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SPECIAL ISSUE

WEEK OF JUNE 23, 2006

# Radio Monitor

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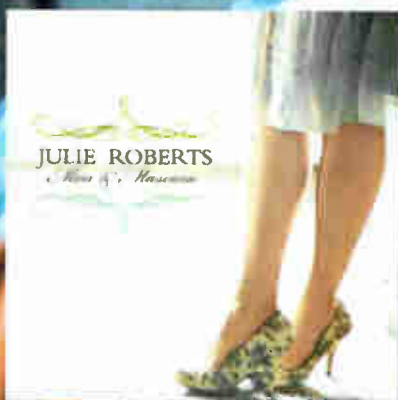
**ON SCREEN:**

- GOOD MORNING AMERICA - June 27
- THE TONIGHT SHOW WITH JAY LENO - June 29
- CMT
- AOL SESSIONS
- Coming Soon:
- CNN
- MARTHA
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ALBUM IN STORES JUNE 27





**TOP 5  
PHONES  
AT Y100  
MIAMI**

**POP/RHYTHM HEAT...  
STREET SMART...  
KILLER LOOK...  
STELLAR VOICE...**

# MARIO VAZQUEZ GALLERY

**Y100 MIAMI 11x DAY  
WXKS BOSTON 10x DAY  
KZHT SALT LAKE CITY 7x DAY  
Z100 NEW YORK 5x DAY  
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**KILLER CALLOUT AT KISS 108 BOSTON KZHT SALT LAKE CITY AND OTHERS**

## MARKET PROFILE: LAS VEGAS



From 2000 to 2005, the percentage of persons aged 25-34 living in the Vegas metro stayed at 20%, while persons aged 35-44 dropped one percentage point. Meanwhile, persons aged 45-54 jumped from 14% to 20%.\*

**POPULATION:** 1,438,600  
**RADIO MARKET RANK:** 32

### DEMOGRAPHICS:\*

	TOTAL 75-MARKET POPULATION %	LAS VEGAS ARBITRON METRO %	INDEX
Age 25-34	18%	20%	111
Age 35-44	20%	21%	105
College graduate	14%	10%	75
Male	48%	50%	104
African-American	12%	8%	67
Asian	3%	4%	133
Hispanic origin	14%	21%	150
Live in apartment	15%	18%	126
Listened to audio online (past 30 days)	15%	16%	105

**NO. OF RADIO STATIONS:** 26

### RADIO OWNERSHIP:

OWNER	NO. OF STATIONS	RATINGS SHARE**
CBS	2 AM, 4 FM (6)	20.7%
Clear Channel	4 FM	19.8%
Univision	2 FM	9.8%

**FORMATS:** 5 Latin, 4 AC, 4 N/T, 4 regional Mexican, 2 top 40, 2 country, 2 modern, 2 classic rock, 1 active, 6 other

### RATINGS LEADERS:\*\*

STATION	FORMAT	AQH SHARE 12-PLUS
KSNE-FM	AC	6.8
KISF-FM	regional Mexican	6.1
KWID-FM	Latin	4.9
KXNT-AM	N/T	4.9
KVEG-FM	top 40	4.8

### INTERESTING FACT:\*

The top five items the average Las Vegas household plans to buy in the next 12 months are furniture (21%), computer (15%), digital camera (15%), mattress (11%) and high-definition TV (9%).

\*Source: Scarborough Research 2006  
\*\*Source: Arbitron Winter 2006 Report

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### COLUMNS & FEATURES:

- 4** **THE ROAD TO DETROIT:** Automakers are already sketching out model year 2010. Find out how HD radio fits into the blueprint.
- 6** **PROGRAMMERS ARE THINKING OUT OF THE BOX** to incite consumer interest in buying an HD box. Also, meet Peter Ferrara, kingpin of the all-important HD Digital Radio Alliance.
- 10** **CRUTCHFIELD, TWEETER AND RADIO SHACK ARE THE FIRST RETAILERS TO SELL HD RADIOS.** When will Best Buy, Circuit City, Wal-Mart and Target come to the party?
- 12** **ADOPTION OF HD RADIOS IS IMPERATIVE TO SUCCESS.** Variety, features and price are key elements in building consumer awareness and—ultimately—the cool factor necessary to move units. Also, our review of the Boston Acoustics Receptor HD radio.
- 14** **WHICH COMES FIRST, HD RADIOS OR HD STATIONS?** Broadcasters are taking the lead, rapidly outlaying side channels, loaded with enthusiasm if not resources.
- 16** **AS WITH ANY BURGEONING TECHNOLOGY** HD radio has its share of skeptics. Digital dissenters voice their concerns.
- 17** **WITH A \$200 MILLION COMMITMENT FROM RADIO STATIONS NATIONWIDE, HD** proponents are flexing marketing muscle to tout the technology's benefits to consumers.

### THE CHARTS:

- 20** Top 40
- 27** Adult Contemporary
- 29** Rhythmic
- 32** R&B/Hip-Hop
- 39** Country
- 43** Rock
- 51** Latin
- 51** Contemporary Jazz
- 51** Gospel
- 52** Christian
- 53** National Airplay
- 54** HitPredictor

## DAILY @

[www.BillboardRadioMonitor.com](http://www.BillboardRadioMonitor.com)

**MONDAY, JUNE 26 > INTENSIVE COVERAGE, MORE NEWS YOU CAN USE.** Click on NEWS ALERTS.

**TUESDAY, JUNE 27 > UPDATED CHARTS AND PLAYLISTS FROM YOUR NEIGHBORHOOD AND YOUR PLAYMATES ACROSS THE COUNTRY.** Click on CHARTS.

**WEDNESDAY, JUNE 28 > FREE DAILY FORMAT-SPECIFIC NEWSLETTERS ON TIME TO YOUR INBOX.** Click on NEWS ALERTS.

**THURSDAY, JUNE 29 > WHO'S DOWNLOADING WHAT, AND WHERE?** Click on CHARTS.

**FRIDAY, JUNE 30 > SIGN UP FOR COUNTRY MONDAY MONITOR, THE DEFINITIVE DATA SOURCE AND COMMENTARY.** Click on NEWS ALERTS.

# THE DRIVING FORCE

BY TONY SANDERS

**WHILE WE MAY JUST BE CROSSING** the halfway mark of 2006, in the world of automobile manufacturing these are ancient times.

Already, Detroit is working on designs for its 2009 and 2010 model years. The automakers are also evaluating how much consumer demand there is—and how much there will be—for HD radios as standard equipment in cars.

That's where traditional radio comes in: Building awareness and demand for HD radio will take several years of marketing and promotional exposure before potential car buyers will walk into dealerships and tell sales staff, "I want my HD."

Ultimately, consumer demand is the most important factor to get HD radio into the dashboards of America's cars, especially as standard equipment.

No one really knows when auto buyers will start to ask for HD radio as an option, let alone demand it as standard equipment. But when that happens, look out, XM and Sirius. Every year, U.S. car manufacturers build about 17 million cars. The year HD radio becomes standard equipment in all those vehicles is the year that the technology becomes a real competitor to satellite radio.

Needless to say, the decisions made today in the executive offices at Daimler-Chrysler, Ford and General Motors will affect how competitive HD radio will be in 2010—the year Wall Street analysts have pegged for satellite radio to reach the 40 million subscriber level.

## OUR MAN IN DETROIT

Jeff McGannon has plenty of experience dealing with Detroit's car manufacturers and talking about radios. As VP of original equipment manufacturer business development for iBiquity Digital, he heads up its automotive sector. Before joining iBiquity, he was with Panasonic's automotive division.

McGannon, who opened the HD radio office for iBiquity in Detroit in 2000, says he started talking to all the car makers at about the same time. "We had our design kickoff meeting for the HD radio program in November 2002 at BMW."

Now, Detroit's Big Three are at various stages of putting HD radios into cars. "They're all in pretty deep deciding how the HD radio should be rolled out, which vehicles, which radio," McGannon says.

McGannon says that discussions are now happening internally "at the group vice president level," but he declines to share timelines for any formal announcements.

"The feedback we've been getting from the auto guys is 'We're ready,'" he says. "They know it's not an 'if' but that it's a 'when.'"

And the big question now is just "when" is. "[Detroit's] biggest issue has been focusing on consumer demand," he says. "When will consumers really know about HD radio? When are they going to go into dealerships and end up walking out the door because they can't get it in their GM, but they can get it in their Lexus or their BMW?"

## SLOW PATH TO GLORY

It took the better part of a decade in the 1970s for FM to evolve from standard equipment in about 20% of Detroit's new cars to become standard in the vast majority of autos built every year in the United States.

With any luck, HD radio will follow a quicker, shorter path to become the new standard equipment installed by U.S. car manufacturers. There's no telling when that final step will take place, but the longest part of the journey for this new technology is over. Eight automotive companies have committed to offer HD radio receivers in about 49 models during the next several years.

Still, only one manufacturer actually has started putting those radios onto the assembly line.

Right now, BMW offers HD radio in its most expensive models, the Series 5, 6 and 7 cars. BMW product spokesman Bill Scully says that within the next 12 months, BMW's Series 3 models could have HD radios available as an option.



BMW sells about 190,000 of its Series 3, 5, 6 and 7 cars every year, he says. That's a small fraction of the roughly 17 million cars built every year in the United States, but it's a start.

## BRACING FOR DEMAND: EZ HD

It's likely that consumer demand for HD radio will grow significantly before Detroit makes it standard equipment. To solve that problem, McGannon describes the "short-to-market solution": adapters that can turn a standard radio into an HD unit. Among these are short-range FM transmitters that can pick up the HD2 multicast signals and send those to an unused FM frequency. "We've developed some products that would literally plug into an existing car and start playing that would use the existing radio as the controls for that [HD radio]."

A working name for some of these products, he says, is EZ HD Radio.

Ultimately, iBiquity wants to be "the base version of a radio in

a car," McGannon says, and he thinks that will happen by 2010. "As we speak today, we have nine vehicle brands and 49 different models that are going to launch over the next two or three years," he says. "Those are the ones that we know about now. That doesn't include GM, doesn't include Chrysler, and it doesn't include Ford. We think, at least in all the premium level radios, that you're going to have HD radio as the base for those vehicles."

## WALL STREET'S VIEW

While McGannon points to 2010 as a key year for widespread availability of HD radio in most higher-end cars, Bear Stearns media analyst Victor Miller sees another crucial piece of the puzzle falling into place sooner—the widespread availability of portable and tabletop HD radios.

"Christmas 2007 is the big time in my mind," he says. That's when Miller says he hopes to see "more name plates" on various HD radio models and at a price that will be below \$200.

To build demand for HD radios by Christmas 2007, there is still a lot of work traditional radio needs to do during the next 18 months. "The first thing you have to do is put the building blocks into place," Miller says. "You had about 600 stations on the air at the end of 2005. We've got about 800 or so now with 1,200 by the end of 2006. I think they want to do about 2,000 by the end of 2007 and about 3,000 by the end of 2008."

That kind of buildup, along with a concerted on-air advertising campaign, are two crucial factors that will expand consumer awareness and demand. "The real key is to drag in the Fords, the Chryslers and the GMs at the nonluxury level," Miller says. "I think that's going to have to happen just from a standpoint of consumer demand."

Miller says 2007 will be a "a big year directionally" for HD radio. That's when the question becomes "If HD does start to roll out, does it have a negative impact on satellite radio?"

## THE BEAT ON THE STREET

Forget 2010. Forget 2007. There are even more positive reports from Detroit right now including a recent event held in June with the Detroit Radio Advertising Group. President/COO Bill Burton says that Ford's broadcast media manager, Mark Kaline, spoke at a recent DRAG meeting, "And I have to tell you that, in our workshop this morning, which had 100-plus people, Mark was the most positive automotive executive thus far on HD radio."

Ford has not announced its timeline for making HD radios available for any of its cars. But some of Burton's positive comments suggest that silence may soon be broken.

Burton sounds upbeat about Ford's own views on HD Radio, but he cautioned that this good news has to be tempered with the realization that "this still isn't going to happen overnight." The typical timeline "from product design to launch," Burton says, "can feel like a lifetime."

Still, there's reason to feel good about what's going on in the Motor City right now.

"It was like both of us were speaking the same language," Burton says of the DRAG session. "Satellite radio is probably a blessing in disguise, one that has caused the radio industry to wake up and to improve their product." As he sees it, "That means HD radio is definitely going to be a major positive force in the future." ● ● ●

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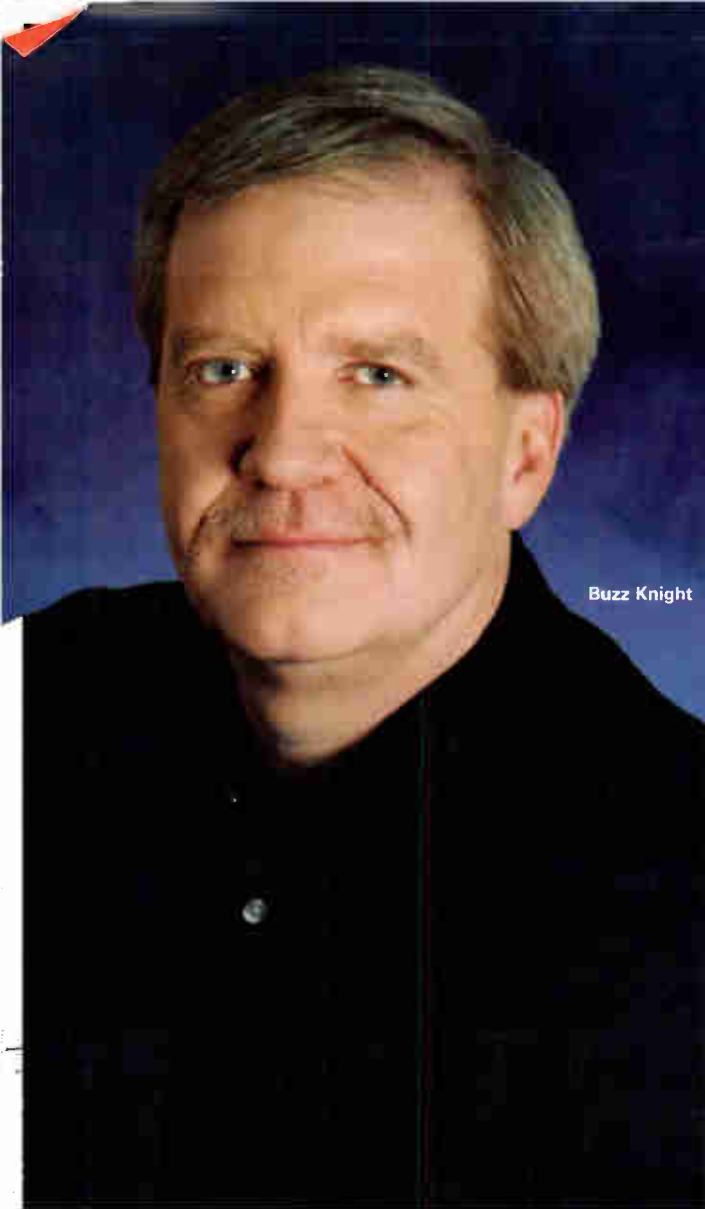
--Mary Knight,  
MD, WXLO Boston

*“With DMDS I no longer have piles of CDs on my desk and I can access my music quickly and easily anytime, anywhere I need it.”*

--Tom Steele, Mornings,  
WFBC Greenville

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--Anne Verebely,  
GM, WJLZ Norfolk



Buzz Knight

**PROGRAMMERS ON THE LEADING EDGE OF** HD radio have a new way to view their market. In addition to their own assembly of stations and the competition's cluster, there is now a growing horde of HD side channels—as many as 400 are expected nationwide by the end of July. Deciding what these new HD2 outlets will contain is largely based on filling market holes, brand extensions, cluster strategies and, for HD Digital Radio Alliance members, a spirit of cooperation never before seen in the radio business.

Welcome to radio's new competitive matrix.

Even before the formation of the alliance brought warring radio factions together to smoke the peace pipe, Greater Media's Detroit stations—active rock WRIF, classic rock WCSX and AC WMGC—fired up their HD2 channels. Market manager Tom Bender says format decisions were made locally. "We started with a blank sheet of paper. It was an extension of two things: basic cluster strategy and standing back and taking a look at the existing audience research that we had done with the main stations."

Bender confesses that the slam-dunk no-brainer decision was to do a "deep tracks" format for WCSX's side channel. "Because of past experiences doing A-to-Z weekends on the main channel where you air out the library, we knew it could get a huge response and generate a good TSL," Bender explains.

"For WRIF's HD2 channel," he continues, "we decided that we could break every rule we made for the main WRIF. The

only rules we had for RIFF2 were to know the target and know that you are laser-focusing in on 18- to 24-year-olds who are active, basically rock-based clubgoers, music freaks, and do what they're going to respond to."

Once the alliance started earlier this year, Greater Media VP of program development Buzz Knight felt like his company had a head of steam because Detroit had taken the lead. "That helped us to put our HD efforts elsewhere in the company," he says.

As for the company's overall format selection strategy, Knight says it wanted to complement its strengths and also find under-served market positions. "A lot of it was also decided on the individual strengths of the operation and how to be able to best put it together. There was no one easy master plan and no one model."

Entercom Communications' strategic goal is to add variety and diversity to its markets by launching products that were not available. "Our goal was not to weaken any competitors in the market either," senior VP of programming Pat Paxton says. "We wanted to give consumers more choice as far as format options, which is what I believe will drive the sale of HD radios."

#### LEAVE THE MOTHER SHIP ALONE

WRIF OM Doug Podell says that when he, APD/MD Mark Pennington, Bender and consultant Fred Jacobs first sat down at the HD2 drawing table, repositioning the mother ship was exactly what they did not want to do.

"We wanted to take a look at the entity itself separately and

# GOT HD?

**PROGRAMMING STRATEGIES FOR RADIO'S NEW DIGITAL PLATFORM BY MIKE BOYLE**

## FUELING AUDIENCE DEMAND

WITH ONLY 100,000 HD RADIO RECEIVERS currently in the U.S. marketplace, broadcasters are focusing on introducing the HD concept to listeners and building awareness and excitement.

Greater Media VP of program development Buzz Knight says that feedback from the HD Digital Radio Alliance will be key in deciding on the best creative angles for promoting the medium: "We're talking to each other every day and defining it as we learn more. It's definitely to be continued."

However, leave it to Clear Channel Indianapolis' Marty Bender, OM at heritage rock WFBO, modern rock WRZX and sports WNDE-AM, to offer a unique way to promote the HD2 technology.

"For WFBO's [deep classic rock] side channel, Q2, we have a link on the main 'FBQ Web site, we're streaming it and it continues to be commercial-free," Bender explains. "And on the main 'FBQ we do a noon 'deeper tracks' feature. In recent weeks we have played even deeper cuts, and the listeners that could identify the songs and artists have been given HD radios as prizes. This obviously demonstrates Clear Channel's commitment to the technology."

Regarding the Q2 side channel, Bender says there are no rules in the station's Selector music scheduling program. "There are moments when it's really obscure, and then there are moments when it sounds like we know what we're doing."

While it's too soon to gauge audience reaction to HD2, there are some encouraging signs, such as e-mails Greater Media has received.

"We can also get a feel for reaction because we stream RIFF2 commercial-free right now and can track the hits," WRIF Detroit OM Doug Podell says. "We've received some inquiries for commercials and promotions from some of the bands we're playing, and we think that's very encouraging and a step in the right direction for everybody."

Paxton adds, "All in all, I think the overall HD2 rollout is progressing well; it's a work in progress. You've got all the major groups involved and supporting this. Anytime there's new technology there's a process where people need to become familiar with it and learn about it. Once we get all the formats on and once the consumers see the benefits of having an HD receiver—where they not only get to hear their favorite station with greater clarity and higher fidelity, but they're going to be able to get all of these extra channels that aren't currently available—that's when you'll start seeing these receivers sell."

Bender concurs: "When people get turned on to RIFF2, they seem to flip for it. We're streaming it, as we are all of our Detroit HD2 channels, so at this point that's helping to spread the word quicker until more HD hardware gets into the market."

There are, however, industry observers that remain unconvinced that the HD rollout is working. Banc of America Securities analyst Jonathan Jacoby says the consumer is very confused at this point. "I think we're years away from seeing if it's going to catch on and offer any competition to satellite radio," he notes. "Music is a commodity. The only thing that is going to help terrestrial radio is local content."

—MIKE BOYLE

*Additional reporting by Paul Heine in New York and Katy Bachman in Washington, D.C.*

make it the best it could possibly be for the audience we felt was out there," Podell explains. "For RIFF2, that was a younger, more active and more technically aware audience—and that's younger males. It's far more adventurous than WRIF would ever be. The amount of local, independent and hip-hop music in the mix alone will keep it away from WRIF."

Knight says, "We thought a lot about the consequences of repositioning our mother ships in Detroit with WCSX and in Philadelphia with classic rock WMGK, but the way our company has embraced this technology gives us a liberating feeling on how we approach it, because we know full well that the technology is going to take a while to catch on and there's going to be aspects of it that we won't be able to feel and results we won't immediately understand either."

"We heard the criticism that brand extension is a stupid thing to try on the radio," Bender adds. "I just don't necessarily believe that. With RIFF2, the product is distinctly different [from] the mother ship. But what is similar is that it covers the Detroit rock



Doug Podell

scene—just in a different way to a different audience."

Greater Media has done a HD2 rollout in Boston, Detroit and Philadelphia, except for Philly rock station WMMR, which is working out a transmitter issue that Knight says will take approximately 30 days to resolve. Next up, 45-90 days out, will be the company's New Jersey properties. Greater Media president/CEO Peter Smyth "has given us tremendous opportunities to grow this technology, and we'll be able to better service all of our markets," Knight says. "We're using aspects of the main brand and not being too afraid to do that in such a way that it makes a side channel more than just voice-tracking. We're putting a lot of thought into this and building it as a product."

Entercom's Paxton says the company is about 45-60 days away from rolling out its HD2 channels. "We're producing them now. Every day the engineering and programming people are working together to make sure we get it right. We prefer to take a little more time rather than rush into it and debut a product that's less than great." ●●●

**'WE WANTED TO GIVE CONSUMERS MORE CHOICE AS FAR AS FORMAT OPTIONS, WHICH IS WHAT I BELIEVE WILL DRIVE THE SALE OF HD RADIOS.'**

**—PAT PAXTON**

Peter Ferrara



## PETER FERRARA: THE HENRY KISSINGER OF HD

MORE THAN 800 RADIO STATIONS are currently broadcasting primary signals in HD digital, reaching 75% of the U.S. population, according to iBiquity Digital, the broadcaster-owned company that developed and licenses the technology. By year's end, that figure is expected to swell to 1,200 stations and 90% of the population. In addition to the hundreds of multi-cast side channels already running, it is hoped that the top 100 markets will be saturated with new channels by May 2007.

To accelerate consumer acceptance of the technology and avert a digital-radio Wild West, several leading radio groups formed the HD Digital Radio Alliance last December. Peter Ferrara, a former senior VP at Clear Channel, was named Alliance president/CEO—think of him as the Henry Kissinger of HD. To prevent companies from stepping on each other as they launch what amounts to scores of brand-new radio stations, otherwise fierce competitors have worked together on a "unified direction" to fairly and equitably coordinate local market "format allocations."

To join the coalition, radio companies were required to agree to its goals and mission; commit ad inventory to marketing HD radio; and make a monetary contribution.

While the alliance has grown to include 11 companies, including nine of the top 15, conspicuously absent are minority broadcasters Radio One, Univision Radio, Spanish Broadcasting System and Entravision.

Commenting on the alliance's format-selection process, Greater Media VP of program development Buzz Knight says the collaborative process was a pleasant one. "We were all thrown together and had to check our egos at the door. The beautiful part was that everybody did, and we got to work knowing there was no model to follow. Moving forward, it's an asset to have minds such as we did from all the different companies working together toward one goal."

Entercom senior VP of programming Pat Paxton adds, "Everybody involved with the HD Alliance has done a great job of not getting in anybody else's space. There may have been one or two occasions when I spoke up because, as part of the process, we were able to question other companies' choices if we felt it was too close to what we were doing on the primary signals."

Indeed, Billboard Radio Monitor has heard of occasions where alliance stations changed format plans due to concerns voiced by competing members.

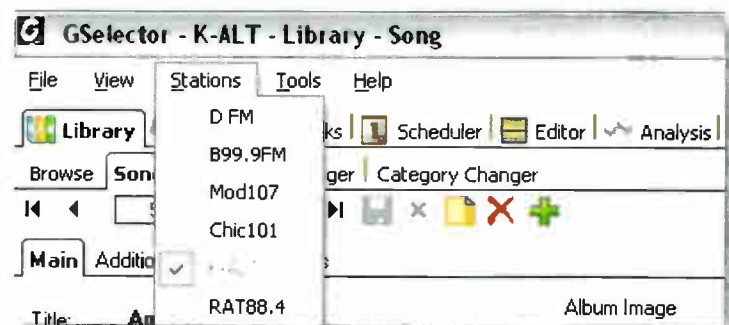
However, Ferrara gives high marks for the HD2 format selection process running "smoothly," but also stresses that it's been the people involved in the process who have made it work. "I'm dealing with the higher level programming people at these groups, and they really know that this is the future of the business, and that if they're really going to offer a compelling value proposition to the consumer this has to be great, not good," he says.

From its research, Ferrara says the alliance learned that the underlying hot-button HD issues among consumers center on content, new choices and it all being free. "As much as everybody talks about listeners bitching and moaning about commercials, they understand that's the price they pay to get great free, local content, and they're fine with that. They'd rather tolerate a few commercials than pay \$12.95 a month for content on their radio."

Speaking of money, Ferrara acknowledges that the day will come when "we will have to monetize this, but right now it's an open canvas for the programmers to paint."

—MIKE BOYLE

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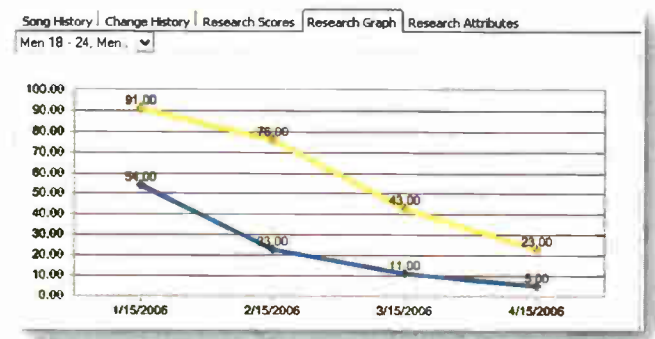
## Channel Picker

## Smart technology

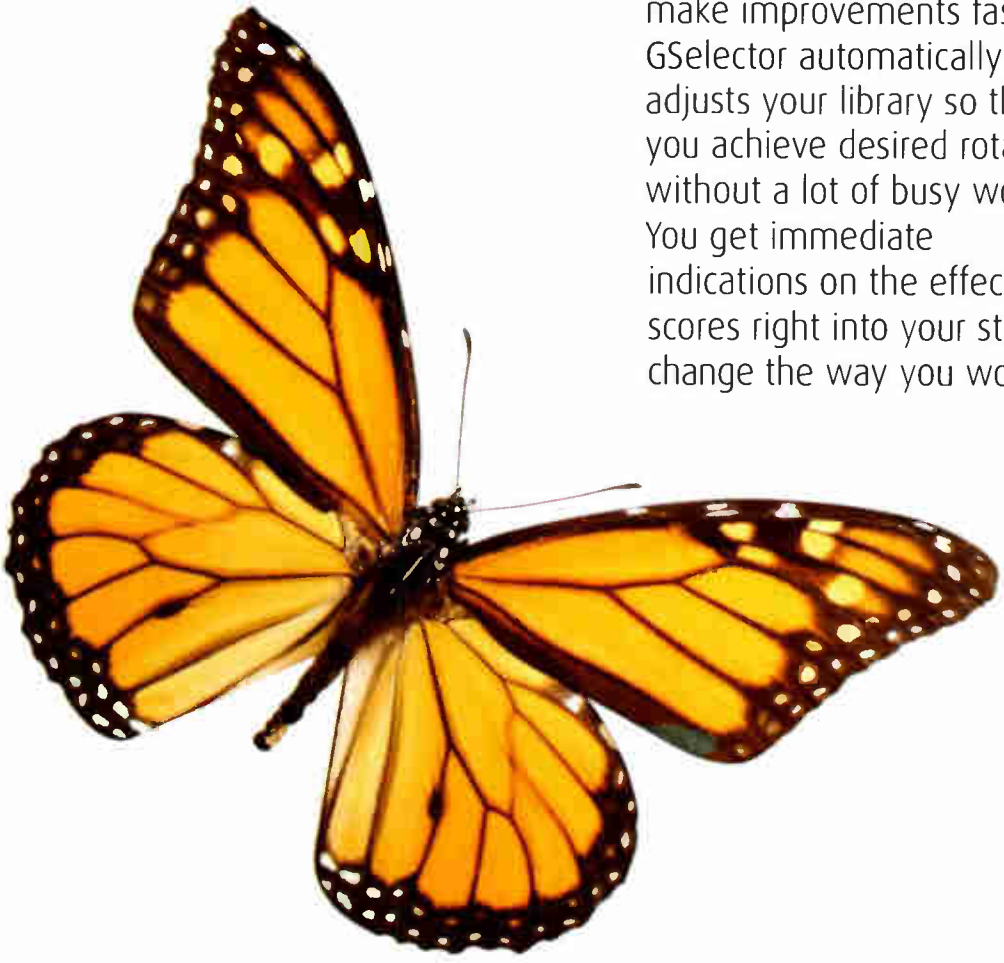
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PL.	Name	Adjustment	Demand
✓	Green Day	0	[High Demand Bar]
✓	Black Eyed Peas	0	[Medium-High Demand Bar]
✓	Dave Matthews...	0	[Medium Demand Bar]
✓	U2	0	[Medium Demand Bar]
✓	Coldplay	0	[Medium Demand Bar]
✓	Weezer	0	[Medium Demand Bar]
✓	AudioSlave	0	[Medium Demand Bar]
✓	Incubus	0	[Medium Demand Bar]
✓	Seal	0	[Medium Demand Bar]

## Optimize Artist Goals



## Import Research Scores

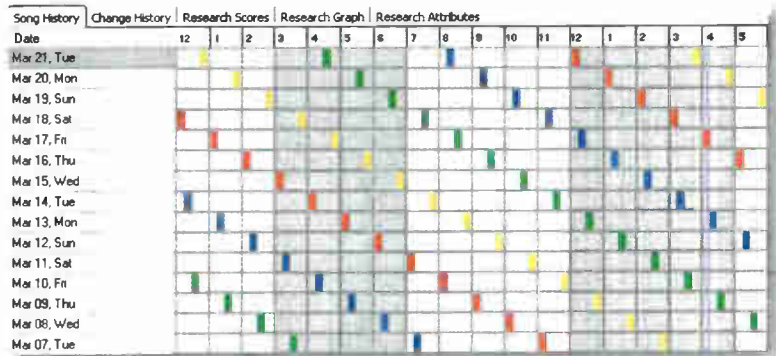


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Song History Map

The screenshot shows the GSelector software interface. The 'Scheduler' window is active, displaying 'Current Station: Multi Station' and 'Copy Schedule'. It includes fields for 'From' (3/1/2006 12 AM) and 'Thru' (3/31/2006 11 PM) dates, and buttons for 'Schedule', 'Unschedule', 'Conflicts', and 'Export'. Below the scheduler is an 'Action Taken' table:

Time	Station	Status
3/1/2006 11:49:59 PM	RAT88.4	Replaced 'Just Stop' with 'Heart In A Cage'
3/2/2006 10:53:56 AM	RAT88.4	Replaced 'Wasteland' with 'The Denial Twist'
3/3/2006 12:33:32 AM	RAT88.4	Replaced 'Heart In A Cage' with 'Hate Me'
3/3/2006 3:03:33 AM	RAT88.4	Replaced 'Dance, Dance' with 'Heart In A Cage'

Song Conflict Resolution

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# WHAT'S IN STORE (OR ONLINE)?

BY CHUCK TAYLOR

## THE EGG has hatched.

A year ago, with HD radio units just rolling off the assembly line, proponents of the new technology faced a classic conundrum: How do you convince retailers to stock an item that consumers have barely heard of—much less are asking for?

"It's the proverbial chicken and egg," HD Digital Radio Alliance president/CEO Peter Ferrara says. "Nobody wanted to take an inventory risk, not knowing if there was consumer demand. Up until January of this year, virtually all retailers said that it looked like a cool product, but they weren't ready to stock it."

HD radio developer iBiquity Digital did its part to sell the concept of the new box—with digital AM and FM and the ability to receive new HD2 channels—but it was the formation of the alliance last December, which includes such broadcast heavy hitters as Clear Channel, CBS Radio, Cumulus, Bonneville, Emmis, Entercom and Greater Media, that seems to have cocked the collective brow of retail.

As a result, brick-and-mortar and online retailers are falling in line to not only sell HD radios, but to assist in the all-important effort to educate consumers about the benefits.

In return, the HD Alliance is devoting \$200 million to promoting the technology on-air, including prominent mentions of outlets that stock the product.

To date, catalog and online electronics leader Crutchfield has signed on, as well as a number of regional high-end specialty outlets. Last month, Radio Shack became the first national chain to commit to sell HD receivers.

The goal is that by midyear 2007, electronic giants Circuit City and Best Buy will be onboard, and that by the holiday season of that year, such mass merchandisers as Wal-Mart, Costco and Target will line their shelves with HD product.

## PYRAMID STRATEGY

It's all part of a methodical pyramid strategy that introduces more retailers to the marketplace as the price point of radios continues to diminish. At launch, desktop units were at the \$499 threshold and have already dropped to \$299. By year-end 2007, it is hoped that radios will reach the \$99 range.

"Most retailers have made a ton of money with previous digital transitions, be it albums to CDs, digital cell phones, digital cameras, HD television and DVDs to replace VCRs," iBiquity Digital president/CEO Bob Struble says. "This is another opportunity to sell value-added products in the digital arena. It has

everything to do with timing, strategy and price points."

Once the alliance formed in December, Ferrara says the plan of action was launched. In January, he met with retailers at the Consumer Electronics Show in Las Vegas to explain that the nation's major radio groups were committed to HD radio.

"With the alliance, they realized, 'OK, you guys are serious about this.' They saw the prestigious lineup of players and realized that they should take a serious look at the technology," he says. "By the late winter or early spring, we began to see a fundamental change in their perspective."

of the technology while allowing visitors to purchase car units and the tabletop Boston Acoustics Receptor radio (\$299 with a \$25 rebate). The company also created a landing page in Spanish—which it, in turn, offered to the HD Alliance for its own use.

"We may have sparked customer interest via our Web site or with one of the millions of catalogs we send out," Mathews notes. "We have tracked the rollout of radio stations converting to HD radio from the beginning, so we're a great resource for customers who want to know what stations in their area are broadcasting in HD. We also get calls from consumers who are

First onboard was Charlottesville, Va.-based Crutchfield, which has a longstanding reputation as a champion of burgeoning technologies. The company's Web site is packed with tutorials, advice, reviews and detailed information about the video and audio products it sells.

"Our customers reward us for educating them about beneficial, new technologies," says Carl Mathews, Crutchfield senior director of merchandising for mobile electronics. "In-band-on-channel, or IBOC as it was being called at the time—and now HD radio—had been a discussion topic for years prior to the actual launch. Our interest stems from the belief that HD radio fits the bill as a technology that will have mass appeal and almost certainly appeal to early adopters. We know a large segment of our customers are early adopters of new technology, so HD radio is a natural for us."

## TUTORIAL AND MORE

Crutchfield.com features a full page explaining the whats and whys

The look online: Tweeter.com and Crutchfield.com are prominently featuring information about HD radio on their Web sites.

somewhat knowledgeable about the technology and just need some help with the hardware."

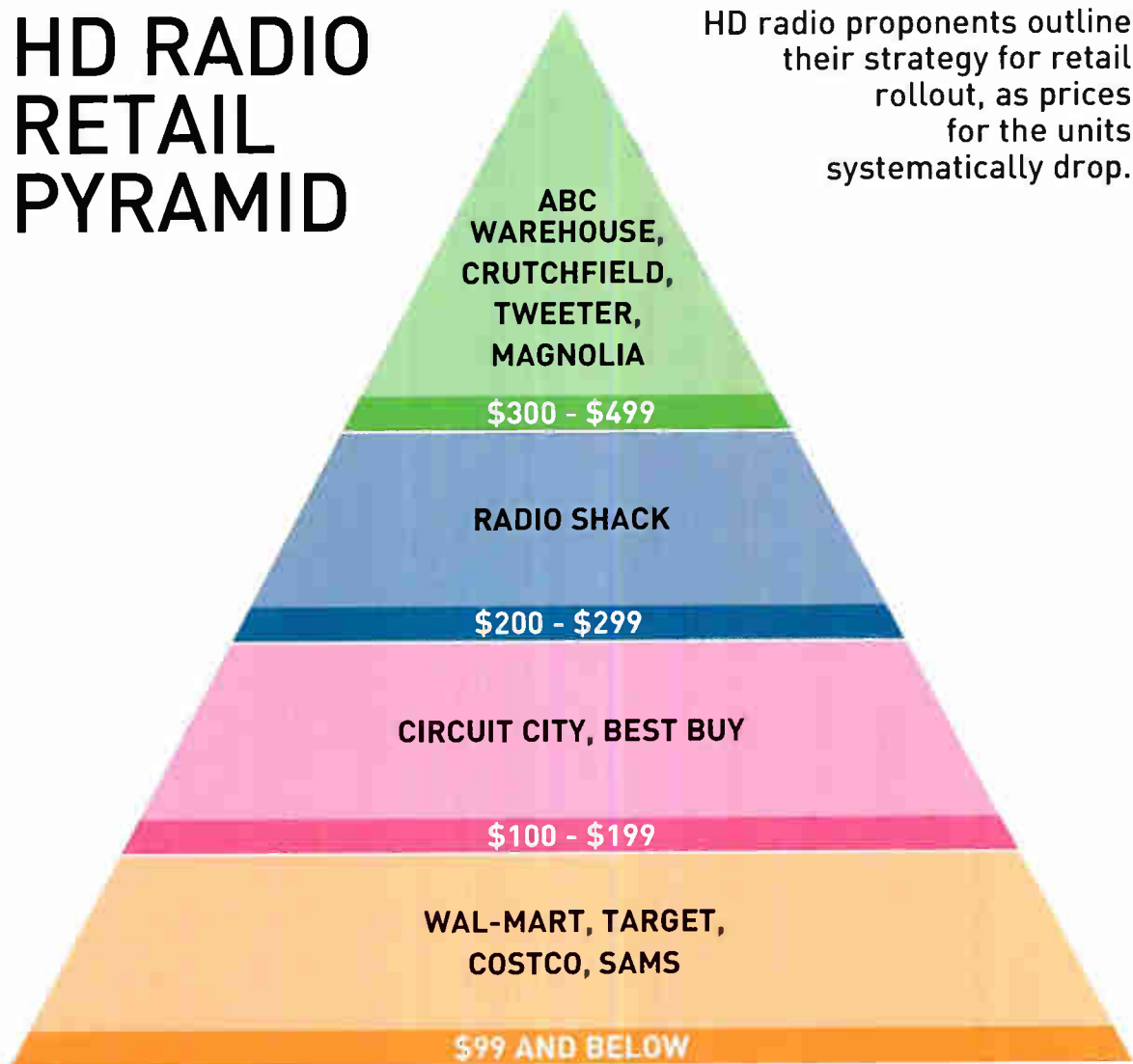
Ferrara, not surprisingly, praises Crutchfield's forward thinking: "They are certainly known for their audio expertise and for providing great consumer information and forging relationships with their customers. Their attention underscores an amazing partnership," he says.

## NEXT PYRAMID TIER

From there the alliance's mission was to build relationships with regional, high-end electronics merchandisers. Canton, Mass.-based Tweeter, which operates 153 stores nationwide, was next to commit.

"Generally, our customers are early adopters of audio and video technologies, so HD radio was a great fit; it offers a

# HD RADIO RETAIL PYRAMID



HD radio proponents outline their strategy for retail rollout, as prices for the units systematically drop.

unit in its 6,000 stores nationwide. Rollout has begun in Dallas for the company's pilot launch with additional stores signed on in New York, Los Angeles, Chicago, Philadelphia, Houston and Washington, D.C. The company will back its commitment with in-store, online and point-of-purchase educational support and ads on HD Alliance stations directing customers to shop at Radio Shack.

Ferrara says that adoption of the technology was a natural for the company, given that its name includes the word "radio." Radio Shack executive VP of merchandising and marketing Jim Hamilton adds, "Radio Shack has been a destination point for generations of customers looking to fulfill their home and portable radio needs, and HD digital radio technology is clearly the most significant advancement in terrestrial radio broadcasting since the introduction of FM stereo more than 50 years ago. This is exactly the type of cutting-edge technology our customers have come to love and expect from their neighborhood Radio Shack."

Included in every retailer's strategy is intensive employee training, courtesy of the HD Alliance. All the companies involved in selling HD radios are educating staffers about the technology's benefits.

For example, "Our sales reps are trained through an extensive program developed by Tweeter in conjunction with the HD Radio Alliance," Magasanik says. "It includes both in-store hands-on training and Internet-based e-learning."

The alliance has a dedicated Web site, [hdradiouniversity.com](http://hdradiouniversity.com), targeted to retail personnel with training courses and tests that reward "students" with associate, bachelor and graduate degrees along with incentives like T-shirts and baseball caps.

## NEXT UP

With more than 500 storefronts nationwide now committed to HD radio yet only 100,000 units in the market, there remains a lot of work ahead to reach critical mass on the retail level. But Ferrara and iBiquity Digital's Struble believe that HD radio's progress is on course.

"The next level of the pyramid comes when radios get cheaper," Struble says. "We're continuing discussions, but we understand that the next big rollout will have to wait until prices come down a bit."

His hope is that within the next six to 12 months, Best Buy and Circuit City will hop aboard. By the end of 2007, the bull's-eye will be to score the likes of Wal-Mart, Target, Kmart, Costco and Sam's Club.

Ferrara says, "When you realize that six months ago, you couldn't find an HD radio in a retail store, it's pretty exciting where we are today. We're already halfway down the pyramid, so we now have a significant business on our hands."

No retailer was willing to share unit sales, but many remarked that they are impressed with early feedback.

Crutchfield's Mathews notes, "Sales are growing nicely this year—and like so many of the categories of products we sell—future sales will depend greatly on pricing, feature content and the variety of new product introductions."

Ferrara adds, "From this point on, HD will become the de facto replacement technology for every radio. You wouldn't walk into Best Buy and ask for a black-and-white TV. The same is going to be true for HD radio." ●●●

tremendous number of advantages, including free local content, CD-quality sound and multicasting," says the company's Jonathan Magasanik, VP/general merchandising manager.

Since introducing HD in March in stores and online at [tweeter.com](http://tweeter.com), he says that while "at first, customers had not heard of HD, over time as the information available increased more and more, they began to know about it before they came into the store. The reaction has been incredibly positive, especially when they hear the sound."

Tweeter also has a detailed tutorial about HD radio on its Web site—and features the Boston Acoustics unit (\$299) on its home page with the tag, "The signal is crystal clear. And so is where to buy it." The company also offers HD units for the car.

## NO RANDOM CHOICE

By April, other regional retailers signed on, including Ken Cranes in Los Angeles and ABC Warehouse and Mickey Shorr in Detroit—the latter two by no means a random choice. Ferrara says, "Of course, we deliberately targeted Detroit to influence automakers."

Meanwhile, the HD Alliance kept its end of the bargain. For example, 12 member radio stations are airing custom-made

Mickey Shorr commercials in Detroit to let consumers know that HD radios are available at the retailer.

Bob Fraser, a merchandiser with ABC Warehouse, also acknowledges the win-win: "HD radio is one of the hottest entertainment trends around. That's why we wanted to expand our reach to the HD audience."

A month later, New York/New Jersey retailers Harvey and Electronics Expo joined the movement, applying aggressive promotional campaigns to spread the word. Harvey took out advertising in such consumer publications as New York magazine and local AM radio, while Electronics Expo utilized print, online and direct-mail advertising as well as highlighting HD radio at store openings and in on-air contests.

"We are using many marketing methods to get HD radios into the hands of customers because they know that we are a company that is always one step ahead of new technologies," Electronics Expo president/CEO Leon Temiz says. "HD digital radio is in high demand, and we are meeting the needs of our customers."

## RETAIL COUP

In mid-May, HD radio scored what is perhaps its biggest coup to date when Radio Shack agreed to stock the Boston Acoustics

**'WHEN YOU REALIZE THAT SIX MONTHS AGO, YOU COULDN'T FIND AN HD RADIO IN A RETAIL STORE, IT'S PRETTY EXCITING WHERE WE ARE TODAY.'** —PETER FERRARA

# HD'S COOL FACTOR: HOW LONG UNTIL IT HEATS UP?

BY ANTONY BRUNO

**W**hether HD radio can successfully bring the cool factor back to terrestrial radio in the face of increasing cannibalization by new-media upstarts will largely be determined by success of this holiday sales season.

To date, HD radio has been little more than a footnote on the digital music landscape, overshadowed by satellite radio, podcasting and Internet streaming.

But the industry is prepping a major holiday sales push for a range of new HD devices expected to hit the market in the coming months.

Currently, only about 100,000 HD radio receivers have been shipped. According to Pat Walsh, CFO of iBiquity Digital—the primary provider of HD radio technology—that figure is expected to jump to 500,000 before the end of the year.

Laura Behrens, Gartner G2 senior analyst for media industry research, says this coming fourth quarter is critical to the success of the format.

“They can’t let the fourth quarter pass this year, or the rollout of the entire technology is delayed substantially,” she says. “It’s another year that podcasting and all other alternative forms of audio delivery then get to continue chipping away at local radio.”

A successful season will depend on three advancements, she says—variety, features and price.

Right now there are about a dozen models of tabletop and car stereo HD units available. New units from Polk Audio, JVC and Radiosophy are just some of the devices expected to join Boston Acoustics’ Receptor in the tabletop category.

While many first-generation HD radios could not receive the multiple side channels characteristic of HD broadcasts, all sec-

ond-generation models will. Additionally, some even feature an auto-rewind button that can replay the last 45 seconds of audio.

Features and models aside, the primary barrier delaying HD radio adoption remains price. According to a recent Arbitron study, 35% of consumers say they would buy an HD radio if it was only \$50. That figure dropped to 21% for a price of \$100, 9% for \$200 and 5% for \$300.

Yet HD radios only just recently began selling for less than \$500. Although Boston Acoustics recently dropped the price of its Receptor tabletop model to \$300 in February and newcomer Radiosophy is introducing a \$250 model this summer, anything costing more than \$100 remains a market impediment.

According to Boston Acoustics senior VP of sales and marketing Phil Cohn, component costs are very expensive, and will remain that way until production ramps up to a mass scale.

## BUMPY START: TEST DRIVING BOSTON ACOUSTICS’ RECEPTER

THIS IS NOT AN EASY REVIEW TO WRITE. I wanted Boston Acoustics’ Receptor to be a great HD radio, expanding my listening horizon to include all the HD and roughly a dozen HD2 signals available in the Washington, D.C., metro area.

I could not wait to hear AM signals in HD, let alone all those new FM HD2 channels.

Unfortunately, that did not happen. I have tried this twice now, with two separate Boston Acoustics units. Each time my efforts to tune in more than a few of the HD2 signals have been stymied, either by a bad antenna or by an inconvenient setup.

When the first radio arrived, I was filled with expectation, the same as any consumer might be after plunking down \$300 for a new, state-of-the-art product. Here was a new opportunity to listen to radio and to discover new stations, new musical genres, without having to pay a subscription fee.

What a disappointment. The Receptor came equipped with a short, single wire masquerading as an FM antenna. In that configuration, from my home in northwest D.C., I could pick up only two HD2 signals in the area, and those were from the most powerful FMs on the air.

If I were a typical consumer, that might have been it: Pack up the unit, send it back to Boston Acoustics and ask for my money back. After spending \$300 and getting virtually no perceived benefits, satellite radio would have started to look pretty good.

But I’m not a typical consumer. I tried fixing the problem by plugging a rabbit-ear antenna into the Receptor.

Reception improved somewhat, but not a lot, and certainly not enough to justify the added expense and the inconvenience of an ungainly antenna. With the rabbit ears plugged in, I no longer had a tabletop radio that would fit into a corner of my kitchen counter.

I placed a few calls to the folks at iBiquity Digital, telling them my concerns. Soon enough, a new Boston Acoustics radio arrived; this time with a dipole antenna and a one-page notice titled “Receptor Radio HD Improving Reception.”

Dipole antennas need to be straightened out to their full length to function properly. The antenna packaged with the Receptor stretched out to be about five feet long. That’s not very convenient in a tabletop radio.

Still, I was committed to see if this would work. Eventually, it did, but only after I stretched the antenna out completely across my dining room table. Folding it up again to tuck it in behind the radio on my kitchen counter top again reduced reception dramatically.

Ultimately, the Receptor did manage to pick up AM and FM HD2 signals, but only in a configuration acceptable to a DX-ing fanatic, rather than a typical consumer.

Mine was not the only bad experience with the Receptor radio. Colleagues and local-market engineers also reported reception problems.

And finally, to see if my listening location was the issue, I went to the NAB’s downtown headquarters to test drive the Receptor the association has in the lobby. Again, I had problems. There, in the heart of downtown Washington, D.C., with a dipole antenna plugged into the back of the Receptor, I could pick up only a few of the many available HD2 signals.

—TONY SANDERS



Radiosophy's MultiStream



A Gartner G2 forecast says HD radio penetration in the United States will not surpass more than 1% by the end of the year, a figure Behrens says is likely "overly optimistic."

Whether the tipping point occurs this year or the next, few doubt the inevitability of a complete HD takeover of terrestrial radio in the future. It may take time, as each new generation of HD devices evolve and penetrate deeper into consumer consciousness. But the goal is for HD radio to be as seamless and accepted as regular radio is today.

"Eventually everyone will just buy a digital radio and it'll just be a radio," iBiquity Digital's Walsh says. "Nobody thinks about getting a digital cell phone anymore." ■■■■

**'We're already rolling out new stations as fast as we possibly can regardless of whether these new receivers are on the market or not.'**

**—JEFF LITTLEJOHN**

It may be some time before that happens. iBiquity Digital says it has licensed its HD radio technology to 40 manufacturers, but few are putting devices into the market. Most are waiting for the other manufacturers to work out the early engineering and design problems before jumping into the game themselves.

"There are no standards. We had to create everything from scratch," Radiosophy founder Bill Billings says. "So that's why I guess there aren't that many people out there."

Helping drive demand, however, is the explosion of radio stations converting to HD broadcasts.

Currently, only 7% of the country's 13,000 radio stations broadcast in HD, and until recently only a handful have included HD2 channels. But the number of radio stations broadcasting HD radio is forecasted to reach 1,200 by the end of the year.

The HD Digital Radio Alliance—an organization consisting of the nation's largest radio broadcasters—is conducting a \$200 million "Got Milk?"-style awareness campaign for HD radio on members' respective stations, which president/CEO Peter

Ferrara will support via a media roadshow next month.

"We're already rolling out new stations as fast as we possibly can regardless of whether these new receivers are on the market or not," says Jeff Littlejohn, executive VP of distribution and development for Clear Channel Radio. The company is converting a station every other day to the HD format—about 240 total so far, and projected to reach 350 by the end of the year.

"For quite a while this has been a chicken-and-egg scenario, and we as broadcasters decided that we would convert radio stations ahead of there being receivers available."

Distribution is picking up as well. In mid-May, Radio Shack became the largest retail chain to begin selling HD radios with a pilot program in its Dallas-area stores. The company has begun expanding the availability of HD receivers throughout its 5,000 stores nationwide.

But while other high-end specialty stores like Tweeter also carry HD devices, market leaders Best Buy and Circuit City are holding off until the price drops lower.

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# HD2 AT INFANCY: UNBRIDLED CREATIVITY, LIMITED RESOURCES

BY KEN TUCKER PHOTOGRAPH BY LARRY MARANO / RETNA LTD.

**H**D2 channels have cropped up from coast to coast and a growing number are also streamed on the Web, but until more people listen—despite the time put into them by dedicated programmers—they are little more than well-programmed jukeboxes.

"It's literally a one-man show. It's all me," Beasley country WKIS (Kiss Country) Miami PD Bob Barnett says about Gretchen 99.9. The station's edgier side channel is named for, and has elements voiced by, country star Gretchen Wilson. It launched in August 2005.

Beasley is one of only a few commercial broadcasters that have HD3 stations running, although programming is limited. WKIS HD3 carries weather from the National Oceanic & Atmospheric Administration, which is important in hurricane-prone Florida, while rhythmic top 40 WPOW (Power), which is also in Miami, has sports talk sister WQAM on its third band.

"One of the challenges we're facing on the product development side right now is that without the ability to generate revenues, the operating budgets for these HD stations will be none to minimal for the time being," Barnett says. "The financial resources are limited,

but there's an overabundance of creative resources. It's a labor of love for programmers looking to create exciting new radio stations before the sales pressures eventually arrive."

Barnett puts in quite a bit of time on his HD2 channel. "I probably spend a total of 10-12 hours a week on Gretchen 99.9 now that it's up and running," he says, noting that he devotes time to music scheduling, dubbing music and updating imaging.

"When we first launched, it was very time-consuming, and I'm sure that when we start enhancing the station further it'll take even more time, but it's still manageable without impacting my responsibilities on Kiss Country," he says. "It's actually a fun, creative outlet for me."

Joel Grey, Bonneville International VP of programming and PD for adult hits KPKX (the Peak) Phoenix, has an '80s HD2 channel. And while he's the PD for both outlets, Grey says the Peak's APD/afternoon driver Steve Douglas "is very involved and runs the station on a daily basis. We built the clocks together, and he puts together the music log every day. He is the Peak '80s Channel. And he still has '80s hair."

In Dallas, CBS Radio VP of Jack programming/KJJK (Jack

FM) PD Kurt Johnson handles an all-request side channel, which flies in the face of the "playing what we want" Jack mantra. "On the New Jack HD2, we play what you want," a message on the station Web site says. "E-mail me at request@jackontheweb.com and if you have that ever popular HD radio, your song will be played. Ah, the wonders of technology . . ." Station staffers handle requests, and Johnson says 10-15 hours per week are spent on music scheduling. "People request, well, all kinds of things," he says. "Anything you can imagine from the past 40 years."

But Tim Jones, who programs Clear Channel country KBQI (Big I) and adult R&B KSYU (Hot) Albuquerque, N.M., says he does not spend nearly the same amount of time on HD2 as he does his main stations. "It's still in the early stages, so mainly it's like a Jack—music and imaging," he says. "Music is usually scheduled weeks out versus daily."

## LABOR OF LOVE

Working on multicast channels has to be a labor of love for programmers because, for the most part, they know no one is tun-

'There are no rules to this or boilerplates. We're creating something new on the fly and that allows us to change and adjust as opportunities present themselves.' —BOB BARNETT

## PDs PUT LOCAL SPIN ON FORMAT LAB OFFERINGS

CLEAR CHANNEL'S FORMAT LAB has produced a number of new concepts for local programmers to install as HD2 stations and to tweak for their own markets.

In Dayton, Ohio, adult top 40 WMMX (Mix 107.7) has a Christian AC/rock HD2 multicast channel known as Mix 107.7 HD2, Passion Radio.

Mix PD Jeff Stevens says he became intrigued with the idea of adding a Christian channel because of the success of Educational Media Foundation's Christian WOKL (K-Love), which carries syndicated programming. "They are constantly showing up in our in-house research and Arbitron diaries," he says of WOKL. In addition, his station's experience with songs from such Christian acts as MercyMe, Steven Curtis Chapman and Jeremy Camp convinced him there was a connection.

"We figured that there is an audience out there that we could reach with a local touch that wanted contemporary Christian music," he says.

While it was designed in the format lab, Stevens says he keeps it fresh and local. "I keep an eye on what's hot in the format and make sure that we are constantly adding in great new product and moving around rotations so it doesn't get stale," he says. In addition, the station recently publicized a local appearance by Christian group the David Crowder Band.

Though the station doesn't have any air personalities of its own, Stevens says Mix hosts appear on the HD2 channel. "They aren't 'jocking' it, but they are definitely thanking people for listening and talking about some of the artists that they enjoy or that they could hear coming up soon," he explains. "It's a great tool to cross-promote both stations back and forth."

Meanwhile, heritage rock WKLS (96 Rock) Atlanta is using "The Vinyl Vineyard," a gold-based triple-A product of the format lab, on its HD2 channel and as a stream on its Web site.

"We were blown away with the vibe and the music," OM/PD Buzz Casey says of the decision to put the format on HD2 in Atlanta. "We also felt that it was a very hip extension to a mainstream rocker like WKLS."

In an interesting twist, WKLS airs three hours of "Vinyl Vineyard" on Sunday nights. "This way we can give listeners that don't have an HD radio a taste of what's happening on our side channel," Casey says.

The station runs jockless for now.

—KEN TUCKER

ing in. "Besides our chief engineer, I'm not even sure anyone else in the building spends any substantial time listening," Beasley's Barnett says.

Programming his HD2 channel requires a "different mindset," he says. "It's a dramatic attitude shift, and you have to allow for somewhat of an undisciplined, wide-vision approach to programming this kind of entertainment source."

Despite the time he puts in, Barnett is not using all his resources—yet. "We have a lot of big ideas for when it grows up," he says, "but right now it's just an infant, and we're saving and planning for its future."

While Gretchen 99.9 does not feature any live dayparts, "we're looking at a number of options for future application," Barnett says. "There are no rules to this or boilerplates. We're creating something new on the fly and that allows us to change and adjust as opportunities present themselves."

Elsewhere, Grey says several hours per week are spent writing and producing imaging for the '80s channel. Ann Dewig, one of three station voices on the Peak, is the only one on the '80s station. "Her delivery is very different" for the two stations, Grey says.

At Greater Media adult hits WBEN (Ben FM) Philadelphia, PD Mike Sommers voices Club Ben, the rhythmic AC/dance HD2 station. "We update the liners every couple of weeks," he says. "[They are] very distinct from the main channel to fit the type of music we play on Club Ben."

Likewise, CBS Radio's Johnson says that his HD1 and HD2

stations are imaged separately. "Ricky Stylus, our ace imaging director, runs free with HD2," he says. "It's his creative lab, and he has a blast with it. Ricky probably spends 10 hours a week on imaging HD2."

Greater Media active rock WRIF Detroit APD/MD Mark Pennington is another example of someone who is actively involved in the station's HD2 rock hybrid channel. He serves as RIFF2's PD and says he splits his time equally between the two stations. When it comes to production, "we have taken a very nontraditional production stance with RIFF2," Pennington says. "We have multiple 'nonradio'-type voices versus one big, booming voice guy."

#### RUNNING JOCKLESS DOESN'T HURT

How involved over-the-air jocks are with sister HD2 outlets varies from station to station, but most are not, at least for now. Other than a relatively small handful of stations—RIFF2 and KRock2, a companion to WFNY (Free FM) New York—most HD2 stations do not include much interaction from main channel jocks. But the programmers Billboard Radio Monitor talked to believe that will come.

"The Kiss Country jocks are 100% focused on Kiss Country," Barnett says. "While I try to keep them informed of what's happening with Gretchen 99.9, I've been reluctant to involve them in the process because I don't want them to be distracted from job No. 1: Kiss Country."

While Barnett appreciates his team's abilities, he knows on which side his bread is buttered. "I have a lot of very bright, talented people around me here, and I hope to utilize their ideas and abilities in the future, but there's too much at stake for them to take their eye off the ball right now," he says. "The time will come to evolve this new station further. When that time comes, we'll maximize their talents."

But in Phoenix, the Peak's jocks drop in on the '80s channel every now and then, Grey says. "They are more like the old MTV jocks. They just pull up a stool and do a quick break once in a while. It is not back-announcing or front-announcing. It is just them talking about whatever they want. [It] could be about a promotion or

something they are doing on their show on the Peak HD1."

Predictably, and like its big brother, Jack HD2 has no jocks, but Johnson says that from promotions to imaging, the HD1 staff is involved with the HD2 station.

At Clear Channel top 40 WHTZ (Z100) New York the new music HD2 channel does use jocks. When new artists stop by Z100, DJs interview them and then produce 15- to 20-minute profiles that run on HD2.

#### STREAM ON

One key to exposing audiences to the HD multicast channels is streaming them on the Web. It is something many, but not all, stations do.

Gretchen, for example, is available on the WKIS Web site, although Barnett says, "We're about to launch a Gretchen 99.9-specific site."

In Phoenix, Bonneville's '80s station is also streamed on the Peak Web site. "We have four streams," Grey says, "44K and 128K for both the Peak and for the '80s channel. We promote our '80s channel on HD and on the stream with 'live' liners and produced promos on the Peak main channel."

Meanwhile, Clear Channel country WMZQ Washington, D.C., has a classic country HD2 channel and accompanying Web stream. The station is marketed "mostly through our Web site," PD George King says. "It is difficult to market something that isn't readily available to the masses, but we definitely need to begin the education of HD. We promote WMZQ as being in HD and [tell listeners], 'To find out more about HD and its benefits, including multiple channels, go to our Web site.'"

RIFF2 also streams for similar reasons. "We feel it is very important to have a Web stream where people can sample the product," Pennington says. "If the programming is compelling enough, I feel people will drop the cash to buy the HD radio."

#### WHERE DO THEY LIVE?

Whether HD2 stations reside on the same audio system as their over-the-air counterparts varies from outlet to outlet. In Dallas, Johnson says each is on a separate system.

In Albuquerque, Jones says Clear Channel has a "central server that houses all of our tunes." Grey has a similar situation in Phoenix. "Matter of fact, once in a while one of my Peak jocks will see an '80s song that is designated for the '80s channel HD2, and we don't play it on the Peak HD1, and they ask me if they can play it," he says.

"Gretchen 99.9 is its own radio station," Barnett says. "If one goes down, the other still operates. The musical databases are completely separate on different drives."

Greater Media's Sommers says, "We have a different hard drive for Club Ben, but it also shares the drive of the main channel."

#### NOT AVAILABLE IN READY-TO-WEAR

While Clear Channel stations—and down the road, other outlets that choose to purchase that company's programming—have access to off-the-shelf programming, many broadcasters Radio Monitor talked to are sowing their own HD2 crops. "It's all home-grown and market-specific," Beasley's Barnett says of his company's offerings.

RIFF2's Pennington is on the same page. "We thought it was very important to put out a very unique Detroit-based product," he says. "We play 25% local Detroit music." In addition, the station has created multiple, locally produced shows like "Detroit Local 101," a local music show; "Loading Zone," a gaming show; and the "MySpace" music show.

Bonneville's Grey has a similar take. "Each market is totally different and able to do what they think is best for their market," he says.

And CBS Radio's Johnson says his Jack HD2 channel is also one of a kind. "We created it from scratch," he says, noting that the same is true of smooth jazz sister KOAI's traditional jazz-side channel. "We're developing fresh, custom brands to program on HD2."

For his part, Barnett is excited about what is ahead. But he warns that radio may only get one chance. "If the industry fumbles this opportunity, we may not get a do-over from consumers," he says. "Technology is changing by the day, and the 'next big thing' may be ready to leave us holding a bunch of pretty cool radio stations no one will ever hear." ●●●



Bob Barnett

# WHERE'S THE BEEF?

BY HILLARY CROSLY

**W**hen audio cassettes were introduced, many consumers were reluctant to surrender their eight-track cartridges. When cable TV was introduced, some pundits said no one would pay to get a few extra channels.

Now with the introduction of HD radio, some industry observers are tentative about the new technology's chances for success. In plain terms, if HD doesn't create demand for additional programming choices and lower receiver prices, radio may have a tough time finding its place in the digital arena.

ple will automatically buy them," Hedges says. "You need to give them a compelling reason to buy, and in this case, radio needs to provide a clear message as to why HD radio is a 'must-have.' Providing this message is the one thing they need to do to make HD more successful."

Jacobs Media president Fred Jacobs is more optimistic. "HD radio has a good chance of succeeding, but the only thing to make this work is great programming," he says.

HD's critics use Howard Stern to bolster their argument. Many loyal Stern fans purchased Sirius satellite radios because they couldn't hear him anywhere else. So far HD has yet to offer a similar hook.

The fate of HD hinges on the industry's ability to entice consumers with new, must-hear programming. And that may be accomplished by luring talent not currently heard on the radio or by creating new music or talk formats so gripping that consumers become addicted.

open-minded to HD radio," Jacobs says. "In our recent technology poll [25,000-plus online respondents across 79 rock-formatted stations], radio listeners express a willingness to buy HD radios—once they understand the details of this new medium."

Perhaps consumer demand will follow, once the industry adequately sells HD's benefits to its audience. But Hedges isn't convinced.

"A free service is nice, but it isn't the kind of benefit that would drive someone to the store to buy a new receiver," he adds. "People just don't say, 'I'm going to pay \$200 to get something free.'"

Ramsey comically adds, "What's the right price for an anvil? Well, if you don't need an anvil then zero is too much. If I, as a consumer, don't have a problem with radio, I don't need HD radio."

For HD to succeed, it needs to create real demand and lower the price.

At the end of the day, who really needs a \$300 anvil? ●●●●



Fred Jacobs

**'A FREE SERVICE IS NICE, BUT IT ISN'T THE KIND OF BENEFIT THAT WOULD DRIVE SOMEONE TO THE STORE TO BUY A NEW RECEIVER.'**  
—TOMMY HADGES

"If you look up and down the rosters of proposed HD2 channels in most markets there are simply too many conventional radio formats," Jacobs says. "Why aren't there more HD2 stations geared toward audience groups that aren't currently served, like teens and those over 50?"

Hedges suggests that satellite radio might have already eaten HD's consumer base. Millions of tech-fanatic radio enthusiasts have already purchased satellite receivers, many of which now sell for well under \$100, providing them with hundreds of unique niche choices and such marquee programming as Stern, Martha Stewart and NFL games for \$13 per month.

"Radio can only sell three things about HD: better quality, more variety and the fact that it is free," Hedges adds. "Trouble is, with the exception of 'free,' satellite trumps here. We may applaud the HD rollout for putting a format aimed at children on in a market, but XM has had two channels for children since their launch."

When consumers see side-by-side retail displays for satellite and HD radio at their neighborhood Radio Shack store, Hedges says, "The two satellite services have their programming lineups posted in the display right next to their units. But when the consumer looks at the HD unit, they have this rather vague promise of more variety."

Ultimately, in order to offer something new in audio entertainment, HD has to create a discomfort within its target consumer, Ramsey says. "You've got to thrill people out of the box," he adds. "Sirius manufactured some dissatisfaction within terrestrial radio when they stole Howard Stern away."

The lowest-priced HD receiver on the market is \$299. That's a large chunk of change for equipment that hasn't defined a tangible audience demand. "Our research indicates that consumers are



Mark Ramsey

Consumers already have an embarrassment of entertainment riches to choose from. Products sell when they fulfill a specific consumer need. But thus far HD radio hasn't been able to pinpoint exactly why it is an essential improvement over current AM/FM radios, some industry insiders say.

"The pitch is that this is a technologically better radio," says researcher Mark Ramsey, president of hear2.0 audio entertainment company and author of "Fresh Air: Marketing Gurus on Radio." "Where's the evidence that audio quality is a meaningful benefit? Most people don't have a problem with the audio quality of their radios. The vast majority of your audience isn't comprised of audiophiles."

Tommy Hedges, president of Pollack Media Group, says that even the frequently chanted "just make more radios available" mantra doesn't cut to the core of the issue.

"Just because the units are on the shelves doesn't mean peo-



# ON THE MARK

**HD** Radio  
SPECIAL ISSUE

## HD RADIO MARKETING CAMPAIGN TOUTS BENEFITS

BY PHYLLIS STARK

**W**hile consumer awareness of HD radio technology remains low, the industry group HD Digital Radio Alliance is working hard to change all that. Its biggest weapon is a \$200 million 2006 marketing campaign harnessing the power of the airwaves of its radio group members.

The campaign kicked off earlier this year on alliance member stations in 28 markets. Through the end of April, about \$48 million worth of radio inventory had already been utilized in such markets as Atlanta, Boston, Chicago, Dallas, Detroit, Miami and Seattle.

On Aug. 1, it will extend to a total of 50 markets. By Sept. 1, the alliance campaign is aiming to be in 65 markets, with all top 100 markets scheduled to be onboard by next year, according to Peter Ferrara, president/CEO of the HD Digital Radio Alliance. The market rollout order was determined by market size and deployment of HD radio in those cities.

According to Nielsen Monitor-Plus, which tracks national radio advertising, New York stations committed \$830,520 worth of inventory to the campaign in February, March and April. Los Angeles stations made the second-biggest financial commitment, \$606,176 in the same time period, followed by San Francisco with \$561,689.

Formed late last year, the alliance comprises 12 radio groups, including ABC Radio, Bonneville, CBS Radio, Citadel, Clear Channel, Cumulus, Emmis, Entercom and Greater Media. Committing ad inventory to the marketing campaign is a requirement for alliance membership, as is a cash donation to the alliance.

In February, the group launched the Web site [hdradio.com](http://hdradio.com) aimed at helping consumers understand the technology and its benefits, along with info on where to buy a receiver. Most of the radio spots airing on member stations tag the Web site to drive consumers there to find additional information. The group also launched an informational industry site, [hdradioalliance.com](http://hdradioalliance.com), that can be accessed by member and non-member stations and groups.

### PHASES AND STAGES

Ferrara says the initial marketing campaign aims to "simply introduce the technology and what the benefits are to consumers, what things it offers that they can't get with their regular radio and just

selling through the idea that there is something new out there."

Ads promoting those various elements of the message are, Ferrara says, "running concurrently, and we're mixing and matching them, depending on the market."

In addition, Ferrara says, "As we have developed partnerships with retailers and manufacturers, we are focusing on them and where to buy" HD radios.

Electronics retailers, obviously, have a stake in the game. In partnering with alliance stations to promote HD radio, they are using alliance-generated advertising for their e-mail blasts and Web sites, a benefit the alliance members return by tagging those retailers in their spots.

Do you know about HD Radio?

Discover the SECRET STATIONS...  
between known frequencies all you need is a new HD Radio.

Tune it in! BUY NOW, BUY RIGHT!  
It's all FREE. It's all LOCAL and it's all HERE.

**HD** Digital Radio

The HD Digital Radio Alliance has committed \$200 million to spread the news.

## HD PROMOTION IN MOTION

BEASLEY COUNTRY WKIS (Kiss Country) Miami is taking its HD radio marketing message to the streets—simultaneously promoting HD technology, the station's HD broadcasts and its HD2 side channel Gretchen 99.9. The station is named for, and some elements are voiced by, country star Gretchen Wilson.

The Miami outlet has a dedicated Gretchen 99.9 listening kiosk with a display tent, audio listening stations and other on-site tools to showcase the station at Kiss Country events and appearances.

"Our biggest exposure was showcasing the station at our annual Kiss Country Chili Cook-Off festival, which included Gretchen Wilson herself," WKIS HD1 and HD2 PD Bob Barnett says.

Barnett estimates that 35,000 were exposed to the technology at the Jan. 29 event between the HD2 station being played between acts and the listening kiosk. "We're spreading the news wherever we can to whomever is willing to listen," he says.

"While this is ramping up, we take every logical opportunity to expose consumers to the technology and the station," Barnett adds. "The goal right now is [to] build awareness through sampling and encourage consumers to purchase HD-ready radios. We've utilized HD radio giveaways, targeted e-mail blasts to country-friendly consumers, heavy on-air support on Kiss Country, listening capabilities via the WKIS.com Web site, and we're beginning to investigate cross-promotional opportunities with advertisers that make sense."

—KEN TUCKER

### ON THE MESSAGE

The radio spots, which are also available to non-alliance members, are all 15 or 30 seconds. Some were created by Clear Channel Radio's creative services group, others by Dick Orkin's Radio Ranch. They promote HD radio and the new HD2 multicast channels, as well as the retailers and manufacturers of HD radio receivers.

Ferrara says of the campaign: "We've had a lot of fun with it. Some of the ads have been straightforward and some have been fun and cutting edge, and what we've referred to as 'tribal' in the sense that it's promoting that we're this cool station out there hidden between frequencies and the only way you can get it is to buy this HD radio."

To further hone its message, the alliance recently completed an extensive consumer research study to determine what potential users see as the main benefits of HD. Ferrara says the goal was to discover what the "hot buttons are for the consumer, or the drivers to make them say, 'This is something I want.'"

What it discovered was that the additional content offered by HD2 side channels, along with the fact that HD radio is free and, often, locally programmed, are key benefits. While Ferrara says he was not surprised by these results, they did "punctuate how important our messaging needs to be to the consumer."

Thus, some of the HD radio ads will be revised to further stress those key "drivers." Fortunately for the alliance, however, most of the existing ads already focused on these elements. "Call it dumb luck," Ferrara says with a chuckle.

### MEASURING THE IMPACT

While it's hard to know the real impact of the campaign just yet, Ferrara is optimistic that it is making a difference.

While the evidence is largely anecdotal, Ferrara claims consumer awareness has risen significantly in the 28 initial markets featuring the campaign. In addition, he says, while "the manufacturers and retailers keep their numbers pretty close to the vest, everybody we've talked to is delighted with how many radios they're selling so far."

Unlike most other donated inventory, Ferrara says the HD spots are not buried in undesirable dayparts on its member stations. Part of the deal in joining the alliance is a commitment to running the spots across the board. "This isn't your 'run-of-station, put it on the air if you can please' inventory," he says. "This is hard, committed, daypart inventory."

And while the alliance does not track advertising on non-member stations, Ferrara says it has received "a number of inquiries" from stations in smaller markets that "liked the creative" and wanted to use it to promote their own HD efforts as well.

For now, there are no plans to extend the campaign to other media such as TV or print, something Ferrara says was an "early strategic decision. Would it be good to have TV? Yes, but it's not necessary. We reach a couple hundred million people a week [on the radio]."

"We're selling HD radios on the radio to people who are listening to radio," he adds. "As a marketer, you can't get more laser-focused than that."

# THE PHOTOS

Compiled by Susan Visakowitz  
svisakowitz@billboard.com



## HIGHWAY 16 VISITED

Rising country artist Trent Willmon, left, visited the XM Satellite Radio studios for an appearance on "Highway 16 Driver's Ed," hosted by Jon Anthony, right. The first single from Willmon's new album, "On Again Tonight," has spent 21 weeks on the country charts. (Photo: Sony BMG)



## BROADCAST FLAG

Clear Channel top 40 WHTZ (Z100) New York's "Z Morning Zoo" personality Carolina Bermudez, left, took part in the city's recent Puerto Rican Day Parade, riding atop the Z100 float with singing sensations Jeannie Ortega—who simultaneously showed off her pride and her midriff—and Lucas Prata. (Photo: Clear Channel)

# GOING FOR AIRPLAY

FOR THE WEEK OF JUNE 26

Artist Title (Label)

### MAINSTREAM TOP 40

AFI Miss Murder (Interscope)  
Aly & AJ Chemicals React (Hollywood)  
Eamon Bring Him Home (Zomba)  
Jessica Simpson Public Affair (Epic)

### RHYTHMIC TOP 40

Daz Feat. Rick Ross On Some Real (Virgin)  
DJ Kay Slay & Greg Street Feat. Bun-B, Papoose & Shaq You Can't Stop The Reign (Koch)  
Eamon Bring Him Home (Zomba)  
Shareefa Feat. Ludacris I Need A Boss (Def Con II)

### ADULT TOP 40

Jewel Good Day (Atlantic)

### R&B/HIP-HOP

Cham Ghetto Story (Atlantic)  
Chapter 4 Fool Wit U (RMG)  
Ciara Get Up (Zomba)  
DJ Kay Slay & Greg Street Feat. Bun-B, Papoose & Shaq You Can't Stop The Reign (Koch)  
Jagged Edge Stunna (SUM)  
Rihanna Unfaithful (IDJMG)  
Shareefa Feat. Ludacris I Need A Boss (Def Con II)  
Styles P Feat. Rashad Favorite One (Interscope)  
Three 6 Mafia Side 2 Side (SUM)  
Yung Joc I Know You See It (Atlantic)

### GOSEL

Ernest J. Lee & Spirit Of David Don't Quit (Juana)  
Kierra "KiKi" Sheard Why Me? (EMI Gospel)

### CHRISTIAN

Desperation Band Who You Are (Integrity)  
Echoing Angels You Alone (INO)  
Edison Glass In Such A State (Credential)  
Falling Into Place Shadows (PT)  
Forever Changed All I Need (Floodgate)  
Rebecca St. James God Help Me (Forefront)  
Robbie Seay Band Hallelujah, God Is Near (Sparrow)  
Salvador Shine (Word-Curb)

### COUNTRY

Blaine Larsen Rockin' You Tonight (BNA)  
Jason Aldean Amarillo Sky (BBR)  
Julie Roberts Girl Next Door (Mercury)

### MODERN ROCK

Avenged Sevenfold Seize The Day (Warner Bros.)  
Crossfade Invincible (Columbia)  
Disturbed Land Of Confusion (Reprise)  
Helmet Gone (Warcon)  
Hinder Lips Of An Angel (Universal Republic)  
Muse Knights Of Cydonia (Warner Bros.)  
Revelation Theory Selfish And Cold (On)  
Underoath Writing On The Walls (EMR)

### ACTIVE ROCK

Avenged Sevenfold Seize The Day (Warner Bros.)  
Crossfade Invincible (Columbia)  
Disturbed Land Of Confusion (Reprise)  
Helmet Gone (Warcon)  
Revelation Theory Selfish And Cold (On)  
Underoath Writing On The Walls (EMR)

### HERITAGE ROCK

Avenged Sevenfold Seize The Day (Warner Bros.)  
Crossfade Invincible (Columbia)  
Disturbed Land Of Confusion (Reprise)  
Helmet Gone (Warcon)  
Revelation Theory Selfish And Cold (On)

### TRIPLE-A

Danny Tate Talking To Me (NoVile)  
Susan Tedeschi Loving You Is Sweeter Than Ever (Verve)

Tim O'Reagan These Things (Lost Highway)  
Walter Trout Feat. John Mayall Highway Song (Ruff)

### LATIN

Diego Torres Abriendo Caminos (Sony BMG Norte)  
Tego Calderon Los Mate (Atlantic)

Submit titles to silvio@billboard.com.

# BRAND EXTEND ON HD, BEFORE IT'S TOO LATE

## CHART COMMENTARY BY JOE FLEISCHER

I PROMISED MYSELF I WOULDN'T PICK ON modern rock again this week, but since we're discussing the opportunities provided by the possibility someone someday might actually discover what a HD radio is and buy one, I couldn't resist. So far the pitch from radio to its customers on HD adoption's merits has been better sound (no one cares—witness MP3 as the consumer standard for audio compression) and, sorta, music choice. Aha! The second reason seems like a good one! After all, that's the real pull of XM and Sirius. Let's face it, XM sounds way better than Sirius and the latter definitely has all the mo'. Now, being a dork, I have both and can say that each has some warts, but I'd be loath to part with either. Also, I have absolutely stopped listening to commercial radio since I got satellite. Why? Variety and choice. But neither has really figured out that it needs an emo/hardcore channel (*the* music of choice for kids, folks) and XM just now realized that dropping the Liquid Metal station was essentially abandoning any hope of appealing to kids. And with the price of entry-level satellite radios steadily dropping (especially on eBay), more and more kids tell me that they're at least aware of satellite radio.

Which brings me to modern rock and the concept of brand extension. If your modern rock station is still living on Miller ads and Nirvana golds, you've got two niche demos that you are not currently serving and could plausibly entice to your HD signals: emo/hardcore kids (Hawthorne Heights, the All-American Rejects, Armor for Sleep, etc.) and older, more mainstream listeners who would be psyched if you played Nickelback, Lifehouse and the like, even in overnights, every once in awhile. So while your terrestrial modern rocker caters to beer ad-targeted passives and careens toward its inevitable flip to reggaeton, adult R&B or whatever makes more sense for the corporation, you could be transitioning semi- to fully disenfranchised listeners to their age/demo-appropriate HD signal. This is called brand extension, and it probably represents your best shot at keeping someone tuned into something you program having to do with modern rock. That's if the industry can bridge the sizable hardware chasm presented by pricey, dumpy HD radios that can't easily be thrown in a pocket or a book bag. Hint: Pricing had better compete with the iPod Shuffle and 1GB Nano or this whole exercise is pointless.



WEEK ENDING  
JUNE 11, 2006

NO.	ARTIST	TITLE	DOWNLOADERS (CUME)	SPIN RANK	NO.	ARTIST	TITLE	DOWNLOADERS (CUME)	SPIN RANK
1	PANIC! AT THE DISCO	I WRITE SINS NOT TRAGEDIES	1,996,575	28	11	NICKELBACK	FAR AWAY	702,003	177
2	THE ALL-AMERICAN REJECTS	DIRTY LITTLE SECRET	1,851,036	122	12	BLUE OCTOBER	HATE ME	646,401	5
3	THE ALL-AMERICAN REJECTS	MOVE ALONG	1,713,695	65	13	BUCKCHERRY	CRAZY BITCH	606,748	14
4	RED HOT CHILI PEPPERS	DANI CALIFORNIA	1,421,067	1	14	10 YEARS	WASTELAND	565,102	20
5	PANIC! AT THE DISCO	THE ONLY DIFFERENCE BETWEEN...	1,289,257	21	15	THE FRAY	HOW TO SAVE A LIFE	547,824	46
6	TAKING BACK SUNDAY	MAKEDAMNSURE	1,244,291	11	16	JACK JOHNSON	UPSIDE DOWN	532,760	41
7	FORT MINOR	WHERE'D YOU GO	1,107,385	58	17	MOTION CITY SOUNDTRACK	EVERYTHING IS ALRIGHT	503,519	155
8	NICKELBACK	SAVIN ME	961,847	31	18	GNARLS BARKLEY	CRAZY	459,215	8
9	HAWTHORNE HEIGHTS	SAYING SORRY	928,402	40	19	ANGELS & AIRWAVES	THE ADVENTURE	458,772	6
10	LIFEHOUSE	YOU AND ME	796,148	161	20	HEAD AUTOMATICA	BEATING HEART BABY	426,430	167

# THE CHARTS

THIS WEEK IN DATA. For complete charts, there's always more at [www.BillboardRadioMonitor.com](http://www.BillboardRadioMonitor.com)

## LEGEND TO CHARTS

Charts are ranked by detections except for Jazz, Latin, Christian, Gospel and Country charts which are based on audience impressions, computed by cross-referencing exact times of airplay with Arbitron listener data.

**●** Songs showing an increase in detections (audience for Jazz, Latin, Christian, Gospel and Country) over the previous week, regardless of chart movement. A song will also receive a bullet if its percentage loss in detections (audience for Jazz, Latin, Christian, Gospel and 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 detections (audience for Jazz, Latin, Christian, Gospel and Country). Country titles which decline in audience but increase in detections 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 detections.

**AUDIENCE TOTALS** on the charts are 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 detections and audience. Airpower awards do not appear on the Latin and Christian Gospel charts.

**⬆️ GREATEST GAINER:** awarded to the song with the largest increase in detections (audience for Jazz, Latin, Christian, Gospel and Country).

**+** **MOST AIRPLAY ADDS:** awarded to the song registering six or more detections at the most stations for the first time this week.

**TIES:** A song with the best detection differential (audience differential for Jazz, Latin, Christian, Gospel and 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 Adult Top 40, AC, Adult R&B, Heritage Rock, Dance, Christian and Gospel) 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 will become recurrents and will be removed from the chart. Descending country titles move to recurrent after 20 weeks if they rank below No. 15 in either audience or detections.

**📶 Nielsen BDS certification** for airplay of 100,000 detections on all monitored stations, including satellite and national networks, across the U.S. and Canada. Numeral following symbol indicates multiple level of 100,000 detections.

**★** Indicates title earned Hit Predictor status in research data provided by Promosquad.

Playlists are listed in order of TSA weekly cumes, beginning with the highest-cuming station. Cumes are updated twice yearly following the release of the spring and fall Arbitron surveys.

**A+** **AIRPLAY ADDS** denotes songs with 6 or more detections at station for first time this week.

**IMPACT!** Songs at Airpower level and below with a gain in detections or with a percentage loss in detections equal to or better than the monitored downtime in the format.

**★** **INITIAL IMPACT:** Indicates a song's first appearance on this Impact! page.



BY ANTHONY COLOMBO, RAPHAEL GEORGE, WADE JESSEN AND GARY TRUST

## IT'S DÉJÀ VU ALL OVER AGAIN FOR BEYONCÉ & JAY-Z

Beyoncé rakes in major honors as she hooks up for a third time with beau Jay-Z on "Déjà Vu" (SUM). She scores Greatest Gainer, Airpower and Most Airplay Adds at R&B/Hip-Hop, while taking the chart's best bow at No. 20.



"Déjà Vu" steps onto the list with 1,474 detections, which is the best spin total for a debut at the format since B2K & P. Diddy (as he was then known) danced their way onto the R&B/Hip-Hop chart with an equal 1,474 detections for "Bump, Bump, Bump" in the Nov. 22, 2002, issue. The No. 20 entry for "Déjà Vu" is also the highest bow on that chart since Michael Jackson's "You Rock My World" also debuted at No. 20 in September 2001.

In addition, "Déjà Vu" sets a chart mark with the highest Airplay Adds total this decade as 65 stations played the song six or more times this week. Meanwhile, Beyoncé inks the week's fattest gain and Most Airplay Adds with entries at Mainstream Top 40 (No. 31) and Rhythmic Top 40 (No. 27). With 923 spins on the latter chart, the song collects the most detections at Rhythmic for a debut since "Lose Control" by Missy Elliott Featuring Ciara entered with 925 plays in the May 6, 2005, issue.

## TUNSTALL CONTINUES NEW ARTIST NO. 1 STREAK

The warm welcome new artists have been receiving at Adult Top 40 in recent months provides a record-breaking chart feat. KT Tunstall ascends to No. 1 with "Black Horse & the Cherry Tree" (Virgin), marking the first time that three straight artists have taken their debut singles to the format's top spot. Tunstall succeeds Daniel Powter, whose "Bad Day" (Warner Bros.) enjoyed a 12-week run at No. 1, and James Blunt, who spent five weeks atop the Adult Top 40 chart with "You're Beautiful" (Atlantic).

For Virgin Records, Tunstall's ride with "Black Horse" is the label's first foray to No. 1 in the chart's history. Its prior best was a No. 2 ranking for Lenny Kravitz's "Again" in the spring of 2001.

Elsewhere at Adult Top 40, Red Hot Chili Peppers crack the chart's top 10 for the first time as "Dani California" rises 11-10. The group's previous peak was No. 11, which it reached with "Scar Tissue" in 1999 and "Otherside" in 2000.

## THE SPIN

### A 'VICARIOUS' THRILL FOR TOOL

Tool earns the second Active Rock No. 1 of its career as "Vicarious" (Zomba) climbs 2-1. The quartet previously held the pole position for nine weeks starting in July 2001 with "Schism." "Vicarious" spent its first eight chart weeks at No. 2 or No. 3, equaling the number of weeks "Schism" sat in those positions prior to reaching No. 1. Staind's "So Far Away" from 2003 is the only other title since "Schism" to hold the chart's second or third spots for eight weeks before finally breaking through to No. 1.

### Harris' 'Wings' Fly To No. 1

Mark Harris celebrates his first Billboard No. 1 with "Find Your Wings" (INO), which gains 100,000 audience impressions and hops 3-1 on the Christian Adult Contemporary chart. That title also bullets at No. 4 on the pan-genre Christian Songs list. Harris interrupts a five-week run atop the Christian AC scorecard by Casting Crowns' "Praise You in This Storm" (PLG), which logs a sixth week at No. 1 on Christian Songs. Previously, Harris' highest-charted title was "For the First Time," which peaked at No. 5 on both charts in October 2005.

On the Country chart, Rodney Atkins logs his second top 10 with "If You're Going Through Hell (Before the Devil Even Knows)" (Curb), which rises 12-8. Atkins previously competed in the top 10 with "Honesty (Write Me a List)," which peaked at No. 4 in December 2003.

### PETTY SAYS 'GRACE' AT HERITAGE

Tom Petty makes his first Heritage Rock chart appearance in more than three years as "Saving Grace" (Wamer Bros.) debuts at No. 23 and cops Greatest Gainer honors. Most of Petty's career pre-dates the 1997 debut of the Heritage chart, but he has made the top five with four of his five visits to the list. Petty peaked at No. 2 in March 1999 with "Free Girl Now" and matched that in October 2002 with "The Last DJ."



# Billboard Radio Monitor

POWERED BY Nielsen Broadcast Data Systems

## MAINSTREAM TOP 40

### POWER PLAYLISTS

WHTZ New York	KIIS Los Angeles	WKSC Chicago	WXKS Boston	KHKS Dallas	WIOQ Philadelphia
OM: Tom Poleman PD: Sharon Dastur MD: Romeo Clear Channel 201-209-6200	VP Pgm: John Ivey APD/MD: Julie Pilat Clear Channel 818-559-2252	PD: Rick Gillette MD: Jeff "Smash" Murray Clear Channel 312-540-2000	VP/Pgm: Jack McCartney Interim MD: Chris Tyler Clear Channel 781-396-1430	PD: Patrick Davis MD: Billy The Kid Clear Channel 214-866-8000	OM: Thea Mitchum PD: Rick Vaughn APD/MD: Marian McAdam Clear Channel 610-784-3333
1 Shakira Featuring Wyclef Hips Don't 2 Fort Minor Featuring Hol Where'd Yo 3 Nelly Furtado Featuring Promiscuous 4 Nick Lachey What's Left Of Me 5 Cassie Me & U 6 The Fray Over My Head (Cable Car) 7 Chamillionaire Featuring Ridin' 8 Panic! At The Disco I Write Sins No 9 Ashley Parker Angel Let U Go 10 Sean Paul Featuring Keys When You G 11 Christina Aguilera Ain't No Other M 12 Lucas Prata And She Said... 13 Nickelback Savin' Me 14 Paris Hilton Stars Are Blind 15 Rihanna Unfaithful 16 Field Mob Featuring Car So What 17 The All-American Rejects Move Along 18 The Pussycat Dolls Featu Buttons 19 Chris Brown Run It! 20 Ying Yang Twins Featurin Shake 21 Jeannie Ortega Featuring Crowded 22 Daniel Powter Bad Day 23 Gnarls Barkley Crazy 24 Sean Paul Temperature 25 Mario Vazquez Gallery 26 Paula DeAnda Featuring B Doing Too 27 Natasha Bedingfield Unwritten 28 Fall Out Boy Dance, Dance 29 Rihanna SOS 30 Shakra Featuring Wyclef Hips Don't 31 Staind Right Here 32 Papa Roach Scars 33 Anna Nalick Breathe (2 AM) 34 Cascadia Everyday We Touch 35 Mad House Like A Prayer 36 Kelly Clarkson Walk Away 37 Christina Milian Featurin Say I 38 Shakira Featuring Alejan La Tortura 39 Yung Joc It's Goin' Down 40 Janet Jackson W/Nelly Call On Me	1 Chamillionaire Featuring Ridin' 2 Rihanna Unfaithful 3 Fort Minor Featuring Hol Where'd Yo 4 Cassie Me & U 5 Nelly Furtado Featuring Promiscuous 6 The Fray Over My Head (Cable Car) 7 Field Mob Featuring Car So What 8 Sean Paul Temperature 9 The Pussycat Dolls Featu Buttons 10 Paris Hilton Stars Are Blind 11 Christina Aguilera Ain't No Other M 12 Paula DeAnda Featuring B Doing Too 13 Rihanna SOS 14 Natasha Bedingfield Unwritten 15 Beyonce Featuring Jay-Z Deja Vu 16 Mary J. Blige Be Without You 17 Panic! At The Disco I Write Sins No 18 Lil Jon Featuring E-40 & Snap Yo Fi 19 Daniel Powter Bad Day 20 Chris Brown Run It! 21 Kelis Featuring Too Short Bossy 22 Kanye West Featuring Jay-Z Deja Vu 23 The Pussycat Dolls Featu Buttons 24 Sean Paul Temperature 25 Paul Wall Girl 26 Gnarls Barkley Crazy 27 Frankie J That Girl 28 Bubba Sparoux Featuring Ms. New Bo 29 Sean Paul We Be Burnin' 30 Ray J One Wish 31 Gorilla Feat Good Inc 32 50 Cent Just A Lil Bit 33 Yung Joc It's Goin' Down 34 Nick Lachey What's Left Of Me 35 Beyonce Featuring Jay-Z Deja Vu 36 Shakira Featuring Alejan La Tortura 37 P-Tain I'm Sprung 38 Lil Jon & The East Side Get Low 39 Patey Pablo Freek-A-Leek 40 Ne-Yo So Sick	1 Cassie Me & U 2 Chamillionaire Featuring Ridin' 3 Fort Minor Featuring Hol Where'd Yo 4 Rihanna Unfaithful 5 Shakra Featuring Wyclef Hips Don't 6 Daniel Powter Bad Day 7 Field Mob Featuring Car So What 8 Sean Paul Temperature 9 Panic! At The Disco I Write Sins No 10 Nelly Furtado Featuring Promiscuous 11 Nick Lachey What's Left Of Me 12 The All-American Rejects Move Along 13 Shakira Featuring Alejan La Tortura 14 Ying Yang Twins Featurin Shake 15 Rihanna SOS 16 Beyonce Featuring Jay-Z Deja Vu 17 Mary J. Blige Be Without You 18 Natasha Bedingfield Unwritten 19 The All-American Rejects Move Along 20 Lil Jon Featuring E-40 & Snap Yo Fi 21 Bubba Sparoux Featuring Ms. New Bo 22 Chris Brown Run It! 23 The Pussycat Dolls Featu Buttons 24 Kanye West Featuring Jay-Z Deja Vu 25 Field Mob Featuring Car So What 26 Kelis Featuring Too Short Bossy 27 Mary J. Blige Be Without You 28 Ne-Yo So Sick 29 The Black Eyed Peas My Humps 30 The Pussycat Dolls Featu Don't Cha 31 Beyonce Featuring Jay-Z Crazy In Lu 32 The All-American Rejects Dirty Lit 33 Yung Joc It's Goin' Down 34 Juelz Santana There It Go! (The Whi 35 Christina Aguilera Ain't No Other M 36 Fall Out Boy Dance, Dance 37 Chersil Featuring Sean P Do It To I 38 Kelly Clarkson Walk Away 39 Kelly Clarkson Behind These Hazel E	1 Fort Minor Featuring Hol Where'd Yo 2 Shakira Featuring Wyclef Hips Don't 3 Ashley Parker Angel Let U Go 4 Rihanna Unfaithful 5 Nelly Furtado Featuring Promiscuous 6 Christina Aguilera Ain't No Other M 7 The Fray Over My Head (Cable Car) 8 Nick Lachey What's Left Of Me 9 Mario Vazquez Gallery 10 Paris Hilton Stars Are Blind 11 Daniel Powter Bad Day 12 The All-American Rejects Move Along 13 Rihanna SOS 14 Anna Nalick Breathe (2 AM) 15 Sean Paul Temperature 16 Panic! At The Disco I Write Sins No 17 KT Tunstall Black Horse & The Cherr 22 Nickelback Savin' Me 23 Natasha Bedingfield Unwritten 24 Field Mob Featuring Car So What 25 Cassie Me & U 26 The Pussycat Dolls Featu Buttons 27 Jennifer Lopez Get Right 28 Kanye West Featuring Jay-Z Deja Vu 29 Kelly Clarkson Since U Been Gone 30 Bon Jovi Who Says You Can't Go Home 31 Sean Paul We Be Burnin' 32 Cascadia Everyday We Touch 33 Chamillionaire Featuring Ridin' 34 Usher Featuring Lil Jon Yeah! 35 Natasha Bedingfield These Words 36 Kelly Clarkson Since U Been Gone 37 Beyonce Featuring Slim T Check On I 38 The Black Eyed Peas Don't Phunk Wit 39 Fatman Scoop Be Faithful 40 Mariah Carey Shake It Off	1 Shakira Featuring Wyclef Hips Don't 2 Panic! At The Disco I Write Sins No 3 Fort Minor Featuring Hol Where'd Yo 4 Nick Lachey What's Left Of Me 5 Cascadia Everyday We Touch 6 Chamillionaire Featuring Ridin' 7 Akon Billy Dancer (Bananza) 8 Daniel Powter Bad Day 9 The All-American Rejects Move Along 10 Nelly Furtado Featuring Promiscuous 11 Paula DeAnda Featuring B Doing Too 12 Rihanna Unfaithful 13 Blue October Hate Me 14 Staind Right Here 15 The Pussycat Dolls Featu Buttons 16 Natasha Bedingfield Unwritten 17 Sean Paul Temperature 18 Beyonce Featuring Jay-Z Deja Vu 19 Cassie Me & U 20 The Fray Over My Head (Cable Car) 21 Gnarls Barkley Crazy 22 Yung Joc It's Goin' Down 23 Rihanna SOS 24 Frankie J That Girl 25 Christina Aguilera Ain't No Other M 26 Fall Out Boy Dance, Dance 27 Lil Jon Featuring E-40 & Snap Yo Fi 28 Kelly Clarkson Behind These Hazel E 29 Ying Yang Twins Featurin Shake 30 Kelly Clarkson Since U Been Gone 31 Kelly Clarkson Walk Away 32 Kelly Clarkson Since U Been Gone 33 The Killers Mr. Brightside 34 Nelly Furtado Featuring Jay-Z Deja Vu 35 Yung Joc It's Goin' Down 36 Kelly Clarkson Since U Been Gone 37 Chersil Featuring Sean P Do It To I 38 The Black Eyed Peas My Humps 39 Usher Featuring Lil Jon Yeah! 40 Usher Featuring Lil Jon Yeah!	1 Nelly Furtado Featuring Promiscuous 2 Rihanna Unfaithful 3 Chamillionaire Featuring Ridin' 4 Fort Minor Featuring Hol Where'd Yo 5 Field Mob Featuring Car So What 6 Shakira Featuring Wyclef Hips Don't 7 Nelly Furtado Featuring Promiscuous 8 Cassie Me & U 9 Cascadia Everyday We Touch 10 Panic! At The Disco I Write Sins No 11 Sean Paul Temperature 12 Chersil Featuring Sean P Do It To I 13 Christina Aguilera Ain't No Other M 14 Natasha Bedingfield Unwritten 15 Chris Brown Run It! 16 Jeannie Ortega Featuring Crowded 17 The Pussycat Dolls Featu Buttons 18 Kelly Clarkson Walk Away 19 The All-American Rejects Move Along 20 Ashley Parker Angel Let U Go 21 Sean Paul We Be Burnin' 22 Daniel Powter Bad Day 23 Sean Paul We Be Burnin' 24 The Pussycat Dolls Featu Buttons 25 Kelly Clarkson Walk Away 26 The Fray Over My Head (Cable Car) 27 Paris Hilton Stars Are Blind 28 Christina Milian Featurin Say I 29 Yung Joc It's Goin' Down 30 Janet Jackson W/Nelly Call On Me











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MAINSTREAM TOP 40 POWER PLAYLISTS

WKST Pittsburgh PD: Alex Tear MD: Mad Dawg Mikay Clear Channel 412-537-1441

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Chamillionaire Featuring Ridin', 2. Shakira Featuring Wyclef Hips Don't, 3. Sean Paul Temperature, 4. Rihanna Unfaithful, 5. Field Mob Featuring Clear So What.

KZPP Phoenix PD: Mark Medina APD/MD: Corina MD: Greg D'Angelo Clear Channel 602-374 6036

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Cassie Me & U, 2. Rihanna Unfaithful, 3. Shakira Featuring Wyclef Hips Don't, 4. Fort Minor Featuring Hol Where'd Yo, 5. Lil Jon Featuring E-40 & Snap Yo Fi.

KBKS Seattle PD: Marcus D. CBS Radio 206-905-1061

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Shakira Featuring Wyclef Hips Don't, 2. Rihanna SOS, 3. The Fray Over My Head (Cable Car), 4. Daniel Powter Bad Day, 5. Panic! At The Disco I Write Sins No.

KISS 102.5 PD: J.J. Rice APD: Al Levine MD: Gabrielle Vaughn Cox 631-669-9254

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Shakira Featuring Wyclef Hips Don't, 2. Rihanna Unfaithful, 3. Sean Paul Temperature, 4. Lucas Prats And She Said., 5. Kelly Clarkson Gone.

WBLI Long Island 106.1 BLI PD: J.J. Rice APD: Al Levine MD: Gabrielle Vaughn Cox 631-669-9254

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Shakira Featuring Wyclef Hips Don't, 2. Rihanna Unfaithful, 3. Sean Paul Temperature, 4. Lucas Prats And She Said., 5. Kelly Clarkson Gone.

KHTS San Diego Dir./FM Pgm: Jim Richards PD: Jimmy Steele APD/MD: Heman Haze Clear Channel 858-292-2000

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Chamillionaire Featuring Ridin', 2. Nelly Furtado Featuring Promiscuous, 3. Cassie Me & U, 4. Shakira Featuring Wyclef Hips Don't, 5. Fort Minor Featuring Hol Where'd Yo.

WXLL Orlando PD: Jimmy Chuck APD/MD: Jana Suttar Clear Channel 407-916-7800

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Shakira Featuring Wyclef Hips Don't, 2. Rihanna SOS, 3. Nelly Furtado Featuring Promiscuous, 4. Natascha Bedingfield Unwritten, 5. Rihanna SOS.

WXSS Milwaukee DM: Brian Kelly APD/MD: JoJo Martinez Entercom 414-529-1250

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Shakira Featuring Wyclef Hips Don't, 2. Chamillionaire Featuring Ridin', 3. Rihanna SOS, 4. Rasco Features What Hurts The Most, 5. Fort Minor Featuring Hol Where'd Yo.

WPST Trenton PD: Dave McKay APD/MD: Matt Sneed Nasseau 609-419-0300

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Shakira Featuring Wyclef Hips Don't, 2. The All-American Rejects Move Along, 3. Nick Lachey What's Left Of Me, 4. Rasco Features What Hurts The Most, 5. D.A.R. Love And Memories.

WDCC Raleigh DM: Jon Robbins APD/MD: Brody Clear Channel 919-678-1500

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Shakira Featuring Wyclef Hips Don't, 2. The All-American Rejects Move Along, 3. Nick Lachey What's Left Of Me, 4. Nelly Furtado Featuring Promiscuous, 5. Rihanna Unfaithful.

KMXV Kansas City PD: JR Ammons APD: Punch Interim MD: Dave Johnson CBS Radio 816-756-5598

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Nick Lachey What's Left Of Me, 2. Daniel Powter Bad Day, 3. Stained Right Here, 4. Kelly Clarkson Walk Away, 5. Nelly Furtado Featuring Promiscuous.

WKFS Cincinnati DM/MD: Tommy BoDean MD: Carson Clear Channel 513-763-8498

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Sean Paul Temperature, 2. Bow Wow Featuring J-Kwon Fresh Azim, 3. Chamillionaire Featuring Ridin', 4. Shakira Featuring Wyclef Hips Don't, 5. Lil Jon Featuring E-40 & Snap Yo Fi.

WNOU Indianapolis DM: David Edgar APD/MD: Tim Reiney Emmis 317-236-3300

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Chamillionaire Featuring Ridin', 2. Field Mob Featuring Clear So What, 3. Fort Minor Featuring Hol Where'd Yo, 4. Lil Jon Featuring E-40 & Snap Yo Fi, 5. Rihanna Unfaithful.

WRVW Nashville PD: Rich Davis MD: Tommy Butter Clear Channel 615-864-2400

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Shakira Featuring Wyclef Hips Don't, 2. Daniel Powter Bad Day, 3. The Fray Over My Head (Cable Car), 4. Rihanna SOS, 5. Nick Lachey What's Left Of Me.

KDND Sacramento Stn. Mgr./PD: Steve Weed APD: Heather Lee MD: Christopher K Entercom 916-334-1777

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Fort Minor Featuring Hol Where'd Yo, 2. Shakira Featuring Wyclef Hips Don't, 3. Nelly Furtado Featuring Promiscuous, 4. Nick Lachey What's Left Of Me, 5. Sean Paul Temperature.

WPRO Providence PD: Tony Bristol MD: Davey Morris Citadel 401-433-4200

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Shakira Featuring Wyclef Hips Don't, 2. The All-American Rejects Move Along, 3. Rihanna SOS, 4. Nick Lachey What's Left Of Me, 5. Nelly Furtado Featuring Promiscuous.

KKRZ Portland PD: Brian Bridgman APD: Mike Miller MD: Brooke Fox Clear Channel 503-226-0100

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Shakira Featuring Wyclef Hips Don't, 2. Nelly Furtado Featuring Promiscuous, 3. Chamillionaire Featuring Ridin', 4. Rihanna Unfaithful, 5. Nelly Furtado Featuring Promiscuous.

WFBC Greenville, SC PD: Chase Murphy MD: Natalie Randall Entercom 864-271-9200

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Fort Minor Featuring Hol Where'd Yo, 2. Shakira Featuring Wyclef Hips Don't, 3. Anna Nalick Breathe (2 AM), 4. Daniel Powter Bad Day, 5. Rihanna Unfaithful.

WEZB New Orleans DM/MD: Mike Kaplan APD: Tyler Entercom 504-593-6376

Table with 2 columns: Song Name and TW/LW. Top songs include 1. Chamillionaire Featuring Ridin', 2. Panic! At The Disco I Write Sins No, 3. Nick Lachey What's Left Of Me, 4. Ashley Parker Angel Let U Go, 5. Rihanna SOS.

ROTATIONS Heavy = 55+ Medium = 25-54 Light = Under 25 See legend to charts on lead page of charts section for rules and explanations. SONG ACTIVITY REPORTS NOW AVAILABLE AT www.BillboardRadioMonitor.com.

AIRPOWER
AIN'T NO OTHER MAN
Christina Aguilera
AIRPLAY LEADER
WIHB Charleston, SC
Chart Move: 21-16
Total Stations 119

AIRPOWER BOUND
DOING TOO MUCH
Paula DeAnda Feat. Baby Bash
Chart Move: 22-21
Total Stations 113
GIMME THAT
Chris Brown Feat. Lil' Wayne
Chart Move: 24-24
Total Stations 104

Heavy KZHT, WEZB, WKGS, WLKT 4
Medium KDWB, KKMGM 30
Lil Jon Feat. E-40 & Sean Paul
Of The YoungBloodZ
Chart Move: 27-26
Total Stations 103

LET U GO
Ashley Parker Angel
Chart Move: 26-27
Total Stations 112
CRAZY
Gnarls Barkley
Chart Move: 40-28
Total Stations 99
BLACK HORSE & THE CHERRY TREE
KT Tunstall
Chart Move: 32-29
Total Stations 69

SNAP YO FINGERS
Lil Jon Feat. E-40 & Sean Paul
Of The YoungBloodZ
Chart Move: 34-30
Total Stations 83
DEJA VU
Beyonce Feat. Jay-Z
Chart Move: Debut 31
Total Stations 100

STARS ARE BLIND
Paris Hilton
Chart Move: Debut 32
Total Stations 112
IT'S GOIN' DOWN
Yung Joc
Chart Move: 39-34
Total Stations 67
WHEN YOU GONNA (GIVE IT UP TO ME)
Sean Paul Feat. Keyshia Cole
Chart Move: 36-35
Total Stations 66

Heavy WBLI, WKGS, WWHT 3
Medium KELZ, KHKS, KRQD, SIH1, WAKS, WDKF, WFHN, WHTZ, WHYI, WIHB, WIHT, WIOQ, WJBO, WJJS, WKCI, WKKE, WKSS, WKST, WKXS, XT20
DO IT TO IT
Cherish Feat. Sean Paul Of The YoungBloodZ
Chart Move: Debut 36
Total Stations 65

CHART BOUND
GALLERY
Mario Vazquez
Chart Move: Debut 32
Total Stations 67
I DARE YOU
Shinedown
Chart Move: Debut 32
Total Stations 40

HAPPY
Saving Jane
Total Stations 42
HANGING ON
Cheyenne Kimball
Chart Move: Debut 36
Total Stations 34
SEXY LOVE
Ne-Yo
Chart Move: 37-40
Total Stations 60

BOSSY
Kelis Feat. Too Short
Chart Move: Debut 32
Total Stations 37
SHAKE
Ying Yang Twins Feat. Pitbull
Chart Move: Debut 32
Total Stations 48
WHO KNEW
Pink
Chart Move: Debut 32
Total Stations 41

Heavy 0
Medium WPXY, WZEE 2
Light 23
AND SHE SAID...
Lucas Prata
Chart Move: Debut 32
Total Stations 11
JESUS, TAKE THE WHEEL
Carrie Underwood
Chart Move: Debut 32
Total Stations 8

★ INVISIBLE
Ashlee Simpson
Chart Move: Debut 32
Total Stations 23
I LOVE MY B\*\*\*\*
Busta Rhymes Feat. will.i.am & Kelis
Chart Move: Debut 32
Total Stations 35
★ U AND DAT
E-40 Feat. T-Pain & Kandi Girl
Chart Move: Debut 32
Total Stations 24



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ROTATIONS Heavy = 45+ Medium = 25-44 Light = Under 25 See legend to charts on lead page of charts section for rules and explanations. SONG ACTIVITY REPORTS NOW AVAILABLE AT www.BillboardRadioMonitor.com.

AIRPOWER DEJA VU 1474/1474 Beyonce Feat. Jay-Z (Columbia/SUM) NO AIRPLAY LEADER Chart Move: Debut 20 Total Stations 81

AIRPOWER BOUND I LOVE MY B\*\*\*\* 1779/43 Busta Rhymes Feat. will.i.am & Kelis (Aftermath/Interscope) Chart Move: 18-18 Total Stations 82

MIGHTY "O" 1445/8 OutKast (LaFace/Zomba) Chart Move: 21-21 Total Stations 77

RIDIN' RIMS 1416/41 Dem Franchise Boyz (So So Def/Virgin) Chart Move: 22-22 Total Stations 75

PULLIN' ME BACK 1358/288 Chingy Feat. Tyrese (Slot-A-Lot/Capitol) Chart Move: 26-24 Total Stations 71

U AND DAT 1241/229 E-40 Feat. T-Pain & Kandi Girl (Sick Wid' It/BME/Warner Bros.) Chart Move: 27-25 Total Stations 73

LOVE SONG 1209/60 MisseZ Feat. Pimp C. (Fo' Reel/Geffen/Interscope) Chart Move: 24-26 Total Stations 59

SEXY LOVE 1113/275 Ne-Yo (Def Jam/IDJMG) Chart Move: 33-27 Total Stations 70

FEELS SO GOOD 963/71 Remy Ma Feat. Ne-Yo (SRC/Universal Motown) Chart Move: 31-30 Total Stations 70

S.E.X. 765/109 Lyfe Jennings (Columbia/SUM) Chart Move: 40-34 Total Stations 43

KICK PUSH 691/18 Lupe Fiasco (1st & 15th/Atlantic) Chart Move: 37-35 Total Stations 65

MARGARITA 689/98 Sleepy Brown Feat. Pharrell & Big Boi (Purple Ribbon/Virgin) Chart Move: Debut 36 Total Stations 67

YOU SHOULD BE MY GIRL 562/6 Sammie (Rowdy/Universal Motown) Chart Move: Debut 40 Total Stations 44

GOOD GOOGLY MOOGLY 526/19 Project Pat Feat. D.J. Paul & Juicy J. Of Three 6 Mafia (Hypnotize Minds/Columbia/SUM) Total Stations 40

SAY 487/145 Method Man Feat. Lauryn Hill (Def Jam/IDJMG) Total Stations 50

PROMISCUOUS 483/126 Nelly Furtado Feat. Timbaland (Mosley/Geffen/Interscope) Total Stations 38

GOOD LOOKIN OUT 479/176 Mila J Feat. Marques Houston (T.U.G./Universal Motown) Total Stations 37

ENTOURAGE 464/252 Omarion (T.U.G./Epic/SUM) Total Stations 42

I KNOW YOU SEE IT 460/185 Yung Joc Feat. Brandy 'Ms. B.' Hambrick (Block/Bad Boy South/Atlantic) Total Stations 58

GHETTO STORY 444/99 Cham (Madhouse/Atlantic) Total Stations 36

WHEN YOU GONNA GIVE IT UP TO ME 436/102 Sean Paul Feat. Keyshia Cole (VP/Atlantic) Total Stations 38

CRAZY 415/95 Gnarlz Barkley (Downtown/Lava) Total Stations 57

WANNA LOVE YOU GIRL 405/3 Robin Thicke Feat. Pharrell (Overbrook/StarTrak/Interscope) Total Stations 45

PEANUT BUTTER & JELLY 368/99 Cadillac Don & J-Money (Southern Boy) Total Stations 31

WUZ UP 365/91 Bohagon Feat. Diamond & Princess Of Crime Mob & Fabo (BME/Reprise/Warner Bros.) Total Stations 46

D-GIRL (DOPEGIRL) 346/7 Brooke Valentine Feat. Pimp C (Subliminal/Virgin) Total Stations 49

I REFUSE 314/22 Urban Mystic (Sobe/Warner Bros.) Total Stations 35

GRILL 'EM 295/30 JR Writer (Koch) Total Stations 46

UNFAITHFUL 286/119 Rihanna (SRP/Def Jam/IDJMG) Total Stations 23

NEED A BOSS 281/19 Shareefa Feat. Ludacris (DTP/Def Con II/IDJMG) Total Stations 47

RIDE & SWERVE 280/18 BlakJak Feat. Project Pat (Universal Republic) Total Stations 29

STUDIO LUV 273/4 T-Pain (Konvict Muzik/Jive/Zomba) Total Stations 25



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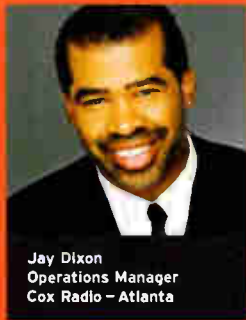
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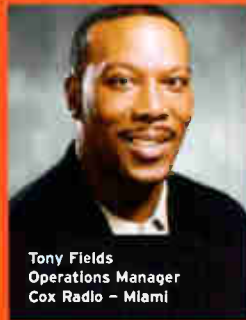
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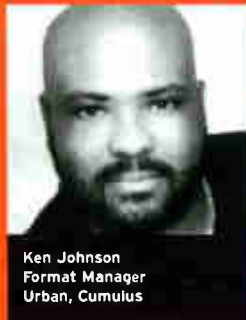
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WHTA Atlanta

Table for WHTA Atlanta listing songs, artists, and chart positions. Includes logos for 107.9 and Hot 107.9.

WJHM Orlando

Table for WJHM Orlando listing songs, artists, and chart positions. Includes logos for 102.7 and 107.9.

WHTD Detroit, MI

Table for WHTD Detroit, MI listing songs, artists, and chart positions. Includes logos for 107.9 and Hot 107.9.

WZMX Hartford

Table for WZMX Hartford listing songs, artists, and chart positions. Includes logos for 107.9 and Hot 107.9.

WENZ Cleveland

Table for WENZ Cleveland listing songs, artists, and chart positions. Includes logos for 107.9 and Hot 107.9.

WQUE New Orleans

Table for WQUE New Orleans listing songs, artists, and chart positions. Includes logos for 107.9 and Hot 107.9.

WQOK Raleigh

Table for WQOK Raleigh listing songs, artists, and chart positions. Includes logos for 107.9 and Hot 107.9.

WHRK Memphis

Table for WHRK Memphis listing songs, artists, and chart positions. Includes logos for 107.9 and Hot 107.9.

WPEG Charlotte

Table for WPEG Charlotte listing songs, artists, and chart positions. Includes logos for 107.9 and Hot 107.9.

Main chart table listing titles, artists, Nielsen BDS certifications, detections, and audience rank. Includes columns for 'THIS WEEK', 'LAST WEEK', and 'WEEKS ON CHART'.

Greatest Gainers section featuring an upward-pointing arrow and a list of songs that have risen in the charts. Includes song titles, artists, and their new chart positions.

Pullin' Me Back section featuring details for the song 'Chingy feat. Tyrese'. It includes information about certifications, detections, and audience rank, as well as promotional text.





WRKS New York

Table with 2 columns: Song Title, Rank. Includes songs like 'Ne-Yo When You're Mad', 'Brian McKnight Find Myself In You'.

WBSL New York

Table with 2 columns: Song Title, Rank. Includes songs like 'Brian McKnight Find Myself In You', 'Mariah Carey Fly Like A Bird'.

KHHT Los Angeles

Table with 2 columns: Song Title, Rank. Includes songs like 'Mary J. Blige Be Without You', 'Ne-Yo So Sick'.

WVAZ Chicago

Table with 2 columns: Song Title, Rank. Includes songs like 'Kindred The Family Soul Where Would I Be', 'Mariah Carey Fly Like A Bird'.

WHUR Washington, DC

Table with 2 columns: Song Title, Rank. Includes songs like 'Brian McKnight Find Myself In You', 'Mary J. Blige Featuring Enough Cry'.

KMJQ Houston

Table with 2 columns: Song Title, Rank. Includes songs like 'Anthony Hamilton Can't Let Go', 'Brian McKnight Find Myself In You'.

WDAS Philadelphia

Table with 2 columns: Song Title, Rank. Includes songs like 'Mary J. Blige Be Without You', 'Anthony Hamilton Can't Let Go'.

WMMJ Washington, DC

Table with 2 columns: Song Title, Rank. Includes songs like 'Teena Marie Ooh Wee', 'Brian McKnight Find Myself In You'.

WHQT Miami

Table with 2 columns: Song Title, Rank. Includes songs like 'The Isley Brothers Featu. Just Came', 'Mary J. Blige Be Without You'.

WMXD Detroit

Table with 2 columns: Song Title, Rank. Includes songs like 'Luther Vandross Think About You', 'Kirk Franklin Looking For You'.

WDMK Detroit

Table with 2 columns: Song Title, Rank. Includes songs like 'Mariah Carey Fly Like A Bird', 'The Isley Brothers Featu. Just Came'.

KJLH Los Angeles

Table with 2 columns: Song Title, Rank. Includes songs like 'Mariah Carey Fly Like A Bird', 'The Isley Brothers Featu. Just Came'.

KBLX San Francisco

Table with 2 columns: Song Title, Rank. Includes songs like 'Anthony Hamilton Can't Let Go', 'Brian McKnight Find Myself In You'.

WRNB Philadelphia

Table with 2 columns: Song Title, Rank. Includes songs like 'Anthony Hamilton Can't Let Go', 'The Isley Brothers Featu. Just Came'.

WYLD New Orleans

Table with 2 columns: Song Title, Rank. Includes songs like 'Anthony Hamilton Can't Let Go', 'The Isley Brothers Featu. Just Came'.

ROTATIONS Heavy = 24+ Medium = 12-23 Light = Under 12. SONG ACTIVITY REPORTS NOW AVAILABLE AT www.BillboardRadioMonitor.com.

AIRPOWER NO SONGS QUALIFIED FOR AIRPOWER THIS WEEK

AIRPOWER BOUND ME TIME 480/19 Heather Headley (RCA/RMG) Chart Move: 17-17

Total Stations 51 Total detections by daypart 4% 21% 15% 25% 35%

Heavy 0 Medium KBLX, KJLH, KNEK, KQXL, SIHS, WAKB, WJMB, WKJS, WKUS, WLXC, WQNC, WROU, WTLZ, WVBE, WYLD, XS62

TORN 382/45 LeToya (Capitol) Chart Move: 24-22

Total Stations 57 Heavy WQOK, WVBE 2 Medium KMJK, SIHS, WBSL, WDLT, WJWB, WJMR, WKXI, WPHR, WTLZ, WXST

Airplay Adds 7 KQXL, WQAS, WIMX, WJWB, WJMR, WLXC, WDMO

I CALL IT LOVE 356/123 Lionel Richie (Island/IDJMG) Chart Move: 29-24

Total Stations 60 Heavy 0 Medium KJMS, SIHS, WAKB, WBSL, WHUR, WMMJ, WSRB, WTLZ, WVAZ, XS62

Light 50 Airplay Adds 12 KJLH, KJMS, KJMJ, WDLT, WFXC, WGR, WJWB, WKXI, WLXC, WMXD, WWIN, XS62

WOMAN FIRST 286/47 Kindred The Family Soul (Epic/Hidden Beach) Chart Move: 27-25

Total Stations 47 Heavy WVBE, WYLD 2 Medium KNEK, KSOC, WIMX, WMGL, WRNB, XS62

Light 39 WANNA SEE YOU SMILE 258/47 Lorenzo Owens (D-Town) Chart Move: 32-26

Total Stations 50 Heavy KOKY 1 Medium KQXL, SIHS, WAGH, WAKB, WBSL, WJMR, WKXI

DJ PLAY A LOVE SONG 242/28 Jamie Foxx Feat. Twista (J/RMG) Chart Move: 31-27

Total Stations 29 Heavy 0 Medium KMJK, KRNB, SIHS, WBSL, WKXI, WSRB, WTLZ, WVBE

Light 21 Airplay Adds 2 WDLT, WXST

UNTIL THE END OF TIME 189/125 Freddie Jackson (Orpheus) Chart Move: Debut 30

Total Stations 26 Heavy 0 Medium WAKB, WDLT, WKXI, WXST 4

Light 22 Airplay Adds 14 KBLX, KNEK, KVMA, SIHS, WAGH, WBSL, WDLT, WGR, WIMX, WLVH, WLXC, WMGL, WPHR, WXST

WHEN YOU'RE MAD 140/34 Ne-Yo (Def Jam/IDJMG) Chart Move: 37-33

Total Stations 30 Heavy WRKS 1 Medium KJLH, WTLZ 2

Light 27 Airplay Adds 1 WBAV

THE FACT IS (I NEED YOU) 103/21 Jill Scott (Hidden Beach/Epic/SUM) Chart Move: 40-34

Total Stations 25 Heavy KJLH, WVBE 2 Medium WBSL, WRKS 2

Light 21 YOU DO IT FOR ME 98/11 Algebra (Kedar) Chart Move: 39-35

Total Stations 12 Heavy WHQT 1 Medium SIHS, WAKB 0

Light 10 Airplay Adds 4 KOKY, WHUR, WLXC, WVAZ

Heavy 0 Medium 0 Light 15 Airplay Adds 2 WBSL, WDLT

STEPPIN' INTO LOVE 72/2 Kool & The Gang (KTFA) Chart Move: Re-Entry 38

Total Stations 8 Heavy 0 Medium WAGH, WAKB 2

Light 6 THE BLESSING OF ABRAHAM 59/11 Donald Lawrence Presents The Tri-City Singers (EMI Gospel) Chart Move: Re-Entry 39

Total Stations 31 Heavy 0 Medium 0 Light 31

CHART BOUND I DON'T KNOW WHY (I LOVE YOU) 54/41 The Brand New Heavies (Delicious Vinyl) Total Stations 9

Heavy WRKS 1 Medium KJLH, WTLZ 2 Light 27

Airplay Adds 5 KNEK, KOKY, WBSL, WHUR, WUHT

GOOD LUCK CHARM 51/16 Jagged Edge (Columbia/SUM) Total Stations 9

Heavy KJLH, WVBE 2 Medium WBSL, WRKS 2 Light 21

PRAY 51/7 CeCe Winans (PureSprings Gospel/INO/SUM) Total Stations 17

Heavy WHQT 1 Medium 0 Light 8

★ FOR MY GOOD 47/32 Surel (Remedy) Total Stations 7

Heavy 0 Medium 0 Light 7 Airplay Adds 5 KBLX, KOKY, WHUR, WSRB, XS62







# Billboard Radio Monitor

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## COUNTRY POWER PLAYLISTS

Station	Artist	Title	Rank	Change	W	L	Station	Artist	Title	Rank	Change	W	L																											
WSOC Charlotte 93.7 93.7	1	Keith Anderson	Every Time I Hear You	42	39	KFRG Riverside 99.1 99.1	1	Phil Vassar	Last Day Of My Life	46	42	WKFI Miami 99.9 99.9	1	Kenny Chesney	Summertime	38	35	WVYZ Hartford 94.5 94.5	1	Brad Paisley	The World	49	48	WKKT Charlotte 97.1 97.1	1	Kenny Chesney	Summertime	63	65	WUSY Chattanooga 101 101	1	LeAnn Rimes	Something's Gotta Give	37	33					
	2	Kenny Chesney	Summertime	41	40		2	The Wreckers	Leave The Pieces	45	40		2	Jason Aldean	Why	35	37		2	Jason Aldean	Why	48	46		2	Jason Aldean	Why	58	42		2	Jason Aldean	Why	58	42	2	Jason Aldean	Why	58	42
	3	LeAnn Rimes	Something's Gotta Give	39	38		3	LeAnn Rimes	Something's Gotta Give	45	40		3	LeAnn Rimes	Something's Gotta Give	48	48		3	Keith Anderson	Every Time I Hear You	56	44		3	Keith Anderson	Every Time I Hear You	56	44		3	Keith Anderson	Every Time I Hear You	56	44	3	Keith Anderson	Every Time I Hear You	56	44

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# Billboard Radio Monitor

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## MODERNROCK POWER PLAYLISTS

Station	PD	APD	MD	Entercom	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
<b>KBZT</b> San Diego FM 94.9 PD: Garrett Michaels APD: Mike Hansen MD: Mike Halloran Lincoln Financial 619-297-9595	<b>WXRK</b> Cleveland Interim PD: Dom Nardella CBS Radio 216-861-0100	<b>KNRK</b> Portland, OR SM/MD: Mark Hamilton APD: Jaime Cooley Entercom 503-223-1441	<b>KXTE</b> Las Vegas PD: Chris Ripley MD: Carly Brown CBS Radio 702-889-7500	<b>KRBZ</b> Kansas City PD: Greg Bergen MD: Jason Ulfant Entercom 913-677-8998	<b>WBZ</b> West Palm Beach DM/PA: John D'Connell MD: Nik Walters CBS Radio 561-616-4600	<b>WEDG</b> Buffalo DM: John Hager MD: Jim Kurdzial Citadel 716-881-4555	<b>WRAX</b> Birmingham PD: Steve Robinson MD: Jim Mark Lindsay Citadel 205-945-4646	<b>WGRD</b> Grand Rapids PD: Jerry Tarrant Regent 616-459-4111	<b>WLUM</b> Milwaukee PD: Jacent Jackson MD: Chris Calfel All Pro 414-771-1021	<b>WAQZ</b> Cincinnati DM: Patti Marshall MD: Julie Evans MD: Sally Volner CBS Radio 513-699-5959	<b>KROX</b> Austin DM: Jeff Carrol PD: Lynn Barstow MD: Toby Ryan Emmis 512-832-4000	<b>KFRF</b> Fresno PD: Jason Squires Wilks 559-230-0104	<b>WXEG</b> Dayton PD: Steve Kramer APD/MD: Boomer Clear Channel 537-224-1137	<b>KHBS</b> Oklahoma City VP/Pgm: Tom Travis PD: Corbin Pierce MD: Crystal Clements Clear Channel 405-528-5543	<b>WHFS</b> Baltimore Interim PD/MD: Tim Virgin CBS Radio 410-825-5410	<b>WGVX</b> Minneapolis PD: Chris Rahn ABC/Disney 612-617-4000	<b>WRXL</b> Richmond PD/MD: Casey Krukowski Clear Channel 804-474-0000	<b>KUCO</b> Honolulu Dir/Pgm: Paul Wilson PD: James Hyatt MD: Chris Stangano Clear Channel 808-550-9200	<b>WRXO</b> Norfolk DM: Jay Michaels PD: Michelle Diamond MD: Mike Powers Sinclair 757-640-8500	<b>KFTA</b> Tucson PD: Matt Spry MD: Greg Ramage Latus 520-622-6711	<b>WWCO</b> Columbus PD: Andy Davis APD: Brian Phillips MD: Jack DeVoss Ingle Radio 614-221-9923	<b>WDYL</b> Richmond PD: Eric Kristensen MD: Jessica Lee Cox 804-330-5700																																





# Billboard Radio Monitor

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## ACTIVE ROCK POWER PLAYLISTS

Station	City	PD	APD/MD	Clear Channel	TW	LW
<b>WYSP Philadelphia</b> 101.1 WYSP OM: Tom Bigby PD: Gil Edwards CBS Radio 215-625-9480	Philadelphia	Tom Bigby	Gil Edwards	215-625-9480	30	29
<b>WRIF Detroit</b> 101.1 WRIF OM: Doug Podell APD/MD: Mark Pannington Greater Media 248-547-0101	Detroit	Doug Podell	Mark Pannington	248-547-0101	21	15
<b>WMMS Cleveland</b> 93.7 WMMS PD: Bo Matthews Sine Hunter, Scott Clear Channel 216-520-2600	Cleveland	Bo Matthews	Sine Hunter, Scott	216-520-2600	35	27
<b>KOXR Minneapolis</b> 93.7 KOXR PD: Wade Under MD: Misty Cass ABC/Disney 612-617-4000	Minneapolis	Wade Under	Misty Cass	612-617-4000	29	31
<b>WAAX Boston</b> 93.7 WAAX Dir./FM Pgm: Ron Valeri MD: Misty Cass Entercom 617-779-5800	Boston	Ron Valeri	Misty Cass	617-779-5800	35	35
<b>WHDR Miami</b> 93.7 WHDR PD: Kevin Vargas MD: Dave Hanson Cox 305-444-4004	Miami	Kevin Vargas	Dave Hanson	305-444-4004	40	39
<b>KISW Seattle</b> 93.7 KISW PD: Dave Richards APD/MD: Ryan Castle Entercom 206-285-7625	Seattle	Dave Richards	Ryan Castle	206-285-7625	34	29
<b>KORC Kansas City</b> 98.1 KORC OM: Bob Edwards MD: Paul Marshall Entercom 913-677-8998	Kansas City	Bob Edwards	Paul Marshall	913-677-8998	35	35
<b>WIYY Baltimore</b> 93.7 WIYY PD: Dave Hill APD/MD: Rob Heckman Heard 410-889-0098	Baltimore	Dave Hill	Rob Heckman	410-889-0098	44	46
<b>WEBN Cincinnati</b> 93.7 WEBN OM/PO: Scott Reinhart MD: Dave Fritz Clear Channel 513-686-8300	Cincinnati	Scott Reinhart	Dave Fritz	513-686-8300	35	33
<b>KISS San Antonio</b> 93.7 KISS PD: L.A. Lloyd Cox 210-646-0105	San Antonio	L.A. Lloyd	Cox	210-646-0105	39	34
<b>WCCC Hartford</b> 93.7 WCCC OM/PO: Michael Picozzi APD/MD: Mike Karolyi Marin 860-525-1069	Hartford	Michael Picozzi	Mike Karolyi	860-525-1069	24	23
<b>KBPI Denver</b> 93.7 KBPI Dir. Ops: Joe Bevilacqua PD: Willie B. Clear Channel 303-713-8000	Denver	Joe Bevilacqua	Willie B.	303-713-8000	48	48
<b>KCAL San Bernardino</b> 93.7 KCAL PD: Steve Hoffman APD/MD: Daryl Norsell Anheuser 909-793-3554	San Bernardino	Steve Hoffman	Daryl Norsell	909-793-3554	25	27
<b>KUPD Phoenix</b> 93.7 KUPD PD/MD: Larry McFeele Saudusky 480-838-0400	Phoenix	Larry McFeele	Saudusky	480-838-0400	37	30
<b>WXTB Tampa</b> 93.7 WXTB Dir./FM Pgm: Brad Hardin PD: James Howard APD: Mike Killabrew Clear Channel 813-832-1000	Tampa	Brad Hardin	James Howard	813-832-1000	47	44
<b>KRXQ Sacramento</b> 93.7 KRXQ SM: Jim Fox PD: Pat Martin Entercom 916-334-7777	Sacramento	Jim Fox	Pat Martin	916-334-7777	26	20
<b>WBZX Columbus</b> 93.7 WBZX PD: Hal Fish APD/MD: Ronni Hunter North American 614-481-7800	Columbus	Hal Fish	Ronni Hunter	614-481-7800	35	27
<b>WGIR Manchester</b> 93.7 WGIR PD: Alex James APD: Becky Pohostsky Clear Channel 603-625-8915	Manchester	Alex James	Becky Pohostsky	603-625-8915	30	31
<b>KUFO Portland</b> 93.7 KUFO OM: Dave Numme APD/MD: Dan Bozyk CBS Radio 503-222-1011	Portland	Dave Numme	Dan Bozyk	503-222-1011	32	16
<b>WXQA Harrisburg</b> 93.7 WXQA MD: Nixon Citel 717-367-7700	Harrisburg	Nixon	Citel	717-367-7700	30	24
<b>KIOZ San Diego</b> 93.7 KIOZ Dir. FM Pgm: Jim Richards PD/MD: Shauna Moran Clear Channel 619-292-2000	San Diego	Jim Richards	Shauna Moran	619-292-2000	25	18
<b>WTPT Greenville, SC</b> 93.7 WTPT OM/PO: Mark Hendrix PD: Richard Taylor Entercom 864-467-9330	Greenville, SC	Mark Hendrix	Richard Taylor	864-467-9330	34	27
<b>WNOR Norfolk</b> 93.7 WNOR PD: Harvey Kojan APD/MD: Pam Parker Saga 757-366-9900	Norfolk	Harvey Kojan	Pam Parker	757-366-9900	25	20









## CHRISTIAN ADULT CONTEMPORARY

## CHRISTIAN SONGS

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	AUDIENCE (IN MILLIONS)		THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	AUDIENCE (IN MILLIONS)	
					TW	LW						TW	LW
1	3	15	<b>FIND YOUR WINGS</b> MARK HARRIS	INO	4.200	4.100	1	1	20	<b>PRaise YOU IN THIS STORM</b> CASTING CROWNS	BEACH STREET/REUNION/PLG	4.562	4.644
2	2	14	<b>SO LONG SELF</b> MERCYME	INO	4.186	4.113	2	3	14	<b>SO LONG SELF</b> MERCYME	INO	4.417	4.348
3	1	20	<b>PRaise YOU IN THIS STORM</b> CASTING CROWNS	BEACH STREET/REUNION/PLG	4.148	4.235	3	2	25	<b>MY SAVIOR, MY GOD</b> AARON SHUST	BRASH	4.269	4.400
4	4	26	<b>MY SAVIOR, MY GOD</b> AARON SHUST	BRASH	3.946	4.070	4	4	16	<b>FIND YOUR WINGS</b> MARK HARRIS	INO	4.201	4.100
5	5	29	<b>STRONG TOWER</b> KUTLESS	BEC	3.546	3.711	5	5	27	<b>STRONG TOWER</b> KUTLESS	BEC	3.685	3.830
6	7	19	<b>BLESS THE BROKEN ROAD</b> SELAH	CURB	3.478	3.097	6	7	19	<b>BLESS THE BROKEN ROAD</b> SELAH	CURB	3.479	3.097
7	8	7	<b>MOUNTAIN OF GOD</b> THIRD DAY	ESSENTIAL/PLG	3.372	2.926	7	8	24	<b>HOW GREAT IS OUR GOD</b> CHRIS TOMLIN	SIXSTEPS/SPARROW/EMICMG	3.448	3.775
8	6	24	<b>HOW GREAT IS OUR GOD</b> CHRIS TOMLIN	SIXSTEPS/SPARROW/EMICMG	3.261	3.534	8	8	7	<b>MOUNTAIN OF GOD</b> THIRD DAY	ESSENTIAL/PLG	3.373	2.926
9	9	12	<b>WELCOME HOME</b> BRIAN LITRELL	REUNION/PLG	2.817	2.803	9	10	12	<b>WELCOME HOME</b> BRIAN LITRELL	REUNION/PLG	2.821	2.807
10	10	31	<b>ONLY GRACE</b> MATTHEW WEST	UNIVERSAL SOUTH/SPARROW/EMICMG	2.637	2.740	10	9	32	<b>ONLY GRACE</b> MATTHEW WEST	UNIVERSAL SOUTH/SPARROW/EMICMG	2.748	2.863
11	11	44	<b>I AM</b> MARK SCHULTZ	WORD-CURB	2.088	2.227	11	11	44	<b>THIS MAN</b> JEREMY CAMP	BEC	2.127	2.247
12	12	20	<b>LIGHT OF THE WORLD</b> WATERMARK	ROCKETOWN	2.079	2.074	12	14	12	<b>WHOLLY YOURS</b> DAVID CROWDER BAND	SPARROW/EMICMG	2.098	2.117
13	15	12	<b>WHOLLY YOURS</b> DAVID CROWDER BAND	SPARROW/EMICMG	1.868	1.885	13	12	44	<b>I AM</b> MARK SCHULTZ	WORD-CURB	2.091	2.229
14	14	20	<b>I NEED YOU TO LOVE ME</b> BARLOWGIRL	FERVENT/WORD-CURB	1.812	1.898	14	13	21	<b>I NEED YOU TO LOVE ME</b> BARLOWGIRL	FERVENT/WORD-CURB	2.085	2.214
15	13	45	<b>THIS MAN</b> JEREMY CAMP	BEC	1.769	1.917	15	15	16	<b>LIGHT OF THE WORLD</b> WATERMARK	ROCKETOWN	2.081	2.077
16	18	18	<b>BELIEVE</b> ANDY CHRISMAN	SHELTER	1.692	1.530	16	17	18	<b>ALL THAT I AM</b> THE AFTERS	SIMPLE/INO	1.813	1.582
17	19	17	<b>ALL THAT I AM</b> THE AFTERS	SIMPLE/INO	1.628	1.402	17	19	11	<b>BELIEVE</b> ANDY CHRISMAN	SHELTER	1.692	1.530
18	17	13	<b>HOLDING ONTO YOU</b> PAUL COLMAN	MAINSTREAM/INPOP	1.615	1.537	18	18	13	<b>HOLDING ONTO YOU</b> PAUL COLMAN	MAINSTREAM/INPOP	1.623	1.551
19	16	19	<b>FREE</b> SHAWN MCDONALD	SPARROW/EMICMG	1.420	1.568	19	16	19	<b>FREE</b> SHAWN MCDONALD	SPARROW/EMICMG	1.564	1.736
20	20	20	<b>WE ARE ONE TONIGHT</b> SWITCHFOOT	COLUMBIA/SPARROW/EMICMG	1.152	1.307	20	21	4	<b>REAL TO ME</b> NICHOLE NORDEMAN	SPARROW/EMICMG	1.229	1.140
21	21	5	<b>REAL TO ME</b> NICHOLE NORDEMAN	SPARROW/EMICMG	1.133	1.095	21	30	12	<b>HAPPY</b> AYIESHA WOODS	GOTEE	0.985	0.821
22	23	14	<b>UNCHANGABLE</b> ZOE GIRL	SPARROW/EMICMG	0.968	0.987	22	23	15	<b>UNCHANGABLE</b> ZOE GIRL	SPARROW/EMICMG	0.971	0.999
23	28	7	<b>THE REAL ME</b> NATALIE GRANT	CURB	0.894	0.846	23	26	9	<b>SWEETLY BROKEN</b> JEREMY RIDDLE	VINEYARD	0.956	0.960
24	24	20	<b>HALLELUJAH</b> NICOL SPONBERG	CURB	0.881	0.982	24	29	7	<b>THE REAL ME</b> NATALIE GRANT	CURB	0.895	0.846
25	22	14	<b>BECAUSE I'M FORGIVEN</b> PHILLIPS, CRAIG AND DEAN	INO	0.871	0.988	25	22	17	<b>MY JESUS</b> TODD AGNEW	ARDENT/SRE/INO	0.893	1.111
26	27	5	<b>SWEETLY BROKEN</b> JEREMY RIDDLE	VINEYARD	0.831	0.848	26	25	20	<b>HALLELUJAH</b> NICOL SPONBERG	CURB	0.883	0.984
27	29	11	<b>CHANGING HAPPY</b> JADON LAVIK	BEC	0.770	0.711	27	31	10	<b>PRAYING FOR SUNNY DAYS</b> HYPER STATIC UNION	RKT/ROCKETOWN	0.880	0.798
28	25	18	<b>MY JESUS</b> TODD AGNEW	ARDENT/SRE/INO	0.762	0.975	28	24	8	<b>BECAUSE I'M FORGIVEN</b> PHILLIPS, CRAIG AND DEAN	INO	0.871	0.988
29	30	3	<b>YOU NEVER LET GO</b> MATT REDMAN	SIXSTEPS/SPARROW/EMICMG	0.757	0.704	29	33	20	<b>CHANGING HAPPY</b> JADON LAVIK	BEC	0.781	0.720
30	31	12	<b>HAPPY</b> AYIESHA WOODS	GOTEE	0.750	0.670	30	32	2	<b>YOU NEVER LET GO</b> MATT REDMAN	SIXSTEPS/SPARROW/EMICMG	0.780	0.723
31	33	10	<b>PRAYING FOR SUNNY DAYS</b> HYPER STATIC UNION	RKT/ROCKETOWN	0.715	0.659	31	28	10	<b>MORE TO THIS LIFE</b> STORYSIDE:B	SILENT MAJORITY/GOTEE	0.699	0.883
32	37	7	<b>HE TOOK THE SCARS</b> BROTHERS KEEPER	TRAINING UNION/ARDENT	0.674	0.535	32	37	19	<b>WE FALL DOWN</b> KUTLESS	BEC	0.695	0.648
33	26	9	<b>MORE TO THIS LIFE</b> STORYSIDE:B	SILENT MAJORITY/GOTEE	0.663	0.853	33	39	6	<b>HE TOOK THE SCARS</b> BROTHERS KEEPER	TRAINING UNION/ARDENT	0.674	0.535
34	32	15	<b>WITHOUT YOU</b> BIG DADDY WEAVE	FERVENT/WORD-CURB	0.555	0.659	34	35	14	<b>SAVED</b> WARREN BARFIELD	ESSENTIAL/PLG	0.653	0.663
35	NEW		<b>RESURRECTION</b> NICOL SPONBERG	CURB	0.537	0.605	35	27	5	<b>NOTHING LEFT TO LOSE</b> MAT KEARNEY	AWARE/COLUMBIA/INPOP	0.630	0.902
36	36	15	<b>SAVED</b> WARREN BARFIELD	ESSENTIAL/PLG	0.532	0.541	36	34	20	<b>ALIVE AGAIN</b> SCOTT KRIPPAYNE	SPRING HILL	0.605	0.663
37	35	17	<b>SOMETIMES BY STEP</b> BEBO NORMAN & RICH MULLINS	WATERSHED/ESSENTIAL/PLG	0.501	0.571	37	36	15	<b>WITHOUT YOU</b> BIG DADDY WEAVE	FERVENT/WORD-CURB	0.555	0.659
38	2		<b>A BETTER WAY</b> DOWNHERE	CENTRICITY/WORD-CURB	0.465	0.444	38	40	2	<b>HISTORY</b> MATTHEW WEST	UNIVERSAL SOUTH/SPARROW/EMICMG	0.552	0.525
39	RE-ENTRY		<b>YOU ARE HOLY</b> CALEB	SLANTED/SPRING HILL	0.457	0.423	39	NEW		<b>RESURRECTION</b> NICOL SPONBERG	CURB	0.541	0.621
40	NEW		<b>OUT OF MY HANDS</b> THE TURNING	ROCKETOWN	0.421	0.380	40	38	16	<b>SOMETIMES BY STEP</b> BEBO NORMAN & RICH MULLINS	WATERSHED/ESSENTIAL/PLG	0.501	0.574

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NATIONAL AIRPLAY

AUDIO NETWORKS

Radio Disney

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like 'Hannah Montana, The Best Of Both Worlds' and 'Rihanna, SOS'.

Jones/U.S. Country

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like 'Brad Paisley, The World' and 'Phish, Vassar, Last Day Of My Life'.

Jones/AC

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Keith Urban, Making Memories Of Us' and 'Daniel Powter, Bad Day'.

XM/Top 20 on 20

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like 'Panic! At The Disco, I Write Sins Not' and 'Fort Minor, Where'd You Go'.

XM/Ethel

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Yeah Yeah Yeahs, Gold Lion' and 'Wolfmother, Woman'.

XM/Suite 62

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Mariah Carey, Fly Like A Bird' and 'Tina Turner, Don't Stop Believin'.

Sirius/Hits 1

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Rihanna, Unfaithful' and 'Chamillionaire, Ridin'.

Sirius/Hot Jamz

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Chris Brown, Ghetto' and 'Fergie, London Bridge'.

Sirius/Alt Nation

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 ARI, Miss Murder' and 'Chris Brown, Ghetto'.

Hit List

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Anna Nalick, Breathe (2 AM)' and 'Natasha Bedingfield, Single'.

Today's Country

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Tim McGraw, When The Stars Go Blue' and 'Kenny Chesney, Summertime'.

Rock

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Red Hot Chili Peppers, Dani California' and '10 Rob Zombie, American Witch'.

VIDEO CHANNELS

MTV

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Nelly Furtado, Promiscuous' and 'ARI, Miss Murder'.

VH1

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Keane, Is It Any Wonder?' and 'Shakira, Hips Don't Lie'.

BET

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Lil Jon, Snap Yo Fingers' and '2 T.I., Why You Wanna'.

CMT

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Dierks Bentley, Settle For A Slowdown' and '2 Joe Nichols, Size Matters (Somebody)'.

Great American Country

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Dierks Bentley, Settle For A Slowdown' and '2 Carrie Underwood, Don't Forget To'.

FUSE

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 ARI, Miss Murder' and '2 Red Hot Chili Peppers, Dani California'.

MTV2

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Daddy Yankee, Gangsta Zone' and '2 Yung Joc, I'm Gonna Get It'.

CMT Canada

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Dierks Bentley, Settle For A Slowdown' and '2 Adam Gregory, Get It On'.

STREAMS

YAHOO! Song Streams

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Christina Aguilera, Ain't No Other Man' and '2 Paris Hilton, Stars Are Blind'.

YAHOO! Video Streams

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Shakira, Hips Don't Lie' and '2 Nelly Furtado, Promiscuous'.

YAHOO! Video On Demand

Table with columns: Rank, Artist, Song, TW, LW. Includes songs like '1 Shakira, Hips Don't Lie' and '2 Nelly Furtado, Promiscuous'.



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