. You have a greater chance of successfully clarifying a situation than if talking to total strangers," broadcast consultant/attorney Matthew Hiltzik says. "Evaluate the allegation, consider the context, prepare the response and disseminate it to loyal listeners. As much as you can, starve the controversy by feeding only relevant information." Echols adds, "Yours is one voice. Your audience can be tens of thousands who can come to your defense. Explain your position and rally the news media to support your position. [Also] utilize employees, advertisers, listening clubs and other on-air personalities; the more people who know what you're trying to do and say, the stronger your message will become."

3. Maintain archives: Have a system in place to combat efforts to sabotage a host with out-of-context quotes, especially in the case of talkers, Hiltzik advises. "This includes keeping an archive of shows or transcripts that can be quickly disseminated to the press. This can be the fastest way to diffuse a crisis: with the facts."

4. Hire a media relations professional: "Let an experienced expert help make decisions regarding the turnaround strategy," Donovan says. "It's well worth the money." Echols adds, "The most dangerous thing a station manager can do is bear the burden alone."

5. Learn from others' mistakes: "Look at the challenges of other people in your business and emulate what they've done right and address what they've done wrong," Echols says. "Every time one big soft-drink maker has a problem, you can bet the other big soft-drink maker is trying to figure out how they would handle the same problem. It takes foresight and most important, the support of your bosses."—CT



Big Trouble

While we promised a primer for stations to protect themselves from potential crises—when a personality misdirects his mouth or a stunt goes south—it doesn't hurt to recall those boners that made this discussion topical. Following are five unforgettable controversies:

Howard Stern, 1982 . . . and 1985 . . . and 1995 . . . and 1999

Where to begin with one who has made a career out of controversy? In 1982, after an Air Florida plane crashed into Washington's 14th Street Bridge, killing 74 people, then-WWDC (DC101) morning man Howard Stern broadcast a fake phone call to the airline, inquiring if the bridge would be a regular stop on service between D.C. and Florida. Three years later, doing afternoons at WNBC-AM/New York, Stern played Cupid for a sketch about those preferring the affections of animals, in "Bestiality Dial-a-Date." In 1995, after Selena was shot to death, the then-nationally syndicated Stern aired the sound of gunshots over the slain Tejano star's music.

There's more. In 1999, Stern's comments about the two male students who murdered 12 classmates and one teacher at Columbine High School drew a "censure" from the Colorado State Legislature. "There were some really good-looking girls running out with their hands over their heads," Stern said. "Did those kids try to have sex with any of the good-looking girls?"



WNOR/Norfolk's Mount Trashmore Hoax, 1992

The list of radio April Fools' Day stunts gone awry is a lengthy one, but Tommy & the Bull's 1992 hoax on WNOF/Norfolk stands as especially egregious. Morning man Henry "the Bull" Del Toro (since deceased) and co-host Tommy Griffiths (still with the station) announced that a large methane gas buildup was about to blow at Mount Trashmore, a local landfill-turned-park in Virginia Beach. Listeners were warned to evacuate the area, prompting local 911 lines to be overloaded with calls. The pair and other station staffers were suspended for two weeks without pay.

Opie & Anthony, 2002

The morning team's annual Sex for Sam contest, in which couples procreate in public places in exchange for prizes, got the WNEW-FM/New York afternoon duo in a heap of trouble in August 2002, when they aired a play-by-play of a pair making whoopee at St. Patrick's Cathedral. While Infinity approved the stunt for the preceding two years, when the amorous couple was charged with public lewdness, the Catholic League raised a major stink. A week later, Opie & Anthony were canned, with further repercussions: The FCC fined Infinity \$357,000, the second-largest indecency levy ever, while the station's ratings tanked with O&A off the air, leading to a format flip. Today, the duo is as explicit as it chooses on XM Satellite Radio—but terrestrial radio missed the guys. They also air a clean show in a half-dozen or so markets.



WQHT/New York's "Tsunami Song," 2005

Rhythmic WQHT (Hot 97)/New York morning team Miss Jones, DJ Envy, Todd Lynn and producer Rick Delgado faced their maker: Emmis. Following the Dec. 26, 2004, tsunami originating in the Indian Ocean that killed nearly 300,000, the crew had recorded and aired a parody song, "USA for Indonesia," including the lyric, "Go find your mommy, I just saw her float by/A tree went through her head and now your children will be sold to child slavery." As public fury mounted, Lynn and Delgado were pink-slipped, while Envy and Miss Jones got two-week suspensions. In a Jan. 24, 2005, statement, the latter said: "I really don't care about people and am only apologizing to save my livelihood." She continues as an a.m. personality on the station.

KNDN/Sacramento's Hold Your Wee For A Wii Stunt, 2007

Perhaps the most tragic promotion gone wrong in radio history occurred Jan. 12, 2007, when Entercom CHR/top 40 KNDN (the End)/Sacramento's "Morning Rave" sponsored Hold Your Wee for a Wii, where contestants drank as much water as possible without urinating, to win a Nintendo Wii game. A 28-year-old wife and mother of three, Jennifer Strange, died within hours of giving up her chance for the prize. Despite all participants signing waivers, after disgracing national press, KDND VP/GM John Geary fired 10 station employees, including the three morning hosts.—CT



Pictures from the 2008 R&R Talk Radio Seminar

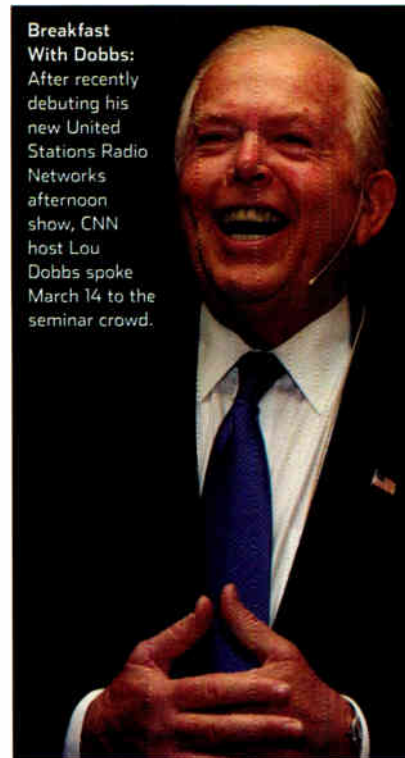
Seminar Superstars

Mike Stern

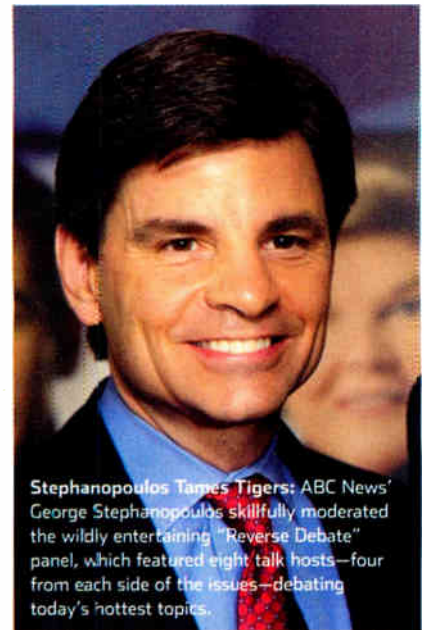
MStern@RadioandRecords.com

It started with ESPN senior VP Traug Keller saying, “There has never been a better time to be in the audio business,” and ended two days later with Clear Channel talk KFI/Los Angeles winning four Talk Radio Industry Achievement Awards. ■ The 2008 R&R Talk Radio Seminar, held March 13-15 in Washington, featured speakers and panelists openly sharing their knowledge and viewpoints. The agenda included informative panels on making money with Web sites, preparing for disasters, marketing without a budget and audience data from PPM-rated markets, as well as the rowdy “Reverse Debate,” featuring eight talk hosts from across the political spectrum (see page 3 for a seminar wrap-up). ■ Thanks to our participants and sponsors, and as big a thank you to this year’s attendees, who found their way to the event in a challenging fiscal climate. Your support is appreciated. ■ We are already looking forward to next year’s seminar, March 12-14 in Los Angeles. Hope to see you there.

PHOTOGRAPHS BY SOREN McCARTY



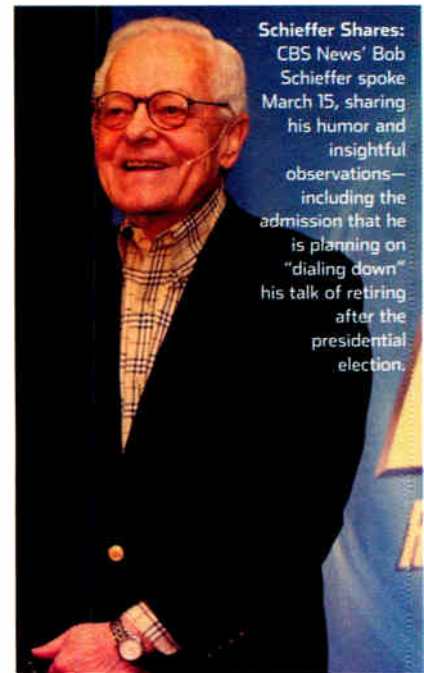
Breakfast With Dobbs: After recently debuting his new United Stations Radio Networks afternoon show, CNN host Lou Dobbs spoke March 14 to the seminar crowd.



Stephanopoulos Tames Tigers: ABC News’ George Stephanopoulos skillfully moderated the wildly entertaining “Reverse Debate” panel, which featured eight talk hosts—four from each side of the issues—debating today’s hottest topics.



Practical Advice From Edelman: ABC Radio syndicated host Ric Edelman showed why his financial advice-focused show is growing in popularity, as he shared numerous no-nonsense suggestions that attendees could apply to their own financial futures.



Schieffer Shares: CBS News’ Bob Schieffer spoke March 15, sharing his humor and insightful observations—including the admission that he is planning on “dialing down” his talk of retiring after the presidential election.

Continued on page 18

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Continued from page 17



PPM In-Depth: Moderator Holland Cooke, news talk specialist for McVay Media, described the TRS PPM panel as "all-star." From left are Cooke, Bonneville senior VP Joel Oxley, CBS Radio news KYW/Philadelphia PD Steve Butler, Coleman Insights president Jon Coleman and Arbitron VP of PPM sales John Snyder.



Meeting Of The Minds: The most raucous panel was the "Reverse Debate," featuring eight talk hosts discussing their views on current hot-button issues. From left are Radio America's G. Gordon Liddy, Greater Media talk WBT/Charlotte's Jeff Katz, Buckley talk WOR/New York's Steve Malzberg, Westwood One's Jim Bohannon, Jones Radio Networks' Stephanie Miller, Syndication One's the Rev. Al Sharpton, Jones Radio Networks' Ed Schultz, Westwood One's Phil Valentine and moderator George Stephanopoulos of ABC News.



Round Table, Part One: The 2008 R&R Talk Radio Seminar opened with "The Talking Heads of Talk Radio," a round-table discussion of the biggest issues facing the radio industry. Among the panelists, from left, were Jones Radio Networks VP/GM of news and talk Amy Bolton, RAB president/CEO Jeff Haley, ESPN senior VP Traug Keller and Sound Mind principal Kraig Kitchin.



Round Table, Part Two: The other half of the "Talking Heads of Talk Radio" panel that kicked off the seminar comprised, from left, CBS News Radio VP Harvey Nagler, CBS Radio VP of programming Chris Oliviero, NAB president/CEO David Rehr and ABC Radio Networks VP Jim Robinson.



Engagement Without A Ring: Ronning Lipset, Radio co-founder Andy Lipset offered ways to better engage people listening to streaming audio.



KFI Wins: Clear Channel talk KFI/Los Angeles director of marketing Neil Saavedra made several trips to the stage as the station won four awards at the 2008 R&R News Talk Industry Achievement Awards. KFI won station of the year, markets 1-25. Morning host Bill Handel took best local talk personality, Greg Ashlock won GM of the year, and Robin Bertolucci won PD of the year. From left are R&R news/talk/sports editor Mike Stern, Saavedra and R&R president/publisher Erica Farber.



News Executive Of The Year: CBS Radio News VP Harvey Nagler won the 2008 R&R News Talk Industry Achievement Award for news executive of the year. To see all of this year's winners, visit radioandrecords.com. From left are R&R news/talk/sports editor Mike Stern, Nagler and R&R president/publisher Erica Farber.



Marketing The Machine: Bill Hampton, executive VP of "The Dave Ramsey Show," shared insights on marketing and building the Ramsey brand.

PHOTOGRAPHS BY SOREN McCARTY

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A portrait of Tom Sullivan, a middle-aged man with glasses, wearing a dark pinstriped suit, white shirt, and olive green tie. He is smiling slightly and looking towards the camera.

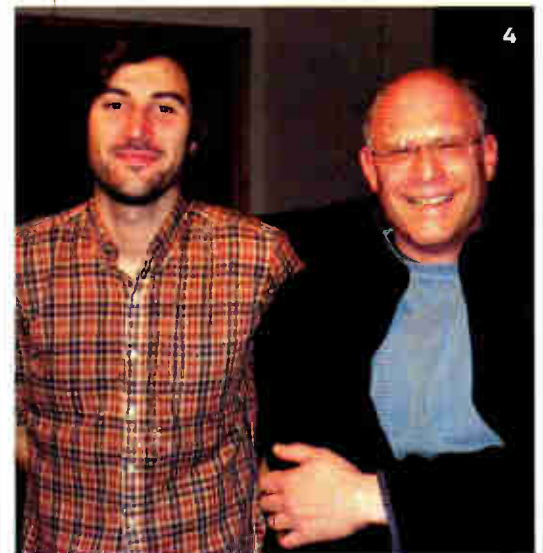
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Dead And Loving It

1. Theory of a Deadman and its Roadrunner Records team have good reason to smile. "So Happy," the first single from the trio's new album, "Scars & Souvenirs," is the band's first top five at Active Rock. The Canadian rock act played the hit and a few other tunes during a recent Billboard Café performance. From left are R&R executive editor Paul Heine, Theory of a Deadman's Dean Back and Tyler Connolly, band manager Bill McGathy, TOAD's David Brenner, R&R director of charts Silvio Pietroluongo, R&R rock chart manager Anthony Colombo and band co-manager Mike Bacht. Photo: Christa Titus

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.

2. Diamond Rush Afternoon jock/PD Tias Schuster, left, welcomed NextSelection artist Ryan Leslie to Entercom rhythmic WNVZ (Z104)/Norfolk, Va. Leslie, known for his production work with R&B singer Cassie, was in town promoting "Diamond Girl," the debut single from forthcoming album "Used to Be."

3. Better Than Chocolate Special guests Jewel, Chuck Wicks and Julianne Hough will accompany Arista Nashville singer/songwriter Brad Paisley on his 2008 tour Hershey's Presents the Paisley Party. The 42-date tour kicks off June 11 in Albuquerque. From left are Jewel, Paisley, Hough and Wicks. **4. Up Close And Personal** Brushfire/Universal Republic artist Matt Costa, left, stopped by the studios of nationally syndicated radio show "Acoustic Cafe" to chat with host Rob Reinhart and play a few songs. **5. All In The Family** Billy Ray Cyrus and Miley Cyrus have been tapped to co-host the 2008 CMT Music Awards April 14 live from Nashville. The father-and-daughter duo will also perform at the event. From left are Billy Ray, "CMT Insider" host Katie Cook and Miley. Photo: Jeremy Cowart **6. Magic Carpet Ride** Duran Duran vocalist Simon Le Bon dropped by the "Scott & Todd in the Morning" show on Citadel hot AC WPLJ/New York to perform songs from the band's latest Epic album, "Red Carpet Massacre." From left are co-hosts Todd Pettengill and Scott Shannon, Le Bon and WPLJ personality Patty Steele. **7. Super 'Ego'** Music Choice filmed Geffen artist Snoop Dogg in Starkville, Miss., for its "We Love Hip-Hop" on-demand campaign and named him Artist of the Month for April. His ninth studio album, "Ego Trippin'," dropped March 11. Snoop is pictured here with Music Choice director of urban and Latin programming Lamonda Williams.



Formats

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R&R SPIN SPOTLIGHT

It's Reigning Men

Chris Brown's "With You" becomes the year's second CHR/Top 40 No. 1 by a solo male—following Flo Rida's "Low"—to carry on the gender's recent trend of success at the format. A look at the list's 15-year history reveals 28 No. 1s by lead solo males this decade, compared with just seven in the '90s:



Chris Brown

2008:	2	2000:	0
2007:	5	1999:	3
2006:	4	1998:	1
2005:	4	1997:	0
2004:	2	1996:	0
2003:	4	1995:	1
2002:	4	1994:	1
2001:	3	1993:	1

George Strait



King George

Alan Jackson moves within one of George Strait's mark for most Country No. 1s since the Nielsen BDS era launched at the format in January 1990. Here are the acts with 10 chart-toppers or more in that span:

Total No. 1s, Artist	Total No. 1s, Artist
24, George Strait	16, Toby Keith
23, Alan Jackson	13, Kenny Chesney
22, Tim McGraw	11, Clint Black
20, Brooks & Dunn	10, Brad Paisley
18, Garth Brooks	

THE SPIN



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

'Small Town' Brings Jackson Back To Big Time



"Small Town Southern Man," the lead single from Alan Jackson's chart-topping "Good Time" album, returns him to the No. 1 spot on the Country chart for the first time in more than four years, ending the longest No. 1 drought of his career. The track is Jackson's 23rd chart-topper, and first since "Remember When" dominated for two weeks in early 2004. Jackson's ascen-

sion lifts him into second place among all artists for total No. 1s in the Nielsen BDS era (see Spin Spotlight, left).

Jackson replaces Arista Nashville labelmate Carrie Underwood's "All-American Girl" after a two-week stand atop the chart, marking the fourth time this decade that the label has replaced itself at No. 1, and the first such occasion since Brad Paisley's "When I Get Where I'm Going" followed Underwood's "Jesus, Take the Wheel" in February 2006. Jackson's feat tops a list of chart highlights for the label as it claims Most Increased Audience and Most Added with Paisley's "I'm Still a Guy" (22-19) and the list's only new title with Underwood's Hot Shot Debut at No. 46, "Last Name."

'Falling Down' Keeps Climbing

Atreyu earns its first Alternative top 10 as "Falling Down" (Hollywood) climbs 11-9 in its eighth week on the chart. The track is the fastest-rising song to hit the top 10 in 2008 and only the second track this year, following Paramore's "Crushcrushcrush" (RRP), to reach the top quarter of the chart within 10 weeks. This is the deepest into the year that the chart has waited for a second title to rise that quickly into the top 10, illustrating the increasingly conservative nature of the format. In comparison, the chart had yielded an average of eight such fast-rising top 10s in the first three months of each year during the Nielsen BDS era (1994-2007).

Bubbling Over

Colbie Caillat's "Bubbly" (Universal Republic) logs a 12th week atop AC to become the longest-running inaugural AC single by a female in the chart's 46-year history. The song moves ahead of three hits that each spent 11 weeks at No. 1: LeAnn Rimes' "How Do I Live" (1997), Lee Ann Womack's "I Hope You Dance" (2001) and Natasha Bedingfield's "Unwritten" (2006). It now sets its sights on the overall leader among newcomers: Daniel Powter's "Bad Day," which began a 19-week stay on top in May 2006.

The-Dream Weaves His Way To No. 1

After peaking at No. 5, "Shawty Is a 10" songwriter/producer the-Dream claims his first Urban No. 1 in front of the mic as "Falsetto" (IDJMG) hops 2-1. The track is his fourth chart-topper as a writer after netting No. 1s with "Umbrella" by Rihanna and J. Holiday's back-to-back hits "Suffocate" and "Bed."

Carey 'Touches' Top 10

Mariah Carey extends the CHR/Top 40 record for most top 10s, as "Touch My Body" (IDJMG) becomes her 16th with a 14-9 leap. The move creates more space between her closest rival, Madonna (13), who's looking to pad her total in the near-future with the just-released "4 Minutes" (Warner Bros.), featuring Justin Timberlake. Carey, meanwhile, moves into a tie with Toni Braxton for first place among women with 13 top 10s at Urban AC, where "Touch" glides 14-9. The lead track from "E=MC²" also reaches the top 10 at Urban (13-9).

Daughtry, Maroon 5 Turn Up Hot AC Heat

Two of Hot AC's biggest bands add to their impressive résumés, led by Daughtry, which becomes the first group since the chart's 1996 launch to notch four top five hits from a debut album. Its latest, "Feels Like Tonight" (RMG), charges 6-5 with Most Increased Plays honors (up 245). The only other act to score four top fives from a debut set was Rob Thomas in 2005-06. Maroon 5, meanwhile, earns its sixth consecutive top 10 at the format, as "Won't Go Home Without You" (Interscope) vaults 13-10. The band has scored three top 10s from each of its albums.

Johnson Turns 10 Again

Jack Johnson becomes the first artist at Triple A to boast three double-digit-week stays at No. 1 as "If I Had Eyes" (Universal Republic) holds for a 10th frame. Johnson achieves the feat successively as "Eyes" follows 2005's "Good People" (10 weeks) and 2006's "Upside Down" (13). Next in line with two reigns of 10-plus weeks is Matchbox Twenty, which posted 14-week stays with "3 AM" and "Bent."



Cagle scores big with outside songwriting help

Material Issue

Ken Tucker

KTucker@RadioandRecords.com

Country star Chris Cagle has returned to the promised land. Fourth album “My Life’s Been a Country Song” (Capitol Nashville) recently debuted at No. 1 on Billboard’s Top Country Albums, his second chart-topper. The set, which sold 37,000 first-week copies, according to Nielsen SoundScan, also debuted at No. 8 on the Billboard 200, his first top 10 entry on the big chart.

Meanwhile, first single “What Kinda Gone” is No. 6 on R&R’s Country chart. It’s Cagle’s first trip into the airplay top 10 since “Chicks Dig It” peaked at No. 5 in late 2003.

The success comes after a professional dry spell and a period of personal turmoil. In addition to an ongoing lawsuit involving his former manager, Cagle suffered vocal problems and the shock of learning that a baby that he thought was his turned out not to be. “I was beat up and broken-hearted and locked in a bottle, and there’s a lot of the last couple years that I don’t remember,” he says. “At the same time, I had some growing up to do.”

After selling more than 600,000 copies of each of his first two albums and scoring four top 10 airplay singles, including the No. 1 “I Breathe In, I Breathe Out,” Cagle’s third album sold fewer than 400,000 units and didn’t produce any radio hits.

Produced by Scott Hendricks



and Cagle, the new set features none of his own material—a departure from earlier albums. After sifting through hundreds of reviews, new producer Hendricks told Cagle his material was keeping him from being a bigger star. “That was hard for me to swallow,” Cagle says. “I’m a songwriter. But the bottom line is as an artist, you’ve got to make the best music, period.”

Cagle and Hendricks instead turned to songs from Nashville’s top tunesmiths, including Dave Berg, Craig Wiseman, Brett James, Wendell Mobley and Neil Thrasher.

Family-owned country KSOP/Salt Lake City MD Debby Turpin says Cagle “just needed the right song to get him back on track.”

CBS Radio country KMLE/Phoenix MD Gwen Foster agrees. “It really didn’t matter that Chris had not had any recent hits,” she says. “In our world, a great song is a great song.”

‘Falling Slowly’ Rises Quickly

Glen Hansard and Marketa Irglova’s “Falling Slowly,” which caught the attention of programmers when the duo performed it at last year’s R&R Triple A Summit in Boulder, Colo., has found new life after the tune—which is part of the soundtrack to the movie “Once”—won the Academy Award for best song.

After the Oscar win, the “Once” soundtrack roared into the Billboard 200’s top 10 with a 31-7 leap. The week’s 47,000-unit tally was more than double any previous week since the album came out last May. The title now sits at No. 15 and has moved 454,000 units. Overall, “Once” has spent 32 weeks on the Billboard 200 but has shifted 275,000 units since it re-entered the Billboard 200 13 weeks ago and has moved at least 15,000 pieces in all but one week since then.



Glen Hansard and Marketa Irglova

‘The duo’s performance and acceptance speech at the Oscars gave this song a whole new meaning and dimension, and I felt it was important to deliver what the listeners wanted after the broadcast.’

—Lauren MacLeash

Airplay, especially at triple A, has been rejuvenated and the song has moved 22-15 on the monitored airplay chart.

Hansard is a member of Irish alternative pop group the Frames and the story line of the film loosely follows his own life. Irglova is a musician from the Czech Republic who now calls Prague home. The pair met when he was visiting Prague and have since released a collaborative effort called “The Swell Season,” on which “Falling Slowly” first appeared.

Hansard and Irglova were asked by director John Carney to write the songs for the film before either of them realized they would be recruited to star in the movie.

Lauren MacLeash, PD at Clear Channel triple A KTCZ (Cities 97)/Minneapolis, says the station started playing the song as part of its “New Music Monday” feature when she noticed the film’s soundtrack sales were rising. “At first it didn’t have the reaction I thought it would, given the movie doing so well, so we waited,” MacLeash says. “Timing is everything when it comes to playing new music.”

MacLeash says the duo’s performance and acceptance speech at the Oscars struck a chord with her. “It gave this song a whole new meaning and dimension, and I felt it was important to deliver what the listeners wanted after the broadcast.”

—John Schoenberger, with additional reporting by Anthony Colombo

CAGLE: RUSS HARRINGTON

It’s Showtime

Three years after Angel & Khriz’s mega-hit “Ven Bailalo” rode the reggaetón explosion all the way to Europe, the duo is back with a quirky new song for the evolving genre.

“La Vecina,” the first single from the Puerto Rican pair’s March 11 “Showtime” album on VI/Machete, layers electric and acoustic guitar and trumpets over the familiar reggaetón beat. The track is No. 10 on the Latin Rhythm chart and No. 21 at Tropical.

Angel & Khriz have been featured on a couple of reggaetón hits since hitting No. 3 on Billboard’s Hot Latin Songs chart with “Ven Bailalo” in 2005, but their new album represents something of a comeback. The two have toured Spain and Latin America, and parted ways with indie label MVP to join VI/Machete, home to superstars Don Omar and Hector “El Father.”

“We were [touring] all these countries and at the same time getting a little bit of each culture,”

Khruz (aka Christian Colón) says. “With the music we heard, we wanted to make an album that was for everyone. ‘La Vecina’ is an example of that.”

As for what’s happened in the years since Daddy Yankee’s “Gasolina” was a massive crossover hit, Khruz says reggaetón has firmly established itself as a genre with discerning fans, whether the music is trendy or not. “Those who make good reggaetón will stand out,” he says. “The genre won’t die.”

—Ayala Ben-Yehuda, Billboard



Angel & Khriz

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CHR/TOP 40 MONITORED REPORTERS

WFLY/Albany, NY OM: Kevin Callahan PD: Terry O'Donnell APD: Brian Cody MD: Marissa Lanchak	WNCI/Columbus, OH PD: Michael McCoy MD: Maxwell	WDJX/Louisville, KY PD: Shane Collins APD/MD: Ben Davis	WXLK/Roanoke, VA PD: Kevin Scott APD: Danny Meyers MD: Bob Patrick
WKFF/Albany, NY PD: Randy McCarten	KKPN/Corpus Christi, TX OM/MD: Scott Holt APD/MD: Dave Ross	WZKF/Louisville, KY PD/MD: Matt Ryan	WKGS/Rochester, NY PD: Erick Anderson MD: Jesse Graf
KKOB/Albuquerque, NM DM: Eddie Haskell PD: Justin Riley APD: Mark Anderson MD: Carlos Duran	KHKS/Dallas, TX PD: Patrick Davis APD/MD: Billy The Kidd	WZEE/Madison, WI OM: Mike Ferris PD: Jon Reilly	WPXY/Rochester, NY PD: Mike Danger
WAEB/Allentown, PA PD: Laura St. James MD: Eric Chase	WDKF/Dayton, OH OM: Tony Tifford APD/MD: Ryan Drake	WAOA/Melbourne, FL PD: Tony Banks	KDND/Sacramento, CA PD: Dan Mason MD: Christopher K.
WXIX/Appleton, WI PD: Tony Waitkus MD: David Burns	WVVB/Daytona Beach, FL DM: Frank Scott PD: Ammie Olson	WBVD/Melbourne, FL OM: Ken Holiday PD: Mike Klein	WIOG/Saginaw, MI PD: Jerry Noble APD: Dernas
WKSZ/Appleton, WI PD: Dayton Kane APD/MD: Brian Davis	KKDM/Des Moines, IA OM/MD: Greg Chance MD: Scotty Cage	WHBQ/Memphis, TN OM: Chris Taylor PD: Karson Witha K MD: Joe Mack	KZHT/Salt Lake City, UT OM: Jeff Cochran PD: Jeff McCartney MD: Tricia Jenkins
WSTR/Atlanta, GA PD: Dan Bowen MD: Michael Chase	WKQI/Detroit, MI PD: Dom Theodore APD/MD: Beau Daniels	WHYI/Miami, FL OM/MD: Rod Phillips MD: Michael Yo	KXXM/San Antonio, TX OM: George King PD: Tony Travatto APD/MD: Russell Rush
WWWQ/Atlanta, GA OM/MD: Rob Roberts APD/MD: Johnny O	WWCK/Flint, MI DM: Jeff Wade PD: Jeff Andrews	WXSS/Milwaukee, WI DM/MD: Brian Kelly APD/MD: JoJo Martinez	KHTS/San Diego, CA PD: Jimmy Steele APD/MD: Hitman Haze
WHHD/Augusta, GA PD: Chuck Whitaker APD: Kris Fisher	WXXB/Ft. Myers, FL PD: Matt Johnson MD: Bruce The Moose	KDWB/Minneapolis, MN OM/MD: Rob Morris MD: Lucas	Sirius Hits 1/Satellite OM: Kid Kelly PD: Jim Ryan APD/MD: Ryan Sampson
KHFI/Austin, TX OM: Mac Daniels PD: Jay Shannon MD: Tony Cortez	WYKS/Gainesville, FL OM: Kevin Quinn PD/MD: Riggs	WABB/Mobile, AL PD: Zac Davis APD/MD: QTIP	XM Top 20 on 20/Satellite DM: Richard Perry PD: Joe Roberts APD: Madden MD: Reagan Marks
WFMF/Baton Rouge, LA PD: Kevin Campbell	WHTS/Grand Rapids, MI OM: Brent Alberts PD: Jack Spade	KHOP/Modesto, CA DM: Richard Perry PD: Joe Roberts APD: Madden MD: Reagan Marks	WAEV/Savannah, GA PD/MD: Russ Francis
KQXY/Beaumont, TX PD/MD: Brandin Shaw APD: Patrick Sanders	WSNX/Grand Rapids, MI OM: Doug Montgomery PD: Eric O'Brien APD: Holmes	WHHY/Montgomery, AL DM: Bill Jones PD/MD: Steve Smith	KBKS/Seattle, WA PD: Steve Rivers APD: Marcus D. MD: Eric Tyler
WXYK/Biloxi, MS DM: Kenny Vest PD: Lucas	WKZL/Greensboro, NC OM: Jason Goodman APD: Josie	WRVW/Nashville, TN DM: Jason Goodman APD: Josie	WNTQ/Syracuse, NY OM/MD: Tom Mitchell MD: Rick Roberts
WQEN/Birmingham, AL DM: Tom Hanrahan PD: Keith Allen APD/MD: Madison Reeves	WERO/Greenville, NC PD: Chris "Hollywood" Mann APD/MD: Beaver	WBLI/Nassau, NY OM: Nancy Cambino PD: Jeremy Rice APD: Al Levine MD: Gabrielle Vaughn	WSPW/Springfield, MO DM/MD: Chris Cannon
KSAS/Boise, ID PD: Steve "Keke Luv" Kicklighter APD: Chris "Lucky" Stewart	WFBC/Greenville, SC PD: Chase Murphy MD: Natalie Randall	WFHN/New Bedford, MA PD: Jim Reitz MD: Michael Rock	KSLZ/St. Louis, MO PD: Tommy Austin MD: Taylor J
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WVSR/Charleston, WV OM: Jeff Whitehead PD: Wade Hill MD: Jason Reed	WAEZ/Johnson City, TN PD: Bill Hagy APD/MD: Jason Reed	WKST/Pittsburgh, PA PD: Alex Tear APD: Drew Hall MD: Dylan	KZCH/Wichita, KS OM: Lyman James PD/MD: Sammy Suarez
WNKS/Charlotte, NC DM/MD: John Reynolds MD: Otis	KMXV/Kansas City, MO OM: Mike Rowen PD: Ponch	WJBO/Portland, ME OM/MD: Tim Moore MD: Mike Adams	WBHT/Wilkes Barre, PA PD: A.J. MD: Marino
WKSC/Chicago, IL PD: Rick Gillette MD: Jeff Murray	WWST/Knoxville, TN PD: Rich Bailey MD: Scott Bohannon	KKRZ/Portland, OR PD: Brian Bridgman APD: Mick Lee	WKRZ/Wilkes Barre, PA PD: Mike O'Donnell APD/MD: Kelly K.
WKFS/Cincinnati, OH OM: Scott Reinhart PD: Mark Anderson	KSMB/Lafayette, LA OM: Keith LeBlanc PD: Bobby Novosad MD: Chris Reed	WPRO/Providence, RI OM/MD: Tony Bristol APD/MD: Davey Morris	WSTW/Wilmington, DE PD: Mike Yeager APD/MD: Mike Rossi
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KKMG/Colorado Springs, CO OM: Bobby Irwin PD: John Fox MD: Kat Jensen	WJIM/Lansing, MI PD: Josh Strickland	WQWY/Reno, NV APD: Johnny B	WHOT/Youngstown, OH MD: J-Dub
KVUU/Colorado Springs, CO PD: Chris Pickett MD: Darren McKee	WLKT/Lexington, KY PD: JB Wilde	KWYL/Reno, NV DM/MD: Nick Elliott	
WNOK/Columbia, SC PD: Brian Paiz MD: Kelly Nash	KLAL/Little Rock, AR APD: Ed Johnson MD: Charlotte	WRVQ/Richmond, VA PD: Boomer	
WCGQ/Columbus, GA PD: Dave Arwood	KIIS/Los Angeles, CA PD: John Ivey APD/MD: Julie Pilot		



▶ "YOUR LOVE IS A LIE" JUMPS 28-18, GIVING SIMPLE PLAN ITS SECOND STRAIGHT TOP 20 CANADA CHR/TOP 40 HIT FROM ITS SELF-TITLED ALBUM.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	2	11	SARA BAREILLES LOVE SONG	EPIC	3366	+114
2	1	11	CHRIS BROWN WITH YOU	JIVE/ZOMBA	3322	+9
3	4	12	RIHANNA DON'T STOP THE MUSIC	SRP/DEF JAM/UMG	3148	+19
4	3	17	FLO RIDA FEAT. T-PAIN LOW	POE BOY/ATLANTIC	3020	-193
5	5	19	BUCKCHERRY SORRY	ELEVEN SEVEN/ATLANTIC	2736	+118
6	7	11	MILEY CYRUS SEE YOU AGAIN	HOLLYWOOD	2547	+77
7	6	17	SEAN KINGSTON TAKE YOU THERE	BELUGA HEIGHTS/EPIC	2346	-200
8	9	8	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR	19/JIVE/ZOMBA	2251	+272
9	11	12	DNEREPUBLIC STOP AND STARE	MOSLEY/INTERSCOPE	2051	+166
10	8	18	LINKIN PARK SHADOW OF THE DAY	WARNER BROS.	1989	-212
11	15	4	MARIAH CAREY TOUCH MY BODY	ISLAND/UMG	1889	+284
12	13	10	DAUGHTRY FEELS LIKE TONIGHT	RCA/RMG	1862	+85
13	10	16	TAYLOR SWIFT TEARDROPS ON MY GUITAR	BIG MACHINE/UNIVERSAL REPUBLIC	1665	-240
14	17	16	THREE DAYS GRACE NEVER TOO LATE	JIVE/ZOMBA	1646	+53
15	20	4	USHER FEAT. YOUNG JEEZY LOVE IN THIS CLUB	LAFACE/ZOMBA	1539	+191
16	21	6	JONAS BROTHERS WHEN YOU LOOK ME IN THE EYES	HOLLYWOOD	1450	+66
17	12	19	ALICIA KEYS NO ONE	MBK/J/RMG	1448	-344
18	16	25	TIMBALAND FEAT. DNEREPUBLIC APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE	1408	-181
19	14	22	FERGIE CLUMSY	WILL.I.AM/AGM/INTERSCOPE	1380	-287
20	19	7	LUPE FIASCO FEAT. MATTHEW SANTOS SUPERSTAR	1ST & 15TH/ATLANTIC	1365	+34
21	24	4	LEDNA LEWIS BLEEDING LOVE	SYCO/J/RMG	1311	+327
22	18	14	SNOOP DOGG SENSUAL SEDUCTION	DOGGYSTYLE/GEFFEN/INTERSCOPE	1273	-134
23	22	15	BOYS LIKE GIRLS HERO/HEROINE	COLUMBIA	1145	-78
24	25	8	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN	MBK/J/RMG	1038	+158
25	26	11	LIFEHOUSE WHATEVER IT TAKES	GEFFEN/INTERSCOPE	995	+103
26	23	18	WYCLEF JEAN FEAT. AKON, LIL WAYNE & NIIA SWEETEST GIRL (DOLLAR BILL)	COLUMBIA	817	-403
27	27	9	CASCADA WHAT HURTS THE MOST	ROBBINS	798	-86
28	31	4	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE	PHONOGEN/EPIC	728	+99
29	29	20	CHRIS BROWN FEAT. T-PAIN KISS KISS	JIVE/ZOMBA	645	-10
30	34	2	CHERISH FEAT. YUNG JOC KILLA	SHO'NUFF/CAPTOL	588	+134
31	28	20	SANTANA FEAT. CHAD KRDEGER INTO THE NIGHT	ARISTA/RMG	558	-85
32	30	14	ENUR FEAT. NATASJA CALABRIA 2008	ULTRA	557	-88
33	33	5	COLBIE CAILLAT REALIZE	UNIVERSAL REPUBLIC	551	+92
34	35	3	WEBBIE, LIL' PHAT & LIL BOOSIE INDEPENDENT	TRILL/ASYLUM/ATLANTIC	543	+152
35	39	2	FLYLEAF ALL AROUND ME	AGM/OCTONE/INTERSCOPE	436	+37
36	NEW		FERGIE FINALLY	WILL.I.AM/AGM/INTERSCOPE	433	+120
37	NEW		BRITNEY SPEARS BREAK THE ICE	JIVE/ZOMBA	413	+52
38	NEW		TAYLOR SWIFT OUR SONG	BIG MACHINE/UNIVERSAL REPUBLIC	407	+149
39	NEW		SALLY ANTHONY SO LONG	GRACIE	400	+29
40	NEW		PARAMORE CRUSH/CRUSH/CRUSH	FUELED BY RAMEN/RRP	352	-31

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	15	FLO RIDA FEATURING T-PAIN LOW	POE BOY/ATLANTIC/WARNER	605	-32
2	2	10	CHRIS BROWN WITH YOU	JIVE/SONY BMG	564	+10
3	4	5	MARIAH CAREY TOUCH MY BODY	ISLAND/UNIVERSAL	469	+45
4	5	21	HEDLEY FOR THE NIGHTS I CAN'T REMEMBER	UNIVERSAL	432	+10
5	11	4	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB	LAFACE/SONY BMG	428	+65
6	10	7	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR	19/JIVE/SONY BMG	406	+32
7	6	28	RIHANNA DON'T STOP THE MUSIC	SRP/DEF JAM/UNIVERSAL	402	+10
8	9	18	ENUR FEATURING NATASJA CALABRIA 2008	ULTRA	398	+18
9	3	21	WYCLEF JEAN FEAT. AKON, LIL WAYNE & NIIA SWEETEST GIRL (DOLLAR BILL)	COLUMBIA/SONY BMG	388	-43
10	8	17	ELISE ESTRADA UNLOVE YOU	ROCKSTAR	385	0
11	12	10	MILEY CYRUS SEE YOU AGAIN	HOLLYWOOD/UNIVERSAL	367	+11
12	14	8	SARA BAREILLES LOVE SONG	EPIC/SONY BMG	366	+28
13	16	10	BUCKCHERRY SORRY	ELEVEN SEVEN/UNIVERSAL	357	+42
14	7	15	SEAN KINGSTON TAKE YOU THERE	BELUGA HEIGHTS/EPIC/SONY BMG	352	-34
15	15	12	JANET FEEDBACK	ISLAND/UNIVERSAL	345	+16
16	20	7	STATE OF SHOCK HEARTS THAT BLEED	CORDOVA BAY	295	+42
17	21	5	JULY BLACK UNTIL I STAY	UNIVERSAL	290	+44
18	28	4	SIMPLE PLAN YOUR LOVE IS A LIE	LAVA/ATLANTIC/WARNER	283	+49
19	13	18	BRITNEY SPEARS PIECE OF ME	JIVE/SONY BMG	274	-82
20	24	6	LEDNA LEWIS BLEEDING LOVE	SYCO/J/SONY BMG	268	+28
21	26	30	THREE DAYS GRACE NEVER TOO LATE	JIVE/SONY BMG	260	+22
22	18	21	ALICIA KEYS NO ONE	MBK/J/SONY BMG	245	-43
23	23	14	DANNY FERNANDES FEATURING JUELZ SANTANA CURIOUS	FORTUNE 5	243	0
24	30	13	DNEREPUBLIC STOP AND STARE	MOSLEY/INTERSCOPE/UNIVERSAL	242	+28
25	22	8	SUM 41 WITH ME	AQUARIUS	240	-4
26	27	19	JORDIN SPARKS TATTOO	19/JIVE/SONY BMG	231	-6
27	25	14	KREESHA TURNER BOUNCE WITH ME	EMI	231	-9
28	32	8	FABER DRIVE WHEN I'M WITH YOU	UNIVERSAL REPUBLIC/UNIVERSAL	228	+25
29	42	4	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR	1ST & 15TH/ATLANTIC/WARNER	217	+44
30	19	27	TIMBALAND FEAT. DNEREPUBLIC APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	212	-57

FOR WEEK ENDING MARCH 16, 2008

♦ indicates CanCon



Empowering lyrics and a great beat help make collaboration a hit

'Independent' Hit Factor

Darnella Dunham

DDunham@RadioandRecords.com

In November 2004, the Lil Jon album track "Lovers & Friends" featuring Usher and Ludacris debuted on R&R's Rhythmic chart. On Valentine's Day 2005, the song reached No. 1, even though T.V.T. never formally released it as a single. The crunk movement was riding high at the time, Lil Jon was a major artist, and "Lovers & Friends" showed that a Southern song offering something for the ladies and a catchy beat could gain plenty of traction at the format.

Fast forward to 2008, where Baton Rouge, La., native Webbie has proved that this formula still works. "Independent," his collaboration with Lil Phat and Lil Boosie, reached No. 1 on R&R's Feb. 8 Urban chart, and is one position shy of the same slot at Rhythmic.

What "Lovers & Friends" and "Independent" have in common are female-friendly lyrics and three Southern artists on each track. While the former track has a more subdued beat with sexy lyrics, "Independent" offers empowering content to the ladies over a beat that instantly blew up in the clubs.

Webbie is signed to Trill Entertainment, and label founders Mel (Melvin Vernell Jr.) and Turk (Marcus Roach) have experienced previous chart success. However, "Independent" is the label's first single to reach the upper echelons at urban and rhythmic—and has crossed to CHR/top 40, where it is No. 32 this week. Turk says, "A lot of songs we had made it into the top 10, but none of them ever went No. 1. To be doing something positive and go No. 1 is a blessing all the way around the board."

Mel and Turk believe in letting their artists express themselves, but they encouraged Webbie, Boosie and Lil' Phat to create a song that females would respond to.

"We sat down with them and explained that the whole object of the song was for strong women like our moms, our sisters, our grandmothers and different people that we

have in our life," Turk says. "We kept them in mind and it kind of rolled from there. And then they wrote different life experiences that they had in the song, and it just came out to be that good."

The lyrics certainly helped "Independent" catch the ear of programmers. Emmis/Austin FM OM and KDHT (Hot 93.3)/Austin PD Chase says, "I remember the first time we played it in the music meeting. At that time I thought, 'This is going to be a female anthem.' The lyrics definitely made this song jump to the top of our list."

Milcreek's KUUU (U92)/Salt Lake City PD Brian Michel adds, "The fact that the lyrics weren't offensive to anyone was a plus. The real driving factor for me was just the infectious sound of the song. I remember the first time I heard it—at the Lawman 4th Quarter Music Presentations in San Francisco. As soon as Asylum dropped that on attendees, my music director Kevin Cruise and I looked at each other and said, 'Wow, that's a smash.'"

Flinn's KXHT (Hot 104.1)/Memphis is approaching 2,000 spins on the single. PD Maurice "Mo Better" Rivera says he felt the need to play it primarily because of the artists who appear on it. "It just made sense—Boosie, Webbie—those guys had a following out here since they dropped their first combo album. People just liked them."

The spelling out of the title in the hook is another component in the song's favor, and

'The whole object of the song was for strong women like our moms, our sisters, our grandmothers.'

—Turk (Marcus Roach)



Vernell



Chase



Michel



Rivera

when Mel and Turk heard it, they knew it would work for radio. "When we heard the track and the hook, it was pretty much a no-brainer," Turk says. Rivera adds, "It's just one of those tracks that sucks you in, then all of a sudden you're thinking, 'He's teaching me how to spell!' " For KDHT, "It seems like any song that spells out a word manages to do pretty well," Chase says. Michel adds, "Besides the beat and production value, the biggest thing listeners noticed was the spelling out of I-N-D-E-P-E-N-D-E-N-T in the song. We would get calls and e-mails, right after playing it, with listeners asking, 'What is that song where he spells out "independent"?' "

It didn't take long for male and female listeners to respond once the song went into rotation. Chase says, "It was instantly a big female phone record, and over 1,000 spins later we still get calls for it, even from the guys."

Rivera says, "This record could have gone to radio before these mixtape and club guys had it. Once in a while, it's good to hear a record where somebody's not trying to pimp somebody or trying to get 10 a key [kilogram]."

Now that Webbie's "Independent" has crossed over, is anyone surprised by its mass appeal nationally? "I'm actually surprised that top 40 stations are starting to play this record," Rivera says. Michel adds, "Webbie has certainly transcended regional bounds. That's credit to the production and the song content. It's actually a song that is not decidedly regional in lyrics or by its sound. It is just simply a good song."

Chase isn't shocked that "Independent" has reached these heights, because "it's fun, upbeat and relates on a female level. Not to mention, it packs the dancefloor. That combination has 'national hit' written all over it."

R&R

What's Next?

Now that Trill Entertainment founders Mel and Turk have reaped the benefits of a female-friendly song with street cred, expect to hear more songs in the future with a similar combination. However, the pair insists it is not trying to force any subject matter on its artists that they're not interested in. Mel and Turk want their acts to express a range of emotions, "but we just tried to keep it a little cleaner—to put some parental control over these boys," Turk says.

The second single from Webbie's sophomore album, "Savage Life 2," is "I Miss You," featuring LeToya Luckett. It is not cut from the same cloth as "Independent." Turk says, "It's a slower-tempo song based on him missing this girl, being in the industry that we're in, how we'll be gone a lot of times."

"I Miss You" went for adds March 18.

—DD



► **FLO RIDA'S "ELEVATOR"** CONTINUES TO RISE. THE SONG POSTS THE BIGGEST POSITION JUMP ON THE CHART (27-19) AND SCORES MOST INCREASED PLAYS ON THE RAP LIST (UP 679) WHERE IT ENTERS THE TOP 10 (14-10).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BOS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW	PLAYS +/-	AUDIENCE MILLIONS	RANK
1	1	15	CHRIS BROWN WITH YOU	NO. 1 (5 WKS)	11 ☆	5485	-278	43.190	1
2	2	15	WEBBIE, LIL' PHAT & LIL' BOOSIE		11	4914	-262	31.367	3
3	3	27	FLO RIDA FEATURING T-PAIN LOW		11 ³	4628	-406	33.825	2
4	4	8	RAY J & YUNG BERG SEXY CAN I		11	4329	+550	30.589	4
5	6	5	MARIAH CAREY TOUCH MY BODY		11 ☆	4210	+547	29.506	6
6	8	5	USHER FEAT. YOUNG JEEZY LOVE IN THIS CLUB	MOST INCREASED PLAYS	11 ☆	4129	+594	29.695	5
7	7	10	RIHANNA DON'T STOP THE MUSIC		11 ☆	3581	-12	24.118	7
8	5	18	J. HOLIDAY SUFFOCATE		11 ☆	3409	-329	20.636	10
9	10	10	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR		11 ☆	3026	-87	22.411	8
10	14	9	2 PISTOLS FEATURING T-PAIN & TAY DIZM SHE GOT IT		11 ☆	2831	+319	15.861	14
11	9	16	SNOOP DOGG SENSUAL SEDUCTION		11	2668	-757	21.358	9
12	16	6	COLBY O'DONIS FEATURING AKON WHAT YOU GOT		11 ☆	2541	+568	19.178	12
13	11	22	SEAN KINGSTON TAKE YOU THERE		11 ☆	2515	-345	17.075	13
14	13	17	PITBULL FEATURING LIL JON THE ANTHEM		11 ☆	2433	-264	19.633	11
15	17	8	MARIO CRYING OUT FOR ME		11 ☆	2132	+207	14.398	16
16	12	16	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		11 ☆	2072	-641	10.933	20
17	19	10	SHAWTY LO DEY KNOW	AIRPOWER	11 ☆	1990	+259	12.862	18
18	18	11	THE-DREAM FALSETTO		11 ☆	1901	+111	14.805	15
19	27	4	FLO RIDA FEATURING TIMBALAND ELEVATOR		11 ☆	1634	+434	9.859	22
20	15	21	TREY SONGZ CAN'T HELP BUT WAIT		11 ☆	1605	-344	9.221	26
21	23	7	KEYSHIA COLE I REMEMBER		11 ☆	1464	+123	10.500	21
22	26	6	CHERISH FEATURING YUNG JOC KILLA		11 ☆	1445	+200	9.699	23
23	25	5	RYAN LESLIE DIAMOND GIRL		11 ☆	1443	+171	9.659	24
24	22	18	BIG GEMINI HYPNOTIZED		11 ☆	1429	-32	8.442	27
25	21	14	FAT JOE FEATURING J. HOLIDAY I WON'T TELL		11 ☆	1373	-242	13.441	17
26	31	5	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		11 ☆	1323	+449	8.086	28
27	28	4	LIL MAMA FEATURING CHRIS BROWN & T-PAIN SHAWTY GET LOOSE		11 ☆	1199	+126	6.301	29
28	34	2	RICK ROSS FEATURING T-PAIN THE BOSS		11 ☆	1111	+344	9.398	25
29	24	20	FERGIE CLUMSY		11 ² ☆	961	-315	5.909	30
30	37	4	THE DEY GIVE YOU THE WORLD		11 ☆	840	+105	4.807	32
31	29	17	KANYE WEST FEATURING DWELE FLASHING LIGHTS		11 ☆	830	-164	12.001	19
32	33	11	BIRDMAN FEATURING LIL WAYNE POP BOTTLES		11 ☆	715	-49	4.467	33
33	38	9	ASIA CRUISE SELFISH		11 ☆	690	+11	3.449	38
34	39	2	LEONA LEWIS BLEEDING LOVE		11 ☆	676	+102	4.125	35
35	32	15	ENUR FEATURING NATASJA CALABRIA 2008		11 ☆	670	-100	5.636	31
36	NEW		DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST & JERMAINE DUPRI FINER THINGS		11 ☆	657	+213	4.212	34
37	30	8	BOW WOW & OMARION HEY BABY (JUMP OFF)		11 ☆	657	-331	2.800	-
38	35	20	BABY BASH FEATURING SEAN KINGSTON WHAT IS IT		11 ☆	564	-158	3.349	39
39	NEW		SOULJA BOY TELL'EM FEATURING ARAB YAHHH!		11 ☆	530	+82	3.724	36
40	NEW		DANITY KANE DAMAGED		11 ☆	520	+144	3.088	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
LLOYD FEAT. LUDACRIS How We Do It (Around My Way) (The Inc./Universal Motown)	18
WIZ KHALIFA Say Yeah (Rostrom/Warner Bros.)	14

COLBY O'DONIS FEAT. AKON 10
What You Got
(KonLive/Geffen/Interscope)

C-SIDE FEAT. KEYSHIA COLE 10
Boyfriend/Girlfriend
(1720/Universal Republic)

FLO RIDA FEAT. TIMBALAND 9
Elevator
(Poe Boy/Atlantic)

RICK ROSS FEAT. T-PAIN 8
The Boss
(Slip-N-Slide/Def Jam/DJMG)

PLIES FEAT. NE-YO 8
Bust It Baby (Part 2)
(Big Gates/Slip-N-Slide/Atlantic)

LIL WAYNE FEAT. STATIC MAJOR 8
Lollipop
(Cash Money/Universal Motown)

SHAWTY LO 7
Dey Know
(D&L/Asylum)

CHERISH FEAT. YUNG JOC 7
Killa
(Sho'Nuff/Capitol)

ADDED AT... KYZZ
Monterey, CA
PO: Tommy Del Rio
Bone Thugs-N-Harmony, Young Thugs, O C-Side Feat. Keyshia Cole, Boyfriend/Girlfriend, O Kid Sister Feat. Kanye West, Pro Nails, O Plies Feat. Ne-Yo, Bust It Baby (Part 2), O

FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
GRIND MODE She's So Fly (I'm So High) (GrindMode/DadeTown/Universal Republic)	498/31	E-40 FEAT. LIL JON Turf Drop (Sick Wid' It/BME/Warner Bros.)	298/61
TOTAL STATIONS: 40		TOTAL STATIONS: 29	
ROCKO Umma Oo Me (Rocky Road/Island Urban/DJMG)	497/148	PLIES FEAT. NE-YO Bust It Baby (Part 2) (Big Gates/Slip-N-Slide/Atlantic)	257/146
TOTAL STATIONS: 52		TOTAL STATIONS: 28	
MR. CAPONE-E Let Me Luv You Girl (Hi Power)	412/43	ICE CUBE Gangsta Rap Made Me Do It (Lench Mob)	249/6
TOTAL STATIONS: 27		TOTAL STATIONS: 25	
C-SIDE FEAT. KEYSHIA COLE Boyfriend/Girlfriend (1720/Universal Republic)	382/164	WIZ KHALIFA Say Yeah (Rostrom/Warner Bros.)	227/45
TOTAL STATIONS: 36		TOTAL STATIONS: 45	
BABY BASH FEAT. KEITH SWEAT Don't Stop (Arista/RMG)	336/144	DAVID BANNER FEAT. CHRIS BROWN & YUNG JOC Get Like Me (Stuntin' Is A Habit) (B.i.G. f.a.c.e./SRC/Universal Motown)	183/71
TOTAL STATIONS: 30		TOTAL STATIONS: 25	

MOST INCREASED PLAYS

+594	☆	USHER FEAT. YOUNG JEEZY Love In This Club (LaFace/Zomba)
+568		COLBY O'DONIS FEAT. AKON What You Got (KonLive/Geffen/Interscope)
+550		RAY J & YUNG BERG Sexy Can I (Knockout/Deja 34/Koch/Epic)
+547	☆	MARIAH CAREY Touch My Body (Island/DJMG)
+449	☆	JORDIN SPARKS DUET WITH CHRIS BROWN No Air (19/Jive/Zomba)

FOR WEEK ENDING MARCH 16, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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Arbitron Urban PD Clinic provides latest on PPM, FCC and other programming concerns

Getting The Sample Right

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The agenda at Arbitron's eighth annual Urban PD Clinic offered a wide gamut of topics relevant to programmers: trends in the urban marketplace, improvements to the diary and small-market ratings services and sample weighting among them. The event—held Feb. 29 at Arbitron headquarters in Columbia, Md., and coordinated by the company's director of urban media services Julian Davis—also boasted an impressive array of speakers.

But the topic pervading the clinic was one that has caused much concern and debate at urban radio: the PPM.

Under fire for inadequate sampling of young demos and for dramatically lower urban ratings in the PPM service compared with the diary, several Arbitron experts spoke about sampling, panel relations, data and research. After patiently listening to their presentations, one attendee insisted that someone address the issue that everyone wanted clarity on: What is being done to increase the PPM's 18-34 sample?

Arbitron said the majority of panelists are complying and consistently carrying their meters. Moreover, this consistency is occurring market to market and across various races and ethnicities.

However, Arbitron acknowledged that getting a

larger volume of 18- to 34-year-olds to comply has been one of its biggest obstacles. To remedy the situation, it has made several enhancements, starting with higher incentives for 18- to 24-year-olds to carry their meters, in November 2007 and February 2008. Arbitron representatives refused to provide details, saying that all of its PPM incentives are individually based. However, they did disclose that young males are promised an incentive of \$10 for complying.

The challenge of getting listeners between the ages of 18 and 34 to become faithful PPM panelists or fill out a ratings diary isn't exclusive to urban and Hispanic formats—it's a problem for all formats targeting that demo. The group's tendency to relocate more frequently than older listeners makes them hard to keep up with. And the increasing trend

Lee Michaels: 'Urgency' Needed Online

One of the most compelling speakers at this year's Urban PD Clinic was Syndication One national PD Lee Michaels. In a luncheon keynote address, he called for a sense of urgency at urban radio and the medium as a whole when it comes to online initiatives. "Streaming isn't enough," Michaels said. "It was enough 10 years ago."

The first step is to simply ask listeners how they are using the Internet and invest time in learning what 18- to 34-year-olds are doing online, Michaels said. This will keep programmers ahead of the curve and allow them to foresee trends. "Listeners are setting the trends and programmers are playing catch-up," he said. PDs and MDs must learn

more about the Internet to understand how to make it a more useful tool.

To improve radio Web site appeal, Michaels suggested stations create video elements, perhaps even a TV show. Maintaining a fresh site is also essential.

Michaels also discussed the significance of online ad revenue surpassing radio revenue before encouraging programmers to "stay up-to-date, embrace the change, understand it, implement it, make it work for you" and, most important, "monetize it."

Michaels concluded, "Your Internet is as important as what you do over the air." —DD



Michaels



Patchen

among 18-34s to shun landlines in favor of cell phones has become a major sampling obstacle.

The introduction this month of cell phone PPM modems for cell phone-only homes—12.6% of U.S. households—is expected to help. Unlike the diary service, Arbitron includes cell phone-only households in PPM samples. But until now, it had to have the local phone company install a telephone line in those households for uploading the meter's data, adding a level of inconvenience—someone had to be home during the installation process. Putting in a cell phone modem is a lot quicker and easier.

One reason some 18- to 24-year-olds carry their PPMs less frequently is because they simply forget—their lifestyles tend to be less routine than older participants. Arbitron asked panelists in the demo for suggestions on how they could get them to carry the meters more consistently, and users suggested offering a reminder in the form of a wake-up call. Arbitron has since introduced what it calls its concierge service for the entire 18-34 demo. And for the younger end of the demo, in-person coaching on the PPM is also available.

What's more, the previously static PPM Web site has been replaced with a new, more personalized site called My Meter and Me. It's designed to better appeal to younger listeners by giving them the ability to track their PPM reward points for future

incentives. Arbitron chief research officer Bob Patchen says, "Giving PPM panelists reward points based on the amount of time they carry their meters is a patented means of motivating good survey compliance. You can't reward respondents based on the number of entries they fill out or on the number of buttons they push. Because the PPM is passive and portable, you can use motion as a measure of survey compliance. That's what makes My Meter and Me such a compelling idea."

Meanwhile, the meter itself is being revamped with a larger memory capacity and longer battery life. The next PPM model will be one-third smaller, have a more oval shape and feature an integrated skin option. Arbitron is hopeful that skins and other meter accessories currently being tested in Houston will increase 18- to 24-year-olds' compliance levels. R&R

Straight From The Commissioner

FCC commissioner Deborah Taylor Tate—the self-described voice for family and children's issues—is concerned about increasing online safety for children and encouraging content providers to minimize violent material. One of several speakers at the Arbitron Urban PD Clinic, the Republican commissioner is also pushing to increase minority involvement in media ownership. African Americans represent 13% of the U.S. population but own just 1.3% of all broadcast outlets. Lack of access to financing, spectrum and opportunity are three hurdles stunting African-American and Hispanic media ownership, she said.

The transition of analog TV stations to exclusively digital broadcasts is a message the commission is working hard to spread. After Feb. 17, 2009, nondigital sets will need a converter box in order to receive TV broadcasts. While Tate acknowledged this issue doesn't directly affect radio programmers, she emphasized the important role that radio plays in dispersing information to the public.

During a Q&A session that followed her speech, Inner City urban AC KBLX/San Francisco PD/morning host Kevin Brown asked about the FCC's position on "no urban" advertising dictates. Tate said the commission is concerned about the issue and is committed to ensuring that such dictates are no longer a standard practice, before noting that a FCC lawyer was present and that she wasn't able to make further comments on the issue.—DD



► **FAT JOE** CRACKS THE TOP 10 FOR THE FOURTH TIME AS "I WON'T TELL," FEATURING J. HOLIDAY, MOVES 11-7 AS HIS EIGHTH STUDIO ALBUM, "THE ELEPHANT IN THE ROOM," HIT STORES MARCH 11.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	14	THE-DREAM FALSETTO	NO. 1 (1 WK)	★	4288 +85	38.291 1
	1	15	CHRIS BROWN WITH YOU		★	4051 -244	34.280 2
3	6	5	USHER FEAT. YOUNG JEEZY LOVE IN THIS CLUB	MOST INCREASED PLAYS	★	3835 +513	32.084 4
4	4	17	SHAWTY LO DEY KNOW		★	3663 -4	31.965 5
5	3	16	KEYSHIA COLE I REMEMBER		★	3574 -305	33.517 3
6	9	8	RAY J & YUNG BERG SEXY CAN I		★	3169 +207	26.276 8
7	11	13	FAT JOE FEATURING J. HOLIDAY I WON'T TELL		★	3073 +136	23.975 10
8	5	22	J. HOLIDAY SUFFOCATE		★	3064 -312	30.724 6
9	13	5	MARIAH CAREY TOUCH MY BODY		★	3018 +262	22.647 13
10	7	25	MARIO CRYING OUT FOR ME		★	3007 -298	30.585 7
11	10	14	ROCKO UMMA DO ME		★	2980 +36	22.897 12
12	8	20	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT		★	2767 -451	25.399 9
13	12	20	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		★	2445 -373	23.932 11
14	17	7	RICK ROSS FEATURING T-PAIN THE BOSS		★	2332 +329	18.741 16
15	14	17	SNOOP DOGG SENSUAL SEDUCTION		★	2172 -311	20.588 14
16	16	9	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR		★	2077 -14	17.633 17
17	15	23	FLO RIDA FEATURING T-PAIN LOW		★	2011 -221	17.386 18
18	18	24	MARY J. BLIGE JUST FINE		★	1849 -65	20.198 15
19	20	7	2 PISTOLS FEAT. T-PAIN & TAY DIZM SHE GOT IT	AIRPOWER	★	1793 +128	11.980 19
20	19	8	MISSY ELLIOTT CHING-A-LING		★	1514 -155	10.006 23
21	21	5	SOULJA BOY TELL'EM FEATURING ARAB YAHHH!		★	1314 +62	8.182 26
22	23	7	LYFE JENNINGS NEVER NEVER LAND		★	1257 +116	7.711 27
23	26	3	ASHANTI THE WAY THAT I LOVE YOU		★	1251 +222	10.421 21
24	31	7	RAHEEM DEVAUGHN CUSTOMER		★	1099 +160	10.190 22
25	30	5	TREY SONGZ LAST TIME		★	1089 +140	8.532 25
26	33	6	RYAN LESLIE DIAMOND GIRL		★	1073 +197	7.221 28
27	25	9	DOLLA FEATURING T-PAIN & TAY DIZM WHO THE *** IS THAT?		★	1062 +12	6.424 32
28	27	6	LIL' WIL MY DOUGIE		★	1034 +17	7.144 29
29	28	4	LIL MAMA FEATURING CHRIS BROWN & T-PAIN SHAWTY GET LOOSE		★	1019 +62	6.443 31
30	34	6	MIKE JONES FEATURING HURRICANE CHRIS DROP & GIMME 50		★	989 +132	4.775 37
31	29	4	JANET LUV		★	956 +1	5.242 36
32	24	17	KANYE WEST FEATURING DWELE FLASHING LIGHTS		★	940 -177	11.340 20
33	22	9	JAY-Z FEATURING PHARRELL I KNOW		★	938 -296	9.118 24
34	38	2	DAY26 GOT ME GOING		★	908 +294	6.618 30
35	37	3	FLO RIDA FEATURING TIMBALAND ELEVATOR		★	886 +245	4.359 38
36	NEW		PLIES FEATURING NE-YO BUST IT BABY (PART 2)		★	789 +312	5.450 35
37	32	11	JAHEIM NEVER		★	776 -152	5.751 34
38	36	6	CHERISH FEATURING YUNG JOC KILLA		★	695 +24	3.816 -
39	NEW		SEAN GARRETT FEATURING LUDACRIS GRIPPIN'		★	684 +207	3.574 -
40	NEW		JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		★	674 +360	3.872 39

MOST ADDED

ARTIST TITLE / LABEL NEW STATIONS

MARY J. BLIGE 39
Stay Down
(Matriarch/Geffen/Interscope)
KBTT, KIPR, KJMM, KKDA, KNDA, KOPW, KPRS, KRRQ, KVSP, WAMO, WBFA, WBLK, WBTF, WCDX, WDKX, WEMX, WEUP, WFXA, WFXE, WHTD, WHXT, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WPEG, WPGC, WPRW, WPWX, WQBT, WQQK, WRBJ, WTMG, WVEE, WWWZ, WZFX, WZHT

LLOYD FEAT. LUDACRIS 35
How We Do It (Around My Way)
(The Inc./Universal Motown)
KBTT, KDAY, KIPR, KJMM, KKDA, KNDA, KOPW, KRRQ, KVSP, Sirius Hot Jamz, WAMO, WBFA, WBLK, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WHXT, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WPEG, WPWX, WRBJ, WTMG, WWWZ, WXB, WZFX, WZHT, XM The City

WEBBIE FEAT. LETOYA LUCKETT 33
I Miss You
(Trill/Asylum/Atlantic)
KBTT, KIPR, KJMM, KKDA, KNDA, KOPW, KRRQ, KVSP, WAMO, WBFA, WBLK, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WHXT, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WPEG, WPWX, WQBT, WRBJ, WTMG, WWWZ, WZFX, WZHT

IG & LIL DP 16
Tip Witcha Boy
(Y & D Ent)
KBTT, KIPR, KNDA, KOPW, WAMO, WBFA, WBTF, WDKX, WEUP, WFXE, WJMI, WJTT, WJUC, WJZD, WTMG, WWWZ

DAY26 11
Got Me Going
(Bad Boy/Atlantic)
KBFB, KMJJ, KTCX, Sirius Hot Jamz, WBLX, WBTP, WHTD, WJBT, WJLB, WKYS, WQUE

JORDIN SPARKS DUET WITH CHRIS BROWN 8
No Air
(19/Jive/Zomba)
WCDX, WEMX, WHHL, WJBT, WOWI, WPHI, WPWX, WQUE

PLIES FEAT. NE-YO 7
Bust It Baby (Part 2)
(Big Gates/Slip-N-Slide/Atlantic)
KATZ, Sirius Hot Jamz, WBLX, WEAS, WOWI, WPHI, WQHH

LIL WAYNE FEAT. STATIC MAJOR 6
Lollipop
(Cash Money/Universal Motown)
KBFB, KDAY, KMEL, Sirius Hot Jamz, WQZB, WHHL

ADDED AT... WJKS
Wilmington, DE
PD: Tony Quartarone
MD: Manuel Mena
Lloyd Feat. Ludacris, How We Do It (Around My Way), 0
Mary J. Blige, Stay Down, 0
One Chance, U Can't, 0
Webbie Feat. LeToya Lockett, I Miss You, 0
FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
CASELY Emotional (Diaz Brothers/Epic/Koch) TOTAL STATIONS: 56	★ 522/50	NE-YO Go On Girl (Def Jam/IDJMG) TOTAL STATIONS: 36	★ 352/37
JAY-Z FEAT. MARY J. BLIGE You're Welcome (Not Listed) TOTAL STATIONS: 59	500/65	GRIND MODE She's So Fly (I'm So High) (GrindMode/DadeTown/Universal Republic) TOTAL STATIONS: 32	343/168
WEBBIE FEAT. LETOYA LUCKETT I Miss You (Trill/Asylum/Atlantic) TOTAL STATIONS: 39	400/53	SHEEK LOUCH Good Love (D-Block/Koch) TOTAL STATIONS: 44	325/69
BBY D I'm Bout Money (Big Oomp/Koch) TOTAL STATIONS: 42	383/60	TRINA FEAT. KEYSHIA COLE I Gotta Thang For You (Slip-N-Slide) TOTAL STATIONS: 36	292/194
SHAWTY LO Dunn, Dunn (D4L/Asylum) TOTAL STATIONS: 49	362/97	THE DEY Give You The World (Epic/Koch) TOTAL STATIONS: 40	274/159

MOST INCREASED PLAYS

+513	★ USHER FEAT. YOUNG JEEZY Love In This Club (LaFace/Zomba) KOPW +54, WJMI +23, WJMI +21, WPHI +21, WJZE +19, WZHT +18, WHHH +18, KMJJ +18, WBHJ +17, WJWZ +16
+360	JORDIN SPARKS DUET WITH CHRIS BROWN No Air (19/Jive/Zomba) WJKS +28, KOPW +19, WHHL +18, WJMI +17, XCTY +17, WBLX +16, WPHI +15, WQUE +15, WERQ +14, WDKX +14
+329	RICK ROSS FEAT. T-PAIN The Boss (Slip-N-Slide/Def Jam/IDJMG) WHTD +31, WJBT +27, SHJ +26, KBFB +22, WHHH +22, KBXX +20, WERQ +20, WTMG +19, XCTY +16, WENZ +16
+312	PLIES FEAT. NE-YO Bust It Baby (Part 2) (Big Gates/Slip-N-Slide/Atlantic) KHTE +35, WJMI +28, KBFB +28, WBFA +21, WEUP +21, WOWI +20, KATZ +17, WAMO +15, WEAS +13, WBTF +13
+294	DAY26 Got Me Going (Bad Boy/Atlantic) KMJJ +21, WPHI +20, WKYS +19, KTCX +17, WBLX +17, WBTP +15, KHTE +13, WJLB +12, KBXX +11, KKDA +11

FOR WEEK ENDING MARCH 16, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations. 82 urban stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Rap chart comprised of 82 urban and 76 Rhythmic electronically monitored Nielsen Broadcast Data Systems stations. © 2008 Nielsen Business Media, Inc. All rights reserved.

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► **KEITH SWEAT** LOCKS UP HIS FIFTH TOP 10 AS A SOLO ARTIST, AND FIRST SINCE 2002, AS "SUGA SUGA SUGA" MOVES 11-10. HE ALSO OWNS THREE TOP 10S AS A MEMBER OF LSG.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	19	KEYSHIA COLE I REMEMBER	NO. 1 (3 WKS) IMANI/GEFFEN/INTERSCOPE	2121 -32	17.913	3
2	3	19	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN	11 MBK/J/RMG	2030 +21	18.060	2
3	2	22	JAHEIM NEVER	DIVINE MILL/ATLANTIC	2010 -21	16.384	4
4	4	23	MARY J. BLIGE JUST FINE	11 MATRIARCH/GEFFEN/INTERSCOPE	1783 +19	18.564	1
5	5	25	RAHEEM DEVAUGHN WOMAN	JIVE/ZOMBA	1701 -76	15.640	5
6	6	17	ERYKAH BADU HONEY	UNIVERSAL MOTOWN	1373 +34	10.027	6
7	7	9	ANGIE STONE SOMETIMES	STAX/CMG	971 +64	7.074	9
8	8	52	MUSIQ SOULCHILD TEACH ME	11 ATLANTIC	845 +5	7.167	8
9	14	5	MARIAH CAREY TOUCH MY BODY	ISLAND/IDJMG	826 +169	5.549	11
10	11	8	KEITH SWEAT FEATURING PAISLEY BETTIS SUGA SUGA SUGA	KEIA/ATCO/RHINO	769 +48	4.896	13
11	9	32	JOE MY LOVE	JIVE/ZOMBA	740 -37	4.380	16
12	13	21	JILL SCOTT MY LOVE	HIDDEN BEACH	703 +47	4.616	15
13	12	15	CHAKA KHAN ONE FOR ALL TIME	BURGUNDY/COLUMBIA	674 -19	4.772	14
14	10	29	ALICIA KEYS NO ONE	11 MBK/J/RMG	657 -58	4.975	12
15	15	29	JUSTIN TIMBERLAKE DUET WITH BEYONCE UNTIL THE END OF TIME	11 JIVE/ZOMBA	573 -27	7.456	7
16	18	7	CHARLIE WILSON FEATURING T-PAIN SUPA SEXXY	MOST INCREASED PLAYS JIVE/ZOMBA	556 +177	2.650	23
17	16	20	KIRK FRANKLIN DECLARATION (THIS IS IT)	GOSPO CENTRIC/ZOMBA	469 -93	4.258	17
18	17	6	LEDISI IN THE MORNING	VERVE FORECAST/VERVE	434 +13	3.670	18
19	19	13	J. HOLIDAY SUFFOCATE	11 MUSIC LINE/CAPITOL	391 +36	6.313	10
20	20	13	MARVIN SAPP NEVER WOULD HAVE MADE IT	VERITY/ZOMBA	349 +54	3.024	21
21	22	3	JANET LUV	ISLAND/IDJMG	294 +38	1.123	33
22	23	4	MARCUS MILLER FEATURING CORINNE BAILEY RAE FREE	3 DEUCES/CMG	263 +22	1.026	35
23	21	16	TAMIA ALMOST	PLUS V/IMAGE	252 -12	1.601	28
24	24	8	CHERI DENNIS FEATURING YUNG JOC & GORILLA ZOE PORTRAIT OF LOVE	BAD BOY/ATLANTIC	247 +7	1.012	36
25	25	12	MARY J. BLIGE WORK THAT	MATRIARCH/GEFFEN/INTERSCOPE	213 -9	2.351	24
26	26	4	MINT CONDITION BABY BOY BABY GIRL	CAGEO BIRD/IMAGE	206 +4	0.762	38
27	28	6	EMILY KING U & I	LIFEPRINT/J/RMG	206 -1	1.148	32
28	31	7	LYFE JENNINGS NEVER NEVER LAND	COLUMBIA	188 +17	1.979	25
29	30	7	MARY J. BLIGE HURT AGAIN	MATRIARCH/GEFFEN/INTERSCOPE	183 +9	1.650	27
30	27	10	MICHAEL McDONALD LOVE T.K.O.	UNIVERSAL MOTOWN	173 -40	0.619	-
31	29	17	CHRISSETTE MICHELE BE OK	DEF JAM/IDJMG	169 -24	0.908	37
32	32	15	TREY SONGZ CAN'T HELP BUT WAIT	11 SONG BOOK/ATLANTIC	144 -12	3.328	19
33	RE-ENTRY	NOEL GOURDIN THE RIVER	EPIC	137 +57	3.149	20	
34	3	LIVIN OUT LOUD LATELY	KIN	131 +3	0.606	-	
35	2	ALICE SMITH DREAM	BBE/EPIC	128 +15	0.342	-	
36	9	3	BOYZ II MEN JUST MY IMAGINATION (RUNNING AWAY WITH ME)	DECCA	124 +11	0.484	-
37	35	2	RAHEEM DEVAUGHN CUSTOMER	JIVE/ZOMBA	122 -4	1.217	30
38	33	15	MARVIN WINANS JUST DON'T WANNA KNOW	PURESPRINGS GOSPEL	112 -26	0.628	-
39	RE-ENTRY	WILLIE CLAYTON A WOMAN KNOWS	MALACO	106 -7	0.362	-	
40	37	17	JOHN TA AUSTIN THE ONE THAT GOT AWAY	SO SO DEF/ISLAND URBAN/IDJMG	102 -12	0.372	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
CHRISSETTE MICHELE Love Is You (Def Jam/IDJMG)	20
LYFE JENNINGS Never Never Land (Columbia)	16
RANDY JACKSON FEAT. BARBI ESCO My R&B (Dream Merchant 21/CMG)	11
KEITH SWEAT FEAT. PAISLEY BETTIS Suga Suga Suga (Keia/Atco/Rhino)	9
MARIAH CAREY Touch My Body (Island/IDJMG)	6
MARVIN SAPP Never Would Have Made It (Verity/Zomba)	4
LIVIN OUT LOUD Lately (Kin)	4
MARCUS MILLER FEAT. CORINNE BAILEY RAE Free (3 Deuces/CMG)	3
MARY J. BLIGE Hurt Again (Matriarch/Geffen/Interscope)	3
JAHEIM Never (Divine Mill/Atlantic)	2

ADDED AT... KOKY
Little Rock, AR
PD: Mark Dylan
Lyfe Jennings, Never Never Land, 5
Randy Jackson Feat. Barbi Esco, My R&B, 3
Christette Michele, Love Is You, 0

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
CHRISSETTE MICHELE Love Is You (Def Jam/IDJMG)	73/42	ORINDA CLARK-COLE Take It Back (Gospe Centric/Zomba)	44/B
NE-YO Go On Girl (Def Jam/IDJMG)	60/12	MARC DAMIEAN Good Life (Upsouth)	37/2
LATIMORE My Give A Damn Gave Out (Latstone)	59/11	LEDISI Joy (Verve Forecast/Verve)	35/33
DWELE I'm Cheatin' (Koch)	55/10	MAURETTE BROWN CLARK One God (AIR Gospel/Malaco)	35/7
VICK ALLEN When You Pack Your Bags (Waldoxy/Malaco)	45/1	THE NEW LIFE COMMUNITY CHOIR FEAT. JOHN P. KEE Right Now Praise (Tyscot/New Life/Verity/Zomba)	35/2

MOST INCREASED PLAYS

+177	CHARLIE WILSON FEAT. T-PAIN Supa Sexxy (Jive/Zomba) KRNB +24, WLJH +15, WKSP +13, XS62 +10, WYLD +9, WSOL +8, SHS +7, WMMJ +7, WKXI +7, WXST +6
+169	MARIAH CAREY Touch My Body (Island/IDJMG) WAKB +19, KQXL +14, WJMR +14, WTLG +14, WBAV +13, WMJM +12, WXXM +11, WLXC +9, WDLT +8, WAMJ +8
+64	ANGIE STONE Sometimes (Stax/CMG) WKSP +14, WJLM +14, WVKL +12, WFUN +9, KRNB +5, WSRB +5, WIMX +5, WYBE +5, WXXM +5, WUHT +4
+57	NOEL GOURDIN The River (Epic) KRNB +24, WMB +7, WVKL +6, KDKS +2, KMJM +2, WACH +2, WAAJ +2, WBAV +2, WBL2 +2, WDAZ +2
+54	MARVIN SAPP Never Would Have Made It (Verity/Zomba) WFUN +9, WUHT +9, KDKS +9, WBAV +5, WMB +4, WSRB +4, WKCP +3, WLXC +3, WTLG +2, WVAZ +2

FOR WEEK ENDING MARCH 16, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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URBAN REPORTERS

- | | | | |
|--|--|---|--|
| WJIZ/Albany, GA
PD/MD: Jammin' Jay | WCKX/Columbus, OH*
PD: J.D. Kunes
MD: B-Slim | KHTE/Little Rock, AR*
OM/MD: Joe Ratliff
APD/MD: Toni Seville | WDKX/Rochester, NY*
OM/MD: Andre Marcel
APD: Jim Jordan
MD: Tariq Spence |
| KBCE/Alexandria, LA
PD: Al Irvin | KNDA/Corpus Christi, TX*
OM/MD: Napp-1
PD: Richard Leal | KIPR/Little Rock, AR*
OM: Mark Dylan
PD: Joe Booker | KMEL/San Francisco, CA*
OM: Michael Martin
PD: Stacy Cunningham
MD: Von "Big Von" Johnson |
| KKST/Alexandria, LA
OM/MD: Jay Stevens
APD: Wade Hampton
MD: Corey B. | KBFB/Dallas, TX*
OM/MD: John Candelaria
MD: DJ Big Bink Theodore Turner | KDAY/Los Angeles, CA*
PD: Theo | Music Choice R&B-Hip Hop/Satellite
OM/MD: Damon Williams
MD: Lamonda Williams |
| WHTA/Atlanta, GA*
OM/MD: Steve Hegwood
APD: Bill Black
MD: Stix Malone | KKDA/Dallas, TX*
PD/MD: Skip Cheatham
APD: Gary Saunders | WFGZ/Louisville, KY*
PD: Tim Gerard Cirton | Music Choice Rap/Satellite
OM/MD: Damon Williams
APD: Mecca Thames
MD: Lamonda Williams |
| WVEE/Atlanta, GA*
PD: Reggie Rouse
MD: Amir Boyd | WDHT/Dayton, OH*
OM: J.D. Kunes
PD: Scott Sharp | WHRK/Memphis, TN*
PD: Devin Steel
APD/MD: Big Sue Purnell | Sirius Hip Hop Nation/Satellite
OM: Geronimo
PD: Reggie Hawkins
MD: Ron Mills Triana |
| WFXA/Augusta, GA*
OM: Terry Monday
PD: JayTek | WHTD/Detroit, MI*
OM/MD: Al Payne
APD/MD: Ms. Smiley | WJXM/Meridian, MS
PD: Jigga JT | Sirius Hot Jamz/Satellite*
OM: Geronimo
PD: Tonya Byrd
MD: Vanessa Grullon |
| WPRW/Augusta, GA*
OM: Steve Burke
PD: Tim "Fattz" Snell
MD: TuTu | WJLB/Detroit, MI*
PD: KJ Holiday | WEDR/Miami, FL*
PD: Derrick Baker
MD: Shelby Rushin | XM Raw/Satellite
PD: Leo G. |
| WERQ/Baltimore, MD*
APD/MD: Neke Howse | WJUN/Dothan, AL
OM/MD: JR Wilson | WKKV/Milwaukee, WI*
PD: Bailey Coleman
APD/MD: Reggie Brown | XM The City/Satellite*
PD: Lisa M. Ivery
MD: DJ Xclusive |
| WEMX/Baton Rouge, LA*
PD: J-Tweezy
MD: Kool DJ Supa Mike | WZFX/Fayetteville, NC*
OM: Jeff Anderson
APD: Mike Tech
MD: Sherman "DJ Drocc" Howze | WBLX/Mobile, AL*
OM: James Alexander
OM: Maurice DeVoe
PD: Al Weeden
APD: Courtney Hicks | WEAS/Savannah, GA*
OM: Maurice DeVoe
APD/MD: Lil G |
| KTCX/Beaumont, TX*
OM: Maurice DeVoe
PD: Doug Harris
APD/MD: Adrian Scott | WTMG/Gainesville, FL*
PD/MD: Jamie "DJ Babyface" Pendleton | KRVV/Monroe, LA
PD: Chris Collins | WQBT/Savannah, GA*
PD: Bo Money
APD: Jeff Nice |
| WJZD/Biloxi, MS*
PD: Rob Neal | WJMH/Greensboro, NC*
OM/MD: Brian Douglas
MD: Tap Money | WJWZ/Montgomery, AL*
OM: Terry Barber
PD/MD: Marvin "Doughboy" Nugent | KBTT/Shreveport, LA*
PD/MD: Quenn Echols |
| WBHJ/Birmingham, AL*
PD: Mary K.
MD: Lil Homie | WIKS/Greenville, NC*
PD: J-Dot
APD: Teresa Terry | WZHT/Montgomery, AL*
OM/MD: Michael Long
PD: Darryl Elliott | KMJJ/Shreveport, LA*
OM: Maurice DeVoe |
| WBLK/Buffalo, NY*
PD: Chris Reynolds | KBXX/Houston, TX*
PD: Terri Thomas
APD: Kevin Jackson
MD: J Mac | WUBT/Nashville, TN*
OM: Rich Davis
PD/MD: Pamela Aniese | KATZ/St. Louis, MO*
PD: Taylor J |
| WWWZ/Charleston, SC*
OM/MD: Terry Base
MD: Yonni "Da Rude Bwoi" Rude | WEUP/Huntsville, AL*
OM: Steve Murry
PD: Anthony "Big Ant" Simmons
MD: Jeffrey "DJ Illie III" Rice | WQUE/New Orleans, LA*
PD: Derrick Corbett | WHHL/St. Louis, MO*
OM/MD: Jowcol "Boogie D" Gilchrist
APD/MD: Staci Static |
| WPEG/Charlotte, NC*
PD: Terri Avery
MD: Deon Cole | WJMI/Jackson, MS*
OM/MD: Stan Branson
APD: Alice Marie | WWPR/New York, NY*
PD: Cadillac Jack
APD/MD: Nadine Santos | WBTP/Tampa, FL*
PD: Ron "Jomama" Shepard
MD: Coka-Lani Kimbrough |
| WUVA/Charlottesville, VA
OM/MD: Tanisha R. Thompson | WHHH/Indianapolis, IN*
PD: Brian Wallace
MD: Don "DJ Wreck 1" Williams | WOWI/Norfolk, VA*
PD: DJ Law
MD: DJ Fountz | WJUC/Toledo, OH*
PD: Charlie Mack |
| WJTT/Chattanooga, TN*
PD: Keith Landecker
MD: Magic Crutcher | WRBJ/Jackson, MS*
PD: Kwasi Kwa | KVSP/Oklahoma City, OK*
OM/MD: Terry Monday
MD: Jo Corleone | WJZE/Toledo, OH*
PD: Rocky Love
APD: Brandi Brown |
| WGCI/Chicago, IL*
PD: Kris Kelley
MD: Kenard "K2" Karter | WJBT/Jacksonville, FL*
OM: Gail Austin
PD: G-Wiz | KOPW/Omaha, NE*
PD: Bryant McCain
MD: Albert "Big Al" Harper | KJMM/Tulsa, OK*
OM/MD: Terry Monday
APD: Aaron Bernard |
| WPWX/Chicago, IL*
PD: Jay Alan
MD: Barbara McDowell | KPRS/Kansas City, MO*
OM: Andre Carson
PD/MD: Myron Fears | WJHM/Orlando, FL*
PD: Michael Saunders
APD: Keith Memoly
MD: Dawn Campbell | WESE/Tupelo, MS
OM: Rick Stevens
PD: GQ Riley
MD: Julian "DJ XTC" Vaughn |
| WIZF/Cincinnati, OH*
MD: Greg Williams | KRRQ/Lafayette, LA*
PD: D-Rock | WPHI/Philadelphia, PA*
PD: Colby Colb
MD: Bent Roc | WLYX/Valdosta, GA
OM/MD: Jammin' Jammie Brooks |
| WENZ/Cleveland, OH*
OM/MD: Kim Johnson
APD: Robin Simone
MD: DJ Latin Assassin | KJMH/Lake Charles, LA
OM: Bryan Taylor
PD/MD: Erik Thomas
APD: Gina Cook | WUSL/Philadelphia, PA*
PD: Thea Mitchem
APD/MD: Kashon Powell | WSTI/Valdosta, GA
OM: Clark Johnson
PD: James "Killa Groove" Walton |
| WHXT/Columbia, SC*
PD: Chris Connors
MD: Shanik Mincie | KZWA/Lake Charles, LA
OM: Antony Bartie
MD: Tammy Tasant | WAMO/Pittsburgh, PA*
PD: DJ Boogie
MD: Kode Wred | WKYS/Washington, DC*
OM: Kathy Brown
PD: Steve Hegwood
APD: Dionne Burkett
MD: Paul Stewart |
| WXBT/Columbia, SC*
OM: LJ Smith
PD/MD: Brian Paiz | WQHH/Lansing, MI*
OM/MD: Mike Skot
MD: J. Hicks | WQOK/Raleigh, NC*
OM/MD: Cy Young
APD/MD: Shawn Alexander | WPGC/Washington, DC*
PD: Graham "Skip" Dillard
MD: Brown Hornhit |
| WBFA/Columbus, GA*
OM: Brian Waters
PD: Derrick "Lil D" Greene | KJMZ/Lawton, OK
OM/MD: Terry Monday
APD: Tony Tone | WBTJ/Richmond, VA*
PD: Aaron Maxwell
APD/MD: Mike Street | WJKS/Wilmington, DE*
PD: Tony Quartarone
MD: Manuel Mena |
| WFXE/Columbus, GA*
OM: Carl Conner, Jr.
PD: Michael Soul
MD: Kenya White | WBTF/Lexington, KY*
PD/MD: Jay Alexander | WCDX/Richmond, VA*
OM/MD: Jeff Anderson | |
| WMSU/Columbus, MS
OM: GQ Riley
PD: Sebastian Riley
MD: Shawna Young | | | |

* Monitored Reporters



▶ WITH THE DEBUT OF "LOLLIPOP" AT NO. 33, LIL WAYNE HITS THE CHART FOR A 26TH TIME. FIFTEEN OF THOSE APPEARANCES HAVE COME SINCE THE BEGINNING OF 2006, THE MOST BY ANY ARTIST DURING THAT SPAN. HIS ALBUM "THA CARTER III" LANDS MAY 13.

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THIS WEEK	LAST WEEK	WEEKS ON CHART	RAP		PLAYS TW +/-	AUDIENCE MILLIONS	RANK	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL				
1	1	24	WEBBIE, LIL' PHAT & LIL' BOOSIE	NO. 1 (3 WKS)	7681	-713	56.766	1
2	2	29	FLO RIDA FEATURING T-PAIN	NO. 13	6639	-628	51.211	2
3	3	20	SHAWTY LO	NO. 4	5653	+255	44.827	3
4	4	18	LUPE FIASCO FEATURING MATTHEW SANTOS	NO. 15	5103	-101	40.044	4
5	6	10	2 PISTOLS FEATURING T-PAIN & TAY DIZM	NO. 10	4624	+447	27.840	7
6	5	15	FAT JOE FEATURING J. HOLIDAY	NO. 15	4446	-106	37.416	5
7	7	16	ROCKO	NO. 16	3477	+184	25.353	8
8	9	8	RICK ROSS FEATURING T-PAIN	NO. 8	3443	+672	28.139	6
9	8	17	PITBULL FEATURING LIL JON	NO. 8	2548	-279	20.006	10
10	14	6	FLO RIDA FEAT. TIMBALAND	MOST INCREASED PLAYS	2520	+679	14.218	11
11	12	6	LIL MAMA FEATURING CHRIS BROWN & T-PAIN	NO. 12	2218	+188	12.743	14
12	10	9	MISSY ELLIOTT	NO. 10	2001	-399	13.139	12
13	16	6	SOULJA BOY TELL'EM FEATURING ARAB	NO. 16	1844	+143	11.906	15
14	13	29	PLIES FEATURING AKON	NO. 13	1780	-213	13.063	13
15	11	19	KANYE WEST FEATURING DWELE	NO. 11	1770	-341	23.341	9
16	19	10	LIL' WIL	NO. 19	1552	+39	9.722	19
17	18	21	BIG GEMINI	NO. 18	1496	-31	8.462	20
18	15	27	BIRDMAN FEATURING LIL WAYNE	NO. 15	1457	-271	9.805	18
19	17	28	KANYE WEST FEATURING T-PAIN	NO. 17	1419	-224	10.648	16
20	20	18	DOLLA FEATURING T-PAIN & TAY DIZM	NO. 20	1336	-11	7.693	21
21	24	6	THE DEY	NO. 24	1114	+264	5.772	23
22	23	9	MIKE JONES FEATURING HURRICANE CHRIS	NO. 23	1093	+121	5.268	24
23	28	2	PLIES FEATURING NE-YO	NO. 28	1046	+458	7.143	22
24	21	9	JAY-Z FEATURING PHARRELL	NO. 21	1004	-300	10.243	17
25	22	8	BOW WOW & OMARION	NO. 22	757	-322	3.187	34
26	25	16	TRINA	NO. 25	729	-70	4.158	30
27	29	3	DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST & JERMAINE DUPLRI	NO. 29	716	+207	4.499	29
28	30	2	JAY-Z FEATURING MARY J. BLIGE	NO. 30	592	+86	4.588	27
29	27	15	HURRICANE CHRIS FEATURING BOXIE	NO. 27	521	-213	2.912	36
30	34	4	BABY D	NO. 34	494	+53	1.374	-
31	37	2	SHEEK LOUCH	NO. 37	470	+88	5.076	25
32	31	4	YUNG RALPH	NO. 31	452	-1	1.522	-
33	NEW		LIL WAYNE FEATURING STATIC MAJOR	NO. 33	425	+425	4.552	28
34	38	3	MR. CAPONE-E	NO. 38	416	+45	1.352	-
35	40	2	WEBBIE FEATURING LETOYA LUCKETT	NO. 40	415	+50	1.319	-
36	36	6	YING YANG TWINS	NO. 36	411	-39	1.677	-
37	NEW		SHAWTY LO	NO. 37	410	+91	2.634	40
38	32	5	BIRDMAN FEAT. YOUNG JEEZY, RICK ROSS, & LIL WAYNE	NO. 32	405	-43	1.287	-
39	35	7	ROSCOE UMALI FEATURING BOBBY VALENTINO & E-40	NO. 35	399	-27	1.206	-
40	33	10	POP IT OFF BOYZ	NO. 33	398	-47	2.435	-

FOR WEEK ENDING MARCH 16, 2008

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▶ FORMER GOSPEL MUSIC WORKSHOP OF AMERICA CHOIR OF THE YEAR WINNER **ANGELA SPIVEY & THE VOICES OF VICTORY** SNARE THE MOST INCREASED PLAYS (UP 96) AWARD WITH "EYES ON THE PRIZE"

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	43	MARVIN SAPP NEVER WOULD HAVE MADE IT	NO. 1 (28 WK'S) VERITY/ZOMBA	903 -10	4.150 1
2	2	23	KIRK FRANKLIN DECLARATION (THIS IS IT)	GOSPO CENTRIC/ZOMBA	879 +4	4.004 2
3	3	27	BEVERLY CRAWFORD HE'S DONE ENOUGH	JDI	816 +9	3.150 6
4	4	33	THE CLARK SISTERS LIVIN'	EMI GOSPEL	780 +13	3.711 4
5	7	21	RICKY DILLARD & "NEW G" (NEW GENERATION CHORALE) THE LIGHT	NUSPRING/EMI GOSPEL	697 +46	2.855 8
6	5	48	MAURETTE BROWN CLARK ONE GOD	AIR GOSPEL/MALACO	669 0	4.004 3
7	9	16	ANGELA SPIVEY & THE VOICES OF VICTORY MOST INCREASED PLAYS EYES ON THE PRIZE	JEG	661 +96	2.184 13
8	8	28	THE NEW LIFE COMMUNITY CHOIR FEAT. JOHN P. KEE RIGHT NOW PRAISE	TYSOT/NEW LIFE/VERITY/ZOMBA	621 +5	3.202 5
9	6	27	REV. TIMOTHY WRIGHT & THE NEW YORK FELLOWSHIP MASS CHOIR YOU MUST COME IN AT THE DOOR	MQM/JEG	595 -58	2.527 11
10	10	9	DORINDA CLARK-COLE TAKE IT BACK	GOSPO CENTRIC/ZOMBA	578 +33	2.182 14
11	13	46	J MOSS PRAISE ON THE INSIDE	PAJAM/GOSPO CENTRIC/ZOMBA	539 +22	3.120 7
12	25	25	RUBEN STUDDARD, DEITRICK HADDON & MARY MARY LOVE HIM LIKE I DO	VERITY/ZOMBA	531 -10	2.722 9
13	12	40	BISHOP NOEL JONES PRESENTS THE CITY OF REFUGE SANCTUARY CHOIR NOT ABOUT US	ALPHA DOG/TYSOT	522 -8	2.566 10
14	5	17	SHEKINAH GLORY MINISTRY JESUS	KINGDOM	490 +34	1.947 15
15	14	15	BONAFIDE PRAISERS WORK IT OUT	EMTRO GOSPEL	483 +21	1.872 16
16	6	8	CANTON JONES MY DAY	ARROW	400 -1	2.272 12
17	17	17	YOLANDA ADAMS HOLD ON	COLUMBIA	389 +19	1.374 17
18	8	10	JONATHAN NELSON FEATURING PURPOSE MY NAME IS VICTORY	INTEGRITY	381 +27	1.193 19
19	24	2	REGINA BELLE AIRPOWER GOD IS GOOD	PENDULUM	296 +95	1.286 18
20	9	7	ISAIAH D. THOMAS & E.O.P. THE GREATEST	HABAKKUK	264 +16	1.027 20
21	11	11	JIMMY HICKS & THE VOICES OF INTEGRITY MOVE	WORLDWIDE	259 +27	0.824 22
22	20	12	DEWAYNE WOODS FEATURING THE TRI-CITY SINGERS GOD IS	QUIET WATER/VERITY/ZOMBA	252 +17	0.995 21
23	5	5	DONALD LAWRENCE INTRODUCES: THE MURRILLS FAMILY (THERE'S A HEALING)	QUIET WATER/VERITY/ZOMBA	240 +20	0.586 26
24	5	5	JAMES FORTUNE & FIYA I TRUST YOU	BLACK SMOKE/WORLDWIDE	237 +32	0.600 25
25	28	2	CECE WINANS MOST ADDED WAGING WAR	PIRESPRINGS GOSPEL	219 +65	0.680 23
26	26	16	CHICAGO MASS CHOIR GOD IS MY EVERYTHING	NEW HAVEN	185 +27	0.509 28
27	7	7	SHIRLEY CAESAR SWEEPING THROUGH THE CITY	SHU-BEL/LIGHT	177 +22	0.251 -
28	3	3	DEITRICK HADDON PRESENTS VOICES OF UNITY HE'S ABLE	TYSOT	174 +24	0.355 -
29	25	14	JEFF MAJORS FEATURING GERALD LEVERT BEGGAR	MUSIC ONE	165 -36	0.649 24
30	0	5	ALBERT JAMISON PRESENTS NEW YORK STATE MASS CHOIR SHOW YOURSELF MIGHTY	WEIS/LIGHT	157 +17	0.372 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
CECE WINANS Waging War (PureSprings Gospel) WCHB, WFMI, WJMO, WNNL, WPRS, WXEZ	6
REGINA BELLE God Is Good (Pendulum) KOKA, WGRB, WJNI, WPZE	4
ISAIAH D. THOMAS & ELEMENTS OF PRAISE (E.O.P.) The Greatest (Habakkuk) WJMO, WJYD, WLIB, WUFO	4
KEVIN JARIDO & NU VIRTUE Sunday Morning (Emtro Gospel) KOKA, Sirius Praise, WOAO, WUFO	4
CHRISTOPHER Yes (JEG) WEUP, WXTC, XM The Spirit	5
TRIN-I-TEE 5:7 I Will Lift (Spirit Rising/Music World) Sirius Praise, WEUP, WPRS	3
DORINDA CLARK-COLE Take It Back (Gospo Centric/Zomba) KROI, WJNI	2
JONATHAN NELSON FEAT. PURPOSE My Name Is Victory (Integrity) KHLR, WFMV	2
JIMMY HICKS & THE VOICES OF INTEGRITY Move (World Wide) WJNI, WLIB	2

ADDED AT... SIRIUS PRAISE
Satellite
PD: Pat McKay
MD: Sasha Montero
Trin-i-tee 5:7, I Will Lift, 2
Kevin Jarido & Nu Virtue, Sunday Morning, O
FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
BOBBY JONES FEAT. KAREN CLARK-SHEARD Can't Nobody (Gospo Centric/Zomba) TOTAL STATIONS: 18	150/27	BILLY RIVERS & THE ANGELIC VOICES OF FAITH He'll Never Leave You (Right Now) TOTAL STATIONS: 11	109/5
THE WEST ANGELES COGIC MASS CHOIR Lord Prepare Me (EMI Gospel) TOTAL STATIONS: 17	147/20	NIKEA HOOKER Kea's Prayer (JEG) TOTAL STATIONS: 15	108/13
CHRISTOPHER Yes (JEG) TOTAL STATIONS: 14	142/24	STAN JONES FEAT. TARRALYN RAMSEY Where Would I Be (Blackberry/Malaco) TOTAL STATIONS: 9	100/8
BYRON CAGE Royalty (Live At The Apollo) (Gospo Centric/Zomba) TOTAL STATIONS: 13	120/18	NATHANIEL & NECY Serve Nobody But You (WOGG) TOTAL STATIONS: 11	97/39
J MOSS Abundantly (PAJAM/Gospo Centric/Zomba) TOTAL STATIONS: 10	110/40	ISRAEL & NEW BREED If Not For Your Grace (Integrity) TOTAL STATIONS: 9	88/27

MOST INCREASED PLAYS

+96	ANGELA SPIVEY & THE VOICES OF VICTORY Eyes On The Prize (JEG) KOKA +26, WTLC +16, WPRS +7, WFLT +7, WXOK +6, WOAO +5, KROI +5, WJMO +5, WLOU +5, WHLH +4
+95	REGINA BELLE God Is Good (Pendulum) WJNI +17, WCAO +16, WGRB +11, WPZE +11, XSRT +10, WFLT +8, WPPZ +6, WFMI +5, KROI +5, WHLH +5
+65	CECE WINANS Waging War (PureSprings Gospel) WPRS +24, WNNL +17, WCHB +11, WFMI +9, WJMO +9, SIPP +6, WXOK +2, WHLH +1, WNOO +1
+46	RICKY DILLARD & "NEW G" (NEW GENERATION CHORALE) The Light (NuSpring/EMI Gospel) WHAL +4, WCHB +12, WSOX +8, WLOU +8, WFLT +7, WJMO +6, WPZE +4, WLIB +4, WTLC +3, WPZZ +3
+44	BISHOP LEONARD SCOTT Mighty God (Tyscot) WTLC +19, WXEZ +13, WFMI +12, WHLH +6, WCAO +3, KROI +1

FOR WEEK ENDING MARCH 16, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
41 gospel stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	JOSHUA'S TROOP EVERYBODY CLAP YOUR HANDS (NEW HAVEN)		433 376	6	DEWAYNE WOODS & WHEN SINGERS MEET LET GO (QUIET WATER/VERITY/ZOMBA)		316 349
2	BRUCE PARHAM CALL JESUS (EMTRO GOSPEL)		408 423	7	ISRAEL & NEW BREED FEATURING T-BONE WITH LONG LIFE (INTEGRITY)		315 395
3	DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS GIANTS (EMI GOSPEL)		370 393	8	HEZEKIAH WALKER & LFC GRATEFUL (VERITY/ZOMBA)		292 281
4	MYRON BUTLER & LEVI STRONGER (EMI GOSPEL)		353 402	9	THE CLARK SISTERS BLESSSED & HIGHLY FAVORED (EMI GOSPEL)		278 341
5	TRIN-I-TEE 5:7 LISTEN (SPIRIT RISING/MUSIC WORLD)		321 390	10	GEORGIA MASS CHOIR TELL IT (SAVOY/MALACO)		260 300

GOSPEL REPORTERS

- | | | | | | | | |
|---|--|--|---|--|---|---|--|
| <p>WPZE/Atlanta, GA*
OM: Steve Hegwood
PD/MD: Derek Harper</p> <p>WCAO/Baltimore, MD*
PD: Lee Michaels
APD/MD: Danielle Brown</p> <p>WWIN/Baltimore, MD
PD: Tim Watts</p> <p>WXOK/Baton Rouge, LA*
OM: LeBron "LBJ" Joseph
PD/MD: J'Michael Francois</p> <p>WUFO/Buffalo, NY*
PD: Dwayne "Landers" Cumberlander
MD: Duane Price</p> <p>WJNI/Charleston, SC*
OM: Michael Baynard
PD: Belinda Parker
MD: Anthony Baxter</p> | <p>WXTC/Charleston, SC*
OM: Bryan Taylor
PD: Michael Tee
APD: Edwin "Chef" Wright</p> <p>WPZS/Charlotte, NC*
PD: Alvin Stowe
MD: Tonya Rivers</p> <p>WNNO/Chattanooga, TN*
OM: Lee Clear
PD/MD: Sam Terry</p> <p>WGRB/Chicago, IL*
PD: Sonya M. Blakey
APD/MD: Effie Rolfe</p> <p>WJMO/Cleveland, OH*
PD/MD: Kim Johnson</p> <p>WFMV/Columbia, SC*
PD: Tony "Gee" Green
APD/MD: Monica Washington</p> <p>WEAM/Columbus, GA
OM: Cari Conner, Jr.
PD: Pam Dixon</p> | <p>WJWV/Columbus, MS
OM: GQ Riley
PD: Sebastian Riley</p> <p>WJYD/Columbus, OH*
OM: Jerry Smith
PD: Dawn Mosby</p> <p>KHYN/Dallas, TX
PD: Antonio Johnson</p> <p>WCHB/Detroit, MI*
OM/PD: Al Payne</p> <p>WFLT/Flint, MI*
OM/PD: Sammie L. Jordan, Jr.</p> <p>WEAL/Greensboro, NC*
PD/MD: Joseph Level</p> <p>KROI/Houston, TX*
OM/PD: Terri Thomas</p> <p>WDJL/Huntsville, AL*
PD/MD: Walter Peavey</p> | <p>WEUP/Huntsville, AL*
OM: Hundley Batts
PD: Steve Murry
MD: Ricky Sykes</p> <p>WTLC/Indianapolis, IN*
OM: Brian Wallace
PD: The First Lady
MD: Donovan Hartwell</p> <p>WHLH/Jackson, MS*
OM: Steve Kelly
MD: Lance Fuller</p> <p>WOAD/Jackson, MS*
OM: Stan Branson
PD/MD: Percy Davis</p> <p>KPRT/Kansas City, MO
OM: Andre Carson
PD: Myron Fears
APD: Freddie Bell
MD: Debbie Dee Johnson</p> | <p>KHLR/Little Rock, AR*
OM: Sonny Victory
PD: JC Loves</p> <p>KPZK/Little Rock, AR
OM: Mark Dylan
PD/MD: Billy St. James</p> <p>WLOU/Louisville, KY*
PD: Bill Price</p> <p>WBWB/Memphis, TN
MD: Doreen Graves</p> <p>WHAL/Memphis, TN*
PD: Eileen Collier
APD/MD: Tracy Bethea</p> <p>WLOK/Memphis, TN*
PD/MD: Kim Harper</p> <p>WMBM/Miami, FL
PD/MD: Greg Cooper</p> <p>WHLW/Montgomery, AL*
OM: Michael Long
PD/MD: Conny Bryant</p> | <p>WXVI/Montgomery, AL*
PD: Glinda Perkins</p> <p>WTHE/Massau, NY*
MD: Clara Mack</p> <p>WPRF/New Orleans, LA
PD: Kris "Cap'n Kris" McCoy</p> <p>WYLD/New Orleans, LA*
PD: Derrick Corbett
APD/MD: Loretta Petit</p> <p>WLIB/New York, NY*
PD: Denise Hill</p> <p>WFMI/Norfolk, VA*
OM: Neal Williams
PD: Mike Chandler</p> <p>WXEZ/Norfolk, VA*
OM: John Shomby
PD: Dale Murray</p> <p>WPPZ/Philadelphia, PA*
OM/PD: Erroy Smith
APD/MD: CeCe McChee</p> | <p>WNNL/Raleigh, NC*
OM/PD: Jerry Smith
MD: Melissa Wade</p> <p>WPZZ/Richmond, VA*
OM: Jeff Anderson
PD: Reggie Baker</p> <p>Rejoice/Satellite
PD: Willie Mae McIver</p> <p>Sheridan Gospel Network/Satellite
PD: Michael Gamble
APD: Morgan Dukes
MD: Ace Alexander</p> <p>Sirius Praise/Satellite*
OM: B.J. Stone
PD: Pat McKay
MD: Sasha Montero</p> <p>XM The Spirit/Satellite*
PD/MD: Jay Bryant</p> | <p>WSOK/Savannah, GA*
PD: E. Larry McDuffie</p> <p>KOKA/Shreveport, LA*
PD: Eddie Giles
APD/MD: Sharon Flournoy</p> <p>KATZ/St. Louis, MO*
MD: Dwight Stone</p> <p>WIMG/Trenton, NJ
OM/PD: Felicia Brannon
APD/MD: Robyn McCollum</p> <p>WTSK/Tuscaloosa, AL
OM: Greg Tomascello
PD/AMD: Charles Anthony</p> <p>WPRS/Washington, DC*
PD: Matt Anderson</p> <p>WFAI/Wilmington, DE
OM: Melvin Brittingham
PD/MD: Manuel Mena</p> |
|---|--|--|---|--|---|---|--|

* Monitored Reporters



Lack of resources and consistency holding format back

Overcoming Impediments To Christian CHR Growth

Kevin Peterson

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In a Nov. 10, 2006, R&R feature titled “Why Isn’t Christian CHR Growing?” we heard from programmers, researchers and consultants on why the format wasn’t expanding, along with ideas on what might encourage growth. Now, 16 months later, we check back on the format to gauge its progress.

While a few stations are showing ratings improvement in their target demographic, there is still an obvious lack of unity in vision among stations in the format.

WAYG-WAYK/Grand Rapids-Kalamazoo PD Mike Couchman says there is a lack of consistency within the format. KIDUV/Visalia, Calif., “pulls some amazing numbers with various adult female demographics. WAYK is almost always No. 2 with the market’s teens. A couple of WAY-FM stations like KXWA/Denver do great 12+ and with women 18-34, but what one station is good at, the next one isn’t. So CHR format cheerleaders can’t inspire others looking for a format to try, because it’s not clear what Christian CHR accomplishes.”

Alan Mason, director of research for EMF Broadcasting, home to the Air 1 Christian CHR network, adds that there are three primary constraints to Christian CHR: First, he says, is the “younging” of AC. “As stations conform, rightly or wrongly, to younger-oriented music, they encroach on the 25- to 34-year-old segment that’s so important to the format.” The second obstacle, according to Mason, is that the 18-34 group is much more likely to feel bulletproof—like they’re going to live forever. Until they have kids, and hear them singing secular lyrics, the concept doesn’t take root.

And third, he says, is that “there are a plethora of stations that are either not strategically focused and still have baby boomer talent and imaging, or don’t have a strategy at all and just think playing rock-oriented music will draw a younger audience. It all has to do with a focused strategy.”

WAY-FM regional manager Matt Austin approaches the topic with a couple of questions

of his own: “Can we afford to continue to slice our format into CHR, AC and inspo? Do our listeners even recognize the nuances we put on ourselves? I wonder if our format actually doesn’t fragment, despite our efforts to cause it to do so. Compare it to country. In the past 20 years, it has attempted to fragment several times, including classic country and young country inceptions that didn’t have much long-term impact simply because to fans of the format, it’s just country. The more I study our format, the more convinced I am that our fans just view all our formats as contemporary Christian.”

Looking to the future, Austin continues, “A future CHR format only seems possible if it’s done mass appeal and primarily plays the consensus songs that most [contemporary Christian music] fans of a wide age range love, while leaning only slightly younger with a few top-testing flavor songs.

“Youthful imaging and younger, compelling personalities are more effective in reaching young people than playing what we deem to be youth music, which usually means songs and artists that few will ever become aware of,” he says. “Living in the extremes and fringe marginalizes our potential growth.”

Even with current mainstream CHR charts leaning in a rhythmic direction, heritage CHR stations that continue to be market leaders, regardless of market size, are playing the best songs from all formats, such as AC hits from Colbie Caillat and Sara Bareilles, rock acts

like Linkin Park and Three Days Grace, urban songs from Usher and Chris Brown, pop tunes from Fergie and Mariah Carey, teen pop from Miley Cyrus and the Jonas Brothers and country music from Carrie Underwood and Taylor Swift. Is Christian CHR really playing the best that Christian music has to offer?

The general consensus in the industry is that the Christian CHR format is not blossoming, so what is it going to take to see growth in the future?

Couchman says that it might take existing stations with good signals in large markets to make noise. “There are major-market CHR stations on the R&R panel that have audiences no larger than the small-market ones. Could these stations be sleeping giants? Or we might need an owner currently not in CHR to start up a station in a place that will make heads turn, like what AC WAWZ/New York did with their East Coast sign-on.”

He believes that Christian AC might not enjoy the success it does now if KSBJ/Houston, WPOZ/Orlando and others hadn’t led the charge years ago. Whatever the answer is, he says the format needs people who will lead by faith, even before Christian CHR has that magic station with a divine budget: “We need more leaders that will not let a lack of money or ratings be what holds them back from trying a format that has phenomenal power to change young lives. We need station owners, management and boards that have a clearly defined vision, with a desire to excel at it—and a viable funding plan.”

Couchman says, “The other thing Christian CHR could really use is quality research and marketing. We can’t grow if we can’t tell people who we are, what we do and where to find us.”

On research, Austin adds, “It’s always about determining what our listener truly wants, and then giving her what she demands to become a loyal fan. We’ve learned that a mirror of mainstream CHR is a misguided strategy, as young listeners come to us for something completely different than what they get from our general-market counterparts. She listens to us for something uplifting and inspiring.”

Mason’s advice for Christian CHR programmers may not be what some want to hear. He says, “We boomer control freaks need to step aside and let the next generation of radio people take over. To have 40- and 50-year-olds programming to a 25-year-old is a sad failure.”



Austin



Couchman



Mason

R&R CHRISTIAN AC

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▶ LED BY BROTHERS BO AND BEAR RINEHART, SOUTH CAROLINA-BASED **NEEDTOBREATHE** RISES 17-14 AND CROSSES THE AIRPOWER HURDLE WITH "WASHED BY THE WATER." THE NEW SONG ACHIEVES THE GROUP'S HIGHEST CHART PERCH SINCE "SHINE ON" PEAKED AT NO. 8 IN JANUARY 2007.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	23	MATTHEW WEST YOU ARE EVERYTHING	NO. 1 (3 WKS) SPARROW/EMI CMG	1596 +67	3.940 2
2	2	12	JEREMY CAMP LET IT FADE	BEC/TOOTH & NAIL	1590 +111	4.657 1
3	3	24	MERCYME GOD WITH US	IND	1413 -58	3.262 4
5	8	8	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	1122 +64	3.426 3
5	4	29	CHRIS TOMLIN AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	1050 -59	2.844 5
8	8	9	FEE ALL BECAUSE OF JESUS	MOST INCREASED PLAYS IND	972 +114	2.575 6
7	6	38	CASTING CROWNS EAST TO WEST	BEACH STREET/REUNION/PLG	917 -49	2.524 7
10	7	7	CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	890 +82	2.038 12
12	6	6	33MILES THANK YOU	IND	872 +88	2.523 8
10	7	30	NATALIE GRANT IN BETTER HANDS	CURB	872 -22	2.019 13
11	29	29	ROBBIE SEAY BAND SONG OF HOPE	SPARROW/EMI CMG	863 +60	2.172 10
12	9	27	NEWSBOYS IN WONDER	INPOP	698 -111	2.080 11
15	9	9	DECEMBERADIO FIND YOU WAITING	SLANTED/SPRING HILL	644 +81	1.320 17
14	17	6	NEEDTOBREATHE WASHED BY THE WATER	AIRPOWER ATLANTIC/WORD-CURB	580 +73	1.312 18
15	13	28	MONK & NEAGLE THE TWENTY-FIRST TIME	REUNION/PLG	566 -49	1.634 15
16	12	12	BUILDING 429 SINGING OVER ME	WORD-CURB	555 +31	1.761 14
19	6	6	TENTH AVENUE NORTH LOVE IS HERE	REUNION/PLG	535 +75	1.312 19
18	17	17	BRITT NICOLE SET THE WORLD ON FIRE	SPARROW/EMI CMG	494 0	0.918 24
21	5	5	MATT MAHER YOUR GRACE IS ENOUGH	ESSENTIAL/PLG	452 +60	1.048 23
22	4	4	RUSH OF FOOLS CAN'T GET AWAY	MIDAS	434 +46	0.671 30
21	20	13	BIG DADDY WEAVE HOLD ME JESUS	FERVENT/WORD-CURB	427 -28	1.215 21
23	5	5	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS	IND	395 +28	0.631 -
24	7	7	JADON LAVIK COME THOU FOUNT	BEC/TOOTH & NAIL	384 +42	1.355 16
26	9	9	TOBYMAC FEATURING SITI MONROE ONE WORLD	FOREFRONT/EMI CMG	383 +44	0.751 26
27	4	4	DAVID CROWDER BAND NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	375 +47	0.729 27
25	9	9	CARRIE UNDERWOOD SO SMALL	ARISTA/ARISTA NASHVILLE/PLG	347 +6	2.211 9
27	28	13	MANDISA GOD SPEAKING	SPARROW/EMI CMG	281 -29	0.425 -
28	29	2	AARON SHUST WATCH OVER ME	BRASH	275 -9	0.338 -
29	NEW	29	CHRIS SLIGH EMPTY ME	BRASH	268 +73	0.640 -
30	RE-ENTRY	30	CONNERSVINE LIVE FOR YOU	IND	256 -3	0.875 25

MOST ADDED

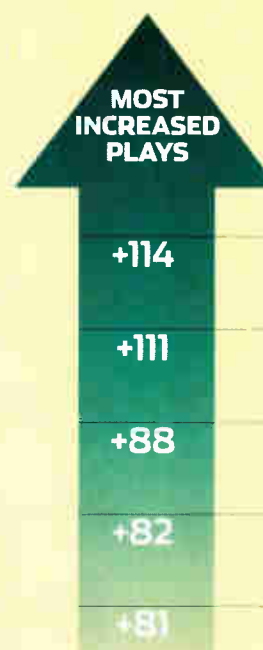
ARTIST TITLE / LABEL	NEW STATIONS
NATALIE GRANT I Will Not Be Moved (Curb) KBNJ, KLJC, KTSL, Sirius Spirit 66, WCRJ, WLPJ, WMSJ, XM The Message	8
DECEMBERADIO Find You Waiting (Slanted/Spring Hill) KLTJ, KWND, WAKW, WCRJ	4
NEWSBOYS Stay Strong (Sparrow/EMI CMG) KTSL, WJIE, WJTL, WRCM	4
MATT MAHER Your Grace Is Enough (Essential/PLG) KKSP, KVMV, WAKW	3
CHRIS SLIGH Empty Me (Brash) KHZR, WCQR, WCRJ	3
AFTERS Keeping Me Alive (INO) KBNJ, WAFJ, WLPJ	3
PLUMB In My Arms (Curb) KKSP, KSBJ, KSGN	3
NEEDTOBREATHE Washed By The Water (Atlantic/Word-Curb) WCSG, WPAR	2
MEREDITH ANDREWS You're Not Alone (Word-Curb) WCRJ, WCSG	2

**ADDED AT...
KSGN**
Riverside, CA
PD: Bryan O'Neal
MD: Brandi Lanai
Plumb, In My Arms. 9

FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
MAINSTAY Where Your Heart Belongs (BEC/Tooth & Nail) TOTAL STATIONS: 10	229/0	MEREDITH ANDREWS You're Not Alone (Word-Curb) TOTAL STATIONS: 13	134/69
SANCTUS REAL We Need Each Other (Sparrow/EMI CMG) TOTAL STATIONS: 10	196/9	PLUMB In My Arms (Curb) TOTAL STATIONS: 10	130/18
THE AFTERS Keeping Me Alive (INO) TOTAL STATIONS: 16	189/61	NEWSBOYS Stay Strong (Sparrow/EMI CMG) TOTAL STATIONS: 12	128/60
MIKESCHAIR Otherside (Curb) TOTAL STATIONS: 12	181/21	FIRELIGHT Brand New Day (Flicker/PLG) TOTAL STATIONS: 5	120/30
JEFF JOHNSON BAND Ruin Me (NuSpring) TOTAL STATIONS: 7	173/66	MARK HARRIS All For The Glory of You (INO) TOTAL STATIONS: 8	110/7



+114	FEE All Because Of Jesus (INO) WAWZ +23, KKCM +18, WJQK +15, KVMV +8, KSBJ +5, WAFJ +5, WCRJ +5, WPOZ +4, KTSL +4, WVEJ +4
+111	JEREMY CAMP Let It Fade (BEC/Tooth & Nail) WJKL +20, WVEJ +18, WLEJ +17, KWND +16, WCRJ +10, KAIM +9, WBSN +8, KGBI +8, WAFJ +6, WPOZ +5
+88	33MILES Thank You (INO) WVEJ +20, KHZR +18, WMHK +14, KWND +11, WBDX +7, KLJC +7, KLTJ +5, WAFJ +5, WCRJ +4, KKSP +3
+82	CASTING CROWNS Every Man (Beach Street/Reunion/PLG) WGTJ +17, WVEJ +17, KVMV +14, KKSP +9, KBNJ +8, KCMS +7, KXOJ +7, WAWZ +7, WMHK +6, WFSH +6
+81	DECEMBERADIO Find You Waiting (Slanted/Spring Hill) WBSN +17, KWND +13, KKSP +10, WLEJ +9, WAKW +9, WJTL +7, WCRJ +6, WJIE +6, KLTJ +4, WCQR +3

FOR WEEK ENDING MARCH 16, 2008
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 31 reporters, christian CHR 25, christian rock 27 and soft AC/inspirational 15. © 2008 Nielsen Business Media, Inc. All rights reserved.

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	MERCYME BRING THE RAIN (IND)		666 685
2	AARON SHUST MY SAVIOR MY GOD (BRASH)		645 662
3	BRANDON HEATH I'M NOT WHO I WAS (MONDMODE/REUNION/PLG)		623 593
4	LINCOLN BREWSTER EVERLASTING GOD (INTEGRITY)		593 589
5	RUSH OF FOOLS UNDO (MIDAS)		580 630

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
6	BIG DADDY WEAVE EVERY TIME I BREATHE (FERVENT/WORD-CURB)		568 570
7	TREE63 BLESSSED BE YOUR NAME (INPOP)		567 579
8	BRANDON HEATH DON'T GET COMFORTABLE (MONDMODE/REUNION/PLG)		553 575
9	STORYSIDE:B BE STILL (SILENT MAJORITY/GOTEE)		536 551
10	TOBYMAC MADE TO LOVE (FOREFRONT/EMI CMG)		513 507

SOFT AC/INSPIRATIONAL REPORTERS

- | | | | | | |
|---|---|--|---|--|---|
| WMIT/Asheville, NC
PD: Tom Greene
MD: Matt Stockman | WNFR/Flint, MI
OM: Lori McNaughton
PD: Brian Smith
MD: Ellyn Davey | WAFR/Network
OM: Marvin Sanders
PD: Rick Robertson
MD: Jim Stanley | WGSL/Rockford, IL
OM: Ron Tietsort
PD: Corey Neese
MD: Charmel Jacobs | KCFB/St. Cloud, MN
PD: Jim Park
MD: Chuck Heuberger | WGNV/Wausau, WI
OM: Karen Benke
PD: Mark Bystrom
MD: Todd Christopher |
| KCBI/Dallas, TX*
PD: Mike Tirone
APD: Bill Bumpas
MD: John McLain | Family Life
Communications/Network
PD: Dawn Bumstead
APD: Adam Biddell
MD: Bill Ronning | KNLB/Phoenix, AZ
PD: Faron Eckelbarger | KCRN/San Angelo, TX
PD/MD: Mark Mohr
APD: Steve Hayes | KYCC/Stockton, CA
PD: Scott Mearns
MD: Marina Tahod | |
| WCDR/Dayton, OH
OM: Keith Hamer
PD/MD: Eric Johnson | | KLVV/Ponca City, OK
PD/MD: Tony Weir
APD: Jeremy Louis | WSMR/Sarasota, FL
OM: Douglas Poll
PD: Dan Young
MD: Paul Perrault | WOLW/Traverse City, MI
PD/MD: Patrick Green | |

R&R CHRISTIAN

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► AFTER WAITING PATIENTLY FOR FIVE WEEKS IN THE RUNNER-UP SLOT, **MATTHEW WEST** CROWNS THE SOFT AC/INSPIRATIONAL LIST WITH "YOU ARE EVERYTHING" (2-1). THE TRACK ALSO SPENDS A THIRD WEEK ATOP THE MONITORED CHRISTIAN AC CHART AND BULLETS AT NO. 2 ON CHRISTIAN AC INDICATOR.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	12	TOBYMAC FEATURING SITI MONROE ONE WORLD	FOREFRONT/EMI CMG	912	-12
2	2	16	AFTERS NEVER GOING BACK TO OK	INO	903	+11
3	3	11	ADDISON ROAD ALL THAT MATTERS	INO	844	+38
4	7	9	JEREMY CAMP NO MATTER WHAT IT TAKES	BEC/TOOTH & NAIL	810	+69
5	10	10	HAWK NELSON FRIEND LIKE THAT	BEC/TOOTH & NAIL	777	+32
6	6	21	SANCTUS REAL WE NEED EACH OTHER	SPARROW/EMI CMG	769	-13
7	4	17	DECEMBERADIO FIND YOU WAITING	SLANTED/SPRING HILL	761	+14
8	8	8	FIREFLIGHT UNBREAKABLE	FLICKER/PLG	736	+69
9	10	11	LEELAND COUNT ME IN	ESSENTIAL/PLG	689	+75
10	9	8	NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	649	+69
11	10	10	SEVENGLORY LET IT BE LOVE	7 SPIN	599	+63
12	9	25	MAINSTAY BELIEVE	BEC/TOOTH & NAIL	590	-4
13	8	8	STELLAR KART JESUS LOVES YOU	WORD-CURB	546	+61
14	5	5	RELIENT K THE BEST THING	CAPITOL/GOTEE	515	+70
15	7	7	MYRIAD A THOUSAND WINTERS MELTING	KOSMOS/KOCH	468	+53
16	5	5	TENTH AVENUE NORTH LOVE IS HERE	REUNION/PLG	435	+36
17	16	16	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	435	+22
18	6	6	CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	310	+24
19	5	5	RUSH OF FOOLS WE ALL	MIDAS	305	+41
20	14	14	STEPHANIE SMITH NOT AFRAID	GOTEE	305	-39
21	14	14	STORYSIDE:B BE STILL	SILENT MAJORITY/GOTEE	290	+3
22	NEW	NEW	ARTICLE ONE WITHOUT YOU	INPOP	287	+97
23	18	18	ROCKET SUMMER SO MUCH LOVE	ISLAND/IDJMG	287	-31
24	14	14	MERCYME GOD WITH US	INO	286	-65
25	18	18	FALLING UP HOTEL AQUARIUM	BEC/TOOTH & NAIL	285	-2
26	19	19	BRITT NICOLE SET THE WORLD ON FIRE	SPARROW/EMI CMG	278	-44
27	2	2	EVERYDAY SUNDAY TELL ME YOU'LL BE THERE	INPOP	251	+13
28	NEW	NEW	DIZMAS YOURS	FOREFRONT/EMI CMG	229	+32
29	15	15	NEWSBOYS IN WONDER	INPOP	229	-81
30	RE-ENTRY	RE-ENTRY	MIKESCHAIR OTHERSIDE	CURB	220	+44

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	10	CHILDREN 18:3 YOU KNOW WE'RE ALL SO FOND OF DYING	TOOTH & NAIL	282	+14
2	1	10	SKILLET LIVE FREE OR LET ME DIE	ARDENT/SRE/INO	254	+17
3	1	10	HAWK NELSON FRIEND LIKE THAT	BEC/TOOTH & NAIL	243	+16
4	7	10	ALMOST. SOUTHERN WEATHER	TOOTH & NAIL	233	+12
5	9	9	FALLING UP GOOD MORNING PLANETARIUM	BEC/TOOTH & NAIL	229	+18
6	8	8	WEDDING I'LL SLEEP WHEN I'M DEAD	BRAVE NEW WORLD	225	+15
7	6	6	FAMILY FORCE 5 FACE DOWN	MAVERICK/GOTEE	222	-1
8	9	9	WAVORLY STAY WITH ME	FLICKER/PLG	220	+11
9	14	14	IVORYLINE BE STILL AND BREATHE	TOOTH & NAIL	212	-26
10	8	8	RELIENT K DEVASTATION AND REFORM	CAPITOL/GOTEE	206	+14
11	7	7	THOUSAND FOOT KRUTCH THE FLAME IN ALL OF US	TOOTH & NAIL	206	+7
12	6	6	ANBERLIN HELLO ALONE	TOOTH & NAIL	201	+5
13	11	11	THIS BEAUTIFUL REPUBLIC CASTING OFF	FOREFRONT/EMI CMG	200	0
14	13	13	FIREFLIGHT UNBREAKABLE	FLICKER/PLG	192	-31
15	8	8	SECRET AND WHISPER VANISHINGS	TOOTH & NAIL	183	+17
16	7	7	DISCIPLE LOVE HATE (ON AND ON)	SRE/INO	181	+8
17	12	12	A ROTTERDAM NOVEMBER CITY WITHOUT A HEART	ARN	173	-27
18	3	3	STELLAR KART SHINE LIKE THE STARS	WORD-CURB	165	+28
19	15	15	PILLAR FOR THE LOVE OF THE GAME	FLICKER/PLG	164	-20
20	17	17	AFTERS NEVER GOING BACK TO OK	INO	159	-22
21	3	3	SPOKEN TRADING IN THIS TROUBLED HEART	TOOTH & NAIL	148	+12
22	6	6	EVERYDAY SUNDAY APATHY FOR APOLOGIES	INPOP	147	+7
23	2	2	SEVENTH DAY SLUMBER LAST REGRET	BEC/TOOTH & NAIL	134	+36
24	4	4	NUMBER ONE GUN WAKE ME UP	TOOTH & NAIL	128	+4
25	11	11	EVER STAYS RED ON THE BRINK OF IT ALL	VSR	121	+1
26	5	5	DEAS VAIL ANYTHING YOU SAY	BRAVE NEW WORLD	121	-1
27	NEW	NEW	DEMON HUNTER FADING AWAY	SOLID STATE/TOOTH & NAIL	120	+74
28	RE-ENTRY	RE-ENTRY	EMERY THE PARTY SONG	TOOTH & NAIL	116	+18
29	2	2	PROJECT 86 MOLOTOV	TOOTH & NAIL	114	+7
30	NEW	NEW	P.O.D. ADDICTED	COLUMBIA/INO	106	+42

FOR WEEK ENDING MARCH 16, 2008

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	2	20	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	241	+5
2	5	5	JADON LAVIK COME THOU FOUNT	BEC/TOOTH & NAIL	228	+28
3	21	21	MERCYME GOD WITH US	INO	215	-34
4	7	7	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	209	-5
5	7	7	CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	204	+17
6	27	27	CHRIS TOMLIN AMAZING GRACE (MY CHAINS ARE GONE)	SIX STEPS/SPARROW/EMI CMG	190	-27
7	8	8	JAIME JANGOCHIAN SING OF OUR GOD	CENTRICITY	180	+16
8	11	11	MARK SCHULTZ EVERYTHING TO ME	WORD-CURB	174	-17
9	10	10	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS	INO	170	0
10	8	10	VICKY BEECHING GREAT IS YOUR GLORY	SURVIVOR/SPARROW/EMI CMG	151	-20

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
11	5	5	TWILA PARIS LIVE TO PRAISE	MOUNTAIN SPRING	145	+21
12	5	5	JEREMY CAMP LET IT FADE	BEC/TOOTH & NAIL	129	+29
13	RE-ENTRY	RE-ENTRY	KATHRYN SCOTT I BELONG	INTEGRITY	117	+33
14	2	2	WAYBURN DEAN THROUGH THE RAIN	WAYJADE	106	-5
15	22	22	POINT OF GRACE HOW YOU LIVE (TURN UP THE MUSIC)	WORD-CURB	101	-30
16	2	2	KEITH & KRISTYN GETTY THE POWER OF THE CROSS	MARTINGALE	100	+14
17	3	3	33MILES THANK YOU	INO	99	+12
18	13	13	PAUL BALOCHE OUR GOD SAVES	INTEGRITY	93	-11
19	2	2	LAURA STORY MIGHTY TO SAVE	INO	91	+6
20	NEW	NEW	ROBBIE SEAY BAND SONG OF HOPE	SPARROW/EMI CMG	90	+7

CHRISTIAN CHR REPORTERS

- KLYT/Albuquerque, NM**
OM: Johann "Yo" Snyder
MD: Joey Belville
- KAFC/Anchorage, AK**
OM/PD: Mark Guy
APD/MD: Mike Carrier
- WHMX/Bangor, ME**
OM/PD: Tim Collins
APD/MD: Morgan Smith
- WONU/Chicago, IL***
OM: Justin Knight
PD/MD: Johnathon Eltrevoog
- KXWA/Denver, CO**
PD: Scott Veigel
- WJRF/Duluth, MN**
PD/MD: Terry Michaels
- KNMI/Farmington, NM**
OM/PD: Darren Nez
MD: Kenny Montano
- WSCF/Ft. Pierce, FL**
PD/MD: Paul Tipton
- WORQ/Green Bay, WI**
OM/PD: Jim Raider
- WAYK/Kalamazoo, MI**
PD/MD: Mike Couchman
- WYLV/Knoxville, TN***
PD/MD: Jonathan Unthank
- WAYM/Nashville, TN***
OM: Dave Senes
PD: Jeff Brown
MD: Stace Whitmire
- WNAZ/Nashville, TN***
OM/PD: Dave Queen
APD: Jennifer Houchin
MD: Seth Routzahn
- WJLZ/Norfolk, VA***
OM/PD: JP Morgan
APD: Anne Verebely
- KJTH/Ponca City, OK**
PD/MD: Tony Weir
APD: Jes Wes
- KZRI/Portland, OR***
OM: Mike Novak
PD: David Pierce
APD: Eric Allen
- KTPT/Rapid City, SD**
OM: Tom Schoenstedt
PD: Jennifer Walker
- 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
- KADI/Springfield, MO***
PD/MD: Rod Kittleman
- WBVM/Tampa, FL***
PD: Wendy Templeton
MD: Olivia Paff
- WYSZ/Toledo, OH**
PD/MD: Jeff Howe
APD: Rob Fairchild
- KDUV/Visalia, CA***
PD: Joe Croft
APD/MD: Shannon Steele
- WCLQ/Wausau, WI**
PD/MD: Matt Deane

CHRISTIAN AC REPORTERS

KNZ/Abilene, TX PD/MD: Gary Hill	KGCB/Flagstaff, AZ OM: Daniel White PD/MD: Mike Medlin	WAWZ/Middlesex, NJ* OM: Scott Taylor PD: Johnny Stone MD: Keith Stevens
WFSH/Atlanta, GA* MD: Mike Stoult	WPER/Fredericksburg, VA PD: Frankie Morea	KGBI/Omaha, NE* PD: Melody Miller MD: Jeff Devereaux
WVFJ/Atlanta, GA* OM/MD: Don Schaeffer APD: Steve Williams	KZKZ/Ft. Smith, AR OM/MD: Dave Burdud	WPOZ/Orlando, FL* OM/MD: Dean O'Neal APD: Jeff Cruz
WAFJ/Augusta, GA* PD/MD: Steve Swanson	WLAB/Ft. Wayne, IN* PD: Don Buettner MD: Melissa Montana	WMSJ/Portland, ME* OM/MD: Paula K. MD: Kenny Robinson
KPEZ/Austin, TX* OM: Mac Daniels PD: Gary Walsh APD/MD: Steve Etheridge	WCSG/Grand Rapids, MI* PD: Chris Lemke	KFIS/Portland, OR* PD: Dave Arthur MD: Kat Taylor
WRBS/Baltimore, MD* PD: David Paul MD: Chris Scotland	WJQK/Grand Rapids, MI* OM: Troy West PD/MD: Gary Thompson	KSLT/Rapid City, SD OM: Tom Schoenstedt PD/MD: Dave Masters
WDJC/Birmingham, AL* APD/MD: Ronnie Bruce	WBEJ/Greensboro, NC PD/MD: Wally Decker APD: Darren Stevens	KSGN/Riverside, CA* PD: Bryan O'Neal MD: Brandi Lanai
KTSY/Boise, ID* OM: Chris Gilbreth PD: Jerry Woods APD/MD: Travis Culver	WLFJ/Greenville, SC* PD/MD: Rob Dempsey APD: Gary Miller	WPAR/Roanoke, VA* OM: Jackie Howard MD: Brian Sumner
WCVK/Bowling Green, KY OM: Ken Burns PD: Susan Woodard	KAHM/Honolulu, HI* OM: Jack Waters PD/MD: Corry Reynolds	WQFL/Rockford, IL PD/MD: Johnny V.
WAYR/Brunswick, GA PD/MD: Bart Wagner	KSBH/Houston, TX* PD: Chuck Pryor MD: Jim Beeler	KKFS/Sacramento, CA* PD/MD: Max Miller
WRCM/Charlotte, NC* OM: Gary Morland PD: Dwayne Harrison	WCRJ/Jacksonville, FL* PD: Roger Henderson MD: Theresa Ross	Sirius Spirit 66/Satellite* PD: Al Skop
WBDX/Chattanooga, TN* OM/MD: Jason McKay APD/MD: Justin Wade	WCQR/Johnson City, TN* PD: Chalmer Harper	XM The Message/Satellite* OM: Jon Zellner PD: Mike Abrams MD: Jim Epperlein
WJL/Chicago, IL*	KOBC/Joplin, MO OM/MD: Lisa Davis	KCMS/Seattle, WA* PD: Scott Valentine MD: Sarah Taylor
WAKW/Cincinnati, OH* PD: Rob Lewis MD: Daryl Pierce	KLJC/Kansas City, MO* PD/MD: Michael Grimm	WFRN/South Bend, IN PD: Jim Carter MD: Doug Moore
WFHM/Cleveland, OH* PD: Len Howser MD: Josh Booth	WJTL/Lancaster, PA* PD: John Shirk MD: Phil Smith	WHPZ/South Bend, IN PD/MD: Tom Scott
KGTS/College Place, WA PD: Elizabeth Nelson MD: Ernest Beck	WLGH/Lansing, MI PD: Jenn Czelada	KTSL/Spokane, WA* PD/MD: Beau Tyler
KBIQ/Colorado Springs, CO* PD: Bret Stevens MD: Jack Hamilton	KKSP/Little Rock, AR* PD: Don Burns	KWND/Springfield, MO* PD/MD: Jeremy Morris
KCVO/Columbia, MO OM/MD: Jim McDermott	KFSH/Los Angeles, CA* OM: Jim Tinker PD: Chuck Tyler APD/MD: Bob Shaw	KKJM/St. Cloud, MN OM/MD: Diana Madsen
WMHK/Columbia, SC* PD: Steve Sunshine	WJIE/Louisville, KY* PD: Jim Galipeau APD/MD: Chris Crain	KHZR/St. Louis, MO* OM: Sandi Brown PD/MD: Greg Cassidy
WCVO/Columbus, OH* PD: Todd Stach MD: Mike Russell	WRVI/Louisville, KY OM/MD: C.C. Matthews APD: Dave Reichel	WLPJ/Tampa, FL* PD: Carmen Brown APD: Dave Cruise MD: Jeff MacFarlane
KBNJ/Corpus Christi, TX* PD: Joe Fahl	KSWP/Lufkin, TX OM/MD: Al Ross APD/MD: Michelle Ross	KKCM/Tulsa, OK* OM: Steve Hunter PD: Chris Kelly
KLTY/Dallas, TX* PD: Chuck Finney APD/MD: Michael Prendergast	KVMV/McAllen, TX* PD: James Gambin APD/MD: Bob Malone	KXOJ/Tulsa, OK* PD: Bob Thornton APD: Dave Gordon
KNWI/Des Moines, IA PD/MD: Dave St. John	KJIL/Meade, KS PD/MD: Michael Luskey	WGTS/Washington, DC* PD: Becky Wilson Aligned MD: Rob Conway
WMUZ/Detroit, MI* PD: Miranda Belcher MD: Jon Culbert	KTIS/Minneapolis, MN* PD: Jason Sharp	WGRC/Williamsport, PA OM: Don Casteline PD/MD: Larry Weidman
WWIB/Eau Claire, WI OM: Paul Anthony PD/MD: Greg Steward	KBMQ/Monroe, LA PD/MD: Phillip Brooks	WXHL/Wilmington, DE OM: Dan Edwards PD/MD: Dave Kirby APD: Sal April
WCTL/Erie, PA OM: Ronald Raymond PD/MD: Adam Frase	WFFH/Nashville, TN* PD/MD: Vance Dillard	
KHPE/Eugene, OR MD: Paul Hernandez	Family Life Ministries/Network PD: John Owens APD: Kevin VanBuren MD: Cecil Van Houten	
KYTT/Eugene, OR OM: Dave DeAndrea PD/MD: Rick Stevens	New Life Media/Network PD/MD: Joe Buchanan	
KLRC/Fayetteville, AR PD/MD: Mark Michaels	WBSN/New Orleans, LA* OM: Julie Headrick PD: Tom Krimsier MD: Libby Krimsier	
WCLN/Fayetteville, NC OM/MD: Dan DeBruler APD: Syndi Long MD: Steve Turley		

* Monitored Reporters



▶ WITH 202 PLAYS AT 10 REPORTING STATIONS, BASSIST/SINGER/SONGWRITER **LAURA STORY** STARTS HER MAIDEN VOYAGE ON THE CHART WITH "MIGHTY TO SAVE" AT NO. 28. IT'S THE LEAD SINGLE FROM HER "GREAT GOD WHO SAVES" SET, WHICH ARRIVED AT RETAIL MARCH 18.

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THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN AC INDICATOR		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	1	10	JEREMY CAMP LET IT FADE	BEC/TOOTH & NAIL	877	+44
2	3	22	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	830	+10
3	2	22	MERCYME GOD WITH US	INO	770	-52
4	4	10	FEE ALL BECAUSE OF JESUS	INO	755	+55
5	5	7	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	678	+56
6	6	8	CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	595	+10
7	9	19	BRANDON HEATH DON'T GET COMFORTABLE	REUNION/PLG	477	+8
8	12	6	AARON SHUST WATCH OVER ME	BRASH	474	+58
9	8	27	NATALIE GRANT IN BETTER HANDS	CURB	439	-35
10	11	17	BUILDING 429 SINGING OVER ME	WORD-CURB	432	+6
11	17	5	33 MILES THANK YOU	INO	431	+73
12	7	27	CHRIS TOMLIN AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	425	-63
13	15	5	NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	408	+39
14	16	6	DECEMBERADIO FIND YOU WAITING	SLANTED/SPRING HILL	391	+24
15	13	23	POINT OF GRACE HOW YOU LIVE (TURN UP THE MUSIC)	WORD-CURB	383	-6
16	18	7	TOBYMAC FEAT. SITI MONROE ONE WORLD	FOREFRONT/EMI CMG	353	+37
17	19	9	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS	INO	322	+22
18	23	3	TENTH AVENUE NORTH LOVE IS HERE	REUNION/PLG	298	+66
19	22	7	MICHAEL ENGLISH THE ONLY THING GOOD IN ME	CURB	254	+1
20	21	15	SANCTUS REAL WE NEED EACH OTHER	SPARROW/EMI CMG	245	-24
21	14	20	BRITT NICOLE SET THE WORLD ON FIRE	SPARROW/EMI CMG	245	-132
22	24	4	DAVID CROWDER BAND NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	231	+14
23	20	18	SARA GROVES WHEN THE SAINTS	INO	221	-56
24	29	3	AFTERS KEEPING ME ALIVE	INO	217	+35
25	25	2	MATT MAHER YOUR GRACE IS ENOUGH	ESSENTIAL/PLG	212	+4
26	28	5	MIKESCHAIR OTHERSIDE	CURB	205	+22
27	26	2	DANIEL DOSS BANO GOD IN ME	SPARROW/EMI CMG	204	+4
28	NEW		LAURA STORY MIGHTY TO SAVE	INO	202	+56
29	30	10	MARK SCHULTZ EVERYTHING TO ME	WORD-CURB	188	+9
30	NEW		CHRIS SLIGH EMPTY ME	BRASH	187	+36



CHRISTIAN CHR MUSIC RESEARCH

ARTIST TITLE	IMPRINT / PROMOTION LABEL	TOTAL	FAM%	BURN%	W 18-24	W 25-34	W 18-34
STORYSIDE: B BE STILL	SILENT MAJORITY/GOTEE	4.39	87%	14%	4.20	4.17	4.18
NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	4.19	86%	10%	4.05	4.44	4.29
FIREFLIGHT UNBREAKABLE	FLICKER/PLG	4.15	86%	21%	3.69	4.41	4.05
MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	4.14	95%	15%	4.19	4.06	4.10
MERCYME GOD WITH US	INO	4.13	96%	22%	3.69	4.32	4.02
FALLING UP HOTEL AQUARIUM	BEC/TOOTH & NAIL	4.13	88%	14%	4.20	4.06	4.13
BRANDON HEATH DON'T GET COMFORTABLE	REUNION/PLG	4.12	84%	9%	4.24	4.14	4.19
ROBBIE SEAY BANO SONG OF HOPE	SPARROW/EMI CMG	4.09	96%	21%	4.05	4.13	4.09
SKILLET THE OLDER I GET	ARDENT/SRE/INO	4.08	95%	21%	3.98	3.93	3.94
FLYLEAF ALL AROUND ME	SRE/OCTONE	4.04	63%	15%	4.00	3.62	3.74
ALL STAR UNITED LOVE AND RADIATION	7 SPIN	4.04	90%	13%	4.10	3.57	3.88
MAINSTAY BELIEVE	BEC/TOOTH & NAIL	4.03	92%	18%	3.89	4.03	3.96
JEREMY CAMP NO MATTER WHAT IT TAKES	BEC/TOOTH & NAIL	4.03	70%	13%	3.90	4.12	4.00
STELLAR KART JESUS LOVES YOU	WORD-CURB	4.02	57%	10%	4.31	3.69	3.90
HAWK NELSON FRIEND LIKE THAT	BEC/TOOTH & NAIL	4.01	69%	14%	3.86	3.73	3.80
THE AFTERS NEVER GOING BACK TO OK	INO	4.01	87%	15%	3.96	3.87	3.91
BRITT NICOLE SET THE WORLD ON FIRE	SPARROW/EMI CMG	4.01	97%	22%	4.07	3.97	4.01
DAVID CROWDER BAND NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	4.00	93%	21%	4.47	4.00	4.19
SANCTUS REAL WE NEED EACH OTHER	SPARROW/EMI CMG	3.97	93%	25%	3.92	3.80	3.86
TOBY MAC ONE WORLD	FOREFRONT/EMI CMG	3.96	91%	20%	3.91	3.96	3.93

This report is a cumulative sample of current online music surveys conducted by Christian CHR stations across the country. Total sample size is 1070 respondents. Total average favorability estimates are based on a scale of 1-5. (1= don't like it at all, 5 = love it). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the internet. Once passed, they can take the music test when invited to do so by their local radio station. When comparing this data with what is happening at your station please keep in mind that number of spins, percentage of familiarity, and other factors must be considered, and that your results may vary accordingly. HitMusicResearch.com results are intended to show opinions of participants on the internet only. Hit Music Research is a registered trademark of HitMusicResearch.com. The HMR system is available exclusively for local Christian radio stations by contacting Ken Farley at (615) 331-0736 or Ken@hitmusicresearch.com



Holiday programming, PPM, performance royalties and Garthzilla among many highlights

CRS-39: A Lot To Take In

R.J. Curtis

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there were more than 40 panels in three days at this year's Country Radio Seminar, held March 5-7 at the Nashville Convention Center, enough to invoke the "mosquito in a nudist colony" phrase when describing possible takeaways. We reached out to the vast and unpaid research department at R&R—you—to find out the key panels people are still buzzing about two weeks later.

The PPM was a major part of this year's CRS curriculum, while "Raising the Bar" corralled radio executives, artists and label heads to discuss the challenges that their industries face.

Then there was that Garth moment.

Garth-tacular

The hands-down consensus for "moment of the week" was easily the March 5 Garth Brooks "Up Close" session. Early into this one-on-one conducted by WSIX/Nashville morning personality Gerry House, Brooks declared that everything he said would be "off the record." As it turned out, any sound bite or quotes from Garth would have been greatly overshadowed by his impromptu (sort of) live performance with his entire band, and the 10 minutes he shared onstage with WTHO/Thompson, Ga., MD Steve Ferguson, whose name was drawn for a chance to sing live with Brooks. The artist's ability to deliver his music live has long been legendary, but this moment was about Brooks' special, intangible qualities that set him apart from most entertainers in any genre. As Ferguson tried calling the radio station on his cell—to no avail at first—Brooks showed patience and played along like a good buddy. Ferguson stalled, mentioning he hoped his wife had made it to the session and that he knew many Brooks songs because he'd sung in a band. Brooks kept his cool throughout the delay in reaching WTHO's on-air studio. However it was a different scene in the audience, where programmers were writhing internally, struggling with the amount of downtime. This all made for great theater and, as Ferguson left the stage, Brooks said matter-of-factly, "Thanks, Steve, I hope your wife made it down to see this." It was a nice finishing touch

that reinforces that it takes a special artist to create such a special moment.

The PPM: X-Mas Music Buster?

The effect of AC radio's annual all-Christmas assault on country radio received extensive floor time during the March 5 "Country Music Through the PPM Lens" session, moderated by Arbitron VP of programming services Gary Marince. Country stations traditionally get clubbed in December, while all-holiday ACs feast on jumbo-sized cume spikes. In the recent "holiday," or 13th month of PPM ratings released in Houston and Philadelphia, country held its own as ACs WBEB (B101)/Philadelphia and KODA/Houston posted double digit 6+ shares. Arbitron estimated between 2.3 million and 2.5 million persons 6+ sampled WBEB per week during the "13th" month. Panelist and CBS Radio VP of country/KILT PD Jeff Garrison attributed these off-the-chart numbers to what he called "exposed cume": listeners exposed to B101 in malls, stores and other public places during the holiday season. "It's fly-by cume," Garrison said.

Marince said Arbitron examined audience sharing patterns between Beasley's country WXTU/Philadelphia and WBEB, and found B101's holiday music had a minimal impact on WXTU's cume and average time exposed. (R&R's own analysis of Philly PPM ratings found that while WXTU's weekly TSL appears to be unaffected by B101's holiday format, WXTU's cume declined from 737,700 in November to 646,300 in December and 670,800 in the holiday survey, before rising to 687,100 in January.) However, the number of occasions that

'As an artist, you want to lean toward performance royalties. On the other side of it, if the artist doesn't own the song and they sing on it, I don't see why the artist gets paid.'

—John Rich



Brooks

'Why should labels pay to promote radio to play music? The publishing companies should do that.'

—Scott Borchetta

WXTU listeners spent with B101 increased during the holiday season, according to Marince. "It's not a cume story for country," he said. "The story is listening occasions"—WXTU listeners dramatically increased the number of occasions spent with B101 during the holidays, while WXTU's own occasions-per-listener remained relatively flat. Marince suggested that WXTU listeners were "coming up with additional occasions of listening and giving them to WBEB," without sacrificing their listening to WXTU. He and Garrison agreed that audience listening patterns and lifestyles change significantly during the holidays.

'Raising The Bar'

It took a while to get to it—more than an hour—but the sticky wicket that is proposed performance royalties for terrestrial stations eventually took center stage at the March 7 "Raising the Bar" panel. Artists John Rich (Big & Rich) and Jewel were on the panel; Rich seemed to favor radio paying a sound recording royalty, but only if the artist was also the writer of the composition. "As an artist, you want to lean toward [it]," he said of performance royalties. "On the other side of it, if the artist doesn't own the song and they sing on it, I don't see why the artist gets paid." Rich co-writes material for Big & Rich with partner Big Kenny and called the

prospect of terrestrial stations being required to pay royalties to recording artists and labels "dangerous" and worried that it could lead to the loss of some music-formatted stations. Sony BMG Nashville chairman Joe Galante was also on the panel and called performance royalties "a global issue . . . not specifically aimed at country." (The United States is one of the few countries that exempt over-the-air radio from paying a copyright royalty to performers and record labels.) "We're not going to answer this here," Galante said.

Scott Borchetta, president/CEO for Nashville-based independent Big Machine Records, suggested that music publishers ought to help labels shoulder the cost of promoting music to radio since they, too, benefit from airplay. Borchetta, who launched a second imprint, Valory Music, last November and signed Jewel to a multi-album deal, noted how organizations ASCAP and BMI have reported record earnings. "Why should labels pay to promote radio to play music? The publishing companies should do that," Borchetta said.

There were two radio guys on the panel, too. McVay Media VP of country Charlie Cook and KILT's Garrison both expressed optimism when asked by moderator Brian Mansfield of USA Today what radio would look like in 10 years. Cook stressed the importance of content and said traditional over-the-air radio isn't going away. Garrison played up the medium's ability to make emotional connections with listeners and said the PPM "is proving everything" programmers have long believed about radio. **R&R**

Additional reporting by Paul Heine.

R&R COUNTRY

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▶ AFTER MOVING TO RECURRENT STATUS LAST ISSUE, **LEE BRICE'S** "HAPPY ENDINGS" REBOUNDS IN AUDIENCE (UP 500,000 IMPRESSIONS) AND PLAYS (UP 70), ALLOWING IT TO RE-ENTER THE CHART AT NO. 32. SP:INS ARE DETECTED AT 97 MONITORED REPORTERS, A GAIN OF FIVE STATIONS OVER THE PREVIOUS WEEK.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS
					IMPRINT / PROMOTION LABEL		TW +/-	TW RANK
1	2	19	ALAN JACKSON	SMALL TOWN SOUTHERN MAN	NO. 1 (1 WK)	☆	30.459 +1.127	4439 1
2	1	16	CARRIE UNDERWOOD	ALL-AMERICAN GIRL		☆	28.721 -3.069	4087 2
3	5	15	TRACE ADKINS	YOU'RE GONNA MISS THIS		☆	27.364 +1.902	3895 3
4	4	26	RODNEY ATKINS	CLEANING THIS GUN (COME ON IN BOY)		☆	25.494 -2.381	3658 5
5	3	22	KENNY CHESNEY DUET WITH GEORGE STRAIT	SHIFTWORK		☆	24.558 -4.358	3594 7
6	7	35	CHRIS CAGLE	WHAT KINDA GONE		☆	24.235 +0.873	3660 4
7	8	6	GEORGE STRAIT	I SAW GOD TODAY		☆	23.996 +1.279	3372 8
8	6	30	CHUCK WICKS	STEALING CINDERELLA		☆	22.470 -2.053	3617 6
9	10	22	JAMES OTTO	JUST GOT STARTED LOVIN' YOU		☆	21.409 +2.170	3102 10
10	9	32	JASON ALDEAN	LAUGHED UNTIL WE CRIED		☆	19.367 +0.062	3128 9
11	12	10	TAYLOR SWIFT	PICTURE TO BURN		☆	18.646 +1.220	2773 11
12	11	21	BROOKS & DUNN	GOD MUST BE BUSY		☆	16.759 -0.502	2550 12
13	13	20	PHIL VASSAR	LOVE IS A BEAUTIFUL THING		☆	16.371 +0.183	2452 13
14	14	28	BUCKY COVINGTON	IT'S GOOD TO BE US		☆	15.208 +0.068	2328 14
15	15	24	LADY ANTEBELLUM	LOVE DON'T LIVE HERE		☆	12.612 +0.653	1977 15
16	19	4	RASCAL FLATTS	EVERY DAY	AIRPOWER	☆	12.419 +3.042	1817 18
17	17	9	JEWEL	STRONGER WOMAN		☆	11.398 +0.776	1839 17
18	16	26	KELLIE PICKLER	THINGS THAT NEVER CROSS A MAN'S MIND		☆	11.258 +0.371	1883 16
19	22	4	BRAD PAISLEY	I'M STILL A GUY	MOST INCREASED AUDIENCE/MOST ADDED	☆	10.916 +3.075	1580 21
20	18	11	JOE NICHOLS	IT AIN'T NO CRIME		☆	10.436 +0.248	1765 19
21	20	10	DIERKS BENTLEY	TRYING TO STOP YOUR LEAVING		☆	10.006 +1.285	1616 20
22	21	29	JAKE OWEN	SOMETHIN' ABOUT A WOMAN		☆	9.058 +0.596	1543 22
23	23	11	JOSH TURNER FEATURING TRISHA YEARWOOD	ANOTHER TRY		☆	6.997 -0.022	1249 24
24	24	24	ASHTON SHEPHERD	TAKIN' OFF THIS PAIN		☆	6.865 +0.476	1403 23
25	26	5	MONTGOMERY GENTRY	BACK WHEN I KNEW IT ALL		☆	6.097 +1.395	988 26
26	25	19	JACK INGRAM	MAYBE SHE'LL GET LONELY		☆	5.918 +0.443	1103 25
27	27	8	BLAKE SHELTON	HOME		☆	5.538 +0.710	891 28
28	29	22	JOSH GRACIN	WE WEREN'T CRAZY		☆	4.758 +0.329	983 27
29	28	8	EAGLES	BUSY BEING FABULOUS		☆	4.064 -0.457	666 31
30	30	11	MIRANDA LAMBERT	GUNPOWDER & LEAD		☆	3.839 +0.480	731 29

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS
					IMPRINT / PROMOTION LABEL		TW +/-	TW RANK
31	31	14	GARTH BROOKS & HUEY LEWIS	WORKIN' FOR A LIVIN'		☆	3.425 +0.146	502 36
32	RE-ENTRY		LEE BRICE	HAPPY ENDINGS		☆	3.392 +0.511	702 30
33	32	11	TRISHA YEARWOOD	THIS IS ME YOU'RE TALKING TO		☆	3.105 +0.172	556 34
34	33	7	KEITH ANDERSON	I STILL MISS YOU		☆	3.063 +0.085	602 32
35	34	9	SARA EVANS	SOME THINGS NEVER CHANGE		☆	3.041 +0.740	583 33
36	37	3	TOBY KEITH	SHE'S A HOTTIE		☆	2.713 +0.873	452 38
37	35	7	REBA MCENTIRE	EVERY OTHER WEEKEND		☆	2.355 +0.248	355 41
38	36	14	TRACY LAWRENCE	TIL I WAS A DADDY TOO		☆	2.298 +0.443	421 39
39	39	8	PHIL STACEY	IF YOU DIDN'T LOVE ME		☆	2.230 +0.518	522 35
40	40	3	TIM MCGRAW	KRISTOFFERSON		☆	2.004 +0.328	286 44
41	41	7	JASON MICHAEL CARROLL	I CAN SLEEP WHEN I'M DEAD		☆	1.775 +0.213	494 37
42	38	11	JYPSI	I DON'T LOVE YOU LIKE THAT		☆	1.729 -0.021	367 40
43	43	3	JULIANNE HOUGH	THAT SONG IN MY HEAD		☆	1.391 +0.222	277 45
44	44	8	CLAY WALKER	SHE LIKES IT IN THE MORNING		☆	1.336 +0.182	249 46
45	42	17	WHISKEY FALLS	FALLING INTO YOU		☆	1.230 -0.012	324 42
46	NEW		CARRIE UNDERWOOD	LAST NAME	HOT SHOT DEBUT	☆	1.161 +1.022	177 53
47	45	8	RANDY OWEN	BRAID MY HAIR		☆	1.106 +0.047	201 49
48	46	4	THE LOST TRAILERS	HOLLER BACK		☆	1.069 +0.029	150 54
49	56	2	JO DEE MESSINA	I'M DONE		☆	1.000 +0.383	237 48
50	47	3	EMILY WEST	ROCKS IN YOUR SHOES		☆	0.999 +0.034	181 52
51	51	10	CARTER'S CHORD	YOUNG LOVE		☆	0.911 +0.161	248 47
52	49	3	LEANN RIMES	GOOD FRIEND AND A GLASS OF WINE		☆	0.825 +0.051	186 51
53	48	6	SARAH JOHNS	HE HATES ME		☆	0.777 -0.001	294 43
54	50	17	ELI YOUNG BAND	WHEN IT RAINS		☆	0.776 +0.012	88 59
55	52	11	ROCKIE LYNNE	I CAN'T BELIEVE IT'S ME		☆	0.741 +0.068	81 60
56	59	2	LUKE BRYAN	COUNTRY MAN		☆	0.688 +0.198	63 -
57	53	10	THE ROAD HAMMERS	I DON'T KNOW WHEN TO QUIT		☆	0.669 -0.001	195 50
58	55	4	MICA ROBERTS FEATURING TOBY KEITH	THINGS A MAMA DON'T KNOW		☆	0.540 -0.114	142 55
59	58	2	CLINT BLACK	LONG COOL WOMAN		☆	0.525 -0.020	103 58
60	60	2	CROSS CANADIAN RAGWEED	CRY LONELY		☆	0.502 +0.036	57 -

MOST INCREASED AUDIENCE (IN MILLIONS)

+3.075
BRAD PAISLEY

+3.042
RASCAL FLATTS

+2.170
JAMES OTTO

+1.902
TRACE ADKINS

+1.395
MONTGOMERY GENTRY

Back When I Knew It All (Columbia)
WKLB +0.142, KSCS +0.122, KEEY +0.118, WXTU +0.114, KIM +0.058, WYCD +0.067, WIRK +0.065, WUBE +0.062, WUBL -0.051, WKKK +0.050

NEW AND ACTIVE					
ARTIST	TITLE / LABEL	AUDIENCE / GAIN	ARTIST	TITLE / LABEL	AUDIENCE / GAIN
CRYSTAL SHAWANDA	You Can Let Go (RCA)	0.357/0.098	JULIO IGLESIAS, JR.	The Way I Want You (Team)	0.287/0.275
SUGARLAND FEAT. LITTLE BIG TOWN & JAKE OWEN	Life In A Northern Town (Mercury Nashville)	0.334/0.242	RISSI PALMER	Hold On To Me (1720)	0.254/0.098
DOLLY PARTON	Jesus & Gravity (Dolly/COS)	0.243/0.068	BLUEFIELD	Butterfly (Country Thunder)	0.237/0.051
TOTAL STATIONS:	13		TOTAL STATIONS:	17	
TOTAL STATIONS:	4		TOTAL STATIONS:	21	

MOST ADDED

BRAD PAISLEY 21
I'm Still A Guy (Arista Nashville)
KAJA, KCYE, KFRG, KHEY, KIXZ, KNCI, KPLX, KSON, KTKM, KXKS, KXKT, WCOL, WCTK, WDSY, WFMS, WIRK, WKKO, WKXC, WMIL, WSM, WYCD

TOBY KEITH 20
She's A Hottie (Show Dog Nashville)
KFRG, KKNK, KNCI, KRST, KSOP, KUBL, WCTO, WDAF, WFBE, WGGY, WGKX, WGNL, WIVK, WKCO, WKDF, WQBE, WSLC, WWLU, WXBQ

GARY ALLAN 18
Learning How To Bend (MCA Nashville)
KATM, KIZN, KKWF, KMDL, KRST, KRTY, KSOP, KUBL, KLUZZ, WGGY, WGNL, WGNL, WKDF, WKHX, WOGK, WRNS, WXBQ, WYRK

CARRIE UNDERWOOD 17
Last Name (Arista/Arista Nashville)
KBUL, KCYE, KFDI, KKWF, KMPS, KNCI, KNTY, KRST, KSOP, KUBL, WGH, WITL, WIVK, WKDF, WQHK, WRNS, WYCD

LOST TRAILERS 16
Holler Back (BNA)
KKNK, KRTY, KSKS, KSON, KSOP, KUBL, KXKT, WGNL, WGTU, WIOV, WKCO, WKHX, WKLB, WQDR, WQMX, WWGR

RASCAL FLATTS 15
Every Day (Lyric Street)
KAJA, KXNK, KSSN, KTKM, KTST, WBLU, WDSY, WFMS, WIRK, WKKO, WMIL, WOGK, WQYK, WRBT, WYVZ

FOR WEEK ENDING MARCH 16, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations. 112 country and 28 Canada country stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 114 reporters. © 2008 Nielsen Business Media, Inc. All rights reserved.

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WGNA/Albany, NY PD/MD: Tom Jacobsen	WWGR/Ft. Myers, FL PD/MD: Justin Tyler APD: Steve Hart	WGKX/Memphis, TN PD: Tim Jones	KNCI/Sacramento, CA APD: Greg Cole
KRST/Albuquerque, NM OM/MD: Eddie Haskell MD: Paul Bailey	WQHK/Ft. Wayne, IN OM/MD: Rob Kelley MD: Dave Michaels	WKIS/Miami, FL PD: Ken Boesen APD: Greg Valentine MD: Darlene Evans	KNTY/Sacramento, CA PD/MD: Bob McNeill
WCTO/Allentown, PA OM/MD: Shelly Easton APD/MD: Jerry Padden	WOCK/Gainesville, FL PD: Mr. Bob MD: Big Red	WKCO/Saginaw, MI OM/MD: Mike Skot APD: Kevin Profit MD: John Richards	KSOP/Salt Lake City, UT APD/MD: Debby Turpin
WKSF/Asheville, NC OM/MD: Jeff Davis	WBCT/Grand Rapids, MI OM/MD: Doug Montgomery APD/MD: Dave Taft	WMIL/Milwaukee, WI OM/MD: Kerry Wolfe APD: Scott Dolphin MD: Mitch Morgan	KUBL/Salt Lake City, UT PD: Ed Hill MD: Pat Garrett
WKHX/Atlanta, GA OM/MD: Mark Richards MD: Mike Macho	WPAW/Greensboro, NC PD: Randall Bliss APD: Clay J.D. Walker	KEEY/Minneapolis, MN OM/MD: Gregg Swedberg MD: Mary Gallas	KAJA/San Antonio, TX OM: Sam Diggedy PD: Wes Poe APD: Jim Pearson
WUBL/Atlanta, GA OM/MD: Clay Hunnicutt APD/MD: Lance Houston	WRNS/Greenville, NC PD/MD: Wayne Carlyle	KTOM/Monterey, CA OM: Sam Diggedy PD: Wes Poe APD: Jim Pearson	KSON/San Diego, CA PD: John Marks APD/MD: Brooks O'Brian
WKXC/Augusta, GA PD: T Gentry	WRBT/Harrisburg, PA PD: Joe Kelly APD/MD: Newman	WKDF/Nashville, TN OM: Dave Kelly PD: Bud Ford	KRTY/San Jose, CA PD/MD: Julie Stevens
KUZZ/Bakersfield, CA PD: Evan Bridwell MD: Donna James	WWVZ/Hartford, CT PD: Pete Salant	WSIX/Nashville, TN OM: Rich Davis PD: Keith Kaufman	KKWF/Seattle, WA OM: Dave Richards PD: Lance Tidwell
WYPY/Baton Rouge, LA PD: Dave Dunaway APD/MD: Jimmy Brooks	KILT/Houston, TX PD: Jeff Garrison MD: Greg Frey	WSM/Nashville, TN MD: Frank Seres	KMPS/Seattle, WA PD: Becky Brenner MD: Tony Thomas
KIZN/Boise, ID OM/MD: Rich Summers APD: Steve Shannon MD: Spencer Burke	WFMS/Indianapolis, IN PD: Bob Richards MD: J.D. Cannon	WGH/Norfolk, VA OM/MD: John Shomby APD/MD: Mark McKay	KXKS/Shreveport, LA OM: Gary McCoy PD: Chris Evans
WKL/Boston, MA OM: Don Kelley PD: Mike Brophy APD/MD: Ginny Rogers	WUSJ/Jackson, MS PD: Russ Williams	KKNG/Oklahoma City, OK OM/MD: Kevin Christopher MD: Lynn Waggoner	KIXZ/Spokane, WA OM: Robert Harder PD/MD: Paul "Coyote" Neumann
WYRK/Buffalo, NY PD: Wendy Lynn	WGNE/Jacksonville, FL PD/MD: Jeff Davis	KTST/Oklahoma City, OK OM/MD: Tom Travis	WPKX/Springfield, MA OM/MD: Pat McKay APD: Marc Spencer
WQBE/Charleston, WV OM: Jeff Whitehead PD: Ed Roberts MD: Bill Hagy	KBQK/Kansas City, MO PD: Mike Kennedy MD: T.J. McEntire	KXKT/Omaha, NE PD: Erik Johnson MD: Craig Allen	KTTS/Springfield, MO OM/MD: Chris Cannon APD/MD: Curly Clark
WSOC/Charlotte, NC PD: D.J. Stout APD/MD: Rick McCracken	KFKF/Kansas City, MO OM/MD: Dale Carter APD/MD: Tony Stevens	KMAY/Oxnard, CA	WIL/St. Louis, MO PD: Greg Mazing APD/MD: Danny Montana
WUSY/Chattanooga, TN PD: Kris Van Dyke MD: Bill Poindexter	WDAF/Kansas City, MO OM/MD: Thom McGinty PD: Michael Cruise	WXTU/Philadelphia, PA OM/MD: Roy Land PD: Bob McKay	KATM/Stockton, CA OM: Richard Perry PD: Randy Black MD: Nikki Thomas
WUSN/Chicago, IL PD: Mike Peterson MD: Marci Braun	WIVK/Knoxville, TN OM/MD: Mike Hammond MD: Colleen Addair	KMLE/Phoenix, AZ PD: Kris Abrams APD: Dave Collins MD: Gwen Foster	WQYK/Tampa, FL OM/MD: Mike Culotta APD: Beecher Martin MD: Jay Roberts
WUBE/Cincinnati, OH OM: Patti Marshall PD: Travis Moon APD: Kathy O'Connor MD: Duke Hamilton	KMDL/Lafayette, LA PD: Scott Bryant MD: T.D. Smith	KNIX/Phoenix, AZ PD: Ray Massie	WKKO/Toledo, OH PD/MD: Gary Shores APD: Harvey Steele
KATC/Colorado Springs, CO OM: Bobby Irwin PD: Jim West	WPCV/Lakeland, FL OM/MD: Mike James APD/MD: Jeni Taylor	WDSY/Pittsburgh, PA OM/MD: Keith Clark APD/MD: Stoney Richards	KIIM/Tucson, AZ OM: Herb Crowe PD/MD: Buzz Jackson
WWNU/Columbia, SC PD: Rick Taylor MD: Tyler On The Radio	WIOV/Lancaster, PA OM: Ken Carson PD: Al Brock	WOGI/Pittsburgh, PA OM: Frank Bell PD: Dave Anthony	KVOO/Tulsa, OK PD: Luke Jensen MD: Dave Austin
WCOL/Columbus, OH PD: John Crenshaw APD/MD: Dan E. Zuko	WITL/Lansing, MI OM: Brent Alberts PD/MD: Chris Tyler APD: Jordan Lee	KUPL/Portland, OR PD: John Paul APD/MD: Rick Taylor	WIRK/West Palm Beach, FL PD: Mitch Mahan MD: JR Jackson
KPLX/Dallas, TX PD: Jan Jeffries APD: Smokey Rivers	KCYE/Las Vegas, NV PD/MD: R.W. Smith	KWJJ/Portland, OR OM: Clark Ryan PD: Mike Moore APD/MD: Savannah Jones	KFDI/Wichita, KS OM/MD: Beverlee Brannigan APD/MD: Carol Hughes
KSCS/Dallas, TX APD/MD: Chris Huff	KWNR/Las Vegas, NV PD: Cary Rolfe MD: Jason Steiner	WOKQ/Portsmouth, NH OM: Mark Ericson PD: Mark Jennings MD: Dan Lunnie	WGGY/Wilkes Barre, PA PD: Doc Medek MD: Jessie Roberts
KYGO/Denver, CO PD: Joel Burke MD: Garrett Doll	WBUL/Lexington, KY PD: Mark Grantin	WCTK/Providence, RI PD/MD: Stephen Guitari APD: Sam Stevens	WXCX/Wilmington, DE OM/MD: Dave Hovel APD: Mike Joseph MD: Chris Duff
KHKI/Des Moines, IA OM: Jack O'Brien PD/MD: Andy Elliott	KSSN/Little Rock, AR PD/MD: Chad Heritage	WQDR/Raleigh, NC OM: Paul Michaels PD: Lisa Mckay	WGTY/York, PA PD: Scott Donato MD: Dan Douglas
WYCD/Detroit, MI PD: Tim Roberts APD/MD: Mike Scott	WAMZ/Louisville, KY PD: Coyote Calhoun MD: Night Train Lane	KBUL/Reno, NV PD: Brad Hansen APD/MD: Derek Gunn	WQXK/Youngstown, OH OM: Scott Kennedy PD: Dave Steele APD: Doug James MD: Burton Lee
KHEY/EI Paso, TX MD: Marty Austin	WMAD/Madison, WI OM: Mike Ferris PD: Jon Reilly APD/MD: Tyler Reese	KFRG/Riverside, CA OM: Lee Douglas PD/MD: Don Jeffrey	WLSL/Roanoke, VA PD: Brett Sharp MD: Robynn Jaymes
WFBE/Flint, MI PD: April Rose APD: Keith Allen			



▶ THE BIGGEST JUMP ON THE CANADA COUNTRY CHART BELONGS TO AARON LINES' "MOMENTS THAT MATTER" (43-29).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	COUNTRY INDICATOR	IMPRINT / PROMOTION LABEL	PLAYS		TOTAL AUD.
							TW	+/-	
1	1	16	ALAN JACKSON	SMALL TOWN SOUTHERN MAN		ARISTA NASHVILLE	4581	+201	9.817
2	3	11	TRACE ADKINS	YOU'RE GONNA MISS THIS		CAPITOL NASHVILLE	4240	+278	9.124
3	5	30	CHRIS CAGLE	WHAT KINDA GONE		CAPITOL NASHVILLE	4104	+232	8.700
4	2	12	CARRIE UNDERWOOD	ALL-AMERICAN GIRL		ARISTA/ARISTA NASHVILLE	3976	-311	8.581
5	8	7	GEORGE STRAIT	I SAW GOD TODAY		MCA NASHVILLE	3812	+228	8.602
6	4	13	KENNY CHESNEY DUET WITH GEORGE STRAIT	SHIFTWORK		BNA	3464	-409	6.824
7	9	14	JAMES OTTO	JUST GOT STARTED LOVIN' YOU		RAYB/WARNER BROS./WRN	3342	+265	7.259
8	6	23	CHUCK WICKS	STEALING CINDERELLA		RCA	3285	-521	6.811
9	11	10	TAYLOR SWIFT	PICTURE TO BURN		BIG MACHINE	3206	+247	6.938
10	7	22	RODNEY ATKINS	CLEANING THIS GUN (COME ON IN BOY)		CURB	3151	-583	6.775
11	10	28	JASON ALDEAN	LAUGHED UNTIL WE CRIED		BROKEN BOW	3074	+92	6.441
12	12	25	BUCKY COVINGTON	IT'S GOOD TO BE US		LYRIC STREET	2816	+73	6.111
13	14	15	PHIL VASSAR	LOVE IS A BEAUTIFUL THING		UNIVERSAL SOUTH	2751	+101	5.939
14	13	17	BROOKS & DUNN	GOD MUST BE BUSY		ARISTA NASHVILLE	2442	-230	5.046
15	19	4	RASCAL FLATTS	EVERY DAY		LYRIC STREET	2394	+510	5.253
16	16	10	JOE NICHOLS	IT AIN'T NO CRIME		UNIVERSAL SOUTH	2290	+187	4.847
17	21	4	BRAO PAISLEY	I'M STILL A GUY		ARISTA NASHVILLE	2250	+643	4.950
18	15	18	LADY ANTEBELLUM	LOVE DON'T LIVE HERE		CAPITOL NASHVILLE	2245	+65	4.923
19	17	10	DIERKS BENTLEY	TRYING TO STOP YOUR LEAVING		CAPITOL NASHVILLE	2147	+198	4.469
20	20	8	JEWEL	STRONGER WOMAN		VALORY	2075	+205	4.330
21	18	19	KELLIE PICKLER	THINGS THAT NEVER CROSS A MAN'S MIND		BNA	2013	+114	4.031
22	27	5	MONTGOMERY GENTRY	BACK WHEN I KNEW IT ALL		COLUMBIA	1633	+393	3.475
23	24	7	BLAKE SHELTON	HOME		WARNER BROS./WRN	1472	+163	3.065
24	23	10	JOSH TURNER FEAT. TRISHA YEARWOOD	ANOTHER TRY		MCA NASHVILLE	1470	+139	3.179
25	22	15	JACK INGRAM	MAYBE SHE'LL GET LONELY		BIG MACHINE	1411	-26	2.857
26	25	11	ASHTON SHEPHERO	TAKIN' OFF THIS PAIN		MCA NASHVILLE	1376	+110	2.981
27	26	13	JAKE OWEN	SOMETHING ABOUT A WOMAN		RCA	1335	+70	3.013
28	28	10	MIRANDA LAMBERT	GUNPOWDER & LEAD		COLUMBIA	1186	+67	2.536
29	29	15	JOSH GRACIN	WE WEREN'T CRAZY		LYRIC STREET	1156	+50	2.341
30	34	3	TOBY KEITH	SHE'S A HOTTIE		SHOW DOG NASHVILLE	1065	+451	2.178
31	31	8	EAGLES	BUSY BEING FABULOUS		ERCA/DST HIGHWAY/MERCURY	855	+38	1.909
32	32	10	KEITH ANDERSON	I STILL MISS YOU		COLUMBIA	775	+72	1.627
33	36	4	REBA MCENTIRE	EVERY OTHER WEEKEND		MCA NASHVILLE	736	+164	1.669
34	35	10	SARA EVANS	SOME THINGS NEVER CHANGE		RCA	708	+94	1.511
35	33	10	TRISHA YEARWOOD	THIS IS ME YOU'RE TALKING TO		BIG MACHINE	685	+16	1.464
36	44	2	TIM MCGRAW	KRISTOFFERSON		CURB	624	+320	1.270
37	37	9	JASON MICHAEL CARROLL	I CAN SLEEP WHEN I'M DEAD		ARISTA NASHVILLE	577	+56	1.209
38	38	8	PHIL STACEY	IF YOU DIDN'T LOVE ME		LYRIC STREET	573	+52	1.094
39	NEW		CARRIE UNDERWOOD	LAST NAME		ARISTA/ARISTA NASHVILLE	491	+491	0.844
40	39	10	WHISKEY FALLS	FALLING INTO YOU		MIDAS/NEW REVOLUTION	471	-20	0.870

A complete listing of the Country Indicator chart can be found in R&R Music Tracking and the latest edition of R&R Country Hotfax. To subscribe to the Hotfax, call 800-562-2706 or e-mail: radioandrecords@pubservice.com.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	COUNTRY INDICATOR	IMPRINT / PROMOTION LABEL	PLAYS		
							TW	+/-	
1	1	13	CARRIE UNDERWOOD	ALL-AMERICAN GIRL		ARISTA/SONY BMG	741	+9	
2	2	8	TRACE ADKINS	YOU'RE GONNA MISS THIS		CAPITOL NASHVILLE/EMI	680	+42	
3	3	5	GEORGE STRAIT	I SAW GOD TODAY		MCA NASHVILLE/UNIVERSAL	642	+27	
4	5	17	ALAN JACKSON	SMALL TOWN SOUTHERN MAN		ARISTA NASHVILLE/SONY BMG	624	+27	
5	7	6	TAYLOR SWIFT	PICTURE TO BURN		BIG MACHINE/UNIVERSAL	567	+22	
6	8	7	CRYSTAL SHAWANDA	YOU CAN LET GO	◆	RCA/SONY BMG	550	+9	
7	6	9	GORD BAMFORD	STAYED TIL TWO	◆	ROYALTY	550	-7	
8	4	14	KENNY CHESNEY DUET WITH GEORGE STRAIT	SHIFTWORK		BNA/SONY BMG	544	-56	
9	13	10	CHRIS CAGLE	WHAT KINDA GONE		CAPITOL NASHVILLE/EMI	530	+67	
10	11	8	PAUL BRANDT	THAT'S WORTH FIGHTIN' FOR	◆	BRAND-T/UNIVERSAL	489	-7	
11	14	14	CHUCK WICKS	STEALING CINDERELLA		RCA/SONY BMG	470	+16	
12	9	20	RODNEY ATKINS	CLEANING THIS GUN (COME ON IN BOY)		CURB/EMI	468	-65	
13	15	9	JOHNNY REID	THANK YOU	◆	OPEN ROAD/UNIVERSAL	449	+1	
14	12	15	EMERSON DRIVE	EVERYDAY WOMAN	◆	MIDAS/KOCH	442	-29	
15	26	3	DOC WALKER	BEAUTIFUL LIFE	◆	OPEN ROAD/UNIVERSAL	435	+133	
16	19	6	DERIC RUTTAN	FIRST TIME IN A LONG TIME	◆	ON RAMP/EMI	429	+24	
17	10	19	TERRI CLARK	IN MY NEXT LIFE	◆	BNA/SONY BMG	421	-92	
18	17	17	BROOKS & DUNN	GOD MUST BE BUSY		ARISTA NASHVILLE/SONY BMG	387	-21	
19	20	7	JASON ALDEAN	LAUGHED UNTIL WE CRIED		BROKEN BOW/SONY BMG	375	-23	
20	23	5	DIERKS BENTLEY	TRYING TO STOP YOUR LEAVING		CAPITOL NASHVILLE/EMI	369	+45	
21	25	3	BRAO PAISLEY	I'M STILL A GUY		ARISTA NASHVILLE/SONY BMG	366	+59	
22	18	25	GARY ALLAN	WATCHING AIRPLANES		MCA NASHVILLE/UNIVERSAL	358	-50	
23	16	21	BRAD PAISLEY	LETTER TO ME		ARISTA NASHVILLE/SONY BMG	334	-76	
24	22	21	BILLY RAY CYRUS WITH MILEY CYRUS	READY, SET, DON'T GO		WALT DISNEY/LYRIC STREET/UNIVERSAL	317	-13	
25	29	7	LADY ANTEBELLUM	LOVE DON'T LIVE HERE		CAPITOL NASHVILLE/EMI	303	+40	
26	24	22	WILLIE MACK	DON'T WASTE YOUR PRETTY	◆	OPEN ROAD/UNIVERSAL	281	-34	
27	21	21	RASCAL FLATTS	WINNER AT A LOSING GAME		LYRIC STREET/UNIVERSAL	279	-58	
28	31	3	JESSIE FARRELL	BEST OF ME	◆	UNIVERSAL	276	+17	
29	43	2	AARON LINES	MOMENTS THAT MATTER	◆	OUTSIDE THE LINES	274	+86	
30	27	24	SHANE YELLOWBIRD	I REMEMBER THE MUSIC	◆		306	268	-15

◆ indicates CanCon



THE INDUSTRY'S MOST COMPREHENSIVE PPM RESOURCE



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2/15/08	6	The PPM And The Law Of Unintended Consequences	SAM MILKMAN
2/1/08	16	The PPM: Passing The 'Gut Check'	JOHN SNYDER
2/1/08	34-36	Urban Renewal	DARNELLA DUNHAM
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11/30/07	3	Arbitron Puts Brakes On Further PPM Rollout	MIKE BOYLE
11/23/07	3	Agencies Align With Broadcasters On PPM Sample Issues	KATY BACHMAN
11/23/07	14-15	Prepping Personalities For The PPM	MIKE BOYLE
11/16/07	3	New York PPM Data Stirs Controversy	MIKE BOYLE
11/2/07	12-16	Countdown To Ratings Reality	PAUL HEINE
11/2/07	60	Radio Sales on Planet PPM	CAROL ARCHER
10/26/07	24-25	This Is Not A Test	MIKE STERN
10/19/07	3	Radio One Signs For PPM	KATY BACHMAN
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Prodigal daughter returns home to KOSO/Modesto, Calif.

It's All Good With Good

Keith Berman

KBerman@RadioandRecords.com

The last two years have seen, shall we delicately say, a crapload of upheaval at Clear Channel hot AC KOSO (B93)/Modesto, Calif. The chain of events at the heritage station began in May 2006, when MD/15-year station vet Donna Miller was downsized out of her job. Less than a week later, her husband, B93 PD Max Miller, who had been there just as long, announced he was resigning. ■ The following month, B93 experienced its first new PD in more than a decade: Zac Davis, who came in from the rhythmic side of things, having programmed Clear Channel sisters WBVD/Melbourne and WGBT/Greensboro. Six months later, Davis did away with the 7-year-old morning show of Angie Good and Tammy Cruise, moving in Alicia Pecorino from WPXY/Rochester, N.Y., station vet John Chimpo and B93 assistant promo director Kacie Marshall to replace them.

The dramatic changes continued into 2007, when Davis left in September to program venerable CHR/top 40 WABB/Mobile, leaving B93 once again without a leader. Management then completely turned over, with Gary

Granger departing in December and Rich Hawkins replacing him as market manager.

The Return Of Good

Here's where our story really kicks into gear: When Hawkins arrived last November to run the cluster, our fearless hero Good was actually out with former PD Miller. "He asked, 'Have you got a call yet?'" Good recalls. "I said, 'No, not yet, do you think I should call them?' and he responded, 'Absolutely!' Bada bing, within a couple of weeks, I was here."

Laughing when I referred to her re-entry as "returning to the scene of the crime," Good describes the process of returning to program her old stomping ground as exciting.

"B93 is a radio station that has great heritage," she says. "Miller did an awesome job. Coming back in, it was really exciting to put it back on course and make it the station that it's always been."

One of her first orders of business as PD: returning the heritage morning show to its former glory. Since Good was already there—and as the boss—it was relatively easy to reinstall herself and former partner Cruise in the shift. "The morning show just made sense," she

says, and despite having been gone for a year, Cruise and Good still had more than enough name recognition in the market from their previous run.

Who's Eager To Get Up Early?

"I wasn't really in a big hurry to go back to getting up at 4:30 a.m., but it just made too much sense not to do it," she says. "Waking up early is the biggest wrench in the machine, but it's not too bad. There are days when you're just dying, and then there are some days when you're just, 'Eh, it's not that bad.' I play it up for everyone, but it's not that bad."

As part of the station's change-up, Pecorino moved off mornings and took over afternoons while picking up MD stripes, and Dave Mazzy's monster noon-6 p.m. shift was scaled back to middays, while Chimpo, who had shifted to nights prior to Good's return, remained there.

Despite all the alterations, Good says her homecoming has been pretty easy and that she's enjoying being back in the B93 house. "It was a little surreal at first, but I've been at this station—except for the last year—since 1999. This is the first time I'm programming it though." (It's not her first time as a station PD though, since she's been in the programming office four previous times.) However, Good has a good handle on things both inside the building and in the market, having spent close to a decade there.

Reassembly May Be Required

Beyond the airstaff, she's putting B93's music and image back on track. "The station got off-course musically and was having an identity crisis, so we put it back to the radio station that it used to be—community-involved, all about events and concerts," she says. "I'm looking forward to bringing back Summerfest, our summer concert. Everything kind of fell off this past year-and-a-half or so with the dismantling of B93 as we knew it. Everything kind of went away, so I'm reassembling it all."

Since Modesto doesn't have an alternative or any kind of modern rock station, Good is also pushing B93 back into the modern AC realm with a number of alternative and triple A titles in the mix. "We're probably a little edgier than what it was the last time it was modern AC, but I think we kind of have to be," she says. "Given that this market doesn't have an alternative or a rock station, we kind of straddle that line."

Overall, Good says the challenges she's facing as B93's new PD are the same ones that she sees many others in the industry struggling to overcome: a lack of marketing and scaled-back budgets. "But you make do, and you get creative," she says.

One final question for the ages: How exactly does one get "B93" from KOSO? "I have no idea!" Good responds with a laugh. "I think I was told the reason a long time ago, but I really don't remember."

'The station got off-course musically and was having an identity crisis, so we put it back to the radio station that it used to be—community-involved, all about events and concerts.'

—Angie Good

'I wasn't really in a big hurry to go back to getting up at 4:30 a.m., but it just made too much sense not to do it.'

—Angie Good

Music Monitor

Noon, March 11

- Linkin Park, "Shadow of the Day"
- Rob Thomas, "This Is How a Heart Breaks"
- The Last Goodnight, "Stay Beautiful"
- James Blunt, "Same Mistake"
- Blue October, "Hate Me"
- Sara Bareilles, "Love Song"
- Foo Fighters, "Long Road to Ruin"
- The Fray, "All at Once"
- Gavin DeGraw, "In Love With a Girl"
- Hot Hot Heat, "Goodnight Goodnight"
- Muse, "Starlight"
- 10,000 Maniacs, "Because the Night"
- R.E.M., "Supernatural Superserious"
- Green Day, "Wake Me Up When September Ends"
- Beck, "Girl"

Source: Nielsen BDS



► **ALICIA KEYS** CONTINUES HER PUSH TOWARD THE TOP 10 AS "NO ONE" BULLETS AT NO. 13. LAST WEEK, THE SONG BECAME HER FIRST TOP 10 AT HOT AC, THE FIFTH FORMAT AT WHICH THE SONG HAS RISEN TO SUCH HEIGHTS.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	☆ HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
							TW	+/-	MILLIONS	RANK
1	1	33	COLBIE CAILLAT Bubbly	NO. 1 (12 WKS)	11 ³	UNIVERSAL REPUBLIC	2289	+127	19.151	1
2	3	38	FERGIE Big Girls Don't Cry		11 ⁵ ☆	WILL.I.AM/A&M/INTERSCOPE	1834	-9	16.696	2
3	7	45	DAUGHTRY Home		11 ⁴ ☆	RCA/RMG	1634	-20	12.330	6
4	6	10	MICHAEL BUBLE Lost	MOST INCREASED PLAYS	143/REPRISE		1507	+218	13.162	5
5	8	20	TIMBALAND FEATURING ONEREPUBLIC Apologize		11 ⁴ ☆	MOSLEY/BLACKGROUND/INTERSCOPE	1409	+136	13.505	4
6	4	32	PINK Who Knew		11 ³ ☆	LAFACE/ZOMBA	1409	-9	13.991	3
7	5	37	ELLIOTT YAMIN Wait For You		11 ² ☆	HICKORY/RED	1354	-47	11.653	8
8	7	36	PLAIN WHITE T'S Hey There Delilah		11 ⁴ ☆	FEARLESS/HOLLYWOOD	1290	+11	10.916	9
9	10	12	TAYLOR SWIFT Teardrops On My Guitar		11 ² ☆	BIG MACHINE/UNIVERSAL REPUBLIC	1205	+91	8.550	12
10	9	26	CELINE DION Taking Chances		☆	COLUMBIA	1165	-43	8.528	13
11	12	10	SARA BAREILLES Love Song	MOST ADDED	11 ☆	EPIC	1147	+207	12.117	7
11	10	10	MICHAEL MCDONALD (Your Love Keeps Lifting Me) Higher And Higher		☆	UNIVERSAL MOTOWN	1110	+20	5.370	14
13	12	12	ALICIA KEYS No One		11 ⁴ ☆	MBK/J/RMG	938	+34	10.813	10
14	11	11	JORDIN SPARKS Tattoo		11 ☆	19/JIVE/ZOMBA	696	+114	9.737	11
15	7	7	PLUMB In My Arms		☆	CURB/REPRISE	528	+171	1.579	23
16	6	6	EAGLES Busy Being Fabulous		☆	ERC	439	+126	3.404	16
17	5	5	LONDON PIGG Falling In Love At A Coffee Shop		☆	RCA/RMG	319	+44	2.551	17
18	18	16	DAUGHTRY Over You		11 ²	RCA/RMG	255	-1	2.456	18
19	19	6	IDINA MENZEL Brave		☆	WARNER BROS.	213	-2	1.594	22
20	21	4	CNOTE Forgive Me		☆	JKH ENT	204	+65	0.244	-
20	8	8	INGRID MICHAELSON The Way I Am		☆	CABIN 24/ORIGINAL SIGNAL/RED	164	+2	2.000	20
22	27	3	DAUGHTRY Feels Like Tonight		☆	RCA/RMG	138	+48	4.812	15
23	29	2	KIMBERLEY LOCKE Fall		☆	CURB/REPRISE	129	+49	0.229	-
22	14	14	MAROON 5 Wake Up Call		11 ²	A&M/OCTONE/INTERSCOPE	120	+1	2.356	19
25	25	4	QUEEN LATIFAH Poetry Man		☆	FLAVOR UNIT/VERVE	116	+10	0.182	-
26	28	10	DANA PARISH Not My Problem		☆	COMBUSTION	111	+25	0.082	-
30	2	2	JOHN MAYER Say		☆	AWARE/COLUMBIA	104	+28	1.702	21
28	24	3	STEVEN CURTIS CHAPMAN Cinderella		☆	SPARROW/EMI CMG	101	-5	0.147	-
29	23	6	TAYLOR DAYNE Beautiful		☆	INTENTION	97	-14	0.140	-
30	NEW		BUCKCHERRY Sorry		11	ELEVEN SEVEN/ATLANTIC/RRP	78	+28	0.962	27

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
SARA BAREILLES Love Song (Epic) KKMJ, KMXZ, KQIS, KSOF, WDEF, WMAS, WMEZ, WMXS, WRRM, WZID	10
TAYLOR SWIFT Teardrops On My Guitar (Big Machine/Universal Republic) KGBX, KKMV, KXLT, WMXS, WRRM, WSRS	6
JORDIN SPARKS Tattoo (19/Jive/Zomba) KRWM, KSNE, KSOF, WASH, WMAS	5
REO SPEEDWAGON Find Your Own Way Home (Speedwagon/Mailboat) KKBA, WCRZ, WMJX, WTFM, WZID	5
PLUMB In My Arms (Curb/Reprise) KRBB, KSNE, WRCH, WTVR	4
LONDON PIGG Falling In Love At A Coffee Shop (RCA/RMG) KKMY, KQIS, WMGV, WWFS	4
DAUGHTRY Feels Like Tonight (RCA/RMG) KICW, WALK, WJBR, WWFS	4
EAGLES Busy Being Fabulous (ERC) KRWM, WMGN, WYYY	3
KIMBERLEY LOCKE Fall (Curb/Reprise) WCRZ, WLDB, WLHT	3

ADDED AT... WCRZ
Flint, MI
OM/PD: J. Patrick
APD/MD: George McIntyre
Kimberley Locke, Fall, 1
Idina Menzel, Brave, O
REO Speedwagon, Find Your Own Way Home, O
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
MATCHBOX TWENTY How Far We've Come (Melisma/Atlantic) TOTAL STATIONS:	68/1 5	KATRINA CARLSON Here And Now (Kataphonic) TOTAL STATIONS:	46/12 12
MAROON 5 Won't Go Home Without You (A&M/Octone/Interscope) TOTAL STATIONS:	66/18 10	SHERYL CROW Love Is Free (A&M/Interscope) TOTAL STATIONS:	39/15 4
PAULA ABDUL & RANDY JACKSON Dance Like There's No Tomorrow (Dream Merchant 21/CMG) TOTAL STATIONS:	59/9 13	LIFHOUSE Whatever It Takes (Geffen/Interscope) TOTAL STATIONS:	36/0 7
LAREAU Change My World (Warrior/Bungalow) TOTAL STATIONS:	52/11 13	MATCHBOX TWENTY These Hard Times (Melisma/Atlantic) TOTAL STATIONS:	32/3 7
SUGARLAND Stay (Mercury Nashville) TOTAL STATIONS:	48/4 9	COLBIE CAILLAT Realize (Universal Republic) TOTAL STATIONS:	30/6 4

MOST INCREASED PLAYS

+218	☆ MICHAEL BUBLE Lost (143/Reprise) KBAY +21, WEZF +14, KISC +12, WFPQ +10, KSNE +9, KWAV +9, WTFM +7, WEBE +6, WMGV +5
+207	☆ SARA BAREILLES Love Song (Epic) WEBE +16, KTDY +12, WHUD +11, WMXS +11, WHOM +10, KKMV +10, KSSK +9, WDEF +9, KGBX +9, KNEV +8
+171	PLUMB In My Arms (Curb/Reprise) WLQT +10, WLTE +10, WYYY +9, WRRV +8, WDDK +7, KXLT +6, WOOD +6, KRWM +6, KRBB +5, WMGV +4
+136	☆ TIMBALAND FEAT. ONEREPUBLIC Apologize (Mosley/Blackground/Interscope) WCRZ +14, WNIC +14, KRBB +12, WDEF +11, WARM +10, WHUD +10, WMCC +8, WFPQ +6, WMAS +6, WHOM +6
+127	COLBIE CAILLAT Bubbly (Universal Republic) WOBM +10, WFPQ +8, KICW +5, WJBR +5, KUMU +5, KRBB +5, WOOD +5, WVAE +5, WJBR +5, KKMV +4

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS		THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS	
			TW	LW				TW	LW
1	BON JOVI (You Want To) Make A Memory (Mercury/Island/IDJMG)	11	895	816	6	GWEN STEFANI FEATURING AKON The Sweet Escape (Interscope)	11 ⁴	780	841
2	JOHN MAYER Waiting On The World To Change (Aware/Columbia)	11 ⁴	857	974	7	DANIEL POWTER Bad Day (Warner Bros.)	11 ⁵	765	806
3	THE FRAY How To Save A Life (Epic)	11 ⁶	837	848	8	SNOW PATROL Chasing Cars (Polydor/A&M/Interscope)	11 ⁵	719	681
4	NATASHA BEDINGFIELD Unwritten (Epic)	11 ⁶	822	896	9	KELLY CLARKSON Because Of You (RCA/RMG)	11 ⁵	643	695
5	CARRIE UNDERWOOD Before He Cheats (Arista/Arista Nashville/RMG)	11 ⁵	798	783	10	MICHAEL BUBLE Everything (143/Reprise)	11	638	628

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▶ TWO NEWCOMERS GRACE THE LIST WITH DEBUT SINGLES: 23-YEAR-OLD WELSH SINGER/SONGWRITER **DUFFY** OPENS AT NO. 39 WITH "MERCY," FOLLOWED BY SOUTH DAKOTA POP-ROCK BAND THE SPILL CANVAS WITH "ALL OVER YOU" AT NO. 40.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	30	SARA BAREILLES LOVE SONG	NO. 1 (3 WKS)	11 EPIC	3148 +52	15.306	1
2	3	23	BUCKCHERRY SORRY	ELEVEN SEVEN/ATLANTIC/RRP	11	2758 +139	13.413	3
3	4	34	FINGER ELEVEN PARALYZER		11 ⁴ WIND-UP	2545 +28	13.581	2
4	2	24	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE	11 ⁴ ☆	2519 -203	12.014	4
5	6	10	DAUGHTRY FEELS LIKE TONIGHT		☆ RCA/RMG	2513 +245	12.009	5
6	5	19	LIFHOUSE WHATEVER IT TAKES		☆ GEFEN/INTERSCOPE	2436 +137	10.753	6
7	7	21	LINKIN PARK SHADOW OF THE DAY		11 ☆ WARNER BROS.	2166 -92	9.801	8
8	8	37	COLBIE CAILLAT BUBBLY		11 ³ ☆ UNIVERSAL REPUBLIC	2001 -127	10.502	7
9	10	17	ALICIA KEYS NO ONE		11 ⁴ ☆ MBG/J/RMG	1987 +4	9.738	9
10	13	14	MAROON 5 WON'T GO HOME WITHOUT YOU	A&M/OCTONE/INTERSCOPE		1933 +166	8.454	11
11	12	13	JOHN MAYER SAY	AWARE/COLUMBIA		1804 +12	7.534	13
12	9	18	TAYLOR SWIFT TEARDROPS ON MY GUITAR	BIG MACHINE/UNIVERSAL REPUBLIC	11 ² ☆	1746 -282	6.986	15
13	14	33	DAUGHTRY OVER YOU		11 ² ☆ RCA/RMG	1695 -34	9.627	10
14	11	27	SANTANA FEATURING CHAD KROEGER INTO THE NIGHT		11 ☆ ARISTA/RMG	1690 -192	7.908	12
15	16	13	MATCHBOX TWENTY THESE HARD TIMES	MELJISA/ATLANTIC	☆	1672 +45	6.511	16
16	15	20	INGRID MICHAELSON THE WAY I AM	CABIN 24/ORIGINAL SIGNAL/RED		1635 -33	7.048	14
17	18	15	THREE DAYS GRACE NEVER TOO LATE		11 ² JIVE/ZOMBA	1411 +110	5.625	18
18	17	19	JORDIN SPARKS TATTOO		11 ☆ 19/JIVE/ZOMBA	1297 -138	6.401	17
19	19	9	COLBIE CAILLAT REALIZE		☆ UNIVERSAL REPUBLIC	1277 +120	4.967	19
20	20	9	SHERYL CROW LOVE IS FREE	A&M/INTERSCOPE		1097 +43	4.426	21
21	22	5	GAVIN DEGRAW IN LOVE WITH A GIRL		☆ J/RMG	1075 +203	4.367	22
22	21	18	FERGIE CLUMSY	WILL.I.AM/A&M/INTERSCOPE	11 ²	1048 +15	4.881	20
23	23	9	ONEREPUBLIC STOP AND STARE	MOSLEY/INTERSCOPE	☆	922 +156	3.720	23
24	29	3	FERRAS HOLLYWOOD'S NOT AMERICA		☆ CAPITOL	660 +172	2.095	27
25	28	6	JACK JOHNSON IF I HAD EYES	BRUSHFIRE/UNIVERSAL REPUBLIC		647 +127	2.530	24
26	25	7	PAT MONAHAN TWO WAYS TO SAY GOODBYE		☆ COLUMBIA	622 +34	1.447	30
27	24	20	NATASHA BEDINGFIELD LOVE LIKE THIS	PHONOGENIC/EPIC	11	576 -190	2.517	25
28	27	20	GOOD CHARLOTTE I DON'T WANNA BE IN LOVE (DANCE FLOOR ANTHEM)		11 ☆ DAYLIGHT/EPIC	488 -38	2.179	26
29	26	11	EMERSON HART I WISH THE BEST FOR YOU	MANHATTAN/CAPITOL		465 -122	1.147	34
30	31	4	RIHANNA DON'T STOP THE MUSIC	SRP/DEF JAM/IDJMG	11	428 +66	1.634	28
31	30	6	THE BRAVERY BELIEVE	ISLAND/IDJMG		424 +49	0.553	-
32	32	7	MILEY CYRUS SEE YOU AGAIN	HOLLYWOOD		421 +77	1.633	29
33	33	3	THE LAST GOODNIGHT STAY BEAUTIFUL	VIRGIN		416 +125	1.240	33
34	34	5	MARIE DIGBY SAY IT AGAIN	HOLLYWOOD		348 +70	0.964	35
35	35	4	CHRIS BROWN WITH YOU		11 JIVE/ZOMBA	319 +42	1.362	31
36	36	4	LANDON PIGG FALLING IN LOVE AT A COFFEE SHOP	RCA/RMG		292 +23	0.407	-
37	38	2	COUNTING CROWS YOU CAN'T COUNT ON ME	DGC/GEFFEN/INTERSCOPE		265 +8	0.448	-
38	39	3	VANESSA CARLTON HANDS ON ME	THE INC./UNIVERSAL MOTOWN		259 +28	0.592	40
39	NEW		DUFFY MERCY	MERCURY/IDJMG		237 +83	0.915	36
40	NEW		THE SPILL CANVAS ALL OVER YOU	ONE ELEVEN/SIRE/REPRISE		228 +36	0.416	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
GAVIN DEGRAW In Love With A Girl (J/RMG) KCD, KDMX, KFV, KSII, WHY, WLNK, WNNK, WPTE, WQLH, WWMX	10
FERRAS Hollywood's Not America (Capitol) KJMY, KMXB, WBMX, WMCX, WPLJ, WTIC	6
COLBIE CAILLAT Realize (Universal Republic) KSRZ, WHY, WJLK, WRQX, WRVE	5
ONEREPUBLIC Stop And Stare (Mosley/Interscope) KCD, KPEK, KYKY, WRQX, WTIC	5
JACK JOHNSON If I Had Eyes (Brushfire/Universal Republic) KCD, KFV, WNN, WZPL	4
THE LAST GOODNIGHT Stay Beautiful (Virgin) KJMY, KMPX, KZZO, WHY	4
3 DOORS DOWN It's Not My Time (Universal Republic) KCIX, KOSO, KZZO, WHBC	4
JAMES BLUNT Carry You Home (Custard/Atlantic) KCDU, KLLY, KPEK, WAJI	4
COUNTING CROWS You Can't Count On Me (DGC/Geffen/Interscope) KMHX, WCDA, WMC	3
DUFFY Mercy (Mercury/IDJMG) KCIX, WCDA, WTIC	3

ADDED AT... KSII
El Paso, TX
OM: Courtney Nelson
PD: Jerry Kidd
The B-52s, Funplex, O
Benton Paul, Where Are You, O
Gavin DeGraw, In Love With A Girl, O
Jason Mraz, I'm Yours, O
FOR REPORTING STATIONS' PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
COLLECTIVE SOUL All That I Know (E) TOTAL STATIONS: 15	200/5	JORDIN SPARKS DUET WITH CHRIS BROWN No Air (19/Jive/Zomba) TOTAL STATIONS: 7	153/34
Yael Naim New Soul (Tot Ou Tard/Atlantic) TOTAL STATIONS: 14	190/23	AUGUSTANA Sweet And Low (Epic) TOTAL STATIONS: 16	151/21
JASON MRAZ I'm Yours (Atlantic/RRP) TOTAL STATIONS: 18	164/69	PANIC AT THE DISCO Nine In The Afternoon (Decaydance/Fueled By Ramen/RRP) TOTAL STATIONS: 12	149/25
KATE VOGEGE Only Fooling Myself (MySpace/Interscope) TOTAL STATIONS: 16	162/22	3 DOORS DOWN It's Not My Time (Universal Republic) TOTAL STATIONS: 12	148/41
JONAS BROTHERS When You Look Me In The Eyes (Hollywood) TOTAL STATIONS: 22	155/33	A FINE FRENZY Almost Lover (Virgin) TOTAL STATIONS: 8	135/22

MOST INCREASED PLAYS

+245	☆ DAUGHTRY Feels Like Tonight (RCA/RMG) WHBC +24, KSTZ +20, KYKY +19, KMXB +18, KEZR +14, KMHX +13, KBBY +11, KPEK +11, KLZR +11, KSII +10
+203	☆ GAVIN DEGRAW In Love With A Girl (J/RMG) WCDA +17, KCD +17, WWMX +13, KOMX +12, WNNK +11, KSTZ +9, KSTP +9, WNNK +9, KQKQ +8, KCIX +8
+172	☆ FERRAS Hollywood's Not America (Capitol) KSTP +23, KJMY +21, KMHX +18, KSRZ +15, KEZR +12, WBMX +12, WAVY +10, KMXB +10, KZZL +9, KRKX +9
+166	MAROON 5 Won't Go Home Without You (A&M/Octone/Interscope) KMN +12, KSTP +15, WBMX +15, KCD +14, WPTE +14, KYKY +13, WTSS +13, KCIX +10, KFBZ +10, WMC +7
+156	☆ ONEREPUBLIC Stop And Stare (Mosley/Interscope) KPEK +22, KLLY +20, KCD +18, WTIC +17, WQLH +12, WMC +9, WOVD +8, KYKY +7, WMCX +7, KZZL +5

FOR WEEK ENDING MARCH 16, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► **HEDLEY'S** "FOR THE NIGHTS I CAN'T REMEMBER" REMAINS NO. 1 ON THE CANADA HOT AC CHART FOR AN EIGHTH STRAIGHT WEEK, THE LONGEST REIGN AT THE FORMAT BY A CANADIAN ACT SINCE NICKELBACK HELD FOR NINE WEEKS WITH "FAR AWAY."

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WRVE/Albany, NY* OM/PD: Randy McCarten APD: Kevin Rush MD: Tred Hulse	KALC/Denver, CO* PD: Dylan Sprague APD/MD: Sam Hill	KSTP/Minneapolis, MN* PD: Leighton Peck APD/MD: Jill Roen	KLLC/San Francisco, CA* OM/PD: Mike Preston APD/MD: Jayn
KPEK/Albuquerque, NM* PD: Tony Manero MD: Jamie Frye	KIMN/Denver, CO* PD: John Roberts MD: Hollywood Henderson	KOSO/Modesto, CA* PD: Angie Good APD: John Chimp MD: Alicia Pecorino	KEZR/San Jose, CA* PD: Dana Jang MD: Kirk Pepper
KDBZ/Anchorage, AK OM: Tom Oakes PD/MD: Erik O'Connor	KSTZ/Des Moines, IA* OM/PD: Scott Allen MD: Jimmy Wright	WJLK/Monmouth, NJ* OM/PD: Lou Russo MD: Steve Ardolina	KRUZ/Santa Barbara, CA*
KMXS/Anchorage, AK PD/MD: Roxi Lennox APD: Joe Campbell	WDVD/Detroit, MI* OM/PD: Ron Harrell MD: Jesse Addy	KCOU/Monterey, CA* OM/PD: Kenny Allen	Music Choice Adult Top 40/Satellite PD: Justin Prager MD: Michael Schwab
WAYV/Atlantic City, NJ* PD: Paul Kelly	KBMX/Duluth, MN PD: Corey Carter	WGMT/Montpelier, VT PD/MD: Steve Nichols APD: Jeff Garfield	Sirius The Pulse/Satellite* OM: Kid Kelly PD: Jim Ryan MD: Heidi O'Brien
KAMX/Austin, TX* PD: Cat Thomas APD/MD: Carey Edwards	KSII/El Paso, TX* OM: Courtney Nelson PD: Jerry Kidd	WPLJ/New York, NY* OM: Tom Cuddy PD: Scott Shannon APD: Tony Mascaro	XM Flight 26/Satellite* OM: Jon Zellner PD/MD: Mike Abrams
KLLY/Bakersfield, CA* OM/PD: E.J. Tyler APD: Erik Fox MD: Darci Dawn	WBQB/Fredericksburg, VA OM/PD: Chris Carmichael	WPTE/Norfolk, VA* PD: Barry McKay MD: Heather Branch	KPLZ/Seattle, WA* PD: Kent Phillips APD: Leonard Barokas MD: Alisa Hashimoto
WWMX/Baltimore, MD* OM: Dave LaBrozzi PD: Greg Carpenter	KALZ/Fresno, CA* OM/PD: Paul Wilson APD: Laurie West	KYIS/Oklahoma City, OK* OM/PD: Chris Baker MD: Cisco	KCDA/Spokane, WA* OM: Robert Harder
WLTB/Binghamton, NY OM/PD: Dana Potter APD: Dan Michaels MD: Steve Gilinsky	WINK/Ft. Myers, FL* PD: Chad Rufer APD: Dave Alexander	WMXO/Olean, NY PD/MD: Chris Hicks	KZZU/Spokane, WA* OM: Roger Nelson PD: Ken Hopkins
WMRV/Binghamton, NY OM/PD: Jim Free	WAJI/Ft. Wayne, IN* OM: Lee Tobin PD: Barb Richards MD: Marti Taylor	KQKQ/Omaha, NE* PD: Nevin Dane MD: Heather Lee	WHYN/Springfield, MA* OM/PD: Pat McKay MD: Kevin Johnson
KCIX/Boise, ID* PD/MD: Brent Carey	WMEE/Ft. Wayne, IN* OM/PD: Rob Kelley APD/MD: Dave Michaels	KSRZ/Omaha, NE* OM: Tom Land PD: J. Pat Miller MD: Jessica Dol	KYKY/St. Louis, MO* PD: Mark Edwards MD: Jen Myers
WBMX/Boston, MA* PD: Jay Beau Jones APD/MD: Mike Mullaney	WQLH/Green Bay, WI* PD/MD: Brooke Summers	WOMX/Orlando, FL* PD: Jeff Cushman APD: Bobby Smith MD: Laura Francis	WQKX/Sunbury, PA PD: Drew Kelly APD: Chad Evans MD: Rob Senter
WUHU/Bowling Green, KY PD/MD: Brooke Summers	WIKZ/Hagerstown, MD OM/PD: Rick Alexander MD: Jeff Roteman	KBBY/Oxnard, CA* OM/PD: Todd Violette MD: Keli Reynolds	WMTX/Tampa, FL* OM/PD: Doug Hamand APD/MD: Kurt Schreiner
WTSS/Buffalo, NY* OM: Sue O'Neil PD: Brian Demay MD: Rob Lucas	WNNK/Harrisburg, PA* OM/PD: John O'Dea MD: Denny Logan	KFYV/Oxnard, CA* OM: Brian "Big Bear" Davis APD/MD: Maverick	WBOW/Terre Haute, IN OM: Sketch Brumfield PD/MD: Adam Michaels
WHBC/Canton, OH* PD: Hunter Scott APD/MD: Kayleigh Kriss	WTIC/Hartford, CT* OM: Steve Salthany PD/MD: Jeannine Jersey	KPSI/Palm Springs, CA PD: Connie Breeze MD: Bradley Ryan	WVWM/Toledo, OH* PD: Ron Finn
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WLNK/Charlotte, NC* PD: Neal Sharpe APD: Anthony Michaels MD: Todd Haller	WZPL/Indianapolis, IN* OM/PD: Scott Sands APD: Kari Johll MD: Dave Decker	WGMX/Portland, ME* OM: Chris Mac PD: Randi Kirshbaum APD/MD: Shelly Kincaid	WPST/Trenton, NJ* OM/PD: Dave McKay APD/MD: Matt Sneed
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WNNF/Cincinnati, OH* PD: Mark Anderson	WCDA/Lexington, KY* PD: Charlie Kendall MD: Chris Elliott	KLCA/Reno, NV* OM: Bill Schulz PD: Beej Bretz MD: Connie Wray	WRMF/West Palm Beach, FL* PD: Bob Neumann APD/MD: Amy Navarro
WQAL/Cleveland, OH* PD: Dave Popovich	KURB/Little Rock, AR* OM/PD: Randy Cain APD/MD: Becky Rogers	KZZO/Sacramento, CA* OM: Byron Kennedy PD: Jeff Z.	KNIN/Wichita Falls, TX OM: Chris Walters PD: Liz Ryan
WBNS/Columbus, OH* OM/PD: Jay Taylor MD: Sue Leighton	WXMA/Louisville, KY* PD: George Lindsey MD: Katrina Blair	WGER/Saginaw, MI PD: Bob Moore	KFBZ/Wichita, KS* PD: Dusty Hayes
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KLTG/Corpus Christi, TX* OM: Clayton Allen PD: Chris Roberts	WMC/Memphis, TN* OM: Jerry Dean PD: Lance Ballance MD: Jill Bucco	KUDD/Salt Lake City, UT* OM/PD: Brian Michel	WXLO/Worcester, MA* OM/PD: Jerry McKenna APD/MD: Mary Knight
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WDAQ/Danbury, CT PD: Chris Duggan MD: Zach Dillon			

* Monitored Reporters

THIS WEEK	LAST WEEK	WEEKS ON CHART	CANADA AC		PLAYS TW +/-		
			ARTIST TITLE	IMPRINT / PROMOTION LABEL			
1	1	25	COLBIE CAILLAT	BUBBLY	UNIVERSAL REPUBLIC/UNIVERSAL	407	+3
2	4	27	MICHAEL BUBLE	LOST	143/REPRISE/WARNER	384	+41
3	3	18	TIMBALAND FEAT. ONEREPUBLIC	APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	366	+2
4	2	10	ALICIA KEYS	NO ONE	MBK/J/SONY BMG	356	-14
5	6	27	CELINE DION	TAKING CHANCES	COLUMBIA/SONY BMG	297	-10
6	5	23	FEIST	1234	ARTS & CRAFTS	297	-12
7	7	29	ENRIQUE IGLESIAS	SOMEBODY'S ME	UNIVERSAL LATINO/INTERSCOPE/UNIVERSAL	270	-14
8	10	6	BRYAN ADAMS	I THOUGHT I'D SEEN EVERYTHING	BADMAN/UNIVERSAL	263	+18
9	9	24	ALI SLAIGHT	THE STORY OF YOUR LIFE	WARNER	255	+7
10	12	31	JULY BLACK	SEVEN DAY FOOL	UNIVERSAL	246	+20
11	8	36	FERGIE	BIG GIRLS DON'T CRY	WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL	244	-8
12	11	24	BLUE RODEO	THIS TOWN	WARNER	233	+6
13	13	32	PLAIN WHITE T'S	HEY THERE DELILAH	FEARLESS/HOLLYWOOD/UNIVERSAL	222	+2
14	16	6	SARA BAREILLES	LOVE SONG	EPIC/SONY BMG	220	+37
15	14	36	KALAN PORTER	DOWN IN HEAVEN	SONY BMG	192	-4
16	15	7	MICHAEL MCDONALD	(YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER	UNIVERSAL MOTOWN/UNIVERSAL	178	-8
17	17	34	JAMES BLUNT	1973	CUSTARD/ATLANTIC/WARNER	177	-4
18	18	37	AYRIL LAYIGNE	WHEN YOU'RE GONE	RCA/SONY BMG	168	-10
19	19	29	RYANDAN	THE FACE	UNIVERSAL	154	-14
20	20	49	HAYLEY SALES	WHAT YOU WANT	UNIVERSAL	151	-6
21	21	7	TAYLOR SWIFT	TEARDROPS ON MY GUITAR	BIG MACHINE/UNIVERSAL	125	-2
22	22	29	JUSTIN HINES	WISH YOU WELL	UNIVERSAL	122	+3
23	23	22	BRIAN MELO	ALL I EVER WANTED	SONY BMG	121	+2
24	24	8	SHERYL CROW	LOVE IS FREE	A&M/INTERSCOPE/UNIVERSAL	118	0
25	25	13	SANTANA FEAT. CHAD KROEGER	INTO THE NIGHT	ARISTA/SONY BMG	95	-5
26	27	6	JULIE CROCHETIERE	PRECIOUS LOVE	SOMERSET	87	-2
27	28	29	SUZIE MCNEIL	BELIEVE	CURVE/UNIVERSAL	73	-7
28	26	9	ISABELLE BOULAY	TON HISTOIRE	AUDIOGRAM	71	-24
29	32	5	JORDIN SPARKS	TATTOO	19/JIVE/SONY BMG	69	+8
30	31	7	ETIENNE DRAPEAU	ECRIRE L'AMOUR	PRODUCTIONS DRAPEAU/SELECT	67	+6

THIS WEEK	LAST WEEK	WEEKS ON CHART	CANADA HOT AC		PLAYS TW +/-		
			ARTIST TITLE	IMPRINT / PROMOTION LABEL			
1	1	20	HEDLEY	FOR THE NIGHTS I CAN'T REMEMBER	UNIVERSAL	785	+29
2	3	15	BUCKCHERRY	SORRY	ELEVEN SEVEN/UNIVERSAL	783	+69
3	4	20	RIHANNA	DON'T STOP THE MUSIC	SRP/DEF JAM/UNIVERSAL	672	-26
4	6	8	SARA BAREILLES	LOVE SONG	EPIC/SONY BMG	658	+30
5	5	16	MAROON 5	WON'T GO HOME WITHOUT YOU	A&M/OCTONE/INTERSCOPE/UNIVERSAL	649	-41
6	2	16	JORDIN SPARKS	TATTOO	19/JIVE/SONY BMG	633	-102
7	7	10	FABER DRIVE	WHEN I'M WITH YOU	UNIVERSAL REPUBLIC/UNIVERSAL	632	+59
8	8	9	DAUGHTRY	FEELS LIKE TONIGHT	RCA/SONY BMG	624	+65
9	11	9	CHRIS BROWN	WITH YOU	JIVE/SONY BMG	599	+66
10	9	9	JOHN MAYER	SAY	AWARE/COLUMBIA/SONY BMG	563	+10
11	10	24	FINGER ELEVEN	I'LL KEEP YOUR MEMORY VAGUE	WINO-UP	520	-26
12	19	5	MILEY CYRUS	SEE YOU AGAIN	HOLLYWOOD/UNIVERSAL	478	+76
13	13	18	SIMPLE PLAN	WHEN I'M GONE	LAVA/ATLANTIC/WARNER	471	-50
14	12	24	ALICIA KEYS	NO ONE	MBK/J/SONY BMG	465	-66
15	15	13	ELISE ESTRADA	UNLOVE YOU	ROCKSTAR	460	-28
16	16	12	ONEREPUBLIC	STOP AND STARE	MOSLEY/INTERSCOPE/UNIVERSAL	457	+9
17	14	21	AYRIL LAYIGNE	HOT	ARISTA/SONY BMG	457	-47
18	17	17	LINKIN PARK	SHADOW OF THE DAY	WARNER BROS./WARNER	454	+17
19	20	11	THREE DAYS GRACE	NEVER TOO LATE	JIVE/SONY BMG	407	+16
20	18	25	TIMBALAND FEAT. ONEREPUBLIC	APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	374	-60
21	25	7	SEAN KINGSTON	TAKE YOU THERE	BELUGA HEIGHTS/EPIC/SONY BMG	362	+18
22	22	6	LEONA LEWIS	BLEEOING LOVE	SYCO/J/SONY BMG	360	-6
23	26	8	BRIAN MELO	SHINE	SONY BMG	329	+8
24	23	22	FERGIE	CLUMSY	WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL	325	-24
25	24	15	TAYLOR SWIFT	TEARDROPS ON MY GUITAR	BIG MACHINE/UNIVERSAL	314	-32
26	27	14	KREESHA TURNER	BOUNCE WITH ME	EMI	309	-2
27	21	20	NATASHA BEDINGFIELD FEAT. SEAN KINGSTON	LOVE LIKE THIS	PHONOGENIC/EPIC/SONY BMG	299	-68
28	28	28	COLBIE CAILLAT	BUBBLY	UNIVERSAL REPUBLIC/UNIVERSAL	294	-4
29	29	4	BRYAN ADAMS	I THOUGHT I'D SEEN EVERYTHING	BADMAN/UNIVERSAL	292	+24
30	34	3	MARIAH CAREY	TOUCH MY BODY	ISLAND/UNIVERSAL	273	+61

♦ indicates CanCon



Smooth jazz outlets are dwindling from the dial, but proponents insist, where there's a will, there's a way

The Fight Of Its Life

Carol Archer

CArcher@RadioandRecords.com

Times have been anything but breezy for the long-lived smooth jazz format. In six short weeks since the beginning of February, four heritage, major-market outlets have succumbed to format flips: Emmis' WQCD/New York, Citadel's WJZW/Washington, Lincoln Financial Media's KJCD/Denver and CBS Radio's KHJZ/Houston. The list grows to five if you include Radio One's WYJZ/Indianapolis, which bailed Oct. 10, 2007. ■ Those pundits fortunate enough to remain in place acknowledge that a shifting demographic target has challenged smooth jazz stations—but they also place plenty of blame on programmers and owners who they say have neglected the format.

Strategic Radio Solutions VP of strategy and implementation Bob Kaake views with trepidation the overall climate in radio, in which he sees "too few stations that are growing or looking for ways to build their brands locally by reaching out and touching listeners."

But looking specifically at smooth jazz, CBS Radio KTWW (the Wave)/Los Angeles VP of programming Paul Goldstein says, "The most basic tools that fueled over a decade of extraordinary winning—consistent music research and regular, meaningful, powerful marketing—have been systematically cut.

"The direct correlation between these cuts and some ratings shortfalls is our elephant in the room—and decision-makers don't want to see the elephant cling to any possible lame excuse, like those we hear from the lunatic fringe on request lines: 'Dated-sounding vocals,' 'too soft' or 'not enough new music,'" Goldstein says. "The only real change, and what has done most to influence

smooth jazz's fate, is self-imposed and budgetary."

Pointing to another format shortcoming, Clear Channel/Chicago regional VP of programming Darren Davis wonders if the format's leaders have worked hard enough to help the genre evolve. "Have there been any developments?" he asks. "I don't think any format can stay vibrant and viable unless its programmers are not only willing to change and innovate, but eager to do so. I hear major-market smooth jazz stations that sound exactly as they did five years ago, with the same production elements between songs."

During the past 18 months, Davis says he has tweaked WNUA/Chicago to become more attuned to the market: "We gave the station a real soul again, like it had back in its heyday. And we aren't afraid to play things that don't 'fit,'" he says.

CBS Radio's WSJT/Tampa founding PD Ross Block pegs the aging of smooth jazz's audience as one of the culprits. "We're constantly looking for songs that fit the sound of the station,

but that are today—contemporary—pop or urban tunes that make sense and give the younger audience something in our music mix to call their own," he says. His tactic has been to attract new listeners in the 35-44 cell by re-evaluating all older vocals and removing many of them.

Despite the obvious challenges facing smooth jazz—and the constant threat that if things don't improve, the format might be wiped off the dial—plenty of programmers are working to keep the genre vibrant, and see light not only at the end of the tunnel, but all the way through.

Remember Ratings

Ratings remain job one. As always, programmers must focus on the overall sound and message of their stations.

Lincoln Financial Media's KIFM (the Breeze)/San Diego tied for second place 12+ in the fall 2007 Arbitron and has delivered five consecutive No. 1 12+ books (and two that snared No. 1s 12+, 25-54 and 35-64) under the direction of PD Mike Vasquez. During its 30-year history in the market, KIFM also enjoys the rare distinction of having dedicated marketing and research budgets at its disposal.

Vasquez strives continually to find new ways to deliver the station's on-air product and stresses the importance of continually refreshing musical presentation and imaging, as well as the imperative that

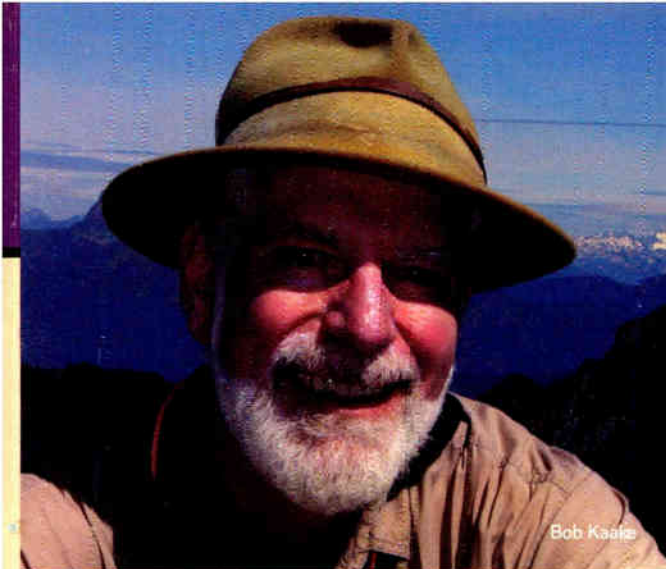
Brainstorm:

'How about a twist on trip-a-day, where "We Find You" and surprise winners at their workplace. This is the type of creative filter through which everything should flow.'
—Bob Kaake

Brainstorm:

'In basketball, it's free-throws; in baseball, fielding ground balls. These are often viewed as less glamorous ways teams become champions, yet game-changing fundamentals prove invaluable in crucial situations. As we confront the so-called smooth jazz slump, be a hero by tirelessly executing the fundamentals—the part of the game you can control.'
—ABC Radio Networks VP of music programming Carl Anderson





Bob Kaake

jocks remain relevant. On the promotion side, for example, the ubiquitous trip-a-day promotion, common at many stations, is history, but contesting remains a constant. Easy Money Workday is a \$100 giveaway at the top of every hour between 8 a.m. and 5 p.m. Daily winners qualify for the grand prize: \$50,000 and a 2009 Jaguar XF.

It is not merely coincidence that another station that pockets impressive ratings, Sandusky's KWJZ/Seattle—No. 3 12+ in the winter 2008 phase one Arbitrond with a 4.2 share—also supports its smooth jazz property with marketing and advertising, according to longtime PD Carol Handley. Her current focus is growing the 35-44 demographic: "We continue to look at songs, artists and vibes we feel are attractive to 35-44s, while not alienating 45- to 54-year olds."

Absent the resource of external research for guidance, former KJCD PD Michael Fischer had to rely on gut instinct to make the station more compelling—that is, before Lincoln Financial Media flipped it to sports/talk earlier this month. "During a recession, businesses have opportunities to acquire new customers, because those that innovate will sustain and have more loyal audiences on the back end," he says.

Strategic Radio Solutions' Kaake is adamant that the best stations "surprise and delight the listener and are nonformulaic." He cites Vasquez's "Mike V. in the Morning" show on KIFM as an example of refreshing radio, where listeners are asked to vote on new music and Vasquez has put a mom and her daughter on the air to help them publicize a play they were appearing in together. "It was hometown in the best sense—local and something different."

Talent: A Main Ingredient

Talent remains another essential ingredient for the format's success. Broadcast Architecture president Allen Kepler cites introduction of such big-name entertainment personalities as Dave Koz and Ramsey Lewis on BA's Smooth Jazz Network, noting that both "are really selling the music and the vibe of the station and can localize content. We've seen in focus groups—from the hardest core fan who may not care for some of the pop music to normal everyday users: They all love hearing Dave Koz talk about the music and the artists or playing his saxophone on the air."

In his first book in afternoons at WNUA, Koz proved the point: He earned a No. 1 in 25-54.

Clear Channel KKSF/San Francisco PD Ken Jones also points to the Smooth Jazz Network as a significant development. "Its effectiveness is yet to be realized, but it's a step in the right direction. It sounds good and is perfectly suited to the format," he says.

The Wave's Goldstein points to his hiring of



Mike Fischer

artist Brian McKnight to host the station's morning show in late 2006. He says, "We've seen consistent, steady ratings with McKnight from the very beginning. He's grown significantly as a radio host and sounds better than ever, so we have high hopes for continued success."

'Oh, Wow'

Alongside, there's the hallmark that once was ingratiated into smooth jazz's evocative sound before it evolved into a mass-appeal ratings titan. Such artists as Andreas Vollenwieder, Bryan Ferry and Julia Fordham supplied that special something, delighting a deep if narrow audience—but the format had no mainstream traction.

"There isn't less 'oh, wow' music being released, but less of us taking the time to uncover it," Fischer says. "So now it has to come from a great promotion and talent. If you rely solely on music, you paint yourself into a dark corner."

Entercom KSSJ/Sacramento station manager Lee Hansen considers the hunt for new material a formidable challenge, though essential. "It's so freakin' important to plant new seeds. We researched 'oh, wow' [out of the station] and our passive P1s are still perfectly comfortable with the format. But how do we please new people who want to nibble and our passionate P1s who proselytize the music and our stations?" he asks.

Consistency

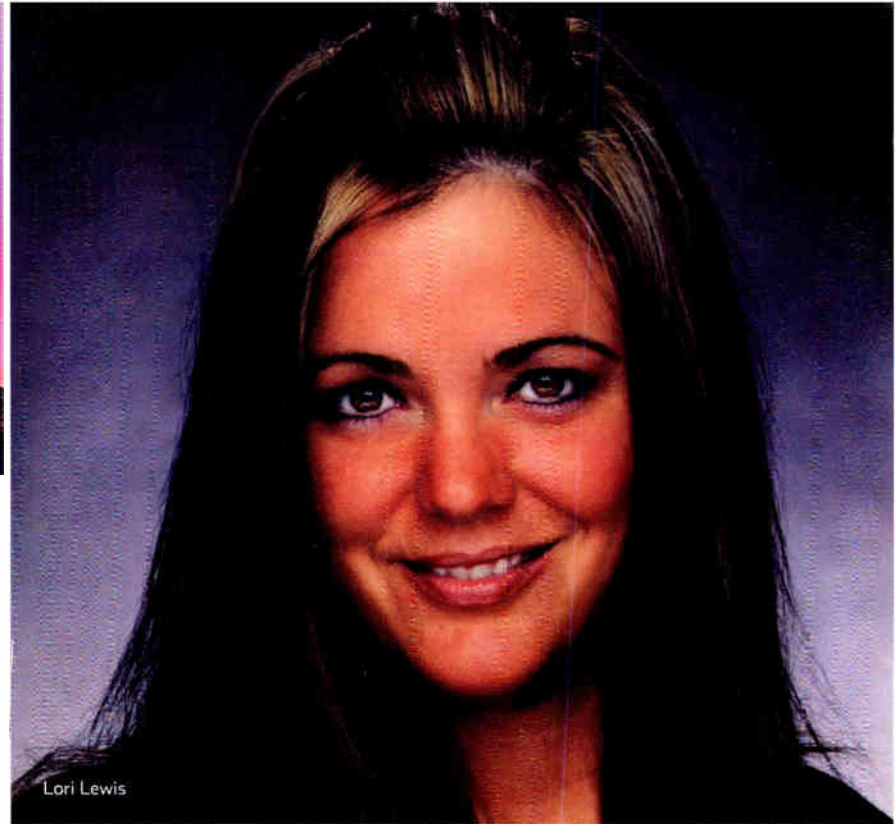
WSJT's Block believes that being consistent is more important than evoking the "wow." "If there's any such factor on our station, it's the vocals and new music. Sometimes, it's simply hearing a pop hit on smooth jazz and saying, 'Oh, wow. I didn't know you could hear that on this station.'"

Jones, a major advocate of musical variety, adds, "We still need that Ottmar Liebert record and Praful, now more than ever. The variety formula still drives the bus. That's what we got into this for. When you boil it down, we still want to be the kid who drags a couple of friends into the bedroom saying, 'Man, I just heard this great song. Check it out.'"

Clear Channel WLVE (Love 94)/Miami PD Rich McMillan says, "Hey, 'smooth' is what we do. You never want to kill the groove, but as in any music format, you've got to kick in variety." He provides listeners that extra kick with double or triple plays by an artist. "Our Sunday brunch features lots of traditional artists and straight-ahead stuff. To me, spice means variety. You don't need much of it in the mix to make a good cake."

Programming Enhancements

Clear Channel WSMJ/Baltimore PD Lori Lewis believes spice songs contribute to the perception of "oh, wow," although the tricky part is identifying



Lori Lewis

Brainstorm:

'Hire programmers and salespeople passionate about contemporary jazz; stop underestimating the audience; research and adjust music to match the demo, not the reverse; replace oversaturated crossover vocals with jazzy vocals that fit; push the musical envelope; develop loyalty-building programs; market virally; and strive to be interesting and compelling, always.'
—Sirius Satellite Radio director of Latin and adult formats Shirley Maldonado

the right songs. "You can't go too deep. One mistake I made in rock was playing the Doors' 'Peace Frog.' Great song, but not smart spice; it's too unfamiliar. You have to search for titles that had on-air exposure and follow them with power gold. After those three minutes, bring people back to your core sound and make them feel comfortable again."

According to Vasquez, spice tracks must appeal to smooth jazz's core and be given the benefit of a relevant frontsell. "At one time, Marvin Gaye, Bill Withers and Al Green were spice, then regular gold. Now we packet them and when they do come up, they still sound special. We spice our mix with Bob Marley, Dinah Washington, Harry Connick Jr., Frank Sinatra, Dean Martin and James Brown. On the instrumental side, it's Jesse Cook, Mocean Worker, Praful and Gipsy Kings."

The key, he says, is that the jock has to sell that next song as something special or relate a quick personal story—offer a reason why he or she is playing it. "The audience will follow along and appreciate it as spice. We work hard to create a station that's unpredictable, yet won't violate the overall expectations of the audience."

Music, The Spice Of Life

There is general unanimity in programmers' belief that to go forward, vocals on smooth jazz are pivotal in the quest to gain younger listeners, notably, the 35-44 demographic—but less certainty concerning the right approach. Clearly, individual markets vary—as does station heritage. KIFM, for example, dates back 30 years as a "hip AC" station. On the other hand, newer outlets like WSMJ, which launched in late 2003, must lean on vocal songs and "spoon feed" instrumentals, Lewis says.

Vasquez says, "As a format, we're getting better at seeking out music that's outside smooth jazz's 'in the pocket' sound, but we have to be open to songs that don't sound like most of what we already play."

Smooth jazz programmers are pursuing various musical approaches to move the format forward. Jones notes that within any 20-minute period, the wide swath of music he programs must express KKSF's identity: "That's just good programming for the new millennium."

Kepler adds, "There is a magic line between being reliable and dependable but not predictable."

Continued on page 48

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The Instrumental Factor

Instrumentals, of course, remain smooth jazz's defining feature. That is something that the format's leaders count on to continue. Otherwise, as Block says, "We become just another pop adult station on the dial." The ratio of instrumentals to vocals varies from about 60/40 to around 50/50 on most outlets. Some, like Riviera's KOAS/Las Vegas, lean toward more vocals in morning drive. PD Samantha Pascual says she alternates vocals with instrumentals, with the station's playlist comprising 45% vocals.

Conventional wisdom in most adult formats holds that songs from the mid- to late '70s—particularly vocals—are gold, and those from the '60s are nostalgia. But Goldstein says that what programmers consider old and nostalgic, 75% of their audience may appreciate as compelling and "packed with emotion." He says, "Playing songs people love is one of our most important responsibilities. It's more important than breaking new musical boundaries, which we should seek only if they provide higher levels of satisfaction for listeners—not ourselves."

Block disagrees. He says smooth jazz must play different vocals—the right vocals—to move forward, "not those we've been playing for the last 15 or 20 years. There is little that distinguishes smooth jazz instrumentals of any era—but today's hit vocals are very much in the moment," he says. Songs from the '60s have essentially vanished from WSJT and '70s tunes are growing increasingly irrelevant.

Vasquez weighs in with a quandary: "If 75% of our AQH comes from P1s with a median age about 50-ish, we have to make sure we're not playing songs that turn them off. On the flip side, how can we grow our younger end if we don't play music that appeals to them? We definitely have to select library vocals carefully to keep from sounding like an oldies station, but I'm not so hung up on era as I am on fit. To my ears, 'What's Going On' feels as relevant and contemporary today as it did in 1971."

From Hansen's perspective, 35-year-olds have not been exposed to, say, Gladys Knight's "I Heard It Through the Grapevine" as often as their eld-

ers, and thus are not burned on the song, "unlike those who have heard it 300,000 times since 1967, who now populate the top end of the uppermost demo: 35-64."

Jones counsels others to protect against musical ossification and says era is a relevant issue. KKSF's nostalgia library contains titles from '72 to '85. He laments that smooth jazz "may have gone too far in our reliance on old vocal gold and risked running those titles into oblivion."

Hansen recently experienced a change of heart concerning library gold. "Some of that really unique music we played early on that doesn't test worth a damn still has value," he says. "I'm making my basic library as tight as ever, but I'll have one position an hour for songs that need to be played to reintroduce that sense of discovery, like [Peter Gabriel's] 'In Your Eyes' and [Basia's] 'Cruisin' for Bruisin.'" He intends to populate a large enough catalog of these tunes so that listeners "won't get beaten over the head by them."

Because KWJZ draws audience "from everywhere"—country, rock, AC and three NPR stations—Handley and MD Dianna Rose routinely seek out music pieces that tend to sound "more unique and heavier or more musically complex" than standard smooth jazz fare. "These songs lend flavor—never the meat, but always texture and variety," Handley says.

One benefit for the format is how some smooth jazz artists are popping up in popular culture, for example, in commercials. Instrumentalists like Moby, St. Germaine and Exodus are fostering support outside of radio, "which we're incorporating in a textural way," Handley adds. "They deliver on the younger end, yet appeal to older listeners because everything has to be smooth. As long as your filter is whatever your radio station's attitude is, that should be your guide—not whether it's a rock, AC, urban or chill song. These days, you have to go out and find it, because that music sure isn't coming through the door."

Dissolve Boundaries

Imagine that there were no boundaries—that the format couldn't fail. What would programmers do, how would their stations sound, and what

Brainstorm:

'What if radio spotlighted one song per hour—even one per daypart—billed as "WXYZ's adventure cut" and asked people to rate them on their Web site? Listeners get a destination, a deeper emotional connection and the sense of contributing to programming. Radio gets feedback.'

—Trippin' 'N Rhythm head of U.S. operations Jeff Lunt

Brainstorm:

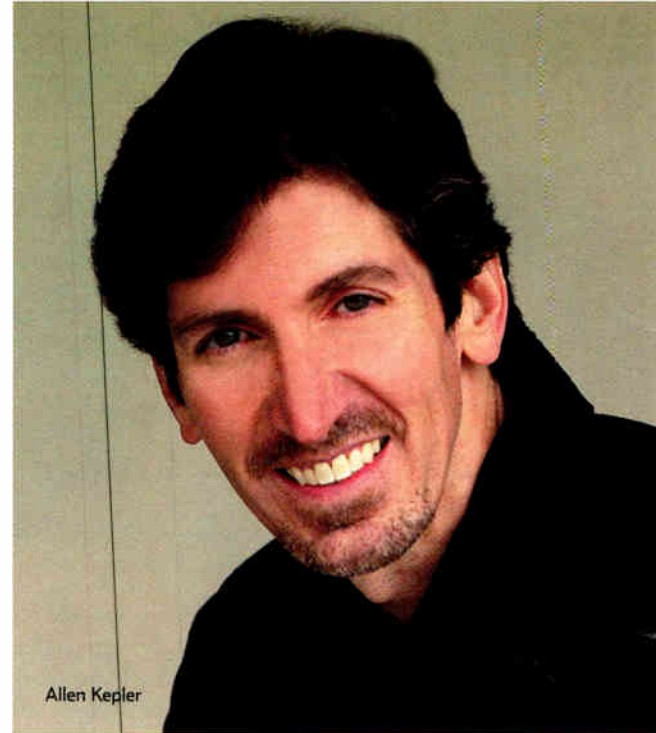
'Stay close to your customers with a minimum of four annual music tests. Market the station with at least as much firepower as the most successful AC stations. It's exactly what winning smooth jazz stations did in the late '90s, when this format was often top-ranked.'

—Paul Goldstein

Brainstorm:

'Be open to new ideas: special evening, overnight or weekend programming, new promotional concepts. Some things won't work, but others will. If you're not happy with the product, do something, because without change you get the same results.'

—Rich McMillan



Allen Kepler

advice would they impart to others?

Vasquez, willing to play along, says he would probably play more appropriate vocals from various genres, if guaranteed that his core would accept them, but he adds, "That's not reality. The instrumental aspect of our format will always allow us to be unique and unduplicated, and we need to continually expand our parameters, be open to new intriguing sounds and embrace music that's a little left of center."

Likewise, Lewis says listeners determine boundaries and their tastes are somewhat rigid. Otherwise, she would probably play more current CHR/top 40 songs. "It sounds really fresh when you play Michael Jackson's new version of 'Wanna Be Startin' Something,' remixed by Akon, followed by Paul Hardcastle's 'Rainforest.' There are plenty of hip library instrumentals to bolster hipper currents, but it's an evolution and you have to carefully seed those pop hits, then gauge the feedback you get," she says.

Lewis adds that this is the time for PDs to reinforce stations' commitment to the community: "It doesn't cost a thing. Make sure your station is visible at key community events and expect the PD to maintain relationships with key community leaders. Exploit all free opportunities to help the station become more memorable and profitable."

She suggests that while people can access music from myriad sources, they can't get the sense of community that a favorite station provides. "Analyze your situation, develop a plan and be accountable for it. Track grass-roots marketing efforts with matching weekly Arbitron data to analyze the effectiveness of past plans, then use that data to improve future campaigns."

Cumulus Media KMGQ/Santa Barbara, Calif., PD Mark DeAnda advises peers to build a new model, "because the old one ain't working. Let music people really program music. Take chances, especially with vocals. Make it a goal to get your station live and local, and make listeners need radio again."

Kaake says there is too little out-of-the-box thinking on radio and too much following of the old, proscribed ways simply out of habit: "You have to make affiliations and emotional connections."

Marketing guru Seth Godin wrote, "When we think about transitions, what we know is that timid trapeze artists are dead trapeze artists. And that the only way you get from here to there is to just do it." Wise words for a format in search of a future.

R&R



Mike Vasquez



Kenny G



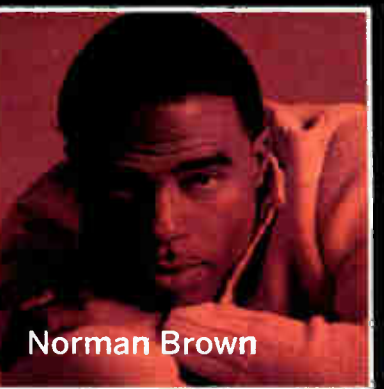
Angie Stone



Marcus Miller



Jessy J



Norman Brown

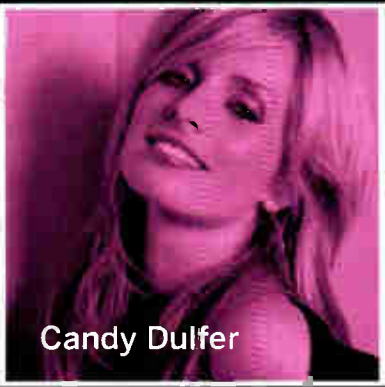
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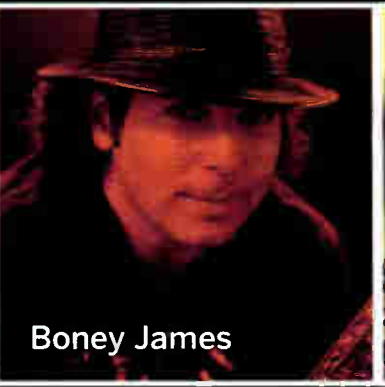
Mindi Abair



Eric Marienthal



Candy Dulfer

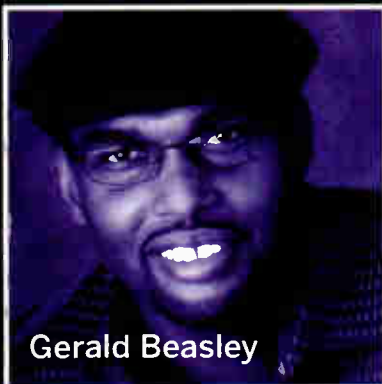


Boney James



Najee

One Smooth Step for Man...One Giant Leap for Jazz



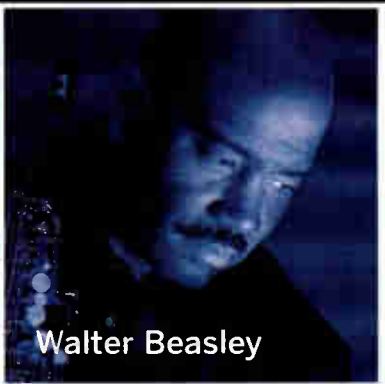
Gerald Beasley



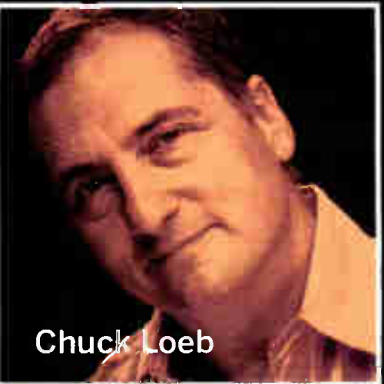
Paul Brown



Pieces Of A Dream



Walter Beasley



Chuck Loeb



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Broadcast Architecture senior VP Rad Messick crunches the numbers to paint a national ratings portrait

Analysis: Shifting Audience Demographics

By Carol Archer

The demographics of the smooth jazz audience have shifted in the past two years, according to new ratings analysis conducted for R&R by Broadcast Architecture senior VP Rad Messick. From 2005 to 2007 the format has seen an increase in cume persons in the 35-64 demo and a corresponding decrease in 25-54 cume. Its demographic center is now 45-54. What hasn't changed is the format's ethnic makeup: Smooth jazz remains diverse.

Those are among the top findings from BA's analysis of a national sample of smooth jazz stations in the last 12 Arbitron surveys—from winter 2005 through fall 2007. Messick compared four-book ratings averages from 2005 with those from 2007. Four demos were analyzed: 12+, 25-54, 35-64 and 35-54.

Key Findings

- The format's 35-64 cume in 2007 is similar in size to its 25-54 cume in 2005. AQH rank in the 35-64 demo in 2007 is slightly higher than 2005's AQH rank in 25-54.
- Most stations experienced 25-54 cume dips from 2005 to 2007, with declines varying from 6% to 29%. Several stations also experienced 35-64 cume drops but attrition is not as high as with 25-54. Other stations have grown 35-64 cume in the past five years.
- The smooth jazz format's strength rests in solid top five 45-54 performances (top three in many markets). The format connects powerfully around age 40, depending on the market. Those markets with larger concentrations of African Americans perform better in 35-44 than those with smaller concentrations.
- As it has across all formats, the PPM reports dramatically higher cumes for smooth jazz stations.

Pre-currency 12+ cume for the former Emmis smooth jazz WQCD (CID101.9)/New York was double what the diary-based fall 2007 survey showed. Similarly, the PPM reported a 12+ cume persons figure for CBS Radio's former smooth jazz KHJZ/Houston in fall 2007 that was 200,000 higher than what the diary reported in fall 2006.

■ Smooth jazz remains an ethnically diverse brand. Stations in the East and Midwest comprise an almost perfect balance of black and white cume listening. Those located west of the Mississippi are growing in Hispanic composition.

■ BA's research shows untapped under-45 audience potential for smooth jazz, but awareness of the format in this demo is low, particularly in view of reduced to nonexistent marketing dollars and research budgets in the past five years. At the same time, increased noise levels from competitors that target 35-44 have understandably lowered smooth jazz's performance in this demo.

■ Timeless, quality '70s and '80s R&B vocal hits from such acts as Earth Wind & Fire and Marvin Gaye score high in music tests conducted by BA of smooth jazz listeners aged 35-44. Those songs score on-par with many of today's biggest hits, such as titles by Alicia Keys. In fact, 35- to 44-year-old listeners demonstrate a slightly stronger affinity for vocals than instrumentals. R&R

Smooth Jazz In The Top 15 Markets

STATION/MARKET		JAN-07	APR-07	JUL-07	OCT-07	DEC-07	HOLIDAY 07
WJJZ (97.5)/ PHILADELPHIA	12+ SHARE/RANK	2.2/16	1.6/23	1.7/21	1.7/21	1.5/24	1.4/24
	25-54 RANK	16	24	22	22	22	24
	35-64 RANK	14	16	16	16	17	18
KHJZ/ HOUSTON	12+ SHARE/RANK	2.7/18	2/21	2.7/19	2.9/18	2.5/19	2.4/18
	25-54 RANK	16	21	18	18	20	22
	35-64 RANK	12	16	14	13	17	17

STATION/MARKET		WI'05	FALL'05	FALL'06	FALL'07
KTWV/ LOS ANGELES	12+ SHARE/RANK	3.6/6t	3.2/10	3.3/9	3.0/11t
	25-54 RANK	3t	11t	10	13
	35-64 RANK	2	2t	4	6
	35-54 RANK	1	4t	6t	7t
WNUA/ CHICAGO	12+ SHARE/RANK	4.3/5t	4.1/6	3.8/6t	4.0/6
	25-54 RANK	6	5t	6t	4
	35-64 RANK	2	2	1	1
	35-54 RANK	4	3	3	1
KKSF/ SAN FRANCISCO	12+ SHARE/RANK	2.8/10	2.8/11	2.6/11	2.4/11
	25-54 RANK	13t	14t	11t	15t
	35-64 RANK	6t	8t	6t	6t
	35-54 RANK	6t	9	7	11
WVMV/ DETROIT	12+ SHARE/RANK	5.0/5	5.2/3	4.4/7	4.1/8
	25-54 RANK	3	4	5t	9t
	35-64 RANK	3	3t	3t	6
	35-54 RANK	2	3	5	9
WJZZ/ ATLANTA	12+ SHARE/RANK	3.0/13	2.3/15t	3.7/8t	2.6/12t
	25-54 RANK	11t	14	7t	13t
	35-64 RANK	6	12	6	9
	35-54 RANK	9t	13	7t	11t
WLVE/ MIAMI	12+ SHARE/RANK	4.3/7	3.4/9	3.8/8	4.2/7t
	25-54 RANK	4	8t	8	8t
	35-64 RANK	3	6t	4	5
	35-54 RANK	2t	7	5	5t
KWJZ/ SEATTLE	12+ SHARE/RANK	4.6/3	3.7/6	2.6/17t	2.9/6
	25-54 RANK	3t	9t	12t	6
	35-64 RANK	3	5	8	3
	35-54 RANK	3	7	5	5t
KYOT/ PHOENIX	12+ SHARE/RANK	3.8/12	3.4/10	4.2/6t	4.1/6
	25-54 RANK	12t	11	9	9t
	35-64 RANK	5	5	4	5
	35-54 RANK	10	7	6	7t
KIFM/ SAN DIEGO	12+ SHARE/RANK	4.8/3	4.4/4	5.5/1	5.0/2t
	25-54 RANK	4t	4	1	6
	35-64 RANK	1	2	1	1
	35-54 RANK	1	4	1	4
WSJT/ TAMPA	12+ SHARE/RANK	4.5/6	3.7/10t	3.6/9	4.5/6
	25-54 RANK	5t	13t	13t	7
	35-64 RANK	4	6	5t	3
	35-54 RANK	3t	7t	9	2t

SOURCE: Arbitron

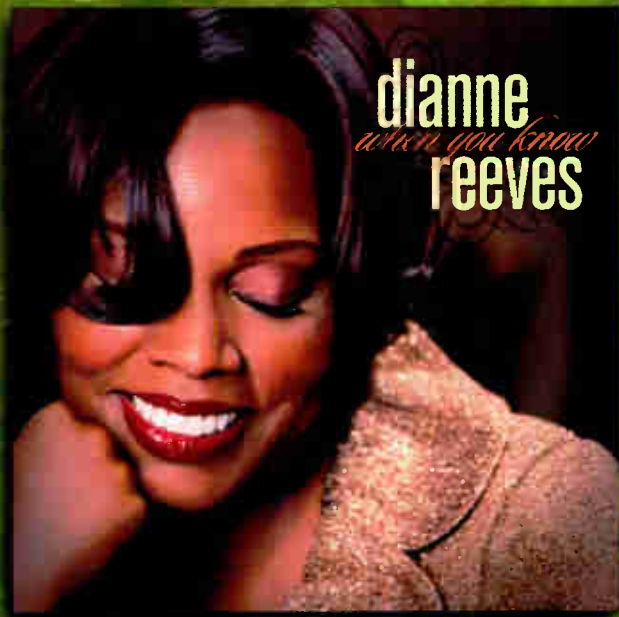
Euge Groove

"MR. GROOVE"



R&R Smooth Jazz **3**

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the top!

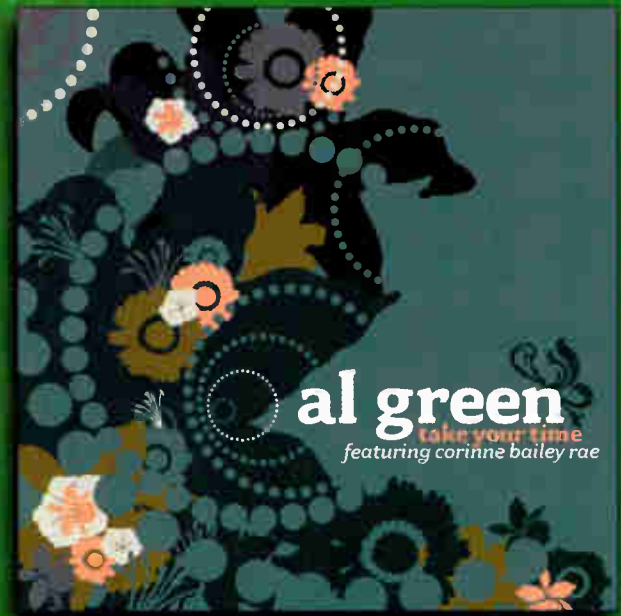


Diane Reeves

new song "JUST MY IMAGINATION"
Going For Adds March 24.

Al Green

featuring
Corinne Bailey Rae



"TAKE YOUR TIME"
On Your Desk Now.
Impacting Smooth Jazz in April.



Eric Darius

"GOIN' ALL OUT"
Going For Adds April 28.

NARADA *JAZZ*  BLUE NOTE

Web sites, streams and e-mails get thumbs-up. Texting, social networking and music downloads: not so much

Listeners Selective About New Technologies

By Carol Archer

An overwhelming majority of core listeners regularly visit their local smooth jazz station's Web site and nearly two out of three listen to the station online. Most format partisans also regularly read station e-mails. However, the smooth jazz audience hasn't made the leap into social networking, prefers CDs over music downloads and doesn't use their cell phones for texting.

That's the view from 30,000 feet of how the format's core listeners use technology, according to a Web poll of 1,348 smooth jazz listeners that Presslaff Interactive Revenue conducted in February. Eleven smooth jazz stations posted links to the survey and/or e-mailed a survey link to members of their station database.

"The online survey looked at Web site usage in terms of frequency of visits and content, streaming, e-mails, text messaging, music downloading, competition for 'car space,' social networking and the likelihood to 'tell your friends' about the station," says PIR president Ruth Presslaff, whose company provides database and e-mail marketing services to radio.

Investments made in improving the online experience at station Web sites appear to be paying off: More than 75% of survey respondents say they visit their smooth jazz station's Web site daily (43%) or weekly (35%).

The top three reasons cited for visiting are to participate in contests (21%), to find out the name

of a song or artist the station played (20%) and to peruse concert listings (19%). "While there was a variation of rankings among the participating stations, these three answers were consistently in the top three," Presslaff says. Listeners aren't flocking in droves to smooth jazz station sites to get more info about a commercial they heard on the air (5%), watch a video (4%), stream an artist interview (4%) or read a jock's blog (3%).

Almost two-thirds of poll participants listen to their smooth jazz station online—44% said they "listen to this station online" and another 19% said they listen to the station that hosted the survey and others "across the country" online. However, more than one in three respondents said they don't listen to the radio on their computer.

A vast majority (72%) of participants said they receive and read e-mails from the poll-hosting station "all the time," while 14% don't receive e-mails from the station and 12% receive them but only read them "once in a while."

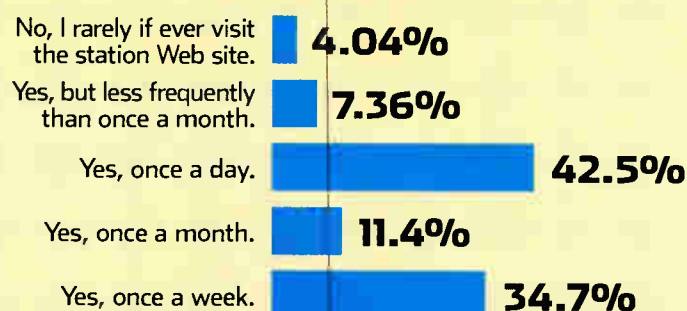
Presslaff observed a difference in responses about station e-mails based on how the station conducted the poll. "Stations that pushed the link to the survey as part of an e-mail campaign received substantially higher response rates than stations that just posted the link on their Web site," she says. "Think about this in terms of the value of client inclusion in your e-mails and as a guide for where and how you post links online, in relation to the response you hope to generate."

While station Web sites, streams and e-mails all scored high, smooth jazz listeners are less avid fans of texting, social networking and music downloads.

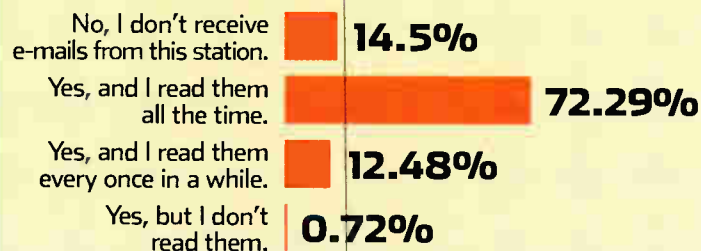
Sixty percent report not using their cell phone for texting. Asked, "If this station offered text messaging," 42% said they were interested in receiving "nothing at all," followed by contests (14%) and concert information (14%).

"This response may be driven by the relative

Do you visit this station's Web site frequently?



Do you receive e-mails from this station?



'Every single smooth jazz station was sharing listeners with either 'my CDs' or 'another local radio station.'

—Ruth Presslaff

newness of texting as a messaging platform to the demographic that makes up the smooth jazz audience," Presslaff says.

Labels, take heart: These active and passionate smooth jazz listeners are buying music: 38% report only buying CDs, another 28% buy more CDs than they download music and 14% do neither. Only 9% said they buy downloads more than CDs.

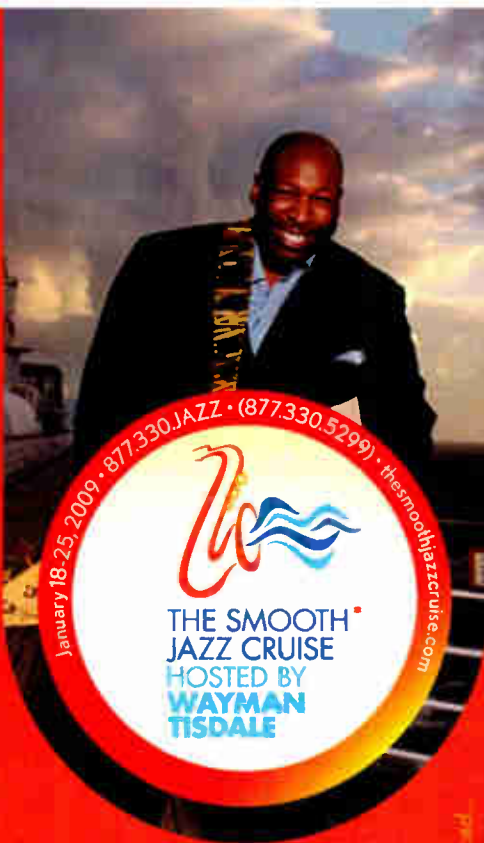
When they're not listening to their smooth jazz station, format PIs are almost equally divided between CDs (32%) and another local station (30%). Only 12% said they listen to their iPod or MP3 player when not tuned in to the station that hosted the poll. "Whereas younger-formatted stations frequently see 'my iPod or MP3 player' as the answer to this question, every single smooth jazz station was sharing listeners with either 'my CDs' or 'another local radio station,'" Presslaff says.

Social networking is off the radar for most survey takers, with 71% saying they don't visit such sites as MySpace. Showing listener dedication to the format, half of respondents gave an answer in the 7-10 range when asked, "On a scale of 1 (never) to 10 (all the time), how often do you tell your friends about this radio station?" R&R



Ruth Presslaff

-  Gerald Albright
-  Jonathan Butler
-  Peabo Bryson
-  Jeff Golub
-  Euge Groove
-  Everette Harp
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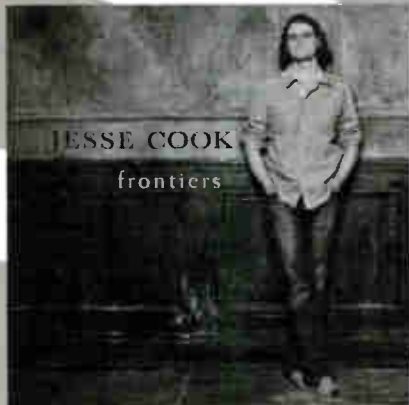
-  Eric Benet
-  Rick Braun
-  Jonathan Butler
-  George Duke
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-  Jeff Golub
-  Euge Groove
-  Hoyte
-  Brian Simpson
-  U-Nam



KOCH RECORDS SPRINGS FORWARD

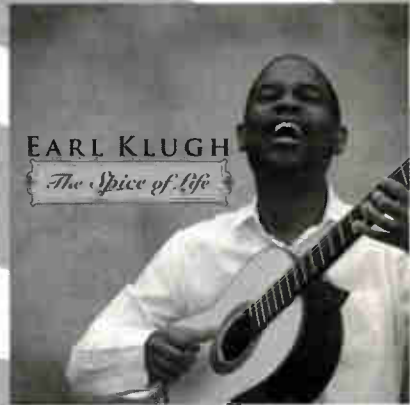
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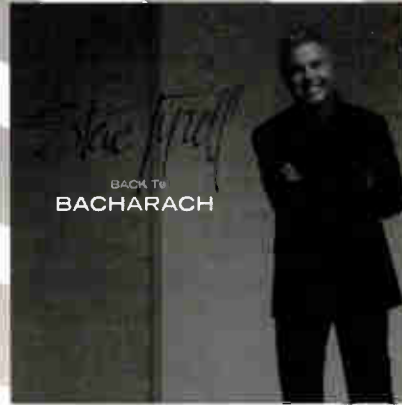
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KOCH
records

Smooth jazz royalty still holds court as his latest album launches inside the top 15. Here, his colorful journey from child beekeeper to commander of a genre

King Kenny

By Carol Archer

Kenny G is truly a cultural phenomenon—and not merely for his signature curly, flowing tresses. He has been a core smooth jazz artist since day one, he remains the format's top seller, and he is the only smooth jazz act to break through to massive mainstream success. If that's not enough kudos to fill his back pocket, add in his rank as the 25th-best-selling instrumentalist of all time.

OK, so there's more. According to Nielsen SoundScan, Kenny G has sold 33 million albums—not including his new one, "Rhythm & Romance" (Starbucks/Concord/CMG), which debuted on the Billboard 200 at No. 14 last month, moving 31,000 units in its first week. He holds the record for the No. 1 Christmas album in history, followed by more mainstream artists like Josh Groban and Celine Dion. Furthermore, he holds a slot in the Guinness Book of World Records for playing the longest note recorded on a saxophone: 45 minutes and 47 seconds. (Don't try this at home.)

Just a bit more than a year ago, he bowed on the Broadcast Architecture Smooth Jazz Network as a weekend radio host. CBS Radio KTWV (the Wave)/Los Angeles VP of programming Paul Goldstein recently had a long, leisurely sitdown with the saxophonist to plumb the depths and learn more about the bona fide superstar.

Before "Rhythm & Romance," you did several albums of cover material. The new one is mostly originals with a Latin flavor. How did that come about?

I knew my next album had to be primarily original material. Cover tunes was a nice idea, but it got played out. Artists in general are doing way too many covers. I like albums that at least have a theme—an idea that's a common thread. I thought that Latin rhythm underneath my romantic saxophone could work. That's why I had all Latino players in the studio. That's their authentic sound, and I come in with my signature sound.

You work with an all-star cast of producers and musicians.

I've always worked with the same co-producer and keyboardist, Walter Afanasieff. Walter's great with chord changes and we come up with great arrangements together. In the studio, he's really good at directing: drummer Alex Acuna, John Peña the bass player, guitarist Ramon Stanero and

Paulino Da Costa on percussion—all-star Latin players. Walter is good with tempos, too. We're the commanders—actually, we're the two white guys—but we're very open to their input. Each song takes hours to record, not because we can't play it, but deciding how to play it. Once we lock into an arrangement, we're done in six minutes.

Like so many of your other records, "Rhythm & Romance" is full of timeless, memorable melodies. How do you approach songwriting?

I sit down alone or with Walter to play a melody that just seems to make sense. Mostly, I give him a melody idea, maybe only 10 or 12 notes, and he puts some chords with it and we find a start. From there it just takes place. It's part of the magic that happens on an individual basis as an artist.

It isn't always easy. We might get something special, like a great verse, but not know what to do or where to go with it. Sometimes they sit there for weeks, but I have a lot of patience. I'm not rushing to write and get a record done quickly. I'm into taking my time so each song is a little gem that can stand on its own forever. I want to listen to my music 30 years from now and go, "This song sounds just right," not, "That was cool back then." I don't want to cringe. Beautiful ballads are timeless, but uptempo songs are more difficult because they have a groove and grooves come and go. That's why I'm so proud of "Sax-a-Looco" [currently No. 2 on the Smooth Jazz chart]. That song's groove is happy and fun, but not associated with any particular era.

It's rare these days that a smooth jazz CD has more than two singles on it. As a PD, I feel blessed to have it. I hear at least five compelling, melodic, radio-friendly songs. It's so deep you won't have to record another for years.

That's good, because right now the last thing on my mind is composing; however, if Ron Howard calls and wants me to do the music for

'I was taking saxophone lessons in public school, and hearing Tower of Power with that real funky, uptempo technical playing, I thought, "A saxophone can do all that?"' —Kenny G

one of his movies, that's a different story, using a different side of the brain and it would be fun.

A lot of records out there are made quickly. Some guys will put out two before I record again and I don't understand how anyone can be that creative. Where's all this inspiration coming from?

What's your earliest memory of hearing music?

Lawrence Welk on TV. They had an orchestra and a very special clarinet player. In our house, there was no music. We had a radio in the car and my dad listened to the beautiful music station [sings "Lara's Theme"]. I wasn't a kid who'd change the stations, although he would have let me. Music was more background to me as a kid. I was more

Continued on page 56



PHOTOGRAPH BY MICHAEL MULLER

THE SAX PACK

Jeff Kashiwa * Kim Waters * Steve Cole



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Returning to terrestrial radio in mornings while continuing in afternoons on satellite has re-energized Bubba the Love Sponge

Bubba's Back

Mike Boyle

MBoyle@RadioandRecords.com

Indiana native Todd Alan Clem has come a long way since beginning his professional radio career as “Rockin’ Bubba Clem” at WPFR/Terre Haute, Ind. Since, the soon-to-be 42-year-old has been hired and fired in cities across the country—Grand Rapids, Chicago, Philadelphia, Orlando, Milwaukee—for being what he describes as “too controversial.”

■ However, he is best-known for a lengthy, ratings-validated stretch in mornings in Tampa as “Bubba the Love Sponge,” first at Clear Channel CHR/top 40 WFLZ (the Power Pig), then at active rock sister WXTB (98 Rock). At 98 Rock, his show was syndicated by Clear Channel to a handful of markets—most in Florida—and carried on XM Satellite Radio.

All of that came to a crashing halt on Jan. 27, 2004, when the FCC hit Clear Channel with a whopping \$755,000 fine for alleged indecency on four of the company’s stations during Clem’s show.

One month later, Clear Channel cut the cord with Clem, removed Howard Stern from its stations and adopted a strict “zero tolerance” indecency policy. Clem sat on the radio sidelines until Stern brought him to Sirius Satellite Radio in early 2006 to do an afternoon show on his Howard 101 channel. Signing a one-year renewal with Sirius recently—after publicly stating his unhappiness with the way negotiations had progressed—Clem stunned the radio world last December by announcing that he was returning to the same terrestrial format that banished him four years earlier.

On Jan. 8, his new morning show debuted in two Clem strongholds: Tampa, on Cox Radio classic rock WHPT (102.5 the Bone), and Jacksonville, via classic rock sister WFYV. Now competing with Clear Channel, “The Bubba the Love Sponge Show” airs from Clem’s Tampa studio where he also does his afternoon show for Sirius.

The Road Back

Clem says his Cox deal came about fairly quickly and without much drama.

Cox Radio/Tampa Bay regional VP/market manager Jay O’Conner, a fan of Clem’s Clear Channel show, “got a hold of my guy around the time that our first Sirius deal was done,” Clem says. “We actually had our contract with Cox done and executed before we had this one-year extension with Sirius done.”

Clem says that after being fired by Clear Channel four years ago, he never thought he would return to terrestrial—not because he didn’t think someone would take a chance on him again, but because he didn’t know if he could have fun in the medium anymore.

“What changed my mind was that Cox stepped up big-time, and now that we are doing it, I am really having a lot of fun. It’s challenging me to be more creative. The other thing is the way Cox talks to us and treats us. They don’t tell us that we can’t do something. They work with us and try to make it happen.”

Clem is also excited about what the future holds for him at Cox, beyond Tampa and Jacksonville.

“I had lunch recently with Cox CEO Bob Neil and he put his arm around me and said, ‘You are our guy; we love you. Let’s get some ratings history here in Tampa and Jacksonville, and then when you’re allowed to roll out your syndication later this year, we’re going to get behind this thing and go gangbusters.’”

Clem says his deal with Cox is structured in

‘If Clear Channel had said to me, “Bubba, you can’t say ‘tits,’ ” I wouldn’t have said “tits.”

—Todd Clem



‘We’re still dirty, but we reel ourselves in.’

—Todd Clem

such a way that adding non-Cox-owned stations in other markets is OK, although Cox has right of first refusal.

Clem believes there is a “major void” for what he’s doing now throughout terrestrial radio. Stern “has obviously given us the branding nationwide, so I think it would make a lot of sense for stations that don’t have alternative programming geared toward men to take my show.”

And yes, Cox laid down ground rules prior to Clem uttering his first on-air words in January. “To Cox’s credit,” he recalls, “we had several workshops with their attorney, who told us, ‘Yes here, no there, absolutely not here.’ I will not break the rules when I know what the rules are. Clear Channel never in my 12 years there told me the rules. If Clear Channel had said to me, ‘Bubba, you can’t say “tits,” ’ I wouldn’t have said ‘tits.’ We’re not hard to work with. We are not problematic at all.”

Ask him about the difference between his Cox show and his old Clear Channel show and Clem says, “It’s just as provocative, but there are a lot less strippers . . . We’re still dirty, but we reel ourselves in. At Clear Channel we would just drone on and on with topics. I think we’re all just getting a little bit older and I don’t think we draw the titillation out as long as we used to.”

The Future Of Satellite

Frustrated that a year has passed and the Department of Justice and the FCC have not yet ruled on the proposed merger of Sirius and XM, Clem, who now works on both sides of the fence, says, “The NAB and others that are making a big deal out of this are doing so because they are scared. I don’t understand it, because there is enough pie for everybody.”

As for his future at Sirius, Clem is uncertain. “I’m locked into Sirius until the end of this year. After that, I have no idea at all. I would love to be there mainly because of some of the relationships I’ve established with friends and fans and of course my loyalty to Howard Stern. There are a lot of people in the Sirius organization that don’t care for me, especially after the impasse during the last contract. But if I do continue on at Sirius, it will mostly be because of Howard.”

R&R

Bubba's Broadcast History

Todd “Bubba the Love Sponge” Clem began his radio career April 1, 1985. This history does not include his syndicated affiliates.

WPFR/Terre Haute, Ind.: Spent two-and-a-half years there, left for Grand Rapids.

WGRD/Grand Rapids, Mich.: 91 days, fired for being “too controversial.”

KTFM/San Antonio: Six months, split for Chicago.

WBBM-FM/Chicago: One year, fired by new management.

WIOQ/Philadelphia: 73 days, fired for being too controversial. Sued for breach of contract and won.

WXXL/Orlando: One year, canned for controversy.

WYTZ/Chicago: 83 days, format changed to news/talk (as WLS-FM).

WLUM-FM/Milwaukee: 10 months, sacked for—you guessed it—being too controversial.

WFLZ-FM/Tampa: Four years, two months (October 1992-December 1996). Left for WXTB morning show.

WXTB/Tampa: Seven years, two months (December 1996-February 2004). Fired by Clear Channel.

Howard 101, Sirius Satellite Radio: Currently on in afternoons.

WHPT/Tampa and WFYV/Jacksonville: Debuted Jan. 8.

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1	1	21	FOO FIGHTERS LONG ROAD TO RUIN	NO. 1 (5 WKS)	☆	1877	-39	7.129
2	3	20	PUDDLE OF MUDD PSYCHO	FLAWLESS/GEFFEN/INTERSCOPE		1472	+31	5.610
3	2	24	LINKIN PARK SHADOW OF THE GAY	WARNER BROS.	☆	1423	-55	7.312
4	4	29	SEETHER FAKE IT	WIND-UP	☆	1263	-77	5.416
5	5	18	PARAMORE CRUSH CRUSH CRUSH	FUELED BY RAMEN/RRP		1161	-136	3.617
6	6	33	FOO FIGHTERS THE PRETENDER	ROSWELL/RCA/RMG	☆	1156	+31	7.584
7	9	24	THE BRAVERY BELIEVE	ISLAND/IDJMG		1149	+87	5.254
8	7	15	JACK JOHNSON IF I HAD EYES	BRUSHFIRE/UNIVERSAL REPUBLIC		1108	-5	5.047
9	11	8	ATREYU FALLING DOWN	HOLLYWOOD	☆	1047	+59	3.100
10	8	38	RISE AGAINST THE GOOD LEFT UNDONE	GEFFEN/INTERSCOPE	☆	1030	-39	4.819
11	16	4	SEETHER RISE ABOVE THIS	WIND-UP		1013	+148	4.801
12	7	7	PANIC AT THE DISCO NINE IN THE AFTERNOON	DECAYDANCE/FUELED BY RAMEN/RRP	☆	983	+61	3.394
13	10	24	AVENGED SEVENFOLD ALMOST EA-Y	HOPELESS/WARNER BROS.		924	-79	2.506
14	20	4	3 DOORS DOWN IT'S NOT MY TIME	UNIVERSAL REPUBLIC	☆	903	+196	3.633
15	14	14	JIMMY EAT WORLD ALWAYS BE	TINY EVIL/INTERSCOPE	☆	877	-15	2.850
16	17	8	ASHES DIVIDE THE STONE	ISLAND/IDJMG		871	+42	1.933
17	13	35	CHEVELLE I GET IT	EPIC	☆	864	-36	3.485
18	18	43	THREE DAYS GRACE NEVER TOO LATE	JIVE/ZOMBA	☆	738	-31	4.792
19	15	21	RADIOHEAD BODYSNATCHERS	TBD/ATD		733	-158	2.096
20	19	9	FOXBORO HOT TUBS MOTHER MARY	JINGLE TOWN		681	-52	1.879
21	27	5	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS	JIVE/ZOMBA		665	+142	2.453
22	22	5	R.E.M. SUPERNATURAL SUPERSERIOUS	WARNER BROS.		663	+52	2.489
23	23	5	10 YEARS BEAUTIFUL	UNIVERSAL REPUBLIC		660	+56	2.682
24	21	16	SICK PUPPIES MY WORLD	RMR/VIRGIN		659	+33	1.633
25	25	7	THEORY OF A DEADMAN SO HAPPY	604/ROADRUNNER/RRP	☆	641	+72	2.128
26	24	8	SERJ TANKIAN SKY IS OVER	SERJICAL STRIKE/REPRISE	☆	582	-1	1.525
27	32	2	LINKIN PARK GIVEN UP	WARNER BROS.		531	+87	1.960
28	28	13	THREE DAYS GRACE RIOT	JIVE/ZOMBA	☆	524	+21	1.559
29	26	15	BREAKING BENJAMIN UNTIL THE END	HOLLYWOOD	☆	517	-26	1.691
30	33	5	VAMPIRE WEEKEND A-PUNK	XL/BEGGARS GROUP		516	+77	2.406
31	31	6	AGAINST ME! STOP	SIRE/REPRISE	☆	499	+50	1.667
32	29	8	SIXX: A.M. LIFE IS BEAUTIFUL	ELEVEN SEVEN		474	+8	1.518
33	30	9	BULLET FOR MY VALENTINE SCREAM /IM FIRE	JIVE/ZOMBA		449	-12	0.778
34	34	2	PENNYWISE THE WESTERN WORLD	MY SPACE		437	+30	2.937
35	37	4	MGMT TIME TO PRETEND	COLUMBIA		416	+52	1.437
36	38	4	GNARLS BARKLEY RUN	DOWNTOWN/ATLANTIC		384	+20	1.034
37	35	7	BUCKCHERRY SORRY	ELEVEN SEVEN/ATLANTIC/RRP	☆	379	-19	2.574
38	39	10	SPOON DON'T YOU EVAH	MERGE		358	+32	1.037
39	36	13	HURT TEN TON BRICK	CAPITOL		342	-50	0.733
40	40	2	CHEVELLE THE FAC	EPIC	☆	336	+21	0.632

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
DEATH CAB FOR CUTIE I Will Possess Your Heart (Atlantic)	8
LINKIN PARK Given Up (Warner Bros.)	6
THE KOOKS Always Where I Need To Be (Astralwerks)	6
3 DOORS DOWN It's Not My Time (Universal Republic)	5
APOCALYPTICA FEAT. COREY TAYLOR I'm Not Jesus (Jive/Zomba)	5
AVENGED SEVENFOLD Afterlife (Hopeless/Warner Bros.)	5
FILTER Soldiers Of Misfortune (Pulse)	5
FOO FIGHTERS Let It Die (Roswell/RCA/RMG)	5
ATREYU Falling Down (Hollywood)	4
AGAINST ME! Stop (Sire/Reprise)	4

ADDED AT... WBTZ
Burlington, VT
OM/PD: Matt Grasso
APD/MD: Kevin Mays
3 Doors Down, It's Not My Time, 10 Years, Beautiful, 5

FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
ANGELS AND AIRWAVES Secret Crowds (Suretone/Geffen/Interscope)	314/15	AVENGED SEVENFOLD Afterlife (Hopeless/Warner Bros.)	181/76
SAVING ABEL Addicted (Virgin)	309/64	THE KOOKS Always Where I Need To Be (Astralwerks)	168/96
LUDO Love Me Dead (redbird/Island/IDJMG)	306/96	SILVER SUN PICKUPS Little Lover's So Polite (dangerbird)	166/10
FLOGGING MOLLY Requiem For A Dying Song (SideOneDummy)	244/40	STORY OF THE YEAR Wake Up (Epiaph)	163/49
SAFETYSUIT Someone Like You (Universal Motown)	225/27	RED Already Over (Essential/RED/Epic)	155/59

MOST INCREASED PLAYS

+196	☆ 3 DOORS DOWN It's Not My Time (Universal Republic)
+148	SEETHER Rise Above This (Wind-up)
+142	APOCALYPTICA FEAT. COREY TAYLOR I'm Not Jesus (Jive/Zomba)
+96	LUDO Love Me Dead (redbird/Island/IDJMG)
+95	☆ THE KOOKS Always Where I Need To Be (Astralwerks)

FOR WEEK ENDING MARCH 16, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► **SIXX:A.M.** LEADS FOUR NEW ENTRIES ONTO THE CHART AS "PRAY FOR ME" RIDES A 73% PLAY INCREASE AND DEBUTS AT NO. 34.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	+/-	AUDIENCE MILLIONS	RANK
1	1	24	PUDDLE OF MUDD PSYCHO	NO. 1 (7 WKS) FLAWLESS/GEFFEN/INTERSCOPE	1658	-46	5.350	1
2	16	16	FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/RMG	1409	-10	4.444	2
3	3	8	THEORY OF A DEADMAN SO HAPPY	MOST INCREASED PLAYS 604/ROADRUNNER/RRP	1400	-178	3.904	4
10	5	5	3 DOORS DOWN IT'S NOT MY TIME	UNIVERSAL REPUBLIC	1112	+129	3.246	6
9	8	8	ATREYU FALLING DOWN	HOLLYWOOD	1107	+123	2.794	8
8	9	9	ASHES DIVIDE THE STONE	ISLAND/IDJMG	1079	+66	2.798	7
7	4	23	BREAKING BENJAMIN UNTIL THE END	HOLLYWOOD	1068	-58	2.538	10
8	7	35	FIVE FINGER DEATH PUNCH THE BLEEDING	FIRM	1016	-25	2.184	13
14	6	6	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS	JIVE/ZOMBA	1009	+91	2.344	12
10	9	9	CHEVELLE THE FAD	EPIC	976	+39	2.130	14
11	6	30	SEETHER FAKE IT	WIND-UP	968	-79	3.956	3
13	4	4	SEETHER RISE ABOVE THIS	WIND-UP	947	+119	2.481	11
13	5	26	AVENGED SEVENFOLD ALMOST EASY	HOPELESS/WARNER BROS.	923	-145	2.668	9
16	6	6	10 YEARS BEAUTIFUL	UNIVERSAL REPUBLIC	922	+126	2.028	15
15	11	36	SIXX: A.M. LIFE IS BEAUTIFUL	ELEVEN SEVEN	904	-46	3.459	5
16	12	31	HURT TEN TON BRICK	CAPITOL	817	-130	1.460	21
17	21	7	SAVING ABEL ADDICTED	AIRPOWER VIRGIN	772	+161	1.765	17
18	14	14	BULLET FOR MY VALENTINE SCREAM AIM FIRE	JIVE/ZOMBA	719	+1	1.123	22
19	22	21	THREE DAYS GRACE RIOT	AIRPOWER JIVE/ZOMBA	678	-80	1.786	16
20	23	16	EGYPT CENTRAL YOU MAKE ME SICK	FAT LADY/ILG	649	+65	1.115	23
20	17	17	AIRBOURNE TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/RRP	644	-19	1.572	20
22	19	10	ALTER BRIDGE WATCH OVER YOU	UNIVERSAL REPUBLIC	633	+5	1.616	18
23	24	3	LINKIN PARK GIVEN UP	WARNER BROS.	607	+154	1.615	19
24	14	14	DROWNING POOL ENEMY	ELEVEN SEVEN	473	+23	0.916	24
25	26	6	SERJ TANKIAN SKY IS OVER	SERJICAL STRIKE/REPRISE	455	+41	0.654	28
26	27	4	SEVENDUST PRODIGAL SON	7BROS/ASYLUM/ILG	416	+29	0.685	26
27	34	2	AVENGED SEVENFOLD AFTERLIFE	MOST ADDED HOPELESS/WARNER BROS.	408	+165	0.757	25
28	32	3	RED ALREADY OVER	ESSENTIAL/RED/EPIC	374	+74	0.581	29
28	5	5	BLACK TIDE SHOCKWAVE	INTERSCOPE	365	+13	0.670	27
30	5	5	12 STONES AN THEM FOR THE UNDERDOG	WIND-UP	332	+24	0.318	38
33	4	4	TANTRIC DOWN AND OUT	SILENT MAJORITY/ILG	288	+38	0.518	30
32	29	15	BLOODSIMPLE OU* TO GET YOU	REPRISE	226	-96	0.272	-
35	4	4	DRAGONFORCE THROUGH THE FIRE AND FLAMES	ROADRUNNER/RRP	220	0	0.308	39
NEW			SIXX: A.M. PRAY FOR ME	ELEVEN SEVEN	213	+90	0.428	34
40	2	2	THOUSAND FOOT KRUTCH FALLS APART	TOOTH & NAIL	197	+44	0.220	-
36	31	19	ENDEVERAFTER I WANNA BE YOUR MAN	RAZOR & TIE	185	-120	0.456	32
NEW			P.O.D. ADDICTED	INO/COLUMBIA	177	+71	0.247	-
37	13	13	FLYLEAF BREATHE TODAY	A&M/OCTONE/INTERSCOPE	173	+1	0.215	-
NEW			SKILLET THE LAST NIGHT	ARDENT/SRE/ATLANTIC	153	+19	0.188	-
NEW			BUCKCHERRY SORRY	ELEVEN SEVEN/ATLANTIC/RRP	147	+20	0.433	33

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
AVENGED SEVENFOLD Afterlife (Hopeless/Warner Bros.) KBPI, KFRQ, KIOZ, KRXQ, HUPD, WBSX, WCPW, WLZX, WRIF, WRXR	10
KID ROCK All Summer Long (Top Dog/Atlantic) KFRQ, WCCC, WCHZ, WIL, WKLQ, WRIF, WRTT, WRXW, WYBB	9
LINKIN PARK Given Up (Warner Bros.) KFRQ, KLAQ, KNCN, KRXQ, KRZR, WLZX, WRZK, WXZZ	8
SAVING ABEL Addicted (Virgin) KBPI, KLAQ, KNCN, KXFX, KXXR, KZBD, WXZZ	7
FILTER Soldiers Of Misfortune (Pulse) KFRQ, KOMP, KXFX, KZBD, WLZX, WZOR, XM Squizz	7
THREE DAYS GRACE Riot (Jive/Zomba) KBPI, KDOT, Sirius Octane, WBZX, WRUF	5
RED Already Over (Essential/RED/EPIC) KOJE, KRXQ, WBZX, WZMR	4
ANEW REVOLUTION Done (Koch) WIL, WJJO, WKLQ, WXQR	4
TANTRIC Down And Out (Silent Majority/ILG) WRXW, WYBB, WZMR	3
SIXX: A.M. Pray For Me (Eleven Seven) KISW, WCCC, WKQZ	3

ADDED AT...
WJJO
Madison, WI
PD: Randy Hawke
APD/MO: Blake Patton
Anew Revolution, Done, 11
P.O.D., Addicted, 4
Another Black Day, Wicked Souls, 0
Hurt, Loded, 0
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NEW AND ACTIVE			
ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
FILTER Soldiers Of Misfortune (Pulse) TOTAL STATIONS: 21	136/40	ANOTHER BLACK DAY Wicked Souls (Bieler Bros.) TOTAL STATIONS: 14	75/35
SAFETY SUIT Someone Like You (Universal Motown) TOTAL STATIONS: 15	128/27	KID ROCK All Summer Long (Top Dog/Atlantic) TOTAL STATIONS: 16	70/42
FINGER ELEVEN I'll Keep Your Memory (Wind-up) TOTAL STATIONS: 15	128/6	DEEPFIELD Into The Flood (In De Goot) TOTAL STATIONS: 7	67/1
DISTURBED Perfect Insanity (Reprise) TOTAL STATIONS: 8	114/87	NEUROSONIC Until I Die (Bidoog/COS) TOTAL STATIONS: 10	65/4
R.E.M. Supernatural Superseries (Warner Bros.) TOTAL STATIONS: 8	99/2	DEAF PEDESTRIANS Hail To The Geek (Dctpointperiod/Capitol) TOTAL STATIONS: 5	55/0



+178	THEORY OF A DEADMAN So Happy (604/Roadrunner/RRP) KXFX +17, KUPD +14, WCFR +13, WRAT +12, WBLZ +10, KXZR +9, WXZZ +9, WXQR +8, WKLQ +8, WLZX +7
+165	AVENGED SEVENFOLD Afterlife (Hopeless/Warner Bros.) KTEG +15, KQRC +12, WKLQ +11, KBPI +11, KHTB +11, KILQ +10, WZMR +9, WBSX +8, WBLZ +8, KLAQ +8
+161	SAVING ABEL Addicted (Virgin) KXXR +20, KATT +18, KUFD +14, KBPI +11, KOMP +8, WZMR +7, WCCC +6, WXQR +6, WRXR +6, WRAT +6
+154	LINKIN PARK Given Up (Warner Bros.) KOMP +16, KRZR +11, WZMR +10, WMMR +10, WBZX +9, WQXA +7, KNCN +7, WRXW +7, WXQR +7, WKQZ +6
+129	3 DOORS DOWN It's Not My Time (Universal Republic) KFRQ +12, WVEN +11, KXZR +9, WBLZ +9, WXZZ +8, WXQR +7, KOMP +7, WRZK +6, WTKX +6, WBZX +6

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▶ AFTER MORE THAN DOUBLING LAST WEEK'S SPIN COUNT, **LINKIN PARK'S** "GIVEN UP" RE-ENTERS AT NO. 26, THE TRACK ORIGINALLY CHARTED FOR ONE WEEK IN JULY.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	21	PUDDLE OF MUDD PSYCHO	NO. 1 (1 WK) FLAWLESS/GEFFEN/INTERSCOPE	431 +42	1.401 2
2	29		SEETHER FAKE IT	WIND-UP	400 +9	1.456 1
3	4	4	3 DOORS DOWN IT'S NOT MY TIME	MOST INCREASED PLAYS UNIVERSAL REPUBLIC	377 +56	1.182 4
4	37		SIXX: A.M. LIFE IS BEAUTIFUL	ELEVEN SEVEN	356 -7	1.196 3
5	15		FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/RMG	289 +10	0.753 5
6	6		THEORY OF A DEADMAN SO HAPPY	604/ROADRUNNER/RRP	247 +12	0.693 8
7	10		THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	240 +9	0.720 7
8	59		FINGER ELEVEN PARALYZER	WIND-UP	222 0	0.726 6
9	45		THREE DAYS GRACE NEVER TOO LATE	JIVE/ZOMBA	212 -14	0.682 9
10	4		SEETHER RISE ABOVE THIS	WIND-UP	181 +39	0.681 10
11	18		LINKIN PARK SHADOW OF THE DAY	WARNER BROS.	172 -49	0.487 13
12	32		FOO FIGHTERS THE PRETENDER	ROSWELL/RCA/RMG	161 -29	0.507 12
13	31		ALTER BRIDGE RISE TODAY	UNIVERSAL REPUBLIC	159 -2	0.427 14
14	16		AIRBOURNE TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/RRP	151 +3	0.307 18
15	12		BUCKCHERRY SORRY	ELEVEN SEVEN/ATLANTIC/RRP	132 +5	0.414 15
16	6		10 YEARS BEAUTIFUL	UNIVERSAL REPUBLIC	130 +8	0.524 11
17	14		BREAKING BENJAMIN UNTIL THE END	HOLLYWOOD	112 +24	0.328 17
18	7		ASHES DIVIDE THE STONE	ISLAND/IDJMG	110 +36	0.236 22
19	19		KID ROCK AMEN	TOP DOG/ATLANTIC	101 -46	0.264 20
20	4		R.E.M. SUPERNATURAL SUPERSERIOUS	WARNER BROS.	98 0	0.340 16
21	4		APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS	JIVE/ZOMBA	79 +13	0.206 24
22	3		ATREYU FALLING DOWN	HOLLYWOOD	72 +9	0.164 26
23	7		THREE DAYS GRACE RIOT	JIVE/ZOMBA	70 -7	0.303 19
24	6		ALTER BRIDGE WATCH OVER YOU	UNIVERSAL REPUBLIC	68 +4	0.120 29
25	NEW		DEF LEPPARD FEATURING TIM MCGRAW NINE LIVES	MOST ADDED ISLAND/UMe	64 +48	0.253 21
26	RE-ENTRY		LINKIN PARK GIVEN UP	WARNER BROS.	52 +30	0.206 25
27	2		SAVING ABEL ADDICTED	VIRGIN	50 +14	0.061 -
28	3		BLACK TIDE SHOCKWAVE	INTERSCOPE	46 +1	0.089 -
29	6		FIVE FINGER DEATH PUNCH THE BLEEDING	FIRM	42 +3	0.025 -
30	8		HURT TEN TON BRICK	CAPITOL	41 +6	0.065 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
DEF LEPPARD FEAT. TIM MCGRAW Nine Lives (Island/UMe) KBER, WOHA, WHJY, WZZO	4
3 DOORS DOWN It's Not My Time (Universal Republic) WMMS	1
THEORY OF A DEADMAN So Happy (604/Roadrunner/RRP) WMMS	1
THE BLACK CROWES Goodbye Daughters Of The Revolution (Silver Arrow) KIOC	1
BUCKCHERRY Sorry (Eleven Seven/Atlantic/RRP) WDHA	1
APOCALYPTICA FEAT. COREY TAYLOR I'm Not Jesus (Jive/Zomba) WEBN	1
ALTER BRIDGE Watch Over You (Universal Republic) KTUX	1
BLACK TIDE Shockwave (Interscope) KTUX	1
LINKIN PARK Given Up (Warner Bros.) WEBN	1

**ADDED AT...
WDHA**
Morristown, NJ
PD: Tony Paige
APD: Curtis Kay
Buckcherry, Sorry, 17
Def Leppard Feat. Tim McGraw, Nine Lives, 17
Steve Winwood Feat. Eric Clapton, Dirty City, 15
FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
RUSH Working Them Angels (Anthem/Atlantic) TOTAL STATIONS: 4	29/8	KID ROCK All Summer Long (Top Dog/Atlantic) TOTAL STATIONS: 5	25/20
SERJ TANKIAN Sky Is Over (Serjical Strike/Reprise) TOTAL STATIONS: 10	28/20	RED Already Over (Essential/RED/Epic) TOTAL STATIONS: 3	20/10
12 STONES Anthem For The Underdog (Wind-up) TOTAL STATIONS: 5	26/8	SIXX: A.M. Pray For Me (Eleven Seven) TOTAL STATIONS: 4	20/4



+56 **3 DOORS DOWN**
It's Not My Time (Universal Republic)
KTUX +15, WEBN +10, WVRK +9, KUFO +8, WMMS +7,
KIOC +5, KMOI +2, WNOR +2, WDHA +2, WZZO +2

+48 **DEF LEPPARD FEAT. TIM MCGRAW**
Nine Lives (Island/UMe)
WZZO +13, WDHA +12, KSHE +9, WHJY +7, WONE +5,
KBER +2

+42 **PUDDLE OF MUDD**
Psycho (Flawless/Geffen/Interscope)
WEBN +11, KIOC +5, KBER +5, KUFO +5, WMMS +3,
KTUX +2, WZZO +2, KAZR +1, WNOR +1, WHJY +1

+39 **SEETHER**
Rise Above This (Wind-up)
WEBN +11, KIOC +5, KBER +5, KUFO +5, KTUX +5,
WRQK +5, WDHA +2, WAFX +2, WJXQ +1

+36 **ASHES DIVIDE**
The Stone (Island/IDJMG)
KM00 +23, KTUX +6, KBER +4, WKLC +3, WAFX +1,
KAZR +1, WAFX +1, WHJY +1

FOR WEEK ENDING MARCH 16, 2008
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RECURRENTS

ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
OZZY OSBOURNE I DON'T WANNA STOP (EPIC)		132 149
LINKIN PARK WHAT I'VE DONE (WARNER BROS.)		120 111
AEROSMITH SWEET EMOTION (COLUMBIA)		108 99
HELLYEAH ALCOHAULIN' ASS (EPIC)		107 93
AC/DC BACK IN BLACK (LEGACY/EPIC)		107 103

ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
NICKELBACK ROCKSTAR (ROADRUNNER/RRP)		100 95
GUNS N' ROSES SWEET CHILD O' MINE (Geffen/Interscope)		100 102
PINK FLOYD ANOTHER BRICK IN THE WALL (PART II) (COLUMBIA)		98 114
RUSH TOM SAWYER (ANTHEM/MERCURY/UMe)		97 103
PEARL JAM EVEN FLOW (EPIC)		96 94

ROCK REPORTERS

- WONE/Akron, OH***
OM: Chuck Collins
PD: T.K. O'Grady
APD/MD: Tim Daugherty
- KZRR/Albuquerque, NM***
OM: Bill May
PD: Phil Mahoney
MD: Rob Brothers
- WZZO/Allentown, PA***
PD: Tori Thomas
MD: Keith Moyer
- KWHL/Anchorage, AK**
PD/MD: Brad Stennett
- WTOS/Augusta, ME**
OM/PD: Steve Smith
APD: Chris Rush
- KIOC/Beaumont, TX***
OM: Trey Poston
PD: Joey Armstrong
- WPTQ/Bowling Green, KY**
OM/PD: Alex "Axe" Parocai
APD/MD: Monty Foster
- WRQK/Canton, OH***
PD: Greg Ausham
- WPXC/Cape Cod, MA**
PD/MD: Suzanne Tonare
- WKLC/Charleston, WV***
OM/PD: Jay Nunley
APD: Brian Thompson
MD: Dawn Cox
- WEBN/Cincinnati, OH***
OM/PC: Scott Reinhart
MD: Dave Fritz
- WMMS/Cleveland, OH***
PD: Bo Matthews
- WVRK/Columbus, GA***
OM: Brian Waters
PD: Chris Chaos
- KAZR/Des Moines, IA***
OM: Scott Allen
PD: Ryan Patrick
MD: Ardy Hall
- KHQG/Duluth, MN**
OM/PD: Jack Lawson
- WQCM/Hagerstown, MD**
OM: Rick Alexander
PD/MD: Mike Holder
- WRVC/Huntington, WV**
PD: Reeves Kirtner
APD: Stephen Perry
- WJXQ/Lansing, MI***
OM: Paul Cashin
PD: Sheri Vegas
- WGIR/Manchester, NH***
PD: Chris "Doc" Garrett
- WAFX/Montgomery, AL***
PD: Rick Hendrick
- WDHA/Morristown, NJ***
PD: Tony Paige
APD: Curtis Kay
- WNOR/Norfolk, VA***
PD: Harvey Kojan
APD/MD: Sonja Morrell
- WXMM/Norfolk, VA***
OM/PD: John Shorby
- KCLB/Palm Springs, CA**
OM/PD: Jen Shevlin
MD: Jenn Branski
- KUFO/Portland, OR***
PD: Chris Patyk
APD/MD: Dan Bozyk
- WHJY/Providence, RI***
PD: Scott Laudani
- KCAL/Riverside, CA***
PD: Steve Hoffman
APD/MD: Daryl Norsell
- WXRK/Rockford, IL**
PD: Jim Stone
MD: Jon Schulz
- KBER/Salt Lake City, UT***
PD: Kelly Hammer
APD/MD: Darby Wilcox
- KZQZ/San Luis Obispo, CA**
OM: Pepper Daniels
PD/MD: Dusty Rhoads
- KTUX/Shreveport, LA***
OM/PD: Gary McCoy
APD/MD: Randy Hill
- KSHE/St. Louis, MO***
OM: Rick Balis
APD: Katy Kruze
MD: Guy Favazza
- WAQX/Syracuse, NY***
OM: Tom Mitchell
PD: Alexis
APD/MD: Don Kelley
- KMOD/Tulsa, OK***
OM/PD: Don Cristi
- WMZK/Wausau, WI**
OM: Jim Beem
PD: Steve Resnick
- KBZS/Wichita Falls, TX**
PD: Liz Ryan

* Monitored Reporters



▶ "IT'S NOT MY TIME," THE FIRST SINGLE FROM 3 DOORS DOWN'S UPCOMING SELF-TITLED ALBUM, MOVES 22-14 ON THE CANADA ROCK CHART.

ALTERNATIVE & ACTIVE REPORTERS

ALTERNATIVE

WEQX/Albany, NY*
OM/PD: Willobe
MD: Amber Miller

WHRL/Albany, NY*
OM: John Cooper
PD/MD: Tim Noble

KROX/Austin, TX*
OM: Chase
PD: Lynn Barstow
MD: Toby Ryan

KRAB/Bakersfield, CA*
OM: Kenn McCloud
PD/MD: Danny Spanks
APD: Jared Mann

KNXX/Baton Rouge, LA*
OM/PD: Dave Dunaway
APD: Phillip Kish
MD: Darren Gauthier

KQXR/Boise, ID*
OM: Dan McColly
PD: Jeremy Nicolato
MD: Jeremi Smith

WBCN/Boston, MA*
PD: Dave Wellington
MD: Dan O'Brien

WFNX/Boston, MA*
PD: Keith Dakin
MD: Paul Driscoll

WBTZ/Burlington, VT*
OM/PD: Matt Grasso
APD/MD: Kevin Mays

WZJO/Charleston, WV*
PD/MD: Bruce Clark

WEND/Charlotte, NC*
OM: Bruce Logan
PD/MD: Jack Daniel

WKQX/Chicago, IL*
PD: Marc Young

WSWD/Cincinnati, OH*
OM: Patti Marshall
PD: Jay Kruz
APD: Julie Evans

WKRK/Cleveland, OH*
PD: Dominic Nardella

WARQ/Columbia, SC*
PD: Dave Stewart
MD: Matt Lee

WWCD/Columbus, OH*
OM: Randy Malloy
PD: Andy "Andyman" Davis

KDGE/Dallas, TX*
OM/PD: Vince Richards
APD: Chris Ryan

WXEG/Dayton, OH*
OM: Tony Tilford
PD: Steve Kramer
MD: Matt Jericho

KTCL/Denver, CO*
PD: Nerf
MD: Eric "Boney" Clouse

CIMX/Detroit, MI*
PD: Vince Cannova
MD: Jay Hudson

KXNA/Fayetteville, AR
PD: Dave Jackson

WJBX/Ft. Myers, FL*
PD: Matt Johnson
APD: Anthony "Roach" Proffitt
MD: Jeff Zito

WGRD/Grand Rapids, MI*
PD: Jerry Tarrants

WXNR/Greenville, NC*
OM: Bruce Simel
MD: Blando

KUCD/Honolulu, HI*
PD: Adam Carr
MD: Chris Sampaio

KTBZ/Houston, TX*
MD: Don Jantzen

WRZX/Indianapolis, IN*
PD/MD: Lenny Diana

WTZR/Johnson City, TN*
OM/PD: Bruce Clark

KRBZ/Kansas City, MO*
OM: Bob Edwards
PD: Greg Bergen
APD/MD: Jason Ulanet

WNFZ/Knoxville, TN*
OM: Terry Gillingham
PD: Shane Cox
APD/MD: Valerie Hale

KFTE/Lafayette, LA*
PD: Scott Perrin
MD: Jude Vice

KXTE/Las Vegas, NV*
PD: Chris Ripley
MD: Hornie Pooser

KROQ/Los Angeles, CA*
PD: Kevin Weatherly
APD: Gene Sandbloom
MD: Lisa Worden

KYSR/Los Angeles, CA*
PD: Michael Martin
APD/MD: Julie Pilot

WLMR/Louisville, KY*
OM: J.D. Kunes
APD/MD: Joe Stamm

WMFS/Memphis, TN*
PD: Rob Cressman
MD: Sydney Nabors

WLUM/Milwaukee, WI*
PD: Jacent Jackson
MD: Chris Calef

WHTG/Monmouth, NJ*
PD: Terrie Carr
MD: Matt Murray

WKZQ/Myrtle Beach, SC
OM/PD: Mark McKinney
MD: Mase Brazelle

WROX/Norfolk, VA*
OM/PD: Jay Michaels

KHBZ/Oklahoma City, OK*
OM: Tom Travis
PD: Jeff Blackburn

WJRR/Oriando, FL*
PD: Rick Everett

KMRJ/Palm Springs, CA
OM/PD: Thomas Mitchell
APD/MD: Dwight Arnold

KEDJ/Phoenix, AZ*
PD: Bruce St. James
APD/MD: Tim Virgin

WXDX/Pittsburgh, PA*
OM/PD: John Moschitta
MD: Winnie Ferguson

WCYY/Portland, ME*
PD: Herb Ivy
MD: Brian James

KNRK/Portland, OR*
PD: Mark Hamilton

WBRU/Providence, RI*
OM: Mark Stachowski
PD: Chris Novello
APD: Tom Chiden
MD: Nick Castillo

KRZQ/Reno, NV*
OM: Mark Keefe
PD: Melanie Flores
MD: Chris Payne

WDYL/Richmond, VA*
PD: Fisher

WRXL/Richmond, VA*
OM: Bill Cahill
PD/MD: Casey Krukowski

KCXX/Riverside, CA*
PD: John DeSantis
APD/MD: Bobby Sato

WZNE/Rochester, NY*
PD/MD: Danni

KWOD/Sacramento, CA*
OM/PD: Curtiss Johnson
MD: Andy Hawk

KXRK/Salt Lake City, UT*
OM: Alan Hague
PD: Todd Noker
APD: Corey O'Brien
MD: Artie Fufkin

KBZT/San Diego, CA*
PD: Garrett Michaels
APD: Mike Hansen
MD: Mike Halloran

XETRA/San Diego, CA*
PD: Phil Manning
MD: Capone

KITS/San Francisco, CA*
PD: Dave Numme
APD/MD: Aaron Axelsen

KCNL/San Jose, CA*
PD: Jeanene Calhoun

KJEE/Santa Barbara, CA*
PD: Eddie Gutierrez
MD: Dave Hanacek

Sirius Alt Nation/Satellite*
OM: Gregg Steele
PD: Rich McLaughlin
APD: Khaled Elsebai

XM Ethel/Satellite*
PD: Steve Kingston
MD: Erik Range

WFXH/Savannah, GA*
OM: Jon Robbins
PD: Boomer
APD/MD: Leslie Scott

KNDD/Seattle, WA*
PD: Lazlo
APD/MD: Andrew Harms

KQRA/Springfield, MO*
PD: Kristen Bergman
MD: Shadow Williams

KPNT/St. Louis, MO*
PD: Tommy Mattern
APD: Kyle Guderian
MD: Scott Rizzuto

WKRL/Syracuse, NY*
MD: Ty

WSUN/Tampa, FL*
PD: Shark

WRWK/Toledo, OH*
PD: Dan McClintock
APD/MD: Carolyn Stone

KFMA/Tucson, AZ*
PD: Matt Spry
APD: Chris Firmage
MD: Greg Rampage

KMYZ/Tulsa, OK*
PD: Kenny Wall

WWDC/Washington, DC*
PD: Cruze
APD: Dave Hennessy
MD: Greg Roche

WPBZ/West Palm Beach, FL*
PD: John O'Connell
MD: Ross Mahoney

WSFM/Wilmington, NC
OM: Jerry Mac
PD/MD: Mike Kennedy

KRZR/Fresno, CA*
OM/PD: Paul Wilson
APD/MD: Skippy

WBYP/Ft. Wayne, IN*
APD/MD: Stiller

ACTIVE

KEYJ/Abilene, TX
OM: Randy Jones
PD/MD: Frank Pain

WZMR/Albany, NY*
OM: Kevin Callahan
PD: Nik Rivers
APD/MD: Christy Taylor

KTEG/Albuquerque, NM*
OM/PD: Bill May
MD: Aaron "Buck" Burnett

WWWX/Appleton, WI*
PD/MD: Guy Dark

WJSE/Atlantic City, NJ
PD: Rich DeSisto
APD: Scott Reilly

WCHZ/Augusta, GA*
OM: Harley Drew
PD: Chuck Williams

WYYY/Baltimore, MD*
PD: Dave Hill
APD/MD: Rob Heckman

WCPR/Biloxi, MS*
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, NY*
PD/MD: Evil Jim

WYBB/Charleston, SC*
OM/PD: Mike Allen
MD: Amy Hutto

WRXR/Chattanooga, TN*
OM: Kris Van Dyke
PD: Boner

WJIL/Chicago, IL*
OM/PD: John Perry
APD: Tom Kief
MD: Steve Salzman

KRQR/Chico, CA
OM: Chad Perry
MD: Neil Randall

KILO/Colorado Springs, CO*
PD: Ross Ford
MD: Jack Mehoff

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*
PD: Willie B.
APD/MD: Aaron "Double A" Montell

WRIF/Detroit, MI*
OM/PD: Doug Podell
APD/MD: Mark Pennington

KLAQ/El Paso, TX*
OM/PD: Courtney Nelson
APD/MD: Glenn Garza

WGBF/Evansville, IN
OM/PD: Mike Sanders
APD/MD: Slick Nick

WWBN/Flint, MI*
OM: J. Patrick
PD: Brian Beddow
APD/MD: Tony LaBrie

WTKX/Pensacola, FL*
PD: Joel Sampson
APD/MD: Mark The Shark

WZZL/Lexington, KY*
OM: Robert Lindsey
PD: Johnny Maze
APD: Twitch

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	CANADA ROCK	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	19	FOO FIGHTERS LONG ROAD TO RUIN		ROSWELL/RCA/SONY BMG	537	-27
2	3	14	QUEENS OF THE STONE AGE MAKE IT WIT CHU		REKORDS REKORDS/INTERSCOPE/UNIVERSAL	505	+25
3	2	21	LINKIN PARK SHADOW OF THE DAY		WARNER BROS./WARNER	471	-51
4	4	20	AIRBOURNE TOO MUCH, TOO YOUNG, TOO FAST		ROADRUNNER/WARNER	406	-25
5	5	16	THE TREWS HOLD ME IN YOUR ARMS ♦		THE BUMSTEAD/UNIVERSAL	396	-14
6	6	8	THEORY OF A DEADMAN SO HAPPY ♦		604/UNIVERSAL	388	+10
7	8	14	PUDDLE OF MUDD PSYCHO		FLAWLESS/GEFFEN/UNIVERSAL	359	+20
8	9	17	STATE OF SHOCK HEARTS THAT BLEED ♦		CORDOVA BAY	344	+9
9	11	23	FINGER ELEVEN I'LL KEEP YOUR MEMORY VAGUE ♦		WIND-UP	295	+3
10	10	9	AGAINST ME! STOP		SIRE/REPRISE/WARNER	292	-12
11	7	28	SEETHER FAKE IT		WIND-UP	267	-87
12	12	8	BUCKCHERRY SORRY		ELEVEN SEVEN/UNIVERSAL	253	+58
13	22	2	SAM ROBERTS THEM KIDS ♦		UNIVERSAL	242	+114
14	22	3	3 DOORS DOWN IT'S NOT MY TIME		UNIVERSAL REPUBLIC/UNIVERSAL	228	+58
15	30	5	R.E.M. SUPERNATURAL SUPERSERIOUS		WARNER BROS./WARNER	228	+47
16	13	17	ECONOLINE CRUSH DIRTY ♦		LOCK OUT	215	-25
17	18	6	RIDES AGAIN INFECTED ♦		PUT IT ON/UNIVERSAL	207	+18
18	19	20	MATTHEW GOOD I'M A WINDOW ♦		UNIVERSAL	202	-35
19	17	27	SIXX: A.M. LIFE IS BEAUTIFUL		ELEVEN SEVEN	202	-65
20	16	34	AGAINST ME! THRASH UNREAL		SIRE/WARNER	189	-23
21	30	3	SEETHER RISE ABOVE THIS		WIND-UP	182	+70
22	24	6	CITY AND COLOUR WAITING ♦		DINE ALONE	172	+6
23	21	7	VELVET REVOLVER GET OUT THE DOOR		RCA/SONY BMG	172	-8
24	16	7	FOXBORO HOT TUBS MOTHER MARY		JINGLE TOWN	172	-32
25	26	18	RADIOHEAD BODYSMOTHERS		RADIOHEAD	169	+32
26	18	24	WINTERSLEEP WEIGHTY GHOST ♦		DEPENDENT/EMI	165	-17
27	28	14	AGE OF DAZE AFFLICTED ♦		WIDEAWAKE	162	+35
28	23	13	JACK JOHNSON IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC/UNIVERSAL	159	-9
29	25	30	EDDIE VEDDER HARD SUN ♦		MONKEY WRENCH/SONY BMG	134	-4
30	31	3	ASHES DIVIDE THE STONE		ISLAND/UNIVERSAL	128	+19

FOR WEEK ENDING MARCH 16, 2008

♦ indicates CanCon

WRUF/Gainesville, FL*
OM/PD: Harry Guscott
APD: Kyle Baldry
MD: Jack Wich

WKLQ/Grand Rapids, MI*
OM: Brent Alberts
PD/MD: Michael Grey

WZOR/Green Bay, WI*
PD: Jaz Calgano
APD: Cutter
MD: Borna Velic

WXQR/Greenville, NC*
PD/MD: Dave Tripp

WTPT/Greenville, SC*
OM/PD: Mark Hendrix
MD: Twistec Todd

WQXA/Harrisburg, PA*
OM/PD: Ken Carson
APD/MD: Nixon

WCCC/Hartford, CT*
PD: Michael Picozzi
APD/MD: Mike Karolyi

WAMX/Huntington, WV
PD/MD: Erik Raines
APD: Robin Wilds

WRTT/Huntsville, AL*
OM/PD: Lee Reynolds
APD/MD: Clay Sanders

WRXW/Jackson, MS*
PD/MD: Brad Stevens

WRZK/Johnson City, TN*
PD/MD: Scott Onks

KQRC/Kansas City, MO*
OM/PD: Bob Edwards
MD: Paul Marshall

KOMP/Las Vegas, NV*
PD: John Griffin
MD: Caalota

KZCD/Lawton, OK
PD: Don "Criter" Brown
APD: J.C. "K-I-S-O" Kellison

WTKX/Pensacola, FL*
PD: Joel Sampson
APD/MD: Mark The Shark

WZZL/Lexington, KY*
OM: Robert Lindsey
PD: Johnny Maze
APD: Twitch

KDJE/Little Rock, AR*
OM: Sonny Victory
PD: Jeff Petterson
MD: Adam Peterson

WTFX/Louisville, KY*
PD: Charlie Steele
MD: Frank Webb

KFMX/Lubbock, TX
OM/PD: Wes Nessmann

WJJO/Madison, WI*
PD: Randy Hawke
APD/MD: Blake Patton

KFRQ/McAllen, TX*
OM/PD: Mike Quinn

KBRE/Merced, CA
PD: Jason LaChance
APD/MD: Mikey Martinez

WHDR/Miami, FL*
OM: David Israel
PD: Kevin Vargas
MD: Dave Hanson

KXXR/Minneapolis, MN*
OM: Dave Hamilton
PD: Wade Linder
APD/MD: Pablo

WRAT/Monmouth, NJ*
OM/PD: Carl Craft
APD/MD: Robyn Lane

WCLG/Morgantown, WV
OM/PD: Jeff Miller

WBUZ/Nashville, TN*
OM: Dean Warfield
PD/MD: Troy Hanson
APD: Zigz

KATT/Oklahoma City, OK*
OM/PD: Chris Baker
MD: Jake Daniels

WYYX/Panama City, FL
PD: Chris Alan
APD/MD: Stroke

WTKX/Pensacola, FL*
PD: Joel Sampson
APD/MD: Mark The Shark

Sirius Octane/Satellite*
OM: Gregg Steele
PD: Jeff Regan

XM Squizz/Satellite*
PD: Boothi Elright
MD: Grant Random

WIXO/Peoria, IL
OM/PD: Matt Bahan

WMMR/Philadelphia, PA*
PD: Bill Weston
APD: Chuck Damico
MD: Sean "The Rabbi" Tysler

KUPD/Phoenix, AZ*
PD/MD: Larry McFeelie

KDOT/Reno, NV*
OM: Jim McClain
PD/MD: Jave Patterson

KRXQ/Sacramento, CA*
OM/PD: Jim Fox

WKQZ/Saginaw, MI*
PD: Hoser
APD/MD: Matt Bingham

WZBH/Salisbury, MD
OM: Sue Timmons
PD: Sean McHugh
MD: Chris Steele

KHTB/Salt Lake City, UT*
PD: Kayvon Motiee
APD/MD: Roger Orton

KISS/San Antonio, TX*
PD/MD: LA Lloyd

KIOZ/San Diego, CA*
OM: Jim Richards
PD/MD: Shauna Moran-Brown

KURQ/San Luis Obispo, CA
OM: Mark Mitchell
APD/MD: Stephanie Bell

KXFX/Santa Rosa, CA*
PD/MD: Scott Less

Music Choice Rock/Satellite
PD: Justin Prager
MD: Gary Susalis

Music Choice Rock/Satellite*
PD



Emmis looks to the past to define WRXP's future

A New Rock Experience For New York

John Schoenberger

JSchoenberger@RadioandRecords.com

On Feb. 5, new adult rock station WRXP (101.9 RXP) arrived in the New York market, merging new music, classic rock, alternative and local rock into a mix the station is heralding as "the New York Rock Experience." The Emmis Communications station aims to recapture some of the market's rich rock radio history, which included such icons as WNEW-FM, while serving as an active voice for the current rock scene in the No. 1 market.

WRXP rose out of the ashes of smooth jazz WQCD (CD101.9). It is still programmed by Blake Lawrence, who has been with Emmis since 2004. Rock radio vet Bryan Schock has been brought onboard as MID/afternoon drive host.

The station actually takes cues from triple A's programming philosophy by offering a broad musical mix from then and now; instituting an honest, intelligent on-air presentation, positioning itself as a champion of local music; and making efforts to become an integral part of the community.

Although its mix rocks harder than a typical triple A, the outlet nonetheless targets 25- to 44-year-old adults. Lawrence says, "Early indications are that we appeal to both men and women. We are also discovering that the late-teens and early-20s crowd like what we are doing, while we are also drawing folks who are over 50 who still want to learn about new artists and new music."

Lawrence and Schock point out that several

people helped formulate WRXP's game plan. Enthusiastic support came from the top down at Emmis, including president Rick Cummings, VP of programming Jimmy Steal and VP/New York market manager Dan Halyburton. They also acknowledge the insight and experience of Paragon Media Strategies CEO Mike Henry and VP John Stevens, SBR Creative Media co-presidents John Bradley and Dave Rahn, and New York marketing director Brian D'Aurelio.

WRXP seems to be trying to recapture the creative freedom that defined FM radio in its early days. Following, the station's honchos tell us more.

Give us some more details about the station's goals.

Blake Lawrence: Keeping in mind that we are in 2008 and the world of radio is very different today than in previous decades, I still think we can create an environment that will be reminiscent of an earlier age. Our whole premise is to be unconventional for a



Lawrence

time like this. But it would be a mistake to try to be, say, WNEW 2.0. That station will always be bigger in the memories of people than perhaps it ever really was. So we have to be careful not to feel entitled to inherit what WNEW once had going for it. Obviously there is a large musical heritage we can tap into, but we have to do it our way and on our terms.

To that end, we have been using "community voices" vignettes to great effect. They are meant to give us the heritage that we don't have, so to speak.



Music Monitor

5 p.m., March 10

- The Smiths, "How Soon Is Now?"
- Nirvana, "About a Girl"
- Eric Clapton, "After Midnight"
- R.E.M., "Supernatural, Superserious"
- Peter Gabriel, "Solsbury Hill"
- The White Stripes, "Seven Nation Army"
- Counting Crows, "Mr. Jones"
- Steve Winwood Featuring Eric Clapton, "Dirty City"
- INXS, "Suicide Blonde"
- Snow Patrol, "Chasing Cars"
- Bob Marley, "One Love/ People Get Ready"
- Red Hot Chili Peppers, "Snow (Hey Oh)"
- The Hold Steady, "Stuck Between Stations"

Source: Nielsen BDS

It allows New Yorkers to express the musical history of the city and tie into our whole New York Rock Experience philosophy.

Bryan, you are the first live jock on the station. What are you looking for in your on-air talent search?

Bryan Schock: We want to create a working environment for the airstaff that will let them spread their creative wings a bit and be able to express their excitement about music on the air. We need passionate hosts who can run with that. On a personal level, this station is allowing me to reunite with the reasons why I got into radio in the first place—to actually have fun doing radio and to communicate my passion for music with others. On top of that, having the opportunity to be able to do this in a market of New York's size is a real honor.



Schock

In addition to the broad library, the station is making a concerted effort to support local music.

Schock: We have been seeking out hot bands with a following—some just in New York and others beyond—and are treating them like any other act we put on the air. That has been a lot of fun, because I've been hitting the streets a lot, going to clubs, rehearsal studios, guitar shops and record stores to find out about the bands folks are talking about the most. We have found a wealth of locally based talent to choose from.

What was done to initially market the station?

Lawrence: We have just begun a billboard campaign that is very carefully targeted to the areas of greater New York that we feel our listeners reside in. We also did a couple newspaper four-page wraps the week of the launch. They were designed to look like the cover of the papers and as if the papers were endorsing us. Other than that, we are relying heavily on word-of-mouth, because we think that is an integral part of establishing a station such as WRXP. The enthusiasm for the station has to come from the street up.

R&R

Observations From The Flight Deck

"Everyone involved in this project was raised on rock and we are treating WRXP as a calling—a true labor of love. It's our goal to give the rock culture a home in New York, and not just be another narrow rock format."

—Emmis' Jimmy Steal in a recent interview with triplearadio.com

"We have taken some of the lessons we learned in other markets and adapted them to this new station in New York: presenting great music from the past several decades as well as today, playing bands based in New York that are hot in town and looking for DJs who

love the music and the lifestyle of the city and giving them some leeway to choose music on the air."

—Paragon's Mike Henry

"I compliment everybody at Emmis for being open to trying something a little different in the world of corporate radio. It is very exciting being involved in building a new station from scratch, in helping to formulate its musical pallet and to devise the foundation of a brand to build the station upon—especially in a big city like New York."

—SBR Creative Media's John Bradley

Join The Rock Republic!

WRXP/New York is developing a network of rock loyalists, merging rock styles and generations into a singular community it is calling the Rock Republic. Those who opt in receive regular updates about rock happenings, concert listings, concert presales and "secret" ways to win, paired with information about other special rock events in the tri-state area.

R&R TRIPLE A

POWERED BY nielsen BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



► **MATT NATHANSON**
EARNs MOST INCREASED
PLAYS HONORS (UP 54) AS
"COME ON GET HIGHER"
ENTERS AT NO. 29.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	16	JACK JOHNSON IF I HAD EYES	NO. 1 (10 WKS) BRUSHFIRE/UNIVERSAL REPUBLIC	606 -14	2.240 2
2	3	6	R.E.M. SUPERNATURAL SUPERSERIOUS	WARNER BROS.	585 +15	2.282 1
3	2	19	INGRID MICHAELSON THE WAY I AM	CABIN 24/ORIGINAL SIGNAL/RED	528 -51	2.020 3
4	4	6	COUNTING CROWS YOU CAN'T COUNT ON ME	DGC/GEFFEN/INTERSCOPE	450 +25	1.575 4
5	5	13	SHERYL CROW LOVE IS FREE	A&M/INTERSCOPE	391 +1	1.364 5
6	6	30	SARA BAREILLES LOVE SONG	11 EPIC	329 -29	1.153 8
7	8	15	MIKE DOUGHTY 27 JENNIFERS	ATO/RED	318 +25	1.224 6
8	9	3	STEVE WINWOOD FEATURING ERIC CLAPTON DIRTY CITY	COLUMBIA	305 +50	1.049 9
9	7	15	KT TUNSTALL SAVING MY FACE	RELENTLESS/VIRGIN	301 -28	0.792 13
10	12	3	JASON MRAZ I'M YOURS	ATLANTIC/RRP	276 +36	0.791 14
11	13	8	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	254 +19	0.801 12
12	11	7	THE B-52S FUNPLEX	ASTRALWERKS	254 +13	0.670 17
13	14	3	VAN MORRISON THAT'S ENTRAINMENT	LOST HIGHWAY	253 +27	0.599 20
14	10	25	DAVID GRAY YOU'RE THE WORLD TO ME	ATO/RED	253 +2	0.898 10
15	22	10	GLEN HANSARD & MARKETA IRGLOVA FALLING SLOWLY	AIRPOWER CANVASBACK/COLUMBIA	242 +34	1.168 7
16	18	14	SPOON DON'T YOU EVAH	MERGE	236 +19	0.870 11
17	17	5	AUGUSTANA SWEET AND LOW	AIRPOWER EPIC	236 +14	0.646 18
18	16	13	RADIOHEAD JIGSAW FALLING INTO PLACE	TBD/ATD	220 -4	0.546 21
19	21	8	SHAWN MULLINS ALL IN MY HEAD	VANGUARD	214 +4	0.535 22
20	19	19	COLBIE CAILLAT REALIZE	UNIVERSAL REPUBLIC	194 -22	0.637 19
21	25	2	NEWTON FAULKNER DREAM CATCH ME	AWARE/COLUMBIA	190 +1	0.688 16
22	26	7	ROBERT PLANT / ALISON KRAUSS PLEASE READ THE LETTER	ROUNDER	180 -3	0.528 24
23	27	7	BEN'S BROTHER KISS ME AGAIN (STUTTERING)	CAPITOL	171 +4	0.383 29
24	23	17	BRUCE SPRINGSTEEN GIRLS IN THEIR SUMMER CLOTHES	COLUMBIA	168 -36	0.404 28
25	28	12	ONEREPUBLIC STOP AND STARE	MOSLEY/INTERSCOPE	158 -7	0.376 30
26	RE-ENTRY		FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/RMG	151 -7	0.521 25
27	29	10	JOHN MAYER SAY	AWARE/COLUMBIA	146 -14	0.239 -
28	RE-ENTRY		LONDON PIGG FALLING IN LOVE AT A COFFEE SHOP	RCA/RMG	143 +1	0.534 23
29	NEW		MATT NATHANSON COME ON GET HIGHER	MOST INCREASED PLAYS VANGUARD	137 +54	0.417 27
30	NEW		Yael Naim New Soul	TOT OU TARD/ATLANTIC	137 +22	0.689 15

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
JAKOB DYLAN Something Good This Way Comes (Columbia) CIDR, KBCC, KRSH, Sirius Spectrum, WCLZ, WXR, XM Cafe	7
STEVE WINWOOD FEAT. ERIC CLAPTON Dirty City (Columbia) KXLY, WCOO, WRNX	3
Yael Naim New Soul (Tot Ou Tard/Atlantic) KFOG, WNCS, WZEW	3
FEIST I Feel It All (Cherrytree/Polydor/Interscope) WCLZ, WNCS, WTTS	3
VAN MORRISON That's Entrainment (Lost Highway) KXLY, WRNX	2
NEWTON FAULKNER Dream Catch Me (Aware/Columbia) WCOO, XM Cafe	2
MATT NATHANSON Come On Get Higher (Vanguard) KCUV, KINK	2
FOXBORO HOT TUBS Mother Mary (Jingle Town) KPRI, WMMM	2

ADDED AT...
KGSR
Austin, TX
PD: Chris Edge
MD: Susan Castle
Counting Crows, You Can't Count On Me, 10
Robert Plant / Alison Krauss, Killing The Blues, 9
Vampire Weekend, Cape Cod Kwassa Kwassa, 8

FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
TRISTAN PRETTYMAN Madly (Virgin)	128/22	VAMPIRE WEEKEND A-Punk (XL/Beggars Group)	88/22
TOTAL STATIONS:	14	TOTAL STATIONS:	11
BODEANS Every Day (Resolution)	123/2	TIFT MERRITT Broken (Fantasy/CMG)	81/4
TOTAL STATIONS:	11	TOTAL STATIONS:	7
KATHLEEN EDWARDS The Cheapest Key (Zoe/Rounder)	93/17	FEIST I Feel It All (Cherrytree/Polydor/Interscope)	80/18
TOTAL STATIONS:	12	TOTAL STATIONS:	11
MATT COSTA Mr. Pitiful (Brushfire/Universal Republic)	92/9	BAND OF HORSES No One's Gonna Love You (Sub Pop)	76/9
TOTAL STATIONS:	8	TOTAL STATIONS:	6
NEEDTOBREATHE More Time (Atlantic)	88/26	DUFFY Mercy (Mercury/IDJMG)	71/1
TOTAL STATIONS:	9	TOTAL STATIONS:	9

MOST INCREASED PLAYS

+54

MATT NATHANSON
Come On Get Higher (Vanguard)
SISP +24, KRVB +12, WCLZ +10, KINK +6, WXR +4,
KPTL +2, KCUV +2, KRSH +1

+50

**STEVE WINWOOD FEAT.
ERIC CLAPTON**
Dirty City (Columbia)
WRNR +14, WRNX +10, WMMM +10, WZEW +9, KINK +7,
WCLZ +6, KTHX +6, KPRI +6, KRVB +4, KFOG +3

+36

JASON MRAZ
I'm Yours (Atlantic/RRP)
WRNX +11, KENZ +8, CIDR +8, KCUV +6, WMMM +6,
KTHX +4, WCLZ +3, WCOO +1, WRLL +1, WRNR +1

+34

**GLEN HANSARD &
MARKETA IRGLOVA**
Falling Slowly (Canvasback/Columbia)
CIDR +13, WXR +10, KPTL +6, KTCZ +3, KMTT +3,
KBCC +3, WCLZ +3, SISP +2, KXLY +2, WMMM +2

+33

**MARK RONSON FEAT.
AMY WINEHOUSE**
Valerie (Allido/RCA/RMG)
SISP +28, KRSH +4, KMTT +2

FOR WEEK ENDING MARCH 16, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
29 triple A stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a
day, 7 days a week. Indicator chart comprised of 51 reporters.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	EDDIE VEDDER HARD SUN (MONKEY WRENCH/J/RMG)		196 204	6	SNOW PATROL SHUT YOUR EYES (POLYDOR/A&M/INTERSCOPE)		137 149
2	FEIST MY MOON MY MAN (CHERRYTREE/POLYDOR/INTERSCOPE)		166 226	7	THE KILLERS READ MY MIND (ISLAND/IDJMG)		116 111
3	ROBERT PLANT / ALISON KRAUSS GONE, GONE, GONE (GONE MOVED ON) (ROUNDER)		160 170	8	SNOW PATROL CHASING CARS (POLYDOR/A&M/INTERSCOPE)		111 105
4	BRANDI CARLILE TURPENTINE (COLUMBIA)		154 190	9	GOMEZ SEE THE WORLD (ATO/RED)		105 119
5	RYAN ADAMS EVERYBODY KNOWS (LOST HIGHWAY)		154 214	10	BEN HARPER & THE INNOCENT CRIMINALS IN THE COLDERS (VIRGIN)		104 137

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R&R TRIPLE A / AMERICANA

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► **R.E.M.** MOVES TO THE TOP OF THE TRIPLE A INDICATOR LIST WITH "SUPERNATURAL SUPERSERIOUS" AFTER SPENDING THREE WEEKS IN THE RUNNER-UP SLOT.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	TRIPLE A INDICATOR	
					PLAYS TW	+/-
1	2	5	R.E.M. SUPERNATURAL SUPERSERIOUS	WARNER BROS.	595	+33
2	1	13	JACK JOHNSON IF I HAD EYES	BRUSHIFFIRE/UNIVERSAL REPUBLIC	580	-44
3	3	5	COUNTING CROWS YOU CAN'T COUNT ON ME	DGC/GEFFEN/INTERSCOPE	485	+59
4	4	9	SHERYL CROW LOVE IS FREE	AGM/INTERSCOPE	400	-19
10	3	3	VAN MORRISON THAT'S ENTRAINMENT	LOST HIGHWAY	395	+40
7	6	6	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	389	+21
8	6	6	THE B-52S FUNFLEX	ASTRALWERKS	386	+19
13	3	3	STEVE WINWOOD FEAT. ERIC CLAPTON DIRTY CITY	COLUMBIA	380	+54
9	5	10	ROBERT PLANT / ALISON KRAUSS PLEASE READ THE LETTER	ROUNDER	376	-8
10	6	16	MIKE DOUGHTY 27 JENNIFERS	ATO/RED	334	-38
11	9	13	KT TUNSTALL SAVING MY FACE	RELENTLESS/VIRGIN	321	-44
15	11	11	RAOIOHEAD JIGSAW FALLING INTO PLACE	TBD/ATO	320	+3
13	14	8	NADA SURF WHOSE AUTHORITY	BARSUK	314	-4
19	2	2	JASON MRAZ I'M YOURS	ATLANTIC/RRP	312	+44
18	9	9	TIFT MERRITT BROKEN	FANTASY/CMG	306	+19
20	6	6	KATHLEEN EDWARDS THE CHEAPEST KEY	ZOE/ROUNDER	301	+35
17	12	14	SPOON DON'T YOU EVAH	MERGE	294	-38
18	16	10	SHAWN MULLINS ALL IN MY HEAD	VANGUARD	288	-25
19	11	9	JOHN MAYER SAY	AWARE/COLUMBIA	284	-51
20	17	8	JOE JACKSON INVISIBLE MAN	RYKODISC	278	-21
23	5	5	TRISTAN PRETTYMAN MADLY	VIRGIN	254	0
22	22	7	ERIC LINOELL LAY BACK DOWN	ALLIGATOR	249	-9
23	24	5	BRETT DENNEN AIN'T NO REASON	DUALTONE	235	-8
26	2	2	WIDESPREAD PANIC BOOM BOOM BOOM	WIDESPREAD	234	+2
25	NEW	NEW	AUGUSTANA SWEET AND LOW	EPIC	233	+42
26	21	18	INGRID MICHAELSON THE WAY I AM	CABIN 24/ORIGINAL SIGNAL/RED	230	-29
27	27	6	CAT POWER NEW YORK	MATADOR/BEGGARS GROUP	205	-25
28	30	8	BIG HEAD TODD & THE MONSTERS ALL THE LOVE YOU NEED	BIG	198	-21
29	NEW	NEW	MISSY HIGGINS WHERE I STOOD	EI EVEN/REPRISE	184	+18
30	28	12	LENNY KRAVITZ I'LL BE WAITING	VIRGIN	184	-45

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	AMERICANA		
					PLAYS TW	+/-	CUMULATIVE
1	1	1	TIFT MERRITT ANOTHER COUNTRY	FANTASY/CMG	466	+8	3876
3	3	3	PAUL THORN A LONG WAY FROM TUPELO	PERPETUAL OBSCURITY	392	+28	2148
2	2	2	DRIVE-BY TRUCKERS BRIGHTER THAN CREATION'S DARK	NEW WEST	346	-26	2727
4	4	4	WILLIE NELSON MOMENT OF FOREVER	LOST HIGHWAY	340	-14	2951
6	6	6	THE STEELDRIVERS THE STEELDRIVERS	ROUNDER	312	+1	1741
5	5	5	ROBERT PLANT / ALISON KRAUSS RAISING SAND	ROUNDER	293	-18	11431
7	7	7	STEVE EARLE WASHINGTON SQUARE SERENADE	NEW WEST	285	-21	13131
9	9	9	BODEANS STILL	RESOLUTION	285	+1	1175
11	11	11	MALCOLM HOLCOMBE GAMBLIN' HOUSE	ECHO MOUNTAIN	270	-11	1792
10	10	10	ALLISON MOORER MOCKINGBIRD	NEW LINE	264	-19	1960
11	13	13	MANDO SAENZ BUCKET	CARNIVAL	264	-4	2506
16	16	16	GARY LOURIS VAGABONDS	RYKODISC	259	+30	1149
13	8	8	LEVON HELM DIRT FARMER	DIRT FARMER/VANGUARD	253	-47	8190
26	26	26	KATHLEEN EDWARDS ASKING FOR FLOWERS	ZOE/ROUNDER	243	+63	519
14	14	14	RYAN BINGHAM MESCALITO	LOST HIGHWAY	242	+3	6301
16	12	12	SHELBY LYNNE JUST A LITTLE LOVIN'	LOST HIGHWAY	237	-31	2153
23	23	23	THE WAIFS SUNDIET WATER	COMPASS	231	+43	606
18	15	15	JIM LAUDERDALE & THE DREAM PLAYERS HONEY SONGS	YEP ROC	227	-8	851
24	24	24	BELLEVILLE OUTFIT WANDERIN'	INDEPENDENT	211	+26	864
20	20	20	JESSE DAYTON & BRENNEN LEIGH HOLDING OUR OWN AND OTHER COUNTRY GOLD DUETS	STAG	200	-18	3023
22	22	22	THE WRIGHTS THE WRIGHTS	SPLIT ROCK/31 TIGERS	192	+2	1093
19	19	19	SOUTH AUSTIN JUG BAND STRANGE INVITATION	BLUE CORN	188	-7	660
47	47	47	KATHY MATTEA COAL	CAPTAIN POTATO/THIRTY TIGERS	186	+74	355
24	20	20	SETH WALKER SETH WALKER	HYENA	178	-14	2955
25	27	27	BLEU EDMONDSON LOST BOY	SMITH	178	-1	2948
26	21	21	ERIC LINDELL LOW ON LIPS, RICH IN LOVE	ALLIGATOR	177	-14	1892
27	25	25	CAROLYN WONDERLAND MISS UNDERWOOD	BISMEAUX	177	-4	1088
28	18	18	SHOOTER JENNINGS THE WOLF	UNIVERSAL SOUTH	171	-26	5394
31	31	31	JUDY WRIGHT JUDY WRIGHT	BABY STAR	166	+13	1121
28	28	28	WILL HOGE DRAW THE CURTAINS	RYKODISC	165	-6	4161

MOST ADDED

JAKOB DYLAN 20
Something Good This Way Comes (Columbia)
KFJL, KNBA, KOZT, KPIG, KPND, KSUT, KTAO, KTBG, Music Choice Adult Alternative, WAPS, WBJB, WDST, WEHM, WEXT, WFUV, WMVY, WNRN, WTMD, WXPX, XM The Loft

JACKIE GREENE 19
Shaken (429/SLG)
KBAC, KHUM, KLRR, KMTN, KNBA, KPIG, KPND, KROK, KSPN, KSUT, KTAO, KTBG, WBJB, WCBE, WDST, WEXT, WFPK, WFUV, WUIN

BILLY BRAGG 11
I Keep Faith (Anti-/Epitaph)
KNBA, KRVO.

KSUT, KTAO, WCBE, WFUV, WMVY, WNCW, WRSI, WXPX, WYEP

THE KOOKS 6
Always Where I Need To Be (Astralwerks)
KHOH, KROK, KTAO, KYSL, WEXT, WJCU

DUFFY 5
Mercy (Mercury/DJMG)
KSPN, KTBG.

WCNR, WFPK, WMWV

WAS (NOT WAS) 5
Crazy Water (Rykodisc)
KQBB, KSUT, KYSL, WJCU, WNCW

TIM O'BRIEN 5
Where's Love Come From (Proper American)
KNBA, KPIG, KSUT, WMWV, WNRN

FOR WEEK ENDING MARCH 16, 2008

MOST ADDED

TIM O'BRIEN 13
Chameleon (Proper American)

THE WAYBACKS 10
Loaded (Compass)

JAMES MCMURTRY 10
Cheney's Toy (Lightning Rod)

CARLENE CARTER 10
Stronger (Yep Roc)

CHATHAM COUNTY LINE 9
IV (Yep Roc)

JACKIE GREENE 9
Giving Up The Ghost (429/SLG)

PUNCH BROTHERS 9
Punch (Nonesuch/Reprise)

KATHLEEN EDWARDS 9
Asking For Flowers (Zoe/Rounder)

FOR WEEK ENDING MARCH 16, 2008

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. © 2008 Americana Music Association.



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A trio of programmers address the state of the format and its music

Taking Tropical's Temperature

Jackie Madrigal
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Tropical music experienced a decline in the past decade and was almost knocked out when reggaetón hit the mainstream in 2005. For years, PDs complained about having to dig deep into their gold libraries to fill playlists and ultimately opted to tap heavily into the available reggaetón arsenal. ■ But the times have changed. While reggaetón is still doing well on the East Coast and in Puerto Rico, traditional tropical music is regaining substantial strength. Bachata's strongest representative, Aventura, won four Premio Lo Nuestro Awards Feb. 21—nominees were determined by R&R chart information and winners are chosen by the public in a vote at Univision's Web site—including tropical song of the year for "Mi Corazoncito." Gilberto Santa Rosa's "Conteo Regresivo" spent 17 weeks on R&R's Tropical chart, which on a spins-based chart means most, if not all panel stations were playing the song in healthy rotation. Tropical's current No. 1 song, "Ella Menea" by NG2, is also a salsa track.

I spoke to several PDs to get their take on the tropical format: where it stands, where it's heading and which artists and styles of music are strongest.

Gino "Latino" Reyes, PD, Spanish Broadcasting System's WXDJ (El Zol)/Miami

The format is doing much better than a couple of years ago, but it's still not close to what it was five to six years ago, or in the '90s, which was the heyday of salsa. Bachata and bachata hybrids—the Xtreme and Toby Love kind of sound—are doing very well, because they attract the bachata and the urban music lovers. Salsa still needs a push. I recently asked about Oscar D'León, who hasn't released anything since 2004. He's recording in the studio right now, as are others like him. For a long time artists weren't doing music, and that's part of the problem. But let's be realistic, the whole industry, all the labels, are having a hard time. I think Victor Manuelle is on his own with no record label. That's hard to believe.

I see all these artists and groups coming back. Tito Nieves is still around. Salsa is still there but you just have to dig hard to find it because the labels aren't putting out that much material. Of the new artists, NG2's "Ella Menea" is an excel-

lent song and is doing well in our research. That doesn't mean I don't like N'Klabe or the other younger salsa groups.

Another hybrid that is doing really well here in Miami is cubatón, which is what we call it for lack of a better name. It's reggaetón from Cuban artists. We're playing Tres de la Habana's "No Te Pases de la Raya" and it's doing good, and "La Tuba" by Elvis Manuel, which is a mix of a Cuban rhythm called timba and reggaetón. It's good stuff. We try to stay on top of what's going on, and the new stuff coming out is cubatón.

The lines are getting really fuzzy in terms of what belongs on the station and what doesn't, or where a station needs to be musically. We're playing "Calabria" [by Enur featuring Natasja], which is not a tropical record but is one of the biggest songs we have on our playlist. We're also on Chayanne's "Lola," which is a Calle 13 type sound—I don't know if that song would sound right on a contemporary station or if it sounds right on tropical, but people are liking it so we're playing it. We're also playing the reggaetón version of Juanes' "Me Enamora" and it's been doing well for quite some time.

Reggaetón, or the reggaetón hybrids, are still part of the station. I'm playing Wisin & Yandel's



NG2

'The lines are getting really fuzzy in terms of what belongs on the station and what doesn't, or where a station needs to be musically.'

—Gino "Latino" Reyes

'There is a lot more good product available and the fact that more younger people are involved in the tropical music we're listening to now is good for the format.'

—Darvin García

"Ahora Es," Zion's "Amor de Pobre," Xtreme's "No Me Digas Que No" and the cubatón. But we are still supporting traditional product by people like Gilberto Santa Rosa and Tito Rojas, which has become the basis of our station.

Darvin García, PD, Davidson Music Group's WKKB (Latina)/Providence

The format is getting better. There is a lot more good product available and the fact that more younger people are involved in the tropical music we're listening to now is good for the format. The type of music the younger generation is making is more appealing to the younger crowd. There was a disconnect before, between the older and the younger generations of artists, but now they are coming together. The younger artists are not only into reggaetón, but are mixing in bachata and salsa. When you have a reggaetón artist collaborating with a salsa artist it helps the format. The mix of sounds is enriching and strengthening the tropical format.

Salsa is doing much better, especially with Gilberto Santa Rosa, Victor Manuelle and Marc Anthony making really good music. It's salsa the younger generation can relate to. Gilberto's "Conteo Regresivo" is a song anyone can connect with. Even if you don't like salsa, you get hooked on it.

Of the younger artists, I really like N'Klabe. They are doing positive things for salsa. Merengue is still in a transition. That the big-name merengue artists are not recording does not help. Juan Luis Guerra is merengue, but it's not the type of merengue you could play at the clubs. Years ago, the clubs and stations would work together. Now, there's a total disconnect between what is good merengue for the clubs and what works for radio, although, having Olga Tañón collaborating with Milly Quezada will help the genre. Locally, there are some artists trying to make noise, but they don't have the economic support of a record label. And while they try, they have a hard time developing a hit song.

Robbie "DJ" Trigueño, PD, Freedom Communications of Connecticut's WLAT (Mega)/Hartford

Reggaetón's biggest artists are still part of the format, but salsa and bachata are making a comeback. Many stations, including Mega, have dropped the percentage of reggaetón substantially and are playing more tropical music.

More tropical product is available and that's something that was needed, because everything was reggaetón at some point. Now even reggaetón artists are doing salsa and bachata tracks. I think the fusion of sounds is helping the format and artists coming together to collaborate is a good thing.

We have new people releasing new music, like Aventura in bachata. N'Klabe and NG2 are newer artists that are doing really well. And while the established artists like Gilberto Santa Rosa, Victor Manuelle and Marc Anthony are doing their thing, I do think some of the other old-school artists should make a comeback.

R&R

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► **LOS HOROSCOPOS DE DURANGO**
ENTER AT NO. 40 WITH "TE AMO," THE
FIRST SINGLE FROM "AYER, HOY Y
SIEMPRE," WHICH HIT STORES MARCH 4.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	22	LA ARROLLADORA BANDA EL LIMON SOBRE MIS PIES	NO. 1 (14 WKS) DISA/EDIMONSA	1534 -35	11.660 1
2	2	10	CONJUNTO PRIMAVERA TE LLORRE	FONOVISA	1363 -57	8.924 3
3	3	16	EL CHAPO DE SINALOA SI TE AGARRAN LAS GANAS (TIERRA LOS OJOS)	DISA	1360 +66	9.077 2
4	4	21	K-PAZ WITH FRANCO DE VITA UN BUEN PERDEDOR	DISA/EDIMONSA	1192 -36	8.754 4
5	7	16	PATRULLA 81 TE QUIERO MUCHO	DISA	1079 -17	6.004 9
6	5	9	LOS CREADORES DEL PASITO DURANGUENSE DE ALFREDO RAMIREZ POR QUIEN ME DE JAS	DISA/EDIMONSA	1061 -71	6.576 6
7	8	8	VICENTE FERNANDEZ LA DERROTA	SDNY/BMG NORTE	962 +24	5.990 11
8	6	8	LOS TIGRES DEL NORTE RUMBO AL SUR	FONOVISA	952 -149	5.840 12
9	9	17	EL POTRO DE SINALOA EL VASO DERRAMA	MACHETE	871 -41	5.993 10
10	10	12	GRUPO MONTEZ DE DURANGO COMO EN LOS BUENOS TIEMPOS	OISA	854 -10	4.965 13
11	12	5	DIANA REYES ME MUERO	DBC	808 +16	3.807 21
12	11	30	VICENTE FERNANDEZ ESTOS CELOS	SONY/BMG NORTE	776 -25	7.711 5
13	14	35	FIDEL RUEDA PAZ EN ESTE AMOR	MACHETE	770 -9	6.393 7
14	13	20	ALACRANES MUSICAL SIN TU AMOR	UNIVISION	768 -14	6.124 8
15	15	14	DINASTIA DE TUZANTLA MALOITO TEXTO	VENEMUSIC	715 +4	4.157 16
16	18	9	LA AUTENTICA DE JEREZ LA RATA FLACA	VIVA	671 +15	4.788 14
17	16	8	PONZONA MUSICAL TAL VEZ	ASL	664 -33	3.580 23
18	21	3	JENNI RIVERA INOLVIDABLE	AIRPOWER FONOVISA	658 +66	4.184 15
19	17	30	LINDEROS DEL NORTE COMO OLVIDARTE	A.R.C.	630 -37	2.839 28
20	20	17	BETO Y SUS CANARIOS SI TU TE VAS	ASL	610 -13	3.875 20
21	22	6	LOS INQUIETOS DEL NORTE AMOR MORTAL	EAGLE	584 +14	3.256 26
22	19	13	PEPE AGUILAR YA NUNCA MAS	EMI TELEVISION	576 -57	3.971 18
23	23	7	ALEGRES DE LA SIERRA ESTA VEZ SIN MENTIRAS	VIVA	550 -17	2.587 29
24	24	4	BANDA EL RECODO TOMAME O DE JAME	FONOVISA	548 +46	3.578 24
25	26	7	JOAN SEBASTIAN PIENSO EN TI	MUSART/BALBOA	533 +42	2.072 34
26	25	15	TONO Y FREDDY BREBAJE	DISA/EDIMONSA	512 +11	2.583 30
27	30	3	LOS DAREYES DE LA SIERRA HASTA EL DIA DE HOY	OISA	486 +43	3.586 22
28	27	7	GERMAN MONTERO AMANTES ESCONCIDOS	UNIVISION	482 +5	4.144 17
29	29	19	SERGIO VEGA CUANDO TE LAVAS LA CARA	SONY/BMG NORTE	447 -7	2.971 27
30	37	8	VAGON CHICANO COMO ARRANCARTE	ASL	441 +55	2.546 31
31	28	12	EL COYOTE Y SU BANDA TIERRA SANTA Y SI TE ROBO	UNIVISION	421 -53	3.428 25
32	33	3	CARDENALES DE NUEVO LEON Y DINORA FLOR DE LAS FLORES	ASL	414 -4	2.135 33
33	35	7	LOS TEMERARIOS TOQUEN MARIACHIS CANTEN	FONOVISA	412 +14	0.736 -
34	NEW		FORASTEROS DE SAN LUIS DONDE ESTA MAMA	DISA	403 +93	1.676 38
35	34	4	ALIADOS DE LA SIERRA TE AMO	ASL	398 -13	1.689 37
36	36	13	CONJUNTO AGUA AZUL EL DICCIONARIO	A.C.E.	385 -2	2.005 36
37	32	19	GRUPO INNOVACION NUNCA ME FUJ	GARMEX/FONOVISA	378 -43	1.066 -
38	31	14	LOS MORROS DEL NORTE VIDA VIVIDA	MACHETE	378 -52	2.181 32
39	38	15	EL CHALINILLO AL MISMO NIVEL	DISA	359 -25	2.070 35
40	NEW		LOS HOROSCOPOS DE DURANGO TE AMO	UNIVISION	334 +111	3.925 19

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
MARCO ANTONIO SOLIS Te Voy A Esperar (Fonovisa) KBNO, KHOT, KJFA, KLVN, KOND, KSCA, KSOL, KXLM, KXSB, WQBU	10
LINDEROS DEL NORTE Vuelve Amor (A.R.C.) KBNO, KHOT, KJFA, KLHB, KRAY, XHNZ	6
LUPILLO RIVERA Oe Que Me Presumes (ASL) KKPS, KTTA, K7UZ, KYQQ, WEDJ, WOJO	6
LOS TUCANES DE TIJUANA Que Te Perdona Tu Madre (Univision) KGBT, KLHB, KTTA, KTUZ, KYQQ	5
JENNI RIVERA Inolvidable (Fonovisa) KISF, KJFA, KSAH, KTUZ	4
DAREYES DE LA SIERRA Hasta El Dia De Hoy (Disa) KIWI, KSAH, KXLM, KXSB	4
LOS HOROSCOPOS DE DURANGO Te Amo (Univision) KES5, KISF, KLAX, KLVN	4
LOS HURACANES DEL NORTE Medio Pueblo (Univision) KIWI, KTJM, KXLM, KXSB	4
PALOMO Sufrias (Disa) KDXX, KOQO, KSTN	3
ARMIDA Mujer Soltera, Hombre Casado (Las Lobas) KBNO, KXLM, KXSB	3

ADDED AT...
KIST
Santa Barbara, CA
OM: Keith Royer
PD: Jose Fierros
Los Grandes De Tijuana, Un Par De Locos, 21
Banda Pequeños Musical, Nuevo Amor, 13
La Apuesta, Por Ti, 10
FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
LOS HEREDEROS DE NUEVO LEON Tres Vueltas (Serca) TOTAL STATIONS: 20	312/5	LOS PRIMOS DE DURANGO Manana (Machete) TOTAL STATIONS: 23	266/10
PALOMO Sufrias (Disa) TOTAL STATIONS: 16	295/108	PEDRO FERNANDEZ Amiga Por Favor (Universal Latino) TOTAL STATIONS: 16	262/38
CUISILLOS Si No Te Amara Tanto (Musart/Balboa) TOTAL STATIONS: 14	287/34	RAUL HERNANDEZ En La Habitation (Fonovisa) TOTAL STATIONS: 20	246/8
MARCO ANTONIO SOLIS Te Voy A Esperar (Fonovisa) TOTAL STATIONS: 19	282/145	LINDEROS DEL NORTE Vuelve Amor (A.R.C.) TOTAL STATIONS: 15	237/106
EL TRONO DE MEXICO La Carta (DBC) TOTAL STATIONS: 20	273/5	LUPILLO RIVERA De Que Me Presumes (ASL) TOTAL STATIONS: 14	226/40

MOST INCREASED PLAYS

+145	MARCO ANTONIO SOLIS Te Voy A Esperar (Fonovisa) KOND +8, KXSB +18, KXLM +17, KHOT +16, KJFA +14, WQBU +4, KSOL +12, KWEI +11, KLVN +10, KBNO +9
+111	LOS HOROSCOPOS DE DURANGO Te Amo (Univision) KLVN +17, KLAX +16, KBUE +11, KSCA +10, KISF +10, KXPK +9, KXTS +8, KES5 +8, KTUZ +7, WEDJ +4
+108	PALOMO Sufrias (Disa) KDXX +21, KLHB +20, KTTA +18, KOQO +15, KSTN +12, KGBT +7, KYQQ +6, KKPS +4, KXLM +4, KXSB +3
+106	LINDEROS DEL NORTE Vuelve Amor (A.R.C.) KBNO +17, XHNZ +16, KLHB +16, KJFA +14, KHOT +13, WLCC +10, KSKD +8, KRAY +6, KYQQ +4, KWEI +2
+93	FORASTEROS DE SAN LUIS Donde Esta Mama (Disa) KLEY +46, KCMT +19, KLBN +17, WOJO +14, KSAB +7, WYMY +6, KSAH +5, KXSB +5, KTJM +4, KXLM +4

FOR WEEK ENDING MARCH 16, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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R&R LATIN POP

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► **LA FACTORIA'S SLOW-BURNING** "PERDONAME" EARNS MOST INCREASED PLAYS AND SCOOT'S 20-17 (UP 86). SONG ALSO RETURNS TO ITS LATIN RHYTHM PEAK, CLIMBING 5-4.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	12	JUANES GOTAS DE AGUA DULCE	UNIVERSAL LATINO	1093 +22	11.374 1
2	2	6	ENRIQUE IGLESIAS DONDE ESTAN CORAZON	UNIVERSAL LATINO	706 -6	7.729 2
3	5	20	FLEX TE QUIERO	EMI TELEVISIA	636 +13	3.592 17
4	7	7	CAMILA YO QUIERO	SONY BMG NORTE	632 +36	6.741 3
5	3	21	ALEJANDRA GUZMAN SOY SOLO UN SECRETO	EMI TELEVISIA	622 -55	4.494 10
6	4	55	CAMILA TODO CAMBIO	SONY BMG NORTE	580 -68	6.431 4
7	6	21	YURIDIA AHORA ENTENDI	SONY BMG NORTE	533 -70	5.259 8
8	43	43	MANA OJALA PUDIERA BORRARTE	WARNER LATINA	527 -12	6.213 5
9	12	8	BELANOVA CADA QUE...	UNIVERSAL LATINO	518 +27	3.061 24
10	11	7	MIGUEL BOSE FEATURING BIMBA BOSE COMO UN LOBO	WARNER LATINA	501 -3	4.103 12
11	8	21	RBD INALCANZABLE	EMI TELEVISIA	492 -75	2.670 28
12	10	28	JUANES ME ENAMORA	UNIVERSAL LATINO	461 -62	6.120 6
13	14	31	AVENTURA MI CORAZONCITO	PREMIUM LATIN	426 -6	3.444 19
14	15	6	LA NUEVA BANDA TIMBIRICHE TU, TU, TU	EMI TELEVISIA	410 +8	1.876 -
15	13	24	ALEJANDRO FERNANDEZ NO SE ME HACE FACIL	SONY BMG NORTE	407 -69	1.995 40
16	19	6	JESSE & JOY LLEGASTE TU	WARNER LATINA	381 +25	3.445 18
17	20	15	LA FACTORIA PERDONAME	UNIVERSAL LATINO	370 +86	2.046 38
18	17	27	ENRIQUE IGLESIAS ALGUIEN SOY YO	INTERSCOPE/UNIVERSAL LATINO	360 +1	4.861 9
19	16	36	SHAKIRA LAS DE LA INTUICION	EPIC/SONY BMG NORTE	329 -33	1.581 -
20	25	8	KANY GARCIA AMIGO EN EL BANO	SONY BMG NORTE	319 +74	3.148 22
21	21	23	MARCO ANTONIO SOLIS NO PUEDO OLVIDARLA	FONOVISIA	277 +8	5.507 7
22	3	3	ENUR FEATURING NATASJA CALABRIA 2008	ULTRA	271 +7	1.849 -
23	3	4	A.B. QUINTANILLA III PRESENTS KUMBIA ALL STARZ FEAT. FLEX POR TI BABY	EMI TELEVISIA	267 +36	1.454 -
24	24	8	JUAN LUIS GUERRA Y 440 SOLO TENGO OJOS PARA TI	EMI TELEVISIA	246 -7	4.069 14
25	22	15	JEREMIAS COMIENZO DEL FINAL	UNIVERSAL LATINO	245 -22	4.050 15
26	31	2	PLAYA LIMBO 10 PARA LAS 10	SONY BMG NORTE	244 +23	0.983 -
27	37	3	ALEKS SYNTEK HASTA EL FIN DEL MUNDO	EMI TELEVISIA	224 +55	2.517 32
28	26	8	DIVINO FEATURING ABRAHAM ME ARRODILLO ANTE TI	LUJAR/MACHETE	224 -17	3.244 21
29	33	20	RICARDO ARJONA QUIERO	SONY BMG NORTE	211 +10	4.115 11
30	29	7	MANNY MANUEL SE ME OLVIDO	UNIVERSAL LATINO	204 -26	2.622 29
31	30	15	JUAN CON MI SOLEDAD	FONOVISIA	193 -33	3.395 20
32	32	5	MDO NO QUEDA NADA	MACHETE	189 -17	3.051 25
33	34	2	EDNITA NAZARIO DESPUES DE TI	SONY BMG NORTE	185 +5	2.742 27
34	40	2	TOMMY TORRES PEGADITO	WARNER LATINA	183 +28	2.476 33
35	38	2	CHENOA TODO IRA BIEN	UNIVERSAL LATINO	179 +11	1.352 -
36	27	9	CHAYANNE LOLA	SONY BMG NORTE	169 -64	2.780 26
37	RE-ENTRY	37	JUAN LUIS GUERRA Y 440 LA TRAVESIA	EMI TELEVISIA	167 +14	4.094 13
38	39	39	PEPE AGUILAR POR AMARTE	EMI TELEVISIA	166 -2	3.638 16
39	36	5	BLACK: GUAYABA SIN TU AMOR	MACHETE	158 -12	1.893 -
40	RE-ENTRY	40	WISIN & YANDEL FEATURING FRANCO DE VITA OYE, DONDE ESTA EL AMOR	MACHETE	146 -9	2.308 34

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
BELANOVA Cada Que... (Universal Latino) WFID, WIOA, XHFG	3
ANA ISABELLE Quien Dijo Amigos (La Calle/Univision) WFID, WIAC, WIOA	3
RBD Empezar Desde Cero (EMI Televisa) KBMG, KEXA, XHPX	3
LA FACTORIA Perdoname (Universal Latino) KQKQ, KTCY	2
PEDRO FERNANDEZ Amiga Por Favor (Universal Latino) KQKQ, KXOB	2
SUPER MER KA 2 Que Calor (Musart/Balboa) KRIO, XAVO	2
YURIDIA Ahora Entendi (Sony BMG Norte) WPAT	1
SHAKIRA Las De La Intuicion (Epic) KLLO	1
FLEX Te Quiero (EMI Televisa) KPSL	1
JEREMIAS Comienzo Del Final (Universal Latino) WAMR	1

ADDED AT...
KTCY
Dallas, TX
PD: Javier Casanova
La Factoria, Perdoname, 23
Playa Limbo, 10 Para Las 10, 20
Cafe Tacvba, Esta Vez, 19

FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
RIHANNA Don't Stop The Music (SRP/Def Jam/IDJMG) TOTAL STATIONS: 8	127/7	LUIS ROJAS Me Puedes Comprar (Luna Roja/IQ) TOTAL STATIONS: 4	81/11
YOLANDITA MONGE Amnesia (La Calle/Univision) TOTAL STATIONS: 5	118/23	JUAN Buscando Tu Sombra (Fonovisa) TOTAL STATIONS: 5	78/32
MANA Arrancame El Corazon (Warner Latina) TOTAL STATIONS: 2	108/5	CHAMBAO Papeles Mojados (Sony BMG Norte) TOTAL STATIONS: 4	67/7
PEDRO FERNANDEZ Amiga Por Favor (Universal Latino) TOTAL STATIONS: 8	90/50	WISIN & YANDEL Ahora Es (Machete) TOTAL STATIONS: 5	66/21
MOTEL Y Te Vas (Warner Latina) TOTAL STATIONS: 3	82/8	DON TETTO Ha Vuelto A Suceder (786/Cabeza De Raton) TOTAL STATIONS: 3	63/4

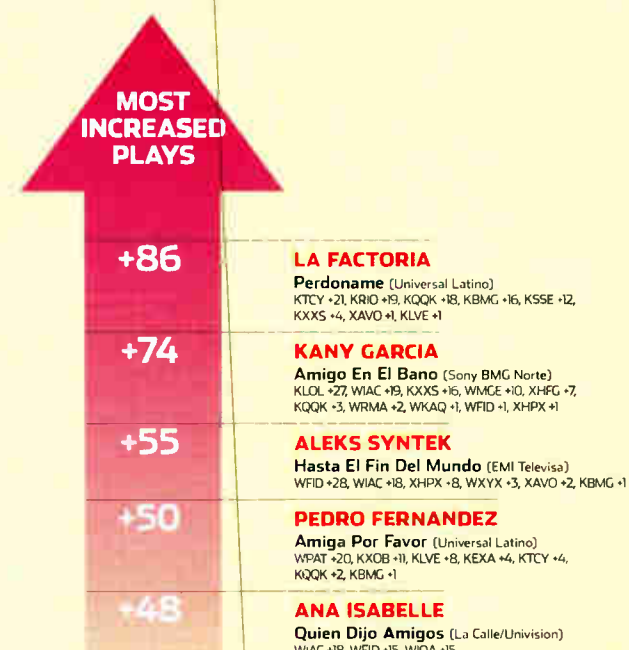


CHART LEGEND

Charts are ranked by plays (except for Country chart, which is based on audience impressions, computed by cross-referencing exact times of airplay with Arbitron listener data).

▲ Songs showing an increase in plays (audience for Country) over the previous week, regardless of chart movement. A song will also receive a bullet if its percentage loss in plays (audience for Country) does not exceed the percentage of monitored station downtime for the format. Exempting the Country chart, a song that has been on the chart for more than 20 weeks will generally not

receive a bullet, 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 exceed 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 Audience charts for the first time with increases in both plays and audience.

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

HOT SHOT DEBUT:
Awarded solely on the Country chart to the highest-ranking new entry.

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 recurrences 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 recurrences 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.

n 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.

🇨🇦 Indicated solely on the Canadian charts for songs meeting Canadian content requirements.



► "EN LA DISCO" BY TITO "EL BAMBINO" ZOOMS 28-17 ON TROPICAL, EARNING THIS WEEK'S MOST INCREASED PLAYS (UP 51).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	13	NG2 ELLA MENEÁ	NO. 1 (2 WKS) SONY BMG NORTE	351 +14	3.369 1
2	3	17	FLEX TE QUIERO	EMI TELEVISÁ	331 +19	3.234 3
3	2	24	GILBERTO SANTA ROSA CONTEO REGRESIVO	SONY BMG NORTE	296 -19	3.319 2
4	4	32	JUAN LUIS GUERRA Y 440 LA TRAVESÍA	EMI TELEVISÁ	270 -23	1.678 10
5	5	27	JUANES ME ENAMORA	UNIVERSAL LATINO	234 -29	1.300 15
6	9	9	JUANES GOTAS DE AGUA DULCE	UNIVERSAL LATINO	215 +17	1.459 12
7	7	22	WISIN & YANDEL SEXY MOVIMIENTO	MACHETE	208 +3	1.770 9
8	6	18	TITO NIEVES MI MAYOR SACRIFICIO	LA CALLE/UNIVISIÓN	205 -8	0.818 22
9	1	14	ALEXIS & FIDO SOY IGUAL QUE TU	SONY BMG NORTE	197 +19	1.895 8
10	8	7	OLGA TANON FEAT. MILLY QUEZADA COSAS DEL AMOR	UNIVISIÓN	196 -2	1.159 19
11	3	6	ENRIQUE IGLESIAS DONDE ESTAN CORAZÓN	UNIVERSAL LATINO	184 +25	2.707 5
12	12	37	DADDY YANKEE ELLA ME LEVANTO	EL CARTEL/INTERSCOPE	182 +6	1.249 16
13	23	17	AVENTURA EL PERDEDOR	PREMIUM LATIN	154 +39	1.950 7
14	10	17	LOS HERMANOS ROSARIO ALO	M.P./JVN/J & N	154 -28	0.617 28
15	17	19	FRANK REYES AMOR DESPERDICIAO	M.P./JVN/J & N	151 +18	1.667 11
16	20	15	HECTOR ACOSTA SIN PERDON	D.A.M.	148 +28	2.944 4
17	28	4	TITO "EL BAMBINO" EN LA DISCO	MOST INCREASED PLAYS EMI TELEVISÁ	143 +51	0.603 29
18	2	3	GILBERTO SANTA ROSA NO TE VAYAS	SONY BMG NORTE	143 +26	0.839 21
19	5	9	MARLON LA BILIRRUBINA	LA CALLE/UNIVISIÓN	140 -18	1.380 13
20	16	7	JERRY RIVERA YIRA YIRA	EMI TELEVISÁ	137 -2	0.660 26
21	4	5	ANGEL & KHRIZ LA VECINA	VII/MACHETE	133 -25	1.366 14
22	24	4	DLG QUIERO DECIRTE QUE TE AMO	LA CALLE/UNIVISIÓN	130 +17	0.882 20
23	21	6	EL GRAN COMBO DE PUERTO RICO YO NO MENDIGO AMOR	SONY BMG NORTE	121 +3	0.630 27
24	18	11	XTREME FEATURING ADRIENNE NO ME DIGAS QUE NO	LA CALLE/UNIVISIÓN	110 -18	0.454 34
25	25	3	WISIN & YANDEL AHORA ES	MACHETE	106 -1	2.136 6
26	26	17	ENUR FEATURING NATASJA CALABRIA 2008	ULTRA	102 +3	1.190 17
27	29	16	ELVIS MARTINEZ LENTO Y SUAVE	UNIVERSAL LATINO	96 +6	0.361 -
28	30	16	TITO ROJAS DIGAME SENORA	M.P./JVN/J & N	95 +7	0.770 23
29	31	6	ANDY ANDY ME VAS A PERDER	EMI TELEVISÁ	80 -6	1.168 18
30	34	10	NEJO Y DALMATA ALGO MUSICAL	UMS/UNIVERSAL LATINO	79 +12	0.435 35

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	20	FLEX TE QUIERO	NO. 1 (5 WKS) EMI TELEVISÁ	463 +64	5.922 1
2	4	17	AVENTURA EL PERDEDOR	PREMIUM LATIN	401 +17	5.632 2
3	1	17	ALEXIS & FIDO SOY IGUAL QUE TU	SONY BMG NORTE	379 -28	3.456 7
4	5	38	LA FACTORIA PERONAME	UNIVERSAL LATINO	347 -20	4.432 3
5	9	9	WISIN & YANDEL AHORA ES	MACHETE	345 +32	3.725 6
6	7	22	DON OMAR CANCION DE AMOR	VII/MACHETE	316 -1	2.356 15
7	8	6	ENRIQUE IGLESIAS DONDE ESTAN CORAZÓN	UNIVERSAL LATINO	308 -5	3.147 8
8	3	22	WISIN & YANDEL SEXY MOVIMIENTO	MACHETE	293 -95	3.016 10
9	6	5	A.B. QUINTANILLA III PRESENTS KUMBIA ALL STARZ FEAT. FLEX POR TI BABY	EMI TELEVISÁ	292 -48	2.682 13
10	10	6	ANGEL & KHRIZ LA VECINA	VII/MACHETE	270 -35	2.863 11
11	12	10	JUANES GOTAS DE AGUA DULCE	UNIVERSAL LATINO	263 +21	1.578 21
12	11	14	XTREME FEATURING ADRIENNE NO ME DIGAS QUE NO	LA CALLE/UNIVISIÓN	254 +1	4.337 4
13	16	36	CAMILA TODO CAMBIO	SONY BMG NORTE	225 +38	1.454 22
14	15	5	JOWELL & RANDY LET'S DO IT	WARNER LATINA	221 +29	3.781 5
15	13	19	PITBULL FEATURING LIL JON THE ANTHEM	FAMOUS ARTISTS/TVT	214 -25	2.686 12
16	18	10	R.K.M. & KEN-Y MIS DIAS SIN TI	UNIVERSAL LATINO	183 +15	2.500 14
17	17	27	JUANES ME ENAMORA	UNIVERSAL LATINO	178 +8	1.329 27
18	14	14	NEJO Y DALMATA ALGO MUSICAL	UMS/UNIVERSAL LATINO	141 -52	0.994 39
19	24	13	FLO RIDA FEATURING T-PAIN LOW	AIRPOWER POE BOY/ATLANTIC	139 +29	3.030 9
20	25	4	ERRE XI CARITA BONITA	AIRPOWER MAS FLOW/MACHETE	139 +29	1.698 19
21	22	2	BELANOVA CADA QUE...	UNIVERSAL LATINO	132 +53	0.818 -
22	23	3	CAMILA YO QUIERO	SONY BMG NORTE	129 +18	0.543 -
23	22	8	RIHANNA DON'T STOP THE MUSIC	SRP/DEF JAM/IDJMC	122 +10	1.770 18
24	20	11	REIK ME DUELE AMARTE	SONY BMG NORTE	113 -20	0.588 -
25	NEW		DADDY YANKEE SOMOS DE CALLE	MOST INCREASED PLAYS/MOST ADDED EL CARTEL/INTERSCOPE	107 +102	1.771 17
26	29	16	VOLTIO FEATURING JOWELL Y RANDY PONMELA	SONY BMG NORTE	99 +16	0.668 -
27	21	8	WISIN & YANDEL FEATURING FRANCO DE VITA OYE, DONDE ESTÁ EL AMOR	MACHETE	99 -27	1.280 30
28	34	6	MIGUELITO FEATURING DIVINO MOCHILA DE AMOR	LOS CANGRI/MACHETE	96 +18	0.860 -
29	19	17	RBD INALCANZABLE	EMI TELEVISÁ	92 -47	0.320 -
30	27	5	CHRIS BROWN WITH YOU	JIVE/ZOMBA	89 +4	1.985 16

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	1	13	MOTEL Y TE VAS	WARNER LATINA
2	3	8	DISIDENTE ENEMIGO	PISTOLERO/V&J
3	2	16	MANU CHAO MELLAMAN CALLE	BECAUSE/NACIONAL
4	4	17	MDLOTOV YOFO	UNIVERSAL LATINO
5	5	24	CAFE TACVBA VOLVER A COMENZAR	UNIVERSAL LATINO
6	9	3	TODDS TUS MUERTOS ANDATE	NACIONAL
7	6	10	BELANOVA CADA QUE...	UNIVERSAL LATINO
8	7	4	SEÑOR FLAVIO MALITO	NACIONAL
9	10	19	PASTILLA COLORES	SONY BMG NORTE
10	8	2	DON TETTO HA VUELTO A SUCEDER	786/CABEZA DE RATON
11	14	2	CIRCO ALGUIEN	SONY BMG NORTE
12	13	11	FATIMA CON TUS PALABRAS	NOT LISTED
13	NEW		LAS RAYAS BLANCAS CONQUISTA	WARNER LATINA
14	15	2	JUANES GOTAS DE AGUA DULCE	UNIVERSAL LATINO
15	RE-ENTRY		MASAPPAN PARA TI	SONY BMG NORTE
16	NEW		PANDA PATHETICA	WARNER LATINA
17	NEW		MOTEL UNO, DOS, TRES	WARNER LATINA
18	NEW		CIRCO VELOCIDADES LUZ	SONY BMG NORTE
19	RE-ENTRY		MAGO DE OZ CANCION DE LOS DESEOS	LOCOMOTIVE
20	NEW		SENIOR FLAVIO MINISTRA	NACIONAL

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	1	10	N'KLABE SI YA NO ESTAS	NU LIFE/MACHETE
2	2	6	NICKY JAM FEAT. RKM GAS PELA	PINA/UNIVERSAL LATINO
3	3	16	GILBERTO SANTA ROSA CONTEO REGRESIVO	SONY BMG NORTE
4	6	5	NG2 ELLA MENEÁ	SONY BMG NORTE
5	3	13	PUERTO RICAN POWER ESA MUJER	M.P./JVN/J & N
6	4	14	LOS HERMANOS ROSARIO ALO	M.P./JVN/J & N
7	7	13	TITO ROJAS DIGAME SENORA	M.P./JVN/J & N
8	8	3	EL GRAN COMBO DE PUERTO RICO YO NO MENDIGO AMOR	SONY BMG NORTE
9	9	11	XTREME FEAT. ADRIENNE NO ME DIGAS QUE NO	LA CALLE/UNIVISIÓN
10	11	8	DON OMAR CANCION DE AMOR	VII/MACHETE
11	NEW		AKWID Y LOS TUCANES DE TIJUANA OMBLIGO A OMBLIGO	UNIVISIÓN
12	13	5	MARIANA ATREVETE A MIRARME DE FRENTE	UNIVISIÓN
13	12	19	TITO "EL BAMBINO" SOLO DIME QUE SI	EMI TELEVISÁ
14	10	12	WISIN & YANDEL SEXY MOVIMIENTO	MACHETE
15	NEW		GLORIA ESTEFAN PINTAME DE COLORES	BURGUNDY/SONY BMG NORTE
16	7		ALEXIS & FIDO SOY IGUAL QUE TU	SONY BMG NORTE
17	2		ISMAEL MIRANDA COMO EL AGUILA	CODISCOS/TROPISOUNDS
18	NEW		MARC ANTHONY EL DIA DE SUERTE	SONY BMG NORTE
19	NEW		RKM & KEN-Y MIS DIAS SIN TI	UNIVERSAL LATINO
20	19	17	ANTHONY CRUZ MICHULI CHULI	M.P./JVN/J & N

R&R NATIONAL AIRPLAY OVERVIEW

POWERED BY **nicsen** BILLBOARD **nicsen**
BDS CHARTS
COMPILED BY SoundScan

Billboard TOP ALBUMS

THIS WEEK	LAST WEEK	WEEKS ON CHIT	ARTIST	TITLE	CERT.	PEAK POSITION
1	1	1	RICK ROSS	Trilla		1
2	NEW	1	VARIOUS ARTISTS	NOW 27		2
3	NEW	1	SNOOP DOGG	Ego Trippin'		3
4	2	3	JACK JOHNSON	Sleep Through The Static		4
5	1	2	ALAN JACKSON	Good Time		5
6	NEW	1	FAT JOE	The Elephant In The Room		6
7	7	9	SARA BAREILLES	Little Voice		7
8	3	1	JANET	Discipline		8
9	6	2	ERYKAH BADU	New Amerykah: Part One (4th World War)		9
10	NEW	1	MILEY CYRUS	Hannah Montana/Miley Cyrus: The Best Of Both Worlds Concert		10
11	NEW	1	VARIOUS ARTISTS	NOW That's What I Call The 80s		11
12	9	12	TAYLOR SWIFT	Taylor Swift		12
13	8	5	ALICIA KEYS	As I Am		13
14	10	10	AMY WINEHOUSE	Back To Black		14
15	21	21	SOUNDTRACK	Alvin And The Chipmunks		15
16	14	6	MILEY CYRUS	Hannah Montana 2 (Soundtrack)/Meet Miley Cyrus		16
17	22	25	JONAS BROTHERS	Jonas Brothers		17
18	20	19	COLBIE CAILLAT	Coco		18
19	4	2	FLOGGING MOLLY	Float		19
20	45	47	GREATEST GAINER ONEREPUBLIC	Dreaming Out Loud		20
21	23	20	DAUGHTRY	Daughtry		21
22	16	18	CHRIS BROWN	Exclusive		22
23	13	11	MARY J. BLIGE	Growing Pains		23
24	17	8	SOUNDTRACK	Juno		24
25	26	61	VAMPIRE WEEKEND	Vampire Weekend		25

Billboard HOT DIGITAL SONGS

THIS WEEK	LAST WEEK	WEEKS ON CHIT	TITLE	ARTIST	CERT.
1	2	3	LOVE IN THIS CLUB	USHER FEAT. YOUNG JEEZY (JIVE ZOMBA)	
2	12	4	BLEEDING LOVE	LEONA LEWIS (JIVE ZOMBA)	
3	3	10	NO AIR	JORDIN SPARKS DUET WITH CHRIS BROWN (JIVE ZOMBA)	
4	4	19	LOVE SONG	SARA BAREILLES (EPIC)	
5	5	19	LOW	FLO RIDA FEAT. T-PAIN (POE BOY ATLANTIC)	
6	9	5	SEXY CAN I	RAT J & YUNG BORG (KNOCKOUT DEJA 34 KOCH EPIC)	
7	6	15	DON'T STOP THE MUSIC	RIHANNA (SRP DEF JAM JOLMG)	
8	7	15	SEE YOU AGAIN	MILEY CYRUS (RCA JIVE ZOMBA)	
9	1	1	SHAWTY GET LOOSE	LIL MAMA FEAT. CHRIS BROWN & T-PAIN (FAMULAR FACES JIVE ZOMBA)	
10	1	2	HALLELUJAH	JEFF BUCKLEY (COLUMBIA LEGACY)	
11	8	16	WITH YOU	CHRIS BROWN (JIVE ZOMBA)	
12	18	12	STOP AND STARE	ONEREPUBLIC (INTERSCOPE)	
13	13	13	SUPERSTAR	LUPE FIASCO FEAT. MATTHEW SANTOS (1ST & 15TH ATLANTIC)	
14	10	4	ELEVATOR	FLO RIDA FEAT. TIMBALAND (POE BOY ATLANTIC)	
15	14	10	INDEPENDENT	WEBBIE LIL PHAT & LIL BOOSIE (TRILL ASYLUM)	
16	22	7	NEW SOUL	YAEL NAIM (TOT OUT TARD ATLANTIC)	
17	20	33	APOLOGIZE	TIMBALAND FEAT. ONEREPUBLIC (RCA JIVE ZOMBA)	
18	17	14	SENSUAL SEDUCTION	SNOOP DOGG (DOGGYSTYLE INTERSCOPE)	
19	16	14	SORRY	BUCKCHERRY (EVEVEN SEVEN ATLANTIC RRP)	
20	15	18	SHADOW OF THE DAY	LINKIN PARK (WARRNER BROS)	
21	26	4	DANCE LIKE THERE'S NO TOMORROW	PAULA ABDUL & RANDY JACKSON (JIVE ZOMBA)	
22	21	8	WHEN YOU LOOK ME IN THE EYES	JONAS BROTHERS (HOLLYWOOD)	
23	11	11	FEEDBACK	JANET (RCA JIVE ZOMBA)	
24	19	20	TAKE YOU THERE	SEAN KINGSTON (BELUGA HEIGHTS EPIC)	
25	24	47	TEARDROPS ON MY GUITAR	TAYLOR SWIFT (BIG MACHINE)	

VIDEO CHANNELS

MTV	VH1	AOL	YAHOO!	FUSE	MTV2	CMT Canada
1 Leona Lewis, Bleeding Love	1 Foo Fighters, Long Road To Run	1 Mariah Carey, Touch My Body	1 Alicia Keys, No One	1 Rihanna, Don't Stop The Music	1 Snoop Dogg, Life Of Da Party	1 Carrie Underwood, All-American Girl
2 All Time Low, Dear Maria, Count Me In	2 Buckyheary, Sorry	2 Flo Rida Feat. T-Pain, Low	2 No One	2 Sen Tanian, Sky Is Over	2 Jay-Z, I Know	2 Keith Urban, Everybody
3 Tokio Hotel, Ready, Set, Go!	3 Glen Hansard & Marketa Irglova, Falling	3 Chris Brown, Sorry	3 Mariah Carey, Touch My Body	3 Kanye West, Flashing Lights	3 Flo Rida, Elevator	3 Garth Brooks & Huey Lewis, Workin' For
4 Jay-Z, I Know	4 Sara Bareilles, Love Song	4 Taylor Swift, Our Song	4 Mariah Carey, Touch My Body	4 Linkin Park, Shadow Of The Day	4 Rick Ross, The Boss	4 Brooks & Dunn, God Must Be Busy
5 Sara Bareilles, Love Song	5 OneRepublic, Stop And Stare	5 Chris Brown, With You	4 Flo Rida, Low	5 Phil Vassar, If You Didn't Love Me	5 Mariah Carey, Touch My Body	5 Kenny Chesney, Superstar
6 Mariah Carey, Touch My Body	6 Leona Lewis, Bleeding Love	6 Taylor Swift, Our Song	5 Natashia Bedingfield, Love Like This	6 Sean Kingston, Take You There	6 Jay-Z, I Know	6 Broke Back, God Must Be Busy
7 Panic At The Disco, Nine In The Afternoon	7 Erykah Badu, Honey	7 Leona Lewis, Bleeding Love	5 Wyclef Jean, Sweetest Girl (Dollar Bill)	7 Linkin Park, Shadow Of The Day	7 All Time Low, Dear Maria, Count Me In	7 Gort Bamford, Stayed Till I Was
8 Rick Ross, The Boss	8 Linkin Park, Shadow Of The Day	8 Chris Brown, With You	6 Lupe Fiasco, Superstar	8 Linkin Park, Shadow Of The Day	8 Shawnae'ia Cole, I Remember	8 Amy Winehouse, You Know I'm No Good
9 Ray J & Yung Berg, Sexy Can I	9 Rihanna, Don't Stop The Music	8 Taylor Swift, Our Song	6 Justin Timberlake, SexyBack	9 Linkin Park, Shadow Of The Day	9 Eminem, Rap God	9 Linkin Park, Shadow Of The Day
10 Flo Rida, Elevator	10 Ingrid Michalson, The Way I Am	9 Taylor Swift, Our Song	7 Wyclef Jean, Sweetest Girl (Dollar Bill)	10 Linkin Park, Shadow Of The Day	10 Linkin Park, Shadow Of The Day	10 Linkin Park, Shadow Of The Day
11 OneRepublic, Stop And Stare	11 Gnarls Barkley, Run	10 Rihanna, Don't Stop The Music	7 Justin Timberlake, SexyBack	11 Linkin Park, Shadow Of The Day	11 Linkin Park, Shadow Of The Day	11 Linkin Park, Shadow Of The Day
12 Gnarls Barkley, Run	12 Linkin Park, Shadow Of The Day	11 Chris Brown, With You	8 Wyclef Jean, Sweetest Girl (Dollar Bill)	12 Linkin Park, Shadow Of The Day	12 Linkin Park, Shadow Of The Day	12 Linkin Park, Shadow Of The Day
13 Shawnae'ia Cole, I Remember	13 Linkin Park, Shadow Of The Day	11 Taylor Swift, Our Song	8 Justin Timberlake, SexyBack	13 Linkin Park, Shadow Of The Day	13 Linkin Park, Shadow Of The Day	13 Linkin Park, Shadow Of The Day
14 Kanye West, Flashing Lights	14 Linkin Park, Shadow Of The Day	12 Taylor Swift, Our Song	9 Justin Timberlake, SexyBack	14 Linkin Park, Shadow Of The Day	14 Linkin Park, Shadow Of The Day	14 Linkin Park, Shadow Of The Day
15 Bravery, Believe	15 Linkin Park, Shadow Of The Day	13 Taylor Swift, Our Song	10 Justin Timberlake, SexyBack	15 Linkin Park, Shadow Of The Day	15 Linkin Park, Shadow Of The Day	15 Linkin Park, Shadow Of The Day
16 Vampire Weekend, A-Punk	16 Linkin Park, Shadow Of The Day	14 Taylor Swift, Our Song	11 Justin Timberlake, SexyBack	16 Linkin Park, Shadow Of The Day	16 Linkin Park, Shadow Of The Day	16 Linkin Park, Shadow Of The Day
17 Jordan Sparks Duet With Chris Brown, No Air	17 Linkin Park, Shadow Of The Day	15 Taylor Swift, Our Song	12 Justin Timberlake, SexyBack	17 Linkin Park, Shadow Of The Day	17 Linkin Park, Shadow Of The Day	17 Linkin Park, Shadow Of The Day
18 Lil Mama, Shawty Get Loose	18 Linkin Park, Shadow Of The Day	16 Taylor Swift, Our Song	13 Justin Timberlake, SexyBack	18 Linkin Park, Shadow Of The Day	18 Linkin Park, Shadow Of The Day	18 Linkin Park, Shadow Of The Day
19 Jonas Brothers, When You Look Me In The	19 Linkin Park, Shadow Of The Day	17 Taylor Swift, Our Song	14 Justin Timberlake, SexyBack	19 Linkin Park, Shadow Of The Day	19 Linkin Park, Shadow Of The Day	19 Linkin Park, Shadow Of The Day
20 30 Seconds To Mars, A Beautiful Lie	20 Linkin Park, Shadow Of The Day	18 Taylor Swift, Our Song	15 Justin Timberlake, SexyBack	20 Linkin Park, Shadow Of The Day	20 Linkin Park, Shadow Of The Day	20 Linkin Park, Shadow Of The Day
21 Snoop Dogg, Life Of Da Party	21 Linkin Park, Shadow Of The Day	19 Taylor Swift, Our Song	16 Justin Timberlake, SexyBack	21 Linkin Park, Shadow Of The Day	21 Linkin Park, Shadow Of The Day	21 Linkin Park, Shadow Of The Day
22 Fat Joe, I Know	22 Linkin Park, Shadow Of The Day	20 Taylor Swift, Our Song	17 Justin Timberlake, SexyBack	22 Linkin Park, Shadow Of The Day	22 Linkin Park, Shadow Of The Day	22 Linkin Park, Shadow Of The Day
23 Janet, Discipline	23 Linkin Park, Shadow Of The Day	21 Taylor Swift, Our Song	18 Justin Timberlake, SexyBack	23 Linkin Park, Shadow Of The Day	23 Linkin Park, Shadow Of The Day	23 Linkin Park, Shadow Of The Day
24 Colbie Caillat, Realize	24 Linkin Park, Shadow Of The Day	22 Taylor Swift, Our Song	19 Justin Timberlake, SexyBack	24 Linkin Park, Shadow Of The Day	24 Linkin Park, Shadow Of The Day	24 Linkin Park, Shadow Of The Day
25 Linkin Park, Shadow Of The Day	25 Linkin Park, Shadow Of The Day	23 Taylor Swift, Our Song	20 Justin Timberlake, SexyBack	25 Linkin Park, Shadow Of The Day	25 Linkin Park, Shadow Of The Day	25 Linkin Park, Shadow Of The Day
26 Diddy, Diddy	26 Linkin Park, Shadow Of The Day	24 Taylor Swift, Our Song	21 Justin Timberlake, SexyBack	26 Linkin Park, Shadow Of The Day	26 Linkin Park, Shadow Of The Day	26 Linkin Park, Shadow Of The Day
27 Erykah Badu, Honey	27 Linkin Park, Shadow Of The Day	25 Taylor Swift, Our Song	22 Justin Timberlake, SexyBack	27 Linkin Park, Shadow Of The Day	27 Linkin Park, Shadow Of The Day	27 Linkin Park, Shadow Of The Day
28 Mario, Crying On My Shoulder	28 Linkin Park, Shadow Of The Day	26 Taylor Swift, Our Song	23 Justin Timberlake, SexyBack	28 Linkin Park, Shadow Of The Day	28 Linkin Park, Shadow Of The Day	28 Linkin Park, Shadow Of The Day
29 Jim Jones, Love Me No More	29 Linkin Park, Shadow Of The Day	27 Taylor Swift, Our Song	24 Justin Timberlake, SexyBack	29 Linkin Park, Shadow Of The Day	29 Linkin Park, Shadow Of The Day	29 Linkin Park, Shadow Of The Day
30 Snoop Dogg, Sensual Seduction	30 Linkin Park, Shadow Of The Day	28 Taylor Swift, Our Song	25 Justin Timberlake, SexyBack	30 Linkin Park, Shadow Of The Day	30 Linkin Park, Shadow Of The Day	30 Linkin Park, Shadow Of The Day

OPPORTUNITIES

EAST

MUSIC CHOICE

Interactive Programming Manager-Do you get the scoop before TMZ? Are you a pop culture junky? Position requires 2-5yrs exp Journalism/Programming/Mktg. Selector experience a plus. Creative writing and supervisory skills necessary. jobs@musicchoice.com

SOUTH

Southeastern Louisiana University needs an experienced, proven radio veteran to oversee the programming of its nationally-recognized public radio station KSLU and train college students for radio careers. Candidates with radio management experience preferred. Those with experience in both commercial and non-commercial radio are encouraged to apply. Applicants must be committed to working with diversity. KSLU is located in Hammond, Louisiana, just 40 minutes from New Orleans and Baton Rouge. For more detailed information regarding qualifications, duties, and how to apply, visit www.kslu.org/jobs. Southeastern is an AA/ADA/EEO employer.

MARKETPLACE ADVERTISING



Payable in advance. Order must be typed and accompanied by payment. Visa/MC/AMEX accepted. One inch minimum, additional space up to six inches available in increments of one inch. Rates for R&R Marketplace (per inch):

1 Time	\$95.00
6 Insertions	\$90.00
13 Insertions	\$85.00
26 Insertions	\$75.00
51 Insertions	\$70.00

Marketplace

(323) 954-3434

Fax: (323) 954-3411

email: rcorrea@radioandrecords.com

JOB OPPORTUNITIES

Wanting you for a new radio network with a "niche" management experience and/or investor(s) interested in creating a competitive radio network Broad2Radio@gooway.com

National Broadcasters Training Network is now hiring Admissions Representatives. Applicants must know and love radio! Email résumé to info@learn-by-doing.com

Account Exec/Sales person at Regent Broadcasting wanted. College degree or 2+ years experience in sales. Fax résumé to Sales Manager at (337) 234-7360.

Assistant Traffic Manager at Regent Broadcasting wanted. At least 1 year traffic experience. Fax résumé to Business Manager at (337) 234-7360.

Receptionist at Regent Broadcasting wanted. Experience typing, answering 10-lines, knowledge of Microsoft and Excel. Fax Paul Sonnier at (337) 234-7360.

POSITIONS SOUGHT

Hardworking disciplined well-trained broadcaster with top 5-market experience looking to move on to own show. Email me: jpfalcetta@yahoo.com

Locutor con 30+ años experiencia. Busca trabajo dondequiera en los Estados Unidos. Musica, Noticio y experiencia del programa. Llame a Jorge Capdevila. 813-446-0227. capdevila.jorge@yahoo.com

Personality with 30+ years experience. Looking for work anywhere in the United States. Music, News and program experience. Call Jorge 813-446-0227. capdevila.jorge@yahoo.com

Over 10 years in multiple formats - I Get Radio. Résumé, head shot, demos - www.getgeoffmoore.com

HIGHLY EXPERIENCED RADIO ENGINEER seeks temporary assignments anywhere! Station construction, systems integration, troubleshooting, maintenance, training. Bill Elliott, 305-230-6834. Email: bill Elliott@3DSJ.com

Talk Radio's Future Needs Start. Three years college radio experience, nationally syndicated internship, conservative-leaning libertarian talker. Jeff Scott, jeff@NOSPAM@jeffscottshow.com

Great digital/technical ability, strong on air. Attentive prep/detail, reliable. Knowledge of sound boards plus mobile DJ equipment. Jonathan 254-498-6282 jonathan.myrick84@yahoo.com

Ambitious, driven broadcaster with good production/copy, and prep skills! Communicates well, with energy and charisma! Terry Whitmer 682-323-9831 whitmer_terry@yahoo.com.

15-years worth of seasoning, sultry, conversational delivery, passionate about radio and music, available immediately, love to win ratings; www.myspace.com/maxinemichaels

Award-Winning News Director — Seeking return to Southeast radio. News, D-J, remotes, production, and promotions. Ralph Shaw 336-312-3794 or drnews@msn.com

Going through family business and flu, but still seeks Nor Cal/Pack North West On-Air gig contact Frank 510-223-1534.

Tenor style voice, with solid production ability, and creative copywriting skills, plus great show prep. Keyone Bell 817-323-7983 or Key1bell@yahoo.com

Air Personality/Production Pro looking to join a winning team. For résumé and air checks/production, visit <http://www.chuckbakermmedia.com/>

Bilingual with DRS, Cool Edit, seeks position in broadcasting industry as an On-Air Personality, Voice-Over talent and/or Copywriter. Christela 469-879-7258

Broadcast/Online PD. www.mikeberlak.com Documented AC Success. Plus, new ideas for the industry today. mike@mikeberlak.com

R&R Opportunities Advertising

1x \$200/inch 2X \$150/inch

Rates are per week (maximum 35 words per inch including heading). All ads appear on the R&R website, choice of Street Talk Daily or R&R Today daily e-mailed newsletter, and the magazine.

Blind Box: add \$50

The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling.

Positions Sought: \$50/inch

Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch.

R&R Opportunities Free Advertising

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 Friday 4 p.m. (PST), seven days prior to issue date. Free Opportunities listings can be emailed to: rcorrea@radioandrecords.com, faxed to: (323) 954-3411, or sent to: 5055 Wilshire Blvd., Suite 600, Los Angeles, CA. 90036. Free opportunities or job sought ads have a 20-word maximum. Will only accept typewritten or printed on 8 1/2" x 11" company/station letterhead.

R&R THE BACK PAGES

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BDS

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CHR/TOP 40

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	13	CHRIS BROWN WITH YOU	NO. 1 (1 WK)	11 ☆	JIVE/ZOMBA
2	4	11	SARA BAREILLES LOVE SONG		11 ☆	EPIC
3	1	19	FLO RIDA FEATURING T-PAIN LOW		11 ³	POE BOY/ATLANTIC
4	3	14	RIHANNA DON'T STOP THE MUSIC		11 ☆	SRP/DEF JAM/IDJMG
5	5	18	BUCKCHERRY SORRY		11 ☆	ELEVEN SEVEN/ATLANTIC
6	7	14	MILEY CYRUS SEE YOU AGAIN		☆	HOLLYWOOD
7	8	8	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		☆	19/JIVE/ZOMBA
8	6	20	SEAN KINGSTON TAKE YOU THERE		11 ☆	BELUGA HEIGHTS/EPIC
9	14	5	MARIAH CAREY TOUCH MY BODY		☆	ISLAND/IDJMG
10	9	27	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 ⁴ ☆	MOSLEY/BLACKGROUND/INTERSCOPE

NO. 1 MOST ADDED

MADONNA FEAT. JUSTIN TIMBERLAKE 4 Minutes (WARNER BROS.)

NO. 1 MOST INCREASED PLAYS

USHER FEAT. YOUNG JEEZY Love In This Club (LAFACE/ZOMBA)

TOP 5 NEW AND ACTIVE

FERGIE Finally (WILL.I.AM/A&M/INTERSCOPE)

GAVIN DEGRAW In Love With A Girl (J/RMG)

JANET Feedback (ISLAND/IDJMG)

KELLY ROWLAND FEAT. TRAVIS MCCOY Daylight (MUSIC WORLD/COLUMBIA)

DANITY KANE Damaged (BAD BOY/ATLANTIC)

COMPLETE CHR/TOP 40 CHART ON PAGE 25

RHYTHMIC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	15	CHRIS BROWN WITH YOU	NO. 1 (5 WKS)	11 ☆	JIVE/ZOMBA
2	2	15	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT		11	TRILL/ASYLUM/ATLANTIC
3	3	27	FLO RIDA FEATURING T-PAIN LOW		11 ³	POE BOY/ATLANTIC
4	4	8	RAY J & YUNG BERG SEXY CAN I		☆	KNOCKOUT/DEJA 34/KOCH/EPIC
5	6	5	MARIAH CAREY TOUCH MY BODY		☆	ISLAND/IDJMG
6	8	5	USHER FEAT. YOUNG JEEZY LOVE IN THIS CLUB	MOST INCREASED PLAYS	☆	LAFACE/ZOMBA
7	7	10	RIHANNA DON'T STOP THE MUSIC		11 ☆	SRP/DEF JAM/IDJMG
8	5	18	J. HOLIDAY SUFFOCATE		11 ☆	MUSIC LINE/CAPITOL
9	10	10	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR		☆	1ST & 15TH/ATLANTIC
10	14	9	2 PISTOLS FEATURING T-PAIN & TAY DIZM SHE GOT IT		☆	UNIVERSAL REPUBLIC

NO. 1 MOST ADDED

LLOYD FEAT. LUDACRIS How We Do It (Around My Way) (THE INC./UNIVERSAL MOTOWN)

NO. 1 MOST INCREASED PLAYS

USHER FEAT. YOUNG JEEZY Love In This Club (LAFACE/ZOMBA)

TOP 5 NEW AND ACTIVE

GRIND MODE She's So Fly (I'm So High) (GRINDMODE/DADETOWN/UNIVERSAL REPUBLIC)

ROCKO Umma Do Me (ROCKY ROAD/ISLAND URBAN/IDJMG)

MR. CAPONE-E Let Me Luv You Girl (HI POWER)

C-SIDE FEAT. KEYSHIA COLE Boyfriend/Girlfriend (1720/UNIVERSAL REPUBLIC)

BABY BASH FEAT. KEITH SWEAT Don't Stop (ARISTA/RMG)

COMPLETE RHYTHMIC CHART ON PAGE 28

URBAN

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	14	THE DREAM FALSETTO	NO. 1 (1 WK)	11 ☆	RADIO KILLA/DEF JAM/IDJMG
2	1	15	CHRIS BROWN WITH YOU		11 ☆	JIVE/ZOMBA
3	6	5	USHER FEAT. YOUNG JEEZY LOVE IN THIS CLUB	MOST INCREASED PLAYS	☆	LAFACE/ZOMBA
4	4	17	SHAWTY LO DEY KNOW		☆	D4L/ASYLUM
5	3	16	KEYSHIA COLE I REMEMBER		☆	IMANI/GEFFEN/INTERSCOPE
6	9	8	RAY J & YUNG BERG SEXY CAN I		☆	KNOCKOUT/DEJA 34/EPIC/KOCH
7	11	13	FAT JOE FEATURING J. HOLIDAY WONT TELL		☆	TERROR SQUAD/IMPERIAL/CAPITOL
8	5	22	J. HOLIDAY SUFFOCATE		11 ☆	MUSIC LINE/CAPITOL
9	13	5	MARIAH CAREY TOUCH MY BODY		☆	ISLAND/IDJMG
10	7	25	MARIO CRYING OUT FOR ME		☆	3RD STREET/J/RMG

NO. 1 MOST ADDED

MARY J. BLIGE Stay Down (MTRIARCH/GEFFEN/INTERSCOPE)

NO. 1 MOST INCREASED PLAYS

USHER FEAT. YOUNG JEEZY Love In This Club (LAFACE/ZOMBA)

TOP 5 NEW AND ACTIVE

CASELY Emotional (OIAZ BROTHERS/EPIC/KOCH)

JAY-Z FEAT. MARY J. BLIGE You're Welcome (NOT LISTED)

WEBBIE FEAT. LETOYA LUCKETT I Miss You (TRILL/ASYLUM/ATLANTIC)

BABY D I'm Bout Money (BIG OOMP/KOCH)

SHAWTY LO Dunn, Dunn (D4L/ASYLUM)

COMPLETE URBAN CHART ON PAGE 30

URBAN AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	19	KEYSHIA COLE I REMEMBER	NO. 1 (3 WKS)	11 ☆	IMANI/GEFFEN/INTERSCOPE
2	3	19	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		11	MBK/J/RMG
3	2	22	JAHEIM NEVER		☆	DIVINE MILL/ATLANTIC
4	4	23	MARY J. BLIGE JUST FINE		11	MTRIARCH/GEFFEN/INTERSCOPE
5	5	25	RAHEEM DEVAUGHN WOMAN		☆	JIVE/ZOMBA
6	6	17	ERYKAH BADU HONEY		☆	UNIVERSAL MOTOWN
7	7	9	ANGIE STONE SOMETIMES		☆	STAX/CMG
8	8	52	MUSIQ SOULCHILD TEACHME		11	ATLANTIC
9	14	5	MARIAH CAREY TOUCH MY BODY		☆	ISLAND/IDJMG
10	10	8	KEITH SWEAT FEATURING PAISLEY BETTIS SUGA SUGA SUGA		☆	KEIA/ATCO/RHINO

NO. 1 MOST ADDED

CHRISSETTE MICHELE Love Is You (DEF JAM/IDJMG)

NO. 1 MOST INCREASED PLAYS

CHARLIE WILSON FEAT. T-PAIN Supa Sexy (JIVE/ZOMBA)

TOP 5 NEW AND ACTIVE

CHRISSETTE MICHELE Love Is You (DEF JAM/IDJMG)

NE-YO Go On Girl (DEF JAM/IDJMG)

LATIMORE My Give A Damn Gave Out (LATSTONE)

DWELE I'm Cheatin' (KOCH)

VICK ALLEN When You Pack Your Bags (WALDOXY/MALACO)

COMPLETE URBAN AC CHART ON PAGE 31

COUNTRY

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	19	ALAN JACKSON SMALL TOWN SOUTHERN MAN	NO. 1 (1 WK)	☆	ARISTA NASHVILLE
2	1	16	CARRIE UNDERWOOD ALL AMERICAN GIRL		☆	ARISTA/ARISTA NASHVILLE
3	5	15	TRACE ADKINS YOU'RE CONNAMED THIS		☆	CAPITOL NASHVILLE
4	4	26	RODNEY ATKINS CLEANING THIS GUN (COME ON IN BOY)		11 ☆	CURB
5	3	22	KENNY CHESNEY DUET WITH GEORGE STRAIT SHIFTWORK		☆	BNA
6	7	35	CHRIS CAGLE WHAT KINDA GONE		☆	CAPITOL NASHVILLE
7	8	6	GEORGE STRAIT I SAW GOD TODAY		☆	MCA NASHVILLE
8	6	30	CHUCK WICKS STEALING CINDERELLA		☆	RCA
9	10	22	JAMES OTTO JUST GOT STARTED LOVIN' YOU		☆	WARNER BROS./WRN
10	9	32	JASON ALDEAN LAUGHED UNTIL WE CRIED		☆	BROKEN BOW

NO. 1 MOST ADDED

BRAD PAISLEY I'm Still A Guy (ARISTA NASHVILLE)

NO. 1 MOST INCREASED AUDIENCE

BRAD PAISLEY I'm Still A Guy (ARISTA NASHVILLE)

TOP 5 NEW AND ACTIVE

CRYSTAL SHAWANDA You Can Let Go (RCA)

SUGARLAND FEAT. LITTLE BIG TOWN & JAKE OWEN Life In A Northern Town (MERCURY)

JULIO IGLESIAS, JR. The Way I Want You (TEAM)

RISSI PALMER Hold On To Me (1720)

DOLLY PARTON Jesus & Gravity (DOLLY/COS)

COMPLETE COUNTRY CHART ON PAGE 39

AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	33	COLBIE CAILLAT BUBBLY	NO. 1 (12 WKS)	11 ³	UNIVERSAL REPUBLIC
2	2	38	FERGIE BIG GIRLS DON'T CRY		11 ⁵ ☆	WILL.I.AM/A&M/INTERSCOPE
3	3	45	DAUGHTRY HOME		11 ⁴ ☆	RCA/RMG
4	6	10	MICHAEL BUBLE LOST	MOST INCREASED PLAYS	☆	143/REPRISE
5	8	20	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 ⁴ ☆	MOSLEY/BLACKGROUND/INTERSCOPE
6	4	32	PINK WHO KNEW		11 ⁵ ☆	LAFACE/ZOMBA
7	5	37	ELLIOTT YAMIN WAIT FOR YOU		11 ² ☆	HICKORY/RED
8	7	36	PLAIN WHITE T'S HEY THERE DELILAH		11 ⁴ ☆	FEARLESS/HOLLYWOOD
9	10	12	TAYLOR SWIFT TEARDROPS ON MY GUITAR		11 ² ☆	BIG MACHINE/UNIVERSAL REPUBLIC
10	9	26	CELINE DION TAKING CHANCES		☆	COLUMBIA

NO. 1 MOST ADDED

SARA BAREILLES Love Song (EPIC)

NO. 1 MOST INCREASED PLAYS

MICHAEL BUBLE Lost (143/REPRISE)

TOP 5 NEW AND ACTIVE

MATCHBOX TWENTY How Far We've Come (MELISMA/ATLANTIC)

MAROON 5 Won't Go Home Without You (A&M/OCTONE/INTERSCOPE)

PAULA ABDUL & RANDY JACKSON Dance Like There's No Tomorrow (DREAM MERCHANT 21/CMG)

LAREAU Change My World (WARRIOR/BUNGALD)

SUGARLAND Stay (MERCURY NASHVILLE)

COMPLETE AC CHART ON PAGE 43

R&R THE BACK PAGES

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HOT AC						
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	30	SARA BAREILLES LOVE SONG	NO. 1 (3 WKS)	11	EPIC
2	3	23	BUCKCHERRY SORRY		11	ELEVEN SEVEN/ATLANTIC/RRP
3	4	34	FINGER ELEVEN PARALYZER		11 ⁴	WIND-UP
4	2	24	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 ⁴	MOSLEY/BLACKGROUND/INTERSCOPE
5	6	10	DAUGHTRY FEELS LIKE TONIGHT	MOST INCREASED PLAYS	11	RCA/RMG
6	19	19	LIFEHOUSE WHATEVER IT TAKES		11	GEFFEN/INTERSCOPE
7	7	21	LINKIN PARK SHADOW OF THE DAY		11	WARNER BROS.
8	8	37	COLBIE CAILLAT BUBBLY		11 ³	UNIVERSAL REPUBLIC
9	10	17	ALICIA KEYS NO ONE		11 ⁴	MBK/J/RMG
10	13	14	MAROON 5 WON'T GO HOME WITHOUT YOU		11	A&M/OCTONE/INTERSCOPE

SMOOTH JAZZ						
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	19	PAUL HARDCASTLE LUCKY STAR	NO. 1 (6 WKS)	11	TRIPPIN'N' RHYTHM
2	2	8	KENNY G SAX-O-LOCO		11	STARBUCKS/CONCORD/CMG
3	3	13	EUGE GROOVE MR. GROOVE		11	NARADA JAZZ/BLG
4	5	26	ERIC MARIENTHAL BLUE WATER		11	PEAK/CMG
5	6	25	CHRIS BOTTI VENICE		11	COLUMBIA
6	4	28	BONEY JAMES LET IT GO		11	CONCORD/CMG
7	9	9	JESSY J TEQUILA MOON		11	PEAK/CMG
8	20	8	EVERETTE HARP OLD SCHOOL		11	SHANACHE
9	10	8	CHRIS STANDRING LOVE & PARAGRAPHS		11	ULTIMATE VIBE
10	11	16	CHUCK LOEB WINDOW OF THE SOUL		11	HEADS UP

ALTERNATIVE						
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	21	FOO FIGHTERS LONG ROAD TO RUIN	NO. 1 (5 WKS)	11	RDSWELL/RCA/RMG
2	3	20	PUDDLE OF MUDD PSYCHO		11	FLAWLESS/GEFFEN/INTERSCOPE
3	2	24	LINKIN PARK SHADOW OF THE DAY		11	WARNER BROS.
4	4	29	SEETHER FAKE IT		11	WIND-UP
5	5	18	PARAMORE CRUSHCRUSHCRUSH		11	FUELED BY RAMEN/RRP
6	6	33	FOO FIGHTERS THE PRETENDER		11	RDSWELL/RCA/RMG
7	7	24	THE BRAVERY BELIEVE		11	ISLAND/IDJMG
8	15	15	JACK JOHNSON IF I HAD EYES		11	BRUSHFIRE/UNIVERSAL REPUBLIC
9	8	8	ATREYU FALLING DOWN		11	HOLLYWOOD
10	10	38	RISE AGAINST THE GOOD LEFT UNDONE		11	GEFFEN/INTERSCOPE

NO. 1 MOST ADDED
GAVIN DEGRAW In Love With A Girl (J/RMG)

NO. 1 MOST INCREASED PLAYS
DAUGHTRY Feels Like Tonight (RCA/RMG)

TOP 5 NEW AND ACTIVE
COLLECTIVE SOUL All That I Know (EL)
Yael Naim New Soul (TOT OU TARD/ATLANTIC)
JASON MRAZ I'm Yours (ATLANTIC/RRP)
KATE VOEGELE Only Fooling Myself (MYSPACE/INTERSCOPE)
JONAS BROTHERS When You Look Me In The Eyes (HOLLYWOOD)

COMPLETE HOT AC CHART ON PAGE 44

NO. 1 MOST ADDED
SOUL BALLET da da Diamonds (ARTIZEN)

NO. 1 MOST INCREASED PLAYS
MICHAEL MCDONALD (Your Love Keeps Lifting Me) Higher And Higher (UNIVERSAL MOTOWN)

TOP 5 NEW AND ACTIVE
SOUL BALLET da da Diamonds (ARTIZEN)
RAUL MIDON Pick Somebody Up (MANHATTAN/BLG)
SEAL Rolling (WARNER BROS.)
WAYMAN TISDALE Let's Do It Again (RENDEZVOUS)
JESSE COOK Cafe Mocha (KOCH)

COMPLETE SMOOTH JAZZ CHART ON PAGE 57

NO. 1 MOST ADDED
DEATH CAB FOR CUTIE I Will Possess Your Heart (ATLANTIC)

NO. 1 MOST INCREASED PLAYS
3 DOORS DOWN It's Not My Time (UNIVERSAL REPUBLIC)

TOP 5 NEW AND ACTIVE
ANGELS AND AIRWAVES Secret Crowds (SURETONE/GEFFEN/INTERSCOPE)
SAVING ABEL Addicted (VIRGIN)
LUDO Love Me Dead (REDBIRD/ISLAND/IDJMG)
FLOGGING MOLLY Requiem For A Dying Song (SIDEONE/DUMMYY)
SAFETYSUIT Someone Like You (UNIVERSAL MOTOWN)

COMPLETE ALTERNATIVE CHART ON PAGE 59

ACTIVE ROCK						
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	24	PUDDLE OF MUDD PSYCHO	NO. 1 (7 WKS)	11	FLAWLESS/GEFFEN/INTERSCOPE
2	2	16	FOO FIGHTERS LONG ROAD TO RUIN		11	RDSWELL/RCA/RMG
3	3	8	THEORY OF A DEADMAN SO HAPPY	MOST INCREASED PLAYS	11	604/ROADRUNNER/RRP
4	5	5	3 DOORS DOWN IT'S NOT MY TIME		11	UNIVERSAL REPUBLIC
5	6	8	ATREYU FALLING DOWN		11	HOLLYWOOD
6	7	9	ASHES DIVIDE THE STONE		11	ISLAND/IDJMG
7	4	23	BREAKING BENJAMIN UNTIL THE END		11	HOLLYWOOD
8	7	35	FIVE FINGER DEATH PUNCH THE BLEEDING		11	FIRM
9	8	6	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS		11	JIVE/ZOMBA
10	9	9	CHEVELLE THE FAD		11	EPIC

ROCK						
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	21	PUDDLE OF MUDD PSYCHO	NO. 1 (1 WK)	11	FLAWLESS/GEFFEN/INTERSCOPE
2	1	29	SEETHER FAKE IT		11	WIND-UP
3	4	4	3 DOORS DOWN IT'S NOT MY TIME	MOST INCREASED PLAYS	11	UNIVERSAL REPUBLIC
4	3	37	SIXX: A.M. LIFE IS BEAUTIFUL		11	ELEVEN SEVEN
5	5	15	FOO FIGHTERS LONG ROAD TO RUIN		11	RDSWELL/RCA/RMG
6	6	8	THEORY OF A DEADMAN SO HAPPY		11	604/ROADRUNNER/RRP
7	7	10	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION		11	SILVER ARROW
8	8	59	FINGER ELEVEN PARALYZER		11 ⁴	WIND-UP
9	9	45	THREE DAYS GRACE NEVER TOO LATE		11 ²	JIVE/ZOMBA
10	10	4	SEETHER RISE ABOVE THIS		11	WIND-UP

TRIPLE A						
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	16	JACK JOHNSON IF I HAD EYES	NO. 1 (10 WKS)	11	BRUSHFIRE/UNIVERSAL REPUBLIC
2	3	6	R.E.M. SUPERNATURAL SUPERSERIOUS		11	WARNER BROS.
3	2	19	INGRID MICHAELSON THE WAY I AM		11	CABIN 24/ORIGINAL SIGNAL/RED
4	4	6	COUNTING CROWS YOU CAN'T COUNT ON ME		11	DGC/GEFFEN/INTERSCOPE
5	5	13	SHERYL CROW LOVE IS FREE		11	A&M/INTERSCOPE
6	6	30	SARA BAREILLES LOVE SONG		11	EPIC
7	7	15	MIKE DOUGHTY 27 JENNIFERS		11	ATO/RED
8	8	3	STEVE WINWOOD FEATURING ERIC CLAPTON DIRTY CITY		11	COLUMBIA
9	9	15	KT TUNSTALL SAVING MY FACE		11	RELENTLESS/VIRGIN
10	10	3	JASON MRAZ I'M YOURS		11	ATLANTIC/RRP

NO. 1 MOST ADDED
AVENGED SEVENFOLD Afterlife (HOPELESS/WARNER BROS.)

NO. 1 MOST INCREASED PLAYS
THEORY OF A DEADMAN So Happy (604/ROADRUNNER/RRP)

TOP 5 NEW AND ACTIVE
FILTER Soldiers Of Misfortune (PULSE)
SAFETYSUIT Someone Like You (UNIVERSAL MOTOWN)
FINGER ELEVEN I'll Keep Your Memory Vague (WIND-UP)
DISTURBED Perfect Insanity (REPRISE)
R.E.M. Supernatural Superserious (WARNER BROS.)

COMPLETE ACTIVE ROCK CHART ON PAGE 60

NO. 1 MOST ADDED
DEF LEPPARD FEAT. TIM MCGRAW Nine Lives (ISLAND/UMG)

NO. 1 MOST INCREASED PLAYS
3 DOORS DOWN It's Not My Time (UNIVERSAL REPUBLIC)

TOP 5 NEW AND ACTIVE
RUSH Working Them Angels (ANTHEM/ATLANTIC)
SERJ TANKIAN Sky Is Over (SERJICAL STRIKE/REPRISE)
12 STONES Anthem For The Underdog (WIND-UP)
KID ROCK All Summer Long (TOP DOG/ATLANTIC)
RED Already Over (ESSENTIAL/RED/EPIC)

COMPLETE ROCK CHART ON PAGE 61

NO. 1 MOST ADDED
JAKOB DYLAN Something Good This Way Comes (COLUMBIA)

NO. 1 MOST INCREASED PLAYS
MATT NATHANSON Come On Get Higher (VANGUARD)

TOP 5 NEW AND ACTIVE
TRISTAN PRETTYMAN Madly (VIRGIN)
BODEANS Every Day (RESOLUTION)
KATHLEEN EDWARDS The Cheapest Key (ZOE/ROUNDER)
MATT COSTA Mr. Pitiful (BRUSHFIRE/UNIVERSAL REPUBLIC)
NEEDTOBREATHE More Time (ATLANTIC)

COMPLETE TRIPLE A CHART ON PAGE 64

Bitten at an early age, radio consultant has lived a lifetime in the business he loves most

Gary Berkowitz

By Erica Farber

Gary Berkowitz has been involved in every aspect of radio, from unpaid intern and on-air personality to PD—and for the last 18 years, as one of the business' most successful programming consultants. With infectious enthusiasm and a never-say-no attitude, Berkowitz is a big believer in a short-term world of long-term planning.

Getting into the business: My parents took me into New York when I was 8 or 9. Times Square had the Marine Recruiting booth right in the center and they were doing a remote broadcast with Peter Tripp on WMGM—one of those 48-hour marathon broadcasts where he'd been up for 200 hours. I remember distinctively going, "This is what I want to do." I grew up in New York with WABC, WMCA and when I was really young, WMGM and 1010 WINS. I loved playing the drums, and I loved radio.

Liuer Notes

Profile: Gary Berkowitz

Title: Berkowitz

Broadcast Consulting president

Favorite radio format: "AC and oldies."

Favorite TV show: "Larry King Live"

Favorite song: "Anything written by Burt Bacharach & Hal David or sung by Dionne Warwick."

Favorite movie: "The Godfather"

Favorite book: "Any good ratings book."

Favorite restaurant: "The Village Place in Orchids Lake, Mich."

Beverage of choice: "Diet Coke."

Hobbies: "Finding time to not be working. For me it's all-encompassing."

E-mail address: garyberk@aol.com

First job in radio: At 13, I became an intern at WGBB-AM in Freeport, Long Island. Their disc jockeys were so good, and they had reverb on and cool jingles. I was there throughout high school. My first on-air job was at WTHE on Long Island. In between brokered programming, they played country music.

I went to Emerson College in Boston. My first summer I got a job working for Bill Shaughnessy at WVOX. It was a middle-of-the-road station, but I was a screaming top 40 disc jockey, so they would pretty much yell at me all the time.

I ended up working for Knight Quality Broadcasting, which owned stations in and around Boston. This was my first real top 40 radio experience. They used me not because I was a good disc jockey, but because I had a car. There would be times where I would do 10-3 in Fitchburg and they'd say, "How quickly can you get down to Fall River?" That was next to Providence, where I heard WPRO-FM. The program director was Jay Clark and I met him and he figured, "What the heck? The kid doesn't want any money," so I was a prime prospect. That began the most important part of my career; I stayed at WPRO-FM for many years.

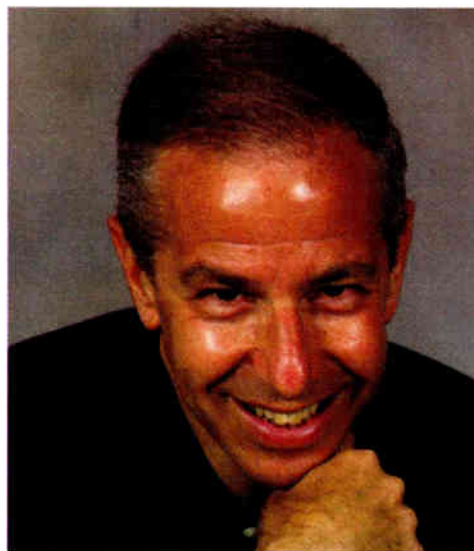
Becoming a consultant: From Providence it was Boston, Detroit, and I went back and forth to Providence a few times. What really led me to go

on my own was when I had just become program director of Q95 [WKQI] here in Detroit. It was a startup and I had just left WJR, the big AM 50,000-watt clear-channel station. I realized on my first day at my new job I'd made a mistake. I had just signed a two-year deal, but decided when my contract was up I was going into my own business. I had been programming successfully for a long time and made a lot of money for people, and I wanted to give this a shot on my own. And I knew I could always be a program director if my business plan failed.

I put my shingle out in 1990; two weeks later, my wife was pregnant with No. 3. And I said, "That's good, because I'm quitting my job and I'm opening up my own consultancy and I've got one client." Now it's been 18 years.

Company mission: To help radio stations get better ratings; it's that simple. I work primarily with AC.

Define your programming philosophy: Keep it simple, play the hits. And more importantly, stay



WorldRadioHistory

with your audience and never get too far ahead of them. Never try to be too cool for the room. Mirror their expectations and what they want.

Long-term goals: I hope to continue doing this as long as the industry will have me. I love this business more than anything. There's my family, my social world and my business, and my business to me is everything.

State of radio: Everyone is saying what's wrong with our business, and we have to find out what's right. It hurts me to see so many people losing their jobs because most of us choose to be in radio; we don't get forced into it. Ten years ago if you got let go as a program director, within 48 hours you'd typically read in R&R that so-and-so is going from here to here. That doesn't happen today as much.

There are a lot of challenges. I see it with my own kids and they're grown. They're not using radio the way I used to. It's all about content, and sometimes we don't put enough emphasis there.

Career highlight: Being the first PD and the guy that set the foundation at 'PRO-FM in Providence. Some 30 years later it is still in the same format and the No. 1 station in Providence. The program director and morning guy are two people I hired and I'm very proud of that.

The biggest deal is Fresh, the former WNEW-FM, which is now WWFS. My mother died very young and never understood me getting into radio, but her favorite radio station when I was a kid was WNEW-AM, and the fact I am now working with WNEW is very special to me."

Career disappointment: There have been no disappointments. In the '90s, somebody gave me an expression I live by: "Tough times don't last; tough people do." If someone told me today my run was over, I could look up and say, "Mom, I've made it."

Most influential individual: First would be my wife, BJ. She has been on this roller coaster with me for 35 years. I've got three gorgeous children, and she raised them. She's been the rock and kept it all together for me. Professionally, it's the guys that believed in me early on: Warren Potash, my general manager at WPRO. The other is Jim Arcara, who was president of Cap Cities Radio. And Dick Rakovan, who was my GM at 'PRO-FM. He had me at my wildest stage ever.

Advice for broadcasters: Love the business, consider it an honor to work in our industry, listen to your audience and let them lead you where you need to go.

R&R

'It was a middle-of-the-road station, but I was a screaming top 40 disc jockey, so they would pretty much yell at me all the time.'

—Gary Berkowitz

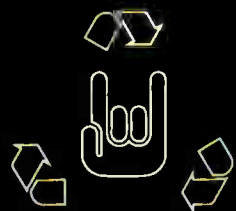


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