

RADIO LEADERSHIP FORUM

10 Top Leaders—From Execs
Leading Publicly Traded
Behemoths To Private Regional
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Exploding Audio Entertainment
Marketplace pp.20-44

SEDUCING THE PPM

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Successful Ratings p.46

R&R

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SEPTEMBER 28, 2007 NO. 1729 \$6.50

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PLUS

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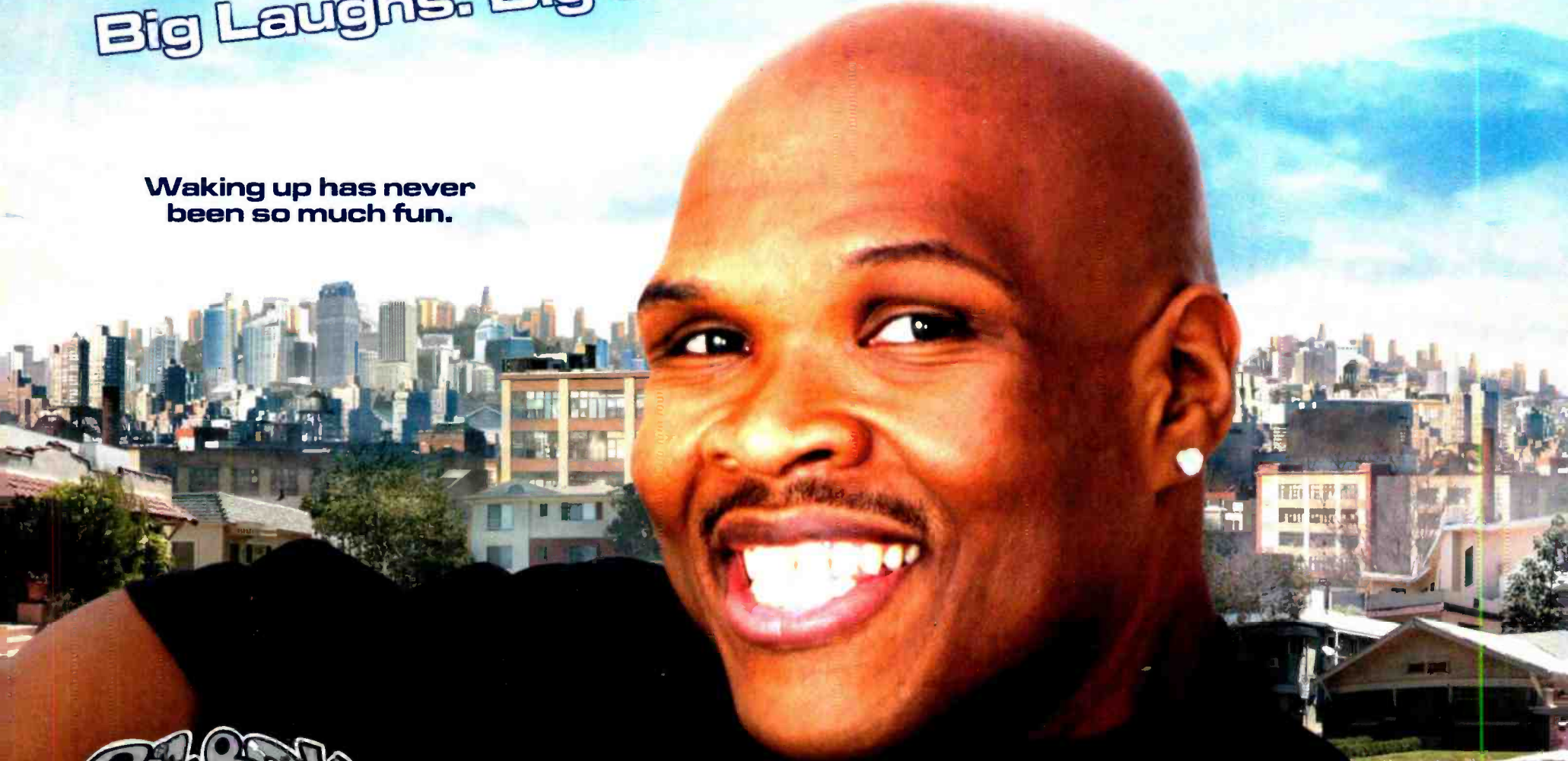
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 ll as adding oldies to the ...

is headquartered in ...
 consultants located coast to ...
 tionally. —Chuck Taylor

Channel Buyout to Shareholder

of Clear Channel share- ...
 pt. 25 to accept the sweet- ...
 er share buyout offer pro- ...
 up led by Thomas H. Lee ...
 ain Capital Partners. The ...
 al likely will take the San ...
 ion private by year's end. ...
 Clear Channel's total shares ...
 d in the special vote, with ...
 shares cast in favor of the ...
 uring the 66% margin nec- ...
 e bid. —Jeffrey Yorke

The Audience Still To Alcohol Ads

Alcohol advertising on radio ...
 8% between 2001 and 2006, ...
 e-third of alcohol radio ads ...
 likely to be heard by under- ...
 n adults on a per capita basis, ...
 study conducted by Virtual ...
 rces for the Center on ...
 ting and Youth. Last year, one ...
 radio ads were placed where ...
 audience was greater than ...
 ntary threshold adopted in ...
 groups for beer and distilled ...
 Katy Bachman, Mediaweek

ign in partnership with the HD Digital ...
 Radio Alliance. Spots will air in 100 markets ...
 on 700 stations. —Mike Boyle

won't make it to five minutes, closer to 4.5, according ...
 hour, meaning one more minute of content added to all dayparts."

—Mike Boyle and Katy Bachman, Mediaweek

NEWS UPDATES AROUND THE CLOCK:
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Our first round draft pick.

Dan Patrick has joined the Content Factory



312 654 2463

Versnick Follows The Mississippi North

Clear Channel news/talk WREC/Memphis PD Steve Versnick will head north for similar duties at N/T sister KTLK/Minneapolis.



Versnick

He replaces exiting market veteran Doug Westernman. Versnick joined WREC in 2005 from Clear Channel's WGST/Atlanta, where he was director of programming and operations for the company's Atlanta Braves Radio Network. He begins Oct. 8. —Ken Tucker

SoundExchange Wins Over Two Dozen Small Webcasters

On Sept. 18, SoundExchange announced that 24 small webcasters have signed agreements accepting settlement terms to pay royalties for streamed recordings at rates lower than those set by the Copyright Royalty Board earlier this year. Attorney David Oxenford said most small webcasters he represents have yet to make a deal. "My clients want to grow real businesses that are not artificially constrained by SoundExchange's arbitrarily chosen limits."

—Susan Butler and Brooks Bolick

Network And Spot Radio Spending Down

R&R's parent company, the Nielsen Co., has issued its half-year report on advertising spending, which overall is down 0.5% from the same period last year. However, Internet spending climbed a whopping 23.2%. Of interest to radio, but not welcome news, is the 1.8% decline in spot radio spending and the 8.5% dip in network radio spending. —Mike Boyle

PPM 'Pre-Currency' Hits NYC

The Portable People Meter rolled out Sept. 20 in New York, the first day "pre-currency" data was collected in the No. 1 market. The first monthly pre-currency data, covering the period Sept. 20-Oct. 17, will be released Nov. 7. The first "live" data, covering Nov. 15-Dec. 12, arrives Dec. 31. As of Sept. 13, Arbitron said the target for installs for the market was 5,170, but the company had actually installed 5,471 meters, or 106% of its target. Still, as of Aug. 29, the last day of the first week of the pre-currency September survey, only 567 18- to 34-year-olds were in the average daily in-tab for the market, 364 short of the target of 931.

—Mike Boyle and Paul Heine

Understanding Urban Audiences With The PPM

Interop's ninth annual Power of Urban Radio symposium held Sept. 20 convened marketing decision-makers, radio sales executives and senior agency executives to discuss the potency of urban radio in reaching African-American consumers, who command \$710 billion of spending power. Interop senior VP of urban marketing Sherman Kizart spearheaded the event with guidance from co-chairs Radio One/Atlanta VP/GM Wayne Brown, CBS Radio/Atlanta senior VP/market manager Rick Caffey, Cox Radio/Atlanta VP/GM Tony Kidd and local co-chairs Emmis/New York senior VP Dan Halyburton and Inner City/New York VP/GM Deon Levingston.

After spending several years in Atlanta, the symposium was held in New York to more effectively reach ad buyers and media planners that are based there. Through a series of panels, the undeniable strengths of African-American consumers and radio's unique ability to reach and connect with this audience were revealed. Among the more compelling presentations of the day was "Urban Radio in a PPM World," delivered by Emmis radio division president Rick Cummings, Arbitron director of urban media service Julian Davis and ROI Media Solutions partner Mark O'Neil. While some urban AC and gospel stations in Houston and Philadelphia have taken ratings hits as the methodology converts from diary to the Portable People Meter, the information presented shows that the PPM may still reveal information that can help the formats. According to the study by ROI Media Solutions, black listeners are extremely loyal to urban radio and the medium as a whole. PPM ratings show that 75% of African Americans listen to radio more than they are exposed to other mediums, when broadcast TV and cable/satellite TV are listed separately. The data also shows that radio reaches 97.5% of all black persons 18+ who are employed full- or part-time. While many general-market listeners tune away to other stations during stopsets, urban listeners tend to retain more audience throughout commercial breaks. —Darnella Dunham

Strategic Radio Solutions Taps Kaake As VP

Bob Kaake, former regional VP of programming for Clear Channel/Chicago, joins media brand development research company Strategic Radio Solutions as VP of programming and strategic implementation.



Kaake

Kaake says, "I can't begin to say how excited this makes me—being able to have my career evolve and grow in another whole aspect of broadcasting."

During his tenure with Clear Channel, Kaake also served as OM of smooth jazz WNUA and AC sister WLIT, both in Chicago. Prior, he was VP of programming for Viacom Broadcasting, then Sandusky/Seattle director of programming. Kaake is Seattle-based. —Carol Archer

Arbitron Reranks Markets

With the fall ratings period now under way, Arbitron has completed its annual reranking of measured U.S. radio markets.

The biggest change came in Charlotte, where a metro redefinition added 30% to the market's size and pushed the city from rank No. 33 to No. 25.

Other movement came in Boston, which edges up from No. 11 to No. 10, flipping positions with Detroit. Also trading market positions were Atlanta, now No. 8, and Washington, now No. 9. —Mike Boyle

MOVERS & SHAKERS

Joseph Giganti is appointed president/COO of Sovereign City Communications. Giganti is a veteran radio programmer who previously served as president of Veritas Media Group, a Washington public relations and production firm . . . Sujata Murthy rises to senior VP of public relations at Universal Music Enterprises. She reports to Mike Davis, GM of UME, and is based in Santa Monica, Calif. Most recently, Murthy was VP of public relations for UME . . . Bob Brown is named director of sales for Border Media Partners' San Antonio cluster. The conglomerate comprises news/talk KTSA-AM, adult hits KJXX, rhythmic KTFM, regional Mexican KLEY, regional Mexican KSAH, Latin pop KRIO, Mexican oldies KZDC and Spanish religious KTXX. He previously headed sales for the company's English stations . . . After a year with the Audience Development Group as a senior consultant, veteran programmer Kevin Robinson is promoted to partner in the consulting firm. His programming accomplishments include a stint as CBS Radio VP of hot AC programming and PD of hot AC KYKY (Y98)/St. Louis, Salem contemporary Christian WZFS (106.7 the Fish)/Chicago, then-Infinity oldies WJMK/Chicago, AC WBUF/Bufalo and WVIC/Lansing, Mich. He remains based in St. Louis . . . Tiffany Tauscheck, marketing manager for Saga AC KLTI (Lite 104.1) and oldies KIOA Des Moines, leaves the stations after three years. She will be new director of marketing for the Greater Des Moines Convention and Visitors Bureau.

Business Briefing

By Jeffrey Yorke

Receiver Retailers, Automakers Back Satcaster Merger

Electronics retailers and auto manufacturers have put in their 2 cents on the proposed merger of satcasters Sirius and XM—and it seems they want it, if for nothing else than to make sales a bit simpler.

Radio Shack is the latest to join the parade, on the heels of support from Circuit City and Crutchfield and automotive manufacturers American Honda, Toyota and Hyundai, all of whom are sorting through an array of choices being offered to consumers, including hook-ups for iPods and MP3 players, terrestrial radio, HD radio, CD players, audio cassette players and satellite radio. Radio Shack chairman/CEO Julian Day says, "The merger will spark a new generation of services and products with more advanced and user-friendly features."

Meanwhile, August retail sales for the satcasters were lighter than Stifel Nicolaus analyst Kit Spring expected. Based on data from research firm NPD Group, Sirius sales fell 27% and XM sales were off 35%. (Sirius maintained its 61% share of the aftermarket.) Spring expected Sirius sales to be off by only 24% and XM by 19%. But, he points out, while the numbers "give a fairly good guide to the companies' retail sales, they do not include Wal-Mart, which may be gaining market share." He adds that the retail channel "is becoming less important as the business model becomes OEM-centric [factory-installed]."

Consolidation Blamed For Lack Of Diversity

Consolidation has meant that media outlets are forced to respond to Wall Street rather than their audiences, resulting in "homogenized and dumbed-down news that doesn't reflect who we are," FCC commissioner Michael Copps told an FCC media ownership hearing at the Rainbow/PUSH headquarters Sept. 20 in Chicago.

Copps pounded the populist drum that media consolidation is evil and encouraged the public to "get involved big-time, like your future depends on it, because it does."

Chairman Kevin Martin said the goals of the FCC's review of media ownership rules include "taking into consideration the competitiveness of the market as well as the preservation of diversity and localism."

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R&R NO.1

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LATIN POP	100	Me Enamora / Juanes
TROPICAL	101	La Travesia / Juan Luis Guerra Y 440
LATIN RHYTHM	101	Ella Me Levanto / Daddy Yankee

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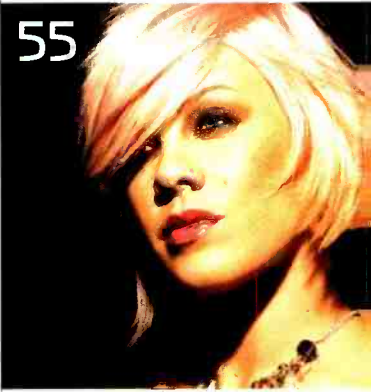
Pink posts fourth No. 1 and second consecutive chart-topper at CHR/Top 40 as "Who Knew" (Zomba) rises 2-1.



DICKEY: CHRIS MCKAY/RETNA LTD.



'We have made no bones about it; we are a consolidator. We are intent on growing our platform and continuing to consolidate the industry.' p.42



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What's New This Week Online

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Oct. 1
All Phase 2 summer Arbitrends have been revealed. Now's your chance to see how everyone else did. [▶ Click on Ratings](#)

T

Oct. 2
Looking for a new job? R&R has listings of some of the best opportunities in radio. [▶ Click on Resources](#)

W

Oct. 3
Deeper as-it-happens news coverage, more exclusives. [▶ Bookmark Radioand-Records.com](#)

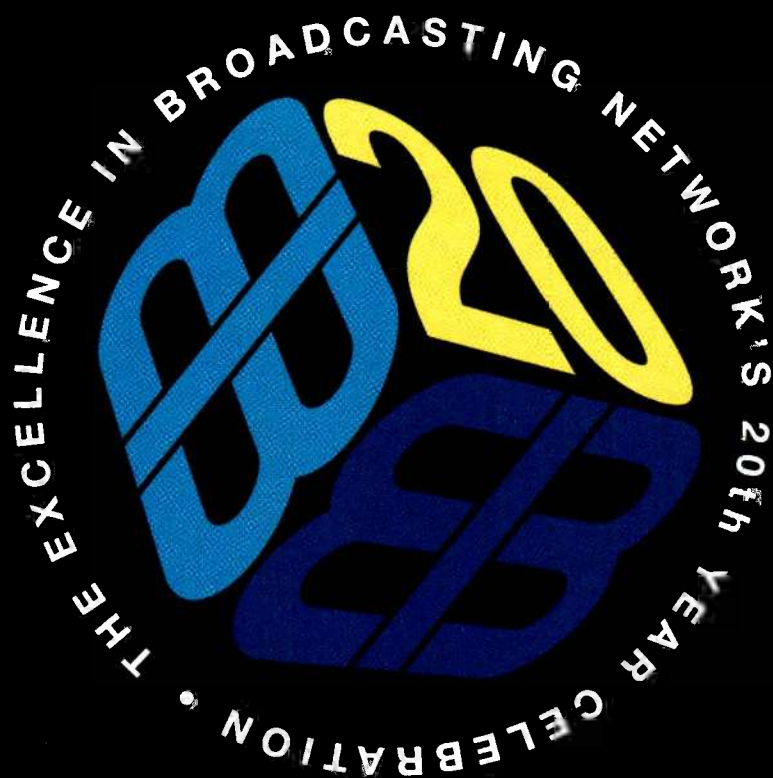
T

Oct. 4
Check out the R&R Country Callout. [▶ Click on Charts](#)

F

Oct. 5
Connect yourself with the whole industry: Get listed in the R&R Directory. [▶ Click on R&R Directory](#)





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Advertising Artist Ken Diamond

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Cry Me A River In Charlotte



Just when we'd thought we'd seen the worst year-over-year spending drop among top radio advertisers in a single market with our examination of San Francisco (R&R, Sept. 14)—where nine of that city's top 10 radio advertisers from first-half 2006 spent less a year later—we drop in on Charlotte, where all 10 '06 advertisers cut back considerably in first-half 2007. Ouch!

Three of Charlotte's '06 advertisers left \$400,000 or more out of their budgets a year later. Cutting deepest was Hubbard Automotive, which shed about \$460,000 year over year, sliding from \$504,101 to just \$40,063. The other largest cuts were made by AT&T—which slid roughly \$420,000, from \$989,470 to \$562,463—and Cox Enterprises, which reduced spending nearly \$400,000, from \$548,446 to \$152,894.

Another three of last year's top 10 advertisers dropped between \$300,000 and \$395,000 year over year, with Walt Disney tightening its belt the most. It shed more than \$390,000, moving from \$531,476 to \$140,494. National Amusements cut about \$380,000 from its budget, sliding from \$619,783 to \$240,066, while Lowes held on to roughly \$350,000 year over year, dipping from \$453,499 to \$107,750.

The remaining four advertisers spent anywhere from \$170,000 to \$290,000 less year over year. Sonic Automotive topped that list, with a slip from \$421,034 to \$129,993. Meanwhile, Time Warner and McDonald's cut about \$230,000 from their budgets, with the former moving from \$504,180 to \$271,392 and the latter dipping from \$454,785 to \$218,518. The most shallow cuts in the market were made by financial services giant Berkshire Hathaway, which went from \$595,598 to \$419,218.

In total, the top 10 first-half '06 radio advertisers in Charlotte had combined for \$5,622,372. A year later, that same group of advertisers spent only \$2,282,851 in the market.—Susan Visakowitz

Top Charlotte Radio Advertisers (Dollars) PERIOD: JAN. 1-JUN. 30

PARENT COMPANY	1H 2006	1H 2007
AT&T	\$989,470	\$562,463
BERKSHIRE HATHAWAY	\$595,598	\$419,218
COX ENTERPRISES	\$548,446	\$152,894
HUBBARD AUTOMOTIVE GROUP	\$504,101	\$40,063
LOWES COS.	\$453,499	\$107,750
MCDONALD'S	\$454,785	\$218,518
NATL AMUSEMENTS	\$619,783	\$240,066
SONIC AUTOMOTIVE	\$421,034	\$129,993
TIME WARNER	\$504,180	\$271,392
WALT DISNEY	\$531,476	\$140,494

Top Charlotte Radio Advertisers (By Units) PERIOD: JAN. 1-JUN. 30

PARENT COMPANY	1H 2006	1H 2007
AT&T	12,868	11,558
BERKSHIRE HATHAWAY	10,983	14,112
CLARKS SCOTT TYTA-SCION CITY	7,138	7,284
HOME DEPOT	6,767	7,727
HUBBARD AUTOMOTIVE GROUP	9,817	1,510
MCDONALD'S	6,410	6,588
NATL AMUSEMENTS	3,668	7,574
SONIC AUTOMOTIVE	6,510	5,588
TIME WARNER	7,594	8,793
WALT DISNEY	16,935	1,7157

SOURCE: Nielsen Monitor-Plus



Arbitron just completed its annual reranking of measured U.S. radio markets and the biggest change came in Charlotte, where a metro redefinition added 30% to the market's size and pushed the city from No. 33 to No. 25.

POPULATION: 1,886,100

RADIO MARKET RANK: 25

DEMOGRAPHICS:*

	TOTAL 91-MARKET POPULATION %	CHARLOTTE ARBITRON METRO %	INDEX
AGE 18-24	13%	12%	92
AGE 25-34	18%	20%	110
AGE 35-44	20%	22%	107
AGE 45-54	19%	19%	100
FEMALE	52%	51%	100
WHITE	81%	77%	95
AFRICAN AMERICAN	13%	20%	154
HISPANIC ORIGIN	16%	7%	43
LISTENED TO RADIO ONLINE (PAST 30 DAYS)	9%	11%	116

NO. OF RADIO STATIONS: 20

RADIO OWNERSHIP:

OWNER	NO. OF STATIONS	RATINGS SHARE**
CBS	1 AM, 5 FM (6)	28.6%
CLEAR CHANNEL	5 FM	20.6%
LINCOLN FINANCIAL	1 AM, 1 FM (2)	8.4%

FORMATS: 2 country, 2 urban AC, 2 classic hits, 2 regional Mexican, 2 AC, 1 urban, 1 N/T, 1 CHR/top 40, 1 classic rock, 1 rhythmic, 1 alternative, 7 other

RATINGS LEADERS:**

STATION	FORMAT	AQH SHARE 12-PLUS
WBAV-FM	URBAN AC	6.5
WSOC-FM	COUNTRY	6.3
WPEG-FM	URBAN	6.0
WBT-AM-FM	NEWS/TALK	5.2
WKKT-FM	COUNTRY	4.8

INTERESTING FACT:*

Thirty percent of Charlotte metro-area consumers bought a meal at a fast food outlet in the past 30 days as a result of mail advertising, 18% above the national average.

* Source: Scarborough Charlotte Multimarket Study, Release 1 2007 (February 2006-March 2007)

**Source: Arbitron Spring 2007 Report

CHARLOTTE STATION SNAPSHOT

Wednesday, Sept. 19, 11 a.m.-11:30 a.m.

Alternative WEND

- "Straight Lines," Silverchair
- "Longview," Green Day
- "Chasing Cars," Snow Patrol
- "So Cold," Breaking Benjamin
- "Never Too Late," Three Days Grace
- "Face Down," Red Jumpsuit Apparatus
- "Glycerine," Bush



Regional Mexican WNOW

- "Es Cosa De El," Graciela Beltran
- "Estos Celos," Vicente Fernandez
- "Te Voy A Mostrar," Diana Reyes
- "Te Sigo Queriendo," Christian Castro
- "Tu Falso Orgullo," El Coyote Y Su Banda Tierra Santa

CHR/Top 40 WNKS

- "Home," Daughtry
- "Sexy Love," Ne-Yo
- "Who Knew," Pink
- "Semi-Charmed Life," Third Eye Blind
- "Big Girls Don't Cry," Fergie
- "(When You Gonna) Give It All To Me," Sean Paul



Rhythmic WIBT

- "Crank That (Soulja Boy)," Soulja Boy
- "Hate That I Love You," Rihanna Feat. Ne-Yo
- "Let It Go," Keyshia Cole Feat. Missy Elliott & Lil Kim
- "Girlfriend," Avril Lavigne
- "Sexy Lady," Yung Berg Feat. Junior
- "Let's Get Married," Jagged Edge
- "Make Me Better," Fabolous Feat. Ne-Yo



Urban WPEG

- "Until The End Of Time," Justin Timberlake
- "Stronger," Kanye West
- "Same Girl," R. Kelly Duet With Usher
- "Put A Little Umph In It," Jagged Edge Feat. Ashanti
- "You Know What It Is," T.I. Feat. Wyclef Jean



Urban AC WBAV

- "Practice What You Preach," Barry White
- "Very Special," Ronnie & Debra Laws
- "Please Don't Go," Tank
- "I'll Be Around," Spinners
- "In My Songs," Gerald Levert
- "If I Have My Way," Christette Michele



Country WSOC

- "I Got A Feelin'," Billy Currington
- "Measure Of A Man," Jack Ingram
- "Baby's Got Her Blue Jeans On," Mel McDaniel
- "Living In Fast Forward," Kenny Chesney
- "Every Once In A While," Blackhawk
- "So Small," Carrie Underwood
- "Long Black Train," Josh Turner
- "Because Of You," Reba McEntire With Kelly Clarkson
- "Goin' Through The Big D," Mark Chesnutt



ARBITRON RATINGS

Persons 18-34

	Winter 2007	Spring 2007 (rank)
WPEG-FM	12.4	11.2 (1)
WNKS-FM	9.1	8.7 (2)
WIBT-FM	9.1	8.3 (3)
WBAV-FM	5.6	6.5 (4)
WEND-FM	4.4	5.5 (5)
WKKT-FM	6.0	4.7 (6)
WSOC-FM	4.4	4.3 (7)
WLYT-FM	3.5	4.1 (8)
WRFX-FM	6.2	3.9 (9)
WKQC-FM	3.8	3.4 (10)
WPZS-FM	1.1	2.6 (11)
WNOW-FM	--	2.4 (12)
WBT-AM	5.0	2.2 (13t)
WGSP-AM	2.7	2.2 (13t)
WNOW-AM	1.1	2.2 (13t)
WLNK-FM	3.3	1.8 (16)
WQNC-FM	1.8	1.6 (17)
WXRC-FM	2.4	1.4 (18)
WFNZ-AM	3.3	0.6 (19)
WNMX-FM	--	0.2 (20)

Persons 25-54

	Winter 2007	Spring 2007 (rank)
WBAV-FM	7.9	8.4 (1)
WSOC-FM	5.9	5.4 (2)
WRFX-FM	6.4	5.3 (3)
WKKT-FM	5.1	4.7 (4t)
WNKS-FM	4.3	4.7 (4t)
WBT-AM	3.3	4.6 (6t)
WPEG-FM	4.4	4.6 (6t)
WLYT-FM	5.1	4.5 (8)
WLNK-FM	4.1	4.2 (9)
WKQC-FM	4.8	4.1 (10)
WPZS-FM	3.2	3.7 (11)
WXRC-FM	3.2	3.4 (12)
WIBT-FM	3.3	3.3 (13)
WEND-FM	2.9	3.2 (14)
WQNC-FM	3.6	2.3 (15)
WFNZ-AM	3.0	1.2 (16)
WGSP-AM	1.5	1.1 (17t)
WNOW-AM	1.1	1.1 (17t)
WNOW-FM	--	1.1 (17t)
WNMX-FM	0.7	0.6 (20)

12+ AQH share Mon-Sun 6a-mid

SOURCE: Arbitron

MEDIA CONSUMPTION COMPARISON

	TOTAL 91-MARKET POPULATION %	CHARLOTTE ARBITRON METRO %	INDEX
Arbitron Metro Area Aggregate	100	100	100
Demos			
Age of respondent			
18-34	31	32	103
35-54	39	41	104
55 or older	30	28	92
Household income summaries (HHLD)			
\$75,000 or more	39	35	91
Level of education			
College graduate (four-year college)	15	16	108
Post-graduate degree	10	8	82
Race			
Black/African American	13	20	154
Hispanic	16	7	43
Home Technology			
Items household owns (HHLD)			
Computer	72	71	100
Digital camera	46	44	96
Digital video recorder (TiVo, etc.)	29	27	95
High-definition TV (HDTV)	19	21	113
MP3 player (iPod, Creative Lab, etc.)	23	23	98
PDA (personal digital assistant device)	9	9	103
Satellite radio subscription (Sirius, XM)	6	6	102
Satellite TV subscription	24	27	110
Videogame system	27	27	99
Wireless/cellular service for other household member	40	44	111
Wireless/cellular service for self	72	77	107

SOURCE: Scarborough 2007 Release 1 Multimarket Database (February 2006-March 2007)

15-YEAR SNAPSHOT

Year-End Top-Selling Albums

Artist, Title	Year
Billy Ray Cyrus, "Some Gave All"	1992
Soundtrack, "The Bodyguard"	1993
Soundtrack, "The Lion King"	1994
Hootie & The Blowfish, "Cracked Rear View"	1995
Alanis Morissette, "Jagged Little Pill"	1996
Spice Girls, "Spice"	1997
Soundtrack, "Titanic"	1998
Backstreet Boys, "Millennium"	1999
'N Sync, "No Strings Attached"	2000
Linkin Park, "Hybrid Theory"	2001
Eminem, "The Eminem Show"	2002
50 Cent, "Get Rich Or Die Tryin'"	2003
Usher, "Confessions"	2004
Mariah Carey, "The Emancipation of Mimi"	2005
Soundtrack, "High School Musical"	2006



SOURCE: Nielsen SoundScan

CHARLOTTE FORMAT RANKER

	TOTAL 91-MARKET POPULATION %	CHARLOTTE ARBITRON METRO %	INDEX
Arbitron Metro Area Aggregate	100	100	100
Radio format profiles (M-S 6am-mid cumc)			
Gospel	2	8	519
Contemporary Inspirational	1	6	430
Adult Standards	2	5	270
Urban AC	7	15	206
Urban Contemporary	7	14	188
Talk/Personality	6	10	166
Classic Hits	6	9	154
Contemporary Christian	5	8	147
Country	17	24	141
Adult Contemporary	17	23	132
Jazz	2	2	129
Rhythmic Contemporary Hit Radio	10	13	128
Alternative	7	9	127
Classic Rock	10	13	126
Pop Contemporary Hit Radio	14	16	114
New Country	1	1	106
News/Talk/Information	23	21	92
Mexican Regional	5	4	83
Classical	6	4	68
All Sports	8	5	65
Album Adult Alternative	3	2	64
Active Rock	4	2	57
Religious	3	2	48
Hot AC	9	2	27
Album Oriented Rock	5	1	23
Oldies	7	2	21
Adult Hits	7	1	10
Spanish Tropical	2	0	10

SOURCE: Scarborough Multimarket 2007 Release 1 (12 months only)

TOP-SELLING ALBUMS

Year To Date (Through Sept. 9)

Artist, Title	Rank
Daughtry, "Daughtry"	1
Linkin Park, "Minutes To Midnight"	2
Akon, "Konvicted"	3
Norah Jones, "Not Too Late"	4
Fergie, "The Dutchess"	5
Soundtrack, "High School Musical 2"	6
Carrie Underwood, "Some Hearts"	7
Soundtrack, "Hannah Montana 2: Meet Miley Cyrus"	8
Nickelback, "All The Right Reasons"	9
Maroon 5, "It Won't Be Soon Before Long"	10



SOURCE: Nielsen SoundScan

Radio heavyweights align to push digital envelope

An Interactive Ecosystem For Radio

Kevin Stapleford
kstapleford@gmail.com

'Our essential challenges haven't changed, but the technology has. We've always focused on finding ways to touch our listeners and activate them. Now, we have better tools to accomplish this.'

—Tracy Johnson

Tracy Johnson and Mike Agovino have seen the future . . . and it's digital. Well, OK, almost everyone has seen that by now. But, unlike the legions of doom-and-gloom prognosticators, Johnson, the newly named COO of M2O Media, and Agovino, COO/co-founder of Triton Media, are positively giddy about radio's potential in the digital age. ■ The source of their unbridled enthusiasm is a system called [eco], a collaborative effort designed by M2O and Triton that is designed to not only grow revenue but also spark increases in audience share. ■ "[eco] is short for 'ecosystem,'" Johnson says, "which stands to represent an Internet strategy comprising many different products and functions, all working together to complement each other, rolled up into one database so that there's seamless integration throughout the entire system." ■ Agovino adds, "We bring a complete solution to the table, with best-in-breed partners in streaming, database management, social networking, mobile and any other technologies that are out there, and we put them in one place where you can deal with somebody that you've known for 25 years—like me or my partners—in terms of the sales process. So this application really represents a national sales channel that currently does not exist for most broadcasters."

Although they surely don't want to divert attention away from [eco], the men charged with rolling it out are noteworthy in their own right. In fact, now that they've stepped away from the traditional roles on which their respective reputations were forged, it can be said that Johnson

and Agovino represent the transitional nature of the radio industry as a whole.

A self-described "rep guy," Agovino rose through the ranks of Katz Radio, taking over as president in 1996. He launched Clear Channel Radio Sales in 2000 and then crossed the street to serve as co-COO of Interop before forming Triton Media in 2006.

"The motivation in getting out of the day-to-day of national sales and forming a startup company like Triton was the realization that most of the sales channels built around the radio industry were largely completely unprepared for the digital future," he says. "There was a definite excitement about getting the machete in our hands and cutting down the trees to help lead the industry through this transition."

For his part, Johnson considers himself a "radio lifer," having started as a 13-year-old DJ in Nebraska. After programming stints in Kansas City and Jacksonville, he landed at KKLQ (Q106)/San Diego in 1992 and then crossed the street to KFMB, where he was named GM in 1998 and oversaw the station's flip from Star to Jack in 2005.

"I would never have left what I consider to be the best radio job in America at KFMB," he says,

"if I didn't think that we have the secret sauce that can reinvigorate radio and keep it competitive over the long term."

The Secret Sauce

The "sauce" that Johnson refers to is the [eco]'s ability to act as more than a mere collection of features and functions. It's actually an all-encompassing digital strategy featuring a loyalty/rewards program that dovetails into a social networking application, allowing listeners to create their own communities within a station's Web site. This, in turn, is integrated with text messaging, online streaming and more.

"The result is a dynamic, living, breathing online and on-air strategy feeding into one database," Johnson says. "In all, there are dozens of individual features, and they all come through one vendor to make it easier to implement and manage."

[Eco] is also designed to amplify the natural strengths of radio even as listeners move further into the digital space. "Our essential challenges really haven't changed," Johnson says, "but the technology has. We've always focused on finding ways to touch our listeners and activate them. Now, we have better tools to accomplish this."

"The real exciting part is that we no longer need to rely on this engagement happening via on-air relationships alone. Instead, we can tap into all the different ways that listeners are participating in their own communities, within their own lifestyles, using their own technology choices. We can also track that participation and engagement for the benefit of our other clients—the advertisers."

This is where Agovino steps in, explaining that the station with the most listener touch points will be able to offer its advertisers the strongest levels of audience engagement. "We have a feature set that will really impact traffic," he says. "Then we can aggregate across hundreds of stations and actually build a meaningful radio vertical that will continue to morph in order to take in more current features that are a reflection of what people are doing online."

Um . . . that's fancy sales-speak for saying that [eco] connects not only stations to listeners, but stations within a cluster to form additional marketing and sales muscle. The system can also aggregate stations to create new regional, format and national sales platforms.

The Google Menace

Even though the [eco] team steadfastly views radio's glass as half full, they warn of specific threats posed by the continuing evolution of digital business models. "We have the potential for a huge problem in our industry as more and more buyers are trained in the Google method," Johnson says. "Advertisers are being shown that they can directly measure the consumer's response to advertising and pay accordingly—and they like it."

For years, he continues, "mass media has been all about the branding and much less about the accountability. Managing a database and accounting for all the activity that comes through

Continued on page 14





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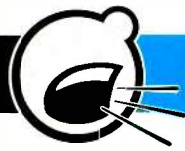
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NAB Radio Show® "Super Session"
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Charlotte Convention Center
Overview on Media and Technology

The Bedroom Project: Radio Uncovered

Jacobs Summit 12
Thursday, September 27
2:15 PM - 3:15 PM
Charlotte Convention Center
Radio-specific Insights





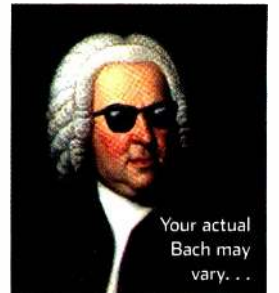
DC101: Hair Today, Gone Tomorrow

Label Love

Sony BMG RED Distribution has pulled off quite the coup by securing the mad skills of triple A radio goddess **Haley Jones** as RED senior director of artist development and promotion. RED senior VP **Danny Buch**, who pronounced his reaction as “beyond fantasmagorically thrilled,” had some comments about the hiring of Jones, deeply loved for her stints at **KMTT/Seattle** and **KFOG/San Francisco**. “We’ve been chasing Haley for eons,” he says. “Haley’s reputation speaks for itself: She brings a wealth of knowledge, experience and true passion to RED—all crucial in today’s quickly changing business. I look forward to adding her creative energy to our already explosive formula.” Jones can be reached at 415-244-6623 or haley_jones@redmusic.com.

’Twas the day before the fall book started, and all through D.C. . . . Citizens of our nation’s capital are still reeling from the spandex and hair mousse-infused panic brought about Sept. 19, when Clear Channel alternative **WWDC (DC101)/Washington** abruptly flushed the format and played nothing but ’80s hair bands all day. Turns out the station originally planned to do a Hair Band Weekend, but lacked the library depth to sustain two full days. “So some genius decided, ‘Let’s do a Hair Band Day—and not tell anyone,’” PD **Cruze** tells ST. Everyone laughed and laughed. Then it upped the ante: Not only did it not tell anyone, but the jocks were pulled off

the air and the request lines put on hold. The result: pandemonium, as the geek-manned D.C. radio message boards were quickly inflamed with the “news” that DC101 was changing format. Nothing but talk about DC101—the day before the fall book started. Mission accomplished. Cruze, however, now looks back fondly on his little 24-hour for-matic detour of love: “It’s about time that someone fully recognized the musical genius of **Jani Lane**—or was that **Sebastian Bach**?”



Bathroom Humor Always In Vogue

You knew it was just a matter of time before some wacky morning show created a bit out of Idaho Republican Sen. Larry Craig’s now-infamous men’s room adventure. And heeere they are! **Fernando & Greg** of **KNGY (Energy 92.7)/San Francisco** are well aware that Craig’s “stall of love” at the Minneapolis Airport has become a tourist attraction, so they capitalized on that fact

with a new contest. A very proud PD **John Peake** says: “The first Energy listener who submits a photo taken inside the stall in question wins—hang on to something—a ‘gay porn prize pack’ chosen especially for them,” he tells ST. The pack contains DVDs, various ointments, creams, lotions, salves and other sundries, “all guaranteed to make you gay,” Peake says.

Rock On, Tawn!

Our thoughts and best wishes are with veteran rock jock **Tawn Mastrey** (**KNAC/Long Beach, KQLZ [Pirate Radio]/Los Angeles**, etc.), who is suffering from liver failure due to hepatitis C. Finally, some good news: Mastrey is now officially at the top of the liver transplant list at the University of Minnesota Fairview Hospital, where she will remain until a suitable donor is located. “You’re not going to be able to keep up with me once I get well again,” Mastrey said after hearing the good news. In the meantime, Mastrey’s sister Cara and friends are organizing a benefit concert for her in Los Angeles in November. For more details and to show your love and support, go to tawnmastreybenefit.com.

Jock-O-Rama

■ South Florida radio icon **Footy** has been hired to do 9 a.m.-noon on Clear Channel talker **WIOD/Miami**, effective Oct. 1. “The Footy Show” will replace the syndicated **Glenn Beck**. Señor Footy is best-known for his 32 years on **WHYI (Y-100)/Miami**, which he left in May 2006. He joined WIOD earlier this year to do a Saturday shift.



Footy: Like he never left.

■ Meanwhile, one of Footy’s former co-hosts on Y-100, **Kenny Walker**, has just taken on afternoons across the street at Cox AC **WFLC (97.3 the Coast)**. Walker, who sat next to Footy from 2001 to 2006, was most recently seen co-hosting mornings with **Kim Bokamper** on Beasley’s crosstown sports talker **WQAM**.

■ **Annette Wade**, former PD of now-defunct **KSTE (Kiss FM)/New Orleans**, reappears in the market as the new Web director/midday jock at Entercom CHR/top 40 **WEZB (B97)**. Wade replaces **Tyler**, who left in July. “By the way, there

was no truth to the rumor that a Kevlar vest was included in her signing bonus,” B97 OM/PD **Mike Kaplan** tells ST Daily. “And don’t believe what you see on that new Fox show ‘K-Ville’—things are much rougher than they appear.”

■ **Big Greg**, who does nights on Radio One urban **WIZF/Cincinnati**, gets the biggest call of his life and excitedly packs for his major-market transfer to nights at sister **WHTD (Hot 102.7)/Detroit**, effective Oct. 1.

■ Midday personality **Guy Black** has left Inner City urban AC **WBLS/New York**. Listeners are advised to enjoy the rotating wheel of fill-in meat that will cover the shift until a permanent replacement is located.

■ Last week, we heard **Peter Bush** was leaving his longtime afternoon shift on Cumulus AC **WEBE/Bridgeport, Conn.**, in October after 18 years. However, a very persuasive PD **Curt Hansen** was able to quickly avert the crisis of trying to fill Bush’s size-19 shoes: “We barricaded the door to the building and wouldn’t let Peter

leave,” Hansen tells ST. “So he signed on for another 18 years.” Geek alert: Bush enjoys the rare distinction of being the final jock on **WABC/New York** on the last day of its celebrated “Musicradio 77” run before it flipped to talk.

■ Just a few miles up I-95 at **WKCI (KC101)/New Haven, Conn.**, PD **Chaz Kelly** is exhausted from her search for a new night jock/music coordinator—a quest that has taken her far and wide, to the four corners of . . . um, OK, nearby Danbury, Conn., if you must know, where she snags **Brady** from nights at Berkshire hot AC **WDAQ (98Q)** for nights/music coordinator duties. Here’s the weird part: Brady will replace **Zach Dillon**, who recently left to do (wait for it) middays on 98Q. Brady says of his newly adopted family, “I’m ecstatic about the opportunity to work with some of the best in the business . . . and I can only hope that the number of Red Sox fans in this building outnumber the Yankee fans.”

■ **Randi Plante** is the new midday goddess at **CHBN (91.7 the Bounce)/Edmonton, Ontario**, inbound from nights at **CJFM (Mix 96)/Montreal**.

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The Programming Department

■ Dittman Broadcasting's venerable CHR/top 40 **WABB/Mobile** has hired a new PD: Say hello to **Zac Davis**, currently PD of Clear Channel hot AC **KOSO (B93.1)/Modesto, Calif.** He replaces **Tom "Jammer" Naylor**, who recently resigned to take the reins of an equally heritage CHR/top 40 station, **WZOK/Rockford, Ill.** Davis, who hails from Daytona Beach, Fla., previously programmed **WGBT/Greensboro** and **WBVD/Melbourne**. Ironically, owner **Betsey Dittman** says, "Zac's first experience with radio was a trip to Mobile to visit WABB."

■ **Bob O'Dell** has departed as PD/brewmaster of Clear Channel '80s rock **WBWR (the Brew @ 105.7)/Columbus, Ohio**. O'Dell, who joined the Brew almost two years ago from the senior PD chair at Cumulus/Savannah, Ga., can be located at 330-353-4919.

■ **Ron Roberts** is the new PD of Qantum CHR/top 40 **WWXM (Mix 97.7)/Myrtle Beach, S.C.** The gig recently became available when Mix PD/afternoon jock **AJ** and midday talent **Rob** left to become the new morning team at Artistic Media Partners CHR/top 40 **WNDV (U93)/South Bend, Ind.** Roberts' previous programming experience includes a stint at Cenla CHR/top 40 **KQID (Q93)/Alexandria, La.** Most recently, he's been doing fill-in at **WEZB (B97)/New Orleans**.

■ Speaking of KQID, **Trent Erikson** is the new PD/MD at the station. Erikson, last seen in the programming chaise longue at Cumulus hot AC **KQHN (Mix 97-3)/Shreveport, La.**, replaces **D.K. Pierce**, who has left the building.

■ There was free cake in abundance at Clear Channel rocker **WROV/Roanoke, Va.**, where night jock/imaging dude **JD** is

rewarded with newly baked MD stripes. In his vast amounts of spare time, JD also voice-tracks nights at alternative sister **WRXL (102.1 the X)/Richmond**. Hit him up at 540-725-1220 ext. 4415 or jd@wrov.cc.

■ **J. Dominguez**, last heard in overnights at the late **KWIE (Wild 96.1)/Riverside**, is now thrilled to be working during normal human daylight hours as the new MD/afternoon jock at Royce CHR/top 40 **KRCK/Palm Springs, Calif.** Dominguez has been on the beach (figuratively speaking, in landlocked Riverside) since KWIE flipped from rhythmic to regional Mexican as **KRQB (Qué Buena)** in early August.

■ Uh, oh! Trouble in Cape Cod, Mass., as MD **Jim Gallagher** has left the building at Nassau rocker **WPXC (Pixy 103)**. PD **Suzanne Tonaire** will handle music duties until she finds the propa chowdah-lovin' replacement.

■ **Gruff Gushnowski**, PD of **CKLM (99.7 and 106.1 the Goat)** in someplace called Lloydminster, Alberta, earns a huge career upgrade as the new PD of Rogers classic rock **CHEZ/Ottawa**. Gushnowski replaces **Jeff Brown**, now PD of sister **CJAQ (92.5 Jack FM)/Toronto**.

■ It's been a busy few weeks at Great Scott rhythmic **WOCQ (OC104)/Ocean City, Md.**: First, MD/afternoon princess **Deelite** was upped to PD, replacing **Wookie**, who left Sept. 7. But wait, there's more: **Bill "the Rumpshaker" Baker**, last seen across the street at Clear Channel urban AC **WSBY (Magic 98.9)**, joins OC104 as APD/MD and will also jump into "The Morning Beat" with existing co-hosts **Crookidd** and **Jessica**. Finally, **Chubb Love** (may not be actual birth name) is upped from weekends to middays, freeing up an exhausted Jessica, who had also been covering middays after her morning gig.

Formats You'll Flip Over, Man

What the hell is up with Independence Media hot AC **WXMP (Mix 101.1)/Peoria, Ill.**? On Sept. 19, the station suddenly spun the big chrome format wheel to oldies and morphed into "Hippie Radio 101.1—Radio for Baby Boomers." OM **Gabe Reynolds** still oversees the station, which has changed calls to the more hippie-ish **WHPI**.

Condolences

We are saddened to report that voice-over talent **Zack Powers** was killed in a car accident Sept. 15 in Houston. He was 35. Powers (real name **Colin Hoy**) got his radio start in Maine some 20 years ago at **WIGY**. He also worked at **WTHT/Portland, Maine**, and **WDCG (G105)/Raleigh** before hanging out his own voice-over shingle seven years ago. A tribute site has been set up at zackpowers.com.

18

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As the radio industry charges ahead with a host of bold initiatives intended to revitalize the 80-year-old medium, R&R is committed to providing an indispensable forum to help radio grow and evolve. In addition to the industry's largest and most credible menu of print and electronic publications and face-to-face events, since 2005, R&R has brought together top executives for a series of unique, closed-door executive roundtable discussions on topics ranging from new opportunities in FM talk and ensuring radio's relevance for tomorrow's listeners to new innovative radio sales models. Our exclusive coverage of these executive discussions is one of the new ways we are building on R&R's nearly 35-year tradition of helping the industry confront new challenges and exploit fresh opportunities.

In that same spirit, as the industry convenes in Charlotte for the annual R&R Convention and NAB Radio Show, R&R brings together 10 of the industry's top leaders. From executives leading publicly traded behemoths to privately held regional companies, all open up about how they are transforming their businesses in the exploding audio entertainment marketplace; they also offer their take on such innovative new products as HD radio and Arbitron's Portable People Meter (PPM) and provide a pulse on where radio is heading.

Across the next 24 pages, R&R opens a window into the minds of radio's top leaders, with a multitude of unique perspectives on what lies ahead for an industry confronting change at warp speed.

Paul Heine
Executive Editor

FEATURES

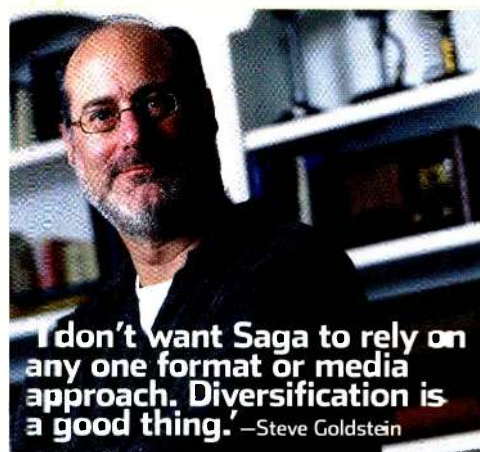
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Clear Channel's John Hogan explains how technology has made 'radio industry' an antiquated term

Delivering Audio Wherever There's An Audience

By Chuck Taylor

It might be surprising to learn that the head honcho of the nation's largest radio group is less than fond of the term "radio industry." ■ "We're in the business of reaching consumers with great programming, irrespective of the delivery platform. We're the most logical leader on any audio platform," Clear Channel Radio CEO John Hogan says. "This industry owns audio entertainment. I just don't think of us as being the 'radio industry.' "

He adds, "Once you make that mental switch, you open big doors. We are already using a wide variety of distribution platforms to connect with our audiences today, and have fully adopted this changed attitude at CCR. We embrace technology and make it work for us."

Station Web sites have been the most obvious alternate destination to drive listeners to, with limitless possibilities for added content, conven-

ience, interactivity and ultimately, new sources of revenue for the company. Clear Channel took an early lead in taking Internet sites beyond their early fundamental template of jock bios and top 20 playlists, hiring full-time Web gurus and adding original videos, podcasts, blogs, social networking, news on demand and chat forums.

"On the Web, it's creating consistent contact with our audience and we're doing extremely well," Hogan says. "Our Online Music & Radio unit is the fastest-growing in the company. We're not yet at a point where we will break out revenues for different lines of business, but I can tell you that revenues from our nonspot business is more than 5%—and for a company with more than \$3.5 billion in revenues in 2006, that's pretty good for such a young effort."

The next step is to develop even more ways for consumers to become interactive with their favorite stations—not only through the Web, but across a multitude of audio outlets.

"Listening to radio has always been an interactive experience. When the telephone was the primary technology, there were call-ins, contests and other activities done primarily by phone," Hogan says. "Today, we have a rich array of new technologies, and we're committed to using all of those that our audiences rely on."

He cites the example of Vibegrrl, the 10 a.m.-3 p.m. personality at Clear Channel's CHR/top 40 WIHT (Hot 99.5)/Washington, who texts with listeners, manages her page on the station's social-network Web page and takes listener calls and more while on the air. A link from the station's site delivers fans to her HotSpot page, where an astonishing 12,149 "friends" have signed up. Listeners can also get automated cell phone alerts, wallpaper and ringtones.

Hogan adds, "Radio's power has always been the connection, sometimes an emotional one, with the audience and its ability to create a community. These new technologies are collaborators in our work, not competitors."

Clear Channel is also delivering news and traffic to cell phones and in May launched a cus-

tomized mobile phone application for its New York stations that enables users to send text messages into the studio, participate in contests, receive an alert before their favorite song plays, make requests and dedications, and view the last 10 songs played.

"What's important is using the cell phone as a communications device," Hogan says. "Some people think that means streaming broadcasts, but why would I pay cell phone minute prices to listen to a free broadcast?"

Nontraditional Revenue Drivers

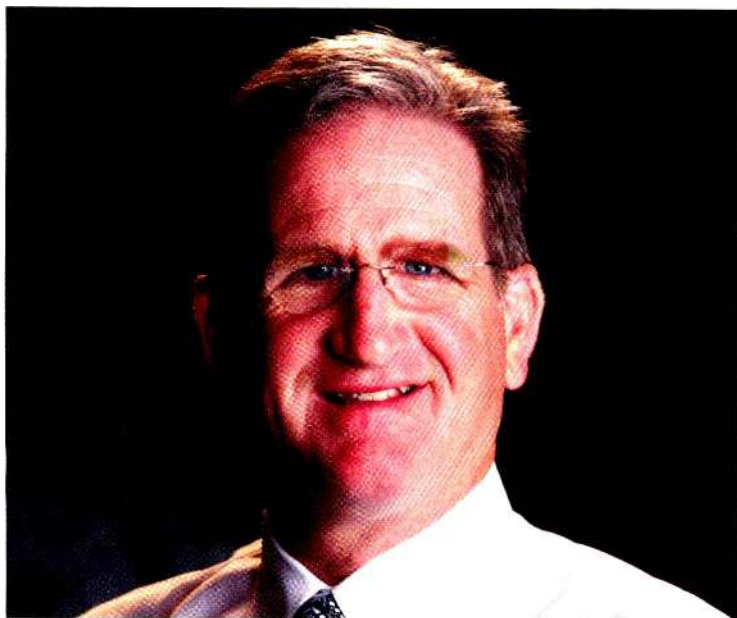
Aside from technology endeavors, Clear Channel is actively testing any number of nontraditional revenue drivers over the terrestrial airwaves. It recently initiated Test Drive Wednesdays, where stations invite listeners to sit behind the wheel of new vehicles, accompanied by a station personality and producer, who records the experience. Listeners can then hear the clip on the air or access reviews online alongside dealer-specific links on Clear Channel Web sites.

Hogan reports that the program has been a resounding success: "We created it to specifically respond to business situations with our dealership customers and the specific desires of our listeners. This has been a terrific example of using the power of radio's on-air, online and in-person influence. We're doing this in several markets—and cars are being sold—so as the word is getting out, we have more markets putting it into place."

Over-The-Air Landscape

Clear Channel has also pushed hard to evolve the advertising landscape by contesting the age-old mind-set that the most effective way to reach consumers is through 30- and 60-second spots. The company has all but redefined the industry norm, with 15-second ads and its "adlets" and "blinks," in addition to a burgeoning experiment to have clients sponsor blocks of programming in similar fashion to noncommercial stations.

Hogan says that more than one-third of spots



are now :30s or less." It varies by station, but that percentage has risen each year since we introduced [Less Is More] in early 2005."

He stresses that despite the shorter lengths, any misconception that the initiative has resulted in a revenue shortfall is false and, in fact, attests to absolute gains.

"In 2006 and so far in 2007, we are outperforming the industry in revenue growth," Hogan says. "Here's the math: If you pay me 65% of a :60 for a :30 and I sell both of those :30s, then I end up with 130% of the money I would have had originally. We've invested heavily in proprietary systems that help us determine where the right pricing is for all of our spot lengths, and that's a crucial part of doing this right."

Divesting Properties

While the CEO is an open book with most of the topics presented, there are some key questions regarding Clear Channel's future that he is not as willing to address. Ask Hogan why—after spending years and billions of dollars building the largest radio company ever—it is selling off its smallest markets and going private, or how a credit crunch has affected its ability to close deals that are part of the company's sell-off of more than 400 stations, and his response is quick and to the point: "We're not commenting on our pending transactions."

He will say, however, that the company has no intention of completely abandoning smaller locales. "There are several markets outside the top 100 that are very attractive, and we plan to be there."

Regarding the thorny issue of record industry efforts to impose a performance royalty for terrestrial radio, Hogan is also less than effusive. "We've remained private about the specifics of our work here. I can tell you that we consider it a completely unreasonable tax and we are opposed to it."

Not surprisingly, Hogan is more vocal about the company's persistent criticism of Arbitron's Portable People Meter electronic measurement system. "Yes, we have been concerned from the beginning, and it turns out we were right on all counts," he says. "We're very disappointed that all of the concerns we had years ago are now proving correct: issues with sample size and response, as well as the issue of 'losing' data are very disappointing, as is Arbitron's continued inability to support radio."

"We continue to look forward to a time when radio broadcasters have a choice of vendors for accurate, reliable, timely audience measurement. We're stuck with PPM ... for now," he adds.

However, Hogan stresses that ratings are only one gauge for successful programming. Asked how the PPM is encouraging more programming experimentation within Clear Channel, he says, "Let's be clear: Our programmers are driving the experimentation within Clear Channel. There's a big difference. Audience ratings, however flawed, have always factored into their process, as they should. But to say that audience ratings are the only things that drive programming decisions is an insult to all of the extremely talented programmers we have at our company. So as we drive new, creative programming on any number of platforms, I just hope Arbitron's PPM is up to the task of accurately, reliably and credibly reporting the listening."

HD: A More Upbeat Prognosis

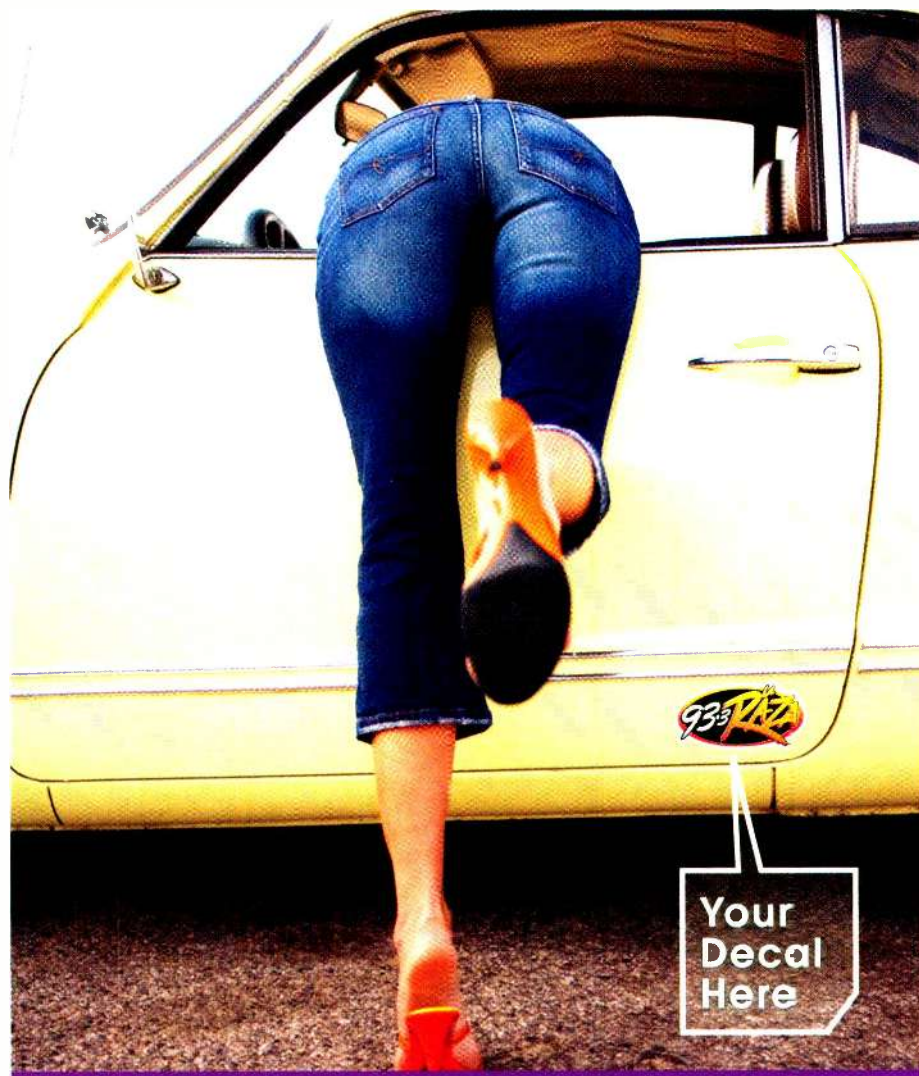
Hogan remains upbeat about the progress of HD radio and vehemently disagrees with those in the industry who have suggested that its progress has been lethargic: "In the technology world, they say it takes 10 years to bring a successful, new consumer technology to market. We're not even halfway along that curve yet and we've accelerated the natural progression with device-makers, retailers, dealer groups and even automakers. We've definitely emerged from the early-adopter phase and are on our way to the 'early majority.'"

HD developer/licenser iBiquity Digital estimates the number of HD receivers in the marketplace to be "several hundred thousand."

Hogan says, "The truth is that HD digital radio is on track to be the fastest consumer technology rollout in history, in no small part thanks to the incredible volume of free ad time the HD Digital Radio Alliance members have given retailers, dealer groups and even device-makers on our air. Maybe those [who disagree] should spend less time criticizing and more time working alongside the people who are focused on radio's future."

In fact, he remains optimistic about most opportunities as radio—or his preferred term, "audio platforms"—looks to the future. "We have an amazing number of initiatives happening that we believe will allow us to embrace technology and use it to increase our reach. We also have people who have a view of what is possible for us to accomplish."

If he does have a word of caution for the industry as a whole, Hogan offers: "The real change that still needs to happen in the industry is attitude: a fundamental belief that radio can find creative ways to maintain our audience leadership over all other media." **R&R**



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Lincoln Financial Media radio division president advocates multidimensional brand depth and providing 'real value' for audience

Don Benson: Radio Must Experiment And Invest

By Kevin Carter

It's no secret that Lincoln Financial Media's parent company, Lincoln Financial Insurance, has been contemplating selling its media assets. While Don Benson, president of the company's radio division, could not be completely forthcoming for obvious reasons, he did give us a peek into a company that is living—and surviving just fine, thanks—in limbo.

"The story is really pretty simple," Benson says. "Our parent has chosen to investigate strategic options in terms of the media company for radio, TV and sports, all the divisions in Lincoln Financial Media. The process is under way. Will this lead to a sale of our stations? Sure, it's a possibility. When you're a public company, you're for sale every day. And we have attractive properties that are in strong positions, so of course there will be interest from other parties."

"In the meantime, our goal is just to continue to operate them every day. Our people have really been doing a great job of that." Those people include VP of programming John Dimick, his former co-worker from their Jefferson-Pilot days, who works side by side with Benson.

While Benson isn't the only guy in the industry working for a large company, he and his co-workers are in the unique position of doing radio for a company whose parent isn't even in the media business. So, what's it like working for a giant insurance company?

"Lincoln has been great," Benson says. "The company has been supportive and allowed us to continue to invest in our properties and support them with proper resources, even in challenging times. One of the declarations that the company has always maintained is that they don't intimately know our businesses, but have great faith in the people operating them. They've given us terrific freedom to go do what we feel is appropriate for our stations and our business model."

The PPM And You

Benson believes that electronic measurement is ultimately the way for radio to go, saying it will

help give programmers more immediate feedback on what works, as well as what doesn't. "You'll see people, perhaps in the long run, be a little more experimental and honestly a little less tolerant of things that don't work," he says. "People will learn new tricks and new gimmicks, and I think there will be a lot more specific appointment-based promotions and marketing."

While admitting it's going to be a costly process and an avalanche of info to absorb to survive in the new Portable People Meter universe, Benson believes that from a sales standpoint, the new methodology will offer greater reach and more immediacy of data for clients. "For us, interestingly, it's good timing. Our first PPM market is Atlanta, which rolls out in the fall of '08, so we've got a year to watch the others and watch the system go through its growing pains, which it's going to do," he says.

Benson also touches on the viability of terrestrial radio's new toy, HD radio, which he feels is also a long-term project. "We simply need more sets in use. There aren't many out there right now, and we just need to have more penetration of HD radios for it to be viable," he says, agreeing that public perception remains fairly far behind the curve. "Also, I think we're going to have to set aside resources to invest in content for it. People aren't going to come unless the content and the sets are there, and that's going to cost money and time."

What is there now and needs immediate care and feeding is that thing called the Internet, and Benson says that Lincoln Financial Media is cannonballing head-first into the deep end of the digital pool with its new-media strategy, since the company views the Web as a key growth area.

"There have been studies that indicate the strength of a collaborative effort of radio and Internet sales together as being very powerful, and we believe that it can be. We're in the midst of developing and implementing strategies for our group on that very issue. And that online push extends into content being made available on cell phones and PDAs," he adds.

strongly that it's a bigger issue that affects all listeners, not just the next generation. He believes in keeping a greater focus on the product in order to reel in ears: "We need to keep it local and keep the content well-researched, well-marketed, relevant, entertaining and engaging," he says. "We have the opportunity to touch and influence audiences and really have an impact on them. We've seen it before, and I think we'll continue to win the day. But it takes time and it takes experimentation and it takes investment."

He agrees that it is a challenging time for the industry and that it's not easy to talk about investment while facing advertising challenges. "There's that delicate balance of protecting your brands and continuing to run your business," he says. "While it is a terrific business and we need to run it like one, we need to understand that it is an entertainment business, and we're fighting for a lot of people with content choices and different places to go."

"We can't survive by just being a jukebox. Radio has got to have multidimensional brand depth and real value to the audience, and in a lot of ways, that's not as easy as it used to be," he says. "The fun part about it is that it's wonderfully challenging, and you really get a chance to be creative and develop new things and actually see them work out." And the best part: Even after 33 years, Benson says, he's still having a blast coming to work every day.

R&R



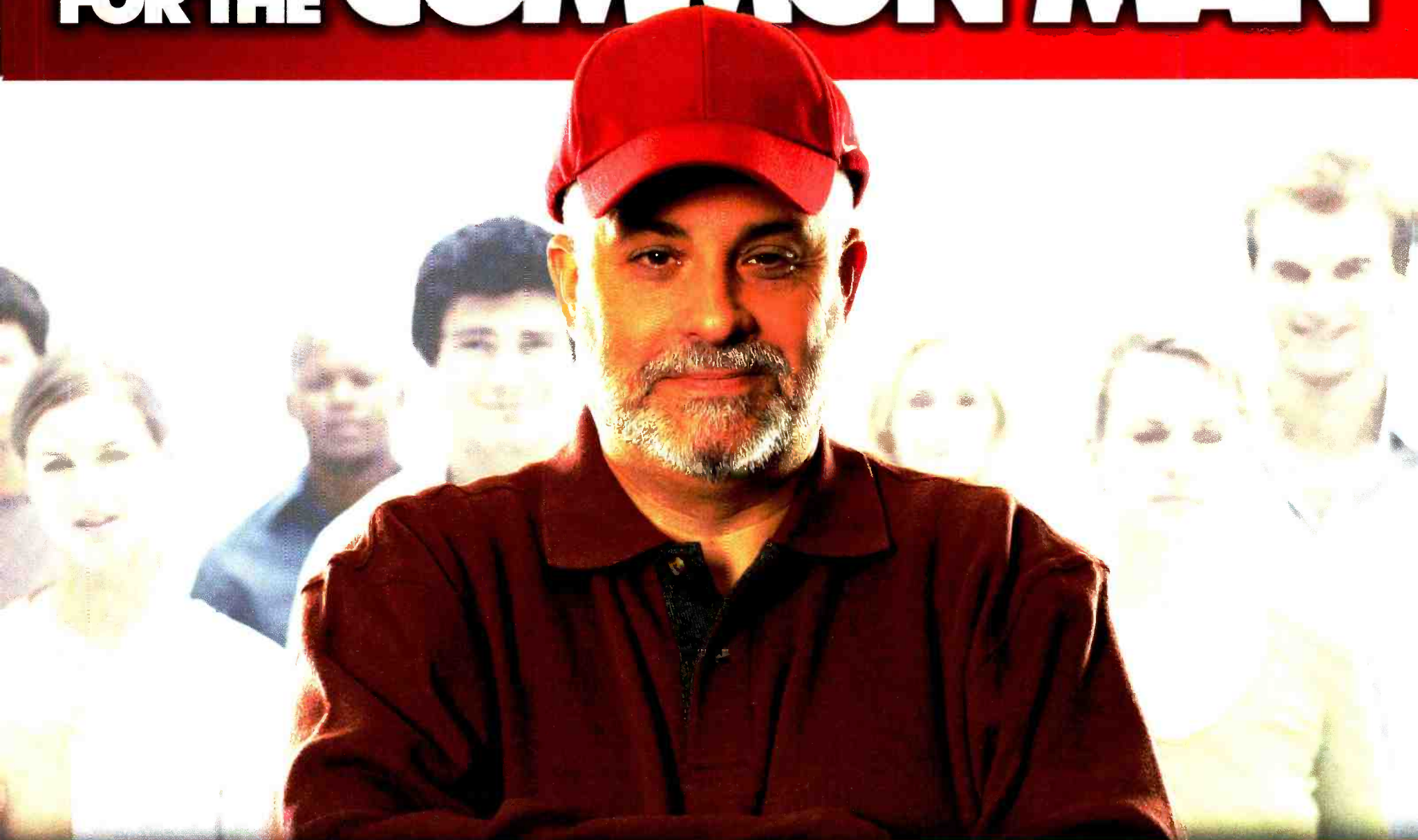
Experimentation And Investment

While Benson sees the need to ensure that radio remains relevant to younger listeners who have other entertainment distractions, he also feels

'We need to have more penetration of HD radios for it to be viable and we're going to have to set aside resources to invest in content for it.'

—Don Benson

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From regulatory issues to new technologies, CEO is cheerleader for Greater Media and the industry

Peter Smyth Leads By Example

By Ken Tucker

Greater Media's Peter Smyth is a leader and a visionary. And that's not just because he holds the title of president/CEO for the privately held, Boston-based company. It's because he has stepped up and represented the radio industry on a number of fronts. He's the chairman of the board for the RAB. He has trekked to Capitol Hill to represent terrestrial broadcasters in their opposition to the proposed XM-Sirius merger. And he has done something even more important—he has led by example.

'I believe that electronic measurement is imperative for the radio industry; we're in the digital age, let's get there.'

—Peter Smyth

While a number of companies are limply waving the HD radio flag, Smyth's Greater Media is one of the leaders in turning on HD transmitters and programming and marketing the stations.

And even though "investing in people" and "our people are our strength" have become hollow catchphrases used by large corporations, when Smyth uses similar words, the sentiment rings true. "We pride ourselves on our people and the products that we offer," says Smyth, who joined the company in 1986 as GM of WMJX/Boston. "And if we take care of those things first, the profits will follow."

'Hidden Gem' No More

Unlike other operators in Philadelphia, Smyth is not complaining about the Portable People Meter. Active rock WMMR in particular has fared well. "My stations have done really well by it, so how can you complain?" he says.

"I believe that electronic measurement is imperative for the radio industry; we're in the digital age, let's get there," Smyth says. "Let's make sure the panel has extra standards of whatever it needs to be to be statistically accurate and grow it properly."

Smyth says electronic measurement decisively shows the power of radio. "For years I've sat in rooms [listening to] consultants and research people talking about this 'hidden gem.' Well, it ain't hidden anymore. This is a powerful, powerful medium that has been totally undersold and

underrepresented in the marketplace. And especially on Madison Avenue. We've got to get to these chief marketing officers and say, 'Wait a minute, do you understand what you're walking by here?'"

"MMR's numbers at night are bigger than most of the TV network news [shows] down in Philadelphia," he continues. "It's incredible, [but] nobody's talking about it. These stations are reaching millions of people a week."

But Smyth is not a Pollyanna—he realizes there are improvements to be made, particularly when it comes to education. "We've got to get better on educating the marketplace and educating the operator on how it works. It's incumbent upon the companies to bring Arbitron in, work with your programmers, work with your sales departments and work with your key accounts."

Yes, there are sampling issues, but that's to be expected, he says. "It's a new measurement system, there's going to be bugs in it. We just have to work through this thing."

When Smyth was a local sales manager early in his career, he gained some useful experience. "My boss used to say to me, 'OK, what are you going to do to turn this [situation] around? Don't tell me what you can't do, tell me what you can do.'"

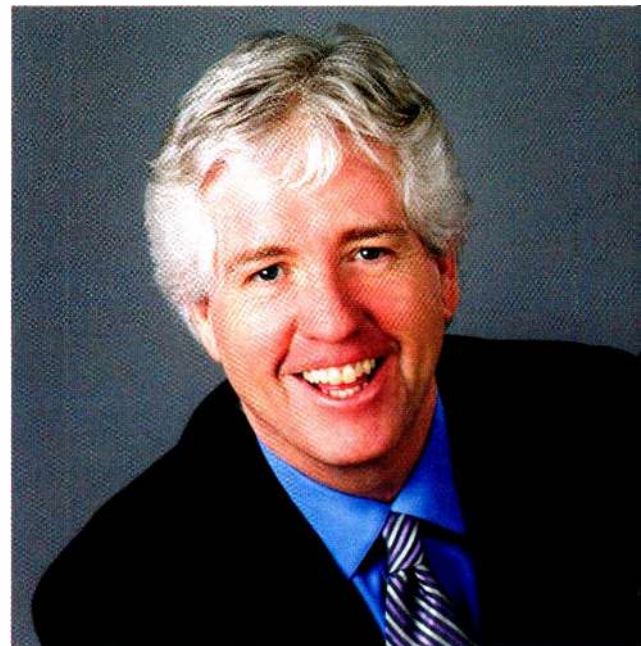
With a real commitment to HD radio (read: stations actually broadcasting in HD) and well-programmed and staffed HD2 channels like RIFF2 in Detroit and Radio You Boston, Greater Media is a leader in that arena. In fact, RIFF2 is one of two stations honored by the NAB for HD multicasting excellence.

Smyth calls multicast channels "a fabulous opportunity. We do an Irish channel [in Boston]. It's a great way to bring diversity and all these different types of voices to the marketplace."

The company will continue to lead the charge despite the short-term forecast. "It may not be in '08 or '09 that I'm going to see the payoff, but someday I will. I'd like for people to recognize Greater Media as a technological innovator."

Opposed To 'Regulated Monopolies'

Ask Smyth about the proposed satellite merger, and he's quick and to the point. "I don't believe in regulated monopolies. [Sirius CEO] Mel [Karmazin] can have 299 signals in my market-



place and I can have a maximum of seven?"

If the merger goes through, Smyth says that the FCC should revisit ownership restrictions, perhaps only half-joking. "Let's open the floodgates for abuse. Why can't I own every single radio station in Philadelphia to compete with him?"

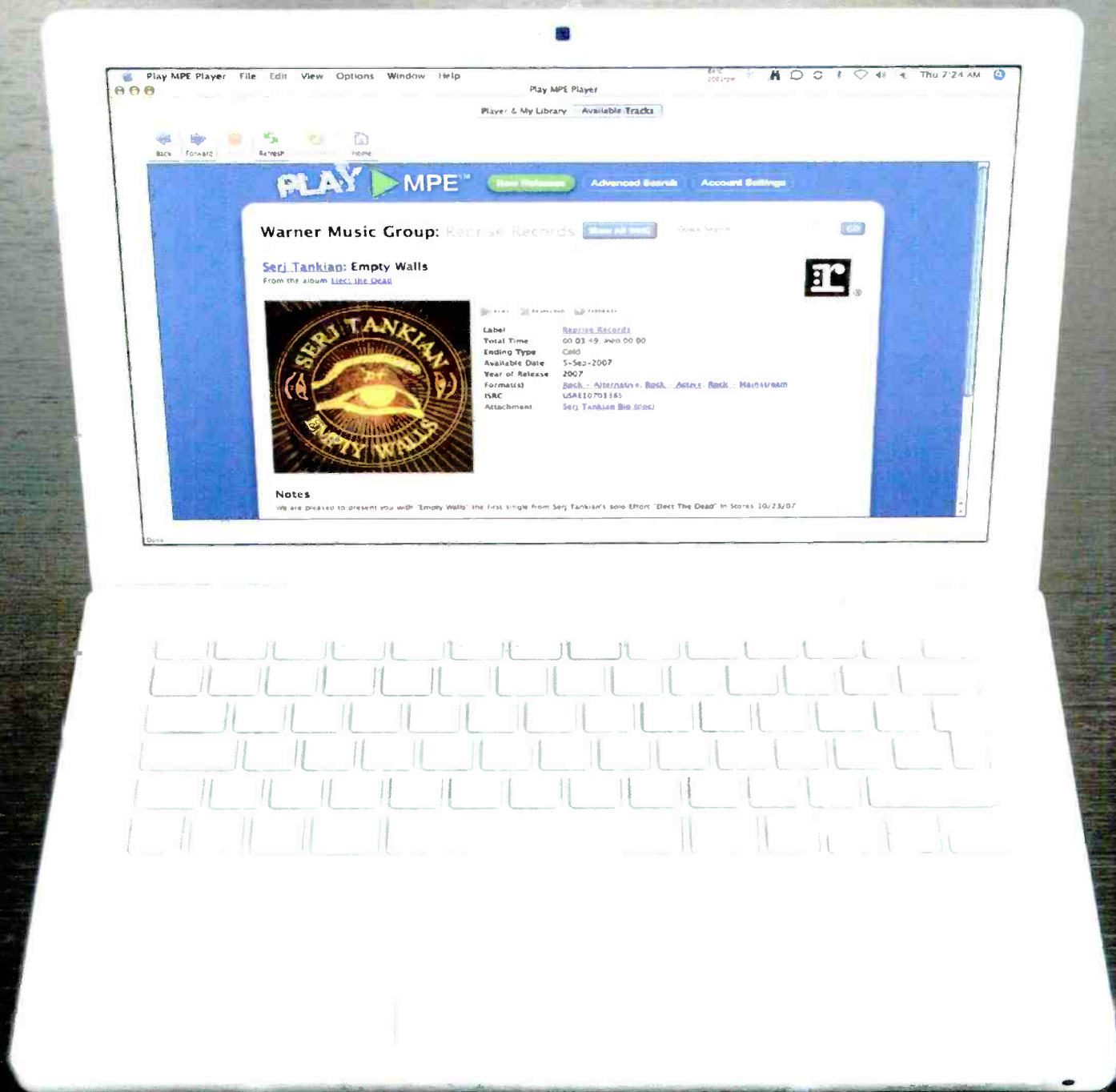
As for his own company's future, Greater Media will continue its strategic growth, Smyth says. "I'm not subjected to the same pressures that my peers are from Wall Street. I have a very minuscule debt, and I have a strong cash position."

Greater Media is particularly, but not exclusively, interested in the southeast United States. "We're very much interested in growth markets," Smyth says. "We want to go where the population is, [but] we want to stay in the top 25 markets. It's going to be a great time for companies like ours because there's going to be some good inventory on the market and you're going to be able to get good multiples."

But don't expect Greater Media to go on a buying spree. "I'm a firm believer that it's not in the quantity you own, it's in the quality you own."

Smyth says he used to tell people that "knowledge is power." That was until he read something from Albert Einstein. "He said, 'Imagination is power,' because without imagination there is no knowledge," Smyth says. "That's what we need—we need to bring imagination back into this industry." *R&R*

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Good people, values, service and product are hallmarks of Midwest-focused group

NRG's Mary Quass Puts People First

By Carol Archer

While the art of programming is certainly a matter of utmost importance to NRG Media president/CEO Mary Quass, what she loves best about radio is the creativity and love for the business that people have—not just what they put out over the air, but the collaborative atmosphere. ■ Quass believes that when you have a good time doing what it is you love, it organically adds inherent value—both internally and to those you are serving.



but we look at individual radio stations as unique identities that should be of value on their own. If they aren't, and if you think your advertiser cares that you have to spread your costs across four, six or eight radio stations and this is why you package and sell as you do, and why they have to buy all of them . . . well, I find that an archaic concept."

Explaining the point further, Quass says that when she was a kid, entertainment options were "pushed" on the public, and they would be happy with one of three choices: Ed Sullivan, Red Skelton or Milton Berle. "But retail economics today in a marketplace are very much 'pull.' So when I go into a market, if I have two stations or 20, each must stand on its own."

Looking to the continued rollout of HD radio, Quass, a member of the NAB board, says that it's harder today to gain traction with any new technology because such vast change is under way across the board. "But HD is cool because it allows radio to offer more choices to audiences. It has applications we haven't even thought of yet. For instance, we'd love to give an HD channel to a group of young people 16 to 21 years old and let them program it."

Quass is also a Portable People Meter enthusiast who describes diary technology as "so yesterday." She believes that the future looms brightly because of Arbitron's new methodology.

"Finally, if we don't screw it up, we will be able to value our product for what it's worth," she says. "Look at radio: It's the only model out there today that literally reaches everyone and it's free. Yet we underprice radio every single day."

Will radio regain its central cultural role? "Will it ever be what it was, when the radio told me, as a kid, when to turn over, because I was sunbathing too long on one side?" she muses. "No, it will be a choice, and people will use it differently. If we can remain relevant in what we do—that's content—and be smart enough to be a part of that delivery system, whatever it is, we'll be fine."

Quass puts her money where her mouth is: "The outlook for broadcasting in '07 is not particularly rosy for top-line growth, but our revenues for the first half of the year are up 6% or 7% over '06," she says. "In spite of the fact that our world is dramatically changing, we can't forget in our race to be the best and brightest to attend to relevance, because that's the ticket to our future." **R/R**

NRG Media, based in Cedar Rapids, Iowa, owns 69 stations in 34 markets in six states. Quass affirms that the group is in acquisition mode, continuing to grow in midsize Midwestern markets.

"Our slogan is 'great local radio,' which is true, but below that beats the heart of NRG Media—to be a high-performance company, multidimensional in structure—that cares about the communities that we serve," she says.

For Quass, doing the deals is a blast ("It's like crack cocaine," she quips). A salesperson at heart, she looks at an opportunity and filters it by asking such questions as: Is this generally good? Can we make money? Is it the right location?

Ultimately, her litmus test for a sound deal is buying at the right price, so that the acquisition enhances current holdings without detracting at any level. It is not a good deal, she stresses, if NRG overpays to the detriment of those already on the team: "'We've got this great deal in market x, and oh, by the way, next year you have to double your increases . . .' That is not how we're going to run the company," she says. "I've been on the other side of that desk."

People Come First

That mind-set again returns to Quass' belief that in her organization, people come first. In hand, she wants to do whatever she can to offer a vehicle for recruitment.

"We desperately need people who are interest-

ed in the medium and who want to grow," she says. "The broadcaster who got into the business in the '70s is probably not the same kind of person we require now, but the essence of the business still comes back to the creativity that allows them to walk to the edge, beyond formula radio."

In markets where NRG is up against dominant radio groups, Quass says that competition comes down to what happens locally: the ability to get an advertiser's product in front of a potential customer. "Big or small, it doesn't matter. It's the quality of your people and the commitment to doing a good job."

Media Rereg

When queried on whether the FCC should further loosen ownership caps, Quass says, "I don't believe the commission has made up its mind and is just going through the motions. It's 50-50 either way, because a few years ago, when we were in the throes of sales and acquisitions, we projected the outcome based on historical perspective.

"The difference now is the whole media landscape and how people get information, so depending on how open and aware the decision-makers are will determine whether there is any movement—and who gets to whom."

Something that has surprised Quass, as her company has made acquisitions through the years, is that "when I look at financials for a group of radio stations, sometimes they're in one lump sum. How people run their businesses is up to them,

'Look at radio: It's the only model out there today that literally reaches everyone and it's free. Yet we underprice radio every single day.'

—Mary Quass

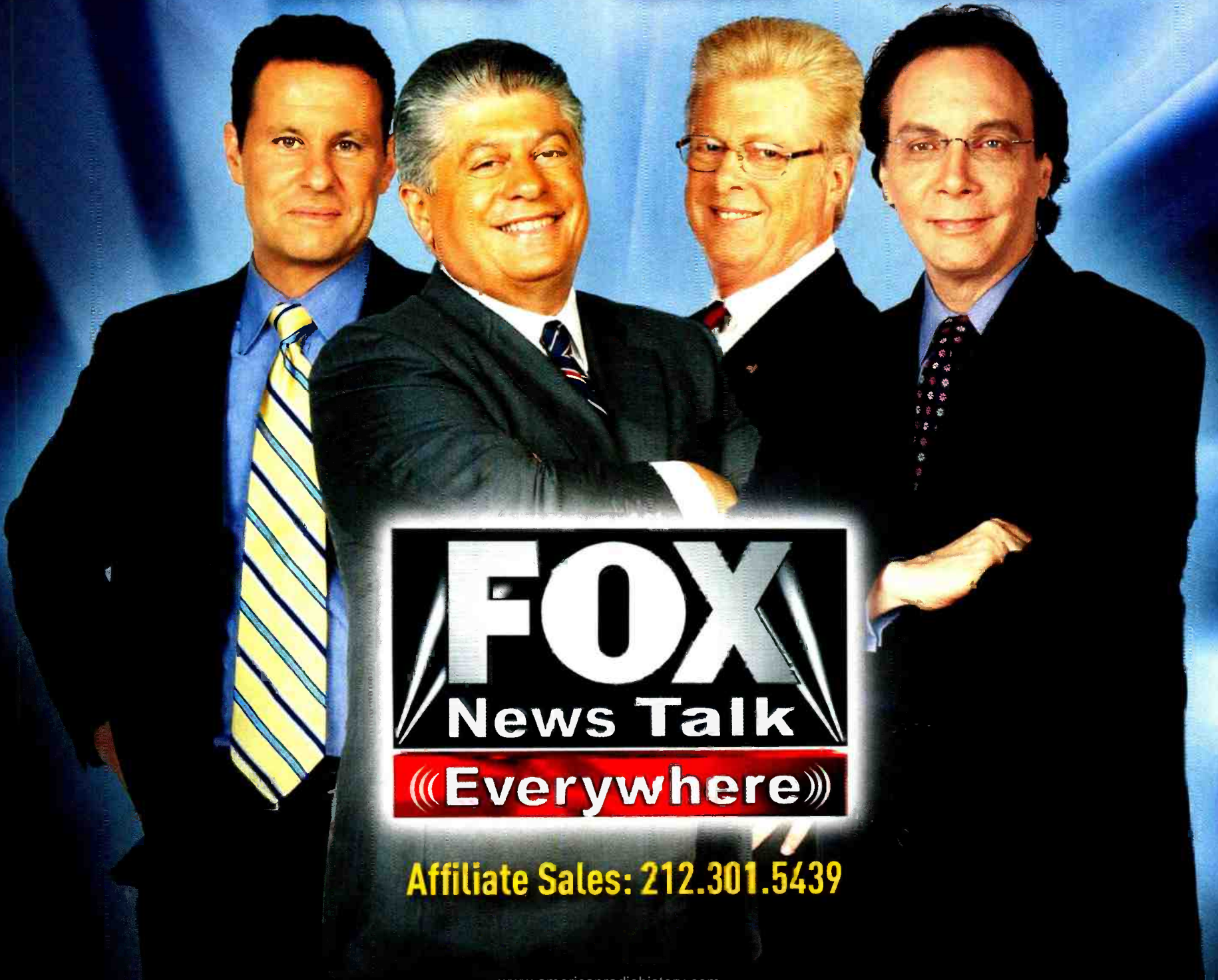
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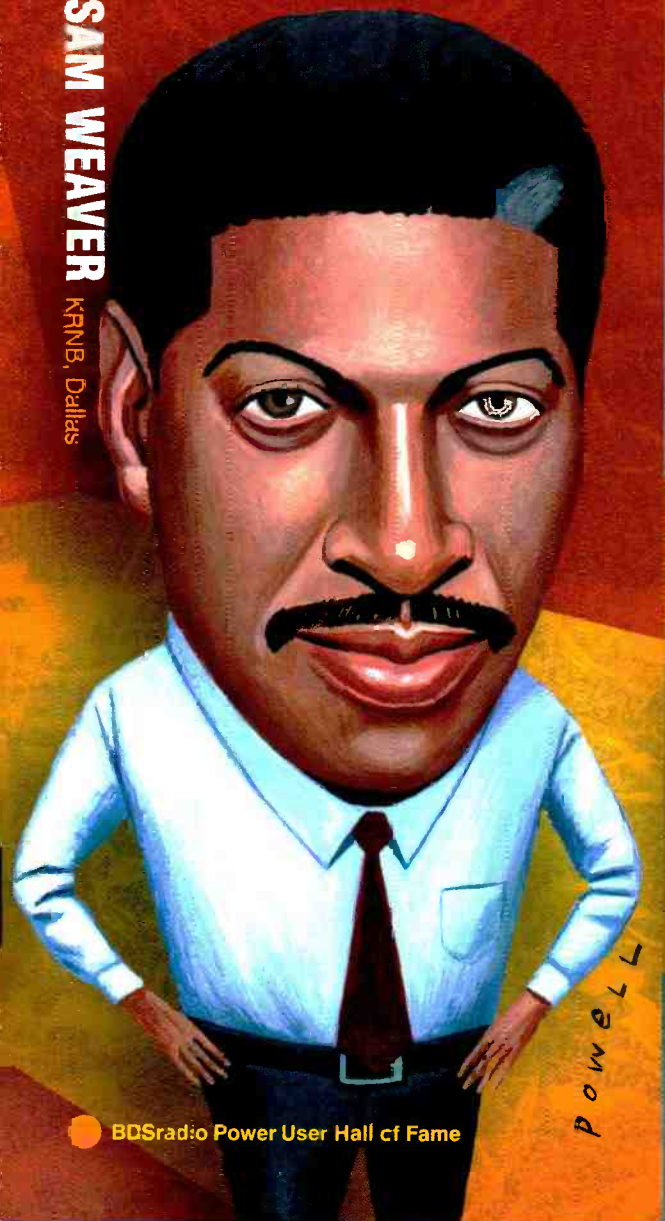


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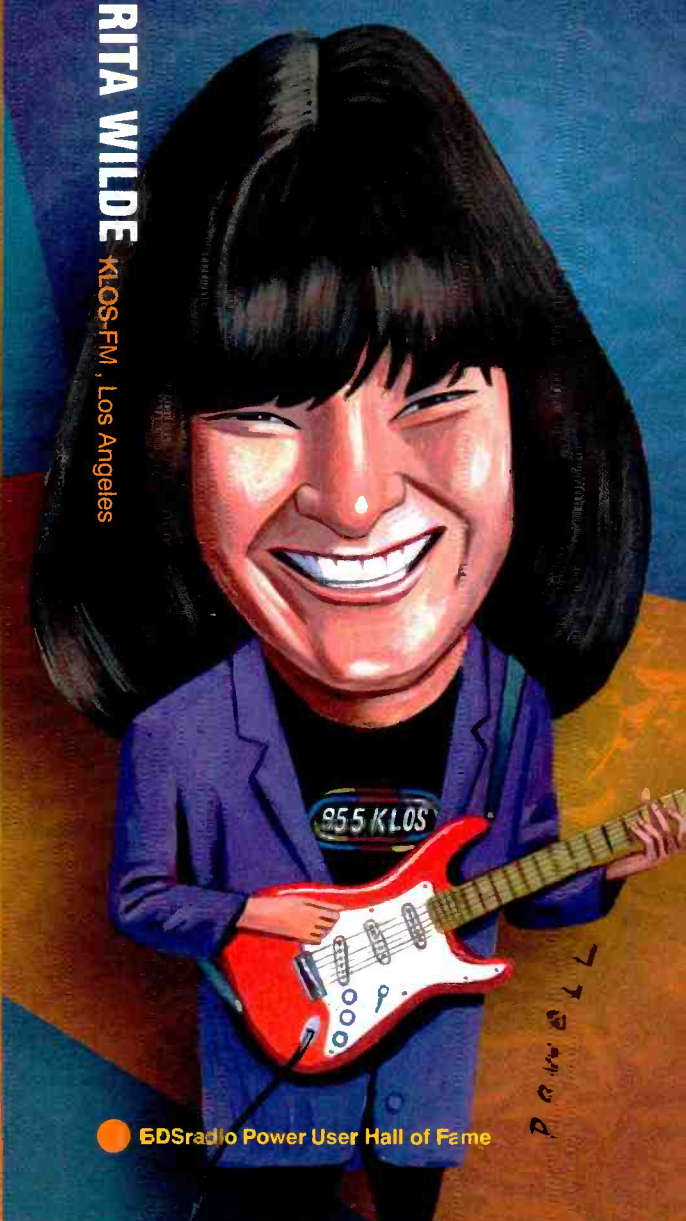


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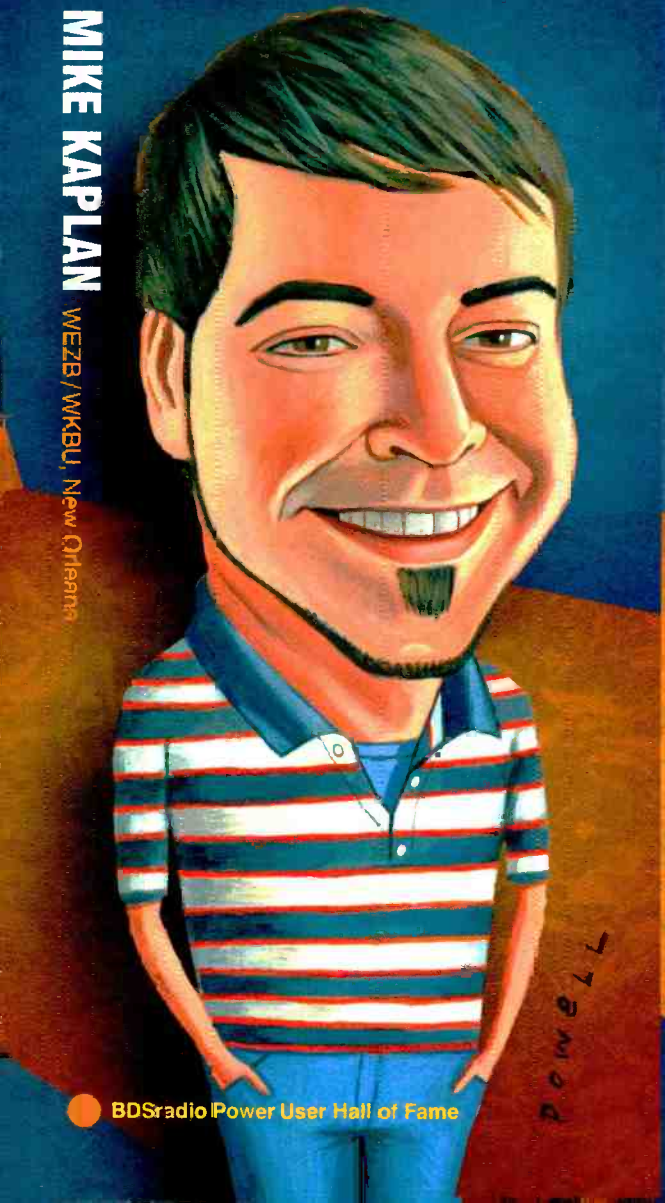


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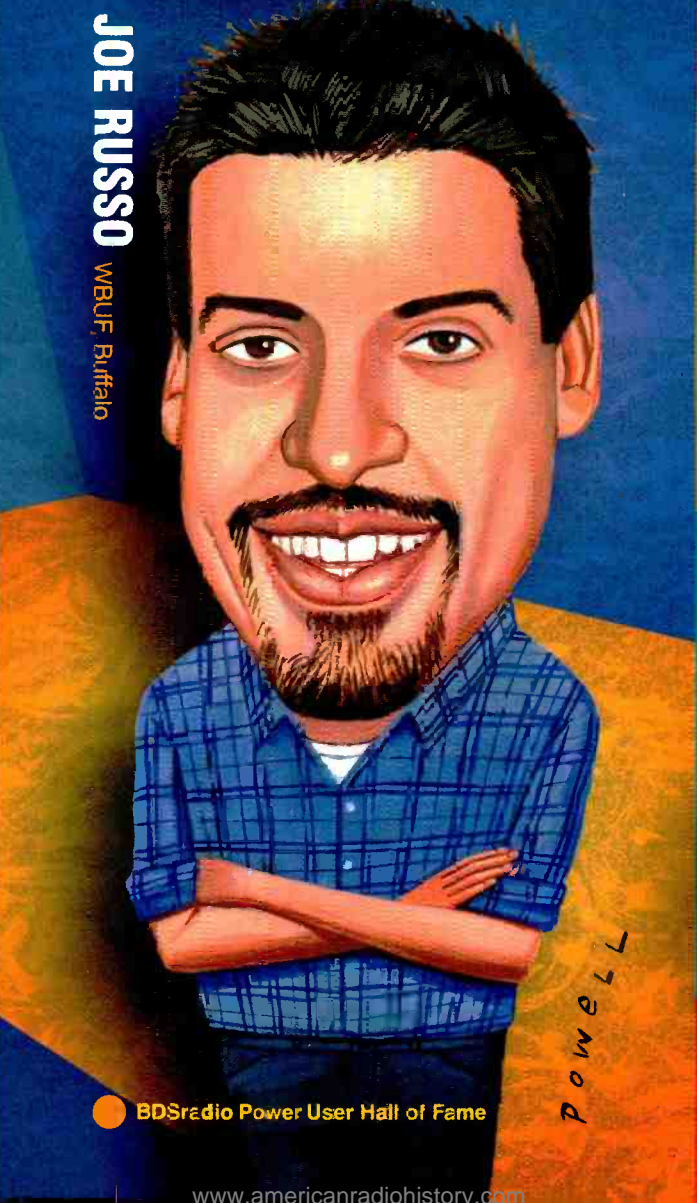


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The PPM, teens and tweens, technology solutions and an underperforming MOViN outlet are top of mind for Emmis radio president

Cummings Keeps Emmis Movin' Forward

By R.J. Curtis

Emmis radio division president Rick Cummings has set the record straight. ■ Depending on who you listen to, it's been estimated that Emmis spent anywhere from \$3 million to \$7 million marketing rhythmic AC KMVN (MOViN 93.9)/Los Angeles this past spring. ■ "The actual number, which I can give you now," he says, "was a zillion dollars."

But seriously, Cummings has ambitious plans—and lofty expectations—for the company's MOViN outlet. During a conversation, he also weighs in on radio's appeal to younger listeners, how Emmis is facing revenue challenges and the Portable People Meter's (PPM) effect on the industry.

Originally joining Emmis in 1981 as PD at WENS/Indianapolis, Cummings became national PD in 1984, then executive VP of programming in 1987. During this time, Emmis signed on KPWR (Power 106)/Los Angeles and WQHT (Hot 97)/New York, stations that today are widely regarded as two of the most influential hip-hop radio brands in the world. In 2002, he was promoted to Emmis radio division president.

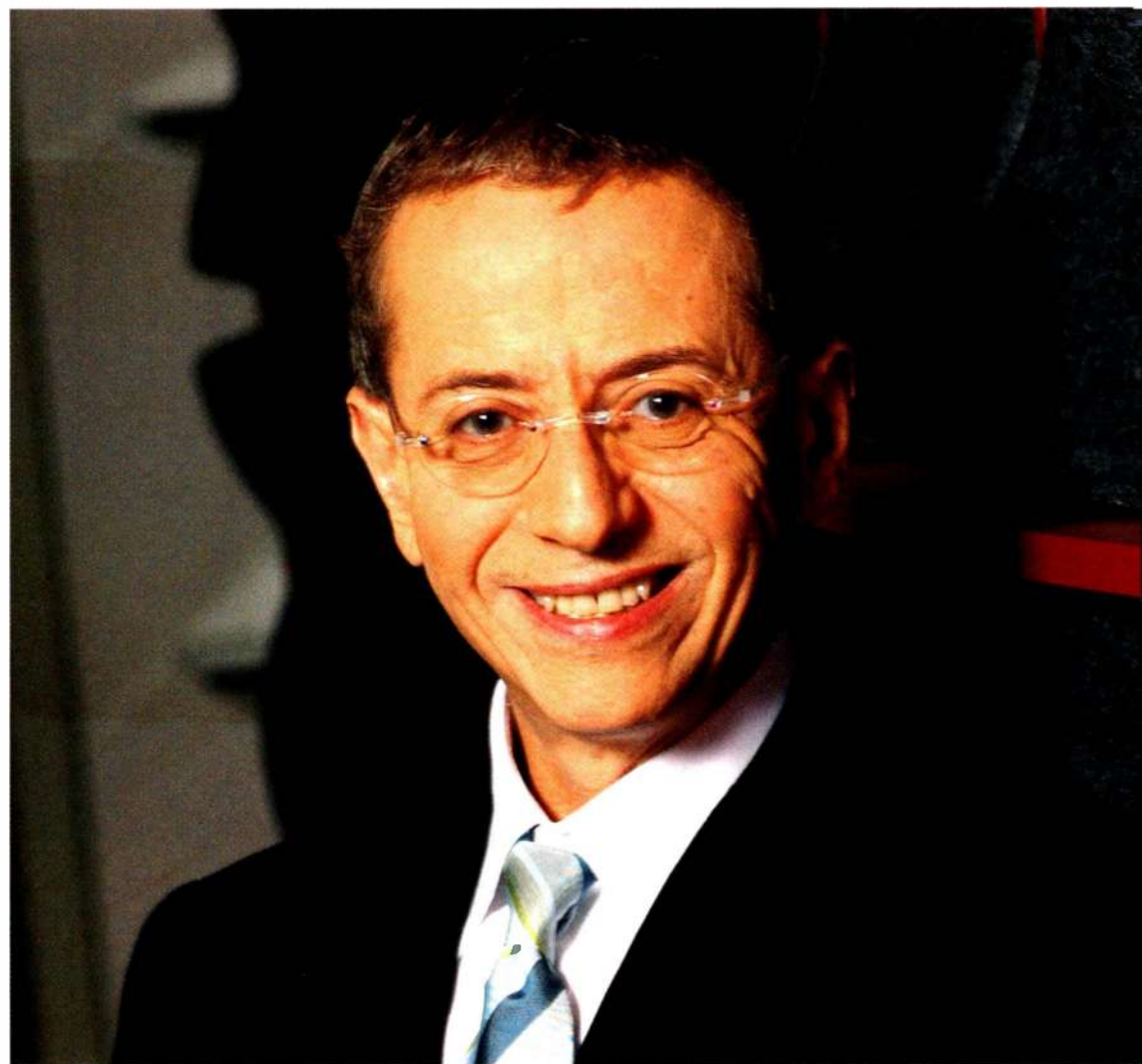
R&R spoke to Cummings just days after Arbitron announced its "PPM Sample Target Guarantee," effective Oct. 1, which results in a deduction for clients' monthly bills if Arbitron falls below a minimum threshold of its 6+ metro sample size.

"I guess I'm glad they put that out there," Cummings says. However, "I think we face bigger issues with the PPM rollout than that."

His major concern is the mind-set of some buyers who may not be fully educated on the difference between the two measurement systems: "If a hundred [ratings] points in the diaries equals 70 in PPM, you're still going to get a lot of buyers who say, 'I want a 30% discount.'"

Cummings says he recently met with a buyer who told him, "You're going to have to come down on your prices. We still want 100 points a week, and we're not going to pay another 30% to get them."

Cummings isn't alone in identifying this as one



of radio's greatest hurdles in the brave new world of electronic audience measurement. "That is a big issue that we have to get the world past. We have a lot of work to do there."

That's not to say he isn't encouraged by what he's seen so far with the PPM. "Maybe some of these nonethnic formats in top 10 markets aren't so dead after all. Maybe the diary overcaptured certain other formats," he says.

As everyone who has studied the PPM data is learning, a station's P1 listeners change more often than in the diary world. All of that P3 through P6 listening that wasn't getting reported tends to flatten everything out, he says. "What PPM is showing is that the No. 15 station may be two-tenths of a point behind the No. 1 sta-

tion." As a result, "there's a whole lot of listening to a whole lot of stations going on."

The PPM's Challenge

Then there's the challenge facing urban and rhythmic formats with electronic measurement, which could eventually affect Emmis in its two most critical markets, Los Angeles and New York. The company, with other major groups, teamed up for a presentation called "Urban Radio in the PPM World," which was unveiled at Interep's Power of Urban Radio symposium Sept. 20 in New York.

According to Cummings, the presentation "demonstrates the group that listens to the most

Continued on page 34

'If a hundred ratings points in the diaries equals 70 in PPM, you're still going to get a lot of buyers who say, "I want a 30% discount."'

—Rick Cummings

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Continued from page 32

radio is still African American. The group that demonstrates the greatest loyalty to its station is still African American, and we've seen this out of both Philadelphia and Houston."

The reason for the lower ratings with African-American stations in Philadelphia, he says, is that in the diary world, those listeners may have over-reported listening to African-American-targeted stations and underreported listening to general-market stations. "Maybe they had a news/talk station they listened to as well, but in terms of African-American-programmed stations, there was less choice in their world, and frankly fewer stations for them to report listening to."

He believes this has had a huge impact and points to evidence that an African-American listener who is very loyal to his or her station was simply noting the call letters and drawing a line down the page of the diary.

What the PPM shows, Cummings says, is that this listener still may listen to that station far more than anything else, but in the past he or she didn't write down the other stations that were also listened to. "That has all tended to dilute all the quarter-hours that African-American stations were getting in the diary. It's a dilution issue more than anything else."

Teens And Tweens

Regarding the marquee issue of making radio more relevant to teens and tweens in the future, Cummings says, "Everybody says radio has done a lousy job for 25 years in trying to appeal to the teen generation. I don't disagree, but [what] we need to remember is that when the advertising world doesn't buy the medium to reach teens, you don't have a lot of incentive to go out and try to appeal to them."

Recalling a recent discussion among his team, Cummings says that while designing a format for

the 6- to 12-year-old demo could be done, "the problem will be, Can anybody do it and stay in business long enough to turn it into revenue?"

He thinks it's a stretch to believe that local-market stations are willing to build something 10-year-olds will love, but that won't sell any ads initially.

"Because this industry has been flat for seven years, there is a really short curve to make anything work," Cummings says. "If you can't do that in 12-18 months, you blow it up and do something else." It was easier, he adds, when the basic market was growing "four and five points a year as it did for many years."

As markets continue to show no growth, all operators, including Emmis, have less incentive to take risks, "because if you're wrong in a marketplace that's flat or going backward, you're really wrong."

The reality of a marketplace that remains flat at best is here to stay for the time being, Cummings says. "It's not coming back—but when I say that, I'm talking about spot radio." Calling the old model of selling 12 spots an hour for more money "broken," he believes that over time, the business will realize that it can tap into a myriad of new revenue streams, including "the downloading of songs with iRadio, such as the Emmis partnership with iTunes—where we're No. 2 behind Yahoo Music in terms of driving traffic to purchase iTunes music."

Nontraditional Revenue

Although its Emmis Interactive subsidiary is growing 30% per year, Cummings says that so far, it represents a small slice of the company's overall revenue. "It's interesting to me that in places like Chicago and Indianapolis, by next year, we've reached a point where nontraditional, nonspot revenue is almost 20% of our business. If somebody would have told me that a couple years ago, I'd have found it hard to believe. We think the day will come where it might be 50%."

Because operators can no longer count on the old model of 4% growth every year, Emmis has

'In Chicago and Indianapolis, by next year nontraditional nonspot revenue will be almost 20% of our business.'

—Rick Cummings

worked to create custom solutions for its best customers, a program Cummings describes as a 360-degree brand solution. "The whole point is to offer them a great idea, and then figure out how much of it is on radio, the Web site or through text messaging."

He says that is the rallying cry at Emmis stations: an on-air, online, on-site philosophy that he believes can offer alternatives to just selling spots. "When you do that, you have a chance for this industry to grow back again and start another growth curve, but it's going to take that kind of innovation before that happens."

And that brings us back to MOViN. In August 2006, Emmis flipped longtime country KZLA/Los Angeles to the rhythmic AC format that was sweeping the nation. However, growth for the outlet has been slow, despite spending what Cummings describes as "more than this company has ever spent in one campaign" in spring 2007.

That was the result of "massive unawareness" that it discovered for the station. Part of Cummings' theory is that because KZLA was an exclusive format for 25 years, anyone in the market with no interest in country was conditioned never to land on the frequency.

"It takes a long time to teach people it's not the old format anymore," he says. The recent marketing campaign was designed to be "inescapable," and while the company is disappointed that MOViN isn't further along in the ratings, it continues to hear from people just discovering the station even exists and that morning man Rick Dees is back on the air.

"At some point in the next six months to a year, if it doesn't grow, we have to ask whether we misread what made us do this in the first place," Cummings says.

Through the years, he says, that process has served Emmis well. "That's how we found Power in L.A. and Hot in New York. Neither started out turning into what they eventually did. So we'll stay at it and see what happens." R&R

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Dan Mason focuses on core business, digital expansion

Turning Around CBS Radio

By Paul Heine

Returning to the top spot at CBS Radio on April 16, Dan Mason walked into an ugly aftermath. Just four days before, the nation's second-largest radio broadcaster had fired Don Imus following a week of uproar from advertisers, protesters and civil rights leaders over a racially offensive remark the syndicated talk show host made on his WFAN/New York-based morning show. While the Imus debacle, which dominated headlines for weeks, didn't occur on Mason's watch, he was forced to publicly respond to the intense fallout and find a replacement strategy for a program that generated an estimated \$15 million in annual revenue for CBS.

'We used to say that radio was theater of the mind. With the new technology, we are the theater.'

—Dan Mason

But that was a far cry from the roughly \$100 million haircut the company took last year, after Howard Stern bolted for Sirius Satellite Radio in January 2006.

Brought back to turn around CBS' slumping radio division—its revenue sank by 7% in 2006 on the heels of Stern's departure—replacing Imus was only one item on a long to-do list for Mason.

In his own backyard of New York, there was also the matter of a pair of underperforming FMs.

Mason, who started as a jock in his home state of Kentucky before programming stations in San Antonio, Atlanta and Washington, has made restoring brands that tarnished or outright disappeared while he was away a top priority of his second stint at CBS. With a forward-into-the-past strategy, he blew up talk WFNY (92.3 Free FM) May 24 and brought K-Rock back to New York. Less than two months later he returned the oldies format to WCBS-FM, where it had lived for 33 years until his predecessor, Joel Hollander, torched the New York radio institution by flipping it to Jack FM in what was arguably the most derided decision of his tenure as CEO.

"Both were fairly easy decisions. We saw how rock had been performing in Philadelphia," Mason says, where a combination of a revitalized WMMR and Arbitron's Portable People Meter ratings service kick-started what some are call-

ing a rock radio resurgence. "When K-Rock changed to Free FM, it left New York without a rock station."

Mason, who left then-Infinity Broadcasting in 2002 but continued consulting the company along with other clients, including iBiquity Digital, says the rationale was similar for WCBS-FM. The PPM showed that classic hits WOGL was one of Philadelphia's top-ranked stations. "We saw the increases on WOGL. We had a brand name with WCBS-FM and believed strongly if we didn't go into that space that someone else would in a short period of time."

Early ratings results are encouraging. WXRK climbed from 1.3 12+ in the winter Arbitron (its final full survey as Free FM) to 1.9 in the second phase of the summer survey. WCBS-FM rose from a 2.2 in the first phase of the summer survey to a 3.1 12+ in the second. Extrapolated ratings from the month of August, while less reliable than a three-month rolling average, paint an even brighter picture for WCBS-FM: Since dumping Jack, the station has doubled its 25-54 listeners and is No. 2 in the money demo.

With a portfolio that includes many of the most powerful brands in radio, Mason's top priority is shoring up the company's core business. Traveling from market to market, he is focusing first on improving performance in CBS Radio's largest markets. "We have placed strong emphasis on local programming over the past several months," he says. "We want our air talent to relate to the city they live in, the weather there and whatever is happening in the communities they serve."

But Mason's challenge is greater than turning around an underperforming radio unit that accounts for 14% of parent company CBS Corp.'s revenue. He returns as the industry is undergoing a period of intense self-examination as it struggles with eroding local revenue, a costly upgrade to electronic audience measurement and an explosion of new-media competition.

While late to the Internet, CBS Radio has doubled its digital revenue every six months. Mason is determined to expand the scope and availability of the company's strong brands across multiple platforms with a digital strategy that places a high premium on video content.

"I would like every radio station to have a powerful video component," he says. "We package local content better than any other medium. Every week, our stations are going backstage at



concerts and in the locker room at sporting events. Now, everywhere our staff goes, the listeners can come along as well. We used to say that radio was theater of the mind. With the new technology, we are the theater."

For example, top-rated urban WPGC-FM/Washington streams videoclips of artist interviews and footage from station promotions and community events on a Web channel branded as PGC TV.

Like other radio chains, CBS is working to position its content wherever listeners are. Leading the charge are its established news brands, such as WCBS-AM/New York, which pushes listeners to its Web site for deeper audio and video news coverage than it can provide on the air.

"We are excited about repurposing our content," Mason says. "Our industry packages content better than any other. We have years of experience creating content on a local basis. That's the hard part. The easy part is finding other platforms for it."

As he approaches the half-year mark of his second tour of duty at CBS Radio, Mason is committed to leveraging the company's strengths in delivering local news and entertainment while exploiting new digital platforms. "Our industry's strength is creating local content. We make that content come alive using all of the latest digital technology available, whether it be video, animation or multiplexing ourselves on the Internet." **R&R**



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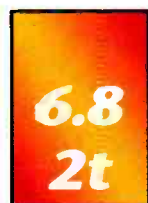
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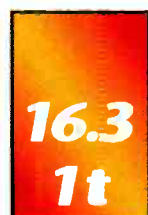
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Saga Communications' Steve Goldstein is bullish on the future

Breaking Out Of The Mold

By John Schoenberger

With 90 radio stations and eight TV stations in 23 markets, Saga Communications is large enough to be an influential player in the industry, yet small and nimble enough to adapt quickly to the ever-changing marketplace.

One of four original partners that formed the company 25 years ago, executive VP Steve Goldstein says that radio faces several hurdles today, regardless of size. For Saga, one of the most significant is managing costs in an environment where top-line growth is more difficult than ever to maintain, while, at the same time, protecting its brands and investing in its future.

"That can be a delicate balance," he says. "You can cut back on your expenses in virtually any area and you won't necessarily feel the degradation immediately, but over time it is inevitable. So you absolutely have to make sure you are protecting your brand when you are making those kinds of decisions."

Further, what may be the right action for one station may not be the best choice for another, according to Goldstein. Saga's portfolio is populated with many mature radio stations—outlets that have climbed to the top of the heap and are now in a position of fending off attackers. But they also have several stations that are in early growth phases.

Depending on the station, the rules of operation are quite different, but "the commonality is that people want to be entertained and informed and it is our job to hit the right stride depending on the life cycle of the station and the lifestyle of the target listener," he says.

Cultivating, maintaining and evolving unique brands that engender listener loyalty is another challenge Goldstein wrestles with. "The easy days are over," he says. "Basically we need to get out of the radio business and into the audio business. The radio industry is very myopic about how we think about things, and the one area where we can make the most strides right now is the Internet. It still remains virtually unexploited in my view, certainly for our company, but I also think with most others."

Internet Strategy

Saga is now doing something about that. It has hired Jeff Vetrus from tech-savvy Clear Channel to develop and oversee its Internet strategy.

"The Internet or any other new delivery methods are future investments at this stage, but we firmly believe this is the growth area for us," he says. "Not only in continuing to reach the right listeners with our products but also in terms of a potential new revenue source for us."

Goldstein strongly believes that as TV is going through a dramatic evolution right now, radio too will become a much more on-demand medium in the future.

But for that to happen in the ways he envisions, Goldstein says that certain issues need to be addressed. One is resolving new, dramatically higher royalty rates for Internet streaming. Another is exorbitant AFTRA talent fees, which preclude most broadcasters from simulcasting on-air spots in their Web streams.

Another obstacle to delivering content in new and versatile ways is the antiquated method in which radio deals with ratings, he says.

Currently serving on Arbitron's Radio Advisory Council, Goldstein has twice chaired it

in the past and remains integrally involved in ratings issues. He believes the Portable People Meter (PPM) technology is one of the solutions—and long overdue.

"Finally we have gotten electronic measurement into the marketplace and it will be rolling out rather rapidly from now on," he says. "What surprises me is how radio has done just about everything it could to slow the process down."

Short-Term Views

To him, the primary reason why the industry, in general, has been driven by short-term views is because most large broadcast companies are public entities. Management has been forced to live quarter by quarter and that has discouraged long-term thinking. When you operate within that mind-set, it promotes the status quo, he says.

Most advertisers are willing to be patient as the PPM rolls out, he says, because they see it as a precision tool for them and for radio—one that will reward broadcasters over time. But he also knows that agencies won't wait forever.

"When you meet with ad agencies and buyers, it becomes clear that radio will not participate as robustly with them in the future unless we have a ratings system that is credible, that delivers ROI and has the confidence of the agencies' clients. The future of radio literally rests on this issue," he says.

The other ratings issue that concerns Goldstein is that Arbitron doesn't aggregate all the ways that listeners consume radio these days, particularly Internet streaming. He laments that until other delivery methods become part of a station's ratings, it is just another influence that forces the industry to stick with antiquated thinking.

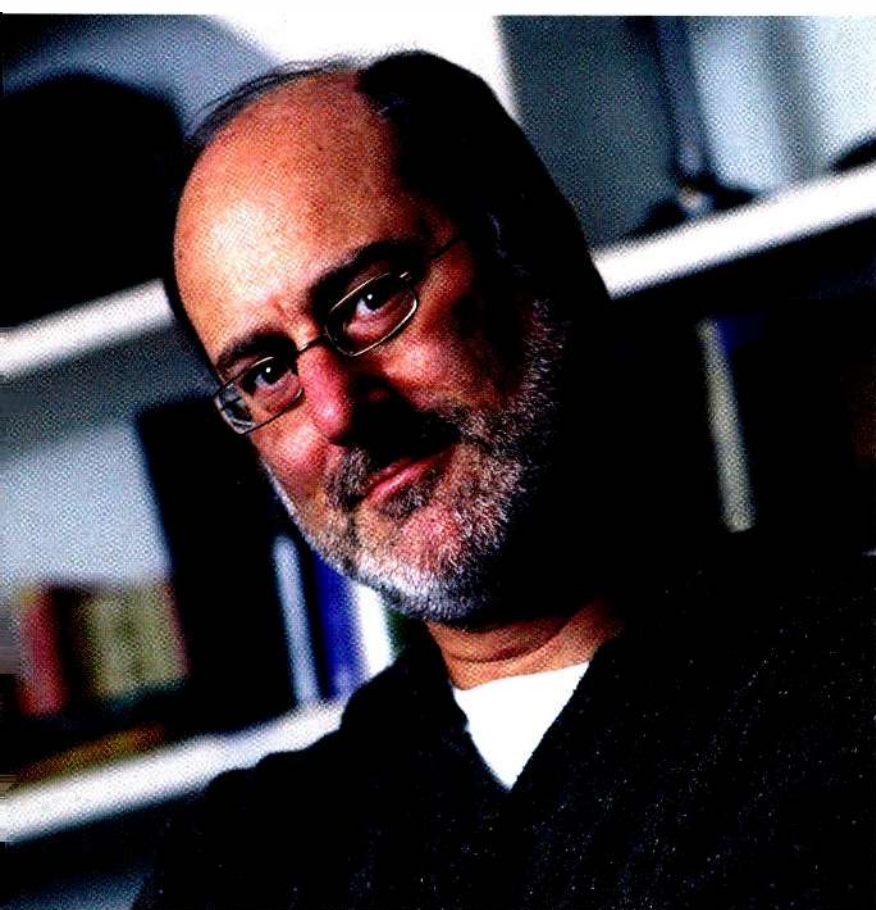
But regardless of how radio is delivered and measured and how the revenue landscape is evolving, Goldstein still believes successful stations happen because of great content.

"I firmly believe it has to be the product first," he says. "That formula has not changed, and it never will. We need to protect our brands and make them better, not dilute them or let them get stale."

"Having said that," he adds, "I don't want Saga to rely on any one format or media approach. If something new comes along that intrigues us, we will give it a try if the right opportunity presents itself. Diversification is a good thing."

'I don't want Saga to rely on any one format or media approach. Diversification is a good thing.'

—Steve Goldstein



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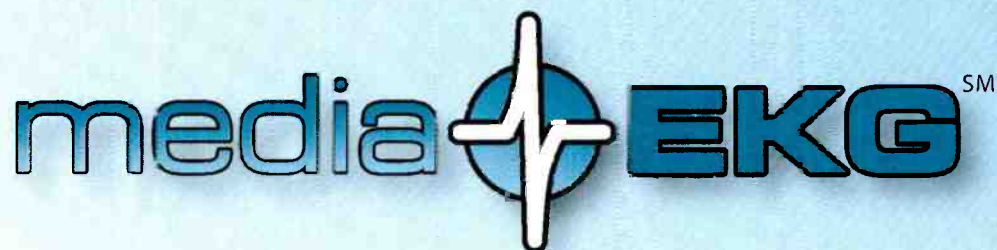
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With palette in place, new president/CEO Jeffrey Hinson plans to paint a bold new growth landscape for his company

Expansion-Minded BMP Sets Sights Beyond Texas

By Jackie Madrigal

In the past, being a radio powerhouse usually meant owning a large number of stations from coast to coast. But today, “you don’t necessarily have to own a lot of stations to be a major presence in either radio or television,” Border Media Partners president/CEO Jeffrey Hinson says.

Take Hinson’s company, for example. All of the Hispanic operator’s stations are confined to the state of Texas, where it looms large with 33 Spanish- and English-language outlets in five markets: San Antonio, Austin, Waco, Laredo and Rio Grande Valley. But Hinson, named to his current post July 1 (succeeding BMP founder/president/vice chairman Tom Castro, who maintains his board role) is positioning the company for its biggest expansion to date.

“Think of a canvas on an easel. You have paint on the palette and you’re going to paint your picture,” he says. “Knowing what you know today, what can and can’t work, we have a chance to create the next growth company in media.”

Hinson, who served as VP/CFO for Hispanic Broadcasting Corp. and Univision Radio and worked as a consultant prior to joining privately held BMP, credits Vestar Capital, Goldman Sachs and Darby Overseas Investments and other equity holders with providing the capital “to grow in a period where not everyone has [resources] to grow.”

Declining to name specific locales, Hinson says Houston-based BMP won’t limit its expansion to particular markets or states. “We’re going to go where the opportunities are good. Probably not since 1997 have I seen so many radio stations on the market. We’re going to be able to write some fairly good checks if it makes sense to come in.”

The Next Big Format

Several issues have limited group owners’ expansion efforts in the past, Hinson says—among them, the high cost of stations. But in today’s market, companies are not limited to just terrestrial radio. The Web, he adds, “will allow us to create a much bigger footprint without a significant capital requirement. The game has really changed, and it’s a

great opportunity to be in the business.”

In addition to growing BMP’s footprint, Hinson would also like to champion new Latin formats. “What would really be fun is to find the next big format or two,” Hinson says. “The Internet allows you to do that. If you attract creative people, the Web allows you to try to find the next great movement in music.

“You have the ability to experiment and think things through, both with artists on a global basis and within communities to see what makes sense. We’re really going to test and push that content,” he says.

New content development is one of the company’s top priorities. It is vitally important in the fiercely competitive Latin market, where competition is not only Spanish against Spanish, but Spanish against English.

“The whole advertising pie is available for you and you have to go and take it,” Hinson says. “More radio companies are paying attention to the Latin market. And English formats are under competitive attack and revenue potential is not as great.”

Even so, most Latin stations sell below the cost per point of English-language outlets. But there can be parity, he says. “There are many examples where Latin stations are equal to or able to exceed the rates of their English-language counterparts. It’s a matter of sales and marketing and creating more

demand and supply.”

As more marketers aim their products at the country’s exploding Hispanic population, Latin radio operators are well-positioned to benefit. But credible audience information, accountability and ROI are crucial. Hinson supports moving away from diary-based ratings and says that Arbitron is making a “good faith” effort to provide faster, more accurate listening estimates. Still, he has reservations about how the Portable People Meter service will affect the Latino market directly, especially in Hispanic-heavy cities.

“It’s very difficult to have accurate measurement in the major metropolitan areas if you do not have a solid sample of Spanish-dominant Hispanics, because it does not reflect reality,” he says. And that’s only one concern on a long list that many in the industry have raised, he adds.

“It’s easy to criticize Arbitron, and they certainly deserve some of it, but it is a process,” Hinson says. “Ultimately it’s going to be good for the industry. Right now, I don’t think anyone is having any fun with it.” He applauds radio’s ongoing dialogue with Arbitron and the committees set up to help the ratings company understand industry concerns. “That’s probably one of the best ways to facilitate meaningful dialogue with them on how to correct the major issues.”

HD Challenges

While Hinson believes HD radio is a solid product, until it is ubiquitous in automobiles, it remains a challenge, he says. “I wouldn’t be surprised if wireless Internet applications become standard quicker than HD.”

Regarding the future of BMP under his leadership, Hinson says it’s tough to say exactly where the company will end up, since a large part of its current mission depends on expansion opportunities.

Beyond radio, Hinson says there are tremendous opportunities online and in TV.

He adds, “What I hope is that five years from now, people will look at this company and say, ‘I really want to work there, they are doing some really great things, and this is a company very focused on content.’ Over time, if we can do that and develop new ways to distribute that content, we will have a company that will have created a lot of value for its shareholders and employees.” **R&R**



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‘Not since 1997 have I seen so many radio stations on the market. We’re going to be able to write some fairly good checks if it makes sense to come in.’

—Jeffrey Hinson

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Cumulus Media CEO on going private, the PPM and everything in between

Lew's View

By Mike Boyle

This summer wasn't exactly a season of leisure for Lew Dickey. ■ First, the Cumulus Media chairman/president/CEO announced July 23 that the publicly traded company had executed a definitive merger agreement under which an investor group led by Dickey and an affiliate of Merrill Lynch would acquire Cumulus and take it private in a transaction valued at about \$1.3 billion.

Pending stockholder approval and all normal government sign-offs, the parties are shooting to close the deal early next year.

Then, just 24 hours later, Dickey switched gears and caught many by surprise, revealing that Cumulus had signed a 13-month agreement for Arbitron's Portable People Meter ratings service in Houston for two of its three stations there—CHR/top 40 KRBE and KIOL (which flipped from rock to adult hits "Jack" Aug. 31). The agreement, which runs from April 1 through April 30, 2008, excludes sports KFNC (the Ticket 97.5) because it hasn't met the current minimum audience thresholds for PPM reports issued to date for Houston.

Preparing to go private and dealing with the PPM are just two of the radio topics Dickey is eager to discuss in a year also marked by still-flat ad revenue, a renewed record industry push for a terrestrial radio performance royalty and the Don Imus debacle.

Preparing For Privacy

Dickey says it is not Cumulus' intent to run the business differently when it goes private and that the reason he was motivated to make such a move was simply because he felt this structure would enable the company to source capital more efficiently.

"We have made no bones about it, we are a consolidator," Dickey says. "We are intent on growing our platform and continuing to consolidate the industry. As a result of that, and given the multiples in the public sector right now, we would have had to employ negative arbitrage every time we'd attempt to make an acquisition.

"That makes it difficult to compete—and to compete with private equity, which generally isn't the case. As a result, it was more of a 'if you

can't beat 'em, join 'em' situation that made more sense for us to change our form and become a private company."

One can't read a story on radio advertising today without the mention of flat or just plain off revenue percentages. However, Dickey's response to dealing with the problem lies at the local level.

"At Cumulus, we believe that we're in the local advertising business. We've been extremely focused on building our sales organizations across the country and making sure that they're properly staffed, trained and prepared to go out and represent our fine brand," he says. "It's a work in progress. You can't wave a magic wand and have great sales organizations. Like everything else in life, it takes a lot of work, dedication and persistence."

Dickey claims that Cumulus has "led the industry in local sales growth for the better part of the last four years" and that its efforts in this area are beginning to pay dividends for the company. "However," he adds, "we're just starting to scratch the surface of our potential."

The Pitfalls Of The PPM

Conceptually, Dickey says it's obvious that PPM technology makes sense. However, he pulls no punches about what he's witnessed so far.

"It's fraught with a lot of pitfalls, but nothing is perfect. I think what you're starting to see with the early returns is that they're having trouble maintaining sample and specific age cohorts and a lot of the same trouble they were having with the diary that this was meant to cure.

"What everybody has to remember is, regardless of what survey it is or what methodology is used or what vendor is used, a number comes back which says you have 'x' number of people listening to you and your share of listening is 'x' or 'y,'" he says. "Once the number is on printed paper, it's a matter of whether you believe it and how helpful it is in terms of a buying decision for a consumer of our product: advertising."

Dickey says Arbitron needs to address the much-discussed sampling issues, and he applauds such people as Cox Radio CEO Bob Neil and others who are weighing in vocally and trying "to make these Arbitron guys produce a good product, because they certainly weren't bashful about charging for it."

"When you think about it," Dickey continues, "how many of our vendors are asking us to take a 65% increase in our costs to provide essential-



ly the same product, which at the end of the day are just audience estimates?"

As for the continuing debate about highlighting come over share with the PPM, Dickey goes with the former: "I believe that radio should be sold as a reach medium. Newspapers have been sold that way for generations. I think that share is an antiquated metric for measuring our product and ultimately selling our product to our clients."

"Unfair" is the way Dickey characterizes the record industry's push to impose a performance royalty on terrestrial radio.

"It's unfair to impose an additional tax on broadcasters, especially when we're not exactly in robust times in terms of revenue. It basically equates to margin compression for what should be viewed as a symbiotic relationship between radio and the record companies. We have promoted their product for free by giving them airplay for years and years."

As for Dickey's view of the Imus incident, he says, "It's clear and obvious what Imus said was inappropriate and unnecessary, and he certainly has paid a price for that. But I also think that he deserves another chance to come back on the air. However, if he continues to behave irresponsibly, then I think he'll have a tough time staying on the air." **R&R**

PHOTOGRAPH BY CHRIS MCKAY/RETNA LTD.

'We have made no bones about it, we are a consolidator. We are intent on growing our platform and continuing to consolidate the industry.'

—Lew Dickey

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PromoSuite Marketing Meeting
Friday 1:45 – 5:00pm



1:45 – 2:40 Marketing in a PPM World

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Moderated by Tripp Eldredge, President & COO DMR • Panelists include:
Leo Baldwin, Program Director, WRDW-FM, Beasley/Philadelphia
Frank Iemmiti, Marketing Director, WWFS-FM CBS/New York
Bill Tatar, Marketing Director, KHPT-FM, Cox/Houston

2:45 – 3:40

The 360-degree Brand Model: Redefining Local Radio As We Know It

Emmis Interactive will take us through their perspective on shifting consumer and advertiser expectations and how to use a 360-degree brand model to redefine the value of local media to listeners and advertisers.

Presented by: Deborah Esayian, VP, Integrated Sales, Emmis Interactive • Rey Mena, VP, Emmis Interactive

3:45 – 4:05 25 Facts about Email Marketing

Get the facts on email marketing based on a study of over 400 radio stations using PromoSuite’s ListenerEmail system.

Presented by: Rachel Field, Senior Account Executive, PromoSuite
Christy Ogonis, Account Executive, PromoSuite • Craig Zimmerman, VP, General Manager, PromoSuite

4:10 – 5:00 Being P.C. — Promotionally Correct

With your sponsors, your lawyers, your boss and the “P.C. Police” listening 24/7, how can you keep your promotions fresh and cutting edge? Clifton Radio’s Paige Nienaber heads a diverse panel of “creative suits”.

Moderated by Paige Nienaber, VP, Fun & Games, Clifton Radio & C.P.R.

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CEO David Field says radio is undervalued, sees growth opportunities in HD, Internet

Giving Entercom A Forward Vision

By Keith Berman

Under CEO David Field's command, Entercom Communications made a number of high-level deals in the past year, vastly expanding the Philadelphia-based company's portfolio and brand. Last summer, it spent \$300 million to pick up 16 stations from CBS Radio and Radio One, including CBS' entire Cincinnati and Austin clusters, while also expanding its presence in Boston, Memphis and Rochester, N.Y.

The company started 2007 by swapping that Cincinnati cluster and three of its Seattle stations with Bonneville to get back into a top 10 market: San Francisco, where Entercom made a splash by returning country to the market on KBWF (95.7 the Wolf).

Then last month, it cut a deal with Nassau Broadcasting to not only purchase 50% of WCRB/Boston, but also expand the reach of its WEEI Network by airing the legendary Boston sports station's programming on 11 Nassau stations throughout New England.

"We've made a number of acquisitions this year and some trades to enhance our position across the country and grow our presence into some terrific markets that we've wanted to get into for some time," says Field, who describes his latest deal with Nassau as "a classic win-win" for both companies. "We're very content with where we are, but we're also always looking for opportunities to grow if we can find sound opportunities where we feel there's good value to expand."

Always a forward-looker and thinker, Field anticipates that HD radio will provide the industry and his company a tremendous opportunity to expand programming choices for listeners. "We've got a number of really exciting formats that we've put on the air, and it's really about expanding the diversity of content," he says. "HD continues to accelerate, and we're seeing all kinds of wonderful announcements from carmakers and radio manufacturers and retailers."

Field cautions, however, that HD needs to be used for new formats that are entirely different

than what currently is on the air in each market. "It would be insane for us to duplicate or narrowly modify existing formats," he says. "That doesn't provide a lot of value for the consumer when they think about whether they want to purchase an HD radio and to buy into the new technology."

Field doesn't expect to contain Entercom's growth merely within HD radio; he also sees huge potential for the company to grow and capitalize on the Internet. "We're doing a great number of things today and have an even larger plan for the future to see the Internet become a material contributor to our revenues and our cash flow," he says, adding that the Web offers another avenue for creative content distribution.

"We are strongly encouraging our people to be as creative as they can in integrating content between their on-air and online efforts to continue to enhance our connection with our listeners," he says.

The PPM: A Positive

While Entercom is not a subscriber to Arbitron's Portable People Meter service—it doesn't own stations in Philadelphia or Houston where the technology has been commercialized—Field sees electronic data measurement as "a positive for the industry" and recognizes that it's the direction in which the business is headed. "The challenge will be getting over the hump on PPM, which, in my view, materially understates radio listening," he says.

"We need to figure out how to make sure we get full credit for listening throughout the day," he continues, expressing concerns that "lost listening"—due to people leaving their meters in bedrooms or kitchens in the morning—needs to be captured and included in the ratings. "There are some growing pains, which are natural, but to Arbitron's credit, I have every confidence that they're using every means at their disposal to make sure these rollout issues are addressed and the technology continues to get better and better."

Traditional Business Model

Despite viewing new technologies as integral to Entercom's growth, Field still sees a lot of value in the traditional business model and describes radio as "far and away, the most undervalued medium."

"Today, 96% of Americans are listening to radio

every week, and they spend more time with radio than any other medium by far, other than TV. Yet there are many who have myopically bought into the perception that somehow radio has eroded, and nothing could be farther from the truth."

Field says that while newspaper readership among Americans has declined from roughly 75% a generation or two ago to around 33% today, "our platform is incredibly powerful, and yet we do not get full credit for it."

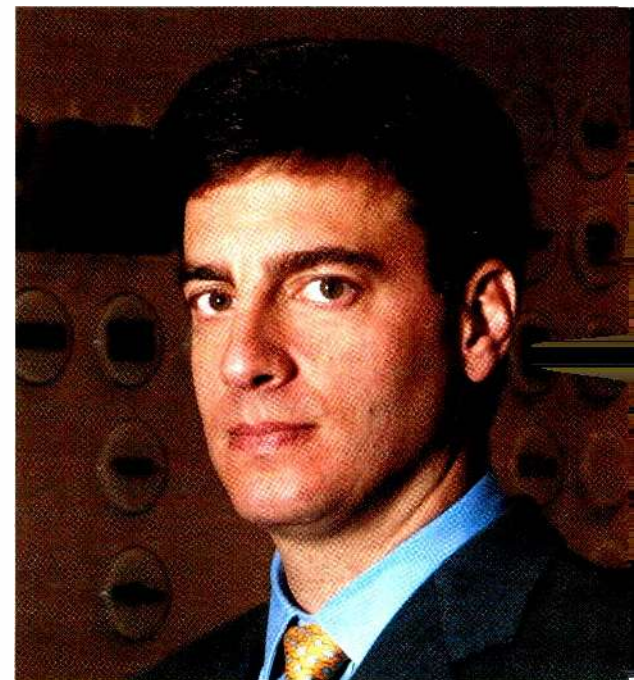
In order to receive proper recognition, Field says that the industry should aggressively market radio to its customers, colleagues and friends. "The bottom line is, radio has never been stronger in comparison to newspaper, TV, direct mail and our other largest competitors. We need to be more effective in telling that story," he says.

"It starts with the facts—the numbers speak for themselves, as does the research. There's a recent Bridge study that shows that radio is strongly rebounding, even with 12- to 24-year-olds who are rediscovering radio and are using it even more than they were a couple of years ago, now that the initial fascination with iPod technology has waned. That's not to suggest by any means that the iPod is going away and that [it] isn't a great breakthrough, but it's a positive study in terms of radio's resilience in the face of other technologies." **R&R**

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'Our platform is incredibly powerful, and yet we do not get full credit for it.'

—David Field



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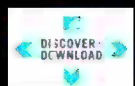
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Seducing The PPM

Mark Ramsey Suggests The 'Habits Of Highly Successful Ratings'

By Susan Visakowitz

In the past couple of years, countless articles have detailed how Arbitron's Portable People Meter works, how to read the data it produces and, most recently, how the electronic ratings system has so far affected station rankings in the first two markets to go live with the service, Philadelphia and Houston.

1. Recall matters. Ramsey finds that, despite suggestions to the contrary, recall remains relevant in a PPM world. "People do find things by flipping, but often they already know what stations they want to try when they are tuning. Recall is how people decide what to tune to."

Jacobs and Marince agree, with the former saying, "I have heard many broadcasters opine that top-of-mind marketing won't be a major priority in a PPM world and that traditional radio

branding will go by the wayside. But listeners still have to be aware of you in order to remember to turn on your station."

Marince adds, "Recall remains critical but for a different reason [than with the diary]. In PPM, recall is about trial. So we move from remembering to write it down to remembering to tune to or use the station."

Continued on page 48

But until now, there's been little guidance available as to what practical steps stations can take to get positive PPM results.

Consultant Mark Ramsey, president of Mercury Radio Research/hear 2.0, hopes to shed some light on this with an informal study he conducted during the first five months of this year, in which he aimed to find out if "there are things you can do on or off the air that will result in a positive impact on PPM results." He is presenting the findings of this study, "Seducing PPM: Seven Habits of Highly Successful Ratings," Sept. 28 at the NAB Radio Show in Charlotte.

His primary goal was to "correlate a cause and effect between programming and marketing actions" and corresponding ups and downs in listenership as measured by the PPM. To do this, Ramsey made use of unlimited access to Arbitron's PPM data for Philly and Houston, and—both with and without the help of stations themselves—collected information on marketing and promotion initiatives launched in these markets during the five-month time frame.

Ramsey is quick to point out that his study is not scientific, but rather "anecdotal." He admits that "the great majority of stations" refused to participate directly in his study, primarily because they did not want to give up what they consider proprietary information. Ramsey therefore emphasizes that his findings are to be considered preliminary and says that every station needs to prove for itself what works and what doesn't in a PPM world.

Still, Ramsey makes some compelling conclusions, leading R&R to ask Jacobs Media founder Fred Jacobs and Arbitron VP of programming services Gary Marince to offer their opinions on Ramsey's key points.



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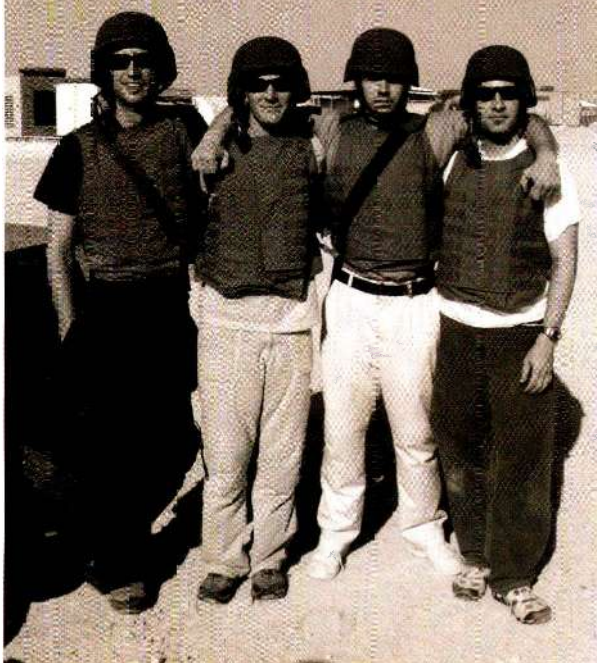
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Continued from page 46

2. Ride the high tide. Ramsey finds that when a major news event occurs, listenership increases at the stations where it is already highest in that particular daypart. He therefore suggests that stations consider that where more people are, more people can be in a PPM world.

As an example, Ramsey says that he looked at CBS Radio newser KYW/Philadelphia on the day of the Virginia Tech shootings and found that the station's increase in ratings wasn't solely driven by the shooting events themselves, "but with where there was more listenership to begin with on an average Monday."

Marince says, "If an event in the listening area prompts increased listening, it seems probable we'll see growth in dayparts where we already have listeners."

He adds that this "will be very important to monitor moving forward. Due in large part to lifestyle, listeners listen to specific stations to have specific needs met at specific times. And it's difficult to modify behavior simply because we'd like to bolster our numbers at particular times. We may have a better opportunity to succeed if we meet listeners on their terms and schedule big listening events—to whatever extent we can control this—when they're listening anyway."

3. The "one" rule. Ramsey says that the PPM requires "tactical marketing that is very specific: You need to move as many people as possible to one place at one time on one day for one reason."

'You need to move as many people as possible to one place at one time on one day for one reason.' —Mark Ramsey

He adds that "because in a PPM world your sample is always 100% available to you, you want to hit everybody at multiple times instead of some people at some times."

Jacobs says, "In television, they start promoting weeks or even months in advance, and they do so relentlessly. By the time something debuts, it's embedded in the minds of viewers. Radio programmers will have to develop even greater focus, concentrating on the one or two really important things they wish to communicate."

4. When direct mail drops, the game is on. Ramsey found that with the PPM, stations experience a response to a piece of direct mail arriving at someone's house immediately, as opposed to seeing positive gains whenever the mail instructs listeners to tune in. "Direct mail makes more of an impact the week it's received. When the piece vanishes, so do the instructions to tune in at a certain time."

As an example, Ramsey says he looked at a direct mail campaign by Jerry Lee's AC WBEB/Philadelphia and found that during the week the mail arrived, cume rose 11% and share rose 10% compared with an average week, which stood in contrast to what happened on the contest day touted by the piece of mail, when cume and share were lower than on an average day.

5. Tactical is the new black. Ramsey finds that while strategic marketing remains important, tactical marketing is even more crucial under the PPM. "Stations need to do a lot more tactical marketing, especially tactical TV marketing, with PPM. Tactical means ratings right now, and with the immediate results of PPM, ratings right now matters most." He adds that because the "impact of a tactical campaign

seems to be ephemeral, it has to be followed up right away by more tactical marketing. You need quick hits."

Jacobs says, "In much the same way that TV creates events that are easy for viewers to understand—[for example] James Bond Week—tactically and simplistically moving listeners to tune in at specific times will pay off with PPM."

6. Events drive ratings up or down. Ramsey says there are "events and anti-events." As an example he looked at KSBJ Educational Foundation's contemporary Christian KSBJ/Houston when the station sent its morning show to Gospel Music Assn. Music Week. He found that AQH on these "GMA days" plummeted 29% from the average non-GMA day.

Marince notes that Arbitron has "observations of stations hosting a ticket giveaway throughout the week and seeing no noticeable listening increases during the contest. But we've seen that exact same contest spike listening on the last possible day of the contest after it was announced the concert was sold out. It is possible that in the early stages of [the] ticket giveaway, it translated to clutter, which is a listener-repellent. But, when the only way a person could still get tickets to the sold-out major event was through the station, it made a difference in a favorable way."

7. Fulfill expectations. Closely related to the above point, Ramsey says, "If you do not understand your audience and you pitch them things that don't fit their needs and wants, you will drive your PPM results down."

Marince agrees, "It's all about understanding what your

audience wants and expects from your station. Once listeners embrace your brand, there will be some expectations formed, which should never be violated. When an air talent at a music station cracks open the mic and rails on about how hard it was to find a parking spot on the way in to work, it's a lost marketing opportunity for the station. Everything has to be directed to supporting the station's strategic goals. And I'll bet 'complaining to strangers about something personal' was never established as a station goal."

Bonus: Monday is the new Thursday. Despite Arbitron referring to Friday as the new Thursday in a PPM world, Ramsey argues that Monday is actually the most important day of the week where electronic ratings is the currency. He says that in looking at the PPM data for Philly and Houston, he found that from Monday to Friday, average cume is 8% higher and average AQH is 26% higher, "obviously because of the workplace factor. Thursday and Friday just lead into a trough called the weekend."

Accordingly, Ramsey suggests that tactical promotional campaigns, especially those done on TV, put the focus on Monday, either occurring that day or Sunday night. "You want to kick things off at the beginning of the week, not just before the trough, and Sunday night TV has the highest HUT [houses using TV] levels."

Marince is slightly less committal, saying, "This is another point well worth watching. Remember, the numbers used for this report are based on averages; your mileage may vary. A real solid understanding of how listeners use your radio station is in order before decisions can be made about when to promote."

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Bonneville's bold 'Nightside Project' has younger listeners tuning talk

Talking To Twentysomethings

Ken Tucker

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 'It's very fast-moving, very fast-paced, because we're trying to reach a demographic that requires that.' —Kevin LaRue

We don't do things like we are supposed to," a message posted on the show's Web site states. "We don't hate any political party or politician. We just don't want anyone blowing smoke when we ask a question." ■ Welcome to the "Nightside Project," an often irreverent, but still insightful, news and lifestyle show aimed at twentysomethings and based at Bonneville International news/talk KSL-AM-FM/Salt Lake City.

Describing the program is a little difficult. Think of a morning show at night, and then throw in a dose of real-world news that matters to a younger audience. On one recent show, "Nightside" "political guru" Ethan Millard and local Democratic blogger Jeff Bell argued about whether Hillary Clinton's cleavage will help her win the presidency. In another segment, satirist and voice guy Alex Kirry somehow managed to link Britney Spears to O.J. Simpson's recent run-in with the law. The same night, the show discussed the protester who was tasered during a

John Kerry speech and how Sally Field was censored during the Emmy Awards for speaking out about war.

Attitude And Entertainment

The show, which debuted in July 2006 on KSL and now also airs on Bonneville sister WWWT-AM-FM/Washington (formerly WTWP), is hosted by Mike Castner. The former E! Entertainment Television correspondent and red carpet reporter joined the station from Clear

Channel's KFI/Los Angeles. Castner's résumé includes a stint at the London bureau of "Entertainment Tonight" and covering the White House and State Department for Tribune Broadcasting.

Castner brings "attitude from KFI and an entertainment sensibility from E!," PD Kevin LaRue says, "but he also's done hard news reporting."

And while Castner's varied experience helps make the approach work, he's not alone. There are five other full-time players on the "Nightside" stage. Six staffers for a night show? More on that later.

Corporate Initiative

The show, which started with an 18-month investment by Bonneville, is part of a corporate initiative, according to LaRue, who joined the station in April 2006. "It called into question whether we should put the same product on the FM that we've been putting on the AM for decades, or should it be something different to reach a different audience on a different band."

The company has in recent years moved or expanded formerly AM-only news/talk operations to FM in Phoenix (KTAR), Washington (WWWT) and Salt Lake City (KSL).

LaRue says the thought process behind the launch of "Nightside" was threefold. It was first a beta project "to see if the audience on FM could be younger and what the product would need to sound like to attract those people. That was the primary motivation." Second, "Nightside" is a place to nurture new talent—or as LaRue puts it, "to find out what the next generation of news/talk talent would sound like." Ratings and revenue success came third, he says.

The show debuted with a staff of 14. "We started with a staff probably twice the size of most radio stations, just doing a 7-midnight show," LaRue says.

Why did the show need that many people on staff? "It's very fast-moving, very fast-paced,

Continued on page 52

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Continued from page 50

because we're trying to reach a demographic that requires that," LaRue says. "That much energy and that much content required a lot of people to put it together."

As the show developed and as the impending loss of corporate funding neared—KSL will take over financial responsibility for the show at the end of this year—LaRue says a leaner model developed. "As we've gotten closer and closer to the day when we have to fund this ourselves and as we've figured out how we do this show with a more efficient number of people, we've just gotten better at what we do."

The ensemble also includes Millard—who handles "politics of almost any stripe," LaRue says, as well as the cultural scene. There is news veteran David Hagen, ombudsman/sports guru/technical producer Paul McHardy, producer Chelsea Headquist and Kirry Hagen, whose reports LaRue characterizes as "a cross between Fox News and 'The Colbert Report.'" broadcasts remotely from Chicago.

Most of the team is smack dab in the demo that the

show is trying to reach. With the exception of Castner and Hagen, everyone is 30 or younger, including webmaster Chase Lauritsen, who's 24.

No. 1 In 25-49

The project has grown quickly. It's the No. 1 show in the spring Arbitron survey among those 25-54 listening at night, having risen 4.7-4.6-8.8 during the last three books. It's also No. 1 among listeners 25-49 with a 7.8, up from a 3.7 in the winter. With the 18-49 demo, it's the No. 3 show behind Clear Channel's CHR/top 40 KZHT and AC KJMY. In 18-34, "Nightside" ranked fourth, exploding 1.6-6.7.

LaRue says that while the traditional news/talk audience leans 65%/35% or 60%/40% male to female, the "Nightside" audience is a 50/50 split. In fact, he says, it leaned a little more heavily female in the spring. According to Arbitron, from 7 p.m. to midnight Monday-Friday, KSL was No. 1 among 25-54 men with a 7.8 and tops among 25-54 women with a 9.6. KSL was top five with males and females 18-49.

"Nightside" will eventually be heard on sister stations

'We think we could see "Nightside" on a significant number of stations around the country. It's not going to be a boutique broadcast. It has mass appeal.' —Kevin LaRue

KTAR and KIRO/Seattle. The station is also in talks with syndicators about launching the show beyond Bonneville. The station was very deliberate in its pitch to syndicators. "They've been very receptive," LaRue says. "Part of that is because we're not just saying, 'Hey, we had a couple of good books, we need to pay for this thing, can you push this out?' We've been practicing our chops with our sister stations. We've done it inside the family first."

LaRue says KSL is targeting a February or March roll-out. "We think we could see 'Nightside' on a significant number of stations around the country. It's not going to be a boutique broadcast. It has mass appeal."

Since the show already airs outside of Salt Lake City, a model that will fit other markets already exists. While KSL listeners hear two hours of locally focused content and two hours of broader, national content, the national version of the show airs from 1 a.m. to 3 a.m. on WWWT.

The decision to syndicate the show was driven by two factors. "To monetize a show at night like we have, you really need more than one station," LaRue says, citing demand as the other reason. "I had a large-market station call me out of the blue and ask whether they could carry it at night. We feel like we've done something different under the sun. It's unlike all of the traditional talk out there."

"We can win 25-54 and we can deliver 18-49, too," LaRue adds.

In targeting a younger demo at night, LaRue says he hopes that twentysomethings will tune in and stick around. "They never listened to their parents' radio station, but all of a sudden there's all sorts of cool stuff at night that they're listening to, and they'll start listening during the day."

The show's cast has also begun venturing into the daylight. Millard provides political analysis for various shows on the station, Headquist works as a breaking news reporter, and Castner has appeared in other dayparts. "That's been a cool part about nurturing the talent," LaRue says. "We've really been able to get them out of that environment at night and introduce them to the rest of the radio station." R&R



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Leslie Segrete
Co-Host



Tom Kraeutler
Host

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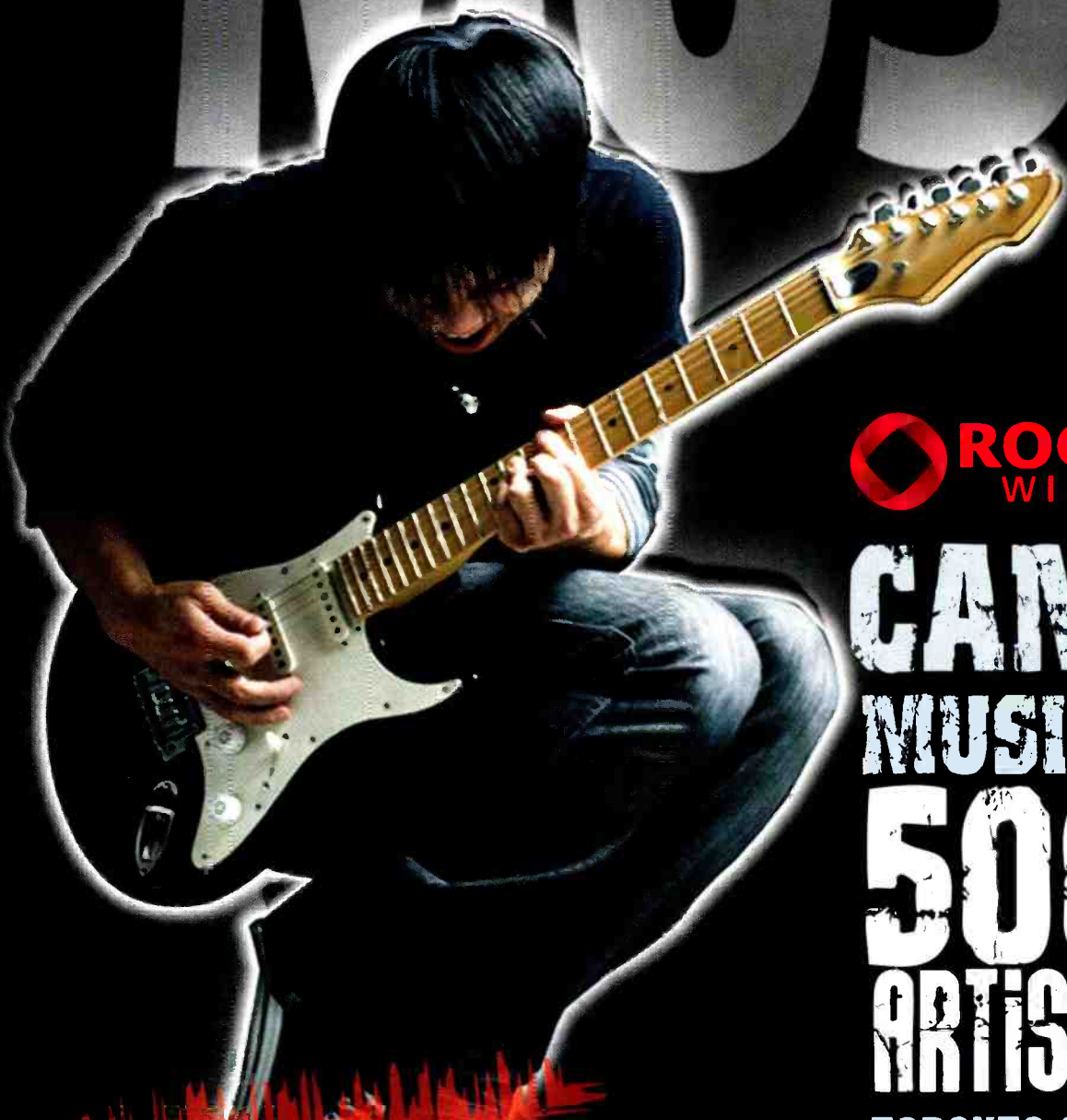
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BIG SHOTS

Compiled by Alexandra Cahill

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Larger Than Life

1. Mexican rock band Jumbo stopped by R&R's Los Angeles offices to perform at Club R&R. The band is set to release its latest album, "Superficie," in late October. From left are Jumbo manager Marcel Toffel, guitarist Flip, R&R Latin formats editor Jackie Madrigal, Jumbo vocalist Castillo, Billboard correspondent Ayala Ben-Yehuda, Jumbo bass player Charlie, R&R Latin charts manager José Promis and CS PR firm president Claudia Sandoval.

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

2. Choice of a New Generation Geffen Records artist Keyshia Cole, left, appeared on Music Choice to promote her new hit video, "Let It Go," which is available on the music service's free on-demand network. Pictured with Cole is Music Choice programming coordinator Akim Bryant. **3. Straight From the Heart** "HardDrive" listeners got a taste of Dutch symphonic metal band Within Temptation when the group made an appearance on the United Stations-syndicated show. The band's new CD, "The Heart of Everything," was released July 24 on Roadrunner Records. From left are Roadrunner Records VP of promotion Mark Abramson, vocalist Sharon den Adel, "HardDrive" producer Roxy Myzal and guitarist Robert Westerholt. **4. Urban Adventure** Keith Urban met with Lia Knight, host of Jones Radio Networks' "The Lia Show," and her husband, Chad Douglas, before his sold-out concert at KeyArena in Seattle. From left are Douglas, Urban and Knight. **5. Behind the Music** Colombian star Juanes, left, did a one-on-one with Giselle Blondet for her "Historias Para Contar" TV special on Univision Network. Juanes' latest album, "La Vida... Es Un Ratico," is due Oct. 23. **6. Free Spirit** Motown artist Mya discussed her fourth studio album, "Liberation," with Clear Channel urban AC KHHT (Hot 92.3) staffers in Los Angeles, including midday personality Al B. Sure. From left are PD R Dub, midday personality Sean Andre, Mya and Sure. **7. Instrument of Change** Paul McCartney signed his 10-foot, hand-painted Gibson Les Paul, named And the Crowd Goes Wild, during a visit to the Gibson Guitartown London charity exhibition. The fiberglass replica, which was designed and painted by artist Rosie Brooks, will be auctioned to raise money for the Prince's Trust, Teenage Cancer Trust and Nordoff-Robbins Music Therapy at an event in London later this year.

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Formats

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



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

R&R TIMELINE

1 YEAR AGO Chris Novello is tapped as PD at alternative WBRU/Providence. ■ Beasley Broadcasting names Charlotte Burke PD of news/talk KDWN/Las Vegas. ■ RCA Music group VP of rhythm crossover promotion Michael Williams rises to senior VP of rhythm crossover promotion.



Portnow

5 YEARS AGO Zomba Group executive Neil Portnow is named to preside over the Recording Academy. ■ WQXR/New York elevates Wende Persons to executive director of programming and national services. ■ Gregg Hanson becomes PD at WXYT (the Team 1270)/Detroit.

10 YEARS AGO Deborah Parenti joins WXTU/Philadelphia as VP/GM. ■ KQRC/Kansas City PD Greg Stevens is named PD for KEGL/Dallas. ■ Polly Anthony rises to president of Epic Records/550 Music as the company restructures.

15 YEARS AGO Tom Sly becomes GM at KBPI/Denver. ■ KZOK/Seattle selects Dave Richards for programming duties. ■ David Bernstein is named program OM at WRKO/Boston.



Bernstein

20 YEARS AGO Jim Maddox becomes executive VP/COO at Willie Davis' All-Pro Broadcasting. ■ Country KUSA/St. Louis bumps up Lee Sherwood to PD. ■ Dave Allan is the new PD at WUSL/Philadelphia.

25 YEARS AGO Gannett WJYW/Tampa names Jay Cook president/GM. ■ Jack Patterson steps up to PD at KDAY/Los Angeles. ■ Larry Grogan becomes GM of KLPX and KLIF/Dallas as Dan Halyburton rises to station manager.

30 YEARS AGO China Jones (aka Ted Ferguson) is appointed PD of WABX/Detroit. ■ WSLR/Akron names Bill Coffey PD. ■ Candy Wessling is the new director of FM music for the Plough chain.



Ferguson

THE SPIN

Pink Inks Second Straight No. 1



Pink posts back-to-back No. 1s at CHR/Top 40 as "Who Knew" (Zomba) rises 2-1 four months after "U + Ur Hand" topped the list. Pink is the second artist, following label-mate Justin Timberlake, to claim multiple No. 1s this year. The last female to scale the summit with successive singles was Mariah Carey, whose "Shake It Off" fol-

lowed "We Belong Together" in 2005. "Knew" is Pink's fourth career No. 1, along with four other tracks that peaked at No. 2. No other artist has amassed that many top two tracks in the Nielsen BDS-powered chart's 15-year history.

'Casino' Proves A Safe Bet For Jimmy Eat World

Jimmy Eat World earns its fifth Alternative top 10 and first since "Work" in early 2005, as "Big Casino" (Interscope) climbs 11-7. "Casino" logs a 202-spin increase and takes Most Increased Plays runner-up honors behind Serj Tankian's "Empty Walls" (Reprise) (32-20, up 250). It's the fourth consecutive gain of more than 200 spins for "Casino," the longest such streak since the Red Hot Chili Peppers' "Snow ((Hey Oh))" turned the trick late last year.

Island Def Jam Lands One Short Of A Dozen

For the second time in its history, Island Def Jam Music Group claims a record 11 songs on the Urban chart, led by Playaz Circle's "Duffle Bag Boy" at No. 10. The label equals the feat it achieved on the Aug. 23, 2002, Nielsen BDS-fueled chart. Only three other labels have totaled as many as 11 titles on the list; the most recent was Atlantic, one month ago.

'Chances' Is No Risk For Dion

Celine Dion returns to the AC chart in grand fashion, as "Taking Chances" (Columbia) blazes in at No. 23. "Chances" is Dion's 38th charting title, dating back to "Where Does My Heart Beat Now" in 1990—the most among all artists in the past two decades, as are her 11 No. 1 hits in that span.

Dion last appeared with the No. 31-peaking "I Believe in You" in early 2006 and is seeking her first top 10 since "Have You Ever Been in Love" reached No. 2 in summer 2003. "Chances" is the title cut from Dion's first set of all-new English recordings in three years, due Nov. 13, just before she takes her final bow Dec. 15 at Caesars Palace in Las Vegas after a five-year run.

Snow Patrol Wins Close Battle At Triple A

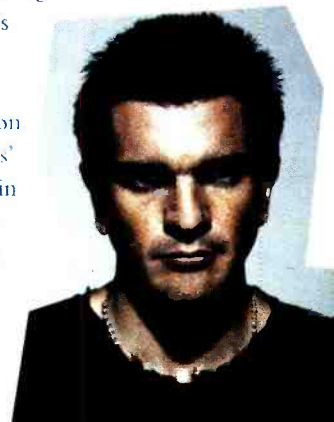
Snow Patrol lands its second Triple A chart-topper as "Shut Your Eyes" (Interscope) edges KT Tunstall's "Hold On" (Virgin) by one spin. The Scottish quintet is no stranger to tight races as "Chasing Cars" lost a No. 1 tiebreaker to the Fray's "How to Save a Life" in the Oct. 6, 2006, issue, then proceeded to regain the top spot one week later by five spins over John Mayer's "Waiting on the World to Change."

'Small' Steps Into Top 10

Carrie Underwood scores her fifth Country top 10, all in the last two years, as "So Small" (Arista/Arista Nashville) climbs 11-10. Three of her previous top 10s spent multiple weeks at No. 1, while the other peaked at No. 2. Underwood first cracked the chart's upper region when "Jesus, Take the Wheel" rose 11-8 in December 2005 on its way to a six-week run at the summit. The new track introduces Underwood's sophomore set, "Carnival Ride," due Oct. 23.

Juanes Tops Latin Pop

Juanes takes the lead for most Latin Pop No. 1s this decade, breaking a tie with Chayanne, as "Me Enamora" (Universal Latino) becomes his seventh chart-topper, flying 4-1 with Most Increased Plays (up 193). The song's three-week sprint to the top is the list's fastest since "Labios Compartidos" by Maná raced 26-1 in just its second frame on the July 28, 2006, chart. Juanes' track also nabs the greatest gain at Tropical (14-8, up 54 plays) and Latin Rhythm (25-14, up 86). "Enamora" marks Juanes' first visit to the top since "Lo Que Me Gusta A Mi" spent 10 weeks at the coveted spot beginning in February 2006.





Hey, this column has the same name as that R&R Convention session . . . weird

It's All Yours, Now Don't Screw It Up

Kevin Carter

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On Sept. 27, an elite group of five programmers gathered in the Charlotte Convention Center, the site of the 2007 R&R Convention. The reason for this meeting had been determined several months before, when it became obvious that these five people shared a common trait. All had been handed the programming reins of successful, heritage radio stations, with one important caveat: "It's all yours—now don't screw it up!"

Michael McCoy, WNCI/Columbus, Ohio

Michael McCoy knows heritage: He began his career at WMRV/Binghamton, N.Y. (named after one-time owner Merv Griffin). He later worked at WIAN/Lancaster and WHKF/Harrisburg, Pa., before landing at WNCI, where he stepped into the giant footprints left by predecessors Dave Robbins, Dan Bowen, John Dimick and Todd Shannon—hey, no pressure!

"I never really thought about that history until right after my first full book, when the station fell 8.7-6.5 12+—I was crushed," McCoy recalls. "For a moment, I thought, 'Maybe I'm not as smart as I hoped I was.'"

But then, something amazing happened: In the next book, WNCI rebounded sharply: 6.5-9.2 12+, then a 10.2. McCoy is now breathing a little easier. "I came in here with what I called a '90-day plan,' where I would just observe and get to know the staff," he says. Most of that staff had been hired by Robbins and had been there 20 years or more. "You can't make them accept you," he says. Most recently, McCoy has been involved in the budding syndication of the "WNCI Morning Zoo With Dave & Jimmy."

"When programming anything, the key is meeting and fulfilling listener expectations," McCoy says. "In the case of WNCI, or any heritage station, those expectations are usually set in stone."

Chase Murphy, WFBC/Greenville, S.C.

Several years ago, Chase Murphy moved west from WXIO/Worcester, Mass., to resuscitate a classic set of calls—and the CHR/top 40 format that had been dead in the market for 15 years, on

KHOP/Modesto, Calif. It worked, and he earned a shot at Entercom's WFBC/Greenville, S.C., replacing seven-year vet Nikki Nite, who had then been hired away to program KVIL/Dallas.

"I was walking into yet another heritage situation," Murphy says. "WFBC was a station I used to watch when I was at WSSX in Charleston, S.C." Murphy's first task: Do nothing. "Too often young PDs are in a hurry to put their fingerprints all over it, make it sound like them—and that's great—if it's broken," he says. Obviously, Nite had left the station in good shape, so Murphy had to tread lightly.

"I spent my time listening to the staff," Murphy says, employing the best answers to help him navigate and following the advice of New England programming vet Pete Falconi, who once told him, "You gain respect by the things you do and the personal relationships you establish."

Murphy says, "It's OK for a new PD to make minor changes, like updating the jingles, changing the voice person, etc., without screwing up the essence of the station." The trick is: "Contemporize, don't bastardize."

Randi West, WDCG (G105)/Raleigh

Randi West arrived in Raleigh five-and-a-half years ago as APD/afternoon talent under then-PD Rick Schmidt. When he left in 2005 to program alternative WWDC (DC101)/Washington, West was on the path to her first PD gig.

That path wasn't exactly a straight line, however. "When they first asked me, my response was, 'Absolutely not,'" West recalls, sharing that her initial hesitation revolved around time management: "I was voice-tracking nine stations at the

time. They interviewed a bunch of people, then came back to me . . . I finally agreed."

However, West's fear factor was still, well, a factor: G105 is a huge station with a huge morning show ("Bob & the Showgram"). All of which fed into that basic human fear: What if I screw this up? West says: "I was picturing myself wearing the scarlet letter and being typecast as an air talent, not a programmer."

Osmosis is a wonderful thing. "At one point I was cyberjocking on 18 stations, which meant dealing with 18 PDs, each of whom gave me valuable insight into various management styles. I learned a lot, both positive and negative," West says. "I like to think that I'm like 18 schizophrenic PDs all rolled into one."



McCoy

Michael Bryan, WXXL/Orlando

Michael Bryan spent his first month in Orlando cleaning up the wreckage left behind by his old pal Tommy Chuck, who fled for WFLZ/Tampa just ahead of the cops. (Just kidding.) "Tommy had done a lot of the dirty work and made it much easier for me," says Bryan, who has known Chuck since high school. Bryan is also well-acquainted with the concept of heritage: He came from 25-year-old Entercom rhythmic WNVZ/Norfolk. "Don London had programmed the station for 12 years, but he stayed around as OM when I was named PD. It was a little strange working under my predecessor," he says.

One of Bryan's first challenges: dealing with the resignation of Doc Holliday, half of the 17-year morning team Doc & Johnny. (Holliday sat out a six-month noncompete and recently debuted across the street at the country station.) Bryan had to rebuild the existing show, promoting Johnny Magic from No. 2 to the lead guy and hiring new co-host Jayde, aka Trish Sweet, a member of the morning team that was fired in Sacramento after the water-drinking stunt that resulted in a woman's death in January. "She came in here determined to get this job," Bryan says. "She kicked ass in the audition, and we were happy to give her this new chance."



Murphy



West



Bryan

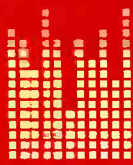


Chuck

Tommy Chuck, WFLZ/Tampa

Tommy Chuck had the rare thrill of stepping into two very different heritage situations: WXXL/Orlando right before WFLZ. "Clearly, 'XL was a bit of a different situation; it had some problems," he says. "FLZ was running smoothly when I came here, so the challenge was not to screw it up. Jeff Kapugi and Kane [both now at WIHT/Washington] had done a great job, so I didn't feel the need to come in and raise hell and change everything." Instead, Chuck spent the first few months in observation mode, getting to know everyone, and, most important, learning what made WFLZ a great radio station.

"When you take over a station that was in such good shape as FLZ, it's very easy to be afraid to do anything," he says. "You live in fear of messing it up so much that you actually end up messing it up. You have to be aware of the fact that what got us to where we are isn't necessarily what's going to get us to where we're going. You have to learn from that, but keep the station evolving." **R&R**



CHR/TOP 40

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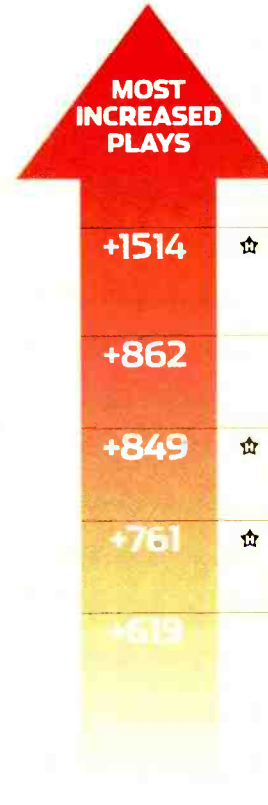
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THIS WEEK	LAST WEEK	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW	+/	AUDIENCE MILLIONS	RANK
1	2	WHO KNEW PINK	NO. 1 (1 WK)	11 ☆ LAFACE/ZOMBA	9102	+231	50.259	2
2	1	THE WAY I ARE TIMBALAND FEATURING KERI HILSON		11 MOSLEY/BLACKGROUND/INTERSCOPE	9076	-207	62.429	1
3	3	BIG GIRLS DON'T CRY FERGIE		11 ² WILL.I.AM/A&M/INTERSCOPE	7578	-587	45.011	4
4	4	LOVESTONED JUSTIN TIMBERLAKE		☆ JIVE/ZOMBA	7185	+309	43.614	5
5	9	STRONGER KANYE WEST		ROC-A-FELLA/DEF JAM/IDJMG	6583	+862	47.980	3
6	7	ROCKSTAR NICKELBACK		12 ☆ ROADRUNNER/ATLANTIC/LAVA	6531	-47	35.302	8
7	5	WAIT FOR YOU ELLIOTT YAMIN		11 ☆ HICKORY	6243	-513	36.615	6
8	8	THE GREAT ESCAPE BOYS LIKE GIRLS		COLUMBIA	5894	+23	35.793	7
9	10	WHEN YOU'RE GONE AVRIL LAVIGNE		☆ FCA/RMG	5308	+130	25.420	11
10	7	HEY THERE DELILAH PLAIN WHITE T'S		12 ☆ FEARLESS/HOLLYWOOD	5153	-748	28.308	9
11	13	OVER YOU DAUGHTRY		☆ FCA/RMG	4835	+226	24.971	12
12	12	ME LOVE SEAN KINGSTON		BELUGA HEIGHTS/EPIC	4781	+159	22.395	16
13	11	BARTENDER T-PAIN FEATURING AKON		11 KONVICT/NAPPY BOY/JIVE/ZOMBA	4635	-514	22.977	15
14	18	WAKE UP CALL MAROON 5	AIRPOWER	A&M/OCTONE/INTERSCOPE	3838	+508	18.735	19
15	14	MAKE ME BETTER FABOLOUS FEATURING NE-YO		11 DESERT STORM/DEF JAM/IDJMG	3747	-246	26.359	10
16	15	BUY U A DRANK (SHAWTY SNAPPIN') T-PAIN FEATURING YUNG JOC		11 ³ KONVICT/NAPPY BOY/JIVE/ZOMBA	3532	-328	24.032	13
17	16	FIRST TIME LIFEHOUSE		11 Geffen	3477	-273	14.113	23
18	20	GIMME MORE BRITNEY SPEARS		JIVE/ZOMBA	3345	+619	21.542	17
19	23	HATE THAT I LOVE YOU RIHANNA FEATURING NE-YO	AIRPOWER	☆ SRP/DEF JAM/IDJMG	3265	+849	19.766	18
20	29	APOLOGIZE TIMBALAND FEATURING ONEREPUBLIC	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED	☆ MOSLEY/BLACKGROUND/INTERSCOPE	3193	+1514	23.291	14
21	17	BEAUTIFUL GIRLS SEAN KINGSTON		11 ² BELUGA HEIGHTS/EPIC	2963	-412	15.346	22
22	25	CRANK THAT (SOULJA BOY) SOULJA BOY		☆ COLLIPARK/INTERSCOPE	2872	+761	17.955	21
23	26	TEENAGERS MY CHEMICAL ROMANCE		☆ REPRISE	2232	+244	5.857	36
24	27	HOW FAR WE'VE COME MATCHBOX TWENTY		☆ MELISMA/ATLANTIC	2092	+182	9.014	29
25	22	SHUT UP AND DRIVE RIHANNA		☆ SRP/DEF JAM/IDJMG	1946	-546	8.189	31
26	31	AYO TECHNOLOGY 50 CENT FEAT. JUSTIN TIMBERLAKE & TIMBALAND		☆ SHADY/AFTERMATH/INTERSCOPE	1921	+362	18.008	20
27	2	SEXY LADY YUNG BERG FEATURING JUNIOR		11 YUNG BOSS/EPIC	1919	-208	11.868	27
28	5	SHAWTY PLIES FEATURING T-PAIN		11 SLIP-N-SLIDE/ATLANTIC	1892	+152	12.768	24
29	35	BUBBLY COLBIE CAILLAT		☆ UNIVERSAL REPUBLIC	1788	+512	8.544	30
30	33	PARALYZER FINGER ELEVEN		11 WIND-UP	1590	+209	5.752	37
31	30	UNDENIABLE MAT KEARNEY		AWARE/COLUMBIA	1544	-17	4.837	-
32	36	I DON'T WANNA BE IN LOVE (DANCE FLOOR ANTHEM) GOOD CHARLOTTE		11 DAYLIGHT/EPIC	1362	+93	8.177	32
33	21	I GOT IT FROM MY MAMA CYCLONE		11 WILL.I.AM/INTERSCOPE	1303	-1275	5.168	39
34	32	LIKE THIS MIMS		11 CAPITOL	1245	-160	7.718	33
35	38	INCONSOLEABLE BACKSTREET BOYS		☆ JIVE/ZOMBA	1241	+42	6.828	35
36	40	LET IT GO KEYSHIA COLE FEATURING MISSY ELLIOTT & LIL KIM		11 IMANI/GEFFEN	1190	+152	12.388	25
37	39	PICTURES OF YOU THE LAST GOODNIGHT		☆ VIRGIN	1125	-14	2.802	-
38	34	WHINE UP KAT DELUNA FEATURING ELEPHANT MAN		11 EPIC	1103	-176	11.256	28
39	37	PARTY LIKE A ROCKSTAR SHOP BOYZ		11 ² ONDECK/UNIVERSAL REPUBLIC	1024	-239	4.403	-

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
APOLOGIZE Timbaland Feat. OneRepublic (MOSLEY/BLACKGROUND/INTERSCOPE) KKDM, KLAL, KQCH, KQXY, KRBE, WAEV, WAKZ, WADA, WCCQ, WDCG, WDJX, WDFK, WFKS, WFLY, WHHY, WHOT, WHYI, WIOG, WKFS, WKGS, WKSS, WKZL, WLKT, WNOK, WNOU, WPKY, WSNX, WTWB, WVVC, WWWQ, WXKB, WXSS, WZAT, WZYP	34
TATTOO Jordin Sparks (JIVE/ZOMBA) KHKS, KHHT, KQXY, KRBE, KSAS, WABB, WADA, WDFK, WFNH, WFLY, WHHY, WHOT, WKRZ, WPRO, WPKY, WRVQ, WTVR, WVYB, WWCK, WXLK, WYOY, WZAT, WZEE, WZYP	24
HATE THAT I LOVE YOU Rihanna Feat. Ne-Yo (SRP/DEF JAM/IDJMG) KDWB, KMXV, KRQQ, KSLZ, Sirius Hits 1, WDCC, WDJX, WDKF, WFLY, WFMF, WHYI, WKFS, WKKF, WKST, WLAN, WLKT, WNOK, WRVW	18
CLUMSY Fergie (WILL.I.AM/A&M/INTERSCOPE) KDND, KHFI, KHKS, KHOP, KKPX, KSAS, KSMB, KSPW, KZMG, WABB, WFKS, WHBQ, WKSC, WPRO, WRVQ, WVYB, WXXX, WZKL	18
CRANK THAT (SOULJA BOY) Soulja Boy (COLLIPARK/INTERSCOPE) KHOP, KRUF, KZHT, WAPE, WBHT, WBLI, WFMF, WJIM, WKFS, WKRZ, WKZL, WLKT, WNCL, WRVQ, WWCK, WXXS	16
BABY LOVE Nicole Scherzinger (INTERSCOPE) KHFI, KHHT, KIIS, KJYO, KSMB, KZZP, WDFK, WGTZ, WIHB, WIOG, WKRZ, WRVQ, WSNX, WXXX, WYKS, WZEE	16
BUBBLY Colbie Caillat (UNIVERSAL REPUBLIC) KKRZ, KSPW, WABB, WAEZ, WAPE, WBHT, WBLI, WHBQ, WHTZ, WKSE, WLKT, WRVQ, WSTW, WWSR, WWST	15
I'M LIKE A LAWYER... (ME & YOU) Fall Out Boy (FUELED BY RAMEN/ISLAND/IDJMG) KJYO, KSMB, KZMG, WAKZ, WFBC, WHHD, WIHT, WJIM, WKRZ, WKZL, WNOU, WPRO, WWWQ, WXXS	14

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
DO IT WELL Jennifer Lopez (EPIC) TOTAL STATIONS: 86	940/111	S.O.S. Jonas Brothers (HOLLYWOOD) TOTAL STATIONS: 42	458/158
TATTOO Jordin Sparks (JIVE/ZOMBA) TOTAL STATIONS: 47	☆ 750/231	NEVER TOO LATE Three Days Grace (JIVE/ZOMBA) TOTAL STATIONS: 24	448/45
I'M LIKE A LAWYER... (ME & YOU) Fall Out Boy (FUELED BY RAMEN/ISLAND/IDJMG) TOTAL STATIONS: 74	☆ 747/321	CLUMSY Fergie (WILL.I.AM/A&M/INTERSCOPE) TOTAL STATIONS: 63	☆ 425/284
BED J. Holiday (MUSIC LINE/CAPITOL) TOTAL STATIONS: 49	631/271	YOUR GUARDIAN ANGEL The Red Jumpsuit Apparatus (VIRGIN) TOTAL STATIONS: 34	☆ 425/55
BABY LOVE Nicole Scherzinger (INTERSCOPE) TOTAL STATIONS: 43	469/349	MISERY BUSINESS Paramore (FUELED BY RAMEN/ATLANTIC/LAVA) TOTAL STATIONS: 26	☆ 364/159



ADDED AT... WIXX
Appleton, WI
PD: Tony Waitekus
MD: David Burns
The Red Jumpsuit Apparatus, Your Guardian Angel, 1
Yellowcard, Light Up The Sky, 0

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

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
128 CHR/Top 40 and 17 Canada CHR/Top 40 stations are electronically monitored by Nielsen
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CHR/TOP 40

CHR/TOP 40 MONITORED REPORTERS

WFLY/Albany, NY
OM: Kevin Callahan
PD: Terry O'Donnell
APD: Brian Cody

WKKF/Albany, NY
PD: Randy McCarten

KKOB/Albuquerque, NM
OM: Eddie Haskell
PD: Justin Riley
APD: Mark Anderson
MD: Carlos Duran

WAEB/Allentown, PA
PD: Laura St. James
MD: Eric Chase

WIXX/Appleton, WI
PD: Tony Waitekus
MD: David Burns

WKSZ/Appleton, WI
PD: Dayton Kane
APD/MD: Brian Davis

WSTR/Atlanta, GA
PD: Dan Bowen
MD: Michael Chase

WWWQ/Atlanta, GA
OM: Rob Roberts
PD: Dylan Sprague

WHHD/Augusta, GA
PD: Chuck Whitaker
APD: Kris Fisher

KHFI/Austin, TX
OM: Mac Daniels
PD: Jay Shannon
MD: Tony Cortez

WFMF/Baton Rouge, LA
PD: Kevin Campbell

KQXY/Beaumont, TX
OM: Jim West
PD/MD: Brandon Shaw
APD: Patrick Sanders

WXYK/Biloxi, MS
OM: Kenny Vest
PD: Lucas

WQEN/Birmingham, AL
OM: Tom Hanrahan
PD: Keith Allen
APD/MD: Madison Reeves

KSAS/Boise, ID
PD: Steve "Keke Luv"
Kicklighter

KZMG/Boise, ID
MD: Miqay Santos

WXKS/Boston, MA
PD: Cadillac Jack
APD/MD: Chris Tyler

CKEY/Buffalo, NY
PD/MD: Dave Universal

WKSE/Buffalo, NY
OM/MD: Sue O'Neil
APD/MD: Brian Wilde

WXXX/Burlington, VT
OM/MD: Ben Hamilton
MD: Pete Belair

WZKL/Canton, OH
PD: John Stewart
MD: Nikolina

WHB/Charleston, SC
OM/MD: Bryan Taylor
MD: Dave Ryan

WSSX/Charleston, SC
OM/MD: Mike Edwards
APD/MD: Special Ed

WVSR/Charleston, WV
OM: Jeff Whitehead
PD: Wade Hill
MD: Jason Reed

WNKS/Charlotte, NC
OM/MD: John Reynolds
MD: Otis

WKSC/Chicago, IL
PD: Rick Gillette
MD: Jeff Murray

WKFS/Cincinnati, OH
OM: Scott Reinhart
PD: Mark Anderson

WAKS/Cleveland, OH
OM: Kevin Metheny
MD: Jeff Zukauckas
PD: Bo Matthews
APD/MD: Kasper

KKMG/Colorado Springs, CO
OM: Bobby Irwin
PD: John Fox
MD: Kat Jensen

WNOK/Columbia, SC
PD: Wes McCain
APD: Brian Paiz
MD: Kelly Nash

WCGQ/Columbus, GA
OM/MD: Bob Quick
MD: Rob Carter

WNCI/Columbus, OH
PD: Michael McCoy
MD: Maxwell

KKPN/Corpus Christi, TX
OM/MD: Scott Holt
APD/MD: Dave Ross

KHKS/Dallas, TX
PD: Patrick Davis
APD/MD: Billy The Kidd

WZEE/Madison, WI
OM: Mike Ferris
PD: Jon Reilly

WAOA/Melbourne, FL
PD: Tony Banks

WBVD/Melbourne, FL
OM: Ken Holiday
PD/MD: B-Rock

WHBQ/Memphis, TN
OM: Chris Taylor
PD: Karson With a K
MD: Joe Mack

WHYI/Miami, FL
OM/MD: Rod Phillips
MD: Michael Yo

WXSS/Milwaukee, WI
OM/MD: Brian Kelly
APD/MD: JoJo Martinez

KDWB/Minneapolis, MN
OM/MD: Rob Morris
MD: Lucas

WABB/Mobile, AL
APD: Q-Tip

KHOP/Modesto, CA
OM: Richard Perry
PD: Joe Roberts
APD: Madden
MD: Reaqaun Marks

WNSX/Grand Rapids, MI
OM: Doug Montgomery
PD/MD: Steve Smith
APD: Holines

WRVW/Nashville, TN
OM/MD: Rich Davis
MD: Tommy Butler

WBLI/Nassau, NY
OM: Nancy Cambino
PD: Jeremy Rice
APD: Al Levine
MD: Gabrielle Vaughn

WFHN/New Bedford, MA
PD: Jim Reitz
MD: Michael Rock

WKCI/New Haven, CT
PD: Chaz Kelly
MD: Mike "Jaazer" Thomas
MD: OC

WEZB/New Orleans, LA
OM/MD: Mike Kaplan
MD: Stevie G.

WHTZ/New York, NY
OM: Tom Poleman
PD: Sharon Dastur
MD: Romeo

KJYO/Oklahoma City, OK
OM: Tom Travis
PD: Mike McCoy
MD: Frito

KQCH/Omaha, NE
OM: Tom Land
PD: Erik Johnson
MD: Corey Young

WXXL/Orlando, FL
PD: Michael Bryan
APD/MD: Jana Sutter

WIOQ/Philadelphia, PA
PD: Rick Vaughn
APD/MD: Jo Jo Brooks

KZZP/Phoenix, AZ
PD: Mark Medina
MD: Greg "DJ Greggory D"
D'Angelo

WKST/Pittsburgh, PA
PD: Alex Tear
APD: Drew Hall
MD: Dylan

WJBO/Portland, ME
OM/MD: Tim Moore
MD: Mike Adams

KKRZ/Portland, OR
PD: Brian Bridgman
APD: Mick Lee

WPRO/Providence, RI
OM/MD: Tony Bristol
APD/MD: Davey Morris

WDCG/Raleigh, NC
OM: Chris Shebel
PD: Randi West
APD/MD: Brody

KWNZ/Reno, NV
OM/MD: Eddie Gomez
APD: Johnny B

KWYL/Reno, NV
OM/MD: Nick Elliott

WRVQ/Richmond, VA
PD: Boomer

WXLK/Roanoke, VA
PD: Kevin Scott
APD: Danny Meyers
MD: Bob Patrick

WDJX/Louisville, KY
PD: Shane Collins
APD/MD: Ben Davis

WZKF/Louisville, KY
PD/MD: Chris Randolph

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MD: OC

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APD: Johnny B

KWYL/Reno, NV
OM/MD: Nick Elliott

WRVQ/Richmond, VA
PD: Boomer

WXLK/Roanoke, VA
PD: Kevin Scott
APD: Danny Meyers
MD: Bob Patrick

WKGS/Rochester, NY
PD: Erick Anderson
MD: Jesse Graff

WPXY/Rochester, NY
PD: Mike Danier

KDND/Sacramento, CA
PD: Dan Mason
MD: Christopher K.

WIOG/Saginaw, MI
PD: Jerry Noble
APD: Demas

KZHT/Salt Lake City, UT
OM: Jeff Cochran
PD: Jeff McCartney
MD: Tricia Jenkins

KXXM/San Antonio, TX
OM: George King
PD: Tony Travatto
APD: Russell Rush

KHTS/San Diego, CA
PD: Jimmy Steele
APD/MD: Hitman Haze

Sirius Hits 1/Satellite
OM: Kid Kelly
PD: Jim Ryan
APD/MD: Ryan Sampson

XM Top 20 on 20/Satellite
OM: Jon Zeller
PD: Michelle Cartier
MD: Priestly

WAEV/Savannah, GA
PD: Marcus D.
APD: Kristin "The Island Girl"
Georg
MD: Eric Tyler

KBKS/Seattle, WA
APD: Kristin "The Island Girl"
Georg
MD: Eric Tyler

KRUF/Shreveport, LA
OM: Gary McCoy
PD: Erin Bristol
MD: Andrew "A.G." Gordon

KSPW/Springfield, MO
OM: Chris Cannon
PD: Adam Adams

KSLZ/St. Louis, MO
PD: Tommy Austin
MD: Taylor J.

WNTQ/Syracuse, NY
OM/MD: Tom Mitchell
MD: Rick Roberts

WWHT/Syracuse, NY
PD: Butch Charles
MD: Jeff Wise

WFLZ/Tampa, FL
OM: Doug Hamand
PD: Tommy Chuck

WTWR/Toledo, OH
PD: Steve Marshall

WVKS/Toledo, OH
OM/MD: Bill Michaels
MD: Boomer

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

KRQQ/Tucson, AZ
OM/MD: Tim Richards
MD: Chris Peters

KHTT/Tulsa, OK
APD: Billy "The Baby DJ"
Sexaur
MD: Dylan

WIHT/Washington, DC
PD: Jeff Kapugi
APD: Toby Knapp
MD: Gillian Sussman

WLDI/West Palm Beach, FL
OM: Dave Denver
PD: Kobe
MD: Valentine

KZCH/Wichita, KS
OM: Lyman James
PD/MD: Sammy Suarez

WBHT/Wilkes Barre, PA
PD: Justin Bryant
APD/MD: A.J.

WKRZ/Wilkes Barre, PA
OM: Jim Rising
PD: Mike O'Donnell
APD/MD: Kelly K

WSTW/Wilmington, DE
PD: Mike Yeager
APD/MD: Mike Rossi

WAKZ/Youngstown, OH
OM: Dan Rivers
PD: Sean Stevens
MD: Krissy Taylor

WHOT/Youngstown, OH
APD: Hunter Quinn
MD: J-Dub



▶ "APOLOGIZE," TIMBALAND'S FOLLOW-UP TO TWO NO. 1 SONGS, IS THE BIG MOVER ON THE CANADA CHR/TOP 40 CHART (37-20).

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	CHR/TOP 40 INDICATOR	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	16	THE WAY I ARE	TIMBALAND FEAT. KERI HILSON	MOSLEY/BLACKGROUND/INTERSCOPE	3427	+7
2	2	16	WHO KNEW	PINK	LAFACE/ZOMBA	3233	+261
3	3	12	LOVESTONED	JUSTIN TIMBERLAKE	JIVE/ZOMBA	2940	+73
4	6	9	STRONGER	KANYE WEST	ROC-A-FELLA/DEF JAM/DJMG	2729	+215
5	4	20	BIG GIRLS DON'T CRY	FERGIE	WILL.I.AM/AGM/INTERSCOPE	2716	-129
6	8	15	THE GREAT ESCAPE	BOYS LIKE GIRLS	COLUMBIA	2662	+196
7	5	21	WAIT FOR YOU	ELLIOTT YAMIN	HICKORY	2485	-230
8	11	13	WHEN YOU'RE GONE	AVRIL LAVIGNE	RCA/RMG	2319	+168
9	10	24	ROCKSTAR	NICKELBACK	ROADRUNNER/ATLANTIC/LAVA	2289	+123
10	13	8	OVER YOU	DAUGHTRY	RCA/RMG	2148	+257
11	12	8	ME LOVE	SEAN KINGSTON	BELUGA HEIGHTS/EPIC	2064	+111
12	7	16	HEY THERE DELILAH	PLAIN WHITE T'S	FEARLESS/HOLLYWOOD	2016	-456
13	9	14	BARTENDER	T-PAIN FEAT. AKON	KONVICT/NAPPY BOY/JIVE/ZOMBA	1926	-363
14	16	9	WAKE UP CALL	MAROON 5	A&M/OCTONE/INTERSCOPE	1726	+245
15	14	12	FIRST TIME	LIFEHOUSE	GEFFEN	1725	-89
16	15	13	MAKE ME BETTER	FABOLOUS FEAT. NE-YO	DESERT STORM/DEF JAM/DJMG	1688	+81
17	23	3	GIMME MORE	BRITNEY SPEARS	JIVE/ZOMBA	1417	+484
18	24	4	HATE THAT I LOVE YOU	RIHANNA FEAT. NE-YO	SRP/DEF JAM/DJMG	1247	+341
19	21	8	HOW FAR WE'VE COME	MATCHBOX TWENTY	MELISMA/ATLANTIC	1162	+148
20	19	17	BEAUTIFUL GIRLS	SEAN KINGSTON	BELUGA HEIGHTS/EPIC	1105	-83
21	22	6	TEENAGERS	MY CHEMICAL ROMANCE	REPRISE	1099	+150
22	25	11	CRANK THAT (SOULJA BOY)	SOULJA BOY	COLL/PARK/INTERSCOPE	1061	+284
23	17	7	I GOT IT FROM MY MAMA	WILL.I.AM	WILL.I.AM/INTERSCOPE	999	-358
24	18	14	SHUT UP AND DRIVE	RIHANNA	SRP/DEF JAM/DJMG	952	-381
25	37	2	APOLOGIZE	TIMBALAND FEAT. ONEREPUBLIC	MOSLEY/BLACKGROUND/INTERSCOPE	932	+547
26	27	9	PARALYZER	FINGER ELEVEN	WIND-UP	765	+39
27	26	6	SHAWTY	PLIES FEAT. T-PAIN	SLIP-N-SLIDE/ATLANTIC	727	-8
28	28	4	SEXY LADY	YUNG BERT FEAT. JUNIOR	YUNG BOSS/EPIC	688	-5
29	32	6	AYO TECHNOLOGY	50 CENT FEAT. JUSTIN TIMBERLAKE & TIMBALAND	SHADY/AFTERMATH/INTERSCOPE	683	+220
30	35	3	BUBBLY	COLBIE CAILLAT	UNIVERSAL REPUBLIC	668	+253
31	38	2	CYCLONE	BABY BASH FEAT. T-PAIN	ARISTA/RMG	525	+176
32	29	19	PARTY LIKE A ROCKSTAR	SHO! BOYZ	ONDECK/UNIVERSAL REPUBLIC	492	-113
33	29	2	I DON'T WANNA BE IN LOVE (DANCE FLOOR ANTHEM)	GOOD CHARLOTTE	DAYLIGHT/EPIC	464	+115
34	40	3	LET IT GO	KEYSHIA COLE FEAT. MISSY ELLIOTT & LIL' KIM	IMANI/GEFFEN	417	+91
35	NEW		UNDENIABLE	MAT KEARNEY	AWARE/COLUMBIA	414	+111
36	31	7	SORRY, BLAME IT ON ME	AKON	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	410	-74
37	RE-ENTRY		INCONSOLABLE	BACKSTREET BOYS	JIVE/ZOMBA	361	+47
38	15		EASY	PAULA DEANDA FEAT. BOW WOW	ARISTA/RMG	313	-123
39	36	12	LIKE THIS	MIMS	CAPITOL	280	-123
40	NEW		BED	J. HOLIDAY	MUSIC LINE/CAPITOL	266	+45

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	CANADA CHR/TOP 40	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	20	THE WAY I ARE	TIMBALAND FEATURING KERI HILSON	MOSLEY/BLACKSTONE/INTERSCOPE/UNIVERSAL	718	-12
2	2	11	LOVESTONED	JUSTIN TIMBERLAKE	JIVE/SONY BMG	662	+60
3	3	10	STRONGER	KANYE WEST	ROC-A-FELLA/DEF JAM/UNIVERSAL	637	+46
4	4	11	DO IT	NELLY FURTADO	MOSLEY/GEFFEN/UNIVERSAL	510	-20
5	5	7	ME LOVE	SEAN KINGSTON	BELUGA HEIGHTS/EPIC/SONY BMG	471	-20
6	10	3	GIMME MORE	BRITNEY SPEARS	JIVE/SONY BMG	469	+88
7	6	20	BIG GIRLS DON'T CRY	FERGIE	WILL.I.AM/AGM/INTERSCOPE/UNIVERSAL	426	-53
8	13	7	WAKE UP CALL	MAROON 5	A&M/OCTONE/UNIVERSAL	389	+77
9	9	10	MONEY HONEY	STATE OF SHOCK	CORDOVA BAY	383	-2



Morning man DJ Laz marks nearly two decades at WPOW/Miami

Power's Potent Mix Veteran

Darnella Dunham

DDunham@RadioandRecords.com

to have a personality with more than a decade of equity on your airwaves is something special on a rhythmic station, since it's typically difficult to age with the format. To be home to a personality who's still relevant and relatable after almost 20 years at one station is all the more remarkable. ■ Beasley's WPOW (Power 96)/Miami morning show host DJ Laz will celebrate 20 years at the station in August 2008. In addition to being on-air, he has consistently mixed in the clubs, produced songs and released records as an artist and producer.

DJ Laz started working in radio when he was only 14. A family friend was mixing on Cox's then-rhythmic WHQT (Hot 105) in the market and recommended Laz for a position after a mixer departed. He was invited to audition during a live club broadcast at a venue that he was actually too young to legally enter. Laz was offered a job mixing on weekends, but no one bothered to ask him how old he was.

"They saw I was a hard worker so they assumed I was 18," Laz recalls.

Competition Knocks

His mixshow garnered strong ratings, and after a couple of years, the competition came knocking. He says, "The one thing that Power said they were missing was DJ Laz. When they had the opportunity to snatch me up, it worked out for everybody."

Laz was first brought on to mix during the morning show and eventually became a co-host. "I did that for probably three years, and one day they came to me and said, 'Something happened to our afternoon guy; we want you to do afternoons. Today.'"

After several years in afternoon drive, DJ Laz is back in mornings, this time as lead host. "Mornings are a completely different animal from any other daypart in radio," he says. "I knew I wanted to do it, I knew I needed some coaching and some work, but I knew it would come around and thank God it has. But it's a lifestyle change; it's not a job, because when you do mornings, everything else revolves around what you do in the morning.

"To me, afternoons was the best gig on the radio, because you could party all night and sleep all day."

Making Music On The Side

As an artist, Laz has built his name in the market off-air and released his first album, "DJ Laz," in 1991.

But not everyone at the station was consistently supportive of it, he says. "At the beginning they were. Then they got a new program director and he was not. But now the new regime absolutely is supportive of me making records, and I'm working on album No. 7."

Now other radio mixers have active songs, such as Emmis KPWR (Power 106)/Los Angeles' DJ Felli Fel, Emmis WQHT (Hot 97)/New York's DJ Envy and Cox-owned WEDR (99 Jamz)/Miami's DJ Khaled. Seeing other DJs do what he did more than 15 years ago is gratifying for Laz. "It's great; I love it," he says. "The DJ is the lifeline to parties, to radio, to everything else—why not make them a lifeline to making records? I did it in 1991 and I was probably one of the first."

DJ Laz Music Conference

OM Tom Calococi recognized the benefit of Laz's longevity as a DJ, radio personality and artist, so he suggested creating the DJ Laz Music Conference. Laz thought it was a great idea, so on Sept. 29, about 200 South Floridians will be schooled on various aspects of the music industry. "One thing that I want to share with people in this music business is how to get into

it correctly," Laz says. "I remember my first royalty check was 73 cents."

The one-day seminar will feature various panels with producers, as well as radio and A&R people. The event will also provide attendees with networking opportunities they might not have access to on their own. Laz adds, "Another thing that's going to be very popular is a listening session, where people get a chance to play their music for industry professionals. We're not going to be able to listen to everybody that attends, but we're going to put their names in a box and randomly select. Each will get five minutes to play their music for these people—an opportunity that you probably wouldn't get if it wasn't for this."

Some programmers may be reluctant to build a promotion around one personality since they believe that music should be the only star on the airwaves. Laz says, "In radio, music is a huge part of it. But when you have certain stations in the market that play the same records, it's what you do in between that makes you stand out. The bottom line is, I'm a DJ and I have to respect the music—I love music so I definitely have the utmost respect for it. But you have to be a likable person. And if you're a likable person, it'll translate into ratings and people [will] care about what you say."

Being likable is great, but how does DJ Laz stay relevant to the listeners of Power 96? "You grow backward instead of forward," he says. "Just like music changes—the music is not the same now as it was 10 years ago. If I would live in the past, I'd always be in the past. I live in the current. I evolve with the times, I change with the music. Don't get me wrong; I'm an old-school head. I still love old-school music, and there's a time and a place for all that. But the bottom line is you have to change with the times just like the music does. If you let the music change and you don't, you won't have longevity in this business."

R&R

'If you let the music change and you don't, you won't have longevity in this business.'

—DJ Laz



From left are 'DJ Laz Morning Pimp Show' cast members Ivy, DJ Laz and CC.

RHYTHMIC

► "SECRET ADMIRER" AT NO. 39 IS THE LEAD TRACK FROM PITBULL'S UPCOMING "THE BOATLIFT," HIS FOURTH ALBUM IN AS MANY YEARS.



R&R

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THIS WEEK	LAST WEEK	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW	AUDIENCE MILLIONS	RANK
1	10	CRANK THAT (SOULJA BOY) SOULJA BOY	NO. 1 (2 WKS)	☆	5798	+314	44.221
2	14	SHAWTY PLIES FEATURING T-PAIN		11	5305	-108	35.895
4	12	STRONGER KANYE WEST		11	4869	+227	38.710
3	14	LET IT GO KEYSHIA COLE FEATURING MISSY ELLIOTT & LIL KIM		11	4821	+66	36.110
6	6	BED J. HOLIDAY		☆	4473	+442	34.537
7	14	CYCLONE BABY BASH FEATURING T-PAIN		☆	3992	+193	28.949
7	15	THE WAY I ARE TIMBALAND FEATURING KERI HILSON		11	3809	-263	27.283
8	20	MAKE ME BETTER FABOLOUS FEATURING NE-YO		11	2982	-545	20.358
9	7	BABY DON'T GO FABOLOUS FEATURING JERMAINE DUPRI		☆	2836	+353	19.739
9	20	BARTENDER T-PAIN FEATURING AKON		11	2822	-530	19.079
11	9	YOU KNOW WHAT IT IS T.I. FEATURING WYCLEF JEAN		☆	2818	-217	18.289
12	14	AVO TECHNOLOGY 50 CENT FEAT. JUSTIN TIMBERLAKE & TIMBALAND		☆	2503	+48	19.853
13	16	WADSYANAME NELLY	AIRPOWER	☆	2385	+132	11.381
14	10	A BAY BAY HURRICANE CHRIS		11	2317	-457	13.602
15	12	BIG GIRLS DON'T CRY FERGIE		11	2258	-303	14.905
16	15	SORRY, BLAME IT ON ME AKON		☆	2085	-293	14.980
17	22	SHAWTY IS A 10 THE-DREAM		☆	1733	+295	8.709
18	19	UMBRELLA RIHANNA FEATURING JAY-Z		11	1669	-62	11.717
19	23	HATE THAT I LOVE YOU RIHANNA FEATURING NE-YO		☆	1575	+237	7.772
20	30	KISS KISS CHRIS BROWN FEATURING T-PAIN		☆	1519	+703	9.166
21	34	GOOD LIFE KANYE WEST FEATURING T-PAIN	MOST INCREASED PLAYS/MOST ADDED	☆	1468	+820	13.395
22	24	I GET MONEY 50 CENT		☆	1456	+168	17.413
23	21	BEAUTIFUL GIRLS SEAN KINGSTON		11	1362	-197	9.898
24	18	CAN'T LEAVE 'EM ALONE CIARA FEATURING 50 CENT		☆	1329	-472	9.527
25	33	NO ONE ALICIA KEYS		☆	1320	+652	9.315
26	25	HOOD FIGGA GORILLA ZOE		☆	1203	+123	9.470
27	27	SWEETEST GIRL (DOLLAR BILL) WYCLEF JEAN FEATURING AKON, LIL WAYNE & NIA		☆	1173	+130	5.393
28	20	ME LOVE SEAN KINGSTON		☆	1172	-440	4.638
29	17	I GOT IT FROM MY MAMA WILL.I.AM		☆	1153	-687	5.478
30	28	GET BUCK IN HERE DJ FELLA FEATURING DIDDY, AKON, LUDACRIS & LIL JON		☆	1138	+135	11.485
26	9	LOVESTONED JUSTIN TIMBERLAKE		☆	1026	-21	6.561
32	35	HYPNOTIZED PLIES FEATURING AKON		☆	945	+342	5.342
33	31	WAIT FOR YOU ELLIOTT YAMIN		11	848	+47	6.691
34	29	BIG THINGS POPPIN' (DO IT) T.I.		☆	767	-109	6.510
35	32	CANDY KISSES AMANDA PEREZ		☆	730	-61	3.555
36	39	UNTIL THE END OF TIME JUSTIN TIMBERLAKE		☆	719	+208	3.914
37	38	LOW FLO-RIDA FEATURING T-PAIN		☆	618	+105	5.516
38	37	FREAKY GURL GUCCI MANE		☆	549	+2	3.644
39	NEW	SECRET ADMIRER PITBULL FEATURING LLOYD		☆	457	+97	2.785
40	36	CAN'T TELL ME NOTHING KANYE WEST		☆	412	-170	7.069

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
GOOD LIFE Kanye West Feat. T-Pain (ROC-A-FELLA/DEF JAM/IDJMG)	30
THE HAND CLAP Hurricane Chris Feat. Big Poppa Of Ratchet City (POLO GROUNDS/J/RMG)	24
KISS KISS Chris Brown Feat. T-Pain (JIVE/ZOMBA)	18
NO ONE Alicia Keys (J/RMG)	11
UNTIL THE END OF TIME Justin Timberlake (JIVE/ZOMBA)	11
CLUMSY Fergie (WILL.I.AM/A&M/INTERSCOPE)	7
GIRLS KISS GIRLS Pittsburgh Slim (DEF JAM/IDJMG)	6
BLUE MAGIC Jay-Z (ROC-A-FELLA/DEF JAM/IDJMG)	6
BODY Ja Rule Feat. Ashley Joi (THE INC./UNIVERSAL MOTOWN)	5
LOW Flo Rida Feat. T-Pain (POE BOY/ATLANTIC)	5

ADDED AT...

KKWD
Oklahoma City, OK
PD: Ronnie Ramirez
Chris Brown Feat. T-Pain, Kiss Kiss, 22
Timbaland Feat. OneRepublic, Apologize, 14

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
GIMME MORE Britney Spears (JIVE/ZOMBA)	368/105	BODY Ja Rule Feat. Ashley Joi (THE INC./UNIVERSAL MOTOWN)	328/97
MY DRINK N' MY 2 STEP Cassidy Feat. Swizz Beatz (FULL SURFACE/J/RMG)	363/130	THE HAND CLAP Hurricane Chris Feat. Big Poppa Of Ratchet City (POLO GROUNDS/J/RMG)	309/78
DO IT WELL Jennifer Lopez (EPIC)	355/32	ROCK STAR R. Kelly Feat. Ludacris & Kid Rock (JIVE/ZOMBA)	291/21
CAN WE CHILL Ne-Yo (DEF JAM/IDJMG)	341/58	GET IT BIG Trap Starz (HIGH 4 LIFE/UNIVERSAL REPUBLIC)	270/59
GIRLS KISS GIRLS Pittsburgh Slim (DEF JAM/IDJMG)	328/154	SHOULDA LET YOU GO Keyshia Cole Introducing Amina (IMANI/GEFFEN/INTERSCOPE)	267/81

MOST INCREASED PLAYS

+820	☆ GOOD LIFE Kanye West Feat. T-Pain (ROC-A-Fella/Def Jam/IDJMG) WPYO +50, WBTT +46, KSFM +39, KYLD +38, WAJZ +37, WRCL +34, KYZZ +28, WMBX +27, KSEQ +27, KIBT +25
+703	☆ KISS KISS Chris Brown Feat. T-Pain (Jive/Zomba) KHTN +36, KSEQ +35, WKWX +35, KYZZ +34, KSFM +27, WRCD +23, KBBT +23, KCHZ +23, KQKS +21, WMBX +21
+652	☆ NO ONE Alicia Keys (J/RMG) KHTN +39, WXIS +38, WNHT +37, WJFX +35, KXBT +31, KISV +25, KBMB +25, KYZZ +24, KZZA +24, KBOS +22
+442	☆ BED J. Holiday (Music Line/Capitol) WPYO +40, KZON +40, WKHT +39, KBFM +30, WBBM +30, KCAQ +27, KZFM +25, KVVYB +25, KBMB +24, KISV +22
+352	☆ BABY DON'T GO Fabolous Feat. Jermaine Dupri (Desert Storm/Def Jam/IDJMG) WRCL +25, KEZE +23, KPWR +21, KBOS +18, KDHT +18, KZFM +18, WLTO +17, KWIN +16, WNVZ +16, KCHZ +16

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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CHART LEGEND

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

▲ Songs showing an increase in plays (audience for Country) over the previous week, regardless of chart movement. A song will also receive a bullet if its percentage loss in plays (audience for Country) does not exceed the percentage of monitored station downtime for the format. Exempting the Country chart, a song that has been on the chart for more than 20 weeks will generally not

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

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

AIRPOWER:
Awarded to songs appearing in the top 20 on both the Airplay and Audience charts for the first time with increases in both plays and audience.

BREAKER:
Awarded solely on the Country chart to songs that receive airplay on 50% of the panel for the first time.

HOT SHOT DEBUT:
Awarded solely on the Country chart to the highest-ranking new entry.

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

MOST ADDED:
A listing of songs with the total number

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

NEW AND ACTIVE:
Current songs below the chart threshold that are showing an increase in plays.

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

RECURRENT RULE:
Songs below the top 20 (top 15 for

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

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

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

🇨🇦 Indicated solely on the Canadian charts for songs meeting Canadian content requirements.

RHYTHMIC

RHYTHMIC REPORTERS

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

WFFY/Ft. Walton Beach, FL
OM: Dan Collins
PD: Chris Stryker

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

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

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

WJFX/Ft. Wayne, IN*
PD: Phil Becker
APD/MD: Weasel

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

KFSM/Sacramento, CA*
PD: Byron Kennedy
APD: Randy Fox

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

WNHT/Ft. Wayne, IN*
PD: Vincent "MoJo" Wilson
APD/MD: Shady Spencer

KYZZ/Monterey, CA*
PD: Tommy Del Rio
APD/MD: Q "Your Boy Q" Meyers

WOCQ/Salisbury, MD
PD: Deelite
MD: Bill Baker

WBTS/Atlanta, GA*
PD: Lee Cagle
APD/MD: Maverick

WHZT/Greenville, SC*
OM: Steve Crumbley
PD/MD: Jet Black

WRRX/New London, CT
PD/MD: Brian Ram

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

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

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

WQHT/New York, NY*
PD: Ebro
APD/MD: Jill Strada

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

KXBT/Austin, TX*
PD: Rudy Ramos
APD: Chico Rico

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

WNVZ/Norfolk, VA*
OM: Don London
PD: Tias Schuster
MD: Shaggy

KPWT/San Antonio, TX*
OM: Roger Allen
PD/MD: Doug Bennett

KBDS/Bakersfield, CA*
PD: Robert Chavez
APD: Adlai "DJ D-Lay" Wilson

WZMX/Hartford, CT*
OM: Steve Salhani
PD/MD: DJ Buck
APD: David Simpson

KMRK/Odessa, TX
PD: Christopher Marquez
APD/MD: Kid Vicious

XHTZ/San Diego, CA*
PD: Rick Thomas
APD: DJ Tre

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

KDDB/Honolulu, HI*
PD: Ryan Sean

KKWD/Oklahoma City, OK*
OM: Chris Baker
PD: Ronnie Ramirez

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

WJMN/Boston, MA*
PD: Cadillac Jack
APD: Dennis O'Heron
MD: GeeSpin

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

WPYO/Orlando, FL*
OM: Steve Holbrook
PD: Stevie DeMann

KYLD/San Francisco, CA*
OM: Michael Martin
PD/MD: Jazzy Jim Archer
APD/MD: Travis Loughran

WCZQ/Champaign, IL
PD/MD: Roderick "Suava" Lake

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

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

KWWW/San Luis Obispo, CA
OM: Drew Ross
PD/MD: Jo Jo Lopez
APD: DJ Mel

WRVZ/Charleston, WV*
OM: Rick Johnson
PD/MD: Woody Woods

KPTY/Houston, TX*
OM: Arnulfo Ramirez
PD: Cindy Hill

KVYB/Oxnard, CA*
PD/MD: Daniel "Mambo" Herrejon

KPAT/Santa Maria, CA
MD: DJ E-Wrek

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

KCHZ/Kansas City, MO*
OM/PD: Maurice DeVoe

KKUU/Palm Springs, CA
PD: Anthony "Antdog" Quiroz
APD: Erin Deveaux
MD: Ron T.

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

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

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

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

WYPW/South Bend, IN
OM: Ron Stryker
APD/MD: Mike "The Mayor" Mike Jax" Jackson

KIBT/Colorado Springs, CO*
PD: Jared Goldberg
MD: Madboy

KRKA/Lafayette, LA*
PD/MD: Chris Logan

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

KEZE/Spokane, WA*
OM: Eric Nelson
PD: Boomer Davis

KZFM/Corpus Christi, TX*
OM/PD: Ed Ocanas
MD: Arlene M. Cordell

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

KZON/Phoenix, AZ*
PD: Dennis Martinez
MD: DJ Mikee Mike

KWIN/Stockton, CA*
PD: Louie Diaz

KZZA/Dallas, TX*
PD: Al Fuentes

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

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

WLLD/Tampa, FL*
PD: Orlando
APD: Scantman
MD: Kristi Reif

KQKS/Denver, CO*
PD: Cat Collins
APD/MD: John E. Kage

WLTO/Lexington, KY*
OM: Robert Lindsey
PD: Tabatha Levraut

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

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

KPRR/El Paso, TX*
OM: Steve Gramzay
PD: Patti Diaz
APD/MD: DJ Slo Motion

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

KTBT/Tulsa, OK*
OM: Don Cristi
PD: Corbin Pierce
MD: Jonathan Shuford

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

XHTO/El Paso, TX*
OM/PD: Francisco Aguirre
APD/MD: Alex "Big Al" Flora

KBTE/Lubbock, TX
OM: Jeff Scott
PD/MD: Magoo

WPKF/Poughkeepsie, NY
PD: Aaron "Dave" McCord
APD/MD: C.J. McIntyre

WMBX/West Palm Beach, FL*
OM/PD: Mark McCray
MD: Preston Lowe

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

KXHT/Memphis, TN*
PD: Mo Better

KEWB/Redding, CA
OM: Rick Healy
PD: Rico Garcia

KDGS/Wichita, KS*
PD: Greg "Hitman" Williams
MD: Dave "Deuce" Jacobsen

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

WPOW/Miami, FL*
OM/PD: Tom Calococi
MD: Eddie Mix

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

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

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

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

WJJS/Roanoke, VA*
PD/MD: Cisgo

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



▶ WITH ONLY FOUR DAYS OF AIRPLAY, "BLUE MAGIC" FROM JAY-Z'S "AMERICAN GANGSTER" BLASTS ONTO THE RAP CHART AT NO. 27 WITH 695 SPINS OUT OF THE BOX.

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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	NIELSEN BDS CERTIFICATIONS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	14	CRANK THAT (SOULJA BOY)	SOULJA BOY	COLLIPARK/INTERSCOPE	NO. 1 (3 WKS)	10133 +41	86.776	1
2	2	21	SHAWTY	PLIES FEATURING T-PAIN	SLIP-N-SLIDE/ATLANTIC		8967 -389	76.751	2
3	3	13	STRONGER	KANYE WEST	ROC-A-FELLA/DEF JAM/DJMG		6614 +265	49.818	3
4	5	13	YOU KNOW WHAT IT IS	T.I. FEATURING WYCLEF JEAN	GRAND HUSTLE/ATLANTIC		5746 +347	41.719	5
5	4	22	MAKE ME BETTER	FABOLOUS FEATURING NE-YO	DESERT STORM/DEF JAM/DJMG		4969 -1065	39.130	6
6	6	10	I GET MONEY	50 CENT	SHADY/AFTERMATH/INTERSCOPE		4774 +424	47.295	4
7	7	5	WADSYANAME	NELLY	DERRTY/UNIVERSAL MOTOWN		4301 +281	23.219	13
8	8	17	CYCLONE	BABY BASH FEATURING T-PAIN	ARISTA/RMG		4083 +207	29.388	7
9	10	8	BABY DON'T GO	FABOLOUS FEATURING JERMAINE DUPRI	DESERT STORM/DEF JAM/DJMG		3841 +441	25.901	9
10	11	16	HOOD FIGGA	CORILLA ZOE	BLOCK/BAD BOY SOUTH/ATLANTIC		3691 +330	29.060	8
11	9	22	A BAY BAY	HURRICANE CHRIS	POLO GROUNDS/JJ/RMG		3083 -641	19.427	17
12	12	9	AYO TECHNOLOGY	50 CENT FEAT. JUSTIN TIMBERLAKE & TIMBALAND	SHADY/AFTERMATH/INTERSCOPE		2820 -20	23.736	11
13	14	9	DUFFLE BAG BOY	PLAYAZ CIRCLE FEATURING LIL WAYNE	DTP/DEF JAM/DJMG		2784 +490	23.263	12
14	13	20	INT'L PLAYERS AN' THEM (I CHOOSE YOU)	UGK FEATURING OUTKAST	UGK/JIVE/ZOMBA		2748 +49	22.491	15
15	25	3	GOOD LIFE	KANYE WEST FEATURING T-PAIN	ROC-A-FELLA/DEF JAM/DJMG	AIRPOWER/MOST INCREASED PLAYS	2600 +1372	25.842	10
16	15	10	FREAKY GURL	GUCCI MANE	BIG CAT/ASYLUM/ATLANTIC		2189 +88	17.069	19
17	21	6	I'M SO HOOD	DJ KHALED FEATURING T-PAIN, TRICK DADDY, RICK ROSS & PLIES	TERROR SQUAD/KOCH		1869 +261	15.007	21
18	23	8	MY DRINK N' MY 2 STEP	CASSIDY FEATURING SWIZZ BEATZ	FULL SURFACE/JJ/RMG	AIRPOWER	1865 +384	18.483	18
19	17	25	SEXY LADY	YUNG BERG FEATURING JUNIOR	YUNG BOSS/EPIC/KOCH		1861 -181	16.092	20
20	24	4	HYPNOTIZED	PLIES FEATURING AKON	BIG GATES/SLIP-N-SLIDE/ATLANTIC		1774 +535	9.460	24
21	19	16	CAN'T TELL ME NOTHING	KANYE WEST	ROC-A-FELLA/DEF JAM/DJMG		1559 -347	22.720	14
22	22	17	MONEY IN THE BANK	SWIZZ BEATZ	UNIVERSAL MOTOWN		1438 -105	20.403	16
23	26	9	GET BUCK IN HERE	DJ FELLI FEL FEATURING DIDCY, AKON, LUDACRIS & LIL JON	ROCK HILL		1274 +140	11.829	23
24	18	7	I GOT IT FROM MY MAMA	WILL.I.AM	WILL.I.AM/INTERSCOPE		1271 -652	6.349	27
25	27	4	THE HAND CLAP	HURRICANE CHRIS FEATURING BIG POPPA DE RATCHET CITY	POLO GROUNDS/JJ/RMG		1134 +184	6.638	26
26	24	4	LOW	FLO-RIDA FEATURING T-PAIN	POE BOY/ATLANTIC		1005 +172	8.500	25
27	NEW		BLUE MAGIC	JAY-Z	ROC-A-FELLA/DEF JAM/DJMG		695 +695	12.085	22
28	34	2	POP BOTTLES	BIRDMAN FEATURING LIL WAYNE	CASH MONEY/UNIVERSAL MOTOWN		687 +225	4.256	32
29	35	2	I WANT YOU	COMMON	G.O.O.D./Geffen/INTERSCOPE		628 +194	5.833	28
30	32	3	THINGS U DO	DJ ENVY & RED CAFE FEATURING NINA SKY	SHAKEDOWN/GANG BLOK/KOCH		608 +54	4.319	31
31	37	2	BODY	JA RULE FEATURING ASHLEY JOI	THE INC./UNIVERSAL MOTOWN		597 +188	3.254	37
32	28	13	GOOD THINGS	RICH BOY FEATURING POLOW* DA DON & KERI HILSON	ZONE 4/INTERSCOPE		596 -264	3.527	36
33	30	9	ROCK ON (DO THE ROCKMAN)	MONTANA DA MAC FEATURING GUNK	SAVOR FAIR/KOCH		525 -174	2.449	-
34	NEW		SOULJA GIRL	SOULJA BOY FEATURING I-15	COLLIPARK/INTERSCOPE		491 +351	3.031	38
35	NEW		SECRET ADMIRER	PITBULL FEATURING LLOYD	FAMOUS ARTISTS/TVT		460 +99	2.797	39
36	38	3	WATCH MY SHOES	3DEEP	TRILL/ASYLUM		451 +45	3.858	33
37	NEW		GET IT BIG	TRAP STARZ	HIGH 4 LIFE/UNIVERSAL REPUBLIC		420 +73	5.104	30
38	36	4	LOVE LIKE HONEY	PRETTY RICKY	BLUESTAR/ATLANTIC		399 -45	2.415	-
39	RE-ENTRY		BOYFRIEND GIRLFRIEND	C-SIDE	1720/PTMG		396 +29	1.038	-
40	NEW		HOT THING	TALIB KWELI FEATURING WILL.I.AM	BLACKSMITH/WARNER BROS.		393 +68	5.712	29

FOR WEEK ENDING SEPTEMBER 23, 2007

ALL REPORTING STATION PLAYLISTS!

Market #2 KROQ-FM/Los Angeles CBS Radio PD: Kevin Weatherly

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62

One of the highlights of the 2007 R&R Convention for the urban radio community is the Sept. 28 urban/urban AC session titled "Radio Needs This." The conversation will center on what urban and urban AC programmers can do to prepare for Arbitron's Portable People Meter (PPM) in their markets, but more important, what PDs should be doing to make their stations more compelling in general.

But it's not so much the topic that has generated excitement for this session: It is the panelists. Some of the most respected and successful urban and urban AC programmers will be present. Here's a look at what makes them standouts in their field.

Terri Avery: CBS Radio urban AC WBAV (V101.9) and urban WPEG (Power 98)/Charlotte OM Terri Avery has more than 20 years of programming experience in such markets as New York, Dallas, Houston, Washington and Baltimore. Avery has also held stints working for the NAB and in label promotion. Both of her stations consistently rank in the top three in persons 12+, and she continues to find ways to connect with listeners via new media. WBAV and WPEG offer a variety of podcasts, and their Web sites are kept up to date. Despite top ratings, Avery has not become complacent in her programming or attempts to reach listeners across multiple platforms.



Base

Terry Base: Although Citadel urban WWWZ (Z93 Jamz) and urban AC WMGI (Magic 101.7)/Charleston, S.C., OM Terry Base grew up in the market, he honed his radio chops elsewhere. After several years away, Base returned to Charleston to program WWWZ more than a decade ago. The station typically dominates the market, often with a double-digit share of 12+ listeners, so it would appear that there is room for a direct competitor. However, WWWZ has seen at least three urban and rhythmic stations come and go without making a significant impact on the urban powerhouse.



Brown

then urban-formatted WRKS (98.7 Kiss FM), the station enjoyed a successful run. (Kiss has since evolved to urban AC.) Brown's next move was into the consulting business, then to WBLS as PD. The additions of Steve Harvey in mornings and Wendy Williams in afternoon drive have had a positive impact on the station's ratings. Both shows are syndicated nationally from their WBLS flagship.



Colb

Colby Colb: Radio One WPHI (100.3 the Beat)/Philadelphia PD/afternoon personality Colby Colb began interning in the market at Clear Channel urban WUSL (Power 99) as soon as he graduated from high school and then worked his way up the ranks as board op, producer, on-air personality and MD. After 16 years at WUSL, Colby was offered the MD/afternoon drive position at sister WWPR (Power 105.1)/New York when it launched in 2002. However, he returned to Philly less than a year later for his current position. Thus far, the PPM has been a welcome change for WPHI, since the station edges out direct competitor WUSL, according to the new ratings service.

Vinny Brown: Inner City-owned urban AC WBLS and gospel WLIB-AM/New York OM Vinny Brown has spent the majority of his career in New York radio. His presence was strongly felt in the market in the late '80s and early '90s when, as PD of



Dickinson

Dave Dickinson: Every book and every trend is a battle in Washington, and one never knows who will come out on top. Some have called it the most competitive market for urban radio. Howard University urban AC WHUR/Washington PD Dave Dickinson spearheads the legendary station that has been on top with listeners 12+ since fall 2006. While there was some initial backlash after replacing "The Real D.C. Morning Show" with "The Steve Harvey Morning Show," the move has strengthened WHUR's ratings.



Little

Helen Little: Since transitioning from on-air personality to programmer, Charlotte native Helen Little has built an impressive résumé. In addition to working at such powerhouse stations as WBLS/New York (as MD/midday personality), Little programmed WUSL (Power 99)/Philadelphia in the '90s and was promoted to OM/director of urban programming for AM/FM, which owned the station before Clear Channel acquired the company. She then moved to the label side as marketing director/president of RuffNation/Warner Bros. Records. Little returned to radio as OM of Radio One/Philadelphia, and was named PD of WWPR (Power 105.1)/New York in July 2006.



Muhammad

Jamillah Muhammad: Clear Channel urban AC WMXD (Mix 92.3)/Detroit PD Jamillah Muhammad will moderate the "Radio Needs This" session, after handling similar duties during last year's gospel session. WMXD has won several accolades in the form of R&R Industry Achievement Awards during her tenure, and the station has racked up strong 12+ ratings and No. 1 status in its 25-54 target demo.



Rouse

Reggie Rouse: In 2006, Reggie Rouse departed CBS Radio's powerhouse WPGC/Washington after seven years to accept the PD position at co-owned urban WVEE (V-103) and news/talk WAOK/Atlanta. His tenure at PGC included producing "The Donnie Simpson Show" and APD and OM positions. Now CBS Radio VP of urban programming, Rouse oversees the programming of 10 stations for the company. Still programmed by Rouse, WVEE is usually No. 1 12+, sometimes with double-digit shares.



Stevens

Jay Stevens: The announcement of Jay Stevens' departure from his positions as CBS Radio VP of programming and WPGC/Washington PD at the beginning of the year caught many off guard. After a decade with the company, Stevens made the move to Radio One as senior VP of programming content. In addition to radio, Stevens is involved with the company's programming content for TV (TV One) and publishing (Giant magazine). During his time at Radio One, Stevens has helped its radio stations expand online efforts.



Wynter

Doc Wynter: Before becoming Clear Channel senior VP of urban programming, Doc Wynter programmed the company's urban WJBT (92.7 the Beat Jamz) and urban AC WSOL (V101.5)/Jacksonville. He began his career as an on-air personality. In his current position for five years, Wynter has received several honors, including being named one of Radio Ink's Most Influential African Americans in Radio, a 2006 MPA Media Award at the 11th annual Multicultural Prism Awards and recognition by the Living Legends Foundation.

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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	12	BED J. HOLIDAY	NO. 1 (2 WKS)	MUSIC LINE/CAPITOL	5015 +30	50.119 1
2	2	13	CRANK THAT (SOULJA BOY) SOULJA BOY		COLLIPARK/INTERSCOPE	4335 -273	42.555 3
3	3	16	LET IT GO KEYSHIA COLE FEATURING MISSY ELLIOTT & LIL KIM		IMANI/GEFFEN	4215 -239	45.974 2
4	5	18	UNTIL THE END OF TIME JUSTIN TIMBERLAKE		JIVE/ZOMBA	3717 +81	35.603 5
5	4	17	SHAWTY PLIES FEATURING T-PAIN		SLIP-N-SLIDE/ATLANTIC	3662 -276	40.856 4
6	6	8	I GET MONEY 50 CENT		SHADY/AFTERMATH/INTERSCOPE	3318 +258	29.883 6
7	7	10	YOU KNOW WHAT IT IS T.I. FEATURING WYCLEF JEAN		GRAND HUSTLE/ATLANTIC	2928 +130	23.430 8
8	11	4	NO ONE ALICIA KEYS		J/RMG	2841 +396	25.302 7
9	9	9	INT'L PLAYERS ANTHEM (I CHOOSE YOU) UGK FEATURING OUTKAST		UGK/JIVE/ZOMBA	2574 +98	20.659 13
10	15	7	DUFFLE BAG BOY PLAYAZ CIRCLE FEATURING LIL WAYNE		DTP/DEF JAM/DJMG	2531 +369	21.304 11
11	12	12	HOOD FIGGA GORILLA ZOE		BLOCK/BAD BOY SOUTH/ATLANTIC	2488 +208	19.590 14
12	10	13	CAN'T LEAVE 'EM ALONE CIARA FEATURING 50 CENT		LAFACE/ZOMBA	2395 -102	22.740 9
13	14	11	SHAWTY IS A 10 THE-DREAM		DEF JAM/DJMG	2382 +175	15.386 18
14	22	3	KISS KISS CHRIS BROWN FEATURING T-PAIN	AIRPOWER	JIVE/ZOMBA	1991 +457	16.363 16
15	8	20	MAKE ME BETTER FABOLOUS FEATURING NE-YO		DESERT STORM/DEF JAM/DJMG	1987 -519	18.772 15
16	18	5	WADSYANAME NELLY		DERRTY/UNIVERSAL MOTOWN	1916 +149	11.838 26
17	13	18	DO YOU NE-YO		DEF JAM/DJMG	1876 -324	21.193 12
18	19	4	STRONGER KANYE WEST		ROC-A-FELLA/DEF JAM/DJMG	1745 +38	11.108 27
19	16	28	WHEN I SEE U FANTASIA		J/RMG	1706 -129	21.860 10
20	21	8	FREAKY GURL GUCCI MANE	AIRPOWER	BIG CAT/ASYLUM/ATLANTIC	1640 +86	13.425 19
21	25	6	I'M SO HOOD DJ KHALED FEATURING T-PAIN, TRICK DADDY, RICK ROSS & PLIES		TERROR SQUAD/KOCH	1591 +278	12.047 24
22	23	6	CAN'T HELP BUT WAIT TREY SONGZ		SONG BOOK/ATLANTIC	1547 +86	11.951 25
23	17	16	BARTENDER T-PAIN FEATURING AKON		KONVICT/NAPPY BOY/JIVE/ZOMBA	1544 -259	12.424 23
24	27	5	MY DRINK N' MY 2 STEP CASSIDY FEATURING SWIZZ BEATZ		FULL SURFACE/J/RMG	1502 +254	13.041 20
25	33	2	SHOULDA LET YOU GO KEYSHIA COLE INTRODUCING AMINA		IMANI/GEFFEN	1279 +339	10.431 28
26	24	15	CAN'T TELL ME NOTHING KANYE WEST		ROC-A-FELLA/DEF JAM/DJMG	1147 -177	15.651 17
27	26	6	HYDROLIC B5 FEATURING BOW WOW		BAD BOY/ATLANTIC	1144 -124	7.257 31
28	NEW		GOOD LIFE KANYE WEST FEATURING T-PAIN	MOST INCREASED PLAYS	ROC-A-FELLA/DEF JAM/DJMG	1132 +552	12.447 22
29	28	11	MONEY IN THE BANK SWIZZ BEATZ		UNIVERSAL MOTOWN	1105 -43	12.924 21
30	29	9	PUT A LITTLE UMPH IN IT JAGGED EDGE FEATURING ASHANTI		SO SO DEF/DJMG	1096 +2	6.147 33
31	35	2	BABY DON'T GO FABOLOUS FEATURING JERMAINE DUPRI		DESERT STORM/DEF JAM/DJMG	1005 +89	6.162 32
32	37	2	HATE THAT I LOVE YOU RIHANNA FEATURING NE-YO		SRP/DEF JAM/DJMG	865 +107	2.918 -
33	30	19	SEXY LADY YOUNG BURG FEATURING JUNIOR		YOUNG BOSS/EPIC/KOCH	846 -163	7.544 29
34	NEW		HYPNOTIZED PLIES FEATURING AKON		BIG GATES/SLIP-N-SLIDE/ATLANTIC	829 +193	4.118 -
35	NEW		THE HAND CLAP HURRICANE CHRIS FEATURING BIG POPPA OF RATCHET CITY		POLO GROUNDS/J/RMG	825 +106	4.081 -
36	36	4	PROMISE RING TIFFANY EVANS FEATURING CIARA		COLUMBIA	813 +6	3.756 -
37	NEW		CAN WE CHILL NE-YO		DEF JAM/DJMG	768 +111	5.343 36
38	34	20	A BAY BAY HURRICANE CHRIS		POLO GROUNDS/J/RMG	766 -184	5.825 34
39	38	3	ROCK STAR R. KELLY FEATURING LUDACRIS & KID ROCK		JIVE/ZOMBA	726 -43	4.462 39
40	31	14	BEAUTIFUL GIRLS SEAN KINGSTON		BELUGA HEIGHTS/EPIC/KOCH	705 -307	5.088 37

MOST ADDED

SOULJA GIRL
Soulja Boy Feat. I-15
(COLLIPARK/INTERSCOPE)
KBTT, KHTE, KIPR, KJMM, KKDA, KMJJ, KNDA, KOPW, KPRS, KRRQ, KSJM, KTCX, KVSP, WAMO, WBFA, WBLK, WBLX, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WHHL, WHDT, WHXT, WIFZ, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WPEG, WPMX, WQHH, WRBJ, WTMG, WWWZ, WXBT, WZFX, WZHT

BOTTLE POPPIN
Yung Joc
(BLOCK/BAD BOY SOUTH)
KBTT, KHTE, KIPR, KJMM, KKDA, KMJJ, KNDA, KOPW, KRRQ, KTCX, KVSP, WAMO, WBFA, WBLK, WBLX, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WHRK, WHTA, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WQHH, WTMG, WWWZ, WZFX

LIKE MONEY
Three 6 Mafia
(HYPNOTIZE MINDS/COLUMBIA)
KBTT, KHTE, KIPR, KJMM, KKDA, KOPW, KRRQ, KSJM, KVSP, WAMO, WBFA, WDKX, WEMX, WEUP, WFXE, WHXT, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WQHH, WRBJ, WTMG, WWWZ, WZHT

BLUE MAGIC
Jay-Z
(ROC-A-FELLA/DEF JAM/DJMG)
KDAY, KMEL, Sirius Hot Jamz, WCDX, WERQ, WHHL, WHTA, WHTT, WIFZ, WKYS, WOWI, WPGC, WPHH, WPHI, WUSL, WVEE

GOOD LIFE
Kanye West Feat. T-Pain
(ROC-A-FELLA/DEF JAM/DJMG)
KBFB, KTCX, Sirius Hot Jamz, WCKX, WHDT, WGZB, WHHH, WHHL, WHTD, WJMH, WPEG, WPGC, WQOK

SHE WORTH THE TROUBLE
J. Valentine
(J/RMG)
KKDA, KPRS, WBFA, WBLK, WDKX, WEUP, WJKS, WJMI, WJTT, WJZD, WQHH, WTMG

THE BILL COLLECTA
Chamillionaire
(CHAMILLITARY/UNIVERSAL MOTOWN)
KJMM, KMJJ, KOPW, KVSP, WBLK, WBLX, WDKX, WJKS, WJUC, WTMG

WOMAN
Raheem DeVaughn
(JIVE/ZOMBA)
KIPR, KNDA, WBFA, WERQ, WEUP, WPRW, WVEE, WWWZ, WZFX

ADDED AT... KKDA
Dallas, TX
PD: Skip Cheatum
Yung Joc, Bottle Poppin, 2
Three 6 Mafia, Like Money, 1
J. Valentine, She Worth The Trouble, 0
Soulja Boy Feat. I-15, Soulja Girl, 0

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NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
CRYING OUT FOR ME ☆ Mario (SRD STREET/J/RMG)	698/68	SWEETEST GIRL (DOLLAR BILL) Wyclef Jean Feat. Akon, Lil Wayne & Nia (COLUMBIA)	468/26
TOTAL STATIONS:	53	TOTAL STATIONS:	54
THE WAY I ARE ☆ Timbaland Feat. Keri Hilson (MOSLEY/BLACKGROUND/INTERSCOPE)	695/85	IF I HAVE MY WAY Christette Michele (DEF JAM/DJMG)	462/7
TOTAL STATIONS:	51	TOTAL STATIONS:	38
I WANT YOU Common (G.O.O./GEFFEN)	544/193	THINGS U DO DJ Envy & Red Cafe Feat. Nina Sky (SHAKEDOWN/GANG BLOK/KOCH)	452/34
TOTAL STATIONS:	73	TOTAL STATIONS:	61
BLUE MAGIC Jay-Z (ROC-A-FELLA/DEF JAM/DJMG)	523/523	WATCH MY SHOES 3deep (TRILL/ASYLUM)	440/41
TOTAL STATIONS:	71	TOTAL STATIONS:	29
POP BOTTLES Birdman Feat. Lil Wayne (CASH MONEY/UNIVERSAL MOTOWN)	498/144	SOULJA GIRL Soulja Boy Feat. I-15 (COLLIPARK/INTERSCOPE)	412/285
TOTAL STATIONS:	62	TOTAL STATIONS:	47

MOST INCREASED PLAYS

+552	☆	GOOD LIFE Kanye West Feat. T-Pain (ROC-A-Fella/Def Jam/DJMG) WHHL +30, KKDA +30, WAMO +26, KHTE +25, WTMG +24, WHXT +23, WEDR +22, WHDT +21, KSJM +20, WJLB +19
+523		BLUE MAGIC Jay-Z (ROC-A-Fella/Def Jam/DJMG) WOWI +33, WKYS +25, WUSL +24, WERQ +22, KMEL +20, WPHH +19, WBTF +18, WHTA +17, WPHI +16, WPMX +16
+457	☆	KISS KISS Chris Brown Feat. T-Pain (Jive/Zomba) KBXX +23, WTMG +22, KHTE +21, WCZB +17, WHHH +15, WJKS +15, KATZ +14, KNDA +14, WWRP +14, WBTV +13
+396	☆	NO ONE Alicia Keys (J/RMG) WBHU +31, KHTE +27, WWWZ +25, WUBT +19, WAMO +18, KBTT +18, WXBT +17, KBXX +16, WJZE +16, WIFZ +15
+369		DUFFLE BAG BOY Playaz Circle Feat. Lil Wayne (DTP/Def Jam/DJMG) KKDA +28, WPEG +21, WHDT +19, WFXA +19, KBXX +18, WIFZ +17, WHXT +15, SHU +15, WBLX +15, WVEE +14

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations. 83 urban stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Rap chart comprised of 83 urban and 75 Rhythmic electronically monitored Nielsen Broadcast Data Systems stations. © 2007 Nielsen Business Media, Inc. All rights reserved.

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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	27	TEACHME MUSIQ SOULCHILD	NO. 1 (11 WKS) ATLANTIC	1972 +98	16.82 1
2	2	24	CAN U BELIEVE ROBIN THICKE	STAR TRAK/INTERSCOPE	1675 -58	13.559 2
3	3	30	WHEN I SEE U FANTASIA	J/RMG	1447 -39	12.373 5
4	5	10	BABY ANGIE STONE FEATURING BETTY WRIGHT	STAX/CONCORD	1371 +72	12.958 3
5	6	18	IF I HAVE MY WAY CHRISSETTE MICHELE	DEF JAM/DJMG	1325 +83	8.777 8
6	4	51	PLEASE DON'T GO TANK	GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN	1254 -35	9.213 7
7	7	12	FUTURE BABY MAMA PRINCE	NPG/COLUMBIA	1158 -35	7.235 11
8	9	4	NO ONE ALICIA KEYS	MOST INCREASED PLAYS J/RMG	1098 -232	12.397 4
9	8	13	DO YOU NE-YO	DEF JAM/DJMG	943 -14	10.398 6
10	11	27	DJ DON'T GERALD LEVERT	ATLANTIC	883 +90	8.015 9
11	10	8	ANGEL CHAKA KHAN	BURGUNDY/COLUMBIA	873 +61	6.770 12
12	15	13	HATE ON ME JILL SCOTT	HIDDEN BEACH	792 +76	7.236 10
13	12	18	ME TAMIA	PLUS 1/IMAGE	709 -75	5.603 13
14	13	38	IN MY SONGS GERALD LEVERT	ATLANTIC	701 -16	5.478 14
15	14	36	IF I WAS YOUR MAN JOE	JIVE/ZOMBA	633 -66	5.115 15
16	16	5	BED J. HOLIDAY	MUSIC LINE/CAPITOL	629 -72	4.690 16
17	17	7	MY LOVE JOE	AIRPOWER JIVE/ZOMBA	629 +58	3.939 19
18	18	10	BRUISED BUT NOT BROKEN JOSS STONE	VIRGIN/CAPITOL	575 +5	3.355 21
19	19	7	HEARTBREAKER TANK	GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN	472 -42	2.697 23
20	20	9	ALRIGHT LEDISI	VERVE FORECAST/VERVE	452 +33	4.040 17
21	23	7	ONLY ONE U FANTASIA	J/RMG	326 +45	3.499 20
22	22	10	WALK IN MY SHOES EMILY KING	LIFEPRINT/J/RMG	320 +13	2.272 25
23	21	16	HOW DO I BREATHE MARIO	3RD STREET/J/RMG	285 -72	3.971 18
24	24	5	STOP BREAKING MY HEART RAHSAAN PATTERSON	ARTISTRY	258 +1	1.104 31
25	25	4	UNTIL THE END OF TIME JUSTIN TIMBERLAKE	JIVE/ZOMBA	250 +35	2.379 24
26	26	14	CAN U FEEL ME HOWARD HEWETT	GROOVE	214 -13	0.571 -
27	36	4	LET IT GO KEYSHIA COLE FEATURING MISSY ELLIOTT & LIL' KIM	IMANI/GEFFEN	203 -49	2.831 22
28	27	16	YOU SAVED MY LIFE KIERAN	BLACK RAIN	186 -26	0.566 -
29	32	4	CRYING OUT FOR ME MARIO	3RD STREET/J/RMG	178 +19	0.692 -
30	28	6	ALREADY GOT JOY (SIMPLY BECAUSE) DARLENE MCCOY	EMI GOSPEL	165 -21	0.787 -
31	40	2	I APOLOGIZE ANN NESBY	IT'S TIME CHILD/SHANACHIE	163 +35	1.043 33
32	37	2	COUNT ON ME PEABO BRYSON	PEAK/CONCORD	161 +16	0.742 -
33	NEW		ON THE RADIO DEEMI	FAMILY TIES/ATLANTIC	157 -77	1.256 27
34	35	13	TASTE RICK JAMES	STONE CITY	156 -13	0.290 -
35	33	17	LEAVING TONIGHT NE-YO FEATURING JENNIFER HUDSON	DEF JAM/DJMG	152 -9	1.983 26
36	38	7	I LIKE SAKAI	FAMILY TREE	151 -5	0.501 -
37	34	3	SPEND THE NIGHT DONELL JONES	LAFACE/ZOMBA	146 -2	1.133 30
38	30	14	THINKING OF YOU VICTOR FIELDS	REGINA	143 -27	0.385 -
39	31	17	SAME GIRL R. KELLY DUET WITH USHER	JIVE/ZOMBA	137 -26	0.967 35
40	29	13	WHAT I GOTTA DO MACY GRAY	WILL I AM/GEFFEN	135 -31	0.816 37

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
AFTER TONIGHT Will Downing (PEAK/CONCORD) KBLX, KDKS, KMEZ, KOKY, KQXL, Sirius Heart & Soul, WAGH, WBL, WFXC, WHUR, WXXI, WLXC, WMGL, WMPZ, WPHR, WSRB, WVBE, WWDM, WXST, XM Suite 62	20
NO ONE Alicia Keys (J/RMG) KJMS, WAMJ, WCFB, WHRR, WJMR, WJMZ	6
MY LOVE Joe (JIVE/ZOMBA) KMJM, WBHK, WFXC, WWIN	4
COUNT ON ME Peabo Bryson (PEAK/CONCORD) WAMJ, WPHR, WQNC, WVBE	4
I APOLOGIZE Ann Nesby (IT'S TIME CHILD/SHANACHIE) KNEK, WHRR, WQMG, WXST	4
HEARTBREAKER Tank (GOOD GAME/BLACKGROUND/ UNIVERSAL MOTOWN) WFXC, WHRR, WSRB	3
ALRIGHT Ledisi (VERVE FORECAST/VERVE) WFLM, WKSP	2
LET IT GO Keyshia Cole Feat. Missy Elliott & Lil' Kim (IMANI/GEFFEN) KJMS, WCFB	2
WOMAN Raheem DeVaughn (JIVE/ZOMBA) WBL, WMMJ	2
HATE ON ME Jill Scott (HIDDEN BEACH) KMJQ	1

ADDED AT...
WLXC
Columbia, SC
PD: Doug Williams
Will Downing, After Tonight, 8

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NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
THERE'S ONLY YOU Luther Vandross (EPIC/LEGACY) TOTAL STATIONS: 19	124/10	OUT OF TOWN LOVER Men At Large (COUZAN) TOTAL STATIONS: 9	67/8
GRATEFUL Wanda Vaughn, Deniece Williams & Sherree Brown (PGR) TOTAL STATIONS: 14	122/1	FRICITION Romain (WALKERBOY) TOTAL STATIONS: 7	52/15
SUPERSTAR Bar-Kays (RIGHT NOW) TOTAL STATIONS: 12	102/5	I REMEMBER Keyshia Cole (IMANI/GEFFEN) TOTAL STATIONS: 45	45/45
LATE NIGHT RENDEVOUS Carl Thomas (UMBRELLA/BUNGALO) TOTAL STATIONS: 14	100/32	YOU STILL GOT IT Floyd Taylor (MALACO) TOTAL STATIONS: 9	45/8
PUT YOU UP ON GAME Aretha Franklin With Fantasia (J/RMG) TOTAL STATIONS: 50	67/67	AFTER TONIGHT Will Downing (PEAK/CONCORD) TOTAL STATIONS: 10	43/27



+232
NO ONE
Alicia Keys (J/RMG)
KRNB +29, X562 +13, WJMJ +13, WDZZ +11, WTLZ +10, WRNB +10, WPHR +10, KMJK +9, WAMJ +8, WCFB +8

+98
TEACHME
MusiQ Soulchild (Atlantic)
WLXC +8, KJMS +7, WJMJ +7, WLVH +6, WDZZ +6, WDLT +6, KMJK +5, WAGH +5, WMPZ +5

+90
DJ DON'T
Gerald Levert (Atlantic)
WVBE +12, WAKB +9, KQXL +9, WUHT +9, KOKY +8, WHQT +7, WBHK +6, WWDM +5, WXXI +4, WVAZ +4

+83
IF I HAVE MY WAY
Christette Michele (Def Jam/DJMG)
KJMS +14, KRNB +8, WDZZ +8, WUHT +6, WMMJ +6, WQNC +6, WWDM +6, WLVH +5, WHQT +5, WXST +4

+77
ON THE RADIO
Deemi (Family Ties/Atlantic)
WAKB +23, KMEZ +9, WTLZ +8, KOKY +7, WMPZ +6, WMGL +6, WGRN +5, WBL, KNEK +4, WXXI +3

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	18	NEVER WOULD HAVE MADE IT MARVIN SAPP	NO. 1 (7 WKS) VERITY/ZOMBA	963 -25	4.641 1
2	3	23	ONE GOD MAURETTE BROWN CLARK	AIR GOSPEL/MALACO	686 +19	3.216 5
3	2	21	PRAISE ON THE INSIDE J MOSS	PAJAM/GOSPO CENTRIC/ZOMBA	654 -21	3.492 4
4	5	30	BLESSED AND HIGHLY FAVORED THE CLARK SISTERS	EMI GOSPEL	623 +19	3.886 2
5	4	42	ENCOURAGE YOURSELF DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS	EMI GOSPEL	589 -69	3.550 3
6	6	23	YOU KEEP ON BLESSING ME LUTHER BARNES & THE RED BUDD GOSPEL CHOIR	AIR GOSPEL/MALACO	523 -32	2.601 8
7	9	16	BRAND NEW DAY JONATHAN BUTLER	MARANATHA!	508 +1	2.652 6
8	8	46	LET GO DEWAYNE WOODS & WHEN SINGERS MEET	QUIET WATER/VERITY/ZOMBA	498 -12	2.609 7
9	7	28	NOBODY BUT THE LORD ALVIN DARLING & CELEBRATION	EMTRO GOSPEL	480 -74	2.226 11
10	11	18	CALL JESUS BRUCE PARHAM	EMTRO GOSPEL	457 -10	1.480 18
11	10	45	FAITHFUL IS OUR GOD HEZEKIAH WALKER & LFC	VERITY/ZOMBA	453 -15	2.567 9
12	12	29	PRAYIN' 4 U 7 SONS OF SOUL	SOUL WORLD/VERITY/ZOMBA	445 +8	2.442 10
13	14	15	NOT ABOUT US BISHOP NOEL JONES PRESENTS THE CITY OF REFUGE SANCTUARY CHOIR	ALPHA DOG/TYSCOT	412 -9	1.818 15
14	15	8	LIVIN' THE CLARK SISTERS	EMI GOSPEL	390 -22	1.838 14
15	16	7	WITH LONG LIFE ISRAEL & NEW BREED FEATURING T-BONE	INTEGRITY	350 -26	1.317 21
16	18	3	RIGHT NOW PRAISE THE NEW LIFE COMMUNITY CHOIR FEAT. JOHN P. KEE	AIRPOWER TYSCOT/NEW LIFE/VERITY/ZOMBA	338 +28	1.409 19
17	17	6	LISTEN TRIN-I-TEE 5.7	SPIRIT RISING/MUSIC WORLD	329 -6	2.091 12
18	22	6	WITH ALL OF MY MIGHT BYRON CAGE	AIRPOWER GOSPO CENTRIC/ZOMBA	291 +26	1.362 20
19	19	6	STRONGER MYRON BUTLER & LEVI	EMI GOSPEL	289 -10	1.550 17
20	28	2	HE'S DONE ENOUGH BEVERLY CRAWFORD	JDI	253 +49	0.912 27
21	20	12	ANOTHER BLESSING MELVIN WILLIAMS FEATURING LEE WILLIAMS	BLACKBERRY/MALACO	248 -28	0.956 26
22	23	2	YOU MUST COME IN AT THE DOOR REV. TIMOTHY WRIGHT	MQM/JEG	245 -3	0.643 -
23	26	4	TELL IT GEORGIA MASS CHOIR	SAVOY/MALACO	237 +16	0.856 28
24	21	2	I RECOMMEND JESUS THE CANTON SPIRITUALS	VERITY/ZOMBA	237 -28	1.088 23
25	NEW		LOVE HIM LIKE I DO VARIOUS ARTISTS	VERITY/ZOMBA	217 +23	1.989 13
26	25	11	CELEBRATE SMOKIE NORFOLK	EMI GOSPEL	209 -13	1.040 24
27	29	3	BE BLESSED BISHOP PAUL S. MORTON	TEHILLAH/LIGHT	205 +6	0.596 -
28	27	8	GRATEFUL HEZEKIAH WALKER & LFC	VERITY/ZOMBA	200 -18	1.558 16
29	NEW		MAGNIFY PASTOR RUDOLPH MCKISSICK, JR. AND THE WORD & WORSHIP MASS CHOIR	EMTRO GOSPEL	189 +39	0.510 -
30	30	20	I GET JOY COKO	LIGHT	182 -17	0.988 25

RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
1	BROKEN BUT I'M HEALED BYRON CAGE (GOSPO CENTRIC/ZOMBA)		428 426
2	STEP ASIDE YOLANDA ADAMS (ATLANTIC)		388 400
3	HIGH PRAISE ANointed PACE SISTERS (TYSCOT)		325 391
4	THE BLOOD JAMES FORTUNE & FIYA (WORLDWIDE)		294 289
5	JESUS, JESUS, JESUS REV. TIMOTHY WRIGHT & THE NEW YORK FELLOWSHIP MASS CHOIR (MQM/JEG)		274 274

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
6	IMAGINE ME KIRK FRANKLIN (FO YO SOUL/GOSPO CENTRIC/ZOMBA)		267 272
7	I'LL TRUST YOU RICHARD SMALLWOOD (SOUL WORLD/VERITY/ZOMBA)		261 298
8	HOW GOOD AND PLEASANT NEW BREED (INTEGRITY)		243 247
9	WE PRAISE YOU THE MCCLURKIN PROJECT (GOSPO CENTRIC/ZOMBA)		243 272
10	HALLELUJAH TROY SNEED (EMTRO GOSPEL)		224 253

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
HE'S DONE ENOUGH Beverly Crawford (JDI)	5
I RECOMMEND JESUS The Canton Spirituals (VERITY/ZOMBA)	4
RIGHT NOW PRAISE New Life Community Choir Feat. John P. Kee (TYSCOT/NEW LIFE/VERITY/ZOMBA)	3
EYES ON THE PRIZE Angela Spivey (JEG)	3
STRONGER Myron Butler & Levi (EMI GOSPEL)	2
YES Christopher (JEG)	2
YOU KEEP ON BLESSING ME Luther Barnes & The Red Budd Gospel Choir (AIR GOSPEL/MALACO)	1
WITH LONG LIFE Israel & New Breed Feat. T-Bone (INTEGRITY)	1

ADDED AT... WUFO

Buffalo, NY
PD: Dwayne Landers
MD: Duane Price
Christopher, Yes, 3
Coko, Mighty God, 2
Deitrick Haddon Feat. Mary Mary & Ruben Studdard, Love Him Like I Do, 2
Jessica Greene, Promises, D

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NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
EVERYBODY CLAP YOUR HANDS Joshua's Troop (NEW HAVEN)	151/42	I NEVER LOST MY PRAISE Tramaine Hawkins (GOSPO CENTRIC/ZOMBA)	119/8
GIANTS Donald Lawrence Presents The Tri-City Singers (EMI GOSPEL)	147/4	YOU JUST DON'T WANT TO KNOW Marvin Winans (PURESPRINGS GOSPEL)	103/12
HE'LL NEVER LEAVE YOU Billy Rivers & The Angelic Voices Of Faith (RIGHT NOW)	136/0	WATCH ME PRAISE HIM Voices Of Unity Feat. Damita Haddon (TYSCOT/TASEIS)	80/14
GOD IS KEEPING ME Mississippi Mass Choir (MALACO)	125/34	PUT YOUR HANDS UP Darius Brooks (JOURNEY)	70/6
FOR MY GOOD VaShawn Mitchell (TYSCOT)	122/0	MY PRAISE IS MY WEAPON Melonie Daniels & Prophet Todd Hall (GOSPEL TODAY/ALIAN)	68/17

MOST INCREASED PLAYS

+49 HE'S DONE ENOUGH Beverly Crawford (JDI) WCAO +4, WSOX +3, WLOU +9, WGRB +8, WXVI +4, KOKA +4, WFMV +3, XSRT +3, WEUP +2, WTHe +1
+47 SUNDAY MORNING Shawn McLemore And New Image (WorldWide) WXEZ +3, WOAD +10, WXVI +7, WLOU +6, WJMI +4, WUFO +4, KHLL +1, WLBI +1, WTHe +1
+42 EVERYBODY CLAP YOUR HANDS Joshua's Troop (New Haven) WGRB +26, WHLW +19, WJMI +8, WFLT +6, WSOX +2, WHLH +1
+39 MAGNIFY Pastor Rudolph McKissick Jr. And The Word & Worship Mass Choir (Emtro Gospel) WHLW +13, WNOO +10, SIPP +6, WCAO +4, XSRT +3, WXVI +2, WLOU +2, WEUP +2, WLBI +1, WUFO +1
+34 GOD IS KEEPING ME Mississippi Mass Choir (Malaco) KOKA +33, WHLH +3, WHLW +2, WNOO +2, KHLL +1

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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GOSPEL REPORTERS

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

* Monitored Reporters

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CHRISTIAN



Christian AC scores No. 2 12+ ratings in Seattle, tops target of women 25-54

KCMS Approaches Ratings Peak

Kevin Peterson
KPeterson@RadioandRecords.com

70

As tough as the climb is to the peak of Washington state's Mount Rainier, the ascent to the top of the Seattle radio market is equally difficult—especially for a Christian music station in a city with a smaller number of churches than average. While Crista Ministries' Christian AC KCMS (Spirit 105.3)/Seattle hasn't quite reached the summit, it is enjoying the view as No. 2 in the market with persons 12+, according to Arbitron. The station is also No. 1 in its target demographic of women 25-54.

Explaining the success of the station in a market like Seattle, PD Scott Valentine says, "We've been blessed with some amazing numbers, but I also realize that a lot of hard work from a great team has gone into the effort."

The team that he refers to starts with the airstaff, where Valentine shares mornings with Sam Kelly; Lynette Morgan holds down the midday shift; MD Sarah Taylor is half of the afternoon team with Tom Pettijohn; and Martha Hadley hosts "Sharing Life Together" each evening.

Valentine says, "All of these shows have gotten tremendous ratings because they seem to really be resonating with the people who are listening. More than anything else, we're trying to be more than just a musical commodity."

He also gives props to KCMS promotion and marketing director Michael Tedesco, pointing to his work with artists and on the

streets of the community.

Valentine adds that extensive research has helped the outlet discover what keeps listeners tuned in for longer spans of time. "We've done a really good job of inviting people to listen to the station. A lot of radio stations do a lot of things right, but if you don't use marketing to invite everybody to listen, the best work won't yield much."

He also credits Goodratings Strategic Services consultant Alan Mason, "probably the premier person on our team and part of the real brain trust here in Seattle. It just does not get better than that man."

KCMS has the distinction of having two of its shows syndicated nationally. Morning hosts Valentine and Kelly are self-syndicated on several stations around the country, while Focus on the Family has syndicated "Sharing Life Together." Hadley's deal with Focus ends in October, at

KCMS By The Numbers

Summer '06-Fall '06-Winter '07-Spring '07

Persons 12+
3.6-3.1-3.0-4.2 (No. 2)

Women 25-54
6.6-5.3-5.5-7.1 (No. 1)

Persons 25-54
4.6-3.6-3.9-4.5 (No. 4t)

Source: Arbitron



Valentine



which point the show will be self-syndicated.

Even though the ratings and financial success mean a lot to Valentine and his staff, a higher calling means even more. "The single best thing I think I've done on this radio station is have our airstaff cut the 'Need Him' spots. I've seen more people come to the Lord through 1-888-Need Him. I look at how people have called that number and how many have committed to the Lord," he says.

Valentine adds that it's great to have his airstaff be able to offer that kind of ministry, in their own words, and he believes it brings listeners closer to the talent, because they're sharing a part of themselves that isn't normally heard on the airwaves. "I think that, more than anything else, is going to make Jesus smile."

While many Christian stations have adopted slogans, Valentine says KCMS only recently added "Uplifting and Kid-Safe" to its new jingle package. He says, "That reflects the defensive feeling that parents have about protecting their kids, but also offers what they get out of listening to the radio station, that it's uplifting. We really got those words from them."

Instead of sloganeering, he says that the station features listeners talking about it almost as much as the jingles and the air talent do.

One thing KCMS has continually done during its climb toward the top is ask listeners what they want, what's important to them and what the station means to them.

At a recent music test, Valentine says, "people were lining up to tell me, 'You don't know what a difference your radio station makes and how it encourages me. It's uplifting and it's helping me

through the rough things I have going on.' I hear about divorces and drug abuse and all sorts of terrible things that are a result of the world we're living in, and our radio stations are magnificent. I've heard people convey that at the end of a day, a Christian station can really change your life and change your eternity. What other radio station can say that?" **R&R**

Music Monitor

Sept. 20, 3 p.m.

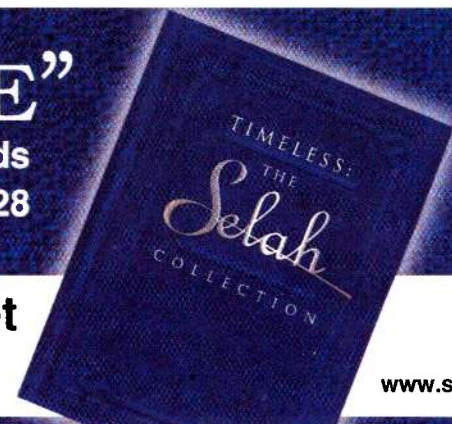
- "Don't Get Comfortable," Brandon Heath
- "If We Are the Body," Casting Crowns
- "Bring the Rain," MercyMe
- "Undo," Rush of Fools
- "Cry Out to Jesus," Third Day
- "Only Grace," Matthew West
- "All I Need," Bethany Dillon
- "Back in His Arms Again," Mark Schultz
- "East to West," Casting Crowns
- "Wholly Yours," David Crowder Band
- "I Am," Ginny Owens

Source: Nielsen BDS



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CHRISTIAN AC

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THIS WEEK	LAST WEEK	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	13	EAST TO WEST CASTING CROWNS	NO. 1 (3 WKS) BEACH STREET/REUNION/PLG	1677 +41	5.131 1
2	26	BRING THE RAIN MERCYME	IND	1439 -15	4.855 2
3	19	GIVE ME WORDS TO SPEAK AARON SHUST	BRASH	1221 -10	2.918 6
4	14	LOVE THE LORD LINCOLN BREWSTER	VERTICAL/INTEGRITY	1121 +41	2.748 9
7	13	EVERYTHING GLORIOUS DAVID CROWDER BAND	SIXSTEPS/SPARROW/EMI CMG	1070 +73	2.653 11
6	30	I'M NOT WHO I WAS BRANDON HEATH	MONOMODE/REUNION/PLG	1063 -17	3.224 3
7	27	GIVE YOU GLORY JEREMY CAMP	BEC/TOOTH & NAIL	1010 -44	2.914 7
9	9	MIRACLE OF THE MOMENT STEVEN CURTIS CHAPMAN	SPARROW/EMI CMG	998 -66	2.085 13
9	8	EVERY TIME I BREATHE BIC DADDY WEAVE	FERVENT/WORD-CURB	936 -1	2.967 5
10	4	AMAZING GRACE (MY CHAINS ARE GONE) CHRIS TOMLIN	SIXSTEPS/SPARROW/EMI CMG	918 -117	3.005 4
11	37	UNDO RUSH OF FOOLS	MIDAS	856 -5	2.790 8
11	15	I'M FOR YOU TOBYMAC	FOREFRONT/EMI CMG	834 +17	1.688 18
13	11	SUNDAY TREE63	INPOP	799 -5	1.729 17
14	5	IN BETTER HANDS NATALIE GRANT	AIRPOWER CURB	693 +146	1.734 16
15	14	COMING BACK TO LIFE ECHOING ANGELS	IND	677 -16	2.271 12
16	14	HOME DAUGHTRY	RCA/RMG	631 +14	2.674 10
17	19	ONLY THE WORLD MANDISA	SPARROW/EMI CMG	604 -88	1.430 20
18	10	JESUS HOLD ME ANDREW CARLTON	BAKERTOWN	510 -10	2.009 14
19	19	PROMISE OF A LIFETIME KUTLESS	BEC/TOOTH & NAIL	499 -4	0.813 -
20	10	BE STILL STORYSIDE-B	SILENT MAJORITY/GOTEE	476 +6	0.888 27
23	4	WHEN OUR HEARTS SING RUSH OF FOOLS	MIDAS	459 +65	0.875 29
22	3	THE TWENTY-FIRST TIME MONK & NEACLE	REUNION/PLG	441 +38	1.333 23
23	4	SONG OF HOPE ROBBIE SEAY BAND	SPARROW/EMI CMG	436 +2	1.024 25
24	NEW	HOW YOU LIVE (TURN UP THE MUSIC) POINT OF GRACE	MOST INCREASED PLAYS WORD-CURB	400 +167	1.566 19
25	6	THERE IS A REASON CAEDMON'S CALL	IND	336 +30	0.679 -
26	2	IN WONDER NEWSBOYS	INPOP	335 +26	0.883 28
27	3	BEAUTIFUL NEWS MATT REDMAN	SIXSTEPS/SPARROW/EMI CMG	331 +27	0.839 30
28	7	STILL CALLS ME SON JOHN WALLER	BEACH STREET/REUNION/PLG	331 -5	0.686 -
27	5	AFTER THE WORLD DISCIPLE	SRE/IND	327 +10	1.349 22
30	17	LONE RANGER NATÉ SALLIE	CURB	305 -16	0.464 -

RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	MY SAVIOR MY GOD AARON SHUST (BRASH)		658 631
2	EVERLASTING GOD LINCOLN BREWSTER (VERTICAL/INTEGRITY)		635 613
3	MADE TO LOVE TOBYMAC (FOREFRONT/EMI CMG)		569 577
4	BLESSED BE YOUR NAME TREE63 (INPOP)		542 552
5	YOU BRITT NICOLE (SPARROW/EMI CMG)		521 610

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
6	HOLY IS THE LORD CHRIS TOMLIN (SIXSTEPS/SPARROW/EMI CMG)		516 515
7	HOW GREAT IS OUR GOD CHRIS TOMLIN (SIXSTEPS/SPARROW/EMI CMG)		496 516
8	HOW CAN I KEEP FROM SINGING CHRIS TOMLIN (SIXSTEPS/SPARROW/EMI CMG)		483 459
9	SOMETHING BEAUTIFUL NEWSBOYS (INPOP)		479 519
10	PRAISE YOU IN THIS STORM CASTING CROWNS (BEACH STREET/REUNION/PLG)		471 508

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
YOU ARE EVERYTHING Matthew West (SPARROW/EMI CMG)	8
HOW YOU LIVE (TURN UP THE MUSIC) Point Of Grace (WORD-CURB)	6
MADE Caleb Rowden (SLANTED/SPRING HILL)	4
WRITING ON THE WALL Mark Harris (IND)	4
AMAZING GRACE (MY CHAINS ARE GONE) Chris Tomlin (SIXSTEPS/SPARROW/EMI CMG)	3
IN BETTER HANDS Natalie Grant (CURB)	3
IN WONDER Newsboys (INPOP)	3
WHEN THE SAINTS Sara Groves (IND)	3

ADDED AT...
SIRIUS SPIRIT 66
Satellite
PD/MD: Al Skop
Mark Harris, Writing On The Wall, O Point Of Grace, How You Live (Turn Up The Music), O
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
THERE IS A GOD 33Miles (IND)	303/11	DON'T GET COMFORTABLE Brandon Heath (MONOMODE/REUNION/PLG)	234/37
MADE Caleb Rowden (SLANTED/SPRING HILL)	300/64	GIVE UNTIL THERE'S NOTHING LEFT Relient K (CAPITOL/GOTEE)	198/12
BACK TO THE CROSS Our Heart's Hero (GOTEE)	273/7	GIVE ME JESUS Jeremy Camp (BEC/TOOTH & NAIL)	195/17
CAPTIVATED Shawn McDonald (SPARROW/EMI CMG)	253/11	HERE'S MY LIFE BarlowGirl (FERVENT/WORD-CURB)	182/7
40 DAYS Mark Schultz (WORD-CURB)	237/19	I'LL STAND BY YOU Carrie Underwood (FREMANTLE/19)	154/41



HOW YOU LIVE (TURN UP THE MUSIC) Point Of Grace (Word-Curb) WJKL +31, WPAR +28, WCQR +17, KTS +15, WCRJ +14, KBNU +13, WCSG +9, WMLU +7, KTSL +6, WBDX +6
IN BETTER HANDS Natalie Grant (Curb) WJKL +22, WJIE +18, KSBJ +18, WRCL +14, WMHK +14, S1ST +12, KKCM +12, WCSG +10, KLJC +9, KBNU +6
AMAZING GRACE (MY CHAINS ARE GONE) Chris Tomlin (Sixsteps/Sparrow/EMI CMG) KCBI +22, WPCM +20, WAWZ +19, WRCL +14, KVMV +12, WJTL +8, KCMS +6, WPOZ +6, KHZR +3, WPAR +3
EVERYTHING GLORIOUS David Crowder Band (Sixsteps/Sparrow/EMI CMG) KTSL +19, WJKL +13, KCMS +10, WPAR +6, WJIE +6, WFHM +5, WCRJ +4, WFFH +4, WMSJ +3, KSBJ +3
MIRACLE OF THE MOMENT Steven Curtis Chapman (Sparrow/EMI CMG) WCVO +24, WLAB +24, KSBJ +13, WRCL +7, WPAR +5, WJTL +5, WPOZ +3, WLEJ +3, KTSY +2, WAKW +2

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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CHRISTIAN

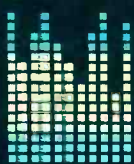
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▶ IN A THREE-WAY TIE FOR INSPO MOST ADDED, LONGTIME 4HIM MEMBER **MARK HARRIS** DEBUTS AT NO. 19 ON THAT LIST WITH "WRITING ON THE WALL."



R&R

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	20	1	I'M FOR YOU TOBYMAC	FOREFRONT/EMI CMG	1038	-65
2	13	2	SIGNATURE OF DIVINE (YAHWEH) NEEDTOBREATHE	ATLANTIC/WORD-CURB	972	+65
3	12	3	GIVE UNTIL THERE'S NOTHING LEFT RELIENT K	CAPITOL/GOTEE	894	-7
4	17	4	ZERO HAWK NELSON	TOOTH & NAIL	878	-13
6	16	6	IN MY ARMS PLUMB	CURB	774	+27
7	12	7	EAST TO WEST CASTING CROWNS	BEACH STREET/REUNION/PLG	752	+44
5	23	5	LET IT FADE JEREMY CAMP	BEC/TOOTH & NAIL	707	-129
9	11	9	WHAT DO WE KNOW? THOUSAND FOOT KRUTCH	TOOTH & NAIL	700	+83
10	6	10	THE OLDER I GET SKILLET	ARDENT/SRE/INO	698	+87
8	17	8	RIGHT NOW THIS BEAUTIFUL REPUBLIC	FOREFRONT/EMI CMG	639	-49
12	11	12	JUST ME SEVENGLORY	75/PIN	635	+32
11	13	11	HERE'S MY LIFE BARLOWGIRL	FERVENT/WORD-CLRB	588	-19
15	12	15	IT'S BEAUTIFUL ELEVENTYSEVEN	FLICKER/PLG	562	+67
13	25	13	AWAKENING SWITCHFOOT	SPARROW/COLUMBIA/EMI CMG	548	-50
14	13	14	I WANNA LIVE STELLAR KART	WORD-CURB	527	+18
16	7	16	LET GO GREY HOLIDAY	ESSENTIAL/PLG	509	+25
19	9	19	CAN'T GO ON GROUP 1 CREW	FERVENT/WORD-CLRB	469	+73
20	8	20	LET'S GO BACK EVERYDAY SUNDAY	INPOP	463	+68
18	13	18	BEAUTIFUL DISASTER JON MCLAUGHLIN	ISLAND/UMCG	435	+30
17	9	17	EVERYTHING GLORIOUS DAVID CROWDER BAND	SIXSTEPS/SPARROW/EMI CMG	429	+10
21	6	21	SONG OF HOPE ROBBIE SEAY BAND	SPARROW/EMI CMG	397	+4
22	14	22	HOME DAUGHTRY	RCA/RJG	364	-18
23	4	23	THINGS LEFT UNSAID DISCIPLE	SRE/INO	348	+32
25	3	25	WHAT I'VE DONE UNTIL JUNE	FLICKER/PLG	334	+54
24	4	24	YOU ARE RUTH	BEC/TOOTH & NAIL	302	+13
26	2	26	FENCE RIDERS JIMMY NEEDHAM	INPOP	283	+31
27	2	27	WHO I WANNA BE OVERFLOW	MARANATHA!	253	+36
28	NEW	28	CRAZY BEAUTIFUL CHASEN	OMG	243	+67
30	2	30	BELIEVE MAINSTAY	BEC/TOOTH & NAIL	232	+27
30	NEW	30	HEAD OVER HEELS (IN THIS LIFE) SWITCHFOOT	SPARROW/COLUMBIA/EMI CMG	204	+67

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	10	1	FALLS APART THOUSAND FOOT KRUTCH	TOOTH & NAIL	296	+34
3	10	3	HOTEL AQUARIUM FALLING UP	BEC/TOOTH & NAIL	268	+18
2	12	2	I NEED YOU RELIENT K	CAPITOL/GOTEE	254	-5
4	8	4	COMATOSE SKILLET	ARDENT/SRE/INO	241	+5
7	12	7	LET'S GO BACK EVERYDAY SUNDAY	INPOP	235	+17
13	9	13	F-STOP SULLIVAN	TOOTH & NAIL	228	+34
9	7	9	LET GO RED	ESSENTIAL/PLG	224	+17
12	4	12	STARING AT THE LIGHT WEDDING	BRAVE NEW WORLD	211	+13
10	6	10	WHEN HOPE IS ALL YOU HAVE SPOKEN	TOOTH & NAIL	207	+2
5	9	5	AMAZING BECAUSE IT IS ALMOST.	TOOTH & NAIL	204	-23
23	5	23	WORLD AWAY EMERY	TOOTH & NAIL	195	+52
21	5	21	NEVER LET ME GO FAMILY FORCE 5	MAVERICK/MONO VS STEREO/GOTEE	195	+45
6	17	6	YOU'RE ON FIRE MXPX	TOOTH & NAIL	194	-29
17	7	17	THE UNWINDING CABLE CAR ANBERLIN	TOOTH & NAIL	193	+19
8	8	8	LOVE IN YOUR ARMS ELEVENTYSEVEN	FLICKER/PLG	189	-20
14	12	14	SCREAM JONAH 33	ARES	188	-1
15	12	15	YOUR DEMON KIDS IN THE WAY	FLICKER/PLG	187	+1
19	5	19	BLACK BOX THIS BEAUTIFUL REPUBLIC	FOREFRONT/EMI CMG	166	+5
16	9	16	AWAKE SEVENTH DAY SLUMBER	BEC/TOOTH & NAIL	153	-26
18	16	18	TIME (TO LET THIS GO) NEVERTHELESS	FLICKER/PLG	149	-13
20	17	20	NEW SKEPTIC THE FOLD	TOOTH & NAIL	148	-6
22	NEW	22	PART ONE WAVORLY	FLICKER/PLG	147	+51
24	6	24	ELEVEN REGRETS MANIC DRIVE	WHIPLASH	142	+1
11	14	11	LIE TO ME 12 STONES	WIND-UP	140	-59
25	5	25	GAME ON DISCIPLE	SRE/INO	135	+13
27	3	27	NEED THE SEND	TOOTH & NAIL	132	+4
25	13	25	TEMPTATION COME MY WAY SHOWDOWN	MONO VS STEREO/GOTEE	126	-7
22	16	22	FINDING OUT STELLAR KART	WORD-CURB	126	-22
30	18	30	FIGHT LIKE THIS DECYFER DOWN	SRE/INO	116	-5
30	NEW	30	RA-RANDOM TRANSISTOR RADIO	UP ALL NIGHT	115	+20

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	2	1	EAST TO WEST CASTING CROWNS	BEACH STREET/REUNION/PLG	335	+4
2	4	2	GIVE YOU GLORY JEREMY CAMP	BEC/TOOTH & NAIL	244	-20
3	9	3	THERE IS A REASON CAEDMON'S CALL	INO	231	-1
5	4	5	IN BETTER HANDS NATALIE GRANT	CUPB	228	+26
6	9	6	FINALLY FREE NICHOLE NORDEMAN	SPARROW/EMI CMG	193	+1
7	7	7	GIVE ME WORDS TO SPEAK AARON SHUST	BRASH	88	-1
4	6	4	GOD SPEAKING RONNIE FREEMAN	HARDLY	188	-19
8	5	8	YOU ARE MARK ROACH	MYRRH/WORD-CURB	175	-2
13	5	13	MIRACLE OF THE MOMENT STEVEN CURTIS CHAPMAN	SPARROW/EMI CMG	173	+20
10	8	10	STILL CALLS ME SON JOHN WALLER	REUNION/PLG	169	+6

INSPO

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
11	9	11	LET YOUR LIGHT SHINE BETHANY DILLON	SPARROW/EMI CMG	165	-9
12	4	12	AMAZING GRACE (MY CHAINS ARE GONE) CHRIS TOMLIN	SIXSTEPS/SPARROW/EMI CMG	160	+13
13	11	13	OUR GREAT GOD TODD AGNEW FEAT. REBECCA ST. JAMES	ARDENT/INO	158	+3
14	3	14	LOVE THE LORD LINCOLN BREWSTER	INTEGRITY	157	+32
15	5	15	ANYWAY KATIE GIGUERE	MARTINGALE	149	+9
16	8	16	ALL THE WORLD POINT OF GRACE	WORD-CURB	144	+2
17	3	17	I'M FORGIVEN ALLEN ASBURY W/BRYAN DUNCAN	ALLEN ASBURY	126	+21
18	13	18	YOU ARE GOOD POINT OF GRACE	WORD-CURB	111	-48
19	NEW	19	WRITING ON THE WALL MARK HARRIS	INO	108	+31
20	NEW	20	THERE IS A GOD 33MILES	INO	89	+10

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CHRISTIAN

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PD: Chris Kelly
APD: Dale Christopher

KXOJ/Tulsa, OK*
PD: Bob Thornton
APD: Dave Gordon

WGTS/Washington, DC*
PD: Ty McFarland
MD: Rob Conway

WGRC/Williamsport, PA
OM: Don Casteline
PD/MD: Larry Weidman

WXHL/Wilmington, DE
OM: Dan Edwards
PD/MD: Dave Kirby
APD: Sal April

WHLR/Wilmington, DE
OM: Dan Edwards
PD/MD: Dave Kirby
APD: Sal April

WHLR/Wilmington, DE
OM: Dan Edwards
PD/MD: Dave Kirby
APD: Sal April

* Monitored Reporters



► FOLK-POP FUSION BAND **CAEDMON'S CALL** BOWS AT NO. 26 WITH "THERE IS A REASON," THE LEAD SINGLE FROM ITS NEW "OVERDRESSED" ALBUM.

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN AC INDICATOR			PLAYS	
			TITLE ARTIST	IMPRINT / PROMOTION LABEL	TW	+/-	
1	1	13	EAST TO WEST CASTING CROWNS	BEACH STREET/REUNION/PLG	975	+22	
2	4	10	SUNDAY TREE63	INPOP	682	+46	
3	2	20	GIVE ME WORDS TO SPEAK AARON SHUST	BRASH	671	-14	
4	3	18	I'M FOR YOU TOBYMAC	FOREFRONT/EMI CMG	642	-3	
5	6	13	EVERYTHING GLORIOUS DAVID CROWDER BAND	SIXSTEPS/SPARROW/EMI CMG	633	+15	
6	8	11	LOVE THE LORD LINCOLN BREWSTER	INTEGRITY	616	+42	
7	7	7	MIRACLE OF THE MOMENT STEVEN CURTIS CHAPMAN	SPARROW/EMI CMG	616	+32	
8	5	27	BRING THE RAIN MERCYME	INO	580	-56	
9	9	27	GIVE YOU GLORY JEREMY CAMP	BEC/TOOTH & NAIL	502	-35	
10	10	19	ONLY THE WORLD MANDISA	SPARROW/EMI CMG	492	-40	
11	14	4	AMAZING GRACE (MY CHAINS ARE GONE) CHRIS TOMLIN	SIXSTEPS/SPARROW/EMI CMG	488	+74	
12	15	4	IN BETTER HANDS NATALIE GRANT	CURB	465	+64	
13	11	29	I'M NOT WHO I WAS BRANDON HEATH	REUNION/PLG	460	-22	
14	13	12	BE STILL STORYSIDE:B	SILENT MAJORITY/GOTEE	444	+6	
15	12	31	EVERY TIME I BREATHE BIG DADDY WEAVE	FERVENT/WORD-CURB	435	-31	
16	20	4	IN WONDER NEWSBOYS	INPOP	355	+70	
17	17	6	SONG OF HOPE ROBBIE SEAY BAND	SPARROW/EMI CMG	339	+24	
18	18	8	GIVE UNTIL THERE'S NOTHING LEFT RELIENT K	CAPITOL/GOTEE	323	+34	
19	21	15	PROMISE OF A LIFETIME KUTLESS	BEC/TOOTH & NAIL	284	+9	
20	25	4	JESUS HOLD ME ANDREW CARLTON	BAKERTOWN	281	+57	
21	19	13	COMING BACK TO LIFE ECHOING ANGELS	INO	277	-12	
22	22	6	OUR GREAT GOD TODD AGNEW FEAT. REBECCA ST. JAMES	ARDENT/INO	261	+1	
23	26	3	WHEN OUR HEARTS SING RUSH OF FOOLS	MIDAS	247	+30	
24	24	4	SIGNATURE OF DIVINE (YAHWEH) NEEDTOBREATHE	ATLANTIC/WORD-CURB	234	+9	
25	27	2	THE TWENTY-FIRST TIME MONK & NEAGLE	REUNION/PLG	216	+9	
26	NEW		THERE IS A REASON CAEDMON'S CALL	INO	213	+39	
27	30	5	LET YOUR LIGHT SHINE BETHANY DILLON	SPARROW/EMI CMG	192	+8	
28	NEW		THE REAL JESUS DOWNHERE	CENTRICITY	187	+5	
29	28	2	CAPTIVATED SHAWN MCDONALD	SPARROW/EMI CMG	187	-2	
30	29	16	STILL CALLS ME SON JOHN WALLER	REUNION/PLG	172	-13	



CHRISTIAN AC MUSIC RESEARCH

TITLE ARTIST	IMPRINT / PROMOTION LABEL	FAM%	W 25-34	W 35-44	W 45-54
EAST TO WEST CASTING CROWNS	BEACH STREET/REUNION/PLG	95%	4.33	4.28	4.37
AMAZING GRACE (MY CHAINS ARE GONE) CHRIS TOMLIN	SIXSTEPS/SPARROW/EMI CMG	77%	4.27	4.26	4.23
BRING THE RAIN MERCY ME	INO	95%	4.22	4.16	4.23
BY HIS WOUNDS GLORY REVEALED - POWELL, CHAPMAN, HALL, LITT RELL	REUNION/PLG	98%	4.22	4.10	4.25
GIVE YOU GLORY JEREMY CAMP	BEC/TOOTH & NAIL	98%	4.13	4.08	4.12
MADE TO LOVE TOBYMAC	FOREFRONT/EMI CMG	95%	4.12	4.14	4.16
UNDO RUSH OF FOOLS	MIDAS	97%	4.07	3.98	4.16
EVERY TIME I BREATHE BIG DADDY WEAVE	FERVENT/WORD-CURB	94%	4.04	3.96	4.04
EVERLASTING GOD LINCOLN BREWSTER	INTEGRITY	94%	4.03	3.92	4.04
I'M NOT WHO I WAS BRANDON HEATH	SIXSTEPS/SPARROW/EMI CMG	91%	3.99	3.99	3.99
I'M FOR YOU TOBYMAC	FOREFRONT/EMI CMG	68%	3.98	4.06	3.94
SOMETHING BEAUTIFUL NEWSBOYS	INPOP	92%	3.96	3.88	3.92
PROMISE OF A LIFETIME KUTLESS	BEC/TOOTH & NAIL	97%	3.95	3.87	4.00
GIVE ME WORDS TO SPEAK AARON SHUST	BRASH	87%	3.91	3.86	3.93
EVERYTHING GLORIOUS DAVID CROWDER BAND	SIXSTEPS/SPARROW/EMI CMG	88%	3.89	3.90	3.86
STILL CALLS ME SON JOHN WALLER	REUNION/PLG	76%	3.85	3.76	3.85
YOU BRITT NICOLE	MIDAS	89%	3.79	3.84	3.85
MIRACLE OF THE MOMENT STEVEN CURTIS CHAPMAN	SPARROW/EMI CMG	71%	3.78	3.79	3.80
ONLY THE WORLD MANDISA	SPARROW/EMI CMG	85%	3.70	3.62	3.77
SUNDAY TREE63	INPOP	65%	3.67	3.73	3.61

Total Sample size is 2202. These are average scores for music in the Contemporary Christian AC format, based on data from surveys conducted throughout the US, using TroyResearch Online Music Tracking. Online panelists score each song on a 1-5 scale where 1 = strongly dislike and 5 = strongly like. TroyResearch is a registered trademark of RadioResearch.Com. To inquire about Online Music Tracking with TroyResearch, call Jonathan Little at 740-549-9700, x61 or email jlittle@troyresearch.com.



WSSL/Greenville's 'Fugitive' promotion captures listeners, ratings

To Catch A Thief

R.J. Curtis

RCurtis@RadioandRecords.com

When consultancy Albright and O'Malley presented memorable moments from country radio this week at the R&R Convention, it was reassuring to know programmers still utilize creativity and ingenuity to capture listeners' attention every day in this format. ■ Albright and O'Malley conducted a monthlong nationwide search for the most notable example of on-air creativity, even putting a \$1,000 bounty on the table. Last week we revealed Clear Channel's WSSL/Greenville as the winner for the Fugitive.

The promotion deserves the cash, but also merits further examination—and kudos—for that matter. The monthlong stunt was an absolute home run for many reasons. It created market buzz and utilized the Web with audio, video and discussion boards. It took the station's outdoor to a new, unpredictable level and was interactive on several platforms. Oh, yes, and there's one more small detail we almost left out: It moved the ratings needle, too.

According to WSSL OM/PD Steve Geofferies, "We never had a month like that on WSSL since I've been here." The station's extrapolated 12+ share for the month of April was 10.6.

Geofferies, incidentally, has been programming WSSL for two years, also serving as OM for the cluster, which includes AC WMYI and rock WBZT. He describes the Fugitive as "the biggest and best promotion I've ever done."

So what exactly is this thing, and why are we flat-out gushing about it? Here's the premise: Leading up to the spring book this year, WSSL spent two weeks teasing a song-of-the-day contest that would pay \$100 per day and \$500 on Thursdays. The first day of the contest, however, something was eerily wrong on the station. Its "Tanner in the Morning" show, consisting of Rob Tanner, Chris Allen, Jenny Hart and Frank Laseter, announced that while they weren't sure exactly what it was, "something bad" had happened at the station. VP/GM Phil McMartin would be in at 7:15 a.m. and make an announcement, which revealed that overnight,

someone had broken into the station prize closet and stolen \$10,000—the money earmarked for the song-of-the-day contest. Fortunately, the station employed surveillance cameras and the theft was caught on tape.

"Our morning show explained that we had intended to give away cash every day on WSSL, but once the money was 'stolen,' the search for the burglar took over, and we announced that the person who found the fugitive would win the \$10,000," Geofferies says. "The setup on this kind of stunt is everything. The key is, you have to have the right morning show that can pull this off, and they need to have some creativity."

A little good fortune never hurts either, and within hours, it rained down on WSSL. The local Fox News affiliate heard about "the theft" and jumped all over the story on its morning news program. Twice the channel mentioned it, quickly dispatching a news truck to the radio station for further investigation. After learning it was actually a stunt, Fox News had to go back on the air the next day and sheepishly apologize to viewers.

Knowing the value system for core country fans, you'd think they'd be a bit miffed by this deception. Not this time, Geofferies says. "I don't think we give the county audience enough credit with stuff like this. The value system is there, but people like to have fun, too. This promotion was different, and man, was it fun."

A day or two into it, "the market fell in love with the chase," he says. "It was a lot of money that we hadn't given away on WSSL in a very

long time. Then it was just about hopefully finding that person who may be right next to you."

The next morning, a call came into the morning show from the "perpetrator," taunting the station for leaving \$10,000 in the prize closet and asking, rhetorically, "How could you not have security?" It made for good radio but more important, set up how the game would be played. For the next four weeks, the "fugitive" repeatedly called WSSL's on-air personalities at set times to drop clues as to his or her whereabouts. The gender of the fugitive wasn't distinguishable from the surveillance camera and a device was used to mask the voice at first. Each of the clues was written by Geofferies, and included references to popular streets, restaurants, landmarks and even station billboard sites. Perhaps most impressive is that he made each clue rhyme.

Two-and-a-half weeks into the promotion, the fugitive was revealed as a woman. Shortly after that, they got into hair color, what kind of car she drove and background info, like the fact that she was once a teacher, sending an immediate buzz through local schools. "Not a single person inside our building knew who the fugitive was," Geofferies says, and that included the jocks, "because they have to buy in and they have to listen carefully for the clues to play along with the listeners."

As you can imagine, the studio lines blew up, with listeners offering theories on who the fugitive was and where she could be found. The station posted an "evidence" page on the Web site to go along with the surveillance

footage. Though Clear Channel doesn't ordinarily use message boards, WSSL occasionally posted them during this promotion. Station billboards were eventually "tagged" by the

fugitive with such messages as "Keep asking" and a smiley face with "Hi" next to it, both signed "the Fugitive." Soon, WSSL listeners were walking up to strangers on the street, asking the carefully branded phrase, "Are you the WSSL 100 \$10,000 fugitive?"

Four weeks into the promotion, two girls walked up to a woman sitting on a park bench, perfectly articulated the \$10,000 question and were handed a suitcase filled with the cash.

Geofferies says the Fugitive created exactly the kind of buzz the station was looking for. "I don't think anything else we could have done would have accomplished that. This is the left turn we always need to put on the radio station."

While he describes WSSL as a hugely successful station that is consistent with good talent and music, Geofferies adds that "sometimes you've got to get their attention again. Otherwise it's just a consistent radio station known as WSSL 100. This threw everybody in the market off."

'This is the left turn we always need to put on the radio station.'

—Steve Geofferies



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COUNTRY

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POWERED BY
nielsen
BDS

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS
					IMPRINT / PROMOTION LABEL	TW +/-	TW RANK
1	1	12	TAKE ME THERE RASCAL FLATTS	NO. 1 (3 WKS)	☆ LYRIC STREET	37.962 +0.759	5146 1
2	3	14	ONLINE BRAD PAISLEY	MOST INCREASED AUDIENCE	☆ ARISTA NASHVILLE	37.368 +3.806	4881 2
3	2	16	LOVE ME IF YOU CAN TOBY KEITH		☆ SHOW DOG NASHVILLE	35.056 +1.240	4852 3
4	4	17	PROUD OF THE HOUSE WE BUILT BROOKS & DUNN		☆ ARISTA NASHVILLE	32.900 +0.313	4505 4
5	6	5	DON'T BLINK KENNY CHESNEY		☆ BNA	31.896 +2.265	4071 7
6	5	35	ALL MY FRIENDS SAY LUKE BRYAN		☆ CAPITOL NASHVILLE	30.877 +0.772	4291 5
7	8	19	IF YOU'RE READING THIS TIM MCGRAW		☆ CURB	29.631 +2.243	4162 6
8	7	4	MORE THAN A MEMORY GARTH BROOKS		☆ PEARL/BIG MACHINE	27.529 -1.403	3753 8
9	10	18	FREE AND EASY (DOWN THE ROAD I GO) DIERKS BENTLEY		☆ CAPITOL NASHVILLE	27.250 +1.918	3636 9
10	11	8	SO SMALL CARRIE UNDERWOOD		☆ ARISTA/ARISTA NASHVILLE	26.132 +1.414	3612 10
11	13	30	LIVIN' OUR LOVE SONG JASON MICHAEL CARROLL		☆ ARISTA NASHVILLE	20.743 +0.649	3034 11
12	12	17	NEVER WANTED NOTHING MORE KENNY CHESNEY		☆ BNA	20.311 -2.368	2540 16
13	14	7	HOW 'BOUT THEM COWGIRLS GEORGE STRAIT		☆ MCA NASHVILLE	18.910 +0.450	2913 12
14	9	19	BECAUSE OF YOU REBA MCGENTIRE DUET WITH KELLY CLARKSON		☆ MCA NASHVILLE	18.724 -7.552	2686 14
15	15	27	FALL CLAY WALKER		☆ ASYLUM-CURB	18.333 +1.527	2788 13
16	17	13	FIRECRACKER JOSH TURNER		☆ MCA NASHVILLE	16.678 +1.180	2593 15
17	18	27	FAMOUS IN A SMALL TOWN MIRANDA LAMBERT		☆ COLUMBIA	15.348 +1.979	2395 17
18	21	5	EVERYBODY KEITH URBAN	AIRPOWER	☆ CAPITOL NASHVILLE	13.945 +2.156	2143 18
19	20	16	AS IF SARA EVANS	AIRPOWER	☆ RCA	13.859 +1.443	2017 20
20	19	24	MEASURE OF A MAN JACK INGRAM		☆ BIG MACHINE	13.261 -0.078	2124 19
21	22	27	JUST MIGHT HAVE HER RADIO ON TRENT TOMLINSON		☆ LYRIC STREET	11.896 +0.140	1969 21
22	24	10	WHAT DO YA THINK ABOUT THAT MONTGOMERY GENTRY		☆ COLUMBIA	11.818 +0.895	1925 22
23	25	17	NOTHIN' BETTER TO DO LEANN RIMES		☆ ASYLUM-CURB	11.046 +0.789	1667 24
24	23	21	ANOTHER SIDE OF YOU JOE NICHOLS		☆ UNIVERSAL SOUTH	10.834 -0.245	1814 23
25	16	19	EVERYDAY AMERICA SUGARLAND		☆ MERCURY	9.564 -6.510	1213 28
26	27	10	HEAVEN, HEARTACHE AND THE POWER OF LOVE TRISHA YEARWOOD		☆ BIG MACHINE	8.647 +0.682	1481 25
27	30	6	OUR SONG TAYLOR SWIFT		☆ BIG MACHINE	8.624 +2.581	1359 26
28	26	6	HOW LONG EAGLES		☆ ERC/LOST HIGHWAY/MERCURY	8.424 +0.377	1236 27
29	29	10	WATCHING AIRPLANES GARY ALLAN		☆ MCA NASHVILLE	6.853 +0.462	1071 30
30	28	21	YOU NEVER TAKE ME DANCING TRAVIS TRITT		☆ CATEGORY 5	6.817 +0.233	956 31

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS
					IMPRINT / PROMOTION LABEL	TW +/-	TW RANK
31	31	14	THE MORE I DRINK BLAKE SHELTON		☆ WARNER BROS./WRN	6.387 +0.347	1105 29
32	32	18	WAY BACK TEXAS PAT GREEN		☆ BNA	5.610 +0.155	941 32
33	36	5	STEALING CINDERELLA CHUCK WICKS		☆ RCA	5.086 +1.701	696 37
34	33	14	TANGLED UP BILLY CURRINGTON		☆ MERCURY	4.919 +0.217	836 34
35	34	20	LAST TRAIN RUNNING WHISKEY FALLS		☆ MIDAS/NEW REVOLUTION	4.558 +0.114	854 33
36	35	7	LAUGHED UNTIL WE CRIED JASON ALDEAN		☆ BROKEN BOW	4.330 +0.379	814 35
37	39	7	I GOT MY GAME ON TRACE ADKINS		☆ CAPITOL NASHVILLE	4.021 +0.909	693 38
38	41	2	STAY SUGARLAND	MOST ADDED	☆ MERCURY	3.503 +1.846	546 40
39	38	10	YOU STILL OWN ME EMERSON DRIVE	BREAKER	☆ MONTAGE/MIDAS/NEW REVOLUTION	3.501 +0.380	659 39
40	37	10	WHAT KINDA GONE CHRIS CAGLE		☆ CAPITOL NASHVILLE	3.375 +0.115	699 36
41	40	7	BETWEEN RAISING HELL AND AMAZING GRACE BIG & RICH	BREAKER	☆ WARNER BROS./WRN	2.472 +0.180	414 41
42	45	3	IT'S GOOD TO BE US BUCKY COVINGTON		☆ LYRIC STREET	1.901 +0.476	372 42
43	48	2	INTERNATIONAL HARVESTER CRAIG MORGAN		☆ BROKEN BOW	1.770 +0.577	324 44
44	44	6	ROLLIN' WITH THE FLOW MARK CHESTNUT		☆ LOFTON CREEK	1.680 +0.120	188 51
45	NEW		RED UMBRELLA FAITH HILL	HOT SHOT DEBUT	☆ WARNER BROS./WRN	1.660 +1.109	233 49
46	43	9	JOYRIDE JENNIFER HANSON		☆ UNIVERSAL SOUTH	1.556 -0.015	330 43
47	49	14	THE STRONG ONE CLINT BLACK		☆ EQUITY	1.454 +0.323	269 46
48	53	5	I'M WITH THE BANO LITTLE BIG TOWN		☆ EQUITY	1.240 +0.238	292 45
49	50	4	TILL WE AIN'T STRANGERS ANYMORE BON JOVI FEATURING LEANN RIMES		☆ MERCURY/ISLAND/DJMG	1.181 +0.108	67 -
50	58	5	GOES DOWN EASY VAN ZANT		☆ COLUMBIA	1.047 +0.214	236 48
51	51	4	SOMETHIN' ABOUT A WOMAN JAKE OWEN		☆ RCA	0.999 -0.067	265 47
52	46	20	SUNDAY MORNING IN AMERICA KEITH ANDERSON		☆ ARISTA NASHVILLE	0.953 -0.329	108 -
53	55	9	READY, SET, DON'T GO BILLY RAY CYRUS		☆ WALT DISNEY/CO5	0.829 -0.097	173 54
54	NEW		CLEANING THIS GUN (COME ON IN BOY) RODNEY ATKINS		☆ CURB	0.812 +0.415	132 60
55	52	5	WHEN IT RAINS ELI YOUNG BAND		☆ CARNIVAL	0.775 -0.245	48 -
56	RE-ENTRY		COUNTRY GIRL RISSE PALMER		☆ 1720	0.713 +0.029	141 58
57	54	12	NOWHERE THAN SOMEWHERE FLYNNVILLE TRAIN		☆ SHOW DOG NASHVILLE	0.712 -0.218	196 50
58	NEW		SINNERS LIKE ME ERIC CHURCH		☆ CAPITOL NASHVILLE	0.708 +0.319	168 56
59	NEW		THINGS THAT NEVER CROSS A MAN'S MIND KELLIE PICKLER		☆ BNA	0.703 -0.040	184 52
60	NEW		THE POWER OF ONE BOMSHEL		☆ CURB	0.661 +0.205	182 53

MOST INCREASED AUDIENCE (IN MILLIONS)

+3.806 ONLINE

☆
Brad Paisley
(Arista Nashville)
WYCD +0.400, KNIX +0.395, WCOL +0.182, WCAP +0.163, KWJZ +0.162, KSON +0.152, KWNR +0.151, KRFX +0.128, KRGD +0.124, WTQR +0.116

+2.581 OUR SONG

☆
Taylor Swift
(Big Machine)
WKHX +0.228, KWJZ +0.145, WMIL +0.128, KMPS +0.115, WXTU +0.113, WKDF +0.102, WUBE +0.094, KWNR +0.085, WOKD +0.077, WCTY +0.071

+2.242 DON'T BLINK

☆
Kenny Chesney
(BNA)
KSCS +0.443, KMLE +0.240, KNIX +0.240, WIL +0.184, WDSY +0.154, KSD +0.152, WESC +0.117, WUBE +0.111, WXTU +0.089, WDAF +0.087

+2.238 IF YOU'RE READING THIS

☆
Tim McGraw
(Curb)
WUSN +0.302, KKWF +0.297, KMPS +0.224, KWJZ +0.171, KSD +0.163, KPLX +0.153, WDSY +0.148, WAMZ +0.142, KNIX +0.122, KATM +0.119

+2.152

☆
Keith Urban
(Capitol Nashville)
WDSY +0.182, KPLX +0.158, WYCD +0.137, KPLX +0.112, WDTW +0.108, KTST +0.081, WBBE +0.081, WCTK +0.080, KEYY +0.071, KSCS +0.070

NEW AND ACTIVE		
TITLE ARTIST / LABEL	AUD / GAIN	TITLE ARTIST / LABEL
WHAT IF IT'S ME Andy Griggs (MONTAGE)	0.570/0.048	STILL FEELS GOOD Rascal Flatts (LYRIC STREET)
ONCE A WOMAN GETS A HOLD OF YOUR HEART Heartland (COUNTRY THUNDER)	0.545/0.007	WINNING A LOSING GAME Rascal Flatts (LYRIC STREET)
TOTAL STATIONS: 26		TOTAL STATIONS: 49
BOB THAT HEAD Rascal Flatts (LYRIC STREET)	0.413/0.413	JUST GOT STARTED LOVIN' YOU James Otto (WARNER BROS./WRN)
TOTAL STATIONS: 32		TOTAL STATIONS: 22

MOST ADDED

STAY 25
Sugarland (MERCURY)
KBQI, KCYE, KFDI, KIXZ, KSCS, KUPL, KWNR, WDAF, WIRK, WIVK, WKIS, WKSF, WMIL, WNKT, WQDR, WQKX, WUBL, WUNU, WXBW, WYAY

CLEANING THIS GUN (COME ON IN BOY) 13
Rodney Atkins (CURB)
KDRK, KHKI, KIZN, KRKY, KUBL, KXKT, WBCT, WGNB, WIVK, WKQC, WQYK, WRNS, WWGR

OUR SONG 20
Taylor Swift (BIG MACHINE)

EVERYBODY 10
Keith Urban (CAPITOL NASHVILLE)
KNIX, KTOM, KTST, KVVO, WAMZ, WCOL, WDSY, WDTW, WKKT, WRBT

IT'S GOOD TO BE US 10
Bucky Covington (LYRIC STREET)
KFKE, KIZN, KKWF, KXKT, WBCT, WCTY, WITL, WPUR, WQYK, WXBM

STEALING CINDERELLA 9
Chuck Wicks (RCA)
KDRK, KIIM, WBEE, WCOL, WOKQ, WRBT, WUNU, WXBW, WXTU

WATCHING AIRPLANES 8
Gary Allan (MCA NASHVILLE)
KAJA, KFKE, WIRK, WKSF, WMAD, WMIL, WPKX, WQMX

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
130 country and 26 Canada country stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 96 reporters.
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Meet the new KBIG: '104.3MYfm'

BIG Changes At Clear Channel/Los Angeles

Keith Berman

KBerman@RadioandRecords.com

82

Rumors of a format flip at Clear Channel's gold-based hot AC KBIG/Los Angeles had been spreading throughout the industry like creamy peanut butter for a while, and on Sept. 17, they finally came true. Morning jock Charlie Tuna, who'd been at the station for seven years (and in L.A. radio for 40), hosted an emotional farewell show, in which many of his co-workers from the cluster stopped by to pay their respects.

At 10 a.m., Tuna signed off with Frank Sinatra's "Cycles," then a low-key sweeper played, saying, "My radio station is bigger than your radio station. 104.3MYfm." And with that, followed by Plain White T's "Hey There Delilah," the new format, described in the press release as "contemporary adult hits," was off and running.

Four hours after the flip, while 104.3MYfm was still in its infancy, I spoke with market manager Greg Ashlock, cluster VP of programming Michael

Martin and KBIG PD Dave "Chachi" Denes.

How did MY come about? KBIG had been struggling in the ratings. It ranked No. 16 in persons 25-54 in the spring Arbitron and hasn't cracked a 2 share in 12+ all year. A couple of months ago, Clear Channel conducted a perceptual study to see if there were any holes in the marketplace.

"After that point, we just had to whittle it down and decide exactly what we wanted to do," Ashlock says. "It was kind of screaming at us to take 104.3 down the MY lane, or what we call 'contemporary adult hits.'"

After hearing Plain White T's as the new station's first song, along with Mat Kearney, the Fray, KT Tunstall, Nickelback and Kelly Clarkson all in the first hour (see list), what's the difference between a hot AC and contemporary adult hits?

"The biggest difference is that we don't have a sound barrier on MY," Martin says. "When you get into hot AC, there's a predisposition to think it's going to be more guitar-based and less of the rhythmic titles. MY is just not going to have any of those restraints. You'll hear hit music from all genres"—which would explain the Fergie, Beyoncé and Gwen Stefani titles the station is also spinning.

"It's fun listening to a station where literally every song that plays is a hit," Ashlock says, calling attention to the station's change from being extremely gold-based to being very current. He also notes that they originally considered branding the station as "Fresh," but, as Martin says, they were concerned that the label might place some constraints on the music. "On MY, we let the music define what it is."

Three days after the launch, Clear Channel

announced that Valentine was moving over from mornings at hot AC sister KYSR to take over Tuna's morning shift on 104.3. As for Tuna, plans are in the works to keep him in the cluster: "Charlie's been a consummate professional," Denes says. "The guy's been incredible to work with, and there are some things coming up within the Clear Channel cluster in Los Angeles that will be announced shortly involving Charlie, but we can't go into details about that at this point. Charlie continues to be part of the roster."

Ashlock adds, "His farewell show was amazing. It was a celebration of Charlie, but I think that everyone around here recognized that this is an incredible opportunity for 104.3, too. I've already seen three or four people from the programming and on-air staffs wearing the 104.3MYfm shirts that we've passed out, and we have business cards done. Everyone's pretty excited."

It's not just the programming and marketing people within the building who were psyched early on about the new station. Denes relates that he took a call from the general sales manager, who says that clients are thrilled with the new station. In addition, "we've gotten some great calls in the



From left: Ashlock, Martin and Denes with a fresh-off-the-printer 104.3MYfm sign.

studio from listeners," he says. "They're very positive and very excited about it. They're very into the music."

Clear Channel is making a huge promotional splash with the launch. Not only does the company have a massive outdoor campaign launching this week (which Denes describes as the largest

he's seen since he joined the company), but 104.3MYfm will give away \$10,000 a day every day for five weeks. "The beauty of it, to put a cherry on top of that sundae, is that the day that people win, we'll be delivering the money to them in a Brinks truck," Ashlock says.

Denes adds, "When Michael came to me with the \$10,000-a-day [idea], I couldn't believe it. I was completely stoked by it. We're thrilled about that, and we know it's going to turn some heads. We are excited about making a big impact."

Now the question that's on everyone's mind: What about crossover with hot AC sister KYSR (Star 98.7)? Ashlock says the new station is designed to fit snugly between Star and AC sister KOST. "Over the past few weeks, Star has been moving more aggressively with the music. It's been dropping some of the softer titles like Carrie Underwood, Avril Lavigne and Kelly Clarkson."

"This past year, it's grown double digits in its male listening and we plan on continuing down that trend, so Star will become more aggressive, and the titles they're not playing anymore will land on MY. It was a one-two punch. If we hadn't been moving Star already, then this would've been a more difficult decision. That should put Star in a great position in the [Portable People Meter] world, too, because the male listening is up 30%."

To check out the station, a live stream is available at 1043myfm.com.

104.3MYfm's First Two Hours

Sept. 17, 10 a.m.

- "Hey There Delilah," Plain White T's
- "Livin' on a Prayer," Bon Jovi
- "Put Your Records On," Corinne Bailey Rae
- "This Kiss," Faith Hill
- "Little Wonders," Rob Thomas
- "Ironic," Alanis Morissette
- "Nothing Left to Lose," Mat Kearney
- "Everywhere," Michelle Branch
- "How to Save a Life," the Fray
- "Can't Help Falling in Love," UB40
- "Suddenly I See," KT Tunstall
- "Every Rose Has Its Thorn," Poison
- "Far Away," Nickelback
- "Kiss Me," Sixpence None the Richer
- "Walk Away," Kelly Clarkson
- "Who Knew," Pink
- "Maria Maria," Santana Feat. the Product G&B

Source: BDSRadio



▶ AT NO. 30, **LEANN RIMES** CROSSES OVER WITH "NOTHIN' BETTER TO DO," HER CURRENT TOP 25 COUNTRY HIT AND THE FIRST SINGLE FROM "FAMILY," DUE OCT. 9.



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	20	HOME DAUGHTRY	NO. 1 (8 WKS)	11 ² ☆	2115 +35	16.334 1
2	2	13	BIG GIRLS DON'T CRY FERGIE		11 ² ☆	1906 +34	15.811 2
3	3	23	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON		11 ³	1614 -34	14.026 3
4	4	26	EVERYTHING MICHAEL BUBLE		143/REPRISE	1495 -86	10.586 5
5	5	56	WAITING ON THE WORLD TO CHANGE JOHN MAYER		11 ³	1366 -119	9.977 6
6	7	15	(YOU WANT TO) MAKE A MEMORY BON JOVI		11 ² ☆	1321 +53	8.960 9
7	6	23	BEFORE HE CHEATS CARRIE UNDERWOOD		11 ⁴ ☆	1301 -13	12.148 4
8	8	11	HEY THERE DELILAH PLAIN WHITE T'S		11 ² ☆	1243 -23	9.320 7
9	9	49	HOW TO SAVE A LIFE THE FRAY		11 ⁵	1214 +42	8.541 11
10	10	50	CHASING CARS SNOW PATROL		11 ⁴	1093 +77	8.790 10
11	11	19	MAKES ME WONDER MAROON 5		11 ²	924 -24	6.924 12
12	12	24	LITTLE WONDERS ROB THOMAS		11 ☆	875 +5	4.778 15
13	13	12	WAIT FOR YOU ELLIOTT YAMIN		11 ☆	852 +57	9.198 8
14	14	5	HOW LONG EAGLES		11 ☆	711 +45	5.153 14
15	15	19	MY WISH RASCAL FLATTS		11 ² ☆	593 -27	1.873 20
16	16	27	ANYWAY MARTINA MCBRIDE		11 ☆	488 -35	1.297 25
17	17	6	BAND OF GOLD KIMBERLEY LOCKE		11 ☆	402 +28	1.044 27
18	18	7	WHO KNEW PINK		11 ☆	395 +60	5.639 13
19	19	8	LOST IN THIS MOMENT BIG & RICH		11 ☆	346 -17	1.443 22
20	22	8	BUBBLY COLBIE CAILLAT	AIRPOWER	UNIVERSAL REPUBLIC	289 +86	4.103 16
21	20	18	IF EVERYONE CARED NICKELBACK		11 ² ☆	288 -7	2.547 19
22	21	5	FIRE AND RAIN KENNY "BABYFACE" EDMONDS		MERCURY/DJMG	279 +24	2.953 18
23	NEW		TAKING CHANCES CELINE DION	MOST INCREASED PLAYS/MOST ADDED	☆	176 +121	3.924 17
24	24	10	NO ONE IS TO BLAME KATRINA CARLSON WITH HOWARD JONES		KATAPHONIC	145 -15	0.253 -
25	23	16	EVER PRESENT PAST PAUL MCCARTNEY		MPL/HEAR/CONCORD	125 -65	0.331 -
26	RE-ENTRY		FIRST TIME LIFEHOUSE		11	123 +40	1.491 21
27	29	2	SOMEBODY'S ME ENRIQUE IGLESIAS		INTERSCOPE	113 +26	0.717 28
28	25	4	4 IN THE MORNING GWEN STEFANI		INTERSCOPE	109 -9	1.179 26
29	28	2	INCONSOLABLE BACKSTREET BOYS		JIVE/ZOMBA	102 +14	0.344 -
30	NEW		NOTHIN' BETTER TO DO LEANN RIMES		CURB/REPRISE	100 +23	0.190 -

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW	THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	UNWRITTEN NATASHA BEDINGFIELD (EPIC)	11 ⁵	880 966	6	YOU'RE BEAUTIFUL JAMES BLUNT (CUSTARD/ATLANTIC)	11 ⁴	686 760
2	BAD DAY DANIEL POWTER (WARNER BROS.)	11 ⁴	851 780	7	BECAUSE OF YOU KELLY CLARKSON (RCA/RMG)	11 ⁵	671 756
3	FAR AWAY NICKELBACK (ROADRUNNER/ATLANTIC/LAVA)	11 ⁴	731 740	8	HEAVEN LOS LONELY BOYS (OR/EPIC)	11 ⁵	609 634
4	YOU AND ME LIFEHOUSE (GEFFEN)	11 ⁶	697 582	9	STREETCORNER SYMPHONY ROB THOMAS (MELISMA/ATLANTIC)	11	604 663
5	BREAKAWAY KELLY CLARKSON (WALT DISNEY/HOLLYWOOD)	11 ⁵	696 618	10	WHAT HURTS THE MOST RASCAL FLATTS (LYRIC STREET/HOLLYWOOD)	11 ⁴	581 602

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
TAKING CHANCES Celine Dion (COLUMBIA)	21
HOW LONG Eagles (ERC)	7
FIRE AND RAIN Kenny "Babyface" Edmonds (MERCURY/DJMG)	7
WHO KNEW Pink (LAFACE/ZOMBA)	6
HEY THERE DELILAH Plain White T's (FEARLESS/HOLLYWOOD)	5
BUBBLY Colbie Caillat (UNIVERSAL REPUBLIC)	5
BAND OF GOLD Kimberley Locke (CURB/REPRISE)	4
LOST Faith Hill (WARNER BROS. (NASHVILLE)/WARNER BROS.)	4

ADDED AT... WCRZ

Flint, MI

OM/PD: J. Patrick
APD/MD: George McIntyre

LeAnn Rimes, Nothin' Better To Do, 1
Colbie Caillat, Bubbly, 0
Enrique Iglesias, Somebody's Me, 0
Kenny "Babyface" Edmonds, Fire And Rain, 0

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

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
WHEN YOU'RE GONE Avril Lavigne (RCA/RMG)	95/13	I JUST LOVE YOU Five For Fighting (AWARE/COLUMBIA)	50/24
LOST Faith Hill (WARNER BROS. (NASHVILLE)/WARNER BROS.)	89/6	U + UR HAND Pink (LAFACE/ZOMBA)	47/7
KNOCK DOWN THE WALLS Chubbly Checker (TEEC)	87/33	BETTER THAN ME Hinder (UNIVERSAL REPUBLIC)	45/11
ALMOST LOVER A Fine Frenzy (VIRGIN)	79/9	IF YOU'RE GONNA LEAVE Emerson Hart (MANHATTAN/CAPITOL)	38/6
DREAMING WITH A BROKEN HEART John Mayer (AWARE/COLUMBIA)	57/17	OVER YOU Daughtry (RCA/RMG)	37/18

MOST INCREASED PLAYS

+121	☆ TAKING CHANCES Celine Dion (Columbia) WDEF +14, WHUD +12, WMA5 +11, WKJY +11, WCDV -7, WALK +6, SISL +6, WYJB +6, WDDK +5, KWAV +5
+86	☆ BUBBLY Colbie Caillat (Universal Republic) WKJY +21, WBEB +11, WALK +9, WZID +7, KOST +6, WYJB +5, WLTW +5, WMJY +5, KEZK +4, KLTV +4
+60	☆ WHO KNEW Pink (LaFace/Zomba) WRVR +22, WBEB +11, WWFS +8, WLTW +5, WOBN +5, WMXC +5, KVLY +3, WFMK +3, KKCV +2, WCRZ +2
+57	☆ WAIT FOR YOU Elliott Yamin (Hickory) WLTW +13, KRBB +8, WYYY +6, WHOM +6, KQIS +5, WFPQ +4, KEZK +4, KOST +3, KISC +3, KUMU +3
+53	☆ (YOU WANT TO) MAKE A MEMORY Bon Jovi (Mercury/Island/DJMG) KNEV +24, WDEF +14, WRAL +8, KGBY +6, KQIS +5, KVLY +5, KTSM +4, WMXS +3, WLHT +3, WMGN +3



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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	16	BIG GIRLS DON'T CRY Fergie	NO. 1 (5 WKS)	11 ² ☆	3114 -98	16,483 1
2	3	14	WHO KNEW Pink		11 ☆	2935 +100	14,065 4
3	4	21	FIRST TIME Lifehouse		11 ☆	2932 +102	15,642 2
4	2	21	HEY THERE DELILAH Plain White T's		11 ² ☆	2817 -232	14,652 3
5	6	10	HOW FAR WE'VE COME Matchbox Twenty		☆	2600 +35	12,662 5
6	9	12	BUBBLY Colbie Caillat		☆	2385 +300	11,979 7
7	5	26	MAKES ME WONDER Maroon 5		11 ²	2373 -243	11,807 8
8	7	37	ROCKSTAR Nickelback		11 ² ☆	2249 -198	12,372 6
9	8	25	HOME Daughtry		11 ² ☆	2223 -171	11,494 9
10	10	8	OVER YOU Daughtry		☆	2117 +214	10,372 10
11	41	13	WHEN YOU'RE GONE Avril Lavigne		RCA/RMG	1778 +14	8,357 12
12	10	10	DREAMING WITH A BROKEN HEART John Mayer		☆	1646 +143	8,367 11
13	18	8	WAKE UP CALL Maroon 5	MOST INCREASED PLAYS	A&M/Octone/Interscope	1629 +368	7,944 13
14	13	15	WAIT FOR YOU Elliott Yamin		11 ☆	1411 -54	6,184 15
15	15	15	THNKS FR TH MMRS Fall Out Boy		11 ☆	1396 +55	7,510 14
16	19	8	HER EYES Pat Monahan		Columbia	1256 +125	5,336 16
17	16	15	4 IN THE MORNING Gwen Stefani		☆	1177 -105	4,647 17
18	21	8	1973 James Blunt		☆	938 +68	3,315 20
19	15	18	IF YOU'RE GONNA LEAVE Emerson Hart		Manhattan/Capitol	896 -23	2,553 23
20	17	16	BEFORE IT'S TOO LATE (SAM AND MIKAELA'S THEME) Goo Goo Dolls		☆	842 -437	4,174 18
21	22	9	PARALYZER Finger Eleven		11	841 +135	3,465 19
22	23	9	PICTURES OF YOU The Last Goodnight		Virgin	808 +157	2,156 26
23	25	11	HOLLYWOOD Collective Soul		EL	704 +71	2,129 27
24	26	9	CALLING YOU Blue October		Universal Motown	655 +112	2,447 24
25	24	15	ALL AT ONCE The Fray		☆	550 -87	2,846 21
26	27	5	LOVE SONG Sara Bareilles		EPIC	548 +70	1,576 32
27	39	2	INTO THE NIGHT Santana Feat. Chad Kroeger	MOST ADDED	Arista/RMG	515 +269	2,556 22
28	28	7	HOLD ON KT Tunstall		Relentless/Virgin	501 +74	1,898 29
29	30	3	THE GREAT ESCAPE Boys Like Girls		Columbia	388 +71	1,078 36
30	33	5	LAST REQUEST Paolo Nutini		Atlantic	345 +50	0,925 39
31	34	4	NOLITA FAIRYTALE Vanessa Carlton		The Inc./Universal Motown	336 +56	0,792 -
32	29	14	UMBRELLA Rihanna Feat. Jay-Z		SRP/DEF JAM/IDJMG	310 -100	1,431 34
33	NEW	NEW	LOST HIGHWAY Bon Jovi		Mercury/Island/IDJMG	308 +85	2,243 25
34	36	6	SHUT UP AND DRIVE Rihanna		SRP/DEF JAM/IDJMG	302 +48	1,794 30
35	32	16	EVERYTHING Michael Buble		143/REPRISE	299 +2	1,552 33
36	40	2	SEVEN DAYS OF LONELY I Nine		J/RMG	296 +52	0,977 38
37	35	2	LOVESTONED Justin Timberlake		Jive/Zomba	282 +28	0,876 40
38	NEW	NEW	BREATHE IN BREATHE OUT Mat Kearney		Hollywood/Aware/Columbia	254 +133	0,772 -
39	NEW	NEW	STRAIGHT LINES Silverchair		Eleven/ILG/Atlantic/Lava	249 +28	2,013 28
40	37	4	INCONSOLEABLE Backstreet Boys		Jive/Zomba	235 -16	0,579 -

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
INTO THE NIGHT Santana Feat. Chad Kroeger (Arista/RMG) KCIX, KLLC, KMHX, KUDD, KYKY, KZZU, WCDA, WLNK, WPLJ, WTIC, WWHA, XM Flight 26	12
LOST HIGHWAY Bon Jovi (Mercury/Island/IDJMG) WAYV, WBNS, WINK, WRWF, WRVE, WWHA, XM Flight 26	7
BREATHE IN BREATHE OUT Mat Kearney (Hollywood/Aware/Columbia) KALC, KCDU, KMHX, KPEK, KRSK, KZZO, WBNS	7
FALLING DOWN Duran Duran (Epic) KCDU, KPLZ, Sirius The Pulse, WAYV, WQAL, XM Flight 26	6
HER EYES Pat Monahan (Columbia) KFBZ, KJMY, WBMX, WHYH, WRQX	5
PICTURES OF YOU The Last Goodnight (Virgin) KLTG, KMXP, WHYH, WMEE, WRQX	5
DREAMING WITH A BROKEN HEART John Mayer (Aware/Columbia) KSRZ, KSTZ, WBNS, WJLK	4
SEVEN DAYS OF LONELY I Nine (J/RMG) KVUU, WBMX, WCDA, WKDD	4
SORRY Buckcherry (Eleven Seven/Atlantic/Lava) KALC, KUDD, KVUU, WKRQ	4
LOVE LIKE THIS Natasha Bedingfield Feat. Sean Kingston (Epic) KLLY, KMXP, WAYV, WKDD	4

ADDED AT... KRSK
Portland, OR
PD: Jeff McHugh
MD: Sheryl Stewart
Feist, 1, 2, 3, 4, 20
Mat Kearney, Breathe In Breathe Out, 5

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

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
THE WAY I ARE Timbaland Feat. Keri Hilson (Mosley/Blackground/Interscope) TOTAL STATIONS: 16	232/32	SORRY Buckcherry (Eleven Seven/Atlantic/Lava) TOTAL STATIONS: 13	126/55
UMBRELLA Marie Digby (Hollywood) TOTAL STATIONS: 18	192/31	TEENAGERS My Chemical Romance (Reprise) TOTAL STATIONS: 8	115/18
LIGHT UP THE SKY Yellowcard (Capitol) TOTAL STATIONS: 21	173/31	AMNESIA Mozella (Maverick/Reprise) TOTAL STATIONS: 7	98/1
MY WISH Rascal Flatts (Lyric Street/Hollywood) TOTAL STATIONS: 10	144/19	SHE MOVES IN HER OWN WAY The Kooks (Astralwerks/Capitol) TOTAL STATIONS: 7	82/5
APOLOGIZE Timbaland Feat. OneRepublic (Mosley/Blackground/Interscope) TOTAL STATIONS: 9	130/46	MISERY BUSINESS Paramore (Fueled by Ramen/Atlantic/Lava) TOTAL STATIONS: 4	80/59

MOST INCREASED PLAYS

+368	WAKE UP CALL Maroon 5 (A&M/Octone/Interscope) KLCA +28, WQAL +19, WINK +19, WDVD +17, KYKY +15, WTMX +14, WWHA +13, KZZO +12, SIPL +12, WXLO +12
+300	BUBBLY Colbie Caillat (Universal Republic) KMYI +24, KYKY +19, KALC +16, KLZR +16, KJMN +16, WKTI +14, KJMY +14, KRIZ +13, KZZU +12, WJLK +12
+269	INTO THE NIGHT Santana Feat. Chad Kroeger (Arista/RMG) KLCA +30, WTIC +19, KSTZ +18, KCDU +18, WBMX +17, KMXP +16, KZZU +14, KYKY +13, KPLZ +12, WXLO +12
+214	OVER YOU Daughtry (RCA/RMG) WZPL +17, WTIC +15, KMYI +15, KSTZ +14, WPTE +14, SIPL +13, KZZU +12, WHBC +11, WTT5 +11, WDVD +10
+157	PICTURES OF YOU The Last Goodnight (Virgin) KZZU +18, KFBZ +16, KLCA +13, SIPL +12, WWHA +10, WHYH +9, WKDD +8, KMXP +8, WLNK +7, KSTZ +6

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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AC/HOT AC

HOT AC REPORTERS

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

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

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

KDBZ/Anchorage, AK
OM/PD: Tom Oakes

KMXS/Anchorage, AK
PD/MD: Roxi Lennox
APD: Joe Campbell

WAYV/Atlantic City, NJ*
PD: Paul Kelly

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

KLLY/Bakersfield, CA*
OM/PD: E.J. Tyler
APD: Erik Fox
MD: Darci Dawn

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

WMRV/Binghamton, NY
PD: Bob Taylor

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

WBMX/Boston, MA*
PD: Jerry McKenna
APD/MD: Mike Mullaney

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

WTSS/Buffalo, NY*
OM: Sue O'Neil
PD: Brian Demay
MD: Rob Lucas

WHBC/Canton, OH*
PD: Hunter Scott
APD/MD: Kayleigh Kriss

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

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

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

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

WQAL/Cleveland, OH*
PD: Dave Popovich

KVUU/Colorado Springs, CO*
MD: Darren McKeel

WBNS/Columbus, OH*
PD: Jay Taylor
MD: Sue Leighton

KLTG/Corpus Christi, TX*
OM: Clayton Allen
PD: Chris Roberts

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

WDAQ/Danbury, CT
PD: Chris Duggan
MD: Zach Dillon

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

KALC/Denver, CO*
OM/PD: Dave Symonds
APD/MD: Sam Hill

KIMN/Denver, CO*
PD: John Roberts
MD: Hollywood Henderson

KSTZ/Des Moines, IA*
PD: Jim Schaefer
MD: Jimmy Wright

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

KBMX/Duluth, MN
PD: Corey Carter

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

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

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

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

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

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

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

WQLH/Green Bay, WI*
PD: Jimmy Clark

WWHA/Greenville, NC*
OM/PD: Mike "Maddawi" Biddle

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

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

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

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

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

KMXB/Las Vegas, NV*
PD: Justin Chase
MD: Brandon Bell

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

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

KYSR/Los Angeles, CA*
PD: Charese Fruge

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

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

WKTJ/Milwaukee, WI*
PD: Bob Walker

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

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

KOSO/Modesto, CA*
PD: Zac Davis
APD: John Chimpco

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

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

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

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

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

WMXO/Olean, NY
MD: Chris Hicks

KQKQ/Omaha, NE*
PD/MD: Nevin Dane

KSRZ/Omaha, NE*
OM: Tom Land
PD: J. Pat Miller
MD: Jessica Dol

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

KBBY/Oxnard, CA*
OM: Tom Watson
PD: Todd Violette
MD: Keli Reynolds

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

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

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

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

WMSG/Portland, ME*
OM: Chris Mac
PD: Randi Kirshbaum
APD/MD: Ethan Minton

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

WBWZ/Poughkeepsie, NY
PD: Aaron "Dave" McCord
MD: Chris Chase

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

KZZO/Sacramento, CA*
OM: Byron Kennedy
PD: Jeff Z.
APD/MD: Shawn Cash

WGER/Saginaw, MI
PD: Bob Moore

KJMY/Salt Lake City, UT*
OM: Jeff Cochran
PD: Rob Boshard

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

KMYI/San Diego, CA*
PD: Jimmy Steele
MD: Jen Sewell-Sorenson

KIOI/San Francisco, CA*
OM: Michael Martin
PD: Stacy Cunningham
MD: Darren McPeake

KLLC/San Francisco, CA*
PD: Chris Mays
APD/MD: Jayn

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

KRUZ/Santa Barbara, CA*

KMHX/Santa Rosa, CA*
PD: Danny Wright

Sirius The Pulse/Satellite*
OM: Kid Kelly
PD: Jim Ryan
MD: Heidi O'Brien

XM Flight 26/Satellite*
OM: Jon Zeller
PD/MD: Mike Abrams

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

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

KZZU/Spokane, WA*
OM: Roger Nelson
PD: Ken Hopkins

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

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

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

WBOW/Terre Haute, IN
PD: Sketch Brumfield

WWWM/Toledo, OH*
PD: Ron Finn

KLZR/Topeka, KS*
PD/MD: Jon Thomas

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

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

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

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

KFBZ/Wichita, KS*
PD: JJ Morgan

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

WXLO/Worcester, MA*
OM/PD: Jay Beau Jones
APD/MD: Mary Knight

* Monitored Reporters



▶ THIS YEAR'S "CANADIAN IDOL" WINNER, **BRIAN MELO**, DEBUTS ON THE CANADA HOT AC CHART AT NO. 26 WITH "ALL I EVER WANTED."

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	11	BIG GIRLS DON'T CRY FERGIE	WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL	407	-11
2	4	9	1973 JAMES BLUNT	CUSTARD/ATLANTIC/WARNER	350	+15
3	6	23	(YOU WANT TO) MAKE A MEMORY BON JOVI	MERCURY/ISLAND/UNIVERSAL	330	+4
4	5	24	WHAT YOU WANT HAYLEY SALES	UNIVERSAL	308	-18
5	2	27	EVERYTHING MICHAEL BUBLE	143/REPRISE/WARNER	306	-68
6	3	23	MAKES ME WONDER MAROON 5	A&M/OCTONE/UNIVERSAL	298	-50
7	12	11	DOWN IN HEAVEN KALAN PORTER	SONY BMG	287	+37
8	9	12	WHEN YOU'RE GONE AVRIL LAVIGNE	RCA/SONY BMG	265	0
9	11	12	TOO MUCH OF EVERYTHING CORNEILLE	DEJA MUSIQUE	261	+7
10	10	15	SON OF A PREACHERMAN JANN ARDEN	UNIVERSAL	261	-2
11	17	7	HEY THERE DELILAH PLAIN WHITE T'S	FEARLESS/HOLLYWOOD/UNIVERSAL	256	+48
12	7	23	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON	INTERSCOPE/UNIVERSAL	241	-31
13	8	20	BEFORE HE CHEATS CARRIE UNDERWOOD	ARISTA/ARISTA NASHVILLE/SONY BMG	232	-39
14	13	60	WAITING ON THE WORLD TO CHANGE JOHN MAYER	AWARE/COLUMBIA/SONY BMG	219	-8
15	14	30	WONDERFUL CHANTAL KIEFFIAZUK	COLUMBIA/SONY BMG	212	-9
16	16	23	IT AIN'T ME BABE JESSE COOK	EMI	211	+1
17	21	2	LOST MICHAEL BUBLE	143/REPRISE/WARNER	210	+76
18	18	16	ALL GOOD THINGS (COME TO AN END) NELLY FURTADO	MOSLEY/GEFFEN/UNIVERSAL	199	0
19	15	29	LITTLE WONDERS ROB THOMAS	WALT DISNEY/MELISMA/ATLANTIC/WARNER	199	-15
20	20	15	HOME DAUGHTRY	RCA/SONY BMG	189	+8
21	28	2	TAKING CHANCES CELINE DION	COLUMBIA/SONY BMG	186	+103
22	19	24	WEAK IN THE KNEES SERENA RYDEF	EMI	161	-36
23	22	5	BELIEVE SUZIE MCNEIL	CURVE/UNIVERSAL	57	+25
24	24	3	HOW LONG EAGLES	ERC/MERCURY/LOST HIGHWAY/UNIVERSAL	35	+38
25	27	4	THE FACE RYNDAN	UNIVERSAL	114	+29
26	23	10	MORE THAN A FEELING SYLVAIN COSSETTE	VEGA	114	+10
27	26	11	REHAB AMY WINEHOUSE	ISLAND/UNIVERSAL	87	+1
28	25	5	ON S'EST AIME A CAUSE CELINE DION	COLUMBIA/SONY BMG	87	-6
29	29	4	WHO KNEW PINK	LAFACE/SONY BMG	82	+1
30	39	12	ADRIENNE ISABELLE BOULAY	AUDIOGRAM	77	+16

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	15	HEY THERE DELILAH PLAIN WHITE T'S	FEARLESS/HOLLYWOOD/UNIVERSAL	572	-41
2	3	9	HOW FAR WE'VE COME MATCHBOX TWENTY	MELISMA/ATLANTIC/WARNER	561	+37
3	2	10	DO IT NELLY FURTADO	MOSLEY/GEFFEN/UNIVERSAL	535	+9
4	4	9	LOVESTONED JUSTIN TIEBERLAKE	JIVE/SONY BMG	525	+1
5	6	14	THE WAY I ARE TIMBALAND FEATURING KERI HILSON	MOSLEY/BLACKSTONE/INTERSCOPE/UNIVERSAL	383	-12
6	8	6	WAKE UP CALL MAROON 5	A&M/OCTONE/UNIVERSAL	374	+83
7	7	12	DOWN IN HEAVEN KALAN PORTER	SONY BMG	310	-25
8	5	20	BIG GIRLS DON'T CRY FERGIE	WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL	301	-98
9	12	7	OVER YOU DAUGHTRY	RCA/SONY BMG	475	+63
10	14	8	TONGUE TIED FABER DRIVE	UNIVERSAL REPUBLIC/UNIVERSAL	452	+47
11	15	7	SEVEN DAY FOOL JULLY BLACK	UNIVERSAL	451	+48
12	10	13	WALLS FALL DOWN BEGUIN SOUNDCLASH	DINE ALONE/UNIVERSAL	426	-18
13	13	10	SHUT UP AND DRIVE R HANNA	SRP/DEF JAM/UNIVERSAL	423	+16
14	9	18	WHEN YOU'RE GONE AVRIL LAVIGNE	RCA/SONY BMG	418	-60
15	11	19	FIRST TIME LIFEHOUSE	GEFFEN/UNIVERSAL	414	-4
16	16	18	THNKS FR TH MMR5 FALL OUT BOY	FUELED BY RAMEN/ISLAND/UNIVERSAL	411	+13
17	20	3	INTO THE NIGHT SANTANA FEATURING CHAD KROEGER	ARISTA/SONY BMG	382	+55
18	18	19	BELIEVE SUZIE MCNEIL	CURVE/UNIVERSAL	307	-32
19	22	8	SUMMERTIME BON JOVI	MERCURY/ISLAND/UNIVERSAL	304	-12
20	29	4	HOLD ON KT TUNSTALL	RELENTLESS/VIRGIN/EMI	298	+63
21	21	15	WAIT FOR YOU ELLIOTT YAMIN	HICKORY	297	-27
22	17	20	4 IN THE MORNING GWEN STEFANI	INTERSCOPE/UNIVERSAL	294	-57
23	23	25	MAKES ME WONDER MAROON 5	A&M/OCTONE/UNIVERSAL	286	-22
24	19	27	PARALYZER FINGER ELEVEN	WIND-UP	285	-54
25	24	23	HOME DAUGHTRY	RCA/SONY BMG	267	-24
26	NEW		ALL I EVER WANTED BRIAN MELO	SONY BMG	256	+147
27	27	7	1973 JAMES BLUNT	CUSTARD/ATLANTIC/WARNER	253	+9
28	26	15	TELL ME WHAT WE'RE GONNA DO NOW JOSS STONE FEATURING COMMON	VIRGIN/EMI	246	-4
29	37	3	SOMEBODY'S ME ENRIQUE IGLESIAS	UNIVERSAL LATINO/INTERSCOPE/UNIVERSAL	242	+61
30	40	8	MONEY HONEY STATE OF SHOCK	CORDOVA BAY	227	+49

◆ indicates CanCon

SMOOTH JAZZ



Reversing the trend will take innovative thinking, better planning

A Look Inside The Eye Of The Hurricane

Carol Archer

CArcher@RadioandRecords.com

These are tough times for the music industry. Label brass invoke terms like “free fall,” “implosion” and “hemorrhage” to describe the unprecedented and precipitous decline in music sales. They recognize the impact of digital technology on sales: catastrophic consequences of illegal downloading and, in hindsight, the industry’s belated response. Some believe unsound A&R decisions contributed to dwindling profit margins. Combined, these factors produced not only a cautious artist-signing climate, but draconian cost-cutting measures, from staff downsizing to marketing budgets as tight as a clenched fist.

According to data compiled by Nielsen SoundScan, year-to-date album sales were down 14.3% as of Sept. 16, compared with the same period last year. Sales at chain stores dropped 23.9% from last year; chains represent 37% of the business in ’07.

The good news: Year-to-date digital track sales are up 46.2% and digital album sales rose 58.6%. However, even with digital sales factored in (where 10 track downloads are equivalent to one album sale), total album sales are off by 8.4% this year.

Universal Music Group Distribution president Jim Urie played golf with the owner of a major-market beverage distributor who bragged that he gets his music via unauthorized file-sharing program Limewire. Told that the practice is illegal, he said, “You guys have a problem”—not that he intended to stop.

To Urie’s mind, piracy is akin to the early days of cable, when many people illegally tapped connections, but he says that eventually, cable became so convenient and user-friendly that people were willing to pay for it.

How will the music business entice consumers to buy music instead of stealing it? “You have to give people a reason to go into a record store. This week is interesting in the music business, because we finally have some good releases: Kanye West, who’ll have the biggest first week of ’07; 50 Cent, who may be the second-biggest of the year; and Kenny Chesney, who in any other week would be No. 1 by a mile; but in spite of that, this week will ‘comp’ down to the same week last year,” he says.

Q4 Product Glut

“What hasn’t been written about enough is this industry’s lousy release schedule in the last couple of years. Part of it is the instability the corporate entities have faced and artists who wait years between putting out records because they’re gun-shy,” Urie says. “But when an artist can sell 800,000 in the first week, it shows that there is some modicum of health about the business. Labels have to work hard to have a steady release flow, like Hollywood does scheduling movies and DVDs. We get way too many records in the last four months of the year.”

Music sales data for the past 20 years shows that typically, the best-selling title of the year was not released in the fourth quarter, he adds. “Furthermore, if you look at returns on a 12-month basis, the highest returns percentages are on those released during the fourth quarter. A lot of companies’ fiscal years end with the calendar year, or at least their quarter ends, and they’re conditioned to jam releases out to make the year.

“Everyone’s response is, ‘But I don’t want to move my record, I want other people to move theirs,’ so there aren’t enough slots at radio or the video channels, and not enough mind-share—or product consciousness—among consumers,” Urie says.



▶ LIKE THE CANALS OF “VENICE,” CHRIS BOTTI’S LATEST FLOWS ONTO THE CHART AT NO. 28, PREVIEWING HIS “ITALIA” ALBUM, OUT THIS WEEK.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	20	BORN 2 GROOVE EUGE GRODVE	NARADA JAZZ/BLC	192	+5
2	2	8	AIN'T NO WOMAN (LIKE THE ONE I GOT) JEFF GOLUB FEAT. RICHARD ELLIOT	NARADA JAZZ/BLC	167	+1
3	3	17	CATNAP NILS	BAJA/TSR	154	-2
4	4	13	R N R RICK BRAUN & RICHARD ELLIOT	ARTIZEN	151	-4
5	6	17	STREET LIFE U-NAM	TRIPPIN' N' RHYTHM	148	+4
6	7	19	SLAMMIN JAY SOTO	MUGROOVE	142	-2
7	5	15	REMEMBER ME MARION MEADOWS	HEADS UP	142	-6
8	11	7	COME WHAT MAY NAJEE	HEADS UP	136	+15
9	8	24	LADIES' CHOICE PAUL TAYLOR	PEAK/CONCORD	129	+3
10	15	8	SMOOTHVEGAS SOUL BALLET	ARTIZEN	124	+14
11	9	13	FOREVER JEFF KASHIWA	NATIVE LANGUAGE	122	-3
12	12	20	BLACK RIVER KEIKO MATSUI	SHOUT! FACTORY	121	+2
13	14	13	TERESA PIECES OF A DREAM	HEADS UP	117	+3
14	13	8	COMING RIGHT AT YA MICHAEL MANSON	MUGROOVE	117	+2
15	16	12	HI-LO SPLIT MARC ANTOINE	PEAK/CONCORD	115	+9
16	17	8	WHAT CHA GONNA DO? BRIAN SIMPSON	RENDEZVOUS	105	+12
17	28	4	LET IT GO BONEY JAMES	CONCORD	93	+16
18	22	8	SIMPLE PLEASURES SPYRO CYRA	HEADS UP	93	+7
19	19	7	BUMPIN' ON THE WES SIDE BLAKE AARON	INNERVISION	92	+2
20	23	2	BLISS RANDY SCOTT FEAT. TIM BOWMAN	MEGAWAVE	90	+7
21	18	10	LANAI HIROSHIMA	HEADS UP	90	-1
22	20	8	SMOOTH AS SILK MIKE CATALANO	CATMAN	89	0
23	21	13	PARKSIDE SHUFFLE DOWN TO THE BONE	NARADA JAZZ/BLC	87	-2
24	27	3	FIRE AND RAIN KENNY "BABYFACE" EDMONDS	MERCURY/IDJMG	84	+6
25	NEW		L.A. CITY LIGHTS CANDY DULFER	HEADS UP	82	+35
26	26	4	BLUE WATER ERIC MARIENTHAL	PEAK/CONCORD	81	+2
27	25	12	ROAD TO LOS SUENOS MARCUS JOHNSON	THREE KEYS	81	+1
28	NEW		VENICE CHRIS BOTTI	COLUMBIA	72	+12
29	NEW		WATER TO DRINK (AGUA DE BEBER) DAVID BENOIT	PEAK/CONCORD	71	+6
30	30	5	DO YOU MISS ME? MINDI ABAIR	GRP/VERVE	71	0

FOR WEEK ENDING SEPTEMBER 23, 2007

Universal Music Group’s digital business is booming, accounting for nearly 23% of its overall revenue, he says. However, it comes at a higher price than physical distribution. “We can make a CD and get it anywhere in the country in three days; digital takes 12 days.” Digitizing the music is also a complicated proposition, because songs must be prepared in 83 configurations, “since every phone company has a different delivery setup, and every brand of handset, too. Digital storage of the assets—music and artwork—is complex and expensive. All of that will get better, costs will go down, and everyone will get better at doing it as the digital business becomes a giant. We’re in the transition now and haven’t seen the economies of scale yet on the digital side as we have on the physical side, but we will,” he says.



Urie

A Recipe For Trouble

Concord president Glen Barros suggests that lagging sales are a function of a fundamental change in consumer habits. “The bigger issue is the way people are accessing music, because so much has changed. Radio used to be the main conduit to the consumer for music, but people don’t look to radio to discover new recordings as they once did,” he says.

Barros observes the results of a proliferation of choices in all forms of media: “There is fragmentation—that is, less concentration of hits—and consumer paralysis, where faced with countless options, people do nothing. It’s a recipe for trouble,” he says.

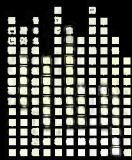
The music business has always been driven by hits, yet fewer mega-hits break through. “The metrics of the jazz music business have changed, along with expectations. Concord’s business model has never been dependent on hit records to be successful. We have to find a way to make our projects viable, knowing we have a harder battle,” he says.

Barros suggests that for sales to improve, the consumer should be uppermost in labels’ minds. “Think innovatively about how to get records into people’s lifestyle, and don’t expect them to come to you like they used to. It’s a thought process: Who is this going to appeal to? Where are they? And how do you get to them?”

R&R



Barros



SMOOTH JAZZ

▶ "YOU BELONG TO ME," BY CHAKA KHAN FEATURING MICHAEL McDONALD, IS NEW AT NO. 29 WITH THE WEEK'S SECOND-MOST INCREASED PLAYS (UP 33). HER ALBUM "FUNK THIS" IS OUT THIS WEEK.



POWERED BY
nielsen
BDS

THIS WEEK	LAST WEEK	TITLE ARTIST	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	14	R N R RICK BRAUN & RICHARD ELLIOT	NO. 1 (4 WKS) ARTIZEN	624 +11	7.690 1
2	22	BORN 2 GROOVE EUGE GROOVE	NARADA JAZZ/BLG	613 +16	6.926 2
4	23	BLACK RIVER KEIKO MATSUI	SHOUT! FACTORY	508 +25	4.609 8
3	18	STREET LIFE U-NAM	TRIPPIN' N' RHYTHM	487 +2	5.914 3
5	19	LADIES' CHOICE PAUL TAYLOR	PEAK/CONCORD	466 +24	5.869 4
8	9	AIN'T NO WOMAN (LIKE THE ONE I GOT) JEFF GOLUB FEATURING RICHARD ELLIOT	NARADA JAZZ/BLG	402 +25	4.923 6
7	6	FIRE AND RAIN KENNY "BABYFACE" EDMONDS	MERCURY/IDJMG	388 -6	4.843 7
6	27	LET'S TAKE A RIDE NORMAN BROWN	PEAK/CONCORD	386 -17	5.136 5
10	30	TROUBLE SLEEPING CORINNE BAILEY RAE	CAPITOL	332 +15	3.940 9
11	23	NOODLE SOUP FOURDEAST	NATIVE LANGUAGE	314 0	3.430 10
9	28	CANTALOUPE ISLAND BRIAN BROMBERG	ARTISTRY	293 -53	2.865 13
12	19	SLAMMIN JAY SOTO	NU GROOVE	276 -12	2.084 17
17	13	PARKSIDE SHUFFLE DOWN TO THE BONE	AIRPOWER/MOST INCREASED PLAYS NARADA JAZZ/BLG	272 +37	2.046 18
15	34	THE RHYTHM METHOD PAUL BROWN	PEAK/CONCORD	253 -4	3.212 11
13	25	RAINCOAT KELLY SWEET	RAZOR & TIE	253 -18	2.116 16
16	17	CATNAP NILS	BAJA/TSR	249 +1	2.172 15
14	15	EVERYTHING MICHAEL BUBLE	143/REPRISE	238 -26	2.457 14
13	13	REMEMBER ME MARION MEADOWS	HEADS UP	213 +2	1.635 21
21	3	LET IT GO BONEY JAMES	AIRPOWER/MOST ADDED CONCORD	187 +31	2.884 12
20	3	L.A. CITY LIGHTS CANDY DULFER	HEADS UP	162 +4	1.403 26
22	4	COME WHAT MAY NAJEE	HEADS UP	159 +25	1.437 24
19	18	STAY WITH ME TONIGHT JACKIEM JOYNER	ARTIZEN	156 -17	1.045 29
23	15	TERESA PIECES OF A DREAM	HEADS UP	138 +6	0.791 -
24	6	WHAT CHA GONNA DO? BRIAN SIMPSON	RENDEZVOUS	128 +11	1.285 27
6	6	THE WAVE (2007) KIRK WHALUM	RENDEZVOUS	124 +22	1.420 25
10	10	WE GOT LOVE RYAN SHAW	ONE HAVEN/RAZOR & TIE/RED	117 +4	1.660 20
7	7	HI-LO SPLIT MARC ANTOINE	PEAK/CONCORD	104 +14	0.829 -
8	8	SMOOTHVEGAS SOUL BALLET	ARTIZEN	95 -6	0.875 -
NEW		YOU BELONG TO ME CHAKA KHAN FEATURING MICHAEL McDONALD	BURGUNDY/COLUMBIA	94 +33	0.920 -
3	3	HAPPY HOUR JIMMY SOMMERS	GEMINI	93 -3	0.952 -

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
LET IT GO Boney James (CONCORD) WJZZ, WLOQ, WSJW	3
L.A. CITY LIGHTS Candy Dulfer (HEADS UP) KYOT, WJZW, WLOQ	3
YOU BELONG TO ME Chaka Khan Feat. Michael McDonald (BURGUNDY/COLUMBIA) KJZS, KRVR, WJSJ	3
SWEET SURRENDER Chiel Minucci & Special FX (SHANACHIE) KJCD, KYOT, XM Watercolors	3
FIRE AND RAIN Kenny "Babyface" Edmonds (MERCURY/IDJMG) KIFM, WYJZ	2
AIN'T NO WOMAN (LIKE THE ONE I GOT) Jeff Golub Feat. Richard Elliot (NARADA JAZZ/BLG) KSSJ, WLVE	2
COME WHAT MAY Najee (HEADS UP) KJZS, WLOQ	2
VENICE Chris Botti (COLUMBIA) KTWV, WNWV	2
THE WAVE (2007) Kirk Whalum (RENDEZVOUS) WNJA, WQCD	2

ADDED AT...
KYOT
Phoenix, AZ
PD: Smokey Rivers
APD/MD: Angie Handa
Diana Krall, The Heart Of Saturday Night, 14
Candy Dulfer, L.A. City Lights, 8
Chiel Minucci & Special FX, Sweet Surrender, 8

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

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
FEELIN' GOOD The Pussycat Dolls (AGM/INTERSCOPE) TOTAL STATIONS: 7	79/7	COOL OF THE NIGHT Joyce Cooling (NARADA JAZZ/BLG) TOTAL STATIONS: 10	67/6
NOT TOO LATE Norah Jones (BLUE NOTE/BLG) TOTAL STATIONS: 6	73/1	DO YOU MISS ME? Mindi Abair (GRP/VERVE) TOTAL STATIONS: 17	66/13
THE HEART OF SATURDAY NIGHT Diana Krall (VERVE) TOTAL STATIONS: 12	70/15	WATER TO DRINK (AGUA DE BEBER) David Benoit (PEAK/CONCORD) TOTAL STATIONS: 7	66/1

MOST INCREASED PLAYS

+37	PARKSIDE SHUFFLE Down To The Bone (Narada Jazz/BLG) KYOT +5, JSJ +4, WDSJ +4, WNJA +4, WJZZ +3, KJCD +3, KKSJ +3, SLJC +2, WLOQ +2, WNWV +2
+33	YOU BELONG TO ME Chaka Khan Feat. Michael McDonald (Burgundy/Columbia) KJZS +6, KBZN +4, WNJA +3, KKSJ +2, WLVE +2, KIFM +1, KJCD +1, KJZY +1, KRVR +1, KSSJ +1
+31	LET IT GO Boney James (Concord) KJZS +11, KBZN +10, WJZZ +6, WVMV +4, WLOQ +3, WSJW +2, KWJZ +1, WSJT +1, WNWV +1, KKSJ +1
+25	AIN'T NO WOMAN (LIKE THE ONE I GOT) Jeff Golub Feat. Richard Elliot (Narada Jazz/BLG) KJZY +4, JSJ +7, KRVR +4, WLOQ +4, KOAS +3, KBZN +3, WYJZ +3, WJSJ +3, KJZS +2, KYOT +2
+25	COME WHAT MAY Najee (Heads Up) SLJC +7, WVMV +3, WLOQ +3, KBZN +2, KRVR +2, KJCD +2, WSJW +1, KOAS +1

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
11 smooth jazz stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 16 reporters.
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RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW	THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
1	GOT TO GIVE IT UP KIM WATERS (SHANACHIE)		210 245	6	READY FOR LOVE WALTER BEASLEY (HEADS UP)		148 162
2	SAVE ROOM JOHN LEGEND (G.O.D.O./COLUMBIA)		185 197	7	GOOD TO GO CHUCK LOEB (HEADS UP)		145 172
3	HYPNOTIC BONEY JAMES (CONCORD)		182 180	8	MISTER MAGIC PETER WHITE (LEGACY/COLUMBIA)		142 148
4	DRESSED TO CHILL MARION MEADOWS (HEADS UP)		160 129	9	ANTHEM FOR A NEW AMERICA JEFF LORBER (BLUE NOTE/BLG)		136 127
5	LOST WITHOUT U ROBIN THICKE (STAR TRAK/INTERSCOPE)		160 151	10	MORNIN' GEORGE BENSON & AL JARREAU (MONSTER/CONCORD)		130 119

SMOOTH JAZZ REPORTERS

WZZJ/Atlanta, GA* PD/MD: Dave Kosh	KJCD/Denver, CO* PD/MD: Michael Fischer	KPVU/Houston, TX PD: Wayne Turner	KSBR/Los Angeles, CA OM/MD: Terry Wedel MD: Vienna Yip	WQCD/New York, NY* PD: Blake Lawrence MD: Carolyn Bednarski	KSSJ/Sacramento, CA* PD/MD: Lee Hansen	Jones Radio Networks/Satellite* OM/MD: Steve Hibbard APD/MD: Laurie Cobb	KCOZ/Springfield, MO OM: Jae Jones PD/MD: Jarrett Grogar
WEAA/Baltimore, MD PD: Sandi Mallory APD/MD: Marcellus "Bassman" Shepard	WVMV/Detroit, MI* OM/MD: Tom Sleeper MD: Sandy Kovach	WYJZ/Indianapolis, IN* OM/MD: Carl Frye MD: Brad Ellis	KTWV/Los Angeles, CA* PD: Mike Vasquez APD/MD: Blake Florence	WHOV/Norfolk, VA PD: Kevin "The Moose" Anderson	KBZN/Salt Lake City, UT* OM/MD: Dan Jessop	Music Choice Smooth Jazz/Satellite APD: Will Kinnelly	WSJT/Tampa, FL* PD: Ross Black MD: Kathy Curtis
WMMJ/Baltimore, MD* PD/MD: Lori Lewis	WZJZ/Ft. Myers, FL OM: Louis Kaplan APD/MD: Randi Bachman	WJSJ/Jacksonville, FL* OM/MD: Joel Widdows	WGRV/Melbourne, FL OM: C.J. Sampson PD/MD: Randy Bennett	WLOQ/Orlando, FL* PD: Paul Lavioie APD/MD: Brian Morgan	KIFM/San Diego, CA* PD: Mike Vasquez APD: J. Wiedenheimer MD: Kelly Cole	Sirius Jazz Ca'e/Satellite* OM: Gregg Steele PD: Shirley Maldonado	WJZW/Washington, DC* PD: Steve Allan
WWSU/Birmingham, AL PD/MD: Andy Parrish	WSBZ/Ft. Walton Beach, FL PD: Mark Carter MD: Mark Edwards	KJLU/Jefferson City, MO OM: Mike Downey PD/MD: Dan Turner APD: La Vaughn Wilson	WLVE/Miami, FL* OM/MD: Rich McMillan	WJZZ/Philadelphia, PA* PD: Michael Tozzi MD: Frank Childs	KKSF/San Francisco, CA* PD/MD: Ken Jones	XM Watercolors/Satellite* PD: Shirilita Colon MD: Lynette White	
WNJA/Chicago, IL* PD: Jarren Davis MD: Rick O'Dell	WSJW/Harrisburg, PA* PD/MD: Paul Scott	KOAS/Las Vegas, NV* PD: Samantha Pascual MD: Lynn Briggs	KRVR/Modesto, CA* OM/MD: Doug Wulff PD: James Bryan	KYOT/Phoenix, AZ* PD: Smokey Rivers APD/MD: Angie Handa	KJZY/Santa Rosa, CA* PD: Gordon Zlot APD/MD: Rob Singleton	KWJZ/Seattle, WA* PD: Carol Handley MD: Dianna Rose	
WNVV/Cleveland, OH* PD/MD: Bernie Kimble	WQTQ/Hartford, CT PD/MD: Stewart Stone	KUAP/Little Rock, AR PD/MD: Michael Nellums	WVAS/Montgomery, AL OM: Candy Capel MD: Jay Holcey	KJZS/Reno, NV* OM: Mark Keeffe PD/MD: Jay Davis	DMX Jazz Vocal Blend/Satellite PD/MD: Rochelle Matthews		
WDSJ/Dallas, OH* PD/MD: Jeff Stevens	KHJZ/Houston, TX* PD: Maxine Todd APD/MD: Greg Morgan				DMX Smooth Jazz/Satellite PD/MD: Rochelle Matthews		

* Monitored Reporters

BDS Certified Spin Awards August 2007 Recipients:

800,000 SPINS

The Reason/ **Hoobastank** /Island

700,000 SPINS

I'll Be/ **Edwin McCain** /Atlantic
Name/ **Goo Goo Dolls** /Warner Bros.

600,000 SPINS

All For You/ **Sister Hazel** /Universal
Man! I Feel Like A Woman!/ **Shania Twain** /Mercury
My Maria/ **Brooks & Dunn** /Arista Nashville

500,000 SPINS

Irreplaceable / Irreemplazable/ **Beyonce** /Music World/Columbia
Live Like You Were Dying/ **Tim McGraw** /Curb
You'll Think Of Me/ **Keith Urban** /Capitol Nashville

400,000 SPINS

Ain't Nothing 'bout You/ **Brooks & Dunn** /Arista Nashville
Carrying Your Love With Me/ **George Strait** /MCA
Chasing Cars/ **Snow Patrol** /Polydor/A&M/Interscope
Holiday/ **Green Day** /Reprise
Hollaback Girl/ **Gwen Stefani** /Interscope
Where Is The Love/ **Black Eyed Peas** /A&M

300,000 SPINS

Buy U A Drank (Shawty Snappin')/ **T-Pain Feat. Yung Joc** /Konvict/Nappy Boy/Jive/Zomba
Don't Matter/ **Akon** /Konvict/Upfront/SRC/Universal Motown
I Love This Bar/ **Toby Keith** /Dreamworks
Money Maker/ **Ludacris Feat. Pharrell** /DTP/Def Jam/IDJMG
Only In America/ **Brooks & Dunn** /Arista Nashville

200,000 SPINS

Beautiful Girls/ **Sean Kingston** /Beluga Heights/Epic/Koch
Big Girls Don't Cry/ **Fergie** /Will.I.Am/A&M/Interscope
Face Down/ **Red Jumpsuit Apparatus** /Virgin
Falls On Me/ **Fuel** /Epic
Hey There Delilah/ **Plain White T's** /Fearless/Hollywood
Home/ **Daughtry** /RCA/RMG
Party Like A Rockstar/ **Shop Boyz** /OnDeck/Universal Republic
Summer Love/ **Justin Timberlake** /Jive/Zomba
Switch/ **Will Smith** /Interscope

100,000 SPINS

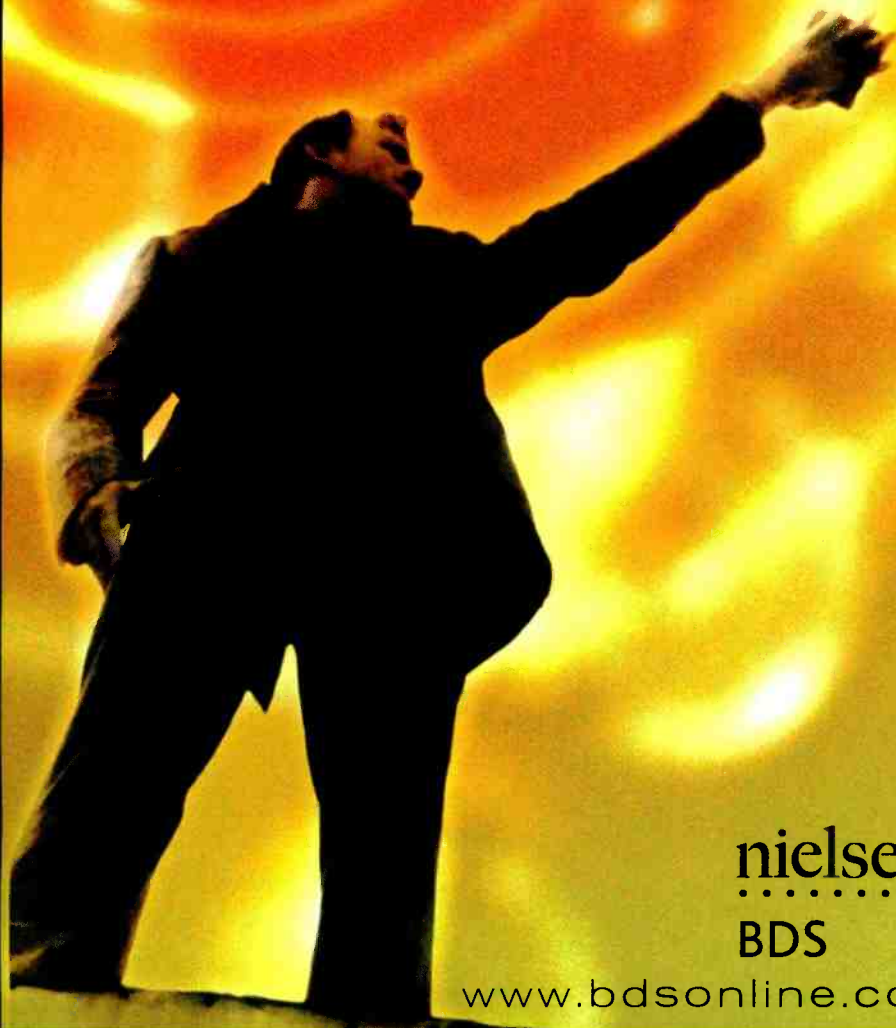
A Bay Bay/ **Hurricane Chris** /Polo Grounds/JJ/RMG
Bartender/ **T-Pain Feat. Akon** /Konvict/Nappy Boy/Jive/Zomba
Breath/ **Breaking Benjamin** /Hollywood
I Told You So/ **Keith Urban** /Capitol Nashville
It Is You/ **Newsboys** /Sparrow/EMI CMG
Johnny Cash/ **Jason Aldean** /Broken Bow
Life Is A Highway/ **Rascal Flatts** /Walt Disney/Lyric Street
Make Me Better/ **Fabulous Feat. Ne-Yo** /Desert Storm/Def Jam/IDJMG
Perfect Situation/ **Weezer** /Geffen
Teardrops On My Guitar/ **Taylor Swift** /Big Machine
Tell Me Baby/ **Red Hot Chili Peppers** /Warner Bros.
The Memory Remains/ **Metallica** /Elektra/Atlantic
The Way I Are/ **Timbaland Feat. Keri Hilson** /Mosley/Blackground/Interscope
These Are My People/ **Rodney Atkins** /Curb
Thnks Fr Th Mmrs/ **Fall Out Boy** /Fueled By Ramen/Island/IDJMG
Vicarious/ **Tool** /Tool Dissectional/Volcano/Zomba
Wait For You/ **Elliott Yamin** /Hickory
When I See U/ **Fantasia** /JJ/RMG

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ALTERNATIVE/ACTIVE/ROCK



Clear Channel's WEND has carved out its own unique niche

Alternative In Charlotte Begins With The End

Mike Boyle

MBoyle@RadioandRecords.com

WEND (the End)/Charlotte has been an alternative staple since 1995, when Bill and Sue Dalton signed the station on and then-GM Dick Harlow snagged area native and market veteran Jack Daniel to helm programming. ■ In 2000, Clear Channel bought the End, now part of its five-station Charlotte cluster, which includes classic rock WREFX—where Daniel was PD/GM in the late '80s and early '90s—hot AC WLYT, country WKKT and rhythmic WIBT.

Competition And Ratings

The urban and country formats dominate Charlotte, which long encompassed a seven-county area. Arbitron recently redefined the metro by adding five counties, thrusting Charlotte into the nation's top 25 markets, moving from No. 33 to No. 25.

"The jury's still out on how that will change the landscape, but my goal is to always be in the top five of the 18-34 demographic and be the first station in the rock formats that shows up," Daniel says. "It usually ends up that way, and we have a diverse situation. I don't have a direct format competitor. I have a classic rock sister that I flank, WREFX, plus I share quite a bit with the CHR/top 40, WNKS. If you look at my playlist, we lean a little bit pop by design, because there's a lot of sharing going on be-

tween our two formats."

He adds, "I just hope that the new counties are better at returning diaries than the old counties."

Speaking of diaries, the End tacked on one-half of a 12+ share in the spring Arbitron, accelerating 2.7-3.2. It also improved in its core demos, growing 4.4-5.5 in persons 18-34 and 6.3-6.4 in men 18-34. But the most eye-popping surge was in women 18-34, where the station soared 2.3-5.5.

Daniel says that the 18-34 female spike is not surprising. "Crossover songs from Nickelback, Finger Eleven and Plain White T's are all records that I share with my CHR/top 40 competitor. There's just a real affinity for crossover music right now, and we don't leave any of that on the table. We try to get on it as

'There's a real affinity for crossover music right now and we don't leave any of that on the table. We try to get on that as quickly as we can, and possibly live off of it, before the CHR's start to play it.'

—Jack Daniel



quickly as we can, and possibly live off of it, before the CHR's start to play it."

Daniel says the station learned the hard way that it was unwise to program the End off of the alternative chart. When the station signed on, it threw everything against the wall musically to see what would stick.

"In the beginning we were a little too hard and weird," Daniel recalls. "We actually did a survey, no joke, asking people what music they liked and we got responses back telling us they didn't like the alternative music the End was playing. They liked Pearl Jam, the Red Hot Chili Peppers and Nirvana. What we eventually realized was that it wasn't the music we were playing; they just didn't understand this whole alternative thing. So we stopped using the word 'alternative' in late 1996 and just became 'New Rock 106.5, the End.' We let the market dictate what we should be, and that is a mainstream, guitar-driven, down-the-middle alternative."

Daniel's appetite for currents now is best-described as a wait-and-see attitude.

"The main reason for that is because the market is not big enough for me to step out on a record and make a huge difference. I can play something early, and even if I'm first in the country, it's not Charlotte or the End that will get the credit: It will be Chicago or L.A."

He adds, "Once in a while I hear a song and jump on it before the box. Sometimes they pay off and sometimes they don't."

Station Staples

Several station staples have contributed to the End's longevity and success in the market, not the least of which is Daniel's other job, co-hosting afternoon drive show "The Lounge" with Kristen.

Together since 1997, Kristen's shift runs 3 p.m.-7 p.m. and Daniel joins from 4 p.m. to 6 p.m.

"We play eight songs per hour and talk about issues," Daniel says. "We run the syndicated Bob & Tom show in the morning, so we don't have a place to address local content the way a local morning show does, so we take care of that in the afternoon. The show performs well, and I think it gives us an edge over our competitors."

The End is also active in the Charlotte music scene, airing "90 Minutes," a locals-only show that Daniel imported from his days at WREFX. The station takes advantage of its location in NASCAR's hub of Charlotte, where many of the racing teams are based, to cater to that growing audience.

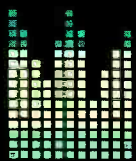
Daniel says, "For a while we didn't acknowledge that we had this huge racetrack in our backyard until we realized that the people listening to us were also sitting in front of the TV and watching the race on Sundays, too. We got hip to that pretty quickly and now, without fail, we broadcast from the racetrack during the big races we get in May and October." **R&R**

Daniel's Charlotte 'Must Do' List

While R&R/NAB convention visitors are in Charlotte, WEND PD Jack Daniel recommends the following extracurricular activities:

- No trip to the South is complete without some barbecue. He recommends Mac's on South Boulevard near Uptown.
- Take a seven-mile trip north on route 29 from downtown to the Lowes Motor Speedway. He swears "the beast of the Southeast" is impressive.

- The Cabarrus Creamery, in Daniel's hometown of Concord and about six miles past the Speedway, has the "best ice cream around."
- Visit the Bank of America Stadium, where the Carolina Panthers play. "If you're still in town on Sunday, Sept. 30, you can catch the Panthers playing Tampa Bay."
- And what about live music? Three Days Grace, Breaking Benjamin, Seether and Skillet are set to perform Sept. 28 at the Verizon Wireless Amphitheatre. —MB



ALTERNATIVE

▶ DESPITE A SLIGHT DECREASE IN PLAYS, **FOO FIGHTERS** SPEND A SIXTH CONSECUTIVE WEEK AT NO. 1 WITH "THE PRETENDER" AND EXTEND THE MARGIN BETWEEN NO. 1 AND NO. 2 TO 380 SPINS.



R&R

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TW	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL	PLAYS TW	+/ -	AUDIENCE MILLIONS	RANK
1	1	8	THE PRETENDER	FOO FIGHTERS	NO. 1 (6 WKS)	☆	ROS WELL/RCA/RMG	227E	-5	10.468	1
2	2	15	BLEED IT OUT	LINKIN PARK		☆	WARNER BROS.	189B	-65	7.860	2
3	3	18	NEVER TOO LATE	THREE DAYS GRACE		☆	JIVE/ZOMBA	1824	-31	6.905	5
4	4	32	PARALYZER	FINGER ELEVEN		☆	WIND-UP	1778	-60	7.543	4
5	5	12	MISERY BUSINESS	PARAMORE		☆	FUELED BY RAMEN/ATLANTIC/LAVA	1531	+40	6.547	6
6	8	16	ALL AROUND ME	FLYLEAF		☆	A&M/OCTONE/INTERSCOPE	1294	+44	4.578	8
7	11	4	BIG CASINO	JIMMY EAT WORLD		☆	TINY EVIL/INTERSCOPE	1243	+202	4.529	9
8	6	21	SUPERMASSIVE BLACK HOLE	MUSE		☆	WARNER BROS.	1208	-135	3.941	10
9	7	22	ICKY THUMP	THE WHITE STRIPES		☆	THIRD MAN/WARNER BROS.	1206	-127	5.878	7
10	10	25	WHAT I'VE DONE	LINKIN PARK		☆	WARNER BROS.	1171	+24	7.556	3
11	4	4	FAKE IT	SEETHER		☆	WIND-UP	1094	+171	3.331	13
12	9	15	OIL AND WATER	INCUBUS		☆	IMMORTAL/EPIC	1017	-194	3.303	15
13	2	12	STRAIGHT LINES	SILVERCHAIR		☆	ELEVEN/ILG/ATLANTIC/LAVA	994	-25	3.315	14
14	5	6	SO HOT	KID ROCK		☆	TOP DOG/ATLANTIC	958	+70	2.882	17
15	3	32	ALL THE SAME	SICK PUPPIES		☆	RMR/VIRGIN	839	-119	2.590	20
16	7	9	THRASH UNREAL	AGAINST ME!		☆	SIRE/REPRISE	794	+35	2.653	19
17	16	36	FOREVER	PAPA ROACH		☆	EL TONAL/GEFFEN	760	-92	3.369	12
18	13	37	BREATH	BREAKING BENJAMIN		☆	HOLLYWOOD	740	-17	3.557	11
19	19	8	TIME IS RUNNING OUT	PAPA ROACH		☆	EL TONAL/GEFFEN	737	+80	2.045	24
20	32	2	EMPTY WALLS	SERJ TANKIAN	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED	☆	SERJICAL STRIKE/REPRISE	721	+250	3.064	16
21	23	3	EVERYTHING'S MAGIC	ANGELS AND AIRWAVES		☆	SURETONE/GEFFEN	674	+86	2.700	18
22	25	5	YOU DON'T KNOW WHAT LOVE IS (YOU JUST DO AS YOU'RE TOLD)	THE WHITE STRIPES		☆	THIRD MAN/WARNER BROS.	645	+77	1.971	25
23	22	10	I GET IT	CHEVELLE		☆	EPIC	639	+61	1.784	26
24	20	13	THE GOOD LEFT UNDONE	RISE AGAINST		☆	GEFFEN	629	-15	2.098	23
25	26	9	WELL THOUGHT OUT TWINKLES	SILVER SUN PICKUPS		☆	DANCERBIRD	576	+23	1.583	28
26	21	11	STIFF KITTENS	BLAQK AUDIO		☆	TINY EVIL/INTERSCOPE	551	-91	1.508	29
27	28	10	ISLAND (FLOAT AWAY)	THE STARTING LINE		☆	VIRGIN	538	0	1.267	34
28	24	18	EVOLUTION	KORN		☆	VIRGIN	531	-45	1.205	37
29	21	5	THAT'S THE WAY (MY LOVE IS)	THE SMASHING PUMPKINS		☆	MARTHA'S MUSIC/REPRISE	503	+20	1.608	27
30	33	6	BECOMING THE BULL	ATREYU		☆	HOLLYWOOD	497	+23	1.260	35
31	29	17	FAMOUS	PUDDLE OF MUDD		☆	FLAWLESS/GEFFEN	484	-17	2.282	21
32	34	7	WALKING DISASTER	SUM 41		☆	ISLAND/IDJMG	455	-7	1.220	36
33	35	4	TIMEBOMB	BECK		☆	INTERSCOPE	443	+13	2.217	22
34	27	19	TARANTULA	THE SMASHING PUMPKINS		☆	MARTHA'S MUSIC/REPRISE	433	-80	1.281	33
35	30	19	TEENAGERS	MY CHEMICAL ROMANCE		☆	REPRISE	433	-97	1.092	38
36	35	10	TYPICAL	MUTEMATH		☆	TELEPROMPT/WARNER BROS.	427	-7	1.065	39
37	EV	7	3'S & 7'S	QUEENS OF THE STONE AGE		☆	REKORDS REKORDS/INTERSCOPE	367	+36	0.808	-
38	33	7	A BEAUTIFUL LIE	30 SECONDS TO MARS		☆	IMMORTAL/VIRGIN	354	-29	1.443	31
39	38	18	FAR BEHIND	SOCIAL DISTORTION		☆	TIME BOMB	330	-64	1.450	30
40	NEV	1	THE UNDERDOG	SPOON		☆	MERGE	322	+14	0.918	-

MOST ADDED

TITLE	ARTIST / LABEL	NEW STATIONS
EMPTY WALLS	Serj Tankian (Serjical Strike/Reprise)	11
ALMOST EASY	Avenged Sevenfold (Hopeless/Warner Bros.)	10
BIG CASINO	Jimmy Eat World (Tiny Evil/Interscope)	6
OUR TIME NOW	Plain White T's (Hollywood)	6
EVERYTHING'S MAGIC	Angels And Airwaves (Suretone/Geffen)	5
SHADOW OF THE DAY	Linkin Park (Warner Bros.)	5
LONG ROAD TO RUIN	Foo Fighters (Roswell/RCA/RMG)	5
THRASH UNREAL	Against Me! (Sire/Reprise)	4
I GET IT	Chevelle (Epic)	4
FALLING ON	Finger Eleven (Wind-Up)	4

ADDED AT... WHTG
Monmouth, NJ
PD: Terrie Carr
MD: Matt Murray
Eddie Vedder, Hard Sun, 3 Interpol, No 1 In Threesome, Flyleaf, All Around Me, O
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE	ARTIST / LABEL	PLAYS /GAIN	TITLE	ARTIST / LABEL	PLAYS /GAIN
THE RUNNING FREE	Coheed And Cambria (Columbia)	278/50	TRUE ROMANCE	She Wants Revenge (Perfect Kiss/Flawless/Geffen)	184/21
BELIEVE	The Bravery (Island/IDJMG)	260/36	SHADOW OF THE DAY	Linkin Park (Warner Bros.)	173/21
AN END HAS A START	Editors (Kitchenware/Fader/Epic)	237/9	TICK TICK BOOM	The Hives (Interscope)	158/38
HERE I STAND	Madina Lake (Roadrunner)	219/11	ALMOST EASY	Avenged Sevenfold (Hopeless/Warner Bros.)	141/140
TEN TON BRICK	Hurt (Capitol)	189/15	NO 1 IN THREESOME	Interpol (Capitol)	120/44

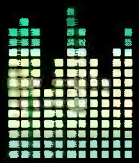
MOST INCREASED PLAYS

+250	EMPTY WALLS Serj Tankian (Serjical Strike/Reprise)
+202	BIG CASINO Jimmy Eat World (Tiny Evil/Interscope)
+171	FAKE IT Seether (Wind-Up)
+140	ALMOST EASY Avenged Sevenfold (Hopeless/Warner Bros.)
+86	EVERYTHING'S MAGIC Angels And Airwaves (Suretone/Geffen)

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
71 alternative and 26 Canada rock stations are electronically monitored by Nielsen Broadcast Data Systems, 24 hours a day, 7 days a week. © 2007 Nielsen Business Media, Inc.
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ACTIVE ROCK

► **AVENGED SEVENFOLD'S** "ALMOST EASY" LEADS FIVE DEBUTS ONTO THE CHART AT NO. 25 AND EARNS MOST ADDED AND MOST INCREASED PLAYS WITH 360 SPINS OUT OF THE BOX.



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THIS WEEK	LAST WEEK	TITLE	ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	+/-	AUDIENCE MILLIONS	RANK
1	1	BLEED IT OUT	LINKIN PARK	NO. 1 (2 WKS) WARNER BROS.	1561	-25	5.353	4
2	3	THE PRETENDER	FOO FIGHTERS	ROSSELL/RCA/RMG	1536	+33	5.590	2
3	5	SO HOT	KID ROCK	TOP DOC/ATLANTIC	1498	+13	5.369	3
4	4	FAMOUS	PUDDLE OF MUDD	FLAWLESS/GEFFEN	1479	-16	5.343	5
5	6	I GET IT	CHEVELLE	EPIC	1442	-30	4.755	6
6	2	NEVER TOO LATE	THREE DAYS GRACE	JIVE/ZOMBA	1432	-100	5.640	1
7	7	FAKE IT	SEETHER	WIND-UP	1274	+119	4.326	8
8	9	ALCOHAULIN' ASS	HELLYEAH	EPIC	1099	+30	3.492	9
9	3	PARALYZER	FINGER ELEVEN	WIND-UP	1002	-100	4.574	7
10	12	BECOMING THE BULL	ATREYU	HOLLYWOOD	943	+83	2.030	14
11	1	RISE TODAY	ALTER BRIDGE	UNIVERSAL REPUBLIC	904	+36	2.581	11
12	10	EVOLUTION	KORN	VIRGIN	891	-153	2.760	10
13	14	LIFE IS BEAUTIFUL	SIXX: AM	ELEVEN SEVEN	869	-114	2.572	12
14	21	EMPTY WALLS	SERJ TANKIAN	AIRPOWER SERJICAL STRIKE/REPRISE	803	+264	1.847	17
15	3	NOT GOING AWAY	OZZY OSBOURNE	EPIC	751	-21	2.016	15
16	5	TIME IS RUNNING OUT	PAPA ROACH	EL TONAL/GEFFEN	743	+10	1.962	16
17	9	THE LAST FIGHT	VELVET REVOLVER	RCA/RMG	706	+95	2.170	13
18	8	SOLDIERS	DROWNING POOL	AIRPOWER ELEVEN SEVEN	671	+35	1.256	20
19	24	BROKEN AGAIN	ANDHER ANIMAL	UNIVERSAL REPUBLIC	544	+56	1.236	21
20	17	MADE OF SCARS	STONE SOUR	ROADRUNNER	527	-147	1.581	18
21	25	TEN TON BRICK	HURT	CAPITOL	516	+36	1.025	23
22	23	LIE TO ME	12 STONES	WIND-UP	494	+4	1.397	19
23	28	HOLY DIVER	KILLSWITCH ENGAGE	ROADRUNNER	453	+74	0.975	24
24	27	KING OF THE STEREO	SALIVA	ISLAND/IMPJMG	448	+34	0.912	25
25	NEW	ALMOST EASY	AVENGED SEVENFOLD	MOST INCREASED PLAYS/MOST ADDED HOPELESS/WARNER BROS.	360	+360	1.227	22
26	22	THE PURSUIT	EVANS BLUE	HOLLYWOOD	358	-146	0.653	26
27	3	THE BLEEDING	FIVE FINGER DEATH PUNCH	FIRM	335	+29	0.530	31
28	29	GET IN GET OUT	CINDER ROAD	CAROLINE	328	-29	0.645	27
29	32	FALLING ON	FINGER ELEVEN	WIND-UP	296	-5	0.576	30
30	33	BEG TO DIFFER	SEVENDUST	7BROS/ASYLUM	254	+1	0.449	33
31	34	BETTER THINK AGAIN	SUBMERSED	WIND-UP	231	-16	0.285	-
32	30	HOMECOMING QUEEN	HINDER	UNIVERSAL REPUBLIC	215	-140	0.578	29
33	NEW	CRASHED	DAUGHTRY	RCA/RMG	211	+61	0.323	37
34	NEW	THAT'S THE WAY (MY LOVE IS)	THE SMASHING PUMPKINS	MARTHA'S MUSIC/REPRISE	192	+26	0.420	36
35	36	SHE BUILDS QUICK MACHINES	VELVET REVOLVER	RCA/RMG	174	-66	0.611	28
36	37	TARANTULA	THE SMASHING PUMPKINS	MARTHA'S MUSIC/REPRISE	154	-61	0.319	38
37	NEW	ANOTHER HERO LOST	SHADOWS FALL	ATLANTIC/LAVA	152	+29	0.172	-
38	40	SO MANY PEOPLE	NEUROSONIC	BODOG	152	-20	0.211	-
39	39	GET IT	DEEPFIELD	IN DE GOOT	152	-26	0.146	-
40	NEW	THE KISS OF DAWN	HIM	SIRE/WARNER BROS.	145	+9	0.143	-

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
ALMOST EASY Aveged Sevenfold (Hopeless/Warner Bros.) KBPI, KDJE, KDOT, KLAQ, KXFX, KXXR, WBYR, WCPB, WRFE, WRXV, WTFX, WXQR, WZOR	13
PSYCHO Puddle Of Mudd (Flawless/Geffen) KHTB, KILO, KOMF, KXXR, WCCC, WJJO, WKLQ, WRIF, WRXV, WXQR, XM Squizz	11
NOTHING TO LOSE Operator (Atlantic) KDOT, KHTB, KUPJ, KXFX, Sirius Octane, WBUZ, WCCC, WQXA, WYBB	9
HOLD ON Korn (Virgin) KHTB, KZBO, Sirius Octane, WBZX, WCCC, WJLL, WJJO, WYBE	8
ANGER CAGE Course Of Nature (Silent Majority/ILG) Sirius Octane, WBLZ, WJLL, WKLQ, WRZK, WYBB, XM Squizz	7
LET GO Red (Essential/Red) KHTB, KILO, KUPJ, KZRO, WQXA, WZOR	6
EMPTY WALLS Serj Tankian (Serjical Strike/Reprise) KBPI, KISS, WBSX, WMMR, WRXR	5
THE LAST FIGHT Velvet Revolver (RCA/RMG) KDJE, KNEN, WCPB, WTKX	4
HOLY DIVER Kills Switch Engage (Roadrunner) KICT, KNEN, WCHZ, WQXA	4
LIFE IS BEAUTIFUL Sixx: A.M. (Eleven Seven) WTFX, WTPT, WYWX	3

ADDED AT...

KXXR

Minneapolis, MN
PD: Wade Linder
MD: Pablo
Aveged Sevenfold, Almost Easy, 15
Puddle Of Mudd, Psycho, 15

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

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
YOU DON'T KNOW WHAT LOVE IS (YOU JUST DO AS YOU'RE TOLD) The White Stripes (Third Man/Warner Bros.)	121/36	STRAIGHT LINES Silverchair (Eleven/ILG/Atlantic/Lava)	82/2
TOTAL STATIONS:	16	TOTAL STATIONS:	10
THE RUNNING FREE Cohesive And Cambria (Columbia)	110/23	NOTHING TO LOSE Operator (Atlantic)	68/32
TOTAL STATIONS:	21	TOTAL STATIONS:	17
LET GO Red (Essential/Red)	103/51	RIOT Three Days Grace (Jive/Zomba)	66/25
TOTAL STATIONS:	22	TOTAL STATIONS:	10
3'S & 7'S Queens Of The Stone Age (Records Records/Interscope)	98/8	YOU MAKE ME SICK Egypt Central (Fat Lady)	63/0
TOTAL STATIONS:	11	TOTAL STATIONS:	10
PRETTY HANDSOME AWKWARD The Used (Reprise)	95/0	(LOVE IS) A BITCHSLAP Sebastian Bach (CDS)	61/7
TOTAL STATIONS:	28	TOTAL STATIONS:	10

MOST INCREASED PLAYS

+360	ALMOST EASY Aveged Sevenfold (Hopeless/Warner Bros.) KBPI +22, KILO +20, KUPJ +20, KISW +19, WKQZ +19, KZRO +18, SIOC +17, WYYY +16, KXXR +15, KHTB +14
+264	EMPTY WALLS Serj Tankian (Serjical Strike/Reprise) WXQR +19, KDJE +15, WTPT +15, WBSX +12, SIOC +11, WZOR +11, KBPI +11, WYBB +10, WEDG +10, WRIT +10
+119	FAKE IT Seether (Wind-up) KTEG +16, KXFX +14, WXQR +13, WZOR +10, KDJE +9, WYBB +8, WBUZ +8, WYBB +8, WRXV +7, SIOC +6
+114	LIFE IS BEAUTIFUL Sixx: AM (Eleven Seven) KOMP +14, KQRC +11, WXQR +11, WTKX +9, WCPB +9, WJLL +7, WXXX +7, WCHZ +6, WXXZ +6
+95	THE LAST FIGHT Velvet Revolver (RCA/RMG) KDJE +17, WBYR +13, WRAT +11, WZMR +11, KISW +8, KFRQ +8, KUPJ +7, WRIF +6, WWIZ +5, KNEN +5

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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▶ **VELVET REVOLVER** EARNs AIRPOWER STRIPES AS "THE LAST FIGHT" VAULTS 23-18 WITH A 36% INCREASE IN PLAYS.



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS (IMPRINT / PROMOTION LABEL)	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	34	PARALYZER FINGER ELEVEN	NO. 1 (2 WKS) WIND-UP	393 +5	1.474 1
2	2	24	I DON'T WANNA STOP OZZY OSBOURNE	EPIC	372 +8	1.364 2
3	3	7	THE PRETENDER FOO FIGHTERS	ROSWELL/RCA/RMG	343 +28	1.222 3
4	6	6	SO HOT KID ROCK	MOST INCREASED PLAYS TOP DOG/ATLANTIC	342 +35	1.110 4
5	5	18	FAMOUS PUDDLE OF MUDD	FLAWLESS/GEFFEN	320 +12	0.761 9
6	7	20	NEVER TOO LATE THREE DAYS GRACE	JIVE/ZOMBA	318 +12	1.054 5
7	8	25	WHAT I'VE DONE LINKIN PARK	11 WARNER BROS.	295 -11	0.954 6
8	4	19	SHE BUILDS QUICK MACHINES VELVET REVOLVER	RCA/RMG	295 -16	0.928 7
9	9	22	WHAT I WANT DAUGHTRY FEATURING SLASH	RCA/RMG	260 -11	0.808 8
10	12	4	FAKE IT SEETHER	WIND-UP	232 +33	0.633 11
11	10	12	LIFE IS BEAUTIFUL SIXX: A.M.	EL EVEN SEVEN	231 +8	0.661 10
12	11	35	FOREVER PAPA ROACH	11 EL TONAL/GEFFEN	220 0	0.566 12
13	13	6	RISE TODAY ALTER BRIDGE	UNIVERSAL REPUBLIC	208 +19	0.452 14
14	15	14	I GET IT CHEVELLE	AIRPOWER EPIC	170 +25	0.304 18
15	14	20	SOULCRUSHER OPERATOR	ATLANTIC	131 -19	0.229 22
16	16	10	ALCOHAULIN' ASS HELLYEAH	EPIC	123 -3	0.238 21
17	20	7	THE LARGER BOWL RUSH	ANTHEM/ATLANTIC	111 +16	0.507 13
18	23	3	THE LAST FIGHT VELVET REVOLVER	AIRPOWER RCA/RMG	108 +29	0.311 17
19	19	9	BLEED IT OUT LINKIN PARK	AIRPOWER WARNER BROS.	107 +11	0.392 15
20	18	17	EVOLUTION KORN	VIRGIN	102 -2	0.202 24
21	17	12	HOMECOMING QUEEN HINDER	UNIVERSAL REPUBLIC	95 -12	0.324 16
22	21	7	HUMANITY SCORPIONS	NEW DOOR/UME	82 -1	0.218 23
23	21	6	NOT GOING AWAY OZZY OSBOURNE	EPIC	79 -2	0.160 26
24	26	3	RADIO NOWHERE BRUCE SPRINGSTEEN	COLUMBIA	75 +3	0.285 19
25	25	15	WASTED TIME FUEL	EPIC	69 -7	0.090 30
26	24	8	DIRTY LITTLE ROCKSTAR THE CULT	NEW WILDERNESS/ROADRUNNER	57 -21	0.084 -
27	30	2	EMPTY WALLS SERJ TANKIAN	SERJICAL STRIKE/REPRISE	54 +12	0.136 28
28	28	19	ICKY THUMP THE WHITE STRIPES	THIRD MAN/WARNER BROS.	53 +1	0.149 27
29	29	20	BECOMING THE BULL ATREYU	HOLLYWOOD	47 +8	0.064 -
30	29	20	THANK YOU TESLA	TESLA ELECTRIC CO.	47 -5	0.079 -

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
CRASHED Daughtry (RCA/RMG) KIOC, KM0D, WNOR, WONE	4
EMPTY WALLS Serj Tankian (SERJICAL STRIKE/REPRISE) WNOR, WRQK, WXMM	3
FAKE IT Seether (WIND-UP) KUFO	1
LIFE IS BEAUTIFUL Sixx: A.M. (ELEVEN SEVEN) KAZR	1
RISE TODAY Alter Bridge (UNIVERSAL REPUBLIC) WZZO	1
ALCOHAULIN' ASS HellYeah (EPIC) WRQK	1
THE LARGER BOWL Rush (ANTHEM/ATLANTIC) KM0D	1
THE BLEEDING Five Finger Death Punch (FIRM) KIOC	1
KING OF THE STEREO Saliva (ISLAND/IDJMG) WJXQ	1

ADDED AT... WNOR
Norfolk, VA
PD: Harvey Kojan
MD: Sonja Morrell
Daughtry, Crashed, 0
Finger Eleven, Falling On, 0
Serj Tankian, Empty Walls, 0
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
TEN TON BRICK Hurt (CAPITOL) TOTAL STATIONS: 8	35/5	KING OF THE STEREO Saliva (ISLAND/IDJMG) TOTAL STATIONS: 7	26/4
CRASHED Daughtry (RCA/RMG) TOTAL STATIONS: 4	33/20	LOVE GRENADE Ted Nugent (EAGLE) TOTAL STATIONS: 4	25/0
THE BLEEDING Five Finger Death Punch (FIRM) TOTAL STATIONS: 9	29/5	SOLDIERS Drowning Pool (ELEVEN SEVEN) TOTAL STATIONS: 7	22/2

MOST INCREASED PLAYS

+35 SO HOT Kid Rock (Top Dog/Atlantic) WKLC +8, KUFO +6, KCAL +5, WVRK +4, KTUX +4, WRQK +3, WNOR +3, WMMS +3, KSHE +2, KM0D +1
+33 FAKE IT Seether (Wind-up) WNOR +3, KUFO +3, WXMM +2, KIOC +4, WAQX +3, WJXQ +2, WGIR +2, WHJY +1
+29 THE LAST FIGHT Velvet Revolver (RCA/RMG) WVRK +8, KBER +5, WJFX +4, WKLC +4, WONE +3, KSHE +1, KZRR +1, WAQX +1, WHJY +1, WJXQ +1
+28 THE PRETENDER Foo Fighters (Roswell/RCA/RMG) KTUX +4, WKLC +5, KSHE +5, WNOR +4, KUFO +3, WHJY +3, WEBN +2, WRQK +2, WVRK +2, WJFX +2
+25 I GET IT Chevelle (Epic) KUFO +5, WXMM +5, KIOC +4, KAZR +4, WJXQ +3, WRQK +2, KBER +1, WAQX +1, KTUX +1, WVRK +1

RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	BREATH BREAKING BENJAMIN (HOLLYWOOD)		147 145
2	THE ENEMY GODSMACK (UNIVERSAL REPUBLIC)		135 133
3	ROCKSTAR NICKELBACK (ROADRUNNER)		115 114
4	BACK IN BLACK AC/DC (ATCO/ATLANTIC)		106 109
5	THROUGH GLASS STONE SOUR (ROADRUNNER)		105 82

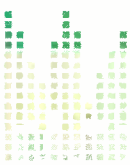
THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
6	CRAZY BITCH BUCKHERRY (ELEVEN SEVEN/ATLANTIC/LAVA)		105 102
7	PAIN THREE DAYS GRACE (JIVE/ZOMBA)		105 111
8	THE POT TOOL (TOOL DISSECTIONAL/VOLCANO/ZOMBA)		102 94
9	SWEET EMOTION AEROSMITH (COLUMBIA)		102 95
10	SWEET CHILD O' MINE GUNS N' ROSES (GEFFEN)		102 103

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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ROCK REPORTERS

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

* Monitored Reporters



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▶ **AGAINST ME PICKS UP ITS FIRST TOP 20 CANADA ROCK HIT AS "THRASH UNREAL" MOVES 21-17.**



ALTERNATIVE & ACTIVE REPORTERS

ALTERNATIVE

WEQX/Albany, NY*
OM/MD: Willabee
MD: Amber Miller

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

WNNX/Atlanta, GA*
OM: Rob Roberts
PD: Leslie Fram
APD: Steve Craig

WJSE/Atlantic City, NJ
OM/MD: Nick Giorno
APD/MD: Shawn Castelluccio

WAEG/Augusta, GA
OM: Ron Thomas
PD: J.D. Kunes

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

KRAB/Bakersfield, CA*
OM: Steve King
PD/MD: Danny Spanks
APD: Jared Mann

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

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

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

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

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

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

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

WKQX/Chicago, IL*
APD/MD: Spike

WSWD/Cincinnati, OH*
OM: Patti Marshall
PD: Tommy Bodean
APD: Julie Evans

WKRI/Cleveland, OH*
PD: Dominic Nardella

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

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

KDGE/Dallas, TX*
PD: Duane Doherty
APD: Chris Ryan
MD: Josh Venable

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

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

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

KXNA/Fayetteville, AR
PD: Dave Jackson

WYSK/Fredericksburg, VA
PD: Jim Spector

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

WGRD/Grand Rapids, MI*
PD: Jerry Tarrants

WXNR/Greenville, NC*
OM: Bruce Simel
APD/MD: Greg Brady

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

KTBJ/Houston, TX*
PD: Vince Richards
MD: Don Jantzen

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

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

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

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

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

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

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

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

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

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

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

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

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

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

WJRR/Oriando, FL*
PD: Rick Everett
MD: Brian Dickerman

WOCL/Oriando, FL*
PD: Bobby Smith

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

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

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

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

KNRK/Portland, OR*
PD: Mark Hamilton
APD: Jaime Cooley

WBRU/Providence, RI*
PD: Chris Novello
APD: Tom Chiden
MD: Noah Chevalier

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

WDYL/Richmond, VA*
PD/MD: Eric Kristensen

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

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

WZNE/Rochester, NY*
OM/MD: Stan Main

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

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

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

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

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

KCNL/San Jose, CA*
PD: Jeanene Calhoun

KJEE/Santa Barbara, CA*
OM: Bob Edwards
MD: Dave Hanacek

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

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

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

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

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

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

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

WKRL/Syracuse, NY*
MD: Ty

WSUN/Tampa, FL*
PD: Shark

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

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

KMYZ/Tulsa, OK*
PD: Kenny Wall
APD/MD: Amber Fiedler

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

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

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

ACTIVE

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

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

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

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

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

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

WCPR/Biloxi, MS*
OM: Kenny Vest
APD/MD: Maynard

WKGB/Binghamton, NY
OM/MD: Jim Free
APD/MD: Tim Boland

WAAF/Boston, MA*
PD: Ron Valeri
MD: Mistress Carrie

WEDG/Buffalo, NY*
PD/MD: Evil Jim

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

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

WIL/Chicago, IL*
OM/MD: John Perry
APD: Tom Kief
MD: Steve Salman

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

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

WBZX/Columbus, OH*
PD: Hal Fish
APD/MD: Ronni Hunter

KNCN/Corpus Christi, TX*
OM/MD: Paula Newell
APD/MD: Monte Montana

KBPI/Denver, CO*
PD: Willie B.
APD/MD: Aaron "Double A" Montell

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

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

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

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

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

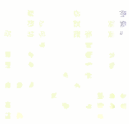
THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	8	THE PRETENDER	FDD FIGHTERS	RDSWELL/RCA/SONY BMG	603	+1
2	3	5	HARD SUN	EDDIE VEDDER	MONKEY WRENCH/J/SONY BMG	509	+48
3	2	16	BORN LOSERS	MATTHEW GOOD	UNIVERSAL	455	-8
4	4	18	FALLING ON	FINGER ELEVEN	WIND-UP	441	-16
5	5	12	BLEED IT OUT	LINKIN PARK	WARNER BROS./WARNER	404	+4
6	9	8	DIRTY LITTLE ROCKSTAR	THE CULT	NEW WILDERNESS/ROADRUNNER	348	+25
7	6	17	FAMOUS	PUDDLE OF MUDD	FLAWLESS/CEFFEN/UNIVERSAL	347	-6
8	8	13	HOMECOMING QUEEN	HINDER	UNIVERSAL REPUBLIC/UNIVERSAL	340	+11
9	7	21	MONEY HONEY	STATE OF SHOCK	CORDOVA BAY	339	+2
10	13	5	THE LAST FIGHT	VELVET REVOLVER	RCA/SONY BMG	291	+55
11	11	16	NOTHING SPECIAL	ILLSCARLETT	RED INK/SONY BMG	263	+19
12	14	11	STRAIGHT LINES	SILVERCHAIR	ELEVEN/ILG	236	+7
13	10	25	WHAT I'VE DONE	LINKIN PARK	MACHINE SHOP/WARNER BROS./WARNER	234	-39
14	15	7	YOU DON'T KNOW WHAT LOVE IS (YOU JUST DO AS YOU'RE TOLD)	THE WHITE STRIPES	THIRD MAN/WARNER BROS./WARNER	233	+15
15	24	3	RADIO NOWHERE	BRUCE SPRINGSTEEN	COLUMBIA/SONY BMG	220	+49
16	17	5	SO HOT	KID ROCK	TOP DOG/ATLANTIC/WARNER	219	+15
17	23	9	THRASH UNREAL	AGAINST ME!	SIRE/REPRISE/WARNER	214	+33
18	16	19	WHAT I WANT	DAUGHTRY FEATURING SLASH	RCA/SONY BMG	213	-3
19	22	9	LET ME IN	HOT HOT HEAT	SIRE/REPRISE/WARNER	195	+16
20	18	24	I DON'T WANNA STOP	OZZY OSBOURNE	EPIC/SONY BMG	185	-11
21	25	6	RIOT	THREE DAYS GRACE	JIVE/SONY BMG	183	+22
22	12	19	SHE BUILDS QUICK MACHINES	VELVET REVOLVER	RCA/SONY BMG	183	-54
23	29	3	FAKE IT	SEETHER	WIND-UP	155	+25
24	20	22	ICKY THUMP	THE WHITE STRIPES	THIRD MAN/WARNER BROS./WARNER	144	-40
25	26	18	THE HEINRICH MANEUVER	INTERPOL	CAPITOL/EMI	139	-20
26	23	12	TEENAGERS	MY CHEMICAL ROMANCE	REPRISE/WARNER	132	-43
27	28	14	WALLS FALL DOWN	BEDOUIN SOUNDCLASH	DINE ALONE/UNIVERSAL	125	-22
28	33	3	TIMEBOMB	BECK	INTERSCOPE/UNIVERSAL	122	+12
29	19	10	INSTANT KARMA	U2	WARNER BROS./WARNER	118	-73
30	36	2	BIG CASINO	JIMMY EAT WORLD	TINY EVIL/INTERSCOPE/UNIVERSAL	117	+17

FOR WEEK ENDING SEPTEMBER 23, 2007

♦ indicates CanCon

WVBN/Flint, MI* OM: J. Patrick PD: Brian Beddow APD/MD: Tony LaBrie	KOMP/Las Vegas, NV* PD: John Griffin MD: Carlota	KATT/Oklahoma City, OK* OM/MD: Chris Baker PD: Jake Daniels	Sirius Octane/Satellite* OM: Gregg Steele PD: Jeff Regan MD: Tom Wilkinson
KRZR/Fresno, CA* OM/MD: Paul Wilson MD: Skippy	KZCO/Lawton, OK PD: Don "Criter" Brown APD: J.C. "Ke so" Kellison	WYYX/Panama City, FL PD: Chris Alan APD/MD: Stroke	XM Squizz/Satellite* PD: Bodhi Ebright MD: Grant Random
WBYR/Ft. Wayne, IN* APD/MD: Stiller	WXZZ/Lexington, KY* OM: Robert Lindsey PD: Johnny Maze APD: Twitch	WTKX/Pensacola, FL* PD: Joel Sampson APD/MD: Mark The Shark	KISW/Seattle, WA* OM/MD: Dave Richards APD: Ryan Castle
WRUF/Gainesville, FL* OM/MD: Harry Guscott MD: Kyle Devlin	KDJE/Little Rock, AR* OM: Sonny Victory PD: Jeff Petterson MD: Adam Peterson	WIXO/Peoria, IL OM/MD: Matt Bahan	WHBZ/Sheboygan, WI PD: Ron Simonet MD: Dave Nelson
WKLQ/Grand Rapids, MI* OM: Brent Alberts PD/MD: Michael Grey	WTFX/Louisville, KY* PD: Charlie Steele MD: Frank Webb	WMMR/Philadelphia, PA* PD: Bill Weston APD: Chuck Damico MD: Sean "The Rabbi" Tyszler	WRBR/South Bend, IN OM/MD: Ron Stryker
WZOR/Green Bay, WI* PD: Joe Calgaro APD: Cutter MD: Borna Velic	KFMX/Lubbock, TX OM/MD: Wes Nessmann	KUPD/Phoenix, AZ* PD/MD: Larry McFeele	KZBD/Spokane, WA* OM: Cary Rolfe PD: Frank Jaxon
WXQR/Greenville, NC* OM: Rolf Pepple PD/MD: Dave Tripp	WJJO/Madison, WI* PD: Randy Hawke APD/MD: Blake Patton	KDOT/Reno, NV* OM: Jim McClain PD/MD: Jave Patterson	WLZX/Springfield, MA* PD/MD: Courtney Quinn
WTPT/Greenville, SC* OM/MD: Mark Hendrix MD: Twisted Todd	KFRQ/McAllen, TX* OM/MD: Mike Quinn	KRXQ/Sacramento, CA* OM/MD: Jim Fox	KZRQ/Springfield, MO* OM: Chris Cannon PD: Simon Nytes
WQXA/Harrisburg, PA* OM/MD: Ken Carson APD/MD: Nixon	KBRE/Merced, CA PD/MD: Mikey Martinez APD: Jason LaChance	WKQZ/Saginaw, MI* PD: Hoser APD/MD: Matt Bingham	WXTB/Tampa, FL* OM: Brad Hardin PD: Double Down APD: Mike Killabrew
WCCC/Hartford, CT* PD: Michael Picozzi APD/MD: Mike Karolyi	WHDR/Miami, FL* OM: David Isael PD: Kevin Vargas MD: Dave Hanson	KURQ/San Luis Obispo, CA OM/MD: Andy Winford APD/MD: Stephanie Bell	WKLK/Utica, NY MD: Ty
WAMX/Huntington, WV PD/MD: Erik Raines APD: Robin Wilds	KXXR/Minneapolis, MN* OM: Dave Hamilton PD: Wade Linder APD/MD: Pablo	KHTB/Salt Lake City, UT* PD: Kayvon Motie APD/MD: Roger Orton	KFMW/Waterloo, IA OM/MD: Michael Cross
WRTT/Huntsville, AL* OM/MD: Lee Reynolds APD/MD: Clay Sanders	WRAT/Monmouth, NJ* OM/MD: Carl Craft APD/MD: Robyn Lane	KISS/San Antonio, TX* PD/MD: LA Lloyd	KICT/Wichita, KS* PD: Ray Michaels MD: Rick Thomas
WRXW/Jackson, MS* PD/MD: Brad Stevens	WCLG/Morgantown, WV OM/MD: Jeff Miller	KIOZ/San Diego, CA* OM: Jim Richards PD/MD: Shauna Moran-Brcwn	WBSX/Wilkes Barre, PA* PD/MD: James McKay
WRZM/Johnson City, TN* PD/MD: Scott Onks	WBUZ/Nashville, TN* OM: Dean Warfield PD/MD: Russ Schenck	KURQ/San Luis Obispo, CA OM/MD: Andy Winford APD/MD: Stephanie Bell	KATS/Yakima, WA OM/MD: Ron Harris
KQRC/Kansas City, MO* OM/MD: Bob Edwards MD: Paul Marshall		KXFX/Santa Rosa, CA* PD/MD: Scott Less	WWIZ/Youngstown, OH* PD: Wes Styles

* Monitored Reporters



TRIPLE A



Former radio/TV exec Rob Barnett launches new Web destination site

A Damn Good Idea

John Schoenberger
JSchoenberger@RadioandRecords.com

enabling consumers to create and post their own content online has made YouTube, MySpace and Facebook among the Internet's most popular interactive sites. Now, a former radio and cable TV programming bigwig and an acclaimed record producer see new entertainment and promotion opportunities in the Web 2.0 phenomenon.

Former CBS Radio president of programming Rob Barnett is taking a new twist on the Web's DIY content movement with professionally created short-form programming from the likes of record producer Don Was. And Was, in turn, envisions a new way to promote artists and provide new experiences for music fans.

Barnett's new Web site, dubbed My Damn Channel, launched July 3, featuring original video content, updated weekly, from such talents as Was, Harry Shearer, Andy Milonakis and David Wain. Barnett also brings his executive programming and production experience from MTV and VH1.

The site is intended as a destination and a production hub where comedians, musicians and filmmakers can produce and distribute their original content. Barnett has already forged synergistic partnerships with some of the Web's top sites, including YouTube and MySpace.

"The old-media companies don't know how to correctly program for this medium; they have senior vice presidents on top of vice presidents telling the most talented people in the world how to sing and act," says Barnett, who is president/CEO of the new venture. "We're giving artists total creative freedom, and we're paying for just about everything: technology, bandwidth, PR and promotion, to put up a fully functioning Web site."

The model relies on corporate advertiser support. The only line item Barnett is recouping from contributors is production costs. After that, he plans on splitting the profits equally with all involved, which he hopes will begin by the end of 2008.

"I realized that all this user-generated content was creating a certain kind of behavior from the viewers," Barnett says. "The new prime time is any time that a particular person happens to be online. Beyond that content on the Web, pretty much everything else you are seeing is repurposed stuff already created for other media. There is very little professional content made expressly for the Web."

There are six channels up and running on My Damn Channel. They include the "Harry Shearer Project," featuring political and pop culture satire. Producer Was also has a channel, which features his online record label, called the "Wasmopolitan Cavalcade of Recorded Music." There's also "Links," a live events and music interview series, co-produced with Paul Reiser, and his "Party Shuffle" weekly radio show.

MTV2 sensation Milonakis has a channel of creative shorts; Wain offers up his "Wainy Days" vignettes; and there is "Hot Mental Freedom," a channel dedicated to amateur videos.

Barnett says that as he started to pitch his idea, he ran into skepticism as to whether he'd be able to get major talent to go along with this model because they are used to big upfront deals; and if he did get them, there were questions about whether they'd be available on a weekly basis.

He has proved them wrong by securing long-term commitments from a group of creative talents, and he is convinced their dedication is the key to building audience



► STEVE EARLE POSTS THE WEEK'S ONLY DEBUT AS "CITY OF IMMIGRANTS" ADDS 62 PLAYS AND ENTERS AT NO. 22.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	10	HOLD ON KT TUNSTALL	RELENTLESS/VIRGIN	668	+29
2	2	12	IN THE COLORS BEN HARPER & THE INNOCENT CRIMINALS	VIRGIN	617	-22
3	3	3	RADIO NOWHERE BRUCE SPRINGSTEEN	COLUMBIA	509	+81
4	4	6	GOOD EXCUSE THE JOHN BUTLER TRIO	JARRAH/ATLANTIC/LAVA	419	+7
5	5	7	RIGHT MOVES JOSH RITTER	VICTOR/CMG	368	+8
6	8	4	PUNISH THE MONKEY MARK KNOPFLER	WARNER BROS.	353	+22
7	12	4	HOW LONG EAGLES	ERC/MERCURY/LOST HIGHWAY	329	+38
8	15	2	GONE, GONE, GONE (DONE MOVED ON) ROBERT PLANT & ALISON KRAUSS	ROUNDER	328	+52
9	7	14	SHE MOVES IN HER OWN WAY THE KOOKS	ASTRALWERKS	326	-11
10	11	6	LOVE ME LIKE THE WORLD IS ENDING BEN LEE	NEW WEST	306	+10
11	10	10	POOR MAN'S PARADISE THE SUBDUDES	BACK PORCH/BLG	294	-19
12	21	2	HARD SUN EDDIE VEDDER	MONKEY WRENCH/JRMG	289	+47
13	9	14	SING IT ALL NIGHT DESOL	SAZON	289	-35
14	16	16	THE UNDERDOG SPOON	MERGE	266	-9
15	5	18	TWO RYAN ADAMS	LOST HIGHWAY	265	-78
16	13	19	AH MARY GRACE POTTER AND THE NOCTURNALS	HOLLYWOOD	264	-27
17	22	3	ALL DOWNHILL LYLE LOVETT AND HIS LARGE BAND	CURB/LOST HIGHWAY	260	+26
18	19	7	LOVE SONG SARA BAREILLES	EPIC	259	+4
19	18	7	WALKEN WILCO	NONESUCH/WARNER BROS.	257	-4
20	24	7	HOW FAR WE'VE COME MATCHBOX TWENTY	MELISMA/ATLANTIC	256	+23
21	14	15	BUBBLY COLBIE CAILLAT	UNIVERSAL REPUBLIC	245	-39
22	NEW		CITY OF IMMIGRANTS STEVE EARLE	NEW WEST	242	+62
23	26	2	DON'T YOU WISH IT WAS TRUE JOHN FOGERTY	FANTASY/CONCORD	242	+31
24	23	5	SHUT YOUR EYES SNOW PATROL	POLYDORA/A&M/INTERSCOPE	235	+1
25	27	4	COME HOME BACK DOOR SLAM	BLIX STREET	210	-1
26	20	15	DON'T STOP NOW CROWDED HOUSE	ATO/RED	207	-38
27	28	7	1973 JAMES BLUNT	CUSTARD/ATLANTIC	203	-5
28	17	20	MISSED THE BOAT MODEST MOUSE	EPIC	203	-68
29	30	15	THE PERFECT CRIME #2 THE DECEMBERISTS	CAPITOL	201	+10
30	29	3	DARLIN' DO NOT FEAR BRETT DENNEN	DUALTONE	193	-2

FOR WEEK ENDING SEPTEMBER 23, 2007

'The new prime time is any time that a particular person happens to be online.'

—Rob Barnett



Was, left, and Barnett

'All of us on the creative side are hungry for new approaches to making and marketing music.'

—Don Was

and demonstrating consistent viewing to advertisers that might want to participate.

"I don't want to deny the power or importance of user-generated content, but if you are trying to attract advertising from major corporate players, I feel they would be more comfortable aligning themselves with someone like Harry Shearer or Don Was than with a site that offers nothing but home-grown video," Barnett says.

So why would a person as busy as Was commit his time and energy to this idea? First, he thinks it will be fun and, second, he and

Barnett want to develop an alternative model to promote music artists as well as give the fans new experiences with the recording process and the ability to discover music.

The first musical foray into this new model comes from Jill Sobule. Visitors can view the studio performance of the recording of her new song, "San Francisco," on Was' channel and can download the song for free. (The track has been officially serviced and is being promoted to triple A radio.)

"I really believe in the idea of having advertising pay for much of the cost of making and marketing records, and ultimately, to be a source of revenue for the artist, along with publishing and touring," Was says. "The recorded music becomes a free download in that scenario and circumvents many of the problems the industry faces today."

Was cherishes the thought of having complete creative freedom for himself as well as the artists with whom he works. Rather than try to mold a project to the wants and needs of label executives, he is certain that if artists can get back to creating music without restraints, the quality that will result will be amazing.

"All of us on the creative side are hungry for new approaches to making and marketing music," he says. "We love the fact that we can cut a song in one day and have it mixed and available for download a few days later. The whole endeavor is a wide open avenue for self-expression and I would be nuts not to try and make the best of it."

R&R



TRIPLE A

▶ THANKS TO ITS INCLUSION IN THE LATEST APPLE IPOD NANO COMMERCIAL, **FEIST'S** "1, 2, 3, 4" REBOUNDS 51% IN AIRPLAY AND RE-ENTERS AT NO. 21 (UP 62).



POWERED BY
nielsen
BDS

THIS WEEK	LAST WEEK	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	SHUT YOUR EYES SNOW PATROL	NO. 1 (1 WK) POLYDOR/AS/INTERSCOPE	584 +20	2.014 2
2	1	HOLD ON KT TUNSTALL	RELENTLESS/VIRGIN	583 -37	2.007 3
3	4	RADIO NOWHERE BRUCE SPRINGSTEEN	COLUMBIA	573 +34	2.059 1
4	17	BUBBLY COLBIE CAILLAT	UNIVERSAL REPUBLIC	486 -9	1.822 4
5	9	THE UNDERDOG SPOON	MERGE	397 +37	1.393 5
6	12	IN THE COLORS BEN HARPER & THE INNOCENT CRIMINALS	VIRGIN	393 +11	1.142 8
7	17	MISSED THE BOAT MODEST MOUSE	EPIC	360 -6	1.093 9
8	18	TWO RYAN ADAMS	LOST HIGHWAY	340 -29	1.054 12
9	11	SHE MOVES IN HER OWN WAY THE KOOKS	ASTRALWERKS	318 +16	0.915 14
10	5	HOW LONG EAGLES	ERC/MERCURY/LOST HIGHWAY	315 -17	1.169 7
11	8	1973 JAMES BLUNT	CUSTARD/ATLANTIC	308 +25	0.948 13
12	21	HEY THERE DELILAH PLAIN WHITE T'S	FEARLESS/HOLLYWOOD	308 -23	1.298 6
13	15	HOLLYWOOD COLLECTIVE SOUL	EL	298 -17	1.084 10
14	3	PUNISH THE MONKEY MARK KNOPFLER	WARNER BROS.	286 +50	1.074 11
15	9	HOW FAR WE'VE COME MATCHBOX TWENTY	MELISMA/ATLANTIC	281 +4	0.756 17
16	3	GONE, GONE, GONE (DONE MOVED ON) ROBERT PLANT & ALISON KRAUSS	ROUNDER	273 +71	0.853 15
17	13	SING IT ALL NIGHT DESOL	SAZON	262 -15	0.608 21
18	9	FIRST TIME LIFEHOUSE	CEFFEN	206 +14	0.778 16
19	8	CAR CRASH MATT NATHANSON	AIRPOWER VANG JARD	198 +14	0.694 19
20	5	LOVE SONG SARA BAREILLE	EPIC	193 +16	0.396 28
21	RE-ENTRY 1, 2, 3, 4 FEIST	CHERRY TREE/POLYDOR/INTERSCOPE	183 +62	0.681 20	
22	3	HARD SUN EDDIE VEDDER	MONKEY WRENCH/RMG	171 +11	0.463 24
23	5	GOOD EXCUSE THE JOHN BUTLER TRIO	JARRAH/ATLANTIC/LAVA	155 -5	0.267 -
24	14	REHAB AMY WINEHOUSE	UNIVERSAL REPUBLIC	149 -66	0.710 18
25	3	STRAIGHT LINES SILVERCHAIR	ELEVEN/ILG/ATLANTIC/LAVA	134 +4	0.385 29
26	15	DON'T STOP NOW CROWDED HOUSE	ATO/RED	134 -82	0.383 30
27	3	FALLING SLOWLY GLEN HANSARD & MARKETA IRGLOVA	CANVASBACK/COLUMBIA	132 -11	0.522 22
28	16	FRANK & AVA SUZANNE VEGA	BLUE NOTE/BIG	125 -4	0.343 -
29	15	THE PERFECT CRIME #2 THE DECEMBERISTS	CAPITOL	124 -37	0.273 -
30	NEW DON'T YOU WISH IT WAS TRUE JOHN FOGERTY	FANTASY/CONCORD	120 -3	0.366 -	

RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW	THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	LAST REQUEST PAOLO NUTINI (ATLANTIC)		272 301	6	SEE THE WORLD GOMEZ (ATO/RED)		154 158
2	READ MY MIND THE KILLES (ISLAND/UMG)		240 261	7	GRAVITY JOHN MAYER (AWARE/COLUMBIA)		128 131
3	YOU KNOW I'M NO GOOD AMY WINEHOUSE (UNIVERSAL REPUBLIC)		195 192	8	INTO THE OCEAN BLUE OCTOBER (UNIVERSAL MOTOWN)		125 125
4	THE STORY BRANDI CARLILE (COLUMBIA)		177 181	9	THINK I'M IN LOVE BECK (INTERSCOPE)		116 118
5	BETTER THAN THE JOHN BUTLER TRIO (JARRAH/ATLANTIC/LAVA)		157 156	10	NEW SHOES PAOLO NUTINI (ATLANTIC)		112 122

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
YOU'RE THE WORLD TO ME David Gray (ATO/RED) KBCO, KCUV, KGSR, KPRL, KRVB, KTCTZ, WMMM, WNCS, WRLL, WTTS, WXRV, WZEW	12
HARD SUN Eddie Vedder (MONKEY WRENCH/RMG) KBCO, KPRI, KTHX, WXRV	4
LISTENING TO LEVON Marc Cohn (DECCA) KFOG, KRSH, WMMM, WZEW	4
LOVE'S NOT A COMPETITION (BUT I'M WINNING) Kaiser Chiefs (B-UNIQUE/UNIVERSAL MOTOWN) KPRI, KRSH, WCOO, WXRV	4
BREATHE IN BREATHE OUT Mat Kearney (HOLLYWOOD/AWARE/COLUMBIA) KPRI, KPRL, KWMT	3
THE UNDERDOG Spoon (MERGE) WOOD, WRNX	2
WONDERFUL WORLD James Morrison (POLYDOR/INTERSCOPE) WCLZ, WRNR	2
DOGS Damien Rice (HEFFA/VECTOR/WARNER BROS.) KGSR, WRLL	2

ADDED AT... KTHX

Reno, NV
PD: Mark Keefe
MD: Dave Heald
Eddie Vedder, Hard Sun, O Feist, My Moon My Man, O Glen Hansard & Marketa Irglova, Falling Slowly, D Ryan Adams, Everbody Knows, O

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

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
ALL DOWNHILL Lyle Lovett And His Large Band (CURB/LOST HIGHWAY) TOTAL STATIONS: 13	107/0	TURPENTINE Brandi Carlile (COLUMBIA) TOTAL STATIONS: 15	93/5
BREATHE IN BREATHE OUT Mat Kearney (HOLLYWOOD/AWARE/COLUMBIA) TOTAL STATIONS: 11	106/73	YOU'RE THE WORLD TO ME David Gray (ATO/RED) TOTAL STATIONS: 11	91/86
CITY OF IMMIGRANTS Steve Earle (NEW WEST) TOTAL STATIONS: 13	100/19	WALKEN Wilco (NONESUCH/WARNER BROS.) TOTAL STATIONS: 9	83/1
WONDERFUL WORLD James Morrison (POLYDOR/INTERSCOPE) TOTAL STATIONS: 13	96/40	HER EYES Pat Monahan (COLUMBIA) TOTAL STATIONS: 5	74/8
DOGS Damien Rice (HEFFA/VECTOR/WARNER BROS.) TOTAL STATIONS: 12	94/45	ALMOST LOVER A Fine Frenzy (VIRGIN) TOTAL STATIONS: 10	72/6

MOST INCREASED PLAYS

+86	YOU'RE THE WORLD TO ME David Gray (ATO/RED) WTTS +8, SISP +7, KBCO +3, KGSR +2, KTCTZ +8, KPRL +8, KFOG +4, KCUV +2, KINK +2, CIDR +1
+73	BREATHE IN BREATHE OUT Mat Kearney (Hollywood/Aware/Columbia) KRVB +23, CIDR +15, KXLY +11, KWMT +9, KPRL +6, WNCS +4, WOOD +3, WBOS +3, WXRT +1, KFOG +1
+71	GONE, GONE, GONE (DONE MOVED ON) Robert Plant & Alison Krauss (Rounder) WTTS +15, WZEW +10, KPRI +10, KTHX +9, KGSR +6, WNCS +6, WRNR +6, WXRV +5, WRNX +5, KBCO +3
+62	1, 2, 3, 4 Feist (Cherrytree/Polydor/Interscope) KENZ +37, WBOS +13, KINK +7, KBCO +6, KMTT +6, SISP +6, WRNR +4, CIDR +3, WZEW +1, WMMM +1
+50	PUNISH THE MONKEY Mark Knopfler (Warner Bros.) WCLZ +8, WZEW +14, KRVB +11, WMMM +7, WRNX +5, KBCO +3, KINK +2, KGSR +2, WNCS +2, KCUV +2

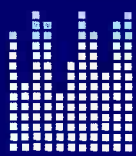
FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
30 Triple A stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 48 reporters.
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Ben Lee Indicator 10

"Love Me Like The World Is Ending"

Caught spinning this week: **KMTT, KPRI, WXRT, KFOG** and more!

Contact: Jeff Cook New West Records 866-960-7524 jeff@newwestrecords.com



AMERICANA

TRIPLE A

THIS WEEK	LAST WEEK	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS		
				TW	+/-	CUMULATIVE
5		WASHINGTON SQUARE SERENADE STEVE EARLE	NEW WEST	496	+118	1286
2		IT'S NOT BIG IT'S LARGE LYLE LOVETT AND HIS LARGE BAND	LOST HIGHWAY*	487	+23	1794
3	1	STREET SYMPHONY THE SUBDUDES	BACK PORCH/MANHATTAN/BLK	457	-23	4610
4	3	TRANSLATED FROM LOVE KELLY WILLIS	PKYKODISI	376	-43	6763
6	4	KANE WELCH KAPLIN KANE WELCH KAPLIN	COMPASS	361	+12	1377
6	4	EASY TIGER RYAN ADAMS	LOST HIGHWAY*	331	-63	7603
9	9	DIAMONDS IN THE SUN WALT WILKINS AND THE MYSTIQUE ROS	PALO DURC	328	+29	2771
8	10	THE SPIRITUAL KIND TERRI HENDRIX	WILORY	296	-2	2777
8	8	NOBLE CREATURES THE GOJARDS	YEP ROC	289	-12	3714
10	7	THE ONE WHO'S LEAVIN' DOUG SPARTZ	GREAT NORTH	278	-51	4224
11	11	UNGLAMOROUS LORI MCKENNA	REPRIST	268	-3	2692
43		RAISING SAND ROBERT PLANT & ALISON KRAUSS	FOUNDEF	249	+127	371
13	13	UNDER THE INFLUENCE OF BUCK THE DERAILERS	PALO DURC	246	-14	1742
14	12	SIRENS OF THE DITCH JASON ISBELL	NEW WEST	242	-25	2711
15	14	ROLL KEVIN DEAL	PIEDREPO MUSIC	239	-2	1364
16	16	BROKEN CHORD JEFFERY HALLFORD & THE HEALERS	SHOELESS	208	-5	2863
17	32	SONG OF AMERICA VARIOUS ARTISTS	51 TIGERS	204	+48	483
18	18	PRETTY WORLD SAM BAKER	BLUE LIMESTONE	193	-15	1432
19	17	UPFRONT & DOWN LOW TEDDY THOMPSON	VERVE FORECAST/VERVE	192	-20	1984
20	15	COMPADRES: AN ANTHOLOGY OF DUETS MARTY STUART	SUPERLATONE/UME	188	-35	5758
21	20	LETTERS FROM SINNERS & STRANGERS EILEEN JEWELL	SIGNATURE SOUNDS	184	-16	3476
23		WILD EYED SERENADE JASON EADY	LIT'ORARIA	184	+4	984
25		SALVATION IN LIGHTS MIKE FARRIS	INO	181	+4	1481
24	19	CIMARRON MANIFESTO JIMMY LAFAYE	REJHOUSE	180	-21	6095
25	22	TOPAZ CITY MAX STALLING	BLIND NELLO	180	-4	2265
26	30	BLACK CAT BONE LEE ROCKER	ALLIGATOR	175	+13	898
84		REVIVAL JOHN FOGERTY	FANTASY/CONCORD	174	+104	296
28	27	WOUNDED HEART OF AMERICA - TOM RUSSELL SONGS VARIOUS ARTISTS	HIGHTONE	168	-5	1141
29	29	THE BLUEGRASS ELVISES SHAWN CAMP & BILLY BURNETTE	AMERICAN ROOTS	164	-5	894
30	24	LOOK OUT THE HACKENSABOYS	NETTWERK	162	-17	3081

TRIPLE A REPORTERS

- WAPS/Akron, OH**
OM: Andrew James
PD/MD: Bill Gruber
- KNBA/Anchorage, AK**
OM/MD: Loren Dixon
MD: Danny Preston
- KSPN/Aspen, CO**
PD: Sam Scholl
- KCSR/Austin, TX***
OM: Chase
PD: Chris Edge
APD: Jody Denberg
MD: Susan Castle
- KUT/Austin, TX**
PD: Hawk Mendenhall
MD: Jeff McCord
- WRNR/Baltimore, MD***
OM/MD: Bob Waugh
APD/MD: Alex Cortright
- WTMD/Baltimore, MD**
PD/MD: Mike "Matthews" Vasiliukos
- KLRR/Bend, OR**
OM/MD: Doug Donoho
APD: David Miller
- KRVB/Boise, ID***
OM/MD: Dan McColly
MD: Tim Johnstone
- WBOS/Boston, MA***
PD: David Ginsburg
MD: Dana Marshall
- WXRV/Boston, MA***
OM/MD: Ron Bowen
APD/MD: Catie Wilber
- KMMS/Bozeman, MT**
OM/MD: Michelle Wolfe
- KYSL/Breckenridge, CO**
PD: Tom Fricke
MD: TJ Sanders
- WNCS/Burlington, VT***
PD: Zeb Norris
APD/MD: Jamie Canfield
- WMVY/Cape Cod, MA**
PD/MD: PJ Finn
- WCOO/Charleston, SC***
OM/MD: Mike Allen
MD: Joel Frank
- WCNR/Charlottesville, VA**
OM: Rick Daniels
PD: Brad Savage
APD: Tad Abbey
MD: Jeff Sweetman
- WNRN/Charlottesville, VA**
OM: Tim Davis
PD: Michael Friend
MD: Rhonda Chollock
- WDOO/Chattanooga, TN***
OM/MD: Danny Howard
MD: Brad Steiner
- WXRT/Chicago, IL***
OM/MD: John Farneda
PD: Norm Winer
- WCBE/Columbus, OH**
OM: Tammy Allen
PD: Dan Mushalko
MD: Maggie Brennan
- WMWV/Conway, NH**
PD/MD: Mark Johnson
APD: Roy Prescott
- KBCO/Denver, CO***
PD: Scott Arbough
MD: Mark Abuzzahab
- KCUV/Denver, CO***
PD: Doug Clifton
MD: Benji McPhail
- KPTL/Des Moines, IA***
PD: Deeya McClurkin
- CIDR/Detroit, MI***
PD: Matt Franklin
- KHUM/Eureka, CA**
OM: Cliff Berkowitz
PD/MD: Mike Dronkers
APD: Larry Trask
- WFIV/Farragut, TN**
OM: Brian Tatum
PD: Glenn Berry
MD: Todd Ethridge
- KOZT/Ft. Bragg, CA**
PD: Tom Yates
APD/MD: Kate Hayes
- WEHM/Hampton, NY**
PD: Lauren Stone
MD: Harry Wareing
- KSUT/Ignacio, CO**
PD: Steve Rauworth
MD: Stasia Lanier
- WTTS/Indianapolis, IN***
PD: Brad Holtz
APD/MD: Laura Duncan
- KMTN/Jackson, WY**
PD/MD: Mark "Fish" Fishman
- KTBG/Kansas City, MO**
PD: Jon Hart
MD: Byron Johnson
- WEBK/Killington, VT**
PD: Dave "Uncle Dave" Tibbs
APD/MD: James Emmons
- KOHO/Leavenworth, WA**
PD: Elliott Salmon
MD: Carl Widig
- KROK/Leesville, LA**
OM: Rick Barnickel
PD/MD: Sandy Blackwell
- WFPK/Louisville, KY**
OM: Brian Conn
PD: Stacy Owen
APD: Laura Shine
- WMMM/Madison, WI***
OM: David Moore
PD: Pat Gallagher
MD: Gabby Parsons
- KTCZ/Minneapolis, MN***
PD: Lauren MacLeash
- MD: Thorn
- WZEW/Mobile, AL***
OM: Tim Camp
PD: Gene Murrell
MD: Lee Ann Konik-Camp
- WBJB/Monmouth, NJ**
OM: Tom Brennan
PD: Rich Robinson
APD: Leo Zaccari
MD: Jeff Raspe
- KPIG/Monterey, CA**
OM: Frank Caprista
APD: Aileen MacNearry
- WRLT/Nashville, TN***
OM/MD: David Hall
APD/MD: Rev. Keith Coes
- WFUV/New York, NY**
OM: Ralph Jennings
PD: Chuck Singleton
APD: Tara Anderson
MD: Rita Houston
- WRSI/Northampton, MA**
PD: Sean O'Nealy
- KDBB/Park Hills, MO**
PD: Glenn Berry
MD: Kenny Carrow
- WXPN/Philadelphia, PA**
OM/MD: Dan Reed
PD: Bruce Warren
- WYEP/Pittsburgh, PA**
PD: Kyle Smith
MD: Mike Sauter
- WCLZ/Portland, ME***
PD: Herb Ivy
MD: Brian James
- KINK/Portland, OR***
PD: Dennis Constantine
APD/MD: Dean Kattari
- WDST/Poughkeepsie, NY**
OM: Greg Gattine
PD: Jimmy Buff
MD: Dave Doud
- KSQY/Rapid City, SD**
OM/MD: Chad Carlson
- KTHX/Reno, NV***
PD: Mark Keefe
APD/MD: Dave Herold
- WOCM/Salisbury, MD**
OM: David Rothner
PD/MD: Skip Dixon
- KENZ/Salt Lake City, UT***
PD: Mike Peer
- KPRI/San Diego, CA***
OM/MD: Bob Burch
APD: Sean Smith
- KFOG/San Francisco, CA***
PD: David Benson
MD: Kelly Ransford
- KPND/Sandpoint, ID**
OM: Dylan Benefield
APD/MD: Diane Michaels
- KBAC/Santa Fe, NM**
PD/MD: Ira Gordon
- KRSH/Santa Rosa, CA***
PD/MD: Nate Campbell
- DMX Folk Rock/Satellite**
OM: Leanne Flask
MD: Dave Sloan
- Music Choice Adult Alternative/Satellite**
PD: Justin Prager
MD: Tiffany Sinder
- Sirius Spectrum/Satellite***
OM: Gregg Steele
PD: Gary Schoenwetter
MD: Sean Mascoll
- XM Cafe/Satellite**
PD: Bill Evans
MD: Brian Chamberlain
- KMTT/Seattle, WA***
PD: Kevin Welch
APD/MD: Shawn Stewart
- WKZE/Sharon, CT**
OM/MD: Pete Nugent
PD: Will Stanley
MD: Will Baylies
- WNCW/Spindale, NC**
OM/MD: Dave Kester
MD: Martin Anderson
- KXLY/Spokane, WA***
PD: Ken Richards
MD: Marie McCallister
- WRNX/Springfield, MA***
APD: Kevin Johnson
- KCLC/St. Louis, MO**
PD: Rich Reighard
MD: Will Baker
- KFMU/Steamboat Springs, CO**
OM: Julia Arrotti
PD/MD: John Johnston
- KTAO/Taos, NM**
OM: Dave Noll
PD/MD: Brad Hockmeyer
- KWMT/Tucson, AZ***
OM: Tim Richards
PD: Blake Rogers
MD: Jennie Grabel
- WVOD/Wanchese, NC**
PD: Matt Cooper
MD: Jeff White
- WXPB/White Plains, NY**
PD: Chris Herrmann
APD/MD: Rob Lipshutz
- WTYD/Williamsburg, VA**
PD/MD: Amy Miller
- WUIN/Wilmington, NC**
PD: Beau Gunn
MD: Michelle Daniel

* Monitored Reporters

96

MOST ADDED

RAISING SAND 21
Robert Plant & Alison Krauss (ROUNDER)

REVIVAL 14
John Fogerty (FANTASY/CONCORD)

SONGBIRD: RARE TRACKS AND FORGOTTEN GEMS 13
Emmylou Harris (RHINO)

MADE IN THE SHADE 13
Red Stick Ramblers (SUGAR HILL)

BETWEEN DAYLIGHT AND DARK 12
Mary Gauthier (LOST HIGHWAY)

THE BLUEGRASS DIARIES 10
Jim Lauderdale (YEP ROC)

FOR WEEK ENDING SEPTEMBER 23, 2007

The Americana chart represents the reported play of terrestrial radio stations, nationally syndicated radio shows, satellite radio and internet stations that have agreed to submit weekly spin counts. For more information please visit www.americanamusic.org. © 2007 Americana Music Association.

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LATIN



Rock/alternative show hosts and programmers weigh in on which bands are the hottest

Love Me Some Rock

Jackie Madrigal

JMadrigal@RadioandRecords.com

Just because it's the smallest among the Latin formats doesn't mean that rock/alternative shouldn't get any love. Though misunderstood by many in the U.S. Latin market, the genre is an essential part of the music scene in Mexico and throughout Latin America.

While some artists who have transitioned from rock to pop rock are perceived as the main representatives of the genre, there is plenty of new talent developing and having an impact on the rock/alternative scene. R&R asked specialty-show programmers and hosts to share their thoughts on which acts they feel are the hottest right now, which have the most potential to make an impact and which have surprised them the most.

Ricardo Mojica, El Calabozo Radio (Internet station)

"Panda is without a doubt the hottest rock/alt band right now. They are currently topping El Calabozo Radio's weekly charts with 'So Violento So Macabro,' having done so twice before with 'Narcisista Por Excelencia' and 'Los Malaventurados No Lloran.' Their nominations for Univision's Premios Juventud, the Latin Grammy and recently MTV Video Music Awards Latin America is proof that the band is reaching its goal of international success. The album 'Amantes Sunt Amentes' is a definite must-have for any 'rockero.'

"Allison has the most potential to make an impact. These guys are young, energetic and their self-titled debut album is very good, very commercial. On El Calabozo Radio, 'Frágil,' 'Me Cambio' and 'Ya No Te Amo' have enjoyed a great deal of attention due to their fast-paced, punk-fueled sound. Their commerciality will carry this band from the rock charts to pop, in the same way Maná, Julieta Venegas and Juanes—who started as rockers and now enjoy great success as pop icons—have done.

"The band that surprised me the most in the last few months is Fátima. This L.A.-based act follows the current pop-punk sound of the Latin alternative genre, similar to what Panda, Delux and División Minúscula are doing in Mexico. We've seen them for a few years now in local gigs, but they were not very impressive. This year, they exploded. They will release their [currently untitled] first album, but their single 'Escúchame' is a very fast-paced, melodic-punk song with a catchy chorus line. I'm anxiously awaiting their album and expect a lot of good things from them."

Alejandro Sant Marti, "Eden Musical," WMSC-FM Montclair, N.J. (Montclair State University)

"There are a few bands that are very hot: Panda, Jumbo, Delux, as well as Becker, Murfila and other acts coming not only from Mexico but also Spain, Argentina and most Latin-American countries. My choice is Murfila. Her voice goes beyond the music to make an emotional connection with the audience. On her new album, 'Miss Lios,' she comes across as a complete performer.

"I also like Jumbo and Zoé, but I choose Jumbo as the one with most potential, because they have been in the rock scene for 10 years and they will surprise even the nonbelievers. Their sound as a band has matured, and they are a great rock band.

"Zoé is by far the best band coming out of Mexico. They will definitely take their place as a rock symbol, as the most complete band that I have heard in the past five years."



► **GLORIA ESTEFAN CONQUERS** THE TOP OF THE RECORD POOL CHART WITH "NO LLORES," THE PREMIERE SONG FROM HER NEW SET "90 MILLAS."

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL
1	1	15	RAININ IN PARADIZE MANU CHAO	BECAUSE/NACIONAL
2	3	7	EL MICROFONO MEXICAN INSTITUTE OF SOUND	NACIONAL
3	4	16	ENTRE LA GUERRA Y EL AMOR DELUX	SONY BMG NORTE
4	8	14	LA VIDA RABANES	UNIVERSAL LATINO
5	2	17	NANAI MALA RODRIGUEZ	MACHETE
6	5	6	BAILA MI CORAZON BEANOVA	UNIVERSAL LATINO
7	RE-ENTRY		ME ENAMORA JUANES	UNIVERSAL LATINO
8	NEW		VOLVER A COMENZAR CAFE TACUBA	UNIVERSAL LATINO
9	7	9	GATO ENCERRADO GATO BLANCO	TROPISOUNDS/WATTS UP!
10	6	17	LOS MALAVENTURADOS NO LLORAN PANDA	WARNER LATINA
11	15	6	MARDUK AUSTIN TV	TERRICDAS IMBECILES
12	9	18	A MARTE PASTILLA	SONY BMG NORTE
13	11	4	TU THE MONAS	WATTS UP!
14	14	3	EL INFAME "ESTAR Y NO ESTAR" PANDA	WARNER LATINA
15	NEW		VIENES BIEN GATO BLANCO	WATTS UP!
16	18	15	SENTIMENTAL MODEFATTO	EMI TELEVISA
17	10	17	INTOCABLE ALEKS SYNTEK	EMI TELEVISA
18	13	18	BESAME EL TRI	FONOVISIA
19	NEW		ORION RODRIGO Y GABRIELA	ATO
20	RE-ENTRY		ESCUCHAME FATIMA	INDEPENDIENTE

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL
1	2	5	NO LLORES GLORIA ESTEFAN	BURGUNDY/SONY BMG NORTE
2	1	12	MI GENTE MARC ANTHONY	SONY BMG NORTE
3	3	9	MALDITO AMOR ANDY ANDY	EMI TELEVISA
4	4	6	DAMELA SI ANAMOR	M.P./JVN/J & N
5	6	5	NO ME COMPARES ADASSA	UNIVERSAL LATINO
6	10	3	ANTES DE QUE TE VAYAS TITO REJAS	M.P./JVN/J & N
7	7	7	NUUESTRO AMOR ES ASI MAGNATE	VII/MACHETE
8	16	2	LA TRAVESIA JUAN LUIS GUERRA Y 440	EMI TELEVISA
9	8	11	SI LA VES POR AHI EL GRAN COMBO DE PUERTO RICO	DISCOS 605/SONY BMG NORTE
10	13	3	NO TE VEO CASA DE LEDNES	WARNER LATINA
11	14	6	S LETRAS ALEXIS & FIDO	SONY BMG NORTE
12	9	9	EN QUE FALLAMOS IVY QUEEN	UNIVISION
13	5	15	CORTAME LAS VENAS TONO ROSARIO	UNIVERSAL LATINO
14	11	13	DALE AZOTA TONY TOUCH FEAT. IVY QUEEN	EMI TELEVISA
15	NEW		SI NOS DUELE VICTOR MANUELLE	SONY BMG NORTE
16	15	3	SOLO MIO ANAIS	UNIVISION
17	20	2	DEJALO AHI FULANITO FEAT. LA BANCA GORDA	CUTTING
18	15	2	CARITA DE ANGEL INVXSION FEAT. ANGEL Y KHRIZ	VII/MACHETE
19	NEW		LOS QUE LUCHAMOS KINTO SOL	UNIVISION
20	18	19	NO ME LA PONGAS DURA PEDRO CONGA	M.P./JVN/J & N

FOR WEEK ENDING SEPTEMBER 23, 2007



Mojica

FOR THE RECORD

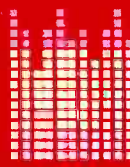
In last week's column, the title of Norch's song should have been identified as "Que Te Pica" and its position on the Tropical chart should have been stated as No. 31.

Al Hernández, Rockeros en Radio (Internet station)

"The hottest bands are Motel and Pastilla. Motel has started a buzz in the U.S. The resurgence of Pastilla has been very exciting because they have been consistently working, and Chicleros has grown to become a great songwriter. This band continues to be one of the most-requested bands on our station.

"Julieta Venegas has the potential to make a true impact. She has crossed over to the pop world and name recognition is growing. She has enough mainstream hits as well as underground hits to be one of the top five acts in the rock/alt scene.

"What has surprised me most is the amount of venues [hosting] Spanish alternative events in the U.S. and Mexico. In every state in Mexico there are venues where small- to medium-size acts have gigs. This just started happening within the past two years. In the U.S., there are shows in at least 25% of the country. So more and more people are seeing and participating in the Spanish alternative scene. And with MySpace, rockeros.net and other Internet sites, access to bands, music and events has become easier to find and participate in. The rock/alt scene is not underground anymore. It's alive and vibrant. Commercial radio will begin to see the amount of material available and will begin to take notice."



REGIONAL MEXICAN

▶ THE CHART'S ONLY DEBUT BELONGS TO **MARCO ANTONIO SOLIS**, WHO ENTERS AT NO. 38 WITH "NO PUEDO OLVIDARLA" (UP 77), THE FOLLOW-UP TO HIS RECENT TOP THREE HIT "OJALA."



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WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	PLAYS TW	+/ -	AUDIENCE MILLIONS	RANK
1	A TI SI PUEDO DECIRTE	EL CHAPO DE SINALOA	DISA	1296	+18	9.505	1
2	LAGRIMAS DEL CORAZON	GRUPO MONTEZ DE DURANGO	DISA	1237	-26	8.380	3
3	BASTO	INTOCABLE	EMI TELEVISIA	1134	+26	8.263	5
4	OLVIDAME TU	DUELO	UNIVISION	1087	-88	6.215	11
5	DE TI EXCLUSIVO	LA ARROLLADORA BANDA EL LIMON	DISA/EDIMONSA	1074	-63	8.008	6
6	ESTOS CELOS	VICENTE FERNANDEZ	SONY BMG NORTE	1071	+77	7.214	8
7	BASTA YA	CONJUNTO PRIMAVERA	FONOVISA	1040	-109	8.285	4
8	SIN QUE LO SEPAS TU	LOS TEMERARIOS	FONOVISA	967	+129	5.603	13
9	POR AMARTE ASI	ALACRANES MUSICAL	UNIVISION	938	-50	7.992	7
10	LAGRIMAS DE SANGRE	LOS TIGRES DEL NORTE	FONOVISA	935	-79	5.102	17
11	TE PIDO QUE TE QUEDES	LOS CREADORES DEL PASITO DURAGUENSE DE ALFREDO RAMIREZ	DISA/EDIMONSA	902	+18	5.942	12
12	CUANDO REGRESAS	PATRUILLA BI	DISA	869	+18	5.580	15
13	MIL HERIDAS	CUISILLOS	MUSART/BALBOA	864	-16	7.069	9
14	PAZ EN ESTE AMOR	FIDEL RUEDA	MACHETE	715	-22	5.598	14
15	CHUY Y MAURICIO	EL POTRO DE SINALOA	MACHETE	697	+70	6.590	10
16	MIRAME	JENNI RIVERA	FONOVISA	649	-66	5.199	16
17	CON TAL DE QUE ME OLVIDES	LOS INVASORES DE NUEVO LEON	SERCA	631	-13	3.572	21
18	UN JUEGO	LOS RIELEROS DEL NORTE	FONOVISA	627	-130	4.905	18
19	Y TU TE VAS	LOS PRIMOS DE DURANGO	MAR INTERNACIONAL	566	-15	2.570	25
20	ESO Y MAS	JOAN SEBASTIAN	MUSART/BALBOA	556	-15	4.546	20
21	COMO OLVIDARTE	LINDEROS DEL NORTE	A.R.C.	503	+102	1.569	-
22	MUEVELO	CRUZ MARTINEZ PRESENTA LOS SUPER REYES	WARNER LATINA	470	-15	2.136	30
23	SOLO JUGASTE	LOS TUCANES DE TIJUANA	UNIVISION	464	+40	2.738	23
24	100% MEXICANO	PEPE AGUILAR	EMI TELEVISIA	458	+121	4.712	19
25	EL NO ERES TU	LOS HOROSCOPOS DE DURANGO	DISA	435	-72	2.534	26
26	CHOCHEMAN	BRONCO	FONOVISA	424	-61	1.852	36
27	PERDONAME	CUISILLOS	MUSART/BALBOA	417	+33	1.683	40
28	LAS PARRANDAS	LOS INQUIETOS DEL NORTE	EAGLE MUSIC	391	+47	2.120	31
29	LAGRIMAS DEL CORAZON	ALEGRES DE LA SIERRA	UNIVERSAL LATINO	387	+3	2.968	22
30	ENAMORADO DE TI	TIERRA CALI	VENEMUSIC	380	+10	2.209	28
31	CON LOS OJOS CERRADOS	ALIADOS DE LA SIERRA	ASL	372	+46	2.591	24
32	EL JURAMENTO	CARDENALES DE NUEVO LEON	SERCA	355	-13	1.805	37
33	TU FALSO ORGULLO	EL COYOTE Y SU BANDA TIERRA SANTA	UNIVISION	347	+5	2.339	27
34	AMOR MIO	K-PAZ DE LA SIERRA	DISA	330	+18	1.298	-
35	EL MUDO	LOS MORROS DEL NORTE	DISA	325	+16	1.616	-
36	MUSICO, POETA Y LOCO	SERCIO VEGA	SONY BMG NORTE	318	-58	1.914	33
37	DE HUARACHE Y SOMBRERO	DANIEL ORTIZ	PG/SONY BMG NORTE	309	+36	1.888	34
38	NO PUEDO OLVIDARLA	MARCO ANTONIO SOLIS	FONOVISA	307	+77	0.686	-
39	PORQUE TE QUIERO	BANDA EL RECODO	FONOVISA	293	-40	1.387	-
40	COMO OLVIDAR	GRUPO BRYNDIS	DISA	258	-41	1.075	-

MOST ADDED

TITLE	ARTIST / LABEL	NEW STATIONS
OJALA PUDIERA BORRARTE	Mana (WARNER LATINA)	10
VEN MI AMOR	Los Buitres De Culiacan Sinaloa (LADISCOMUSIC/UNIVERSAL LATINO)	6
SIN QUE LO SEPAS TU	Los Temerarios (FONOVISA)	5
100% MEXICANO	Pepe Aguilar (EMI TELEVISIA)	5
NO PUEDO OLVIDARLA	Marco Antonio Solis (FONOVISA)	5
GRACIAS POR TU AMOR	Pesado (WARNER LATINA)	5
A PESAR DE TODO	Banda Machos (SONY BMG NORTE)	5
SE FUE	El Trono De Mexico (UNIVERSAL LATINO)	4
SOLO CONTIGO	Duelo (UNIVISION)	4
COMO OLVIDARTE	Linderos Del Norte (A.R.C.)	3

ADDED AT... KLBN
Fresno, CA
PD: Jorge Guillen
Los Cuates De Sinaloa, Los Gallos Mas Caros, 27
Banda San Jose De Mesillas, La Petrita, 26
Graciela Beltran, El Bato Gacho, 14
Los Cocineros, El Compilla Michoacano, 14
Los Grandes De Tijuana, Como Nina Con
Juguete Nuevo, 13

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

NEW AND ACTIVE

TITLE	ARTIST / LABEL	PLAYS /GAIN	TITLE	ARTIST / LABEL	PLAYS /GAIN
ANDO BUSCANDO AMOR	Brazeros Musical De Durango (DISA)	255/20	LOS GALLOS MAS CAROS	Los Cuates De Sinaloa (SONY BMG NORTE)	182/26
QUISIERA SER	El Puma De Sinaloa (ASL)	242/28	YA VES	El Poder Del Norte (DISA)	180/24
COMO EXTRANO AQUELLOS TIEMPOS	Voces Del Rancho (UNIVISION)	239/14	QUIERO QUE ME DESNUDES CON LA BOCA	Bobby Pulido (SNIPER)	179/34
EL DISCIPULO DEL DIABLO	Los Tigres Del Norte (FONOVISA)	189/14	SE FUE	El Trono De Mexico (UNIVERSAL LATINO)	169/24
OJALA PUDIERA BORRARTE	Mana (WARNER LATINA)	186/127	NUNCA ME FUI	Grupo Innovacion (GARFEMEX)	165/19

MOST INCREASED PLAYS

+129	SIN QUE LO SEPAS TU Los Temerarios (Fonovisa) KCMT +21, KGBT +9, KYQQ +17, KBNB +15, KRZZ +13, KROM +12, KRAY +11, KLTN +9, KSKD +7, KLVO +6
+127	OJALA PUDIERA BORRARTE Mana (Warner Latina) KSCA +15, KHOT +13, KISF +13, KLTN +13, KSQL +13, KESS +11, KOND +11, KQBU +11, KJFA +10, KXPK +9
+121	100% MEXICANO Pepe Aguilar (EMI Televisa) KTTA +23, KRZZ +23, KKPS +17, KTJM +16, KESS +15, KLAX +15, KHHL +9, WOJO +8, KRAY +6, WYMY +5
+113	GRACIAS POR TU AMOR Pesado (Warner Latina) KLEY +29, KLTN +18, KESS +17, KQBU +17, XHNZ +16, KTUZ +6, KROM +6, KDXX +2, KGBT +1, KSCA +1
+104	A PESAR DE TODO Banda Machos (Sony BMG Norte) KWEI +29, KRAY +16, KDXX +13, KSTN +13, KYQQ +10, WYMY +10, KDUT +6, KOND +2, KXLM +2, KXSB +2

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
51 regional mexican stations electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2007 Nielsen Business Media, Inc. All rights reserved.

REGIONAL MEXICAN MONITORED REPORTERS

- KJFA/Albuquerque, NM**
PD: Antonio Lovarrubias
- KLVC/Albuquerque, NM**
PD/MD: Fenel Leon
- WBZ/Atlanta, GA**
OM: Clayton Ricutt
PD: Robbie Fernandez
APD: Aly Rodriguez
- KHHL/Aspen, TX**
PD: Jose "Jirne" Martinez
- KIWI/Bakersfield, CA**
PD/MD: Fau Evsngelista
- KMQA/Bakersfield, CA**
OM: Irene Escalante
PD/MD: Yessica De Luna
APD: Victor Martinez
- KMYX/Bakersfield, CA**
OM: Robert Chavez
PD: Pepe Escamilla
- KWEI/Boise, ID**
OM: Steve Ramirez
PD: Melvin Albanez
- WLEY/Chicago, IL**
PD: Marylu Ramos
- WOJO/Chicago, IL**
OM: Cesar Canales
PD: Rafael Bautista
- KLHB/Corpus Christi, TX**
OM: Clayton Allen
PD/MD: Luis Munoz
- KSAB/Corpus Christi, TX**
OM: Paula Newell
PD/MD: Dan Pena
- KDXX/Dallas, TX**
OM: Andy Lockridge
PD: Chayan Ortuno
- KESS/Dallas, TX**
PD: Chayan Ortuno
- KBNO/Denver, CO**
PD: Socorro Rios
MD: Zenon Ferrufino
- KXPK/Denver, CO**
PD: Napoleon Sanchez
- XHNZ/El Paso, TX**
PD: Francisco Aguirre
MD: Arturo Buenostro
- KLBN/Fresno, CA**
PD/MD: Jorge Guillen
- KOND/Fresno, CA**
PD: Juan Fernando
- KOQD/Fresno, CA**
PD: Jorge Guillen
- KLTN/Houston, TX**
PD: Raul Brindis
MD: Angel Basulto
- KQBU/Houston, TX**
PD: Arnulfo Ramirez
- KTJM/Houston, TX**
PD: Ezequiel Gonzalez
- WEDJ/Indianapolis, IN**
PD/MD: Manuel Sepulveda
- KISF/Las Vegas, NV**
PD: Jose Ramon Bravo
- KBUE/Los Angeles, CA**
PD: Pepe Garza
- KLAX/Los Angeles, CA**
OM: Pio Ferro
PD: Juan Carlos Hidalgo
MD: Lupita Del Castillo
- KLYY/Los Angeles, CA**
OM/MD: Elias Autran
- KSCA/Los Angeles, CA**
PD: Veronica Nava
- KGBT/McAllen, TX**
PD: Hugo De La Cruz
MD: Armando Almazan
- KKPS/McAllen, TX**
PD: Mando San Roman
MD: Robert Montalvo
- KSKD/Merced, CA**
OM: Debbie Gomez
PD: Saul Fiallos
- KRAY/Monterey, CA**
PD: Vicente Romero
- KTUZ/Oklahoma City, OK**
OM: Kevin Christopher
PD/MD: Sammy Soto
- KXLM/Oxnard, CA**
PD/MD: Salvador Prieto
- KHOT/Phoenix, AZ**
OM: Eleazar Garcia
PD: Nelson Oseida
- WYMY/Raleigh, NC**
PD: Julie Garza
- KXSB/Riverside, CA**
PD/MD: Salvador Prieto
- KTTA/Sacramento, CA**
PD: Juan Gonzalez
- KDUT/Salt Lake City, UT**
OM: Carlos Martin Valdez
PD: Cesar Valdiosera
- KLEY/San Antonio, TX**
OM: Robin Flores
PD: Rudy Ramos
APD/MD: Danny D.
- KROM/San Antonio, TX**
PD: Rogelio Leal
- KSAH/San Antonio, TX**
OM: Robin Flores
PD: Alfonso Flores
APD: Minnie Ochoa
MD: Juan Martinez
- KXTN/San Antonio, TX**
PD: Jon Ramirez
APD: Pete A. Morales III
- KLNV/San Diego, CA**
PD/MD: Jose Gadea
APD: Gabriel Alvarez
- XHTY/San Diego, CA**
PD: Elvis Valle
- KRZZ/San Francisco, CA**
OM: Olga Rosales
PD: Jesse Portillo
- KSQL/San Francisco, CA**
PD/MD: Jose Luis Gonzalez
- KSTN/Stockton, CA**
PD: Kent Rodriguez
- KCMT/Tucson, AZ**
PD/MD: Enrique Mayans
- KYQQ/Wichita, KS**
OM: Beverlee Brannigan
PD: Arnoldo Gonzalez

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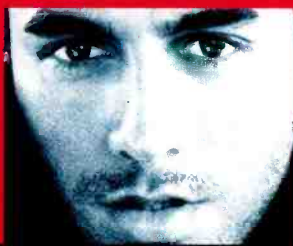
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LATIN POP

► **ENRIQUE IGLESIAS** HAS THE CHART'S BEST POSITIONAL JUMP (30-18) AND MOST ADDED WITH "ALGUIEN SOY YO" (UP 122), THE SECOND SINGLE FROM "INSOMNIAC."



R&R

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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	4	3	ME ENAMORA JUANES	NO. 1/MOST INCREASED PLAYS (1 WK) UNIVERSAL LATINO	993 +194	14,148 1
2	1	23	DIMELO ENRIQUE IGLESIAS	INTERSCOPE/UNIVERSAL LATINO	873 -50	9,544 2
3	2	18	OJALA PUDIERA BORRARTE MANA	WARNER LATINA	775 -56	7,354 4
4	3	30	TODO CAMBIO CAMILA	SONY BMG NORTE	716 -106	5,985 7
5	7	18	INTOCABLE ALEKS SYNTEK	EMI TELEVISA	640 +10	3,631 20
6	21	21	TE VOY A PERDER ALEJANDRO FERNANDEZ	SONY BMG NORTE	623 -117	5,410 11
7	8	10	HOY YA ME VOY KANY CARCIA	SONY BMG NORTE	605 +1	5,182 15
8	14	6	SOLO PARA TI CAMILA	SONY BMG NORTE	580 +111	5,916 8
9	6	12	QUIEN RICARDO ARJONA	SONY BMG NORTE	568 -128	6,099 6
10	2	10	BAILA MI CORAZON BELANOVA	AIRPOWER UNIVERSAL LATINO	565 +65	3,736 19
11	11	31	SI NOS QUEDARA POCO TIEMPO CHAYANNE	SONY BMG NORTE	552 +17	7,849 3
12	10	26	ME DUELE AMARTE REIK	SONY BMG NORTE	522 -34	5,516 9
13	9	8	BESAME SIN MIEDO RBD	EMI TELEVISA	516 -55	4,366 16
14	13	12	MORENA MIA MIGUEL BOSE FEATURING JULIETA VENEGAS	WARNER LATINA	499 +9	3,587 21
15	5	12	TU JEREMIAS	UNIVERSAL LATINO	433 -11	6,830 5
16	7	13	SUENOS ROTOS LA SA ESTACION	SONY BMG NORTE	394 -29	2,381 36
17	16	10	TU Y YO SOMOS UNO MISMO TIMBIRICHE	EMI TELEVISA	368 -73	1,744 -
18	30	2	ALGUIEN SOY YO ENRIQUE IGLESIAS	MOST ADDED INTERSCOPE/UNIVERSAL LATINO	347 +122	2,713 27
19	20	46	ME MUERO LA SA ESTACION	SONY BMG NORTE	342 +44	5,331 13
20	26	3	DE QUE SIRVE REIK	SONY BMG NORTE	339 +88	2,562 31
21	29	2	LA TRAVESIA JUAN LUIS GUERRA Y 440	EMI TELEVISA	295 +58	5,401 12
22	24	9	TENGO MIEDO CHAYANNE	SONY BMG NORTE	271 +14	2,423 34
23	18	8	LO QUE CALLAS INTOCABLE	EMI TELEVISA	269 -63	1,558 -
24	23	6	PERFECTA MIRANDA	EMI TELEVISA	266 +7	0,945 -
25	22	7	TUYA JENNIFER PENA	UNIVISION	264 -7	5,416 10
26	31	15	Y SI TE DIGO FANNY LU	UNIVERSAL LATINO	260 -17	2,851 25
27	31	16	POR AMARTE PEPE AGUILAR	EMI TELEVISA	231 +10	5,307 14
28	27	8	MUEVELO CRUZ MARTINEZ PRESENTA LOS SUPER REYES	WARNER LATINA	214 -37	1,345 -
29	28	4	MARCAME LA PIEL YAHIR	WARNER LATINA	211 -33	2,431 33
30	34	2	PSICOFONIA GLORIA TREVI	UNIVISION	199 -4	1,335 -
31	25	6	NO LLORES GLORIA ESTEFAN	BURGUNDY/SONY BMG NORTE	196 -56	3,890 18
32	35	14	CON TU NOMBRE RICKY MARTIN	SONY BMG NORTE	190 +4	2,866 24
33	20	20	QUE ME DES TU CARINO JUAN LUIS GUERRA Y 440	EMI TELEVISA	188 +11	3,079 23
34	39	2	NO PENSE ENAMORARME OTRA VEZ MYRIAM HERNANDEZ	LA CALLE/UNIVISION	175 +6	4,141 17
35	39	10	UMBRELLA RIHANNA FEATURING JAY-Z	SRP/DEF JAM/DMG	174 0	2,215 38
36	RE-ENTRY	MI CORAZONCITO	AVENTURA	PREMIUM LATIN	169 +6	1,378 -
37	33	8	POBRE CORAZON DIVINO	UNIVISION	169 -13	2,844 26
38	NEW	THE WAY I ARE	TIMBALAND FEATURING KERI HILSON	MOSLEY/BLACKGROUND/INTERSCOPE	161 +5	2,557 32
39	32	19	PERDONAME EN SILENCIO REYLI	SONY BMG NORTE	156 -59	1,038 -
40	NEW	BEAUTIFUL GIRLS	SEAN KINGSTON	BELUGA HEIGHTS/EPIC/KOCH	150 -16	2,405 35

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
ALGUIEN SOY YO Enrique Iglesias (INTERSCOPE/UNIVERSAL LATINO) KQKQ, KTCY, KXXS, XAVO, XHPX	5
ES DE VERDAD Belinda (EMI TELEVISA) KRIO, KTCY, XHPX, XLTN	4
DE QUE SIRVE Reik (SONY BMG NORTE) WFID, WIAC, WIOA	3
SOLO PARA TI Camila (SONY BMG NORTE) WFID, WXYX	2
BAILA MI CORAZON Belanova (UNIVERSAL LATINO) WKAQ, WXYX	2
TU Y YO SOMOS UNO MISMO Timbiriche 25 (EMI TELEVISA) KEXA, WIOA	2
CUANDO NO ESTAS Ana Isabelle (LA CALLE/UNIVISION) WIAC, WIOA	2
OJALA PUDIERA BORRARTE Mana (WARNER LATINA) WMGE	1
BESAME SIN MIEDO RBD (EMI TELEVISA) WRMA	1
TENGO MIEDO Chayanne (SONY BMG NORTE) KMMM	1

ADDED AT...

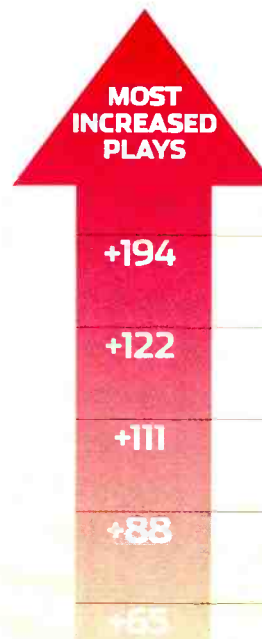
KSSE
Los Angeles, CA
OM: Elias Autran
PD: Nestor Rocha
APD: Andrea Becerra
Mana, Relax, 19
Noelia, Nada, Nada De Ti, 14
Justin Timberlake, LoveStoned, 13



FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
ELLA ME LEVANTO Daddy Yankee (EL CARTEL/INTERSCOPE) TOTAL STATIONS: 7	147/21	QUIEN ERES TU Maria Jose (WARNER LATINA) TOTAL STATIONS: 6	76/7
AYER Black: Guayaba (MACHETE) TOTAL STATIONS: 7	139/25	NO SE ME HACE FACIL Alejandro Fernandez (SONY BMG NORTE) TOTAL STATIONS: 7	75/7
NO ME HAGAS SUFRIR Manny Manuel (UNIVERSAL LATINO) TOTAL STATIONS: 5	106/46	TE DIRE Ana Gabriel (EMI TELEVISA) TOTAL STATIONS: 6	74/45
ECHAME A MI LA CULPA Ricardo Montaner Featuring Juanes (EMI TELEVISA) TOTAL STATIONS: 6	85/29	DIME POR QUE Antonio Orozco (UNIVERSAL LATINO) TOTAL STATIONS: 4	73/7
MAKES ME WONDER Maroon 5 (A&M/OCTONE/INTERSCOPE) TOTAL STATIONS: 4	76/21	SE ME MUERE LA VIDA 3 De Copas (FONOVISIA) TOTAL STATIONS: 4	69/11



ME ENAMORA
Juanes (Universal Latino)
WXYX +36, WPAT +30, KVVA +26, WKAQ +24, KXXS +21,
KEXA +19, XHPX +18, KSSE +15, WRMA +12, XLTN +12

ALGUIEN SOY YO
Enrique Iglesias (InterScope/Universal Latino)
XAVO +42, KRIO +33, KXXS +25, KQKQ +9, KTCY +12,
XHPX +11, WAMR +3, WIOA +2, WKAQ +2

SOLO PARA TI
Camila (Sony BMG Norte)
WFID +32, WXYX +19, WKAQ +18, XHPX +11, KEXA +10,
WPAT +8, KQKQ +6, WIOA +6, XAVO +5, XLTN +5

DE QUE SIRVE
Reik (Sony BMG Norte)
WKAQ +23, WFID +21, WIOA +18, WIAC +16, KTCY +11,
KQKQ +8, KXXS +3, XAVO +3

BAILA MI CORAZON
Belanova (Universal Latino)
WKAQ +20, WXYX +17, KRIO +9, XHPX +8, KVVA +8,
KSSE +7, KEXA +6, WFID +6, XAVO +4, XHPX +3

FOR WEEK ENDING SEPTEMBER 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
27 Latin pop, 15 tropical and 10 Latin rhythm stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2007 Nielsen Business Media, Inc. All rights reserved.

LATIN POP MONITORED REPORTERS

WWVA/Atlanta, GA
OM: Clay Hunnicutt
PD/Md: Robbie Ramirez

KXXS/Austin, TX
OM/PD: Romeo Herrera
MD: Julieta Jil

KPSL/Bakersfield, CA
PD: Isidro Roman

KTCY/Dallas, TX
PD: Javier Casanova

XHPX/El Paso, TX
PD: David Castillo

KMMM/Fresno, CA
PD: Jorge Guillen

KLLO/Houston, TX
OM/PD: Vince Richards

KQKQ/Houston, TX
PD: Ezequiel Gonzalez
MD: Raquenell Villarreal

KLVE/Los Angeles, CA
PD: Jose Santos

KSSE/Los Angeles, CA
OM: Elias Autran
PD: Nestor Rocha
APD: Andrea Becerra

KWIZ/Los Angeles, CA
PD: Eddie Leon

XAVO/McAllen, TX
OM: Jeff Koch
PD: Juan Facundo

WAMR/Miami, FL
PD: Pedro Javier Gonzalez

WMGE/Miami, FL
OM: Rod Phillips
PD: Rogelio Alfonso
MD: Raymond Hernandez

WRMA/Miami, FL
OM/PD: Tony Campos

KEXA/Monterey, CA
PD: Vicente Romero

WPAT/New York, NY
PD: Tony Luna

KVVA/Phoenix, AZ
PD: Edgar Pineda

WFID/Puerto Rico
PD: Lucy-Ann Ramos

WIAC/Puerto Rico
PD: Valerie Mejia

WIOA/Puerto Rico
PD: Fernando De Hostos

WKAQ/Puerto Rico
PD: Carlos Gonzalez
APD: Natalia Cuevas

WXYX/Puerto Rico
PD/MD: Herman Davila

KBMG/Salt Lake City, UT
OM: Carlos Martin Valdez
PD: Ana Perez

KRIO/San Antonio, TX
OM: Robin Flores
PD/MD: Manny Herrera

XHFG/San Diego, CA
PD: Elvis Valle

XLTN/San Diego, CA
PD: Libia Sauza

► **JUAN LUIS GUERRA** MOVES TO NO. 1 ON THE TROPICAL CHART WITH "LA TRAVESIA," THE THIRD SINGLE AND SECOND CHART-TOPPER FROM HIS CURRENT ALBUM "LA LLAVE DE MI CORAZON."



TROPICAL

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
					TW	+/-	MILLIONS	RANK
1	7	1	LA TRAVESIA JUAN LUIS GUERRA Y 440	NO. 1 (1WK) EMI TELEVISIA	349	+24	3.828	2
2	15	2	MI GENTE MARC ANTHONY	SONY BMG NORTE	331	-6	4.245	1
3	35	3	MI CORAZONCITO AVENTURA	PREMIUM LATIN	307	+1	3.318	4
4	11	4	NO LLORES GLORIA ESTEFAN	BURGUNDY/SONY BMG NORTE	269	+26	3.232	5
5	14	5	NO TE VEO CASA DE LEONES	WARNER LATINA	266	-2	2.489	8
6	12	6	MALDITO AMOR ANDY ANDY	EMI TELEVISIA	255	-6	2.347	10
7	12	7	ELLA ME LEVANTO DADDY YANKEE	EL CARTEL/INTERSCOPE	213	-11	2.668	6
8	2	8	ME ENAMORA JUANES	MOST INCREASED PLAYS UNIVERSAL LATINO	207	+54	3.803	3
9	33	9	MAS QUE TU AMIGO TITO NIEVES	LA CALLE/UNIVISION	194	-8	1.668	15
10	16	10	ME SIENTO VIVO MICHAEL STUART	MACHETE	187	-12	1.391	16
11	20	11	LA FOTO SE ME BORRO ELVIS CRESPO	MACHETE	172	-14	1.054	21
12	5	12	SI NOS DUELE VICTOR MANUELLE	AIRPOWER/MOST ADDED SONY BMG NORTE	165	+41	2.364	9
13	19	13	CONECTATE OPTIMO	SONY BMG NORTE	141	-4	1.059	20
14	16	14	SI LA VES POR AHI EL GRAN COMBO DE PUERTO RICO	DISCOS 605/SONY BMG NORTE	139	-46	1.010	22
15	10	15	AYER LA VI DON OMAR	VI/MACHETE	137	+15	2.332	11
16	25	16	DIME QUE FALTO ZACARIAS FERREIRA	M.P./JVN/J & N	133	+1	2.552	7
17	6	17	DESEOS DE AMARTE DOMINIC MARTE	M.P./JVN/J & N	124	+29	0.360	40
18	7	18	TU JEREMIAS	UNIVERSAL LATINO	123	-28	0.796	27
19	2	19	SOLO DIME QUE SI TITO "EL BAMBINO"	EMI TELEVISIA	117	-5	0.595	33
20	19	20	CORTAME LAS VENAS TONO ROSARIO	UNIVERSAL LATINO	117	-12	1.247	18
21	7	21	COMO FUI A ENAMORARME DE TI TITO NIEVES	LA CALLE/UNIVISION	116	-3	0.822	25
22	5	22	AMAR O MORIR MIGUEL ANGEL	TIGER	102	-2	0.409	38
23	5	23	VIVA LA ESPERANZA SALSA KIDS	APOLLO/SONY BMG NORTE	98	-14	0.643	30
24	4	24	ANTES DE QUE TE VAYAS TITO ROJAS	M.P./JVN/J & N	97	+3	1.671	14
25	16	25	Y SI TE DIGO FANNY LU	UNIVERSAL LATINO	95	-12	0.817	26
26	4	26	DEBIL LENY	UNIVERSAL LATINO	92	+3	0.216	-
27	8	27	S LETRAS ALEXIS & FIDO	SONY BMG NORTE	89	+12	0.426	36
28	4	28	QUE TE PICA NOTCH	CINCO POR CINCO/MACHETE	83	+1	0.970	23
29	3	29	ZUN DADA ZION	BABY/CMG/SRC/UNIVERSAL MOTOWN	77	0	1.694	13
30	4	30	NO PENSE ENAMORARME OTRA VEZ MYRIAM HERNANDEZ	LA CALLE/UNIVISION	75	-12	0.114	-
31	5	31	OJALA PUDIERA BORRARTE MANA	WARNER LATINA	74	-8	0.631	31
32	2	32	LLORE Y LLORE ELVIS CRESPO	MACHETE	73	-3	1.346	17
33	4	33	TRADICIONAL A LO BRAVO TEGO CALDERON	WARNER LATINA	72	-13	0.316	-
34	NEW	34	LA AMAS COMO YO KARIS FEATURING KEN-Y	PINA/UNIVERSAL LATINO	70	+22	0.165	-
35	6	35	EN QUE FALLAMOS IVY QUEEN	UNIVISION	69	-6	0.084	-
36	4	36	CARITA DE ANGEL INVASION FEATURING ANGEL & KHRIZ	VI/MACHETE	68	+12	1.132	19
37	5	37	TUYA JENNIFER PENA	UNIVISION	64	-32	0.067	-
38	RE-ENTRY	38	YO TE QUIERO WISIN & YANDEL	WY/MACHETE	59	+9	0.699	29
39	12	39	NUESTRO AMOR ES ASI MACNATE	VI/MACHETE	56	-29	0.140	-
40	NEW	40	TE VOY A PERDER ALEJANDRO FERNANDEZ	SONY BMG NORTE	54	-14	0.250	-

LATIN RHYTHM

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
					TW	+/-	MILLIONS	RANK
1	12	1	ELLA ME LEVANTO DADDY YANKEE	NO. 1 (7 WKS) EL CARTEL/INTERSCOPE	485	-24	7.735	1
2	21	2	NO TE VEO CASA DE LEONES	WARNER LATINA	450	-14	7.574	3
3	31	3	MI CORAZONCITO AVENTURA	PREMIUM LATIN	427	-9	7.591	2
4	18	4	AYER LA VI DON OMAR	VI/MACHETE	423	-43	6.546	4
5	3	5	SOLO DIME QUE SI TITO "EL BAMBINO"	EMI TELEVISIA	360	+15	6.464	5
6	23	6	LORARAS R.K.M. & KEN-Y	PINA/UNIVERSAL LATINO	314	+21	6.230	7
7	20	7	YO TE QUIERO WISIN & YANDEL	WY/MACHETE	263	+16	5.934	8
8	19	8	NUESTRO AMOR ES ASI MACNATE	VI/MACHETE	261	-35	3.563	11
9	9	9	CARITA DE ANGEL INVASION FEATURING ANGEL & KHRIZ	VI/MACHETE	252	+32	2.555	17
10	15	10	ZUN DADA ZION	BABY/CMG/SRC/UNIVERSAL MOTOWN	236	+3	6.422	6
11	15	11	S LETRAS ALEXIS & FIDO	SONY BMG NORTE	208	+13	3.987	9
12	40	12	IGUAL QUE AYER R.K.M. & KEN-Y	PINA/UNIVERSAL LATINO	208	-4	2.186	21
13	24	13	IMPACTO DADDY YANKEE FEATURING FERGIE	EL CARTEL/INTERSCOPE	200	+10	1.913	31
14	2	14	ME ENAMORA JUANES	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED UNIVERSAL LATINO	199	+87	2.402	18
15	12	15	BEAUTIFUL GIRLS SEAN KINGSTON	BELUGA HEIGHTS/EPIC/KOC 4	187	-8	2.364	19
16	7	16	TRADICIONAL A LO BRAVO TEGO CALDERON	WARNER LATINA	185	-4	2.888	15
17	11	17	MUEVELO CRUZ MARTINEZ PRESENTA LOS SUPER REYES	WARNER LATINA	182	-46	1.378	40
18	24	18	THE WAY SHE MOVES ZION FEATURING AKON	BABY/CMG/SRC/UNIVERSAL MOTOWN	164	-42	3.242	13
19	11	19	TODO CAMBIO CAMILA	SONY BMG NORTE	161	+12	1.004	-
20	6	20	EL MELLAO VOLTIO	SONY BMG NORTE	154	-5	3.033	14
21	20	21	LEAN LIKE A CHOLO DOWN A.K.A. KILO	SILENT GIANT/MACHETE	152	+12	2.029	27
22	9	22	OJALA PUDIERA BORRARTE MANA	WARNER LATINA	151	+48	1.215	-
23	4	23	QUE TE PICA NOTCH	CINCO POR CINCO/MACHETE	149	+24	3.845	10
24	10	24	MALDITO AMOR ANDY ANDY	EMI TELEVISIA	132	-2	1.264	-
25	5	25	A BAY BAY HURRICANE CHRIS	POLO GROUNDS/RMG	113	+7	1.999	29
26	2	26	BESAME SIN MIEDO RBD	EMI TELEVISIA	112	+49	0.828	-
27	2	27	OH OH PORQUE TE ESTAN VELANDO R.K.M. & KEN-Y	PINA/UNIVERSAL LATINO	110	+24	1.993	30
28	14	28	WHINE UP KAT DELUNA FEAT. JUNG ELEPHANT MAN	EPIC	107	+6	1.531	35
29	4	29	THE WAY I ARE TIMBALAND FEATURING KERI HILSON	MOSLEY/BLACKGROUND/INTERSCOPE	104	+21	3.287	12
30	13	30	PERDONAME LA FACTORIA	UNIVERSAL LATINO	98	-6	1.286	-
31	3	31	DELIRANDO ECHO PRESENTS INVASION FEATURING WISIN Y YANDEL	VI/MACHETE	95	+8	1.729	33
32	NEW	32	PA'L NORTE CALLE 13 FEATURING ORISHAS	SONY BMG NORTE	94	+50	2.104	23
33	8	33	POBRE CORAZON DIVINO	UNIVISION	91	+8	1.475	37
34	8	34	ADONDE SE FUE XTREME	LA CALLE/UNIVISION	89	-14	1.442	38
35	8	35	NO LLORES GLORIA ESTEFAN	BURGUNDY/SONY BMG NORTE	88	-7	0.443	-
36	19	36	EN QUE FALLAMOS IVY QUEEN	UNIVISION	86	+9	1.688	34
37	12	37	Y SI TE DIGO FANNY LU	UNIVERSAL LATINO	81	+9	0.525	-
38	RE-ENTRY	38	AMOR DE POBRE ZION FEATURING EDDIE DEE	BABY/CMG/SRC/UNIVERSAL MOTOWN	75	+13	1.515	36
39	NEW	39	SENTIMIENTO IVY QUEEN	UNIVISION	69	+13	0.670	-
40	NEW	40	CYCLONE BABY BASH FEATURING T-PAIN	ARISTA/RMG	67	+13	2.613	16

TROPICAL & LATIN RHYTHM MONITORED REPORTERS

TROPICAL	WNUE/Orlando, FL PD: Rafael Grullon MD: Jose Martinez	WPMZ/Providence, RI PD: Zoilo Garcia MD: Dilson Mendez, Jr.	WLZL/Washington, DC PD: Aracely Rivera	KLLE/Fresno, CA PD: Al Sanchez MD: Ramona Rivera	KVIB/Phoenix, AZ OM/PD: Josh Villa APD: Mark Garcia
WNNW/Easton, MA OM: Kevin Wright PD: John / McKenzie	WRUM/Orlando, FL PD: Raymond Torres	WPRM/Puerto Rico PD: Jorge Pabon	LATIN RHYTHM	WTLQ/Ft. Myers, FL PD: Hector Velazquez	WODA/Puerto Rico OM: Jose Nelson PD/MD: Rogie Gallart
WLAT/Hartford, CT PD/MJ Nelson Brudys	WEMG/Philadelphia, PA PD: DJ Frankie	WZNT/Puerto Rico PD: Pedro Arroyo	WVIV/Chicago, IL OM/PD: Cesar Canales APD: Lucy Herrera MD: Armado Reyes	KXOL/Los Angeles, CA OM: Pio Ferro PD: Jarry Pulles	WVOZ/Puerto Rico PD: Jamie Ortiz MD: Edgar Diaz
WXDJ/Miami, FL PD: Gina "Latino" Reyes	WUBA/Philadelphia, PA OM: Thea Mitchem PD: Juan Arroyo	WSPR/Springfield, MA PD: Marcos Rivera	KFZO/Dallas, TX OM: Andy Lockridge PD: Chayar Ortuno APD: Alejandro Covarrubias	WCAA/New York, NY OM: Pete Manriquez PD: Tony Santos MD: DJ Kazanova	KVVZ/San Francisco, CA PD: Bismarck Espinoza
WSKQ/New York, NY PD: Jorge Mier	WKKB/Providence, RI PD: Darwin Garcia	WYUU/Tampa, FL OM: Mike Culotta PD: Ricardo Blanco MD: Carlos Jose Peralta			



NATIONAL AIRPLAY OVERVIEW



The Billboard 200 is based on a national sample of retail stores, mass merchant, direct-to-consumer transactions and internet sales (both physical albums via internet, as well as downloaded albums from such services as iTunes). Hot Digital Songs - The top 75 paid download songs sold via the internet.

Billboard TOP COUNTRY ALBUMS

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	Title	CERT.	PEAK POSITION
1	1	1	REBA MCENTIRE MCA NASHVILLE 008903/UMGN (13.98)	Reba Duets		1
2	1	2	KENNY CHESNEY BNA 11457 SBN (18.98)	Just Who I Am: Poets & Pirates		1
3	3	1	TAYLOR SWIFT BIG MACHINE 120102 (18.98)	Taylor Swift		1
4	5	3	TIM MCGRAW CURB 78974 (18.98)	Let It Go		1
5	4	2	BRAD PAISLEY ARISTA NASHVILLE 07171/SBN (18.98)	5th Gear		1
6	7	6	SUGARLAND MERCURY 007411/UMGN (13.98)	Enjoy The Ride		2
7	10	8	RASCAL FLATTS LYRIC STREET 141075 HOLLYWOOD (18.98)	Me And My Gang		4
8	8	5	CARRIE UNDERWOOD ARISTA ARISTA NASHVILLE 71197/RMG (18.98)	Some Hearts		6
9	6	4	LYLE LOVETT AND HIS LARGE BAND CURB LOST HIGHWAY 00896/UMGN (13.98) +	It's Not Big It's Large		1
10	2	2	TRISHA YEARWOOD MCA NASHVILLE 008776/UMGN (13.98)	Greatest Hits		2
11	9	7	TOBY KEITH SHOW DOG NASHVILLE 005 (18.98)	Big Dog Daddy		1
12	11	9	BIG & RICH WARNER BROS 43255 WRN (18.98)	Between Raising Hell And Amazing Grace		1
13	12	12	JASON ALDEAN BROKEN BOW 7047 (17.98)	Relentless		1
14	17	13	ALISON KRAUSS ROUNDER 610555 (17.98)	A Hundred Miles Or More: A Collection		1
15	16	15	TIM MCGRAW CURB 78891 (18.98)	Greatest Hits Vol 2: Reflected		1
16	15	17	KEITH URBAN CAPITOL NASHVILLE 77087 (18.98)	Love, Pain & The Whole Crazy Thing		1
17	29	34	GREATEST GAINER ALAN JACKSON ACR/ARISTA NASHVILLE 80281/SBN (18.98)	Precious Memories		1
18	13	10	TRAVIS TRITT CATEGORY 5 500103 (18.98)	The Storm		1
19	18	14	LUKE BRYAN CAPITOL NASHVILLE 63251 (12.98)	I'll Stay Me		1
20	19	16	RODNEY ATKINS CURB 78945 (18.98)	If You're Going Through Hell		1
21	14	11	JOE NICHOLS UNIVERSAL SOUTH 008888 (13.98)	Real Things		1
22	24	23	MONTGOMERY GENTRY COLUMBIA 94888 SBN (18.98)	Some People Change		5
23	23	19	MIRANDA LAMBERT COLUMBIA 78932 SBN (18.98)	Crazy Ex-Girlfriend		1
24	25	27	JASON MICHAEL CARROLL ARISTA NASHVILLE 01487 SBN (12.98)	Waitin' In The Country		1
25	22	21	TRACY LAWRENCE ROCKY COMFORT 90012 (12.98)	For The Love		6

VIDEO CHANNELS

MTV	VH1	BET	CMT
<p>Sr VP/Music & Talent: Amy Doyle VP/Music & Talent: Peter Baron Viacom 212-258-8000</p> <p>1 Nicole Scherzinger, Whatever U Like 14 15 2 Chris Brown, Wall To Wall 13 19 3 Kelly Rowland, Do It 7 11 4 Foo Fighters, The Pretender 10 5 5 Rihanna, Shut Up And Drive 10 10 6 Soulja Boy, Crank That (Soulja Boy) 9 3 7 Timbaland, The Way I Are 9 3 8 Gym Class Heroes, Clothes Off! 9 9 9 Fall Out Boy, The Take Over, The Breaks 9 9 10 Linkin Park, Bleed It Out 9 10 11 Justin Timberlake, LoveStoned 9 10 12 Mark Ronson, Stop Me 8 9 13 50 Cent, Ayo Technology 8 13 14 Justice, D.A.N.C.E. 7 4 15 Amy Winehouse, Tears Dry On Their Own 7 4 16 Nickelback, Rockstar 7 5 17 Paramore, Misery Business 7 6 18 Kanye West, Stronger 7 12 19 Maroon 5, Wake Up Call 7 12 20 Natasha Bedingfield, Soul Mate 6 14 21 T.I., You Know What It Is 5 1 22 50 Cent, I Get Money 5 2 23 Common, Driven Me Wild 5 2 24 Avril Lavigne, When You're Gone 5 9 25 Ice Cube, You Can Do It 4 0 26 50 Cent, What Up Gangsta 4 1 27 The Game, Hula Hoop Love It 4 1 28 Akon, Sorry, Blame It On Me 4 2 29 Keyshia Cole, Let It Go 4 2 30 50 Cent, Amusement Park 4 2</p>	<p>Exec: VP/Talent & Music: Rick Krim Sr VP/Music & Talent: Bruce Gilmer VP/Music & Talent: Sandy Alouette Viacom 212-258-7800</p> <p>1 Foo Fighters, The Pretender 46 18 2 Nickelback, Rockstar 26 26 3 Forgue, Big Girls Don't Cry 23 25 4 Pink, Who Knew 23 24 5 matchbox twenty, How Far We've Come 22 18 6 Kanye West, Stronger 21 19 7 Avril Lavigne, When You're Gone 20 21 8 Lifehouse, First Time 20 21 9 James Blunt, 1973 19 50 10 Bon Jovi, Lost Highway 18 4 11 Maroon 5, Wake Up Call 18 20 12 A Fine Frenzy, Almost Lover 16 14 13 Silverchair, Straight Lines 15 12 14 Rooney, When Did Your Heart Go 15 12 15 Jennifer Lopez, Do It Well 15 12 16 Bruce Springsteen, Radio Nowhere 15 14 17 Justin Timberlake, LoveStoned 14 13 18 Feist, 1, 2, 3, 4 14 13 19 Colbie Caillat, Bubbly 14 13 20 Lil' Mama, Lip Lip Lip 13 13 21 Vanessa Carlton, Noita Fairytale 12 14 22 Eagles, How Long 9 0 23 KT Tunstall, Head On 9 0 24 Melissa Etheridge, Massage To Myself 9 8 25 Finger Eleven, Paralyzer 9 9 26 Pat Monahan, Her Eyes 8 8 27 Mark Ronson, Let's Go Crazy 8 8 28 John Mayer, Going On The Road To 8 8 29 The Last Goodnight, Pictures Of You 7 5 30 Nelly Furtado, Do It 7 12</p>	<p>VP/Music Prog: Stephen Hill MD: Kelly G Viacom 212-975-4055</p> <p>1 Justice, DANCE 7 4 2 Nickelback, Rockstar 7 5</p>	<p>VP/Music Pgmng: Evan Krott Viacom 615-335-8400</p> <p>1 Carrie Underwood, So Small 71 0 2 Trisha Yearwood, Heaven, Heartache 22 25 3 Reba McEntire, Duets With Kelly Clarkson, Because 22 28 4 Brad Paisley, Online 21 24 5 Brooks & Dunn, Proud Of The House We 20 24 6 Toby Keith, Love Me If You Can 20 19 7 Kenny Chesney, Don't Blink 19 19 8 Sara Evans, As If 17 23 9 Josh Turner, Tracetracker 16 11 10 Sugarland, Stay 16 22 11 LeAnn Rimes, Nothin' Better To Do 15 10 12 Taylor Swift, Picture To Burn 15 15 13 Linkin Park, Bleed It Out 14 18 14 Tim McGraw, With Faith Hill, I Need You 13 9 15 Rascal Flatts, Take Me There 12 9 16 Blake Shelton, The More I Drink 11 7 17 Trace Adkins, I Got My Game On 10 10 18 Tracey Lawrence, Fired Up Your Your 10 12 19 Luke Bryan, All My Friends Say 9 8 20 Brent Keith, Looking For A Road 9 16 21 Dierks Bentley, Free And Easy 9 17 22 Flynnville Train, Nowhere Than 8 6 23 Alison Krauss, Simple Love 8 6 24 Rodney Atkins, These Are My People 8 9 25 Joe Nichols, Another Side Of You 8 17 26 Rascal Flatts, Stay 8 6 27 Montgomery Gentry, What Do Ya Think 7 6 28 Kellie Pickler, I Wonder 7 7 29 Billy Ray Cyrus, Ready, Set, Don't Go 7 8 30 Sarah J. Johnson, The One In The Middle 7 8</p>

STREAMS

AOL Video On Demand	AOL Music
1 Soulja Boy, Crank That (Soulja Boy) 33,248	40,491
2 Kanye West, Stronger 25,555	8,191
3 Aly & AJ, Potential Breakup Song 19,231	20,614
4 Fall Out Boy, You Ate My Soul (I Me & You) 18,891	6,953
5 Nickelback, Rockstar 17,483	5,518
6 Tiffany Evans, Promise Ring 15,377	15,822
7 Zac Efron & Vanessa Anne Hudgens, You Are The Music In Me 15,244	16,115
8 P!nk, Hey There Delilah 15,176	0
9 J. Holiday, Bed 13,769	3,974
10 Akon, Sorry, Blame It On Me 13,685	16,626
11 Lil' Mama, Lip Lip Lip 10,586	9,617
12 Sean Kingston, Beautiful Girls 9,946	13,140
13 Linkin Park, Bleed It Out 7,513	2,952
14 Fergie, Big Girls Don't Cry 6,322	10,468
15 Britney Spears, Toxic 4,677	5,206
16 Linkin Park, In The End 4,201	4,479
17 Vanessa Hudgens, Say OK 3,853	3,853
18 Tiffany Evans, Let Me Be Your Angel 3,844	4,542
19 The Red Jumpsuit Apparatus, Face Down 3,435	4,102
20 Hurricane Chris, A Bay Bay 3,272	0

YAHOO! Video On Demand Music

John Lenehan	310-526-4300
1 Soulja Boy, Crank That (Soulja Boy) 370,490	424,278
2 Sean Kingston, Beautiful Girls 186,192	224,149
3 Reba McEntire, Duets With Kelly Clarkson, Because 176,549	7,252
4 Fergie, Big Girls Don't Cry 152,926	199,977
5 Rihanna, Umbrella 129,511	172,880
6 Aly & AJ, Potential Breakup Song 116,773	169,238
7 Akon, Sorry, Blame It On Me 110,320	131,569
8 Chris Brown, Wall To Wall 102,407	129,068
9 Kanye West, Stronger 98,352	89,919
10 The Way I Are 90,569	108,975
11 Jennifer Lopez, Do It Well 87,822	158,636
12 J. Holiday, Bed 83,297	97,638
13 Backstreet Boys, Inconsolable 83,248	69,622
14 Feist, 1, 2, 3, 4 83,204	6,721
15 50 Cent, Ayo Technology 81,254	86,277
16 Chris Brown, Kiss Kiss 79,859	13,906
17 Sean Kingston, Beautiful Girls 79,273	0
18 Avril Lavigne, When You're Gone 77,164	92,540
19 T-Pain, Bartender 75,986	100,145
20 Rihanna, Shut Up And Drive 68,121	84,154

AOL TOTAL STREAMS

AOL	TOTAL STREAMS
1 Soulja Boy, Crank That (Soulja Boy) 766,080	863,534
2 Sean Kingston, Beautiful Girls 553,397	659,446
3 Kanye West, Stronger 541,062	590,531
4 T-Pain, Bartender 510,739	627,537
5 50 Cent, Ayo Technology 501,320	615,662
6 Fergie, Big Girls Don't Cry 486,394	590,873
7 J. Holiday, Bed 449,736	400,433
8 Avril Lavigne, When You're Gone 446,218	529,563
9 Rihanna, Umbrella 408,251	518,200
10 Hurricane Chris, A Bay Bay 404,228	490,179
11 Avril Lavigne, Girlfriend 382,899	476,920
12 Keyshia Cole, Let It Go 369,097	414,994
13 Aly & AJ, Potential Breakup Song 358,130	450,738
14 Plain White T's, Hey There Delilah 351,508	411,936
15 50 Cent, Ayo Technology 346,140	376,016
16 Boys Like Girls, The Great Escape 340,636	418,342
17 Britney Spears, Gimme More 340,183	379,831
18 Fabolous, Make Me Better 331,460	394,362
19 Eliot Rubin, Wait For You 325,291	389,102
20 Timbaland, The Way I Are 320,832	373,375
21 Sean Kingston, Me Love 316,950	234,870
22 Rihanna, Shut Up And Drive 309,113	415,430
23 Jennifer Lopez, Do It Well 308,079	404,988
24 Kanye West, Never Again 293,297	332,808
25 Akon, Sorry, Blame It On Me 292,807	348,572
26 Shop Boyz, Party Like A Rockstar 291,535	325,572
27 Justin Timberlake, LoveStoned 290,731	336,088
28 Beyonce & Shakira, Beautiful Liar/Bello Embustero 290,022	369,272
29 Yung B, Sexy Lady 284,991	309,673
30 Maroon 5, Wake Up Call 281,471	275,030
31 Who Knew 278,158	327,570
32 Buy U A Drink 273,346	327,497
33 Ciara, Like A Boy 271,404	322,294
34 Ne-Yo, Because Of You 265,593	317,127
35 Rihanna, Hate That I Love You 264,447	195,226

Billboard HOT DIGITAL SONGS

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST (IMPRINT / PROMOTION LABEL)	CERT.	THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST (IMPRINT / PROMOTION LABEL)	CERT.
1	2	11	CRANK THAT (SOULJA BOY) SOULJA BOY (COLLIPARK/INTERSCOPE)			26	22	10	SORRY, BLAME IT ON ME AKON (KONVIC/UPFRONT SRC/UNIVERSAL MOTOWN)		36
2	1	9	STRONGER KANYE WEST (ROC-A-FELLA/DEF JAM/IDJMG)			27	29	16	FIRST TIME LIFEHOUSE (GEFFEN)		37
3	6	3	HOW FAR WE'VE COME MATCHBOX TWENTY (MELISMA ATLANTIC)			28	14	2	I GET MONEY 50 CENT (SHADY AFTERMATH/INTERSCOPE)		38
4	3	7	AYO TECHNOLOGY 50 CENT (SHADY/AFTERMATH/INTERSCOPE)			29	32	7	BLEED IT OUT LINKIN PARK (WARNER BROS.)		39
5	7	10	BUBBLY COLBIE CAILLAT (UNIVERSAL REPUBLIC)			30	26	2	DON'T BLINK KENNY CHESNEY (BNA)		40
6	5	16	THE WAY I ARE TIMBALAND (MOSLEY/BLACKGROUND/INTERSCOPE)			31	33	12	WHEN YOU'RE GONE AVRIL LAVIGNE (RCA/RMG)		41
7	23	2	1, 2, 3, 4 FEIST (CHERRYTREE/POLYDOR/INTERSCOPE)			32	45	6	THE PRETENDER FOO FIGHTERS (ROSWELL/RCA/RMG)		42
8	8	22	ROCKSTAR NICKELBACK (ROADRUNNER)			33	-	1	DO IT WELL JENNIFER LOPEZ (EPIC)		43
9	4	2	GOOD LIFE KANYE WEST (ROC-A-FELLA/DEF JAM/IDJMG)			34	-	2	1973 JAMES BLUNT (CUSTARD ATLANTIC)		44
10	15	8	APOLOGIZE TIMBALAND (MOSLEY/BLACKGROUND/INTERSCOPE)			35	40	5	OVER YOU DAUGHTRY (RCA/RMG)		45
11	13	6	WAKE UP CALL MAROON 5 (A&M/OCTONE/INTERSCOPE)			36	34	18	PARTY LIKE A ROCKSTAR SHOP BOYZ (ONDECK/UNIVERSAL REPUBLIC)		46
12	9	2	NO ONE ALICIA KEYS (J/RMG)			37	30	6	I GOT IT FROM MY MAMA WILL I.A.M. (WILL I.A.M./INTERSCOPE)		47
13	12	23	BIG GIRLS DON'T CRY FERGIE (WILL I.A.M. A&M/INTERSCOPE)			38	39	11	PARALYZER FINGER ELEVEN (WIND-UP)		48
14	13	8	ME LOVE SEAN KINGSTON (BELUGA HEIGHTS/EPIC)			39	37	24	THANKS FR TH MMRS FALL OUT BOY (FUELED BY RAMEN/ISLAND/IDJMG)		49
15	27	9	CYCLONE BABY BASH FEAT T-PAIN (ARISTA/RMG)			40	35	13	POTENTIAL BREAKUP SONG ALY & AJ (HOLLYWOOD)		50
16	11	16	SHUT UP AND DRIVE RIHANNA (SRP/DEF JAM/IDJMG)			41	60	2	HATE THAT I LOVE YOU RIHANNA FEAT. NE-YO (SRP/DEF JAM/IDJMG)		
17	20	11	LOVESTONED JUSTIN TIMBERLAKE (JIVE ZOMBA)			42	43	11	MISERY BUSINESS PARAMORE (FUELED BY RAMEN/ATLANTIC/LAVA)		
18	23	6	BARTENDER T-PAIN FEAT AKON (KONVIC/NAPPY BOY/JIVE/ZOMBA)			43	47	4	SO SMALL CARRIE UNDERWOOD (ARISTA ARISTA NASHVILLE)		
19	18	25	HEY THERE DELILAH PLAIN WHITE T'S (FEARLESS/HOLLYWOOD)			44	36	7	S.O.S. JONAS BROTHERS (HOLLYWOOD)		
20	17	14	A BAY BAY HURRICANE CHRIS (POLO GROUNDS/J/RMG)			45	41	9	LET IT GO KEYSHIA COLE (IMANI/GEFFEN)		
21	24	10	WHO KNEW PINK (LAFACE/ZOMBA)			46	42	20	WAIT FOR YOU ELLIOTT YAMIN (HICKORY)		
22	15	18	UMBRELLA RIHANNA FEAT JAY-Z (SRP/DEF JAM/IDJMG)			47	49	15	TEENAGERS MY CHEMICAL ROMANCE (REPRISE)		
23	19	9	BEAUTIFUL GIRLS SEAN KINGSTON (BELUGA HEIGHTS/EPIC KOCH)			48	31	4	CAN'T TELL ME NOTHING KANYE WEST (ROC-A-FELLA/DEF JAM/IDJMG)		
24	25	18	THE GREAT ESCAPE BOYS LIKE GIRLS (COLUMBIA)			49	48	11	SHAWTY PLIES FEAT T-PAIN (SLIP-N-SLIDE ATLANTIC)		
25	23	8	BED J HOLIDAY (MUSIC LINE/CAPITOL)			50	56	4	I DON'T WANNA BE IN LOVE (DANCE FLOOR ANTHEM) GOOD CHARLOTTE (DAYLIGHT/EPIC)		

Great American Country

MD Tony Trovato	Scripts 615-327-7525
1 Rascal Flatts, Take Me There 42 12	
2 Brad Paisley, Online 36 28	
3 Reba McEntire, Duets With Kelly Clarkson, Because 32 27	
4 Dierks Bentley, Free And Easy 32 27	
5 Brooks & Dunn, Proud Of The House We 29 19	
6 Craig Morgan, Tough 28 15	
7 Kenny Chesney, Don't Blink 26 26	
8 Sugarland, Everyday 26 26	
9 Toby Keith, Love Me If You Can 26 27	
10 Miranda Lambert, Famous In A Small 25 28	
11 Jason Michael Carroll, Lynn Our Love 24 21	
12 Rodney Atkins, These Are My People 24 23	
13 Tim McGraw, With Faith Hill, I Need You 24 24	
14 Trace Lawrence, Fired Up Your Your 23 16	
15 Sara Evans, Tracetracker 22 29	
16 Martina McBride, How I Feel 22 27	
17 Trace Adkins, I Got My Game On 22 0	
18 Trisha Yearwood, Heaven, Heartache 22 15	
19 Timbaland, The Way I Are 22 29	
20 Little Big Town, I'm With The Band 21 15	
21 Big & Rich, Lost In This Moment 21 22	

R&R OPPORTUNITIES

OPPORTUNITIES

EAST

DOS - Multiple Markets

Live, work and play in Wyoming. Take control of your future with this long established, privately held radio company. Lead sales teams and work with GM's to grow revenue in multiple markets. Be accountable for yourself and those you supervise. EOE. Résumé to bobr@nebcast.com

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- Can you lead a team and inspire excellence?
- Do you have a history of achieving sales goals and outperforming the competition?
- Are you well versed in inventory management and the digital world?
- Do you have a background with CHR, Active Rock, or other new music formats?

If you can answer yes to some or all of these, we should talk! A college degree is preferred with two years related experience and/or training, or equivalent combination of education/experience. Submit cover letter, résumé and salary requirements to: Clear Channel Radio Attn: Hiring Manager 1600 Utica Ave S Ste 400, Minneapolis MN 55416 employment@clearchannel.com

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POSITIONS SOUGHT

Talk show host/producer seeks new gig. 7 years on major market station. Excellent with interviews, callers, and research. Law degree. Park806@aol.com

Sharp news writing, voice, copy, and delivery, plus show prep ability with digital experience. Industrious with strong initiative. Paul 972-240-0068, mikeharrell34@tx.rr.com

Great attitude, creative writing, digital production, strong work ethics, fluently bilingual, live on-air experience. Call Maria Lopez 972-339-8644 luisa411@hotmail.com

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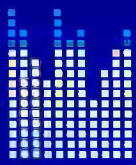
Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PST), eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" x 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Only free positions sought ads are accepted by e-mail to: rcorrea@radioandrecords.com. Address all 20-word ads to R&R Free Opportunities, 5055 Wilshire Blvd., Suite 600, Los Angeles, Ca. 90036.

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CHR/TOP 40

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	13	WHO KNEW PINK	NO. 1 (1 WK)	☆	LAFACE/ZOMBA
2	1	15	THE WAY I ARE TIMBALAND FEATURING KERI HILSON		11	MOSLEY/BLACKGROUND/INTERSCOPE
3	3	20	BIG GIRLS DON'T CRY FERGIE		11 ²	WILL.I.AM/A&M/INTERSCOPE
4	4	12	LOVESTONED JUSTIN TIMBERLAKE		☆	JIVE/ZOMBA
5	9	9	STRONGER KANYE WEST			ROC-A-FELLA/DEF JAM/IDJMG
6	6	17	ROCKSTAR NICKELBACK		11 ² ☆	ROADRUNNER/ATLANTIC/LAVA
7	5	23	WAIT FOR YOU ELLIOTT YAMIN		11 ☆	HICKORY
8	8	19	THE GREAT ESCAPE BOYS LIKE GIRLS			COLUMBIA
9	10	13	WHEN YOU'RE GONE AVRIL LAVIGNE		☆	RCA/RMG
10	7	18	HEY THERE DELILAH PLAIN WHITE T'S		11 ² ☆	FEARLESS/HOLLYWOOD

#1 MOST ADDED

APOLOGIZE Timbaland Feat. OneRepublic (MOSLEY/BLACKGROUND/INTERSCOPE)

#1 MOST INCREASED PLAYS

APOLOGIZE Timbaland Feat. OneRepublic (MOSLEY/BLACKGROUND/INTERSCOPE)

TOP 5 NEW AND ACTIVE

DO IT WELL Jennifer Lopez (EPIC)

TATTOO Jordin Sparks (JIVE/ZOMBA)

I'M LIKE A LAWYER...(ME & YOU) Fall Out Boy (FUELED BY RAMEN/ISLAND/IDJMG)

BED J. Holiday (MUSIC LINE/CAPITOL)

BABY LOVE Nicole Scherzinger (INTERSCOPE)

COMPLETE CHR/TOP 40 CHART ON PAGE 57

RHYTHMIC

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	10	CRANK THAT (SOULJA BOY) SOULJA BOY	NO. 1 (2 WKS)	☆	COLLIPARK/INTERSCOPE
2	2	14	SHAWTY PLIES FEATURING T-PAIN		11	SLIP-N-SLIDE/ATLANTIC
3	4	12	STRONGER KANYE WEST			ROC-A-FELLA/DEF JAM/IDJMG
4	3	14	LET IT GO KEYSHIA COLE FEATURING MISSY ELLIOTT & LIL KIM		11 ☆	IMANI/GEFFEN/INTERSCOPE
5	6	6	BED J. HOLIDAY		☆	MUSIC LINE/CAPITOL
6	7	14	CYCLONE BABY BASH FEATURING T-PAIN		☆	ARISTA/RMG
7	5	15	THE WAY I ARE TIMBALAND FEATURING KERI HILSON		11 ☆	MOSLEY/BLACKGROUND/INTERSCOPE
8	8	20	MAKE ME BETTER FABOLOUS FEATURING NE-YO		11 ☆	DESERT STORM/DEF JAM/IDJMG
9	13	7	BABY DON'T GO FABOLOUS FEATURING JERMAINE DUPRI		11 ☆	DESERT STORM/DEF JAM/IDJMG
10	9	20	BARTENDER T-PAIN FEATURING AKON		11 ☆	KONVICT/NAPPY BOY/JIVE/ZOMBA

#1 MOST ADDED

GOOD LIFE Kanye West Feat. T-Pain (ROC-A-FELLA/DEF JAM/IDJMG)

#1 MOST INCREASED PLAYS

GOOD LIFE Kanye West Feat. T-Pain (ROC-A-FELLA/DEF JAM/IDJMG)

TOP 5 NEW AND ACTIVE

GIMME MORE Britney Spears (JIVE/ZOMBA)

MY DRINK N' MY 2 STEP Cassidy Feat. Swizz Beatz (FULL SURFACE/J/RMG)

DO IT WELL Jennifer Lopez (EPIC)

CAN WE CHILL Ne-Yo (DEF JAM/IDJMG)

GIRLS KISS GIRLS Pittsburgh Slim (DEF JAM/IDJMG)

COMPLETE RHYTHMIC CHART ON PAGE 60

URBAN

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	12	BED J. HOLIDAY	NO. 1 (2 WKS)	☆	MUSIC LINE/CAPITOL
2	2	13	CRANK THAT (SOULJA BOY) SOULJA BOY		☆	COLLIPARK/INTERSCOPE
3	3	16	LET IT GO KEYSHIA COLE FEATURING MISSY ELLIOTT & LIL KIM		11 ☆	IMANI/GEFFEN
4	5	18	UNTIL THE END OF TIME JUSTIN TIMBERLAKE		☆	JIVE/ZOMBA
5	4	17	SHAWTY PLIES FEATURING T-PAIN		11	SLIP-N-SLIDE/ATLANTIC
6	6	8	I GET MONEY SO CENT			SHADY/AFTERMATH/INTERSCOPE
7	7	10	YOU KNOW WHAT IT IS T.I. FEATURING WYCLEF JEAN		☆	GRAND HUSTLE/ATLANTIC
8	11	4	NO ONE ALICIA KEYS		☆	J/RMG
9	9	9	INT'L PLAYERS ANTHEM (I CHOOSE YOU) UGK FEATURING OLTKAST		☆	UGK/JIVE/ZOMBA
10	15	7	DUFFLE BAG BOY PLAYAZ CIRCLE FEATURING LIL WAYNE		☆	DTP/DEF JAM/IDJMG

#1 MOST ADDED

SOULJA GIRL Soulja Boy Feat. I-15 (COLLIPARK/INTERSCOPE)

#1 MOST INCREASED PLAYS

GOOD LIFE Kanye West Feat. T-Pain (ROC-A-FELLA/DEF JAM/IDJMG)

TOP 5 NEW AND ACTIVE

CRYING OUT FOR ME Mario (3RD STREET/J/RMG)

THE WAY I ARE Timbaland Feat. Keri Hilson (MOSLEY/BLACKGROUND/INTERSCOPE)

I WANT YOU Common (G.O.O.D./GEFFEN)

BLUE MAGIC Jay-Z (ROC-A-FELLA/DEF JAM/IDJMG)

POP BOTTLES Birdman Feat. Lil Wayne (CASH MONEY/UNIVERSAL MOTOWN)

COMPLETE URBAN CHART ON PAGE 64

URBAN AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	27	TEACH ME MUSIQ SOULCHILD	NO. 1 (11 WKS)		ATLANTIC
2	2	24	CAN U BELIEVE ROBIN THICKE			STAR TRAK/INTERSCOPE
3	3	30	WHEN I SEE U FANTASIA		11	J/RMG
4	5	10	BABY ANGIE STONE FEATURING BETTY WRIGHT			STAX/CNCORD
5	6	18	IF I HAVE MY WAY CHRISSETTE MICHELE			DEF JAM/IDJMG
6	4	51	PLEASE DON'T GO TANK		11	GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN
7	7	12	FUTURE BABY MAMA PRINCE			NPG/COLUMBIA
8	9	4	NO ONE ALICIA KEYS	MOST INCREASED PLAYS		J/RMG
9	8	13	DO YOU NE-YO			DEF JAM/IDJMG
10	11	27	DJ DON'T GERALD LEVERT			ATLANTIC

#1 MOST ADDED

AFTER TONIGHT Will Downing (PEAK/CNCORD)

#1 MOST INCREASED PLAYS

NO ONE Alicia Keys (J/RMG)

TOP 5 NEW AND ACTIVE

THERE'S ONLY YOU Luther Vandross (EPIC/LEGACY)

GRATEFUL Wanda Vaughn, Deniece Williams & Sherree Brown (PGR)

SUPERSTAR Bar-Kays (RIGHT NOW)

LATE NIGHT RENDEVOUS Carl Thomas (UMBRELLA/BUNGAO)

PUT YOU UP ON GAME Aretha Franklin With Fantasia (J/RMG)

COMPLETE URBAN AC CHART ON PAGE 66

COUNTRY

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	12	TAKE ME THERE RASCAL FLATTS	NO. 1 (3 WKS)	☆	LYRIC STREET
2	3	14	ONLINE BRAD PAISLEY	MOST INCREASED AUDIENCE	☆	ARISTA NASHVILLE
3	2	16	LOVE ME IF YOU CAN TOBY KEITH		☆	SHOW DOG NASHVILLE
4	4	17	PROUD OF THE HOUSE WE BUILT BROOKS & DUNN		☆	ARISTA NASHVILLE
5	6	5	DON'T BLINK KENNY CHESNEY		☆	BNA
6	5	35	ALL MY FRIENDS SAY LUKE BRYAN			CAPITOL NASHVILLE
7	8	19	IF YOU'RE READING THIS TIM MCGRAW		☆	CURB
8	7	4	MORE THAN A MEMORY GARTH BROOKS		☆	PEARL/BIG MACHINE
9	10	18	FREE AND EASY (DOWN THE ROAD I GO) DIERKS BENTLEY		☆	CAPITOL NASHVILLE
10	11	8	SO SMALL CARRIE UNDERWOOD		☆	ARISTA/ARISTA NASHVILLE

#1 MOST ADDED

STAY Sugarland (MERCURY)

#1 MOST INCREASED AUDIENCE

ONLINE Brad Paisley (ARISTA NASHVILLE)

TOP 5 NEW AND ACTIVE

WHAT IF IT'S ME Andy Griggs (MONTAGE)

ONCE A WOMAN GETS A HOLD OF YOUR HEART Heartland (COUNTRY THUNDER)

STILL FEELS GOOD Rascal Flatts (LYRIC STREET)

WINNING A LOSING GAME Rascal Flatts (LYRIC STREET)

BOB THAT HEAD Rascal Flatts (LYRIC STREET)

COMPLETE COUNTRY CHART ON PAGE 78

AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	20	HOME DAUGHTRY	NO. 1 (8 WKS)	11 ² ☆	RCA/RMG
2	2	13	BIG GIRLS DON'T CRY FERGIE		11 ² ☆	WILL.I.AM/A&M/INTERSCOPE
3	3	23	THE SWEET ESCAPE CWEN STEFANI FEATURING AKON		11 ³	INTERSCOPE
4	4	26	EVERYTHING MICHAEL BUBLE		☆	143/REPRISE
5	5	56	WAITING ON THE WORLD TO CHANGE JOHN MAYER		11 ³	AWARE/COLUMBIA
6	7	15	(YOU WANT TO) MAKE A MEMORY BON JOVI		☆	MERCURY/ISLAND/IDJMG
7	6	23	BEFORE HE CHEATS CARRIE UNDERWOOD		11 ⁴ ☆	ARISTA/ARISTA NASHVILLE/RMG
8	8	11	HEY THERE DELILAH PLAIN WHITE T'S		11 ² ☆	FEARLESS/HOLLYWOOD
9	9	49	HOW TO SAVE A LIFE THE FRAY		11 ⁵	EPIC
10	10	50	CHASING CARS SNOW PATROL		11 ⁴	POLYDOR/A&M/INTERSCOPE

#1 MOST ADDED

TAKING CHANCES Celine Dion (COLUMBIA)

#1 MOST INCREASED PLAYS

TAKING CHANCES Celine Dion (COLUMBIA)

TOP 5 NEW AND ACTIVE

WHEN YOU'RE GONE Avril Lavigne (RCA/RMG)

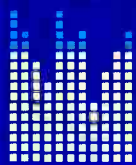
LOST Faith Hill (WARNER BROS. (NASHVILLE)/WARNER BROS.)

KNOCK DOWN THE WALLS Chubby Checker (TEEC)

ALMOST LOVER A Fine Frenzy (VIRGIN)

DREAMING WITH A BROKEN HEART John Mayer (AWARE/COLUMBIA)

COMPLETE AC CHART ON PAGE 83



THE BACK PAGES



POWERED BY
nielsen
BDS

HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	16	BIG GIRLS DON'T CRY FERGIE	NO. 1 (5 WKS)	11 ² ☆	WILL.I.AM/A&M/INTERSCOPE
2	3	14	WHO KNEW PINK		11 ☆	LAFACE/ZOMBA
3	4	21	FIRST TIME LIFEHOUSE		11 ☆	GEFFEN
4	2	21	HEY THERE DELILAH PLAIN WHITE T'S		11 ² ☆	FEARLESS/HOLLYWOOD
5	6	10	HOW FAR WE'VE COME MATCHBOX TWENTY		☆	MELISMA/ATLANTIC
6	9	12	BUBBLY COLBIE CAILLAT		☆	UNIVERSAL REPUBLIC
7	5	26	MAKES ME WONDER MAROON 5		11 ²	A&M/OCTONE/INTERSCOPE
8	7	37	ROCKSTAR NICKELBACK		11 ² ☆	ROADRUNNER/ATLANTIC/LAVA
9	8	25	HOME DAUGHTRY		11 ² ☆	RCA/RMG
10	10	8	OVER YOU DAUGHTRY		☆	RCA/RMG

#1 MOST ADDED

INTO THE NIGHT Santana Feat. Chad Kroeger (ARISTA/RMG)

#1 MOST INCREASED PLAYS

WAKE UP CALL Maroon 5 (A&M/OCTONE/INTERSCOPE)

TOP 5 NEW AND ACTIVE

THE WAY I ARE Timbaland Feat. Keri Hilson (MOSLEY/BLACKGROUND/INTERSCOPE)

UMBRELLA Marie Digby (HOLLYWOOD)

LIGHT UP THE SKY Yellowcard (CAPITOL)

MY WISH Rascal Flatts (LYRIC STREET/HOLLYWOOD)

APOLOGIZE Timbaland Feat. OneRepublic (MOSLEY/BLACKGROUND/INTERSCOPE)

COMPLETE HOT AC CHART ON PAGE 84

SMOOTH JAZZ

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	14	R N R RICK BRAUN & RICHARD ELLIOT	NO. 1 (4 WKS)		ARTIZEN
2	2	22	BORN 2 GROOVE EUGE GROOVE			NARADA JAZZ/BLG
3	4	23	BLACK RIVER KEIKO MATSUI			SHOUT! FACTORY
4	3	18	STREET LIFE U-NAM			TRIPPIN' N' RHYTHM
5	5	19	LADIES' CHOICE PAUL TAYLOR			PEAK/CONCORD
6	8	9	AIN'T NO WOMAN (LIKE THE ONE I GOT) JEFF GOLUB FEATURING RICHARD ELLIOT			NARADA JAZZ/BLG
7	7	6	FIRE AND RAIN KENNY "BABYFACE" EDMONDS			MERCURY/DJMC
8	6	27	LET'S TAKE A RIDE NORMAN BROWN			PEAK/CONCORD
9	10	30	TROUBLE SLEEPING CORINNE BAILEY RAE			CAPITOL
10	11	23	NOODLE SOUP FOURBOEAST			NATIVE LANGUAGE

#1 MOST ADDED

LET IT GO Boney James (CONCORD)

#1 MOST INCREASED PLAYS

PARKSIDE SHUFFLE Down To The Bone (NARADA JAZZ/BLG)

TOP 5 NEW AND ACTIVE

FEELIN' GOOD The Pussycat Dolls (A&M/INTERSCOPE)

NOT TOO LATE Norah Jones (BLUE NOTE/BLG)

THE HEART OF SATURDAY NIGHT Diana Krall (VERVE)

COOL OF THE NIGHT Joyce Cooling (NARADA JAZZ/BLG)

DO YOU MISS ME? Mindi Abair (GRP/VERVE)

COMPLETE SMOOTH JAZZ CHART ON PAGE 87

ALTERNATIVE

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	8	THE PRETENDER FOO FIGHTERS	NO. 1 (6 WKS)	☆	ROSWELL/RCA/RMG
2	2	15	BLEED IT OUT LINKIN PARK		☆	WARNER BROS.
3	3	18	NEVER TOO LATE THREE DAYS GRACE		☆	JIVE/ZOMBA
4	4	32	PARALYZER FINGER ELEVEN		11 ☆	WIND-UP
5	5	12	MISERY BUSINESS PARAMORE		☆	FUELED BY RAMEN/ATLANTIC/LAVA
6	8	16	ALL AROUND ME FLYLEAF		☆	A&M/OCTONE/INTERSCOPE
7	11	4	BIG CASINO JIMMY EAT WORLD		☆	TINY EVIL/INTERSCOPE
8	6	21	SUPERMASSIVE BLACK HOLE MUSE		☆	WARNER BROS.
9	7	22	ICKY THUMP THE WHITE STRIPES		☆	THIRD MAN/WARNER BROS.
10	10	25	WHAT I'VE DONE LINKIN PARK		11 ☆	WARNER BROS.

#1 MOST ADDED

EMPTY WALLS Serj Tankian (SERJICAL STRIKE/REPRISE)

#1 MOST INCREASED PLAYS

EMPTY WALLS Serj Tankian (SERJICAL STRIKE/REPRISE)

TOP 5 NEW AND ACTIVE

THE RUNNING FREE Coheed And Cambria (COLUMBIA)

BELIEVE The Bravery (ISLAND/DJMC)

AN END HAS A START Editors (KITCHENWARE/FADER/EPIC)

HERE I STAND Madina Lake (ROADRUNNER)

TEN TON BRICK Hurt (CAPITOL)

COMPLETE ALTERNATIVE CHART ON PAGE 90

ACTIVE ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	13	BLEED IT OUT LINKIN PARK	NO. 1 (2 WKS)		WARNER BROS.
2	3	8	THE PRETENDER FOO FIGHTERS			ROSWELL/RCA/RMG
3	5	7	SO HOT KID ROCK			TOP DOG/ATLANTIC
4	4	19	FAMOUS PUDDLE OF MUDD			FLAWLESS/GEFFEN
5	6	16	I GET IT CHEVELLE			EPIC
6	2	22	NEVER TOO LATE THREE DAYS GRACE			JIVE/ZOMBA
7	7	5	FAKE IT SEETHER			WIND-UP
8	9	11	ALCOHAULIN' ASS HELLVEAH			EPIC
9	8	36	PARALYZER FINGER ELEVEN		11	WIND-UP
10	12	10	BECOMING THE BULL ATREYU			HOLLYWOOD

#1 MOST ADDED

ALMOST EASY Avenged Sevenfold (HOPELESS/WARNER BROS.)

#1 MOST INCREASED PLAYS

ALMOST EASY Avenged Sevenfold (HOPELESS/WARNER BROS.)

TOP 5 NEW AND ACTIVE

YOU DON'T KNOW WHAT LOVE IS (YOU JUST DO AS YOU'RE TOLD) The White Stripes (THIRD MAN/WARNER BROS.)

THE RUNNING FREE Coheed And Cambria (COLUMBIA)

LET GO Red (ESSENTIAL)

3'S & 7'S Queens Of The Stone Age (REKORDS REKORDS/INTERSCOPE)

PRETTY HANDSOME AWKWARD The Used (REPRISE)

COMPLETE ACTIVE ROCK CHART ON PAGE 91

ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	34	PARALYZER FINGER ELEVEN	NO. 1 (2 WKS)	11	WIND-UP
2	2	24	I DON'T WANNA STOP OZZY OSBOURNE			EPIC
3	3	7	THE PRETENDER FOO FIGHTERS			ROSWELL/RCA/RMG
4	6	6	SO HOT KID ROCK	MOST INCREASED PLAYS		TOP DOG/ATLANTIC
5	5	18	FAMOUS PUDDLE OF MUDD			FLAWLESS/GEFFEN
6	7	20	NEVER TOO LATE THREE DAYS GRACE			JIVE/ZOMBA
7	8	25	WHAT I'VE DONE LINKIN PARK		11	WARNER BROS.
8	4	19	SHE BUILDS QUICK MACHINES VELVET REVOLVER			RCA/RMG
9	9	22	WHAT I WANT DAUGHTRY FEATURING SLASH			RCA/RMG
10	12	4	FAKE IT SEETHER			WIND-UP

#1 MOST ADDED

CRASHED Daughtry (RCA/RMG)

#1 MOST INCREASED PLAYS

SO HOT Kid Rock (TOP DOG/ATLANTIC)

TOP 5 NEW AND ACTIVE

TEN TON BRICK Hurt (CAPITOL)

CRASHED Daughtry (RCA/RMG)

THE BLEEDING Five Finger Death Punch (FIRM)

KING OF THE STEREO Saliva (ISLAND/DJMC)

LOVE GRENADE Ted Nugent (EAGLE)

COMPLETE ROCK CHART ON PAGE 92

TRIPLE A

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	14	SHUT YOUR EYES SNOW PATROL	NO. 1 (1 WK)		POLYDOR/A&M/INTERSCOPE
2	1	10	HOLD ON KT TUNSTALL			RELENTLESS/VIRGIN
3	3	4	RADIO NOWHERE BRUCE SPRINGSTEEN			COLUMBIA
4	4	17	BUBBLY COLBIE CAILLAT			UNIVERSAL REPUBLIC
5	8	9	THE UNDERDOG SPOON			MERGE
6	5	12	IN THE COLORS BEN HARPER & THE INNOCENT CRIMINALS			VIRGIN
7	7	17	MISSED THE BOAT MODEST MOUSE			EPIC
8	6	18	TWO RYAN ADAMS			LOST HIGHWAY
9	12	11	SHE MOVES IN HER OWN WAY THE KOOKS			ASTRALWERKS
10	9	5	HOW LONG EAGLES			ERC/MERCURY/LOST HIGHWAY

#1 MOST ADDED

YOU'RE THE WORLD TO ME David Gray (ATO/RED)

#1 MOST INCREASED PLAYS

YOU'RE THE WORLD TO ME David Gray (ATO/RED)

TOP 5 NEW AND ACTIVE

ALL DOWNHILL Lyle Lovett And His Large Band (CURB/LOST HIGHWAY)

BREATHE IN BREATHE OUT Mat Kearney (HOLLYWOOD/AWARE/COLUMBIA)

CITY OF IMMIGRANTS Steve Earle (NEW WEST)

WONDERFUL WORLD James Morrison (POLYDOR/INTERSCOPE)

DOGS Damien Rice (HEFFA/VECTOR/WARNER BROS.)

COMPLETE TRIPLE A CHART ON PAGE 95

Only 2 years old, Nashville's Big Machine cranks out mega hits—from Taylor Swift to Garth Brooks

Scott Borchetta

By Erica Farber

One of the most successful recent music startup companies is Big Machine. Founder/president/CEO Scott Borchetta has an unprecedented record of accomplishments in promoting country music. Big Machine is helping launch a new generation of country stars while also working with its legends. Just 2 years old, the company not only broke even in year one but is well on the way to hitting its aggressive plan numbers for 2007.

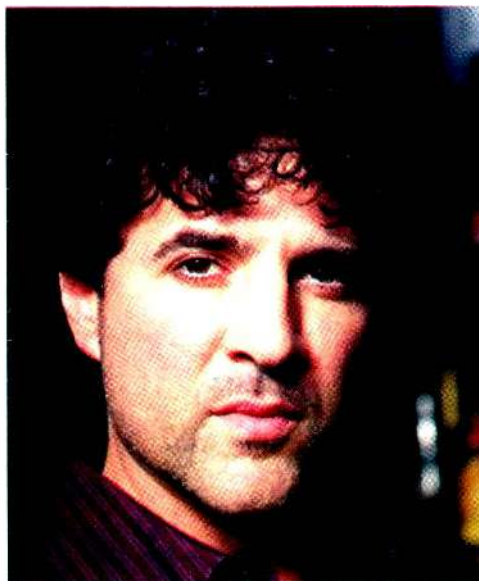
Getting into the business: I started in the mailroom of my dad's independent promotion business. We did bulk mailings of thousands of pieces, so the first thing I learned was all the call letters and cities they were in. I started calling secondary stations while we were packing these bulk mailings. From there, I started my own independent Cash Box country promotion business. Bruce Shindler had gotten into country from New York and hired my dad to work Boxcar Willie records. Bruce decided he wanted to move to Nashville, and my dad hopped in his pickup truck, went to New York and moved him down. Bruce then lived in the bedroom next to me for several months. He then went to work for MTM. They were starting to have some chart success but didn't have anything charting on Cash Box, so I called Bruce and said, "I can get your record started for you this week." Bruce ended up hiring me as his national assistant.

Joining MCA: Bruce and I ran the promotion department and had No. 1 records up against all the goliaths in town. MTM was purchased, and Bruce went to RCA and I went independent again. My office was literally across the street from Sheila Shipley at MCA, and one Friday afternoon I got her on the phone and asked if she would be there for 10 minutes. I ran over and said, "I love what you're doing musically. I will work Marty Stewart and Kelly Willis for free if you'll just let me work them." That opened the door and eventually they hired me as national field promotion director. Every year I was there, we were label of the year. In '94, Sheila left to start Decca, and they made me senior VP of promotion for MCA.

Moving to DreamWorks: We were working 24/7 and I become very close with Reba [McEntire] and

Vince [Gill]. I didn't realize it at the time, but it was driving Tony Brown nuts. I didn't leave, I got kicked out. In '97, James Stroud had come to the end of Giant Records in Nashville and we were both out of our gigs within 24 hours. He called me the day after and said, "I'm going to have an amazing opportunity and I want you to be a part of it." I told him if it has anything to do with DreamWorks and being involved with Mo Ostin, I'm probably in. James did me one of the biggest favors of my career: He let me learn how to run a record company. In 2004, the remaining percent of DreamWorks was sold back to Universal, and DreamWorks Nashville was merged with Universal Nashville. I'm suddenly senior VP of promotion over DreamWorks, MCA Nashville and Mercury.

January '05 I have lunch with Luke Lewis and James Stroud. They said, "Your deal is up in



September. We'd love to be able to give you a label but we can't do anything except ask you to stay, pay you more money and have you just run the promotion department." I said, "Thank you, but if you guys won't give me a label or at least define a pathway for me to run one, I'm gone." And there's something about [Country Radio Seminar]—the next morning I had a meeting with James and Luke. They said, "We're going to allow you to stay under contract through your existing deal, then go start your label." It was the most liberating, coolest meeting. Luke and James were absolute gentlemen, and for them to give me that opportunity was just great. I'll always be grateful for that.

Founding Big Machine: The idea really started at DreamWorks, because we talked about a second label. I started writing this plan in '04, seeing where we [thought] record and entertainment companies [were] going. John Zarling told me the day after I left he was coming with me. I started showing him my notes of what we could do and we started formulating plans. We custom-made this label.

Mission of the company: We're a branding and marketing company. Our assets are the artists. And when I say branding, I mean that in a valuable way. To be a brand is an honor. And within that, attack all media. And define what the new return on our investments shall be. There is no such thing as critical mass anymore.

Long-range plans: We're off to a fantastic start. To look around a few years after we've launched and have the No. 1 single with Garth [Brooks] and the No. 1 single with Taylor [Swift] is surreal. But that was last week.

Biggest challenge: The uncertainty of leadership within our industry. People haven't fallen out of love with music. They've just fallen in love with new ways to use it. We are learning we don't have to monetize free. Jesse James was this great outlaw—and right now he is kicking our ass. Jesse James is the Internet. It's the lawless Wild West. It's a big problem, but it's fixable.

Something about your company that would surprise our readers to learn: There are just 14 of us, and there's a surprise every day.

Career highlight: Starting the label.

Career disappointment: It was all learning experiences, and something positive always does come out of it.

Advice for the record industry: You better love it, and if you don't love it, we're going to beat you.

Advice for broadcasters: Please be in love with it. *R&R*

'Jesse James is the Internet. It's the lawless Wild West.'

—Scott Borchetta

Lixer Notes

Profile: Scott Borchetta

Title: Big Machine president/CEO

Favorite radio formats: Country and alternative rock

Favorite TV show: "Racing, usually NASCAR, and then open wheel."

Favorite song: "(I Can't Get No) Satisfaction" by the Rolling Stones

Favorite movie: "Scent of a Woman"

Favorite book: "My latest favorite book is 'Chasing Cool.'"

Favorite restaurant: "Mama's [Fish House] on Maui."

Beverage of choice: "Jack on the rocks."

Hobbies: "Auto racing, Big Machine and my wife—but not in that order."

E-mail address: scott.borchetta@bigmachinemail.com

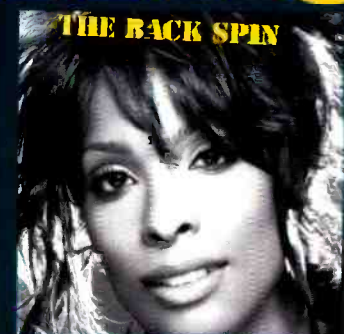
Personality POWERHOUSE



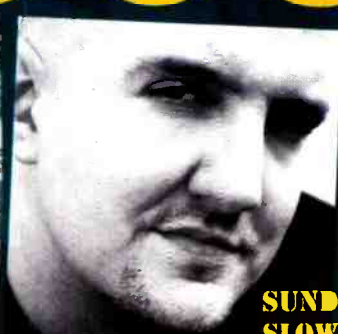
BEBE WINANS SHOW



ELVIS ONLY



THE BACK SPIN



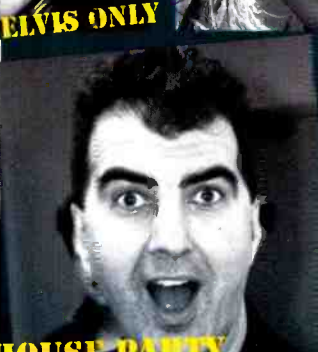
SUNDAY NIGHT SLOW JAMS



RETRO COUNTRY USA



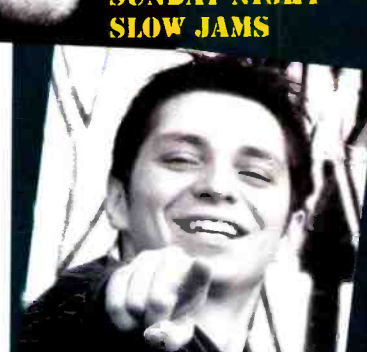
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LOST IN THE 80'S



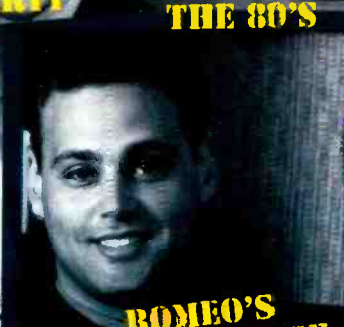
PK'S PLAYHOUSE



ACE & TJ MORNING SHOW



RETRO POP REUNION



ROMEO'S PLAYHOUSE



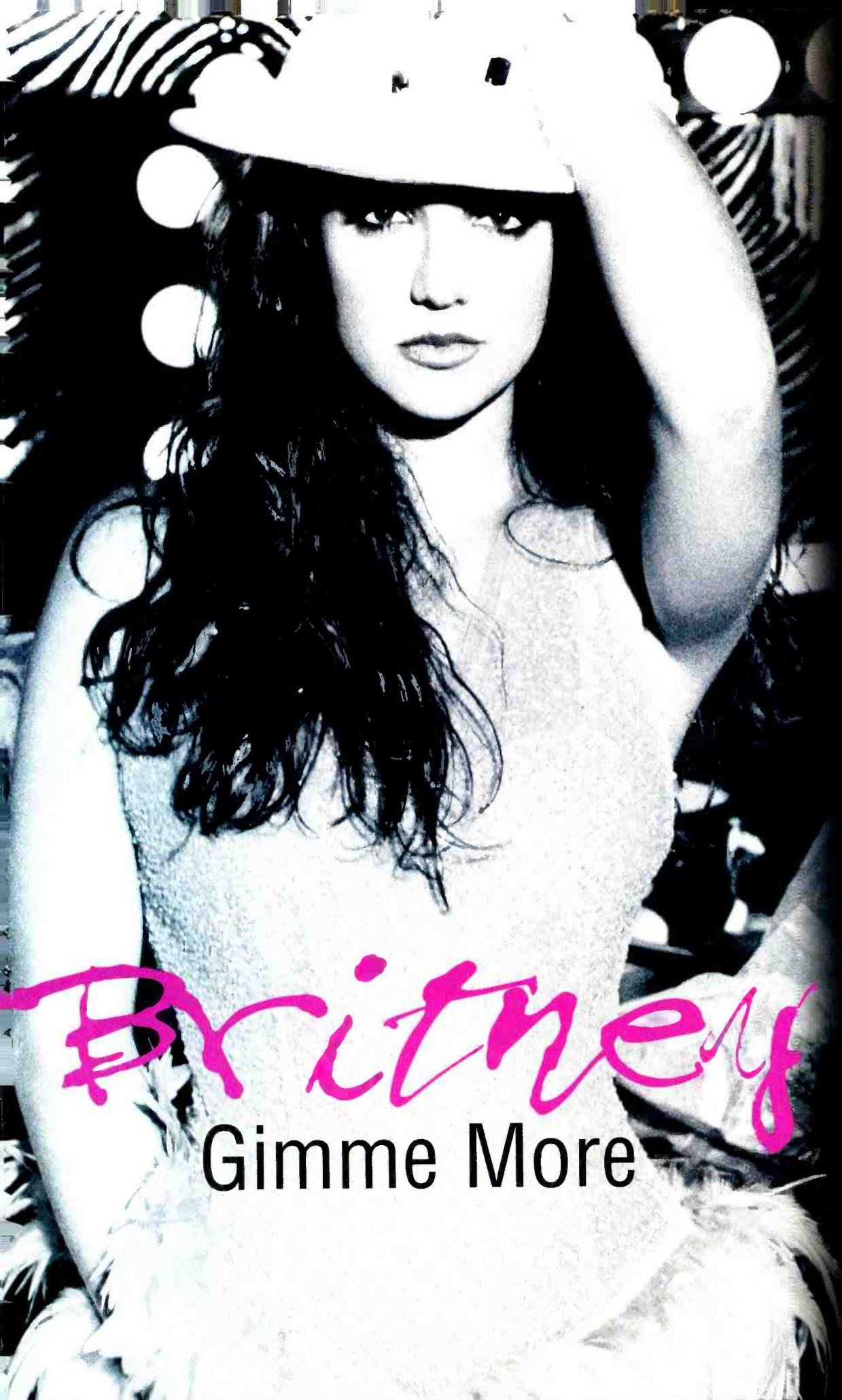
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Britney

Gimme More

“People need to stick with 'Gimme More' and give it a fair chance because it looks like it's coming through for us in a BIG way. It's still getting #1 REQUESTS!”

-Sharon Dastur/PD, Z100/NJ

“One of the things that makes Top 40 radio special is being able to mirror POP CULTURE. Who's more top of mind than BRITNEY SPEARS? Put the personal opinions aside — Britney & Danja created a KILLER single that fits RIGHT in with what's goin' on in music today & it's generating an immediate reaction. Love it or not, people are responding, and in a humongous way! Top 5 Phones!”

-Erik Bradley/MD, B96/Chicago

“'Gimme More' is #1 REQUESTS by far. Phones are AS strong today as they were on September 3rd. We are definitely feeling it big time in the clubs here in Philly.”

-Rick Vaughn/PD, WIOQ/Philly

“Britney is generating top 10 phones! Getting GREAT dancefloor reaction in key clubs. I thought this was just a novelty record that i would play a few times and be done with. The reaction is forcing me to do more!

-Jazzy Jim/PD, KYLD/San Francisco

“Love her or hate her... 'Gimme More' is a HIT! Big female record!”

-Hitman Haze/MD, KHTS/San Diego

“Britney fans are some of the most passionate fans I have ever encountered. I wouldn't want to stand between her fan and Britney. If you haven't seen the response to this song being played in a nightclub full of women you could miss the power of this song!”

-Stan The Man, PD/WKSS/Hartford

“She's everywhere! Who else makes headlines when going to the bathroom at Quizno's? Why avoid the biggest celeb the world right now? It's what people are requesting!”

-Mike Kaplan/PD, WEZB/New Orleans

“Don't let the media, or some of her personal actions affect your decision on playing this record...IT'S REAL! 'Gimme More' has blown SX's phones off the wall. SMASH!”

-Special Ed/APD, WSSX/Charleston

“Hmm...Britney IS pop culture! We ARE a pop station! Top 5 Phones at Hot 99.5! Next question...”

-Programming Department, WIHT/Wash. DC

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- ON OVER 120 RADIO STATIONS!
- ONE OF THE GREATEST GAINERS & ONE OF THE MOST ADDED WEEK AFTER WEEK!

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