PODCASTING FOR FUN AND PROFIT



Podcasting Is A Mature Audio Footprint For Broadcasters—But Noncomms Hold The Lion's Share p.6

THE SPIN

Who You Calling Hootie? Darius Rucker Is The First Male To Send First Two Country Chart Entries To The Summit In 15 Years _{P.17}





THE PPM: Beyond The Rhetoric: Straight Talk About Ratings p.10

URBAN AC SPECIAL: Jive Creates Winning Promotion Strategy PLUS: Philly's New Sound For Format's Future pp.22-25

JINGLE BULL: No Long-Term Lift From Christmas Music p.8

PROFILE: Sylvia Strobel's Executive Acronyms: PPTN & AWRT p.42

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Montel Joins Air America

After 17 years hosting his own TV talk show, Montel Williams leaps to radio, introducing a syndicated show in conjunction with Air America Media. "Montel Across Arnerica" is set to



debut April 6 from 9 a.m. to noon ET. Williams' background as a graduate of the U.S. Naval Academy who completed 12 years of service, retiring at the rank of lieutenant commander, should bring a unique perspective to the progressive network. The network plans to develop a new program with longtime host Lionel, who currently airs in the time slot.—*Mike Stern*

For CBS, 'Now' Is The Time

At 5 p.m. March 11, CBS Radio debuted its East Coast CHR/top 40 companion bookend to Los Angeles' Amp Radio, when WXRK/New York flushed its "K-Rock" persona and became "92.3 Now FM." Any doubts that Now FM had Clear Channel's CHR/top 40 powerhouse WHTZ (Z100) in its sights were shattered by an opening promo: "Z100 was born in 1983. CDs weren't in stores yet and Ronald Reagan was president. Elvis Duran was playing songs like 'Hey Mickey' and 'Eye of the Tiger.' Z100, you've had the game to yourself for almost 30 years, but that was then." Now FM is overseen by a brain trust that includes CBS Radio VP of CHR programming Dom Theodore and senior VP of programming Greg Strassell. The station has debuted two personalities: midday talent Lisa Paige from WIOQ/Philadelphia and afternoon jock Tic Tak, who worked for Theodore at WKQI/Detroit.—Kevin Carter

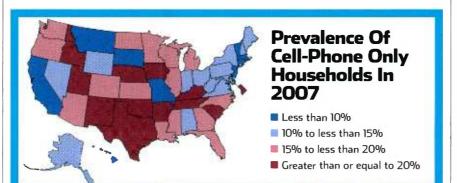
McHugh Joins Cox/Atlanta

Jeff McHugh is installed as the new OM of Cox AC WSB-FM (B98.5) and classic hits WSRV (97.1 the River)/Atlanta. McHugh, known for programming Entercom hot AC KRSK (105.1 the Buzz)/Portland, Ore., and 15 years at WKZL/Greensboro, most recently spent time at KOIN-TV in Portland, Ore. "I can't imagine a better place for me in the industry than Cox Radio," he says. McHugh plugs the gap created when Chris Miller exited in September; Miller was recently named PD of WMVX and WGAR/Cleveland.—*Keith Berma*n

R&R Talk Radio Seminar '09: All About Content

The stars and decision-makers of American talk radio converged on Marina del Rey, Calif., for a three-day fest to dissect the format's issues and get a bearing on where the format is heading. The 14th R&R Talk Radio Seminar kicked off March 12 with an edgy opening when Alex Nogales of the National Hispanic Media Coalition lashed out at Talk Radio Network founder/CEO Mark Masters, accusing him of not controlling "hate speech" and "dangerous" on-air remarks made against Hispanics by his stable of talkers, including host Michael Savage. Masters charged Nogales to build a Hispanic-focused talk network. Balance was also the key word the following day as Reps. Mike Pence, R-Ind., and Greg Walden, R-Oie, both former broadcasters, argued fervently against the return of the Fairness Doctrine. Joined by Radio America Talk host Roger Hedgecock and conservative programmer Brian Jennings, the foursome tried in vain to get Dial Global hosts Thom Hartmann and Stephanie Miller, along with Media Syndication Services' Paul Woodhull, to publicly announce their support for return of the measure. But all three rejected the doctrine:"Ninety percent of talk radio in the country is conservative and only 10% is progressive," Miller said. "I don't want the Fairness Doctrine, but I would like to see fairness. Nobody is trying to shut down right-wing radio. We just want a fair shot at stations with reasonable signals."

In a session featuring decision-makers of talk radio, Fox News' Kevin Magee said, "Anyone who thinks we are in the radio business ought to have their head examined," stressing that the format is about generating entertaining content that keeps listeners tuning in.—*Jeffrey Yorke*



A map of the United States released by Atlanta-based government agency the Centers for Disease Control and Prevention demonstrates how the percentage of cell phone-only households varied from state to state in 2007. Oklahoma and Litah were among states with the highest percentage of CPO households, while Vermont and South Dakota had the lowest percentages by a wide margin. The rise of CPO households is becoming increasingh important to the radio industry as Arbitron and other research firms include CPO sampling in their ratings surveys

RAB: 'Change The Narrative'

ORLANDO—Keynoting at the RAB conference here March 17, founder of innovation consultancy Play Andy Stefanovich urged broadcasters to "change the narrative" by making radio more contextually relevant for audiences and to move from consultative selling to proactive selling, which he defined as "capturing the audience's imagination and getting them excited." As with

the 2008 conference, "digital" was a buzzword with a dozen sessions devoted to interactive campaigns and mobile. While ad dollars for traditional media are in free-fall, a group of mobile marketing execs said during a session March 16 that budgets for mobile marketing are expected to increase 40% this year, offering a ripe opportunity for radio.

Citing Nielsen data, Katz360 president Brian Benedik said 145 million mobile media consumers are in the United States today. He said that 76% of listeners use text messaging and 66% "want to text with your radio station." Weatherbug.com director of mobile advertising Erin Wilson added, "Advertisers want to be part of radio's mobile strategy."

David Ross, chairman of mobile marketing and technology firm 3C Interactive, said ad agency mobile marketing budgets are coming "fast and furious" and that listener databases are seen as "very valuable" by advertisers. Ivan Braiker, CEO of mobile marketing company HipCricket, went as far as suggesting that radio's "license value is going down and [its] database value is going up."—*Paul Hei*ne



Stefanovich

ON THE WEB RADAR 100: Radio Reaching 234M

Radio reaches more than 234 million persons age 12+ in the course of a typical week, according to Arbitron's RADAR 100 National Radio Listening Report. Additional findings: Radio reaches 89% of teens ages 12-17, and network radio reaches 84% of adults 18-34. Since the December 2007 RADAR 95 report, the RADAR national radio listening estimates and network radio audience reports have been based on PPM respondents from within commercialized PPM markets and on diary respondents from the balance of the United States. Arbitron says the combination of PPM and diary respondents have shown more listeners to radio in the course of a week than the 2007 RADAR listening reports, which were based on diary respondents alone. As additional radio markets transition to electronic measurement, total radio reach is revealed to be larger than in previous surveys .- Mike Boyle

Citadel Has \$787M Q4 Loss—And No Teleconference

A series of significant and noticeable payroll reductions coupled with a companywide austerity binge only slowed Citadel Broadcasting's profuse bleeding during the last quarter of 2008. The Las Vegas/New York-based radio operator reported a fourth-quarter operating loss of \$787.3 million, compared with \$1.04 billion in Q4 2007. Citadel had an asset impairment and disposal charge of \$836.5 million, while it took an asset impairment charge in Q4 2007 of \$1.1 billion. Revenue in the last quarter also fell dramatically, nearly 13% to \$214.2 million from \$245.5 million. The company blamed the decline on lower revenue of \$27.9 million from its radio markets and \$3.4 million from the ABC Radio Network "due primarily to an industrywide decline in radio advertising."

The company lost slightly more than \$1 billion for the year, compared with \$1.4 billion the previous year. Citadel dodged tough questions about its performance, opting not to conduct an investor/analyst teleconference when it released results after the market closed March 16.—*Jeffrey Yorke*

NEWS UPDATES AROUND THE CLOCK: www.RadioandRecords.com

INSTANT REPLAY

'Some businesses come and go, some aspects of business come and go, but nothing will ever replace the radio.'

-Larry King accepting the 2009 Radio & Records Career Achievement Award



Arbitron Meets With FCC On PPM

Arbitron president/CEO Michael Skarzynski was among several Arbitron representatives who met with interim FCC chairman Michael Copps March 5. The meeting was to discuss the emergency petition for an investigation filed last September by minority broadcasters that make up the PPM Coalition. An ex parte filing with the FCC by Arbitron counsel John Griffith Johnson Jr. of Paul, Hastings, Janofsky & Walker says Skarzynski provided Copps with an update on initiatives Arbitron has taken with the Radio First PPM ratings system, including enhancements to improve sample recruitment and panelist compliance.

Johnson told Copps that granting the petition for an investigation could actually slow the PPM improvements by "diverting the time, energy, attention and resources of key Arbitron personnel involved in that program to litigation-related tasks associated with a formal commission investigation.' Arbitron also pledged to keep Copps abreast on developments.-Mike Boyle

CCR's iheartradio Drives Total Audience By 15%

Clear Channel Radio says that since rollout of its iheartradio app iPhones last for October-combined with its online audience-the company's total audience for its stations increased by



Harrison

up to 15%. In addition, CCR claims that iheartradio is growing at an average of 13% per week since its inception and that there have been more than 1 million downloads of the app. "The reception of iheartradio from iPhone users has exceeded all of our expectations," CCR executive VP/president of the company's online music and radio unit Evan Harrison says."Our commitment to a high-quality user experience has clearly been embraced by listeners."

CCR is expanding the reach for iheartradio by rolling out a beta version for BlackBerry Pearl, Curve and Bold models .- Mike Boyle

Business Briefing By Jeffrey Yorke

Cumulus Loss Accelerates In Q4

The fast-deteriorating U.S. economy has all radio companies in revenue peril. Atlanta-based Cumulus Media, reporting its fourth-quarter performance March 16, said its loss jumped to a stunning \$393.7 million from \$154 million, or a loss of \$9.55 per share from a Q4 2007 loss of \$3.56 per share. Analysts expected a Q4 revenue decline of about \$75.5 million, which was on target as Cumulus reported revenue slipped 11.1% to \$75 million from \$84.4 million the previous quarter. Cumulus took a \$498.9 million charge for impairment of good will and intangible assets during the quarter. Cumulus had a full-year loss of \$361.7 million, compared with a 2007 loss of \$223.8 million, or a loss of \$8.55 per share.

Beasley Q4 Revenue Off 13%

Beasley Broadcast Group's fourth-quarter net revenue was down 13% to \$30.5 million. The majority of the decline reflected weakness at its Fort Myers, Las Vegas and Miami clusters, partially offset by increases in Fayetteville, N.C., as well as increases with Beasley's interactive and off-air revenue initiatives.

Beasley had a Q4 net loss of \$36.5 million, or \$1.58 per share, compared with net income in Q4 2007 of \$519,595, or 2 cents. In Q4 2008 and Q4 2007, Beasley recorded non-cash, pre-tax impairment charges of \$62.5 million (after-tax \$1.66 per share) and \$2.2 million (after-tax 6 cents per share), respectively.

Full year, net revenue fell 9% to \$121.4 million. Net loss for 2008 was

Transactions at a Glance

Birch Broadcasting is buying the stock of Capitol Broadcasting, licensee of WWHK-FM/Concord, N.H., from Vox Media for \$950,000 . . . Tama Radio Licenses of Savannah, Ga., WTHG-FM/Hinesville, Ga., to WRGO-FM Radio dba Savannah Radio for \$700,000.

Deal of the Week

KBNP-AM/Portland, Ore.

PRICE: \$1.1 million TERMS: Stock sale

BUYER: KBNP Radio, headed by president of shareholder Joseph Tartaro. Phone: 425-454-7009. It owns no other stations. This represents its entry into this market. SELLER: Gottlieb, Alan M., headed by owner Alan Gottlieb. Phone: 425-454-7009 FORMAT: Business news

COMMENT: Alan Gottlieb is selling his 34% interest in KBNP Radio, licensee of KBNP-AM/Portland, Ore., to the other two existing shareholders, Second Amendment Foundation and Citizens Committee for the Right to Keep and Bear Arms, increasing each's stake from 33% to 50%. The shareholders will pay Gottlieb \$544,000 each.

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2009 Deals to Date

\$38,154,336 Dollars to Date: (Last Year: \$164,973,728) **Dollars This Quarter:** \$38.154.336 (Last Year: \$164,973,728) Stations Traded This Year: 133 (Last Year: 123) Stations Traded This Quarter: 133 (Last Year: 123)

\$30.5 million, or \$1.32 per share, compared with net income in 2007 of \$4.8 million, or 20 cents.

WW1 Q4 Revenue Falls Nearly 15%

Westwood One's fourth-quarter revenue fell 14.5% in the fourth quarter to \$101.1 million from \$118.3 million, the company revealed March 16. The syndicator's net loss, which included an impairment charge of \$224.1 million, was \$222.5 million, or \$2.22 per diluted share, compared with an \$8.3 million, or 10 cents per share, gain in 2007. WW1's losses grew at a faster pace during the last quarter of the year while it reported a year-to-year loss of \$427.6 million, or \$4.39 per diluted common share, compared with a 2007 net profit of \$24.4 million, or 28 cents per share.

Salem Broadcast Revenue Down In Q4, Full Year

Salem Communications' net broadcast revenue was down 9% to \$47.1 million in the fourth quarter and off 6% to \$192.4 million for the full year. Station operating income rose 1% to \$18.2 million in Q4 and declined 8% to \$68.8 million in 2008

Overall, Salem's Q4 net loss was \$30.6 million, or \$1.29 per share, compared with net income of \$188,000, or 1 cent, in Q4 2007. For the full year, the net loss was \$33.1 million, or \$1.40, compared with a gain of \$8.2 million, or 34 cents, a year earlier. The losses include impairment charges of \$52.7 million and \$73 million, respectively.



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THE ALL-AMERICAN REJECTS LEAD CHR/TOP 40 FOR A THIRD ISSUE WITH "GIVES YOU HELL." THE SONG BULLETS AT NO. 8 ON HOT AC (UP 136 PLAYS) AND CLIMBS TO ITS BEST RANKING (NO. 26) ON THE ALTERNATIVE CHART.

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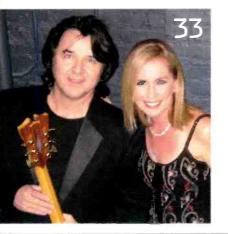
FORMAT	Påge	Title / Artist
CHR/TOP 40	19	The All-American Rej Gives You Hell
RHYTHMIC	21	T.I. Featuring Justin Tin Dead And Gone
URBAN	24	Jamie Foxx Featuring Blame It
URBAN AC	25	Charlie Wilson / There Goes My Baby
SMOOTH JAZZ	25	Boney James / Stop, Look, Listen (To Ye
GOSPEL	25	Hezekiah Walker & LF Souled Out
CHRISTIAN AC	28	Third Day / Revelation
CHRISTIAN CHR	29	Francesca Battistelli / Free To Be Me
CHRISTIAN ROCK	29	Hawk Nelson / Let's Dance
FT AC/INSPIRATIONAL	29	MercyMe / Finally Home
COUNTRY	32	Darius Rucker / It Won't Be Like This For
AC	34	Jason Mraz / I'm Yours
HOT AC	35	The Fray / You Found Me
ALTERNATIVE	37	Pearl Jam / Brother
ACTIVE ROCK	38	Slipknot / Dead Memories
ROCK	38	Nickelback / Something In Your Mout
TRIPLE A	40	Snow Patrol / Crack The Shutters

Contents ISSUE #1806 • MARCH 20, 2009









What's New This Week Online

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FEATURES

6 PODCASTING FOR FUN AND PROFIT Podcasting is a mature audio footprint for broadcasters—but noncomms hold the lion's share.

URBAN AC SPECIAL

- 22 **WORKING IT FOR GROWN-UPS** Understanding the intricacies of urban AC helps Jive create a winning promotion strategy.
- 23 NEW VERSION OF OLD SCHOOL Is WRNB/Philadelphia's new sound the future of urban AC?
- 8 BEYOND THE HEADLINES Bah, humbug: No long-term ratings lift from Christmas format. Plus: NAB, SoundExchange streaming agreement doesn't satisfy all.

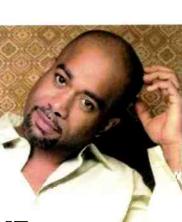
DEPARTMENTS

- 8 MANAGEMENT/MARKETING/SALES Tom Tradup's morning gig puts a suit back behind the mic.
- 10 NEWS/TALK/SPORTS Beyond the rhetoric: Straight talk about talk radio and the PPM.
- 14 STREET TALK CHR/top 40 Star 94/Atlanta keeps it in the family, moving afternoon duo Cindy Simmons and Ray Mariner to mornings.
- 17 THE SPIN

Who you calling Hootie? Darius Rucker is the first male artist to send his first two Country chart entries to the summit in 15 years.

42 THE BACK PAGE

Leading the Pennsylvania Public Television Network is only one broadcasting role for Sylvia Strobel; she also holds a supervisory post with AWRT.



'With podcasting,

suddenly we have

have to be home on that Sunday at

that moment on

hear my favorite

that channel to

show. p.6

this place where knowledge can be shared and expanded. I don't

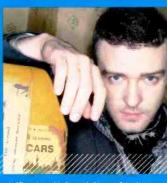
17

COLUMNS

- 18 CHR/Top 40
- 20 Rhythmic 27 Christian
- 31 Country
- 33 AC/Hot AC
- 36 Rock
- 39 Triple A



RULES RHYTHMIC FOR A FOURTH WEEK, FEATURED ARTIST JUSTIN TIMBERLAKE ADVANCES TO NO. 21 ON RHYTHMIC AND CHR/TOP 40 IN HIS OTHER CURRENT SUPPORTING ROLE ON CIARA'S "LOVE SEX MAGIC."



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March 23 Connect yourself with the whole industry: Get listed in the R&R Directory. ► Click on R&R Directory	March 24 Catch up on the latest format flips, personnel changes and other news in your format. Click on Format News	March 25 PPM monthly results are released. See Chicago, Los Angeles and New York, among others. ► Click on Ratings	March 26 More PPM monthly results arrive from Atlanta, Boston, Detroit and Washington. ► Click on Ratings



Podcasting is a mature audio footprint for broadcasters—but noncomms hold lion's share

Podcasting For Fun And Profit

By Ken Tucker

Take a glance at the most-downloaded audio podcasts on iTunes and you'll likely see a half-dozen radio-related podcasts among the top 10. That's the good news for the broadcasting business. The bad news is that most of them are offerings from NPR and another is from former KLSX/Los Angeles morning man Adam Carolla. Few, if any, of the top podcasts are from individual commercial radio stations, The top 100 list includes syndicated talker Dave Ramsey, ESPN Radio's "Mike & Mike in the Morning," tech guru and Premierer distributed host Leo Laporte and Fox Sports Radio's Dan Patrick. Displaced KLSX midday team Frosty, Heidi & Frank also have one of the most-downloaded podcasts. Another former KLSX team, Tim Conway Jr. and Brian Whitman ("The Conway and Whitman Show"), broke into the iTunes top 100 when they announced they were no longer charging \$5 for their podcast.

In all, there are generally a dozen NPR podcasts among the top 100, which is probably not surprising, given that NPR has 80-some podcasts available and another 125 or so from its affiliate stations.

Robert Spier, director of content development and mobile operations for NPR digital media, says the network has been podcasting since Labor Day 2005 and started with 16 NPR podcasts and 16 affiliate-created podcasts. Every one of NPR's shows is now available as a podcast, with the exception of "Morning Edition," "All Things Considered," "Weekend Edition Saturday" and "Weekend Edition Sunday."

'We've embraced this very aggressively since 2005," Spier says."We saw a great opportunity for our core product-audio-which has not always fared well on the Web site. There are a lot of obstacles to listening to audio on the Web," he says, citing technological issues and corporate firewalls at places of business as examples.

There were 13.7 million NPR podcast downloads in February and 15.1 million in January."Fresh Air" is the most popular, according to Spier, who says it exceeds 2 million downloads per month. Such shows as "Wait, Wait Don't Tell Me,""Science Friday" and "All Songs Considered" (which is a Web-only property) are also among the most popular.

And iTunes is the most popular download site for podcasts. "By our reckoning 85% of our subscriptions come from iTunes," Spier says.

Impressive Podcast

Preston & Steve, the morning team at Greater Media active rock WMMR/Philadelphia, has had impressive success with their daily podcast, which includes pretty much all the elements of

their show, minus commercials and music. "They're such a dynamic morning show and they have such listener involvement that it really works for them," says Kelly Wallace, director of interactive and account development for Greater Media/Philadelphia. "The listener really gets to experience almost the whole show in its entirety. It's quite a value for the listener."

Wallace adds, "Our all-time most popular podcast had almost 43,000 downloads; a normal day might be in the 10,000-13,000 range." She calls podcast listeners "the most loyal of the most loyal."

Each daily podcast is edited by the show's producer and is usually available by noon that day. "Based on our stats, 70% of the people are downloading it at iTunes," Wallace says.

When it comes to advertising on podcasts and Web sites, Greater Media takes a refreshing approach: "We don't do added-value," Wallace says. "I know that sounds' crazy, but when we started [our digital sales initiative], we got a commitment that there would be inventory available and that we wouldn't interfere with the brand integrity of the sites.

"Everything has a price tag to it," she adds." We do a lot of customized campaigns, so we don't use our tools a la carte. We tie all of our tools together. We do an integrated approach so that we can surround the listener with the message."

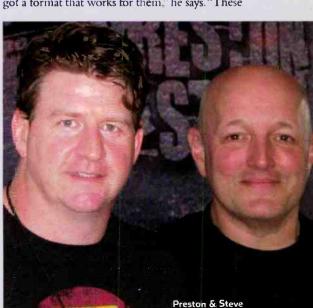
As an example, Wallace points to Jack Frost, a local ski resort, which sponsors the Preston & Steve podcast during the month leading up to its annual Cardboard Classic promotion. In addition to on-air and Web site visibility, the resort has a pre-roll ad on the podcast. "They get their message to that very captive audience," Wallace says. The station promotes a presale of 4,000 lift tickets for the frequency-

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'The listener really gets to experience almost the whole show in its entirety. It's quite a value for the listener.'

-Kelly Wallace



induced price of \$9.33. "It's about surround-

ing the consumer," Wallace

says of the group's campaigns. "We sell on a value basis. We have a very loyal audience, a very attentive audience and we have successes to prove it." Not surprisingly, most podcast and Web site revenue comes from local advertisers, but "we've seen some national business,"Wallace says.

While NPR podcasts aren't governed by the same sponsorship rules that apply to its over-theair broadcasts-no 99 cent Big Mac ads, for example-the company has opted to selfimpose roughly the same restrictions on its podcasts. "We've never seen any reason to do anything differently than what we're required to do on-air," Spier says."We believe people want NPR to not sound any differently on a portable device. It should adhere to the same values."

Blake Truitt, senior VP for NPR sponsorship, a division of National Public Media, agrees. "We've got a format that works for them." he says. "These

10-second nonpromotional announcements really can provide a big impact for sponsors, because they're perceived as noncommercial."

The metrics of podcasting are different from traditional media. There isn't any audience measurement and dissection of demographic data, but that doesn't matter, says Mitch Joel, president of Twist Imaging, a digital marketing and communications agency, whose clients include Microsoft and Home Depot. "You are attracting the people who are interested in your content. I don't care about how many people; I care about who.

"We can use tons of old metrics and try to jam them into how the new world works, but that's not going to work," Joel adds. "It's about a new piece of content that they can use to attract a different sort of advertiser. It's a new piece of content to share with the world."

Radio, like other traditional media, needs to modernize and embrace the realities of the new world, insists Joel, who hosts two podcasts and has a book, "Six Pixels of Separation," coming out in the fall. It aims to teach entrepreneurs and individuals how to build a global audience and consumer base in a world where virtually everyone is connected. The book will focus on how technology "is empowering individuals to build personal brands that will rival the biggest of corporate brands and how all business owners can now leverage the global community to connect, share and grow."

Spier acknowledges that there "is no way for us to know what somebody is doing with a downloaded file once they've downloaded it.



'We can use tons of old metrics and try to jam them into how the new world works, but that's not going to work.' -Mitch Joel us that they listen to between two-thirds and three-quarters of the files they download, but that is self-reported. Because of the very portable nature of this content, it's probably always going to be self-reported."

They tell

That said, Spiers says NPR only sells pre-roll sponsorships. "In the early days we had them both at the start and the finish, but we've long since abandoned the out-roll position because it's really not valuable—you can't measure it with any real certainty. You're pretty sure people have listened to the first 10 seconds because they've gone to the trouble of downloading it, but you can't be sure about the end."

No Time Constraints

Unlike traditional radio and TV programming, which lives and dies by the clock, podcasting isn't governed by such rules. "It doesn't have to end on the hour," Joel says of a podcast's length. "It can depend on the week and the kind of content that you have."

"How long should a podcast be?" is the "golden question," to which Joel offers, "How long should a great song be?" While there isn't a right answer, Joel suggests one rule of thumb is that it should be no longer than the average American's commute, which is about 20 minutes. "But you never know," Joel adds. "Mileage may vary." Because the Preston & Steve podcast is long, Wallace says ads have also been placed inside the program. "It's not limited to a pre-roll," she says.

While podcasting is undeniably a way to expand a station's or a personality's footprint, Joel says there two "huge" reasons why podcasting makes sense. "Anybody who is anybody is trying to get to the top of Google's ranking and that takes great content," he says, noting that Google rankings favor text over audio, but by wrapping audio or video with text—think a blog with a video embedded—you can make yourself more findable."The more content you've got up there, the more findable you are," loel says.

"The second and bigger reason," Joel says, is that podcasting "removes the ether. If I wanted to hear this great conversation that you and I are having, I'd have to be in my car at 2:08 p.m. ET on the right channel. Now we have the Internet, which can be this stuffy, stinky basement where all those tapes used to be stored. All those tapes are now freed. Suddenly we have this place where knowledge can be shared and expanded. What an amazing thing that I don't have to be home on that Sunday at that moment on that channel to hear my favorite show.

"Suddenly radio and audio is pausable, fastforwardable, rewindable and portable," Joel adds. "We have more things that we can now do with this content."

Most of the podcasts Greater Media/ Philadelphia offers—and there are several—feature repurposing of on-air content. The exception is WMMR afternoon jock Jaxon, whose "Local Shots" podcast on WMMR features 90% Web-exclusive content."The other 10% comes from featured local bands live in-studio, repurposed as part of the 'Local Shots' podcast," Wallace says.

In some ways, podcasting is a great equalizer, Joel says. While larger companies may have the wherewithal to more effectively promote a podcast or other digital initiative, it still comes down to the content. "To actually create a podcast and get it out is free," he says. "You can do it with a headset and a mic and free software. Apple doesn't charge you to upload it."

NPR Enables 'Mix Your Own Podcast'

NPR recently launched a new online feature called "Mix Your Own Podcast," which makes it easy for public radio fans to customize their podcasts by selecting from subject, program, station and favorite personalities.

Robert Spier, director of content development and mobile operations for NPR digital media, says of the podcast mixing, "It's pretty crucial to where we hope to go forward. We always ask ourselves; 'Would we ever create a podcast that mixes [NPR senior news analyst] Dan Schorr, books coverage and anything we do on the Muppets?' We wouldn't, but there's a user out there somewhere for whom that's the ideal podcast."

The new feature, as well as advanced station search and expanded access to shows, is made possible by NPR's application programming interface, introduced in July 2008. Listeners can use the API tool to access, organize and display NPR reporting and programs—including work produced by NPR member stations nationwide—on personal Web sites and blogs.

An API enables Web sites to interact with each other and to more easily share content. The NPR API provides access to more than 15 years of NPR and station-produced content, including audio, text and photography.

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The user can curate personal collections based on topics of interest, favorite programs or current events. The range of content available includes NPR news, books, politics, health and science, arts and culture, and international subjects. In addition, a wide variety of nonperformance NPR music content—such as artist interviews, features and reviews—is available.

Listeners can build their own podcasts by going to either the NPR.org podcast directory or the NPR API "Query Generator." There, they can customize based on more than 13D topics or choose from staticns and reporters of interest. For example, if a user is interested in stories about the environment, a custom podcast will be created containing only those stories, no matter which NPR show they originated from. Ditto stories about General Motors or the New York Yankees.

"Mix Your Own Podcast" complements the hundreds of podcasts NPR now offers through the API, as well as dozens of titles listed in the iTunes Podcast Store.

NPR serves some 14 million podcast downloads of news and cultural programming per month, for a total of 300 million downloads since August 2005, according to the company.—KT

R&R BEYOND THE HEADLINES

EXCLUSIVE No Long-Term Ratings Lift From Christmas Format

By Paul Heine

Going all-Christmas neither helps nor harms a station's long-term ratings performance, according to a new study conducted by Annapolis, Md.-based research firm Research Director for Radio & Records. While wall-to-wall yule music during the holidays acts like radio Red Bull, turbocharging ratings into the stratosphere, the audience lift doesn't last. On average, station ratings return to their pre-Christmas levels after Bing and Burl are put back on the shelf and regular programming resumes.

The study averaged the AQH shares of 20 stations that went all-Christmas last year in the 10 largest PPM-measured markets. Shares were tracked during three time spans: pre-Christmas (Sept. 18-Nov. 26), Christmas (Nov. 27-Dec. 24) and post-Christmas (Jan. 1-Feb. 4).

The story was the same in multiple demos. Persons 6+ surged from a pre-Christmas 4.3 to a reindeer-powered 7.2 before falling back to a postholiday 4.3. Likewise, adults 25-54 climbed 4.0-6.7, then reverted back to 4.0. Women 18+ went 5.3-8.8-5.5, while men 18+ tracked 3.4-5.4-3.4.

Even when broken down by ethnicity, the results were strikingly similar. Hispanic listening tracked 4.5-5.5-4.4 and African American went 1.9-3.4-2.0. In other words, the average station was unsuccessful in converting its holiday-stoked cume burst into long-term listeners.

However, results varied from market to market. For example, Entercom AC KOIT/San Francisco started with a 6.3 in its target women 25-54 demo and shot to a 11.0, only to fall to a 5.4, nearly a share below its pre-Christmas ratings. And Clear Channel AC WLIT (the Lite 93.)/Chicago lost half a share in the same demo, trending 4.8-16.1-4.3.

But for WNIC/Detroit, Christmas was the gift that kept on giving. The Clear Channel AC, which has owned the holiday hill for years—no other Motor City station goes all-Christmas—ended up with more than two shares with women 25-54 after the holidays than before, tracking 6.6-19.0-8.9. One likely reason: The station completed a headto-toe makeover in preparation for the PPM's December arrival in Detroit as ratings currency.

"We took our blinders off and there were no sacred cows," newly named cluster OM Todd Thomas says about a series of "brain trust" meetings held last October and November. The goal: to critically examine "everything the station was doing right and wrong" and course-correct WNIC "to make sure it was what the audience expected." WNIC treated the changes, implemented on the day the station resumed its normal, post-Christmas programming and encompassing everything from music and jocks to imaging, promotions and the Web site, as a type of station grand reopening."We accentuated the positives and went overboard in getting rid of the negatives,"Thomas says.

But WNIC didn't attempt to woo listeners to stick around by airing music montages of its regu-



lar format during holiday programming. "People were coming for the Christmas music," Thomas says. "Selling the station would have been a turnoff. We felt that what we would do after Christmas would speak for itself."

Apart from various programming strategies, other market dynamics almost certainly had an impact on post-holiday ratings.

Consider also that outlets in four markets included in the study (Atlanta, Dallas, Washington and Detroit) got their first look at pre-currency data with the survey that began Sept. 18 and were likely tweaking programming leading into the holidays, another factor that may have influenced the ratings.

"People come over for the Christmas music, but when you stop playing it, the typical radio station audience goes back to its normal size," Research Director president Charlie Sislen says. "Christmas isn't an automatic positive or negative for the future of the average station." 'We took our blinders off and there were no sacred cows. The goal was to critically examine everything the station was doing right and wrong and course-correct WNIC.'

—Todd Thomas

NAB, SOUNDEXCHANGE STREAMING AGREEMENT DOESN'T PLEASE EVERYONE By Ken Tucker

Not everyone is satisfied with the streaming rates negotiated by the NAB and Sound-Exchange. Jerry Lee, the maverick owner of AC WBEB/Philadelphia, discontinued streaming his market-leading station March 15 to protest the new rates. The agreement covers Internet streaming for local radio stations that simulcast programming over the Internet or that create such new stand-alone Internet stations as, say, a streaming-only Christmas channel.

"What I'm concerned about is 2015," Lee says of the year the new deal expires. "That's when it becomes ridiculous. I'll have to give away about half the money I take in. I don't want to promote people listening on our stream, because in the end this is going to be a very unprofitable part of our business."

Lee adds that he doesn't expect "anyone to follow my lead, but I'm one guy out there saying, 'Enough's enough.' " Industry reactions to Lee's

decision were mixed. Emmis

Radio president of programming Rick Cummings says he feels "vindicated" by the move. For years, Emmis has refused to stream many of its stations, including WQHT (Hot 97)/New York and KPWR (Power 106)/Los Angeles - hip-hop icons that would likely draw national online audiences - because the company "never viewed it as a monetizable business," Cummings says.

But Andy Lipset, president of sales for Internet radio ad agency TargetSpot, said he

> was "shocked" by Lee's announcement. "[Streaming is] an investment in the future. It may not be making money now but most realize the tower won't be the distribution medium down the road."

> The agreement provides a 16% discount on previously set rates for 2009-10 and establishes rates that gradually increase through 2015---from \$0.0015 per streamed performance in 2009 to \$0.0025 per performance by 2015. Lee, an NAB member,

doesn't fault the organization

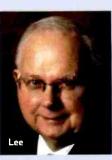
for the agreement. "They did the best they can do, but they went into the negotiations with their hands tied," he says.

"Can you imagine if half our people went from listening over the air to streaming?" Lee asks, noting that roughly 5% of the station's listening currently comes from Internet streaming.

Rates are "per performance," meaning that stations pay on a persong, per-listener basis. "A performance is not how many times a song is played, it's how many times a song is heard," says Citadel Broadcasting senior VP of digital media John Rosso, who was on the NAB's negotiating committee. For example, one song heard by 1,000 people will result in a \$1.50 payment to SoundExchange using 2009 rates (see chart, left).

Each broadcaster must pay a yearly minimum fee of \$500 per channel. For group owners, the per-channel minimum fee is capped at \$50,000 annually.

For most broadcasters that are streaming, the settlement requires "census reporting" of



played, such as the title, artist and the number of listeners for each song. The new deal offers some exceptions to the record-keeping requirements. If some among a broadcaster's stations carry syndicated satellite programming where per-perform-

the music they stream. This means that the

webcaster has to report information to SoundExchange monthly about each song

> ance calculations are difficult or impossible to calculate, the broadcaster doesn't have to report them, as long as it doesn't account for more than 20%

of total programming hours, Rosso says. One important part of the agreement is

how it affects smaller broadcasters. "Any station who won't have enough performances to go through the \$500 minimum can pay a \$100 proxy fee, in lieu of reporting the actual performances," Rosso says.

The NAB also entered agreements with major and independent labels to waive certain aspects of the "performance complement," which restricts the number of songs by the same artist or from the same CD that can be played in close proximity to each other.

Stations that opt not to participate in the NAB-brokered deal are bound by the 2007 Copyright Royalty Board decision.

Per performance

streaming rates agreed to by the <u>NAB</u>

2006:

2007:

2008:

2009:

2010:

2011:

2012:

2013:

2014:

2015:

and SoundExchange:

\$0.0008

\$0.0011

\$0.0014

\$0.0015

\$0.0016

\$0.0017

\$0.0020

\$0.0022

\$0.0023

\$0.0025

SOURCE: Federal Register

MANAGEMENT / MARKETING / SALES



Salem Radio Network VP of news and talk programming reconnects with his morning radio roots

Putting A Suit Behind The Mic

'I wish every network executive could have the same experience KSKY has provided me, to walk in the shoes of a show host in 2009. It's quite a thing to "talk the talk" literally.'

—Tom Tradup

Tom Tradup ttradup@srnradio.com

Salem Radio Network host Mike Gallagher ended his double duty on Salem talker KSKY/Dallas Jan. 19. For the past two years, Gallagher did two local hours on the station from 6 a.m. to 8 a.m. CT, then did his regular three-hour network gig hosting "The Mike Gallagher Show" from 9 a.m. to noon ET. KSKY plans to pick up SRN's syndicated "Morning in America," hosted by former Secretary of Education and drug czar Bill Bennett as Gallagher's permanent replacement. However, while a contractual window with Bennett's crosstown affiliate is exercised, SRN VP of news and talk programming Tom Tradup is hosting KSKY's morning show. R&R asked Tradup for his perspective as a "suit" who suddenly finds himself behind the mic again.



K, let's lead with the good news: I'm actually holding up well "and loving it" (to quote Maxwell Smart) in morning drive and "reporting for duty" (to quote John Kerry) on my day job as VP of news and talk programming. My KSKY assignment

has reconnected this suit with the creative and still-fun side of radio. And I hope I've added to (rather than subtracted from) the sum total of human knowledge for the early morning audience on KSKY.

Sure, it was hard adjusting to a 3:45 a.m. alarm each morning, especially on the heels of having just flown home from 19 days in Australia before my KSKY shift began. But having worked mornings many times during my radio career, it was like slipping on a comfortable pair of old slippers that I'd been missing for several years. My most recent early-morning assignment was in 2004, helping Bill Bennett launch his successful national syndication, so I had grown used to sleeping normal hours since that time.

And, with an active 12-year-old son and a 10year-old daughter honeycombing our home, it has been unnerving to have Daddy suddenly going to bed before the children do most weeknights. Those minor speed bumps notwithstanding, this has proved to be an exciting, challenging honor to have the opportunity to wake up Dallas-Fort Worth with news, interviews, live guests and more than a few smiles. Along the way, the very capable team that supports me at KSKY has come to expect the unexpected.

One Wednesday morning I told them I would only accept phone calls from children 12 years old or younger, seeking to prove my theory that the average preteen in Dallas is smarter than the men and women running the federal government. They blanched, but we were swamped with young callers.

One recent Friday, an irate caller, Stephanie from

Dallas, berated me on the air at the end of the show, saying I'm a bully who "clubs people over the head" with my opinions. She was really angry when I cut her off because the show ended. So on my weekend promo, I added a shout-out to Stephanie to join me at 7 a.m. the following Monday to cohost the show. Again, the KSKY crew looked bewildered and thought I was crazy, but Stephanie called in on Monday, spent the hour as my co-host and concluded her appearance by saying, "The world is a better place with Tom Tradup in it." (Winning 'em one household at a time.)

Don't get me wrong: I'm no Rush Limbaugh, and we've had plenty of moments that fell flat, along with those that soared. Hosting a talk show is hard work, and hosting a great talk show is really hard work.

Which is why I'm so thrilled to have the opportunity to sit behind the KSKY mic and experience a small measure of what Bill Bennett, Mike Gallagher, Sean Hannity and Mark Levin face every day of their professional lives. These are true

artists who have honed their on-air skills and clearly connect with men and women who repeatedly tune in to their successful talk radio shows.

As a special bonus, I've even been freed of the burden of PPM numbers. Knowing my program has a limited shelf life going in, I've been



instructed by KSKY GM John Peroyea to concentrate only on doing the very best radio I can, as long as it's compelling and falls within the boundaries of the reasonably liberal laws of libel.

Soon, I'll return to my status as a suit, but I hope this rare and exciting opportunity will make me a better manager as I work side by side with our network talent in the days ahead. I just wish every network executive at SRN or Premiere or Westwood One or CBS could have the same experience KSKY has provided me, to walk in the shoes of a show host in 2009. It's quite a thing to talk the talk—literally—and I have a renewed respect for the people who deliver winning talk shows day in and day out.



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Straight talk about talk radio and the PPM

Beyond The Rhetoric

Mike Stern MStern@RadioandRecords.com

ne of the highlights of R&R's 2009 Talk Radio Seminar for fans of spoken-word radio and research geeks alike was Coleman Insights chairman/CEO Jon Coleman presenting findings of the newest study in the company's "Mapping the DNA of PPM" series, "Beyond the Rhetoric: The Truth About the PPM Performances of Spoken Word Formats." The seminar was held March 12-14 in Marina del Rey, Calif.

After a great deal of debate about how spokenword stations perform when Arbitron changes measurement systems from the diary to the PPM, Coleman and his staff set out to find the truth. With more than 80 spoken-word stations now measured by the PPM, Coleman had a robust sample to use. Comparing the first four months of PPM currency data with the last four ratings books that used the diary methodology, the result was a solid statistical analysis of talk radio's future with electronic measurement.

It's important to note that most of Coleman's findings are expressed in the form of an index comparing diary and PPM performance. When something indexes at more than 100, it indicates that performance is better in the PPM than in the diary. If an index is less than 100, it's not faring as well in the new ratings system.

Talking About TSL

The major headline of the study is good news for talk stations. The format as a whole is doing better with the PPM than with the diary by a little more than 10%. The average 12+ share of all spoken-word stations that have moved from

There is probably more cognitive awareness of what people are listening to with talk. The increased cume is more likely people tuning in for a weather report or hitting a traffic jam and searching for information as opposed to just being randomly exposed to a music station.

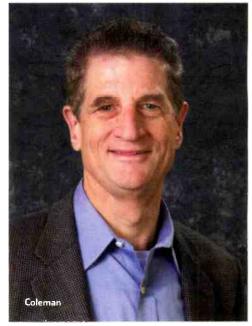
–Jon Coleman

the diary to the PPM is up from 2.1 to a 2.4, a 12% increase, or an index of 112.

Coleman points out that the share is a "net sum game," which means if someone is up, someone else has to be down: "That means all of music radio must be indexing at less than 100."

The increase isn't coming from where one might expect. While the switch to the PPM has resulted in large cume growth for music stations, talk radio isn't seeing as large an increase."Broadly speaking, the cume of spoken-word radio indexes at 136, meaning the cume is generally 36% higher than with the diary," Coleman says. "The glass-half-empty part is that the typical station in general sees a cume increase of 50%. So talk radio cumes are bigger, but not as much bigger as most stations are experiencing in PPM."

So by inference, the gain in share is largely coming from better TSL for spoken-word stations than for music-based stations with the PPM. Coleman says, "The industrywide erosion in TSL Continued on page 12





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Continued from page 10

that radio is experiencing in the move from diary to PPM is likely not to be as pronounced in talk radio."

That may be due to what Coleman refers to as a low "invisible cume." While the PPM fuels a cume explosion for music stations, as much as 31% of a music station's cume will only account for 5% of its listening. That phenomenon appears to be less prevalent for talk radio. "The increase in light listening cume on music stations is far greater than for spoken word. There is probably more cognitive awareness of what people are listening to with talk. The increased cume is more likely people tuning in for a weather report or hitting a traffic jam and searching for information as opposed to just being randomly exposed to a music station."

The Leader In Sports Radio

In Coleman Insights' new study, "Beyond the Rhetoric: The Truth About the PPM Performances of Spoken Word Formats," chairman/CEO Jon Coleman discovered four letters that appear to move the needle for sports stations rated by the PPM: ESPN.

Stations that are named and branded as "ESPN Radio" index at 154, which equates to an improved performance of 54% with the PPM than with the diary.

That doesn't necessarily mean these stations will have a superior share to a non-ESPN-branded sports station. "They may have started with a lower share than other local stations, so even though the indexing is really strong, they could still fall behind other sports stations in the market," Coleman says.

He also cautions that this doesn't indicate that syndicated sports programming performs better than locally originated content. "There's not actually a dramatic difference between local or syndicated. Stations that carry primarily syndicated sports programming index at 138 while stations that carry primarily local programming index at 134. The improvement from diary to PPM is pretty much the same."—MS

Digging Deeper

When Coleman's team dove deeper into the data, they discovered the format's increase in share is greater in morning drive than any other daypart. Compared with the overall format index of 113 in the 25-54 demo, morning drive indexes at 128, which means an increase of 28%, a finding that runs counter to music station decreases in morning drive. "That would suggest that morning drive helped push the performance of spoken-word stations into positive territory," Coleman says. "Spoken-word stations don't want to ignore morning drive."

The reseatch firm also divided the 80-plus spoken-word stations into four broad categories: all-news, news/talk, public and sports (see chart, right). "The big conclusion is that overall spoken-word share increases are being driven mainly by two areas: all-news radio and sports radio. Both greatly benefit in the transition from diary to PPM."

Measured across three demos—12+, adults 25-54 and adults 35-64—all-news stations index at 140, 151 and 134, respectively, while sports stations index at 134, 135 and 156. News/talk and public radio are more consistent across demos. Public stations index at 94, 97 and 96, while news/talk stations index at 102 in all three demos.

It's important to note that these are only comparisons, not audience sizes. For example, the average share for sports stations that have moved from the diary to the PPM goes from a 1.6 to a 2.1 while news/talk stations stay flat (1.7–1.7).

But Coleman says, "In most markets there are more talk stations splitting the pie. There are usually three or four while there are only one or two sports outlets." That means three to four news/talk stations with an average share of 1.7 equals at least 5.1 shares of news/talk listening. Two sports outlets with an average share of 2.1 equals 4.2 shares of sports listening in a particular market.

Examining the performance of public radio more closely reveals two distinct types of stations. "There is a big difference between full-time news/talk public stations and the ones that combine news/talk with music," Coleman says. While public radio overall indexed at 97 in adults 25-54, a 3% decrease in performance, "that number is driven down by the hybrid stations that index at 60. The full-time news/talk public stations index at 103, actually performing 3% better with PPM than with the diary."

All-News, Sports Show Increased Performance In The PPM

FORMAT	12+	A25-54	A35-64
All-News	140	151	134
Sports	134	135	156
News/Talk	102	102	1C2
Public	94	97	96

The findings are expressed as an index comparing diary and PPM performance. An index of 100-plus indicates better performance in the PPM than in the diary. Indexes less than 100 indicate decreased performance. Source: Coleman Insights

Finally, addressing the classic talk battle of conservative against progressive, Coleman says conservative news/talk stations have a 124 index, 11 points higher than the 113 average for all spoken-word stations. "Progressive talk stations didn't fare as well, indexing at 83." While this could be due to a number of factors, and isn't an indication of the potential for progressive talk, the current stations programming that format are performing, on average, 17% worse than with the dary and 30% worse than the average for all spoken-word stations.

To learn more about the Coleman Insights study, download the full report from the company's Web site, colemaninsights.com.

Which Hosts Mean The Most

In Coleman Insights' study of spoken-word radio's performance in the PPM, compared with Arbitron's diary methodology, the company broke out individual measures for four well-known hosts: Rush Limbaugh, Sean Hannity and Mike Golic & Mike Greenberg of ESPN Radio morning show "Mike & Mike in the Morning."

Of the three shows, Golic & Greenberg showed the most improvement in moving from diary to PPM indexing at 124, which equates to a better ratings performance by 24% in the new system. Limbaugh and Hannity indexed at 103 and 107, respectively, each showing slight gains with the PPM. The gains may be smaller because the two hosts had such large audiences to begin with.—*MS*



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KURB – Little Rock, AR Harvard Broadcasting – Regina, SW, CA WLYT – Charlotte, NC WRQX – Washington, DC WRVW – Nashville, TN

Montage

KASH – Anchorage, AK KMXJ – Amarillo, TX WAJI – Fort Wayne, IN Woodward Communications – Green Bay, WI WRQX – Washington, DC WTMX – Chicago, IL Zimmer Radio – Joplin, MO

Innovative

CIOC – Victoria, BC, CA Dublin's 98 – Dublin, IE KBIG – Los Angeles, CA KURB – Little Rock, AR WDBR – Springfield, IL WTCB – Columbia, SC

Memorial

Inwards

Astral Radio – Toronto, ON, CA Corus Radio – Calgary, AB, CA Corus Radio – Edmonton, AB, CA Dublin's 98 – Dublin, IE KWEN – Tulsa, OK WPTE – Norfolk, VA

Wrap Up

VEGA 95.3 FM – Sydney, AU 96 FM – Cork, IE Radio Forth – Edinburgh, Scotland, UK WRAL – Raleigh, NC WRVW – Nashville, TN WSTR – Atlanta, GA

Awards will also be given in the following categories: Ken Peterson Founder's Award for Station of the Year Bob Lind Radio Station Supporter of the Year Change Bandits Station of the Year Hispanic Imaging Hispanic Innovation Hispanic Station of the Year



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annually. Children's Miracle Network Radiothons have raised more than \$325 million in support of children's hospitals internationally.



RADIO-RECORDS





By Kevin Carter and Keith Berman

TIMELINE

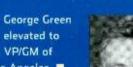


Lewis Tucker tapped as VP of promotion for black music at Universal Records, KRBV/Dallas goes CHR/top 40, hires Carmy Ferreri as PD. Charlie Mills made PD of WSUN-FM/Tampa.



Gregg Swedberg upped to OM at KLOL/Houston. Stan Campbell named PD of KLAC/Los Angeles. John Schoenberger boosted to national promotion director at Relativity Records.





KABC/Los Angeles. Scott Shannon returns to radio as PD of WPGC/Washington. Frank Cody returns to KBPI/Denver as PD. -Compiled by Hurricane Heeran



(hheeran@radioandrecords.com)

'Oh-Oh, Oh-Oh-Oh . . . The Wrong Stuff'

Bored with those lame "caller nine" winners? Here's a lovely little twist that contains 100% more excitement . . . not to mention a full meal's worth of nutritional goodness. Clear Channel CHR/top 40 WRVW (107.5 the River)/Nashville morning maniacs Woody & Jim were looking for a unique way to reward one lucky listener with second-row seats to a New Kids on the Block show. Temporarily stumped as to how to hest give away these golden tickets, Intern Adam flashed back upon his drunken college years, where he vaguely remembered a wacky hazing ritual: "Why don't we make a listener drink a Happy Meal Milkshake?" he suggested. And no, it's not chocolate or vanilla . . . we're talking an entire McDonald's Happy Meal-tossed in a blender.

"I remember when he told me the idea," says a still-dry-heaving OM/PD Rich Davis, every inch the proud papa. Enter Jennifer, a mother of three, who watched, horrified, as the guys dumped a cheeseburger, fries and a carton of milk into a blender and hit "liquefy." That's when the fun commenced. After a couple of failed attempts, where she repeatedly fought off nature's own defense-the gag reflex—Jennifer somehow managed to chug down the lumpy goodness and scored her tickets. Thankfully, as you'll see in the video at 1075theriver.com, there was a handy trash can nearby for her convenience. Davis, to his credit, wisely stayed out in the hall: "I'm glad I didn't witness it in person," he tells ST, "although the smell emanating from the studios made my stomach churn a little."

Nite-Time Over In Dallas

After more than three years at CBS Radio/Dallas, Nikki Nite has left the building and has set sail on a quest for her next gig. Nite originally joined the cluster in October 2005 as PD of AC KVIL; her success there led CBS to give Nite the mission to launch and program KMVK (MOViN 107.5) until it flipped a couple of weeks ago to Spanish-language. Ms. Nite, who also spent seven years at the programming helm of Entercom CHR/top 40 WFBC (B93.7)/Greenville, S.C., is available to kick ass for you at 214-789-0663 or nikkinite937@aol.com.



Wakeup Call For Cindy & Ray



Lincoln Financial CHR/top 40 WSTR (Star 94)/Atlanta has decided to keep it in the family to fill its major morning vacancy: Beginning March 23, Cindy Simmons and Ray Mariner. Star's afternoon duo since 2003, will make the life- (not to mention body clock-) altering transition to mornings."This was an easy decision," Star PD JR Ammons tells ST. "Cindy & Ray are two of the highest-profile personalities in Atlanta and two of the most creative, funny, hardworking people I've ever worked with. I can't wait to ride their coattails?

Cindy & Ray replace "The Morning Mess With Marco, Shannon & Superphat Mikey," who left recently after 14 months. The previous Star 94 morning team, Steve McCoy and Vicki Locke, lasted 17 years and are now doing mornings across the street on Cox AC WSB-FM (B98.5). About her morning move, Cindy says, "I now get to do the two things I love most nowearlier in the day: the show, then I get to spend the rest of the day with my daughter." To which Ray blurted out, "And now I can catch happy hour."

Quick Hits

It was a relatively short ride on the Bone for Dallas market vets Pugs & Kelly, who have left afternoons on Cumulus classic rock KDBN (93-3 the Bone). The duo had only been there since last September. Before that, the pair had done middays across the street at CBS Radio talk KLLI (Live 105.3). Interested in replacing them? The gig is now available. Get your stuff to OM Jeff Catlin at 1300 Maple Ave., Suite 1310, Dallas, TX 75219 or jeff.catlin@cumulus.com.

Happy Birthday, TKRN! The damn-near-world-famous Tom Kent Radio Network celebrates its first anniversary and hits the magic 150-affiliate mark simultaneously with the addition of three more affiliates: Saga AC WSNY/Columbus, Ohio, picks up "The Ultimate Party" every Saturday from 7 p.m. to midnight; Entercom classic hits WOLX/Madison goes "all-Tom, all the time" with Kent every weeknight from 7 p.m. to midnight, "The Ultimate Party" every Saturday night and "My 70s Show" every Sunday night; and classic hits KMJO (Mojo 104)/Fargo, N.D., commits to running Kent weeknights from 7 p.m. to midnight.

The Bubba the Love Sponge syndicated terrestrial empire has now engorged to seven times its normal size with Cox classic rock WZLR/Dayton. Besides his Sirius XM perch, Bubba can also be enjoyed on other fine Cox outlets like classic rock WHPT (102.5 the Bone)/Tampa, classic rock WFYV/Jacksonville, rock WHDR (93 Rock)/Miami, classic rock WHTQ/Orlando and alternative WDYL (Y101)/Richmond, as well as Beasley classic rock WRXK/Fort Myers.

Buckley rhythmic KYZZ (Jammin' 97.9)/Monterey suddenly has a night jock/production director opening as Baby Joel packs his bags for Vegas; he's headed to KVEG to be on the air and assistant production director.

We told you a couple of weeks ago that Crossroads hot AC WBOW (B102.7)/Terre Haute, Ind., began spinning the Wheel of Formats every 15 minutes, causing the local populace to chant "big money" repeatedly and making everyone wonder where it would land. On March 13, we found out: mainstream AC. The new station, calling itself simply "102.7 WBOW," has assembled "The Breakfast Club" for mornings, featuring PD/creative director Adam Michaels, former midday jock Julie Henricks and Doug Edge. The new station's Web site is live at wbowfin.com.

The citizens of Santa Rosa, Calif., are officially freaking out over the news that Blazy & Bob have reunited. No, seriously . . . they are excited, despite the fact that local banks and schools remain open, much to the guys' chagrin. Jeff Blazy, known and loved for his many years in mornings on Maverick Media active rock KXFX (the Fox)/Santa Rosa, Calif., has emerged after a brief hiatus and is now sitting across the street at Wine Country Radio's KNOB (Bob FM), doing mornings with Bob Lilley, his former longtime partner on KOME/San Jose from 1987 to 1994. "Turn your KNOB to Blazy & Bob!" Blazy shrieks to no one in particular.

NIELSEN BROADCAST DATÁ SYSTEMS BDSCertified Spin Awards February 2009 Recipients:

900,000 SPINS

In The End/ Linkin Park /Warner Bros.

800,000 SPINS You And Me/ Lifehouse /Geffen/Interscope

700,000 SPINS

Apologize/ Timbaland Feat. OneRepublic /Mosley/Blackground/Interscope Before He Cheats/ Carrie Underwood /19/Arista Nashville I Need To Know/Dimelo/ Marc Anthony /Columbia/Sony Oiscos No One/ Alicia Keys /MBK/J/RMG

+400,000 SPINS

Beer For My Horses/ Toby Keith /Dreamworks My Front Porch Looking In/ Lonestar /BNA Savin' Me/ Nickelback /Roadrunner/RRP/Atlantic Whenever, Wherever/Suerte/ Shakira /Epic/Sony Discos

300,000 SPINS

Elisturbia/ Rihanna /SRP/Def Jam/IDJMG Fot N Cold/ Katy Perry /Capitol Miss Independent/ Ne-Yo /Def Jam/IDJMG So What/ PinkLaFace/JLG Touch My Body/ Mariah Carey /Island/IDJMG

200,000 SPINS

Gotta Be Somebody/ Nickelback /Roadrunner/RRP Heartless/ Kanye West /Roc-A-Fella/Def Jam/IDJMG I Saw God Today/ George Strait /MCA Nashville Let It Rock/ Kevin Rudolf Feat. Lil Wayne /Cash Money/Universal Republic Love Remains The Same/ Gavin Rossdale /Interscope Say/ John Mayer /Aware/Columbia Sensual Seduction/ Snoop Dogg /Doggystyle/Geffen/Interscope Small Town Southern Man/ Alan Jackson /Arista Nashville Suffocate/ J. Holiday /Music Line/Capitol Womanizer/ Britney Spears /Jive/JLG

100,000 SPINS

Circus/ Britney Spears / Jive/JLG Cowgirls Don't Cry/ Brooks & Dunn Feat. Reba McEntire /Arista Nashville Feel That Fire/ Dierks Bentley /Capitol Nashville God Love Her/ Toby Keith /Show Dog Nashville Light On/ David Cook /19/RCA/RMG Mad/ Ne-Yo /Def Jam/IDJMG Ore More Drink/ Ludacris Co-starring T-Pain /DTP/Def Jam/IDJMG Pop Champagne/ Jim Jones & Ron Browz Feat. Juelz Santana /Ether Boy/Universal Motown/Columbia She Wouldn't Be Gone/ Blake Shelton /Warner Bros./WRN Sober/ Pink /LaFace/JLG Yo J Found Me/ The Fray /Epic

+ 50,000 SPINS

Beautiful/ Akon Feat. Colby O'Donis & Kardinal Offishall /Konvict/Upfront/SRC/Universal Motown Beap/ Bobby Valentino Feat. Yung Joc /Blu Kolla Dreams/Capitol Dead And Gone/ T.I. Feat. Justin Timberlake /Grand Hustle/Atlantic Diva/ Beyonce /Music World/Columbia Do What You Do/ Mudvayne /Epic Gives You Hell/ All-American Rejects /Doghouse/DGC/Interscope I Hate This Part/ Pussycat Dolls /Interscope Inolvidable/ Reik /Sony Music Latin My Life Would Suck Without You/ Kelly Clarkson /RCA/RMG Playa Cardz Right/ Keyshia Cole Feat. 2Pac /Amaru/Imani/Geffen/Interscope Poker Face/ Lady Gaga /Streamline/KonLive/Cherrytree/Interscope Re-Education (Through Labor)/ Rise Against /DGC/Interscope Right Round/ Flo Rida Feat. Ke\$ha /Poe Boy/Atlantic Rockin' That Thang/ The-Dream /Radio Killa/Def Jam/IDJMG There Will Be A Day/ Jeremy Camp /BEC/Tooth & Nail Turnin Me On/ Keri Hilson Feat. Lil Wayne /Mosley/Zone 4/Interscope White Horse/ Taylor Swift /Big Machine Without You/ Hinder /Universal Republic

nielsen BDS www.bdsonline.com







Wonder From Down Under Gomer/DKE/UMe artist Rick Springfield recently performed at the 12th annual Michele Clark's Sunset Sessions in Carlsbad, Calif. From left are Northeast Broadcasting triple A WNCS (the Point)/Burlington, Vt., PD Zeb Norris; Springfield; and Clark.

The Only Game In Town

Warner Bros. artist Chris Isaak performed at the 12th annual Michele Clark's Sunset Sessions, presented in association with R&R, at La Costa Resort & Spa in Carlsbad, Calif. Pictured after Isaak's set are, from left, bandmate Kenny Johnson; labelmate Jason Reeves; Tuned-In Broadcasting triple A WRLT/Nashville MD Keith Coes; labelmate Meaghan Smith; Isaak; Morgan Murphy Media KXLY (the River)/Spokane MD Marie McCallister; NRC Broadcasting triple A KFMU/Steamboat Springs, Colo., PD John Johnson; and NRC Broadcasting triple A KSPN/Aspen, Colo., PD Sam Scholl.

Blonde Ambition >

Clear Channel CHR/top 40 KIYS (101.9 KISS FM)/Jonesboro, Ark., morning show host Brandon Baxter met Epic artist Jessica Simpson at the Fed Ex Forum in Memphis. Simpson is opening for Rascal Flatts on the Lyric Street trio's Bob That Head tour.

Rich And Famous

John Rich (left), host of the CMT series "Gone Country," selected former Prince percussionist Sheila E. as the winner of the third-season contest. "Glorious Train," the song she co-wrote with Nashville songwriters Angie Aparo and James Slater, was produced by Rich and released by the CMT Radio Network March 9. The Sean Weber-Small-directed video is in rotation on CMT. Photo courtesy of CMT

Orlando Magic >

Singer/songwriter Kevin Cossom has signed to Jive through an agreement with Grammy Award-winning producer Nate "Danja" Hill's label, New Age Rock Stars Records. The Orlando native, who has worked with R. Kelly and Young Jeezy, is preparing his debut album. From left are Jive Label Group executive VP Peter Thea, Hills, Cossom, RCA/Jive Label Group chairman/CEO Barry Weiss, Jive Label Group executive VP/GM Tom Carrabba and Jive Label Group president of urban music Mark Pitts.













live. Morgan Murphy Media KXLY (the River)/ Spokane had a busy day when three acts stopped by to play in its Studio Blue. From left are Universal Republic artist Tyrone Wells, KXLY MD Marie McCallister, MySpace Records artist Meiko and CBS Records artist Keaton Simon.

Climbing To The Top

Singer/actress Miley Cyrus is starring in the film adaptation of the Disney Channel series "Hannah Montana' this April. In the meantime, Cyrus has been busy promoting "The Climb," the fourth single from the Walt Disney Records soundtrack, due March 24. From left are Hollywood Records VP of promotion Tony Smith, Cyrus, Cumulus Broadcasting senior VP of programming Jan Jeffries. Hollywood Records senior VP of promotion Justin Fontaine and Cumulus senior director of label relations John Kilgo. The gateway to music formats, the week in charts and airplay data.

ornnats

R&RSPIN SPOTLIGHT







Mariah Carey extends her lead as the female

artist with the most charted titles in the 16-year history of the Nielsen BDS-based Rhythmic chart, as the-Dream's "My Love," on which she guests, opens at No.

37. The song's arrival also lifts Carey into a third-place tie for most chart appearances among all acts. Here is a snapshot of the format's most frequent hitmakers.

Chart Entries, Artist(s) 40, R. Kelly 35, Ludacris 34, Mariah Carey, Jay-Z, Snoop Dogg 30, Lil Wayne 28, 50 Cent, Diddy, Janet

1, 2 Step

Darius Rucker becomes one of just eight acts in the last 20 years to scale the Country summit with their first two format singles. Within the exclusive club, Rucker and Wynonna enjoyed prior chart success: Wynonna as half of the Judds (14 No. 1s from 1983 to 1991) and Rucker with Hootie & the Blowfish (nine top 10s at four pop/rock formats from 1995 to 2006).

Artist, Titles, Year(s)

- Darius Rucker, "Don't Think I Don't Think About It," "It Won't Be Like This for Long," 2008-09
- Jamie O'Neal, "There Is No Arizona," "When I Think About Angels," 2001
- Deana Carter, "Strawberry Wine," "We Danced Anyway," 1996-97
- Faith Hill, "Wild One," "Piece of My Heart," 1993-94
- Clay Walker, "What's It to You," "Live Until I Die" 1993-94
- Wynonna, "She Is His Only Need," "I Saw the Light," 1992
- Brooks & Dunn, "Brand New Man," "My Next Broken Heart," 1991
- Clint Black, "Better Man," "Killin' Time," 1989

Rucker Rules Country



Darius Rucker becomes the first male artist to send his first two Country chart entries to the summit since Clay Walker 15 years ago, as "It Won't Be Like This for Long" (Capitol Nashville) ascends 2-1. "Don't Think I Don't Think About It," the first single from Rucker's debut country album, "Learn to Live," led for two weeks in the fall. Rucker is just

the third male artist to begin with back-to-back No. Is on the tally in the last 20 years, joining Walker and Clint Black. Among all acts, no artist had accomplished the feat since 2001 (see Spin Spotlight, left).

The list's new leader dislodges Keith Urban's "Sweet Thing," marking the label's first consecutive trips to the top since Dierks Bentley's "Come a Little Closer" followed Urban's "Better Life" on the Nov. 25, 2005, chart. Urban concurrently scores his second-highest career debut, as "Kiss a Girl" launches at No. 29. The start trails only the No. 17 blastoff of "Once in a Lifetime" in August 2006.

www.americanradiohistory.com

Counting To 13

The number 13 proves lucky for Counting Crows, who roll 11-7 at Triple A with "When I Dream of Michelangelo" (Interscope), the group's 13th consecutive top 10. The act's streak, which began in December 1996 when "A Long December" reached the top tier on its way to a two-week rule, ranks second only to labelmate U2's 17 top 10s in a row from "The Sweetest Thing" in 1998 through its current "Magnificent," which zooms 7-3 with Most Increased Plays (up 127). If "Michelangelo" eventually paints the Triple A ceiling, the Crows will extend the format's longest active streak of No. 1s. All of the band's previous appearances dating to November 2003-"She Don't Want Nobody Near," "Accidentally in Love," "You Can't Count on Me" and "Come Around"have resulted in No. 1 finishes.

Jive Talkin'

Jive Label Group becomes the second label in the 15-year history of the Nielsen BDS-powered Urban AC chart to own the top three positions simultaneously. Headed by Charlie Wilson's "There Goes My Baby" (No. 1 for a second week), the monopoly rounds out with former leader "Here I Stand" by Usher at No. 2 and Anthony Hamilton's "Cool," featuring David Banner, which advances 5-3. RCA Music Group was the first label to triple up atop the tally, when Alicia Keys'"If I Don't Have You," Ruben Studdard's "Sorry 2004" and Luther Vandross'"Think About You" held down the top three for four weeks in February-March 2004.

Pearl Jam's Epic Feat

Pearl Jam earns its fourth Alternative chart-topper as "Brother" rises 4–1. With last week's leader, Incubus" "Love Hurts," ranking at No. 2, Epic claims back-to-back No. 1s and the top two spots for the first time in the chart's 20year history.

"Brother," one of six previously unreleased tracks from the March 24 reissue of Pearl Jam's debut album, "Ten," is the quintet's fourth No. 1. "Daughter" (1993) and "Who You Are" (1996) led for a week apiece. "World Wide Suicide" began a three-week reign in March 2006.

'Face' Lift

Lady GaGa follows her career-opening CHR/Top 40 No. 1 "Just Dance" with a second top 10, as "Poker Face" (Interscope) deals 11-9. The singer becomes the fifth female artist in the past year to send her first two singles into the top tier, joining Katy Perry, Leona Lewis, Colbie Caillat and Jordin Sparks. In that span, no rookie males or groups have started with a pair of top 10s sporting lead billings; Colby O'Donis and OneRepublic took their first two entries into the uppermost quarter, but each did so with one track as a lead and one as a featured act.

Slipknot Nets First Active Rock No. 1

Slipknot secures its first Active Rock leader, as "Dead Memories" (RRP) rises 3-1. The song's coronation halts the two-week reign of Nickelback's "Something in Your Mouth," stringing together the label's first consecutive chart champs. Jive Label Group was the last label to rule the format in succession, when Tool's "Vicarious" (two weeks) gave way to Three Days Grace's "Animal I Have Become" (nine) in summer 2006.

Prior to "Memories," Slipknot had posted three top 10s, with "Duality" climbing the highest (No. 4) in 2004.

R&R CHR/TOP 40



What a concept: a station that targets kids . . . and their parents

CBS Radio Acts **Childish In Vegas**

Kevin Carter KCarter@RadioandRecords.com

n a new radio world where the PPM now measures listeners as young as 6, it certainly made sense for CBS Radio/LasVegas to launch a station that targets this embryonic and increasingly important segment of radio listener; kids. It just so happened that the cluster included ratings-challenged sports/talk KSFN (1140 AM), which proved to be a perfect petri dish

for the birth of KYDZ, aka "KYDZ Radio."

The station is under the command of Cat Thomas, PD of rhythmic KLUC, who doubles as CBS/Las Vegas director of FM programming . . OK, and this one AM station now."We were the third sports station in the market, and we felt this was a perfect niche to exploit," says Thomas, the father of two kids smack dab in the middle of KYDZ Radio's sweet spot: 8-year-old Robbie and 7-year-old Jillian.

Thomas readily credits two other important people in his life with nurturing this idea: One was CBS Radio CEO Dan Mason."Dan was here last November and actually brought up the idea. We discussed it, and I told him, 'I'm your guy to get this thing off the ground.' "The other person was Thomas' wife, Amberly: "Basically, I was tired of getting bitched at by my wife for something racy that my kids happened to hear on 'Chet Buchanan & the Morning Zoo' on KLUC."

With that real-life scenario playing in his head, and with the blessing of senior VP/market manager Bob Proffitt, Thomas got the green light to build a station that focuses on kids ages 6-13-a station he says combines "the best of the Disney and Nickelodeon artists, mixed with other squeaky-clean pop acts." A quick look at the current top 10 most-played songs on KYDZ Radio includes two Taylor Swift cuts, two from Selena Gomez, Ionas Brothers and Amanda Cosgrove, star of Nickelodeon's show "iCarly." All kid-tested and parent-approved.

Squeaky-Clean Criteria

KLUC production director John James is the

voice of KYDZ Radio, augmented by the voice of Thomas' programming and promotions assistant Juicy-however, everyone involved in the project agreed that such a name as "Juicy" didn't exactly fit the station's squeaky-clean criteria, so she was quickly redubbed "Zoey." To help sell the "For kids, by kids" positioner used by the station and its Web site (KydzRadio.com) KYDZ Radio also uses drops recorded by several of Thomas' neighbors' kids. Doing his best to keep the family business in the family, Thomas excitedly shares the news that KYDZ Radio did its inaugural remote broadcast March 7, featuring a very special debut airshift by his son, "Robbie Q."

This remote, however, held at a local restaurant, was a far cry from the usual cliché remote we've all endured at some crummy used car lot with free hot dogs and balloons for the kids. It was potentially life-changing: the annual charity drive for the St. Baldrick's Foundation for Kids Cancer, a perfect match for a station designed for just such an audience.

"I have this Edirol portable recorder, and for three days before the event Robbie was sitting around the house practicing his breaks so we could upload them,"Thomas says. "He kept saying, 'Daddy, how does this one sound? How about this one?' He was more nervous about walking up to a bunch of kids, introducing himself and giving out T-shirts." Thomas coached Robbie through the daunting handshaking process."I told him to ask the kids if they want a KYDZ Radio T-shirt and tickets to see 'Escape to Witch Mountain,' which went well." However, the art of trying to corral a bunch of strangers, kids or not,

'The school district is excited about having a radio station geared specifically to kids, to publicize kids' events, work directly with the schools and be a great, safe haven for parents and kids alike.' -Cat Thomas





Cat Thomas: St. Baldrick's style



Here are the top 10 most-played songs at KYDZ/ Las Vegas, with spins to the left. **KYDZ RadioPlaylist:** March 9

OM/PD Cat Thomas 89, Miranda Cosgrove,

"About You Now" 88. Demi Lovato, "La La Land

88, Jonas Brothers, "BB Good"

88. Plain White T's. "1,2,3,4 (I Love You)" 88, Miley Cyrus, "The Climb'

88, Corbin Blue & Zac Efron, "The Boys Are

Back" 88, Drew Seely & Selena Gomez, "New Classic"

88, Taylor Swift, "White Horse" 84. David Archuleta,

"Crush"

84, Shontelle With Akon, "Stuck With Each Other

to be on the radio proved to be slightly more challenging for Robbie."I told him that happens all the time," Thomas says. "I said, 'You have to ask 10 people to get five.' '

Last year's St. Baldrick's event raised \$201,000; the operative word here being "bald." That's right-the centerpiece of the fund-raising effort involves groups of people sitting down and having their heads shaved to raise money. "I've never been bald or shaved my head in my life,"Thomas says. Until this year, when he agreed to sit in the chair and take one for the team as artist Bow Wow grabbed the clippers and went to town on Thomas' luxuriant locks which hit the floor as TV cameras rolled. "Yes, the video is posted at KLUC.com,"Thomas says, rubbing his newly stubbly scalp. Thankfully, there is a happy

> ending to this tale:"So far, this year's tally is already at \$227,000, and we still have a few weeks' worth of contributions to come in."

Grass-Roots Marketing

The next phase for KYDZ Radio is getting the word out about its existence, and that will involve some grass-roots marketing. "In these lean times,

with little or no marketing money, we had to find a way to market the station without those external forces,"Thomas says."What's the point of billboards when we can market directly to the students of Las Vegas?" As it turns out, Clark County is home to the fifth-largest school district in the country. To that end, KYDZ Radio is developing a marketing initiative through the Clark County School District partnership program. One concept centers on a mascot that was designed for KYDZ Radio-a mascot that remains unnamed at this juncture. "We're working on a Name the Mascot contest where we will have kids write a short essay about what they think the mascot's name should be and why."

Thomas is also working on securing the perfect kids-targeted grand prize: sending winners to meet Cosgrove on the set of "iCarly." "The district really wants to work with us, and they're excited about having a radio station that's geared specifically to kids-a station we can utilize to publicize kids' events, a station that will work directly with the schools, and a station that's a great safe haven for parents and kids alike. This will be a very good partnership for everyone involved."

So far, despite the station's extremely young age, Thomas says early reaction has been, in a word, "phenomenal," and he's pleased. "It's amazing the number of people who have jumped in right away telling us how happy they are that we have a station like this for kids," he says. "The reaction has been very positive." And that attitude extends right into his home, where Amberly is much happier these days. "She's ecstatic," he says. "She loves that she and the kids now have a radio station that they can safely share in the car." RAR

&R CHR/TOP 40

IN NIELSEN BDS CERTIFICATIONS

RIGHT ROUND POE BOY/ATLANTIC KELLY CLARKSON
MY LIFE WOULD SUCK WITHOUT YOU 19/RCA/RMG 19/RCA/RMG

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AMERICA'S SUITEHEARTS JOEN ANDRE 3000 IN C.O.O.D./COLUMBIA

SOULJA BOY TELL 'EM FEATURING SAMMIE

KEVIN RUDOLF FEATURING LIL WAYNE

MOST INCREASED PLAYS

STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOOP

ENGINEROOM/SIRE/WARNER BROS.

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SKIDDCO/VIRGIN/CAPITOL

PHOTO FINISH/ATLANTIC/RRP

19/RCA/RMG

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KELLY CLARKSON

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27 12 THE ALL-AMERICAN REJECTS

BRITNEY SPEARS

FINE SOBER KANYE WEST HEARTLESS

DIGITAL DOWNLONDS

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-830

+116

+855

+579

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-879

-890

-241

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-397

+930

-805

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9638

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2177

2096

1960

1959

1888

3877

1733

1604

1504

1486

1325

1078

1070

1057

1039

965

 \mathbf{n}^2

52.172

56.135

54 76

46.84

39.71

40.14

46.42

37.534

41.439

36 34

35.23

30.65

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20.33

18.24

18.171

25.01

19.083

14.05

15.88

13.795

10.48

12.423

10.227

13.406

12.225

11,747

8.629

9.619

6.572

7.827

6.309

9144

4.622

8.452

3.088

3.536

2.579

4.321

4.361 37



THE BLACK EYED PEAS' "BOOM BOOM POW" BLASTS 27 WITH MOST ADDED AND THE FORMAT'S SECOND-BEST GAIN (UP 1,038 PLAYS). THE LEAD TRACK FROM "THE E.N.D. (THE ENERGY NEVER DIES)," DUE JUNE 9, CONCURRENTLY BOUNDS 34-20 WITH MOST INCREASED PLAYS (UP 986) AND AIRPOWER HONORS AT RHYTHMIC.

NEW AND ACTIVE

ARTIST TITLE / LABEL

PLAYS /GAIN

37

51

46

36

1 702/71

675/125

662/54

626/92

332/111

-	_		
			NEW A
	RANK		ARTIST PLAYS TITLE / LABEL /GAIN
2	3	and the second second	A R RAHMAN & THE PUSSYCAT DOLLS FEAT. NICOLE SCHERZINGER 925/202
5	1	MOST ADDED	Jai Ho! (You Are My Destiny) (Interscope) TOTAL STATIONS: 57
8	4		THE TING TINGS 855/110 That's Not My Name
1	8	and the second	(Columbia) TOTAL STATIONS: 60
1	7	ARTIST NEW TITLE / LABEL STATIONS	WE THE KINGS 788/7
2	5	THE BLACK EYED PEAS 32 Boom Boom Pow (will.i.am/Interscope)	Secret Valentine (S-Curve) TOTAL STATIONS: 50
4	9	KDND, KDWB, KKRZ, KRQQ, KSLZ, KSPW, KZHT, Sirius XM 20 on 20, WABB, WAEZ,	KEVIN RUDOLF
9	6	WBZW, WCGQ, WDJX, WFKS, WHKF, WIOQ, WIXX, WJBQ, WKCI, WKKF, WKSE, WKSS, WNCI, WNTQ, WRVQ, WRVW, WSNX,	FEAT. RICK ROSS 763/142 Welcome To The World (Cash Money/Universal Republic)
3	10	WVKS, WVSR, WWHT, WXXX, WYKS	TOTAL STATIONS: 60
4	11	JAMIE FOXX FEAT. T-PAIN 25 Blame It (J/RMG)	3 DOORS DOWN 734/63 Let Me Be Myself (Universal Republic)
9	12	KHKS, KHTS, KIIS, KJYO, KRUF, KSAS, KZHT, Sirius XM Hits 1, WBHT, WBZW,	TQTAL STATIONS: 42
0	13	WCGQ, WDJX, WEZB, WHTZ, WHYI, WIXX, WKKF, WNCI, WPXY, WRVW, WSNX, WVKS, WXKS, WYKS, WZEE	
5	15	CIARA FEAT. JUSTIN TIMBERLAKE 20	
3	17	Love Sex Magic (LaFace/JLC)	
ī	18	(Laface).LU) KHTS, KKDM, KRQQ, WAKZ, WAPE, WBHT, WBLI, WDIX, WERO, WFLY, WIOC, WKCI, WKRZ, WNCI, WNOK, WRVQ, WRVW,	
1	14	WXKB, WXKS, WXSS	
3	16	ASHER ROTH 17 I Love College	
9	20	(SchoolBoy/Loud/SRC/Universal Motown) CKEY, KBKS, KQCH, KSLZ, KSMB, KZCH, WAEV, WDJX, WFMF, WKCI, WKQI, WKZL,	
1	19	WNKS, WRVQ, WVYB, WWHT, WXSS	HOCT
5	21	BRITNEY SPEARS 15 If U Seek Amy	MOST
4	26	(Jive/JLG) KHT5, KKOM, KSAS, WAEB, WDJX, WERO, WJBQ, WKCI, WKZL, WNOK, WNTQ, WDWA, MAYAR, MAKET, WAKE	PLAYS
3	23	PLAIN WHITE T'S 12	
7	27	1, 2, 3, 4 (Hollywood)	+1122 🕸 FI
5	22	KHOP, KKOB, KKPN, KQCH, KQMQ, KZMG, WDJQ, WJBQ, WKSZ, WSTR, WSTW, WXYK	Ri KH
5	24	KERI HILSON FEAT. LIL WAYNE 10 Turnin Me On	ното на
'	25	(Mosley/Zone 4/Interscope) KKOB, KZHT, WAKZ, WFMF, WIDQ, WKCI,	Ba Ks
9	30	WKKF, WNKS, WRVQ, WVKS BEYONCE 9	KS
1	28	Halo (Music World/Columbla)	+979 🍁 Li
2	33	KKDM, KSLZ, KWYL, WAKZ, WBVD, WDJQ, WIXX, WKRZ, WKZL	(St
'	32		+930 🏚 ci
,	34		
	29		Lc WA WA
2	36	ADDED AT	+855 🕸 s
2	31	SIRIUS XM @20@20 20 ON 20	FI Ki
3	- 1	Satellite	SX KK
,	- 2	OM: Kid Kelly PD: Mike Abrams MD: Priestly	
)	•	Carrie Underwood, Home Sweet Home, 13 The Black Eyed Peas, Boom Boom Pow, O	
	38	Pitbull, I Know You Want Me (Calle Ocho), O	FOR WEEK ENDING MARCH 15, 200

	TITLE / LADEL	/UAIN	TITLE / LADEL	
I.	A R RAHMAN & THE P DOLLS FEAT. NICOLE SCHERZINGER Jai Ho! (You Are My Destiny) (Interscope) TOTAL STATIONS:	925/202	THEORY OF A DEADMAN Bad Girlfriend (604/Roadrunner/RRP) TOTAL STATIONS:	盘
	THE TING TINGS That's Not My Name (Columbia)	855/110	LILY ALLEN The Fear (Capitol) TOTAL STATIONS:	e
	TOTAL STATIONS:	60		
W VS 2	WE THE KINGS Secret Valentine (S-Curve)	788/71	DAVID ARCHULETA A Little Too Not Over You (19/Jive/JLG) TOTAL STATIONS:	
	TOTAL STATIONS:	50	THE OFFE DOWN	
),	KEVIN RUDOLF FEAT. RICK ROSS Welcome To The World	763/142	THE OFFSPRING Kristy, Are You Doing OK? (Columbia) TOTAL STATIONS:	
	(Cash Money/Universal Republi TOTAL STATIONS:	60	PITBULL	
5	3 DOORS DOWN Let Me Be Myself (Universal Republic)	734/63	I Know You Want Me (Calle (Ultra) TOTAL STATIONS:	Ocho)
	TOTAL STATIONS:	42		
5				
7				
5	MOST			

6 Y 6 A 1		
+1122	\$	FLO RIDA Right Round (Poe Boy/Atlantic) KHTT +52, WAPE +51, WIHT +49, WXSS +47, WRVW +43,
+1038	\$	KZZP +40, WVSR +38, WNKS +37, WHHD +36, WAEZ +34 THE BLACK EYED PEAS
		Boom Boom Pow (will.i.am/Interscope) KSMB +34, WIQQ +33, WFKS +32, KZMG +28, KQMQ +28, KSLZ +27, KWNZ +25, KKRZ +25, WWHT +25, WXKS +24
+979	\$	LADY GAGA Poker Face (Streamline/KonLive/Cherrytree/Interscope) KHOP +37, WRXY +35, KXXM +34, KQMQ +29, WYKS +29, KWNZ +29, WKSS +29, KIIS +28, WIXX +26, KKHH +25
+930	¢	CIARA FEAT. JUSTIN TIMBERLAKE Love Sex Magic (LaFace/JLG) WAPE *37, WXKS *29, WXYK *25, WZKF *25, WFMF *24, WAPZ *24, KQCH *24, WKRZ *23, WVSR *22, KHTS *22
+855	¢	SOULJA BOY TELL 'EM FEAT. SAMMIE Kiss Me Thru The Phone (ColliPark/Interscope) 5X20 +39, KZZP +35, KSLZ +32, WXKS +27, WNOU +25, KKHH +24, WPRO +21, KHTT +20, WNCI +20, WKFS +9

FOR WEEK ENDING MARCH 15, 2009 LEGEND: See legend to charts in charts section for rules and symbol explanatio 129 CHR/top 40 stations are electronically monitored by Nielsen Broadcast Data Syste hours a day, 7 days a week. © 2009 Nielsen Business Media. Inc. All rights reserved. adcast Data Systems 24



Ar-rest-ing Col-or

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Stations keep listeners locked with cool seasonal promotions

Springing Forward

Darnella Dunham DDunham@RadioandRecords.com

ining up the prize is the easy part. Figuring out an imaginative way to give it away requires creativity and collaboration. Done right, it can make a promotion entertain more than just the small group of listeners that actually enters contests. Summer and fall are typically when stations in diary markets really push hard with their promotions,

but the following outlets aren't waiting for those seasons to hit the airwaves with clever contests and promotions.

Flipping Out

Hot 93.9 Is Flipping Out is the name of KIK1 and Britney Spears to create the Diva-a-Day

(Hot 93.9)/Honolulu's hardto-ignore contest, where the Clear Channel outlet is giving away multiple flip video camcorders. Listeners win by calling the station when it "flips" the

bird, which in this case means waiting for KIKI to play "The Bird" by the Time.

Nutz High School Mix Tour

An ongoing promotion for Riviera's KKFR (Power 98.3)/ Phoenix, the Nutz High School Mix tour brings morning show duo Joey Boy and Lady La to area high schools. Past special guests to accompa-

ny the Nutz and perform for high school audiences include Mims, the-Dream and Lil Rob. The station stepped outside of the box for the last leg of the tour Feb. 13, bringing the Jabbawockeez to Maryville High School. The audience response for the season-one winners of MTV's "America's Best Dance Crew" would be the envy of any hip-hop or R&B artist. The station deemed the performance special enough to post a video of it on its Web site, just above the form students fill out to request that the Nutz tour visit their school.

Diva-A-Day

With two huge shows headed to Seattle in April,



her choice.

Cupcakin' With Lady GaGa

Tickets to see the enigmatic and effortlessly cool

KUBE has combined tour dates for Beyoncé



could easily stand on its own. But Clear Channel's KYLD (Wild 94.9)/San Francisco stepped up with an experience as hip as GaGa herself. Winners of Cupcakin' With Lady GaGa will attend a pre-party where they will meet the star, snack on cup-

contest. At the designated cue-

to-call time, caller 93 to the

Clear Channel station picks the

tickets to see the diva of his or

Lady GaGa is a contest prize that

cakes and sip champagne before attending her sellout show at the Mezzanine.

Summer Bash

The 15th edition of Summer Bash (or SBXV) takes place June 13 at Toyota Park stadium in Bridgeview, Ill. But the first wave of performers will be revealed this month by afternoon duo Stylz & Roman, turning a summertime event into a sweet springtime promotion for CBS Radio's WBBM-FM (B96)/Chicago.

Lei'd Off To Hawaii

A timely and attention-grabbing promotion just wrapped for Journal's WKHT (Hot 104.5)/



Winners of **Cupcakin** With Lady GaGa will attend a pre-party where they will meet the star, snack on cupcakes and sip champagne before attending her sellout show.



Knoxville. Lei'd Off to Hawaii played off the miserable economy and gave away a five-day/fournight vacation, including airfare and resort accommodations. When listeners visited hot1045.net to enter, instead of filling out an entry form they were directed to write a résumé to win the trip. J Records and Columbia Records sponsored the promotion.

Wild Splash

CBS Radio's WLLD (WiLD 98.7)/Tampa provides the perfect outlet for spring breakers and those simply in a spring break state of mind with its annual Wild Splash. The big concert is always injected with some island flavor, and this year that puts Sean Kingston, Serani and Movado on the March 21 bill alongside Soulja Boy Tell'em, Busta Rhymes, Slim Thug and Yung LA at Tampa's Ford Amphitheater.

Calle Ocho

Having any type of presence at Calle Ocho, billed as the world's biggest block party, is a good look. But WPOW (Power 96)/Miami isn't known for subtlety when it comes to events and promotions. The Beasley station has its own stage at the annual event that draws hundreds of thousands. Among the acts performing on the Power stage are Brooke Hogan, Shaggy, Baby Bash, David Rush, Kevin Lyttle, Tanto Metro & Devante and producer/rapper/morning show host DJ Laz.

April Fool's Day Comedy Show

A benchmark promotion for Emmis' WQHT (Hot 97)/New York, the April Fool's Day Comedy Show presents a stellar lineup of established standup comedians. Hosted by actress/ comedian Sommore, this year's April 1 event features comics Capone, Kevin Hart, TK Kirkland, Cory "Zooman" Miller, Talent and Tracy Morgan at Madison Square Garden's WaMu Theater

The Lyrical Lounge

An aspiring local rapper will open up for Common March 27 at the Deck nightclub, thanks to Beasley's WRDW (Wired 96.5)/ Philadelphia. To enter the Lyrical Lounge Open for Common contest, listeners submit a video showing their skills. The winning rapper will also receive clothing from smoda.com.

Providence Hip-Hop Week

With six major hip-hop artists headed to the market, WWKX (Hot 106) declared the week of March 16 Providence Hip-Hop Week. Jim Jones was scheduled to be in town March 16 to perform and promote the screening of his documentary "This Is Jim Jones." Lil Wayne and T-Pain were slated to bring their I Am Music tour to town the following day. Flo Rida's meet-and-greet with fans at a local mall was set for March 19, with the Game's concert slotted for the following night. The station gave away tickets to all of the events, while continuing to register listeners to win a seat at its own Rick Ross Boss Dinner. R4R

RHYTHMIC

WEEK WEEKS

LAST V

2 7

3 3 8

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14

DMDS DICITAL DOWNLOADS



KID CUDI BECOMES THE SECOND MALE ARTIST THIS YEAR NO. 8 IN JANUARY WITH "POP CHAMPAGNE," CO-STARRING

NEW AND ACTIVE

ARTIST TITLE / LABEL

KEYSHIA COLE

PLAYS /GAIN

PLAYS /GAIN

43

32 329/21

24

26

17

271/33

270/14

347/97 廿

333/16

THLE INDERNAT PRODUCTABEL TW ** MULLIONS PANK SEED COLL JUSTIN TIMBERLAKE NO. JUSTIN SEED -21 37128 3 SOLULA BOY TELL 'EM FEAT URING SAMME 'CLUPARAMIT'ERCORF SEED -23 3157 4 MORT READID PORE BOYARLAMIT CCLUPARAMITERCORF 5592 3157 4 MORT READID PORE BOYARLAMIT CCLUPARAMITERCORF 5592 3157 4 MARE FOX FEATURING LIL WAYNE	비 NIELSEN BDS û HITPREDICTOR ARTIST CERTIFICATIONS STATUS	PL	AYS	AUDIE	NCE
Instruction Commonitation State Val Use Val Use SOULA BOY TELL'EN FREATURING SAMME MESS MENDUME-MODE SC73 S759 31.578 4 MESS MENDUME-MODE POREDVMALAMITE SC73 S759 31.678 4 BLANEF FOX FEATURING LIL WAYNE DESAMETERON FEATURING LIL WAYNE MARE FE MOSLEYZORE ANTERCOPE 4558 1318 26.224 5 MARE FOX FEATURING LIL WAYNE DAY WIE MOSLEYZORE ANTERCOPE 4558 1318 26.224 5 MARD FOOLS COLDUNVERSAL AND MANARA 3507 23.408 8 RACON FEAT. COLEY O'DONIS & KARDINAL DOFESHALL OF BLAITINL NOVECHAPTINE MANARA 3559 556 18.477 9 LADY GAZ FEATURING COLEY O'DONIS & KARDINAL DOFESHALL OF BLAITINL SIGNAMAFRAMINANTERCOPE 2759 515 17.516 10 LADY GAZ AND AND COLEY O'DONIS & KARDINAL DOFESHALL OF BLADY GAZ AND AND COLEY O'DONIS & KARDINAL DOFESHALL OF BLADY GAZ AND AND COLEY O'DONIS AND COLEY O'DONIS COLEY O'DONIS COLEY O'DONIS ('ADAY FIRMANTERCOPE 2750 158 16 LADY GAZ AND AND COLEY O'DONIS AND COLEY O'DONIS CO		TW	+/-	MILLIONS	RANK
Netson Fund meteriloop: COLLEPARKON/TERCOPP Field Pilds Fi	DEAD AND CONE GRAND HUSTLE/ATLANTIC	5630	-21	37.128	1
BIGHT EQUIND PODE ROWATLANT CALL SAUME CALL BLAME FOX FALLING T-PAIN JARK 4662 5589 34.061 2 REEN HILSON FEATURING LIL WAYNE MORE WO JARK 4652 4538 4131 26.224 5 NEYO MAD DEFJAMUBAC 5776 4382 23.408 6 KANY EVEN FOOLSCOLDUNIVERSAL WOTOW 3576 5377 18.477 9 MAND FOR ALL FOOLSCOLDUNIVERSAL WOTOW 3579 5677 18.477 9 MAND FOR ALL STRAMUBERIONLYCOLDER MATION 3579 5515 173.16 10 MAND FOR ALL STRAMUBERIONLYCOLDER MATION 3579 5677 18.477 9 MAND FOR ALL STRAMUBERIONLYCOLDER MATION 3579 571 14.636 13 MAND FOR ALL STRAMUBERIONLYCOLDER MATION 2628 577 14.636 13 MAND FOR ALL STRAMUBERIONLYCOLDER MATION 2178 14.35 13 14 MAND FOR ALL STRAMUBERIONLYCOL	KISS ME THRU THE PHONE COLLIPARK/INTERSCOPE	5482	+769	32.828	3
BLANET JURNAC REC FLAND JURNACE REC FLAND JURNACE KERT HLISON FEATURING LIL WAYNE MOSE VZDRE JINTERESCREF 4538 4131 26.224 5 ME-YO MAG DEF JAMCIDAR 5576 4382 22.642 7 KID CUDI DAY TWITE FOOLS COLDURAVERSAL MOTIONIC 5261 3077 23.408 8 RACM FEAT COLEY OFDONIS & KARDMALL OFFISHALL 12 3578 15.536 12 RECONT INSTITUE REDEVICTORENDATISCUMVERSAL MOTIONIC 2279 515 17.516 10 LADY GAGA FEATURING COLEY OFDONIS STREAM LINE/RORINFORMERTREEINTEREDUCE 2468 57.77 14.636 13 ACM FEAT COLEY OFDONIS STREAM LINE/RORINFORMERTREEINTEREDUCE 2468 13.37 15 LADY GAGA STREAM LINE/RORINFORMERTREEINTEREDUCE 2468 9.877 18.17 LADY GAGA STREAM LINE/RORINFORMERTREEINTEREDUCE 2468 9.877 18.17 LADY GAGA STREAM LINE/RORINFORMERTREEINTEREDUCE 2468 9.877 18.17 LADY GAGA STREAM LINE/RORINFORMERTREEINTEREDUC		5C73	+592	31.578	4
NUMBER OF MOSLEVIZURE ANTERESCRIP 4338 1,131 20.224 3 NUE YOO DEF JAMULIAR 5576 138 22,624 7 KID CUDI FOOLS COLDURIVEESAL MOTIONI 5261 3.07 23,408 6 KANPY WEET ROCA-FILLADEF JAMULIAR 5379 5561 8,477 9 REACH TEAT. COLEBY OTODINS & KARDIMAL OFFISHALL 3379 5561 8,437 9 ACOM FEAT. COLEBY OTODINS & KARDIMAL OFFISHALL 2759 515 17,516 10 LADY GACA FEATURING COLEBY OTODINS A MADIVAL MORENT MEEDINE COLEP 2428 5,517 14,656 13 ACAM FEAT. STREAM LINE/ROW INFORMATINE MEEDINE COLEP 2428 9,517 14,656 13 ACAM A TEAT. STREAM LINE/ROW INFORMERSCRIP 2468 5177 14,656 13 ACAM A TEAT. STREAM LINE/ROW INFORMERSCRIP 2468 9,877 18 ACAM A TEAT. STREAM LINE/ROW INFORMATING 1372 3,037 13 12 ACAM A TEAT. STREAM LINE/ROW INFORMERSCRIP 1738 2,438<		4862	+589	34.061	2
MM DEF JAN/TAME SF/6 -158 22.65.44 7 KID <uddi DAY: WITE FDOUS COLDUNIVERSA. MOTOWN 3561 -307 23.408 6 KANYE WEST RDC-A-FELLADES JAN/DUM 3526 -487 21.988 8 ALCON FEAT. COLBY O'DONIS & KARDINAL OURSHEAM MOTOWN 3379 -567 186.477 9 DECKINITHAT HAM RADOKLLADEF JAN/DUM 3379 -567 185.471 10 LADV CAGA FEATURING COLBY O'DONIS 112 -355 17.516 10 DECKINITHAT HAM RADOKLLADEF JAM/DUM 2759 -515 17.516 10 LADV CAGA STREAMINE/KONLVECHERHYTRE/LAMERSCOP 2428 -577 14.635 13 MIKE JONES STREAMINE/KONLVECHERHYTRE/LAMERSCOP 2178 142 1337 15 BEYONCE MUSC WORLDOW LADV CAGA 9.037 13 17 14 MMS STREAMINE/KONLVECHERHYTRE/LAMERSCOP 173 -30 7.333 21 PUNCER MUSC WORLDOWORLDAWAME LADVECHARMEND</uddi 		4538	+131	26.224	5
DAX.YMITE PODES COLDUMINESAL. MOTIONA 32601 Y.23,408 6 KANYE WEST RCX-AFTLLADEY JANODAK 3329 4487 21,988 8 AKON FEAT. COLBY O'DONIS & KARDINAL OFF JAMIODAK 3379 567 186,477 9 DECKMETHAL REDATIFAL MONICHUPROMISSIC UNIVERSAL MOTION 2759 515 17,516 10 LADY CACA FEATURING COLBY O'DONIS II12 2759 515 17,516 10 MISTOME SHADINGL EEX 5468 137 14,635 13 MISTOME SHADINGL EEX AGESWISHAHOUSKAYUK 2178 146,55 13,377 15 EMINEN, DR. DRE & SO CENT SHADINGLAMENTISHCUMENTIFICIDEMATININTERCOP 2468 9171 14,656 13 MISTOMO INEX AGESWISHAHOUSKAYUK 2178 142,53 13,377 18 PORCE NOW WINNAN SHADINGRAMPUISTER/IMACHANY MEGULERATIONS 13,377 13,377 13 TIC EXATURING WINNAN MUSE WORLDCOLING 113,43 140 13,377 14 MISS </td <td></td> <td>3976</td> <td>-138</td> <td>22.624</td> <td>7</td>		3976	-138	22.624	7
KANNEY VEST HEARTLESS IP2 DI ROCA-FELADOS ANDONE SS26 487 21.198 8 ACON FEAT. COLBY O'DONIS & KARDINAL OFFIJHALL DI BEADTIPAL SS26 487 9 ACON FEAT. COLBY O'DONIS & KARDINAL OFFIJHALL DI BEADTIPAL SS26 4133 15.534 12 HE-DREAM ROCKN'THATTHAMS RADOKLADEFJAMDING CZ52 4515 17.516 10 JAST DAACE STRAMINER/ONLYG/CREMYTRE/INTERSOP 2612 8355 15.816 11 JAST DAACE STRAMINER/ONLYG/CREMYTRE/INTERSOP 2628 4517 14.636 13 MKE JONES STRAMINE/KONLYG/CREMYTRE/INTERSOP 2788 40.55 11.837 15 BEYTOYOE KELAGESWISHAHOUSE/ASULM 178 4289 9.037 18 UV VORULTE MISE WORLDCOLMMAR 192 586 0.797 16 DUV VORUMANA GALANT MICROLEMANTERSON 178 4243 9.003 19 MISE WORLDCOLMMAR IMACAMAN HUSTLE/INCACAND 178 4243 9.003 19 DUV VORUMAN GALANT MICROLEMANTERSON <td></td> <td>3561</td> <td>+307</td> <td>23.408</td> <td>6</td>		3561	+307	23.408	6
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THE DREAM ROCKIN THAT THANG RADIO KILLADE F JAM/GIM 2220 4133 15.534 12 LADY CAGA FEATURING COLEY O'DONIS JUTIANCE STREAMILINE/ROMUNE/CHERRY TREE/INTERSCOPE 2759 515 17.516 10 MIST DAACE STREAMILINE/ROMUNE/CHERRY TREE/INTERSCOPE 2668 4517 14.636 13 MIKE JONES STREAMILINE/ROMUNE/CHERRY TREE/INTERSCOPE 2668 4517 14.635 13 MIKE JONES STREAMILINE/ROMUNE/CHERRY TREE/INTERSCOPE 2768 49.857 18 T.I. FEATURING RIHANNA ILE AGE/SWISHAHOUSE/ASYLIM 1922 584 9.857 18 T.I. FEATURING RIHANNA ILE AGE/SWISHAHOUSE/ASYLIM 193 14 14 MMS MOVE (IF YOU WANNA) AMERICANKINC/CARITA 1728 423 9.003 19 PITEULL AIRPOWER ILLTAN 1738 4243 9.003 19 ROCK (IF YOU WANNA) AMERICANKINC/CARITO 1738 4243 9.003 19 LID YE GULLE (SE STREAMING THERSCOLE MARCA 177 30 6.328	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL 🏠	3379	-567	18.477	9
LADY GAGA FEATURING COLEY O'DONIS 112 STREAMURE/ROUNDECHERYTREE/NTERSONE 2759 515 17.516 10 AJSTDANCE STREAMURE/ROUNDECHERYTREE/NTERSONE 2612 8355 15.816 11 LADY CAGA PORE RACE STREAMURE/ROUNDECHERYTREE/NTERSONE 2668 517 14.636 13 MIKE JONES STREAMURE/ROUNDECHERYTREE/NTERSONE 2788 4145 11.337 15 BEYONCE MIKE JONES STREAMURE/ROUNDECOLUMINA 1922 -584 9.857 18 T.I. FEATURING RIHANNA III J 11 13 14 14 14 MMS MOVE (IF YOU WAINA) AMERICANKING/CARITA 1737 300 7.333 21 PITEULL AIRPOWER MUSIC WORLDACIDARIANTYC 1737 300 7.333 21 INTROW YOU WAINAN ECALANKING/CARITANY 113 14 14 14 MOVE (IF YOU WAINANA ECALANKING/CARITANY 1738 243 9.003 19 ILOW ESTAURING JUSTIN TIMBERLAKE LAWEREANKING/CARITANY 134	THE-DREAM	2826	+133	15.534	12
JUST DAKE STREAMLRAZION INFORMATIVATION REPORT REPORT 2612 -8355 15.816 11 CRAKKA BOTTLE SINDAVIA PTERMATHVINERSCOPE 26.63 +517 14.636 13 MIKE JONES STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE 26.63 +517 14.635 15 MIKE JONES STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE 20.63 +9.77 18 MIKE JONES ILLADY CAGA MUSIC WORLDCOLUMEIA 1922 -584 9.857 18 T.J. FEATURING RIHANNA ILLAMAGRAND-HUSTLE/IDIMCATLANTC 1922 -227 11.817 14 MMS DEF JAMGRAND-HUSTLE/IDIMCATLANTC 1738 -230 7.333 21 PITEULL AIRPOWER LITRA 1738 +243 9.003 19 LIDEY COULEGE SCHOOLBOY/COUDINGCUNVERSAL MOTTOWN 1738 +243 9.003 19 LIDEY COULEGE SCHOOLBOY/COUDINGCUNVERSAL MOTTOWN 1739 +243 9.003 19 LIDEY COULEGE SCHOOLBOY/COUDINGCUNVERSAL MOTTOWN 133 +446 6.328 <t< td=""><td>LADY GAGA FEATURING COLBY O'DONIS</td><td>2759</td><td>-515</td><td>17.516</td><td>10</td></t<>	LADY GAGA FEATURING COLBY O'DONIS	2759	-515	17.516	10
CRACK ABOTTLE SHADY/AFTERNATH/INTERSCOPE Call	EMINEM, DR. DRE & SO CENT	2612			_
PORCER ARCE STREAMLINE/KONLIVE/CHERRY TREPONT ERCORE 2428 9.17 14.058 13 MIKE JONES ICE AGE/SWISHAHOUSE/ASTLUM 2178 14.45 11.337 15 BEYONCE ICE AGE/SWISHAHOUSE/ASTLUM 1922 5584 9.857 18 T.I. FEATURING RIHANNA II-3 ICE AGE/SWISHAHOUSE/ASTLUM 1922 5584 9.857 18 T.I. FEATURING RIHANNA II-3 ICE AGE/SWISHAHOUSE/ASTLUM 1737 -300 7.333 21 MIMS AMER(AN KINC/CAPITOL 1737 -300 7.333 21 PITSULL ALRPOWER LUTRA 1735 -379 9.873 17 ASHER ROTH LIDE COLLEGE SCHOOL BOYLOUDISRC/UNIVERSAL MOTOWN 1738 -243 9.003 19 THE BLACK EVEOPEAS AIRPOWER MUST INCREASED HAYSMOST ADDED 1556 +986 10.797 16 CLOPE COLLAGE FATURING JUSTIN TIMBERLAKE ILAFACE/LC 1349 +476 6.328 22 BOW MOW FEATURING LIL JON & MARIO AIRTONCH 1279 <		<u>14</u>			
NEXTO YOU ICE ACE/SWISHAHOUSEASUM 2/1/3 4/4.3 11.33/7 13 BEYONCE MUSIC WORLD/COLUMBIA 1922 -584 9.857 18 T.I. FEATURING RIHANNA III-1 11 14 11 14 MUSIC WORLD/COLUMBIA DEF JAM/GRAND HUSICHART 1829 -227 11.817 14 MIMS AMERICAN KING/CAPITOL 1737 -30 7.333 21 PITBULL AIRPOWER LITAA 1745 +379 9.873 17 ASHER ROTH SCHOOLBOW/DUD/SR/JAVINGSTADDEDE 1078 +243 9.003 19 THE BLACK EYED PEAS AIRPOWER/MOST INCREASED LAYS/MOST ADDEDE 1556 +986 10.797 16 CLORA FEATURING JUSTIN TIMBERLAKE tharAEE/LIC 1349 +476 6.328 221 BOW WOW FEATURING JUSTIN TIMBERLAKE tharAEE/LIC 1349 +476 6.328 221 DUF SEX MACC BASH BEAT FEATURING LIL JON & MARIO 1279 -132 7.437 20 DJFELIFEEFAT. T-PAIN, SEAN PAUL,	POKER FACE STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE				
DDVA MUSIC WORLDCOLUMRIA (%22 3,64 9,637 (%3 T.I. FEATURING RIHANNA 11 ³ th 1829 -227 11,817 14 MIMS AMERICAN KING/CAPITOL 1737 -30 7,333 21 PITBULL AIRPOWER LUTRA 1745 -379 9,873 17 ASHER ROTH LUTRA 1738 +243 9,003 19 THE BLACK EVED PEAS AIRPOWER/MOST INCREASED LAYSIMOSTA DADED WILL AMMATERCORE 1556 +986 10.797 16 CLARA FEATURING JUSTIN TIMBERLAKE 11/2 1349 +476 6.328 22 BOW WOW FEATURING JUSTIN TIMBERLAKE 12/4 1349 +476 6.328 22 BABY BASH FEATURING LIL JON & MARIO THATSHOWICO AIRSTARMC 1279 -132 7.437 20 DJFELLIFELIFEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL JUEVIANCE 874 -126 4.114 31 LIDACRIS CO-STARRING T-PAIN 11/2 874 -126 4.164 29 VINGUA CETTALL GONIGO &	NEXT TO YOU ICE AGE/SWISHAHOUSE/ASYLUM				
Livé vour Life DEF JAMIGRAND-HUSTLE/IDIMC/ATLANTIC IR.99 -2.27 II.01/ I4 MIMS MOVE (F VOU WAINNA) AMERICAN KING/CAPITOL 1737 -300 7.333 21 PITEBULL AIRPOWER ULTRA 1745 -5779 9.873 17 ASHER ROTH ILOVE (COLLEGE SCHOOL BOY/LOUD/SRC/UNIVERSAL MOTOWN 1738 +243 9.003 19 BEDOM BOOM PON MIRT RE (CALLE OCHO) ULTRA 1738 +243 9.003 19 CLARA FEATURING JUSTIN TIMBERLAKE Str 1349 +476 6.528 22 BOW WOW FFATURING JUSTIN TIMBERLAKE Str 1349 +476 6.528 22 BARY BASH FEATURING LIL JON & MARIO ALARCEUL 1239 +335 6.231 24 BARY BASH FEATURING LIL JON & MARIO ARISTARMO 1279 -132 7.437 20 DI FELLIFEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL OFE JAM/IDJMC 874 -126 4.114 31 UDACRIS CO-STARRING T-PAIN II \$15 874 5.126 2.357	DIVA MUSIC WORLD/COLUMBIA				
MOVE (EF YOU WY ANNA) AMERICAN KINGCLAPITOL 1737 -5.00 7.333 2.1 PIT BULL KINOW YOU WAT WE (CALLE OCHO) AIRPOWER ULTRA 1745 +379 9.873 17 ASHER ROTH ILOVE COLLEGE SCHOOL BOY/A OUDSRC/UNIVERSAL MOTOWN 17.08 +243 9.003 19 THE BLACK EVED PEAS AMERICAN EVEN DEAS AIRPOWER/MOST INCRASED PLAYS/MOST ADDED WILL AMINTERSCOPE 1556 +986 10.797 16 CLARA EFEATURING JUSTIN TIMBERLAKE LAFACEP/LQ 1339 +476 6.328 22 BOW WOW FEATURING JOHNTA AUSTIN YOU CAN CET ALL COLUMBIA 1239 +335 6.231 24 BASH BASH FEATURING LIL JON & MARIO ARISTA/RMG 2127 -132 7.437 20 DJ FELITELT FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL CRELIT 913 +101 5.365 25 BRITNEY SPEARS 11 B 872 -287 6.238 23 THE PUSSYCAT DOLLS 11 B 11 159 4.664 29 YUNC L.A. FEATURING YOUNG ORO & T.I. ANCTI GRAND HUSTLE/INTERSCOPE	LIVE YOUR LIFE DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC	1829	-227	11.817	14
IKNOW YOU WANT RE (CALLE OCHO) DUTRA 1743 5759 5,873 17 ASHER ROTH ILCVE COLLEGE SCHOOLBOY/LOUD/SRC/UNIVERSAL MOTOWN 17.98 +243 9.003 19 THE BLACK EYED PEAS AIRPOWER/MOST INCREASED PLAYS/MOST ADDED WILLIAM/INTERSCOPE 1556 +986 10.797 16 CLAR & FEATURING JUSTIN TIMBERLAKE 11349 +476 6.328 22 BOW WOW FEATURING JOHNTA AUSTIN YOUGANGETI ALL COLUMBIA 1239 +335 6.231 24 BASH BASH FEATURING LIL JON & MARIO ARISTA/RMG 1229 -132 7.437 20 DJ FELLIFEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL FELLIT 913 +101 5.365 25 BRITNEY SPEARS 11 ORE MORE BARK 872 -287 6.236 23 THE PUSSYCAT DOLLS JUPUGE JAM/IDJMG 872 -287 6.236 23 HATE THIS PART INTERSCOPE 737 -145 4.664 29 YUNG L.A. FEATURING YOUNG ORO & T.I. AINT1 INTERSCOPE 656 +134 4.261 30 BEYONCE </td <td>MOVE (IF YOU 'W'ANNA) AMERICAN KING/CAPITOL</td> <td>1737</td> <td>-30</td> <td>7.333</td> <td>21</td>	MOVE (IF YOU 'W'ANNA) AMERICAN KING/CAPITOL	1737	-30	7.333	21
ILLOVE COLLECE SCHOOL BOY LOUD/SRC/UNIVERSAL MOTOWN 17.88 *24.3 9.003 15 THE BLACK EVED PEAS AIRPOWER/MOST INCRASED PLAYS/MOST ADDED BOOM BOOM POW 1556 +986 10.797 16 CLARA FEATURING JUSTIN TIMBERLAKE th 1339 +476 6.328 22 BOW WOW FEATURING JOHNTA AUSTIN COULMER COLUMBIA 1239 +335 6.231 24 BABY BASH FEATURING LIL JON & MARIO THAT'S HOW ICO COLUMBIA 1239 +335 6.231 24 BABY BASH FEATURING LIL JON & MARIO THAT'S HOW ICO AIRSTARMG 1279 -132 7.437 20 DJ FELLIFEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL UDACRIS CO-STARRING T-PAIN 11 10 5.365 25 BRITNEY SPEARS 11 11 11 11 11 11 11 11 11 11 11 11 11 11 11 11 11 11 12 4.664 29 VUNG LA. FEATURING YOUNG ORO & T.I. AINTI INTERSCOPE 737 -145 4.664 29 YUNG L.A. FEATURING YOUNG ORO & T.I. AINTI GRAND HUSTLE/INTERSCOPE 731		1745	+379	9.873	17
BOOM BOOM POW WILL LAM/INTERSCOPE 1336 4966 0.797 16 CIARA FEATURING JUSTIN TIMBERLAKE LAFACE/LG 1349 +476 6.328 22 BOW WOW FEATURING JOHNTA AUSTIN YOU CAN GET IT ALL ICUMBIA 1239 +335 6.231 24 BABY BEASH FEATURING LIL JON & MARIO THAT'S HOW ICO ARISTA/RMC 1279 +132 7.437 20 DJ FELLI FEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL FEELIT 913 +101 5.365 25 BRITNEY SPEARS II JVEZLIG 874 -126 4.114 31 LUDACRIS CO-STARRING T-PAIN CIRCUS II JVEZLIG 872 -287 6.236 23 THE PUSSYCAT DOLLS II HATE THIS PART INTERSCOPE 737 -145 4.664 29 YUNG L.A. FEATURING YOUNG ORO & T.I. AINT1 GRAND HUSTLE/INTERSCOPE 725 +165 3.970 32 BEYONCE HALO MUSIC WORLD/COLUMBIA 711 +159 4.853 28 MACCON BECGIN BONNEP AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +314 4.261 30		17 38	+243	9.003	19
LOVE SEX MAGIC LAFACE/JUG 1349 4476 6.326 22 BOW WOW FEATURING JOHNTA AUSTIN VOUCANCETT ALL COLUMBIA 1239 +335 6.231 24 BABY BASH FEATURING LIL JON & MARIO TRATS HOW ICO ARISTA/RMC 1279 -132 7.437 20 DJ FELLI FEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PIBULL TREELIT BEF JAM/IDJMC 913 +101 5.365 25 BRITNEY SPEARS INTERSCOPE 11 10 5.365 25 BRITNEY SPEARS INTERSCOPE 872 -287 6.236 23 THE PUSSYCAT DOLLS INTERSCOPE 737 -145 4.664 29 YUNG L.A. FEATURING YOUNG ORO & T.I. HAIC INTERSCOPE 711 +159 4.853 28 MAOCON BECGIM BONNIER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +134 4.261 30 SLIM THUG IRUN BOSSHOGC OUTLAWZ/EI 644 -899 2.960 39 GS BOYZ STANKY LEG SWACC TEAM/INVERSAL REPUBLIC 644 -89 2.960 39 GS BOYZ STANKY LEG BUCK/BAD BOY SOUTH/ATLANTIC 6-44 -89 2.960 <		1556	+986	10.797	16
YOU CAN GET IT ALL COLUMBIA 12.99 9.933 0.2.21 2.4 BABY BASH FEATURING LIL JON & MARIO THATS HOWIDO ARISTARMG 12.79 -132 7.437 20 DJ FELLI FEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL FEEL IT 0EF JAM/IDJMG 913 +101 5.365 25 BRITNEY SPEARS 11 JIVEJLG 874 -126 4.114 31 LUDACRIS CO-STARRING T-PAIN ONE MORE DRINK 11 th OTPIDEF JAM/IDJMG 872 -287 6.236 23 THATS HOMORE DRINK 0TPIDEF JAM/IDJMG 872 -287 6.236 23 YUNG L.A. FEATURING YOUNG ORO & T.I. ARTT INS PART INTERSCOPE 725 +165 3.970 32 BEYONCE HALO MUSIC WORLD/COLUMBIA 71 +159 4.853 28 MAOCON BEGGIN BONNIER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +134 4.261 30 SLIM THUG IRUN BOSS HOCC OUTLAW/JE 659 +56 3.165 36 GSE BOYZ STANKY LEGG SWACC TEAM/JIVE/BATTERY 644 +89 2.960 39 GORILLA ZOE LOST BLOCK/BAD BOY SOUTH/ATLANTIC 626 <td></td> <td>1349</td> <td>+476</td> <td>6.328</td> <td>22</td>		1349	+476	6.328	22
BABY BASH FEATURING LIL JON & MARIO THAT'S HOWIEG 1279 -132 7.437 20 DJ FELLI FEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL FEELIT 913 +101 5.365 25 BRITNEY SPEARS 11 JIVEALG 874 -126 4.114 31 LUDACRIS CO-STARRING T-PAIN ONE MOREORINK 11 DTPIDEF JAM/DJMC 872 -287 6.236 23 THE PUSSYCAT DOLLS 11 HATE THIS PART 11 INTERSCOPE 737 -145 4.664 29 YUNG L.A. FEATURING YOUNG ORO & T.I. AIN'T1 INTERSCOPE 725 +165 3.970 32 BEYONCE HALO MUSIC WORLD/COLUMBIA 711 +159 4.853 28 MACOON BECGIN' BONNER AMIGO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +134 4.261 30 SLIM THUG RUN BOSS HOCC OUTLAWZ/EI 644 +89 2.960 39 GORILLA ZOE SWACC TEAM/JIVE/BATTERY BLOCK/BAD BOY SOUTH/ATLANTIC 644 +89 2.960 39 STAWKY LEGG SWACC TEAM/JIVE/BATTERY BLOCK/BAD BOY SOUTH/ATLANTIC 653 +174 2.178 </td <td></td> <td>12 39</td> <td>+335</td> <td>6.231</td> <td>24</td>		12 39	+335	6.231	24
DJ FELLI FEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL FEELIT 913 +101 5.365 25 BRITNEY SPEARS 11 JIVELIZ 874 -126 4.114 31 LUDACRIS CO-STARRING T-PAIN ORE MORE DRINK 11 DIPIDEF JAM/IDJMG 872 -287 6.236 23 THE PUSSYCAT DOLLS 11 UNELIZ 737 -145 4.664 29 YUNG L.A. FEATURING YOUNG ORO & T.I. AINTI INTERSCOPE 725 +165 3.970 32 BEYONCE HALO MUSIC WORLD/COLUMBIA 71 +159 4.853 28 MAOCON BECON BONNIER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +134 4.261 30 SLIM THUG IRUN BOSS HOCC OUTLAWZ/E1 659 +56 3.165 36 GS BOYZ STANKY LECG SWACC TEAM/JIVE/BATTERY 6-44 +89 2.960 39 GORILLA ZOE LOST BLOCK/BAD BOY SOUTH/ATLANTIC 6-56 -200 3.187 35 NEYO FEATURING JAMIE FOXX & FABOLOUS SHE COT HER OWN DEF JAM/IDJMG 593 +151 3.003 37 DAY DER AMING GANDE HANDLE/DEF JAM/IDJMG 533 -50 2.	BABY BASH FEATURING LIL JON & MARIO	1279	-132	7.437	20
BRITNEY SPEARS CIRCUS 11 JIVEAUC 874 -126 4.114 31 LUDACRIS CO-STARRING T-PAIN ONE MORE DRINK 11 th OTPIDEF JAM/DJMG 872 -287 6.236 23 THE PUSSYCAT DOLLS IHATE THIS PART 11 th OTPIDEF JAM/DJMG 737 -145 4.664 29 YUNG L. A. FEATURING YOUNG ORO & T. I. AIN'TI INTERSCOPE 725 +165 3.970 32 BEYONCE HALO MUSIC WORLD/COLUMBIA 711 +159 4.853 28 MACOON BECCIN' BONNER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +134 4.261 30 SLIM THUG IRUN BOSS HOGC OUTLAWZ/EI 659 +56 3.165 36 GS BOYZ STANKY HEG SWACC TEAM/JIVE/BATTERY 644 +89 2.960 39 GORILLA ZOE LOST BLOCK/BAD BOY SOUTH/ATLANTIC 626 -200 3.187 35 NE-YO FEATURING JAMIE FOXX & FABOLOUS SHE COT HER OWN GRAND HUSTLE/ATLANTIC 633 +151 3.003 37 DAY DRE AMING GRAND HUSTLE/ALANTIC IEAV MING GRAND HUSTLE/ALANTIC 534	DJ FELLI FEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL	9 3	+101	5.365	25
LUDACRIS CO-STARRING T-PAIN II the DISPOEF JAM/IDJMG 872 -287 6.236 23 THE PUSSYCAT DOLLS INTERSCOPE 737 -145 4.664 29 YUNG L.A. FEATURING YOUNG ORO & T.I. AIN'TI INTERSCOPE 725 +165 3.970 32 BEYONCE MUSIC WORLD/COLUMBIA 711 +159 4.853 28 MACCON BECON' BONNIER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +134 4.261 30 SLIM THUG IRUN BONNIER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +56 3.165 36 GS BOYZ STANKY LECG SWACC TEAM/JIVE/BATTERY 6-44 +89 2.960 39 GORILLA ZOE LOST BLOCK/IBAD BOY SOUTH/ATLANTIC 6-20 3.187 35 NEYO FEATURING JAMIE FOXX & FABOLOUS SHECOT HEROWN 6-53 +51 3.003 37 RICK ROSS FEATURING JOHN LEGEND MACNIFICENT SUP-N-SLIDE/DEF JAM/IDJMG 593 +151 3.003 37 DAY DRE AMING CRAND HUSTLE/ATLANTIC 534 +174 2.178 - DAY DRE AMING GAND HUSTLE/ATLANTIC 53 -50 2.992	BRITNEY SPEARS	874	-126	4.114	31
THE PUSSYCAT DOLLS INTERSCOPE 737 -145 4.664 29 YUNG L.A. FEATURING YOUNG ORO & T.I. AIN'TI GRAND HUSTLE/INTERSCOPE 725 +165 3.970 32 BEYONCE HALO MUSIC WORLD/COLUMBIA 711 +159 4.853 28 MACOON BECCIN' BONNER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +134 4.261 30 SLIM THUG IRUN BONNER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +134 4.261 30 SLIM THUG IRUN BOSS HOCC OUTLAWZ/EI 659 +56 3.165 36 SCARY LEGG SWACC TEAM/JIVE/BATTERY 644 +89 2.960 39 GORILLA ZOE LOST BLOCK/BAD BOY SOUTH/ATLANTIC 626 -200 3.187 35 NE-YO FEATURING JAMIE FOXX & FABOLOUS SHE COT HER OWN DEF JAM/IDJMG 693 +151 3.003 37 DAY DRE AMING CRAND HUSTLE/ALANTIC 534 +174 2.178 - DAY DRE AMING MEGON SOOP DOG & T.I. DAY DRE AMING 53 -50 2.992 <td< td=""><td>LUDACRIS CO-STARRING T-PAIN 的 自</td><td>872</td><td>-287</td><td>6.236</td><td>23</td></td<>	LUDACRIS CO-STARRING T-PAIN 的 自	872	-287	6.236	23
INTERSCOPE INTERSCOPE <thinterscope< th=""> INTERSCOPE INTERSCO</thinterscope<>	THE PUSSYCAT DOLLS			4.664	
Ain TI CRAND HOSTLERIN FRACUPE BEYONCE MUSIC WORLD/COLUMBIA 711 +159 4.853 28 MACCON BONNIER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +134 4.261 30 SLIM THUG BONNIER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +134 4.261 36 SLIM THUG BONNIER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +56 3.165 36 GS BOYZ SUMACC TEAM/JIVE/BATTERY 644 +89 2.960 39 GORILLA ZOE SWACC TEAM/JIVE/BATTERY 644 +89 2.960 39 LOST BLOCK/IBAD BOY SOUTH/ATLANTIC 626 -200 3.187 35 NEYO FEATURING JAMIE FOXX & FABOLOUS CF -87 5.114 26 RICK ROSS FEATURING JOHN LEGEND DEF JAM/IDJMG 593 +151 3.003 37 DAY DRE AMING CRAND HUSTLE/ATLANTIC 534 +174 2.178 - DAY DRE AMING GANDE ALLA/DEF JAM/IDJMG 522 +189 1.655 - BOBBY V FEATURING YUNG JOC BLU KOLLA DREAMS/CAPITOL 53 -50<	YUNG L.A. FEATURING YOUNG ORO & T.I.		-		
HALD MUSIC WORLD// OLUMBIA MAOCON BONNIER AMIGO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 +134 4.261 30 SLIM THUG BONNIER AMIGO/NEXT PLATEAU/UNIVERSAL REPUBLIC 659 +56 3.165 36 SLIM THUG BOSS HOGG OUTLAWZ/EI 659 +56 3.165 36 SLIM THUG BOSS HOGG OUTLAWZ/EI 644 +89 2.960 39 GOR ILLA ZOE BLOCK/BAD BOY SOUTH/ATLANTIC 626 -200 3.187 35 NE-YO FEATURING JAMIE FOXX & FABOLOUS DEF JAM//DJMG 605 -87 5.114 26 RICK ROSS FEATURING JOHN LEGEND SUP-N-SLIDE/DEF JAM//DJMG 593 +151 3.003 37 DAY DRE AMING AKON, SNOOP DOGG ATLISTLE/ATLANTIC 534 +174 2.178 - DAY DRE AMING BEADIO KILLA/DEF JAM//DJMG 522 +189 1.655 - BOBBY V FEATURING YUNG JOC BLU KOLLA DREAMS/CAPITOL 53 -500 2.992 38 BUSTA RHYMES FEATURING T-PAIN UNIVERSAL MOTOWN 506 +92 2.666 - HUSTER'S ANTHER'09 UNIVE	BEYONCE				
BECCIN' BONNIER AMICO/NEXT PLATEAU/UNIVERSAL REPUBLIC 696 *134 4.261 30 SLIM THUG IRUN BOSS HOGC OUTLAWZ/EI 659 *56 3.165 36 GS BOYZ STANKY LEGG SWACC TEAM/JIVE/BATTERY 644 *89 2.960 39 GORILLA ZOE LOST BLOCK/BAD BOY SOUTH/ATLANTIC 626 -200 3.187 35 NE-YO FEATURING JAMIE FOXX & FABOLOUS \$57 643 *151 3.003 37 RICK ROSS FEATURING JOHN LEGEND MAGNEICENT SUP-N-SLIDE/DEF JAM/IDJMG 593 *151 3.003 37 DRAMA FEATURING AKON, SNOOP DOGG & T.I. DAY DREAMING CRANDHUSTLE/ATLANTIC 554 *174 2.178 - THE-DREAM FEATURING MARIAH CAREY MY LOVE BLUKOLLA DREAMS/CAPITOL 53 -50 2.992 38 BUSTA RHYMES FEATURING YUNG JOC BEEP BLUKOLLA DREAMS/CAPITOL 506 +92 2.666 - HUSTA RHYMES FEATURING T-PAIN HUSTER'S ANTHEN '09 UNIVERSAL MOTOWN 506 +92 2.666 -					
IRUN BOSS HOGG OUTLAWZ/E1 639 736 3,163 36 GS BOYZ SWAGG TEAM/JIVE/BATTERY 644 +89 2,960 39 GORILLA ZOE BLOCK/BAD BOY SOUTH/ATLANTIC 626 -200 3,187 35 LOST BLOCK/BAD BOY SOUTH/ATLANTIC 626 -200 3,187 35 NE-YO FEATURING JAMIE FOXX & FABOLOUS GF 605 -87 5,114 26 RICK ROSS FEATURING JOHN LEGEND DEF JAM/IDJMG 593 +151 3,003 37 DAY DRE AMNG GRAND PUST LE/ATLANTIC 534 +174 2,178 - THE-DREAM FEATURING MARIAH CAREY RADIO KILLA/DEF JAM/IDJMG 522 +189 1,655 - BOBBY V FEATURING YUNG JOC BLU KOLLA DREAMS/CAPITOL 53 -50 2,992 38 BUSTA RHYMES FEATURING T-PAIN UNIVERSAL MOTOWN S06 +92 2,666 - HUSTLER'S ANTHEM'99 UNIVERSAL MOTOWN S06 +92 2,666 -	BEGGIN' BONNIER AMIGO/NEXT PLATEAU/UNIVERSAL REPUBLIC				_
STANKY LEGG SWAGG TEAM/JIVE/BATTERY 644 459 2,960 359 GORILLA ZOE LOST BLOCK/BAD BOY SOUTH/ATLANTIC 626 -200 3,187 35 NE-YO FEATURING JAMIE FOXX & FABOLOUS SHECOT HER OWN 665 -87 5,114 26 RICK ROSS FEATURING JOHN LEGEND MAGNIFICENT 593 +151 3,003 37 DRAMA FEATURING AKON, SNOOP DOGG & T.I. DAY DREAMING 534 +174 2,178 - THE-DREAM FEATURING MARIAH CAREY MY LOVE RADIO KILLA/DEF JAM/IDJMG 522 +189 1.655 - BOBBY V FEATURING YUNG JOC BEEP BLUKOLLA DREAM/S/CAPITOL 53 -50 2.992 38 BUSTA RHYMES FEATURING T-PAIN HUSTER'S ANTHEM '09 UNIVERSAL MOTOWN 506 +92 2.666 -	I RUN BOSS HOGG OUTLAWZ/ET				
LOST BLOCK/BAD BOY SOUTH/ATLANTIC BLOE -200 J.B7 NE-YO FEATURING JAMIE FOXX & FABOLOUS SHECOTHEROWN Channel State 605 -87 5.114 26 RICK ROSS FEATURING JOHN LEGEND MACNIFICENT SUIP-N-SLIDE/DEF JAM/IDJMG 593 +151 3.003 37 DRAMA FEATURING AKON, SNOOP DOGG & T.I. DAY DRE AMING CRAND HUSTLE/ATLANTIC 554 +174 2.178 - THE-DREAM FEATURING MARIAH CAREY MYLOVE RADIO KILLA/DEF JAM/IDJMG 522 +189 1.655 - BOBBY V FEATURING YUNG JOC BEEP BLUKOLLA DREAMS/CAPITOL 53 -50 2.992 38 BUSTA RHYMES FEATURING T-PAIN HUSTLER'S ANTHEM'99 UNIVERSAL MOTOWN 506 +92 2.666 -	STANKY LEGG SWACG TEAM/JIVE/BATTERY	-	+89		-
SHE COT HER OWN DEF JAM/IDJMG BOS -67 5.114 250 RICK ROSS FEATURING JOHN LEGEND MAGNIFICENT SUP-N-SLIDE/DEF JAM/IDJMG 593 +151 3.003 37 DRAMA FEATURING AKON, SNOOP DOGG & T.I. DAY DREAMING 534 +174 2.178 - THE-DREAM FEATURING MARIAH CAREY MY LOYE S22 +189 1.655 - BOBBY V FEATURING YUNG JOC BEEP BLU KOLLA DREAMS/CAPITOL 5 3 -50 2.992 38 BUSTA RHYMES FEATURING T-PAIN HUSTLER'S ANTHEM '09 UNIVERSAL MOTOWN 506 +92 2.666 -	LOST BLOCK/BAD BOY SOUTH/ATLANTIC	626	-200	3.187	35
MAGNIFICENT SUP-M-SLIDE/DEF JAM/IDJMG 350 913 3.003 37 DRAMA FEATURING AKON, SNOOP DOGG & T.I. DAY DRE AMING 534 +174 2.178 - THE-DREAM FEATURING MARIAH CAREY MY LOVE RADIO KILLA/DEF JAM/IDJMG 522 +189 1.655 - BOBBY V FEATURING YUNG JOC BEEP BLU KOLLA DREAMS/CAPITOL 53 -50 2.992 38 BUSTA RHYMES FEATURING T-PAIN HUSTLER'S ANTHEM'99 UNIVERSAL MOTOWN 506 +92 2.666 -	SHE GOT HER OWN DEF JAM//DJMC	605	-87	5.114	26
DAY DREAMING GRAND HUSTLE/ATLANTIC 334 4174 2.176 - THE-DREAM FEATURING MARIAH CAREY MY LOVE S22 +189 1.655 - BOBBY V FEATURING YUNG JOC 10 53 -50 2.992 38 BUSTA RHYMES FEATURING T-PAIN HUSTLER'S ANTHEM '09 UNIVERSAL MOTOWN 506 +92 2.666 -	MAGNIFICENT SLIDE/DEF JAM/IDJMG	593	+151	3.003	37
MY LOVE RADIO KILLA/DEF JAM/IDJMG 5.22 4185 1.053 - BOBBY V FEATURING YUNG JOC BEEP the second s		534	+174	2.178	-
BEEP BLU KOLLA DREAMS/CAPITOL 5 5 -30 2.992 36 BUSTA RHYMES FEATURING T-PAIN HUSTLER'S ANTHEM '09 UNIVERSAL MOTOWN 506 +92 2.666 -		522	+189	1.655	-
HUSTLER'S ANTHEM 109 UNIVERSAL MOTOWN DUO +92 2.000		53	-50	2.992	38
KELLY CLARKSON	BUSTA RHYMES FEATURING T-PAIN	506	+92	2.666	-
MY LIFE WOULD SUCK WITHOUT YOU 19/RCA/RMG 504 +50 2.482 -	KELLY CLARKSON	504	+50	2.482	-

MOST ADDED	PLIES FEAT. ASHANTI 1 46 Want It, Need It (Big Gates/Slip-N-Slide/Atlantic)		You Complete Me (Imani/Geffen/Interscope)	347/9
MOST ADDED	TOTAL STATIONS: MELANIE FIONA 43	36	TOTAL STATIONS: FAT JOE FEAT. AKON	333/
100 C 100	Give It To Me Right (SRC/Universal Motown)		One (Terror Squad/Capitol)	
	TOTAL STATIONS:	32	TOTAL STATIONS:	
ARTIST NEW TITLE / LABEL STATIONS	DJ CLASS FEAT. LIL JON 396 I'm The Ish	5/129	UTADA Come Back To Me	329/
TITLE / LABEL STATIONS THE BLACK EYED PEAS 19	(Universal Republic) TOTAL STATIONS:	52	(Island/IDJMG) TOTAL STATIONS:	
Boom Boom Pow				
(will.i.am/interscope) KDGS, KDON, KGGI, KIBT, KLUC, KOHT, KPHW, KQKS, KSFM, KTBT, KXJM, WAJZ.	MAINO FEAT. T-PAIN 384 All The Above (Hustle Hard/Atlantic)	4/114	JIM JONES FEAT. NOE & BRITTNEY TAYLOR Na Na Nana Na Na	271/3
WBTT, WIBT, WJJS, WKHT, WLLD, WPOW, WZBZ	TOTAL STATIONS:	34	(El/Columbia) TOTAL STATIONS:	
		9/20	JESSE MCCARTNEY	
BEYONCE 11 Halo	No Games (Rockstone/Phase One/Universal Republ	lic)	FEAT. LUDACRIS	270/
(Music World/Columbia) KBMB, KHTN, KLUC, KSEQ, KVEG, KYZZ, KZFM, WIBT, WPOW, WZMX, XHTZ	TOTAL STATIONS:	11	How Do You Sleep? (Hollywood) TOTAL STATIONS:	
KANYE WEST FEAT. YOUNG JEEZY 9				
Amazing (Roc-A-Fella/Def Jam/IDJMG) KDGS, KKFR, KPWR, KRKA, WKHT, WNHT, WRVZ, XHTZ, XMOR				
CIARA FEAT. JUSTIN TIMBERLAKE 7 Love Sex Magic (LaFace/JLG)				
KIBT, KKND, KTBT, WBTS, WHZT, WIBT, XMOR				
BOW WOW FEAT. JOHNTA AUSTIN 7 You Can Get It All (Columbia) KBOS, KCHZ, KPWT, KXJM, WAJZ, WNVZ,				
WZBZ	MOST			
DJ CLASS FEAT. LIL JON 7 I'm The ish (Universal Republic) KDLW, KDON, KISV, KKFR, KZFM, WBTT, WLLD	INCREASED			
YUNG L.A. FEAT. DRO & T.I. 6				
Ain't I (Grand Hustle/Interscope) KHTN, WLLD, WMBX, WNVZ. XHTO, XMOR	+986		BLACK EYED PEAS	
TAY DIZM FEAT. AKON 6		WXI5 +39	Boom Pow (will.i.am/Intersco 8, KHTN +35, KSFM +34, WJQM +34, 3, WRDW +31, KRKA +31, KQKS +31, K	WLLD +34,
DreamgIrl (Nappy Boy Digital) KDLW, KDON, KPRR, KQKS, KVEG, WJQM	+769 🏘		LJA BOY TELL 'EM FI	
GORILLA ZOE 6		SAM		
Echo (Block/Bad Boy South/Atlantic) KBBT, KISV, KKSS, KUBE, KZFM, WNHT		(ColliPar WRCL +4	1e Thru The Phone k/Interscope) x, KSEQ +39, KYZZ +35, XMOR +30, I 9, WJQM +28, WKHT +26, KZON +22	KXJM +29, 5. KUBE +23
PITBULL 5	+597	FLO I		
I Know You Want Me (Calle Ocho) (Ultra) KDDB, KDGS, KGGI, KIBT, WJFX	. 372	Right KKFR +54	Round (Poe Boy/Atlantic) 0, KDLW +49, KDDB +46, WRCL +40, 2, KOHT +29, WZBZ +29, KUBE +25,	
	+5,89 🕸		E FOXX FEAT. T-PA	IN
		KDLW +4	3, KKWD +37, WJFX +36, KISV +33, K 2, WLTO +22, WLLD +21, KPWT +20,	
	+517 🕁	LAD Poker	GAGA	
ADDED AT WNVZ		(Stream KYLD +4	line/KonLive/Cherrytree/Interscope 0. WJJS +33, WJFX +30, WPYO +30, 4. KBOS +24, KVPW +24, KXJM +23,	KDGS +24,
PD: Tias Schuster MD: Shaggy				
Yung L.A. Feat. Dro & T.I., Ain't I, 37 Mike Jones, Next To You, 32				
DJ Felli Feat. T-Pain. Sean Paul, Flo Rida & Pitbull, Feel It, 21 Bow Wow Feat. Johnta Austin, You Can Get It All, 18				
OR REPORTING STATIONS PLAYLISTS GO TO:		ts in charts	section for rules and symbol exported by Nielsen Broadcast Data S	

ARTIST TITLE / LABEL

PLIES FEAT. ASHANTI & 462/17

156 Treast ending matching, 2003 LEGEND: See legend to charts in charts section for rules and symbol explanations. 75 rhythmic stations are electronically monitored by Nielsen Broadcast Data Systems 24 hor a day, 7 days a week.© 2009 Nielsen Business Media, Inc. All rights reserved.

Urban AC, Hot AC, Christian AC, they rank below No. 10, or after 20 Christian CHR, Christian Rock, Gospel, Rock, Triple A and Smooth Jazz; top 10 for Soft weeks if they rank below No. 15

Nielsen BDS certification for airplay of 100,000 plays on all n 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 Indicates title earned HitPredictor status in research data provided by Promosquad. Songs are test-ed 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

	-		RIGHT ROUND POE BOY/ATLANTIC				
	5	7	JAMIE FOXX FEATURING T-PAIN	4862	+589	34.061	2
	4	14	KERI HILSON FEATURING LIL WAYNE TURNIN ME ON MOSLEY/ZONE 4/INTERSCOPE	4538	+131	26.224	5
	6	17	NE-YO 11 tr MAD DEF JAM/IDJMG	3976	-138	22.624	7
	n	12	KID CUDI DAY 'N' NITE FOOL'S GOLD/UNIVERSAL MOTOWN	3561	+307	23.408	6
	7	19	KANYE WEST IN2 th HEARTLESS ROC-A-FELLA/DEF JAM/OJMG	3526	-487	21.198	8
	8	11	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL 🕁 BEAUTIFUL KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	3379	-567	18.477	9
	12	13	THE-DREAM ROCKIN' THAT THANG RADIO KILLA/DEF JAM/IDJMG	2826	+133	15.534	12
1	10	23	LADY GAGA FEATURING COLBY O'DONIS 112 JUST DANCE STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	2759	-515	17.516	10
	9	10	EMINEM, DR. DRE & SO CENT CRACK A BOTTLE SHADY/AFTERMATH/INTERSCOPE	2€ 12	-835	15.816	n
ſ	16	5	LADY GAGA STREAMLINE/KONLIVE/CHERRYTRE/INTERSCOPE	2468	+517	14.636	13
	15	10	MIKE JONES 🙀 NEXT TO YOU ICE AGE/SWISHAHOUSE/ASYLUM	2178	+145	11.337	15
	13	9	BEYONCE DIVA MUSIC WORLD/COLUMBIA	1922	-584	9.857	18
	14	25	T.I. FEATURING RIHANNA LIVE YOUR LIFE DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC	1829	-227	11.817	14
	17	13	MIMS MOVE (IF YOU 'W'ANNA) AMERICAN KING/CAPITOL	1737	-30	7.333	21
	21	6	PITBULL AIR POWER	1745	+379	9.873	17
	19	5	ASHER ROTH ILOVE COLLEGE SCHOOLBOY/LOUD/SRC/UNIVERSAL MOTOWN	17 38	+243	9.003	19
	34	2	THE BLACK EYED PEAS AIRPOWER/MOST INCREASED PLAYS/MOST ADDED BOOM BOOM POW WILLI.AM/INTERSCOPE	1556	+986	10.797	16
	27	3	CIARA FEATURING JUSTIN TIMBERLAKE	1349	+476	6.328	22
	25	3	BOW WOW FEATURING JOHNTA AUSTÍN YOU CAN GET IT ALL. COLUMBIA	12 39	+335	6.231	24
-	20	10	BABY BASH FEATURING LIL JON & MARIO THAT'S HOW I CO ARISTA/RMC	1279	-132	7.437	20
:	29	4	DJ FELLI FEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL FEEL IT DEF JAM/IDJMC	93	+101	5.365	25
1	24	9	BRITNEY SPEARS IN CIRCUS JIVE/JLC	874	-126	4.114	31
	22	20	LUDACRIS CO-STARRING T-PAIN 11 th ONE MORE DRINK DTP/DEF JAM/IDJMC	872	-287	6.236	23
	26	8	THE PUSSYCAT DOLLS I HATE THIS PART INTERSCOPE	737	-145	4.664	29
:	37	2	YUNG L.A. FEATURING YOUNG ORO & T.I. AIN'TI GRAND HUSTLE/INTERSCOPE	725	+165	3.970	32
	39	2	BEYONCE HALO MUSIC WORLD/COLUMBIA	711	+159	4.853	28
-	36	2	MAOCON BEGGIN' BONNIER AMIGO/NEXT PLATEAU/UNIVERSAL REPUBLIC	696	+134	4.261	30
-	33	9	SLIM THUG I RUN BOSS HOCC OUTLAWZ/E1	659	+56	3.165	36
	38	3	GS BOYZ STANKY LEGG SWACG TEAM/JIVE/BATTERY	644	+89	2.960	39
-	28	14	CORILLA ZOE LOST BLOCK/BAD BOY SOUTH/ATLANTIC	626	-200	3.187	35
	30	8	NE-YO FEATURING JAMIE FOXX & FABOLOUS CF JAM/IDJMC	605	-87	5.114	26
	N	W	RICK ROSS FEATURING JOHN LEGEND MAGNIFICENT SUP-N-SLIDE/DEF JAM/IDJMG	593	+151	3.003	37
			DRAMA FEATURING AKON, SNOOP DOGG & T.I. DAY DREAMING GRAND HUSTLE/ATLANTIC	534	+174	2.178	•
	N	W	THE-DREAM FEATURING MARIAH CAREY MY LOVE RADIO KILLA/DEF JAM/IDJMG	522	+189	1.655	•
	35	17	BOBBY V FEATURING YUNG JOC BLU KOLLA DREAMS/CAPITOL	53	-50	2.992	38
		3W	BUSTA RHYMES FEATURING T-PAIN HUSTLER'S ANTHEM '09 UNIVERSAL MOTOWN	506	+92	2.666	-
	M	ew.	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU 19/RCA/RMC	504	+50	2.482	- 8

CHART LEGEND

Charts are ranked by plays (except for Country, which is based on audience impressions, computed by cross-refer-encing exact times of airplay with Arbitron listener data).

Songs showing an increase in plays (audience for Country) over the previous week, repardless 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 down-time 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 audi-ence 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 TIES ON CHART:

NEW AND ACTIVE:

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.

Current songs below the chart threshold

that are showing an increase in plays.

A song with the best plays differential (audience for Country) over the previ-ous 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

AC/Inspirational) become recur

chart after 20 weeks. In addition, songs that have been on the chart

for more than 52 weeks and rank below No. 10 become recurrents and are removed from the chart. Descending Country titles move to recurrent after 20 weeks if they rank below No. 10 in either audi-ence or plays, or if they rank below No. 10 and nort a third conservative

No. 10 and post a third consecutive week of audience decline, regard-less of total chart weeks.

Descending AC titles move to recurrent after 52 weeks if they rank below No. 5, after 26 weeks if





Is WRNB/Philadelphia's new sound the future of urban AC?

A New Version Of The Old School

Darnella Dunham DDunham@RadioandRecords.com

Whether urban AC stations are doing enough musically to represent the younger end of the 25-54 demo is an ongoing debate in the community. Some have expressed a need to split the format: urban oldies to target the older cells and current R&B with classic, adult-friendly hip-hop to reach the younger demos. Perhaps audiences and the marketplace aren't ready for either extreme, but Radio One's WRNB/Philadelphia has found a way to bridge this gap by focusing on a decade that hasn't quite received its due at the format.

WRNB was reborn at 1 p.m. Jan. 20 when it made a decisive move into a new era by purging most of its '70s and '80s gold to focus on the '90s, adopting the positioner "R&B of the '90s and Today."

Most urban ACs are inclusive of '90s titles. What's unusual is a station solely dedicated to that decade and the current one. While some urban ACs have retained top-testing gold material from the '70s and '80s, '90s titles aren't aggressively played by urban AC as a whole, despite the fact that the decade produced its share of sustainable hits.

Open Lane

WRNB's move into the '90s made strategic sense in light of the heritage position occupied by urban AC powerhouse WDAS in the market. Rather than directly compete with the Clear Channel Philly radio icon, whose urban history dates back to the early '70s, WRNB is focusing on an audience segment that hasn't been directly targeted in the market or nationally. Radio One research confirmed that local listeners were ready for a fresh take on the urban AC format and the result is a station that plays Philly natives Boyz II Men, Jodeci, Babyface, Maxwell, Mary J. Blige, Alicia Keys, Keith Sweat and Mint Condition as core acts.

The R&B on WRNB comes in all tempos: Uptempo, midtempo and ballads. Additionally, select New Jack Swing and hip-hop titles from the decade are sprinkled in for flavor. According to Nielsen BDS, the station's spin distribution is 81% gold, 9% recurrent and 10% current. Titles in the power current category typically receive 30-35 spins per week.

"Tailoring this format and unveiling a new attitude exclusively for WRNB and Philadelphia is an exciting undertaking," OM Elroy Smith says. "This market knows what they want and our job at WRNB is to respond to their request. We are now positioned in a lane all by ourselves, and the fans of the '90s and today's R&B will not have to sit through a number of eras to hear the sound they have asked for."

A modified lineup debuted concurrent with the musical lane change. The syndicated "Tom Joyner Morning Show" remains. Likewise, market veteran and APD/MD Mo'Shay LaRen continues to host "The Mid-Day Break Room" from 10 a.m.



What's The **Reaction?** Arbitron's PPM results in the coming months will show how Philadelphia listeners are truly responding to the new sound of WRNB. (The station ranked 13th in persons 25-54 with a 3.4 share in the January survey, which covers Jan. 8- Feb. 4 and is split between and the old new formats.) Meanwhile. at 1079wmb.com, a dedicated "E-mail the Boss" section encourages listeners to send their feedback to Radio One/Philadelphia OM Elroy Smith, who says listener input is helping him mold the station. Results from a listener poll on the station's site about WRNB's new sound reveal: "I love it": 68%

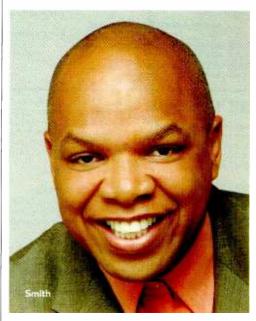
"It's OK": **18%** "I don't like it at all": **11%** "I don't care": **2%** —DD to 3 p.m. But Philly hip-hop legend Lady B moves from nights to afternoons to replace Syndication One's "The Mo'Nique Show" in afternoon drive, while DC Todd, another familiar voice in the market, upgrades from overnights to nights.

Gaping Hole

The format void that WRNB is filling was one noted by the urban radio contingent who made the 30 Under 30 list of broadcasters compiled by Edison Media Research last year. When Edison asked the group about the one format they couldn't believe hasn't been done yet, "a new version of the old school" was the response from CBS Radio urban WPGC/Washington MD Talya Johnson. "People 30 and over are being displaced," she says. "The current version of the old school [the O'Jays, Frankie Beverly & Maze, Patti LaBelle, etc.] is becoming too old. People 30 and over grew up on music moguls such as Big Daddy Kane, LL Cool J, Slick Rick, Queen Latifah, MC Lyte."

Other 30 Under 30 honcrees from the urban world also feel that radio is overlooking '90s music but insist that a station built on the decade should focus on one particular genre. Tazz Daddy Anderson, former executive producer of "The Rickey Smiley Show," answers Edison with a rhetorical question: "Can someone tell me why there isn't an old school hip-hop format? When you have people who are 25–44 who grew up on hip-hop, why wouldn't you devote a format to them? I would throw in some Run-D.M.C., Jazzy Jeff & the Fresh Prince, some SWV and TLC, and keep it banging."

"Hip-hop is damn near 40 years old," adds Charlamagne Tha God, co-host of syndicated mix show "Dirt Law Radio." "A station playing all the old school hip-hop records, along with the R&B joints that were bumping back then [and] the New Jack Swing records, would really kill the game right now. It would also give a lot of older hip-hop artists new life because their respective catalogs would start to sell more and they could possibly be out still doing shows. Another plus is a lot of jocks who grow out of the 18-34 demo targeted by most hiphop stations wouldn't have to still be trying to sound young—they could just graduate to these urban AC hip-hop stations."



MARCH 20, 2009

URBAN AC SPECIAL

Understanding the intricacies of urban AC helps Jive create a winning promotion strategy

Working It For The Grown Folks

By Darnella Dunham

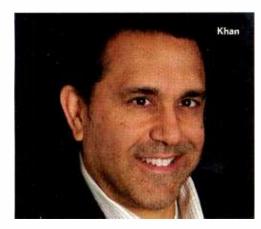
While urban AC shares parts of its name with two older formats—urban and AC—it's an entity entirely its own. Unlike the two formats it takes its name from, urban AC exclusively focuses on one genre: R&B. In better economic times, record labels employed dedicated, separate staffs of promotion executives to work the format. Now, tightened budgets mean most delegate these stations to the urban promo team.

Last year, Jive Records placed the most songs on R&R's Urban AC chart and ranked second among urban AC labels with a 16% chart share for the year, barely edged out of first place by Interscope with 16.1%. Although its urban field staff has absorbed urban AC stations, Jive still pays special attention to the nuances of the adult format with a dedicated staffer.

The Specialist

Unice Rice spent a year consulting Jive Records before joining the label's promotion team in early 2008 as senior director of urban AC, reporting to executive VP of urban promotion and marketing Larry Khan. The rationale: With a robust panel of 70 monitored R&R stations, urban AC is a healthy format that deserves special attention.

"With the volume, I felt there was a need to have one person dedicated to that," Khan says. He observes of Rice's role: "He definitely is the specialist of the format; he spearheads the attack. We



Khan says. Hedrive, Michael Baisden and Doug Banks in after-dy is the spe-noons and Keith Sweat at night—can have a pro-

found impact on the Urban AC chart, especially since the percentage of currents urban AC stations play is already far lower than contemporary formats. In some instances, songs seem to emerge on the chart out of nowhere and their chart position can fluctuate drastically due to airplay on syndicated programs with broad reach.

use the regionals in the same way that we use

them for urban, but he really has his finger on the

In addition to urban AC promotion responsibil-

ities, Khan, VP of urban promotion David Lawrence

and senior director of urban promotion Samantha

"Baby Sam" Selolwane are involved in marketing

efforts. "We interact with marketing as far as pro-

viding some direction when they shoot the video and when they're going to release the video and

what type of promotional tours we need to set up,

what markets we need to hit first where the artist

will take off from. Other than that, our marketing

The widespread use of syndicated talent at urban

AC-Tom Joyner and Steve Harvey in morning

departments are fully capable," Rice says.

The Syndication Effect

pulse of that format."

"It's a complicated format," Khan says, "in that numerically, it can be a little bit more volatile than the urban format because your syndicated spins really can move the needle—or drop the needle."

According to Khan, heavy rotation on "The Tom Joyner Morning Show" equals 32 spins per day across the chart panel. "Let's just say for argument's sake I've got 32 Joyner spins and 50 reg'It's a complicated format in that numerically, it can be a little bit more volatile than the urban format because syndicated spins really can move the needle.'

-Larry Khan



Format Favorite

Raheem DeVaughn has the swagger of an urban artist and the integrity and authenticity craved by urban AC listeners. It's no wonder that he's had seven hits at the format since his 2005 debut track, "Guess Who Loves You More." But one song in particular solidified his presence at urban AC last year. " 'Woman' firmly entrenched him at urban adult radio," Jive senior director of urban AC Unice Rice says. The single spent 55 weeks on R&R's Urban AC chart, including nine at No. 1. It was the No. 2 mostplayed song of 2008 at the format.

Programmers are eager to play his new music. In some instances, "his record will chart before we even get around to working it," Rice says.

That enthusiasm is likely to greet DeVaughn's next project. "Don't be surprised if Raheem totally blows up, because the kids are aware of him and his videos have been on BET," Rice says. "If he comes with the right record and he explodes on the urban mainstream side and then urban adult, they're going to embrace him because they feel a kinship to him, because he's been with them the last two years with all his different singles.—DD

ular spins. Now I'm [at] 82 spins for the day and that's great for Monday. If he doesn't play it on Tuesday, now I've suddenly dropped 32 spins."

Khan continues, "Although it's a way more conservative, slower-moving format, the daily fluctuations can be more volatile than urban. That's why we have the specialist. I call him and say, 'How many spins a week did I get at Joyner this week? How many spins are we getting at Banks this week? What can we do with Baisden?' "

Jive continues to communicate regularly with local programmers and values their airplay as much as syndicated spins. However, it and other labels work to build awareness for urban AC artists among those who program syndicated

shows. Taking airplay for granted can lead to drastic drops.

"Urban pretty much settles down," Khan says. "If you're No. 5 most increased on Friday, chances are you'll be No. 5 most increased on Sunday. At Urban AC, you can be No. 1 most increased for the week and the next day you're not. You're No. 6 most increased because of syndication. It's a very key factor in working urban AC records."



₽ 0\	NEF	RED		DMDs		ALL DOWNLOA	
tion milt	LAST WEEK	WEEKS	IN NIELSEN BDS THITPREDICTO ARTIST CERTIFICATIONS STATU TITLE IMPRINT / PROMOTION LAB	IS PL.	4Y5 */-		
1	1	9	JAMIE FOXX FEATURING T-PAIN NO. 1 (4 WKS) 1/RH	5033	-138	42.282	1
2	2	34	KERI HILSON FEATURING LIL WAYNE TURNIN ME ON MOSLEY/ZONE 4/INTERSCOI	PE 4663	+7	37.952	2
3	3	14	THE-DREAM ROCKIN' THAT THANG RADIO KILLA/DEF JAM/IDJN	4 391	+138	36.621	3
	8	8	SOULJA BOY TELL 'EM FEATURING SAMMIE KISS ME THRU THE PHONE COLLIPARK/INTERSCOI	PE 3692	+349	26.519	6
5	6	14		3593	+217	26.231	7
6	4	13	BEYONCE DIVA MUSIC WORLD/COLUMB	3476	-555	27.915	4
2	9	9	T.I. FEAT. JUSTIN TIMBERLAKE MOST INCREASED PLAYS	3448	+371	27.304	5
8	5	21		3299	-248	24.511	8
9	7	18		3236	-118	24.300	9
10	10	14		2836	-178	21.441	10
a.	12	17		2202	-104	20.089	11
12	13	10	GS BOYZ	2178	-49	14.092	14
13	16	7	PLIES FEATURING ASHANTI	2 2046	+149	11.640	18
14	11	18	WANT IT, NEED IT BIG GATES/SLIP-N-SLIDE/ATLANT KANYE WEST 112 g	1981	-353	16.003	12
15	15	9	HEARTLESS ROC-A-FELLA/DEF JAM/IDJA	1967	+57	12.651	15
	14	18	LIONS, TIGERS & BEARS J/RM JAMIE FOXX FEATURING T.I.	1763	-160	15.281	13
17	17	13		1744	+69	10.186	19
18	21	5	IT'S YOURS MUSIC LINE/CAPITO	1677	+350	12.037	17
19	24	3	BOYFRIEND #2 ATLANT	1651	+371	12.099	16
20	18	6	MAGNIFICENT SLIP-N-SLIDE/DEF JAM/IDJA OJ DA JUICEMAN FEATURING GUCCI MANE	AG 1051	+24	10.131	20
21		7	MAKE THA TRAP SAY AYE 32/MIZAY/ASYLU CIARA FEATURING YOUNG JEEZY	M 1551		10.10	20
22	25		NEVER EVER LAFACE/J		+269		21
M	23	7	IF THIS ISN'T LOVE ARISTA/RA MUSIQ SOULCHILD			7.858	
23	26	6	SOBEAUTIFUL ATLANT		+96	9.122	22
24	29	5	YOU CAN GET IT ALL COLUMB		+191	5.261	26
25	27	6	I GET IT IN SHADY/AFTERMATH/INTERSCOL		-108	4.900	28
26	28	9	MOVE (IF YOU 'W'ANNA) AMERICAN KING/CAPITO BUSTA RHYMES FEATURING T-PAIN	1	-108	5.096	27
27	33	2	HUSTLER'S ANTHEM '09 UNIVERSAL MOTOW		+104	4.147	32
28	30	6	THE-DREAM FEATURING MARIAH CAREY		-90	4.213	31
29	38	2	MY LOVE RADIO KILLA/DEF JAM/IDJ		+142	5.334	25
30	31	20	UTITONYA BIG GATES/SLIP-N-SLIDE/ATLANT	TIC 123	-110	4.261	30
31	32	6	SOULJA BOY TELL'EM		-120	3.279	39
32		EW	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL		+146	6.688	24
22	37	2	BEAUTIFUL KONVICT/UPFRONT/SRC/UNIVERSAL MOTOW	free de restine	+42	3.318	38
34	39	2	EPIPHANY DEF JAM/IDJN		+64	3.491	36
35			ELECTRIK RED S0 G000 RADIO KILLA/DEF JAM/IDJA JOHN LEGEND		+163	2.235	-
36	34	5	EVERYBODY KNOWS C.O.O.D./COLUMB	IA 660	-38	2.870	-
37	36	3	YOUNG JEEZY WHO DAY CTE/DEF JAM/IDJN		-28	4.415	29
38		Sur .	NEXT TO YOU ICE AGE/SWISHAHOUSE/ASYLU	625	+60	3.360	37
39			HURRICANE CHRIS FEATURING SUPERSTARR SHE'S FINE POLO GROUNDS/J/RN	4G 554	+132	2.90 2	-
40			RAY J FEATURING TRUTH & SHORTY MACK SEXY LADIES KNOCKOUT	_{E1} 526	+57	2.560	-



► ELECTRIK RED EMBARKS ON ITS MAIDEN CHART VOYAGE, AS "SO GOOD" LAUNCHES AT NC. 35 (UP 163 PLAYS, A 32% INCREASE). SIGNED TO THE-DREAM'S RADIO KILLA IMPRINT, THE QUARTET, WHOSE MEMBERS PREVIOUSLY PERFORMED AS DANCERS FOR MARIAH CAREY, CARA AND USHER, RELEASES ITS DEBUT ALBUM, "HOW TO BE A LADY: VOLUME 1," APRIL 21.

	ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
	BIRDMAN FEAT. LIL WAYNE	519/188	FLO RIDA Right Round	419/62
MOST ADDED	Always Strapped (Cash Money/Universal Motown))	(Poe Boy/Atlantic) TOTAL STATIONS:	31
	TOTAL STATIONS:	64	FAST LIFE YUNGSTAZ	
	FAT JOE FEAT. AKON One (Terror Squad/Capitol)	497/22	(F.L.Y.) Swag Surfin (Hazard)	410/167
	TOTAL STATIONS:	54	TOTAL STATIONS:	48
ARTIST NEW TITLE / LABEL STATIONS	BEYONCE Halo	478/319	MARY MARY FEAT. KIERRA "KIKI" SHEARD	394/6
YOUNG STEFF 22 Slow Jukin'	(Music World/Columbia) TOTAL STATIONS:	50	God In Me (My Block/Columbia)	
(Richcraft/Atlantic)	LETOYA	469/21	TOTAL STATIONS:	58
KBTT, KIPR, KJMM, KNDA, KOPW, KVSP, WAMO, WBFA, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WJKS, WJMI, WJUC,	Not Anymore (Capitol) TOTAL STATIONS:	47	KID CUDI Day 'N' Nite (Fool's Gold/Universal Motown)	393/16
WJZD, WOWI, WRBJ, WTMC, WWWZ			TOTAL STATIONS:	48
ASHER ROTH 13 Love College (SchoolBoy/Loud/SRC/Universal Motown)	MAINO FEAT. T-PAIN All The Above (Hustle Hard/Atlantic)	464/150	DRAMA FEAT. AKON, SNOOP DOGG & T.I.	380/41
KBTT, KHTE, KIPR, KOPW, WBFA, WDKX,	TOTAL STATIONS:	60	Day Dreaming (Grand Hustle/Atlantic)	
WEMX, WFXE, WJKS, WJMI, WJUC, WJZD, WTMG			TOTAL STATIONS:	36
BEYONCE 11 Halo (Music World/Columbia) KBXX, KOAY, KHTE, WBTJ, WFXE, WCCI, WKYS, WQHH, WRBP, WUSL, WWWZ PLEASURE P Boyfriend #2 8 (Atlantic) 8				
KBFB, WERQ, WGCI, WHTA, WHTD, WKKV, WQBT, WRBP				
SOULJA BOY TELL'EM 8 Turn My Swag On (CollipPark/Interscope) KBFB, WEDR, WHHH, WHRK, WHTD, WIZF, WPRW, WUSL				
CIARA FEAT. YOUNG JEEZY 6 Never Ever (LaFace/JLG) WBHJ, WERQ, WHHH, WJMH, WQBT, WWPR	MOST INCREASED PLAYS			
HURRICANE CHRIS FEAT. SUPERSTAR 6 She's Fine (Polo Grounds/J/RMG) KHTE, KPRS, WAMO, WEMX, WJKS, WPEG			112.11	
FAST LIFE YUNGSTAZ (F.L.Y.) 5 Swag Surfin (Musicline/IDJMG) KRRQ, WJBT, WPEG, WPRW, WVEE	+371	TIM Dead WIZF +	FEAT. JUSTIN BERLAKE And Gone (Grand Hustle/Atlantic 30, WBTP +26, WKYS +23, KBFB +22, W #9, WZHT +17, WXBT +17, WHHH +16, WI	WPR +22,
SOLANGE 5 T.O.N.Y. (Interscope/Geffen) KJMM, KVSP, WDKX, WFXA, WWWZ	+371	Magr WHHH	K ROSS FEAT. JOHN L ificent (Slip-N-Slide/Def Jam/IDJM -34, KKDA +28, WIZF +27, WPGC +23, W is, KBXX +19, WBTJ +19, WPHI +14, WPW	IG) HXT +21,
BOW WOW FEAT. JOHNTA AUSTIN 4 You Can Get It All	+350		ASURE P	
(Columbia) WCDX, WHRK, WOWI, WQBT		Boyf	r end #2 (Atlantic) +27, WHTD +23, WIZF +17, KBFB +17, WBH +6, KRRQ +15, WERQ +14, WKYS +14, W.	
	+349	FEA Kiss WHHH	J_JA BOY TELL 'EM T. SAMMIE Me Thru The Phone (ColliPark -36, KOPW +30, WQUE +29, WPWX +25 +45, WJKS +24, KVSP +17, WJMI +16, WP), KBFB +27,
	+319	BEY	ONCE	
ADDED AT WPWXX Chicago, IL PD: Jay Alan MD: Barbara McDoweil		Halo WIZF +	Music World/Columbia) 5. WUSL +23, WZD +9, WAMO +15, WB +3, WKYS +13, KBXX +12, WBLK +12, WV	
The-Dream Feat. Mariah Carey, My Love, 1				

Thè-Dream Feat. Mariah Carey, My Love, 1 Britni Elise, Satisfied, O

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FOR WEEK ENDING MARCH 15, 2009 LEGEND: See legend to charts in charts section for rules and symbol explanations. 82 urban stations are electronically monitorec by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2009 Nielsen Business Mexia. Inc. All rights reserved.



17 URBAN AC POWERED BY niclscn BDS



ONDS DIGITAL DOWNLOADS

► A WEEK AFTER MATCHING AVANT'S "SAILING" FOR MOST ADDS (19), **RUBEN STUDDARD'S** "TOGETHER" OPENS ON URBAN AC AT NO. 37. THE 2003 "AMERICAN DOL" WINNER LAST CHARTED WITH THE NO. 6 "MAKE YA FEL BEAUTIFUL" IN 2007, HIS FOURTH TOP 10. HE'S NOTCHED A PAIR OF LEADERS: "SORRY 2004" (FOUR WEEKS AT NO. 1) AND "CHANGE ME" (EIGHT WEEKS).

NEW AND ACTIVE

ARTIST TITLE / LABEL

deserveumore (Atlantic) TOTAL STATIONS:

MUSIQ SOULCHILD

KEYSHIA COLE Beautiful Music (Imani/Geffen/Interscope) TOTAL STATIONS:

SMOKIE NORFUL

Justified (EMI Gospel) TOTAL STATIONS;

DAMITA No Looking Back

(Tyscot) TOTAL STATIONS:

PASTOR GREGG PATRICK & THE BRIDGE PROJECT I Am A Witness (CrossOver/Tyscol) TOTAL STATIONS:

PLAYS /GAIN

34/34

34

34

20

9

20

31/10

29/13

34/0

32/20

THIS WEEK	LAST WEEK	WEEKS	ARTIST CERTIFICATIONS TITLE IMPRINT / PROMOTION LABEL	FIL: TW	4Y5 +/-		
	1	2 2	CHARLIE WILSON THERE COES MY BABY P MUSIC GROUP/JIVE/JLG	1,349	+47	11.725	1
2	2	30	USHER HERE 1 STAND LAFACE/JLG	1402	-116	9.295	3
	5	27	ANTHONY HAMILTON FEATURING DAVID BANNER COOL MISTER'S MUSIC/SO SO DEF/JLG	1569	+54	11.236	2
4	-4	27	AVANT WHEN IT HURTS CAPITOL	129	-48	7.921	6
5	3	24	MUSIQ SOULCHILD FEATURING MARY J. BLIGE	1326	-106	8.390	5
6	8	16	JENNIFER HUDSON IF THIS ISN'T LOVE ARISTA/RMG	1254	+143	9.021	4
7	6	16	INDIA.ARIE FEATURING MUSIQ SOULCHILD	1175	-45	7.332	9
	9	10	MUSIQ SOULCHILD SOBEAUTIFUL ATLANTIC	1121	-4	7.355	8
ç	7	26	ROBIN THICKE THE SWEETEST LOVE STAR TRAK/INTERSCOPE	1075	- <mark>81</mark>	7.242	10
10	12	35	MINT CONDITION NOTHING LEFT TO SAY CAGED BIRD/IMAGE	883	+8 6	5.493	12
11	30	40	JENNIFER HUDSON 11 SPOTLIGHT ARISTA/RMG	863	-47	7.734	7
12	n	44	KEYSHIA COLE II HEAVEN SENT IMANI/GEFFEN/INTERSCOPE	84	+36	5.555	11
13	8	16	KEYSHIA COLE FEATURING 2PAC PLAYA CARDZ RIGHT AMARU/JMANI/GEFFEN/INTERSCOPE	646	-31	4.204	16
14	14	46	ERIC BENET YOU'RE THE ONLY ONE FRIDAY/REPRISE/WARNER BROS.	644	-10	4.222	15
15	9	5	ERIC BENET AIRPOWER/MOST INCREASED PLAYS CHOCOLATE LECS FRIDAY/REPRISE/WARNER BROS.	554	+158	4.442	14
16	-6	22	LAURA IZIBOR FROM MY HEART TO YOURS ATLANTIC	594	+13	3.875	19
•	5	17	JAZMINE SULLIVAN LIONS, TIGERS & BEARS J/RMG	58E	-1	5.301	13
18	20	4	RAPHAEL SAADIQ FEAT. STEVIE WONDER & CJ HILTON NEVER GIVE YOU UP COLUMBIA	584	+154	2.503	22
19	5	5	CHRISETTE MICHELE EPIPHANY DEF JAM/IDJMG	552	+17	3.102	21
20	21	12	CASE LOYELY INDIGO BLUE	435	+37	1.7 18	27
21	34	12	JAMES FORTUNE & FIYA ITRUST YOU BLACKSMOKE/WORLDWIDE	382	+38	4.113	17
22	36	4	K'JON ONTHEOCEAN UP&UP/DEN TYME/UNIVERSAL REPUBLIC	375	+99	3.429	20
23	23	18	JOE	345	-2	1889	25
24	22	7	HEATHER HEADLEY FEATURING SMOKIE NORFUL	33	-21	1.875	26
25	23	7	AVANT	305	+95	1 273	32
26	28	3	GINUWINE	30"	+62	.036	35
27	25	15	LAST CHANCE NOTIFI/ASYLUM/WARNER BROS. BRANDY	238	-70	0.832	39
28	32	15	LONG DISTANCE EVEPTIC USHER	231	+55	2.288	23
29	7	3	TRADING PLACES LAFACE/JLG NE-YO II	224	-23	4.011	18
30	35	5	MAD DEF JAM/IDJMG JAMIE FOXX FEATURING T-PAIN	218	+52	2.273	24
M	35	18	BLAME IT J/RMG JAMIE FOXX FEATURING T.I.	176	+16	1.628	28
32	31	10	JUST LIKE ME J/RMG SLIQUE	175	-3	C.881	37
33	34	18	YOUR BODY ROSEHIP JAZMINE SULLIVAN	172	+10	1.02	34
34	30	18	BUST YOUR WINDOWS J/RMG BEYONCE 11 ³	169	-14	1.87	33
35		EW	SINGLE LADIES (PUT A RING ON IT) MUSIC WORLD/COLUMBIA KEYSHIA COLE	168	+109	1.559	30
36	40	2	YOU COMPLETE ME IMANI/GEFFEN/INTERSCOPE ROBIN THICKE	167	-61	0.644	
37	S ALE	EW	DREAMWORLD STAR TRAK/INTERSCOPE RUBEN STUDDARD	145	+129	0.530	
38	36	2	TOGETHER HICKORY DEBORAH COX	144	-14	0.446	
39	37	6	SAYING GOODBYE DECO/E1	125	-23	0.457	
40	8	EW	JUST GO DEF JAM/IDJMG URBAN MYSTIC MOST ADDED	124	+45	0.340	
40			THE BEST PART OF THE DAY SOBE	12-4	45	0.140	-

	NEW AN
	ARTIST PLAYS TITLE / LABEL /GAIN
MOST ADDED	MACY GRAY & MARSHA AMBROSIUS 106/9 Still Hurts (Stadium)
	TOTAL STATIONS:
11 M 10	BEYONCE 91/24 Diva (Music World/Columbia) TOTAL STATIONS: 23
ARTIST NEW TITLE / LABEL STATIONS URBAN MYSTIC 17	BONEY JAMES INTRODUCING QUINN 69/5 Don't Let Me Be Lonely Tonight (Concord/CMG)
The Best Part Of The Day (SOBE)	TOTAL STATIONS: 10
KDKS, KJLH, KMEZ, KNEK, KOKY, KQXL, Sirius XM Heart & Soul, WAGH, WAKB, WBAV, WGPR, WIMX, WKXI, WLXC, WMGL, WUHT, WVBE	21:03 WITH FRED HAMMOND, SMOKIE NORFUL & J MOSS 47/2 Cover Me (PAJAM/Gospo Centric/JLG)
AVANT 12	TOTAL STATIONS: 29
Sailing (Capitol) KJMS, KMJK, KMJM, WHRP, WKJS, WKSP, WSOL, WSRB, WTLZ, WUHT, WVBE, WYLD	76 WEST BAND 38/33 School Boy Crush (Perfect Image)
WAYNE BRADY 11	TOTAL STATIONS: 34
F.W.B. (Peal/CMG) KBLX, KMEZ, KNEK, KOKY, KQXL, WAKB, WCPR, WKXI, WLXC, WMPZ, WNEW	
CHRISETTE MICHELE 4 Epiphany (Def Jam/IDJMG) KJLH, WDAS, WNEW, WWIN	
RUBEN STUDDARD 4 Together (Hickory) KJLH, WBAV, WSRB, WTLZ (Hickory)	
GINUWINE 3 Last Chance (Notifi/Asylum/Warner Bros.) WBHK, WNEW, WYLD	
CHARLIE WILSON 2 There Goes My Baby (Jive/JLG) WDAS, WJMZ	MOST INCREASED PLAYS
INDIA.ARIE FEAT. MUSIQ SOULCHILD 2 Chocolate High (Soulbird/Universal Republic) WJMZ, WTLC	+158 ER
JENNIFER HUDSON 2 If This Isn't Love (Arista/RMG)	Cho KME WMF
WKJS, WXMG LAURA IZIBOR 2 From My Heart To Yours (Atlantic) WJMR, WKUS	+154 RA ST Nev KRNI WDZ
	+]43 JEI If T WVL
	+129 RU Tog WME
ADDED AT	+109 KE You WMX

M	DST	
CR	EAS	ED
Di	AVC	

. S 1	
158	ERIC BENET
770	Chocolate Legs (Friday/Reprise/Warner Bros.) KMEZ +13, WMGL +9, WYLD +7, WXST +7, WFUN +5, WMPZ +5, WMKS +5, KQXL +4, KDKS +4, WDAS +4
-154	RAPHAEL SAADIQ FEAT.
Sector Sector	STEVIE WONDER & CJ HILTON
Marshall Marshall	Never Give You Up (Columbia)
1371281.881	KRNB +16. KMEZ +14, WTLZ +11, WNEW +11, KDKS +9,
Section 2	WDZZ +9, KVMA +9, SXHS +8, WQQK +8, KMJK +8
+143	JENNIFER HUDSON
Sector 1	If This Isn't Love (Arista/RMG)
and the second	WYLD +17, KNEK +11, KDKS +10, KQXL +9, WROU +9,
	WVAZ +9, WVBE +8, KJLH +6, WMJM +6, WXMG +6
+129	RUBEN STUDDARD
	Together (Hickory)
DO DI K	KMEZ +16, WBAV +11, WUHT +9, KQXL +8. WMGL +8,
	WVBE +8, WKXI +7, WAKB +6, WHUR +5, SXHS +5
109	KEYSHIA COLE
	You Complete Me (Imani/Geffen/Interscope)
	WROU +9, KMJM +6, WAGH +6, WMKS +6, WXST +5,
	WMXD +5, WLVH +4, WDLT +4, WKUS +3, KJMS +3

WEEK ENDING MARCH 15, 2009	2 W	EEK	ENDING	MARCH	15,	2009
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FOR WEEK ENDING MARCH 15, 2009 LEGEND: See legend to charts in charts section for rules and symbol explanations. 70 urban AC and 17 smooth jazz 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.

EEK	ы					S	ИС
LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IN NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PL	*/-	AUDIEI MIL JONS	
1	11	BONEY JAMES STOP, LOOK, LISTEN (TO YOUR HEART)	NO. 1 (4 WKS) CONCORD/CMC	338	-4	2.987	1
2	29	MICHAEL LINGTON YOU AND I	NUGROOVE	263	-8	1.827	5
3	29	EUGE GROOVE RELIGIEY	NARADA JAZZ/CAPITOL	256	- 0	2.022	3
6	17	KIM WATERS	SHANACHIE	233	+2	1.333	11
4	37	WARREN HILL LA DOLCE VITA	EVOLUTION/E1	233	-27	2.233	2
5	21	OLI SILK CHILL OR BE CHILLED	TRIPPIN 'N' RHYTHM	224	-4	1.815	6
7	29	FOURPLAY FORTUNE TELLER	HEADS UP	201	-24	1.152	14
9	36	TIM BOWMAN SWEET SUNDAYS	TRIPPIN 'N' RHYTHM	179	-3	1.736	7
8	15	SEAL A CHANGE IS GONNA COME	143/WARNER BROS.	177	-28	1.436	9
13	4		MOST ADDED	176	-24	1.911	4

____ H JAZZ

TV

WUHT

Birmingham, AL PD: John Long

SUR.

Urban Mystic, The Best Part Of The Day, 14 Avant, Sailing, 0

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w	LW	wks	ARTIST TITLE	IN NIELSEN BDS CERTIFICATIONS MPRINT / PROMOTION LABEL	PLA	¥S +/-		
1	11	30	WAYNE BRADY ORDINARY	PEAK/CMG	168	0	1.319	12
2	10	11	KENNY LATTIMORE	VERVE	160	-8	1.364	10
	12	19	BEYONCE AT LAST	MUSIC WORLD/COLUMBIA	158	+3	1.206	13
4	14	8	DAVE KOZ FEATURING JEFF GOLUB BADA BING	CAPITOL	150	-2	1.124	15
	15	5	KENNY G RITMO Y ROMANCE (RHYTHM & ROMANCE)	STARBUCKS/CONCORD/CMG	141	+15	1.632	8
6	17	3	RICHARD ELLIOT AIR MOVE ON UP	POWER	125	+23	0.749	19
7)	16	9	WALTER BEASLEY STEADY AS SHE GOES	HEADS UP	119	-1	0.797	18
8	19	21	CHRIS STANDRING HAVE YOUR CAKE & EAT IT	ULTIMATE VIBE	100	+1	0.669	20
9	18	18	JESSE COOK HAVANA	COACH HOUSE/Ê1	88	-13	0.920	17
0	21	5	THE RIPPINGTONS FEATURING RUS PARIS GROOVE	SS FREEMAN PEAK/CMG	83	+13	0.358	25

THIS WEEK

10

GOSPEL

POWERED BY <u>niclsen</u> BDS

DIGITAL DOWNLOADS



► DONNIE McCLURKIN RETURNS TO THE CHART AFTER TWO YEARS, AS "WAIT ON THE LORD," WITH KAREN CLARK-SHEARD, BOWS AT NO. 25. THE SONG MARKS THE PASTOR'S FIFTH APPEARANCE ON THE NIE_SEN BDS-BASED LIST, A CHART HISTORY THAT INCLUDES THE SEVEN-WEEK NO. 1 "I CALL YOU FAITHFUL" IN 2005 AND NO. 5 "CHURCH MEDLEY" IN 2006.

THIS WEEK	LAST WEEK	WEEKS	ARTIST CERTIFICATIONS TITLE IMPRINT / PROMOTION LABEL	PLA	AYS +/-		
1	1	25	HEZEKIAH WALKER & LFC NO. 1(2 WKS) SOULED OUT VERITY/JLG	1167	-45	4.773	2
2	2	57	JAMES FORTUNE & FIYA I TRUST YOU BLACKSMOKE/WORLDWIDE	1140	+9	4.931	1
3	3	20	KURT CARR & THE KURT CARR SINGERS PEACE AND FAVOR REST DN US KCG/JLG	976	+24	4.134	4
4	4	17	DONALD LAWRENCE & CO. BACK (I EDEN QUIET WATER/VERITY/JLG	946	+50	4.177	3
5	5	30	MARY MARY GET UP MY BLOCK/COLUMBIA	79 2	-102	3.966	5
6	10	14	MARVIN SAPP MOST INCREASED PLAYS PRAISE HIM IN ADVANCE VERITY/JLG	669	+77	2.611	9
7	6	62	JONATHAN NELSON FEATURING PURPOSE MY NAME IS VICTORY INTEGRITY	669	-44	3.684	6
8	8	32	KIERRA "KIKI" SHEARD .PRAISE HIM NOW EMI GOSPEL	657	+1	2.581	10
9	9	16	MAURETTE BROWN-CLARK IT AIN'T DVER (UNTIL GOD SAYS IT'S OVER) AIR GOSPEL/MALACO	637	+6	2.243	12
10	7	40	21:03 WITH FRED HAMMOND, SMOKIE NORFUL & J MOSS COVER ME PAJAM/GOSPO CENTRIC/JLG	633	-13	3.223	7
n	12	34	ARKANSAS GOSPEL MASS CHOIR ILIFT MY HANDS T/EMTRO COSPEL	617	+26	2.350	11
12	13	24	KATHY TAYLOR AND FAVOR OHHOW PRECIOUS KATCO/TYSCOT	572	+63	2.012	14
13	n	16	HEATHER HEADLEY FEATURING SMOKIE NORFUL JESUS IS LOVE EMI COSPEL	544	-55	1.794	15
14	17	3	SMOKIE NORFUL JUSTIFIED EMIGOSPEL	472	+37	2.016	13
15	15	18	ISAIAH D. THOMAS & ELEMENTS OF PRAISE SAID HE WOULD BE WITH ME HABAKKUK	462	-30	1.309	19
16	16	7	MARY MARY FEATURING KIERRA "KIKI" SHEARD	450	-16	2.672	8
17	18	8	SHARI ADDISON NO BATTLE, NO BLESSING BET/VERITY/JLG	431	+18	1.774	16
18	19	8	JOE LEAVELL & ST. STEPHEN TEMPLE CHOIR COD IS ABLE EMTRO GDSPEL	399	-9	0.872	25
19	20	14	THE WILLIAMS BROTHERS STILL STRONG BLACKBERRY	345	+6	0.800	28
20	21	10	JAMES INGRAM DON'T LET GO INTERING/MUSIC ONE	344	+15	1.289	20
21	22	7	BISHOP PAUL S. MORTON PRESENTS THE FGBCFMC CRY YOUR LAST TEAR TEHILLAH/LIGHT	340	+13	1.252	21
22	23	21	JIMMY HICKS & THE VOICES OF INTEGRITY COD'S COT IT BLACKSMOKE/WORLDWIDE	330	+3	0.865	26
23	24	5	ISRAEL HOUGHTON JUST WANNA SAY INTEGRITY	320	+8	1.451	17
24	26	6	PERFECTION WHAT IS THIS JEA/TESTIMONY	310	+37	0.586	30
25	NE	W	DONNIE MCCLURKIN FEATURING KAREN CLARK-SHEARD WAIT ON THE LORD VERITY/JLG	305	+51	1.434	18
26	28	21	THE MURRILLS FRIEND OF MINE QUIET WATER/VERITY/JLG	296	+25	0.977	23
27	25	21	REGINA BELLE ICALL ON JESUS PENDULUM	287	+5	1.155	22
28	27	4	KEITH "WONDERBOY" JOHNSON & THE SPIRITUAL VOICES TIME TO GET CLOSE TO JESUS COSPEL TRUTH	280	-1	0.895	24
29	29	7	CRYSTAL AIKIN I DESIRE MORE BET/VERITY/JLG	244	-19	0.827	27
30	30	10	BLESSED COTTA TAKE MY TIME ULTIMATE	241	-13	0.440	-

MOST ADDED	ARTIST TITLE / LA TED WIN God Believ (Teddysjan TOTAL ST/
1. 1. 1	GI Get Up (BGA/Black TOTAL STA
ARTIST NEW TITLE / LABEL STATIONS GREG O'QUIN & IPRAIZE 9	BRIAN C WILSON All I Need (Spirit Risin TOTAL STA
Lead Me Jesus (Pendulum) KHVN, KOKA, WFLT, WFMI, WHLW, WLIB, WNOO, WUFO, WXOK	GENITA You Made (Eternity)
GEORGE HUFF 8 Don't Let Go (EI) KHLR, KHVN, KOKA, WHLH, WOAD, WPRF, WUFO, WXOK	TOTAL STA MICAH S The Corint (Interface)
BISHOP BOBBY HILTON & THE WORD OF DELIVERANCE MASS CHOIR 6 God Did That Thing (BVHILTON) KOKA, WEUP, WFMI, WHLH, WHLW, WOAD	TOTAL STA
SMOKIE NORFUL 4 Justified (EMI Gospel) Sirius XM Praise, WFMI, WGRB, WZAZ	
DONALD LAWRENCE & CO. 3 Back II Eden (Quiet Water/Verity/JLG) WFMI, WLOK, WZAZ	
MARVIN SAPP 3 Praise Him In Advance (Verity/JLG) KHVN, WPZE, WZAZ	
JIMMY HICKS & THE VOICES OF INTEGRITY 3 God's Got It (Blacksmoke/WorldWide) WLDK, WUFD, WZAZ	IN
DONNIE MCCLURKIN FEAT. KAREN CLARK-SHEARD 3 Wait On The Lord (Live In Detroit) (Verity/LG) WFMI, WGRB, WZAZ	
ADDED AT WZAZ Jacksonville, FL	

Jacksonville, FL PD/MD: Yolanda Ho Mary Mary Feat. Kerra "KiKi" Sheard, God n Me, 7 Norman Hutchins, Hold On, 7

OR REPORTING STATIONS PLAYLISTS GO TO

w.RadioandRecords.co

N	IEW AND	DACTIVE	
ABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
tnn eves In You Imz) TATIONS:	186/13	LUTHER BARNES & THE BUDD COSPEL CHOIR Spirit Fall Down (AIR Cospel/Malaco)	RED 149/17
TATIONS.	168/16	TOTAL STATIONS:	9
cksmoke/Worldwide) TATIONS:	20	SPANKY WILLIAMS Love Like That	137/7
	156/11	(Blacksmoke/WorldWide) TOTAL STATIONS:	13
d sing/Music World) TATIONS:	12	GEORGIA MASS CHOIR Holy Ghost (Savoy)	126/12
V PUGH	153/6	TOTAL STATIONS:	13
e It Possible		STEPHEN HURD	120/15
TATIONS:	11	(Integrity) TOTAL STATIONS:	10
STAMPLEY nthian Song)	151/33	TROY SNEED With You Always	100/15
TATIONS:	13	(Emtro Gospel) TOTAL STATIONS:	12

MOST INCREASED PLAYS	
+77	MARVIN SAPP
	Plaise Him In Advance (Verity/JLG) S/CR +30, WCRB +16, WPRF +12, WPZE +10, WHLW +7, WPRS +5, WTHE +4, WJYD +3, WPZS +3, WNOO +3
+63	KATHY TAYLOR AND FAVOR O'n How Precious (Katco/Tyscot) W0AD + 29, WLB +5, WFMV +6, WFLT +4, WXEZ +4, WPZ5 +4, WNOO +4, WXVI +3, WCAO +3, WJMO +3
+51	DONNIE MCCLURKIN FEAT. KAREN CLARK-SHEARD Wait On The Lord (Verity/JLG) WFLT +9, WTHE +9, W2Z -7, WCRB +5, WFMI +4, WJB +3, WZAZ +3, WTPZ +3, WTHB +3, WUFO +2
+50	DONALD LAWRENCE & CO. Back II Eden (Quiet Water/Verity/JLG) WSOK +23, WPRS +16, KHLR +9, WFLT +7, WYD +5, WNOO +5, WHLH +5, WPPZ +4, SXPR +3, WZAZ +3
+41	GEORGE HUFF Don't Let Co (EI) KOKA +9, WPRF +8, WOAD +6, WTHB +4, WFMI +4, WINOO +3, KHLR +3, WHLH +3, WCAD +1, WLFO +1

FOR WEEK ENDING MARCH 15, 2009 LEGEND: See legend to charts in charts section for rules and symbol explanations. 45 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.

			RECI	JRRE
THIS WEEK	ARTIST INIELSE TITLE / IMPRINT / PROMOTION LABEL CERTIFICA		PLAYS	THIS WEEK
1	MARVIN SAPP NEVER WOULD HAVE MADE IT (VERITY/JLG)	55	0 509	6
2	THE WEST ANGELES COGIC MASS CHOIR LORD PREPARE ME (EMI GOSPEL)	44	3 513	7
3	TROY SNEED PRESENTS BONAFIDE PRAISERS WORK IT OUT (EMTRO COSPEL)	43	5 456	8
4		40	9 434	9
5	JOSHUA'S TROOP EVERYBODY (LAP YOUR HANDS (NEW HAVEN)	34	9 343	10
			and the second s	euse -

ENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PL/ TW	AYS LW
6	HEZEKIAH WALKER & LFC GRATEFUL (VERITY/JLG)		335	341
7	JASON CHAMPION ALWAYS (BROOKS/EMI GOSPEL)		323	353
8	PASTOR GREGG PATRICK & THE E I AM A WITNESS (CROSSOVER/TYSCOT)	BRIDGE PROJECT	302	305
9	KIRK FRANKLIN JESUS (FO YO SOUL/GOSPO CENTRIC/JLG)		294	308
10	DEWAYNE WOODS & WHEN SINGE LET GO (QUIET WATER/VERITY/JLG)	ERS MEET	289	275



NAB Broadcasting Hall of Fame Inductee Vin Scully Sportscaster Los Angeles Dodgers

Winners announced instal RADIO AWARD for excellence in community service



Dave Ramsey

The Dave Ramsey Show



Conferences: April 18-23, 2009 / Exhibits: April 20-23, 2009 / Las Vegas Convention Center / Las Vegas, USA / www.nabshow.com

R&R CHRISTIAN



MercyMe celebrates a decade



Kevin Peterson KPeterson@RadioandRecords.com

t's been 10 years since MercyMe lead singer Bart Millard wrote "I Can Only Imagine," the song that not only launched the group on the Christian music charts, but also AC, Hot AC, CHR/Top 40 and Country. Millard shares his thoughts on the song, the journey that it's taken the band on and the group's new CD/DVD, "10," which includes its biggest songs from the past decade.

It seems like it was just yesterday that we heard about this new band with its "Imagine" song, and Millard concurs. "I know the gray hairs in my beard would say it's been at least 10 years, but it doesn't feel like it."

It didn't dawn on the group that it was reaching

10 years until about eight months ago when the label said it wanted to do a greatest-hits record. "We were kind of against it because we always thought that meant you were at the end of your career, and we certainly don't feel like that, so we fought it."

Millard says it occurred to him in an interview that

it was 1999 that he wrote the song. So the thought went from doing a greatest-hits album—since the members aren't fans of celebrating a band's career—to celebrating the 10-year anniversary of the song. "The song has changed our lives more than anybody's, so we're more comfortable with that," he says. "An artist would rather celebrate his painting than himself."

Wrote For Himself

Millard says that when he wrote the song, which has affected hundreds of thousands of people, he was just writing it for himself. It was originally intended to be the last song on an independent record the band was putting together. "I was sitting on a bus in the middle of the night," he recalls. "We were leaving a church camp and were coming home to finish the record and needed one more song, so I was [going] through a notebook to find a clean piece of paper and every page had 'I Can Only Imagine' written on it from years of writing that down, thinking about my dad being in a better place." (His father had died

> seven or eight years before that.) Millard says he kind of got the message that he was supposed to finish this idea that had been in his heart for so long.

"I wrote it in about 20 minutes, the only time in my life I had written the lyrics where there were no mistakes," Millard says. "It's the same as it was originally written. I knew it was

special, but it was special to me, and I never really thought of anybody else."

He says the group figured it would be a B-side for the album and the band didn't play it for about a year until someone asked the act to perform at a church camp. Millard remembers, "We sang the song and the lights were down and when the song was finished it was dead quiet. We thought, 'Great, nobody likes it. Nobody's been clapping.' When the lights came up, it was because they were crying and we thought, 'What in the world?' We'd never really experienced this feeling at all as far as the music we'd written, and gosh, I bet we've played it every night since."

A Dozen No. 1s

The "10" CD features all 12 of the band's No. 1

'We sang the song and the lights were down and it was dead quiet. When the lights came up, it was because they were crying. We'd never really experienced this feeling.'





MercyMe's No. 1s 2001: "I Can Only

Imagine" 2002: "Spoken For," "Word of God Speak" 2004: "Here With Me" 2005: "In the Blink of an Eye," "Joseph's Lullaby" 2006: "So Long Self" 2007: "Bring the Rain," "God With Us" 2008: "You Reign"

2009: "Finally Home"

'Imagine' Stories

To celebrate the 10-year anniversary of MercyMe's No. 1 hit "I Can Only Imagine," Program Director.net founder Bob Thornton set up a page on his site for programmers to hear the new version of the song and share their "Imagine" stories with the band.

KBMQ/Monroe, La., GM Bob Beyer recalls, "The CD had been out a few years but I had not heard it when I was leaving my church in 2002 with orders to go to Kuwait and eventually Iraq. I took it with me. Months later, while walking a sand road to my tent in Kuwait at 2 a.m., I listened to it for the first time through headphones. I cried ... or is it sobbed? I was emotionally transported to when the Lord welcomes me home. I listened to it three or four more times while worshipping and loving my Lord in

songs. "Finally Home" is the latest to join that list, having already hit the top of R&R's Soft AC/Inspirational chart and the top five on both Christian AC charts. There are also three bonus cuts, including a new version of "I Can Only Imagine." "I made a trip over to London to Abbey Road Studios and rerecorded the song with the London Symphony," Millard says. "You're talking the guys that did 'Star Wars' and 'Harry Potter' and all those movie soundtracks."

If you're a fan you probably know about the song "Ten Simple Rules" that the band recorded a few years ago. "We did that song about the Ten Commandments for a kids cartoon, and it was on the DVD but has never been on a CD," Millard says. "We played it live on a tour several years ago and we've kind of had a cult following for it over the years, begging to get the song on CD, so we thought it would be funny to stick it on this record." The other bonus track is a never-before-released song called "Only Temporary."

Thinking about the past 10 years, Millard says the highlight for him is also the most stressful part of the last decade: when "I Can Only Imagine" was released to mainstream radio. "I've never worked harder than doing all the interviews, all the crazy stuff we had to do and all the appearances," he recalls. "We had already done several years of 200 dates a year and we remembered what it was like to be busy, and then we saw success in the Christian market. During that success the mainstream took off, so the workload doubled."

He laughs and says it was one of the coolest things that he wouldn't wish on his worst enemy. Not being home put stress on the members' families, but at the same time he says, "I remember the second time we were on ["The Tonight Show With Jay Leno"] and we're going, 'How in the world did we ever get here when we're just this little Christian band that has no business singing this stuff on Leno?' "

> the midst of this song." WRBS/Baltimore MD Chris Scotland says, "I remember hearing this song for the first time and thinking about others who I'd get to see face to face with Jesus in heaven. As a father of five now listening to my kids singing this song and realizing what kind of an impact it has made on our family, I am forever thankful."

The person who now promotes MercyMe records, Kai Elmer, remembers, "The first time I heard "Imagine," I was working the graveyard shift driving a truck for a raspberry processing plant. I seriously can't remember lyrics, even of my favorite songs ... and when I heard the song the second time later that week, I was singing at the top of my lungs, like it was my song."

To share your story with MercyMe, go to ProgramDirector.net.—KP



CHRISTIAN AC VERED BY nielsen BDS

COMOS DIGITAL DOWNLCADS

► BIG DACDY WEAVE CLAIN'S MOST INCREASED PLAYS (UP 187) WIT-I "YOU FOUND ME." WHICH LIFTS 17-14 IN ITS FOURTH CHART WEEK. THE SONG IS THE YOUNGEST TITLE IN THE TOP IS AND MARKS THE BAND'S FASTEST RISE TO THE CHART'S UPPER HALF SINCE "EVERY TIME I BREATHE" ALSO REACHED THE TOP 'S IN ITS FOURTH WEEK TWO YEARS AGO THIS WEEK.

THIS VEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IN NIELSEN BDS CERTIFICATIONS	P_4 FW	AYS */-	AUDIE	
	1	26	THIRD DAY REVELATION	NO. 1 (5 WKS) ESSENTIAL/PLG	1802	-47	3.667	2
2	2	27	JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	1755	-66	3.860	1
3	5	n	MERCYME FINALLY HOME	INO	1658	+108	3.566	3
9	3	n	FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	1595	+19	3.086	5
5	4	31	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	1494	-65	3.019	6
6	6	17	MATTHEW WEST THE MOTIONS	SPARROW/EMI CMG	1488	+136	2.958	7
	9	20	JOSH WILSON SAVIOR, PLEASE	SPARRDW/EMI CMG	1503	+32	2.241	9
	7	40	BRANDON HEATH GIVE ME YOUR EYES	MONOMODE/REUNION/PLG	1275	-56	3.205	4
•	8	35	TOBYMAC FEATURING KIRK FRA	ANKLIN & MANDISA FOREFRONT/EMICMG	1263	-24	2.903	8
D	10	8	NEWSBOYS IN THE HANDS OF GOD	INPOP	1759	+54	1.611	13
	12	7	CHRIS TOMLIN	SIXSTEPS/SPARROW/EMICMG	SE2	+103	2.007	10
12	n	39	CHRIS TOMLIN JESUS MESSIAH	SIXSTEPS/SPARROW/EMI CMG	842	-62	1.608	14
15	13	20	NATALIE GRANT OUR HOPE ENDURES	CURB	72	-24	0.614	23
14	17	4	BIG DADDY WEAVE MOST I YOU FOUND ME	NCREASED PLAYS FERVENT/WORD-CURB	721	+187	1.662	12
Б	15	26	ADDISON ROAD HDPE NOW	INO	723	-22	1.120	16
Б	18	5	MANDISA MY DELIVERER	SPARROW/EMI CMG	613	+93	1.809	11
V	16	13	THE MICHAEL GUNGOR BAND ANCIENT SKIES	BRASH	545	-17	0.270	-
В	19	Π	IAN ESKELIN, MARK STUART &	VIČKY BEECHING	534	+55	1.056	17
	20	'n	MARK HARRIS ONE TRUE GOD	INO	458	+7	0.666	22
Ð	25	3	JIMMY NEEDHAM FORGIVEN AND LOVED	AIRPOWER	448	+127	1.189	15
	21	7	ABOVE THE GOLDEN STATE	SPARROW/EMICMG	438	+9	0.768	20
22	23	6	LINCOLN BREWSTER GOD YOU REIGN	INTEGRITY	399	-6	0.476	26
25	22	19	POINT OF GRACE	WORD-CURB	370	-40	0.825	19
23	28	3	JARS OF CLAY TWO HANDS	GRAY MATTERS/ESSENTIAL/PLG	332	+46	0.416	29
8	N	v	BEBO NORMAN PULL ME OUT	BEC/TOOTH & NAIL	294	+75	0.059	-
8	27	5	SARAH REEVES SWEET SWEET SOUND	SPARROW/EMI CMG	234	+35	0.576	24
27	26	ŋ	O, FOR A THOUSAND TONGUES TO SING	SIXSTEPS/SPARROW/EMI CMG	257	-16	0.174	4
23	24	7	THE FRAY YOU FOUND ME	EPIC/INO	236	-59	0.868	18
2	30	7	JOHN WALLER WHILE I'M WAITING	BEACH STREET/REUNION/PLG	273	+52	0.738	21
9	N	۷	BLUETREE GOD OF THIS CITY	LUCID	242	+28	0.314	-

RECURRENTS

PLAYS

847

834

717

754

684

TW

756

736

724

721

649

IT NIELSEN BDS CERTIFICATIONS

THIS WEEK

6

ARTIST TITLE / IMPRINT / PROMOTION LABEL

CASTING CROWNS SLOW FADE (BEACH STREET/REUNION/PLG)

AARON SHUST MY SAVIOR MY GOD (BRASH)

TREE63 BLESSED BE YOUR NAME (INPOP)

ROBBIE SEAY BAND SONG OF HOPE (SPARROW/EMICMG)

LINCOLN BREWSTER

MOST ADDED
ARTIST NEW TITLE / LABEL STATIONS
BRANDON HEATH 8 Wait And See
(Reunion/PLG) KLIC, KPEZ, KSOS, WBHY, WBSN, WMSJ, WPAR, WRBS
JONNY DIAZ 8
More Beautiful You (INO) KPEZ, KSOS, WBHY, WCRJ, WCSG, WJIE, WMSJ, WPAR
BIG DAODY WEAVE 7 You Found Me (Fervent/Word-Curb) KSOS, KVMV, KWND, WAKW, WCRJ, WMUZ, WVFJ
JIMMY NEEDHAM 6 Forgiven And Laved (Inpop) KBNJ, KSON, KSOS, KVMV, WCVO, WMUZ
MANDISA 3 My Deliverer (Sparrow/EMI CMG) WCQR, WGTS, WVFJ (State of the state of
JOSH WILSON 2 Savior, Piease (Sparrow/EMI CMG) KVMV, KWND
BLUETREE 2 God Of This City (Lucid) KBNJ, WCVO
DOWNHERE 2 Hope Is Rising (Centricity) WAFJ, WPAR
ADDED AT WAKW @3.3
Cincinnati, OH
PD: Kurt Wallace MD: Oaryl Pierce
Big Daddy Weave, You Found Me, 11 Mikeschair, Canit Take Away, 9
FOR REPORTING STATIONS PLAYLISTS GO TO:

PadioandPecords co

PLAYS

655

603

594

582

542

645

603

599

585

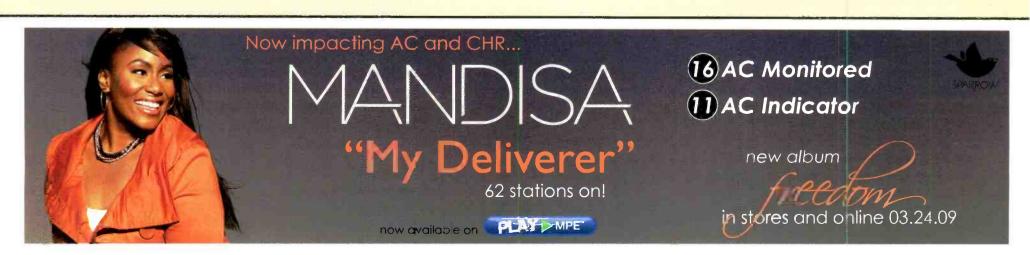
557

IN NIELSEN BDS CERTIFICATIONS

	NEW AND) ACTIVE	
ARTIST TITLE / LAB EL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
RUSH OF FOOLS Lose It All (Midas)	226/48	MIKESCHAIR Can't Take Away (Curb)	181/25
TOTAL STATIONS	16	TOTAL STATIONS:	- 11
REMEDY DRI/E All Along (Word-Curb)	223/53	REVIVE Chorus Of The Saints (Essential/PLG)	164/34
TOTAL STATIONS	13	TOTAL STATIONS:	10
	213/130	KUTLESS I Do Not Belong (BEC/Tooth & Nail)	163/28
TOTAL STATENS	16	TOTAL STATIONS:	13
BRANDOM HEATH Wait And Ser (Monomode/Leun pn, PLG)	207/142	KARI JOBE I'm Singing (Integrity)	161 /39
TOTAL STATIONS	16	TOTAL STATIONS:	12
JEREMY FIDDLE Bless His Na ne (Varietal/Vineva d	207/41	DOWNHERE Hope Is Rising (Centricity)	110/24
TOTAL STATENS	12	TOTAL STATIONS:	8

MOST INCREASED PLAYS	
+187	BIG DADDY WEAVE You Found Me (Fervent/Word-Curb) KBIG +42, KTSY +32, WF02 +21, WCSG +8, KFIS +17, WMHH +94, KGMS +22, WAW +11, WHHY +9, KSOS +8
+142	WMITH *#, ILLMIS *L2, WARW *IL WEHT *9, ISOS *8 BRANDON HEATH Wait And See (Monomode/Reunion/PLC) KXQJ *2, KHZR *19, WCSG *18, WAWZ *17, KBU *17, WPAR *15, WBHY *12, KPEZ *9, KSOS *9, WRBS *8
+136	MATTHEW WEST The Motions (Sparrow/EMI CMG) KTSY +27, WLCH +21, WJKL +18, WDLC +44, KKFS +13, WFFH -12, WCSC +9, KSOS +8, WBHY +7, KKSP +6
+130	JONNY DIAZ More Beautiful You (INO) WBHY +21, WJE +18, KKSP +16, WPAR +15, WCIE +14, WDJC +12, KSOS +10, KPEZ +9, WCSG +7, WCRJ +6
+127	JIMMY NEEDHAM Forgiven And Loved (Inpop) KSGN +32, WCQR +22, WBSN +21, KSOS +11, KFIS +9, WCVO +6, WAKW +5, SXMS +5, WPAR +5, WDJC +5

FOR WEEK ENDING MARCH 15, 2009 LECEND: See legend to charts in charts section for rules and symbol explanations. 58 Christiaa AC stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7days a week, Christian AC Indicator chart compiled of 33 reporters, initian CHR 26, christian rock 25 and soft AC/inspirational 20. © 2009 Nielsen Business Media, Inc. All rights reserved.



HIS WEEK

ARTIST TITLE / IMPRINT / PROMOTION LABEL

BIG DADDY WEAVE WHAT LIFE WOULD BE LIKE (FERVENT/WORD-CURB)

DOWNHERE HERE I AM (CENTRICITY)

LAURA STORY

BUILDING 429

MERCYME

R&	Rc	HRISTIAN
⊃OV#ERED BY	nielsen BDS	COMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM

BDS



THIS WEEK 1 ► THE FIRST SOLO FEMALE TO LEAD THE CHART SINCE 2005, FRANCESCA BATTISTELLI SCORES A THIRD CONSECUTIVE WEEK AT NO. 1 ON CHRISTIAN CHR WITH "FREE TO BE JE." THE TRACK CONCURRENTLY CROWNS CHRISTIAN AC INDICATOR (2-1), BULLETS AT NO. 4 ON THE MONITORED CHP. STIAN AC LIST AND HOLDS AT NO. 16 ON SOFT AC/INSPIRATIONAL.

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN CHR	ON LABEL	PL4 TW	YS */-
	1	10	FRANCESCA BATTISTELLI	WCRD-CURB	1089	+63
2	2	28	TENTH AVENUE NORTH	EUNION/PLG	944	+11
3	3	16	MATTHEW WEST THE MOTIONS SPARRO	OW/EMI CMG	902	+19
4	S	16	RED	SENTIAL/PLG	859	+29
5	4	19	RUSH OF FOOLS LOSE IT ALL	MIDAS	812	-44
6	6	27	GROUP 1 CREW KEYS TO THE KINGDOM FERVENTA	WCRD-CURB	743	+23
7	7	15	VOTA HARD TO BELIEVE	INO	678	-10
8	9	n	FRAY YOU FOUND ME	EP:C/INO	663	+64
9	8	27	JEREMY CAMP THERE WILL BE A DAY BEC/TO	00¶H & NAIL	620	-23
10	11	18	DISCIPLE WHATEVER REASON	INO	612	+54
	12	4	ALL ALONO	WC RD-CURB	597	+128
12	10	24	Kerteree	SEM TIAL/PLG	556	-20
13	14	5	JARS OF CLAY TWO HANDS GRAY MATTERS/ESS	SEM TIAL/PLG	531	+88
10	16	4	DOWNHERE MY LAST AMEN	CENTRICITY	496	+73
15	13	8	NEWSBOYS IN THE HANDS OF GOD	INPOP	472	+19
16	17	15		SEMTIAL/PLG	415	+8
17	81	6		QOIFH & NAIL	389	+22
18	20	8	SEVENGLORY ALL OF THIS FOR YOU	7 SPIN	36 9	+26
19	21	6	B. REITH MESS	GOTEE	343	+27
20	19	14		TIAL/EMI CMG	339	-12
21	22	10		ONT/EMI CMG	315	+9
22	25	4		FLICKER/PLG	314	+60
23	24	5	ADDISON ROAD THIS COULD BE OUR DAY	INO	294	+18
24	23	5	DRITINET DEGT	OCTH & NAIL	281	-21
25	26	6	MARVIN WINANS JR. YOU NEVER LET NE DOWN	M2	262	+22
26	28	2		OCTH & NAIL	260	+52
27	30	4		20W/EMI CMG	247	+41
28	27	5		FLICKER/PLG	243	+23
8	29	2	MERCYME GODDYE ORDINARY	INO	222	+15
30	N	EW	CHRIS TOMLIN IWILLRISE SIXSTEPS/SPARE	20W/EMICMG	221	+40

LAST WEEK	WEEKS ON CHART	CHRISTIAN ROCK	IMPRINT / PROMOTION LABEL	PL TW	¥5 */-
1	8	HAWK NELSON	BEC/TOOTH & NAIL	299	+2
3	n	NEVERTHELESS CROSS MY HEART	FLICKER/PLG	296	+5
2	16	FAMILY FORCE 5 RADIATOR	TMG	284	-9
4	14	IVORYLINE HEARTS AND MINDS	TOOTH & NAIL	265	+7
5	11	CHILDREN 18:3 HOMEMADE VALENTINE	TOOTH & NAIL	264	+6
8	8	ABANDON HOLD ON	FOREFRONT/EMI CMG	256	+24
7	n	THIS BEAUTIFUL REPUBLIC SURRENDER SAVED MY LIFE	FOREFRONT/EMI CMG	251	+16
6	17	RELIENT K THE LAST, THE LOST, THE LEAST	GOTEE	248	-1
12	6	DECYFER DOWN FADING	IND	216	+19
10	6	PHILMONT THE DIFFERENCE	FOREFRONT/EMI CMG	208	+3
9	19	CLASSIC CRIME SING	TOOTH & NAIL	206	-24
14	7	RUN KID RUN SET THE DIAL	TOOTH & NAIL	191	-2
13	24	WEDDING RETURN	BRAVE NEW WORLD	187	-8
-11	22	CAPITAL LIGHTS OUTRAGE	TOOTH & NAIL	187	-10
17	9	THE CONTACT BLACK SEA	7 SPIN	185	+15
18	6	FALLING UP STREAMS OF WOE AT ACHERON	BEC/TDDTH & NAIL	180	+12
20	5	PILLAR STATE OF EMERGENCY	ESSENTIAL/PLG	178	+16
22	4	FIREFLIGHT STAND UP	FLICKER/PLG	171	+16
21	3	DISCIPLE ROMANCE ME	IND	168	+11
19	4	SUPERCHIC(K) CROSS THE LINE	INPOP	168	+1
16	18	SECRET AND WHISPER ANCHORS	TOOTH & NAIL	168	-3
15	18	REMEDY DRIVE STAND UP	WORD-CURB	161	-18
29	2	RED DEATH OF ME	ESSENTIAL/PLG	150	+51
23	14	A ROTTERDAM NOVEMBER ENOUGH	ARN	149	+4
25	6	FRAY YOU FOUND ME	Epic/ino	136	+5
24	18	SEARCH THE CITY THE RESCUE	TOOTH & NAIL	135	-2
27	3	FM STATIC THE UNAVOIDABLE BATTLE OF FEELING ON THE OUTSIDE	TOOTH & NAIL	131	+13
26	4	FLYNN ADAM SUCH A TIME	COTEE	126	-4
RE-E	NTRY	KUTLESS TO KNOW THAT YOU'RE ALIVE	BEC/TOOTH & NAIL	96	+5
30	9	WE AS HUMAN DEAD MAN	WE AS HUMAN	95	-4

SOFT AC/INSPIRATIONAL

	THIS WE	WEEKS	ARTIST	IMPRINT / PROMOTION LABEL	PL	AYS +/-	ти	LW	WKS	ARTIST TITLE	IMPRINT / PROMOTION LABEL		AYS +/-
	1	10	MERCYME FINALLY HOME	INO	381	-12	1	9	12	JUSTIN UNGER BEHOLD	HEIGHTS	205	-26
1	2	18	MARK HARRIS ONE TRUE GOD	INO	323	-23	12	15	5	KATINAS PRAYING FOR YOU	DESTINY-EXECUTIVE	204	+35
600	3	15	NATALIE GRANT OUR HOPE ENDURES	CURB	320	+4	13	15	7	JOSH WILSON SAVIOR, PLEASE	SPARROW/EMI CMG	194	+3
12, 2	4	8		SIXSTEPS/SPARPOW/EMI CMG	294	+12	14	14	3	BEBO NORMAN THE ONLYTHOPE	BEC/TOOTH & NAIL	180	+11
L .	< 1 .	7		INTEGRITY	277	+28	(15	1 17	3	ISRAEL HOUGHTON MY TRIBUTE	INTEGRITY	158	+9
MAF	6	5	AVALON STILL MY GOD	SPAR?OW/EMICMG	274	+53	16	16	5	FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	146	-9
Z h	7	8	CARMEN D'ARCY WE ADORE THEE	BRICK STREET/MARTINGALE	232	-5	17	18	2	SARAH REEVES SWEET SWEET SOUND	SPARROW/EMI CMG	128	+2
EN	8 1	13	THIRD DAY REVELATION	ESSENTIAL/PLG	226	0	18	19	6	TWILA PARIS NOT FORGOTTEN	El	127	+2
EEK	9	25		BEC/TOCTH & NAIL	224	-15	19	1	NEW	NEWSBOYS IN THE HANDS CT GOD	INPOP	110	+4
W N		9		SPARROW/EMICMG	207	+7	20		NEW	ASHMONT HILL GIFTED RESPONSE	AXIOM	106	+3
O N		. ,	HAT THEN TEST THENOTORS					And - Descent	and a state of the local division of the loc			And a second designed in the second designed	

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+31



10 FRANCESCA BATTISTELLI FREE TO BE ME

MATTHEW WEST THE MOTIONS

NEWSBOYS IN THE HANDS OF GOD

MERCYME FINALLY HOME

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NEW

JONNY OIAZ MORE BEAUTIFUL YOU

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 $\langle \mathbf{r} \rangle$ MDS

IMPRINT / PROMOTION LABEL

FERVENT/WORD-CURB

SPARRDW/EMI CMG

INO 851

INPOP

PLAYS

+75

+25

+36

+85

960

949

776

193

INO

+132

L DOWNLOADS

POWERED BY nielsen BDS

DMDS DIGITAL DOWNLOADS

COUNTRY INDICATOR HIGHLIGHTS

NO. 1		
ARTIST TITLE	IMPRINT / PROMOTIO	ON LABEL
DARIUS RUCKER IT WON'T BE LIKE THIS FOR L	ONG CAPITOL NA	SHVILLE
MOST AD	DED	
ARTIST TITLE	IMPRINT / PROMOTION LABEL	NEW STATIONS
KEITH URBAN KISS A GIRL	CAPITOL NASHVILLE	62
TOBY KEITH LOST YOU ANYWAY	SHOW DOG NASHVILLE	27
BILLY CURRINGTON PEOPLE ARE CRAZY	MERCURY	19
DIERKS BENTLEY SIDEWAYS	CAPITOL NASHVILLE	14

		CH HOLHOSTHEEL	01	
TOBY KE	TH LOST YOU ANYWAY	SHOW DOG NASHVILLE	27	
BILLY CU	RRINGTON PEOPLE ARE CRAZY	MERCURY	19	
DIERKS B	ENTLEY SIDEWAYS	CAPITOL NASHVILLE	14	
ZAC BRO	WN BAND WHATEVER IT IS	HOME GROWN/ATLANTIC/BIG PICTURE	13	
RANDY H	OUSER BOOTS ON	UNIVERSAL SOUTH	10	
BLAKE SH	IELTON I'LL JUST HOLD ON	WARNER BROS./WRN	10	

MOST INCREASED PLAYS

IMPRINT / PROMOTION LABEL	GAIN
CAPITOL NASHVILLE	+745
CAPITOL NASHVILLE	+587
SHOW DOG NASHVILLE	+504
MERCURY	+493
RCA	+378
MERCURY	+342
COLUMBIA	+339
	CAPITOL NASHVILLE CAPITOL NASHVILLE SHOW DOG NASHVILLE MERCURY RCA MERCURY

INDICATOR EXCLUSIVES

TW	LW	ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW PLAYS	+/-
39	39	KATIE ARMIGER TRAIL OF LIES	COLD RIVER/QUARTERBACK	432	+40
45	44	JULIA BURTON WHAT A WOMAN WANTS	EMERALD RIVER/SPINVILLE	313	+13
51	53	LANCE MILLER GEORGE JONES & JESUS	BIG 7/LOFTON CREEK	154	-3
54	60	DARREN KOZELSKY GOOD DAY TO GET GONE	MAJOR 7TH/SPINVILLE/NINE NORTH	124	+26
56	-	JEFF BATES ONE THING	BLACK RIVER	110	+18
58	54	BLUEFIELD READY TO LOVE YOU NOW	COUNTRY THUNDER	82	-51

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.

COUNTRY **BULLSEYE RESEARCH**

ARTIST TITLE	LIKE A LOT	POSITIVE	INDEX	NEUTRAL	DISLIKE		
KEITH URBAN SWEET THING	35.5%	73.8%	4.01	18.3%	7.5%	0.3%	
DARIUS RUCKER IT WON'T BE LIKE THIS FOR LONI	CAPITOL NASHVILLE	33.2%	72.5%	3.99	22.0%	4.3%	1.2%
BROOKS & DUNN FEAT. REBA MCENTIRE COWG	RLS DON'T CRY ARISTA NASHVILLE	37.3%	710%	3.94	18.0%	7.5%	3.5%
RODNEY ATKINS IT'S AMERICA	CURB	24.7%	68.5%	3.82	21.8%	7.7%	2.0%
LEE ANN WOMACK LAST CALL	MCA NASHVILLE	26.3%	65.0%	3.78	21.3%	10.5%	2.2%
JASON ALDEAN SHE'S COUNTRY	BROKEN BOW	33.0%	65.8%	3.84	22.2%	9.5%	2.5%
TIM MCGRAW NOTHIN' TO DIE FOR	CURB	20.2%	65.5%	3.77	27.5%	5.7%	1.3%
JAKE OWEN DON'T THINK FCAN'T LOVE YOU	19.0%	65.2%	3.72	28.2%	7.5%	1.2%	
JIMMY WAYNE I WILL	VALORY MUSIC COMPANY	21.0%	62.3%	3.67	25.0%	9.2%	3.5%
CARRIE UNDERWOOD I TOLD YOU SO	19 RECORDS/ARISTA NASHVILLE	25.0%	62.0%	3.70	24.0%	10.7%	3.3%
TAYLOR SWIFT WHITE HORSE	BIG MACHINE	28.5%	61.5%	3.71	22.7%	12.2%	3.7%
ELI YOUNG BAND ALWAYS THE LOVE SONGS	REPUBLIC/UNIVERSAL SOUTH	17.3%	61.3%	3.68	30.8%	4.8%	3.0%
JACK INGRAM THAT'S A MAN	BIG MACHINE	15.0%	6(.2%)	3.66	31.8%	6.8%	1.2%
ALAN JACKSON SISSY'S SONG	ARISTA NASHVILLE	18.3%	59.8%	3.60	25.8%	11.0%	3.5%
LOST TRAILERS HOW BOUT YOU DON'T	BNA	14.0%	5 <u>9.5</u> %	3.65	33.8%	5.0%	1.7%
JOHN MICHAEL MONTGOMERY FOREVER	STRINGTOWN/BIG PICTURE	18.5%	58.7%	3.67	32.2%	8.2%	1.0%
GEORGE STRAIT RIVER OF LOVE	MCA NASHVILLE	27.8%	58.2%	3.67	27.3%	10.2%	4.3%
DIERKS BENTLEY SIDEWAYS	CAPITOL NASHVILLE	18.5%	58.0%	3.67	32.5%	9.0%	0.5%
JASON MICHAEL CARROLL WHERE I'M FROM	ARISTA NASHVILLE	15.8%	57.3%	3.62	32.5%	8.8%	1.3%
MONTGOMERY GENTRY ONE IN EVERY CROWD	COLUMBIA	14.3%	5E.5%	3.56	30.8%	10.2%	2.5%

The Callout America sample is 600 persons In each weekly report, made up of a three week rolling average of 200 persons week-ly. Sample is 50% Male / Female and taken from 20 U.S. Markets. Demos are evenly balanced in 18-24, 25-34, 35-44 and 45-54 cells. Song scores are on a 1 to 5 differential with "1" meaning strong dislike and "5" meaning like it a lot. The positive index is an average of all 1 to 5 scores. Total Positive is the combined 4 and 5 scores. Market breakouts by geographical region are; MID-WEST: Cincinnati, Indianapolis, Kansas City, Omaha and Wichita. SOUTH: Atlana, Charleston, Charlotte, Mobile / Pensacola and Nashville. EAST: Philadelphia, Pittsburgh, Providence RI, Rochester, Virginia Beach. WEST: Colorado Springs, Houston, Modesto, Phoenix and Portland OR.

FOR WEEK ENDING MARCH 15, 2009

MARCH 20, 2009

6	29	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	737	-10
9	6	CHRIS TOMLIN I WILL RISE	SIXSTEPS/SPARROW/EMI CMG	711	+83
4	28	JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	687	-93
8	23	JOSH WILSON SAVIOR, PLEASE	SPARROW/EMI CMG	679	+11
5	25	THIRD DAY REVELATION	ESSENTIAL/PLG	679	-81
12	5	BIG DADDY WEAVE YOU FOUND ME	FERVENT/WORD-CURB	550	+80
15	7	MANDISA MY DELIVERER	SPARROW/EMI CMG	512	+84
10	18	NATALIE GRANT OUR HOPE ENDURES	CURB	508	-54
14	6	BEBO NORMAN PULL ME OUT	BEC/TOOTH & NAIL	490	+51
n	17	MICHAEL GUNGOR BAND ANCIENT SKIES	BRASH	478	-35
13	40	BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	410	-56
19	4	JIMMY NEEDHAM FORGIVEN AND LOVED	INPOP	393	+109
16	R	MARK HARRIS ONE TRUE GOD	INO	366	-18
20	7	KUTLESS I DO NOT BELONG	BEC/TOOTH & NAIL	321	+40
17	7	ABOVE THE GOLDEN STATE I'LL LOVE YOU SO	SPARROW/EMICMG	305	+14
22	5	REMEDY DRIVE ALL ALONG	WORD-CURB	296	+67
18	5	JARS OF CLAY TWO HANDS	GRAY MATTERS/ESSENTIAL/PLG	281	-10
21	10	DAVID CROWDER BAND O, FOR A THOUSAND TONGUES TO SING	SIXSTEPS/SPARROW/EMI CMG	277	0
23	2	JEREMY RIDDLE BLESS HIS NAME	VINEYARD/VARIETAL	244	+26
24	4	LINCOLN BREWSTER COD YOU REIGN	INTEGRITY	231	+14
26	3	DOWNHERE HOPE IS RISING	CENTRICITY	223	+23
27	8	JAMIE SLOCUM DEPENDENCE	CURB	213	+15
29	7	REVIVE CHORUS OF THE SAINTS	ESSENTIAL/PLG	205	+30
30	3	SARAH REEVES SWEET SWEET SOUND	SPARROW/EMICMG	204	+34
N	EW	BLUETREE GOD OF THIS CITY	LUCID	196	+45

CHRISTIAN CHR MUSIC RESEARCH

Int Music Research							
ARTIST TITLE IMPRI	TOTAL	FAM%	BURN%	W 18-24	W 25-34	W 18-34	
TENTH AVENUE NORTH BY YOUR SIDE	4.40	96%	12%	4.50	4.40	4.46	
MATTHEW WEST THE MOTIONS	SPARROW/EMI CMG	4.36	92%	13%	4.34	4.37	4.36
JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	4.20	99%	23%	4.06	4.19	4.12
JOSH WILSON SAVIOR, PLEASE	SPARROW/EMICMG	4.15	93%	12%	4.31	4.15	4.23
THE FRAY YOU FOUND ME	EPIC/INO	4.14	94%	17%	4.14	4.07	4.10
GROUP 1 CREW KEYS TO THE KINGDOM	FERVENT/WORD-CURB	4.13	95%	24%	4.07	4.08	4.08
MANDISA MY DELIVERER	SPARROW/EMI CMG	4.12	62%	13%	3.82	4.27	4.00
THIRD DAY REVELATION	ESSENTIAL/PLG	4.11	91%	21%	3.89	3.98	3.96
KUTLESS TO KNOW THAT YOU'RE ALIVE	BEC/TOOTH & NAIL	4.10	75%	12%	3.96	4.29	4.03
FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	4.08	93%	18%	3.96	4.15	4.05
THIS BEAUTIFUL REPUBLIC BEAUTIFULLY BROKEN	FOREFRONT/EMI CMG	4.05	69%	6%	3.80	3.67	3.75
JON FOREMAN YOUR LOVE IS STRONG	CREDENTIAL/EMICMG	4.00	96%	21%	4.14	3.76	3.96
RUSH OF FOOLS LOSE IT ALL	MIDAS	3.97	91%	19%	3.97	3.82	3.91
SEVENTH DAY SLUMBER SURRENDER	BEC/TOOTH & NAIL	3.96	79%	20%	3.92	4.22	4.05
NEWSBOYS IN THE HANDS OF GOD	INPOP	3.94	81%	17%	3.90	3.70	3.81
RED NEVER BE THE SAME	ESSENTIAL/PLG	3.92	83%	19%	3.95	3.82	3.90
MAINSTAY BECOME WHO YOU ARE	BEC/TOOTH & NAIL	3.91	68%	12%	3.86	4.12	3.95
DISCIPLE WHATEVER REASON	INO	3.90	83%	23%	3.86	3.88	3.87
FIREFLIGHT YOU GAVE ME A PROMISE	FLICKER/PLG	3.90	64%	20%	3.83	3.89	3.85
VOTA HARD TO BELIEVE	IND	3.88	88%	22%	3.67	3.87	3.75
			-				And in case of the local division of the loc

This report is a cumulative sample of current online music surveys conducted by Christian CHR stations across the country. Total sample size is 888 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 statlon. 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

R&R COUNTRY



Massive Country Music Assn. study revealed at CRS

Cultivate Core, Reduce Repetition

R.J. Curtis RCurtis@RadioandRecords.com

n October 2008, when R&R sat down with Country Music Assn. CEO Tammy Genovese, we asked about the organization's future projects. "Well, here's a big one," Genovese replied, hinting at the CMA's plan for a research project designed to identify the country radio listener and country music's consumer.

As it turns out, when Genovese said "big," she wasn't kidding. At the 40th annual Country Radio Seminar (CRS), which took place March 4-6 in Nashville, the CMA rolled out its 2008 Country Music Consumer Segmentation Study. The study itself can only be described as massive.

The sample size was 7,500 persons—and that was just phase one.Another 1,850 people were called back

for phase two and then the project amassed 10 focus groups in three U.S. cities. Sony Music Nashville chairman Joe Galante, a CMA board member who spearheaded this research, recommends reading the study several times, saying, "You could make a career out of studying this stuff."The project was conducted by two of the nation's biggest ad agencies: Leo Burnett Co.

and Starcom MediaVest Group, whose client list is a who's who of the largest corporations in America.

Core Versus Low-Funding Fans

Leo Burnett executive VP Carol Foley and Right Brain Consumer Consulting principal Jana O'Brien presented results at CRS, explaining to attendees that 36% of adults ages 18-54 qualify as country music fans. Inside that number there are two more groups: a smaller "core" that accounts for the vast majority of country spending and a larger collection of people referred to as "low-funding fans," who represent future revenue growth potential. Not surprisingly, the typical core country user skews Caucasian, female and comes from a smaller town: 79% of them engage in country radio, spending an average 24 hours per month listening. Positives cited among country fans: Radio is free, and the music is family-friendly and good for all ages.

Negatives centered on repetition and limited playlists, which programmers have seen many times through the years in perceptual research. This time, however, O'Brien and Foley cautioned the audience to take serious note of the repetition issue at CRS, a warning that was repeated roughly 24 hours later by Edison Media Research VP of strategy and market-

> ing Tom Webster while presenting its national P1 study of country listeners (which we will recap next week in part two of our post-CRS coverage). The repetition red flag was definitely noticed by members of the audience. Noted radio consultant Jaye Albright of Albright & O'Malley offered advice to programmers about this issue, saying, "If they're smart, they won't ignore it."

According to Albright, while the core is "pretty happy," it's not as happy as a couple of years ago. The issue that makes core listeners less happy, Albright says, and what repetition actually means "is you're playing songs I don't like more than I'd like you to. Anyone who's looking at music research song for song is seeing it, too." Galante also noted the consistency between data from the CMA and Edison, saying both studies are telling radio in an outside voice, "Don't play the same damn records over again."

Coming on fast as a key country music pipeline is the Internet. Some 71% of country users have Web access, with younger fans more likely to have what O'Brien described as "a digital country music engagement focus." Radio emerged as the biggest driver of music purchases; in terms of what format music is purchased in, 65% of country consumers ages 18-54 are still CD-dominant, while 35% are "digitally dominant." Apparently, becoming digitally dominant 'If they're saying they're tired of something and there's too much repetition, I think it's to our peril if we pay no attention to them.'

-Jaye Albright



Country Music Consumer Segmentation Study Headlines

- adults aged 18-54 qualify as "country music fans."
- Seventy-nine percent of country music fans use country radio, averaging 24 hours per month.
- Two subsets consist of "core" fans and "lowfunding fans."
- Seventy-one percent of country users have Web access.
- Sixty-five percent are "CD-dominant."
- Thirty-five percent are "digitally dominant."
- Thirty-eight percent have borrowed a country CD to copy, compared with 23% who have received free downloads.
- Eleven percent of the U.S. adult population ages 18-54 attended a country concert in 2008.

Complete results posted at the Country Music Assn.'s member Web site, my.cmaworld.com, accessed with their logon information. is akin to drinking the Kool-Aid. Once it happens, O'Brien says, "you are gone and contribute very little CD revenue," a statement illustrated by data showing that after consumers' digital migration, they pay for well below half of the music they acquire. And just how do country fans do their digital acquiring of music? The majority comes through CD burning, which most country users consider sharing, rather than piracy.

Country's Bread And Butter

According to Foley and O'Brien, the country industry's bread and butter are those core listeners, who can be broken down into two groups: "countryphiles" and "music-philes." Though small in numbers at just 7.6%, these two groups drive the most revenue to the format. Country-philes appreciate the strong core values of country music and artists. Ninety-five percent of country-philes use country radio, but only about half of them have an Internet connection at home. There were three reasons for this, according to Foley and O'Brien: the cost, no interest or need, and concerns about online content with children in the house.

Music-philes, on the other hand, tend to be male, younger, more ethnically diverse and come from more urban areas. They are more "likers" than lovers of country music but own large music collections, so large that their country collection exceeds that of the average country-phile.

The greatest growth potential for the country industry are the low-funding fans, which come in five varieties:

- Today's digital: resists traditional media but shows potential for engaging in digital content
- Today's traditional: referred to as "country-philes in training"
- Classical digital: skews male and is rock-influenced
- Classic traditional: older, fixated on classic artists, feels left behind
- Pop country: urban, female, prefer pop-leaning country artists (aka "music-philes in training")

Foley says today's traditional and pop country show the biggest growth potential.

Foley and O'Brien concluded by sharing the implications for the CMA and the industry. The core country target, while small at just 7.6%, is vital to the industry's health because it accounts for a major proportion of country radio listening. Low-funding fans constitute a larger consumer base at 36% and offer great potential. Radio audience-building opportunities include artist identification, stories behind songs and less repetition.

Galante reminded attendees that only about half of all the data collected was presented, so it's hard to pin down one or two takeaways from people who saw it. But Albright reiterated her earlier point: "Whether you're talking about heavy radio users who listen to a lot of country radio or country consumers who buy a lot of music and attend a lot of concerts, if they're saying they're tired of something and there's too much repetition, I think it's to our peril if we pay no attention to them."A takeaway for Galante was that "radio is the portal. But the danger is, if you don't get your act right, they have another place to go. Hopefully we'll remember we were told this; and if we don't act on it, this is our fault." *Rev*

Galante

RAR	COUNTRY
POWERED BY niclscn BDS	D C



► CARRIE UNDERWOOD ENTERS AT NO. 52 WITH HER COVER OF MÖTLEY CRÜE'S 1985 POWER BALLAD "HOME SWEET HOME," WHICH MADE ITS PREMIERE MARCH 11 AS THIS SEASON'S FINALISTS' SENDOFF SONG ON "AMERICAN IDOL." PROCEEDS FROM THE TRACK'S DIGITAL SALES WILL BENEFIT THE ANIMAL RIGHTS GROUP HUMANE SOCIETY OF THE UNITED STATES.

THIS WEEK	LAST WEEK	WEEKS ON CHART	IN NIELSEN ARTIST CERTIFICAT TITLE	BDS 1 HITPREDICTOR	AUDI (IN MIL TW	ENCE LIONS) +/-		YS RANK
1	2	22	DARIUS RUCKER	NO. 1(1 WK)	34.711	+1.4 71	4829	1
2	3	23	and the second data	REBA MCENTIRE 11 ¹	29.967	-1.501	4315	2
3	1	19	KEITH URBAN		29.899	-5.425	4115	4
	5	19	GEORGE STRAIT		27.990	+0.414	4232	3
	6	16	TAYLOR SWIFT WHITE HORSE		27.740	+0.760	4087	5
	8	31	JAKE OWEN DON'T THINK I CAN'T LOVE YOU	th RCA	25.376	+0.518	3766	6
7	4	21	TOBY KEITH GOD LOVE HER		24.847	-3.912	3346	10
8	9	18	RODNEY ATKINS	CURB	23.569	+1.611	3563	7
	10	13	TIM MCGRAW	CURB	23.165	+1.294	3407	9
10	11	8	RASCAL FLATTS HERE COMES GOODBYE		22.443	+1.419	3424	8
n	13	17	JASON ALDEAN	BROKEN BOW	21.530	+1.452	3326	11
	12	9	CARRIE UNDERWOOD		21.314	+0.599	2987	12
13	14	7	JOHN RICH SHUTTIN' DETROIT DOWN	WARNER BROS./WRN	17.821	+0.170	2632	13
14	16	20	MARTINA MCBRIDE	tt RCA	16.549	+0.394	2505	15
₿-	15	36	LEE ANN WOMACK LAST CALL	MČA NASHVILLE	16.018	-1.064	2561	14
16	19	5	SUGARLAND IT HAPPENS		14.788	+2.941	2216	17
17	17	11	TRACE ADKINS MARRY FOR MQNEY		14.086	-0.261	2363	16
18	22	8	MONTGOMERY GENTR	Y AIRPOWER 🟦	12.545	+2.117	2058	19
19	20	28	ELI YOUNG BAND ALWAYS THE LOVE SONGS	REPUBLIC/UNIVERSAL SOUTH	12.198	+0.697	1960	20
20	21	23	JIMMY WAYNE	AIRPOWER	11.457	+0.088	2132	18
21	24	17	JASON MICHAEL CARR WHERE I'M FROM	OLL ARISTA NASHVILLE	8.965	+0.939	1844	21
22	23	23	THE LOST TRAILERS HOW 'BOUT YOU DON'T	BNA	8.580	+0.549	1542	22
3	25	9	LADY ANTEBELLUM		8.490	+1.992	1414	23
24 25	26	5	ALAN JACKSON SISSY'S SONG	ARISTA NASHVILLE	7.517	+1.640	1291	Z 4
25	32	3	DIERKS BENTLEY SIDEWAYS	CAPITOL NASHVILLE	6.676	+2.194	1027	27
26	27	21	DEAN BRODY BROTHERS	BROKEN BOW	5.692	+0.339	1129	25
27	28	10	ZAC BROWN BAND WHATEVER IT IS H	IOME GROWN/ATLANTIC/BIG PICTURE	5.6 84	+0.608	941	29
28	31	18	KELLIE PICKLER BEST DAYS OF YOUR LIFE	19/BNA	5.438	+0.710	1002	28
29	Né	W	KEITH URBAN HOT SHOT DEE KISS A GIRL	BUT/MIA/MOST ADDED/BREAKER CAPITOL NASHVILLE	4.820	+4.820	572	36
=)	29	24	JOHN MICHAEL MONT(FOREVER	COMERY transformer	4:777	-0.281	804	30

LAST WEEK	WEEKS	II NIELSEN BDS 🏠 HITPREDICTOR ARTIST CERTIFICATIONS STATUS TITLE IMPRINT / PROMOTION LABEL		IENCE LIONS) +/-	PLA' TW	'S RANK	
30	19	HEIDI NEWFIELD CRY CRY ("TIL THE SUN SHINES) CURB	4.754	-0.004	1031	26	MOST
35	4	RANDY HOUSER BOOTS ON UNIVERSAL SOUTH	3.628	+1.016	653	32	
33	11	CRAIG MORGAN GOD MUST REALLY LOVE ME BNA	3.564	+0.085	740	31	(IN MILLIONS
36	8	GLORIANA WILD AT HEART EMBLEM/NEW REVOLUTION	3.042	+0.604	542	37	+4.82 KEITH UR
34	11	TRENT TOMLINSON THAT'S HOW IT STILL OUGHTA BE CAROLWOOD	2.867	+0.154	576	35	Kiss A Gir (Capitol Nashvi
37	9	CHUCK WICKS	2.720	+0.307	598	33	KEEY +0.519, WKHX KNCI +0.264, WANZ
48	2	BILLY CURRINGTON PEOPLE ARE CRAZY MERCURY	2.181	+1.063	399	40	WGH +0.191, KKBQ KMPS +0.387, WMIL WYCD +0.149, WUSN
39	18	ADAM GREGORY WHAT IT TAKES MIDAS/BIG MACHINE	2.140	+0.312	577	34	+2.94
51	5	PAT GREEN COUNTRY STAR BNA	1.904	+0.986	275	50	SUGARLA
41	4	BLAKE SHELTON I'LL JUST HOLD ON WARNER BROS./WRN	1.847	+0.244	438	38	It Happens (M
40	6	JAMEY JOHNSON HIGH COST OF LIVING MERCURY	1.690	+0.017	346	43	KPLX +0.236, KKBG WCOL +0.161, WIL WIVK +0.120, WWV2
44	7	DARRYL WORLEY SOUNDS LIKE LIFE TO ME STROUDAVARIOUS	1.653	+0.406	425	39	WFMS +0,108, WSDC KNO +0,094, KNIX
57	2	TOBY KEITH LOST YOU ANYWAY SHOW DOG NASHVILLE	1.635	+1.061	287	47	+2.194
42	5	ERIC CHURCH	1.615	+0.147	381	42	DIERKS
43	5	CHRIS YOUNG GETTIN' YOU HOME (THE BLACK DRESS SONG) RCA	1.470	+0.206	324	45	Sideways (Capitol Nashvi
46	9	CARRIE UNDERWOOD THE MORE BOYS I MEET 19/ARISTA NASHVILLE	1.303	+0.107	91	58	WKHX +0.21, WCTO WPAW +0.152, KPLX WYRK +0.124, KKBC
49	3	LOVE AND THEFT RUNAWAY CAROLWOOD	1.246	+0.204	276	49	WFUS +0.098, WKKT KTEX +0.083, WBEE
47	3	MILEY CYRUS THE CLIMB WALT DISNEY/HOLLYWOOD/LYRIC STREET	1.203	+0.028	246	54	+2.117
45	6	JUSTIN MOORE SMALL TOWN USA VALORY	1.148	-0.084	386	41	MONTGOM
50	16	JAMIE O'NEAL BREAKER	1.125	+0.138	267	52	食
53	5	BOMSHEL FIGHT LIKEA GIRL CURB	0.918	+0.123	275	51	One In Every ((Columbia) KKCO +0.146, WUSN
N	EW	CARRIE UNDERWOOD HOME SWEET HOME 19/ARISTA NASHVILLE	0.881	+0.881	124	57	WCKX +0.132, WYRH WPAW +0.117, WBBS
52	٤.	KID ROCK BLUE JEANS AND A ROSARY TOP DOG/ATLANTIC/COS	0.775	-0.031	141	55	WFUS +0.108, WDSY WWYZ +0,101, WKKT
54	3	BILLY RAY CYRUS BACK TO TENNESSEE WALT DISNEY/LYRIC STREET	0.763	+0.096	339	44	+1,99
55	7	TRAILER CHOIR WHAT WOULD YOU SAY SHOW DOG NASHVILLE	0.742	+0.104	284	48	
53	3	DAVID NAIL RED LIGHT MCA NASHVILLE	0.677	+0.168	290	46	I Run To Yo
60	2	PHIL VASSAR PRAYER OF A COMMON MAN UNIVERSAL SOUTH	0.588	+0.164	71		(Capitol Nashvi WSOC +0.191, KKGO WKHX +0.178, WUSM
NE	EW	JESSICA HARP BOY LIKE ME WARNER BROS / WRN	0.553	+0.239	126	56	WQYK +0.132, WYCD WWYZ +0.097, KSCS
56	2	HOLLY WILLIAMS KEEP THE CHANGE MERCURY	0.538	-0.098	253	53	WPAW +0.056, WKDF
NE	W	CAITLIN & WILL ADDRESS IN THE STARS COLUMBIA	0.378	+0.171	89	59	

NF

ARTIST TITLE / LABEL AUDIENCE	ARTIS
F'AT GREEN 0.327/ What I'm For (BNA)	0.081 BLUI Ready (Count
TOTAL STATIONS:	3 TOTAL
JO DEE MESSINA 0.209/0 Shine (Lurb)	She N
TOTAL STATIONS:	(Big 7/

EW AN	D ACTIVE
	AUDIENCE / GAIN

IVERCE / GAIN VEFIELD 0.149/0.039 IV To Love You Now try Thunder) . STATIONS: 16 SNUTT 0.102/0.102 lever Got Me Over You /Lofton Creek)

7

TOTAL STATIONS:

ARTIST TITLE / LABEL AUDIENCE / GAIN CARTER TWINS 0. Heart Like Memphis (CMT/Meteor 17/CD5) TOTAL STATIONS: 0.093/0.066 14 JAMES OTTO 0.080/0.047 Where Angels Hang Around (Warner Bros./WRN)

4

COMDS DIGITAL DOWNLOADS



KEITH URBAN 61 Kisa A GH (Capitol Nashvile) KATC, KBEQ, KBWF, KCYE, KDRK, KEYE, KIZN, KJY, KKBQ, KKWF, KIZN, KJY, KKBQ, KKWF, KNDL, KMLE, KMPS, KNCI, KNTY, KRST, KRTY, KSCS, KSKS, KSON, KWJJ, KXKT, WAMZ, WBBS, WBCT, WBEE, WTLY, WCT, WDAF, WFBE, WFLY, WCT, WGH, WGKK, WCNA, WCNE, WGTY, WITL, WKHX, WKKT, WKLB, WKMK, WKSF, WML,

WOKQ, WPAW, WPCV, WQHK, WQMX, WSIX, WSLC, WTQR, WUBE, WUSN, WWGR, WWNU, WWQM, WXCY, WXTU, WYCD, WYRK DIERKS BENTLEY 28 DIERKS BENTLEY 2 Sideways (Capitol Nashville)* KATC, KBEQ, KBUL, KCYE, KDRK, KFRG, KIIM, KKGO, KPLX, KSKS, KTEX, KTTS, KXKS, KXKT, KYCO, WFUS, WKKT, WKSF, WKSJ, WOGI,

61

WPAW, WQDR, WQMX, WSIX, WSLC. WSOC, WUBL, WUSY

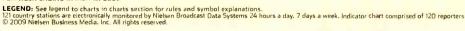
TOBY KE TH LOST YOU Anyway (Show Dog Nashville) KATC, KIZN, KKBQ, KKWF, KRTY, KWJJ, WAMZ, WBBS, WCTK, WCTO, WFBE, WFUS, WGGY, WGH, WGKX, WKHX, WKLB, WOKQ, WUBE, WWGR, WXEY, WXTU

BILLY CURRINGTON 14

22

People Are Crazy Mercury) (Mercury) KATC, KBEQ, KNTY, KWJJ, WFBE, WFUS, WIOV, WOKQ, WPAW, WQBE, WRNS, WSOC, WUSJ, WXBQ

FOR WEEK ENDING MARCH 15, 2009





Call Affiliate Sales 212-301-5439

a

P

6

1

R&R AC/HOT AC



Two artists coming from interesting places

Intriguing Paths To Radio

Keith Berman KBerman@RadioandRecords.com

hen an artist is tagged as having an "interesting background," it sometimes involves some tidbit of info like having literally lived in a van for a few years while trying to scrape together cash to make an album, or maybe starting their own label in a dorm room to put out a record. These two, however, come from slightly different paths, which makes their stories all the more noteworthy.

Candy O'Terry

If Candy O'Terry's name sounds familiar, you either live in Boston and listen to her every weekday afternoon on Greater Media AC WMJX (Magic 106.7), you pitch her on records since she's also APD of the station, or you've seen her name

listed in R&R's Music Tracking program. Look for her name to start showing up on R&R's AC chart, since she just released a single with musician Charlie Farren called "You Are the Only One."

O'Terry's path to radio started in music, actually: She was a session and jingle singer who appeared on "Star Search" in the '80s, and her love of music is what led her to Magic."I ended up getting a temp job as a secretary to the PD in 1990 because I thought, 'If I can't be singing, at least I can be around

the music because I love it so much," she says, commenting that a singer's life was feast or famine and the Magic gig meant a steady paycheck and health benefits.

One of the artists O'Terry dealt with through the years was Jim Brickman, who she describes as someone who calls the station to make friends with the PD and his secretary, so that's how they became acquainted years ago. Brickman allowed her to rerecord his songs "The Gift" and "Valentine," and Magic has been playing her versions of those tracks since 2004.

Enter Charlie Farren: The Boston-based musician was a star in the '80s, fronting a group called Farrenheit, which had opened for the band Bos-

ton, and he'd toured with the Joe Perry Project. Farren and O'Terry both performed at an event last year called Stars Over Boston, where he did an acoustic performance of "You Are the Only One," which O'Terry thought would sound great with strings, piano and some more romance in

the lyrics

"I approached him after the event and said. 'Hi, I'm Candy, and I would love to get an opportunity to work with you and redo that song.' He was just delighted for the opportunity, and we started working on the record together in April 2008. We had all the orchestrations done by Brad Hatfield, who is the pianist for the Boston Pops and is an Emmy-winning

composer who's done work for 'The Sopranos,' she says, adding that the song was mastered by Vlado Meller, who's also worked with Celine Dion and the Red Hot Chili Peppers.

"I changed about 30% of the lyrics and just put in the female perspective to what it feels like to find someone who is the only one for you, even if it took you a long time to find that person," she says. O'Terry had just remarried, so she was able to infuse the song with her own perspective.

Despite this being what she describes as a great experience, O'Terry is finding out what it's like from the other side of the fence: Instead of taking the calls from label execs, she's making them to station PDs, pitching her song. "It's so painful," she



Hufsev

Hufsey Experiences Radio

In an interesting twist, singer/musician Billy Hufsey is also taking on a radio gig: He just filmed a pilot for a TV show where he portrays a talk radio host. "I play a rightwing conservative talk show host, kind of Rush Limbaugh- or Michael Savage-esque," he says, mentioning that he plays opposite Mackenzie Phillips, who is the left-wing host. "So there's a lot of firecrackers going off there," Hufsey was also asked to write and sing the title song for the pilot, which is called "Radio Needles." – KB

says. "I think, as difficult as it is, you don't need a full-length CD anymore; you can market a single. But we're the David in the business of these Goliaths, artists who have huge catalogs and are signed to major labels who have people calling to ask PDs to play their songs . . . then there's Charlie and me, making our own phone calls and sending

links to our Web sites to PDs and asking them to please listen and give us a quote. It's really been a blood-and-guts grass-roots effort, and we're so thankful for the support we've received."

At press time, "You Are the Only One" is getting airplay at Magic and WSRS/Worcester, Mass.

Billy Hufsey

If you watched the TV shows "Fame" or "Days of Our Lives"-or you saw VH1's recent "Confessions of a Teen Idol"-then you're familiar with the work of Billy Hufsey. Oddly enough, the man who is perhaps most famous for his acting and dancing initially came to Hollywood to become a singer.

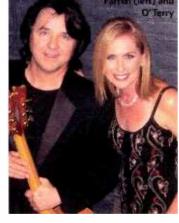
"I'm a musician by trade; I started playing the drums at 4 years old, and I played the guitar in fourth or fifth grade and picked up the sax and piano along the way," he says, adding he was also a football player in high school. Hufsey started writing music in the eighth grade and has licensed several songs through the years, including some material he wrote and performed on "Days of Our Lives."

Hufsey did several theater shows and national tours of musicals and, based on his success as a dancer, put out a disco album called "Contagious," which he describes as "having sold two copies." He bailed on the entertainment industry for many years, going into banking and the mortgage business, but decided he wanted to return to acting. Interestingly, his appearance on "Confessions of a Teen Idol" led to this new foray into music. "I tried to come back as an actor, but I got a record deal," he says with a laugh. "I go in to be a singer and become an actor, I go in to be an actor and become a singer.'

During the show's run, Hufsey wrote the semiautobiographical track "Better Man," which the "Teen Idol" people heard him singing and playing."They loved it, so they made a video for me, they let me sing on the show, and I got a record deal out of it," he says.

Hufsey has been booked on a number of TV shows and has around 20 gigs scheduled this spring and summer, kicking off in April with a record release party in his hometown of Cleveland. Regarding finally getting a chance to fulfill his desires of being a singer, he says he's extremely excited about his adventure.

"I saw my song had gotten New & Active status on the R&R AC chart and told my friends about it. You'd think I'd won a friggin' Oscar," he says with a laugh. "It's kind of crazy. But I always say that we're here for a good time, not a long time, so I don't want to leave any rock unturned. I just want to do the best that I pos-**Rs**R sibly can."





BDS

ARTIST TITLE / IMPRINT / PROMOTION LABEL

LIFEHOUSE WHATEVER IT TAKES (GEFFEN/INTERSCOPE)

G GIRLS DON'T CRY (WILL LAM/A&M/INTERSCOPE)

TIMBALAND FEATURING ONEREPUBLIC

SARA BAREILLES

COLBIE CAILLAT BUBBLY (UNIVERSAL REPUBLIC)

LOVE SONG (EDIC

FERGIE

32 1

21

22

31

21

6

11

2 2

> 3 35

4 4

> 5 43

б 26

7 39

8 8

> 9 21

13 9

12 12

> 14 17

15 19

16 6

18

20 8

19 12

21 10

22 5

25 6

27 n

30 3

29 2

NEW

5

10 10 49

В

14 17

15

20

22 23 7

23 24 n

24

25

26

26 8

28

29

30 28 4

THIS WEEK

DIGITAL DOWNLOADS

THISW

6

8

9

10

ARTIST TITLE / IMPRINT / PROMOTION LABEL

FEELS LIKE TONIGHT (RCA/RMG)

MISSY HIGGINS WHERE I STOOD (ELEVEN:/REPRISE)

IVERSAL REPUBLIC)

DAUGHTRY

JOHN MAYER

JOHN MAYER

COLBIE CAILLAT

SAY (AWARE/COLUMBIA)

PLAYS

1071

948

898

785

786

1090

903

865

837

791



▶ MILEY CYRUS CHARTS HEP. FIRST AC HIT, AS "THE CLIMB" DEBUTS AT NO. 26. THE FAMILY PREVIOUSLY GRACED THE LIST WHEN DAD BILLY RAY SENT "ACHY BREAKY HEART" TO NO. 23 AND "COULD'VE BEEN ME" TO NO. 45 IN 1992. THE LATTER SONG LAST APPEARED ON THE NOV. 27, 1992, CHART-FOUR DAYS AFTER MILEY WAS BORN.

	NIELSEN BDS ロ HITPREDICTOR RTIFICATIONS STATUS	Di	AYS	AUDIE	
TITLE	IMPRINT / PROMOTION LABEL	TW	475 +/-	MILLIONS	
JASON MRAZ	NO. 1(7 WKS) 11 ³ tr ATLANTIC/RRP	2092	-51	14.595	1
TAYLOR SWIFT	미 ³ ☆ BIG MACHINE/UNIVERSAL REPUBLIC	2001	-10	13.262	3
COLDPLAY	11 ³	1900	-35	14.074	2
VIVA LA VIDA		1655	-32	11.712	5
BETTER IN TIME DAVID COOK	SYCO/J/RMG				_
THE TIME OF MY LIFE	19/RCA/RMG	1629	-54	11.618	6
DAUGHTRY WHAT ABOUT NOW	በ 🕁 RCA/RMG	1596	-6	12.048	4
NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE	PHONOGENIC/EPIC	1443	-91	11.154	7
DAVID ARCHULETA	n	1237	-82	6.085	9
	۱۹/JIVE/JLG ا ۲	951	+11	4.870	10
LOVE REMAINS THE SAME	INTERSCOPE 11 ⁵				
BLEEDING LOVE	SYCO/J/RMG	893	+46	6.243	8
JIM BRICK MAN FEAT. RUSH C NEVER FAR AWAY	OF FOOLS MOST INCREASED PLAYS TIME LIFE	623	+131	1.795	16
JAMES TAYLOR IT'S GROWING	t HEAR/CMG	610	+45	2.839	12
JORDIN SPARKS ONE STEP AT A TIME	1 <mark>12</mark> 19/JIVE/JLG	440	+72	4.146	11
SEAL	t	434	+119	2.589	14
IF YOU DON'T KNOW ME BY NOW O.A.R.	143/WARNER BROS.				
SHATTERED (TURN THE CAR AROUND	D) EVERFINE/ATLANTIC/RRP	409	+52	2.657	13
JUST CO	AIRPOWER/MOST ADDED DEF JAM/IDJMG	378	+53	1.271	20
BEYONCE IF I WERE A BOY	11 MUSIC WORLD/COLUMBIA	258	-2	1.518	18
THE FRAY YOU FOUND ME	日 の に 日 に	249	+27	1.995	15
NICKELBACK	112	236	+3	1.677	17
GOTTA BE SOMEBODY	ROADRUNNER/RRP			· • · · · · · · · · · ·	
LIGHT ON	19/RCA/RMG	227	+15	1.058	22
MATT NATHANSON COME ON GET HIGHER		210	+28	0.994	23
SIMPLY RED GO NOW	SIMPLYRED.COM/RAZOR & TIE	160	-14	0.172	
KATY PERRY HOT N COLD	11 ³ ✿	148	+7	1.225	21
TAYLOR HICKS	CAPITOL	136	+3	0.175	
WHAT'S RIGHT IS RIGHT	MODERN WHOMP/AZOFFMUSIC		-		
CHASING PAVEMENTS	XL/COLUMBIA	128	+14	0.453	28
MILEY CYRUS THE CLIMB	WALT DISNEY/HOLLYWOOD	126	+69	1.386	19
DUFFY STEPPING STONE	MERCURY/IDJMG	116	*]	0.891	24
JOURNEY		90	+24	0.066	_
GREG LONDON	ΝΟΜΟΤΑ				£
EVERYTHING I OWN	MVP/LONDICONS	87	+12	0.065	-
KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU	19/RCA/RMG	75	-4	0.246	30
	RECU	RREN	ITS		
			1		
		EEK			

N	Ο ΑCTIVE	
'S N	ARTIST TITLE / LABEL	PLAYS /GAIN
8	BALLAS HOUGH BAND Do It For You (Hollywood)	30/2
19	TOTAL STATIONS:	б
9	MICHAEL DAMIAN Rock On (2009) (Caption)	20/19
Q.	TOTAL STATIONS:	5,
3	LADY GAGA FEAT. COLBY O'DONIS Just Dance (Streamline/KonLive/Cherrytree/Int	15/2
9	TOTAL STATIONS:	3
4	PETER CINCOTTI Lay Your Body Down (Goodbye Philadelphia)	15/1
2	(143/Warner Bros.)	
4	TOTAL STATIONS: THE PUSSYCAT DOLLS	4 14/14
5	(Interscope)	
	TOTAL STATIONS	The second se

3	INCREASED	
Magic 5	+131	JIM BRICKMAN FEAT. RUSH OF FOOLS Never Far Away (Time Life) KVIL +T, WJBR +7, WYYY +7, WOEF +6, WASH +6, KUL +5, KOSI +5, KTDY +4, WRVR +4, WYJB +4
D, Green Light, 24 e Your Love, 9 n Get Higher, 8	+119	SEAL If YoL Don't Know Me By Now ((45/Werner Bros.) WLTW 45, WWL) +5, WYYY +0, WHOM +5, WSRS +4, WDOK +4, WMLX +4, KBEE +3, WYLB +3, KOSI +3
PLAYLISTS GO TO: cords.com	+72	JORDIN SPARKS One Step At A Time (19/Jive/JLG) WCRZ +2, WASH +9, WSRS +8, WYYY +8, WDOK +6, WLIT +5, WRVR +5, KKMY +5, WYJB +4, KWAV +4
	+69	MILEY CYRUS The Climb (Walt Disney/Hollywood) WMJX +13, WHUD +0, WLEV +7, WTCB +7, KWAV +5, WYJB +5, WLTW +4, KTSM +4, WRSA +4, WKJY +2
PLAYS TW LW 743 751	+53	LIONEL RICHIE Just Go (Def Jam/IDJMG) KMXZ +7, WRAN +6, KTDY +6, WJBR +6, WRVF +5, WASH +4, WDOK +4, WLDB +4, WARM +3, WYJB +3

FOR WEEK ENDING MARCH 15, 2009 LEGEND: See legend to charts in charts section for rules and symbol explanations. 103 AC 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.

RADIO PROFESSIONALS WANTED TO TEACH RA

ORLD TO CHANGE (AWARE/COLUMBIA)

NIELSEN BDS CERTIFICATIONS

n³

112

115

 n^2

727

683

667

656

695

716

646

853

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11 NIELSEN BDS CERTIFICATIONS

115

n²

n5

116

117



5

8

18

19

ERED	BY nielsen BDS	MDS		AL DOWNLOA	
WEEKS ON CHART	IN NIELSEN BDS THITPREDICTOR ARTIST CERTIFICATIONS STATUS TITLE IMPRINT / PROMOTION LABEL	PLA TW	YS +/-	AUDIEI MILLIONS	
1 16	THE FRAY NO. 1(5 WKS) I) YOU FOUND ME EPIC	3519	+105	17.578	1
13	PINK 11 th SOBER LAFACE/JLG	2981	+211	15.225	3
24	NICKELBACK 112 th COTTA BE SOMEBOUY ROADRUNKE//RP	2966	-53	6.520	2
17	TAYLOR SWIFT DIS BIG MACHINE/UNIVERSAL REPUBLIC	2957	+12	14.930	4
9	KELLY CLARKSON Image: Comparison of the comp	2800	+148	13.162	6
22	MY LIE WOULD SUCK WITHOUT YOU ISAKLAARMO DAVID COOK 11 ☆ LIGHT DN 19/8CA/RMG	2592	-86	12.186	8
25	KATY PERRY II3 位 HOT NOLD CAPITOL	2441	-158	13.815	5
18	THE ALL-AMERICAN REJECTS	2374	+136	11.492 [°]	9
51	GIVES YOU HELL DOCHOUSE/DGC/INTERSCOPE	2150	-82	12.792	7
21	I'M YOURS ATLANTIC/RRP PLAIN WHITE T'S PUDUNUOP	1985	+179	8.926	12
15	1,2,3,4 HOLLYWOOD	1759	+127	8.602	13
) 38	JUST DANCE STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE O.A.R. II ①	1732	-129	9.568	11
2 38	SHATTERED (TURN THE CAR AROUND) EVERFINE/ATLANTIC/RRP DAUGHTRY II	1656	-53	10.354	10
25	WHAT ABOUT NOW RCA/RMG 3 DOORS DOWN	1514	-181	6.600	14
5 9	LET ME BE MYSELF UNIVERSAL REPUBLIC JASON MRAZ & COLBIE CAILLAT	1487	+79	6,484	15
9 9	LUCKY ATLANTIC/RRP	1467	+182	4.637	17
9 9 1 17	THINKING OF YOU CAPITOL THEORY OF A DEADMAN AIRPOWER/MOST INCREASED PLAYS	1239	+228	4.589	18
7 13	NOT MEAL TO BE 604/ROADRUNNER/RRP BEYONCE 11 ³	1135	-131	5.971	16
2 19	SINGLE LADIES (PUT A RING ON IT) MUSIC WORLD/COLUMBIA ERIC HUTCHINSON AIRPOWER	876	+47	3.274	19
	ROCK & ROLL LET'S BREAK/WARNER BROS.				24
3 21	ANGELS ON THE MOON WIND-UP	771	+36	2.051	
5 7	SOULMATE PHONOGENIC/EPIC	725	+86	2.671	20
9	UNTOUCHED ENGINEROOM/SIRE/WARNER BROS.	686	+30	2.027	25
3 6	THE FEAR CAPITOL	664	+65	1,863	26
• 7	CIRCUS JIVE/JLG	604	-53	2.057	23
3 4	I WILL BE SYED/J/RMG	574	+102	2.213	21
8 0	HOOBASTANK TI SO CLOSE, SO FAR ISLAND/IDJMC	567	+57	1.504	30
1 4	O.A.R. THIS TOWN EVERFINE/ATLANTIC/RRP	566	+79	2.129	22
9 14	BUCKCHERRY III	540	0	1.752	28
4 3	ERIN MCCARLEY LOVE, SAVE THE EMPTY UNIVERSAL REPUBLIC	453	+47	1.383	31
7 20	THE KILLERS HUMAN ISLAND/IDJMG	492	-144	1.539	29
7 2	CAROLINA LIAR SHOW ME WHAT I'M LOOKING FOR ATLANTIC	420	+70	1.122	33
6 3	THE PUSSYCAT DDLLS I HATE THIS PART INTERSCOPE	375	-25	1.820	27
0 2	THE OFFSPRING KRISTY, ARE YOU DOING OK? COLUMBIA	360	+41	0.633	-
NEW	THE SCRIPT 11 THE MAN WHO CAN'T BE MOVED PHONOGENIC/EPIC	350	+64	1.110	34
8 6	GAVIN ROSSDALE FOREVER MAY YOU RUN INTERSCOPE	341	+17	0.757	-
3	NICK LACHEY PATIENCE JIVE/JLG	339	+17	0.897	38
NEW	SAVING ABEL 18 DAYS SKIDDCO/VIRGIN/CAPITOL	316	+26	0.781	-
2 8	U2	298	-189	0.614	-
	GET ON YOUR BOOTS ISLAND/INTERSCOPE				
NEW	GET ON YOUR BOOTS ISLAND/INTERSCOPE JAMES MORRISON FEATURING NELLY FURTADO BROKEN STRINGS POLYDOR/INTERSCOPE	284	+31	0.672	-



MOST ADDED

(Island/Interscope) KJMY, KLLC, KLLY, KMXB, KRSK, KRUZ, KSCF, KUDD, KVLY, KYKY, WCDA, WMGX, WPST, WRVE, WTMX

(Roadrunner/RRP) KLZR, KMXP, KPLZ, KSTP, KVLY, KZZO, WBMX, WRVE, WXLO

(604/Roadrunner/RRP) KBBY, KEZR, KJMY, WMEE, WNNK, WQLH, WWWM

(Everfine/Atlantic/RRP) KAMX, KJMY, KSTP, Sirius XM The Pulse, WMYX, WNNF, WRQX NATASHA BEDINGFIELD enic/Epic) KAMX, KGBY, WHBC. WHYN, WMEE

THEORY OF A DEADMAN Not Meant To Be

ARTIST TITLE / LABEL

NICKELBACK

This Town

If Today Was Your Last Day

U2 Magnificent STATIONS

15

9

7

"1, 2, 3, 4" BY PLAIN WHITE T'S REACHES THE TOP 10 IN TS 21st WEEK, COMPLETING THE CHART'S LONGEST TOP 10 JOURNEY SINCE MATT NATHANSON'S "COME ON GET HIGHER" 23 WEEKS) LAST FALL. "1, 2, 3, 4" RISES 11-10 WITH THE FORMAT'S FOURTH-BEST GAIN (UP 179 PLAYS) AFTER CLAIMING MOST INCREASED PLAYS THE PREVIOUS TWO WEEKS.

	NEW ANI		
ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
BRETT DENNEN FEAT. FEMI KUTI Make You Crazy	278/28	U2 Magnificent (Island/Interscope)	179/134
(Downtown/Dualtone)		TOTAL STATIONS:	25
TOTAL STATIONS:	24		10000
MILEY CYRUS	228/51	NICK ELBACK If Today Was Your Last Day (Roadrunner/RRP)	169/81
(Walt Disney/Hollywood)		TOTAL STATIONS:	12
TOTAL STATIONS:	13		
MAT KEARNEY	190/129	KINGS OF LEON Sex On Fire (RCA/RMG)	149/23
(Aware/Columbia)		TOTAL STATIONS:	7
TOTAL STATIONS:	18		
KANYE WEST	188/10	FLO RIDA Right Round (Poe Boy/Atlantic)	121/1
(Roc-A-Fella/Def Jam/10JMG)		TOTAL STATIONS:	10
TOTAL STATIONS:	11	TOTAL STATIONS:	10
SHINEDOWN Second Chance	187/38	SAFETYSUIT Stay (Universal Motown)	119/82
(Atlantic)		TOTAL STATIONS:	17
TOTAL STATIONS:	14		

NATASHA BEDINGFIELD Soulmate (Phonogenic/Epic) KAMX, KGBY, WHBC. WHYN, WMEE, WMGX	6			
LEONA LEWIS I Will Be (SYCO/J/RMG) KBIG, KHMX, KLZR, KRSK, WMC, WTM	6 X	MOST		
SAFETYSUIT Stay (Universal Motown) KLLY, KLTG, KOSO, KURB, WKRQ, WXM	б IA	INCREASED PLAYS		
KATY PERRY Thinking Of You (Capitol) KGBY, WKDD, WMGX, WNNF, WTSS	5	+228	ŵ	THEORY OF A DEADMAN
CAROLINA LIAR Show Me What I'm Looking For (Atlantic)	5	+220	щ	Not Meant To Be (604/Roadrunner/RRP) KBBY 455, WRMF +23, KSTP +15, KJMY +15, WNNK +14, WWW/H +13, KLCA +12, KUDD +11, WQLH +11, KALZ +10
KLCA, KSTP, KYIS, WINK, WPST		+211	廿	PINK
THE SCRIPT The Man Who Can't Be Moved (Phonogenic/Epic)	5			Sober (LaFace/JLG) KYIS +22, KEZR +17, WSNE +16, WNNK +16, KBBY +15, WQLH +15, KHMX +13, KDMX +10, KLLC +10, WXMA +10
KEZR, KPLZ, WINK, WLNK, WTIC		+182		KATY PERRY Thinking Of You (Capitol) KPEK +23, WKRQ +18, WLNK +14, WNNF +11, KCBY +9, WINK +8, KMHX +8, WNNK +8, KYI5 +8, WHBC +8
		+179	☆	PLAIN WHITE T'S 1, 2, 3, 4 (Hollywood) KZZU +24, KLCA +18, KKMX +16, KYIS +14, KCDU +12, KSTZ +12, WSNE +12, WINK +11, KQKQ +10, WHYN +9
		+148	t	KELLY CLARKSON My Life Would Suck Without You (19/RCA/RMC) WKRQ +33, WKDD +4, KLCA +12, KFYY +10, KGBY +10,
ADDED AT KYIS Oklahoma City, OK OM/PO: Chris Baker MD: Cisco	0			KALZ +9, WBMX +9, WAJI +9, KZZO +8, KAMX +8
Carolina Liar, Show Me What I'm Looking Brett Dennen Feat, Femi Kuti, Make You Gr Buckcherry, Don't Go Away, 5 David Cook, Come Back To Me, 5				2000
		FOR WEEK ENDING	MARCH 15	, 2007

FOR WEEK ENDING MARCH 15, 2009 LECEND: See legend to charts in charts section for rules and symbol explanations. 83 hot AC 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.



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RAR ALTERNATIVE/ACTIVE/ROCK



Longtime programmer Max Tolkoff on Arbitron, the future of radio and the alternative format

The Max Factor

Mike Boyle MBoyle@RadioandRecords.com

wo weeks into the new year, veteran alternative PD Max Tolkoff found himself in the unenviable position of losing his programming gig at Entravision's KDLD and KDLE (Indie 103.1)/Los Angeles, the result of the Spanish-language radio operator flipping the stations to regional Mexican as "El Gato." Tolkoff, whose alternative programming résumé also includes WFNX/Boston and XTRA (91X)/San Diego, has a multifaceted perspective, having worked in label promotion, consulting and the trade press-he penned R&R's alternative column from January 2003 through September 2004. He joined Indie 103.1 in April 2007.

Now a free agent, Tolkoff has had time to reflect on the recent demise of his beloved station, a true alternative that had Henry Rollins, Dave Navarro, Steve Jones of the Sex Pistols, Dicky Barrett of the Mighty Mighty Bosstones and Rob Zombie hosting specialty shows. And Tolkoff has come to the

conclusion that Arbitron is the reason Indie 103.1 flipped. Mainly, he says, because the ratings company, especially now in the new PPM world, is determining formats.

"I don't fault Arbitron in a malicious way,"Tolkoff says, "but they are the only ones in control of finding out who the audience is. So essentially they are a monopoly with the power of life and death over formats because GMs and owners look at

Arbitron numbers to try and figure out what formats they should run."

In the final PPM ratings for Indie 103.1-the "Holiday" period covering Dec. 11-Jan. 7-the signal-challenged station (KDLD is licensed to Santa Monica, Calif., and KDLE is licensed to Newport Beach) mustered only a 0.3-0.4 6+ share, compared with CBS Radio alternative KROQ's 3.5-3.6 and Clear Channel alternative KYSR's 2.4-2.3. While Indie has never been a ratings force in the congested L.A. market, it performed significantly better under the diary methodology, tracking 0.5-0.6 from winter to spring 2008, the last surveys to use diaries.

The flip is part of a wave of format changes in PPM-measured markets triggered by the fact that the new ratings methodology favors high-cume, massappeal formats over niche formats that rely on small, core audiences that listen for long periods of time (see "Formats in Flux," Nov. 28, 2008).

Tolkoff adds, "The GMs and owners of stations look at the various formats out there and say, 'We

think we can get better numbers doing CHR/top 40,' or they say the same thing about rock or country or hip-hop or whatever it is they think will get them ratings in the market. That means that they are not governing by their gut or what may be a potential audience in the market, they are governing simply by looking at what ratings can get them. They are not looking Tolkoff

> such as a station's ability to motivate listeners to buy products and services advertised on the station.

'Buck Up And Stop Sniveling'

Tolkoff is still bullish on radio's future, despite the cards he's been dealt. To get back on track, broadcasters need to "buck up and stop sniveling," he says.

at any other factors in the market,'

"I really don't think terrestrial radio has anything to worry about. People still want local programming, they want to hear local DJs, and they don't mind sitting through commercials [to hear it]. The problem is perception. We're in a funk, but it's a funk of our own making because we have believed the negative press for so long. You could analyze the Arbitron rat-

'I don't fault Arbitron in a malicious way, but they are the only ones in control of finding out who the audience is. **Essentially**, they are a monopoly with the power of life and death over formats.'

-Max Tolkoff

Maxed Out

Max Tolkoff's 26-year industry résumé includes these positions: KDLD and KDLE/Los

- Angeles PD WFNX/Boston PD
- R&R alternative editor
- Foundation Marketing owner
- ClickRadio musical architect/voice
- "Modern Rock Live" host
- KLYY (Y107)/Los Angeles PD
- A&M Records senior director of alternative promotion
- Gavin Report
- alternative editor Mutant Promotions
- owner Jacobs Media
- consultant XTRA (91X)/San

Diego PD

ings and say fewer people are listening to the radio, but there are still millions of people listening to the radio every day."

According to Arbitron's most recent Persons Using Radio report, 12+ cume persons in the spring 2007 survey numbered 140 million, up from 137 million a decade earlier. However, the U.S. population has also swelled during that time. Meanwhile, TSL dropped during the same period, from 21.5 hours to 19 hours per week, with younger demos registering steeper declines.

Tolkoff also notes that despite the growing role the Internet plays in exposing music, radio remains the No. 1 media for new-music discovery."Radio is still at the top of the pile, it's No. 1. A band does not become a superstar band until radio kicks in. Radio is where the masses go, not the early adopters." A 2006 telephone survey of 1,008 American adults conducted by Omnitel, the weekly omnibus survey by the national polling firm of GfK NOP of Princeton, N.J., supports Tolkoff's claim. The survey found that 63% of Americans rate radio as their primary source to learn about new music, followed by talking with friends (43%), watching TV (41%), reviews in newspapers or magazines (24%) and the Internet (16%).

What Is Alternative?

Ask Tolkoff about such mainstream-sounding, alternative-charting bands as Nickelback, Linkin Park or even Paramore, and meaning no disrespect to them, he'll say he doesn't think they're very "alternative."

"There's a ton of music out there that people haven't yet discovered. Everybody loves Silversun Pickups. OK, where did they come from? They were way to the left of center, not backed by a major label, yet managed to break through." After a long chart climb, the band reached No. 5 at Alternative in April 2007 with "Lazy Eye."

Tolkoff goes on: "There is all sorts of music out there that is perfectly rock-acceptable that people are just not discovering or give a shit about because they would rather open the envelope from Interscope, Warner Bros. and Columbia than to open the envelope from Dangerbird, Eenie Meenie or Merge Records. They don't care about those smaller labels because they don't think anything is going to happen with that project."

It's just not the music on the format that Tolkoff sees as a challenge for alternative's survival. He's also a proponent of hiring stronger sales departments.

"You have to have a highly motivated sales staff," Tolkoff says. "I recently read someone's opinion piece on radio sales today and the person was noting how interesting it is that we're cutting sales staffs in a time when we should be beefing them up. So, if you want more advertising dollars, put more boots on the ground."

Tolkoff also thinks alternative stations should rely less on national sales and try to maximize local ad dollars."So maybe what needs to be done is sell less by the numbers and more conceptually, which may be harder," he says, "but for rookie sales people that have yet to be immersed in the whole numbers game, maybe it's easier for them to go out and sell the concept of the station and the enthusiasm of the format and not worry about numbers."



27 ALTERNATIVE nielsen ERED BY

BDS

CONDS DIGITAL DOWNLCADS



MOST INCREASED

► SILVERSUN PICKUPS NET THEIR THIRD CHART APPEARANCE, AS "PANIC SWITCH" OPENS AT NO. 28 WITH MOST NCREASED PLAYS (UP 408) AND MOST ADDED HONORS. THE QUARTET HAS A BUSY APRIL LINED UP: IT RELEASES ITS SECOND ALBUM, "SWOON," APRIL 14 AND THREE DAYS LATER IS PART OF THE LINEUP AT THE COACHELLA FESTIVAL IN INDIO, CALIF.

THIS WEEK	LAST WEEK	WEEKS ON CHART		NIELSEN BDS THIPREDICTOR RTIFICATIONS STATUS IMPRINT / PROMOTION LABEL	PL& TW	AYS +/-		
1	4	4	PEARL JAM BROTHER	NO. 1 (1 WK) EPIC	1533	+138	5.851	6
2	1	22	INCUBUS LOVE HURTS		1506	-114	8.073	2
3	2	30	KINGS OF LEON SEX ON FIRE	to RCA/RMG	1477	-65	8.629	1
4	5	9	PAPA ROACH LIFELINE	EL TONAL/DGC/INTERSCOPE	1467	+100	5.140	8
5	3	26	SHINEDOWN SECOND CHANCE	1) 🏠 ATLANTIC	1447	-24	5.580	7
6	7	9	KINGS OF LEON USE SOMEBODY	tr REA/RMG	1375	+151	7.160	3
7	6	32	THE AIRBORNE TOXIC E SOMETIME AROUND MIDNIGHT	WENT MAJORDOMO/ISLAND/IDJMG	1324	+42	6.101	5
8	8	24	ANBERLIN FEEL GOOD DRAG		1297	+123	6.598	4
9	10	n	RISE AGAINST AUDIENCE OF ONE		1144	+78	4.773	10
10	9	14	THE KILLERS SPACEMAN	ISLAND/IDJMG	1139	-3	4.772	11
1	n	18	MGMT KIDS	COLUMBIA	1080	+19	4.688	12
12	B	n	BLUE OCTOBER DIRT RODM	UNIVERSAL MOTOWN	1058	+64	4.528	14
13	15	37	APOCALYPTICA FEATUR	RING ADAM GONTIER	903	-46	5.132	9
14	14	15	THE OFFSPRING KRISTY, ARE YOU DOING DK?		879	-110	2.964	19
15	16	34	THE OFFSPRING YOU'RE GONNA GO FAR, KID	COLUMBIA	816	-82	4.554	13
16	12	26	SEETHER BREAKDOWN	WIND-UP	803	-222	3.448	17/
17	17	23	DECODE	FUELED BY RAMEN/CHOP SHOP/RRP	791	+5	4.461	15
18	20	3	DEPECHE MODE WRONG	MUTE/VIRGIN/CAPITOL	770	+104	4.174	16
19	19	14	METALLICA CYANIDE	WARNER BROS.	675	-1	1.610	28
20	21	7	MY CHEMICAL ROMANCE DESOLATION ROW	E WARNER SUNSET/REPRISE	673	+18	1.614	27
21	23	17	SLIPKNOT DEAD MEMORIES		653	+27	1.501	29
22	32	3	SEETHER CARELESS WHISPER	WIND-UP	589	+192	3.062	18
23	27	5	COLDPLAY LIFE IN TECHNICOLOR IF	CAPITOL	563	+59	2.397	23
24	24	13	STAIND ALLIWANT	FLIP/ATLANTIC	565	-57	1.924	24
25	26	10	THEORY OF A DEADMA HATE MY LIFE	N 604/ROADRUNNER/RRP	552	+35	1.479	31
26	30	8	THE ALL-AMERICAN RE	DOGHOUSE/DGC/INTERSCOPE	485	+39	2.512	21
27	29	15	NICKELBACK SOMETHING IN YOUR MOUTH	ROADRUNNER/RRP	484	-5	1.025	37
28	N	EW	SILVERSUN PICKUPS MO	ST INCREASED PLAYS/MOST ADDED DANGERBIRD	460	+408	2.469	22
29	31	8	AVENGED SEVENFOLD	HOPELESS/WARNER BROS.	447	+48	1.151	35
30	N	EW	U2 MAGNIFICENT	ISLAND/INTERSCOPE	430	+226	2.672	20
31	33	3	YEAH YEAH YEAHS ZERO	DRESS UP/OGC/INTERSCOPE	415	+42	1.240	33
32	28	14	SHINY TOY GUNS	UNIVERSAL MOTOWN	409	-81	0.948	38
33	34	5	DEATH CAB FOR CUTIE GRAPEVINE FIRES	ATLANTIC	4C1	+67	1.488	30
34	37	2	ASHER ROTH	SCHOOLBOY/LOUD/SRC/UNIVERSAL MOTOWN	323	+21	1.193	34
35	35	6	IGLU & HARTLY	UNIVERSAL REPUBLIC	321	-6	0.911	39
36	22	8	U2 GET ON YOUR BOOTS	ISLAND/INTERSCOPE	314	-317	0.841	40
37	40	2	FRANZ FERDINAND	DOMINO/EPIC	251	+48	0.691	-
38		9	THE GASLIGHT ANTHEN THE '59 SOUND	SIDEONEDUMMY	254	-22	0. 71 9	-
39		EW	POP EVIL 100 IN A 55	PAZZO/JARD STAR	225	+4	0.687	•
40	RE-E	NTRY	THE FRAY YOU FOUND ME	ו) באל	223	-13	1.869	25

ARTIST NE TITLE / LABEL STATION SILVERSUN PICKUPS 16	
TITLE / LABEL STATION	
SILVERSUN PICKUPS 16	
Panic Switch (dangerbirc) KCNL, KELJ, KJEE, KNXX, KPNT, KRZQ, KWOD, ₩/RQ, WBRU, WEND, WCRD, WLUM, ₩EOX, WRWK, WSWD, WZNE	5
U2 12 Magnificent (Island/Interscope) KNXX, KQ2A, KROQ, KTBZ, KUCD, KWOD, KYSR, WBZN, WBRU, WCYY, WEND, WLUN	
DEPECHE MODE E Wrong (Mute/Virgm/Capitol) KMYZ, KRAB, KUCD, WEND, WKQX, WRWH	
COLDPLAY	
MANCH ESTER ORCHESTRA I've Got Frends (Carvasbodv/Columbia) KBZT, KRŽQ, Sirius XM Alt Nation, WFNX, WFXH	5
THE RED JUMPSUIT APPARATUS Pen & Paper (Something Typical) (Virgin/Capitol) KCXX, KHBZ, KTCL, KUCD, WSUN	5
CAGE THE ELEPHANT Ain't No Rest For The Wicked (Jive/JLC) KFMA. KJEE, KXTE, Sirius XM Alt Nation, WEQX	5
HOLLY WOOD UNDEAD Young (A&M/Octene/interscope) KFMA, KXRK, WEND, WRZX, WZNE	5
SEETHER Careless V hisper (Wind-up) KWOD, WWOC, WXDX, WZNE	•
KINGS OF LEON	5

PD: Eddie Gutierrez MD: Dave Hanacek Silversum Jickups, Panic Switch, 16 Cage The Elephant, Jair't No Rest For The Wicked, O Coldplay, Jfe In Technicolor II. O Disturbed The Night, O FOR REPORTING STATIONS PLAYLISTS GO TO: www.RadioandRecords.com

N	EW AN		
ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
DISTURBED The Night	189/42	PEOPLE IN PLANES Last Man Standing	162/8
(Reprise)		(Wind-up)	
TOTAL STATIONS:	20	TOTAL STATIONS:	17
AUDRYE SESSIONS Turn Me Off (Black Seal)	188/10	HURT Wars (Amusement)	159/21
TOTAL STATIONS:	20	TOTAL STATIONS:	18
TOTAL STATIONS.			
CAGE THE ELEPHANT Ain't No Rest For The Wicked (Jive/JLG)	185/140	MADINA LAKE Never Take Us Alive (Roadrunner/RRP)	150/29
TOTAL STATIONS:	25	TOTAL STATIONS:	19
TOTAL STATIONS.	23		
RED Death Of Me (Essential/RED)	183/28	GLASVEGAS Geraldine (Columbia)	147/3
TOTAL STATIONS:	16	TOTAL STATIONS:	15
IDA MARIA I Like You So Much Better When Naked (Mercury/IDJMG)	166/14 You're	MANCHESTER ORCHESTRA I've Got Friends (Canvasback/Columbia)	120/40
TOTAL STATIONS	16	TOTAL STATIONS:	23
TOTAL STATIONS:	10	TOTAL STREETS	

PLAYS		
+408		SILVERSUN PICKUPS Panic Switch (dangerbird) KFMA +28, KNRK +26, WEQX +25, KRBZ +22, WWCD +20, KXRK +20, KWD0 +18, XTRA +71, KND0 -77, KBZT +7
+226		U2 Magnificent (Island/Interscope) KYSR +21, KR2Q +21, WEND +20, KTB2 +17, WBTZ +16, WBRU +15, KXRK +14, KWOD +13, WBCN +13, KROQ +11
+192		SEETHER Careless Whisper (Wind-up) WSUN +24, KRZQ +20, KTBZ +18, WWDC +16, WEND +12, KPNT +12, KQRA +12, WXDX +12, KWOD +11, WKRL +10
+151	Φ	KINGS OF LEON Use Somebody (RCA/RMG) KEDI +19, WSUN +13, XTRA +12, KRZQ +10, KYSR +9, KNXX +9, WKQX +9, WRZX +8, KROQ +7, WTZR +7
+140		CAGE THE ELEPHANT Ain't No Rest For The Wicked (Jive/JLG) KXTE +24, KFMA +20, XTRA +15, SXAN +15, KROQ +14, KEDJ +13, KNDD +11, KNRK +8, WZNE +7, KCXX +5

FOR WEEK ENDING MARCH 15, 2009 LECEND: See legend to charts in charts section for rules and symbol explanations. 68 alternative stations are electronically monitored by Nielsen Broadcast Data Systems 24 ho a day, 7 days a week. © 2009 Nielsen Business Media, Inc. All rights reserved.



The biggest names in news on the gold standard of news radio. The award winning



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► DROWNING POOL'S "37 STITCHES" CLIMBS 13-10 ON ACTIVE ROCK WITH THE LARGEST INCREASE (UP 88 PLAYS) OF ITS 28 CHART WEEKS. THE GROUP'S FIRST TOP 10 SINCE "STEP UP" IN 2004 MARKS THE CHART'S SECOND-LONGEST JOURNEY TO THE TOP 10. FIVE FINGER DEATH PUNCH'S "THE BLEEDING" REACHED THE TOP TIER IN ITS 30th WEEK IN FEBRUARY 2008.

THIS WEEK	LAST WEEK	WEEKS	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLA	1 YS +/-	AUDIE	
1	3	21	SLIPKNOT P DEAD MEMORIES	IO. 1(I WK) ROADRUNNER/RRP	1494	+56	5.302	3
2	5	9	PAPA ROACH LIFELINE	EL TONAL/DGC/INTERSCOPE	1464	+88	5.254	4
3	1	18	NICKELBACK SOMETHING IN YOUR MOUTH	ROADRUNNER/RRP	1462	-68	5.062	5
4	4	16	METALLICA CYANIDE	WARNER BROS.	1460	+74	5.458	1
5	2	25	MUDVAYNE DO WHAT YOU DO	EPIC	1335	-189	5.447	2
E	6	16	THEORY OF A DEADMAN	604/ROADRUNNER/RRP	1281	+67	4.103	7
7	7	26	AVENGED SEVENFOLD	HOPELESS/WARNER BROS	1151	-39	3.632	10
8	9	4	PEARL JAM	EPIC	1116	+97	3.916	8
9	8	28	SHINEDOWN SECOND CHANCE	ATLANTIC	1085	-86	4.402	6
10	13	28	DROWNING POOL	ELEVEN SEVEN	965	+88	3.000	n
11	11	25	ALL THAT REMAINS	PROSTHETIC/RAZDR & TIE	875	-27	2.364	16
12	12	30	DISTURBED	REPRISE	836	-44	3.762	9
13	14	12			823	-48	2.667	14
ן∠ן	15	18	BUCKCHERRY RESCUE ME		794	-34	2.343	17
15	10	30	SEETHER	ELEVEN SEVEN/ATLANTIC	785	-136	2.903	12
16	18	6	BREAKDOWN DISTURBED	WIND-UP	780	+91	2.442	15
17	17	17		REPRISE	710	+19	1.990	18
18	16	38	APOCALYPTICA FEATURING ADA		705	-72	2.699	13
19	20	11		2D-2D/JIVE/JLG	671	+59	1.769	20
20	19	10	DEATH OF ME HINDER	ESSENTIAL/RED	645	-3	1.860	19
21	21	13	UP ALL NIGHT 3 DOORS DOWN	UNIVERSAL REPUBLIC	612	+17	1.711	21
22	22	15	CITIZEN/SOLDIER STAIND	UNIVERSAL REPUBLIC	530	-43	1.325	24
23	27	3	ALL I WANT SEETHER	FLIP/ATLANTIC	499	+135	1.419	23
24	-24	6	CARELESS WHISPER	WIND-UP	479	+34	0.939	25
25	25	14	WARS BLACK STONE CHERRY	AMUSEMENT	468	+53	0.963	25
26	23	13	PLEASE COME IN	IN DE GOOT/ROADRUNNER/RRP	459	+)4		23
27	26	15	SEX ON FIRE	REA/RMG	386	-18	1.615	
78	28	5	LOLLIPOP S	ILENT MAJORITY/ILG/WARNER BROS.			0.764	29
29	33	7	CONTAGIOUS BURN HALO	ELEVEN SEVEN	352	+46	0.854	27
30	31	2	DIRTY LITTLE GIRL	RAWKHEAD/ILG	330	+97	0.671	32
31	32	7	SEASONS ARANDA	UNIVERSAL MOTOWN	327		0.755	30
	30	7	STILL IN THE DARK	ASTONISH	298	+41	0.719	31
32	a		DIRT ROOM	UNIVERSAL MOTOWN	276	+15	0.568	38
35	34	2		A&M/OCTONE/INTERSCOPE	271	+58	0.788	28
34	35	4	ADDICTION MUDVAYNE	El	268	+61	0.579	37
35	Kangar L	an 10	SCARLET LETTERS	EPIC D PLAYS/MOST ADDED	243	+114	0.588	36
36		Log and	DROWNING (FACE DOWN) (HED) P.E.	SKIDDCO/VIRGIN/CAPITOL	220	+168	0.671	33
2/	57	4	RENEGADE REV THEORY	SUBURBAN NOIZE	213	+27	0.322	-
56				N HOWES/MALOOF/DGC/INTERSCOPE	208	+58	0.596	35
1	36	2	GUILTY ROYAL BLISS	TOOTH & NAIL/CAPITOL	208	+20	0.396	-
•)			WE DID NOTHING WRONG	MEROVINGIAN/CAROLINE/CAPITOL	163	+43	0.378	

and the second	ARTIST	PLAYS	ARTIST	PLAYS
	TITLE / LABEL	/GAIN 157/26	TITLE / LABEL	/GAIN
	l'm Bad	15//20	Hard Times	100/18
MOST ADDED	(Eleven Seven) TOTAL STATIONS:	35	(In De Goot/Roadrunner/RRP) TOTAL STATIONS:	20
	LAMB OF GOD Set To Fall	135/21	SHINEDOWN	93/2
	(Epic)	77	Sound Of Madness (Atlantic)	
	TOTAL STATIONS:	23 134/7	TOTAL STATIONS:	1) 89/6
ARTIST NEW TITLE / LABEL STATIONS	Inside	7 / 44	Death To All But Metal	69/6
SAVING ABEL 10	(7Bros/Asylum/ILG) TOTAL STATIONS:	33	(Universal Republic) TOTAL STATIONS:	14
Drowning (Face Down) (Skiddco/Virgin/Capitol)	U2 Magnificent	109/44	CHARM CITY DEVILS	87/31
KLAQ, KZRQ, Sirius XM Octane, WAQX, WBYR, WCHZ, WRAT, WRXW, WWBN,	(Island/Interscope)	1/	Let's Rock N Roll (Eleven Seven)	
WXQR 10 YEARS 10	TOTAL STATIONS:	14 100/31	TOTAL STATIONS:	13 83/25
Actions And Motives	Feel Good Drag (Universal Republic)	100/51	Actions And Motives	03/23
(Universal Republic) KFRQ, KXFX, KZZQ, Sirius XM Octane, WBUZ, WJJO, WKQZ, WQXA, WRTT, WRZK	TOTAL STATIONS:	u di	(Universal Republic) TOTAL STATIONS:	16
U2 7 Magnificent (Island/Interscope) KFRQ, KLAQ, WAAF, WBSX, WIIL, WRAT, WWWX BURN HALO 6				
Dirty Little Girl (Rawkhead/ILC) KBPI, KOMP, KQRC. WBUZ, WNFZ, WQXA	5.55			
SALIVA 6	A			
(Island/IDJMG) WJJO, WKLQ, WMMR, WRUF, WXQR.	MOST			
(Island/IDJMG) WJJO, WKLQ, WMMR, WRUF, WXQR. WYBB DISTURBED 5 The Night (Reprise)	MOST INCREASE PLAYS			
(Island/IDJMG) WJJO, WKLQ, WMMR, WRUF, WXQR, WYBB DISTURBED 5 The Night (Reprise) KXFR, WAAF, WAQX, WBSX, WXTB ROYAL BLISS 4 We Did Nothing Wrong (Kerovinjan/Caroline/Capitol)	INCREASE		ING ABEL	
The Night (Reprise) KXFX, WAAF, WAQX, WBSX, WXTB ROYAL BLISS We Did Nothing Wrong (Merovingian/Caroline/Capitol) WQXA. WRTT, WRZK, WZMR SHINEDOWN Sound Of Madness Callantic)	INCREASE	SAV	TNG ABEL ming (Face Down) (Skiddco/Vi 18. KQRC +5, WRUF +2, WIL +1, WJC 40, WRIF +9, WYBB +9, WQXA +8, KZZ) +TI,
[Ieland/IDJMG.) WJJO, WKLQ, WMMR, WRUF, WXQR. WYBB DISTURBED S The Night (Reprise) KXFX, WAAF, WAQX, WBSX, WXTB ROYAL BLISS 4 We Did Nothing Wrong (Merovingian/Candine/Capitol) WQXA. WRTF, WRZK, WZMR ShineDown 4 Sound Of Madness (Atlantic) KILD, KQRC, WKLQ, WRUF ALL THAT REMAINS Two Weeks (Prosthetic/Razor & Tie)	INCREASE	SAV Drow Wr2X WCPR SEE Carel KXXR	ming (Face Down) (Skiddco/Vi -18, KQRC +15, WRUF +12, WILL +11, WJJC	9 +11, 10 +8 3UZ +12,
(Island/IDJMG) WJJO, WKLQ, WMMR, WRUF, WXQR. WYBB DISTURBED S The Night (Reprise) KXFX, WAAF, WAQX, WBSX, WXTB ROYAL BLISS 4 We Did Nothing Wrong (Merovingian/Caroline/Capitol) WQXA. WRTF, WRZK, WZMR ShineDOWN 4 Sound Of Madness (Atlantic) KLD, KQRC, WKLQ, WRUF ALL THAT REMAINS Two Weeks (Prosthetic/Razor & Tie)	INCREASE PLAYS +168	SAV Drow WR2K WCPR SEE Carel KXXR WRAT Scarl KHTB-	ming (Face Down) (Skiddco/Vi -18. KQRC +5, WRUF +12. WILL +11, WJJC +10, WRIF +9, WYBB +9, WQXA +8, KZZ THER less Whisper (Wind-up) -9, KZRQ +16, WAQX +15, WRUF +13, WE	9 +1, Q +8 3UZ +12, +5
[Ieland/IDJMG.) WJJO, WKLQ, WMMR, WRUF, WXQR. WYBB DISTURBED S The Night (Reprise) KXFX, WAAF, WAQX, WBSX, WXTB ROYAL BLISS 4 We Did Nothing Wrong (Merovingian/Candine/Capitol) WQXA. WRTF, WRZK, WZMR ShineDown 4 Sound Of Madness (Atlantic) KILD, KQRC, WKLQ, WRUF ALL THAT REMAINS Two Weeks (Prosthetic/Razor & Tie)	INCREASE PLAYS +168 +135	SAV Drow WR2K WCPR SEE Carel KXXR WRAT Scarl KHTB- KOMP	ming (Face Down) (Skiddco/V) 18. KQRC +5, WRUF -12, WILL -11, WJLC 10. WRIF -9, WYBB +9, WQXA +8, KZZ THER 19. KMISper (Wind-up) +9. KZRQ +16, WAQX +5, WRUF +13, WE +1. WKLQ -7, WLZX +7, WCCC +6, KHTB VALYNE et Letters (Epic) 7, WRUR +6, KWLQ +9, WAQX +8, WCC	0 +1, Q +8 3UZ +12, +5
(Island/IDJMG) WJJO, WKLQ, WMMR, WRUF, WXQR. WYBB DISTURBED S The Night (Reprise) KXFX, WAAF, WAQX, WBSX, WXTB ROYAL BLISS 4 We Did Nothing Wrong (Merovingian/Caroline/Capitol) WQXA. WRTF, WRZK, WZMR ShineDOWN 4 Sound Of Madness (Atlantic) KLD, KQRC, WKLQ, WRUF ALL THAT REMAINS Two Weeks (Prosthetic/Razor & Tie)	INCREASE PLAYS +168 +135	SAV Drow WR2K WCPR SEE Carel KXXR WRAT MUI Scarl KHTB- KOMP PEA Broth Broth Broth	Ming (Face Down) (Skiddco/Vi -18, KQRC +5, WRUF +2, WILL +11, WUC +10, WRIF +9, WYBB +9, WQXA +8, KZZ THER ess Whisper (Wind-up) -9, KZRQ +6, WAQX +5, WRUF +13, WF 41, WKLQ +7, WLZX +7, WCCC +6, KHTB DVAYNE et Letters (Epic) -7, WBYR +16, WKLQ +9, WAQX +8, WC0 +5, WJJO +5, KISW +5, WZDR +5, KFRQ) - 11, Q +8 3UZ +12, +5 CC +7, +5 X +9,
[Island/IDJMG] WJJO, WKLQ, WMMR, WRUF, WXQR. WYBB DISTURBED 5 The Night 5 (Reprise) 4 ROYAL BLISS 4 We Did Nothing Wrong 4 (Merovingian/Caroline/Capitol) 3 Sound Of Madness 4 (Atlantic) 7 Atlantic) 7 Troe Weeks 3 Two Weeks 5 KRXQ, WLRS, WRAT 3	INCREASE PLAYS +168 +135	SAV Drow WrZk WCFR SEE Carel MXXR WRAT MUI Scarl KHTB- KOMP PEA Brott WZOR KHTQ- BUTY KXEX-	Ming (Face Down) (Skiddco/Vi -18, KQRC +5, WRUF +12, WILL +11, WJJC +10, WRIF +9, WYBB +9, WQXA +8, KZZ THER ess Whisper (Wind-up) -9, KZRQ +6, WAQX +5, WRUF +13, WE +1, WKLQ +7, WLZX +7, WCCC +6, KHTB DVAYNE et Letters (Epic) -7, WBYR +6, WKLQ +9, WAQX +8, WCG +5, WJJO +5, KISW +5, WZOR +5, KFRQ RL JAM her (Epic) -7, KECL -7, KZRQ +15, WAQX +11, WLZ) - 11, (Q - 8 8UZ - 12, +5 CC + 7, +5 X + 9, D + 4,
[Island/IDJMG) WJJO, WKLQ, WMMR, WRUF, WXQR. WYBB DISTURBED 5 The Night 5 (Reprise) 4 Wo Did Nothing Wrong 4 We Did Nothing Wrong 4 We Did Nothing Wrong 4 Sund O'H Madness 4 KALL THAT REMAINS 3 Two Weeks 3 (Poshthetic/Razor & Tie) KRXQ, WLRS, WRAT	INCREASE PLAYS +168 +135	SAV Drow WrZk WCFR SEE Carel MXXR WRAT MUI Scarl KHTB- KOMP PEA Brott WZOR KHTQ- BUTY KXEX-	ming (Face Down) (Skiddco/V; 1-B. KQRC +5, WRUF +2, WILL +11, WJLC 00, WBIF +9, WYBB +9, WQXA +8, KZZ THER less Whisper (Wind-up) 9, KZRQ +6, WAQX +5, WRUF +13, WE +1, WKLQ +7, WLZX +7, WCCC +6, KHTB OVAYNE et Letters (Epic) -7, WBYR +6, WKLQ +9, WAQX +8, WCI -8, WZQ +5, KISW +5, WZQR +5, KFRQ mer (Epic) -7, KEQL +7, KZRQ +95, WAQX +11, WLZ -3, WXQR +7, WLRS +6, KNCN +4, KOMI NHALO Little Girl (Rawkhead/ILG) , WXQR +7, WLRS +6, KXCN +4, KFRQ) - 11, (Q - 8 8UZ - 12, +5 CC + 7, +5 X + 9, D + 4,
[Isiand/IDJMG) WJJO, WKLQ, WMMR, WRUF, WXQR. WYBB DISTURBED 5 The Night 5 (Reprise) KXFX, WAAK, WAQX, WBSX, WXTB ROYAL BLISS 4 We Did Nothing Wrong 4 (Mercovingian/Caroline/Capitol) 4 Sund Of Madness 4 ALL THAT REMAINS 3 Two Weeks 3 (Prosthetic/Razor & Tie) File Reck Station VALUES, WRAT File Reck Station ADDED AT File Reck Station Cainesville, FL File Reck Station OM/PD: Harry Guscott File Reck Station Obi: Jack Wich Kings Of Leon, Use Somebody, 9	INCREASE PLAYS +168 +135	SAV Drow WrZk WCFR SEE Carel MXXR WRAT MUI Scarl KHTB- KOMP PEA Brott WZOR KHTQ- BUTY KXEX-	ming (Face Down) (Skiddco/V; 1-B. KQRC +5, WRUF +2, WILL +11, WJLC 00, WBIF +9, WYBB +9, WQXA +8, KZZ THER less Whisper (Wind-up) 9, KZRQ +6, WAQX +5, WRUF +13, WE +1, WKLQ +7, WLZX +7, WCCC +6, KHTB OVAYNE et Letters (Epic) -7, WBYR +6, WKLQ +9, WAQX +8, WCI -8, WZQ +5, KISW +5, WZQR +5, KFRQ mer (Epic) -7, KEQL +7, KZRQ +95, WAQX +11, WLZ -3, WXQR +7, WLRS +6, KNCN +4, KOMI NHALO Little Girl (Rawkhead/ILG) , WXQR +7, WLRS +6, KXCN +4, KFRQ) - 11, (Q - 8 8UZ - 12, +5 CC + 7, +5 X + 9, D + 4,
[Ieland/IDJMG.) WJJO, WKLQ, WMMR, WRUF, WXQR. WYBB DISTURBED 5 The Night 5 (Reprise) 4 KXFX, WAAF, WAQX, WBSX, WXTB 4 ROYAL BLISS 4 We Did Nothing Wrong 4 (Merovingian/Caroline/Capitol) 4 Sound Of Madness 4 (Atlantic) 5 Two Weeks 3 Two Weeks 3 Wens, WRRS, WRAT 3 ADDEED AT EXEX STATURE Gainesville, FL Cond/PD: Harry Coscott MOMPD: Harry Coscott The Status	INCREASE PLAYS +168 +135 +114 +97 +97 +97	SAV Drow wr2x wr2x wr2r SEE Carel KXXR WRAT Scarl KATB- KOMP PEA Broth WZOR KHTQ- Dirty KXEX- KBPI-3	ming (Face Down) (Skiddco/V; 1-B. KQRC +5, WRUF +2, WILL +11, WJLC 00, WBIF +9, WYBB +9, WQXA +8, KZZ THER less Whisper (Wind-up) 9, KZRQ +6, WAQX +5, WRUF +13, WE +1, WKLQ +7, WLZX +7, WCCC +6, KHTB OVAYNE et Letters (Epic) -7, WBYR +6, WKLQ +9, WAQX +8, WCI -8, WZQ +5, KISW +5, WZQR +5, KFRQ mer (Epic) -7, KEQL +7, KZRQ +95, WAQX +11, WLZ -3, WXQR +7, WLRS +6, KNCN +4, KOMI NHALO Little Girl (Rawkhead/ILG) , WXQR +7, WLRS +6, KXCN +4, KFRQ)-η, (Q -8 8) x+5 x+9, x+9, x+9, y+8, 3

Ę	ART			47				ROCK
15h	WEEK	ARTIST	CERTIFICATIONS		4¥5 +/-			
1	18	NICKELBACK SOMETHING IN YOUR MOUTH	NO. 1(2 WKS) ROADRUNNER/RRP	411	-11	1.541	1	
2	27	SHINEDOWN SECOND CHANCE	ATLANTIC	409	-3	1.355	2	
4	24	METALLICA CYANIDE	WARNER BROS.	328	+17	1.222	3	
5	4	PEARL JAM BROTHER	EPIC	310	+27	1.045	4	
3	12	AC/DC BIG JACK	COLUMBIA	310	-28	0.951	6	
7	8	PAPA ROACH	EL TONAL/DÜC/INTERSCOPE	285	+20	0.957	5	
6	15	THEORY OF A DEADMAN HATE MY LIFE	6D4/ROADRUNNER/RRP	267	-8	J.840	8	
8	25	SEETHER BREAKDOWN	WIND-UP	239	-20	0.570	11	
9	27	DISTURBED INDESTRUCTIBLE	REPRISE	234	-13	0.943	7	
N	42	THEORY OF A DEADMAN BAD GIRLFRIEND	6D4/ROADRUNNER/RRP	196	-10	0.662	10	
	8	 2 27 4 4 3 12 7 8 15 6 15 8 25 9 27 	1 18 NICKELBACK SOMEHING IN YOUR MOUTH 2 27 SHINEDOWN 4 24 METALLICA CYANIDE 5 4 PEARL JAM PROTHER 3 12 AC/DC BIG JACK 7 8 PAPA ROACH LIFELINE 6 15 THEORY OF A DEADMAN HATE MY LIFE 8 25 SEETHER BEEARDOWN 9 27 DISTURBED INSTRUCTIBLE 6 15 THEORY OF A DEADMAN	1 18 NICKELBACK SOMEHNICEN YOUR MOUTH NO. 1(2 WKS) ROADRUNNER/RRP 2 27 SHINEDOWR SECOND CHANCE ATLANTIC 4 24 METALLICA METALLICA WARNER BROS. 5 4 PEARL JAM BROTHER EPIC 3 12 AC/DC BIG JACK COLUMBIA 7 8 PAPA ROACH LIFELINE EL TONAL/DCC/INTERSCOPE 6 15 THEORY OF A DEADMAN 6D4/ROADRUNNER/RRP 8 25 SEETHER BREANDORN WIND-UP 9 27 DISTURBED THEORY OF A DEADMAN REPRISE 10 ACTORN 11	1 18 NICK ELBACK SOMETHINCIN YOUR MOUTH NO. 1(2 WKS) ROADRUNNER/RRP 411 2 27 SHINEDOWN SECOND CHANCE ATLANTIK 409 4 24 METALLICA METALLICA WARNER BROS, 328 5 4 PEARL JAM BROTHER EPIC 310 7 8 CAC/DC BIG JACK COLUMBIA 310 7 8 PAPA ROACH LIFELINE EL TONAL/DCC/INTERSCOPE 285 5 15 THEORY OF A DEADMAN 6D4/ROADRUNNER/RRP 267 8 25 SEETHER BREAMOWN WIND-UP 239 9 27 DISTURBED INDESTRUCTIBLE REPRISE 234 10 CA THEORY OF A DEADMAN 110	1 18 NICK ELBACK SOMETHANCIN YOUR MOUTH NO. 1(2 WKS) ROADRUNNER/RRP 411 -11 2 27 SHINEDOWN SECOND CHANCE ATLANTIC 409 -3 4 24 METALLICA WATRAE BROS. 328 +17 5 4 PEARL JAM BROTHER EPIC 310 +27 5 4 PEARL JAM BROTHER EPIC 310 -28 7 8 PAPA ROACH LIFELINE EL TONAL/DCC/INTERSCOPE 285 +20 5 15 THEORY OF A DEADMAN 6D4/ROADRUNNER/RRP 267 -8 8 25 SEETHER BREAKDOWN WIND-UP 239 -20 9 27 DISFURBED REPRISE 234 -13 10 624 THEORY OF A DEADMAN 110 FOF 100	1 18 NICK ELBACK SOMETHNICIN YOUR MOUTH NO. 1(2 WKS) POADRUNNER/RRP 411 -11 1.541 2 27 SHINEDOWN SECOND CHANCE ATLANTIK 409 -3 1.355 4 24 METALLICA (METALLICA WARNER BROS, BROTHER 328 +17 1.222 5 4 PEARL JAM BROTHER EPIC 310 +27 1.045 5 12 AC/DC BIG JACK COLUMBIA 310 -28 0.951 7 8 PAPA ROACH LIFELINE EL TONAL/DCC/INTERSCOPE 285 +20 0.957 5 15 THEORY OF A DEADMAN 6D4/ROADRUNNER/RRP 267 -8 0.840 8 25 SEETHER BREAKDOWN WIND-UP 239 -20 0.570 9 27 DISFURBED REPRISE 234 -13 0.943 14 -11 D.9643 106 -265 -265	NICKELBACK SOMETHING IN YOUR MOUTH NO. 1(2 WKS) ROADRUNNER/RRP 411 -11 1.541 1 2 27 SHINEDOWN SECOND CHANCE ATLANTIC 409 -3 1.355 2 4 24 METALLICA (METALLICA WARNER BROS. 328 +17 1.222 3 5 4 PEARL JAM BROTHER EPIC 310 -27 1.045 4 3 12 AC/DC BIG JACK COLUMBIA 310 -28 0.951 6 7 8 PAPA ROACH LIFELINE EL TONAL/DCC/INTERSCOPE 285 +20 0.957 5 6 15 THEORY OF A DEADMAN 6D4/ROADRUNNER/RRP 267 -8 2.840 8 8 25 SEETHER BREAMCORN WIND-UP 239 -20 0.570 11 9 27 DISTURBED INDESTRUCTIBLE REPRISE 234 -13 0.943 7 10 23 THEORY OF A DEADMAN INC-UP 234 -13 0.943

w	LW.	WKS	ARTIST CERTIFICATIONS TITLE IMPRINT / PROMOTION LABEL	PLA TW	4YS +/-		
n	10	33	APOCALYPTICA FEATURING ADAM GONTIER	178	-37	0.548	12
4	13	17	BUCKCHERRY RESCUE ME ELEVEN SEVEN/ATLANTIC	177	+2	0.488	13
3	15	25	MUDVAYNE DO WHAT YOU DO EPIC	167	+15	0.793	9
4	12	26	SAVING ABEL 18 DAYS SKIDDCO/VIRGIN/CAPITOL	149	-27	0.405	15
5	14	14	STAIND ALL I WANT FLIP/ATLANTIC	144	-20	0.407	14
6	16	14	3 DOORS DOWN CITIZEN/SOLDIER UNIVERSAL REPUBLIC	142	-6	0.220	24
	18	14	POP EVIL 100 IN A 55 PAZZO/JARD STAR	116	+9	0.147	
8	19	20	SLIPKNOT DEAD MEMORIES ROADRUNNER/RRP	111	+8	0.269	16
9)	20	13	AVENGED SEVENFOLD SCREAM HOPELESS/WARNER BROS.	96	+8	0.186	27
0	25	3	LOWLIFE (LIVING THE HIGHLIFE) AIRPOWER TOP DOG/ATLANTIC	87	+29	0.25 7	18



A conversation with KCRW/L.A.'s new MD and 'Morning Becomes Eclectic' host

Jason Bentley Carries Torch Forward

John Schoenberger JSchoenberger@RadioandRecords.com

ason Bentley, longtime host of KCRW/Los Angeles' evening show "Metropolis" and renowned club DJ, had some big shoes to fill when he took over the highly influential "Morning Becomes Eclectic" show in December, which airs weekdays 9 a.m.-noon. He also became the station's new MD. For the past 25 years, the morning show has been helmed by a number of legendary hosts, starting

with Tom Schnabel, then Chris Douridas and most recently Nic Harcourt, all of whom also filled the MD role at the news/music hybrid station run by Santa Monica (Calif.) Community College.

Bentley grew up on KCRW because his parents were listeners. After college he became a volunteer and ultimately debuted on the air 16 years ago. "I'm immensely grateful for the opportunity and humbled by the task," he says. "It's a reinvention of myself to match the gold standards set by previous music directors. It's no longer the hypnotic pulse of the city at night; it's the ever-evolving optimism of weekday mornings for me now." I want "Morning Becomes Eclectic" to be more dynamic and challenging in some respects, while still fulfilling the expectations the fans of this show have. My overall goal is to create a circulation of energy in the morning and avoid locking the show down into a certain routine that we can't break out of. The key is to make sure it is all still based on the music. That is the draw and the source of excitement and discovery.

How do you view the importance of "Morning Becomes Eclectic"?

Tom, Chris and Nic each put their own spin on that show—as will I—but there is still a basic premise to the vibe and flavor of the show that I have to respect. Obviously I am not doing "Metropolis" during the day. The basic idea is to present a best of all worlds on the morning show.

In-studio performances have been a hallmark of the show. Do you plan to continue with them?

That is still a very important part of the show, and on average, we do about three a week. Needless to say, we have no shortage of artists and people who would like to come on the air, so we do have the luxury of choice that we don't take for granted. What I have been trying to do with that seg-

Extracurricular Activities

Jason Bentley is quite active in the community. Among his interests, past and present:

- Works closely with such museums as the Los Angeles County Museum of Art and the Skirball Cultural Center
- Consults the Los Angeles Philharmonic
- Sat on the board of governors of the Recording Academy
- DJ'd at President Barack Obama's

'My overall goal is to create a circulation of energy in the morning and avoid locking the show down into a certain routine that we can't break out of.'

-Jason Bentley



'Eclectic' Visitors Here's a rundown of recent guests on "Morning Becomes

Eclectic." M83 frontman

- Anthony Gonzalez Angus & Julia Stone
- Inara George and Greg Kurstin, aka the Bird & the Bee
- Matt & Kim
 Miranda Lee Richards
- L.A. Weekly music
 editor Randall
- Roberts Peter Bjorn and John
- at SXSW
- PJ Harvey and John Parish at SXSW

ment, though, is to open up the subject matter a bit. It is all still very music-intensive, but rather than just have an artist in performing all the time, I am trying out some new ideas there. The best example is I recently became a stopover for the Oscar-nominated composers, including the winner, A.R. Rhanman. That was something different, but it makes perfect sense for an entertainment-centric city like L.A.

KCRW is almost synonymous with programming freedom for the jocks, so how do you instill some kind of station vision as the MD?

There is a certain amount of interaction and direction that comes with the MID job at this station, to be sure. I need to encourage them to strike a balance between programming and DJ'ing. DJ'ing is creatively putting together great music sets. That is very important for a station like KCRW, but we also need to have a continuity of sound so that when any of our music shows are on the air, there is that certain something that identifies us as being KCRW.

Programming means we have to key into the

artists who have new releases coming out, shows that the station is helping to promote and host, acts that are visiting the station and so on. This way we can give the artists a fair shot at exposure as well as give the audience enough time to discover something new and great.

We try to find continuity among ourselves by looking at each other's playlists and also referring to the top 50 we put together each week based on those individual playlists. My basic point is

that if any host can't see a reflection of their show in one way or another in that combined list, then perhaps they need to adjust what they are doing.We aren't a full-time music station, so we need to make sure we make the most of the time each week we do have to expose and support music.

What other changes, if any, do you plan to make at the station?

First off, Ariana Morgenstern has been here a very long time—through all the MDs—so she remains a great help to me. She keeps the new music coming in organized and takes all the booking details on so that I don't have to worry about that. She is indispensable.

With the demise of Indie 103 [KDLD/ KDLE], I was also able to bring Henry Rollins over to do his show on the station. Many of the hosts over there reached out to us, but his show made the most sense at this time. He has the intellect and the musical chops to fit well with the rest of the music schedule here.

We also plan a pretty ambitious program down in Austin at [South by Southwest] again this year, which we have done for several years now. We have our own showcase on March 18 and are partnering with Filter magazine on several other shows and parties down there. It will be fun—but busy—to be broadcasting live from Austin.

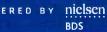
Party in Los Angeles
DJ'd the Governors Ball following the 2009
Academy Awards

 Works with the City of Santa Monica on community events

inauguration party held by the Democratic

- Works with the Los Angeles Marathon
- Film music supervisor
- Record label owner

R&R TRIPLE A



COMDS DIGITAL DOWNLOADS



► SAM ROBERTS MAKES HIS FIRST APPEARANCE ON THE TRIPLE A SURVEY, AS "THEM K DS" OPENS AT NO. 26. THE TRACK IS THE FIRST FROM THE JUNO AWARD-WINNING CANADIAN SINGER/SONGWRITER'S FOURTH ALBUM, "LOVE AT THE END OF THE WORLD." THE SONG TOPPED R&R'S CANADA ROCK CHART FOR TWO WEEKS LAST MAY.

ARTIST TITLE / LABEL

MATT NATHANSON

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PL. TW	AYS +/-		
1	1	17	SNOW PATROL CRACK THE SHUTTERS	NO. 1(2 WKS) POLYDOR/FICTION/GEFFEN/INTERSCOPE	583	+8	2.231	1
2	2	17	THE FRAY YOU FOUND ME	1) Epic	535	-26	2.092	2
3	7	3	U2 MOST INCI MAGNIFICENT	REASED PLAYS/MOST ADDED	433	+127	1.623	3
4		23	JAMES MORRISON NDTHING EVER HURT LIKE YOU	POLYDOR/INTERSCOPE	402	+2	1.255	6
5	3	14	COLDPLAY LOVERS IN JAPAN	CAPITOL	396	-17	1.497	4
6	5	5	CHRIS ISAAK WE LET HER DOWN	WICKED GAME/REPRISE	340	-6	1.101	7
7	11	9	COUNTING CROWS WHEN I DREAM OF MICHELANGELO	DGC/GEFFEN/INTERSCOPE	318	+29	0.908	9
8	6	29	RAY LAMONTAGNE YOU ARE THE BEST THING	RCA/RED	301	-27	1.279	5
9	10	16	ADELE RIGHT AS RAIN	XL/CDLUMBIA	286	-12	0.864	10
10	8	n	PRETENDERS LOVE'S A MYSTERY	SHANGRI-LA	276	-24	0.643	16
n	12	16	BRUCE SPRINGSTEEN WORKING ON A DREAM	COLUMBIA	250	-33	1.027	8
12	13	15,	DEATH CAB FOR CUTIE NO SUNLIGHT	ATLANTIC	247	-10	0.604	17
13	14	35	ERIC HUTCHINSON ROCK & ROLL	LET'S BREAK/WARNER BROS.	246	-8	0.749	13
14	21	6	KINGS OF LEON USE SOMEBODY	AIRPOWER RCA/RMG	228	+47	0.828	ņ
B	17	4	RYAN ADAMS & THE CARDII MAGICK	NALS LOST HIGHWAY	219	+27	0.562	18
16	15	6	SERENA RYDER LITTLE BIT OF RED	ATLANTIC	212	+4	0.317	-
17	19	3	INDIGO GIRLS WHAT ARE YOU LIKE	IG/VANGUARD	199	+11	0.698	15
18	16	18	SHERYL CROW DETOURS	A&M/INTERSCOPE	198	-8	0.499	22
19	22	7	JASON MRAZ & COLBIE CAIL	ATLANTIC/RRP	187	+6	0.439	27
20	9	8	U2 GET ON YOUR BOOTS	ISLAND/INTERSCOPE	182	-118	0.821	12
21	18	8	ANDREW BIRD FITZ AND THE DIZZYSPELLS	FAT POSSUM/RED	180	-11	0.479	25
22	20	18	MEIKO BOYS WITH GIRLFRIENDS	LUCKY EAR/DGC/MYSPACE	178	-б	0.474	26
23	26	4	LILY ALLEN THE FEAR	CAPITOL	168	+24	0.412	30
24	25	3	GOMEZ AIRSTREAM DRIVER	ATO/RED	167	+17	0.309	
25	23	3	THE KILLERS SPACEMAN	ISLAND/IDJMG	150	-3	0.510	21
26	N	W	SAM ROBERTS THEM KIDS	ZOE/ROUNDER	146	+45	0.232	
27	N	W	DEPECHE MODE WRONG	MUTE/VIRGIN/CAPITOL	143	+31	0.481	24
28	24	9	THE DEREK TRUCKS BAND DOWN IN THE FLOOD	VICTOR	143	-9	0.302	•
29	RE-E	NTRY	ERIN MCCARLEY LOVE, SAVE THE EMPTY	UNIVERSAL REPUBLIC	139	+14	0.173	
30	N	W	MAT KEARNEY CLOSER TO LOVE	AWARE/COLUMBIA	136	+20	0.487	23

	AI TI AI
ARTIST NEW TITLE / LABEL STATIONS	
U2 5 Magnificent (Island/Interscope) KMTT, KSWD, KXLY, WRNX, WTTS	SH (V TC R
DEPECHE MODE 3 Wrong (Mute/Virgin/Capitol) KMTT, KXLY, WZEW	Le (R TC J.
INDIGO GIRLS 2 What Are You Like (IG/Vanguard) KXLY, WRNX	(R (R
RYAN ADAMS & THE CARDINALS 2 Magick (Lost Highway) CIDR, KXLY	
BEN HARPER & RELENTLESS7 2 Shimmer And Shine (Virgin/Capitol) CIDR, KXLY	
BRUCE SPRINGSTEEN 2 My Lucky Day (Columbia) KSWD, WRNR	
MAT KEARNEY 2 Closer To Love (Aware/Columbia) KMTT, WTTS	
RAY LAMONTAGNE 2 Let It Be Me (RCA/RED) WRNR, WRNX (RCA/RED)	2
ADDED AT WTTS 923wtts Indianapolis. IN PD: Brad Hollz APD/MD: Laura Duncan U2. Magnificent. 10 Mat Kearney. Closer To Love, 2 U2, III Go Crazy If I Don't Go Crazy Tonight, 2	
Bell X1. The Great Defector, O	

FOR REPORTING STATIONS PLAYLISTS GO TO: .RadioandRecords.com

All We Are		This Town
(Vanguard)		(Everfine/Atlant
TOTAL STATIONS:	14	TOTAL STATIO
AMY MACDONALD This Is The Life (Melodramatic/Vertigo/Decca) TOTAL STATIONS:	126/0 12	NEIL YOUN Johnny Magic (Reprise) TOTAL STATIO
BEN HARPER & RELENTLESS7 Shimmer And Shine (Virgin/Capitol)	125/14	TYRONE W More (Universal Repu TOTAL STATIO
TOTAL STATIONS:	19	
RAY LAMONTAGNE Let It Be Me (RCA/RED)	121/1	GREEN RIVE Come On (Virgin/Capitol) TOTAL STATION
TOTAL STATIONS:	10	
JJ CALE Rall On (Rounder)	118/32	THE AIRBO TOXIC EVEI Sometime Aron (Majordomo/Isla
TOTAL STATIONS:	11	TOTAL STATIO

NEW		ACTIVE	
PLA /G/	AYS AIN	ARTIST TITLE / LABEL	PLAYS /GAIN
133	3/2	O.A.R. This Town	100/5
		(Everfine/Atlantic/RRP)	
	14	TOTAL STATIONS:	N.
126	5/0	NEIL YOUNG Johnny Magic (Reprise)	83/43
,	12	TOTAL STATIONS:	12
	12	TOTAL STATIONS:	12
125	/14	TYRONE WELLS More (Universal Republic)	82/13
		TOTAL STATIONS:	10
	19		
12	21/1	GREEN RIVER ORDINANCE Come On (Virgin/Capitol)	80/26
		TOTAL STATIONS:	9
	10		
118/	32	THE AIRBORNE TOXIC EVENT Sometime Around Midnight (Majordomo/Island/IDJMG)	77/30
	11	TOTAL STATIONS:	17



+47

+45

+43

+37

Magaificent (Island/Interscope) KENZ 49, WNCS +17, WZGC +13, WXRV +12, WRNX +12	
KENT ON WARKES ATT WATCH AT WAYOU AT WONLY IT	
NUME WO, THEOTH, TELOC TO, WARV TIZ, WRINA TU	2
WRXP #11, WMMM +10, KMTT +9, KTHX +8, KRSH +8	3

KINGS OF LEON Use Somebody (RCA/RMG) WCOO 14, WTTS +11, KENZ +10, WRNX +6, WMMM +6, WRLT +5, KCSR +3, WRXP +2, CIDR +1, KSWD +1

SAM ROBERTS Them Kids (Zoe/Rounder) SXSP +37, WRNR +9, WCOO +7, KTHX +1, WCLZ +1, KXLY +* WRXP +1

NEIL YOUNG Johnny Magic (Reprise) WCOO -14, KPRI +9, KRSH +8, CIDR +7, KTHX +5, KFOG -3, WTTS +2

BELL X1 The Great Defector (Yep Roc) WVMMi -II, WCOO +7, WRNR +5, KFOG +5, KRVB +4, SXSP +4, WXRT +3, KINK +2, KXLY +1

FOR WEEK ENDING MARCH 15, 2009 LEGEND: See legend to charts in charts section for rules and symbol explanations. 31 triple A stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 53 reporters. © 2009 Nielsen Business Media, Inc. All rights reserved.

			F	RECUP	REN	TS
THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	1) NIELSEN BDS CERTIFICATIONS	PL TW	AYS LW	THIS WEEK	ART TITL
1	KINGS OF LEON SEX ON FIRE (RCA/RMG)		192	187	6	MIC SAY H
2	MATT NATHANSON COME ON GET HIGHER (VANGUARD)		187	188	7	KEA THE L
3	O.A.R. SHATTERED (TURN THE CAR ARDUND) (EVERFINE/A	ATLANTIC/RRP)	186	175	8	JAS
4	COLDPLAY VIVA LA VIDA (CAPITOL)		159	154	9	GAV
5	DONAVON FRANKENREITER LIFE, LOVE & LAUGHTER (LOST HIGHWAY)		145	139	10	BRE

THIS WEEK		NIELSEN BDS	PLA TW	AYS LW
6	MICHAEL FRANTI & SPEARHEAD SAY HEY (I LOVE YOU) (BOO BOO WAX/ANTI-/EPITAPH)		145	153
7	KEANE THE LOVERS ARE LOSING (INTERSCOPE)		145	176
8	JASON MRAZ I'M YOURS (ATLANTIC/RRP)		141	145
9	GAVIN ROSSDALE LOVE REMAINS THE SAME (INTERSCOPE)		133	144
10	BRETT DENNEN FEATURING FEMI KUT MAKE YOU CRAZY (DOWNTOWN/DUALTONE)	1	125	150



R&R TRIPLE A POWERED BY niclsen BDS

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COMDS DIGITAL DOWNLOADS

BILLBOARD	nielsen
CHARTS	
OMPLIED BY	SoundS-ar

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE		PL/ TW	AY5 +/-
1	2	7	RYAN ADAMS & THE CARDINALS MAGICK	LOST HIGHWAY	546	+42
3	4	5	BEN HARPER & RELENTLESS7 SHIMMER AND SHINE	VIRGIN/CAPITOL	466	0
3	5	9	ANDREW BIRD FITZ AND THE OIZZYSPELLS	FAT FOSSUM/RED	448	-4
	73	3	CHRIS ISAAK WELET HER DOWN	WICKED GAME/REPRISE	432	+100
5	10	4	GOMEZ AIRSTREAM DRIVER	ATO/REO	430	+74
6	6	9	THE DEREK TRUCKS BAND DOWN IN THE FLOOD	VICTOR	429	-20
7	3	11	COLDPLAY LOVERS IN JAPAN	CAPITOL	424	-62
3	11	4	INDIGO GIRES WHAT ARE YOU LIKE	IG/V#NGUARD	407	+53
9	1	8	U2 GET ON YOUR BOOTS	ISLAND/INTERSCOPE	379	-136
10	7	n	PRETENDERS LOVE'S A MYSTERY	SH/NGRI-LA	360	-52
Π	8	16	THE FRAY YOU FOUND ME	EPIC	338	-45
12	35	10	SNOW PATROL CRACK THE SHUTTERS	POLYDOR/FICTION/GEFFEN/INTERSCOPE	329	+9
13	12	8	RAY LAMONTAGNE LET IT BE ME	RCA/RED	329	-7
14	18	5	JJ CALE ROLL ON	ROUNDER	324	+42
15	16	6	SAM ROBERTS THEM KIDS	ZOE/ROUNDER	317	0
16	17	7	NEKO CASE PEOPLE GOT A LOTTA NERVE	ANTI-/EPITAPH	302	+16
1	21	4	THE KILLERS SPACEMAN	ISLAND/IDJMG	301	+27
18	20	5	SERENA RYDER LITTLE BIT OF RED	AJLANTIC	2 9 8	+21
19	N	EV"	U2 MAGNIFICENT	ISLAND/INTERSCOPE	289	+186
20	4	16	DONAVON FRANKENREITER YOUR HEART	LOST HIGHWAY	284	-40
3	27	5	MICHAEL FRANTI & SPEARHEAD HEY WORLD	BOO BOO WAX/ANTI-/EPITAPH	276	+47
22	24	4	M. WARD NEVER HAD NOBODY LIKE YOU	MERGE	276	+22
23	22	Э	LILY ALLEN THE FEAR	CAPITOL	273	+4
24	9	16	BRUCE SPRINGSTEEN WORKING ON A DREAM	COLUMBIA	270	-102
25	Ð	10	AMY MACDONALD THIS IS THE LIFE	MELODRAMATIC/VERTIG0/DECCA	260	-20
26	25	6	G. LOVE & SPECIAL SAUCE SOFT AND SWEET	BRUSHFIRE	246	+2
27	N	EW	BELL X1 THE GREAT DEFECTOR	YEP ROC	237	+89
28	26	5	THE RACONTEURS TOP YOURSELF	THIRD MAN/WARNER BROS.	233	-7
29	23	7	DAVID BYRNE & BRIAN ENO LIFE IS LONG	OPAL/TODO-MUNDD	231	-34
30	N	EWB	BRUCE SPRINGSTEEN MY LUCKY DAY	COLUMBIA	227	+92
-						



U2 11	KCMP, KROK, KYSL,
Magnificent	WAPS, WDST,
(Island/Interscope)	WEXT, WMWV,
KFMU, KNBA,	WTYD
KOHO, KROK,	THE
KSPN, KTAO,	AIRBORNE
WCNR, WFUV,	TOXIC EVENT 5
WNRN, WRSI,	Sometime Around
WYEP	Midnight
BRUCE	(Majordomo/Island/
SPRINGSTEEN 9	IDJMG)
My Lucky Day	KTAO, WAPS,
(Columbia)	WDST, WOCM,
KOHO, KTAO, KYSL,	WVOD
WDST, WEHM,	NEKO CASE 5
WFIV, WFUV,	People Got A Lotta
WKZE, WNRN	Nerve
FRANZ	(Anti-/Epitaph)
FERDINAND 18	KMTN, KOHD,
No You Girls	WCNR, WMWV,
(Domino/Epic)	WVOD

GREAT LAKE	KDAL, KFMU,
SWIMMERS 5	KSPN, WTMD
Pulling On A Line	P.J. HARVEY
(Nettwerk)	& JOHN
DMX Folk Rock,	PARISH
KBAC, KNBA, KSLT,	Black Hearted Lov
WFUV	(Island/IDJMG)
MICHAEL FRANT! & SPEARHEAD 4 Hey World (Boo Boo Was/ Anti-Épitaph) KDBB, KHUM. Music Cholce Adult Alternative, WCNR	KBAC, WBJB, WEXT, WFUV SILVERSUN PICKUPS Panic Switch (dangerbird) KCMP, WNRN, WTMO, WXPK
THE SCRIPT 4 The Man Who Can't	

Be Moved

(Phonogenic/Epic)

FOR WEEK ENCING MARCH 15, 2009

	MOST NCREASED PLAYS	
	+186	U2 Magnificent (Island/Interscope)
-	+100	CHRIS ISAAK We Let Her Down (Wicked Game/Reprise)
	-92	BRUCE SPRINGSTEEN My Lucky Day (Columbia)

(Domino/Epic)

	_	_	Billbeard TOF	ALBUMS
LAST WEEK	2 WEEKS	WEEKS ON CHT	ARTIST IMPRINT & NUMBER / DISTRIBUTING LABEL (PRICE)	Title
HOT SH DEBU	HOT UT	1	#1 KELLY CLARKSON 1WK S/19/RC4 32715/SONY MUSIC (18.98) €	All Ever Wanted
NEW	W		THE-DREAM RADIO KILLA/DEF JAM 012579*/IDJMG (13.98)	Love VS Money
1	-	2	U2 ISLAND/INTERSCOPE 012630*/IGA (13.98) ④	No Line On The Horizon
NEW	w	1	J. HOLIDAY MUSIC LINE 27532/CAPITOL (18.98)	Round 2
2	1	18	TAYLOR SWIFT BIG MACHINE 0200 (18.98) .	Fearless
4	7	20	GREATEST LADY GAGA	COPE 011805*/IGA (12.98) The Fame
5	5	17	NICKELBACK ROADRUINNER 618028 (18.98)	Dark Horse
8	6	17	BEYONCE MUSIC WORLD CCLUMBIA 19492/SONY MUSIC (15.98)	l AmSasha Fierce
6	9	13	JAMIE FOXX J 41294 RMG (18 98)	Intuition
NEV	w	1	CHRIS CORNELL MOSLEY/INTERSCIPE 012018/IGA (13.98)	Scream
7	8	6	THE FRAY EPIC 10202* SONY MUSIC (18.98) (1)	The Fray
NEW	w	1	NEW FOUND GLORY EPITAPH 87008* (16.98)	Not Without A Fight
10	11	24	T.I. GRAND HUSTLE/A-LANTIC 512267*/AG (18.98) *	Paper Trail
) 16	17	19	SOUNDTRACK SUMMIT/CHOP SHJP/ATLANTIC 515923*/AG (18.98)	Twilight
NEV	w	1	VARIOUS ARTISTS FEARLESS 30119 '14 98)	Punk Goes Pop Volume Two
11	10	16	KANYE WEST ROC-A-FELLA/DEF JAM 012198*/IDJMG (13.98)	808s & Heartbreak
3	-	2	NEKO CASE ANTI- 86973/EPITAPH (17.98)	Middle Cyclone
20	23	25	KINGS OF LEON RCA 32712/RMG (17.98)	Only By The Night
18 2	24	15	BRITNEY SPEARS JIVE 40387/JLG (18.98) ⊕	Circus
17	19	20	PINK LAFACE 36759/JLC (18.98)	Funhouse
22	22		JASON MRAZ ATLANTIC 148508* AG (18.98) ⊕	We Sing, We Dance, We Steal Things.
14	12	13	KEYSHIA COLE IMANI GEFFEN 012395/IGA (13.98)	A Different Me
9	4	12	SOUNDTRACK INTERSCOPE 012502/IGA (13.98)	Slumdog Millionaire
		18	VARIOUS ARTISTS	NOW 29

NATIONAL SALES

Billeeard HOT DIGITAL SONGS

AL REPUBLIC 012572/UMRG (13.98) ④

1 2 3 4	1 2	5 12 11		CERT	STHIS 26	LAST	30	ARTIST (IMPRINT / PROMOTION LABE
	2	12	SWKS FLO RIDA (POE BOY/ATLANTIC)					I HATE THIS PART
3	4		POKER FACE		20	23	16	THE PUSSYCAT DOLLS (INTERSCOPE)
•		11	LADY GAGA (STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE)		27	36	4	ROCKIN' THAT THANG THE-DREAM (RADIO KILLA/DEF JAM/ID.
4 3	3		KISS ME THRU THE PHONE SOULJA BOY TELL EM FEAT. SAMMIE (COLLIPARK/INTERSCOPE)	1	28	35	7	HALO BEYONCE (MUSIC WORLD/COLUMBIA)
		2	THE CLIMB MILEY CYRUS (WALT DISNEY/HOLLYW.00D)		29	28	5	HOW DO YOU SLEEP? JESSE MCCARTNEY (HOLLYWOOD)
5 5	5		DEAD AND GONE T.I. FEAT. JUSTIN TIMBERLAKE (GRAND HUSTLE/ATLANTIC)		30	33	20	DON'T TRUST ME 30HI3 (PHOTO FINISH ATLANTIC/RRP)
6	9		MY LIFE WOULD SUCK WITHOUT YOU KELLY CLARKSON (19/RCA/RMG)		31	24	3	ALL THE ABOVE MAINO FEAT. T-PAIN (HUSTLE HARO/ATL
7 6	6	13	GIVES YOU HELL THE ALL-AMERICAN REJECTS (DOGHOUSE/DGC/INTERSCOPE)		32	25	48	I'M YOURS JASON MBAZ (ATLANTIC/RRP)
0	-		HERE COMES GOODBYE RASCAL FLATTS (LYRIC STREET)		33	43	5	IF U SEEK AMY BRITNEY SPEARS (JIVE/JLG)
9 8	8	5	I LOVE COLLEGE ASHER RDTH (SCHOOLBOY LOUD, SRC/UNIVERSAL MOTOWN)		34	-	1	KISS A GIRL KEITH URBAN (CAPITOL NASHVILLE)
0	-	1	HOME SWEET HOME CARRIE UNDERWOOD (19/ARISTA NASHVILLE)		35	-	1	HOEDOWN THROWDOW MILEY CYRUS (WALT DISNEY/HOLLYWO
11 2	7	6	CRACK A BOTTLE EMINEM, DR. ERE & 50 CENT (SHADY/AFTERMATH/INTERSCOPE)		36	37	18	WHITE HORSE TAYLOR SWIFT (BIG MACHINE)
12 1	10	35	JUST DANCE LADY GAGA FEAT. COLBY ODONIS (STREAMLINE KONLIME/INTERSCOPE)	Ø	37	21	3	JAI HO! (YOU ARE MY D A R RAHMAN & THE PUSSYCAT DOLLS (IN
13 1	12	19	HEARTLESS KANYE WEST (ROC-A-FELLA/DEF JAM/IDJMG)		38	27	34	HOT N COLD KATY PERRY (CAPITOL)
1	11	7	BLAME IT JAMIE FDXX FEAT. T-PAIN (J/RMG)		39	34	8	1, 2, 3, 4 PLAIN WHITE T'S (HOLLYWOOD)
15 1	15	27	LOVE STORY TAYLOR SWIFT (BIG MACHINE)		40	26	16	UNTOUCHED THE VERONICAS (ENGINEROOM/SIRE/W
16 1	16	15	BEAUTIFUL AKON (KONV CT/UPFRONT/SRC/UNIVERSAL MOTOWN)		41	32	8	THINKING OF YOU KATY PERRY (CAPITOL)
17 1	13	17	YOU FOUND ME THE FRAY (EPIC)		42	31	45	COLDPLAY (CAPITOL)
18 1	14	15	CIRCUS BRITNEY SPEARS (JIVE/JLG)		43	29	9	DIVA BEYONCE (MUSIC WORLD/COLUMBIA)
19 1	17	10	MAD NE-YO (DEF JAM/IDJMG)		44	42	9	SECOND CHANCE SHINEDOWN (ATLANTIC)
20 3	30	7	DAY 'N' NITE KID CUDI (FOOL'S GOLO/DOWNTOWN)		45	48	9	THAT'S NOT MY NAME THE TING TINGS (COLUMBIA)
21 1	9	9	TURNIN ME ON KERI HILSON FEAT. LIL WAYNE (MOSLEY/ZONE 4/INTERSCOPE)		46	-	1	ALREADY GONE KELLY CLARKSON (19/RCA/RMG)
22 4	17	4	YOU'RE NOT SORRY TAYLOR SWIFT (BIG MACHINE)		47	41	10	LUCKY JASON MRAZ & COLBIE CAILLAT (ATLAN
23 1	8	29	LET IT FOCK KEVIN RUDOLF FEAT LIL WAYNE (CASH MONEYAUNVERSAL REPUBLIC)	-	48	56	3	I KNOW YOU WANT ME (CALI PITBULL (ULTRA)
24 2	22	-7	SOBER PINK (LAFACE/JLG)		49	38	24	LIVE YOUR LIFE T.I. FEAT, RHANNA (DEF JAWGRAND HUSTLE/C
25 2	20	-7	SINGLE LADIES (PUT A RING ON IT) BEYONCE (MLSIC WORLD/COLUMBIA)	8	50	40	24	GOTTA BE SOMEBODY NICKELBACK (ROADRUNNER/RRP)

25 25 15 5 INDIA.ARIE

THIS	LAST	WEEKS ON CHT	TITLE ARTIST (IMPRINT / PROMOTION LABEL)	LEHI.
26	23	16	I HATE THIS PART THE PUSSYCAT DOLLS (INTERSCOPE)	
27	36	4	ROCKIN' THAT THANG THE-DREAM (RADIO KILLA/DEF JAM/IDJMG)	
28	35	7	HALO BEYONCE (MUSIC WORLD/COLUMBIA)	
29	28	5	HOW DO YOU SLEEP? JESSE MCCARTNEY (HOLLYWOOD)	
30	33	20	DON'T TRUST ME 30HI3 (PHOTO FINISH ATLANTIC/RRP)	
31	24	3	ALL THE ABOVE MAIND FEAT. T-PAIN (HUSTLE HARO/ATLANTIC)	
32	25	48	I'M YOURS JASON MBAZ (ATLANTIC/RRP)	8
33	43	5	IF U SEEK AMY BRITNEY SPEARS (JIVE/JLG)	
34	-	1	KISS A GIRL KEITH URBAN (CAPITOL NASHVILLE)	
35	-	1	HOEDOWN THROWDOWN MILEY CYRUS (WALT DISNEY/HOLLYWOOD)	
36	37	18	WHITE HORSE TAYLOR SWIFT (BIG MACHINE)	
37	21	3	JAI HO! (YOU ARE MY DESTINY) A R RAHMAN & THE PUSSYCAT DOLLS (INTERSCOPE)	
38	27	34	HOT N COLD KATY PERRY (CAPITOL)	8
39	34	8	1, 2, 3, 4 PLAIN WHITE T'S (HOLLYWOOD)	
40	26	16	UNTOUCHED THE VERONICAS (ENGINEROOM/SIRE/WARNER BROS.)	
41	32	8	THINKING OF YOU KATY PERRY (CAPITOL)	
42	31	45	VIVA LA VIDA COLDPLAY (CAPITOL)	8
43	29	9	DIVA BEYONCE (MUSIC WORLD/COLUMBIA)	
44	42	9	SECOND CHANCE Shinedown (Atlantic)	
45	48	9	THAT'S NOT MY NAME THE TING TINGS (COLUMBIA)	
46	-	1	ALREADY GONE KELLY CLARKSON (19/RCA/RMG)	
47	41	10	LUCKY JASON MRAZ & COLBIE CAILLAT (ATLANTIG/RRP)	
48	56	3	I KNOW YOU WANT ME (CALLE OCHO) PITBULL (ULTRA)	
49	38	24	LIVE YOUR LIFE TI. FEAT RHANNA (DEF JAWGRAND HUSTLE/IDJMG/ATLANTIC)	

Testimony: Vol. 2, Love & Politics

3

24/7 NEWS ONLINE @ www.RadioandRecords.com 41

R&R THE BACK PAGE

Sylvia Strobel

Leading the Pennsylvania Public Television Network is only one aspect of executive's involvement in broadcasting—which also includes a supervisory role with AWRT

Cyndee Maxwell CMaxwell@RadioandRecords.com

ylvia Strobel is president/GM of Pennsylvania Public Television Network, where she oversees network operations for eight public TV stations and manages a \$12 million annual budget. She is also senior partner in the law firm Lehmann Strobel, which she co-founded in 1996. Her practice is devoted to entertainment and multimedia law, First Amendment issues, intellectual property protection and business law. • She has worked in and with the broadcasting industry for nearly 20 years. In addition, she is chairman of the national board of directors of American Women in Radio and Television, treasurer of the board of the Pennsylvania Women's Campaign Fund and a past member of the board of governors of the National Television Academy/Upper Midwest Region.

Network

How long have you been a member of AWRT? How did you first become aware of the group?

I first joined AWRT in the mid-1990s when I worked for the Corporation for Public Broadcasting in Washington and attended one of AWRT's annual conferences. I remained active with AWRT through several movesincluding stints in the Twin Cities and now near Philadelphia—and joined the national board in 2001.

How has AWRT membership benefited you and your career?

I have met some outstanding mentors, friends and in some cases future employees and business partners through AWRT. Members have also supported and advised me on a number of career matters.

How did you rise to the executive level at AWRT?

Well, I volunteered-or more precisely,"Be careful what you ask for." All kidding aside, I served on a number of committees at the national level before joining the executive committee of AWRT and have been very fortunate to be asked to serve in such a great organization.

Now that you're chairman of the national board of directors, what are your plans for the group?

We have a new strategic plan to implement, which will

'Education, networking, marketing and building new business relationships should never stop. As a matter of fact, I believe that these activities should actually increase during an economic decline. -Sylvia Strobel

be my primary focus. Our industry also faces a lot of challenges and opportunities, which will have a direct impact on the direction of AWRT, our membership and our goals.

How did your TV career start?

I began my broadcasting career during law school, when I interned at KTCA-TV in St. Paul. I have worked in public broadcasting for a number of years and in 1996 cofounded a media and entertainment law firm,

where I continue to work with TV and radio producers, talent, ad agencies and the Pennsylvania like. Although I have not worked in a **Public Television** radio station, I find radio to be much more creative than television. After completing president/GM the [National Assn. of Broadcasters Education Foundation's] broadcast leader-

> ship training program in 2001, I realized that I would love to own radio stations someday.

What are the differences between working for a noncommercial entity vs. a commercial one? Are the pressures any less?

One of my favorite sayings is, "Nonprofit is a tax status, not a business plan." Well-run noncommercial broadcasters have the same ups and downs as commercial broadcasters, and most have the same objective: to serve the local community. I currently serve as president and GM of the Pennsylvania Public TV Network, which is a state agency

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that comes with a whole different set of issues, including a single funding source. All media organizations, for profit or not, have their own identity, personality and focus, and my goal has always been to find the organization where I can be most productive and provide a great service to my community.



How do you manage a full-time workload with volunteer work, such as for AWRT?

I have the world's greatest husband. Walter is not just my husband but also my business partner in our law firm, and he has supported me through many career changes. He is also responsible for the well-roundedness of our two children.

While discrimination against anyone on the basis of gender is illegal, do you think that it still exists subtly?

Absolutely and unfortunately. I believe we have come a long way since I first entered the broadcast industry in 1990, but there are too many occasions where I am still the only woman at the conference table.

What would your advice be for females in media who might think they're not treated equally in their work with respect to pay or advancement?

Talk to your supervisor. As a general rule, women do not negotiate for enough when offered a job, which needs to change. Once in a job, it may be difficult or uncomfortable to raise the issue of pay or additional opportunities. That said, women need to learn to ask. You won't "get" if vou don't "ask."

Men are also welcome to join AWRT. How does it help the membership to include men?

AWRT provides an incredible place to network, share ideas, enter into business deals and learn from one another, regardless of gender. The men who are members of AWRT provide a great perspective for women in the industry and are clearly committed to advancing AWRT's goals and objectives.

With the tough economy, companies are tightening their belts more than ever. How can managers justify sending their staff to conventions and live events, such as the Women's Media Forum? What is the ROI?

Education, networking, marketing and building new business relationships should never stop. As a matter of fact, I believe that these activities should actually increase during an economic decline, as an organization and its people will be better prepared to grow once the worst is over and will have a leg up on the competition that did not continue to invest in its employees. R4R

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TITLE

PAGE

15

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		ties For The Dent Ada	
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SUE DATE	PAGE NUMBER(S)
12/5/08	62
11/28/08	14-15
11/21/08	26
11/14/08	46
10/31/08	26
10/24/08	30
10/24/08	16
10/17/08	54
9/26/08	28
9/12/08	26
9/5/08	43
9/5/08	25
8/29/08	44
8/15/08	43
8/8/08	62
8/1/08	18-20
8/1/08	19-20
6/6/08	14-15
5/30/08	102
5/2/08	66
4/18/08	29
4/11/08	33
4/4/08	40
4/4/08	12-14
3/21/08	29
3/7/08	40-42
2/29/08	14-16
2/22/08	12-14
2/15/08	6
2/1/08	16
2/1/08	34-36
2/1/08	59
1/25/08	18
1/18/08	44
1/11/08	3
1/11/08	16-17
12/14/07	3
12/14/07	11
12/14/07	18-19
11/30/07	3
11/23/07	14-15
11/16/07	3
	12-16
11/2/07	60
11/2/07	24-25
10/26/07	24-25 57
10/19/07	3
10/5/07	
10/5/07	43

The Year Of The PPM Controversy Formats in Flux **PPM Panelists Exposed PPM Best Practices Playbook** Beyond The Press Releases, Part 2 **Beyond The Press Releases** Watching The detections **United They Stood** The PPM Heads To A Higher Court Prospering In A PPM World, Part 2 Selling Beyond The Numbers Prospering In A PPM World The PPM Heralds A New Era In Sales PPM Is A-OK For Smooth Jazz Mega Recipe For Success Wait to Accreditate? PPM For Dummies Ready, Set, Launch Living In A PPM World Spanish-Language Radio In A PPM World P1s Come First With PPM Houston: We Had A Problem PPM: Don't Panic! Arbitron Watchdogs **Getting The Sample Right PPM's Country Accent Canadian Cooperation Eases PPM Penetration** Appointment Listening in a PPM World The PPM And The Law of Unintended Consequences The PPM: Passing The 'Gut Check' Urban Renewal How Public Radio Looks In The PPM Mapping The DNA of PPM The (Fly) Ins And Outs Of The PPM PPM Focus On 18-24 'Paying Off' Audience Surveillance Arbitron Narrows PPM Sample Guarantee The Idiot's Guide To Arbitron **Arbitron Feels The Heat** Arbitron Puts Brakes On Further PPM Rollout **Prepping Personalities For The PPM New York PPM Data Stirs Controversy Countdown To Ratings Reality Radio Sales on Planet PPM** This Is Not A Test Arbitron Issues That Affect Latin Formats

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