Head Start

It's the start of a brand-new year, and labels are already Going for Add with some of their hottest artists, hoping that their early birds catch the worm. Look for the competitiveness to really heat up in the coming weeks, especially at Rock, Active Rock, Alternative and Triple A. Meanwhile, here's a look at the artists who have a head start on the race to No. 1.

After reaching No. 1 on R&R's Country chart with "Who's Your Daddy," Toby Keith rocks in the new year with "Rock You Baby," the third single from his double-Platinum CD Unleashed. Keith made his debut performance at the Grand Ole Opry on Dec. 14, and he has also been nominated in both the Favorite Country Artist and Favorite Country Album categories for the 33 American Music Awards.

Keith and Keith Urban have more in common than having a "Keith" in their names. Urban also recently scored a No. 1 hit on R&R's Country chart with "Somebody Like You." Next week Urban will be bringing his smash hit to AC and Hot AC, hoping to gain a new audience and compare more formats.

The Hot Red Chili Peppers continue their red hot ways as they introduce "Can't Stop" to Rock, Active Rock, Alternative and Triple A formats next week. The song, the third single from the band's eighth CD, By the Way, is already making its presence felt on several of the charts. During the band's holiday break, guitarist John Frusciante spent much of his time in the studio working on his fourth solo effort.

American Hi-Fi hope to have the winning combination at Alternative as they go for adds with "The Art of Losing," the lead single and title track from their forthcoming Feb. 25 release. "Art" was written by American Hi-Fi singer-guitarist-songwriter Stacey Jones, who started the band after playing drums for such acts as Letters to Cleo, Aimee Mann and Venus Salt.

Next week offers a few poignant titles about relationships in peril, starting with Justin Timberlake's "Cry Me a River." The 'N Sync standout's second single is Going for Adds at Urban and was produced by Timbaland, who also appears in the video. Much buzz surrounds the video, which shows Timberlake breaking into his girlfriend's house and filming himself making out with another girl after discovering that his girlfriend has been cheating on him. Timberlake is currently featured on the covers of Wire and Rolling Stone and will be presenting an award at the American music Awards.

Lucy Woodward presents "Dumb Girls" to Hot AC, the first single from the 23-year-old New Yorker's Atlantic debut, While You Can. Produced by John Shanks (The Corrs, Sheryl Crow, Stevie Nicks) and Kevin Kadish, "Dumb Girls" is about the end of a romance. It's "about thinking that it could never happen to you," says Woodward. "You think that everything's going so well, so you fool yourself into thinking your relationship is invincible, like 'He'll never break up with me.' But that's not always how it works out."

Maybe Lucy should have listened to the advice given by Craig David on his latest single, "Hidden Agenda." In the song, produced by Mark Hill, David sings to a girl about how her man is doing her wrong. The midtempo, guitar-driven track arrives at Pop and Rhythmic stations next week.

Finally, Bon Jovi are Going for Add at Pop with "Misunderstood," the latest offering from their album Bounce. Bon Jovi appeared on Fox's America's Best New Year's Eve with a pre-taped Australian performance. The band will be performing in Japan throughout January, including a full-length acoustic show in Yokohama on Jan. 19. Touring will resume in the States on Feb. 8.

— Mike Fliss