

Country Radio Broadcasters Honor A Litany Of Country Royalty. We Talk With Merle Haggard,

Bob McKay, Shelia Shipley Biddy, Gerry House, Moon Mullins And Chuck Collier p.44-55



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R&R News Focus

MOVER

Thomas Transfers To CC/Detroit As OM

Clear Channel Radio/Hartford and New Haven, Conn., OM Todd Thomas is transferring to a similar position within the company's seven-station Detroit group, replacing Dom



Thomas

Theodore, who was recently named VP of programming for CBS Radio's six Detroit stations, as well as VP of CHR programming.

Clear Channel/Detroit president/market manger Til Levesque says Thomas' "experience and successful track record as a Clear Channel operations manager will prove very beneficial to our continued success here." Clear Channel's Motor City properties include AC WNIC, country WDTW, urban WJLB, CHR/top 40 WKQI, urban AC WMXD, sports WDFN and talk WDTW-AM.—Mike Boyle

SHAKER

Lucek New VP Of Pop Promotion For WB/Reprise

Ken Lucek comes off the bench as the newly named VP of pop promotion for Warner Bros. and Reprise Records. Lucek has a long promo past, most recently as VP of pop promo for the West Coast at Jive Records. Previous label stops include Capitol, Epic, Maverick and A&M. Lucek is already in the Burbank, Calif., offices, where he reports to Warner senior VP of promotion Ron Cerrito and Reprise senior VP of promotion Mike Rittberg.—Kevin Carter

New PPM Study Set For TRS

Coleman Insights will debut the latest study in its "Mapping the DNA of PPM" series at the R&R Talk Radio Seminar March 13 in Los Angeles. "Beyond the Rhetoric: The Truth About the PPM Performances of Spoken Word Formats," will reveal how transition from diary to PPM measurement affects Arbitron performance of specific spoken-word radio formats. Attendees can view the presentation as part of the "State of the (Ratings) Nation" session. To register for R&R's Talk Radio Seminar, go to RadioandRecords.com.—Mike Boyle

Pols, Artists Converge On Capitol Hill Over Performance Royalties

More than 100 recording artists, politicians and staff packed a Capitol Hill hearing room Feb. 24 calling for passage of controversial legislation that would force radio stations to pay additional fees for airing recorded works. As NAB spokesman Dennis Wharton said, the proposed bill would mean "lights out" for the already financially struggling industry.

During a series of brief speeches from artists and legislators who back the Performance Rights Act (S.379 and H.R. 848), singer Patti LaBelle said, "Radio is doing us in" because it doesn't pay a performance royalty. Will.i.am argued that profound changes in the music business should impel radio to compensate artists for broadcasting their work. "There are no record stores today. Success is being No. 1 on iTunes," the artist said. Emmylou Harris took a somewhat softer stance. "We do love radio. It does play the soundtrack of our lives. But when you think of radio, you think of music," she said, suggesting that artists who provide content for music radio should be compensated.

Rep. Marsha Blackburn, R-Tenn., said the issue is one of fairness and private property rights. "This is about correcting a wrong. [Artists and performers] should be compensated for using their property." Rep. Howard Berman, D-Calif., who sponsored the measure, rejected broadcasters' arguments that radio's exemption from paying a performance royalty should continue because of the promotional value it provides artists and labels. "Broadcasters don't tell the NFL or NBA that they are promoting their sports and that they then don't need to pay for the air rights. They couldn't even keep a straight face saying that."

Broadcasters rallying against the bill have 16 additional House members added to an NAB-backed resolution that opposes it. At press time, 126 members had signed the resolution, a measure that doesn't carry any regulatory power but is considered by broadcasters as a barometer of where some House members stand on the issue. But Berman isn't convinced the barometer is accurate. "I know many of those members who signed on who have no fundamental understanding what it means or what it stands for," he told R&R. "We have so many good arguments on our side that I think we can overcome that."

Wharton, who was also in the hearing room that included such acts as Herbie Hancock, Dionne Warwick, Matt Maher and Los Tigres del Norte, noted that an unusually high number of broadcasters are experiencing hard financial times, so "we look forward to a great debate about who has been more fair to artists: recording labels or radio."—Jeffrey Yorke



Emmylou Harris was among the artists calling for passage of performance royalty legislation during a Feb. 24 event on Capitol Hill.

ON THE WEB

Univision Changes In Dallas

Univision Radio has made significant changes to its Dallas properties, as regional Mexican KESS (La Qué Buena 107.9) flips to Latin pop as "La Kalle" and Latin rhythm KFZO (La Kalle 99.1) takes on regional Mexican as "La Qué Buena 99.1 FM." The company's other regional Mexican KDXX (Estéreo Latino 107.1) essentially fades away, with the 107.1 frequency simulcasting La Qué Buena 99.1 FM. With this move, the company's morning shows are also affected: La Qué Buena maintains "Piolin por la Mañana," while "Raúl Brindis y Pepito," previously heard in mornings on Estéreo Latino, is out. "Raúl Brindis y Pepito" originates at the company's regional Mexican KLTN (Estéreo Latino)/Houston.—Jackie Madrigal

UMGN Chief Lewis Signs New Deal

Universal Music Group Nashville chairman/CEO Luke Lewis has signed a new multiyear deal. UMGN was R&R sister publication Billboard's top country album label in 2008 and its MCA Nashville was the top country album imprint. The label group, which includes MCA Nashville, Mercury Nashville and Lost Highway, is home to George Strait, Sugarland, Lee Ann Womack, Gary Allan, Hayes Carll, Josh Turner and Jamey Johnson, among others.—Ken Tucker



Lewis

Fruge Returns To Mix/Vegas, Thomas Upped

Charese Fruge returns to her old stomping ground: CBS Radio hot AC KMXB (Mix 94.1)/Las Vegas, where she previously programmed for five years. While Fruge will retain PD stripes at hot AC sister KSCF (Sophie@103.7)/San Diego, she'll surrender control of hot AC KLLC (Alice@97.3)/San Francisco, where she's been PD since August 2008. Additionally, Cat Thomas, longtime PD of CBS rhythmic KLUC/Las Vegas, is upped to director of FM programming for KLUC, Mix and adult hits KKJJ (100.5 Jack FM).—Keith Berman



FAMILY AFFAIR: Greater Media chairman/CEO Peter Smyth and the Bordes family were presented with the 2009 Broadcasters Foundation of America Golden Mike Award Feb. 23 at New York's Waldorf Astoria. The black-tie gala, which raises funds for broadcasters with acute health needs, drew a who's who of radio CEOs, performances by Melba Moore and Martina McBride and speeches by RAB CEO Jeff Haley, Emmis CEO Jeff Smulyan and others. Smyth (right) accepted the award with Peter Bordes Jr., son of the late Peter Bordes, who co-founded Greater Media in 1956.

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Michaels Steels For Q92.9 Gig

Dan Michaels is the new PD at Steel City Media AC WLTJ (Q92.9)/Pittsburgh, replacing Chuck Stevens, who left in December to program WJYE/Bufalo. Michaels last spent two years in the programming seat at Clear Channel classic hits WBIG (Big 100.3)/Washington but was consolidated out of that position in June 2008. He's also been PD of Entercom classic rock KQMT (99.5 the Mountain)/Denver. "It's a terrific challenge making sure Q92.9 lives up to the spirit of Pittsburgh," Michaels says. "It's a great city, and I can't wait to get started." —*Keith Berman*

Salem Announces 'Obama's First 100 Days Tour'

Salem Radio Network's nationally syndicated talk hosts will embark on a nationwide, 12-city tour coinciding with the first 100 days of President Barack Obama's administration. SRN hosts Bill Bennett, Mike Gallagher, Dennis Prager, Michael Medved and Hugh Hewitt will appear at public events and broadcast from such markets as Los Angeles, Chicago and Dallas. They will analyze issues ranging from the administration's \$787 billion stimulus plan to foreign policy matters to challenges facing talk radio. SRN VP of news and talk programming Tom Tradup says each stop on the tour, which begins April 27 in Dallas, will feature three SRN hosts and special guests, who vary in each market. —*Mike Boyle*

Saga/Columbus Ups Trapp, Kelly

At Saga's Columbus, Ohio, cluster, Steve Kelly is named PD of classic hits WODB (Big Hits B104-3) and Dan Trapp adds APD duties for smooth jazz WJZA. Both were already in the cluster: Kelly is APD/afternoon guy on AC monster WSNY (Sunny 95), while Trapp does middays on WJZA and is the cluster production director. Both retain their previous duties. —*Keith Berman*

New Format, Better Frequency For KTTA

Bustos Media regional Mexican KTTA (Ke Buena)/Sacramento moves from 97.9 FM to the more powerful 94.3 FM, which previously belonged to Latin pop KLMG (Magia). The switch allows Ke Buena to have better coverage in Sacramento, Stockton and the East Bay areas of Concord, Brentwood and Tracy. Now on 97.9 FM, KLMG takes on a newly launched Latin CHR format called "Mega," which targets the 18-34 demo and features acts like Shakira, Maná, Juanes, Flex and Paulina Rubio. Mega is also playing current reggaeton and bachata hits. —*Jackie Madrigal*

Business Briefing By Jeffrey Yorke

Entercom Has Q4 Loss

Entercom Communications reports a fourth-quarter net loss of \$429.8 million, or \$11.91 per share, compared with a net loss of \$9.4 million, or 25 cents per share, during the same period last year. The Philadelphia-based radio group says adjusted net income dropped to \$12 million, or 33 cents per share, from \$15.4 million, or 41 cents per share, in 2007.

Analysts polled by Thomson Reuters forecast earnings of 29 cents per share, but analysts also generally exclude special accounting deductions. For the full year, Entercom's net revenue decreased 6% to \$438.8 million and adjusted net income per share increased 2% from \$1.25 to \$1.27.

Entercom president/CEO David Field says, "In the face of difficult general economic conditions that are adversely impacting advertising revenues, Entercom has taken significant measures to improve our short-term performance and enhance long-term

prospects. We have materially reduced expenses [and] increased our investment in various digital and new revenue initiatives." Field added that he was "pleased to note" that in 2008 Entercom posted a 3% increase in free cash flow and reduced long-term debt by \$140 million.

FCC Withdraws Increased Fee Schedule, For Now

Days before a scheduled Feb. 18 filing fees increase, the FCC posted its increased Fee Filing Guide on its Web site. But attorney David Oxenford, a partner in Washington, D.C., firm Davis Wright Tremaine, wrote in a note to clients that shortly before the supposed effective date, the guide disappeared from the site and the new fees haven't been programmed into the agency's electronic filing system. "So those new fees have not become effective yet—though we would expect that they will be soon." He advises, "Stay tuned."

Transactions at a Glance

Voice of Reason Radio's KVXR-AM/Moorhead, Minn., to Real Presence Radio for \$240,000 . . . Roche-A-Cri Broadcasting's WDKM-FM/Adams, Wis., to DKS Communications for \$190,000 . . . College Creek Media's KRID-FM/Ashton, Idaho, to Ted W. Austin Jr. for \$175,000, payable in cash at closing with a \$7,500 escrow deposit and additional \$175,000 payment if the FCC grants the station's upgrade application . . . Leon Hunt's KBSF-AM/Springhill, La., to Hereford Agri-Fuels' Raftt Corp. for \$55,000 . . . A Chord's construction permit for KKFC-FM/Hart, Texas, to Christian Ministries of the Valley for \$30,000 . . . Praise Temple Way of the Church of Christ's construction permit for a new FM in Loomis, S.D., to Network of Glory for \$12,000 . . . Wilkes Community College's WSIF-FM/Wilkesboro, N.C., to Isothermal Community College for \$1 . . . Pescadero Public Radio Service's KPDO-FM/Pescadero, Calif., to the Regents of the University of California for no monetary consideration . . . Electronic Applications Radio Service's WVXI-FM/Cole, Ind., to Hoosier Public Radio for no monetary consideration.

Deal of the Week

KPXI-FM/Overton (Tyler-Longview), Texas

PRICE: \$350,000

TERMS: Asset sale for cash

BUYER: Hanszen Broadcast Group, headed by owner/GM Jerry Hanszen. Phone: 903-693-6668. It owns five other stations. This represents its entry into this market.

SELLER: Salem Communications, headed by CEO Edward Atsinger III. Phone: 805-987-0400

FORMAT: Christian/talk

BROKER: Bill Whitley of Media Services Group

COMMENT: Salem Communications' KPXI-FM/Overton, Texas, to Jerry Hanszen for \$350,000, payable in cash at closing, with a \$75,000 escrow deposit.

2009 Deals to Date

Dollars to Date:	\$22,114,335	(Last Year: \$125,297,536)
Dollars This Quarter:	\$22,114,335	(Last Year: \$125,297,536)
Stations Traded This Year:	105	(Last Year: 85)
Stations Traded This Quarter:	105	(Last Year: 85)

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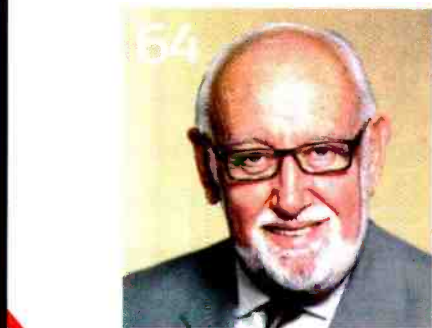
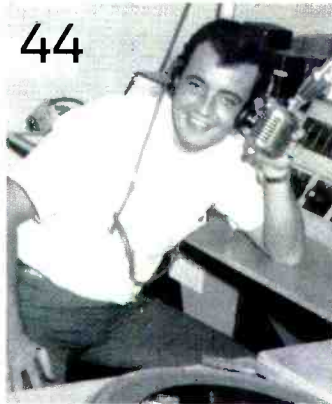
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'If all you do is what's been done, all you'll get is what's been gotten. Radio has to take chances and do things that haven't been done before. Stop copying.' p.18



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What's New This Week Online

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March 2
Phase 1 winter Arbitrends arrive from Baltimore, St. Louis and San Diego, among others.
▶ [Click on Ratings](#)

T

March 3
Denver, Minneapolis, Pittsburgh and Seattle phase 1 winter Arbitrends results are released.
▶ [Click on Ratings](#)

W

March 4
Cox Radio releases fourth-quarter and full-year results during an 11 a.m. ET teleconference.
▶ [Bookmark Radioand-Records.com for coverage and analysis](#)

T

March 5
Phase 1 winter Arbitrends are issued for Memphis, Miami and Nashville.
▶ [Click on Ratings](#)

F

March 6
Winter phase 1 Arbitrends continue to roll out. Catch Las Vegas, Salt Lake City and San Antonio in today's batch.
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When times are tough, the tough get going! With continued forecasts of a weak economy, going outside of your company's boundaries to examine the issues facing broadcasting today can yield diverse ideas and rewards. With a new administration, and a new FCC Chairman and Commissioner, it is more important than ever that you attend the NAB Show. The Broadcast Management Conference sets the stage for imaginative thinking and answers to these questions and more:

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

Broadcast Management Conference Schedule-at-a-Glance

Sunday, April 19

7:30 a.m.	
8:00 a.m.	
8:30 a.m.	
9:00 a.m.	
9:30 a.m.	
10:00 a.m.	
10:30 a.m.	
11:00 a.m.	
11:30 a.m.	
12:00 p.m.	
12:30 p.m.	
1:00 p.m.	
1:30 p.m.	
2:00 p.m.	1:00 – 4:30 p.m. Focus on Leadership: Building and Implementing an Effective Strategic Plan
2:30 p.m.	
3:00 p.m.	
3:30 p.m.	
4:00 p.m.	
4:30 p.m.	

Monday, April 20

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

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

Focus on Leadership | April 19

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



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Exhibit Floor Hours
Las Vegas Convention Center
 April 20 – 22: 9 a.m. – 5 p.m.
 April 23: 9 a.m. – 2 p.m.
Las Vegas Hilton
 April 19: 5:30 – 6:30 p.m.
 April 20 – 21: 9 a.m. – 5 p.m.
 April 22: 9 a.m. – 3:30 p.m.



Tuesday, April 21

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

Wednesday, April 22

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

Broadcast Management Conference Registration Includes:

- Access to all Broadcast Management Conference sessions
- Registrants also receive access to the Broadcast Engineering Conference and RTNDA@NAB Conference sessions
- One NAB Luncheon Ticket of your choice (Radio, Television or Technology)
- Opening Keynote and General Sessions
- Super Sessions and Info Sessions
- Exhibit Halls and Pavilions
- BEA Sessions



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Inside The Launch Of L.A.'s Amp Radio

By Kevin Carter



'We felt "Amp Radio" captured what we wanted the station to sound like and represent online, which was energetic, youthful and fun.'

—Kevin Weatherly

CBS Radio dramatically altered the Los Angeles radio playing field at 5 p.m. Feb. 20, flushing the talk format on KLSX and jumping into the CHR/top 40 arena with the launch of what senior VP of programming Kevin Weatherly describes as "a hit machine"—97.1 Amp Radio. After two decades of a cluster mentality that catered mostly to men, the company moved to address its gender imbalance in radio's richest revenue market. "We do really well with the male demos with [alternative] KROQ and [adult hits KCBS-FM] Jack FM, our news stations KFWB and KNX, and [classic hits KRTI] K-Earth," Weatherly says. "Amp Radio now gives us a chance to compete for the female demo."

It's no coincidence that the new sign-on is pointed directly at Clear Channel's format monster, market ratings leader KIIS-FM, the nation's No. 2-billing station in 2007, second only to KROQ. "Obviously, when you look at the shares of KIIS, they're a pretty dominant radio station, and hopefully in time we'll get a piece of that," says Weatherly, who made his name 20 years ago as MD of KIIS.

The Amp Radio brand was born a year ago as

an HD-2 channel for Jack-FM.

"The idea at that time was to come up with a 'tweener' station between Radio Disney and top 40," Weatherly says. Gradually, Amp's pilot run began to sound ready for prime time. "When we started talking about doing a top 40 in this market, we had not decided upon a name until two or three weeks ago," he says. "We researched various names, but decided to go with 'Amp Radio' instead of 'Wild' or 'Party.' We felt it really captured what we wanted the station to sound like and represent online, which was energetic, youthful and fun."

Amp's most immediate task is building public awareness, which is being facilitated via the vast resources of CBS Outdoor. "We have over 60 digital boards, another 700 transit boards, plus posters and 30-sheets, so we're going to be pretty comprehensive in terms of outdoor," marketing director Chad Fitzsimmons says. The next step for Amp, currently rolling 10,000 songs in a row, will be the addition of personalities within the next 90 days. "Even though musically there are a lot of similarities to what you can hear in the

market, we want to position Amp Radio differently in terms of personalities and imaging," Weatherly says. "We want to make sure Amp is a hit machine and make it all about the music. Whatever personalities we add will only complement that fact, not detract from it."

Weatherly admits the September 2008 arrival of Arbitron's PPM ratings service contributed to the decision to flip. High-TSL formats such as FM talk have not fared as well with electronic ratings as they did under the diary. The once formidable KLSX was already

floundering below a 2 share 12+ with the diary and slipped further with the PPM. "When you look around the country, the big mainstream top 40s are doing really well in PPM, which absolutely favors the high-cume formats, and that's what we ultimately want Amp Radio to be," Weatherly says. "We know we have our work cut out for us."

Will CBS launch other Amp affiliates? Weatherly can't say—yet. "Honestly, there's been no discussion about taking Amp and putting it anywhere. Right now we have to make sure it works in L.A.," he says. Which isn't to say it isn't a possibility in the future. "I'm sure if this station takes off, which we believe that it will in time, you'll probably see people looking at it in other places."



NEW BOSS PLEDGES A MORE FLEXIBLE, RESPONSIVE ARBITRON

By Mike Boyle

Michael Skarzynski is a man on a mission. And based on what he recently told a handful of reporters on a "get to know the new Arbitron boss" conference call, the 52-year-old former AT&T, Lucent and Motorola executive knew exactly what he was getting into when he took over the ratings company as president/CEO last month from Steve Morris, who remains as chairman of the board.

The reason Skarzynski was able to hit the ground running in his new position is because he spent five months in the interview process talking to Arbitron board members, executives, customers and partners, as well as ad agencies, to get feedback on the company before accepting the position.

Since Jan. 12, Skarzynski has met with more than 60 customers at all levels—owners, GMs, sales and programming—and has heard the good, the bad and the ugly, including from some of Arbitron's biggest PPM critics like the National Assn. of Black Owned Broadcasters and the Spanish Radio Assn., which have accused the company of underrepresenting minority groups

in its PPM samples. "We're addressing these issues with those customers to try to make improvements to our sample size and to proportionality and to the quality of our PPM service," Skarzynski says.

He also says customers have told him that Arbitron has a great reputation as a research-based survey company, but that it needs to be more flexible and responsive to customers. Skarzynski says this is something that he is working on on a "real-time basis" to change. "Customers say we are too slow; we take an input and say, 'OK, gee whiz, that's an important issue, but I can't possibly change that for months and months.' We need to be more responsive to customers in our response time. We have to look at our business practices, the way we make decisions, the busi-



Skarzynski

ness infrastructure and IT support, that we have attended to our PPM and diary market solutions. There are some changes that we can make to shorten those intervals of response.

"We need to say to ourselves and to the market that we're not perfect, but we have a genuine concern that we're trying to help our customers, particularly during this difficult time."

Skarzynski says Arbitron must work with radio to grow the medium into a \$22 billion industry. According to the RAB, total radio revenue in 2008 was \$19.5 billion. "We need to point out the importance of radio as a medium and talk about its great reach. We also need to stand up on a table and wave our hands and say, 'Radio deserves a greater mix of advertising budgets.'"

Also high on his agenda is winning back the business of Cumulus and Clear Channel, which have contracted with the Nielsen Co.—the parent company of Radio & Records—for ratings data in 51 small markets beginning later this year. "We dropped the ball," Skarzynski says. "I have apologized to Cumulus and Clear Channel, but we're going to win back that business; it's very important to Arbitron."

Like many other CEOs, Skarzynski is looking to cut expenses. While he doesn't envision significant layoffs, he says the company will make reductions in its work force.

Arbitron aspires, he says, to "reach for its potential in the multimedia market" and go beyond radio to take the success it has had in the radio ratings market and move into what he calls the three "screen" markets: TV, Internet and wireless.

Skarzynski also says Arbitron has been working on a technical road map for the PPM hardware suite and moving it to smaller devices and a software-only solution.

And what is his timetable for such a solution? "We could have a software solution out in a test situation in 12 months, not a commercial-ready solution. And that would be a software solution sitting on some other device—your laptop, your cell phone depending on the chip set, or a flat panel display that is hooked up to either a cable TV or some digital broadcast."

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Total radio revenue sank 9% last year, with steeper declines forecast for 2009

The Rocky Financial State of Radio

A crashing economy may help put things in perspective, but it can also make people

sound startlingly like-minded. "We are clearly in the midst of one of the most difficult financial environments in history, with very little visibility on how long these economic conditions will continue or if there is worse to come." That, from CBS executive chairman Sumner Redstone, 85, as the multimedia company unveiled its fourth-quarter and year-end results Feb. 18. ■ Then there's this statement: "We are astounded by what we are seeing. The whole country is astounded at what we are seeing. The market for radio advertising continues to deteriorate sharply." That quote came just a few hours later from a man half Redstone's age, but clearly on the same page, Radio One president/CEO Alfred Liggins III, 44. ■ In fact, just about every other American executive, radio or otherwise, has offered the same take on the state of the business. Radio is facing declining revenue and a locked-up credit market, and it's fighting not to lose any more ground to such competitive audio forces as iPods, Internet and satellite radio, while promoting its latest attraction, HD radio. But even keeping new side-channels on the air enabled by that new technology has become a challenge as the industry is forced to rebalance its workforce in hopes of paring down its biggest expense: payroll.

Like many other industries, radio is experiencing mass layoffs, and, to a lesser extent, salary cuts and freezes on raises. Some employees who are relieved to simply keep their jobs have applauded the freezes. Executives at a number of radio companies have taken 10% salary reductions, while K&R has learned of one large operator who ordered a 20% salary reduction for execs as it tries to navigate rough seas.

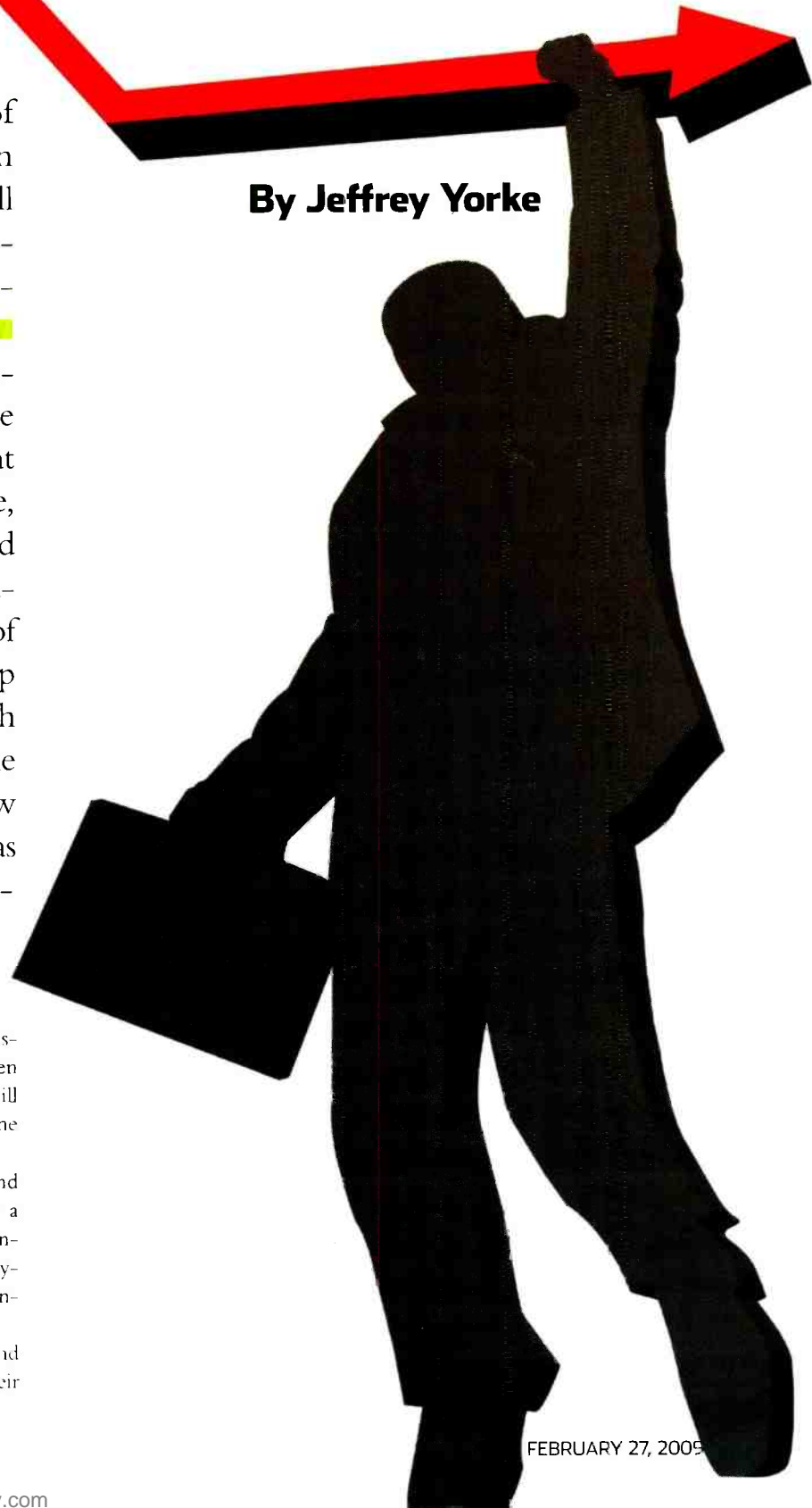
By no means is this an issue centered on broadcasting alone. Bob Coen predicted these dire circumstances and warned the media world in his annual advertising forecast, "Insider's Report," published Dec. 8, 2008. Magna's veteran Madison Avenue guru wrote, "In 2009, there

will be continued economic problems in the U.S. and many other overseas countries. Magna forecasts a 4.5% decline in U.S. advertising in 2009 for a total of \$258.7 billion." Coen indicated that total worldwide advertising will barely change this year, with an overall decline of 0.3%, for a total of \$640.7 billion.

Coen estimated that U.S. advertising demand would slow because of lighter demand from a bad economy coupled with two major ingredients that will be missing from the 2009 buying mix: a series of major political races nationwide and the Olympics.

"Until consumers start spending more and marketers become confident that sales of their

By Jeffrey Yorke



products are recovering, they will not loosen the right controls on their ad budgets, and will also hold down the size of their work forces," he said. "Advertising lags behind the economy, and there is little hope there will be much economic recovery in 2009." He added that one of the bright spots on the advertising horizon won't impact until 2010, when more fuel-efficient automobiles are expected to roll into U.S. showrooms.

Accelerated Q4 Decline

Local and national radio revenue fell 10% to \$16.5 billion in 2008. Add off-air and network radio spots, and the industry was down 9% to \$19.5 billion, according to final numbers compiled by the Los Angeles accounting firm of Miller, Kaplan, Arase & Co., and released by the RAB. They offer evidence that Coen, Redstone and Liggins are on target.

Further, local revenue dropped 10% to \$13.6 billion; national was down 12% or \$2.9 billion. Network revenue for 2008 was flat at \$1.2 billion, as off-air jumped 7% to \$2 billion.

For the quarter ending Dec. 31, 2008, local advertising revenue was off by 13% to \$3.2 billion while national revenue fell 14% to \$735 million. Network revenue fell 4% for the quarter, to \$298 million, and off-air revenue—which has been the new, fast-growing category—gained only 1%, to \$444 million in the last quarter. In total, fourth-quarter radio revenue was down 11% to \$4.6 billion.

Much of the 2008 decline comes from erosion in radio's top ad categories, such as automotive, which accounts for 15% of the business but declined 22% to \$2.5 billion. Radio's second-largest ad category, communications/cellular/public utilities companies, was flat at \$1.7 billion.

Several categories grew during the fourth quarter as the nation's entertainment consumption focused on home-oriented events. For instance, Grapevine, Texas-based GameStop Corp., the world's largest videogame retailer, raised its Q4 earnings estimate Feb. 18 and said it will open 400 or more retail outlets nationwide this year, as consumers are buying more home-bound products.

Radio cashed in on that thinking, too, as revenue from home improvement spots, which lingered during the first three quarters, grew a whopping 49% in fourth-quarter 2008, to \$96 million. Lowe's led the way with an 81% boost compared with a 17% increase by Home Depot. RAB also reports that Target, too, stepped up its on-air presence with "a generous 164% increase over Q4 '07 spending—a move that boosted the discounter to the top of this sub-category for the quarter, supplanting Macy's." Target ends the year as a solid No. 3 in the retail segment (up from No. 5 in 2007), the result of a 110% full-year increase, while Wal-Mart remains second after raising spending a healthy 15% for full-year 2008. Kohl's added 2% to radio's Q4 coffers, and TJ Maxx charged ahead, nearly doubling spending for the quarter, although neither significantly helped radio's full-year bottom line.

Advertising for grocery/convenience/liquor stores, professional services, insurance and

Revenue Comparisons - 2008 vs. 2007 (In Millions)

Revenue	\$Q4 '08	% Chg	\$FY '08	% Chg
Local	\$3,172	-13%	\$13,607	-10%
National	\$735	-14%	\$2,930	-12%
Local & National Combined	\$3,907	-13%	\$16,537	-10%
Network	\$298	-4%	\$1,150	Flat
Off-Air	\$444	1%	\$1,791	7%
Grand Total	\$4,649	-11%	\$19,478	-9%

Off-Air was previously referred to as Non-Spot

SOURCE: Miller, Kaplan, Arase & Co.

quick-service restaurants were also key categories. According to RAB president/CEO Jeff Haley, "Reflective of the consumer mind-set, advertisers who focused on the home, as well as value or price, strengthened their commitments to radio in Q4 and throughout the year, even as many traditional mainstay spenders pulled back on their advertising." He added that advertisers increasing radio budgets may be heeding their own "value message and capitalizing on the medium's efficiencies."

Off-Air Optimism

Off-air advertising, which was strong in 2007, again paced ahead of total radio spending. "Radio's stepped-up efforts to follow advertiser trends to emerging media channels paid off in 2008," Haley says. The medium's commitment to growing off-air business opportunities netted a 7% increase in this platform for the year, despite a relatively small gain in Q4. "This area will remain a focus as radio rises to meet the challenges of 2009 and beyond. At the current growth rate, off-air is on target to reach \$2 billion in 2009," Haley adds.

Last year, of course, was also pivotal for American politics and the hotter-than-usual presidential campaign season was reflected in broadcast revenue. RAB says local and national radio tallied nearly \$56 million in fourth-quarter political spots while \$108.3 million was spent the entire year on political advertising. According to TNS Media Intelligence, network radio saw an influx of political dollars at \$8.1 million and \$20.9 million for Q4 and the full year, respectively.

Grim Near-Term Outlook

At BIAfm, the Chantilly, Va., operation that produces financial intelligence and investment data on the media, telecommunications and technology industries, Mark Fratrick is preparing another analysis of the radio industry. His immediate snapshot is grim.

"There is no denying that the economy is in really tough shape," Fratrick begins. "Will we get out of

'Advertising lags behind the economy, and there is little hope there will be much economic recovery in 2009.'

—Bob Coen

it? Yes. But it will take some time for the advertising marketplace and radio to rebound noticeably."

Fratrick, who earned a Ph.D. in economics from Texas A&M and serves as an adjunct professor of economics at Johns Hopkins University, had been eyeballing 2008 radio revenue days before the RAB figures were released, and put total 2008 local and national revenue at negative 8.5%. Based on pacing for the first six weeks of this year, he tells R&R that 2009 will be down at least 10%. "It's a moving target," he points out, and BIAfm intends to revisit the revenue figures at least four times per year. "It could get worse."

Fratrick is quick to wisecrack that the practice of economics "is a dismal science," adding, "There is always a disincentive to make it look worse than it is so you can be pleasantly surprised if you are wrong."

The professor says, "Radio obviously has some longer-term secular trends that will be challenging," but he believes that part of the rebound will come as the industry improves programming and online capabilities. He is encouraged by the possibilities.

The nation is bracing for what many hope will be a solid economic jolt in the right direction with the Feb. 17 signing by President Barack Obama of the much-discussed \$787 billion stimulus package. Hoping to bolster the ailing housing industry, the following day Obama unveiled a \$75 billion foreclosure prevention package, which aims to save more than 9 million American homeowners from losing their homes by making their mortgages more affordable.

But nothing will happen overnight and the radio industry will have to be patient. "It'll be a good number of weeks and months before we see any positive news," Fratrick says. In fact, he's concerned about whether the stimulus package will give the economy the boost it needs. He believes spending plans are "way too directed" and won't stimulate enough, predicting that the economic needle won't move for at least six months—maybe not for nine months—but he does think that American will see some recovery late in third- or fourth-quarter 2009.

Continued on page 14

Continued from page 13

'Radio: All About Debt'

Beyond the terrible economy, radio has another ugly problem: debt. Wachovia Capital Markets veteran analyst Marci Ryvicker released forecast numbers Feb. 11, calling for a 13% revenue decline for this year. However, she believes that debt will be the industry's biggest near-term hurdle.

"With virtually no equity value in radio, we anticipate the quarterly conference calls will be focused on deleveraging events, whether it be debt paydown or outright buybacks," Ryvicker observed in her recent research note.

"It's the same depressing story. Advertisers are cutting back significantly, given rising unemployment and the general state of the economy." She expects the story across the board to be "steep revenue declines coupled with significant cost cutting." However, there may be good news inside the bad: "While the possibilities of bankruptcies and delistings continue to pressure the stocks, neither appears likely, as banks would rather refinance than own the assets, and the New York Stock Exchange and NASDAQ continue to relax listing requirements—at least for now."

On Feb. 11 Ryvicker offered a breakout of how 2008 revenue likely shook out—and her forecast for 2009. While nontraditional revenue was the only high point of 2008, increasing 8% over the year, she doesn't expect the category to gain at that rate this year, predicting that its revenue stream will taper off by 4% this year (see charts below).

'With virtually no equity value in radio, we anticipate the quarterly conference calls will be focused on deleveraging events, whether it be debt paydown or outright buybacks.'

—Marci Ryvicker

Radio Revenue According To Ryviker

Apart from nontraditional revenue, double-digit declines dominate veteran analyst Marci Ryviker's estimated 2008 and 2009 financial figures.

	2008	2009
Local spot	-10%	-13%
National spot	-12%	-17%
Network	-10%	-10%
Nontraditional revenue	+8%	+4%

SOURCE: Wachovia Capital Markets and Thomson One

Q1 2009 Company Forecasts

(Figures in millions except per-share amounts)

Ryvicker offers estimates for certain publicly traded radio companies' consolidated revenue and growth for first-quarter 2009:

	New	Old	Consensus	New	Old	Consensus
Citadel	\$177	\$177	\$180	14%	14%	13%
Cox Radio	\$87	\$87	\$88	11%	11%	10%
Cumulus	\$64	\$64	\$64	12%	12%	12%
Entercom	\$83	\$83	\$83	13%	13%	13%
Radio One	\$68	\$68	\$66	6%	6%	9%
Saga	\$28	\$28	\$28	10%	10%	10%

SOURCE: Wachovia Capital Markets and Thomson One

Google Bails On Radio

When Google started eyeballing radio sales, it was entranced by the notion that it could scoop up extra radio inventory across the country, monetize it and take a healthy profit for itself. It was in 2006 when the Mountain View, Calif., company launched Google Audio Ads and Google Radio Automation. While the idea became a sweating point for many radio CEOs who worried whether "to Google or not to Google," it never became a factor and it certainly never turned into a cash cow for Google.

"While we've devoted substantial resources to developing these products and learned a lot along the way, we haven't had the impact we hoped for," Google VP of product management Susan Wojcicki wrote Feb. 12 on the company's blog to employees. The company has decided to exit the AM/FM radio business and focus efforts on online streaming audio, phasing out the existing Google Audio Ads and AdSense for audio products. It plans to unload the Google Radio Automation business and the software that automates broadcast radio programming.

Meanwhile, CBS announced Feb. 18 that its fourth-quarter radio division revenue fell 18% to \$366.7 million from \$447.1 million last year. CBS blamed a combination of the weak advertising market and "the impact of radio station divestitures." Full-year radio revenue decreased 12% to \$1.5 billion from \$1.8 billion for 2007.

"The marketplace was under increasing pressure throughout 2008, yet we were still able to deliver annual revenues of nearly \$14 billion, adjusted operating profits of almost \$2.8 billion and free cash flow of just under \$1.7 billion—results that reflect the quality of our content and the enduring strength of our operations," CBS president/CEO Leslie Moonves says.

CBS had recently become an investor's delight because it issued high dividends. But that has ended. The company said it is slicing its quarterly dividend from 27 cents per share to 5 cents per share. The new rate is payable April 1 to shareholders of record on March 11.

Another Loss

On Feb. 19, urban giant Radio One reported a fourth-quarter net loss of \$7.6 million, or 9 cents per share, on net revenue of \$74.3 million. The loss was a 0.6% decrease from the same period in 2007. That year, the Lanham, Md., group reported a net loss of \$388.1 million or \$3.93 per basic share. There was some good news, in that station

operating income was \$31.1 million, an increase of 6.6% from the same period in 2007.

The company had full-year net revenue of \$316.4 million compared with \$319.6 million for 2007, and a net loss of \$304.2 million compared with \$391.5 million in 2007.

While analysts noted that the company had "a relatively good quarter compared to [its] peers," president/CEO Alfred Liggins says the overall economy is in a desperate way. "The market for radio advertising continues to deteriorate sharply. While we outperformed our markets by 540 basis points, our core radio revenues were down by 7.1% in the fourth quarter, despite a strong showing from political advertising. In this difficult environment, we continued to focus on cost cutting and deleveraging the balance sheet."

And he adds that the industry's near-term forecast is pretty nasty. "Business conditions in the first quarter of 2009 are worse than we previously anticipated, with radio pacing down approximately 30% year to year. Our focus for 2009 is to improve our market share, save costs where possible and continue to delever the company."

During the conference call, Liggins put a stern overcast on the cost-saving program: "Unless it's the difference of us staying on the air or going off the air, we don't need it this year. If it is a case of making your job easier, as software salesmen always promote, we're not worried about making your job easier this year."

Similarly, on Feb. 18, Salem Communications offered a preview of its fourth-quarter 2008 results, set to be officially released March 12. Salem said its total revenue "is estimated to decrease 6.3% to \$54.8 million" and that operating expenses before gain or loss on disposal of assets and impairments "are estimated to decrease 14.7% to \$38.9 million." The Camarillo, Calif.-based multimedia company also expects to take an impairment of long-lived assets, believed to be about \$53 million, and says that adjusted earnings before interest, taxes, depreciation and amortization is estimated to increase 16.2% to \$15.8 million from \$13.6 million.

Perhaps some broadcasters are beginning to take the economy in stride. One executive programmer for a national syndicator who recently met with an R&R reporter to chat about business tossed back a drink and, with obvious distress, ran down a long list of competitors whose early-2009 revenue "are down, way down. And we are flat. Just flat." A smile then crossed the programmer's face and with sudden great joy, the executive uttered, "Flat is the new up!" **R&R**

Cathy Coughlin

ADVERTISER SPOTLIGHT KEYNOTE BY **CATHY COUGHLIN**

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

CONNECTING WITH ADVERTISERS AND THEIR CONSUMERS

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



ON THESE **ADVERTISER SESSIONS**

- Coca Cola Unbottled: An Inside Look at the World's Largest Beverage Company's Advertising and Media Strategies
- The Restaurant Industry: Navigating Through a Challenging Consumer and Economic Environment in 2009
- Hispanic Media, Agency and Advertiser: Selling Beyond the Numbers • Driving Retail Traffic featuring AutoZone
- Automotive: Navigating the Curves • Marketing to the African-American Consumer - The Power of Urban Radio
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Don't miss hearing from some of the most influential marketing strategists and advertising decision-makers from companies such as:

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RAB2009

How to successfully convert “no urban” dictates into cash in a down economy

Ending Discriminatory Ad Practices



Sherman K. Kizart
shermankizart@att.net

‘Approximately 95% of advertisers claim that they weren’t aware of this practice. In most cases, things changed for the better.’

—Sherman K. Kizart

no urban” dictates cost urban stations millions of dollars every year. The Minority Media and Telecommunications Council (MMTC), an advocate for minority broadcasters, estimated that African-American- and Hispanic-targeted stations lose \$200 million annually to “no urban” and “no Hispanic” dictates.

What is a “no urban” dictate (NUD)? CBS/Orlando senior VP Earnest James coined the term more than a decade ago at an urban sales retreat. It refers to the deliberate and systematic exclusion of African-American-targeted and -programmed stations from the advertising campaign of a local, regional or national advertiser. Oftentimes, local and national advertising agencies are the culprits by highlighting the exclusion of urban stations on advertising avail requests, which are circulated to local and national sellers.

Last January, the FCC got involved in addressing the impact that these discriminatory advertising practices have on minority broad-

casters. The thought of a station being excluded because of the racial appeal or makeup of its audience led the FCC to pass a localism provision banning such dictates in 2008. FCC commissioners Robert McDowell and Jonathan Adelstein asked me to lead a group of broadcasters, industry lobbyists (including the NAB, the National Assn. of Black Owned Broadcasters and the MMTC), ad agency and national advertiser lobbying concerns (the Assn. of Advertiser Agencies and the American Advertising Federation) to create a grass-roots educational effort to help eradicate such dictates.

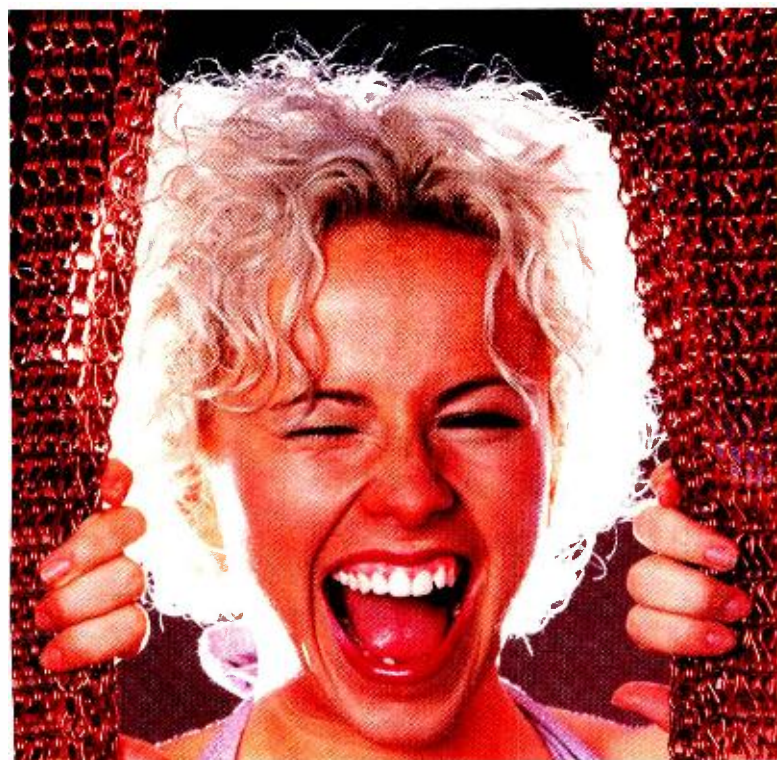
What can you do to help eradicate them in your market? Here are a few tips:

1. Get active by being vigilant. Some advertisers and agencies make the mistake of putting “No urban/no Hispanic radio station will be considered” on certain ad buys. Always change those assertions whenever you’re confronted with them. If you don’t feel comfortable doing it yourself, then engage your station management or ownership. You’ll find that they will want to take action because if they don’t, inaction will result in lost revenue to the station, network or group.

2. Don’t focus your attention just on media buyers. Penetrate the media planning and, more important, the account management levels of the ad agency. When you’re confronted with an NUD from an agency, identify the VP/account director or account supervisor on the business. Why? The account management team has the most direct contact and interaction with the actual advertiser. The team’s primary focus is to ensure that advertisers’ campaigns are successful by increasing revenue. Demonstrate to them that your stations can help their client make money, and format becomes less of an issue.

3. Don’t hesitate to consult the advertiser. Approximately 95% of advertisers that I speak to about this issue claim that they weren’t aware of this practice. In most cases, when I spoke to the VP of marketing, chief marketing officer or even the CEO, things changed for the better. The dictates are counter to the business principle of selling their product or services to a diverse group of consumers. In one case where the agency had been practicing an NUD, the client had the culprit replaced. The agency was also instructed to send me a letter of apology. Most important: The agency began purchasing urban radio for the advertiser. R&R

Sherman K. Kizart is managing director of sales and marketing firm Kizart Media Partners.



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Off-Air Presence: As Vital As Cracking The Mic

'Give your valuable time to worthy causes and events. It comes back to you monetarily.'

—Arthur Crofton

Arthur Crofton

acrofton@rendabroadcasting.com

I first hosted mornings in 1981—and for the last 18-and-a-half years have done so on AC WEJZ (Lite 96.1)/Jacksonville. Same station, same call letters, same format. That in itself is a little unusual, so I'm told, and there is something to be said for consistency, especially in our ever-changing industry. We are also fortunate to have had the same ownership through that period, as part of Renda Broadcasting, one of few remaining family-owned radio groups. As I understand, ours is a very different environment from that in which many in radio work today.

Active And Successful

So how do you stay active and successful as an air personality during the long haul, especially in mornings? People ask me that question all the time. We've all been coached by GMs, PDs and consultants; been to boot camps and convention breakout sessions; and read many articles, including ones here in R&R. But what does it all boil down to? You know how to present a show, do bits, make your audience laugh or cry. But still, we can find ourselves depleted at times. What else can be done to keep us talking to our audience? In my view, that is as much about what is done off the air as what takes place on the air—in two specific areas.

First, it's important to get out into the community and be involved—not just being seen at func-

tions but volunteering to serve on boards, joining organizations associated with schools, churches or synagogues. It's great to be invited to host functions, but also chair a committee at the Chamber of Commerce, join the Salvation Army Advisory Board (as I have) or serve on the Big Brothers and Big Sisters board (as my co-host Valerie Segraves does). Give your valuable time to worthy causes and events. I believe it comes back to you monetarily. The more you do behind the scenes, the more positive feedback comes back to management, and the more potential sponsors and advertisers will know what you offer, both on the air and off. That makes you more valuable than just ratings.

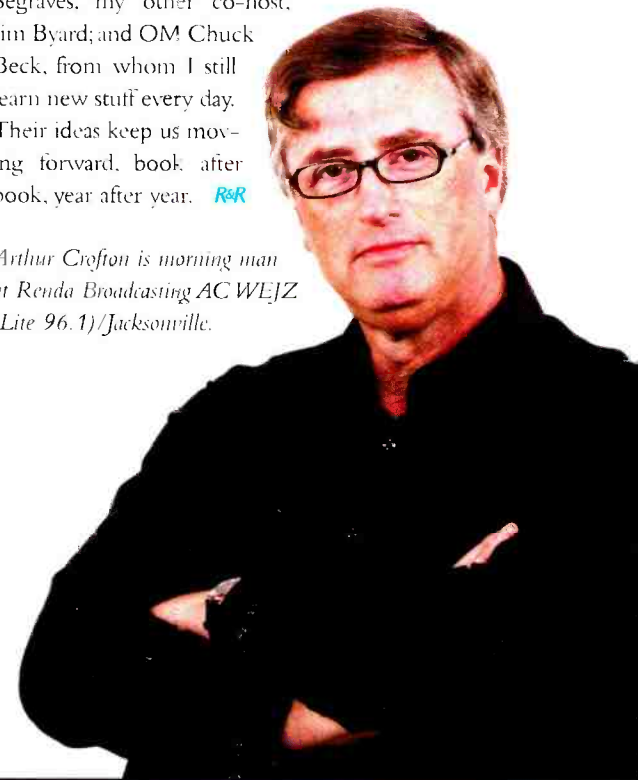
Second, visit the sales department and get to know those folks. It's a cliché to say that sales and

programming are part of the Great Divide. We feel pressure in different ways, but to have a relationship with those who find the revenue that funds our salaries can't be anything but good. Hey, if you derive income from live spots, look at it as an investment in your own value to the company. Go on sales calls, even if it's only a meet-and-greet. The rep will certainly enjoy having a "celebrity" along. We all have time constraints, but a little planning and coordination can mean a great deal to those who go out every day to sell your show and station, and after all, most of us on the air are really salespeople anyway—every time we open the microphone and say the call letters.

Obviously neither of these suggestions offers any guarantee of success and longevity—there simply aren't any guarantees in life. However, if your drive and performance on the air are at least matched by your commitment to the community in which you live and the company you serve, it likely will work to your advantage when management starts considering its options during tough times.

There are incredibly talented celebrities in radio. I have been in awe of many throughout the years, but when it comes to my little corner of the radio world, it seems clear that to communicate with an audience effectively, the closer you get to them, the better it is in every respect. I continue to be thankful to my colleagues, especially Valerie Segraves; my other co-host, Jim Byard; and OM Chuck Beck, from whom I still learn new stuff every day. Their ideas keep us moving forward, book after book, year after year. **R&R**

Arthur Crofton is morning man at Renda Broadcasting AC WEJZ (Lite 96.1)/Jacksonville.



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The 2009 R&R Talk Radio Seminar

Old Friends And Fresh Faces

Mike Stern

MStern@RadioandRecords.com

Imagine sitting in a movie theater, empty popcorn bucket under your seat and nothing but ice left in your large soda as the credits roll at the end of the 2009 Radio & Records Talk Radio Seminar. There's no shortage of star names like Robin Bertolucci, Phil Boyce, Jon Coleman, David Hall, Roger Hedgecock, Gabe Hobbs, Brian Jemmings, Mickey Luckoff, Mark Masters, Jack Silver, Curtis Sliwa, Phil Tower and Bennett Zier.

We're pretty convinced that at this point, you're feeling pretty satiated on all accounts. The sheer amount of experience these names bring to the seminar is invaluable. But this column isn't about them. It's about some of the other people sharing their knowledge at the seminar. Some come from outside the industry and others from adjacent areas. These voices are important because of the extraordinary times we are experiencing. Only by combining old friends with fresh faces, industry experience with outside ideas can we generate the thought-provoking content that will make the seminar valuable to everyone attending.

So, without further ado, I'd like to introduce some of the 2009 Talk Radio Seminar panelists you probably don't know.

Chris Balfe, Mercury Radio Arts

You may not know Chris Balfe's name, but you know his work. Balfe is the man behind the man at Glenn Beck's company, Mercury Radio Arts. As COO, he's charged with bringing Beck's ideas to life. That can mean anything from radio and TV shows to live stage shows, musicals, magazines and books.

Plainly, Balfe sees radio as fighting just to sur-

'We need to get out there and demonstrate to clients that radio—and particularly endorsement radio—is not just part of a media buy. It is the place to spend money when times are tough.'

—Chris Balfe



vive. However, he believes it has an advantage: "In times of economic turmoil, advertisers cut back on brand advertising and look for advertising that can make the phones ring and drive people into stores. That's radio's strength. Of all the places a client can spend a buck, radio is most effective. And of all the places that a client can spend a buck in radio, talk radio is most effective."

Balfe wants radio to go on the offensive. "We need to get out there and demonstrate to clients that radio—and particularly endorsement radio—is not just part of a media buy. It is the place to spend money when times are tough."

Caitlin Hill, Hitviews

Surely one of the most unique perspectives at the seminar will come from 20-year-old Australian Caitlin Hill, the chief creative officer for Walter Sabo's new company Hitviews. As one of the top 20 most-watched people in the history of YouTube, Hill's views on communications and technology come from a different generation.



Hill

She says caution is killing radio's online efforts. "The challenge facing radio is the belief that they have to understand the online world before they start using it to promote their content. The Internet is something you embrace and use with passion. There are thousands of sites willing to do everything for you—host, promote, create, connect. All you have to do is press

Continued on page 22



PRESIDENT OBAMA: THE FIRST ONE HUNDRED DAYS

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R&R

TALK RADIO SEMINAR

THURSDAY, MARCH 12

12:00-7:30PM

REGISTRATION OPEN

3:30-4:45PM

ANNUAL ROUNDTABLE: THE TALKING HEADS OF TALK RADIO

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

CO-MODERATORS



Cyndee Maxwell
R&R

Mike Stern
R&R



Kevin Magee
Fox News



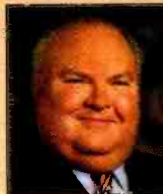
Mark Masters
Talk Radio Network



Alex Nogales
National Hispanic
Media Coalition



Oscar Ramos
ESPN Deportes



Bruce Reese
Bonneville



Neal Schore
Triton Media
Group



Michael Weiss
CBS Radio

5:00-7:00PM

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



Talk
Radio
Network

FRIDAY, MARCH 13

8:00AM-6:00PM

REGISTRATION OPEN

8:30-9:00AM

CONTINENTAL BREAKFAST



Sponsored by ABC News Radio

9:00-10:00AM

THE STATE OF THE (RATINGS) NATION



Jon Coleman
Coleman Insights



Lorraine Hadfield
The Nielsen Company



Bill Rose
ArbEron

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

10:30-11:45AM

DRILLING FOR TALENT: NEW SOURCES AND ALTERNATIVE SOLUTIONS



Phil Tower
McCera-Cr
The Allen Hunt Show



Robin Bertolucci
KFI/Los Angeles



Cory Calhoun
Second City



Eric Logan
Harpo Productions



John Salley
Radio/
Television Host



Jack Silver
Morning Shows Inc.

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

12:00-1:45PM

LUNCHEON



Bob Rosner
Author/Columnist

Bob Rosner is co-author of the nationally syndicated column "workplace 911" and author of the best-selling "The Boss's Survival Guide." A recognized management expert, he has contributed to many publications, including the Wall Street Journal and Fortune, and has been interviewed by "60 Minutes," CNN, Fox News and others. He will share his experience and provide advice to help managers through the tough times our industry is facing.

MARCH 12-14, 2009

2:15-3:30PM

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



Gabe Hobbs
Moderator



Jennifer Ferris
KCFW/Los Angeles



David Hall
KABC/Los Angeles



Greg Mocerri
Mocerri Media



Ron Rodriguez
Arbitron



Chris Stigall
KCMO/Kansas City



Kirk Tanter
Radio One

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

3:45-5:00PM

WHO SAID LIFE'S FAIR? THE FAIRNESS DOCTRINE DEBATE



Rita Cosby
Moderator/Author,
Radio & Television Host



Roger Hedgecock
Radio America



Brian Jennings
Radio Programmer



Congressman
Mike Pence
(R-Ind)



Bill Press
Dial Global Radio
Networks



Congressman
Greg Walden
(R-Ore)



Paul Woodhull
Radio Media
Syndication Services

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

SATURDAY, MARCH 14

8:00AM-12:00PM

REGISTRATION OPEN

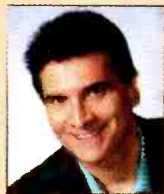
8:30-9:00AM

CONTINENTAL BREAKFAST *Sponsored by Real Estate Today*



9:00-9:45AM

TAKING TIME TO THINK



Charles S. Feldman
Author/Journalist

Charles S. Feldman, an investigative reporter at CBS Radio news KNX/Los Angeles, is the co-author of "No Time to Think," a new book focused on how the increasing amount of news, due to the dangerously extreme speed at which it is produced, is only "half thought-out, half true and sometimes lazily repeated from anonymous sources interested in selling opinion and wild speculation as news." Hear about the examples Feldman researched and the conclusions he draws in the book at the Talk Radio Seminar.

10:00-11:15AM

YOU'RE THE BOSS, NOW ACT LIKE IT



Tim Moore
Moderator
Audience Development
Group



Phil Boyce
Talk Radio Network



Mickey Luckoff
Citadel/
San Francisco



Roger Reiss
The CEO Show



Curtis Sliwa
ABC Radio
Networks



Bennett Zer
Air America

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

11:15AM-12:30PM

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



Ruth Presslaff
Moderator
Presslaff Interactive
Revenue



Colby Atwood
Borrell and
Associates



Chris Balfe
Mercury Radio Arts



Thom Callahan
Associated Press



Caitlin Hill
Hitviews



Paul Krasinski
Ardo Media

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

12:30-2:00PM



Larry King

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

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

Agenda subject to change

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Continued from page 18

the refresh button on your browser and on your mind.”

She adds, “Don’t be afraid to fail. Most platforms to upload content are free. So test it out, take a chance, listen to your users, and try again if it sucks.”

Paul Krasinski, Ando Media

Referring to themselves as “the biggest company you’ve never heard of,” Ando Media quietly enables more than 5,000 radio stations to insert ads into their streams and podcasts. Having that many clients has taught executive VP/GM Paul Krasinski a lot about what listeners want. “Consumers want a tailored experience that addresses their needs. That includes advertisements that are relevant to them. Reach is not the most important metric any longer. It is the ability to engage the ever-elusive audience. Radio must evolve and embrace this trend.”

He says that even though talk radio is still a highly sought-after form of content, the industry can’t rest on its laurels. “As fickle audiences find new means of information and entertainment, the medium must remain innovative. Video, audio and mobile delivered cohesively are powerful, but disparate ‘packages’ will not work.”

Kevin Magee, Fox News Radio

With a great deal of TV experience, Kevin Magee was promoted to senior VP of Fox News Radio in 2004. Since, he has overseen the network’s furious growth. Now, he sees something else growing at a furious pace: “The Internet is everywhere but your car, and it’s tapping on the window there.” He worries about whether radio is prepared to compete with “an in-dash device that can pull in any audio stream in the world.”

He says the answer is innovation. “If all you do is what’s been done, all you’ll get is what’s been gotten. Radio has

to take chances and do things that haven’t been done before. Try something new. Stop copying.”

Alex Nogales, National Hispanic Media Coalition

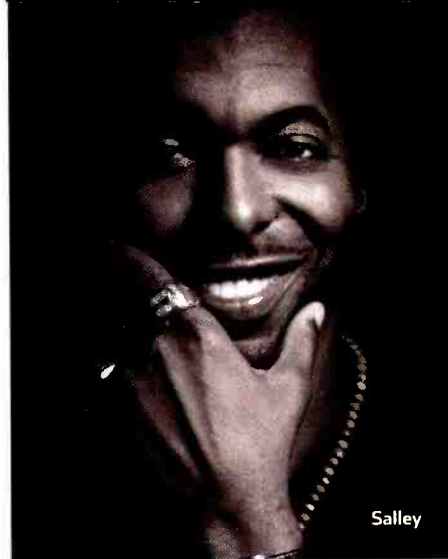
The presidential election clearly illustrated that the demographics of America are changing and that minorities have begun to assert their growing strength. Focused on improving the portrayal of American Latinos by the media and increasing the number of American Latinos employed in the media, Alex Nogales questions the wisdom of some of the content he hears on talk radio.

“Hate speech is divisive, bigoted and racist,” he says and he believes it will have consequences. “It could be anything from advertisers moving their ads elsewhere and affecting the bottom line to national condemnation for propagating bigotry and racism.” The effects of this could be far reaching. “At some point society will ask for specific names of the people in charge.”

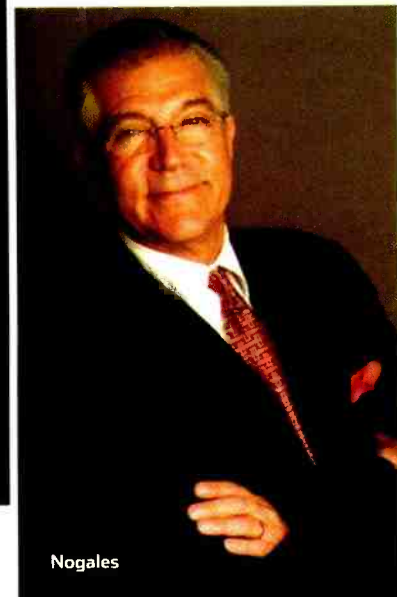
Bob Rosner, Workplace 911

An expert in management, author of the best-selling “12 Steps to Better Bossing” and co-author of a syndicated column about personnel management, Bob Rosner understands the challenges facing station managers. Maintaining creativity and producing quality content with fewer resources is tough, especially in the current economic environment.” He says, “That can sap the life force out of even the most caffeinated radio executive.” But there is good news: “You’re not alone,” he says. “What’s happening isn’t your fault.”

He insists that all is not lost. “There are creative ways to respond to today’s economic challenges. Radio can lead the way in providing information, insight and inspiration to people who are struggling to survive.”



Salley



Nogales

John Salley, Radio/TV Host

A four-time NBA champion, John Salley has moved beyond his sports career to become a multimedia star. In addition to many movie roles, he co-hosted Fox Sports’ “The Best Damn Sports Show” for many years and was part of a morning radio show in Los Angeles.

Playing alongside NBA legends like Michael Jordan, Isaiah Thomas, Scottie Pippen, Shaquille O’Neal and Kobe Bryant, Salley learned the value of talent. “What makes talk radio so special are the people involved in it—from what a talk radio host says to how his guests or listeners react. It’s always having the chance to be new, fresh, original and provocative. That is what makes this format so exciting.”

Neal Schore, Triton Media Group

As president/CEO of a company focused on helping terrestrial radio stations expand their brands online, Neal Schore worries about the conflict between local and digital. “Talk radio stations have unique brands in their respective markets, yet now they have the opportunity to expand the deployment of their brand using their content to engage audiences outside of their traditional signal coverage.”

He says that radio operators that don’t evolve to the digital world “risk not programming their stations to the much larger potential audience. It’s time to embrace change and eliminate fear.”

I hope you see the value in seating people like these next to the stars of our format. The result will surely be a creative, thought-provoking conference. I hope you will join us at the 2009 R&R Talk Radio Seminar and take part in the discussion.

R&R



Magee

MONEY & INVESTING FOR MAIN STREET

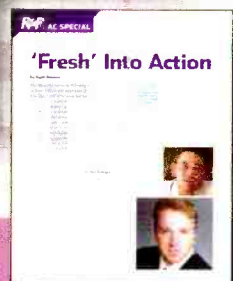
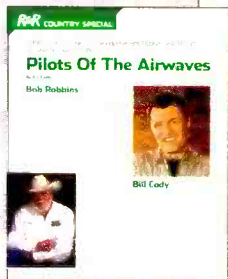
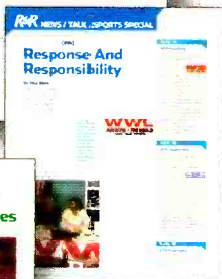
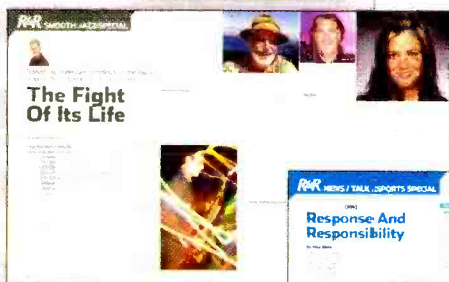
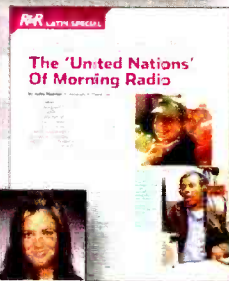
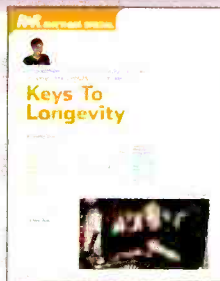
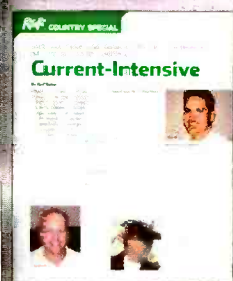
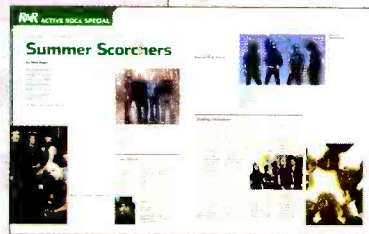
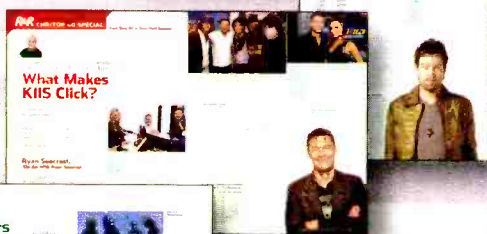
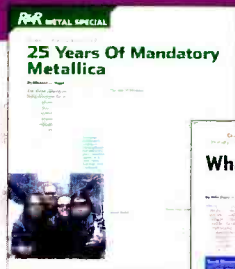
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TIMELINE

1 YEAR AGO Peter D. Thompson is appointed CFO of Radio One. ■ Skip Dillard

joins Inner City as OM of WLIB and WBLS/New York. ■ Dave "Kane-O" Kane returns to WCMF/Rochester, N.Y., as PD/midday host.



Dillard

5 YEARS AGO KISQ/San Francisco PD Michael Erickson adds KKSF duties. ■ Mark Remington is promoted to market manager of Clear Channel/Denver. ■ Cynthia Johnson named senior VP of urban promotion for Warner Bros.

10 YEARS AGO Erik Hellum rises to VP of regional sales for Chancellor Media. ■ Joe Puglise upped to market manager of Atlantic Star/Wilmington, Del. ■ Jim Hanzo promoted to PD of WLTS/New Orleans.



Puglise

15 YEARS AGO Bob Garland appointed VP of promotion at Elektra Entertainment. ■ Jeff Sattler tapped as VP/GM of WLLZ/Detroit. ■ Todd Wallace named OM of KTAR/Phoenix.

20 YEARS AGO Tunc Erim elevated to senior VP at Atlantic

Records. ■ Mark Chernoff chosen to be PD of WJFK-FM/Washington. ■ Neil Portnow set as VP of West Coast operations for Zomba.



Chernoff

25 YEARS AGO Paul Michael Tyler is boosted to PD of WSN1-FM/Philadelphia. ■ B.II Wise is promoted to PD of WFBQ/Indianapolis. ■ Kim Amidon hired to do late nights at KHJ/Los Angeles.

30 YEARS AGO Jerry Smallwood named national promotion director for Epic Records. ■ Mutual buys WHN/New York for \$14 million. ■ Roger Cary goes from KFQD/Anchorage, Alaska, to WIVY-FM/Jacksonville.

30 YEARS AGO WEBN/Cincinnati appoints Frank E. Wood GM and Tom Kennedy PD. ■ Bill Bass boosted to national a bum promotion manager at RCA Records.

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

End Of The Cuddy Era Approaches

It's almost impossible to imagine Citadel hot AC **WPLJ/New York** without the reassuring presence (and never-ending candy stash) of **Tom Cuddy**, but that day is Feb. 27. Cuddy announced his resignation as VP of programming for WPLJ and Citadel's Major-Market FM Music Stations Group, thus ending his 29 years with the company, dating back to when it was Capital Cities Communications and Cuddy was PD of **WPRO-AM & FM/Providence**. In 1987, he moved to New York as VP of entertainment for ABC Radio Networks. He joined WPLJ in 1990 as VP of programming; a year later, he hired **Scott Shannon**, teamed him with **Todd Pettengill** and the rest is New York radio history. News of his pending departure came a week after the exit of his longtime friend and former boss **Mitch Dolan**, president/GM of WPLJ and president of Citadel's Major-Market Radio Station Group, who left Feb. 10.



Collectable Tom Cuddy action figure!

"It occurred to me that it was nearly 19 years ago that Mitch and I arrived at 'PLJ with the mission of rehabilitating this iconic ABC station that had suffered a series of severe ratings and revenue challenges," Cuddy says. "It was the privilege of a lifetime to be part of an amazing team that not only turned WPLJ around but transformed it into one of the most consistent, best-run and, given its multitude of industry awards, most-admired FM stations in America. Companies and cultures change, and it strikes me that despite the tremendous sadness of leaving such a remarkable group of people and a job that I love—and certainly comforted by the knowledge that 'PLJ is performing at such a high level—I find myself believing that now may actually be the best time for me to seek a new adventure." Cuddy says he has no formal future plans; he can be reached at tcuddy@optonline.net.

Jock-O-Rama-Lama

■ Clear Channel rhythmic **KYLD (Wild 94.9)/San Francisco** is preparing to roll out the "Welcome Back" mat for the station's infamous "Doghouse" morning show—at least half of it, anyway: **JV**, who was teamed with partner **Elvis Medina** for nearly a decade, is coming back, this time minus Elvis. Instead, JV's new partner will be current Wild midday talent **Christie James**. Since the syndicated "T-Man Show" ended its Wild 94.9 run last September, the morning shift has been handled by part-timer **Jon Manuel**, who will remain aboard as producer of "JV." As far as Mr. Medina's status goes, we advise you to stay tuned.



JV wants you! To listen to his new show!

■ Across the street at CBS Radio, **Baltazar** has ended two years at the morning wheel of rhythmic AC **KMVQ (MOVIN 99.7)/San Francisco**. Co-host **Maria Todd** now slides over into the driver's seat. Mr. Baltazar appeared at MOVIN in January 2007 after several years in mornings alongside **Goumba Johnny** at **WKTU/New York**, and, before that, he did mornings at **WJMN (Jam'n 94.5)/Boston**.

■ Market vets **Dr. Doug** and **Skippy** are no longer doing morn-

ings at Entercom adult hits **KYCH (97.1 Charlie FM)/Portland, Ore.** The boys also worked across the street at **KKRZ (Z100)** for a few years. Locate the good Doctor at 503-956-1626, find Skippy at 503-995-3445 or skippy5276@live.com or reach them via their joint e-mail address, drdougandskippy@live.com.

■ **Heather DeLuca** is new to middays at Millennium hot AC **WSJO (SoJO 104.9)/Atlantic City, N.J.**; she had no trouble finding the station: She simply looked both ways, then crossed the street from the same shift at Equity CHR/top 40 **WAYV**, where she spent the past six years.

■ **Dan Tooker** is returning to Wichita, this time as director of marketing for Connoisseur's two-station cluster, adult hits **KIBB (Bob FM)** and country **KVWF (the Wolf)**. He'll also do afternoons on the Wolf. No stranger to the market, **Tooker** is a previous Country Music Assn. winner for medium-market personality of the year while he worked at Journal country **KFDI/Wichita** from 2004 until 2007; most recently, he did mornings on Citadel CHR/top 40 **KZMG/Boise, Idaho**.

Dept. Of Irony: Rose Gets Pricked

Back in the day, while spending summers on Cape Cod, Mass., there was nothing better than cruising up and down Route 28 through Hyannis while blasting top 40 tunes in the car. Now, that tradition is about to take a serious hit, right before summer vacation: Quantum Communications has cut a deal with Entercom's Boston-based **WEEI** sports Radio Network to turn over the 96.3 frequency currently occupied by Cape Cod CHR/top 40 **WRZE (96.3 the Rose)** to become the eighth affiliate of **WEEI/Boston's** growing sports/talk pro-

gramming empire. "We're sad to be leaving the top 40 arena, but in terms of the strength of our portfolio, **WEEI** provides a tremendous opportunity for us," says VP/market manager **Allison Makkay Davis**, who adds that no jobs would be lost "at present." Current **Rose** PD **Steve McVie Solomon** will remain plenty busy as OM of the cluster and PD of classic hits sister **WCIB (Kool 102)**. **WRZE** will change calls to **WEII**, and the flip should happen around April 1—and no, it's not an April Fools' joke.

The Programming Department

■ **Brian DePoe** has landed in the PD chair at Corus AC **CFQR (Q92)/Montreal**, filling a position that's been vacant since the Christmas break when **Chris Kennedy** left. DePoe, a past winner and multiple nominee of the Canadian Music Week major-market PD of the year award, spent the past eight years programming Astral Media AC **CJEZ (97.3 EZRock)/Toronto** before he was caught up in those crappy budget cuts last month.

■ After a year-and-a-half with Peak Broadcasting in Boise, Idaho, **Brent Carey** is returning to Michigan to work on his new company, 818 Media. Carey joined the cluster in June 2007 as PD/afternoon guy of hot AC **KCIX (Mix 106)** and picked up programming

responsibilities for AC sister **KXLT (Lite 107.9)** in November 2007. His résumé also includes PD stops at **WIOG/Saginaw, Mich.**, and **WTWR (Tower 98.3)/Toledo**. "I'm very excited about some new projects," says a very excited Carey, who can be reached at brent-carey1@aol.com. In other cluster news, **Josh "Lucas" Garber** has exited his APD/night gig at Mix 106. Catch up to him at 419-213-0163 or garber.josh@gmail.com.

■ Big doin's in Eugene, Ore., as **Al Scott**, PD of Cumulus active rock **KNRQ** and country **KUJZ**, is promoted to OM of the whole damn cluster, which also includes classic rock **KZEL**, hot AC **KEHK**, news/talk **KUGN** and ESPN affiliate **KSCR**. Scott will still do

afternoons on **KNRQ**. In related news, **KZEL** PD **Mark Raney** annexes programming duties at **KUGN**.

■ Last September, **Kristen Honeycutt** left her longtime afternoon co-host gig at Clear Channel alternative **WEND (106.5 the End)/Charlotte** and relocated to the wilds of Arkansas. We are now pleased to report that Ms. Honeycutt is once again gainfully employed, this time as PD/afternoon diva at Cumulus rocker **KKEG/Fayetteville, Ark.** She can be reached in her new digs at 479-521-5566 or kristen.honeycutt@cumulus.com.

■ **Jake Fontana** is the new PD of Results Radio CHR/top 40 **KEWB (Power**

94)/Redding, Calif., effective March 9. Fontana's previous stops include **KLUC/Las Vegas** and **KSRT/Santa Rosa, Calif.** He replaces **Rico Garcia**, who was promoted last summer to PD of sister **KCCL/Sacramento**.

■ NextMedia hot AC **WGER/Saginaw, Mich.**, has ditched its longtime "Magic 106.3" moniker in favor of the far-easier-to-spell "**Mix 106.3**." It was easier for us, anyway. PD/midday talent **Lauren "Ren" Davis** will take herself out of the jock lineup for a few weeks and has a swell new e-mail address: ren@mix1063fm.com. **Scott Seipel**, aka (Not That) **Scott Shannon**, is now doing mornings

Great Moments In Syndication

■ Syndicated duo **Walton & Johnson** are reacquainting themselves with the term "frequency modulation" as they debut on Clear Channel classic rocker **KKRW (93.7 the Arrow)/Houston**. It's a return to FM in the market for the boys, who've most recently been on **KPRC-AM (950 Radio Mojo)** but were previously heard in Houston on **KLOL** during its rock days and now-defunct **KIOL (Rock 103.7)**. The guys fill the void that was manufactured when **Dean & Rog** crossed the street to Cox classic hits **KHTC (K-Hits 107.5)**.

■ **Kidd Kraddick** adds another notch to his syndicated gumbelt—mornings on GRM Communications rhythmic **XHTO (104.3 Hit FM)/El Paso**, where he rolls 4 a.m.-9 a.m. Kraddick's arrival will no doubt come as great relief for

Dario "the Delicious One," who had been covering mornings since November 2007, then coming back to host the "Noontime Workout." Now, Dario will do noon-3 p.m. and continue as promotions director.

■ After a three-year absence, the syndicated "Ace & TJ Morning Show" makes its triumphant return to **WLDA** in exotic Dothan, Ala., now sporting a new hot AC format and a new owner, Magic Broadcasting. It certainly pays to have friends in the building; OM **Kris Van Dyke** used to run the show

when he was at **WKXJ/Chattanooga, Tenn.**, during its CHR/top 40 days. "The Ace & TJ Morning Show," syndicated by 7 to 8 Media, is now heard in a dozen markets, including Charlotte; Birmingham; Greenville, N.C.; and yes, Dothan (again). "Last time we were here, the station was forced to change the format to get rid of us," **TJ** says. "Hopefully, that won't happen again."

■ Cumulus AC **WFAS/Westchester, N.Y.**, moves syndicated sensation **John Tesh** from nights into the blinding light of middays, thus proving conclusively that he's not actually a vampire.



Dept. Of Shrinkage

■ There's been further human fallout from CBS Radio's decision to flip **KMVK (MOVIN 107.5)/Dallas** from rhythmic AC to Spanish-language hot AC: Former MOVIN morning co-hostess **Mel McKay** is now available for her next radio adventure. McKay's previous stops include **KMYI/San Diego** and **KMZQ** and **KLUC/Las Vegas**. Talk to Ms. Mel at 858-245-6745 or mellemelmckay@yahoo.com.

■ Due to those ever-spreading budget cuts,

Lisa Orlando exits CBS Radio oldies **WOMC (Oldies 104.3)/Detroit**, where she was doing overnights and the "Saturday Night Dance Party." Orlando, who will be replaced by the ubiquitous "**Otto Mation**," can be reached at 248-310-9901 or lalisalson@aol.com.

■ Crappy news out of San Diego, as our friend **Rob Zilla** has been downsized out of his promotions director gig at Finest City rhythmic **XHTZ (Z90.3)** and rhythmic AC

XHRM (Magic 92.5). Zilla had been with the company since its inception three years ago. His assistant, **Jamie**, will now inherit promotional duties for both stations. Señor Zilla can be reached at robzilla55@aol.com.

■ PD **Maynard** exits Clear Channel alternative **WXSR/Tallahassee, Fla.**, after only five months. He was named PD last September, seguing from the APD/MD/midday chair at Triad active rocker **WCPR/Biloxi-Gulfport,**

Miss. For now, OM **Jeff Horn** will oversee 'XSR programming. Find Mr. Maynard at 904-742-3289 or jjmx@hotmail.com.

■ And after four years with Dial Global, affiliate sales princess **Liz Laud** has left the premises and is now in the hunt for a new adventure. We advise you to contact her now before the competition scoops her up. Call 310-625-9753 or e-mail lizlaud@gmail.com.



And Finally . . .

"A local morning show" took full advantage of Feb. 17 being the long-anticipated (and since delayed) "DTV Day" to completely screw with its more gullible listeners. And we heartily approve. Starting at 6 a.m. that day, **Pat & AJ** at Midwest Family CHR/top 40 **WIZM/La Crosse, Wis.**, began warning their audience not only about the impending switch to DTV at 10 a.m.—but the lesser-reported "switchover" to HD radio. They helpfully instructed people to check the backs of their radios for a handy switch that would enable it to receive the station or urged them to visit their local electronic stores for HD radio converter boxes. They managed to keep the bit

rolling all morning, right up until the "time of the switch," which happened to coincide with their signoff at 10 a.m. CT, at which time, the station suddenly flipped into an interminable 30-second segment of white noise static, after which the hoax was revealed. Hilarity ensued.

Pat Clark reports that several retailers, including local Best Buy and Radio Shack outlets, contacted the station to find out why they were being flooded with concerned consumers looking for this special converter. One listener even reported that her husband had disassembled their car stereo to look for this mysterious switch.



▲ Lounging In Tampa

R&B singer/songwriter Keri Hilson chatted with Clear Channel WBTP (95.7 the Beat)/Tampa weekend personality DJ Ekin and Interscope executives at the urban outlet's "Listeners' Lounge" the week of the Super Bowl. From left are Interscope director of rap promotion Marlon Singleton, DJ Ekin, Interscope artist Keri Hilson and Interscope VP of rap promotion Troy Marshall.

▲ Mercury Rising

Irish trio the Script, whose debut album is double-platinum in the United Kingdom and five-times platinum at home, made its stateside debut in January at New York's Mercury Lounge. Pictured after the gig are Script guitarist Mark Sheehan, R&R associate chart production manager Alex Vitoulis, Script vocalist/keyboardist Danny O'Donoghue, R&R senior editor Chuck Taylor, Script drummer Glen Power and Billboard contributor Fred Bronson. The band's first single on Epic, "The Man Who Can't Be Moved" (which reached No. 1 in five countries) is just heading to U.S. radio, followed by release of the full-length "The Script," March 17.



▶ Easy Living

"CMT Top 20 Countdown" host Lance Smith (left) talked to RCA Nashville singer/songwriter Jake Owen about his second studio album "Easy Does It," which dropped Feb. 24. The CD's lead single, "Don't Think I Can Love You," is No. 10 at Country. Photo courtesy of Ben Wilder



◀ Fully Loaded

Velvet Revolver bassist Duff McKagan met with several Sirius XM personalities during a visit to the satcaster's New York offices. McKagan has been busy promoting his punk rock solo project Loaded; the Seattle-based quartet will release its second studio album, "Sick," on Century Media in April. From left are Century Media Records national director of rock and alternative Mike Jakubow, McKagan, Faction (Sirius channel 28) host Bryan Cullen, Octane (Sirius channel 20) host Kayla and Liquid Metal (Sirius channel 27) host Troy Hinson.

▶ Hello, Goodbye

Cox CHR/top 40 WBLI/Nassau-Suffolk staffers welcomed Island Def Jam artist Utada to the Long Island station. The Japanese pop star wished MD Tim Clarke luck in his transition to PD of sister WAPE/Jacksonville, effective March 2. From left are Clarke, IDJ director of promotion Nicki Farag, Utada and WBLI PD Jeremy Rice.



◀ A Man For All Seasons

Emmis alternative WKQX (Q101) afternoon jock Alex Quigley (left) invited Slipknot vocalist Corey Taylor to the Chicago station before the Roadrunner act performed at Allstate Arena. During his visit, Taylor was encouraged to create his own playlist, which included Slayer's "Seasons in the Abyss," Van Halen's "Unchained," Foo Fighters' "Best of You," Prince's "You Got the Look" and Rick Astley's "Never Gonna Give You Up."

▶ Keeping It Real

Curb artist Heidi Newfield dropped by ABC Radio Networks' studios to make appearances on "Today's Best Country" and "Real Country." The five-time Academy of Country Music nominee also performed a set for network employees in the building's atrium lobby, which included single "Johnny and June." From left are "Today's Best Country" PD Gary Reynolds, "Real Country"/"Today's Best Country" MD Kris Wilson, Newfield and ABC Radio Networks senior VP of programming and distribution Carl Anderson.



Formats

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

R&R SPIN SPOTLIGHT



Beyoncé

Three-Ring 'Circus'

A week after Beyoncé logged three simultaneous CHR/Top 40 chart entries for the first time (this week ranking at Nos. 8, 33 and 36),

Britney Spears likewise

accomplishes the feat. Spears becomes one of just six lead females to amass three concurrent chart entries (excluding holiday cuts). All have tripled up with one set of songs, except for Mariah Carey, who's managed three separate trios.

Artist, Titles, Year(s)

Britney Spears, "Circus," "Womanizer," "If U Seek Amy," 2009

Beyoncé, "Single Ladies (Put a Ring on It)," "If I Were a Boy," "Halo," 2009

Rihanna, "Shut Up and Drive," "Umbrella," "Hate That I Love You," 2007

Mariah Carey, "Shake It Off," "We Belong Together," "Don't Forget About Us," 2005; "One Sweet Day," "Fantasy," "Always Be My Baby," 1996; "Herc," "Dreamlover," "Without You," 1994

Janet Jackson, "If," "That's the Way Love Goes," "Again," 1993

Whitney Houston, "I'm Every Woman," "I Have Nothing," "I Will Always Love You," 1993

Top 'Ten'

As Pearl Jam readies the re-launch of its seminal 1991 debut album "Ten" with the debut of "Brother" at No. 18 on Alternative, here is a look at the format's top 10 the week of Aug. 28, 1992, when "Jeremy," the set's biggest hit (and, surprisingly, only top 10), peaked at No. 5.

Pos., Artist, Title

- 1, **Morrissey**, "Tomorrow"
- 2, **INXS**, "Not Enough Time"
- 3, **The Cure**, "A Letter to Elise"
- 4, **Paul Westerberg**, "Dyslexic Heart"
- 5, **Pearl Jam**, "Jeremy"
- 6, **Sonic Youth**, "100%"
- 7, **Utah Saints**, "Something Good"
- 8, **Temple of the Dog**, "Hunger Strike"
- 9, **PJ Harvey**, "Sheela-Na-Gig"
- 10, **U2**, "Even Better Than the Real Thing"

THE SPIN



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

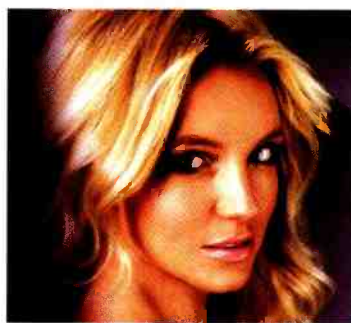
Spears Snares Fifth No. 1

Britney Spears moves into a tie for second-most No. 1s in the CHR/Top 40 chart's 16-year history, as "Circus" (JLG) becomes her fifth chart-topper with a 3-1 rise. She joins Beyoncé, Avril Lavigne, Pink and Justin Timberlake with a handful of No. 1s, all trailing only Mariah Carey's six career leaders.

"Circus" also grants Spears her first set of back-to-back No. 1s; "Womanizer" led for two weeks in December. She previously reigned with "... Baby One More Time" (1999), "Oops! I Did It Again" (2000) and "Toxic" (2004).

Spears concurrently charts her 22nd entry at the format, as the lyrical riddle "If U Seek Amy" starts at No. 40. Only Carey (28), Madonna (26) and Janet Jackson (23) have made more visits.

With "Circus," "Womanizer" (No. 18) and "Amy" all on the list, Spears joins a select group of lead females to boast three simultaneously charting titles (see Spin Spotlight, left).



King James

Boney James claims the mark for most No. 1s in the Nielsen BDS-based Smooth Jazz chart's archives, as "Stop, Look, Listen (To Your Heart)" (CMG) ascends 3-1. The track is James' fourth leader, breaking a tie with fellow saxophonists Euge Groove and Richard Elliot.

James first reigned with "The Total Experience" in November 2006 and added No. 1s with "Hypnotic" (2007) and "Let It Go" (2008).

Papa Roach Infests Top 10

A week after entering the Alternative top 10, this issue rising 10-7, Papa Roach's "Lifeline" (Interscope) reaches the top tier at Active Rock (11-9) and Rock (13-10). On the former list, "Lifeline" marks the group's eighth top 10. Prior to the March 24 release of "Metamorphosis," the album becomes the group's fifth consecutive set to yield an Active Rock top 10.

Decade Leader Keith Crowns Country

Toby Keith collects his 18th Country No. 1, as "God Love Her" rises 2-1. The song extends the Oklahoman's mark for most chart-topping tracks this decade (15), ahead of Kenny Chesney's 13 No. 1s dating to 2000. With the ascension, Keith completes his first set of consecutive No. 1s since launching his Show Dog Nashville imprint in 2005; his previous "She Never Cried in Front of Me" reached the top in October. While signed to the now-shuttered DreamWorks label, Keith strung together streaks of seven and three consecutive No. 1s in 2001-02 and 2003-04, respectively.

T.I., Timberlake Top Rhythmic

T.I. rolls to his third Rhythmic leader, all from his current album "Paper Trail," as "Dead and Gone" (Atlantic), featuring Justin Timberlake, climbs 2-1. Following his previous No. 1s "Whatever You Like" and "Live Your Life," T.I. is the third rapper, joining 50 Cent and Lil Wayne, to land at least three No. 1s from one album. The track marks Timberlake's first view from the top.

Breaking Foxx News

Jamie Foxx logs his second Urban No. 1 as a lead artist, and fourth overall, as "Blame It" (RMG), featuring T-Pain, zips 4-1 with Most Increased Plays (up 787) for the fifth consecutive week. Foxx's three prior No. 1s hit the top consecutively: He guested with Kanye West on Twista's "Slow Jamz" in 2004, provided the chorus to West's "Gold Digger" in 2005 and capped the list solo with "Unpredictable" in 2006. With the rise of "Blame," T-Pain lands his sixth No. 1.

Pearl Jam Revisits Landmark Set

Pearl Jam previews the March 24 reissue of its 1991 debut album "Ten," as the previously unreleased "Brother" (Epic) opens on Rock (No. 17), Alternative (No. 18) and Active Rock (No. 26) with Most Increased Plays at all three formats. "Brother" is one of six newly available tracks from "Ten," which has sold 9.6 million copies, according to Nielsen SoundScan, and spawned four Alternative hits (see Spin Spotlight, left). The song is the group's 33rd Alternative entry, second only to U2's 36.





New album sings with 'Hannah Montana' synergy

Billy's Back

Ken Tucker

KTucker@RadioandRecords.com

billy Ray Cyrus is back in Tennessee. Or at least he was. ■ The Kentucky-born singer/actor, who has been spending much of his time in Los Angeles where he stars in the Disney Channel's "Hannah Montana" with his daughter, Miley Cyrus, had a busy summer around Nashville last year. Not only did he host NBC's "Nashville Star" talent competition and shoot the forthcoming film "Hannah Montana: The Movie," he also recorded a new album, "Back to Tennessee," which Lyric Street will release March 31.

While the project was originally scheduled for the fall, the new date could turn out to be fortuitous. The Hannah Montana movie is due April 10, and Cyrus' current single and title track, "Back to Tennessee," which is in the movie, is now at country radio. Cyrus co-wrote the I'm-longing-for-home tune with Tamara Dunn and Matthew Wilder. (A previous single from the album, "Somebody Said a Prayer," peaked at No. 33 on the R&R Country chart in November.)

DJ. Stout, OM/PD for CBS Radio country WSOC/Charlotte, says he liked the tune the first time he heard it. "It's got good tempo and a cool vibe. I also like the fact that he and the song will be part of what probably will be one of the biggest movies of the year. If moms and kids love the movie and the song, they know they can hear it on WSOC."

Cyrus says that while "Back to Tennessee" is "the cornerstone" of the Hannah Montana movie, it also represents his own return. "You are talking to someone who loves country who was born and raised in Kentucky," he says.

Unlike his last album, "Home at Last," which was recorded in L.A. and sold 294,000 copies, according to Nielsen SoundScan, the new set marks a return to Music City. The record was produced by Mark Bright (Rascal Flatts). Lyric Street senior VP of A&R Doug Howard, who has known Cyrus



Cyrus

since his days at Mercury Nashville in the early '90s, was also involved in the process. "Doug was the man who said, 'We want this thing to be bullet-proof,'" Cyrus says. The first song Howard brought was "Somebody Said a Prayer," which was penned by hit songwriters Craig Wiseman and Neil Thrasher. "We just started building from there," Cyrus says.

The new set will also include an exclusive duet with Miley on "Butterfly," a song from the movie. While Miley's version will be heard on the soundtrack, the duet will only appear on Cyrus' album. ("Ready, Set, Don't Go" from his last album also featured Miley. That song peaked at No. 4 on the R&R Country chart in February 2008 and was his biggest hit in nine years.)

Unlike the last release, the new album is a joint venture between Walt Disney Records and Nashville sister Lyric Street. "We've been involved from the very beginning of this thing, every little step," says Greg McCarn, VP of marketing for Lyric Street. "There are things that they can bring to the table that we don't have the opportunity to, like working with the Disney Channel—and we hopefully bring our country expertise to the table."

It helps that Cyrus is still a touring draw. He will be on the road a couple of weeks each month for the rest of the year, playing casinos, clubs, country festivals and even Sea World.

The Next Big Thing

Much like the title of her new single, "Boom," upcoming artist Anjulie (Hear Music) has hit the music scene with a resounding bang.

The Los Angeles transplant was raised in Toronto, although her cultural roots are in Guyana, where her parents are originally from. An internship at a recording studio in Toronto and a chance meeting with Jon Levine of Canadian group the Philosopher Kings led to a creative partnership. The two began writing songs together, including "Don't Call Me Baby," a hit for Canadian songstress Kreesha Turner that reached the Billboard Top 10 in Canada.

"I have something to say lyrically," Anjulie says. "My background is in songwriting, so I'm really invested in melodies, song structure and payoff choruses, but on this record, I tried to loosen up and just express myself how I wanted to. I really write for myself. I always tell people if they want to know about me, just listen to my music because I really do put it all out there."

Anjulie's genre-blending, not-easily-categorized sound is finding life at several triple A outlets, with "Boom" gaining traction at the format. Saga's WCLZ/Portland, Maine, offered the song as a free download this past December, initiating more than 300 plays and subsequent downloads, a sign that the single was connecting with listeners.

"In a world where M.I.A. received a ton of [active rock] and alternative airplay, triple A should be taking a chance on some records that have rhythm and tempo to them that appeal to a younger demographic," says Joel Frank, MD/APD for LM triple A outlet WCOO/Charleston, S.C. "If we can take a chance on a record like 'Boom,' and give it some exposure, we can raise awareness that people other than Jack Johnson and Sheryl Crow make music worth listening to, for our triple A demographic."

Bob Waugh, PD for Empire Broadcasting WRNR/Baltimore, MD, agrees: "The first time we heard this song, we thought it was cool and compelling, sexy and seductive. It's one of those records we love because it showcases the diversity of our playlist. The audience has reacted [and] it's probably our No. 1 inquiry from the 'Who Sings That Song?' [feature] at wrnr.com."

Robert Burch, VP/station manager at Compass triple A KPRI/San Diego, says he can't remember a time in the triple A world where there were more female artists being promoted, and deservedly so. "Anjulie has a sound that stands out and gets noticed."

Currently the budding star is gaining visibility performing at various venues, most recently opening for Solange at the Viper Room in West Hollywood. Her album is set to be released in the near future.—Foladé Bell



Anjulie

'On this record, I tried to loosen up and just express myself. I really write for myself.'

—Anjulie



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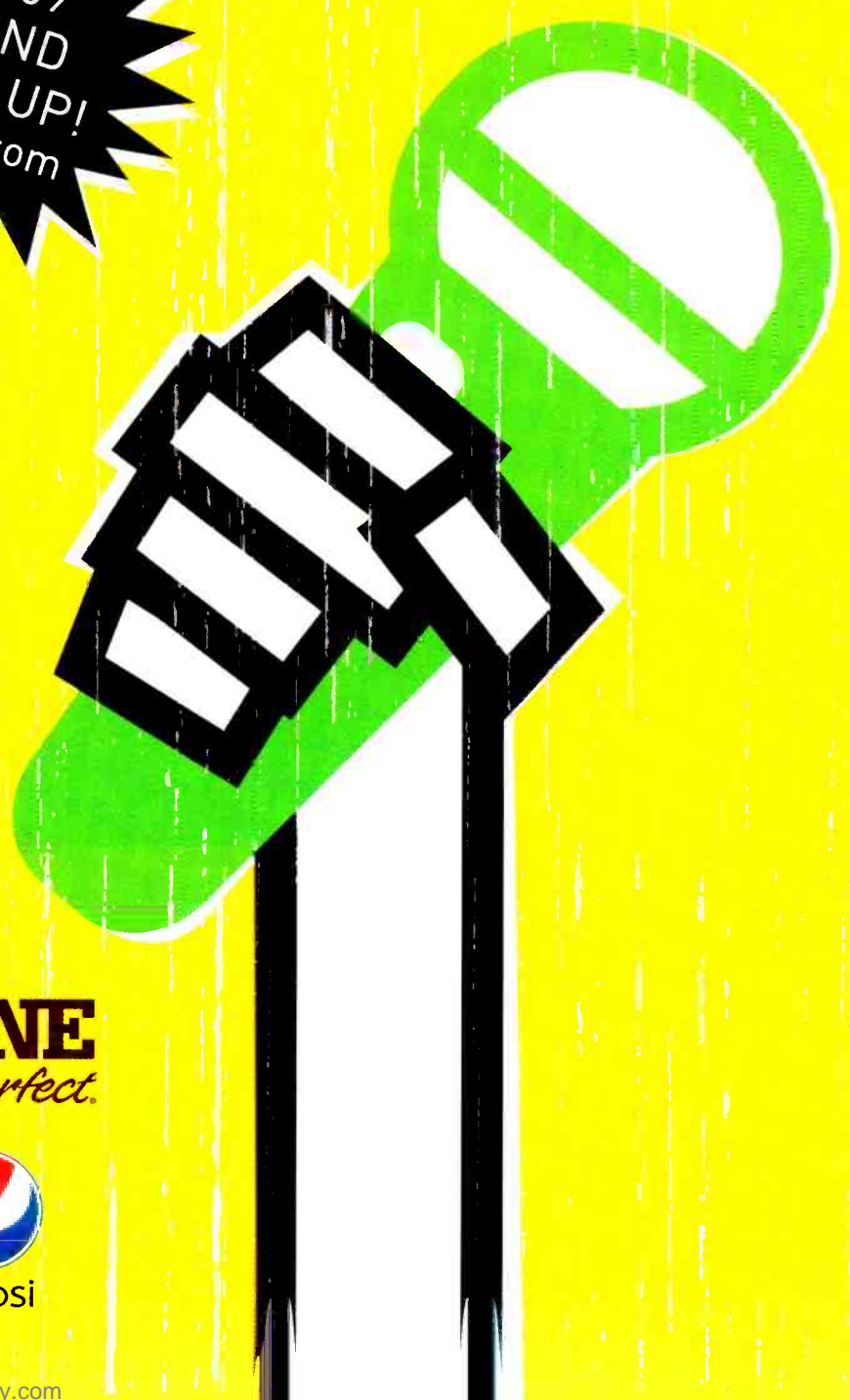


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Enjoy a couple of more Arbitron success stories that will keep up your faith in radio. Part two.

Smaller Markets Deliver Major Ratings

Kevin Carter

KCarter@RadioandRecords.com

Last week I began my examination of rating success stories with stations based in small markets, owned by smaller operators. This week's sequel continues that journey, with pit stops in Corpus Christi, Texas, and Casper, Wyo. The storyline remains similar: Despite challenging economic conditions, these stations, usually operating with a tight local staff and miniscule budgets, have managed to carve out significant ratings successes—something any station in any size market can learn a lesson from.

KTRS/Casper, Wyo.

OM Donovan Short just passed his 10-year anniversary with Gapwest CHR/top 40 KTRS (104.7 Kiss FM) in beautiful Casper, Wyo. Perusing his book, Short gives us the high spots: KTRS is No. 1 with women 18-34 and 18-49, No. 2 with women 12+ and No. 3 with persons 12+ and 18-34. "The main reason I believe we continue to do well is that we have an amazing crew of pros that are well-steeped in the basics and beyond," he says. That crew includes a mixture of local and imported air talent . . .

OK, so that mixture is a little lopsided: Short holds the distinction of being his station's only locally based presence, doing afternoons, surrounded by an impressive roster of outside talent. "We're fortunate to have relationships with some phenomenal jocks like JB Wilde from WLKT [104.5 the Cat] in Lexington, Ky.; Silly Jilly from WKSC [103.5 Kiss FM] in Chicago; Mike Miller from WHKF [99.3 Kiss FM] in Harrisburg; and JoJo from WIBT [the Beat] in Charlotte: All of them are great people behind the scenes and just at the top of their game on-air," Short says. "We've all been together for several years as well, which is kind of rare these days. We also have an amazing creative guy in-house, Robin Perry, who wears about six stations' worth of hats, but always carves out the time to make sure Kiss sounds fresh."

Other than an all-star airstaff, Short confidently points to another recently added factor that he readily classifies as his "secret weapon" of late. "I truly think launching and growing our online

'KISS VIP' program through Tracy Johnson's company, Mass 2 One Media, made a huge difference in the fall, and will be even more of a factor for spring," he says. "We put it on in August of last year and quickly put over 10% of our cume into the database. The growth is just exponential once you make the commitment to it on-air and it really kicks in.

"The program also has tons of features to incentivize that relationship with the listener and make it a true two-way street, and lots of tools that help you measure your progress on the programming side—and a lot of accountability and new ways of doing things for clients that the salespeople need more than ever right now. I'm majorly convinced that it's the future of everything we do."

KKPN (Planet 102.3)/Corpus Christi

For OM/PD Scott Holt, the recent ratings performance of Convergent Broadcasting's KKPN was well worth waiting for. "It's been about three years since we flipped from hot AC to CHR, and we've finally reached No. 1 in all female demos—except 35-64—which we'll go for next time," he says, only half-joking. "It's truly a rewarding process to see three years of hard work from everyone here finally pay off. It's also nice, gradual growth, so what we're seeing in Arbitron we have a lot of faith in."

Holt says his staff has worked hard to get the station to the top, and he is quick to nail its success down to several key elements, not the least



Short

KKPN By The Numbers

No. 1 12+, cume 56,700
No. 4 12+ share, 5.8
No. 1 women 18-34, 16.1
No. 1 women 25-44, 13.2
No. 1 women 25-54, 8.5
No. 3 18-34, 8.9
No. 2 25-44, 8.2
No. 4 25-54, 6.4

Source: Fall 2008 Arbitron



'We really raised the bar by doing less frequent, but really big and memorable promotions.'

—Scott Holt

FOR THE RECORD

In the Feb. 13 column about Radio Disney, Rich Ross should have been identified as president of Disney Channels Worldwide.

of which is the fact that there was no other mainstream CHR/top 40 in the market at the time. In fact, Corpus Christi was traditionally known as "a rhythmic market," which propelled the dominance of crosstown Malkin Broadcasting's KZFM for many years. Today, that storyline has been altered slightly: "In addition to being No. 1 in 12+ cume, we finally beat KZFM 12+, which is an amazing feat, if you know the market's history," Holt says. "Inside the demos, we're No. 1 across the board."

Planet gets a strong morning jump-start from the syndicated Kidd Kraddick, who sets the table for the rest of the day. "We relaunched the station with Kraddick three years ago because we believed he had a lot of regional appeal. (Kraddick is based in Dallas.) Kidd's show has been No. 1 12+ in two out of the last three books and has really helped drive the station."

Following Kraddick is promising new midday talent Brandon James, whose stock is quickly rising in Holt's book. "Brandon is from San Angelo, Texas, and I'm pleased to say that he is one of the most creative, tight-buttoned-up jocks I've ever had the pleasure of working with," says Holt, who does afternoons. At press time, Holt was making a change in his night show and had inked the voice-tracked services of Jackson Blue, who does nights at Kraddick's home base, Clear Channel's KHKS/Dallas. "Greg Hunter of WZPL/Indianapolis has done the shift for the past three years, and I thank him for doing a great job for us," Holt says. "I also have to mention the stellar voice work we get from Jeff Berlin and Jennifer Vaughan, and amazing production from Burning Eye Creative."

Promotions are always a key part of any radio station's winning formula, but Planet 102.3 has chosen to be a bit more judicious in its promotional profile. "We really raised the bar by doing less frequent, but really big and memorable promotions," Holt says. "While other stations are giving away smaller prizes with more frequency, we picked one huge deal and went with it, like the 'Planet 102.3 Incredible Concert Giveaway,' where we gave away 15 fly-aways in 15 days to major cities like Boston, New York and Miami. I give my APD Dave Ross tremendous props, not only for his input on the music we play, but his ability to deal with everything that comes with giving away a lot of stuff."

Holt strongly believes that Planet 102.3's decision to flip to CHR/top 40 three years ago is now paying off because of increased audience acceptance for compatible music styles all co-existing under the same roof. "The last two to three years have been great for CHR stations. Musically, what's considered rhythmic and acceptable now is very different than it was five years ago. We're very comfortable mixing the Fray with T.I. with Britney [Spears]," he says. "We're very mainstream with broad appeal, and run a very tight list, turning our powers over 17-18 times a day. It's all about cume; the PPM has shown that. You need to give your listener a satisfying experience, so they'll either come back later in the day, or the next occasion they have to sample radio, we're first on their mind." **R&R**

R&R CHR/TOP 40

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► **MILEY CYRUS** PREVIEWS FUTURE BLOCKBUSTER "HANNAH MONTANA: THE MOVIE" WITH "THE CLIMB" AT NO. 31. THE SOUNDTRACK HITS RETAIL MARCH 24, WHILE THE FILM OPENS IN THEATERS APRIL 10. CYRUS PREVIOUSLY REACHED NO. 3 AT THE FORMAT WITH "SEE YOU AGAIN" AND NO. 19 WITH "7 THINGS."

WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	3	11	BRITNEY SPEARS	CIRCUS	NO. 1 (1 WK)	☆	JIVE/JLG	8989 +478	56.496	1
2	5	14	THE ALL-AMERICAN REJECTS	GIVES YOU HELL		☆	DOGHOUSE/DGC/INTERSCOPE	8661 +762	48.959	5
3	1	16	TAYLOR SWIFT	LOVE STORY		☆	BIG MACHINE/UNIVERSAL REPUBLIC	8483 -419	53.987	2
4	2	17	LADY GAGA FEATURING COLBY O'DONIS	JUST DANCE		☆	STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	8167 -604	49.898	4
5	6	12	PINK	SOBER		☆	LAFACE/JLG	8154 +307	43.025	6
6	7	12	KANYE WEST	HEARTLESS		☆	ROC-A-FELLA/DEF JAM/DJMG	8030 +291	50.924	3
7	8	6	KELLY CLARKSON	MY LIFE WOULD SUCK WITHOUT YOU		☆	RCA/RMG	7004 +989	40.064	8
8	4	14	BEYONCE	SINGLE LADIES (PUT A RING ON IT)		☆	MUSIC WORLD/COLUMBIA	6985 -1360	42.382	7
9	9	11	THE FRAY	YOU FOUND ME		☆	EPIC	5941 +681	33.115	10
10	14	6	FLO RIDA FEAT. KESHA	RIGHT ROUND	MOST INCREASED PLAYS	☆	POE BOY/ATLANTIC	5383 +1016	33.668	9
11	13	7	T.I. FEATURING JUSTIN TIMBERLAKE	DEAD AND GONE		☆	GRAND HUSTLE/ATLANTIC	5200 +745	31.268	11
12	11	14	THE PUSSYCAT DOLLS	I HATE THIS PART		☆	INTERSCOPE	5088 +150	31.042	12
13	12	14	THE VERONICAS	UNTOUCHED		☆	ENGINEERD/SIRE/WARNER BROS.	4851 +52	23.289	17
14	17	7	NE-YO	MAD		☆	DEF JAM/DJMG	4410 +588	27.839	13
15	10	19	T.I. FEATURING RIHANNA	LIVE YOUR LIFE		☆	DEF JAM/GRAND HUSTLE/DJMG/ATLANTIC	4324 -816	27.046	14
16	22	5	LADY GAGA	POKER FACE	AIRPOWER	☆	STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	3967 +867	23.433	16
17	16	27	KEVIN RUDOLF FEATURING LIL WAYNE	LET IT ROCK		☆	CASH MONEY/UNIVERSAL REPUBLIC	3759 -210	22.438	18
18	15	2	BRITNEY SPEARS	WOMANIZER		☆	JIVE/JLG	3607 -548	25.955	15
19	20	8	KATY PERRY	THINKING OF YOU	AIRPOWER	☆	CAPITOL	3525 +81	17.992	19
20	18	24	JASON MRAZ	I'M YOURS		☆	ATLANTIC/RRP	3468 -256	17.733	20
21	21	9	JOHN LEGEND FEATURING ANDRE 3000	GREEN LIGHT		☆	G.O.O.D./COLUMBIA	3180 +21	13.826	22
22	28	4	JESSE MCCARTNEY FEATURING LUDACRIS	HOW DO YOU SLEEP?		☆	HOLLYWOOD	2728 +362	13.594	23
23	27	6	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL	BEAUTIFUL		☆	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	2716 +292	13.966	21
24	25	6	LEONA LEWIS	I WILL BE		☆	SYCO/DJ/RMG	2519 +22	12.455	24
25	29	4	EMINEM, DR. DRE & 50 CENT	CRACK A BOTTLE		☆	SHADY/AFTERMATH/INTERSCOPE	2402 +433	11.013	26
26	26	16	DAVID COOK	LIGHT ON		☆	19/RCA/RMG	2010 -453	7.467	30
27	34	2	SOULJA BOY TELL 'EM FEATURING SAMMIE	KISS ME THRU THE PHONE		☆	COLLIPARK/INTERSCOPE	1688 +654	7.635	29
28	32	5	THE WHITE TIE AFFAIR	CANDLE (SICK AND TIRED)		☆	SLIGHTLY DANGEROUS/EPIC	1666 +222	5.195	34
29	30	15	THRIVING IVORY	ANGELS ON THE MOON		☆	WIND-UP	1656 -255	5.092	35
30	31	19	KANYE WEST	LOVE LOCKDOWN		☆	ROC-A-FELLA/DEF JAM/DJMG	1549 -160	11.244	25
31	NEW		MILEY CYRUS	THE CLIMB	MOST ADDED	☆	WALT DISNEY/HOLLYWOOD	1193 +576	7.801	27
32	37	3	MATT NATHANSON	COME ON GET HIGHER		☆	VANGUARD/CAPITOL	1105 +173	5.614	32
33	40	2	BEYONCE	HALO		☆	MUSIC WORLD/COLUMBIA	1058 +241	7.703	28
34	38	3	SAVING ABEL	18 DAYS		☆	SKIDD/CO/VIRGIN/CAPITOL	1047 +150	2.752	40
35	NEW		KERI HILSON FEATURING LIL WAYNE	TURNIN ME ON		☆	MOSLEY/ZONE 4/INTERSCOPE	967 +223	5.417	33
36	35	15	BEYONCE	IF I WERE A BOY		☆	MUSIC WORLD/COLUMBIA	949 -55	7.443	31
37	NEW		SHINEDOWN	SECOND CHANCE		☆	ATLANTIC	924 +247	2.958	38
38	39	2	KID CUDI	DAY 'N' NITE		☆	FOOL'S GOLD/DOWNTOWN	894 +72	3.586	37
39	33	15	LESLEY ROY	UNBEAUTIFUL		☆	RELIGION/JIVE/JLG	837 -489	2.553	-
40	NEW		BRITNEY SPEARS	IF U SEEK AMY		☆	JIVE/JLG	806 +243	4.334	36

MOST ADDED

ARTIST	TITLE / LABEL	NEW STATIONS
MILEY CYRUS	The Climb (Walt Disney/Hollywood)	27
SOULJA BOY TELL 'EM FEAT. SAMMIE	Kiss Me Thru The Phone (Collipark/Interscope)	25
LADY GAGA	Poker Face (Streamline/KonLive/Cherrytree/Interscope)	14
FLO RIDA FEAT. KESHA	Right Round (Poe Boy/Atlantic)	12
CIARA FEAT. JUSTIN TIMBERLAKE	Love Sex Magic (LaFace/JLG)	12
SHINEDOWN	Second Chance (Atlantic)	11
MATT NATHANSON	Come On Get Higher (Vanguard/Capitol)	11
ASHER ROTH	I Love College (SchoolBoy/Loud/SRC/Universal Motown)	11
BRITNEY SPEARS	If U Seek Amy (Jive/JLG)	10

ADDED AT... WXKB

Ft. Myers, FL
PD: Matt Johnson

Soulja Boy Tell 'em Feat. Sammie, Kiss Me Thru The Phone, 18
Eminem, Dr. Dre & 50 Cent, Crack A Bottle, 16
Britney Spears, If U Seek Amy, 0
Miley Cyrus, The Climb, 0
WE The Kings, Secret Valentine, 0

FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST	TITLE / LABEL	PLAYS /GAIN	ARTIST	TITLE / LABEL	PLAYS /GAIN
FALL OUT BOY	America's Suitehearts (Decaydance/Fueled By Ramen/Island/DJMG)	649/132	3 OOROS DOWN	Let Me Be Myself (Universal Republic)	513/91
WE THE KINGS	Secret Valentine (S-Curve)	613/51	THE TING TINGS	That's Not My Name (Columbia)	500/76
DAVID ARCHULETA	A Little Too Not Over You (19/Jive/JLG)	569/19	SHONTELLE FEAT. AKON	Stuck With Each Other (SRP/SRC/Universal Motown)	476/70
BEYONCE	Diva (Music World/Columbia)	533/105	LILY ALLEN	The Fear (Capitol)	341/93
THEORY OF A DEADMAN	Bad Girlfriend (604/Roadrunner/RRP)	531/49	KEVIN RUDOLF FEAT. RICK ROSS	Welcome To The World (Cash Money/Universal Republic)	325/140

MOST INCREASED PLAYS

+1016	☆ FLO RIDA FEAT. KESHA Right Round (Poe Boy/Atlantic) WKCF +35, KHFI +32, WAKS +31, SX20 +31, WIHB +30, WFKS +26, KKHH +26, WZKF +25, WNOU +25, WKSC +23
+989	☆ KELLY CLARKSON My Life Would Suck Without You (RCA/RMG) KZCH +44, WDCG +42, KKPN +39, WXXL +37, WKSS +35, WKST +33, KQXY +31, KHFI +28, KVLU +28, WJIM +25
+867	☆ LADY GAGA Poker Face (Streamline/KonLive/Cherrytree/Interscope) KHFI +60, KZCH +49, KKRN +30, WAKS +27, WSTR +24, KQCH +22, WXXL +22, WAKZ +21, KXXM +20, WKKF +20
+762	☆ THE ALL-AMERICAN REJECTS Gives You Hell (Doghouse/DGC/Interscope) WLKT +57, KHHT +53, WSTR +35, KKDM +35, WKSS +35, WBLJ +33, WHYI +29, SX20 +28, WXLK +27, WIHB +26
+745	☆ T.I. FEAT. JUSTIN TIMBERLAKE Dead And Gone (Grand Hustle/Atlantic) SX20 +50, WNOU +41, KXXM +41, KWNZ +29, KIIS +27, KJYO +24, WKST +19, KZZP +19, KSAS +19, WJIM +19

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
129 CHR/Top 40 and 20 Canada CHR/Top 40 stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. CHR/Top 40 indicator chart comprised of 62 reporters. © 2009 Nielsen Business Media, Inc. All rights reserved.

CHART LEGEND

Charts are ranked by plays (except for Country, which is based on audience impressions, computed by cross-referencing exact times of a play 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, or if they rank below No. 10 and post a third consecutive week of audience decline, regardless of total chart weeks. Descending AC titles move to recurrent after 52 weeks if they rank below No. 5, after 26 weeks if they rank below No. 10, or after 20 weeks if they rank below No. 15. Songs on Latin charts move to recurrent after 20 weeks if they

rank below No. 20 in both audience and plays.

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

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

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

CHR/TOP 40 INDICATOR REPORTERS

KQID/Alexandria, LA PD: Squirrel MD: Jessica	WDAY/Fargo, ND PD: Troy Dayton MD: Zander Kelly	WSPK/Newburgh, NY PD: Scotty Mac APD: Sky Walker MD: Danny Valentino
KXSS/Amarillo, TX OM: Rick Andrews PD: Marshal Blevins MD: Tomi Hurtado	KMXF/Fayetteville, AR OM: Dave Ashcraft PD/MD: Jay Steele	KCRS/Odessa, TX PD/MD: Nate Rodriguez
KGOT/Anchorage, AK OM: Mark Murphy PD/MD: Bill Stewart	WMSR/Florence, AL PD: Jon "Fatguy" Marte	WILN/Panama City, FL PD: Chris Alan MD: Spoon
KRSQ/Billings, MT OM/PD: Kyle McCoy	WJMX/Florence, SC OM: Randy "Mudflap" Wilcox PD: Denis Davis	WPIA/Peoria, IL PD/MD: Don "Big D" Black
WWYL/Binghamton, NY PD: Matt Johnson	KISR/Ft. Smith, AR OM: Mike "Mike at Night" Oldham PD/MD: "Big Dog" Rick Hayes	KRCS/Rapid City, SD OM: Dan Larkin PD/MD: Spanky
WBNQ/Bloomington, IL OM: Dan Westhoff PD: Dave Adams MD: Mason Schreder	KKXL/Grand Forks, ND OM: Rick Acker PD/MD: Trevor D APD: Dave Andrews	KACZ/Salina, KS OM: Corey Dean PD/MD: John (JC) Chappell
KNDE/Bryan, TX OM/PD: Tucker Young	WBEA/Hamptons, NY OM: Harry Wareing	KJCK/Salina, KS PD: Robert Eifman MD: Justin Carson
WRZE/Cape Cod, MA OM/PD: Steve McVie	WQPO/Harrisonburg, VA PD/MD: Ryan O'Bryan	KIXY/San Angelo, TX OM: Jay Michaels PD/MD: David Carr
KTRS/Casper, WY OM/PD: Donovan Short	WKEE/Huntington, WV PD: Jim Davis APD/MD: Gary Miller	Music Choice Hit List/Satellite PD: Justin Praeger
KZIA/Cedar Rapids, IA OM: Rob Norton PD: Greg Runyon APD: Chris Jackson MD: Ric Swann	KSYN/Joplin, MO OM: Chad Elliot PD: Steve Kraus MD: Chris Cortez	WXER/Sheboygan, WI OM: Patrick Pendegast PD/MD: Ron Simonet
WQQB/Champaign, IL OM: Morgan Kane PD: Joe McIntyre	WAZY/Lafayette, IN PD/MD: Jimmy Knight	WNDV/South Bend, IN PD: Karen Rite MD: Scotty Wyld
WHTE/Charlottesville, VA OM: Vinnie Kice PD/MD: PJ Styles	WZRT/Lebanon, VT OM: Terry Jaye PD/MD: JD Redman	KCLD/St. Cloud, MN OM: Matt Senne PD: JJ Holiday
WJYY/Concord (Lakes Region), NH PD/MD: AJ Dukette	WWSR/Lima, OH OM: Dave Cresser PD/MD: Daniel "Kennedy" Baisden	WHTF/Tallahassee, FL PD/MD: Brian O'Conner
WGIC/Cookeville, TN PD/MD: Freaky Dave	KFRX/Lincoln, NE PD: Matt McKay APD/MD: JJ Ryan	WMGI/Terre Haute, IN OM/PD: Bill Cain MD: Tim Shelton
WKMX/Dothan, AL OM: Kris Van Dyke PD: Aaron Tyler	KZII/Lubbock, TX OM: Wes Nessmann PD: Ethan Dometrius	WKHQ/Traverse City, MI OM: Heather Leigh PD: Lunchbox
WBIZ/Eau Claire, WI OM: Mike Cushman PD/MD: Jare E Jordan	WCIL/Marion, IL PD: Jon E Quest MD: Ivy	KUJ/Tri-Cities, WA PD: AJ Brewster
WNKI/Elmira, NY OM/PD: Scott Free	KIFS/Medford, OR PD/MD: Geminey Meyers	WWKZ/Tupelo, MS OM/PD: Rick Stevens
WRTS/Erie, PA PD: Jessica Curry APD: Danial Baxter	KNOE/Monroe, LA OM/PD: Bobby Richards	WSKS/Utica, NY PD: Shaun Andrews
WDKS/Evansville, IN OM: Mike Sanders PD: Ryan Lewis APD/MD: Rob Hirschbuhl	WVAQ/Morgantown, WV OM: Hoppy Kercheval PD: Lacy Neff	WIFC/Wausau, WI PD: Tony Waitekus
WSTO/Evansville, IN OM: Tim Huebsing PD: Jason Addams	WWXM/Myrtle Beach, SC OM: Jimmy Fueger PD: Ron Roberts MD: Larry Knight	WAZO/Wilmington, NC
	KFFM/Yakima, WA PD/MD: Steve Rocha APD: Lil' Mikey	
	WQGN/New London, CT PD: Matt Girard	



► **FLO RIDA** FLOATS TO HIS SECOND CANADA CHR/TOP 40 NO. 1, AS "RIGHT ROUND" SPINS 3-1. HIS FIRST LEADER, "LOW," SPENT EIGHT WEEKS ON TOP BEGINNING LAST FEBRUARY.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	CHR/TOP 40 INDICATOR	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	17	TAYLOR SWIFT LOVE STORY		BIG MACHINE/UNIVERSAL REPUBLIC	3490 -11
2	2	11	BRITNEY SPEARS CIRCUS		JIVE/JLG	3415 -23
3	6	13	THE ALL-AMERICAN REJECTS GIVES YOU HELL		DOGHOUSE/DGC/INTERSCOPE	3345 +176
4	5	12	PINK SOBER		LAFACE/JLG	3277 +65
5	4	17	LADY GAGA FEAT. COLBY O'DONIS JUST DANCE		STREAMLINE/KONLIVE/CHERRY TREE/INTERSCOPE	3210 -114
6	7	11	KANYE WEST HEARTLESS		ROC-A-FELLA/DEF JAM/IDJMG	3047 +20
7	8	6	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU		RCA/RMG	2994 +227
8	3	14	BEYONCE SINGLE LADIES (PUT A RING ON IT)		MUSIC WORLD/COLUMBIA	2956 -400
9	10	13	THE FRAY YOU FOUND ME		EPIC	2339 +40
10	11	13	THE PUSSYCAT DOLLS I HATE THIS PART		INTERSCOPE	2209 +66
11	9	14	THE VERONICAS UNTOUCHED		ENGINEER ROOM/SIRE/WARNER BROS.	2187 -190
12	13	5	FLO RIDA FEAT. KE\$HA RIGHT ROUND		POE BOY/ATLANTIC	2108 +183
13	14	7	T.I. FEAT. JUSTIN TIMBERLAKE DEAD AND GONE		GRAND HUSTLE/ATLANTIC	1924 +115
14	15	7	NE-YO MAD		DEF JAM/IDJMG	1832 +169
15	12	19	T.I. FEAT. RIHANNA LIVE YOUR LIFE		DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC	1737 -295
16	17	8	KATY PERRY THINKING OF YOU		CAPITOL	1677 +66
17	21	4	LADY GAGA POKER FACE		STREAMLINE/KONLIVE/CHERRY TREE/INTERSCOPE	1553 +148
18	18	27	KEVIN RUDOLF FEAT. LIL WAYNE LET IT ROCK		CASH MONEY/UNIVERSAL REPUBLIC	1470 -86
19	22	4	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL BEAUTIFUL		KONVICT/UPFRONT/SRC/UNIVERSAL MDTOWN	1428 +132
20	19	31	JASON MRAZ I'M YOURS		ATLANTIC/RRP	1353 -198
21	23	8	JOHN LEGEND FEAT. ANDRE 3000 GREEN LIGHT		G.O.D./COLUMBIA	1265 +6
22	26	6	LEONA LEWIS I WILL BE		SYCD/JRMG	1186 +8
23	27	5	JESSE MCCARTNEY FEAT. LUDACRIS HOW DO YOU SLEEP?		HDLLYWOOD	1166 +115
24	25	20	AKON RIGHT NOW (NA NA NA)		KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	940 -250
25	24	16	DAVID COOK LIGHT ON		19/RCA/RMG	927 -324
26	34	2	SOULJA BOY TELL'EM FEAT. SAMMIE KISS ME THRU THE PHONE		COLLIPARK/INTERSCOPE	919 +445
27	29	5	EMINEM, DR. DRE & 50 CENT CRACK A BOTTLE		SHADY/AFTERMATH/INTERSCOPE	893 +154
28	28	15	THRIVING IVORY ANGELS ON THE MOON		WIND-UP	801 -159
29	30	4	THE WHITE TIE AFFAIR CANDLE (SICK AND TIRED)		SLIGHTLY DANGEROUS/EPIC	695 +60
30	33	3	SAVING ABEL 18 DAYS		SKIDCO/VIRGIN/CAPITOL	621 +85
31	39	2	SHINEDOWN SECOND CHANCE		ATLANTIC	541 +183
32	31	19	KANYE WEST LOVE LOCKDOWN		ROC-A-FELLA/DEF JAM/IDJMG	524 -70
33	35	2	KERI HILSON FEAT. LIL WAYNE TURNIN ME ON		MOSLEY/ZONE 4/INTERSCOPE	520 +101
34	38	2	BEYONCE HALO		MUSIC WORLD/COLUMBIA	485 +117
35	32	14	LESLEY ROY UNBEAUTIFUL		RELIGION/JIVE/JLG	438 -140
36	NEW	NEW	MILEY CYRUS THE CLIMB		WALT DISNEY/HDLLYWOOD	425 +307
37	NEW	NEW	KID CUDI DAY 'N' NITE		FOOL'S GOLD/DOWNTOWN	361 +64
38	36	2	FALL OUT BOY AMERICA'S SUITEHEARTS		ISLAND/IDJMG	361 -23
39	37	2	THEORY OF A DEADMAN BAD GIRLFRIEND		604/ROADRUNNER/RRP	352 -17
40	NEW	NEW	MATT NATHANSON COME ON GET HIGHER		VANGUARD/CAPITOL	348 +139

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	CANADA CHR/TOP 40	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	3	5	FLO RIDA FEATURING KE\$HA RIGHT ROUND		PDE BOY/ATLANTIC/WARNER	841 +128
2	1	11	BRITNEY SPEARS CIRCUS		JIVE/SONY MUSIC	812 -81
3	7	13	PINK SOBER		LAFACE/SONY MUSIC	722 +32
4	2	13	KANYE WEST HEARTLESS		ROC-A-FELLA/DEF JAM/UNIVERSAL	715 -12
5	6	18	LADY GAGA POKER FACE		STREAMLINE/KONLIVE/CHERRY TREE/INTERSCOPE/UNIVERSAL	714 +11
6	5	13	TAYLOR SWIFT LOVE STORY		BIG MACHINE/UNIVERSAL	699 -7
7	4	13	BEYONCE SINGLE LADIES (PUT A RING ON IT)		MUSIC WORLD/COLUMBIA/SONY MUSIC	607 -104
8	14	7	T.I. FEATURING JUSTIN TIMBERLAKE DEAD AND GONE		GRAND HUSTLE/ATLANTIC/WARNER	593 +116
9	8	14	THE PUSSYCAT DOLLS I HATE THIS PART		INTERSCOPE/UNIVERSAL	591 +7
10	9	6	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU		RCA/SONY MUSIC	565 +21
11	12	6	THE ALL-AMERICAN REJECTS GIVES YOU HELL		DOGHOUSE/DGC/UNIVERSAL	543 +34
12	11	12	MARIANAS TRENCH CROSS MY HEART		604/UNIVERSAL	533 +17
13	13	15	DANNY FERNANDES FANTASY		CP	508 +5
14	10	11	THE VERONICAS UNTOUCHED		ENGINEER ROOM/SIRE/WARNER	494 -25
15	15	6	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL BEAUTIFUL		KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN/UNIVERSAL	479 +27
16	18	5	CLASSIFIED ANYBODY LISTENING		SONY MUSIC	450 +45
17	20	3	NICKELBACK IF TODAY WAS YOUR LAST DAY		EMI	445 +104
18	17	21	T.I. FEAT. RIHANNA LIVE YOUR LIFE		SRP/DEF JAM/GRAND HUSTLE/ATLANTIC/UNIVERSAL/WARNER	399 -43
19	16	21	NICKELBACK GOTTA BE SOMEBODY		EMI	388 -61
20	19	6	KATY PERRY THINKING OF YOU		CAPITOL/EMI	368 +20
21	21	5	HEDLEY DYING TO LIVE AGAIN		UNIVERSAL	345 +6
22	26	9	THE FRAY YOU FOUND ME		EPIC/SONY MUSIC	334 +44
23	32	4	NE-YO MAD		DEF JAM/UNIVERSAL	316 +67
24	25	4	KARL WOLF FEATURING CULTURE AFRICA		LW/EMI	315 +16
25	22	20	JASON MRAZ I'M YOURS		ATLANTIC/WARNER	312 +4
26	28	8	THEORY OF A DEADMAN NOT MEANT TO BE		604/UNIVERSAL	299 +28
27	23	26	KEVIN RUDOLF FEAT. LIL WAYNE LET IT ROCK		CASH MONEY/UNIVERSAL REPUBLIC/UNIVERSAL	276 -25
28	34	5	DIVINE BROWN SUNGLASSES		WARNER MUSIC CANADA/WARNER	274 +44
29	24	24	DEBORAH COX BEAUTIFUL U R		GECCO/E1	271 -29
30	31	9	KID CUDI DAY 'N' NITE		FOOL'S GOLD	263 -3

FOR WEEK ENDING FEBRUARY 22, 2009

♦ indicates CanCon



Melanie Fiona merges genres on debut album 'The Bridge'

When Pop Meets Soul

Darnella Dunham

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It's rare when an artist exceeds the hype that precedes his or her major-label debut. SRC/Universal Motown spitfire Melanie Fiona is among those rarities. The Toronto native, whose debut album, "The Bridge," drops in May, was first introduced to dozens of rhythmic programmers by Universal Motown senior VP of promotion Gary Marella Oct. 23 at the Lawman 4th Quarter Music Presentation in Austin.

As the sample from the Zombies' 1968 classic "Time of the Season" spilled out of the speakers, it didn't take long for the audience to warm up to the beat of debut single "Give It to Me Right." By the time the passionately belted hook came in, if neck movement was any indication, most of the attendees were feeling Fiona.

The song doesn't neatly fall into one category. "I like to call it 'pop-soul' because I feel like it fits a pop format but it's got this old soul to it," Fiona says.

No fancy packaging or racy pictures were needed to catch programmers' attention—the music took care of that. Fiona also received high praise from Kanye West, who selected her to open for him on the European leg of his Glow in the Dark tour. In addition, industry showcases drew the likes of Jay-Z and the Roots drummer Questlove in New York, while in Los Angeles, David Banner and Heavy D were among the tastemakers who helped spread a rapidly expanding buzz.

Even before the official Feb. 24 add date for "Give It to Me Right," Fiona was in rotation on CBS Radio's WZMX/Hartford and KXJM/Portland, Ore.; Buckley's KHTN/Modesto; and Kemp's KVEG/Las Vegas.

Finding The Perfect Deal

Born and raised in Toronto, Fiona is the product of two Guyanese parents. After working with local producers and writers, she eventually linked with Title 9 Productions, where she met songwriter/producer Andrea Martin. The pairing was pivotal for Fiona: She had finally found a collaborator who understood her desire to be an artist with a sound influenced by several genres.



Fiona

"I started doing stuff that had a little bit of a reggae feel, some R&B, pop, and Andrea and I clicked like that," Fiona recalls. "It was amazing. She played me some of the songs that she had that she knew would work for me and we worked on songs and created songs together, and then I started shopping my deal."

SRC founder Steve Rifkind came to one of Fiona's studio sessions in Los Angeles in 2007. "He was like, 'You're amazing,'" she says. But he had just signed three other girls to SRC and was somewhat reluctant to seal the deal.

Still, Rifkind decided to bring Fiona to New York to perform for the label staff and planned to help her land a deal at another label. After the performance, the SRC staff

Blurring The Lines

By blending pop and soul, Toronto native Melanie Fiona is receiving early airplay on "Give It to Me Right" at multiple formats in the United States and Canada.

Rhythmic

WJMN/Boston
KSEQ/Fresno
WZMX/Hartford
KVEG/Las Vegas
KHTN/Modesto, Calif.
KYZZ/Monterey
WQHT/New York
KXJM/Portland, Ore.
WWKX/Providence

Urban

WBLK/Buffalo
WBFA/Columbus, Ga.
WEUP/Huntsville, Ala.
KBXX/Houston
WOWI/Norfolk
KMEL/San Francisco
Sirius XM

Canada: Top 40

CKBT/Kitchener
CFXJ/Toronto

Canada: Hot AC

CKPC/Brantford
CKCE/Calgary, Alberta
CJFM/Montreal
CHUM/Toronto
CKFM/Toronto

Source: Nielsen BDS

became believers, especially head of marketing and A&R Meda Leacock. But with releases from Shontelle, Tammy Chin, Melissa Menes and Sheree on deck, Leacock understood Rifkind's concerns about signing another female artist. Fiona's performance of "It Kills Me" changed her mind.

"I don't like an artist just based on the song that I hear because you don't know what they took to put into it," Leacock explains. "I've been in this game for a long time and I've seen other artists come out sounding good, but I know how they sounded when they went into the studio. So it wasn't so much just the song, it was the performance."

In other words, Leacock simply felt Fiona. "I'm totally unattached and unemotional," Leacock says, "so for me to feel something, I know that that's a keeper. That was why I fought so hard. I knew we had four girls, but I told Steve he would be making a big mistake. It's like one in a million when you really feel something—I love when it happens because it rarely does."

Creating Something Special

After signing Fiona to SRC, Rifkind didn't attempt to modify her artistic vision. "From day one, he was like, 'Whatever you want to do, go for it. Make the album you want to make.'" According to Fiona, the result is "a classic, timeless piece of work that's real music, real singing, real lyrics, live music, something that 10 years from now you just pull back out because of the way it made you feel." For now, she hopes listeners find her project to be "something that's really going to be refreshing to the music industry."

As U.S. radio gets a formal introduction to Fiona, international audiences are warming to "Give It to Me Right." Two months ago, label execs debated where to attempt to break her first: internationally or domestically. But since then, Fiona appears to be naturally connecting with audiences. "We're getting feedback from Japan, from London, from Canada, from everywhere at the same time, so it's like it's not really something that we have to sit and think about right now because it's just happening," Leacock says.

Fiona says her debut album "blurs the lines between what people maybe think music is supposed to be. The persistent genre of music on the album is soul but then you have like sprinkles of R&B and then hip-hop and then reggae, and I think it's a really good representation of what I was influenced with growing up: a mix. I lived in a multicultural city. My parents are first-generation immigrants and I've traveled about. I wanted to make an international album. I wanted to make an album for everyone, not for black people, not for white people not for Asian people. I wanted to just make music for people who love music."

R&R



► **SOULJA BOY TELL'EM'S "KISS ME THRU THE PHONE"** CLIMBS TO THE TOP 10 OF RHYTHMIC (12-9, UP 748 PLAYS) AND URBAN (14-10; UP 444). AT RAP, THE TRACK DARTS 7-5 WITH ITS FOURTH CONSECUTIVE MOST INCREASED PLAYS AWARD AND GAIN OF AT LEAST 1,000 SPINS (UP 1,192).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	2	11	T.I. FEATURING JUSTIN TIMBERLAKE DEAD AND GONE	NO. 1 (1 WK)	☆ GRAND HUSTLE/ATLANTIC	5757 +473	39.065	1
2	1	16	KANYE WEST HEARTLESS		☆☆ ROC-A-FELLA/DEF JAM/IDJMG	5240 -364	34.113	2
3	3	14	NE-YO MAD		☆☆ DEF JAM/IDJMG	4684 +84	28.088	3
4	4	20	LADY GAGA FEATURING COLBY O'DONIS JUST DANCE		☆☆ STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	4137 -152	25.751	5
5	5	8	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL BEAUTIFUL		☆☆ KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	3982 +360	26.598	4
6	6	7	EMINEM, DR. DRE & 50 CENT CRACK A BOTTLE		☆☆ SHADY/AFTERMATH/INTERSCOPE	3692 +190	24.043	6
7	8	11	KERI HILSON FEATURING LIL WAYNE TURNIN ME ON		☆☆ MOSLEY/ZONE 4/INTERSCOPE	3689 +295	20.416	9
8	10	5	FLO RIDA FEATURING KESHA RIGHT ROUND		☆☆ POE BOY/ATLANTIC	3363 +537	22.085	8
9	12	4	SOULJA BOY TELL 'EM FEATURING SAMMIE KISS ME THRU THE PHONE		☆☆ COLLIPARK/INTERSCOPE	3178 +748	20.191	10
10	16	4	JAMIE FOXX FEAT. T-PAIN BLAME IT	MOST INCREASED PLAYS	☆☆ J/RMG	2993 +770	23.036	7
11	7	19	BEYONCE SINGLE LADIES (PUT A RING ON IT)		☆☆ MUSIC WORLD/COLUMBIA	2863 -567	14.556	14
12	9	22	T.I. FEATURING RIHANNA LIVE YOUR LIFE		☆☆ DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC	2790 -382	18.210	11
13	11	6	BEYONCE DIVA		☆☆ MUSIC WORLD/COLUMBIA	2742 +108	15.257	13
14	13	10	THE-DREAM ROCKIN' THAT THANG		☆☆ RADIO KILLA/DEF JAM/IDJMG	2625 +209	14.191	15
15	15	9	KID CUDI DAY 'N' NITE		☆☆ FOOL'S GOLD/DOWNTOWN	2468 +149	15.815	12
16	14	17	LUDACRIS CO-STARRING T-PAIN ONE MORE DRINK		☆☆ DTP/DEF JAM/IDJMG	1897 -435	13.777	16
17	17	29	T.I. WHATEVER YOU LIKE		☆☆ GRAND HUSTLE/ATLANTIC	1795 -240	13.243	17
18	22	7	MIKE JONES NEXT TO YOU		☆☆ ICE AGE/ASYLUM	1719 +207	9.054	21
19	21	10	MIMS MOVE (IF YOU 'W'ANNA)		☆☆ AMERICAN KING/CAPITOL	1649 +77	7.756	22
20	20	7	BABY BASH FEATURING LIL JON & MARIO THAT'S HOW I GO		☆☆ ARISTA/RMG	1588 +6	9.060	20
21	18	18	JIM JONES & RON BROWZ FEAT. JUELZ SANTANA POP CHAMPAGNE		☆☆ ETHER BOY/UNIVERSAL MOTOWN/COLUMBIA/EI	1587 -385	10.179	18
22	23	11	GORILLA ZOE LOST		☆☆ BLOCK/BAD BOY SOUTH/ATLANTIC	1284 -62	5.964	25
23	24	14	BOBBY VALENTINO FEATURING YUNG JOC BEEP		☆☆ BLU KOLLA DREAMS/CAPITOL	1262 -34	6.032	24
24	27	5	THE PUSSYCAT DOLLS I HATE THIS PART		☆☆ INTERSCOPE	992 +16	5.276	30
25	26	6	BRITNEY SPEARS CIRCUS		☆☆ JIVE/JLG	969 -38	5.140	31
26	34	2	ASHER ROTH I LOVE COLLEGE		☆☆ SCHOOLBOY/LOUD/SRC/UNIVERSAL MOTOWN	918 +260	5.719	27
27	25	18	BRITNEY SPEARS WOMANIZER		☆☆ JIVE/JLG	888 -150	5.371	29
28	35	2	LADY GAGA POKER FACE	MOST ADDED	☆☆ STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	844 +200	6.083	23
29	29	5	NE-YO FEATURING JAMIE FOXX & FABOLOUS SHE GOT HER OWN		☆☆ DEF JAM/IDJMG	813 +46	9.498	19
30	39	3	PITBULL I KNOW YOU WANT ME (CALLE OCHO)		☆☆ ULTRA	698 +96	3.772	36
31	33	4	50 CENT I GET IT IN		☆☆ SHADY/AFTERMATH/INTERSCOPE	695 +10	4.668	32
32	30	6	SLIM THUG I RUN		☆☆ BOSS HOGG/OUTLAWZ/EI	671 -60	3.385	39
33	31	18	AKON FEATURING LIL WAYNE & YOUNG JEEZY I'M SO PAID		☆☆ KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	648 -61	5.906	26
34	38	2	LUDACRIS CO-STARRING PLIES NASTY GIRL		☆☆ DTP/DEF JAM/IDJMG	647 +37	2.381	-
35	28	14	T-PAIN FEATURING LUDACRIS CHOPPED 'N' SKREWED		☆☆ KONVICT/NAPPY BOY/JIVE/JLG	635 -267	3.812	35
36	NEW		DJ FELLI FEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL FEEL IT		☆☆ DEF JAM/IDJMG	630 +183	4.461	34
37	40	3	DAVID RUSH FEATURING KEVIN RUDOLF & PITBULL SHOOTING STAR		☆☆ XEQUITIVE/MR. 305/UNIVERSAL REPUBLIC	612 +25	3.333	40
38	37	4	LMFAO I'M IN MIAMI TRICK		☆☆ PARTY ROCK/INTERSCOPE	586 -31	3.421	38
39	32	17	KATY PERRY HOT N COLD		☆☆ CAPITOL	548 -145	3.047	-
40	36	15	PLIES FEATURING CHRIS J PUT IT ON YA		☆☆ BIG GATES/SLIP-N-SLIDE/ATLANTIC	516 -120	2.800	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
LADY GAGA Poker Face (Streamline/KonLive/Cherrytree/Interscope) KCAQ, KDGS, KDLW, KHTN, KISV, KKSS, KPTY, KRKA, KSEQ, KVEG, KWIN, KYLD, KYZZ, WJQM, WRVZ, WXIS, XMOR	17
RICK ROSS FEAT. JOHN LEGEND Magnificent (Slip-N-Slide/Def Jam/IDJMG) KBMB, KDDB, KDLW, KHTN, KISV, KPTY, KTTB, KVEG, KVPW, WAJZ, WJQM, WNHT, WRDW, WRVZ, WXIS	15
MELANIE FIONA Give It To Me Right (Universal Motown) KBMB, KDDB, KDGS, KDLW, KHTN, KISV, KVEG, KVPW, KWIN, WRDW, WRVZ, WXIS, WZBZ	13
THE-DREAM FEAT. MARIAH CAREY My Love (Def Jam/IDJMG) KBMB, KCAQ, KDDB, KDGS, KHTN, KKFR, KKWD, KVPW, KWIN, WRVZ, WXIS, XMOR	12
DRAMA FEAT. AKON, SNOOP DOGG & T.I. Day Dreaming (Grand Hustle/Atlantic) KBBT, KDDB, KKSS, KVPW, KZFM, WJQM, WLLO, WNHT, WRDW, WXIS, XHTZ	11
JAMIE FOXX FEAT. T-PAIN Blame It (J/RMG) KGGI, KKFR, KPHW, KSFM, KUBE, KZON	6
BOW WOW FEAT. JOHNTA AUSTIN You Can Get It All (Columbia) KBMB, KOHT, KQKS, KRKA, KZFM, WZMX	6
JIM JONES FEAT. NOE & BRITNEY TAYLOR Na Na Nana Na Na (EI/Columbia) KBMB, KDLW, KISV, KXHT, WAJZ, XHTZ	6
KID CUDI Day 'N' Nite (Fool's Gold/Downtown) KIBT, KKFR, KPTY, KTTB, WHZT	5
ASHER ROTH I Love College (SchoolBoy/Loud/SRC/Universal Motown) KBOS, KHTN, KSFM, WIBI, WZBZ	5

ADDED AT... KKFR
Phoenix, AZ
PD: Bruce St. James
MD: DJ Joey Boy
Busta Rhymes Feat. T-Pain, Hustlers Anthem '09, 0
Jamie Foxx Feat. T-Pain, Blame It, 0
Kid Cudi, Day 'N' Nite, 0
The-Dream Feat. Mariah Carey, My Love, 0
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
PLIES FEAT. ASHANTI Want It, Need It (Big Gates/Slip-N-Slide/Atlantic) TOTAL STATIONS:	☆ 449/28 38	ELIJAH KING Cry No More (V.I.P.) TOTAL STATIONS:	354/36 16
PINK Sober (LaFace/JLG) TOTAL STATIONS:	425/45 15	MADCON Beggin' (Next Plateau/Universal Republic) TOTAL STATIONS:	332/131 35
T-PAIN FEAT. CHRIS BROWN Freeze (Konvict/Nappy Boy/Jive/JLG) TOTAL STATIONS:	☆ 420/81 36	KELLY CLARKSON My Life Would Suck Without You (RCA/RMG) TOTAL STATIONS:	330/48 13
GS BOYZ Stanky Legg (Swagg Team/Jive/Battery) TOTAL STATIONS:	383/13 45	BOW WOW FEAT. JOHNTA AUSTIN You Can Get It All (Columbia) TOTAL STATIONS:	311/207 43
SERANI No Games (Rocktone/Phase One/Universal Republic) TOTAL STATIONS:	356/11 18	YUNG L.A. FEAT. YOUNG DRO & T.I. Ain't I (Grand Hustle/Interscope) TOTAL STATIONS:	285/60 32

MOST INCREASED PLAYS

+770	☆☆	JAMIE FOXX FEAT. T-PAIN Blame It (J/RMG) WBTS +38, WAJZ +35, WNVZ +33, KPWT +33, KSFM +30, KTTB +29, KZON +25, WZMX +24, XHTZ +24, WJQM +23
+748	☆☆	SOULJA BOY TELL 'EM FEAT. SAMMIE Kiss Me Thru The Phone (Collipark/Interscope) WBTS +40, KIKI +38, KKWD +35, WBBM +28, KDDB +27, WLTO +25, WHZT +25, KBBT +23, KKSS +22, WPYD +22
+537		FLO RIDA Right Round (Poe Boy/Atlantic) KKFR +38, KCAQ +32, KWIN +31, WRDW +30, WJFX +26, WPOW +22, KYLD +21, KPWT +21, KDON +19, KLUC +18
+473	☆☆	T.I. FEAT. JUSTIN TIMBERLAKE Dead And Gone (Grand Hustle/Atlantic) KCHZ +43, KOHT +36, KPWR +32, KKFR +32, WIBT +27, KPWR +27, WBTT +23, KCAQ +23, WZMX +23, KSFM +23
+360	☆☆	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL Beautiful (Konvict/Upfront/SRC/Universal Motown) WBBM +29, KISV +28, KPWR +25, WLTO +24, KVVY +22, WWKX +21, KHTN +18, KTTB +18, KRKA +17, WWKL +16

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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▶ RICK ROSS OFFERS A SAMPLE FROM "DEEPER THAN RAP," DUE MARCH 24, WITH "MAGNIFICENT" (NO. 32), HIS FIRST ENTRY THIS YEAR. IN 2008, ROSS POSTED NINE TITLES ON THE TALLY.

RHYTHMIC REPORTERS

- | | | | |
|---|---|---|---|
| WAJZ/Albany, NY*
OM: Kevin Callahan
PD: Russ Allen
MD: Jeff Lyons | WFFY/Ft. Walton Beach, FL
OM/PD: Dan Collins | KBFM/McAllen, TX*
OM: Billy Santiago
PD: Johnny O
MD: Jay Z | KBMB/Sacramento, CA*
PD: Pattie Moreno
MD: Short-E |
| KDLW/Albuquerque, NM*
PD/MD: Eddie (Go!) George | WJFX/Ft. Wayne, IN*
PD: Phil Becker
APD/MD: Weasel | KXHT/Memphis, TN*
PD: Mo Better | KSFM/Sacramento, CA*
PD: Byron Kennedy
APD: Randy Fox
MD: Tony Tecate |
| KKSS/Albuquerque, NM*
PD: D.J. Lopez
MD: Matthew Candelaria | WNHT/Ft. Wayne, IN*
PD/MD: Shady Spencer | WPOW/Miami, FL*
OM/PD: Tom Calococci
MD: Eddie Mix | WOCQ/Salisbury, MD
PD: Deelite
MD: Bill Baker |
| KFAT/Anchorage, AK
OM: Tom Oakes
PD/MD: McConnell
"Man@Large" Adams
APD: Brad Erickson | WHZT/Greenville, SC*
OM/PD: Steve Crumbley
APD: Supa Dave
MD: Marino | KTTB/Minneapolis, MN*
OM/PD: Sam Elliot
MD: Zannie K. | KUUU/Salt Lake City, UT*
OM: Brian Michel
PD: Kevin Cruise
MD: Booker |
| WBTS/Atlanta, GA*
PD: Lee Cagle
APD/MD: Mave'rick | WWKL/Harrisburg, PA*
OM/PD: John O'Dea
APD/MD: Venetia | KDON/Monterey, CA*
OM/PD: Sam Diggey
APD/MD: Eric "The Funky 1" | KBBT/San Antonio, TX*
PD: Homie Marco Arias |
| WZBZ/Atlantic City, NJ*
PD: Rob Garcia | WZMX/Hartford, CT*
PD: Tommy Del Rio
APD: David Simpson | KYZZ/Monterey, CA*
PD: Steve Salhani
MD: Amy Chalis | KPWT/San Antonio, TX*
OM: Roger Allen
PD: Eric Sean |
| KDHT/Austin, TX*
OM/PD: Chase
APD: Boogie
MD: Deuce | KDDB/Honolulu, HI*
PD: Ryan Sean | KKND/New Orleans, LA*
PD: LeBion "LBJ" Joseph | XHTZ/San Diego, CA*
PD: Rick Thomas
APD: DJ Tre |
| KISV/Bakersfield, CA*
PD/MD: J. Reed | KIKI/Honolulu, HI*
PD/MD: K-Smooth | WQHT/New York, NY*
PD: Ebro Darden
APD/MD: Jill Strada | KPMR/San Diego, CA*
OM/PD: Lee Cornell
APD: Chris Loos
MD: Vanya |
| WJMN/Boston, MA*
OM: Cadillac Jack
PD: Chris Tyler
APD: Dennis O'Heron
MD: DJ Pup Dawg | KPHW/Honolulu, HI*
OM: Wayne Maria
PD: KC Bejerana
MD: Kevin Akitake | WNVZ/Norfolk, VA*
OM: Don London
PD: Tias Schuster
MD: Shaggy | KYLD/San Francisco, CA*
PD: Cat Collins
APD/MD: Travis Loughran |
| WCZQ/Champaign, IL
PD/MD: Roderick "SuavA" Lake | KPTY/Houston, TX*
OM: Arnulfo Ramirez
PD: Crndy Hill
APD/MD: Crisco Kidd | KKWD/Oklahoma City, OK*
PD: Cisco | KWVV/San Luis Obispo, CA
OM: Drew Ross
PD: JoJo Lopez
APD/MD: Mr. Clean |
| WRVZ/Charleston, WV*
OM: Rick Johnson
PD/MD: Woody Woods | WPYO/Orlando, FL*
OM: Steve Holbrook
PD: Stevie DeMann | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek | KWVV/San Luis Obispo, CA
OM: Drew Ross
PD: JoJo Lopez
APD/MD: Mr. Clean |
| WIBT/Charlotte, NC*
OM/PD: Bruce Logan
APD/MD: JoJo | WXIS/Johnson City, TN*
PD/MD: Todd Ambrose | KUBE/Seattle, WA*
OM: Shellie Hart
PD: Eric Powers
APD/MD: Karen Wild | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| WBBM/Chicago, IL*
PD: Todd Cavanah
APD/MD: Erik Bradley | WVYB/Oxnard, CA*
PD: Picasso Stevens | WYPW/South Bend, IN
APD/MD: Mike Jackson | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| KIBT/Colorado Springs, CO*
PD: Chris Pickett
MD: Madboy | KCHZ/Kansas City, MO*
OM/PD: Maurice DeVoe
MD: Sweet Lenny | KWLN/Stockton, CA*
PD: Louie Diaz | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| KZFM/Corpus Christi, TX*
OM/PD: Ed Ocanas
MD: Arlene M. Cordell | KVYB/Oxnard, CA*
PD: Picasso Stevens | WLLD/Tampa, FL*
PD: Orlando
APD: Scantman
MD: Kristi Reif | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| KQKS/Denver, CO*
PD/MD: John E. Kage | WZPW/Peoria, IL
OM: Matt Bahan
PD: Jason Parkinson | WZPW/Peoria, IL
OM: Matt Bahan
PD: Jason Parkinson | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| KPRR/El Paso, TX*
PD: Patti Diaz
APD/MD: DJ Slo Motion | WRDW/Philadelphia, PA*
PD: Leo "Kid Leo" Baldwin | KOHT/Tucson, AZ*
OM: Tim Richards
PD: Fred Rico | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| XHTO/El Paso, TX*
OM/PD: Francisco Aguirre | KKFR/Phoenix, AZ*
PD: Bruce St. James
APD: Karlie Hustle
MD: DJ Joey Boy | KTBT/Tulsa, OK*
OM: Don Cristi
PD: Corbin Pierce
MD: Jonathan Shuford | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| WRCL/Flint, MI*
OM: J. Patrick
PD: Clay Church
MD: Ian Richards | KZON/Phoenix, AZ*
PD: Byron Kennedy
APD: Strawberry
MD: DJ Mikee Mike | KBLZ/Tyler, TX
PD/MD: Charlie O'Douglas
MD: J. Dominguez | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| WWVB/Fredericksburg, VA
OM: Paul Johnson
PD: Victor Starr | WLTO/Lexington, KY*
PD: Tabatha Levrault | KVPW/Visalia, CA*
PD: Chuck "Manic" Wright | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| KBOS/Fresno, CA*
PD: Greg Hoffman
MD: Danny Salas | KPWR/Los Angeles, CA*
PD: Jimmy Steal
APD: E-Man
MD: Ryan "Deelon" Dillon | WMBX/West Palm Beach, FL*
OM/PD: Mark McCray
MD: Preston Lowe | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| KSEQ/Fresno, CA*
OM/PD: Tommy Del Rio
MD: DJ Lace | KBTE/Lubbock, TX
OM: Jeff Scott
PD: Dee Brown
MD: Magoo | KDGS/Wichita, KS*
PD: Greg "Hitman" Williams
MD: Dave "Deuce" Jacobson | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| WBTT/Ft. Myers, FL*
PD: Scrap Jackson
APD/MD: Omar "The Big O" | KSTQ/Lubbock, TX
PD: Eddie Moreno
APD: Vince Carrillo
MD: Gilbert Saldana | KHHK/Yakima, WA
OM/PD: Dewey Boynton | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| WJQM/Madison, WI*
OM: Randy Hawke
PD: JD Garfield
MD: Brandon Marshall | KEWB/Redding, CA
OM/PD: Rick Healy | KGGI/Riverside, CA*
PD: Jesse Duran
MD: DJ KC | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |
| WJJS/Roanoke, VA*
OM: Steve Cross
PD/MD: Cisoq | KGGI/Riverside, CA*
PD: Jesse Duran
MD: DJ KC | WJJS/Roanoke, VA*
OM: Steve Cross
PD/MD: Cisoq | KPAT/Santa Maria, CA
PD/MD: DJ E-Wrek |

* Monitored Reporters

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	15	KANYE WEST HEARTLESS	NO. 1 (6 WKS) RDC-A-FELLA/DEF JAM/IDJMG	8340 -721	57.236 1
2	2	13	T.I. FEATURING JUSTIN TIMBERLAKE DEAD AND GONE	GRAND HUSTLE/ATLANTIC	8092 +824	55.444 2
3	5	7	SOULJA BOY TELL 'EM FEAT. SAMMIE KISS ME THRU THE PHONE	MOST INCREASED PLAYS COLLIPARK/INTERSCOPE	5793 +1192	39.942 3
4	3	23	T.I. FEATURING RIHANNA LIVE YOUR LIFE	DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC	4538 -744	31.569 4
5	6	7	EMINEM, DR. DRE & SO CENT CRACK A BOTTLE	SHADY/AFTERMATH/INTERSCOPE	4288 +235	27.457 5
6	4	21	JIM JONES & RON BROWZ FEAT. JUELZ SANTANA POP CHAMPAGNE	ETHER BOY/UNIVERSAL MOTOWN/COLUMBIA/EI	3755 -918	25.920 6
7	10	6	FLO RIDA FEATURING KESHA RIGHT ROUND	POE BOY/ATLANTIC	3571 +609	23.085 7
8	8	20	GORILLA ZOE LOST	BLOCK/BAD BOY SOUTH/ATLANTIC	3046 -78	16.870 11
9	11	12	MIMS MOVE (IF YOU WANNA)	AMERICAN KING/CAPITOL	2923 +99	15.565 12
10	7	19	LUDACRIS CO-STARRING T-PAIN ONE MORE DRINK	DTP/DEF JAM/IDJMG	2851 -674	20.315 10
11	12	20	YUNG L.A. FEATURING YOUNG DRO & T.I. AIN'T I	GRAND HUSTLE/INTERSCOPE	2810 +335	22.100 8
12	9	31	T.I. WHATEVER YOU LIKE	GRAND HUSTLE/ATLANTIC	2768 -316	21.172 9
13	13	17	GS BOYZ STANKY LEGG	SWAGG TEAM/JIVE/BATTEFY	2488 +223	15.217 13
14	14	30	LIL WAYNE FEAT. BOBBY VALENTINO & KIDD KIDD MRS. OFFICER	CASH MONEY/UNIVERSAL MOTOWN	1999 -148	13.120 14
15	16	6	PLIES FEATURING ASHANTI WANT IT, NEED IT	BIG GATES/SLIP-N-SLIDE/ATLANTIC	1926 +208	10.165 18
16	17	10	MIKE JONES NEXT TO YOU	ICE AGE/ASYLUM	1923 +280	10.217 17
17	15	19	PLIES FEATURING CHRIS J PUT IT ON YA	BIG GATES/SLIP-N-SLIDE/ATLANTIC	1807 -335	12.291 15
18	20	6	SO CENT I GET IT IN	SHADY/AFTERMATH/INTERSCOPE	1733 +223	10.316 16
19	18	10	BABY BASH FEATURING LIL JON & MARIO THAT'S HOW I GO	ARISTA/RM-G	1635 +11	9.303 19
20	22	5	LUDACRIS CO-STARRING PLIES NASTY GIRL	DTP/DEF JAM/IDJMG	1564 +169	6.285 23
21	21	11	SLIM THUG I RUN	BOSS HOGG OUT/LAWZ/EI	1505 +58	8.262 21
22	19	8	RON BROWZ JUMPING (OUT THE WINDOW)	ETHER BOY/UNIVERSAL MOTOWN	1381 -223	8.212 22
23	23	5	OJ DA JUICEMAN FEATURING GUCCI MANE MAKE THA TRAP SAY AYE	32/MIZAY/ASYLUM	1357 +283	8.467 20
24	24	4	BOW WOW FEATURING JOHNTA AUSTIN YOU CAN GET IT ALL	COLUMBIA	1023 +268	5.016 27
25	25	4	ASHER ROTH I LOVE COLLEGE	SCHOOLBOY/LOUD/SRC/UNIVERSAL MOTOWN	950 +279	5.870 24
26	27	4	PITBULL I KNOW YOU WANT ME (CALLE OCHO)	ULTRA	704 +100	3.798 33
27	26	5	DAVID RUSH FEATURING KEVIN RUDOLF & PITBULL SHOOTING STAR	XEQUTIVE/MR. 305/UNIVERSAL REPU B C	664 +37	3.472 37
28	30	2	BUSTA RHYMES FEATURING T-PAIN HUSTLER'S ANTHEM '09	UNIVERSAL MOTOWN	649 +129	3.524 35
29	34	2	DJ FELLI FEL FEAT. T-PAIN, SEAN PAUL, FLO RIDA & PITBULL FEEL IT	DEF JAM/IDJMG	645 +187	4.532 28
30	28	10	YO GOTTI SOLD OUT	STP	603 +31	3.050 -
31	29	4	UNLADYLIKE BARTENDER	VMG/IDJMG	595 +34	1.900 -
32	NEW		RICK ROSS FEATURING JOHN LEGEND MAGNIFICENT	SLIP-N-SLIDE/DEF JAM/IDJMG	542 +218	5.601 25
33	NEW		YOUNG JEEZY WHO DAT	CTE/DEF JAM/IDJMG	483 +272	3.112 39
34	33	3	JADAKISS FEATURING AYANNA IRISH CAN'T STOP ME	DEF JAM/IDJMG	475 -3	2.621 -
35	31	3	DRAMA FEATURING AKON, SNOOP DOOG & T.I. DAY DREAMING	GRAND HUSTLE/ATLANTIC	464 -48	2.531 -
36	NEW		FAT JOE FEATURING AKON ONE	TERROR SQUAD/CAPITOL	459 +264	2.991 -
37	39	2	PAUL WALL BIZZY BODY	SWISHAHOUSE/ASYLUM	443 +73	3.400 38
38	NEW		SOULJA BOY TELL 'EM TURN MY SWAG ON	COLLIPARK/INTERSCOPE	441 +112	3.981 31
39	36	16	YOUNG JEEZY FEATURING NAS MY PRESIDENT	CTE/DEF JAM/IDJMG	441 -2	5.581 26
40	32	13	JAY ROCK FEATURING LIL' WAYNE ALL MY LIFE	TOP DAWG/WARNER BROS.	428 -56	2.432 -

FOR WEEK ENDING FEBRUARY 22, 2009

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On-air, online and on-site avenues for recognizing prominent African-Americans. Part two of a two-part series

Creative Approaches To Black History Month

Darnella Dunham
DDunham@RadioandRecords.com

by far, the vignette has served as the reliable, tried-and-true way to acknowledge Black History Month on urban, urban AC and gospel stations. However, some programmers have expanded efforts to devise more creative approaches to the annual time of reflection on African-American contributions to the United States.

For many stations, taking a local approach has been highly effective. "Once you start researching your own city, you'll be amazed at how much history is happening right there," Saga urban AC WJMR (Jammin' 98.3)/Milwaukee PD Lauri Jones says.

Inner City urban WJMI (99 Jams)/Jackson, Miss., taps high school and elementary school students to voice "Legacies In Black History" profiles. Sister urban AC WKXI (Kixie 107) airs "Black History Expressions," which feature local history-makers voicing 60-90 second segments in which they talk about their accomplishments and reveal their name at the end.

"There is still a need to let people know about the accomplishments of our people, living and dead, who have given so much and received so very little for their contributions to this great society," Inner City/Jackson, Miss. OM Stan Branson says.

In partnership with the Missouri History Museum, Clear Channel urban AC KMJM (Majic 104.9) and gospel KATZ-AM (Hallelujah AM 1600) celebrate black history year-round. In addition to vignettes, the stations produce "Pride In Our Past," an on-air and online audio series focused on the history of black movers and shakers born or raised in the St. Louis and the region. "I felt it was important to bring to light many of the black people who have made a difference in their local sphere of influence, and not just from a national standpoint," PD Darrel Eason says.

Black Texas is the focus for KTCX (Magic 102.5)/Beaumont, Texas. "There are a lot of edu-

cators and artists from the great state of Texas that many do not know about," PD/afternoon personality Adrian Scott says about the decision to focus on less famous figures. "This is a great time to spotlight those who have impacted us, in some way, shape or form." Magic also partnered with a local blood bank for a blood drive.

"We have a low number in the community when it comes to blood donations. We feel that education is the key, to get those numbers up," Scott adds.

Radio One urban WKYS/Washington pays tribute to young business leaders and community trailblazers who live in or are from D.C. with "The WKYS DMV [D.C.,

Maryland and Virginia] Top 30 Under 30." "Doctors, lawyers, athletes, models, teachers—we're showcasing individuals that are making a difference," PD Al Payne says. In addition, afternoon drive personality EZ Street hopes to maintain the momentum of President Obama's inauguration with a contest that encourages kids to "capture the character of our president" by reciting his inaugural speech via video or audio. The grand prize winner will receive a \$500 scholarship and an Xbox gaming system. Both promotions have on-air and online components.

On-Air, Online

WJMR uses on-air and online platforms to recognize Milwaukeeans, along with station events. Photos and exclusive audio content are posted to the station site, and black history makers are invit-



Payne



Perry



Scott



Jones

ed to appear at station remotes during February, where listeners can meet and thank them for their community contributions.

"Many of the people we have interviewed over the years are 'firsts'—the first African-American police sergeant, Milwaukee County judge, president of a baseball club, etc.," PD Jones says. "But many are just interesting storytellers with great memories and interesting lives. It's a great legacy and archiving of history."

For a third consecutive year, Cox urban AC WJMZ (107.3 Jamz)/Greenville, S.C., is encouraging listeners to submit candidates who are "helping the needy, along with teachers, policeman, fire-fighters, politicians, ministers or whoever goes beyond to help their fellow man," OM Steve Crumbley says. Choosing from submissions, the station recognizes a different individual each day during February, both on-air and online. "The people love it. This year it was so big that [NBC affiliate] WYFF [channel 4] is running them," Crumbley says.

In addition to vignettes, Brewer urban WJTT (Power 94) and urban AC WMPZ (Groove 93)/Chattanooga, Tenn., sponsored a Chattanooga Black History Bus Tour last year and resurrected the month-long event for 2009. "This just ties in to our commitment to serve our community," PD Andrea Perry says.

Clear Channel urban WXBT (100.1 the Beat)/Columbia, S.C., uses its Web site as the primary outlet for Black History Month. "We use imaging to push people to the Web site," PD B. Paiz says. "I believe it's easier for the younger demos to check it out on Web sites since that is a medium that they use. Seeing video, pictures and hearing audio appeals to our listening audience. I don't know if the vignettes and things like that get the point across like they used to."

Along with airing vignettes and posting content on its Web site, Cumulus urban AC WTYB (Magic 103.9)/Savannah, Ga., ties into two large, local events. Magic is the exclusive radio partner for the Black Heritage Festival, a two-week celebration now in its 20th year. The station is also involved with the Gullah Festival in Hilton Head, S.C., a monthlong celebration.

"Recognizing black history is definitely a must in my opinion" PD Jones says. "There is so much rich history that isn't covered by the traditional media. They've become better at it over the years, but it really falls to urban radio and other black media to carry the torch." R&R

Why The Shortest Month Of The Year?

Black history being celebrated in February, the shortest month on the calendar, hasn't gone unnoticed. So why is this the designated time for Black History Month?

What first started as Negro History Week was introduced by Carter G. Woodson, who selected the second week of February

because it coincided with the birthdays of Frederick Douglass and Abraham Lincoln. This month is also significant in African-American history, because in 1870 the 15th Amendment to the Constitution was passed, granting voting rights to black Americans.—DD



► **NE-YO** BOASTS TWO SONGS AS A LEAD ARTIST IN THE TOP 10 FOR THE FIRST TIME, AS "MAD" DASHES 12-9, JOINING "SHE GOT HER OWN" AT NO. 6. THE SINGER/SONGWRITER POSTED CONCURRENT TOP 10s IN 2007 WITH HIS TRACK "DO YOU" AND AS A FEATURED PERFORMER ON FABOLOUS' "MAKE ME BETTER."

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	4	JAMIE FOXX FEAT. T-PAIN Blame It	NO. 1 (1 WK)/MOST INCREASED PLAYS	☆	4766 +787	41.219 1
2	11	KERI HILSON FEATURING LIL WAYNE Turn Me On			4568 +388	35.791 2
3	10	BEYONCE Diva			4313 +191	34.660 3
4	11	THE-DREAM Rockin' That Thang			4107 +127	31.578 4
5	18	BOBBY VALENTINO FEATURING YUNG JOC Beep		☆	3258 +396	24.000 6
6	14	NE-YO FEATURING JAMIE FOXX & FABOLOUS She Got Her Own		☆	3219 -195	27.446 5
7	15	KANYE WEST Heartless		11 ☆	3100 -357	23.123 7
8	11	KEYSHIA COLE You Complete Me		☆	2883 +374	18.883 12
9	15	NE-YO Mad			2809 +361	22.499 8
10	5	SOULJA BOY TELL 'EM FEATURING SAMMIE Kiss Me Thru The Phone			2615 +444	19.751 11
11	11	YUNG L.A. FEATURING YOUNG DRO & T.I. Ain't I		☆	2525 +275	20.425 9
12	15	JAMIE FOXX FEATURING T.I. Just Like Me		☆	2421 -372	20.120 10
13	6	T.I. FEATURING JUSTIN TIMBERLAKE Dead And Gone		☆	2335 +351	16.379 14
14	18	JIM JONES & RON BROWZ FEAT. JUELZ SANTANA Pop Champagne		11	2168 -533	15.740 15
15	7	GS BOYZ Stanky Legg	AIRPOWER		2105 +210	13.154 17
16	20	BEYONCE Single Ladies (Put A Ring On It)		112 ☆	2051 -438	17.270 13
17	6	JAZMINE SULLIVAN Lions, Tigers & Bears			1855 +18	12.849 18
18	18	GORILLA ZOE Lost			1762 -16	10.907 19
19	22	T.I. FEATURING RIHANNA Live Your Life		113 ☆	1748 -362	13.359 16
20	10	J. HOLIDAY It's Yours		☆	1606 +38	9.757 21
21	4	PLIES FEATURING ASHANTI Want It, Need It		☆	1477 +180	8.507 23
22	17	PLIES FEATURING CHRIS J Put It On Ya		☆	1291 -215	9.491 22
23	6	MIMS Move (If You Wanna)			1274 +22	7.809 25
24	5	T-PAIN FEATURING CHRIS BROWN Freeze			1270 -53	7.958 24
25	4	JENNIFER HUDSON If This Isn't Love			1232 +53	6.711 28
26	3	OJ DA JUICEMAN FEATURING GUCCI MANE Make That Trap Say Aye			1230 +267	7.551 26
27	7	RON BROWZ Jumpin' Out The Window			1181 -64	6.810 27
28	19	KEYSHIA COLE FEATURING 2PAC Playa Cardz Right		☆	1053 -171	9.857 20
29	3	50 CENT I Get It In			1038 +213	5.648 32
30	3	MUSIQ SOULCHILD Sobeautiful			1002 +100	6.570 29
31	4	CIARA FEATURING YOUNG JEEZY Never Ever			963 +62	4.743 35
32	18	LUDACRIS CO-STARRING T-PAIN One More Drink		11 ☆	954 -239	6.538 30
33	3	LUDACRIS CO-STARRING PLIES Nasty Girl			917 +132	3.904 38
34	2	PLEASURE P Boyfriend #2			888 +255	5.665 31
35	3	SLIM THUG I Run			834 +118	4.877 34
36	19	MUSIQ SOULCHILD FEATURING MARY J. BLIGE If U Leave		☆	746 -136	5.401 33
37	2	BOW WOW FEATURING JOHNTA AUSTIN You Can Get It All			712 +61	3.307 -
38	2	JOHN LEGEND Everybody Knows			704 +107	2.775 -
39	NEW	EMINEM, DR. DRE & 50 CENT Chack A Bottle			596 +45	3.414 -
40	2	UNLADYLIKE Bartender			595 +35	1.900 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
RICK ROSS FEAT. JOHN LEGEND Magnificent (Slip-N-Slide/Def Jam/DJMG)	35
MIKE JONES Next To You (Ice Age/Asylum)	30
THE-DREAM FEAT. MARIAH CAREY My Love (Def Jam/DJMG)	30
RAY J FEAT. TRUTH Sexy Ladies (Knockout/El)	29
LETOYA Not Anymore (Capitol)	27
GUCCI MANE Stoopid (Big Cat/Tommy Boy)	22
MELANIE FIONA Give It To Me Right (Universal Motown)	17
YOUNG JEEZY FEAT. SHAWTY REDD Who Dat (CTE/Def Jam/DJMG)	7

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
RICHGIRL FEAT. BUN B 24's (Richcraft/Jive/JLG)	540/56	JADAKISS FEAT. AYANNA IRISH Can't Stop Me (Def Jam/DJMG)	420/7
YO GOTTI Sold Out (STP)	500/35	SOULJA BOY TELL 'EM Turn My Swag On (Collipark/Interscope)	417/102
RIHANNA Rehab (SRP/Def Jam/DJMG)	493/75	CHRISSETTE MICHELE Epiphany (Def Jam/DJMG)	400/169
BUSTA RHYMES FEAT. T-PAIN Hustler's Anthem '09 (Universal Motown)	451/118	RICK ROSS FEAT. JOHN LEGEND Magnificent (Slip-N-Slide/Def Jam/DJMG)	370/155
YOUNG JEEZY Who Dat (CTE/Def Jam/DJMG)	424/271	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL Beautiful (Konvict/Upfront/SRC/Universal Motown)	351/170

MOST INCREASED PLAYS

+787	☆ JAMIE FOXX FEAT. T-PAIN Blame It (DJRMG) WWWZ +42, WQCJ +37, KBXX +37, WZHT +36, WJSL +33, WQVE +30, WXBT +27, WBFA +27, KPRS +26, WEMX +24
+444	☆ SOULJA BOY TELL 'EM FEAT. SAMMIE Kiss Me Thru The Phone (Collipark/Interscope) WHTA +39, WCKX +34, WKYS +24, WYPR +23, WJZF +22, WHHL +20, WJMH +20, WKVK +17, WZFX +16, WCDX +16
+396	☆ BOBBY VALENTINO FEAT. YUNG JOC Beep (Blu Kolla Dreams/Capitol) WCKX +40, WCCI +39, WHHH +28, KMJJ +23, WKVV +21, KTXX +21, WJZF +20, WEAS +19, WQBT +16, WJKS +15
+388	☆ KERI HILSON FEAT. LIL WAYNE Turn Me On (Mosley/Zone 4/Interscope) WHHH +34, KBFB +22, WQVE +21, KATZ +19, WJZF +17, KIPR +22, WJKS +22, KBTT +17, WBTJ +17, WERQ +16
	☆ KEYSHIA COLE You Complete Me (Imani/Geffen/Interscope) WHHH +34, KBFB +22, WQVE +21, KATZ +19, WJZF +17, WKVV +17, WPRW +16, WXBT +13, WH +13, KKDA +13

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► **RAPHAEL SAADIQ** LANDS HIS HIGHEST DEBUT, AS "NEVER GIVE YOU UP," FEATURING STEVIE WONDER AND CJ HILTON, ENTERS AT NO. 31. AMONG HIS SEVEN CAREER ENTRIES, THE FORMER TONY! TONI! TONE! FRONTMAN PREVIOUSLY BOWED AS HIGH AS NO. 34 WITH "GET INVOLVED" IN 1999 AND "BE HERE" IN 2002.

WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
27	USHER HERE I STAND	LAFACE/JLG	1712 +72	11.828	1
21	MUSIQ SOULCHILD FEATURING MARY J. BLIGE IF U LEAVE	ATLANTIC	1678 +23	11.510	2
19	CHARLIE WILSON THERE GOES MY BABY	JIVE/JLG	1521 +151	9.525	3
24	AVANT WHEN IT HURTS	CAPITOL	1474 -80	9.431	4
23	ROBIN THICKE THE SWEETEST LOVE	STAR TRAK/INTERSCOPE	1428 -69	9.270	5
24	ANTHONY HAMILTON FEATURING DAVID BANNER COOL	MISTER'S MUSIC/SO SO DEF/JLG	1281 0	8.493	7
13	INDIA.ARIE FEATURING MUSIQ SOULCHILD CHOCOLATE HIGH	SOUL BIRD/UNIVERSAL REPUBLIC	979 +87	6.411	11
37	JENNIFER HUDSON SPOTLIGHT	ARISTA/RMG	971 -56	8.808	6
41	KEYSHIA COLE HEAVEN SENT	IMANI/GEFFEN/INTERSCOPE	930 +99	6.728	9
7	MUSIQ SOULCHILD SOBEAUTIFUL	ATLANTIC	907 +211	6.851	8
13	JENNIFER HUDSON IF THIS ISN'T LOVE	ARISTA/RMG	842 +180	6.553	10
32	MINT CONDITION NOTHING LEFT TO SAY	CAGED BIRD/IMAGE	841 -116	4.812	14
13	KEYSHIA COLE FEATURING 2PAC PLAYA CARDZ RIGHT	AMARU/IMANI/GEFFEN/INTERSCOPE	728 -36	6.204	12
43	ERIC BENET YOU'RE THE ONLY ONE	FRIDAY/REPRISE/WARNER BROS.	725 -37	4.733	15
27	NE-YO MISS INDEPENDENT	DEF JAM/DJMG	624 -101	5.282	13
18	KENNY "BABYFACE" EDMONDS I NEED A LOVE SONG	MERCURY/DJMG	597 0	3.605	17
19	LAURA IZIBOR FROM MY HEART TO YOURS	ATLANTIC	539 +45	3.311	18
15	JOE WE NEED TO ROLL	563/KEDAR	530 -45	2.483	21
12	BRANDY LONG DISTANCE	E/EPIC	504 -182	2.069	25
14	JAZMINE SULLIVAN LIONS, TIGERS & BEARS	J/RMG	416 +61	2.869	19
2	ERIC BENET CHOCOLATE LEGS	FRIDAY/REPRISE/WARNER BROS.	397 +166	2.222	23
9	JAMES FORTUNE & FIYA I TRUST YOU	BLACKSMOKE/WORLDWIDE	334 +14	3.769	16
4	HEATHER HEADLEY FEATURING SMOKIE NORFUL JESUS IS LOVE	EMI GOSPEL	324 +47	1.986	26
9	CASE LOVELY	INDIGO BLUE	321 -72	1.195	37
2	CHRISSETTE MICHELE EPIPHANY	DEF JAM/DJMG	310 +105	1.296	36
15	JAZMINE SULLIVAN BUST YOUR WINDOWS	J/RMG	282 +65	2.496	20
15	BEYONCE SINGLE LADIES (PUT A RING ON IT)	MUSIC WORLD/COLUMBIA	250 -37	2.218	24
15	JAMIE FOXX FEATURING T.I. JUST LIKE ME	J/RMG	208 -21	1.327	35
3	LIONEL RICHIE JUST GO	DEF JAM/DJMG	207 +34	0.832	-
7	SLIQUE YOUR BODY	ROSEHIP	195 -4	0.957	40
NEW	RAPHAEL SAADIQ FEAT. STEVIE WONDER & CJ HILTON NEVER GIVE YOU UP	COLUMBIA	186 +168	0.808	-
5	WAYNE BRADY F.W.B.	PEAK/CMG	153 +52	1.532	32
RE-ENTRY	MARY MARY FEATURING KIERRA 'KIKI' SHEARD GOD IN ME	MY BLOCK/COLUMBIA	147 +65	1.553	30
NEW	K'JON DN THE OCEAN	UP&UP/DEH TYME/UNIVERSAL REPUBLIC	140 +69	1.626	29
4	SEAL IF YOU DON'T KNOW ME BY NOW	143/WARNER BROS.	131 -21	0.316	-
5	NE-YO FEATURING JAMIE FOXX & FABOLOUS SHE GOT HER OWN	DEF JAM/DJMG	123 +7	2.433	22
12	USHER TRADING PLACES	LAFACE/JLG	123 -176	1.626	28
17	BEYONCE AT LAST	MUSIC WORLD/COLUMBIA	119 +10	1.512	33
NEW	JOE WHY JUST BE FRIENDS	563/KEDAR	118 +40	1.761	27
18	DWELE A FEW REASONS (TRUTH PT.2)	RT/E1	118 -10	0.281	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
DEBORAH COX Saying Goodbye (DECO/EI) KBLX, KJLH, KMEZ, KNEK, KOKY, KQXL, Sirius XM Heart & Soul, WAGH, WAKB, WBL, WGPR, WKXI, WLXC, WMGL, WMPZ, WSRB, WXST	17
JENNIFER HUDSON If This Isn't Love (Arista/RMG) KJLH, KJMS, KMJK, KOKY, KRNB, WDLT, WRRP, WLVH, WMMJ, WMXD, WSOL, WVAZ, WVKL	13
MUSIQ SOULCHILD sobeautiful (Atlantic) KRNB, WJMR, WLVH, WMXD, WROU	5
ERIC BENET Chocolate Legs (Friday/Reprise/Warner Bros.) WDAS, WKJS, WMMJ, WMOJ, WYLD	5
JAZMINE SULLIVAN Lions, Tigers & Bears (J/RMG) KMJM, KRNB, WMKS, WMXD, WRNB	5
CHRISSETTE MICHELE Epiphany (Def Jam/DJMG) KMJM, WBAV, WKSP, WKUS, WYLD	5
RAPHAEL SAADIQ FEAT. STEVIE WONDER & CJ HILTON Never Give You Up (Columbia) KJLH, WAGH, WBAV, WKJS, WUHT	5
INDIA.ARIE FEAT. MUSIQ SOULCHILD Chocolate High (Soulbird/Universal Republic) WLVH, WROU, WZAK	3
JAZMINE SULLIVAN Bust Your Windows (J/RMG) WKSP, WRNB, WVKL	3
KEYSHIA COLE FEAT. 2PAC Playa Cardz Right (Amaru/Imani/Geffen/Interscope) WMJM, WWIN	2

ADDED AT... KRNB

Dallas, TX
PD: Shay Moore
MD: Nate Quick
Jennifer Hudson, If This Isn't Love, 31
Jazmine Sullivan, Lions, Tigers & Bears, 28
Musiq Soulchild, sobeautiful, 9

FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
LEE CARR Breathe (3rd Street/Jive/JLG) TOTAL STATIONS: 14	112/22	HEZEKIAH WALKER & LFC Souled Out (Verity/JLG) TOTAL STATIONS: 35	65/2
NE-YO Mad (Def Jam/DJMG) TOTAL STATIONS: 31	107/56	BONEY JAMES INTRODUCING QUINN Don't Let Me Be Lonely Tonight (Concord/CMG) TOTAL STATIONS: 9	64/8
TONEX Blend (Jive/Battery) TOTAL STATIONS: 16	85/20	GINUWINE Last Chance (Notifi/Kedar/Asylum/Warner Bros.) TOTAL STATIONS: 8	63/25
MACY GRAY & MARSHA AMBROSIOUS Still Hurts (Stadium) TOTAL STATIONS: 9	74/24	21-03 WITH FRED HAMMOND, SMOKIE NORFUL & J MOSS Cover Me (PAJAM/Gospro Centric/JLG) TOTAL STATIONS: 29	54/13
BEYONCE Diva (Music World/Columbia) TOTAL STATIONS: 20	70/67	JONATHAN NELSON FEAT. PURPOSE My Name Is Victory (Integrity/Columbia) TOTAL STATIONS: 29	49/14



MOST INCREASED PLAYS

+211	MUSIQ SOULCHILD sobeautiful (Atlantic) WVKL +12, KMEZ +11, WXST +10, WTLZ +10, WDDZ +9, WMGL +9, WQQX +9, KRNB +9, WTYB +8, KVMA +7
+180	JENNIFER HUDSON If This Isn't Love (Arista/RMG) WVDM +14, WDLT +14, WKSP +12, WAGH +11, KVMA +11, WDDZ +11, KMJK +11, WTYB +10, SXHS +8, KDKS +8
+168	RAPHAEL SAADIQ FEAT. STEVIE WONDER & CJ HILTON Never Give You Up (Columbia) KOKY +26, WKJS +14, WBAV +14, KMEZ +13, KBLX +11, WGPR +8, WKXI +8, WLXC +8, WHUR +7, WMGL +7
+166	ERIC BENET Chocolate Legs (Friday/Reprise/Warner Bros.) WTLZ +14, KQXL +12, WAKB +10, WKJS +10, WBAV +9, KDKS +9, WDAS +9, WVDM +8, WKSP +7, WYLD +7
	CHARLIE WILSON There Goes My Baby (Jive/JLG) WDLT +17, KVMA +15, WDDZ +12, KMJK +12, WKUS +11, WROU +11, WQQX +9, KQXL +8, WBLB +8, KJLH +7

FOR WEEK ENDING FEBRUARY 22, 2009
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► **KIERRA "KIKI" SHEARD'S "PRAISE HIM NOW"** RETURNS TO THE TOP 10 (12-10) ON THE STRENGTH OF MOST INCREASED PLAYS (UP 87). THE SONG HAS CLIMBED AS HIGH AS NO. 8 IN ITS 29 WEEKS ON THE CHART. SHEARD ALSO RANKS AT NO. 21 AS A FEATURED ARTIST ON MARY MARY'S "GOD IN ME."

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	54	JAMES FORTUNE & FIYA I TRUST YOU	NO. 1 (28 WKS) BLACKSMOKE/WORLDWIDE	1194 -39	5.019 1
2	2	22	HEZEKIAH WALKER & LFC SOULED OUT	VERITY/JLG	990 +34	4.152 2
3	5	17	KURT CARR & THE KURT CARR SINGERS PEACE AND FAVOR REST ON US	KCG/JLG	928 +79	3.770 5
4	4	27	MARY MARY GET UP	MY BLOCK/COLUMBIA	860 -40	3.984 3
5	3	37	21:03 WITH FRED HAMMOND, SMOKIE NORFUL & J MOSS COVER ME	PAJAM/GOSPO CENTRIC/JLG	818 -83	3.854 4
6	7	14	DONALD LAWRENCE & CO. BACK II EDEN	QUIET WATER/VERITY/JLG	646 +15	2.662 7
7	6	59	JONATHAN NELSON FEATURING PURPOSE MY NAME IS VICTORY	INTEGRITY	644 +3	3.021 6
8	8	31	ARKANSAS GOSPEL MASS CHOIR I LIFT MY HANDS	T/EMTRO GOSPEL	600 -4	2.131 11
9	11	13	MAURETTE BROWN-CLARK IT AIN'T OVER (UNTIL GOD SAYS IT'S OVER)	AIR GOSPEL/MALACO	582 +63	2.217 10
10	12	29	KIERRA "KIKI" SHEARD PRAISE HIM NOW	EMI GOSPEL	581 +87	2.417 8
11	13	21	KATHY TAYLOR AND FAVOR OH HOW PRECIOUS	KATCO/TYSCOT	557 +83	2.222 9
12	9	45	THE WEST ANGELES COGIC MASS CHOIR LORD PREPARE ME	EMI GOSPEL	545 -4	1.936 12
13	10	13	HEATHER HEADLEY FEATURING SMOKIE NORFUL JESUS IS LOVE	EMI GOSPEL	514 -7	1.739 15
14	16	15	ISAIAH D. THOMAS & ELEMENTS OF PRAISE SAID HE WOULD BE WITH ME	HABAKKUK	457 +56	1.506 17
15	14	11	MARVIN SAPP PRAISE HIM IN ADVANCE	VERITY/JLG	430 -5	1.830 14
16	17	5	SHARI ADDISON NO BATTLE, NO BLESSING	BET/VERITY/JLG	348 +4	1.586 16
17	21	5	JOE LEAVELL & ST. STEPHEN TEMPLE CHOIR GOD IS ABLE	EMTRO GOSPEL	336 +44	0.828 24
18	18	18	JIMMY HICKS & THE VOICES OF INTEGRITY GOD'S GOT IT	BLACKSMOKE/WORLDWIDE	317 -10	0.770 27
19	20	7	JAMES INGRAM DON'T LET GO	INTERING/MUSIC ONE	313 +13	1.282 18
20	23	18	THE MURRILLS FRIEND OF MINE	QUIET WATER/VERITY/JLG	302 +14	0.810 25
21	22	4	MARY MARY FEATURING KIERRA "KIKI" SHEARD GOD IN ME	MY BLOCK/COLUMBIA	301 +12	1.864 13
22	25	4	BISHOP PAUL S. MORTON PRESENTS THE FGBCFMC CRY YOUR LAST TEAR	TEHILLAH/LIGHT	283 +40	0.798 26
23	24	11	THE WILLIAMS BROTHERS STILL STRONG	BLACKBERRY	282 +8	0.620 29
24	26	3	PERFECTION WHAT IS THIS	JEAT/TESTIMONY	281 +45	0.562 -
25	28	4	CRYSTAL AIKIN I DESIRE MORE	BET/VERITY/JLG	279 +54	1.230 19
26	19	18	REGINA BELLE I CALL ON JESUS	PENDULUM	266 -37	0.965 22
27	30	7	BLESSED GOTTA TAKE MY TIME	ULTIMATE	250 +32	0.567 30
28	2	2	ISRAEL HOUGHTON JUST WANNA SAY	INTEGRITY	242 +24	1.093 20
29	NEW	NEW	KEITH WONDERBOY JOHNSON & THE SPIRITUAL VOICES TIME TO GET CLOSE TO JESUS	GOSPEL TRUTH	238 +44	0.870 23
30	NEW	NEW	PAUL PORTER WHAT DID YOU DO?	LIGHT	229 0	0.519 -

MOST ADDED

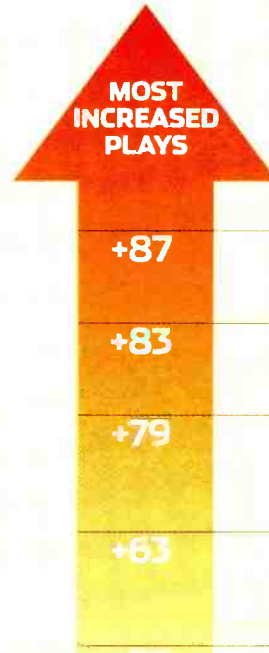
ARTIST TITLE / LABEL	NEW STATIONS
SMOKIE NORFUL Justified (EMI Gospel) WFMV, WTBE, WUFO, WXEZ, WXVI	5
SHARI ADDISON No Battle, No Blessing (BET/Verity/JLG) KROI, WOAD, WPZE, WSOX	4
BISHOP PAUL S. MORTON PRESENTS THE FULL GOSPEL BAPTIST CHURCH FELLOWSHIP Cry Your Last Tear (Tehillah/Light) KHAVN, KROI, WFMV, WUFO	4
TROY SNEED With You Always (Emtro Gospel) KOKA, WOAD, WTBE, WXOK	4
JAMES INGRAM Don't Let Go (Intering/Music One) KHLR, WHLH	2
ISRAEL HOUGHTON Just Wanna Say (Integrity) WNNL, WNOO	2
GI Get Up (BGA/Blacksmoke/WorldWide) WNOO, WXOK	2
PHIL TARVER Better Than That (Kingdom) WOAD, WUFO	2
AMI RUSHES I Can Go To God In Prayer (Ami Rushes Ministries)	2

ADDED AT... WNOO
Chattanooga, TN
PD/MD: Sam Terry
GI, Get Up, 7
Brown Boyz Feat. Spanky Williams, Love Like That, 7
Israel Houghton, Just Wanna Say, 6

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
SMOKIE NORFUL Justified (EMI Gospel) TOTAL STATIONS: 25	196/37	DAVID FRAZIER Favor (God's Music) TOTAL STATIONS: 22	108/6
DORINDA CLARK-COLE Make Me Real (Verity/JLG) TOTAL STATIONS: 11	182/13	JUANITA BYNUM Pour My Love On You (Flow) TOTAL STATIONS: 10	98/3
MICAH STAMPLEY The Corinthian Song (Interface) TOTAL STATIONS: 22	143/24	GENITA PUGH You Made It Possible (Eternity) TOTAL STATIONS: 11	86/20
GI Get Up (BGA/Blacksmoke/Worldwide) TOTAL STATIONS: 17	138/24	PHIL TARVER Better Than That (Kingdom) TOTAL STATIONS: 15	78/8
BROWN BOYZ FEAT. SPANKY WILLIAMS Love Like That (Blacksmoke/WorldWide) TOTAL STATIONS: 11	117/6	DONNIE MCCLURKIN FEAT. KAREN CLARK-SHEARD Wait On The Lord (Verity/JLG) TOTAL STATIONS: 7	67/37



RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
1	MARVIN SAPP NEVER WOULD HAVE MADE IT (VERITY/JLG)		516 549
2	TROY SNEED PRESENTS BONAFIDE PRAISERS WORK IT OUT (EMTRO GOSPEL)		493 534
3	SHEKINAH GLORY MINISTRY JESUS (KINGDOM)		473 502
4	HEZEKIAH WALKER & LFC GRATEFUL (VERITY/JLG)		347 418
5	JASON CHAMPION ALWAYS (BROOKS/EMI GOSPEL)		344 410

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
6	JOSHUA'S TROOP EVERYBODY CLAP YOUR HANDS (NEW HAVEN)		323 348
7	KIRK FRANKLIN JESUS (FO YO SOUL/GOSPO CENTRIC/JLG)		311 314
8	DEWAYNE WOODS & WHEN SINGERS MEET LET GO (QUIET WATER/VERITY/JLG)		306 301
9	DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS ENCOURAGE YOURSELF (EMI GOSPEL)		305 292
10	DAMITA NO LOOKING BACK (TYSCOT)		283 310

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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Flying high on the Internet

Social Butterflies

Kevin Peterson

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a week ago I was just another caterpillar in my social networking cocoon, but since then I've jumped on the Facebook bandwagon and found friends, relatives, former classmates, teammates, employers, and employees, co-workers and listeners from around the world. As I searched for, found and corresponded with these new "friends," I thought about the value of social networking for radio, record labels and artists, not just from a promotion and marketing standpoint, but from a relationship standpoint. Radio stations, labels and artists who are using social networking daily say there are even more ways to use the platform.

Promoting the station or the artist is probably the most popular way radio and labels are using social networking. WFSH (104.7 the Fish)/Atlanta promotion director Chad Davis says, "We've created a Facebook group so that we can quickly send messages and updates to our listeners about what's going on at the station. We're also adding the station to Twitter so that we can have listeners follow us and keep up to date with whatever we may be doing."

Coming in a close second is social networking as a means to develop and maintain relationships with listeners and fans. "When I got here the station had a small fan site on Facebook with 163 people tagged," WAYH (WAY-FM)/Huntsville, Ala., promotion director/morning co-host Betsy Sharp says. "We're now breaching 1,000 after about three months. Through this we've gleaned some amazing volunteers, soon-to-be interns and listeners for life."

First Destination

Part of creating those relationships is connecting people with the station even when they can't listen. "Facebook is becoming the first page people visit when they log onto the Internet, and we use Facebook to be the first to tell them what's going

on at the station; whether that's through wall posts, fan pages and even advertising along the borders of Facebook." WAYT (WAY-FM)/Tallahassee, Fla.,



Czelada



Connell

operations director Craig Vinson says, "It's helping us become real friends with our listeners."

WAY-FM network morning man Brant Hansen continues, "All I know is, when I update my status, I'm reminding thousands of people to listen to the show. They're at work, or school or wherever—likely not listening to the radio—and there I am, on their status feed. What's not to like about that?"

Social networking sites are also being used for industry professionals to network with each other. The Radio Women's Forum recently started using a Facebook group to communicate, says WPOZ (Z88.3)/Orlando promotion director Carol Baker. "It's a great place to share ideas without receiving a million e-mail threads a day like the old e-mail forum provided." WBGL/Champaign, Ill., PD Ryan Springer states, "From a programming perspective, it's been a useful tool to keep updated on what's happening with our artists, record label contacts and other radio industry friends."

MySpace, Facebook and Twitter can also introduce new listeners to the station. "We've already heard from people who just found out about our sta-

'It's been a useful tool to keep updated on what's happening with our artists, record label contacts and other radio industry friends.'

—Ryan Springer



12 Ways To Use Social Networking

1. Developing and maintaining listener/consumer relationships
2. Promoting the station
3. Gathering and disseminating information
4. Contesting
5. Event calendar
6. Posting pictures and videos
7. Encouraging listeners/consumers
8. Networking with others in the industry
9. Connecting listeners with the station when they can't listen
10. Connecting listeners/consumers to other listeners/consumers
11. Introducing new listeners/consumers to the station/artist
12. Helping listeners/consumers in need



Davis

tion from seeing something on a friend's feed, and we're adding 30 fans a day on average," WAY-FM Colorado PD Jeff Connell says.

Listener encouragement is another great use of social networking sites. Xtreme Youth Alliance International & Sound of Light president/CEO Bill Scott says, "We actually send out a daily Bible study to our listeners through podcast and e-mail. We now are putting both the podcast Bible study and written Bible study on listener's Facebook.com and MySpace.com profiles. We are able to update the Bible studies each day for them. We also use Twitter.com to send our verse of the day to listeners' computers and to their cell phones."

WAYH was able to help a listener in need thanks to a Facebook entry. Sharp says that just after Christmas, a mom that she had been talking to put in her status that she was out of insulin, had no money and even if she did, the pharmacies were closed. "Our business development director Lisa caught wind of it from the messages, contacted some doctor and pharmacist friends, called me to get the mom's contact info and made a Christmas miracle, getting several months of testing supplies and insulin donated," Sharp recalls.

Information Sources

WHCF/Bangor, Maine, uses Facebook and Twitter as information sources. PD Joe Polek says, "We find that Twitter is extremely useful to the staff, as we can get up-to-the-minute details on a multitude of things. That's how we found out about [MercyMe vocalist] Bart Millard's daughter's health issues. It's also how we get breaking local news from our local TV stations."

Stations are even using social networking sites for contesting. At Michigan's Smile FM network, PD Jenn Czeleada says, "We've found it very useful when we get a last-minute prize to give away. We post it and the first people who post on our wall win the prizes. We gave away five pairs of concert tickets in about 3 minutes." She adds that they watch the status of their online friends and look for a time when they have a lot of people on before they spring a quick giveaway.

Planning and scheduling can be done on social networking sites as well. WCQR/Johnson City PD/morning man Brian Sumner explains, "We have an 88.3 WCQR Facebook page that lists all our upcoming events. We e-mail our friends info on each event. I also have a page and will comment on station happenings. It's also cool to be able to encourage, pray, or just say, 'Happy birthday,' to friends, artists and listeners."

Video and pictures have given radio the visual element they've never had before. "We've also used Facebook to allow fans to share photos from our concerts, and we provide video content weekly as well," Connell says. "We see a big response to video content, and are launching additional side-channel content such as interviews, good calls from shows and unique Facebook-based material as well."

For more ideas on how radio, labels and artists can use social networking sites to their benefit, see the Feb. 27 R&R Christian Friday News. If you're not a subscriber yet, go to radioandrecords.com to receive a free Friday News subscription. **R&R**

R&R CHRISTIAN AC

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▶ GARNERING THE MOST ADDED NOD, **BIG DADDY WEAWE'S** "YOU FOUND ME" LAUNCHES AT NO. 27. THE CUT, A DIFFERENT SONG THAN THE FRAY'S LIKE-TITLED TRACK THAT SITS ONE NOTCH HIGHER, IS THE SECOND SINGLE FROM THE GROUP'S ALBUM "WHAT LIFE WOULD BE LIKE." THE TITLE TRACK ROSE TO NO. 3 IN OCTOBER.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	24	JEREMY CAMP THERE WILL BE A DAY	NO. 1 (6 WKS) BEC/TOOTH & NAIL	1866 +18	4.061 2
2	2	23	THIRD DAY REVELATION	ESSENTIAL/PLG	1854 +57	4.508 1
3	3	28	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	1621 +6	3.480 4
4	4	8	FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	1489 +83	3.272 5
5	5	8	MERCYME FINALLY HOME	INO	1415 +84	3.088 6
6	6	37	BRANDON HEATH GIVE ME YOUR EYES	MONOMODE/REUNION/PLG	1411 -53	3.618 3
7	7	32	TOBYMAC FEATURING KIRK FRANKLIN & MANDISA LOSE MY SOUL	FOREFRONT/EMI CMG	1346 -52	3.070 7
8	8	17	JOSH WILSON SAVIOR, PLEASE	SPARROW/EMI CMG	1133 +44	1.927 10
9	9	14	MATTHEW WEST THE MOTIONS	SPARROW/EMI CMG	1120 +57	2.094 8
10	10	36	CHRIS TOMLIN JESUS MESSIAH	SIXSTEPS/SPARROW/EMI CMG	879 -57	2.087 9
11	11	17	NATALIE GRANT OUR HOPE ENDURES	CURB	866 +2	0.888 19
12	12	22	BUILDING 429 END OF ME	INO	860 +13	1.885 11
13	13	30	CASTING CROWNS SLOW FADE	BEACH STREET/REUNION/PLG	858 -78	1.705 12
14	14	4	CHRIS TOMLIN I WILL RISE	MOST INCREASED PLAYS SIXSTEPS/SPARROW/EMI CMG	829 +159	1.660 13
15	15	23	ADDISON ROAD HOPE NOW	INO	827 -31	1.342 14
16	16	5	NEWSBOYS IN THE HANDS OF GOD	INPOP	826 +58	1.267 15
17	17	19	MEREDITH ANDREWS YOU INVITE ME IN	WORD-CURB	580 -34	1.116 17
18	18	10	THE MICHAEL GUNGOR BAND ANCIENT SKIES	BRASH	539 +7	0.346 -
19	19	16	POINT OF GRACE I WISH	WORD-CURB	510 -80	1.150 16
20	20	8	MARK HARRIS ONE TRILLION GOD	INO	459 +41	0.620 24
21	21	8	IAN ESKELIN, MARK STUART & VICKY BEECHING LORD	INTEGRITY	440 +51	1.017 18
22	22	4	ABOVE THE GOLDEN STATE I'LL LOVE YOU SO	SPARROW/EMI CMG	380 +66	0.690 21
23	23	2	MANDISA MY DELIVERER	SPARROW/EMI CMG	376 +89	0.651 23
24	24	8	DAVID CROWDER BAND O, FOR A THOUSAND TONGUES TO SING	SIXSTEPS/SPARROW/EMI CMG	354 -1	0.262 -
25	25	3	LINCOLN BREWSTER GOD YOU REIGN	INTEGRITY	315 +58	0.270 -
26	26	4	THE FRAY YOU FOUND ME	EPIC/INO	277 +9	0.806 20
27	NEW	6	BIG DADDY WEAWE YOU FOUND ME	MOST ADDED FERVENT/WORD-CURB	269 +147	0.361 -
28	27	6	AARON SHUST CREATE AGAIN	BRASH	232 -8	0.160 -
29	28	5	JOHN WALLER WHILE I'M WAITING	BEACH STREET/REUNION/PLG	225 +5	0.670 22
30	30	2	SARAH REEVES SWEET SWEET SOUND	SPARROW/EMI CMG	206 +5	0.365 30

MOST ADDED

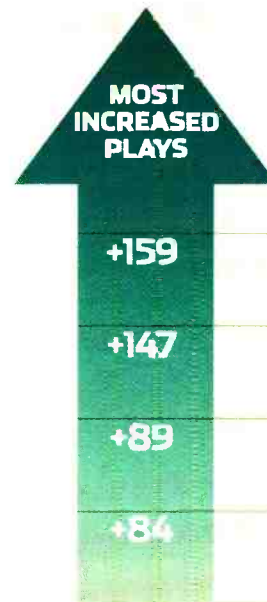
ARTIST TITLE / LABEL	NEW STATIONS
BIG DADDY WEAWE You Found Me (Fervent/Word-Curb) KAIM, KHZR, KPEZ, WAFJ, WBDX, WMSJ, WRBS	7
MANDISA My Deliverer (Sparrow/EMI CMG) KLTY, WAFJ, WCRJ, WPAR, WRBS	5
RUSH OF FOOLS Lose It All (Midas) KBIQ, WBDX, WBSN, WCSG, WJIE	5
SARA GROVES Love Is Still A Worthy Cause (INO) KPEZ, WAFJ, WBSN, WDJC, WJTL	5
NEWSBOYS In The Hands Of God (Inpop) KAIM, KTSY, WFFH, WLFJ	4
JIMMY NEEDHAM Forgiven And Loved (Inpop) KAIM, KSBJ, WBHY, WMHK	4
MATTHEW WEST The Motions (Sparrow/EMI CMG) KTIS, WGTS, WJKL	3
ABOVE THE GOLDEN STATE I'll Love You So (Sparrow/EMI CMG) KHZR, WCRJ, WPAR	3
LIFEHOUSE Broken (Geffen/Interscope) KFSH, KGBI, WFFM	3

**ADDED AT...
WBHY**
Mobile, AL
PD/MD: Kenny Fowler
Jimmy Needham, Forgiven and Loved, 10
Natalie Grant, Our Hope Endures, 10

FOR REPORTING STATIONS PLAYLISTS GO TO
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
JIMMY NEEDHAM Forgiven And Loved (Inpop) TOTAL STATIONS: 11	18V82	KARI JOBE I'm Singing (Integrity) TOTAL STATIONS: 15	127/8
JARS OF CLAY Two Hands (Gray Matters/Essential/PLG) TOTAL STATIONS: 14	175/25	KUTLESS I Do Not Belong (BEC/Tooth & Nail) TOTAL STATIONS: 8	110/11
JEREMY RIDDLE Bless His Name (Vineyard) TOTAL STATIONS: 12	162/27	REMEDY DRIVE All Along (Word-Curb) TOTAL STATIONS: 10	109/18
SANCTUS REAL Sing (Sparrow/EMI CMG) TOTAL STATIONS: 6	136/10	MATT MAHER Empty & Beautiful (Essential/PLG) TOTAL STATIONS: 6	104/5
BLUETREE God Of This City (Lucid) TOTAL STATIONS: 8	131/20	ISRAEL HOUGHTON My Tribute (Integrity) TOTAL STATIONS: 14	100/26



+159 **CHRIS TOMLIN**
I Will Rise (Sixsteps/Sparrow/EMI CMG)
WQVC +27, WAWZ +21, WJKL +20, KXOJ +20, KWND +14,
WNWC +8, WPAR +7, KLJC +7, WDJC +5, WCRJ +5

+147 **BIG DADDY WEAWE**
You Found Me (Fervent/Word-Curb)
WLAE +27, KHZR +23, WQCR +20, KBNU +17, KSBJ +17,
WJIE +13, KLJC +10, WRBS +8, KPEZ +7, SXMS +2

+89 **MANDISA**
My Deliverer (Sparrow/EMI CMG)
WPOZ +25, WBFI +16, KLTY +13, WRBS +11, KLJC +10,
WAFJ +9, WCIE +6, KPEZ +5, WCSG +4, WJKL +3

+84 **MERCYME**
Finally Home (INO)
KSGN +20, KWND +15, WCRJ +11, WMUZ +8, KLJC +7,
WNWC +7, WVEJ +6, KSBJ +6, WCSG +4, WRDM +4

FRANCESCA BATTISTELLI
Free To Be Me (Fervent/Word-Curb)
WNWC +18, WCRJ +15, WLAE +10, WAKW +7, WVEJ +7,
WQCR +7, WJKL +7, WJQK +7, WFFH +7, WMUZ +7

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
1	DOWNGHERE HERE I AM (CENTRICITY)		945 931
2	BIG DADDY WEAWE WHAT LIFE WOULD BE LIKE (FERVENT/WORD-CURB)		899 931
3	LAURA STORY MIGHTY TO SAVE (INO)		768 854
4	MERCYME YOU'RE GON (INO)		717 702
5	TREE63 BLESS'D BE YOUR NAME (INPOP)		611 607

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
6	AARON SHUST MY SAVIOR MY GOD (BRASH)		597 611
7	ROBBIE SEAY BAND SONG OF HOPE (SPARROW/EMI CMG)		581 559
8	LINCOLN BREWSTER EVERLASTING GOD (INTEGRITY)		566 565
9	STEVEN CURTIS CHAPMAN YOURS (SPARROW/EMI CMG)		565 648
10	THIRD DAY CALL MY NAME (ESSENTIAL/PLG)		555 552

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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▶ ON THE HEELS OF RECEIVING FOUR DOVE AWARD NOMINATIONS, INCLUDING A NOD FOR ARTIST OF THE YEAR, **FIREFLIGHT** BOWS AT NO. 25 ON CHRISTIAN ROCK WITH "STAND UP." PRESENTED ANNUALLY BY THE GOSPEL MUSIC ASSN., THE DOVE AWARDS CEREMONY WILL BE HELD APRIL 23 AT NASHVILLE'S GRAND OLE OPRY HOUSE.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	2	24	JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	995	-3
2	1	25	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	992	-71
3	7	7	FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	970	+52
4	13	13	MATTHEW WEST THE MOTIONS	SPARROW/EMI CMG	874	+6
5	5	16	RUSH OF FOOLS LOSE IT ALL	MIDAS	834	+5
6	8	13	RED NEVER BE THE SAME	ESSENTIAL/PLG	782	+84
7	6	24	GROUP 1 CREW KEYS TO THE KINGDOM	FERVENT/WORD CURB	776	+8
8	7	12	VOTA HARD TO BELIEVE	INO	702	-14
9	9	21	THIRD DAY RUN TO YOU	ESSENTIAL/PLG	658	-1
10	15	15	DISCIPLE WHATEVER REASON	INO	616	-1
11	8	8	FRAY YOU FOUND ME	EPIC/INO	596	+41
12	12	38	BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	484	-27
13	14	18	ARTICLE ONE TAKEN BY THE STORM	INPOP	475	+18
14	15	20	BUILDING 429 END OF ME	INO	392	-37
15	19	5	NEWSBOYS IN THE HANDS OF GOD	INPOP	382	+71
16	16	12	KRYSTAL MEYERS LOVE IT AWAY	ESSENTIAL/PLG	373	-2
17	20	3	KUTLESS TO KNOW THAT YOU'RE ALIVE	BEC/TOOTH & NAIL	336	+36
18	17	11	JON FOREMAN YOUR LOVE IS STRONG	CREDENTIAL/EMI CMG	335	+1
19	18	7	THIS BEAUTIFUL REPUBLIC BEAUTIFULLY BROKEN	FOREFRONT/EMI CMG	328	+13
20	21	2	JARS OF CLAY TWO HANDS	GRAY MATTERS/ESSENTIAL/PLG	326	+67
21		NEW	DOWNHERE MY LAST AMEN	CENTRICITY	296	-186
22	22	5	SEVENGLORY ALL OF THIS FOR YOU	7 SPIN	293	+42
23	23	3	B. REITH MESS	GOTEE	266	+18
24	25	2	BEBO NORMAN BRITNEY	BEC/TOOTH & NAIL	254	+16
25		NEW	REMEDY DRIVE ALL ALONG	WORD-CURB	251	+39
26	30	2	ADDISON ROAD THIS COULD BE OUR DAY	INO	227	+11
27		RE-ENTRY	CASTING CROWNS SLOW FADE	BEACH STREET/REUNION/PLG	223	+7
28		NEW	NEVERTHELESS IT'S TRUE	FLICKER/PLG	214	+14
29	28	2	FIREFLIGHT YOU GAVE ME A PROMISE	FLICKER/PLG	213	-12
30	26	3	MARVIN WINANS JR. YOU NEVER LET ME DOWN	M2	211	-23

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	13	13	FAMILY FORCE 5 RADIATOR	TMG	289	-10
2	8	8	NEVERTHELESS CROSS MY HEART	FLICKER/PLG	281	+10
3	8	8	CHILDREN 18:3 HOMEMADE VALENTINE	TOOTH & NAIL	264	+6
4	16	16	CLASSIC CRIME SING	TOOTH & NAIL	261	0
5	14	14	RELIENT K THE LAST, THE LOST, THE LEAST	GOTEE	251	+9
6	5	5	HAWK NELSON LET'S DANCE	BEC/TOOTH & NAIL	245	+2
7	19	19	CAPITAL LIGHTS OUTRAGE	TOOTH & NAIL	244	-16
8	11	11	IVORYLINE HEARTS AND MINDS	TOOTH & NAIL	238	+16
9	17	17	RED FIGHT INSIDE	ESSENTIAL/PLG	229	-51
10	8	8	THIS BEAUTIFUL REPUBLIC SURRENDER SAVED MY LIFE	FOREFRONT/EMI CMG	224	+5
11	5	5	ABANDON HOLD ON	FOREFRONT/EMI CMG	211	+6
12	21	21	WEDDING RETURN	BRAVE NEW WORLD	208	-10
13	15	15	REMEDY DRIVE STAND UP	WORD-CURB	202	-16
14	15	15	SECRET AND WHISPER ANCHORS	TOOTH & NAIL	187	-8
15	22	22	BECOMING YOUR LOVE	TOOTH & NAIL	186	-14
16	3	3	DECYFER DOWN FADING	INO	180	+20
17	20	20	HOUSE OF HEROES LOSE CONTROL	MONO VS STEREO/GOTEE	179	-54
18	3	3	PHILMONT THE DIFFERENCE	FOREFRONT/EMI CMG	171	+19
19	16	16	KUTLESS TO KNOW THAT YOU'RE ALIVE	BEC/TOOTH & NAIL	168	+7
20	4	4	RUN KID RUN SET THE DIAL	TOOTH & NAIL	165	+32
21	15	15	SEARCH THE CITY THE RESCUE	TOOTH & NAIL	155	-3
22	6	6	THE CONTACT BLACK SEA	7 SPIN	154	-1
23	11	11	A ROTTERDAM NOVEMBER ENOUGH	ARN	152	-1
24	19	19	RUTH WHO I WAS AND WHO I AM	TOOTH & NAIL	147	+5
25		NEW	FIREFLIGHT STAND UP	FLICKER/PLG	141	+44
26	2	2	PILLAR STATE OF EMERGENCY	ESSENTIAL/PLG	133	+6
27	3	3	FALLING UP STREAMS OF WOE AT ACHERON	BEC/TOOTH & NAIL	119	+10
28		NEW	FLYNN ADAM SUCH A TIME	GOTEE	115	+32
29		NEW	SUPERCHIC(K) CROSS THE LINE	INPOP	109	+14
30	3	3	FRAY YOU FOUND ME	EPIC/INO	108	+1

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	2	15	MARK HARRIS ONE TRUE GOD	INO	379	+18
2	1	7	MERCYME FINALLY HOME	INO	365	+4
3	6	12	NATALIE GRANT OUR HOPE ENDURES	CURB	304	+46
4	4	20	JAMIE SLOCUM DEPENDENCE	CURB	299	-8
5	3	23	MEREDITH ANDREWS YOU INVITE ME IN	WORD-CURB	298	-12
6	5	22	JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	294	+10
7	7	5	CHRIS TOMLIN I WILL RISE	SIXSTEPS/SPARROW/EMI CMG	270	+20
8	10	5	CARMEN D'ARCY WE ADORE THEE	BRICK STREET/MARTINCALE	206	+17
9	4	4	LINCOLN BREWSTER GOD YOU REIGN	INTEGRITY	203	+5
10	8	9	JUSTIN UNGER BEHOLD	HEIGHTS	202	+3

SOFT AC/INSPIRATIONAL

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	11	6	MATTHEW WEST THE MOTIONS	SPARROW/EMI CMG	186	-1
2	12	10	THIRD DAY REVELATION	ESSENTIAL/PLG	180	+29
3	13	4	JOSH WILSON SAVIOR, PLEASE	SPARROW/EMI CMG	175	+17
4	16	2	AVALON STILL MY GOD	SPARROW/EMI CMG	157	+32
5	15	13	CURT COLLINS JESUS PAID IT ALL	FSS	146	+1
6	17	2	FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	141	+8
7	20	2	KATINAS PRAYING FOR YOU	DESTINY-EXECUTIVE	140	+25
8	16	18	JARED ANDERSON GLORIFIED	INTEGRITY	128	-9
9	19	3	TWILA PARIS NOT FORGOTTEN	E1	124	+3
10	17	19	RUSH OF FOOLS WONDER OF THE WORLD	MIDAS	118	-68

FOR WEEK ENDING FEBRUARY 22, 2009



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OM/PD: Tom Greene
MD: Matt Stockman

WFSH/Atlanta, GA*
PD: Mike Blakemore
MD: Mike Stout

WVFJ/Atlanta, GA*
OM/PD: Don Schaeffer
APD: Steve Williams

WAFJ/Augusta, GA*
PD/MD: Steve Swanson

KPEZ/Austin, TX*
OM: Mac Daniels
PD: Gary Walsh
APD/MD: Steve Etheridge

WRBS/Baltimore, MD*
PD: David Paul
MD: Chris Scotland

WDJC/Birmingham, AL*
APD/MD: Ronnie Bruce

KTSY/Boise, ID*
OM: Chris Gilbreth
PD: Jerry Woods
APD/MD: Travis Culver

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OM: Ken Burns
PD: Susan Woodard

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OM: Gary Mor and
PD: Dwayne Harrison

WBDX/Chattanooga, TN*
OM/PD: Jason McKay
MD: Justin Wade

WJKL/Chicago, IL*

WAKW/Cincinnati, OH*
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APD: Rob Lewis
MD: Daryl Pierce

WFHM/Cleveland, OH*
PD: Len Howser
MD: Gina Hart

KGTS/College Place, WA
PD/MD: Ernest Beck

KBIQ/Colorado Springs, CO*
PD: Bret Stevens
MD: Jack Hamilton

KCVO/Columbia, MO
OM/PD: Jim McDermott

WMHK/Columbia, SC*
PD: Steve Sunshine

WCVO/Columbus, OH*
PD: Todd Stach
APD/MD: Mike Russell

KBNJ/Corpus Christi, TX*
PD: Joe Fahf

KLTY/Dallas, TX*
PD: Chuck Finrey
APD/MD: Michael Prendergast

KNWI/Des Moines, IA*
PD/MD: Dave St. John

WMUZ/Detroit, MI*
PD: Julia Belcher

WWIB/Eau Claire, WI
OM: Paul Anthony
PD/MD: Greg Steward

WCTL/Erie, PA
OM: Ronald Raymond
PD/MD: Adam Frase

KHPE/Eugene, OR
MD: Paul Hernandez

KYTT/Eugene, OR
OM: Dave DeAndrea
PD/MD: Rick Stevens

KLRC/Fayetteville, AR
PD/MD: Mark Michaels

WCLN/Fayetteville, NC
OM/PD: Dan DeBruer
APD: Syndi Long
MD: Steve Turley

KGCB/Flagstaff, AZ
OM: Daniel White
PD/MD: Mike Medlin

WPER/Fredericksburg, VA
PD: Frankie Morea

KZKZ/Ft. Smith, AR
OM/PD: Dave Burdue

WLAB/Ft. Wayne, IN*
PD: Don Buettner
MD: Melissa Montana

WCSC/Grand Rapids, MI*
PD: Chris Lemke

WJQK/Grand Rapids, MI*
OM: Troy West
PD/MD: Gary Thompson

WBFJ/Greensboro, NC*
OM: Dana Evans
PD/MD: Wally Decker
APD: Darren Stevens

WLFJ/Greenville, SC*
PD/MD: Rob Dempsey
APD: Gary Miller

KAIM/Honolulu, HI*
OM: Jack Waters
PD/MD: Mike Gravatt

KSBJ/Houston, TX*
PD: Jon Hull
MD: Jim Beeler

WQME/Indianapolis, IN
PD/MD: Matt Rust

WCRJ/Jacksonville, FL*
PD: Chris Wayne
MD: Theresa Ross

WCQR/Johnson City, TN*
PD/MD: Brian Sumner

KOBC/Joplin, MO
OM/PD: Lisa Davis

KLJC/Kansas City, MO*
PD/MD: Michael Grimm

WJTL/Lancaster, PA*
PD: John Shirk
MD: Phil Smith

KSOS/Las Vegas, NV*
PD: Scott Herrold

KKSP/Little Rock, AR*
OM: John Scuderi
PD: JR Runyon
MD: Dave Srite

KFSH/Los Angeles, CA*
PD: Chuck Tyler
APD: Bob Shaw
MD: Lara Scott

WJIE/Louisville, KY*
PD: Jim Galipeau
APD/MD: Chris Crain

KSWP/Lufkin, TX
OM/PD: Al Ross
APD/MD: Michelle Ross

WNWC/Madison, WI*

KVMV/McAllen, TX*
OM/PD: Jeremy Morris

KJIL/Meade, KS
PD/MD: Michael Luskey

WAWZ/Middlesex, NJ*
OM: Scott Taylor
PD: Johnny Stone
APD/MD: Keith Stevens

KTIS/Minneapolis, MN*
PD: Jason Sharp

WBHY/Mobile, AL*
OM: Robert Barber
MD: Kenny Fowler

KBMQ/Monroe, LA
PD/MD: Philip Brooks

WFFH/Nashville, TN*
PD/MD: Vance Dillard

Family Life Ministries/Network
PD: Cecil Van Houten
APD: Kevin VanBuren
MD: Bruce Barrows

New Life Media/Network
PD/MD: Joe Buchanan

WBSN/New Orleans, LA*
OM: Julie Headrick
PD: Tom Krimsier
MD: Libby Krimsier

KGBI/Omaha, NE*
PD: Melody Miller
MD: Jeff Devereaux

WPOZ/Orlando, FL*
OM/PD: Dean O'Neal
APD: Jeff Cruz

WMSJ/Portland, ME*
OM/PD: Paula K.
MD: Kenny Robinson

KFIS/Portland, OR*
OM/PD: Dave Arthur
MD: Kat Taylor

KSLT/Rapid City, SD
PD/MD: Dave Masters

KSGN/Riverside, CA*
PD: Bryan O'Neal
MD: Brandi Lanai

WPAR/Roanoke, VA*
OM/MD: Jackie Howard

WQFL/Rockford, IL
PD/MD: Johnny V.

KKFS/Sacramento, CA*
PD/MD: Max Miller

WSMR/Sarasota, FL

Sirius XM The Message/Satellite*
PD: Al Skop

KCMS/Seattle, WA*
PD: Scott Huntley
MD: Sarah Taylor

WBYO/Sellersville, PA

WFRN/South Bend, IN
PD: Jim Carter
MD: Doug Moore

WHPZ/South Bend, IN
OM: Gary Hegland
PD: Corey Mann

KWND/Springfield, MO*
PD/MD: Chalmer Harper

KKJM/St. Cloud, MN
OM/PD: Diana Madsen
MD: Dawn Madsen

KHZR/St. Louis, MO*
OM: Sandi Brown
PD/MD: Greg Cassidy

WCIE/Tampa, FL*
PD: Carmen Brown
APD: Dave Cruse
MD: Jeff MacFarlane

KKCM/Tulsa, OK*
OM: Steve Hunter
PD: Chris Kelly

KXOJ/Tulsa, OK*
PD: Bob Thornton

KVNE/Tyler, TX
PD: Mike Harper
MD: Jennifer Winborn

WGTS/Washington, DC*
PD: Becky Wilson Aligned
MD: Rob Conway

KNWS/Waterloo, IA
PD: Dan Raymond

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

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

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

WHLN/Wilmington, NC
OM: Dan Edwards
PD/MD: Dave Kirby
APD: Sal April

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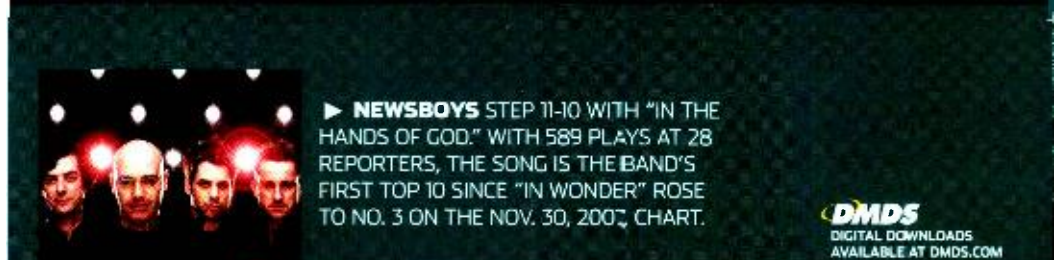
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PD/MD: Dave Kirby
APD: Sal April



► **NEWSBOYS** STEP 11-10 WITH "IN THE HANDS OF GOD." WITH 589 PLAYS AT 28 REPORTERS, THE SONG IS THE BAND'S FIRST TOP 10 SINCE "IN WONDER" ROSE TO NO. 3 ON THE NOV. 30, 2007, CHART.

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THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN AC INDICATOR		PLAYS TW	+/-
			ARTIST TITLE	IMPRINT / PROMOTION LABEL		
1	1	25	JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	960	-4
2	2	22	THIRD DAY REVELATION	ESSENTIAL/PLG	865	-56
3	3	16	MATTHEW WEST THE MOTIONS	SPARROW/EMI CMC	839	+11
4	5	7	FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	805	+2
5	6	8	MERCYME FINALLY HOME	INO	759	+12
6	4	26	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	756	-36
7	7	20	JOSH WILSON SAVIOR, PLEASE	SPARROW/EMI CMC	663	+9
8	8	37	BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	608	-34
9	10	14	MICHAEL GUNGOR BAND ANCIENT SKIES	BRASH	589	+22
10	11	6	NEWSBOYS IN THE HANDS OF GOD	INPOP	589	+2
11	9	15	NATALIE GRANT OUR HOPE ENDURES	CURB	586	-24
12	13	23	BUILDING 429 END OF ME	INO	508	-6
13	14	3	CHRIS TOMLIN I WILL RISE	SIXSTEPS/SPARROW/EMI CMC	480	+79
14	12	37	TOBYMAC FEAT. KIRK FRANKLIN & MANDISA LOSE MY SOUL	FOREFRONT/EMI CMC	466	-52
15	15	21	MEREDITH ANDREWS YOU INVITE ME IN	WORD CURB	385	-3
16	18	3	BEBO NORMAN PULL ME OUT	BEC/TOOTH & NAIL	366	+35
17	17	8	MARK HARRIS ONE TRUE GOD	INO	356	+24
18	19	7	DAVID CROWDER BAND O, FOR A THOUSAND TONGUES TO SING	SIXSTEPS/SPARROW/EMI CMC	350	+24
19	22	4	MANDISA MY DELIVERER	SPARROW/EMI CMC	305	+57
20	16	18	POINT OF GRACE I WISH	WORD CURB	292	-56
21	20	13	IAN ESKELIN, MARK STUART & VICKY BEECHING LORD	INTEGRITY	265	-19
22	23	4	ABOVE THE GOLDEN STATE I'LL LOVE YOU SO	SPARROW/EMI CMC	252	+37
23	24	4	KUTLESS I DO NOT BELONG	BEC/TOOTH & NAIL	251	+54
24	27	2	JARS OF CLAY TWO HANDS	GRACE MATTERS/ESSENTIAL/PLG	237	+58
25	30	2	BIG DADDY WEAVE YOU FOUND ME	FERVENT/WORD-CURB	231	+89
26	25	5	JAMIE SLOCUM DEPENDENCE	CURB	213	+21
27	28	2	REMEDY DRIVE ALL ALONG	WORD CURB	185	+34
28	NEW		JIMMY NEEDHAM FORGIVEN AND LOVED	INPOP	169	+57
29	NEW		LINCOLN BREWSTER GOD YOU REIGN	INTEGRITY	166	+26
30	26	4	REVIVE CHORUS OF THE SAINTS	ESSENTIAL/PLG	161	-4



TroyResearch

CHRISTIAN AC MUSIC RESEARCH

ARTIST TITLE	IMPRINT / PROMOTION LABEL	FAM%	W 25-54	W 25-34	W 35-44	W 45-54
BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	99%	4.24	4.23	4.26	4.22
LAURA STORY MIGHTY TO SAVE	INO	98%	4.22	4.33	4.23	4.11
TOBYMAC FEAT. KIRK FRANKLIN & MANDISA LOSE MY SOUL	FOREFRONT/EMI CMC	98%	4.16	4.13	4.15	4.21
CHRIS TOMLIN JESUS MESSIAH	SIXSTEPS/SPARROW/EMI CMC	99%	4.16	4.04	4.26	4.17
TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	97%	4.12	4.18	4.10	4.09
MATTHEW WEST THE MOTIONS	SPARROW/EMI CMC	97%	4.12	4.21	4.10	4.05
JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	98%	4.10	4.04	4.14	4.12
CASTING CROWNS SLOW FADE	BEACH STREET/REUNION/PLG	89%	4.06	4.03	4.08	4.07
THIRD DAY REVELATION	ESSENTIAL/PLG	93%	4.05	3.93	4.16	4.07
BIG DADDY WEAVE WHAT LIFE WOULD BE LIKE	FERVENT/WORD-CURB	97%	4.04	3.97	4.09	4.06
CHRIS TOMLIN I WILL RISE	SIXSTEPS/SPARROW/EMI CMC	90%	4.04	3.99	4.10	4.02
MERCYME FINALLY HOME	INO	85%	3.98	3.82	3.98	4.14
DOWNHERE HERE I AM	CENTRICITY	89%	3.97	3.87	4.04	4.01
STEVEN CURTIS CHAPMAN YOURS	SPARROW/EMI CMC	94%	3.96	4.00	3.90	3.99
MERCYME YOU REIGN	INO	88%	3.91	3.82	3.91	4.00
MEREDITH ANDREWS YOU INVITE ME IN	WORD CURB	90%	3.84	3.88	3.85	3.79
33 MILES ONE LIFE TO LOVE	INO	72%	3.80	3.80	3.85	3.77
JOSH WILSON SAVIOR PLEASE	SPARROW/EMI CMC	77%	3.80	3.76	3.81	3.83
FRANCESCA BATTISTELLI FREE TO BE ME	FERVENT/WORD-CURB	87%	3.79	3.85	3.85	3.66
NATALIE GRANT OUR HOPE ENDURES	CURB	91%	3.76	3.76	3.81	3.72

Total Sample size is 1708. These are average scores for music in the Christian AC format, based on data from surveys conducted throughout the US, using TroyResearch Online Music Tracking. Online panelists score each song on a 1-5 scale where 1 = strongly dislike and 5 = strongly like. TroyResearch is a registered trademark of RadioResearch.Com. To inquire about Online Music Tracking with TroyResearch, call Jonathan Little at 740-549-9700, x61 or email jlittle@troyresearch.com.



Bob McKay writes his own storybook ending

The Real McKay

R.J. Curtis

RCurtis@RadioandRecords.com

Beasley's WKIS/Miami and WXTU/Philadelphia have had Bob McKay's fingerprints all over them for the past 25 years. After nearly 17 successful years in Miami, he segued to WXTU in 2000, where he's enjoyed similar success for the past eight. McKay is a well-respected, high-profile figure in country radio, programming in two challenging, nontraditional and vastly different major markets. ■ What prepared McKay for such a consistent run that started in 1984 and continues to this day? Perhaps it was the 21 other stations he worked at during the 18 years prior to his Miami arrival. According to McKay, in one year alone, he accumulated five W-2 forms. In the years leading up to his marathon Miami stint, he characterizes himself as "a nomadic roustabout DJ who took my kids all over the country for another \$25 a week."

A Perfect Script

There is a payoff for all that state-hopping, and it's a real doozy. On March 3, McKay will be inducted into Nashville's Country Radio Hall of Fame. That feat would qualify 2009 as a pretty good year for anyone, but McKay has plans for later in the year that will make 2009 even more special.

First, WXTU will celebrate its 25th year in the format. In addition, by year's end, McKay will make good on a plan to retire from radio. When R&R recently spoke with WXTU GM Natalie Connor about McKay stepping down, she said, "How cool is that for Bob? Going out on the 25th anniversary and going into the Hall of Fame. You couldn't have scripted that any better."

By the time McKay took his first job in country radio, programming WBCS/Milwaukee (now WMIL), he'd already worked in Wichita;

Albuquerque; Cleveland; Tampa; Akron; Oklahoma City; Great Falls, Mont.; and Minot, N.D. He was familiar with country before that, having listened to WWVA/Wheeling, W.Va., as a kid, but never really gave it a second thought until he worked in Kansas. While programming KLEO/Wichita, McKay found himself listening to crosstown KFDI more and more and was drawn to the music.

When he arrived in Milwaukee, McKay says it was about the same time Bob Pittman had put country WMAQ on the air—and on the map—in Chicago. "He had given it a top 40 vibe. That's what we did in Milwaukee, too."

It was during his Milwaukee experience that McKay decided country was the format for him. "I loved the music. I was listening at home on weekends, everywhere, and trying all different forms of it, too."

'How cool is that for Bob? Going out on the 25th anniversary and going into the Hall of Fame. You couldn't have scripted that any better.'

—Natalie Connor



"A nomadic roustabout DJ": Bob McKay, circa 1966

Country, Coast To Coast

After a year-and-a-half, McKay jumped at the chance to flip KCBQ/San Diego to country. "That was the biggest moment of my life," he says. "It was 1980, the beginning of the 'Urban Cowboy' movement. At about the same time, KHJ and KZLA/Los Angeles went country, and WQAM/Miami and KSAN/San Francisco flipped, too."

For the next four years McKay lived the Southern California life, programming KCBQ and battling with KSON. Then Mel Karmazin's Infinity Broadcasting bought 'CBQ and during a management turnover McKay left the station. In fall 1984, McKay was offered the job in Miami, programming WKQS (Kiss Country), which later changed its calls to WKIS. After flipping to country in 1981, McKay says Kiss still wasn't a mature station when he arrived, struggling with two competitors, WGMA-AM and WQAM. Eventually, WKIS' owners bought out

'QAM and 'GMA ultimately went away, leaving Kiss alone in the format. It took McKay about a year to fully get his arms around the station and the market. "My reference point was Southern California because I lived there for four years."

Compared with what he describes as a more laid-back lifestyle out west, South Florida had an uptempo, East Coast pace. "It's a very flashy place. I had to get used to the difference in lifestyle and overall attitude there." While in Miami, McKay helped create what is now one of the biggest concerts in the Southeast, the annual WKIS Chili Cookoff. McKay brought the idea with him from San Diego. "We



did a lot of chili cookoffs out there. I told the owner, 'Let's just do another one.' It became a two-day event and was originally free."

McKay was in the middle of a good long run in Miami when the chance to move to country sister WXTU came up. It started when WKIS GM Dave Donahue was transferred to Philadelphia in November 1999. At the WKIS Christmas party a month later, Donahue suggested the move to McKay. "I was in Miami for so long; the station was doing really well. The ratings were good, I had a great airstaff, nothing was wrong in my world," he says. "It was just a great opportunity." Fairly quickly, the move to Philly became "a no-brainer," he says. "I thought, 'If I fall, then I fall.'"

'Never Get Lazy'

Just as he had done when he arrived at WKIS, McKay had to work on reaching the country audience in Philadelphia, a city that he says has a faster pace and a more aggressive vibe than Miami. "There's a lot of country in South Jersey, in Gloucester County, and there are a lot of military personnel around Philly," according to McKay. "They're all listening to this station. I learned that the first six months here." Like Kiss, WXTU does well in the suburbs and on the military bases but there's something else challenging about Philly, too. McKay says the metro is enormous. "There are eight counties in the metro. It is fast-paced, high-energy, but I will say there's a great work ethic in Philly. People really work up here.

'I loved [country] music. I was listening at home on weekends, everywhere, and trying all different forms of it, too.'

—Bob McKay



McKay, then known as Trip Summers, the Night Tripper, at WKY/Oklahoma City, circa 1967

They care about their jobs and seem to enjoy themselves." McKay has high regard for the quality of radio in his market, too, citing Philly's "great musical heritage. Beyond the music, you have to put up a product that stands up to [rock] WMMR, [AC] WBEB and [classic hits] WOGL. It keeps you sounding great. You can't be this little ole country station sitting by itself. We need to sound as good as everybody else every day, and we do. We've been very consistent."

When programming in a PPM-measured market, McKay says, "you can never get lazy. You have to keep reinventing the station every day. I don't mean changing it, but keeping things fresh and relevant." He knows firsthand what a game-changer the PPM has been and will continue to be. He's been living with this new ratings methodology for seven years and is one of the most sought-after voices for the country format when the topic comes up at such events as the Country Radio Seminar. Asked if the transition to electronic measurement has invigorated him, even after so many years of day-to-day programming, McKay replies, "Clearly. We were on the beta test for that starting in 2002. To see what it does now and how it measures listening, even with a few problems, overall most of us would take real listening over diary recall."

When McKay was first told of his induction into the Country DJ Hall of Fame in October, he was nearly beside himself. "I can't even begin to describe what it means to me," he said. "It's phenomenal; the crown jewel, the pinnacle. I'm humbled and still a bit numb."

Even after a few months to absorb and reflect on the news, McKay says that when March 3 arrives, "it will be an emotional night for me." His entire family will be in Nashville to celebrate, the same family that moved across the country so many times.

"They weathered them all," he says. "What's amazing to me is how well-adjusted my kids are. I look back on that and think, 'I can't believe we did that!'"

R&R

The CRB President's Award goes to . . .

Shelia Shipley Biddy

By R.J. Curtis

Shelia Shipley Biddy remembers the events leading up to her 1992 election as VP of the Country Radio Broadcasters, although it all happened rather quickly. "Jack Lameier had been in the VP role for years. He came into the board meeting one day after the [Country Radio Seminar] and told me, 'I'm nominating you for VP today.'"

Knowing better than to argue with the often gruff but usually lovable Lameier, Shipley Biddy went with the plan. The next thing she knew, nominations were closed, a vote was quickly taken, and she was elected. "It hit so quick," Shipley Biddy says, realizing later that she had overwhelming, premeditated support from the entire board. She went on to serve in the VP role from 1992-1999, eight of her 13 total years on the CRB board.

Recognition Time

Her years of service to the CRB will be recognized Tuesday, March 3, at the Country DJ and Radio Hall of Fame dinner, when Shipley Biddy is presented with the organization's President's Award. The honor acknowledges "an individual who has made a significant contribution to the marketing, production, growth and development of the Country Radio Seminar."

Upon hearing of her selection last fall, Shipley Biddy was literally moved to tears, saying she was "totally blown away. I didn't expect it, didn't see it coming." Even after so many years of volunteering her time and energy to the organization, Shipley Biddy didn't realize—much like the day she was elected VP—how much support she

had from so many people. Explaining her emotions, she says, "When that call came it was a good thing for me and my morale. It meant there was a chunk of time that people remembered who I am, who I did and how I contributed."

A CRB Board seat is not a paid position. At the time Shipley Biddy served, she had one of the more high-profile pay jobs at Music Row. After starting her career in promotions at RCA, Shipley Biddy moved to MCA as director of marketing and sales in 1984. A year later she was director of national promotion, then senior director of national promotion. When MCA reactivated Decca in 1994, Shipley Biddy was named senior VP/PM, the first woman in Nashville to hold such an executive position.



Knowledge, Celebration

Shipley Biddy describes her earliest CRS experiences as "my college." She had grown up in small-town radio and her first husband was in the business, so she arrived in Nashville armed with both understanding of radio and deep love for it. Going to CRS "was a chance to attend an educational forum, learn about Arbitron and see how radio stations worked," she remembers. "I always came away with knowledge that was important to me."

Once in a position where she managed a staff, Shipley Biddy passed on the importance of CRS

as an educational opportunity to others. "I would go to the agenda and mark panels I thought my staff needed to be at; it might be time management, a motivational speaker or some subject that needed a better understanding."

During Shipley Biddy's time on the CRB Board, the format and CRS flourished. It was the '90s boom when country was the dominant mainstream form of music in America. Shipley Biddy calls the seminar at that time "a real celebration," where country radio and the record industry converged on Nashville. "We were having success and we were proud of it. Radio stations were competitive and I loved that. The competition was so fierce. There was such a pride in being a country radio station. That's something we shared at the seminar."

House has a second home: the DJ Hall of Fame

Terribly Good, Awfully Deserving

By R.J. Curtis

WSIX/Nashville morning man Gerry House, who will be inducted into the Country DJ Hall of Fame Tuesday, March 3 in Nashville, likes to say he is a terrible DJ. ■ How terrible, you ask? So bad, that in the past 12 months, he's been recognized as the personality of the year by the Academy of Country Music, the Country Music Assn. and Radio & Records. In fact, for the past decade, R&R has been wise to House and his unique brand of on-air terribleness. Just once in the past 10 years has House not won the R&R Industry Achievement Award for best personality. Since he originally moved into the Music City neighborhood in 1975, no fewer than 25 industry awards have ended up on his doorstep. Obviously, the guy is atrocious.

Of course, that's just Gerry's opinion. The radio listening audience in Nashville would likely disagree. So would his bosses at WSIX and their bosses at Clear Channel headquarters in San Antonio. The same goes for the many artists, songwriters, publishers, industry pals and golfing buddies who call Gerry House their friend. While none of those people will ever convince House that he is, in fact, wrong about his on-air self-appraisal, the Country DJ Hall of Fame selection committee has at last convinced House he'd feel right at home in the hall anyway.

From Radical To Radio

Like most people in radio, Gerry House had a few different stops before arriving at his longtime WSIX home. Unlike many enduring air personalities, he wasn't the kid hanging around the local radio station, taking out the trash as he grew up in northern Kentucky. It wasn't until attending Eastern Kentucky University and joining the campus station WEKU that House became interested in being on the air, and it happened accidentally.

A self-described "radical" back then, House went into the station to read an editorial on the air. Afterward, he asked the station manager what he thought. "Awful" was the initial reply. The manager then added, "but I like the way you read." House got an immediate offer to liberate himself of his radical ideas "and be part of the establishment." He then did what any college-aged student with wide-

eyed ideals would do when faced with a moral dilemma: "Of course, I immediately dropped all my beliefs and the things I cherished for two years. My core beliefs went right out the window."

Big 98

House's amazing career will forever be linked to one radio station: Big 98. With the exception of a

'Some people have that one-on-one communication ability. I'm just not comfortable doing it.'

—Gerry House

short stint at crosstown WSM/Nashville and a two-year experiment at KLAC/Los Angeles, both in the mid-'80s, Nashville has been House's milieu. House had sent tapes to several stations before WSIX hired him in December 1975. When he checked into the Nashville Hyatt on Dec. 31, 1975, a message was waiting for him from the GM at WHAS/Louisville.

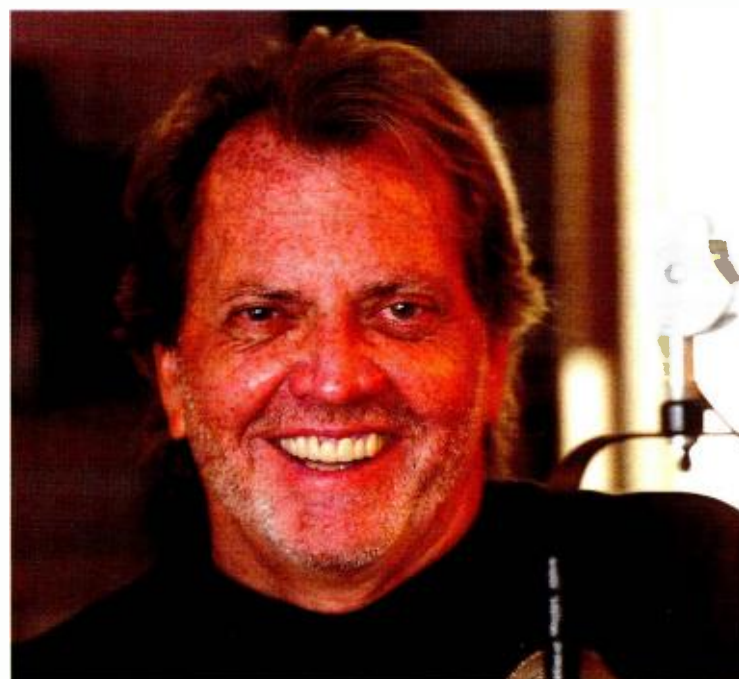
The GM called House "Gary," which House automatically assumed was because he spells his first name with a "G." The GM told him, "I really like your tape. There's this other guy who's good, but not as good as you; you're the guy." Even though he'd taken the Nashville job, House was convinced to at least talk about the job at WHAS. "I drove to Louisville," he recounts. "Went to WHAS . . . I was a nervous wreck, and the GM said 'Gary, come on in.' I said, 'By the way, my name is Gerry.' He looked down at his desk and said, 'You mean you're not Gary Burbank?' I said, 'No, I'm Gerry House, the other guy that's not as good as Gary Burbank.' That was one of the most embarrassing, cringe-inducing moments I've ever been through."

The Write Stuff

Obviously, things have worked out pretty well for House. He's been producing laughter at WSIX all these years on a show that is meticulously written, planned and executed, yet sounds totally spontaneous. House insists he's a terrible DJ because he's actually a writer and while he won't say it, we will: a brilliant writer. The preparation masks what House sees as deficiencies in his basic on-air skills.

R&R asked if his self-generated on-air characters do the same thing: "Absolutely. Some people have that one-on-one communication ability. I'm just not comfortable doing it. I'm a writer, so I create bits and funny commercials." Ideas for what we now know as "the House Foundation" were percolating early in his career in markets like Ithaca, N.Y., and Tallahassee, Fla. What held him back, House says, was a lack of people around him in the studio. "That's why I started creating characters, because I needed somebody to talk to." One of his now-familiar characters was developed during his time in

Continued on page 55



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KBWF/FM San Francisco, CA—**UP 51.5%**
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**Arbitron Metro 25-54 AQH Increases (Spring 08 to Fall 08; No summer book in this market)



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Hall of Fame induction eclipses previous career highlights

No Dark Side To This Moon

By R.J. Curtis

Like many hardworking people in radio, Moon Mullins has a lot on his plate. Each day is piled high with a variety of responsibilities. It starts with the morning show on Regent's country WBKR/Owensboro, Ky., where Mullins, Chad Benefield and Jaclyn Graves comprise the station's "Waking Crew," airing weekdays from 5 a.m. to 9 a.m. Every Wednesday the show looks forward to its regular, special guest: Hoot, the talking parrot. Last month, on Elvis Presley's birthday, Mullins and his cohorts were graced by the presence of the former Graceland resident—"the younger version," according to Mullins, who says the King patiently played "Are You Smarter Than Elvis" with the Waking Crew and its listeners.

After 9 a.m., Mullins segues to day-to-day programming duties for WBKR and OM chores for news/talk sister WOMI, which are interrupted only when it's time for another of his many responsibilities: a one-hour stint as the stations' receptionist. Mullins insists he can get a lot of work done while answering phones at the front desk. There's something else Mullins is adamant about: "I would not go anywhere else to do anything. This is incredibly fun."

Mullins' multitasking position at WBKR, a small-market station situated in a county with about 100,000 people, "goes right back to where I began." His first radio job was in 1961 in Denver City, Texas. In the years between Denver City and Owensboro, Mullins' career has taken him to numerous destinations. His accomplishments in all those places and contributions to the country format have earned him a permanent home in the Country Radio Hall of Fame; he will be inducted March 3 in Nashville.

Moon's First Phase

Born and raised in Lubbock, Texas, Mullins grew up listening to CHR/top 40 stations KSEL and KDUB. When he was 15, he responded to a want ad in the local paper, which sought a radio announcer in Brownfield, Texas. As it turned out, while the owner was in Brownfield, Mullins says the station was actually in Denver City, 90 miles from Lubbock. Mullins got the job and quit school, something he says that, at the time, "wasn't as

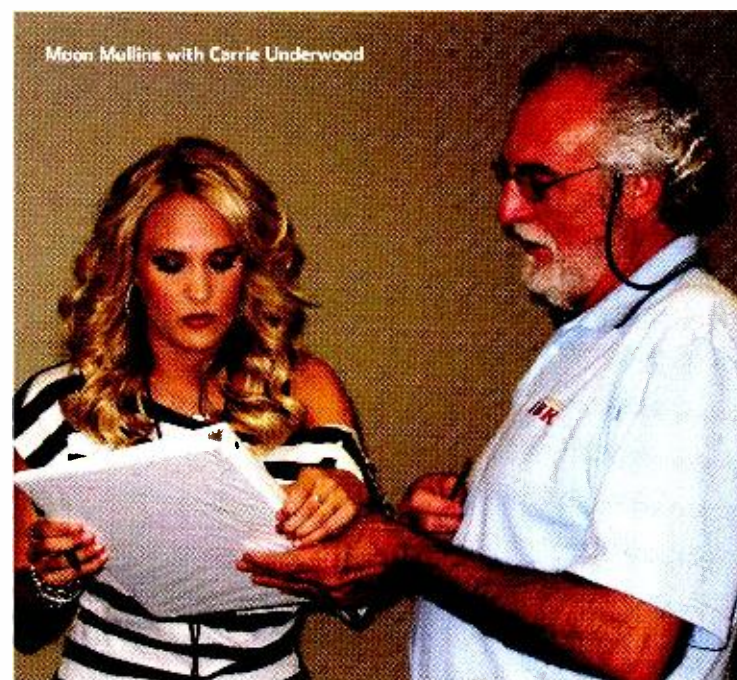
important as getting into the business."

After two more stops, Mullins circled back to Lubbock and was hired at country KLLL in February 1963. "The station programmed itself like a top 40 station," Mullins recalls. "It called itself 'modern country' and played crossover music like Roy Orbison, Buddy Holly and the Everly Brothers." The presentation appealed to Mullins, who had already worked in the format before his arrival at KLLL and was initially drawn to that style of radio as a child, listening to faraway stations like WLS/Chicago and KOMA/Oklahoma City. "It wasn't the music," he says. "It was the voice in the dark, as I listened to my transistor radio under the covers, wanting to be those guys."

Zenith

Mullins left KLLL in 1966 and had his first real exposure to programming when he arrived at KCKN (now KFKE) in Kansas City, where he worked closely with Ted Cramer, a 1999 Country DJ Hall of Fame inductee. During his three years at KCKN, Mullins says he learned about programming from Cramer while gradually moving up the food chain, from nights to afternoons and then on to mornings with MD responsibilities.

In early 1969, Mike Oatman and Mike Lynch of Great Empire's KFDI/Wichita "seemed to be taken with me and wanted me to be their PD," Mullins says. He took the opportunity to acquire his first official PD gig. Though he admired the Great Empire



'I would not go anywhere else to do anything. This is incredibly fun.'

—Moon Mullins

approach to country radio with its "Radio Ranch" handle and personalities who referred to themselves as "ranch hands," it was too old-school for his top 40 instincts. "I had difficulty adapting; I couldn't do it," he says now. After four months, he took a job doing mornings at WINN/Louisville for PD Dave Olsen. By the time Mullins arrived at the station, however, Olsen had been fired. That turned out to be good news for Mullins, who was asked to be the PD—for \$5 extra per week.

For the next nine years, Mullins doubled as WINN's PD and morning man. But his next move proved to be pivotal and career-defining. Mullins was reunited with Cramer in 1978, when he took the MD job at WDAF, working under Cramer and then-Taft Broadcasting group PD Randy Michaels. Cramer moved on to program WTVN/Columbus, Ohio, in 1980. Mullins was subsequently given the programming keys to 'DAF, which took to calling itself "the Flatlands Godzilla" when a No. 1 book would come in—which turned out to be every survey except one during Mullins' eight-year tenure as PD.

That single non-No. 1 ranking still irritates Mullins, who says it was due to "bad sampling from one of our hot zips, Raytown, which was just asinine." Despite that blemish, WDAF achieved

Continued on page 55

STEVE AZAR

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Photography by Pamela Springsteen

After decades at WGAR/Cleveland, Chuck Collier enters Country DJ Hall of Fame

A Date With Destiny

By R.J. Curtis

June 12, 1963, is a significant date for the city of Cleveland and its many country music fans. That's the day a family friend brought Chuck Collier to the local radio station. He was a confident, natural cold reader and had spent many hours doing make-believe radio shows at home. Willard Parker, who ran the station, offered Collier a lifetime's worth of confidence when he told the 16-year-old, "You're better than I am."

Things went down almost perfectly on that summer day in '63, which is why on a winter evening in 2009, Collier will assume his permanent place in the Country DJ Hall of Fame, during the DJ and Radio Hall of Fame induction and dinner in Nashville. He is already accustomed to permanent places, though, having spent most of his life in radio—36 years at WGAR/Cleveland and more than three decades in country. It's all because once he was behind a live microphone, Collier was bitten by the radio bug and knew that's what he wanted to do for the rest of his life.

Department Of Education

There's someone else who deserves partial credit, too, according to Collier: Gary West, his best friend. West is the one who triggered the initial curiosity in radio for Collier by landing a job at that local station, WSRW/Hillsboro, Ohio. Once Collier heard West on the air a few times, he thought to himself, "Hey, I could do that." Once he caught the attention of Parker, Collier was regularly reading the news on WSRW. It was only a matter of weeks before Collier sat behind the turntables as well.

Some 47 years later, the thrill remains. "To sit there and cue those records up at that 500-watt radio station and actually be on the air . . . talk about being lucky," he says. After a year-and-a-half, Collier moved on to WMWM/Wilmington, Ohio, where he worked during summer vacations while attending the University of Cincinnati. Collier hadn't originally planned on attending college, figuring radio would be his career; besides, he'd never been a big fan of the classroom. When his father suggested continuing his education, Collier told him, "Arthur Godfrey never went to college." He recalls that his dad never missed a beat, saying, "Yeah, but just think how much better he could have been if he did go." Anxious to prove his father wrong, Collier wrote a letter to the TV/radio editor at the Cincinnati Enquirer, asking how many of the

jocks at WSAI/Cincinnati were college grads. To his surprise, the paper printed Collier's letter, revealing that every one of the station's on-air personalities had degrees. This was especially powerful for Collier, who idolized the station's staff. "That very moment," he says, "is when I said, 'I'm going to college.'" He now had the best of both worlds, sticking with school and radio. In the summer of 1967, Collier joined WONE/Dayton, handling vacations and fill-in. Ironically, in 1969 he was hired at the station he idolized, WSAI, where he worked until finishing college.

The Big Apple And Back

With his degree in hand, Collier sent audition tapes to WGAR, which was on the verge of a format change. He soon found himself in the office of WGAR PD John Lund, getting a job offer without even knowing what the format would be. Collier would be doing afternoons on an oldies station, he soon learned. On the same day he made his Cleveland radio debut, so did the station's newly hired morning man, Don Imus. After nearly five years there, Collier followed what had turned out to be an exodus to New York. One by one, Imus, Lund and other co-workers ended up in the Big Apple, and in 1975, Collier joined



'To sit there and cue those records up at that 500-watt radio station and actually be on the air, talk about being lucky.'

—Chuck Collier

his Cleveland cronies when he landed a job at WCBS-FM/New York. After two years, a PD and GM change at the station pointed Collier back home. "I lucked out and got another job at WGAR," he says. "If I'd have stayed in New York any longer, it would have changed everything. Cleveland would never have happened."

WGAR made the flip to country in 1983 and Collier remained with the station, where he eventually became MD—a job he still has—in addition to his afternoon show. Explaining why he's never had any desire to leave the station or the market in the nearly 32 years since returning, he says, "I take after my dad. If I'm happy somewhere, there's no reason to leave. The station has always been filled with wonderful people. It's a lot of hours, but never any work."

As for maintaining longevity at WGAR, he adds, "I've always tried to treat everybody with the golden rule. I just liked it and found no reason to leave." After all his time handling MD chores for WGAR, Collier never felt a calling for the programmer's chair, nor has he felt any burnout after so many years on the air every day. "I can sum it up this way: From 1963, this is all I ever wanted to do. Even working 12- to 14-hour days, I am still having a blast. I enjoy the airwork. I enjoy listening to music. But I've never had any aspirations to be a PD. That seat is really hot." (The PD job is currently held by Brian Jennings.)

Asked what it means to be recognized by the industry and meeting the Country DJ Hall of Fame criteria of "having made significant contributions to the country radio/music industry," Collier says it may be hard to keep his emotions in check on the night of March 3. "I well up easily. I'll have a lot of friends there. Country music is all a big family; it means the world to me. It's one of the highlights of my life and definitely the highlight of my career. I'm humbled." **R&R**



Collier, right, and Charlie Daniels

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COLUMBIA
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Country Radio Broadcasters' 2009 Artist Career Achievement Award Recipient

Merle Haggard

By R.J. Curtis

Career achievement. Merle Haggard. The words and the name are practically interchangeable. In 2009 they're again linked, as the Country Radio Broadcasters presents its annual Career Achievement Award to one of the most respected and influential American singer/songwriters.

Since 1998, CRB has presented this award to an individual or artist that "through their creativity, vision, performance or leadership has made a significant contribution to the development and promotion of country music and country radio." Past recipients include Charlie Daniels, Kenny Rogers, Dolly Parton, Buck Owens and Loretta Lynn.

Haggard is credited with helping create the Bakersfield sound and emerged as one of the most important and successful country artists of the '60s. But he didn't stop there. In 1977, Haggard was inducted into the Nashville Songwriters Hall of Fame and he remained a mainstay of country radio through the '80s. During his long career he has accumulated numerous awards from the Academy of Country Music, the Country Music Assn. and many other organizations. He has been a member of the Country Music Hall of Fame since 1994.

For more than 45 years, Haggard has been a veritable melting pot of musical styles that include country, jazz, blues, folk and bluegrass. In late 2008, he chalked up yet another accomplishment: surviving cancer. He was diagnosed with non-small-cell lung cancer in November of last year and subsequently had a portion of his lung removed. Haggard was back onstage as early as this January in the city he helped make famous, Bakersfield, Calif.

R&R spoke to Haggard earlier via telephone while he was on tour.

How is your health?

It's in good shape. I'm working a 12-day tour right now. I have some recuperating to do; I had a serious surgery but it was successful. I don't need to have any further treatments, I just need to heal up.

We heard you describe yourself as "very lucky" in terms of your illness and treatment.

Well, I think so. I had an old bus for about 12 years and I think I spent a couple years not knowing we had an exhaust leak. I wound up with cancer on the top right lobe of my lung. They were able to go in there and get that; it was kind of hanging there like a piece of fruit. But there was no other cancer in my body.

Describe the Bakersfield sound.

It's a barroom sound. It's a west-of-the-Mississippi sound and a Texas/California type music that probably has some Mexican influence; probably has some electric Telecaster influence that you wouldn't find in the church in North Carolina. I guess it's a little more toward rock'n'roll than country.

Why do you think fans connected with it?

That kind of music grew up in America when America was working 24 hours a day. It was built for energetic people that went to a dance on Saturday night. There's nobody that goes out past 5 p.m. in America anymore and they work four days a week, eight hours a day when they work . . . and they wonder what's wrong with the economy! [laughs] It's really pretty damn simple. Everything is bought on the Internet and all these stores are empty. It doesn't take a genius to figure it out.

Musically, you seem to have been influenced by a lot of different people over the years. What kind of music or artists influence you today?

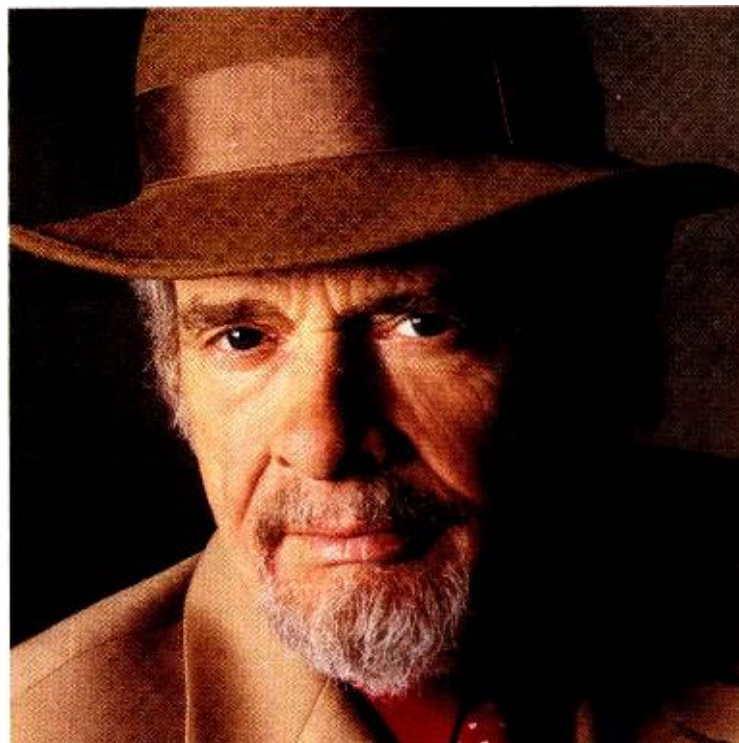
Well you know I'm friends with a lot of them, like George Strait. I'm probably more friends with the old rock'n'rollers: the Rolling Stones, Keith Richards and people like that. And I was probably more influenced by Chuck Berry than Roy Acuff.

On the flip side, you've been a musical influence for many artists over several generations.

Well that's wonderful to know you've been heard and studied. A man at my age would have to take that as a compliment.

In general, has country radio been good to you?

I think they have. I know there are other artists in my age bracket that have complained a lot about it. But it's simple to see why they don't play me more. I'm too old. I had a lot of airplay over a period of 30 years, so I can't complain; I mean, they still play me once an hour at a lot of stations as a classic. I would love to be treated as a current artist, but age won't allow it. We're writing new music and we have new records. We compete at a top-drawer level with intentions of that. It's kind of hard to bust the bar-



'I was probably more influenced by Chuck Berry than Roy Acuff.'

—Merle Haggard

rier. How can I compete with the young girls? And let me be sure and clarify something: I love the young girls in the business; they do wonderful. But I can't make a video that will compete with theirs.

Artists sometimes say their songs are like children and it's hard to pick a favorite. Are there songs you are particularly proud of?

We do our favorites every night. We start out with "Ramblin' Fever" and we do "Mama Tried," "Workin' Man Blues" and "Big City." I've got 16 songs that are over a million played. We try to do a variety of those every night.

What are your thoughts about being honored with the Artist Career Achievement Award from CRB?

It's a wonderful thing. I'm glad to know there are people in the organization that recognize my name, know I'm still alive and know that I'm not Waylon.

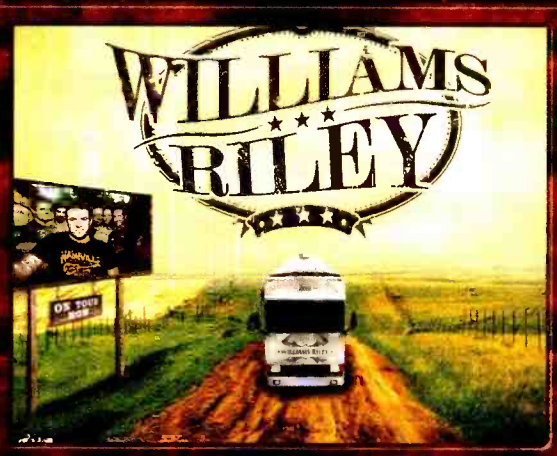
Wait a minute . . . was there ever confusion about that?

Well, it's always been there. Don't understand it, can't explain it, but people have always gotten me confused with Waylon.

But there's such a difference between your music and his!

Well, there is. You know, his wife [Jessi Colter] had a song called "I'm Not Lisa." I'm thinking about writing one called "I'm Not Waylon." R&R

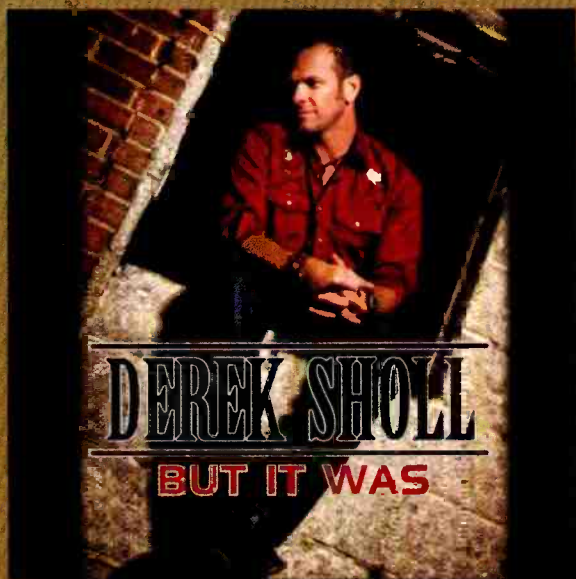
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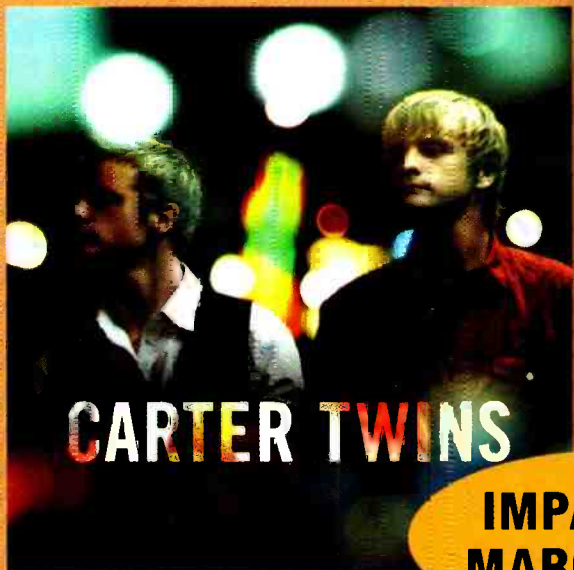
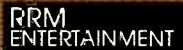
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Terribly Good, Awfully Deserving

Continued from page 46

Florida: Mack Truck. "It used to be a singing character," House says. "It was a way to use my musical stuff. Then it evolved into an editorialist. I don't think of him as a redneck character. I think of him more as a comedy character." Lately, House says, the Mack Truck character "is almost me. I hardly do the voice anymore."

The great thing about characters "is that you can say things in a funny, high-pitched comic voice that you can't say in your own voice. All they are for me now is my safety pieces. I still feel unprepared unless I have that." With several of his characters participating in the show every day, how does House compartmentalize all of them? "I just write what I think is funny and just have them say it." Coming up with the initial idea is the tough part. "After that you can run with it."

House says he found his groove for "the House Foundation" in the early '80s "when I went to WSIX-FM and I got Paul Randall and AlVoeks as a news guy; that's when it gelled."

Another cornerstone of the House Foundation is the use of listener phone calls. "I love poking and prodding and teasing and getting people to do things," he says. Listeners don't mind the teasing. "My listeners are in on the joke; I think everybody gets that and knows I don't have an agenda to bury someone. I'd never do that. If somebody was real-

ly lost I wouldn't make fun of them. It's really just sitting around and talking to people."

House believes the biggest mistake air personalities make is depending on the listeners to be funny. "That's deadly: trying to get a punch line instead of just talking to them. They'll say hilarious things [that way]."

'No Dread, No Drama'

After so many years of waking up Nashville, the House Foundation is "a well-oiled machine, but I still worry that people will think something's not funny or we're not doing a good show." House will also tell you that he cares about success "a little less than I used to." He had an epiphany after suffering a brain aneurism in 2003. While out playing golf one day, House started getting what he described as "the mother of all headaches" and instinctively called his wife, Allyson. "I said, 'Where are you?' She said, 'Call 911.' She heard it in my voice."

Though he made a full recovery, it wasn't until a year later when his doctor told him how lucky he was to be alive, describing it this way: "You're one out of 10,000 who recovered like you did." The new mantra for House and his wife after that experience has since been "No dread, no drama."

What will be going through his mind on the evening of March 3 when he's inducted into the

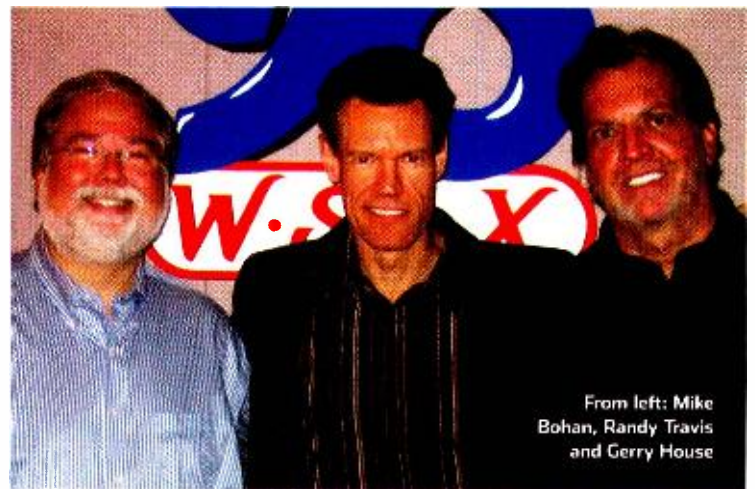
'I don't have an agenda to bury someone. I'd never do that. If somebody was really lost I wouldn't make fun of them.'

—Gerry House

DJ Hall of Fame? "I'm honored beyond belief and I understand I've had success and I'm lucky to be here. I guess I'll just go in and quit the next day," he says with a laugh.

That probably won't really happen, but we wonder how much longer House will want to maintain the grind of morning radio. "I will say the days get earlier and I get grayer. I notice that. Someday I'll probably just write songs. But as I like to say, 'Who wouldn't want to spend more time with Allyson House?,' which is what I'll do."

But not right now "I always have a page full of things. I read a lot and I write a lot. I'm not tired of doing that. I was before my brain surgery but I'm not anymore. I'm not afraid of not being Gerry House!" **R&R**



From left: Mike Bohan, Randy Travis and Gerry House

No Dark Side To This Moon

Continued from page 48

legendary status during those years, and Mullins says the job was a dream come true. "The news director at WDAF created a news culture that harkened back to the old days, almost like newspaper street reporters. The processing on the station was incredible. We had a huge promotional budget and I had such an incredible staff."

New Moon

Following the success of WDAF, Mullins was lured to the biggest market in America to program WHN/New York. But in December 1985, just months after his August arrival, "Doubleday was starting to sell it. There were things going on that were disruptive." Because of that, Mullins says now, "I'm not sure I really had time to wrap my arms around it."

In spite of the challenges, he remains positive about his time in the Big Apple. "I try and remember all the wonderful things that happened during the year I programmed there: walking down Park Avenue, going into Grand Central terminal, seeing big-time screen and Broadway stars walking down the street." Mullins also marveled at the talent and professionalism of his New York airstaff, which comprised such big names as Lee Arnold, Dan Daniels and Del Demantro. "You could go in and have a session with them, giving them one concept and they would go in and just nail it."

After WHN folded, Mullins opened a program-

ming consultancy, which he'd been considering even before his New York experience. He relocated to Nashville in 1986 and business took off. By 1988, he became associated with fellow radio consultant Jeff Pollack, opening a Nashville office for the latter's worldwide company. In the early '90s, Mullins collaborated with Rick Blackburn and Mike O'Malley, forming First Track of Nashville, a music research company used by labels. But then, in 1994, Mullins suffered a near fatal heart attack. That experience and his recovery compelled him "to start rethinking where I was in life."

In 1996 he left radio consulting and deciding to concentrate on his research company. Unfor-

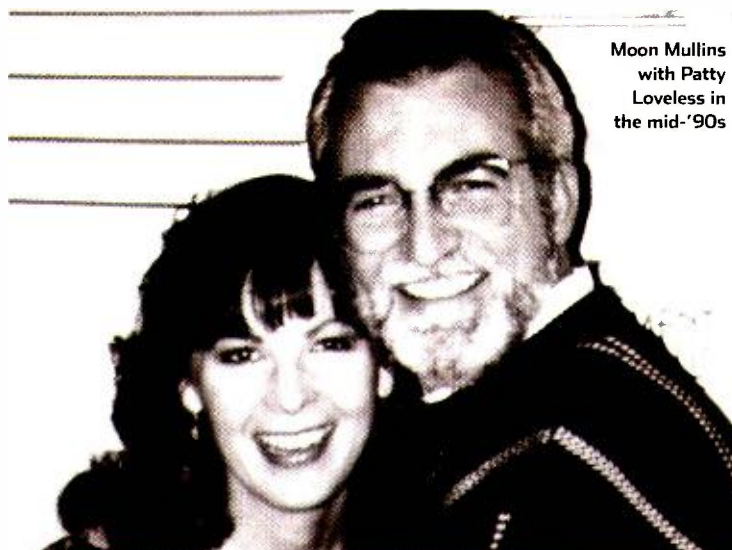
'Being in the hall and hanging on the wall at the convention center for however long it hangs there is very nice. I wish my mother were there to see it.'

—Moon Mullins

tunately, Mullins says, "The record business went through a bad time and business started drying up; it was fairly lean for a couple years." In 1998 he got the urge to return to radio and became group PD for Journal's country radio stations, based at KFDD, handling corporate responsibilities. When his run with Journal ended, Mullins says, "I really wanted to work for Regent. I knew both [VP of programming] Bob Moody and [president/CEO] Bill Stakelin." Since 2005, he has been the OM of Regent's WBKR and WOMI, in addition to morning show and receptionist duties.

Reflecting on his induction into the Country Radio Hall of Fame, Mullins, a huge baseball fan, compares it to players landing in Cooperstown, where criteria is based on a player's body of work. "In the era in which he played, was he in a dominant position? Was he a dominant player?"

Thinking back on his own body of work, Mullins reflects on his radio career this way: "In the '60s, '70s, '80s and early '90s, I was a player. I was involved somewhere in an influential position. So having that recognized—being in the hall and hanging on the wall at the convention center, for however long it hangs there—is very nice. I wish my mother were there to see it." And as a broadcaster who remains active in day-to-day radio, Mullins' excitement and outlook on the medium remain positive. "I love radio. No matter what happens I think radio will be alive and well, living in your downtown. I don't see it succumbing to satellite and radios on phones. And with what's going on in the economy now, radio is still the best place for someone whose business is suffering." **R&R**



Moon Mullins with Patty Loveless in the mid-'90s

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THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS
1	2	18	TOBY KEITH GOD LOVE HER	NO. 1 (1 WK)	☆	35.280 +1.623	5063 1
2	1	18	KENNY CHESNEY WITH MAC MCANALLY DOWN THE ROAD		☆	33.836 -0.259	4759 2
3	16		KEITH URBAN SWEET THING		☆	33.084 +0.625	4636 3
4	5	20	BROOKS & DUNN FEAT. REBA MCENTIRE COWGIRLS DON'T CRY		☆	30.227 +0.325	4392 4
5	4	23	DIERKS BENTLEY FEEL THAT FIRE		☆	28.693 -3.340	3841 7
6	8	19	DARIUS RUCKER IT WON'T BE LIKE THIS FOR LONG		☆	28.080 +3.195	4067 5
7	7	16	GEORGE STRAIT RIVER OF LOVE		☆	26.467 +0.687	3968 6
8	9	13	TAYLOR SWIFT WHITE HORSE		☆	24.460 +0.869	3615 8
9	6	29	BLAKE SHELTON SHE WOULDN'T BE GONE		☆	22.959 -3.879	3124 10
10	10	28	JAKE OWEN DON'T THINK I CAN'T LOVE YOU		☆	21.994 +3.059	3186 9
11	11	10	TIM MCGRAW NOTHIN' TO DIE FOR		☆	19.013 +1.468	2814 12
12	12	15	RODNEY ATKINS IT'S AMERICA		☆	18.855 +1.538	2893 11
13	14	6	CARRIE UNDERWOOD I TOLD YOU SO		☆	17.731 +2.068	2492 16
14	13	5	RASCAL FLATTS HERE COMES GOODBYE		☆	17.500 +1.755	2646 13
15	15	33	LEE ANN WOMACK LAST CALL		☆	16.591 +1.008	2639 14
16	17	14	JASON ALDEAN SHE'S COUNTRY		☆	16.004 +2.179	2625 15
17	16	17	MARTINA MCBRIDE RIDE		☆	15.412 +1.012	2396 17
18	21	4	JOHN RICH SHUTTIN' DETROIT DOWN	AIRPOWER	☆	13.739 +3.095	2023 20
19	18	21	JACK INGRAM THAT'S A MAN		☆	13.726 +0.529	2236 18
20	19	27	MIRANDA LAMBERT MORE LIKE HER		☆	13.315 +0.152	2113 19
21	22	8	TRACE ADKINS MARRY FOR MONEY		☆	11.963 +1.457	2007 21
22	20	27	JOSH TURNER EVERYTHING IS FINE		☆	11.259 +0.163	1996 22
23	23	20	JIMMY WAYNE I WILL		☆	10.666 +0.846	1954 23
24	24	25	ELI YOUNG BAND ALWAYS THE LOVE SONGS		☆	9.162 +0.464	1572 24
25	25	20	THE LOST TRAILERS HOW 'BOUT YOU DON'T		☆	7.909 +1.029	1345 26
26	26	14	JASON MICHAEL CARROLL WHERE I'M FROM		☆	6.518 +0.522	1456 25
27	27	5	MONTGOMERY GENTRY ONE IN EVERY CROWD		☆	6.345 +1.513	1054 27
28	31	6	LADY ANTEBELLUM I RUN TO YOU	BREAKER	☆	4.678 +0.717	772 31
29	40	2	SUGARLAND IT HAPPENS	BREAKER/MOST INCREASED AUDIENCE/MOST ADDED	☆	4.672 +3.221	620 35
30	25	18	DEAN BRODY BROTHERS		☆	4.616 +0.442	927 28

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS
31	30	15	KELLIE PICKLER BEST DAYS OF YOUR LIFE		☆	4.442 +0.369	748 32
32	28	21	JOHN MICHAEL MONTGOMERY FOREVER		☆	4.389 +0.134	805 30
33	32	16	HEIDI NEWFIELD CRY CRY ('TIL THE SUN SHINES)		☆	3.946 +0.148	836 29
34	35	7	ZAC BROWN BAND WHATEVER IT IS		☆	3.469 +0.596	586 36
35	33	15	EMERSON DRIVE BELONGS TO YOU		☆	3.113 -0.080	683 34
36	34	10	JOSH GRACIN TELLURIDE		☆	2.803 -0.198	701 33
37	37	8	CRAIG MORGAN GOD MUST REALLY LOVE ME		☆	2.632 +0.577	567 37
38	36	18	JAMES OTTO THESE ARE THE GOOD OLD DAYS		☆	2.488 +0.086	558 38
39	45	2	ALAN JACKSON SISSY'S SONG		☆	2.416 +1.358	450 40
40	41	6	CHUCK WICKS MAN OF THE HOUSE	BREAKER	☆	2.178 +0.761	431 41
41	38	15	ADAM GREGORY WHAT IT TAKES		☆	2.050 +0.028	525 39
42	39	8	TRENT TOMLINSON THAT'S HOW IT STILL LOUGHTA BE		☆	1.813 +0.282	397 42
43	46	3	JAMEY JOHNSON HIGH COST OF LIVING		☆	1.417 +0.423	302 45
44	42	4	DARRYL WORLEY SOUNDS LIKE LIFE TO ME		☆	1.384 +0.202	349 43
45	44	11	LITTLE BIG TOWN GOOD LORD WILLING		☆	1.165 +0.069	307 44
46	43	13	JAMIE O'NEAL LIKE A WOMAN		☆	0.989 -0.142	243 47
47	51	5	GLORIANA WILD AT HEART		☆	0.864 +0.218	242 48
48	47	6	CARRIE UNDERWOOD THE MORE BOYS I MEET		☆	0.802 -0.098	58 -
49	48	12	JESSICA ANDREWS EVERYTHING		☆	0.725 -0.169	198 52
50	52	4	TRAILER CHOIR WHAT WOULD YOU SAY		☆	0.696 +0.061	216 50
51	60	2	CHRIS YOUNG GETTIN' YOU HOME (THE BLACK DRESS SONG)		☆	0.692 +0.283	181 53
52	53	3	JUSTIN MOORE SMALL TOWN USA		☆	0.674 +0.086	260 46
53	58	2	PAT GREEN COUNTRY STAR		☆	0.666 +0.231	93 -
54	50	5	KID ROCK BLUE JEANS AND A ROSARY		☆	0.644 -0.045	145 57
55	59	2	ERIC CHURCH LOVE YOUR LOVE THE MOST		☆	0.624 +0.201	181 54
56	54	2	BOMSHEL FIGHT LIKE A GIRL		☆	0.597 +0.022	111 -
57	55	8	STEVE AZAR YOU'RE MY LIFE		☆	0.565 +0.055	179 56
58	49	8	POINT OF GRACE I WISH		☆	0.557 -0.182	105 -
59	NEW		RANDY HOUSER BOOTS ON	HOT SHOT DEBUT	☆	0.547 +0.346	123 59
60	NEW		BLAKE SHELTON I'LL JUST HOLD ON		☆	0.539 +0.151	129 58

MOST INCREASED AUDIENCE (IN MILLIONS)

+3.221 SUGARLAND
It Happens (Mercury)

+3.195 DARIUS RUCKER
It Won't Be Like This For Long (Capitol Nashville)

+3.095 JOHN RICH
Shuttin' Detroit Down (Warner Bros./WRN)

+3.059 JAKE OWEN
Don't Think I Can't Love You (RCA)

+2.179 ALAN JACKSON
Sissy's Song (Arista Nashville)

+1.513 MONTGOMERY GENTRY
One In Every Crowd (Columbia)

NEW AND ACTIVE	
ARTIST / LABEL	AUDIENCE / GAIN
KEITH ANDERSON She Couldn't Be Mine (Columbia)	0.525/0.042
P-HIL VASSAR Prayer Cf A Common Man (Universal South)	0.436/0.139
BILLY RAY CYRUS Back To Tennessee (Walt Disney/Lyric Street)	0.362/0.063
LOVE AND THEFT Runaway (Carolwood)	0.376/0.247
PAT GREEN What I'm For (BNA)	0.350/0.071
DIERKS BENTLEY Sideways (Capitol Nashville)	0.321/0.300
TOTAL STATIONS:	51
TOTAL STATIONS:	24
TOTAL STATIONS:	5
TOTAL STATIONS:	44
TOTAL STATIONS:	4
TOTAL STATIONS:	19

MOST ADDED

SUGARLAND 32 It Happens (Mercury) KBEQ, KBQI, KCYE, KEEY, KJYY, KKBQ, KKGQ, KMPS, KRST, KRZY, KSCS, KVOO, KXKS, KYGO, WAMZ, WBUL, WCTO, WEZL, WGGX, WGNL, WKMK, WOKQ, WPCV, WQYK, WRNS, WSIX, WSLC, WTQR, WUSN, WVVU, WYQM, WYPY	RANDY HOUSER 24 Boots On (Universal South) KATC, KBEQ, KBQI, KKBQ, KNTY, KSOP, WFBE, WGGY, WKXK, WGNL, WITL, WIVK, WKQC, WOGK, WQBE, WQHK, WQYK, WRNS, WSLC, WSOC, WUSJ, WWGR, WXBQ, WYRK	JOHN RICH 16 Shuttin' Detroit Down (Warner Bros./WRN) KBQI, KILT, KMLE, KPLX, KSON, KSSN, KTOM, KXKS, KXKT, WKXK, WIRK, WKDF, WPKX, WQDR, WRBT, WYPY	ALAN JACKSON 13 Sissy's Song (Arista Nashville) KFOL, KNTY, KSKS, KTTS, KUZZ, WDAF, WGH, WKMK, WOKQ, WQYK, WFNS, WTQZ, WLSY	DIERKS BENTLEY 10 Sideways (Capitol Nashville) KIZN, KMOL, KSCS, KSOP, WGNL, WIVK, WRNS, WUBE, WXCZ, WYRK
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FOR WEEK ENDING FEBRUARY 22, 2009

LEGEND: See legend to charts in charts section for rules and symbol explanations.
21 country and 29 Canada country stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart com prise of 119 reporters.
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▶ BIG & RICH'S **JOHN RICH** MOTORS 46-30 WITH HIS FIRST SOLO ENTRY, "SHUTTIN' DETROIT DOWN." THE TRACK CLAIMS THE FORMAT'S LARGEST INCREASE (LP 152 PLAYS, A 96% GAIN).

COUNTRY MONITORED REPORTERS

WQMX/Akron, OH OM: Chuck Collins PD: Sue Wilson APD/MD: Ken Steel	WDTW/Detroit, MI PD: Doug Montgomery	KKGO/Los Angeles, CA OM: Mike Johnson PD: Tonya Campos	WBEE/Rochester, NY PD: Billy Kidd APD/MD: Weslea Neas
WGNA/Albany, NY OM/MD: Tom Jacobsen	WYCD/Detroit, MI PD: Tim Roberts APD/MD: Mike Scott	WAMZ/Louisville, KY PD: Coyote Calhoun MD: Night Train Lane	KNCI/Sacramento, CA PD: Mark Evans APD/MD: Greg Cole
KBQI/Albuquerque, NM PD: Tony Manero MD: Bev Rainey	KHEY/El Paso, TX PD: Ted "Bob Cat" Brown MD: Marty Austin	WWQM/Madison, WI OM: Pat O'Neill PD: Brad Austin APD/MD: Kenny Jay	KNTY/Sacramento, CA PD/MD: Bob McNeill
KRST/Albuquerque, NM OM/MD: Eddie Haskell MD: Kristina Carlyle	WFBE/Flint, MI PD: April Rose APD: Keith Allen	KTEX/McAllen, TX OM: Billy Santiago PD: Jo Jo Cerda APD: Frankie Dee MD: Patches	WKCQ/Saginaw, MI APD: Kevin Profit MD: John Richards
WCTO/Allentown, PA OM/MD: Shelly Easton APD/MD: Jerry Padden	KSKS/Fresno, CA PD/MD: Tom Jordan	WGKX/Memphis, TN PD: Tim Jones MD: Kay Manley	KSOP/Salt Lake City, UT APD/MD: Debby Turpin
WKSF/Asheville, NC OM/MD: Jeff Davis MD: Brian Hatfield	WWGR/Ft. Myers, FL PD/MD: Justin Tyler APD: Steve Hart	KAJA/San Antonio, TX OM/MD: George King APD/MD: Lou Ramirez	KUBL/Salt Lake City, UT PD: Ed Hill MD: Pat Garrett
WKHX/Atlanta, GA OM/MD: Mark Richards MD: Mike Macho	WQHK/Ft. Wayne, IN PD: Mr. Bob MD: Dave Michaels	KSON/San Diego, CA PD: John Marks APD/MD: Brooks O'Brian	KWCF/Salt Lake City, UT PD: Scott Mahalik APD/MD: Keola Lui Kwan
WUBL/Atlanta, GA OM/MD: Scott Lindy APD/MD: Lance Houston	WOGK/Gainesville, FL PD: Mr. Bob MD: Big Red	KBWF/San Francisco, CA PD: Scott Mahalik APD/MD: Keola Lui Kwan	KRTY/San Jose, CA PD/MD: Julie Stevens
WKXC/Augusta, GA OM/MD: T. Gentry MD: Chris O'Kelley	WBCT/Grand Rapids, MI OM/MD: Doug Montgomery APD/MD: Dave Taft	KKWF/Seattle, WA OM: Dave Richards PD: Scott Mahalik MD: Lola Montgomery	KMPS/Seattle, WA PD: Becky Brenner MD: Tony Thomas
KASE/Austin, TX OM/MD: Mac Daniels APD/MD: Bob Pickett	WPAW/Greensboro, NC PD: Handall Bliss APD: Clay J.D. Walker	KXKS/Shreveport, LA OM: Gary McCoy PD: Chris Evans	KDRK/Spokane, WA OM: Frank Jackson PD: Jay Daniels
KUZZ/Bakersfield, CA PD: Evan Bridwell	WTQR/Greensboro, NC OM: Tim Satterfield PD/MD: John Roberts	WPXK/Springfield, MA OM/MD: Pat McKay APD: Marc Spencer	KTTS/Springfield, MO OM/MD: Chris Cannon APD/MD: Curly Clark
WYPY/Baton Rouge, LA PD/MD: Dave Dunaway	WRNS/Greenville, NC PD/MD: Wayne Carlyle	KSD/St. Louis, MO OM: Mark Anderson PD: Billy Greenwood	WIL/St. Louis, MO PD: Greg Mozingo APD/MD: Danny Montana
KIZN/Boise, ID OM/MD: Rich Summers APD: Steve Shannon MD: Spencer Burke	WRBT/Harrisburg, PA PD: JT Bosch APD/MD: Newnan	WJXK/Syracuse, NY OM/MD: Rich Lauber	KATM/Stockton, CA OM: Richard Perry PD: Randy Black MD: Nikki Thomas
WKLB/Boston, MA OM: Don Kelley PD: Mike Brophy APD/MD: Ginny Rogers	WVYZ/Hartford, CT PD: Pete Salant	WFUS/Tampa, FL OM: Doug Hamand PD: Travis Daily	WFJ/Syracuse, NY OM/MD: Rich Lauber
WYRK/Buffalo, NY PD: Wendy Lynn	KILT/Houston, TX PD: Jeff Garrison MD: Greg Frey	WQYK/Tampa, FL OM/MD: Keith Clark APD: Beecher Martin MD: Jay Roberts	WFJ/Syracuse, NY OM/MD: Rich Lauber
WEZL/Charleston, SC OM: Steve Burke PD: Bill West	KKBO/Houston, TX OM/MD: Johnny Chiang APD/MD: Christi Brooks	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
WQBE/Charleston, WV OM: Jeff Whitehead PD: Ed Roberts MD: Bill Hagy	WFMS/Indianapolis, IN PD: Bob Richards MD: J.D. Cannon	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
WKKT/Charlotte, NC OM/MD: Bruce Logan APD/MD: Ryan Dakke	WUSJ/Jackson, MS PD: Russ Williams	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
WSOC/Charlotte, NC PD: D.J. Stout APD/MD: Rick McCracken	WGNE/Jacksonville, FL OM: Chuck Beck PD: Randy Hill	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
WUSY/Chattanooga, TN PD: Jay Cruze MD: Bill Poindexter	WXBQ/Johnson City, TN PD/MD: Bill Hagy	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
WUSN/Chicago, IL PD: Dave Robbins MD: Marci Braun	KBEQ/Kansas City, MO PD: Kris Kennedy MD: T.J. McEntire	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
WUBE/Cincinnati, OH OM: Patti Marshall PD: Travis Moon APD: Kathy O'Connor MD: Duke Hamilton	KFKF/Kansas City, MO OM/MD: Dale Carter APD/MD: Tony Stevens	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
WGAR/Cleveland, OH OM: Keith Abrams PD: Brian Jennings APD/MD: Chuck Collier	WDAF/Kansas City, MO OM: Thom McGinty PD: John Cook	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
KATC/Colorado Springs, CO OM: Bobby Irwin PD: Jim West MD: Wingnut	WVJ/Knoxville, TN OM/MD: Mike Hammond MD: Colleen Addair	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
WWNU/Columbia, SC OM/MD: Tyler On The Radio	KMDL/Lafayette, LA PD: Scott Bryant APD: Jude Vice MD: T.D. Smith	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
WCOL/Columbus, OH PD: John Crenshaw APD/MD: Dan E. Zuko	WPCV/Lakeland, FL OM/MD: Mike James APD/MD: Jeni Taylor	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
KPLX/Dallas, TX PD/MD: Mark Phillips APD: Smokey Rivers	WVJ/Lansing, MI OM: Brent Alberts PD/MD: Chris Tyler APD: Jordan Lee	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
KSCS/Dallas, TX PD: Crash Poteet APD/MD: Chris Huff	KCYE/Las Vegas, NV PD: Sean Lynch	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
KYGO/Denver, CO PD: Joel Burke MD: Garrett Doll	KWNR/Las Vegas, NV PD: Gary Rolfe	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
KJJY/Des Moines, IA OM: Steve Brill PD: Andy Elliott MD: Eddie Hatfield	WBUL/Lexington, KY PD: Mark Grantin	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
	KSSN/Little Rock, AR OM/MD: Chad Heritage	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
	WLSL/Roanoke, VA PD: Brett Sharp	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis	WVJ/Tampa, FL OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis

COUNTRY INDICATOR HIGHLIGHTS

NO. 1		
ARTIST TITLE	IMPRINT / PROMOTION LABEL	
TOBY KEITH GOD LOVE HER	SHOW DOG NASHVILLE	
MOST ADDED		
ARTIST TITLE	IMPRINT / PROMOTION LABEL	NEW STATIONS
SUGARLAND IT HAPPENS	MERCURY	47
ALAN JACKSON SISSY'S SONG	ARISTA NASHVILLE	29
DIERKS BENTLEY SIDEWAYS	CAPITOL NASHVILLE	21
LADY AMTEBELLUM I RUN TO YOU	CAPITOL NASHVILLE	12
BLAKE SHELTON I'LL JUST HOLD ON	WARNER BROS./WRN	11
MONTGOMERY GENTRY ONE IN EVERY CROWD	COLUMBIA	10
MOST INCREASED PLAYS		
ARTIST TITLE	IMPRINT / PROMOTION LABEL	GAIN
SUGARLAND IT HAPPENS	MERCURY	+780
JOHN RICH SHUTTIN' DETROIT DOWN	WARNER BROS./WRN	+481
ALAN JACKSON SISSY'S SONG	ARISTA NASHVILLE	+479
RASHEL FLATTS HERE COMES GOODBYE	LYRIC STREET	+417
MONTGOMERY GENTRY ONE IN EVERY CROWD	COLUMBIA	+373
TIM MCCRAW NOTHIN' TO DIE FOR	CURB	+330

INDICATOR EXCLUSIVES						
TA	LV	ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	PLAYS	+/-
44	44	TRAILER CHOIR WHAT WOULD YOU SAY	SHOW DOG NASHVILLE	320		+34
48	48	JULIA BURTON WHAT A WOMAN WANTS	EMERALD RIVER/SPINVILLE	249		+51
50	50	SONA JONES YOU SHOULD'VE SEEN HER THIS MORNING	ROCKY COMFORT/NINE NORTH	197		+20
56	56	BILLY RAY CYRUS BACK TO TENNESSEE	WALT DISNEY/LYRIC STREET	144		+15
56	56	DIERKS BENTLEY SIDEWAYS	CAPITOL NASHVILLE	141		+141
58	58	HOLLY WILLIAMS KEEP THE CHANGE	MERCURY	135		+1
59	59	LOVE AND THEFT RUNAWAY	CAROLWOOD	126		+84
60	60	BLUEFIELD READY TO LOVE YOU NOW	COUNTRY THUNDER	110		+23

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

CANADA COUNTRY						
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	+/-
1	1	16	KENNY CHESNEY WITH MAC MCANALLY DOWN THE ROAD	BLUFI CHAIR/BNA/SONY MUSIC	760	-20
2	3	22	DIERKS BENTLEY FEEL THAT FIRE	CAPITOL NASHVILLE/EMI	752	-13
3	2	15	KEITH URBAN SWEET THING	CAPITOL NASHVILLE/EMI	736	-30
4	7	13	DARIUS RUCKER IT WON'T BE LIKE THIS FOR LONG	CAPITOL NASHVILLE/EMI	708	+62
5	4	15	TOBY KEITH GOD LOVE HER	SHOW DOG NASHVILLE/UNIVERSAL	692	-32
6	6	14	GEORGE STRAIT RIVER OF LOVE	MCA NASHVILLE/UNIVERSAL	640	-10
7	9	1	TAYLOR SWIFT WHITE HORSE	BIG MACHIN / OPEN ROAD/UNIVERSAL	629	+8
8	5	1	BROCK & DUNN FEAT. REBA MCENTIRE COWGIRLS DON'T CRY	ARIS NASHVILLE/SONY MUSIC	627	-49
9	8	6	JOHNNY REID A WOMAN LIKE YOU	OPEN ROAD/UNIVERSAL	623	-12
10	10	14	EMERSON DRIVE BELONGS TO YOU	VALORT / OPEN ROAD/UNIVERSAL	607	-12
11	13	13	THE ROAD HAMMERS HOME GROWN	OPEN ROAD/UNIVERSAL	555	+6
12	17	6	TIM MCCRAW NOTHIN' TO DIE FOR	CURB/EMI	533	+50
13	16	6	GORD BAMFORD LITTLE GUY	ROYALTY	529	+21
14	12	16	DOC WALKER ONE LAST SUNDOWN	OPEN ROAD/UNIVERSAL	516	-36
15	11	9	ADAM GREGORY WHAT IT TAKES	BIG MACHIN / OPEN ROAD/UNIVERSAL	513	-41
16	15	20	BLAKE SHELTON SHE WOULDN'T BE GONE	WARNER BROS./WARNER	489	-53
17	25	6	CARRIE UNDERWOOD I TOLD YOU SO	19/ARISTA NASHVILLE	476	+99
18	30	2	CRYSTAL SHAWANDA DAWN OF A NEW DAY	RCA/SONY MUSIC	459	+151
19	23	3	RASCAL FLATTS HERE COMES GOODBYE	LYRIC STREET/UNIVERSAL	457	+63
20	21	6	DERIC RUTTAN CALIFORNIA PLATES	ON RAMP/EMI	455	+47
21	20	5	TRACE ADKINS MARRY FOR MONEY	CAPITOL NASHVILLE/EMI	451	+34
22	14	16	BILLY CURRINGTON DON'T	MERCURY/UNIVERSAL	446	-98
23	18	11	ONE MORE GIRL I CAN LOVE ANYONE	EMI	433	0
24	22	11	MARTINA MCBRIE RIDE	RCA/SONY MUSIC	424	+20
25	29	4	GEORGE CANYON ALL OR NOTHING	UNIVERSAL	374	+64
26	19	13	TARA ORAM 538 STARS	OPEN ROAD/UNIVERSAL	369	-60
27	24	19	AARON PRITCHETT HOW DO I GET THERE	OPM/604	360	-28
28	28	20	GEORGE CANYON JUST LIKE YOU	UNIVERSAL	316	-5
29	26	19	DEAN BRODY BROTHERS	BROKEN BOW/SONY MUSIC	312	-46
30	46	2	JOHN RICH SHUTTIN' DETROIT DOWN	WARNER BROS./WARNER	311	+152

OR WEEK END IN FEBRUARY 22, 2009

◆ indicates CanCon



Part two of a two-part series on AC's image issue

Not Your Father's Oldsmobile, Either

Keith Berman

KBerman@RadioandRecords.com

Last week, in part one of R&R's annual AC special, our panel of programmers discussed the type of music AC is actually playing—as opposed to the Anne Murray-Barbra Streisand-Bette Midler type of stuff that the format is potentially perceived as programming—in addition to what type of music imaging to run on-air. ■ This week, those PDs—as well as a few others—check in with more suggestions on how to defeat the misperception that AC is sleepy, retirement home music. ■ Since Sandusky AC KRWM (Warm 106.9)/Seattle has been around for many years, today's 25-54 listeners actually could have grown up with the perception that Warm is a station their mother listened to. “And who wants to listen to what your parents listen to, honestly?” asks PD Laura Dane. To update the station, Dane started with small, subtle steps like adding “today” into its slogan, changing it to “Today's soft favorites.”

“You put that word ‘today’ in there, and it gives it a contemporary connotation,” she says.

In addition to a new music-driven TV campaign, Warm also used various marketing efforts to make sure potential listeners perceived the station as younger and hipper than any preconceived notions they might have had. “We got involved in texting and different ways of marketing and strategies that have heavy appeal on the younger end of the demo. So while we're absolutely still focusing on our target, we have more appeal to a wider range of the demo,” she says.

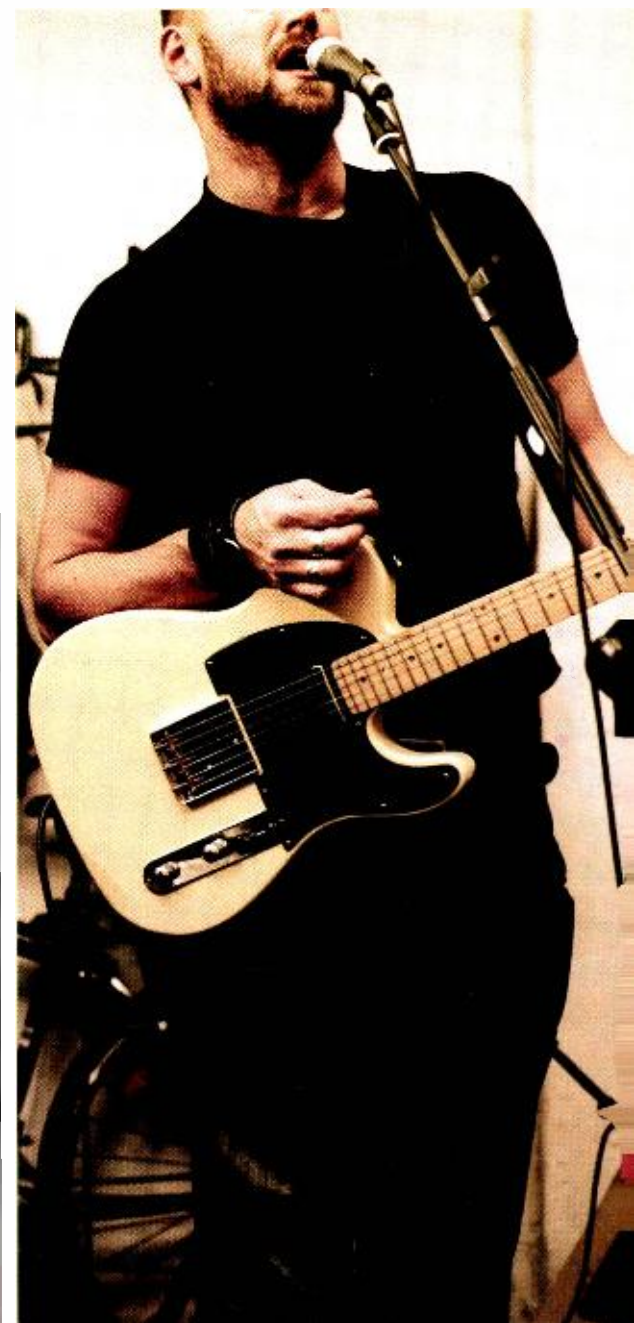
Capitol AC WRAL (Mix 101.5)/Raleigh PD Barry Fox has tried to position his station so that

listeners perceive it as being a little more progressive than it actually is, despite playing AC currents. “You can do that if you properly tweak the imaging or the jock content or the music flow,” he says. “It's somewhat smoke and mirrors, but you push the envelope where you can without affecting the overall product.”

While he makes sure his imaging can lean into the hot AC realm, his jocks are also dialed in with what's going on with the people in their target demos, even if they themselves might be a little older. “It's almost like a person—you can be as old or young as you want depending on your lifestyle and your mind-set,” Fox says. “We have a mature

‘At some point, someone years ago said, “You know, we don't have to be just the sleepy, very laid-back product just because we're AC. There may be adults listening, but they're not dead.”’

—Barry Fox



airstaff, and in terms of being active in the community and staying on top of current events, they act like they're 10 years younger than they are.”

Go Where The Young People Are

Another way to portray an AC station as actively targeting a certain demographic—say, that of a 30- or 40-something mom and not a 70-something grandmother—is to let listeners image it. “Get out there, and get lots of audio from the target listener who you'd like to hold up and say, ‘Hey, this is who we are.’” Clear Channel AC KSNE (Sunny 106.5)/Las Vegas PD Tom Chase says. “Let them talk about your station in their own words, then play it back on the radio so it resonates with the right demo.” Chase says in order to capture these kinds of testimonials, he and his crew bring digital recorders to station events and promotions.

In terms of promotions and events, Chase says that it's important to be cognizant of the image you want to project when choosing places where the station will be visible. For example, Sunny has been invited to participate in health fairs for seniors,

Continued on page 60



Wynonna

LeAnn Rimes

Tim McGraw

Kimberley Locke

Plumb

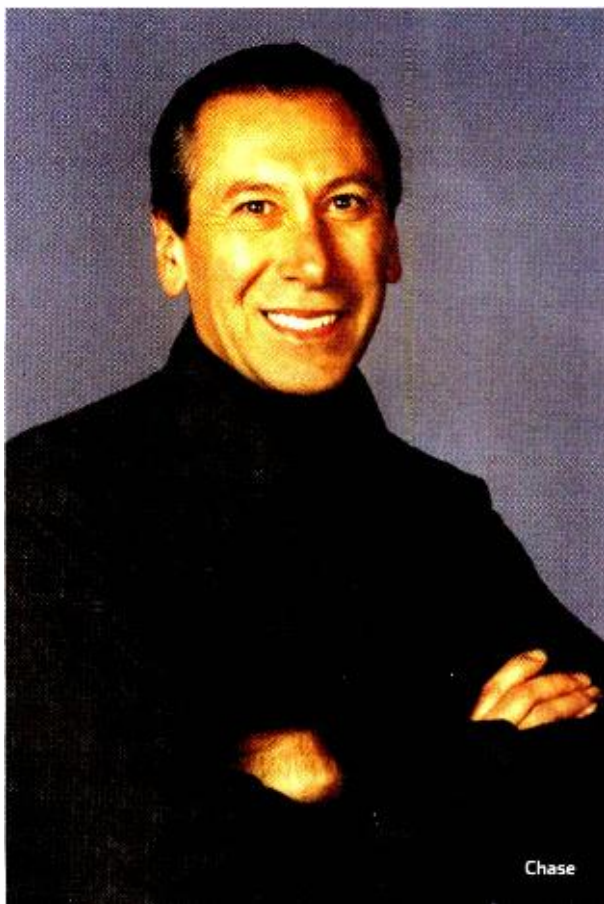
Natalie Grant

Mikeschair

Adult Contemporary For Contemporary Adults!



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Chase

Continued from page 58

which Chase agrees is a great community service and gives the impression that the station cares about people's health. But he also says he has to wonder about what kind of message sponsoring that kind of activity would send to his younger listeners.

However, Chase does make sure Sunny works with a couple of major events every year that are heavily attended by younger listeners in order to fully expose the station to that target, including the annual Chocolate Affair, a chocolate, wine and liqueur tasting that happens around Valentine's Day. "We have live music, and it's a very hip event," he says. "You see people there and think, 'Wow, I didn't think these people listened to Sunny.' I don't know if they're there for the station or just because the word is out on the event, but it's a chance for us to introduce our station to that 25-34 side. We also do the tried-and-true pick your purse extravaganza each year. I see that drawing in the younger females."

Bringing in new listeners is also a matter of making sure PIDs maximize AC being the at-work champion. Fox says that since arriving at Mix in April 2007, the one active marketing campaign he's been involved in was one designed to recapture at-work listening. "I think they thought they had the position without working really hard for it or telling people they were the at-work station, and if you don't tell people who you are after a while, everyone forgets," he says. Since the station had kind of abandoned the position of at-work front-runner, it was important to push the message out again so people would tune in and realize that Mix wasn't as slow and sleepy as they thought it might have been.

Entercom AC KOSI/Denver PID Gary Nolan

also recognizes the necessity of being the at-work station, saying that even if you have marketing money, there's sometimes just not enough to change people's opinions of your station, and simply exposing them to it in the office is the best thing PIDs can do. "That's where the largest opportunity is," he says. "On the air and all the promotions and events and everything you do should be geared toward working women. Just keep pounding away at that, and you'll reap some benefits at the end of the day."

Don't Be Scared

Don Gosselin, PD of Greater Media AC WNUW (Now 97.5)/Philadelphia, advises PIDs to not be afraid of new artists and portraying their stations as being young, based simply on cultural shifts, citing the truth behind sayings like "40 is the new 30." "Women in their 40s are less afraid of newer music than they were 10-20 years ago," he says, pointing to the relative popularity of recent acts like

Snow Patrol at the format. "However, the younger they are, the closer their finger is to the button. If they don't like something, bang—they're out, they've got a million other options to go to."

It's also a matter of not locking out younger artists or certain types of music simply based on a belief that the upper end of the female demo isn't interested in them or is slowing down and therefore wants slower music, Dane says. "The truth is quite the opposite. One of the fascinating bits of research I read shows that women are much more open to accepting newer styles of music and they're interested in expanding the boundaries of what they listen to."

"The thing is familiarity is also important to them, so you can play the contemporary hits as long as you present them in a way that keeps listeners feeling comfortable and connected to your station. If you start throwing out these new artists and untested flavors of songs, that's when you run into trouble because then the listeners lose that connection and feel like they don't know you. You can embrace a contemporary style as long as you don't lose who you are."

Saga AC WSNY (Sunny 95)/Columbus, Ohio OM/PD Tony Florentino agrees that today's 40-year-old perceives herself to be and acts younger than she would've 10 years ago. As a result, he believes it's important to embrace new forms of technology like texting, and says AC shouldn't be afraid to talk about artists like

'Get out there, and get lots of audio from the target listeners who you'd like to hold up and say, "Hey, this is who we are."'

—Tom Chase

the format doesn't play a lot of her music.

"I don't think we need to be apologetic about talking about Beyoncé's performance at the inauguration or things like that—those are the ways that we can image ourselves," he says. "If we become afraid to talk about artists like Beyoncé or try to explain who she is, that's when we start to sound square. If we can just mention the concept of texting your daughter without feeling like we're going over our listeners' heads, those are the kinds of things we can do to make us sound hipper than—quite frankly—we actually are."

Think Young, Be Young

Fox agrees that AC needs to continue thinking young. "Young is not a bad thing for the format as long as you know where the boundaries are," he says. "At some point, someone years ago said, 'You know, we don't have to be just the sleepy, very laid-back product just because we're AC. There may be adults listening, but they're not dead. They want an uptempo, bright product as well.'" He cites the late-'90s as a potential breakthrough point for the format, when some very good adult product getting played on top 40 stations also worked well with ACs. The possibility exists that AC can still take material from that format—it's just a matter of keeping an open mind, Fox says. "Certainly, through research, you can find out very quickly how much your listeners are willing to tolerate."

Overall, though, it's important to keep in mind that AC is still a very healthy format, and these misperceptions may just be in our own minds, or that PIDs have held them over from years ago when the format actually did play those slow, sleepy and schmaltzy tracks. Consultant Gary Berkowitz believes that AC is a very viable format, despite more competition than ever for listeners' ears, hearts and minds.

"If you're starting to see some station be challenged in the ratings, you can't say it's because people think they're old-fashioned, boring and slow," he says. "If anything, I think CHR right now is on fire because the moms and daughters can agree on the station, and that's the case with many of the hot ACs these days, and we're certainly seeing that in the PPM markets." Given that the mother-daughter link is very strong right now, it's extremely important to convey that AC is a format everyone can agree on.

That said, Berkowitz isn't claiming there aren't any perceptual problems to overcome, since every format has its own issues to deal with. "I don't think AC being your grandmother's format is one of them," he says. "AC never was an in-your-face format. It's always been somewhat passive, though I say that positively. It's the station you put on when you get to work and leave on all day." **R&R**



Fox



▶ THE WEEK'S DEBUTS BELONG TO A PAIR OF "AMERICAN IDOL" ALUMNI: **MELINDA DOOLITTLE**, A 2007 TOP THREE FINALIST, BOWS WITH "IT'S YOUR LOVE," FROM HER DEBUT SET "COMING BACK TO YOU," AT NO. 29, WHILE KELLY CLARKSON CROSSES OVER HER CHR/TOP 40/HOT AC TOP 10 "MY LIFE WOULD SUCK WITHOUT YOU" AT NO. 30.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	29	JASON MRAZ I'M YOURS	NO. 1 (4 WKS)	11 ³ ☆ ATLANTIC/RRP	2122 +6	16.171	1
2	2	32	COLDPLAY VIVA LA VIDA		11 ³ ☆ CAPITOL	1998 +88	15.890	2
3	5	18	TAYLOR SWIFT LOVE STORY		11 ² ☆ BIG MACHINE/UNIVERSAL REPUBLIC	1819 +196	13.416	4
4	3	40	DAVID COOK THE TIME OF MY LIFE		11 ☆ 19/RCA/RMG	1764 -46	15.053	3
5	4	36	NATASHA BEDINGFIELD POCKETFULL OF SUNSHINE		11 ³ PHONOGENIC/EPIC	1513 -134	13.344	5
6	8	23	DAUGHTRY WHAT ABOUT NOW		11 ☆ RCA/RMG	1478 +219	12.310	7
7	7	19	LEONA LEWIS BETTER IN TIME		11 ² ☆ SYCO/J/RMG	1424 +130	12.392	6
8	6	28	DAVID ARCHULETA CRUSH		11 19/JIVE/JLG	1301 -53	6.751	9
9	9	46	LEONA LEWIS BLEEDING LOVE		11 ⁵ SYCO/J/RMG	1017 -160	8.189	8
10	11	18	GAVIN ROSSDALE LOVE REMAINS THE SAME	MOST INCREASED PLAYS	11 INTERSCOPE	947 +225	4.580	10
11	12	26	MISSY HIGGINS WHERE I STOOD		11 ☆ ELEVEN/REPRISE	757 +114	3.727	11
12	13	18	JAMES TAYLOR IT'S GROWING		11 ☆ HEARST/CMG	480 +30	3.345	12
13	16	6	JIM BRICKMAN FEATURING RUSH OF FOOLS NEVER FAR AWAY		11 TIME LIFE	336 +82	0.903	19
14	15	16	O.A.R. SHATTERED (TURN THE CAR AROUND)		11 EVERFINE/ATLANTIC/RRP	313 +49	2.140	15
15	14	14	JORDIN SPARKS ONE STEP AT A TIME		11 ² 19/JIVE/JLG	298 +27	2.612	13
16	17	8	BEYONCE IF I WERE A BOY		11 MUSIC WORLD/COLUMBIA	254 +11	2.276	14
17	22	3	LIONEL RICHIE JUST GO		11 DEF JAM/DMG	243 +94	0.555	25
18	19	3	SEAL IF YOU DON'T KNOW ME BY NOW	MOST ADDED	11 ☆ 143/WARNER BROS.	224 +36	0.765	20
19	20	7	DAVID COOK LIGHT ON	AIRPOWER	11 ☆ 19/RCA/RMG	220 +39	1.322	17
20	18	9	NICKELBACK GOTTA BE SOMEBODY		11 ² ROADRUNNER/RRP	203 +7	1.498	16
21	21	4	SIMPLY RED GO NOW		11 SIMPLYRED.COM/RAZOR & TIE	173 +21	0.224	-
22	23	8	KATY PERRY HOT N COLD		11 ³ ☆ CAPITOL	141 +12	1.029	18
23	29	2	MATT NATHANSON COME ON GET HIGHER		11 VANGUARD/CAPITOL	130 +50	0.627	24
24	27	5	THE FRAY YOU FOUND ME		11 ☆ EPIC	120 +19	0.700	21
25	25	5	DUFFY STEPPING STONE		11 MERCURY/DMG	115 +7	0.679	23
26	26	3	TAYLOR HICKS WHAT'S RIGHT IS RIGHT		11 MODERN WHOMP/AZOFF/MUSIC	112 +10	0.118	-
27	28	8	ADELE CHASING PAVEMENTS		11 XL/COLUMBIA	84 +2	0.246	-
28	24	19	CELINE DION MY LOVE		11 COLUMBIA	82 -36	0.170	-
29	NEW		MELINDA DOOLITTLE IT'S YOUR LOVE		11 HI FI	56 +5	0.025	-
30	NEW		KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU		11 RCA/RMG	54 +13	0.121	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
SEAL If You Don't Know Me By Now (143/Warner Bros.) KBEE, KISC, KTSM, KUOL, KVKI, WASH, WLTW	7
GAVIN ROSSDALE Love Remains The Same (Interscope) KMGA, WJBR, WLRQ, WNIC, WOBN	5
LEONA LEWIS Better In Time (SYCO/J/RMG) KRBB, WASH, WSPA, WTFM	4
DAUGHTRY What About Now (RCA/RMG) KESZ, KVIL, WARM, WSHH	4
MATT NATHANSON Come On Get Higher (Vanguard/Capitol) KISC, WFMK, WWLI, WZID	4
JIM BRICKMAN FEAT. RUSH OF FOOLS Never Far Away (Time Life) WFMK, WOOD, WRVF	3
SIMPLY RED Go Now (simplyred.com/Razor & Tie) KEZK, KVKI, WGSY	3
DAVID COOK Light On (19/RCA/RMG) KVIL, WLHT, WNIC	3

ADDED AT... WWLI
Providence, RI
OM/PD: Tony Bristol
APD: Mike Rovin
Matt Nathanson, Come On Get Higher, 16
Adele, Chasing Pavements, 0

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
BEYONCE Single Ladies (Put A Ring On It) (Music World/Columbia) TOTAL STATIONS: 7	41/10	BILLY HUFSEY Better Man (Blaster) TOTAL STATIONS: 7	29/29
GREG LONDON Everything I Own (MVP/Londicons) TOTAL STATIONS: 10	40/15	DAVID ARCHULETA A Little Too Not Over You (19/Jive/JLG) TOTAL STATIONS: 2	29/0
JOURNEY Where Did I Lose Your Love (Norlota) TOTAL STATIONS: 9	39/17	JENNIFER HUDSON Spotlight (Arista/RMG) TOTAL STATIONS: 2	27/3
BARRY MANILOW DUET WITH REBA MCENTIRE Islands In The Stream (Arista/RMG) TOTAL STATIONS: 7	35/1	PINK Sober (LaFace/JLG) TOTAL STATIONS: 7	26/0
MILEY CYRUS The Climb (Walt Disney/Hollywood) TOTAL STATIONS: 3	32/11	JOHN LEGEND FEAT. ANDRE 3000 Green Light (C.O.O.D./Columbia) TOTAL STATIONS: 1	25/19

MOST INCREASED PLAYS

+225	GAVIN ROSSDALE Love Remains The Same (Interscope) KSOE +15, KKMJ +14, WLTE +12, WSNY +9, WLRQ +8, KUMU +8, WEZF +8, WGSY +7, WDOK +7, KUOL +7
+219	DAUGHTRY What About Now (RCA/RMG) WMXS +17, KSNE +16, WEBE +15, WLTW +11, WYYY +11, WLRQ +11, KGBX +11, WRRM +11, WJJK +10, WRAL +10
+196	TAYLOR SWIFT Love Story (Big Machine/Universal Republic) WCRZ +14, WJJK +14, WYYY +14, KKCW +14, KSOE +13, WLTX +13, WRAL +11, WMLY +10, WMXS +9, WLHT +9
+130	LEONA LEWIS Better In Time (SYCO/J/RMG) WJJK +13, KBEE +12, WRAL +10, WDOK +8, KSSK +8, WJXB +8, WMCF +8, KCKC +7, KTSM +7, WYYY +6
+114	MISSY HIGGINS Where I Stood (eleven/Reprise) KKMJ +12, WMGF +8, WAHR +4, WDOK +4, KWAV +4, WLDB +4, WWLI +3, KMGA +3, WMGN +3, KVIL +2

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
103 AC, 26 Canada AC and 24 Canada Hot AC stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2009 Nielsen Business Media, Inc. All rights reserved.

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	PLAYS LW
1	SARA BAREILLES LOVE SONG (EPIC)	11 ⁵	1210	1218
2	LIFEHOUSE WHATEVER IT TAKES (Geffen/Interscope)	11 ²	975	1099
3	COLBIE CAILLAT BUBBLY (UNIVERSAL REPUBLIC)	11 ⁵	940	950
4	FERGIE BIG GIRLS DON'T CRY (WILL.I.AM/A&M/Interscope)	11 ⁶	830	838
5	JOHN MAYER SAY (AWARE/COLUMBIA)	11 ²	825	873

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	PLAYS LW
6	COLBIE CAILLAT REALIZE (UNIVERSAL REPUBLIC)	11 ²	818	972
7	DAUGHTRY FEELS LIKE TONIGHT (RCA/RMG)	11 ²	796	923
8	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE (MOSLEY/BLACKGROUND/Interscope)	11 ⁷	708	756
9	DAUGHTRY HOME (RCA/RMG)	11 ⁵	706	667
10	THE FRAY HOW TO SAVE A LIFE (EPIC)	11 ⁷	693	717

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R&R HOT AC

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► **PLAIN WHITE T'S** RETURN TO THE TOP 20, AS "1, 2, 3, 4" SPORTS AIRPOWER AND MOST ADDED STRIPES IN ITS 18TH CHART WEEK (22-18). IT ALSO REGISTERS THE FORMAT'S SECOND-BEST GAIN (UP 277 PLAYS). THE GROUP LAST RANKED IN THE TOP HALF WITH FORMER NO. 1 "HEY THERE DELILAH" IN DECEMBER 2007.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	13	THE FRAY YOU FOUND ME	NO. 1 (2 WKS)	11 ☆ EPIC	3388 +148	17.079 2
2	2	21	NICKELBACK GOTTA BE SOMEBODY		112 ☆ ROADRUNNER/RRP	3245 +8	17.085 1
3	5	14	TAYLOR SWIFT LOVE STORY		112 ☆ BIG MACHINE/UNIVERSAL REPUBLIC	2799 +133	14.218 4
4	3	22	KATY PERRY HOT N COLD		113 ☆ CAPITOL	2756 -75	14.848 3
5	4	19	DAVID COOK LIGHT ON		19/RCA/RMG	2712 -24	13.331 6
6	7	6	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU		RCA/RMG	2507 +183	12.956 7
7	6	48	JASON MRAZ I'M YOURS		113 ☆ ATLANTIC/RRP	2402 -48	14.074 5
8	9	10	PINK SOBER	MOST INCREASED PLAYS	☆ LAFACE/JLG	2368 +301	11.955 9
9	8	35	O.A.R. SHATTERED (TURN THE CAR AROUND)		11 ☆ EVERFINE/ATLANTIC/RRP	2168 -86	11.300 11
10	11	35	DAUGHTRY WHAT ABOUT NOW		11 RCA/RMG	1919 +34	11.984 8
11	13	15	THE ALL-AMERICAN REJECTS GIVES YOU HELL		☆ DOGHOUSE/DGC/INTERSCOPE	1844 +166	9.622 12
12	10	27	PINK SO WHAT		113 ☆ LAFACE/JLG	1787 -124	11.735 10
13	12	22	3 DOORS DOWN LET ME BE MYSELF		☆ UNIVERSAL REPUBLIC	1778 +42	7.424 15
14	14	32	LIFEHOUSE BROKEN		☆ GEFENN/INTERSCOPE	1627 -18	9.081 13
15	15	44	GAVIN ROSSDALE LOVE REMAINS THE SAME		11 ☆ INTERSCOPE	1510 -35	8.003 14
16	19	12	LADY GAGA FEATURING COLBY O'DONIS JUST DANCE		112 ☆ STREAMLINE/KONLIVE/CHERRY TREE/INTERSCOPE	1441 +152	6.873 18
17	17	18	KEVIN RUDOLF FEATURING LIL WAYNE LET IT ROCK		112 ☆ CASH MONEY/UNIVERSAL REPUBLIC	1292 -74	7.207 16
18	22	18	PLAIN WHITE T'S 1, 2, 3, 4	AIRPOWER/MOST ADDED	☆ HOLLYWOOD	1261 +277	5.668 19
19	18	17	THE KILLERS HUMAN		☆ ISLAND/DJMG	1248 -110	5.125 20
20	20	10	BEYONCÉ SINGLE LADIES (PUT A RING ON IT)		112 ☆ MUSIC WORLD/COLUMBIA	1210 +18	6.977 17
21	21	21	MISSY HIGGINS WHERE I STOOD		☆ ELEVEN/REPRISE	1188 +22	4.248 22
22	23	6	JASON MRAZ & COLBIE CAILLAT LUCKY		☆ ATLANTIC/RRP	1129 +195	4.603 21
23	34	14	THEORY OF A DEADMAN NOT MEANT TO BE		☆ 604/ROADRUNNER/RRP	936 +59	3.180 23
24	26	16	ERIC HUTCHINSON ROCK & ROLL		☆ LET'S BREAK/WARNER BROS.	865 +69	3.154 24
25	29	6	KATY PERRY THINKING OF YOU		☆ CAPITOL	680 +171	2.661 26
26	28	18	THRIVING IVORY ANGELS ON THE MOON		☆ WIND-UP	620 +67	1.585 31
27	25	16	COLDPLAY LOVERS IN JAPAN		☆ CAPITOL	618 -234	2.503 27
28	31	4	BRITNEY SPEARS CIRCUS		☆ JIVE/JLG	546 +61	2.152 28
29	30	5	U2 GET ON YOUR BOOTS		☆ ISLAND/INTERSCOPE	520 +25	1.858 30
30	33	6	THE VERONICAS UNTOUCHED		☆ ENGINE ROOM/SIRE/WARNER BROS.	513 +136	1.863 29
31	27	18	CHRISTINA AGUILERA KEEPS GETTIN' BETTER		☆ RCA/RMG	503 -112	2.942 25
32	32	11	BUCKCHERRY DON'T GO AWAY		☆ ELEVEN SEVEN/ATLANTIC	481 +14	1.277 36
33	36	4	NATASHA BEDINGFIELD SOULMATE		☆ PHONOGENIC/EPIC	456 +80	1.516 32
34	33	5	HOOBASTANK SO CLOSE, SO FAR		☆ ISLAND/DJMG	443 +41	1.322 35
35	37	3	LILY ALLEN THE FEAR		☆ CAPITOL	423 +55	0.915 39
36	34	16	HINDER WITHOUT YOU		☆ UNIVERSAL REPUBLIC	364 -36	1.406 34
37	NEW		O.A.R. THIS TOWN		☆ EVERFINE/ATLANTIC/RRP	346 +94	1.417 33
38	39	3	GAVIN ROSSDALE FOREVER MAY YOU RUN		☆ INTERSCOPE	333 +46	0.681 -
39	NEW		LEONA LEWIS I WILL BE		☆ SYCO//RMG	330 +117	0.868 -
40	40	3	ALTER BRIDGE WATCH OVER YOU		☆ UNIVERSAL REPUBLIC	303 +39	0.925 38

MOST ADDED

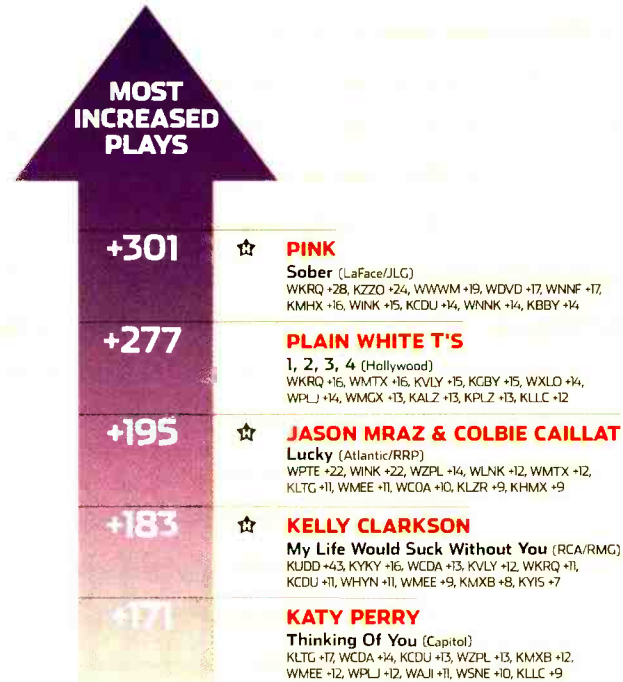
ARTIST TITLE / LABEL	NEW STATIONS
PLAIN WHITE T'S 1, 2, 3, 4 (Hollywood)	10
JAMES MORRISON FEAT. NELLY FURTADO Broken Strings (Polydor/Interscope)	9
KATY PERRY Thinking Of You (Capitol)	8
THE SCRIPT The Man Who Can't Be Moved (Phonogenic/Epic)	8
THE VERONICAS Untouched (EngineRoom/Sire/Warner Bros.)	7
SAVING ABEL 18 Days (Skidco/Virgin/Capitol)	7
PINK Sober (LaFace/JLG)	6
JASON MRAZ & COLBIE CAILLAT Lucky (Atlantic/RRP)	6
LEONA LEWIS I Will Be (SYCO//RMG)	6
O.A.R. This Town (Everfine/Atlantic/RRP)	5

ADDED AT... KSRZ
Omaha, NE
OM: Mark Todd
PD: Kurt Owens
MD: Jessica Dol
Jason Mraz & Colbie Caillat, Lucky, O.A.R., This Town, O

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
ERIN MCCARLEY Love, Save The Empty (Universal Republic)	293/62	RIHANNA Rehab (SRP/Def Jam/DJMG)	195/5
NICK LACHEY Patience (Jive/JLG)	265/58	GABRIELLA CILMI Sweet About Me (Universal Republic)	192/24
THE PUSSYCAT DOLLS I Hate This Part (Interscope)	259/6	THE OFFSPRING Kristy, Are You Doing OK? (Columbia)	176/72
CAROLINA LIAR Show Me What I'm Looking For (Atlantic)	217/73	KANYE WEST Heartless (Roc-A-Fella/Def Jam/DJMG)	149/26
BRETT DENNEN FEAT. FEMI KUTI Make You Crazy (Downtown/Dualtone)	217/36	DAVID ARCHULETA A Little Too Not Over You (19/Jive/JLG)	144/11



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► **DIVINE BROWN'S "SUNGLASSES"** STEERS 22-16 AT CANADA HOT AC, PASSING THE NO. 17 PEAK OF HER PRIOR TOP 20 HIT, "LAY IT ON THE LINE." SHE LAST ROSE HIGHER WITH "OLD SKOOL LOVE" (NO. 9) IN 2005.

AC REPORTERS

WYJB/Albany, NY*
OM: Kevin Callahan
PD: Ric Mitchell
APD/MD: Chad O'Hara

KMGA/Albuquerque, NM*
OM: Eddie Haskell
PD/MD: Justin Riley

WLEV/Allentown, PA*
OM/PD: Shelly Easton
APD/MD: Jerry Padden

KYMG/Anchorage, AK
OM: Mark Murphy
PD/MD: Dave Favin

WFPG/Atlantic City, NJ*
PD/MD: Gary Guida

KKMJ/Austin, TX*
PD: Cat Thomas
APD: Stephen Michael Kerr
MD: Terri McCormick

WCOV/Baton Rouge, LA*
OM: LeBron "LBJ" Joseph
PD: J-Tweezzy
APD: DeMarcus Jones
MD: Elizabeth Eads

KKMY/Beaumont, TX*
PD: Don Rivers

WMJY/Biloxi, MS*
OM/PD: Walter Brown

WMXW/Binghamton, NY
PD: Doug Mosher

KKLT/Boise, ID*
APD/MD: Tobin Jeffries

WMJX/Boston, MA*
OM/PD: Don Kelley
APD: Candy O'Terry
MD: Mark Laurence

WEBE/Bridgeport, CT*
OM/PD: Curt Hansen
MD: Danny Lyons

WEZF/Burlington, VT*
PD/MD: Jennifer Fox

WQRC/Cape Cod, MA
OM/PD: Wayne White
APD: Ben Runnels

WVAF/Charleston, WV*
OM/PD: Rick Johnson

WDEF/Chattanooga, TN*
OM/PD: Danny Howard
APD: Patti Sanders
MD: Robin Daniels

WCFS/Chicago, IL*
PD: Dave Robbins
APD/MD: Joe Epperson

WLIT/Chicago, IL*
PD: Tony Coles
APD/MD: Eric Richeke

WRRM/Cincinnati, OH*
PD: TJ Holland
APD: Ted Morro

WDDK/Cleveland, OH*
PD: Dave Popovich
MD: Ted Kowalski

WTCB/Columbia, SC*
OM/PD: Brent Johnson
APD: Jennifer Jensen

WGSY/Columbus, GA*
PD: Alan Quin

WSNY/Columbus, OH*
OM/PD: Tony Florentino
APD: Steve Kelly

KKBA/Corpus Christi, TX*
OM: Ed Ocanas
PD/MD: Bart Allison

KVIL/Dallas, TX*
OM/PD: Kurt Johnson
APD/MD: Jay Cresswell

WLQT/Dayton, OH*
OM/PD: Jeff Stevens
APD/MD: Brian Michaels

KOSI/Denver, CO*
PD: Gary Nolan

WMGC/Detroit, MI*
OM: Jim Harper
PD: Lori Bennett

WNIC/Detroit, MI*
PD/MD: Theresa Lucas

WOOF/Dothan, AL
PD/MD: Leigh Simpson

KTSM/El Paso, TX*
PD/MD: Bill Tole
APD: Sam Cassiano

WXKC/Erie, PA
OM: Adam Reese
PD: Ron Arlen

WCRZ/Flint, MI*
OM/PD: J. Patrick
APD/MD: George McIntyre

WDAR/Florence, SC
OM/PD: Wil Nichols

WAFY/Frederick, MD
APD: Marc Richards
PD: Dave Gunning

KSOF/Fresno, CA*
OM: Paul Wilson
PD: Mike Brady

KTRR/Ft. Collins, CO
OM/PD: Mark Callaghan

WHLG/Ft. Pierce, FL*
PD/MD: George Coles

WLHT/Grand Rapids, MI*
OM/PD: Jerry Tarrants
MD: Kim Carson

WDDO/Grand Rapids, MI*
OM/PD: Doug Montgomery
PD: Kelly Iris

WMGV/Greenville, NC*
PD: Colleen Jackson

WSPA/Greenville, SC*
OM/PD: Mark Hamlin

WBAZ/Hampton, NY
OM/PD: Harry Wareing
APD/MD: Andrew Steeley

WRCH/Hartford, CT*
PD: Allan Camp
MD: Joe Hann

KSSK/Honolulu, HI*
PD: Jamie Hyatt

KUMU/Honolulu, HI*
MD: Lee Kirk

WHRH/Huntsville, AL*
OM/PD: Lee Reynolds

WRSA/Huntsville, AL*
PD: John Malone
MD: Nate Cholevik

WTFM/Johnson City, TN*
PD/MD: Mark Baker

KCKC/Kansas City, MO*
OM: Mike Kennedy
PD: Ed Walker

KUOL/Kansas City, MO*
OM/PD: Thom McGinty

WJXB/Knoxville, TN*
PD: Jeff Jarnigan

KQIS/Lafayette, LA*
PD: "Fast Eddie" Nelson
MD: Ed "Big Tuna" Perkins

KTDY/Lafayette, LA*
PD: C. J. Clements
APD: Debbie Ray
MD: Steve Wiley

WROZ/Lancaster, PA
PD/MD: Michael C. Anthony

WFMK/Lansing, MI*
OM/PD: Brent Alberts

KFRH/Las Vegas, NV*
PD: Sean Lynch

KSNE/Las Vegas, NV*
PD: Tom Chase

KOST/Los Angeles, CA*
PD/MD: Stella Prado

WMGN/Madison, WI*
OM/PD: Pat O'Neill
APD: Amy Ziebell
MD: Amy Abbott

WZID/Manchester, NH*
OM/PD: Bob Bronson

WLRQ/Melbourne, FL*
OM/PD: Ken Holiday
APD/MD: Michael W. Lowe

WRVR/Memphis, TN*
OM/PD: Jerry Dean

WMGQ/Middlesex, NJ
PD: Jeff Rafter
APD/MD: Debbie Mazella

WLDB/Milwaukee, WI*
PD/MD: Stan Atkinson

WLTE/Minneapolis, MN*
PD: John Lassman
APD/MD: Adam Sprenger

WMXC/Mobile, AL*
OM: Steve Powers
PD: Dan Mason
MD: Mary Booth

WOBM/Monmouth, NJ*
PD/MD: Steve Ardolina

KWAV/Monterey, CA*
PD/MD: Bernie Moody

WMXS/Montgomery, AL*
OM: Bill Jones
OM/PD: Brian Roberts

WALK/Nassau, NY*
PD: Patrick Shea

WKJY/Nassau, NY*
PD: Bill Edwards
MD: Jodi Vale

WLTW/New York, NY*
PD: Chris Conley
APD/MD: Morgan Prue

WWFS/New York, NY*
PD: Brian Thomas
APD/MD: Fabi Pimentel

WGNV/Newburgh, NY
OM/PD: Robert Maines
MD: Joerg Klebe

WHUO/Newburgh, NY*
OM/PD: Steven Petrone
APD/MD: Tom Furci

WVWV/Norfolk, VA*
OM: John Shomby
PD: Mike Allen

WWOE/Norfolk, VA*
PD: Don London
MD: Mark McCarthy

KCHX/Odessa, TX
PD/MD: Grace Tijerina

KMGL/Oklahoma City, OK*
PD/MD: Steve O'Brien

WMGF/Orlando, FL*
OM: Chris Kampmeier
PD/MD: Ken Payne

KEZN/Palm Springs, CA
PD/MD: Rick Shaw

WMEZ/Pensacola, FL*
OM/PD: Lynn West

WSWT/Peoria, IL
OM/PD: Randy Rundle

WBEB/Philadelphia, PA*
PD: Chuck Knight

KESZ/Phoenix, AZ*
PD: Kevin Gossett

WLTJ/Pittsburgh, PA*
PD: Dan Michaels

WSHH/Pittsburgh, PA*
PD/MD: Ron Antill

WHOM/Portland, ME*
OM/PD: Tim Moore

KKCW/Portland, OR*
OM/PD: Tommy Austin

WBYY/Portsmouth, NH
OM/PD: Jeff Paradis
APD: Ian Horne
MD: Pat McCrueden

WWLI/Providence, RI*
OM/PD: Tony Bristol
APD: Mike Rovin

WRAL/Raleigh, NC*
PD: Barry Fox
APD/MD: Jim Kelly

KSHA/Redding, CA
OM/PD: Don Burton

KNEV/Reno, NV*
OM/PD: Nick Elliott

KRND/Reno, NV*
PD/MD: Dan Fritz

WTVR/Richmond, VA*
OM/PD: Dave Symonds
APD: Adam Stubbs
MD: Kat Simons

WSLQ/Roanoke, VA*
PD: Jim Murphy
MD: Dick Daniels

WGFB/Rockford, IL
OM: Jim Stone
PD: Timothy Crull
MD: Gail Lewis

KBEE/Salt Lake City, UT*
PD: Rusty Keys

KBAY/San Jose, CA*
PD: Dan Mason
MD: Steve Fox

KSTT/San Luis Obispo, CA
OM: Mark Mitchell
PD: Kristen Kelley

KSBL/Santa Barbara, CA
OM/PD: Keith Royer
MD: Peter Bie

**Dial Global
AC Network/Satellite**
PD: Rick Brady

**Music Choice
Lite Hits/Satellite**
PD: Justin Prager
MD: Tiffany Sinder

**Sirius XM
The Blend/Satellite***
OM: Kid Kelly
PD: Mike Abrams
MD: Jim Ryan

KRWV/Seattle, WA*
PD: Laura Dane

KVKI/Shreveport, LA*
OM/PD: Gary McCoy

WNSN/South Bend, IN
OM/PD: Jim Roberts
APD/MD: Brad King

KISC/Spokane, WA*
PD: Robert Harder

WMAS/Springfield, MA*
OM/PD: Rob Anthony
MD: Jim Raino

KGBX/Springfield, MO*
OM/PD: Paul Kelley

KEZK/St. Louis, MO*
PD: Mark Edwards

WYYY/Syracuse, NY*
OM: Rich Lauber
PD: Kathy Rowe
APD/MD: Marne Mason

WRVW/Toledo, OH*
OM: Bill Michaels
PD: Tom Cook
MD: KC Palmer

KONA/Tri-Cities, WA
OM/PD: Doug Daniels

KMXZ/Tucson, AZ*
OM: Darla Thomas
PD: Bobby Rich
APD/MD: Leslie Lois

KBEZ/Tulsa, OK*
OM/PD: Tod Tucker

KOOI/Tyler, TX
PD: Dave Moreland

WLZV/Utica, NY
PD: Eric Meier
MD: Mark Richards

WASH/Washington, DC*
OM: Thea Mitchem
PD: Bill Cahill

KRBB/Wichita, KS*
OM/PD: Lyman James
MD: Dave Wilson

WLNP/Wilkes Barre, PA*
OM/PD: Bill Knight

WMGS/Wilkes Barre, PA*
PD: Stan Phillips
APD: Fran Pantuso
MD: Brian Hughes

WJBR/Wilmington, DE*
OM/PD: Michael Waite
MD: Catey Hill

WSRS/Worcester, MA*
PD/MD: Tom Holt

WARM/York, PA*
PD: Dave Russell
MD: Melanie Gardner

** Monitored Reporters.*

CANADA AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	21	JASON MRAZ I'M YOURS	ATLANTIC/WARNER	458	+32
2	2	15	BEYONCE IF I WERE A BOY	MUSIC WORLD/COLUMBIA/SONY MUSIC	388	+18
3	4	27	LEONA LEWIS BETTER IN TIME	SYCO/J/SONY MUSIC	365	0
4	3	31	COLDPLAY VIVA LA VIDA	PARLOPHONE/EMI	362	-6
5	6	33	DAVID COOK THE TIME OF MY LIFE	19/RCA/SONY MUSIC	312	+9
6	8	30	LIGHTS DRIVE MY SOUL	LIGHTS MUSIC	295	0
7	7	15	DEBORAH COX BEAUTIFUL U R	DECO/EI	295	-5
8	9	28	SARAH MCLACHLAN U WANT ME 2	NETWERK	289	-5
9	5	38	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE	PHONOGENIC/EPIC/SONY MUSIC	278	-26
10	10	39	KREESHA TURNER DON'T CALL ME BABY	EMI	276	-6
11	11	24	ALI SLAIGHT GREAT EXPECTATIONS	UNIVERSAL	238	-33
12	12	21	SIMON COLLINS UNCONDITIONAL	RAZOR & TIE/SONY MUSIC	231	-4
13	18	18	DAVID ARCHULETA CRUSH	19/JIVE/SONY MUSIC	220	+11
14	18	8	TAYLOR SWIFT LOVE STORY	BIG MACHINE/OPEN ROAD/UNIVERSAL	198	+40
15	16	50	JOHN MAYER SAY	AWARCS/COLUMBIA/SONY MUSIC	177	+3
16	14	38	DIVINE BROWN LAY IT ON THE LINE	WARNER	177	-14
17	17	5	CARLY RAE JEPSEN TUG OF WAR	MAPLEMUSIC	173	+11
18	15	18	ROBIN THICKE MAGIC	STAR TRAK/INTERSCOPE/UNIVERSAL	170	-13
19	19	19	BRYAN ADAMS SHE'S GOT A WAY	BADMAN/UNIVERSAL	150	-1
20	20	51	LEONA LEWIS BLEEDING LOVE	SYCO/J/SONY MUSIC	144	-3
21	23	15	SEAL A CHANGE IS GONNA COME	143/WARNER BROS./WARNER	129	+7
22	24	26	RIHANNA TAKE A BOW	SRP/DEF JAM/UNIVERSAL	120	+1
23	25	7	DAUGHTRY WHAT ABOUT NOW	RCA/SONY MUSIC	117	+18
24	22	30	CARLY RAE JEPSEN SUNSHINE ON MY SHOULDERS	MAPLEMUSIC	104	-25
25	21	20	CELINE DION MY LOVE	COLUMBIA/SONY MUSIC	102	-37
26	29	5	GAROU FIRST DAY OF MY LIFE	SONY MUSIC	94	+16
27	26	19	BURTON CUMMINGS DREAM	SONY MUSIC	93	+2
28	27	16	JAMES BLUNT LOVE, LOVE, LOVE	CUSTARD/ATLANTIC/WARNER	84	+1
29	28	4	KATY PERRY HOT N COLD	CAPITOL/EMI	82	+4
30	30	5	IMA DROLE DE DIE	DIVINE ANGEL/SELECT	80	+4

CANADA HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	11	PINK SOBER	LAFACE/SONY MUSIC	770	+9
2	2	11	BEYONCE SINGLE LADIES (PUT A RING ON IT)	MUSIC WORLD/COLUMBIA/SONY MUSIC	689	-20
3	5	12	THE FRAY YOU FOUND ME	EPIC/SONY MUSIC	687	+31
4	3	16	LADY GAGA POKER FACE	STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE/UNIVERSAL	675	-12
5	4	10	BRITNEY SPEARS CIRCUS	JIVE/SONY MUSIC	673	+16
6	6	6	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU	RCA/SONY MUSIC	657	+64
7	8	10	TAYLOR SWIFT LOVE STORY	BIG MACHINE/OPEN ROAD/UNIVERSAL	635	+78
8	11	4	NICKELBACK IF TODAY WAS YOUR LAST DAY	EMI	593	+94
9	12	8	THE PUSSYCAT DOLLS I HATE THIS PART	INTERSCOPE/UNIVERSAL	572	+76
10	7	22	JASON MRAZ I'M YOURS	ATLANTIC/WARNER	536	-53
11	14	4	KARL WOLF FEATURING CULTURE AFRICA	LW/EMI	511	+95
12	9	17	DAVID COOK LIGHT ON	19/RCA/SONY MUSIC	494	-54
13	15	10	HEDLEY DYING TO LIVE AGAIN	UNIVERSAL	427	+12
14	10	21	NICKELBACK GOTTA BE SOMEBODY	EMI	397	-103
15	19	12	RIHANNA REHAB	SRP/DEF JAM/UNIVERSAL	391	+14
16	22	5	DIVINE BROWN SUNGLASSES	WARNER MUSIC CANADA/WARNER	385	+62



Bruce Lundvall leads the helm of Blue Note for 25 years

Jazz Titan

Carol Archer

CArcher@RadioandRecords.com

the year is 1947. In Cliffside Park, N.J., 12-year-old Bruce Lundvall is getting into jazz. Already a music fanatic, the boy buys used jukebox 78 rpm records with “A” sides worn ragged: boogie-woogie piano and songs by Lionel Hampton and Benny Goodman. In eighth grade, bebop—“renegade music, very hip”—enthalls him.

Between then and now, he rises to become one of the music industry’s most influential and respected figures: a genuine record man. And, for the last 25 years, he’s been president of Blue Note Records, which celebrates its 70th anniversary this year.

Previously, Lundvall served as president of Columbia Records and Elektra’s Musician label. His unwavering passion for music, his remarkable ears and his visionary leadership remain undi-

minished after 46 years in the music business.

In the course of his illustrious career, Lundvall has signed such notable acts as Norah Jones, Cassandra Wilson, Dianne Reeves, Stan Getz, Return to Forever, Willie Nelson and Dave Koz, among many others. Blue Note has turned a profit every year he’s been president, except 2008. This week and next, R&R recognizes Lundvall’s journey as a leading longtime jazz record executive.

Cubanismo

In 1976, Stan Getz told Bruce Lundvall about a jazz cruise on which he had performed with Dizzy Gillespie. Apparently, the ship developed mechanical problems and docked in Havana for emergency repairs—where a spontaneous jam session erupted between them and some other jazz musicians.

At the time, Lundvall had the Fania All-Stars on Columbia Records, which opened a seamless connection to a band in Havana—Irakere, founded by Chucho Valdés.



Lundvall; Billy Cobham, who was avid to hear Cuban percussionists; and Bob Altschuler, the label’s head of press, got visas, went to Canada and flew to Cuba for a week. They heard Irakere at an open-air concert. “I knew I had to sign them,” Lundvall says.

Irakere comprised saxophonist/flautist Paquito D’Rivera, Arturo Sandoval on trumpet,

tenor Carlos Aberhof and leader/writer/pianist Valdés. The Cubans were trying to find a way to bring money into the country, which was prohibited by the U.S. blockade. “We couldn’t give them an advance or pay them any money. We finally worked out a deal where any royalties from Irakere sales would go into a blocked account earmarked for any Cuban artist—musician, painter or whatever—who was allowed to come into the U.S. to use it for transportation, hotels and food,” Lundvall recalls.

Columbia brought Irakere to the States and secured it a place in the lineup of the JVC Jazz Festival in New York on a piano night that featured Bill Evans. Irakere closed the set and “knocked out the audience.” Lundvall returned to Cuba in March 1979 to do Havana Jam, which Columbia recorded and televised. “You have no idea how time-consuming it was. It was the most extraordinary week of my life,” he says.—CA

‘I told [Bill Gallagher], ‘I’ll work for you for nothing if you’ll pay my bus fare into New York. I have to work for Columbia.’ He told me I’d start the next Monday at 80 bucks a week.’

—Bruce Lundvall

Studying The Greats

At least every other week through high school, Lundvall and his friends went to New York, where they could sit in the peanut gallery at Birdland or the Downbeat Club to see such greats as Bud Powell, Thelonious Monk, Art Tatum, Lester Young and Stan Getz for \$1. He remembers one Sunday matinee at the Bandbox: the Art Tatum Trio, followed by Charlie Parker, followed by the Duke Ellington Band, for \$1.25. “I was an avid collector of records and an amateur musician. I studied saxophone and I could play a bit, but not great by any means,” he says.

Lundvall worked after school to buy records. His first purchase was the Metronome All-Stars with Lenny Tristano and Miles Davis’ “No Figs” and “Double Date.” The first of countless 10-inch



discs he bought on his favorite label, Blue Note: Monk’s “Criss Cross” in 1947.

While attending Bucknell University in Lewisburg, Pa., he booked a couple of concerts—Phineas Newborn

and Teddy Charles—and hosted a jazz radio show. It was also where he met his college roommate, lifelong best friend and fellow jazz lover, the late Mike Berniker.

Not long after college graduation in 1957, Lundvall was drafted. He worked a desk job in counterintelligence in Germany and hung out at the Club Atlantic, where he saw all the jazz musicians who came through. After being mustered out of the Army and returning home, he received a call from Berniker. “He said he was a trainee in Epic’s A&R department at Columbia Records,” Lundvall recalls. “He got me an interview and the guy in personnel asked what I wanted to do. I told him A&R.” The man asked if Lundvall could read music and when he replied, “Slightly,” he was further grilled about whether he could sit down with Leonard Bernstein and read a score.

“He said I belonged in marketing, so I met with Bill Gallagher and in three minutes, I showed him all the things I’d done at Bucknell—including newspaper articles and a reel-to-reel tape of my radio show. I said, ‘I’ve got to have this job.’ I didn’t hear from anybody for about a month. I kept calling, but there was no word.”

Finally, when he was broke, out of options and “shaking like a leaf,” Lundvall called Gallagher, VP of the biggest record company in the world, from a phone booth. “I told him, ‘I’ll work for you for nothing if you’ll pay my bus fare into New York. I have to work for Columbia. I’ll prove to you I can do a good job.’ He said he’d call me that night, and true to his word, he did. He told me I’d start the next Monday at 80 bucks a week.”

R&R

Lundvall’s Greatest Hits

Following are some of Bruce Lundvall’s signings and their total album sales since the start of the Nielsen SoundScan era in 1991.

- Al di Meola, 720,000
- Fania All Stars, 69,000
- Stan Getz, 1.5 million
- Dexter Gordon, 509,000
- Herbie Hancock, 2.5 million
- Freddie Hubbard, 349,000
- Irakere, 64,000
- Stanley Jordan, 280,000
- Wynton Marsalis, 1.8 million
- John McLaughlin, 426,000
- Medeski Martin & Wood, 1 million
- Jason Moran, 42,000
- Michel Petrucciani, 86,000
- Return to Forever, 219,000
- Max Roach, 85,000
- Gonzalo Rubalcaba, 124,000
- Woody Shaw, 59,000
- McCoy Tyner, 353,000
- Chucho Valdés, 128,000

R&R SMOOTH JAZZ

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► FROM HIS FORTHCOMING SOPHOMORE SET, "LIL MAN SOUL," **JACKIEM JOYNER** NOTCHES HIS SECOND ENTRY, AS "I'M WAITING FOR YOU" STARTS AT NO. 22 WITH MOST INCREASED PLAYS (UP 49) AND MOST ADDED HONORS. THE VIRGINIA NATIVE REACHED NO. 17 WITH "STAY WITH ME TONIGHT," FROM THE ALBUM "BABYSOUL," IN 2007.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	3	8	BONEY JAMES STOP, LOOK, LISTEN (TO YOUR HEART)	CONCORD/CMG	334 +37	3.183 1
2	2	26	MICHAEL LINGTON YOU AND I	NUGROOVE	297 -2	2.696 2
3	1	26	EUGE GROOVE RELIGIFY	NARADA JAZZ/CAPITOL	292 -16	2.161 4
4	4	34	WARREN HILL LA DOLCE VITA	EVOLUTION/EI	252 -9	2.586 3
5	5	33	TIM BOWMAN SWEET SUNDAYS	TRIPPIN' N' RHYTHM	250 +28	1.936 5
6	12	14	KIM WATERS LET'S GET ON IT	SHANACHIE	197 +48	1.170 11
7	7	18	OLI SILK CHILL OR BE CHILLED	TRIPPIN' N' RHYTHM	191 +3	1.511 6
8	8	12	SEAL A CHANGE S GONNA COME	143/WARNER BROS.	181 +18	1.501 7
9	9	26	FOURPLAY FORTUNE TELLER	HEADS UP	166 +6	0.952 18
10	10	27	WAYNE BRADY ORDINARY	PEAK/CMG	154 -3	1.274 8
11	6	33	NAJEE OUT OF A DREAM	HEADS UP	151 -55	0.880 19
12	16	5	DAVE KOZ FEATURING JEFF GOLUB BADA BING	CAPITOL	144 +18	1.200 10
13	11	16	BEYONCE AT LAST	MUSIC WORLD/COLUMBIA	144 -6	1.114 12
14	14	33	KENNY G TANGO	STARBUCKS/CONCORD/CMG	141 -2	1.039 16
15	15	36	PAUL HARDCASTLE MARIMBA	TRIPPIN' N' RHYTHM	128 -10	1.101 13
16	17	8	KENNY LATTIMORE AND I LOVE HER	VERVE	126 +2	1.217 9
17	18	15	JESSE COOK HAVANA	COACH HOUSE/EI	113 +1	1.053 15
18	21	6	WALTER BEASLEY STEADY AS SHE GOES	HEADS UP	100 +14	0.556 23
19	20	18	CHRIS STANDRING HAVE YOUR CAKE & EAT IT	ULTIMATE VIBE	99 +11	0.692 22
20	27	2	KENNY G RITMO Y ROMANCE (RHYTHM & ROMANCE)	AIRPOWER STARBUCKS/CONCORD/CMG	94 +46	0.783 20
21	22	3	BRIAN SIMPSON FEATURING KIRK WHALUM JUICY	RENDEZVOUS	62 -3	0.089 -
22	NEW		JACKIEM JOYNER I'M WAITING FOR YOU	MOST INCREASED PLAYS/MOST ADDED MACK AVENUE/ARTISTRY	61 +49	0.724 21
23	30	2	PIECES OF A DREAM VISION ACCOMPLISHED	HEADS UP	56 +16	0.166 -
24	25	2	GREGG KARUKAS MANHATTAN	TRIPPIN' N' RHYTHM	55 +4	-
25	24	12	KYLE WOLVERTON MISS PEACHES	SMOOTH RIDE	55 +2	0.412 25
26	28	2	THE RIPPINGTONS PARIS GROOVE	PEAK/CMG	53 +9	0.195 -
27	26	3	BRIAN CULBERTSON LET'S STAY IN TONIGHT	GRP/VERVE	44 -5	0.117 -
28	RE-ENTRY		CANDY DULFER SMOKIN' G JIN	HEADS UP	41 +6	0.152 -
29	29	2	EARL KLUGH OCEAN BLUE	861/EI	41 0	0.162 -
30	23	20	JOHN LEGEND GOOD MORNING	G.O.O.D./COLUMBIA	39 -24	0.227 -

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS / GAIN	ARTIST TITLE / LABEL	PLAYS / GAIN	ARTIST TITLE / LABEL	PLAYS / GAIN
ERIC ESSIX Shuttlesworth Drive (Essence/Essential)	37/0	PAUL HARDCASTLE Revival (Trippin' n' Rhythm)	32/1	NILS Jazz Cruise (Baja/TSR)	29/29
TOTAL STATIONS: 2		TOTAL STATIONS: 1		TOTAL STATIONS: 2	
RICHARD ELLIOT Move On Up (Artistry/Mack Avenue)	36/20	FUNKIE BOY Body Music (Funkie Boy)	30/1	CHUCK LOEB Between 2 Worlds (Heads Up)	29/16
TOTAL STATIONS: 7		TOTAL STATIONS: 2		TOTAL STATIONS: 4	



ARTIST TITLE / LABEL	NEW STATIONS
JACKIEM JOYNER I'm Waiting For You (Artistry) KRVR, KSSJ, KTWW, WNWV	4
RICHARD ELLIOT Move On Up (Artistry) KRVR, WGRV, WLOQ	3
JEFF KASHIWA When It Feels Good (Shanachie) Sirius XM Watercolors, WGRV, WLOQ	3
KENNY G Ritmo Y Romance (Rhythm & Romance) (Starbucks/Concord/CMG) WLOQ, WNWV	2
KENNY LATTIMORE And I Love Her (Verve) KKSF	1
CHRIS STANDRING Have Your Cake & Eat It (Ultimate Vibe) WDSJ	1
WALTER BEASLEY Steady As She Goes (Heads Up) WDSJ	1
THE RIPPINGTONS Paris Groove (Peak/CMG) KRVR	1
NILS Jazz Cruise (Baja/TSR) WLOQ	1
PHILIPPE SAISSE Monday Afternoon (E1) WGRV	1

ADDED AT...
WLOQ
Orlando, FL
PD: Paul Lavoie
MD: Patricia James
Kenny G, Ritmo Y Romance (Rhythm & Romance), 4
Jeff Kashiwa, When It Feels Good, 3
Richard Elliot, Move On Up, 3
Nils, Jazz Cruise, 2

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

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	7	BONEY JAMES STOP, LOOK, LISTEN (TO YOUR HEART)	CONCORD/CMG	151 -7
2	3	25	MICHAEL LINGTON YOU AND I	NUGROOVE	140 +10
3	2	25	FOURPLAY FORTUNE TELLER	HEADS UP	130 0
4	5	26	OLI SILK CHILL OR BE CHILLED	TRIPPIN' N' RHYTHM	124 0
5	4	6	WALTER BEASLEY STEADY AS SHE GOES	HEADS UP	123 -5
6	6	5	DAVE KOZ FEAT. JEFF GOLUB BADA BING	CAPITOL	115 +14
7	8	26	EUGE GROOVE RELIGIFY	NARADA JAZZ/CAPITOL	96 0
8	7	23	ANDRE DELANO SISTA CALIENTE	NUGROOVE	95 -2
9	17	6	VIBES ALIVE AFTER HOURS	SWINGDING	92 +14
10	NEW		JACKIEM JOYNER I'M WAITING FOR YOU	ARTISTRY	91 +51
11	10	6	CHRIS STANDRING HAVE YOUR CAKE & EAT IT	ULTIMATE VIBE	88 -3
12	11	6	ERIC ESSIX SHUTTLESWORTH DRIVE	ESSENTIAL	87 +1
13	12	4	GREGG KARUKAS MANHATTAN	TRIPPIN' N' RHYTHM	85 0
14	14	35	WARREN HILL LA DOLCE VITA	EVOLUTION/EI	83 -1
15	13	13	MINDI ABAIR OUT OF THE BLUE	23/PEAK/CMG	83 -2
16	15	16	SHAUN LABELLE DESERT NIGHTS	INNERVISION	82 +3
17	16	15	WAYMAN TISDALE ONE ON ONE	RENDEZVOUS	81 +3
18	19	6	INCOGNITO REMEMBER A TIME	HEADS UP	79 +1
19	24	10	BRIAN CULBERTSON LET'S STAY IN TONIGHT	GRP/VERVE	77 +13
20	18	6	MATT MARSHAK FEAT. DR. MARTIN LUTHER KING, JR. BROTHERHOOD	NUJKE	77 -1
21	21	3	EARL KLUGH OCEAN BLUE	861/EI	74 +1
22	2	19	GERALD VEASLEY YOUR MOVE	HEADS UP	74 -2
23	25	5	FUNKIE BOY BODY MUSIC	FUNKIE BOY	71 +7
24	22	2	PIECES OF A DREAM VISION ACCOMPLISHED	HEADS UP	70 +3
25	27	10	KIM WATERS LET'S GET ON IT	SHANACHIE	66 +3
26	26	6	DAVID BOSWELL I LIKE THAT	MY QUIET MOON	65 +2
27	NEW		BRIAN SIMPSON FEAT. KIRK WHALUM JUICY	MACK AVENUE	63 +12
28	29	6	LORI JENAIRE CALIFORNIA DREAMIN'	NOUVEAU BLEU	62 +1
29	RE-ENTRY		JESSE COOK HAVANA	COACH HOUSE/EI	59 +11
30	NEW		DARREN RAHN TALK OF THE TOWN	NUGROOVE	57 +17

MOST INCREASED PLAYS

+49
JACKIEM JOYNER
I'm Waiting For You (Mack Avenue/Artistry)
WGRV +15, SXWR +10, WNWV +8, KTWW +4, KIFM +3, WVMV +2, KKSF +1, KOAS +1, KRVR +1, KYOT +1

+48
KIM WATERS
Let's Get On It (Shanachie)
WDSJ +9, KYOT +15, WVMV +10, WLOQ +3, KKSF +3, SXWR +2, WGRV +1

+46
KENNY G
Ritmo Y Romance (Rhythm & Romance)
(Starbucks/Concord/CMG)
WVMV +10, WNWV +9, WDSJ +8, KKSF +5, KTWW +4, WLOQ +4, WNJA +3, KYOT +2, SXWR +1, KOAS +1

+37
BONEY JAMES
Stop, Look, Listen (To Your Heart)
(Concord/CMG)
WDSJ +9, WNJA +9, WDSJ +3, KIFM +3, KRVR +2, KTWW +1, WGRV +1, KYOT +1, KJZY +1, SXWR +1

NILS
Jazz Cruise (Baja/TSR)
WGRV +27, WLOQ +2

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND See legend to charts in charts section for rules and symbol explanations.
1. Smooth jazz stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 15 reporters.
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SMOOTH JAZZ REPORTERS

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



KMYZ's alter ego, TulsaOriginalMusic.com, paves way to NTR

Monetizing Local Music

Mike Boyle

MBoyle@RadioandRecords.com

times-Shamrock alternative KMYZ (Z104.5 the Edge)/Tulsa wanted to take stock of its audience's appetite for the local music scene. So in January 2008, it enlisted five of the biggest bands in Tulsa, put them on one bill at the 1,800-seat venue Cain's Ballroom and promoted it as the Tulsa Original Music Showcase. More than 1,000 people showed up, each forking over the reasonably priced \$10 admission fee.

Recalling that night, PD Kenny Wall says, "That kind of response told us right away that our idea for an even bigger commitment to local music was spot on."

Bigger commitment may be an understatement. On June 1, 2008, KMYZ launched a Web site dedicated solely to Oklahoma acts. Heavily promoted on the air and voice-tracked by part-time KMYZ personalities, TulsaOriginalMusic.com does more than stream local music 24/7. Bands are able to upload their music for online airplay consideration. Musicians can shop for gear, gigs or a new bassist in the classifieds section. The online station even streams one-hour specialty shows devoted to specific music genres.

Most important, the site is attracting paid sponsorships and having a measurable impact on attendance at local music events, according to the station.

TulsaOriginalMusic.com didn't hatch overnight. The concept was the subject of months

of brainstorming by the KMYZ staff. "What we wanted to do was bring more of a spotlight onto the local music scene because of the caliber of talent we knew was out there," Wall says, "but at the same time keep KMYZ intact and not devote hours and hours to local music."

Supported by four or five live mentions per day on KMYZ, the site is guided by PD Drew McKenna, who, along with her handful of staffers, also works on the air part-time. In a residual effect, cutting voice-tracks for the online station is helping those part-timers become better jocks on the mother station, Wall notes. "It's giving those part-timers a chance to voice-track shifts on TulsaOriginalMusic.com, which gives them more experience and helps them sound better on KMYZ."

Impact On Local Music Events

Wall reports that listener response has been

'Homegroan'

KMYZ (Z104.5 the Edge)/Tulsa has a history of showcasing acts that hail from the Sooner State. A local music segment—"Homegroan" (yes, with an "a")—has aired Sunday nights on the station for the past dozen years. And during the past few years, several top acts have emerged from



Northeast Oklahoma, such as Carrie Underwood, David Cook and the All-American Rejects, all of whom have been featured on the show.

Further solidifying its commitment to the Oklahoma and local music scene, KMYZ showcases a local band or artist during a daily late-morning feature, "Locals at 11."—MB

'Initially this was a stream that had a Web site. Now we want it to be more of a Web site that has a really good stream.'

—Kenny Wall



McKenna

growing since the Web site's launch and says he can validate that by the number of people attending local music events promoted on the site.

Still, much fine-tuning remains to be done. "Our goal is to make the Web site even friendlier to local musicians," Wall says. "Initially this was a stream that had a Web site. Now we want it to be more of a Web site that has a really good stream."

As part of the online community experience, bands upload their submissions to the site for consideration. The quality of the recording has to be high, but other than that, an act only has to be from Oklahoma to join the stream.

"We feel the site is musician-friendly," Wall says. Case in point: A classifieds section, where musicians can buy or sell equipment, recruit potential band members, sell their services or trade show recordings.

How effective is the site in helping local artists build a national following? Wall says several major labels are kicking the tires on a few but, to date, none have been signed. However, he notes that Oklahoma City's Aranda is starting to make some national noise with "Still in the Dark" (Astonish), which moves 38-37 on R&R's Active Rock chart. "We've worked very closely with them in the past," Wall says. "There is another band, Violence to Vegas, which is starting to get a lot of label attention that we're supporting on the site, so we're certainly helping to generate some noise for our local bands."

Sponsor Support

With much pride in his voice, Wall says KMYZ has been "very successful" when it comes to monetizing the site.

"We're not just doing rock programming on the site," he says, "we're featuring many genres of music including hip-hop, country and jazz, and all of those one-hour weekly shows have sponsors." On Monday nights the site features a sponsored metal specialty show; Wednesday it's hip-hop; Friday is country; and Sunday offers a jazz brunch feature. According to Wall, the jazz and hip-hop shows are KMYZ's most popular specialty programs.

Other site programming elements have also been monetized, such as hourlong concerts with local bands. A Summer of Music live concert series promoted last year in conjunction with the site was sponsored by Shiner Beer. Wall says, "Over about a 10-week period we did five shows where we had the TulsaOriginalMusic.com banners hung up around the venue. Live breaks from those shows were aired on KMYZ because we don't yet have a way of doing live breaks on the [local music] site."

In addition, the site has sold sponsorships for guest DJ shifts by local acts.

"This Web site has shown that you can make money and it makes us look good in our community," Wall says. "It takes a lot of our time, but it's time well spent for the artists and for our company's bottom line."

R&R

R&R ALTERNATIVE

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► **THE AIRBORNE TOXIC EVENT** COMPLETES THE FORMAT'S LONGEST JOURNEY TO THE TOP FIVE, AS "SOMETIME AROUND MIDNIGHT" RISES 6-5 IN ITS 29TH CHART WEEK. THE BRAVERY SET THE PRIOR MARK WHEN "BELIEVE" CLIMBED TO ITS PEAK OF NO. 4 IN ITS 25TH WEEK LAST MARCH.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	23	SHINEDOWN SECOND CHANCE	NO. 1 (3 WKS)	☆ ATLANTIC	1687 +7	6.713	3
2	2	19	INCUBUS LOVE HURTS		☆ IMMORTAL/EPIC	1678 +17	8.997	1
3	3	27	KINGS OF LEON SEX ON FIRE		☆ RCA/RMG	1586 +52	8.934	2
4	4	23	SEETHER BREAKDOWN		☆ WIND-UP	1328 -14	4.937	7
5	6	29	THE AIRBORNE TOXIC EVENT SOMETIME AROUND MIDNIGHT		☆ MAJORDOMO/SHOUT! FACTORY	1218 +63	5.726	5
6	5	5	U2 GET ON YO' JR BOOTS		☆ ISLAND/INTERSCOPE	1190 -80	4.544	10
7	10	6	PAPA ROACH LIFELINE		☆ EL TONAL/DGC/INTERSCOPE	1137 +121	3.914	14
8	9	11	THE KILLERS SPACEMAN		☆ ISLAND/DJMG	1121 +100	4.192	13
9	7	12	THE OFFSPRING KRISTY, ARE YOU DOING OK?		☆ COLUMBIA	1038 +3	3.715	16
10	16	6	KINGS OF LEON USE SOMEBODY		☆ RCA/RMG	995 +135	4.786	8
11	14	34	APOCALYPTICA FEATURING ADAM GONTIER I DON'T CARE		☆ 20-20/JIVE/JLG	986 +74	5.469	6
12	11	31	THE OFFSPRING YOU'RE GO'NA GO FAR, KID		☆ COLUMBIA	978 -15	6.083	4
13	13	21	ANBERLIN FEEL GOOD DRAG		☆ UNIVERSAL REPUBLIC	977 +37	4.730	9
14	12	15	MGMT KIDS		☆ COLUMBIA	969 +19	3.833	15
15	8	20	PARAMORE DECODE		☆ FUELED BY RAMEN/CHOP SHOP/RRP	933 -96	4.331	11
16	15	8	BLUE OCTOBER DIRT ROOM		☆ UNIVERSAL MOTOWN	926 +21	3.394	18
17	17	8	RISE AGAINST AUDIENCE OF ONE		☆ DGC/INTERSCOPE	914 +90	3.597	17
18	NEW		PEARL JAM BROTHER	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED	☆ EPIC	758 +756	4.260	12
19	18	20	DISTURBED INDESTRUCTIBLE		☆ REPRISE	742 -61	1.898	22
20	19	20	SAVING ABEL 18 DAYS		☆ SKIDDCO/VIRGIN/CAPITOL	708 -78	1.671	24
21	21	11	METALLICA CYANIDE		☆ WARNER BROS.	638 -9	1.641	25
22	24	10	STAINED ALL I WANT		☆ FLIP/ATLANTIC	635 +68	2.288	20
23	22	18	FRAMING HANLEY LOLLIPOP		☆ SILENT MAJORITY/ILG/WARNER BROS.	621 +48	2.096	21
24	23	14	SLIPKNOT DEAD MEMORIES		☆ ROADRUNNER/RRP	600 +28	1.303	33
25	28	4	MY CHEMICAL ROMANCE DESOLIATION ROW		☆ WARNER SUNSET/REPRISE	582 +54	1.413	29
26	30	11	SHINY TOY GUNS GHOST TOWN		☆ UNIVERSAL MOTOWN	525 +48	1.341	31
27	26	12	NICKELBACK SOMETHIN' IN YOUR MOUTH		☆ ROADRUNNER/RRP	519 -23	1.522	27
28	25	15	THE RED JUMPSUIT APPARATUS YOU BETTER PRAY		☆ VIRGIN/CAPITOL	461 -84	1.313	32
29	29	12	FRANZ FERDINAND ULYSSES		☆ DOMINO/EPIC	455 -67	1.350	30
30	31	7	THEORY OF A DEADMAN HATE MY LIFE		☆ 604/ROADRUNNER/RRP	453 +34	1.251	34
31	27	19	HOLLYWOOD UNDEAD UNDEAD		☆ A&M/OCTONE/INTERSCOPE	424 -14	1.094	35
32	5	5	THE ALL-AMERICAN REJECTS GIVES YOU HELL		☆ DOGHOUSE/DGC/INTERSCOPE	419 +53	2.658	19
33	33	2	COLDPLAY LIFE IN TECHNICOLOR II		☆ CAPITOL	403 +63	1.474	28
34	36	5	AVENGED SEVENFOLD SCREAM		☆ HOPELESS/WARNER BROS.	319 +27	0.895	38
35	35	3	IGLU & HARTLY IN THIS CITY		☆ UNIVERSAL REPUBLIC	316 +14	1.073	36
36	37	6	THE GASLIGHT ANTHEM THE '59 SOUND		☆ SIDEDONEDUMMY	306 +16	0.977	37
37	34	13	CAROLINA LIAR SHOW ME WHAT I'M LOOKING FOR		☆ ATLANTIC	284 -55	1.801	23
38	NEW		THE FRAY YOU FOUND ME		☆ EPIC	249 +31	1.545	26
39	40	2	DEATH CAB FOR CUTIE GRAPEVINE FIRES		☆ ATLANTIC	247 +28	0.705	-
40	38	6	WEEZER THE GREATEST MAN THAT EVER LIVED (VARIATIONS ON A SHAKER HYMN)		☆ DGC/INTERSCOPE	226 -33	0.742	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
PEARL JAM Brother (Epic)	30
DEPECHE MODE Wrong (Mute/Virgin/Capitol)	11
YEAH YEAH YEAHS Zero (Dress Up/DGC/Interscope)	9
FRANZ FERDINAND No You Girls (Domino/EPIC)	6
MADINA LAKE Never Take Us Alive (Roadrunner/RRP)	5
STAINED All I Want (Flip/Atlantic)	4
COLDPLAY Life In Technicolor II (Capitol)	4
DEATH CAB FOR CUTIE Grapevine Fires (Atlantic)	4
SEETHER Careless Whisper (Wind-up)	4
MY CHEMICAL ROMANCE Desolation Row (Warner Sunset/Reprise)	3

ADDED AT...
WGRD
Grand Rapids, MI
OMP/DP: Jerry Tarrant
K'NaaN Feat. Kirk Hammett, If Rap Gets Jealous, 12
Kings Of Leon, Use Somebody, 6
Madina Lake, Never Take Us Alive, 6
Pearl Jam, Brother, 4
The Veer Union, Seasons, 0

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
K'NAAN FEAT. KIRK HAMMETT If Rap Gets Jealous (A&M/Octone/Interscope)	224/30	AC/DC Big Jack (Columbia)	154/20
THIRD EYE BLIND Non Dairy Creamer (Assembly)	218/23	SEETHER Careless Whisper (Wind-up)	145/69
BUCKCHERRY Rescue Me (Eleven Seven/Atlantic)	185/1	YEAH YEAH YEAHS Zero (Dress Up/DGC/Interscope)	141/141
POP EVIL 100 In A 55 (Pazzo/Jard Star)	180/43	GLASVEGAS Geraldine (Columbia)	128/3
ASHER ROTH I Love College (SchoolBoy/Loud/SRC/Universal Motown)	167/58	AUDRYE SESSIONS Turn Me Off (Black Seal)	122/9

MOST INCREASED PLAYS

+756	PEARL JAM Brother (Epic) WBCN +32, KXKR +30, KXTE +30, KNRK +29, WHRL +29, CIMX +27, KWOD +26, KFMA +25, KYSR +24, WMFS +22
+141	YEAH YEAH YEAHS Zero (Dress Up/DGC/Interscope) KXKR +20, WWCD +16, WFNX +15, WEQX +14, KBZT +13, KRZB +13, KNDD +12, SXAN +9, CIMX +5, KROX +5
+135	KINGS OF LEON Use Somebody (RCA/RMG) KEDJ +18, KITS +17, KRAB +15, WRZX +14, SXAN +11, WTZR +11, WZJO +11, KNXX +10, KCXX +8, KROQ +7
+121	PAPA ROACH Lifeline (El Tonal/DGC/Interscope) KUCC +33, WWDC +12, KRAB +10, KEDJ +10, KJEE +9, KPNT +9, CIMX +8, WEND +7, WZJO +6, WTZR +6
+100	THE KILLERS Spaceman (Island/DJMG) KEDJ +26, KITS +22, KNXX +15, WLUM +9, KRAB +7, WCYY +7, WURH +7, WEND +7, KXKR +6, WZJO +6

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations. 68 alternative and 27 Canada rock stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2009 Nielsen Business Media, Inc. All rights reserved.

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► **POP EVIL** PASSES THE PEAK OF ITS PRIOR ENTRY, AS "100 IN A 55" SPEEDS 23-18 WITH THE FORMAT'S THIRD-BEST INCREASE IN PLAYS (UP 124). THE GRAND RAPIDS, MICH.-BASED QUINTET REACHED NO. 22 IN SEPTEMBER WITH "HERO," THE FIRST TRACK FROM ITS ALBUM "LIPSTICK ON THE MIRROR."

WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL	PLAYS TW	+/-	AUDIENCE MILLIONS	RANK
1	MUDVAYNE	DO WHAT YOU DO	NO. 1 (5 WKS)	EPIC	1601	-62	5.998	1
15	NICKELBACK	SOMETHING IN YOUR MOUTH		ROADRUNNER/RRP	1528	+3	5.168	3
25	SHINEDOWN	SECOND CHANCE		ATLANTIC	1421	-105	5.415	2
18	SLIPKNOT	DEAD MEMORIES		ROADRUNNER/RRP	1307	+89	3.857	8
27	SEETHER	BREAKDOWN		WIND-UP	1277	-129	4.301	4
13	METALLICA	CYANIDE		WARNER BROS.	1257	+91	4.285	5
23	AVENGED SEVENFOLD	SCREAM		HOPELESS/WARNER BROS.	1135	+88	3.623	9
13	THEORY OF A DEADMAN	HATE MY LIFE		604/ROADRUNNER/RRP	1130	+81	3.246	10
6	PAPA ROACH	LIFELINE		EL TONAL/DGC/INTERSCOPE	1128	+127	4.003	7
27	DISTURBED	INDESTRUCTIBLE		REPRISE	973	-103	4.280	6
26	SAVING ABEL	18 DAYS		SKIDCO/VIRGIN/CAPITOL	922	-125	2.744	12
9	AC/DC	BIG JACK		COLUMBIA	867	+64	2.741	13
35	APOCALYPTICA FEATURING ADAM GONTIER	I DON'T CARE		20-20/LIVE/LIC	813	-32	2.972	11
25	HOLLYWOOD UNDEAD	UNDEAD		A&M/OCTONE/INTERSCOPE	797	-147	2.479	15
15	BUCKCHERRY	RESCUE ME		ELEVEN SEVEN/ATLANTIC	785	+83	2.336	17
25	DROWNING POOL	37 STITCHES		ELEVEN SEVEN	774	+27	1.891	18
22	ALL THAT REMAINS	TWO WEEKS		PROSTHETIC/RAZOR & TIE	751	+46	1.439	24
14	POP EVIL	100 IN A 55		PAZZO/JARD STAR	633	+124	1.354	27
40	THEORY OF A DEADMAN	BAD GIRLFRIEND		604/ROADRUNNER/RRP	621	-17	2.417	16
18	SALIVA	FAMILY REUNION		ISLAND/IDJMG	596	-176	1.604	21
7	HINDER	UP ALL NIGHT		UNIVERSAL REPUBLIC	571	-2	1.741	20
8	RED	DEATH OF ME		ESSENTIAL/RED	570	+19	1.490	23
10	3 DOORS DOWN	CITIZEN SOLDIER		UNIVERSAL REPUBLIC	556	+52	1.416	25
12	STAINED	ALL I WANT		FLIP/ATLANTIC	555	+51	1.395	26
20	FIVE FINGER DEATH PUNCH	STRANGER THAN FICTION		FIRM	518	-87	1.810	19
NEW	PEARL JAM	BROTHER	MOST INCREASED PLAYS/MOST ADDED	EPIC	512	+512	2.707	14
3	DISTURBED	THE NIGHT		REPRISE	450	+119	1.505	22
11	BLACK STONE CHERRY	PLEASE COME IN		INDE COOT/ROADRUNNER/RRP	433	+23	1.046	29
12	FRAMING HANLEY	LOLLIPOP		SILENT MAJORITY/ILG/WARNER BROS.	411	+10	0.624	32
10	KINGS OF LEON	SEX ON FIRE		RCA/RMG	378	+17	1.273	28
3	HURT	WARS		AMUSEMENT	366	+52	0.725	31
5	U2	GET ON YOUR BOOTS		ISLAND/INTERSCOPE	298	-24	0.965	30
11	THE RED JUMPSUIT APPARATUS	YOU BETTER PRAY		VIRGIN/CAPITOL	265	-36	0.439	38
4	BLUE OCTOBER	DIRT ROOM		UNIVERSAL MOTOWN	250	+34	0.402	-
4	BURN HALO	DIRTY LITTLE GIRL		RAWKHEAD/ILG	234	+5	0.477	35
2	TRAPT	CONTAGIOUS		ELEVEN SEVEN	230	+17	0.419	40
4	ARANDA	STILL IN THE DARK		ASTONISH	218	+9	0.595	33
5	THE OFFSPRING	KRISTY, ARE YOU DOING OK?		COLUMBIA	207	-1	0.490	34
NEW	DOPE	ADDICTION		EI	204	+50	0.434	39
16	REV THEORY	LIGHT IT UP		VAN HOWES/MALOOFF/DGC/INTERSCOPE	176	-67	0.449	36

MOST ADDED

ARTIST	TITLE / LABEL	NEW STATIONS
PEARL JAM	Brother (Epic)	22
THE VEER UNION	Seasons (Universal Motown)	8
DISTURBED	The Night (Reprise)	7
SEETHER	Careless Whisper (Wind-up)	7
HOLLYWOOD UNDEAD	Young (A&M/Octone/Interscope)	5
STATIC-X	Stingray (Reprise)	4
DUFF MCKAGAN'S LOADED	Flatline (Century Media/Capitol)	4
DROWNING POOL	37 Stitches (Eleven Seven)	3
(HED)P.E.	Renegade (Suburban Noise)	3
LAMB OF GOD	Set To Fail (Epic)	3

ADDED AT... WNFZ
Knoxville, TN
PD: Shane Cox
APD/MD: Valerie Hale
Pearl Jam, Brother, 25
Kings Of Leon, Use Somebody, 14

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NEW AND ACTIVE

ARTIST	TITLE / LABEL	PLAYS /GAIN	ARTIST	TITLE / LABEL	PLAYS /GAIN
SEVENDUST	Inside (7Bros/Asylum/LG)	141/17	SINCE OCTOBER	Guilty (Tooth & Nail/Capitol)	98/12
SEETHER	Careless Whisper (Wind-up)	137/72	STEEL PANTHER	Death To All But Metal (Universal Republic)	95/13
STATIC-X	Stingray (Reprise)	121/81	STEADLUR	Bumpin' (Roadrunner/RRP)	91/10
LAMB OF GOD	Set To Fail (Epic)	114/2	HOLLYWOOD UNDEAD	Young (A&M/Octone/Interscope)	76/29
POWERMAN 5000	Super Villain (Mighty Loud)	98/50	BLACK TIDE	Shout (Interscope)	73/10



ARTIST	TITLE / LABEL	PLAYS /GAIN
PEARL JAM	Brother (Epic)	+512
PAPA ROACH	Lifeline (El Tonal/DGC/Interscope)	+127
POP EVIL	100 In A 55 (Pazzo/Jard Star)	+124
DISTURBED	The Night (Reprise)	+119
METALLICA	Cyanide (Warner Bros.)	+91

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
62 active rock stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2009 Nielsen Business Media, Inc. All rights reserved.



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▶ RISING 6-4, "CYANIDE" BECOMES METALLICA'S SECOND TOP FIVE FROM "DEATH MAGNETIC," THE GROUP'S FIRST ALBUM SINCE 1998'S "GARAGE INC." TO PRODUCE A PAIR OF TOP FIVE TRACKS. LEAD SINGLE "THE DAY THAT NEVER COMES" DEBUTED AT NO. 4 AND SPENT A WEEK AT NO. 1 IN SEPTEMBER.

THIS WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	24	SHINEDOWN SECOND CHANCE	ATLANTIC	438 -15	1.433	2
2	15	NICKELBACK SOMETHING IN YOUR MOUTH	ROADRUNNER/RRP	414 -29	1.445	1
4	9	AC/DC BIG JACK	COLUMBIA	335 +36	0.979	6
6	21	METALLICA CYANIDE	WARNER BROS.	315 +26	1.271	3
5	22	SEETHER BREAKDOWN	WIND-UP	286 -13	0.808	8
6	30	APOCALYPTICA FEATURING ADAM GONTIER I DON'T CARE	20-20/JIVE/JLG	279 -43	0.996	5
9	12	THEORY OF A DEADMAN HATE MY LIFE	604/ROADRUNNER/RRP	271 +21	0.748	11
8	24	DISTURBED INDESTRUCTIBLE	REPRISE	262 +1	1.047	4
9	23	SAVING ABEL 18 DAYS	SKIDDCO/VIRGIN/CAPITOL	262 -22	0.766	10
13	5	PAPA ROACH LIFELINE	EL TONAL/DGC/INTERSCOPE	225 +54	0.681	13
10	39	THEORY OF A DEADMAN BAD GIRL FRIEND	604/ROADRUNNER/RRP	215 +1	0.691	12
11	26	AC/DC ROCK N' ROLL TRAIN	COLUMBIA	198 -6	0.816	7
15	14	BUCKCHERRY RESCUE ME	ELEVEN SEVEN/ATLANTIC	177 +15	0.563	15
12	22	MUDVAYNE DO WHAT YOU DO	EPIC	177 +2	0.788	9
15	11	3 DOORS DOWN CITIZEN/SO...DIER	UNIVERSAL REPUBLIC	160 -1	0.267	20
16	5	U2 GET ON YOUR BOOTS	ISLAND/INTERSCOPE	158 -7	0.538	16
NEW		PEARL JAM BROTHER	EPIC	155 +155	0.648	14
17	11	STAINED ALL I WANT	FLIP/ATLANTIC	151 0	0.437	17
19	17	SLIPKNOT DEAD MEMORIES	ROADRUNNER/RRP	120 -4	0.260	21
20	15	GUNS N' ROSES BETTER	BLACK FROG/GEFFEN/INTERSCOPE	107 -21	0.270	19
21	16	SALIVA FAMILY REUNION	ISLAND/DJMG	92 -15	0.155	26
22	11	POP EVIL 100 IN A 55	PAZZO/JARO STAR	88 +2	0.070	-
23	3	HINDER UP ALL NIGHT	UNIVERSAL REPUBLIC	82 +10	0.127	28
24	10	AVENGED SEVENFOLD SCREAM	HOPELESS/WARNER BROS.	79 -1	0.156	25
25	18	GUNS N' ROSES CHINESE DEMOCRACY	BLACK FROG/GEFFEN/INTERSCOPE	76 -24	0.118	-
26	8	BLACK STONE CHERRY PLEASE COME IN	IN DE GOOT/ROADRUNNER/RRP	73 -4	0.160	24
27	9	KINGS OF LEON SEX ON FIRE	RCA/RMG	65 -3	0.308	18
NEW		DROWNING POOL 37 STITCHES	ELEVEN SEVEN	52 +10	0.087	-
29	5	INCUBUS LOVE HURTS	IMMORTAL/EPIC	47 -7	0.184	23
RE-ENTRY		ARANDA STILL IN THE DARK	ASTONISH	44 +8	0.069	-

MOST ADDED

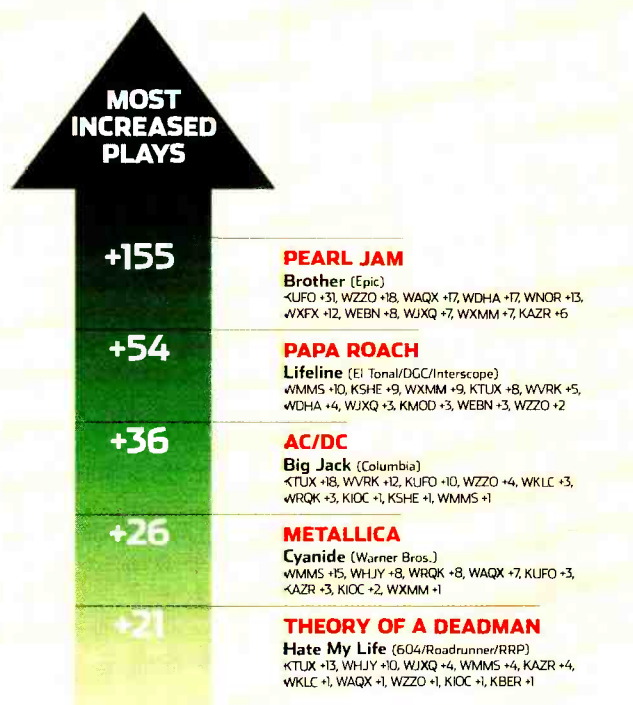
ARTIST TITLE / LABEL	NEW STATIONS
PEARL JAM Brother (Epic) KUFO, WDHA, WEBN, WJXQ, WKLC, WONE, WAFX, WXMM, WZZO	9
STAINED All I Want (Flip/Atlantic) WJXQ, WVRK	2
HINDER Up All Night (Universal Republic) KAZR, KIOC	2
SINCE OCTOBER Guilty (Tooth & Nail/Capitol) KUFO, WAQX	2
PARLOR MOB Hard Times (In De Goot/Roadrunner/RRP) KUFO, WKLC	2
16 SECOND STARE Ballad Of Billy Rose (Mighty Loud) WAQX, WKLC	2
AC/DC Big Jack (Columbia) WRQK	1
METALLICA Cyanide (Warner Bros.) WRQK	1
PAPA ROACH Lifeline (El Tonal/DGC/Interscope) WMMS	1

**ADDED AT...
WDHA**
Morristown, NJ
APD: Curtis Kay
Pearl Jam, Brother, 17
The Answer, On And On, 4

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
DISTURBED The Night (Reprise) TOTAL STATIONS: 10	39/11	SAMMY HAGAR Loud (Loud & Proud/Roadrunner/RRP) TOTAL STATIONS: 3	21/1
HURT Wars (Amusement) TOTAL STATIONS: 3	3/4	RED Death Of Me (Essential/RED) TOTAL STATIONS: 5	20/9
KID ROCK Lowlife (Living The Highlife) (Top Dog/Atlantic) TOTAL STATIONS: 4	29/8	THE ANSWER On And On (The End/RED) TOTAL STATIONS: 4	18/11



FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
1	SIXX: A.M. LIFE IS BEAUTIFUL (ELEVEN SEVEN)		168 182	6	GUNS N' ROSES SWEET CHILD O' MINE (GEFFEN/INTERSCOPE)		103 106
2	SAVING ABEL ADDICTED (SKIDDCO/VIRGIN/CAPITOL)		136 110	7	3 DOORS DOWN IT'S NOT MY TIME (UNIVERSAL REPUBLIC)		102 99
3	METALLICA THE DAY THAT NEVER COMES (WARNER BROS.)		133 157	8	STONE TEMPLE PILOTS INTERSTATE LOVE SONG (ATLANTIC)		99 88
4	PUDDLE OF MUDD PSYCHO (FLAWLESS/GEFFEN/INTERSCOPE)		129 134	9	GUNS N' ROSES PARADISE CITY (GEFFEN/UMG)		96 97
5	SEETHER FAKE IT (WIND-UP)		120 117	10	AEROSMITH DREAM ON (COLUMBIA)		95 83

ROCK REPORTERS

WONE/Akron, OH* OM: Chuck Collins PD: T.K. O'Grady APD/MD: Tim Daugherty	KIOC/Beaumont, TX* OM: Trey Poston PD: Mike Davis	WEBN/Cincinnati, OH* OM: Rick Alexander PD/MD: Mike Holder	WQCM/Hagerstown, MD OM: Rick Alexander PD/MD: Mike Holder	WDHA/Morristown, NJ* APD: Curtis Kay	WHJY/Providence, RI* PD: Dennis O'Heron	KSHE/St. Louis, MO* OM: Rick Balis APD: Katy Kruze MD: Guy Favazza
KZRR/Albuquerque, NM* PD: Phil Mahoney MD: Rob Brothers	WPTQ/Bowling Green, KY OM/PD: Alex "Axe" Parocai APD/MD: Monty Foster	WMMS/Cleveland, OH* OM: Keith Abrams PD: Bo Matthews	WRVC/Huntington, WV PD: Reeves Kirtner	WNOR/Norfolk, VA* PD: Mike Beck APD: Sonja Morrell MD: Tim Parker	WXRK/Rockford, IL PD: Jim Stone MD: Jon Schulz	WAQX/Syracuse, NY* OM: Tom Mitchell PD: Hunter Scott APD/MD: Don Kelley
WZZO/Allentown, PA* PD: Tori Thomas MD: Keith Meyer	WRQK/Canton, OH* PD: Greg Ausham	WVRK/Columbus, GA* PD: Chris Chaos	WJXQ/Lansing, MI* PD: Sheri Vegas	WXMM/Norfolk, VA* OM/PD: John Shomby	KBER/Salt Lake City, UT* PD: Kelly Hammer APD/MD: Darby Wilcox	KMOD/Tulsa, OK* OM/PD: Don Cristi
KWHL/Anchorage, AK PD: Brad Stennett MD: Matthew Collins	WPXC/Cape Cod, MA PD/MD: Suzanne Tonaire	KAZR/Des Moines, IA* OM: Scott Allen PD: Ryan Patrick MD: Andy Hall	WGIR/Manchester, NH* PD: Chris "Doc" Garrett	KCLB/Palm Springs, CA OM/PD: Jen Shevlin MD: Shelly Brown	KZOZ/San Luis Obispo, CA OM: Pepper Daniels PD/MD: Dusty Rhoads	WMZY/Wausau, WI MD: Larry Offerman
WTOS/Augusta, ME OM/PD: Jack O'Brien APD: Mark Smith	WKLC/Charleston, WV* OM/PD: Jay Nunley APD/MD: Brian Thompson	KHQC/Duluth, MN OM: Jack Lawson PD: Scott Klohn	WHDR/Miami, FL* PD: Kevin Vargas MD: Dave Hanson	KUFO/Portland, OR* OM/PD: Chris Patyk	KTUX/Shreveport, LA* OM: Gary McCoy PD/MD: Randy Hill	KBZS/Wichita Falls, TX PD: Liz Ryan

* Monitored Reporters



▶ WINNIPEG SIBLING TRIO **INWARD EYE** JUMPS 36-27 ON CANADA ROCK WITH "SHAME." THE GROUP—BROTHERS DAVE, KYLE AND ANDERS ERICKSON—RELEASED ITS DEBUT EP LAST MONTH.

ALTERNATIVE & ACTIVE REPORTERS

ALTERNATIVE

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

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

WJSE/Atlantic City, NJ
OM/PD: Paul Kelly
MD: Scott Reilly

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

WBCN/Boston, MA*
PD: Mike Thomas
MD: Dan O'Brien

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

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

WZJO/Charleston, WV*
OM: Jeff Whitehead

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

WKQX/Chicago, IL*
PD: Marc Young

WSWD/Cincinnati, OH*
OM: Patti Marshall
PD: Jay Kruz
APD/MD: 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

CIMX/Detroit, MI*
PD: Vince Cannova
MD: Jay Hudson

KXNA/Fayetteville, AR
PD: Dave Jackson

KFRF/Fresno, CA*
PD: Jason Squires
APD/MD: Ryan Oldfield

WJBX/Ft. Myers, FL*
PD: Matt Johnson
MD: Jeff Zito

WGRD/Grand Rapids, MI*
OM/PD: Jerry Tarrant

WXNR/Greenville, NC*
OM: Bruce Simel
MD: Blando

WURH/Hartford, CT*
OM/PD: Todd Thomas

KUCD/Honolulu, HI*
PD: Adam Carr
MD: Chris Sampaio

KTBB/Houston, TX*
PD: Don Jantzen
MD: Karah Leigh

WRZX/Indianapolis, IN*
PD/MD: Lenny Diana

WTZR/Johnson City, TN*
OM: Bill Hagy
PD/MD: Jay Patrix

KRBZ/Kansas City, MO*
OM: Bob Edwards
PD: Lazlo
APD/MD: Jason Ulanet

KFTE/Lafayette, LA*
PD: Scott Perrin
MD: Josh Boulanger

KXTE/Las Vegas, NV*
PD: Chris Ripley

KROQ/Los Angeles, CA*
PD: Kevin Weatherly
APD: Gene Sandbloom
MD: Lisa Worden

KYSR/Los Angeles, CA*
PD: John Ivey
MD: Julie Pilat

KROG/Medford, OR
PD/MD: Cosmo

WMFS/Memphis, TN*
MD: Sydney Nabors

WLUM/Milwaukee, WI*
PD: Jacent Jackson
APD: Stephen Kallao

WKZY/Myrle Beach, SC
OM/PD: Mark McKinney
MD: Mase Brazelle

WROX/Norfolk, VA*
OM/PD: Jay Michaels
MD: James Steele

KHBZ/Oklahoma City, OK*
OM: Tom Travis
PD: Jeff Blackburn

WJRR/Orlando, FL*
PD: Rick Everett

WRFF/Philadelphia, PA*
OM: Thea Mitchem
PD/MD: John Allers
APD: Wendy Rollins

KEDJ/Phoenix, AZ*
PD: Bruce St. James
APD/MD: Tim Virgin

WXDX/Pittsburgh, PA*
OM: Alex Tear
PD: John Moschitta

WCYY/Portland, ME*
PD: Herb Ivy
MD: Brian James

KNRK/Portland, OR*
PD: Mark Hamilton

WBRU/Providence, RI*
OM: Mark Stachowski
PD: Wendell Clough
APD: Gabrielle Greenfield
MD: Alex Korzec

KRZQ/Reno, NV*
OM: Mark Keefe
PD: Melanie Flores
MD: Chris Payne

WDL/Portland, OR*
PD: Mojo

WDFM/Richmond, VA*
PD: Mojo

WFSM/Wilmington, NC
PD/MD: Mike Kennedy

WRXL/Richmond, VA*
OM: Dave Symonds
PD/MD: Casey Krukowski

KCXX/Riverside, CA*
PD: John DeSantis
APD/MD: Bobby Sato

WZNE/Rochester, NY*
OM: Mike Ninie
PD: Nik Rivers

KWOD/Sacramento, CA*
OM/PD: Curtiss Johnson
MD: Andy Hawk

KXRK/Salt Lake City, UT*
OM: Alan Hague
PD: Todd Noker
APD/MD: Corey O'Brien

KBZT/San Diego, CA*
PD: Garrett Michaels
APD: Mike Hansen
MD: Mike Halloran

XETRA/San Diego, CA*
PD: Capone
MD: Christy Taylor

KITS/San Francisco, CA*
OM: Kevin 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 Susalis

**Sirius XM
Alt Nation/Satellite***
OM: Gregg Steele
PD: Jeff Regan
APD: Jordan Gremli

WFXX/Savannah, GA*
OM: Jon Robbins
MD: Marci Stanley

KNDD/Seattle, WA*
OM: Tom Travis
APD/MD: Andrew Harms

KQRA/Springfield, MO*
PD: Kristen Bergman
MD: Shadow Williams

KPNT/St. Louis, MO*
PD: Tommy Mattern
APD: Kyle Guiderian
MD: Scott Rizzuto

WKRL/Syracuse, NY*
PD: Nixon

WSUN/Tampa, FL*
PD: Shark

WRWK/Toledo, OH*
PD: Dan McClintock
APD/MD: Carolyn Stone

KFMA/Tucson, AZ*
OM: Matt Spry
MD: Chris Firmage

KMYZ/Tulsa, OK*
PD: Kenny Wall

WWDC/Washington, DC*
OM: Thea Mitchem
PD: Dave Wellington
APD: Dave Hennessy
MD: Greg Roche

WPBZ/West Palm Beach, FL*
PD: John O'Connell
APD/MD: Ross Mahoney

WBYR/Ft. Wayne, IN*
APD/MD: Stiller

WFSM/Wilmington, NC
PD/MD: Mike Kennedy

ACTIVE

KEYJ/Abilene, TX
OM: Randy Jones
PD/MD: Frank Pain

WZMR/Albany, NY*
OM/PD: Kevin Callahan

KTEG/Albuquerque, NM*
PD: Phil Mahoney
MD: Aaron "Buck" Burnett

WWWX/Appleton, WI*
PD/MD: Guy Dark

WCHZ/Augusta, GA*
OM: Harley Drew
PD: Chuck Williams

WYYY/Baltimore, MD*
PD: Dave Hill

WCPR/Biloxi, MS*
OM/PD: Kenny Vest
MD: Denver Crabb

WKGB/Binghamton, NY
OM/PD: Jim Free
APD/MD: Tim Boland

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

WAAF/Boston, MA*
PD: Ron Valeri
MD: Mistress Carrie

WEDG/Buffalo, NY*
PD/MD: Evil Jim

WYBB/Charleston, SC*
OM/PD: Mike Allen
MD: Matthew Potter

WRXR/Chattanooga, TN*
PD: Boner

WILL/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

KNCN/Corpus Christi, TX*
OM/PD: Paula Newell
APD/MD: Monte Montana

KEGL/Dallas, TX*
OM: Vince Richards
PD: Chris Ryan

KBPI/Denver, CO*
PD: Willie B.

WRIF/Detroit, MI*
OM: Doug Podeli
PD: 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

WWBN/Flint, MI*
OM: J. Patrick
PD/MD: Tony LaBrie

KRZR/Fresno, CA*
OM/PD: Paul Wilson
APD/MD: Skippy

WBYR/Ft. Wayne, IN*
APD/MD: Stiller

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	5	U2 GET ON YOUR BOOTS	ISLAND/INTERSCOPE/UNIVERSAL	577 -78
2	2	21	SHINEDOWN SECOND CHANCE	ATLANTIC/WARNER	543 +5
3	6	13	AC/DC BIG JACK	COLUMBIA/SONY MUSIC	458 +18
4	5	16	NICKELBACK SOMETHING IN YOUR MOUTH	EMI	449 -7
5	8	7	KINGS OF LEON USE SOMEBODY	RCA/SONY MUSIC	430 +56
6	7	10	THORNLEY MAKE BELIEVE	604/UNIVERSAL	416 -12
7	4	20	SEETHER BREAKDOWN	WIND-UP	411 -33
8	3	27	KINGS OF LEON SEX ON FIRE	RCA/SONY MUSIC	402 -70
9	9	13	ARKELLS OH, THE BOSS IS COMING!	DINE ALONE	358 -3
10	11	7	RISE AGAINST AUDIENCE OF ONE	DGC/UNIVERSAL	302 +25
11	12	14	SAVING ABEL 18 DAYS	SKIDOCO/VIRGIN/EMI	272 +14
12	10	30	THE OFFSPRING YOU'RE GONNA GO FAR KID	COLUMBIA/SONY MUSIC	265 -34
13	14	14	FRANZ FERDINAND ULYSSES	DOMINO/EPIC/SONY MUSIC	252 +11
14	15	6	RESPECTABLES SUGAR	UNIVERSAL	239 +23
15	23	4	PAPA ROACH LIFELINE	EL TONAL/DGC/UNIVERSAL	234 +62
16	21	3	THE TREWS CAN'T STOP LAUGHING	THE BUMSTEAD/UNIVERSAL	233 +56
17	18	12	THEORY OF A DEADMAN HATE MY LIFE	604/UNIVERSAL	229 +42
18	16	33	MOBILE THE KILLER	UNIVERSAL	221 +12
19	13	37	THE STILLS BEING HERE	ARTS & CRAFTS	219 -23
20	17	15	MGMT KIDS	COLUMBIA/SONY MUSIC	210 +1
21	20	12	METALLICA CYANIDE	WARNER BROS./WARNER	182 +1
22	NEW	NEW	PEARL JAM BROTHER	EPIC/SONY MUSIC	171 +171
23	25	7	THE AIRBORNE TOXIC EVENT SOMETIME AROUND MIDNIGHT	MAJORDOMO/SHOUT! FACTORY	171 +12
24	24	23	MATT MAYS & EL TORPEDO BUILDING A BOAT	SONIC/WARNER	168 +2
25	22	16	METRIC HELP I'M ALIVE	LAST GANG	165 -12
26	19	13	THEORY OF A DEADMAN NOT MEANT TO BE	604/UNIVERSAL	163 -24
27	16	4	INWARD EYE SHAME	SONY MUSIC	145 +36
28	26	18	INCUBUS LOVE HURTS	IMMORTAL/EPIC/SONY MUSIC	135 -24
29	35	10	STAIN'D ALL I WANT	FLIP/ATLANTIC/WARNER	127 +11
30	27	14	THE RACONTEURS CONSOLER OF THE LONELY	THIRD MAN/WARNER BROS./WARNER	123 -27

FOR WEEK ENDING FEBRUARY 22, 2009

♦ indicates CanCon

WRUF/Gainesville, FL*
OM/PD: Harry Guscott
APD: Kyle Baldry
MD: Jack Wich

WKLQ/Grand Rapids, MI*
OM: Steve Stewart
PD: Michael Grey
APD: Jay Deacon
MD: Darcy

WZOR/Green Bay, WI*
PD: Joe Calgaro
APD: Cutter
MD: Borna Velic

WXQR/Greenville, NC*
OM: Mark McKinney
PD: Wes Styles

WTPT/Greenville, SC*
OM/PD: Mark Hendrix
MD: Twisted Todd

WQXA/Harrisburg, PA*
OM/PD: Ken Carson

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

WNFZ/Knoxville, TN*
OM: Terry Gillingham
PD: Shane Cox
APD/MD: Valerie Hale

KOMP/Las Vegas, NV*
PD: John Griffin
MD: Carlota

KZCD/Lawton, OK
PD: Don "Citter" Brown
APD: J.C. "Kelso" Kellison

WXZZ/Lexington, KY*
PD: Johnny Maze
APD: Twitch

KDJE/Little Rock, AR*
OM: Sonny Victory
PD: Jeff Petterson
MD: Adam Peterson

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

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*
PD: Alex Duran
MD: Keith West

KBRE/Merced, CA
PD/MD: Jason LaChance

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/PD: 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

KUPD/Phoenix, AZ*
PD/MD: Larry McFeele

KDDX/Rapid City, SD
OM/PD: Jim Kallas

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

KZZQ/Salt Lake City, UT*
PD: Kayvon Motie
APD/MD: Roger Orton

KISS/San Antonio, TX*
PD/MD: LA Lloyd

KIOZ/San Diego, CA*
PD/MD: Shauna Moran-Brown

KXFX/Santa Rosa, CA*
PD/MD: Scott Less

Music Choice Rock/Satellite
PD: Justin Prager
MD: Gary Susalis

Sirius XM Octane/Satellite*
OM: Lou Brutus
PD: Bochu Ebright

KISW/Seattle, WA*
OM/PD: Dave Richards
APD: Ryan Castle

WHBZ/Sheboygan, WI
OM/PD: Ron Simonet
MD: Dave Nelson

WRBR/South Bend, IN
PD: Tommy Carroll
APD: Maximus

KHTQ/Spokane, WA*
PD: Kris Siebers

WLZX/Springfield, MA*
PD: Rob Cressman

KZRQ/Springfield, MO*
OM: Valerie Knight
MD: Simon Nytes

WXTB/Tampa, FL*
OM: Brad Hardin
PD: Double Down
APD: Mike Killabrew

WKLK/Utica,



Eight inexpensive ideas to keep your station front and center

Marketing & Promotion On A Shoestring

John Schoenberger
JSchoenberger@RadioandRecords.com

With stations downsizing staffs and cutting budgets, what can remaining employees do to market and promote their stations in an economical but effective way? At this year's Sunset Sessions, held Feb. 12-14 in Carlsbad, Calif., several programmers offered suggestions.

1. It's all about the community. A top goal for radio is community involvement with such organizations as the Breast Cancer Society. KTCZ/Minneapolis MD Thorn says, "They have a big advertising budget, but also want to get involved in a more meaningful way. So we came up with the idea to get women to donate their bras and we would link them all together and string them across the St. Croix River."

For one month last summer people stopped by a local bar to donate bras. "After we had collected enough, we got a permit from the city to string them across the river. It was great as an awareness tool for the cause, it was a great way to attach the station to something that was very important to many of our listeners, and we even ended up getting local TV coverage," Thorn says.

2. Can you tweet? Twitter is all the rage, and it is easy to open a station account. Former KPTL/Des Moines PD Decya McClurkin says, "It allowed us to build an active community with our listenership who wanted to be more engaged. It took off very quickly after we set it up and was very versatile in terms of pushing out messages to get them to listen or log on to find out more details."

Twitter communities also stage Tweet-Ups, which summon people to a place or event. "That was also something we were able to mobilize to benefit the station and our clients. By doing it often KPTL became the Twitter station of choice in Des Moines,"

McClurkin says.

3. Social networking. WRLT/Nashville GM Fred Buc seconds McClurkin's Twitter idea, but he says his station has gone further with social networking. "Some of the younger members of our staff have taken it upon themselves to give the station a presence on MySpace and Facebook and other sites." For example, the station frequently features live, in-studio performances by visiting artists, "so we have been [videotaping] those and putting them up on our site and also on YouTube. It has been helpful in recycling people back to our site."



Thorn

4. Media trading. WNCS/Burlington, Vt., has found that a great way to get the word out about its events is to do a trade with its local weekly magazine called Seven Days, which has a large regional circulation. "Weeklies and other print publications are facing tough times just like radio and seem to be more willing to talk about synergistic relationships these days," PD Zeb Norris says. "The weekly is using radio as a way to develop nontraditional revenue. We are using our full-page ad right now to promote our Point Ski promotions at various resorts, but we also use it for events we do all year long."

5. One-stop Internet platform. KMMS/Bozeman, Mont., PD Michelle Wolfe has a new tool called Mass2One, which is part of Triton Media. "It is a Web site platform that



Wolfe

has given us so many new ways to jazz up our site, keep the content fresh and exciting and reach out to our loyal listeners," she says. "This single sign-on application makes our VIP club easy to join and frequently visited by making everything we do promotionally have a Web component. It also adds another dimension to our VIP awards program. It is a lot of work but it is also the first tool I feel really good about—so much so that I don't even mind the extra time it adds to my day."

6. Radio on TV. KLRR/Bend, Ore., has found a way to tie in on-air personalities with the

market's local cable company to help promote a 20-minute concert- and music-themed program that airs each quarter. The show discusses videos that can be accessed through the on-demand service of the cable company and spotlights concerts that are happening regionally. PD Doug Donoho says, "It is great way to get our high-profile morning team on the TV to promote the station and our connection in the community to music. Obviously, we also promote the on-demand component of the cable service on the air. It is a win-win for both of us."

Talking Points

Use these catchphrases to start brainstorming sessions:

- Create your own stories.
- Take ownership of events.
- Nurture community good will.
- Get other media involved.
- Be relevant and matter.
- Form alliances.
- Own the music scene.
- Channel your passion.

7. Teaming with local artists. When there isn't a budget, cooperation and partnerships with local organizations and communities can deliver mutual benefits. "It is more satisfying and, in the long run, does more for our station and our community," WCOO/Charleston, S.C., OM Mike Allen says. For example, the station decided to go beyond the local music show approach to support Charleston's music community. "We created a local home-grown rotation that gives artists exposure in regular rotation in most dayparts. For that exposure, we asked the bands to use their social networking capabilities to tell their fans that we are playing their music and to please tune in to the station. It has helped build cume and awareness for us."

8. Passion for music. "The key is to remember what got you into radio in the first place: passion for the music," KXLY/Spokane PD Steve Wall says. "This format allows you to still express that passion. Be the music station in town. Tie in with any venue or club you can and be synonymous with live music."



Donoho

KXLY dedicates regular programming segments to exposing new music and it makes a big deal about promoting its new music show. "We also make sure there is a local music component and even produce a local music CD and promote special local music concerts. The passion for music, and especially new music, starts with you."

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► **GOMEZ** EARNS ITS FIRST TRIPLE A CHART HIT IN MORE THAN TWO YEARS, AS "AIRSTREAM DRIVER" OPENS AT NO. 27. THE GROUP LAST CHARTED WITH "SEE THE WORLD," WHICH LED THE LIST FOR FOUR WEEKS ON ITS WAY TO BECOMING THE FORMAT'S MOST-PLAYED SONG OF 2007. THE NEW SONG PREVIEW BAND'S FORTHCOMING ALBUM, "A NEW TIDE."

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	2	14	THE FRAY YOU FOUND ME	NO. 1 (6 WKS) EPIC	563 -20	2.333	1
2	1	5	U2 GET ON YOUR BOOTS	ISLAND/INTERSCOPE	528 -61	2.128	2
3	14	3	SNOW PATROL CRACK THE SHUTTERS	POLYDOR/FICTION/GEFFEN/INTERSCOPE	504 0	2.124	3
4	5	11	COLDPLAY LOVERS IN JAPAN	CAPITOL	375 +15	1.489	4
5	4	13	BRUCE SPRINGSTEEN WORKING ON A DREAM	COLUMBIA	352 -27	1.323	6
6	6	20	JAMES MORRISON NOTHING EVER HURT LIKE YOU	POLYDOR/INTERSCOPE	346 -12	1.150	7
7	7	26	RAY LAMONTAGNE YOU ARE THE BEST THING	RCA/RED	336 +8	1.417	5
8	8	8	PRETENDERS LOVE'S A MYSTERY	SHANGRI-LA	293 +2	1.027	8
9	9	13	ADELE RIGHT AS RAIN	XL/COLUMBIA	283 +3	0.834	10
10	10	32	ERIC HUTCHINSON ROCK & ROLL	LET'S BREAK/WARNER BROS.	280 -1	0.880	9
11	26	2	CHRIS ISAAK WE LET HER DOWN	AIRPOWER/MOST INCREASED PLAYS REPRISE	242 +110	0.727	13
12	2	24	BRETT DENNEN FEATURING FEMI KUTI MAKE YOU CRAZY	DOWNTOWN/DUALTONE	207 -19	0.597	17
13	14	12	DEATH CAB FOR CUTIE NO SUNLIGHT	ATLANTIC	203 -9	0.581	18
14	11	21	THE KILLERS HUMAN	ISLAND/IDJMG	200 -39	0.779	12
15	13	15	SHERYL CROW DETOURS	A&M/INTERSCOPE	199 -19	0.520	20
16	17	6	COUNTING CROWS WHEN I DREAM OF MICHELANGELO	DGC/GEFFEN/INTERSCOPE	196 +10	0.651	15
17	16	19	KEANE THE LOVERS ARE LDSING	INTERSCOPE	190 0	0.429	29
18	19	15	MEIKO BOYS WITH GIRLFRIENDS	LUCKY EAR/DCC/MYSPACE	181 +15	0.459	27
19	15	19	KINGS OF LEON SEX ON FIRE	RCA/RMG	181 -28	0.783	11
20	20	5	ANDREW BIRD FITZ AND THE DIZZYSPELLS	FAT POSSUM/RED	165 +2	0.517	21
22	3	3	SERENA RYDER LITTLE BIT OF RED	ATLANTIC	162 +15	0.285	-
22	21	6	THE DEREK TRUCKS BAND DOWN IN THE FLOOD	VICTOR	154 0	0.392	-
27	4	4	JASON MRAZ & COLBIE CAILLAT LUCKY	ATLANTIC/RRP	152 +28	0.347	-
27	NEW	3	LILY ALLEN THE FEAR	CAPITOL	141 +40	0.410	-
23	3	3	KINGS OF LEON USE SOMEBODY	RCA/RMG	141 0	0.672	14
26	25	6	DONAVON FRANKENREITER YOUR HEART	LOST HIGHWAY	132 -3	0.274	-
27	NEW	3	GOMEZ AIRSTREAM DRIVER	ATO/RED	128 +38	0.234	-
28	3	3	MATT NATHANSON ALL WE ARE	VANGUARD	118 +7	0.348	-
29	24	20	DAVID BYRNE & BRIAN ENO STRANGE OVERTONES	OPAL/TODOMUNDO	118 -18	0.480	24
30	NEW	3	RYAN ADAMS & THE CARDINALS MAGIC	LOST HIGHWAY	117 +27	0.264	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
ERIC HUTCHINSON Ok, It's Alright With Me (Let's Break/Warner Bros.) KPRI, KSWD, Sirius XM Spectrum, WCOO, WRLT, WRNR	6
ERIC MCCARLEY Love, Save The Empty (Universal Republic) WCLZ, WNCN, WRNR, WXR	4
U2 Magnificent (Island/Interscope) CIDR, Sirius XM Spectrum, WXRT, WZGC	4
U2 I'll Go Crazy If I Don't Go Crazy Tonight (Island/Interscope) Sirius XM Spectrum, WRXP, WXRT, WZGC	4
DEPECHE MODE Wrong (Mute/Virgin/Capitol) CIDR, KENZ, KSWD, WRXP	4
MAT KEARNEY Closer To Love (Aware/Columbia) KPTL, KTCZ, WRLT	3
ADELE Right As Rain (XL/Columbia) KFOG, WRNX	2
CHRIS ISAAK We Let Her Down (Reprise) Sirius XM Spectrum, WZGC	2
INDIGO GIRLS What Are You Like (JG/Vanguard) KRVB, WCOO	2

ADDED AT... WCOO
Charleston, SC
OM/PD: Mike Allen
MD: Joel Frank
Eric Hutchinson, Ok, It's Alright With Me, 0
Green River Ordinance, Come On, 0
Indigo Girls, What Are You Like, 0

FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
AMY MACDONALD This Is The Life (Mercury/Decca) TOTAL STATIONS: 12	114/13	BRUCE SPRINGSTEEN My Lucky Day (Columbia) TOTAL STATIONS: 16	93/2
ERIN MCCARLEY Love, Save The Empty (Universal Republic) TOTAL STATIONS: 12	113/4	LIFEHOUSE Broken (Geffen/Interscope) TOTAL STATIONS: 4	89/1
BEN HARPER & RELENTLESS7 Shimmer And Shine (Virgin/Capitol) TOTAL STATIONS: 15	110/3	GAVIN ROSSDALE Can't Stop The World (Interscope) TOTAL STATIONS: 11	87/1
INDIGO GIRLS What Are You Like (JG/Vanguard) TOTAL STATIONS: 15	109/19	THE KILLERS Spaceman (Island/IDJMG) TOTAL STATIONS: 11	86/8
SAM ROBERTS Them Kids (Zoe/Rounder) TOTAL STATIONS: 13	102/5	THE RACONTEURS Top Yourself (Third Man/Warner Bros.) TOTAL STATIONS: 7	79/4

MOST INCREASED PLAYS

+110	CHRIS ISAAK We Let Her Down (Reprise) SXSP +35, KXLY +13, WNCN +10, KPRI +9, WCLZ +9, WZGC +8, KMTR +5, WXP +4, KWMT +4, WMMM +4
+68	U2 Magnificent (Island/Interscope) SXSP +9, WZGC +8, WXRT +7, KSWD +6, KBGO +5, WRNR +5, CIDR +4, WRXP +4, WMMM +3, WZEW +3
+58	U2 I'll Go Crazy If I Don't Go Crazy Tonight (Island/Interscope) WZGC +10, WXRT +8, KSWD +5, SXSP +5, WRXP +5, KBGO +4, WRNR +4, CIDR +3, KPRI +2, KXLY +2
+55	U2 Stand Up Comedy (Island/Interscope) WZGC +9, KSWD +8, WXRT +6, WZEW +5, SXSP +5, WRXP +4, WZEW +4, KBGO +3, WRNR +3, KPRI +2
+55	U2 No Line On The Horizon (Island/Interscope) WZGC +9, WRNR +8, WXRT +6, WZEW +5, SXSP +4, CIDR +3, WMMM +3, KPRI +2, KXLY +2

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
30 triple A stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 52 reporters.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIELSEN BDS CERTIFICATIONS	PLAYS	
			TW	LW
1	O.A.R. SHATTERED (TURN THE CAR AROUND) (EVERFINE/ATLANTIC/RRP)		190	207
2	MATT NATHANSON COME ON GET HIGHER (VANGUARD)		177	199
3	MICHAEL FRANTI & SPEARHEAD SAY HEY (I LOVE YOU) (BOO BOO WAX/ANTI-EPITAPH)		154	163
4	RYAN ADAMS & THE CARDINALS FIX IT (LOST HIGHWAY)		152	172
5	JASON MRAZ I'M YOURS (ATLANTIC/RRP)		140	139

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIELSEN BDS CERTIFICATIONS	PLAYS	
			TW	LW
6	COLDPLAY VIVA LA VIDA (CAPITOL)		132	141
7	SNOW PATROL TAKE BACK THE CITY (POLYDOR/FICTION/GEFFEN/INTERSCOPE)		130	134
8	DONAVON FRANKENREITER LIFE, LOVE & LAUGHTER (LOST HIGHWAY)		123	122
9	COLDPLAY LOST! (CAPITOL)		122	150
10	MY MORNING JACKET I'M AMAZED (ATO/RED)		119	129



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► **BEN HARPER & RELENTLESS7** (JASON MOZERSKY, JESSE INGALLS AND JORDAN RICHARDSON) VAULT 15-10 ON THE TRIPLE A INDICATOR LIST WITH "SHIMMER AND SHINE." THE TRACK INTRODUCES THE QUARTET'S FIRST ALBUM, "WHITE LIES FOR DARK TIMES," SLATED FOR A MAY 5 RELEASE.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	TW	+/-
1	5	1	U2	GET ON YOUR BOOTS	ISLAND/INTERSCOPE	589		+36
2	2	13	BRUCE SPRINGSTEEN	WORKING ON A DREAM	COLUMBIA	518		-10
3	3	8	COLDFPLAY	LOVERS IN JAPAN	CAPITOL	501		-22
6	6	6	ANDREW BIRD	FITZ AND THE DIZZYSPELLS	FAT POSSUM/RED	439		+34
5	6	6	THE DEREK TRUCKS BAND	DOWN IN THE FLOOD	VICTOR	433		+24
4	8	8	PRETENDERS	LOVE'S A MYSTERY	SHANGRI-LA	413		-25
8	13	8	THE FRAY	YOU FOUND ME	EPIC	405		+6
9	4	9	RYAN ADAMS & THE CARDINALS	MAGICK	LOST HIGHWAY	368		+37
7	13	13	DONAVON FRANKENREITER	YOUR HEART	LOST HIGHWAY	367		-35
15	2	2	BEN HARPER & RELENTLESS7	SHIMMER AND SHINE	VIRGIN/CAPITOL	324		+74
11	5	5	RAY LAMONTAGNE	LET IT BE ME	RCA/RED	320		+23
14	7	7	SNOW PATROL	CRACK THE SHUTTERS	POLYDOR/FICTION/GEFFEN/INTERSCOPE	296		+27
13	4	4	DAVID BYRNE & BRIAN ENO	LIFE IS LONG	OPAL/TODOMUNDO	280		+4
12	7	7	AMY MACDONALD	THIS IS THE LIFE	MERCURY/DECCA	271		-10
16	3	3	SAM ROBERTS	THEM KIDS	ZOE/ROUNDER	270		+29
NEW			GOMEZ	AIRSTREAM DRIVER	ATO/RED	265		+87
10	15	15	ADELE	FIGHT AS RAIN	XL/COLUMBIA	261		-39
18	2	2	MICHAEL FRANTI & SPEARHEAD	HEY WORLD	BOO BOO WAX/ANTI-EPITAPH	252		+28
17	2	2	JJ CALE	ROLL ON	ROUNDER	247		+17
22	2	2	THE RACONTEURS	TOP YOURSELF	THIRD MAN/WARNER BROS.	243		+39
21	4	4	NEKO CASE	PEOPLE GOT A LOTTA NERVE	ANTI-EPITAPH	240		+27
20	6	6	LILY ALLEN	THE FEAR	CAPITOL	237		+21
24	2	2	SERENA RYDER	LITTLE BIT OF RED	ATLANTIC	235		+34
19	3	3	G. LOVE & SPECIAL SAUCE	SOFT AND SWEET	BRUSHFIRE	229		+11
NEW			INDIGO GIRLS	WHAT ARE YOU LIKE	IG/VANGUARD	217		+125
2E	2	2	MADELEINE PEYROUX	YOU CAN'T DO ME	ROUNDER	216		+19
NEW			M. WARD	NEVER HAD NOBODY LIKE YOU	MERGE	203		+36
NEW			THE KILLERS	SPACEMAN	ISLAND/IDJUG	200		+62
NEW			KAISER CHIEFS	GOOD DAYS BAD DAYS	B-UNIQUE/UNIVERSAL MOTOWN	187		+13
NEW			MORRISSEY	I'M THROWING MY ARMS AROUND PARIS	ATTACK/LOST HIGHWAY	185		+8

THIS WEEK	LAST WEEK	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	TW	+/-	CUMULATIVE
2		WILLIE NELSON AND ASLEEP AT THE WHEEL	WILLIE AND THE WHEEL	BISMEAUX	340		+42	1120
1		THE GOURDS	HAYMAKER!	YEP-ROC	315		0	1884
6		BUDDY & JULIE MILLER	WRITTEN IN CHALK	NEW WEST	315		+64	674
4		THE TEJAS BROTHERS	THE TEJAS BROTHERS	SMITH	268		-20	3594
5		OTIS GIBBS	GRANDPA WALKED A PICKETLINE	WANAMAKER	264		+9	1460
10		RUTHIE FOSTER	THE TRUTH ACCORDING TO RUTHIE FOSTER	BLUE CORN	244		+22	750
9		THE DEREK TRUCKS BAND	ALREADY FREE	VICTOR	234		+8	1133
8		MARK OLSON & GARY LOURIS	READY FOR THE FLOOD	NEW WEST	233		-11	928
9		LUCINDA WILLIAMS	LITTLE HONEY	LOST HIGHWAY	229		-5	6864
10		JORMA KAUKONEN	RIVER OF TIME	RED HOUSE	221		-50	981
13		RAUL MALO	LUCKY ONE	FANTASY/CMG	220		+10	1211
14		JASON ISBELL AND THE 400 UNIT	JASON ISBELL AND THE 400 UNIT	LIGHTNING ROD	217		+11	678
12		GURF MORLIX	LAST EXIT TO HAPPYLAND	ROOTBALL	216		+3	891
15		BIG HOUSE	NEVER ENDING TRAIN	BIG HOUSE	203		+4	1659
16		BEN KWELLER	CHANGING HORSES	ATO/RED	188		-8	1493
23		RYAN ADAMS & THE CARDINALS	CARDINOLOGY	LOST HIGHWAY	178		+14	4575
24		BRUCE SPRINGSTEEN	WORKING ON A DREAM	COLUMBIA	177		+18	912
21		GUY DAVIS	SWEETHEART LIKE YOU	RED HOUSE	169		0	686
17		THE BRIDGE	BLIND MAN'S HILL	HYENA	162		-22	2344
20		OLD CROW MEDICINE SHOW	TENNESSEE PUSHER	NETTWERK	162		-18	5992
11		RODNEY CROWELL	SEX AND GASOLINE	WORK SONG/YEP-ROC	156		-59	7819
26		TONY FURTADD	DEEP WATER	FUNZALO	155		+8	704
25		ANTSY MCCLAIN AND THE TRAILER PARK TROUBADOURS	NEW GOOD OLD DAYS	DPR	153		+1	792
27		WSNB	OKTIBBEHA COUNTY	WSNB	148		+2	846
18		HANK WILLIAMS III	DAMN RIGHT REBEL PROUD	CURB	147		-36	3979
22		SUSAN TEDESCHI	BACK TO THE RIVER	VERVE FORECAST/VERVE	145		-22	3537
28		TODD SNIDER	PEACE QUEER	AIMLESS	144		+2	6979
31		BRANDON JENKINS	FASTER THAN A STONE	SMITH	143		+6	651
54		J.J. CALE	ROLL ON	ROUNDER	142		+52	296
37		BRIAN MOLNAR AND THE NAKED HEARTS	TEMPERANCE & THE DEVIL	AVENUE A	137		+11	545

MOST ADDED

ERIC HUTCHINSON 10 Ok, It's Alright With Me (Let's Break/Warner Bros.) KDBB, KFMM, KLRR, KROK, KTAO, KYSL, WCNR, WEXT, WNRN, WUIN	BEN HARPER & RELENTLESS7 9 Shimmer And Shine (Virgin/Capitol) KDBB, KLRR, KNBA, KSUT, Music Choice Adult Alternative, WCBE, WFUV, WJCU, WYMS	CHRIS ISAAK 8 We Let Her Down (Reprise) KBAC, KOHO, KROK, KSPN, WCBE, WFIV, WFPK, WYEP	GOMEZ 5 Airstream Driver (ATO/RED) KOHO, KYSL, Music Choice Adult Alternative, WCBE, WEHM
INDIGO GIRLS 9 What Are You Like (IG/Vanguard) KCLC, KDBB, KOHO	JOE BONAMASSA 6 Stop! (J&R/Fontana) KBAC, KNBA, KPND, WBJB, WJCU, WOCM	BELL XI 5 The Great Defector (Yep Roc) KBAC, KCLC, KTBC, WAPS, WOCM	

MOST ADDED

JUSTIN TOWNES EARLE 21 Midnight At The Movies (Bloodshot)	DAN AUERBACH 10 Keep It Hid (Nonesuch/Warner Bros.)	THE RESENTMENTS 9 Roselight (Freedom)	TED RUSSELL KAMP 8 Poor Man's Paradise (Poetry Of The Moment)
NEKO CASE 12 Middle Cyclone (Anti-/Epitaph)	BUDDY & JULIE MILLER 9 Written In Chalk (New West)	SARAH BORGES AND THE BROKEN SINGLES 8 The Stars Are Out (Sugar Hill)	ERIC BRACE & PETER COOPER 8 You Don't Have To Like Them Both (Red Beet)
	GRETCHEN PETERS WITH TOM RUSSELL 9 One To The Heart, One To The Head (Scarlet Letter)		M. WARD 8 Hold Time (Merge)

FOR WEEK ENDING FEBRUARY 22, 2009

FOR WEEK ENDING FEBRUARY 22, 2009

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.americanmusic.org. © 2009 Americana Music Association.

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PDs and personalities on why midday shows matter

Making A Strong Case For Middays

Jackie Madrigal

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for decades, morning and afternoon drive have been regarded as radio's most important dayparts—often hosted by the highest-profile jocks. The less glamorous midday and night shifts, meanwhile, don't typically receive the same attention level from programmers. However, midday shows do matter and that is becoming even more apparent as more markets switch from the diary to electronic audience measurement.

Clear Channel regional Mexican WBZY (Patrón) and Latin pop WWVA (Viva)/Atlanta PD Raffy Contigo says the PPM has confirmed what many PDs already knew: "that there is more radio usage during the midday hours than in a.m. and p.m. drive." The reason? A captive audience listening at home and at work. "Home listening is huge for Patrón and Viva in Atlanta during the midday hours, and listening patterns are consistent from book to book in PPM methodology as well as consistently higher than the rest of the other dayparts," he says.

Calling middays "the bridge between the drive times," Spanish Broadcasting System VP of programming Pio Ferro says stations would have greater difficulty getting an audience to tune in during afternoon drive without a strong midday show. "Drive times get the greatest share of attention," Ferro says, but middays follow close behind in his book. "I believe in giving the midday a lot of attention and benchmarks."

One problem midday shows often face, according to Ferro, is that PDs are too busy putting out fires and attending meetings to concentrate on the daypart. His advice: "Schedule an hour to focus on the midday show at least one day a week."

Contigo says he gives as much attention to middays as he does to drive times. "I am always asking myself, 'Is the music right? Is the talent focused on a listener benefit every time he or she opens the mic? Are bits going too long? Are giveaways short and sweet as well as beneficial for the audience? Are there too many saluditos [greetings]? Is the talent creating reasons for the listener to come back and tune in for a specific reason?'"

Contigo says he doesn't want his midday shows to become "just a jukebox," because listeners at home or at work need to have a bond with the midday talent, just like they do with the morning or afternoon drive.

SBS has several star performers in middays, which consistently score high 18-34 ratings. "La Mega Mezcla del Medio Día," with Alex Sensation, is the highest-rated daypart in the demo on tropical WSKQ (Mega)/New York. The show ranked No. 2 in the market in the November and December 2008 PPM surveys (7.3-7.9) and placed third in the Holiday 2008 period with a 7.5. Gloria B on Latin pop WPAT (Amor)/New York went 2.4-2.9-2.3 during the same time period. In Los Angeles, La Bronca has the second-highest-rated daypart on regional Mexican KLAX (La Raza) and ranked second in the market 18-34 in the November and December 2008 PPM surveys (7.1-6.4) and tied for fourth in Holiday 2008 (5.2).

Contigo is also extremely pleased with Patrón midday jock El Primo Migue's 18-34 numbers: 6.6 in November, 5.0 in December, 5.7 in Holiday 2008; as well as Viva's Paula Andrea's: 7.3-4.8-4.0.

La Bronca

Like most midday shows, La Bronca hosts a music-intensive program but also incorporates fun and raunchy elements. Among them, "La Posición del Día," to encourage passion among couples; "Los Sexohoroscopos,"

'I believe in giving the midday a lot of attention and benchmarks.'

—Pio Ferro



El Primo Migue

'There is more radio usage during the midday hours than in a.m. and p.m. drive.'

—Raffy Contigo

La Bronca



horoscopes focused on what the stars have in store for listeners when it comes to lovemaking; "La Bronca Madre," featuring entertainment gossip from La Bronca's mom; and "Las Movidas de la Bronca," which airs classic cumbia songs.

La Bronca says midday shows are important for all the raza who work at factories, restaurants, in construction, landscaping and other jobs. "To be able to give them good music and a good time is important to me." Another crucial role she says she provides is consistency between drive-time shows. "I believe in teamwork. If the morning show does well, I will get good numbers, and if I do well, I will bring an audience to afternoon drive."

SBS has syndicated La Bronca's show to several of its properties, including regional Mexican KRZZ (La Raza)/San Francisco, expanding her reach beyond L.A. "Knowing that I reach more people—the raza that works hard, the immigrants that may be afflicted because they are far away from their families—and can help them or at least put a smile on their faces for a while is priceless."

Now that L.A. and San Francisco have converted to the PPM, La Bronca says she has had to make some adjustments to her show. The first step for her was learning exactly how the electronic measurement system works. "I'm more informed, I understand how the system works, and I work with it," she says. "I implement the strategies that I believe will help me bring in listeners in large numbers and for long periods of time, while making sure I'm giving them quality content in return."

El Primo Migue

El Primo Migue sees his role in middays as keeping listeners "relaxed and entertained, without having to worry about what's happening around them." The first hour of his music-intensive show is a segment called "Las Gruperronas," which features the best grupero tunes. It's followed by an hour of song requests ("Las Complacencias: Que No Se Te Duerma El Gallo Con El Primo Migue Al Medio Día"). At noon he returns to normal music programming.

Following the hustle of the morning show, where the emphasis is on giving the audience weather, traffic, horoscopes and updates on what's coming up, the midday "is more of a relaxing time of the day," El Primo Migue says. "My job is to make the audience feel like they don't have anything to worry about. It's a social time of day filled with music."

But he also strives to recycle his audience into afternoon drive by building excitement for what comes after his show. "We want to keep them up-to-date on what's coming up during the shows that follow and what they can expect in the morning when they wake up to the station," he adds.

Atlanta, too, is a PPM-measured market. In adjusting to the new methodology El Primo Migue says one of the most noticeable changes he's made is doing fewer breaks between songs. "We used to talk a lot more on the air and for longer periods of time and play less music," he says. "We now play more music and talk less."

R&R

R&R REGIONAL MEXICAN

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► **LOS TUCANES DE TIJUANA** NET BACK-TO-BACK TOP 10s FOR THE FIRST TIME SINCE 2005, AS "SE FUE MI AMOR" ADVANCES 11-7. "QUE TE PERDONE TU MADRE" ROSE TO NO. 8 IN JULY. THE BAND UPS ITS TOP 10 TOTAL TO 29, STRETCHING TO ITS FIRST, THE NO. 6 "MUNDO DE AMOR," IN 1996.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	17	BANDA EL RECODO TE PRESUMIO	NO. 1 (4 WKS) FONOVISIA	1938 +25	11.170 1
2	3	13	VICENTE FERNANDEZ EL ULTIMO BESO	SONY MUSIC LATIN	1702 +15	10.054 3
3	2	22	GRUPO MONTEZ DE DURANGO ESPERO	DISA	1691 -62	11.129 2
4	4	21	EL CHAPO DE SINALOA MALDITO LICOR	DISA	1465 -84	8.021 4
5	6	20	BANDA MS EL MECHON	ASL	1166 -79	6.526 5
6	8	23	PESADO OJALA	ASL	1157 -21	5.934 8
7	11	18	LOS TUCANES DE TIJUANA SE FUE MI AMOR	FONOVISIA/MUSIVISA	1130 +61	5.061 11
8	5	29	LA ARROLLADORA BANDA EL LIMON Y QUE QUEDA CLARO	DISA/EDIMONSA	1086 -113	6.252 6
9	7	22	EL GUERO Y SU BANDA CENTENARIO VEN TU	A.R.C.	1050 -81	3.478 21
10	9	31	ALACRANES MUSICAL DAME TU AMOR	FONOVISIA/MUSIVISA	1013 -83	6.053 7
11	10	22	EL POTRO DE SINALOA DEJAME VACIO	FONOVISIA/MUSIVISA	1010 -105	5.724 9
12	14	10	PATRULLA 81 QUIEREME MAS	DISA	993 +77	4.619 14
13	16	9	CONJUNTO PRIMAVERA MI PRIMERA VEZ	FONOVISIA	924 +114	4.983 12
14	12	29	ESPINOZA PAZ EL PROXIMO JERNEZ	ASL	908 -100	5.682 10
15	13	14	LOS DAREYES DE LA SIERRA QUE TE ENTREGUES HOY	DISA	883 -67	3.454 22
16	15	13	LOS PRIMOS DE DURANGO FUEGO EN TU PIEL	ASL	834 -1	3.965 16
17	17	5	HECHIZEROS BAND EL SONIDITO	NERV/FONOVISIA/MUSIVISA	774 -13	3.562 19
18	21	6	EL TRONO DE MEXICO ALMAS GEMELAS	AIRPOWER FONOVISIA/MUSIVISA	712 +34	4.113 15
19	18	20	INTOCABLE LLEVAME EN TU VIAJE	EMI TELEVISIA	701 -54	2.762 26
20	23	4	JENNI RIVERA CHUPER AMIGOS	AIRPOWER FONOVISIA	699 +59	3.557 20
21	22	10	LOS CREADORES DEL PASITO DURANGUENSE DE ALFREDO RAMIREZ Y POR ESA CALLE VIVE	DISA/EDIMONSA	689 +23	2.647 27
22	26	4	PALOMO EL OTRO	DISA	678 +118	3.675 18
23	25	4	LOS HURACANES DEL NORTE LA HIGUERA	DISA	656 +66	2.645 28
24	19	52	LOS DAREYES DE LA SIERRA HASTA EL DIA DE HOY	DISA	651 -38	4.724 13
25	20	16	GLORIA TREVI & LOS HOROSCOPOS DE DURANGO CINCO MINUTOS	UNIVERSAL MUSIC LATINO	647 -30	3.764 17
26	27	3	BANDA MACHOS LA NOVIA COJA	SONY MUSIC LATIN	643 +132	3.301 23
27	31	14	EL COYOTE Y SU BANDA TIERRA SANTA CITA CON UN INVENTO	FONOVISIA/MUSIVISA	502 +50	3.297 24
28	30	3	LOS PIKADIENTES DE CABORCA LA MACHACA	SONY MUSIC LATIN	493 +41	2.172 30
29	33	3	LOS RIELEROS DEL NORTE VOY A DEJARTE	FONOVISIA	479 +49	2.643 29
30	28	11	LOS TEMERARIOS LUZ DE LUNA	FONOVISIA	461 -30	1.175 -
31	NEW		LA ARROLLADORA BANDA EL LIMON YA ES MUY TARDE	MOST INCREASED PLAYS/MOST ADDED DISA/EDIMONSA	457 +170	2.050 31
32	29	16	LOS INVASORES DE NUEVO LEON AHORA VA LA MIA	SERCA	450 -29	2.968 25
33	32	6	EL PODER DEL NORTE ULTIMAS NOTICIAS	DISA	429 +15	1.600 37
34	34	14	TIERRA CALI PERRA SOLEDAD	VENEMUSIC	409 -8	1.623 36
35	38	2	PANCHO BARRAZA PAPA SOLTEFO	MUSART/BAI BOA	395 +43	1.846 32
36	37	3	FIDEL RUEDA Y TU QUE HARIAS	FONOVISIA	391 +31	1.454 40
37	36	4	DUELO NECESITO MAS DE TI	FONOVISIA/MUSIVISA	375 +8	1.129 -
38	39	2	LOS INQUIETOS DEL NORTE MI RECORRIDO	EAGLE	361 +19	1.410 -
39	RE-ENTRY		COLMILLO NORTENO EL CID	EDIMAI/VIVA	358 +61	1.669 34
40	40	11	GRUPO INNOVACION A MI MODO	CARMEK	343 +15	0.717 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
LA ARROLLADORA BANDA EL LIMON Ya Es Muy Tarde (Disa/Edimonsa) KBUE, KHOT, KJFA, KLAX, KLVO, KMYX, KXPD, KXTS, KYQQ, WLCC, XHNZ	11
PALOMO El Otro (Disa) KESO, KHHL, KKPS, KRAY, KWIZ, KXTS, WLCC, WYMY	8
LA APUESTA No Me Dejes De Amar (Serca) KDUT, KSAB, KTJM, KWIZ, WYMY	5
LOS HURACANES DEL NORTE La Higuera (Disa) KDUT, KHHL, KIWI, KJFA	4
LA AUTENTICA DE JEREZ DE ZACATECAS El Invisible (Viva) KLAX, KRZZ, KTJM, KWIZ	4
EL COMPA CHUY El Corrido Del Katch (Sony Music Latin) KBUE, KDUT, KSTN, WEDJ	4
FIDEL RUEDA & LOS BUITRES Eso Es Quererte (Las Quintas/Sony Music Latin) KLNK, KLVO, KSTN, XHNZ	4
LOS RIELEROS DEL NORTE Voy A Dejarte (Fonovisa) KLVO, KROM, KXPD	3
LOS HEREDEROS DE NUEVO LEON Tu Dices Cuando (Serca) KDUT, KMYX, KSAB	3
ALACRANES MUSICAL Fue Su Amor (Aguila/Fonovisa) KISF, KLTN, WLEY	3

ADDED AT...
KCMT
Tucson, AZ
PD/MD: Enrique Mayans
Pancho Barraza, Papa Soltero, 19
Larry Hernandez, Querendon Cajetoso, 13

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
LA AUTENTICA DE ZACATECAS El Invisible (Viva) TOTAL STATIONS: 20	311/36	DIANA REYES Quedate Junto A Mi (DBC) TOTAL STATIONS: 19	255/70
BANDA SAN JOSE DE MESILLAS Como La Palma De Mi Mano (La Sierra) TOTAL STATIONS: 20	281/30	ALACRANES MUSICAL Fue Su Amor (Aguila/Fonovisa) TOTAL STATIONS: 20	219/48
MARCO ANTONIO SOLIS Nada Que Me Recuerde A Ti (Fonovisa) TOTAL STATIONS: 16	271/19	LABERINTO Rafa Y Su Primo (Musart/Balboa) TOTAL STATIONS: 17	216/31
LOS HEREDEROS DE NUEVO LEON Tu Dices Cuando (Serca) TOTAL STATIONS: 14	264/84	LUIS FONSI No Me Doy Por Vencido (Universal Music Latino) TOTAL STATIONS: 20	200/0
EL TIGRILLO PALMA Gente De Alto Poder (Fonovisa) TOTAL STATIONS: 19	259/21	LUPILLO RIVERA Epoca De Oro (ASL) TOTAL STATIONS: 9	194/10

MOST INCREASED PLAYS

+170	LA ARROLLADORA BANDA EL LIMON Ya Es Muy Tarde (Disa/Edimonsa) KHOT +17, KXTS +16, KLAX +13, KLVO +13, KYQQ +11, KESO +9, KJFA +9, KXPD +9, XHNZ +9, KBUE +8
+132	BANDA MACHOS La Novia Coja (Sony Music Latin) WBZY +25, KXTS +14, KHOT +12, KLTN +8, KLAX +8, KOND +8, WOJO +8, KTTA +7, KMYX +6, KTJM +5
+118	PALOMO El Otro (Disa) KBUE +21, WYMY +14, KKPS +13, KXTS +13, WLCC +12, KHOT +11, KHHL +10, KTJM +9, KYQQ +8, XHTY +8
+114	CONJUNTO PRIMAVERA Mi Primera Vez (Fonovisa) WBZY +24, KJFA +14, WOJO +12, KSOL +12, XHNZ +10, KHOT +9, KBUE +9, XDCI +7, KGBT +7, KYQQ +6
	LOS HEREDEROS DE NUEVO LEON Tu Dices Cuando (Serca) KSAB +16, KDUT +15, KHHL +13, KCMT +9, KSAH +9, KBNO +7, KMYX +6, KLTN +4, KLEY +3, KESO +3

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► SISTER DUO **HA*ASH**—23-YEAR-OLD HANNA AND 22-YEAR-OLD ASHLEY—FOLLOWS ITS SECOND TOP 10, "NO TE QUIERO NADA," WHICH REACHED NO. 4 IN SEPTEMBER, WITH "LO QUE YO SE DE TI" AT NO. 40. THE PAIR FIRST APPEARED WITH THE NO. 9-PEAKING "ESTES DONDE ESTES" IN SUMMER 2004.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	34	LUIS FONSI NO ME OYD POR VENCIDO	NO. 1 (28 WKS) UNIVERSAL MUSIC LATINO	856 -89	7.312	1
2	4	7	LA 5A ESTACION QUE TE QUERIA	SONY MUSIC LATIN	822 +93	5.956	5
3	2	35	ENRIQUE IGLESIAS LIDORO POR TI	UNIVERSAL MUSIC LATINO	803 +8	6.944	2
4	3	28	REIK INOLVIDABLE	SONY MUSIC LATIN	747 -47	6.333	4
5	5	5	LUIS FONSI AQUI ESTOY YO	UNIVERSAL MUSIC LATINO	723 +44	6.384	3
6	8	17	FANNY LU TU NO ERES PARA MI	UNIVERSAL MUSIC LATINO	651 +22	4.680	11
7	9	14	PLAYA LIMBO ASI FUE	SONY MUSIC LATIN	625 +40	3.067	21
8	6	21	RICARDO ARJONA COMO DUELE	WARNER LATINA	619 -64	5.101	7
9	7	18	LAURA PAUSINI EN CAMBIO NO	WARNER LATINA	613 -26	3.577	17
10	11	41	GLORIA TREVI CINCO MINUTOS	UNIVERSAL MUSIC LATINO	603 +70	4.773	9
11	10	22	RKM & KEN-Y TE REGALO AMORES	PINA/MACHETE	575 -52	4.562	12
12	12	48	MANA SI NO TE HUBIERAS IDO	WARNER LATINA	565 +43	5.424	6
13	15	15	ALEXANDER ACHA TE AMO	AIRPOWER WARNER LATINA	529 +109	3.119	20
14	13	15	KALIMBA SE TE OLVIDO	SONY MUSIC LATIN	517 +11	2.049	31
15	14	7	FRANCO DE VITA CUANDO TUS OJOS ME MIRAN	SONY MUSIC LATIN	480 +1	4.687	10
16	19	5	RICARDO ARJONA SIN TI... SIN MI	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED WARNER LATINA	472 +122	4.137	13
17	17	6	REIK FUI	SONY MUSIC LATIN	425 +45	1.770	37
18	18	12	AVENTURA POR UN SEGUNDO	PREMIUM LATIN	414 -40	3.002	22
19	22	5	TOMMY TORRES IMPARABLE	AIRPOWER WARNER LATINA	385 +102	4.882	8
20	16	6	CRISTIAN CASTRO NO ME DIGAS	UNIVERSAL MUSIC LATINO	381 -21	2.010	32
21	29	6	FLEX DIME SI TE VAS CON EL	EMI TELEVISIA	324 +66	1.822	35
22	28	12	MAKANO TE AMO	PANAMA/MACHETE	308 -18	2.168	28
23	21	26	FONSECA ARROYITO	EMI TELEVISIA	298 -20	3.424	19
24	24	14	WISIN & YANDEL FEATURING NESTY ME ESTAS TENTANDO	WY/MACHETE	293 -49	2.162	30
25	26	4	LA OREJA DE VAN GOGH INMORTAL	SONY MUSIC LATIN	267 +5	3.627	16
26	25	5	PAT-RICH VS. NICOLA FASANO 75, BRAZIL STREET	ULTRA	265 +1	3.661	14
27	31	3	AMAIA MONTERO QUIERO SER	SONY MUSIC LATIN	242 +22	2.267	27
28	23	19	NEGROS EN UN SOLO DIA	PREMIUM LATIN	240 -35	3.659	15
29	30	19	VICTOR & LEO NADA ES NORMAL (NADA NORMAL)	SONY MUSIC LATIN	223 -5	3.451	18
30	27	20	KANY GARCIA ESTIGMA DE AMOR	SONY MUSIC LATIN	221 -27	1.968	33
31	35	7	LA SECTA ALL-STAR DEJALOS QUE HABLEN	SONY MUSIC LATIN	211 +26	2.523	25
32	33	19	CALLE 13 FEATURING CAFE TACUBA NO HAY NADIE COMO TU	SONY MUSIC LATIN	207 +8	0.893	-
33	32	6	KATY PERRY HOT N COLD	CAPITOL	198 -19	2.901	23
34	40	2	DON OMAR VIRTUAL DIVA	VIMACHETE	191 -34	1.777	36
35	34	18	ROSARIO NO DUDARIA	UNIVERSAL MUSIC LATINO	189 +2	2.599	24
36	2	2	TATI AMAME	ROYAL	180 +5	1.494	-
37	2	2	ZORRO VIEJO NO QUEDAN LAGRIMAS	NU	173 +11	2.164	29
38	36	5	LOS TEMERARIOS LUZ DE LUNA	FONOVISA	161 -22	1.505	40
39	38	2	LA MUZA FEATURING ANDRES JIMENEZ EL JIBARO MI BANDERA	LUAR	152 -11	2.448	26
40	NEW		HA*ASH LO QUE YO SE DE TI	SONY MUSIC LATIN	149 +21	0.585	-



ARTIST TITLE / LABEL NEW STATIONS

RICARDO ARJONA
Sin Ti... Sin Mi
(Warner Latina)
KLOL, KXOB, WVJP, XAVO, XGLX

TITO EL BAMBINO
El Amor (Siente)
WFID, WIAC, WKAQ, WMGE, WXYX

TOMMY TORRES
Imparable
(Warner Latina)
KQKQ, KTCY, XGLX, XHPX

LUIS FONSI
Aqui Estoy Yo
(Universal Music Latino)
KESL, KPSP, WAMR

FLEX
Dime Si Te Vas Con El
(EMI Televisa)
KESL, KRIO, KXXS

GLORIA TREVI
Cinco Minutos
(Universal Music Latino)
KESL, WRLX

LAURA PAUSINI
En Cambio No
(Warner Latina)
KESL, KSSE

FANNY LU
Tu No Eres Para Mi
(Universal Music Latino)
KESL, WAMR

CRISTIAN CASTRO
No Me Digas
(Universal Music Latino)
KSSE, WIOA

ALEXANDER ACHA
Te Amo
(Warner Latina)
KPSP, WIOA

ADDED AT... XGLX
San Diego, CA
PD: Marylu Ramos
APD: Jorge Rivera
Pitbull, I Know You Want Me (Calle Ocho), 15
Tommy Torres, Imparable, 11
Ricardo Arjona, Sin Ti... Sin Mi, 9

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NEW AND ACTIVE

TITO "EL BAMBINO" 148/88
El Amor (Siente)
TOTAL STATIONS: 7

JASON MRAZ 97/13
I'm Yours (Atlantic/RRP)
TOTAL STATIONS: 4

RICARDO MONTANER 134/44
Para Un Poco (EMI Televisa)
TOTAL STATIONS: 7

VICENTE FERNANDEZ 96/11
El Ultimo Beso (Sony Music Latin)
TOTAL STATIONS: 5

BETO CUEVAS 124/10
Habla (Warner Latina)
TOTAL STATIONS: 6

AGINA ALVAREZ 89/14
Somos Mar Y Arena (Ruthless)
TOTAL STATIONS: 3

BELANOVA 121/0
Paso El Tiempo (Universal Music Latino)
TOTAL STATIONS: 5

VICTOR MANUELLE 78/20
Dime (Kiyavi/VM)
TOTAL STATIONS: 4

ABRAHAM & BETHLIZA 100/25
Contigo (Luar)
TOTAL STATIONS: 3

DADDY YANKEE 72/6
Que Tengo Que Hacer (El Cante)
TOTAL STATIONS: 4



+122
RICARDO ARJONA
Sin Ti... Sin Mi (Warner Latina)
WVJP +22, XAVO +20, WIAC +17, KLOL +15, XHPX +13,
WFID +12, WRMA +11, XGLX +11, XGLX +6, WXYX +5

+109
ALEXANDER ACHA
Te Amo (Warner Latina)
KCSX +26, KAMA +23, KPSP +22, WIOA +7, KXXS +6,
KSSE +6, WRMA +6, KBMG +5, KRIO +3, KTCY +3

+102
TOMMY TORRES
Imparable (Warner Latina)
WIAC +25, XHPX +25, WFID +11, WIOA +11, XGLX +9,
KTCY +9, KQKQ +8, WXYX +7, WRMA +5, WPAT +2

+93
LA 5A ESTACION
Que Te Queria (Sony Music Latin)
KESL +24, KRIO +19, WIAC +14, WMGE +13, KXXS +11,
KTCY +10, XAVO +4, XHPX +3, KXOB +3, WXYX +2

TITO "EL BAMBINO"
El Amor (Siente)
WIAC +30, WKAQ +20, WMGE +19, WFID +8, WXYX +7,
KBMG +5

FOR WEEK ENDING FEBRUARY 22, 2009
LEGEND: See legend to charts in charts section for rules and symbol explanations.
30 Latin pop, 17 tropical and 10 Latin rhythm stations are electronically monitored by Nielsen
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LATIN POP MONITORED REPORTERS

WWVA/Atlanta, GA

OM: Scott Lindy
PJ: Raffy Contigo

KXXS/Austin, TX

OM: Romeo Herrera
PD: Josh Villa
MD: Julieta Jil

KPSP/Bakersfield, CA

PD: Isidro Roman

KTCY/Dallas, TX

PD: Javier Casanova

XHPX/El Paso, TX

PD: David Castillo

KXOB/Fresno, CA

PD: Jorge Guillen

KAMA/Houston, TX

PD: Angel Basulto

KLOL/Houston, TX

PD: Omar Romero

KQKQ/Houston, TX

PD: Eddie Leon
MD: Raquenell Villarreal

KLVE/Los Angeles, CA

PD: Fernando Perez

KSSE/Los Angeles, CA

OM: Elias Autran
PD: Maria Nava
APD: Andrea Becerra

XAVO/McAllen, TX

OM: Jeff Koch
PD: Juan Facundo

WAMR/Miami, FL

PD: Pedro Javier Gonzalez

WMGE/Miami, FL

OM: Rod Phillips
PD: Rogelio Alfonso
MD: Raymond Hernandez

WRMA/Miami, FL

PD: Pio Ferro
MD: Al Fuentes

WPAT/New York, NY

PD: Tony Luna
MD: Polito Vega

WFID/Puerto Rico

PD: Lucy-Ann Ramos

WIAC/Puerto Rico

PD: Valerie Mejia

WIOA/Puerto Rico

PD: Pedro Arroyo

WKAQ/Puerto Rico

PD: Carlos Gonzalez
APD: Natalia Cuevas

WVJP/Puerto Rico

OM/PD: Junior Torres
APD: Gloria Garced

WXYX/Puerto Rico

PD/MD: Herman Davila

KBMG/Salt Lake City, UT

OM: Carlos Martin Valdez
PD: Ana Perez

KGSX/San Antonio, TX

PD: Manny Herrera

KRIO/San Antonio, TX

OM/PD: Alfonso Flores

XGLX/San Diego, CA

PD: Marylu Ramos
APD: Jorge Rivera

XHFG/San Diego, CA

OM: Elvis Valle
PD: Robbie Ramirez

XLTN/San Diego, CA

PD: Libia Sauza

WRLX/West Palm Beach, FL

PD: Raymond Hernandez



► **EDDY HERRERA** LOGS THE FIRST TOP 10 DEBUT AT TROPICAL SINCE OCTOBER 2007, AS "COMO DIABLOS" STARTS AT NO. 10 WITH MOST ADDED AND MOST INCREASED PLAYS HONORS (UP 139). WISIN & YANDEL SCORED THE SURVEY'S LAST TOP 10 BOW IN THE OCT. 26, 2007, ISSUE, WHEN "SEXY MOVIMENTO" OPENED AT NO. 10.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	16	AVENTURA POR UN SEGUNDO NO. 1 (8 WKS)	PREMIUM LATIN	383 -7	2.642	1
2	2	24	RKM & KEN-Y TE REGALO AMORES	PINA/MACHETE	283 -18	1.500	7
3	5	17	WISIN & YANDEL FEATURING NESTY ME ESTAS TENTANDO	WY/MACHETE	244 -2	1.454	9
4	4	35	ADOLESCENT'S ORQUESTA EN AQUEL LUGAR	KORTA/VENEMUSIC	243 -14	2.038	2
5	3	7	GILBERTO SANTA ROSA LLEGO EL AMOR	SONY MUSIC LATIN	240 -22	1.559	6
6	6	20	TITO NIEVES MI ETERNO AMOR SECRETO	MACHETE	226 0	0.974	14
7	8	12	GRUPO MANIA MARIALOLA	WW/NEW	220 +17	1.585	5
8	7	23	ENRIQUE IGLESIAS LLORO POR TI	UNIVERSAL MUSIC LATINO	204 -3	0.777	20
9	10	33	LLIS FONSI NO ME DOY POR VENCIDO	UNIVERSAL MUSIC LATINO	181 -7	0.594	27
10	NEW		EDDY HERRERA COMO DIABLOS MOST INCREASED PLAYS/MOST ADDED	PREMIUM LATIN	179 +139	0.435	38
11	15	15	DON OMAR VIRTUAL DIVA	VI/MACHETE	173 +7	1.498	8
12	15	5	DOMENIC MARTE ERES ASI	M.P./JVN/J & N	166 +19	0.309	-
13	9	13	HECTOR ACOSTA COM QUE OJOS	D.A.M./VENEMUSIC	161 -28	1.801	4
14	13	14	RICARDO ARJONA COMO DUELE	WARNER LATINA	154 0	0.569	29
15	14	12	BACHATA HEIGHTZ ME PUEDO MATAR	NU LIFE	147 -7	0.510	33
16	21	6	DE LA GHETTO TU TE IMAGINAS	FIGHT KLUB NATION/PREMIUM LATIN	140 +18	0.668	23
17	12	11	JORGE CELEDON & JIMMY ZAMBRANO ESTA VIDA	SONY MUSIC LATIN	138 -18	0.789	18
18	19	7	RAFELY ROSARIO ME LIBERE	D.A.M./VENEMUSIC	133 +2	0.788	19
19	16	19	JUANES ODI POR AMOR	UNIVERSAL MUSIC LATINO	133 -9	0.493	34
20	17	20	DADDY YANKEE LLAMADO DE EMERGENCIA	EL CARTEL	127 -13	0.635	24
21	23	15	MAKANO TE AMO	PANAMA/MACHETE	120 +3	1.364	10
22	18	38	TOBY LOVE LLORAR LLOVIENDO	NORTE/SONY MUSIC LATIN	116 -17	0.827	17
23	25	2	JERRY RIVERA QUIEN DE LOS DOS	PLATINUM MELODIES	115 +13	0.286	-
24	24	12	N'KLABE AMOR DE AGUA	NU LIFE/MACHETE	97 -6	0.517	32
25	22	6	OSCAR D'LEON HASTA QUE VUELVAS	SONY MUSIC LATIN	97 -23	0.620	25
26	28	4	ELVIS CRESPO ME GUSTA, ME GUSTA	UNIVERSAL MUSIC LATINO	93 +13	0.526	31
27	31	3	KALIMETE EL DUENO DEL ACIENTO	CUTTING	84 +12	0.962	15
28	29	3	LLIS FONSI AQUÍ ESTOY YO	UNIVERSAL MUSIC LATINO	84 +5	0.168	-
29	27	15	FANNY LU TU NO ERES PARA MI	UNIVERSAL MUSIC LATINO	82 -14	0.230	-
30	NEW		REY RUIZ SI TU TE VAS	SONY MUSIC LATIN	79 +45	0.282	-

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	19	WISIN & YANDEL FEATURING NESTY ME ESTAS TENTANDO NO. 1 (6 WKS)	WY/MACHETE	454 -27	4.165	1
2	2	28	MAKANO TE AMO	PANAMA/MACHETE	385 +11	3.604	4
3	3	16	AVENTURA POR UN SEGUNDO	PREMIUM LATIN	370 +3	3.972	2
4	5	25	RKM & KEN-Y TE REGALO AMORES	PINA/MACHETE	351 +1	2.407	7
5	4	18	DON OMAR VIRTUAL DIVA	VI/MACHETE	339 -20	3.967	3
6	6	31	IVY QUEEN DIME	DRAMA/MACHETE	308 +25	2.167	10
7	10	6	PITBULL I KNOW YOU WANT ME (CALLE OCHO)	JLTRA	302 +21	2.990	6
8	12	12	RKM & KEN-Y CUERPO SENSUAL	PINA/MACHETE	278 +17	3.411	5
9	7	32	LUIS FONSI NO ME DOY POR VENCIDO	UNIVERSAL MUSIC LATINO	271 +9	1.284	19
10	9	11	ARCANGEL POR AMAR A CIEGAS	MAS FLOW/MACHETE	268 +42	2.363	8
11	13	14	FANNY LU TU NO ERES PARA MI	UNIVERSAL MUSIC LATINO	219 +15	1.644	13
12	11	9	FLEX DIME SI TE VAS CON EL MOST ADDED	EMITEV/ Evisa	216 -18	2.277	9
13	12	24	REIK INOLVIDABLE	SONY MUSIC LATIN	193 +10	0.849	28
14	22	2	TITO "EL BAMBINO" EL AMOR AIRPOWER/MOST INCREASED PLAYS	JIENTE	165 +45	1.994	12
15	17	5	DE LA GHETTO TU TE IMAGINAS	FIGHT KLUB NATION/PREMIUM LATIN	158 -17	2.090	11
16	16	5	CALLE 13 ELECTRO MOVIMENTO	SONY MUSIC LATIN	149 +13	1.467	16
17	15	28	ENRIQUE IGLESIAS LLORO POR TI	UNIVERSAL MUSIC LATINO	141 +6	0.543	-
18	14	13	BABY RASTA & GRINGO TIEMBLO	LOUDES68/EME/UNIVERSAL MUSIC LATINO	136 -15	1.335	17
19	27	3	YOMO SECRETO AIRPOWER	BLACK PEARL	127 +19	1.609	14
20	9	9	BEYONCE SINGLE LADIES (PUT A RING ON IT)	MUSIC WORLD/COLUMBIA	123 +6	0.602	-
21	9	9	LADY GAGA FEATURING COLBY O'DONIS JUST DANCE	STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE	122 -1	1.555	15
22	6	6	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL BEAUTIFUL	KONVICT/UPFRONT/SRC/UNIVERSAL MCTOWN	117 +2	1.334	18
23	23	3	DOMENIC MARTE ERES ASI	M.P./JVN/J & N	114 -4	0.693	38
24	3	3	PLAYA LIMBO ASI FUE	SONY MUSIC LATIN	111 -3	0.641	40
25	30	5	LA 5A ESTACION QUE TE QUERIA	SONY MUSIC LATIN	95 +13	0.566	-
26	24	6	DADDY YANKEE QUE TENGO QUE HACER	EL CARTEL	83 -25	0.725	34
27	28	5	ILEGALES YA NO ESTOY PA' ESO	FANET	82 +19	0.399	-
28	29	17	BABY BOY DONDE ESTAS	786/ JIENTE	80 -16	0.703	37
29	34	10	KANYE WEST HEARTLESS	ROC-A-FELLA/DEF JAM/IDJMG	78 +5	1.165	21
30	36	7	VR FEATURING MJ APOLOGIZE	MACHETE	77 +7	1.186	20

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	1	4	LOS FABULOSOS CADILLACS PADRE NUESTRO	NACIONAL
2	3	7	CALLE 13 FEAT. CAFE TACUBA NO HAY NADIE COMO TU	SONY MUSIC LATIN
3	4	5	MENORES MUERE LA ILUSION	D.P.
4	2	13	D-MENTE LUZ	RAMHAUS RECORDS/V&J
5	5	19	PLASTILINA MOSH PERVERT POP SONG	NACIONAL
6	18	7	ZOE REPTILECTRIC	CAPITOL
7	8	13	ALDITIVO SINCERA	PISTOLERO
8	9	15	BETO CUEVAS VUELVO	WARNER LATINA
9	13	16	KINKY HASTA QUE MARNOS	NETTWERK
10	11	8	KINKY AVION	NETTWERK
11	10	15	GONZALO YANEZ DISPARA	NACIONAL
12	14	21	ATERCIOPELADOS RIO	NACIONAL
13	12	6	JUANES ODI POR AMOR	UNIVERSAL MUSIC LATINO
14	7	25	JAGUARES ENTRE TUS JARDINES	EMI TELEVISIA
15	6	8	ALLISON ALGO QUE DECIR	SONY MUSIC LATIN
16	NEW		LOS PECADOS DE MARIA ME FUI	LPDM
17	RE-ENTRY		MANU CHAO LA VIDA TOMBOLA	NACIONAL
18	RE-ENTRY		JAGUARES VISIBLE	EMI TELEVISIA
19	NEW		BYE SAMI TALVEZ NUNCA REGRESARAS	SOURPOP
20	NEW		MONARETA TODO EL VOLTAJE	NACIONAL

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	2	11	BABY RASTA Y GRINGO TIEMBLO	LOUDES68/EME/UNIVERSAL LATIN
2	1	14	AVENTURA POR UN SEGUNDO	PREMIUM LATIN
3	11	11	PENA SUAZO Y LA BANDA GORDA ELLA TIENE UNA COSA QUE AMARRA	M.P./JVN/J & N
4	4	7	FANNY LU TU NO ERES PARA MI	UNIVERSAL MUSIC LATINO
5	5	14	WISIN & YANDEL FEAT. NESTY ME ESTAS TENTANDO	WY/MACHETE
6	6	12	BRENDALY RITMO LATINO	SOUTHERN PEARL
7	7	5	MAKANO TE AMO	MACHETE
8	8	6	NANDA MY BIZ	A4 PRODUCTIONS
9	11	4	GRUPO RUSH JASMINE	M.P./JVN/J & N
10	10	13	DANIEL MONCION CULPABLE	M.P./JVN/J & N
11	9	15	XTREME THROUGH THAT WINDOW (ENAMORADO ESTOY)	MACHETE
12	12	20	CHARLIE CRUZ SIGO TRATANDO	SONY MUSIC LATIN
13	14	18	TITO NIEVES MI ETERNO AMOR SECRETO	MACHETE
14	16	2	TITO ROJAS NO ME ABANDONES	M.P./JVN/J & N
15	17	21	ANAYKA NADIE SE MUERE POR UN AMOR	PROMOTION
16	20	2	DE LA GHETTO TU TE IMAGINAS	FIGHT KLUB NATION/PREMIUM LATIN
17	RE-ENTRY		ISSAC DELGADO NO VALE LA PENA	MACHETE
18	18	3	OLGA TANON FUEGO EN VIVO	UNIVERSAL MUSIC LATINO
19	19	4	KEVIN CEBALLO POR ESO TE QUIERO	M.P./JVN/J & N
20	NEW		EDDY HERRERA COMO DIABLOS	PREMIUM LATIN

R&R NATIONAL AIRPLAY OVERVIEW

POWERED BY **nielsen BDS** BILLBOARD CHARTS COMPILED BY **nielsen SoundScan**

The Billboard 200 - based on a national sample of retail stores, mass merchant, direct-to-consumer transactions and internet sales (both physical albums via internet, as well as downloaded albums from such services as iTunes). Hot Digital Songs - The top 75 paid download songs sold via the internet.

Billboard TOP ALBUMS

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	CERT.	PEAK POSITION
1	1	15	#1 Fearless	TAYLOR SWIFT BIG MACHINE 0200 (18.98) +		1
2	NEW	1	Uncle Charlie	CHARLIE WILSON JIVE 29389/JLG (18.98)		2
3	4	1	The Fray	THE FRAY EPIC 10202/SONY MUSIC (18.98) +		1
4	11	6	Dark Horse	NICKELBACK ROADRUNNER 618028 (18.98)		2
5	12	5	I Am...Sasha Fierce	BEYONCE MUSIC WORLD/COLUMBIA 19492/SONY MUSIC (15.98)		2
6	14	8	Intuition	JAMIE FOXX J 41294/RMG (18.98)		3
7	3	2	Testimony: Vol. 2, Love & Politics	INDIA.ARIE SOULBIRD UNIVERSAL REPUBLIC 012572/UMRG (13.98) +		3
8	16	9	808s & Heartbreak	KANYE WEST ROC-A-FELLA DEF JAM 012158/IDJMG (13.98)		1
9	2	69	Raising Sand	ROBERT PLANT / ALISON KRAUSS ROUNDER 619075* (18.98)		2
10	26	16	The Fame	LADY GAGA STREAMLINE KONLIVE CHERRYTREE INTERSCOPE 011805*/IGA (12.98)		10
11	NEW	1	Years Of Refusal	MORRISSEY ATTACK 012576*/OST HIGHWAY (13.98)		11
12	18	19	Paper Trail	T.I. GRAND HUSTLE ATLANTIC 512267* AG (18.98) +		1
13	6	2	Working On A Dream	BRUCE SPRINGSTEEN COLUMBIA 41355*/SONY MUSIC (18.98) +		1
14	8	31	Viva La Vida or Death And All His Friends	COLDPLAY CAPITOL 16886* (18.98)		2
15	19	10	A Different Me	KEYSHIA COLE IMANI GEFEN 012395/IGA (13.98)		2
16	5	2	It's Not Me, It's You	LILY ALLEN CAPITOL 67233* (18.98)		5
17	20	18	Twilight	SOUNDTRACK SUMMIT/SHOP SHOP ATLANTIC 515923* AG (18.98)		1
18	23	15	Funhouse	PINK LAFACE 36759/JLG (18.98)		2
19	10	27	19	ADELE XL/COLUMBIA 31859*/SONY MUSIC (15.98)		10
20	9	12	Grammy Nominees 2009	VARIOUS ARTISTS GRAMMY 517633 RHYNO (18.98)		6
21	17	13	We Sing, We Dance, We Steal Things.	JASON MRAZ ATLANTIC 448508* AG (18.98) +		3
22	48	33	Slumdog Millionaire	SOUNDTRACK INTERSCOPE 012502/IGA (18.98)		18
23	28	17	NOW 29	VARIOUS ARTISTS UNIVERSAL EMI/SONY MUSIC/JLG 012100/UME (18.98)		1
24	13	3	Incredibad	THE LONELY ISLAND UNIVERSAL REPUBLIC 012576* UMRG (13.98 CD/DVD) +		13
25	24	11	Circus	BRITNEY SPEARS JIVE 40387/JLG (18.98) +		1

Billboard HOT DIGITAL SONGS

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	CERT.
1	1	2	#1 Right Round	FLO RIDA FEAT. KESHA (POE BOY/ATLANTIC)	
2	3	8	Dead And Gone	T.I. FEAT. JUSTIN TIMBERLAKE (GRAND HUSTLE/ATLANTIC)	
3	2	3	Crack A Bottle	EMINEM, DR. DRE & 50 CENT (SHAW AF TERMATH/INTERSCOPE)	
4	4	9	Poker Face	LADY GAGA (STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE)	
5	5	16	Gives You Hell	THE ALL-AMERICAN REJECTS (DOGHOUSE/DGC/INTERSCOPE)	
6	14	8	Kiss Me Thru The Phone	SOLJIA BOY TELL 'EM FEAT. SAMMIE (COLDPLAY/INTERSCOPE)	
7	6	5	My Life Would Suck Without You	KELLY CLARKSON (RCA/RMG)	
8	8	32	Just Dance	LADY GAGA FEAT. COLBY O'DONIS (STREAMLINE/KONLIVE/INTERSCOPE)	
9	7	16	Heartless	KANYE WEST (ROC-A-FELLA/DEF JAM/IDJMG)	
10	12	24	Love Story	TAYLOR SWIFT (BIG MACHINE)	
11	11	14	You Found Me	THE FRAY (EPIC)	
12	13	14	Single Ladies (Put A Ring On It)	BEYONCE (MUSIC WORLD/COLUMBIA)	
13	17	12	Circus	BRITNEY SPEARS (JIVE/JLG)	
14	16	26	Let It Rock	KEVIN RUDOLF FEAT. LIL WAYNE (CASH MONEY/UNIVERSAL REPUBLIC)	
15	15	45	I'm Yours	JASON MRAZ (ATLANTIC/RRP)	
16	38	2	I Love College	ASHER ROTH (SCHOOLBOY/LQID SRC/UNIVERSAL MOTOWN)	
17	20	14	Sober	PINK (LAFACE/JLG)	
18	23	13	Untouched	THE VERONICAS (ENGINEER/SIRE/WARNER BROS.)	
19	19	13	I Hate This Part	THE PUSSYCAT DOLLS (INTERSCOPE)	
20	18	7	Mad	NE-YO (DEF JAM/IDJMG)	
21	22	12	Beautiful	AKON FEAT. COLBY O'DONIS & HERON O'BRIEN (MCA/IMPACT/SONY MUSIC/NOTION)	
22	9	42	Viva La Vida	COLDPLAY (CAPITOL)	
23	26	6	Divas	BEYONCE (MUSIC WORLD/COLUMBIA)	
24	21	31	Hot N Cold	KATY PERRY (CAPITOL)	
25	24	5	Thinking Of You	KATY PERRY (CAPITOL)	
26	29	6	Turnin Me On	KERI HILSON FEAT. LIL WAYNE (MOSLEYZONE 4/INTERSCOPE)	
27	36	4	Blame It	JAMIE FOXX FEAT. T-PAIN (J/RMG)	
28	27	21	Live Your Life	T.I. FEAT. RIHANNA (DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC)	
29	54	2	How Do You Sleep?	JESSE MCCARTNEY FEAT. LUDACRIS (HOLLYWOOD)	
30	31	5	1, 2, 3, 4	PLAIN WHITE T'S (HOLLYWOOD)	
31	40	4	HALO	BEYONCE (MUSIC WORLD/COLUMBIA)	
32	33	21	Gotta Be Somebody	NICKELBACK (ROADRUNNER/RRP)	
33	30	36	Disturbia	RIHANNA (SRP/DEF JAM/IDJMG)	
34	39	20	Womanizer	BRITNEY SPEARS (JIVE/JLG)	
35	1	1	Rockin' That Thang	THE DREAM (RADIO KILLA/DEF JAM/IDJMG)	
36	46	15	White Horse	TAYLOR SWIFT (BIG MACHINE)	
37	37	27	So What	PINK (LAFACE/JLG)	
38	34	40	Paper Planes	M.I.A. (XL/INTERSCOPE)	
39	32	7	Lucky	JASON MRAZ & COLBIE CAILLAT (ATLANTIC/RRP)	
40	61	4	Day 'N' Nite	KID CUDI (FOOL'S GOLD/DOWNTOWN)	
41	42	23	Love Lockdown	KANYE WEST (ROC-A-FELLA/DEF JAM/IDJMG)	
42	28	4	Prom Queen	LIL WAYNE (CASH MONEY/UNIVERSAL MOTOWN)	
43	49	27	Whatever You Like	T.I. (GRAND HUSTLE/ATLANTIC)	
44	53	23	Chicken Fried	ZAC BROWN BAND (HOME GROWN/ATLANTIC BIG PICTURE)	
45	52	24	Green Light	JOHN LEGEND FEAT. ANDRE 3000 (G.O.O.D./COLUMBIA)	
46	50	22	Right Now (Na Na Na)	AKON (KONVIC/UPFRONT SRC/UNIVERSAL MOTOWN)	
47	59	17	Don't Trust Me	3OH3 (PHOTO FINISH/ATLANTIC RRP)	
48	10	5	Chasing Pavements	ADELE (XL/COLUMBIA)	
49	55	15	I'm So Paid	AKON FEAT. LIL WAYNE & YOUNG JEEZY (MCA/IMPACT/SONY MUSIC/NOTION)	
50	64	6	Second Chance	SHINEDOWN (ATLANTIC)	

VIDEO CHANNELS

VH1

Exec. VP/Talent & Music: Rick Kim
SVP Music & Talent: Bruce Gilmer
VP/Music & Talent: Savvy Alouette
Viacon 212-258-7800

TW	LW	TITLE	ARTIST
1	1	Kanye West, Heartless	
2	2	The All-American Rejects, Gives You Hell	
3	3	The Fray, You Found Me	
4	4	Beyonce, Single Ladies (Put A Ring On It)	
5	5	Plain White T's, 1, 2, 3, 4 (I Love You)	
6	6	Nickelback, Gotta Be Somebody	
7	7	Taylor Swift, Love Story	
8	8	UZ, Get On Your Boots	
9	9	Pink, Sober	
10	10	Kelly Clarkson, My Life Would Suck Without You	
11	11	Thruviving, Angels On The Moon	
12	12	Britney Spears, Circus	
13	13	Jason Mraz & Colbie Caillat, Lucky	
14	14	Leona Lewis, I Will Be	
15	15	David Cook, Light On	
16	16	Lady Gaga Feat. Colby O'Donis, Just Dance	
17	17	Katy Perry, Thinking Of You	
18	18	The Pussycat Dolls, I Hate This Part	
19	19	Sarah McLachlan, Answer	
20	20	Missy Higgins, Where I Stood	
21	21	Joshua Redin, I'd Rather Be With You	
22	22	Carolina Liar, Show Me What I'm Looking For	
23	23	Natasha Bedingfield, I'm Not	
24	24	Bruce Springsteen, Working On A Dream	
25	25	Gabriella Cilmi, Sweet About Me	
26	26	John Legend Feat. Andre 3000, Green Light	
27	27	Eric Hutchinson, Sunrise	
28	28	Adele, Chasing Pavements	
29	29	Buckcherry, Don't Go Away	
30	30	The Ting Tings, That's Not My Name	

UZ, Get On Your Boots 17 3
The Ting Tings, That's Not My Name 6 0
Oren Lavie, Her Morning Elegance 6 3

BET

VP/Music Prog: Stephen Hill
MD: Kelly G
Viacon 212-975-4055

TW	LW	TITLE	ARTIST
1	1	Ciara Feat. Young Jeezy, Never Ever	
2	2	Donita Zeo, Lost	
3	3	Jamie Sullivan, Lions, Tigers & Bears	
4	4	GS Boyz, Stanky Legz	
5	5	Ken Hilson Feat. Lil Wayne, Turnin Me On	
6	6	Keyshia Cole, You Complete Me	
7	7	Yung L.A. Feat. Dro & T.I., Ain't It	
8	8	Slim Thug, I Run	
9	9	Soulja Boy Tell 'em Feat. Sammie, Kiss Me Thru The Phone	
10	10	Ron Brown, Jumpin' Out The Window	
11	11	The-Dream, Rockin' That Thang	
12	12	Bobby Valentino Feat. Yung Joc, Boop	
13	13	Ludacris Feat. Phish, Nastly Girl	
14	14	Beyonce, Single Ladies (Put A Ring On It)	
15	15	IMK, Keep It On The Low	
16	16	Phish Feat. Ashanti, Want It, Need It	
17	17	Young Jeezy Feat. Nas, My President	
18	18	Holiday, It's Yours	
19	19	Mavado, So Special	
20	20	Nas, Heaven	
21	21	Black Eyez Peas, Anxiety	
22	22	Acyaolone, Find On	
23	23	Boy Wow Feat. Ciara, Like You	
24	24	Brad McKnight, Find Myself In You	
25	25	Chaka Khan, Keep Your Head Up	
26	26	C. Shan, Be Levert, Y. Adams & C. Thomas, Everyday (Family Reunion)	
27	27	Johnny Gill, You For Me (The Wedding Song)	
28	28	Rachelle Ferrell, Wounds In The Way	
29	29	Kanye West, Heartless	
30	30	Mary Mary, I Worship You	

Slim Thug, I Run 6 5

CMT

VP/Music & Talent: Rel. Jay Frank
Viacon 615-335-8400

TW	LW	TITLE	ARTIST
1	1	Carrie Underwood, I Told You So	
2	2	Miranda Lambert, More Like Her	
3	3	Blake Shelton, Feat. The Fray, Sugarland, Love	
4	4	James Otto, These Are The Good Ole Days	
5	5	Keith Urban, Sweet Thing	
6	6	Zac Brown Band, Chicken Fried	
7	7	Alan Jackson, Country Boy	
8	8	Martina McBride, Ride	
9	9	Alan Jackson, Country Boy	
10	10	Taylor Swift, White Horse	
11	11	Carter Twins, Heart Like Memphis	
12	12	Brad Paisley Duet With Keith Urban, Start A Band	
13	13	Jake Owen, Don't Think I Can't Love You	
14	14	Jason Aldean, She's Country	
15	15	Toby Keith, God Love Her	
16	16	John Rich, Another You	
17	17	Lee Ann Womack, Last Call	
18	18	Taylor Swift, Love Story	
19	19	Jack Ingram, That's A Man	
20	20	Josh Turner, Everything Is Fine	
21	21	Brooks & Dunn Feat. Reba McEntire, Cowgirls Don't Cry	
22	22	Lady Antebellum, Lookin' For A Good Time	
23	23	Kevin Costner & Modern West, Backyard	
24	24	Emerson Drive, Belongs To You	
25	25	Kellie Pickler, Don't You Know You're Beautiful	
26	26	Jamie O'Neal, Like A Woman	
27	27	Raconteurs Feat. Ricky Skaggs & Ashley Monroe, Old Enough	
28	28	Blake Shelton, She Wouldn't Be Gone	
29	29	Eli Young Band, Always The Love Songs	
30	30	Sugarland, Already Gone	

Carrie Underwood, I Told You So 20 0
James Otto, These Are The Good Ole Days 14 0

Great American Country

MD: Tony Trovato
Scipps 615-327-7525

TW	LW	TITLE	ARTIST
1	1	Keith Urban, Sweet Thing	
2	2	Toby Keith, God Love Her	
3	3	Blake Shelton, She Wouldn't Be Gone	
4	4	Darius Rucker, It Won't Be Like This For Long	
5	5	Brooks & Dunn Feat. Reba McEntire, Cowgirls Don't Cry	
6	6	Josh Turner, Everything Is Fine	
7	7	Dierks Bentley, Feat. The Fray	
8	8	Martina McBride, Ride	
9	9	Alan Jackson, Country Boy	
10	10	Taylor Swift, White Horse	
11	11	Emerson Drive, Belongs To You	
12	12	Lee Ann Womack, Last Call	
13	13	Carrie Underwood, I Told You So	
14	14	Miranda Lambert, More Like Her	
15	15	Jamie O'Neal, Like A Woman	
16	16	Katie Armiger, Trail Of Lies	
17	17	Jack Ingram, That's A Man	
18	18	Billy Ray Cyrus, Somebody Said A Prayer	
19	19	Eli Young Band, Always The Love Songs	
20	20	Adam Gregory, What It Takes	
21	21	Kellie Pickler, Don't You Know You're Beautiful	
22	22	Kenny Chesney, Got A Little Crazy	
23	23	Jake Owen, Don't Think I Can't Love You	
24	24	Erinath Black, Good Happenings	
25	25	Mark Smallwood, Shine	
26	26	James Otto, These Are The Good Ole Days	
27	27	Sugarland, Love	
28	28	Jason Aldean, She's Country	
29	29	Jimmy Wayne, I Will	
30	30	Brad Paisley Duet With Keith Urban, Start A Band	

Carrie Underwood, I Told You So 22 0
James Otto, These Are The Good Ole Days 14 0

FUSE

Dr. Pgmng: Janis Unterweiser
Rainbow Media 212-324-3416

TW	LW	TITLE	ARTIST
1	1	Kanye West, Heartless	
2	2	Britney Spears, Circus	
3	3	T.I. Feat. Rihanna, Live Your Life	
4	4	The Offspring, Kristy, Are You Doing Ok?	
5	5	The Pussycat Dolls, I Hate This Part	
6	6	The Veronicas, Untouched	
7	7	Pink, Sober	
8	8	Ne-Yo, Mad	
9	9	The All-American Rejects, Gives You Hell	
10	10	Ken Hilson Feat. Lil Wayne, Turnin Me On	
11	11	Seether, Breakdown	
12	12	Kelly Clarkson, My Life Would Suck Without You	
13	13	The Killers, Smile In The Rain	
14	14	Jim Jones & Ron Brown Feat. Juelz Santana, Pop Champagne	
15	15	Slipknot, Dead Memories	
16	16	My Chemical Romance, Desolation Row	
17	17	UZ, Get On Your Boots	
18	18	David Cook, Light On	
19	19	Theory Of A Deadman, Hate My Life	
20	20	Akon, Right Now (Na Na Na)	
21	21	T-Pain Feat. Chris Brown, Franchise	
22	22	Beyonce, Single Ladies (Put A Ring On It)	
23	23	Rise Against, Audience Of One	
24	24	Kings Of Leon, Use Somebody	
25	25	Coldplay, Life In Technicolor II	
26	26	Lady Gaga, Poker Face	
27	27	Chris Cornell Feat. Timbaland, Scream	
28	28	Plain White T's, 1, 2, 3, 4 (I Love You)	
29	29	F	

OPPORTUNITIES

EAST

Midday Personality

WVAF Radio Charleston has a rare opening for a midday personality. The successful applicant must be an experienced air personality with a minimum of three years experience and a successful background in the adult contemporary format. Part of the overall responsibilities of the position include: being webmaster for the V100 website. Send all pertinent information including air check and production samples to: Rick Johnson, Operations Director, The West Virginia Radio Corporation, 1111 Virginia St. East, Charleston, WV 25301 or e-mail to: rjohnson@wvradio.com. The West Virginia Radio Corporation is an Equal Opportunity Employer.

Sales Representative

World Media is hiring sales representatives for its Ocean city, Maryland and Gastonia, North Carolina/Myrtle Beach, South Carolina radio stations. The selected candidate(s) will have minimum of 2 years radio sales experience, self-starter, highly motivated and able to make cold sales calls with proven results. We truly believe that if you're a part of the community then you're the person(s) we need. If you're tired of not being appreciated then let's talk.

Job Requirements

- A proven sales professional who is result oriented and quota driven.
- Excellent communication skills (written and verbal)
- A self-starter who enjoys the challenge of building a territory with local customers
- Knowledge of Interactive advertising desired
- A working knowledge of all online metric, technologies and research tools used in the marketplace is desired
- Strong time management, presentation and organizational skills are required
- Proficient in Microsoft Office products is required

Apply via email at: darobone@gmail.com.

Account Executives Needed for Delaware shore TV station.

The Account Executives will be responsible for sales prospecting, presenting, negotiating and closing non-traditional advertising for a LP TV station in Seaford, DE. Applicants must demonstrate credibility as an expert in the categories assigned and in online advertising and be able to seek out and identify new prospects for their sales leads. The ideal candidates are people who understand local community needs and where the community is headed and can translate this knowledge into sales strategies for potential clients. Applicants should be highly energetic, enthusiastic, self-motivated and, most of all, passionate about working in local television.

The successful candidates will have a general understanding of a television station's sales operations and 2 years of experience in traditional media, online, or non-traditional selling. Other key attributes include:

Job Requirements

- A proven sales professional who is result oriented and quota driven.
- Excellent communication skills (written and verbal)
- A self-starter who enjoys the challenge of building a territory with local customers
- Knowledge of Interactive advertising desired
- A working knowledge of all online metric, technologies and research tools used in the marketplace is desired
- Strong time management, presentation and organizational skills are required
- Proficient in Microsoft Office products is required

This is an excellent opportunity for an energetic, confident person with strong sales skills, tenacity and ability to execute.

To Apply: Please send a personal note telling us:

- Why you're interested in this particular position.
- Why you believe you can be successful creating sales opportunities.

If this is you then we need to talk. Please reply via email at: darobone@gmail.com World Media, LLC is an EEO employer

Radio Account Executive

WRAL-FM seeks sales professionals with a positive outlook, incredible drive, and radio sales experience. This position will focus on new business development. Applicants must have strong phone skills, presentation abilities, communication skills, and diligent follow up. The successful individual must exhibit strong people skills, problem solving ability, be creative, computer literate, and have excellent prospecting and strong organization skills. Two to three years of radio sales experience, a college degree, and a pre-employment drug screening are required. All candidates must apply online at www.cbc-raleigh.com. EOE M/F. All Capitol Broadcasting Company properties are tobacco free.

Afternoon Drive Personality

The Family Life Network has an opening for Afternoon Drive Personality. FLN is based in Bath, NY and is a regional network of nearly 70 signals throughout NY & PA. A minimum of ten years of radio experience is necessary. Applicant must possess creative on-air and interview skills, have a fun-loving and positive personality, and sense an overwhelming call from God to use their skills and life to advance His work.

FLN is unique to Christian radio in that it combines personal outreaches for youth, adults, and performing arts as part of its mission. Partnership with local churches and other Christian organizations/ministries is a high priority at FLN. Professionalism, personality, and a passion to serve characterize FLN. E-mail demo and resume to: ricksnavely@fln.org or mail to Family Life Network; POB 506; Bath, NY 14810.

WEST

Account Executive

KSPA-AM 1510 has an immediate opening for an Account Executive to sell the Inland Empire's only Adult Standards format on its powerful AM signal. KSPA is also the Flagship station to the Rancho Cucamonga Quakes Baseball club and exclusive market affiliate for USC Football and the NFL's San Diego Chargers. For immediate consideration please forward a cover letter and resume to the attention of Michael Norris at michael@gastorbroadcastgroup.com EOE.

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R&R THE BACK PAGES.

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CHR/TOP 40

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	3	11	BRITNEY SPEARS CIRCUS	NO. 1 (1 WK)	☆	JIVE/JLG
2	14	8	THE ALL-AMERICAN REJECTS GIVES YOU HELL		☆	DOGHOUSE/DGC/INTERSCOPE
3	16	1	TAYLOR SWIFT LOVE STORY	112	☆	BIG MACHINE/UNIVERSAL REPUBLIC
4	17	2	LADY GAGA FEATURING COLBY O'DONIS JUST DANCE	112	☆	STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE
5	6	12	PINK SOBER		☆	LAFACE/JLG
6	7	12	KANYE WEST HEARTLESS		11	ROC-A-FELLA/DEF JAM/IDJMG
7	8	6	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU		☆	RCA/RMG
8	4	14	BEYONCE SINGLE LADIES (PUT A RING ON IT)		112	MUSIC WORLD/COLUMBIA
9	9	11	THE FRAY YOU FOUND ME		11	☆ EPIC
10	14	6	FLO RIDA RIGHT ROUND	MOST INCREASED PLAYS	☆	POE BOY/ATLANTIC

NO. 1 MOST ADDED

MILEY CYRUS The Climb (WALT DISNEY/HOLLYWOOD)

NO. 1 MOST INCREASED PLAYS

FLO RIDA Right Round (POE BOY/ATLANTIC)

TOP 5 NEW AND ACTIVE

FALL OUT BOY America's Suitehearts (DECAYDANCE/FUELED BY RAMEN/ISLAND/IDJMG)

WE THE KINGS Secret Valentine (S-CURVE)

DAVIO ARCHULETA A Little Too Not Over You (19/JIVE/JLG)

BEYONCE Diva (MUSIC WORLD/COLUMBIA)

THEORY OF A DEOMAN Bad Girlfriend (604/ROADRUNNER/RRP)

COMPLETE CHR/TOP 40 CHART ON PAGE 31

RHYTHMIC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	11	T.I. FEAT. JUSTIN TIMBERLAKE DEAD AND GONE	NO. 1 (1 WK)	☆	GRAND HUSTLE/ATLANTIC
2	1	16	KANYE WEST HEARTLESS		11	☆ ROC-A-FELLA/DEF JAM/IDJMG
3	3	14	NE-YO MAD		☆	DEF JAM/IDJMG
4	4	20	LADY GAGA FEATURING COLBY O'DONIS JUST DANCE		112	☆ STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE
5	5	8	AKON FEAT. COLBY O'DONIS & KARDINAL OFFISHALL BEAUTIFUL		☆	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN
6	6	7	EMINEM, DR. DRE & 50 CENT CRACK A BOTTLE			SHADY/AFTERMATH/INTERSCOPE
7	8	11	KERI HILSON FEATURING LIL WAYNE TURNIN ME ON		☆	MOSLEY/ZONE 4/INTERSCOPE
8	10	5	FLO RIDA RIGHT ROUND			POE BOY/ATLANTIC
9	12	4	SOULJA BOY TELL 'EM FEATURING SAMMIE KISS ME THRU THE PHONE		☆	COLLIPARK/INTERSCOPE
10	16	4	JAMIE FOXX FEAT. T-PAIN BLAME IT	MOST INCREASED PLAYS	☆	J/RMG

NO. 1 MOST ADDED

LADY GAGA Poker Face (STREAMLINE/KONLIVE/CHERRYTREE/INTERSCOPE)

NO. 1 MOST INCREASED PLAYS

JAMIE FOXX FEAT. T-PAIN Blame It (J/RMG)

TOP 5 NEW AND ACTIVE

PLIES FEAT. ASHANTI Want It, Need It (BIG GATES/SLIP-N-SLIDE/ATLANTIC)

PINK Sober (LAFACE/JLG)

T-PAIN FEAT. CHRIS BROWN Freeze (KONVICT/NAPPY BOY/JIVE/JLG)

GS BOYZ Stanky Legg (SWAGG TEAM/JIVE/BATTERY)

SERANI No Games (ROCKSTONE/PHASE ONE/UNIVERSAL REPUBLIC)

COMPLETE RHYTHMIC CHART ON PAGE 34

URBAN

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	4	6	JAMIE FOXX FEAT. T-PAIN BLAME IT	NO. 1 (1 WK)/MOST INCREASED PLAYS	☆	J/RMG
2	1	11	KERI HILSON FEATURING LIL WAYNE TURNIN ME ON			MOSLEY/ZONE 4/INTERSCOPE
3	10	10	BEYONCE DIVA			MUSIC WORLD/COLUMBIA
4	11	11	THE-DREAM ROCKIN THAT THANG			RADIO KILLA/DEF JAM/IDJMG
5	7	18	BOBBY VALENTINO FEATURING YUNG JOC BEEP		☆	BLU KOLLA DREAMS/CAPITOL
6	6	14	NE-YO FEATURING JAMIE FOXX & FABOLOUS SHE GOT HER OWN		☆	DEF JAM/IDJMG
7	5	15	KANYE WEST HEARTLESS		11	☆ ROC-A-FELLA/DEF JAM/IDJMG
8	10	11	KEYSHIA COLE YOU COMPLETE ME		☆	IMANI/GEFFEN/INTERSCOPE
9	12	15	NE-YO MAD			DEF JAM/IDJMG
10	14	5	SOULJA BOY TELL 'EM FEATURING SAMMIE KISS ME THRU THE PHONE			COLLIPARK/INTERSCOPE

NO. 1 MOST ADDED

RICK ROSS FEAT. JOHN LEGEND Magnificent (SLIP-N-SLIDE/DEF JAM/IDJMG)

NO. 1 MOST INCREASED PLAYS

JAMIE FOXX FEAT. T-PAIN Blame It (J/RMG)

TOP 5 NEW AND ACTIVE

RICHGIRL FEAT. BUN B 24's (RICHCRAFT/JIVE/JLG)

YO GOTTI Sold Out (STP)

RIHANNA Rehab (SRP/DEF JAM/IDJMG)

BUSTA RHYMES FEAT. T-PAIN Hustler's Anthem '09 (UNIVERSAL MOTOWN)

YOUNG JEEZY Who Dat (CTE/DEF JAM/IDJMG)

COMPLETE URBAN CHART ON PAGE 37

URBAN AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	27	USHER HERE I STAND	NO. 1 (7 WKS)	☆	LAFACE/JLG
2	1	21	MUSIQ SOULCHILD FEATURING MARY J. BLIGE IF U LEAVE			ATLANTIC
3	5	19	CHARLIE WILSON THERE GOES MY BABY			JIVE/JLG
4	3	24	AVANT WHEN IT HURTS			CAPITOL
5	4	23	ROBIN THICKE THE SWEETEST LOVE			STAR TRAK/INTERSCOPE
6	6	24	ANTHONY HAMILTON FEATURING DAVID BANNER COOL			MISTER'S MUSIC/ISO SO DEF/JLG
7	9	13	INDIA.ARIE FEATURING MUSIQ SOULCHILD CHOCOLATE HIGH			SOULBIRD/UNIVERSAL REPUBLIC
8	7	37	JENNIFER HUDSON SPOTLIGHT		11	☆ ARISTA/RMG
9	10	41	KEYSHIA COLE HEAVEN SENT		11	☆ IMANI/GEFFEN/INTERSCOPE
10	14	7	MUSIQ SOULCHILD SOBEAUTIFUL	MOST INCREASED PLAYS		ATLANTIC

NO. 1 MOST ADDED

DEBORAH COX Saying Goodbye (DECO/E1)

NO. 1 MOST INCREASED PLAYS

MUSIQ SOULCHILD sobeautiful (ATLANTIC)

TOP 5 NEW AND ACTIVE

LEE CARR Breathe (3RD STREET/JIVE/JLG)

NE-YO Mad (DEF JAM/IDJMG)

TONEX Blend (JIVE/BATTERY)

MACY GRAY & MARSHA AMBROSIUS Still Hurts (STADIUM)

BEYONCE Diva (MUSIC WORLD/COLUMBIA)

COMPLETE URBAN AC CHART ON PAGE 38

COUNTRY

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	18	TOBY KEITH GOD LOVE HER	NO. 1 (1 WK)	☆	SHOW DOG NASHVILLE
2	1	18	KENNY CHESNEY WITH MAC MCANALLY DOWN THE ROAD		☆	BLUE CHAIR/BNA
3	3	16	KEITH URBAN SWEET THING		☆	CAPITOL NASHVILLE
4	5	20	BROOKS & DUNN FEATURING REBA MCENTIRE COWGIRLS DON'T CRY		☆	ARISTA NASHVILLE
5	4	23	DIERKS BENTLEY FEEL THAT FIRE		11	☆ CAPITOL NASHVILLE
6	8	19	DARIUS RUCKER IT WON'T BE LIKE THIS FOR LONG		☆	CAPITOL NASHVILLE
7	7	16	GEORGE STRAIT RIVER OF LOVE		☆	MCA NASHVILLE
8	9	13	TAYLOR SWIFT WHITE HORSE		☆	BIG MACHINE
9	6	29	BLAKE SHELTON SHE WOULDN'T BE GONE		11	☆ WARNER BROS./WRN
10	10	28	JAKE OWEN DON'T THINK I CAN'T LOVE YOU		☆	RCA

NO. 1 MOST ADDED

SUGARLAND It Happens (MERCURY)

NO. 1 MOST INCREASED AUDIENCE

SUGARLAND It Happens (MERCURY)

TOP 5 NEW AND ACTIVE

KEITH ANDERSON She Could've Been Mine (COLUMBIA)

PHIL VASSAR Prayer Of A Common Man (UNIVERSAL SOUTH)

LOVE AND THEFT Runaway (CAROLWOOD)

BILLY RAY CYRUS Back To Tennessee (WALT DISNEY/LYRIC STREET)

PAT GREEN What I'm For (BNA)

COMPLETE COUNTRY CHART ON PAGE 56

AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	29	JASON MRAZ I'M YOURS	NO. 1 (4 WKS)	113	☆ ATLANTIC/RRP
2	2	32	COLDPLAY VIVA LA VIDA		113	☆ CAPITOL
3	5	18	TAYLOR SWIFT LOVE STORY		112	☆ BIG MACHINE/UNIVERSAL REPUBLIC
4	3	40	DAVID COOK THE TIME OF MY LIFE		11	☆ 19/RCA/RMG
5	4	36	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE		113	☆ PHONOGENIC/EPIC
6	8	23	DAUGHTRY WHAT ABOUT NOW		11	☆ RCA/RMG
7	19	19	LEONA LEWIS BETTER IN TIME		112	☆ SYCO/J/RMG
8	6	28	DAVID ARCHULETA CRUSH		11	☆ 19/JIVE/JLG
9	9	46	LEONA LEWIS BLEEDING LOVE		115	☆ SYCO/J/RMG
10	11	18	GAVIN ROSSDALE LOVE REMAINS THE SAME	MOST INCREASED PLAYS	11	☆ INTERSCOPE

NO. 1 MOST ADDED

SEAL If You Don't Know Me By Now (143/WARNER BROS.)

NO. 1 MOST INCREASED PLAYS

GAVIN ROSSDALE Love Remains The Same (INTERSCOPE)

TOP 5 NEW AND ACTIVE

BEYONCE Single Ladies (Put A Ring On It) (MUSIC WORLD/COLUMBIA)

GREG LONDON Everything I Own (MVP/LONDICONS)

JOURNEY Where Did I Lose Your Love (NOMOTA)

BARRY MANILOW DUET WITH REBA MCENTIRE Islands In The Stream (ARISTA/RMG)

MILEY CYRUS The Climb (WALT DISNEY/HOLLYWOOD)

COMPLETE AC CHART ON PAGE 61

R&R THE BACK PAGES

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HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	1	13	THE FRAY YOU FOUND ME	NO. 1 (2 WKS)	11 ☆ EPIC
2	2	21	NICKELBACK GOTTA BE SOMEBODY		112 ☆ ROADRUNNER/RRP
3	5	14	TAYLOR SWIFT LOVE STORY		112 ☆ BIG MACHINE/UNIVERSAL REPUBLIC
4	3	22	KATY PERRY HOT N COLD		113 ☆ CAPITOL
5	4	19	DAVID COOK LIGHT ON		☆ 19/RCA/RMG
6	7	6	KELLY CLARKSON MY LIFE WOULD SUCK WITHOUT YOU		☆ RCA/RMG
7	6	48	JASON MRAZ I'M YOURS		113 ☆ ATLANTIC/RRP
8	9	10	PINK SOBER	MOST INCREASED PLAYS	☆ LAFACE/JLG
9	8	35	O.A.R. SHATTERED (TURN THE CAR AROUND)		11 ☆ EVERFINE/ATLANTIC/RRP
10	11	35	DAUGHTRY WHAT ABOUT NOW		11 RCA/RMG

NO. 1 MOST ADDED

PLAIN WHITE T'S 1, 2, 3, 4 (HOLLYWOOD)

NO. 1 MOST INCREASED PLAYS

PINK Sober (LAFACE/JLG)

TOP 5 NEW AND ACTIVE

ERIN MCCARLEY Love, Save The Empty (UNIVERSAL REPUBLIC)

NICK LACHEY Patience (JIVE/JLG)

THE PUSSYCAT DOLLS I Hate This Part (INTERSCOPE)

CAROLINA LIAR Show Me What I'm Looking For (ATLANTIC)

BRETT DENNEN FEAT. FEMI KUTI Make You Crazy (DOWNTOWN/DUALTONE)

COMPLETE HOT AC CHART ON PAGE 62

SMOOTH JAZZ

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS
1	3	8	BONEY JAMES STOP, LOOK, LISTEN (TO YOUR HEART)	NO. 1 (1 WK) CONCORD/CMG
2	2	26	MICHAEL LINGTON YOU AND I	NUGROOVE
3	1	26	EUGE GROOVE RELIGIFY	NARADA JAZZ/CAPITOL
4	4	34	WARREN HILL LA DOLCE VITA	EVOLUTION/EI
5	5	33	TIM BOWMAN SWEET SUNDAYS	TRIPPIN' N' RHYTHM
6	12	14	KIM WATERS LET'S GET ON IT	SHANACHIE
7	7	18	OLI SILK CHILL OR BE CHILLED	TRIPPIN' N' RHYTHM
8	8	12	SEAL A CHANGE IS GONNA COME	143/WARNER BROS.
9	9	26	FOURPLAY FORTUNE TELLER	HEADS UP
10	10	27	WAYNE BRADY ORDINARY	PEAK/CMG

NO. 1 MOST ADDED

JACKIEM JOYNER I'm Waiting For You (MACK AVENUE/ARTISTRY)

NO. 1 MOST INCREASED PLAYS

JACKIEM JOYNER I'm Waiting For You (MACK AVENUE/ARTISTRY)

TOP 5 NEW AND ACTIVE

ERIC ESSIX Shuttlesworth Drive (EDLECTIC/ESSENTIAL)

RICHARD ELLIOT Move On Up (ARTISTRY/MACK AVENUE)

PAUL HARDCASTLE Revival (TRIPPIN' N' RHYTHM)

FUNKEE BOY Body Music (FUNKEE BOY)

NILS Jazz Cruise (BAJA/TSR)

COMPLETE SMOOTH JAZZ CHART ON PAGE 65

ALTERNATIVE

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	1	23	SHINEDOWN SECOND CHANCE	NO. 1 (3 WKS)	☆ ATLANTIC
2	2	19	INCUBUS LOVE HURTS		☆ IMMORTAL/EPIC
3	3	27	KINGS OF LEON SEX ON FIRE		☆ RCA/RMG
4	4	23	SEETHER BREAKDOWN		☆ WIND-UP
5	6	29	THE AIRBORNE TOXIC EVENT SOMETIME AROUND MIDNIGHT		☆ MAJIC R/DOMO/SHOUT! FACTORY
6	5	5	U2 GET ON YOUR BOOTS		☆ ISLAND/INTERSCOPE
7	10	6	PAPA ROACH LIFELINE		☆ EL TONAL/DGC/INTERSCOPE
8	9	11	THE KILLERS SPACEMAN		☆ ISLAND/DJMG
9	7	12	THE OFFSPRING KRISTY, ARE YOU DOING OK?		☆ COLUMBIA
10	16	6	KINGS OF LEON USE SOMEBODY		☆ RCA/RMG

NO. 1 MOST ADDED

PEARL JAM Brother (EPIC)

NO. 1 MOST INCREASED PLAYS

PEARL JAM Brother (EPIC)

TOP 5 NEW AND ACTIVE

K'NAAN FEAT. KIRK HAMMETT If Rap Gets Jealous (A&M/CCTONE/INTERSCOPE)

THIRD EYE BLIND Non Dairy Creamer (ASSEMBLY)

BUCKCHERRY Rescue Me (ELEVEN SEVEN/ATLANTIC)

POP EVIL 100 In A 55 (PAZZO/JARD STAR)

ASHER ROTH I Love College (SCHOOLBOY/LOUD/SRC/UNIVERSAL MOTOWN)

COMPLETE ALTERNATIVE CHART ON PAGE 67

ACTIVE ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS
1	1	22	MUDVAYNE DO WHAT YOU DO	NO. 1 (5 WKS) EPIC
2	3	15	NICKELBACK SOMETHING IN YOUR MOUTH	ROADRUNNER/RRP
3	2	25	SHINEDOWN SECOND CHANCE	ATLANTIC
4	5	18	SLIPKNOT DEAD MEMORIES	ROADRUNNER/RRP
5	4	27	SEETHER BREAKDOWN	WIND-UP
6	13	13	METALLICA CYANIDE	WARNER BROS.
7	9	23	AVENGED SEVENFOLD SCREAM	HOPELESS/WARNER BROS.
8	13	13	THEORY OF A DEADMAN HATE MY LIFE	604/ROADRUNNER/RRP
9	11	6	PAPA ROACH LIFELINE	EL TONAL/DGC/INTERSCOPE
10	7	27	DISTURBED INDESTRUCTIBLE	REPRISE

NO. 1 MOST ADDED

PEARL JAM Brother (EPIC)

NO. 1 MOST INCREASED PLAYS

PEARL JAM Brother (EPIC)

TOP 5 NEW AND ACTIVE

SEVENDUST Inside (7BROS/ASYLUM/JLG)

SEETHER Careless Whisper (WIND-UP)

STATIC-X Stingray (REPRISE)

LAMB OF GOD Set To Fail (EPIC)

POWERMAN 5000 Super Villain (MIGHTY LOUD)

COMPLETE ACTIVE ROCK CHART ON PAGE 68

ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS
1	1	24	SHINEDOWN SECOND CHANCE	NO. 1 (7 WKS) ATLANTIC
2	2	15	NICKELBACK SOMETHING IN YOUR MOUTH	ROADRUNNER/RRP
3	4	9	AC/DC BIG JACK	COLUMBIA
4	6	21	METALLICA CYANIDE	WARNER BROS.
5	5	22	SEETHER BREAKDOWN	WIND-UP
6	3	30	APOCALYPTICA FEATURING ADAM GONTIER I DON'T CARE	11 20-20/JIVE/JLG
7	9	12	THEORY OF A DEADMAN HATE MY LIFE	604/ROADRUNNER/RRP
8	8	24	DISTURBED INDESTRUCTIBLE	REPRISE
9	7	23	SAVING ABEL 18 DAYS	SKIDD/CO/VIRGIN/CAPITOL
10	13	5	PAPA ROACH LIFELINE	EL TONAL/DGC/INTERSCOPE

NO. 1 MOST ADDED

PEARL JAM Brother (EPIC)

NO. 1 MOST INCREASED PLAYS

PEARL JAM Brother (EPIC)

TOP 5 NEW AND ACTIVE

DISTURBED The Night (REPRISE)

HURT Wars (AMUSEMENT)

KID ROCK Lowlife (Living The Highlife) (TOP DOG/ATLANTIC)

SAMMY HAGAR Loud (LOUD & PROUD/ROADRUNNER/RRP)

RED Death Of Me (ESSENTIAL/RED)

COMPLETE ROCK CHART ON PAGE 69

TRIPLE A

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS
1	2	14	THE FRAY YOU FOUND ME	NO. 1 (6 WKS) EPIC
2	1	5	U2 GET ON YOUR BOOTS	ISLAND/INTERSCOPE
3	3	14	SNOW PATROL CRACK THE SHUTTERS	POLYDOR/FICTION/GEFFEN/INTERSCOPE
4	5	11	COLDPLAY LOVERS IN JAPAN	CAPITOL
5	4	13	BRUCE SPRINGSTEEN WORKING ON A DREAM	COLUMBIA
6	6	20	JAMES MORRISON NOTHING EVER HURT LIKE YOU	POLYDOR/INTERSCOPE
7	7	26	RAY LAMONTAGNE YOU ARE THE BEST THING	RCA/RED
8	8	8	PRETENDERS LOVE'S A MYSTERY	SHANGRI-LA
9	9	13	ADELE RIGHT AS RAIN	XL/COLUMBIA
10	10	32	ERIC HUTCHINSON ROCK & ROLL	LET'S BREAK/WARNER BROS.

NO. 1 MOST ADDED

ERIC HUTCHINSON Ok, It's Alright With Me (LET'S BREAK/WARNER BROS.)

NO. 1 MOST INCREASED PLAYS

CHRIS ISAAK We Let Her Down (REPRISE)

TOP 5 NEW AND ACTIVE

AMY MACDONALD This Is The Life (MERCURY/DECCA)

ERIN MCCARLEY Love, Save The Empty (UNIVERSAL REPUBLIC)

BEN HARPER & RELENTLESS7 Shimmer And Shine (VIRGIN/CAPITOL)

INDIGO GIRLS Wha: Are You Like (IG/VANGUARD)

SAM ROBERTS Them Kids (ZOE/ROUNDER)

COMPLETE TRIPLE A CHART ON PAGE 72

Lady Antebellum's Charles Kelley

Country trio gaining traction as a CRS New Faces headliner

Cyndee Maxwell
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Lady Antebellum is one of the acts appearing at the New Faces Show March 6 at the Country Radio Seminar in Nashville. The trio—vocalists Hillary Scott and Charles Kelley and guitarist/pianist/backing vocalist Dave Haywood—has an impressive list of accolades from the industry and fans alike. The band's current (and third) single, "I Run to You," is climbing R&R's Country chart and is No. 28 this week. R&R spoke to Kelley about his group's success and CRS appearance.

You previously recorded a pop album. How did you end up being a country act?

My brother [Josh Kelley] is a pop artist and we'd play in cover bands growing up. I would play anything from Southern rock to pop to country. So when I started to get back into music with my brother, I was writing songs for his album. I wanted to be a songwriter more than anything, then he said, "You've got a great voice; you ought to start singing some of this yourself." I was just trying to develop my sound. Once I met Hillary I started singing a lot lower to sing the male harmony underneath her, and that's when I discovered this gritty singing that I didn't really know I had. Once the three of us got together, the sound showed itself and that's how I got into country. Hillary certainly has a more traditionally country voice than I do and our band is the blend of it all.

What does appearing on the New Faces Show at CRS mean in terms of career momentum?

I've heard so many times that this is one of those really big things for any new act because you have the undivided attention of country radio, and that's hard to get. I've heard stories about Tim McGraw—that he appeared at New Faces and all of a sudden shot through the sky. It was where he got his big start. We don't know what to expect; we'll just get out there, do what we do and try not to think too much about it. But it's definitely a big honor that everyone voted us in. Being one of the new acts to watch will be fun, a good time.

Vocalist
Lady
Antebellum

You won the Country Music Assn. 2008 new artist of the year award, the Academy of Country Music 2008 top new group award, received two Grammy Award nominations and the album is certified gold. Is the industry respect and success happening faster than you expected?

No doubt. This is happening a lot faster than we ever dreamed. When we got into it we knew it was going to be a grind. But we're still so in the moment and out there working hard and doing shows and getting caught up . . . it kind of came out of nowhere.

Any ideas or impressions on how CRS can help an act with its radio relationships?

It's definitely a great place for a new artist. It's a great first impression and that can be either the best thing for you or maybe the worst. But I think everyone goes there looking to have a good time and interact with all the artists. From our standpoint, we're looking to build relationships with all these radio stations because they make us stars. We obviously help their business and they help ours, so if you can evolve friendships and not just a business relationship, that's a pretty good thing. I think Hillary would agree we've made more friendships than we expected.

'I've heard stories about Tim McGraw—that he appeared at New Faces and all of a sudden shot through the sky. It was where he got his big start.'

—Charles Kelley



Your record has been received very well critically. How do you top that?

We definitely feel a lot of pressure on this next album, but in a good way. We've already written probably a good 50 or 60 songs for the next record, and we've started the process of picking songs. The pressure we put on ourselves is that we want to make sure we develop as artists in our sound and that we push it each time and try to build on the lyrical content. I feel proud about our first album and hope that we can beat it with this next one. We've only been together three-and-a-half years. We've had more time now to write for the second album—about two years. So we'll be more prepared.

You mentioned your brother, Josh Kelley. Will you two ever record together?

Oh, I don't know. We do a lot of writing together. That might be something when we're old men: We'll put out a Kelley Brothers album. But for now Josh definitely has his own thing going on and he's clearly busy. But we stay really close and Dave and Hillary love his stuff. We do some writing every time we see each other; it's always a fun time. And I think he'll always be a big part of our career.

Hillary Scott also has a famous member in her family with her mom, Linda Davis. Do you think there could ever be anything with all of you?

You never know. Maybe we record a little vocal event one time. Right now so many people are just discovering Lady Antebellum for the first time, so [we] don't want to confuse them too much just yet. But that would be really cool.

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