

# RHYTHMIC SPECIAL

Artists, Programmers & Label Honchos: What It Takes To Make A Lasting Impression pp.28-36



## DAMN STRAIT

Country Icon George Strait Keeps Cruising Atop Charts **Plus:** Dallas Rapper Lil

Wil Makes His Mark; Jason Mraz's EP Extravaganza p.24

# R&R

## RADIO & RECORDS



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**TALENT:** How Personalities Can Save Their Jobs And Radio At The Same Time p.10

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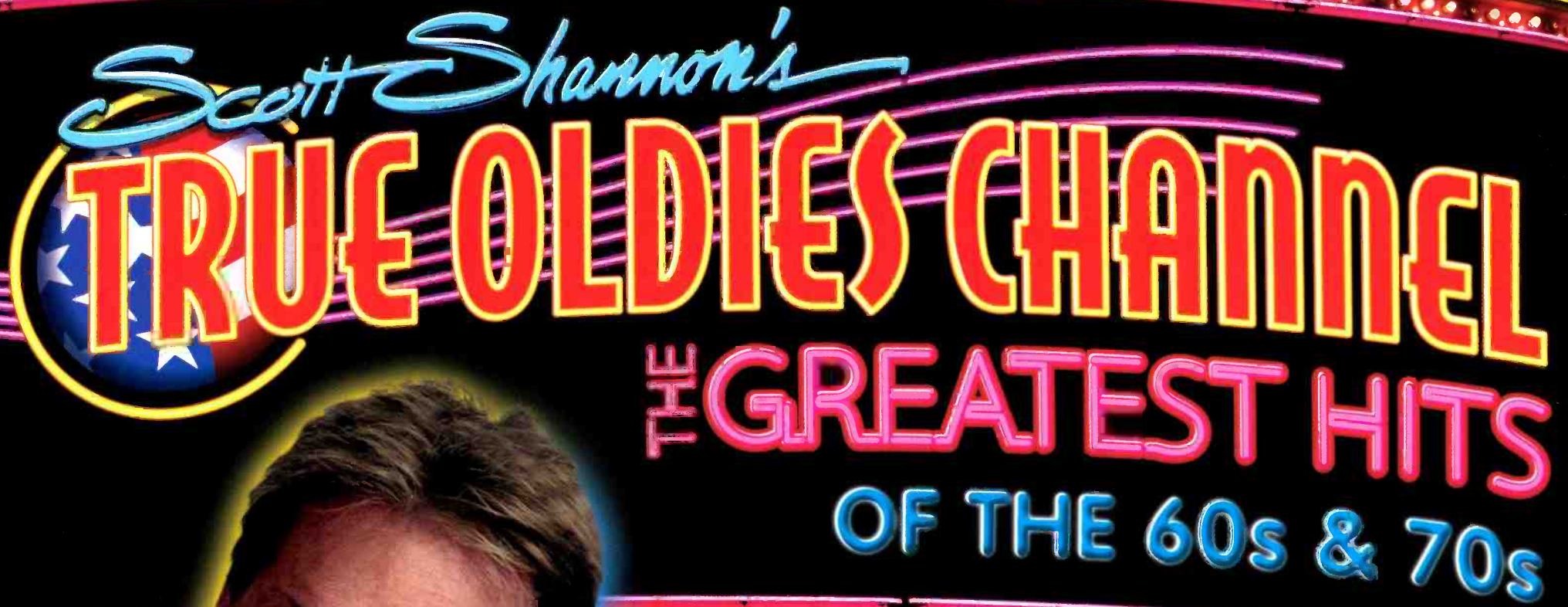
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# R&R News Focus

## Jury Hits CC With \$66M Verdict In Infringement Suit

A federal court jury in Lufkin, Texas, has hit Clear Channel with a judgment for patent infringement, awarding Grantley Patent Holdings \$66 million. Grantley claimed that Clear Channel, through its unit LAN International, made a revenue management tool called Viero and sold it to the broadcast and cable industries.

Billy Shane Fox, founder/co-owner of Grantley, invented and patented, from 2000 to 2005, four systems of multistation inventory management and revenue projection that Grantley claimed Clear Channel's Viero infringed. Clear Channel is expected to file an appeal.—Susan Butler, *Billboard*

## Jeffries PD At San Fran's Star

Andrew Jeffries is named PD of Clear Channel hot AC KIOI (Star 101.3)/San Francisco. Jeffries, a New Zealand native who has been working with London broadcasters for the past eight years, replaces Stacy Cunningham, who continues to program urban sister KMEL.



Jeffries

"We had Stacy [overseeing] two stations, and as we moved into 2008 and looking forward, we wanted to make sure we had someone 100% focused on our two great stations," OM Michael Erickson says.

With Jeffries' appointment, Star APD/MD/afternoon host Darren McPeake exits, as his position has been eliminated.

—Keith Berman

## More AGs Suggest Free Satellite Service

Maryland Attorney General Douglas Gansler and attorneys general from Connecticut, Ohio and Washington have asked the FCC to block the proposed merger of Sirius and XM, citing anti-competition and harm to consumers. However, if the FCC approves the merger, the AGs urge it to require the combined entity to lease some spectrum to a separate company that would offer diverse programming for free. The directive, sent to the FCC April 24, mirrors a March 27 letter sent by 10 other state AGs.

The only entity that has made a pitch to lease satellite spectrum is Georgetown Partners, a private equity operation.—Jeffrey Yorke

## EMI Restructuring Picks Up Steam



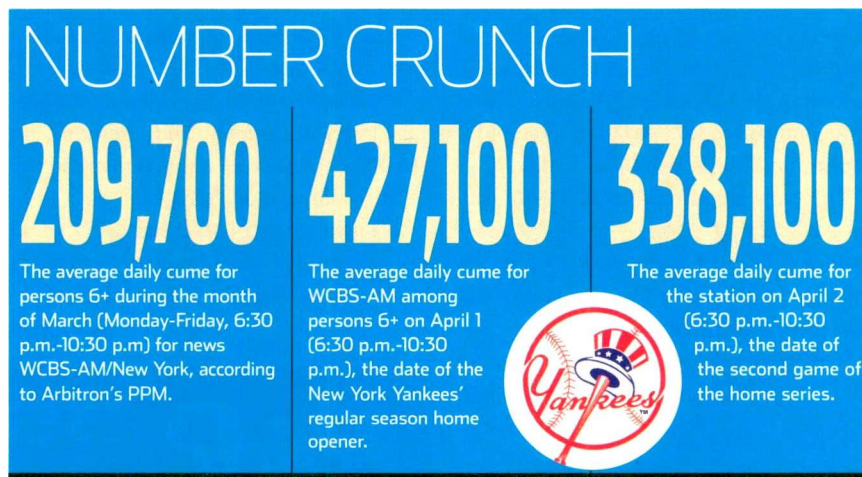
Thompson

The latest wave of restructuring at EMI Music blew hard through the hallways of Virgin and Capitol Records as the two labels' promotion departments coalesced under Capitol Music Group executive VP of promotion Greg Thompson. Sources say Thompson—the former executive VP at Island DefJam Music Group who joined CMG in February—has been elevated to the corporate level and will lead promotion efforts across all U.S. labels, with the exception of EMI Christian.

One of the first departures was Virgin VP of promotion Dave Reynolds, best-known for a 12-year stint at Universal Records. Also out are Virgin director of promotion operations Jordan Rosenblatt, Capitol senior manager of promotion operations Jen Kelly, Capitol national director of crossover promotion Glenn Aure and Capitol regionals Amy Kaplan (Chicago) and Ric Austin (Southeast), along with Virgin Boston regional James MacDonald.

The Caroline/Astralwerks division was particularly hard hit. Exiting are national director of rock promotion Mike Jakubow, national triple A rep Jenni Sperandeo and regionals Tom Bobak (Mid-Atlantic), Jason Greenberg (Midwest) and Holly McCormack (Northwest). Manhattan/Back Porch national director of promotion Jason Fisher was also let go.

In January, details of EMI's restructuring were announced, including the layoff of 2,000 employees and the breaking down of label walls into three groups: an A&R group, a global music services group and a support services group. The restructuring is expected to be implemented by June.—Kevin Carter



## Broadcasters Big And Small Reject FCC's Localism Plan

Small- and large-market broadcasters have given the FCC a thumbs down on its proposed localism rule changes, suggesting that they could suffocate the very thing the FCC seeks to inspire—localism. "Small companies need the benefits of economies of scale to achieve financial stability," noted some 20 small broadcasters in their FCC filing. "Requiring small broadcasters to build multiple, duplicative main studios in the same market would not increase public access to their locally owned and operated stations" and could force broadcasters out of business, the companies said.

In its 256-page filing, the NAB rejected the FCC's apparent notion that broadcasters are not in touch with their communities' needs. Broadcasters understand that "serving the needs of their communities is the cornerstone" of the business, the NAB wrote. Without local programming and services, "broadcasters will lose viewers and listeners and thus the advertisers that are the lifeblood of their business, especially in today's highly competitive media marketplace."

The NAB added that the FCC "has no factual or legal basis to turn back the clock to reinstate a myriad of regulations that the agency found ineffective and unnecessary in the less competitive media marketplace of the 1980s."

It appears as if commissioner Robert McDowell is on the same page as broadcasters. In an April 23 address at the National Press Club he questioned reinstating the old rules. "The potential Orwellian implications of such policies are chilling," McDowell said.—Jeffrey Yorke

### ON THE WEB

## Satellite Radio Audience Grows By 500,000

Howard Stern remains king of all satellite radio, according to Arbitron's National Satellite Report released April 24. Stern's Howard 100 and Howard 101 channels on Sirius Satellite Radio attracted 1.2 million and 501,100 weekly listeners in the report, based on Arbitron's fall 2007 diary-based survey.



Stern

Other than Stern, hit-driven channels scored highest for both satcasters. Hightight CHR 20 on 20 is XM Satellite Radio's most listened-to channel with 1 million listeners, followed by '90s-based modern rocker Flight 26 at 741,600. XM's '80s, '70s and '60s era channels each racked up cumes greater than 500,000. Sirius Hits 1 and sister channel New Country drew cumes of 584,800 and 468,300, respectively.

The survey, which sampled persons 12+ and excludes PPM markets Houston and Philadelphia, showed that satellite radio listeners jumped by 500,000 over the spring 2007 report, bringing the total number of listeners to 17.5 million.

—Alexandra Cahill

## Hispanic Ad Agencies Form PPM Council

Following concerns raised during its recent semiannual conference in San Antonio, the Assn. of Hispanic Advertising Agencies has formed an advisory council to address the potential impact of Arbitron's PPM ratings service on the Hispanic marketplace.

AHAA chairman José López-Varela says the association believes the PPM is the right path to take. "Our goal is to ensure that the methodology and design of the Hispanic sample is executed in the most representative way," he adds.

AHAA Touchpoint committee chairwoman Isabella Sánchez, who also serves as VP/managing director for multicultural ad agency Tapestry, was appointed to chair the council, which will also include representatives from Hispanic broadcasters and advertisers.—Jackie Madrigal

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## CBS Commits To Posting, Unveils Digital Network

In an effort to improve credibility with advertisers, CBS Radio says it has committed to posting ratings for its clients. The company made the announcement April 24 in front of roughly 475 clients in Los Angeles, at the first in a series of local-market road shows to talk up the newly named CBS Radio Digital Network. A common practice in the TV industry, posting involves broadcasters providing clients with prenegotiated audience delivery guarantees.

Updating plans to combine its online stations with AOL Radio's online streams, top CBS brass say it has begun integrating its terrestrial and Internet-only stations into a single online player to be named play.it that will allow users to access streams from all CBS Radio stations, sortable by market and format. Additionally, listeners will be able to share streams, songs and information with other users and friends via AOL's Instant Messenger and e-mail, and create and share personalized stations.

—Keith Berman and Paul Heine

## Renda Signs With Emmis Interactive For Digital Services

Emmis Interactive, a subsidiary of Emmis Communications, has begun marketing its services to other radio and media companies. Now a stand-alone entity, led by Chicago-based co-presidents Rey Mena and Deborah Esayian, its first U.S. client is Renda Broadcasting, owner of 25 radio stations in eight medium to small U.S. markets. The Pittsburgh-based broadcaster has contracted with Emmis to set up its entire interactive operation.



Esayian

Emmis Interactive has worked with 10 broadcasters and publishers since its foundation in 2003. In addition to client training, the company's services include a proprietary content management system known as BaseStation. Esayian says the system offers Web 2.0 functionality and business analytics "to help us understand and zero in on a particular listener and their habits and practices, allowing us to capitalize on opportunities with [Arbitron's PPM ratings service] coming."

In 2006, Emmis launched a national mobile messaging program and became the first broadcaster to add customized iTunes music stores to its sites. The features have helped some of its stations boost online revenue to 5% of total station revenue.—Alexandra Cahill

## Arbitron's Patchen Apologizes For 'Off-The-Cuff' Cume Comments



Patchen

While the April 25 Arbitron PPM conference call and webinar was meant to update clients and press on the status of panel installment in new markets as well as sample performance versus benchmarks, what transpired during the Q&A portion of the meeting is what might most be remembered.

After making comments that were interpreted by some in attendance as disparaging of radio, Arbitron's Bob Patchen issued an apology April 28 for what he called "off-the-cuff, opinion-based remarks."

"My comments suggested a link between lower cume estimates and reduced interest in radio among young adults," Patchen said in a statement released by Arbitron. "I want to apologize because my response was both irrelevant to the question being asked and a gross overgeneralization on the topic."

Patchen's original comments came in response to a question from consultant Randy Kabrich who wondered why the year-to-year cume audience trend in Philadelphia was down when Arbitron has repeatedly contended that cume for stations would go up with the PPM.

Cox Radio CEO Bob Neil, who employs Kabrich as a consultant, issued his own statement. "What does it say about the quality of the research, when the chief research officer is making statements before he has his facts straight? This is one more reason why we need the science verified by the [Media Ratings Council] before the PPM rollout continues."—Ken Tucker

## Report: CPP Up In Philly, Houston

Cost-per-point (CPP) is up in Arbitron PPM markets Philadelphia and Houston, according to a report from Annapolis, Md.-based Research Director.

In Philadelphia, where the PPM became currency in April 2007, there has been a 21% increase in adult 25-54 CPP, according to the study. Houston, which came onboard in July 2007, has seen a 40% increase in CPP in the same demo.

The study used two years of SQUAD data for adults 25-54, Monday-Friday, 6 a.m.-midnight. (SQUAD tracks market CPPs.) It examined CPP in the top 10 markets and their associated embedded metros.

In markets where the PPM is not yet currency, the CPP has remained basically flat.

—Ken Tucker

## Commerce OKs Return Of Cross-Ownership Ban

The Commerce Committee sent to the Senate floor a resolution to nullify changes to the longtime ban on same-market common ownership of a newspaper and a broadcast station. The resolution targets last December's FCC vote, along party lines, that permits daily newspapers in the nation's 20 largest markets to own either one lower-rated TV station or a radio station. Cross-ownership would continue to be prohibited in smaller markets.

The resolution's chief sponsor, Sen. Byron Dorgan, D-N.D., says he expected the measure to pass the full Senate. The bill has 25 co-sponsors, including both Democratic presidential candidates. The Bush administration has long indicated it would veto an attempt to reimpose the 32-year-old ban.—Editor & Publisher staff report

## Robbins Reverberation: NAB Program Planner Ousted

Pam Magnani, one of the NAB's top planners who played a role in booking actor Tim Robbins at the group's convention last month in Las Vegas, was let go April 23. Robbins' opening keynote address—a cynical, sometimes humorous, expletive-filled attack that challenged broadcasters to add balance to what he called a "dangerous lack of diversity and opinion" on America's airwaves—stunned many in the Hilton ballroom on April 14.

Magnani's boss, NAB executive VP/head of conventions and business operations Chris Brown, declined comment.

—Jeffrey Yorke

## MOVERS

Gap Broadcasting Group appoints Daniel J. Wilson CFO. Wilson will serve as CFO of GAP and Denver-based offshoot GAP-WEST and take a seat as a Gap Holdings board member. He has more than 20 years of media finance and operations experience, the last six with American Community Newspapers, as VP/CFO . . . Former Vanguard Media Associates president John Moran joins CBS Radio/Detroit as director of sales. Market manager Debbie Kenyon had been serving as director of sales for the cluster . . . Former Clear Channel classic rock KRFX/Denver APD/MD Steve Payne joins Jones Radio Network as assistant OM for JRN Rock Classics. He replaces Dusty Scott, who is now OM for the JRN Variety Hits format.



Wilson

## SHAKERS

Charles "Andy" Whatley is named director of sales and new business development at American Media Services Interactive. He most recently served as VP of advertising and strategic relationships at ad insertion software provider Kiptronic . . . Matt Hyland joins Cox Radio as general sales manager of country WPTI, oldies WRKA and classic rock WSFR/Louisville. He splits duties with Amy Torres, who will continue to serve as co-general sales manager. Hyland arrives from the Cumulus cluster in Lexington, Ky., where he was general sales manager of news/talk WVLK-AM and country WLXX (the Bear) . . . CBS Radio news WWJ/Detroit director of programming Georgeann Herbert adds director of digital media duties for the cluster, a newly created position. The veteran programmer served as OM of WBBM and WMAQ/Chicago before joining WWJ in 2000.

# R&R

RADIO & RECORDS

TOP

35

YEARS

## 35 PIVOTAL RADIO

## EVENTS IN R&R HISTORY

1985

### Birth Of The Classic Rock Format

Others may have tinkered with the concept, but Jacobs Media president Fred Jacobs is credited with creating the classic rock format in 1985. Recognizing the burgeoning power of baby boomers and the music that galvanized them, the consultant was also armed with research from his days as director of FM radio research at ABC and a programming stint at rocker WRIF/Detroit.

The first classic rock beta station Jacobs created, with the help of programmer Tom Bender (now senior VP/GM of Greater Media Interactive), was KRQX-AM/Dallas in 1983. Later in '85, Jacobs signed its first FM station, WMMQ/Lansing, Mich. From there, the format

spread to Kansas City, Washington, Los Angeles, Detroit and, eventually, most U.S. markets.

Looking back on classic rock's 20th anniversary in '05, Jacobs said, "There were two outside events that helped jump-start the format. The first was the invention of the compact disc. All of a sudden, boomers were marching into record stores rebuying all of the great music they grew up with. And it sounded better than ever. The second event was the infamous 'New Coke' gaffe. As soon as Coca-Cola recognized they had made a major mistake, they embraced the word 'classic,' endorsing the term and helping to emblazon it in popular culture."—Mike Boyle



# Business Briefing By Jeffrey Yorke

## CBS Revenue Soars While Radio Drops 9%

CBS Corp. posted a first quarter that far exceeded Wall Street expectations, despite a 9% drop in radio revenue caused by a steep decline in ad sales. The company says its net earnings soared to \$244.3 million, or 36 cents per share, from \$213.5 million, or 28 cents per share during the same period last year, while revenue remained steady at \$3.7 billion.

CBS same-station first-quarter radio revenue decreased 9% to \$363.5 million from \$397.5 million, while operating income fell 27% to \$115 million, from \$156.8 million. The company pointed to weakness in the radio advertising market and the impact of radio station divestitures. The decreases, CBS says, were partially offset by the recognition of \$10.4 million of revenue associated with the company's former agreements with Westwood One, which were concluded during the first quarter.

## Entercom Beats Street As Q1 Rev Falls To \$95.4M

Entercom's first-quarter net revenue declined 4% to \$95.4 million while station operating expenses decreased 6% to \$63.7 million, and station operating income dipped 1% to \$31.7

million. Entercom reported earnings of 13 cents per share, beating the expectations of Wall Street analysts who forecast a 6 cent return on revenue of \$94.9 million. The performance was a marked improvement over first-quarter 2007 when Entercom reported a net loss of a penny a share.

Entercom says its free cash flow increased 67% to \$11.4 million and earnings before interest, taxes, depreciation and amortization increased 3% to \$26.5 million while same-station net revenue fell 4%, same-station operating expenses dropped 3% and same-station operating income decreased 5%. Entercom also sliced its quarterly dividend to a dime from its usual 38 cents per share.

## FCC Gives Three Weeks' Advance Notice

Succumbing to pressure from his fellow commissioners, FCC chairman Kevin Martin says the FCC will announce the topics to be discussed at the agency's monthly open public meetings no less than three weeks before the meeting is scheduled to occur. The topics will be posted on fcc.gov. The chairman had been under pressure from fellow commissioners to give the public more notice.

## Transactions at a Glance

M&M Broadcasters' KJSA-AM/Mineral Wells, Texas, to Business Radio Dallas Licensee for \$7.5 million . . . Aureo Matos Barreto's WYAS-FM/Las Piedras, Puerto Rico, to Radio Sol 92 WZOL for \$4.5 million . . . Jerdon Broadcasting's WEAI-FM/Lynnville and WLDS-AM/Jacksonville, Ill., to Jacksonville Area Radio Broadcasters for \$2 million . . . Intermarkt Broadcasting Pocatello's KEGE-FM/Pocatello, Idaho, to Gap Broadcasting for \$1.09 million . . . Intermarkt Broadcasting Twin Falls' KSNQ-FM/Twin Falls, Idaho, to Gap Broadcasting for \$1.03 million . . . Donald and Donna McCuon are selling their 90.9% interest in Dolphin Communications, licensee of KUIK-AM/Hillsboro, Ore., to Spencer Rubin/Westside Radio, for \$1 million.

## Deal of the Week

**WFKB-FM/Boyertown (Reading), Pa.**

**PRICE:** \$22 million **TERMS:** Asset sale for cash

**BUYER:** Nassau Broadcasting Partners, headed by president/chairman Louis Mercatanti Jr. Phone: 609-452-9696. It owns 52 other stations. This represents its entry into this market.

**SELLER:** WDAC Radio, headed by president Richard Crawford. Phone: 717-284-4123

**FORMAT:** Classic hits **BROKER:** Blackburn & Co.

**COMMENT:** WDAC Radio's WFKB-FM/Boyertown, Pa., to Nassau Broadcasting Partners for \$22 million, consisting of a \$5 million down payment and the balance in cash at closing.

## 2008 Deals to Date

<b>Dollars to Date:</b>	\$416,398,331	(Last Year: \$565,036,632)
<b>Dollars This Quarter:</b>	\$77,107,403	(Last Year: \$67,758,920)
<b>Stations Traded This Year:</b>	242	(Last Year: 401)
<b>Stations Traded This Quarter:</b>	89	(Last Year: 153)

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**GEORGE STRAIT** SPENDS A SECOND WEEK ATOP COUNTRY WITH "I SAW GOD TODAY," HIS FORMAT-RECORD 43RD CHART-TOPPER. THAT SUM IS ONE MORE THAN THE COMBINED TOTAL OF ALL THE OTHER ARTISTS IN THIS WEEK'S TOP 10.

# R&R NO.1

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**COLBIE CAILLAT'S** "BUBBLY" LEADS AC FOR AN 18TH WEEK, BECOMING ONE OF JUST NINE SONGS IN THE CHART'S 47-YEAR HISTORY TO REIGN FOR AT LEAST THAT MANY FRAMES. UNCLE KRACKEP'S "DRIFT AWAY" HOLDS THE RECORD WITH 28 WEEKS ON TOP IN 2003-04.



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'I've been in this business for two-and-a-half years, and the first thing people do is talk about the negative. We intend to embolden, cajole, inspire and, if we have to, beat people with sticks, to hear the facts.' p.16



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## What's New This Week Online

**M**

May 5  
Beasley Broadcast Group releases first-quarter financial results.  
▶ [Bookmark Radioand-Records.com for coverage and analysis](#)

**T**

May 6  
Discover tomorrow's hits today with HitPredictor.  
▶ [Click on Charts](#)

**W**

May 7  
Cox Radio reports first-quarter earnings.  
▶ [Stay tuned to Radioand-Records.com for coverage and analysis](#)

**T**

May 8  
Saga, Salem and Radio One announce first-quarter results.  
▶ [Keep it locked on Radioand-Records.com for coverage and analysis](#)

**F**

May 9  
Winter 2008 Arbitron results arrive from Greenville, N.C.; Spokane; and West Palm Beach.  
▶ [Click on Ratings](#)





**MIM**

MIRACLES IN MEDIA



## What's a Miracle in Media?

When **340** radio stations raise **Foresters**

**\$52 million** for local kids!



Life Insurance is what we do.  
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On March 13th, Neil Flynn from the hit TV show "Scrubs" and the cast of 10 improv Theater joined Children's Miracle Network to celebrate **10 years** of Radiothons helping heal local kids. Radiothon stations were awarded a "MIM" in honor of their creativity in sharing the incredible stories of kids treated at children's hospitals.



# Here's the best of the best, recognized at this year's Miracles in Media

## Ken Peterson Founder's Award for Radio Station of the Year -

B98.5 KURB-FM, Little Rock, AR

## Station Supporter of the Year -

El Pistolero, WOJO-FM,  
La Que Buena 105.1, Chicago, IL

## Change Bandits of the Year -

104.3 MYfm, Los Angeles, CA

## Event Imaging -

98FM Dublin, Ireland

## Change Bandits Promo Piece -

Red 102.3 Harrisburg/Lancaster, PA

## Staff Story -

Mix 101.5 WRAL Raleigh, NC

## Family Story -

KHKX, KICKS 99.1 Odessa, TX

## Patient Story -

106.9 The Bear CKQB Ottawa, CN

## Memorial Story -

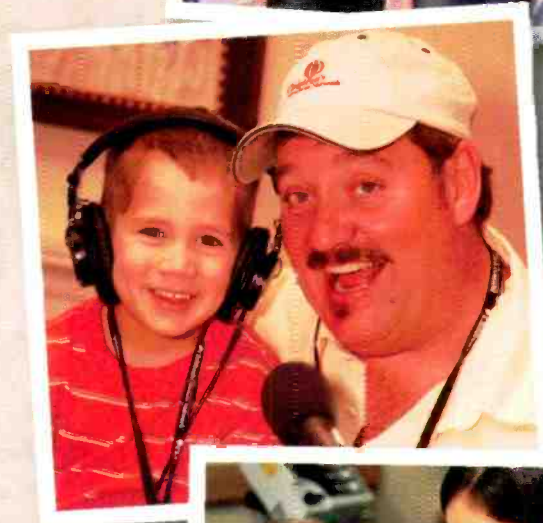
Kiss 106.1 KBKS Seattle WA

## Innovative -

103.7 WDBR Springfield, IL

## Most Creative Sponsorship Award -

Entercom Sacramento and UC Davis  
Children's Hospital





How radio personalities can save their jobs and radio at the same time

# The Essential Air Talent



Jeff McHugh  
jeffmchugh@mac.com

**'Frankly, radio is going to continue to decline if radio talent doesn't come to the rescue.'**

—Jeff McHugh

Relationships are not defined by good times, but by adversity. Most people get along fine when their biggest difficulty is choosing pizza with or without anchovies. But you'll witness people's true character when they face something like illness, death or, say, a troubled \$25 billion buyout. ■ The relationship between radio talent and radio management is being tested by a litany of industry tribulations, and we're seeing now what everyone is made of. Some valuable talent is feeling not so valued anymore. ■ It's helpful to take frustration and worry and turn it into positive action—and a useful adage is, "Seek first to understand, then to be understood." A good start would be in gaining a better understanding of what's on the minds of management. ■ First, let's shift your mind-set and reveal whom you are actually working for. Instead of one boss, you now have two.

## Who's The Boss?

Your first boss is your GM, your PD or your company's CEO. We'll call him or her your Broadcaster Boss. Your second boss is your Financial Boss: the investors and shareholders who loaned gobs of money to your company so they could buy the station where you work. With big loans like that, your Financial Bosses don't simply expect to be paid back with interest. They also want a direct say-so in how the company operates, with a keen eye on anything in the expense column, including your salary.

It's sometimes your Financial Boss, not your Broadcaster Boss, who decides whether your station does research, if you can keep your producer or if you get fired. When your Broadcaster Boss does something you don't understand and he or she can't fully explain why, it may be because your Financial Boss ordered him or her to. With radio's decreasing share of the advertising pie, your Financial Boss is hounding your Broadcaster Boss day and night.

Your Financial Boss is not focused on revenue, but on growth. If your show brought in \$100 million this year and \$100 million last year, you might expect your Financial Boss to be overjoyed with \$200 million. No. He or she will be throwing hissy fits over zero growth.

Your Financial Boss understands numbers, but financial courses in business school never address

intangible concepts like product quality, talent or community service. It's important to tie research, show producers and contests directly to revenue, or Financial Bosses will be inclined to cut them in lean times.

You will never meet your Financial Boss. If you want to impress your Financial Boss, you're going to have to work through your Broadcaster Boss.

So now that we understand a bit more about what drives your Financial Boss in radio, let's explore what makes talent valuable in other entertainment industries.

## Consider Clooney

You may believe that George Clooney has it cushier than anyone alive. However, did you know that Clooney sometimes has to work three jobs to get by?

During the making of "Good Night and Good Luck," Clooney wrote, acted and directed. This would be like a morning radio talent doing show prep at 3 a.m., hosting a show from 6 a.m. to 10 a.m. and then working until 7 p.m. as PD.

For doing all three jobs, Clooney was paid \$3. That's \$1 each for writing, acting and directing. Clooney also mortgaged his house to make the film.

This was quite a risk. Financial Bosses did not

want to make the movie, but they were convinced by Clooney's star power, his passion and willingness to roll up his sleeves for something really cool.

In the end, the film that the Financial Bosses didn't understand cost only \$7 million to produce and made \$54 million. Clooney received multiple Academy Award and Golden Globe nominations and a nice piece of the back end.

Perhaps Clooney is on to something here. Financial Bosses in radio need your creativity and passion in a similar way to jump-start new concepts, new content and growth. Frankly, radio is going to continue to decline if radio talent doesn't come to the rescue.

## Radio Growth Driven By Talent

Radio's biggest growth recently has been on the Web, and most of what truly drives clicks and hits comes from talent. Podcasts are growing, and because of restrictions on podcasting music or commercials, about the only thing we can podcast is the work of talent. Start a podcast and work with your sales manager to include a paid sponsor. (NPR does this now on iTunes.) Learning how is simple. And you'll find that college interns are happy to edit podcasts all day for credit.

Web video is also huge. Keep a camera handy for events, stunts and in-studio guests. Unedited, rough video seems to be more popular than the slick, produced stuff. Again, make sure the video is open to sponsorship. Apple software Garage Band, iWeb and iMovie are easy ways to post audio and video on the Web. All are intuitive and user-friendly, even for the most tech-phobic talent.

Create new on-air content. Dream up a voice-tracked weekend specialty show or something fun on your HD channel. Is there something you've always longed to do on the air? Follow Scott Shannon's lead and start something in your basement, as he did with his True Oldies Channel.

What about brilliant promotion ideas? Steal six revenue-generating brainstorming for morning shows online at [JeffMcHugh.com](http://JeffMcHugh.com).

Don't underestimate the importance of schmoozing advertisers, who still love meeting the star voice on the radio. Personal relationships will sway clients and bring you more endorsement deals. Ask to go on one sales call each week.

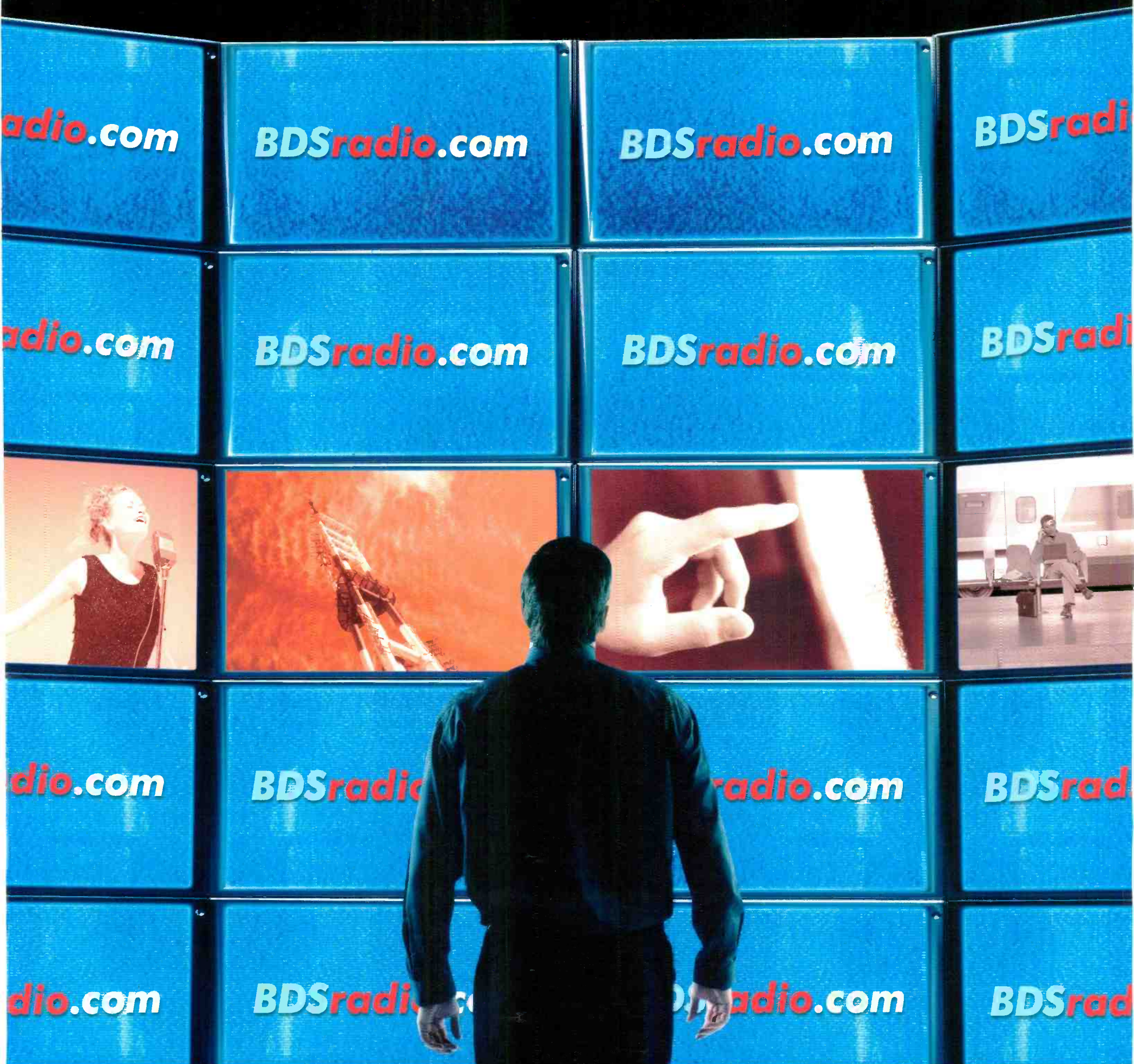
For more on the security of your gig, search online for a brilliant article called "The Best Ways to Bulletproof Your Job" by Donna Rosato of Money magazine. Another good read is "First Hired, Last Fired. How to Make Yourself Indispensable in an Age of Downsizing, Mergers and Restructuring" by Robert and Susan Bramson. The authors did some interesting research into the minds of 60 bosses and produced great tips on how you can become difficult to get rid of.

Heck, you might even get a raise. R&R

*Jeff McHugh is a 25-year broadcaster. He works part-time with the Randy Lane Co. and is producing a film on marketing to women.*



# THE INDUSTRY STANDARD FOR MUSIC MONITORING



nielsen  
.....  
BDS

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## Seattle

In a market populated by major corporations including Starbucks, Microsoft and Boeing, a number of the local media outlets are operated by smaller, local-based companies including Fisher Communications, Sandusky Radio and the Seattle Times. ■ The Seattle Times is one of the few remaining major-city dailies independently owned and operated. Not immune to a soft ad market, the Times recently slashed 200 from its staff and closed two suburban news bureaus. Under a joint operating agreement, the Times handles circulation for Hearst's Seattle Post-Intelligencer, the oldest morning paper in the state. Both papers team to produce the Sunday edition.

Fisher, which recently trimmed its radio portfolio except for a trio in its hometown, is one of the three companies to operate a TV duopoly in the market, along with Belo and Tribune. Cox TV has the CBS affiliate (KIRO-TV) and CBS has KSTW, its owned-and-operated CW affiliate.

KING-TV, Belo's NBC affiliate and longtime news leader in the market, produces "Evening Magazine," one of the few local daily newsmagazine programs in the United States. While KING has dominated late news and other news dayparts for 12 years, the station was knocked off its perch in March by Tribune's Fox affiliate, KCPQ-TV. The scrappy, "American

Idol"-stoked station's Q13 Fox News@10 had the largest late-news viewing audience at either 11 p.m. or 10 p.m. among all major demos.

Despite strong competition from the nation's largest radio groups, Sandusky has the top-rated station, AC KRWM (Warm 106.9). A year ago, Bonneville entered the Seattle market, picking up three stations via a three-market station swap with Entercom, which now has four stations.

As for out-of-home, Titan Worldwide has the contract for King County Metro Transit, the sixth-largest transit agency in the nation.—Katy Bachman



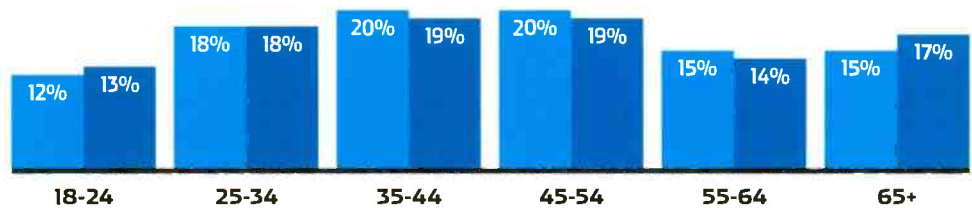
- TV DMA Rank: 14
- Population 2+: 4,354,799
- TV Households: 1,782,040
- No. Of TV Stations (Net./Ind./Public/Loc. Cable): 9/5/3/0
- Radio Metro Rank: 25
- Population 12+: 3,328,500
- No. Of Radio Stations (Rated): 31

## WHO THEY ARE

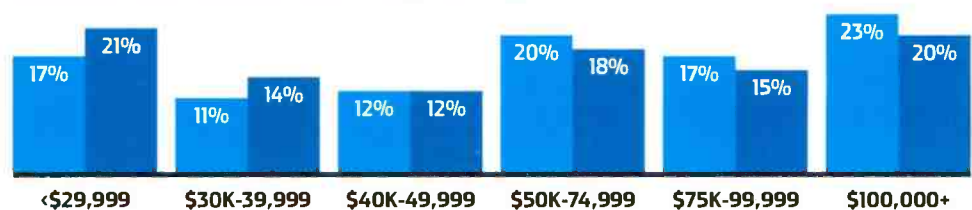
	Seattle DMA %	US %
Men	49%	49%
Women	51%	51%
Married	59%	57%
Never Married (Single)	25%	25%
Widowed/Legally Separated/Divorced	17%	18%
White	87%	83%
Black/African-American	4%	12%
Hispanic	7%	13%
Other	5%	3%
Employed Full-Time (35 Hours Or More)	52%	50%
Employed Part-Time (Less Than 35 Hours)	14%	15%
Not Employed	34%	35%
No Children In Household (Under 18)	60%	59%
One Or More Children	40%	41%
Two Or More Children	22%	25%
Three Or More Children	8%	10%

SOURCE: SCARBOROUGH USA+, RELEASE 2 2007

## Market Demographics (vs. US)



## Market Household Income (vs. US)



SOURCE: SCARBOROUGH USA+, RELEASE 2 2007, DMA

## MARKETPLACE

### Local Ad Revenue (Mil)

	2006	2007	% CHANGE 2006 TO 2007
Newspaper	\$285.0M	\$285.2M	0%
Spot Television	439.2M	281.0M	-36%
Radio	139.1M	160.8M	16%
Outdoor	61.8M	69.9M	13%
Local Magazine	5.6M	5.5M	-2%
Total	930.7M	802.5M	-14%

SOURCE: Nielsen Monitor-Plus, DMA

### Local Online Ad Revenue (Mil)

	LOCAL	NATIONAL	TOTAL	SHARE
Pureplay	\$74.2M	\$297.0M	\$371.2M	68.3%
Newspapers	43.5M	12.6M	56.1M	10.3%
Magazines	1.2M	48.1M	49.3M	9.1%
Television	6.5M	33.1M	39.6M	7.3%
Directories	13.0M	8.5M	21.5M	4.0%
Radio	2.1M	1.3M	3.5M	0.6%
Other Print	1.8M	0.2M	2.0M	0.4%
Total	\$142.3M	\$400.8M	\$543.1M	

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

### SQAD Cost Per Point TV Monitor

TELEVISION P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
March '08	▲\$279	▲\$344	▲\$602	▲\$408
February '08	▼271	▼327	▼584	▼395
December '07	▲294	▲361	▲676	▲420
September '07	254	299	562	357

SOURCE: SQAD Q1 2008, DMA

### SQAD Cost Per Point Radio Monitor

RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
March '08	▲\$268	▲\$255	▲\$272
February '08	▼261	▼247	▼268
December '07	▼273	▲253	▼285
September '07	288	251	299

SOURCE: SQAD Q1 2008, METRO

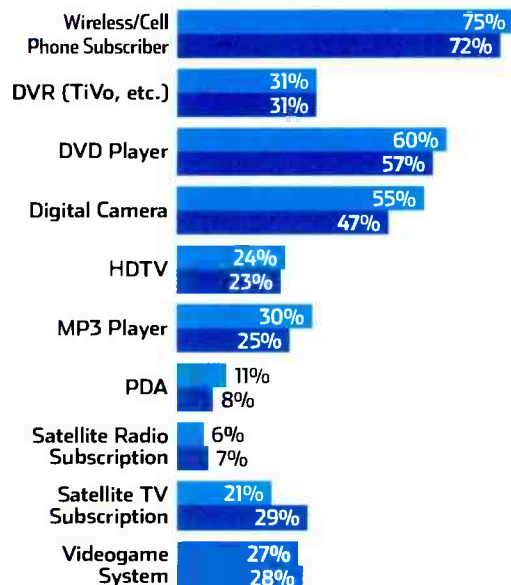
### COLOR KEY:

- ▲ Trending Upward
- ▼ Trending Downward



## MEDIA

### Items In Household (vs. US)



SOURCE: Scarborough USA+, Release 2 2007, DMA

### Newspaper Readers

Any Daily (Cume)	66%
Any Sunday (Average)	53%
Online (Past 30 Days)	22%

### Out-Of-Home COMMUTING TIME

(To Work, One-Way)	
< 10 Minutes	11%
10-19 Minutes	15%
20-29 Minutes	14%
30-59 Minutes	17%
60+ Minutes	4%
Don't Commute	4%

### MODE OF TRAVEL

Carpool	10%
Drive (Not Carpool)	92%
Public Transportation	23%

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

### Web Connection (HHLd)

Cable Modem	33%
Dial-Up	17%
DSL	27%
Other Connection	5%
None	21%

### Cable Penetration

Cable, Non ADS	68%
Alternate Delivery Sys.	45%
Digital Cable	37%
Cable With Pay	21%

### Television Usage

Early AM (5-9a)	20%
Early Fringe (4-6p)	40%
Early News (6-6:30p)	50%
Prime Access (7-8p)	54%
Prime	55%
Late News (11-11:30p)	37%

### Audio/Video Stores Shopped Past 12 Months (HHLd)

Best Buy	28%	Fry's Electronics	9%	Sears	5%
Car Toys	4%	Kmart	4%	Target	15%
Circuit City	12%	Magnolia Audio Video	3%	Video Only	4%
Costco	22%	Radio Shack	8%	Wal-Mart	18%
Fred Meyer	18%	Sam's Club	2%	Other Store	14%

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

## RADIO

### Radio Spending, Past Five Months

All amounts are in \$(000's)

ADVERTISER	08-MAR	08-FEB	08-JAN	07-DEC	07-NOV
Kroger	\$284	\$365	\$219	\$370	\$406
Western Stone & Metal	192	247	209	156	218
Sleep Train	234	258	273	208	197
Berkshire Hathaway	114	153	140	162	208
Signet Group	83	221	87	303	284
Verizon	181	183	144	129	108
Supervalu	115	55	27	141	134
Car Toys	134	134	110	150	130
Video Only	89	94	93	168	177
Paramount Equity Mortgage	16	44	45	37	63

SOURCE: Nielsen SpotScan, Metro

### Radio Ownership

OWNER	NO. OF STATIONS	RATINGS SHARE
CBS Radio	4 FM, 1 AM (5)	15.8
Sandusky Radio	3 FM, 1 AM (4)	13.7
Clear Channel	4 FM, 1 AM (5)	12.1

SOURCE: Arbitron Fall 2007, Metro

### Radio Usage

AM Drive (6a-10a)	75%	PM Drive (3p-7p)	77%
Midday (10a-3p)	70%	Evening (7p-Mid)	45%

SOURCE: Arbitron Fall 2007, Persons 12+, Metro

### Ratings

PERSONS 12+, SUM. 07-FALL 07 (RANK)	PERSONS 18-34 FALL 07 (RANK)	PERSONS 25-54 FALL 07 (RANK)
KRWM-FM 3.7-5.6 (1)	KUBE-FM (1)	KRWM-FM (1)
KUBE-FM 4.3-5.3 (2)	KMPS-FM (2)	KMPS-FM (2)
KMPS-FM 4.9-4.9 (3)	KISW-FM (3)	KCMS-FM (3)
KIRO-AM 3.5-4.1 (4)	KQMV-FM (4)	KISW-FM (4)
KOMO-AM 4.5-4.1 (5)	KBKS-FM (5)	KZOK-FM (5)

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

### Top-Selling Albums

ARTIST	TITLE	ARTIST	TITLE
1 MARIAH CAREY	E=MC2	6 VARIOUS ARTISTS	NOW 27
2 LEONA LEWIS	SPIRIT	7 LADY ANTEBELLUM	LADY ANTEBELLUM
3 SOUNTRACK	JUNO	8 GNARLS BARKLEY	ODD COUPLE
4 R.E.M.	ACCELERATE	9 HANNAH MONTANA/MILEY CYRUS	BEST OF BOTH WORLDS CONCERT
5 JACK JOHNSON	SLEEP THROUGH THE STATIC	10 THE RACONTEURS	CONSOLERS OF THE LONELY

SOURCE: Nielsen SoundScan, for week ending: 04/20/2008.

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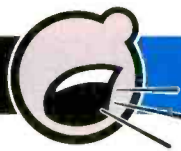
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# TIMELINE

**1 YEAR AGO** Michael Kincaid elevated to president of sales for CBS Radio. ■ Don Hallett lands the PD position at KSTJ/Las Vegas. ■ Radio & Records associate publisher Cyndee Maxwell adds editorial director duties.

**5 YEARS AGO** Emmis Communications promotes Val Maki to VP of radio. ■ Benny Pough selected to be senior VP of promotion at Def Jam Recordings. ■ Citadel/Providence taps David Bernstein as director of operations.



Pough

**10 YEARS AGO** Phil Costello upgrades to senior VP of promotion and marketing at Capitol Records. ■ KEZK-FM & KYKY-FM/St. Louis ups Beth Davis to VP/GM. ■ Tom Clendening claims PD chair at KSFO/San Francisco.

**15 YEARS AGO** Perspective Records appoints Sharon Heyward president of the label. ■ Jennifer McCann is named VP/GM of WBMX/Boston. ■ Veteran rock programmer Greg Stevens returns to KIOZ/San Diego.



McCann

**20 YEARS AGO** Tommy Mottola is named president of CBS Records. ■ KEGL/Dallas PD John Roberts crosses the street to KZEW. ■ Jeff Young rises to OM position at WPGC-FM/Washington.

**25 YEARS AGO** MCA Records recruits John Schoenberger as national album promotion director and Sandi Lifson as national AC promotion director. ■ WMAQ/Chicago VP/GM Dave Martin takes a similar post at WLW & WSKS/Cincinnati. ■ New York morning man Ken "Spider" Webb leaves WBLS to join crosstown rival WRKS.



Kingsley

**30 YEARS AGO** Wally Clark is promoted to VP of LIN Broadcasting. ■ Bob Kingsley takes over as host of syndicated show "American Country Countdown." ■ Joe Cipriano joins WRQX/Washington as night personality.

## Big Ron Signs Off

We've lost another legendary CHR/top 40 jock—last month, it was Jackson Armstrong; now, we say goodbye to "Big Ron" O'Brien. Big Ron, who had been doing afternoons on CBS Radio classic hits WOGL/Philadelphia, died April 27 due to complications from a recent bout of pneumonia that had him sidelined for nearly two months. "I never knew a guy who loved being on the air as much as he did," WOGL PD Anne Gress told the Philadelphia Inquirer. "There was such joy in his voice. He was put on this earth for nothing other than to be on the air." It is believed O'Brien was 56.

O'Brien's storied career started in 1969 at KUDL/Kansas City and goes on to read like a radio's greatest-hits pack-

age: WQXI/Atlanta, WCFL/Chicago, WXLO/New York, KIIS-FM and KFI/Los Angeles, KWK/St. Louis and WOKY/Milwaukee, to name a few. He also did three tours of duty in Philly, including WFIL and WYXR before joining WOGL in 2002.

In 1974, O'Brien was the PD and afternoon personality at then-CHR/top 40 KTLK/Denver, when he hired a young Dennis Constantine from WHYI (Y-100)/Miami to be his MD. "It was the job that moved me to Denver/Boulder, where I lived for 25 years," says Constantine, now PD of KINK and KLTH (K-Hits)/Portland, Ore. "Ron was a truly amazing on-air talent and a person from whom I learned a lot."



O'Brien

## The Programming Department

■ After five years with Bonneville/St. Louis, market princess Jill Devine is crossing the street to Clear Channel's cluster in the Gateway City—but she can't say exactly where, the tease! The lovely Ms. Devine has been MD/midday personality at rhythmic AC WMVN (MOVIN 101.1) and spent quality time at its predecessor, hot AC WVRV (101.1 the River). She also worked across the street for Jeff Kapugi when he was PD of Clear Channel CHR/top 40 KSLZ (Z107.7).

cluster's PD/OM position." Reach him at 805-637-5595.

■ WIXX/Green Bay, Wis., PD Tony Waitekus (pictured) is packing his office for a transfer 90 miles west to program Midwest Communications CHR/top 40



He's Tony and you're not.

sister WIFC/Wausau, Wis., which has been without a full-time PD since John Jost left in January. Since then, afternoon personality Joe Malone has been keeping the chair nice and warm. Waitekus had been in Green Bay since November 2006. His previous programming stints include

WERO/Greenville, N.C.; nearly a decade at the late WHTS/Quad Cities, Iowa-Ill.; and almost 20 years at WCIL/Carbondale, Ill.

■ Skip Clark has been upped from plain old middays to PD/wacky morning dude at rhythmic AC twins WOLF & WWLF (MOVIN 100.3 & 96.5)/Syracuse. His big-ass promotion fills the gaping hole created when Nick Caplan left in late February. Joey Walker will take over Clark's old midday shift.

■ Lester St. James makes the delicate intra-Nebraska transfer from his OM position at Three Eagles' Lincoln cluster to the bright lights and go-for-broke lifestyle of Omaha, where he'll take over as PD of Clear Channel oldies KGOR (Superhits 99.9) and do early afternoons on classic rocker KQBW (96-1 the Brew). It's not like St. James doesn't already know his way around Omaha—he previously spent four years across the street programming heritage rocker KEZO (Z-92). Hit him up on his shiny new Clear Channel address at lesterstjames@clearchannel.com.

## Extra RAM For Your Morning

Our worst fears have been confirmed: Robots have indeed invaded Earth, and they're living among us and taking over the news. CBS Radio has taken the bold, forward-thinking step of installing Newsbot 7521 to do morning news updates at talker KCMD (Solid State 970)/Portland, Ore. We finally feel vindicated after all the years of getting strange looks when we claimed Dan Rather was, in fact, an android.

"Newsbot 7521 delivers current events, weather and a dash of local color to Portland listeners, along with the patented wit and charm that only a robot can provide," says CBS/Portland marketing queen Susan Reynolds, who blatantly disregarded our warnings

about the evil homicidal robots and computers in the "Terminator" movies and "2001." And now, just days before Newsbot 7521 rises up and takes over the station, PD Rick Emerson would like to offer a few choice words about his new hire . . . er, purchase: "It's a changing industry, and air talent can be both financially and creatively troublesome; this step allows us to maximize our informational potential while avoiding the pitfalls that sometimes come with live broadcasters," he says. "Newsbot 7521 will deliver the facts in a stable, dependable manner, and I'm happy to welcome him aboard." Later, Newsbot 7521 was feted in the break room with . . . well, robots don't eat—they wait . . .



Susan Reynolds gives Newsbot the grand tour.



## Quick Hits

■ **Dan Austin**, market manager of Albany Broadcasting's cluster in Albany, N.Y., is coming home to Syracuse to become market manager for Citadel's cluster: CHR/top 40 **WNTQ (93Q)**, AC **WLTI (Lite 105.9)**, rock **WAXQ (95X)** and sports **WNSS-AM**. The position has been open since **Dave Calabrese** left in January. Austin, a Syracuse University alum, starts May 12.



Carolla wakes up in Phoenix.

■ Riviera alternative **KEDJ (the Edge 103.9)/Phoenix** has added the syndicated stylings of **Adam Carolla** to mornings, starting May 5. The move marks a homecoming for comic/carpenter Carolla, who was last heard across the street on CBS Radio's **KZON** when it was **Free FM**—before it flipped to rhythmic and he exited. Carolla will replace five-year vet **Chuck Powell**,

who along with producer/co-host **Colin Boyd**, left after management allowed them to do a farewell show.

■ After 10 years as director of affiliate marketing for Premiere's "Bob & Tom Show," **Laura Gonzo** has left to pursue a "pet project"—she's the new director of communications and public relations for the National Canine Research Council. Gonzo can still be reached at [lauragonzo@inbox.com](mailto:lauragonzo@inbox.com). **Lynn Gay** will now cover affiliate marketing responsibilities. Find her at 818-461-8687 or [lgay@premiereradio.com](mailto:lgay@premiereradio.com).

■ Chicago market vet **Michele "Candi" Gomez**, best-known for her nine years in overnights at CBS Radio's **WBBM-FM (B96)**, has been on the proverbial beach since losing her gig last month, the result of budget cuts. We are pleased to report that Ms. Candi has now resurfaced across the street,

## Utica, Vegas Deal With Life After Whoopi

Former "Wake Up With Whoopi" affiliates are now moving on with their lives, but thank you very much for asking. **Sam Schrier** has now been installed in the former "Whoopi" spot on Galaxy hot AC **WUMX (Mix 102.5)/Utica, N.Y.** Schrier was last seen producing the morning show at **WBEE/Rochester, N.Y.**, and he's also done afternoons at **WQNY/Ithaca, N.Y.**, but this will be his first full-time jaunt in the caffeine-intensive morning shift. For PD/midday jock **Ted Bradford**, Schrier's arrival can't come fast enough: "I've been subbing for the last little while, but this getting up at 3:45 a.m. is hard; plus, management turned down my ISDN-from-home request," Bradford tells ST. "Plus, having some solid on-air experience and a stint as a cruise director with Carnival were both in Sam's favor . . . wait a minute, I read his résumé wrong—that was a 'director at a carnival' . . . oh, well."

The "Kidd Kraddick in the Morning" syndicated empire expands further west to encompass Sin City: Kraddick is now heard on Clear Channel rhythmic AC **KPLV (93.1 the Party)/Las Vegas**, filling the void created when "Whoopi" went buh-bye.

doing part-time for PD **Rick Gillette** at Clear Channel rival **WKSC (103.5 Kiss FM)**.

■ We hinted at this scenario a few weeks ago, but the deal is now official: Clear Channel talker **WERC-AM/Birmingham** is the destination of **Leah Brandon**, who (along with her horses) recently left the night news anchor spot at news/talk sister **KFI/Los Angeles**. Brandon, who also spent some quality time at **KYSR/Los Angeles**, will co-host the all-new "Steve & Leah in the Morning" with **Steve Shannon**, probably best-known as the longtime half of the **Steve & D.C.** morning show. Upon their arrival, market stalwart **Jeff "JT" Tyson** will focus on his other gig, afternoons across the hall on AC **WMJJ (Magic 96.5)**, as well as his numerous voice-tracking gigs.

■ **Bruce Kelly** exits after almost a year in mornings at Lincoln Financial classic hits **WMXJ (Majic 102.7)/Miami**, where he

had filled the giant shoes of market legend **Rick Shaw**. Kelly, who worked at market giants **WHYI (Y-100)** and the late **WMJX (96X)** back in the day, as well as XM, also spent 15 years in Phoenix at **KKFR, KOY-FM (Y-95)** and **KZZP**. Find him at [brucekellyradio@gmail.com](mailto:brucekellyradio@gmail.com). Majic PD **Bob Hamilton** has now switched the station into "search" mode.

■ **WNOU (Radio Now 100.9)/Indianapolis** PD **Tim "Rayne" Rainey** is bracing for life without part-timer extraordinaire **Chris Sutter**, who is using his new Ball State diploma to land a lucrative TV gig in faraway Lansing, Mich. "I've never had a weekend personality clean my car, get me Red Bull or pick up my dry-cleaning like Chris has . . . and he does it all out of his own pocket," a blubbing Rainey says, struggling to maintain what's left of his soggy composure. "I guess I should add that he was pretty good on the air, but who's going to teach the new weekend jock how to properly vacuum my car?"

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**Radio 2020** initiative aligns the NAB, RAB and HD Digital Radio Alliance with a unified cause: It's time to take the offense and remind consumers, advertisers—and the industry itself—why radio is the tallest tree in the technology forest

# RADIO'S EXTREME MAKEOVER

By **Chuck Taylor**

Jeff Haley is glancing out of his fifth-floor office window in midtown Manhattan, primed to illustrate the ubiquity of radio. "I'm looking down 55th Street," the RAB president/CEO says. "Below me, 100 vehicles are going down the street, and probably every one of them is listening to the radio. Looking in the window in the office building across the street, there are most likely 70 laptops powered up, and I'm sure a lot of them are streaming music. The Jamba Juice store on the corner, I bet they're playing radio in there, too." ■ Haley smiles, ready to drive his point home. "I seriously doubt any of these people are watching television, and few are reading newspapers," he says. "This is only one block—and media consumption of terrestrial radio among young and old alike is in hundreds of places." A meaningful pause. "This is the power of the airwaves."

Haley's observations this day are meant to help define the mission of Radio 2020, a long-term, far-reaching initiative first announced last fall at the NAB Radio Show that entered a second phase last month at the massive Las Vegas NAB convention. It aligns the NAB, RAB and HD Digital Radio Alliance—with a number of radio group owners also onboard—to reposition radio's image among today's ever-growing myriad of audio choices. At best, there's a lot of apathy out there; at worst, downright distaste for a medium that some call a corporate-run, stale, homogenized has-been offering less diversity than online radio or iPods.

## Opportunities

Last September, NAB president/CEO David Rehr, in his keynote address at the Radio Show, assured that "Radio 2020 will not only address radio's greatest challenges, but also guide us on how to explore our greatest opportunities." Now it's time to put his money where his mouth is. The multi-tiered campaign aims to quell industry naysayers and remind everyone—the industry itself, the ad community and especially consumers—that radio remains pervasive, free and that it's here to serve: for entertainment, information, even protection.

Since Radio 2020's broad intent was outlaid, critics have already taken potshots. One prominent

industry blogger wrote, "Radio has strengths, to be sure. But passions are ignited by the fresh, the novel, the exciting, not by the tried and true, no matter how much 'reminding' you do. We cannot convince or remind the public of anything. We can prove, innovate, delight, surprise, change. We can be bold. We can invest. We can stop talking to ourselves and start listening to the audience."

Another industry watchdog added on his Web site, "If Radio 2020 is going to be some revolution in radio—which, let's face it, is a direct response to the fragmenting of media from satellite radio, Internet radio, iPods, mobile audio, etc.—then start acting on it and stop talking about it."

Rehr insists that is exactly the point. Instead of defending itself against terrestrial radio's vocal opponents, this time, he says, the industry is on the offensive, with an unprecedented collective of statistics, success stories and ammunition to boost the business. "It's time that we arm people with information so that the buzz about radio is, 'Wow, that's really cool,' as opposed to reading another critical column," he says. "Sea change No. 1 is that misperceptions of radio disappear. Half the campaign is about getting bad stuff out of people's minds. I've been in this business for two-and-a-half years, and the first thing people do is talk about the negative. We intend to embolden, cajole, inspire and, if we have to, beat people with



## Talking Points

The Radio 2020 campaign entered a second phase in April at the NAB convention in Las Vegas with the launch of a pair of Web sites intended to help the industry promote its wares. RadioHeardHere.com (see home page screenshot, left) is designed for mass appeal, with a blog and persistently updated content to show how terrestrial continues to reach listeners, while RadioCreativeLand.com is aimed at the ad community in identifying radio's strengths for buyers and sellers. NAB president/CEO David Rehr calls the

sites "our radio ambassadors."

The overall "Radio Heard Here" campaign features four elements:

- 1. Advertising:** A far-ranging ad campaign aimed at consumers, via the new catchphrase "Radio heard here," which the industry hopes will become as ubiquitous as "Got milk?"
- 2. Industry and trade outreach:** A multifaceted initiative to connect industry players online to the most up-to-date information through blogs that "engage and inform" radio insiders while also helping teach the cre-

ative community—ad agencies and universities that offer marketing and sales curriculum—how to successfully write and place radio advertising.

- 3. Public relations:** A proactive effort designed to reach key influencers and other targets with information about the impact of radio.

- 4. Viral communications:** "A fun and often irreverent element" offering video shorts for posting on YouTube, Google Video, MySpace, Metacafe and other online outlets that shares perspectives about radio "in entertaining and informative ways." —CT



sticks, to hear the facts. This is about the future.”

Among Rehr’s favorite statistics: 235 million Americans regularly listen to radio, while 93% 12+ tune in every week. He recites it with the precision of Whitney Houston commanding “I Will Always Love You”—and with the same message.

Leading the Radio 2020 initiative is the catchphrase “Radio heard here,” which the RAB’s Haley likens to the successful “Got milk?” ad campaign. He says, “People think about radio the way they think about air—they just don’t think about it. We want to remind them about radio’s unique ability to connect.”

The team behind the campaign also wants to make clear that this is more than a band-aid. Specifically, individual campaigns are targeting the industry, the ad community and the public—particularly younger, potentially disenfranchised listeners—via Web sites, blogs, print and outdoor advertising that shouts “Radio heard here” from a branded orange-and-white banner. Oh, yeah, and the radio airwaves will promote the message, too.

The overall consumer campaign is expected to be on the scale of HD radio’s rollout, though no dollar figure has been committed. Radio will be the primary medium, along with the online and viral elements. Beginning later this month and through early fall, print and billboards will begin to appear in selected markets, touting the “Radio heard here” mantra. A second wave of advertising will be released in the fall.

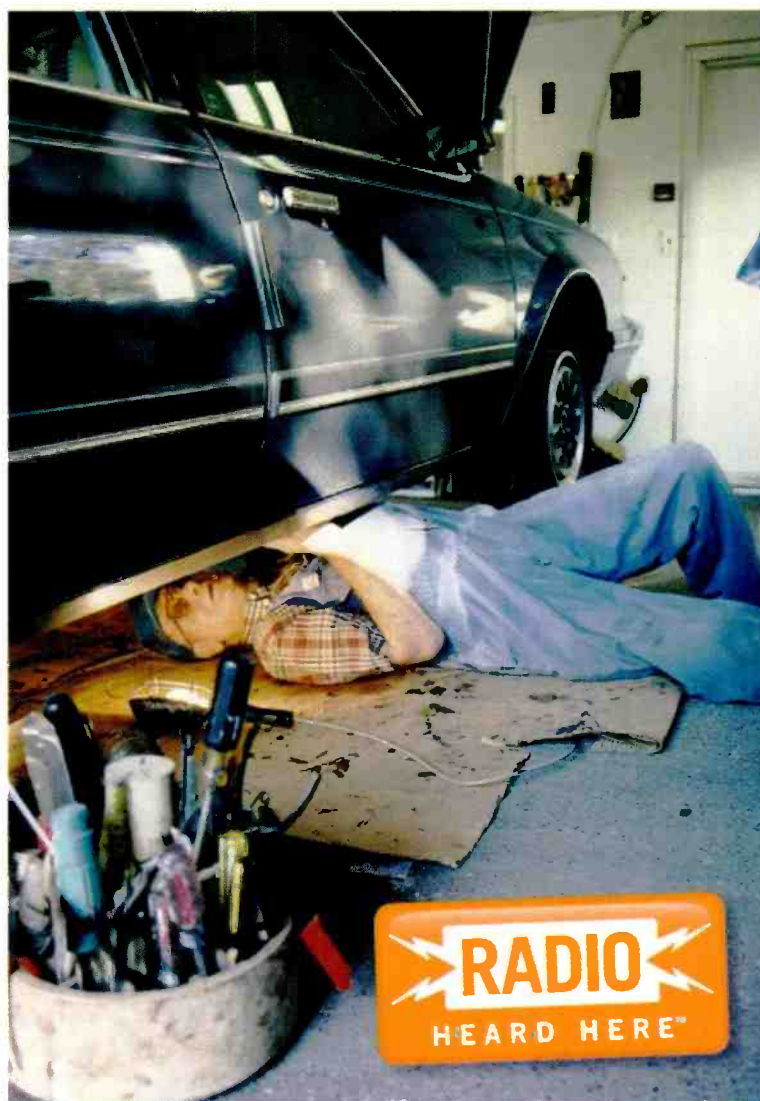
Leading the charge are two Web sites: Radio-HeardHere.com and RadioCreativeLand.com. The first is aimed at consumers and the radio industry; the second is designed to be an insider guide and pep rally for the buying community (see “Talking Points,” page 16).

## Ammunition

A good deal of the effort’s ammunition comes from a positioning study conducted last year by O’Keefe Brands. It comprised a dozen focus group sessions and telephone interviews with more than 5,000 consumers. Nearly all the participants agreed that they rely heavily on radio to provide information and entertainment on a daily basis. The main drivers of this reliance: accessibility—including the medium’s availability virtually everywhere and the fact that it’s free and portable—along with ease of use and convenience. But many also acknowledged they take the medium for granted and, as a result, give little thought to its importance.

There were other, more serious caveats. A majority of respondents said that radio suffers from a lack of musical variety, repetitive playlists and similar-sounding stations, which they deemed “a turnoff.” Younger audiences, not surprisingly, were most vocal, saying that they seek out other media to discover new music. Sound quality was considered a technical shortcoming and while most had heard of HD radio, they had little notion of its benefits.

So obviously, there’s work to be done. Greater Media president/CEO Peter Smyth, for one, believes that the most effective tonic is strong messaging. “Think of all the applications of radio: a mother taking her child to school, a person won-



dering about the traffic or weather, the listener who is looking for entertainment or talk,” he says. “Believe me, radio’s greatest days are ahead of us.”

Smyth continues, “Other forms of media have tried to reposition us and radio has never stood up and said, ‘Wait a minute, you have to hear this great story.’ Any medium rolled out today that reached 90% of the population, for free, would have everyone jumping on the bandwagon. We sat back and argued about minutiae. Now it’s time to move into the digital age and reconnect with listeners and advertisers and take our place at the marketing table. I do not for one second believe that the love affair between radio and the consumer is over.”

Emmis co-founder/CEO Jeff Smulyan echoes staunch devotion. In April, he went so far as to launch his own strategic endeavor to rally the troops, unveiling “Our Plan to Fight Back.” He describes it as the industry’s internal mandate to “finally bring the American radio business out of its doldrums.” Aligned with Radio 2020, he says his role during the course of the next five years is to unify a sales effort that targets national advertisers that have reduced spending on radio and to promote its value within new technology models like mobile phones, PDAs and MP3 players. Repeating a mandate issued by Emmis Interactive co-president Rey Mena during a recent Kagan financial summit in New York, Smulyan says, “Radio has to be a 360-degree experience. It has to be everywhere.”

His argument centers on the fact that the fall-off in radio listening that has pervaded the national press is overly dramatized. “Perception is much

## Outdoor And Print Campaign

Much like the HD radio campaign, radio’s own airwaves will be the primary media for the Radio 2020 campaign, along with online and viral elements. Print and outdoor components touting the “Radio heard here” mantra (above and right) will begin to appear in select markets later this month. A second wave of advertising will be released in the fall.



worse than the reality,” he said as the keynoter at the Kagan gathering, pointing to a listenership survey taken between 1997 and 2006 that claims radio’s reach has declined less than 3%. He says, “People are listening to radio more than ever before, but they don’t think about it much. Like any long-term relationship, radio and its consumers need a little nudge to reignite its passion.”

While it is true that the percentage of Americans 12+ who tune in to radio has remained largely stable in the past decade—95.3% of the 12+ population listened at least once per week in fall 1998, 93.3% in spring 2007, according to Arbitron—TSL has consistently declined. In fall 1998, 12+ listeners spent 21 hours and 30 minutes with radio per week; by spring 2007, 12+ TSL had slid to 19 hours per week. The downturn is far more dramatic among younger demos. Teens 12-17 went from listening 15 hours per week in 1998 to 12 hours last year, while TSL for persons 18-34 tumbled from 22:15 to 18:30.

*Continued on page 18*



## Rehr View

NAB president/CEO David Rehr announced the Radio 2020 initiative last fall at the organization's Radio Show, but it kicked into high gear April 14 at the 2008 NAB Show in Las Vegas. Here are excerpts from his opening keynote speech to the industry that day:

"We have challenges and we have to address them. Many listeners acknowledge that they take radio for granted because it's so pervasive. The public's love of radio is still there, they just need to be reminded of it.

"In anticipation of radio's centennial, we launched a major effort at the NAB Radio Show to reignite the public's passion with radio. Radio 2020 represents the clear vision we have for our future. NAB, working with our

industry partners, intends to reposition radio in the public's mind.

"First, technology. We are going to make sure that radio is incorporated on every new gadget, everywhere—especially mobile, hand-held devices. Second, [we] found that people want new, unique content. They want niche channels. This brings me to the great possibilities of HD

radio. There are those who said HD radio would never make it: too expensive, too few stations, too this, too that. That attitude is changing. Ford, Mercedes, Volvo and BMW are just a few automakers that have made major announcements about offering HD radio in their vehicles.

And radio stations are stepping up to offer the programming to support new multicast channels of HD radio. We still have a lot of work to do on this, but we are certainly headed in the right direction.

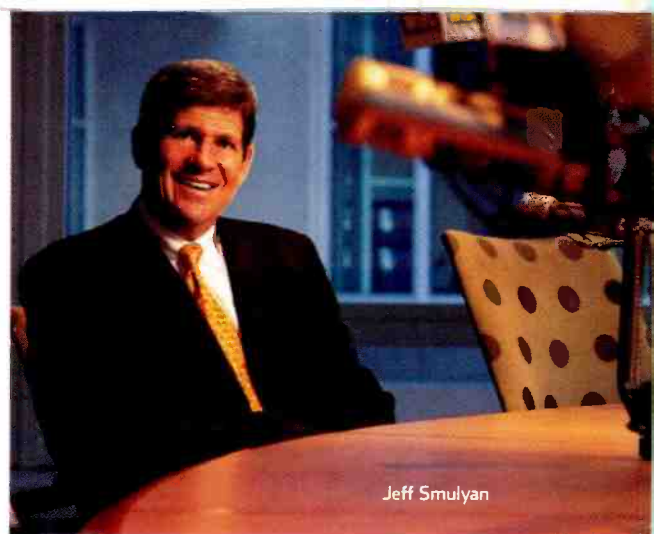


David Rehr

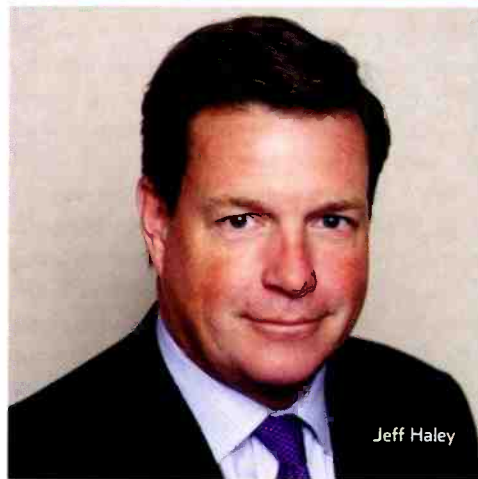
"Third, we have to build for our future. Armed with what we learned from consumers and with what we know about our business and the changing landscape, we have to act now to ensure radio prospers well into the next century. Fourth, we must reignite consumers. We need to remind them why they love radio.

"With Radio 2020, we are reminding people that radio is accessible and everywhere they are, that it's simple and convenient to use. There is no CD to change, nothing to download, nothing to subscribe to, no playlist to build and nothing to recharge. It's available to everyone, regardless of education or economic status. Radio is a great equalizer, a great unifier. It reaches out to you no matter what your status or station in life.

"As aggressive local broadcasters, we are going to make radio new again. We will be reinvigorated. We will remind our listeners—and ourselves—of the value of this great medium."—CT



Jeff Smulyan



Jeff Haley

of misconceptions about radio, which remains very relevant and powerful to the young community. This campaign is a way to remind them of its value."

Rehr says, "This is not a six-week deal where we then move onto something else. There may be a 14- or a 16-year-old who doesn't get the message at first, so we are dedicated to thinking of this as a longer-term effort." He also acknowledges that "there is no silver bullet. If there was one answer, someone a lot smarter than me would have figured it out and we'd already be doing it. We need to offer a lot of little things done in a persevering way. It may take us a while to get there, but the important thing is to draw the line, to start. America loves radio. We all have to be inspired to love radio as much as our listeners do. Then, we will be very successful!" R&R

Additional reporting by Paul Heine and Jeffrey Yorke.

Continued from page 17

## Technology

Another key driver in delivering Radio 2020's message is the potential of HD radio as the new frontier in delivering key attributes that O'Keefe study participants said are missing: digital sound quality, for one, but more important, programming diversity.

Peter Ferrara, who heads the HD Digital Radio Alliance—which, with the NAB and RAB, is the third partner in Radio 2020—says that aligning HD radio with the campaign's positive message about the medium is ideal. "It's a perfect alliance. Consumers can check out RadioHeardHere.com and recognize that it's time to upgrade what you already enjoy and know—and make it all the more powerful. It's like fitting together two pieces of a puzzle," he says. "At the same time, our messaging has to be very clear. We still have challenges in front of us to get consumers to go out and buy these radios."

On its own, the mission of the alliance is to turn growing awareness into interest and intent to purchase. To date, 1,600 stations have committed to HD, with 750 HD side channels on the air, he says. Units sold are not yet tracked, but Ferrara acknowledges that it's less than 1 million.

"My hope is to reinvigorate the people in our industry first, and the people that we serve second, and at the end of it, ensure that everyone understands that radio is a much more important part of our lives than we give it credit for today. Radio is like a utility, like the expectation of hot water—you turn it on and get music, entertainment, news. If we can make people recognize that radio serves the community, that we are socially responsible, that radio is important, then this will have been a huge success."

Perhaps most important, Smyth—like many in the industry who are frustrated with HD's sluggish adoption—recognizes that the fight to get HD radios in cars and to convince consumers

**'We intend to embolden, cajole, inspire and, if we have to, beat people with sticks to hear the facts. This is about the future.'**

—David Rehr

(and group owners) of the value of additional channels must ultimately be supplanted by a price point where buying a radio simply means owning an HD radio. He says, "This campaign will set a new watermark for our collective efforts in making radio's tree in the forest stand even taller."

Adding his two cents, Smulyan says, "We need to induce demand. HD is not going to be a viable business model for a few years. But it can help radio change the perception with new ideas and add cachet to radio. We also need to do a better job of programming. Try to spark some of that creative energy and put something fun on the air."

Looking at the overall intended impact of Radio 2020, Haley says, "We need one voice to bring the radio industry together. There are a lot

## 'Radio Heard Here': What Does It Really Mean?

The top goal of radio's new PR campaign is to reignite appreciation for the medium among consumers, advertisers—and within the industry itself. The principle pillars of the Radio 2020 initiative are:

**Accessible technology:** One of the NAB's ultimate goals is to make radio available anywhere there is a speaker or headphones. HD radio and streaming technology are at the forefront, along with efforts to work with software and hardware manufacturers to integrate radio into mobile phones, MP3 players and other devices. "Radio is investing in technology. The industry isn't hiding from new technology—it's driving it," the NAB says.

**Playlist variety, format diversity:** The NAB insists that terrestrial radio

playlists are becoming more diverse, new formats are launching—especially on HD side channels—and localized programming keeps driving in-market interest. "Radio continues to be an innovator, ready to adjust and adapt. Of course, the industry isn't going to take away the formats that consumers have grown to love; we're just mixing in fresh options wherever practical."

**Building for the future:** This includes educating tomorrow's broadcast leaders through such programs as VCU Brandcenter workshops aimed at training writers to produce better creative for radio advertisers. The RAB offers a wealth of training programs, consumer trends and marketplace information, while the NAB says it is stepping up efforts to

introduce the industry to new concepts in technology and broadcasting. "We recruit innovative leaders like Wired Magazine [editor in chief] Chris Anderson and Bob Pittman [former AOL COO, now head of media investment firm Pilot Group] to focus industry leaders on where the business is going, not where it's been."

**Reigniting consumers:** "Why and how radio matters to listeners hasn't been made clear and compelling to the public in a way that effectively conveys its value to key audiences," the NAB says. The consumer-driven "Radio heard here" is designed to change that. "The campaign will underscore the broadening versatility of radio content, the pioneering innovation of its technology and radio's continued relevance in Americans' lives."—CT



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KTAR/Phoenix maximizes opportunities to get its brand out there

# April Publicity Showers

Mike Stern

[MStern@RadioandRecords.com](mailto:MStern@RadioandRecords.com)

**a**fter 85 years on the AM band, Bonneville recently rolled the dice, sliding talker KTAR/Phoenix's news/talk programming to 92.3 FM. Since the move, director of programming Russ Hill says the station has faced one major challenge: "making sure people know it's there." That led to the station's management team making it a priority to "take advantage of buzz marketing opportunities," Hill says. "And we are ready to move on a dime to do so."

In early April, the station participated in a statewide educational campaign about the dangers of crystal meth, tangled with a local university over First Amendment rights and perpetrated an April Fools' Day joke that was still getting press two weeks later.

## Finding Opportunities

When market manager Eric Hellum explained the Arizona Broadcasters Assn.'s plan to get TV stations across the state to simultaneously air "Crystal Darkness," a 30-minute documentary

about crystal meth, Hill never hesitated. "We called the association and told them we wanted to run it and offered to put it on satellite for other Arizona radio stations."

The documentary, which had aired in 10 other markets, was focused on TV, airing simultaneously on multiple stations for maximum impact. Radio's only role at that point had been encouraging people to watch.

KTAR upped the stakes by broadcasting the documentary and following it with a one-hour statewide show broadcasting listener calls. Hill

**'We put down the competitive swords, realizing this is one instance where coming together could literally save lives.'**

—Russ Hill

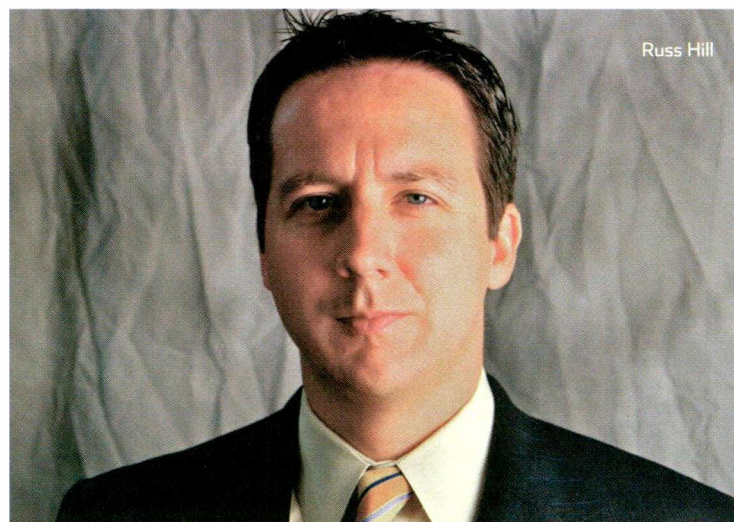
says, "Radio is the perfect forum to not only put out the program but enable people to talk about it"—unlike TV, which isn't equipped for that type of programming.

Hill says the most rewarding part was having local media work as a team. "We put down the competitive swords, realizing this is one instance where coming together could literally save lives." Of course, the volume of positive feedback KTAR received for the broadcast can't be discounted.

## Opportunities Find You

Opportunity then knocked one Friday afternoon when Hill received a voice-mail message from a bus driver for Coach America, a bus company that provides shuttle service for the Arizona State University (ASU) campus. The driver had received a memo indicating he could no longer play KTAR on any of the on-campus buses because the station was "controversial and offensive."

"We immediately identified it as a freedom of speech issue," Hill says. "This isn't a private company operating on its own. This company is operating on a public campus and those buses are being paid for by tax dollars. It is an extension of the government."



Russ Hill

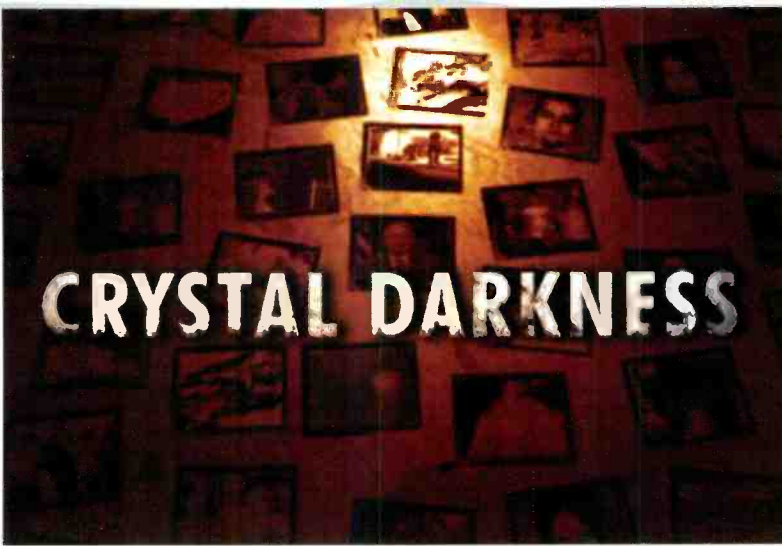
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## CRYSTAL DARKNESS

First, the station wrote a letter to the bus company. "We wanted to know if ASU initiated this or if it was the bus company. If it's the bus company, we were concerned, but if it was ASU—a taxpayer-funded institution—then we were extremely worried about the larger constitutional issues."

It turned out the ban did come from the university, as a reaction to a student who filed two complaints. KTAR informed the university that "we are in complete opposition to the ban, not because it is our station, but because it is an infringement on the First Amendment."

During the weekend, the story gained momentum as local newspapers picked up on it. "The lead constitutional law professor at ASU, who's argued more than 20 Supreme Court cases, told us that what his own university had done was unconstitutional," Hill recalls. The station also received a pledge of support from the chairman of the Radio and Television News Directors Assn.

On Monday, the university released a statement: "We didn't ban KTAR-FM. We just told our drivers to turn down the radio if it was on 92.3 or leave the volume up if it was on another radio station." Meanwhile, morning host Darrell Ankarlo broadcast his show from the campus, including a 30-minute live segment onboard one of the buses. Hill says, "We put him on one of the buses with TV cameras following him."

Hill maintains that the primary issue was freedom of speech, even calling out the editor of a community newspaper who called the incident a publicity stunt. "I said that her newspaper failed to show leadership. The bigger issue, whether it's us or anyone in the media community being banned because one student out of 65,000 complains, is free speech, and all of us ought to speak out about it."

Hill continues, "Of course we talked about how to maximize the PR angle, too. It would be foolish of me to suggest otherwise." When Hill wrote to the bus company, the station sent copies to other media outlets; when Ankarlo did his show from campus, his producer sent out media alerts the night before.

### Make Your Own Opportunity

KTAR began April by manufacturing its own publicity. Hill says, "KTAR has a long history of April Fools' jokes." The station had taken a year off from the tradition, but staffers convinced Hill to bring it back.



On the morning of April 1, the station reported that due to a \$1 billion budget shortfall, the state legislature passed emergency measures in the middle of the night—which the governor signed in her pajamas—turning all freeways in the Phoenix area into toll roads, with charges equal to the highway's number. So motorists on Highway 202, for instance, would pay \$2.02.

An Arizona Department of Transportation representative played along, announcing that since this legislation had moved so quickly, there wasn't time to put up toll booths, so state employees would be at on-ramps collecting the tolls in buckets. If drivers didn't have correct change, they would have to turn around on the ramp. The station established a toll-road hot line, which was actually a recorded message explaining the joke.

Hill's staff tried to cover all the bases. "We alerted the governor and numerous other elected officials that we were going to do it," Hill says. "We checked in with ADOT during the day. We were ready to pull the plug if it got out of control."

Listener response was enormous. "Our phone lines shut down from the volume of calls, the Bonneville voice-mail system went down, and we had to set up an additional voice-mail number." Hill found out later the capitol was also flooded with hundreds of phone calls.

Days later, a front-page story in the Arizona Republic reported the governor's staff was upset with the ADOT for "cooperating with KTAR's prank." The article hinted at potential political fallout. The paper ran three more stories during the next two weeks, even filing a Freedom of Information request for e-mails relating to the stunt.

"The head of ADOT personally visited with the governor to apologize for his involvement with KTAR," which received extensive media coverage, Hill says, and ramped up a new round of public response. "Our e-mail was flooded and we stopped counting after 350 voice mails."

The April Fools' Day prank lingered on April 18 when the local NPR station asked the governor if the director of ADOT would lose his job over the controversy. "No one at ADOT lost their job," Hill says, "or was even formally disciplined." **R&R**

### A New Idea For Talk Radio: Listening

"If you are on a talk station and have been given the chance to talk, then you darn well are going to listen, too," Bonneville talk KTAR-FM/Phoenix director of programming Russ Hill says. "I tell people when I recruit them as talk show hosts, 'If you join us, you will also have to listen.' A lot of guys don't get that."

One way KTAR teaches hosts to

listen is through "community conversations." The station hosts quarterly meetings where "we invite six or eight of our biggest critics to lunch and for about two hours ask them to share their concerns about what they are hearing on the radio," Hill says.

Station representatives include upper management, hosts and reporters. "When station people

attend one of these lunches for the first time, they are stunned," Hill says. "At other stations they never have to interact with the people they are calling out over the air. The meeting is uncomfortable, but it always ends incredibly positively. Plus, it makes sure that our hosts and managers are entrenched in the community."—MS

## The Money Pit Welcomes WBAP-AM Dallas Ft. Worth

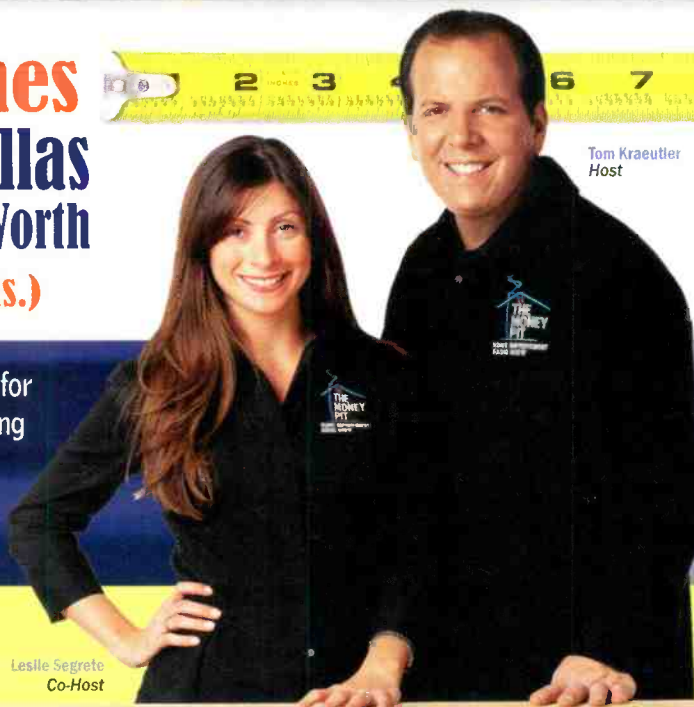
(Will you be our next new affiliate? Join us.)

"Tom, Leslie and the entire team at "The Money Pit" work for our station as if they were local hosts. They care about making sure the program is timely, interesting and entertaining.... and bend over backwards to work with our sales team."

—Tyler Cox, WBAP-AM 820, Dallas, TX

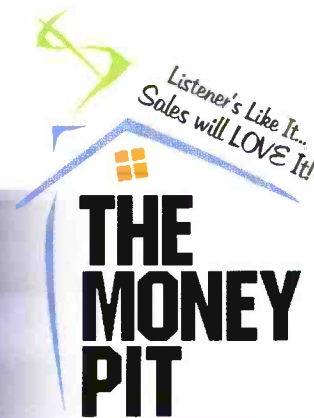
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Tom Kraeutler  
Host

Leslie Segrete  
Co-Host



Listener's Like It...  
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**THE  
MONEY  
PIT**

HOME IMPROVEMENT RADIO SHOW  
NOW HEARD ON OVER 220 STATIONS!





**About Last Night**

Mute Records artist Moby filmed episodes of "Ringtone Report" and "Choice Cuts" at Music Choice's New York studios. He is promoting his ninth studio album "Last Night," a tribute to dance music in New York. Pictured with Moby is Music Choice production department staffer Lisa Diebner.

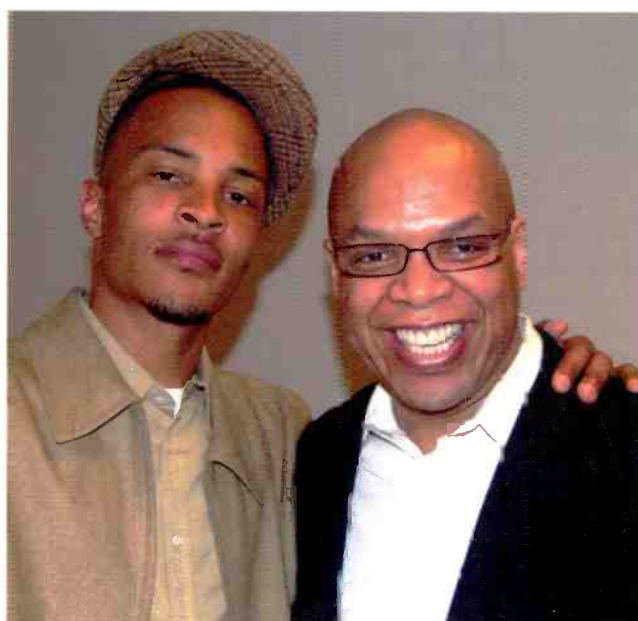
**Friends 'Til The End**

Redbird/Island pop-punk act Ludo clowned around with Clear Channel alternative WEND (106.5 the End) PD/afternoon jock Jack Daniel during a visit to Charlotte. "Love Me Dead," the lead single from the band's major-label debut "You're Awful, I Love You," is No. 26 at Alternative. From left are keyboardist Tim Convy, bassist Marshall Fanciullo, Daniel, vocalist Andrew Volpe, guitarist Tim Ferrell and drummer Matt Palermo.



**Personal Best**

J Records/Sony BMG singer/songwriter Gavin DeGraw performed his single "In Love With a Girl" and exclusive cuts from his second album for lucky listeners at Citadel hot AC WPLJ/New York's Up Close & Personal concert. WPLJ afternoon drive personality Race Taylor, right, and DeGraw took a quick photo before the performance.



**Urban Legends**

Grand Hustle/Atlantic Records rapper/actor T.I., left, discussed his forthcoming album, "Paper Trail," with Radio One/Philadelphia OM Elroy Smith.

**Saints And Sinners**

United Stations Radio Networks director of rock programming and "hardDrive" executive producer Roxy Myzal, center, talked to Mötley Crüe's Nikki Sixx, left, and Papa Roach frontman Jacoby Shaddix about their summer tour, CrueFest. The Crüe's latest single, "The Saints of Los Angeles," is No. 9 at Rock.



**Rising Star**

Way Out West/Nine North artist Shawna Russell dropped by Radio & Records and Billboard's Nashville office to promote her album and single "Goddess." From left are co-manager/publicist Clif Doyal, R&R/Billboard contributor Kyle Williams, R&R sales representative Melissa Garn, R&R Nashville director of operations and charts Wade Jessen, Russell, R&R/Billboard radio editor Ken Tucker, R&R sales representative Jessica Harrell, R&R sales representative Meredith Hupp, Nine North Records owner/president Larry Pareigis and co-manager/Way Out West Records president Tim Russell. Photo: Patti Doyal-CDA Promotions



**Band On The Run**

Star of MTV's "Making the Band 4," Bad Boy/Atlantic act Day26 stopped by CBS Radio urban WPEG (Power 98)/Charlotte to support its self-titled debut album. From left are Day26 members Brian Andrews, Michael McCluney and Willie Taylor, WPEG MD Deon Cole and band members Robert Curry and Qwanell "Q" Mosley.





# Formats

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

## R&R SPIN SPOTLIGHT

### THE SPIN



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



Madonna

#### '4 Minutes' And Counting

Madonna ranks second among all artists for most top 10s in the CHR/Top 40 chart's history, as "4 Minutes" clocks in at No. 7. Following is a look at the artists with 10 or more top 10s since the chart's late 1992 launch.

Mariah Carey, 16  
Madonna, 14  
Nelly, 12  
Christina Aguilera, 11  
Janet Jackson, 11  
Usher, 11  
Justin Timberlake, 10



Kenny Chesney

#### More Than A 'Memory'

With his latest top 10, "Better As a Memory," Kenny Chesney breaks a tie with Tim McGraw for most Country top 10s this decade. As a consolation, McGraw still leads Chesney in most No. 1s this decade—12 to 10. Here are the acts that have tallied the most top 10s at the format since January 2000:

Kenny Chesney, 24  
Tim McGraw, 23  
Toby Keith, 21  
Rascal Flatts, 19  
Brad Paisley, 18  
George Strait, 18

### Lil Wayne's 'Lollipop' Licks Three Charts

Lil Wayne's "Lollipop" (Universal Motown) twirls its way to No. 1 on the Rhythmic chart with its fifth straight Most Increased Plays trophy (up 608). The track's rapid-fire coronation culminates with a weekly sum of 6,077 spins, making it only the second song in the chart's history, after Flo Rida's "Low," to eclipse the 6,000-plays plateau. ("Low" leveled off at 6,353 spins.) "Lollipop" also moves to the head of the Urban chart, making Lil Wayne the first artist to rise to No. 1 at Rhythmic and Urban in the same week since the Shop Boyz doubled up with "Party Like a Rockstar" last June. In its fourth week at No. 1, "Lollipop" also sets the mark for most weekly plays at Rap with 11,348, smashing the mark previously held by Snoop Dogg's "Drop It Like It's Hot" (10,964) in November 2004.



### Chesney Is Decade's Best With 'Better'

Kenny Chesney hops 11-10 at Country—pun intended, as he's recovering from a broken foot incurred at a recent concert performance—as "Better As a Memory" (BNA) snaps a tie with Tim McGraw for most Country top 10s this decade. Chesney bumps his total to 24 to pass McGraw's output in the 2000s (see Spin Spotlight, left). "Memory," Chesney's fourth top 10 from his current set, "Just Who I Am: Poets & Pirates," is his 21st consecutive top 10 (excluding holiday fare and non-promoted album cuts) for the format's longest active top 10 streak. The last artists to string together more top 10s were Alan Jackson with 27 between 1990 and 1998, and Alabama with 42 between 1980 and 1993—the latter's output includes an incredible 32 No. 1s in that span. Chesney last fell short of the upper tier when "The Tin Man" peaked at No. 19 in October 2001.

### Madonna Moves Up On Mariah

Madonna moves closer to Mariah Carey's record for most top 10s in the 15-year history of the Nielsen BDS-based CHR/Top 40 chart, as "4 Minutes" (Warner Bros.) jumps 11-7. The lead single from the just-released "Hard Candy" is Madonna's 14th top 10, second only to Carey's 16 (see Spin Spotlight, left). The spirited battle between the dueling divas extends to the metric of most CHR/Top 40 chart entries overall. As Carey debuts at No. 37 with "Bye Bye" (IDJMG), she retakes the lead for most charted titles over Madonna by one song, with 27. Madonna had matched Carey's mark when "Minutes" debuted five weeks ago. Janet Jackson (23) and Nelly (20) are the only other artists with at least 20 chart appearances.

### Morissette Intros New Set With 'Underneath'

Alanis Morissette scores her first Triple A hit in four years as "Underneath" (Reprise) debuts at No. 22. Morissette last appeared with "Everything," which led for four weeks in May 2004. Her seven Triple A visits date back to the Nielsen BDS-fed chart's February 1996 launch, when "Ironic" held the No. 8 spot. Morissette's new album, "Flavors of Entanglement," streets June 3.

### Disturbed's 'Fire' Burns Atop Active

Disturbed earns its fifth Active Rock No. 1 as "Inside the Fire" (Reprise) crackles 2-1. "Fire" reaches the pole position in its fifth week on the chart, the fastest climb to the top spot since Linkin Park's "What I've Done" rang the bell in its fourth frame exactly one year ago. "Fire" also easily eclipses the quartet's quickest rise to No. 1, first set when "Prayer" moved to the top in its ninth week in October 2002.

### Alternative Feasts On Weezer, Foo Fighters

Weezer's "Pork and Beans" (Interscope) becomes the ninth song in the Nielsen BDS era to vault 15 or more positions into the Alternative top five (excluding debuts) as the track rolls 19-3 and earns Most Increased Plays honors for a second consecutive week (up 684). It's the longest jump into the top five since the Smashing Pumpkins' "Tarantula" wove a 30-5 climb last June.

Foo Fighters, meanwhile, become the fourth act to place three songs in the top 20 simultaneously. "Let It Die" (RMG) moves 21-15 in its fourth week to join former chart-toppers "The Pretender" (No. 12) and "Long Road to Ruin" (No. 20) in the list's upper half. Linkin Park was the last act to accomplish the feat, doing so for three weeks in November. U2 and R.E.M. each turned the trick in 1988 with the former act repeating the accomplishment in 1992.





Country icon keeps cruising atop the charts

## Strait Talk

Ken Tucker

KTucker@RadioandRecords.com

At age 55—and 27 years after he first debuted on R&R's Country chart with "Unwound"—George Strait is as relevant at country radio as he ever was. His latest single, "I Saw God Today," which spends its second week at No. 1 this issue, is his 43rd chart-topper. ■ As if that weren't enough, just three weeks ago Strait topped Billboard's Top Country Albums chart for the 22nd time, more than any other country act. His MCA Nashville set "Troubadour" sold 166,000 copies in its first week and has tallied 264,000 thus far, according to Nielsen SoundScan. The set was produced by Strait and Tony Brown.

Programmers say Strait's single speaks to the country core.

WXBQ/Bristol, Tenn.-Va., PD Bill Hagy says it "has been an audience favorite from the first handful of spins on air."

KMPS/Seattle MD Tony Thomas has a similar take: "We added 'I Saw God Today' as soon as we got it," he says. "Our listeners consistently tell me George can do no wrong, and that kind of loyalty, combined with a great song, is pretty potent. As Dirty Harry said, 'A man's got to know his limitations,' and George has always had a great sense of what will work for him."

Meanwhile, WKIS/Miami PD Ken Boesen says

there is a laundry list of reasons why Strait has had long-term success. "At the top of the list is song selection. He's consistently released songs that have re-enforced the George Strait brand. He has always been in 'limited supply'; that is, access to George has always been limited, and he's a really good guy. In country music, we know that matters."

Thomas agrees. "There aren't many real country icons out there anymore, and listeners clearly love that there's a Texas cowboy good guy who won't ever let them down," he says.

KMPS/Seattle PD Becky Brenner believes Strait's success is due to an "amazing voice, combined with mystery and passion. All of his music stays true to his character and his standards are high."



George Strait

## Dallas Rapper Lil Wil Makes His Mark

Twenty-one-year-old Lil Wil didn't take rapping seriously until the murder of a childhood friend six years ago put things into perspective.

Now Wil, born Wil Martin, is prepping the release of his debut album, "Dollas, Tx," which bows May 27 via RudeBwoy Ent—the indie label he started with partner Rude in 2005—and Asylum Records. The set's first single, "My Dougie," released a year ago, recently fell off R&R's Urban chart after 11 weeks. The track is No. 26 on the Rap chart.

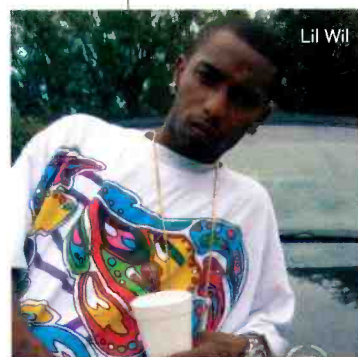
"'My Dougie' is your whole personality, your whole swag, what makes you fresh," Wil says. Other songs on the album include the brash "Grown Man"; reflective "My Lil Homie"; "Take a Look Through

My Mind," which touches on political issues; and second single "Bust It Open." Tum Tum, Yo Gotti and DJ Toomp are among those working on "Dollas, Tx."

In addition, Soulja Boy was tapped for the remix of "My Dougie," although that track won't appear on the album. Aside from traditional marketing, the promotional team behind Lil Wil plans to work the album locally first, then take it national, according to Rude.

A promotional DVD with exclusive webisodes will be available with the purchase of every CD.

—Mariel Concepcion, *Billboard*



Lil Wil

## Mraz's EP Extravaganza



Jason Mraz

### EP Times Three

Jason Mraz is releasing three EPs that will feature acoustic versions of the same songs that appear on his forthcoming album "We Sing, We Dance, We Steal Things."

Jason Mraz is nothing if not a man of his word. "I promised a lot of people I'd do an acoustic album, but then my new record turned out to be my funkier project yet," the laid-back San Diego singer says. Rather than simply hope his loyal fan base would adapt, Mraz took the unusual step

of releasing acoustic versions of every song on his new album throughout the course of three EPs, the second of which was released April 15.

The first EP in the series, "We Sing," came out March 18 and has sold 21,000 copies, according to Nielsen SoundScan. The second, "We Dance," has moved 11,000 units. The full-length album "We Sing, We Dance, We Steal Things" will be released May 13 via Atlantic. Both EPs are available at indie retail stores and online. The final EP, "We Steal Things," will be released as a digital bundle with the new album.

"I think fans will want both versions of the album," Mraz says.

Atlantic senior VP of marketing Dane Venable says the label isn't worried "about it cutting into album sales, because Jason is an agile enough performer to be able to perform a song solo and with a band and make it sound very different. The EPs are for the fans, while the album will be driven by more traditional means."

Mraz's fans drove the album's first single in another way. Since he released a demo version of the track "I'm Yours" on an EP that came with his last album, more than 300 people have posted versions of themselves covering the track on YouTube. "I never instigated any of the covers," Mraz says. "But I can see why people are drawn to the song, and because it is about generosity, I wanted to share it."

Venable says, "There was a groundswell of support, and that has helped us at radio." The song is No. 5 on R&R's Triple A chart and No. 27 at Hot AC.

In addition to hitting the airwaves, Atlantic has an ambitious digital strategy for the releases. MySpace and mobile company KaDoink will allow fans to send texts and receive phone calls with 30-second clips of different tracks before being directed to listen to full tracks online. Mraz has also partnered with iTunes to allow fans to buy a different new track off the record for four weeks leading up to the album's release.

"What he's doing is a very smart strategy, because he's keeping fans excited," says Eric Levin, owner of Atlanta indie retailer Criminal Records. "His audience tends to be people who want it all, and all the releases fulfill a customer need."

For Mraz, ensuring the crowd that supports him is happy is job one. "I'm just giving the people what they want, man," he says with a laugh.

—Cortney Harding, *Billboard*

### Longevity

George Strait first appeared on R&R's Country chart with "Unwound" 27 years ago.

### Rappin' Dougie

Lil Wil's "My Dougie" is No. 26 on R&R's Rap chart this week.





Syndicated Ace & TJ celebrate 10 years at flagship WNKS/Charlotte

## A Decade Of Delight For Ace & TJ

Kevin Carter

KCarter@RadioandRecords.com

While I don't have any comprehensive statistics readily available, I'd be willing to wager that the length of the average radio marriage is around 10 years—a veritable lifetime in our industry. In a similar vein, for an air personality or team, it's another major feat to a) remain together and on speaking terms for 10 or more consecutive years and b) remain gainfully employed at the same location for a decade. ■ I am pleased to report that is, in fact, the case for the syndicated Ace & TJ, who recently hit that mythical “tenth of a century” mark at their flagship station, CBS Radio CHR/top 40 WNKS (Kiss 95.1)/Charlotte.

TJ explains the secret of their market longevity and their reluctance to move anywhere else: “We learned long ago from [AC KMYI/San Diego morning duo] Jeff & Jer, who always lived by the credo, ‘When you find a market you love, marry it.’ We did, and we’ve been really blessed to be here for 10 years.”

Looking back at the boys’ ratings tenure since their Kiss debut on April 6, 1998, reads like a small miracle (see Arbitron Achievements, right). Their show is now syndicated, through their own company (see affiliates list, right).

During the past decade, Ace & TJ’s extensive charity work has become the show’s hallmark, as they’ve raised nearly \$5 million for various worthy causes, most notably for the show’s official charity.

Their first meeting was inauspicious, to say the least. Both guys grew up listening to KQID/Alexandria, La., and both got their radio start there. TJ scored the prestigious weekend countdown board op shift. “I was just finishing my shift and looked out the window to the parking lot, and saw this giant guy with long red hair—band-type hair—get out of a tiny Chevy Cavalier and slam the door so hard he almost turned the car over,” TJ recalls. “He walked into the studio cussing up a storm because he’d gotten a ticket on the way to work. He jumped in the chair and started a CD, which started skipping, so he jerked it out the Denon, threw it across the room, grabbed the first car he could reach, jammed it in and started

cussing some more. So I just eased out of the room, thinking, ‘Who is this dickhead?’” TJ recalls fondly. Ace cracks, “Just like ‘When Harry Met Sally.’”

The genesis of what became the show we know today began as a covert late-night experiment: Ace was doing nights, followed by TJ in overnights. “TJ started coming in an hour early, and I would stay an hour late and we would roll tape, working on our little team show,” Ace says. Since the station needed a morning show at the time, they left their stunningly amazing tape for the owners. And how did that go? “They told us to never do that again,” TJ says. It was obvious that these gifted young prodigies believed this was a short-sighted management decision. “We thought they were stupid,” TJ says, laughing . . . now. “And that tape was fantastic, too, as you can imagine,” Ace says.

In the back, from left: Yankee Pete Herrick, Guenn, Ryan and Breezekat. In front: Ace & TJ



### Ace & T.J.

Flagship:  
WNKS/Charlotte

Affiliates:  
WQEN/Birmingham  
WERO/Greenville, N.C.  
WPGA/Savannah, Ga.  
WKSI/Winchester, Va.  
WGMR/State College, Pa.  
WMSR/Florence-Muscle Shoals, Ala.  
WWKF/Union City, Tenn.  
WAKQ/Paris, Tenn.

Syndicator:  
7 to 8 Media

Arbitron  
Achievements\*:  
Adults 18-34: No. 1 in 33 of 36 books  
Adults 25-54: No. 1 in 28 of 36 books  
Women 18-49: No. 1 in 29 of 36 books

\*Winter 1999-fall 2007, WNKS/Charlotte

### Beating The System

Finally, our heroes figured out how to manipulate the system from within—through the magic of attrition. “As people quit, I became the PD, TJ became the APD/MD and our first official act was to make ourselves the morning show,” Ace says. From November 1993 to February 1995, they honed the act well enough to land a job at WFME/Baton Rouge. “From the first moment we entered the building, we realized we had made a terrible mistake,” Ace says, after the PD and consultant presented them with what they considered to be an extremely restrictive outline of what they wanted the show to sound like: “It was nothing like who we were or what we were good at,” Ace says. “They wanted eight songs an hour, a liner card at the top and bottom, a promo at the :20 break, etc. There was no place left to be yourself.”

Two painful months passed. “It became a race. We had to get out before they fired us,” Ace says. It was August 1995, at WZYP/Huntsville, Ala., when the show truly began to hit its stride, thanks to the encouragement of PDs Ken Wall and Mark Summers and GM Bill Dunnivant. “Bill was a huge influence on us,” Ace says. Indeed, it was under Bill’s simple house rules that the show took on the family-friendly form it enjoys to this day: “Bill’s only rules were, ‘Bring me the numbers and don’t do anything vulgar,’” TJ says. “That’s where we learned the style of content we have now. We don’t ever want to say anything on the radio that we wouldn’t say in front of our moms.”

After a successful two-year run, Summers left for Salt Lake City, and Ace & TJ were presented with a deal from Capstar/Southern Star: The company wanted to syndicate them out of Birmingham. What sounded awesome at the time turned out to be a giant career black hole. They ended up off the air for eight months, losing all their accumulated momentum as syndication plans were delayed. Somehow, they stayed busy: “I had just gotten a computer and was listening to other radio shows online,” Ace recalls. “I even tried to make a friggin’ long distance call to Jeff & Jer, just to get on the radio.”

Finally, in the eighth month of their Birmingham exile, Ace’s phone rang. “It was a girl, who told me [then-WNKS PD] Brian Bridgman would give her \$100 if she could find us and have us call him,” he says. They called, she got paid and Bridgman hired Ace, TJ and Pete Herrick in 1998.

The ensuing decade has passed more quickly than anyone imagined for Ace, TJ, Pete and fellow cast members Ryan, Guenn and Breezekat. “We honestly figured this would be a steppingstone to a major market,” Ace says. “But we fell in love with the area, the people, [market manager] Bill Schoening, plus, it’s a wonderful place to raise a family, so the decision was made to stay and expand the show from Charlotte.”

Perhaps TJ best encapsulates his feelings associated with achieving this milestone: “I thought by now we had reached a point in our career where we wouldn’t have to talk to anyone from R&R lower than Erica Farber.”

R&R



# R&R CHR/TOP 40

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▶ **RAY J AND YUNG BERG** EACH HIT THE TOP 10 FOR THE FIRST TIME WITH "SEXY CAN I" (12-9), THE CHART'S SECOND-BEST GAINER (UP 858). THEIR COLLABORATIVE EFFORT SPENT THE PAST THREE WEEKS AT NO. 1 AT RHYTHMIC BEFORE BEING DISPLACED THIS ISSUE.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HIT PREDICTOR STATUS	PLAYS TW	CHG +/-	AUDIENCE MILLIONS	RANK
1	1	10	<b>LEONA LEWIS</b> Bleeding Love	NO. 1 (2 WKS)	☆	10393	+806	65.191	1
2	2	14	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> No Air		☆☆	9412	+138	53.863	2
3	3	17	<b>SARA BAREILLES</b> Love Song		☆☆	7887	-701	40.891	5
4	4	20	<b>MILEY CYRUS</b> See You Again		☆☆	7710	-165	44.589	3
5	5	10	<b>USHER FEATURING YOUNG JEEZY</b> Love In This Club		☆☆	7466	+332	41.032	4
6	8	21	<b>ONEREPUBLIC</b> Stop And Stare		☆☆	6443	+447	35.352	7
7	11	6	<b>MADONNA FEATURING JUSTIN TIMBERLAKE</b> 4 Minutes		☆☆	5765	+440	33.450	9
8	6	19	<b>CHRIS BROWN</b> With You		☆☆	5631	-1303	36.536	6
9	12	7	<b>RAY J &amp; YUNG BERG</b> Sexy Can I		☆☆	5552	+858	34.667	8
10	9	25	<b>FLO RIDA FEATURING T-PAIN</b> Low		☆☆	5360	-516	31.167	10
11	7	11	<b>MARIAH CAREY</b> Touch My Body		☆☆	5243	-782	29.757	11
12	10	24	<b>BUCKCHERRY</b> Sorry		☆☆	5089	-289	23.143	14
13	16	5	<b>RIHANNA</b> Take A Bow	MOST INCREASED PLAYS	☆☆	4162	+891	21.440	15
14	13	15	<b>DAUGHTRY</b> Feels Like Tonight		☆☆	3701	-730	13.904	21
15	14	20	<b>RIHANNA</b> Don't Stop The Music		☆☆	3558	-526	24.149	13
16	23	5	<b>DANITY KANE</b> Damaged	AIRPOWER	☆☆	3546	+845	26.708	12
17	18	9	<b>NATASHA BEDINGFIELD</b> Pocketful of Sunshine	AIRPOWER	☆☆	3351	+301	15.193	20
18	17	16	<b>LIFEHOUSE</b> Whatever It Takes		☆☆	3276	+97	11.097	25
19	19	8	<b>TAYLOR SWIFT</b> Our Song		☆☆	3177	+316	11.899	23
20	21	11	<b>COLBIE CAILLAT</b> Realize		☆☆	3055	+292	11.937	22
21	24	9	<b>FLYLEAF</b> All Around Me		☆☆	2901	+374	16.582	18
22	29	3	<b>LIL WAYNE FEATURING STATIC MAJOR</b> Lollipop		☆☆	2778	+846	17.781	16
23	22	10	<b>CHERISH FEATURING YUNG JOC</b> Killa		☆☆	2739	-15	15.786	19
24	25	8	<b>BRITNEY SPEARS</b> Break The Ice		☆☆	2519	+254	17.194	17
25	27	5	<b>JESSE MCCARTNEY</b> Leavin'		☆☆	2474	+331	11.498	24
26	30	4	<b>METRO STATION</b> Shake It		☆☆	2206	+410	10.520	26
27	28	8	<b>WEBBIE, LIL' PHAT &amp; LIL' BOOSIE</b> Independent		☆☆	1955	-185	9.389	29
28	31	5	<b>GAVIN DEGRAW</b> In Love With A Girl		☆☆	1909	+275	9.240	30
29	33	3	<b>3 DOORS DOWN</b> It's Not My Time		☆☆	1753	+309	5.188	38
30	20	13	<b>LUPE FIASCO FEATURING MATTHEW SANTOS</b> Superstar		☆☆	1709	-1124	10.295	27
31	26	12	<b>JONAS BROTHERS</b> When You Look Me In The Eyes		☆☆	1603	-654	8.707	31
32	32	7	<b>FERRAS</b> Hollywood's Not America		☆☆	1590	+126	5.577	35
33	35	2	<b>COLBY O'DONIS FEATURING AKON</b> What You Got		☆☆	1408	+426	9.918	28
34	34	4	<b>FLO RIDA FEATURING TIMBALAND</b> Elevator		☆☆	1199	+139	6.324	32
35	36	4	<b>SIMPLE PLAN</b> Your Love Is A Lie		☆☆	1077	+112	5.107	39
36	37	2	<b>JOHN MAYER</b> Say		☆☆	1073	+177	4.808	40
37	NEW		<b>MARIAH CAREY</b> Bye Bye	MOST ADDED	☆☆	1046	+649	6.078	34
38	39	2	<b>SEAN KINGSTON FEATURING ELAN &amp; JUELZ SANTANA</b> There's Nothin'		☆☆	977	+213	4.175	-
39	38	4	<b>C-SIDE FEATURING KEYSHIA COLE</b> Boyfriend/Girlfriend		☆☆	865	+21	6.310	33
40	NEW		<b>2 PISTOLS FEATURING T-PAIN &amp; TAY DIZM</b> She Got It		☆☆	618	+160	2.717	-

## MOST ADDED

**MARIAH CAREY** 31  
Bye Bye (Island/IDJMG)  
KBKS, KJYO, KKP, KKRZ, KLAL, KQCH, KQAY, KRBE, KSLZ, KSPW, KZHT, WAEZ, WADA, WBVD, WFKS, WHOT, WHTS, WJIM, WKRZ, WKSC, WKSS, WSSK, WSTW, WTVR, WWSR, WYVQ, WXLK, WYOY, WZEE, WZFK, WZYP

**LIL WAYNE FEAT. STATIC MAJOR** 13  
Lollipop (Cash Money/Universal Motown)  
KKFN, KLAL, KZMG, WAEV, WAPE, WDKF, WERO, WHYI, WHB, WIOQ, WPRO, WPKY, WRVQ

**DANITY KANE** 11  
Damaged (Bad Boy/Atlantic)  
KMXY, KZCH, WAKS, WAPE, WBLI, WKFS, WKSE, WLDI, WNKS, WNOK, WQEN

**JESSE MCCARTNEY** 11  
Leavin' (Hollywood)  
KDWB, KMOX, KZCH, WAKZ, WKKF, WKSS, WKST, WKZL, WLKT, WNOK, WSTW

**METRO STATION** 11  
Shake It (Rec Ink/RED/Columbia)  
KDND, KRQQ, WDKF, WFLY, WIOQ, WKSC, WPKY, WRVQ, WRVW, WSTR, WYOY

**COLBY O'DONIS FEAT. AKON** 11  
What You Got (Korlive/Geffen/Interscope)  
KDWB, KMOX, KLAL, KQCH, WHKF, WKQI, WKSC, WKSS, WKST, WKZL, XM Top 20 on 20

**CHRIS BROWN** 11  
Forever (Jive/Zomba)  
CKEY, KDND, KHOP, KKP, KSLZ, KWNZ, WEZB, WKGS, WXXX, WXYK, XM Top 20 on 20

**SARA BAREILLES** 11  
Bottle It Up (Epic)  
CKEY, KHOP, KQMG, KSAS, WHBQ, WHB, WKSE, WSSX, WYV, WXXS, WXYK

**RIHANNA** 9  
Take A Bow (SRP/Def Jam/IDJMG)  
KRBE, KXXM, WIOQ, WKCI, WKFS, WKQI, WKSC, WLKT, WWCK

## ADDED AT... WCCQ

Columbus, GA  
PD: Jave Arwood  
David Guetta & Chris Willis, Love Is Gone, 0  
Kid Rock, All Summer Long, 0  
Ne-Yo, Closer, 0  
Saving Jane, Supergirl, 0

FOR REPORTING STATIONS PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>PANIC AT THE DISCO</b> ☆ Nine In The Afternoon (Decaydance/Fueled By Ramen/RRP)	545/71	<b>FOREVER THE SICKER KIDS</b> WhoaOh! (Me Vs. Everyone) (Universal Motown)	326/105
TOTAL STATIONS:	63	TOTAL STATIONS:	42
<b>FALL OUT BOY FEAT. JOHN MAYER</b> ☆ Beat It (Fueled By Ramen/Island/IDJMG)	538/89	<b>DAVID GUETTA &amp; CHRIS WILLIS</b> Love Is Gone (Gum/Perfecto/Ultra)	295/96
TOTAL STATIONS:	35	TOTAL STATIONS:	31
<b>CHRIS BROWN</b> Forever (Jive/Zomba)	438/161	<b>NE-YO</b> Closer (Def Jam/IDJMG)	290/19
TOTAL STATIONS:	71	TOTAL STATIONS:	45
<b>SECONDHAND SERENADE</b> Fall For You (Glassnote/ILG)	413/84	<b>KYLIE FEAT. MIMS</b> All I See (Astralwerks/Capitol)	282/75
TOTAL STATIONS:	27	TOTAL STATIONS:	32
<b>SHWAYZE FEAT. CISCO ALDER</b> Buzzin' (Suretone/Geffen/Interscope)	391/103	<b>KATE VOEGELE</b> Only Fooling Myself (MySpace/Interscope)	282/33
TOTAL STATIONS:	29	TOTAL STATIONS:	23

## MOST INCREASED PLAYS

- +891** ☆ **RIHANNA**  
Take A Bow (SRP/Def Jam/IDJMG)  
WZKF +44, WIOQ +36, WKFS +33, KRQQ +24, WNOU +22, WDKF +22, KMXV +22, KQCH +20, WKSS +20, KXXM +20
- +858** **RAY J & YUNG BERG**  
Sexy Can I (Knockout/DEJA 34/Koch/Epic)  
WZKF +36, WKSC +32, KSLZ +31, KBKS +30, WAKS +25, WEZB +24, WKQI +24, WPKY +22, WKCS +21, WKSZ +21
- +846** **LIL WAYNE FEAT. STATIC MAJOR**  
Lollipop (Cash Money/Universal Motown)  
WDKF +37, WKCS +36, WKSC +34, KHKS +31, WCCQ +26, KIIS +25, WXXS +23, WWHT +21, KQCH +21, KHHT +20
- +845** ☆ **DANITY KANE**  
Damaged (Bad Boy/Atlantic)  
WXXS +52, WKFS +33, WXXB +31, WIOQ +29, WKZL +29, KKP, KXXM, WIOQ, WKCI, WKFS, WKQI, WKSC, WLKT, WWCK
- +806** **LEONA LEWIS**  
Bleeding Love (SYCO/J/RMG)  
KIIS +40, SIH +39, WSNX +38, WKSC +35, KHFS +30, WAKS +29, KWYL +28, WAPE +27, WKZL +27, WWCK +25

FOR WEEK ENDING APRIL 27, 2008  
LEGEND: See legend to charts in charts section for rules and symbol explanations.  
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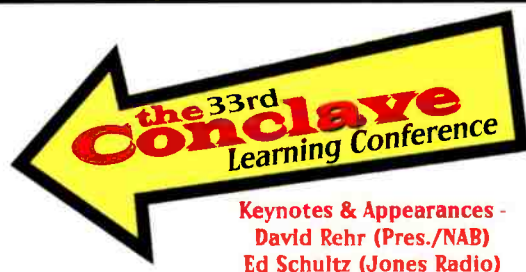
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► **KREESHA TURNER'S "DON'T CALL ME BABY" LEAPS 34-23 ON THE CANADA CHR/TOP 40 CHART, MATCHING THE PEAK OF HER FIRST SINGLE, "BOUNCE WITH ME."**

## CHR/TOP 40 MONITORED REPORTERS

- WFLY/Albany, NY**  
OM: Kevin Callahan  
PD: Terry O'Donnell  
APD: Brian Cody  
MD: Marissa Lanchak
- WKKF/Albany, NY**  
PD: Randy McCarty
- KKOB/Albuquerque, NM**  
OM: Eddie Haskell  
PD: Justin Riley  
APD: Mark Anderson  
MD: Carlos Duran
- WAEB/Allentown, PA**  
PD: Laura St. James
- 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/MD: Rob Roberts  
APD/MD: Johnny O
- WHHD/Augusta, GA**  
PD: Chuck Whitaker  
APD: Kris Fisher
- KHFI/Austin, TX**  
OM: Mac Daniels  
PD: Jay Shannon  
MD: Tony Cortez
- WFMT/Baton Rouge, LA**  
PD: Kevin Campbell
- KQXY/Beaumont, TX**  
PD/MD: Brandin 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  
APD: Chris "Lucky" Stewart
- KZMG/Boise, ID**  
MD: Miggy Santos
- WXKS/Boston, MA**  
OM: Cadillac Jack  
PD: Chris Tyler  
MD: Jim Clerkin
- CKEY/Buffalo, NY**  
PD/MD: Dave Universal
- WKSE/Buffalo, NY**  
OM/MD: Sue O'Neil
- WXXX/Burlington, VT**  
OM/MD: Ben Hamilton  
MD: Pete Belair
- WDJQ/Canton, OH**  
PD: John Stewart  
MD: Nikolina
- WIHB/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  
OM: Jeff Zukauckas  
PD: Bo Matthews  
APD/MD: Kasper
- KKMG/Colorado Springs, CO**  
OM: Bobby Irwin  
PD: John Fox  
MD: Kat Jensen
- KVUU/Colorado Springs, CO**  
PD: Chris Pickett  
MD: Darren McKee
- WNOK/Columbia, SC**
- WCCG/Columbus, GA**  
PD: Dave Arwood
- WNCN/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
- WDKF/Dayton, OH**  
OM: Tony Tilford  
APD/MD: Ryan Drake
- WVVB/Daytona Beach, FL**  
OM: Frank Scott  
PD: Ammie Olson
- KKDM/Des Moines, IA**  
PD/MD: Greg Chance  
MD: Scotty Cage
- WKQI/Detroit, MI**  
PD: Dom Theodore  
APD/MD: Beau Daniels
- WWCK/Flint, MI**  
OM: Jeff Wade  
PD: Jeff Andrews
- WXKB/Ft. Myers, FL**  
PD: Matt Johnson  
MD: Bruce The Moose
- WYKS/Gainesville, FL**  
OM: Kevin Quinn  
PD/MD: Riggs
- WHTS/Grand Rapids, MI**  
OM: Brent Alberts  
PD: Jack Spade
- WSNX/Grand Rapids, MI**  
OM: Doug Montgomery  
PD: Eric O'Brien  
APD: Holmes
- WKZL/Greensboro, NC**  
PD: Jason Goodman  
APD: Josie
- WERO/Greenville, NC**  
PD: Chris "Hollywood" Mann  
APD/MD: Beaver
- WFBG/Greenville, SC**  
PD: Chase Murphy  
MD: Natalie Randall
- WHKF/Harrisburg, PA**  
OM: Chris Tyler  
PD: JT Bosch  
APD: Mike Miller  
MD: OC
- WKSS/Hartford, CT**  
PD: Stan "The Man" Priest  
MD: Brian "Munchie" Donovan
- KQMO/Honolulu, HI**  
MD: Ryan Sean
- KRBE/Houston, TX**  
PD: Leslie Whittle
- WZYP/Huntsville, AL**  
APD: Ally "Lisa" Elliott
- WNOU/Indianapolis, IN**  
OM: Brian Wallace  
PD: Tim Rainey
- WYOY/Jackson, MS**  
PD: Zak Tyler  
APD/MD: Nate West
- WAPE/Jacksonville, FL**  
PD: JR Ammons  
APD/MD: Chase Daniels
- WFKS/Jacksonville, FL**  
OM: Gail Austin  
PD: Todd Shannon  
APD: Jonathan Reed
- WAEZ/Johnson City, TN**  
OM: Bill Hagy  
PD/MD: Jason Reed
- KMXV/Kansas City, MO**  
OM: Mike Rowen  
PD: Ponch
- WWST/Knoxville, TN**  
PD: Rich Bailey  
MD: Scott Bohannon
- KSMB/Lafayette, LA**  
OM: Keith LeBlanc  
PD: Bobby Novosad  
MD: Chris Reed
- WLAN/Lancaster, PA**  
PD: Jeff Hurley
- WJIM/Lansing, MI**  
PD: Josh Strickland
- WLKT/Lexington, KY**  
PD: JB Wilde
- KLAL/Little Rock, AR**  
OM/MD: Randy Cain  
APD: Ed Johnson  
MD: Charlotte
- KIIS/Los Angeles, CA**  
PD: John Ivey  
APD/MD: Julie Pilat
- WDJX/Louisville, KY**  
PD: Shane Collins  
APD/MD: Ben Davis
- WZKJ/Louisville, KY**  
PD/MD: Matt Ryan
- WZEE/Madison, WI**  
OM: Mike Ferris  
PD: Jon Reilly
- WAOA/Melbourne, FL**  
PD: Tony Banks
- WBVD/Melbourne, FL**  
OM: Ken Holiday  
PD: Mike Klein
- 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**  
PD: Zac Davis  
APD/MD: QTIP
- KHOP/Modesto, CA**  
OM: Richard Perry  
PD: Joe Roberts  
APD: Madden  
MD: Reagan Marks
- WHHY/Montgomery, AL**  
OM: Bill Jones  
PD/MD: Steve Smith
- WRVW/Nashville, TN**  
OM/MD: Rich Davis  
MD: Tommy Butter
- 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 "Jagger" Thomas
- 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  
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
- WBZW/Pittsburgh, PA**  
PD: Ryan Mill  
APD/MD: Kobe
- WKST/Pittsburgh, PA**  
PD: Alex Tear  
APD: Drew Hall  
MD: Dylan
- WJBQ/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
- WDCC/Raleigh, NC**  
OM: Chris Shebel  
PD: Randi West  
APD/MD: Brody
- KPNZ/Reno, NV**  
APD: Johnny B
- KWYL/Reno, NV**  
OM/MD: Nick Elliott  
APD: Rude Boy
- WRVQ/Richmond, VA**  
PD: Boomer
- WXLK/Roanoke, VA**  
PD: Kevin Scott  
APD: Danny Meyers  
MD: Bob Patrick
- WKGJ/Rochester, NY**  
PD: Erick Anderson  
MD: Jesse Graff
- WPXY/Rochester, NY**  
PD: Mike Danger
- 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/MD: Russell Rush
- KHTS/San Diego, CA**  
PD: Jimmy Steele  
APD/MD: Hitman Haze
- Sirius Hits 1/Satellite**  
OM: Kid Kelly  
APD/MD: Ryan Sampson
- XM Top 20 on 20/Satellite**  
OM: Jon Zellner  
PD: Michelle Cartier  
MD: Priestly
- WAEV/Savannah, GA**  
PD/MD: Russ Francis
- KBKS/Seattle, WA**  
PD: Steve Rivers  
APD: Marcus D.  
MD: Eric Tyler
- KRUF/Shreveport, LA**  
OM: Gary McCoy  
PD: Erin Britton  
MD: Andrew "A.G." Gordon
- KSPW/Springfield, MO**  
OM/MD: Chris Cannon
- 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 Hamard  
PD: Tommy Chuck
- WTWR/Toledo, OH**  
PD: Steve Marshall
- WVKS/Toledo, OH**  
OM: Bill Michaels  
PD: Nathan Reed  
MD: Boomer
- KRQQ/Tucson, AZ**  
OM/MD: Tim Richards  
MD: Chris Peters
- KHTT/Tulsa, OK**  
OM/MD: Tod Tucker  
APD: Billy "The Baby DJ" Sexaur  
MD: Mikey B.
- WIHT/Washington, DC**  
PD: Jeff Kapugi  
APD: Toby Knapp  
MD: Gillian Sussman
- WLDI/West Palm Beach, FL**  
OM: Dave Denver  
PD: PJ  
APD/MD: Valentine
- KZCH/Wichita, KS**  
OM: Lyman James  
PD/MD: Sammy Suarez
- WBHT/Wilkes Barre, PA**  
PD: A.J.  
MD: Marino
- WKRZ/Wilkes Barre, PA**  
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**  
MD: J-Dub

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	10	LEONA LEWIS	BLEEDING LOVE	SYCO/J/RMG	3726	+194
2	14	14	JORDIN SPARKS DUET WITH CHRIS BROWN	NO AIR	19JIVE/ZOMBA	3652	+120
3	3	17	SARA BAREILLES	LOVE SONG	EPIC	3300	-208
4	4	17	MILEY CYRUS	SEE YOU AGAIN	HOLLYWOOD	3086	-104
5	6	10	USHER FEAT. YOUNG JEEZY	LOVE IN THIS CLUB	LAFACE/ZOMBA	3075	+161
6	5	10	MARIAH CAREY	TOUCH MY BODY	ISLAND/IDJMG	2925	-76
7	8	18	ONEREPUBLIC	STOP AND STARE	MOSLEY/INTERSCOPE	2577	+200
8	9	6	MADONNA FEAT. JUSTIN TIMBERLAKE	4 MINUTES	WARNER BROS.	2557	+311
9	7	17	CHRIS BROWN	WITH YOU	JIVE/ZOMBA	2438	-471
10	14	6	RAY J & YUNG BERG	SEXY CAN I	KNOCKOUT/DEJA 34/KOCH/EPIC	2125	+303
11	10	25	BUCKCHERRY	SORRY	ELEVEN SEVEN/ATLANTIC	1937	-26
12	12	23	FLO RIDA FEAT. T-PAIN	LOW	POE BOY/ATLANTIC	1923	-4
13	11	16	DAUGHTRY	FEELS LIKE TONIGHT	RCA/RMG	1747	-187
14	17	10	NATASHA BEDINGFIELD	POCKETFUL OF SUNSHINE	PHONOGENIC/EPIC	1633	+154
15	15	5	RIHANNA	TAKE A BOW	SRP/DEF JAM/IDJMG	1623	+229
16	12	18	RIHANNA	DON'T STOP THE MUSIC	SRP/DEF JAM/IDJMG	1538	-302
17	22	11	COLBIE CAILLAT	REALIZE	UNIVERSAL REPUBLIC	1320	+169
18	20	17	LIFEHOUSE	WHATEVER IT TAKES	GEFFEN/INTERSCOPE	1306	+24
19	2	7	TAYLOR SWIFT	OUR SONG	BIG MACHINE/UNIVERSAL REPUBLIC	1283	+122
20	15	22	THREE DAYS GRACE	NEVER TOO LATE	JIVE/ZOMBA	1251	-360
21	24	8	FLYLEAF	ALL AROUND ME	A&M/OCTONE/INTERSCOPE	1167	+128
22	26	5	DANITY KANE	DAMAGED	BAD BOY/ATLANTIC	1166	+216
23	25	5	JESSE MCCARTNEY	LEAVIN'	HOLLYWOOD	1124	+128
24	30	3	LIL WAYNE FEAT. STATIC MAJOR	LOLLIPOP	CASH MONEY/UNIVERSAL MOTOWN	1086	+361
25	23	8	CHERISH FEAT. YUNG JOC	KILLA	SHO'NUFF/CAPITOL	1080	-41
26	15	12	JONAS BROTHERS	WHEN YOU LOOK ME IN THE EYES	HOLLYWOOD	998	-314
27	28	7	BRITNEY SPEARS	BREAK THE ICE	JIVE/ZOMBA	969	+147
28	3	3	METRO STATION	SHAKE IT	COLUMBIA	924	+255
29	10	13	LUPE FIASCO FEAT. MATTHEW SANTOS	SUPERSTAR	1ST & 15TH/ATLANTIC	907	-585
30	27	9	WEBBIE, LIL' PHAT & LIL BOOSIE	INDEPENDENT	TRILL/ASYLUM/ATLANTIC	898	-22
31	29	4	GAVIN DEGRAW	IN LOVE WITH A GIRL	J/RMG	873	+114
32	35	2	3 DOORS DOWN	IT'S NOT MY TIME	UNIVERSAL REPUBLIC	748	+189
33	32	4	FLO RIDA FEAT. TAMBALAND	ELEVATOR	POE BOY/ATLANTIC	605	+7
34	37	3	COLBY D'ONIS FEAT. AKON	WHAT YOU GOT	KONLIVE/GEFFEN/INTERSCOPE	570	+139
35	35	6	FERRAS	HOLLYWOOD'S NOT AMERICA	CAPITOL	551	+36
36	34	5	LANOON	ONLY 20	MTRIARCH	527	+6
37	40	2	JOHN MAYER	SAY	AWARE/COLUMBIA	413	+110
38			SUM 41	WITH ME	ISLAND/IDJMG	377	+104
39			MARIAH CAREY	BYE BYE	ISLAND/IDJMG	346	+181
40			SIMPLE PLAN	YOUR LOVE IS A LIE	LAVA/ATLANTIC/RRP	342	+54

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	6	MADONNA FEATURING JUSTIN TIMBERLAKE	4 MINUTES	WARNER BROS./WARNER	815	+34
2	2	12	LEONA LEWIS	BLEEDING LOVE	SYCO/J/SONY BMG	644	-14
3	3	10	USHER FEATURING YOUNG JEEZY	LOVE IN THIS CLUB	LAFACE/SONY BMG	633	-18
4	4	13	JORDIN SPARKS DUET WITH CHRIS BROWN	NO AIR	19JIVE/SONY BMG	580	+31
5	6	16	CHRIS BROWN	WITH YOU	JIVE/SONY BMG	502	-22
6	5	11	MARIAH CAREY	TOUCH MY BODY	ISLAND/UNIVERSAL	490	-55
7	7	16	MILEY CYRUS	SEE YOU AGAIN	HOLLYWOOD/UNIVERSAL	487	-11
8	8	10	SIMPLE PLAN	YOUR LOVE IS A LIE	LAVA/ATLANTIC/WARNER	473	+22
9	8	10	BRITNEY SPEARS	BREAK THE ICE	JIVE/SONY BMG	470	-8
10	13	4	KARDINAL OFFISHALL FEATURING AKON	DANGEROUS	KONLIVE/GEFFEN/UNIVERSAL	450	+66
11	12	8	RAY J & YUNG BERG	SEXY CAN I	KNOCKOUT/DEJA 34/EPIC/KOCH	415	+27
12	11	11	JULY BLACK	UNTIL I STAY	UNIVERSAL	399	-12
13	15	3	HEDLEY	NEVER TOO LATE	UNIVERSAL	379	+36
14	10	21	FLO RIDA FEATURING T-PAIN	LOW	POE BOY/ATLANTIC/WARNER	379	-83
15	14	14	SARA BAREILLES	LOVE SONG	EPIC/SONY BMG	369	+1
16	23	5	RIHANNA	TAKE A BOW	SRP/DEF JAM/UNIVERSAL	318	+67
17	22	8	FLO RIDA FEATURING TAMBALAND	ELEVATOR	POE BOY/ATLANTIC/WARNER	295	+55
18	25	7	CHERISH FEATURING YUNG JOC	KILLA	SHO'NUFF/CAPITOL/EMI	284	+31
19	24	9	CRASH PARALLEL	WORLD WE KNOW	BLACK BOX RECORDINGS/SONY BMG	275	+26
20	19	13	STATE OF SHOCK	HEARTS THAT BLEED	CORDOVA BAY	272	-17
21	31	3	ELISE ESTRADA	THESE THREE WORDS	ROCKSTAR	259	+62
22	30	5	AVRIL LAVIGNE	THE BEST DAMN THING	RCA/SONY BMG	255	+47
23	34	2	KREESHA TURNER	DON'T CALL ME BABY	EMI	253	+68
24	25	19	ONEREPUBLIC	STOP AND STARE	MOSLEY/INTERSCOPE/UNIVERSAL	246	-1
25	33	6	ADDICTIV	TONITE	URBAN HEAT	243	+49
26	27	7	NATASHA BEDINGFIELD	POCKETFUL OF SUNSHINE	PHONOGENIC/EPIC/SONY BMG	235	-11
27	23	14	FABER DRIVE	WHEN I'M WITH YOU	UNIVERSAL REPUBLIC/UNIVERSAL	235	-13
28	17	21	SEAN KINGSTON	TAKE YOU THERE	BELUGA HEIGHTS/EPIC/SONY BMG	228	-68
29	21	10	LUPE FIASCO FEATURING MATTHEW SANTOS	SUPERSTAR	1ST & 15TH/ATLANTIC/WARNER	227	-31
30	29	14	SUM 41	WITH ME	AQUARIUS	208	-26

FOR WEEK ENDING APRIL 27, 2008

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Programmers discuss how they've lived long and prospered during lengthy stints at one station

## Keys To Longevity

Darnella Dunham

[DDunham@RadioandRecords.com](mailto:DDunham@RadioandRecords.com)

In an industry where cutbacks are commonplace and the only constant is change, programmers who have built lengthy tenures at one station are usually the exception, not the rule. Shunning radio's often nomadic lifestyle, several PDs and MDs have become synonymous with their station's call letters. ■ Asked how they build and sustain this longevity, rhythmic programmers cite a variety of reasons, ranging from knowing the audience and living the lifestyle to a willingness to embrace change, a strong support staff and tight relationships with management. The ability to consistently post successful ratings doesn't hurt, either.

In the pages that follow, programmers and label executives who have evolved with the industry and weathered corporate downsizings discuss the keys to their stability.

### Still Feels Good

APD/MD/mixer DJ E-Man got his start at KPWR (Power 106)/Los Angeles as a part-time mixer 13 years ago and has worked his way up to his current position at the Emmis station. "Power's the first station I've ever worked for," E-Man says. "I treat each day as if it's my first day at work."

Eddie Mix, APD/MD for Beasley's WPOW (Power 96)/Miami, says that consistently staying immersed in the lifestyle of his listeners has been his forte ever since he joined the station as a mixer in 1986. "Part of what I believe has enabled me to remain at one station for so long has been to always try to remain relevant to the

station and its listeners through the mixshows and clubs and through knowledge of the market in terms of what historically has worked and what hasn't—promotionally and musically," he says. "I've always kept an ear tuned to what is happening outside of the bubble that is the radio station."

"Knowing who the audience is and who we are targeting in our key demos is important. Living the lifestyle, being active in the community is more vital than sitting behind a desk trying to figure out what to play next," he adds.

An eagerness to expand their role and soak up knowledge is another trait of tenured programmers, regardless of their position on the programming food chain. "Just being hungry and wanting to learn more all the time" was the disposition Chris Tyler had when he joined Clear Channel's WJMN (Jam'n 94.5)/Boston as a weekend overnight personality 10 years ago. Now, as PD of Jam'n and CHR/top 40 sister WXKS (Kiss 108)—Boston's two highest-rated stations—Tyler says he's kept the same passion and eagerness he had as a part-timer.

WLLD (WiLD 98.7)/Tampa PD/morning man Orlando will mark his 10th anniversary at the station July 1. Asked about his longevity, he says, "I don't think it's anything I've done, I just think it's things that I've learned. I really had a lot of people who I work with now or who I worked for in the past who taught me the stuff to do."

Entrenched rhythmic programmers also cite a no-fear attitude and a willingness to embrace change. "I feel what's led to my longevity at the station is adapting to change," E-Man says, adding that he avoids the cliché, "If it's not broken, why fix it?," or clinging to old ways of doing the job. "You got to change, you got to be better than the day before."

Rather than age with its audience, Power 106 adapts as new generations of young listeners discover the station, bringing different tastes, lifestyles and expectations with them. "I always got to take myself out of the picture and think in the perspective of the listener now, not 13 years ago," he says.

*Continued on page 30*

**'Living the lifestyle, being active in the community is more vital than sitting behind a desk trying to figure out what to play next.'**

—Eddie Mix



DJ E-Man



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-Colby Colb PD, WPHI/Philadelphia

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Continued from page 28

## Tight Team

Working for a smaller, tightly knit company can sometimes be an asset, especially when it provides programmers with access to higher-ranking executives. Lincoln Financial's KQKS (KS107.5)/Denver PD Cat Collins says, "I work for a smaller company and I have pretty intimate relationships with the general manager, the vice president of programming and the president of the company. I think that's probably a big factor in terms of my ability to stay here."

Collins, who has spent his entire 10-year PD career at KS107.5, admits that having strong relationships with high-ranking execs isn't the only reason for his lengthy stint: It's also the ratings. The station is typically No. 1 or No. 2 12+ in the market and Collins attributes much of that success to Lincoln Financial giving him the resources he needs to win.

"I have an MD who's half on the air," Collins says. "I have a promotions director that's off the air, and we have a three-person morning show. We have a two-person afternoon show, we're live



Orlando

in middays, we're live at night. Not very many stations invest in their people to that level anymore. Those people ultimately really are why we win—they're the players on the field that win the game. I've chosen to stay here, and they've chosen to keep me."

Longtime staffer Eric Powers joined KUBE/Seattle as a teenager and climbed the ladder to on-air personality, MD and his current afternoon drive/PD position. Among the attractions that motivated him to work his way up at the Clear Channel station was local leadership that nurtures and supports. "Ultimately, you have to have a good management team that wants to see you grow and embraces what you're doing," Powers says. "For me it's been that way—I've had the same GM for most of my stint here, so it's cultivated a great workplace."

During a decadelong stretch as PD at KKFR (Power 98.3)/Phoenix, Bruce St. James has worked for five owners. St. James, who also oversees Riviera Broadcasting alternative sister KEDJ, chalks up his long stretch to one of two factors. "No. 1, I have had a measure of success and new owners need that momentum to continue when they invest in a new property. And No. 2, I have no marketable skills and can't get a job anywhere else. I'm going with No. 2," St. James quips.

For WLLD's Orlando, programming durability hinges on a dependable support staff that can steer the ship in his absence. Having a team that has earned his trust means he doesn't have to sweat the small stuff and can focus on bigger issues.

"I have a lot of people in the building... [such as] my marketing director, who's literally like the other program director if I'm not in the building," he says. "Drew Fleming is the answer guy if I'm not here, and I know that he will give an answer that's pretty much conducive to what I would say. I know that if something is heinously

Continued on page 32

## WBBM/Chicago's Dynamic Duo



Erik Bradley

While cutbacks rocked many CBS stations earlier this year, B96 felt minimal effects.

Consistent ownership has also played a role. Although the corporate name has changed, B96 has had just one owner since it signed on. "It's always been a CBS radio station—whether it's the Westinghouse CBS or Viacom CBS or whatever it is," he says. "We've had stability in the ownership and in the upper management for the most part. If I had had a couple of different program directors on the way, at some point I probably would have gone my separate way as well."

The programming team at WBBM (B96)/Chicago—PD Todd Cavanah and APD/MD Erik Bradley—has logged nearly three collective decades with the CBS Radio station. A 10-year B96 vet who has won multiple R&R Industry Achievement Awards for rhythmic MD of the year, Bradley attributes his longevity to two factors: luck and a lack of consoli-

Cavanah, who began at B96 as the midday personality/MD nearly 20 years ago, plans to mark his 15th anniversary as PD in July. "Having Todd and his position of consistency has



Todd Cavanah



been a stability force for me as well," Bradley says.

Asked how he's managed to endure and succeed at a major-market station for a decade, Bradley says it boils down to remembering how to play in the sandbox with others.

"Working hard and trying to be a team player, winning and trying to be the best teammate I could be to my co-

workers, communicating and being honest, sincere—I learned those characteristics from my parents. Hopefully proving myself to be an asset for the station helped matters as well." —DD

'Ultimately, you have to have a good management team that wants to see you grow and embraces what you're doing.'

—Eric Powers



Eddie Mix



# CATCH FIRE

EPIC RECORDS PRESENTS...

SEAN KINGSTON

FEAT. THE DEY & JUELZ SANTANA

"THERE'S NOTHIN"



YUNG BERG FEAT. CASH A

"THE BUSINESS" IGNITES 5/20



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THE DEY

"I NEED YOU"

IGNITES 6/3





Continued from page 30

wrong, my assistant is going to get on the phone and make sure I'm brought to speed so I feel comfortable leaving the building. I have people around me who can handle the machine."

## Staying Put

Holding steady at their current stations doesn't mean these programmers haven't been courted by others. Orlando says he has turned down offers for more money in bigger markets to remain at WLLD. Why? Early in his career, he says, he and his buddy Tim Virgin, now APD/MD/afternoon jock at KEDJ (the Edge)/Phoenix, decided they both wanted to remain in markets of a size that allowed them to work on the air and in programming.

"If I moved to New York or L.A., it's a challenge to do both jobs," Orlando says. "I'm in Tampa—I love the weather and my family's here, and I'm also allowed to delve in programming and create the brand and sell the brand on the air. So I think that it helps a program director to actually be immersed in the airstaff, because you can speak to the airstaff as one of them as the player/coach. I think they respect me a little more because I'm in there going through the same thing they're going through."

"That doesn't mean I won't go somewhere someday, but it really has to be the right situation," he adds. "The ones that have come around [offered] great money . . . immensely more money than I'm ever going to make here—enough money where people slapped me [and asked], 'You're really turning down this job?' But I feel comfortable, and I have people around me who I trust."

Powers says he, too, has had offers but enjoys

working with the team at KUBE. "The local management team has driven me to be better. It's like the bucket scenario: They keep giving me more sand in my bucket and seeing what I can take on, and I like the change because things can get tedious and boring if you're plunking away at the same goals."

Another reason successful PDs resist the lure of larger markets and bigger bucks is a fondness for the cities they live in. Collins says, "I've chosen to stay here from a lifestyle standpoint—my wife and I love Colorado. I really love my staff and most of them have been here five-plus years. Some people do enjoy moving around, and I know that can be very valuable when companies are hiring, because the more cultures you've been exposed to and the more life lessons that you've learned, the better." There are pros and cons to sticking in one place, he adds—stability and remaining static, respectively.

Orlando asks, "Do I leave something that I'm loving and something that I'm doing well at, according to the company, to go gamble on some bigger check? And then end up there for just six months because it doesn't work?"

Besides, Orlando says he has unfinished business in Tampa. "My dream is to have people in Tampa refer to the music that we play not as 'rap music' or 'dance music' or 'top 40,' but as 'WiLD music.' Like [CBS Radio VP of programming] Kevin Weatherly has done at KROQ. If you play any alternative song in the L.A. metro county, they say it's 'KROQ music.' They don't say it's 'modern rock,' it's KROQ music."

"It's working and I'm getting closer to it here, but I've still got work to do," Orlando adds. "I'm trying to build a brand—I'm trying to build a career."



Eric Powers

Nearly two decades after its launch, Upstairs Records maintains steadfast presence at rhythmic radio

## Independent, But Still Major

Independent record labels come and go, but Upstairs Records has endured for nearly two decades. Since SF Spanish Fly became its first act to chart at rhythmic with "Daddy's Home" in 1995, the indie label has earned a reputation for bringing hit records to the rhythmic format.

Upstairs artist Lil Rob has landed on the chart four times, including the single "Summer Nights," which spent 24 weeks on the list and peaked at No. 5 on the Aug. 13, 2005, chart. Amanda Perez has logged 91 weeks at rhythmic in the past six years. In seven chart appearances, Angelina has posted 112 weeks on the chart. And Big Gemini's "Hypnotized" is the label's latest success with a 20-week chart run.

The label grew out of a record store that opened its doors in 1987 in San Jose. The label launched two years later. Upstairs president John Lopez and VP Jo

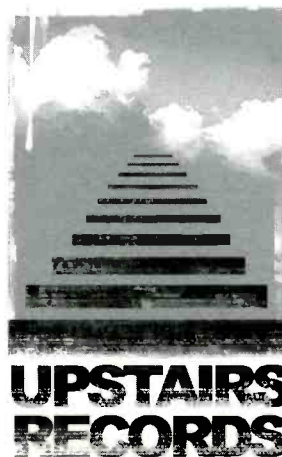
Lopez closed the store in 1997 to focus on the label.

While today's music business is completely different from what it was in 1989, Upstairs' philosophy has remained the same. "We've always led by the grass-roots approach," John Lopez says. "We have built our company on integrity. We've never burnt any bridges and we actually care about our artists and the product we put out."

"It still comes down to hit records," he continues. "We will never get behind something we don't truly believe in. And even then, we test it in key markets and then decide if it's a go. As a small record label we don't have the luxury to make mistakes. But the advantage of our size is that if a record doesn't work, we can make a quick change."

A cornerstone of the label's success, according to Lopez, has been the promo-

tional support it has received at radio, overseen by Jo Lopez. "Jo has a lot of relationships that she's built over the years," he says. "Without the program-



mers that were willing to take a chance on a small record company with unknown artists, we wouldn't be where we are today. It has been a long road, and we are constantly learning. And there are definitely no shortcuts."

Universal Music Group Distribution subsidiary Fontana recently became the label's distributor. "They have done an amazing job getting our product in the marketplace," Lopez says.

Because of the label's success, Lopez says several major-label suitors have approached him about putting Upstairs under their corporate umbrella but the Lopez duo have chosen to retain their independent status for now. "We like being in control of the fate of our company," he says. "We are in awe of what the majors do, but the perfect deal has never presented itself."—DD



# Dusta Rhymes

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Longstanding label executives evolve with the times, wear more hats to thrive

# The Evolving Door

By **Darnella Dunham**

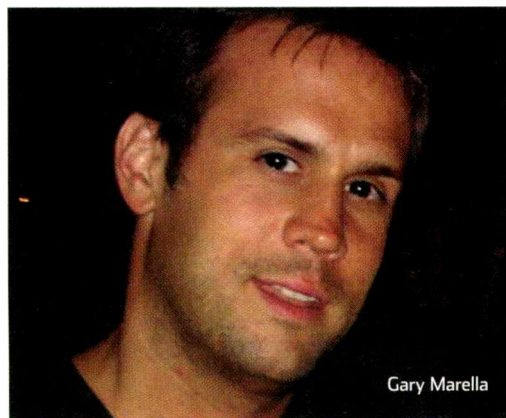
The music industry has undergone enormous evolution during the past decade—technology, consolidation, new platforms for artists and song distribution—forcing label executives to adapt to a lot of changes in short order. ■ Those fortunate enough to have built up years of service at a major label are making the best of a challenging business, often absorbing additional duties amid a shrinking work force.

Jive/Zomba's John Strazza actually stands as a veteran, heading into his seventh year with the label. He began in October 2001 and just recently was named senior VP of promotion. Strazza admits to dramatic changes, saying, "The playing field has adjusted in the last decade as record companies experienced downsizing—which we saw in previous years at radio."

As a result, promotion executives are often asked to add marketing duties to their skill set. Atlantic Records senior VP of pop/rhythmic promotion John McMann, who has been with the company for eight years, says, "I don't think of myself as someone who only gets airplay anymore. I really try to think about the view from 20,000 feet and look at the bigger picture. How are we marketing the artist? Who is the audience, and how do we reach them with radio as a partner? How can we use radio's excitement about their online presence to get our acts exposed and embraced?"

While marketing has become part of his daily duties, McMann says that the "laser focus," as ever, is to break artists with the aid of radio play, "since that's still the main driver of why people buy music."

Strazza, too, underscores the undiminished importance of maintaining strong relationships with radio and thinking "outside the box." As stations have scaled back on promotion and marketing personnel, labels have had to pick up the slack when it comes to conceiving turnkey promotions for their artists at radio, he says.



Gary Marella

## Embracing Technology

The dramatic changes in technology also affect the job description of label executives. Understanding, embracing and applying technology is a given in the industry today. Seven-year Warner Bros. Records vet and VP of rhythm/crossover promotion Franco Iemello says that such a mentality is pervasive throughout the building.

"At Warner Music, I'm fortunate to be in an environment that embraces the growth of music as an art and business," he says. "Every available bit of information and technology is used to our advantage, which gives us better perspective in understanding our artist's audience."

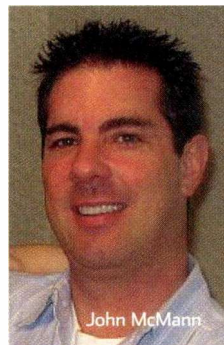
That attitude starts at the top and works its way down. "Our executive staff is in tune with the changing buying and listening patterns of the market and they're quick to share that information with the company," Iemello says, citing senior VP of promotion Tom Biery, VP of promotion Ron Cerrito and Reprise senior VP of promotion Mike Rittberg, along with Warner's marketing and technology departments, as being



John Strazza

**'The role we play is determined by our desire to evolve and our commitment to be relevant.'**

—Franco Iemello



John McMann

focused on how to best connect with consumers.

"We exchange information and ideas regularly, whether it be in a structured meeting or in casual conversations," he says. "Adapting to the evolution of this business has been both challenging and essential. The role we play is determined by our desire to evolve and our commitment to be relevant."

For Gary Marella, who has worked his way up to senior VP of Universal Motown during eight years with the label, technology plays a role in doing more—and doing it more efficiently. "I've learned how to read a [song's potential for success] a lot quicker via digital sales, ringtones, [online media measurement firm] BigChampagne, etc.," he says.

## Personally Speaking

Most executives began working in the record business simply because they loved music. Despite the industry's ups and downs, they stand by that passion.

"Aside from my family, it's my life. I can't think of anything much more motivating than that. I still love music," says Iemello, who adds that it's a necessity to withstand the volatile climate of the industry.

But that doesn't mean it's easy. Strazza says, "Everyone today seems to be multitasking or handling more than one job, if [they] are having continued success in the current business climate." How does he keep it positive? "Being a man of my word and having a great sense of humor."

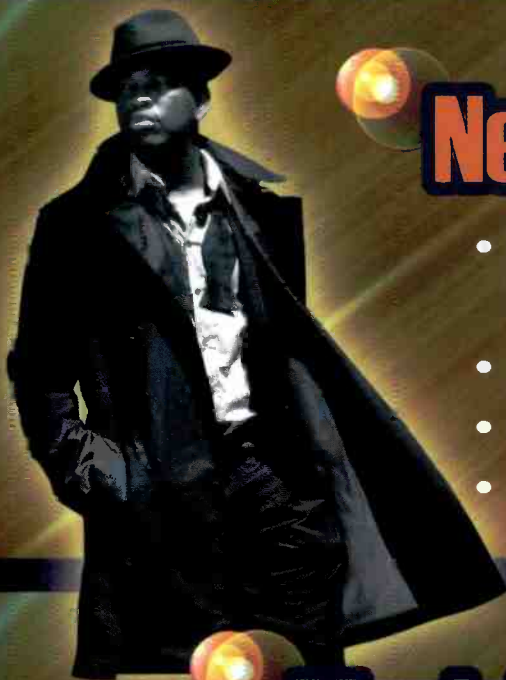
McMann attributes his longevity to three factors: "Lateness, insensitivity and a huge ego have gotten me to where I am," he jokes. "But seriously, it's being able to passionately believe in what I do that is at the core. There's no way I'd be as calm in the eye of the storm without a sense of humor. Of course, respect is the bedrock of any relationship and it's the foundation of so many of my industry friendships."

And then, like Iemello, he says, "An absolute love of music is why I get up every day and do what I do. I'm extremely thankful to be in this business and to work for such a legendary and still-thriving label here at Atlantic."

Iemello says that learning from others at his label and digesting the traits that lead to success have served as a model for his career. "Those elements contributing to the success of music sales and airplay have made me a better executive," he says. "It's one thing knowing information—and another applying it. I've been able to evolve. I'd like to think I have an 'old-school heart' and a 'new-school head.' It's that line of thinking that has helped me not just survive but to contribute to our artists' careers and the company's success."

R&R





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Programmers tout perspective on veteran artists' key to longevity

# Change It Up

By Darnella Dunham

Spring 2008 feels like a season of superstars at rhythmic radio. Multiformat staples Chris Brown, T-Pain and Akon are scaling the chart, while veterans Madonna, Mariah Carey and Snoop Dogg—who have all been in the game for 10-plus years—remain relevant in a very age-conscious format. ■ Certainly, it's rare for artists who themselves have aged out of the format's core demo to maintain the ability to make music that connects with 18- to 34-year-olds. And while other format mainstays, such as Lil Wayne and Usher, may still be young, they are also chart veterans at this point, literally growing up in the music business.

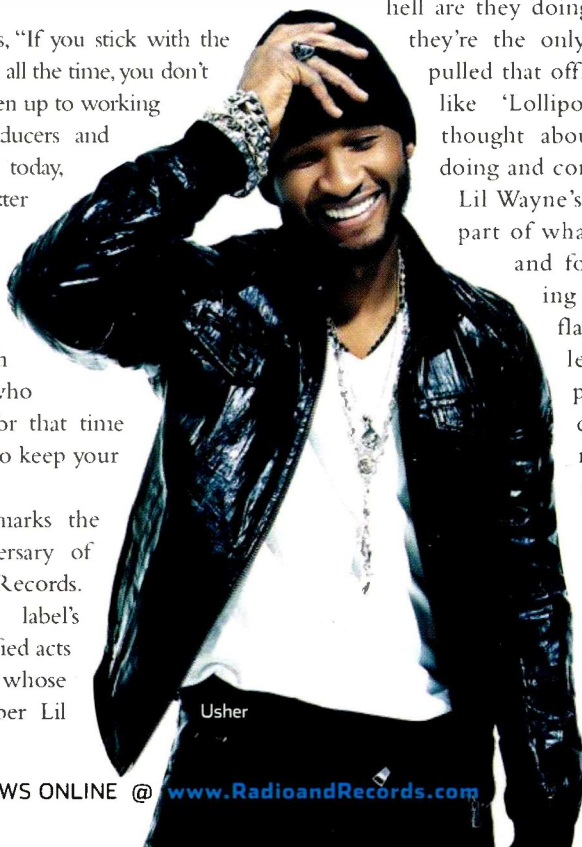
Each of these established acts possesses its own distinctive style, but all have been able to come back time after time with music that matters at rhythmic. How do they do it? Several programmers think they know the answer.

## The House Of Usher

Usher ended March with his ninth No. 1 at rhythmic radio, "Love in This Club," featuring Young Jeezy, giving him more chart-toppers at the format than any other artist. Cat Thomas, PD of CBS Radio's KLUC/Las Vegas, believes the formula to Usher's consistency is quite simple: "It all comes down to just having good records," he says. "I don't think it's really a secret; the artists who endure are the ones that embrace change to an extent."

Thomas adds, "If you stick with the same game plan all the time, you don't grow. If you open up to working with new producers and whoever's hot today, you have a better chance of continuing your success. It's a smart move—you work with the people who are the best for that time and you tend to keep your relevance."

This year marks the 10-year anniversary of Cash Money Records. Among the label's platinum-certified acts are Hot Boys, whose original member Lil



Usher

Wayne is about to deliver one of the most anticipated hip-hop albums of 2008. First single "Lollipop," featuring Static Major, moves 3-1 at rhythmic and earns most-increased honors for a fifth consecutive week. The track doesn't hark back to any of Lil Wayne's previous releases, as his air of unpredictability has kept him compelling throughout the years.

"He's followed a certain formula, like Big Boi and Andre 3000 [of OutKast]," Flinn KXHT (Hot 107.1)/Memphis PD Maurice "Mo Better" Rivera says. "They adapted. When they put out that last album [2003's 'Speakerboxxx/The Love Below'] everybody went, 'What the hell are they doing?' And then they came out with a movie [2006's 'Idlewild'] and everybody was like, 'What the hell are they doing?' And then you realize they're the only ones who could have pulled that off. Now, you hear a record like 'Lollipop'—who would have thought about using that how he's doing and come up with a record?"

Lil Wayne's mild eccentricities are part of what make him distinctive, and for Rivera, there's nothing wrong with having a flavor that leans to the left: "Some people can't pull that image off; he can. I think that's what makes people like him and OutKast worldwide superstars, because they're willing to say, 'I'm going to do what the hell I want to do. If people like it, they like it. If not, I like it.' They don't care."

## Most Rhythmic No. 1s

Usher	9
50 Cent	7
Mariah Carey	7
Nelly	7
Beyoncé	6
Ludacris	6
Diddy	5
T-Pain	5
TLC	5

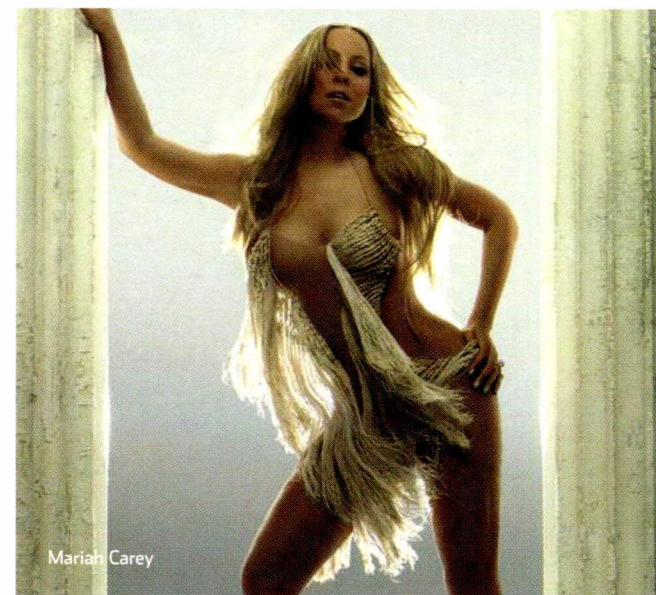
## Most Rhythmic Top 10s

Ludacris	21
Mariah Carey	19
R. Kelly	18
Janet Jackson	15
Diddy	14
Nelly	14
Usher	14

## Most chart appearances without reaching No. 1

Busta Rhymes	19
T.I.	17
2Pac	16
Madonna	16
Jermaine Dupri	15
Mase	15
Baby Bash	13
Pitbull	13
Timbaland	13
DMX	12
Jagged Edge	12
Notorious B.I.G.	12

SOURCE: Nielsen BDS, covering the period from Sept 26, 1992, to April 25, 2008.



Mariah Carey

## Carey Tops Herself

Mariah Carey bested herself when latest album "E=MC<sup>2</sup>" moved 463,000 units two weeks ago, surpassing the first-week sales of each of her previous releases and debuting at No. 1 on the Billboard 200. Rhythmic radio is just as receptive to Carey as consumers: She has posted seven No. 1 and 19 top 10 singles at the format. Lead single "Touch My Body," which moves 4-5 at rhythmic, has gone top five or top 10 at three other formats.

Carey may be considered one of the great voices of this generation, but Leo Baldwin, PD of Beasley's WRDW (Wired 96.5)/Philadelphia, attributes another of her talents as the cornerstone of her lengthy career: "First of all, she writes her own music," he says. "She can adapt that music for the times. There are other singers out there who are doing everybody else's music. If those people don't keep them up to date, then they have no chance. But Mariah—she's always written her own stuff—she's the truth."

Like many other West Coast artists, Snoop Dogg embraces tracks influenced by soul and R&B from the '70s and '80s. But when he dropped "Sensual Seduction," which spent five weeks at No. 3 on the rhythmic chart beginning Jan. 25, fans were not only treated to a song that saluted those eras, but offered appeal to younger and older audiences alike. "He's actually been able to take an old-school record and make it 'now,'" Rivera says. "When I heard it, I thought, 'This is old-school today.' He came with a record that if you had never heard of Snoop, you'd probably think it was 10 or 11 years old—but it worked. I give Snoop a lot of credit, because he's been able to endure that transition."

R&R



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▶ WITH A 13-9 LIFT FOR "BLEEDING LOVE," **LEONA LEWIS** BECOMES THE FIRST BRIT TO SCORE A RHYTHMIC TOP 10 SINCE CRAIG DAVID IN DECEMBER 2001 WITH "FILL ME IN." THE SONG HOLDS AT NO. 1 AT CHR/TOP 40 WITH 10,393 PLAYS, TWO SHY OF TOPPLING THAT CHART'S SINGLE-WEEK SPIN RECORD.

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW	AUDIENCE MILLIONS	RANK
1	3	<b>LIL WAYNE FEATURING STATIC MAJOR</b> Lollipop	NO. 1 (1 WK) / MOST INCREASED PLAYS	☆	6077	+608	48.123
2	11	<b>USHER FEATURING YOUNG JEEZY</b> Love In This Club		☆☆	5751	-92	48.141
3	14	<b>RAY J &amp; YUNG BERT</b> Sexy Can I		☆☆	5732	-210	45.235
4	11	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> No Air		☆☆	4352	+378	33.376
5	11	<b>MARIAH CAREY</b> Touch My Body		☆☆	4216	-645	30.066
6	12	<b>COLBY O'DONIS FEATURING AKON</b> What You Got		☆☆	4191	+177	30.633
7	8	<b>RICK ROSS FEATURING T-PAIN</b> The Boss		☆☆	3222	+266	24.552
8	15	<b>2 PISTOLS FEATURING T-PAIN &amp; TAY DIZM</b> She Got It		☆☆	3006	-428	18.893
9	8	<b>LEONA LEWIS</b> Bleeding Love		☆☆	2738	+506	17.367
10	21	<b>CHRIS BROWN</b> With You		☆☆	2642	-584	19.570
11	7	<b>DANITY KANE</b> Damaged		☆☆	2499	+332	16.927
12	33	<b>FLO RIDA FEATURING T-PAIN</b> Low		☆☆	2427	-459	17.684
13	21	<b>WEBBIE, LIL' PHAT &amp; LIL' BOOSIE</b> Independent		☆☆	2310	-398	12.126
14	5	<b>PLIES FEATURING NE-YO</b> Bust It Baby (Part 2)	AIRPOWER	☆☆	2049	+423	12.923
15	12	<b>CHERISH FEATURING YUNG JOC</b> Killa		☆☆	1984	-143	10.853
16	10	<b>FLO RIDA FEATURING TIMBALAND</b> Elevator		☆☆	1973	-674	10.400
17	7	<b>DJ FELLI FEEL FEATURING NE-YO, FABOLOUS, KANYE WEST &amp; JERMAINE DUPRI</b> Finer Things	AIRPOWER	☆☆	1680	+249	10.229
18	24	<b>J. HOLIDAY</b> Suffocate		☆☆	1454	-236	9.033
19	14	<b>MARIO</b> Crying Out For Me		☆☆	1350	-522	7.615
20	16	<b>LUPE FIASCO FEATURING MATTHEW SANTOS</b> Superstar		☆☆	1250	-203	13.424
21	2	<b>NE-YO</b> Closer		☆☆	1221	+295	6.810
22	2	<b>MARIAH CAREY</b> Bye Bye		☆☆	1199	+589	7.963
23	16	<b>SHAWTY LO</b> Dee Know		☆☆	1174	-375	7.406
24	6	<b>C-SIDE FEATURING KEYSHIA COLE</b> Boyfriend/Girlfriend		☆☆	1115	+55	5.981
25	2	<b>RIHANNA</b> Take A Bow		☆☆	1097	+363	4.625
26	16	<b>RIHANNA</b> Don't Stop The Music		☆☆	1030	-255	7.604
27	4	<b>NELLY FEATURING FERGIE</b> Party People		☆☆	992	+161	4.677
28	4	<b>MADONNA FEATURING JUSTIN TIMBERLAKE</b> 4 Minutes		☆☆	945	+78	6.029
29	5	<b>WIZ KHALIFA</b> Say Yeah		☆☆	935	+62	4.962
30	3	<b>DAVID BANNER FEATURING CHRIS BROWN</b> Get Like Me		☆☆	923	+158	5.190
31	4	<b>BABY BASH FEATURING KEITH SWEAT</b> Don't Stop		☆☆	911	+100	4.912
32	3	<b>SNOOP DOGG FEATURING TOO SHORT &amp; MISTAH F.A.B.</b> Life Of Da Party		☆☆	842	+71	4.920
33	3	<b>SEAN KINGSTON FEATURING ELAN &amp; JUELZ SANTANA</b> There's Nothin'		☆☆	841	+64	4.969
34	2	<b>ASHANTI</b> The Way That I Love You		☆☆	760	+131	4.753
35	4	<b>PITBULL FEATURING TRINA &amp; YOUNG BOSS</b> Go Girl		☆☆	749	+114	5.136
36	5	<b>LLOYD FEATURING LUDACRIS</b> How We Do It		☆☆	703	-78	3.605
37	2	<b>ESTELLE FEATURING KANYE WEST</b> American Boy		☆☆	623	+88	2.957
38	17	<b>THE-DREAM</b> False Set		☆☆	623	-266	7.574
39	2	<b>KARDINAL OFFISHALL FEATURING AKON</b> Dangerous		☆☆	611	+278	5.076
40	2	<b>THREE 6 MAFIA FEATURING PROJECT PAT, YOUNG D &amp; SUPERPOWER</b> Lolli Lolli (Pop That Body)		☆☆	597	+209	2.759

## MOST ADDED

ARTIST TITLE / LABEL NEW STATIONS

**USHER FEAT. BEYONCE & LIL WAYNE** 25  
Love In This Club, Part II (LaFace/Zomba)  
KBDS, KBMB, KDDB, KEZE, KHTN, KISV, KKFR, KSEQ, KULUJ, KVEG, KWIN, KXJM, KYZZ, KZFM, KZZA, WJFX, WJMN, WJQM, WMBX, WQHT, WRDW, WRVZ, WVKX, WXIS, XHTZ

**THE-DREAM** 22  
I Luv Your Girl (Radio Killa/Def Jam/IDJMG)  
KBDS, KBMB, KDDB, KDON, KEZE, KHTN, KISV, KSEQ, KVEG, KWIN, KXJM, KYZZ, KZFM, KZON, KZZA, WMBX, WRCL, WRDW, WRVZ, WVKX, WZMX, XHTZ

**CHRIS BROWN** 17  
Forever (Jive/Zomba)  
KBMB, KCHZ, KDDB, KDGS, KIBT, KISV, KKSS, KULUJ, KXJM, KZFM, KZZA, WAJZ, WJQM, WRDW, WRVZ, WXIS, XHTO

**NELLY FEAT. FERGIE** 10  
Party People (Derrty/Universal Motown)  
KCHZ, KDON, KIKI, KKWD, KOHT, KPRR, KQYB, KXBT, KZFM, WLTO

**MARIAH CAREY** 9  
Bye Bye (Island/IDJMG)  
KCAQ, KDHT, KPRR, KQYB, KXBT, WKHT, WMBX, WVKX, XMOR

**PLIES FEAT. NE-YO** 9  
Bust It Baby (Part 2) (Big Gates/Slip-N-Slide/Atlantic)  
KBDS, KDHT, KPRR, WBTS, WIBT, WJMN, WZMX, XHTO, XMOR

**ESTELLE FEAT. KANYE WEST** 8  
American Boy (Home School/Atlantic)  
KDGS, KDHT, KIKI, KKWD, KOHT, KZFM, WBBM, WZMX

**KARDINAL OFFISHALL FEAT. AKON** 7  
Dangerous (Konlive/Geffen/Interscope)  
KDON, KGGI, KKSS, WBTT, WPOW, WRCL, XMOR

**LEONA LEWIS** 6  
Bleeding Love (SYCO/J/RMG)  
KBDS, KKFR, KXJM, WBTT, WMBX, WPYO

**THREE 6 MAFIA FEAT. PROJECT PAT, YOUNG D & SUPERPOWER** 6  
Lolli Lolli (Pop That Body) (Hypnotize Minds/Columbia)  
KBBT, KGGI, KKSS, KOHT, KXBT, KZON

**ADDED AT... KKSS**  
Albuquerque, NM  
PD: D. J. Lopez  
MD: Matthew Candelaria  
Kardinal Offishall Feat. Akon, Dangerous, I Chris Brown, Forever, O Karina, 16 @ War, O Three 6 Mafia, Lolli Lolli (Pop That Body), O

FOR REPORTING STATIONS PLAYLISTS GO TO: [www.RadioandRecords.com](http://www.RadioandRecords.com)

## NEW AND ACTIVE

ARTIST TITLE / LABEL PLAYS /GAIN ARTIST TITLE / LABEL PLAYS /GAIN

**THE-DREAM** 488/184  
I Luv Your Girl (Radio Killa/Def Jam/IDJMG)  
TOTAL STATIONS: 30

**CHRIS BROWN** 264/122  
Take You Down (Jive/Zomba)  
TOTAL STATIONS: 13

**BUN B FEAT. SEAN KINGSTON** 309/42  
That's Gangsta (Rap-A-Lot 4 Life/Asylum)  
TOTAL STATIONS: 19

**WEBBIE FEAT. LETOYA LUCKETT** 264/79  
I Miss You (Trill/Asylum/Atlantic)  
TOTAL STATIONS: 30

**PLEASURE P.** 295/68  
Did You Wrong (Swagga/PressPlay/Atlantic)  
TOTAL STATIONS: 6

**MR. CAPONE-E** 262/14  
Let Me Luv You Girl (Hi Power)  
TOTAL STATIONS: 20

**CHRIS BROWN** 289/89  
Forever (Jive/Zomba)  
TOTAL STATIONS: 24

**DOLLA FEAT. T-PAIN & TAY DIZM** 241/12  
Who The F\*\*\* Is That? (The Gang/Konvict/Jive/Zomba)  
TOTAL STATIONS: 28

**USHER FEAT. BEYONCE & LIL WAYNE** 270/270  
Love In This Club, Part II (LaFace/Zomba)  
TOTAL STATIONS: 42

**KID SISTER FEAT. KANYE WEST** 224/20  
Pro Nails (Downtown/Atlantic)  
TOTAL STATIONS: 29

## MOST INCREASED PLAYS

**+608** ☆ **LIL WAYNE FEAT. STATIC MAJOR**  
Lollipop (Cash Money/Universal Motown)  
WQHT +40, KRKA +35, KWIN +34, WPYO +32, KOHT +32, KKWD +29, KPWT +29, WHZT +29, WBTS +26, WJMN +23

**+589** ☆ **MARIAH CAREY**  
Bye Bye (Island/IDJMG)  
KRKA +39, KKSS +31, KEZE +29, KOHT +25, KQYB +23, KPWT +22, KISV +20, WJQM +19, KGGI +18, KIKI +18

**+506** ☆ **LEONA LEWIS**  
Bleeding Love (SYCO/J/RMG)  
KRKA +38, WPOW +33, KCAQ +28, XMOR +24, KYLD +22, KBDS +22, XHTO +22, WBTT +22, KISV +21, KQYB +21

**+423** ☆ **PLIES FEAT. NE-YO**  
Bust It Baby (Part 2) (Big Gates/Slip-N-Slide/Atlantic)  
WJMN +45, KDHT +43, KBBT +32, KPWT +25, WBTS +22, WAJZ +21, WJFX +20, WPOW +18, WRCL +16, KISV +14

**+378** ☆ **JORDIN SPARKS DUET WITH CHRIS BROWN**  
No Air (19/Jive/Zomba)  
KYZZ +48, KGGI +37, KBDS +36, KPRR +35, WPYO +33, KPWT +31, KLUC +29, KSMF +27, WLDD +27, KWIN +26

FOR WEEK ENDING APRIL 27, 2008  
LEGEND: See legend to charts in charts section for rules and symbol explanations.  
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Inside CBS Radio/Washington's innovative new hybrid format for the faith-based community

## Inspirationally Speaking

Darnella Dunham

DDunham@RadioandRecords.com

**f**eb. 12 was Super Tuesday in Washington, but CBS Radio had a major event of its own in the nation's capital that day. After 10 years, WPGC-AM (Heaven 1580) abandoned its gospel format and audaciously launched a new hybrid format dubbed "inspirational talk." ■ The move came 10 months after Radio One delivered the gospel to the FM band on WPRS (Praise 104.1), the station it acquired from Bonneville last year for \$38 million. Innovation can bring rewards and challenges, and WPGC-AM & FM senior VP/GM Sam Rogers and WPGC-AM OM/PD John Deadwyler are candid when discussing what transpired before and after the format flip.

Gospel's arrival on a decent FM stick in the market ultimately led CBS Radio to rethink its strategy for 1580 AM. It wasn't that it couldn't go toe-to-toe with Radio One in terms of programming. The real issue was sound quality.

Rogers says that 1580 "was a very well-programmed radio station. It sounded great, won

many awards and did far more than a lot of people thought we would do. But music on the AM—I just don't know what the shelf life on it is. We had often talked about it, but [the launch of Praise 104.1] made it easier. By going this route, it enables us to be more competitive, it enables us to do something new."



Rogers



Deadwyler

### The Bottom Line

As Praise 104.1's ratings rose following its Easter Sunday debut last year, WPGC-AM's billings sank. According to BIA Financial Networks, WPGC-AM's revenue dropped 50% from \$3.4 million in 2006 to \$1.7 million in 2007.

"Economically, we saw that we needed to change the way we conducted business," Deadwyler says. "We were poised and positioning ourselves to [launch] an FM gospel station in this market. Unfortunately, Radio One beat us to the punch, and it caused us to really look at what we were going to do to move forward."

Way before its Free FM misfire, CBS Radio had a history of successfully executing hot talk formats that brought music-based lifegroups to talk radio. The blueprint for FM talkers KLSX Los Angeles and WCKG/Chicago was first developed at WJFK/Washington in the mid-'80s. So the WPGC-AM brain trust didn't have to look far for a template.

"Even though it's a talk station, WJFK targets [the rock] lifegroup," Rogers says. "It's one of the most successful stations in our company. If we come up with this format that talks to the faith-based community without having to worry about playing music on the AM band, we might have something."

Deadwyler adds, "We realized that African-Americans did not have multiple platforms to speak on issues that affected their daily lives. We made a decision that instead of creating another solely black talk format, we'd stay true to what we built over the last 10 years and give another platform for the faith community, but specifically our audience, which is primarily African-American."

### Long-Term Vision

Keeping the Heaven 1580 handle, a new stable of personalities hit the airwaves shortly after the flip, except for Marsha Sumner, who remained on-board. Music still has a presence, but the presentation is different. "We still play music in two-minute sound bites, but not in the sense of a playlist and a rotation," Deadwyler says. "Within the talk, if there's a particular song that punctuates the point of discussion, we will go to that. We keep the core of our listening audience who appreciates the music, but still keep in line with the new format."

To succeed financially, WPGC-AM will need to attract general-market business. Rogers notes that urban sister WPGC-FM, which consistently ranks top three in 12+ listeners in the market, conducts business in the general market as well as in the African-American community. "It's not like you walk into an advertising agency and say, 'I'd like to talk to you about your inspirational talk budget.' It's one budget and it's just a matter of leasing the listeners' ears that are listening to that station."

Despite competition from new media, Rogers remains convinced that radio can win the battle with targeted, relevant programming. "The idea is to get go-to programming that will make people want to listen. So when you start taking on the local issues that affect them morning, noon, afternoon and night, I think people will go and listen to that."

### Voices To Be Heard

At the heart of the inspirational talk format on WPGC-AM (Heaven 1580) is a diverse group of full-time personalities. While the station's overarching target demo remains 25-54, some of its shows shoot for narrower cells. Each host has his or her own distinctive appeal. "We've put together a gumbo, if you will, of mixed personalities to speak to the entire family," OM John Deadwyler says.

Morning show host Todd B has 14 years of on-air experience and previously hosted "Love, Talk & Slow Jams" in the market on urban sister WPGC-FM. But it was his Saturday morning community issues show that helped prep him to host "The Breakdown" on WPGC-AM. "The core mission of his

show is to break down everything that we hear and talk about on the news, and just give a completely different perspective than [what's on] the surface," Deadwyler says.

Marsha Sumner, a survivor of the flip from gospel to inspirational talk, follows with "Crosstalk Urban Style" from 10 a.m. to 1 p.m. Deadwyler says, "She was asked to stay and be a part of this new movement because she represents that core Heaven 1580 listener within our community—that person that just absolutely loves gospel music, from traditional to the contemporary aspect."

Sought after by other gospel outlets, Christian comedian Akintunde is heard from 1 p.m. to 4 p.m. "Everyone



was courting him," Deadwyler says,

"but we gave him the ring. His whole purpose was to continue the conversation on issues of the day, but give it a comedic slant. He's given the audience a completely different perspective and it's extremely well-appreciated."

As for 4 p.m.-6 p.m. host Jim Allen, Deadwyler says that he "is a legend in talk radio. He's a former program director with Radio One, and Jim [delivers] the hardcore news from our perspective."

The evening shift is filled by J.T., whose "The Takeover" targets the 18-34 audience. "Jeff is a phenomenal young man and he's leading an abstinence movement through his show," Deadwyler says.—DD





▶ ALTHOUGH **USHER** LOSES THE CHART CROWN TO LIL WAYNE, THE TWO ARTISTS TEAM UP, ALONG WITH BEYONCÉ, ON "LOVE IN THIS CLUB, PART II" WHICH OPENS AT NO. 23 WITH MOST ADDED AND MOST INCREASED PLAYS HONORS. WITH 1,272 PLAYS OUT OF THE BOX, "PART II" HAS THE LARGEST SPIN TOTAL FOR A DEBUT SINCE "LIKE A BOY" BY CIARA (1,312 PLAYS) IN FEBRUARY 2007.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	1) NIELSEN BDS CERTIFICATIONS	2) HITPREDICTOR STATUS	PLAYS TW	+/-	AUDIENCE MILLIONS	RANK
1	2	6	<b>LIL WAYNE FEAT. STATIC MAJOR</b> LOLLIPOP	NO. 1 (1 WK)	☆	5271	+396	49.309	1
2	1	11	<b>USHER FEATURING YOUNG JEEZY</b> LOVE IN THIS CLUB		1) ☆	4459	-593	41.507	2
3	3	14	<b>RAY J &amp; YUNG BERG</b> SEXY CAN I		1) ☆	3917	-368	34.068	4
4	4	11	<b>MARIAH CAREY</b> TOUCH MY BODY		1) ☆	3773	-362	35.379	3
5	5	13	<b>RICK ROSS FEATURING T-PAIN</b> THE BOSS		☆	3752	+119	33.789	5
6	7	9	<b>ASHANTI</b> THE WAY THAT I LOVE YOU		☆	3283	+320	31.461	6
7	6	13	<b>2 PISTOLS FEATURING T-PAIN &amp; TAY DIZM</b> SHE GOT IT		☆	3225	+93	23.665	8
8	7	7	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> NO AIR		1) ☆	3203	+482	28.703	7
9	10	7	<b>PLIES FEATURING NE-YO</b> BUST IT BABY (PART 2)		☆	2829	+369	21.687	9
10	11	11	<b>TREY SONGZ</b> LAST TIME		☆	2293	+85	18.914	11
11	14	13	<b>RAHEEM DEVAUGHN</b> CUSTOMER		☆	2091	+163	18.258	12
12	9	20	<b>THE-DREAM</b> FALSETTO		☆	2031	-613	19.552	10
13	13	23	<b>SHAWTY LO</b> DEY KNOW		☆	1934	-244	17.332	13
14	12	20	<b>ROCKO</b> UMMA DO ME		☆	1747	-445	13.606	19
15	15	22	<b>KEYSHIA COLE</b> I REMEMBER		1) ☆	1573	-346	15.201	16
16	16	31	<b>MARIO</b> CRYING OUT FOR ME		1) ☆	1521	-211	15.520	15
17	19	8	<b>DAY26</b> GOT ME GOING		☆	1501	-77	8.143	25
18	26	3	<b>CHRIS BROWN</b> TAKE YOU DOWN	AIRPOWER	☆	1490	+300	14.462	17
19	17	28	<b>J. HOLIDAY</b> SUFFOCATE		1) ☆	1459	-155	15.850	14
20	24	7	<b>SEAN GARRETT FEATURING LUDACRIS</b> GRIPPIN'		☆	1359	+33	6.712	28
21	22	12	<b>MIKE JONES FEATURING HURRICANE CHRIS</b> DROP & GIMME 50		☆	1308	-73	6.635	29
22	30	2	<b>V.I.C.</b> GET SILLY		☆	1281	+389	10.384	22
23	NEW		<b>USHER FEAT. BEYONCÉ &amp; LIL WAYNE</b> LOVE IN THIS CLUB, PART II	MOST INCREASED PLAYS/MOST ADDED	☆	1272	+1272	13.950	18
24	23	13	<b>LYFE JENNINGS</b> NEVER NEVER LAND		☆	1263	-69	8.079	26
25	25	5	<b>MARY J. BLIGE</b> STAY DOWN		☆	1228	-20	7.450	27
26	21	19	<b>FAT JOE FEATURING J. HOLIDAY</b> I WON'T TELL		☆	1153	-394	10.486	21
27	34	2	<b>KEYSHIA COLE</b> HEAVEN SENT		☆	1150	+414	9.389	23
28	29	3	<b>NE-YO</b> CLOSER		☆	1092	+157	4.695	36
29	32	3	<b>THE-DREAM</b> I LUV YOUR GIRL		☆	1087	+213	10.718	20
30	28	4	<b>SNOOP DOGG FEATURING TOO SHORT &amp; MISTAH F.A.B.</b> LIFE OF DA PARTY		☆	1034	+97	6.018	31
31	33	3	<b>KARINA</b> 16 @ WAR		☆	926	+101	5.033	34
32	NEW		<b>ALICIA KEYS</b> TEENAGE LOVE AFFAIR		☆	899	+425	8.806	24
33	31	5	<b>WEBBIE FEATURING LETOYA LUCKETT</b> I MISS YOU		☆	864	-19	3.770	-
34	36	2	<b>MARIO</b> MUSIC FOR LOVE		☆	761	+96	6.564	30
35	NEW		<b>NELLY FEATURING FERGIE</b> PARTY PEOPLE		☆	751	+153	3.726	-
36	NEW		<b>R. KELLY</b> HAIR BRAIDER		☆	750	+210	4.434	38
37	40	2	<b>SEAN KINGSTON FEATURING ELAN &amp; JUELZ SANTANA</b> THERE'S NOTHING		☆	750	+145	2.957	-
38	27	9	<b>FLO RIDA FEATURING TIMBALAND</b> ELEVATOR		☆	749	-247	3.418	-
39	35	3	<b>DAVID BANNER FEATURING CHRIS BROWN</b> GET LIKE ME		☆	702	+28	4.215	39
40	37	3	<b>TRINA FEATURING KEYSHIA COLE</b> I GOTTA THANG FOR YOU		☆	692	+33	3.812	-

## MOST ADDED

**ARTIST TITLE / LABEL** NEW STATIONS

**USHER FEAT. BEYONCÉ & LIL WAYNE** 66  
Love In This Club, Part II (LaFace/Zomba)

KATZ, KBFB, KDAY, KHTE, KIPR, KJMM, KKDA, KMEL, KNDA, KOPW, KPRS, KRRQ, KVSP, WAMO, WBFA, WBLK, WBLX, WBTF, WBTJ, WBTP, WCDX, WDKX, WEAS, WEDR, WEMX, WENZ, WEUP, WFXA, WFXE, WGTZ, WHHH, WHHL, WHRK, WHTA, WHTD, WHXT, WIZF, WJHM, WJKS, WJLB, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WKYS, WQVI, WPEG, WPGC, WPHI, WPRW, WPPX, WQBT, WQQK, WQLE, WRBJ, WTMG, WUJL, WVEE, WVPR, WWWZ, WXTB, WZFX, WZHT, XM The City

**KARDINAL OFFISHALL** 30  
Dangerous (Konlive/Geffen/Interscope)

KBTT, KHTE, KIPR, KJMM, KOPW, KVSP, WAMC, WBFA, WBLK, WBTF, WDKX, WEDR, WEMX, WEUP, WFXA, WFXE, WHXT, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WPEG, WPGC, WQBT, WRBJ, WTMG, WWWZ, WZFX, WZHT

**FAT JOE FEAT. PLIES & DRE** 27  
Ain't Sayin' Nothin' (Terror Squad/Imperial/Capitol)

KHTE, KIPR, KJMM, KKDA, KOPW, KRRQ, KVSP, WAMO, WBFA, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WHXT, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WTMG, WWWZ, WZHT, XM The City

**STATIC MAJOR FEAT. LIL WAYNE** 20  
I Got My (Blackground/Universal Motown)

KIPR, KJMM, KKDA, KOPW, KVSP, WBFA, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WJZD, WJZE, WTMG, WWWZ, WZHT

**SHAWTY LO** 17  
Foolish (D4L/Asylum)

KBTT, KHTE, KIPR, KJMM, KVSP, WBFA, WEUP, WFXA, WHRK, WJHM, WJMI, WJZD, WPEG, WRBJ, WTMG, WWWZ, WZHT

**V.I.C.** 16  
Get Silly (Young Mogul/Warner Bros.)

KBFB, KBXX, KHTE, WBHJ, WBLK, WBLX, WCDX, WEAS, WHTD, WIKS, WIZF, WJBT, WJMI, WPGC, WQBT, WQHH

**ALICIA KEYS** 13  
Teenage Love Affair (MBKJ/RMG)

KATZ, KRRQ, WBTJ, WCKX, WEDR, WHTD, WIZF, WKYS, WPEG, WPRW, WPPX, WQBT, WQHH

**ADDED AT... WJMH** 102 JAMZ  
Greensboro, NC  
PD: Brian Douglas  
MD: Tap Money  
Shawty Lo, Foolish, 51  
V.I.C., Get Silly, 51  
David Banner Feat. Chris Brown, No Me, 41  
Jordin Sparks Duet With Chris Brown, No Air, 33

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## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>SHAWTY LO</b> Foolish (D4L/Asylum)	680/171	<b>RIHANNA</b> Take A Bow (SRP/Def Jam/IDJ/JMG)	534/307
TOTAL STATIONS: 59		TOTAL STATIONS: 35	
<b>MARIAH CAREY</b> Bye Bye (Island/IDJ/JMG)	624/370	<b>CHERISH</b> Amnesia (Sho/Nuff/Capitol)	469/100
TOTAL STATIONS: 56		TOTAL STATIONS: 48	
<b>ONE CHANCE</b> U Cant (J/RMG)	607/17	<b>SHAWTY LO</b> Dunn, Dunn (D4L/Asylum)	461/8
TOTAL STATIONS: 53		TOTAL STATIONS: 46	
<b>DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST &amp; JERMAINE DUPRI</b> Finer Things (So So Def/IDJ/JMG)	592/36	<b>BUN B FEAT. SEAN KINGSTON</b> That's Gangsta (Rap-A-Lot 4 Life/Asylum)	419/76
TOTAL STATIONS: 47		TOTAL STATIONS: 44	
<b>ACE FEAT. T-PAIN &amp; RICK ROSS</b> Cash Flow (We The Best/Def Jam/IDJ/JMG)	548/99	<b>JAHEIM FEAT. KEYSHIA COLE</b> I've Changed (Dvine Mill/Atlantic)	394/37
TOTAL STATIONS: 60		TOTAL STATIONS: 36	

## MOST INCREASED PLAYS

<b>+1272</b>	<b>USHER FEAT. BEYONCÉ &amp; LIL WAYNE</b> Love In This Club, Part II (LaFace/Zomba) WPEG +62, KIPR +39, WPHI +39, WZHT +36, WEMX +34, WJUC +32, KKDA +31, WHTD +31, WBTF +30, WVEE +30
<b>+482</b>	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> No Air (19 Live/Zomba) WJUC +39, WZHT +34, WJMH +34, WPRW +31, WEMX +30, WEDR +25, WJZE +25, WIZF +25, WPEG +25, KRRQ +22
<b>+425</b>	<b>ALICIA KEYS</b> Teenage Love Affair (MBKJ/RMG) WCKX +29, KBTT +28, WQDR +24, WGTZ +22, WQBT +20, KKDA +20, WHTD +19, WUJL +17, XCTY +16, WBTJ +15
<b>+414</b>	<b>KEYSHIA COLE</b> Heaven Sent (Imani/Geffen/Interscope) WUJL +33, KBTT +33, WQDR +24, WQHH +18, KKDA +18, WEAS +17, WFXE +15, KHTE +14, WBTJ +14, WQVI +14
<b>+396</b>	<b>LIL WAYNE FEAT. STATIC MAJOR</b> Lollipop (Cash Money/Universal Motown) WDHT +48, WCKX +44, WEDR +40, WGTZ +29, KBTT +27, WENZ +22, WJBT +21, KBXX +19, WJLB +16, WQVI +15

FOR WEEK ENDING APRIL 27, 2008  
LEGEND: See legend to charts in charts section for rules and symbol explanations.  
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► **ALICIA KEYS** SETS HER SIGHTS ON BECOMING THE FIRST ARTIST TO STRING TOGETHER FOUR CONSECUTIVE URBAN AC NO. 1s AS "TEENAGE LOVE AFFAIR" BOWS AT NO. 29.

WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
					TW	+/-	MILLIONS	RANK
1	1	31	<b>RAHEEM DEVAUGHN</b> WOMAN	NO. 1 (3 WKS) JIVE/ZOMBA	1816	+12	13.745	4
2	25		<b>KEYSHIA COLE</b> I REMEMBER	11 IMAN/GEFFEN/INTERSCOPE	1806	+8	14.587	2
3	28		<b>JAHEIM</b> NEVER	DIVINE MILL/ATLANTIC	1728	-18	14.006	3
4	25		<b>ALICIA KEYS</b> LIKE YOU'LL NEVER SEE ME AGAIN	11 MBK/J/RMG	1575	-70	15.014	1
5	29		<b>MARY J. BLIGE</b> JUST FINE	11 MATRIARCH/GEFFEN/INTERSCOPE	1516	-26	13.602	5
6	23		<b>ERYKAH BADU</b> HONEY	UNIVERSAL MOTOWN	1261	-141	8.143	8
7	15		<b>ANGIE STONE</b> SOMETIMES	STAX/CMG	1202	+2	10.246	7
8	11		<b>MARIAH CAREY</b> TOUCH MY BOEY	ISLAND/IDJMG	1140	-23	10.929	6
9	14		<b>KEITH SWEAT FEATURING PAISLEY BETTIS</b> SUGA SUGA SUGA	KEIA/ATCO/RHINO	974	-55	5.567	14
10	27		<b>JILL SCOTT</b> MY LOVE	HIDDEN BEACH	921	+1	7.406	10
11	19		<b>J. HOLIDAY</b> SUFFOCATE	11 MUSIC LINE/CAPITOL	875	-34	7.379	11
12	13	19	<b>MARVIN SAPP</b> NEVER WOULD HAVE MADE IT	MOST INCREASED PLAYS VERITY/ZOMBA	823	+162	7.123	12
13	13		<b>CHARLIE WILSON FEATURING T-PAIN</b> SUPA SEXXY	JIVE/ZOMBA	678	-41	4.084	18
14	9		<b>NOEL GOURDIN</b> THE RIVER	EPIC	646	+64	5.764	13
15	12		<b>LEDISI</b> IN THE MORNING	VERVE FORECAST/VERVE	542	0	4.296	17
16	13		<b>LYFE JENNINGS</b> NEVER NEVER LAND	COLUMBIA	542	-64	3.748	19
17	21		<b>CHAKA KHAN</b> ONE FOR ALL TIME	BURGUNDY/COLUMBIA	486	+27	2.906	21
18	18		<b>MARY J. BLIGE</b> WORK THAT	MATRIARCH/GEFFEN/INTERSCOPE	439	+155	8.012	9
19	4		<b>JAHEIM FEATURING KEYSHIA COLE</b> I'VE CHANGED	DIVINE MILL/ATLANTIC	394	-10	2.344	22
20	4		<b>AL GREEN FEATURING JOHN LEGEND</b> STAY WITH ME (BY THE SEA)	BLUE NOTE/BLG	367	+30	2.214	23
21	6		<b>CHRISSETTE MICHELE</b> LOVE IS YOU	DEF JAM/IDJMG	328	-8	1.701	29
22	3		<b>ASHANTI</b> THE WAY THAT I LOVE YOU	THE INC./UNIVERSAL MOTOWN	323	+95	4.656	15
23	10		<b>MARCUS MILLER FEATURING CORINNE BAILEY RAE</b> FREE	3 DEUCES/CMG	323	+18	1.330	32
24	9		<b>JANET</b> LUV	ISLAND/IDJMG	292	-22	2.114	24
25	2		<b>DWELE</b> I'M CHEATIN'	KOCH	290	+132	1.197	36
26	8		<b>RAHEEM DEVAUGHN</b> CUSTOMER	JIVE/ZOMBA	286	+26	3.502	20
27	3		<b>LALAH HATHAWAY</b> LET GO	STAX/CMG	232	+42	1.937	26
28	2		<b>RAHSAAN PATTERSON</b> FEELS GOOD	ARTISTRY	231	+65	1.104	37
29	NEW		<b>ALICIA KEYS</b> TEENAGE LOVE AFFAIR	MBK/J/RMG	203	+133	1.209	35
30	30		<b>MINT CONDITION</b> BABY BOY BABY GIRL	CAGED BIRD/IMAGE	187	-12	0.452	-
31	13		<b>MARY J. BLIGE</b> HURT AGAIN	MATRIARCH/GEFFEN/INTERSCOPE	184	-13	1.662	30
32	9		<b>LIVIN' OUT LOUD</b> LATELY	KIN	152	+8	0.587	-
33	3		<b>MARIO</b> MUSIC FOR LOVE	3RD STREET/J/RMG	152	+3	0.626	-
34	9		<b>BOYZ II MEN</b> JUST MY IMAGINATION (RUNNING AWAY WITH ME)	DECCA	144	+27	1.094	38
35	2		<b>USHER FEATURING YOUNG JEEZY</b> LOVE IN THIS CLUB	11 LAFACE/ZOMBA	130	-5	1.659	31
36	5		<b>RANDY JACKSON FEATURING BARBI ESCO</b> MY R&B	DREAM MERCHANT 21/CMG	121	-30	0.326	-
37	PREMIERE		<b>JANET</b> CAN'T BE GOOD	ISLAND/IDJMG	117	+37	0.781	-
38	PREMIERE		<b>ALGEBRA</b> RUN AND HIDE	KEDAR	106	+87	0.311	-
39	3		<b>CONYA DOSS</b> WHAT I'D DO	CONYADOSSSONGS	101	-1	2.027	25
40	5		<b>JANET</b> FEEDBACK	ISLAND/IDJMG	99	+2	1.933	27

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>KEANTHONY</b> I Ain't Tryna (Reprise/Warner Bros.) KJLH, KMEZ, KNEK, KOKY, KQXL, WGPR, WLXC, WMGL, WMPZ, WSRB, WTLZ, WVBE, WXST	13
<b>ANTHONY DAVID FEAT. INDIA.ARIE</b> Words (Soulbird/Universal Republic) KNEK, WAGH, WAMJ, WGPR, WHUR, WLXC, WMGL, WMPZ, WTLZ, WVBE, WXST	11

<b>DWELE</b> I'm Cheatin' (Koch) KMJM, WAMJ, WBAV, WKSP, WLVH, WMOJ, WPHR, WQMG	8
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<b>LALAH HATHAWAY</b> Let Go (Stax/CMG) KMEZ, KNEK, Sirius Heart & Soul, WFXC, WMGL, WPHR, WTLZ, WWDW	8
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<b>APRIL HILL</b> I Wanna Be Free (Jazzy Peach) KMEZ, KOKY, KQXL, WHUR, WLXC, WMGL, WMPZ, WXST	8
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<b>MARVIN SAPP</b> Never Would Have Made It (Verity/Zomba) KMJM, WDLT, WDZZ, WHRP, WQQK, WVKL, WZAK	7
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<b>ALICIA KEYS</b> Teenage Love Affair (MBK/J/RMG) KJLH, WDAS, WMMJ, WYLD	4
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<b>MARY J. BLIGE</b> Work That (Matriarch/Geffen/Interscope) KMJM, WRKS, WVKL	3
--	---

<b>ASHANTI</b> The Way That I Love You (The Inc./Universal Motown) WBAV, WJMJ, WPHR	3
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<b>ALGEBRA</b> Run And Hide (Kedar) KJLH, WMGL, WWDW	3
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**ADDED AT...  
WXST**

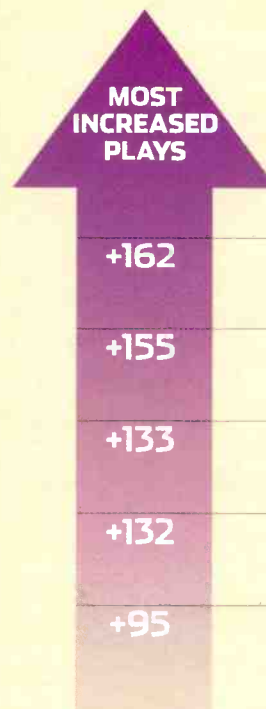
Charleston, SC  
PD: Michael Tee

Anthony David Feat. India.Arie, Words, O  
April Hill, I Wanna Be Free, O  
KeAnthony, I Ain't Tryna, O  
Leona Lewis, Bleeding Love, O

FOR REPORTING STATIONS PLAYLISTS GO TO:  
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## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>JILL SCOTT FEAT. GEORGE DUKE</b> Whenever You're Around (Hidden Beach) TOTAL STATIONS:	97/3 32	<b>MARIAH CAREY</b> Bye Bye (Island/DJMG) TOTAL STATIONS:	62/28 10
<b>ANTHONY DAVID FEAT. INDIA.ARIE</b> Words (Soulbird/Universal Republic) TOTAL STATIONS:	89/38 12	<b>WILL DOWNING</b> Fantasy (Spending Time With You) (Peak/CMG) TOTAL STATIONS:	51/6 15
<b>THE DREAM</b> Falsetto (Radio Killa/Def Jam/IDJMG) TOTAL STATIONS:	79/3 9	<b>RICKY DILLARD &amp; "NEW G" (NEW GENERATION CHORALE)</b> The Light (NuSpring) TOTAL STATIONS:	43/13 31
<b>MARY J. BLIGE</b> Stay Down (Matriarch/Geffen/Interscope) TOTAL STATIONS:	79/0 22	<b>CALVIN RICHARDSON</b> Sang No More (Shanachie) TOTAL STATIONS:	43/8 8
<b>NE-YO</b> Go On Girl (Def Jam/IDJMG) TOTAL STATIONS:	76/3 5	<b>JAHEIM</b> Have You Ever (Divine Mill/Atlantic) TOTAL STATIONS:	40/38 20



<b>+162</b> <b>MARVIN SAPP</b> Never Would Have Made It (Verity/Zomba) WMXD +23, WLVH +17, WHPR +16, KMJM +14, WNEW +13, WTVB +13, WDZZ +12, WUHT +11, WZAK +10, WQQK +9
<b>+155</b> <b>MARY J. BLIGE</b> Work That (Matriarch/Geffen/Interscope) WRKS +22, WCFB +8, KMJM +8, WFLN +7, WKJS +5, WHQT +5, WFXC +5, WIMX +5, WBHK +5, KOKY +4
<b>+133</b> <b>ALICIA KEYS</b> Teenage Love Affair (MBK/J/RMG) KOKY +13, WTLZ +11, KMEZ +9, WVAZ +9, XS62 +8, SIHS +7, WDAS +7, WMMJ +6, WKSP +6, KBLX +5
<b>+132</b> <b>DWELE</b> I'm Cheatin' (Koch) WBAV +12, WMOJ +11, WLVH +10, WPHR +10, WNEW +8, WAMJ +7, WKXI +7, KRNB +6, KMJM +6, KOKY +6
<b>+95</b> <b>ASHANTI</b> The Way That I Love You (The Inc./Universal Motown) WJMJ +13, WBL5 +10, WUHT +10, WVBE +10, WBAV +10, WPHR +8, KRNB +7, WAGH +6, WHUR +5, WMIB +3

FOR WEEK ENDING APRIL 27, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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## URBAN AC REPORTERS

<b>WMRZ/Albany, GA</b> PD/MD: Paul "Precious Paul" Edwards	<b>WUKS/Fayetteville, NC</b> PD: Ray Thomas	<b>WKUS/Norfolk, VA*</b> PD: DJ Law
<b>WAMJ/Atlanta, GA*</b> OM: Steve Hegwood PD/MD: Derek Harper	<b>WDZZ/Flint, MI*</b> OM: Jim Kennedy PD: Trey Michaels	<b>WVKL/Norfolk, VA*</b> OM/PD: Don London MD: Theresa Brown
<b>WAKB/Augusta, GA*</b> OM/PD: Terry Monday MD: JayTek	<b>WZTF/Florence, SC</b> OM: Randy "Mudflap" Wilcox PD/MD: Denis Davis	<b>WCFB/Orlando, FL*</b> OM: Steve Holbrook PD: Kevin Gardner
<b>WKSP/Augusta, GA*</b> OM: Steve Burke PD/MD: Tim "Fattz" Snell APD: Cher Best	<b>WFLM/Ft. Pierce, FL*</b> PD: Joe Fisher MD: Joseph Jenkins	<b>WDAS/Philadelphia, PA*</b> OM: Thea Mitchem PD: Joe Tamburro APD/MD: Jo Gamble
<b>WWIN/Baltimore, MD*</b> PD: Tim Watts MD: Keller Wynder	<b>WQMG/Greensboro, NC*</b> PD: Shilynne Cole	<b>WRNB/Philadelphia, PA*</b> OM/PD: Elroy Smith APD/MD: MoShay LaRen
<b>KQXL/Baton Rouge, LA*</b> PD: J'Michael Francois	<b>WJMZ/Greenville, SC*</b> OM/PD: Steve Crumbley APD/MD: Kelly Mac	<b>WFXC/Raleigh, NC*</b> OM/PD: Cy Young APD/MD: Jodi Berry
<b>WBHK/Birmingham, AL*</b> PD: Darryl Johnson APD: Chris Coleman	<b>KMJQ/Houston, TX*</b> PD/MD: Jeff Harrison	<b>WKJS/Richmond, VA*</b> OM/PD: Jeff Anderson MD: Freddy Foxx
<b>WUHT/Birmingham, AL*</b> PD: John Long	<b>WHRP/Huntsville, AL*</b> OM: Jim Kennedy PD: Mark Raymond APD/MD: Toni Terrell	<b>WVBE/Roanoke, VA*</b> OM/PD: Walt Ford
<b>WMGL/Charleston, SC*</b> OM/PD: Terry Base MD: TK Jones	<b>WTLC/Indianapolis, IN*</b> PD: Brian Wallace APD/MD: The First Lady	<b>WTLZ/Saginaw, MI*</b> PD/MD: Eugene Brown
<b>WXST/Charleston, SC*</b> OM/PD: Michael Tee	<b>WKXI/Jackson, MS*</b> OM/PD: Stan Branson	<b>KBLX/San Francisco, CA*</b> PD: Kevin Brown MD: Kimmie Taylor
<b>WBAV/Charlotte, NC*</b> PD/MD: Terri Avery	<b>WSOL/Jacksonville, FL*</b> OM: Gail Austin PD/MD: KJ Brooks	<b>Music Choice Smooth R&amp;B/Satellite</b> OM/PD: Damon Williams APD: Mecca Thames MD: Lamonda Williams
<b>WQNC/Charlotte, NC*</b> PD: Alvin Stowe MD: Chris James	<b>KMJK/Kansas City, MO*</b> OM: Jim Kennedy PD: Jerold Jackson MD: Yvonne Daniels	<b>Sirius Heart &amp; Soul/Satellite*</b> OM/PD: B.J. Stone
<b>WMPZ/Chattanooga, TN*</b> OM: Keith Landecker PD: Andrea Perry	<b>KNEK/Lafayette, LA*</b> PD: D-Rock	<b>The Touch/Satellite</b> PD: Stan Boston APD/MD: Hollywood Hernandez
<b>WSRB/Chicago, IL*</b> PD/MD: Tracie Reynolds	<b>KOKY/Little Rock, AR*</b> OM/PD: Mark Dylan	<b>XM Suite 62/Satellite*</b> PD: Vic Clemons MD: Cayman Kelly
<b>WVAZ/Chicago, IL*</b> PD/MD: Derrick Brown	<b>KJLH/Los Angeles, CA*</b> PD/MD: Aundrae Russell	<b>WLVH/Savannah, GA*</b> PD/MD: Gary Young
<b>WMOJ/Cincinnati, OH*</b> PD: Phillip D. March MD: Faith Daniels	<b>WMJM/Louisville, KY*</b> PD/MD: Tim Gerard Girton	<b>WTYB/Savannah, GA*</b> OM: Jim Kennedy PD: Yolanda Neely
<b>WZAK/Cleveland, OH*</b> OM/PD: Kim Johnson	<b>KJMS/Memphis, TN*</b> PD: Eileen Collier	<b>KDKS/Shreveport, LA*</b> OM/PD: Quenn Echols
<b>WLXC/Columbia, SC*</b> PD/MD: Doug Williams	<b>WHQT/Miami, FL*</b> PD: Phil Michaels-Trueba APD: Karen Vaughn	<b>KVMA/Shreveport, LA*</b> OM: Jim Kennedy
<b>WWDM/Columbia, SC*</b> PD/MD: Mike Love	<b>WMIB/Miami, FL*</b> PD: Nate Bell MD: Vanessa Benedetty Jerome	<b>KMJM/St. Louis, MO*</b> PD: Darrel Eason
<b>WAGH/Columbus, GA*</b> OM: Brian Waters PD: Derrick "Li'l D" Greene MD: Edward Lewis	<b>WJMR/Milwaukee, WI*</b> PD/MD: Lauri Jones	<b>WFUN/St. Louis, MO*</b> OM/PD: Jowcol "Boogie D" Gilchrist APD/MD: Niece Davis
<b>WKZJ/Columbus, GA</b> OM/PD: Carl Conner, Jr. MD: Brandon Conner	<b>WDLT/Mobile, AL*</b> OM/PD: James Alexander OM: Jim Kennedy MD: Cathy Barlow	<b>WPHR/Syracuse, NY*</b> OM: Rich Lauber PD: Butch Charles APD/MD: Kenny Dees
<b>WXMG/Columbus, OH*</b> OM: J.D. Kunes PD: Warren Stevens	<b>KJMG/Monroe, LA</b> PD: Chris Collins	<b>WIMX/Toledo, OH*</b> PD: Rocky Love APD/MD: Brandi Brown
<b>KRNB/Dallas, TX*</b> OM: Gary Saunders PD: Shay Moore APD: Nate Quick	<b>WWMG/Montgomery, AL</b> PD/MD: Darryl Elliott	<b>WTUG/Tuscaloosa, AL</b> OM: Greg Tomascello PD/MD: Charles Anthony
<b>KSOC/Dallas, TX*</b> OM/PD: John Candelaria	<b>WQKQ/Nashville, TN*</b> OM: Jim Kennedy PD: Kenny Smoov	<b>WGOV/Valdosta, GA</b> OM/PD: Jammin' Jammie Brooks
<b>WROU/Dayton, OH*</b> OM/PD: J.D. Kunes OM: Steve Weed	<b>KMEZ/New Orleans, LA*</b> PD: LeBron "LBJ" Joseph APD/MD: Kelder Summers	<b>WHUR/Washington, DC*</b> PD: Dave Dickinson MD: Traci LaTrelle
<b>WGPR/Detroit, MI*</b> PD: Carolyn James MD: Karen Addison	<b>WYLD/New Orleans, LA*</b> OM: Derrick Corbett	<b>WMMJ/Washington, DC*</b> PD: Kathy Brown MD: Mike Chase
<b>WMXD/Detroit, MI*</b> OM: KJ Holiday PD: Jamillah Muhammad APD: Oneil Stevens MD: Krysti Birchett	<b>WBLS/New York, NY*</b> PD: Skip Dillard APD: Cynthia Smith	<b>WNEW/West Palm Beach, FL*</b> OM/PD: Mark McCray APD: Kyle Stewart MD: Patrice Wright
<b>WBBK/Dothan, AL</b> OM: BJ Kelli PD: JJ "Big Daddy" Davis	<b>WRKS/New York, NY*</b> PD: Ebro Darden APD/MD: Julie Gustines	

\* Monitored Reporters



▶ AFTER PEAKING AT NO. 14 WITH DEBUT TRACK "GET BUCK IN HERE" IN JANUARY, KPWR/LOS ANGELES JOCK/MIXER **DJ FELLI FEL** NETS HIS FIRST TOP 10 WITH "FINER THINGS" (12-9).

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THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	7	<b>LIL WAYNE FEAT. STATIC MAJOR</b> LOLLIPOP	CASH MONEY/UNIVERSAL MOTOWN	NO. 1 (4 WKS) / MOST INCREASED PLAYS	11348 +1004	97.432 1
2	2	14	<b>RICK ROSS FEATURING T-PAIN</b> THE BOSS	SLIP-N-SLIDE/DEF JAM/IDJMG		6974 +385	58.341 2
3	3	16	<b>2 PISTOLS FEATURING T-PAIN &amp; TAY DIZM</b> SHE GOT IT	UNIVERSAL REPUBLIC		6231 -335	42.558 3
4	5	8	<b>PLIES FEATURING NE-YO</b> BUST IT BABY (PART 2)	BIG GATES/SLIP-N-SLIDE/ATLANTIC		4878 +792	34.610 4
5	4	30	<b>WEBBIE, LIL' PHAT &amp; LIL' BOOSIE</b> INDEPENDENT	TRILL/ASYLUM/ATLANTIC	11	3635 -656	23.576 7
6	6	35	<b>FLO RIDA FEATURING T-PAIN</b> LOW	POE BOY/ATLANTIC	114	3346 -540	24.899 5
7	7	26	<b>SHAWTY LO</b> DEY KNOW	D4L/ASYLUM		3108 -619	24.737 6
8	8	12	<b>FLO RIDA FEATURING TIMBALAND</b> ELEVATOR	POE BOY/ATLANTIC		2722 -921	13.818 11
9	12	9	<b>DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST &amp; JERMAINE DUPRI</b> FINER THINGS	SO SO DEF/IDJMG		2272 +285	12.456 12
10	9	22	<b>ROCKO</b> UMMA DO ME	ROCKY ROAD/ISLAND URBAN/IDJMG		2036 -562	14.880 10
11	13	6	<b>SNOOP DOGG FEATURING TOO \$HORT &amp; MISTAH F.A.B.</b> LIFE OF DA PARTY	DOGGYSTYLE/GEFFEN/INTERSCOPE		1876 +168	10.937 14
12	16	5	<b>NELLY FEATURING FERGIE</b> PARTY PEOPLE	DERRTY/UNIVERSAL MOTOWN		1743 +314	8.403 17
13	11	24	<b>LUPE FIASCO FEATURING MATTHEW SANTOS</b> SUPERSTAR	1ST & 15TH/ATLANTIC	11	1656 -360	16.394 8
14	10	21	<b>FAT JOE FEATURING J. HOLIDAY</b> I WON'T TELL	TERROR SQUAD/IMPERIAL/CAPITOL		1655 -486	14.908 9
15	15	5	<b>DAVID BANNER FEATURING CHRIS BROWN</b> GET LIKE ME	B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN		1625 +186	9.405 16
16	22	4	<b>V.I.C.</b> GET SILLY	AIRPOWER YOUNG MUGUL/WARNER BROS.		1449 +493	11.074 13
17	15	15	<b>MIKE JONES FEATURING HURRICANE CHRIS</b> DROP & GIMME 50	ICE AGE/SWISHAHOUSE/ASYLUM/WARNER BROS.		1444 -84	7.295 18
18	17	10	<b>C-SIDE FEATURING KEYSHIA COLE</b> BOYFRIEND/GIRLFRIEND	AIRPOWER 1720/UNIVERSAL REPUBLIC		1383 +10	7.048 19
19	20	8	<b>WEBBIE FEATURING LETOYA LUCKETT</b> I MISS YOU	TRILL/ASYLUM/ATLANTIC		1128 +60	5.025 28
20	21	6	<b>WIZ KHALIFA</b> SAY YEAH	ROSTRUM/WARNER BROS.		1022 +44	5.758 24
21	24	6	<b>BABY BASH FEATURING KEITH SWEAT</b> DON'T STOP	ARISTA/RMG		915 +102	4.913 29
22	34	2	<b>KARDINAL OFFISHALL FEATURING AKON</b> DANGEROUS	KONLIVE/GEFFEN/INTERSCOPE		802 +344	6.192 20
23	29	3	<b>SHAWTY LO</b> FOOLISH	D4L/ASYLUM		777 +221	6.101 21
24	25	6	<b>TRINA FEATURING KEYSHIA COLE</b> I GOTTA THANK FOR YOU	SLIP-N-SLIDE		774 +33	4.192 33
25	26	8	<b>PITBULL FEATURING TRINA &amp; YOUNG BOSS</b> GO GIRL	FAMOUS ARTISTS/TVT		756 +114	5.144 27
26	23	16	<b>LIL' WIL</b> MY DOUGIE	RUDEBWOY/UNAUTHORIZED/ASYLUM		748 -154	6.047 22
27	18	12	<b>LIL MAMA FEATURING CHRIS BROWN &amp; T-PAIN</b> SHAWTY GET LOOSE	FAMILIAR FACES/JIVE/ZOMBA		737 -538	4.481 31
28	27	6	<b>BUN B FEATURING SEAN KINGSTON</b> THAT'S GANGSTA	RAP-A-LOT 4 LIFE/ASYLUM		728 +118	5.253 26
29	28	6	<b>ACE FEATURING T-PAIN &amp; RICK ROSS</b> CASH FLOW	WE THE BEST/DEF JAM/IDJMG		696 +100	4.429 32
30	36	2	<b>THREE 6 MAFIA FEAT. PROJECT PAT, YOUNG D &amp; SUPERPOWER</b> LOLLI LOLL (POP THAT BODY)	HYPNOTIZE MINDS/COLUMBIA		618 +211	2.847 39
31	32	7	<b>SHAWTY LO</b> DUNN, DUNN	D4L/ASYLUM		468 -16	3.496 36
32	33	15	<b>JAY-Z FEATURING PHARRELL</b> I KNOW	ROC-A-FELLA/DEF JAM/IDJMG		417 -48	10.369 15
33	30	15	<b>MISSY ELLIOTT</b> CHING-A-LING	THE GOLD MIND/ATLANTIC		417 -133	5.829 23
34	NEW		<b>THE GAME FEATURING KEYSHIA COLE</b> GAME'S PAIN	GEFFEN/INTERSCOPE		389 +313	4.495 30
35	NEW		<b>SHAWTY PUTT</b> DAT BABY	BME		378 +50	2.693 40
36	37	8	<b>SHEEK LOUCH</b> GOOD LOVE	D-BLOCK/KOCH		378 -19	3.588 35
37	35	4	<b>THREE 6 MAFIA FEATURING UNK</b> I'D RATHER	HYPNOTIZE MINDS/COLUMBIA		375 -54	1.777 -
38	31	12	<b>SOULJA BOY TELL'EM FEATURING ARAB</b> YAH!!!	COLLIPARK/INTERSCOPE		367 -170	2.305 -
39	NEW		<b>BIG BOI FEATURING ANDRE 3000 &amp; RAEKWON</b> ROYAL FLUSH	LAFACE/ZOMBA		351 +35	2.908 38
40	38	2	<b>G UNIT</b> I LIKE THE WAY SHE DO IT	GUNIT/INTERSCOPE		350 -30	5.559 25

FOR WEEK ENDING APRIL 27, 2008

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► **KIRK FRANKLIN** POSTS THE CHART'S ONLY DEBUT AS "JESUS" STARTS AT NO. 30 WITH SPINS DETECTED AT 30 MONITORED SIGNALS. THE SONG IS THE SECOND SINGLE FROM THE FORMAT VETERAN'S "THE FIGHT OF MY LIFE" ALBUM.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	49	<b>MARVIN SAPP</b> NEVER WOULD HAVE MADE IT	NO. 1 (31 WKS) VERITY/ZOMBA	985 +22	4.563 1
2	2	39	<b>THE CLARK SISTERS</b> LIVIN'	EMI GOSPEL	908 -9	4.082 2
3	5	27	<b>RICKY DILLARD &amp; "NEW G" (NEW GENERATION CHORALE)</b> THE LIGHT	NUSPRING	813 +35	2.851 9
4	3	33	<b>BEVERLY CRAWFORD</b> HE'S DONE ENOUGH	JDI	769 -66	3.178 6
5	6	15	<b>DORINDA CLARK-COLE</b> TAKE IT BACK	GOSPO CENTRIC/ZOMBA	742 +25	2.933 7
6	4	29	<b>KIRK FRANKLIN</b> DECLARATION (THIS IS IT!)	GOSPO CENTRIC/ZOMBA	742 -78	3.214 5
7	8	21	<b>TROY SNEED PRESENTS BONAFIDE PRAISERS</b> WORK IT OUT	EMTRO GOSPEL	717 +56	2.636 10
8	7	54	<b>MAURETTE BROWN CLARK</b> ONE GOD	AIR GOSPEL/MALACO	655 -31	3.763 3
9	9	8	<b>REGINA BELLE</b> GOD IS GOOD	PENDULUM	653 +63	2.931 8
10	10	46	<b>BISHOP NOEL JONES PRESENTS THE CITY OF REFUGE SANCTUARY CHOIR</b> NOT ABOUT US	ALPHA DOG/TYSCOT	613 +24	3.294 4
11	13	23	<b>SHEKINAH GLORY MINISTRY</b> JESUS	KINGDOM	572 +28	2.470 12
12	11	52	<b>J MOSS</b> PRAISE ON THE INSIDE	PAJAM/GOSPO CENTRIC/ZOMBA	522 -32	2.566 11
13	12	22	<b>ANGELA SPIVEY &amp; THE VOICES OF VICTORY</b> EYES ON THE PRIZE	JEG	512 -42	1.581 15
14	14	31	<b>RUBEN STUDDARD, DEITRICK HADDON &amp; MARY MARY</b> LOVE HIM LIKE I DO	VERITY/ZOMBA	487 -39	1.932 14
15	15	34	<b>THE NEW LIFE COMMUNITY CHOIR FEAT. JOHN P. KEE</b> RIGHT NOW PRAISE	TYSCOT/NEW LIFE/VERITY/ZOMBA	452 -8	2.245 13
16	17	16	<b>JONATHAN NELSON FEATURING PURPOSE</b> MY NAME IS VICTORY	INTEGRITY	412 +19	1.436 19
17	16	23	<b>YOLANDA ADAMS</b> HOLD ON	COLUMBIA	405 +5	1.509 17
18	18	8	<b>CECE WINANS</b> WAGING WAR	PURESPRINGS GOSPEL	384 -2	1.262 20
19	20	11	<b>JAMES FORTUNE &amp; FIYA</b> I TRUST YOU	BLACK SMOKE/WORLWIDE	356 -9	1.128 22
20	21	11	<b>DONALD LAWRENCE INTRODUCES: THE MURRILLS</b> FAMILY (THERE'S A HEALING)	QUIET WATER/VERITY/ZOMBA	347 +8	1.002 24
21	22	13	<b>ISAIAH D. THOMAS &amp; ELEMENTS OF PRAISE</b> THE GREATEST	HABAKKUK	338 +13	1.056 23
22	19	14	<b>CANTON JONES</b> MY DAY	ARROW	336 -50	1.564 16
23	23	17	<b>JIMMY HICKS &amp; THE VOICES OF INTEGRITY</b> MOVE	WORLDWIDE	325 +40	0.984 25
24	6	6	<b>CHRISTOPHER</b> YES	JEG	281 +27	0.753 27
26	18	18	<b>DEWAYNE WOODS FEATURING THE TRI-CITY SINGERS</b> GOD IS	QUIET WATER/VERITY/ZOMBA	279 +54	1.230 21
25	4	4	<b>ISRAEL &amp; NEW BREED</b> IF NOT FOR YOUR GRACE	INTEGRITY	269 +33	0.426 -
27	28	5	<b>BYRON CAGE</b> ROYALTY (LIVE AT THE APOLLO)	GOSPO CENTRIC/ZOMBA	261 +57	0.641 29
28	30	2	<b>THE WEST ANGELES COGIC MASS CHOIR</b> LORD PREPARE ME	EMI GOSPEL	221 +28	0.786 26
29	29	9	<b>DEITRICK HADDON PRESENTS VOICES OF UNITY</b> HE'S ABLE	TYSCOT	194 -2	0.388 -
30	NEW	NEW	<b>KIRK FRANKLIN</b> JESUS	FO YO SOUL/GOSPO CENTRIC/ZOMBA	178 +48	1.471 18

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>BYRON CAGE</b> Royalty (Live At The Apollo) (Gospo Centric/Zomba) WJNL, WLIB, WNNL, WSOK	4
<b>KIRK FRANKLIN</b> Jesus (Fo Yo Soul/Gospo Centric/Zomba) Sirius Praise, WJMO, WXEZ	3
<b>CHRISTOPHER</b> Yes (JEG) WLIB, WTLN	2
<b>DONALD LAWRENCE INTRODUCES: THE MURRILLS</b> Family (There's A Healing) (Quiet Water/Verity/Zomba) WJNL, WLIB	2
<b>JIMMY HICKS &amp; THE VOICES OF INTEGRITY</b> Move (World Wide) KROI, WSOK	2
<b>KEVIN JARIDO &amp; NU VIRTUE</b> Sunday Morning (Emtro Gospel) WCAO, WJNL	2
<b>SUPREME 7</b> Another Yes (T) WJNL, WSOK	2
<b>ALVIN SLAUGHTER</b> Great Grace (Columbia/Integrity) WHLW, WLIB	2
<b>BEVERLY CRAWFORD</b> He's Done Enough (JDI)	1

### ADDED AT ...

**WHLW**  
Montgomery, AL  
PD/MD: Connye Bryant

Norman Hutchins, It's Your Season, 1  
Alvin Slaughter, Great Grace, 0

FOR REPORTING STATIONS PLAYLISTS GO TO:  
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## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>BILLY RIVERS &amp; THE ANGELIC VOICES OF FAITH</b> He'll Never Leave You (Right Now) TOTAL STATIONS: 11	137/12	<b>TRIN-I-TEE 5:7</b> I Will Lift (Spirit Rising/Music World) TOTAL STATIONS: 11	128/24
<b>ALBERT JAMISON PRESENTS NEW YORK STATE MASS CHOIR</b> Show Yourself Mighty (Weis/Light) TOTAL STATIONS: 13	136/5	<b>NORMAN HUTCHINS</b> It's Your Season (IR) TOTAL STATIONS: 14	121/13
<b>JASON CHAMPION</b> Always (Brooks/EMI Gospel) TOTAL STATIONS: 14	131/29	<b>LEE WILLIAMS AND THE SPIRITUAL QCS</b> He Laid His Hands On Me (MCG) TOTAL STATIONS: 23	116/24
<b>KEVIN JARIDO &amp; NU VIRTUE</b> Jesus (Fo Yo Soul/Gospo Centric/Zomba) TOTAL STATIONS: 12	130/10	<b>BISHOP PAUL S. MORTON</b> Not Me Lord, You (Tehillah/Light) TOTAL STATIONS: 13	116/9
<b>STAN JONES FEATURING TARRALYN RAMSEY</b> Where Would I Be (Blackberry/Malaco) TOTAL STATIONS: 8	130/4	<b>NATHANIEL &amp; NECY</b> Serve Nobody But You (WOGG) TOTAL STATIONS: 13	106/12

## MOST INCREASED PLAYS

+63	<b>REGINA BELLE</b> God Is Good (Pendulum) WNNL +27, WPZZ +9, WFMI +7, WPZE +6, WCAO +6, WJNL +5, WPRS +5, WWIN +4, KROI +3, WFLT +3
+57	<b>BYRON CAGE</b> Royalty (Live At The Apollo) (Gospo Centric/Zomba) WNNL +25, WFMI +8, WLIB +7, WSOK +7, WWIN +5, WJNL +5, WEUP +3, SISR +2, WCHB +2, WPZE +2
+56	<b>TROY SNEED PRESENTS BONAFIDE PRAISERS</b> Work It Out (Emtro Gospel) WNNL +15, KOKA +12, WLOU +8, WLIB +6, WFMI +5, WLIB +5, WJNL +4, SISR +3, WPZE +3, WXXV +3
+54	<b>DEWAYNE WOODS FEAT. THE TRI-CITY SINGERS</b> God Is (Quiet Water/Verity/Zomba) WHLW +11, WPZZ +9, WLOU +8, WLIB +6, WSOK +5, WFLT +4, WNOO +3, WFMI +2, WXEZ +2, WEAL +2
+48	<b>KIRK FRANKLIN</b> Jesus (Fo Yo Soul/Gospo Centric/Zomba) WJMO +9, WUFO +9, XSRT +8, WPRS +6, WXEZ +5, SISR +4, WPZE +3, WLIB +3, WTHE +3, WFMI +3

FOR WEEK ENDING APRIL 27, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations. 42 gospel stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

## RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	<b>JOSHUA'S TROOP</b> EVERYBODY CLAP YOUR HANDS (NEW HAVEN)		573 569
2	<b>BRUCE PARHAM</b> CALL JESUS (EMTRO GOSPEL)		403 376
3	<b>HEZEKIAH WALKER &amp; LFC</b> GRATEFUL (VERITY/ZOMBA)		384 353
4	<b>MYRON BUTLER &amp; LEVI</b> STRONGER (EMI GOSPEL)		382 384
5	<b>REV. TIMOTHY WRIGHT &amp; THE NEW YORK FELLOWSHIP MASS CHOIR</b> YOU MUST COME IN AT THE DOOR (MGM/JEG)		343 387

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
6	<b>ISRAEL &amp; NEW BREED FEATURING T-BONE</b> WITH LONG LIFE (INTEGRITY)		324 336
7	<b>DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS</b> GIANTS (EMI GOSPEL)		323 318
8	<b>DEWAYNE WOODS &amp; WHEN SINGERS MEET</b> LET GO (QUIET WATER/VERITY/ZOMBA)		288 297
9	<b>THE CLARK SISTERS</b> BLESS'D & HIGHLY FAVORED (EMI GOSPEL)		268 289
10	<b>HEZEKIAH WALKER &amp; LFC</b> FAITHFUL IS OUR GOD (VERITY/ZOMBA)		230 221

## GOSPEL REPORTERS

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





More keys to building stronger relationships

## Artists Can Help You Bond With Listeners

Kevin Peterson

KPeterson@RadioandRecords.com

In R&R's Christian Special in the April 18 issue, the primary topic of conversation was building stronger relationships with Christian radio listeners. Programmers shared success stories about using new digital platforms, station talent and special events, including those in the community and others sponsored by the station.

There are other ways for Christian radio to build stronger relationships with listeners, including utilizing accessible artists in the format, as well as personalized database marketing. Word Label Group VP Derek Jones says, "We feel that we exist to build strong relationships through service: to the stations, to the listeners and to their communities. We also want to provide encouraging and relevant music that impacts culture, all for the glory of God. We strive to do this through excellent music, creative promotions and events, access to artists and volunteer work with sharathons, community events and more."



Jones

### Compelling Content

Curb Records VP John Butler says that in order to do all these things, his label is defining a process to bring compelling radio artists to not only the national level, but local as well. He says that relationships actually need to start during the A&R process when the label is signing an act. "Labels are not in the position to dictate what the market likes or doesn't like," he says. "We all have to ask the right questions: Does the artist have a tangible or growing relationship with an audience through either radio or other national media, either nationally or in their geographic region? Have they developed an audience through touring, church events, worship and other forms of Internet and physical media? Has that helped them to sustain their audience?"



Butler

Once a label is armed with that information, Butler says the next step is to give it to radio so it can apply it to help develop new listeners. He adds, "The reality is that the audience is discovering great music through channels other than the radio station. [Stations] can sort through much more relevant data that reveals their audience's likes and dislikes—from music to talent to how they live their lives. Artists benefit from having a partner who has access to bring even more people to their audience. Both radio and records don't always realize that we are both in the audience-development business."

Longtime independent Christian promoter Chris Hauser recalls how accessible artists have long helped build stronger relationships with listeners. "Twenty years ago, we did a Myrrh Records promotion with Randy Stonehill, where he would do an hourlong live acoustic concert on the air at various stations around the country," he says. "We'd do a one- or two-week promotional run up to the show, where listeners won seats in the studio. Winning listeners were given a once-in-a-lifetime opportunity, and the rest of the audience heard a unique radio broadcast."

He adds that when a special group of listeners gets up close and personal with an artist, the station delivers something that is distinct and unique—and it probably gains a few more listeners for life.

"Our goal is to align with how radio reaches its own listeners: on-air, online and on-site,"



Hauser



**'Now is the time to bring the listener closer to the experience they want and connect them to the station with personalization.'**

—Loyd Ford

Provident Label Group VP Brian Dishon says. "We attempt to create promotional plans to strategically reach listeners through these three areas. Additionally, the artists we bring to radio will be supported through press, major touring, online promotions, retail promotion and any other avenue we can find. This collection of energy will magnify the impact that artists can have at radio, and ultimately the depth of relationship that artists can forge with station listeners."

### Database Marketing

Americalist Media Marketing radio division manager Loyd Ford sees personalized database marketing as another opportunity for Christian radio to build stronger relationships with listeners. "While some radio stations have avoided investment in basic marketing to propel stations, even more neglect has been seen in terms of investing in building real relationships with individual listeners," he says. "This represents the biggest opportunity for stations willing to get involved. While you may feel all stations have cut resources, you may be surprised to learn that some stations have accelerated focus on personalized marketing."

Ford adds that if a station is serious about building relationships and escalating the value of its brand with listeners, "you must do more than get your listeners' e-mail address and send concert or sponsor information." One example is the PURL—personalized URL—a strategy to seek important lifestyle information about specific listeners and what is important to them now.

"We recommend tactics to engage the listeners and have real relationships with them based upon what is important to them and not necessarily just the station," Ford says. "We offer advice, direction and execution on building proper databases, and use e-mail and strategic direct mail to introduce listeners to their own personalized URL. We can use this tool in connection with live telemarketing as well."

He says this allows the company to engage listeners and collect information that they are willing to freely offer. When listeners access their personalized URL and answer specific questions about what's important to them, the information they provide is used by the station to create customized direct mail pieces based on listener interests.

"This information is then shared with the station to help better understand the lifegroup and individual listeners of your product in your market and to propel a real relationship. Personalized direct mail is often used to drive listeners to the Web, where you can verify and/or collect relevant information to enrich your database, and send follow-up e-mails and/or printed pieces."

Ford adds, "These days it is more important than ever for radio stations, record labels and other content and entertainment providers to build a personal relationship with core listeners, keeping them relevant and moving their brand forward. Change is a constant in this business. Everyone knows that. Now is the best time to evolve and bring the listener closer to the experience that they want and connect them to the station with personalization."





# R&R CHRISTIAN AC

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► **THIRD DAY** SWIPES THE MOST INCREASED PLAYS NOD, AS "CALL MY NAME" GAINS 117 DETECTIONS IN ITS THIRD CHART WEEK (15-14) WITH SPINS AT 46 OF THE 53 MONITORED STATIONS.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
					TW	+/-	MILLIONS	RANK
1	1	18	<b>JEREMY CAMP</b> LET IT FADE	NO. 1 (5 WKS) BEC/TOOTH & NAIL	1433	-16	3.348	5
2	2	29	<b>MATTHEW WEST</b> YOU ARE EVERYTHING	SPARROW/EMI CMG	1286	-36	3.834	3
3	3	14	<b>STEVEN CURTIS CHAPMAN</b> CINDERELLA	SPARROW/EMI CMG	1283	+5	4.056	2
4	4	15	<b>FEE</b> ALL BECAUSE OF JESUS	INO	1243	+13	2.872	8
5	5	30	<b>MERCYME</b> GOD WITH US	INO	1141	-42	2.691	10
6	6	13	<b>CASTING CROWNS</b> EVERY MAN	BEACH STREET/REUNION/PLG	1129	-2	2.690	11
7	7	35	<b>ROBBIE SEAY BAND</b> SONG OF HOPE	SPARROW/EMI CMG	1062	+12	4.176	1
9	12	12	<b>TENTH AVENUE NORTH</b> LOVE IS HERE	REUNION/PLG	1002	+96	3.137	6
9	8	35	<b>CHRIS TOMLIN</b> AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	945	+4	2.799	9
10	10	12	<b>NEEDTOBREATHE</b> WASHED BY THE WATER	ATLANTIC/WORD-CURB	940	+52	1.923	17
11	12	11	<b>MATT MAHER</b> YOUR GRACE IS ENOUGH	ESSENTIAL/PLG	911	+72	3.362	4
12	13	12	<b>33MILES</b> THANK YOU	INO	887	+64	2.394	13
13	11	15	<b>DECEMBERADIO</b> FIND YOU WAITING	SLANTED/SPRING HILL	887	+47	1.840	18
14	15	3	<b>THIRD DAY</b> CALL MY NAME	MOST INCREASED PLAYS ESSENTIAL/PLG	808	+117	2.036	15
15	14	44	<b>CASTING CROWNS</b> EAST TO WEST	BEACH STREET/REUNION/PLG	711	-21	2.092	14
16	16	13	<b>JADON LAVIK</b> COME THOU FOUNT	BEC/TOOTH & NAIL	672	+4	3.001	7
17	17	8	<b>AARON SHUST</b> WATCH OVER ME	BRASH	623	+77	1.765	19
18	19	7	<b>CHRIS SLIGH</b> EMPTY ME	BRASH	532	+46	1.010	23
19	18	4	<b>NATALIE GRANT</b> I WILL NOT BE MOVED	CURB	513	+27	0.876	28
20	20	10	<b>RUSH OF FOOLS</b> CAN'T GET AWAY	MIDAS	494	+25	0.759	30
21	22	16	<b>CONNERSVINE</b> LIVE FOR YOU	INO	461	+24	2.588	12
22	21	18	<b>BUILDING 429</b> SINGING OVER ME	WORD-CURB	459	+16	1.579	20
23	24	3	<b>MEREDITH ANDREWS</b> YOU'RE NOT ALONE	WORD-CURB	421	+45	0.941	24
24	23	11	<b>PHILLIPS, CRAIG &amp; DEAN</b> TOP OF MY LUNGS	INO	380	-4	0.720	-
25	28	6	<b>LAURA STORY</b> MIGHTY TO SAVE	INO	378	+61	0.622	-
26	27	5	<b>THE AFTERS</b> KEEPING ME ALIVE	INO	357	+25	0.888	27
27	29	10	<b>DAVID CROWDER BAND</b> NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	351	+38	0.929	25
28	25	15	<b>TOBYMAC FEATURING SITI MONROE</b> ONE WORLD	FOREFRONT/EMI CMG	348	-17	0.823	29
29	26	4	<b>NEWSBOYS</b> STAY STRONG	SPARROW/EMI CMG	339	+4	0.481	-
30	30	2	<b>FIREFLIGHT</b> BRAND NEW DAY	FLICKER/PLG	298	0	1.278	21

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>MATTHEW WEST</b> Something To Say (Sparrow/EMI CMG) KLJC, KTSY, Sirius Spirit 66, WAFJ, WBSN, WMUZ	6
<b>THIRD DAY</b> Call My Name (Essential/PLG) KGBI, KPEZ, WCVO, WLPJ, WVJF	5
<b>NEEDTOBREATHE</b> Washed By The Water (Atlantic/Word-Curb) WCVO, WJIE, WJQK, WMHK, WRCM	5
<b>MATT MAHER</b> Your Grace Is Enough (Essential/PLG) WAFJ, WFFH, WPOZ, WVJF	4
<b>MEREDITH ANDREWS</b> You're Not Alone (Word-Curb) KVMV, WAKW, WMUZ	3
<b>PLUMB</b> In My Arms (Curb) WCSG, WJIE, WPAR	3
<b>33MILES</b> Thank You (INO) WJIE, WMSJ	2
<b>NATALIE GRANT</b> I Will Not Be Moved (Curb) KHZR, WRCM	2
<b>CONNERSVINE</b> Live For You (INO) KHZR, KPEZ	2

**ADDED AT... WBSN**  
New Orleans, LA  
PD: Tom Krimmsier  
MD: Libby Krimmsier  
Matthew West, Something to Say, O  
Telecast, Beautiful Mystery, O

FOR REPORTING STATIONS PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>PLUMB</b> In My Arms (Curb) TOTAL STATIONS: 19	<b>255/33</b>	<b>MIKESCHAIR</b> Otherside (Curb) TOTAL STATIONS: 14	<b>202/6</b>
<b>LIFEHOUSE</b> Whatever It Takes (Geffen/Interscope) TOTAL STATIONS: 9	<b>238/74</b>	<b>JEFF JOHNSON BAND</b> Ruin Me (NuSpring) TOTAL STATIONS: 8	<b>198/0</b>
<b>MATTHEW WEST</b> Something To Say (Sparrow/EMI CMG) TOTAL STATIONS: 19	<b>233/50</b>	<b>MICHAEL ENGLISH</b> The Only Thing Good In Me (Curb) TOTAL STATIONS: 8	<b>146/2</b>
<b>MARK HARRIS</b> All For The Glory of You (INO) TOTAL STATIONS: 23	<b>217/27</b>	<b>MANDISA</b> Voice Of A Savior (Sparrow/EMI CMG) TOTAL STATIONS: 12	<b>121/56</b>
<b>JOSH WILSON</b> 3 Minute Song (Sparrow/EMI CMG) TOTAL STATIONS: 12	<b>204/25</b>	<b>DIZMAS</b> Yours (ForeFront/EMI CMG) TOTAL STATIONS: 8	<b>103/9</b>

## MOST INCREASED PLAYS

<b>+117</b>	<b>THIRD DAY</b> Call My Name (Essential/PLG) WGTS +17, WAWZ +13, WFFH +13, WBDX +11, WJKL +8, WFSH +8, KPEZ +8, KKSP +7, WBSN +6, WCVO +5
<b>+96</b>	<b>TENTH AVENUE NORTH</b> Love Is Here (Reunion/PLG) WAWZ +20, KAIM +18, KBIQ +12, WBDX +12, WCRJ +7, WJQK +6, WJIE +6, KXOJ +4, KFIS +4, KVMV +4
<b>+77</b>	<b>AARON SHUST</b> Watch Over Me (Brash) WMSJ +17, KVMV +13, KPEZ +10, WDJC +9, WLFJ +7, WCRJ +5, KHZR +4, KKSP +4, KLTJ +3, WCSG +3
<b>+74</b>	<b>LIFEHOUSE</b> Whatever It Takes (Geffen/Interscope) WFFH +24, KPEZ +22, KAIM +17, KFSH +11, WJIE +11
<b>+72</b>	<b>MATT MAHER</b> Your Grace Is Enough (Essential/PLG) WPOZ +30, WAWZ +18, KPEZ +13, WFSH +10, KKFS +8, WBDX +6, KXOJ +5, WMUZ +4, KHZR +3, KLJC +3

FOR WEEK ENDING APRIL 27, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
53 Christian AC stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Christian AC Indicator chart compiled of 31 reporters, christian CHR 25, christian rock 27 and soft AC/inspirational 16. © 2008 Nielsen Business Media, Inc. All rights reserved.

## RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIELSEN BDS CERTIFICATIONS		PLAYS TW	PLAYS LW
		TW	LW		
1	<b>AARON SHUST</b> MY SAVIOR MY GOD (BRASH)	626	635		
2	<b>MERCYME</b> BRING THE RAIN (INO)	612	622		
3	<b>LINCOLN BREWSTER</b> EVERLASTING GOD (INTEGRITY)	608	622		
4	<b>BRANDON HEATH</b> I'M NOT WHO I WAS (MONOMODE/REUNION/PLG)	597	556		
5	<b>TREE63</b> BLESSÉD BE YOUR NAME (INPOP)	568	559		
6	<b>TOBYMAC</b> MADE TO LOVE (FOREFRONT/EMI CMG)	541	499		
7	<b>RUSH OF FOOLS</b> UNDO (MIDAS)	538	561		
8	<b>BIG DADDY WEAVE</b> EVERY TIME I BREATHE (FERVENT/WORD-CURB)	528	528		
9	<b>CHRIS TOMLIN</b> HOW GREAT IS OUR GOD (SIXSTEPS/SPARROW/EMI CMG)	524	488		
10	<b>CHRIS TOMLIN</b> HOLY IS THE LORD (SIXSTEPS/SPARROW/EMI CMG)	485	483		

## SOFT AC/INSPIRATIONAL REPORTERS

**WMIT/Asheville, NC**  
PD: Tom Greene  
MD: Matt Stockman

**WCOR/Dayton, OH**  
OM: Keith Hamer  
PD/MD: Eric Johnson

**WAFR/Network**  
OM: Marvin Sanders  
PD: Rick Robertson  
MD: Jim Stanley

**WGSL/Rockford, IL**  
OM: Ron Tietsort  
PD: Corey Neese  
MD: Charmel Jacobs

**KCFB/St. Cloud, MN**  
PD: Jim Park  
MD: Chuck Heuberger

**WGNV/Wausau, WI**  
OM: Karen Benke  
PD: Mark Bystrom  
MD: Todd Christopher

**WHCF/Bangor, ME**  
OM: Tim Collins  
PD/MD: Joe Polek

**WNFR/Flint, MI**  
OM: Lori McNaughton  
PD: Brian Smith  
MD: Ellyn Davey

**KNLB/Phoenix, AZ**  
PD: Faron Eckelbarger

**KCRN/San Angelo, TX**  
PD/MD: Mark Mohr  
APD: Steve Hayes

**KYCC/Stockton, CA**  
PD: Scott Mearns  
MD: Marina Tahod

**KCBI/Dallas, TX\***  
PD: Mike Tirone  
APD: Bill Bumpas  
MD: John McLain

**Family Life  
Communications/Network**  
PD: Dawn Bumstead  
APD: Adam Biddell  
MD: Bill Ronning

**KLVV/Ponca City, OK**  
PD/MD: Tony Weir  
APD: Jeremy Louis

**WSMR/Sarasota, FL**  
OM: Douglas Poll  
PD: Dan Young  
MD: Paul Perrault

**WOLW/Traverse City, MI**  
PD/MD: Patrick Green

\* Monitored Reporters



# R&R CHRISTIAN

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▶ WITH MOST ADDED STRIPES AND THE CHART'S BIGGEST GAIN (UP 91), **SKILLET'S** "THOSE NIGHTS" IS THE ONLY NEW SINGLE TO IMPACT THE CHR SCORECARD, OPENING AT NO. 26.

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN CHR		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	1	15	<b>JEREMY CAMP</b> NO MATTER WHAT IT TAKES	BEC/TOOTH & NAIL	959	-16
2	2	22	<b>AFTERS</b> NEVER GOING BACK TO OK	INO	832	-79
3	4	16	<b>HAWK NELSON</b> FRIEND LIKE THAT	BEC/TOOTH & NAIL	814	-48
4	5	14	<b>FIREFLIGHT</b> UNBREAKABLE	FLICKER/PLG	807	-39
5	6	14	<b>NEEDTOBREATHE</b> WASHED BY THE WATER	ATLANTIC/WORD-CURB	795	-23
6	8	11	<b>RELIENT K</b> THE BEST THING	CAPITOL/GOTEE	759	+5
7	7	14	<b>STELLAR KART</b> JESUS LOVES YOU	WORD-CURB	727	-29
8	3	17	<b>ADDISON ROAD</b> ALL THAT MATTERS	INO	696	-186
9	9	18	<b>TOBYMAC FEAT. SITI MONROE</b> ONE WORLD	FOREFRONT/EMI CMG	667	-52
10	10	11	<b>TENTH AVENUE NORTH</b> LOVE IS HERE	REUNION/PLG	653	+71
11	13	3	<b>THIRD DAY</b> CALL MY NAME	ESSENTIAL/PLG	508	+12
12	14	7	<b>PAUL ALAN</b> TO BRING YOU BACK	WHIPLASH	487	+1
13	16	7	<b>ARTICLE ONE</b> WITHOUT YOU	INPOP	482	+47
14	17	7	<b>DIZMAS</b> YOURS	FOREFRONT/EMI CMG	481	+48
15	11	16	<b>SEVENGLORY</b> LET IT BE LOVE	7SPIN	468	-64
16	15	13	<b>THE MYRIAD</b> A THOUSAND WINTERS MELTING	KOCH	460	+8
17	18	12	<b>CASTING CROWNS</b> EVERY MAN	BEACH STREET/REUNION/PLG	439	+9
18	20	8	<b>EVERYDAY SUNDAY</b> TELL ME YOU'LL BE THERE	INPOP	420	+25
19	22	4	<b>PILLAR</b> SMILING DOWN	ESSENTIAL/PLG	376	+39
20	21	11	<b>RUSH OF FOOLS</b> WE ALL	MIDAS	364	+8
21	26	2	<b>SANCTUS REAL</b> WHATEVER YOU'RE DOING (SOMETHING HEAVENLY)	SPARROW/EMI CMG	308	+38
22	19	17	<b>LEELAND</b> COUNT ME IN	ESSENTIAL/PLG	306	-98
23	24	5	<b>CHRIS SLIGH</b> EMPTY ME	BRASH	287	+8
24	25	5	<b>CHRIS TAYLOR</b> TAKE ME ANYWHERE	BEC/TOOTH & NAIL	282	+7
25	23	7	<b>FLYLEAF</b> ALL AROUND ME	SRE/OCTONE	278	-4
26	<b>NEW</b>		<b>SKILLET</b> THOSE NIGHTS	ARDENT/SRE/INO	258	+91
27	28	20	<b>STORYSIDE:B</b> BE STILL	SILENT MAJORITY/GOTEE	244	-2
28	29	20	<b>MERCYME</b> GOD WITH US	INO	237	+6
29	30	2	<b>NEWSBOYS</b> STAY STRONG	SPARROW/EMI CMG	227	+4
30	27	8	<b>MIKESCHAIR</b> OTHERSIDE	CURB	217	-37

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN ROCK		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	1	14	<b>RELIENT K</b> DEVASTATION AND REFORM	CAPITOL/GOTEE	285	+15
2	3	13	<b>THOUSAND FOOT KRUTCH</b> THE FLAME IN ALL OF US	TOOTH & NAIL	275	+13
3	6	12	<b>FAMILY FORCE 5</b> FACE DOWN	MAVERICK/GOTEE	273	+44
4	2	15	<b>FALLING UP</b> GOOD MORNING PLANETARIUM	BEC/TOOTH & NAIL	256	-7
5	4	12	<b>ANBERLIN</b> HELLO ALONE	TOOTH & NAIL	255	-4
6	5	14	<b>WEDDING</b> I'LL SLEEP WHEN I'M DEAD	BRAVE NEW WORLD	245	-5
7	9	13	<b>DISCIPL</b> LOVE HATE (ON AND ON)	SRE/INO	208	+2
8	17	12	<b>EVERYDAY SUNDAY</b> APATHY FOR APOLOGIES	INPOP	198	+29
9	12	8	<b>PROJECT 86</b> MOLOTOV	TOOTH & NAIL	195	+9
10	11	14	<b>SECRET AND WHISPER</b> VANISHINGS	TOOTH & NAIL	190	+3
11	10	10	<b>EMERY</b> THE PARTY SONG	TOOTH & NAIL	189	+2
12	18	9	<b>STELLAR KART</b> SHINE LIKE THE STARS	WORD-CURB	188	+22
13	7	16	<b>SKILLET</b> LIVE FREE OR LET ME DIE	ARDENT/SRE/INO	188	-39
14	14	6	<b>P.O.D.</b> ADDICTED	COLUMBIA/INO	181	0
15	15	7	<b>DEMON HUNTER</b> FADING AWAY	SOLID STATE/TOOTH & NAIL	176	-4
16	22	5	<b>RED</b> LOST	ESSENTIAL/PLG	174	+29
17	15	16	<b>ALMOST.</b> SOUTHERN WEATHER	TOOTH & NAIL	164	-14
18	24	11	<b>DEAS VAIL</b> ANYTHING YOU SAY	BRAVE NEW WORLD	162	+30
19	20	9	<b>SPOKEN</b> TRADING IN THIS TROUBLED HEART	TOOTH & NAIL	158	-3
20	<b>RE-ENTRY</b>		<b>FIREFLIGHT</b> UNBREAKABLE	FLICKER/PLG	157	+90
21	23	10	<b>NUMBER ONE GUN</b> WAKE ME UP	TOOTH & NAIL	152	+17
22	21	8	<b>SEVENTH DAY SLUMBER</b> LAST REGRET	BEC/TOOTH & NAIL	149	-2
23	25	5	<b>MXPX</b> SECRET WEAPON	TOOTH & NAIL	145	+13
24	19	16	<b>HAWK NELSON</b> FRIEND LIKE THAT	BEC/TOOTH & NAIL	142	-22
25	8	15	<b>WAVORLY</b> STAY WITH ME	FLICKER/PLG	140	-82
26	27	4	<b>RUN KID RUN</b> CAPTIVES COME HOME	TOOTH & NAIL	136	+24
27	13	16	<b>CHILDREN 18:3</b> YOU KNOW WE'RE ALL SO FOND OF DYING	TOOTH & NAIL	135	-47
28	26	20	<b>IVORYLINE</b> BE STILL AND BREATHE	TOOTH & NAIL	125	-3
29	<b>RE-ENTRY</b>		<b>DIZMAS</b> YOURS	FOREFRONT/EMI CMG	122	+24
30	<b>NEW</b>		<b>PILLAR</b> RECKLESS YOUTH	ESSENTIAL/PLG	117	+32

THIS WEEK	LAST WEEK	WEEKS ON CHART	SOFT AC/INSPIRATIONAL		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	1	13	<b>CASTING CROWNS</b> EVERY MAN	BEACH STREET/REUNION/PLG	251	+17
2	4	13	<b>STEVEN CURTIS CHAPMAN</b> CINDERELLA	SPARROW/EMI CMG	218	+16
3	3	8	<b>WAYBURN DEAN</b> THROUGH THE RAIN	WAYJADE	209	+3
4	2	11	<b>JADON LAVIK</b> COMETHOU FOUNT	BEC/TOOTH & NAIL	207	-19
5	6	8	<b>LAURA STORY</b> MIGHTY TO SAVE	INO	201	+3
6	5	11	<b>TWILA PARIS</b> LIVE TO PRAISE	MOUNTAIN SPRING	190	-9
7	10	5	<b>RUSH OF FOOLS</b> PEACE BE STILL	MIDAS	186	+18
8	7	16	<b>PHILLIPS, CRAIG &amp; DEAN</b> TOP OF MY LUNGS	INO	180	-6
9	8	11	<b>JEREMY CAMP</b> LET IT FADE	BEC/TOOTH & NAIL	176	-4
10	12	2	<b>MEREDITH ANDREWS</b> YOU'RE NOT ALONE	WORD-CURB	168	+24

THIS WEEK	LAST WEEK	WEEKS ON CHART	SOFT AC/INSPIRATIONAL		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
11	9	14	<b>JAIME JAMGOCHIAN</b> SING OF OUR GOD	CENTRICITY	162	-12
12	11	8	<b>KEITH &amp; KRISTYN GETTY</b> THE POWER OF THE CROSS	MARTINGALE	156	+8
13	17	3	<b>MARK ROACH</b> SURROUNDED	MYRRH/WORD-CURB	154	+40
14	14	6	<b>LESTER &amp; HOLLY</b> THERE'S NOT A CROWN WITHOUT A CROSS	LESTER & HOLLY	137	+9
15	15	16	<b>VICKY BEECHING</b> GREAT IS YOUR GLORY	SURVIVOR/SPARROW/EMI CMG	125	0
16	13	9	<b>33MILES</b> THANK YOU	INO	121	-17
17	<b>NEW</b>		<b>SALVADOR</b> AWARE	WORD-CURB	118	+28
18	15	8	<b>KATHRYN SCOTT</b> I BELONG	INTEGRITY	111	+2
19	16	5	<b>GORDON MOTE</b> DON'T LET ME MISS THE GLORY	SPRING HILL	111	-3
20	19	3	<b>CHRIS RICE</b> TELL ME THE STORY AGAIN	EB-FLO/INO	99	-7

## CHRISTIAN CHR REPORTERS

**KLYT/Albuquerque, NM**  
OM: Johann "Yo" Snyder  
MD: Joey Belville

**KXWA/Denver, CO**  
PD: Scott Veigel

**WAYK/Kalamazoo, MI**  
PD/MD: Mike Couchman

**WJLZ/Norfolk, VA\***  
OM/PD: Anne Verebely

**WPRJ/Saginaw, MI**  
OM: Gary Bugh  
PD/MD: Aaron Dicer

**WBVM/Tampa, FL\***  
PD: Wendy Templeton  
MD: Olivia Paff

**KAFC/Anchorage, AK**  
OM/PD: Mark Guy  
APD/MD: Mike Carrier

**WJRF/Duluth, MN**  
PD/MD: Terry Michaels

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

**KJTH/Ponca City, OK**  
PD/MD: Tony Weir  
APD: Jes Wes

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

**WYSZ/Toledo, OH**  
PD/MD: Jeff Howe  
APD: Rob Fairchild

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

**KNMI/Farmington, NM**  
OM/PD: Darren Nez  
MD: Kenny Montano

**WAYM/Nashville, TN\***  
OM: Dave Senes  
PD: Jeff Brown  
MD: Stace Whitmire

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

**WBYO/Sellersville, PA**  
OM: David Baker  
PD/MD: Kristine McClain

**KDUV/Visalia, CA\***  
PD: Joe Croft  
APD/MD: Shannon Steele

**WONU/Chicago, IL\***  
OM: Justin Knight  
PD/MD: Johnathon Eltrevoog

**WSCF/Ft. Pierce, FL**  
PD/MD: Paul Tipton

**WNAZ/Nashville, TN\***  
OM/PD: Dave Queen  
APD: Jennifer Houchin  
MD: Seth Routzahn

**KTPR/Rapid City, SD**  
OM: Tom Schoenstedt  
PD: Jennifer Walker

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

**WCLQ/Wausau, WI**  
PD/MD: Matt Deane





► **JADON LAVIK'S "COME THOU FOUNT"** IS THE CHART'S ONLY NEW TITLE, OPENING AT NO. 30 WITH SPINS AT 10 REPORTING STATIONS. THE TRACK ALSO BULLETS AT NO. 16 ON THE MONITORED CHRISTIAN AC LIST.

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## CHRISTIAN AC REPORTERS

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

\* Monitored Reporters

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	16	<b>JEREMY CAMP</b> LET IT FADE	BEC/TOOTH & NAIL	865	-48
2	2	16	<b>FEE</b> ALL BECAUSE OF JESUS	INO	829	+3
3	3	13	<b>STEVEN CURTIS CHAPMAN</b> CINDERELLA	SPARROW/EMI CMG	777	+27
4	4	14	<b>CASTING CROWNS</b> EVERY MAN	BEACH STREET/REUNION/PLG	729	+11
5	5	12	<b>AARON SHUST</b> WATCH OVER ME	BRASH	666	+21
6	6	11	<b>NEEDTOBREATHE</b> WASHED BY THE WATER	ATLANTIC/WORD-CURB	645	+32
7	11	8	<b>MATT MAHER</b> YOUR GRACE IS ENOUGH	ESSENTIAL/PLG	591	+108
8	10	12	<b>DECEMBERADIO</b> FIND YOU WAITING	SLANTED/SPRING HILL	558	+40
9	8	11	<b>33MILES</b> THANK YOU	INO	545	+10
10	7	28	<b>MATTHEW WEST</b> YOU ARE EVERYTHING	SPARROW/EMI CMG	501	-42
11	14	4	<b>THIRD DAY</b> CALL MY NAME	ESSENTIAL/PLG	489	+70
12	12	9	<b>TENTH AVENUE NORTH</b> LOVE IS HERE	REUNION/PLG	479	+29
13	13	6	<b>MEREDITH ANDREWS</b> YOU'RE NOT ALONE	WORD-CURB	459	+19
14	9	28	<b>MERCYME</b> GOD WITH US	INO	452	-70
15	15	9	<b>AFTERS</b> KEEPING ME ALIVE	INO	411	+20
16	16	6	<b>NEWSBOYS</b> STAY STRONG	SPARROW/EMI CMG	383	+10
17	17	13	<b>TOBYMAC FEAT. SITI MONROE</b> ONE WORLD	FOREFRONT/EMI CMG	367	-5
18	18	7	<b>CHRIS SLIGH</b> EMPTY ME	BRASH	360	+7
19	19	7	<b>LAURA STORY</b> MIGHTY TO SAVE	INO	340	-8
20	21	5	<b>NATALIE GRANT</b> I WILL NOT BE MOVED	CURB	331	+58
21	20	5	<b>RUSH OF FOOLS</b> CAN'T GET AWAY	MIDAS	299	+14
22	27	3	<b>MANDISA</b> VOICE OF A SAVIOR	SPARROW/EMI CMG	276	+40
23	22	5	<b>MARK HARRIS</b> ALL FOR THE GLORY OF YOU	INO	276	+13
24	26	8	<b>DANIEL DOSS BAND</b> GOD IN ME	SPARROW/EMI CMG	265	+27
25	23	10	<b>DAVID CROWDER BAND</b> NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	243	-16
26	24	15	<b>PHILLIPS, CRAIG &amp; DEAN</b> TOP OF MY LUNGS	INO	234	-10
27	29	2	<b>MATTHEW WEST</b> SOMETHING TO SAY	SPARROW/EMI CMG	206	+38
28	25	11	<b>MIKESCHAIR</b> OTHERSIDE	CURB	196	-45
29	28	3	<b>WARREN BARFIELD</b> LOVE IS NOT A FIGHT	ESSENTIAL/PLG	172	-6
30	NEW	1	<b>JADON LAVIK</b> COME THOU FOUNT	BEC/TOOTH & NAIL	171	+12



Hit Music Research

## CHRISTIAN CHR MUSIC RESEARCH

ARTIST TITLE	IMPRINT / PROMOTION LABEL	TOTAL	FAM%	BURN%	W 18-24	W 25-34	W 18-34
<b>CASTING CROWNS</b> EVERY MAN	BEACHSTREET/REUNION/PLG	4.35	89%	23%	4.57	3.93	4.00
<b>NEEDTOBREATHE</b> WASHED BY THE WATER	ATLANTIC/WORD-CURB	4.24	95%	19%	4.02	4.36	4.22
<b>STARFIELD</b> REIGN IN US	SPARROW/EMI CMG	4.17	52%	5%	4.16	4.00	4.06
<b>FEE</b> ALL BECAUSE OF JESUS	INO	4.15	81%	11%	4.37	3.93	4.10
<b>STORYSIDE:B</b> BE STILL	GOTEE	4.14	96%	18%	4.09	4.27	4.20
<b>BRANDON HEATH</b> DON'T GET COMFORTABLE	REUNION/PLG	4.14	95%	15%	4.11	4.16	4.14
<b>STEVEN CURTIS CHAPMAN</b> CINDERELLA	SPARROW/EMI CMG	4.11	93%	20%	4.15	3.84	3.96
<b>HAWK NELSON</b> FRIEND LIKE THAT	BEC/TOOTH & NAIL	4.09	96%	17%	3.98	4.00	3.99
<b>RED</b> PIECES	ESSENTIAL/PLG	4.09	84%	19%	4.26	3.95	4.10
<b>THIRD DAY</b> CALL MY NAME	ESSENTIAL/PLG	4.08	54%	9%	3.53	3.92	3.78
<b>DAVID CROWDER BAND</b> NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	4.07	98%	24%	4.14	3.88	4.00
<b>THOUSAND FOOT KRUTCH</b> WISH YOU WELL	TOOTH & NAIL	4.06	88%	14%	3.67	4.08	3.90
<b>JEREMY CAMP</b> NO MATTER WHAT IT TAKES	BEC/TOOTH & NAIL	4.05	87%	15%	4.02	4.09	4.06
<b>FALLING UP</b> GOOD MORNING PLANETARIUM	BEC/TOOTH & NAIL	4.01	76%	10%	4.21	3.95	4.06
<b>PILLAR</b> SMILING DOWN	ESSENTIAL/PLG	4.01	70%	14%	4.28	4.00	4.12
<b>FIREFLIGHT</b> UNBREAKABLE	FLICKER/PLG	4.01	90%	19%	3.96	3.90	3.94
<b>MERCYME</b> GOD WITH US	INO	4.00	72%	20%	3.72	4.16	4.02
<b>TENTH AVENUE NORTH</b> LOVE IS HERE	REUNION/PLG	4.00	87%	17%	3.91	3.95	3.93
<b>THE AFTERS</b> NEVER GOING BACK TO OK	INO	4.00	95%	20%	3.99	3.99	3.99
<b>TOBY MAC</b> ONE WORLD	FOREFRONT/EMI CMG	4.00	96%	23%	3.74	4.15	3.96

This report is a cumulative sample of current online music surveys conducted by Christian CHR stations across the country. Total sample size is 806 respondents. Total average favorability estimates are based on a scale of 1-5. (1= don't like it at all, 5 = love it). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the internet. Once passed, they can take the music test when invited to do so by their local radio station. When comparing this data with what is happening at your station please keep in mind that number of spins, percentage of familiarity, and other factors must be considered, and that your results may vary accordingly. HitMusicResearch.com results are intended to show opinions of participants on the internet only. Hit Music Research is a registered trademark of HitMusicResearch.com. The HMR system is available exclusively for local Christian radio stations by contacting Ken Farley at (615) 331-0736 or Ken@hitmusicresearch.com





Six, count 'em, six country stations

## Wichita: America's New Country Music Capital?

R.J. Curtis

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At the dawn of 2008, there were already four stations cranking out country music in Wichita, Arbitron's 98th-largest market, with a 12+ population of 473,000. That works out to one country station for every 118,000 Wichitians. ■ This Midwest country-fest has been going on for years, but as an example, just in the past four ratings books, the combined share for Journal's KFDI and KFTI-AM & FM and Clear Channel's KZSN has averaged around 25.0, with KFDI and KZSN—both targeted mainstream—combining for nearly 17 of those 25 shares.

### Ring Of Fire

Incredibly, two more stations have thrown their hats in the country ring since the first of the year. On Jan. 18, Larry Steckline, who recently purchased urban KSJM (107.9 Jamz), flipped it to classic country as KWLS (U.S. 107.9), "Playing America's golden country hits." At the time, Steckline acknowledged the four existing players in the market, but said, "You don't have the hits that really made country music No. 1 in the United States," adding that "everything we play will be a hit"—a good 70% of them No. 1 songs, he says. That outlet is targeting 35- to 55-year-olds.

Segue to Feb. 14, when Connoisseur pulled a Wichita switcheroo, moving adult hits KBBB from the 100.5 frequency to 97.1 and launching country on 100.5 as KVWF (100.5 the Wolf).

On the surface, it might seem a bit crazy to add a sixth station to this already crowded country field, but according to Ron Allen, who programs

KBBB (Bob) and KVWF (the Wolf), there is a method behind the madness: It was designed to help the entire cluster. Allen points out the obvious: humongous shares generated by the market's two mainstream outlets, KFDI and KZSN.

As he puts it, "That's pretty ripe pickings, and if you look at revenue, it's the same thing." When Connoisseur prepared to launch another station, Allen says it noticed an already crowded marketplace. "We had Bob, [so] we started thinking, 'How can we not hurt it, still be financially competitive and have a little fun?'" According to Allen, KBBB has been a regular top five performer 25-54 ever since it signed on, along with country powerhouses KFDI and KZSN. "There's not much we can do about Clear Channel's AC KRBB [consistently ranked No. 3 12+, behind KFDI and KZSN], so if we attack them, we attack ourselves." Therefore, Allen says challenging a couple of top five country stations that are also big

### Room For Everyone? Probably Not

KZSN/Wichita PD Lyman James believes there may be some headroom for country growth with the addition of two new players. But not much. James, who has been taking on what he describes as "the country behemoth that is KFDI" for several years, questions how many players can remain in

the game. As for upstart the Wolf challenging KZSN and KFDI for mainstream superiority, James says he's happy to occupy the incumbent position. "I'm not sure this will work for all the stations, but it's good for listeners. We'll all work harder to create better radio." —RJC



**'We could be successful at active rock and bill \$700,000 or \$800,000, or we could be less successful doing country and bill \$1.5 million.'**

—Ron Allen

### And Then There Were Six

**Calls, Slogan, Owner**  
**KFDI, Wichita's Country Favorites, Journal**  
**KFTI-AM, AM 1070 the Ranch, Journal**  
**KFTI-FM, Classic Country 92.3, Journal**  
**KZSN, Kissin' Country 102.1, Clear Channel**  
**KVWF, 105 the Wolf, Connoisseur**  
**KWLS, U.S. 107.9, Steckline**

### Wichita Country Shares

	Su 07	Fa 07
KFDI	12.0	12.7
KZSN	5.6	8.0
KFTI-AM	4.2	3.2
KFTI-FM	3.1	2.7
Total:	24.9	26.6

### Four-Book Averages

KFDI: 11.6  
 KZSN: 6.7  
 KFTI-AM: 3.7  
 KFTI-FM: 3.1  
 Total: 25.1

Source: Arbitron

competitors to Bob "really helps. If we pull a share or two from each one of those, it guarantees Bob's place in the market."

From a revenue standpoint, Connoisseur contemplated other formats as well. "We could be successful at active rock and bill \$700,000 or \$800,000, or we could be less successful doing country and bill \$1.5 million."

### Breakdown

According to Journal/Wichita OM Beverlee Brannigan, while there are indeed six country stations in the market now, it's important to separate the two horse races. "The audience in play for the mainstream stations—KFDI, KZSN and the Wolf—is the larger of the two audiences." Next, there are the three classic country stations—KFTI-AM, KFTI-FM

and KWLS. Even though there's already a massive country share for the market, Brannigan is optimistic that the Wolf could possibly increase the existing country universe, as so often happens. She says, "Any new radio station that comes in and tries to carve out a portion of the market by differentiating themselves has the potential to attract a group of listeners who weren't listening before."

That's consistent with KVWF's decision to brand itself as "the Wolf," Allen adds. "If you listen to country radio in this market, the natural assumption is that you're listening to KFDI or KZSN. We needed something that would stand out and make people say, 'That's not KFDI or Kissin', and it's also fun.'" Musically, there's not much difference between the Wolf and its two mainstream competitors, except for the amount of songs played. The Wolf launched by howling through 10,000 commercial-free songs and has since settled into playing one stopset per hour. Colby Ericson, a former KFDI morning co-host, is doing wake-ups on the Wolf, then tracking 10 a.m.-noon. The rest of the station is jockless for now, but Allen says middays and afternoons will be filled within the next 30 days.

Brannigan calls KFDI "a successful, mature radio station" that has a massive footprint in the market—"and not just because we play the latest Kenny Chesney record." Brannigan credits the "KFDI news brand and a serious commitment to the Wichita community" for creating that footprint, adding, "I have to give props to our company [Journal]; they see the value in continuing to staff a 24-hour news department, and you have to look pretty hard to find those anymore."

What about Allen's expectations for the Wolf? "If we had a 5 share [in the winter 2009 Arbitron], I'd consider that a win. If we pulled 2 or 3 shares each from [KFDI and KZSN], had decent billing and Bob was ranked two or three in this market, that's a big win for this building."

Meanwhile Brannigan—who's seen this movie before in her career—is well aware of what's happening in her market. "We have to pay attention to things we have control over. The most important thing is, how do we continue to serve our listeners—because they will always tell us what matters most to them."

R&R



# R&R COUNTRY

POWERED BY **nielsen** BDS

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► **JOSH GRACIN** CRACKS THE TOP 20 (23-20) WITH "WE WEREN'T CRAZY," WHICH DRAWS AIPOWER HONORS IN ITS 28TH CHART WEEK. SO FAR THIS YEAR, ONLY ASHTON SHEPHERD'S "TAKIN' OFF THIS PAIN" HAD A LONGER TOP 20 TREK (29 WEEKS).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS
					IMPRINT / PROMOTION LABEL		TW +/-	TW RANK
1	1	12	<b>GEORGE STRAIT</b>	<b>NO. 1 (2 WKS)</b>		☆	31.622 -0.435	4390 2
2	3	28	<b>JAMES OTTO</b>	JUST GOT STARTED LOVIN' YOU	RAYB/WARNER BROS./WARNER	☆	31.463 +1.222	4469 1
3	2	21	<b>TRACE ADKINS</b>	YOU'RE GONNA MISS THIS	CAPITOL NASHVILLE	☆	30.819 -0.675	4231 3
4	4	16	<b>TAYLOR SWIFT</b>	PICTURE TO BURN	BIG MACHINE	☆	26.233 +1.670	3938 4
5	5	26	<b>PHIL VASSAR</b>	LOVE IS A BEAUTIFUL THING	UNIVERSAL SOUTH	☆	25.477 +1.511	3817 5
6	10	10	<b>BRAD PAISLEY</b>	I'M STILL A GUY	ARISTA NASHVILLE	☆	24.765 +1.644	3657 6
7	7	10	<b>RASCAL FLATTS</b>	EVERY DAY	LYRIC STREET	☆	23.604 +1.132	3503 7
8	9	30	<b>LADY ANTEBELLUM</b>	LOVE DON'T LIVE HERE	CAPITOL NASHVILLE	☆	20.134 +0.212	2914 8
9	10	7	<b>CARRIE UNDERWOOD</b>	LAST NAME	ARISTA/ARISTA NASHVILLE	☆	18.273 +1.249	2714 9
10	11	6	<b>KENNY CHESNEY</b>	BETTER AS A MEMORY	BNA	☆	17.522 +1.979	2567 10
11	12	10	<b>MONTGOMERY GENTRY</b>	BACK WHEN I KNEW IT ALL	COLUMBIA	☆	16.492 +1.365	2497 11
12	13	16	<b>DIERKS BENTLEY</b>	TRYING TO STOP YOUR LEAVING	CAPITOL NASHVILLE	☆	15.106 +0.864	2322 13
13	16	14	<b>BLAKE SHELTON</b>	HOME	WARNER BROS./WRN	☆	14.571 +1.793	2343 12
14	14	15	<b>JEWEL</b>	STRONGER WOMAN	VALORY	☆	14.024 +0.074	2157 15
15	5	35	<b>JAKE OWEN</b>	SOMETHIN' ABOUT A WOMAN	RCA	☆	13.464 -0.090	2298 14
16	17	17	<b>JOE NICHOLS</b>	IT AIN'T NO CRIME	UNIVERSAL SOUTH	☆	12.216 +0.006	2047 16
17	18	9	<b>TOBY KEITH</b>	SHE'S A HOTTIE	SHOW DOG NASHVILLE	☆	11.895 +0.345	2030 17
18	19	17	<b>JOSH TURNER FEATURING TRISHA YEARWOOD</b>	ANOTHER TRY	MCA NASHVILLE	☆	10.559 +0.644	1781 18
19	21	9	<b>TIM MCGRAW</b>	KRISTOFFERSON	CURB	☆	8.320 +1.244	1388 21
20	23	28	<b>JOSH GRACIN</b>	<b>AIRPOWER</b>	LYRIC STREET	☆	7.545 +0.762	1483 19
21	27	3	<b>ALAN JACKSON</b>	<b>MOST INCREASED AUDIENCE</b>	ARISTA NASHVILLE	☆	7.502 +2.843	1171 23
22	22	17	<b>MIRANDA LAMBERT</b>	CUNPOWDER & LEAD	COLUMBIA	☆	7.402 +0.447	1397 20
23	24	13	<b>KEITH ANDERSON</b>	I STILL MISS YOU	COLUMBIA	☆	6.700 +0.711	1297 22
24	25	13	<b>REBA MCENTIRE</b>	EVERY OTHER WEEKEND	MCA NASHVILLE	☆	6.093 +1.240	917 26
25	26	17	<b>TRISHA YEARWOOD</b>	THIS IS ME YOU'RE TALKING TO	BIG MACHINE	☆	5.376 +0.589	961 25
26	28	15	<b>SARA EVANS</b>	SOME THINGS NEVER CHANGE	RCA	☆	4.982 +0.740	967 24
27	31	6	<b>GARY ALLAN</b>	LEARNING HOW TO BEND	MCA NASHVILLE	☆	4.546 +0.845	895 28
28	32	13	<b>JASON MICHAEL CARROLL</b>	I CAN SLEEP WHEN I'M DEAD	ARISTA NASHVILLE	☆	4.032 +0.503	856 29
29	30	14	<b>PHIL STACEY</b>	IF YOU DIDN'T LOVE ME	LYRIC STREET	☆	3.955 +0.200	907 27
30	34	10	<b>THE LOST TRAILERS</b>	HOLLER BACK	BNA	☆	3.870 +0.994	739 31

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS
					IMPRINT / PROMOTION LABEL		TW +/-	TW RANK
31	29	9	<b>JULIANNE HOUGH</b>	THAT SONG IN MY HEAD	MERCURY	☆	3.780 -0.032	766 30
32	33	20	<b>TRACY LAWRENCE</b>	TIL I WAS A DADDY TOO	ROCKY COMFORT/COS	☆	3.243 -0.044	589 34
33	36	6	<b>SUGARLAND FEATURING LITTLE BIG TOWN &amp; JAKE OWEN</b>	LIFE IN A NORTHERN TOWN	MERCURY	☆	3.094 +0.563	395 39
34	37	8	<b>LUKE BRYAN</b>	<b>BREAKER</b>	CAPITOL NASHVILLE	☆	3.016 +0.530	535 36
35	39	4	<b>HEIDI NEWFIELD</b>	<b>BREAKER</b>	ASYLUM-CURB	☆	2.958 +0.664	536 35
36	35	5	<b>JIMMY WAYNE</b>	DO YOU BELIEVE ME NOW	VALORY	☆	2.949 +0.417	671 32
37	38	6	<b>GARTH BROOKS</b>	MIDNIGHT SUN	PEARL/BIG MACHINE	☆	2.733 +0.249	641 33
38	42	9	<b>LEANN RIMES</b>	GOOD FRIEND AND A GLASS OF WINE	ASYLUM-CURB	☆	2.052 +0.335	414 38
39	43	8	<b>JO DEE MESSINA</b>	I'M DONE	CURB	☆	1.892 +0.232	415 37
40	41	9	<b>EMILY WEST</b>	ROCKS IN YOUR SHOES	CAPITOL NASHVILLE	☆	1.777 +0.060	344 41
41	44	6	<b>CRYSTAL SHAWANDA</b>	YOU CAN LET GO	RCA	☆	1.455 +0.028	271 43
42	45	4	<b>JAMEY JOHNSON</b>	IN COLOR	MERCURY	☆	1.298 +0.120	247 44
43	49	3	<b>RODNEY ATKINS</b>	INVISIBLY SHAKEN	CURB	☆	1.239 +0.404	291 42
44	50	2	<b>CHUCK WICKS</b>	ALL I EVER WANTED	RCA	☆	1.194 +0.410	344 40
45	46	14	<b>CLAY WALKER</b>	SHE LIKES IT IN THE MORNING	ASYLUM-CURB	☆	1.126 +0.073	85 59
46	48	23	<b>ELI YOUNG BAND</b>	WHEN IT RAINS	CARNIVAL	☆	0.925 +0.069	114 54
47	51	2	<b>DARIUS RUCKER</b>	DON'T THINK I DON'T THINK ABOUT IT	CAPITOL NASHVILLE	☆	0.909 +0.197	141 51
48	NEW		<b>BROOKS &amp; DUNN</b>	<b>HOT SHOT DEBUT/MOST ADDED</b>	ARISTA NASHVILLE	☆	0.882 +0.674	173 46
49	55	2	<b>ERIC CHURCH</b>	HIS KIND OF MONEY (MY KIND OF LOVE)	CAPITOL NASHVILLE	☆	0.794 +0.189	169 47
50	53	4	<b>LONESTAR</b>	LET ME LOVE YOU	LONESTAR/COS	☆	0.738 +0.104	153 48
51	60	2	<b>KEVIN FOWLER</b>	BEST MISTAKE I EVER MADE	EQUITY	☆	0.593 +0.198	50 -
52	54	3	<b>POINT OF GRACE</b>	HOW YOU LIVE (TURN UP THE MUSIC)	WORD-CURB/WARNER BROS./WRN	☆	0.581 -0.050	79 60
53	47	12	<b>SARAH JOHNS</b>	HE HATES ME	BNA	☆	0.558 -0.428	178 45
54	NEW		<b>JASON ALDEAN</b>	<b>RELENTLESS</b>	BROKEN BOW	☆	0.493 +0.258	70 -
55	58	7	<b>MICA ROBERTS FEATURING TOBY KEITH</b>	THINGS A MAMA DON'T KNOW	SHOW DOG NASHVILLE	☆	0.454 -0.009	143 50
56	52	16	<b>THE ROAD HAMMERS</b>	I DON'T KNOW WHEN TO QUIT	MONTAGE	☆	0.445 -0.263	128 52
57	NEW		<b>ASHLEY GEARING</b>	<b>OUT THE WINDOW</b>	CURB	☆	0.418 +0.245	101 56
58	40	20	<b>GARTH BROOKS &amp; HUEY LEWIS</b>	WORKIN' FOR A LIVIN'	PEARL/BIG MACHINE	☆	0.410 -1.325	56 -
59	NEW		<b>DAVID NAIL</b>	<b>I'M ABOUT TO COME ALIVE</b>	MCA NASHVILLE	☆	0.399 +0.211	108 55
60	NEW		<b>BUCKY COVINGTON</b>	<b>I'LL WALK</b>	LYRIC STREET	☆	0.396 +0.172	69 -

**MOST INCREASED AUDIENCE (IN MILLIONS)**

**+2.843**

**ALAN JACKSON**

Good Time (Arista Nashville)  
WKHX +0.271, KSCS +0.193, WYRK +0.160, KEMF +0.137, KPFX +0.123, WKDF +0.109, WDAF +0.098, WFAW +0.087, KSOP +0.082, WVKV +0.082

**+1.979**

**KENNY CHESNEY**

Better As A Memory (BNA)  
KMLE +0.159, WYCD +0.138, KWLJ +0.133, KFRG +0.132, KUPJ +0.128, WDSY +0.107, KPFX +0.106, WDAF +0.105, WKKT +0.096, WBEE +0.093

**+1.793**

**BLAKE SHELTON**

Home (Warner Bros./WRN)  
WAMZ +0.202, WCOL +0.140, WDAF +0.139, KYCO +0.130, WDSY +0.122, WXTU +0.111, WKKT +0.096, KKKT +0.094, KKGO +0.092, KFRG +0.091

**+1.670**

**TAYLOR SWIFT**

Picture To Burn (Big Machine)  
KILT +0.371, WKKT +0.310, KSON +0.270, KEMF +0.208, KMLE +0.193, WCKX +0.164, WAMZ +0.129, WRBT +0.115, KEYE +0.107, WQDR +0.099

**+1.644**

**BRAD PAISLEY**

I'm Still A Guy (Arista Nashville)  
WQYK +0.351, WKKT +0.229, WCOL +0.213, WJBE +0.193, KMLE +0.154, WFAW +0.138, WXTU +0.102, KIM +0.084, WBEE +0.072, KUJB +0.069

NEW AND ACTIVE		
ARTIST TITLE / LABEL	AUDIENCE / GAIN	TOTAL STATIONS
<b>RANDY TRAVIS</b> Faith In You (Warner Bros./WRN)	0.316/0.092	38
<b>BLUEFIELD</b> Butterfly (Country Thunder)	0.302/0.027	19
<b>CRAIG MORGAN</b> Love Remembers (BNA)	0.195/0.195	10
<b>RISSI PALMER</b> No Air (1720)	0.189/0.189	14
<b>MIRANDA LAMBERT</b> More Like Her (Columbia)	0.164/0.023	2
<b>JENNIFER HANSON</b> '73 (Everything Changes) (Universal South)	0.161/0.071	20

**MOST ADDED**

**BROOKS & DUNN** 23 Put A Girl In It (Arista Nashville)  
KATC, KATM, KBUL, KIZN, KMDL, KNTY, KRST, KSCS, KSXS, KSOP, KTTS, KUBL, WGN, WIOV, WITL, WIVK, WKHX, WOGK, WOKQ, WRNS, WXCX, WYFY, WYRK

**ALAN JACKSON** 19 Good Time (Arista Nashville)  
KRST, KSON, KSSN, KTEX, KXKS, KXKT, WBCT, WBUL, WCTK, WOSY, WFMS, WGTY, WIRK, WKKT, WPCV, WQDR, WSLC, WUSJ, WWYZ

**JASON ALDEAN** 11 Relentless (Broken Bow)  
KATM, KKNG, KKWF, KNCI, KNTY, KRTY, KUBL, WDAF, WKLB, WRNS, WWGR

**TIM MCGRAW** 9 Kristofferson (Curb)  
KTST, KVOO, WCTO, WKSF, WMAJ, WPKX, WRBT, WUSN, WWYZ

**GARY ALLAN** 9 Learning How To Bend (MCA Nashville)  
KEYE, KIXZ, KMLE, WEZL, WKKT, WOGI, WSLC, WUBL, WXTU

**JULIANNE HOUGH** 9 That Song In My Head (Mercury)  
KIM, KKNK, KMLE, KNIX, KSXS, KXKS, WGGY, WRNS, WSLC

**CHUCK WICKS** 9 All I Ever Wanted (RCA)  
KIZN, KKNK, KSXS, KWNK, WKHX, WKLB, WQDR, WNNW, WXTU

FOR WEEK ENDING APRIL 27, 2008  
LEGEND: See legend to charts in charts section for rules and symbol explanations.  
108 country and 27 Canada country stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 113 reporters.  
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KOST-FM, Los Angeles

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## COUNTRY MONITORED REPORTERS

<b>WQMX/Akron, OH*</b> OM: Chuck Collins PD: Sue Wilson APD/MD: Ken Steel	<b>WFBE/Flint, MI*</b> PD: April Rose APD: Keith Allen	<b>WMAD/Madison, WI*</b> OM: Mike Ferris PD: Jon Reilly APD/MD: Tyler Reese	<b>KNCI/Sacramento, CA*</b> PD: Mark Evans APD: Greg Cole
<b>WGNA/Albany, NY*</b> OM/PD: Tom Jacobsen	<b>KSXS/Fresno, CA*</b> PD: Tom Jordan	<b>KTEX/McAllen, TX*</b> OM: Billy Santiago PD: JoJo Cerda APD: Frankie Dee MD: Patches	<b>KNTY/Sacramento, CA*</b> PD/MD: Bob McNeill
<b>KRST/Albuquerque, NM*</b> OM/PD: Eddie Haskell MD: Paul Bailey	<b>WWGR/Ft. Myers, FL*</b> PD/MD: Justin Tyler APD: Steve Hart	<b>WGKX/Memphis, TN*</b> PD: Tim Jones	<b>WKCO/Saginaw, MI*</b> OM/PD: Mike Skot APD: Kevin Profit MD: John Richards
<b>WCTO/Allentown, PA*</b> OM/PD: Shelly Easton APD/MD: Jerry Padden	<b>WQHK/Ft. Wayne, IN*</b> OM/PD: Rob Kelley MD: Dave Michaels	<b>WML/Milwaukee, WI*</b> OM/PD: Kerry Wolfe APD: Scott Dolphin MD: Mitch Morgan	<b>KEGA/Salt Lake City, UT*</b> PD: Cody Alan
<b>WKSF/Asheville, NC*</b> OM/PD: Jeff Davis MD: Brian Hatfield	<b>WOGK/Gainesville, FL*</b> PD: Mr. Bob MD: Big Red	<b>KEEY/Minneapolis, MN*</b> OM/PD: Gregg Swedberg MD: Mary Gallis	<b>KSOP/Salt Lake City, UT*</b> APD/MD: Debby Turpin
<b>WKHX/Atlanta, GA*</b> OM/PD: Mark Richards MD: Mike Macho	<b>WBCT/Grand Rapids, MI*</b> OM/PD: Doug Montgomery APD/MD: Dave Taft	<b>KTOM/Monterey, CA*</b> OM: Sam Diggedy PD: Wes Poe APD: Jim Pearson	<b>KUBL/Salt Lake City, UT*</b> PD: Ed Hill MD: Pat Garrett
<b>WUBL/Atlanta, GA*</b> OM/PD: Clay Hunnicutt APD/MD: Lance Houston	<b>WPAW/Greensboro, NC*</b> PD: Randall Bliss APD: Clay J.D. Walker	<b>KTDF/Nashville, TN*</b> OM: Dave Kelly PD: Bud Ford	<b>KAJA/San Antonio, TX*</b> OM/PD: George King MD: Kactus Lou
<b>WKXC/Augusta, GA*</b> PD: T Gentry	<b>WRNS/Greenville, NC*</b> PD/MD: Wayne Carlyle	<b>KBWF/San Francisco, CA*</b> PD: Scott Mahalick APD: Keola MD: Nikki Landry	<b>KSON/San Diego, CA*</b> PD: John Marks APD/MD: Brooks O'Brian
<b>KUZZ/Bakersfield, CA*</b> PD: Evan Bridwell APD/MD: Donna James	<b>WRBT/Harrisburg, PA*</b> PD: Joe Kelly APD/MD: Newman	<b>KRTY/San Jose, CA*</b> PD/MD: Julie Stevens	<b>KMP5/Seattle, WA*</b> PD: Becky Brenner MD: Tony Thomas
<b>WYPY/Baton Rouge, LA*</b> PD: Dave Dunaway APD/MD: Jimmy Brooks	<b>WVYZ/Hartford, CT*</b> PD: Pete Salant	<b>KKWF/Seattle, WA*</b> PD: Lance Tidwell	<b>KXKS/Shreveport, LA*</b> OM: Gary McCoy PD: Chris Evans
<b>KIZN/Boise, ID*</b> OM/PD: Rich Summers APD: Steve Shannon MD: Spencer Burke	<b>WVMS/Indianapolis, IN*</b> PD: Bob Richards MD: J.D. Cannon	<b>KMPS/Seattle, WA*</b> PD: Mike Kennedy MD: T.J. McEntire	<b>KIXZ/Spokane, WA*</b> OM: Robert Harder PD/AM/D: Paul "Coyote" Neumann
<b>WKLB/Boston, MA*</b> OM: Don Kelley PD: Mike Brophay APD/MD: Ginny Rogers	<b>WUSJ/Jackson, MS*</b> PD: Russ Williams	<b>KTTS/Springfield, MO*</b> OM/PD: Chris Cannon APD/MD: Curly Clark	<b>WPKX/Springfield, MA*</b> OM/PD: Pat McKay APD: Marc Spencer
<b>WYRK/Buffalo, NY*</b> PD: Wendy Lynn	<b>WGNE/Jacksonville, FL*</b> PD/MD: Jeff Davis	<b>KNIX/Phoenix, AZ*</b> PD: Ray Massie	<b>KATM/Stockton, CA*</b> OM: Richard Perry PD: Randy Black MD: Nikki Thomas
<b>WEZL/Charleston, SC*</b> OM: Steve Burke PD: Bill West	<b>WXBQ/Johnson City, TN*</b> PD/MD: Bill Hagy	<b>WDSY/Pittsburgh, PA*</b> OM/PD: Keith Clark APD/MD: Stoney Richards	<b>WQYK/Tampa, FL*</b> OM/PD: Mike Culotta APD: Beecher Martin MD: Jay Roberts
<b>WQBE/Charleston, WV*</b> OM: Jeff Whitehead PD: Ed Roberts MD: Bill Hagy	<b>KBEQ/Kansas City, MO*</b> PD: Mike Kennedy MD: T.J. McEntire	<b>KUPL/Portland, OR*</b> PD: John Paul APD/MD: Rick Taylor	<b>KIIM/Tucson, AZ*</b> OM: Herb Crowe PD/MD: Buzz Jackson
<b>WKKT/Charlotte, NC*</b> OM/PD: Bruce Logan APD/MD: Ryan Dokke	<b>KFKF/Kansas City, MO*</b> OM/PD: Dale Carter APD/MD: Tony Stevens	<b>KWJ/Portland, OR*</b> OM: Clark Ryan PD: Mike Moore APD/MD: Savannah Jones	<b>KVOO/Tulsa, OK*</b> PD: Luke Jensen MD: Dave Austin
<b>WSOC/Charlotte, NC*</b> PD: D.J. Stout APD/MD: Rick McCracken	<b>WDAF/Kansas City, MO*</b> OM: Thom McGinty PD: Michael Cruise	<b>WIRK/West Palm Beach, FL*</b> PD: Mitch Mahan MD: JR Jackson	<b>KFDI/Wichita, KS*</b> OM/PD: Beverly Brannigan APD/MD: Carol Hughes
<b>WUSY/Chattanooga, TN*</b> MD: Bill Poindexter	<b>WIVK/Knoxville, TN*</b> OM/PD: Mike Hammond MD: Colleen Addair	<b>WGGY/Wilkes Barre, PA*</b> PD: Doc Medek MD: Jessie Roberts	<b>WXYC/Wilmington, DE*</b> OM/PD: Dave Hovel APD: Mike Joseph MD: Chris Duff
<b>WUSN/Chicago, IL*</b> PD: Mike Peterson MD: Marci Braun	<b>KMDL/Lafayette, LA*</b> PD: Scott Bryant MD: T.D. Smith	<b>WGTY/York, PA*</b> OM: Donato MD: Dan Douglas	<b>WQDR/Raleigh, NC*</b> OM: Paul Michaels PD: Lisa McKay
<b>WUBE/Cincinnati, OH*</b> OM: Patti Marshall PD: Travis Moon APD: Kathy O'Connor MD: Duke Hamilton	<b>WPCV/Lakeland, FL*</b> OM/PD: Mike James APD/MD: Jeni Taylor	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WTKT/Providence, RI*</b> PD/MD: Stephen Guittari APD: Sam Stevens
<b>KATC/Colorado Springs, CO*</b> OM: Bobby Irwin PD: Jim West MD: Wingnut	<b>WIOV/Lancaster, PA*</b> OM: Ken Carson PD: Al Brock	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey
<b>WWNU/Columbia, SC*</b> PD: Rick Taylor MD: Tyler On The Radio	<b>WITL/Lansing, MI*</b> OM: Brent Alberts PD/MD: Chris Tyler APD: Jordan Lee	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey
<b>WCOL/Columbus, OH*</b> PD: John Crenshaw APD/MD: Dan E. Zuko	<b>KCYE/Las Vegas, NV*</b> PD/MD: R.W. Smith	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey
<b>KSCS/Dallas, TX*</b> APD/MD: Chris Huff	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey
<b>KYGO/Denver, CO*</b> PD: Joel Burke MD: Garrett Doll	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey
<b>KHKI/Des Moines, IA*</b> OM: Jack O'Brien PD/MD: Andy Elliott	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey
<b>WYCD/Detroit, MI*</b> PD: Tim Roberts APD/MD: Mike Scott	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey	<b>WQDR/Raleigh, NC*</b> OM: Lee Douglas PD/MD: Don Jeffrey

\* Monitored Reporters

## COUNTRY INDICATOR HIGHLIGHTS

NO. 1					
ARTIST	TITLE	IMPRINT / PROMOTION LABEL			
<b>GEORGE STRAIT</b>	<b>I SAW GOD TODAY</b>	MCA NASHVILLE			
MOST ADDED					
ARTIST	TITLE	IMPRINT / PROMOTION LABEL	NEW STATIONS		
<b>BROOKS &amp; DUNN</b>	<b>PUT A GIRL IN IT</b>	ARISTA NASHVILLE	25		
<b>ALAN JACKSON</b>	<b>GOOD TIME</b>	ARISTA NASHVILLE	11		
<b>JASON ALDEAN</b>	<b>RELENTLESS</b>	BROKEN BOW	11		
<b>GARY ALLAN</b>	<b>LEARNING HOW TO BEND</b>	MCA NASHVILLE	10		
<b>REBA MCENTIRE</b>	<b>EVERY OTHER WEEKEND</b>	MCA NASHVILLE	7		
<b>THE LOST TRAILERS</b>	<b>HOLLERBACK</b>	BNA	6		
MOST INCREASED PLAYS					
ARTIST	TITLE	IMPRINT / PROMOTION LABEL	GAIN		
<b>ALAN JACKSON</b>	<b>GOOD TIME</b>	ARISTA NASHVILLE	+507		
<b>KENNY CHESNEY</b>	<b>BETTER AS A MEMORY</b>	BNA	+354		
<b>TIM MCGRAW</b>	<b>KRISTOFFERSON</b>	CURB	+321		
<b>BROOKS &amp; DUNN</b>	<b>PUT A GIRL IN IT</b>	ARISTA NASHVILLE	+259		
<b>CARRIE UNDERWOOD</b>	<b>LAST NAME</b>	ARISTA/ARISTA NASHVILLE	+251		
<b>RASCAL FLATTS</b>	<b>EVERY DAY</b>	LYRIC STREET	+231		
<b>BLAKE SHELTON</b>	<b>HOME</b>	WARNER BROS./WRN	+226		
INDICATOR EXCLUSIVES					
TW	LW	ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW PLAYS	+/-
46	45	<b>TRENT WILLMON</b> BROKEN IN	COMPADRE/MUSIC WORLD/QUARTERBACK	343	+25
47	46	<b>JEFF BATES</b> DON'T HATE ME FOR LOVIN' YOU	BLACK RIVER	288	+18
50	51	<b>RICK HUCKABY</b> I GOT YOU COVERED	HEADCOACH	248	+15
53	54	<b>MARK CHESNUTT</b> WHEN YOU LOVE HER LIKE CRAZY	LOFTON CREEK	220	+37
55	47	<b>RISSI PALMER</b> HOLD ON TO ME	1720	203	-61
59	—	<b>CHARLIE ALLEN</b> SEE IF I CARE	SPINVILLE	175	+42
60	57	<b>JENNIFER HANSON</b> '73 (EVERYTHING CHANGES)	UNIVERSAL SOUTH	165	-3

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

CANADA COUNTRY						
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW	+/-
1	2	9	<b>BRAD PAISLEY</b> I'M STILL A GUY	ARISTA NASHVILLE/SONY BMG	701	+26
2	1	12	<b>TAYLOR SWIFT</b> PICTURE TO BURN	BIG MACHINE/UNIVERSAL	691	+12
3	4	11	<b>GEORGE STRAIT</b> I SAW GOD TODAY	MCA NASHVILLE/UNIVERSAL	675	+3
4	3	14	<b>TRACE ADKINS</b> YOU'RE GONNA MISS THIS	CAPITOL NASHVILLE/EMI	673	+2
5	7	9	<b>JAMES OTTO</b> JUST GOT STARTED LOVIN' YOU	RAYBAY/WARNER BROS./WARNER	595	+48
6	6	9	<b>DOC WALKER</b> BEAUTIFUL LIFE	OPEN ROAD/UNIVERSAL	590	+25
7	5	13	<b>CRYSTAL SHAWANDA</b> YOU CAN LET GO	RCA/SONY BMG	579	+17
8	10	8	<b>AARON LINES</b> MOMENTS THAT MATTER	OUTSIDE THE LINES	547	+7
9	13	5	<b>CARRIE UNDERWOOD</b> LAST NAME	ARISTA/ARISTA NASHVILLE/SONY BMG	537	+58
10	12	7	<b>RASCAL FLATTS</b> EVERY DAY	LYRIC STREET/UNIVERSAL	521	+24
11	9	13	<b>JASON ALDEAN</b> LAUGHED UNTIL WE CRIED	BROKEN BOW/SONY BMG	517	-4
12	11	12	<b>DERIC RUTTAN</b> FIRST TIME IN A LONG TIME	ON RAMP/EMI	483	-32
13	17	6	<b>MONTGOMERY GENTRY</b> BACK WHEN I KNEW IT ALL	COLUMBIA/SONY BMG	479	+38
14	14	11	<b>DIERKS BENTLEY</b> TRYING TO STOP YOUR LEAVING	CAPITOL NASHVILLE/EMI	475	-9
15	8	16	<b>CHRIS CAGLE</b> WHAT KINDA GONE	CAPITOL NASHVILLE/EMI	474	-78
16	15	15	<b>GORD BAMFORD</b> STAYED 'TIL TWO	ROYALTY	433	-9
17	18	13	<b>LADY ANTEBELLUM</b> LOVE DON'T LIVE HERE	CAPITOL NASHVILLE/EMI	420	+14
18	16	14	<b>PAUL BRANDT</b> THAT'S WORTH FIGHTIN' FOR	BRAND-T/UNIVERSAL	413	-21
19	19	9	<b>JESSIE FARRELL</b> BEST OF ME	UNIVERSAL	395	+5
20	20	5	<b>THE HIGGINS</b> FLOWER CHILD	OPEN ROAD/UNIVERSAL	388	+12
21	24	4	<b>SHANE YELLOWBIRD</b> DRIVE ME HOME	3D6/KOCH	385	+49
22	23	3	<b>KENNY CHESNEY</b> BETTER AS A MEMORY	BNA/SONY BMG	383	+59
23	22	12	<b>PHIL VASSAR</b> LOVE IS A BEAUTIFUL THING	UNIVERSAL SOUTH/UNIVERSAL	358	+13
24	25	5	<b>TOBY KEITH</b> SHE'S A HOTTIE	SHOW DOG NASHVILLE/UNIVERSAL	351	+24
25	35	2	<b>ALAN JACKSON</b> GOOD TIME	ARISTA NASHVILLE/SONY BMG	287	+78
26	28	21	<b>EMERSON DRIVE</b> EVERYDAY WOMAN	MIDAS/KOCH	275	-14
27	31	3	<b>TIM MCGRAW</b> KRISTOFFERSON	CURB/EMI	273	+29
28	27	15	<b>JOHNNY REID</b> THANK YOU	OPEN ROAD/UNIVERSAL	272	-42
29	21	23	<b>ALAN JACKSON</b> SMALL TOWN SOUTHERN MAN	ARISTA NASHVILLE/SONY BMG	263	-82
30	29	26	<b>RODNEY ATKINS</b> CLEANING THIS GUN (COME ON IN BOY)	CURB/EMI	249	-23

FOR WEEK ENDING APRIL 27, 2008

♦ indicates CanCon





Your industry compatriots deliver nuggets of wisdom. Part one of a two-part series

## What You've Learned

Keith Berman

[KBerman@RadioandRecords.com](mailto:KBerman@RadioandRecords.com)

Every month, Esquire magazine picks a celebrity or person of note and asks the individual what he or she has learned. The feature, titled "What I've Learned," offers a compilation of quick-hit style chunks of knowledge that the subject has picked up through the years and deems worthy of passing along. The page became so popular, Esquire published 65 of them in book form in 2004 called "The Meaning of Life: Wit, Wisdom and Wonder From 65 Extraordinary People." ■ Here, a few of your industry pals share some of their worldly education.

### Ken Payne, WMGF (Magic 107.7)/Orlando PD

- "Never hot-line a jock while they are on the air unless you absolutely have to. They will resent it, and it will ruin their performance."
- "Manage talent like you raise your children, and they will grow up to make lots of money for you."
- "Always remain calm (or give the appearance of calmness), and let the other person lose their temper. You will always come out on top—and when you do occasionally freak out, people will listen to you."
- "Never invite a salesperson to lunch—you may end up paying."
- "Always thank employees and co-workers when they do something for you."
- "Make your on-air content a never-ending, flowing story that makes sense."
- "Take every opportunity you can to watch artists perform (conference rooms, studios, etc.). Artistic talent can be contagious."
- "Never garden naked unless you have a good fence . . . wait a minute, never mind that one."

### Kent Phillips, KPLZ (Star 101.5)/Seattle PD

- "Humor gets you through everything. No one wants to hit you, hate you or disrespect you if they are laughing with you. That includes being able to laugh at yourself."
- "'Looks like the budget is approved' means, 'You are out of your mind if this budget is approved.'"
- "'Let's do lunch' means, 'I don't have time to talk with you.'"
- "'Your job is secure' means, 'You are out the

minute the numbers drop.'"

- "Getting married for better or for worse means for better or worse. It goes both ways."
- "Love means always having to say you're sorry."

### Steve Gilinsky, WLTB (Magic 101.7)/Binghamton, N.Y., VP/GM

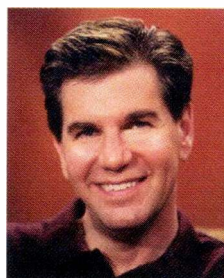
- "Always be nice, no matter what. I learned this from a good friend of mine, Harry Harrison at WABC and WCBS-FM [New York]. Harry could make a fortune doing seminars on this issue. I am trying very hard. Many have noticed the difference."
- "Cut your playlist. What you don't play can't hurt you. Jim Hays from Westwood One told me that. Ever since, we have been very successful."
- "Don't do Herbert the Pervert voices in your son's fourth-grade lunch room at school. Also, Dr. Ruth imitations are not always good in this situation either."
- "Do what Burger King once preached—'Have it your way' when dealing with clients in terms of selling radio advertising."
- "I am a human lie detector, and I hate it. Tell the truth, please."

### Mike McVay, McVay Media president

- "Hanging your clothes in a hot shower takes out the wrinkles, but steam them for no more than five minutes or they'll develop water marks."
- "If you want to complete your work or have private time while traveling, never tell your seat-mate what you do for a living. If you do, you're going to hear how you singlehandedly screwed



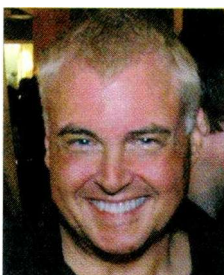
Payne



Phillips



McVay



Neumann



Coles

up radio."

- "My mother was right: Nothing good ever happens after midnight."
- "Every market is different . . . or so the GM will tell you. While there are unique traits about every market, they all have McDonald's, network TV, newspapers and human beings."
- "The Bible Belt is in whatever city I visit."
- "The less I talk, the smarter I seem."
- "If someone tells you how much they earn, you can divide it in half."
- "You don't have to be smart to be successful. You just have to be willing to work longer and harder than your competition . . . and don't forget to stay focused."
- "My mother was wrong about carrots. I ate them and still needed glasses. Of course, other things that I've done to myself may have brought on poor eyesight."

### Scott Sands, WZPL (Z99.5)/Indianapolis PD

- "If the girl sounds really cute on the request line, you're going to be very disappointed when you meet her at the next bar remote."
- "Play the hits. And play them a lot."
- "Never eat food left at the station by a listener. But night jocks can always get somebody to deliver a pizza in exchange for an on-air shout-out."
- "Have fun."

### Bob Neumann, WRMF/West Palm Beach PD

- "Passion always wins."
- "Take the high road. I haven't always done that, and I've learned it's the best policy."
- "Never expect your people to do something you wouldn't do yourself."
- "Be generous with your time and attention."
- "If you haven't been fired in this business yet, you haven't been in it long enough."

### Tony Coles, Clear Channel regional VP of programming and KKCW (K103)/Portland, Ore., PD

- "Love what you do, but don't let your job define who you are."
- "When the unthinkable happens, you can expect (and should be prepared) to be out of work one month for every \$10,000 you were making."
- "Networking is pointless. Truly successful people build relationships. An Outlook filled with contacts means nothing if people won't take your calls."
- "The next time you think your station (office, job, etc.) cannot survive without you, stick your hand in a bucket of water. Take your hand out and see what happens—the space where your hand was is replaced immediately. That's what happens in business too. The void always gets filled."
- "There are two kinds of people in life: those who create change and those who are the victims of change. Don't be a victim."
- "What you put out—good or bad—will always come back to you tenfold."
- "It is impossible for your mouth and your ears to operate at the same time . . . and you don't get smarter by talking."
- "The human body can function on two hours of sleep. It just isn't advisable."

R&R

Part two will appear in the May 16 issue.





► **BRYAN ADAMS** RETURNS FOR THE FIRST TIME IN THREE YEARS WITH "I THOUGHT I'D SEEN EVERYTHING" AT NO. 28. THE LEAD TRACK FROM ADAMS' NEW ALBUM "11," DUE MAY 13 AT WAL-MART AND SAM'S CLUBS EXCLUSIVELY, IS HIS 17TH CHART ENTRY SINCE 1983.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	39	<b>COLBIE CAILLAT</b> BUBBLY	NO. 1 (18 WKS) UNIVERSAL REPUBLIC	11 <sup>3</sup>	2039 -30	17.016	2
2	16	16	<b>SARA BAREILLES</b> LOVE SONG	EPIC	11 <sup>2</sup> ☆	1938 +75	17.775	1
3	16	16	<b>MICHAEL BUBLE</b> LOST	143/REPRISE	☆	1688 -31	13.605	5
4	44	44	<b>FERGIE</b> BIG GIRLS DON'T CRY	WILL.I.AM/A&M/INTERSCOPE	11 <sup>5</sup> ☆	1613 -31	13.910	4
5	26	26	<b>TIMBALAND FEATURING ONEREPUBLIC</b> APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE	11 <sup>4</sup> ☆	1570 -17	14.400	3
7	18	18	<b>TAYLOR SWIFT</b> TEARDROPS ON MY GUITAR	BIG MACHINE/UNIVERSAL REPUBLIC	11 <sup>3</sup> ☆	1469 -16	11.902	7
6	51	51	<b>DAUGHTRY</b> HOME	RCA/RMG	11 <sup>4</sup> ☆	1408 -131	11.549	8
8	38	38	<b>PINK</b> WHO KNEW	LAFACE/ZOMBA	11 <sup>3</sup> ☆	1259 -65	12.614	6
11	17	17	<b>JORDIN SPARKS</b> TATTOO	19/JIVE/ZOMBA	11 <sup>2</sup> ☆	1096 -10	10.940	10
10	18	18	<b>ALICIA KEYS</b> NO ONE	MBK/JRMG	11 <sup>5</sup> ☆	1087 -54	11.320	9
9	16	16	<b>MICHAEL MCDONALD</b> (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER	UNIVERSAL MOTOWN	☆	1069 -148	4.978	14
12	13	13	<b>PLUMB</b> IN MY ARMS	CURB/REPRISE	☆	738 +5	1.937	20
14	12	12	<b>EAGLES</b> BUSY BEING FABULOUS	ERC	☆	736 +120	4.657	15
13	11	11	<b>LONDON PIGG</b> FALLING IN LOVE AT A COFFEE SHOP	RCA/RMG	☆	670 +35	3.601	16
15	18	3	<b>LEONA LEWIS</b> BLEEDING LOVE	SYCO/JRMG	☆	591 +267	7.509	12
15	10	10	<b>CNOTE</b> FORGIVE ME	JKH ENT	☆	573 +91	1.664	23
16	9	9	<b>DAUGHTRY</b> FEELS LIKE TONIGHT	RCA/RMG	11	519 +81	7.723	11
19	8	8	<b>JOHN MAYER</b> SAY	AWARE/COLUMBIA	☆	386 +84	5.183	13
17	8	8	<b>KIMBERLEY LOCKE</b> FALL	CURB/REPRISE	☆	370 +21	0.969	-
20	3	3	<b>JOSH GROBAN</b> AWAKE	143/REPRISE	☆	246 +39	1.786	22
21	5	5	<b>MAROON 5</b> WON'T GO HOME WITHOUT YOU	A&M/OCTONE/INTERSCOPE	☆	197 -1	1.879	21
22	3	3	<b>NELLY FURTADO FEATURING KEITH URBAN</b> IN GOD'S HANDS	MOSLEY/GEFFEN/INTERSCOPE	☆	175 +21	0.613	-
24	5	5	<b>REO SPEEDWAGON</b> FIND YOUR OWN WAY HOME	SPEEDWAGON/MAILBOAT	☆	167 +31	0.224	-
23	3	3	<b>LIFEHOUSE</b> WHATEVER IT TAKES	GEFFEN/INTERSCOPE	☆	155 +14	1.563	25
28	14	14	<b>INGRID MICHAELSON</b> THE WAY I AM	CABIN 24/ORIGINAL SIGNAL/RED	☆	137 +22	2.884	17
25	9	9	<b>STEVEN CURTIS CHAPMAN</b> CINDERELLA	SPARROW/EMI CMG	☆	131 -4	0.203	-
26	5	5	<b>BUCKCHERRY</b> SORRY	ELEVEN SEVEN/ATLANTIC/RRP	11 <sup>2</sup>	121 -4	1.040	30
NEW			<b>BRYAN ADAMS</b> I THOUGHT I'D SEEN EVERYTHING	BADMAN	☆	117 +56	0.192	-
29	4	4	<b>PAULA ABDUL &amp; RANDY JACKSON</b> DANCE LIKE THERE'S NO TOMORROW	DREAM MERCHANT 21/CMG	☆	111 -1	0.262	-
27	12	12	<b>IDINA MENZEL</b> BRAVE	WARNER BROS.	☆	102 -20	1.574	24

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>LEONA LEWIS</b> Bleeding Love (SYCO/JRMG)	19
<b>JOHN MAYER</b> Say (Aware/Columbia)	12
<b>BRYAN ADAMS</b> I Thought I'd Seen Everything (Badman)	7
<b>LONDON PIGG</b> Falling in Love At A Coffee Shop (RCA/RMG)	6
<b>MINDI ABAIR</b> Stars (Peak/CMG)	5
<b>CLAY AIKEN</b> On My Way Here (RCA/RMG)	5
<b>VAN MORRISON</b> Lover Come Back (Lost Highway)	5
<b>KIMBERLEY LOCKE</b> Fall (Curb/Reprise)	4

**ADDED AT... WHUD**  
Newburgh, NY  
OM/PD: Steven Petrone  
APD/MD: Tom Furci  
Neil Diamond, Pretty Amazing Grace, 3  
Clay Aiken, On My Way Here, D  
Van Morrison, Lover Come Back, O  
FOR REPORTING STATIONS PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>LAREAU</b> Change My World (Warrior/Bungalo)	94/15	<b>INDIA.ARIE</b> Heart Of The Matter (Universal/Motown)	49/32
TOTAL STATIONS: 17		TOTAL STATIONS: 10	
<b>COLBIE CAILLAT</b> Realize (Universal Republic)	78/12	<b>ROOM FOR TWO</b> Roots Before Branches (Curb/Reprise)	48/12
TOTAL STATIONS: 11		TOTAL STATIONS: 12	
<b>CELINE DION</b> Alone (Columbia)	69/39	<b>MARIAH CAREY</b> Touch My Body (Island/DJMG)	48/0
TOTAL STATIONS: 11		TOTAL STATIONS: 5	
<b>LINKIN PARK</b> Shadow Of The Day (Warner Bros.)	66/28	<b>SARAH MCLACHLAN</b> Ordinary Miracle (Arista/RMG)	46/7
TOTAL STATIONS: 5		TOTAL STATIONS: 12	
<b>Yael Naim</b> New Soul (Tot Ou Tard/Atlantic)	57/10	<b>ALANIS MORISSETTE</b> Underneath (Maverick/Reprise)	43/8
TOTAL STATIONS: 10		TOTAL STATIONS: 2	

## MOST INCREASED PLAYS

+267	<b>LEONA LEWIS</b> Bleeding Love (SYCO/JRMG) WMCC +20, WLTE +14, WMGCV +14, WAHR +4, WMGN +12, WHUD +1, WSR5 +1, WHLG +1, WJBR +1, XBLN +1
+120	☆ <b>EAGLES</b> Busy Being Fabulous (ERC) WRRM +9, WMXS +17, WARM +13, S1SL +11, KSNE +6, KMGA +4, WSR5 +4, WFPG +4, WYYY +4, KQIS +3
+91	<b>CNOTE</b> Forgive Me (JKH Ent) WJBR +8, KMGA +5, WLQT +5, KSNE +5, WHLG +5, KVKI +5, WYYY +4, WLRQ +4, KUMU +4, WVBW +4
+84	<b>JOHN MAYER</b> Say (Aware/Columbia) KOST +8, WWLI +7, WJBR +5, WSR5 +5, KSSK +5, KVKI +5, KISC +4, KUDL +4, KRWM +4, WMGF +4
+81	<b>DAUGHTRY</b> Feels Like Tonight (RCA/RMG) WMCC +15, WLEV +11, WMGS +9, WWFS +8, WZLD +8, WLTI +7, WJBR +6, WVBW +5, KNEV +4, WEZF +4

FOR WEEK ENDING APRIL 27, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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### RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	<b>ELLIOTT YAMIN</b> WAIT FOR YOU (HICKORY/RED)	11 <sup>3</sup>	933 1040
2	<b>PLAIN WHITE T'S</b> HEY THERE DELILAH (FEARLESS/HOLLYWOOD)	11 <sup>4</sup>	867 1068
3	<b>NATASHA BEDINGFIELD</b> UNWRITTEN (EPIC)	11 <sup>6</sup>	859 824
4	<b>JOHN MAYER</b> WAITING ON THE WORLD TO CHANGE (AWARE/COLUMBIA)	11 <sup>4</sup>	841 812
5	<b>THE FRAY</b> HOW TO SAVE A LIFE (EPIC)	11 <sup>6</sup>	812 745

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
6	<b>GWEN STEFANI FEATURING AKON</b> THE SWEET ESCAPE (INTERSCOPE)	11 <sup>4</sup>	771 789
7	<b>DANIEL POWTER</b> BAD DAY (WARNER BROS.)	11 <sup>5</sup>	741 858
8	<b>CARRIE UNDERWOOD</b> BEFORE HE CHEATS (ARISTA/ARISTA NASHVILLE/RMG)	11 <sup>5</sup>	694 705
9	<b>LIFEHOUSE</b> YOU AND ME (GEFFEN/INTERSCOPE)	11 <sup>7</sup>	662 723
10	<b>KELLY CLARKSON</b> BECAUSE OF YOU (RCA/RMG)	11 <sup>5</sup>	656 697



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# R&R HOT AC

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► **GAVIN DeGRAW** INKS HIS THIRD HOT AC TOP 10, AS "IN LOVE WITH A GIRL" RISES 11-10 (UP 101 PLAYS). "I DON'T WANT TO BE" REACHED NO. 9 IN 2004, WHILE "CHARIOT" CLIMBED TO NO. 5 IN 2005. HIS SELF-TITLED SECOND SET STREETS MAY 6.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	36	<b>SARA BAREILLES</b> LOVE SONG	NO. 1 (9 WKS)	11 <sup>2</sup> EPIC	3064 -60	15.353	1
2	16		<b>DAUGHTRY</b> FEELS LIKE TONIGHT		11 ☆ RCA/RMG	2994 +57	15.123	2
4	20		<b>MAROON 5</b> WON'T GO HOME WITHOUT YOU		A&M/Octone/Interscope	2741 +90	12.842	4
5	25		<b>LIFEHOUSE</b> WHATEVER IT TAKES		☆ GEFFEN/Interscope	2652 +53	12.155	5
5	3	29	<b>BUCKCHERRY</b> SORRY		11 <sup>2</sup> ELEVEN SEVEN/Atlantic/RRP	2621 -119	13.130	3
6	19		<b>JOHN MAYER</b> SAY		AWARE/Columbia	2276 +131	9.952	9
7	19		<b>MATCHBOX TWENTY</b> THESE HARD TIMES		☆ MELLISSA/Atlantic	2105 +62	8.881	11
10	15		<b>ONEREPUBLIC</b> STOP AND STARE		☆ MOSLEY/Interscope	2101 +256	10.612	7
8	15		<b>COLBIE CAILLAT</b> REALIZE		☆ UNIVERSAL REPUBLIC	2040 +50	9.161	10
11	11		<b>GAVIN DEGRAW</b> IN LOVE WITH A GIRL		☆ J/IRMG	1920 +101	7.908	14
11	9	40	<b>FINGER ELEVEN</b> PARALYZER		11 <sup>4</sup> WIND-UP	1875 -82	10.760	6
12	16	4	<b>LEONA LEWIS</b> BLEEDING LOVE	<b>MOST INCREASED PLAYS</b>	☆ SYCO/J/IRMG	1852 +450	9.986	8
12	30		<b>TIMBALAND FEATURING ONEREPUBLIC</b> APOLOGIZE		11 <sup>4</sup> ☆ MOSLEY/BLACKGROUND/Interscope	1649 -130	8.605	12
13	27		<b>LINKIN PARK</b> SHADOW OF THE DAY		11 <sup>2</sup> ☆ WARNER BROS.	1549 -173	8.241	13
15	18	6	<b>3 DOORS DOWN</b> IT'S NOT MY TIME	<b>MOST ADDED</b>	☆ UNIVERSAL REPUBLIC	1432 +243	6.227	15
16	17	9	<b>FERRAS</b> HOLLYWOOD'S NOT AMERICA		☆ CAPITOL	1250 +34	4.306	17
17	19	12	<b>JACK JOHNSON</b> IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC	963 -3	3.933	18
18	21	9	<b>THE LAST GOODNIGHT</b> STAY BEAUTIFUL		VIRGIN/CAPITOL	849 +24	2.276	25
19	25	5	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> NO AIR	<b>AIRPOWER</b>	11 <sup>1</sup> 19/JIVE/ZOMBA	823 +223	4.327	16
20	23	6	<b>Yael Naim</b> NEW SOUL	<b>AIRPOWER</b>	☆ TOT OU TARD/Atlantic	757 +113	3.620	19
22	13		<b>MILEY CYRUS</b> SEE YOU AGAIN		11 HOLLYWOOD	713 +25	2.644	22
22	20	15	<b>SHERYL CROW</b> LOVE IS FREE		A&M/Interscope	677 -229	2.550	23
23	24	11	<b>MARIE DIGBY</b> SAY IT AGAIN		HOLLYWOOD	663 +52	2.775	20
24	28	7	<b>DUFFY</b> MERCY		MERCURY/IDJMG	601 +96	2.254	26
25	26	12	<b>THE BRAVERY</b> BELIEVE		ISLAND/IDJMG	592 -4	1.266	30
26	29	5	<b>MADONNA FEATURING JUSTIN TIMBERLAKE</b> 4 MINUTES		WARNER BROS.	543 +57	2.645	21
27	30	5	<b>JASON MRAZ</b> I'M YOURS		Atlantic/RRP	538 +88	1.600	27
28	27	10	<b>RIHANNA</b> DON'T STOP THE MUSIC		11 <sup>2</sup> SRP/DEF JAM/IDJMG	536 +20	2.285	24
29	33	7	<b>THE SPILL CANVAS</b> ALL OVER YOU		ONE ELEVEN/SIRE/REPRISE	465 +56	1.248	31
30	32	9	<b>VANESSA CARLTON</b> HANDS ON ME		THE INC./UNIVERSAL MOTOWN	440 +18	1.067	33
35	2		<b>NATASHA BEDINGFIELD</b> POCKETFUL OF SUNSHINE		PHONOGENIC/EPIC	397 +97	1.185	32
32	34	2	<b>PANIC AT THE DISCO</b> NINE IN THE AFTERNOON		DECAYDANCE/FUELED BY RAMEN/RRP	369 +52	1.356	28
33	31	10	<b>CHRIS BROWN</b> WITH YOU		11 <sup>2</sup> JIVE/ZOMBA	352 -72	1.329	29
34	<b>NEW</b>		<b>GAVIN ROSSDALE</b> LOVE REMAINS THE SAME		INTERSCOPE	317 +123	0.846	35
35	36	6	<b>AUGUSTANA</b> SWEET AND LOW		EPIC	303 +6	0.526	-
36	37	8	<b>COUNTING CROWS</b> YOU CAN'T COUNT ON ME		DGC/GEFFEN/Interscope	275 -20	0.806	37
	<b>RE-ENTRY</b>		<b>KATE VOGEL</b> ONLY FOOLING MYSELF		MYSpace/Interscope	261 +27	0.560	40
38	40	3	<b>JONAS BROTHERS</b> WHEN YOU LOOK ME IN THE EYES		HOLLYWOOD	241 -15	1.051	34
39	39	7	<b>COLLECTIVE SOUL</b> ALL THAT I KNOW		EL	222 -37	0.159	-
40	<b>NEW</b>		<b>KID ROCK</b> ALL SUMMER LONG		TOP DOG/Atlantic	206 +59	0.770	38

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>3 DOORS DOWN</b> It's Not My Time (Universal Republic) KDMX, KMPX, KRSK, WJLK, WLNK, WNNF, WOMX, WPST, WQLH, WWWW, WXLO	11
<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> No Air (19/Jive/Zomba) KAMX, KCIX, KJMY, KLTC, KZZU, WBMX, WCDA, WKDD, WKTI, WMMX, WTMX	11

ARTIST TITLE / LABEL	NEW STATIONS
<b>LEONA LEWIS</b> Bleeding Love (SYCO/J/IRMG) KFBZ, KHMV, KLCA, KSTZ, KURB, WHYN, WKTI, WRQX, WXMA	9

ARTIST TITLE / LABEL	NEW STATIONS
<b>GAVIN ROSSDALE</b> Love Remains The Same (Interscope) KLTC, KMHX, KQKQ, KSTZ, KZZU, WAJI, WKRQ, WMEE, WPLJ	9

ARTIST TITLE / LABEL	NEW STATIONS
<b>DUFFY</b> Mercy (Mercury/IDJMG) KCDU, KLZR, KMXB, KURB, WKRQ	5

ARTIST TITLE / LABEL	NEW STATIONS
<b>NATASHA BEDINGFIELD</b> Pocketful Of Sunshine (Phonogenic/EPIC) KLLC, KMHX, WCDA, WWMX, WXLO	5

ARTIST TITLE / LABEL	NEW STATIONS
<b>ALANIS MORISSETTE</b> Underneath (Maverick/Reprise) KLLC, KRSK, KVLV, WPLJ	4

ARTIST TITLE / LABEL	NEW STATIONS
<b>MATT NATHANSON</b> Come On Get Higher (Vanguard) KCDU, KPEK, WAJI, XM Flight 26	4

ARTIST TITLE / LABEL	NEW STATIONS
<b>BRYAN ADAMS</b> I Thought I'd Seen Everything (Badman) WBMX, WOMX, WRVE, XM Flight 26	4

ARTIST TITLE / LABEL	NEW STATIONS
<b>ONEREPUBLIC</b> Stop And Stare (Mosley/Interscope) WAJI, WNNF, WXMA	3

**ADDED AT...**  
**WPST**  
Trenton, NJ  
OM/PD: Dave McKay  
APD/MD: Matt Sneed  
The Spill Canvas, All Over You, 7  
3 Doors Down, It's Not My Time, 6

FOR REPORTING STATIONS PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

### NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>ANNA NALICK</b> Shine (Epic) TOTAL STATIONS: 16	199/39	<b>SARA BAREILLES</b> Bottle It Up (Epic) TOTAL STATIONS: 14	☆ 135/61
<b>NEWTON FAULKNER</b> Dream Catch Me (Aware/Columbia) TOTAL STATIONS: 19	199/21	<b>FINGER ELEVEN</b> I'll Keep Your Memory Vague (Wind-up) TOTAL STATIONS: 11	123/14
<b>ALANIS MORISSETTE</b> Underneath (Maverick/Reprise) TOTAL STATIONS: 21	183/116	<b>JAMES BLUNT</b> Carry You Home (Custard/Atlantic) TOTAL STATIONS: 70	117/3
<b>MARIAH CAREY</b> Touch My Body (Island/IDJMG) TOTAL STATIONS: 11	173/28	<b>FLYLEAF</b> All Around Me (A&M/Octone/Interscope) TOTAL STATIONS: 7	115/22
<b>TAYLOR SWIFT</b> Our Song (Big Machine/Universal Republic) TOTAL STATIONS: 8	173/0	<b>SECONDHAND SERENADE</b> Fall For You (Classnote/LLG) TOTAL STATIONS: 5	108/5

### MOST INCREASED PLAYS

<b>+450</b>	☆ <b>LEONA LEWIS</b> Bleeding Love (SYCO/J/IRMG) WMMX +30, KHMV +29, KALC +26, XFZ6 +26, WRMF +22, WKDD +21, KPEK +17, WXMA +16, WQVD +15, KYKY +13
<b>+256</b>	☆ <b>ONEREPUBLIC</b> Stop And Stare (Mosley/Interscope) KBBY +26, WQVD +24, KDMX +22, KIMN +19, KZZU +18, KQKQ +18, WWWW +17, WRQX +15, WAVY +15, WMMX +13
<b>+243</b>	☆ <b>3 DOORS DOWN</b> It's Not My Time (Universal Republic) KQKQ +40, KRSK +18, KUDD +14, WOMX +14, WNNF +13, WXLO +12, WWWW +12, WKRQ +11, WMEE +10, WKDD +10
<b>+223</b>	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> No Air (19/Jive/Zomba) WQAL +32, KPLZ +23, WKTI +20, KCDU +14, WKDD +12, KAMX +11, WMMX +10, WTMX +10, KUDD +8, KJMY +8
<b>+131</b>	<b>JOHN MAYER</b> Say (Aware/Columbia) WZLX +17, WLNK +16, WAVY +16, KHMV +14, KQKQ +12, KUDD +11, WMMX +9, KSII +9, KAMX +7, KBBY +7

FOR WEEK ENDING APRIL 27, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
82 hot AC stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

## CHART LEGEND

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

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

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

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

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

**BREAKER:** Awarded solely on the Country chart to songs that receive airplay on 60% of the panel for the first time.

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

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

**MOST ADDED:** A listing of songs with the total number

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

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

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

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

Urban AC, Hot AC, Christian AC, Christian CHR, Christian Rock, Gospel, Rock, Triple A and Smooth Jazz; top 10 for Soft AC/Inspirational) become recurrents 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 recurrents and are removed from the chart. Descending Country titles move to recurrent after 20 weeks if they rank below No. 10 in either audience or plays. Descending AC titles move to recurrent after 52 weeks if they rank below No. 5, after 26 weeks if they rank below No. 10, or after 20 weeks if they rank below No. 15. Songs on Latin charts move to recurrent after 20 weeks if they rank below No. 20 in

both audience and plays.

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

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

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





▶ CELINE DION'S COVER OF HEART'S "ALONE" JUMPS INTO THE TOP 20 (23-18) OF THE CANADA AC CHART.

## HOT AC REPORTERS

<b>WKDD/Akron, OH*</b> OM/PD: Keith Kennedy	<b>WMMX/Dayton, OH*</b> OM/PD: Jeff Stevens APD: Shaun Vincent	<b>WMYX/Milwaukee, WI*</b> OM: Brian Kelly PD: Mike Nelson	<b>KIOI/San Francisco, CA*</b> PD: Andrew Jeffries
<b>WRVE/Albany, NY*</b> OM/PD: Randy McCarten APD: Kevin Rush MD: Tred Hulse	<b>KALC/Denver, CO*</b> PD: Dylan Sprague APD/MD: Sam Hill	<b>KSTP/Minneapolis, MN*</b> PD: Leighton Peck APD/MD: Jill Roen	<b>KLLC/San Francisco, CA*</b> OM/PD: Mike Preston APD: Marcus D. Najera MD: Jayn
<b>KPEK/Albuquerque, NM*</b> PD: Tony Manero MD: Jamie Frye	<b>KIMN/Denver, CO*</b> PD: John Roberts MD: Hollywood Henderson	<b>KOSO/Modesto, CA*</b> PD: Angie Good APD: John Chimp MD: Alicia Pecorino	<b>KEZR/San Jose, CA*</b> PD: Dana Jang MD: Kirk Pepper
<b>KDBZ/Anchorage, AK</b> OM: Tom Oakes PD/MD: Erik O'Connor	<b>KSTZ/Des Moines, IA*</b> OM/PD: Scott Allen MD: Jimmy Wright	<b>WJLK/Monmouth, NJ*</b> OM/PD: Lou Russo MD: Steve Ardolina	<b>KRUZ/Santa Barbara, CA*</b>
<b>KMXS/Anchorage, AK</b> PD/MD: Roxi Lennox APD: Joe Campbell	<b>WDVD/Detroit, MI*</b> OM/PD: Ron Harrell MD: Jesse Addy	<b>KCDU/Monterey, CA*</b> OM/PD: Kenny Allen	<b>Music Choice Adult Top 40/Satellite</b> PD: Justin Prager MD: Michael Schwab
<b>WAYV/Atlantic City, NJ*</b> PD: Paul Kelly	<b>KBMX/Duluth, MN</b> OM: David Drew PD: Corey Carter	<b>WGMT/Montpelier, VT</b> PD/MD: Steve Nichols APD: Jeff Garfield	<b>Sirius The Pulse/Satellite*</b> OM: Kid Kelly PD/MD: Jim Ryan
<b>KAMX/Austin, TX*</b> PD: Cat Thomas APD/MD: Carey Edwards	<b>KSII/El Paso, TX*</b> OM: Courtney Nelson PD: Jerry Kidd	<b>WPLJ/New York, NY*</b> OM: Tom Cuddy PD: Scott Shannon MD: Tony Mascaró	<b>XM Flight 26/Satellite*</b> OM: Jon Zellner PD/MD: Mike Abrams
<b>KLLY/Bakersfield, CA*</b> OM/PD: E.J. Tyler APD: Erik Fox MD: Darci Dawn	<b>WBQB/Fredericksburg, VA</b> OM/PD: Chris Carmichael	<b>WPTE/Norfolk, VA*</b> PD: Barry McKay MD: Heather Branch	<b>KPLZ/Seattle, WA*</b> PD: Kent Phillips APD: Leonard Barokas MD: Alisa Hashimoto
<b>WWMX/Baltimore, MD*</b> OM: Dave LaBrozzi PD: Greg Carpenter	<b>KALZ/Fresno, CA*</b> OM/PD: Paul Wilson APD: Laurie West	<b>KYIS/Oklahoma City, OK*</b> OM/PD: Chris Baker MD: Cisco	<b>KCDA/Spokane, WA*</b> OM: Robert Harder
<b>WLTB/Binghamton, NY</b> OM/PD: Dana Potter APD: Dan Michaels MD: Steve Gilinsky	<b>KKPL/Ft. Collins, CO</b> OM/PD: Mark Callaghan MD: Beano	<b>WMXO/Olean, NY</b> PD/MD: Chris Hicks	<b>KZZU/Spokane, WA*</b> OM: Roger Nelson PD: Ken Hopkins
<b>WMRV/Binghamton, NY</b> OM/PD: Jim Free	<b>WINK/Ft. Myers, FL*</b> PD: Chad Rufer APD: Dave Alexander	<b>KQKQ/Omaha, NE*</b> PD: Nevin Dane MD: Heather Lee	<b>WHYN/Springfield, MA*</b> OM/PD: Pat McKay MD: Kevin Johnson
<b>KCIX/Boise, ID*</b> PD/MD: Brent Carey	<b>WAJI/Ft. Wayne, IN*</b> OM: Lee Tobin PD: Barb Richards MD: Marti Taylor	<b>KSRZ/Omaha, NE*</b> OM: Tom Land PD: J. Pat Miller MD: Jessica Dol	<b>KYKY/St. Louis, MO*</b> PD: Mark Edwards MD: Jen Myers
<b>WBMX/Boston, MA*</b> PD: Jay Beau Jones APD/MD: Mike Mullaney	<b>WMEE/Ft. Wayne, IN*</b> OM/PD: Rob Kelley APD/MD: Dave Michaels	<b>WOMX/Orlando, FL*</b> PD: Jeff Cushman APD: Bobby Smith MD: Laura Francis	<b>WQXX/Sunbury, PA</b> PD: Drew Kelly APD: Chad Evans MD: Rob Senter
<b>WUHU/Bowling Green, KY</b> PD/MD: Brooke Summers	<b>WQLH/Green Bay, WI*</b> PD: Jimmy Clark	<b>KBBY/Oxnard, CA*</b> PD: Todd Violette MD: Keli Reynolds	<b>WMTX/Tampa, FL*</b> OM/PD: Doug Hamand APD/MD: Kurt Schreiner
<b>WTSS/Buffalo, NY*</b> OM: Sue O'Neil PD: Brian Demay MD: Rob Lucas	<b>WIKZ/Hagerstown, MD</b> OM/PD: Rick Alexander MD: Jeff Roteman	<b>KFYV/Oxnard, CA*</b> OM: Brian "Big Bear" Davis APD/MD: Maverick	<b>WBOW/Terre Haute, IN</b> PD/MD: Adam Michaels
<b>WHBC/Canton, OH*</b> PD: Hunter Scott APD/MD: Kayleigh Kriss	<b>WNNK/Harrisburg, PA*</b> OM/PD: John O'Dea MD: Denny Logan	<b>KPSI/Palm Springs, CA</b> PD: Connie Breeze MD: Bradley Ryan	<b>WWWM/Toledo, OH*</b> PD: Ron Finn
<b>WCOD/Cape Cod, MA</b> OM: Steve McVie PD: Kevin Matthews	<b>WTIC/Hartford, CT*</b> OM: Steve Salhani PD/MD: Jeannine Jersey	<b>KMXP/Phoenix, AZ*</b> OM: Alan Sledge PD: Ron Price MD: Allen Frey	<b>KLZR/Topeka, KS*</b> PD/MD: Jon Thomas
<b>WLNK/Charlotte, NC*</b> PD: Neal Sharpe APD: Anthony Michaels MD: Todd Haller	<b>KHMX/Houston, TX*</b> OM: Ken Charles PD/MD: Keith Scott	<b>WGMX/Portland, ME*</b> OM: Chris Mac PD: Randi Kirshbaum APD/MD: Shelly Kincaid	<b>WPST/Trenton, NJ*</b> OM/PD: Dave McKay APD/MD: Matt Sneed
<b>WTMX/Chicago, IL*</b> PD: Mary Ellen Kachinske MD: Nikki Chuminatto	<b>WZPL/Indianapolis, IN*</b> OM/PD: Scott Sands APD: Kari Johil MD: Dave Decker	<b>KRSK/Portland, OR*</b> OM/PD: Clark Ryan MD: Sheryl Stewart	<b>KLRK/Waco, TX</b> OM: Tom Barfield PD/MD: Dustin Drew APD: Beth Richards
<b>WKRQ/Cincinnati, OH*</b> OM/PD: Patti Marshall APD: Grover Collins MD: Brian Douglas	<b>KQUR/Laredo, TX</b> PD: AL Guevara	<b>WBWZ/Poughkeepsie, NY</b> PD: Aaron "Dave" McCord MD: Chris Chase	<b>WRQX/Washington, DC*</b> OM/PD: Kenny King MD: Carol Parker
<b>WNNF/Cincinnati, OH*</b> PD: Mark Anderson	<b>KMXB/Las Vegas, NV*</b> PD: Justin Chase MD: Brandon Bell	<b>WRMF/West Palm Beach, FL*</b> PD: Bob Neumann APD/MD: Amy Navarro	<b>KNIN/Wichita Falls, TX</b> OM: Chris Walters PD: Liz Ryan
<b>WQAL/Cleveland, OH*</b> PD: Dave Popovich	<b>WCDA/Lexington, KY*</b> PD: Charlie Kendall MD: Chris Elliott	<b>KLCA/Reno, NV*</b> OM: Bill Schulz PD: Beej Bretz MD: Connie Wray	<b>WINC/Winchester, VA</b> OM/PD: Jeff Adams APD/MD: Paula Kidwell
<b>WBNS/Columbus, OH*</b> OM/PD: Jay Taylor MD: Sue Leighton	<b>KURB/Little Rock, AR*</b> OM/PD: Randy Cain APD/MD: Becky Rogers	<b>KZZO/Sacramento, CA*</b> OM: Byron Kennedy PD: Jeff Z.	<b>KFBZ/Wichita, KS*</b> PD: Dusty Hayes
<b>WLNH/Concord (Lakes Region), NH</b> OM: Andy Mack PD: Molly King	<b>WXMA/Louisville, KY*</b> PD: George Lindsey MD: Katrina Blair	<b>WGER/Saginaw, MI</b> PD: Bob Moore	<b>WXL0/Worcester, MA*</b> OM/PD: Jerry McKenna APD/MD: Mary Knight
<b>KLTG/Corpus Christi, TX*</b> OM: Clayton Allen PD: Chris Roberts	<b>KVLY/McAllen, TX*</b> PD: Alex Duran APD/MD: Meridee	<b>KJMY/Salt Lake City, UT*</b> OM: Jeff Cochran PD: Rob Boshard	<b>KMYI/San Diego, CA*</b> PD: Jimmy Steele MD: Jen Sorenson
<b>KDMX/Dallas, TX*</b> PD: Rick O'Bryan MD: Lisa Thomas	<b>WMC/Memphis, TN*</b> OM: Jerry Dean PD: Lance Ballance MD: Jill Bucco	<b>KUDD/Salt Lake City, UT*</b> OM/PD: Brian Michel	
<b>WDAQ/Danbury, CT</b> PD: Chris Duggan MD: Zach Dillon	<b>WKT1/Milwaukee, WI*</b> PD: Bob Walker		

\* Monitored Reporters

## CANADA AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	2	31	COLBIE CAILLAT	BUBBLY	UNIVERSAL REPUBLIC/UNIVERSAL	371	+4
2	1	12	SARA BAREILLES	LOVE SONG	EPIC/SONY BMG	352	-22
3	3	33	MICHAEL BUBLE	LOST	143/REPRISE/WARNER	346	-6
4	5	16	ALICIA KEYS	NO ONE	MBK/J/SONY BMG	337	-10
5	4	24	TIMBALAND FEAT. ONEREPUBLIC	APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	334	-14
6	6	12	BRYAN ADAMS	I THOUGHT I'D SEEN EVERYTHING	BADMAN/UNIVERSAL	318	+29
7	7	29	FEIST	1234	ARTS & CRAFTS	266	+2
8	8	35	ENRIQUE IGLESIAS	SOMEBODY'S ME	UNIVERSAL LATINQ/INTERSCOPE/UNIVERSAL	247	-5
9	9	8	LEONA LEWIS	BLEEDING LOVE	SYCO/J/SONY BMG	229	+73
10	9	42	FERGIE	BIG GIRLS DON'T CRY	WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL	226	-18
11	12	6	SARAH SLEAN	GET HOME	WARNER	216	+24
12	13	14	SHERYL CROW	LOVE IS FREE	A&M/INTERSCOPE/UNIVERSAL	214	+25
13	10	37	JULLY BLACK	SEVEN DAY FOOL	UNIVERSAL	212	-11
14	11	33	CELINE DION	TAKING CHANCES	COLUMBIA/SONY BMG	193	-25
15	15	13	MICHAEL MCDONALD	(YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER	UNIVERSAL MOTOWN/UNIVERSAL	192	+7
16	14	38	PLAIN WHITE T'S	HEY THERE DELILAH	FEARLESS/HOLLYWOOD/UNIVERSAL	178	-11
17	15	30	BLUE RODEO	THIS TOWN	WARNER	166	-11
18	23	5	CELINE DION	ALONE	COLUMBIA/SONY BMG	164	+24
19	18	42	KALAN POKTER	DOWN IN HEAVEN	SONY BMG	161	-7
20	17	43	AVRIL LAVIGNE	WHEN YOU'RE GONE	RCA/SONY BMG	154	-17
21	21	11	JORDIN SPARKS	TATTOO	19/JIVE/SONY BMG	149	-3
22	22	11	HEDLEY	FOR THE NIGHTS I CAN'T REMEMBER	UNIVERSAL	147	-3
23	20	30	ALI SLAIGHT	THE STORY OF YOUR LIFE	WARNER	146	-8
24	24	28	BRIAN MELO	ALL I EVER WANTED	SONY BMG	126	-8
25	25	13	TAYLOR SWIFT	TEARDROPS ON MY GUITAR	BIG MACHINE/UNIVERSAL	99	0
26	32	9	NELLY FURTAD FEAT. KEITH URBAN	IN GOD'S HANDS	MOSLEY/GEFFEN/UNIVERSAL	90	+21
27	29	6	RYANDAN	LIKE THE SUN/COMME LE SOLEIL	UNIVERSAL	87	+13
28	26	12	JULIE CROCHETIERE	PRECIOUS LOVE	SOMERSET	87	-7
29	27	3	FRANCIS CABREL	LA ROBE ET L'ECHELLE	CHANDELLE	85	+7
30	30	3	SYLVAIN COSSETTE	ROCKET MAN	VEGA	75	+37

## CANADA HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	12	12	LEONA LEWIS	BLEEDING LOVE	SYCO/J/SONY BMG	841	+57
2	6	6	MADDNNA FEAT. JUSTIN TIMBERLAKE	4 MINUTES	WARNER BROS./WARNER	782	+44
3	16	16	FABER DRIVE	WHEN I'M WITH YOU	UNIVERSAL REPUBLIC/UNIVERSAL	753	+37
4	14	14	SARA BAREILLES	LOVE SONG	EPIC/SONY BMG	752	+3
5	11	11	MILEY CYRUS	SEE YOU AGAIN	HOLLYWOOD/UNIVERSAL	728	+26
6	7	15	DAUGHTRY	FEELS LIKE TONIGHT	RCA/SONY BMG	695	-25
7	6	21	BUCKCHERRY	SORRY	ELEVEN SEVEN/UNIVERSAL	647	-70
8	18	18	ONEREPUBLIC	STOP AND STARE	MOSLEY/INTERSCOPE/UNIVERSAL	646	+7
9	9	9	JORDIN SPARKS DUET WITH CHRIS BROWN	NO AIR	19/JIVE/SONY BMG	645	+87
10	17	17	THREE DAYS GRACE	NEVER TOO LATE	JIVE/SONY BMG	563	+4
11	8	8	CRASH PARALLEL	WORLD WE KNOW	BLACK BOX RECORDINGS/SONY BMG	519	+28
12	13	8	SIMPLE PLAN	YOUR LOVE IS A LIE	LAVA/ATLANTIC/WARNER	492	+60
13	11	15	CHRIS BROWN	WITH YOU	JIVE/SONY BMG	482	-58
14	18	10	BRYAN ADAMS	I THOUGHT I'D SEEN EVERYTHING	BADMAN/UNIVERSAL	443	+6
15	15	9	MARIAH CAREY	TOUCH MY BODY	ISLAND/UNIVERSAL	417	+11
16	16	22	MAROON 5	WON'T GO HOME WITHOUT YOU	A&M/OCTONE/INTERSCOPE/UNIVERSAL	376	-67
17	25	4	HEDLEY	NEVER TOO LATE	UNIVERSAL	374	+81
18	19	8	BRITNEY SPEARS	BREAK THE ICE	JIVE/SONY BMG	371	+18
19	17	19	ELISE ESTRADA	UNLOVE YOU	ROCKSTAR	355	-36
20	29	6	NATASHA BEDINGFIELD	POCKETFUL OF SUNSHINE	PHONOGENIC/EPIC/SONY BMG	352	+87
21	14	26	HEDLEY	FOR THE NIGHTS I CAN'T REMEMBER	UNIVERSAL	350	-118
22	20	10	JULLY BLACK	UNTIL I STAY	UNIVERSAL	343	+20
23	23	8	SUM 41	WITH ME	AQUARIUS	336	+30
24	21	15	JOHN MAYER	SAY	AWARE/COLUMBIA/SONY BMG	330	-59
25	30	6	GAVIN DEGRAW	IN LOVE WITH A GIRL	J/SONY BMG	324	+21
26	28	6	USHER FEAT. YOUNG JEEZY	LOVE IN THIS CLUB	LAFACE/SONY BMG	318	+66
27	24	14	BRIAN MELO	SHINE	SONY BMG	306	-35
28	30	2	KREESHA TURNER	DON'T CALL ME BABY	EMI	276	+133
29	31	5	STATE OF SHOCK	HEARTS THAT BLEED	CORDOVA BAY	271	+33
30	22	26	RIHANNA	DON'T STOP THE MUSIC	SRP/DEF JAM/UNIVERSAL	254	-65

♦ indicates CanCon





Awareness of listeners' daily concerns is one thing, reflecting reality another

## In Search Of Radio Relevance

Carol Archer

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**W**hat would Mad magazine's goofy-looking, gap-toothed character of the 1950s, Alfred E. Neuman, say if he were around today? More likely, "Run away! Save yourself!" than "What, me worry?" ■ National public opinion polls that launched as the presidential campaign season kicked off suggest that big-picture concerns loom large for Americans: the war in Iraq, terrorist threats, global warming. With a deepening recession, rising inflation, unemployment and gas prices, the economy trumps them all. The squeeze is on and it compounds many routine issues of daily life—the sphere in which stations operate. At its most relevant, radio can serve as a forum for these and other pressing issues—or as an oasis to escape them.

Why do listeners like some stations and love others? Relevance defines the strength of the emotional connection between the listener and the station, which creates passion and loyalty.

Every facet of the station contributes to that

bond, particularly (but not exclusively) programming. But building it is guesswork without insight into their real lives: beyond demographic, psychographic and life-stage, beyond music preference and consumer habits. What do they really care about?



Handley

### Offbeat But Relevant

Relevant station activities for KWJZ/Seattle include its sponsorship of VegFest, an annual vegetarian lifestyle event, hosted by MD/midday jock Dianna Rose. PD Carol Handley says the food festival puts the station in front of thousands of potential new listeners.

A station is on target when it reflects listeners' taste in music: They want and love smooth jazz. By nature, a smooth jazz station is relevant when characterized by smooth, tuneful, instrumentally based music mixed with a cool vocal, jazz-inflected, soulful sound; enhanced by suave production; cool, sophisticated air talent; and an overall good vibe. The format's primary benefit—relaxation—provides an inherent audio sanctuary or oasis. Solace in a stressful world equals relevant.

Still, the arrival of Arbitron's PPM electronic audience measurement methodology and the ongoing erosion of listener attention spans brought on by competing entertainment platforms compels smooth jazz to probe more deeply to remain closely attuned to what listeners care about most. Relevance will fuel revenue growth and cash flow and uphold the format's viability.

### Deeper Connections

Jocks are one key component. Clear Channel KKSF/San Francisco PD Ken Jones directs his airstaff to stay apprised of relevant local matters and gives them the latitude to discuss them on-air. However, they don't ramble. "That's why we have professionals in the studio, not some card-reading dude," he says.

Sandusky Radio KWJZ/Seattle PD Carol Handley's quest to understand what's relevant in listeners' lives began 12 years ago. Focused on "everyday things," Handley says two primary issues popped: "kids and education." Accordingly, the station adopted a charity devoted to both causes and funded it with sale proceeds from the station's CD sampler series.

Handley also works an offbeat yet relevant angle: sponsoring VegFest, an annual vegetarian lifestyle event held March 29-30 at Seattle Center's Exhibition Hall. VegFest may be a stretch for other smooth jazz stations that would rather concede the granola crowd to the triple A format. But Handley values her station's association with the food festival because it puts KWJZ in front of thousands of potential new listeners.

## Using Ethnographic Research To Remain Relevant

Focus groups afford insights into listener perceptions and attitudes, often uncovering information that can later be quantified through other forms of research. WNUA/Chicago is taking local qualitative radio research a step further, claiming to be the first smooth jazz outlet to conduct ethnographic research.



Davis

Ethnography involves dispatching researchers to spend time with, interview and film the people they are studying. First used to study cultural anthropology, such participant observation has been used by Procter & Gamble, Microsoft, Yahoo

and other companies. Last year, Jacobs Media and Arbitron conducted radio's first ethnographic study.

Clear Channel/Chicago regional VP Darren Davis believes that one area where radio has gotten off-track is its continuing to focus research efforts on learning "what people

think of us and asking them to have passionate beliefs about something they no longer feel passion for." Instead, he argues, radio should employ a totally different methodology "to dig into people's lives—doing what they do and talking about it," to find out what is relevant to them "and what we can do to help them have a better day."

WNUA is committed to investing in this costlier form of research and summoning the imagination to conduct it properly, he says. In an era of smaller research budgets and ever-mounting pressure to deliver bottom-line results, it takes vision, imagination and risk-taking on owner Clear Channel's part to commit to ethnographic research.

"What we're doing clearly isn't working, and radio hasn't grown in 10 or 15 years," Davis says. "Radio is consumed by people and should sound like it's programmed by people, without predictability or rigidity, with all the colors of the palette and all the shades of gray." Davis says the station's goal in using ethnography is to discover "what people feel passionate about and what they connect to and expand those things."—CA

### Is Trip-A-Day Relevant?

Even before the economy went south, more winners of KIFM/San Diego's Trip-a-Day or 1K contest were choosing the cash. A separate promotion at the Lincoln Financial Media station awards \$100 per hour on weekdays from 8 a.m. to 5 p.m. And KWJZ winners chose trips and cash equally when it staged a similar promotion, Handley says.

Despite the practical allure of cash, lifestyle-driven promotions also resonate with strapped, stressed and time-starved listeners. Case in point: KWJZ's comfort packages. Among those offered are tickets to six music festivals (18 days of music between February and November). The station's Smooth Out at Home promotion provides Maid Brigade's green cleaning service, floral arrangements and gourmet gift baskets.

R&R



# R&R SMOOTH JAZZ

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▶ **JESSE COOK** MARKS A FIFTH CONSECUTIVE WEEK OF SPIN GAINS WITH AIRPOWER AND MOST INCREASED PLAYS -ONORS FOR "CAFE MOCHA" (19-18, UP 34). HIS ALBUM "FRONTIERS" SITS AT NO. 1 ON BILLBOARD'S TOP NEW AGE ALBUMS CHART.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	14	<b>KENNY G</b> SAX-O-LOCO	NO. 1 (6 WKS) STARBUCKS/CONCORD/CMG	514 -7	5.172 1
2	2	15	<b>JESSY J</b> TEQUILA MOON	PEAK/CMG	481 -5	5.110 2
3	3	14	<b>CHRIS STANDRING</b> LOVE & PARAGRAPHS	ULTIMATE VIBE	437 -14	4.122 3
4	4	19	<b>EUGE GROOVE</b> MR. GROOVE	NARADA JAZZ/CAPITOL	427 +11	3.670 4
5	6	26	<b>EVERETTE HARP</b> OLD SCHOOL	SHANACHIE	377 +8	2.687 7
6	5	18	<b>PAUL BROWN</b> OL' SKOOLIN'	PEAK/CMG	360 -12	3.175 6
7	7	25	<b>PAUL HARDCASTLE</b> LUCKY STAR	TRIPPIN' N' RHYTHM	335 -30	3.242 5
8	8	22	<b>CHUCK LOEB</b> WINDOW OF THE SOUL	HEADS UP	275 +11	1.703 15
9	10	12	<b>MARCUS MILLER FEATURING CORINNE BAILEY RAE</b> FREE	3 DEUCES/CMG	261 +17	1.913 11
10	14	8	<b>MINDI ABAIR</b> SMILE	PEAK/CMG	248 +28	2.170 10
11	9	12	<b>NORMAN BROWN</b> POP'S COOL GROOVE	PEAK/CMG	248 +1	1.819 13
12	15	5	<b>BRIAN CULBERTSON</b> ALWAYS REMEMBER	GRP/VERVE	237 +31	2.453 8
13	11	13	<b>MICHAEL McDONALD</b> (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER	UNIVERSAL MOTOWN	229 -8	2.433 9
14	12	8	<b>JOHN LEGEND</b> EACH DAY GETS BETTER	G.O.O.D./COLUMBIA	225 -1	1.721 14
15	13	24	<b>WALTER BEASLEY</b> WHY NOT YOU	HEADS UP	209 -13	1.582 16
16	16	13	<b>RICK BRAUN &amp; RICHARD ELLIOT</b> BETTER TIMES	ARTIZEN	197 0	1.316 21
17	17	9	<b>THE SAX PACK</b> FALLIN' FOR YOU	SHANACHIE	189 +15	1.398 19
18	19	6	<b>JESSE COOK</b> CAFE MOCHA	AIRPOWER/MOST INCREASED PLAYS COACH HOUSE/KOCH	171 +34	1.835 12
19	18	9	<b>ROBIN THICKE</b> CAN U BELIEVE	STAR TRAK/INTERSCOPE	132 -28	1.352 20
20	20	3	<b>WAYMAN TISDALE</b> THROWIN' IT DOWN	MOST ADDED RENDEZVOUS	128 +11	1.405 17
21	23	6	<b>ALICIA KEYS</b> LIKE YOU'LL NEVER SEE ME AGAIN	MBK/J/RMG	113 +20	1.296 22
22	21	5	<b>SEAL</b> ROLLING	WARNER BROS.	109 -4	0.896 24
23	22	19	<b>BLAKE AARON</b> BUMPIN' ON THE WES SIDE	INNERVISION	101 +2	0.982 23
24	25	2	<b>EARL KLUGH</b> DRIFTIN'	KOCH	83 +11	0.683 27
25	24	6	<b>SOUL BALLET</b> DA DA DIAMONDS	ARTIZEN	80 -6	0.713 26
26	28	8	<b>MARC ANTOINE</b> SPOOKY	PEAK/CMG	70 +7	1.403 18
27	26	11	<b>NILS</b> DREAMIN'	BAJA/TSR	66 -2	0.405 -
28	30	2	<b>GERALD VEASLEY</b> SLIP N SLIDE	HEADS UP	65 +6	0.153 -
29	7	7	<b>STEVE OLIVER FEATURING WARREN HILL</b> ON THE UPSIDE	SOM	61 -1	0.307 -
30	NEW	NEW	<b>JAY SOTO</b> STAY AWHILE	NUGROOVE	60 +22	0.428 -

## NEW AND ACTIVE

ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN
<b>PAUL MIDON</b> Fick Somebody Up (Manhattan/Capitol)	43/5	<b>DIANA KRALL</b> The Heart Of Saturday Night (Verve)	34/5	<b>ERIC DARIUS</b> Goin' All Out (Blue Note/Capitol)	21/18
TOTAL STATIONS: 4		TOTAL STATIONS: 3		TOTAL STATIONS: 5	
<b>SEKOU BUNCH</b> Take 5/In Three (Trippin' N' Rhythm)	41/17	<b>NOVELLO</b> B3 Soul (Nogo)	24/11	<b>BRIAN BROMBERG</b> Shag Carpet (Artistry)	20/0
TOTAL STATIONS: 5		TOTAL STATIONS: 2		TOTAL STATIONS: 2	



ARTIST TITLE / LABEL	NEW STATIONS
<b>WAYMAN TISDALE</b> Throwin' It Down (Rendezvous) KJZS, WVMV	2
<b>ALICIA KEYS</b> Like You'll Never See Me Again (MBK/J/RMG) KBZN, WVMV	2
<b>PAUL BROWN</b> Ol' Skoolin' (Peak/CMG) WSJT	1
<b>MINDI ABAIR</b> Smile (Peak/CMG) WSJT	1
<b>JOHN LEGEND</b> Each Day Gets Better (G.O.O.D./Columbia) Sirius Jazz Cafe	1
<b>SAX PACK</b> Fallin' For You (Shanachie) WJZ	1
<b>JESSE COOK</b> Cafe Mocha (Koch) KTWV	1
<b>SOUL BALLET</b> da da Diamonds (Artizen) WJZ	1
<b>EARL KLUGH</b> Driftin' (Koch) Jones Radio Networks	1
<b>MARC ANTOINE</b> Spooky (Peak/CMG) KSSJ	1

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	17	<b>JESSY J</b> TEQUILA MOON	PEAK/CMG	205 +3
2	3	17	<b>EUGE GROOVE</b> MR. GROOVE	NARADA JAZZ/CAPITOL	193 +5
3	2	13	<b>KENNY G</b> SAX-O-LOCO	STARBUCKS/CONCORD/CMG	189 -7
4	6	13	<b>NORMAN BROWN</b> POP'S COOL GROOVE	PEAK/CMG	162 +4
5	5	9	<b>SAX PACK</b> FALLIN' FOR YOU	SHANACHIE	160 +2
6	4	23	<b>PAUL HARDCASTLE</b> LUCKY STAR	TRIPPIN' N' RHYTHM	152 -23
7	8	13	<b>CHRIS STANDRING</b> LOVE & PARAGRAPHS	ULTIMATE VIBE	150 +4
8	10	17	<b>RICK BRAUN &amp; RICHARD ELLIOT</b> BETTER TIMES	ARTIZEN	146 +5
9	7	25	<b>EVERETTE HARP</b> OLD SCHOOL	SHANACHIE	139 -8
10	11	10	<b>STEVE OLIVER FEAT. WARREN HILL</b> ON THE UPSIDE	SOM	138 +4
11	9	16	<b>NILS</b> DREAMIN'	BAJA/TSR	137 -6
12	13	8	<b>MINDI ABAIR</b> SMILE	PEAK/CMG	134 +5
13	12	11	<b>MARCUS MILLER FEAT. CORINNE BAILEY RAE</b> FREE	3 DEUCES/CMG	129 -2
14	14	9	<b>BOB BALDWIN</b> THIRD WIND	NUGROOVE	127 -1
15	15	14	<b>TOM BRAXTON FEAT. BRIAN SIMPSON</b> ESCAPE	PACIFIC COAST JAZZ	125 -1
16	16	8	<b>GERALD VEASLEY</b> SLIP N SLIDE	HEADS UP	124 +2
17	18	9	<b>SEKOU BUNCH</b> TAKE 5/IN THREE	TRIPPIN' N' RHYTHM	118 +5
18	21	8	<b>JIMMY SOMMERS FEAT. BRIAN CULBERTSON</b> KICKIN' IT	GEMINI	117 +6
19	30	2	<b>WAYMAN TISDALE</b> THROWIN' IT DOWN	RENDEZVOUS	112 +26
20	22	6	<b>DWAYNE KERR</b> SMOOTH	DMANNS	109 +6
21	17	16	<b>PAUL BROWN</b> OL' SKOOLIN'	PEAK/CMG	109 -7
22	23	3	<b>EARL KLUGH</b> DRIFTIN'	KOCH	108 +7
23	19	8	<b>MIKE LEVINE</b> HEADIN HOME	RHOMBUS	107 -4
24	NEW	NEW	<b>BRIAN CULBERTSON</b> ALWAYS REMEMBER	GRP/VERVE	105 +24
25	25	6	<b>JAY LEACH</b> CLEARED FOR TAKEOFF	PLAYLIST	98 +6
26	20	15	<b>DARREN MOTAMEDY</b> LOVE YOU JUST SO MUCH	MASHAD	95 -16
27	26	5	<b>SOUL BALLET</b> DA DA DIAMONDS	ARTIZEN	94 +3
28	28	2	<b>MATT MARSHAK</b> I'M ON FIRE	NUANCE	92 +4
29	24	17	<b>CHUCK LOEB</b> WINDOW OF THE SOUL	HEADS UP	92 -4
30	NEW	NEW	<b>JAY SOTO</b> STAY AWHILE	NUGROOVE	90 +6



+34	<b>JESSE COOK</b> Cafe Mocha (Koch) KTWV +13, WLOQ +3, SJJC +3, KSSJ +3, WNNV +3, KYOT +2, KRVR +1, KWJZ +1, WSJW +1, KKSJ +1
+31	<b>BRIAN CULBERTSON</b> Always Remember (GRP/Verve) WSMJ +1, WNUA +4, KIFM +4, WNNV +4, KTWV +3, WJZZ +3, WLOQ +2, WVMV +2, WLVE +2, WSJT +2
+28	<b>MINDI ABAIR</b> Smile (Peak/CMG) WNUA +6, KJZS +3, KYOT +3, WSJT +3, KIFM +2, KSSJ +2, WSJW +2, KKSJ +1, KRVR +1, SJJC +1
+22	<b>JAY SOTO</b> Stay Awhile (NuGroove) KRVR +10, SJJC +4, WLOQ +4, XWRV +3, WNNV +1, KYOT +1, WSMJ +1
+20	<b>ALICIA KEYS</b> Like You'll Never See Me Again (MBK/J/RMG) KBZN +9, WSMJ +3, WSJT +2, WVMV +2, KOAS +1, KJZS +1, KKSJ +1, KYOT +1, WDSJ +1, WJZ +1

FOR WEEK ENDING APRIL 27, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
 25 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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**ADDED AT... KWJZ**  
 Seattle, WA  
 PD: Carol Handley  
 MD: Dianna Rose  
 AI Green Feat. John Legend, Stay With Me (By The Sea), 1

FOR REPORTING STATIONS PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

## SMOOTH JAZZ REPORTERS

- WJZZ/Atlanta, GA\***  
OM: Steve Hegwood  
PD/MD: Dave Kosh
- WEAA/Baltimore, MD**  
PD: Sandi Mallory  
APD/MD: Marcellus "Bassman" Shepard
- WSMJ/Baltimore, MD\***  
PD/MD: Lori Lewis
- WYSU/Birmingham, AL**  
OM/MD: Andy Parrish
- WNUA/Chicago, IL\***  
OM/MD: Darren Davis  
MD: Rick O'Dell
- WNNV/Cleveland, OH\***  
OM/MD: Bernie Kimble
- WDSJ/Dayton, OH\***  
OM/MD: Jeff Stevens
- WVMV/Detroit, MI\***  
OM/MD: Tom Sleeper  
MD: Sandy Kovach
- WZJZ/Ft. Myers, FL**  
OM: Louis Kaplan  
APD/MD: Randi Bachman
- WSBZ/Ft. Walton Beach, FL**  
PD: Mark Carter  
MD: Mark Edwards
- WSJW/Harrisburg, PA\***  
PD/MD: Paul Scott
- WQTQ/Hartford, CT**  
PD/MD: Stewart Stone
- KPVU/Houston, TX**  
PD: Larry Coleman
- KJLU/Jefferson City, MO**  
OM: Mike Downey  
PD/MD: Dan Turner  
APD: LaVaughn Wilson
- KOAS/Las Vegas, NV\***  
OM/MD: Duncan Payton  
MD: Lynn Briggs
- KUAP/Little Rock, AR**  
PD/MD: Michael Nellums
- KSBR/Los Angeles, CA**  
OM/MD: Terry Wedel  
MD: Vienna Yip
- KTWV/Los Angeles, CA\***  
PD: Paul Goldstein  
APD/MD: Blake Florence
- WGRV/Melbourne, FL**  
PD/MD: Randy Bennett  
APD: Jan Julian
- WLVE/Miami, FL\***  
OM/MD: Rich McMillan
- KRVR/Modesto, CA\***  
OM/MD: Doug Wulff  
PD: James Bryan
- WVAS/Montgomery, AL**  
OM: Candy Capel  
MD: Jay Holcay
- WHOV/Norfolk, VA**  
PD: Kevin "The Moose" Anderson
- WLOQ/Orlando, FL\***  
PD: Paul Lavoie  
APD: Brian Morgan  
MD: Patricia James
- WJZJ/Philadelphia, PA\***  
PD: Michael Tozzi  
MD: Frank Childs
- KYOT/Phoenix, AZ\***  
PD: Smokey Rivers  
APD/MD: Angie Handa
- KJZS/Reno, NV\***  
OM: Mark Keefe  
PD/MD: Jay Davis
- KSSJ/Sacramento, CA\***  
PD/MD: Lee Hansen
- KBZN/Salt Lake City, UT\***  
OM/MD: Dan Jessop
- KIFM/San Diego, CA\***  
PD: Mike Vasquez  
APD: J. Wiedenheimer  
MD: Kelly Cole
- KKSF/San Francisco, CA\***  
PD/MD: Ken Jones
- KJZY/Santa Rosa, CA\***  
PD: Gordon Zlot  
APD/MD: Rob Singleton
- DMX Jazz Vocal Blend/Satellite**  
PD/MD: Rochelle Matthews
- DMX Smooth Jazz/Satellite**  
PD/MD: Rochelle Matthews
- Jones Radio Networks/Satellite\***  
OM/MD: Steve Hibbard  
APD/MD: Laurie Cobb
- Music Choice Smooth Jazz/Satellite**  
APD: Will Kinnally
- Sirius Jazz Cafe/Satellite\***  
OM: Gregg Steele  
PD: Shirley Maldonado
- XM Watercolors/Satellite\***  
PD: Shirlitta Colon  
MD: Lynette White
- KWJZ/Seattle, WA\***  
PD: Carol Handley  
MD: Dianna Rose
- KCOZ/Springfield, MO**  
OM: Jae Jones  
PD/MD: Jarrett Grogan
- WSJT/Tampa, FL\***  
PD: Ross Block  
MD: Kathy Curtis

\* Monitored Reporters





Remaining true to its alternative roots has been key to indie station's success

## Boston's WFNX Turns 25

Mike Boyle

MBoyle@RadioandRecords.com

**P**ioneering" and a "true alternative." ■ Know anyone who would argue that those words are not fitting of Phoenix Media Communications Group alternative WFNX (101.7)/Boston? Didn't think so. ■ Marking its 25th anniversary this year, 'FNX—which also broadcasts at 92.1 in Manchester (WFEX) and in Portsmouth, N.H. (WPHX)—was purchased by PMCG in the spring of 1983. Before that, the station was WLYN (Y102) and evolved from ethnic and block programming to full-time alternative in 1982.

PMCG already owned the alternative Boston newspaper, the Phoenix, and its intention was to

acquire an FM station with an audience whose demographics matched those of the newspaper and integrate the two. That strategy remains in place today. "So, it really wouldn't make sense that 'FNX be anything other than alternative," PMCG president Brad Mindich says.

WFNX competes with a pair of entrenched stations that also have deep roots in the Boston rock market: CBS Radio's alternative WBCN and Entercom's active rock WAAF.

As an independent owner, Mindich says one of the reasons the station has survived and thrived for a quarter-century is that it never had to succumb to a corporate giant telling it what it could or could not do. He adds, "We choose to play

what we want to play and cover the things we want to cover, and the ability to continue to do that doesn't go unnoticed by the listeners; we hear that from them all the time."

One of those listeners was southern New Hampshire teenager Keith Dakin, now the station's PD. It was around 1990 that his friends convinced him to stop listening to MC Hammer records and check out WFNX. "That ended up totally revolutionizing my love of alternative music," Dakin recalls. "It was right before Nirvana hit, so it was the right time to be introduced to this radio station. At the time, it was the only game in town playing Jane's Addiction, Nirvana, Pearl Jam, the Offspring, etc."

### Past = Present

Dakin says 'FNX's mission has always been to break new music, and that the station still does so while holding onto its audience of the past.

"We want to grow old with our audience, but also continue to play music that appeals to the younger end too," Dakin says. "Especially since 2003, the station has played like-minded bands that fit in with the Cures and Depeche Modes of the world that we still continue to play." He adds, "It really comes down to us continuing to play new music, but not play the things that are disposable [or] won't stand the test of time. We play the Killers and Death Cab for Cutie, which sound great against U2 and R.E.M. Our past makes sense with our present."

### On-Air Execution

Some stations avoid drawing attention to themselves when they hit a milestone anniversary—they don't want listeners to think of them as "old." WFNX isn't one of them. "We embrace it," PD Keith Dakin says. Since the first of the year, the station has highlighted a different song from its 25-year heritage every hour. The feature will continue throughout 2008. A large-scale anniversary event is also in the works. "We're still trying to decide if we'll bring back some of the old jocks, which I think would be fun," Dakin says.—MB



**'We play what we want to play and cover what we want to cover—that doesn't go unnoticed by the listeners.'**

—Brad Mindich

### WFNX Audience Composition

#### Men

18-24: 6% (1.7)  
25-34: 33% (5.1)  
35-44: 21% (2.9)

#### Women

18-24: 4% (1.5)  
25-34: 17% (3.2)  
35-44: 9% (1.2)

Source: Fall '07 Arbitron

### Boston Rock By The Numbers

#### Persons 12+

WAAF: 2.3-2.0  
WBCN: 2.2-2.2  
WFNX: 0.8-1.4

#### Persons 25-49

WAAF: 2.9-2.7  
WBCN: 3.0-2.7  
WFNX: 1.3-2.5

#### Men 25-49

WAAF: 4.4-3.7  
WBCN: 4.4-3.7  
WFNX: 1.9-3.3

Source: Arbitron, summer '07-fall '07

Arbitron data confirms that WFNX appeals to a wide spectrum of men in the 25-44 demo, which accounts for 54% of its average quarter-hours. The station's demographic center is 25- to 34-year-old men (see Audience Composition, below).

Speaking of the past, Mindich and Dakin refer to the period from 1999 to 2003 as the station's

"lost years," a time when "'FNX pretty much abandoned the heritage of the radio station and just played a lot of rap metal," Dakin says.

Cruze, who was PD of WFNX during that period, concurs and says that rap metal from such acts as Limp Bizkit "was the hit music at the time." Acknowledging that there was "some push-back on that music," Cruze, most recently PD of Clear Channel alternative WWDC (DC101)/Washington, notes that rap metal wasn't the only genre the station played at that time.

### Benchmark Events

Looking back on its 25-year history, Mindich and Dakin agree that there are too many memorable moments and events in the station's history to list, but they singled out two. "The first," Dakin recalls, "was an 'FNX event in 1994 when Green Day played a free show at the Hatch Shell and 100,000 people showed and there was rioting and the city had to shut the show down. It was right after Green Day played Woodstock that year."

For Mindich, it was the period of time between Memorial Day and July 4 in 2006 when the station sold every minute of its advertising inventory for the six-week period to beverage maker Snapple, reportedly for \$2 million.

"Very few, if any other radio stations, are able or want to do things like 'FNX does," Mindich says. "Taking chances on bands or on something like the Snapple promotion, or doing an event that no one else will do, are the things that have made us special and allow us to have an impact. All of that translates into longevity and people continuing to care about this radio station." R&R

### WFNX Music Monitor

6 p.m., April 18

Cake, "Never There"  
The Raconteurs, "Salute Your Solution"  
Death Cab for Cutie, "Soul Meets Body"  
Pearl Jam, "I Got It"  
Kate Nash, "Foundations"  
Foo Fighters, "The Pretender"  
Sex Pistols, "Anarchy in the U.K."  
Vampire Weekend, "A-Punk"  
Radiohead, "House of Cards"  
The Smashing Pumpkins, "Today"  
AFI, "Miss Murder"  
Jimmy Eat World, "Big Casino"  
The Presidents of the United States of America, "Lump"

Source: Nielsen BDS



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► **NINE INCH NAILS** MAKE THEIR 16TH CHART APPEARANCE AND FIRST ON THEIR NEW IMPRINT, NULL, AS "DISCIPLINE" OPENS AT NO. 25 (UP 583 PLAYS). THE TRACK WAS MADE AVAILABLE APRIL 22 FOR FREE DOWNLOAD THROUGH THE GROUP'S WEB SITE.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	10	10	<b>SEETHER</b> RISE ABOVE THIS	NO. 1 (2 WKS)	WIND-UP	1664 +86	7.630 1
2	26	26	<b>PUDDLE OF MUDD</b> PSYCHO	FLAWLESS/GEFFEN/INTERSCOPE		1511 -47	6.370 5
3	19	2	<b>WEEZER</b> PORK AND BEANS	<b>MOST INCREASED PLAYS</b> DGC/GEFFEN/INTERSCOPE		1475 +684	6.833 4
4	3	14	<b>ATREYU</b> FALLING DOWN		HOLLYWOOD	1431 -14	4.692 9
5	7	4	<b>FLOBOTS</b> HANDLEBARS		UNIVERSAL REPUBLIC	1386 +258	7.189 2
6	4	5	<b>THE RACONTEURS</b> SALUTE YOUR SOLUTION		THIRD MAN/WARNER BROS.	1267 +15	4.635 10
7	5	10	<b>3 DOORS DOWN</b> IT'S NOT MY TIME		UNIVERSAL REPUBLIC	1175 -18	4.505 11
8	8	8	<b>LINKIN PARK</b> GIVEN UP		WARNER BROS.	1145 +34	5.274 7
9	6	6	<b>DEATH CAB FOR CUTIE</b> I WILL POSSESS YOUR HEART		ATLANTIC	1138 +81	5.149 8
10	6	30	<b>THE BRAVERY</b> BELIEVE		ISLAND/IDJMG	1117 -70	5.792 6
11	10	5	<b>DISTURBED</b> INSIDE THE FIRE		REPRISE	1087 +37	2.961 17
12	13	39	<b>FOO FIGHTERS</b> THE PRETENDER		ROSWELL/RCA/RMG	1002 +24	7.079 3
13	11	13	<b>PANIC AT THE DISCO</b> NINE IN THE AFTERNOON		DECAYDANCE/FUELED BY RAMEN/RRP	1001 -21	3.868 13
14	15	11	<b>10 YEARS</b> BEAUTIFUL		UNIVERSAL REPUBLIC	920 +48	3.081 16
15	21	4	<b>FOO FIGHTERS</b> LET IT DIE	<b>AIRPOWER</b>	ROSWELL/RCA/RMG	850 +177	3.85E 14
16	17	11	<b>APOCALYPTICA FEATURING COREY TAYLOR</b> I'M NOT JESUS		20-20 ENT./JIVE/ZOMBA	832 -15	2.558 19
17	18	13	<b>THEORY OF A DEADMAN</b> SO HAPPY		604/ROADRUNNER/RRP	809 +14	2.211 21
18	14	30	<b>LINKIN PARK</b> SHADOW OF THE DAY		WARNER BROS.	798 -82	3.735 15
19	16	14	<b>ASHES DIVIDE</b> THE STONE		ISLAND/IDJMG	786 -81	2.06C 22
20	12	27	<b>FOO FIGHTERS</b> LONG ROAD TO RUIN		ROSWELL/RCA/RMG	758 -225	2.627 18
21	23	19	<b>THREE DAYS GRACE</b> RIOT		JIVE/ZOMBA	670 +39	1.765 26
22	24	6	<b>SAVING ABEL</b> ADDICTED		SKIDDCO/VIRGIN/CAPITOL	664 +50	1.412 31
23	22	8	<b>PENNYWISE</b> THE WESTERN WORLD		MYSPEACE	620 -32	2.522 20
24	26	10	<b>MGMT</b> TIME TO PRETEND		COLUMBIA	609 +15	1.635 27
25	NEW	NEW	<b>NINE INCH NAILS</b> DISCIPLINE	<b>MOST ADDED</b>	THE NULL CORPORATION/RED	583 +583	4.102 12
26	28	6	<b>LUDO</b> LOVE ME DEAD		REDBIRD/SLAND/IDJMG	551 +40	1.772 25
27	27	11	<b>VAMPIRE WEEKEND</b> A-PUNK		XL/BEGGARS GROUP	535 -40	1.44E 29
28	30	14	<b>SIXX: A.M.</b> LIFE IS BEAUTIFUL		ELEVEN SEVEN	501 +56	2.05E 23
29	32	3	<b>AVENGED SEVENFOLD</b> AFTERLIFE		HOPELESS/WARNER BROS.	453 +56	0.95E 39
30	31	4	<b>FINGER ELEVEN</b> I'LL KEEP YOUR MEMORY VAGUE		WIND-UP	447 +17	2.04E 24
31	37	2	<b>SAFETYSUIT</b> SOMEONE LIKE YOU		UNIVERSAL MOTOWN	436 +80	1.160 35
32	33	4	<b>THE KOOKS</b> ALWAYS WHERE I NEED TO BE		ASTRALWERKS/CAPITOL	373 -8	0.975 38
33	34	12	<b>AGAINST ME!</b> STOP		SIRE/REPRISE	351 -8	0.74E -
34	29	11	<b>R.E.M.</b> SUPERNATURAL SUPERSERIOUS		WARNER BROS.	337 -158	0.979 37
35	38	2	<b>FLOGGING MOLLY</b> REQUIEM FOR A DYING SONG		SIDEDONDUMMY	311 -41	1.185 32
36	36	16	<b>SPOON</b> DON'T YOU EVAH		MERGE	296 -61	0.927 40
37	40	2	<b>RED</b> ALREADY OVER		ESSENTIAL/RED/EPIC	282 +6	0.666 -
38	NEW	NEW	<b>ALKALINE TRIO</b> HELP ME		EPIC	281 +141	0.55E -
39	39	13	<b>BUCKCHERRY</b> SORRY		ELEVEN SEVEN/ATLANTIC/RRP	277 -40	1.50E 28
40	NEW	NEW	<b>GAVIN ROSSDALE</b> LOVE REMAINS THE SAME		INTERSCOPE	251 +49	1.182 33

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>NINE INCH NAILS</b> Discipline (Null Corporation/RED) CIMX, KBZT, KCNL, KEDJ, KFMA, KITS, KJEE, KPNT, KQXR, KRZ, KROQ, KRQX, KRZQ, KTCL, KWOD, KXRR, KXTE, WBCN, WBTZ, WFNX, WHRL, WHTG, WKRK, WMFS, WNFZ, WRXZ, WXDX, XETRA	28
<b>COLDPLAY</b> Violet Hill (Capitol) CIMX, KBZT, KJEE, KNDD, KPNT, KQRA, KRZ, KROX, KRZQ, KXRR, Sirius Alt Nation, WBRU, WBTZ, WEQX, WFNX, WHTG, WROX, WWCD, XETRA, XM Ethel	20
<b>WEEZER</b> Pork And Beans (DGC/Geffen/Interscope) KHBZ, KMYZ, KTBZ, KXRR, WDYL, WEND, WFXH, WPBZ, WSWD, WZNE	10
<b>FOO FIGHTERS</b> Let It Die (Roswell/RCA/RMG) KFTE, KHBZ, KMYZ, WDYL, WPBZ, WROX, WRXZ	7
<b>CAROLINA LIAR</b> I'm Not Over (Atlantic) KCNL, KWOD, WPBZ	3
<b>DEATH CAB FOR CUTIE</b> I Will Possess Your Heart (Atlantic) KFTE, KQRA	2
<b>THE KOOKS</b> Always Where I Need To Be (Astralwerks/Capitol) KYSR, WSWD	2
<b>ALKALINE TRIO</b> Help Me (Epic) KHBZ, WARQ	2
<b>THE BLACK KEYS</b> Strange Times (Nonesuch/Warner Bros.) KRZ, WFNX	2
<b>THE TING TINGS</b> Great D.J. (Columbia) KITS, KRZ	2

### ADDED AT... KROX

Austin, TX  
PD: Lynn Barstow  
MD: Toby Ryan  
Nine Inch Nails, Discipline, 11  
Spoon, You Got Yr. Cherry Bomb, 3  
Coldplay, Violet Hill, D

FOR REPORTING STATIONS PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>THE WHIGS</b> Right Hand On My Heart (ATO/RED) TOTAL STATIONS: 21	213/8	<b>THE BLACK KEYS</b> Strange Times (Nonesuch/Warner Bros.) TOTAL STATIONS: 20	175/9
<b>FILTER</b> Soldiers Of Misfortune (Pulse) TOTAL STATIONS: 25	207/16	<b>KID ROCK</b> All Summer Long (Top Oog/Atlantic) TOTAL STATIONS: 18	174/6
<b>CAROLINA LIAR</b> I'm Not Over (Atlantic) TOTAL STATIONS: 27	205/75	<b>RADIOHEAD</b> House Of Cards (TBD/ATO) TOTAL STATIONS: 17	154/29
<b>PARAMORE</b> That's What You Get (Fueled By Ramen/RRP) TOTAL STATIONS: 17	184/41	<b>STORY OF THE YEAR</b> Wake Up (Epitaph) TOTAL STATIONS: 17	145/23
<b>TANTRIC</b> Down And Out (Silent Majority/LLG) TOTAL STATIONS: 21	183/21	<b>EVERLAST</b> Letters Home From The Garden Of Stone (Martyr) TOTAL STATIONS: 24	143/9

## MOST INCREASED PLAYS

+684	☆ <b>WEEZER</b> Pork And Beans (DGC/Geffen/Interscope) SIAN +41, WROX +29, KRAB +25, WLUM +24, KXTE +23, KNXX +21, WDYL +20, WZNE +19, KJEE +18, XETH +18
+583	☆ <b>NINE INCH NAILS</b> Discipline (The Null Corporation/RED) KITS +35, KXTE +33, KRZ +32, KRZQ +32, KROQ +31, KXRR +31, WKQX +31, CIMX +26, KNDD +24, WXNR +23
+258	☆ <b>FLOBOTS</b> Handlebars (Universal Republic) KNXX +25, KRAB +21, KRZQ +20, WRWK +16, WKRL +15, KEDJ +14, WROX +12, WTZR +12, WBTZ +11, WJXB +11
+177	☆ <b>FOO FIGHTERS</b> Let It Die (Roswell/RCA/RMG) WARQ +19, KNXX +17, KHBZ +14, WJXB +13, WDYL +13, KEDJ +12, KPNT +11, WGRD +10, XETH +9, WBTZ +9
+141	☆ <b>ALKALINE TRIO</b> Help Me (Epic) SIAN +47, WWCD +18, KWOD +13, WROX +11, WGRD +10, KRZ +9, WBTZ +8, KHBZ +8, WHTG +7, KROX +6

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► **TANTRIC** LANDS ITS HIGHEST CHART POSITION IN MORE THAN FOUR YEARS AS "DOWN AND OUT" JUMPS 24-21. THE SONG IS THE QUINTET'S BIGGEST HIT SINCE "HEY NOW" PEAKED AT NO. 9 IN MARCH 2004.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
2	5		<b>DISTURBED</b> INSIDE THE FIRE	NO. 1 (1 WK) REPRISE	1629 +84	5.545	1
2	1	14	<b>THEORY OF A DEADMAN</b> SO HAPPY	604/ROADRUNNER/RRP	1530 -20	4.553	3
3	3	11	<b>3 DOORS DOWN</b> IT'S NOT MY TIME	UNIVERSAL REPUBLIC	1447 -9	4.801	2
4	14		<b>ATREYU</b> FALLING DOWN	HOLLYWOOD	1380 +58	3.914	5
5	7	13	<b>SAVING ABEL</b> ADDICTED	SKIDDCO/VIRGIN/CAPITOL	1364 +141	3.834	7
5	10		<b>SEETHER</b> RISE ABOVE THIS	WIND-UP	1297 +34	3.892	6
7	8	12	<b>APOCALYPTICA FEATURING COREY TAYLOR</b> I'M NOT JESUS	20-20 ENT./JIVE/ZOMBA	1209 +23	3.135	9
8	6	30	<b>PUDDLE OF MUDD</b> PSYCHO	FLAWLESS/GEFFEN/INTERSCOPE	1110 -138	4.186	4
9	11	12	<b>10 YEARS</b> BEAUTIFUL	UNIVERSAL REPUBLIC	1054 +43	2.445	15
10	9	15	<b>ASHES DIVIDE</b> THE STONE	ISLAND/IDJMG	1044 -74	2.460	14
11	10	9	<b>LINKIN PARK</b> GIVEN UP	WARNER BROS.	1031 +25	3.214	8
12	12	27	<b>THREE DAYS GRACE</b> RIOT	JIVE/ZOMBA	954 +31	2.604	13
13	18	2	<b>MOTLEY CRUE</b> SAINTS OF LOS ANGELES	MOTLEY	865 +214	2.805	11
14	13	8	<b>AVENGED SEVENFOLD</b> AFTERLIFE	HOPELESS/WARNER BROS.	805 +33	1.850	17
15	16	36	<b>SEETHER</b> FAKE IT	WIND-UP	695 -6	2.802	12
16	14	42	<b>SIXX: A.M.</b> LIFE IS BEAUTIFUL	ELEVEN SEVEN	691 -63	2.807	10
17	20	20	<b>DROWNING POOL</b> ENEMY	ELEVEN SEVEN	620 +28	1.323	19
18	19	10	<b>SEVENDUST</b> PRODIGAL SON	AIRPOWER 78ROS/ASYLUM/ILG	619 +21	1.170	20
19	17	23	<b>AIRBOURNE</b> TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/RRP	607 -83	1.958	16
20	21	9	<b>RED</b> ALREADY OVER	ESSENTIAL/RED/EPIC	601 +23	0.995	23
21	24	10	<b>TANTRIC</b> DOWN AND OUT	SILENT MAJORITY/ILG	527 +78	1.002	22
22	23	6	<b>KID ROCK</b> ALL SUMMER LONG	TOP DOG/ATLANTIC	503 +17	1.482	18
23	34	2	<b>FIVE FINGER DEATH PUNCH</b> NEVER ENOUGH	FIRM	419 +164	1.022	21
24	25	11	<b>12 STONES</b> ANTHEM FOR THE UNDERDOG	WIND-UP	408 +4	0.497	33
25	26	5	<b>ANOTHER BLACK DAY</b> WICKED SOULS	BIELER BROS.	407 +29	0.516	32
26	22	15	<b>CHEVELLE</b> THE FAD	EPIC	359 -188	0.781	27
27	28	6	<b>FILTER</b> SOLDIERS OF MISFORTUNE	PULSE	357 +23	0.635	30
28	NEW		<b>FOO FIGHTERS</b> LET IT DIE	MOST INCREASED PLAYS ROSWELL/RCA/RMG	352 +230	0.796	26
29	27	11	<b>BLACK TIDE</b> SHOCKWAVE	INTERSCOPE	340 -24	0.727	28
30	33	3	<b>REV THEORY</b> HELL YEAH	VAN HOWES/MALOOF/INTERSCOPE	322 +55	0.802	25
31	32	7	<b>P.O.D.</b> ADDICTED	INO/COLUMBIA	307 +39	0.456	35
32	29	7	<b>SIXX: A.M.</b> PRAY FOR ME	ELEVEN SEVEN	298 -30	0.424	36
33	30	4	<b>THE RACONTEURS</b> SALUTE YOUR SOLUTION	THIRD MAN/WARNER BROS.	284 -6	0.833	24
34	37	3	<b>HURT</b> LODED	CAPITOL	260 +47	0.248	-
35	35	8	<b>THOUSAND FOOT KRUTCH</b> FALLS APART	TOOTH & NAIL	248 +1	0.276	-
36	38	7	<b>SKILLET</b> THE LAST NIGHT	ARDENT/SRE/ATLANTIC	191 -9	0.317	37
37	36	20	<b>BULLET FOR MY VALENTINE</b> SCREAM AIM FIRE	JIVE/ZOMBA	164 -70	0.236	-
38	31	12	<b>SERJ TANKIAN</b> SKY IS OVER	SERJICAL STRIKE/REPRISE	159 -113	0.225	-
39	NEW		<b>WEEZER</b> PORK AND BEANS	DGC/GEFFEN/INTERSCOPE	146 +81	0.489	34
40	NEW		<b>NINE INCH NAILS</b> DISCIPLINE	MOST ADDED THE NULL CORPORATION/RED	135 +135	0.698	29

## + MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>NINE INCH NAILS</b> Discipline (Null Corporation/RED) KHTQ, KISW, KXXR, WAAF, WCHZ, WKLQ, WLZX, WZOR, XM Squizz	9
<b>FIVE FINGER DEATH PUNCH</b> Never Enough (Firm) KDOT, KOMP, KXFX, WBSX, WKQZ, WTFX, WYBB	7
<b>FOO FIGHTERS</b> Let It Die (Roswell/RCA/RMG) WBUZ, WCCC, WJJO, WKQZ, WRTT, WWBN, WZMR	7
<b>ALTER BRIDGE</b> Before Tomorrow Comes (Universal Republic) KLAQ, KZRQ, WKQZ, WQXA, WRTT, WRUF, WZOR	7
<b>MOTLEY CRUE</b> Saints Of Los Angeles (Motley) KBPI, KNCN, KRXQ, WEDG, WRAT, WRXR	6
<b>POP EVIL</b> Hero (Pazzo/Jard Star) KHTQ, KXFX, WQXA, WTFX, WZOR, XM Squizz	6
<b>ENDEVERAFTER</b> Baby Baby Baby (Razor & Tie) KHTQ, KRXQ, KXFX, WJJO, WKLQ, WWBN	6
<b>WEEZER</b> Pork And Beans (DGC/Geffen/Interscope) KHTQ, KTEG, WBSX, WBUZ, WYBB	5
<b>THE RACONTEURS</b> Salute Your Solution (Third Man/Warner Bros.) KIOZ, KZRQ, WCHZ, WEDG	4
<b>BULLET FOR MY VALENTINE</b> Waking The Demon (Jive/Zomba) KUPD, KXFX, WBYR, WJJO	4

## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>KORN</b> Kiss (Virgin/Capitol) TOTAL STATIONS: 14	134/9	<b>BULLET FOR MY VALENTINE</b> Waking The Demon (Jive/Zomba) TOTAL STATIONS: 20	99/65
<b>SAFETYSUIT</b> Someone Like You (Universal Motown) TOTAL STATIONS: 15	133/2	<b>RISE AGAINST</b> The Good Left Undone (Geffen/Interscope) TOTAL STATIONS: 5	99/3
<b>ALTER BRIDGE</b> Before Tomorrow Comes (Universal Republic) TOTAL STATIONS: 21	127/68	<b>OPERATOR</b> Delicate (Atlantic) TOTAL STATIONS: 12	88/17
<b>POP EVIL</b> Hero (Pazzo/Jard Star) TOTAL STATIONS: 21	124/39	<b>SOILWORK</b> Exile (Nuclear Blast/Caroline/Capitol) TOTAL STATIONS: 10	83/4
<b>ANEW REVOLUTION</b> Done (Koch) TOTAL STATIONS: 30	112/8	<b>32 LEAVES</b> All Is Numb (Double Blind/Universal Republic) TOTAL STATIONS: 12	83/3

## ↑ MOST INCREASED PLAYS

+230	<b>FOO FIGHTERS</b> Let It Die (Roswell/RCA/RMG) KUPD +18, WRZK +18, KDOT +6, WYBB +16, KXXR +14, WRUF +13, WBUZ +11, KQRC +11, XSQU +11, KXFX +9
+214	<b>MOTLEY CRUE</b> Saints Of Los Angeles (Motley) WRXR +20, WCPR +15, WYYY +14, XSQU +14, WKQZ +13, KZRQ +12, WRZK +8, WWBN +8, WBSX +8, WZOR +8
+164	<b>FIVE FINGER DEATH PUNCH</b> Never Enough (Firm) WKLQ +11, KHTQ +11, XSQU +10, WRIF +9, WZMR +9, KDOT +9, WRXW +8, WWBN +8, WBSX +8, WZOR +8
+141	<b>SAVING ABEL</b> Addicted (Skiddco/Virgin/Capitol) WRXR +16, WCPR +11, WCHZ +10, KHTB +8, WBSX +7, WZMR +7, WTKX +7, KISW +6, WXTB +6, WRUF +6
+135	<b>NINE INCH NAILS</b> Discipline (The Null Corporation/RED) KXXR +28, WBSX +24, WAAF +15, KISW +14, WZOR +11, XSQU +10, WLZX +6, KOJE +4, SIOC +3, WCPR +3

**ADDED AT... WWBN**

Flint, MI  
PD: Brian Beddow  
APD/MD: Tony LaBrie  
Flobots, Handlebars, 9  
Endeverafter, Baby Baby Baby, 0  
Foo Fighters, Let It Die, 0

FOR REPORTING STATIONS' PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

FOR WEEK ENDING APRIL 27, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations. 61 active rock stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.



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► **KID ROCK** EARNs AIRPOWER STRIPES AS "ALL SUMMER LONG" JUMPS 19-16. THE DETROIT NATIVE HAS SCORED SIX CONSECUTIVE TOP 20 HITS AND EIGHT OVERALL.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	27	<b>PUDDLE OF MUDD</b> PSYCHO	NO. 1 (7 WKS) FLAWLESS/GEFFEN/INTERSCOPE	444 -23	1.555 1
2	2	10	<b>3 DOORS DOWN</b> IT'S NOT MY TIME	UNIVERSAL REPUBLIC	423 -13	1.339 2
3	3	43	<b>SIXX: A.M.</b> LIFE IS BEAUTIFUL	ELEVEN SEVEN	358 +4	1.248 3
4	4	14	<b>THEORY OF A DEADMAN</b> SO HAPPY	604/ROADRUNNER/RRP	322 -21	0.846 5
5	5	35	<b>SEETHER</b> FAKE IT	WIND-UP	284 -15	0.954 4
6	6	10	<b>SEETHER</b> RISE ABOVE THIS	WIND-UP	259 +13	0.621 8
7	8	5	<b>DISTURBED</b> INSIDE THE FIRE	REPRISE	222 +2	0.724 6
8	7	21	<b>FOO FIGHTERS</b> LONG ROAD TO RUIN	ROSWELL/RCA/RMG	222 -2	0.565 9
9	12	2	<b>MOTLEY CRUE</b> SAINTS OF LOS ANGELES	MOTLEY	212 +55	0.525 11
10	9	16	<b>THE BLACK CROWES</b> GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	194 -17	0.545 10
11	10	51	<b>THREE DAYS GRACE</b> NEVER TOO LATE	JIVE/ZOMBA	192 -4	0.705 7
12	11	12	<b>10 YEARS</b> BEAUTIFUL	UNIVERSAL REPUBLIC	162 -13	0.399 13
13	14	22	<b>AIRBOURNE</b> TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/RRP	152 +10	0.411 12
14	15	8	<b>SAVING ABEL</b> ADDICTED	SKIDCO/VIRGIN/CAPITOL	148 +16	0.255 18
15	13	7	<b>DEF LEPPARD FEATURING TIM MCGRAW</b> NINE LIVES	ISLAND/CURB/UME	143 -9	0.338 15
16	19	6	<b>KID ROCK</b> ALL SUMMER LONG	AIRPOWER TOP DOG/ATLANTIC	123 +24	0.226 20
17	13		<b>ASHES DIVIDE</b> THE STONE	ISLAND/IDJMG	123 -1	0.262 16
18	18		<b>BUCKCHERRY</b> SORRY	ELEVEN SEVEN/ATLANTIC/RRP	121 -9	0.344 14
18	10		<b>APOCALYPTICA FEATURING COREY TAYLOR</b> I'M NOT JESUS	2D-20 ENT./JIVE/ZOMBA	119 -1	0.215 21
20	21	8	<b>LINKIN PARK</b> GIVEN UP	AIRPOWER WARNER BROS.	107 +23	0.262 17
21	20	13	<b>THREE DAYS GRACE</b> RIOT	JIVE/ZOMBA	95 +6	0.197 22
22	24	9	<b>ATREYU</b> FALLING DOWN	HOLLYWOOD	85 +13	0.173 23
23	22	10	<b>R.E.M.</b> SUPERNATURAL SUPERSEPIOUS	WARNER BROS.	70 -14	0.145 25
24	25	6	<b>RUSH</b> WORKING THEM ANGELS	ANTHEM/ATLANTIC	66 -2	0.156 24
25	23	9	<b>BLACK TIDE</b> SHOCKWAVE	INTERSCOPE	61 -12	0.117 26
26	26	2	<b>REV THEORY</b> HELL YEAH	VAN HOWES/MALOOF/INTERSCOPE	45 +1	0.063 -
27	28	3	<b>TANTRIC</b> DOWN AND OUT	SILENT MAJORITY/ILG	35 +3	0.041 -
28	29	3	<b>SEVENDUST</b> PRODIGAL SON	7BROS/ASYLUM/ILG	32 0	0.036 -
29	RE-ENTRY		<b>RED</b> ALREADY OVER	ESSENTIAL/RED/EPIC	31 +1	0.035 -
30	NEW		<b>FOO FIGHTERS</b> LET IT DIE	ROSWELL/RCA/RMG	30 +25	0.082 28

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>MOTLEY CRUE</b> Saints Of Los Angeles (Motley) KCAL, KTUX, WRQK	3
<b>APOCALYPTICA FEAT. COREY TAYLOR</b> I'm Not Jesus (2D-20/Jive/Zomba) WMMS, WNOR	2
<b>LINKIN PARK</b> Given Up (Warner Bros.) WGIR, WNOR	2
<b>GAVIN ROSSDALE</b> Love Remains The Same (Interscope) WKLC, WJFX	2
<b>SEETHER</b> Rise Above This (Wind-up) WVRK	1
<b>ATREYU</b> Falling Down (Hollywood) WMMS	1
<b>FOO FIGHTERS</b> Let It Die (Roswell/RCA/RMG) WMMS	1
<b>AVENGED SEVENFOLD</b> Afterlife (Hopeless/Warner Bros.) WEBN	1
<b>FIVE FINGER DEATH PUNCH</b> Never Enough (Firm) KIOC	1

**ADDED AT... WNOR**  
Norfolk, VA  
PD: Harvey Kojan  
APD/MD: Sonja Morrell  
Linkin Park, Given Up, 8  
Apocalyptica Feat. Corey Taylor, I'm Not Jesus, 3  
FOR REPORTING STATIONS PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>AVENGED SEVENFOLD</b> Afterlife (Hopeless/Warner Bros.) TOTAL STATIONS: 9	30/8	<b>FILTER</b> Soldiers Of Misfortune (Pure) TOTAL STATIONS: 8	21/3
<b>OPERATOR</b> Delicate (Atlantic) TOTAL STATIONS: 2	23/2	<b>GAVIN ROSSDALE</b> Love Remains The Same (Interscope) TOTAL STATIONS: 2	19/7
<b>FIVE FINGER DEATH PUNCH</b> Never Enough (Firm) TOTAL STATIONS: 6	22/18	<b>SKILLET</b> The Last Night (Ardent/SRE/Atlantic) TOTAL STATIONS: 2	19/6

## MOST INCREASED PLAYS

+55	<b>MOTLEY CRUE</b> Saints Of Los Angeles (Motley) WNOR +13, WKLC +12, WRQK +8, WZZO +7, WXMM +6, KCAL +6, WJXQ +6, WVRK +6, WONE +4, WEBN +4
+25	<b>FOO FIGHTERS</b> Let It Die (Roswell/RCA/RMG) WMMS +8, WKLC +6, WJHA +4, KLUO +3, KAZR +1, KBER +1, KTUX +1, WHJY +1, WJXQ +1
+24	<b>KID ROCK</b> All Summer Long (Top Dog/Atlantic) WVRK +7, WGIR +6, WMMS +6, WONE +3, WKLC +3, KIOC +2, KTUX +2, WJFX +1, KBER +1
+23	<b>LINKIN PARK</b> Given Up (Warner Bros.) KIOC +7, WGIR +7, WXMM +7, WEBN +6, WMMS +6, WAQX +2, WNOR +1, WJFX +1
+18	<b>FIVE FINGER DEATH PUNCH</b> Never Enough (Firm) KIOC +10, WKLC +7, KAZR +1, KTUX +1, WHJY +1

## RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	<b>FINGER ELEVEN</b> PARALYZER (WIND-UP)		130 156	6	<b>AC/DC</b> BACK IN BLACK (LEGACY/EPIC)		105 94
2	<b>FOO FIGHTERS</b> THE PRETENDER (ROSWELL/RCA/RMG)		117 123	7	<b>OZZY OSBOURNE</b> I DON'T WANNA STOP (EPIC)		103 115
3	<b>NICKELBACK</b> ROCKSTAR (ROADRUNNER/RRP)		110 103	8	<b>PINK FLOYD</b> ANOTHER BRICK IN THE WALL (PART II) (COLUMBIA)		94 100
4	<b>HELLYEAH</b> ALCOHAULIN' ASS (EPIC)		109 120	9	<b>RUSH</b> TOM SAWYER (ANTHEM/MERCURY/UME)		92 86
5	<b>GUNS N' ROSES</b> SWEET CHILD O' MINE (Geffen/InterScope)		106 117	10	<b>PEARL JAM</b> EVEN FLOW (EPIC)		91 84

FOR WEEK ENDING APRIL 27, 2008  
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## ALTERNATIVE & ACTIVE REPORTERS

### ALTERNATIVE

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

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

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

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

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

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

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

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

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

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

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

**WKQX/Chicago, IL\***  
PD: Marc Young

**WSWD/Cincinnati, OH\***  
OM: Patti Marshall  
APD: Julie Evans

**WKRK/Cleveland, OH\***  
PD: Dominic Nardella

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

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

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

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

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

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

**KXNA/Fayetteville, AR**  
PD: Dave Jackson

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

**WGRD/Grand Rapids, MI\***  
PD: Jerry Tarriants

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

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

**KTBZ/Houston, TX\***  
PD/MD: Don Jantzen

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**WJRR/Orlando, FL\***  
PD: Rick Everett

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

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

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

**KNRK/Portland, OR\***  
PD: Mark Hamilton

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

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

**WDYL/Richmond, VA\***  
PD: Fisher

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

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

**WZNE/Rochester, NY\***  
PD/MD: Danni

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

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

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

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

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

**KCNL/San Jose, CA\***  
PD: Jeanene Calhoun

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

**Music Choice  
Alternative/Satellite**  
PD: Justin Prager  
MD: Gary Susaia

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

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

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

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

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

**KNCN/Corpus Christi, TX\***  
OM/PD: Paula Newell  
APD/MD: Monte Montana

**KBPI/Denver, CO\***  
PD: Willie B.  
APD/MD: Aaron "Dcuble A" Montell

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

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

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

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

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

**KMYZ/Tulsa, OK\***  
PD: Kenny Wall

**WWDC/Washington, DC\***  
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/AMD: Frank Pain

**WZMR/Albany, NY\***  
OM: Kevin Callahan  
PD: Nik Rivers

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

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

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

**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/PD: Jim Free  
APD/MD: Tim Boland

**WAAF/Boston, MA\***  
PD: Ron Vandy  
MD: Mistress Carrie

**WEDG/Buffalo, NY\***  
PD/MD: Evil Jim

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

**WRXR/Chattanooga, TN\***  
PD: Boner

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

**KRQR/Chico, CA**  
OM: Chad Perry  
PD: Neil Randall

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

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

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

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

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

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

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

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

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

**KZCD/Lawton, OK**  
PD: Don "Citter" Brown  
APD: J.C. "Kelso" Kellison

### CANADA ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	TW +/-
1	2	8	<b>SAM ROBERTS</b>	THEM KIDS	UNIVERSAL	472	+15
2	1	20	<b>QUEENS OF THE STONE AGE</b>	MAKE IT WIT CHU	REKORDS REKORDS/INTERSCOPE/UNIVERSAL	447	-31
3	3	20	<b>PUDDLE OF MUDD</b>	PSYCHO	FLAWLESS/GEFFEN/UNIVERSAL	440	+19
4	4	9	<b>3 DOORS DOWN</b>	IT'S NOT MY TIME	UNIVERSAL REPUBLIC/UNIVERSAL	433	+28
5	7	14	<b>THEORY OF A DEADMAN</b>	SO HAPPY	604/UNIVERSAL	379	-1
6	12	5	<b>THE RACONTEURS</b>	SALUTE YOUR SOLUTION	THIRD MAN/WARNER BROS./WARNER	328	+28
7	6	26	<b>AIRBOURNE</b>	TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/WARNER	328	-63
8	9	15	<b>AGAINST ME!</b>	STOP	SIRE/REPRISE/WARNER	302	-9
9	10	11	<b>R.E.M.</b>	SUPERNATURAL SUPERSERIOUS	WARNER BROS./WARNER	297	-7
10	5	25	<b>FOO FIGHTERS</b>	LONG ROAD TO RUIN	ROSWELL/RCA/SONY BMG	296	-98
11	13	9	<b>SEETHER</b>	RISE ABOVE THIS	WIND-UP	284	+9
12	8	22	<b>THE TREWS</b>	HOLD ME IN YOUR ARMS	THE BUMSTEAD/UNIVERSAL	275	-37
13	11	23	<b>STATE OF SHOCK</b>	HEARTS THAT BLEED	CORDOVA BAY	269	-33
14	23	2	<b>MOTLEY CRUE</b>	SAINTS OF LOS ANGELES	MOTLEY	237	+87
15	21	5	<b>FOO FIGHTERS</b>	LET IT DIE	ROSWELL/RCA/SONY BMG	237	+81
16	14	9	<b>GOB</b>	UNDERGROUND	AQUARIUS/EMI	227	-9
17	16	12	<b>RIDES AGAIN</b>	INFECTED	PUT IT ON/UNIVERSAL	205	+3
18	17	20	<b>AGE OF DAZE</b>	AFFLICTED	WIDEAWAKE	179	-11
19	19	34	<b>SEETHER</b>	FAKE IT	WIND-UP	169	-14
20	18	9	<b>ASHES DIVIDE</b>	THE STONE	ISLAND/UNIVERSAL	165	-21
21	15	14	<b>BUCKCHERRY</b>	SORRY	ELEVEN SEVEN/UNIVERSAL	163	-44
22	34	4	<b>FINGER ELEVEN</b>	TALKING TO THE WALLS	WIND-UP	161	+66
23	20	7	<b>THE ART OF DYING</b>	GET THROUGH THIS	THORNY BLEEDER/UNIVERSAL	152	-7
24	29	3	<b>KID ROCK</b>	ALL SUMMER LONG	TOP DOG/ATLANTIC/WARNER	147	+30
25	25	7	<b>APOCALYPTICA FEATURING COREY TAYLOR</b>	I'M NOT JESUS	2D-20 ENT./JIVE/SONY BMG	146	-1
26	48	2	<b>WEEZER</b>	PORK AND BEANS	DCC/GEFFEN/UNIVERSAL	144	+89
27	27	6	<b>LINKIN PARK</b>	GIVEN UP	WARNER BROS./WARNER	142	+21
28	32	6	<b>WINTERSLEEP</b>	OBLIVION	DEPENDENT/EMI	138	+28
29	26	26	<b>MATTHEW GOOD</b>	I'M A WINDOW	UNIVERSAL	123	-18
30	22	27	<b>LINKIN PARK</b>	SHADOW OF THE DAY	WARNER BROS./WARNER	119	-34

FOR WEEK ENDING APRIL 27, 2008

♦ indicates CanCon

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

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

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

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

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

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

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

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

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

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

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

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

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

**KZCD/Lawton, OK**  
PD: Don "Citter" Brown  
APD: J.C. "Kelso" Kellison

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

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

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

**KFMX/Lubbock, TX**  
OM/PD: Wes Nessmann

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

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

**KBRE/Merced, CA**  
PD/MD: Jason LaChance

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

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

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

**WCLG/Morgantown, WV**  
OM/PD: Jeff Miller

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

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

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

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

**WIXO/Peoria, IL**  
OM/PD: Matt Bahan

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

**WYSP/Philadelphia, PA\***  
PD: John Cook  
APD: Spike  
MD: Jeff Sottolano

**KUPD/Phoenix, AZ\***  
PD/MD: Larry McFeele

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

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

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

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

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

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

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

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

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





More than a radio station—a destination

## WMVY Celebrates 25 Years

John Schoenberger

[JSchoenberger@RadioandRecords.com](mailto:JSchoenberger@RadioandRecords.com)

Although WMVY (MVYRadio) serves Cape Cod, Mass., along with Newport, R.I., its identity is more closely aligned with the island it broadcasts from: Martha's Vineyard. That locale and the coastal area of Massachusetts have a sizable number of permanent residents, but during the summer months the population increases exponentially, offering the station an opportunity to reach many more people than it might otherwise. Add to that aggressive marketing with the station's Web site, [mvyradio.com](http://mvyradio.com), and you have a radio stalwart that draws fans from across the country and around the world.

This summer, WMVY celebrates its 25th year on the air. It offered an adult-oriented mix of music long before triple A was recognized by the radio industry as a format and continues to do so today.

Barbara Dacey has been with the station since 1985, starting as a part-time on-air talent, working her way up to PD. She now carries the lofty title of director of worldwide programming.

"The station is part of the Cape Cod market, but its uniqueness comes from the fact that we broadcast from Martha's Vineyard," she says. "That is where we get our personality and in spite of the fact that we originate out of such a small market—which could be viewed as limiting our

potential—the beauty and mystique of this area create the exact opposite opportunity for us."

The location and lifestyle may dictate the mind-set of the station, but the main reason people tune in is for the music. PD PJ Finn, who has been at the station for eight years, says it has never wavered far to the right or the left of its original mission: To bring the station's unique mix of rock, singer/songwriters, blues, roots and other styles to like-minded listeners who value artistry and welcome acts both familiar and new.

"Sure, musical trends come and go and tastes evolve, but the spirit of the way we present music in a human and conversational kind of way has

not changed," Finn says. They purposefully try to make it a friendly and accessible destination. And the fact that it has always been located in a cute little house adds much to its personality.

### Embracing New Ideas

Station Web sites have become a top priority for many broadcasters, and the folks at WMVY are trying out several novel ideas. As mentioned, Martha's Vineyard is a destination and the station has been able to incorporate that vibe online and use it a springboard to reach out to listeners beyond its coverage area. And it is aggressive about creating content and offering people much more than just a station stream.

For example, MVYRadio goes to such gatherings as

South by Southwest and the Newport Folk Festival to record live interviews and performances to share with listeners. The station is building an archive called the "On the Road" series. Dacey says it repurposes much of what it does on the air and creates programming exclusively for the Web site, including "Local MusiCafe."

"The whole endeavor is not a moneymaking proposition yet, but we have made great strides in that direction and I can foresee us crossing that boundary in the not-too-distant future," Dacey says.

The station has also borrowed from the public radio model by setting up a Friends of mvyradio nonprofit, where people can donate and become members. The nonprofit component is fairly unique for a commercial station.

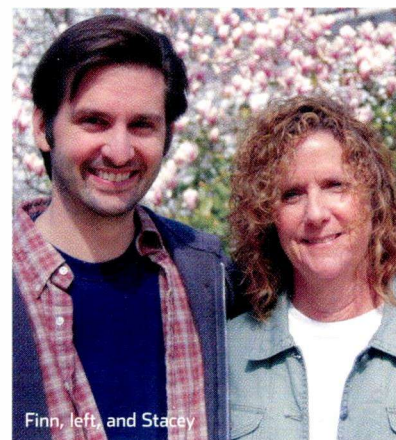
### Locally Minded

And with the local population soon to skyrocket, Finn says the station is gearing up for most of its annual shows and promotions. "We have a very full calendar this year. Because we are celebrating 25 years this summer, we will earmark a series of small shows to mark the event, one in Newport, one on the Cape and one on the Vineyard," he says.

Finn says the station is also in the planning stages to have many who have been involved with the station in the past come by the studios for a reunion visit.

Its broad reach notwithstanding, WMVY is truly the community radio outlet of the Vineyard. It airs PSAs and maintains a news staff to cover the local scene. There is also a weekly on-air feature called "Person of the Week," which spotlights individuals who are doing something noteworthy.

"Despite our ambitions for the Cape Cod market and beyond, we are not afraid to be a local radio station; in fact, we embrace it. Even people who just visit the Vineyard and then go home have an attachment to the station while they are here," Finn says.



Finn, left, and Stacey



### Music Monitor

1 p.m., April 21

- The Police,**  
"Synchronicity II"
- Amos Lee,** "Supply and Demand"
- Wheat,** "I Met a Girl"
- Allman Brothers Band,** "Soulshine"
- Steve Earle with Allison Moorer,** "Days Aren't Long Enough"
- Jeff Beck,** "Freeway Jam"
- Big Head Todd & the Monsters,** "It's Alright"
- Jennifer Clarke,** "Fall for You"
- Delbert McClinton,** "Gotta Get It Worked On"
- Dave Matthews,** "Save Me"
- Lizz Wright,** "My Heart"
- Sheryl Crow,** "A Change Would Do You Good"
- Jack Johnson,** "If I Had Eyes"

Source: WMVY station logs

R&R

### MVYRadio Timeline

- 1983:** WMVY starts broadcasting from Martha's Vineyard to the Cape. Jeff Damon serves as PD alongside owners Bob and Linda Forester.
- 1985:** Barbara Dacey is hired as a part-time DJ.
- 1993:** Dacey is promoted to PD.
- 1998:** Joe Gallagher and Aritaur Communications purchase WMVY; station begins streaming at [mvyradio.com](http://mvyradio.com).
- 2004:** MVYRadio begins broadcasting via a repeater to Newport, R.I.
- 2005:** The MVYRadio Web site is redesigned; streaming channels and "Local MusiCafe" added.

- 2005:** Dacey named director of worldwide programming; PJ Finn is appointed PD.
- 2005:** MVYRadio's first "On the Road" trip to Chicago, the beginning of online archives, which now feature 400-plus exclusive live performances and interviews.
- 2005:** "Fresh Produce, Vol. 1," a live in-studio CD, is released. The station is now on Vol. 5, with more than 50,000 copies distributed nationwide through the Coalition of Independent Music Stores.
- 2007:** Listener-supported Friends of MVYRadio is created.—JS



# R&R TRIPLE A

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► **MUDCRUTCH**, THE PRECURSOR TO TOM PETTY & THE HEARTBREAKERS, EARNS A TOP 10 AS "SCARE EASY" JUMPS 14-8 IN ITS FOURTH CHART WEEK. THE QUINTET'S SELF-TITLED ALBUM HIT STORES APRIL 29.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	2	12	<b>R.E.M.</b> SUPERNATURAL SUPERSERIOUS	ND. 1 (5 WKS) WARNER BROS.	499 -14	1.564	4
2	1	12	<b>COUNTING CROWS</b> YOU CAN'T COUNT ON ME	DGC/GEFFEN/INTERSCOPE	487 -29	1.628	1
3	4	5	<b>DEATH CAB FOR CUTIE</b> I WILL POSSESS YOUR HEART	ATLANTIC	480 +54	1.583	3
4	3	22	<b>JACK JOHNSON</b> IF I HAD EYES	BRUSHFIRE/UNIVERSAL REPUBLIC	439 -17	1.608	2
5	6	9	<b>JASON MRAZ</b> I'M YOURS	ATLANTIC/RRP	409 +28	1.158	6
6	5	9	<b>STEVE WINWOOD FEATURING ERIC CLAPTON</b> DIRTY CITY	COLUMBIA	396 -18	0.925	9
7	9	13	<b>THE B-52S</b> FUNPLEX	ASTRALWERKS/CAPITOL	315 +6	0.773	14
8	14	4	<b>MUDCRUTCH</b> SCARE EASY	REPRISE	301 +39	0.879	10
9	7	25	<b>INGRID MICHAELSON</b> THE WAY I AM	CABIN 24/ORIGINAL SIGNAL/RED	300 -52	1.132	7
10	11	11	<b>AUGUSTANA</b> SWEET AND LDW	EPIC	299 +19	0.866	11
11	13	7	<b>Yael NAIM</b> NEW SOUL	TOT OU TARD/ATLANTIC	282 +16	1.210	5
12	10	14	<b>THE BLACK CROWES</b> GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	281 -27	0.651	18
13	12	20	<b>SPOON</b> DON'T YOU EVAH	MERCE	272 -6	0.950	8
14	8	19	<b>SHERYL CROW</b> LOVE IS FREE	A&M/INTERSCOPE	272 -65	0.757	15
15	15	9	<b>VAN MORRISON</b> THAT'S ENTAINMENT	LDST HIGHWAY	251 -1	0.562	23
16	17	6	<b>JAKOB DYLAN</b> SOMETHING GOOD THIS WAY COMES	COLUMBIA	242 +9	0.665	17
17	16	8	<b>NEWTON FAULKNER</b> DREAM CATCH ME	AWARE/COLUMBIA	241 -10	0.629	20
18	19	7	<b>MATT NATHANSON</b> COME ON GET HIGHER	VANGUARD	220 +17	0.615	21
19	24	3	<b>NEEDTOBREATHE</b> MORE TIME	ATLANTIC	185 +25	0.286	-
20	20	18	<b>ONEREPUBLIC</b> STOP AND STARE	MOSLEY/INTERSCOPE	182 -6	0.503	25
21	22	9	<b>LANDON PIGG</b> FALLING IN LOVE AT A COFFEE SHOP	RCA/RMG	180 +7	0.813	12
22	NEW		<b>ALANIS MORISSETTE</b> UNDERNEATH	MOST INCREASED PLAYS MAVERICK/REPRISE	179 +86	0.804	13
23	25	6	<b>TRISTAN PRETTYMAN</b> MADLY	VIRGIN/CAPITOL	178 +19	0.341	-
24	23	3	<b>DUFFY</b> MERCY	MERCURY/IDJMG	169 +7	0.632	19
25	21	16	<b>THE SWELL SEASON (GLEN HANSARD &amp; MARKETTA IRGLOVA)</b> FALLING SLOWLY	CANVASBACK/COLUMBIA	166 -19	0.711	16
26	26	2	<b>FEIST</b> I FEEL IT ALL	CHERRYTREE/POLYDOR/INTERSCOPE	160 +8	0.320	-
27	30	2	<b>SARA BAREILLES</b> BOTTLE IT UP	EPIC	147 +28	0.394	30
28	27	14	<b>SHAWN MULLINS</b> ALL IN MY HEAD	VANGUARD	125 -22	0.301	-
29	28	4	<b>VAMPIRE WEEKEND</b> A-PUNK	XL/BEGGARS GROUP	122 -10	0.576	22
30	29	3	<b>MATT COSTA</b> MR. PITIFUL	BRUSHFIRE/UNIVERSAL REPUBLIC	111 -10	0.116	-

## +

### MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>AMOS LEE</b> Listen (Blue Note/Capitol) KCLV, KINK, KRSH, KRVB, WCLZ, WCOO, WNCS, WRLL, WTTS, WXRV	10
<b>MY MORNING JACKET</b> I'm Amazed (ATO/RED) KCLV, KGSR, Sirius Spectrum, WCOO, WXRT	5
<b>ELVIS COSTELLO &amp; THE IMPOSTERS</b> No Hiding Place (Lost Highway) KCLV, KRSH, Sirius Spectrum, WCLZ, WNCS	5
<b>DESOL</b> On My Way (Sazon) KCLV, KPRI, WCLZ, WNCS	4
<b>Yael NAIM</b> New Soul (Tot Ou Tard/Atlantic) KPRI, WMMM, WRLL	3
<b>GAVIN ROSSDALE</b> Love Remains The Same (Interscope) KPRI, WCLZ, WTTS	3
<b>RADIOHEAD</b> House Of Cards (TBD/ATO) KGSR, KINK, WNCS	3
<b>WILCO</b> Glad It's Over (NBC/Adrenaline) KBCC, KRSH, WXRV	3
<b>MASON JENNINGS</b> Fighter Girl (Brushfire/Universal Republic) KRSH, KXLY, XM Cafe	3

**ADDED AT...**  
**WTTS** 92.3wtts  
Indianapolis, IN  
PD: Brad Holtz  
APD/MD: Laura Duncan  
Amos Lee, Listen, 4  
Gavin Rossdale, Love Remains The Same, 0  
FOR REPORTING STATIONS PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

### NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>OLD 97'S</b> Dance With Me (New West) TOTAL STATIONS: 17	108/49	<b>LIFEHOUSE</b> Whatever It Takes (Geffen/Interscope) TOTAL STATIONS: 6	82/9
<b>THE RACONTEURS</b> Old Enough (Third Man/Warner Bros.) TOTAL STATIONS: 15	106/5	<b>KT TUNSTALL</b> Little Favours (Relentless/Virgin) TOTAL STATIONS: 12	67/15
<b>JACK JOHNSON</b> Hope (Brushfire/Universal Republic) TOTAL STATIONS: 9	104/30	<b>AIMEE MANN</b> Freeway (SuperEgo) TOTAL STATIONS: 12	66/30
<b>LINKIN PARK</b> Shadow Of The Day (Warner Bros.) TOTAL STATIONS: 5	100/9	<b>THE BRAVERY</b> Believe (Island/IDJMG) TOTAL STATIONS: 7	64/1
<b>GAVIN ROSSDALE</b> Love Remains The Same (Interscope) TOTAL STATIONS: 12	98/20	<b>KATHLEEN EDWARDS</b> The Cheapest Key (Zoe/Rounder) TOTAL STATIONS: 9	63/5

### ↑

### MOST INCREASED PLAYS

+86	<b>ALANIS MORISSETTE</b> Underneath (Maverick/Reprise) KRVB +20, WTTS +18, KTCZ +8, KMTT +6, KPFL +6, WZEW +6, WXRV +5, KBCC +5, KINK +4, KXLY +3
+54	<b>DEATH CAB FOR CUTIE</b> I Will Possess Your Heart (Atlantic) WTTS +12, WRNX +10, WCOO +8, KRVB +8, WCLZ +6, WRLL +5, WZEW +4, KBCC +3, KPFL +3, WMMM +2
+50	<b>AMOS LEE</b> Listen (Blue Note/Capitol) KINK +13, XMCF +10, WXRV +5, KRSH +4, WCLZ +4, WTTS +3, KCLV +3, KPRI +3, KPFL +2, KBCC +2
+49	<b>OLD 97'S</b> Dance With Me (New West) WCOO +12, WRNR +7, WXRV +6, WNCS +6, XMCF +5, WXRV +4, KTHX +3, KRSH +2, KINK +2, KRVB +2
+47	<b>MY MORNING JACKET</b> I'm Amazed (ATO/RED) WRNR +5, KGSR +5, WXRV +9, KRSH +3, XMCF +3, KCLV +2, CDR +1, KBCC +1, KFOG +1, KRVB +1

FOR WEEK ENDING APRIL 27, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
29 triple A stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 51 reporters.  
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### RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS		THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	
		TW	LW			TW	LW
1	<b>MIKE DOUGHTY</b> 7 JENNIFERS (ATO/RED)	195	208	6	<b>ROBERT PLANT / ALISON KRAUSS</b> GONE, GONE, GONE (DONE MOVED ON) (ROUNDER)	123	127
2	<b>SARA BAREILLES</b> LOVE SONG (EPIC)	186	198	7	<b>BRUCE SPRINGSTEEN</b> GIRLS IN THEIR SUMMER CLOTHES (COLUMBIA)	118	115
3	<b>EDDIE VEDDER</b> HARD SUN (MONKEY WRENCH/J/RMG)	173	174	8	<b>BRANDI CARLILE</b> TURPENTINE (COLUMBIA)	118	124
4	<b>DAVID GRAY</b> YOU'RE THE WORLD TO ME (ATO/RED)	147	179	9	<b>GOMEZ</b> SEE THE WORLD (ATO/RED)	110	109
5	<b>SNOW PATROL</b> SHUT YOUR EYES (POLYDOR/A&M/INTERSCOPE)	138	126	10	<b>MAT KEARNEY</b> BREATHE IN BREATHE OUT (HOLLYWOOD/AWARE/COLUMBIA)	104	97

# Laurie Larson

## "A Striking Resemblance"

### GOING FOR ADS 5/5

[www.laurielarson.com](http://www.laurielarson.com)



# R&R TRIPLE A/ AMERICANA

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► **DEATH CAB FOR CUTIE'S** "I WILL POSSESS YOUR HEART" TAKES OVER THE TRIPLE A INDICATOR TOP SPOT, ENDING THE SIX-WEEK REIGN OF R.E.M.'S "SUPERNATURAL SUPERSERIOUS."

THIS WEEK	LAST WEEK	WEEKS ON CHART	TRIPLE A INDICATOR		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	2	5	<b>DEATH CAB FOR CUTIE</b> I WILL POSSESS YOUR HEART	ATLANTIC	641	+55
2	1	11	<b>R.E.M.</b> SUPERNATURAL SUPERSERIOUS	WARNER BROS.	574	-67
3	4	6	<b>JAKOB DYLAN</b> SOMETHING GOOD THIS WAY COMES	COLUMBIA	493	+21
4	3	11	<b>COUNTING CROWS</b> YOU CAN'T COUNT ON ME	DGC/GEFFEN/INTERSCOPE	484	-36
5	5	9	<b>STEVE WINWOOD FEAT. ERIC CLAPTON</b> DIRTY CITY	COLUMBIA	440	-5
6	9	8	<b>JASON MRAZ</b> I'M YOURS	ATLANTIC/RRP	416	+4
7	7	9	<b>VAN MORRISON</b> THAT'S ENTRAINMENT	LOST HIGHWAY	398	-33
8	6	19	<b>JACK JOHNSON</b> IF I HAD EYES	BRUSHFIRE/UNIVERSAL REPUBLIC	385	-47
9	11	3	<b>MUDCRUTCH</b> SCARE EASY	REPRISE	361	+41
10	8	12	<b>THE BLACK CROWES</b> GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	352	-63
11	21	2	<b>OLD 97'S</b> DANCE WITH ME	NEW WEST	337	+100
12	10	12	<b>THE B-52S</b> FUNPLEX	ASTRALWERKS/CAPITOL	327	-43
13	14	7	<b>AUGUSTANA</b> SWEET AND LOW	EPIC	298	0
14	12	5	<b>JACKIE GREENE</b> SHAKEN	429/SLG	294	-16
15	13	5	<b>THE KOOKS</b> ALWAYS WHERE I NEED TO BE	ASTRALWERKS/CAPITOL	293	-7
16	15	12	<b>KATHLEEN EDWARDS</b> THE CHEAPEST KEY	ZOE/ROUNDER	262	-30
17	17	6	<b>Yael Naim</b> NEW SOUL	TOT OU TARD/ATLANTIC	260	-14
18	16	11	<b>TRISTAN PRETTYMAN</b> MADLY	VIRGIN/CAPITOL	250	-24
19	29	2	<b>CAT EMPIRE</b> SO MANY NIGHTS	VELOUR	246	+57
20	28	2	<b>DUFFY</b> MERCY	MERCURY/IDJMG	236	+46
21	19	5	<b>NEWTON FAULKNER</b> DREAM CATCH ME	AWARE/COLUMBIA	233	-32
22	22	5	<b>JIM WHITE</b> CRASH INTO THE SUN	LIJAKA BOP	225	-5
23	23	3	<b>THE BRAVERY</b> BELIEVE	ISLAND/IDJMG	219	-2
24	18	15	<b>SHERYL CROW</b> LOVE IS FREE	A&M/INTERSCOPE	216	-56
25	25	2	<b>KT TUNSTALL</b> LITTLE FAVOURS	RELENTLESS/VIRGIN	209	+7
26	<b>NEW</b>		<b>MATT NATHANSON</b> COME ON GET HIGHER	VANGUARD	189	+36
27	20	8	<b>WIDESPREAD PANIC</b> BOOM BOOM BOOM	WIDESPREAD	189	-51
28	<b>NEW</b>		<b>DAVE BARNES</b> UNTIL YOU	RAZOR & TIE	183	+14
29	24	4	<b>BACK DOOR SLAM</b> IT'LL ALL COME AROUND	BLIX STREET	183	-26
30	30	3	<b>VAMPIRE WEEKEND</b> A-PUNK	XL/BEGGARS GROUP	182	-4

THIS WEEK	LAST WEEK	WEEKS ON CHART	AMERICANA		PLAYS		CUMULATIVE
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-	
1	1		<b>JAMES MCMURTRY</b> JUST US KIDS	LIGHTNING ROD	577	+27	2978
2	3		<b>HAYES CARLL</b> TROUBLE IN MIND	LOST HIGHWAY	476	+95	1272
3	2		<b>PAUL THORN</b> A LONG WAY FROM TUPELO	PERPETUAL OBSCURITY	398	+1	4640
4	5		<b>VAN MORRISON</b> KEEP IT SIMPLE	LOST HIGHWAY	378	+20	1706
5	6		<b>KATHLEEN EDWARDS</b> ASKING FOR FLOWERS	ZOE/ROUNDER	346	+12	2409
6	4		<b>TIFT MERRITT</b> ANOTHER COUNTRY	FANTASY/CMG	339	-25	6305
7	8		<b>THE WAIFS</b> SUNDIRT WATER	COMPASS	296	-7	2286
8	12		<b>THE WAYBACKS</b> LOADED	COMPASS	293	+24	1535
9	10		<b>RYAN BINGHAM</b> Mescalito	LOST HIGHWAY	278	+3	7831
10	13		<b>TIM O'BRIEN</b> CHAMELEON	PROPER AMERICAN	274	+20	1450
11	7		<b>THE STEELDRIVERS</b> THE STEELDRIVERS	ROUNDER	269	-34	3548
12	11		<b>BODEANS</b> STILL	RESOLUTION	267	-3	2881
13	15		<b>KATHY MATTEA</b> COAL	CAPTAIN POTATO/THIRTY TIGERS	261	+19	1740
14	14		<b>JIM LAUDERDALE &amp; THE DREAM PLAYERS</b> HONEY SONGS	YEP ROC	256	+8	2295
15	20		<b>SOUTH AUSTIN JUG BAND</b> STRANGE INVITATION	JANK JANKINS	253	+35	1923
16	9		<b>DRIVE-BY TRUCKERS</b> BRIGHTER THAN CREATION'S DARK	NEW WEST	249	-30	4491
17	16		<b>BELLEVILLE OUTFIT</b> WANDERIN'	INDEPENDENT	246	+7	2289
18	18		<b>CHATHAM COUNTY LINE</b> IV	YEP ROC	235	+6	1540
19	23		<b>DOC MARSHALLS</b> HONEST FOR ONCE	INDEPENDENT	209	+15	1295
20	19		<b>ALLISON MOORER</b> MOCKINGBIRD	NEW LINE	204	-23	3382
21	22		<b>GARY LOURIS</b> VAGABONDS	RYKODISC	203	+7	2485
22	24		<b>MARCIA BALL</b> PEACE, LOVE & BBQ	ALLIGATOR	199	+21	601
23	26		<b>CAROLYN WONDERLAND</b> MISS UNDERSTOOD	BISMEALUX	193	+20	2160
24	17		<b>WILLIE NELSON</b> MOMENT OF FOREVER	LOST HIGHWAY	187	-44	4529
25	27		<b>JACKIE GREENE</b> GIVING UP THE GHOST	429/SLG	182	+11	955
26	38		<b>THE WOOD BROTHERS</b> LOADED	BLUE NOTE/CAPITOL	181	+30	710
27	21		<b>MANDO SAENZ</b> BUCKET	CARNIVAL	178	-25	3879
28	25		<b>WILL HOGE</b> DRAW THE CURTAINS	RYKODISC	163	-10	5131
29	29		<b>BUZZ CASON</b> HATS OFF TO HANK	PALO DURO	161	-3	1572
30	33		<b>STEVE EARLE</b> WASHINGTON SQUARE SERENADE	NEW WEST	158	+2	14346

**MOST ADDED**

<b>AMOS LEE</b> 26 Listen (Blue Note/Capitol) DMX Folk Rock, KCLC, KDBB, KFMU, KLRR, KMTN, KOHO, KPIG, KPND, KSPN, KSUT, KTAO, KTBG, KUT, Music Choice Adult Alternative, WCBE, WDST, WFUV, WFPK, WFUV, WRSI, WTMD, WTYD, WUIN, WVOD, XM The Loft	<b>ELVIS COSTELLO &amp; THE IMPOSTERS</b> 14 No Hiding Place (Lost Highway) KCMP, KPND, WBJB, WDST, WEHM, WEXT, WFPK, WFUV, WKZE, WNRN, WTYD, WXPX, WXPX, WYEP	<b>DMX</b> Folk Rock, KCLC, KLRR, KNBA, KPND, KROK, KTAO, KTBG, KUT, WFUV, WYEP	<b>MY MORNING JACKET</b> 8 I'm Amazed (ATO/RED) KTBG, WBJB, WEXT, WFPK, WFUV, WTMD, WUIN, WXPX
	<b>WILCO</b> 11 Glad It's Over (NBC/Adrenaline)	<b>DESOL</b> 10 On My Way (Sazon) KBAC, KDBB, KFMU, KMTN, KPND, KROK, KTAO, KYSL, WJCU, WOCM	

FCR WEEK ENDING APRIL 27, 2008

**MOST ADDED**

<b>OLD 97'S</b> 19 Blame It On Gravity (New West)	<b>MOTHER TRUCKERS</b> 9 Let's All Go To Bed (Funzalo)	<b>ALEJANDRO ESCOVEDO</b> 8 Real Animal (Manhattan/Capitol)	<b>THE WILDERS</b> 7 Someone's Got To Pay (Free Dirt)
<b>PETER COOPER</b> 12 Mission Door (Red Beet)	<b>ADAM CARROLL</b> 8 Old Town Rock N Roll (Down Hole)	<b>JEB LOY NICHOLS</b> 8 Days Are Mighty (Compass)	

FOR WEEK ENDING APRIL 27, 2008

The Americana chart represents the reported play of terrestrial radio stations, nationally syndicated radio shows, satellite radio and internet stations that have agreed to submit weekly spin counts. For more information please visit [www.americanamusic.org](http://www.americanamusic.org). © 2008 Americana Music Association.

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Arbitron VP Rich Tunkel addresses broadcaster concerns

## Spanish-Language Radio In A PPM World

Jackie Madrigal

JMadrigal@RadioandRecords.com

**C**ome September, the industry will have a clearer picture of how Spanish-language stations perform under electronic audience measurement. That's when Arbitron's PPM ratings service is set for commercialization in New York, radio's No. 1 market, and Los Angeles, the top Hispanic market. Based on what they've seen in pre-currency PPM ratings so far, few Hispanic broadcasters have a bright outlook. ■ In R&R's April 18 Latin column, Spanish Broadcasting System/New York VP/market manager Frank Flores voiced dissatisfaction over PPM ratings for the stations he oversees: tropical WSKQ (Mega) and Latin pop WPAT (Amor). In the Q&A that follows, Arbitron VP of national group services Rich Tunkel addresses some of the PPM concerns voiced by Spanish-language broadcasters.

### How reliable are PPM samples among 18- to 34-year-olds?

Extensive analysis of estimate reliability showed that the PPM estimate on a monthly basis produces a number with the reliability that you get out of a three-month diary survey. For example, in New York in the 18-34 demo, 1,068 different adults participated in PPM over the course of February with 697 meters collecting data on an average day. In comparison, in the fall '07 [diary] report there were 2,477 total different adults filling out diaries and 206 diaries in the market on the average day.

### What are you doing to improve PPM compliance in 18-34?

Everyone thinks of the meter as an inanimate black object, but for a participant it becomes a means of collecting points as part of an incentive plan. We give them a reason to become part of their lives and it becomes much more significant to them. Also the fact that they know their data will contribute to decisions the media makes about what is offered to them. We also have a panel management team that looks at the data every day and will call the household to coach them on ways to improve their performance.

### Why are Spanish-language station ratings lower with the PPM than they were with the diary?

Most Spanish-language stations derive a disproportionate amount of their ratings from TSL, that's why their ratings go down with PPM. There are not a lot of heavy TSL listeners when you measure electronically, the way there are when you measure in paper and pencil. Also, Spanish-language stations have done a great job at maxing the cume in the diary, so they don't see the uplift that general-market stations see when they go to PPM.

### Is the PPM's emphasis on cume leading to lower Hispanic radio ratings?

Population will always drive the ratings. The question will be what do people use Spanish-language radio to achieve? As long as the advertiser believes in reaching the Hispanic population and in the value of that consumer, then Spanish-language radio has nothing to worry about. If you look at the Hispanic rankers, you see that you cannot deliver to Hispanics in Houston or New York—especially Spanish-dominant Hispanics—without considering Spanish-language stations. The same reason an advertiser would use to reach Hispanics in the diary is the same exact reason [Spanish-language stations] will come to the top of the list as the best choices in PPM.

The fear that people are having is when they look at a general-market ranker, Spanish-language stations go through some of the biggest conver-

**'You cannot deliver to Hispanics in Houston or New York—especially Spanish-dominant Hispanics—without considering Spanish-language stations.'**

—Rich Tunkel

### Proportionality Scorecard

Proportionality measures how well Arbitron's ratings samples match the demographics of a market. An index of 100 means the demo's in-tab sample representation is equally proportional to its makeup in the market population. Here's how Arbitron's PPM proportionality indices stacked up in five markets in February.

Market	Hispanic 6+ 18-34	
Houston	99	95
Philadelphia	66	59
Los Angeles	101	77
Chicago	98	85
Riverside	94	78
New York*	110	86

\*Reflects nonembedded portion of market only

Source: Arbitron

sion factors. Where they had a 3 share in the diary, they are going to have a 1.5 in PPM. Initially it's hard to accept, but that 1.5 in a PPM world is a good place for a station to be, it's an effective number. Yes, a station may now deliver 60 ratings points where it used to deliver 100 but the advertiser will get for 60 points everything it used to get for 100.

### What are you doing to educate advertisers about conversion numbers from diary to PPM?

PPM doesn't lend itself to sound bites very well. It's something that requires a dialogue between the advertiser and the broadcaster. We have a division that is focused almost 100% on training agencies on the conversion factor. Arbitron can let them know about what has changed in their playing field, but then they have to conduct the negotiations with the broadcasters.

### How do you address involuntary exposure to a station for long periods of time, at work for example?

How do we know whether or not [AC] WLTW (Lite FM)/New York is now becoming a core station for Hispanics when it wouldn't be in the diary? To some degree we don't know because we are only measuring exposure. But I understand that people may or may not be attuned to what they are exposed to, and you can get to that by looking at a station's audience composition, because it hasn't changed a great deal. You still see, on an average quarter-hour basis, that the core and profile of each station is very intuitive. That's one reason I don't think that's happening. And when you narrow down the demo to Hispanic- and Spanish-dominant, you don't see WLTW as a logical choice.

### Will Spanish-language radio's growth be stunted, if the PPM picks up more involuntary exposure to English-language stations?

We did an analysis where we looked at people's in-home listening versus their out-of-home listening and that audience. We found that there isn't a great deal of incidental exposure that was skewing the ratings. The vast majority of radio listening is personal, which is proven by the fact that when they leave the home they are listening to the same radio choice as when they were at home.

### Can Arbitron guarantee that Hispanics will commit to consistently carrying their meters?

Hispanics, especially [those who are] Spanish-dominant, are among the better compliers in the PPM panels. Compliance [the percentage of panelists who carry their meter on an average day] among Spanish-dominant persons 6+ is among the best in the market at 86%, and far above our target of 75%. The general-market 6+ compliance is 79%. **R&R**



Tunkel



# R&R REGIONAL MEXICAN

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► **INTOCABLE** DEBUTS AT NO. 35 WITH "TU ADIOS NO MATA," THE FIRST SINGLE FROM ACT'S 12TH ALBUM "2C," DUE JUNE 10. THE SONG SCORES MOST INCREASED PLAYS WITH 405 SPINS OUT OF THE BOX AND OPENS AT NO. 1 ON THE AUDIENCE-BASED RANKING.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	28		<b>LA ARROLLADORA BANDA EL LIMON</b> SOBRE MIS PIES	NO. 1 (20 WKS) DISA/EDIMONSA	1177 -133	7.357 3
2	4	14	<b>VICENTE FERNANDEZ</b> LA DERROTA	SONY BMG NORTE	1143 -28	7.295 4
3	2	16	<b>CONJUNTO PRIMAVERA</b> TE LLORE	FONOVISA	1133 -116	7.423 2
4	3	22	<b>EL CHAPO DE SINALOA</b> SI TE AGARRAN LAS GANAS (CIERRA LOS OJOS)	DISA	1121 -109	6.459 8
5	5	15	<b>LOS CREADORES DEL PASITO DURANGUENSE DE ALFREDO RAMIREZ</b> POR QUIEN ME DEJAS	DISA/EDIMONSA	1033 -97	6.092 10
6	6	10	<b>BANDA EL RECODO</b> TOMAME O DEJAME	FONOVISA	990 -9	6.301 9
7	8	23	<b>EL POTRO DE SINALOA</b> EL VASO DERRAMA	MACHETE	962 -30	7.098 5
8	7	11	<b>DIANA REYES</b> ME MUERO	DBC	939 -56	4.735 18
9	15	9	<b>LOS DAREYES DE LA SIERRA</b> HASTA EL DIA DE HOY	DISA	899 +147	6.904 6
10	9	22	<b>PATRULLA 81</b> TE QUIERO MUCHO	DISA	893 -68	4.960 15
11	10	9	<b>JENNI RIVERA</b> INDIVIDUAL	FONOVISA	878 -8	4.814 17
12	12	14	<b>LOS TIGRES DEL NORTE</b> RUMBO AL SUR	FONOVISA	792 -56	5.583 13
13	11	27	<b>K-PAZ WITH FRANCO DE VITA</b> UN BUEN PERDEDOR	DISA/EDIMONSA	757 -107	5.990 11
14	20	6	<b>PALOMO</b> SUFRIRAS	DISA	740 +93	2.895 27
15	19	13	<b>GERMAN MONTERO</b> AMANTES ESCONDIDOS	UNIVISION	730 +45	6.743 7
16	21	7	<b>LOS HOROSCOPOS DE DURANGO</b> TE AMO	AIRPOWER UNIVISION	713 +87	5.840 12
17	14	18	<b>GRUPO MONTEZ DE DURANGO</b> COMO EN LOS BUENOS TIEMPOS	DISA	693 -63	4.247 20
18	13	12	<b>LOS INQUIETOS DEL NORTE</b> AMOR MORTAL	EAGLE	687 -95	3.976 21
19	17	26	<b>ALACRANES MUSICAL</b> SIN TU AMOR	UNIVISION	681 -7	5.111 14
20	18	14	<b>PONZONA MUSICAL</b> TAL VEZ	ASL	627 -60	3.253 24
21	22	6	<b>LUPILLO RIVERA</b> DE QUE ME PRESUMES	ASL	616 -7	3.889 22
22	16	36	<b>VICENTE FERNANDEZ</b> ESTOS CELOS	SONY BMG NORTE	579 -139	4.833 16
23	24	13	<b>JOAN SEBASTIAN</b> PIENSO EN TI	MUSART/BALBOA	567 -17	2.000 35
24	36	2	<b>LOS RIELEROS DEL NORTE</b> A PUNTO DE LLORAR	FONOVISA	560 +137	3.841 23
25	26	10	<b>ALIADOS DE LA SIERRA</b> TE AMO	ASL	543 +3	3.191 25
26	23	41	<b>FIDEL RUEDA</b> PAZ EN ESTE AMOR	MACHETE	528 -76	4.326 19
27	28	2	<b>BANDA MACHOS</b> EL PROXIMO TONTO	SONY BMG NORTE	489 +14	2.860 28
28	29	9	<b>CARDENALES DE NUEVO LEON Y DINORA</b> FLOR DE LAS FLORES	ASL	480 +9	3.188 26
29	30	7	<b>FORASTEROS DE SAN LUIS</b> DONDE ESTA MAMA	DISA	456 -7	2.199 33
30	37	3	<b>EL GUERO Y SU BANDA CENTENARIO</b> ANTES	A.R.C.	449 +38	1.057 -
31	27	15	<b>LA AUTENTICA DE JEREZ</b> LA RATA FLACA	VIVA	446 -78	2.254 31
32	34	5	<b>LINDEROS DEL NORTE</b> VUELVE AMOR	A.R.C.	430 -4	0.794 -
33	31	6	<b>MARCO ANTONIO SOLIS</b> TE VOY A ESPERAR	FONOVISA	428 -33	1.779 40
34	38	4	<b>LOS TIGRES DEL NORTE</b> EL HIJO DEL PUEBLO	FONOVISA	420 +38	1.200 -
35	NEW		<b>INTOCABLE</b> TU ADIOS NO MATA	EMI TELEVISION	405 +405	7.451 1
36	32	6	<b>LOS HEREDEROS DE NUEVO LEON</b> TRES VUELTAS	SERCA	404 -47	1.569 -
37	39	14	<b>VAGON CHICANO</b> COMO ARRANCARTE	ASL	401 +39	2.302 30
38	35	13	<b>ALEGRES DE LA SIERRA</b> ESTA VEZ SIN MENTIRAS	VIVA	390 -39	1.801 38
39	NEW		<b>LOS TUCANES DE TIJUANA</b> QUE TE PERDONE TU MADRE	UNIVISION	377 +45	1.709 -
40	40	2	<b>LA AUTORIDAD DE LA SIERRA</b> TODO CAMBIO	DISA	376 +41	1.614 -

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>INTOCABLE</b> Tu Adios No Mata (EMI Televisa) KES, KHOT, KISF, KJFA, KKPS, KLEY, KLHB, KLVN, KOND, KSCA, KSOL, KXPK, WQBU	13
<b>LOS RIELEROS DEL NORTE</b> A Punto De Llorar (Fonovisa) KCMT, KIST, KLVN, KLVQ, KSTN, KTTA, KWIZ, WOJO	8
<b>TEMOH GONZALEZ</b> A Pasos De Gigante (Disa) KHHL, KISF, KOND, KRAY, KSOL, WEDJ	6
<b>LUPILLO RIVERA</b> De Que Me Presumes (ASL) KJFA, KLVN, KSOL, KXPD, KXTS	5
<b>SERGIO VEGA</b> Mi Buen Amante (Sony BMG Norte) KCMT, KIST, KWIZ, WLEY, WYMY	5
<b>CUISILLOS</b> Vive Y Dejame Vivir (Musart/Balboa) KBUE, KLAX, KRAY, KXLM, KXSB	5
<b>GRUPO EXTERMINADOR</b> Borracho Y Desgraciado (Fonovisa) KMYX, KRAY, KXLM, XOCL	4
<b>LA ORIGINAL BANDA EL LIMON</b> Sin Pensar Yo Te Engane (DBC) KOUT, KRAY, KSTN, KWEI	4
<b>JENNI RIVERA</b> Indivisible (Fonovisa) KTJM, WBZY, XHNZ	3
<b>DAREYES DE LA SIERRA</b> Hasta El Dia De Hoy (Disa) KDXX, K-HL, KWIZ	3

**ADDED AT...**  
**KLVO**  
Albuquerque, NM  
PD/MD: Rene Leon  
Los Tigres Del Norte, El Hijo Del Pueblo, 12  
Los Rieleros Del Norte, A Punto De Llorar, 11  
Banda Jerez, La Iguana, 10  
Conjunto Primavera, La Gran Senora, 10

FOR REPORTING STATIONS PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

### NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>LA APUESTA</b> Por Ti (Serca) TOTAL STATIONS: 21	331/32	<b>LOS INVASORES DE NUEVO LEON</b> Decias Que No (Serca) TOTAL STATIONS: 12	238/13
<b>CONJUNTO PRIMAVERA</b> La Gran Senora (Fonovisa) TOTAL STATIONS: 22	323/25	<b>TEMOH GONZALEZ</b> A Pasos De Gigante (Disa) TOTAL STATIONS: 24	231/76
<b>CUISILLOS</b> Vive Y Dejame Vivir (Musart/Balboa) TOTAL STATIONS: 21	254/162	<b>CONJUNTO ATARDECER</b> Se Va Muriendo Mi Alma (Campanario) TOTAL STATIONS: 12	202/21
<b>SERGIO VEGA</b> Mi Buen Amante (Sony BMG Norte) TOTAL STATIONS: 20	246/101	<b>KUMBIA ALL STARZ FEAT. MELISSA JIMENEZ</b> Rica Y Apretadita (EMI Televisa) TOTAL STATIONS: 18	194/46
<b>LOS BUITRES DE CULIACAN SINALOA</b> Estoy Tomando Sin Control (Ladiscmusic/Universal Latino) TOTAL STATIONS: 17	242/19	<b>GRUPO EXTERMINADOR</b> Borracho Y Desgraciado (Fonovisa) TOTAL STATIONS: 15	192/26

### MOST INCREASED PLAYS

<b>+405</b> <b>INTOCABLE</b> Tu Adios No Mata (EMI Televisa) KSCA +53, WQBU +40, KSOL +38, KES +37, KHOT +36, KISF +36, KOND +35, KLVN +30, KKPS +29, KLHB +25
<b>+162</b> <b>CUISILLOS</b> Vive Y Dejame Vivir (Musart/Balboa) KWIZ +24, KDUT +21, KSKD +15, KRAY +15, KXLM +15, KXSB +12, KMQA +11, KBUE +8, KLAX +8, KWEI +7
<b>+147</b> <b>LOS DAREYES DE LA SIERRA</b> Hasta El Dia De Hoy (Disa) KIWI +22, KOND +20, KDXX +18, KHHL +18, KRAY +17, KWIZ +16, KLAX +10, KSTN +6, XHTY +6, KDUT +6
<b>+137</b> <b>LOS RIELEROS DEL NORTE</b> A Punto De Llorar (Fonovisa) KCMT +4, KSOL +13, WLEY +12, KWIZ +12, WLCC +11, WOJO +11, KLVN +11, KLVQ +10, KIST +10, KSTN +9
<b>+101</b> <b>SERGIO VEGA</b> Mi Buen Amante (Sony BMG Norte) KCMT +33, WLEY +16, KISF +16, KWIZ +16, KMQA +7, KXLM +5, KHOT +4, KXSB +4, XHTY +3, WEDJ +3

FOR WEEK ENDING APRIL 27, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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## REGIONAL MEXICAN MONITORED REPORTERS

<b>KJFA/Albuquerque, NM</b> OM: Henry Gonzalez	<b>KWEI/Boise, ID</b> OM: Steve Ramirez PD: Melvin Albanez	<b>KBNO/Denver, CO</b> PD: Socorro Rios MD: Zenon Ferrufino	<b>WEDJ/Indianapolis, IN</b> PD/MD: Manuel Sepuveda	<b>KKPS/McAllen, TX</b> OM: Mando San Roman MD: Robert Montalvo	<b>KXPD/Portland, OR</b> APD/MD: Nancy Corcuera	<b>KSAH/San Antonio, TX</b> OM: Robin Flores PD: Alfonso Flores APD: Minnie Ochoa MD: Juan Martinez	<b>KSOL/San Francisco, CA</b> PD/MD: Jose Luis Gonzalez
<b>KLVO/Albuquerque, NM</b> PD/MD: Rene Leon	<b>WLEY/Chicago, IL</b> PD: Ezequiel Gonzalez	<b>KXPK/Denver, CO</b> PD: Napoleon Sanchez	<b>KISF/Las Vegas, NV</b> PD: Jose Ramon Bravo	<b>KSKD/Merced, CA</b> OM: Debbie Gomez PD: Saul Fiallos	<b>WYMY/Raleigh, NC</b> PD: Julie Garza	<b>KXTN/San Antonio, TX</b> PD: Jon Ramirez APD: Pete A. Morales III	<b>KIST/Santa Barbara, CA</b> OM: Keith Royer PD: Jose Fierros
<b>WBZY/Atlanta, GA</b> OM: Clay Hunnicutt PD: Robbie Ramirez APD: Aly Young	<b>WOJO/Chicago, IL</b> OM: Cesar Canales PD: Rafael Bautista	<b>XHNZ/El Paso, TX</b> PD: Francisco Aguirre	<b>KBUE/Los Angeles, CA</b> PD: Pepe Garza	<b>KRAY/Monterey, CA</b> PD: Vicente Romero	<b>KXSB/Riverside, CA</b> PD/MD: Salvador Prieto	<b>KXTS/Santa Rosa, CA</b> OM: Krista Bowker PD: Alex Ballesteros	<b>KXTS/Santa Rosa, CA</b> OM: Krista Bowker PD: Alex Ballesteros
<b>KHHL/Austin, TX</b> PD: Jose "Jime" Martinez	<b>KLHB/Corpus Christi, TX</b> OM: Clayton Allen PD/MD: Luis Munoz	<b>KLBN/Fresno, CA</b> PD/MD: Jorge Guillen	<b>KLAX/Los Angeles, CA</b> OM: Pio Ferro PD: Juan Carlos Hidalgo MD: Lupita Del Castillo	<b>WQBU/New York, NY</b> PD: Gerardo Lopez APD: Gabriel Pino	<b>KTTA/Sacramento, CA</b> PD: Juan Gonzalez	<b>KLNV/San Diego, CA</b> PD: Antonio Covarrubias APD: Gabriel Alvarez	<b>KSTN/Stockton, CA</b> PD: Kent Rodriguez
<b>KIWI/Bakersfield, CA</b> PD/MD: Raul Evangelista	<b>KSAB/Corpus Christi, TX</b> OM: Paula Newell PD/MD: Dan Pena	<b>KOND/Fresno, CA</b> PD: Juan Fernando	<b>KLYY/Los Angeles, CA</b> OM/MD: Elias Autran	<b>KTUJ/Oklahoma City, OK</b> OM/MD: Kevin Christopher MD: Gabriel Ocegueda	<b>KDUT/Salt Lake City, UT</b> OM: Carlos Martin Valdez PD: Cesar Valdivosera	<b>XHTY/San Diego, CA</b> PD: Elvis Valle	<b>KSTN/Stockton, CA</b> PD: Kent Rodriguez
<b>KMQA/Bakersfield, CA</b> OM: Irene Escalante PD/MD: Yesenia De Luna APD: Victor Martinez	<b>KDXX/Dallas, TX</b> OM: Andy Lockridge PD: Jesus Espiricueta	<b>KOOO/Fresno, CA</b> PD: Jorge Guillen	<b>KSCA/Los Angeles, CA</b> PD: Veronica Nava	<b>KXLM/Oxnard, CA</b> PD/MD: Salvador Prieto	<b>KLEY/San Antonio, TX</b> OM/MD: Alfonso Flores APD/MD: Edgar Monsivais	<b>XOCL/San Diego, CA</b> PD: Marylu Ramos APD: Gisel Moreno	<b>WLCC/Tampa, FL</b> PD: Luis Briceno
<b>KMYX/Bakersfield, CA</b> OM: Robert Chavez PD: Cesar Chavez	<b>KESK/Dallas, TX</b> PD: Oscar Rios	<b>KLTN/Houston, TX</b> PD: Raul Brindis MD: Angel Basulto	<b>KWIZ/Los Angeles, CA</b> PD: Eddie Leon	<b>KHOT/Phoenix, AZ</b> OM: Eleazar Garcia PD: Nelson Osaida	<b>KROM/San Antonio, TX</b> PD: Rogelio Leal	<b>KRZZ/San Francisco, CA</b> OM: Olga Rosales PD: Jesse Portillo	<b>KYQQ/Wichita, KS</b> OM: Beverlee Brannigan PD: Arnold Gonzalez





► **ALEJANDRO FERNANDEZ** SIZES WITH "ERES," THE LATEST SINGLE FROM HIS ALBUM "VIENTO A FAVOR," WHICH ZOOMS 20-11 AND EARNS MOST INCREASED PLAYS (UP 99 SPINS).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	5	<b>MANA</b> SI NO TE HUBIERAS IDO	<b>NO. 1 (2 WKS)</b> WARNER LATINA	1126 -18	13.045 1
2	3	18	<b>JUANES</b> COTAS DE AGUA DULCE	UNIVERSAL LATINO	1122 +37	10.256 3
3	2	12	<b>ENRIQUE IGLESIAS</b> DONDE ESTAN CORAZON	UNIVERSAL LATINO	1057 -20	11.856 2
4	4	26	<b>FLEX</b> TE QUIERO	EMI TELEVISA	796 -46	8.156 4
5	5	14	<b>BELANOVA</b> CADA QUE...	UNIVERSAL LATINO	763 -15	6.027 8
6	7	12	<b>JESSE &amp; JOY</b> LLECASTE TU	WARNER LATINA	644 +27	4.439 12
7	6	13	<b>CAMILA</b> YO QUIERO	SONY BMG NORTE	601 -32	4.227 13
8	8	27	<b>YURIDIA</b> AHORA ENTIENDE	SONY BMG NORTE	555 +1	6.186 7
9	9	61	<b>CAMILA</b> TODO CAMBIO	SONY BMG NORTE	519 -34	6.008 9
10	15	8	<b>TOMMY TORRES</b> PEGADITO	WARNER LATINA	442 +53	6.968 5
11	20	3	<b>ALEJANDRO FERNANDEZ</b> ERES	<b>MOST INCREASED PLAYS</b> SONY BMG NORTE	441 +99	3.987 15
12	11	34	<b>JUANES</b> ME ENAMORA	UNIVERSAL LATINO	435 -39	6.876 6
13	13	8	<b>PLAYA LIMBO</b> 10 PARA LAS 10	SONY BMG NORTE	434 +49	1.810 -
14	10	12	<b>LA NUEVA BANDA TIMBIRICHE</b> TU, TU, TU	EMI TELEVISA	425 -49	1.427 -
15	22	9	<b>ENUR FEATURING NATASJA</b> CALABRIA 2008	ULTRA	395 +68	2.995 25
16	12	13	<b>MIGUEL BOSE FEATURING BIMBA BOSE</b> COMO UN LOBO	WARNER LATINA	364 -36	3.209 21
17	18	9	<b>ALEKS SYNTEK</b> HASTA EL FIN DEL MUNDO	EMI TELEVISA	349 -21	2.879 28
18	19	14	<b>KANY GARCIA</b> AMIGO EN EL BANO	SONY BMG NORTE	344 -27	2.529 30
19	17	49	<b>MANA</b> OJALA PUDIERA BORRARTE	WARNER LATINA	340 -3	3.908 16
20	14	37	<b>AVENTURA</b> MI CORAZON TO	PREMIUM LATIN	332 -48	3.154 22
21	16	33	<b>ENRIQUE IGLESIAS</b> ALGUIEN SOY YO	INTERSCOPE/UNIVERSAL LATINO	331 -18	5.768 10
22	25	4	<b>ALEJANDRA GUZMAN</b> HASTA EL FINAL	EMI TELEVISA	329 +71	1.455 -
23	26	4	<b>LUIS MIGUEL</b> SI TU TE ATREVES	WARNER LATINA	328 +95	4.007 14
24	23	5	<b>RBD</b> EMPEZAR DES DE CERO	EMI TELEVISA	314 -8	3.072 24
25	28	2	<b>JULIETA VENEGAS</b> EL PRESENTE	SONY BMG NORTE	298 +97	1.833 40
26	27	8	<b>EDNITA NAZARIO</b> DESPUES DE T	SONY BMG NORTE	276 +9	3.476 19
27	24	3	<b>FONSECA</b> ENREDAME	EMI TELEVISA	268 0	3.233 20
28	30	29	<b>MARCO ANTONIO SOLIS</b> NO PUEDO OLVIDARLA	FONOVISIA	199 +13	4.556 11
29	33	13	<b>CHAYANNE</b> LOLA	SONY BMG NORTE	196 +1	3.732 17
30	35	2	<b>JUAN</b> BUSCANDO TU SOMBRA	FONOVISIA	186 +23	2.631 29
31	38	6	<b>RIHANNA</b> DON'T STOP THE MUSIC	SRP/DEF JAM/DJMG	184 +13	2.235 33
32	37	14	<b>DIVINO FEATURING ABRAHAM</b> ME ARROBILLO ANTE TI	LUAR/MACHETE	178 -19	1.865 38
33	29	13	<b>MANNY MANUEL</b> SE ME OLVIDO	UNIVERSAL LATINO	177 -20	2.361 32
34	31	18	<b>GILBERTO SANTA ROSA</b> CONTEO REGRESIVO	SONY BMG NORTE	166 -12	2.940 27
35	39	3	<b>WISIN &amp; YANDEL</b> AHORA ES	MACHETE	162 -10	1.732 -
36	32	6	<b>PEDRO FERNANDEZ</b> AMIGA POR FAVOR	MACHETE	156 -19	3.580 18
37	31	8	<b>CHENOA</b> TODO IRA BIEN	UNIVERSAL LATINO	152 +2	1.058 -
38	34	3	<b>MOTEL</b> Y TE VAS	WARNER LATINA	150 -6	0.691 -
39	<b>NEW</b>		<b>AVENTURA</b> EL PERDEDOR	PREMIUM LATIN	144 +2	1.315 -
40	<b>NEW</b>		<b>ANA ISABELLE</b> QUIEN DIJO AMIGOS	LA CALLE/UNIVISION	135 +49	1.910 37

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>VICTOR MANUELLE</b> Yo No Se Perdonarte (Kiyavi/Machete) WJAC, WIOA, WKAQ, WPAT, WRMA	5
<b>JULIETA VENEGAS</b> El Presente (Sony BMG Norte) KLOL, KRIO, WXYX, XAVO	4
<b>JAIME CIERO</b> Ahora (Ei-A) KQQK, KTCY, WFID, WVJP	4
<b>ALEJANDRO FERNANDEZ</b> Eres (Sony BMG Norte) KPSS, KTCY, KXOB	3
<b>PLAYA LIMBO</b> 10 Para Las 10 (Sony BMG Norte) KLLO, KPSS, WFID	3
<b>CAMILA</b> Yo Quiero (Sony BMG Norte) WIOA, WVJP	2
<b>FLEX</b> Te Quiero (EMI Televisa) WPAT, WVJP	2
<b>KANY GARCIA</b> Amigo En El Bano (Sony BMG Norte) KXOB, WVJP	2
<b>TOMMY TORRES</b> Pegadito (Warner Latina) KEXA, WVJP	2
<b>LUIS MIGUEL</b> Si Tu Te Atreves (Warner Latina) KXXS, WVJP	2

**ADDED AT... KXXS**  
Austin, TX  
OM: Romeo Herrera  
PD: Rully Ramos  
MD: Julieta Jil  
Motel, Uno, Dos, Tres, 23  
Luis Miguel, Si Tu Te Atreves, 22  
FOR REPORTING STATIONS PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>GILBERTO SANTA ROSA</b> No Te Vayas (Sony BMG Norte) TOTAL STATIONS: 3	123/10	<b>MADONNA FEAT. JUSTIN TIMBERLAKE</b> 4 Minutes (Warner Bros.) TOTAL STATIONS: 5	99/31
<b>RIHANNA FEAT. NE-YO</b> Hate That I Love You (SRP/Def Jam/DJMG) TOTAL STATIONS: 5	120/33	<b>VICTOR MANUELLE</b> Yo No Se Perdonarte (Kiyavi/Machete) TOTAL STATIONS: 6	97/97
<b>JUAN LUIS GUERRA Y 440</b> Como Yo (EMI Televisa) TOTAL STATIONS: 6	116/29	<b>BABY BOY</b> Ya No Llores (Let Me Love You) (786/Siente) TOTAL STATIONS: 6	97/21
<b>PEPE AGUILAR</b> Perdono Y Olvido (EMI Televisa) TOTAL STATIONS: 6	115/14	<b>MOTEL</b> Uno, Dos, Tres (Warner Latina) TOTAL STATIONS: 4	87/38
<b>CHAMBAO</b> Papeles Mojados (Sony BMG Norte) TOTAL STATIONS: 6	106/13	<b>GLORIA TREVI</b> El Favor De La Soledad (Univision) TOTAL STATIONS: 4	87/5

## MOST INCREASED PLAYS

<b>+99</b>	<b>ALEJANDRO FERNANDEZ</b> Eres (Sony BMG Norte) WIOA +16, KXXS +13, KTCY +13, KXOB +13, KPSS +10, XLTN +8, KQQK +8, KVVA +7, XAVO +4, KEXA +3
<b>+97</b>	<b>JULIETA VENEGAS</b> El Presente (Sony BMG Norte) XAVO +6, KRIO +13, KBMG +12, WXYX +12, WIOA +10, WFID +6, KLLO +6, KVVA +5, KQQK +5, KTCY +5
<b>+97</b>	<b>VICTOR MANUELLE</b> Yo No Se Perdonarte (Kiyavi/Machete) WJAC +36, WIOA +22, WPAT +20, WRMA +11, WKAQ +7, WFID +1
<b>+95</b>	<b>LUIS MIGUEL</b> Si Tu Te Atreves (Warner Latina) WVJP +26, KXXS +22, WIOA +11, KBMG +10, XHFG +9, WJAC +8, WVVA +7, KQQK +6, WPAT +4, KTCY +1
<b>+71</b>	<b>ALEJANDRA GUZMAN</b> Hasta El Final (EMI Televisa) KRIO +17, XAVO +13, KXXS +13, WFID +12, KBMG +9, WIOA +6, XHPX +3, KQQK +3, KVVA +1, KTCY +1

FOR WEEK ENDING APRIL 27, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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## TROPICAL & LATIN RHYTHM MONITORED REPORTERS

<b>TROPICAL</b>	<b>WNUE/Orlando, FL</b> PD: Rafael Grullon MD: Jose Martinez	<b>WPMZ/Providence, RI</b> PD: Zoilo Garcia MD: Dilson Mendez, Jr.	<b>WLZL/Washington, DC</b> PD: Aracely Rivera	<b>KLLE/Fresno, CA</b> PD: Al Sanchez MD: Ramona Rivera	<b>KVIB/Phoenix, AZ</b> PD: Bobby Ramos APD: Mark Garcia
<b>WNNW/Boston, MA</b> OM: Kevin Wright PD: Johnny McKenzie	<b>WRUM/Orlando, FL</b> PD: Raymond Torres	<b>WPRM/Puerto Rico</b> PD: Jorge Pabon	<b>WORC/Worcester, MA</b> OM: Lilly Guzman PD/AMD: Sergio Toribio	<b>WTLQ/Ft. Myers, FL</b> PD: Hector Velazquez	<b>WODA/Puerto Rico</b> OM: Jose Nelson PD/MD: Rogie Gallart
<b>WLAT/Hartford, CT</b> PD: Robbie "DJ" Triguero	<b>WEMG/Philadelphia, PA</b> PD: Maria Del Pilar	<b>WZNT/Puerto Rico</b> PD: Pedro Arroyo	<b>LATIN RHYTHM</b>	<b>KXOL/Los Angeles, CA</b> OM: Pio Ferro PD: Jerry Pulles	<b>WVOZ/Puerto Rico</b> PD: Jamie Ortiz MD: Edgar Diaz
<b>WXDJ/Miami, FL</b> PD: Gino "Latino" Reyes	<b>WUBA/Philadelphia, PA</b> OM: Thea Mitchem PD: Milca Madera	<b>WSPR/Springfield, MA</b> PD: Nelson Brudys	<b>KFZO/Dallas, TX</b> OM: Andy Lockridge APD: Alejandro Covarrubias MD: Jesus Lopez	<b>WCAA/New York, NY</b> OM: Pete Manriquez PD: Tony Santos MD: DJ Kazzanova	<b>KVVZ/San Francisco, CA</b> PD: Bismarck Espinoza
<b>WSKQ/New York, NY</b> PD: Tony Luna	<b>WKKB/Providence, RI</b> PD: Darvin Garcia	<b>WYUU/Tampa, FL</b> OM: Mike Culotta PD: Ricardo Blanco MD: Carlos Jose Peralta			





► **MANÁ'S** POP/ROCK BALLAD "SI NO TE HUBIERAS IDO" MAKES NOISE AT TROPICAL AND LATIN RHYTHM, MOVING 23-15 ON THE FORMER CHART WITH MOST INCREASED PLAYS (UP 40) AND 11-6 ON THE LATTER LIST (UP 30).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	TROPICAL	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	19	19	<b>NG2</b> ELLA MENEÁ	<b>NO. 1 (7 WKS)</b>	SONY BMG NORTE	400 -8	1.884 10
2	30	2	<b>GILBERTO SANTA ROSA</b> CONTEO REGRESIVO		SONY BMG NORTE	350 +39	3.819 2
3	23	3	<b>FLEX</b> TE QUIERO		EMI TELEVISÁ	338 +36	4.899 1
7	11	7	<b>ANGEL &amp; KHRIZ</b> LA VECINA		VII/MACHETE	239 +32	1.987 7
10	15	15	<b>JUANES</b> GOTAS DE AGUA DULCE	<b>MOST INCREASED PLAYS</b>	UNIVERSAL LATINO	236 +40	1.140 15
5	21	5	<b>HECTOR ACOSTA</b> SIN PERDON		VENEMUSIC	231 +17	3.210 4
4	23	4	<b>AVENTURA</b> EL PERDEDOR		PREMIUM LATIN	189 -35	0.726 24
6	9	6	<b>WISIN &amp; YANDEL</b> AHORA ES		MACHETE	188 -25	1.941 9
12	3	3	<b>WILLY CHIRINO</b> PA'LANTE		LATHIUM	182 -1	0.971 19
8	13	8	<b>OLGA TANON FEATURING MILLY QUEZADA</b> COSAS DEL AMOR		UNIVISION	182 -18	0.990 18
17	8	8	<b>N'KLABE</b> EL DÍA DE TU SUERTE (HOY)		NU LIFE/MACHETE	179 +27	2.348 6
11	10	10	<b>DLG</b> QUIERO DECIRTE QUE TE AMO		LA CALLE/UNIVISION	179 -10	1.348 13
13	33	13	<b>JUANES</b> ME ENAMORA		UNIVERSAL LATINO	177 +12	0.930 21
9	38	9	<b>JUAN LUIS GUERRA Y 440</b> LA TRAVESIA		EMI TELEVISÁ	175 -24	1.173 14
15	23	4	<b>MANA</b> SI NO TE HUBIERAS IDO	<b>MOST INCREASED PLAYS</b>	WARNER LATINA	162 +40	1.769 12
15	15	6	<b>JUAN LUIS GUERRA Y 440</b> COMO YO		EMI TELEVISÁ	159 +4	0.675 27
19	12	12	<b>ENRIQUE IGLESIAS</b> DONDE ESTAN CORAZON		UNIVERSAL LATINO	153 +9	1.950 8
16	9	9	<b>GILBERTO SANTA ROSA</b> NO TE VAYAS		SONY BMG NORTE	152 -3	0.956 20
21	25	21	<b>FRANK REYES</b> AMOR DESPERDIADO		M.P./JVN/J&N	139 +5	3.733 3
24	8	8	<b>DOMENIC MARTE</b> CON LOS OJOS CERRADOS		M.P./JVN/J&N	136 +18	0.623 31
25	4	4	<b>EL CHAVAL</b> DONDE ESTAN ESOS AMIGOS		MAS	130 +12	3.104 5
20	20	20	<b>ALEXIS &amp; FIDO</b> SOY IGUAL QUE TU		SONY BMG NORTE	126 -17	0.628 29
14	10	10	<b>TITO "EL BAMBINO"</b> EN LA DISCO		EMI TELEVISÁ	124 -34	0.276 -
22	7	7	<b>MARC ANTHONY</b> EL DÍA DE SUERTE		SONY BMG NORTE	122 -9	0.522 34
32	5	5	<b>CHARLIE CRUZ</b> TU ME CONFUNDES		SONY BMG NORTE	116 +20	0.464 37
26	12	12	<b>ANDY ANDY</b> ME VAS A PERDER		EMI TELEVISÁ	114 -4	1.813 11
28	12	12	<b>EL GRAN COMBO DE PUERTO RICO</b> YO NO MENDIGO AMOR		SONY BMG NORTE	103 -7	0.434 40
27	4	4	<b>FONSECA</b> ENREDAME		EMI TELEVISÁ	102 -9	0.307 -
30	15	15	<b>MARLON</b> LA BILIRUBINA		LA CALLE/UNIVISION	87 -13	0.698 26
29	17	17	<b>XTREME FEATURING ADRIENNE</b> NO ME DIGAS QUE NO		LA CALLE/UNIVISION	82 -23	0.416 -

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	LATIN RHYTHM	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	26	<b>FLEX</b> TE QUIERO	<b>NO. 1 (9 WKS)</b>	EMI TELEVISÁ	411 -15	5.569 1
2	1	15	<b>WISIN &amp; YANDEL</b> AHORA ES		MACHETE	359 -76	4.426 2
3	4	12	<b>ANGEL &amp; KHRIZ</b> LA VECINA		VII/MACHETE	318 -22	3.878 4
4	3	23	<b>AVENTURA</b> EL PERDEDOR		PREMIUM LATIN	277 -98	2.031 8
5	9	44	<b>LA FACTORIA</b> PERDONAME		UNIVERSAL LATINO	235 +35	3.688 5
11	5	5	<b>MANA</b> SI NO TE HUBIERAS IDO		WARNER LATINA	219 +30	1.121 30
10	6	6	<b>TONY DIZE</b> PERMITAME		VII/MACHETE	216 +26	3.932 3
6	16	6	<b>JUANES</b> GOTAS DE AGUA DULCE		UNIVERSAL LATINO	215 -10	0.897 39
7	12	7	<b>ENRIQUE IGLESIAS</b> DONDE ESTAN CORAZON		UNIVERSAL LATINO	210 -2	0.902 38
5	23	5	<b>ALEXIS &amp; FIDO</b> SOY IGUAL QUE TU		SONY BMG NORTE	201 -30	1.321 25
8	28	8	<b>DON OMAR</b> CANCION DE AMOR		VII/MACHETE	193 -10	1.089 32
15	11	11	<b>KUMBIA ALL STARZ FEATURING FLEX</b> POR TI BABY		EMI TELEVISÁ	176 +18	0.721 -
17	28	17	<b>WISIN &amp; YANDEL</b> SEXY MOVIMIENTO		MACHETE	166 +13	2.000 9
14	8	8	<b>BELANOVA</b> CADA QUE...		UNIVERSAL LATINO	163 +1	0.678 -
18	19	18	<b>FLO RIDA FEATURING T-PAIN</b> LOW		POE BOY/ATLANTIG	143 -3	1.946 11
16	14	16	<b>RIHANNA</b> DON'T STOP THE MUSIC		SRP/DEF JAM/DJMG	141 -16	1.611 18
19	10	19	<b>ERRE XI</b> CARITA BONITA		MAS FLOW/MACHETE	136 -4	1.078 34
30	2	2	<b>DE LA GHETTO</b> EL DIFICIL	<b>AIRPOWER/MOST INCREASED PLAYS</b>	CMG/SRC/UNIVERSAL MOTOWN	133 +52	3.171 6
21	9	21	<b>CAMILA</b> YO QUIERO		SONY BMG NORTE	127 +1	0.572 -
13	11	13	<b>JOWELL &amp; RANDY</b> LET'S DO IT		WARNER LATINA	126 -38	1.245 26
12	20	12	<b>XTREME FEATURING ADRIENNE</b> NO ME DIGAS QUE NO		LA CALLE/UNIVISION	121 -54	1.225 28
27	4	4	<b>BABY BOY</b> YA NO LLORES (LET ME LOVE YOU)	<b>MOST ADDED</b>	786/SIENTE	106 +18	0.762 -
23	5	23	<b>WEBBIE, LIL' PHAT &amp; LIL' BOOSIE</b> INDEPENDENT		TRILL/ASYLUM/ATLANTIC	105 -2	1.813 12
22	6	22	<b>YOMO</b> TU TE LAS TRAE		BLACK PEARL	104 -21	1.598 19
25	26	25	<b>KANY GARCIA</b> AMIGO EN EL BANO		SONY BMG NORTE	101 +11	0.369 -
26	RE-ENTRY	26	<b>MIGUELITO FEATURING DIVINO</b> MOCHILA DE AMOR		LOS CANGRI/MACHETE	94 +38	0.923 37
34	3	34	<b>ALEXIS &amp; FIDO</b> SOBRENATURAL		SONY BMG NORTE	92 +16	1.546 20
25	7	25	<b>DADDY YANKEE</b> SOMOS DE CALLE		EL CARTEL/INTERSCOPE	87 -16	-0.770 -
24	5	24	<b>MARIAH CAREY</b> TOUCH MY BODY		ISLAND/DJMG	83 -21	1.757 13
29	17	29	<b>USHER FEATURING YOUNG JEEZY</b> LOVE IN THIS CLUB		LAFACE/ZOMBA	75 +28	1.627 17

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	ROCK/ALTERNATIVE	IMPRINT / PROMOTION LABEL
1	14	14	<b>DISIDENTE</b> ENEMIGO		PISTOLERO/V&J
2	19	2	<b>MOTEL</b> Y TE VAS		WARNER LATINA
13	8	13	<b>DON TETTO</b> HA VUELTO A SUCCEDER		786/CABEZA DE RATON
3	8	3	<b>CIRCO</b> ALGUIEN		SONY BMG NORTE
4	30	4	<b>CAFE TACVBA</b> VOLVER A COMENZAR		UNIVERSAL LATINO
6	22	6	<b>MANU CHAO</b> M'LLAMAN CALLE		BECAUSE/NACIONAL
8	10	8	<b>SEÑOR FLAVIO</b> MALITO		NACIONAL
9	2	9	<b>BABASONICOS</b> PIJAMAS		UNIVERSAL LATINO
7	6	7	<b>MONTE NEGRO</b> ME DUELE NO ESTAR JUNTO A TI		FEED THE HUNGRY
10	5	10	<b>TOOOS TUS MUERTOS</b> ANDATE		NACIONAL
14	7	14	<b>MOTEL</b> UNO, DOS, TRES		WARNER LATINA
12	10	12	<b>BELANOVA</b> CADA QUE...		UNIVERSAL LATINO
15	4	15	<b>JUANES</b> GOTAS DE AGUA DULCE		UNIVERSAL LATINO
11	4	11	<b>MANU CHAO</b> 13 DIAS		NACIONAL
16	17	16	<b>ALEJANDRA GUZMAN</b> SOY SOLO UN SECRETO		EMI TELEVISÁ
17	6	17	<b>CECI BASTIDA</b> YA ME VOY		NOT LISTED
12	3	12	<b>TURBO</b> 15		PISTOLERO/V&J
18	5	18	<b>LOS MONO</b> PROMESAS		SONIC 360
9	RE-ENTRY	9	<b>JORGE VILLAMIZAR</b> NINGUNA		WARNER LATINA
19	3	19	<b>DJ BITMAN</b> TROPILOVE		NACIONAL

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	RECORD POOL	IMPRINT / PROMOTION LABEL
1	1	11	<b>NG2</b> ELLA MENEÁ		SONY BMG NORTE
2	7	2	<b>GLORIA ESTEFAN</b> PINTAME DE COLORES		BURGUNDY/SONY BMG NORTE
3	12	3	<b>NICKY JAM FEAT. RKM</b> GAS PELA		PINA/UNIVERSAL LATINO
4	5	4	<b>GILBERTO SANTA ROSA</b> NO TE VAYAS		SONY BMG NORTE
5	9	5	<b>EL GRAN COMBO DE PUERTO RICO</b> YO NO MENDIGO AMOR		SONY BMG NORTE
10	4	10	<b>PEDRO JESUS</b> QUE ES MALO		M.P./JVN/J&N
6	6	6	<b>WISIN &amp; YANDEL</b> AHORA ES		MACHETE
9	7	9	<b>MARC ANTHONY</b> EL DÍA DE SUERTE		SONY BMG NORTE
12	4	12	<b>CHARLIE CRUZ</b> TU ME CONFUNDES		SONY BMG NORTE
8	7	8	<b>AKWIO Y LOS TUCANES DE TIJUANA</b> OMBLIGO A OMBLIGO		UNIVISION
11	6	11	<b>ANGEL Y KHRIZ</b> LA VECINA		VII/MACHETE
13	3	13	<b>OEL PATIO</b> LO PALO		TIBURON
15	11	15	<b>MARIANA</b> ATREVETE A MIRARME DE FRENTE		UNIVISION
14	7	14	<b>RKM &amp; KEN-Y</b> MIS DIAS SIN TI		UNIVERSAL LATINO
11	16	11	<b>N'KLABE</b> SI YA NO ESTAS		NU LIFE/MACHETE
16	3	16	<b>KEVIN CEBALLO</b> EL MILAGRO DE TU AMOR		M.P./JVN/J&N
17	8	17	<b>ISMAEL MIRANDA</b> COMO EL AGUILA		CODISCOS/TROPISOUNDS
13	9	13	<b>ALEXIS &amp; FIDO</b> SOY IGUAL QUE TU		SONY BMG NORTE
13	RE-ENTRY	13	<b>SAMMY GARCIA Y EL SABOR DE PUERTO RICO</b> AMOR DESPIADADO		CODISCOS/TROPISOUNDS
18	20	18	<b>LOS HERMANOS ROSARIO</b> ALO		M.P./JVN/J&N



# R&R NATIONAL AIRPLAY OVERVIEW

POWERED BY **nielsen BDS** BILLBOARD **nielsen CHARTS** COMPILED BY **SoundScan**

## Billboard TOP ALBUMS

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	IMPRINT & NUMBER / DISTRIBUTING LABEL (PRICE)	Title	CERT.	PEAK POSITION
1	1	2	<b>#1</b> MARIAH CAREY	ISLAND 010272/IDJMG (13.98)	E=MC2		1
2	2	3	LEONA LEWIS	SYCO/J 02554/RMG (18.98)	Spirit		1
3	<b>NOT SHOT DEBUT</b>	1	FLIGHT OF THE CONCHORDS	HBO 715*/SUB POP (15.98)	Flight Of The Conchords (Soundtrack)		3
4	4	1	ASHLEE SIMPSON	GEFFEN/INTERSCOPE (13.98) ⊕	Bittersweet World		4
5	<b>NEW</b>	1	ATMOSPHERE	RHYMESAYERS ENTERTAINMENT 0096/ILG (14.98) ⊕	When Life Gives You Lemons, You Paint That Shit Gold		5
6	5	4	VARIOUS ARTISTS	SONY BMG/EMI/UNIVERSAL/ZOMBA 22781/SONY BMG STRATEGIC MARKETING GROUP (18.98)	NOW 27		7
7	8	46	SOUNDTRACK	FOX/RHINO 4101/36* AG (13.98)	Juno		1
8	6	2	GEORGE STRAIT	MCA NASHVILLE 010826/UMGN (13.98)	Troubadour		5
9	10	13	TAYLOR SWIFT	HIGH MACHINE 79012 (18.98) ⊕	Taylor Swift		2
10	<b>NEW</b>	1	PHIL VASSAR	UNIVERSAL SOUTH 008907 (11.98)	Prayer Of A Common Man		10
11	3	31	MILEY CYRUS	HOLLYWOOD 001250 WALT DISNEY (18.98 CD/DVD) ⊕	Hannah Montana/Miley Cyrus: The Best Of Both Worlds Concert		1
12	7	6	SOUNDTRACK	FOX 82986 RAZOR & TIE (16.98)	Alvin And The Chipmunks		5
13	12	3	JAMES OTTO	RAYBOW/WARNER BROS. (NASHVILLE) 49907/WRN (13.98)	Sunset Man		3
14	13	15	JACK JOHNSON	BRUSHFIRE 010580*/UMRG (13.98)	Sleep Through The Static		1
15	11	8	RICK ROSS	SLIP-N-SLIDE DEF JAM 009536*/IDJMG (13.98)	Trilla		7
16	4	2	LADY ANTEBELLUM	CAPITOL NASHVILLE 03206 (12.98)	Lady Antebellum		2
17	9	5	R.E.M.	WARNER BROS. 418620* (18.98) ⊕	Accelerate		2
18	<b>NEW</b>	1	STORY OF THE YEAR	EPITAPH 86928 (16.98)	The Black Swan		18
19	46	60	<b>GREATEST GAINER</b> MICHAEL BUBLE	143 REPRISSE 100313/WARNER BROS. (18.98)	Call Me Irresponsible		1
20	16	17	JORDIN SPARKS	19 JIVE 18752 ZOMBA (18.98)	Jordin Sparks		10
21	24	23	JONAS BROTHERS	HOLLYWOOD 003282 (18.98) ⊕	Jonas Brothers		1
22	26	32	COLBIE CAILLAT	UNIVERSAL REPUBLIC 009219/UMRG (10.98)	Coco		1
23	15	16	DAUGHTRY	RCA 88560/RMG (18.98)	Daughtry		1
24	30	24	ALICIA KEYS	MBK J 11513*/RMG (18.98) ⊕	As I Am		3
25	14	10	DANITY KANE	BAD BOY 444604 AG (18.98)	Welcome To The Dollhouse		1

The Billboard 200 is based on a national sample of retail store, mass merchant, direct-to-consumer transactions and internet sales (both physical and digital) as well as downloaded albums from such services as iTunes. Hot Digital Songs - The top 75 paid download songs sold via the internet.

## VIDEO CHANNELS

MTV	VH1	AOL Song Streams	AOL Radio
Sr. VP/Music & Talent: Amy Doyle VP/Music & Talent: Peter Baron Viacom 212-258-8000	Exec. VP/Talent & Music: Rick Kim Sr. VP/Music & Talent: Bruce Gilmer VP/Music & Talent: Sandy Alkiete Viacom 212-258-7800	Pete Schickel 212-652-6400	
TW LW	TW LW	TW LW	TW LW
1 Duffy, Mercy 7 0	1 Mariah Carey, Touch My Body 25 23	1 Chris Brown, With You 150,222 136,057	
2 The Myriad, A Clean Shot 6 0	2 Leona Lewis, Bleeding Love 24 24	2 Mariah Carey, Touch My Body 149,895 129,570	
3 Tokyo Police Club, Tesselate 6 0	3 Duffy, Mercy 23 15	3 Usher, Love In This Club 147,199 138,886	
4 The Myriad, A Clean Shot 6 0	4 Jordin Sparks Duet With Chris Brown, No Air 19 18	4 Flo Rida, Low 126,252 108,319	
5 Tokio Hotel, Ready, Set, Go! 6 3	5 Madonna, 4 Minutes 19 21	5 Keyshia Cole, I Remember 117,708 115,596	
6 Lil Wayne, Lollipop 6 3	6 OneRepublic, Stop And Stare 18 17	6 Ray J & Yung Berg, Sexy Can I 116,551 94,147	
7 Danity Kane, Damaged 6 5	7 Colbie Caillat, Realize 18 17	7 Leona Lewis, Bleeding Love 115,684 88,390	
8 Usher, Love In This Club 6 7	8 Lifehouse, Whatever It Takes 18 19	8 J. Holiday, Surfocate 113,503 113,503	
9 Jordin Sparks Duet With Chris Brown, No Air 5 4	9 Natasha Bedingfield, Pockyful Of Sunshine 17 3	9 Rihanna, Don't Stop The Music 106,484 106,585	
10 DAY26, Got Me Going 5 5	10 Daughtry, Feels Like Tonight 17 21	10 Alicia Keys, Like You'll Never See Me 104,876 94,813	
11 Gnarls Barkley, Run 4 1	11 John Mayer, Say 16 13	11 Mando, Crying Out For Me 91,696 97,949	
12 Estelle, American Boy 4 2	12 Usher, Love In This Club 16 16	12 Miley Cyrus, See You Again 84,318 65,029	
13 Death Cab For Cutie, I Will Possess Your Heart 4 3	13 matchbox twenty, These Hard Times 16 16	13 Sara Bareilles, Love Song 83,564 64,487	
14 Britney Spears, Break The Ice 4 4	14 The Bravery, Believe 15 13	14 Rihanna, Don't Stop The Music 82,408 81,752	
15 Ray J & Yung Berg, Sexy Can I 4 4	15 Maroon 5, Won't Go Home Without You 15 17	15 Webbie, Lil' Phat & Lil' Boosie, Independent 82,057 81,133	
16 Monthend Sevenado, Fall For You 3 2	16 Gavin DeGraw, In Love With A Girl 15 19	16 Linkin Park, Given Up 80,678 79,944	
17 Sean Kingston, There's Nothin' on Me 3 2	17 Alicia Keys, Like You'll Never See Me 15 18	17 Shadow Of The Day 80,143 59,487	
18 Jonas Brothers, When You Look Me In The Eyes 3 3	18 Justin Nozuka, After Tonight 14 13	18 OneRepublic, Stop And Stare 80,143 59,487	
19 Kanye West, Homecoming 3 3	19 Augustana, Sweet And Low 13 9	19 Alicia Keys, No One 79,417 71,943	
20 Lil Wayne, Shavey Get Loose 3 4	20 Counting Crows, You Can't Count On Me 11 13	20 The-Dream, Faisseto 78,953 91,631	
21 Nelly, Party People 3 4	21 Yael Na'im, I'm About To Come Alive 11 13		
22 2 Pistols, She Got It 2 2	22 R.E.M., Supernatural Superstition 11 13		
23 Wyclef Jean, Fast Car 2 2	23 Sara Bareilles, Bottle It Up 10 1		
24 Wyclef Jean, Fast Car 2 2	24 Flyleaf, All Around Me 10 1		
25 Snoop Dogg, Life Of Da Party 2 5	25 Ferras, Hollywood's Not America 10 10		
26 Leona Lewis, Bleeding Love 2 5	26 Buckcherry, Sorry 10 10		
27 Panic At The Disco, Nine In The Afternoon 1 0	27 Sara Bareilles, Love Song 10 26		
28 Ray J & Yung Berg, Sexy Can I 1 0	28 Mary J. Blige, Stay Down 10 26		
29 Natasha Bedingfield, Pockyful Of Sunshine 1 0	29 Jason Mraz, Johnny Cash 8 6		
30 C-Side, Boyfriend/Girlfriend 1 0	30 Del Leppard, Nine Lives 5 0		
A+ Duffy, Mercy 7 0	A+ Natasha Bedingfield, Pockyful Of Sunshine 17 3		
A+ Tokyo Police Club, Tesselate 6 0	A+ Sara Bareilles, Bottle It Up 10 1		
A+ The Myriad, A Clean Shot 6 0	A+ Flyleaf, All Around Me 10 1		
BET	CMT	YAHOO! Song Streams	Y! MUSIC
VP/Music Prog: Stephen Hill M.D. Kelly G Viacom 212-975-4055	VP Music & Talent Rel: Chris Parr Dir Music Pgm: Evan Kraft Viacom 615-335-8400	John Lenac 310-576-4300	
TW LW	TW LW	TW LW	TW LW
1 Lil Wayne, Lollipop 18 17	1 Taylor Swift, Picture To Burn 26 29	1 Chris Brown, With You 273,486 206,060	
2 DAY26, Got Me Going 16 12	2 Trace Adkins, You're Gonna Miss This 25 22	2 Usher, Love In This Club 269,500 314,047	
3 Ray J & Yung Berg, Sexy Can I 16 15	3 Blake Shelton, Home 24 15	3 Mariah Carey, Touch My Body 266,834 277,362	
4 Alicia Keys, Teenage Love Affair 15 0	4 James Otto, Just Got Started Lovin' You 21 19	4 Leona Lewis, Bleeding Love 265,397 245,369	
5 Usher, Love In This Club 15 0	5 Sugarland, Life In A Northern Town 21 19	5 Buckcherry, Sorry 254,847 257,783	
6 Snoop Dogg, Life Of Da Party 14 15	6 Josh Turner, Another Try 19 15	6 Sara Bareilles, Love Song 254,369 274,504	
7 Nelly, Party People 13 5	7 Colbie Caillat, Realize 18 0	7 Madonna, 4 Minutes 239,087 184,507	
8 Rihanna, Don't Stop The Music 13 11	8 Rascal Flatts, Every Day 18 0	8 Jordin Sparks Duet With Chris Brown, No Air 225,618 233,053	
9 Keyshia Cole, Revsure Sent 12 11	9 Phil Vassar, Love Is A Beautiful Thing 17 12	9 Flo Rida, Low 212,625 145,338	
10 Jordin Sparks Duet With Chris Brown, No Air 10 9	10 Diets Bentley, Trying To Stop You 17 20	10 Chersil, Killa 199,893 165,145	
11 Ashanti, The Way That I Love You 10 11	11 Carrie Underwood, All-American Girl 17 26	11 Alicia Keys, Like You'll Never See Me 192,337 170,298	
12 2 Pistols, She Got It 10 11	12 Julianne Hough, That Song In My Head 15 16	12 Miley Cyrus, See You Again 179,176 151,669	
13 Mariah Carey, Touch My Body 8 8	13 Alan Jackson, Small Town Southern Man 13 11	13 Ray J & Yung Berg, Sexy Can I 177,005 167,740	
14 Rick Ross, The Boss 8 9	14 Alan Jackson, Stranger Woman 13 11	14 Britney Spears, Break The Ice 171,224 124,032	
15 V.I.C., Get Silly 8 9	15 David Nail, I'm About To Come Alive 12 0	15 OneRepublic, Stop And Stare 169,780 109,705	
16 Ne-Yo, Closer 7 0	16 Randy Travis, Faith In You 12 0	16 Finger Eleven, Paralyzer 162,671 126,789	
17 Chris Brown, Take You Down 7 2	17 Trisha Yearwood, This Is Me You're 9 5	17 Colbie Caillat, Realize 162,132 84,157	
18 Mary J. Blige, Stay Down 7 0	18 Billy Ray Cyrus With Miley Cyrus, Ready, Set, Go! 9 23	18 Lifehouse, Whatever It Takes 151,894 167,111	
19 Madonna, 4 Minutes 6 0	19 Dolly Parton, Jesus & Gravity 8 0	19 Mando, Crying Out For Me 151,793 141,960	
20 Kanye West, Homecoming 6 4	20 Miranda Lambert, Gunpowder & Lead 8 5	20 Rihanna, Take A Bow 145,168 161,518	
21 Ryan Leslie, Diamond Girl 5 2	21 Robert Plant & Alison Krauss, Please Read 8 5		
22 Shenae Lemaire, Good Love 5 5	22 Tim McGraw, Suspicious Minds 8 8		
23 The-Dream, Faisseto 5 5	23 Trace Adkins, I Got My Game On 7 5		
24 Janet, Rock With U 5 5	24 Montgomery Gentry, What Do Ya Think 7 6		
25 Mike Jones, Drop And Gimme 5 5	25 Taylor Swift, I'm Only Me When I'm With You 7 7		
26 Tiffany Evans, Groovin' 4 0	26 Jason Aldean, Take It Off This Pain 7 7		
27 Estelle, American Boy 4 5	27 Jack Ingram, Maybe She'll Get Lonely 6 2		
28 Wyclef Jean, Fast Car 3 1	28 Gary Allan, Watching Airplanes 6 5		
29 Lupe Fiasco, Hip-Hop Saved My Life 3 2	29 Lady Antebellum, Love Don't Live Here 6 2		
30 C-Side, Boyfriend/Girlfriend 3 2	30 LeAnn Rimes, Good Friend And A Glass 6 2		
A+ Alicia Keys, Teenage Love Affair 15 0	A+ Colbie Caillat, Realize 18 0		
A+ Nelly, Party People 13 5	A+ David Nail, I'm About To Come Alive 12 0		
A+ Ne-Yo, Closer 7 0			
Great American Country	FUSE	AOL TOTAL STREAMS	Y! MUSIC
M.D. Tony Trovato Scraping 615-321-7525	Dir. Pgm: Janis Unterweiser Rainbow/Music 212-324-3416		
TW LW	TW LW	TW LW	TW LW
1 Rascal Flatts, Every Day 34 13	1 Panic At The Disco, Nine In The Afternoon 17 10	1 Mariah Carey, Touch My Body 952,103 952,788	
2 Trace Adkins, You're Gonna Miss This 27 25	2 Linkin Park, Given Up 16 10	2 Leona Lewis, Bleeding Love 726,307 737,842	
3 Taylor Swift, Picture To Burn 27 27	3 Usher, Love In This Club 16 15	3 Madonna, 4 Minutes 680,258 600,702	
4 Lady Antebellum, Love Don't Live Here 27 36	4 Usher, Love In This Club 16 15	4 Jordin Sparks Duet With Chris Brown, No Air 620,258 600,702	
5 Phil Vassar, Love Is A Beautiful Thing 26 23	5 Death Cab For Cutie, I Will Possess Your Heart 15 12	5 Usher, Love In This Club 596,637 607,527	
6 Carrie Underwood, All-American Girl 26 22	6 Madonna, 4 Minutes 15 12	6 Chris Brown, With You 573,132 517,265	
7 Jewel, Stranger Woman 24 22	7 Ray J & Yung Berg, Sexy Can I 14 8	7 Lil Wayne, Lollipop 551,551 520,360	
8 Diets Bentley, Trying To Stop You 24 25	8 Avenged Sevenfold, Altarfire 14 9	8 Ray J & Yung Berg, Sexy Can I 476,875 426,770	
9 Alan Jackson, Small Town Southern Man 24 26	9 The Receptors, Salute Your Solution 13 4	9 Rihanna, Don't Stop The Music 470,412 435,963	
10 Josh Nichols, You Didn't Love Me 23 19	10 Motley Crue, Saints Of Los Angeles 8 3	10 Sara Bareilles, Love Song 432,418 428,206	
11 Blake Shelton, Home 23 24	11 Nelly, Party People 8 0	11 Alicia Keys, No One 372,418 407,480	
12 Randy Travis, Faith In You 22 20	12 Seether, Rise Above This 12 13	12 Mando, Crying Out For Me 354,802 352,232	
13 James Otto, Just Got Started Lovin' You 22 27	13 Wyclef Jean, Fast Car 11 10	13 Taylor Swift, Our Song 353,588 386,880	
14 Trisha Yearwood, This Is Me You're 19 20	14 Rick Ross, The Boss 12 5	14 Flo Rida, Low 349,192 266,606	
15 Josh Turner, Another Try 19 20	15 Flo Rida, Elevator 11 13	15 Alicia Keys, Like You'll Never See Me 339,198 328,418	
16 Chuck Wicks, Stealing Candarella 18 18	16 OneRepublic, Stop And Stare 11 16	16 Buckcherry, Sorry 337,023 320,910	
17 Gary Allan, Watching Airplanes 18 23	17 Coheed And Cambria, Feathers 10 10	17 Britney Spears, Break The Ice 333,339 285,620	
18 Phil Vassar, Love Is A Beautiful Thing 17 19	18 Chris Brown, With You 10 11	18 OneRepublic, Stop And Stare 275,941 197,213	
19 Julianne Hough, That Song In My Head 15 5	19 30 Seconds To Mars, A Beautiful Lie 10 12	19 Chersil, Killa 236,011 157,816	
20 Miranda Lambert, Gunpowder & Lead 15 16	20 Lupe Fiasco, Superstar 10 14	20 Miley Cyrus, See You Again 230,510 194,228	
21 Aston Shephard, Taking Off This Pain 14 12	21 Jordin Sparks Duet With Chris Brown, No Air 14 12	20 Colbie Caillat, Realize 233,233 142,476	
22 Billy Ray Cyrus With Miley Cyrus, Ready, Set, Go! 14 15	22 Rick Ross, The Boss 12 5	21 Nelly, Party People 242,256 399,197	
23 Clay Walker, Only 14 15	23 Leona Lewis, Bleeding Love 9 11	22 Jonas Brothers, When You Look Me In The Eyes 230,510 157,816	
24 Clay Walker, Only 14 15	24 Snoop Dogg, Life Of Da Party 9 11	23 Finger Eleven, Paralyzer 236,011 194,228	
25 Taylor Swift, I'm Only Me When I'm With You 14 18	25 Motley Crue, Saints Of Los Angeles 8 3	24 Colbie Caillat, Realize 233,233 142,476	
26 Jonas Brothers, When You Look Me In The Eyes 13 13	26 Silverstein, Pockyful Of Sunshine 8 7	25 Apolize 223,106 225,609	
27 LeAnn Rimes, Good Friend And A Glass 12 13	27 Jason Aldean, Little Love's So Polite 8 7	26 Colbie Caillat, Realize 219,566 221,716	
28 Josh Gracin, We Weren't Crazy 11 12	28 Duffy, Mercy 8 11	27 Beyonce, Irreplaceable 213,406 177,725	
29 Eagles, Busy Being Fabulous 11 13	29 Ludu, Love Me Dead 7 1	28 Webbie, Lil' Phat & Lil' Boosie, Independent 213,271 224,655	
30 Bucky Covington, It's Good To Be Us 11 32	30 Against Me!, Stop 7 1	29 Danity Kane, Damaged 200,023 184,816	
A+ Julianne Hough, That Song In My Head 15 5	A+ The Receptors, Salute Your Solution 13 4	30 Daughtry, Feels Like Tonight 199,246 184,466	
A+ Jeremy McComb, This Town Needs A Bar 10 3	A+ Motley Crue, Saints Of Los Angeles 8 3	31 Lifehouse, Whatever It Takes 197,762 201,815	
A+ Dolly Parton, Jesus & Gravity 9 2	A+ LMD, Love Me Dead 7 1	32 Avril Lavigne, When You're Gone 195,991 220,118	
MTV2	CMT Canada		
Sr. VP/Music & Talent: Amy Doyle VP/Music & Talent: Peter Baron Viacom 212-258-8000	Dir. Pgm: Casey Clarke M.D. Dana Bourgoignie Corus 416-534-1191		
TW LW	TW LW		
1 Lil Wayne, Lollipop 12 4	1 LeAnn Rimes, Good Friend And A Glass 25 22		
2 Shavyn Lo, Burn, Burn 11 8	2 Taylor Swift, Picture To Burn 25 26		
3 Carrie Underwood, All-American Girl 10 10	3 Carrie Underwood, All-American Girl 22 26		
4 Usher, Love In This Club 10 10	4 Crystal Shawanda, You Can Let Go 22 19		
5 Kanye West, Homecoming 9 0	5 Trace Adkins, You're Gonna Miss This 22 20		
6 Flyleaf, Sorrow 9 0	6 Sugarland, Life In A Northern Town 17 19		
7 Bun B, That's Gangsta 9 11	7 Diets Bentley, Trying To Stop You 17 19		
8 Tokyo Police Club, Tesselate 9 3	8 Johnny Reid, Thank You 14 14		
9 The Myriad, A Clean Shot 8 0	9 Doc Walker, Beautiful Life 13 13		
10 Kite In The Hand, Driven Down The Block 8 0	10 Gord Bamford, Stayed Till Two 13 13		
11 Nelly, Party People 8 5	11 Lady Antebellum, Love Don't Live Here 13 13		
12 Linkin Park, Given Up 8 5	12 Julianne Hough, That Song In My Head 12 0		
13 The Kooks, Always Where I Need To Be 7 4	13 The Kooks, Always Where I Need To Be 7 4		
14 Ashes Divide, The Stone 7 5	14 George Canyon, Seven Spanish Angels 11 8		
15 Rick Ross, The Boss 7 6	15 Taylor Swift, I'm Only Me When I'm With You 11 11		
16 2 Pistols, She Got It 7 7	16 Jesse Farrell, Best Of Me 11 12		
17 Brooks & Dunn, God Must Be Busy 6 2	17 Brooks & Dunn, God Must Be Busy 11 12		
18 Death Cab For Cutie, I Will Possess Your Heart 6 5	18 Higgins, Flower Child 11 14		
19 Ray J & Yung Berg, Sexy Can I 6 5	19 Phil Vassar, Love Is A Beautiful Thing 10 7		
20 Paramore, That's What You Get 6 7	20 Joe Nichols, It Ain't No Crime 10 6		
21 Seether, Rise Above This 5 5	21 Jason Blaine, Fartin' With Me 8 7		
22 Black Tide, Shockwave 5 6	22 Deric Ruttan, First Time In A Long Time 8 7		
23 C-Side, Get Silly 4 0	23 Paul Lund		



## OPPORTUNITIES

### WEST



San Diego's 91X seeks a morning show producer. Do you possess the classic producer skills along with video editing capabilities and a variety of voices? No matter your level of experience, send your package to [philmanning@91x.com](mailto:philmanning@91x.com).

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### EAST



DELMARVA BROADCASTING COMPANY

## General Sales Manager

Delmarva Broadcasting Company seeks GSM to drive radio/internet revenue for 3-station cluster in Central Delaware. Sales management experience preferred. Reply in confidence with resume, references + salary history to: [corporate@dbc1.com](mailto:corporate@dbc1.com). EOE M/F/D/V

Major market Country station on the East Coast seeks a morning show entertainer (one person). Must be a great communicator and have a minimum of five years experience on-air in morning drive. Must be great with the listeners on the air (phones) and in the streets. Also looking for talent for all air shifts (midday, afternoon drive, nights). Minimum of three years on-air experience only. RUSH your resume, audio, photo and materials to: Radio & Records 5055 Wilshire Ave 6th Floor Los Angeles, CA 90036. Attention to Rosalina Correa Job # 1185

## POSITIONS SOUGHT

**Great personality with strong voice.** On-air talent, commercial writing, and production skills and more. For more information call 469-474-5368 [dmartin515@aol.com](mailto:dmartin515@aol.com).

**Sharp production and voice talent.** Professional presentation, artistic writing and extensive editing abilities. Young, hip, energetic sound. LP 817-449-9742; [pihon101@yahoo.com](mailto:pihon101@yahoo.com).

**Heart for Christ and Kids** - passionate, dedicated, honest female with a caring voice, plus outgoing personality. Natasha 972-748-6615 [tsims\\_love@yahoo.com](mailto:tsims_love@yahoo.com).

**Familiar with mixing beats** and music/broadcast edits, very creative, honest, industrious, friendly, and catches on quickly. Clyde 817-495-7626; [clydewebber77@yahoo.com](mailto:clydewebber77@yahoo.com).

**Tired of fighting insurance companies and workers!** Former Modesto #1 weekender still seeks NorCal/PackNorthwest gig. Contact FRANK at (510) 223-1534

**Conservative-Libertarian Talk Show Host** Can Bring Younger Demographic! Internship with nationally syndicated show, on-air and sales experience. [Jeff@JeffScottShow.com](mailto:Jeff@JeffScottShow.com).

**Radio Sales Leader.** NTR, NBD Specialist looking in Florida. Career Radio Pro with 30 years Sales, Talent, Management experience. [consultant.radio@gmail.com](mailto:consultant.radio@gmail.com).

**Canadian personality looking** for American opportunity. Prefer Southwest, open to anywhere. Best suited for Rock. [kev.b.radio@gmail.com](mailto:kev.b.radio@gmail.com).

**Bilingual with vast knowledge** of sports history, rules, and stats. Excellent on-air personality, boards, and technical skills. Daniel 210-393-3341; [dralvarado@mail.txwes.edu](mailto:dralvarado@mail.txwes.edu).

**Results oriented.** Creative copywriting, solid grasp of basics; prep/technical abilities. Production skills Cool Edit, and CuBase SX. Samuel 817-714-7519 [samuill@yahoo.com](mailto:samuill@yahoo.com).

**Solid on-air talent looking** for spot in any market solid voice over work, knowledge of various markets will relocate call Raymond 516-721-8874.

**Highly Experienced Radio Engineer** seeks temporary assignments anywhere! Station construction, systems integration, troubleshooting, maintenance, training. Bill Elliott, 305-230-6834. Email: [billelliott@3DSJ.com](mailto:billelliott@3DSJ.com).

**Light and airy, with ability** to build instant rapport! Smooth, easy-going style, and voice. Seeking on-air positions. Ketra Weeks 972-230-9118 [ketraweeks@aol.com](mailto:ketraweeks@aol.com).

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**Dependable, energetic, detail oriented,** goes the extra mile to make the team successful. Embraces challenges, follows directions. Thadeus 972-266-7323 [thadeus.steele@yahoo.com](mailto:thadeus.steele@yahoo.com).

**Legendary Pajama Bar** hosted by Jimi B. Theatre of the mind radio looking now. Please request demo via [pajamabar@excite.com](mailto:pajamabar@excite.com).

**Bilingual, with creative copy** and on-air delivery. Industrious, and extremely reliable Plus very detail/deadline oriented Juan Adame 214-779-3207 [yohnna@yahoo.com](mailto:yohnna@yahoo.com).

**Strong news, sports,** talk writing/delivery. Solid Prep, technical and board-op skills. Able to adapt to different environments. David 817-372-7764 [davidmdrd@yahoo.com](mailto:davidmdrd@yahoo.com).

**22 plus years on air experience** throughout Northeast, Southeast and West Coast. Plenty of seasoning and very conversational with news experience too!!! E-mail [fmdjay@yahoo.com](mailto:fmdjay@yahoo.com) cell 760-519-5969

**Traffic Manager with 12 years exp** seeks position in Radio/TV/Entertainment Industry in NY Area only [Summer2007NJ@yahoo.com](mailto:Summer2007NJ@yahoo.com).

**Experienced OM, PD,** and air talent available now. Multi formats. Great skills. Contact MARTIN: 231-258-4177 [mlee.radio@gmail.com](mailto:mlee.radio@gmail.com).

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**Locutor con 30+ años experiencia.** Busca trabajo dondequiera en los Estados Unidos. Musica, Noticio y experiencia del programa. Llame a Jorge Capdevila. 813-446-0227. [capdevila.jorge@yahoo.com](mailto:capdevila.jorge@yahoo.com).

**Personality with 30+ years experience.** Looking for work anywhere in the United States. Music, News and program experience. Call Jorge 813-446-0227. [capdevila.jorge@yahoo.com](mailto:capdevila.jorge@yahoo.com).

**Over 10 years in multiple formats** - I Get Radio. Resume, head shot, demos - [www.getgeoffmoore.com](http://www.getgeoffmoore.com).

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Fax: (323) 954-3411

email: [rcorrea@radioandrecords.com](mailto:rcorrea@radioandrecords.com)



# R&R THE BACK PAGES

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## CHR/TOP 40

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	10	<b>LEONA LEWIS</b> BLEEDING LOVE	NO. 1 (2 WKS)	☆	SYCO/J/RMG
2	2	14	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> NO AIR		11 ☆	19/JIVE/ZOMBA
3	3	17	<b>SARA BAREILLES</b> LOVE SONG		11 <sup>2</sup> ☆	EPIC
4	4	20	<b>MILEY CYRUS</b> SEE YOU AGAIN		11 ☆	HOLLYWOOD
5	5	10	<b>USHER FEATURING YOUNG JEEZY</b> LOVE IN THIS CLUB		11 ☆	LAFACE/ZOMBA
6	8	21	<b>ONEREPUBLIC</b> STOP AND STARE		11	MOSLEY/INTERSCOPE
7	11	6	<b>MADONNA FEATURING JUSTIN TIMBERLAKE</b> 4 MINUTES		☆	WARNER BROS.
8	6	19	<b>CHRIS BROWN</b> WITH YOU		11 <sup>2</sup> ☆	JIVE/ZOMBA
9	12	7	<b>RAY J &amp; YUNG BERG</b> SEXY CAN I		11	KNOCKOUT/DEJA 34/KOCH/EPIC
10	9	25	<b>FLO RIDA FEATURING T-PAIN</b> LOW		11 <sup>4</sup> ☆	POE BOY/ATLANTIC

### NO. 1 MOST ADDED

**MARIAH CAREY** Bye Bye (ISLAND/IDJMG)

### NO. 1 MOST INCREASED PLAYS

**RIHANNA** Take A Bow (SRP/DEF JAM/IDJMG)

### TOP 5 NEW AND ACTIVE

**PANIC AT THE DISCO** Nine In The Afternoon (DECAYDANCE/FUELED BY RAMEN/RRP)

**FALL OUT BOY FEAT. JOHN MAYER** Beat It (FUELED BY RAMEN/ISLAND/IDJMG)

**CHRIS BROWN** Forever (JIVE/ZOMBA)

**SECONDHAND SERENADE** Fall For You (GLASSNOTE/ILG)

**SHWAYZE FEAT. CISCO ALDER** Buzzin' (SURETONE/GEFFEN/INTERSCOPE)

COMPLETE CHR/TOP 40 CHART ON PAGE 26

## RHYTHMIC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	3	6	<b>LIL WAYNE FEAT. STATIC MAJOR</b> LOLLIPOP	NO. 1 (1 WK)/MOST INCREASED PLAYS	☆	CASH MONEY/UNIVERSAL MOTOWN
2	2	11	<b>USHER FEATURING YOUNG JEEZY</b> LOVE IN THIS CLUB		11 ☆	LAFACE/ZOMBA
3	1	14	<b>RAY J &amp; YUNG BERG</b> SEXY CAN I		11	KNOCKOUT/DEJA 34/KOCH/EPIC
4	6	11	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> NO AIR		11 ☆	19/JIVE/ZOMBA
5	4	11	<b>MARIAH CAREY</b> TOUCH MY BODY		11 ☆	ISLAND/IDJMG
6	5	12	<b>COLBY O'DONIS FEATURING AKON</b> WHAT YOU GOT		☆	KONLIVE/GEFFEN/INTERSCOPE
7	9	8	<b>RICK ROSS FEATURING T-PAIN</b> THE BOSS		☆	SLIP-N-SLIDE/DEF JAM/IDJMG
8	7	15	<b>2 PISTOLS FEATURING T-PAIN &amp; TAY DIZM</b> SHE GOT IT		☆	UNIVERSAL REPUBLIC
9	13	8	<b>LEONA LEWIS</b> BLEEDING LOVE		☆	SYCO/J/RMG
10	8	21	<b>CHRIS BROWN</b> WITH YOU		11 <sup>2</sup> ☆	JIVE/ZOMBA

### NO. 1 MOST ADDED

**USHER FEAT. BEYONCE & LIL WAYNE** Love In This Club, Part II (LAFACE/ZOMBA)

### NO. 1 MOST INCREASED PLAYS

**LIL WAYNE FEAT. STATIC MAJOR** Lollipop (CASH MONEY/UNIVERSAL MOTOWN)

### TOP 5 NEW AND ACTIVE

**THE DREAM** I Luv Your Girl (RADIO KILLA/DEF JAM/IDJMG)

**BUN B FEAT. SEAN KINGSTON** That's Gangsta (RAP-A-LOT 4 LIFE/ASYLUM)

**PLEASURE P.** Did You Wrong (SWAGGA/PRESSPLAY/ATLANTIC)

**CHRIS BROWN** Forever (JIVE/ZOMBA)

**USHER FEAT. BEYONCE & LIL WAYNE** Love In This Club, Part II (LAFACE/ZOMBA)

COMPLETE RHYTHMIC CHART ON PAGE 38

## URBAN

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	6	<b>LIL WAYNE FEAT. STATIC MAJOR</b> LOLLIPOP	NO. 1 (1 WK)	☆	CASH MONEY/UNIVERSAL MOTOWN
2	1	11	<b>USHER FEATURING YOUNG JEEZY</b> LOVE IN THIS CLUB		11 ☆	LAFACE/ZOMBA
3	3	14	<b>RAY J &amp; YUNG BERG</b> SEXY CAN I		11	KNOCKOUT/DEJA 34/EPIC/KOCH
4	4	11	<b>MARIAH CAREY</b> TOUCH MY BODY		11 ☆	ISLAND/IDJMG
5	5	13	<b>RICK ROSS FEATURING T-PAIN</b> THE BOSS		☆	SLIP-N-SLIDE/DEF JAM/IDJMG
6	7	9	<b>ASHANTI</b> THE WAY THAT I LOVE YOU		☆	THE INC./UNIVERSAL MOTOWN
7	6	11	<b>2 PISTOLS FEATURING T-PAIN &amp; TAY DIZM</b> SHE GOT IT		☆	UNIVERSAL REPUBLIC
8	7	7	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> NO AIR		11	19/JIVE/ZOMBA
9	10	7	<b>PLIES FEATURING NE-YO</b> BUST IT BABY (PART 2)		☆	BIG GATES/SLIP-N-SLIDE/ATLANTIC
10	11	11	<b>TREY SONGZ</b> LAST TIME		☆	SONG BOOK/ATLANTIC

### NO. 1 MOST ADDED

**USHER FEAT. BEYONCE & LIL WAYNE** Love In This Club, Part II (LAFACE/ZOMBA)

### NO. 1 MOST INCREASED PLAYS

**USHER FEAT. BEYONCE & LIL WAYNE** Love In This Club, Part II (LAFACE/ZOMBA)

### TOP 5 NEW AND ACTIVE

**SHAWTY LO** Foolish (D4U/ASYLUM)

**MARIAH CAREY** Bye Bye (ISLAND/IDJMG)

**ONE CHANCE U** Cant (J/RMG)

**DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST & JERMAINE DUPRI** Finer Things (SO SO DEF/IDJMG)

**ACE FEAT. T-PAIN & RICK ROSS** Cash Flow (WE THE BEST/DEF JAM/IDJMG)

COMPLETE URBAN CHART ON PAGE 41

## URBAN AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	31	<b>RAHEEM DEVAUGHN</b> WOMAN	NO. 1 (3 WKS)	☆	JIVE/ZOMBA
2	2	25	<b>KEYSHIA COLE</b> I REMEMBER		11	IMANI/GEFFEN/INTERSCOPE
3	3	28	<b>JAHEIM</b> NEVER		11	DIVINE MILL/ATLANTIC
4	4	25	<b>ALICIA KEYS</b> LIKE YOU'LL NEVER SEE ME AGAIN		11	MBK/J/RMG
5	5	29	<b>MARY J. BLIGE</b> JUST FINE		11	MATRIARCH/GEFFEN/INTERSCOPE
6	6	23	<b>ERYKAH BADU</b> HONEY		11	UNIVERSAL MOTOWN
7	7	15	<b>ANGIE STONE</b> SOMETIMES		11	STAX/CMG
8	8	11	<b>MARIAH CAREY</b> TOUCH MY BODY		11	ISLAND/IDJMG
9	9	14	<b>KEITH SWEAT FEATURING PAISLEY BETTIS</b> SUGA SUGA SUGA		11	KEIA/ATCO/RHINO
10	10	27	<b>JILL SCOTT</b> MY LOVE		11	HIDDEN BEACH

### NO. 1 MOST ADDED

**KEANTHONY** I Ain't Tryna (REPRISE/WARNER BROS.)

### NO. 1 MOST INCREASED PLAYS

**MARVIN SAPP** Never Would Have Made It (VERITY/ZOMBA)

### TOP 5 NEW AND ACTIVE

**JILL SCOTT FEAT. GEORGE DUKE** Whenever You're Around (HIDDEN BEACH)

**ANTHONY DAVID FEAT. INDIA.ARIE** Words (SOULBIRD/UNIVERSAL REPUBLIC)

**THE DREAM** Falsetto (RADIO KILLA/DEF JAM/IDJMG)

**MARY J. BLIGE** Stay Down (MATRIARCH/GEFFEN/INTERSCOPE)

**NE-YO** Go On Girl (DEF JAM/IDJMG)

COMPLETE URBAN AC CHART ON PAGE 42

## COUNTRY

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	12	<b>GEORGE STRAIT</b> I SAW GOD TODAY	NO. 1 (2 WKS)	☆	MCA NASHVILLE
2	3	28	<b>JAMES OTTO</b> JUST GOT STARTED LOVIN' YOU		☆	RAY BAW/WARNER BROS./WARNER
3	2	21	<b>TRACE ADKINS</b> YOU'RE GONNA MISS THIS		☆	CAPITOL NASHVILLE
4	4	16	<b>TAYLOR SWIFT</b> PICTURE TO BURN		☆	BIG MACHINE
5	5	26	<b>PHIL VASSAR</b> LOVE IS A BEAUTIFUL THING		☆	UNIVERSAL SOUTH
6	6	10	<b>BRAD PAISLEY</b> I'M STILL A GUY		☆	ARISTA NASHVILLE
7	7	10	<b>RASCAL FLATTS</b> EVERY DAY		☆	LYRIC STREET
8	9	30	<b>LADY ANTEBELLUM</b> LOVE DON'T LIVE HERE		☆	CAPITOL NASHVILLE
9	10	7	<b>CARRIE UNDERWOOD</b> LAST NAME		☆	ARISTA/ARISTA NASHVILLE
10	11	6	<b>KENNY CHESNEY</b> BETTER AS A MEMORY		☆	BNA

### NO. 1 MOST ADDED

**BROOKS & DUNN** Put A Girl In It (ARISTA NASHVILLE)

### NO. 1 MOST INCREASED AUDIENCE

**ALAN JACKSON** Good Time (ARISTA NASHVILLE)

### TOP 5 NEW AND ACTIVE

**RANDY TRAVIS** Faith In You (WARNER BROS./WRN)

**BLUEFIELD** Butterfly (COUNTRY THUNDER)

**CRAIG MORGAN** Love Remembers (BNA)

**RISSI PALMER** No Air (1720)

**MIRANDA LAMBERT** More Like Her (COLUMBIA)

COMPLETE COUNTRY CHART ON PAGE 50

## AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	39	<b>COLBIE CAILLAT</b> BUBBLY	NO. 1 (18 WKS)	11 <sup>2</sup> ☆	UNIVERSAL REPUBLIC
2	2	16	<b>SARA BAREILLES</b> LOVE SONG		11 <sup>2</sup> ☆	EPIC
3	3	16	<b>MICHAEL BUBLE</b> LOST		☆	143/REPRISE
4	4	44	<b>FERGIE</b> BIG GIRLS DON'T CRY		11 <sup>5</sup> ☆	WILL.I.AM/A&M/INTERSCOPE
5	5	26	<b>TIMBALAND FEATURING ONEREPUBLIC</b> APOLOGIZE		11 <sup>4</sup> ☆	MOSLEY/BLACKGROUND/INTERSCOPE
6	7	18	<b>TAYLOR SWIFT</b> TEARDROPS ON MY GUITAR		11 <sup>3</sup> ☆	BIG MACHINE/UNIVERSAL REPUBLIC
7	6	51	<b>DAUGHTRY</b> HOME		11 <sup>4</sup> ☆	RCA/RMG
8	8	38	<b>PINK</b> WHO KNEW		11 <sup>3</sup> ☆	LAFACE/ZOMBA
9	11	17	<b>JORDIN SPARKS</b> TATTOO		11 <sup>2</sup> ☆	19/JIVE/ZOMBA
10	10	18	<b>ALICIA KEYS</b> NO ONE		11 <sup>5</sup> ☆	MBK/J/RMG

### NO. 1 MOST ADDED

**LEONA LEWIS** Bleeding Love (SYCO/J/RMG)

### NO. 1 MOST INCREASED PLAYS

**LEONA LEWIS** Bleeding Love (SYCO/J/RMG)

### TOP 5 NEW AND ACTIVE

**LAREAU** Change My World (WARRIOR/BUNGALO)

**COLBIE CAILLAT** Realize (UNIVERSAL REPUBLIC)

**CELINE DION** Alone (COLUMBIA)

**LINKIN PARK** Shadow Of The Day (WARNER BROS.)

**Yael Naim** New Soul (TOT OU TARD/ATLANTIC)

COMPLETE AC CHART ON PAGE 53



# R&R THE BACK PAGES

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## HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	36	<b>SARA BAREILLES</b> LOVE SONG	<b>NO. 1 (9 WKS)</b>	11	EPIC
2	2	16	<b>DAUGHTRY</b> FEELS LIKE TONIGHT		11	RCA/RMG
3	4	20	<b>MAROON 5</b> WON'T GO HOME WITHOUT YOU			A&M/OCTONE/INTERSCOPE
4	5	25	<b>LIFEHOUSE</b> WHATEVER IT TAKES			GEFFEN/INTERSCOPE
5	3	29	<b>BUCKCHERRY</b> SORRY		11	ELEVEN SEVEN/ATLANTIC/RRP
6	6	19	<b>JOHN MAYER</b> SAY			AWARE/COLUMBIA
7	7	19	<b>MATCHBOX TWENTY</b> THESE HARD TIMES			MELISMA/ATLANTIC
8	10	15	<b>ONEREPUBLIC</b> STOP AND STARE		11	MOSLEY/INTERSCOPE
9	8	15	<b>COLBIE CAILLAT</b> REALIZE			UNIVERSAL REPUBLIC
10	11	11	<b>GAVIN DEGRAW</b> IN LOVE WITH A GIRL			J/RMG

### NO. 1 MOST ADDED

**3 DOORS DOWN** It's Not My Time (UNIVERSAL REPUBLIC)

### NO. 1 MOST INCREASED PLAYS

**LEONA LEWIS** Bleeding Love (SYCO/J/RMG)

### TOP 5 NEW AND ACTIVE

**ANNA NALICK** Shine (EPIC)

**NEWTON FAULKNER** Dream Catch Me (AWARE/COLUMBIA)

**ALANIS MORISSETTE** Underneath (MAVERICK/REPRISE)

**MARIAH CAREY** Touch My Body (ISLAND/IDJMG)

**TAYLOR SWIFT** Our Song (BIG MACHINE/UNIVERSAL REPUBLIC)

COMPLETE **HOT AC** CHART ON PAGE 54

## SMOOTH JAZZ

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL
1	1	14	<b>KENNY G</b> SAX-O-LOCO	<b>NO. 1 (6 WKS)</b>	STARBUCKS/CONCORD/CMG
2	2	15	<b>JESSY J</b> TEQUILA MOON		PEAK/CMG
3	3	14	<b>CHRIS STANDRING</b> LOVE & PARAGRAPHS		ULTIMATE VIBE
4	4	19	<b>EUGE GROOVE</b> MR. GROOVE		NARADA JAZZ/CAPITOL
5	6	26	<b>EVERETTE HARP</b> OLD SCHOOL		SHANACHIE
6	5	18	<b>PAUL BROWN</b> OL' SKOOLIN'		PEAK/CMG
7	7	25	<b>PAUL HARDCASTLE</b> LUCKY STAR		TRIPPIN' N' RHYTHM
8	22	8	<b>CHUCK LOEB</b> WINDOW OF THE SOUL		HEADS UP
9	10	12	<b>MARCUS MILLER FEATURING CORINNE BAILEY RAE</b> FREE		3 DEUCES/CMG
10	14	8	<b>MINDI ABAIR</b> SMILE		PEAK/CMG

### NO. 1 MOST ADDED

**WAYMAN TISDALE** Throwin' It Down (RENDEZVOUS)

### NO. 1 MOST INCREASED PLAYS

**JESSE COOK** Cafe Mocha (COACH HOUSE/KOCH)

### TOP 5 NEW AND ACTIVE

**RAUL MIDON** Pick Somebody Up (MANHATTAN/CAPITOL)

**SEKOU BUNCH** Take 5/In Three (TRIPPIN' N' RHYTHM)

**DIANA KRALL** The Heart Of Saturday Night (VERVE)

**NOVELLO** B3 Soul (NOGO)

**ERIC DARIUS** Goin' All Out (BLUE NOTE/CAPITOL)

COMPLETE **SMOOTH JAZZ** CHART ON PAGE 57

## ALTERNATIVE

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	10	<b>SEETHER</b> RISE ABOVE THIS	<b>NO. 1 (2 WKS)</b>		WIND-UP
2	2	26	<b>PUDDLE OF MUDD</b> PSYCHO			FLAWLESS/GEFFEN/INTERSCOPE
3	19	2	<b>WEEZER</b> PORK AND BEANS	<b>MOST INCREASED PLAYS</b>		DGC/GEFFEN/INTERSCOPE
4	3	14	<b>ATREYU</b> FALLING DOWN			HOLLY WOOD
5	7	4	<b>FLOBOTS</b> HANDLEBARS			UNIVERSAL REPUBLIC
6	4	5	<b>THE RACONTEURS</b> SALUTE YOUR SOLUTION			THIRD MAN/WARNER BROS.
7	5	10	<b>3 DOORS DOWN</b> IT'S NOT MY TIME			UNIVERSAL REPUBLIC
8	8	8	<b>LINKIN PARK</b> GIVEN UP			WARNER BROS.
9	9	6	<b>DEATH CAB FOR CUTIE</b> I WILL POSSESS YOUR HEART			ATLANTIC
10	6	30	<b>THE BRAVERY</b> BELIEVE			ISLAND/IDJMG

### NO. 1 MOST ADDED

**NINE INCH NAILS** Discipline (NULL CORPORATION/RED)

### NO. 1 MOST INCREASED PLAYS

**WEEZER** Pork And Beans (DGC/GEFFEN/INTERSCOPE)

### TOP 5 NEW AND ACTIVE

**THE WHIGS** Right Hand On My Heart (ATO/RED)

**FILTER** Soldiers Of Misfortune (PULSE)

**CAROLINA LIAR** I'm Not Over (ATLANTIC)

**PARAMORE** That's What You Get (FUELED BY RAMEN/RRP)

**TANTRIC** Down And Out (SILENT MAJORITY/ILG)

COMPLETE **ALTERNATIVE** CHART ON PAGE 59

## ACTIVE ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL
1	2	5	<b>DISTURBED</b> INSIDE THE FIRE	<b>NO. 1 (1 WK)</b>	REPRISE
2	1	14	<b>THEORY OF A DEADMAN</b> SO HAPPY		604/ROADRUNNER/RRP
3	3	11	<b>3 DOORS DOWN</b> IT'S NOT MY TIME		UNIVERSAL REPUBLIC
4	4	14	<b>ATREYU</b> FALLING DOWN		HOLLYWOOD
5	7	13	<b>SAVING ABEL</b> ADDICTED		SKIDDCO/VIRGIN/CAPITOL
6	5	10	<b>SEETHER</b> RISE ABOVE THIS		WIND-UP
7	8	12	<b>APOCALYPTICA FEATURING COREY TAYLOR</b> I'M NOT JESUS		20-20 ENT./JIVE/ZOMBA
8	6	30	<b>PUDDLE OF MUDD</b> PSYCHO		FLAWLESS/GEFFEN/INTERSCOPE
9	11	12	<b>10 YEARS</b> BEAUTIFUL		UNIVERSAL REPUBLIC
10	9	15	<b>ASHES DIVIDE</b> THE STONE		ISLAND/IDJMG

### NO. 1 MOST ADDED

**NINE INCH NAILS** Discipline (NULL CORPORATION/RED)

### NO. 1 MOST INCREASED PLAYS

**FOO FIGHTERS** Let It Die (ROSWELL/RCA/RMG)

### TOP 5 NEW AND ACTIVE

**KORN** Kiss (VIRGIN/CAPITOL)

**SAFETYSUIT** Someone Like You (UNIVERSAL MOTOWN)

**ALTER BRIDGE** Before Tomorrow Comes (UNIVERSAL REPUBLIC)

**POP EVIL** Hero (PAZZO/JARD STAR)

**ANEW REVOLUTION** Done (KOCH)

COMPLETE **ACTIVE ROCK** CHART ON PAGE 60

## ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL
1	1	27	<b>PUDDLE OF MUDD</b> PSYCHO	<b>NO. 1 (7 WKS)</b>	FLAWLESS/GEFFEN/INTERSCOPE
2	2	10	<b>3 DOORS DOWN</b> IT'S NOT MY TIME		UNIVERSAL REPUBLIC
3	3	43	<b>SIXX: A.M.</b> LIFE IS BEAUTIFUL		ELEVEN SEVEN
4	4	14	<b>THEORY OF A DEADMAN</b> SO HAPPY		604/ROADRUNNER/RRP
5	5	35	<b>SEETHER</b> FAKE IT	11	WIND-UP
6	6	10	<b>SEETHER</b> RISE ABOVE THIS		WIND-UP
7	8	5	<b>DISTURBED</b> INSIDE THE FIRE		REPRISE
8	7	21	<b>FOO FIGHTERS</b> LONG ROAD TO RUIN		ROSWELL/RCA/RMG
9	12	2	<b>MOTLEY CRUE</b> SAINTS OF LOS ANGELES	<b>MOST INCREASED PLAYS/MOST ADDED</b>	MOTLEY
10	16	16	<b>THE BLACK CROWES</b> GOODBYE DAUGHTERS OF THE REVOLUTION		SILVER ARROW

### NO. 1 MOST ADDED

**MOTLEY CRUE** Saints Of Los Angeles (MOTLEY)

### NO. 1 MOST INCREASED PLAYS

**MOTLEY CRUE** Saints Of Los Angeles (MOTLEY)

### TOP 5 NEW AND ACTIVE

**AVENGED SEVENFOLD** Afterlife (HOPELESS/WARNER BROS.)

**OPERATOR** Delicate (ATLANTIC)

**FIVE FINGER DEATH PUNCH** Never Enough (FIRM)

**FILTER** Soldiers Of Misfortune (PULSE)

**GAVIN ROSSDALE** Love Remains The Same (INTERSCOPE)

COMPLETE **ROCK** CHART ON PAGE 61

## TRIPLE A

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL
1	2	12	<b>R.E.M.</b> SUPERNATURAL SUPERSERIOUS	<b>NO. 1 (5 WKS)</b>	WARNER BROS.
2	1	12	<b>COUNTING CROWS</b> YOU CAN'T COUNT ON ME		DGC/GEFFEN/INTERSCOPE
3	4	5	<b>DEATH CAB FOR CUTIE</b> I WILL POSSESS YOUR HEART		ATLANTIC
4	3	22	<b>JACK JOHNSON</b> IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC
5	6	9	<b>JASON MRAZ</b> I'M YOURS		ATLANTIC/RRP
6	5	9	<b>STEVE WINWOOD FEATURING ERIC CLAPTON</b> DIRTY CITY		COLUMBIA
7	9	13	<b>THE B-52S</b> FUNPLEX		ASTRALWERKS/CAPITOL
8	14	4	<b>MUDCRUTCH</b> SCARE EASY		REPRISE
9	7	25	<b>INGRID MICHAELSON</b> THE WAY I AM		CABIN 24/ORIGINAL SIGNAL/REO
10	11	11	<b>AUGUSTANA</b> SWEET AND LOW		EPIC

### NO. 1 MOST ADDED

**AMOS LEE** Listen (BLUE NOTE/CAPITOL)

### NO. 1 MOST INCREASED PLAYS

**ALANIS MORISSETTE** Underneath (MAVERICK/REPRISE)

### TOP 5 NEW AND ACTIVE

**OLD 97'S** Dance With Me (NEW WEST)

**THE RACONTEURS** Old Enough (THIRD MAN/WARNER BROS.)

**JACK JOHNSON** Hope (BRUSHFIRE/UNIVERSAL REPUBLIC)

**LINKIN PARK** Shadow Of The Day (WARNER BROS.)

**GAVIN ROSSDALE** Love Remains The Same (INTERSCOPE)

COMPLETE **TRIPLE A** CHART ON PAGE 64



After 46 years in the business, Schrott & Katz CEO is still having the time of his life

# Norm Schrott

By Erica Farber

There is only one Norm Schrott. After celebrating his 75th birthday this year, Schrott is about as active in the business today as he was when he started in radio sales 46 years ago. With a zest for life and a phenomenal sense of humor, this bigger-than-life character now spends his time working on behalf of one of radio's greatest assets: talent.

**Getting into the business:** Jim Arcara hired me at [50,000-watt CHR/top 40 giant] WKBW in Buffalo in 1963. A childhood friend, Warren Potash, worked for KB and used to say, "You're crazy selling cars; you'd be great selling radio time." They hired me because they were deficient in automotive sales and they wanted someone that knew how to do that. I had every car dealer in a radio ad. I worked on and off for Arcara for the 35 years I worked for [WKBW owner] Capital Cities. I was a salesman, then a sales manager and then the general manager at KB. Then I was transferred to KZLA/Los Angeles and switched that to country. I stayed there a year and we bought [WKHX] in Atlanta. I came to Atlanta and in 1982 was made president of [Capital Cities] owned radio stations.

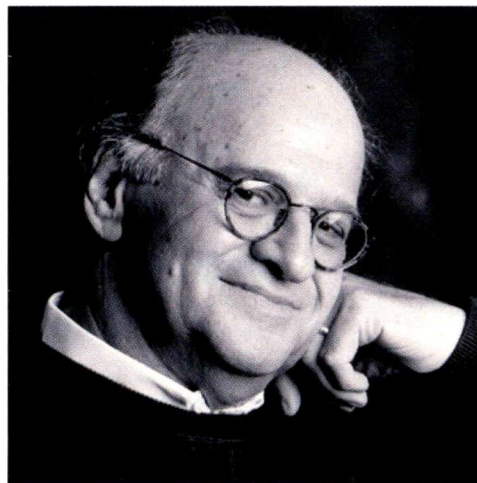
**Why you left ABC:** I was old! I had to retire at 65, and I was 63. I wanted to retire before I was 65 and then Disney bought us and all the guys were saying, "Let's just take the money and run," and I left. That was 12 years ago.

**Founding of Schrott & Katz:** I am one of these guys that didn't have any hobbies. I don't play golf. I don't play tennis. I work. You hear about people that retire and then a year-and-a-half later, die. I was married at the time and I thought sitting around the house would just about kill me. I realized a lot of the agents I dealt with were lawyers. I felt radio talent was better served by a broadcaster than an attorney. Attorneys knew the law better, but I knew broadcasting better. The benefit with opening Schrott & Katz is Joel Katz was an entertainment lawyer and I thought, "I've got the best of both worlds, and my clients will be better served." I left in December, 12 years ago, and right after the holidays, I started the company. I am now sole owner.

**Mission of the company:** To make all my clients rich and their employers richer.

**Long-range plans:** I decided to cap it at 20 clients, because I didn't want to have employees. I have a secretary and me. I'm probably more [of an] agent/manager. The worst thing in the world to be is a 50-year-old jock with not enough "fuck you" money in the bank, because our business throws out those kinds of people. The guys that really got it can stick around; those are the 500-pound gorillas. But there are a lot of 200-pound gorillas. I'm older than John McCain. I say to the people I represent, "Someday you're not going to want an 80-year-old agent." And they say, "As long as you can walk, talk and negotiate, I don't care how old you are."

**Biggest challenge:** Waking up in the morning. At my age if I wake up, that's great. I suppose my business challenge is to make a fair deal for my clients and also their bosses. That's really important. If you work for a smart, creative program director who works for a very smart general manager, it's a great marriage.



**State of radio:** Managers say all the time, "Norm, you got out at the right time." And everybody is looking for the bottom line. I don't believe "profit" is a dirty word. I think radio stations should make a profit and jocks should be paid fairly. Upper management has obligations to the banks and their investors and we have to understand that. It's a business, and it's a great business. There's no heavy lifting and if you work hard and work smart, you can be successful. People say, "Boy, this guy's lucky," but really, the harder you work the luckier you get.

**Career highlight:** I worked for the same company for 35 years. I retired when Disney bought us. In my radio career I am proud of the movement of WLS [Chicago], WMAL [Washington], WBAP [Dallas], from radio stations to talk radio stations. To turn those big AM stations around is not an easy job. On the agent side of my business, the trust of the people I represent is very important to me and is a highlight. It's wonderful to have these two careers: 35 years at one thing and now 12 years being an agent.

**Career disappointment:** I have had a great career. I have great friends and clients and I've worked for some marvelous people. Arcara was wonderful to work for. Don Bouloukos [former president of Capital Cities/ABC-owned radio stations] was great. The sales department I joined at WKBW included Dick Rakovan, Warren Potash, Tom Fennel, Bill Campbell, and Jim Arcara was the sales manager. There was never a day I came to work that I didn't want to come to work.

**Most influential individual:** I always say I worked for Arcara for most of my career and Arcara always says that everyone's entitled to make one mistake. Potash helped me a lot when I began. The guys at the top, Tom Murphy and [Daniel] Burke, everybody should work for people like that. I don't know that we were ever paid the most, but you couldn't beat the work environment.

**Advice for talent:** Work hard, be creative and understand it's a business. Remember, it is only radio. You have to be able to laugh at yourself. Jocks get in all kinds of trouble. They push the envelope and then wonder why they got in trouble. I say, "You went too far, go to the line, take two steps back and have a good time. Just enjoy yourself and understand who your audience is."

**Advice for broadcasters:** Real estate says "location, location, location." In radio, it should be "talent, talent, talent." That's the horse that pulls the wagon. I have huge respect for talent, because I can't do it. People say they only work four hours a day. Not good ones—they work their . . . off! R&R

**'Real estate says "location, location, location." In radio, it should be "talent, talent, talent." That's the horse that pulls the wagon.'**

—Norm Schrott

## Liner Notes

**Profile:** Norm Schrott  
**Title:** Schrott & Katz CEO  
**Favorite radio format:** Rock  
**Favorite TV show:** "Curb Your Enthusiasm"  
**Favorite song:** "Anything by Eric Clapton or Eva Cassidy."  
**Favorite movie:** " 'Once Upon a Time in America,' the long version. I love Jewish gangsters."  
**Favorite book:** "I love anything by Kafka, because I love happy endings. The book on the nightstand is 'Kavalier and Clay' by Michael Chabon."  
**Favorite restaurant:** "Patsy's in New York, because it's Scott Herman's favorite and he always picks up the tab. I also love the Second Avenue Deli, but the funny part is it's [now] on Third Avenue."  
**Beverage of choice:** "Vodka rocks or iced tea."  
**Hobbies:** "Avoiding all forms of exercise."  
**E-mail address:** schrott@nsstalent.com



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**#1 Women 25-54**

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