

RADIO, WHAT DO WE DO NOW?



How Does Radio Get Ahead Of The Game In 2009? What Practices Must Be Followed To Effectively Compete?

How Can Broadcasters Profit In A Turbulent Year? R&R Readers Tackle The Tough Questions p.10



R&R

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Cuddy Resigns From Citadel

Tom Cuddy has resigned from Citadel, where he was VP of its FM Station Group, Major Markets, as well as VP of programming for hot AC WPLJ/New York. Cuddy, a 29-year company vet, has been with WPLJ since 1990 and was upped to VP of music programming for ABC Radio in 1996, making him the longest-continuous programmer in New York. His resignation comes one week after the departures of Citadel major-market radio group president and WPLJ president/GM Mitch Dolan and Los Angeles cluster president/GM John Davison.—*Keith Berman*



Cuddy

Borneman Adds On WPLJ

Following Citadel veteran Mitch Dolan's recent departure from his longtime position as GM of hot AC WPLJ/New York, as well as the company's major-market honcho, Steve Borneman has annexed the GM post at WPLJ. Market vet Borneman is conveniently located across the hall at talk WABC, where he's been president/GM since June 2006. He knows his way around WPLJ as well, having joined that station in 1989 and worked his way up from account executive to national sales manager, local sales manager, general sales manager and finally station manager in 2004.—*Keith Berman*

Jameson New Dave FM PD



Jameson

Programmer/consultant Scott Jameson is the newly named PD of CBS Radio triple A WZGC (92.9 Dave FM)/Atlanta. He replaces Mike Wheeler, who left last month. Jameson,

who most recently worked for Jacobs Media, is best-known for his 15-year stint at Clear Channel/Indianapolis as the FM OM for WFBQ and WRZX before leaving in late 2007. In addition to music, Dave is the official FM station for the Atlanta Falcons. "There's a huge programming opportunity at Dave FM to create a stronger, more emotional connection with the listener," Jameson says.—*John Schoenberger*

Liberty Media Snatches Sirius XM From Jaws Of Bankruptcy

John Malone's Liberty Media saved Sirius XM from a grueling bankruptcy, agreeing Feb. 17 to pump \$530 million into the New York-based satcaster in return for a 40% ownership stake. That means a \$250 million cash injection just in time for Sirius to make a \$171.6 million payment to cover maturing 2.5% convertible notes. It gets another \$30 million as part of the first phase of funding, with the balance used for corporate expenses.

Englewood, Colo.-based Liberty—which owns the Atlanta Braves and 48% of DirecTV, along with investments in QVC, Starz, Encore and Time Warner—will provide an additional \$150 million to Sirius subsidiary XM Satellite Radio, with the opportunity to purchase another \$100 million of XM's outstanding loans. Liberty gets two seats on the Sirius XM board, likely filled by Malone and Liberty CEO Greg Maffei.

While Maffei noted a few obvious synergies between the two companies, DirecTV may want a piece of the action with Sirius' upstart Backseat video delivery operation. He says, "We have been impressed with the company, its operations and management team." Sirius CEO Mel Karmazin was "pleased" by the agreement, particularly considering the challenging credit markets. The deal appears to have saved Karmazin's job and will likely ensure that current Sirius programming stays intact. "Not a damn thing is going to change," one Sirius insider says, pointing out that Malone's companies are content-rich, like Sirius.—*Jeffrey Yorke*



Malone



LET FREEDOM REIGN: Rep. Gene Green, D-Texas, (far left) addresses a Feb. 12 Capitol Hill press conference called by the Free Radio Alliance to unveil the Local Radio Freedom Act that he and Rep. Mike Conaway, R-Texas, reintroduced into the 111th Congress. At right, Randy Hawke, OM of Mid-West Family Broadcasting's Madison cluster, encourages passage of the NAB-backed resolution to oppose "any new performance fee, tax, royalty or other charge" on local stations.

NAB, SoundExchange Agree On New Streaming Rates

The NAB and SoundExchange have reached an agreement on Internet streaming rates for local radio stations that simulcast programming over the Internet or create stand-alone Internet stations, which provides discounts on previously set rates for 2009 and 2010 and establishes rates for 2011-2015. Additionally, the NAB and SoundExchange reached separate agreements that waive certain statutory format restrictions allowing, for example, certain artists to be played more often during a four-hour period and hosts to preannounce an artist's recording.

Rates for simulcasts or Web channels operated by local stations are reduced in 2009 and 2010 by about 16%, then gradually increase through 2015, from \$0.0015 per streamed sound recording in 2009 to \$0.0025 per stream by 2015. The agreement was reached under authority of the Webcaster Settlement Act of 2008 (H.R. 7080) and covers simulcasts over the Internet of all copyrighted, commercially released musical performances. SoundExchange had representatives from each of the major labels—Sony BMG, Universal, EMI and Warner Music Group—along with indie label representatives.

Noting the explosive growth of music streamed on the Internet, SoundExchange executive director John Simson says, "This is good news for everyone involved in music, from artists to labels to broadcasters and fans. It provides radio stations more opportunity to grow their online businesses in a stable business environment. Further, it gives artists and copyright holders the opportunity to have more of their music played while being fairly compensated in more places, as radio services expand their offerings on the Internet."—*Mike Boyle and Jeffrey Yorke*

ON THE WEB Online Listening Up 37.6% Last Year

Online music radio and track play listening hours increased 37.6% to 6.7 billion in 2008, while in-stream audio sold against ad-supported cumulative hours improved by 46.1% to \$74 million during the 12-month period, according to AccuStream iMedia Research.

The report, "Online Music Spins and Media Spend: 2003-2012," shows that AOL's Shoutcast platform remains the most utilized outlet for online music, capturing 52.5% of total TSL, followed by Clear Channel sites with 7.8%.

An analysis of ad-supported music listening reveals Clear Channel the market leader, with a 16.5% share, followed by AOL Radio with 13.2%.—*Kevin Peterson*

WAMJ Simulcast Moves WPZE

The demise of smooth jazz WJZZ/Atlanta late last month prompted Radio One/Atlanta to make some major changes. Gold-based R&B WUMJ (Majic 107.5), which debuted Jan. 28 and replaced WJZZ, is now simulcast on 97.5, supplanting gospel WPZE (Praise 97.5). The gospel format doubles its reach, now heard on WAMJ (102.5). "The Steve Harvey Morning Show" and afternoon program "The Michael Baisden Show," previously heard on WAMJ, are airing on the WAMJ/WUMJ simulcast.

—*Daniella Dunham*

Nova M Now 'On Second Thought'

Progressive talk syndicator Nova M has shuttered, following a dispute between host Randi Rhodes and network GM Eric Reinert, the latter says. A new company called On Second



Rhodes

Thought has been formed. The new entity will not work with Rhodes but will continue offering Nova M host Mike Malloy, along with shows from Nancy Skinner (who has been filling in while Rhodes has been off-air because of the dispute) and host Mike Newcomb.—*Mike Stern*

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INSTANT REPLAY

'You either ought to have the Fairness Doctrine or we ought to have more balance on the other side.'



—Former President **Bill Clinton** talking to Clear Channel talk KKZN/Denver host Mario Solis-Marich about the need for media accountability

Google Exits Radio Spot Market

Google, which launched its Audio Ads and Radio Automation divisions in 2006 after buying digital solutions provider dMarc Broadcasting, has exited the radio business. The move comes a month after the company said it was leaving the newspaper sector.

The Mountain View, Calif., operation will cut about 40 jobs related to the radio side and sell its Radio Automation business. It also plans to focus efforts on online streaming audio.

TargetSpot CEO Doug Person says he welcomes Google's entry into the streaming audio sector. "We launched TargetSpot in 2007 with the belief that online audio advertising—because it combines the targeting, measurability and interactivity of the Web with the impact of an audio ad—is the future," Person wrote in an e-mail. "Having Google introduce their million-plus advertisers to the high-impact and highly targeted streaming audio ad further validates its value. Google will have a positive impact to the entire Internet radio community."

—Ken Tucker and Jeffrey Yorke

Davidson Media Sells Its 36-Station Group

Five-year-old Davidson Media Group has been sold to SS Broadcasting Holdings, headed by Sanjay Sanghoo. Run by president Felix L. Perez and based in New York, Davidson, focused in small and medium markets, is among the nation's largest Hispanic and "inspirational"-oriented radio companies, with 29 Hispanic-programmed stations in 25 markets and seven inspirational outlets in a half-dozen markets. Perez will continue to hold the reins under the SS Broadcasting flag with the rest of the current management team remaining in place.

Sanghoo previously worked for a global alternative investment firm based in New York and was a media-focused investment banker. Davidson said Sanghoo has "considerable experience in the media, communications and entertainment sectors." —Jeffrey Yorke

Business Briefing By Jeffrey Yorke

Cumulus Shrinks By 7%; Pay Cuts At Peak

Some companies are enduring the economic calamity by cross-the-board layoffs and some are simply reducing salaries. Cumulus has trimmed its ranks by 259 workers, or 7% of the group's 3,900-member work force, since last November when the reductions began. CEO Lew Dickey says cutbacks are being made on a market-by-market basis.

In Fresno, Peak Broadcasting has just paid \$90 million to buy CBS Radio's four-station cluster, which has approximately 75 fulltime employees. Under Peak's ownership, they are now receiving 10% less in salary as the company tries to prune expenses.

Journal Radio Revenue Falls 8% In Q4

Milwaukee-based Journal Communications says its fourth-quarter 2008 radio division revenue was \$19.7 million, down 7.8% compared with \$21.4 million during the same period in 2007. The multimedia company reported an operating loss from its radio stations of \$29.4 million, which included a \$33.6 million pre-tax impairment charge for 24 radio broadcast licenses and work force reductions.

Journal's overall Q4 revenue was \$134.3 million, a decrease of 9% compared with \$147.6 million. The company took an impairment charge of \$336.3 million, along with a \$1.2 million charge related to a series of job cuts, which it announced last fall and that affected all

broadcasting and publishing divisions.

"Fourth-quarter total publishing revenue was off just over 10% and total broadcast revenue was off just over 6%," Journal chairman/CEO Steven Smith says. "Overall Journal Communications revenue decreased 9% in the quarter and 6.5% in 2008."

Tisch Watch: Investor Up To 398,000 Saga Shares

New York investor Daniel Tisch appears to be loving his investment in Saga Communications, acquiring an additional 5,500 shares in four days, boosting his total ownership in Saga to 398,000 shares. He picked up another 1,500 shares Feb. 11 at \$3.95 for a Class A common share, a nickel less per share than what he paid a day earlier when he added 2,500 Saga shares to his portfolio. On Feb. 12, he grabbed another 300 shares at \$3.92 apiece, and then on Feb. 13 bought another 1,200 shares at \$3.92 apiece.

The Cat Grabs HD Radio

HD radio, still a mouse in the big house of radio, has been snatched up by the big cat. Jaguar, sold by Ford to the Indian Tata family last year, says HD radio receivers will come factory-installed in the XK, hitting dealerships this summer, but later in the year will be standard in all 2010 models. Factory-installed HD is also available in certain models manufactured by Audi, BMW, Ford, Hyundai, Kia, Lincoln, Mercedes, Mercury, MINI, Scion and Volvo.

Transactions at a Glance

Lazer Broadcasting's KXTY-FM/Morro Bay, Calif., to University of Southern California for \$1.2 million . . . Bilbat Radio's WKPQ-FM/Hornell, N.Y., along with two FM translators to PRG LLC for \$600,000 . . . Compadres' KVAN-AM/Burbank, Wash., to Centro Familiar Cristiano for \$500,000 . . . Allman Electronics Lab's WOTR-FM/Lost Creek, W.Va., to Stephen R. Peters for \$75,000.

Deal of the Week

WKSA-FM/Isabela, Puerto Rico

PRICE: \$5 million **TERMS:** Asset sale for cash and note.

BUYER: RAAD Broadcasting, headed by GM Roberto Davila. Phone: 787-785-9390. It owns one other station in the market: WXYX-FM.

SELLER: Luis Mejia. Phone: 787-620-9898 **FORMAT:** Spanish AC

COMMENT: Luis Mejia's Isabela Broadcasting's WKSA-FM/Isabela, Puerto Rico, to RAAD Broadcasting's La Equis Broadcasting for \$5 million. An undisclosed portion of the purchase price will be paid via a promissory note.

2009 Deals to Date

Dollars to Date:	\$21,062,334	(Last Year: \$125,297,536)
Dollars This Quarter:	\$21,062,334	(Last Year: \$125,297,536)
Stations Traded This Year:	95	(Last Year: 85)
Stations Traded This Quarter:	95	(Last Year: 85)

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JASON MRAZ LEADS AC FOR A THIRD WEEK WITH "I'M YOURS." HIS FOLLOW-UP, "LUCKY," WITH COLBIE CAILLAT, LIFTS 26-23 AT HOT AC, WHERE THE SONG SCORES THE FORMAT'S SIXTH-BEST INCREASE IN PLAYS (UP 155, A 20% GAIN).

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MUDVAYNE'S "DO WHAT YOU DO" TOPS ACTIVE ROCK FOR A FOURTH ISSUE. THROUGH HIS WEB SITE, THE BAND'S RYAN MARTINIE IS OFFERING PRIVATE BASS LESSONS TO LUCKY FANS TO BENEFIT THE HUMANE SOCIETY OF THE UNITED STATES.



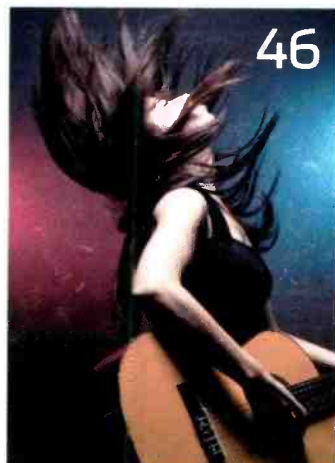
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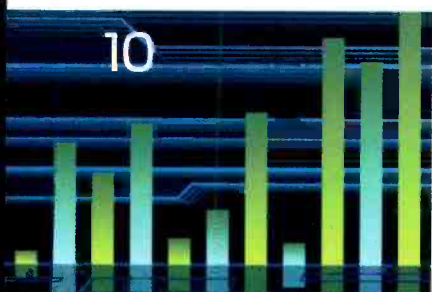
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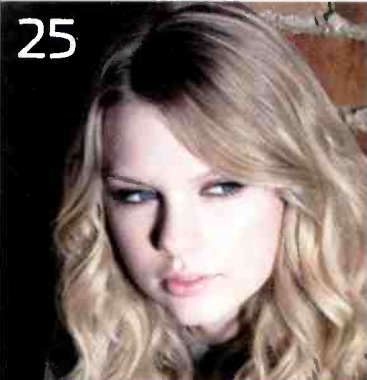
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What's New This Week Online

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▶ [Click on Charts](#)

T

Feb. 24
Entercom reports fourth-quarter and full-year results before the stock market opens and conducts an 11 a.m. teleconference.
▶ [Bookmark Radioand-Records.com for coverage and analysis](#)

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Connect yourself with the whole industry: Get listed in the R&R Directory.
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Your passion for creating great radio got you where you are today. Now it's time to take advantage of the techniques and technologies at the NAB Show™ to ensure your programming will be heard everywhere your listeners are tomorrow.

Broadcast Management Conference | April 18-22

Reinvention in an Age of Austerity

When times are tough, the tough get going! With continued forecasts of a weak economy, going outside of your company's boundaries to examine the issues facing broadcasting today can yield diverse ideas and rewards. With a new administration, and a new FCC Chairman and Commissioner, it is more important than ever that you attend the NAB Show. The Broadcast Management Conference sets the stage for imaginative thinking and answers to these questions and more:

- What kind of new content regulation and spectrum management can you expect from the FCC?
- Do you need a new business model to capitalize on game-changing innovations?
- What are the first steps for launching a mobile strategy in these impossible times?
- How can innovative technologies help you stay competitive?
- What are the latest tactics for enhancing your revenue streams?

Broadcast Management Conference Schedule-at-a-Glance

Sunday, April 19

7:30 a.m.	
8:00 a.m.	
8:30 a.m.	
9:00 a.m.	
9:30 a.m.	
10:00 a.m.	
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1:00 p.m.	
1:30 p.m.	
2:00 p.m.	
2:30 p.m.	
3:00 p.m.	
3:30 p.m.	
4:00 p.m.	
4:30 p.m.	

1:00 – 4:30 p.m.
Focus on Leadership:
Building and
Implementing an
Effective
Strategic Plan

Monday, April 20

7:30 a.m.				
8:00 a.m.				
8:30 a.m.				
9:00 a.m.				
9:30 a.m.				9:00 – 10:15 a.m. Opening Keynote and State of the Industry Address <small>accenfire</small>
10:00 a.m.				
10:30 a.m.	10:30 – 11:45 a.m. Regulating Broadcast Programming — Is Content King or Will Government Reign?	10:30 – 11:45 a.m. Small Market Idea Swap	10:30 – 11:45 a.m. HD Radio Content: It's Not Just About HD-1 and HD-2	
11:00 a.m.				
11:30 a.m.				
12:00 p.m.				
12:30 p.m.				
1:00 p.m.	1:00 – 2:15 p.m. Streaming Secrets Revealed! What Every Radio Station Should Know	1:00 – 2:15 p.m. HD Radio Sales	1:00 – 2:15 p.m. Rating Radio's Ratings Systems	12:30 – 2:15 p.m. Television Luncheon Broadcasting Hall of Fame
1:30 p.m.				
2:00 p.m.				
2:30 p.m.	2:30 – 3:45 p.m. Station Choices — Restructuring in a Changing Financial Climate	2:30 – 3:45 p.m. How to Keep Your Share of the Advertiser and Agency Dollars	2:30 – 3:45 p.m. Reality Radio: Producing Videos for Your Web site	2:30 – 4:00 p.m. Television Moving Forward: The Business Model
3:00 p.m.				
3:30 p.m.				
4:00 p.m.				
4:30 p.m.				

Sessions are subject to change. Visit www.nabshow.com for up-to-date information.

Focus on Leadership | April 19

The Focus on Leadership session will be held from 1 – 4:30 p.m. in the LVCC. Learn the best practices of developing and implementing strategic business objectives. The sessions are sponsored by the Broadcast Leadership Training Program and the NAB Career Development Seminars.



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Exhibit Floor Hours

Las Vegas Convention Center
 April 20 – 22: 9 a.m. – 5 p.m.
 April 23: 9 a.m. – 2 p.m.

Las Vegas Hilton
 April 19: 5:30 – 6:30 p.m.
 April 20 – 21: 9 a.m. – 5 p.m.
 April 22: 9 a.m. – 3:30 p.m.

Tuesday, April 21

7:30 a.m.	7:30 – 8:45 a.m. Media and The White House: Restructuring the Communications Path			
8:00 a.m.				
8:30 a.m.				
9:00 a.m.	9:00 – 10:15 a.m. A New Day in Washington Regulation	9:00 – 10:15 a.m. Going Green and Seeing Black	9:00 – 10:15 a.m. Money Makers: Internet Best Practices	9:00 – 10:15 a.m. Vertical Real Estate: Tall Towers Mean Tall Dollars
9:30 a.m.				
10:00 a.m.				
10:30 a.m.	10:30 – 11:45 a.m. It's 10:30, Do You Know Where Your DTV Signal Is Being Carried?	10:30 – 11:45 a.m. Dialing for Digital Dollars		10:30 – 11:45 a.m. Revitalizing Radio with New Revenue Streams
11:00 a.m.				
11:30 a.m.				
12:00 p.m.				
12:30 p.m.		12:30 – 2:00 p.m. Radio Luncheon Broadcasting Hall of Fame		
1:00 p.m.	1:00 – 2:15 p.m. Broadcasters and the New Media: Leaving the Analog World Behind		1:00 – 2:15 p.m. Mobile: The Station Acquisition Process	1:00 – 2:15 p.m. The CTV Transition: What's Up, What's Next
1:30 p.m.				
2:00 p.m.				
2:30 p.m.				
3:00 p.m.	2:30 – 3:45 p.m. FCC Face Off	2:30 – 3:45 p.m. Your Next Generation of Sales Trainers	2:30 – 3:45 p.m. Self Reinvention: Turning Into Your Best Side	2:30 – 3:45 p.m. Digital Audience Growth Strategies
3:30 p.m.				
4:00 p.m.	4:00 – 5:15 p.m. Navigating My Radio Station Through the New FCC			
4:30 p.m.				
5:00 p.m.				

Wednesday, April 22

7:30 a.m.		
8:00 a.m.		
8:30 a.m.		
9:00 a.m.		9:00 – 10:15 a.m. Controlling Your Television Music Rights Costs: Is There Anything You Can Do?
9:30 a.m.		
10:00 a.m.	9:00 a.m. – 12:00 p.m. Disaster Preparedness and Public Alerting (Broadcast Engineering Conference)	
10:30 a.m.		
11:00 a.m.		
11:30 a.m.		
12:00 p.m.		
12:30 p.m.		
1:00 p.m.	1:00 p.m. – 5:00 p.m. Visit the Exhibit Floor!	
1:30 p.m.		
2:00 p.m.		
2:30 p.m.		
3:00 p.m.		
3:30 p.m.		
4:00 p.m.		
4:30 p.m.		
5:00 p.m.		

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Live Nation-Ticketmaster Merger Triggers Probe

By Ray Waddell and Cortney Harding, Billboard

Two live entertainment giants that spent nearly two years maneuvering for advantage are now entwined in an ardent embrace. Live Nation Entertainment, as the newly merged company would be called, would be the most powerful and influential entity in the music business, with the ability to tap into, and possibly even control, revenue from ticketing, merchandising, sponsorships, e-commerce and recorded music.

It surprised no one when the proposed merger of Live Nation and Ticketmaster Entertainment triggered an antitrust probe by the U.S. Department of Justice. It could also draw the interest of European regulators. The investigation could take months or longer—and the DOJ has probed Ticketmaster in the past. In 1991, it approved Ticketmaster's acquisition of its major competitor, Ticketron. But in 1994 the DOJ decided to investigate after complaints of anticompetitive practices surfaced.

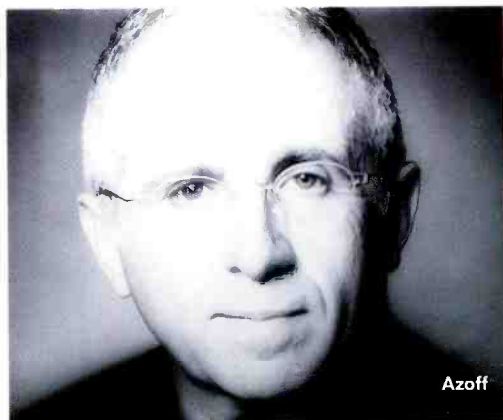
After a round of hearings before the House Government Operations subcommittee, the DOJ closed the investigation in July 1995, although it didn't offer a specific reason for doing so.

This time, the investigative process of the DOJ and other regulatory agencies—such as the Federal Trade Commission—is hard to predict. Attorney Marc G. Schildkraut, partner in Washington firm Howrey, thinks the deal “will be in for an extended investigation, which only about 3% of mergers get. Does it raise barriers to entry? Could an outside party looking to enter the market get into any venues? If entry is easy, then it's not a problem.”

Ticketmaster CEO Irving Azoff and Live Nation president/CEO Michael Rapino say their companies aren't trying to join forces to eliminate competition, pointing to viable competitors in concert promotion and venue operations. Live Nation can say that it built and launched a global ticketing system in a year, and sources say that Anshutz Entertainment Group and its live entertainment promotion division AEG Live are already well into building their own ticketing system.

Still, the potential merger is a legal minefield. Even if it does go through, regulators could require the companies to jettison assets. The new company might also have to renegotiate some of its existing partnerships. AEG's contract with Ticketmaster has three years left, but includes an exit clause if control of Ticketmaster changes, according to a source. The pact covers as many as 100 venues that AEG owns or runs, including Staples Center in Los Angeles and the O2 in London, and high-traffic theaters like the Colosseum at Caesars Palace in Las Vegas.

Losing AEG would be no small blow for Ticketmaster, which sells as many as 20 million tickets per year for AEG's venues, concerts and sports teams. Still, there's no question that a merger will ease competitive pressures for Live Nation and Ticketmaster. Live Nation Ticketing is already eating into Ticketmaster's business. Ticketmaster is developing a marketing business that could challenge Live Nation, and both run direct-to-fan e-commerce that competes directly.



Azoff



Rapino

The companies already have formidable stables of artists. Ticketmaster's Front Line Management unit has deals with more than 200 acts, including the Eagles, Neil Diamond, Jimmy Buffett and Aerosmith. Live Nation has cut long-term multirights deals of its own with Madonna, U2, Shakira and Nickelback. The conflict of interest posed by a management company that negotiates deals with a concert promoter under the same corporate umbrella doesn't trouble Azoff: “We run a very decentralized operation” at Front Line, he says. “Our managers make those decisions with their artists, the artist has the final decision, and every artist has an individual manager at Front Line, plus their agent, plus their business manager, plus their lawyer. It's a collaborative process. I would think that Live Nation will probably have to bid harder than they did before.”

At this point it doesn't appear that Live Nation will have a lock on Front Line acts nor vice versa. Live Nation says it promotes about 20,000 concerts annually, less than 15% of them by Front Line artists. *R&R*

The potential merger is a legal minefield. Even if it does go through, regulators could require the companies to jettison assets.

NEW AD CATEGORIES STEP UP AS AUTOMOTIVE, RETAIL SCALE BACK SPENDING

By Alexandra Cahill

With the automotive and retail ad categories spending significantly less on radio, other categories and platforms are emerging to partially fill the void. Insurance, quick service restaurants and credit services have upped spending to cater to consumers focused on saving money and protecting their assets as the nation continues to endure a deep economic recession.

“With the challenging economy, we're seeing categories such as home improvement and grocery spending more to indicate advertisers are targeting Americans who are focused on the home,” RAB president/CEO Jeff Haley says. “Additionally, advertisers in categories like retail and quick service restaurants continue to promote their value pricing to customers.”

According to Nielsen Monitor Plus data, the automotive industry continued to hold the top spots in major U.S. radio markets last year, despite double-digit percentage drops from

2007 levels: Automotive dropped by 11.9% in Los Angeles last year, by 13.5% in Chicago, 10% in Dallas, 29% in New York and 38% in San Francisco. Meanwhile, insurance and telecom services/systems stepped up spending substantially in each of the top five markets last year, in some cases tripling their radio budgets.

According to Nielsen SpotScan, which provides weekly national ad spending data through January 2009, quick service restaurants, telecom services/systems and insurance companies have consistently ranked as the top four advertisers in January. Meanwhile, categories that haven't appeared as frequently during the last several months, like credit and tax services, have ranked within the top 10 in recent weeks.

Matt Mills, director of sales at Bonneville's



Haley

WTOP, the No. 1 billing station in Washington since 2003, acknowledges that the auto industry is down in the market, but the news outlet is “still getting plenty of annual spending as well as monthly deals.” Mills says WTOP has more than 800 advertisers, “and of the ones

who place annual advertising with us, a large majority are renewing their deals as they have in previous years.” Many of these advertisers, however, are taking a wait-and-see approach, he says, so it could be “a month or two until we see what effect this is going to have on us.”

Unlike other markets, Washington benefits from a group of advertisers that have noticeably not been affected by the economic downturn—federal contractors.

The biggest challenge facing Mills and his

WTOP colleagues is “the simple fact that everyone wants more for less. The economy is used as a tactic on most all negotiations.”

With a glut of unsold advertising, 3,000-plus stations have sold airtime using Bid4Spots, a weekly online auction where advertisers pick up spots at reduced rates. The online marketplace, which was founded in 2005, has nearly doubled in size and recently reported a 93% increase in total ad revenue generated for radio stations in 2008 compared with 2007.

“We've seen explosive growth this year,” company chairman/CEO Dave Newmark says, “but it's still a little scary to some advertisers because they are used to picking specific stations.”

Newmark explains the appeal of the reverse auction for stations: “You have your traditional advertisers that have gone away, you have smaller sales staff, and you don't want to have a fire sale for the remaining advertisers that you do have because that will wreck the integrity of the rates forever.” That's where Bid4Spots comes into the picture as a last-minute solution for the value-minded advertiser. *R&R*

Additional reporting by Mike Boyle.

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abc RADIO NETWORKS

Radio, What Do

What's the recipe that every radio broadcaster needs to follow to get ahead of the game in 2009? What are the best practices that must be followed to compete effectively? What are the best-in-class ideas that every broadcaster can profit from in a turbulent year?

R&R and industry strategist/researcher Mark Ramsey posed those questions to industry folks during the month of January through open solici-

tations on their Web sites. Dozens of readers responded with thoughtful and constructive answers to the most burning question of the year: Radio, what do we do now?

A collection of some of the most intriguing submissions, as judged by R&R editors and Ramsey, appear in the pages that follow. Additional contributions will be posted at RadioandRecords.com on Feb. 26.

Radio's Cultural Revolution

By **Jeff Schmidt** jeff.schmidt2@cumulus.com

Radio's future will be as much about what happens off the air as on the air. Because of this, radio needs nothing short of a top-to-bottom cultural revolution.

We need to birth a new culture of innovation. A culture that embraces new ideas and experimentation. A culture that faces down old fears in the pursuit of creating new products and services for our clients and audiences.

It's unreasonable to expect we can incubate a culture of innovation in radio before we get out from under the pervasive culture of Arbitron. The problem is what we've allowed Arbitron to become and the effect it has on our thinking. If an idea doesn't have the potential to move the Arbitron needle, we discard it before any resources are "wasted" on it. We behave as if there's no other way we can create meaning and value for listeners, clients and ourselves than by playing and winning the Arbitron game. This is a false and increasingly dangerous choice.

We've been doing this for so long that our internal culture has become one of echo chambers and feedback loops. A process that asks the same questions that recall the same answers. It's led to a culture that is often quite hostile to any idea that isn't about winning the Arbitron game.

For example, CBS Radio launches KYOU/San Francisco. Billed as Open Source Radio, it would solicit and broadcast podcasts and audio created by the community and other sources. The station was

closely integrated with its Web site. It was an idea truly of this place and time.

It was put on a tertiary AM signal so there wasn't much at stake from a traditional point of view. Still, the inside reaction and chatter I witnessed from the radio peanut gallery—from the lowest to fairly high levels—was mostly snide mockery and derision.

That kind of naked hostility toward new ideas doesn't happen in Silicon Valley. I doubt you'll find it at Apple or Google or any organization or industry that thrives on its ability to generate ideas.

So, what are we building? Why didn't Pandora come out of our own test kitchens? Shouldn't it have rightly been our innovation? Will we develop the next idea that captures people's affection?

In an increasingly social, interconnected and symmetrical media space, we can't afford a myopic worldview of radio as a closed ecosystem that can thrive without new ideas or innovations. Business as usual is going to be an increasingly bad business.

So how do we get there—to birth a culture of innovation?

We can begin laying the foundation right now by rewarding extra Arbitron thinking. The veil of fear of failure and ridicule needs to be



'Passionate, engaged communities will command far higher CPMs than generic, passive crowds.'

—Jeff Schmidt

lifted. Experimentation needs to be encouraged and embraced.

Here's a thought. Have you ever wondered how many passionate niche communities might exist within your database of generic radio contest players? Is there anyone in your group getting an incentive to find out and create new products and services specifically designed for those passionate communities?

Passionate, engaged communities will command far higher CPMs than generic, passive crowds.

This is going to be the prevailing wisdom of advertising in the years to come. A bullhorn will not be able to compete with a whisper from a trusted friend. Advertisers are now learning this. Where will we be, and what will we be doing, when this is common knowledge?

We can be great mainstream broadcasters on the radio and dig deep into creating credible products and services for the many niche communities and interests that already exist within our fan base. We can play Arbitron without being a slave to Arbitron.

This, along with many other ideas, can happen when we begin rewarding extra Arbitron thinking.

Are we there yet? 2009 can be the year we answer, "Yes, we are." R&R

Jeff Schmidt is director of creative services for Cumulus Media classic rock KSAN and triple A KFOG/San Francisco.

o We Do Now?

Seven Unconventional Ideas To Deal With A Changing Marketplace

By Wayne Schmidt wayne.schmidt@yale.edu

Now that we have trimmed the last of the fat from our budgets to shore up the castle walls, what can we do next? First, don't panic. Second, think of yourself as a media station instead of a radio station. Allocate resources to develop content ideas that position your station to exploit developing technology when it arrives—then pounce on it when it becomes



available. Just remember that to be successful you need to match meaningful content to the technology on which it is delivered.

Third, talk with your local schools about technology used in the classroom—you may find some valuable ways to deliver compelling content. Talk to teachers and students about what their wants and needs are. Talk to the principal or chief disciplinarian. Find out what problems the school is having, if any, with iPods, cell phones or other technology. This will give you insight into how students interface with technology and media. Their tech habits today will be everyone's media habits tomorrow.

Fourth, invest in local talent. Grow people who know your market and can easily relate to your area. You will find plenty of talented, capable entry-level minds at your local college. Young local talent is not only low cost; they are also a front-line participants

in the world of emerging media and change. Listen to their needs and thoughts for answers about what to do now that will keep you competitive later.

Fifth, develop creative new advertising products that give the appearance of greater exposure to finicky clients. For example, without deviating from your clock, give the client a chance to work with your programming staff to tailor permissible content in the form of a sponsorship of a broadcast hour. Keep your focus on being listener-friendly and have the client provide some relatable info, like local history or "did you know" facts about the business that your talent can use during breaks.

Sixth, offer free technology clinics at local expos, colleges, conferences or home shows. If you can't find the resources to provide this service, develop a trade arrangement with the local computer repair shop to provide service under your station's banner.

Seventh, don't fall into the trap of thinking that listeners will forgive us for the shortcuts we take while trying to make a profit. We really do jettison a few PIs every time we fail them in some way, and they are much more likely to relate a negative experience than a positive one. Be the place that people go to for service and keep in mind that too many shortcuts can seriously diminish your credibility beyond repair. You know you will truly have mastered this concept when your listeners become your clients.

Finally, remember that exploring the world can't hurt you, so take the time to do some unconventional research. It can only help you better understand where you are today and help you prepare for tomorrow.

Wayne Schmidt is director of operations at Yale Broadcasting urban AC WYBC-FM and triple A WYBC-AM/New Haven, Conn.

Developing A New Business Model

By Dan Vallie valliedan@aol.com

Fortunately, the radio industry is already doing some of the things it should be doing, like embracing new technology to take it to a new level with a new business model. Now your favorite station can deliver in HD and, through multicasting, be more than one station—all on one frequency.

Radio is no longer the medium with just great audio. Online, you can watch videos of the songs being played on-air. If you missed a news interview, you can listen to the podcast. On the station's Web site, through video, you step into the studio of your favorite on-air personality—and you can access it on your laptop, desktop or mobile phone. Our business model is evolving to maximize all the opportunities.

We need to listen to our financial people but we should not count on them to help us determine where we are going and how to get there. The vision, dreaming, creating and innovating has to come from those that think that way comfortably and naturally.

Media convergence is already happening. I work with students at the Kellar Radio Talent

'A station's audio stream is just as important as its on-air signal. The day may come that we are Web sites that also have radio stations.'

—Dan Vallie

Institute at Appalachian State University and encourage them to put their video and Web skills on their radio résumé. Most broadcast majors graduating today have talents and skills that will help develop our new business model.

A station's audio stream is just as important as its on-air signal. The day may come that we are Web sites that also have radio stations. The audience is going to the Web, and we have to be where the audience is.

We need passionate, optimistic, smart and talented people that love the business. While companies feel the need to trim overhead by cutting people, those we keep and recruit are the ones we are counting on to help us excel. Surviving means coping, and thriving means excellence and moving forward so that when the recession ends, we are in a position to lead with a better quality product than before.

We must invest in research—not the typical research where we know the answers before we

see the study, but research that addresses today's needs and opportunities.

We can't only rely on technology, air talent, the sales staff, department heads, management and consultants.

For our industry to thrive, we all must contribute to the success by casting visions and creating and executing strategies. But to truly maximize our opportunity, the group heads and corporate offices will need to make it happen.

And you know what? I think they will.

Dan Vallie is founder of Vallie Richards Donovan Consulting.



Join The Online Conversation

By Phil Wilson phil@remaincomm.com

It is vital for radio to join the conversation online through a well-thought-out and -executed social media strategy and the appointment of someone to oversee it.

Too many times in radio, our Internet presence is merely a stake in the ground, allowing us to proudly proclaim, "Yes, I am on the Web!" Radio's online presence needs to be more than signing up for a MySpace page or Twitter account. It must be about using those tools to reach and build stronger relationships with its audience to engage them in conversation. The use of social media can take the one-way medium of radio and turn it into a two-way conversation.

With this form of communication that is now as vital to business as the telephone, radio can realize a host of benefits:

- Receive instant feedback from PIs.
- Access to convert those who are part of your station's PI community online to new on-air listeners.
- A new resource for content. Social media provides tools to put the power of media into the hands of listeners, transforming content consumers into content producers.
- The ability to unite airstaff, sales staff, promotion staff or the front office team in the cause of evangelizing their station or company.
- Instant access to a vibrant, creative, active community willing to take risks and explore new ways of doing things.
- New ways of driving people already online to the station's Web offerings.

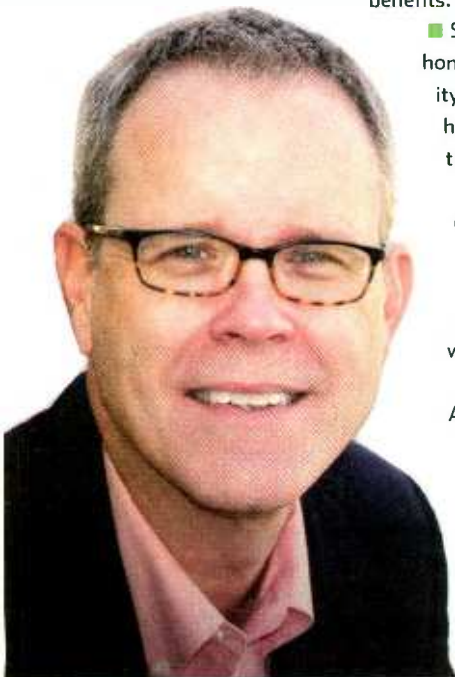
While younger demos are responsible for the proliferation of social media, a far wider group continues to adopt this form of communication on a daily basis. Based on December 2008 sources including Technorati and comScore, blogs attract 77.7 million unique visitors in the United States. More than 100 million blogs exist, producing 1.5 million posts per day. Facebook has 41 million users, MySpace has 75.1 million, and YouTube commands 10% of all Internet activity.

Though the tools to execute this social media strategy are free, there are some non-monetary costs involved:

- Being engaged requires a time commitment. Dedicating a short amount of time to online activities each day will yield benefits.
- Social media was built on the concept of honesty and transparency. Any lack of sincerity will be noted by the crowd and could harm the brand. Approach every interaction as if it were with a friend.
- Radio must be willing to abandon its desire for constant control.
- Patience is required for the use of social media to pay off. Any marketer that tells you otherwise is telling you what you want to hear.

As you wait for the monetary rewards of a strong, engaged radio brand communicated via social media, remember the short-term benefits of social media engagement—and its minimal cost.

Veteran programmer Phil Wilson is founder of social media consulting company RemainComm.



If Ever There Was A Time

By Bill Figenshu fig@figmedia1.com

With Sirius XM preparing for a possible Chapter 11 filing, has there ever been a better time to work on radio's "perception" problem? Would you buy a satellite receiver from a company that might not be around a year from now? In this recession, how critical is the monthly subscription fee compared to, say, paying your mortgage?

Now is the time to go after them with everything we have, and that includes putting satellite radio on the defensive. Perhaps it's time to reinforce the basics and play offense.

What should we be doing? Reminding advertisers that despite the increased competition, there are still more than 235 million people who listen to radio every week. That's about 215 million more than you know who.

Present your station as a local brand. Brands are everywhere, but local brands are important to consumers today if we provide local programming they can't get from the bird. We have local brands that are part of the community. They don't.

Distribute your radio brand where the people are. That means online and as a mobile applica-

tion, in addition to AM and FM. Then offer it to your advertisers as a complete package.

Reinforce the immediacy of radio to deliver a message, the value of inexpensive production and the local uniqueness of your brand.

Put programming on the HD channels that matters to consumers and differentiate side channels from current analog radio offerings. Traffic and weather 24/7, job postings, books on tape, car tips, restaurant reviews, real estate listings, computer and cell phone discussions, police scanners—anything but more boring deep cuts.

Sure, there is a recession and times are hard for small and large businesses alike, but "when the going gets tough, the tough use radio." It's

affordable, accountable and reliable as an advertising medium. If it's bad times for satellite radio, why not let everyone know it by restating our own attributes? Let's go get our audience. It's time to stand up and make a big noise.

Bill Figenshu is president/CEO of consultancy Figmedia1 and president of station development and operations for Peak Broadcasting.



Believe In The Power Of Digital

By Richard Fusco rfwoodstock@gmail.com

Radio needs to expand beyond the limits of traditional broadcast radio to become a multimedia, platform-agnostic content provider. Video and cell phones are key components of this new identity.

Radio needs to develop new creative for advertisers that takes advantage of the ability of new media to engage and involve the listener. The Internet offers an instant direct link to the advertiser. Ads in the stream, for example, should be created with a call to action that, at the very least, directs listeners to the advertiser's site.

Radio needs to use the emotional bond that it creates with the public to develop new nontraditional revenue streams, such as commerce. Listeners trust their favorite station and will buy when stimulated with on-air announcements. Stations should set up a commerce component

even if it's just affiliate programs with such online retailers as Amazon. Stations can also build their own online stores and sell items to listeners that are geared to their demographic.

Stop giving away digital assets—pre-rolls, streaming ads, banners—for free as value-adds. Even if it's 99 cents, begin to establish monetary value for your digital assets.

The Internet is the most accountable advertising medium in history. It is basically census-based as opposed to Arbitron's current sample-based system. Don't paint yourself in a corner by selling digital based on impressions or clicks-throughs. Sell more creatively than that.

Richard Fusco is VP/director of digital strategies of Chet-5 Broadcasting triple A WDST/Woodstock-Poughkeepsie, N.Y., and Internet radio channel RadioWoodstock.com.



Reading Ramsey

Mark Ramsey's "Making Waves: Radio On the Verge," published in 2008 by iUniverse, is adopted from his popular hear2.0 blog. In the book, he interviews dozens of top marketing professionals to gain their insight and offer solutions to move radio into the future.

In the forward, Greater Media president/CEO Peter Smyth comments that "Making Waves" is a must-read that "challenges the reader to redefine the way radio does business and how we, as an industry, continue to reinvent ourselves from both a digital and accountability perspective."

Among the topics Ramsey covers are "how to make your marketing stick, lessons in bad branding from the auto industry, more choice can be deadly, how radio can confront change, how to make radio relevant again and radio trend spotting."

Following is an excerpt from the book's postscript:

eBay was born in 1995 when a computer programmer named Pierre Omidyar couldn't register the name of his consulting company, Echo Bay Technology Group, so he shortened the domain to "eBay."

The very first item to appear on eBay was Omidyar's laser pointer: his broken laser pointer.

After selling the item for \$14.83, Omidyar contacted the winning bidder to make sure he understood that this laser pointer was, in fact, busted.

He did. You see, he was a collector of broken laser pointers.

There's something for everyone and, thanks to the democratizing force of digital media, there's now everyone for something.

Still, radio has an advantage few other media have, regardless of where those media live. We have the biggest, most effective megaphone in town.

Use it.

To create a new future.

While you can...

The buzz always yields to what's new and sexy, to be sure.

But that's only part of the story.



You see, an iPod never soothed your fears when a tornado leveled your neighborhood. An Internet stream never volunteered its time and money for your local community. A satellite radio station never brought your favorite music artist to town. A mobile phone never tossed you a free T-shirt at a movie screening. You never called Apple to play a game or request a song or enter a contest. Nobody at last.fm ever inflamed your political passions or solved your relationship problems or helped you handle your money. Internet radio never helped you

find your way home in rush hour and never helped you know what to wear to work or school. It never made you smile or cry or feel like you're part of an extended family, singing along to the same tune and laughing along to the same jokes. The miracle of radio is not that we play the same songs our competitors do, but that we do everything else they can't.

Radio is that friend in the dark, that playground of the mind. Close your eyes and see what you hear.

Why Video Didn't Kill The Radio Star

By Steve Williams steve@wvfj.com

Radio should keep a focus on what it does best: local, timely entertainment and information. That has kept us alive since the mid-'50s and the advent of TV. That's why video didn't kill the radio star; why cable radio, CDs, MP3 players, online stations, satellite radio and other media haven't wiped our industry out. But when



shareholders are a higher priority than listeners, it's like killing the goose that lays the golden eggs.

Radio is the original social network. A top 40 station is a gathering place for people who live in a local market, like pop music and are interested in the secondary lifestyle that surrounds pop music in that market. The station's

on-air talent and callers reflect and live that lifestyle. No other media can do that.

Our media is in virtually every car and home in this country. If we get the content right, who can stop us?

As far as new media are concerned, use what works. Stay focused. If you know what the audience is into, be sure that you are slightly ahead of the curve. Trying to be too far ahead of the curve on everything is very expensive and not necessary.

HD radio? Unless you have enough killer

formats that include local, timely entertainment and information, why bother? I see somewhere in the neighborhood of zero demand for HD radio, and I see an industry, desperate to fragment itself, that it is practically forcing HD on a totally apathetic audience.

Is it time to let HD radio go?

Steve Williams is marketing and promotions director of Provident Broadcasting Christian AC WVFJ/Atlanta.

Get Back To What Made Radio Special

By Ron Roberts rroberts@qantumradio.com

Get behind any of the MP3 players that come with FM tuners; more specifically, push the consumer to the Microsoft Zune with Buy From FM technology. When users hear a song on the radio they like, the Zune allows them to purchase that song instantly. Everyone wins: The record labels get their product to the consumer via radio, radio facilitates that transaction and consumers gets the instant gratification they seek.

Stop using station Web sites as "added value." Tap your site as a new revenue source by selling advertising, including video commercials. A Flip video camera costs \$150 and Windows Movie Maker is installed on most XP computers. With that minimal investment, stations can create video presentations for their clients, complete with graphic overlays.

'Get back to what made radio "special" to the listener: being live and local.'

—Ron Roberts

Get back to what made radio "special" to the listener: being live and local. Syndicating or automating night shifts is insane; your future adult demo is being shunned in the name of saving a buck. Do we think radio will be a vital part of younger consumers' lives when they've grown into adult demos and have formed their media habits? Voice-tracking jocks from out-of-market is equally worthless. What kind of business model do we have when the major corporations scale back their product, then hit the streets with rate cards that, in essence, tell the adver-



tiser, "What we've been selling you all this time isn't worth as much as we used to tell you it was"? Slashing programming to create a rate card that's the lowest in your market only makes for a lesser product, which tunes listeners away from your stations, and some from radio, altogether. Why should they listen to a personality-free jukebox when they can get that from their MP3 player already—minus commercials?

Ron Roberts is PD of Qantum Communications CHR/top 40 WXXM (Mix 97.7)/Myrtle Beach, S.C.



Conference embraces mobile alerts, social networking and on-site training

RAB Promises Return On Investment

Alexandra Cahill
ACahill@RadioandRecords.com

Sheila Kirby began attending the RAB conference when she was a saleswoman at WFYR/Chicago 25 years ago. She credits two enlightened managers—former station GM Dick Rakovan and GSM Weezie Kramer—for encouraging her to go every year.

“They set up a platform that if I paid my own way, but then shared with my sales team what I learned and also closed business, they would pay my conference costs back—which they did each time.” Kirby says. “The idea is timely now. Sellers investing in themselves and managers paying them back if the ROI is proven.”

All three former WFYR colleagues now work for the RAB in different capacities: Rakovan as VP of client services, Kramer as vice chair of the Board of Directors and Kirby as planning committee chair for RAB2009.

Facing New Challenges

The conference, set for March 16-18 in Orlando, took Kirby and her committee of “50 industry leaders from the smallest to the largest markets” eight months to plan. For the first time, representatives from advertisers and ad agencies have been added to the mix of industry professionals.

Kirby acknowledges that networking, training salespeople in the digital space and making radio attractive to advertisers is crucial as managers face a variety of unprecedented challenges as a result of the economic downturn. Kirby, who served as Interep’s president of sales before the rep firm filed for Chapter 7 liquidation last November, sees the conference as an opportunity to get “back to basics and talk about what’s working and what’s not. What do we need to do differently?”

Key sessions at the conference will focus on “decision-makers today who are making a difference. We get lazy and lose sight of what’s important to the person who spends money,” Kirby says. “This is about using the best medium on the planet that can actually marshal consumers, be-

cause of the loyalty factor, to do something.”

The March 16 “Advertiser Spotlight: Miller Coors” session will offer attendees a deeper understanding of one of the largest advertisers today. Miller Coors/Chicago executive VP/sports and event marketing Dockery Clark and her team—a region manager and distributor—will discuss the beer industry, how the company spends money with sports teams and the importance of partnerships.

Chris Schembri, AT&T/Dallas VP of media services, will serve as a panelist March 17 during the session, “AT&T: What the Communication Giant Wants from Radio.” Kirby says Schembri will talk about where AT&T is going and what it needs, as well as mobile and the growth of the space as the future single device that people use for everything. Session attendees will walk away with tools to approach the company and its agency partners with ideas and solutions.

“The Restaurant Industry: Navigating Through a Challenging Consumer and Economic Environment in 2009,” another March 16 session, will look at “million-dollar ideas for small markets. What ideas are working and selling?” Kirby asks.

She is hopeful that sessions emphasizing the needs of advertisers will help turn the tide for the industry. “People are still spending money. The question is, Are they going to spend it on radio?”

In addition to sessions with titles like “Going Mobile” and “Digital Deep Dive 101,” Kirby and her committee have made technology an integral part of RAB2009. For starters, the conference has a Facebook profile and a blog.



‘People are still spending money. The question is, Are they going to spend it on radio?’

—Sheila Kirby

Attendees can also sign up to get mobile alerts 15 minutes before a session is scheduled to begin, courtesy of HipCricket.

“The text alert is new this year,” Kirby says. “The facility is good for this kind of feature.” There will also be LCD screens for blogging so that attendees can interact constantly during the conference.

The RAB will again offer the Certified Digital Marketing Consultant program to attendees, according to Kirby, who explains that it is a “very intensive training on digital assets so you can become conversant in the digital space.” It starts on Sunday, March 15 at 10 a.m., “and moves into 10 very robust sessions.”

Andy Stefanovich, founder of innovation consultancy Play and a nationally recognized thought leader, will deliver the opening breakfast keynote March 17. RAB VP of marketing Leah Kamon had hired and worked with Stefanovich when she was a VP at Time Warner.

His selection was actually inspired by the previous year’s speaker, Wired editor-in-chief Chris Anderson, who Kirby calls “a radical departure” for the RAB. “Radio has moved into the digital space. Do we really understand what the digital space looks like beyond our own Web sites? Chris set the pace.”

Emphasizing Interactivity

Since the focus of RAB2009 is on interactivity, Stefanovich will return after his initial keynote for

a two-hour luncheon and interactive session starting at 12:30 p.m. “We interview executives and ask them, ‘What are your problems? What are the five identified problems or issues that you would like to change?’ We will go through it with the group and we will post it on the LCD screen. Andy will guide us and his team on the process.”

Former R&R publisher Erica Farber will also be honored with the inaugural Trailblazers Award by the RAB and the Mentoring and Inspiring Women in Radio Group at the RAB Conference Board of Directors Luncheon March 18.

The award was established to celebrate a female who has blazed new trails for women in the radio industry.

Despite continued corporate downsizing and tight budgets, Kirby says attendance is up 21% over last year at this time. This is thanks, in part, to the RAB’s rate reduction. “They’ve figured out how to keep people coming. We’ve tried to make it cost effective.”

Kirby says the conference is about “investing in yourself and your company. Send one person and make that person responsible for disseminating that information throughout the cluster.” She promises that salespeople who attend RAB2009 “are going to get real success stories and best practices. You’re going to get org charts of companies, you’re going to get leads. We can’t afford not to have our people well-trained, because advertisers will go elsewhere.”

R&R



Stefanovich



Kirby

Personalities who make the extra effort with sales will sit in the top seat

Make Yourself Indispensable

'The harsh reality is that radio stations are for-profit entities. The sooner air talent grasps this reality and figures out how to get involved in this area, the better we'll all be.'

—Steve Reynolds

Steve Reynolds
reynoldsgroup@gmail.com

the good old days are gone. We need to deal with what's happening right now in our industry and, more specifically, at your radio station. Life has changed for all of us and we need to change, too.

- As a talent coach, here's a conversation I'm having with the shows I work with: Let's figure out how to directly help the radio station do what's becoming increasingly difficult—make money.

When I was on the air, we'd always joke that sales made the money and programming spent it. We'd have a hearty laugh at that observation and move on to creating our fun, watching as the salespeople dressed in jackets, ties and freshly pressed business suits worked to sell the spots. The harsh reality is that radio stations are for-profit entities. As air talent, the sooner this reality is grasped—and we figure out how to get involved in this area—the better we'll all be.

A Challenge

So here's a challenge in this new time from a guy who believes that programming rules: Help.

Yeah, I know you're doing a billion things and it might be unfair to ask you to do one more. But there's an upside.

As a talent, you're the face of the radio station. Without you, stations have nothing to sell but numbers. You make the radio station come alive: You make it worth something as a point of differentiation in the market and you have the power to move people into client locations because of your credibility with the listener.

I suggest you approach the PD, general sales manager and market manager in the next week and ask that they set up meetings during the next two months with the station's top 10 clients. Meet with these people for one express purpose: to thank them for their business and their belief in the radio station and the results that radio provides as an industry. Then, I suggest that you give them your cell number and encourage them to call if they ever need anything.

After that, go on at least one sales call per month when there are major dollars on the table to help that salesperson secure the deal.

Can you imagine how overwhelmingly positive the reaction will be from these clients when the station's premiere talent (you) comes by to say thanks?

I know a morning guy who does this every week. He's gotten to know all the station clients through the years and now visits them unannounced just to say hello, thanks and to see how things are. The clients love him for doing this. When there's a potential buy, who do you think gets the money? This guy's ratings would literally have to drop to a 0.0 in 12+ for the station to even consider firing him.

What's In It For You?

You're the star of the station, and getting involved in this way will mean something to whomever you work for. Understanding that radio stations are out to make a buck is important now more than ever. Here's what's in it for you:

- Working hard in this arena helps you see the business from a much different perspective. It will strengthen relationships in the building (and make it much easier when you have to say no to that dumb trivia game the salesperson wants you to play so he gets the buy).

- You'll help the salesperson make more profit (it's always smart when you work hard for others to succeed, because that kind of life philosophy comes back to you).

- You might get an endorsement deal out of it, which means extra money for you.

- Your competitor is probably not doing this, so you'll have an edge.

- Your company will see greater value in you as an employee—which means if the next round of layoffs materializes, you'll probably be safer.

We work really hard with the talent we coach to be more real and relevant and to come up with that next great idea to make the audience more loyal and passionate about what we do. We're all about doing radio that'll make the ratings go up. How we can help the bottom line, though, is a conversation we've also been having in the last few months.

There's tons of fear right now. We have no idea where this is going or what tomorrow will bring. But there's a lot in your control, too. Seize the moment with a bold new plan to help the station, your company and ultimately yourself and that fear will go away. Yeah, you'll need to break out some khakis and a button-down shirt for the client visits, but the upside is too big to ignore.

Doing so helps the station keep the transmitter on, your fellow employees employed and the chief engineer in pocket protectors (unless they were nixed in the last round of expense cuts). And ultimately, of course, it helps you. R&R

Steve Reynolds is president of talent coaching firm the Reynolds Group.



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Promotional ideas to fit any station budget

A Spring Book Promotional Primer

Mike Stern

MStern@RadioandRecords.com

the impending arrival of warmer weather and people coming out of hibernation means it's time to make promotional plans for the spring book. Since most stations' marketing budgets are smaller than the \$14.95 I spent on a Snuggie for my sweetie on Valentine's Day, I assembled a group of professionals to brainstorm a list of low or no-cost, spring-themed promotional opportunities.

The conversation was dominated by talk of listeners cutting back spending due to the country's current economic situation. Since the first thing to get cut is often leisure time activities like travel and eating out, the group came up with a number of ways stations can fill that void.

Hometown Station

With listeners opting not to travel or choosing to travel near home, help them explore your city's treasures. This is a great way to remind listeners that you are their hometown station.

Start by reclaiming the "best of the city" franchise from the local newspaper. Pick any category people get passionate about—like the best burger, the best Italian food, or any other topic people like to debate. Have listeners e-mail nominations for the category. Narrow down the field, posting the leading nominees on your Web site. Listener voting can be conducted online or tied to a host's show and taken via phone or text. End each survey by hosting a station party at the winning location complete with listener discounts.

It's also a good time to develop promotional ties with local attractions like water and amuse-

Start by reclaiming the 'best of the city' franchise from the local newspaper. Pick any category people get passionate about—like the best burger or the best Italian food.



Cashin

ment parks, museums and golf courses to provide discounted tickets and free passes for your listeners. With many resorts reporting room vacancies, trade promotional muscle for that available inventory, giving listeners a local getaway.

Make the "staycation" sound larger by turning it into an adult spring break. Provide day care or babysitters for the kids, limo services, tickets to concerts or sporting events, and a special T-shirt commemorating the event. This simple bit of theater can help listeners escape from the pressures they are facing.

Don't let limited budgets force you to completely rule out sending listeners on actual vacations. With the tourism industry suffering, there are trip giveaway opportunities to capitalize on. Select a destination and reach out to the local convention and visitors bureau. In many cases they have budgets that can fund entire trips if you

Continued on page 20



Feldman

TAX PROBLEMS?

HELP YOUR LISTENERS WITH OUR 2009 TAX TIPS SERIES.

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TRUSTED. CREDIBLE. COMPLETE.



Another special programming option available to ABC News Radio affiliates. To become an affiliate, contact mary.mccarthy@citcomm.com or jcw.wilson@citcomm.com

the joe scarborough show

America's Leaders Talk to Joe.

Give your listeners an insider's view of the people running the country with *The Joe Scarborough Show*. Senators, CEOs and top media pundits all talk to Joe. Now your listeners can too.

Hosted by former U.S. Congressman Joe Scarborough and acclaimed news anchor Mika Brzezinski. Regular contributors include Pat Buchanan, Mike Barnicle and Willie Geist with views from the right and the left and all points in between.

It's Not 1990

Joe and Mika actually talk to listeners and not at them

Fire Free Zone

A balanced environment where all can express their opinion

Captivating Radio

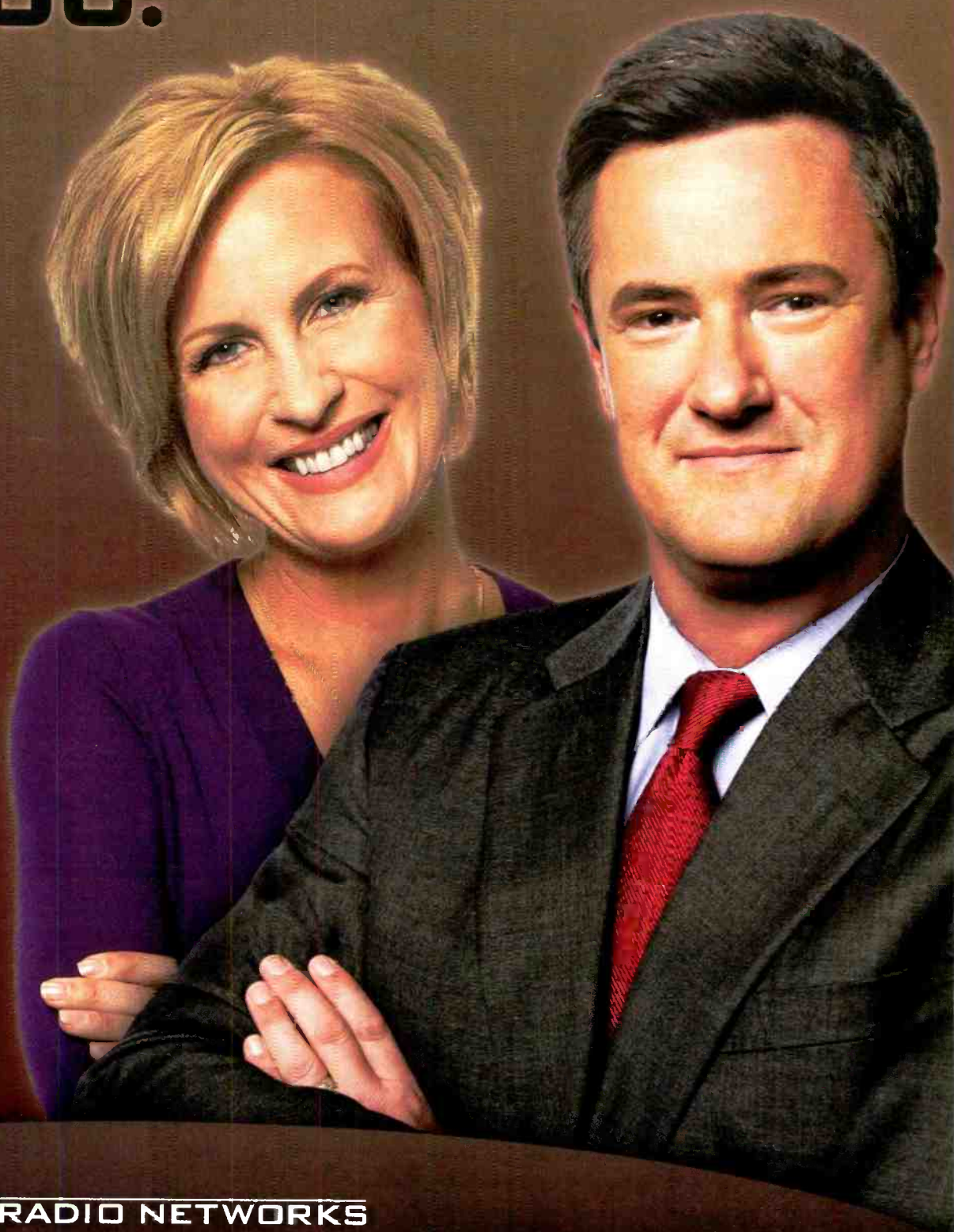
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Monday–Friday, 10 am–12 pm ET

Tamara Karcev 212.735.1153



R&R

TALK RADIO SEMINAR

THURSDAY, MARCH 12

12:00-7:00PM

REGISTRATION OPEN

3:30-4:45PM

ANNUAL ROUNDTABLE: THE TALKING HEADS OF TALK RADIO

A distinguished panel of industry leaders offer their assessment of the opportunities and challenges facing the format.

CO-MODERATORS



Cyndee Maxwell
R&R



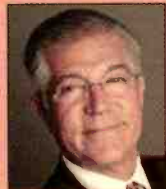
Mike Stern
R&R



Kevin Magee
Fox News



Mark Masters
Talk Radio Network



Alex Nogales
National Hispanic
Media Coalition



Oscar Ramos
ESPN Deportes



Bruce Reese
Bonneville



Neal Schore
Triton Media
Group



Michael Weiss
CBS Radio

5:00-7:00PM

R&R OPENING NIGHT TALKTAIL PARTY Sponsored by Talk Radio Network



FRIDAY, MARCH 13

8:00AM-6:00PM

REGISTRATION OPEN

8:30-9:00AM

CONTINENTAL BREAKFAST

Sponsored by ABC News Radio

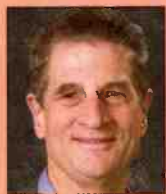


9:00-10:00AM

THE STATE OF THE (RATINGS) NATION



Dave Chlpman
Arbitron



Jon Coleman
Coleman Insights



Lorraine Hadfield
The Nielsen Company

It's more important than ever in our business to understand the business of ratings. Not only are they the report card programmers measure success against, they play a major role in a station's revenue success. This session will provide a full update on issues like new vendors, new measurement systems and new recruitment challenges.

10:30-11:45AM

DRILLING FOR TALENT: NEW SOURCES AND ALTERNATIVE SOLUTIONS



Phil Tower
Moderator
The Allen Hunt Show



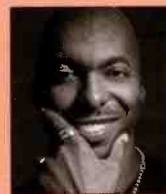
Robin Bertolucci
KFI/Los Angeles



Cory Calhoun
Second City



Eric Logan
Harpo Productions



John Salley
Radio/
Television Host



Jack Silver
KLSX/Los Angeles

Just like oil, talk radio talent is a rare commodity, which means, just like America, radio needs to drill in new areas to develop alternatives to our current dependence on small markets and broadcast schools. Learn about ways to build pipelines to new sources of fresh talent.

MARCH 12-14, 2009
MARINA DEL REY MARRIOTT • LOS ANGELES

12:00-1:45PM

LUNCHEON

2:15-3:30PM

DID YOU HEAR THAT? HOW TO LISTEN TO YOUR STATION MORE EFFECTIVELY

As programmers are asked to take on ever-increasing workloads, including overseeing multiple stations, there is significantly less time being devoted to actually listening to and critiquing our product. A panel of experts will provide useful suggestions you can implement immediately, enabling you to not just listen to your station but to actually hear what's on the air.



Gabe Hobbs
Moderator



Jennifer Ferro
KCRW/Los Angeles



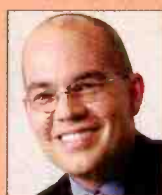
David Hall
KABC/Los Angeles



Greg Mocerri
Mocerri Media



Ron Rodriguez
Arbitron



Chris Stigall
KCMO/Kansas City



Kirk Tanter
Radio One

3:45-5:00PM

WHO SAID LIFE'S FAIR? THE FAIRNESS DOCTRINE DEBATE

With renewed interest and some senators calling for reinstatement of the Fairness Doctrine, it's time to examine all sides of the issue, including the likelihood of its return, the potential ramifications and even the possible upside for talk radio.



Rita Cosby
Moderator/ Author,
Radio & Television Host



Roger Hedgecock
Radio America



Brian Jennings
Radio Programmer



Bill Press
Dial Global Radio
Networks



Congressman
Greg Walden
(R-Ore)



Paul Woodhull
Radio Media
Syndication Services

SATURDAY, MARCH 14

8:00AM-12:00PM

REGISTRATION OPEN

8:30-9:00AM

CONTINENTAL BREAKFAST

9:00-9:45AM

GENERAL SESSION

10:00-11:15AM

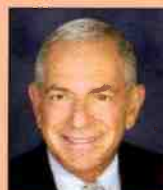
YOU'RE THE BOSS, NOW ACT LIKE IT



Tim Moore
Moderator
Audience Development
Group



Phil Eorge
Talk Radio Network



Mickey Luckoff
Citacel/
San Francisco



Roger Reiss
The CEO Show



Curtis Sliva
ABC Radio
Networks



Bennett Zier
Air America

Most broadcasters find it easy to learn the mechanics of radio, but not as many learn how to effectively handle the hardest part of the job – managing a staff. A panel of experts will provide easy-to-implement suggestions to help you lead your staff in this time of unprecedented change.

11:15AM-12:30PM

IT'S NOT JUST RADIO ANYMORE. MAXIMIZE YOUR INTERACTIVE EFFORTS



Ruth Presslaff
Moderator
Presslaff Interactive
Revenue



Colby Atwood
Borrell and
Associates



Chris Balfie
Mercury Radio Arts



Thom Callahan
Associated Press



Caitlin Hill
Hitviews



Paul Krasinski
Ando Media

There is no single bigger challenge facing broadcasters than maximizing their use of new digital technologies in ways that lead to generating revenue. The problem is we're not tech people, we're radio people. A panel of digital people will provide practical suggestions for improving your online effort.

12:30-2:00PM



Larry King

R&R ANNUAL NEWS/TALK/SPORTS INDUSTRY ACHIEVEMENT AWARDS LUNCHEON

TRS closes out with our annual R&R News/Talk/Sports Industry Achievement Awards. This year we will recognize the best of the best in 12 categories, including three new additions: Producer of the Year, Web Site of the Year, and Station of the Year in markets 51+. This year's ceremony will also include Larry King as the first-ever recipient of the new R&R Career Excellence Award.

Agenda subject to change

REGISTER NOW!
radioandrecords.com

Continued from page 16

provide enough promotion.

Spring also brings the start of golf season, but greens fees may have been cut from many listeners' budgets. Work with local courses to give away foursomes or sell unused tee times at reduced rates. It may be possible to create a Web program similar to the half-price restaurant deals many stations offer.

Tie in a beer sponsor to the promotion and pledge to have a cold six pack waiting for listeners when they tee off. You can also help listeners knock the winter rust off their game with discounted golf lessons. Hold free group lessons and/or offer discounted long-term programs.

Spring Cleaning

Another option is to appeal to your audience's more practical nature and the traditional springtime urge to clean. Team with a maid service that is feeling the pinch of people cutting back discretionary spending. A simple spring cleaning giveaway and reduced-rate offer could result in happy listeners for you and qualified prospects



Knapp

for the cleaning service.

For many guys, spring cleaning means tackling the garage, a prime promotional opportunity for male-oriented stations. Have listeners e-mail pictures and stories of their messy garages. Post them on the station Web site and let listeners vote for the worst. Send out your local hosts to take part in the cleaning effort. Team with sponsors for a gift to leave behind like new bikes or lawn care equipment. And be sure to film the whole thing for your Web site.

You can also tie spring cleaning with the push for living greener by providing information on the safe disposal of hazardous materials like old motor oil, paint and worn-out batteries. Team up with local government agencies to provide guidelines on your Web site for listeners. Many cities have recycling efforts the station can piggyback on, creating opportunities for special recycling events. This may help sales tap into special "green" budgets that some advertisers have.

Also topical: helping listeners avoid identity theft by teaming with recycling companies to host shredding events. Encourage listeners to clean out old papers, tax records and other confidential documents and bring them to a big shredding party. That sounds like more fun than shredding at home.

Not every spring activity has to be focused on being

Spring brings the start of golf season. Work with courses in your area to give away foursomes or sell unused tee times at reduced rates.

outdoors. As a place people turn for information, your station can be a source of helpful hints.

Since April brings showers and taxes, help listeners with a series of tax tips broadcast on the air and posted on your Web site. Consider teaming with a professional accountant to answer listeners' questions once a week or go a step further and host financial seminars to help people deal with new investing realities and budgeting issues. It's not necessary to secure big speakers or focus on high concepts. Instead, focus on simple kitchen table and pocketbook issues that are weighing on listeners' minds.

As people cut back on eating out, team with a local culinary institute, grocery or restaurant chain to host cooking demonstrations. Focus on teaching basic recipes and techniques that overworked people can pull together quickly and inexpensively. Tailor the program to male listeners by creating classes focused on teaching grill skills. That is a great time to tie in a retailer to give away a grill to someone attending the class.

R&R

The Brains Behind The List

Here are the six people who participated in the brainstorming session that generated the ideas contained in this column.

- Clear Channel talk WERC/Birmingham PD **Paul Cashin**
- Cox news/talk WSB/Atlanta marketing director **Michael Dobson**
- Beasley sports WQAM/Miami marketing director **Lee Feldman**
- Bonneville sports KTAR-AM and talk KTAR-FM/Phoenix general sales manager **Jim Knapp**
- CBS Radio talk WPHT/Philadelphia marketing director **Walter Kosc**
- Tribune talk WGN/Chicago promotions staffer **Marlene Wells**

An Easter Link Hunt

This promotion has nothing to do with the Easter Bunny teaming with Bob Evans sausage. An Easter link hunt—which could also be themed as a secret link hunt for other times of year—involves placing a special link somewhere on your Web site. When clicked, the link reveals a secret code and an e-mail address.

Announce to listeners when the link will be live and challenge them to find it. Award prizes to the first people to locate the link and e-mail the secret code to the special e-mail address. This simple promotion can drive Web traffic statistics up quickly as listeners click on links across your site looking for the special Easter link.—MS

**THEY WANT TO ADVERTISE.
GIVE THEM TOM GRESHAM'S GUN TALK.**

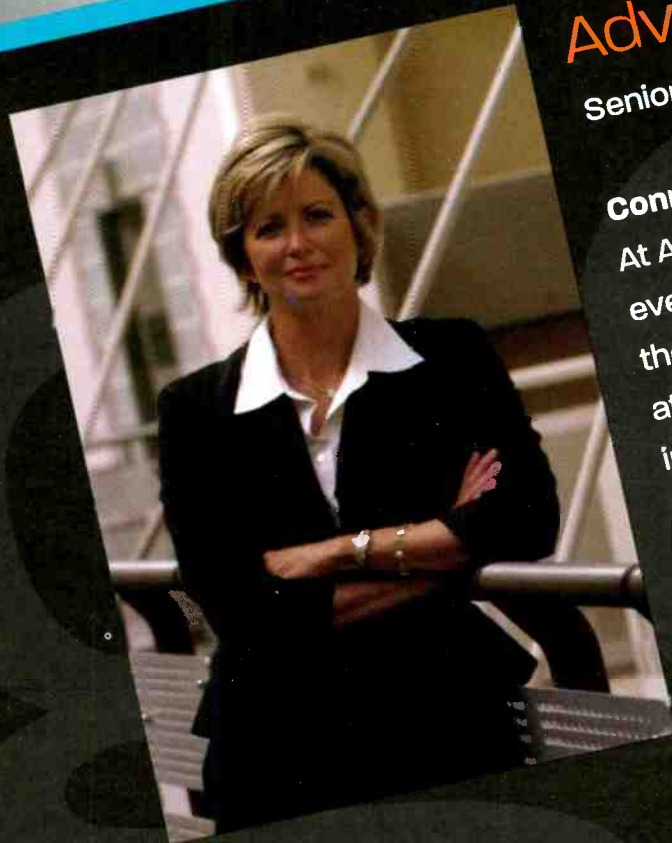
"...Tom Gresham's Gun Talk opens up so many new avenues to **GET ADVERTISERS** who don't already use radio."

—Jerry Evans, KKFT

Tom Gresham's
GunTalk



CALL SKIP FOR INFO
(719) 579-6676



Advertiser Spotlight: Keynote by Cathy Coughlin

Senior Executive Vice President/Global Marketing Officer, AT&T

Connecting With Advertisers and Their Consumers

At AT&T, Cathy Coughlin oversees brand strategy, advertising, corporate communications, events and sponsorships worldwide. She leads the effort to build and strengthen the company's brand and reputation around the globe. Cathy will address attendees on AT&T's approach to reaching consumers, including the importance of meaningful and creative messaging and the need for strategic media planning across multiple platforms and touch points such as radio. She will also offer her insights on building and enhancing a brand amid the challenges of the current economic environment.

45+

Incredible Sessions

166

Innovative Speakers

3

Intensive Days

At RAB2009, you'll network with and learn from some of the most influential marketing strategists and advertising decision-makers.

You can't afford not to be there.
GET IN. www.rab.com

March 16-18
Orlando, Florida

RAB2009



TIMELINE

1
YEARS AGO

Eric Neumann named CFO of NextMedia Group. ■ Dan Barron crowned market manager for Entercom/Memphis. ■ KMXB/Las Vegas PD Justin Chase adds duties for sister KKJJ.



Chase

5
YEARS AGO

Jim Trapp set to be PD of KRQI/Seattle. ■ Doug Kellett elevated to PD of KNRC/Denver. ■ Ryan Seacrest tapped to do mornings at KHS-FM/Los Angeles.

10
YEARS AGO

John Hare boosted to president of ABC Radio. ■ KGO/San Francisco sets Ken Barry as PD, hires Greg Tantom as news director. ■ Brian Bridgeman becomes PD of WIOQ/Philadelphia.

15
YEARS AGO

Tony Anderson appointed senior VP of black music at Columbia Records. ■ Bob Hamilton promoted to VP/GM of KSFO and KYA/San Francisco. ■ Rick Balis becomes PD of KSD/St. Louis.



Balis

20
YEARS AGO

New CHR PDs in Houston: Randy Brown at KKQB and Steve Smith at KKHT. ■ Chuck Rhodes rejoins KVIL/Dallas as PD. ■ KZOK/Seattle goes classic rock with Larry Sharp as PD.

25
YEARS AGO

KMET/Los Angeles VP/GM Howard Bloom adds KLAC duties. ■ Phil Redo is upped to PD at WLTW/New York. ■ "Fast" Jimi Roberts joins WPLJ/New York as a weekender.



Bloom

30
YEARS AGO

Chuck Schmidt is elevated to director of programming and promotions at WEEI-FM/Boston. ■ Jim Trapp is promoted to PD at KTYD/Santa Barbara, Calif. ■ David Bernstein gets afternoon gig at WRXL/Richmond.

35
YEARS AGO

Rick Devlin hired as sales manager of WPLJ/New York. ■ Chuck Buell takes the afternoon drive shift at KFRC/San Francisco.

—Compiled by Hurricane Heeran
(hheeran@radioandrecords.com)

Adriance Leaving Kraddick; Sad? Yea!

After more than two years at the helm of Yea Network, the parent company of "Kidd Kraddick in the Morning," CEO **Brenda Adriance** is leaving. "Kidd and I have always been on the same page that I would only stay long enough to get the company started and put it on the road to success," Adriance says. "Thanks to a great staff and Kidd's amazing morning show, we have arrived at that position." Kraddick and Adriance enjoy a partnership that spans

more than 15 years, starting in 1993 when she hired Kraddick at KHKS/Dallas. "This is the third time I've had to say goodbye to Brenda," Kraddick says. "But this time, I've promised not to weep in front of the staff or throw a tantrum. She's not only the best radio leader I've ever worked with, she's a true friend. I miss her already." Kraddick has 78 affiliates—29 more than when he purchased his show from Clear Channel in 2006 and launched Yea.

Yup, This Blows

■ The Budget Machete cuts through Davidson County classic hits WTHZ (Majic 94.1)/Greensboro, where PD/MD/morning co-host **Bob Campbell** and morning co-host **Wendy Gatlin** exit. Campbell, who's been programming Majic for the past three years, has also made stops at WZPT/Pittsburgh, KJYO (KJ103)/Oklahoma City and WONE/Akron. Market vet Gatlin joined the station in February 2008 after a run across the street at Beasley classic rock WSFL. Reach Campbell at 336-473-4530 and Gatlin at 336-491-7623, or e-mail their joint account at bobandwendy941@yahoo.com.

■ Friday the 13th was particularly unlucky for PD/morning personality **Mark Vanness**, who exited Saga classic rock WIII (1-100)/Ithaca, N.Y., after three years. Vanness' previous career stops include mornings at WPST/Trenton, N.J.; WWHT (Hot 107.9)/Syracuse; WZPL/Indianapolis; and WWKX (Kix 106)/Providence. He also spent some quality time in Fresno at KBOS and KRZR, as well as at the late, great KYNO-FM, where he was forced to work with gifted radio "genius" **Kevin Carter**. Vanness can be reached at 607-662-4619 or markontheir@aol.com.

■ **Billy Brian** exits afternoons at Cumulus AC KPLA/Columbia, Mo., as he's caught up in the wave of budget slices. He's accessible at 573-442-9999 or voiceonecom@hotmail.com.

■ The nationwide Cumulus layoffs continue. Dateline: Abilene, Texas, where afternoon jock "**Just Plain Paul**" **Gibson** exits CHR/top 40 KCDD after three-and-a-half years, along with three other full-time employees. He can be reached at just_plain_paul@yahoo.com.

Steve Rivers Fighting Back

Our thoughts are with legendary programmer **Steve Rivers**, who continues his battle to recover from several strokes he suffered in the past year. Rivers resides near his daughter **Angel** in Tampa, and it would really raise his spirits if he could hear from his many friends in the industry. With the help of Steve's ex-wife, **Maureen**, and promo princess **Denise George**, a guestbook page has been set up at Caring Bridge,

a nonprofit Web service that connects family and friends during an illness, treatment or recovery. George can certainly attest to the positive power of this site firsthand—she credits a Caring Bridge page that was set up for her as a huge factor in her recovery from a brain injury a few years ago. Please take a few minutes and send Steve your best wishes: Go to caring-bridge.org/visit/steverivers.



Quick Hits

■ Millennium Radio/New Jersey has promoted **Mike Ruble** from just plain sales manager to big-time market manager for the company's Atlantic City stations: AC WFPG, country WPUR, ESPN affiliate WENJ and news/talk WXXW (97.3 FM), which simulcasts sister WXXW (New Jersey 101.5)/Trenton, N.J. Ruble's promotion takes some of the load off Millennium COO **Andy Santoro**, who had also been juggling market manager duties.

■ Congrats to **Dr. Bob Lee**, longtime community affairs director at Inner City urban AC WBLS/New York, who gets the big bump to full-time overnights. He fills the shoes of 20-year station vet **Champaigne**, who left last November. In addition to his "Daily Dose" series dedicated to addressing health issues, Lee, a 28-year station vet, used to host the weekend edition of "The Quiet Storm" from 1986 to 1994.

■ **Dan Michaels** exits G M Broadcasting AC WLTB (Magic 101.7)/Binghamton, N.Y., thus ending his second tour of duty. This time, the 12-year market vet had been assistant OM/afternoon guy. To help fill the void, Magic midday jock **Tejay**

Schwartz extends his shift until 2 p.m.; **Dana Potter**, who was doing 1 p.m.-4 p.m., now rolls 2 p.m.-7 p.m.; and night dude **Danny Scott** now starts an hour earlier, at 7 p.m. Michaels can be reached at 607-349-1616 or his twin e-mail addresses: swingjock@hotmail.com and swingjock@yahoo.com.

■ **Ron Collar** is headed home to Little Rock, this time as VP/market manager of Clear Channel's five-station cluster. He transfers from the director of sales position at Clear Channel's Fayetteville, Ark., cluster and replaces **Kim Pyle**, who was promoted to VP/market manager of Clear Channel/Greensboro late last year. Collar's Little Rock fiefdom comprises active rock KDJE, adult hits KHKN, country KSSN, classic country KMJX and gospel KHLR.

■ GRM rhythmic XHTO (104.3 Hit FM)/El Paso hires market vet **Pooh Heff** to fill its vacant night shift. Heff, aka the **Mayor of the Night**, was last heard doing the same shift across the street at KPRR (Power 102)—until he was laid off in December 2007. His new XHTO night show, "The Takeover," rolls 7 p.m.-11 p.m.

The Programming Department

■ **Bryan Schock** is headed home to Southern California with an actual damn gig. Schock, who recently left his MD/afternoon slot at WRXP/New York, is the new APD/MD/afternoon jock on Clear Channel classic rock KGB/San Diego. It's a homecoming for Schock, who worked at KGB earlier in his career.

■ After more than 18 years hosting "JoeMama's Quiet Storm" on Clear Channel urban WBTP (95.7 the Beat)/Tampa, PD Ron "JoeMama Johnson" Shepard is unplugging from the night show and moving to middays, recently vacated by Coka Lani. Nights will now be filled with the syndicated "Keith Sweat Hotel" from 9 p.m. to 2 a.m. Fear not, "Quiet Storm" fans—the show will live on via the Beat's HD2 channel.

■ PD Chris "Hollywood" Mann makes some official moves at NextMedia CHR/top 40 WERO (Bob 93.3)/Greenville, N.C., starting with Crystal Legends, who is now permanent in nights and is awarded colorful MD stripes. Afternoon per-

sonality **Gina Grey** is upped to APD. Legends, who previously worked in the market at WRHT and WRHD, had been covering nights since Chris "Beaver" Michaels left last fall to program WABB/Mobile.

■ It's a promotion party at El Dorado active rock KURQ in beautiful San Luis Obispo, Calif., as programming assistant **Natasha Prybyla** is rewarded with the APD/MD stripes that have been lying dormant since **Stephanie Bell** left last September. Hit up Prybyla at 805-545-0101 or natashaprybyla@edbroadcasters.com.

■ Lucky tropical Cayman Island bastard **Ben Maxwell** has been rewarded by his employer, DMS Broadcasting, with a swell promotion from senior programmer to OM of the company's four Grand Cayman stations: AC 106.1 Kiss-FM (which he personally programs), CHR/top 40 X107.1 (programmed by Nasby), 96.5 CayRock (programmed by Brad Bregani) and Caribbean-flavored Hot 104.1 (programmed

by **Chuck Taylor**). No, they don't use call letters there, and really . . . who cares . . . you're in the friggin' Cayman Islands. Maxwell landed in the Caymans in July 2006 after a stint at WRDW (Wired 96.5)/Philadelphia, where he was known as **Rocco the Janitor**.

And Finally . . .

Noted celebrity hobnobbers **Johnjay & Rich**, based at Clear Channel CHR/top 40 twins KRQQ/Tucson and KZZP/Phoenix, recently had their pal **Hilary Duff** on the show. The topic of the paparazzi came up, and Duff mentioned that she can't even walk down the streets of her neighborhood without having a squadron of them following her. Johnjay jokingly suggested she confuse the hell out them by holding up a sign saying, "Who is Johnjay & Rich?" Amazingly, Duff agreed—and just days later, in her fashionable Toluca Lake, Calif., neighborhood, Duff whipped out the sign and mass paparazzi confusion ensued. Flush with that success, co-host **Rich Berra** now has his sights set a little higher: "We're hoping President **Obama** holds one up at his next press conference," he says.



Great Moments In Syndicationosity

■ Big Bay Area news for **Todd Schnitt**, the talk radio alter-ego of **WFLZ/Tampa's** syndicated morning maniac **MJ Kelli**. Señor Schnitt, syndicated by Dial-Global, has landed a sweet new major-market talk affiliate: **KNEW/San Francisco**, which will air "The Schnitt Show" live from noon to 3 p.m. PT.

■ Clear Channel CHR/top 40 **KHFI/Austin** morning personality **Bobby Bones** has effectively doubled his fledgling media empire by adding two new Texas affiliates: Gap CHR/top 40 sisters **KZII (Z102)/Lubbock** and **KXSS (96.9 Kiss-FM)/Amarillo**.

Bones is already carried on Clear Channel sister **KZCH (Channel 96.3)/Wichita**. With **Bones'** arrival in Lubbock, **KZII PD Ethan Dometrius** moves to middays. In Amarillo, **Bones** replaces the ubiquitous "Otto Mation," which causes few tears. "This is our first morning show," **KXSS PD Marshall Blevins** says.

■ Border Media's **KTFM/San Antonio**, which recently completed its evolution from rhythmic AC to hot AC, has installed the Westwood One-syndicated "Billy Bush Show" in nights.

■ The **Tom Kent Locomotive of Love** continues to barrel through America: Citadel classic hits **WOMG/Columbia, S.C.**, installs the Tom Kent Radio Network in weeknights. Picking up "The Ultimate Party" on Saturday nights are Clear Channel classic hits outlets **KLOU/St. Louis** and **KCOL (Cool 92.5)/Beaumont, Texas**, and classic hits **WASK/Lafayette, Ind.** In addition, **WASK** picks up "My '70s Show" on Sunday mornings. "My '70s Show" also appears on La Crosse Radio Group oldies **KQEG (Eagle 102.7)/La Crosse, Wis.**, in middays on Sunday.



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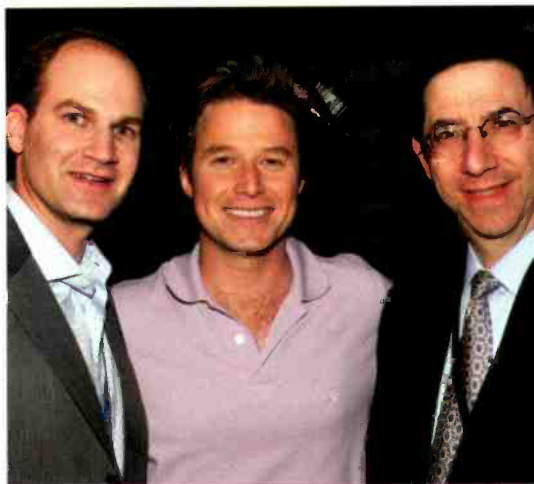
Personal Touch

Epic act the Fray performed songs from its new self-titled CD, including new single "You Found Me," at Citadel hot AC WPLJ/New York's Up Close & Personal concert. The Denver-based band also presented WPLJ a plaque from Epic Records recognizing it for its continued support. From left: the Fray guitarist/vocalist Joe King, lead vocalist/pianist Isaac Slade and drummer Ben Wysocki; WPLJ VP of programming Tom Cuddy and MD Tony Mascaro; the Fray guitarist Dave Welsh; and WPLJ midday talent Jeff Miles.



Career Opportunities

Clear Channel urban WWPR (Power 105.1)/New York midday personality Déjà Vu (right) talked with students about their career goals Feb. 7 at Riverside Church's annual Career Day, titled "Imagine Life . . . Experience Freedom." Déjà Vu is with the Rev. Dr. Brad R. Braxton, senior minister of the Riverside Church.



Access Hollywood

Westwood One's coverage of the Grammy Awards included a multistation remote broadcast backstage Feb. 5-6 at the Staples Center. Billy Bush, host of WW1's nationally syndicated "Billy Bush Show," joined network executives at the event. From left: WW1 entertainment division senior VP Max Krasney, Bush and WW1 network division president Gary Schonfeld.

Yours Truly

Grammy Award nominees Jason Mraz and Duffy interviewed each other on-air for CBS Radio hot AC KYKY(Y98)/St. Louis at the Grammy Awards. The Welsh chanteuse was honored with a best pop vocal album Grammy for "Rockferry." Although Atlantic artist Mraz went home empty-handed, his single "I'm Yours" recently became the first track to top R&R's AC, CHR/Top 40, Hot AC and Triple A charts. From left are Mraz, R&R AC/hot AC editor Keith Berman and CHR/top 40 editor Kevin Carter, Duffy and Y98 MD/morning show co-host Jen Myers.

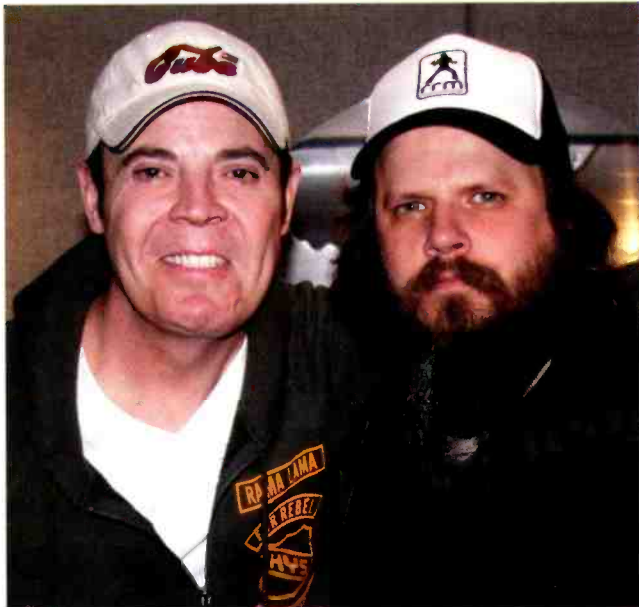


Crossover Appeal

R&R urban/rhythmic/gospel assistant editor Foladé Bell and urban/gospel/smooth jazz sales representative Alison Cooper chatted with El Records VP of crossover promotion Dee Sonaram in the Grammy Awards' radio room the Friday before the 51st annual ceremony, held Feb. 8 at Los Angeles' Staples Center. From left are Cooper, Sonaram and Bell.

In Living Color

Mercury Nashville singer/songwriter Jamey Johnson (right) was one of several country artists Premiere Radio Networks host Blair Garner interviewed Feb. 8 before the Grammy Awards. Johnson discussed his upcoming tour with Willie Nelson and his three Grammy nominations: for best country album for "That Lonesome Song," best country song for the title track and best male country vocal performance for "In Color."



Young At Heart

RCA Nashville artist Chris Young (right) enjoyed a game of Connect Four with a St. Jude Children's Hospital patient, as RCA Midwest promo representative Matt Galvin (background) looked on. Young was one of several artists visiting the children of St. Jude during the Country Cares for St. Jude Kids Seminar in Memphis. Young's new single, "Getting' You Home (The Black Dress Song)," hits country radio Feb. 16.



Formats

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

R&R SPIN SPOTLIGHT



McAnally

McAnally's 'Road' Map To No. 1

More than 19 years after he first charted with "Back Where I Come From," Mac McAnally records his first Country No. 1 as

a guest on Kenny Chesney's "Down the Road." The new song marks the longest stretch an act has required to notch its first No. 1 at the format since Jimmy Buffett (co-billed with Alan Jackson) celebrated his first leader six years ago after 30 years of charting. Below is a look at the longest waits since 2003 between artists' first entries and their first No. 1s.

Years to First No. 1	Artist	Title	Span
30	Jimmy Buffett	"It's Five O'Clock Somewhere,"	1973-2003
19	Mac McAnally	"Down the Road,"	1990-2009
9	Rodney Atkins	"If You're Going Through Hell (Before the Devil Even Knows),"	1997-2006
9	Jack Ingram	"Wherever You Are,"	1997-2006
6	Emerson Drive	"Moments,"	2001-07

Chris Is-AAA-K & Friends

"We Let Her Down," new this week at Triple A, lifts Chris Isaak into a tie for fifth-most appearances among solo males in the 13-year history of the Nielsen BDS-based tally. All of the artists except Sting, who last appeared in 2004, have now charted since the beginning of 2008.

No. of Triple A Hits	Artist
13	Eric Clapton, Jack Johnson
12	John Mayer
10	John Mellencamp
9	Chris Isaak, Lenny Kravitz, Bruce Springsteen, Sting



Isaak

THE SPIN



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

Swift Makes Hi-'Story'



Taylor Swift notches the first country crossover No. 1 at CHR/Top 40 in the Nielsen BDS-based chart's 16-year history, as former Country No. 1 "Love Story" (Universal Republic) rises 3-1. Among country hits, "Story" had been tied for highest CHR/Top 40 peak with Shania Twain's "You're Still the One" (No. 3, 1998).

Digging deeper in R&R's archives, the last song to reign at both formats was Kenny Rogers' "Lady," which led the then-titled Contemporary Hit Radio chart and Country in late 1980 (nine years before Swift's birth).

"Story" marks Swift's first No. 1 outside of Country, where the song led for two weeks in November. She also topped the format with "Our Song" beginning in December 2007 and "Should've Said No" last August.

"Story" concurrently bullets at No. 5 on AC and Hot AC, with Most Increased Plays (up 169) at the latter format, while follow-up "White Horse" (Big Machine) pushes 10-9 at Country.

Chesney's Sweet 16 Party

Kenny Chesney advances to his 16th Country No. 1, as "Down the Road" (BNA), featuring Mac McAnally, climbs 2-1. The track is Chesney's 13th No. 1 this decade, the second-most after Toby Keith's 14 leaders in that span. Tim McGraw and Brad Paisley rank third with 12 No. 1s apiece dating to 2000.

McAnally notches his first No. 1 in a chart history that began in 1990 (see Spin Spotlight, left).

Avenged Sevenfold At Last In Active Top 10

Avenged Sevenfold draws top 10 ink at Active Rock in its 22nd week, as "Scream" (Warner Bros.) steps 11-9. The track matches Hinder's "Get Stoned" in 2006 for third-longest climb to the format's top 10. Five Finger Death Punch's "The Bleeding" holds the mark for lengthiest top 10 ascension, having completed a 30-week odyssey last February, followed by Seether's "Fine Again" (25 weeks) in 2002.

The Fray Hits Hot AC Summit

The Fray earns its second Hot AC No. 1, as "You Found Me" (Epic) forges ahead 2-1. The Denver-based band now sets its sights on matching or passing the impressive reign of its prior leader: "How to Save a Life" ruled for 15 weeks in 2006-07.

"Found" concurrently rises 11-9 at CHR/Top 40, where it becomes the group's third top 10. "Over My Head (Cable Car)" rose to No. 5 and "Life" peaked at No. 3.

The group's current hit led Triple A for five weeks, while its self-titled sophomore album bowed atop last week's Billboard 200 with 179,000 copies sold, according to Nielsen SoundScan.

Hilson, Lil Wayne Biggest At Urban

Keri Hilson rises to her first Urban No. 1, and featured artist Lil Wayne his sixth, as "Turnin Me On" (Interscope) paces 2-1. The song displaces Beyoncé's "Diva" (Columbia), marking the first set of back-to-back leaders by solo women since Ciara's "Promise" succeeded Beyoncé's "Irreplaceable" in January 2007.

The coronation of "Turnin" propels Lil Wayne into a four-way tie for the most Urban chart-toppers among rappers with 50 Cent, Nelly and T.I.

Jackson Action

Alan Jackson posts his 73rd career Country entry, which have all charted since January 1990, as "Sissy's Song" (Arista Nashville) starts at No. 45. The ballad, his follow-up to the No. 1s "Small Town Southern Man," "Good Time" and "Country Boy," moves Jackson closer to the mark for most charted titles in the past two decades. George Strait leads with 85 appearances in that span, followed by Garth Brooks (80).

Triple A 'Down' With Isaak

Chris Isaak returns to Triple A after two-and-a-half years, as "We Let Her Down" (Reprise), his ninth entry, opens at No. 26 with Most Increased Plays (up 114). The actor/singer moves into a fifth-place tie for most appearances among solo males (see Spin Spotlight, left).

All of Isaak's previous visits produced top 10 peaks, led by the No. 1s "Please" (1998) and "Let Me Down Easy" (2002). Perhaps his best-known song, 1991's "Wicked Game," predates the Nielsen BDS-based chart's 1996 inception. Isaak's first studio album in seven years, "Mr. Lucky," is due Feb. 24.

The fairer sex shines at the format, too: The Chrissie Hynde-led Pretenders vault 12-8 with "Love's a Mystery" (Shangri-La), while best new artist Grammy Award winner Adele collects her first top 10 (11-9) with "Right as Rain" (Columbia).



Country veteran notches lofty debut with new album

Big Green Machine

Ken Tucker

KTucker@RadioandRecords.com

Pat Green's latest album is titled "What I'm For," but it could just as easily have been called "Pat Green: 3.0," since it features both an attitude update and a new producer. ■ The BNA Records set recently debuted at No. 2 on Billboard's Top Country Albums, selling 18,000 units, according to Nielsen SoundScan. Green has sold 1.6 million albums to date, with 2003's "Wave on Wave" (Republic/Universal South) his biggest seller at 557,000 units.

First single "Let Me" reached No. 12 on the R&R Country chart and is his highest-charting song since "Wave on Wave" reached No. 3 in 2003. Meanwhile, the label has just released the tongue-in-cheek "Country Star" to radio.

After recording with producers Lloyd Maines (Dixie Chicks) and Don Gehman (John Mellencamp) on earlier albums, Green decided it was time for a change. "I want to feel that uneasy edge in the studio so that I'm conscious all the time," he says.

As he did with Gehman, Green found someone who could produce a "big guitar record" in Dann Huff. "I knew I might get some flack from my diehard Texas guys for using somebody that is so much part of the system, but I didn't really care," Green says. "If I have an opportunity to work with a guy like Dann, I'm going to take it.

"It's the difference between just a regular movie and a big Hollywood blockbuster with all the bells and whistles," he adds.

'For a long time I was making records by showing up to the studio with three songs in hand and a bottle of booze.'

—Pat Green

Despite the fact that it's been eight years since he first signed to a Nashville major, Green insists that he made the right move. "I've gained a national audience and that's what I love. I can tour coast to coast," he says. "Some nights aren't going to be that great, but most nights are going to be a thousand people or more."

Chicago is a market in which major-label exposure has helped open doors. "Pat's been pretty busy in this market for the last several years," CBS Radio country WUSN/Chicago assistant PD/MD Marci Braun says. "He always sells out shows at Joe's Bar and the House of Blues."

In addition to partnering with Huff, Green approached the recording process differently: He was sober. "For a long time I was making records by showing up to the studio with three songs in hand and a bottle of booze," he admits. "We'd get through the three songs on the first and second day, and then I'd get the bottle of booze and go write more songs."

While he claims to have no regrets about the old way of recording, he says "What I'm For" is the best record he's made. "Mentally, I was

present. I have a lot more ownership in it and I was a lot more sober. Everything that I wanted to be on this record is there."

Green, who believes that male artists come into their own when they are in their mid- to late-30s, decided it was time for a change. "I had to start respecting life and my life. I didn't want to be dragging my big old fat ass around looking like hell. There's nothing written in stone that just because you were the party guy for a long time that you've got to keep doing that.

"Now, it feels much better to be me," he says. "It doesn't hurt in the morning. It's just a breath of fresh air."



DIY By The Bay

In the late '50s, the phrase "do it yourself" became a common household reference to those who could accomplish things without the help of a professional. Today, DIY—in addition to being a cable TV channel—is associated with the international alternative and hard-core music scenes.

To say that Bay Area rockers the Stone Foxes embrace the DIY philosophy would be an understatement. "We love interacting with the audience while we're onstage, and we're usually in the crowd before and after our sets to keep in touch with our fans," drummer Shannon Koehler says. "We also utilize our Web site, e-mail lists and a few social networking Web sites to keep fans updated on our shows, videos and anything else we come up with."

The Stone Foxes represent the next generation of multimedia musicians. Having grown up in the computer age, they simply know no other way. And with the desire to maintain



control over their image and representation to the record-buying public, modern technology has assisted their cause. "From the beginning we've drawn our posters by hand, designed and maintained our Web site, and silk-screened our own T-shirt graphics," guitarist Aaron Mort says.

The band has been paying its dues on the club scene along the West Coast from Los Angeles to San Francisco with forages into the Midwest. "Early on, when we were playing dive bars for free beer, we always dreamed of playing San Francisco venues like Cafe Du Nord and the Great American Music Hall, and it's crazy to see that now we're booked at both venues in the same month," says lead guitarist Spence Koehle, Shannon's brother. The act will make its first South by Southwest appearance in Austin in March.

With the exuberance and inquisitive nature that comes with youth, the band experimented with its sound by recording its debut self-titled CD in the basement of the band's house. (The group lives together.) Mattresses found on local

street corners acted as sound deadeners, and the group placed the drums in a sandbox.

Heavily influenced by the Band, Muddy Waters, Willie Dixon and the recent vintage sounds of the Black Crowes and the Raconteurs, it's not surprising that the Stone Foxes have a talent for writing and performing down-and-dirty blues-based rock 'n' roll.

"Halfway through one listen to 'Beneath Mt. Sinai' was all it took before I knew I had to play it on 'Radio Soundcheck,'" says Aaron Axelsen, MD for CBS Radio alternative KITS (Live 105)/San Francisco, of the station's Sunday night new-music show.

Stations that have spun Stone Foxes tracks include Riviera alternative KEDJ (the Edge)/Phoenix; Lincoln Financial alternative KBZT (FM949)/San Diego; Sandusky active rock KUPD/Phoenix; CBS Radio alternative KXTE (Extreme Radio)/Las Vegas; Montecito alternative KJEE/Santa Barbara, Calif.; and the syndicated "House of Blues Radio Hour." The band has even caught the ear of Elwood Blues (aka Dan Aykroyd), who called its version of the blues standard "Rollin' and Tumblin'" his "favorite new song of the week" when it was featured on the show in October.

—Michael Vogel

GREEN: DANNY CLINCH; STONE FOXES: MICHAEL ROSATI

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Tired of radio gloom and doom? Here are some stories to restore faith; part one of two

Smaller Markets Deliver Major Ratings

Kevin Carter

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It seems that just about every story that contains the word “radio” these days includes the words “downsizing,” “re-engineering” or “shrinkage.” This is not one of those stories. As part of our ongoing series that spotlights top 40/CHR ratings success stories, this week’s column relates tales of two smaller-market stations, operated by smaller, independent owners—stations that just happen to be thriving despite the ills heaped upon our industry.

WJYY/Concord, N.H.

Situated smack in the middle of New Hampshire, in the state capital of Concord, is Nassau Broadcasting’s WJYY, where PD AJ Dukette is eager to share some good news: “We’re No. 1 12+ in the market for the first time since the Concord [Lakes Region] market [No. 162] was created in 2005,” he says. “It’s a big deal for us, but we’re going to have to work hard if we want to stay that way.”

Dukette is an ardent practitioner of “Small-Market Radio 101”: “Putting on a good, major-market sound with the limited resources that we have,” he says. Basically, Dukette is making magic using whatever tools are in his bag at the moment, and these days, that’s two full-timers . . . including him doing afternoons.

“My other full-timer is Nazy, who does mornings,” he says. Ryan Seacrest’s syndicated show was recently picked up to fill 10 a.m.–1 p.m. Nights are being handled by part-timer Ashley Hoover, whom he hired last year.

One of the hallmarks of smaller-market radio has always been direct interaction with the audience, and Dukette has that covered. “In conjunction with playing the right music, it’s all about hanging out and mingling,” he says. “Last summer, we did ‘Free Ice Cream Fridays,’ where we partnered with local dairy farmers and hung out in front of the state house giving away ice cream. It drew huge crowds.”

That covered the daytime shift; as night fell, WJYY lived in the local clubs. “We covered all your major party themes: Mardi Gras, St. Patrick’s Day, Halloween, New Year’s, and held a Summer Beach Bash,” he says. “We were the most visible station in the market, and we feel that translated

into great numbers.”

WJYY has consistently reached out to its listeners “one at a time,” Dukette says. “Nazy delivers free lunch every week to a different workplace. He loves to get out and shake people’s hands.” Dukette has his own way of touching folks individually: While some stations have an automated feature on their Web site that tells you what song they just played, he prefers to perform that task personally. “I want people to e-mail me so I can e-mail them back,” he says. “It takes about a half-hour every day, but it’s a great way to spend my time. Many times, I’ll get an e-mail response saying, ‘Wow! Thanks so much for writing back!’ That’s not something you’re going to get from a satellite show.”

Which is not to say WJYY isn’t active with its Web site: “We have an active e-mail and text club, and we’re very involved with social networking, like MySpace [and] Facebook,” says Dukette, who remains pleasantly amazed at his book. “This was a huge surprise, especially when you consider the caliber of stations and signals we’re up against, and the fact that we have one foot in the Concord market and one in the Manchester market. WJYY only covers about half of the [Concord Lakes Region] market, which makes these numbers even more gratifying.”

WRTS (Star 104)/Erie, Pa.

Imagine a CHR/top 40 station that racks up a 15.8 share 12+. No, it’s not the ‘80s. It’s today in Erie, Pa., home of Connoisseur Media’s WRTS (Star 104), which also leads the market with 25–54 adults and women, dominates with 18–34s, and enjoys the

‘I’m just hoping that we all can stay the course, plow through this and get back to where radio needs to be, which is all live shows.’

—Jessica Curry



status of No. 1 cume.

“Star is a juggernaut in this market, and with a 50,000-watt stick, she should be,” says PD Jessica Curry, who lovingly refers to her station as a “she.” “I do personalize her,” says Curry, a six-year veteran of the station, who is beginning her third year as PD. “When I took over as PD, Star 104 was already pulling in huge shares in this market. My job has been simply to maintain her.”

But it wasn’t always smooth sailing under Curry’s command. While Star has no direct format competitor, it was seriously challenged by the 2006 sign-on of an adult hits station, WXBB (Bob FM). Now, here’s the funny part: Bob was launched by Connoisseur. “The intent when Bob came on was to target the AC station in town,” Curry says. “But like anything new in a market, whether it’s a new restaurant or radio station, a lot of people sampled Bob FM, and we took a hit in our upper demos—but I had faith in her,” she says of Star. “Instead of making any drastic changes or knee-jerk reactions to compete against him [Ed. note: Yes,

Bob is a man], we just stayed the course, and in each subsequent book, we started to regain our numbers, little by little. We’re now back to where we were in 2006 before Bob came on the scene.”

Obviously, music is a huge factor in Star’s success, and that’s a team effort. “I work very closely with my consultant Mike Donovan of Vallie Richards Donovan when choosing what music to play on Star,” Curry says. “I’m also very disciplined when scheduling music, always delivering a perfectly balanced quarter-hour.”

Despite the economy, Connoisseur Media recognized the importance of both marketing and promotions. “We were fortunate to have a billboard for nine weeks,” says Curry . . . and yes, she said “a” billboard—as in one. “But it’s in a great location, and it helped draw attention to

the promotions we did, like ‘Pic Ur Perfect Wedding,’ plus a cash giveaway.”

As in many markets, Star’s airstaff is smaller than ever. Curry co-hosts mornings with market icon Craig Warvel, then tracks middays before turning it over to Ty in the afternoon. In another sign of the times, Star is operating jockless at night, mixing music and sweepers.

Curry remains optimistic that the economy will turn around soon. “I’m just hoping that we all can stay the course, plow through this and get back to where radio needs to be, which is all live shows,” she says. “I’m so proud to be a part of this station, and proud to be in an industry that I still believe in, despite the increasing competition of other media and music products.”

R&R

‘We were the most visible station in the market, and we feel that translated into great numbers.’

—AJ Dukette



EXCLUSIVE PRINT CONTENT



THE INDUSTRY'S MOST COMPREHENSIVE RESOURCES FOR AIR TALENT



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R&R CHR/TOP 40

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► **SOULJA BOY TELL 'EM**, WHO ROSE TO NO. 9 WITH "CRANK THAT (SOULJA BOY)" IN 2007, RETURNS WITH "KISS ME THRU THE PHONE" AT NO. 34 (UP 414 PLAYS). THE LEAD CUT FROM THE RAPPER'S SOPHOMORE SET, "ISOULJABOYTELLEM," CONCURRENTLY BLASTS 21-12 AT RHYTHMIC (MOST INCREASED PLAYS, AIRPOWER) AND 18-14 AT URBAN.

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	3	TAYLOR SWIFT LOVE STORY	NO. 1 (1 WK) BIG MACHINE/UNIVERSAL REPUBLIC	112 ☆	8902 -22	55.591	1
2	16	LADY GAGA FEATURING COLBY O'DONIS JUST DANCE	STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	112 ☆	8763 -726	52.803	3
3	4	BRITNEY SPEARS CIRCUS	JIVE/JLG	☆	8509 +348	54.613	2
4	13	BEYONCE SINGLE LADIES (PUT A RING ON IT)	MUSIC WORLD/COLUMBIA	112 ☆	8341 -1257	49.964	4
5	7	THE ALL-AMERICAN REJECTS GIVES YOU HELL	DOGHOUSE/DCC/INTERSCOPE	☆	7899 +914	43.928	6
6	11	PINK SOBER	LAFACE/JLG	☆	7845 +418	41.411	7
7	5	KANYE WEST HEARTLESS	ROC-A-FELLA/DEF JAM/IDJMG	11	7736 +162	49.774	5
8	9	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU	RCA/RMG	☆	6015 +476	34.552	8
9	10	THE FRAY YOU FOUND ME	☆	5260 +373	29.807	10	
10	8	T.I. FEATURING RIHANNA LIVE YOUR LIFE	DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC	113 ☆	5136 -1187	32.195	9
11	12	THE PUSSYCAT DOLLS I HATE THIS PART	INTERSCOPE	☆	4936 +84	29.597	11
12	13	THE VERONICAS UNTOUCHED	ENGINEER/SIRE/WARNER BROS.	☆	4799 +21	22.537	17
13	18	T.I. FEAT. JUSTIN TIMBERLAKE DEAD AND GONE	GRAND HUSTLE/ATLANTIC	☆	4455 +940	26.10E	14
14	17	FLO RIDA RIGHT ROUND	POE BOY/ATLANTIC	☆	4367 +652	27.555	13
15	10	BRITNEY SPEARS WOMANIZER	JIVE/JLG	11 ☆	4153 -739	28.849	12
16	14	KEVIN RUDOLF FEATURING LIL WAYNE LET IT ROCK	CASH MONEY/UNIVERSAL REPUBLIC	112 ☆	3962 -433	23.477	16
17	20	NE-YO MAD	DEF JAM/IDJMG	☆	3822 +536	24.187	15
18	15	JASON MRAZ I'M YOURS	ATLANTIC/RRP	113 ☆	3722 -644	18.769	19
19	16	KATY PERRY HOT N COLD	CAPITOL	112 ☆	3712 -553	19.984	18
20	7	KATY PERRY THINKING OF YOU	CAPITOL	☆	3444 +197	17.772	21
21	23	JOHN LEGEND FEATURING ANDRE 3000 GREEN LIGHT	G.O.O.D./COLUMBIA	11	3157 +286	13.357	22
22	4	LADY GAGA POKER FACE	STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	☆	3099 +789	18.535	20
23	19	NICKELBACK GOTTA BE SOMEBODY	ROADRUNNER/RRP	112 ☆	2882 -604	11.924	27
24	22	AKON RIGHT NOW (NA NA NA)	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	11 ☆	2636 -465	12.799	25
25	5	LEONA LEWIS I WILL BE	SYCO/J/RMG	☆	2497 +116	12.814	24
26	24	DAVID COOK LIGHT ON	19/RCA/RMG	☆	2463 -350	9.335	29
27	28	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL BEAUTIFUL	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	☆	2423 +337	13.294	23
28	30	JESSE MCCARTNEY FEATURING LUDACRIS HOW DO YOU SLEEP?	HOLLYWOOD	☆	2366 +495	11.487	28
29	32	EMINEM, DR. DRE & 50 CENT CRACK A BOTTLE	SHADY/AFTERMATH/INTERSCOPE	☆	1969 +403	8.968	30
30	29	THRIVING IVORY ANGELS ON THE MOON	WIND-UP	☆	1911 -57	5.622	33
31	27	KANYE WEST LOVE LOCKDOWN	ROC-A-FELLA/DEF JAM/IDJMG	11	1705 -480	12.397	26
32	35	THE WHITE TIE AFFAIR CANDLE (SICK AND TIRED)	SLIGHTLY DANGEROUS/EPIC	☆	1444 +107	4.233	38
33	14	LESLEY ROY UNBEAUTIFUL	RELIGION/JIVE/JLG	☆	1326 -188	4.231	39
34	NEW	SOULJA BOY TELL 'EM FEATURING SAMMIE KISS ME THRU THE PHONE	COLLIPARK/INTERSCOPE	☆	1031 +414	4.480	36
35	36	BEYONCE IF I WERE A BOY	MUSIC WORLD/COLUMBIA	11 ☆	1003 -253	6.866	31
36	34	RIHANNA REHAB	SRP/DEF JAM/IDJMG	☆	971 -378	4.354	37
37	38	MATT NATHANSON COME ON GET HIGHER	VANGUARD/CAPITOL	☆	932 +93	4.747	35
38	40	SAVING ABEL 18 DAYS	SKIDCO/VIRGIN/CAPITOL	☆	897 +168	2.298	-
39	NEW	KID CUDI DAY 'N NITE	FOOL'S GOLD/DOWNTOWN	☆	821 +98	3.398	-
40	NEW	BEYONCE HALO	MUSIC WORLD/COLUMBIA	☆	817 +158	6.842	32

MOST ADDED

ARTIST TITLE / LABEL NEW STATIONS

MILEY CYRUS 25
The Climb (Walt Disney/Hollywood)

SOULJA BOY TELL 'EM FEAT. SAMMIE 21
Kiss Me Thru The Phone (Collipark/Interscope)

LADY GAGA 18
Poker Face (Streamline/KonLive/Cherrytree/Interscope)

KEVIN RUDOLF 16
Welcome To The World (Cash Money/Universal Republic)

BRITNEY SPEARS 13
If U Seek Amy (Jive/JLG)

EMINEM, DR. DRE & 50 CENT 12
Crack A Bottle (Shady/Aftermath/Interscope)

KERI HILSON FEAT. LIL WAYNE 11
Turnin Me On (Mosley/Zone 4/Interscope)

3OH3 9
Don't Trust Me (Photo Finish/Atlantic/RRP)

ASHER ROTH 9
I Love College (SchoolBoy/Loud/SRC/Universal Motown)

ARTIST TITLE / LABEL PLAYS /GAIN

KERI HILSON FEAT. LIL WAYNE 743/274
Turnin Me On (Mosley/Zone 4/Interscope)

SHINEDOWN 677/131
Second Chance (Atlantic)

MILEY CYRUS 617/438
The Climb (Walt Disney/Hollywood)

WE THE KINGS 564/12
Secret Valentine (S-Curve)

BRITNEY SPEARS 563/213
If U Seek Amy (Jive/JLG)

LADY GAGA 562/12
Poker Face (Streamline/KonLive/Cherrytree/Interscope)

EMINEM, DR. DRE & 50 CENT 562/12
Crack A Bottle (Shady/Aftermath/Interscope)

KERI HILSON FEAT. LIL WAYNE 563/213
Turnin Me On (Mosley/Zone 4/Interscope)

3OH3 562/12
Don't Trust Me (Photo Finish/Atlantic/RRP)

ASHER ROTH 562/12
I Love College (SchoolBoy/Loud/SRC/Universal Motown)

ARTIST TITLE / LABEL PLAYS /GAIN

DAVID ARCHULETA 550/59
A Little Too Not Dver You (Jive/JLG)

FALL OUT BOY 517/59
America's Suitehearts (Decaydance/Fueled By Ramen/Island/IDJMG)

THEORY OF A DEADMAN 482/34
Bad Girlfriend (604/Roadrunner/RRP)

BEYONCE 425/113
Diva (Music World/Columbia)

THE TING TINGS 423/83
That's Not My Name (Columbia)

NE-YO 423/83
Mad (Def Jam/IDJMG)

ADDED AT... **WJIM** 97.5
Lansing, MI
PD: Josh Strickland
T.I. Feat. Justin Timberlake, Dead And Gone, 7
Secondhand Serenade, Your Call, 1
Miley Cyrus, The Climb, 0
Shinedown, Second Chance, 0

FOR WEEK ENDING FEBRUARY 15, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
KERI HILSON FEAT. LIL WAYNE Turnin Me On (Mosley/Zone 4/Interscope)	743/274	DAVID ARCHULETA A Little Too Not Dver You (Jive/JLG)	550/59
SHINEDOWN Second Chance (Atlantic)	677/131	FALL OUT BOY America's Suitehearts (Decaydance/Fueled By Ramen/Island/IDJMG)	517/59
MILEY CYRUS The Climb (Walt Disney/Hollywood)	617/438	THEORY OF A DEADMAN Bad Girlfriend (604/Roadrunner/RRP)	482/34
WE THE KINGS Secret Valentine (S-Curve)	564/12	BEYONCE Diva (Music World/Columbia)	425/113
BRITNEY SPEARS If U Seek Amy (Jive/JLG)	563/213	THE TING TINGS That's Not My Name (Columbia)	423/83

MOST INCREASED PLAYS

+940 ☆ **T.I. FEAT. JUSTIN TIMBERLAKE**
Dead And Gone (Grand Hustle/Atlantic)
WBVD +47, KHFI +40, WDJQ +39, WHKF +38, KZCH +33, WNOU -33, WKSS +31, WIOQ +30, WZKB +30, WFKS +29

+914 ☆ **THE ALL-AMERICAN REJECTS**
Gives You Hell (Doghouse/DCC/Interscope)
WNOU -57, KKPN +52, WXXL +36, KMXV +34, KHFI +32, WFMF +29, WHB +28, WYOY +28, KBK +26, WHITZ +25

+789 ☆ **LADY GAGA**
Poker Face (Streamline/KonLive/Cherrytree/Interscope)
WAPE +7, WZEE +27, KKRZ +25, WKSZ +24, KKHH +22, WXXX +20, KMXV +20, WIOQ +19, WJWB +19, KSLZ +19

+652 ☆ **FLO RIDA**
Right Round (Poe Boy/Atlantic)
WZEE +26, WFMF +24, WKF5 +23, KSPW +22, WNOU +20, WFKS +18, KZCH +18, WFMH +17, KHFI +16, WIOQ +16

+536 ☆ **NE-YO**
Mad (Def Jam/IDJMG)
WEZB +7, WPKY +29, KDND +28, KHKS +28, WZKF +25, WBLI +24, KSLZ +23, WAEV +22, KKHH +20, WXLK +18

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▶ "IF TODAY WAS YOUR LAST DAY," NICKELBACK'S FOLLOW-UP TO THE NO. 5-PEAKING "GOTTA BE SOMEBODY," LEAPS 37-20 ON CANADA CHR/TOP 40 WITH THE FORMAT'S LARGEST GAIN IN PLAYS (UP 142).

CHR/TOP 40 MONITORED REPORTERS

- | | | | |
|--|--|--|--|
| WFLY/Albany, NY
OM: Kevin Callahan
PD: Terry O'Donnell
APD: Brian Cody
MD: Marissa Lanchak | WCCQ/Columbus, GA
PD: Dave Arwood | WDJX/Louisville, KY
APD/MD: Ben Davis | WKGS/Rochester, NY
PD: Erick Anderson
MD: Jesse Graff |
| WKKF/Albany, NY
PD: Randy McCarten | WNCI/Columbus, OH
PD: Michael McCoy
APD: Erin Rafferty | WZKF/Louisville, KY
PD/MD: Matt Ryan | WPXY/Rochester, NY
PD: Mike Danger |
| KKOB/Albuquerque, NM
OM: Eddie Haskell
PD: Justin Riley
APD: Mark Anderson
MD: Carlos Duran | KKPN/Corpus Christi, TX
OM/MD: Scott Holt
APD/MD: Dave Ross | WZEE/Madison, WI
OM: Mike Ferris
PD: Jon Reilly | KDND/Sacramento, CA
PD: Dan Mason
MD: Christopher K. |
| WAEB/Allentown, PA
PD: Laura St. James | KHKS/Dallas, TX
PD: Patrick Davis
APD/MD: Billy The Kidd | WAOA/Melbourne, FL | WIOG/Saginaw, MI
PD: Jerry Noble
APD: Demas |
| WIXX/Appleton, WI
PD: Jason Hillery
MD: David Burns | WDFK/Dayton, OH
OM: Tony Tilford
APD/MD: Ryan Drake | WBVD/Melbourne, FL
OM: Ken Holiday
PD: Mike Klein | KZHT/Salt Lake City, UT
OM: Jeff Cochran
PD: Jeff McCartney
MD: Tricia Jenkins |
| WKSZ/Appleton, WI
PD: Dayton Kane
APD/MD: Brian Davis | WVYB/Daytona Beach, FL
PD: Ammie Olson | WHBQ/Memphis, TN
OM: Chris Taylor
MD: Joe Mack | KXXM/San Antonio, TX
OM: George King
PD: Tony Travatto
APD/MD: Russell Rush |
| WSTR/Atlanta, GA
PD/APD: JR Ammons
MD: Michael Chase | WKDM/Des Moines, IA
OM/MD: Greg Chance
MD: Scotty Cage | WHYI/Miami, FL
OM: Frank Scott
PD: Michael Yo | KHTS/San Diego, CA
PD: Jimmy Steele
APD/MD: Hitman Haze |
| WWWQ/Atlanta, GA
OM/MD: Rob Roberts
APD/MD: Johnny O | WKQI/Detroit, MI
PD: Sharon Dastur
APD/MD: Beau Daniels | WXSS/Milwaukee, WI
OM/MD: Rod Phillips
MD: Michael Yo | Sirius XM 20 on 20/Satellite
OM: Kid Kelly
PD: Mike Abrams
MD: Priestly |
| WHHD/Augusta, GA
PD: Chuck Whitaker
APD: Kris Fisher | WVYB/Daytona Beach, FL
PD: Ammie Olson | KDWB/Minneapolis, MN
OM/MD: Rob Morris
MD: Lucas | Sirius XM Hits 1/Satellite
OM: Richard Perry
APD/MD: Ryan Sampson |
| KHFI/Austin, TX
OM: Mac Daniels
PD: Jay Shannon
MD: Tony Cortez | WVYB/Daytona Beach, FL
PD: Ammie Olson | WABW/Mobile, AL
PD: Chris Michaels
APD/MD: QTIP | WAEV/Savannah, GA
PD/MD: Russ Francis |
| WFME/Baton Rouge, LA
PD: Kevin Campbell | WVYB/Daytona Beach, FL
PD: Ammie Olson | KBKS/Seattle, WA
PD: Becky Brenner
APD: Bender
MD: Eric Tyler | KRUF/Shreveport, LA
OM: Gary McCoy
PD: Erin Bristol
MD: Andrew "A.G." Gordon |
| KQXY/Beaumont, TX
PD/MD: Brandin Shaw
APD: Patrick Sanders | WVYB/Daytona Beach, FL
PD: Ammie Olson | KSPW/Springfield, MO
OM/MD: Valorie Knight
MD: Noah Sherwood | KSLZ/St. Louis, MO
OM/MD: Mark Anderson
MD: Taylor J |
| WXYY/Biloxi, MS
OM: Kenny Vest
PD: Lucas | WVYB/Daytona Beach, FL
PD: Ammie Olson | WNTQ/Syracuse, NY
OM/MD: Tom Mitchell
MD: Rick Roberts | WWHT/Syracuse, NY
PD: Butch Charles
MD: Jeff Wise |
| WQEN/Birmingham, AL
OM: Tom Hanrahan
PD: Keith Allen
APD/MD: Madison Reeves | WVYB/Daytona Beach, FL
PD: Ammie Olson | WFLZ/Tampa, FL
OM: Doug Hamand
PD/MD: Tommy Chuck | WTWR/Toledo, OH
PD: Chris Reynolds |
| KSAS/Boise, ID
PD: Steve "Keke Luv"
Kicklighter
APD: Chris "Lucky" Stewart | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVKS/Toledo, OH
OM: Bill Michaels
PD: Nathan Reed
MD: Boomer | KRQQ/Tucson, AZ
OM/MD: Tim Richards
MD: Chris Peters |
| KZMG/Boise, ID
MD: Miggy Santos | WVYB/Daytona Beach, FL
PD: Ammie Olson | KHTT/Tulsa, OK
OM/MD: Tod Tucker
APD: Billy "The Baby DJ"
Sexaur
MD: Mikey B. | WIHT/Washington, DC
OM/MD: Thea Mitchem
APD: Toby Knapp
MD: Gillien Sussman |
| WKXS/Boston, MA
OM: Cadillac Jack
PD: Chris Tyler
MD: Jim Clerkin | WVYB/Daytona Beach, FL
PD: Ammie Olson | WLDI/West Palm Beach, FL
OM/MD: Dave Denver
APD/MD: Valentine | KZCH/Wichita, KS
OM: Lyman James
PD/MD: Sammy Suarez |
| CKEY/Buffalo, NY
PD/MD: Dave Universal | WVYB/Daytona Beach, FL
PD: Ammie Olson | WBW/Wilkes Barre, PA
PD: A.J. | WKRZ/Wilkes Barre, PA
PD: Mike O'Donnell
APD/MD: Kelly K. |
| WKSE/Buffalo, NY
OM/MD: Sue O'Neil | WVYB/Daytona Beach, FL
PD: Ammie Olson | WKRZ/Wilkes Barre, PA
PD: Mike O'Donnell
APD/MD: Kelly K. | WSTW/Wilmington, DE
PD: Mike Yeager
APD/MD: Mike Rossi |
| WXXX/Burlington, VT
OM/MD: Ben Hamilton
MD: Pete Belair | WVYB/Daytona Beach, FL
PD: Ammie Olson | WAKZ/Youngstown, OH
OM: Sean Stevens
PD: Krissy Taylor | WLOT/Youngstown, OH
PD: J-Dub |
| WDJQ/Canton, OH
PD: John Stewart
MD: Nikolina | WVYB/Daytona Beach, FL
PD: Ammie Olson | WPRO/Providence, RI
OM/MD: Tony Bristol
APD/MD: Davey Morris | WDCG/Raleigh, NC
OM: Chris Shebel
PD: Randi West
APD/MD: Brody |
| WIHB/Charleston, SC
OM/MD: Bryan Taylor
APD: Dave Ryan
MD: Sean Mack | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson |
| WSSX/Charleston, SC
OM/MD: Mike Edwards
APD/MD: Daniel "Jiggy" Diaz | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson |
| WVSR/Charleston, WV
OM: Jeff Whitehead
PD: Wade Hill
MD: Jason Reed | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson |
| WNKS/Charlotte, NC
OM/MD: John Reynolds
MD: Otis | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson |
| WDD/Chattanooga, TN
OM/MD: Danny Howard
MD: Sean Stewart | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson |
| WKSC/Chicago, IL
PD: Rick Vaughn
MD: Jeff Murray | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson |
| WKFS/Cincinnati, OH
OM: Scott Reinhart
PD: Jordan | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson |
| WAKS/Cleveland, OH
OM: Keith Abrams
PD: Bo Matthews
APD/MD: Kasper | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson |
| KKMG/Colorado Springs, CO
OM: Bobby Irwin
PD: John Fox | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson |
| KVUU/Colorado Springs, CO
PD: Chris Pickett
MD: Darren McKee | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson |
| WNOK/Columbia, SC
PD/MD: Tommy BoDean | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson | WVYB/Daytona Beach, FL
PD: Ammie Olson |

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	16	TAYLOR SWIFT LOVE STORY	BIG MACHINE/UNIVERSAL REPUBLIC	3501 -146
2	4	10	BRITNEY SPEARS CIRCUS	JIVE/JLG	3438 +167
3	2	12	BEYONCE SINGLE LADIES (PUT A RING ON IT)	MUSIC WORLD/COLUMBIA	3356 -242
4	3	16	LADY GAGA FEAT. COLBY O'DONIS JUST DANCE	STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	3324 -250
5	5	1	PINK SOBER	LAFACE/JLG	3212 +241
6	7	12	THE ALL-AMERICAN REJECTS GIVES YOU HELL	DOGHOUSE/DGC/INTERSCOPE	3169 +321
7	6	10	KANYE WEST HEARTLESS	ROC-A-FELLA/DEF JAM/IDJMG	3027 +65
8	10	5	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU	RCA/RMG	2767 +435
9	9	15	THE VERONICAS UNTOUCHED	ENGINEERROOM/SIRE/WARNER BROS.	2377 -11
10	11	11	THE FRAY YOU FOUND ME	EPIC	2299 +194
11	12	11	THE PUSSYCAT DOLLS I HATE THIS PART	INTERSCOPE	2143 +52
12	8	13	T.I. FEAT. RIHANNA LIVE YOUR LIFE	DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC	2032 -567
13	18	3	FLO RIDA FEAT. KESHA RIGHT ROUND	POE BOY/ATLANTIC	1925 +384
14	20	3	T.I. FEAT. JUSTIN TIMBERLAKE DEAD AND GONE	GRAND HUSTLE/ATLANTIC	1809 +300
15	22	5	NE-YO MAO	DEF JAM/IDJMG	1663 +275
16	13	20	BRITNEY SPEARS WOMANIZER	JIVE/JLG	1650 -341
17	17	7	KATY PERRY THINKING OF YOU	CAPITOL	1611 +50
18	15	26	KEVIN RUDOLF FEAT. LIL WAYNE LET IT ROCK	CASH MONEY/UNIVERSAL REPUBLIC	1556 -175
19	14	30	JASON MRAZ I'M YOURS	ATLANTIC/RRP	1551 -377
20	16	20	NICKELBACK GOTTA BE SOMEBODY	ROADRUNNER/RRP	1406 -246
21	27	3	LADY GAGA POKER FACE	STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	1405 +543
22	25	3	AKON FEAT. COLBY O'DONIS & CARDINAL OFFISHALL BEAUTIFUL	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	1296 +253
23	23	7	JOHN LEGEND FEAT. ANDRE 3000 GREEN LIGHT	G.O.O.D./COLUMBIA	1259 +9
24	21	15	DAVID COOK LIGHT ON	19/RCA/RMG	1251 -214
25	19	19	AKON RIGHT NOW (NA NA NA)	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	1190 -330
26	24	5	LEONA LEWIS I WILL BE	SYCO/J/RMG	1178 +124
27	28	4	JESSE MCCARTNEY FEAT. LUDACRIS HOW DO YOU SLEEP?	HOLLYWOOD	1051 +265
28	26	14	THRIVING IVORY ANGELS ON THE MOON	WIND-UP	960 -55
29	30	4	EMINEM, DR. DRE & 50 CENT CRACK A BOTTLE	SHADY/AFTERMATH/INTERSCOPE	739 +99
30	36	3	THE WHITE TIE AFFAIR CANDLE (SICK AND TIRED)	SLIGHTLY DANGEROUS/EPIC	635 +95
31	29	18	KANYE WEST LOVE LOCKDOWN	ROC-A-FELLA/DEF JAM/IDJMG	594 -168
32	31	13	LESLEY ROY UNBEAUTIFUL	RELIGION/JIVE/JLG	578 -34
33	33	2	SAVING ABEL 18 DAYS	SKIDROW/VIRGIN/CAPITOL	536 +84
34	NEW	1	SOULJA BOY TELL'EM FEAT. SAMMIE KISS ME THRU THE PHONE	COLLIPARK/INTERSCOPE	474 +257
35	NEW	1	KERI HILSON FEAT. LIL WAYNE TURNIN ME ON	MOSLEY/ZONE 4/INTERSCOPE	419 +202
36	NEW	1	FALL OUT BOY AMERICA'S SUITEHEARTS	ISLAND/IDJMG	384 -54
37	NEW	1	THEORY OF A DEADMAN BAD GIRLFRIEND	604/ROADRUNNER/RRP	369 +30
38	NEW	1	BEYONCE HALO	MUSIC WORLD/COLUMBIA	368 +64
39	NEW	1	SHINEDOWN SECOND CHANCE	ATLANTIC	358 +84
40	34	18	HINDER WITHOUT YOU	UNIVERSAL REPUBLIC	357 -93

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	10	BRITNEY SPEARS CIRCUS	JIVE/SONY MUSIC	853 +34
2	3	12	KANYE WEST HEARTLESS	ROC-A-FELLA/DEF JAM/UNIVERSAL	727 -23
3	7	4	FLO RIDA RIGHT ROUND	POE BOY/ATLANTIC/WARNER	703 +116
4	12	12	BEYONCE SINGLE LADIES (PUT A RING ON IT)	MUSIC WORLD/COLUMBIA/SONY MUSIC	711 -11
5	12	12	TAYLOR SWIFT LOVE STORY	BIG MACHINE/UNIVERSAL	706 +14
6	2	17	LADY GAGA POKER FACE	STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE/UNIVERSAL	703 -82
7	12	12	PINK SOBER	LAFACE/SONY MUSIC	690 +21
8	13	13	THE PUSSYCAT DOLLS I HATE THIS PART	INTERSCOPE/UNIVERSAL	534 +2
9	10	5	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU	RCA/SONY MUSIC	544 +7
10	10	10	THE VERONICAS UNTOUCHED	ENGINEERROOM/SIRE/WARNER	519 +20
11	11	11	MARIANAS TRENCH CROSS MY HEART	604/UNIVERSAL	516 -14
12	15	5	THE ALL-AMERICAN REJECTS GIVES YOU HELL	DOGHOUSE/DGC/UNIVERSAL	509 +54
13	14	14	DANNY FERNANDES FANTASY	CP	503 -27
14	16	6	T.I. FEATURING JUSTIN TIMBERLAKE DEAD AND GONE	GRAND HUSTLE/ATLANTIC/WARNER	477 +58
15	15	5	AKON FEAT. COLBY O'DONIS & CARDINAL OFFISHALL BEAUTIFUL	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN/UNIVERSAL	452 +86
16	3	20	NICKELBACK GOTTA BE SOMEBODY	ROADRUNNER/RRP	449 -76
17	3	20	T.I. FEAT. RIHANNA LIVE YOUR LIFE	SRP/DEF JAM/GRAND HUSTLE/ATLANTIC/UNIVERSAL/WARNER	442 -119
18	24	4	CLASSIFIED ANYBODY LISTENING	SONY MUSIC	405 +92
19	20	5	KATY PERRY THINKING OF YOU	CAPITOL/EMI	348 -1
20	2	2	NICKELBACK IF TODAY WAS YOUR LAST DAY	EMI	341 +142
21	28	4	HEDLEY DYING TO LIVE AGAIN	UNIVERSAL	339 +67
22	21	19	JASON MRAZ I'M YOURS	ATLANTIC/WARNER	308 -40
23	22	25	KEVIN RUDOLF FEAT. LIL WAYNE LET IT ROCK	CASH MONEY/UNIVERSAL REPUBLIC/UNIVERSAL	301 -44
24	17	23	DEBORAH COX BEAUTIFUL U	DECO/E1	300 -87
25	12	3	KARL WOLF FEATURING CULTURE AFRICA	LW/EMI	299 +54
26	26	8	THE FRAY YOU FOUND ME	EPIC/SONY MUSIC	290 +6
27	25	21	KARDINAL OFFISHALL FEAT. KERI HILSON NUMBA 1 (TIDE IS HIGH)	KONLIVE/CEFFEN/UNIVERSAL	283 -13
28	30	7	THEORY OF A DEADMAN NOT MEANT TO BE	604/UNIVERSAL	271 +11
29	27	25	KATY PERRY HOT N COLD	CAPITOL/EMI	269 -13
30	19	19	AKON RIGHT NOW (NA NA NA)	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN/UNIVERSAL	268 -83

FOR WEEK ENDING FEBRUARY 15, 2009

indicates CanCon



Power 106 mixers make an impact on and off the air; part two of a three-part series

Mixing Matters

Darnella Dunham

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the DJ is truly the backbone of KPWR (Power 106)/Los Angeles. Current and former mixers occupy positions in the programming department, the Flava Unit street team, the imaging and interactive departments and the airstaff. The roster of Power Mixers at the Emmis station currently numbers 16, including three who double as full-time on-air personalities.

Mixers who host their own airshifts are heard weekdays from 3 p.m.-midnight. Big Syphe & Eric D-Lux are a bundle of energy in the afternoon, and respected DJ/producer/personality Felli Fel mixes for an hour during "The New @ 2" program, then returns at 7 p.m. to host the night show.

All three personalities draw high ratings that have kept growing since L.A. converted to Arbitron's PPM ratings service last September. Their popularity and credibility is as much a result of what they do off the air as it is on.

The Life Of The Puro Pari

"Puro Pari" is a term used by Big Syphe and Eric D-Lux that loosely translates into "pure party," a phrase that perfectly describes the essence of their afternoon show. Both hail from Los Angeles and grew up listening to Power 106. Mixing was an early hobby for them, and became friends when each began spinning at the same club.

After joining the Flava Unit, the duo would mix at station events, winning over Power 106 staffers with their mixing skills and personalities. After being upgraded to Power Mixers, the pair was given a shot at hosting its own overnight show. It wasn't long before the overnight show was elevated to nights and then to its current spot in afternoon drive.

Syphe and D-Lux also spin in clubs in the Los Angeles region and internationally. Plus, Big Syphe is a producer who delivered his first hit last year with Kardinal Offishall's

"Dangerous," which spent two weeks at No. 1 on R&R's Rhythmic chart in December 2007.

Last year was also pivotal for the duo's show, when the four-hour program went from a two-hour mix to a total mix beginning in the fall. The programming team made this move shortly after the PPM became currency in Los Angeles in September. While it may seem unorthodox on the surface, it was a move based on logic. The duo's 5 p.m.-7 p.m. mix "The Traffic Jam" consistently drew the highest ratings on the show. Although "Syphe & D-Lux" sometimes comes close to the edge, the pair has earned the trust of Emmis VP of programming and Power 106 PD Jimmy Steal, APD E-Man and MD Ryan Dillon.

"They understand what we're looking for and we understand what they can do with the mixes,"

E-Man says. "They know what they have to play but at the same time they do push the envelope." Dillon adds, "To a lot of programmers that's a bad thing, but to us that's what the edge is. As of now it's been working."

That trust isn't taken for granted. Syphe and D-Lux recognize that they have to think like programmers during their show. While their mixes aren't playlisted, they are required to play all of the records in power rotation. "I think they gave us that extra two hours because they know that we're good mixers," Syphe says.

About the all-mix format, D-Lux notes, "Mixing the whole

'They understand what we're looking for and we understand what they can do with the mixes.'

—E-Man



Syphe & D-Lux

'Mixing the whole show is better just for the fact that it keeps moving and it's more of a party vibe.'

—Eric D-Lux

show is better just for the fact that it keeps moving and it's more of a party vibe. If I was in the car listening to the radio and there a DJ mixing and there's a song I don't like, I'm going to keep listening just for the simple fact that he's probably going to play one more verse and [the next] song might be a record that I like. If it was in regular rotation I'd be like, 'Let me change the station and I'll come back in five minutes.'"

Hitbreaker, Hitmaker

During his 7 p.m.-midnight night shift, DJ Felli Fel entertains with his distinctive voice, quick wit and masterful mixing. As the station's mix show coordinator, he spearheads the team that introduces new hip-hop music in Los Angeles. When he's not at the station, he spends a great deal of time in the lab creating new music of his own that's being played all over the country.

His 2007 debut single, "Get Buck in Here," featured Diddy, Akon, Ludacris and Lil Jon. It peaked at No. 16 on the R&R Rhythmic chart in December 2007 and led to a deal with Island Def Jam.

The follow-up, "Finer Things" with Ne-Yo, Fabolous, Kanye West and Jermaine Dupri, also made a national impact and reached No. 12 on May 16, 2008. Current single "Feel It" featuring T-Pain, Flo Rida and Pitbull is just being introduced to radio and sounds like it has the potential to surpass his previous efforts.

Although he is best-known for being part of the Power 106 lineup, Fel's work as a producer predates his radio career. He started producing when he was a teenager and his work on show intros for radio personalities in Dallas helped him get his first shot at working in the medium at local community station KNON. He then joined Service urban KKDA/Dallas and three years later was recruited for nights on Power 106.

During nine years at Power, Fel has built up his production résumé by getting placements on projects for Baby Bash, R. Kelly, Colby O'Donis, Cassidy and Sean Kingston. Getting artists of that caliber may seem like it could distract or even intimidate Fel from pursuing own efforts, but it was more mental. "My music was my baby," he says about his trepidation to put his own music out there. "Do I want to share this with the world? What if they don't accept it? I was fortunate to have certain mentors around me, such as Jimmy Steal and other producers. I just finally got to the point where I was comfortable doing it." His "Go DJ" is slated for release later this year. **R&R**



Felli Fel

The Reflex

The newest mix in the Power 106 lineup is "The Power Party at Noon," which replaced a long-running old-school show late last year. DJ Reflex, a credible hip-hop DJ recognized for his ability to mix other genres, handles the one-hour show Monday through Sunday. What makes this mix different from

others on Power 106? "The goal [is] to deliver records that people are familiar with and lead them into some new stuff and a lot of remixes," Reflex says. "The format is very hit-driven, very familiar but with remixes that are cool in the clubs and also the new club stuff. It's about implementing new, fun records and keeping the energy really high." —DD



▶ CHART FRESHMAN **ASHER ROTH** HEADS AN INCOMING CLASS OF THREE DEBUTS, AS HIS ODE TO HIGHER EDUCATION, "I LOVE COLLEGE," MATRICULATES AT NO. 34. THE 23-YEAR-OLD MORRISVILLE, PA.-BASED ARTIST EARNS EXTRA CREDIT WITH A 32-25 LIFT IN HIS THIRD WEEK ON THE RAP REPORT CARD.

WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS T-W +/-	AUDIENCE MILLIONS RANK
1	15		KANYE WEST HEARTLESS	NO. 1 (5 WKS)	11	5634 -326	35.635 1
2	10		T.I. FEATURING JUSTIN TIMBERLAKE DEAD AND GONE		11	5234 +503	34.222 2
4	13		NE-YO MAD		11	4600 +113	27.368 3
3	19		LADY GAGA FEATURING COLBY O'DONIS JUST DANCE		11	4285 -211	26.422 4
7	7		AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL BEAUTIFUL		11	3620 +330	23.625 5
8	6		EMINEM, DR. DRE & 50 CENT CRACK A BOTTLE		11	3502 +300	22.738 6
5	18		BEYONCE SINGLE LADIES (PUT A RING ON IT)		11	326 -753	18.306 9
9	10		KERI HILSON FEATURING LIL WAYNE TURN ME ON		11	3194 +317	18.467 8
6	21		T.I. FEATURING RIHANNA LIVE YOUR LIFE		11	3171 -574	19.807 7
15	4		FLO RIDA RIGHT ROUND		11	2326 +615	17.662 11
11	5		BEYONCE DIVA		11	2634 +170	14.479 15
12	21		SOULJA BOY TELL 'EM FEAT. SAMMIE KISS ME THRU THE PHONE	AIRPOWER/MOST INCREASED PLAYS	11	2429 +886	15.047 13
13	9		THE-DREAM ROCKIN' THAT THANG		11	2414 -96	14.032 17
10	16		LUDACRIS CO-STARRING T-PAIN ONE MORE DRINK		11	2331 -669	15.683 12
16	8		KID CUDI DAY 'N' NITE		11	2318 +262	14.801 14
16	20		JAMIE FOXX FEATURING T-PAIN BLAME IT		11	2223 +601	17.864 10
17	14		T.I. WHATEVER YOU LIKE		11	2035 -246	14.206 16
18	17		JIM JONES & RON BROWZ FEAT. JUELZ SANTANA POP CHAMPAGNE		11	1971 -469	12.655 18
17	21		AKON RIGHT NOW (NA NA NA)		11	1610 -435	9.482 19
20	22		BABY BASH FEAT. LIL JON & MARIO THAT'S HOW I GO	AIRPOWER	11	1581 +85	9.145 20
23	9		MIMS MOVE (IF YOU WANNA)		11	1571 +118	7.270 23
24	6		MIKE JONES NEXT TO YOU		11	1512 +83	7.673 22
25	10		GORILLA ZOE LOST		11	1346 -25	6.022 26
26	13		BOBBY VALENTINO FEATURING YUNG JOC BEEP		11	1296 +35	6.517 24
28	17		BRITNEY SPEARS WOMANIZER		11	1038 -44	6.448 25
29	5		BRITNEY SPEARS CIRCUS		11	1007 +18	5.551 28
30	4		THE PUSSYCAT DOLLS I HATE THIS PART		11	976 +72	5.858 27
27	13		T-PAIN FEATURING LUDACRIS CHOPPED 'N' SKREWED		11	901 -357	5.237 30
33	4		NE-YO FEATURING JAMIE FOXX & FABOLOUS SHE GOT HER OWN		11	767 +20	8.081 21
35	5		SLIM THUG I RUN		11	731 +21	3.509 40
31	17		AKON FEATURING LIL WAYNE & YOUNG JEEZY I'M SO PAID		11	707 -159	5.354 29
32	16		KATY PERRY HOT N COLD		11	692 -150	4.127 35
36	3		50 CENT I GET IT IN		11	684 +2	4.769 32
NEW			ASHER ROTH I LOVE COLLEGE		11	657 +185	4.329 33
NEW			LADY GAGA POKER FACE		11	644 +269	4.312 34
34	14		PLIES FEATURING CHRIS J PUT IT ON YA		11	636 -98	3.605 39
37	3		LMFAO I'M IN MIAMI TRICK		11	617 +11	2.786 37
NEW			LUDACRIS CO-STARRING PLIES NASTY GIRL		11	610 +142	2.501 -
39	2		PITBULL I KNOW YOU WANT ME (CALLE OCHO)		11	602 +62	2.340 -
40	38		DAVID RUSH FEATURING KEVIN RUDOLF & PITBULL SHOOTING STAR		11	587 +46	3.462 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
FAT JOE FEAT. AKON One (Terror Squad/Capitol)	16
BOW WOW FEAT. JOHNTA AUSTIN You Can Get It All (Columbia)	13
BUSTA RHYMES FEAT. T-PAIN Hustlers Anthem (Universal Motown)	11
UTADA Come Back To Me (Island/IDJMG)	11
SOULJA BOY TELL 'EM FEAT. SAMMIE Kiss Me Thru The Phone (Collipark/Interscope)	8
JAMIE FOXX FEAT. T-PAIN Blame It (J/RMG)	7
50 CENT I Get It In (Shady/Aftermath/Interscope)	7
BROOKE HOGAN FEAT. STACKS Falling (SOBE)	7
LADY GAGA Poker Face (Streamline/KonLive/Cherrytree/Interscope)	5
PITBULL I Know You Want Me (Calle Ocho) (Ultra)	6

ADDED AT... KUUU
 Salt Lake City, UT
 PD: Kevin Cruise
 MD: Booker
 Plies Feat. Ashanti, Want It, Need It, 2
 Slim Thug, I Run, 2
 Pitbull, I Know You Want Me (Calle Ocho), 1
 Lil Rob, Bang Bang Boogie, 0
 FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
CIARA FEAT. YOUNG JEEZY Never Ever (LaFace/JLG)	477/66	T-PAIN FEAT. CHRIS BROWN Freeze (Konvict/Nappy Boy/Jive/JLG)	338/73
DJ FELLI FEL FEAT. T-PAIN, FLO RIDA & PITBULL Feel It (So So Def/IDJMG)	446/147	KELLY CLARKSON My Life Would Suck Without You (RCA/RMG)	282/39
LIL WAYNE Prom Queen (Cash Money/Universal Motown)	422/28	JESSE MCCARTNEY FEAT. LUDACRIS How Do You Sleep? (Hollywood)	227/22
PLIES FEAT. ASHANTI Want It, Need It (Big Gates/Slip-N-Slide/Atlantic)	421/33	YUNG L.A. FEAT. YOUNG DRO & T.I. Ain't I (Grand Hustle/Interscope)	225/11
J. HOLIDAY It's Yours (Music Line/Capitol)	395/20	PAUL WALL Bizzy Body (Swishahouse/Asylum)	218/58

MOST INCREASED PLAYS

+886	SOULJA BOY TELL 'EM FEAT. SAMMIE Kiss Me Thru The Phone (Collipark/Interscope)
+615	FLO RIDA Right Round (Poe Boy/Atlantic)
+601	JAMIE FOXX FEAT. T-PAIN Blame It (J/RMG)
+503	T.I. FEAT. JUSTIN TIMBERLAKE Dead And Gone (Grand Hustle/Atlantic)
+330	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL Beautiful (Konvict/Upfront/SRC/Universal Motown)

FOR WEEK ENDING FEBRUARY 15, 2009
 LEGEND: See legend to charts in charts section for rules and symbol explanations.
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Traditional and fresh approaches to recognizing Black History Month. Part one of a two-part series.

If You Don't Know Your Past . . .

Darnella Dunham

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Urban radio stations have traditionally celebrated the month of February more vigorously than other media outlets. While Kwanzaa seems to have slipped from the memory banks of many African-Americans, Black History Month is alive and well on dozens of stations targeting black listeners.

With a president of the United States of African descent, and other African-Americans in key political positions, some pundits suggest that this progress minimizes the need to spend February reflecting on black historical figures and events. Mary K, PD of Cox/Birmingham urban WBHJ (95.7 Jamz) and gospel WAGG-AM, isn't one of them. "In 2009, Black History Month is even more special since we can salute our very first African-American president," she says. "We recognize on the air, online and on-site. Our community is very passionate about the leaders and achievers all year long."

Still, promoting Black History Month has become passé for some urban, urban AC and gospel stations. Many rely on traditional vignettes to recognize the achievements of notable African-Americans. However, others extend content from those tributes to their Web sites, and some tie into or create their own events that focus on those who have made or are making black history locally.

Straight To The Community

Inner City/New York urban AC WBLS and gospel WLIB-AM OM Skip Dillard describes the station's involvement with Black History Month as a "very special time." The stations, which are independently owned and operated by African-Americans, are involved in a variety of local events and community service projects, and partner with local organizations and businesses. "No radio station serving African-Americans can afford to pass on Black History Month this or any year," Dillard says. "It was not that long ago that a spoken and musical voice for people of color through radio was not possible. That's something I never take for granted, given the

opportunity to program to this audience."

WBTP (95.7 the Beat)/Tampa director of music/mixshow coordinator DJ Ekin says Black History Month is woven into the Clear Channel station's imaging throughout February. "Although we don't have our own flagship event per se for this occasion, we do readily participate in community functions as they are brought to our attention and are right for the brand. We feel that as a leading urban voice here in the Tampa Bay market, we can't let such a big part of history, our history, fall by the wayside."

In addition to vignettes, Entercom urban WQMG/Greensboro produces tribute show "Rhythms of Triumph . . . A Celebration of Black History Month." PD Shilymne Cole says, "Every February we honor citizens in the Greensboro/Winston-Salem and High Point communities who are doing excellent works in the community. I also bring in artists to perform, along with local entertainment. This year, the show will be a series of firsts, meaning all of our honorees are firsts."

Y-Town Radio urban WRBP (Jamz 101.9)/Youngstown, Ohio, also takes an on-site approach with its Feb. 21 Women of Color Expo to recognize a local historian who has had an impact on her community. Vignettes and community events are how Citadel urban AC WLXC (Kiss 103.1)/Columbia, S.C., observes the month. "We do this every year, for as long as I'm PD," PD Doug Williams says.

The Tried And True

With some programmers recycling the same spotlights annually, traditional vignettes can come across as stale. ABC Radio Networks injected a fresher

approach with its "It's a Black Fact Jack" vignettes, which Steve Crumbley describes as "the best 30-second vignettes I have heard in a decade of black history." OM of Cox Radio's urban AC WJMZ (107.3 Jamz) and rhythmic WHZT (Hot 98.1)/Greenville, S.C., Crumbley says, "Our black history is too important to ignore and we do not have to use the standard black history of the past, but there is new current black history happening every day and it's right in your own city and neighborhood."

Beasley urban AC WUKS (Kiss 107.7 FM)/Fayetteville, N.C., is celebrating the 50th anniversary of Motown Records. PD Taylor Morgan says, "Our elements are uplifting and positive—reminding us of great past achievements and the limitless possibilities of the future." In addition to vignettes, Radio One urban AC WZAK/Cleveland is partnering with the Rock and Roll Hall of Fame to present the film "Cadillac Records." There will be a question-and-answer session with Darnell Martin, who directed the film, which chronicles the rise of Chess Records and its recording artists.

Entercom urban WJMH (102 Jamz) Greensboro PD Brian Douglas says the station airs pieces in mornings and middays that profile "unheralded figures in black history or offer little-known information about well-known figures. We also salute key figures in promos."

Vignettes can also be monetized. For six years, clients have sponsored daily spots that air on NRG Media urban KOPW (Power 106.9)/Omaha throughout February, according to PD Bryant "BizzyB" McCain. Mark Dylan, OM of Citadel/Little Rock urban KIPR (Power 92), urban AC KOKY and gospel KPZK, says vignettes he programs on the trio of stations have helped increase NTR dollars, thanks to sponsors that include Verizon and McDonald's. Rejoice Musical Soul Food VP of programming Willie Mae McIver notes that "K-Mart just launched a partnership with 'The Steve Harvey Morning Show' and Mocha Moms Inc. called 'Share the Word' [kmart.com/sharetheword]. Part of the campaign includes Black History trivia challenges."

Cenla urban KKST (98.7 Kiss FM)/Alexandria, La., recognizes the month in its top-of-the-hour ID. Citadel urban AC KMEZ (Old School 106.7) PD LeBron "LBJ" Joseph says, "Black History Month gets a little lost in the shuffle in [New Orleans, Louisiana] with Valentine's Day and the season of Mardi Gras, but we always celebrate." The station has found a way to get the community involved. "Our morning show does a book-of-the-week feature centered around our community, and this year's vignettes series consist of kids from the Benjamin Franklin Elementary School as the talent."

New Birth PD/MD gospel WMBM-AM Gregory Cooper says stations shouldn't overlook the month's significance. "All stations that program black music should recognize our black history every day. Our young listeners need to hear about the ones who made it for us to be where we are today." And McIver points out that all Americans should observe Black History Month. "It is to educate everyone on the legacy of African-Americans. Their contributions did not only affect African-Americans, but people as a whole."



DJ Ekin



Mary K



McIver



Cole



Crumbley



► **BOBBY VALENTINO** RETURNS TO THE TOP 10 AS A LEAD ARTIST AFTER THREE-AND-A-HALF YEARS, AS "BEEP," FEATURING YUNG JOC, SURGES 11-7 (UP 348 PLAYS). VALENTINO LAST REACHED THE UPPER REGION WITH "TELL ME," A NO. 10 HIT IN SEPTEMBER 2005. HE SPENT FIVE WEEKS AT NO. 1 EARLIER THAT YEAR WITH "SLOW DOWN."

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS	AUDIENCE
					IMPRINT / PROMOTION LABEL	TY* +/-	MILLIONS RANK
1	2	10	KERI HILSON FEAT. LIL WAYNE Turnin Me On	NO. 1 (1 WK)	MOSLEY/ZONE 4/INTERSCOPE	4173 +421	31.686 3
2	9	9	BEYONCE Diva		MUSIC WORLD/COLUMBIA	4122 +24	31.815 2
3	10	10	THE-DREAM Rockin' That Thang		RADIO KILLA/DEF JAM/DJMG	3980 +392	30.075 4
4	6	5	JAMIE FOXX FEAT. T-PAIN Blame It	MOST INCREASED PLAYS	J/RMG	3979 +679	35.603 1
5	3	14	KANYE WEST Heartless		ROC-A-FELLA/DEF JAM/DJMG	3457 -251	25.546 6
6	5	13	NE-YO FEATURING JAMIE FOXX & FABOLOUS She Got Her Own		DEF JAM/DJMG	3444 -92	28.574 5
7	11	17	BOBBY VALENTINO FEATURING YUNG JOC Beep		BLU KOLLA DREAMS/CAPITOL	2861 +348	20.994 8
8	9	14	JAMIE FOXX FEATURING T.I. Just Like Me		J/RMG	2793 -143	22.005 7
9	7	17	JIM JONES & RON BROWZ FEATURING JUELZ SANTANA Pop Champagne		ETHER BOY/UNIVERSAL MOTOWN/COLUMBIA/E1	2698 -593	20.174 9
10	13	10	KEYSHIA COLE You Complete Me		IMANI/GEFFEN/INTERSCOPE	2509 +166	16.112 14
11	8	19	BEYONCE Single Ladies (Put a Ring on It)		MUSIC WORLD/COLUMBIA	2489 -590	19.934 10
12	14	14	NE-YO Mad		DEF JAM/DJMG	2448 +299	18.431 11
13	16	10	YUNG L.A. FEATURING YOUNG DRO & T.I. Ain't I		GRAND HUSTLE/INTERSCOPE	2250 +295	17.882 12
14	18	4	SOULJA BOY TELL 'EM FEATURING SAMMIE Kiss Me Thru the Phone		COLLIPARK/INTERSCOPE	2171 +324	15.195 15
15	10	21	T.I. FEATURING RIHANNA Live Your Life		DEF JAM/GRAND HUSTLE/DJMG/ATLANTIC	2110 -483	16.591 13
16	22	5	T.I. FEATURING JUSTIN TIMBERLAKE Dead and Gone	AIRPOWER	GRAND HUSTLE/ATLANTIC	1984 +389	14.236 17
17	20	6	GS BOYZ Stanky Legg		SWAGG TEAM/JIVE/BATTERY	1893 +183	11.176 21
18	19	5	JAZMINE SULLIVAN Lions, Tigers & Bears		J/RMG	1837 +26	12.814 18
19	12	20	T-PAIN FEATURING LUDACRIS Chopped 'N' Skrewed		KONVICT/NAPPY BOY/JIVE/JLG	1791 -611	14.496 16
20	21	17	GORILLA ZOE Lost		BLOCK/BAD BOY SOUTH/ATLANTIC	1778 +124	10.665 22
21	25	9	J. HOLIDAY It's Yours		MUSIC LINE/CAPITOL	1568 +78	8.862 23
22	17	16	PLIES FEATURING CHRIS J Put It on Ya		BIG GATES/SLIP-N-SLIDE/ATLANTIC	1505 -367	11.267 20
23	27	4	T-PAIN FEATURING CHRIS BROWN Freeze		KONVICT/NAPPY BOY/JIVE/JLG	1323 -8	8.174 24
24	29	3	PLIES FEATURING ASHANTI Want It, Need It		BIG GATES/SLIP-N-SLIDE/ATLANTIC	1297 +91	7.260 27
25	28	5	MIMS Move (If You Wanna)		AMERICAN KING/CAPITOL	1252 +42	7.779 26
26	26	6	RON BROWZ Jumpin' (Out the Window)		ETHER BOY/UNIVERSAL MOTOWN	1244 -180	6.880 29
27	24	18	KEYSHIA COLE FEATURING 2PAC Playa Cardz Right		AMARU/IMANI/GEFFEN/INTERSCOPE	1224 -271	11.306 19
28	23	17	LUDACRIS CO-STARRING T-PAIN One More Drink		DTP/DEF JAM/DJMG	1193 -378	8.019 25
29	31	3	JENNIFER HUDSON If This Isn't Love		ARISTA/RMG	1179 +245	5.888 31
30	32	2	OJ DA JUICEMAN FEATURING GUCCI MANE Make tha Trap Say Aye		32/MIZAY/ASYLUM	963 +156	6.035 30
31	33	2	MUSIQ SOULCHILD So Beautiful		ATLANTIC	902 +95	5.533 32
32	34	3	CIARA FEATURING YOUNG JEEZY Never Ever		LAFACE/JLC	901 +94	4.530 34
33	30	18	MUSIQ SOULCHILD FEATURING MARY J. BLIGE If U Leave		ATLANTIC	882 -243	7.014 28
34	38	2	50 CENT I Get It In	MOST ADDED	SHADY/AFTERMATH/INTERSCOPE	825 +130	4.991 33
35	36	2	LUDACRIS CO-STARRING PLIES Nasty Girl		DTP/DEF JAM/DJMG	784 +34	3.080 38
36	39	2	SLIM THUG I Run		BOSS HOGG OUTLAWZ/E1	716 +104	4.057 36
37	NEW		BOW WOW FEATURING JOHNTA AUSTIN You Can Get It All		COLUMBIA	651 +124	2.800 -
38	NEW		PLEASURE P Boyfriend #2		ATLANTIC	633 +162	3.297 37
39	NEW		JOHN LEGEND Everybody Knows		G.O.O.D./COLUMBIA	597 +49	2.301 -
40	NEW		UNLADYLIKE Bartender		VMG/DJMG	560 0	1.751 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
50 CENT I Get It In (Shady/Aftermath/Interscope)	39
JIM JONES FEAT. NOE & BRITNEY TAYLOR Na Na Nana Na Na (E1/Columbia)	33
FAT JOE FEAT. AKON One (Terror Squad/Capitol)	33
YOUNG JEEZY FEAT. SHAWTY REDD Who Dat (CTE/Def Jam/DJMG)	26
J-MONEY FEAT. RICK ROSS I'm Ballin' (35°35)	18
MARY MARY FEAT. KIERRA "KIKI" SHEARD God In Me (My Block/Columbia)	17
AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL Beautiful (Konvict/Upfront/SRC/Universal Motown)	16

ADDED AT... WDKX
Rochester, NY
PD: Andre Marcel
MD: Tariq Spence
50 Cent, I Get It In, 23
Akon, Beautiful, 0
Fat Joe Feat. Akon, One, 0
Jim Jones, Na Na Nana Na Na, 0
Mary Mary, God In Me, 0
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
EMINEM, DR. DRE & 50 CENT Crack A Bottle (Shady/Aftermath/Interscope)	551/62	BUSTA RHYMES FEAT. T-PAIN Hustlers Anthem (Universal Motown)	333/214
RICHGIRL FEAT. BUN B 24's (Richcraft/Jive/JLG)	483/21	SOULJA BOY TELL 'EM Turn My Swag On (Collipark/Interscope)	313/57
JADAKISS FEAT. AYANNA IRISH Can't Stop Me (Def Jam/DJMG)	413/90	ELECTRIK RED So Good (Radio Killa/Def Jam/DJMG)	293/66
DRAMA FEAT. AKON, SNOOP DOOG & T.I. Day Dreaming (Grand Hustle/Atlantic)	364/132	HURRICANE CHRIS She's Fine (Polo Grounds)	289/6
RIHANNA FEAT. CHRIS BROWN Bad Girl (Not Listed)	346/114	DEM GETAWAY BOYZ Imma G (Warbucks/Universal Motown)	265/4

MOST INCREASED PLAYS

+679	★ JAMIE FOXX FEAT. T-PAIN Blame It (J/RMG)
+421	★ KERI HILSON FEAT. LIL WAYNE Turnin Me On (Mosley/Zone 4/Interscope)
+392	★ THE-DREAM Rockin' That Thang (Radio Killa/Def Jam/DJMG)
+389	★ T.I. FEAT. JUSTIN TIMBERLAKE Dead and Gone (Grand Hustle/Atlantic)
+348	★ BOBBY VALENTINO FEAT. YUNG JOC Beep (Blu Kolla Dreams/Capitol)

FOR WEEK ENDING FEBRUARY 15, 2009
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 74 Rhythmic electronically monitored Nielsen Broadcast Data Systems stations. © 2009 Nielsen Business Media, Inc. All rights reserved.

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▶ FROM HER NEWLY RELEASED ALBUM "TESTIMONY: VOL. 2, LOVE & POLITICS," **INDIA.ARIE** ASCENDS TO HER SIXTH TOP 10, AS "CHOCOLATE HIGH," FEATURING MUSIQ SOULCHILD, ROARS 17-9 WITH MOST INCREASED PLAYS (UP 260). THE SONG MAKES THE CHART'S LARGEST LEAP TO THE TOP QUADRANT SINCE ALICIA KEYS' "NO ONE" (20-9) IN SEPTEMBER 2007.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	20	MUSIQ SOULCHILD FEAT. MARY J. BLIGE IFU LEAVE	NO. 1 (7 WKS) ATLANTIC	1655 -22	11.849 1
2	2	26	USHER HERE I STAND	LAFACE/JLG	1640 -30	11.102 3
3	4	23	AVANT WHEN IT HURTS	CAPITOL	1554 +87	11.650 2
4	3	22	ROBIN THICKE THE SWEETEST LOVE	STAR TRAK/INTERSCOPE	1497 -36	9.560 4
5	5	18	CHARLIE WILSON THERE GOES MY BABY	JIVE/JLG	1370 +46	8.510 7
6	6	23	ANTHONY HAMILTON FEATURING DAVID BANNER COOL	MISTER'S MUSIC/SO SO DEF/JLG	1281 +22	8.704 6
7	7	36	JENNIFER HUDSON SPOTLIGHT	11 ARISTA/RMG	1027 -84	8.874 5
8	8	31	MINT CONDITION NOTHING LEFT TO SAY	CAGED BIRD/IMAGE	957 -21	5.293 15
17	12	12	INDIA.ARIE FEAT. MUSIQ SOULCHILD CHOCOLATE HIGH	MOST INCREASED PLAYS UNIVERSAL REPUBLIC	892 +260	6.268 8
10	9	40	KEYSHIA COLE HEAVEN SENT	11 IMANI/GEFFEN/INTERSCOPE	831 -82	5.633 11
11	14	12	KEYSHIA COLE FEATURING 2PAC PLAYA CARDZ RIGHT	AMARU/IMANI/GEFFEN/INTERSCOPE	764 +27	6.098 10
12	10	42	ERIC BENET YOU'RE THE ONLY ONE	FRIDAY/REPRISE/WARNER BROS.	762 -69	5.627 12
13	11	26	NE-YO MISS INDEPENDENT	11 ² DEF JAM/IDJMG	725 -88	6.215 9
14	19	6	MUSIQ SOULCHILD SOBEAUTIFUL	ATLANTIC	696 +161	5.396 14
15	13	11	BRANDY LONG DISTANCE	EVEPIC	686 -62	3.319 20
16	18	12	JENNIFER HUDSON IF THIS ISN'T LOVE	ARISTA/RMG	662 +125	5.594 13
17	16	17	KENNY "BABYFACE" EDMONDS I NEED A LOVE SONG	MERCURY/IDJMG	597 -65	3.712 17
18	15	14	JOE WE NEED TO ROLL	563/KEDAR	575 -135	3.627 18
19	21	18	LAURA IZIBOR FROM MY HEART TO YOURS	ATLANTIC	494 +42	2.903 22
20	23	8	CASE LOVELY	INDIGO BLUE	393 +47	1.479 28
21	22	13	JAZMINE SULLIVAN LIONS, TIGERS & BEARS	J/RMG	355 -72	2.334 23
22	26	8	JAMES FORTUNE & FIYA I TRUST YOU	BLACKSMOKE/WORLDWIDE	320 +25	3.321 19
23	29	11	USHER TRADING PLACES	LAFACE/JLG	299 +50	3.991 16
24	24	14	BEYONCE SINGLE LADIES (PUT A RING ON IT)	11 ² MUSIC WORLD/COLUMBIA	287 -36	2.965 21
25	28	3	HEATHER HEADLEY FEATURING SMOKIE NORFUL JESUS IS LOVE	EMI GOSPEL	278 +8	1.405 30
26	NEW	14	ERIC BENET CHOCOLATE LEGS	FRIDAY/REPRISE/WARNER BROS.	231 +164	1.033 35
27	27	14	JAMIE FOXX FEATURING T.I. JUST LIKE ME	J/RMG	229 -44	1.340 32
28	25	14	JAZMINE SULLIVAN BUST YOUR WINDOWS	J/RMG	217 -80	1.726 26
29	NEW	6	CHRISSETTE MICHELE EPIPHANY	DEF JAM/IDJMG	205 +153	1.052 34
30	30	6	SLIQUE YOUR BODY	ROSEHIP	199 +11	1.069 33
31	40	2	LIONEL RICHIE JUST GO	DEF JAM/IDJMG	173 +59	0.556 -
32	32	3	SEAL IF YOU DON'T KNOW ME BY NOW	143/WARNER BROS.	152 -2	0.462 -
33	33	17	DWELE A FEW REASONS (TRUTH PT.2)	RT/EL	128 -26	0.257 -
34	39	2	JAMIE FOXX FEATURING T-PAIN BLAME IT	J/RMG	124 +10	1.892 25
35	36	4	NE-YO FEATURING JAMIE FOXX & FABOLOUS SHE GOT HER OWN	DEF JAM/IDJMG	116 -9	2.327 24
36	35	16	BEYONCE AT LAST	MUSIC WORLD/COLUMBIA	109 -30	1.475 29
37	RE-ENTRY	102	SY SMITH FLY AWAY WITH ME	PSYKO	+8	0.295 -
38	RE-ENTRY	101	AVANT SAILING	CAPITOL	+51	0.750 40
39	31	4	WAYNE BRADY F.W.B.	PEAK/CMG	-54	1.386 31
40	37	16	LALAH HATHAWAY THAT WAS THEN	STAX/CMG	-32	0.298 -

MOST ADDED

ARTIST TITLE / LABEL NEW STATIONS

- 18** **RAPHAEL SAADIQ FEAT. STEVIE WONDER & CJ HILTON** Never Give You Up (Columbia) KBLX, KDKS, KMEZ, KNEK, KOKY, KQXL, Sirius XM Heart & Soul, WAKB, WGPR, WHUR, WKXI, WLXC, WMGL, WMPZ, WQMG, WSRB, WVBE, WXST
- 15** **K'JON** On The Ocean (Up&Up/Oeh Tymer/Universal Republic) KDKS, KMEZ, KOKY, KQXL, WAKB, WGPR, WHUR, WIMX, WLXC, WMGL, WMPZ, WMXD, WQMG, WVBE, WXST
- 10** **MUSIQ SOULCHILD** sobeautiful (Atlantic) KMJK, KVMA, WDLT, WDZZ, WHRP, WKUS, WMMJ, WQQK, WTYB, WVKL
- 8** **INDIA.ARIE FEAT. MUSIQ SOULCHILD** Chocolate High (Universal Republic) KJMS, KVMA, WJMR, WKUS, WMJM, WMXD, WVKL, WWIN
- 7** **ERIC BENET** Chocolate Legs (Friday/Reprise/Warner Bros.) KJMS, KNEK, WBAV, WBLB, WKSP, WQNC, WWDM
- 6** **JENNIFER HUDSON** If This Isn't Love (Arista/RMG) KVMA, WDAS, WDZZ, WPHR, WQQK, WTYB
- 5** **CHRISSETTE MICHELE** Epiphany (Def Jam/IDJMG) KJMS, WKJS, WPHR, WVBE, WWDM
- 4** **TONEX** Blend (Jive/Battery) KJMS, KNEK, WMGL, WPHR
- 3** **KEYSHIA COLE FEAT. 2PAC** Playa Cardz Right (Amaru/Imani/Geffen/Interscope) WCFB, WKJS, WPHR
- 3** **HEATHER HEADLEY FEAT. SMOKIE NORFUL** Jesus Is Love (EMI Gospel) WKJS, WLHV, WSOL

ADDED AT... WMGL

Charleston, SC
PD: Terry Base
K'Jon, On The Ocean, 0
Raphael Saadiq, Never Give You Up, 0
Tonex, Blend, 0

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
LEE CARR Breathe (3rd Street/Jive/JLG) TOTAL STATIONS: 11	90/11	JASON CHAMPION Always (Brooks/EMI Gospel) TOTAL STATIONS: 24	39/12
TONEX Blend (Jive/Battery) TOTAL STATIONS: 12	65/65	GINUWINE Last Chance (Notifi/Kedar/Asylum/Warner Bros.) TOTAL STATIONS: 3	38/32
HEZEKIAH WALKER & LFC Souled Out (Verity/JLG) TOTAL STATIONS: 36	64/0	ARKANSAS GOSPEL MASS CHOIR I Lift My Hands (T/Empire Gospel) TOTAL STATIONS: 25	37/10
BONEY JAMES INTRODUCING QUINN Don't Let Me Be Lonely Tonight (Concord/CMG) TOTAL STATIONS: 9	56/33	THE WEST ANGELES COGIC MASS CHOIR Lord Prepare Me (EMI Gospel) TOTAL STATIONS: 24	35/11
NE-YO Mad (Def Jam/IDJMG) TOTAL STATIONS: 17	51/5	KEYSHIA COLE You Complete Me (Imani/Geffen/Interscope) TOTAL STATIONS: 7	35/3

MOST INCREASED PLAYS

- +260** **INDIA.ARIE FEAT. MUSIQ SOULCHILD** Chocolate High (Universal Republic) WKSP +23, KQXL +15, WMX +13, WMKS +11, WKUS +11, KOKY +10, KNEK +9, WPHR +8, WHRP +8, WMXD +8
- +164** **ERIC BENET** Chocolate Legs (Friday/Reprise/Warner Bros.) KMEZ +14, WQNC +11, KOKY +10, WBAV +10, WGPR +10, WMGL +10, KQXL +8, KNEK +8, WUHT +8, KJMS +7
- +161** **MUSIQ SOULCHILD** sobeautiful (Atlantic) WMMJ +22, WHRP +14, WDLT +13, KMJK +13, WTYB +13, WUHT +12, WDZZ +12, WKUS +11, KVMA +9, WGRP +9
- +153** **CHRISSETTE MICHELE** Epiphany (Def Jam/IDJMG) KOKY +13, KMEZ +12, WPHR +11, WKUS +10, WLXC +9, KBLX +9, WMGL +9, KDKS +8, WKXI +8, WHUR +7
- +125** **JENNIFER HUDSON** If This Isn't Love (Arista/RMG) KRNB +14, WDAS +12, WNEW +10, WGPR +9, WPHR +8, WBAV +7, WVBE +6, WTLZ +6, WQQK +6, WUHT +5

FOR WEEK ENDING FEBRUARY 15, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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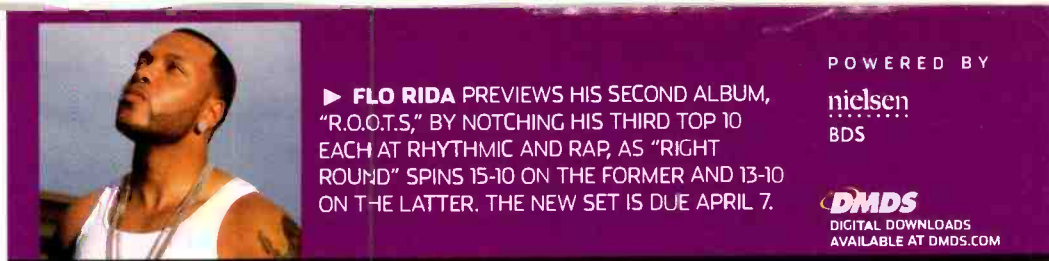
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WAMJ/Atlanta, GA* OM: Steve Hegwood PD/MD: Derek Harper	WROU/Dayton, OH* OM: Steve Weed PD: Garth Adams	WMJM/Louisville, KY* PD/MD: Tim Gerard Girton	KBLX/San Francisco, CA* PD: Kevin Brown MD: Kimmie Taylor
WAKB/Augusta, GA* OM/PD: Terry Monday	WGPR/Detroit, MI* PD: Carolyn James MD: Karen Addison	KJMS/Memphis, TN* PD: Eileen Collier MD: Nikki French	Music Choice R&B Soul/Satellite OM/PD: Damon Williams APD: Mecca Thames MD: Lamonda Williams
WKSP/Augusta, GA* OM: Steve Burke PD/MD: Tim "Fattz" Snell APD: Cher Best	WMXD/Detroit, MI* OM: KJ Holiday APD: Oneil Stevens	WHQT/Miami, FL* PD/MD: Phil Michaels-Trueba	Sirius XM Heart & Soul/Satellite* PD: Dion Summers MD: Cayman Kelly
WWIN/Baltimore, MD* OM: Kathy Brown MD: Keller Wynder	WBBK/Dothan, AL OM: Kris Van Dyke PD: JJ "Big Daddy" Davis	WDLT/Mobile, AL* OM/PD: James Alexander MD: Cathy Barlow	The Touch/Satellite PD: Ken Johnson APD/MD: Hollywood Hernandez
KQXL/Baton Rouge, LA* PD: J'Michael Francois	WUKS/Fayetteville, NC PD: Taylor Morgan	KJMG/Monroe, LA PD: Chris Collins	WLVH/Savannah, GA* PD/MD: Gary Young
WBHK/Birmingham, AL* PD: Darryl Johnson APD: Chris Coleman	WDZZ/Flint, MI* OM: Jim Kennedy PD: Trey Michaels	WWMG/Montgomery, AL PD/MD: Darryl Elliott	WTYB/Savannah, GA* PD: Yolanda Neely
WUHT/Birmingham, AL* PD: John Long	WZTF/Florence, SC OM: Randy "Mudflap" Wilcox PD/MD: Monique Jordan	WQKQ/Nashville, TN* OM: Jim Kennedy PD: Kenny Smoov	KDKS/Shreveport, LA* OM/PD: Quenn Echols
WMGL/Charleston, SC* OM/PD: Terry Base	WFLM/Ft. Pierce, FL* PD: Joe Fisher MD: Joseph Jenkins	KMEZ/New Orleans, LA* OM/PD: LeBron "LBJ" Joseph APD/MD: Kelder Summers	KVMA/Shreveport, LA* OM: Jim Kennedy PD: Mychal Maguire
WXST/Charleston, SC* OM/PD: Michael Tee	WMKS/Greensboro, NC* PD: Brian Anthony	WYLD/New Orleans, LA* OM/PD: Derrick Corbett	KMJM/St. Louis, MO* PD: Darrel Eason
WBAV/Charlotte, NC* PD/MD: Terri Avery	WQMG/Greensboro, NC* PD: Shilynee Cole	WBLN/New York, NY* PD: Skip Dillard APD: Cynthia Smith	WFUN/St. Louis, MO* OM/PD: Jowcol "Boogie D" Gilchrist APD/MD: Niecy Davis
WQNC/Charlotte, NC* PD: Alvin Stowe MD: Chris James	WJMZ/Greenville, SC* OM/PD: Steve Crumbley APD/MD: Kelly Mac	WRKS/New York, NY* PD: Ebro Darden APD/MD: Julie Gustines	WPHR/Syracuse, NY* OM: Rich Lauber PD: Butch Charles APD/MD: Kenny Dees
WMPZ/Chattanooga, TN* OM: Keith Landecker PD: Andrea Perry MD: Eric Foster	KMJQ/Houston, TX* OM: Terri Thomas PD/MD: Jeff Harrison	WKUS/Norfolk, VA* PD: DJ Law	WIMX/Toledo, OH* PD: Rocky Love APD/MD: Brandi Brown
WSRB/Chicago, IL* PD/MD: Tracie Reynolds	WHRP/Huntsville, AL* OM: Jim Kennedy APD/MD: Toni Terrell	WKVL/Norfolk, VA* OM/PD: Don London MD: Theresa Brown	WTUG/Tuscaloosa, AL OM: Greg Tomascello PD/MD: Charles Anthony
WVAZ/Chicago, IL* PD/MD: Derrick Brown	WTLC/Indianapolis, IN* OM/PD: Brian Wallace APD/MD: The First Lady Raye	WCFB/Orlando, FL* OM: Steve Holbrook PD: Kevin Gardner	WGOV/Valdosta, GA OM/PD: Jammin' Jammie Brooks
WMOJ/Cincinnati, OH* PD: Terrence Bibb MD: Faith Daniels	WZAK/Cleveland, OH* OM/PD: Kim Johnson	WDXI/Jackson, MS* OM/PD: Stan Branson	WHUR/Washington, DC* PD: Dave Dickinson MD: Traci LaTrelle
WLXC/Columbia, SC* PD/MD: Doug Williams	WSOL/Jacksonville, FL* OM: Gail Austin PD/MD: KJ Brooks	WRNB/Philadelphia, PA* OM/PD: Elroy Smith APD/MD: MoShay LaRen	WMMJ/Washington, DC* OM/PD: Kathy Brown MD: Chris Harris
WWDM/Columbia, SC* PD: Chris Connors	KMJK/Kansas City, MO* OM: Jim Kennedy PD: Jerold Jackson	WFXC/Raleigh, NC* OM/PD: Cy Young APD/MD: Jodi Berry	WNEW/West Palm Beach, FL* OM/PD: Mark McCray APD: Kyle Stewart MD: Patrice Wright
WAGH/Columbus, GA* PD: Derrick "Lil' D" Greene MD: Edward Lewis	KNEK/Lafayette, LA* PD: D-Rock	WKJS/Richmond, VA* OM/PD: Jeff Anderson MD: Freddy Foxx	WVBE/Roanoke, VA* OM/PD: Walt Ford
WKZJ/Columbus, GA OM/PD: Carl Conner, Jr. MD: Brandon Conner	KZWA/Lake Charles, LA OM: Antony Bartie MD: Tammy Tousant	KOKY/Little Rock, AR* OM/PD: Mark Dylan	
WXMG/Columbus, OH* OM: J.D. Kunes PD: Warren Stevens			

* Monitored Reporters



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THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	11 NIelsen BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK	
1	1	14	KANYE WEST	HEARTLESS	NO. 1 (5 WKS)	ROC-A-FELLA/DEF JAM/DJMG	9061	-577	61.181	1
2	2	12	T.I. FEATURING JUSTIN TIMBERLAKE	DEAD AND GONE		GRAND HUSTLE/ATLANTIC	7268	+892	48.458	2
3	3	22	T.I. FEATURING RIHANNA	LIVE YOUR LIFE		DEF JAM/GRAND HUSTLE/DJMG/ATLANTIC	5281	-1057	36.397	3
4	4	20	JIM JONES & RON BROWZ FEAT. JUELZ SANTANA	POP CHAMPAGNE		ETHER BOY/UNIVERSAL MOTOWN/COLUMBIA/ET	4669	-1062	32.828	4
5	8	6	SOULJA BOY TELL 'EM FEAT. SAMMIE	KISS ME THRU THE PHONE	MOST INCREASED PLAYS	COLLIPARK/INTERSCOPE	4600	+1210	30.242	5
6	6	6	EMINEM, DR. DRE & SO CENT	CRACK A BOTTLE		SHADY/AFTERMATH/INTERSCOPE	4053	+362	25.753	6
7	5	18	LUDACRIS CO-STARRING T-PAIN	ONE MORE DRINK		DTP/DEF JAM/DJMG	3524	-1047	23.699	7
8	9	19	GORILLA ZOE	LOST		BLOCK/BAD BOY SOUTH/ATLANTIC	3124	+99	16.687	11
9	7	30	T.I.	WHATEVER YOU LIKE		GRAND HUSTLE/ATLANTIC	3082	-465	22.865	8
10	13	5	FLO RIDA	RIGHT ROUND		POE BOY/ATLANTIC	2962	+656	18.353	10
11	10	11	MIMS	MOVE (IF YOU 'WANNA)		AMERICAN KING/CAPITOL	2823	+160	15.050	12
12	14	19	YUNG L.A. FEATURING YOUNG DRO & T.I.	AIN'T I		GRAND HUSTLE/INTERSCOPE	2475	+306	19.189	9
13	15	16	GS BOYZ	STANKY LEGG		SWAGG TEAM/JIVE/BATTERY	2263	+163	13.466	14
14	12	29	LIL WAYNE FEAT. BOBEY VALENTINO & KIDD KIDD	MRS. OFFICER		CASH MONEY/UNIVERSAL MOTOWN	2147	-458	13.338	15
15	11	18	PLIES FEATURING CHRIS J	PUT IT ON YA		BIG GATES/SLIP-N-SLIDE/ATLANTIC	2141	-465	14.871	13
16	17	5	PLIES FEATURING ASHANTI	WANT IT, NEED IT		BIG GATES/SLIP-N-SLIDE/ATLANTIC	1718	+124	8.473	20
17	18	9	MIKE JONES	NEXT TO YOU		ICE AGE/ASYLUM	1643	+115	8.594	19
18	19	9	BABY BASH FEATURING LIL JON & MARIO	THAT'S HOW I GO		ARISTA/RMG	1623	+112	9.345	17
19	16	7	RON BROWZ	JUMPING OUT THE WINDOW		ETHER BOY/UNIVERSAL MOTOWN	1601	-223	8.827	18
20	20	5	SO CENT	I GET IT IN		SHADY/AFTERMATH/INTERSCOPE	1509	+132	9.760	16
21	21	10	SLIM THUG	I RUN		BOSS HOGG OUTLAWZ/ET	1447	+125	7.567	21
22	22	4	LUDACRIS CO-STARRING PLIES	NASTY GIRL		DTP/DEF JAM/DJMG	1394	+176	5.582	23
23	23	4	OJ DA JUICEMAN FEATURING GUCCI MANE	MAKE THA TRAP SAY AYE		32/MIZAY/ASYLUM	1074	+154	6.734	22
24	26	3	BOW WOW FEATURING JOHNTA AUSTIN	YOU CAN GET IT ALL		COLUMBIA	755	+155	3.578	30
25	32	3	ASHER ROTH	I LOVE COLLEGE		SCHOOLBOY/LOUD/SRC/UNIVERSAL MOTOWN	670	+182	4.379	25
26	28	4	DAVID RUSH FEAT. KEVIN RUDDOLF & PITBULL	SHOOTING STAR		XEQUITIVE/MR. 305/UNIVERSAL REPUBLIC	627	+53	3.631	29
27	31	3	PITBULL	I KNOW YOU WANT ME (CALLE OCHO)		ULTRA	604	+59	3.346	34
28	29	9	YO GOTTI	SOLD OUT		STP	572	+1	3.053	39
29	30	3	UNLADY LIKE	BARTENDER		DEF JAM/DJMG	561	-1	1.753	-
30	NEW		BUSTA RHYMES FEATURING T-PAIN	HUSTLERS ANTHEM		UNIVERSAL MOTOWN	520	+242	2.830	-
31	40	2	DRAMA FEATURING AEON, SNOOP DOOG & T.I.	DAY DREAMING		GRAND HUSTLE/ATLANTIC	512	+175	2.722	-
32	27	12	JAY ROCK FEATURING LIL' WAYNE	ALL MY LIFE		TOP DAWG/WARNER BROS.	484	-100	2.540	-
33	39	2	JADAKISS FEATURING AYANNA IRISH	CAN'T STOP ME		DEF JAM/DJMG	478	+123	2.834	-
34	NEW		DJ FELLI FEL FEAT. T-FAIN, FLO RIDA & PITBULL	FEEL IT		SO SO DEF/DJMG	457	+131	3.410	33
35	25	14	COMMON FEATURING PHARRELL	UNIVERSAL MIND CONTROL		G.O.O.D./GEFFEN/INTERSCOPE	443	-170	4.263	26
36	24	15	YOUNG JEEZY FEATURING NAS	MY PRESIDENT		CTE/DEF JAM/DJMG	443	-177	5.322	24
37	33	8	CHAMILLIONAIRE FEATURING LUDACRIS	CREEPIN'		CHAMILLITARY/UNIVERSAL REPUBLIC	433	-50	2.411	-
38	34	4	GUCCI MANE	STOODIP		BIG CAT/TOMMY BOY	408	-30	2.563	-
39	NEW		PAUL WALL	BIZZY BODY		SWISHAHOUSE/ASYLUM	370	+53	3.055	38
40	RE-ENTRY		HURRICANE CHRIS	SHE'S FINE		POLO GROUNDS	335	+5	2.252	-

FOR WEEK ENDING FEBRUARY 15, 2009

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► **ISRAEL HOUGHTON** SNARES MOST INCREASED PLAYS (UP 82) AND MOST ADDED AS HIS FIRST SOLO SINGLE, "JUST WANNA SAY," DEBUTS AT NO. 29. AS LEADER OF NEW BREED, HOUGHTON HAS CHARTED EIGHT TITLES, WITH LAST YEAR'S "WITH LONG LIFE," FEATURING T-BONE, RISING THE HIGHEST (NO. 13).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
					TW	+/-	MILLIONS	RANK
1	1	53	JAMES FORTUNE & FIYA I TRUST YOU	NO. 1 (27 WKS) BLACKSMOKE/WORLDWIDE	1233	+45	5.002	1
2	3	21	HEZEKIAH WALKER & LFC SOULED OUT	VERITY/JLG	956	-6	3.720	4
3	4	36	21:03 WITH FRED HAMMOND, SMOKIE NORFUL & J MOSS COVER ME	PAJAM/GOSPO CENTRIC/JLG	901	-15	4.291	2
4	2	26	MARY MARY GET UP	MY BLOCK/COLUMBIA	900	-69	3.905	3
5	5	16	KURT CARR & THE KURT CARR SINGERS PEACE AND FAVOR REST ON US	KCG/JLG	849	-22	3.408	5
6	6	58	JONATHAN NELSON FEATURING PURPOSE MY NAME IS VICTORY	INTEGRITY	641	-19	3.095	6
7	8	13	DONALD LAWRENCE & CO. BACK II EDEN	QUIET WATER/VERITY/JLG	631	+66	2.574	7
8	7	30	ARKANSAS GOSPEL MASS CHOIR I LIFT MY HANDS	T/EMTRO GOSPEL	604	-43	2.092	8
9	9	44	THE WEST ANGELES COGIC MASS CHOIR LORD PREPARE ME	EMI GOSPEL	549	-5	1.828	11
10	13	12	HEATHER HEADLEY FEATURING SMOKIE NORFUL JESUS IS LOVE	EMI GOSPEL	521	+63	1.709	13
11	11	12	MAURETTE BROWN-CLARK IT AIN'T OVER (UNTIL GOD SAYS IT'S OVER)	AIR GOSPEL/MALACO	519	+25	1.851	10
12	10	28	KIERRA KIKI SHEARD PRAISE HIM NOW	EMI GOSPEL	494	-55	1.768	12
13	12	20	KATHY TAYLOR AND FAVOR OH HOW PRECIOUS	KATCO/TYSCOT	474	+8	1.532	15
14	15	10	MARVIN SAPP PRAISE HIM IN ADVANCE	VERITY/JLG	435	+24	1.625	14
15	14	41	JASON CHAMPION ALWAYS	BROOKS/EMI GOSPEL	410	-6	1.290	17
16	16	14	ISAIAH D. THOMAS & ELEMENTS OF PRAISE SAID HE WOULD BE WITH ME	HABAKKUK	401	+28	1.046	19
17	22	4	SHARI ADDISON NO BATTLE, NO BLESSING	AIRPOWER BET/VERITY/JLG	344	+69	1.346	16
18	19	17	JIMMY HICKS & THE VOICES OF INTEGRITY GOD'S GOT IT	BLACKSMOKE/WORLDWIDE	327	+31	0.879	23
19	21	17	REGINA BELLE I CALL ON JESUS	PENDULUM	303	+15	0.985	21
20	6	6	JAMES INGRAM DON'T LET GO	INTERING/MUSIC ONE	300	+14	1.253	18
21	4	4	JOE LEAVELL & ST. STEPHEN TEMPLE CHOIR GOD IS ABLE	EMTRO GOSPEL	292	+49	0.682	26
22	3	3	MARY MARY FEATURING KIERRA 'KIKI' SHEARD GOD IN ME	MY BLOCK/COLUMBIA	289	+47	1.859	9
23	17	17	THE MURRILLS FRIEND OF MINE	QUIET WATER/VERITY/JLG	288	-32	0.808	25
24	10	10	THE WILLIAMS BROTHERS STILL STRONG	BLACKBERRY	274	-29	0.631	28
25	3	3	BISHOP PAUL S. MORTON PRESENTS THE FGBCFMC CRY YOUR LAST TEAR	TEHILLAH/LIGHT	243	-16	0.496	-
26	30	2	PERFECTION WHAT IS THIS	JEA/TESTIMONY	236	+53	0.349	-
27	17	17	PAUL PORTER WHAT DID YOU DO?	LIGHT	229	+20	0.573	-
28	3	3	CRYSTAL AIKIN I DESIRE MORE	BET/VERITY/JLG	225	+23	0.973	22
29	NEW	NEW	ISRAEL HOUGHTON JUST WANNA SAY	MOST INCREASED PLAYS/MOST ADDED INTEGRITY	218	+82	0.996	20
30	6	6	BLESSED GOTTA TAKE MY TIME	ULTIMATE	218	-5	0.460	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
ISRAEL HOUGHTON Just Wanna Say (Integrity) KHLR, WCAO, WFMI, WPRS, WPZE	5
PERFECTION What Is This (Testimony) WEAM, WFLT, WNOO, WXEZ	4
MARY MARY FEAT. KIERRA 'KIKI' SHEARD God In Me (My Block/Columbia) WFLT, WHAL, WPRS	3
BROWN BOYZ FEAT. SPANKY WILLIAMS Love Like That (Blacksmoke/WorldWide) KHLR, WCAO, WHLH	3
DONALD LAWRENCE & CO. Back II Eden (Quiet Water/Verity/JLG) WJMO, WPZE	2
MARVIN SAPP Praise Him In Advance (Verity/JLG) WHLH, WWIN	2
CRYSTAL AIKIN I Desire More (BET/Verity/JLG) KHLR, WLIB	2
MICAH STAMPLEY The Corinthian Song (Interface) KHLR, WHLH	2
SMOKIE NORFUL Justified (EMI Gospel)	2

ADDED AT... WPRS
Washington, D.C.
PD/MD: Matt Anterson
Mary Mary Feat. Kierra 'Kiki' Sheard, God In Me. 9
Israel Houghton, Just Wanna Say. 8

FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
KEITH WONDERBOY JOHNSON & THE SPIRITUAL VOICES Time To Get Close To Jesus (Gospel Truth) TOTAL STATIONS: 24	194/27	STEPHEN HURD Amazing (Integrity) TOTAL STATIONS: 11	128/4
DORINDA CLARK-COLE Make Me Real (Verity/JLG) TOTAL STATIONS: 11	169/18	LUTHER BARNES & THE RED BUDDO GOSPEL CHOIR Spirit Fall Down (AIR Gospel/Malaco) TOTAL STATIONS: 8	122/6
SMOKIE NORFUL Justified (EMI Gospel) TOTAL STATIONS: 9	159/5	MICAH STAMPLEY The Corinthian Song (Interface) TOTAL STATIONS: 13	119/16
KENNY LEWIS & ONE VOICE I Am (Icee Inspirational/Icee) TOTAL STATIONS: 22	144/6	GI Get Up (BGA/Blacksmoke/Worldwide) TOTAL STATIONS: 13	114/15
BRIAN COURTNEY WILSON All I Need (Spirit Rising/Music World) TOTAL STATIONS: 10	140/4	BROWN BOYZ FEAT. SPANKY WILLIAMS Love Like That (Blacksmoke/WorldWide) TOTAL STATIONS: 11	111/53

MOST INCREASED PLAYS

+82	ISRAEL HOUGHTON Just Wanna Say (Integrity) WPZE -17, WWIN +15, KHLR +14, KOKA +8, WJMI +7, WPRS -7, SXPR +5, WCAO +4, WHLH +4, WPRF +2
+69	SHARI ADDISON No Battle, No Blessing (BET/Verity/JLG) WWIN +1, WLIB +6, WFZZ +6, KROI +6, WCAO +5, WJYD +4, WXVI +4, WPRF +4, WPZE +4, WXEZ +3
+66	DONALD LAWRENCE & CO. Back II Eden (Quiet Water/Verity/JLG) WPZE +1, KOKA +1, WWIN +9, WOAD +9, WLOU +5, WHAL -4, WNOO +4, WHLH +4, WLIB +3, WSOK +3
+63	HEATHER HEADLEY FEAT. SMOKIE NORFUL Jesus Is Love (EMI Gospel) WXVI +6, WPRF +5, WHAL +8, WTHB +6, WLIB +6, WPZE +6, WTHE +6, WNOO +5, WLOU +4, WSOK +2
+53	PERFECTION What Is This (JEA/Testimony) WHLH -48, WFMI +5, WNOO +4, WPRF +4, WHLH +2, WOAD +1, WEAM +1

FOR WEEK ENDING FEBRUARY 15, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
44 gospel stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2009 Nielsen Business Media, Inc. All rights reserved.

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIELSEN BDS CERTIFICATIONS	PLAYS TW	PLAYS LW
1	MARVIN SAPP NEVER WOULD HAVE MADE IT (VERITY/JLG)		549	603
2	TROY SNEED PRESENTS BONAFIDE PRAISERS WORK IT OUT (EMTRO GOSPEL)		534	525
3	SHEKINAH GLORY MINISTRY JESUS (KINGDOM)		502	485
4	HEZEKIAH WALKER & LFC GRATEFUL (VERITY/JLG)		418	370
5	JOSHUA'S TROOP EVERYBODY CLAP YOUR HANDS (NEW HAVEN)		348	316

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIELSEN BDS CERTIFICATIONS	PLAYS TW	PLAYS LW
6	PASTOR GREGG PATRICK & THE BRIDGE PROJECT I AM A WITNESS (CROSSOVER/TYSCOT)		318	387
7	KIRK FRANKLIN JESUS (FO YO SOUL/GOSPO CENTRIC/JLG)		314	364
8	DAMITA NO LOOKING BACK (TYSCOT)		310	318
9	DEWAYNE WOODS & WHEN SINGERS MEET LET GO (QUIET WATER/VERITY/JLG)		301	287
10	DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS ENCOURAGE YOURSELF (EMI GOSPEL)		292	353

GOSPEL REPORTERS

WPZE/Atlanta, GA*
OM: Steve Hegwood
PD/MD: Derek Harper

WTHB/Augusta, GA*
OM/PD: Terry Monday

WCAO/Baltimore, MD*
OM: Thea Mitchem
PD: Lee Michaels
APD/MD: Danielle Brown

WWIN/Baltimore, MD*
PD: Mike Roberts

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

WUFO/Buffalo, NY*
PD: Lee Pettigrew
MD: James Cornelius

WJMI/Charleston, SC*
OM: Michael Baynard
PD/MD: Sctonda Kelly

WPZS/Charlotte, NC*
PD/MD: Alvin Stowe

WNOO/Chattanooga, TN*
OM: Lee Clear
PD/MD: Sam Terry

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

WJMO/Cleveland, OH*
PD/MD: Kim Johnson

WFMV/Columbia, SC*
PD: Tony "Gee" Green
APD/MD: Monica Washington

WEAM/Columbus, GA*
OM: Carl Conner, Jr.
PD/MD: Michael Soul

WAJV/Columbus, MS
OM: GQ Riley
PD: Sebastian Riley

WJYD/Columbus, OH*
OM: Jerry Smith
PD: Dawn Mosby

KHVN/Dallas, TX*
PD: Dion Mortenson
MD: Jerome Thomas

WCHB/Detroit, MI*
OM/PD: Bo Money

WFLT/Flint, MI*
OM/PD: Sammie L. Jordan, Jr.

WEAL/Greensboro, NC*
PD/MD: Joseph Level

KROI/Houston, TX*
OM/PD: Terri Thomas

WDJL/Huntsville, AL*
PD/MD: Walter Peavey

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

WHLH/Jackson, MS*
OM: Steve Kelly
PD: Torrez Harris
MD: Lance Fuller

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

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

KHLR/Little Rock, AR*
OM: Sonny Victory
PD: JC Loves

KPZK/Little Rock, AR
OM: Mark Dylan
PD/MD: Billy St. James

WLOU/Louisville, KY*
PD: Bill Price

WBBP/Memphis, TN
MD: Doreen Graves

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

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

WMBM/Miami, FL
PD/MD: Greg Cooper

WHLW/Montgomery, AL*
OM: Michael Long
PD/MD: Conny Bryant

WXVI/Montgomery, AL*
PD: Glinda Perkins

WTHE/Nassau, NY*
MD: Clara Mack

Rejoice! Musical Soulfood/Network
PD: Willie Mae McIver

Rejoy Radio/Network
OM: Frankie Hemphill
PD: RaShaun Green
MD: Samuel Priestner

WPRF/New Orleans, LA*
PD/MD: JoJo Walker

WYLD/New Orleans, LA*
PD: Derrick Corbett
APD/MD: Loretta Petit

WLIB/New York, NY*
OM/PD: Skip Dillard

WFMI/Norfolk, VA*
OM: Neal Williams
PD: Mike Chandler

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

WPPZ/Philadelphia, PA*
OM/PD: Erroy Smith
APD/MD: CeCe McGhee

WNNL/Raleigh, NC*
OM/PD: Jerry Smith
MD: Melissa Wade

WPZZ/Richmond, VA*
OM: Jeff Anderson
PD: Reggie Baker

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

Sirius XM Praise/Satellite*
OM: B.J. Stone
PD: Pat McKay

WSOK/Savannah, GA*
PD: E. Larry McDuffie

KOKA/Shreveport, LA*
PD: Eddie Giles
APD/MD: Sharon Flournoy

KATZ/St. Louis, MO*
PD: Darrel Eason
MD: Dwight Stone

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

WTSK/Tuscaloosa, AL
OM: Greg Tomascello
PD/MD: Charles Anthony

WPRS/Washington, DC*
PD: Matt Anderson

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



Christian stations top their markets

Climbing In The Fall

Kevin Peterson

KPeterson@RadioandRecords.com

Ratings for the fall 2008 Arbitron survey and the holiday season were very good to Christian music radio. Forty Christian AC or CHR stations finished in the top five in their market with women 25-54 or 18-34, with two claiming the top spot in town.

Cornerstone University's Christian AC WCSG/Grand Rapids finished the fall at No. 1 25-54 women and No. 2 12+. Consultant Brian Wright from Audience Development Group says, "The Grand Rapids radio landscape is very competitive, with several Christian radio stations in the area and many very good mainstream stations fighting for the top spot."

John Brown University's Christian AC KLRC/Fayetteville, Ark., picked up its second book in a row at No. 1 in women 25-54 and came in No. 2 12+.

Just behind the duo of market leaders are seven stations that took the No. 2 spot this fall in their market with women 25-54. Those Christian ACs are Crista Ministries' KCMS/Seattle; Central Florida Educational Foundations' WPOZ/Orlando; Radio Training Networks' WLFJ/Greenville, S.C.; Columbia Bible College's WMHK/Columbia, S.C.; Salem Communications' KBIQ/Colorado Springs; Grand Canyon Broadcasters' KGCB/Flagstaff-Prescott, Ariz.; and Blue Ridge Broadcasting's WMIT/Asheville, N.C. In addition to their strong finish with adult women, WPOZ, KBIQ, KGCB and WMIT all made the top five in the market with persons 12+.

KSBJ Educational Foundation's Christian AC KSBJ/Houston leads another group of seven stations that finished third in their market this fall with their target demographic of women 25-54. Among them are Christian ACs Partners for Christian Radio's WBDX/Chattanooga, Tenn.; Gem State Adventist Academy's KTSY/Boise, Idaho; New Life Media's WCIC/Peoria, Ill.;

Northwestern Media's KNWS/Waterloo-Cedar Falls, Iowa; and Good Tidings Trust's WAYR/Brunswick, Ga. The lone Christian CHR in the group, Bethesda Christian Broadcasting's KTPT/Rapid City, S.D., took third place with its target demo of women 18-34.

Coming In At No. 4

Two EMF Broadcasting K-LOVE affiliates—KLDV/Denver and KYLV/Oklahoma City—finished fourth in their respective markets with

adult women. Other fourth-place finishers in the fall include Cox Radio's KKCM/Tulsa; Radio Training Network's JOY FM signals in Gainesville-Ocala, WAFJ/Augusta, Ga., and KWNI/Springfield, Mo.; as well as Baker Family Stations' WPER/Fredericksburg, Va.; New Life Media's WBGL/Champaign, Ill.; Northwestern Media's KFNW/Fargo, N.D.; Fort Walton Educational



Wright

Broadcasting Foundation's WPSM/Fort Walton Beach, Fla.; and Christian Broadcasting's KGNZ/Abilene, Texas, all of which are Christian AC stations.

Rounding out the top five in their respective target demos in the fall were 10 Christian AC stations: Salem Communications' KLTY/Dallas and KFIS/Portland, Ore.; Northwestern Media's KTIS/Minneapolis and KNWS/Cedar Rapids, Iowa; Baker Family Stations' WCQR/Johnson City; Indiana District Lutheran Church's WLAB/Fort Wayne, Ind.; Creative Ministries' WJTL/Lancaster, Penn.; EMF Broadcasting's KOBC/Joplin, Mo.; Salt and Light Media

'The single biggest listening cell is Persons 6-11, which accounted for as much as 25.9% of KSBJ's AQH.'

—Jon Hull



Ministries' WGRC/Williamsport, Penn.; and Bethesda Christian Broadcasting's KSLT/Rapid City, S.D.

Three Christian CHR stations finished fifth in their markets with women 18-34 as well, including Foothills Broadcasting's WYLV/Knoxville; WAY-FM Media Group's WAYH/Huntsville, Ala.; and Lakeshore Communications' WORQ/Green Bay, Wis.

A PPM Surprise

Even though most of these stations are still measured by Arbitron's diary methodology, KSBJ is one of the first Christian music stations in the country to be able to use the new PPM measurement from Arbitron, which measures persons 6+ in addition to the traditional 12+ numbers that the industry is accustomed to with diaries.

KSBJ VP of programming Jon Hull says, "When I first started using PPM, I knew it was cool to be able to add six more years of listening, but I never realized how huge those 6-11 numbers can be. It's something all of us should take note of, particularly those of us who've worked hard to make ourselves available and safe for all our listeners."

He notes that in looking at the station's AQH audience composition during the last quarter, which includes November 2008, December 2008 and Holiday 2008 (Dec. 11-Jan. 7), the three cells that make up the 25-54 demo account for about 45% of its quarter-hours. "For us, the biggest single cell in that demo fluctuates between 35-44 and 45-54, but guess what the single biggest listening cell is in Persons 6+? If you said 25-34, 35-44 or 45-54, you'd be mistaken. It is Persons 6-11, which during [the November, December and Holiday periods] accounted for 23.7%, 25.1% and 25.9% of KSBJ's AQH, respectively."

Hull says the station has always known that it had a sizable phantom cume from little ears in the back seat, but until the PPM arrived, it couldn't be quantified. Now it can, and of course it turns out that 6-11 listeners tend to give their quarter-hours to whatever mom and dad are listening to. The difference with the PPM is that now they get credit for that exposure. Another discovery is that 12-17 numbers dropped to single digits, suggesting that once children turn 12, they start making a lot of their own media choices. As advice to those who are preparing for the PPM's arrival in their market and working to create a loyal secondary target in the process, Hull says, "Don't underestimate the potential of making sure that what you put on the radio fits adults and 6-11 kids. It could have a huge payback in the future."

He is also excited to share that in the Holiday numbers the KSBJ morning show with Mike & Susan was No. 2 in the market 6+, just behind a station with twice its cume, which translates to great TSL. Also, in the most recent PPM data from the week of Jan. 8-14, KSBJ's 6+ cume climbed more than 700,000.

R&R

Top Performers, Women 25-54

Ranked No. 1 In Their Market

WCSG/Grand Rapids
KLRC/Fayetteville, Ark.

No. 2

KCMS/Seattle
WPOZ/Orlando
WLFJ/Greenville, S.C.
WMHK/Columbia, S.C.
KBIQ/Colorado Springs
KGCB/Flagstaff-Prescott, Ariz.
WMIT/Asheville, N.C.

No. 3

KSBJ/Houston
WBDX/Chattanooga, Tenn.
KTSY/Boise, Idaho
WCIC/Peoria, Ill.
KNWS/Waterloo-Cedar Falls, Iowa
WAYR/Brunswick, Ga.

Source: Fall 2009 Arbitron



▶ WITH AN INCREASE OF 112 PLAYS, **MATTHEW WEST** REGISTERS HIS SIXTH TOP 10, AS "THE MOTIONS" JUMPS 11-9. AMONG THE HIGHLIGHTS IN WEST'S CHART HISTORY ARE A PAIR OF CHART-TOPPERS: "MORE" LED FOR SEVEN WEEKS IN 2004, AND "YOU ARE EVERYTHING" SPENT FOUR WEEKS AT NO. 1 BEGINNING LAST MARCH.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	WEEKS CHG	AUDIENCE MILLIONS	RANK
1	2	23	JEREMY CAMP THERE WILL BE A DAY	NO. 1 (5 WKS) BEC/TOOTH & NAIL	1842	+32	3.971	2
2	1	22	THIRD DAY REVELATION	ESSENTIAL/PLG	1797	-25	4.403	1
3	3	27	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	1615	-9	3.464	4
4	4	36	BRANDON HEATH GIVE ME YOUR EYES	MONOMODE/REUNION/PLG	1464	+3	3.519	3
5	6	7	FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	1406	+105	3.095	6
6	5	31	TOBYMAC FEATURING KIRK FRANKLIN & MANDISA LOSE MY SOUL	FOREFRONT/EMI CMG	1398	-55	3.171	5
7	7	7	MERCYME FINALLY HOME	INO	1337	+87	2.824	7
8	10	16	JOSH WILSON SAVIOR, PLEASE	SPARROW/EMI CMG	1089	+83	1.884	11
9	11	13	MATTHEW WEST THE MOTIONS	SPARROW/EMI CMG	1063	+112	1.921	9
10	9	35	CHRIS TOMLIN JESUS MESSIAH	SIXSTEPS/SPARROW/EMI CMG	936	-93	2.156	8
11	8	29	CASTING CROWNS SLOW FADE	BEACH STREET/REUNION/PLG	936	-105	1.901	10
12	13	16	NATALIE GRANT OUR HOPE ENDURES	CURB	864	+9	1.066	18
13	14	22	ADDISON ROAD HOPE NOW	INO	858	+24	1.734	13
14	12	21	BUILDING 429 END OF ME	INO	847	-39	1.827	12
15	16	4	NEWSBOYS IN THE HANDS OF GOD	INPOP	768	+143	1.095	17
16	20	3	CHRIS TOMLIN I WILL RISE	AIRPOWER/MOST INCREASED PLAYS SIXSTEPS/SPARROW/EMI CMG	670	+196	1.228	15
17	17	18	MEREDITH ANDREWS YOU INVITE ME IN	WORD-CURB	614	+20	1.124	16
18	8	15	POINT OF GRACE I WISH	WORD-CURB	590	+10	1.390	14
19	9	9	THE MICHAEL GUNGOR BAND ANCIENT SKIES	BRASH	532	+35	0.327	-
20	21	7	MARK HARRIS ONE TRUE GOD	INO	418	+24	0.564	23
21	22	7	IAN ESKELIN, MARK STUART & VICKY BEECHING LORD	INTEGRITY	389	-2	0.933	19
22	24	7	DAVID CROWDER BAND O, FOR A THOUSAND TONGUES TO SING	SIXSTEPS/SPARROW/EMI CMG	355	-11	0.216	-
23	26	3	ABOVE THE GOLDEN STATE I'LL LOVE YOU SO	SPARROW/EMI CMG	314	+90	0.642	21
24	NEW		MANDISA MY DELIVERER	SPARROW/EMI CMG	267	+81	0.558	24
25	29	3	THE FRAY YOU FOUND ME	EPIC/INO	268	+58	0.797	20
26	27	2	LINCOLN BREWSTER GOD YOU REIGN	INTEGRITY	257	+43	0.198	-
27	25	5	AARON SHUST CREATE AGAIN	BRASH	240	-4	0.158	-
28	28	4	JOHN WALLER WHILE I'M WAITING	BEACH STREET/REUNION/PLG	220	+8	0.575	22
29	30	14	MATT MAHER AS IT IS IN HEAVEN	ESSENTIAL/PLG	207	0	0.304	-
30	NEW		SARAH REEVES SWEET SWEET SOUND	SPARROW/EMI CMG	201	+30	0.406	29

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
BIG DADDY WEAVE You Found Me (Fervent/Word-Curb)	8
CHRIS TOMLIN I Will Rise (Sixsteps/Sparrow/EMI CMG)	7
JIMMY NEEDHAM Forgiven And Loved (Inpop)	5
LINCOLN BREWSTER God You Reign (Integrity)	4
ABOVE THE GOLDEN STATE I'll Love You So (Sparrow/EMI CMG)	3
DOWNHERE Hope Is Rising (Centricity)	3
MERCYME Finally Home (INO)	2
MATTHEW WEST The Motions (Sparrow/EMI CMG)	2

ADDED AT... KWND
Springfield, MO
PD/MD: Chalmer Harper
MercyMe, Finally Home, 7
Chris Tomlin, I Will Rise, 6

88.3
The Wind *fm*

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
BEBO NORMAN Pull Me Out (BEC/Tooth & Nail)	176/23	BIG DADDY WEAVE You Found Me (Fervent/Word-Curb)	122/80
COMPASSION ART FEAT. MATT REDMAN, TIM HUGHES & JOEL HOUSTON King Of Wonders (Sparrow/EMI CMG)	151/21	KARI JOBE I'm Singing (Integrity)	119/29
JARS OF CLAY Two Hands (Gray Matters/Netzwerk)	150/41	KUTLESS Complete (BEC/Tooth & Nail)	114/3
THE AFTERS Never Going Back To OK (INO)	150/3	BLUETREE God Of This City (Lucid)	111/65
JEREMY RIDDLE Bless His Name (Vineyard)	136/23	PAUL COLMAN If I Was Jesus (Inpop)	107/6

MOST INCREASED PLAYS

+196	CHRIS TOMLIN I Will Rise (Sixsteps/Sparrow/EMI CMG) KSEJ +26, WCQR +22, WAKW +20, KTSY +19, KSOS +17, WJKL +14, WPAR +14, WMHK +12, WNNC +12, KWND +6
+143	NEWSBOYS In The Hands Of God (Inpop) WMIT +21, WCSG +19, KSOS +18, KFSH +13, WRBS +13, WJKL +11, WDJC +11, KLJC +10, KGBI +10, KBNU +7
+112	MATTHEW WEST The Motions (Sparrow/EMI CMG) KTSY +9, WBEJ +8, KXOJ +1, WAEJ +10, WBHY +10, WFFH +10, WJTL +9, KFSH +8, KBNJ +6, KKSP +4
+105	FRANCESCA BATTISTELLI Free To Be Me (Fervent/Word-Curb) WPHM +26, WMIT +14, WVEJ +11, SXMS +11, WBHY +7, WMSJ +7, WAKW +6, WJKL +5, WJQK +5, WPOZ +5
+89	ABOVE THE GOLDEN STATE I'll Love You So (Sparrow/EMI CMG) KBIQ +23, KSOS +20, KBNJ +15, WAEJ +9, WAKW +9, WBSN +5, WDJC +5, WBDX +3, KPEZ +2, KSEJ +1

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	LW
1	BIG DADDY WEAVE WHAT LIFE WOULD BE LIKE (FERVENT/WORD-CURB)		931	992
2	DOWNHERE HERE I AM (CENTRICITY)		931	1007
3	LAURA STORY MIGHTY TO SAVE (INO)		854	853
4	MERCYME YOU REIGN (INO)		702	794
5	STEVEN CURTIS CHAPMAN YOURS (SPARROW/EMI CMG)		648	760

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	LW
6	AARON SHUST MY SAVIOR MY GOD (BRASH)		611	617
7	TREE63 BLESSED BE YOUR NAME (INPOP)		607	627
8	LINCOLN BREWSTER EVERLASTING GOD (INTEGRITY)		565	580
9	ROBBIE SEAY BAND SONG OF HOPE (SPARROW/EMI CMG)		559	547
10	33MILES ONE LIFE TO LOVE (INO)		559	605

FRANCESCA BATTISTELLI

"FREE TO BE ME"

THE RUNAWAY HIT SWEEPING ACROSS THE COUNTRY!

**112+ STATIONS SPINNING
15 MILLION WEEKLY IMPRESSIONS
4700+ WEEKLY SALES AT ITUNES**





► **MERCYME** COLLECTS ITS FOURTH CONSECUTIVE NO. 1 AT SOFT AC/INSPIRATIONAL, AS "FINALLY HOME" LEAPS 3-1 ON A GAIN OF 42 PLAYS. THE ACT PREVIOUSLY REIGNED WITH "BRING THE RAIN" (10 WEEKS, 2007), "GOD WITH US" (NINE WEEKS, 2008) AND "YOU REIGN" (EIGHT WEEKS, 2008).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	24	1	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	1063	-2
2	23	2	JEREMY CAMP THERE WILL BE A DAY	BEC/TCOT+ & NAIL	998	-49
3	6	3	FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	918	+43
6	12	6	MATTHEW WEST THE MOTIONS	SPARROW/EMI CMG	868	+84
5	15	5	RUSH OF FOOLS LOSE IT ALL	MIDAS	829	+40
4	23	4	GROUP 1 CREW KEYS TO THE KINGDOM	FERVENT/WOF D-CURB	768	-39
7	11	7	VOTA HARD TO BELIEVE	INO	716	+52
9	12	9	RED NEVER BE THE SAME	ESSENTIAL/PLG	698	+79
8	20	8	THIRD DAY RUN TO YOU	ESSENTIAL/PLG	659	+16
10	14	10	DISCIPLE WHATEVER REASON	INO	617	+19
12	7	12	FRAY YOU FOUND ME	EPIC/INO	555	-8
13	37	13	BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	511	+12
11	25	11	NEEDTOBREATHE STREETS OF GOLD	ATLANTIC/WOF D-CURB	464	-119
14	17	14	ARTICLE ONE TAKEN BY THE STORM	INPOP	457	-40
15	19	15	BUILDING 429 END OF ME	INO	429	-63
17	11	17	KRYSTAL MEYERS LOVE IT AWAY	ESSENTIAL/PLG	375	-3
18	10	18	JON FOREMAN YOUR LOVE IS STRONG	CREDENTIAL/EMI CMG	334	-37
22	6	22	THIS BEAUTIFUL REPUBLIC BEAUTIFULLY BROKEN	FOREFRONT/EMI CMG	315	+10
21	4	21	NEWSBOYS IN THE HANDS OF GOD	INPOP	311	+1
24	2	24	KUTLESS TO KNOW THAT YOU'RE ALIVE	BEC/TOOTH & NAIL	300	+24
21	NEW	21	JARS OF CLAY TWO HANDS	GRAY MATTERS/NETWEEK	259	+42
29	4	29	SEVENGLORY ALL OF THIS FOR YOU	7 SPIN	251	+30
20	NEW	20	B. REITH MESS	GOTEE	248	+35
26	10	26	HELLO KELLY FALL OVER ME	7 SPIN	239	-4
20	NEW	20	BEBO NORMAN BRITNEY	BEC/TOOTH & NAIL	238	+82
28	2	28	MARVIN WINANS JR. YOU NEVER LET ME DOWN	M2	234	+6
25	12	25	BIG DADDY WEAVE WHAT LIFE WOULD BE LIKE	FERVENT/WORD-CURB	227	-30
28	NEW	28	FIRELIGHT YOU GAVE ME A PROMISE	FLICKER/PLG	225	+9
24	RE-ENTRY	24	JOSH WILSON SAVIOR, PLEASE	SPARROW/EMI CMG	218	+29
30	NEW	30	ADDISON ROAD THIS COULD BE OUR DAY	INO	216	+15

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	12	1	FAMILY FORCE 5 RADIATOR	TMG	300	+10
2	16	2	RED FIGHT INSIDE	ESSENTIAL/PLG	282	-4
3	7	3	NEVERTHELESS CROSS MY HEART	FLICKER/PLG	273	+43
4	15	4	CLASSIC CRIME SING	TOOTH & NAIL	261	-3
5	18	5	CAPITAL LIGHTS OUTRAGE	TOOTH & NAIL	260	0
6	7	6	CHILDREN 18:3 HOMEMADE VALENTINE	TOOTH & NAIL	258	+40
7	4	7	HAWK NELSON LET'S SOANCE	BEC/TOOTH & NAIL	244	+35
8	13	8	RELIENT K THE LAST, THE LOST, THE LEAST	GOTEE	243	-2
9	19	9	HOUSE OF HEROES LOSE CONTROL	MONO VS STEREO/GOTEE	233	-14
10	10	10	IVORYLINE HEARTS AND MINDS	TOOTH & NAIL	222	+4
11	7	11	THIS BEAUTIFUL REPUBLIC SURRENDER SAVED MY LIFE	FOREFRONT/EMI CMG	219	+32
12	14	12	REMEDY DRIVE STAND UP	WORD-CURB	219	-22
13	20	13	WEDDING RETURN	BRAVE NEW WORLD	219	-29
14	4	14	ABANDON HOLD ON	FOREFRONT/EMI CMG	205	-5
15	21	15	BECOMING YOUR LOVE	TOOTH & NAIL	200	-23
16	14	16	SECRET AND WHISPER ANCHORS	TOOTH & NAIL	195	+14
17	15	17	KUTLESS TO KNOW THAT YOU'RE ALIVE	BEC/TOOTH & NAIL	162	-72
18	2	18	DECYFER DOWN FADING	INO	161	+51
19	14	19	SEARCH THE CITY THE RESCUE	TOOTH & NAIL	158	+17
20	5	20	THE CONTACT BLACK SEA	7 SPIN	155	0
21	10	21	A ROTTERDAM NOVEMBER ENOUGH	ARN	153	+14
22	2	22	PHILMONT THE DIFFERENCE	FOREFRONT/EMI CMG	152	+30
23	18	23	RUTH WHO I WAS AND WHO I AM	TOOTH & NAIL	142	-11
24	3	24	RUN KID RUN SET THE DIAL	TOOTH & NAIL	133	+14
25	NEW	25	PILLAR STATE OF EMERGENCY	ESSENTIAL/PLG	127	+61
26	7	26	WE AS HUMAN DEAD MAN	WE AS HUMAN	111	+11
27	2	27	FALLING UP STREAMS OF WOE AT ACHERON	BEC/TOOTH & NAIL	109	-3
28	2	28	FRAY YOU FOUND ME	EPIC/INO	107	+5
29	19	29	DISCIPLE 3-2-1	INO	106	-75
30	NEW	30	I AM TERRIFIED TO THE SERVICE	GOTEE	102	+49

FOR WEEK ENDING FEBRUARY 15, 2009

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	6	1	MERCYME FINALLY HOME	INO	361	+42
2	14	2	MARK HARRIS ONE TRUE GOD	INO	361	-22
3	22	3	MEREDITH ANDREWS YOU INVITE ME IN	WORD-CURB	310	+4
4	19	4	JAMIE SLOCUM DEPENDENCE	CURB	307	-5
5	21	5	JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	284	-8
6	11	6	NATALIE GRANT OUR HOPE ENDURES	CURB	258	-2
7	4	7	CHRIS TOMLIN I WILL RISE	SIXSTEPS/SPARROW/EMI CMG	250	+16
8	8	8	JUSTIN UNGER BEHOLD	HEIGHTS	199	+23
9	3	9	LINCOLN BREWSTER GOD YOU REIGN	INTEGRITY	198	+32
10	4	10	CARMEN D'ARCY WE ADORE THEE	BRICK STREET/MARTINGALE	189	-2

SOFT AC/INSPIRATIONAL

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
11	11	11	MATTHEW WEST THE MOTIONS	SPARROW/EMI CMG	187	-1
12	18	12	RUSH OF FOOLS WONDER OF THE WORLD	MIDAS	186	-39
13	3	13	JOSH WILSON SAVIOR, PLEASE	SPARROW/EMI CMG	158	+35
14	9	14	THIRD DAY REVELATION	ESSENTIAL/PLG	151	+6
15	12	15	CURT COLLINS JESUS PAID IT ALL	FSS	145	-45
16	17	16	JARED ANDERSON GLORIFIED	INTEGRITY	137	-5
17	NEW	17	FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	133	+29
18	NEW	18	AVALON STILL MY GOD	SPARROW/EMI CMG	125	+30
19	2	19	TWILA PARIS NOT FORGOTTEN	EI	121	-1
20	NEW	20	KATINAS PRAYING FOR YOU	DESTINY-EXECUTIVE	115	+11

CHRISTIAN CHR REPORTERS

K AFC/Anchorage, AK
OM/PD: Mark Guy
APD/MD: Mike Carrier

WHMX/Bangor, ME
OM/PD: Tim Collins
APD/MD: Morgan Smith

KXGM/Cedar Rapids, IA
PD/MD: Don Burns
APD: Chris Behmlander

WONU/Chicago, IL*
PD/MD: Johnathon Eltrovoog

KXWA/Denver, CO*
PB: Jeff Connell

WJRF/Duluth, MN
PD/MD: Terry Michaels

KNMI/Farmington, NM
OM/PD: Darren Nez

WSCF/Ft. Pierce, FL
PD/MD: Jon Hamilton
APD: Brian Strickland

WAYG/Grand Rapids, MI*
MD: Mike Couchman

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

WHJT/Jackson, MS*
OM/PD: Traci Lee

WYLV/Knoxville, TN*
PD: Marshall Stewart
MD: Kris Love

WAYM/Nashville, TN*
OM/PD: Tate Luck
MD: Zach Boehm

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

WJLZ/Norfolk, VA*
OM/PD: Anne Verebely
APD/MD: Jonathan Michaels

KJTH/Ponca City, OK
PD/MD: Tony Weir
APD: Andy Youso

KZRI/Portland, OR*
OM: Mike Novak
PD: David Pierce
APD: Eric Allen

KTPT/Rapid City, SD
OM: Tom Schoenstedt
PD: Jennifer Crawford

WPRJ/Saginaw, MI
OM/PD: Aaron Dicer
MD: Josh Thompson

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

WHRZ/Spartanburg, SC
OM: Michele Brady
PD: Britt Dillard
APD: Matthew Bishop
MD: Cale Nelson

WLCQ/Springfield, MA
OM/PD: Nate Thomas

KADI/Springfield, MO*
PD/MD: Rod Kittleman

WBVM/Tampa, FL*
OM: Chris Sampson
PD/MD: Olivia Paff

KDUV/Visalia, CA*
PD/MD: Shannon Steele

WCLQ/Wausau, WI
PD/MD: Matt Deane

* Monitored Reporters

CHRISTIAN AC REPORTERS

KGZ/Abilene, TX PD/MD: Gary Hill	KGCB/Flagstaff, AZ OM: Daniel White PD/MD: Mike Medlin	New Life Media/Network PD/MD: Joe Buchanan
WMIT/Asheville, NC* OM/PD: Tom Greene MD: Matt Stockman	WPER/Fredericksburg, VA PD: Frankie Morea	WBSN/New Orleans, LA* OM: Julie Headrick PD: Tom Krimmier MD: Libby Krimmier
WFSH/Atlanta, GA* PD: Mike Blakemore MD: Mike Stoudt	KZKZ/Ft. Smith, AR OM/PD: Dave Burdud	KGBI/Omaha, NE* PD: Melody Miller MD: Jeff Devereaux
WVFJ/Atlanta, GA* OM/PD: Don Schaeffer APD: Steve Williams	WLAB/Ft. Wayne, IN* PD: Don Buettner MD: Melissa Montana	WPOZ/Orlando, FL* OM/PD: Dean O'Neal APD: Jeff Cruz
WAFJ/Augusta, GA* PD/MD: Steve Swanson	WCSG/Grand Rapids, MI* PD: Chris Lemke	WMSJ/Portland, ME* OM/PD: Paula K. MD: Kenny Robinson
KPEZ/Austin, TX* OM: Mac Daniels PD: Gary Walsh APD/MD: Steve Etheridge	WJQK/Grand Rapids, MI* OM: Troy West PD/MD: Gary Thompson	KFIS/Portland, OR* OM/PD: Dave Arthur MD: Kat Taylor
WRBS/Baltimore, MD* PD: David Paul MD: Chris Scotland	WBEJ/Greensboro, NC* OM: Dana Evans PD/MD: Wally Decker APD: Darren Stevens	KSJT/Rapid City, SD PD/MD: Dave Masters
WDJC/Birmingham, AL* APD/MD: Ronnie Bruce	WLFJ/Greenville, SC* PD/MD: Rob Dempsey APD: Gary Miller	KSGN/Riverside, CA* PD: Bryan O'Neal MD: Brandi Lanai
KTSY/Boise, ID* OM: Chris Gilbreth PD: Jerry Woods APD/MD: Travis Culver	KAIM/Honolulu, HI* OM: Jack Waters PD/MD: Mike Gravatt	WPAR/Roanoke, VA* OM/MD: Jackie Howard
WCVK/Bowling Green, KY OM: Ken Burns PD: Susan Woodard	KSBJ/Houston, TX* PD: Jon Hull MD: Jim Beeler	WQFL/Rockford, IL PD/MD: Johnny V.
WAYR/Brunswick, GA PD/MD: Bart Wagner	WQME/Indianapolis, IN PD/MD: Matt Rust	KKFS/Sacramento, CA* PD/MD: Max Miller
WRCM/Charlotte, NC* OM: Gary Morland PD: Dwayne Harrison	WCRJ/Jacksonville, FL* PD: Chris Wayne MD: Theresa Ross	WSMR/Sarasota, FL
WBDX/Chattanooga, TN* OM/PD: Jason McKay MD: Justin Wade	WCQR/Johnson City, TN* APD/MD: Brian Sumner	Sirius XM The Message/Satellite* PD: Al Skop
WJKL/Chicago, IL*	KOBC/Joplin, MO OM/PD: Lisa Davis	KCMS/Seattle, WA* PD: Scott Huntley MD: Sarah Taylor
WAKW/Cincinnati, OH* PD: Kurt Wallace APD: 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: Gina Hart	WJTL/Lancaster, PA* PD: John Shirk MD: Phil Smith	WHPZ/South Bend, IN OM: Gary Hegland PD: Corey Mann
KGTS/College Place, WA PD/MD: Ernest Beck	WLGH/Lansing, MI PD: Jenn Czelada	KWND/Springfield, MO* PD/MD: Chalmer Harper
KBIQ/Colorado Springs, CO* PD: Bret Stevens MD: Jack Hamilton	KSOS/Las Vegas, NV* PD: Scott Herrrold	KKJM/St. Cloud, MN OM/PD: Diana Madsen MD: Dawn Madsen
KCVO/Columbia, MO OM/PD: Jim McDermott	KKSP/Little Rock, AR* OM: John Scuderi PD: JR Runyon MD: Dave Srite	KHZR/St. Louis, MO* OM: Sandi Brown PD/MD: Greg Cassidy
WMHK/Columbia, SC* PD: Steve Sunshine	KFSH/Los Angeles, CA* PD: Chuck Tyler APD: Bob Shaw MD: Lara Scott	WCIE/Tampa, FL* PD: Carmen Brown APD: Dave Cruse MD: Jeff MacFarlane
WCVO/Columbus, OH* PD: Todd Stach APD/MD: Mike Russell	WJIE/Louisville, KY* PD: Jim Galipeau APD/MD: Chris Crain	KKCM/Tulsa, OK* OM: Steve Hunter PD: Chris Kelly
KBNJ/Corpus Christi, TX* PD: Joe Fahl	KSWP/Lufkin, TX OM/PD: Al Ross APD/MD: Michelle Ross	KXOJ/Tulsa, OK* PD: Bob Thornton
KLTY/Dallas, TX* PD: Chuck Finney APD/MD: Michael Prendergast	WNWC/Madison, WI*	KVNE/Tyler, TX PD: Mike Harper MD: Jennifer Winborn
KNWI/Des Moines, IA* PD/MD: Dave St. John	KVMV/McAllen, TX* OM/PD: Jeremy Morris	WGTS/Washington, DC* PD: Becky Wilson Aignay MD: Rob Conway
WMUZ/Detroit, MI* PD: Julia Belcher	KJIL/Meade, KS PD/MD: Michael Luskey	KNWS/Waterloo, IA PD: Dan Raymond
WWIB/Eau Claire, WI OM: Paul Anthony PD/MD: Greg Steward	WAWZ/Middlesex, NJ* OM: Scott Taylor PD: Johnny Stone APD/MD: Keith Stevens	WGNV/Wausau, WI OM: Karen Benke PD: Mark Bystrom MD: Todd Christopher
WCTL/Erie, PA OM: Ronald Raymond PD/MD: Adam Frase	KTIS/Minneapolis, MN* PD: Jason Sharp	WGRC/Williamsport, PA OM: Don Casteline PD/MD: Larry Weidman
KHPE/Eugene, OR MD: Paul Hernandez	WBHY/Mobile, AL* OM: Robert Barber MD: Kenny Fowler	WXHL/Wilmington, DE OM: Dan Edwards PD/MD: Dave Kirby APD: Sal April
KYTT/Eugene, OR OM: Dave DeAndrea PD/MD: Rick Stevens	KBMQ/Monroe, LA PD/MD: Phillip Brooks	
KLRC/Fayetteville, AR PD/MD: Mark Michaels	WFFH/Nashville, TN* PD/MD: Vance Dillard	
WCLN/Fayetteville, NC OM/PD: Dan DeBruier APD: Syndi Long MD: Steve Turley	Family Life Ministries/Network PD: Cecil Van Houten APD: Kevin VanBuren MD: Bruce Barrows	

* Monitored Reporters



► **THE MICHAEL GUNGOR BAND** CLAIMS ITS FIRST TOP 10 WITH "ANCIENT SKIES" (T-10), THE LEAD SINGLE AND TITLE TRACK FROM THE GROUP'S FIRST FULL-LENGTH ALBUM. IT BULLETS AT NO. 19 ON THE MONITORED CHRISTIAN AC LIST.

DMDS
DIGITAL DOWNLOADS
AVAILABLE AT DMDS.COM

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN AC INDICATOR		PLAYS TW +/-
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	24	JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	989 -57
2	2	21	THIRD DAY REVELATION	ESSENTIAL/PLG	946 -2
3	4	15	MATTHEW WEST THE MOTIONS	SPARROW/EMI CMG	828 +75
4	3	25	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	817 -3
5	5	6	FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	803 +73
6	7	7	MERCYME FINALLY HOME	INO	747 +65
7	6	19	JOSH WILSON SAVIOR, PLEASE	SPARROW/EMI CMG	679 -21
8	8	36	BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	667 -5
9	9	14	NATALIE GRANT OUR HOPE ENDURES	CURB	610 +4
10	11	13	MICHAEL GUNGOR BAND ANCIENT SKIES	BRASH	592 +31
11	13	5	NEWSBOYS IN THE HANDS OF GOD	INPOP	587 +79
12	12	36	TOBYMAC FEAT. KIRK FRANKLIN & MANDISA LOSE MY SOUL	FOREFRONT/EMI CMG	553 +6
13	10	22	BUILDING 429 END OF ME	INO	539 -51
14	20	2	CHRIS TOMLIN I WILL RISE	SIXSTEPS/SPARROW/EMI CMG	401 +107
15	15	20	MEREDITH ANDREWS YOU INVITE ME IN	WORD-CURB	388 -37
16	16	17	POINT OF GRACE I WISH	WORD-CURB	373 -24
17	19	7	MARK HARRIS ONE TRUE GOD	INO	332 +26
18	23	2	BEBO NORMAN PULL ME OUT	BEC/TOOTH & NAIL	331 +120
19	21	6	DAVID CROWDER BAND O, FOR A THOUSAND TONGUES TO SING	SIXSTEPS/SPARROW/EMI CMG	326 +47
20	18	12	IAN ESKELIN, MARK STUART & VICKY BEECHING LORD	INTEGRITY	309 -7
21	17	20	AARDN SHUST CREATE AGAIN	BRASH	268 -52
22	22	3	MANDISA MY DELIVERER	SPARROW/EMI CMG	248 +26
23	25	3	ABOVE THE GOLDEN STATE I'LL LOVE YOU SO	SPARROW/EMI CMG	215 +48
24	26	3	KUTLESS I DO NOT BELONG	BEC/TOOTH & NAIL	197 +38
25	24	4	JAMIE SLOCUM DEPENDENCE	CURB	192 +19
26	28	3	REVIVE CHORUS OF THE SAINTS	ESSENTIAL/PLG	190 +45
27	NEW		JARS OF CLAY TWO HANDS	GRAY MATTERS/NETTWERK	179 +51
28	NEW		REMEDY DRIVE ALL ALONG	WORD-CURB	151 +42
29	NEW		SANCTUS REAL SING	SPARROW/EMI CMG	144 +11
30	NEW		BIG DADDY WEAVE YOU FOUND ME	FERVENT/WORD-CURB	142 +109



Hit Music Research

CHRISTIAN CHR MUSIC RESEARCH

ARTIST TITLE	IMPRINT / PROMOTION LABEL	TOTAL	FAM%	BURN%	W 18-24	W 25-34	W 18-34
TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	4.61	95%	13%	4.41	4.37	4.39
FIREFLIGHT YOU GAVE ME A PROMISE	FLICKER/PLG	4.38	89%	8%	4.47	4.43	4.45
MATTHEW WEST THE MOTIONS	SPARROW/EMI CMG	4.27	89%	13%	4.24	4.17	4.20
BIG DADDY WEAVE WHAT LIFE WOULD BE LIKE	FERVENT/WORD-CURB	4.22	98%	17%	4.20	4.14	4.16
JOSH WILSON SAVIOR, PLEASE	SPARROW/EMI CMG	4.20	89%	17%	4.19	4.36	4.31
JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	4.20	98%	25%	4.01	4.24	4.12
BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	4.17	100%	23%	4.22	3.76	3.97
THE FRAY YOU FOUND ME	EPIC/INO	4.15	91%	12%	4.06	4.23	4.16
THIRD DAY RUN TO YOU	ESSENTIAL/PLG	4.14	89%	21%	3.88	4.26	4.09
GROUP 1 CREW KEYS TO THE KINGDOM	FERVENT/WORD-CURB	4.13	91%	18%	4.08	4.02	4.05
FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	4.11	85%	15%	4.11	4.23	4.17
KUTLESS TO KNOW THAT YOU'RE ALIVE	BEC/TOOTH & NAIL	4.09	46%	0%	4.00	3.98	4.00
RUSH OF FOOLS LOSE IT ALL	MIDAS	4.03	90%	17%	4.06	3.76	3.93
JON FOREMAN YOUR LOVE IS STRONG	CREDENTIAL/EMI CMG	4.01	76%	15%	4.12	4.18	4.15
SHAWN MCDONALD CLARITY	SPARROW/EMI CMG	3.92	84%	16%	3.52	4.12	3.85
VDTA HARD TO BELIEVE	INO	3.90	86%	20%	3.81	4.06	3.89
RED NEVER BE THE SAME	ESSENTIAL/PLG	3.89	76%	18%	3.79	3.91	3.85
JORDIN SPARKS ONE STEP AT A TIME	19/JIVE/JLG	3.88	100%	37%	3.96	4.07	4.00
NEEDTOBREATHE STREETS OF GOLD	ATLANTIC/WORD-CURB	3.87	90%	27%	3.91	3.81	3.86
DISCIPLE WHATEVER REASON	INO	3.81	80%	23%	3.78	3.73	3.76

This report is a cumulative sample of current online music surveys conducted by Christian CHR stations across the country. Total sample size is 849 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



Part two of our look inside Indianapolis country

Indy's Longtime Leader

R.J. Curtis

RCurtis@RadioandRecords.com

Last week we spent some quality time with Hank, a relative newcomer to Indianapolis, whose hobbies include having a good time and playing anything country. Hank's legal name is WLHK. The Emmis-owned station is nearing its fourth anniversary in the country format, taking on Cumulus' WFMS, the longtime market leader, which, in its spare time, enjoys nationwide respect and collecting enough industry awards to fill a reasonably sized room.

We had such a great time on our virtual tour of Hank and the Indianapolis market, we decided to stick around for another week to see how the other half lives. Of course we're referring to WFMS, which meant a chat with longtime programmer Bob Richards.

A native of Indianapolis, Richards hasn't always worked at WFMS—it only seems that way. He came onboard in 1995 doing part-time and fill-in airshifts while juggling morning and OM duties at WMDH/Muncie, Ind. "My goal was always to work at WFMS," he says. Within a year of his initial arrival, Richards was full time. He eventually rose to APD and earned PD stripes in 1998.

Richards vividly remembers what Larry Grogan, the GM who flipped WFMS country, said to him at the time. Grogan had graduated to senior VP of sales and operations for then-owner Susquehanna and was now based in Dallas. He counseled Richards: "It's a big station. Don't screw it up." It's probably safe to say Richards heeded that advice.

Attack Thyself

For his first seven years as PD, Richards and WFMS cruised along, consistently registering double-digit shares and No. 1 market rankings. In March 2005, however, along came Hank, eager to grab up some of those 10-plus country shares WFMS had staked out for so many years.

As we chronicled last week, Hank's debut was marked by aggressive on-air imaging and branding, and an extremely wide and initially commercial-free playlist, accompanied by a massive outdoor and TV campaign. "They launched very, very well," Richards says.

But just like the now-famous, well-trained crew of USAir flight 1549, the brain trust at 'FMS had spent years preparing for this worst-case scenario. Even with no competition, Richards says, "Once a year and sometimes more, depending on market conditions, we'd take time out and construct a competitor. If we had had the chance to attack FMS, what kind of station would we do it with? We'd build that station, then turn around and shore up WFMS' defenses, based on what that competitor might look like." Those exercises, Richards says, "were very valuable."

As we also found out last week from Emmis/Indianapolis OM David Edgar, part of Hank's product design was to zig when WFMS zagged. "That's a great way to describe it," Richards says. "We weren't expecting unconventional. And expecting a conventional competitor, it was challenging at first."

Although Hank improved immediately and has been a fixture in the top 10 with 25-54 adults since coming to town, its success has not been at WFMS' expense. What Hank has actually done, Richards says, is expand the country universe in Indy. Additionally, there wasn't an oldies station in the market when Hank debuted. Just two weeks prior to the Hank flip, Cumulus flipped its oldies outlet to the Jack format. "With no oldies in the market, and country music that hadn't been played in 10 to 15 years in some cases, it grew the format."

Both WFMS and Hank had relatively soft fall books in 2008, and each PD points out the Christmas programming on WFMS' AC sister station, WRWM, as one factor. Richards also notes that 2008 was a pivotal election year, and Emmis' news talk WIBC perfectly timed its migration from the

'We understand how important it is to build off of the music and make an emotional connection with listeners. Personalities are so important. That's the humanity of the station.'

—Bob Richards



AM band to FM early in the year. And, Richards says, "Their midday numbers with Rush Limbaugh were just unbelievable." Limbaugh's 12+ share on WIBC skyrocketed 9.8-12.2 in the fall Arbitron.

Richards also saw some growth among the market's urban stations in 2008. "They are already community and lifestyle stations; in this case it was even more enhanced because of the presidential candidate, plus the get-out-and-vote message and this feeling of community with the urban stations coming together. That really came through in summer and fall."

Oh, The Humanity

Just as Hank has evolved since its launch, so too has WFMS, but in more subtle ways, mainly because it's a fully developed, mature radio station with a 29-year head start on its crosstown upstart. "What we've done over the past five years is understand how important it is to build off of the music and make an emotional connection with listeners," Richards explains. "It starts with the music, but that's not the only piece. Personalities are so important. That's the humanity of the station."

Last week, Edgar described the musical evolution of Hank in recent years to a more current-driven sound. That "forces us to look closer at currents we play. The one thing I've been watching for the last 12 to 18 months is a slightly higher burn with currents and recurrences."

Richards hasn't seen as much of that as he initially thought he would, pointing to shared listening between the radio stations. "About 33% of our audience shares with Hank and about 55% of their audience shares with us." While both stations continue to search for unique ways to gain and maintain a competitive advantage, Richards says there are very definite distinctions between the two products. "From a listener's perspective, to have the kind of definition in the presentation that separates the two stations does make it easier for listeners to make a choice."

R&R

WFMS95.5
THE COUNTRY STATION

A Friend For 30 Years

Thursday, Feb. 19, marked the 30th anniversary at WFMS/Indianapolis for afternoon personality/MD JD Cannon. The Country DJ Hall of Fame member is also a two-time winner of the Country Music Assn. personality of the year award. WFMS PD Bob Richards has unsolicited praise and admiration for Cannon: "JD is an example of someone who has never taken anything for granted. He's not a verbal leader or someone who will stand up and tell someone what he thinks they should do. He just leads by example and does it."



Cannon

"On weekends, JD will be out at a charity event that no one knows about; it's something he probably

does two or three times a month," Richards adds. "There was a listener who wanted to make a contribution to our recent Children's Miracle Network radiothon, but she was a shut-in and couldn't leave the house."

JD stopped by her home and picked up the change she wanted to donate. There was also another sweet old lady who needed to have her grass cut; JD went over and mowed her lawn.

That's JD. He does that, and never says anything about it. But he feels like this is his mission and part of what he's been put here to do—help people who call the station every day. He's their friend. That's an example of why WFMS is where it is."



► **CRYSTAL SHAWANDA LAUNCHES** AT NO. 30 (UP A CHART-BEST 211 PLAYS) WITH "DAWN OF A NEW DAY," THE TITLE CUT AND FOURTH CHART ENTRY FROM HER DEBUT ALBUM.

COUNTRY INDICATOR REPORTERS

KEAN/Abilene, TX OM: Randy Jones PD/MD: Rudy Fernandez APD: Shay Hill	WAXX/Eau Claire, WI OM/MD: George House APD/MD: Alex Edwards	WNWN/Kalamazoo, MI PD: Woody Houston APD/MD: Scott Wagner	WCEN/Saginaw, MI* PD/MD: Joby Phillips
KRRV/Alexandria, LA PD: Hollywood Harrison APD/MD: Melissa Frost	WQRB/Eau Claire, WI PD/MD: Mike McKay	WYZO/Kalamazoo, MI OM: Brian Hayes PD: P.J. Lacey MD: Dan Diggler	WWFG/Salisbury, MD OM/MD: Dick Raymond
KGNC/Amarillo, TX OM/MD: Tim Butler APD/MD: Patrick Clark	WRSF/Elizabeth City, NC OM/MD: Cuervo Curtis	KDBR/Kalispell, MT OM/MD: John Michaels	KEGA/Salt Lake City, UT* PD: Alan Hague
KBRJ/Anchorage, AK PD: Matt Valley APD/MD: Eddie Maxwell	WTWF/Erie, PA OM: Joe Lang PD: Ron Kline APD: Chuck Rambaldo	WKOA/Lafayette, IN OM: Jim Roberts PD: Mark Allen APD: Annie James MD: Bob Vizza	KGKL/San Angelo, TX OM/MD: Boomer Kingstom
WPUR/Atlantic City, NJ* PD: Joe Kelly	WXTA/Erie, PA OM/MD: Adam Reese	WBNN/Laurel, MS OM/MD: Stephen St. James	KUSS/San Diego, CA* OM: Bill Pugh PD: Mike O'Brian APD/MD: Cindy Spicer
KYKR/Beaumont, TX OM/MD: Trey Poston	KKNU/Eugene, OR PD/MD: Jim Davis	KZKX/Lincoln, NE PD: Hoss Michaels APD/MD: Carol Turner	KKJG/San Luis Obispo, CA OM/MD: Pepper Daniels
WJLS/Beckley, WV OM: Dave Willis PD/MD: Fred Persinger	WKDQ/Evansville, IN PD/MD: Jon Prell	KRAZ/Santa Barbara, CA PD/MD: Stefan Carpenter	KSNI/Santa Maria, CA OM: Mark Mitchell PD/MD: Jay Turner
KCTR/Billings, MT OM: Jay Brandon PD/MD: Mark Hill	KVOX/Fargo, ND OM: Janice Whitmore PD: Eric Heyer MD: Scott Winston	KFGY/Santa Rosa, CA PD: Rob Taylor APD/MD: Stacy Hoblitzell	Dial Global Hot Country/Satellite* OM/MD: Jim Murphy MD: Rick Morgan
WZKX/Biloxi, MS* OM/MD: Bryan Rhodes	WKML/Fayetteville, NC PD/MD: Dean O	Dial Global Mainstream Country/Satellite* OM/MD: Penny Mitchell MD: Joani Williams	Sirius XM The Highway/Satellite* PD: Jon Anthony MD: Jay Thomas
WHWK/Binghamton, NY PD: Don Brake	KAFF/Flagstaff, AZ PD: Shaun Holly MD: Jenny Brown	KIWI/Mason City, IA PD/MD: Jared Allen	WJCL/Savannah, GA* PD/MD: Boomer Lee
WNCB/Birmingham, AL* OM/MD: Justin Case	WXFL/Florence, AL OM: Jeff Thomas PD: Fletch Brown	KRWQ/Medford, OR OM/MD: Larry Neal MD: Scott Schuler	WBAM/Montgomery, AL*
WBWN/Bloomington, IL OM/MD: Dan Westhoff APD/MD: Buck Stevens	WEGX/Florence, SC OM/MD: Randy "Mudflap" Wilcox MD: Chase Matthews	KUBB/Merced, CA OM/MD: Rene Roberts APD: Greg Edwards MD: Dee Kelly	WBFM/Sheboygan, WI PD: Eddie Ybarra MD: Jonathan Henseler
WHKX/Bluefield, WV OM: Ken Dietz PD/MD: Joe Jarvis	WFRE/Frederick, MD* PD: Jess Wright MD: Will Robinson	WOKK/Meridian, MS PD: Todd Rupe	KSUX/Sioux City, IA PD/MD: Tony Michaels
KQFC/Boise, ID* PD/MD: Wes McShay	WFLS/Fredericksburg, VA* OM/MD: Paul Johnson APD: Todd Grimsted	WLBW/Montgomery, AL* OM: Bill Dollar PD/MD: Bill Dollar	WBYT/South Bend, IN PD: Dave Allen APD: Stinger
KACG/Bryan, TX APD/MD: Adam Drake	KHGE/Fresno, CA OM/MD: Paul Wilson	WMDH/Muncie, IN PD/MD: Shane Goad	KIXZ/Spokane, WA* OM: Robert Harder PD: Paul "Coyote" Neumann MD: Lyn Daniels
WOKO/Burlington, VT* OM/MD: Steve Pelkey MD: Bill Sargent	KUAD/Ft. Collins, CO PD: Mark Callaghan APD: Dave Jensen MD: Brian Gary	WMUS/Muskegon, MI* OM: Dave Taft PD: Mark Dixon	WTHI/Terre Haute, IN OM/MD: Barry Kent
WIXY/Champaign, IL PD: Jonathan Drake APD: Andy Roberts MD: Nicole Beals	WCKT/Ft. Myers, FL* PD/MD: Mark Wilson APD: Dave Logan	WGTR/Myrtle Beach, SC OM: Johnny Walker MD: Korby Ray	WIBW/Topeka, KS PD: Keith Montgomery APD/MD: Stephanie Lynn
WIWF/Charleston, SC* PD: Brian Driver	KTCS/Ft. Smith, AR OM: Lee Young PD/MD: Troy Eckelhoff	KJCS/Nacogdoches, TX PD/MD: Robby Lynn	WTCM/Traverse City, MI OM/MD: Jack O'Malley MD: Carey Carlson
WKWS/Charleston, WV OM: Rick Johnson PD/MD: John Anthony	WBTU/Ft. Wayne, IN OM: Phil Becker PD: Chris Sargent	KHKX/Odessa, TX PD: Mike Lawrence APD/MD: Kelley Peterson	WWZD/Tupelo, MS OM: Rick Stevens PD: Bill Hughes
WOGT/Chattanooga, TN* PD: Duane Shannon	WTRS/Gainesville, FL* OM/MD: Shane Finch MD: Dave Tyler	KPLM/Palm Springs, CA PD: Al Gordon MD: Kory James	WFFN/Tuscaloosa, AL OM: Greg Thomas PD: Monk
KCCY/Colorado Springs, CO* OM: Bob Richards PD: Jesse Garcia APD/MD: Chris Brooks	WTNR/Grand Rapids, MI* OM: Brent Alberts OM/MD: Steve Stewart APD/MD: Nick Alan	WPAP/Panama City, FL PD: Todd Berry APD: David Howard MD: Shane Collins	WFRG/Utica, NY OM/MD: Bill McAdams
WKCNC/Columbus, GA* PD/MD: Brian Thomas	WYCT/Pensacola, FL* PD: Kevin King	WYFZ/Peoria, IL OM/MD: Ric Morgan	KJUG/Visalia, CA PD: Dave Daniels MD: Adam Jeffries
WCLT/Columbus, OH* PD: Curtis Newland MD: Tommy Douglas	WNCY/Green Bay, WI* PD: Dan Stone APD: Chance Lewis MD: Charli McKenzie	WPOR/Portland, ME* OM: Randi Kirshbaum PD: Matty Jeff	WDEZ/Wausau, WI APD/MD: Vanessa Ryan
WGSQ/Cookeville, TN PD: Gato Harrison APD: Philip Gibbons MD: Stewart James	WAYZ/Hagerstown, MD MD: Tori Anderson	WRWD/Poughkeepsie, NY PD: Paty Quyn	WOVK/Wheeling, WV PD/MD: Jim Elliott
KFTX/Corpus Christi, TX* PD: Chuck Abel MD: "Dr. Bruce Nelson" Stratton	WCTY/Hampton, NY PD: Dave Elder APD/MD: Jimmy Lehn	WRDU/Raleigh, NC* OM: Chris Sheibel APD/MD: Zac Davis	KZSN/Wichita, KS* OM: Dan Larkin PD: Mark Houston MD: Dean Taylor
KOUL/Corpus Christi, TX* OM/MD: Clayton Allen	WDGG/Huntington, WV OM/MD: Jeff "CrawDawg" Crawford	KUIB/Reno, NV OM: Jim McClain APD: "Big" Chris Hart	WILQ/Williamsport, PA OM/MD: Ted Miner APD/MD: John O'Brien
KRYS/Corpus Christi, TX* OM: Paula Newell PD: Frank Edwards	WTCR/Huntington, WV PD: Judy Eaton MD: Scott Hesson	WYYD/Roanoke, VA* OM: Steve Cross PD/MD: Kenny Shelton	KXDD/Yakima, WA OM/MD: Dewey Boynton APD/MD: Joel Baker
KHKI/Des Moines, IA* OM: Steve Brill PD/MD: Andy Elliott	KTHK/Idaho Falls, ID OM: Mike Nelson PD/MD: Dale Desmond	WDWC/Rocky Mount, NC OM: David Perkins PD/MD: Rick Braswell APD: Dave Richmond	
WTVY/Dothan, AL OM/MD: Kris Vani Dyke	KIXQ/Joplin, MO OM: Chad Elliott PD: Bob Meyer MD: Jack White		
KKCB/Duluth, MN OM/MD: David Drew			

COUNTRY INDICATOR HIGHLIGHTS

NO. 1		
ARTIST TITLE	IMPRINT / PROMOTION LABEL	
TOBY KEITH GOD LOVE HER	SHOW DOG NASHVILLE	

MOST ADDED		
ARTIST TITLE	IMPRINT / PROMOTION LABEL	NEW STATIONS
JOHN RICH SHUTTIN' DETROIT DOWN	WARNER BROS./WRN	35
SUGARLAND IT HAPPENS	MERCURY	34
ALAN JACKSON SISSY'S SONG	ARISTA NASHVILLE	31
MONTGOMERY GENTRY ONE IN EVERY CROWD	COLUMBIA	18
JASON MICHAEL CARROLL WHERE I'M FROM	ARISTA NASHVILLE	9
LADY ANTEBELLUM I RUN TO YOU	CAPITOL NASHVILLE	9

MOST INCREASED PLAYS		
ARTIST TITLE	IMPRINT / PROMOTION LABEL	GAIN
JOHN RICH SHUTTIN' DETROIT DOWN	WARNER BROS./WRN	+1161
RASCAL FLATTS HERE COMES GOODBYE	LYRIC STREET	+481
ALAN JACKSON SISSY'S SONG	ARISTA NASHVILLE	+428
SUGARLAND IT HAPPENS	MERCURY	+348
MONTGOMERY GENTRY ONE IN EVERY CROWD	COLUMBIA	+341
JASON ALDEAN SHE'S COUNTRY	BROKEN BOW	+303

INDICATOR EXCLUSIVES					
TW	LW	ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW PLAYS	+/-
43	47	KATIE ARMIGER TRAIL OF LIES	COLD RIVER	301	+63
48	53	JULIA BURTON WHAT A WOMAN WANTS	EMERALD RIVER/SPINVILLE	198	+28
50	52	ZONA JONES YOU SHOULD'VE SEEN HER THIS MORNING	ROCKY COMFORT/NINE NORTH	177	+4
53	55	MARK CHESNUTT THINGS TO DO IN WICHITA	BIG 7/LOFTON CREEK	146	-6
54	54	SHAWN HAMMONDS EVERYTHING	COUNTRY THUNDER	140	-30
55	59	HOLLY WILLIAMS KEEP THE CHANGE	MERCURY	134	+14
56	-	BILLY RAY CYRUS BACK TO TENNESSEE	WALT DISNEY/LYRIC STREET	129	+27
58	-	RANDY HOUSER BOOTS ON	UNIVERSAL SOUTH	125	+36

Get your first look at next week's complete Country Indicator chart action in R&R Country HotFax, in your e-mail in-box every Monday. To subscribe to R&R Country HotFax, visit www.radioandrecords.com.

CANADA COUNTRY						
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW PLAYS	+/-
1	1	15	KENNY CHESNEY WITH MAC MCANALLY DOWN THE ROAD	BLUE CHAIR/BNA/SONY MUSIC	780	-14
2	2	14	KEITH URBAN SWEET THING	CAPITOL NASHVILLE/EMI	766	-18
3	3	21	DIERKS BENTLEY FEEL THAT FIRE	CAPITOL NASHVILLE/EMI	765	+30
4	4	14	TOBY KEITH GOD LOVE HER	SHOW DOG NASHVILLE/UNIVERSAL	724	+8
5	5	17	BROOKS & DUNN FEAT. REBA MCENTIRE COWGIRLS DON'T CRY	ARISTA NASHVILLE/SONY MUSIC	676	-38
6	6	13	GEORGE STRAIT RIVER OF LOVE	MCA NASHVILLE/UNIVERSAL	650	-21
7	9	12	DARIUS RUCKER IT WON'T BE LIKE THIS FOR LONG	CAPITOL NASHVILLE/EMI	646	+31
8	11	5	JOHNNY REID A WOMAN LIKE YOU	OPEN ROAD/UNIVERSAL	635	+34
9	8	10	TAYLOR SWIFT WHITE HORSE	BIG MACHINE/OPEN ROAD/UNIVERSAL	621	+2
10	10	13	EMERSON DRIVE BELONGS TO YOU	VALORY/OPEN ROAD/UNIVERSAL	619	+10
11	14	8	ADAM GREGORY WHAT IT TAKES	BIG MACHINE/OPEN ROAD/UNIVERSAL	554	+37
12	12	15	DOC WALKER ONE LAST SUNDOWN	OPEN ROAD/UNIVERSAL	552	-45
13	13	12	THE ROAD HAMMERS HOMEGROWN	OPEN ROAD/UNIVERSAL	549	+17
14	15	15	BILLY CURRINGTON DON'T	MERCURY/UNIVERSAL	544	+28
15	7	19	BLAKE SHELTON SHE WOULDN'T BE GONE	WARNER BROS./WARNER	542	-114
16	18	5	GORD BAMFORD LITTLE GUY	ROYALTY	508	+51
17	19	5	TIM MCGRAW NOTHING TO DIE FOR	CURB/EMI	483	+29
18	20	10	ONE MORE GIRL I CAN LOVE ANYONE	EMI	433	-19
19	16	12	TARA ORAM 538 STARS	OPEN ROAD/UNIVERSAL	429	-45
20	24	4	TRACE ADKINS MARRY FOR MONEY	CAPITOL NASHVILLE/EMI	417	+27
21	25	5	DERIC RUTTAN CALIFORNIA PLATES	ON RAMP/EMI	408	+23
22	23	10	MARTINA MCBRIDE RIDE	RCA/SONY MUSIC	404	+6
23	32	2	RASCAL FLATTS HERE COMES GOODBYE	LYRIC STREET/UNIVERSAL	394	+133
24	17	18	AARON PRITCHETT HOW DO I GET THERE	OPM/604	388	-83
25	26	5	CARRIE UNDERWOOD I TOLD YOU SO	19/ARISTA NASHVILLE	377	+30
26	21	18	DEAN BRODY BROTHERS	BROKEN BOW/SONY MUSIC	358	-70
27	22	22	BRAD PAISLEY DUET WITH KEITH URBAN START A BAND	ARISTA NASHVILLE/SONY MUSIC	339	-62
28	28	19	GEORGE CANYON JUST LIKE YOU	UNIVERSAL	321	-21
29	31	3	GEORGE CANYON ALL OR NOTHING	UNIVERSAL	310	+36
30	NEW		CRYSTAL SHAWANDA DAWN OF A NEW DAY	RCA/SONY MUSIC	308	+211

FOR WEEK ENDING FEBRUARY 15, 2009

♦ indicates CanCon



Do AC stations have an image problem?
Part one of a two-part AC special

Not Your Grandmother's Format

Keith Berman
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When light beer was introduced to the general public, people wondered, "How can a beer billed as 'light' still taste good?" Without proper marketing, the inventor of light beer actually gave away his recipe before his original brand eventually folded. It wasn't until Miller Lite shattered the public's preconceptions with its popular and catchy "Tastes great, less filling" campaign that people began accepting light beer without attaching a stigma to it.

■ Is AC suffering from the same preconceptions that items billed as "light" don't taste as good? Does the misconception remain that AC is still the home of your grandmother's music, favoring acts like Air Supply, Barbra Streisand, the Carpenters, Anne Murray and Bette Midler in power rotation—when, in fact, the format is actually pretty current and hip?

"We are predisposed to some of that," Entercom AC KOSI/Denver PD Gary Nolan says. "There are some listeners who will never try our radio station because they think it's something it's not. First of all, within your own cume, you have to let your people know what you do with a series of liners and sweepers, talking about the kind of music that the station plays, and that it's not your father's Oldsmobile. Certainly, outside marketing helps tremendously in this respect, but it's tougher and tougher to break through without that marketing."

The bigger problem comes when programming a heritage station that's been around for many

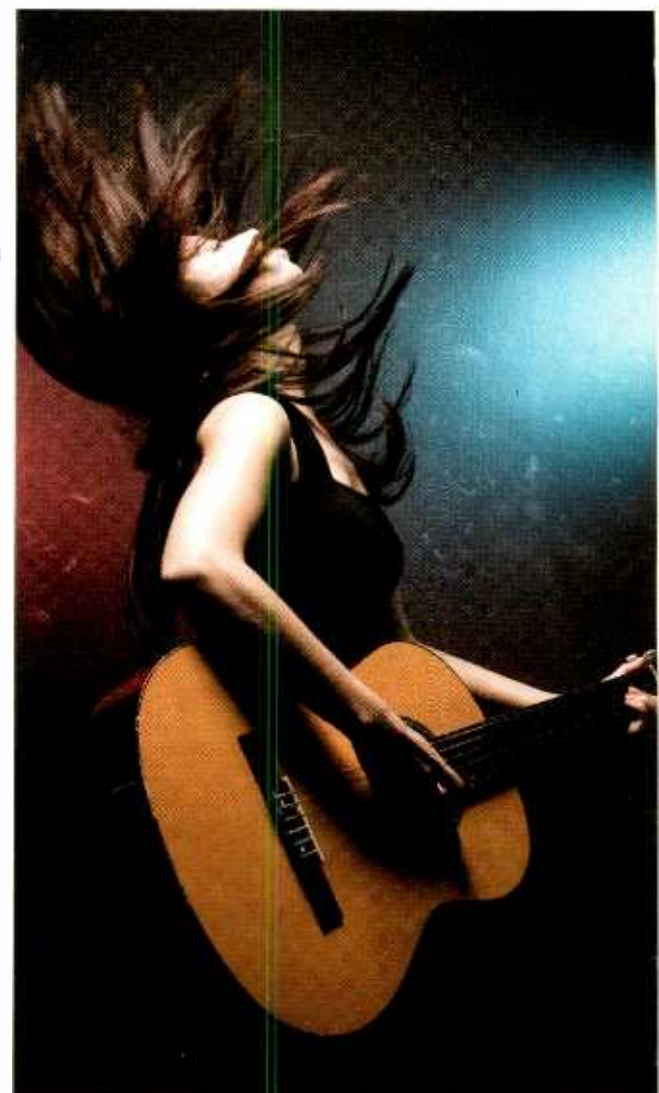
years because your grandmother could have actually listened to it when it first went on the air, which could contribute to people's personal bias against AC, even if they've never sampled the station. In these cases, the inertia that has helped a station maintain presence in the market all these years can actually work against it.

How Strong Is Your Brand?

"We were the Streisand, Kenny G, etc. station in Seattle for many years, and we still see the remnants of that branding come up, because we did

'There are some listeners who will never try our radio station because they think it's something it's not.'

—Gary Nolan



such a great job of it," Sandusky AC KRWM (Warm 106.9)/Seattle PD Laura Dane says. "We are the soft station, and this is what we do, and we're also a heritage Delilah station, so we had all of this branding in place."

Nolan believes that having a strong brand can be a good thing—especially when it includes a single moniker that's got years of history. "However, if the brand isn't what people think it is, then that becomes a challenge, too," he says. "There are some people who will never ever try this type of station unless they're introduced by a friend because they think we still play Barbra Streisand, Neil Diamond and Anne Murray."

The problem is familiarity, since people tend to like what they know, so old favorites will test well, possibly leading PDs to continue playing these tracks simply because the numbers are holding up. Saga AC WSNY (Sunny 95)/Columbus, Ohio, OM/PD Tony Florentino says that while it's OK to play those types of songs once in a while, it's unsafe to hold fast to them in regular rotation. While his station played them heavily at one point during its 27-year history, he stays away from airing them daily now.

"Bette Midler is a great example. You take a song like 'Wind Beneath My Wings'—if any of us put that in a music test, I think it would probably test in the top 50 or 100 or so," he says. "But no matter how it tests, I think it's a dangerous record. It doesn't mean we shouldn't play it, but there's an inherent image attached to it that does sort of drag the format down."

That image is the very reason why, when PD Don Kelley arrived at Greater Media AC WMJX (Magic 106.7)/Boston, he got rid of what he describes as all of the “anthem wimp artists.” Granted, it was 19 years ago, but he found that people in focus groups thought that Magic was playing that type of music all day long.

“Cutting back on that kind of music wouldn’t make a difference; we had to get rid of it and then tell people we don’t play it—then wait 10 years for them to finally figure it out,” he says, only half-joking. “It probably took a year or two before people started to catch on to the fact that this station they were listening to at night was pretty good during the day, too, and that it wasn’t what they expected.”

However, it becomes a double-edged sword when you factor in that a good number of ACs have long-running love songs shows at night, be it a syndicated or local show, which has helped enhance the station’s brand. Unfortunately, it can also enforce the image of a station playing schmaltzy, sappy music, according to Dane.

“It’s especially a challenge because the flavor of contemporary music has completely changed, and those stations are faced with changing the perception of their brand without changing their brand,” she says. “That’s the rub, because the alternative is to remain static, and then you grow old along with your audience, which is just a fast exit to the land of irrelevance.”

Whether a station should completely remove all the super heritage artists from its library is another debate. Capitol AC WRAL (Mix 101.5)/Raleigh PD Barry Fox keeps the Bee Gees and James Taylor in rotation, but he’s conscious of where those types of artists are placed in the logs and makes sure they are surrounded by solid, current artists. “We’re definitely going to follow it up with a Daughtry or Gwen Stefani or Nickelback record,” he says. “I think it’s all in how the product is presented.”

You Are Your Marketing Budget

Giving people an accurate picture of exactly what it is that an AC station does play is extremely important, and Nolan says one way to educate potential new listeners without much of a marketing budget is to take advantage of the influx of cume when the station goes all-Christmas.

“We do liners and imaging that say, ‘This is KOSI music’ and then play a clip; we do three or four songs in a row in one sweeper,” he says. “During Christmas music, we do a lot of them that say, ‘Thanks for listening to KOSI during Christmastime. However, when the holidays are over, we’re going to be doing this.’ We ran an awful lot of those to try and educate the people who joined us only for Christmas to tell them this is a very accessible radio station to a very wide range of demographics on the female side.”

Don Gosselin, PD of Greater Media’s recently launched WNUW (Now 97.5)/Philadelphia, also calls his airwaves his “unlimited budget” and has the station hawk itself via hook promos to give people a clear explanation of what he’s playing and what listeners can expect when they tune in.



Nolan

“You need to find places to put those spotlights on,” he says, adding that he believes it’s important to call out new music to make those songs become familiar, so he surrounds new, potentially unfamiliar tracks with a produced sweeper song ID or positions it in a clock area when a jock can talk it up. “We all have the same 60 minutes to program, so make it special—what are you going to do with your palette and the paintbrush to make yours a little better? It’s like you’re playing a hand of cards, and it’s a matter of playing the right one at the right time.”

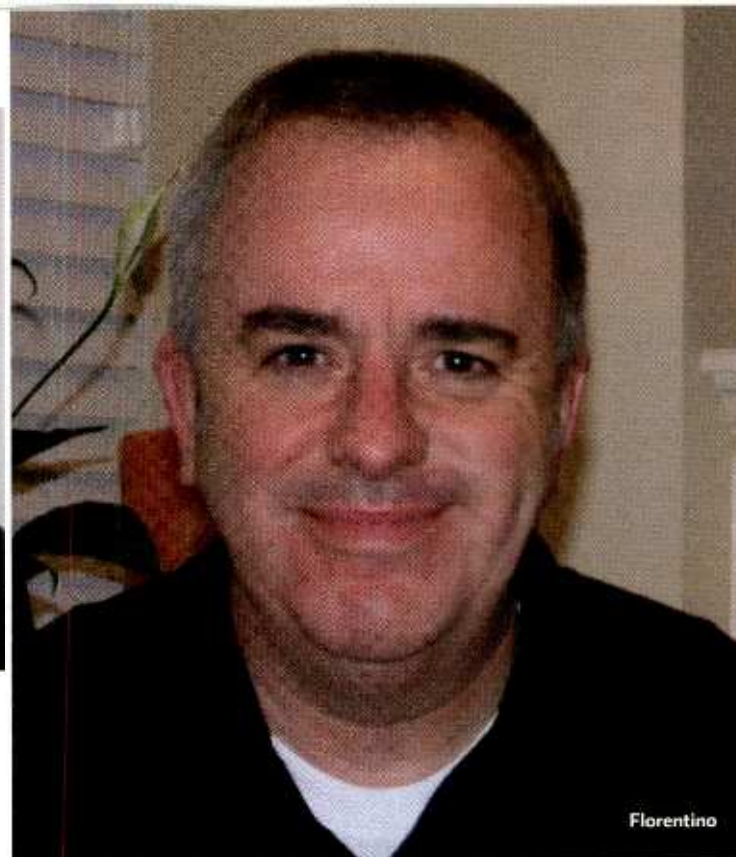
In terms of the music that the format actually does play now, Kelley believes that because AC has done a complete turnover of its demo since inception, people coming into the demo window aren’t entering with the kind of misperceptions that radio folks may think they’re carrying. The current definition of “soft rock” isn’t what it used to be, and while TV infomercials for companies like Time-Life are selling soft rock music from acts like Air Supply, Christopher Cross or America, Magic is using the same positioner but playing artists like Daughtry, Nickelback, Leona Lewis and Taylor Swift.

“We’ve gotten ‘Hey There Delilah’ by Plain White T’s, ‘You and Me’ by Lifehouse and ‘The Reason’ by Hoobastank described as easy listening to us,” Kelley says. “As new people come into the demo, the fences move. A lot of the stuff we’re playing now, we wouldn’t have been able to get away with two years ago because it’s a different life experience.” He finds that younger females just coming into the demo weren’t really exposed to the typical early-’80s soft AC tracks that the format was pounding at the time, but they do know the big pop hits featured on shows like VH1’s “I Love the ’80s”: stuff like Soft Cell’s “Tainted Love” and Dexy’s Midnight Runners’ “Come On Eileen,” which the format never touched when they were currents, but has a decent shot at playing now.

“We even have a couple of Bob Marley tracks in rotation,” Kelley says. “It came from me walking down the hall here one day and I heard our classic alternative WBOS playing ‘One Love,’ so I decided to test it since I figured everyone knows it from the Jamaica ads. It got a great score, and I tested it again to make sure it wasn’t a fluke. So I put in ‘Jammin’ ’ too, and that tested really well.”

Moving Slowly

While keeping a station’s playlist current and interesting is definitely paramount, if it’s still playing soft, sleepy, heritage artists, Dane cautions that suddenly throwing music logs into fifth gear is a



Florentino

‘It’s especially a challenge because the flavor of contemporary music has completely changed, and those stations are faced with changing the perception of their brand without changing their brand.’

—Laura Dane



Dane

good way to quickly leave your audience in the dust. Advising that such knee-jerk change will upset the rhythm of things, she instead recommends that stations take time to evolve their playlists—even if the turnover takes a few years. Programmers need to educate their managers that suddenly tossing out the playlist and installing what’s on the chart may be a short-term fix for what management perceives the issues might be, but it will make the station shed listeners rapidly.

“We had all of this branding in place, and knowing that you either grow or die, we evolved our playlist very slowly and very carefully over the years, really examining our demo-cell breakouts of the music research so we could remain contemporary while not alienating the P1s who’ve been with the station for a long time,” she says. “You should see what your average year is and evolve your station forward every few years. You should move forward—but very carefully.”

While Florentino says that stations can play the older stuff that helped shape the format 20-some-odd years ago, it’s a matter of not advertising it:

Continued on page 48



Kelley

'One of the things I look at when considering a new song is the exposure it's had in the marketplace, whether from radio or something like iPod and iTunes commercials.'

—Don Gosselin

temporary, knowing that people flip around, and they don't know where the fences are," he says. "They just look for a station playing something they like. But a song has to have some basis other than our airplay because I don't want people to turn on Magic and say, 'What the hell is that?' They need to be exposed to it some way, be it TV or a movie or a commercial. That's a factor that wasn't on the table when AC started."

Dane believes that AC has already become pretty progressive by embracing artists that were previously primarily owned by other formats, allowing acts to make headway in the format that are coming from hot AC, top 40, triple A and non-radio avenues like iTunes. "I think stations open to this forward momentum will, as a whole, help reshape that perception of AC radio," she says. "But the PDs who dig in their heels and stick with the core artists who no longer test, simply because that's who you are and that's what you've always been—you're no longer a contemporary station because you're allowing what's happening in music today to pass you by." R&R

Next week: It's not just a matter of playing the right music and running the right sweepers; it's also about a station positioning itself correctly, acting youthful and getting out into the community.



Gosselin

own format artists," he says. "When we don't develop artists, it becomes increasingly hard for a singles-based station to go out there on a limb and make a hit by itself. It's difficult for ACs to do that. You really have to look at what other exposure the song has had in the marketplace."

Pick Fruit From Other Trees

There isn't a hot AC in Philadelphia, so Gosselin doesn't have the luxury of allowing another station to warm up a song or artist for him before he starts playing it. That said, while he believes radio is still vitally important for music exposure, he also relies other media to help acquaint listeners with tracks and performers so he can play them without people punching out due to unfamiliarity. While "American Idol" winner David Cook is doing extremely well at AC, most people knew who he was before radio began playing him thanks to exposure on the TV show.

"One of the things I look at when considering a new song is the exposure it's had in the marketplace, whether from radio or something like iPod and iTunes commercials, which gave us the new Coldplay," he says. "My mom is in her 70s and called to ask if I've heard this new song from Beyoncé, because she saw Beyoncé on the 'Ellen' show and was exposed to it. In this format, I've believed that if you're introducing a new song, you're going out on a limb, but that's where the fruit is. However, you just can't stay out there, you have to come back to the core. If I play a new song from ["American Idol" finalist] David Archuleta that's potentially unfamiliar, I'm going to surround it with mega hits."

Kelley noticed that when a rain delay hit Fenway Park during a Red Sox game and the stadium put Rihanna's "Umbrella" on the PA, a lot of young women knew the song—those in his target demo. So he found a mix without Jay-Z and put it on the air, and it worked well. As with anyone else, "American Idol" is also a great place to warm up artists for AC, since even people who don't watch the show tend to hear the contestants' names.

"I look at the adult appeal of something con-

The Ghost Of Charts Past

Remember when AC used to play these artists as currents? R&R does—according to the Feb. 19, 1982, issue, these were the top 30 songs on the AC chart from this week back in the year that WSNY (Sunny 95)/Columbus, Ohio, and WMJX (Magic 106.7)/Boston were born.

1. KENNY ROGERS, "Through the Years"
2. DAN FOGELBERG, "Leader of the Band"
3. SHEENA EASTON, "You Could Have Been With Me"
4. BERTIE HIGGINS, "Key Largo"
5. BARRY MANILOW, "Somewhere Down the Road"
6. AIR SUPPLY, "Sweet Dreams"
7. ALABAMA, "Love in the First Degree"
8. JOURNEY, "Open Arms"
9. CLIFF RICHARD, "Daddy's Home"
10. LITTLE RIVER BAND, "Take It Easy on Me"
11. BILLY JOEL, "She's Got a Way"
12. ABBA, "When All Is Said and Done"
13. QUINCY JONES FEATURING JAMES INGRAM, "One Hundred Ways"
14. PAUL DAVIS, "Cool Night"
15. VANGELIS, "Chariots of Fire"
16. ANNE MURRAY, "Another Sleepless Night"
17. NEIL DIAMOND, "On the Way to the Sky"
18. STEVIE WOODS, "Just Can't Win 'Em All"
19. SISTER SLEDGE, "My Guy"
20. DARYL HALL & JOHN OATES, "I Can't Go for That (No Can Do)"
21. JENNIFER WARNES, "Could It Be Love"
22. STEVIE WONDER, "That Girl"
23. BARBRA STREISAND, "Comin' In and Out of Your Life"
24. OAK RIDGE BOYS, "Bobbie Sue"
25. LARRY CARLTON, "Sleepwalk"
26. T.G. SHEPPARD, "Only One You"
27. GEORGE BENSON, "Turn Your Love Around"
28. EDDIE RABBITT, "Someone Could Lose a Heart Tonight"
29. JUICE NEWTON, "The Sweetest Thing (I've Ever Known)"
30. MECO, "Pop Goes the Movies Part 1"

Continued from page 47

"For some ACs, it's dangerous when you get on the air and say, 'We're your station for soft, relaxing favorites.' But the fact is that you can play songs that are soft, relaxing favorites; you just can't talk about them. In our situation here, that'd be a deadly brand position for us to take," he says.

He does have full confidence that the format will always evolve musically, though it may move slower than others. "Sunny is a very different station than it was 10 years ago," he says. "But as a format, we need to have some level of confidence that this 38- or 40- or 44-year-old will eventually pass through the window, and we will appeal to her."

Where are all these new artists and songs coming from? While Gosselin can still find new music to play on his station, he thinks there are few acts that the format can claim as pure AC artists. "I hope there are still places for artists like James Taylor to play his music, but we don't breed or cultivate our



► **SEAL'S** "IF YOU DON'T KNOW ME BY NOW" LIFTS 22-19 WITH AIRPOWER HONORS (NO. 19 ON THE AUDIENCE TALLY, 749,000 IMPRESSIONS). THE COVER OF THE HAROLD MELVIN & THE BLUE NOTES HIT IS SEAL'S SECOND REMAKE TO CHART: HIS VERSION OF STEVE MILLER'S "FLY LIKE AN EAGLE" ASCENDED TO NO. 9 IN 1997.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	FLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	28	JASON MRAZ I'm Yours	NO. 1 (3 WKS)	11 ³ ☆ ATLANTIC/RRP	2100 +49	15.566 1
2	2	31	COLDPLAY Viva La Vida		11 ³ ☆ CAPITOL	1888 -27	14.264 2
3	3	39	DAVID COOK The Time of My Life		11 ☆ 19/RCA/RMG	1801 -49	14.315 2
4	4	35	NATASHA BEDINGFIELD Pocketful of Sunshine		11 ³ ☆ PHONOCENIC/EPIC	162E +4	12.670 4
5	5	17	TAYLOR SWIFT Love Story	MOST INCREASED PLAYS	11 ² ☆ BIG MACHINE/UNIVERSAL REPUBLIC	1603 +169	11.327 5
6	6	27	DAVID ARCHULETA Crush		11 19/JIVE/JLG	1352 +74	7.208 9
7	8	18	LEONA LEWIS Better In Time	MOST ADDED	11 ² ☆ SYCO/J/RMG	1292 +87	11.239 6
8	9	22	DAUGHTRY What About Now		11 ☆ RCA/RMG	1239 +83	10.122 7
9	7	45	LEONA LEWIS Bleeding Love		11 ⁵ ☆ SYCO/J/RMG	1166 -74	8.370 8
10	10	51	DAUGHTRY Feels Like Tonight		11 ² ☆ RCA/RMG	909 -64	6.025 10
11	11	17	GAVIN ROSSDALE Love Remains The Same		11 INTERSCOPE	720 +84	3.681 11
12	12	25	MISSY HIGGINS Where I Stood		☆ ELEVEN/REPRISE	627 +34	2.929 12
13	13	17	JAMES TAYLOR It's Growing		☆ HEAR/CMG	450 +32	2.709 13
14	17	13	JORDIN SPARKS One Step At A Time		11 ² ☆ 19/JIVE/JLG	271 +43	2.381 15
15	5	15	O.A.R. Shattered (Turn The Car Around)		11 EVERFINE/ATLANTIC/RRP	264 +13	1.406 17
16	8	5	JIM BRICKMAN FEATURING RUSH OF FOOLS Never Far Away		☆ TIME LIFE	254 +37	0.727 20
17	6	7	BEYONCE If I Were A Boy		11 MUSIC WORLD/COLUMBIA	243 +11	2.581 14
18	19	8	NICKELBACK Gotta Be Somebody		11 ² ☆ ROADRUNNER/RRP	196 +3	1.515 16
19	22	2	SEAL If You Don't Know Me By Now	AIRPOWER	☆ 143/WARNER BROS.	188 +63	0.749 19
20	21	6	DAVID COOK Light On		11 ☆ 19/RCA/RMG	166 +24	0.686 21
21	24	3	SIMPLY RED Go Now		☆ SIMPLYRED.COM/RAZOR & TIE	152 +49	0.184 -
22	29	2	LIONEL RICHIE Just Go		☆ DEF JAM/IDJMG	149 +62	0.330 26
23	23	7	KATY PERRY Hot N Cold		11 ² ☆ CAPITOL	129 +17	1.064 18
24	20	18	CELINE DION My Love		☆ COLUMBIA	118 -49	0.459 23
25	25	4	DUFFY Stepping Stone		☆ MERCURY/IDJMG	108 +15	0.399 25
26	25	2	TAYLOR HICKS What's Right Is Right		☆ MODERN WHOMP/AZDEFMUSIC	102 0	0.097 -
27	39	4	THE FRAY You Found Me		☆ EPIC	101 +19	0.581 22
28	27	7	ADELE Chasing Pavements		☆ XL/COLUMBIA	82 -10	0.207 -
29	new		MATT NATHANSON Come On Get Higher		☆ VANGUARD/CAPITOL	80 +31	0.271 -
30	21	20	SARAH MCLACHLAN I Want Me 2		☆ ARISTA/RMG	68 -21	0.138 -

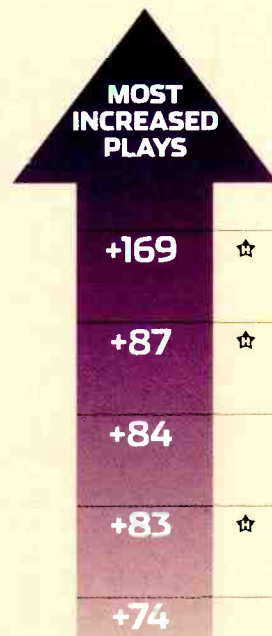
MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
LEONA LEWIS Better In Time (SYCO/J/RMG) KISC, KNEV, WCFB, WJXB, WLRQ, WMJY, WMXS, WRRM, WRVF	9
JIM BRICKMAN FEAT. RUSH OF FOOLS Never Far Away (Time Life) KMGL, KOSI, KRBB, KSSK, WDOK, WHOM, WJXB, WMCV, WRVR	9
GAVIN ROSSDALE Love Remains The Same (Interscope) KISC, KNEV, WEZF, WJXB, WRVF, WSNY	6
BILLY HUFSEY Better Man (Blaster) KBEZ, KWAV, WHLG, WJJK, WJXB, WVAF	6
SEAL If You Don't Know Me By Now (143/Warner Bros.) KEZK, KNEV, WJJK, WLPN, WTVR	5
MATT NATHANSON Come On Get Higher (Vanguard/Capitol) Sirius XM The Blend, WHUD, WKJY, WLDB	4
DAUGHTRY What About Now (RCA/RMG) KOST, WSNY, WWDE	3
JORDIN SPARKS One Step At A Time (19/Jive/JLG) KSNE, KWAV, WRVR	3

ADDED AT... WKJY
Nassau, NY
PD: Bill Edwards
MD: Jodi Vale
Bruce Springsteen, Working On A Dream, 12
Matt Nathanson, Come On Get Higher, 3
Miley Cyrus, The Climb, 3
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
MELINDA DOOLITTLE It's Your Love (Hi Fi) TOTAL STATIONS: 11	51/19	PINK Sober (LaFace/JLG) TOTAL STATIONS: 7	26/4
KELLY CLARKSON My Life Would Suck Without You (RCA/RMG) TOTAL STATIONS: 6	41/6	DOLLY PARTON Drives Me Crazy (Dolly) TOTAL STATIONS: 5	26/2
JASON MRAZ & COLBIE CAILLAT Lucky (Atlantic/RRP) TOTAL STATIONS: 7	37/20	GREG LONDON Everything I Own (MVP/Landicons) TOTAL STATIONS: 8	25/11
BEYONCE Single Ladies (Put A Ring On It) (Music World/Columbia) TOTAL STATIONS: 6	31/16	JENNIFER HUDSON Spotlight (Arista/RMG) TOTAL STATIONS: 2	24/6
DAVID ARCHULETA A Little Too Not Over You (19/Jive/JLG) TOTAL STATIONS: 2	29/3	JOURNEY Where Did I Lose Your Love (Nomota) TOTAL STATIONS: 5	22/15



+169	☆ TAYLOR SWIFT Love Story (Big Machine/Universal Republic) KKMY +4, KBAY +4, WSPA +1, WLEV +8, WLDB +8, WLHT +8, WTCL +6, KUOL +6, KBEE +5, WMXS +5
+87	☆ LEONA LEWIS Better In Time (SYCO/J/RMG) KBAY +6, WARM +4, WGSY +13, KCKC +1, WMXS +7, KESZ +7, WTCL +6, WASH +6, WAHR +4, KISC +4
+84	☆ GAVIN ROSSDALE Love Remains The Same (Interscope) WNIC +7, WTCL +5, WLRQ +5, WEBC +4, WMXC +4, WJXB +4, KNEV +3, WHLG +3, KISC +3, WFMK +3
+83	☆ DAUGHTRY What About Now (RCA/RMG) KESZ +7, WVBW +13, KOST +13, KBAY +9, KTDY +9, WVAF +6, WOBN +5, KUOL +5, WAHR +4, KBEE +4
+74	☆ DAVID ARCHULETA Crush (19/Jive/JLG) WMKC +9, KCKC +12, WKJY +7, KTSM +9, WMGV +5, WHOM +5, WMJY +4, WCDV +4, KRNO +4, WRSA +4

FOR WEEK ENDING FEBRUARY 15, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	SARA BAREILLES Love Song (EPIC)	11 ⁵	1208 1384
2	LIFEHOUSE Whatever It Takes (Geffen/Interscope)	11 ²	1077 1011
3	COLBIE CAILLAT Realize (Universal Republic)	11 ²	971 1103
4	COLBIE CAILLAT Bubbly (Universal Republic)	11 ⁵	938 891
5	JOHN MAYER Say (Aware/Columbia)	11 ²	871 910

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
6	FERGIE Big Girls Don't Cry (Will.i.am/A&M/Interscope)	11 ⁶	830 824
7	TIMBALAND FEATURING ONEREPUBLIC Apologize (Mosley/Blackground/Interscope)	11 ⁷	748 838
8	THE FRAY How To Save A Life (Epic)	11 ⁷	709 636
9	JOHN MAYER Waiting On The World To Change (Aware/Columbia)	11 ⁵	684 696
10	DAUGHTRY Home (RCA/RMG)	11 ⁵	659 706



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R&R HOT AC

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► **THE ALL-AMERICAN REJECTS ROAR TO MOST INCREASED PLAYS WITH "GIVES YOU HELL"** (16-13, UP 231). AT CHR/TOP 40, THE FIRST SINGLE FROM "WHEN THE WORLD COMES DOWN" CLIMBS 7-5, BECOMING THE BAND'S SECOND TOP FIVE; "DIRTY LITTLE SECRET" REACHED NO. 4 THREE YEARS AGO THIS WEEK.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	2	12	THE FRAY YOU FOUND ME	NO. 1 (1 WK)	☆ EPIC	3211 +217	15.572	2
2	1	20	NICKELBACK GOTTA BE SOMEBODY		112 ☆ ROADRUNNER/RRP	3202 -195	16.668	1
3	3	21	KATY PERRY HOT N COLD		112 ☆ CAPITOL	2793 -166	15.099	3
4	4	18	DAVID COOK LIGHT ON		☆ 19/RCA/RMG	2699 +7	13.399	5
5	5	13	TAYLOR SWIFT LOVE STORY		112 ☆ BIG MACHINE/UNIVERSAL REPUBLIC	2640 +18	13.185	6
6	6	47	JASON MRAZ I'M YOURS		113 ☆ ATLANTIC/RRP	2410 -153	14.058	4
7	8	5	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU		☆ RCA/RMG	2298 +167	11.578	9
8	7	34	O.A.R. SHATTERED (TURN THE CAR AROUND)		11 ☆ EVERFINE/ATLANTIC/RRP	2219 -71	11.544	10
9	11	9	PINK SOBER		☆ LAFACE/JLG	2049 +143	10.313	11
10	9	26	PINK SO WHAT		113 ☆ LAFACE/JLG	1874 -149	11.661	8
11	10	34	DAUGHTRY WHAT ABOUT NOW		11 RCA/RMG	1849 -67	11.746	7
12	12	21	3 OOOORS DOWN LET ME BE MYSELF		☆ UNIVERSAL REPUBLIC	1709 -3	6.971	16
13	16	14	THE ALL-AMERICAN REJECTS GIVES YOU HELL	MOST INCREASED PLAYS	☆ DOGHOUSE/DGC/INTERSCOPE	1663 +231	8.372	13
14	14	31	LIFEHOUSE BROKEN		☆ GEFEN/INTERSCOPE	1615 -16	8.823	12
15	13	43	GAVIN ROSSDALE LOVE REMAINS THE SAME		11 ☆ INTERSCOPE	1518 -145	7.925	14
16	15	20	SAVING ABEL ADDICTED		112 ☆ SKIDDCO/VIRGIN/CAPITOL	1452 -173	6.140	18
17	17	17	KEVIN RUDOLF FEATURING LIL WAYNE LET IT ROCK		112 ☆ CASH MONEY/UNIVERSAL REPUBLIC	1366 -26	7.344	15
18	18	16	THE KILLERS HUMAN		☆ ISLAND/DJMG	1328 -27	5.418	20
19	19	11	LADY GAGA FEATURING COLBY O'DONIS JUST DANCE		112 ☆ STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	1275 +31	6.089	19
20	22	9	BEYONCE SINGLE LADIES (PUT A RING ON IT)	AIRPOWER	112 ☆ MUSIC WORLD/COLUMBIA	1176 +69	6.881	17
21	20	20	MISSY HIGGINS WHERE I STOOD		☆ ELEVEN/REPRISE	1166 +42	4.034	22
22	25	17	PLAIN WHITE T'S 1, 2, 3, 4		☆ HOLLYWOOD	983 +188	4.293	21
23	26	5	JASON MRAZ & COLBIE CAILLAT LUCKY		☆ ATLANTIC/RRP	934 +155	3.898	23
24	24	13	THEORY OF A DEADMAN NOT MEANT TO BE		☆ 604/ROADRUNNER/RRP	877 +81	3.184	25
25	21	15	COLDPLAY LOVERS IN JAPAN		☆ CAPITOL	852 -258	3.599	24
26	23	15	ERIC HUTCHINSON ROCK & ROLL		☆ LET'S BREAK/WARNER BROS.	796 -38	2.844	27
27	27	17	CHRISTINA AGUILERA KEEPS GETTIN' BETTER		☆ RCA/RMG	615 -127	3.149	26
28	29	17	THRIVING IVORY ANGELS ON THE MOON		☆ WIND-UP	553 +28	1.319	33
29	35	5	KATY PERRY THINKING OF YOU	MOST ADDED	☆ CAPITOL	509 +178	1.835	28
30	30	4	U2 GET ON YOUR BOOTS		☆ ISLAND/INTERSCOPE	495 +13	1.599	30
31	31	3	BRITNEY SPEARS CIRCUS		☆ JIVE/JLG	485 +13	1.834	29
32	32	10	BUCKCHERRY DON'T GO AWAY		☆ ELEVEN SEVEN/ATLANTIC	467 +14	1.270	35
33	34	4	HOOBASTANK SO CLOSE, SO FAR		☆ ISLAND/DJMG	402 +51	1.128	36
34	28	15	HINDER WITHOUT YOU		☆ UNIVERSAL REPUBLIC	400 -160	1.501	31
35	37	5	THE VERONICAS UNTOUCHED		☆ ENGINEER/SIRE/WARNER BROS.	377 +60	1.377	32
36	36	3	NATASHA BEDINGFIELD SOULMATE		☆ PHONOGENIC/EPIC	376 +51	1.108	37
37	38	2	LILY ALLEN THE FEAR		☆ CAPITOL	368 +73	0.890	-
38	33	12	BRITNEY SPEARS WOMANIZER		11 JIVE/JLG	313 -57	1.285	34
39	39	2	GAVIN ROSSDALE FOREVER MAY YOU RUN		☆ INTERSCOPE	287 +49	0.589	-
40	40	2	ALTER BRIDGE WATCH OVER YOU		☆ UNIVERSAL REPUBLIC	264 +43	0.775	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
KATY PERRY Thinking Of You (Capitol) KQKQ, KLZR, KPEK, KSTZ, WAJI, WDDV, WMEW, WPLJ, WZPL	9
O.A.R. This Town (Everfine/Atlantic/RRP) KLLC, KLLY, KPEK, KPLZ, KSCF, KYKY, WRVE	7
CAROLINA LIAR Show Me What I'm Looking For (Atlantic) KCDA, KLLY, KSII, KSTZ, KVLY, WAYV, WCDA	7
PLAIN WHITE T'S 1, 2, 3, 4 (Hollywood) KEZR, KJMY, KPLZ, KSRZ, WPLJ, WSJO	6
ERIN MCCARLEY Love, Save The Empty (Universal Republic) KCDA, KMHX, Sirius XM The Pulse, WMMX, WRMF	5
NICK LACHEY Patience (Jive/JLG) KCDA, KLTG, KMHX, KYKY, WBMX	5
THE ALL-AMERICAN REJECTS Gives You Hell (Doghouse/DGC/Interscope) KAMX, KBIG, KFBZ, WMTX	4
LADY GAGA FEAT. COLBY O'DONIS Just Dance (Streamline/KonLive/Cherrytree/Interscope) KAMX, KLZR, WMTX, WPTD	4
BRETT DENNEN FEAT. FEMI KUTI Make You Crazy (Downtown/Dualtone) KPEK, KQKQ, WAJI, WMGX	4
PINK Sober (LaFace/JLG) KDMX, KMXP, WNNF	3

ADDED AT... KMHX
Santa Rosa, CA
PD: Danny Wright
Erin McCarley, Love, Save The Empty, 1
Gavin Rossdale, Forever May You Run, O
Live, Forever, O
Nick Lachey, Patience, O

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
THE PUSSYCAT DOLLS I Hate This Part (Interscope) TOTAL STATIONS: 21	253/113	BRETT DENNEN FEAT. FEMI KUTI Make You Crazy (Downtown/Dualtone) TOTAL STATIONS: 16	181/16
O.A.R. This Town (Everfine/Atlantic/RRP) TOTAL STATIONS: 25	☆ 252/91	GABRIELLA CILMI Sweet About Me (Universal Republic) TOTAL STATIONS: 13	168/18
ERIN MCCARLEY Love, Save The Empty (Universal Republic) TOTAL STATIONS: 24	231/65	T.I. FEAT. RIHANNA Live Your Life (Def Jam/Grand Hustle/DJMG/Atlantic) TOTAL STATIONS: 7	148/27
LEONA LEWIS I Will Be (SYCO/JR/MG) TOTAL STATIONS: 14	☆ 213/52	CAROLINA LIAR Show Me What I'm Looking For (Atlantic) TOTAL STATIONS: 12	144/54
NICK LACHEY Patience (Jive/JLG) TOTAL STATIONS: 18	207/41	DAVID ARCHULETA A Little Too Not Over You (Jive/JLG) TOTAL STATIONS: 3	☆ 133/27

MOST INCREASED PLAYS

+231	☆ THE ALL-AMERICAN REJECTS Gives You Hell (Doghouse/DGC/Interscope) WKLV +30, WBMX +21, KBIG +18, WMGX +17, WTMX +16, WMTX +15, KLLY +14, WXLO +12, WRMF +11, WSNE +11
+217	☆ THE FRAY You Found Me (Epic) KVLY +41, KOSD +24, KDMX +18, WNNF +17, KQKQ +14, WINK +14, KSTP +12, WAYV +12, KFYY +10, KZZD +10
+188	PLAIN WHITE T'S 1, 2, 3, 4 (Hollywood) KLTG +33, WMYX +23, KVLY +16, WHBC +16, KLCA +12, KJMY +12, KMHX +11, KZZU +10, SXPL +9, WDDV +9
+178	KATY PERRY Thinking Of You (Capitol) KZZU +23, WSJO +17, KLLY +17, KRKQ +17, KMHX +16, KPEK +12, WTMX +12, SXPL +10, WJLK +9, KLTG +7
+167	☆ KELLY CLARKSON My Life Would Suck Without You (RCA/RMG) WAJI +16, KMHX +15, KLLY +13, KLLC +11, WAYV +10, WSJO +10, WKDD +9, KRKQ +9, KBBY +8, WMGX +8

FOR WEEK ENDING FEBRUARY 15, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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▶ "SOBER" RISES 2-1 AT CANADA HOT AC, PINK'S SECOND CONSECUTIVE NO. 1 FROM HER ALBUM "FUNHOUSE." LEAD TRACK "SO WHAT" SPENT FOUR WEEKS ON TOP BEGINNING IN OCTOBER.

HOT AC REPORTERS

WKDD/Akron, OH*
OM/PD: Keith Kennedy

WRVE/Albany, NY*
OM/PD: Randy McCarten
APD: Kevin Rush
MD: Tred Hulse

KPEK/Albuquerque, NM*
PD: Tony Manero
MD: Jamie Frye

KDBZ/Anchorage, AK
OM/PD: Tom Oakes

KMXS/Anchorage, AK
PD: Devan Mitchell
APD/MD: Amber O'Neil

WAYV/Atlantic City, NJ*
PD: Rob Garcia

WSJO/Atlantic City, NJ*
PD/MD: Eric Johnson
APD: Christopher Knight

KAMX/Austin, TX*
PD: Cat Thomas
APD/MD: Carey Edwards

KLLY/Bakersfield, CA*
OM/PD: E. J. Tyler
APD: Lance Sottile

WWMX/Baltimore, MD*
OM: Dave LaBrozzi
PD: Greg Carpenter

WMRV/Binghamton, NY
OM/PD: Jim Free

KCIX/Boise, ID*
PD/MD: Brent Carey

WBMX/Boston, MA*
PD: Jay Beau Jones
APD/MD: Mike Mullaney

WUHU/Bowling Green, KY
PD/MD: Brooke Summers

WHBC/Canton, OH*
PD: Jerry Mac
APD/MD: Kayleigh Kriss

WCOD/Cape Cod, MA
OM: Steve McVie
PD: Kevin Matthews

WLNK/Charlotte, NC*
PD: Neal Sharpe
APD: Anthony Michaels
MD: Todd Haller

WTMX/Chicago, IL*
PD: Mary Ellen Kachinske
MD: Nikki Chuminatto

WKRR/Cincinnati, OH*
OM/PD: Patti Marshall
APD: Grover Collins
MD: Brian Douglas

WNNF/Cincinnati, OH*

WQAL/Cleveland, OH*
PD: Dave Popovich

WLNH/Concord (Lakes Region), NH
OM: Andy Mack
PD: Molly King

KLTG/Corpus Christi, TX*
OM: Clayton Allen
PD/MD: Cory Knight

KDMX/Dallas, TX*
PD: Patrick Davis
APD: Rick O'Bryan

WDAQ/Danbury, CT
PD: Zach Dillon
MD: Nate Mumford

WMMX/Dayton, OH*
OM/PD: Jeff Stevens
APD: Shaun Vincent

KALC/Denver, CO*
PD: Dylan Sprague
APD/MD: Sam Hill

KIMN/Denver, CO*
PD: Geronimo
MD: Hollywood Henderson

KSTZ/Des Moines, IA*
OM/PD: Scott Allen
APD/MD: Jimmy Wright

WDVD/Detroit, MI*
OM/PD: Ron Harrell
MD: Jesse Addy

KBMX/Duluth, MN
OM: David Drew
PD: Corey Carter

KSII/El Paso, TX*
OM: Courtney Nelson
PD: Jerry Kidd

KFLX/Flagstaff, AZ
OM/PD: Robb Rose
MD: Kat Kasey

WBQB/Fredericksburg, VA
OM/PD: Chris Carmichael

KALZ/Fresno, CA*
OM/PD: Paul Wilson
APD: Laurie West

KKPL/Ft. Collins, CO
OM/PD: Mark Callaghan
MD: Beano

WINK/Ft. Myers, FL*
PD: Chad Ruffer

WAJF/Ft. Wayne, IN*
OM: Lee Tobin
PD: Barb Richards
MD: Marti Taylor

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

WQLH/Green Bay, WI*
PD: Jimmy Clark

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

WNNK/Harrisburg, PA*
OM/PD: John O'Dea
MD: Denny Logan

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

KLAZ/Hot Springs, AR
OM/PD: Keith Michaels
APD/MD: Aaron Garrett

KHMX/Houston, TX*
OM: Ken Charles
PD: Neal Sharpe
MD: John Whalen

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

KQUR/Laredo, TX
PD: AL Guevara

KMXB/Las Vegas, NV*
OM: Cat Thomas
PD: Charese Fruge
APD/MD: Brandon Bell

WAJK/LaSalle, IL
PD: John Spencer
MD: Clare Bennett

WCDA/Lexington, KY*
OM: Charjie Kendall
PD: Dale O'Brian
MD: Chris Elliott

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

KBIG/Los Angeles, CA*
PD: Andrew Jeffries
APD: Jason Griffin

WXMA/Louisville, KY*
OM/PD: George Lindsey
MD: Tommy Lee

KVLY/McAllen, TX*
PD: Alex Duran
APD/MD: Meridee

WMC/Memphis, TN*
OM: Jerry Dean
PD: John Roberts
MD: Jill Bucco

WMYX/Milwaukee, WI*
OM/PD: Brian Kelly
APD/MD: Tony Lorino

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

KOSO/Modesto, CA*
PD: Angie Good
APD: John Chimp
MD: Tammy Cruise

WJLK/Monmouth, NJ*
OM/PD: Lou Russo
MD: Steve Ardolina

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

WGMT/Montpelier, VT
PD/MD: Steve Nichols
APD: Jeff Garfield

WPLJ/New York, NY*
OM: Tom Cuddy
PD: Scott Shannon
MD: Tony Mascaro

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

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

WMXO/Olean, NY
MD: Tom Power

KQKQ/Omaha, NE*
OM/PD: Nevin Dane
MD: Heather Lee

KSRZ/Omaha, NE*
OM: Mark Todd
PD: Kurt Owens
MD: Jessica Dol

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

KBBY/Oxnard, CA*
PD: Matt Stone

KFYV/Oxnard, CA*
OM/PD: Brian "Big Bear" Davis

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

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

WMCX/Portland, ME*
OM: Chris Mac
PD: Randi Kirshbaum
APD/MD: Alisha Bolin

KRSK/Portland, OR*
OM: Clark Ryan
PD: Dan Persigehl
MD: Sheryl Stewart

WBWZ/Poughkeepsie, NY
OM/PD: Reggie Osterhoudt

WSNE/Providence, RI*
PD: Chris Duggan

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

KZZO/Sacramento, CA*
OM: Byron Kennedy
PD: Bryan Jackson

WGER/Saginaw, MI
OM: Dave Maurer
PD: Lauren Davis

KJMY/Salt Lake City, UT*
OM/PD: Jeff Cochran
APD: AJ Carson
MD: Ian McCain

KUDD/Salt Lake City, UT*
OM/PD: Brian Michel

KMYI/San Diego, CA*
PD: Jimmy Steele

KSCF/San Diego, CA*
PD: Charese Fruge
APD: Jeff Stewart
MD: Cristy Westfall

KIOI/San Francisco, CA*
OM: Michael Erickson
PD: Andrew Jeffries

KLLC/San Francisco, CA*
APD: Marcus D. Najera
MD: Jayn

KEZR/San Jose, CA*
PD: Dana Jang
MD: Kirk Peffer

KRUZ/Santa Barbara, CA*
PD: Matt Stone

KMHX/Santa Rosa, CA*
PD: Danny Wright

Music Choice Adult Top 40/Satellite
PD: Justin Prager

Sirius XM The Pulse/Satellite*
OM: Kid Kelly
PD/MD: Jim Ryan

KPLZ/Seattle, WA*
PD: Kent Phillips
APD: Leonard Barokas
MD: Alisa Hashimoto

KCDA/Spokane, WA*
OM/PD: Robert Harder

KZZU/Spokane, WA*
OM: Mark Todd
PD: Ken Hopkins

WHYN/Springfield, MA*
OM/PD: Pat McKay
MD: Kevin Johnson

KYKY/St. Louis, MO*
PD: Mark Edwards
MD: Jen Myers

WQXX/Sunbury, PA
PD: Drew Kelly
APD: Chad Evans
MD: Rob Senter

WMTX/Tampa, FL*
OM/PD: Doug Hamand
APD/MD: Kurt Schreiner

WWW/Toledo, OH*
PD: Ron Finn

KLZR/Topeka, KS*
OM: Ron Covert
PD: Dale Kovar

WPST/Trenton, NJ*
OM/PD: Dave McKay
APD/MD: Matt Sneed

KLRK/Waco, TX
OM: Tom Barfield
PD/MD: Dustin Drew
APD: Beth Richards

WRQX/Washington, DC*
OM/PD: Kenny King
MD: Carol Parker

WRMF/West Palm Beach, FL*
PD: Bob Neumann
APD/MD: Amy Navarro

KNIN/Wichita Falls, TX
OM: Chris Walters
PD: Liz Ryan

KFBZ/Wichita, KS*
PD: Dusty Hayes

WINC/Winchester, VA
OM/PD: Jeff Adams
APD/MD: Paula Kidwell

WXLO/Worcester, MA*
OM/PD: Jerry McKenna
APD/MD: Mary Knight

KSTZ/Des Moines, IA*

KSTZ/Des Moines, IA*

KSTZ/Des Moines, IA*

* Monitored Reporters

CANADA AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	TW	+/-
1	1	20	JASON MRAZ	I'M YOURS	ATLANTIC/WARNER	426	-5	
2	2	14	BEYONCE	IF I WERE A BOY	MUSIC WORLD/COLUMBIA/SONY MUSIC	370	+8	
3	3	30	COLOPLAY	VIVA LA VIDA	PARLOPHONE/EMI	368	-7	
4	4	26	LEONA LEWIS	BETTER IN TIME	SYCO/J/SONY MUSIC	365	+25	
5	7	37	NATASHA BEOINGFELD	POCKETFUL OF SUNSHINE	PHONOCENIC/EPIC/SONY MUSIC	304	+10	
6	8	32	DAVID COOK	THE TIME OF MY LIFE	19/RCA/SONY MUSIC	303	+10	
7	9	14	DEBORAH COX	BEAUTIFUL U R	DECO/E1	300	-9	
8	6	29	LIGHTS	DRIVE MY SOUL	LIGHTS MUSIC	295	-9	
9	5	27	SARAH MCLACHLAN	U WANT ME 2	NETTWERK	294	-17	
10	10	38	KREESHA TURNER	DON'T CALL ME BABY	EMI	282	+9	
11	11	23	ALI SLAIGHT	GREAT EXPECTATIONS	UNIVERSAL	271	+10	
12	12	20	SIMON COLLINS	UNCONDITIONAL	RAZOR & TIE/SONY MUSIC	235	-1	
13	13	17	DAVID ARCHULETA	CRUSH	19/JIVE/SONY MUSIC	205	+7	
14	16	37	DIVINE BROWN	LAY IT ON THE LINE	WARNER	191	+6	
15	17	17	ROBIN THICKE	MAGIC	STAR TRAK/INTERSCOPE/UNIVERSAL	182	+8	
16	15	49	JOHN MAYER	SAY	AWARE/COLUMBIA/SONY MUSIC	174	-13	
17	22	4	CARLY RAE JEPSEN	TUG OF WAR	MAPLEMUSIC	162	+28	
18	21	7	TAYLOR SWIFT	LOVE STORY	BIG MACHINE/OPEN ROAD/UNIVERSAL	158	+19	
19	18	18	BRYAN ADAMS	SHE'S GOT A WAY	BADMAN/UNIVERSAL	157	+4	
20	4	50	LEONA LEWIS	BLEEDING LOVE	SYCO/J/SONY MUSIC	147	-40	
21	20	19	CELINE DION	MY LOVE	COLUMBIA/SONY MUSIC	139	-1	
22	8	29	CARLY RAE JEPSEN	SUNSHINE ON MY SHOULDERS	MAPLEMUSIC	123	-23	
23	24	14	SEAL	A CHANGE IS GONNA COME	143/WARNER BROS./WARNER	122	0	
24	23	25	RIHANNA	TAKE A BOW	SRP/DEF JAM/UNIVERSAL	119	-4	
25	27	6	DAUGHTRY	WHAT ABOUT NOW	RCA/SONY MUSIC	99	+11	
26	25	18	BURTON CUMMINGS	DREAM	SONY MUSIC	91	-28	
27	29	15	JAMES BLUNT	LOVE, LOVE, LOVE	CUSTARD/ATLANTIC/WARNER	83	-1	
28	33	3	KATY PERRY	HOT N COLD	CAPITOL/EMI	73	+13	
29	32	4	GAROU	FIRST DAY OF MY LIFE	SONY MUSIC	73	+8	
30	28	4	IMA	DROLE DE VIE	DIVINE ANGEL/SELECT	76	-10	

CANADA HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	TW	+/-
1	2	10	PINK	SOBER	LAFACE/SONY MUSIC	761	+45	
2	1	10	BEYONCE	SINGLE LADIES (PUT A RING ON IT)	MUSIC WORLD/COLUMBIA/SONY MUSIC	709	-65	
3	3	15	LADY GAGA	POKER FACE	STREAMLINE/KONLIVE/CHEERY TREE/INTERSCOPE/UNIVERSAL	687	-4	
4	5	9	BRITNEY SPEARS	CIRCUS	JIVE/SONY MUSIC	657	+36	
5	4	11	THE FRAY	YOU FOUND ME	EPIC/SONY MUSIC	656	+29	
6	10	5	KELLY CLARKSON	MY LIFE WOULD SUCK WITHOUT YOU	RCA/SONY MUSIC	593	+64	
7	6	21	JASON MRAZ	I'M YOURS	ATLANTIC/WARNER	589	-30	
8	9	9	TAYLOR SWIFT	LOVE STORY	BIG MACHINE/OPEN ROAD/UNIVERSAL	557	+24	
9	8	16	DAVID COOK	LIGHT ON	19/RCA/SONY MUSIC	548	-23	
10	7	20	NICKELBACK	GOTTA BE SOMEBODY	EMI	500	-112	
11	17	3	NICKELBACK	IF TODAY WAS YOUR LAST DAY	EMI	499	+102	
12	14	7	THE PUSSYCAT DOLLS	I HATE THIS PART	INTERSCOPE/UNIVERSAL	496	+59	
13	11	20	KEVIN RUDOLF FEAT. LIL WAYNE	LET IT ROCK	CASH MONEY/UNIVERSAL REPUBLIC/UNIVERSAL	418	-111	
14	22	3	KARL WOLF FEATURING CULTURE	AFRICA	LW/EMI	416	+86	
15	13	9	HEDLEY	DYING TO LIVE AGAIN	UNIVERSAL	415	-29	
16	16	15	CARLY RAE JEPSEN	TUG OF WAR	MAPLEMUSIC	392	-29	
17	18	10	DANNY FERNANDES	FANTASY	CP	391	+4	
18	15	22	DEBORAH COX	BEAUTIFUL U R	DECO/E1	384	-43	
19	12	11	RIHANNA	REHAB	SRP/DEF JAM/UNIVERSAL	377	-76	
20	25	4	KATY PERRY	THINKING OF YOU	CAPITOL/EMI	337	+37	
21	23	9	T.I. FEAT. RIHANNA	LIVE YOUR LIFE	SRP/DEF JAM/GRAND HUSTLE/ATLANTIC/UNIVERSAL/WARNER	326	+6	
22	26	4	DIVINE BROWN	SUNGLASSES	WARNER MUSIC CANADA/WARNER	323	+28	
23	27	4	THEORY OF A DEADMAN	NOT MEANT TO BE	6D4/UNIVERSAL	321	+29	
24	31	4	THE VERONICAS	UNTOUCHED	ENGINEER ROOM/SIRE/WARNER	317	+67	
25	19	16	THE MIDWAY STATE	NEVER AGAIN	REMEDY/EMI	315	-45	
26	28	12	KREESHA TURNER	LADY KILLER	EMI	309	+18	
27	20	23	KATY PERRY	HOT N COLD	CAPITOL/EMI	305	-35	
28	24	15	AKON	RIGHT NOW (NA NA NA)	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN/UNIVERSAL	296	-13	
29	32	5	EVA AVILA	DAMNED	SDNY MUSIC	277	+35	
30	21	24	O.A.R.	SHATTERED (TURN THE CAR AROUND)	EVERFINE/ATLANTIC/WARNER	261	-78	

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Programming practices promote powerful PPM performance

KTWV: Getting It Right

Carol Archer

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As eight smooth jazz markets prepare to switch from Arbitron's diary methodology to PPM before the end of 2009, all eyes—and presumably all ears—are on CBS Radio's KTWV (the Wave)/Los Angeles. The station's ratings have swerved somewhat since the market's debut PPM currency period in September 2008 (see KTWV by the Numbers)—especially when competing with all-Christmas programming during the December monthly and Holiday ratings period (Dec. 11-Jan. 7). But KTWVVP of programming and format pioneer Paul Goldstein continues to adjust the venerable station's sound. What's going on, you might ask?

Among programming enhancements that Goldstein put in place are reducing the number of breaks from three to two per hour, which restores long sets of music and flow. And starting Feb. 2, he began a fresh approach to the trip-a-day contest—the format's promotional benchmark that he pioneered in 1997 while PD at Clear Channel's WNUA/Chicago. I'm listening avidly to the Wave these days, and I queried Goldstein and APD/MD Blake Florence for further insight into what sounds less like mere tweaking than a bona fide TSL-building campaign.

An attribute shared by virtually all successful music stations under PPM is that fewer programming interruptions reduce the incidence of tune-out. The Wave's two long stopsets are well programmed to maintain listener attention. Breaks frequently begin with a live spot or promo that segues into commercial content that may feature voices from the station's jocks, and is occasionally accompanied by a smooth jazz music bed.

Lustrous Production

Though breaks on the Wave are so long it's challenging to accurately count the number of commercial units, such entertaining spots as audioclips of trip-a-day winners contribute cheerful momentum, interest and willingness to stay tuned in.

The Wave is generally recognized for maintaining a notable level of commercial quality with spots that sound conversational, elegant and respectful of the audience. "We do our best to make the commercials that we control—that is, local spots—as compelling and within the vibe of what the audience expects as possible," Goldstein says.



Goldstein

He modified trip-a-day to make it more effective for PPM by dropping "Listen for us to say your name and call within 30 minutes to win a trip a day anywhere in the world." Instead, the contest goes beyond engaging registered loyal listeners by urging anyone to "be the 20th caller when you hear the sound of the waves, once an hour on weekdays between 8 a.m. and 7 p.m., to qualify for a chance to win a trip a day anywhere in the world."

Goldstein observes that the promotion's theme remains unchanged: win a trip-a-day to any destination, adding that it is the most popular contest on Los Angeles radio. "People love it. The awareness and the appeal scores are through the roof. Consistency is the key. We've done it every weekday for six years. Other stations change the theme—fly to Hawaii or New York—but that confuses matters for the listener, so we don't think it's a good idea."

Goldstein is currently readying new a capella jingles to add to the station's vast repertoire of sweepers, and the introduction of an as-yet

'We don't take anywhere near the risks with new music that we used to, but under PPM it's an absolute necessity.'

—Paul Goldstein

unnamed new celebrity station voice to replace actor Dorian Harewood, a fixture on the Wave for the last six years.

'The Hits Just Keep On Coming'

Two breaks per hour signify the return of long music sets on the Wave, which project a different on-air texture and creative ambiance than the three-song sets they replace. Florence schedules the Wave's music logs with tempo, mood and flow foremost in mind. "I have to hand-pick everything and pay attention especially to instrumentals going into vocals. You can't just hit F10 in Selector."

The Wave's playlist is tight and its music mix is conservative: 13% current to 87% recurrent and library songs, with vocals comprising half of the material. Goldstein believes: When in doubt, leave it out.

He programs songs that appeal to every contingent of the Wave's audience. "We don't take anywhere near the risks with new music that we used to, which is unfortunate from an artistic standpoint, but under PPM it's an absolute necessity. The level of satisfaction of Wave listeners is extremely high because every song we play is a hit. That's the only way to win in PPM," he notes.

Interestingly, the station doesn't get much credit for going out on a limb on tracks that are new to the format, such as Seal's "A Change Is Gonna Come" or John Mayer's "Waiting on the World to Change," both of which it championed months before the presidential election. Kenny Lattimore's version of "And I Love Her" enjoys heavy rotation, too, because "cover songs are more important than ever before, and only the most compelling original melodies with the strongest, biggest pop sound are going to be played," he says.

Goldstein advises his peers who will soon enter PPM's orbit to "do whatever it takes to get music research, have less talk on your station and do something big." He urges "courageous group owners" to restore the smooth jazz format to markets where it has left the airwaves. "Fund it properly, like any competitive station, and smooth jazz will be top-ranked—top five—in major markets."

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KTWV By The Numbers

Persons 12+

Holiday '08: 3.1

December '08: 3.6

November '08: 2.9

October '08: 3.1

September '08: 3.3

August '08: 2.9

July '08: 3.1

Persons 25-54

Holiday '08: 2.8

December '08: 3.4

November '08: 2.8

October '08: 3.2

September '08: 3.4

August '08: 2.8

July '08: 2.8

Persons 35-64

Holiday '08: 3.7

December '08: 4.4

November '08: 3.9

October '08: 4.2

September '08: 4.0

August '08: 3.7

July '08: 3.6

Source: Arbitron Los Angeles PPM, Mon.-Sun., 6 a.m.-midnight, AQH share

Is 60/15 The New 70/30?

CBS Radio VP of research and audience measurement Gary

Heller observes that KTWV (the Wave)/Los Angeles is a 60/15 station with the PPM—with 60% of the station's AQH coming from 15% of the audience. "So if the rest of radio is

70/30, 80/20 or 90/10, then the Wave is less reliant on a smaller group of listeners than the typical station."

The Wave's PIs consist of 40% black listeners, 15%

Hispanic and 45% "other." Heller adds that VP of programming Paul Goldstein "has masterfully been able to program the station to appeal to a wide variety of people.

This cross-ethnic appeal is one of the reasons for the Wave's success, and it differentiates the station from some of its smooth jazz peers." —CA



Heller

R&R SMOOTH JAZZ

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► FOFM LUMINARY **EARL KLUGH** RETURNS AT NO. 29 WITH "OCEAN BLUE," HIS FOLLOW-UP TO LAST YEAR'S TOP SMOOTH JAZZ INDICATOR SONG, "DRIFTIN'." KLUGH'S LATEST ALBUM, "THE SPICE OF LIFE," PRODUCED HIS 12TH GRAMMY AWARD NOMINATION (BEST POP INSTRUMENTAL ALBUM).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	25	EUGE GROOVE RELIGIFY	NO. 1 (7 WKS) NARADA JAZZ/CAPITOL	308 +1	2.380	4
2	2	25	MICHAEL LINGTON YOU AND I	NUGROOVE	299 +1	2.721	2
3	4	7	BONEY JAMES STOP, LOOK, LISTEN (TO YOUR HEART)	CONCORD/CMG	297 +31	2.897	1
4	3	33	WARREN HILL LA DOLCE VITA	EVOLUTION/EI	26 -19	2.557	3
5	5	32	TIM BOWMAN SWEET SUNDAYS	TRIPPIN' N' RHYTHM	222 -29	1.873	5
6	6	32	NAJEE OUT OF A DREAM	HEADS UP	206 +20	1.157	12
7	9	17	OLI SILK CHILL OR BE CHILLED	TRIPPIN' N' RHYTHM	188 +23	1.395	5
8	8	11	SEAL A CHANGE IS GONNA COME	MOST ADDED 143/WARNER BROS.	167 -3	1.268	8
9	10	25	FOURPLAY FORTUNE TELLER	HEADS UP	160 -3	0.885	19
10	12	26	WAYNE BRADY ORDINARY	PEAK/CMG	157 -3	1.281	7
11	14	15	BEYONCE AT LAST	MUSIC WORLD/COLUMBIA	150 +8	1.104	14
12	7	13	KIM WATERS LET'S GET ON IT	SHANACHIE	149 -20	0.898	18
13	13	31	DAVE KOZ LIFE IN THE FAST LANE	CAPITOL	146 -12	1.038	16
14	11	32	KENNY G TANGO	STARBUCKS/CONCORD/CMG	143 -17	1.167	10
15	15	35	PAUL HARDCASTLE MARIMBA	TRIPPIN' N' RHYTHM	138 -3	1.167	11
16	18	4	DAVE KOZ FEATURING JEFF GOLUB BADA BING	CAPITOL	126 +21	0.868	20
17	19	7	KENNY LATTIMORE AND I LOVE HER	VERVE	124 +26	1.209	9
18	17	14	JESSE COOK HAVANA	COACH HOUSE/EI	112 0	1.141	13
19	16	20	MINDI ABAIR OUT OF THE BLUE	23/PEAK/CMG	102 -17	0.861	21
20	21	17	CHRIS STANDRING HAVE YOUR CAKE & EAT IT	ULTIMATE VIBE	88 +13	0.544	22
21	20	5	WALTER BEASLEY STEADY AS SHE GOES	HEADS UP	86 +7	0.511	24
22	24	2	BRIAN SIMPSON FEATURING KIRK WHALUM JUICY	RENDEZVOUS	65 +13	0.098	-
23	22	19	JOHN LEGEND GOOD MORNING	G.O.O.D./COLUMBIA	63 +2	0.533	23
24	23	11	KYLE WOLVERTON MISS PEACHES	SMOOTH RIDE	53 -1	0.400	27
25	NEW		GREGG KARUKAS MANHATTAN	TRIPPIN' N' RHYTHM	51 +20	-	-
26	28	2	BRIAN CULBERTSON LET'S STAY IN TONIGHT	GRP/VERVE	49 +6	0.250	-
27	NEW		KENNY G RITMO Y ROMANCE (RHYTHM & ROMANCE)	STARBUCKS/CONCORD/CMG	48 +22	0.258	-
28	NEW		THE RIPPINGTONS PARIS GROOVE	PEAK/CMG	44 +39	0.158	-
29	NEW		EARL KLUGH OCEAN BLUE	86/EI	41 +16	0.173	-
30	NEW		PIECES OF A DREAM VISION ACCOMPLISHED	HEADS UP	40 +15	0.115	-

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS / GAIN	ARTIST TITLE / LABEL	PLAYS / GAIN	ARTIST TITLE / LABEL	PLAYS / GAIN
BLAKE AARON Will It Go Round In Circles (Innervision)	39/23	JAMES TAYLOR It's Growing (Hear/CMG)	31/14	FUNKEE BOY Body Music (Funkee Boy)	29/4
TOTAL STATIONS: 2		TOTAL STATIONS: 2		TOTAL STATIONS: 2	
ERIC ESSIX Shuttlesworth Drive (Edelctic/Essential)	37/8	PAUL HARDCASTLE Revival (Trippin' n' Rhythm)	31/1	KEN NA'VARRO Nomad (Positive)	27/22
TOTAL STATIONS: 2		TOTAL STATIONS: 1		TOTAL STATIONS: 2	

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
SEAL A Change Is Gonna Come (Warner Bros.) KKSJ, KWJZ	2
DAVE KOZ FEAT. JEFF GOLUB Bada Bing (Capitol) WDSJ, WVMV	2
RICHARD ELLIOT Move On Up (Artistry) KWJZ, Sirius XM Watercolors	2
JACKIEM JOYNER I'm Waiting For You (Artistry) Sirius XM Watercolors, WGRV	2
BEYONCE At Last (Music World/Columbia) KWJZ	1
KENNY LATTIMORE And I Love Her (Verve) KYOT	1
WALTER BEASLEY Steady As She Goes (Heads Up) WVMV	1
CANDY DULFER Smokin' Gun (Heads Up) KSSJ	1
BRIAN CULBERTSON Let's Stay In Tonight (GRP/Verve) WVMV	1
PIECES OF A DREAM Vision Accomplished (Heads Up) WSJW	1

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
2	6	6	BONEY JAMES STOP, LOOK, LISTEN (TO YOUR HEART)	CONCORD/CMG	158 +16
5	24	24	FOURPLAY FORTUNE TELLER	HEADS UP	130 +12
3	1	24	MICHAEL LINGTON YOU AND I	NUGROOVE	130 -16
4	5	5	WALTER BEASLEY STEADY AS SHE GOES	HEADS UP	128 +9
3	25	25	OLI SILK CHILL OR BE CHILLED	TRIPPIN' N' RHYTHM	124 0
14	4	4	DAVE KOZ FEAT. JEFF GOLUB BADA BING	CAPITOL	101 +21
7	7	22	ANDRE DELANO SISTA CALIENTE	NUGROOVE	97 -4
8	6	25	EUGE GROOVE RELIGIFY	NARADA JAZZ/CAPITOL	96 -13
8	33	33	TIM BOWMAN SWEET SUNDAYS	TRIPPIN' N' RHYTHM	95 +2
9	5	5	CHRIS STANDRING HAVE YOUR CAKE & EAT IT	ULTIMATE VIBE	91 -1
12	5	5	ERIC ESSIX SHUTTLESWORTH DRIVE	ESSENTIAL	86 +4
18	3	3	GREGG KARUKAS MANHATTAN	TRIPPIN' N' RHYTHM	85 +12
13	10	12	MINDI ABAIR OUT OF THE BLUE	23/PEAK/CMG	85 -4
14	11	34	WARREN HILL LA DOLCE VITA	EVOLUTION/EI	84 -3
16	15	15	SHAUN LABELLE DESERT NIGHTS	INNERVISION	79 0
16	21	14	WAYMAN TISDALE ONE ON ONE	RENDEZVOUS	78 +8
20	5	5	VIBES ALIVE AFTER HOURS	SWINGING	78 +7
18	17	5	MATT MARSHAK FEAT. DR. MARTIN LUTHER KING, JR. BROTHERHOOD	NARADA	78 +2
19	15	5	INCOGNITO I REMEMBER A TIME	HEADS UP	78 -1
20	13	18	GERALD VEASLEY YOUR MOVE	HEADS UP	76 -6
26	2	2	EARL KLUGH OCEAN BLUE	86/EI	73 +13
22	NEW		PIECES OF A DREAM VISION ACCOMPLISHED	HEADS UP	67 +23
23	22	6	ROBERT HARRIS STEPPIN' OUT	CANYON LAKE	66 0
24	RE-ENTRY		BRIAN CULBERTSON LET'S STAY IN TONIGHT	GRP/VERVE	64 +16
25	30	4	FUNKEE BOY BODY MUSIC	FUNKEE BOY	64 +8
26	28	5	DAVID BOSWELL I LIKE THAT	MY QUIET MOON	63 +3
27	9	9	KIM WATERS LET'S GET ON IT	SHANACHIE	63 +1
28	27	4	DAVID WELLS DISCO KID	NUANCE	62 +2
29	5	5	LORI JENAIRE CALIFORNIA DREAMIN'	NOUVEAU BLEU	61 +1
25	3	3	AIRBORNE WINDS OF CHANGE	TILT	60 -1

MOST INCREASED PLAYS

+39	THE RIPPINGTONS Paris Groove (Peak/CMG) WGRV +20, WNNV +1, SXWR +8
+31	BONEY JAMES Stop, Look, Listen (To Your Heart) (Concord/CMG) WDSJ +16, KKSJ +8, WSJW +6, KRVR +3, WVMV +2, KTWV +1, WLOQ +1
+26	KENNY LATTIMORE And I Love Her (Verve) KKSJ +13, KYOT +3, KOAS +2, KRVR +2, WSJW +1, KTWV +1, KIFM +1, WDSJ +1, WLOQ +1, WNUA +1
+23	OLI SILK Chill Or Be Chilled (Trippin' n' Rhythm) WDSJ +16, KWJZ +3, KKSJ +2, WNUA +2, KRVR +2, KIFM +2, WSJW +1
+23	BLAKE AARON Will It Go Round In Circles (Innervision) WGRV +19, KRVR +4

ADDED AT... WVMV
Detroit, MI
OM/PD: Tom Sleecker
MD: Sandy Kovach
Brian Culbertson, Let's Stay In Tonight, 10
Dave Koz Feat. Jeff Golub, Bada Bing, 10
Walter Beasley, Steady As She Goes, 10
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

FOUR WEEK ENDING FEBRUARY 15, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
17 smooth jazz stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 15 reporters.
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SMOOTH JAZZ REPORTERS

WEAA/Baltimore, MD PD: Sandi Mallory APD/MD: Marcellus "Bassman" Shepard	WDSJ/Dayton, OH* OM/PD: Jeff Stevens	WSJW/Harrisburg, PA* PD/MD: Paul Scott	KOAS/Las Vegas, NV* OM/PD: Duncan Payton APD/MD: Carmy Ferreri	WGRV/Melbourne, FL* OM/PD: Randy Bennett APD: Jan Julian	WLOQ/Orlando, FL* PD: Paul Lavoie APD: Brian Morgan MD: Patricia James	KKSJ/San Francisco, CA* OM/PD: Michael Erickson	Music Choice Smooth Jazz/Satellite APD: Will Kinnally
WVSU/Birmingham, AL OM/PD: Andy Parrish	WVMV/Detroit, MI* OM/PD: Tom Sleecker MD: Sandy Kovach	WQTQ/Hartford, CT PD/MD: Stewart Stone	KUAP/Little Rock, AR PD/MD: Michael Nellums	KRVR/Modesto, CA* OM/MD: Doug Wulff PD: James Bryan	KYOT/Phoenix, AZ* PD/MD: Russ Egan	KJZY/Santa Rosa, CA* PD: Gordon Zlot APD/MD: Rob Singleton	Sirius XM Watercolors/Satellite* OM/PD: Trinity MD: Lynette White
WNUA/Chicago, IL* OM/PD: Tony Coles	WZJZ/Ft. Myers, FL APD/MD: Randi Bachman	KPVU/Houston, TX PD: Cheryl Brooks MD: Jeff Kelley	KSBR/Los Angeles, CA OM/PD: Terry Wedel MD: Vienna Yip	WVAS/Montgomery, AL OM: Candy Capel PD: Mel Marshall MD: Jay Holcay	KSSJ/Sacramento, CA* PD/MD: Lee Hansen	DMX Jazz Vocal Blend/Satellite PD/MD: Rochelle Matthews	KWJZ/Seattle, WA* PD: Carol Handley MD: Dianna Rose
WNNV/Cleveland, OH* PD/MD: Angie Handa	WSBZ/Ft. Walton Beach, FL PD: Mark Carter MD: Mark Edwards	KJLU/Jefferson City, MO OM: Mike Downey PD/MD: Dan Turner APD: LaVaughn Wilson	KTWV/Los Angeles, CA* APD/MD: Blake Florence	WHOV/Norfolk, VA PD: Kevin "The Moose" Anderson	KIFM/San Diego, CA* APD: J. Weidenheimer MD: Kelly Cole	DMX Smooth Jazz/Satellite PD/MD: Rochelle Matthews	KCOZ/Springfield, MO OM: Jae Jones PD/MD: Jarrett Grogan

* Monitored Reporters



Programmers discuss dividing up their time—Part three of the three-part series, The Economy of Today's Rock

Overseeing Multiple Stations

Mike Boyle

MBoyle@RadioandRecords.com

While certainly not a new trend, programmers overseeing more than one station are more common than ever. The radio industry's recent belt-tightening has only accelerated the trend. ■ Case in point: Clear Channel active rock KIOZ/San Diego programmer Shauna Moran was handed the keys to the PD's office at classic rock sister KGB last month, taking over for longtime CC programmer Jim Richards, who left the company last October. In Moran's case, she solicited the position and all of the challenges that came with juggling two different stations.

"When Jim left, I was asked to help schedule the music and help with programming, so I had a good three months of on-the-job training before they offered me the position, which gave me a taste of what it would be like and to be comfortable about putting my hat into the ring."

Moran says she had been preparing for these dual roles for her entire career. "Since my first day in radio I have always held multiple jobs. When I was a receptionist at KAZY/Denver I was also doing promotions. So I can't remember a time when I've had just one job to do at a radio station." She adds, "Especially in today's radio world, it's more important than ever that as a programmer you can multitask. No one will escape being asked to do more."

And Moran has a third job, too: She became a new mom a year ago. "I have a balancing act. Back in the day, before my son was born, I could stay at the station until 7 p.m. with no problem. Now I want to spend as much time with my son in the morning as possible and the same in the evening. But I will tell you this—my balancing act has made me more effective in utilizing my time during the day."

Also relatively new to overseeing the pro-

gramming on two stations is Greater Media/Detroit director of rock programming Doug Podell. The "Doc of Rock" oversees active rock WRIF—where he did his last show after 30 years on the air in Detroit radio on Christmas Eve—and clustermate classic rock WCSX, which he took over in February 2008 after Bill Stedman left the company.

Explaining his decision to leave his 'RIF midday show, Podell says, "I tried to program both stations, remain on the air at WRIF and do promotions at night, but it had become an impossible task. I was basically doing Mondays and Fridays on the air; maybe I would jump in there on Wednesdays, but I would have

to get off at 1 p.m."

Podell says his main goal in relinquishing his airshift was to work with the morning shows on both stations: Mike Clark's "Mike in the Morning" on WRIF and Jeff Deminski & Bill Doyle's show; the duo made their WCSX debut in January.

Dividing Up The Day

Giving equal time to multiple stations and staffs is the biggest challenge many programmers face. But these multitaskers seem to have it



Cross

'I tried to program both stations, remain on the air at WRIF and do promotions at night, but it had become an impossible task.'

—Doug Podell



under control.

Moran's system involves close listening to each of her stations on alternate days of the work week. "As far as scheduling music goes, I try to do KGB's music on Mondays and Tuesdays because it's easier and then work on KIOZ's the rest of the week, which gives me time to check out new music," she says.

Despite a seemingly never-ending "To-do" list and meeting after meeting, Moran says the human touch is an absolute must. "My door is always open and I make time when staff members need me. It's really important that my staff knows that I am there for them and will always put down what I'm doing for them. If I were the kind of manager that pushed them away and said I couldn't talk to them at that moment, it makes it seem like I'm not handling the position well."

Podell, who has the capable Mark Pennington in the PD's chair at WRIF, says pulling double duty has "re-energized" him. Getting an earlier start on the day has been essential in effectively dividing his time between the stations, he says. "And now that I'm not on the air any longer, I'm able to spend time having meetings, delegating certain things, and spending a lot more time with sales and on interactive Web projects for both stations."

Advice For Newbies

Challenged by a tough economy that has left him short-staffed, Bahakel Communications active rock KFMW (Rock 108) and classic hits KOKZ/Waterloo OM/PD Michael Cross has held his dual role for the past 10 years, in addition to handling afternoon drive on Rock 108. His advice for programmers who suddenly find themselves overseeing multiple properties: Make your first job getting the stations focused. Cross says, "Once they feel and sound like they are on the right track and you have the right people in the right positions, everything else will fall into place and will make your job a lot easier."

Podell says the best thing you can do is pace yourself, and be patient and people-oriented. "The reason you want to be people-oriented is because you are going to run into a lot of people from both sides and from every department, and you have keep your cool and your level-headedness at all times to maintain status quo and handle any problems."

"My biggest piece of advice," Moran says, "is if you're not comfortable with programming multiple stations you probably should look for something else to do, because the wave of the future dictates that this is what's ahead for most all programmers . . . and for most people in the radio business for that matter."

R&R

'It's really important that my staff knows that I am there for them and will always put down what I'm doing for them.'

—Shauna Moran



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► **THE KILLERS** CAPTURE THEIR SEVENTH TOP 10, AS "SPACEMAN" BLASTS 12-9. THE TRACK IS THE SECOND CONSECUTIVE TOP 10 FROM THE QUARTET'S RELEASE "DAY & AGE," FOLLOWING "HUMAN," WHICH PEAKED AT NO. 6. THE BAND HAS NOW NOTCHED MULTIPLE TOP 10S FROM EACH OF ITS THREE STUDIO ALBUMS.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	2	22	SHINEDOWN SECOND CHANCE	NO. 1 (2 WKS)	★ ATLANTIC	1680 -95	7.006	3
2	1	18	INCUBUS LOVE HURTS		★ IMMORTAL/EPIC	1661 -114	8.707	1
3	3	26	KINGS OF LEON SEX ON FIRE		★ RCA/RMG	1534 -56	8.569	2
4	4	22	SEETHER BREAKDOWN		★ WIND-UP	1342 +2	4.999	6
5	5	4	U2 GET ON YOUR BOOTS		★ ISLAND/INTERSCOPE	1270 -25	4.917	7
6	6	28	THE AIRBORNE TOXIC EVENT SOME TIME AROUND MIDNIGHT		★ MAJORDOMO/SHOUT! FACTORY	1155 +5	5.450	5
7	11	11	THE OFFSPRING KRISTY, ARE YOU DOING OK?		★ COLUMBIA	1035 +48	3.870	13
8	7	19	PARAMORE DECODE		★ FUELED BY RAMEN/CHOP SHOP/RRP	1029 -96	4.191	10
9	12	10	THE KILLERS SPACEMAN		★ ISLAND/IMG	1021 +48	4.083	11
10	14	5	PAPA ROACH LIFELINE	MOST INCREASED PLAYS	★ EL TONAL/DGC/INTERSCOPE	1016 +121	3.382	16
11	10	30	THE OFFSPRING YOU'RE GONNA GO FAR, KID		★ COLUMBIA	993 -10	5.766	4
12	13	14	MGMT KIDS		★ COLUMBIA	950 +8	4.472	9
13	9	20	ANBERLIN FEEL GOOD DRAG		★ UNIVERSAL REPUBLIC	940 -66	3.539	14
14	8	33	APOCALYPTICA FEATURING ADAM GONTIER I DON'T CARE		★ 20-20/LIVE/ILG	912 -129	4.786	8
15	16	7	BLUE OCTOBER DIRT ROOM		★ UNIVERSAL MOTOWN	905 +45	3.329	17
16	19	5	KINGS OF LEON USE SOMEBODY		★ RCA/RMG	860 +79	3.967	12
17	18	7	RISE AGAINST AUDIENCE OF ONE		★ DGC/INTERSCOPE	824 +42	3.421	15
18	17	19	DISTURBED INDESTRUCTIBLE		★ REPRISE	803 -31	2.040	21
19	15	19	SAVING ABEL 18 DAYS		★ SKIDCO/VIRGIN/CAPITOL	786 -78	2.047	20
20	20	20	MUDVAYNE DO WHAT YOU DO		★ EPIC	757 -5	1.758	24
21	25	10	METALLICA CYANIDE		★ WARNER BROS.	647 +73	1.665	25
22	24	17	FRAMING HANLEY LOLLIPOP		★ SILENT MAJORITY/ILG/WARNER BROS.	573 -7	1.819	22
23	28	13	SLIPKNOT DEAD MEMORIES		★ ROADRUNNER/RRP	572 +43	1.327	32
24	27	9	STAIN'D ALL I WANT		★ FLIP/ATLANTIC	567 +27	2.245	19
25	21	14	THE RED JUMPSUIT APPARATUS YOU BETTER PRAY		★ VIRGIN/CAPITOL	545 -99	1.347	30
26	26	11	NICKELBACK SOMETHING IN YOUR MOUTH		★ ROADRUNNER/RRP	542 -22	1.559	26
27	22	18	HOLLYWOOD UNDEAD UNDEAD		★ A&M/OCTONE/INTERSCOPE	538 -85	1.478	28
28	30	3	MY CHEMICAL ROMANCE DESOLATION ROW		★ WARNER SUNSET/REPRISE	528 +85	1.338	31
29	23	11	FRANZ FERDINAND ULYSSES		★ DOMINO/EPIC	522 -68	1.384	29
30	29	10	SHINY TOY GUNS GHOST TOWN		★ UNIVERSAL MOTOWN	477 +14	1.312	34
31	32	6	THEORY OF A DEADMAN HATE MY LIFE		★ 604/ROADRUNNER/RRP	419 +20	0.985	38
32	34	4	THE ALL-AMERICAN REJECTS GIVES YOU HELL		★ DOGHOUSE/DGC/INTERSCOPE	366 +53	2.271	18
33	NEW	NEW	COLDPLAY LIFE IN TECHNICOLOR II		★ CAPITOL	340 +17	1.325	33
34	31	12	CAROLINA LIAR SHOW ME WHAT I'M LOOKING FOR		★ ATLANTIC	339 -97	1.790	23
35	36	2	IGLU & HARTLY IN THIS CITY		★ UNIVERSAL REPUBLIC	302 +1	1.268	35
36	37	4	AVENGED SEVENFOLD SCREAM		★ HOPELESS/WARNER BROS.	292 +1	0.751	-
37	35	5	THE GASLIGHT ANTHEM THE '59 SOUND		★ SIDEDONUMMY	290 -4	0.972	39
38	38	5	WEEZER THE GREATEST MAN THAT EVER LIVED (VARIATIONS ON A SHAKER HYMN)		★ DGC/INTERSCOPE	259 -9	1.106	36
39	NEW	NEW	DEAD CONFEDERATE THE RAT		★ RAZDR & TIE	222 +6	0.533	-
40	NEW	NEW	DEATH CAB FOR CUTIE GRAPEVINE FIRES		★ ATLANTIC	219 +27	0.643	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
PEARL JAM Brother (Epic)	17
DISTURBED The Night (Reprise)	6
COLOPLAY Life In Technicolor II (Capitol)	5
ASHER ROTH I Love College (SchoolBoy/Loud/SRC/Universal Motown)	5
MGMT Kids (Columbia)	4
RISE AGAINST Audience Of One (DGC/Interscope)	3
PAPA ROACH Lifeline (El Tonal/DGC/Interscope)	3
KINGS OF LEON Use Somebody (RCA/RMG)	3
IGLU & HARTLY In This City (Universal Republic)	3
SEETHER Careless Whisper (Wind-up)	3

ADDED AT... WEQX
Albany, NY
OM/PO: Willabee
MD: Amber Miller
Gomez, Airstream Driver, 5
Wild Light, California On My Mind, 1
Franz Ferdinand, No You Girls, 0
Pearl Jam, Brother, 0

FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
THE FRAY You Found Me (Epic)	218/7	AUDRYE SESSIONS Turn Me Off (Black Seal)	113/23
K'NAAN FEAT. KIRK HAMMETT If Rap Gets Jealous (A&M/Octone/Interscope)	194/19	THE VON BONOIES Pale Bride (MajorDomo/Shout! Factory)	111/1
POP EVIL 100 In A 55 (Pazzo/Jard Star)	137/4	RED Death Of Me (Essential/RED)	110/19
THE ASTEROIDS GALAXY TOUR Around The Bend (Small Giants)	133/0	ASHER ROTH I Love College (SchoolBoy/Loud/SRC/Universal Motown)	109/3
3 OORS OOWN Citizen/Soldier (Universal Republic)	114/0	HURT Wars (Amusement)	93/6

MOST INCREASED PLAYS

+121	PAPA ROACH Lifeline (El Tonal/DGC/Interscope)
+117	COLDPLAY Life In Technicolor II (Capitol)
+85	MY CHEMICAL ROMANCE Desolation Row (Warner Sunset/Reprise)
+79	KINGS OF LEON Use Somebody (RCA/RMG)
+73	METALLICA Cyanide (Warner Bros.)

CHART LEGEND

Charts are ranked by plays (except for Country, 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, Christian Rock, Gospel, Rock, Triple A and

Smooth Jazz; top 10 for Soft AC/Inspirational) 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, or if they rank below No. 10 and post a third consecutive week of audience decline, regardless of total chart weeks. 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.

R&R ACTIVE ROCK

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▶ AFTER A FIVE-YEAR DROUGHT, **SLIPKNOT** EARNs ITS SECOND TOP FIVE, AS "DEAD MEMORIES" RISES 7-5 (UP 85 PLAYS). THE GROUP FIRST REACHED THE TOP FIVE WITH "DUALITY" (NO. 4) IN 2004. ITS LAST SINGLE, "PSYCHOSOCIAL," THE FIRST CUT FROM THE ALBUM "ALL HOPE IS GONE," PEAKED AT NO. 6 IN OCTOBER.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	21	MUDVAYNE DO WHAT YOU DO	NO. 1 (4 WKS) EPIC	1653 -26	5.975	1
2	2	24	SHINEDOWN SECOND CHANCE	ATLANTIC	1526 -73	5.770	2
3	3	14	NICKELBACK SOMETHING IN YOUR MOUTH	ROADRUNNER/RRP	1525 +52	5.207	3
4	4	26	SEETHER BREAKDOWN	WIND-UP	1406 -17	4.655	4
5	7	17	SLIPKNOT DEAD MEMORIES	ROADRUNNER/RRP	1218 +65	3.513	7
6	4	12	METALLICA CYANIDE	WARNER BROS.	1166 +52	3.912	6
7	5	26	DISTURBED INDESTRUCTIBLE	REPRISE	1076 -196	4.519	5
8	12	12	THEORY OF A DEADMAN HATE MY LIFE	604/ROADRUNNER/RRP	1049 +45	2.937	12
9	1	22	AVENGED SEVENFOLD SCREAM	HOPELESS/WARNER BROS.	1047 +85	3.198	10
10	6	25	SAVING ABEL 18 DAYS	SKIDDCC/VIRGIN/CAPITOL	1047 -109	3.152	11
11	12	5	PAPA ROACH LIFELINE	EL TONAL/DGC/INTERSCOPE	1001 +93	3.463	8
12	9	24	HOLLYWOOD UNDEAD UNDEAD	A&M/OCTONE/INTERSCOPE	944 -142	2.789	13
13	17	34	APOCALYPTICA FEATURING ADAM GONTIER I DON'T CARE	11 20-2D/JIVE/JLG	845 -56	3.215	9
14	15	8	AC/DC BIG JACK	COLUMBIA	803 +44	2.478	14
15	14	17	SALIVA FAMILY REUNION	ISLAND/IDJMG	772 -3	2.048	18
16	16	24	DROWNING POOL 37 STITCHES	ELEVEN SEVEN	747 +12	1.878	19
17	20	21	ALL THAT REMAINS TWO WEEKS	PROSTHETIC/RAZOR & TIE	705 +61	1.363	21
18	18	14	BUCKCHERRY RESCUE ME	ELEVEN SEVEN/ATLANTIC	702 +28	2.050	17
19	19	39	THEORY OF A DEADMAN BAD GIRLFRIEND	11 604/ROADRUNNER/RRP	638 -29	2.477	15
20	17	19	FIVE FINGER DEATH PUNCH STRANGER THAN FICTION	FIRM	605 -114	2.055	16
21	21	6	HINDER UP ALL NIGHT	UNIVERSAL REPUBLIC	573 +37	1.698	20
22	24	7	RED DEATH OF ME	ESSENTIAL/RED	551 +95	1.314	22
23	22	13	POP EVIL 100 IN A 55	PAZZO/JARD STAR	509 -9	1.165	25
24	25	11	STAINED ALL I WANT	FLIP/ATLANTIC	504 +46	1.206	24
25	23	9	3 DOORS DOWN CITIZEN/SOLDIER	UNIVERSAL REPUBLIC	504 -1	1.281	23
26	26	10	BLACK STONE CHERRY PLEASE COME IN	11 IN DE CDOT/ROADRUNNER/RRP	410 +9	1.061	27
27	27	11	FRAMING HANLEY LOLLIPOP	SILENT MAJORITY/JLG/WARNER BROS.	401 +29	0.601	33
28	32	9	KINGS OF LEON SEX ON FIRE	RCA/RMG	361 +38	1.062	26
29	40	2	DISTURBED THE NIGHT	11 MOST INCREASED PLAYS REPRISE	331 +158	1.061	28
30	4	4	U2 GET ON YOUR BOOTS	ISLAND/INTERSCOPE	322 -21	0.945	29
31	34	2	HURT WARS	AMUSEMENT	314 +22	0.615	32
32	31	10	THE RED JUMPSUIT APPARATUS YOU BETTER PRAY	VIRGIN/CAPITOL	301 -24	0.451	37
33	33	15	REV THEORY LIGHT IT UP	VAN HOWES/MALOOF/DGC/INTERSCOPE	243 -69	0.722	31
34	36	3	BURN HALO DIRTY LITTLE GIRL	RAWKHEAD/JLG	229 -2	0.451	38
35	30	15	GUNS N' ROSES BETTER	BLACK FROG/GEFFEN/INTERSCOPE	222 -115	0.800	30
36	38	3	BLUE OCTOBER DIRT ROOM	UNIVERSAL MOTOWN	216 +1	0.321	-
37	NEW	3	TRAPT CONTAGIOUS	ELEVEN SEVEN	213 +47	0.379	-
38	39	3	ARANDA STILL IN THE DARK	ASTONISH	209 +33	0.588	34
39	37	4	THE OFFSPRING KRISTY, ARE YOU DOING OK?	COLUMBIA	208 -20	0.446	39
40	NEW	4	(HED) P.E. RENEGADE	SUBURBAN NOIZE	197 +59	0.306	-

+ MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
PEARL JAM Brother (Epic) KFRQ, KOMP, KXFX, KZZQ, WAAF, WBUZ, WCCC, WIYY, WKLQ, WMMR, WQXA, WRAT, WRIF, WRUF, WRXW, WYBB	16
POWERMAN 5000 Super Villain (Mighty Loud) KHTQ, KRXQ, WBUZ, WBYR, WQXA, WRXW	6
BUCKCHERRY Rescue Me (Eleven Seven/Atlantic) KQXR, KRXQ, WTFX, WXZZ	4
HURT Wars (Amusement) KDJE, KQXR, WRZK, WZMR	4
DISTURBED The Night (Reprise) KDJE, KOMP, WQXA, WRUF	4
POP EVIL 100 In A 55 (Pazzo/Jard Star) KEGL, WLRS, WRTT	3
RED Death Of Me (Essential/RED) KEGL, WCPR, WRXR	3
DOPE Addiction (E1) KRZK, WWBN, WZOR	3
REV THEORY Far From Over (Van Howes/Maloof/DGC/Interscope) KOMP, KUPD, WXQR	3
VEER UNION Seasons (Universal Motown) KXFX, KZZQ, WBUZ	3

ADDED AT... **WBUZ**

Nashville, TN
OM/PD: Troy Harrison
APD: Zigz
Pearl Jam, Brother, 0
Powerman 5000, Super Villain, 0
Since October, Guilty, 0
Veer Union, Seasons, 0

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
DOPE Addiction (E1) TOTAL STATIONS: 20	154/70	SINCE OCTOBER Guilty (Tooth & Nail/Capitol) TOTAL STATIONS: 13	86/23
LAST VEGAS I'm Bad (Eleven Seven) TOTAL STATIONS: 15	140/15	STEEL PANTHER Death To All But Metal (Universal Republic) TOTAL STATIONS: 13	82/7
LAMB OF GOD Set To Fail (Epic) TOTAL STATIONS: 26	112/16	STEADLUR Bumpin' (Roadrunner/RRP) TOTAL STATIONS: 14	81/11
AGE OF DAZE Afflicted (Higher Ground) TOTAL STATIONS: 31	111/39	SEETHER Careless Whisper (Wind-up) TOTAL STATIONS: 14	65/13
MY CHEMICAL ROMANCE Desolation Row (Warner Sunset/Reprise) TOTAL STATIONS: 15	86/33	PARAMORE Decade (Fueled By Ramen/Chop Shop/RRP) TOTAL STATIONS: 8	62/9

↑ MOST INCREASED PLAYS

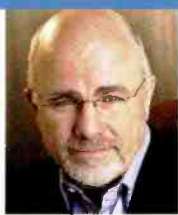
+158	DISTURBED The Night (Reprise) KUPD +8, WRZK +8, KHTQ +7, WBYR +4, WZOR +4, WBUZ +2, KLD +10, WRXW +9, WXQR +8, WYBB +8
+95	RED Death Of Me (Essential/RED) KZZQ +15, WFXW +11, KEGL +11, WRXR +9, KXFX +8, KDOT +8, KHTQ +6, WYBB +4, KLAQ +4, WJJO +3
+93	PAPA ROACH Lifeline (E Tonal/DGC/Interscope) KEGL +22, KDOT +11, KHTQ +10, KZRR +10, KFRQ +10, WRXW +9, WYBB +6, WXQR +5, WWWW +5, WZMR +5
+85	AVENGED SEVENFOLD Scream (Hopeless/Warner Bros.) WRXR +11, KEGL +10, KDOT +10, KOMP +9, KDJE +9, WYBB +8, WCPR +8, WIYY +6, KFRQ +6, KHTQ +5
+70	DOPE Addiction (E1) KRZK +11, KRZK +10, WBYR +9, KILD +9, WKQZ +8, KXFX +8, WKLQ +5, KHTQ +4, SXDC +4, WXQR +3

FOR WEEK ENDING FEBRUARY 15, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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RADIO'S POWER LUNCH – TUESDAY, APRIL 21



NAB Broadcasting
Hall of Fame Inductee
Vin Scully
Sportscaster
Los Angeles Dodgers



Keynote
Dave Ramsey
The Dave Ramsey Show

NABSHOW
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► **THEORY OF A DEADMAN** LOGS ITS THIRD TOP 10 FROM "SCARS & SOUVENIRS," AS "HATE MY LIFE" CLIMBS 11-9. THE TRIO ALSO SITS AT NO. 10 WITH "BAD GIRLFRIEND," WHICH PEAKED AT NO. 2 AND HAS SPENT 32 CONSECUTIVE WEEKS IN THE CHART'S UPPER THIRD. LEAD TRACK "SO HAPPY" PLATEAUED AT NO. 4 LAST APRIL.

WEEKS ON CHART	ARTIST	TITLE	11 NIelsen BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	23	SHINEDOWN SECOND CHANCE	NO. 1 (6 WKS)	ATLANTIC	453 -7	1.565	2
2	14	NICKELBACK SOMETHING IN YOUR MOUTH		ROADRUNNER/RRP	443 +18	1.576	1
3	29	APOCALYPTICA FEATURING ADAM GONTIER I DON'T CARE	11	20-20/JIVE/JLG	322 -2	1.136	3
4	8	AC/DC BIG JACK	MOST INCREASED PLAYS	COLUMBIA	299 +61	0.852	9
5	21	SEETHER BREAKDOWN		WIND-UP	299 -4	0.871	7
6	20	METALLICA CYANIDE		WARNER BROS.	289 +41	1.061	4
7	22	SAVING ABEL 18 DAYS		SKIDCO/VIRGIN/CAPITOL	284 -26	0.871	6
8	23	DISTURBED INDESTRUCTIBLE		REPRISE	261 -8	0.997	5
9	11	THEORY OF A DEADMAN HATE MY LIFE		604/ROADRUNNER/RRP	250 +36	0.650	12
10	38	THEORY OF A DEADMAN BAD GIRLFRIEND	11	604/ROADRUNNER/RRP	214 -13	0.795	10
11	25	AC/DC ROCK N ROLL TRAIN		COLUMBIA	204 -19	0.867	8
12	21	MUDVAYNE DO WHAT YOU DO		EPIC	175 +19	0.703	11
13	4	PAPA ROACH LIFELINE	MOST ADDED	EL TONAL/DGC/INTERSCOPE	171 +47	0.512	14
14	4	U2 GET ON YOUR BOOTS		ISLAND/INTERSCOPE	165 -4	0.604	13
15	13	BUCKCHERRY RESCUE ME		ELEVEN SEVEN/ATLANTIC	162 +13	0.504	15
16	10	3 DOORS DOWN CITIZEN/SOLDIER		UNIVERSAL REPUBLIC	161 +15	0.278	19
17	10	STAINED ALL I WANT		FLIP/ATLANTIC	151 +4	0.458	16
18	14	GUNS N' ROSES BETTER		BLACK FROG/GEFFEN/INTERSCOPE	128 -20	0.300	18
19	16	SLIPKNOT DEAD MEMORIES	AIRPOWER	ROADRUNNER/RRP	124 +11	0.270	20
20	15	SALIVA FAMILY REUNION		ISLAND/DJMG	107 0	0.170	26
21	17	GUNS N' ROSES CHINESE DEMOCRACY		BLACK FROG/GEFFEN/INTERSCOPE	100 +5	0.153	28
22	10	POP EVIL 100 IN A 55		PAZZO/JARD STAR	86 0	0.065	-
23	9	AVENGED SEVENFOLD SCREAM		HOPELESS/WARNER BROS.	80 0	0.193	23
24	7	BLACK STONE CHERRY PLEASE COME IN		IN DE GOOT/ROADRUNNER/RRP	77 +3	0.159	27
25	2	HINDER UP ALL NIGHT		UNIVERSAL REPUBLIC	72 +18	0.179	25
26	20	NICKELBACK GOTTA BE SOMEBODY	11 ²	ROADRUNNER/RRP	71 -7	0.251	22
27	8	KINGS OF LEON SEX ON FIRE		RCA/RMG	68 +5	0.318	17
28	18	THE OFFSPRING YOU'RE GONNA GO FAR, KID		COLUMBIA	58 +3	0.136	29
29	6	HOLLYWOOD UNDEAD UNDEAD		A&M/OCTONE/INTERSCOPE	55 -11	0.129	-
30	RE-ENTRY	INCUBUS LOVE HURTS		IMMORTAL/EPIC	54 +4	0.189	24

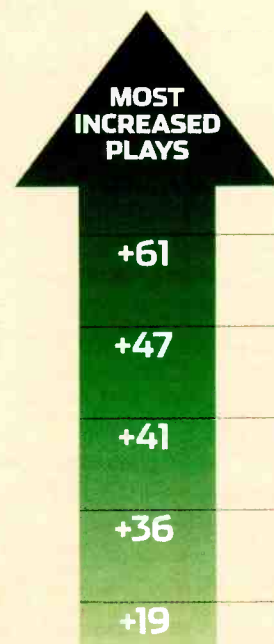
MOST ADDED

ARTIST	TITLE / LABEL	NEW STATIONS
PAPA ROACH Lifeline (El Tonal/DGC/Interscope) KTUX, WEBN, WXMM, WZZO		4
AC/DC Big Jack (Columbia) KMOD, KTUX, WMMS		3
PEARL JAM Brother (Epic) KAZR, WAQX, WNOR		3
THEORY OF A DEADMAN Hate My Life (604/Roadrunner/RRP) KAZR, WHJY		2
DISTURBED The Night (Reprise) KUFO, WAQX		2
METALLICA Cyanide (Warner Bros.) WHJY		1
POP EVIL 100 In A 55 (Pazzo/Jard Star) WRQK		1
HINDER Up All Night (Universal Republic) KUFO		1
BLACK STONE CHERRY Please Come In (In De Goot/Roadrunner/RRP) KTUX		1

ADDED AT... KAZR
Des Moines, IA
PD: Ryan Patrick
MD: Andy Hall
Pearl Jam, Brother, O
Theory Of A Deadman, Hate My Life, O
Veer Union, Seasons, O
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NEW AND ACTIVE

ARTIST	TITLE / LABEL	PLAYS /GAIN	ARTIST	TITLE / LABEL	PLAYS /GAIN
DROWNING POOL 37 Stitches (Eleven Seven) TOTAL STATIONS:		42/4	DISTURBED The Night (Reprise) TOTAL STATIONS:		28/18
ARANDA Still In The Dark (Astonish) TOTAL STATIONS:		36/3	PAPA ROACH Hollywood Whore (El Tonal/DGC/Interscope) TOTAL STATIONS:		28/2
MY CHEMICAL ROMANCE Desolation Row (Warner Sunset/Reprise) TOTAL STATIONS:		29/14	ALL THAT REMAINS Two Weeks (Prosthetic/Razor & Tie) TOTAL STATIONS:		27/4
		2			9



+61 AC/DC
Big Jack (Columbia)
WZZO +23, KSHE +10, WDHA +8, KUFO +6, WHJY +5,
KBER +4, WONE +3, WMMS +3, WJXQ +1, KAZR +1

+47 PAPA ROACH
Lifeline (El Tonal/DGC/Interscope)
WZZO +17, WAQX +9, KUFO +8, WDHA +4, KIOC +2,
WEBN +2, WAFX +2, KSHE +2, WHJY +1, WJXQ +1

+41 METALLICA
Cyanide (Warner Bros.)
WHJY +12, KTUX +8, WAQX +7, WDHA +5, WMMS +4,
KBER +3, KIOC +3, WONE +2, WJXQ +1, WNOR +1

+36 THEORY OF A DEADMAN
Hate My Life (604/Roadrunner/RRP)
WHJY +8, WVRK +7, WJXQ +7, KMOD +4, WONE +4,
WEBN +3, KTUX +2, WXMM +2, WRQK +2, KBER +1

+19 MUDVAYNE
Do What You Do (Epic)
WEBN +10, WHJY +6, KUFO +4, WAFX +2, WJXQ +2,
KAZR +1

FOR WEEK ENDING FEBRUARY 15, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
24 rock stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2009 Nielsen Business Media, Inc. All rights reserved.

RECURRENTS

THIS WEEK	ARTIST	TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	SIXX: A.M.	LIFE IS BEAUTIFUL (ELEVEN SEVEN)		182 177
2	METALLICA	THE DAY THAT NEVER COMES (WARNER BROS.)		157 192
3	PUDDLE OF MUDD	PSYCHO (FLAWLESS/GEFFEN/INTERSCOPE)		134 130
4	SEETHER	FAKE IT (WIND-UP)		117 107
5	SAVING ABEL	ADDICTED (SKIDCO/VIRGIN/CAPITOL)		110 139

THIS WEEK	ARTIST	TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
6	GUNS N' ROSES	SWEET CHILD O' MINE (GEFFEN/INTERSCOPE)		106 104
7	3 DOORS DOWN	IT'S NOT MY TIME (UNIVERSAL REPUBLIC)		99 101
8	PINK FLOYD	ANOTHER BRICK IN THE WALL (PART II) (COLUMBIA)		98 93
9	GUNS N' ROSES	PARADISE CITY (GEFFEN/UMI)		97 88
10	BLACK SABBATH	PARANOID (WARNER BROS.)		92 84

ROCK REPORTERS

WONE/Akron, OH* OM: Chuck Collins PD: T.K. O'Grady APD/MD: Tim Daugherty	KIOC/Beaumont, TX* OM: Trey Poston PD: Mike Davis	WMMS/Cleveland, OH* OM: Keith Abrams PD: Bo Matthews	WRVC/Huntington, WV PD: Reeves Kirtner	WNOR/Norfolk, VA* PD: Mike Beck APD: Sonja Morrell MD: Tim Parker	WXRX/Rockford, IL PD: Jim Stone MD: Jon Schulz	KSHE/St. Louis, MO* OM: Rick Balis APD: Katy Kruze MD: Guy Favazza
KZRR/Albuquerque, NM* PD: Phil Mahoney MD: Rob Brothers	WPTQ/Bowling Green, KY OM/PD: Alex "Axe" Parocai APD/MD: Monty Foster	WVRK/Columbus, GA* PD: Chris Chaos	WJXQ/Lansing, MI* PD: Sheri Vegas	WXMM/Norfolk, VA* OM/PD: John Shomby	KBER/Salt Lake City, UT* PD: Kelly Hammer APD/MD: Darby Wilcox	WAQX/Syracuse, NY* OM: Tom Mitchell PD: Hunter Scott APD/MD: Don Kelley
WZZO/Allentown, PA* PD: Tori Thomas MD: Keith Moyer	WRQK/Canton, OH* PD: Greg Ausham	KAZR/Des Moines, IA* OM: Scott Allen PD: Ryan Patrick MD: Andy Hall	WGIR/Manchester, NH* PD: Chris "Doc" Garrett	KCLB/Palm Springs, CA OM/PD: Jen Shevlin MD: Shelly Brown	KZOZ/San Luis Obispo, CA OM: Pepper Daniels PD/MD: Dusty Rhoads	KMOD/Tulsa, OK* OM/PD: Don Cristi
KWHL/Anchorage, AK PD: Brad Stennett MD: Matthew Collins	WPXC/Cape Cod, MA PD/MD: Suzanne Tonaire	KHQG/Duluth, MN OM: Jack Lawson PD: Scott Kiohn	WHDR/Miami, FL* PD: Kevin Vargas MD: Dave Hanson	KUFO/Portland, OR* OM/PD: Chris Patyk	KTUX/Shreveport, LA* OM: Gary McCoy PD/MD: Randy Hill	WMZK/Wausau, WI MD: Larry Offerman
WTOS/Augusta, ME OM/PD: Jack O'Brien APD: Mark Smith	WKLC/Charleston, WV* OM/PD: Jay Nunley APD/MD: Brian Thompson	WQCM/Hagerstown, MD OM: Rick Alexander PD/MD: Mike Holder	WAFX/Montgomery, AL* PD: Rick Hendrick	WHJY/Providence, RI* PD: Dennis O'Heron		KBZS/Wichita Falls, TX PD: Liz Ryan
	WEBN/Cincinnati, OH* OM/PD: Scott Reinhart MD: Dave Fritz		WDHA/Morristown, NJ* APD: Curtis Kay			

* Monitored Reporters



► **ERIN MCCARLEY** MAKES HER SECOND CHART APPEARANCE, AS "LOVE, SAVE THE EMPTY," THE TITLE TRACK FROM HER DEBUT ALBUM, ENTERS AT NO. 30. THE TEXAS NATIVE PEAKED AT NO. 17 IN DECEMBER WITH "PONY (IT'S OK)." "LOVE" ALSO RANKS AS NEW AND ACTIVE AT HOT AC.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	1) NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	4	U2 GET ON YOUR BOOTS	NO. 1 (4 WKS) ISLAND/INTERSCOPE	589 -19	2.447 2
2	2	13	THE FRAY YOU FOUND ME	EPIC	583 -13	2.498 1
3	3	13	SNOW PATROL CRACK THE SHUTTERS	POLYDOR/FICTION/GEFFEN/INTERSCOPE	504 +56	2.125 3
4	4	12	BRUCE SPRINGSTEEN WORKING ON A DREAM	COLUMBIA	379 -31	1.444 5
5	8	10	COLDPLAY LOVERS IN JAPAN	CAPITOL	360 +15	1.343 6
6	7	19	JAMES MORRISON NOTHING EVER HURT LIKE YOU	POLYDOR/INTERSCOPE	358 +11	1.233 7
7	5	25	RAY LAMONTAGNE YOU ARE THE BEST THING	RCA/RED	328 -35	1.465 4
8	12	7	PRETENDERS LOVE'S A MYSTERY	SHANGRI-LA	291 +30	0.970 11
9	11	12	ADELE RIGHT AS RAIN	XL/COLUMBIA	286 +19	0.732 12
10	6	31	ERIC HUTCHINSON ROCK & ROLL	LET'S BREAK/WARNER BROS.	281 -86	1.017 9
11	9	20	THE KILLERS HUMAN	ISLAND/IDJMG	239 -52	1.033 8
12	10	23	BRETT DENNEN FEATURING FEMI KUTI MAKE YOU CRAZY	DOWNTOWN/DUALTONE	226 -35	0.528 21
13	14	14	SHERYL CROW DETOURS	A&M/INTERSCOPE	218 +4	0.562 18
14	21	11	DEATH CAB FOR CUTIE NO SUNLIGHT	ATLANTIC	212 +36	0.613 16
15	16	18	KINGS OF LEON SEX ON FIRE	RCA/RMG	209 +18	0.988 10
16	15	18	KEANE THE LOVERS ARE LOSING	INTERSCOPE	190 -18	0.459 25
17	5	5	COUNTING CROWS WHEN I DREAM OF MICHELANGELO	DGC/GEFFEN/INTERSCOPE	186 +7	0.635 15
18	13	20	RYAN ADAMS & THE CARDINALS FIX IT	LOST HIGHWAY	172 -60	0.668 14
19	20	14	MEIKO BOYS WITH GIRLFRIENDS	LUCKY EAR/DGC/MYSPACE	166 -11	0.425 28
20	18	4	ANDREW BIRD FITZ AND THE DIZZY SPELLS	FAT POSSUM/RED	163 -7	0.471 24
21	19	5	THE DEREK TRUCKS BAND DOWN IN THE FLOOD	VICTOR	154 -7	0.352 -
22	23	2	SERENA RYDER LITTLE BIT OF RED	ATLANTIC	147 +9	0.221 -
23	27	2	KINGS OF LEON USE SOMEBODY	RCA/RMG	141 +13	0.686 13
24	22	19	DAVID BYRNE & BRIAN ENO STRANGE OVERTONES	OPAL/TODOMUNDO	136 -10	0.551 19
25	24	5	DONAVON FRANKENREITER YOUR HEART	LOST HIGHWAY	135 0	0.265 -
26	NEW		CHRIS ISAAK WE LET HER DOWN	MOST INCREASED PLAYS/MOST ADDED REPRISE	132 +114	0.609 17
27	26	3	JASON MRAZ & COLBIE CAILLAT LUCKY	ATLANTIC/RRP	124 -6	0.266 -
28	25	10	ADELE CHASING PAVEMENTS	XL/COLUMBIA	124 -7	0.547 20
29	30	2	MATT NATHANSON ALL WE ARE	VANGUARD	111 +6	0.426 27
30	NEW		ERIN MCCARLEY LOVE, SAVE THE EMPTY	UNIVERSAL REPUBLIC	109 +24	0.083 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
CHRIS ISAAK We Let Her Down (Reprise) KFOG, KPRI, KPRL, KRSH, KTCZ, KWMT, KXLY, WCLZ, WMMM, WNCS	10
SERENA RYDER Little Bit Of Red (Atlantic) WNCS, WRNX, WXRV	3
INDIGO GIRLS What Are You Like (G/Vanguard) KRSH, Sirius XM Spectrum, WXRV	3
LILY ALLEN The Fear (Capitol) KPRI, WRXP	2
RYAN ADAMS & THE CARDINALS Magick (Lost Highway) KRVB, WRNR	2
GOMEZ Airstream Driver (ATO/RED) WCLZ, WZEW	2
PRETENDERS Love's A Mystery (Shangri-La) WCOO	1
MATT NATHANSON All We Are (Vanguard) WMMM	1

ADDED AT... KPRI
San Diego, CA
PD: Bob Burch
MD: Oz Medina
Bruce Springsteen, My Lucky Day, 12
Chris Isaak, We Let Her Down, 0
Lily Allen, The Fear, 0

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
BEN HARPER & RELENTLESS7 Shimmer And Shine (Virgin/Capitol) TOTAL STATIONS: 13	107/53	BRUCE SPRINGSTEEN My Lucky Day (Columbia) TOTAL STATIONS: 15	91/5
RAY LAMONTAGNE Let It Be Me (RCA/RED) TOTAL STATIONS: 8	102/18	GOMEZ Airstream Driver (ATO/RED) TOTAL STATIONS: 12	90/59
AMY MACDONALD This Is The Life (Mercury/Odeon) TOTAL STATIONS: 11	101/11	RYAN ADAMS & THE CARDINALS Magick (Lost Highway) TOTAL STATIONS: 13	90/33
LILY ALLEN The Fear (Capitol) TOTAL STATIONS: 11	101/8	INDIGO GIRLS What Are You Like (G/Vanguard) TOTAL STATIONS: 13	90/30
SAM ROBERTS Them Kids (Zoe/Rounder) TOTAL STATIONS: 12	97/17	LIFEHOUSE Broken (Geffen/Interscope) TOTAL STATIONS: 4	88/12



CHRIS ISAAK We Let Her Down (Reprise) KRVB +9, WRLT +4, SXSP +12, KPRL +1, KFOG +9, WXRV +9, KRSH +9, KMTT +8, KTCZ +7, KWMT +7
GOMEZ Airstream Driver (ATO/RED) SXSP +35, WRNR +6, KRSH +6, KCSR +4, WXRT +3, KBCC +2, WZEW +2, KINK +1, CIDR +1, KENZ +1
SNOW PATROL Crack The Shutters (Polydor/Fiction/Geffen/Interscope) KRVB +11, WMMM +10, KWMT +9, KTHX +7, KPRL +6, KBCC +5, WCOO +5, KMTT +4, WRNX +4, SXSP +3
BEN HARPER & RELENTLESS7 Shimmer And Shine (Virgin/Capitol) SXSP +33, WRLT +4, WRXP +10, KPRI +2, WZEW +1, KINK +1
DEATH CAB FOR CUTIE No Sunlight (Atlantic) KPRI +12, WXRV +10, WCOO +6, KRSH +5, WRNX +3, WZEW +3, KMTT +3, KINK +3, WCLZ +1, SXSP +1

FOR WEEK ENDING FEBRUARY 15, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
30 triple A stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 52 reporters.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	1) NIELSEN BDS CERTIFICATIONS	PLAYS TW LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	1) NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
1	O.A.R. SHATTERED (TURN THE CAR AROUND) (EVERFINE/ATLANTIC/RRP)		207 210	6	JASON MRAZ I'M YOURS (ATLANTIC/RRP)		139 141
2	MATT NATHANSON COM: ON GET HIGHER (VANGUARD)		199 198	7	SNOW PATROL TAKE BACK THE CITY (POLYDOR/FICTION/GEFFEN/INTERSCOPE)		134 151
3	MICHAEL FRANTI & SPEARHEAD SAY HEY (I LOVE YOU) (BOB BOO WAX/ANTI/EPITAPH)		163 161	8	MY MORNING JACKET I'M AMAZED (ATO/RED)		129 130
4	COLDPLAY LOST: (CAPITOL)		150 141	9	DONAVON FRANKENREITER LIFE, LOVE & LAUGHTER (LOST HIGHWAY)		122 107
5	COLDPLAY VIVA LA VIDA (CAPITOL)		141 138	10	GAVIN ROSSDALE LOVE REMAINS THE SAME (INTERSCOPE)		120 124

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► **U2** CLAIMS THE POLE POSITION ON THE TRIPLE A INDICATOR LIST AS "GET ON YOUR BOOTS" RISES 2-1. THE SONG, WHICH ENDS THE SIX-WEEK REIGN OF BRUCE SPRINGSTEEN'S "WORKING ON A DREAM," RETAINS THE TOP SPOT ON THE TRIPLE A MONITORED SURVEY FOR A FOURTH CONSECUTIVE WEEK.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	2	4	U2 GET ON YOUR BOOTS	INTERSCOPE	553	+2
2	1	12	BRUCE SPRINGSTEEN WORKING ON A DREAM	COLUMBIA	528	-68
3	3	7	COLDPLAY LOVERS IN JAPAN	CAPITOL	523	-11
4	4	7	PRETENDERS LOVE'S A MYSTERY	SHANGRI-LA	438	-20
5	7	5	THE DEREK TRUCKS BAND DOWN IN THE FLOOD	VICTOR	409	+17
6	8	5	ANDREW BIRD FITZ AND THE DIZZYSPELLS	FAT POSSUM/RED	405	+29
7	5	12	DONAVON FRANKENREITER YOUR HEART	LGST HIGHWAY	402	-28
8	6	12	THE FRAY YOU FOUND ME	EPIC	399	-20
9	12	3	RYAN ADAMS & THE CARDINALS MAGIC	LDST HIGHWAY	331	+74
10	9	14	ADELE RIGHT AS RAIN	XL/COLUMBIA	300	-6
11	11	4	RAY LAMONTAGNE LET IT BE ME	RCA/RED	297	+28
12	10	6	AMY MACDONALD THIS IS THE LIFE	MERCURY/DECCA	281	+9
13	18	3	DAVID BYRNE & BRIAN ENO LIFE IS LONG	OPAL/TODDMUNDO	276	+53
14	13	6	SNOW PATROL CRACK THE SHUTTERS	POLYDOR/FICTION/GEFFEN/INTERSCOPE	269	+22
15	NEW		BEN HARPER & RELENTLESS7 SHIMMER AND SHINE	VIRGIN/CAPITOL	250	+109
16	19	2	SAM ROBERTS THEM KIDS	ZOE/ROUNDER	241	+20
17	NEW		JJ CALE ROLL ON	ROUNDER	230	+154
18	NEW		MICHAEL FRANTI & SPEARHEAD HEY WORLD	BOO BOO/AWANTI/EPITAPH	224	+77
19	27	2	G. LOVE & SPECIAL SAUCE SOFT AND SWEET	BRUSHFIRE	218	+31
20	17	5	LILY ALLEN THE FEAR	CAPITOL	216	-7
21	24	3	NEKO CASE PEOPLE GOT A LOTTA NERVE	ANTI-EPITAPH	213	+17
22	NEW		THE RACONTEURS TOP YOURSELF	THIRD MAN/WARNER BROS.	204	+44
23	21	15	KEANE THE LOVERS ARE LOSING	INTERSCOPE	202	-7
24	NEW		SERENA RYDER LITTLE BIT OF RED	ATLANTIC	201	+48
25	20	7	COUNTING CROWS WHEN I DREAM OF MICHELANGELO	DGC/GEFFEN/INTERSCOPE	200	-9
26	NEW		MADELEINE PEYROUX YOU CAN'T DO ME	ROUNDER	197	+24
27	25	14	JAMES MORRISON NOTHING EVER HURT LIKE YOU	POLYDOR/INTERSCOPE	193	0
28	22	5	CALEXICO VICTOR JARA'S HANDS	QUARTERSTICK/TOUCH & GO	191	-9
29	NEW ENTRY		UMPHREY'S MCGEE MADE TO MEASURE	HANGING BRAINS/SCIFIDELITY	181	+17
30	16	17	TRACY CHAPMAN SING FOR YOU	ELEKTRA/ATLANTIC	181	-43

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS		
					TW	+/-	CUMULATIVE
1	1		THE GOURDS HAYMAKER!	YEP/ROC	315	+8	1569
2	3		WILLIE NELSON AND ASLEEP AT THE WHEEL WILLIE AND THE WHEEL	BISMEAU	298	+25	780
3	2		THE TEJAS BROTHERS THE TEJAS BROTHERS	SMITH	288	+6	3326
4	9		JORMA KAUKONEN RIVER OF TIME	RED HOUSE	271	+62	760
5	5		OTIS GIBBS GRANDPA WALKED A PICKETLINE	WANAMAHER	255	0	1196
6	46		BUDDY & JULIE MILLER WRITTEN IN CHALK	NEW WEST	251	+143	359
7	12		MARK OLSON & GARY LOURIS READY FOR THE FLOOD	NEW WEST	244	+42	695
8	4		LUCINDA WILLIAMS LITTLE HONEY	LOST HIGHWAY	234	-21	6635
9	6		THE DEREK TRUCKS BAND ALREADY FREE	VICTOR	226	+2	899
10	13		RUTHIE FOSTER THE TRUTH ACCORDING TO RUTHIE FOSTER	BLUE CORN	222	+21	506
11	7		RODNEY CROWELL SEX AND GASOLINE	WORK SONG/YEP/ROC	215	-6	7663
12	10		GURF MORLIX LAST EXIT TO HAPPYLAND	ROOTBALL	213	+4	675
13	14		RAUL MALO LUCKY ONE	FANTASY/CMG	210	+10	991
14	22		JASON ISBELL AND THE 400 UNIT JASON ISBELL AND THE 400 UNIT	LIGHTNING ROD	206	+52	461
15	17		BIG HOUSE NEVER ENDING TRAIN	BIG HOUSE	199	+6	1456
16	19		BEN KWELLER CHANGING HORSES	ATO/RED	196	+4	1305
17	11		THE BRIDGE BLIND MAN'S HILL	HYENA	184	-19	2182
18	15		HANK WILLIAMS III DAMN RIGHT REBEL PROUD	CURB	183	-14	3832
19	16		YARN EMPTY POCKETS	ARDSLEY	182	-13	4188
20	20		OLD CROW MEDICINE SHOW TENNESSEE PUSHER	NETTWERK	180	-8	5830
21	25		GUY DAVIS SWEETHEART LIKE YOU	RED HOUSE	169	+24	517
22	8		SUSAN TEDESCHI BACK TO THE RIVER	VERVE FORECAST/VERVE	167	-46	3392
23	18		RYAN ADAMS & THE CARDINALS CARDINOLOGY	LDST HIGHWAY	164	-28	4397
24	29		BRUCE SPRINGSTEEN WORKING ON A DREAM	COLUMBIA	159	+17	735
25	33		ANTSY MCCLAIN AND THE TRAILER PARK TROUBADOURS NEW GOOD OLD DAYS	DPR	152	+12	639
26	35		TONY FURTADO DEEP WATER	FUNZALO	147	+18	549
27	25		WSNB OKTIBBEHA COUNTY	WSNB	146	+1	698
28	23		TODD SNIDER PEACE QUEER	AIMLESS	142	-9	6835
29	24		RECKLESS KELLY BULLETPROOF	YEP/ROC	141	-4	9172
30	21		THE DERAILERS GUARANTEED TO SATISFY	PALO DURO	140	-22	2772

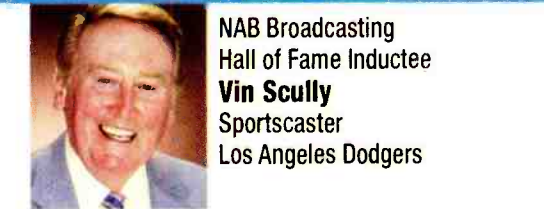
MOST ADDED

INDIGO GIRLS 18 What Are You Like (JG/Vanguard) KLRR, KMTN, KNBA, KOZT, KPIC, KTAO, KYSL, WBJB, WEHM, WEXT, WFIV, WFPK, WKZE, WMYV, WMWV, WRSI, WXPX, WYEP	CHRIS ISAAK 17 We Let Her Down (Reprise) KFMU, KLRR, KNBA, KPND, KTAO, KTBG, KYSL, WAPS, WDST, WFUV, WJCU, WMWV, WNRN, WTYD, WJUN, WVOD, WXPX	GOMEZ 17 Airstream Driver (ATO/REC) KBAC, KCLC, KCMP, KDBB, KFMU, KMMS, KMTN, KNBA, KSUT, KTAO, WEXT, WFIV, WFUV, WJCU, WMWV, WTMD, WYEF	M. WARD 6 Never Had Nobody Like You (Merge) KBAC, K-LUM, KNBA, Music Choice Adult Alternative, WDST, WMVY
THE KILLERS 7 Spaceman (Island/IDJMG) KBAC, KFMU,			

MOST ADDED

BUDDY & JULIE MILLER 17 Written In Chalk (New West)	SHEMOKIA COPELAND 9 Never Going Back (Telarc)	JASON ISBELL AND THE 400 UNIT 8 Jason Isbell And The 400 Unit (Lightning Rod)	BRIGITTE DEMEYER 8 Red River Flower (BDM)
ERIC BRACE & PETER COOPER 10 You Don't Have To Like Them Both (Red Beet)	TOM RUSH 9 What I Know (Applesseed)	RAUL MALO 8 Lucky One (Fantasy/CMG)	VARIOUS ARTISTS 7 Undone: A Musicfest Tribute To Robert Earl Keen (Thirty Tigers)
VAN MORRISON 9 Astral Weeks Live At The Hollywood Bowl (Listen To The Lion/Capitol)			

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PDs on how to work promotions, despite the bleak economy

Big Promotions, Small Budgets

Jackie Madrigal

JMadrigal@RadioandRecords.com

as the national economic crisis continues, many industries have been hard hit, including radio. Hispanic radio, which has consistently grown during the last several years, as station after station flipped to Spanish-language formats, has also felt the pinch. To survive the slump and come out on top after the economy recovers, stations must remain top of mind with the public. Promotions are a major part of that effort.

With promotion budgets slashed—or non-existent in some cases—many stations are finding that trade with advertisers is the solution. Because each market is unique, different strategies apply, though creativity and a return to the basics seem to be common themes.

In San Francisco, Spanish Broadcasting System regional Mexican KRZZ (La Raza) PD Jesse Portillo says he's taking a lesson from his days as a small-market PD, where trading spots for goods was the norm. La Raza is using trade as an incentive to bring in more advertisers, he says. "If an advertiser used to pay 'x' amount for a spot, now they may only be paying 25% of that amount and the rest is in trade." Stations may make slightly less revenue, Portillo says, but they are able to maintain a consistent level of entertainment and promotions. "We have to continue the giveaways that people like, while helping the advertisers at the same time."

One of Portillo's current promotions involves giving away practical items listeners can use—from blenders, TVs and refrigerators to dinner at a restaurant. "These are items businesses can afford to give away," he says, "and it benefits them, the station and the listener." Remotes work the same way, he adds. While La Raza gives away station swag at on-site events, the business where the remote takes place is asked to give away a larger, more attractive

prize. "Despite the bad economy, the strategy has allowed us to explore new promotion options," Portillo says.

On the music side, Portillo says labels—faced with declining sales and seeking greater exposure for their artists—are making acts more available for station promotions and interviews. "Artists that didn't do many events are now doing them. Artists that never gave interviews are now doing them," he says.



Portillo

Back To Basics

In Houston, Clear Channel Latin pop KLOL (Mega) PD Omar Romero says his promo budget was cut a year ago. "Our

mission is to do radio the way we used to do it back in the day," he says. "Go back to the basics, to guerrilla marketing." Mega has its street teams out all day in front of the public and supports a large number of community events. "We do things that our competition isn't doing, or do them better," Romero says.

Trade is also a significant part of promotions, especially when it involves artist appearances or performances, Romero says. "I trade with restaurants to have food at the meet-and-greets; with hotels to house the artists; and with airlines to fly them in." Labels are no longer able to cover those expenses, which can be significant, he adds. Every artist event the station sponsors



Cruz

'Our mission is to do radio the way we used to do it back in the day. Go back to the basics, to guerrilla marketing.'

—Omar Romero



'Artists that didn't come here are now coming. Artists that never gave an interview are now doing them.'

—Jesse Portillo

is free to the public, Romero says, because "they too are going through hard times."

Stations have to get creative and work every angle. For example, when Gloria Trevi was in town for a non-Mega-sponsored concert, Romero was able to secure a meet-and-greet with her. "It was a normal meet-and-greet but we took it to another level. On the air it sounded like the event of the year," he says. Every promotion, large or small, is treated like it's huge, he says, because "perception is reality."

Romero also says Mega is certainly more creative on the air with promos and more creative on the streets, now that such marketing luxuries as billboards are a thing of the past.

Budget Cut In Half

American General Media regional Mexican KLVO (Radio Lobo)/Albuquerque PD René León says his station's promotion budget was cut in half, which meant everything had to be trimmed, including the length of time any one promotion runs. "We now work campaigns on a quarterly basis," he says, "and before moving on to the next quarter, we look at each promotion to see what worked, what didn't and which have to be cut back even more."

Trade has also increased at the station, León says. "We're working with some advertisers completely on trade. With others, they pay [for spots] one week and the other [week] we trade." As for promotions with artists, León says he's not pushing labels to give him more because he understands they are also going through hard times. "We make due with what they can give us," he says.

José Elias Cruz, PD of Salem regional Mexican KRYP (El Rey)/Portland, Ore., says that unlike most stations, El Rey planned ahead last year, putting it in good promotional shape for 2009. "We were very cautious last year. Every dollar we were given, we spent last year and loaded up on station items for giveaways," Cruz says. "We have nothing left. We invested everything last year preparing for this year."

The station is also hosting several private events this year, which Cruz says he's had little difficulty finding sponsors for. The station books the act, gives away free tickets on-air and sponsors cover expenses. The first event this year, held Feb. 12 as a Valentine's Day celebration, featured Mexican artist Palomo. Two more events are on the promotional calendar: one in April to celebrate the station's anniversary and another in July.

According to Cruz, unlike other markets where advertisers are pulling out, "local businesses are advertising—and they make up about 90% of our total revenue. So are national companies." Cruz attributes this to the fact that Portland's economy is not suffering as much as that of some other markets around the country.

R&R

R&R REGIONAL MEXICAN

POWERED BY **nielsen** BDS



► **LOS INQUIETOS DEL NORTE CHARGE IN AT NO. 39, AS "MI RECORRIDO" REGISTERS THE FORMAT'S SECOND-BIGGEST INCREASE IN PLAYS (JP 143). THE VETERAN BAND'S UPCOMING TOURING PLANS INCLUDE SEVERAL WEST COAST DATES THROUGH MAY 5.**

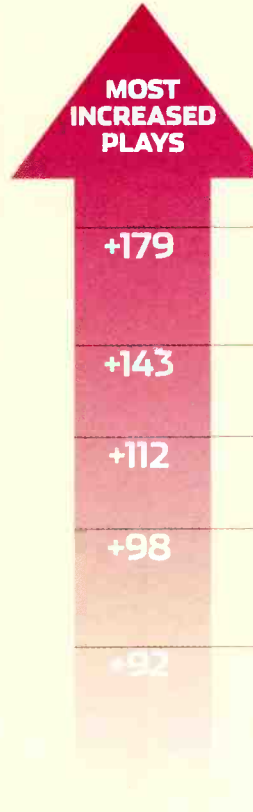
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	16	BANDA EL RECODO TE PRESUMO	NO. 1 (3 WKS) FONOVISIA	1969 +79	11.381 1
2	2	21	GRUPO MONTEZ DE DURANGO ESPERO	DISA	1755 -44	11.170 2
3	3	12	VICENTE FERNANDEZ EL ULTIMO BESO	SONY MUSIC LATIN	1712 -53	9.803 3
4	4	20	EL CHAPO DE SINALOA MALDITO LICOR	DISA	1538 +36	8.620 4
5	5	28	LA ARROLLADORA BANDA EL LIMON Y QUE QUEDE CLARO	DISA/EDIMONSA	1276 -112	6.599 9
6	6	19	BANDA MS EL MECHON	ASL	1246 -45	7.329 5
7	10	21	EL GUERO Y SU BANDA CENTENARIO VEN TU	AIRPOWER A.R.C.	118 +63	4.106 19
8	8	22	PESADO DJALA	ASL	1180 -51	5.517 10
9	7	30	ALACRANES MUSICAL DAME TU AMOR	FONOVISIA/MUSIVISA	1169 -119	6.809 8
10	9	21	EL POTRO DE SINALOA DEJAME VACIO	FONOVISIA/MUSIVISA	1165 -34	6.877 7
11	11	17	LOS TUCANES DE TIJUANA SE FUE MI AMOR	FONOVISIA/MUSIVISA	1069 +33	4.915 11
12	12	28	ESPINOZA PAZ EL PROXIMO VIERNES	ASL	1045 +23	7.041 6
13	13	13	LOS DAREYES DE LA SIERRA QUE TE ENTREGUES HOY	DISA	973 -6	4.150 17
14	15	9	PATRULLA B1 QUIEREME MAS	DISA	977 +81	4.424 13
15	16	12	LOS PRIMOS DE DURANGO FUEGO EN TU PIEL	ASL	843 +26	4.127 18
16	18	8	CONJUNTO PRIMAVERA MI PRIMERA VEZ	FONOVISIA	810 +37	4.234 15
17	21	4	HECHIZEROS BAND EL SONIDITO	NERY/FONOVISIA/MUSIVISA	797 +112	3.621 21
18	14	19	INTOCABLE LLEVAME EN TU VIAJE	EMI TELEVISIA	755 -85	2.914 24
19	17	51	LOS DAREYES DE LA SIERRA HASTA EL DIA DE HOY	DISA	730 -60	4.903 12
20	19	15	GLORIA TREVI & LOS HOROSCOPOS DE DURANGO CINCO MINUTOS	UNIVERSAL MUSIC LATINO	716 -51	4.236 14
21	24	5	EL TRONO DE MEXICO ALMAS GEMELAS	FONOVISIA/MUSIVISA	706 +74	3.782 20
22	23	9	LOS CREADORES DEL PASITO DURANGUENSE DE ALFREDO RAMIREZ Y POR ESA CALLE VIVE	DISA/EDIMONSA	566 +11	2.686 26
23	25	3	JENNI RIVERA CHUPER AMIGOS	FONOVISIA	641 +64	3.416 22
24	22	27	EL TIGRILLO PALMA EL BAZUCAZO	FONOVISIA	622 -38	4.200 16
25	28	3	LOS HURACANES DEL NORTE LA HIGUERA	DISA	590 +86	2.475 28
26	31	3	PALOMO EL OTRO	DISA	560 +92	2.855 25
27	30	2	BANDA MACHOS LA NOVIA COJA	SONY MUSIC LATIN	522 +47	2.405 29
28	29	10	LOS TEMERARIOS LUZ DE LUNA	FONOVISIA	491 -2	1.311 -
29	26	15	LOS INVASORES DE NUEVO LEON AHORA VA LA MIA	SERCA	482 -71	3.250 23
30	34	2	LOS PIKADIENTES DE CABORCA LA MACHACA	SONY MUSIC LATIN	452 +34	2.273 30
31	27	13	EL COYOTE Y SU BANDA TIERRA SANTA CITA CON UN INVENTO	FONOVISIA/MUSIVISA	452 -73	2.227 31
32	32	5	EL PODER DEL NORTE ULTIMAS NOTICIAS	DISA	442 -2	1.604 33
33	39	2	LOS RIELEROS DEL NORTE VOY A DEJARTE	FONOVISIA	438 +87	2.616 27
34	35	13	TIERRA CALI PIERRA SOLEDAD	VENEMUSIC	417 +21	1.601 34
35	33	17	BANDA PACHUCO AUNQUE ME JUZGUES DE LOCO	MUSART/BALBOA	386 -44	1.837 -
36	36	3	DUELO NECESITO MAS DE TI	FONOVISIA/MUSIVISA	380 -8	1.217 -
37	38	2	FIDEL RUEDA Y TU QUE HARIAS	FONOVISIA	360 +2	1.326 40
38	NEW		PANCHO BARRAZA PAPA SOLTERO	MUSART/BALBOA	352 +38	1.465 37
39	NEW		LOS INQUIETOS DEL NORTE MI RECORRIDO	EAGLE	342 +143	1.372 39
40	37	10	GRUPO INNOVACION A MI MODO	GARMEX	328 -54	0.672 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
LA ARROLLADORA BANDA EL LIMON Ya Es Muy Tarde (Disa/Edimonsa) KCMT, KESO, KISF, KIST, KLEY, KMQA, KRAY, KSKD, KTJM	9
DIANA REYES Quedate Junto A Mi (DBC) KIST, KLVO, KMYX, KRAY, KSTN, KWEL, KYQQ, WEDJ	8
LOS HURACANES DEL NORTE La Higuera (Disa) KLBN, KLHB, KTJM, KXLM, KXSB, XOCL	6
BANDA MACHOS La Novia Coja (Sony Music Latin) KHOT, KLAX, KOND, KXPD, WBZY, WYMY	6
JENNI RIVERA Chuper Amigos (Fonovisa) KBNO, KBUE, KSAH, KSTN, XOCL	5
LOS RIELEROS DEL NORTE Voy A Dejarte (Fonovisa) KBNO, KTJM, KXLM, KXSB, WEDJ	5
ALACRANES MUSICAL Fue Su Amor (Aguila/Fonovisa) KLHB, KXPD, WBZY, WEDJ, XHNZ	5
HECHIZEROS BAND El Sonidito (Nery/Fonovisa/Musivisa) KISF, KLEY, KRYP, KYQQ	4
LOS PIKADIENTES DE CABORCA La Machaca (Sony Music Latin) KLBN, KTJM, KYQQ, WYMY	4
LOS HEREDEROS DE NUEVO LEON Tu Dices Cuando (Serca) KCMT, KHHL, KSAH, KYQQ	4

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
LOS TIGRES DEL NORTE Mis Dos Patrias (Live) (Fonovisa) TOTAL STATIONS: 20	321/4	LOS CANARIOS No Se Vivir (Garmex) TOTAL STATIONS: 10	193/6
LA ARROLLADORA BANDA EL LIMON Ya Es Muy Tarde (Disa/Edimonsa) TOTAL STATIONS: 17	292/179	DIANA REYES Quedate Junto A Mi (DBC) TOTAL STATIONS: 15	185/77
LA AUTENTICA DE ZACATECAS El Invisible (Viva) TOTAL STATIONS: 18	275/21	LABERINTO Rafa Y Su Primo (Musart/Balboa) TOTAL STATIONS: 15	185/28
BANDA SAN JOSE DE MESILLAS Como La Palma De Mi Mano (La Sierra) TOTAL STATIONS: 21	251/27	LOS HEREDEROS DE NUEVO LEON Tu Dices Cuando (Serca) TOTAL STATIONS: 14	180/98
EL TIGRILLO PALMA Gente De Alto Poder (Fonovisa) TOTAL STATIONS: 14	245/12	CANADA MUSICAL Ya No Puedo Vivir Sin Ti (Eagle) TOTAL STATIONS: 10	180/78



ADDED AT... KBNO
Denver, CO
PD: Socorro Rios
MD: Zenon Ferrufino
Jenni Rivera, Chuper Amigos, 26
Los Rieleros Del Norte, Voy A Dejarte, 11

FOR REPORTING STATIONS PLAYLISTS GO TO:
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FOR WEEK ENDING FEBRUARY 15, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
57 regional mexican stations electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2009 Nielsen Business Media, Inc. All rights reserved.

REGIONAL MEXICAN MONITORED REPORTERS

- KJFA/Albuquerque, NM**
PD: Henry Gonzalez
- KLVO/Albuquerque, NM**
PD/MD: Rene Leon
- KRYP/Astoria, OR**
OM: Dave Arthur
PD/MD: Jose Elias Cruz
- WBZY/Atlanta, GA**
OM: Scott Lindy
PD: Raffy Contigo
APD: Aly Young
- KHHL/Austin, TX**
PD: Josh Villa
- KIWI/Bakersfield, CA**
PD/MD: Raul Evangelista
- KMQA/Bakersfield, CA**
OM: Irene Escalante
PD/MD: Yesenia De Luna
APD: Victor Martinez
- KMYX/Bakersfield, CA**
OM: Robert Chavez
PD: Cesar Chavez
- KWEI/Boise, ID**
OM: Steve Ramirez
PD: Melvin Albanez
- WLEY/Chicago, IL**
PD: Jose "Cheque" Gonzalez
- WOJO/Chicago, IL**
OM: Cesar Canales
PD: Rafael Bautista
- KLHB/Corpus Christi, TX**
OM: Clayton Allen
PD/MD: Luis Munoz
- KSAB/Corpus Christi, TX**
OM: Paula Newell
PD/MD: Dan Pena
- KDXX/Dallas, TX**
OM: Andy Lockridge
PD: Jesus Espiricueta
- KESS/Dallas, TX**
PD: Oscar Rios
- KBNO/Denver, CO**
PD: Socorro Rios
- KXPK/Denver, CO**
PD: Napoleon Sanchez
- XHNZ/El Paso, TX**
PD: Francisco Acuirre
- KLBN/Fresno, CA**
PD/MD: Jorae Guillen
- KOND/Fresno, CA**
PD: Juan Fernando
- KLTM/Houston, TX**
PD: Raul Brindis
- KTJM/Houston, TX**
PD/MD: Eddie Leon
- WEDJ/Indianapolis, IN**
PD/MD: Manuel Sepulveda
- KISF/Las Vegas, NV**
PD: Jose Ramon Bravo
- KBUE/Los Angeles, CA**
PD: Pepe Garza
- KLAX/Los Angeles, CA**
OM: Pio Ferro
PD: Juan Carlos Hidalgo
- KWIZ/Los Angeles, CA**
PD: Eddie Leon
- KESO/McAllen, TX**
OM: Romeo Herrera
PD: Mario Facundo
- KGBT/McAllen, TX**
PD: Hugo De La Cruz
- MD: Armando Almazan**
- KKPS/McAllen, TX**
PD: Mando San Roman
- MD: Robert Montalvo**
- KSKD/Merced, CA**
OM: Debbie Gomez
PD: Nelson F. Gomez
- KRAY/Monterey, CA**
PD: Vicente Romero
- WQBU/New York, NY**
PD: Gerardo Lopez
APD: Gabriel Pino
- KTUZ/Oklahoma City, OK**
OM/MD: Kevin Christopher
MD: Gabriel Oceueda
- KXLM/Oxnard, CA**
PD/MD: Salvador Prieto
- KHOT/Phoenix, AZ**
OM/MD: Nelson Oseida
- KXPD/Portland, OR**
OM/MD: Paul Danitz
APD/MD: Nancy Corcuera
- WYMY/Raleigh, NC**
PD: Julie Garza
- KXSB/Riverside, CA**
PD/MD: Salvador Prieto
- KTTA/Sacramento, CA**
PD: Juan Gonzalez
- KDUT/Salt Lake City, UT**
OM: Carlos Martin Valdez
PD: Cesar Valdiosera
- KLEY/San Antonio, TX**
OM/MD: Alfonso Flores
APD/MD: Edgar Monsivais
- KROM/San Antonio, TX**
PD: Rogelio Leal
- KSAH/San Antonio, TX**
OM: Robin Flores
PD: Alfonso Flores
- APD: Minnie Ochoa**
MD: Juan Martinez
- KXTN/San Antonio, TX**
PD: Jon Ramirez
APD: Pete A. Morales III
- KLNV/San Diego, CA**
PD: Antonio Covarrubias
APD: Gabriel Alvarez
- XHTY/San Diego, CA**
PD: Elvis Valle
- XOCL/San Diego, CA**
PD: Marylu Ramos
APD: Gisel Moreno
- KRZZ/San Francisco, CA**
OM: Olga Rosales
PD: Jesse Portillo
- KSOL/San Francisco, CA**
PD/MD: Jose Luis Gonzalez
- KIST/Santa Barbara, CA**
PD: Jose Fierros
- KXTS/Santa Rosa, CA**
OM: Krista Bowker
PD: Alex Ballesteros
- KSTN/Stockton, CA**
PD: Kent Rodriguez
- WLCC/Tampa, FL**
PD: Luis Briceno
- KCMT/Tucson, AZ**
PD/MD: Enrique Mavans
- KYQQ/Wichita, KS**
OM: Beverlee Brannigan
PD: Arnoldo Gonzalez

R&R LATIN POP

POWERED BY **nielsen** BDS



► **DON OMAR** POSTS HIS FIRST CHART ENTRY SINCE 2006, AS "VIRTUAL DIVA" DEBUTS AT NO. 40. THE REGGAETÓN STAR CHARTED SIX TITLES IN 2005-06, WITH "ANGELITO" RISING THE HIGHEST (NO. 10). HIS CURRENT HIT HAS CLIMBED TO NO. 3 ON LATIN RHYTHM AND NO. 11 ON TROPICAL.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	33	LUIS FONSI NO ME DOY POR VENCIDO	NO. 1 (27 WKS) UNIVERSAL MUSIC LATINO	884 -24	7.934 1
2	2	34	ENRIQUE IGLESIAS LLORO POR TI	UNIVERSAL MUSIC LATINO	750 -63	6.056 2
3	3	27	REIK INOLVIDABLE	SONY MUSIC LATIN	733 -7	5.998 3
4	5	6	LA 5A ESTACION QUE TE QUERIA	SONY MUSIC LATIN	717 +73	5.455 5
5	9	4	LUIS FONSI AQUI ESTOY YO	MOST INCREASED PLAYS UNIVERSAL MUSIC LATINO	679 +93	5.637 4
6	4	20	RICARDO ARJONA COMO DUELE	WARNER LATINA	673 -38	4.843 7
7	7	17	LAURA PAUSINI EN CAMBIO NO	WARNER LATINA	639 +27	4.078 14
8	6	16	FANNY LU TU NO ERES PARA MI	UNIVERSAL MUSIC LATINO	614 -27	4.215 12
9	8	13	PLAYA LIMBO ASI FUE	MOST ADDED SONY MUSIC LATIN	585 -25	3.013 22
10	10	21	RKM & KEN-Y TE REGALO AMORES	PINA/MACHETE	573 +20	4.376 9
11	12	40	GLORIA TREVI CINCO MINUTOS	UNIVERSAL MUSIC LATINO	532 0	4.356 10
12	11	47	MANA SI NO TE HUBIERAS IDO	WARNER LATINA	514 -36	5.036 6
13	13	14	KALIMBA SE TE OLVIDO	SONY MUSIC LATIN	506 -7	1.921 35
14	14	6	FRANCO DE VITA CUANDO TUS OJOS ME MIRAN	SONY MUSIC LATIN	479 +46	4.661 8
15	21	14	ALEXANDER ACHA TE AMO	WARNER LATINA	420 +55	2.477 25
16	15	5	CRISTIAN CASTRO NO ME DICAS	UNIVERSAL MUSIC LATINO	402 +9	2.044 31
17	18	5	REIK FUI	SONY MUSIC LATIN	380 +12	1.435 39
18	20	11	AVENTURA POR UN SEGUNDO	PREMIUM LATIN	375 +10	3.135 19
19	23	4	RICARDO ARJONA SIN TI... SIN MI	WARNER LATINA	350 +23	3.443 17
20	22	20	BETO CUEVAS VUELVO	WARNER LATINA	339 -8	0.846 -
21	19	25	FONSECA ARROYITO	EMI TELEVISA	318 -47	3.665 15
22	28	4	TOMMY TORRES IMPARABLE	WARNER LATINA	283 +40	4.269 11
23	24	18	NEGROS EN UN SOLO DIA	PREMIUM LATIN	275 -14	4.179 13
24	25	13	WISIN & YANDEL FEATURING NESTY ME ESTAS TENTANDO	WY/MACHETE	270 +12	1.927 34
25	32	4	PAT-RICH VS. NICOLA FASANO 75, BRAZIL STREET	ULTRA	264 +38	3.558 16
26	27	3	LA OREJA DE VAN GOGH INMORTAL	SONY MUSIC LATIN	262 +17	3.356 18
27	26	19	KANY GARCIA ESTIGMA DE AMOR	SONY MUSIC LATIN	248 0	2.384 26
28	34	11	MAKANO TE AMO	PANAMA/MACHETE	247 +33	1.962 33
29	29	5	FLEX DIME SI TE VAS CON EL	EMI TELEVISA	244 +8	2.150 28
30	33	18	VICTOR & LEO NADA ES NORMAL (NADA NORMAL)	SONY MUSIC LATIN	228 +12	3.095 20
31	35	2	AMAIA MONTERO QUIERO SER	SONY MUSIC LATIN	220 +27	2.076 30
32	31	5	KATY PERRY HOT N COLD	CAPITOL	217 -10	3.086 21
33	30	18	CALLE 13 FEATURING CAFE TACUBA NO HAY NADIE COMO TU	SONY MUSIC LATIN	198 -36	0.792 -
34	36	17	ROSARIO NO DUDARIA	UNIVERSAL MUSIC LATINO	187 -6	2.562 24
35	39	6	LA SECTA ALL-STAR DE JALOS QUE HABLEN	SONY MUSIC LATIN	185 -1	2.179 27
36	37	4	LOS TEMERARIOS LUZ DE LUNA	FDNOVISA	183 -6	1.760 36
37	NEW		TATI AMAME	ROYAL	175 +21	1.300 -
38	NEW		LA MUZA FEATURING ANDRES JIMENEZ EL JIBARO MI BANDERA	LUAR	163 +47	2.655 23
39	NEW		ZORRO VIEJO NO QUEDAN LAGRIMAS	NU	162 +18	1.978 32
40	NEW		DON OMAR VIRTUAL DIVA	VI/MACHETE	156 +25	1.261 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
PLAYA LIMBO Asi Fue (Sony Music Latin) KLOL, XHPX	2
REIK Fui (Sony Music Latin) KXOB, WIAC	2
ALEXANDER ACHA Te Amo (Warner Latina) KAMA, WWVA	2
RICARDO ARJONA Sin Ti... Sin Mi (Warner Latina) KRIO, WIAC	2
FLEX Dime Si Te Vas Con El (EMI Televisa) KXOB, XHPX	2
TAYLOR SWIFT Love Story (Big Machine) WIAC, WVJP	2
AKON Right Now (Na Na Na) (Konvict/Upfront/SRC/Universal Motown) WIAC, WVJP	2
TITO EL BAMBINO El Amor (Siente) KBMG, WVJP	2
PINK Sober (LaFace/JLG) WKAG, WXYX	2
ALEX UBAGO Me Arrepiento (Warner Latina) KBMG, XHPX	2

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
MELINA LEON No Seas Cobarde (Infinity) TOTAL STATIONS: 4	136/0	CALLE 13 Electro Movimiento (Sony Music Latin) TOTAL STATIONS: 4	98/0
HA*ASH Lo Que Yo Se De Ti (Sony Music Latin) TOTAL STATIONS: 6	128/16	RICARDO MONTANER Para Un Poco (EMI Televisa) TOTAL STATIONS: 6	90/34
BETO CUEVAS Habla (Warner Latina) TOTAL STATIONS: 5	114/34	VICENTE FERNANDEZ El Ultimo Beso (Sony Music Latin) TOTAL STATIONS: 4	85/10
YURIDIA En Su Lugar (Sony Music Latin) TOTAL STATIONS: 4	108/33	JASON MRAZ I'm Yours (Atlantic/RRP) TOTAL STATIONS: 4	84/26
BRITNEY SPEARS Circus (Jive/JLG) TOTAL STATIONS: 2	100/34	PAOLO MENEQUZZI Tu Eres Musica (Sony Music Latin) TOTAL STATIONS: 3	80/0

MOST INCREASED PLAYS

+93	LUIS FONSI Aqui Estoy Yo (Universal Music Latino) WIAC +29, KXOB +15, KXXX +10, XLTN +10, KBMG +8, KQKQ +7, WKAG +6, WXYX +6, XAVO +6, XHPX +5
+73	LA 5A ESTACION Que Te Quería (Sony Music Latin) XHPX +22, WKAG +14, WXYX +12, XAVO +11, KTCY +11, WIAC +7, WMGE +7, KBMG +6, XHFG +3, WFID +3
+60	TITO "EL BAMBINO" El Amor (Siente) KBMG +33, WVJP +25, WIAC +1, WXYX +1
+55	ALEXANDER ACHA Te Amo (Warner Latina) WPAT +19, KQKQ +13, WWVA +13, KAMA +10, KTCY +7, XCLX +2, WAMR -2, XHPX +1, XLTN +1, KGSX +1
+47	LA MUZA FEAT. ANDRES JIMENEZ EL JIBARO Mi Bandera (Luar) WIAC +44, WXYX +3

ADDED AT...

KTCY
Dallas, TX
PD: Javier Casanova
La 5a Estacion, Que Te Quería, 12

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FOR WEEK ENDING FEBRUARY 15, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
29 Latin pop, 17 tropical and 11 Latin rhythm stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2009 Nielsen Business Media, Inc. All rights reserved.

TROPICAL & LATIN RHYTHM MONITORED REPORTERS

TROPICAL	WSPK/New York, NY PD: Tony Luna MD: Polito Vega	WPMZ/Providence, RI PD: Dilson Mendez, Jr.	WORC/Worcester, MA OM: Lilly Guzman PD: Andres Perez APD/MD: Sergio Toribio	KLLE/Fresno, CA PD: Al Sanchez MD: Ramona Rivera	KVIB/Phoenix, AZ PD: Bobby Ramos APD: Mark Garcia
WEST/Allentown, PA OM: Jeffrey Maddox PD: Tony Rodriguez APD: Jay Miguel	WNUE/Orlando, FL PD: Rafael Grullon MD: Jose Martinez	WPRM/Puerto Rico PD: Jorge Pabon	LATIN RHYTHM	WTLQ/Ft. Myers, FL PD: Hector Velazquez	WODA/Puerto Rico OM: Jose Nelson PD/MD: Roggie Gallart
WNNW/Boston, MA OM: Kevin Wright PD: Johnny McKenzie	WRUM/Orlando, FL PD: Raymond Torres	WZNT/Puerto Rico PD: Pedro Arroyo	KFZO/Dallas, TX OM: Andy Lockridge APD: Alejandro Covarrubias MD: Jesus Lopez	KXOL/Los Angeles, CA OM: Pio Ferro PD: Jerry Pulles	WVOZ/Puerto Rico PD: Jamie Ortiz MD: Edgar Diaz
WLAT/Hartford, CT PD: Robbie "DJ" Triguero	WEMG/Philadelphia, PA PD: Maria Del Pilar	WYUU/Tampa, FL OM: Mike Culotta PD: George Mier MD: Carlos Jose Peralta	KZZA/Dallas, TX PD: Raquenell Villarreal MD: Juan Tapia	WRTO/Miami, FL OM: Loretta Anaya PD: Waldo Davila	KVVZ/San Francisco, CA PD: Bismarck Espinoza
WXDJ/Miami, FL PD: Pio Ferro MD: "Jammin" Jimmy Caride	WUBA/Philadelphia, PA PD: Milca Madera	WLZL/Washington, DC PD: Aracely Rivera		WCAA/New York, NY OM: Pete Manriquez PD: Tony Santos MD: DJ Kazanova	
	WKKB/Providence, RI PD: DJ Frankie				



► **RICARDO ARJONA** VAULTS 20-13 ON THE TROPICAL CHART WITH "COMO DUELE," THE LEAD TRACK FROM THE GUATEMALAN STAR'S FIRST WARNER LATINA ALBUM, "5TO PISO." THE SET BECAME HIS SECOND NO. 1 ON BILLBOARD'S TOP LATIN ALBUMS CHART IN DECEMBER; "GALERIA CARIBE" REIGNED IN 2000.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	15	AVENTURA POR UN SEGUNDO NO. 1 (7 WKS)	PREMIUM LATIN	390 -20	3.104 1
2	2	23	RKM & KEN-Y TE REGALO AMORES	PINA/MACHETE	301 -6	1.300 13
3	5	6	GILBERTO SANTA ROSA LLEGO EL AMOR	SONY MUSIC LATIN	262 +21	1.787 6
4	3	34	ADOLESCENT'S ORQUESTA EN AQUEL LUGAR	KORTA/UNION	257 -28	1.985 2
5	6	16	WISIN & YANDEL FEATURING NESTY ME ESTAS TENTANDO	WY/MACHETE	246 +10	1.747 7
6	4	19	TITO NIEVES MI ETERNO AMOR SECRETO	MACHETE	226 -22	0.942 18
7	9	22	ENRIQUE IGLESIAS LLORO POR TI	UNIVERSAL MUSIC LATIN	207 -1	0.780 22
8	8	11	GRUPO MANIA MARIALOLA	WW/NEW	203 -13	1.900 3
9	10	12	HECTOR ACOSTA CON QUE OJOS	D.A.M./VENEMUSIC	189 -5	1.819 4
10	7	32	LUIS FONSI NO ME OY POR VENCIDO	UNIVERSAL MUSIC LATIN	88 -41	0.516 33
11	11	14	DON OMAR VIRTUAL DIVA	V/MACHETE	66 -1	1.801 5
12	14	10	JORGE CELEDON & JIMMY ZAMBRANO ESTA VIDA	SONY MUSIC LATIN	56 +1	0.586 30
13	20	13	RICARDO ARJONA COMO DUELE	WARNER LATINA	54 +33	0.537 32
14	12	11	BACHATA HEIGHTZ ME PUEDO MATAR	NU LIFE	54 -9	0.748 24
15	17	4	DOMENIC MARTE ERES ASI	M.P./JVN/J & N	47 +9	0.299 -
16	16	18	JUANES ODI POR AMOR	UNIVERSAL MUSIC LATIN	42 -2	0.504 34
17	22	19	DADDY YANKEE LLAMADO DE EMERGENCIA	EL CARTEL	40 +20	0.546 31
18	13	37	TOBY LOVE LLORAR LLOVIENDO	NORTE/SONY MUSIC LATIN	33 -25	1.200 14
19	15	6	RAFELY ROSARIO ME LIBERE	D.A.M./VENEMUSIC	131 -23	0.937 19
20	19	22	GILBERTO SANTA ROSA PENSANDO EN TI	NORTE/SONY MUSIC LATIN	30 +2	0.419 37
21	27	5	DE LA GHETTO TU TE IMAGINAS	FIGHT KLUB NATION/PREMIUM LATIN	122 +27	0.328 -
22	21	5	OSCAR D'LEON HASTA QUE VUELVAS	SONY MUSIC LATIN	20 0	0.653 27
23	23	14	MAKANO TE AMO	PANAMA/MACHETE	117 +6	1.337 11
24	18	11	N'KLABE AMOR DE AGUA	NU LIFE/MACHETE	103 -25	0.755 23
25	NEW		JERRY RIVERA QUIEN DE LOS DOS MOST INCREASED PLAYS	PLATINUM MELODIES	102 +59	0.147 -
26	26	5	OPTIMO TE OLVIDARE	SONY MUSIC LATIN	96 -1	0.111 -
27	24	14	FANNY LU TU NO ERES PARA MI	UNIVERSAL MUSIC LATIN	96 -6	0.273 -
28	36	3	ELVIS CRESPO ME GUSTA, ME GUSTA	UNIVERSAL MUSIC LATIN	80 +21	0.706 26
29	34	2	LUIS FONSI AQUI ESTOY YO	UNIVERSAL MUSIC LATIN	79 +18	0.127 -
30	28	23	IVY QUEEN DIME	DRAMA/MACHETE	78 -16	1.306 12

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	18	WISIN & YANDEL FEATURING NESTY ME ESTAS TENTANDO NO. 1 (5 WKS)	WY/MACHETE	553 -59	4.928 1
2	5	27	MAKANO TE AMO	PANAMA/MACHETE	453 +35	3.936 4
3	2	15	AVENTURA POR UN SEGUNDO	PREMIUM LATIN	446 -73	4.365 3
4	3	17	DON OMAR VIRTUAL DIVA	V/MACHETE	428 -23	4.657 2
5	4	24	RKM & KEN-Y TE REGALO AMORES	PINA/MACHETE	404 -44	2.745 6
6	6	30	IVY QUEEN DIME	DRAMA/MACHETE	355 +6	2.198 10
7	7	31	LUIS FONSI NO ME OY POR VENCIDO	UNIVERSAL MUSIC LATIN	323 +9	1.426 16
8	11	11	RKM & KEN-Y CUERPO SENSUAL	PINA/MACHETE	310 +74	3.393 5
9	8	10	ARCANGEL POR AMAR A CIEGAS	MAS FLOW/MACHETE	295 +14	2.524 8
10	14	5	PITBULL I KNOW YOU WANT ME (CALLE OCHO)	ULTRA	294 +81	2.695 7
11	13	8	FLEX DIME SI TE VAS CON EL	EMI TELEVISION	248 +32	2.217 9
12	9	23	REIK INOLVIDABLE	NORTE/SONY MUSIC LATIN	244 -14	0.974 24
13	15	13	FANNY LU TU NO ERES PARA MI	UNIVERSAL MUSIC LATIN	219 +9	1.637 12
14	10	12	BABY RASTA & GRINGO TIEMBLA	LOUDES68/EME/UNIVERSAL MUSIC LATIN	194 -46	1.470 15
15	16	27	ENRIQUE IGLESIAS LLORO POR TI	UNIVERSAL MUSIC LATIN	180 -6	0.640 -
16	12	4	CALLE 13 ELECTRO MOVIMIENTO	SONY MUSIC LATIN	180 -40	1.336 17
17	20	4	DE LA GHETTO TU TE IMAGINAS	FIGHT KLUB NATION/PREMIUM LATIN	175 +12	1.821 11
18	18	23	DADDY YANKEE LLAMADO DE EMERGENCIA	EL CARTEL	168 -13	0.987 23
19	17	31	EDDY LOVER LUNA	MACHETE	162 -19	0.740 37
20	19	8	BEYONCE SINGLE LADIES (PUT A RING ON IT)	MUSIC WORLD/COLUMBIA	159 -19	0.877 29
21	22	8	LADY GAGA FEATURING COLBY O'DONIS JUST DANCE	STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	133 -24	1.616 13
22	NEW		TITO "EL BAMBINO" EL AMOR MOST INCREASED PLAYS/MOST ADDED	SIENTE	120 +120	1.549 14
23	27	2	DOMENIC MARTE ERES ASI	M.P./JVN/J & N	118 +12	0.742 36
24	23	5	DADDY YANKEE QUE TENGO QUE HACER	EL CARTEL	116 -15	0.926 26
25	32	5	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL BEAUTIFUL	KONVICT/UPFRONT/SRC/UNIVERSAL MDTOWN	115 +26	1.331 18
26	34	2	PLAYA LIMBO ASI FUE	SONY MUSIC LATIN	114 +35	0.612 -
27	28	2	YOMO SECRETO	BLACK PEARL	108 +6	1.243 19
28	33	4	ILEGALES YA NO ESTOY PA' ESO	PLANET	99 +16	0.409 -
29	25	16	BABY BOY DONDE ESTAS	786/SIENTE	97 -16	0.674 40
30	30	4	LA 5A ESTACION QUE TE QUERIA	SONY MUSIC LATIN	94 -1	0.491 -

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	1	3	LOS FABULOSOS CADILLACS PADRE NUESTRO	NACIONAL
2	3	12	D-MENTE LUZ	RAMHAUS RECORDS/V&J
3	2	6	CALLE 13 FEAT. CAFE TACUBA NO HAY NADIE COMO TU	SONY MUSIC LATIN
4	5	4	MENORES MUERE LA ILUSION	D.P.
5	4	18	PLASTILINA MOSH PERVERT POP SONG	NACIONAL
6	12	7	ALLISON ALGO QUE DECIR	SONY MUSIC LATIN
7	9	24	JAGUARES ENTRE TUS JARDINES	EMI TELEVISION
8	8	12	AUDITIVO SINCERA	PISTOLERO
9	6	14	BETO CUEVAS VUELVO	WARNER LATINA
10	13	14	GONZALO YANEZ DISPARA	NACIONAL
11	10	7	KINKY AVION	NETTWERK
12	11	5	JUANES ODI POR AMOR	UNIVERSAL MUSIC LATIN
13	7	15	KINKY HASTA QUE MARNOS	NETWORK
14	14	20	ATERCIOPELADOS RIO	NACIONAL
15	15	12	CAFE TACUBA VAMONOS	UNIVERSAL MUSIC LATIN
16	NEW		ATERCIOPELAOS BANDERA	NACIONAL
17	18	3	MORRISSEY I'M THROWING MY ARMS AROUND PARIS	AT TACK/LOST HIGHWAY
18	16	6	ZOE REPTILECTRIC	CAPITOL
19	NEW		PRIMA TE VAS	NOT LISTED
20	NEW		EL ULTIMO DE LA FILA QUERIDA MILAGROS	PDI

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	1	13	AVENTURA POR UN SEGUNDO	PREMIUM LATIN
2	2	10	BABY RASTA Y GRINGO TIEMBLA	LOUDES68/EME/UNIVERSAL LATIN
3	3	10	PENA SUAZO Y LA BANO GORDA ELLA TIENE UNA COSA QUE AMARRA	M.P./JVN/J&N
4	4	6	FANNY LU TU NO ERES PARA MI	UNIVERSAL MUSIC LATIN
5	5	13	WISIN & YANDEL FEAT. NESTY ME ESTAS TENTANDO	WY/MACHETE
6	6	11	BRENDALY RITMO LATINO	SOUTHERN PEARL
7	11	4	MAKANO TE AMO	MACHETE
8	9	5	NANDA MY BIZ	A4 PRODUCTIONS
9	8	14	XTREME THROUGH THAT WINDOW (ENAMORADO ESTOY)	MACHETE
10	7	12	DANIEL MONCION CULPABLE	M.P./JVN/J&N
11	15	3	GRUPO RUSH JASMINE	M.P./JVN/J&N
12	14	19	CHARLIE CRUZ SIGO TRATANDO	SONY MUSIC LATIN
13	13	23	OSCAR D'LEON NI FRIO NI CALOR	SONY MUSIC LATIN
14	12	17	TITO NIEVES MI ETERNO AMOR SECRETO	MACHETE
15	10	25	EDDY LOVER LUNA	MACHETE
16	NEW		TITO ROJAS NO ME ABANDONES	M.P./JVN/J&N
17	20	20	ANAYKA NADIE SE MUERE POR UN AMOR	PROMOTION
18	RE-ENTRY		OLGA TANON FUEGO EN VIVO	UNIVERSAL MUSIC LATIN
19	17	3	KEVIN CEBALLO POR ESO TE QUIERO	M.P./JVN/J&N
20	NEW		DE LA GHETTO TU TE IMAGINAS	FIGHT KLUB NATION/PREMIUM LATIN

OPPORTUNITIES

EAST

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Motivated by media. Outstanding personality, self-sufficient and ready to work at your station. Proficient communication and production skills. kjaysemail@yahoo.com; 817-204-4339

Notable production ability. Extremely dedicated. Creative, with good show prep/people skills. Catches on quickly. Industrious. BMI songwriter/composer. Kevin Hardy 817-412-4343.

A fresh voice cementing new media strategies and convinced the time for upward curve is sustainable. Thalya 469-765-6537; Bwill068@yahoo.com.

Loyal, dedicated, committed talent seeking on-air, copywriting, or board-operation positions. Conversational voice, quick wit. Willing to relocate. Call Justin 817-444-5317.

Extensive PA/sports experience. Notable show preparation/research skills. Excellent professional delivery, able to communicate and relate to audience. Chris 817-528-5524; awright005@tx.rr.com.

Motivated Air Personality with a Passion for the Lord!! Seeking air shift or production positions available. Troy abstroy1726@hotmail.com, (541) 258-5278.

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CHR/TOP 40

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	3	15	TAYLOR SWIFT LOVE STORY	NO. 1 (1 WK)	11 ² ☆	BIG MACHINE/UNIVERSAL REPUBLIC
2	16	1	LADY GAGA FEATURING COLBY O'DONIS JUST DANCE		11 ² ☆	STREAMLINE/KONLIVE/CHERRY TREE/INTERSCOPE
3	4	10	BRITNEY SPEARS CIRCUS		☆	JIVE/JLG
4	13	1	BEYONCE SINGLE LADIES (PUT A RING ON IT)		11 ²	MUSIC WORLD/COLUMBIA
5	7	13	THE ALL-AMERICAN REJECTS GIVES YOU HELL		☆	DOGHOUSE/DC/INTERSCOPE
6	6	11	PINK SOBER		☆	LAFACE/JLG
7	5	11	KANYE WEST HEARTLESS		11	ROC-A-FELLA/DEF JAM/IDJMG
8	9	5	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU		☆	RCA/RMG
9	11	10	THE FRAY YOU FOUND ME		☆	EPIC
10	8	18	T.I. FEATURING RIHANNA LIVE YOUR LIFE		11 ³ ☆	DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC

NO. 1 MOST ADDED

MILEY CYRUS The Climb (WALT DISNEY/HOLLYWOOD)

NO. 1 MOST INCREASED PLAYS

T.I. FEAT. JUSTIN TIMBERLAKE Dead And Gone (GRAND HUSTLE/ATLANTIC)

TOP 5 NEW AND ACTIVE

KERI HILSON FEAT. LIL WAYNE Turnin Me On (MOSLEY/ZONE 4/INTERSCOPE)

SHINEDOWN Second Chance (ATLANTIC)

MILEY CYRUS The Climb (WALT DISNEY/HOLLYWOOD)

WE THE KINGS Secret Valentine (S-CURVE)

BRITNEY SPEARS If U Seek Amy (JIVE/JLG)

COMPLETE CHR/TOP 40 CHART ON PAGE 30

RHYTHMIC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	15	KANYE WEST HEARTLESS	NO. 1 (5 WKS)	11 ☆	ROC-A-FELLA/DEF JAM/IDJMG
2	10	2	T.I. FEATURING JUSTIN TIMBERLAKE DEAD AND GONE		☆	GRAND HUSTLE/ATLANTIC
3	13	1	NE-YO MAD		☆	DEF JAM/IDJMG
4	19	3	LADY GAGA FEATURING COLBY O'DONIS JUST DANCE		11 ²	STREAMLINE/KONLIVE/CHERRY TREE/INTERSCOPE
5	7	7	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL BEAUTIFUL		☆	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN
6	6	8	EMINEM, DR. DRE & 50 CENT CRACK A BOTTLE		11 ² ☆	SHADY/AFTERMATH/INTERSCOPE
7	5	18	BEYONCE SINGLE LADIES (PUT A RING ON IT)		11 ² ☆	MUSIC WORLD/COLUMBIA
8	9	10	KERI HILSON FEATURING LIL WAYNE TURNIN ME ON		☆	MOSLEY/ZONE 4/INTERSCOPE
9	6	21	T.I. FEATURING RIHANNA LIVE YOUR LIFE		11 ³ ☆	DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC
10	15	4	FLO RIDA RIGHT ROUND		☆	POE BOY/ATLANTIC

NO. 1 MOST ADDED

FAT JOE FEAT. AKON One (TERROR SQUAD/CAPITOL)

NO. 1 MOST INCREASED PLAYS

SOULJA BOY TELL 'EM FEAT. SAMMIE Kiss Me Thru The Phone (COLLIPARK/INTERSCOPE)

TOP 5 NEW AND ACTIVE

CIARA FEAT. YOUNG JEEZY Never Ever (LAFACE/JLG)

DJ FELLI FEL FEAT. T-PAIN, FLO RIDA & PITBULL Feel It (SO SO DEF/IDJMG)

LIL WAYNE Prom Queen (CASH MONEY/UNIVERSAL MOTOWN)

PLIES FEAT. ASHANTI Want It, Need It (BIG GATES/SLIP-N-SLIDE/ATLANTIC)

J. HOLIDAY It's Yours (MUSIC LINE/CAPITOL)

COMPLETE RHYTHMIC CHART ON PAGE 33

URBAN

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	10	KERI HILSON FEAT. LIL WAYNE TURNIN ME ON	NO. 1 (1 WK)	☆	MOSLEY/ZONE 4/INTERSCOPE
2	1	9	BEYONCE DIVA		☆	MUSIC WORLD/COLUMBIA
3	4	10	THE-DREAM ROCKIN THAT THANG		☆	RADIO KILLA/DEF JAM/IDJMG
4	6	5	JAMIE FOXX FEAT. T-PAIN BLAME IT	MOST INCREASED PLAYS	☆	J/RMG
5	3	14	KANYE WEST HEARTLESS		11 ☆	ROC-A-FELLA/DEF JAM/IDJMG
6	5	13	NE-YO FEATURING JAMIE FOXX & FABOLOUS SHE GOT HER OWN		☆	DEF JAM/IDJMG
7	11	17	BOBBY VALENTINO FEATURING YUNG JOC BEEP		☆	BLU KOLLA DREAMS/CAPITOL
8	9	14	JAMIE FOXX FEATURING T.I. JUST LIKE ME		☆	J/RMG
9	7	17	JIM JONES & RON BROWZ FEAT. JUELZ SANTANA POP CHAMPAGNE		☆	ETHER BOY/UNIVERSAL MOTOWN/COLUMBIA/E1
10	13	10	KEYSHIA COLE YOU COMPLETE ME		☆	IMANI/GEFFEN/INTERSCOPE

NO. 1 MOST ADDED

50 CENT I Get It In (SHADY/AFTERMATH/INTERSCOPE)

NO. 1 MOST INCREASED PLAYS

JAMIE FOXX FEAT. T-PAIN Blame It (J/RMG)

TOP 5 NEW AND ACTIVE

EMINEM, DR. DRE & 50 CENT Crack A Bottle (SHADY/AFTERMATH/INTERSCOPE)

RICHGIRL FEAT. BUN B 24's (RICHCRAFT/JIVE/JLG)

JADAKISS FEAT. AYANNA IRISH Can't Stop Me (DEF JAM/IDJMG)

DRAMA FEAT. AKON, SNOOP DOOG & T.I. Day Dreaming (GRAND HUSTLE/ATLANTIC)

RIHANNA FEAT. CHRIS BROWN Bad Girl (NOT LISTED)

COMPLETE URBAN CHART ON PAGE 35

URBAN AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	20	MUSIQ SOULCHILD FEAT. MARY J. BLIGE IF U LEAVE	NO. 1 (7 WKS)	☆	ATLANTIC
2	2	26	USHER HERE I STAND		☆	LAFACE/JLG
3	4	23	AVANT WHEN IT HURTS		☆	CAPITOL
4	3	22	ROBIN THICKE THE SWEETEST LOVE		☆	STAR TRAK/INTERSCOPE
5	5	18	CHARLIE WILSON THERE GOES MY BABY		☆	JIVE/JLG
6	6	23	ANTHONY HAMILTON FEATURING DAVID BANNER COOL		☆	MISTER'S MUSIC/SO SO DEF/JLG
7	7	36	JENNIFER HUDSON SPOTLIGHT		11	ARISTA/RMG
8	8	31	MINT CONDITION NOTHING LEFT TO SAY		☆	CAGED BIRD/IMACE
9	17	12	INDIA, ARIE FEAT. MUSIQ SOULCHILD CHOCOLATE HIGH	MOST INCREASED PLAYS	☆	UNIVERSAL REPUBLIC
10	40	1	KEYSHIA COLE HEAVEN SENT		11	IMANI/GEFFEN/INTERSCOPE

NO. 1 MOST ADDED

RAPHAEL SAADIQ FEAT. STEVIE WONDER & C.J. HILTON Never Give You Up (COLUMBIA)

NO. 1 MOST INCREASED PLAYS

INDIA, ARIE FEAT. MUSIQ SOULCHILD Chocolate High (UNIVERSAL REPUBLIC)

TOP 5 NEW AND ACTIVE

LEE CARR Breathe (3RD STREET/JIVE/JLG)

TONEX Blend (JIVE/BATTERY)

HEZEKIAH WALKER & LFC Souled Out (VERITY/JLG)

BONEY JAMES INTRODUCING QUINN Don't Let Me Be Lonely Tonight (CONCORD/CMG)

NE-YO Mad (DEF JAM/IDJMG)

COMPLETE URBAN AC CHART ON PAGE 36

COUNTRY

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	17	KENNY CHESNEY WITH MAC MCANALLY DOWN THE ROAD	NO. 1 (1 WK)	☆	BLUE CHAIR/BNA
2	4	17	TOBY KEITH GOD LOVE HER		☆	SHOW DOG NASHVILLE
3	3	15	KEITH URBAN SWEET THING		☆	CAPITOL NASHVILLE
4	1	22	DIERKS BENTLEY FEEL THAT FIRE		11 ☆	CAPITOL NASHVILLE
5	6	19	BROOKS & DUNN FEATURING REBA MCENTIRE COWGIRLS DON'T CRY		☆	ARISTA NASHVILLE
6	5	28	BLAKE SHELTON SHE WOULDN'T BE GONE		11 ☆	WARNER BROS./WRN
7	9	15	GEORGE STRAIT RIVER OF LOVE		☆	MCA NASHVILLE
8	8	18	DARIUS RUCKER IT WON'T BE LIKE THIS FOR LONG		☆	CAPITOL NASHVILLE
9	10	12	TAYLOR SWIFT WHITE HORSE		☆	BIG MACHINE
10	12	27	JAKE OWEN DON'T THINK I CAN'T LOVE YOU		☆	RCA

NO. 1 MOST ADDED

SUGARLAND It Happens (MERCURY)

NO. 1 MOST INCREASED AUDIENCE

JOHN RICH Shuttin' Detroit Down (WARNER BROS./WRN)

TOP 5 NEW AND ACTIVE

BLAKE SHELTON I'll Just Hold On (WARNER BROS./WRN)

DAVID NAIL Red Light (MCA NASHVILLE)

BILLY RAY CYRUS Back To Tennessee (WALT DISNEY/LYRIC STREET)

PAT GREEN What I'm For (BNA)

HOLLY WILLIAMS Keep The Change (MERCURY)

COMPLETE COUNTRY CHART ON PAGE 44

AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	28	JASON MRAZ I'M YOURS	NO. 1 (3 WKS)	11 ³ ☆	ATLANTIC/RRP
2	2	31	COLDPLAY VIVA LA VIDA		11 ³ ☆	CAPITOL
3	3	39	DAVID COOK THE TIME OF MY LIFE		11 ☆	19/RCA/RMG
4	4	35	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE		11 ³ ☆	PHONOCENIC/EPIC
5	5	17	TAYLOR SWIFT LOVE STORY	MOST INCREASED PLAYS	11 ² ☆	BIG MACHINE/UNIVERSAL REPUBLIC
6	6	27	DAVID ARCHULETA CRUSH		11	19/JIVE/JLG
7	8	18	LEONA LEWIS BETTER IN TIME	MOST ADDED	11 ² ☆	SYCO/J/RMG
8	9	22	DAUGHTRY WHAT ABOUT NOW		11 ☆	RCA/RMG
9	7	45	LEONA LEWIS BLEEDING LOVE		11 ⁵	SYCO/J/RMG
10	10	51	DAUGHTRY FEELS LIKE TONIGHT		11 ²	RCA/RMG

NO. 1 MOST ADDED

LEONA LEWIS Better In Time (SYCO/J/RMG)

NO. 1 MOST INCREASED PLAYS

TAYLOR SWIFT Love Story (BIG MACHINE/UNIVERSAL REPUBLIC)

TOP 5 NEW AND ACTIVE

MELINDA DOOLITTLE It's Your Love (HI FI)

KELLY CLARKSON My Life Would Suck Without You (RCA/RMG)

JASON MRAZ & COLBIE CAILLAT Lucky (ATLANTIC/RRP)

BEYONCE Single Ladies (Put A Ring On It) (MUSIC WORLD/COLUMBIA)

DAVID ARCHULETA A Little Tap Not Over You (19/JIVE/JLG)

COMPLETE AC CHART ON PAGE 49

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	2	12	THE FRAY YOU FOUND ME	NO. 1 (1 WK) ☆ EPIC
2	1	20	NICKELBACK GOTTA BE SOMEBODY	ROADRUNNER/RRP
3	3	21	KATY PERRY HOT N COLD	11 ² ☆ CAPITOL
4	4	18	DAVID COOK LIGHT ON	19/RCA/RMG ☆
5	13		TAYLOR SWIFT LOVE STORY	BIG MACHINE/UNIVERSAL REPUBLIC 11 ²
6	6	47	JASON MRAZ I'M YOURS	ATLANTIC/RRP 11 ³ ☆
7	8	5	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU	RCA/RMG ☆
8	7	34	O.A.R. SHATTERED (TURN THE CAR AROUND)	EVERFINE/ATLANTIC/RRP 11 ☆
9	9		PINK SOBER	LAFACE/JLG ☆
10	9	26	PINK SO WHAT	LAFACE/JLG 11 ³ ☆

SMOOTH JAZZ				
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL
1	1	25	EUGE GROOVE RELIGIFY	NO. 1 (7 WKS) NARADA JAZZ/CAPITOL
2	2	25	MICHAEL LINGTON YOU AND I	NUGROOVE
3	4	7	BONEY JAMES STOP, LOOK, LISTEN (TO YOUR HEART)	CONCORD/CMG
4	3	33	WARREN HILL LA DOLCE VITA	EVOLUTION/EI
5	5	32	TIM BOWMAN SWEET SUNDAYS	TRIPPIN' N' RHYTHM
6	6	32	NAJEE OUT OF A DREAM	HEADS UP
7	9	17	OLI SILK CHILL OR BE CHILLED	TRIPPIN' N' RHYTHM
8	8	11	SEAL A CHANGE IS GONNA COME	143/WARNER BROS.
9	10	25	FOURPLAY FORTUNE TELLER	HEADS UP
10	12	26	WAYNE BRADY ORDINARY	PEAK/CMG

ALTERNATIVE				
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	2	22	SHINEDOWN SECOND CHANCE	NO. 1 (2 WKS) ☆ ATLANTIC
2	1	18	INCUBUS LOVE HURTS	IMMORTAL/EPIC ☆
3	3	26	KINGS OF LEON SEX ON FIRE	RCA/RMG ☆
4	4	22	SEETHER BREAKDOWN	WIND-UP
5	5	4	U2 GET ON YOUR BOOTS	ISLAND/INTERSCOPE
6	6	28	THE AIRBORNE TOXIC EVENT SOMETIME AROUND MIDNIGHT	MAJORDOMO/SHOUT! FACTORY ☆
7	11	11	THE OFFSPRING KRISTY, ARE YOU DOING OK?	COLUMBIA ☆
8	7	19	PARAMORE DECODE	FUELED BY RAMEN/HOP SHOP/RRP ☆
9	12	10	THE KILLERS SPACEMAN	ISLAND/IDJMG ☆
10	14	5	PAPA ROACH LIFELINE	MOST INCREASED PLAYS EL TONAL/DCC/INTERSCOPE

NO. 1 MOST ADDED

KATY PERRY Thinking Of You (CAPITOL)

NO. 1 MOST INCREASED PLAYS

THE ALL-AMERICAN REJECTS Gives You Hell (DOGHOUSE/DCC/INTERSCOPE)

TOP 5 NEW AND ACTIVE

THE PUSSYCAT DOLLS I Hate This Part (INTERSCOPE)

O.A.R. This Town (EVERFINE/ATLANTIC/RRP)

ERIN MCCARLEY Love, Save The Empty (UNIVERSAL REPUBLIC)

LEONA LEWIS I Will Be (SYCO/J/RMG)

NICK LACHEY Patience (JIVE/JLG)

COMPLETE HOT AC CHART ON PAGE 50

NO. 1 MOST ADDED

SEAL A Change Is Gonna Come (WARNER BROS.)

NO. 1 MOST INCREASED PLAYS

THE RIPPINGTONS Paris Groove (PEAK/CMG)

TOP 5 NEW AND ACTIVE

BLAKE AARON Will It Go Round In Circles (INNERVISION)

ERIC ESSIX Shuttlesworth Drive (EDCLECTIC/ESSENTIAL)

JAMES TAYLOR It's Growing (HEAR/CMG)

PAUL HARDCASTLE Revival (TRIPPIN' N' RHYTHM)

FUNKEE BOY Body Music (FUNKEE BOY)

COMPLETE SMOOTH JAZZ CHART ON PAGE 53

NO. 1 MOST ADDED

PEARL JAM Brother (EPIC)

NO. 1 MOST INCREASED PLAYS

PAPA ROACH Lifeline (EL TONAL/DCC/INTERSCOPE)

TOP 5 NEW AND ACTIVE

THE FRAY You Found Me (EPIC)

K'NAAN FEAT. KIRK HAMMETT If Rap Gets Jealous (A&M/OCTONE/INTERSCOPE)

POP EVIL 100 In A 55 (PAZZO/JARD STAR)

THE ASTEROIDS GALAXY TOUR Around The Bend (SMALL GIANTS)

3 DOORS DOWN Citizen/Soldier (UNIVERSAL REPUBLIC)

COMPLETE ALTERNATIVE CHART ON PAGE 55

ACTIVE ROCK				
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL
1	1	21	MUDVAYNE DO WHAT YOU DO	NO. 1 (4 WKS) EPIC
2	2	24	SHINEDOWN SECOND CHANCE	ATLANTIC
3	3	14	NICKELBACK SOMETHING IN YOUR MOUTH	ROADRUNNER/RRP
4	4	26	SEETHER BREAKDOWN	WIND-UP
5	7	17	SLIPKNOT DEAD MEMORIES	ROADRUNNER/RRP
6	8	12	METALLICA CYANIDE	WARNER BROS.
7	5	26	DISTURBED INDESTRUCTIBLE	REPRISE
8	10	12	THEORY OF A DEADMAN HATE MY LIFE	604/ROADRUNNER/RRP
9	11	22	AVENGED SEVENFOLD SCREAM	HOPELESS/WARNER BROS.
10	6	25	SAVING ABEL 18 DAYS	SKIDD/CO/VIRGIN/CAPITOL

ROCK				
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL
1	1	23	SHINEDOWN SECOND CHANCE	NO. 1 (6 WKS) ATLANTIC
2	2	14	NICKELBACK SOMETHING IN YOUR MOUTH	ROADRUNNER/RRP
3	3	29	APOCALYPTICA FEATURING ADAM GONTIER I DON'T CARE	20-20/JIVE/JLG 11
4	8	8	AC/DC BIG JACK	MOST INCREASED PLAYS COLUMBIA
5	5	21	SEETHER BREAKDOWN	WIND-UP
6	7	20	METALLICA CYANIDE	WARNER BROS.
7	4	22	SAVING ABEL 18 DAYS	SKIDD/CO/VIRGIN/CAPITOL
8	6	23	DISTURBED INDESTRUCTIBLE	REPRISE
9	11	11	THEORY OF A DEADMAN HATE MY LIFE	604/ROADRUNNER/RRP
10	9	38	THEORY OF A DEADMAN BAD GIRLFRIEND	604/ROADRUNNER/RRP 11

TRIPLE A				
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL
1	1	4	U2 GET ON YOUR BOOTS	NO. 1 (4 WKS) ISLAND/INTERSCOPE
2	2	13	THE FRAY YOU FOUND ME	EPIC
3	3	13	SNOW PATROL CRACK THE SHUTTERS	POLYDOR/FICTION/GEFFEN/INTERSCOPE
4	4	12	BRUCE SPRINGSTEEN WORKING ON A DREAM	COLUMBIA
5	8	10	COLDPLAY LOVERS IN JAPAN	CAPITOL
6	7	19	JAMES MORRISON NOTHING EVER HURT LIKE YOU	POLYDOR/INTERSCOPE
7	5	25	RAY LAMONTAGNE YOU ARE THE BEST THING	RCA/RED
8	12	7	PRETENDERS LOVE'S A MYSTERY	SHANGRI-LA
9	11	12	ADELE RIGHT AS RAIN	XL/COLUMBIA
10	6	31	ERIC HUTCHINSON ROCK & ROLL	LET'S BREAK/WARNER BROS.

NO. 1 MOST ADDED

PEARL JAM Brother (EPIC)

NO. 1 MOST INCREASED PLAYS

DISTURBED The Night (REPRISE)

TOP 5 NEW AND ACTIVE

DOPE Addiction (E1)

LAST VEGAS I'm Bad (ELEVEN SEVEN)

LAMB OF GOD Set To Fail (EPIC)

AGE OF DAZE Afflicted (HIGHER GROUND)

MY CHEMICAL ROMANCE Desolation Row (WARNER SUNSET/REPRISE)

COMPLETE ACTIVE ROCK CHART ON PAGE 56

NO. 1 MOST ADDED

PAPA ROACH Lifeline (EL TONAL/DCC/INTERSCOPE)

NO. 1 MOST INCREASED PLAYS

AC/DC Big Jack (COLUMBIA)

TOP 5 NEW AND ACTIVE

DROWNING POOL 37 Stitches (ELEVEN SEVEN)

ARANDA Still In The Dark (ASTONISH)

MY CHEMICAL ROMANCE Desolation Row (WARNER SUNSET/REPRISE)

DISTURBED The Night (REPRISE)

PAPA ROACH Hollywood Whore (EL TONAL/DCC/INTERSCOPE)

COMPLETE ROCK CHART ON PAGE 57

NO. 1 MOST ADDED

CHRIS ISAAK We Let Her Down (REPRISE)

NO. 1 MOST INCREASED PLAYS

CHRIS ISAAK We Let Her Down (REPRISE)

TOP 5 NEW AND ACTIVE

BEN HARPER & RELENTLESS7 Shimmer And Shine (VIRGIN/CAPITOL)

RAY LAMONTAGNE Let It Be Me (RCA/RED)

AMY MACDONALD This Is The Life (MERCURY/DECCA)

LILY ALLEN The Fear (CAPITOL)

SAM ROBERTS Them Kids (ZOE/ROUNDER)

COMPLETE TRIPLE A CHART ON PAGE 60

Mark Ramsey

Consultant offers his view on radio in five to 10 years



Cyndee Maxwell
CMaxwell@RadioandRecords.com

mark Ramsey is president of Radio Intelligence US, the American division of an international radio consultancy. He has 26 years of strategy and research experience across all market sizes, has authored two books (“Fresh Air: Marketing Gurus on Radio” and his newest, “Making Waves: Radio on the Verge”) and runs the hear2.0 blog.

How did you get into radio?

In college we had a very well-known student-run commercial station that attracted a lot of future media people. This was at Cornell in Ithaca, N.Y. Those were the days that you could work at a radio station in a town like that and everybody knew you because you went to school and all the students listened to you. It indicated how powerful radio could be when done right, done well and done with passion—because obviously none of these people were paid. In graduate school I had a friend who was into radio more than I was by far, and we were in a marketing research course. He suggested we do a project for a radio station. So we went to the local station, pitched them a project, and it was drawn off of nothing and somehow they saw fit to pay almost nothing. That was my first research project. But my interest is in the value and impact of radio in terms of its entertainment possibilities that’s more than just background. Done at its best it’s an attraction, not Muzak. That’s why I’m in it.

You’re known as a media thinker, futurist and strategic researcher. How do you translate such lofty descriptions into day-to-day practical advice for the rest of us?

What I do is not all that impractical. What I do is consultation and audience research for radio and other media from a strategic standpoint. The process is really very simple; it amounts to intuiting opportunities and devising strategies to exploit them that leverage the inherent strengths of the company that I provide the service for.

If there was one thing you could change globally about how broadcasters generally operate, what would it be?

‘The way to create content is the way the TV networks do it: Somebody takes a chance and they pump it out over the network to a thousand affiliates. Give the distribution before it gets the no. The audience owns the no, not the gatekeepers.’ —Mark Ramsey

[That] they would recognize the distinction between shrinking and restructuring. Recognize that who and how you allocate people is every bit as important as cutting costs in the short run. There’s never been a business that’s expense-cut its way to prosperity, and radio will not change that. As I said in my book, “Making Waves: Radio on the Verge,” an iPod never got you home in traffic. Satellite radio isn’t there for you in a crisis. Internet radio won’t keep you company on your way to work. There’s a laundry list of special advantages that are unique to radio, even amid all these competitors.

What are the things broadcasters are doing right, and where should they redouble their efforts?

Recognizing that radio is not just what comes out of the speakers is right. Recognizing that in the future nontraditional revenue is actually going to be the new traditional revenue, potentially replacing the old traditional revenue. Recognizing that the radio station is primarily a loud speaker that can send our audiences wherever they want to go, not necessarily where we want them to go. If we’re able to monetize and control those destinations, if we’re able to satisfy listener needs, then I see no reason why we should have anything other than a stellar future. Some broadcasters realize that.

What are radio’s greatest opportunities?

Understanding that the unit of measure for radio in the future is not the rating point, it’s the listener. The more we know about each individual listener and the more we can satisfy each one, the better off we’ll be. Ironically it’s the small markets that sell direct that are actually ahead of the game. Those small markets have face-to-face interaction with clients, are held to a higher level of accountability, their clients understand that it’s less important how many ears listen to you than how many people buy. That understanding has to percolate throughout the industry in larger markets. It’s going to be a lot less about what happens over the air, a lot less about agency buys and a lot more about proof and igniting our listeners one at a time.

President of Radio Intelligence US

What are your thoughts about radio formats as they exist today, particularly the music formats?

I could easily see a future where music formats diminish and nonmusic formats rise. The period we’re in right now is every bit as dramatic and transformational as when television appeared and radio had to reconsider what it was good at and what it could provide that no one else could. I don’t see enough people asking how the world is changing and how radio must change to meet that world.

Why are we so thin on nonmusic offerings?

Fast forward five or 10 years, and you’re going to see a lot more Spanish programming and nonmusic programming. This is completely at odds in many cases with what PPM indicates, which is that if you’re a music station, cut out everything but the songs. But where ratings are diminishing in importance and in a world where a music mix becomes a commodity, clearly the advantage is going to shift toward stations that have compelling nonmusic programming. Somebody needs to have the vision, to look at the talent right in front of our faces. Go to the podcasting section of iTunes and you’ll see hundreds if not thousands of podcasts, many of which pull in more listeners every week than your on-air talent and none of which have a radio deal.

Is the next tier of talent going to have to pop up one market at a time, subjected to no after no after no after no in every market? There’s no distribution of content because there are a million ways to say no. The way to create content is the way the TV networks do it: Somebody takes a chance and they pump it out over the network to a thousand affiliates. Give the distribution before it gets the no. The audience owns the no, not the gatekeepers.

Describe the perfect air talent.

The perfect air talent is the one we don’t recognize as the perfect air talent until that air talent demonstrates perfection. There are too many people providing too many opinions about the talent and not allowing the audience to provide theirs. If we were so smart, then we would understand that when [popular podcast “Keith and the Girl”] gets a million downloads in a month, there is something to that.

What are you into other than radio?

I’m a board member of the Broadcast Film Critics Assn., so at any given point in time the choice is between sharing a radio station with a broadcaster or sharing an award ceremony with Angelina Jolie. It’s a tough choice indeed. Just don’t ask me who I’m wearing.

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