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Green Day Steamroll Charts

"Boulevard of Broken Dreams," off Green Day's

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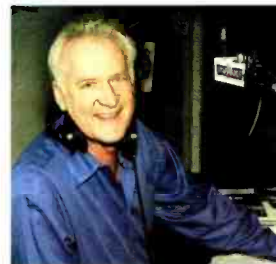
formats this week! The track hits No. 1 at CHR/Pop, Hot AC, Triple A, Alternative, Rock and Active Rock. Congratulations on this incredible accomplishment to Reprise Sr. VP/Promotion Phil Costello and crew!

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FEBRUARY 25, 2005

Don's 'Bleupers' Still Hip

Congratulations to **Don Bleu** on his 25 years on the air in San Francisco! A tribute to the man who has influenced a generation of industry talent from some of his former co-workers begins on Page 46.

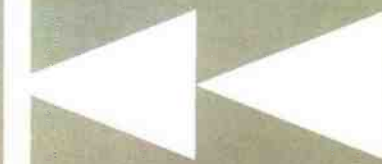


CP Larson Photography



Hosted by
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Top 40 Mainstream Monitor: 36* - 30* (+240)

R&R Hot AC: **33** - **31** (+26)

Top 40/Adult Monitor: 32* - 30*

RESEARCH!

#1: WIXX, KHFI #1 Potential F 18-34

Top 5: WZKL #2 Potential All Demos, 75% familiar, KZHT #3 All Demos, WRVQ #3 Potential F 27-34

Top 10: WNOU Top 10 Potential

PHONES! PHONES! PHONES!

Top 5: WNTQ, KDND, KZHT

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Top 15: Z100/NY

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TALK RADIO SEMINAR 2005

R&R's 10th annual TRS begins March 10. An overview of the talent, the sessions, the guest speakers and generally what you can expect is presented in this week's News/Talk/Sports column.



See Page 17

RADIO'S REVENUE HURDLE

Exec. Editor Roger Nadel concludes a two-part series on how to grow radio's 8% revenue share, with insights from a variety of industry insiders.

See Page 12

R&R NUMBER 1'S



SPANISH CONTEMPORARY
JULIETA VENEGAS
Algo Esta Cambiando (Sony BMG)

CHR/POP
GREEN DAY Boulevard Of Broken Dreams (Reprise)

CHR/RHYTHMIC
GAME 1/50 CENT How We Do (Alternative/Interscope)

URBAN
LIL JON & EASTSIDE BOYZ Lovers & Friends (TVT)

URBAN AC
FANTASIA Truth Is (J/RMG)

GOSPEL
SMOKIE NORFUL I Understand (EMI Gospel)

COUNTRY
RASCAL FLATTS Bless The Broken Road (Lyric Street)

AC
KELLY CLARKSON Breakaway (Hollywood)

HOT AC
GREEN DAY Boulevard Of Broken Dreams (Reprise)

SMOOTH JAZZ
SOUL BALLET Cream (215)

ROCK
GREEN DAY Boulevard Of Broken Dreams (Reprise)

ACTIVE ROCK
GREEN DAY Boulevard Of Broken Dreams (Reprise)

ALTERNATIVE
GREEN DAY Boulevard Of Broken Dreams (Reprise)

TRIPLE A
GREEN DAY Boulevard Of Broken Dreams (Reprise)

CHRISTIAN AC
CASTING CROWNS Voices Of... (Beach Street/Reunion/PLG)

CHRISTIAN CHR
JEREMY CAMP Take You Back (BEC/Tooth & Nail)

CHRISTIAN ROCK
WEDDING Move This City (Rambler)

CHRISTIAN INSPRO
SELAH All My Praise (Curb)

REGIONAL MEXICAN
INTOCABLE Aire (EMI Latin)

TROPICAL
JUAN LUIS GUERRA Para Ti (Vene Music/Universal)



THE INDUSTRY'S NEWSPAPER
www.radioandrecords.com

FALL RATINGS BONANZA

A number of R&R editors offer a look at various ratings successes in their respective formats, while on Page 68 Mike McVay gives advice on properly interpreting the fall book while preparing for the spring.



How to effectively program a morning show: Page 56

Radio Firms Subpoenaed In New York Payola Probe

CC/Chicago PD terminated amid investigation

The ongoing New York state investigation into the relationship between independent music promoters and radio stations has entered a new phase.

Clear Channel Communications has confirmed that it received a subpoena from New York Attorney General Eliot Spitzer's office, and Reuters reports that Entercom and Infinity have also received subpoenas.

Spitzer began his investigation last year. His office is trying to determine whether independent promoters were providing gifts to station personnel in exchange for the stations' playing artists being promoted by the

indies. Federal law prohibits broadcasters from accepting cash or other items of value in exchange for playing a specific song unless the transaction is disclosed to listeners.

In the past, record labels have used independent promoters as go-betweens to find ways to encourage programmers to play their songs. Last September several music labels were subpoenaed as part of the Spitzer probe. The Los Angeles Times reported that Spitzer asked for e-mails, letters, contracts and other correspondence between

"Payola is absolutely prohibited, and we have strict enforcement policies to prevent it."
Clear Channel's John Gehron

PAYOLA See Page 24

Indecency Bill Passes Easily In House

Legislation ups maximum fine to \$500k per violation

The House of Representatives on Feb. 16 passed by a vote of 389-38 a bill that raises from \$32,500 to \$500,000 the maximum fine the FCC can impose for each violation of its indecency rules. The bill also requires the FCC to update its indecency guidelines every three years.

The bill passed despite stern opposition from legislators like Reps. Bernie Sanders and Henry Waxman, who believe the measure stifles the First Amendment and could lead broadcasters to self-censorship out of fear of drawing fines. Others, like Rep. Jan Schakowsky, insisted that Congress should focus more on whether a relationship exists between media concentration and broadcast

INDECENCY See Page 24

Entercom Ups Wolfe To Dir./Sports Prog.

By Al Peterson
R&R News/Talk/Sports Editor
apeterson@radioandrecords.com



Wolfe

Jason Wolfe, the longtime programmer of Sports/Talk WEEI/Boston, has been upped to the newly created corporate position of Director/Sports Programming for Entercom. While Wolfe will continue as Director/Programming & Operations for WEEI and the regional WEEI Sports Network, he'll also oversee programming at sister Sports outlets KFXX/Portland, OR; KCSP/Kansas City; WSSP/Milwaukee; and WGR/Buffalo.

"Jason is arguably the best Sports radio programmer in the country," said Entercom VP Julie Kahn. "He knows the industry better than anyone, so it's only natural that he take on this new role and share his considerable talents with the rest of the Entercom family."

WOLFE See Page 24

Radio Enjoys Positive Growth In Jan.

Healthy national effort spurs 3% spot growth overall

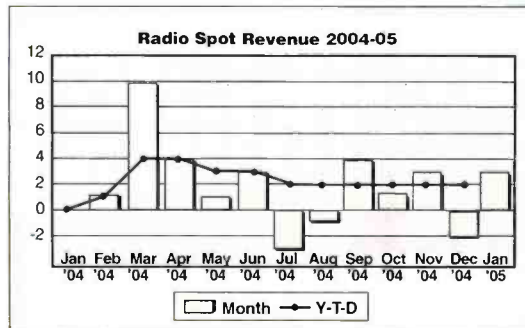
By Roger Nadel
R&R Exec. Editor
rnadel@radioandrecords.com

Radio rebounded nicely in January 2005 from a lackluster December 2004 to post revenue gains across the board for the first month of the year. The RAB reports local growth of 2% for the month compared

with January 2004, and when combined with a strong 6% national increase, overall spot growth grew 3% in January 2005 vs. the same month a year ago.

In addition to the spot recap, this is the first time January

REVENUE See Page 24



Fritts Ready To Launch Succession Plan

NAB's President/CEO called 'a tough act to follow'

By Joe Howard
R&R Washington Bureau Chief
jhoward@radioandrecords.com



Fritts

NAB President/CEO Eddie Fritts has notified the group's board of directors that he's ready to begin the executive-succession process to find his replacement. Fritts' contract runs until April 2006 but contains a clause that will allow him to leave as early as this fall if a suitable replacement is found.

"Filling the top position of a major Washington, DC trade association requires a thorough review and selection process," Fritts said. "I wanted to time this announcement to best facilitate the search committee's effort."

NAB Joint Board Chair Phil Lombardo and Immediate Past Chair David Kennedy will head up the search committee. Lombardo said, "We owe it to NAB membership to conduct an exhaustive search to find the right

FRITTS See Page 24



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DeBlois Named WPEN/Philly Station Mgr.

Bob DeBlois, a 19-year radio veteran, has risen from GSM to Station Manager of Greater Media's WPEN (Oldies 950/Philadelphia). He succeeds Brett Beshore, who recently left the station.

DeBlois has been with Greater Media since 1999, when he became Business Development Manager of Rock WMMR/Philadelphia. He later rose to LSM of that station.

"Bob's leadership will help make the new Oldies 950 a station Philadelphia listeners will love,"



DeBlois

said Greater Media/Philadelphia VP/Market Manager John Fullam, to whom DeBlois reports. "Bob is very creative and has a results-driven approach that will serve our listeners, advertisers and employees well."

DeBlois said, "It's an exciting time for Oldies 950. We will continue our focus of being a very local station that listens to the communities it serves. I'm looking forward to continued growth for the station and our partnerships in the community."

Goodman Now Infinity President/Marketing

David Goodman has been promoted from Exec. VP/Marketing to President/Marketing for Infinity Broadcasting. The move came two days after the Viacom subsidiary upped Rob Barnett to succeed the departing Steve Rivers as President/Programming for the 183-station group.

As the radio group's senior marketing executive, Goodman provides corporate leadership in developing and enhancing brand imaging and branding campaigns at the station level. He has also been the driving force in developing and executing sponsorship and advertising opportunities for Infinity.

Goodman came to Infinity in July 2002 from Lockstream Corp., where he was CEO. Before that he spent six years at the Warner Music Group, Warnervision Entertainment and Warner Bros., where he played a key role in the development of original programming. He was also responsible for launching Saban Entertainment's

domestic television division before his time at Warner Bros.



Goodman

During his 2 1/2 years as Exec. VP, Goodman has played a pivotal role in developing multidimensional radio platforms for major clients through Infinity's integrated marketing group, Infinity Solutions and Beyond, which he oversees. Additionally, Goodman formed a unique content and media-marketing alliance with America Online.

"We are fortunate to have someone of David's caliber leading the marketing efforts for Infinity," Infinity Chairman/CEO Joel Hollander said. "He has been an outstanding asset to the company, creating unique branding opportunities and innovative partnerships. I can't think of anyone more qualified than David to enhance our presence in the industry."

In addition to his existing responsibilities, Goodman will have oversight of Infinity's technology and new-business initiatives in his new role.

SOMETHING TO FUSS OVER



The Killers' debut album, Hot Fuss, was recently certified platinum, and the band received plaques at Island Def Jam Music Group's headquarters in New York. Seen here are (l-r) Island Records President Steve Bartels, bandmember Mark Stoermer, IDJMG VP/A&R Rob Stevenson and Director/Marketing Paul Resta, bandmember Brandon Flowers, band manager Braden Merrick, bandmembers Ronnie Vannucci and Dave Keuning and IDJMG Chairman Antonio "L.A." Reid.

O'Brien Returns To PD Post At KMGL/OK City

Renda Broadcasting's AC KMGL/Oklahoma City has named Steve O'Brien PD. O'Brien, who has been with the station since 1985, is also MD and morning show host and will retain those duties.

The appointment marks O'Brien's second tour as PD, as he programmed the station from 1986 to 1997. He had been serving as interim PD since Jeff Couch left the station last August.

"I'm working with great people," O'Brien told R&R. "It's a great radio station, and this is the place I want to be. I was truly honored when they asked me to become program director again."

KMGL GM Jim Williston said, "Steve is a valuable, long-term employee and very talented. We're absolutely pleased he accepted the position."

Press 'G Rock' Debuts In Jersey

Press Communications on Feb. 18 flipped CHR/Pop WBBO (B98.5)/Monmouth-Ocean to a simulcast of Alternative cluster-mate WHTG (G106.3), with the two stations relaunching as Alternative "G Rock Radio." PD Mike Gavin, who remains in place, told R&R, "You'll be able to ride 80 exits on the Garden State Parkway without losing us."



Gavin will relinquish his midday airshift to swingshifter Aimee Dio. Former WBBO night personality Matt "Kid" Knight will take nights on G Rock, as former G106.3 night host Dave Wetmore segues to overnights. Former G106.3 morning show *The Big G Morning Show With Brian and Jen* and afternoon driver Zanyor retain their shifts on the new simulcast.

"After previously voicetracking overnights, G Rock Radio will revert back to days of yore and go live 24/7," Gavin told R&R. "This is, of course, a blatant attempt to capture the all-important police and newspaper-deliveryman audience."

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- The Outsiders climbed the national charts to the No. 5 spot in January 1966 with "Time Won't Let Me."
- Formed in 1966, The James Gang found favor on the charts in 1970 with their top 20 hit "Funk #49" off their second album, *The James Gang Rides Again*.

Learn more Cleveland music history at R&R Convention 2005, June 23-25.

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SIRIUS TO THE MAXIM



During the Super Bowl this year, Sirius launched its new Maxim Radio channel with a party that played host to several big names. Seen here enjoying the sounds of Sirius are (l-r) actor-comedian Rob Schneider, hip-hop star Ludacris and Maxim Radio PD Jim McClure.



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Radio Companies Top Wall Street Expectations

By Joe Howard
R&R Washington Bureau
jhoward@radiohistory.com

Cumulus Media, Radio One and Entravision have all given their investors reason to smile in recent days, posting quarterly profits that beat Wall Street expectations.

On Tuesday Cumulus reported Q4 earnings per share of 14 cents, a penny better than the 13-cent estimate of Thomson First Call analysts, as net income jumped from \$4.9 million (7 cents) to \$9.8 million. Cumulus' Q4 net revenue grew 13%, to \$84.4 million, while station operating income rose 19%, to \$32.5 million. Adjusted EBITDA increased 18%, to \$28.2 million, and free cash flow rose 34%, to \$20.9 million.

For the year, Cumulus' net income jumped from \$5 million (5 cents) to \$30.4 million (43 cents), right in line with the expectations of Thomson First Call analysts, as net revenue increased 14%, to \$320.1 million. 2004 station operating income rose 15%, to \$117.7 million, while adjusted EBITDA increased 15%, to \$102 million. Full-year free cash flow increased 36%, to \$74.9 million.

Cumulus attributed its gains last year to contributions from stations it began operating in 2004. Looking ahead to Q1 2005, the company expects pro forma net revenue to grow between 3%-4%.

During a Tuesday-morning conference call with investors, Cumulus Chairman/CEO Lew Dickey said that while some owners are starting to show more interest in parting with radio stations, his company isn't going to make any deals that don't fit with its goals.

"The bid-ask spread seems to be narrowing a bit, and with the proper amount of patience, I believe that we can continue to make accretive acquisitions that will enhance our platform," Dickey said. "That being said, we don't feel compelled to acquire new markets at this time and will continue to invest our cash opportunistically, including our ongoing stock-buyback program."

He went on, "I am continuing to cultivate my relationships with key sellers whose assets are strategic to the growth of our platform, and we will stick to our discipline of doing only accretive transactions."

As for the advertising market, Dickey believes the radio industry will eventually move away from the 60-second spots that dominate the airwaves today. "Five years from today, our medium will be dominated by 30-second spots," he predicted. Dickey acknowledged that Clear Channel's "Less Is More" inventory-reduction plan has been the catalyst for the new interest in shorter ads; he said, "Clear Channel was out there talking about the value of 30-second announcements and working very hard with their sales staff to create demand for them."

Dickey said, "I think you've got a society with shorter attention spans, and I think you'll see 30-second spots, and also 15s and 10s. The trend is going to be toward shorter announcements, and I think Clear Channel is doing the right thing by pushing that."

And Cumulus is coming along for the ride, he said: "We're going to be there to accommodate that demand, and we are changing our clocks accordingly as the demand increases and steps up for the 30-second spots."

National Growth: Priority One

During a Feb. 17 conference call with investors, Radio One President/CEO Alfred Liggins said increasing the company's national advertising is the "single biggest item" on his agenda.

Liggins said Radio One is taking a hard look at its relationships with national rep firms Interop and Katz

and promised to shake up his company's national advertising business. "I don't know what we're going to do, but we're focused on it," Liggins said. "That is the hot e-mail item over the last three days."

Liggins suggested that the national rep business may need retooling. "The problem with the traditional rep business is that they're transaction-oriented," Liggins said. "They handle transactions between the agency and the radio station, but they've never been great at creating new business and effecting share shift between mediums. That's the way it's always been, but things have changed. Radio as an industry is under more pressure from a share standpoint."

Liggins also admitted that Radio One's strategy of splitting its national business between Interop and Katz hasn't worked out. "At one time, we thought that it made sense because we could have them competing against each other, but we also have some disadvantages from not having all of our stations under one roof," he said.

However, Liggins believes the issues can be resolved. "It's a solvable problem," he said. "We've got great brands, a great platform, by and large we've got strong ratings. If somebody gets in front of the right person and tells the right story, we get money."

Radio One's Q4 earnings per share of 13 cents handily topped the 8 cents per share estimate by Thomson First Call as net income applicable to common shareholders increased from \$9.4 million (9 cents) a year ago to \$13.5 million. Radio One's Q4 net broadcast revenue rose 11%, to \$79.5 million, while adjusted EBITDA increased 10%, to \$41.7 million. Free cash flow increased 8%, to \$22.2 million, and station operating income rose 11%, to \$46.3 million.

EARNINGS See Page 9

Analyst Predicts 'Slow But Steady' 2005

Merrill Lynch analyst Laraine Mancini this week cut her 2005 radio-industry growth estimate from 3.5% to 2.9%, based on her tepid expectations for Clear Channel and Infinity. But Mancini nonetheless said she believes the industry overall is poised for a stable year of growth.

"Despite our revenue reduction, we have a positive outlook for the year and anticipate steady, low- to mid-single-digit growth that should enable radio groups to further reduce debt and repurchase shares throughout the year," Mancini said in a report issued Feb. 18. "2005 will be a slow but steady year for radio advertising, with fewer ebbs and flows from month to month."

Mancini listed Clear Channel's "Less Is More" ad-inventory-reduction program, incremental nontraditional revenue and macroeco-

nomics trends as the key drivers for 2005. While she said she doesn't believe new technologies like satellite radio pose a near-term threat to the radio business, Mancini cautioned, "They could have a longer-term impact if terrestrial radio does not quickly implement its digital strategy."

She also pointed to radio's adoption of HD Radio as "an opportunity to develop ancillary revenue streams to stem the flow of ad dollars out of radio as TSL declines from competitive pressures."

Clear Channel Downgraded

CIBC World Markets analyst Jason Helfstein has cut his rating on Clear Channel stock from "sector outperformer" to "sector performer," based on his concern that the company will miss Wall Street estimates for its Q4 radio revenue.

Pointing to challenges Clear Channel may face now that it is implementing its "Less Is More" initiative, Helfstein said he expects CC to issue Q1 guidance below street expectations. However, he believes the stock is currently trading at a reasonable level and therefore maintained his target price of \$38 on the issue. He said Clear Channel stock offers investors "modest 10% upside potential" over the next 12 to 18 months.

— Joe Howard

BUSINESS BRIEFS

Sirius Snags NASCAR From XM

Starting in 2007, NASCAR will switch its allegiance from XM to Sirius, ending a partnership that began when XM launched and robbing XM of one of its premier sports partnerships. The deal, which will cost Sirius \$107.5 million over five years, was announced Tuesday in a joint conference call with Sirius CEO Mel Karmazin and NASCAR President/CEO Brian France. While France acknowledged that the Sirius deal is worth a lot more to NASCAR than the deal with XM, he said Sirius' commitment to NASCAR played a large role in the decision. "I knew Mel would figure out the right approach for us when it came to satellite radio," France said. "We have a very shared vision, and looking into the future, our view is clear. We are with the right partner." Noting that Sirius has partnerships with two of the three automakers that compete in NASCAR's top Nextel Cup Series — Ford, and Dodge parent DaimlerChrysler — Karmazin called the deal "a perfect match" for his company.

Frequent Howard Stern Show Guest Gets SEC Subpoena; Stern Fans May Balk At Cost Of Sirius

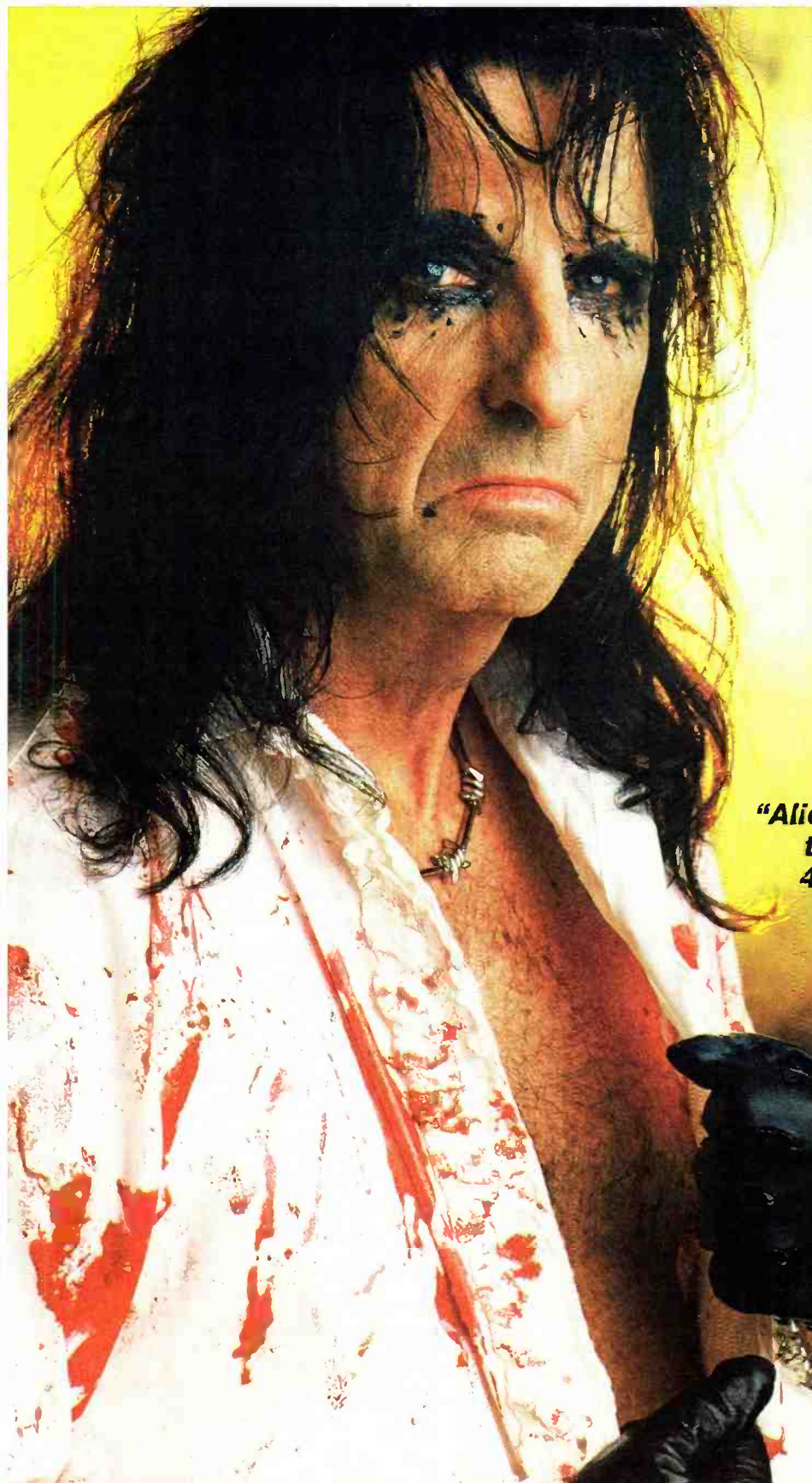
On Wednesday gossip columnist Chauncey Hayden, who regularly appears on the WXRK/New York-based *Howard Stern Show*, was scheduled to testify before the Securities and Exchange Commission in regard to possible insider trading of Sirius stock. Hayden told CNN that he received a subpoena Feb. 18 that directed him to contact the SEC's New York office to answer a question concerning insider trading of Sirius shares. According to CNN, an SEC lawyer asked Hayden who was in Howard Stern's studio on Oct. 6, 2004 — the day Stern announced he'd be joining Sirius in January 2006. Sirius shares leapt from that morning by almost 30%; Sirius shares closed up 16% at day's end. Hayden told the news network, "This makes me laugh. If they subpoenaed who was in the studio, that would be one thing. But if they are just subpoenaing me, it's just ridiculous." Meanwhile, Hayden phoned *The KiddChris Show* at KSRX/San Antonio Monday morning and offered similar comments during an informal on-air conversation with host KiddChris. Hayden said he never owned Sirius shares or any other stock. He also said that the SEC's interest in him may stem from an appearance on an ABC on-demand TV program, *Tattle Tales*, in which he predicted that Stern would make a move to a satellite radio company, adding that it would probably be New York-based Sirius over Washington, DC-based rival XM Satellite Radio. Hayden later offered similar comments to CNN, saying, "Everyone was talking about it, and since [former WNEW/New York afternoon hosts Opie & Anthony] went to XM, it seemed obvious that Stern would not go where his rivals just went. Everyone was predicting he would go to Sirius." Sirius representatives were not available for comment when contacted by R&R, although a spokesperson for the satcaster told CNN there is no reason to believe this matter involves Sirius or any of its staffers. Stern is on vacation and will return to his syndicated morning show on Feb. 28.

In other Stern-related news, a study conducted by **Bridge Ratings** found that one in five Howard Stern listeners is prepared to follow him to Sirius. However, many Stern fans remain undecided as to whether they'll subscribe to Sirius come next year. When Bridge did not bring up the cost of Sirius' service, 22% of Stern fans said they would sign up with Sirius to stay with Stern. However, 41% of the respondents were undecided. When the costs of buying hardware and paying a monthly fee for Sirius were fully explained, the number of those saying they'd definitely sign up dropped to just 7%. But 49% said they were undecided, while 44% said they would not pay for the satellite radio service. Close to 40% also said they were aware of the costs involved with joining Sirius. Bridge's survey of almost 1,900 people was conducted in Los Angeles, San Diego, Phoenix, Boston and Detroit over the three-month period that ended Jan. 31.

Emmis Head Considering Return To Baseball Ownership

Emmis President/CEO Jeff Smulyan, who once owned Major League Baseball's Seattle Mariners, has given MLB a \$100,000 deposit to bid on the Washington Nationals baseball club. "I will tell you that I did make the deposit," Smulyan told the *Washington Post* Feb. 20. At least six other groups or individuals have made similar deposits, and Smulyan told the newspaper that he's chatted with other possible investors and could either join an existing investor group or create a new one. Should Smulyan purchase the baseball team, which used to be the Montreal Expos, it would be a personal investment and would not involve Emmis. "In any event, owning the Nationals would not be my full-time job," he told the *Post*. The Nationals were bought by all 29 Major League Baseball owners from Jeffrey Loria for \$120 million in February 2002. The team is expected to attract a price of at least \$300 million.

Continued on Page 9



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**Brad Williams -
VP/GM WAOR South Bend**

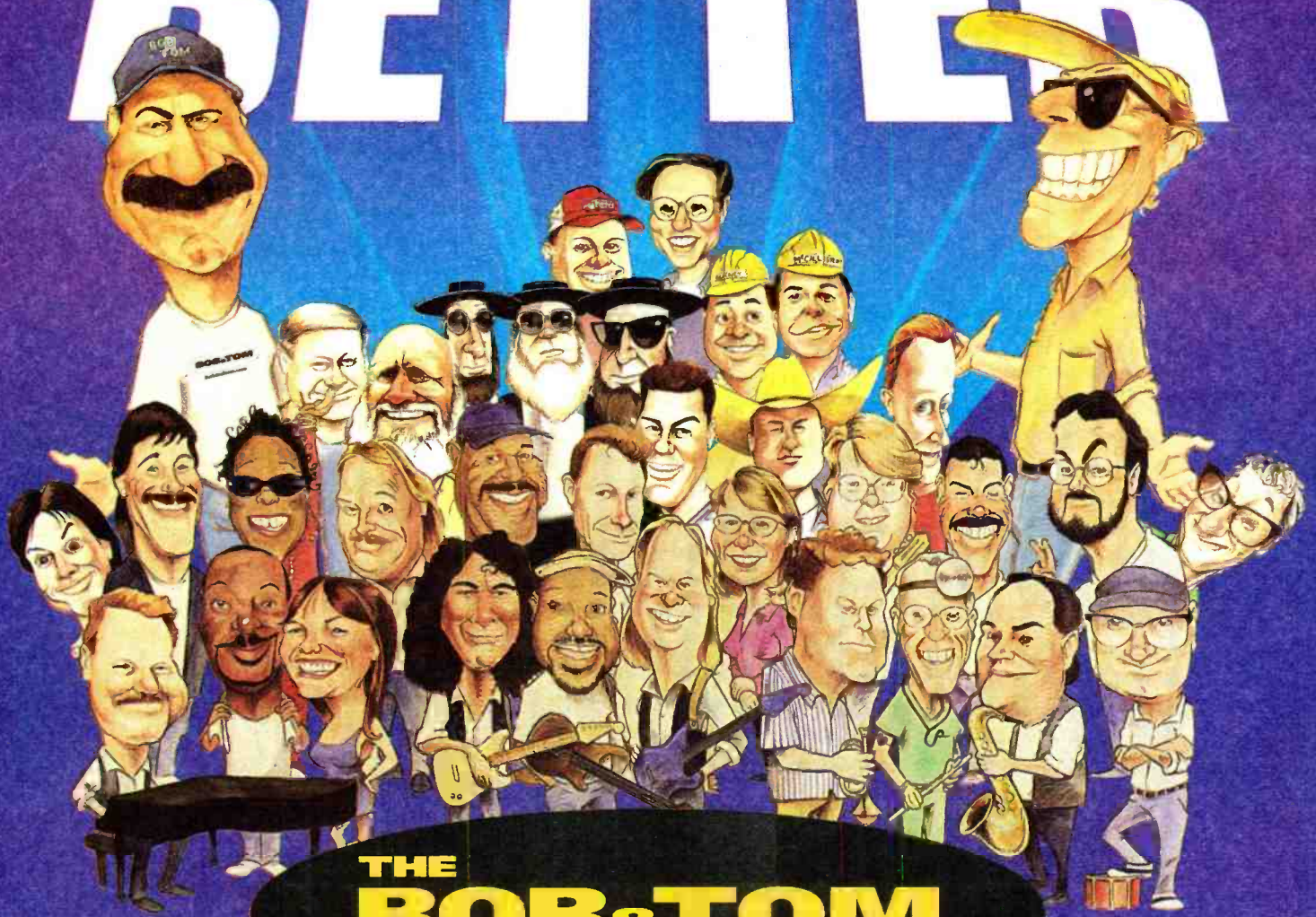


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Earnings

Continued from Page 6

For the year, net income applicable to common shareholders increased from \$33.6 million (32 cents) to \$41.6 million (39 cents), beating Thomson First Call's forecast of 35 cents. Radio One's 2004 net broadcasting revenue rose 5%, to \$319.7 million, while adjusted EBITDA grew 9%, to \$158.2 million. Free cash flow increased 18%, to \$91.6 million, while station operating income rose 10%, to \$175.7 million.

For Q1, Radio One forecasts low-single-digit growth for both net broadcast revenue and station operating income. It also expects to close on its acquisition of 51% of Reach Media during the quarter.

Reason For Hope

Radio One Exec. VP/CFO Scott Royster said during the call that the company is performing well so far this year. "There are reasons to be cautious and reasons to be optimistic," he said. "Our markets were up in the low-single-digits in January, and business appears to be improving modestly month by month." Royster said that while local is healthy in some markets,

national continues to be "a conundrum."

However, he said Radio One is taking steps to take more control of its fortunes. "As our new stations start to kick in later this year, that will give us some wind at our back, in addition to some strategic programming moves that we have made or will make at various points this year," he said.

Still, Royster's not declaring that the radio industry's financial woes are over. "We are not yet ready to pound the table for radio, but perhaps a little light tapping is in order," he said. "We actually feel more optimistic than we have in a while. If the first six weeks of 2005 are any indication, Radio One is in for a very busy year in which the groundwork will continue to be laid for a very exciting future."

Entravision Revenue Grows

Revenue in Entravision's radio division increased 7% in Q4, to \$23.9 million, while broadcast cash flow increased 22%, to \$8.9 million. For the company overall, net revenue improved 11%, to \$68 million, while adjusted EBITDA rose 33%, to \$22.2 million, and broadcast cash flow jumped 27%, to \$26.4 million.

Net income bounced back from a loss of \$1.2 million (5 cents per share) a year ago to a profit of \$2.6 million (2 cents). The per-share result beat expectations from Thomson First Call analysts, who had expected Entravision to break even in Q4.

For the year, net revenue increased 9%, to \$259.1 million, and adjusted EBITDA rose 20%, to \$79.9 million. 2004 BCF was \$96.7 million, also an increase of 20%. While the company's full-year net income jumped from \$2.3 million a year ago to \$6.2 million, a \$15.9 million accreditation charge drove the bottom line into negative territory.

Entravision posted a net loss applicable to common shareholders of \$9.7 million (9 cents), which beat by 2 cents the loss of 11 cents expected by Thomson First Call analysts.

Elsewhere, **Tribune Co.** — the parent company of WGN-AM/Chicago — saw its radio-division revenue increase 5%, while its overall radio and entertainment division experienced an overall revenue decline of 12%, to \$5.1 million. The dip was caused by fewer syndicated programs being produced by the Tribune Entertainment Co.

TRANSACTIONS AT A GLANCE

All transaction information provided by BIA's MEDIA Access Pro, Chantilly, VA.

- KNIK-FM/Anchorage, AK Undisclosed
- KXQX-FM/Corcoran (Visalia), CA \$2.1 million
- WHLG-FM/Port St. Lucie (Ft. Pierce), FL \$1.2 million
- KIGO-AM/St. Anthony, ID \$85,000
- KAHS-AM/EI Dorado (Wichita), KS \$400,000
- KUGT-AM/Jackson, MO \$150,000
- KWXD-FM/Asbury (Joplin) and KHST-FM/Lamar (Pittsburg), MO Undisclosed
- KIDS-AM/Springfield, MO \$375,000
- WCOG-AM/Greensboro, NC \$1.68 million
- KKVO-FM/Altus, OK \$150,000
- KCOM-AM/Comanche, TX \$164,000

Full transaction listings, posted daily, can be found at www.radioandrecords.com.

DEAL OF THE WEEK

• KFIG-AM/Fresno

PRICE: \$2.5 million

TERMS: Asset sale for cash

BUYER: Fat Dawgs 7 Broadcasting LLC, headed by Managing Member Christopher L. Pacheco. Phone: 559-222-2713. It owns no other stations. This represents its entry into the market.

SELLER: Radio Central LLC, headed by Member Elihu Harris. Phone: 510-213-0350

FREQUENCY: 1430 kHz

POWER: 5kw

FORMAT: Sports Talk

BROKER: Media Services Group

2005 DEALS TO DATE

Dollars to Date:

\$304,463,811

(Last Year: \$1,838,742,951)

Dollars This Quarter:

\$304,463,811

(Last Year: \$493,050,533)

Stations Traded This Year:

133

(Last Year: 848)

Stations Traded This Quarter:

133

(Last Year: 230)

BUSINESS BRIEFS

Continued from Page 6

February Sweeps Impacting Radio Spotloads

Thanks to television's February sweeps, five TV networks showed up in the top 10 most-played-commercials list from Media Monitors for the week ending Feb. 20. Fox-TV and ABC-TV ranked No. 1 and No. 2, respectively, followed by Geico, Verizon Wireless and McDonald's. The second five were NBC-TV, Mitsubishi, CBS-TV, the WB Network and Lowe's Home Improvement. Univision was the most frequently played sponsor on Spanish-language stations for the week.

Arbitron Response Rates Up In Largest Markets

Data released Feb. 16 for Arbitron's fall 2004 survey reveals that response rates in the top 10 markets increased from 27.9% to 29.5% and rates rose from 28.7% to 29.7% in the top 25 markets. However, thanks to a decline in markets 101-plus, response rates for all markets declined by 0.2%, a dip Arbitron noted was the smallest since 2000. Return rates increased in all markets, including a 1.3% jump, to 55.2%, in the top 10 markets and a 1.2% rise, to 55.4%, in the top 25. Consent rates were a mixed bag, rising in markets 1-50 but declining in markets 51-100. Arbitron also announced that it will expand the availability of its "thank you" incentive payment to 10 more markets. Use of the premium helped increase response rates in Arbitron's bottom 20 response-rate markets by 2.7%. Starting with the winter 2005 survey, Arbitron will also begin sending a \$2 incentive payment to New York and Los Angeles households that initially refuse to participate in the early stages of the survey recruitment process, but only when the incentive can be sent to the household before Arbitron holds its standard "refusal conversion," which is placed to all households that initially refuse participation.

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Caring ... But Not That Much

Negotiating words to live by

There are people who seem to be born to sell. I remember when my older son was in elementary school. On the day of the annual fundraising carnival, some parents worked the "fishing pond," others worked the cakewalk, and still others volunteered to do cleanup duty or direct cars in the parking lot.

All Dave Verccammen ever wanted to do was sell raffle tickets. A born salesman, he felt he could be most valuable doing what he did best — convincing people why they needed to dig into their pockets and spend money they may not otherwise have chosen to part with.

Radio is fortunate to have a lot of people like Dave. They simply love to sell — love the challenge, love the pitch, love the close and, yes, love the commission. For some people, it comes naturally. But for others, it's a learned process that takes years to master.

At the recent RAB2005 sales conference in Atlanta, one of the keynote speeches was presented by Herb Cohen. Cohen is often described as the "world's best negotiator." Spend a half-hour listening to him, and you'll understand why.

Think of a crisis or a difficult negotiation, and Cohen's probably been involved. Terrorism? He's advised two presidents. Arms-control negotiations? He's been there. The NFL players' strike? He took part in the negotiations to settle. He's done his fair share of corporate negotiations as well and has written two books on negotiating strategy.



Herb Cohen

Negotiating Is A Game

With a great blend of storytelling and simple explanation, Cohen walked RAB attendees through a process that, at its heart, is pretty simple. He told the audience, "I keep referring to negotiating as a game, selling as a game, because I want you to see it that way. A game is where you care, really care — but not that much."

And why not care that much? Cohen said that for him, and for most of the rest of us, the worst person to negotiate for is yourself. Not because we don't like ourselves, but because we're just not that good at it.

"Why is that the case?" he asked. "Do you believe I am lacking in self-esteem? I assure you I am not. If I could be more effective for me and less effective for you, I would prefer it that way. But, in truth, I am better for you. Why? I hardly know you. I care about you — but not that much."

Cohen believes the best way to make a good deal is to convey to the other side that you can live without it. He likened it to the old Kenny Rogers song "The Gambler," in which Rogers sings, "You've got to know when to hold 'em/ Know when to fold 'em."

Cohen said, "If the other side senses you might just fold 'em and walk away, that you've got other options and alternatives, they won't let you fold 'em and walk away."

LEADERSHIP SPOTLIGHT

There are many components to great leadership, but passion and knowledge are the two most important. Those who know me may be surprised if I quote Scripture, but "Faith without works is dead." The same applies to blind passion, or knowledge that lacks motivation, emotion or soul.



Mary Bennett, Exec. VP/Marketing, RAB, and VP, American Women In Radio & Television

Each week R&R invites successful people in and outside the radio and recording industries to share their thoughts on defining and communicating leadership.

Great leaders communicate both of these qualities by encouraging diversity, embracing change, learning about new technology or business philosophies, or even listening to a new artist their kids (or grandkids!) are into. They understand and appreciate the wisdom of experience, but they also know that frequently solutions come from the rank and file or from outsiders to our industry.

To make this work, Cohen believes it's important that you come to the table truly desiring a long-term, mutually beneficial relationship. The goal is to create situations where both sides gain.

Don't Force It

At the heart of negotiating, Cohen said, is the concept of voluntary decisionmaking. "Negotiating requires two people to say yes," he explained. "The problem is when one starts out saying no or, at best, is reluctant. What you're trying to do in selling is to move someone from no to yes, from reluctant to commitment."

That's where another of Cohen's tenets for success comes into play. "My strategy in life is generally to make the other side feel superior to me," he said. "In many cases, you have to work very hard, but, nevertheless, it tends to pay off."

One of the challenges is to be aware of cross-cultural phenomena. Cohen reminded us that every person in a room gets there from a different place and represents different interests. Your job is to be sensitive to that and react accordingly.

"One of the most important things for you to remember is to see every negotiation, every selling opportunity, as a chance to solve a problem," Cohen said. "Start out with the belief that they don't see the situation the same way you do. If you get somehow get into their world, you can make the sale. You can close the deal."

Ask, Don't Tell

So how do you get into their world? By *not* pitching. By *not* persuading. Instead, start out asking questions, even if you think you know the answers. Listen actively. When people speak, look at them.

"When they say something you like," Cohen said, "nod and give them your approval. When they say something that doesn't move you in the right direction, ignore them. I am reinforcing movement toward the goal I am trying to achieve."

Cohen says this is the time for discovery, for learning the other side's underlying concerns, interests and needs. He spends no time at the

Continued on Page 12

Last year stations spent millions of dollars perfecting their sound...

Not nearly enough was invested in how to sell it.



"I specialize in one thing — increasing the billing at radio stations in the United States."

- Irwin Pollack



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PART TWO OF A TWO-PART SERIES

Radio's Revenue Hurdle

More insights from insiders on growing radio's revenue

Two weeks ago, we noted that for the past six years, radio's overall revenue share has been stuck at 8% of the entire U.S. advertising pie. Despite achieving \$20 billion in sales last year (on 2% growth), a 9% revenue share continues to elude us.

In Part One, RAB President/CEO Gary Fries, Interop Marketing Group President Debbie Durben and Susquehanna/San Francisco VP/Market Manager Tony Salvatore shared their thoughts on growing radio beyond 8%. This week, more perspectives.

John Fullam, VP/Market Manager, Greater Media/Philadelphia

Marketing ROI is increasingly the name of the game for America's largest advertisers. Automotive advertisers, for example, are less concerned about branding now and more focused on test drives. We all know radio can deliver extraordinary results. However, we need to evolve our current capabilities and develop new tracking systems with events, database and the Internet to continue to meet our customers' marketing ROI demands.

In sales, we need to get in earlier and deeper to influence where agencies and clients spend their money. Waiting for a buy to come down is too late. If 80% to 90% of a seller's time is spent on transactional, this 8% won't change. Therefore we need to hire and train people who are marketers and support them through a longer selling cycle.

It means asking ourselves what business we are in. If we are in the business of solving marketing problems and delivering results, we can't win waiting for avals. We should also be

sharing with advertisers the great work from the Radio Ad Effectiveness Lab study.

We also need to look at innovative ways radio and our advertisers can benefit from the web and new technology like HD Radio and new ways they can help activate consumers.

Lastly, we need to make sure our customer service is as good as — no, better than — any other media's. Do our advertisers feel we seat them in first class, or do we direct them to coach? Do we run their spots as ordered, deliver electronic invoicing and provide them with effective scheduling and, if asked, breakthrough creative? Raise the bar on customer service and become flawless in the fundamentals of marketing. It will go a long way toward growing our business.

Rich Russo, Sr. VP/Director Of Broadcast Services, JL Media

There are a multitude of issues here. First is the cost factor from a creative standpoint: Agencies make more money producing TV and print ads vs. radio. Next is the bad rap radio has allowed itself to get with the clutter, Wall Street mentality and, of course, most of the horrid programming.

I have always felt the solution was to have stations cut exclusive category deals. Radio's strength is accessibility, but it is also a flaw. Any advertiser can get on, ambush a competitor that is running spots and cause confusion. But

can you imagine only one beer on a Rock station? The demand to be that beer would be crazy and drive increased revenue. If a few stations started that, we would all very quickly see the viability of radio.

Walter Sabo, President/CEO, SaboMedia

First we must put a premium value, internally and externally, on our distribution. We reach 98% of the homes in America. No other medium does that. Every other medium, the first slide in their presentation is distribution. They sell the number of homes that can receive the medium, not the number that do. We're the only medium that looks for the smallest number to sell, quarter-hours.

Radio is a utility. It's the second switch. You turn on your light, you turn on the radio. You turn on your car, you turn on the radio. What a medium!

The second step is the rate. We have to start with a much higher price. I don't mean \$10 more a spot, I mean hundreds of dollars more per spot. Then it doesn't stay at the media-buyer level, it gets to the Sr. VP at the client, who's interested in hearing the value proposition.



Walter Sabo

That's where we want to go.

The third step is to address the complaint that radio presentations tend to look bad and are made by people who often don't look professional. We have to invest in slick-looking presentations and

train our sales staffs how to get up in a room and sell to sophisticated buyers. Just like Conde Nast and Hearst and the TV networks do.

Caring ... But Not That Much

Continued from Page 10

outlet selling the technical features of his product or service. It's all about the probing.

"I'm trying to spread empathy, understand where they're coming from," he said. "I've recognized that decisionmaking is moving from no to yes, to 'decide to go with you and your ideas.' It's not just based on facts or logic; decisions are based upon feelings, emotions, pride, self-esteem."

Just as important, Cohen underscored that he does not debate people or try to show them the error of their thinking. "Why don't I argue with them?" he asked. "I don't want to win these arguments." He said you don't want to associate yourself with someone's humiliation: "You're not going to get a lot of business with that approach."

No Is Halfway To Yes

When people are saying no, Cohen said, it may not be a decision based on logic. There may be political struggles going on inside their organization that are playing a role.

"If you can appear non-threatening to them,

non-judgmental, as someone who listened and seemed to understand," Cohen said, "you're going to get a lot of information and you're going to help the other side to solve their particular problem."

We've just scratched the surface of Cohen's strategies. But it's certainly a different approach than "Walk in, shake their hand, hand them a sales kit and begin talking about your rankers and demos."

Cohen is a big fan of radio — he said he's been a fan since before there was television. He added, "I found that radio is something that stayed with me, that it really helped creativity. It is the best medium for ROI. There's no doubt that when you compare radio to print and television, it is the best value for the money." And that's coming from someone who doesn't sell radio for a living.

"Negotiating is the game of life," Cohen said. "Whenever we attempt to reconcile differences, resolve disputes, manage conflict, establish or adjust relationships, we're playing the negotiating game. Selling is negotiating. Persuading is negotiating. If you're a sales professional, you're really a negotiating professional. It's the game that will determine the success and satisfaction you get from life."



John Fullam



Rich Russo

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Audio Hardware Not Made By Apple

Everything can't grow up to be an iPod

We know all about iPods, and we love them, from the 60-gigabyte top-of-the-line iPod Photo to the Doublemint-sized iPod shuffle. But, you know, there's a lot of interesting audio hardware out there that Apple doesn't even make, and some of it is generating buzz of its own.

Music Is Calling

Digital music has already moved off the computer by way of digital players, media hubs and whole-house systems like Oxmoor's Zon Audio, and the first wireless webcast receivers. Now Motorola, Sony Ericsson and Nokia want to move those digital tunes to the mobile phone and, in Motorola's case, into the car.

At DEMO@15 in Scottsdale, AZ, Motorola — a rare Fortune 100 company in the house at the DEMO show, which, being designed as a fast-paced showcase for the newest and coolest, attracts mostly up-and-coming tech outfits — showed off its new iRadio.

The details are a bit vague right now (Motorola promises more info later this year, when it's through its planned consumer tests and closer to launch), but the basic idea is that iRadio lets users' own MP3s and subscription programming supplied by webcasters be transferred via Bluetooth short-range wireless from a computer to a Motorola phone with a memory card. The music and shows can then be played, with an adapter, over most newer car stereos.

With its emphasis on in-car service, Motorola seems to be taking aim at XM and Sirius with iRadio (which, obviously, has nothing to do with radio and is more on the order of podcasting). But a service like this also establishes a beachhead in iPod country, where Apple is waiting for it: Apple and Motorola have put together a handset-ready version of iTunes that is already being shown on one phone and that will presumably become part of the iRadio package. (Meanwhile, rumors of an "iPod phone" have been around since there have been iPods.)

Walkman Phones

Over at Sony, by way of Sony Ericsson, they're making musical phones too. And they'll be using the Walkman name, which, in its day, was just as magical as iPod's. The first Walkman-branded phones should be arriving before the end of the year.

Walkman phones will work with the Sony Connect download service, and — this is Sony recognizing the misstep it made when it tied Sony Connect and its digital Network Walkman players to the proprietary ATRAC file format — the phones will support open rights

management and file formats to give consumers as much flexibility as possible. They will also, in another reflection of their Walkman heritage, come with really nice headphones.

Meanwhile, the leading handset maker, Nokia, is also moving aggressively into the music biz, with high-profile partner Microsoft: Nokia just debuted a line of handsets that support WMA files and Windows digital rights management. Meanwhile, to expedite music transfers from computer to phone and back, the Windows Media player will add support

The rather cute fin-shaped gray RadioShark is simply a tuner that connects, via a USB port, to a Mac or PC and offers TiVo-like functions for radio, including live pause, recording and time-shifting.

(by way of a plug-in) for the Open Mobile Alliance DRM and MPEG AAC codecs.

Nokia also has a deal with RealNetworks to include the RealPlayer and support for Real's Helix DRM in its handsets — in fact, Real and Nokia announced an expansion of the arrangement days before Nokia went public with its collaboration with Microsoft. But Real is more about streaming than downloads, so the Nokia-Microsoft agreement shouldn't affect the Real deal, except possibly by annoying the long-running Microsoft rival.

Phones are fast adding features and capacity — Samsung released the first mobile phone with a hard drive in December of last year — and some predict that phones will eventually take the place of portable music players (and PDAs). But people still love their iPods, and

Deadline Set To Take Part In Webcast Royalties Proceedings

The order has gone out from the just-appointed Interim Chief Copyright Royalty Judge of the Library of Congress: The deadline for notices of intent to participate in the hearings that will set royalty rates for music streamed over the Internet for 2006-2010 is March 18. The filing fee is \$150.

And filing that notice is critical. David Oxenford of the law firm of Shaw Pittman said, "Under the new legislation, to participate in the proceeding, or even to participate in settlement negotiations to try to establish a new rate without litigation, parties must file this notice of intent to participate. Similarly, if there is an industry settlement, the copyright judges need only consider the objections filed by parties who have timely filed a notice of intent to participate."

This rate-setting proceeding will be the first under the Copyright Royalty and Distribution Reform Act, which did away with the Copyright Arbitration and Royalty Panel process — it was a CARP that came up with the widely criticized fee structure under which most large webcasters now pay their royalties — in favor of a three-judge panel that will hear evidence and can order discovery.

The law also made parties responsible for their own legal bills, as opposed to an equal share of the cost of a CARP and that change may open the door for smaller companies to participate. Many smaller companies felt they had been shut out of the webcast CARP by the potential costs, and the small streamers' complaints about the rates ultimately led to the separate rate schedule set by the Small Webcasters Settlement Act, which runs until the end of 2006.

Along with labels and webcasters, broadcasters can also be expected to put in their notices of intent to participate because — though the final legal word has not yet been spoken on the matter — all indications are that broadcasters can expect to continue to pay royalties on Internet rebroadcasts of music programming.

there are plenty of companies that would like a piece of Apple's pie.

Creative Gets Micro

Heaven knows we've seen a lot of "iPod killers" come around in the last couple of years, but Creative Labs has set its sights a wee bit lower: It's come out with an iPod Mini killer.

With the Zen Micro, Creative is targeting the popular Apple product with a device that's slightly smaller, comes in 10 bright colors (as opposed to the Mini's five pastel paint jobs) and has a five-gigabyte hard drive, up from the Mini's four gigs. The Zen Micro shares the Mini's price tag, about \$250.

Aside from the greater capacity, the Micro comes with some gimmicks the Mini doesn't have, including an FM tuner (something that's become standard for every line of digital players but Apple's) and the ability to record from radio, nifty glowing blue trim and backlit buttons. It also has a removable, replaceable battery, a nice feature considering the much-complained-about battery-life issues among iPod products.

Though there are plenty of bigger-name and better-marketed players out there, Creative Labs is picking up steam fast, having sold more than 2 million music players (in all its lines) in Q4 of last year. The company also picked up a Best of CES honor for the \$300 photo version of the Micro, and it's quietly becoming Apple's top competitor in the portable-player biz.

RadioShark

Griffin Technology, meanwhile, has an odd little product that isn't really competing with anything yet: the RadioShark. The RadioShark missed a number of predicted launch dates but finally made it to market, with a list price of about \$70, late last year.

The rather cute fin-shaped gray RadioShark

is simply a tuner that connects, via a USB port, to a Mac or PC and offers TiVo-like functions for radio, including live pause, recording and time-shifting. Recordings can be set up in advance, but, as with a digital video recorder, programs that are merely paused go into a temporary buffer and can't be saved.

The RadioShark has 32 AM and FM presets and lets recorded programs be transferred to WMA, AAC- or AIFF-compatible portable players, making any radio show a potential podcast. The Mac version is also integrated

Over at Sony, by way of Sony Ericsson, they're making musical phones that will be using the Walkman name, which, in its day, was just as magical as iPod's.

nically with iTunes to simplify iPod transfers. What the RadioShark won't do is split recorded music shows into separate song tracks, though individual songs can be grabbed as they're heard (a buffer will catch the intro), and determined types can use their own software to edit collected programs into songs.

Finally, in a nicely retro marketing move, a headset maker called iZon has introduced an iPod Mini knockoff. Same pastel shades, same size, same little white wheel on the front. But iZon's little iPod Mini Me isn't a digital music player at all: It's an AM/FM radio.

Radio

• **PAM BAKER** is named Director/Partnership Marketing at KKBT/Los Angeles, starting in March. The former R&R editor was most recently with KRTH/L.A.

• **DAWN JONES** rises to Sales Manager/News Business & Non-traditional Revenue for Beasley's Fayetteville, NC stations. She was previously LSM for the cluster's WUKS & WZFX.



Jones

ters Tournament coverage will also include the 20-part special "The Road to the Masters," airing March 31-April 7; each three-minute installment of the special, hosted by John Tautges, will preview the championship and highlight great moments in tournament history. For more information, call 212-641-2053.

• **ZEO RADIO NETWORKS** debuts *Zeo Mix Hip Hop Jungle*, a weekly one-hour classic hip-hop show that will be programmed by Zeo President Scott Thomas and KDAY/Los Angeles morning show mixer DJ Icy Ice, who will also mix the Zeo show. For more information, call Andrew Bagley at 800-959-1321, ext. 714.

• **CRG MEDIA** is now handling affiliate relations for *The Thom Hartmann Program*, a liberal talk program that airs weekdays from noon-3pm ET. For more information, call 770-798-9910.

• **XM SATELLITE RADIO** is set to debut the MLB Home Plate channel as part of its recently announced 11-year deal to carry every Major League Baseball team's games, beginning with the 2005 season. The channel features news, listener call-in shows, interviews and rebroadcasts of classic games. Among hosts already inked for the channel are baseball greats Cal Rip-

ken Jr., Billy Ripken, Rob Dibble, Kevin Kennedy, Larry Bowa and Buck Martinez.

• **GOLDEN WAVES ENTERPRISES** launches "The Storm Report," a daily, three-minute report for to-morrow that includes forecasts of the day's storm potential, a recap of damage that has occurred, and meteorologists from around the country answering severe-weather questions submitted by listeners. For more information, e-mail Justin Potts at justinpotts@thestormreport.com.

• **MATRIX MEDIA's** EBN Radio Network presents *Max and Mike on the Movies*, a two-hour talk show hosted by Max Weiss and Mike Mayo. For more information, call 941-379-1440 or 201-261-7220.

Industry

• **BMG MUSIC PUBLISHING** and **FAMOUS MUSIC PUBLISHING** renew their international sub-publishing agreement, extending the relationship for another five years. BMG will continue to sub-publish the Famous catalog worldwide, excluding the U.S., Japan, South Korea, Taiwan, Okinawa and Vietnam. The agreement dates back to 1995.

EXECUTIVE ACTION

Olson Now Cumulus/Toledo Market Mgr.

Cumulus/Flint, MI Market Manager **Brian Olson** has accepted similar duties at the company's eight-station Toledo cluster. In his new role, Olson will oversee and direct Country **WKKO**, Sports **WLQR**, Oldies **WRQN**, Rock **WRWK**, News/Talk **WTOD**, Hot AC **WWMM** and Classic Rock **WXKR** in Toledo and CHR/Pop **WTWR**, which serves Toledo from nearby Monroe, MI.

Olson succeeds Kathy Stinehour, who recently accepted the CEO position at Archway Broadcasting. He will retain his role in Flint until his replacement is found.

Olson told **R&R**, "Careerwise, it's a big move for me. It's a big market for [Cumulus Chairman/CEO] Lew Dickey and [Exec. VP] John Dickey, and it's an honor for me to lead such an important cluster. **WKKO** is a dominant heritage Country station, and I'm looking forward to leading all of the stations in Toledo."

Before joining Cumulus nine months ago, Olson ran Citadel's Lansing, MI cluster. Before that he was in Flint as Citadel's Market Manager. He started his career in Naples, FL as GM for Renda's **WGUF** & **WSGL**, where he spent 10 years before moving to Michigan.

Bailey To Manage Archway/Greenville, NC

Bill Bailey has joined Archway Broadcasting as VP/Market Manager for its Greenville, NC station group. He will oversee News/Talk **WMUM**, CHR/Pop simulcast **WRHD** & **WRHT**, Country **WWEA** and AC **WWGL**.

In his new job Bailey reports to Archway President/CEO Kathy Stinehour, who said, "I am confident that Bailey can make the cluster shine."

Bailey previously served as Station Manager for **WTWR/Toledo** and as GSM for Cumulus/Toledo clustermates **WRWK** & **WXKR**. He said, "I'm excited about this opportunity, and I am looking forward to working with such a great staff."

Artist McCoy Launches New Record Label

Country artist **Neal McCoy** is set to launch a new record label called **903 Music**, named after the area code of his Longview, TX home. McCoy's manager **Karen Kane**, who previously worked at **WEA** and as Director/Marketing at **WB/Nashville**, is President.

Radio, record and management veteran **Bill Mayne** is the new imprint's VP and will serve in a general manager-type post that Mayne said covers "anything and everything" and artist development. Heading up the sales effort is former **WEA** VP/Marketing **Neal Spielberg**. Promotion vets **Cliff Blake** and **Bill Heltemes** have been hired as Field Marketing Specialists.

"We are determined not to try and outguess the market," McCoy said. "Instead, we'll do it the old-fashioned way — find great songs, make great records and have a great time doing it. Although we're a small company, we're confident that we have the resources to compete in the marketplace."

A single, "Billy's Got His Beer Goggles On," is expected in March; an album, *That's Life*, is set for a summer release. Distribution is pending, as are announcements of other artists and staffers.

During his career on Atlantic/Nashville, McCoy had five No. 1 hits, as well as three platinum and one gold record.



Music Choice Chooses Hendricks For Country

Music Choice has hired veteran Country programmer and personal **John Hendricks** for the newly created position of Director/Country Music Programming. He'll be responsible for the video and audio content on all of Music Choice's Country music channels and will be based in the company's New York City offices.

"John brings decades of experience and a true passion for country music programming to Music Choice," company Sr. Director/Programming **Damon Williams** said. "His proven track record will be invaluable as we continue to roll out our new video-enhanced music network on TVs, PCs and cell phones. We have fostered a loyal fan base around our diverse country music channels, and John will help us maintain and build this audience by offering the music and exclusive programs and shows that country music fans love."

Hendricks had been with Jones Radio Networks for more than 12 years when he left in June 2001 to return to Washington state to be closer to his family. When he left, Hendricks was overseeing the satellite-delivered radio formats U.S. Country and CD Country, *Nashville Nights/Live From Nashville With Dallas Turner* and cable video channel *Great American Country*. He's also been on the air at **KYGO/Denver** and **KUBE/Seattle**.

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NATIONAL MUSIC

Live365 is the largest Internet radio network, with thousands of stations in a wide variety of formats. Programmed by true music tastemakers from around the globe, Live365 offers an enthusiastic audience for established and up-and-coming artists alike. In a world of consolidated playlists, Live365 charts the tastes and preferences of today's most vibrant music community. Tracks with the most plays during the seven days ended Feb. 15, 2005 are listed below.



Travis Storch • 866-365-HITS

Top Rap/Hip-Hop

MAR10 Let Me Love You
SNOOP DOGG I/PHARRELL Drop It Like It's Hot
50 CENT Candy Shop
MARRIAH CAREY I/F, SCODOP & J. DUPRI II's...
DESTINY'S CHILD I/LIL WAYNE & T.I. Soldier

Top Latin

MONCHY Y ALEXANDRA Perdidos
DOMENIC MARTE Ven Tu
DADDY YANKEE Gasolina
TREBOL CLAN Agarrate
JULIETA VENEGAS Algo Esta Cambiando

Top World

BEENIE MAN King Of The Dancehall
VETTO GALVEZ Mirame Fijamente
FEY La Fuerza Del Destino
JULIETA VENEGAS Algo Esta Cambiando
I WAYNE Can't Satisfy Her

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Hit List

Justin Prager
50 CENT Candy Shop

Soft Rock

Justin Prager
RYAN CABRERA True
MERCYME Homesick

R&B & Hip Hop

Damon Williams
DESTINY'S CHILD Cater 2 U
FANTASIA Baby Mama
JENNIFER LOPEZ I/FAT JOE Hold You Down
SEAN PAUL We'll Be Burning
TREY SONGS I/WTMISTA Just Got To Make It
SYLEENA JOHNSON I/R, KELLY & FABOLOUS Hypnotic
YING YANG TWINS Wait (The Whisper Song)

RAP

DJ Mecca
COMMON Corners
MAIND Rumors
JAE MILLZ Who
YOUNG JEEZY Air Force's
YING YANG TWINS Wait (The Whisper Song)

ROCK

Gary Susalis
SLIPKNOT Vermion

ALTERNATIVE

Gary Susalis
ACCEPTANCE Different
GARBAGE Why Do You Love Me
PLAIN WHITE T'S Revenge
MODEST MOUSE The World At Large
MUSIC Into The Night

TODAY'S COUNTRY

Liz Opoka
TIM MCGRAW Drugs Dr Jesus
JULIE ROBERTS Wake Up Older
BLAKE SHELTON Goodbye Time

ADULT ALTERNATIVE

Liz Opoka
BRAZILIAN GIRLS Lazy Lover
BRIGHT EYES I Woke Up With This Song In...
BEN LEE Catch My Disease
RAY LAMONTAGNE How Come

SMOOTH JAZZ

Akim Bryant
AVERAGE WHITE BAND Greatest And Latest
CHUCK LOEB When I'm With You
O'ZL Doyle's Brunch
NELSON RANGEL My American Song Book
PAUL TAYLOR Nightlife

AMERICANA

Liz Opoka
NEKO CASE Rated X (Live)
MARY GAUTHIER Mercy Now
HACIENDA BROTHERS Mental Revenge
TONY JOE WHITE Wid Wit Calling Me

SIRIUS
SATELLITE RADIO
1221 Ave. of the Americas
New York, NY 10020
212-584-5100
Steve Blatter

Alt Nation

Rich McLaughlin
GARBAGE Why Do You Love Me
HOT HOT HEAT Goodnight Goodnight
MODEST MOUSE The World At Large
ARCADE FIRE Neighborhood #3 (Power Out)

The Pulse

Haneen Arafat
JOSS STONE Right To Be Wrong

Sirius Hits 1

Kid Kelly
GREEN DAY American Idiot
WILL SMITH Switch
SIMPLE PLAN Shut Up
LUDACRIS Number One Spot
TEGAN & SARA Walking With A Ghost

Hot Jamz

Geronimo
LIL JON I/R, KELLY In De Club
TONI BRAXTON S'pose To Be
NAS Just A Moment

New Country

Al Skop
BOBBY PINSON Don't Ask Me How I Know
GRETCHEN WILSON Homewrecker

Octane

Jose Mangin
SLIPKNOT Before I Forget
INSTRUCTION I'm Dead
EIGHTEEN VISIONS I Let Go

Spectrum

Gary Schoenwetter
NOUVELLE VAGUE Making Plans For Nigel
JOSEPH ARTHUR Even Tho
RAY LAMONTAGNE Forever My Friend

Heart & Soul

BJ Stone
JOHN LEGEND Ordinary People

Shade 45

Lil Shawn
50 CENT I/G-UNIT Hale II Or Love It
T.I. Motivation
50 CENT Ski Mask
EMINEM Puke



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MOBY Lift Me Up
JENNIFER LOPEZ Get Right (Louie Vega Mix)
STANTON WARRIORS Slanty
GREENSKEEPERS Keep It Down
CHEYNE I've Got Your Number
JANA JANA Heart Of Glass (La Da Dee)

This section features this week's new adds on DMX MUSIC channels available via digital cable and direct broadcast satellite.

ALTERNATIVE

Dave Sloan
FEATURES Blow Out
GARBAGE Why Do You Love Me
MARDO Here She Comes
MODEST MOUSE World At Large

ADULT CONTEMPORARY

Jason Shiff

COLLECTIVE SOUL Better Now
TORI AMOS Sleeps With Butterflies
U2 Sometimes You Can't Make It On Your Own

RHYTHMIC DANCE

Danielle Ruyschaert

ASHLEE SIMPSON La La
ERASURE Breathe
ROSKO Love Is A Drug
SIMPLY RED Home (Remixes)
D1 I/LISA HUNT The Joint Is Jumpin'
ANNA VISSI Call Me
CURTIS MAYFIELD Superfly
KELLY CLARKSON Since U Been Gone (Jason Nevins Mix)

RAP/HIP-HOP

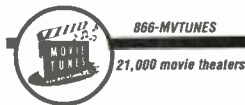
Mark "In The Dark" Shands
GAME Hate It Or Love It



Artist/Title Total Plays

BOWLING FOR SOUP	1985	78
JESSE MCCARTNEY	Because You Live	78
KELLY CLARKSON	Since U Been Gone	76
ALY & A.J.	Do You Believe In Magic	75
KELLY CLARKSON	Breakaway	75
JESSE MCCARTNEY	Beautiful Soul	72
JOJO	Leave (Get Out)	71
JOJO	Baby It's You	71
RAVEN SYMONE	Backflip	70
DIANA DEGARMO	Emotional	37
BLACK EYED PEAS	Let's Get It Started	32
LIL ROMEO I/N. CANNON	My Cinderella	31
AVRIL LAVIGNE	My Happy Ending	30
NELLY I/T. MCGRAW	Over And Over	30
HILARY DUFF	Fly	30
GWEN STEFANI I/VEE	Rich G r l	30
ASHLEE SIMPSON	Pieces Of Me	28
SKYE SWEETNAM	Tangled Up In Me	26
HILARY DUFF	I Am	25
HILARY DUFF	Why Not	25

Playlist for the week of Feb. 15-21



WEST

1. RAY CHARLES What'd I Say
2. COLLECTIVE SOUL Better Now
3. MONTY LANE ALLEN II I Were An Angel
4. NORAH JONES Sunrise
5. AARON CARTER Saturday Night

MIDWEST

1. RAY CHARLES What'd I Say
2. COLLECTIVE SOUL Better Now
3. MONTY LANE ALLEN II I Were An Angel
4. AARON CARTER Saturday Night
5. NORAH JONES Sunrise

SOUTHWEST

1. RAY CHARLES What'd I Say
2. COLLECTIVE SOUL Better Now
3. MONTY LANE ALLEN II I Were An Angel
4. AARON CARTER Saturday Night
5. NORAH JONES Sunrise

NORTHEAST

1. RAY CHARLES What'd I Say
2. COLLECTIVE SOUL Better Now
3. MONTY LANE ALLEN II I Were An Angel
4. AARON CARTER Saturday Night
5. NORAH JONES Sunrise

SOUTHEAST

1. RAY CHARLES What'd I Say
2. COLLECTIVE SOUL Better Now
3. MONTY LANE ALLEN II I Were An Angel
4. NORAH JONES Sunrise
5. AARON CARTER Saturday Night

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Top Pop

Jeff Graham
JENNIFER LOPEZ I/FAT JOE Hold You Down
JIMMY EAT WORLD Work

Top Country

Beville Darden
TRICK PONY It's A Heartache
BOBBY PINSON Don't Ask Me How I Know
AARON LINES Waitin' On The Wonderful
DIAMOND RIO One Believer

Top Jams

Donya Floyd
DESTINY'S CHILD Cater 2 U
FANTASIA Baby Mama
GAME Hate It Or Love It
JENNIFER LOPEZ Hold You Down

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Adult Hit Radio

Jon Holiday
LIFEHOUSE You And Me

Adult Contemporary

Rick Brady
RYAN CABRERA True

US COUNTRY

Penny Mitchell
BIG & RICH Big Time



Charlie Cook • 661-294-9000

Soft AC

Andy Fuller
GOO GOO DOLLS Give A Little Bit

Mainstream Country

David Felker
GRETCHEN WILSON Homewrecker

Hot Country

Jim Hays
GRETCHEN WILSON Homewrecker

Young & Verna

David Felker
DARRYL WORLEY If Something Should Happen



AC Active

Dave Hunter
U2 Sometimes You Can't Make It On Your Own

Alternative Now!

Chris Reeves • 402-952-7600

GARBAGE Why Do You Love Me
MODEST MOUSE World At Large
PITTY SING Radio
MY CHEMICAL ROMANCE Helena



Scott Meyers • 888-548-8637

Nightly Tesh Show

HOOBASTANK The Reason

Weekend Tesh Show

HOOBASTANK The Reason



Jay Frank • 310-526-4247

Audio

ATREYU Right Side Of The Bed
BETTER THAN EZRA A Lifetime
COLLECTIVE SOUL Better Now
DROWNING POOL Killin' Me
HOT HOT HEAT Goodnight Goodnight
MICHAEL BUBLE Home
TANGO REDD Wobble & Shake II
TRU Where U From
YING YANG TWINS Wait

Video

JESSI ALEXANDER Canyon Prayer
JOHNATHAN RICE So Sweet
JUDAS PRIEST Revolution
MY CHEMICAL ROMANCE Helena
AFTERS Beautiful Love

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Tony Lamptey • 866-552-9118

Hip-Hop

FAT JOE So Much More
SLIM THUG I Ain't Heard Of That

R&B

112 You Already Know
BROOKE VALENTINE I/Big BOI Girl Fight

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NATIONAL MUSIC

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75.1 million households
Brian Phillips, Sr., VP/GM
Chris Parr, VP/Music & Talent

ADDS

SHOOTER JENNINGS 4th Of July

TOP 20

	Plays	TW	LW
ALAN JACKSON Monday Morning Church	28	30	
LEE ANN WOMACK I May Hate Myself In ...	27	31	
BRAD PAISLEY Mud On The Tires	27	30	
MARTINA MCBRIDE God's Will	27	29	
RASCAL FLATTS Bless The Broken Road	27	28	
KENNY CHESNEY Old Blue Chair	27	24	
KENNY CHESNEY Anything But Mine	26	29	
LEANN RIMES Nothin' Bout Love Makes ...	26	28	
TRACE ADKINS Songs About Me	25	28	
TOBY KEITH Honkytonk U	25	19	
KEITH URBAN You're My Better Half	24	27	
SAWYER BROWN Mission Temple Fireworks ...	23	22	
JOSH GRACIN Nothin' To Lose	23	20	
MONTGOMERY GENTRY Gone	23	17	
NELLY I/TIM MCGRAW Over And Over	21	28	
GRETCHEN WILSON When I Think About ...	21	28	
SHANIA TWAIN Don't!	19	26	
ALISON KRAUSS & UNION STATION Restless	15	18	
CRAIG MORGAN That's What I Love About ...	15	11	
JAMIE O'NEAL Trying To Find Atlantis	14	12	

Airplay as monitored by Mediabase 24/7 between Feb. 15-21.



GREAT AMERICAN COUNTRY™

Jim Murphy, VP/Programming
26.5 million households

ADDS

KEITH ANDERSON Pickin' Wildflowers

SHELLY FAIRCHILD Tiny Town

GAC TOP 20

ALAN JACKSON Monday Morning Church	
LEE ANN WOMACK I May Hate Myself In The Morning	
JOSH GRACIN Nothin' To Lose	
SHANIA TWAIN Don't!	
TRACE ADKINS Songs About Me	
BILLY DEAN Let Them Be Little	
MARTINA MCBRIDE God's Will	
SUGARLAND Baby Girl	
RASCAL FLATTS Bless The Broken Road	
BRAD PAISLEY Mud On The Tires	
BLAINE LARSEN How Do You Get That Lonely	
KENNY CHESNEY Anything But Mine	
TOBY KEITH Honkytonk U	
KEITH URBAN You're My Better Half	
MIRANDA LAMBERT Me And Charlie Talking	
JOE NICHOLS What's A Guy Gotta Do	
CRAIG MORGAN That's What I Love About Sunday	
BUDDY JEWELL If She Were Any Other Woman	
TERRI CLARK The World Needs A Drink	
KENI THOMAS Not Me	

Information current as of Feb. 25.



Pos.	Artist	Avg. Gross (in 000s)
1	BETTE MIDLER	\$763.5
2	METALLICA	\$657.2
3	CHER	\$626.4
4	JAY-Z & FRIENDS	\$591.5
5	TOBY KEITH	\$550.3
6	YANNI	\$392.3
7	MANNHEIM STEAMROLLER	\$370.0
8	PIXIES	\$314.7
9	SARAH BRIGHTMAN	\$283.5
10	TRANS-SIBERIAN ORCHESTRA	\$268.7
11	RASCAL FLATTS	\$239.2
12	GREEN DAY	\$237.8
13	BILL GAITHER & FRIENDS ...	\$228.8
14	KORN	\$213.7
15	DOLLY PARTON	\$211.4

This week's new tours:
DARDEN SMITH
JEDD HUGHES
MICHAEL BUBLE
MINDY SMITH
MUDVAYNE

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TELEVISION

Tube Tops

Beyoncé is slated to perform on three of the tunes nominated for Best Original Song when ABC presents the telecast of the 77th Academy Awards: She will team with Josh Groban on *The Polar Express* "I Believe," she will join the American Boyschoir on *The Chorus* "Look to Your Path," and she will perform solo *The Phantom of the Opera*'s "Learn to Be Lonely." Counting Crows are set to perform *Shrek 2*'s "Accidentally in Love." At press time a performer had not been selected for the fifth nominated song, *The Motorcity Diaries*'s "Al Otro Lado Del Rio" (Sunday, 2/27, 8pm ET/5pm PT).

Friday, 2/25

• Good Charlotte, *The Tonight Show With Jay Leno* (NBC, check local listings for time).

• Xzibit and Gavin Rossdale, *Jimmy Kimmel Live* (ABC, check local listings for time).

• The Music, *Last Call With Carson Daly* (NBC, check local listings for time).

Saturday, 2/26

• Ludacris, *Saturday Night Live* (NBC, 11:30pm ET/PT).

Monday, 2/28

• Ryan Cabrera, *The View* (ABC, check local listings for time).

• Scissor Sisters, *Jay Leno*.
• Solomon Burke, *Late Show With David Letterman* (CBS, check local listings for time).

• Duran Duran, *Jimmy Kimmel*.

• Jay-Z and The Music, *Late Night With Conan O'Brien* (NBC, check local listings for time).

Tuesday, 3/1



Missy Elliott

• Missy Elliott, *The Ellen DeGeneres Show* (check local listings for time and channel).

• LeAnn Rimes hosts as the new season of *Nashville Star* debuts on USA (10pm ET/PT).

• Elton John, *Jay Leno*.
• Marc Broussard, *Jimmy Kimmel*.

• Slipknot, *Conan O'Brien*.
• Missy Elliott, *Late Late Show With Craig Ferguson* (CBS, check local listings for time).

Wednesday, 3/2

• 3 Doors Down, *Jay Leno*.

• Ben Lee, *Conan O'Brien*.

Thursday, 3/3

• Lang Lang, *Jay Leno*.

— Julie Gidlow

72 million households



Plays

JENNIFER LOPEZ Get Right	34
EMINEM Like Toy Soldiers	33
GREEN DAY Boulevard Of Broken Dreams	33
USHER Caught Up	33
50 CENT Candy Shop	31
KILLERS Mr. Brightside	29
GAME 1/50 CENT How We Do	28
MY CHEMICAL ROMANCE I'm Not Okay (I Promise)	25
KELLY CLARKSON Since U Been Gone	23
SIMPLE PLAN Shut Up	23
T.I. Bring 'Em Out	22
LINDSAY LOHAN Over	20
JESSE MCCARTNEY Beautiful Soul	17
MARIO Let Me Love You	14
GWEN STEFANI Rich Girl	13
DESTINY'S CHILD Soldier	12
FRANKIE J. Obsession (No Es Amor)	11
DMARION O	10
U2 All Because Of You	10
JET Look What You've Done	7

Video playlist for the week of Feb. 15-21.



David Cohn
General Manager

2

BRAVERY An Honest Mistake	36
50 CENT Candy Shop	35
JIMMY EAT WORLD Pain	34
DADDY YANKEE Gasolina	34
GREEN DAY Boulevard Of Broken Dreams	33
KILLERS Mr. Brightside	31
GAME 1/50 CENT How We Do	30
EMINEM Like Toy Soldiers	29
JENNIFER LOPEZ Get Right	29
QUEENS OF THE STONE AGE Little Sister	25
USED All That I've Got	14
TRILLVILLE Some Cut	21
MARS VOLTA The Widow (I'll Never Sleep Alone)	21
SUM 41 Pieces	21
UNWRITTEN LAW Save Me	21
NAS Just A Moment	21
T.I. Bring 'Em Out	20
SNOOP DOGG Let's Get Blown	20
TAKING BACK SUNDAY This Photograph Is Proof	20
MATCHBOOK ROMANCE My Eyes Burn	17

Video playlist for the week of Feb. 15-21.

75 million households



Rick Krim
Exec. VP

ADDS

BECK E-Pro	
EMINEM Mockingbird	
WILL SMITH Switch	
VELVET REVOLVER Dirty Little Thing	
JOHN LEGEND Ordinary People	
KELLY CLARKSON Since U Been Gone	
GREEN DAY Boulevard Of Broken Dreams	
GWEN STEFANI I/VE Rich Girl	
3 DOORS DOWN Let Me Go	
DESTINY'S CHILD Lose My Breath	
EMINEM Mockingbird	
KEANE Somewhere Only We Know	
U2 All Because Of You	
CROSSFADE Cold	
JACK JOHNSON Sitting, Waiting, Wishing	
ALICIA KEYS Karma	
KILLERS Mr. Brightside	
MAROON 5 Sunday Morning	
JOHN MAYER Daughers	
QUEEN LATIFAH I/AL GREEN Simply Beautiful	
SNOOP DOGG Run	
USHER Caught Up	
ASHANTI Only U	
ASLYN Be The Girl	

Video playlist for the week of Feb. 21-28.

20 on 20 (XM 20)

Michelle Boras
JOHN LEGEND Ordinary People
50 CENT Candy Shop
ROB THOMAS Lonely No More
AMERIE 1 Thing
TEGAN & SARA Walking With a Ghost
WILL SMITH Switch

BPM (XM 81)

Alan Freed
IAN VAN DAHL Inspiration
UNITING NATIONS Out Of Touch
KATE RYAN Only If I

HIGHWAY 16 (XM 16)

Ray Knight
GRETCHEN WILSON Homebreaker
RASCAL FLATTS Skin

SQUIZZ (XM 48)

Charlie Logan
HED PE Represent
SILVERTONE Blue Jeans
PORCUPINE TREE Shallow

U-POP (XM29)

Zach Overking
NATASHA BEDINGFIELD Bruise Easily
DOVES Black and White Town
LEMAR Soulman
IDLEWILD Love Steals Us From Loneliness

THE LOFT (XM50)

Mike Marrone
ED HARCOURT Open Book
ED HARCOURT Born In The 70s
ED HARCOURT Kids (Rise From The Ashes)
GLEN PHILLIPS Easier
GLEN PHILLIPS Gather
GLEN PHILLIPS Courage
BATOORF/STANLEY Album
JOH AUER Misfit Kid
JOSH ROUSE Saturday
JOSH ROUSE Winter In The Hamptons
TOM LANGFORD Sailboat Mind
TOM LANGFORD I Was Raised
U2 Sometimes You Can't...

RAW (XM66)

Leo G.
N.O.R.E Cuts From N.O.R.E
PURPLE CITY Purple City Byrdgang

RAW (XM66)

Leo G.
N.O.R.E Cuts From N.O.R.E
PURPLE CITY Purple City Byrdgang

WATERCOLORS (XM71)

Trinity
GEORGE DUKE T-Jam
PAUL TAYLOR Nightlife

X COUNTRY (XM12)

Jessie Scott
RADNEY FOSTER And Then There's Me
ADRIEN HOLT The Blue Side
HACIENDA BROTHERS Hacienda Brothers

XM CAFÉ (XM45)

Bill Evans
I AM KLOOT Echus2
ED HARCOURT Strangers
JOSH ROUSE Nashville

36 million households



Cindy Mahmood,
VP/Music Programming
& Entertainment

VIDEO PLAYLIST

50 CENT Candy Shop	
GAME 1/50 CENT How We Do	
T.I. You Don't Know Me	
USHER Caught Up	
DESTINY'S CHILD Soldier	
DMARION O	
NIVEA It's OK	
TRILLVILLE I/CUTTY Some Cut	
JOHN LEGEND Ordinary People	
FANTASIA Truth Is	
T.I. Bring 'Em Out	

RAP CITY

TRILLVILLE Some Cut	
T.I. Bring 'Em Out	
NAS 1/QUAN Just A Moment	
MIKE JONES VS. THUG & P. WALL Still Tippin'	
GAME 1/50 CENT How We Do	
LUDACRIS Get Back	
TRICK DADDY Sugar (Gimme Some)	
50 CENT Candy Shop	

Video playlist for the week of Feb. 20



AL PETERSON
apeterson@radioandrecords.com

TRS 2005 Preview

A look ahead at R&R's 10th annual News/Talk event

It seems hard to believe that next month we will host our 10th annual R&R Talk Radio Seminar, here in our hometown of Los Angeles. The past decade has offered TRS attendees some pretty special moments, and I guarantee you that this year will be no exception.

In fact, those in attendance at TRS 2005 will notice that, more than ever, this year's event represents the broad spectrum that is News/Talk radio today. From politically driven, issues-oriented talk from both the right and the left to "guy talk" and "girl talk" that target active younger demos and the advertisers that want to reach them, TRS 2005 has the bases covered.



Sean Hannity

This week we offer you a preview of some of the events, special guests and learning sessions that you will find at TRS 2005, which takes place March 10-12 at the Loews Santa Monica Beach Hotel in Los Angeles. Rooms at the Loews have already sold out, but there are alternate accommodations available in nearby hotels. Check the R&R website at www.radioandrecords.com for the latest information and special TRS 2005 room rate deals.

TRS Speakers Rock

Some of the biggest highlights for attendees of the R&R Talk Radio Seminars over the past 10 years have been our special guest speakers. Who can forget ABC Radio's legendary Paul Harvey bringing a crowded room to dead silence with his legendary eloquence, or CBS News'

Charles Osgood playing banjo and leading attendees in a sing-along of the Pledge of Allegiance only weeks after the tragic events of 9/11, or having a front row seat to history as ABC *World News Tonight* anchor Peter Jennings chatted with U.S. Senator John McCain?

TRS 2005 will again offer a stellar lineup of guest speakers who are all sure to kick it up a notch.

Leading off a quartet of featured speakers will be Westwood One host and MSNBC personality Joe Scarborough, who will speak at a general session on Friday, March 11, at 9am. Scarborough brings an insider's perspective on today's hot issues from his seven years in the halls of Congress and his public and private conversations with everyone from the chief executive at 1600 Pennsylvania Ave. to the average Joe on Main Street.



Joe Scarborough

Scarborough's no-holds-barred commentaries are known to raise the blood pressure of folks on both sides of the aisle. As he'll tell you himself, "Joe's got issues," and he'll be bringing his thoughts on a number of them to his appearance at TRS 2005.

Happy 30th, Mickey!

Luckoff marks 30 years at the helm of KGO/San Francisco

While R&R gets set to celebrate our 10th annual Talk Radio Seminar in just a couple of weeks, frankly, that anniversary pales a bit in comparison to the one being marked this week by KGO/San Francisco President/GM Michael "Mickey" Luckoff.



Mickey Luckoff, then and now

It was 30 years ago this week, in 1975, that Luckoff was first named GM of the station that has become the Bay Area's perennial radio leader. During his incredible three-decade tenure KGO has chalked up an amazing 106 consecutive No. 1 Arbitron finishes — an unprecedented accomplishment unmatched by any other radio station in a top 20 market.

"I'd rather have someone try something new and fail than to ever say to me, 'Well this is the way we've always done it.' That's a phrase that is absolute poison to me."

Just as KGO has reflected the heart and soul of the Bay Area for decades, it is Luckoff's hands-on leadership that has been, and continues to be, the heart and soul of ABC Radio's legendary News/Talker. A quote from the man who has been called the best GM in the business rings as true today as it did when it first appeared on these pages in an interview with Luckoff a few years ago. It clearly demonstrates just what it is that's kept KGO on top for so many years.

Continued on Page 18

Hannity Headlines Friday Lunch

This year's Friday luncheon is sure to be another memorable event as ABC Radio Networks personality Sean Hannity engages in a one-on-one conversation with a very special guest newsmaker to be announced. The event is scheduled to air live and nationwide on Hannity's ABC Radio Networks-syndicated talk show and locally in Los Angeles on KABC.

This year marks a return appearance at the TRS podium for Hannity, who has become one of the format's biggest success stories since his national radio show debuted in 2001. Our special Friday Newsmaker luncheon, hosted by ABC Radio, is shaping up to be one of the biggest events of TRS 2005, so if you're planning to attend, be sure to get there early to grab a good seat.

Continued on Page 18

abc NEWS RADIO

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TRS 2005 Preview

Continued from Page 17

Our roster of A-list speakers continues on Saturday morning with a special general session featuring Air America Radio personality, comedian and author Al Franken. Familiar to millions from his years as a writer and performer on *Saturday Night Live*, over the past few years Franken has emerged as a leading voice in the still-fledgling world of liberal Talk radio. He will bring his satirical wit and a perspective from the progressive Talk arena that TRS 2005 attendees are sure to want to hear.

Our final guest speaker on Saturday afternoon will be, as always, the recipient of this year's R&R News/Talk Radio Lifetime Achievement Award. This year's honoree is Randy Michaels, President of Radioactive and former CEO of Clear Channel Radio. Michaels will speak during our annual R&R News/Talk Industry Achievement Awards luncheon, hosted by Sabo Media.

Starting as a programmer and on-air host at News/Talkers WLW/Cincinnati, Michaels has risen from the control room to the boardroom over the past 3 1/2 decades, leaving an indelible mark on the sound and presentation of News/Talk radio across the country.

TRS Roundtable

Each year we kick off events at the Talk Radio Seminar with a general session that targets the current issues and hot topics facing the News/Talk industry. In years past TRS attendees have enjoyed conversations with numerous industry leaders, as well as several spirited debates between some of America's most successful Talk radio hosts.

This year's TRS Roundtable will explore "The Other Side of Talk Radio." On the dais to show you why your biggest competition might not be on the other News/Talk station in town will be Premiere Radio Networks' Phil Hendrie, Westwood One's Tom Leykis, Talk Radio Network syndicated personality and WKQX/Chicago morning host Erich "Mancow" Muller and Twisted Radio creator



Randy Michaels

and KZOK/Seattle host Bob Rivers.

On hand to moderate this special, one-time-only event will be veteran broadcast personality and Talentmasters President Don Anthony. The session begins at 3:30pm on Thursday, March 10, so if you're attending TRS 2005, be sure to get checked in early to get a ringside seat for what promises to be a memorable event.

Following this year's TRS Roundtable will be the Opening Night "Talktail" Reception, hosted this year by Jones Radio Networks. As always, the gala is the place to see and be seen by the movers and shakers in News/Talk radio, and it is one TRS event you'll want to be sure is on your calendar.

Other opportunities for catching up with old friends and networking at TRS include our Friday-evening Happy Hour, hosted by Talk Radio Network, and the Talk Radio Friday Night Party, hosted by Premiere Radio Networks, which is always one of the highlight gatherings at TRS.

Actual Damn Learning Going On!

While fun and hospitality have certainly been part of Talk Radio Seminars over the past 10 years, the real reason so many attendees return year after year is because TRS offers more in-depth, format-focused learning sessions than you will find at any industry event.

Moderators and panelists this year represent some of the best and brightest minds in the News/Talk radio industry from a wide cross section of companies including ABC, Bonneville, Buckley, CBS, CNN, Citadel, Clear Channel, Cox, Emmis, Entercom, Fox, Infinity, Journal, Regent, Salem, Sirius, Susquehanna and XM.

This year's learning sessions will offer attendees discussions of a wide array of topics and issues — from the debate over liberal vs. conservative talk to competition from satellite radio to the rapidly changing rules for covering news. Here's a quick review of some of the sessions scheduled to take place at TRS 2005.

- "Why Left Talk Feels Right": How liberal and progressive talk offers stations new growth opportunities, and why it can potentially grow your cluster's Talk share in virtually any market in America.
- "The Future of News": A roundtable dis-



Tom Leykis

Happy 30th, Mickey!

Continued from Page 17

"It's a demanding and commanding thought that prevails here at KGO: Winning is important," said Luckoff. "To that end, we are never afraid to take chances, and we're never afraid to be wrong. I'd rather have someone try something new and fail than to ever say to me, 'Well, this is the way we've always done it.' That's a phrase that is absolute poison to me."

Luckoff, who was the recipient of the very first R&R News/Talk Radio Lifetime Achievement Award in 1998, has been honored with numerous other awards by his broadcasting peers and also by many Bay Area community leaders and organizations for both his principled leadership and his many contributions to the city and the audience served by KGO.

On behalf of all of us at R&R, we salute Mickey Luckoff and wish him many more years of success as he marks this major career milestone.

cussion of the questions and challenges facing radio newsrooms in a world where budgets remain tight and quasi-news outlets are proliferating on the Internet and other new platforms to serve an audience that increasingly wants news on demand 24/7.

- "Satellite Radio: It's Here, Now Deal With It": Will XM and Sirius expand radio's listening pie or shrink your shares and steal terrestrial radio's biggest stars? Say hello to the future, where satellite radio will compete for your listeners' time and ears.

- "Weekends or 'Weak-ends'?: Are you losing listeners with too much pay-for-play programming and not enough of the kind of talk radio fans expect from your station on Saturday and Sunday? Learn to make the most of weekends to boost your station's shares all week long.

- "Talent Development: It's Job One": It takes great talent, on the air and behind the scenes, to make a great radio station. Learn how to find and cultivate great talents for every department at your station. Don't miss a special guest appearance at this session



Erich "Mancow" Muller

from Westwood One *Loveline* co-hosts Adam Corrola and Dr. Drew Pinsky.

- "Have You Seen Oprah's and Ellen's Ratings?": Guess what: Women will actually listen to Talk radio if you talk about something other than just politics or T&A. More and more stations are learning that there's big potential in shows that can turn on women and the advertisers that want to reach them.

- "What Do These Stations Know That You Don't?": An inside look behind the numbers of four of News/Talk's biggest winners. Learn from the programmers behind the product and find out why they win book after book in this special Arbitron presentation prepared exclusively for TRS 2005.

- "How Talk Listeners Really Listen": Researcher Jon Coleman returns to TRS with a brand-new presentation featuring real Talk radio fans rating real national talk shows in real time. See what tunes them in — and out — during this eye-opening presentation produced exclusively for TRS attendees.

The 10th annual R&R Talk Radio Seminar takes place March 10-12 at the Loews Santa Monica Beach Hotel in Los Angeles. To register, review the TRS 2005 agenda and get complete hotel reservation information, log on to www.radioandrecords.com or call 310-788-1696.



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P 25-54 Ratings Surge

		Summer 2004	Fall 2004		
WLS-AM	Chicago	0.9	1.5	+67%	
KLIF-AM	Dallas	1.1	1.8	+64%	
KPRC-AM	Houston	2.3	3.1	+35%	
KVI-AM	Seattle	0.9	2.3	+156%	
KFTK-FM	St. Louis	2.0	4.4	+120%	
KXL-AM	Portland	2.7	6.0	+122%	#1 in Daypart
KFMB-AM	San Diego	2.6	3.4	+34%	#1 in Daypart
KCMO-AM	Kansas City	3.0	3.6	+20%	
KFAQ-AM	Tulsa	2.7	4.3	+59%	
KWKY-AM	Des Moines	0.2	1.1	+450%	

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YOU CAN HEAR THE DIFFERENCE

How Cool Is This?

About seven years ago, author Elmore Leonard spent some time in L.A. hanging with **Terry Anzaldo**, who was head of promotion at Maverick at the time. Leonard was in the process of writing *Be Cool*, the sequel to *Get Shorty*. This time around, loan shark-turned-movie producer Chili Palmer (played once again by John Travolta) backs his way into the record business. To make the book feel as authentic as possible, Leonard wanted to spend some time with a seasoned promo pro to soak up some of the lingo and atmosphere. Enter T.A. In the process, Leonard borrowed many of Anzaldo's trademark mannerisms and phone phrases and incorporated them into the character of Nicky Carcattera, played in the film by Harvey Keitel.

"The story came full-circle last week, when I was invited to attend the premiere in Hollywood," Anzaldo tells ST. "At least three times in the movie, Keitel says, 'I'm bangin' the phones like a G-D wild man!' Those were the exact words that came out of my mouth. You know I used to call people 'pimp,' 'my brotha' or 'bro' on the phones, and that's exactly what this character is doing — and he's played by Harvey Freakin' Keitel! It was very surreal." See Travolta and Uma Thurman dance again — *Be Cool* opens March 4.



Together again for the first time.

Need More Junk In The Trunk

Excessively hairy WIOQ/Philadelphia morning stunt boy **Diego Ramos** was arrested in Atlantic City, NJ last weekend. First, the back story: The Borgata Casino recently made national headlines with its new policy that mandates that its cocktail waitresses — tastefully nicknamed "Borgata Babes" — maintain their bird-like weights or risk suspension or termination.



A sturdy man who loves him a sturdy woman.

Apparently, Diego prefers a little meat on his bones, so he and a group of interns made a road trip to A.C. to protest.

At 7am on Feb. 21, Diego and company set up shop inside the hotel's lobby and began picketing and shouting such winning slogans as "Bring back the chunk!" according to horrified eyewitnesses. After being escorted outside by security, they continued in front of the hotel, broadcasting the whole mess live via Diego's cell phone. Police quickly arrived and arrested only Diego. "We don't let people come in here and protest," says Borgata's gruff-but-lovable VP **Larry Mullin**, who doesn't expect the hotel to press charges. Ramos is scheduled for a March 7 hearing on a charge of "defiant trespass."

Could Be True, Could Be True

By the time you read this, the official word should be out that **KKDL/Dallas** Asst. PD/MD **Jay Michaels** is leaving to assume the PD reins at the station he's been consulting, new Sinclair CHR/Pop **WZNR (The New Zone@106.1)/Norfolk**. The move will reunite Michaels with his former boss from KDHT (Hot 93.3)/Austin, **Bob Sinclair**.

Hey, Kids! Let's Start A Rumor!

"Get ready for the greatest crappy college radio show ever — that for some reason is going to be on the largest commercial Rock radio station in the country." That's the word from **Jake Fogelnest** (pictured), a member of the improv

comedy troupe **Upright Citizens Brigade**, who, along with fellow Upright Citizen **Paul Scheer**, has been thrown into late-nights at **WXRK (92.3 K-Rock)/New York** every night this week with only these guidelines, provided by OM **Rob Cross**: 1) Don't curse, 2) Make sure to play enough music, and 3) Have fun and do whatever you want.



Insert 'face made for radio' joke here.

About 12 seconds later, the rumor mill swung into overdrive with rumblings that Cross may be grooming Fogelnest and friends to replace **Howard Stern** when Stern departs for Sirius in 2006. At this point, who the hell knows?

The Programming Dept.

- Like many, we were surprised to learn that PD **Paul Williams** had exited **Susquehanna Country KPLX (99.5 The Wolf)/Dallas** after six years. He can be reached at hobiepaul@att.net. Interested in programming The Wolf? Get your package in front of VP/GM **Lon Bason** at lbason@dfwradio.com or via fax at 214-253-2746.

- With **KHKS/Dallas** Asst. PD/MD/midday talent **Fernando Ventura** leaving this week for **KNGY/San Francisco**, PD **Patrick Davis** hands night jock **Billy The Kidd** interim MD stripes. The midday shift remains unfilled.

- KWIE/Riverside** PD **Chris Loos** is headed to the big city as Asst. PD/MD of sister **KDAY/Los Angeles**. Loos, who will also handle noon-3pm, will be involved in finding his successor at **KWIE**. Rush your stuff to **KWIE**, 1845 Business Center Drive, Suite 106, San Bernardino, CA 92408, or e-mail MP3s and resumes to chris@wild96.com.

- WFLZ/Tampa** midday princess **Ashlee Reid** adds MD stripes that are as colorful as they are functional.

- Pamal AC WMEZ (Soft Rock 94.1)/Pensacola, FL** has finally hired a PD: **Annie Sommers**, who most recently programmed **Cox Classic Hits WBBY (The Bay)/Tampa**. She replaces some guy named **Kevin Peterson**, who ran off last year to join some trade magazine as Christian Editor.

- Claudine DeLorenzo** exits as PD of **Citadel Active Rocker WQXA/Harrisburg**.

- MD/night jock **Angel Garcia** exits **Beasley CHR/Rhythmic WRDW (Wired 96.5)/Philadelphia** and is rumored to be headed west.

'Radio' & 'Education' In Same Story!

- NextMedia/Carolinas** Director/Top 40 Programming **Tony Banks** is leaving the day-to-day radio routine — but will help guide the next generation of broadcasters. He's returning to Miami to head up the Broadcast Arts Magnet Program for **Miami-Dade Public Schools**. Outgoing **NextMedia** VP/Programming **Don "Nope, I Haven't Left Yet" Parker** is spearheading the search for **Banks'** replacement as PD of **CHR/Pop WERO (Bob 93.3)/Greenville, NC**. Rush your stuff to Parker at dparker@nextmediagroup.net, or snail it to **NextMedia** Group, 425 S. Sunrise Way, H-7 No. 107, Palm Springs, CA 92262.

- In a story of a similarly "edumacational" nature, **KRZQ/Reno, NV** PD **Jeremy Smith** is also stepping down to go back to school to pursue his lofty goal: a graduate degree in Comparative Government/Latin American Affairs! Sliding into Smith's still-warm PD chair is Asst. PD/MD **Mat Diablo**.

- Syracuse University's** student-owned and -operated **CHR/Pop WJPZ** began broadcasting at 89.1 FM on Jan. 30, 1985.

To salute the station's 20th birthday, the Alumni Association is throwing a banquet at the **Syracuse University Sheraton** on March 5, featuring a keynote address by **Sirius** Exec. VP/Programming **Jay Clark**. **WJPZ** alumni include Broadcast Architecture VP **Hal Rood**, **PromoSuite/ListenerEmail's** **Rocco Macri** and **Radio Disney** air personality **B.B. Goode**. If you would like to attend, contact **Scott Meach** at 888-323-2257 or **Matt Friedman** at 248-855-6777.

Formats You'll Flip Over

- At 5pm on Feb. 17, **KWNZ/Reno, NV** made the move from **CHR/Rhythmic** back to **Pop** as "Z93.7" under PD **Eddie Gomez**.
- KDRE/Little Rock**, which recently flipped from **Adult Standards**

RR TIMELINE

1 YEAR AGO

- Infinity Broadcasting** promotes **Greg Strassell** to Sr. VP/Programming.
- Michael Erickson** officially adds PD duties at **Clear Channel's KKSJ/San Francisco**.
- Mark Remington** promoted to Market Manager for **Clear Channel's Denver** cluster.

5 YEARS AGO

- Jeff Dinetz** joins **NextMedia** Group as Exec. VP/co-COO.
- Michael Hughes** named GM of **Infinity's Classic Rock WZGC (Z93)/Atlanta**.
- Clear Channel** promotes **Carolyn Gilbert** to Exec. VP/GM of radio research and marketing company **Critical Mass Media**.

10 YEARS AGO

- Ron Valeri** moves to **WAXQ (Q104.3)/New York** as PD.
- Peter Asher** joins **Sony Music Entertainment** as Sr. VP.
- Maxx Myrick** officially promoted to PD of **WVAZ/Chicago**.



Maxx Myrick

15 YEARS AGO

- A&M** makes **J.B. Brenner** the label's first VP/Album Promotion.
- Dave Anthony** becomes PD of **CBS's Gold KODJ/Los Angeles**.
- Michael Packer** named Operations Director of **WXYY/Detroit**.



Dave Anthony

20 YEARS AGO

- Dave Michaels** named PD of **WZOU/Boston**.
- Grace Broadcasting** names **Mike Lareau** President/COO.
- Dick Rakovan** appointed VP/GM of **RKO's WFYR/Chicago**.

25 YEARS AGO

- Dan Halyburton** appointed PD/afternoon driver at **WQAM/Miami**.
- Robert J. Tole** named Station Manager of **WPOR-AM & FM/Portland, ME**.
- Gregg Hersholt** appointed News Director at **KJR/Seattle**.



Dan Halyburton

30 YEARS AGO

- Johny Kaye** appointed PD of **KINT-AM & FM/EI Paso**.
- Mike Anderson** moves to **WYRE-AM & FM/Rockford, IL** as PD.
- Carl Wigglesworth** named PD of **KONO/San Antonio**.

to Alternative, changes calls to **KWBF** and now prefers to be addressed as "WB101," if you don't mind. Alyne Hoover, who worked there from 1997-1999, returns as PD, while former KDRE PD Peter Gunn returns from Styles Media/Panama City, FL for nights.

Now, Back To The Countdown!

• After six years with Clear Channel CHR/Pop WNCI and Classic Rock sister WFJX in Columbus, OH, Asst. PD/MD **Joe Kelly** lands his first PD gig: Country sister **WRBT/Harrisburg**. Kelly replaces Shelly Easton, now OM of Citadel's Allentown cluster.

• Asst. PD/MD/afternoon talent **Lucas** is leaving Cumulus CHR/Rhythmic WWKL (Hot 92)/Harrisburg to seek his fame and fortune outside this great business. Please, no Amway jokes.

• **Dan Edwards** is named PD of NextMedia CHR/Pop WRTS/Erie, PA. His arrival marks a return to the NextMedia fold, as he previously programmed WCZQ/Champaign, IL. Most recently, Edwards was PD of KKCT/Bismarck, ND. He replaces Jeff Hurley, now PD of WHKF/Harrisburg.

• **Ryno**, the Asst. PD/MD/afternoon guy at Citadel Active Rocker WAQX (95X)/Syracuse, has left the building. Ryno recently raised the ire of Howard Stern when he slammed Stern on 95X's website for jumping to satellite radio.

• **Jeff Jarnigan**, Director/Programming for Citadel's Baton Rouge cluster, is the new PD of South Central AC WJXB/Knoxville, replacing Mike Blakemore.

News Involving Guys Named Mud

• In a move that surprised almost no one, especially since we prematurely leaked it last week, Asst. PD/MD **Mike "Mud" Kennedy** is now officially sporting the PD stripes at



Yet another guy named Mud.

NextMedia's WSFM (Surf 107.5)/Wilmington, NC.

• **WQSM & WKQB**/Fayetteville, NC PD **Chris Chaos** is headed to the PD chair at Classic Rocker WARO (Arrow 94.5)/Ft. Myers. Chaos replaces Mike

"Mud" Allen, who exited in November.

Quick Hits

• Industry vet **Charlie Kendall** exits mornings at Sandusky Classic Rocker KSLX/Phoenix. Find him at 480-659-9976 or charlie@charliekendall.com. **Joe Bonnadonna**, who's been programming both KSLX and clustermate KDKB, seeks a morning replacement with programming experience to oversee KSLX, freeing him up to concentrate on KDKB.

• **WWWQ** (All The Hits Q100)/Atlanta Marketing & Promotion Director **Scott Kinney** is upped to the newly created position of Director/Creative Marketing & Events, leaving a lucrative Promotion Director opening. E-mail your stuff pronto to Q100 OM/MD **Dylan Sprague** at dsprague@allthehitsq100.com. Down the hall, utility infielder **Thomas Crone** is upped to Music Coordinator.

• Following last week's *Chicago Sun-Times* piece by columnist Robert Feder that predicted morning team **John Monds** and **Emilie McKendall** would be the next to be let go in the "revolving door" of personnel at Crawford Urban AC **WSRB**, Monds resigned to head to crosstown **WILV (100.3 Love FM)** for mornings. Monds assured **ST** that Feder's piece had nothing to do with his leaving.

Talk Topics

• Both Chicago News/Talk outlets — WLS and WGN — are now without PDs. The latest casualty is veteran WLS/Chicago PD **Michael Packer**, who exits.

• Major League Baseball's new DC franchise, the Washington Nationals, will be heard on three stations in Bonneville/Washington's cluster: WFED-AM (Federal News Radio) and Hot AC simulcast **WWVZ-FM & WWZZ-FM (Z104)**.

Condolences

Our thoughts are with the family and friends of Fresno radio fixture **Charlie (Scott) Griggs**, who lost his battle with cancer on Feb. 20, just a few days short of his 72nd birthday. His longtime friend and co-worker Rick Hampton described

Scott's resume thusly: "Husband, father, grandfather, Little



Charlie & friend at KMAK back in the day.

League coach, mentor, ham radio operator and antenna designer, golfer, magician (a good one), computer geek and Buffalo Bills fan." Scott is best known for his stints at **KMAK-AM/Fresno** in the early '80s and **KDWN/Las Vegas** (named after his daughter, Dawn). In 1993 he was named OM of **KBOS/Fresno**, retiring in 1996. Scott is survived by Chrysta, his wife of 41 years, and several children and grandchildren.

• Condolences to United Stations Exec. Producer **Roxy Myzal** and her family and friends on the death of Myzal's mother, Isabel, after a long battle with Parkinson's disease. The family requests that donations be made to the Community Hospice, 246 Manny's Corner Rd., Amsterdam, NY 12010, or the Michael J. Fox Foundation for Parkinson's Research.

FILMS

BOX OFFICE TOTALS

February 18-21

Title	Distributor	\$ Weekend	\$ To Date
1	<i>Hitch</i> (Sony)	\$36.50	\$94.81
2	<i>Constantine</i> (WB)*	\$34.61	\$34.61
3	<i>Because Of Winn-Dixie</i> (Fox)*	\$13.20	\$13.20
4	<i>Son Of The Mask</i> (New Line)*	\$10.10	\$10.10
5	<i>Are We There Yet?</i> (Sony)	\$8.10	\$71.10
6	<i>Million Dollar Baby</i> (WB)	\$7.75	\$55.25
7	<i>Boogeyman</i> (Sony)	\$6.00	\$41.64
8	<i>Pooh's Heffalump Movie</i> (Buena Vista)	\$5.41	\$12.67
9	<i>The Aviator</i> (Miramax)	\$5.04	\$88.99
10	<i>Sideways</i> (Fox Searchlight)	\$4.90	\$59.12

Note: Figures reflect a three-day weekend.

*First week in release. All figures in millions.

Source: ACNielsen EDI

COMING ATTRACTIONS: This week's openers include *Cursed*, co-starring recording artist **Mya**. The film's **Image Entertainment** soundtrack sports **Bowling For Soup's** "Lil' Red Riding Hood," **Collective Soul's** "Better Now," **Three Days Grace's** "Are You Ready," **Apollo 440's** "Stadium Parking Lot," **Alkaline Trio's** "Fine Without You," **Junkie XL's** "Spirits," **Dashboard Confessional's** "This Is a Forgery," **The Crystal Method's** "Bound Too Long" and cuts by **Steve Harwell**, **Reno**, **gusgus**, **Whodini**, **Seven Wiser** and **MBD**.

Also opening this week is *Man of the House*, co-starring recording artist **Christina Milian**. Meanwhile, **Bush** frontman **Gavin Rossdale** has a supporting role in *Constantine*, which is already in theaters.

—Julie Gidlow

TELEVISION

Due to the Presidents Day holiday, Nielsen television ratings were unavailable at press time.

GIANT MORNING NUMBERS

JACKSONVILLE	#1	M25-54	21.9
SAVANNAH	#1	M25-54	12.7
AUGUSTA	#1	M25-54	11.9
SARASOTA	#1	M25-54	11.2
PENSACOLA	#1	M18-49	27.5
TALLAHASSEE	#1	M25-54	12.1
PANAMA CITY	#1	M18-49	14.5
FARGO	#1	M18-34	17.1
BILOXI	#1	A18-34	12.7
MORGANTOWN	#1	M25-54	15.2
HUNTINGTON	#1	M18-49	13.5
HILTON HEAD	#1	M25-54	15.8

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FALL 2004 ARBITRON

HITS TOP 50 ALBUMS

THE INDUSTRY'S NO. 1 RETAIL CHART February 25, 2005

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
15	1	RAY CHARLES	Genius Loves Company	Concord	224,651	+214
3	2	GREEN DAY	American Idiot	Reprise	210,541	+62%
2	3	THE GAME	The Documentary	Aftermath/G-Unit/Interscope	129,154	-15%
14	4	GRAMMY NOMINEES 2005	Various	Capitol	114,854	+55%
10	5	USHER	Confessions	LaFace/Zomba Label Group	107,359	+23%
1	6	3 DOORS DOWN	Seventeen Days	Universal	102,348	-56%
6	7	JOHN LEGEND	Get Lifted	Columbia	94,648	+3%
11	8	EMINEM	Encore	Shady/Interscope	77,420	-8%
13	9	KELLY CLARKSON	Breakaway	RCA/RMG	77,329	-7%
46	10	ALICIA KEYS	The Diary Of Alicia Keys	J/RMG	73,361	+136
26	11	MAROON 5	Songs About Jane	Octone/J/RMG	72,583	+34%
25	12	KILLERS	Hot Fuss	Island/IDJMG	66,070	+22%
18	13	RAY!	Soundtrack	WSM Soundtracks	63,936	+7%
22	14	GWEN STEFANI	Love, Angel, Music, Baby	Interscope	63,604	+14%
8	15	KENNY CHESNEY	Be As You Are	BNA	61,595	-32%
17	16	LIL' JON & THE EASTSIDE BOYZ	Crunk Juice	TVT	61,428	-2%
47	17	JOHN MAYER	Heavier Things	Aware/Columbia	60,781	+98%
7	18	MICHAEL BUBLE	It's Time	Reprise	57,870	-36%
16	19	FANTASIA	Free Yourself	J/RMG	57,536	-10%
37	20	U2	How To Dismantle An Atomic Bomb	Interscope	56,464	+41%
-	21	LOS LONELY BOYS	Los Lonely Boys	Epic	53,843	-
9	22	TINA TURNER	All The Best	Capitol	53,548	-41%
23	23	NOW THAT WHAT I CALL MUSIC! V.	Various	Capitol	51,732	-6%
24	24	DESTINY'S CHILD	Destiny Fulfilled	Columbia	51,295	-7%
20	25	RASCAL FLATTS	Feels Like Today	Lyric Street	50,974	-12%
21	26	CIARA	Goodies	LaFace/Zomba Label Group	50,045	-12%
28	27	LUDACRIS	The Red Light District	Def Jam/IDJMG	49,547	-7%
30	28	GRETCHEN WILSON	Here For The Party	Epic	49,429	-3%
39	29	TIM MCGRAW	Live Like You Were Dying	Curb	48,779	+25%
19	30	SHANIA TWAIN	Greatest Hits	Mercury	48,540	-18%
4	31	BRIAN MCKNIGHT	Gemini	Motown	48,419	-54%
36	32	T.I.	Urban Legend	Atlantic	47,737	+15%
-	33	KANYE WEST	College Dropout	Roc-A-Fella/IDJMG	47,676	-
5	34	TOTALLY COUNTRY IV	Various	Sony	45,572	-53%
31	35	MARIO	Turning Point	J/RMG	45,204	-6%
29	36	PHANTOM OF THE OPERA	Soundtrack	Sony Classical	41,771	-22%
34	37	SNOOP DOGG	R&G (Rhythm & Gangsta)	Geffen	41,010	-8%
32	38	NELLY	Suit	Derrty/Fo' Reel/Universal	40,611	-12%
33	39	JESSE MCCARTNEY	Beautiful Soul	Hollywood	40,098	-11%
27	40	MOTLEY CRUE	Red, White & Crue	Hip-o	39,842	-27%
-	41	JOSS STONE	Mind, Body & Soul	S-Curve/EMC	39,368	-
35	42	JAY-Z/LINKIN PARK	Collision Course	Warner Bros.	36,955	-11%
-	43	QUEEN LATIFAH	The Dana Owens Album	Vector	35,799	-
12	44	LEE ANN WOMACK	There's More Where That Came...	MCA	34,360	-59%
40	45	GEORGE STRAIT	50 #1's	MCA	33,661	-13%
38	46	TOBY KEITH	Greatest Hits 2	DreamWorks	32,809	-16%
-	47	ROD STEWART	Stardust...The Great American...	J/RMG	32,770	-
49	48	GARDEN STATE	Soundtrack	Epic	31,997	+8%
-	49	DISNEYMANIA 3	Various	Walt Disney	31,145	-
-	50	BLACK EYED PEAS	Elephunk	A&M/Interscope	30,954	-

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ON ALBUMS

Ray's Stroke of Genius

Like a double shot of Starbucks espresso, Ray Charles' *Genius Loves Company* (Concord) zooms back to the top of the weekly sales chart. That's what happens when you're a beloved American icon with a hit biopic and eight freshly minted Grammys. The final tally of 225,000 represents a post-Grammy spike of a whopping 214%.



Ray Charles

That number may not be the 250,000 retail was hoping for, but it's enough to squeeze *Genius* past Green Day's *American Idiot* (Reprise), which the Grammys boosted by 62%, to 211,000.



Green Day

That means the pop punk conceptualists are very much alive (unlike Ray), as their new single kicks into high gear.

Other Grammy-related increases are registered by the *Grammy Nominees 2005* set (Capitol), which moves No. 14-No. 4 on 115,000 (+55%); Usher (LaFace/Zomba), who goes 10-5 on sales of 107,000 (+23%); and Alicia Keys (J/RMG), who rockets from 46 to 10 on 73,000, a gain of 136%.

G-Unit/Aftermath/Interscope rapper The Game didn't need no stinkin' Grammy airtime, beating off the rest of the spikies to take No. 3 on sales of 129,000. Republic/Universal's 3 Doors Down, experiencing the typical week-two slip-page and not having the Grammys to bolster sales, still manage to hold down No. 6 on 102,000.

The 3% upward move made by John Legend's *Get Lifted* (G.O.O.D./Columbia/Sony Urban), the No. 7 album, with 95,000 on the week, can't really be attributed to his brief Grammy appearance. Nope, as our esteemed Editor in Chief has said of this talented newcomer: "It's the music, stupid!"

Rounding out the top 10 are No. 8 Eminem (Shady/Interscope) and No. 9 Kelly Clarkson (RCA/RMG).

Just missing the top 10 are No. 11 Maroon 5

(Octone/J/RMG), up 34% on a Grammy-aided 73,000. Other Grammy-spike beneficiaries are No. 14 Gwen Stefani (Interscope), up 14%, to 64,000; No. 17 John Mayer (Aware/Colum-



Los Lonely Boys

bia), up 98% to 61,000; No. 20 U2, up 41%, to 56,000; and No. 21 Los Lonely Boys (OR/Epic), reentering the top 50 on 53,000 in sales. Gretchen Wilson (Epic/Sony Nashville) hits No. 28 but is down 3%, to 49,000. Tim McGraw (Curb) jumps 25%, to 49,000, grabbing the 29 spot, while Kanye West (Roc-A-Fella/IDJ) re-enters at No. 33 as his release logs 48,000.



MIKE TRIAS
mtrias@radioandrecords.com

Movers And Shakers

We've got a lot of movers and shakers Going for Adds across the formats next week, but first we'd like to remind you that we've done a bit of moving and shaking of our own. R&R's new address is 2049 Century Park East, 41st Floor, Los Angeles, CA 90067. The bad news is that you're going to have to update your mailing lists, PDAs and address books. The good news is that our phone and fax numbers will stay as is, saving your fingers a little extra work. Now back to our regularly scheduled programming.

Paul Jackson Jr. has been moving and shaking for

a long time, lending his guitar skills to such notables as The Temptations, Gerald Alston, Bobby Womack, Luther Vandross and Patrice Rushen. "Success as a studio musician comes from knowing that your No. 1 priority is making the artist happy and developing a reputation for giving those who hire you what they want," says the R&B legend. However, Jackson is not always in the background:



Paul Jackson Jr.

Next week he is Going for Adds at Smooth Jazz with "Never Too Much," his version of a track that was a hit for another legend instrumental in the evolution of R&B, Luther Vandross. The song is from the Vandross tribute album *Forever, for Always, for Luther* and was originally performed by Vandross on his 1981 album *Never Too Much*.

k.d. lang takes the idea of a tribute album and flips it around a bit with *Hymns of the 49th Parallel*, a project that pays homage to such



k.d. lang

Canadian artists as Joni Mitchell, Leonard Cohen, Neil Young, Jane Siberry, Ron Sexsmith and Bruce Cockburn. Lang was inspired to record the album by Tony Bennett, with whom she recorded the 2002 duet album *A Wonderful World*, which showcased songs identified with Louis Armstrong.

"These songs are part of my cultural fabric, my Canadian soundtrack," lang says. "They have nurtured my musical DNA. To recognize and honor the profound impact they have had on me, my approach to interpreting these songs is to sing them as honestly, as purely and as true to how I heard them as possible, with respect and reverence for the songs and for the songwriters — as hymns, simply songs of praise." "Love Is Everything," lang's rendition of Siberry's classic, reaches Triple A next week.

Pat Green has been moving and shaking since he released his debut album in 1995, and next week he keeps things going at Country with "Baby Doll," his tale of an aging party girl who is coming to grips with moving on with her life. "Baby Doll" is the latest cut from Green's *Lucky Ones*, which was produced by Don Gehman (John Mellencamp, Tracy Chapman).

Says Green about songwriting, "To me, the only way songwriting works is if you write the truth. Where I'm going as a writer, what I'm looking for is an expansion of the truth, finding out more truth — especially about me. As a younger man, it was easy to get to my truth: I was a simple man, having fun. As you get older, it gets more complicated, but it's also about opening up a lot more places. After all, that's where the deeper truth resides."



Pat Green

Embrace have also been doing their thing since the mid-'90s, and now they arrive at Alternative with "Ashes," taken from their album *Out of Nothing*, in stores May 3. Brothers Danny (lead vocals, guitar) and Richard McNamara (lead guitar) put the band together, recruiting Steve Firth (bass), Mick Dale (keyboards) and Mike Heaton (drums).

R&R Going For Adds

Week Of 2/28/05

CHR/POP

- AARON CARTER Saturday Night (*Trans Continental Records*)
- AMERICAN HI-FI The Geeks Get The Girls (*Maverick/Reprise*)
- DESTINY'S CHILD Cater 2 U (*Columbia*)
- KIMBERLEY LOCKE Coulda Been (*Curb/Reprise*)
- SUM 41 Pieces (*Island/IDJMG*)
- TOBYMAC Gone (*ForeFront/EMI CMG*)

CHR/RHYTHMIC

- C-MURDER f/B.G. Y'All Heard Of Me (*Tru/Koch*)
- CASSIDY I'm A Hustla (*J/RMG*)
- CIARA f/LUDACRIS Oh (*LaFace/Zomba Label Group*)

URBAN

- C-MURDER f/B.G. Y'All Heard Of Me (*Tru/Koch*)
- CASSIDY I'm A Hustla (*J/RMG*)
- CIARA f/LUDACRIS Oh (*LaFace/Zomba Label Group*)
- CUBAN LINK f/IMYA Sugar Daddy (*MOB*)
- MANNIE FRESH f/TATEEZE Conversations (*Cash Money/Universal*)
- WILL SMITH Switch (*Interscope*)

URBAN AC

- TEMMORA f/HOWARD HEWETT There's No Me (*LEG*)

GOSPEL

- LOUISIANA STATE MASS CHOIR OF THE FGBCF His Name Is Jesus (*Tehillah/Light*)
- MARTIN'S FAVOR As For Me And My House (*Nitram Entertainment*)
- SHEKINAH GLORY MINISTRY Higher (*Kingdom*)
- SHEKINAH GLORY MINISTRY Yes (*Kingdom*)

COUNTRY

- DAVID BALL Happy With The One I've Got (*Wildcatter/Quarterback*)
- PAT GREEN Baby Doll (*Universal/Republic/Mercury*)

AC

- ROB THOMAS Lonely No More (*Atlantic*)

HOT AC

- BILLY MILES Sunshine (*Aezra/EMI*)
- KIMBERLEY LOCKE Coulda Been (*Curb/Reprise*)
- SUM 41 Pieces (*Island/IDJMG*)
- TOBYMAC Gone (*ForeFront/EMI CMG*)

SMOOTH JAZZ

- AVERAGE WHITE BAND Work To Do (*Liquid B*)
- FRANK CATALANO Street Jazz (*A440*)
- PAUL JACKSON, JR. Never Too Much (*GRP/VMG*)
- STEVE COLE Thursday (*Narada Jazz*)

ROCK

- ALSTON Ordinary (*Repossession*)
- BECK E-Pro (*Interscope*)
- OZZY OSBOURNE Mississippi Queen (*Epic*)
- THORNBIRDS All The Same (*Warrior*)

ACTIVE ROCK

- ALSTON Ordinary (*Repossession*)
- BECK E-Pro (*Interscope*)
- OZZY OSBOURNE Mississippi Queen (*Epic*)

ALTERNATIVE

- EMBRACE Ashes (*Lava*)
- THORNBIRDS All The Same (*Warrior*)

TRIPLE A

- ADAM RICHMAN The Loneliness Song (*OR Music*)
- AL GREEN Perfect To Me (*Blue Note/Virgin*)
- BILLY MILES Sunshine (*Aezra/EMI*)
- EARLIMART The Hidden Track (*Palm*)
- JIMMY LAFAYE Revival (*Red House*)
- K.D. LANG Love Is Everything (*Nonesuch*)
- KYLE RIABKO What Did I Get Myself Into (*Aware/Columbia*)
- VIRGINIA COALITION Mason Dixon (*Bluhammock/Red Ink*)

CHRISTIAN AC

- FERNANDO ORTEGA Mildred Madalyn Johnson (*Curb*)
- JARS OF CLAY God Will Lift Up Your Head (*Essential/PLG*)
- JOHN DAVID WEBSTER Miracle (*BHT*)
- LOST IN WONDER I Will Never Be The Same (*EMI CMG*)
- NEWSBOYS Devotion (*Sparrow/EMI CMG*)

CHRISTIAN CHR

- JARS OF CLAY God Will Lift Up Your Head (*Essential/PLG*)
- JOHN DAVID WEBSTER Miracle (*BHT*)
- NEWSBOYS Devotion (*Sparrow/EMI CMG*)

CHRISTIAN ROCK

- FURTHER SEEMS FOREVER Like Someone You Know (*Tooth & Nail*)
- GRETCHEN Passion (*MD*)

INSPO

- FERNANDO ORTEGA Mildred Madalyn Johnson (*Curb*)
- JARS OF CLAY God Will Lift Up Your Head (*Essential/PLG*)
- LOST IN WONDER I Will Never Be The Same (*EMI CMG*)
- NEWSBOYS Devotion (*Sparrow/EMI CMG*)

CHRISTIAN RHYTHMIC

No Adds

R&R's Going for Adds features the complete list of songs impacting radio for the coming week. Going for Adds is e-mailed each week to participating radio and record executives. For more info, contact John Fagot at jfagot@radioandrecords.com.



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A Perry Capital Corporation

Fritts

Continued from Page 1

person to lead and continue the NAB as the dominant organization for the broadcast industry."

Kennedy said, "Eddie Fritts will be a tough act to follow. His insight, vision and tireless work on behalf of broadcasters has served us extraordinarily well." Fritts has led the NAB since 1982.

In an exclusive interview with R&R, Fritts, who turns 64 this month, said that while he's ready to get the succession process going, he'll stay on as long as it takes to ensure a smooth transfer of power. "The NAB is my first love, and I want to make sure the NAB is well-served during this transition," he said.

Indeed, while there's more than a year left on his employment contract, Fritts decided, after watching other executive-succession plans unfold slowly, that time was of the essence. Citing the RIAA, Motion Picture Association of America and Cellular Telecommunications & Internet Association as examples, Fritts said, "All of those seemingly took a longer time, and I wanted to

give the NAB the maximum time available."

While Fritts' contract calls for him to remain as a consultant to the NAB until April 2008, he revealed that he plans to launch a political consultancy that may expand beyond broadcasting. "There are all sorts of issues before Congress and many people who need to call on consultants," he said. However, Fritts said he hasn't solicited any new clients and insisted that the NAB's business will take top priority. He said, "The NAB will be my anchor client, and I wouldn't do anything that would be contrary to my anchor client."

And while he's still comfortably sitting in the NAB's CEO chair, he issued a warning to his eventual successor about lobbying on Capitol Hill. "Keep your head down because they're using live ammunition," Fritts joked.

Turning serious, Fritts listed managing the NAB's issues on Capitol Hill and at the FCC, generating revenue through membership dues and events such as its annual convention, and focusing on effective administration of the group's

agenda as the key areas on which the group's next leader must stay focused. "In running the operation, you must make sure that your membership is going strong and moving in the same direction," he told R&R.

Looking back on his 23 years on the job, Fritts declined to select one victory that he felt marked the greatest triumph of his tenure, noting that the group has faced many challenges on his watch. "It seems like every two or three years there is an enormous issue to end all issues," he said.

Conversely, Fritts couldn't name one defeat that stood out as especially disappointing. "I've always believed that there are no final victories and no final defeats," he said. "Over the years we might lose one at the FCC, only to maybe go to Congress and get it passed. We've done a lot of things that people thought were impossible."

Noting that former Sen. Bob Packwood once famously said the NAB "couldn't lobby its way out of a paper bag," Fritts said he's pleased with how far the group has come. "I have to take pride in the fact that we've been effective," he said.

Revenue

Continued from Page 1

nonspot revenue has been reported by the RAB in its monthly update. That category grew at a rate 2% better than the same month a year ago, keeping the overall radio revenue report for January at 3% growth.

The 3% sales improvement over January 2004 compares favorably with both January 2004's revenue report, which was flat against January 2003, and against the full-year

2004 number, which showed 2% growth for the year. The spot revenue data is compiled by the accounting firm of Miller, Kaplan, Arase & Co. based on a pool of more than 150 radio markets.

RAB President/CEO Gary Fries said radio spearheaded several significant initiatives in 2004 that appear to be paying dividends in 2005. During the RAB2005 sales conference in Atlanta earlier this month, he identified nonmedical insurance, professional services,

health care and financial services as leading growth categories for radio during the calendar year just ended.

Fries said, "As we move through 2005, driving these programs to the next level, radio will continue to catch the attention of new advertisers and capture a larger share of existing budgets." At RAB2005 Fries said he is focused on growing radio beyond the 8% of all advertising revenue it has been generating for the past six years.

Payola

Continued from Page 1

labels and their independent promoters.

Almost all radio groups have banned the independent promotion of songs at their stations. In November 2004, the same week that Infinity issued its memo severing ties with indies, Infinity/Rochester, NY Operations Director John McCrae was terminated following an internal probe of the use of gift certificates

given to the cluster for giveaways in listener contests and promotions. A PD for Entercom/Bufalo, Dave Universal, has also been fired since the Spitzer investigation began.

Meanwhile, Gospel WGRB-AM/Chicago PD Sandra Robinson was terminated from the Clear Channel station Feb. 17 following a payola investigation. According to the *Chicago Sun-Times*, insiders suggested payments were made to guarantee airplay. The paper also reported that Robinson's husband is an inde-

pendent promoter for a company that promotes gospel acts.

Said Clear Channel/Chicago Market Manager John Gehron, "Payola is absolutely prohibited, and we have strict enforcement policies to prevent it. We take these matters very seriously and have terminated the employee in question." Robinson had been with the station for six years and had served as President of the Chicago chapter of the Gospel Announcers Guild.

— Roger Nadel

Wolfe

Continued from Page 1

Wolfe has spent nearly his entire broadcast career with WEEL, having joined the station in 1991 as a

producer. He was appointed PD eight years ago and was promoted to his most recent position, as Director/Programming & Operations, in 2004.

"I'm extremely pleased that the

company has this faith in me," Wolfe told R&R. "I'm very proud of what we've accomplished in Boston, and I hope that I can play a small role in helping our other markets grow."

Indecency

Continued from Page 1

indecency. However, proponents insisted that the bill's only aim is to increase the amounts the FCC can levy for indecency violations, not to stifle free speech.

Bill sponsor Fred Upton and co-sponsor Ed Markey successfully at

tached an amendment to the bill that clarifies the guidelines for fining performers and other nonlicensees. The amendment directs the FCC to ensure that a nonlicensee's violation was "willful and intentional" and is designed to protect artists whose recorded programming is aired by a station or athletes who utter exple-

tives during the course of live sporting events without knowing if a microphone or camera is nearby.

A similar version of the bill is currently making its way through the Senate. Infighting and a heavy load of amendments doomed last year's Senate indecency legislation.

— Joe Howard



SAT BISLA
sat@radioandrecords.com

The British At SXSW

UKTI, BPI lend support to new U.K. talent

There's been a resurgence in music from the U.K., and it's not just having an impact domestically. It's beginning to be seen in international territories too, including the United States. Two of the strongest supporters of the export of U.K. talent — groups that have a vested interest in developing homegrown artists and the companies that sign them — are the British Phonographic Industry and U.K. Trade & Investment.

Both groups have it as part of their mission to make sure the U.K. music business continues to thrive, domestically and internationally. And both will have a significant impact at this year's SXSW in Austin: They're closely involved with some of the biggest U.K. music events at the annual conference.

A&R Worldwide spoke recently with London-based BPI International Manager Matt Glover and UKTI British Music Industry Export Promoter Phil Patterson, and Los Angeles-based UKTI Vice Chair Carlo Cavagna.

The BPI's Role

Glover spearheads global music initiatives for the BPI and will be present at SXSW. Asked about the BPI's objectives at the show, he says,



"The BPI hosted its first British showcase at SXSW in 2002, in conjunction with AIM [the Association of Independent Music], British Underground, NME and U.K. independent promotion company Metropolis Music.

Whether it's the evolution of the BBC Americas cable network or popular primetime programs like Nanny 911 and Supermanny, British is cool!

"The BPI is the U.K. recorded-music industry's trade association and is both a protector and promoter of British music. In addition to the lobbying and anti-piracy work we do on behalf of all U.K. record companies, we produce the industry's research and statistics, procure discounts on chart data through our partnership with the Official Charts Co., run education and training seminars, offer copyright protection and legal expertise and showcase British music globally via the BRIT Awards, as well as our members' awards show. In addition, we provide practical business advice and support at trade fairs like MIDEM and SXSW."

You can get more information on the BPI at www.bpi.co.uk.

BPI-Sanctioned Events At SXSW

One of the events the BPI is responsible for helping coordinate at SXSW is the British showcase at Buffalo Billiards, set for March 18 at 8pm. There are a number of key U.K. acts performing at Buffalo Billiards, including Embrace (recently signed to a U.S. deal by Lava Records), Dogs Die In Hot Cars (V2), the hotly tipped James Blunt (Atlantic), Tom Baxter (Columbia), Amy Smith (Universal) and big A&R buzz band The Go! Team (signed to U.K. indie Memphis Industries).

This event will be broadcast back to the U.K. as part of BBC Radio 2 and 6 Music's programming for SXSW 2005. In addition, for the first time, MTV2 will showcase U.K. acts at SXSW, including the talented Tom Vek (often described as the U.K.'s answer to Beck), Nine Black Alps (hailed as the British Nirvana), Idlewild and headliners The Music, who will be performing at La Zona on March 19.

MTV2 will broadcast these events over Easter weekend, March 25-28, as well as airing highlights during the week of March 21 on the *Gonzo* show, hosted by our good friend Zane Lowe. Glover says, "British music is in

huge demand either side of the Atlantic, and with good reason. The BPI has for a long time supported SXSW, and our showcase was established in 2002 to help promote acts that wouldn't necessarily get the attention they deserve. The showcase has grown in reputation considerably since then, and we're delighted to have top U.K. brands BBC, NME and MTV2 coming in under the British umbrella.

"The BPI supports any activity that has the commercial interests of our member labels and companies at heart. Anything that contributes to the reputation and sales of U.K. music abroad is key to the efforts of the British partners that are involved in SXSW 2005."

Glover will be joined at SXSW by Crispin Parry, Managing Director of British Underground, who is working as a creative consultant and project manager for the BPI-sanctioned events at SXSW 2005. The events are being promoted under the "sUK on this!" brand.

Glover's Role

Glover says, "As International Manager at the BPI, my key responsibility is to help BPI members improve their business outside the

U.K. These goals include identifying priority territories and international strategies with labels that are focused on measurable business objectives. I also identify obstacles to overseas trade for record companies and address those challenges.

"In addition, I manage BPI's presence at key trade shows and missions, ensuring they always represent the best interests of BPI member companies. I also focus on providing BPI members with materials and information on selling their services overseas, as well as pro-



"The BPI is the U.K. recorded-music industry's trade association and is both a protector and promoter of British music."

Matt Glover



viding and managing specific events and opportunities for BPI members that help increase BPI member sales internationally."

The UKTI & The Creative Industries

Phil Patterson and Carlo Cavagna of the UKTI have been involved in various aspects of support and promotion for U.K. commerce, including music and the creative industries. I asked the duo how the UKTI is involved with the BPI at SXSW.

They respond, "We are involved with the British music industry at SXSW, and this is just one of many events and trade missions that

"The BPI supports any activity that has the commercial interests of our member labels and companies at heart. Anything that contributes to the reputation and sales of U.K. music abroad is key to the efforts of the British partners that are involved in SXSW 2005."

Matt Glover



the UKTI is now and has been for the last two years participating in — the aim being to re-establish British artists, composers, writers and music companies in old and new markets around the world — the U.S. being the No. 1 priority!

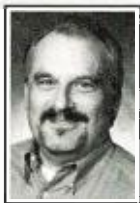
"The UKTI's goal is to support U.K. artists and labels seeking to break into international markets. The UKTI works closely with both industry and the Department of Culture, Media and Sport to develop an export strategy that achieves this goal. Together we deliver that strategy. Our role is to also coordinate U.K. Trade & Investment assistance for British artists and companies seeking to work in the United States."

Involvement With The U.S. Market

There's a renewed passion and interest in many things British these days. Whether it's the evolution of the BBC Americas cable network or popular primetime programs like *Nanny 911* and *Supermanny*, British is cool! In addition to the strong British music impacting the U.S. and international markets, the recent radio alliances between WXRK/New York, KDLD/Los Angeles and KCRW/Los Angeles and such U.K. radio outlets as BBC Radio 1 and Xfm — brokered by A&R Worldwide — mean we're seeing the beginning of a movement driven by British culture, music and influence.

Patterson and Cavagna say, "The United States has historically been a critical market for U.K. music, and we're seeing an exciting revival of interest in what U.K. artists have to offer right now. Because the UKTI recognizes the crucial role that creative industries like music play in the U.K. economy, and because the United States is so important to the continued development of those industries, we aim to create exposure and opportunities for U.K. music here."

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KEVIN CARTER
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PART ONE OF A TWO-PART SERIES

Fall Book '04: The Made-For-Radio Miniseries

Numbers bonanza bodes well for many Pop stations

Like a horde of rampaging Huns, the fall numbers came pouring in. Some of the ratings books, thankfully, were greeted by their stations with a friendly hug and a ham sandwich. We decided to make random calls to some of the fortunate PDs (and one not so fortunate, it turns out) to find out what went right for them in the fall '04 book.

KIIS/Los Angeles

Big gun KIIS ticked up 4.1-4.2 12+ this fall, and we caught up with PD John Ivey at the airport as he was headed to New York. Oddly, he wasn't too busy to talk about his success. "Things really popped for us," he said. Indeed, KIIS and simulcast partner KVVU/Lancaster, CA pulled into Arbitron Station at No. 4 12+.



John Ivey

"Not bad when you consider that last fall, we were at a 3.3," Ivey continued. "This was one of those good books where every page contained some good news. KIIS is No. 1 come with 1.8 million, while Ryan Seacrest's morning cume is closing in on 1 million after less than a year. He's also taken over with women 18-49, which is gratifying." "In other dayparts, Valentine in afternoons and Jojo and ODM in nights also showed huge increases. It feels really good to have the station back on track."

KDWB/Minneapolis

KDWB PD Rob Morris is grateful that Pop radio finally has some balance in its playlist.

"CHR radio has always been cume-driven. We're like Wal-Mart or Target, we're not a boutique."

Rob Morris

Thanks to the pendulum's swing away from the "nothing but rhythmic" side, Pop had a wide variety of artists to pick from in fall '04, and this helped power the station up 4.4-4.7 12+ and back into the top five.

"Gavin DeGraw was big, Kelly Clarkson had a huge record with 'Breakaway,' and Nelly's 'Over and Over' certainly was big," said Morris. "We were playing stuff from the rhythmic side, the pop side and the rock side. You sometimes see that splintering of people who like rhythmic music. They'll go to the Rhythmic station, but maybe they'll still come you."

Morris is a firm believer in the mantra "play the hits," and he says that's what will help him attract the biggest audience, regardless of whether he's taking those listeners from other stations or even the dreaded iPods and Internet radio. "It's really tough, because people's loyalties will go one way, and if they have a particular taste for rhythmic music, they'll make the Rhythmic station their choice," he said.

"We try to do the best job we can with them, but they may not be happy with Kelly Clarkson, Switchfoot, Maroon 5 and stuff like that. They may have sit through those records to get to the Nelly, the Nitty, the Eminem

or whatever. That's why CHR radio has always been cume-driven. We're like Wal-Mart or Target, we're not a boutique."

KDWB rode the crest of high fuel prices into the fall book, giving away tons of free gas in late summer and early fall. The station also did some national contesting with Clear Channel, handing out a metric assload of cash. Then they tied it all up with a neat little bow with the station's holiday Jingle Ball, featuring Avril Lavigne, Switchfoot, Christina Milian, Nitty, Ryan Cabrera and a sold-out crowd. All of this added up to a nice bounce-back book for Morris and his posse.

"We had our highest female 18-34 share since spring 2003: No. 1 in our core demo," Morris said. "I think we had a full share point lead over the No. 2 station, which is pretty significant. The morning show did extremely well, they really outperformed."

WAEB (B104)/Allentown

If our reaction to seeing B104's two-point 12+ jump in the fall book was "Holy crap!" imagine what non-FCC-approved words PD Laura St. James and crew were screaming when they saw their numbers. "Yes, we were popping the sparkling cider the day the book came out," she said. With an 8.7-10.7 12+ move, we're not all that surprised.

"All celebrating aside, this was an amazing book for us. We're No. 1 in every female demo. In women 35-44 we beat our AC competitor 21.4 to 10.2." So what was the tasty special sauce that St. James spread out over the airwaves? She says it was all about change, sometimes a scary word to programmers.

"We dropped our '10 in a Row' slogan and introduced 'Hits of the '80s, '90s and Now,'" she said. "We also brought on a new station voice, Ed Bishop, out of WIOQ (Q102)/Philadelphia, and introduced a new jingle package."

"Giving away lots of cash also helped! Less Is More' did away with the clutter, and now the station sounds better than ever. It's true what they say: Change is good!"

KSLZ (Z107.7)/St. Louis

We caught up with PD/afternoon guy Boomer only days before he suddenly exited the station, a departure made all the more puzzling by the fact that Z107.7 went up 4.2-4.5 12+ to put the station safely within the blanket of top-fivedom. "Music, mornings and promotions, that's the magic stuff of success," he said.



Boomer

On the music side, he said that in a market like St. Louis, the rhythmic product was "right in his wheelhouse." One of his Urban competitors went away during the fall book, leaving clusterbuddy KATZ (The Beat) with sole ownership of those titles and allowing Z107.7 to skate by with lighter rhythmic titles, along with some Gavin DeGraw and Switchfoot for flavoring.

In terms of contesting, Boomer said that the station participated to some extent in Clear Channel's national contesting, but he tried to remain local all the way. "We did a 'Christmas Ripoff' contest in December, which was a chance for contestants to win electronics and trips," he said.

"We've really started to hyperfocus on the online database. We've done some really focused and stealth contesting with them."

Boomer

"Of course, the World Series was here, so we had any number of World Series events and ticket giveaways. It was short-lived, but it was great for the city and really gave us a shot in the arm."

Boomer's biggest promotions took on one of radio's biggest rivals — the Internet — and used its evil power to his station's advantage. He said, "We've really started to hyperfocus on the online database, our listener club, the Z-VIP program. We've done some really focused and stealth contesting with them."

"We're actually doing a contest now called the 'Z-ViPod' contest, where every day our Z-VIPs have a chance to win an iPod Mini. They go to the website and become a member if they're not already. Then they submit a song they want to hear — any song at all, the more bizarre the better. If we play their song and they call back, they win an iPod Mini. We're doing that three or four times a day."

"What we've found is that your database is only 10%-20% of your cume anyway, and only that percentage, the top 10% of your P1s, is going to take part in your contest. The concern was that by hyperfocusing on Z-VIPs we'd alienate everyone else, but we found that people aren't put off by it. They're going through the steps to go to the site and become a member and get their songs in."

"We're getting upward of 50 new members a day, which is another 1,500 people we're putting in the database this month. Focused contesting works really well. I don't think you can ignore the other mediums that are out there and available to listeners."

"Our thinking is that, hopefully, they'll take music they hear on the radio and put it in their iPod, and when they don't have their iPod around, they'll turn on the radio for the music they already have."

"The contest execution on the air is interesting, because we've played everything from Bon Jovi to Rick James to The B-52s. In these days of 'Jack FM' popping up and playing everything across the board, it's a lot of fun. Every time we do it, the phones explode."

The payoff was big: Z107.7 missed No. 1 in its target demo of 18-34 by a lowly tenth of a point, moving 6.5-8.8. Then, on Feb. 18, Boomer left the building. He's available now for his next challenge at 314-223-7587 or cdlnst@aol.com.

Thanks to Assoc. Radio Editor/Evil Minion Keith Berman, who performed much of the heavy lifting necessary to make this column not suck. Next week: More fall book excitement, with numbers so good, you'll swear they're homemade!



FRANKIE J MEETS THE Z The artist stopped by the palatial KSLZ (Z106.7)/San Antonio offices to hang out; flash hand gestures that indicate his chart domination; and perform his new track, "Obsession." Seen here are (l-r) Z106.7 morning guy Jay Quintero and promotions crew members J'Nette and La Rue, Frankie J, Z106.7 MD Sammy Suarez and PD Doug Bennett, Columbia Records' Andy Flick and Z106.7 Promotions Director Joey Farias.

CHR/POP TOP 50

February 25, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (K)	WEEKS ON CHART	TOTAL STATIONS/ADDS
3	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)	8481	+576	735676	9	119/1
4	2	KELLY CLARKSON Since U Been Gone (RCA/RMG)	8056	+395	714160	12	118/0
2	3	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	8028	-256	683136	14	116/0
1	4	MARIO Let Me Love You (J/RMG)	7593	-748	605640	14	117/0
5	5	JESSE MCCARTNEY Beautiful Soul (Hollywood)	6590	-382	542808	17	118/0
9	6	GWEN STEFANI f/EVE Rich Girl (Interscope)	5553	+488	534900	10	118/0
8	7	EMINEM Mockingbird (Shady/Aftermath/Interscope)	5478	+35	392193	10	115/0
11	8	USHER Caught Up (LaFace/Zomba Label Group)	5184	+727	427709	8	117/0
6	9	DESTINY'S CHILD Soldier (Columbia)	5165	-686	399933	13	112/0
7	10	GAVIN DEGRAW I Don't Want To Be (J/RMG)	4925	-526	409930	22	115/0
13	11	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	4901	+1053	417570	5	117/2
10	12	LIL' JON & THE EASTSIDE BDYZ f/USHER & LUDACRIS Lovers & Friends (TVT)	4610	-86	332247	10	78/0
15	13	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	4099	+441	331603	9	102/4
12	14	RYAN CABRERA True (E.V.L.A./Atlantic)	3793	-504	332242	16	111/1
20	15	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	3192	+364	251773	5	84/7
16	16	JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	3153	-339	298959	12	111/0
14	17	NELLY f/TIM MCGRAW Over And Over (Derrty/Fo' Reel/Curb/Universal)	3124	-601	257172	19	103/0
17	18	KELLY CLARKSON Breakaway (Hollywood)	2860	-273	260014	29	111/0
18	19	ASHANTI Only U (Murder Inc./IDJMG)	2733	-255	156114	8	98/0
22	20	NELLY N Dey Say (Derrty/Fo' Reel/Universal)	2723	+96	162292	8	89/2
32	21	ROB THOMAS Lonely No More (Atlantic)	2669	+960	192239	2	97/8
21	22	MARODN 5 Sunday Morning (Octone/J/RMG)	2652	-56	187929	12	110/0
30	23	SNOOP DOGG f/JUSTIN TIMBERLAKE Signs (Doggystyle/Geffen)	2575	+598	182556	4	102/8
28	24	MARIAH CAREY It's Like That (Island/IDJMG)	2561	+398	187931	4	106/3
29	25	ALICIA KEYS Karma (J/RMG)	2458	+298	158789	10	101/1
19	26	JENNIFER LOPEZ Get Right (Epic)	2273	-601	170132	7	103/0
31	27	BOWLING FOR SOUP Almost (Silvertone/Jive/Zomba Label Group)	2128	+298	121309	6	98/2
36	28	NATALIE Goin' Crazy (Latium/Universal)	2043	+704	205178	3	84/22
23	29	AVRIL LAVIGNE Nobody's Home (Arista/RMG)	2031	-488	196330	15	107/0
25	30	SNOOP DOGG f/PHARRELL Drop It Like It's Hot (Doggystyle/Geffen)	1941	-356	127845	15	104/0
33	31	EMINEM Like Toy Soldiers (Shady/Aftermath/Interscope)	1931	+241	200985	7	64/9
26	32	JOHN MAYER Daughters (Aware/Columbia)	1834	-429	110327	18	85/0
40	33	50 CENT Candy Shop (Shady/Aftermath/Interscope)	1758	+635	170101	2	57/22
35	34	3 DODDS DOWN Let Me Go (Republic/Universal)	1632	+150	83655	7	78/7
27	35	LENNY KRAVITZ Lady (Virgin)	1584	-656	95580	16	91/0
24	36	GODD CHARLOTTE I Just Wanna Live (Daylight/Epic)	1524	-994	66639	11	99/0
34	37	LUDACRIS Get Back (Def Jam South/IDJMG)	1422	-233	101347	9	58/0
38	38	TYLER HILTON When It Comes (Maverick/Reprise)	1236	+11	41421	9	64/2
43	39	JET Look What You've Done (Atlantic)	1186	+225	125900	5	62/10
39	40	EMINEM f/DR. DRE & 50 CENT Encore (Shady/Aftermath/Interscope)	1148	-52	105310	13	81/0
45	41	KILLERS Mr. Brightside (Island/IDJMG)	1100	+208	64436	3	72/6
42	42	LINDSAY LOHAN Over (Casablanca/Universal)	1071	+80	60325	8	74/2
44	43	KEANE Somewhere Only We Know (Interscope)	1002	+103	61830	7	66/3
Debut	44	WILL SMITH Switch (Interscope)	960	+572	52429	1	63/11
46	45	SIMPLE PLAN Shut Up (Lava)	929	+153	49700	2	66/4
47	46	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	927	+162	53934	3	53/9
49	47	CROSSFADE Cold (Columbia)	838	+144	33599	4	46/3
48	48	GOD GOO DOLLS Give A Little Bit (Warner Bros.)	775	+22	48450	8	28/0
Debut	49	PAPA ROACH Scars (Geffen)	766	+134	31259	1	51/3
Debut	50	TIM MCGRAW Live Like You Were Dying (Curb)	728	+87	55562	1	35/3

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
GAVIN DEGRAW Chariot (J/RMG)	40
NATALIE Goin' Crazy (Latium/Universal)	22
50 CENT Candy Shop (Shady/Aftermath/Interscope)	22
JIMMY EAT WORLD Work (Interscope)	21
AKON Lonely (SRC/Universal)	19
JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	18
WILL SMITH Switch (Interscope)	11
RELIENT K Be My Escape (Capitol/Gotee)	11
JET Look What You've Done (Atlantic)	10
JOJO Not That Kinda Girl (BlackGround/Universal)	10

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	+1053
ROB THOMAS Lonely No More (Atlantic)	+960
USHER Caught Up (LaFace/Zomba Label Group)	+727
NATALIE Goin' Crazy (Latium/Universal)	+704
50 CENT Candy Shop (Shady/Aftermath/Interscope)	+635
SNOOP DOGG f/JUSTIN TIMBERLAKE Signs (Doggystyle/Geffen)	+598
GREEN DAY Boulevard Of Broken Dreams (Reprise)	+576
WILL SMITH Switch (Interscope)	+572
GWEN STEFANI f/EVE Rich Girl (Interscope)	+488
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	+441

NEW & ACTIVE

HOWIE DAY Colide (Epic)	Total Plays: 629, Total Stations: 44, Adds: 6
T.I. Bring 'Em Out (Grand Hustle/Atlantic)	Total Plays: 549, Total Stations: 29, Adds: 2
AKON Lonely (SRC/Universal)	Total Plays: 533, Total Stations: 29, Adds: 19
OMARION O (Epic)	Total Plays: 499, Total Stations: 37, Adds: 5
JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	Total Plays: 407, Total Stations: 33, Adds: 18
ASLYN Be The Girl (Capitol)	Total Plays: 384, Total Stations: 36, Adds: 4
FANTASIA Truth Is (J/RMG)	Total Plays: 255, Total Stations: 31, Adds: 4
JOJO Not That Kinda Girl (BlackGround/Universal)	Total Plays: 250, Total Stations: 40, Adds: 10
FRICKIN' A Jessie's Girl (Toucan Cove/Alert)	Total Plays: 235, Total Stations: 16, Adds: 2
NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	Total Plays: 220, Total Stations: 12, Adds: 3

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

119 CHR/Pop reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2005, Arbitron Inc. © 2005, Radio & Records

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CHR/POP TOP 50 INDICATOR

February 25, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)	4293	+80	81479	9	67/0
3	2	KELLY CLARKSON Since U Been Gone (RCA/RMG)	4062	+149	78119	12	66/1
2	3	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	3952	+24	77664	13	65/0
4	4	JESSE MCCARTNEY Beautiful Soul (Hollywood)	3753	-69	73656	16	66/0
5	5	MARIO Let Me Love You (J/RMG)	3643	-79	67000	13	62/0
6	6	DESTINY'S CHILD Soldier (Columbia)	3118	-215	59062	13	64/0
9	7	GWEN STEFANI f/EVE Rich Girl (Interscope)	3024	+188	59289	10	66/1
7	8	GAVIN DEGRAW I Don't Want To Be (J/RMG)	2832	-121	51179	18	56/0
8	9	RYAN CABRERA True (E.V.L.A./Atlantic)	2458	-439	45956	16	56/0
10	10	EMINEM Mockingbird (Shady/Aftermath/Interscope)	2452	+68	48497	8	64/0
13	11	USHER Caught Up (LaFace/Zomba Label Group)	2255	+342	42540	8	63/0
11	12	LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS Lovers & Friends (TVT)	2182	-58	41484	9	57/1
15	13	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	2128	+471	42767	5	62/5
12	14	NELLY f/TIM MCGRAW Over And Over (Derrty/Fo' Reel/Curb/Universal)	1632	-332	28639	18	49/0
19	15	NELLY N Dey Say (Derrty/Fo' Reel/Universal)	1495	+47	28434	7	54/1
31	16	ROB THOMAS Lonely No More (Atlantic)	1482	+631	27391	2	61/9
18	17	MAROON 5 Sunday Morning (Octone/J/RMG)	1440	-105	26890	13	48/1
20	18	ASHANTI Only U (Murder Inc./IDJMG)	1432	+30	26031	8	48/1
24	19	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	1403	+153	25064	8	53/0
17	20	GOOD CHARLOTTE I Just Wanna Live (Daylight/Epic)	1382	-203	26512	10	39/0
16	21	JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	1355	-279	25507	12	42/0
14	22	AVRIL LAVIGNE Nobody's Home (Arista/RMG)	1307	-384	25964	15	37/0
25	23	3 DOORS DOWN Let Me Go (Republic/Universal)	1302	+66	24531	8	52/3
26	24	BOWLING FOR SOUP Almost (Silvertone/Live/Zomba Label Group)	1277	+63	23104	7	55/2
23	25	JOHN MAYER Daughters (Aware/Columbia)	1178	-90	21354	17	39/0
28	26	MARIAH CAREY It's Like That (Island/IDJMG)	1158	+150	22892	5	49/5
21	27	KELLY CLARKSON Breakaway (Hollywood)	1134	-205	21299	29	44/0
30	28	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	1072	+168	20635	4	48/4
32	29	SNOOP DOGG f/JUSTIN TIMBERLAKE Signs (Doggystyle/Geffen)	1061	+258	18873	3	49/5
22	30	JENNIFER LOPEZ Get Right (Epic)	1052	-239	20656	7	42/0
33	31	ALICIA KEYS Karma (J/RMG)	904	+117	20075	10	37/5
29	32	LENNY KRAVITZ Lady (Virgin)	801	-139	14003	17	27/0
27	33	SNOOP DOGG f/PHARRELL Drop It Like It's Hot (Doggystyle/Geffen)	773	-240	14148	14	30/0
37	34	NATALIE GAIN' Crazy (Latium/Universal)	713	+266	14907	3	40/12
35	35	FRICKIN' A Jessie's Girl (Toucan Cove/Alert)	594	+45	11913	5	29/1
36	36	EMINEM Like Toy Soldiers (Shady/Aftermath/Interscope)	580	+110	10799	4	31/3
34	37	GOOD GOOD DOLLS Give A Little Bit (Warner Bros.)	511	-90	9582	11	21/0
39	38	KILLERS Mr. Brightside (Island/IDJMG)	465	+63	8297	3	24/2
44	39	50 CENT Candy Shop (Shady/Aftermath/Interscope)	436	+155	8494	2	30/8
40	40	JET Look What You've Done (Atlantic)	435	+85	9257	6	25/5
42	41	TIM MCGRAW Live Like You Were Dying (Curb)	359	+35	6501	4	17/0
46	42	PAPA ROACH Scars (Geffen)	354	+90	6635	2	19/2
43	43	WILL SMITH Switch (Interscope)	321	+222	5849	1	30/10
43	44	KEANE Somewhere Only We Know (Interscope)	317	+32	5774	8	21/3
45	45	STYX I Am The Walrus (New Door/UMe)	286	+21	5245	3	12/0
41	46	LUDACRIS Get Back (Def Jam South/IDJMG)	284	-58	5814	9	15/0
49	47	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	263	+30	4756	2	16/0
47	48	LINDSAY LOHAN Over (Casablanca/Universal)	260	+12	6190	7	17/2
48	49	HOWIE DAY Collide (Epic)	251	+13	3688	2	14/1
-	50	TYLER HILTON When It Comes (Maverick/Reprise)	224	+18	4698	2	16/5

67 CHR/Pop reporters. Songs ranked by total plays for the airplay week of Sunday 2/13 - Saturday 2/19.
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MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
NATALIE GAIN' Crazy (Latium/Universal)	12
WILL SMITH Switch (Interscope)	10
ROB THOMAS Lonely No More (Atlantic)	9
50 CENT Candy Shop (Shady/Aftermath/Interscope)	8
GAVIN DEGRAW Chariot (J/RMG)	8
JIMMY EAT WORLD Work (Interscope)	7
FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	5
SNOOP DOGG f/JUSTIN TIMBERLAKE Signs (Doggystyle/Geffen)	5
MARIAH CAREY It's Like That (Island/IDJMG)	5
ALICIA KEYS Karma (J/RMG)	5
JET Look What You've Done (Atlantic)	5
JOJO Not That Kinda Girl (BlackGround/Universal)	5
TYLER HILTON When It Comes (Maverick/Reprise)	5
GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	4
3 DOORS DOWN Let Me Go (Republic/Universal)	3
EMINEM Like Toy Soldiers (Shady/Aftermath/Interscope)	3
KEANE Somewhere Only We Know (Interscope)	3
RELIENT K Be My Escape (Capitol/Gotee)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ROB THOMAS Lonely No More (Atlantic)	+631
FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	+471
USHER Caught Up (LaFace/Zomba Label Group)	+342
NATALIE GAIN' Crazy (Latium/Universal)	+266
SNOOP DOGG f/JUSTIN TIMBERLAKE Signs (Doggystyle/Geffen)	+258
WILL SMITH Switch (Interscope)	+222
GWEN STEFANI f/EVE Rich Girl (Interscope)	+188
GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	+168
50 CENT Candy Shop (Shady/Aftermath/Interscope)	+155
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	+153
MARIAH CAREY It's Like That (Island/IDJMG)	+150
KELLY CLARKSON Since U Been Gone (RCA/RMG)	+149
ALICIA KEYS Karma (J/RMG)	+117
EMINEM Like Toy Soldiers (Shady/Aftermath/Interscope)	+110
PAPA ROACH Scars (Geffen)	+90
JET Look What You've Done (Atlantic)	+85
GREEN DAY Boulevard Of Broken Dreams (Reprise)	+80
JOJO Not That Kinda Girl (BlackGround/Universal)	+71
EMINEM Mockingbird (Shady/Aftermath/Interscope)	+68
3 DOORS DOWN Let Me Go (Republic/Universal)	+66
BOWLING FOR SOUP Almost (Silvertone/Live/Zomba Label Group)	+63
KILLERS Mr. Brightside (Island/IDJMG)	+63
SIMPLE PLAN Shut Up (Lava)	+49
NELLY N Dey Say (Derrty/Fo' Reel/Universal)	+47
CROSSFADE Cold (Columbia)	+46
FRICKIN' A Jessie's Girl (Toucan Cove/Alert)	+45
JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	+45
AVRIL LAVIGNE My Happy Ending (Arista/RMG)	+38
TIM MCGRAW Live Like You Were Dying (Curb)	+35
AKON Lonely (SRC/Universal)	+35

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February 25, 2005



America's Best Testing CHR/Pop Songs 12+ For The Week Ending 2/25/05

Artist Title (Label)	TW	LW	Famil.	Burn	W 12-17	W 18-24	W 25-34
KELLY CLARKSON Since U Been Gone (RCA/RMG)	4.30	4.47	98%	19%	4.30	4.20	4.39
GREEN DAY Boulevard Of Broken Dreams (Reprise)	4.28	4.18	96%	23%	4.52	4.11	4.24
KELLY CLARKSON Breakaway (Hollywood)	4.09	4.10	99%	47%	4.05	4.07	4.24
RYAN CABRERA True (E.V.L.A./Atlantic)	4.06	4.09	94%	28%	4.25	4.07	4.04
JESSE MCCARTNEY Beautiful Soul (Hollywood)	3.96	3.95	96%	28%	4.03	3.94	4.10
AVRIL LAVIGNE Nobody's Home (Arista/RMG)	3.92	4.01	95%	27%	4.08	3.81	1.88
MAROON 5 Sunday Morning (Octone/JRMG)	3.86	3.85	94%	29%	3.92	3.89	3.66
GOOD CHARLOTTE I Just Wanna Live (Daylight/Epic)	3.84	3.89	86%	18%	4.05	3.70	3.79
CIARA ft.M. ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	3.77	3.82	95%	36%	4.05	3.76	3.51
GAVIN DEGRAW I Don't Want To Be (J/RMG)	3.75	3.82	96%	44%	3.72	3.92	3.84
EMINEM Mockingbird (Shady/Aftermath/Interscope)	3.73	3.75	91%	27%	3.82	3.90	3.80
ALICIA KEYS Karma (J/RMG)	3.70	-	82%	21%	3.65	3.79	3.89
JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	3.69	3.74	94%	39%	3.60	3.87	3.64
USHER Caught Up (LaFace/Zomba Label Group)	3.66	3.70	87%	25%	3.82	3.76	3.61
FRANKIE J. ft.BABY BASH Obsession (No Es Amor) (Columbia)	3.63	3.65	67%	19%	3.68	3.87	3.44
GWEN STEFANI ft.EVE Rich Girl (Interscope)	3.61	3.64	95%	32%	3.60	3.60	3.90
MARIO Let Me Love You (J/RMG)	3.53	3.61	94%	44%	3.52	3.53	3.52
NELLY ft. MCGRAW Over And Over (DerrtyFo' Reel/Curb/Universal)	3.49	3.61	98%	56%	3.32	3.59	1.84
DESTINY'S CHILLO Lose My Breath (Columbia)	3.45	3.49	97%	56%	3.31	3.50	3.50
JOHN MAYER Daughters (Arista/Columbia)	3.39	3.47	92%	39%	3.72	3.33	1.31
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	3.34	3.31	75%	27%	3.46	3.71	3.25
DESTINY'S CHILD Soldier (Columbia)	3.33	3.36	96%	48%	3.47	3.53	3.15
NELLY N Dey Say (DerrtyFo' Reel/Universal)	3.32	3.50	70%	20%	3.21	3.52	3.24
ASHANTI Only U (Murder Inc./IDJMG)	3.29	3.21	77%	30%	3.36	3.28	3.32
MARIAH CAREY It's Like That (Island/IDJMG)	3.27	-	52%	15%	3.30	3.57	3.13
LENNY KRAVITZ Lady (Virgin)	3.26	3.23	92%	39%	3.22	3.17	3.62
LIL' JON & THE EASTSIDE BOYZ... Lovers & Friends (TVT)	3.16	3.34	81%	37%	3.29	3.39	2.92
JENNIFER LOPEZ Get Right (Epic)	3.10	3.30	87%	34%	3.24	3.21	3.07
SNOOP DOGG ft.PHARRELL Drop It Like It's Hot (Doggystyle/Geffen)	3.01	2.83	95%	57%	3.15	3.05	3.40

Total sample size is 348 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the live Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.



CHR/POP TOP 30

POWERED BY MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
2	1	GWEN STEFANI ft.EVE Rich Girl (Interscope)	496	+21	8	5/0
1	2	MARIO Let Me Love You (J/RMG)	469	-23	11	5/0
3	3	CIARA ft.M. ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	466	+9	12	7/0
4	4	GREEN DAY Boulevard Of Broken Dreams (Reprise)	465	+23	8	5/0
6	5	USHER Caught Up (LaFace/Zomba Label Group)	426	+51	5	7/0
5	6	KELLY CLARKSON Since U Been Gone (RCA/RMG)	421	-9	10	7/0
7	7	K-OS Man I Used To Be (Astralwerks/EMC)	409	+48	8	7/0
9	8	JENNIFER LOPEZ Get Right (Epic)	356	+22	6	7/0
11	9	SUM 41 Pieces (Island/IDJMG)	327	+18	5	7/0
8	10	DESTINY'S CHILD Soldier (Columbia)	324	-21	11	6/0
10	11	LIL' JON... ft.USHER & LUOACRIS Lovers & Friends (TVT)	311	0	7	4/0
15	12	MARIAH CAREY It's Like That (Island/IDJMG)	287	+44	3	7/0
13	13	GOOD CHARLOTTE I Just Wanna Live (Daylight/Epic)	280	-12	8	5/0
16	14	SIMPLE PLAN Shut Up (Atlantic)	264	+21	3	4/0
12	15	JESSE MCCARTNEY Beautiful Soul (Hollywood)	256	-43	10	4/0
14	16	AVRIL LAVIGNE Nobody's Home (Arista/RMG)	248	-31	16	5/0
19	17	KALAN PORTER Single (Sony BMG)	237	+22	5	5/0
27	18	SHAWN DESMAN Let's Go (Vik/Sony BMG)	234	+58	2	5/1
25	19	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	225	+34	8	5/0
22	20	EMINEM Mockingbird (Shady/Aftermath/Interscope)	223	+22	3	5/0
18	21	ASHANTI Only U (Murder Inc./IDJMG)	215	-3	7	5/0
26	22	GAME ft.50 CENT How We Do (Aftermath/G-Unit/Interscope)	201	+12	4	5/1
24	23	MAROON 5 Sunday Morning (Octone/JRMG)	198	+6	3	6/0
20	24	NELLY ft.T. MCGRAW Over... (DerrtyFo' Reel/Curb/Universal)	189	-23	16	8/0
Debut	25	S.DOGG ft.J. TIMBERLAKE Signs (Doggystyle/Geffen)	182	+73	1	5/1
21	26	JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	182	-25	9	7/0
Debut	27	ROB THOMAS Lonely No More (Atlantic)	178	+40	1	5/0
30	28	GAVIN DEGRAW I Don't Want To Be (J/RMG)	164	+1	13	7/0
Debut	29	50 CENT Candy Shop (Shady/Aftermath/Interscope)	163	+47	1	3/2
Debut	30	NELLY N Dey Say (DerrtyFo' Reel/Universal)	162	+43	1	4/1

14 Canadian CHR reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. © 2005, Radio & Records. ♣ Indicates Canon.



BE THOSE GIRLS Capitol artist Aslyn dropped by the palatial WHZZ (Z100)/New York studios to chat with the Z peeps about her new single, "Be the Girl." Seen here are (l-r) Z100 Asst. PD Sharon Dastur, Aslyn and Capitol's Joe Rainey and Mark Rizzo.

ON THE RISE

ARTIST: TobyMac
 LABEL: Forefront/EMI CMG
 By MIKE TRIAS/ASSOCIATE EDITOR

Those who are familiar with the Christian music world probably already know TobyMac. The rapper-singer stepped into the spotlight as part of the Grammy Award-winning Christian powerhouse dc talk, who had many gold and platinum albums in their heyday. In 2001 TobyMac moved on to pursue a solo career with his album *Momentum*. The effort helped him earn several Dove Awards (Christian music's most coveted honor), including Producer of the Year, and he also scored two BMI honors for Christian Songwriter of the Year. Always looking to grow, TobyMac founded Gotee Records, which caters to the Christian crowd.

Now TobyMac enters the secular music world with "Gone," a midtempo pop rock tune with a bit of swagger. While not a religious song, "Gone" still keeps it clean. The song is the story of a girl (whether it's a relative, a friend or a friend with more-

than-friend potential is irrelevant) who confides in him that she's had enough with the way her man has been treating her. In "Gone," TobyMac tells the guy that his girl is officially out of his life.

"Gone" is taken from TobyMac's album *Welcome to Diverse City*, and, as the title implies, the CD showcases a diverse selection of musical styles. "I'm not on a mission to flex musical diversity as much as possible, but I don't fear it," TobyMac says. "I don't fear where the music is taking me. There's a blending going on as I drop it all in the pot, making what I call 'musical gumbo.'"

The artist says that on *Diverse City* he has taken a more personal approach to the music. "In the past I dealt head-on with social issues, but I'm starting to see that social issues come down to real lives. As you dig into personal issues and find resolve in God, social issues will begin to take care of themselves."

TobyMac is currently on a radio tour that visits the South through early March. After a short break, he will kick off his *Diverse City* tour in Arlington, TX on March 25. However, he'll have to find some time to stop by Nashville on April 13 for the Gospel Music Association Music Awards ceremony — *Diverse City* is nominated for Rap/Hip-Hop Album of the Year.





DANA HALL
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PART TWO OF A TWO-PART SERIES

More Fall Fun Numbers

Fall '04 Rhythmic ratings success stories

This week I'm highlighting some of the stations that got great numbers in the fall '04 Arbitron ratings period. We'll take a close look at several stations that are consistently No. 1 in their markets and drop in on several markets where the Rhythmic battle is heating up as challengers make significant moves.

When I speak to programmers about their ratings success, I feel there is always something I can learn from them, whether it be a programming strategy or a management approach that helps build a winning team. It's also nice to be able to give a little shine to those stations that really performed and allow the PDs of those stations to shout out the team members who helped them win.

KPWR (Power 106)/Los Angeles

PD: Jimmy Steal

Summer '04-Fall '04: 4.9-4.9 (No. 1)

"We have an amazing team that totally gets our strategy, lives hip-hop every day, drips with passion and focuses on tomorrow, not yesterday," Steal says. "Most important, they have a PD who stays out of their way."

"We were No. 1 for the 11th book in a row 12+ and 18-34. We were actually No. 1 in 11 different demos for our 11th No. 1 book in a row. We were No. 1 not just with persons 18-34, we were also No. 1 with 18-34 men and women and No. 1 18-49."

"The Los Angeles market constantly changes and continues to be very challenging. A lot of people are biting us, but I can't give the initiators any free press here; it would be undeserved. People can bite us all day long, but they can't be us. Still, it's very flattering to be the most-copied station in L.A."

"I must start by thanking the real power upstairs for all our many blessings. Then there are the mere mortals: Rick Cummings, who started Power 106 and our format; Val Maki, our amazing VP and Market Manager; Big Boy and the Neighborhood, who are an absolute pleasure to work with; and all of our outstanding airstaff, including Khool Aid, Goodfellas & Tito, Felli Fel and Syph & Deluxe."

"In programming, MD E Man is a whiz. Mixers Choc and Echo are holding it down. Then there's Dianna Obermyer and Fernando Lujan in marketing and promotions; Cristina, my Programming Assistant; and Juice and Jeff Garcia in imaging and production. There's also Director/Sales Janet Brainin and her sales team, featuring the Pat & John Show."

"Hell, everyone at Power 106 is responsible for our almost three years of being No. 1 in L.A."

Success is no accident. There is only one formula, and it always comes from real teams who understand what it takes to win every day and then do what it takes to win every day."

WPGC-FM/Washington

PD: Jay Stevens

Summer '04-Fall '04: 7.3-6.7 (No. 1)

Stevens says, "We had a great fall book: No. 1 12+, No. 1 18-34, No. 1 25-54, and morning man Donnie Simpson was No. 1 across the board. We have been No. 1 12+ 51 of the past 57 ratings periods — that's over 14 years!"

"I wish I could brag to you and take all of the credit, but it's a team effort. From Reggie Rouse, my Operations Manager and Donnie's producer; to Angelique Alston in promotions and her staff; to Boogie D, our new MD, to our GM, Sam Rogers, to our incredible airstaff, we have a great team that understands the urgency of this business."

"We also have very high standards. We do not accept mediocrity. Some people thrive in this environment, while others have trouble keeping up and usually don't last. We are also very involved in the community. That gives you depth and makes your listeners fiercely loyal to you."

"The station is very strong in all dayparts. Starting the day with a dominant and successful morning show like Donnie Simpson jumps starts the whole station. We win in each day-

"We have been No. 1 12+ 51 of the past 57 ratings periods — that's over 14 years!"

Jay Stevens



part, but with the biggest audience available in mornings, winning in mornings is crucial for our overall success.

"The market has been stable—or as stable as you can be in this business — for a few years. There are three major Urban stations [WKYS, WMMJ] and WHHT. It's fiercely competitive, but that makes it fun and exciting. We now have a Spanish station in the market, 'El Zol 99,' the old Rock WHFS. I work with that station as well, and it will be interesting to see if it has any effect on the Urban or CHR stations."

"We look at each book as the Super Bowl. We never let up, and we are out to be a bigger dynasty than the Patriots!"

KISV/Bakersfield

PD: Picasso Stevens

Summer '04-Fall '04: 8.1-9.0 (No. 1)

"The only reason I can come up with for our success is that Arbitron screwed up," says Stevens. "But, seriously, the biggest increase book to book was in our key demo, 18-34, where we went 10.4-14.1."

"All of our jocks do extremely well, but superstar status belongs to our morning guy, Romeo, who runs a one-man show and wins. We did see the launch of a new Rhythmic station [KSEQ] here a few months ago, which was bound to happen. If I am going to have a competitor, I couldn't be happier it's them."

"I need to thank my air team: Romeo, Randy, Reed, James, Wreck, Kevin, Julius, Noe G., Vania, Elias, Daniel, Damage and Chuck I. These are the guys — and girl — who do the day-to-day things that help get the job done. Strategically, I thank our consultant, Steve Perun, for his insight and Bob Lewis for building this team to begin with."

WLLD (Wild 98.7)/Tampa

PD: Orlando

Summer '04-Fall '04: 4.4-5.7 (No. 4)

"If I knew how to determine why the Arbitron gods spit out certain results, I'd be radio's LeBron James right now," says Orlando. "I have no clue. I often hear that it's about staying consistent; however, you have to actually hit the mark prior to making a commitment."

"A lot of stations are determined to stay with something that wasn't working initially and think that they're being consistent. They are, but it's consistently bad. Find your swagger and stay with it. If you have a patient company, they'll give you time to grow the brand."

"Our chief demo is 18-34, and we grew our summer 2004 9.4 to a fall 2004 12.5. Each daypart showed an increase of three shares, except our night show, which brought in six additional shares. The focus remains on staying with a good plan. Our summer number was a little out of the norm, but we didn't react; we just continued to drive to our goal. If you look at the year-to-year, both fall '03 and '04 were a 12.5."



Orlando



Picasso Stevens

"As far as stars, there are no leaders here. We like to refer to ourselves as parts of one big Wild body. No one is more important than the rest, but all are effective at making us move. Alli That Girl, our afternoon jock, is the mouth because she's loud. Scantman, our co-Asst. PD/midday talent, is our feet — a very strong foundation."

"Our morning talent on *The Freak Show* are considered the arms because they like to touch. I can't say where, but they love to touch! Beata, our co-Asst. PD/Music Hustla is our heart because she's the warm and fuzzy side. Drew, our Marketing Director, is our eyes: Sees all, knows all, and loves to watch. Our night guy, 3rd Leg Greg, is... well... I'll let you figure that one out. He does not enjoy cold water, though — something about shrinkage."

"The market has shifted. There are simply more stations. Companies are signing on peripheral stations and sacrificing portions of their playlists to feed the new sign-ons. It's audience-moving, and sometimes people don't enjoy being herded around. It's good for the audience to have variety, but then again, only quality choices stick with you."

"Like that variety pack of lunch snacks we all had as school kids. Even though there was variety, the Cheetos, Doritos and Fritos were usually the first to go. The plain chips, although tasty, were always the last choice."

"I also have to thank the new team at Infinity headquarters: President/COO Joel Hollander; Programming President Rob Barnett; Scott Herman; and our GM, Charlie Ochs. He's the conscience of the Wild body. We also have to thank everyone in the Tampa Bay area who gets Wild. From first breath to death, we all get Wild somehow."

XMOR/San Diego

Consultant: Michael Newman

Summer '04-Fall '04: 1.9-3.0 (tied with rival XHTZ)

"We actually beat XHTZ in 18-34 overall," says Newman. "XMOR came out of nowhere. We launched March 2004, and in only three books and with no jocks we made this much headway. We have now added airstaff, and I expect us to grow on that."

"The key is that the station has a strong Latino lean. That's what separates us from what everyone else is doing. Without giving away any secrets, I can say that we have an extremely tight playlist, but one that's very Latin-driven."

"We were the first to play Daddy Yankee's 'Gasolina,' and look at how huge it is across the country. Six months ago the format was all about Lil Jon and that type of music. We were ahead of the curve in embracing the Latino hip-hop movement, which is where the format is headed now."

KVEG/Las Vegas

PD: Sherita Saulsberry

Summer '04-Fall '04: 2.7-4.7 (tied with rival KLUC)

"We really focused on giving our audience good radio — playing the hits, cool promotions and hot and awesome jocks and mixers," says Saulsberry. "We ran several campaigns. In fact, there are too many to list, but the majority of our promotions were lifestyle-driven. We focused on giving the listeners exactly what they wanted, and, of course, we used several outlets to stay visible in the market."

Continued on Page 33

CHR/RHYTHMIC TOP 50

February 25, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
3	1	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	5774	+11	703166	15	74/0
1	2	LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS Lovers & Friends (TVT)	5745	-278	676734	13	38/0
7	3	50 CENT Candy Shop (Shady/Aftermath/Interscope)	5570	+991	665828	6	80/0
2	4	MARIO Let Me Love You (J/RMG)	5313	-564	618208	16	82/0
4	5	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	5282	-412	644817	11	78/0
6	6	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	4043	-622	455315	19	81/0
5	7	DESTINY'S CHILD Soldier (Columbia)	3931	-847	358055	13	75/0
8	8	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	3876	+332	357135	7	63/0
9	9	EMINEM Mockingbird (Shady/Aftermath/Interscope)	3382	+19	318061	12	64/0
13	10	USHER Caught Up (LaFace/Zomba Label Group)	3047	+202	338700	8	80/1
12	11	MARIAH CAREY It's Like That (Island/IDJMG)	3047	+92	279122	6	78/0
10	12	T.I. Bring 'Em Out (Grand Hustle/Atlantic)	2929	-403	335353	13	77/0
11	13	SNDOP DDOG f/PHARRELL Drop It Like It's Hot (Doggystyle/Geffen)	2890	-272	323333	23	77/0
14	14	NATALIE Goin' Crazy (Latium/Universal)	2522	+213	211675	11	55/1
15	15	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	2494	+305	182555	9	68/1
18	16	BABY BASH Baby I'm Back (Universal)	2002	+186	174458	6	56/1
23	17	OMARION O (Epic)	1873	+329	195144	7	60/4
16	18	LUDACRIS Get Back (Def Jam South/IDJMG)	1723	-402	145126	16	70/0
24	19	TRILLVILLE Some Cut (BME/Warner Bros.)	1720	+286	193454	10	60/8
17	20	DADDY YANKEE Gasolina (V Music)	1660	-168	205339	13	21/0
28	21	YING YANG TWINS Wait (TVT)	1538	+330	163812	3	54/11
29	22	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	1516	+333	138625	4	59/6
19	23	TORI ALAMAZE Don't Cha (Universal)	1516	-226	92179	11	43/0
20	24	LLOYD BANKS Karma (Interscope)	1461	-206	181825	16	58/0
25	25	PITBULL f/LIL' JON Toma (TVT)	1415	+162	121791	4	54/2
22	26	ASHANTI Only U (Murder Inc./IDJMG)	1382	-197	136924	16	68/0
27	27	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	1354	+125	118713	11	62/1
32	28	AKON Lonely (SRC/Universal)	1331	+390	150057	3	60/57
38	29	GAME Hate It Or Love It (Aftermath/G-Unit/Interscope)	1306	+450	281987	3	31/15
21	30	JENNIFER LOPEZ Get Right (Epic)	1159	-466	115089	7	51/0
40	31	SNOOP DOGG f/JUSTIN TIMBERLAKE Signs (Doggystyle/Geffen)	1138	+353	106276	2	47/11
37	32	BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)	1089	+246	69628	3	54/4
26	33	NELLY f/TIM MCGRAW Over And Over (Derrty/Fo' Reel/Curb/Universal)	1085	-174	84664	20	40/0
34	34	FANTASIA Truth Is (J/RMG)	1074	+135	118547	5	57/1
45	35	T.I. You Don't Know Me (Grand Hustle/Atlantic)	1073	+398	122606	2	50/6
30	36	JA RULE f/R. KELLY & ASHANTI Wonderful (Murder Inc./IDJMG)	1023	-130	84183	19	59/0
31	37	LIL' JON & THE EASTSIDE BOYZ f/LIL SCRAPPY What U Gon' Do (TVT)	1019	-63	155123	18	57/0
42	38	NELLY N Dey Say (Derrty/Fo' Reel/Universal)	866	+145	61530	5	40/0
33	39	ALICIA KEYS Karma (J/RMG)	851	-96	79809	13	48/0
Debut	40	LUDACRIS Number One Spot (Def Jam South/IDJMG)	839	+402	95235	1	62/8
41	41	GWEN STEFANI f/EVE Rich Girl (Interscope)	761	-11	116185	9	28/0
35	42	CHINGY f/JANET JACKSON Don't Worry (Capitol)	738	-172	51112	6	41/0
44	43	JOHN LEGEND Ordinary People (Columbia)	733	+57	93028	3	37/4
39	44	TWISTA f/FAITH EVANS Hope (Atlantic/Capitol)	594	-186	61027	8	37/0
49	45	BABY SHYNE On (Cash Money/Universal)	576	-9	29323	3	47/2
43	46	EMINEM Like Toy Soldiers (Shady/Aftermath/Interscope)	538	-169	74950	8	11/0
Debut	47	AMERIE One Thing (Columbia)	527	+4	117858	1	21/5
Debut	48	112 U Already Know (Def Soul/IDJMG)	522	+171	52564	1	32/1
46	49	FABOLOUS Baby (Atlantic)	516	-150	58300	8	39/0
Debut	50	JENNIFER LOPEZ f/FAT JOE Hold You Oown (Epic)	471	+202	53887	1	23/6

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
AKON Lonely (SRC/Universal)	57
JA RULE f/LLOYD Caught Up (Murder Inc./IDJMG)	24
MASHONDA Back Of The Club (J/RMG)	21
GAME Hate It Or Love It (Aftermath/G-Unit/Interscope)	15
MARQUES HOUSTON All Because Of You (T.U.G.)	13
YING YANG TWINS Wait (TVT)	11
SNOOP DOGG f/JUSTIN TIMBERLAKE Signs (Doggystyle/Geffen)	11
JACK-O f/JAZZE PHA Break You Off (TVT)	9
LUDACRIS Number One Spot (Def Jam South/IDJMG)	8
TRILLVILLE Some Cut (BME/Warner Bros.)	8

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
50 CENT Candy Shop (Shady/Aftermath/Interscope)	+991
GAME Hate It Or Love It (Aftermath/G-Unit/Interscope)	+450
LUDACRIS Number One Spot (Def Jam South/IDJMG)	+402
T.I. You Don't Know Me (Grand Hustle/Atlantic)	+398
AKON Lonely (SRC/Universal)	+390
SNOOP DOGG f/JUSTIN TIMBERLAKE Signs (Doggystyle/Geffen)	+353
BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	+333
FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	+332
YING YANG TWINS Wait (TVT)	+330
OMARION O (Epic)	+329

NEW & ACTIVE

MIKE JONES f/SLIM THUG & PAUL WALL Still Tippin' (SwishHouse/Asylum/Warner Bros.)	Total Plays: 433, Total Stations: 17, Adds: 0
MARIO How Could You (J/RMG)	Total Plays: 398, Total Stations: 53, Adds: 5
K YOUNG Happy Together (Traacherous)	Total Plays: 335, Total Stations: 24, Adds: 1
LIL' JON f/ICE CUBE Roll Call (TVT)	Total Plays: 318, Total Stations: 13, Adds: 2
WILL SMITH Switch (Interscope)	Total Plays: 146, Total Stations: 14, Adds: 2
S5 Ooh That A** (J/RMG)	Total Plays: 138, Total Stations: 20, Adds: 4
MASHONDA Back Of The Club (J/RMG)	Total Plays: 133, Total Stations: 23, Adds: 21
JOJO Not That Kinda Girl (BlackGround/Universal)	Total Plays: 111, Total Stations: 17, Adds: 2
JA RULE f/LLOYD Caught Up (Murder Inc./IDJMG)	Total Plays: 80, Total Stations: 24, Adds: 24
MARQUES HOUSTON All Because Of You (T.U.G.)	Total Plays: 78, Total Stations: 14, Adds: 13

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

84 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.). © 2005, Radio & Records

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America's Best Testing CHR/Rhythmic Songs 12+ For The Week Ending 2/25/05

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, Persons 12-17, Persons 18-24, Persons 25-34. Lists top 50 songs including Ciara, 50 Cent, Lil' Jon & The Eastside Boyz, etc.

Total sample size is 345 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song.

More Fall Fun Numbers

Continued from Page 31

"The market has changed. Moving from two direct competitors to one has been a huge blessing.

"I have to thank W. Kemp, the smartest person I know; my GM, Gary Cox, who is extremely supportive; JNOISE, our MD, who holds so much down; Lawman Promotion's Greg Lawley and Gary Spangler; and last but not least, my two mentors, 'Big' Bruce St. James, PD of KKFR/Phoenix, and [KDHT/Austin PD] Bob Lewis."

KDDB (The Bomb)/Honolulu

PD: Leo Baldwin Summer '04-Fall '04: 3.7-5.0 (creeping back up on rival KPHW, which went 4.2-5.1)

"It wasn't much of a battle for the first three years," says Baldwin. "In summer '04 KPHW [crosstown] had a little bit of success, but now, with this latest book and in the last six to eight months, you see us leveling out to where we were previously. If you look at spring '04, we were 5.1 to their 4.1. We were going through some ownership changes, which really affected the staff and our on-air sound. Now we have things back under control.

"While we were going through our ownership change, KPHW relaunched in October with no jocks and running 10,000 joints in a row. That's what gave them their spike in the fall. But it has been a battle with them from the beginning. I used to work there. I came over to The Bomb three years ago to help launch this station.

"I have to shout-out and thank our new owners, Visionary Entertainment — first, for buying us, and second, for putting us back in a position to win. We are truly back in the battle now, and the next book will be very interesting."

REPORTERS

Stations and their ads listed alphabetically by market

Large grid of station call letters and their advertising spots, organized by market. Includes markets like Atlanta, Baltimore, Boston, Chicago, Dallas, etc.

POWERED BY MEDIATESE logo and text: 106 Total Reporters, 84 Total Monitored, 22 Total Indicator, Did Not Report, Playlist Frozen (4), etc.



DANA HALL
dhall@radioandrecords.com

PART ONE OF A TWO-PART SERIES

Adult Listeners Give Stations Top Ratings

Fall '04 ratings success stories

The past few weeks have been stressful for many, with the fall '04 ratings coming out. More than a few programmers were waiting on pins and needles to see how their stations performed. Now that the wait is over, we see that the Urban formats — mainstream Urban, Urban AC and Gospel — did rather nicely. In this two-part series, R&R highlights some of the success stories of the fall '04 ratings race, starting with Urban AC.

The Urban AC format has always been a revenue generator for clusters, but in recent years it's also become a ratings dominator in many markets. This week I'm spotlighting the Urban AC stations that made major moves to the top of the ratings in their markets, as well as stations in dominant clusters that work as part of teams to win overall.

These aren't the only Urban AC stations that performed well in the 12+ arena. Stations like WDLT/Mobile (No. 1), WDAS/Philadelphia (No. 2), WCFB/Orlando (No. 2), WQMG/Greensboro (No. 2) and KMJQ/Houston (No. 3), which consistently maintain their dominance in the 25-54 demo, made impressive moves in overall rank.

We'll start with a look at two brand-new stations — both launched by Cumulus just before the start of the fall '04 book — that had major impacts in their markets. KVMA/Shreveport, LA even went to No. 1 in just three months.

KVMA (Magic)/Shreveport, LA
PD: GQ Riley Summer '04-Fall '04: 3.7-12.4 (No. 1)

"The Shreveport market was in desperate need of this format," says Riley. "The word-of-mouth factor is what put KVMA over the top. Adults felt they finally had a station that they could truly call the 'adult choice.' Of course, we did well with 25-54 women, but I was extremely surprised in the 18-34 demographic, where we were also very strong.

"A year ago the market was full of what I call 'GLMs': Get Like Me stations. The choice was either rap or rap lite. Listeners had to tolerate the BS until they got to their favorite adult song. Now that we have Magic in the city, there's no need to sit through the radio mess anymore.

"The competition is very stiff, because our direct competitor is eight-tenths down the dial from us — we're very close in frequency. It's

very important to promote the station carefully and distinguish it from the competitors.

"I have to thank [Cumulus Director/Urban Programming] Ken Johnson. I've already thanked him, but this is a formal industry thanks. I've also got to thank [Market Manager] CJ Jones, who is one of the best and fairest in the business; [Service Broadcasting/Dallas Station Manager] Ken Dowe, who believed that I could and can do great things; [veteran programmer] Chris Collins, for the guidance over the years; and, of course, the KVMA staff. There is no way that we could be here without your hard work and dedication.

"Lastly, to Louie 'Da Wolf' White, I would have been on the streets without you, man. Thank you!"

WRRX (Magic 106.1)/Pensacola, FL
PD: Terry Styles Spring '04-Fall '04: 1.6-5.4 (No. 7)

"There was a hole in the Pensacola, FL market for an Urban AC targeting women 25-54," says Styles. "The station flipped formats at the end of August of last year and was jockless for a good amount of the fall book. I arrived as PD at the end of October.

"WRRX (Magic 106.1) finally went live the second week of November. Even though we were live for only about a month of the fall book, the station was hot and heavy in the streets, especially during the holidays.

"Our midday girl, Sonshine, has been in the market for several years, having worked across town at heritage [ABC Radio Touch affiliate] WRNE. There's nowhere you can go without someone mentioning Sonshine. She also serves as our Promotions Director and always has great ideas.

"The Tom Joyner Morning Show is another factor in our ratings success. Even though we are

an Urban AC station, we are very personality-driven across all dayparts. I do afternoon drive, and I brought a lot of contesting to the airwaves that no other station was doing in this area.

"My show is like a morning show in afternoon drive. I have one segment of my show called 'The Jammin' Drive at 5.' I play a lot of uptempo old-school jams that people have not heard in a long time, from the late '70s and early '80s.

"We had strong ratings with women 25-54. Tom Joyner had a 7.0 share, afternoons got a 6.9 share, and evenings had an 8.5 share for *The Quiet Storm* — even without a host.

"We recently moved one of our part-time jocks, Donna Rene, to host *The Quiet Storm*. She is also a Pensacola native and an old-school radio personality from heritage Urban WBOP from back in the day. I foresee the night numbers growing even more next book.

"The competitive situation in the market has remained consistent. [Urban sister] WBLX, which bleeds in from the Mobile market, and WRNE were the only two stations the Pensacola market could listen to for Urban music. With WRRX coming on in the market, we're an adult station filling a major void.

"WBLX takes care of the lower demos, and we take care of the upper demos. But with the hurricane that hit the Gulf Coast last summer, WBLX ended up losing its transmitter and could not be heard in the Pensacola market for the entire fall book.

"A year ago the choice was either rap or rap lite. Now that we have Magic in the city, there's no need to sit through the radio mess anymore."

GQ Riley

"Thanks to Ken Johnson for letting me program here in the market. I also want to thank my GM, Liz Hanlon, for giving me a chance on a new station venture. Ms. Hanlon is one of the coolest GMs I have ever worked for. She gives me the freedom to program the station to meet the needs of our listeners in Pensacola.

"Having been in the biz for over 16 years, I've also had a chance to soak up a lot of knowledge from several programmers. Keith Landecker at WJTT (Power 94)/Chattanooga, TN; Hurricane Dave [OM at Cumulus's Tallahassee cluster]; and Elroy Smith, OM at WGCI Chicago. These guys have inspired my career."

WHQT (Hot 105)/Miami
VP/GM: Jerry Rushin Summer '04-Fall '04: 5.4-6.3 (No. 1)

"This is the culmination of a process that has been taking place over the past several years," says Rushin. "WHQT has been fine-tuning its music over the past year, and we've seen the ratings increase steadily over that time. We are providing a musical choice for the adult listeners of South Florida, music that

can't be heard on any other station. While there is a constant battle among other stations for the 18-34 demo in Miami, WHQT has focused steadily on the 25-54 demo.

"The Joyner show in mornings has continued to be a monster daypart for us, as is our night show, hosted by Freddie Cruise. Freddie has been with us for over 20 years. He was always in the top two 25-54. In fact, we pretty much dominate 25-54 in every daypart. This quite possibly could be the best book the station has ever had.

"One of the main market changes was a move that we made ourselves. We took [Urban clustermate] WEDR out of Hot's way by focusing it on the younger 18-34 demo. WEDR used to dominate in the overall market, often winning the 25-54 numbers as well. But with increased competition in this market, we had to take her down to the target demographic."

WKUS (105.3 Kiss FM)/Norfolk
PD: Eric Mychaels Summer '04-Fall '04: 6.3-7.0 (No. 1)

"In one year we went from a 4.0 share overall to a 7.0," says Mychaels. "In every book we grew our share and consistently bettered our ranking. Of course, our star demo is still 25-54, and our star daypart is mornings, with Joyner. He's absolutely the best talent in the format today.

"In addition to our morning show, we have a strong lineup throughout the day. Joyner starts us off right, and then we continue with quality personalities and focused music. It's the total package. I would say our music is what our listeners are most comfortable with — well-tested and familiar.

"Last spring we relaunched the station, changing it from WSVY to WKUS (105.3 Kiss FM). We made a conscious effort to brand Joyner with the station's new name. By reimagining the station and tightening up the gold library, we were able to see the results in the ratings. At the same time we made some changes in the cluster, getting rid of a Smooth Jazz outlet and a hip-hop station that were not performing.

"The resurgence of R&B music has also helped the station's growth. If you look at our competition, WVKL, they do very well too. The Urban AC format is outperforming mainstream Urban in many markets across the country.

"I have to thank [WBTJ/Richmond PD] Aaron Maxwell and [Clear Channel VP/Urban Programming] Doc Wynter, and also our incredible staff for concentrating on the task at hand and getting the job done. We've done a great deal in a short amount of time. I'm proud of them."

WBHK (98.7 Kiss FM)/Birmingham

PD: Darryl Johnson Summer '04-Fall '04: 10.4-13.2 (No. 1)

"WBHK's success is due to a combination of things," says Johnson. "Music is the focal point, but our fall contesting and our jocks constantly being out in the community are part of the reason for our success.

Continued on Page 36



GQ Riley



Eric Mychaels



Terry Styles

URBAN TOP 50

POWERED BY
MEDIABASE

February 25, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS <i>Lovers & Friends (TVT)</i>	3841	-103	492776	12	9/0
2	2	MARIO <i>Let Me Love You (J/RMG)</i>	3348	-252	436469	18	69/0
3	3	GAME f/50 CENT <i>How We Do (Aftermath/G-Unit/Interscope)</i>	3287	-24	423960	12	60/0
4	4	TRILLVILLE <i>Some Cut (BME/Warner Bros.)</i>	3070	-22	335911	15	65/0
5	5	FANTASIA <i>Truth Is (J/RMG)</i>	2972	-27	342356	11	65/1
8	6	JOHN LEGEND <i>Ordinary People (Columbia)</i>	2746	+245	293156	10	62/0
11	7	50 CENT <i>Candy Shop (Shady/Aftermath/Interscope)</i>	2599	+516	316527	5	68/0
6	8	DESTINY'S CHILD <i>Soldier (Columbia)</i>	2485	-456	274639	14	68/0
7	9	T.I. <i>Bring 'Em Out (Grand Hustle/Atlantic)</i>	2475	-234	326612	13	68/0
9	10	50 CENT <i>Disco Inferno (G-Unit/Shady/Aftermath/Interscope)</i>	2176	-298	308828	10	25/0
12	11	OMARION <i>O (Epic)</i>	2134	+51	220761	10	56/3
16	12	T.I. <i>You Don't Know Me (Grand Hustle/Atlantic)</i>	2072	+316	229292	9	67/0
10	13	CIARA f/MISSY ELLIOTT <i>1, 2 Step (LaFace/Zomba Label Group)</i>	2004	-450	228998	16	70/0
14	14	NIVEA f/LIL' JON & YOUNGBLOODZ <i>Okay (Jive/Zomba Label Group)</i>	1948	+159	172951	12	61/1
13	15	USHER <i>Caught Up (LaFace/Zomba Label Group)</i>	1928	+95	194482	7	66/0
15	16	SNOOP DOGG f/PHARRELL <i>Drop It Like It's Hot (Doggystyle/Geffen)</i>	1646	-141	197902	21	65/0
18	17	SNOOP DOGG <i>Let's Get Blown (Doggystyle/Geffen)</i>	1583	-24	171176	8	54/0
19	18	FABOLOUS <i>Baby (Atlantic)</i>	1580	-2	169938	8	61/0
20	19	TYRA <i>Country Boy (GG&L)</i>	1564	+54	118001	13	44/0
22	20	MARIAH CAREY <i>It's Like That (Island/IDJMG)</i>	1556	+63	170139	6	66/0
21	21	TWISTA f/FAITH EVANS <i>Hope (Atlantic/Capitol)</i>	1556	+50	144822	10	48/0
24	22	AMERIE <i>One Thing (Columbia)</i>	1397	+189	186525	5	53/3
17	23	LUDACRIS <i>Get Back (Def Jam South/IDJMG)</i>	1276	-383	129421	14	64/0
38	24	FANTASIA <i>Baby Mama (J/RMG)</i>	1231	+558	131853	4	64/6
26	25	TRICK DADDY <i>Sugar (Gimme Some) (Slip-N-Slide/Atlantic)</i>	1165	+2	96005	6	59/0
32	26	M. JONES f/S. THUG & P. WALL <i>Still Tippin' (SwishaHouse/Asylum/Warner Bros.)</i>	1104	+297	101866	6	61/3
27	27	BROOKE VALENTINE f/BIG BOI & LIL' JON <i>Girlfight (Virgin)</i>	1079	+87	80917	5	57/1
23	28	LLOYD BANKS <i>Karma (Interscope)</i>	1074	-146	190644	17	44/0
33	29	112 U <i>Already Know (Def Soul/IDJMG)</i>	1046	+268	114212	3	58/1
25	30	ALICIA KEYS <i>Karma (J/RMG)</i>	1041	-129	147429	13	48/0
37	31	YING YANG TWINS <i>Wait (TVT)</i>	984	+310	87058	3	47/45
40	32	R. KELLY <i>Sex In The Kitchen (Jive/Zomba Label Group)</i>	804	+136	109119	4	2/0
28	33	JA RULE f/R. KELLY & ASHANTI <i>Wonderful (Murder Inc./IDJMG)</i>	760	-186	71943	19	52/0
35	34	TWEET f/MISSY ELLIOTT <i>Turn Da Lights Off (Atlantic)</i>	732	+4	87444	4	44/2
45	35	LUDACRIS <i>Number One Spot (Def Jam South/IDJMG)</i>	717	+266	68030	2	65/2
47	36	FAITH EVANS <i>Again (Capitol)</i>	690	+243	61456	2	51/4
36	37	URBAN MYSTIC <i>Long Ways (Sobe)</i>	670	-9	34432	5	39/1
39	38	BABY <i>Shyne On (Cash Money/Universal)</i>	653	-16	37029	7	45/0
29	39	ASHANTI <i>Only U (Murder Inc./IDJMG)</i>	637	-235	74754	16	55/0
31	40	JENNIFER LOPEZ <i>Get Right (Epic)</i>	604	-220	54088	6	42/0
30	41	JADAKISS f/MARIAH CAREY <i>U Make Me Wanna (Interscope)</i>	577	-265	61183	16	42/0
34	42	LIL' JON & THE EASTSIDE BOYZ f/LIL SCRAPPY <i>What U Gon' Do (TVT)</i>	574	-163	63932	17	51/0
49	43	LIL' JON f/ICE CUBE <i>Roll Call (TVT)</i>	567	+136	37983	2	42/2
Debut	44	BOBBY VALENTINO <i>Slow Down (DTP/Def Jam/IDJMG)</i>	485	+192	64222	1	43/3
42	45	CAM'RON f/K. WEST & S. JOHNSON <i>Down And Out (Roc-A-Fella/IDJMG)</i>	483	-99	81883	5	41/0
44	46	TANGO f/DAVID BANNER & BONE CRUSHER <i>Wobble And Shake It (Virgin)</i>	464	-39	25684	8	31/0
50	47	RAHEEM DEVAUGHN <i>Guess Who Loves You More (Jive/Zomba Label Group)</i>	448	+24	39071	2	41/1
-	48	MARQUES HOUSTON <i>Because Of You (T.U.G.)</i>	434	+35	36059	2	28/28
Debut	49	CASSIOY <i>I'm A Hustla (J/RMG)</i>	416	+43	77277	1	4/0
Debut	50	LYFE JENNINGS <i>Must Be Nice (Columbia)</i>	385	+109	18071	1	34/0

70 Urban reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.). © 2005, Radio & Records

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
YING YANG TWINS <i>Wait (TVT)</i>	45
JA RULE f/LLOYD <i>Caught Up (Murder Inc./IDJMG)</i>	42
JENNIFER LOPEZ f/FAT JOE <i>Hold You Down (Epic)</i>	32
MARQUES HOUSTON <i>Because Of You (T.U.G.)</i>	28
LIL' MO <i>Yeah Yeah Yeah (Cash Money/Universal)</i>	23
2PAC <i>Ghetto Gospel (Amaru/Interscope)</i>	15
MASHONDA <i>Back Of The Club (J/RMG)</i>	10
J-KWON f/PETEY PABLO & EBONY EYEZ <i>Get XXX'd (Jive/Zomba Label Group)</i>	7

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FANTASIA <i>Baby Mama (J/RMG)</i>	+558
50 CENT <i>Candy Shop (Shady/Aftermath/Interscope)</i>	+516
T.I. <i>You Don't Know Me (Grand Hustle/Atlantic)</i>	+316
YING YANG TWINS <i>Wait (TVT)</i>	+310
MIKE JONES f/SLIM THUG & PAUL WALL <i>Still Tippin' (SwishaHouse/Asylum/Warner Bros.)</i>	+297
MARIO <i>How Could You (J/RMG)</i>	+272
112 U <i>Already Know (Def Soul/IDJMG)</i>	+268
LUDACRIS <i>Number One Spot (Def Jam South/IDJMG)</i>	+266
JOHN LEGEND <i>Ordinary People (Columbia)</i>	+245
FAITH EVANS <i>Again (Capitol)</i>	+243

NEW & ACTIVE

N2U f/JERMAINE DUPRI *Baby Mama Love (Virgin)*
Total Plays: 382, Total Stations: 40, Adds: 2

MARIO *How Could You (J/RMG)*
Total Plays: 372, Total Stations: 48, Adds: 6

TRU *Where U From? (New No Limit/Koch)*
Total Plays: 351, Total Stations: 28, Adds: 1

NAS *Just A Moment (Columbia)*
Total Plays: 334, Total Stations: 33, Adds: 0

YOUNGBLOODZ f/YOUNG BUCK *Datz Me (So So Def/Zomba Label Group)*
Total Plays: 298, Total Stations: 27, Adds: 4

DO OR DIE *Magic Chick (Legion)*
Total Plays: 276, Total Stations: 27, Adds: 1

TORI ALAMAZE *Don't Cha (Universal)*
Total Plays: 275, Total Stations: 10, Adds: 0

ALCHEMIST f/NINA SKY *Hold You Down (Koch)*
Total Plays: 265, Total Stations: 23, Adds: 1

S5 *Ooh That A** (J/RMG)*
Total Plays: 149, Total Stations: 29, Adds: 6

JENNIFER LOPEZ f/FAT JOE *Hold You Down (Epic)*
Total Plays: 136, Total Stations: 32, Adds: 32

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.



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Adult Listeners Give...

Continued from Page 34

"All dayparts really stepped up. The Joyner show had kind of been lagging behind, but it soon solidified on top of the competition. [Midday host] Lou Bennett's numbers are great, my ratings have increased, and Kim Moore's numbers were astronomical. She does The Night Kiss, and she had a 21 share 25-54.



Darryl Johnson

"We have a strong staff that is out in the community as much as possible, and we do good promotions. We even performed well 18-34. Luckily, everything's been pretty steady in the market. Our success is a result of everyone pitching in. One person couldn't do it alone."

WKJS & WKJM (Kiss FM)/Richmond

OM: Al Payne Summer '04-Fall '04: 3.8-6.0 (No. 6)

"Basically, we did some signal swapping," says Payne. "We took the Urban AC and put it on two frequencies to maximize office listening in the metro. We put the 'Contemporary Inspirational' station on a signal that would better utilize in-car listening.



"The beauty of this cluster is its breakdown: Kiss FM [WKJS & WKJM/Richmond] owns 25-54. The best-performing time slot was The Tom Joyner Morning Show — being the superstar that he is. Afternoon

drive with Dee Dee Renee does very well with in-office listening. Our hip-hop station [WCDX] is an 18-34 animal that attacks our competitor in three ways. While our competitor tries to be all things to all people, WCDX is super-focused on 18-34.

"With the swapping of frequencies, two out of three of our stations are being

"We are providing a musical choice for the adult listeners of South Florida, music that can't be heard on any other station."

Jerry Rushin

treated as the shiny new pennies in town. We're able to attack Clear Channel's WBTJ with three distinctive African-American brands in Richmond.

"Radio One has allowed us to make changes to maximize ratings, and they gave us the tools we needed to win. We have a talented staff from A to Z."

In Part Two of our fall '04 ratings success stories, I'll spotlight the mainstream Urban field, in which stations like WGCI/Chicago; KKDA/Dallas; WVEE/Atlanta; KPRS/Kansas City; and WWWZ/Charleston, SC dominate the music-radio race in their markets.



America's Best Testing Urban Songs 12+ For The Week Ending 2/25/05

Table with columns: Artist Title (Label), TW, LW, Famil., Burn, Pers. 12-17, Pers. 18-24, Pers. 25-34. Lists top songs like MARIO Let Me Love You, GAME #50 CENT How We Do, etc.

Total sample size is 344 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/musical preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

REPORTERS

Stations and their ads listed alphabetically by market

Table listing radio stations and their advertising spots across various markets like Albany, Albany, NY, Albany, NY, etc.

WPHH/Hartford, CT

Table listing advertising spots for WPHH/Hartford, CT.

KPRJ/Little Rock, AR

Table listing advertising spots for KPRJ/Little Rock, AR.

WUBT/Nashville, TN

Table listing advertising spots for WUBT/Nashville, TN.

WTLZ/Saginaw, MI

Table listing advertising spots for WTLZ/Saginaw, MI.

WBWT/Tallahassee, FL

Table listing advertising spots for WBWT/Tallahassee, FL.

WMLD/Tallahassee, FL

Table listing advertising spots for WMLD/Tallahassee, FL.

WBWT/Tallahassee, FL

Table listing advertising spots for WBWT/Tallahassee, FL.

Note: For complete adds, see R&R Music Tracking.



Monitored Reporters 102 Total Reporters 70 Total Monitored 32 Total Indicator Did Not Report. Playlist Frozen (2): K12N/Kiteen, TX WIBB/Macon, GA

URBAN AC TOP 30

February 25, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE ('00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	FANTASIA Truth Is (J/RMG)	1421	+128	167720	11	51/0
3	2	JILL SCOTT Whatever (Hidden Beach/Epic)	1212	+20	114407	15	50/0
2	3	LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)	1097	-116	97915	23	48/0
5	4	MARIO Let Me Love You (J/RMG)	1090	+208	149669	9	13/0
4	5	ANITA BAKER How Does It Feel (Blue Note/Virgin)	1049	-21	125144	19	49/0
14	6	JOHN LEGEND Ordinary People (Columbia)	836	+163	116124	7	18/4
6	7	ALICIA KEYS f/TONY, TONI, TONE & JERMAINE PAUL Diary (J/RMG)	829	-21	113934	36	39/0
8	8	BRIAN MCKNIGHT Evertime You Go Away (Motown/Universal)	813	+51	79380	9	47/0
13	9	KEM I Can't Stop Loving You (Motown/Universal)	812	+128	79479	6	53/4
7	10	LUTHER VANDROSS Think About You (J/RMG)	744	-54	100513	64	45/0
11	11	JOSS STONE Spoiled (S-Curve/Virgin)	658	-45	69617	21	45/0
10	12	BRIAN MCKNIGHT What We Do Here (Motown/Universal)	631	-100	61419	33	41/0
15	13	PRINCE Call My Name (Columbia)	596	+33	86699	39	40/0
17	14	GERALD LEVERT So What (If You Got A Baby) (Atlantic)	585	+104	65831	4	46/3
12	15	PATTI LABELLE & RONALD ISLEY Gotta Go Solo (Def Soul/IDJMG)	579	-114	58366	28	40/0
9	16	GERALD LEVERT One Million Times (Atlantic)	521	-223	33767	17	46/0
16	17	O'JAYS Make Up (Music World/SRG)	457	-34	38079	19	27/0
20	18	TINA TURNER Open Arms (Capitol)	374	+54	32079	5	35/2
19	19	ALICIA KEYS Karma (J/RMG)	344	-1	49300	12	25/1
18	20	USHER & ALICIA KEYS My Boo (LaFace/Zomba Label Group)	323	-94	48761	20	35/0
23	21	EARTH, WIND & FIRE f/RAPHAEL SAADIQ Show Me The Way (Sanctuary/SRG)	320	+35	23868	15	19/0
25	22	RAHSAAN PATTERSON Forever Yours (Artistry Music)	271	+64	14873	3	25/3
24	23	LEDISI f/BONEY JAMES My Sensitivity (Gets In The Way) (GRP/VMG)	261	-5	23744	5	22/0
28	24	FAITH EVANS Again (Capitol)	252	+98	21479	2	29/0
21	25	ANGIE STONE f/ANTHONY HAMILTON Stay For Awhile (J/RMG)	248	-49	15660	12	20/0
26	26	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)	233	+34	14205	5	22/0
Debut	27	AL GREEN Perfect To Me (Blue Note/Virgin)	211	+89	7349	1	21/1
22	28	BOYZ II MEN You Make Me Feel Brand New (MSM/Koch)	166	-130	8719	13	20/0
Debut	29	SAMSON Atmosphere (Five Eight's)	157	+42	7282	1	13/1
27	30	QUEEN LATIFAH f/JAL GREEN Simply Beautiful (Vector)	152	-32	6953	14	12/0

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
TROY JOHNSON It's You (Sought After Entertainment)	6
MINT CONDITION I'm Ready (Image)	5
KEM I Can't Stop Loving You (Motown/Universal)	4
JOHN LEGEND Ordinary People (Columbia)	4
GERALD LEVERT So What (If You Got A Baby) (Atlantic)	3
RAHSAAN PATTERSON Forever Yours (Artistry Music)	3
TINA TURNER Open Arms (Capitol)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MARIO Let Me Love You (J/RMG)	+208
JOHN LEGEND Ordinary People (Columbia)	+163
KEM I Can't Stop Loving You (Motown/Universal)	+128
FANTASIA Truth Is (J/RMG)	+128
GERALD LEVERT So What (If You Got A Baby) (Atlantic)	+104

NEW & ACTIVE

R. DEVAUGHN Guess Who Loves You More (Live/Zomba Label Group)	Total Plays: 138, Total Stations: 7, Adds: 0
MINT CONDITION I'm Ready (Image)	Total Plays: 131, Total Stations: 20, Adds: 5
KOOL & THE GANG f/BLACKSTREET No Show '05 (Sanctuary/SRG)	Total Plays: 123, Total Stations: 15, Adds: 2
RUBEN STUDDARD f/MARY MARY Ain't No Need To Worry (J/RMG)	Total Plays: 91, Total Stations: 14, Adds: 1
MICHAEL B. SUTTON Nobody (Little Dizzy)	Total Plays: 75, Total Stations: 10, Adds: 1

Songs ranked by total plays

56 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AOH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.). © 2005, Radio & Records

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

REPORTERS

Stations and their adds listed alphabetically by market

<p>WQVE/Albany, GA OH: Bill Jones PD: Nicole Black 13 FANTASIA 14 KEM</p>	<p>WKST/Charleston, SC* OH: John Anthony PD/MO: Michael Tee 13A TONY, TONI, TONE & JERMAINE PAUL 13B KENNY G. f/EARTH, WIND & FIRE 13C TROY JOHNSON</p>	<p>WMXL/Columbus, MS PD/MO: Bobby Wonder No Adds</p>	<p>WTLN/Charlotte, NC* PD: Brian Wallace No Adds</p>	<p>WQMG/Greensboro, NC* PD: Shylene Dale No Adds</p>	<p>WHTF/Miami, FL* PD: Dennis Brown AP/MO: Karen Vaughn No Adds</p>	<p>WKUS/Norfolk, VA* OH: Eric Myles No Adds</p>	<p>Music Choice Smooth R&B/Satellite OH/MO: J.J. Stone AP/MO: J.J. Stone 12 SIRIUS HEART & SOUL/SATELLITE 13 SIRIUS HEART & SOUL/SATELLITE 14 SIRIUS HEART & SOUL/SATELLITE</p>	<p>WBXX/Tallahassee, FL OH/MO: Herciane Davis AP: Victor Duncan No Adds</p>
<p>KSYU/Albuquerque, NM* OH: Bill May PD: Tim Jones AP/MO: Jaimee Barreras 13A RAMSAY PATTERSON</p>	<p>WBAV/Charlotte* PD/MO: Terry Avery No Adds</p>	<p>WXMG/Columbus, OH* OH: Paul Strong PD: Warren Stevens No Adds</p>	<p>WJAX/Jackson, MS* MINT CONDITION</p>	<p>WJML/Houston, TX* OH: Tom Calozano PD/MO: Sam Choice No Adds</p>	<p>WJAX/Jackson, MS* MINT CONDITION</p>	<p>WKYR/Milwaukee, WI* PD: Lori Jones No Adds</p>	<p>WKYR/Milwaukee, WI* OH: Dick Lamb PD/MO: Dick Lamb 25 JOHN LEGEND 27 ALICIA KEYS 1 GERALD LEVERT</p>	<p>WIMX/Toledo, OH* PD: Rocky Love MO: Brenda Brown MINT CONDITION 13 TROY JOHNSON</p>
<p>WKSP/Augusta, GA* OH: Mike Kruger PD: Tim "Fat" Sneli AP: Cher Best No Adds</p>	<p>WVAV/Charlotte* PD: AC Stone MO: Kim Stevens No Adds</p>	<p>WROU/Detroit, MI* OH: J.J. Kyles No Adds</p>	<p>WJAX/Jackson, MS* MINT CONDITION</p>	<p>WJAX/Jackson, MS* MINT CONDITION</p>	<p>WJAX/Jackson, MS* MINT CONDITION</p>	<p>WKRM/Oklahoma City, OK* PD: Terry Monday MO: Eddie Bracco No Adds</p>	<p>WKCF/Olando, FL* OH/MO: Steve Hollbrook 1 KEM</p>	<p>WJAX/Jackson, MS* MINT CONDITION</p>
<p>WKSP/Augusta, GA* OH: Mike Kruger PD: Tim "Fat" Sneli AP: Cher Best No Adds</p>	<p>WVAV/Charlotte* PD: AC Stone MO: Kim Stevens No Adds</p>	<p>WVAV/Charlotte* PD: AC Stone MO: Kim Stevens No Adds</p>	<p>WJAX/Jackson, MS* MINT CONDITION</p>	<p>WVAV/Charlotte* PD: AC Stone MO: Kim Stevens No Adds</p>	<p>WVAV/Charlotte* PD: AC Stone MO: Kim Stevens No Adds</p>	<p>WVAV/Charlotte* PD: AC Stone MO: Kim Stevens No Adds</p>	<p>WVAV/Charlotte* PD: AC Stone MO: Kim Stevens No Adds</p>	<p>WVAV/Charlotte* PD: AC Stone MO: Kim Stevens No Adds</p>

POWERED BY
MEDIABASE

*Monitored Reporters

75 Total Reporters

56 Total Monitored

19 Total Indicator

Did Not Report, Playlist Frozen (1):

WRB/Macon, GA

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GOSPEL TOP 30

February 25, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	SMOKIE NORFUL I Understand (EMI Gospel)	927	+7	36536	15	33/1
2	2	J MOSS We Must Praise (Gospo Centric)	899	+5	37437	25	31/1
3	3	DONNIE MCCLURKIN I Call You Faithful (Verity)	866	+44	34014	14	31/2
4	4	DETRICK HADDON God Is Good (Verity)	669	-2	24947	27	24/0
5	5	BISHOP TD JAKES f/MICAH STAMPLEY Take My Life (Dexterity/EMI Gospel)	571	-31	25723	20	24/0
6	6	DONALD LAWRENCE Healed (Verity)	526	-28	17554	22	19/0
8	7	TED & SHERI Celebrate (Word/Curb/Warner Bros.)	487	-29	18195	11	22/0
7	8	NEW BIRTH TOTAL PRAISE CHOIR Suddenly (EMI Gospel)	487	-29	22057	30	20/0
10	9	BENITA WASHINGTON Thank You (Light)	479	+38	17493	14	18/1
13	10	LASHUN PACE For My God (EMI Gospel)	441	+20	14535	6	20/0
12	11	GMWA MASS CHOIR Only A Test (Gospo Centric)	431	+1	17178	17	20/0
9	12	KIERRA "KIKI" SHEARD You Don't Know (EMI Gospel)	421	-68	17511	30	22/0
14	13	ISRAEL AND NEW BREED Friend Of God (Integrity Gospel)	401	-3	11911	5	18/1
16	14	BISHOP MICHAEL V. KELSEY... Run And Tell That (Safari Sound)	398	+9	11366	20	18/0
11	15	KEITH WONDERBOY JOHNSON Let Go And Let God (Verity)	397	-42	16618	30	19/1
15	16	DENETRIA CHAMP Go On Through It (JDI)	377	-19	17721	13	16/0
17	17	TIM BOWMAN My Praise (Liquid B)	368	+7	16333	10	19/1
21	18	BEBE WINANS Safe From Harm (Still Waters/TMG)	359	+63	15615	4	19/1
18	19	RUBEN STUDDARD I Need An Angel (J/RMG)	350	+2	12276	7	13/0
19	20	FORTITUDE He's Alright (Word/Curb/Warner Bros.)	316	+8	13392	14	14/0
20	21	MEN OF STANDARD Just Like You (Muscle Shoals Sound Gospel)	294	-4	13252	15	14/1
25	22	JAMES FORTUNE You Survived (World Wide Gospel)	271	+35	11126	3	19/2
26	23	R. ALLEN... f/K. FRANKLIN Something About The Name Jesus (Tyscot/Taseis)	253	+26	9466	3	12/2
23	24	STEPHEN HURD Lead Me To The Rock (Integrity Gospel)	252	+10	7803	7	13/0
24	25	LORI PERRY I Found It In You (Music One)	244	+7	13297	9	12/2
28	26	DAMON LITTLE Do Right (World Wide Gospel)	240	+24	13029	4	12/0
27	27	KURT CARR Let God Arise (Gospo Centric/Interscope)	233	+9	5397	3	11/1
-	28	TWINKIE CLARK He Lifted Me (Verity)	229	+38	9966	7	12/1
29	29	DONALD LAWRENCE f/HEZEKIAH WALKER You Covered Me (Verity)	228	+16	5798	2	11/0
22	30	JOE PACE We've Come To Praise Him (Integrity Gospel)	216	-27	10350	18	12/0

34 Gospel reporters. Songs ranked by total plays for the airplay week of Sunday 2/13 - Saturday 2/19.

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MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
ANDERSON SANCTUARY CHOIR Lord I Thank You (Malaco)	4
BISHOP PAUL S. MORTON... A Mighty Good Friend (Tehillah/Light)	3
GREG HOOVER... Breakthrough (Spectrum)	3
DONNIE MCCLURKIN I Call You Faithful (Verity)	2
JAMES FORTUNE You Survived (World Wide Gospel)	2
LORI PERRY I Found It In You (Music One)	2
R. ALLEN... f/K. FRANKLIN Something About... (Tyscot/Taseis)	2
DEANDRE PATTERSON Great Things (Tyscot/Taseis)	2
WINFIELD PARKER Jesus Is In The Blessing Business (BP)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BEBE WINANS Safe From Harm (Still Waters/TMG)	+63
DONNIE MCCLURKIN I Call You Faithful (Verity)	+44
DEANDRE PATTERSON Great Things (Tyscot/Taseis)	+42
BENITA WASHINGTON Thank You (Light)	+38
TWINKIE CLARK He Lifted Me (Verity)	+38
JAMES FORTUNE You Survived (World Wide Gospel)	+35
BISHOP PAUL S. MORTON... A Mighty Good Friend (Tehillah/Light)	+34
MARTHA MUNIZZI Glorious (Independent)	+33
RON WINANS Walking In My Season (Entheos)	+31
DENETRIA CHAMP I Really Love You (JDI)	+30

NEW & ACTIVE

CHDIR B0YZ It's Alright (Music One)	Total Plays: 197, Total Stations: 8, Adds: 0
JONATHAN BUTLER Don't You Worry (Maranatha!)	Total Plays: 194, Total Stations: 10, Adds: 1
DENETRIA CHAMP I Really Love You (JDI)	Total Plays: 162, Total Stations: 9, Adds: 1
KIRK FRANKLIN & TRIN-I-TEE 5:7 Wake Up (Gospo Centric)	Total Plays: 154, Total Stations: 7, Adds: 1
DEANDRE PATTERSON Great Things (Tyscot/Taseis)	Total Plays: 152, Total Stations: 9, Adds: 2

Songs ranked by total plays

REPORTERS

Stations and their adds listed alphabetically by market

WJZZ/Atlanta, GA
 GM: Frank Johnson
 PD: Jeanne Fife
 23 (6) DORIS GIBBS CHURCH MASS CHOIR
 20 TAYLOR CLARK
 18 DONNIE MCCLURKIN
 17 FRANK WARD
 ANDERSON SANCTUARY CHOIR

WTHB/Augusta, GA
 GM/PD: Ron Thomas
 APD: Sister Mary King Cannon
 GREG HOOVER...

WCAO/Baltimore, MD
 PD/MD: Lee Michaels
 18 MARC W. HARRIS f/SPARK FRANKLIN
 9 ANSOBLE WILLIAMS
 7 TRACY SAVED
 7 JAMES FORTUNE

WJMN/Baltimore, MD
 PD: Jeff Reiter
 GREG HOOVER
 BISHOP PAUL S. MORTON...

WYOK/Baton Rouge, LA
 GM: Jeff Janssen
 PD/MD: Kerwin Feeling
 12 BOBBY JONES
 10 LOUISIANA STATE MASS CHOIR F

WAGS/Birmingham, AL
 PD: Mary L.
 MD: Prince Taylor
 19 JERRY SHEETS & VOICES OF INTEGRITY
 18 MAAMI MASS CHOIR
 17 DENZEL WASHINGTON
 27 GENTLE WASHINGTON
 23 TONEX
 10 FRED WASHINGTON
 10 WILLIAM MURPHY, III
 9 JAMES FORTUNE
 9 LEO
 9 SMOKIE NORFUL

WENN/Birmingham, AL
 GM: Doug Hamilton
 PD: Willie Pride
 No Adds

WJWC/Charleston, SC
 GM: Mike Edwards
 PD: Carl Fitzgerald
 22 SAMUEL BUSTLER
 20 MIAMI MASS CHOIR
 18 JAMES FORTUNE
 29 RUDOLPH WASHINGTON
 27 BEBE WINANS

WJTC/Charleston, SC
 GM: Terry Bass
 PD: Edwin "Chez" Wright
 APD/MD: James Wallace
 27 GENTLE WASHINGTON
 23 TONEX
 10 FRED WASHINGTON
 10 WILLIAM MURPHY, III
 9 JAMES FORTUNE
 9 LEO
 9 WALTER BARNES, JR

WMPZ/Chattanooga, TN
 GM: Keith Lyndstad
 PD: Andrea Perry
 5 WALTER HAWKINS

WJWC/Columbia, SC
 PD: Gary Jay Green
 APD/MD: Marva Washington
 9 JAMES FORTUNE
 8 BISHOP PAUL S. MORTON...
 7 KEITH WONDERBOY JOHNSON
 6 RANCE ALLEN GROUP

WJVD/Columbus, OH
 GM: John Spahr
 PD: Dawn Moody
 13 DENZEL WASHINGTON
 13 WYNDOL HENRY
 13 MICHAEL WASHINGTON
 ANDERSON SANCTUARY CHOIR

KHVV/Dallas, TX
 PD/MD: Warren Brooks
 10 LORI PERRY
 10 DARRYL PETTIES & STRENGTH IN PRAISE
 8 PANACEA PROJECT UKIM RUTHERFORD

WTL/Cincinnati, IN
 GM: Brian Wallace
 PD: Donovan Hartwell
 MD: Donovan Hartwell
 ANDERSON SANCTUARY CHOIR

WHLN/Jackson, MS
 GM: Steve Kelly
 PD: Jennell Roberts
 MD: Torrez Harris
 No Adds

WJVD/Jackson, MS
 GM: Stan Branson
 PD: Peggy Davis
 MD: Stacia Hunter
 13 KEITH WONDERBOY JOHNSON
 12 KURT CARR

KPRT/Kansas City, MO
 GM: Andre Carson
 PD: Allyn Feary
 APD: Freddie Bull
 MD: Debbie Johnson
 9 LOUISIANA STATE MASS CHOIR.

KVLO/Little Rock, AR
 GM: Joe Rogers
 PD/MD: Billy St. James
 APD: Mark Dylan
 4 LORI PERRY

WLOK/Memphis, TN
 PD/MD: Kim Harper
 26 MISSISSIPPI MASS CHOIR
 18 JACQUES
 FRED HAMMOND

WJMM/Miami, FL
 GM: F. Claudette Freeman
 PD/MD: Greg Cooper
 No Adds

WQOK/Mobile, AL
 GM: Dan Balle
 PD/MD: Felicia Attribution
 No Adds

WPRF/New Orleans, LA
 GM: John Stoney
 APD: Kim "Cap'n Kins" McCon
 No Adds

WYLD/New Orleans, LA
 GM: Carla Boatner
 PD: Al Appleberry
 APD/MD: Lonetta Peitl
 10 STEPHEN HURD

WPEZ/Norfolk, VA
 GM: John Stoney
 PD: Dale Murray
 9 KAT CHARLES f/GLADYS NIGHT
 2 TAMIYA J.

WDAS/Philadelphia, PA
 GM: Tom Mitchen
 PD: Joe Tamburo
 APD/MD: Jo Gamble
 No Adds

WNNI/Raleigh, NC
 GM: PD: Jerry Smith
 APD: Dennis Lee
 MD: Melissa Wade
 10 BISHOP PAUL S. MORTON f/KEITH JOHNSON & PAUL PORTER

WYZZ/Richmond, VA
 GM: Jerry Smith
 PD: Reggie Baker
 13 GAILA BUCKLEMAN
 11 WILLIAMS BROTHERS
 11 ELLIOTT COLL & PRODUCTIONS
 ANDERSON SANCTUARY CHOIR

Sheridan Gospel Network/Satellite
 PD: Michael Gamble
 APD: Morgan Dulkes
 No Adds

WPGC/Washington, DC
 No Adds

WYCB/Washington, DC
 PD: Ron Thompson
 GREG HOOVER S

Note: For complete adds, see R&R Music Tracking.

34 Total Reporters
 34 Total Indicator

Did Not Report.
 Playlist Frozen (2):
 WCHB/Detroit, MI
 WJMO/Cleveland, OH

MANAGER'S MINUTE

Your Free, Weekly E-Mail

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- Research insights from Larry Rosin, Gerry Boehme, Mike Henry, Bill Moyes, Mark Ramsey, Rick Torcasso and many others.
- Industry event calendar update

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LON HELTON
lhelton@radioandrecords.com

An Analysis Of The GRC Analysis

An all-format look at gold, recurrents and currents

It goes without saying that each format has its own unique mix of currents, recurrents and gold. That mix defines the format almost as much as the music itself. This week we drill down through Mediabase 24/7 music information to compare and contrast 11 formats. We'll examine not only the differences among formats, but also the wide range of current, recurrent and gold mixes within formats themselves.

Before we get to the data, one caveat: The percentages in each category were derived from a single one-week snapshot, ending Feb. 15. It's important to note that some stations may have strayed from their usual mixes due

to one-time programming events that skewed the mix that particular week.

Most/Least Songs Played

One of Mediabase's many categories is an

overall look at how much music a station plays. There are any number of factors that affect this number, including length of songs and outside programming (charity radiothons, sporting events, remote broadcasts, etc.). Nevertheless, it's interesting to note the number of songs a station is able to play in any given week.

Country led the most-songs-in-a-week list, with KRTY/San Jose rolling out 2,422 tunes in a seven-day period. A Rock station, KBER/Salt Lake City, played the fewest songs in our target week, 1,284. Here are the stations at each format that played the most and fewest songs during the week we looked at.

Most Songs

Country: KRTY/San Jose, 2,422
Alternative: WHYG/Monmouth-Ocean, 2,404
CHR/Rhythmic: WNHT/Ft. Wayne, IN, 2,354
CHR/Pop: WDKF/Dayton, 2,329
Hot AC: WAEZ/Johnston City, TN, 2,316
Triple A: KVGX/Minneapolis, 2,180
AC: KTRR/Ft. Collins, CO, 2,150
Urban: WHRK/Memphis, 2,148
Urban AC: KSUY/Albuquerque, 2,106
Rock: KNCN/Corpus Christi, TX, 2,085
Active Rock: KICT/Wichita, 2,039
Fewest Songs
Rock: KBER/Salt Lake City, 1,284
Urban AC: WRKS/New York, 1,300
Active Rock: WCCC/Hartford, 1,397
Hot AC: WLNK/Charlotte, 1,450
AC: WYSF/Birmingham, 1,454

Urban: WJZD/Biloxi, MS, 1,512
Alternative: KPNT/St. Louis, 1,515
CHR/Pop: KBKS/Seattle, 1,594
CHR/Rhythmic: KWPR/Los Angeles, 1,618
Triple A: KINK/Portland, OR, 1,630
Country: WYCD/Detroit, 1,696

Unique Titles

If variety is the spice of life, Triple A is full of flavor. In fact, three Triple A stations led the list of stations playing the most unique titles in our target week. WZEW/Mobile was at the top, with 1,160 unique titles out of the 2,064 songs it played — an amazing 56%.

On the other end of the spectrum, CHR/Pop WKGS/Rochester, NY played the fewest unique titles, spinning only 78 different tunes. With 2,075 songs logged for the week, that meant only 4% of its songs were unique.

Here are the stations at each format that played the most and fewest unique titles over the course of our target week. This number is followed by the total number of songs played in the week. The percentage of unique titles when compared to total songs played is in parentheses.

Most Unique Titles

Triple A: WZEW/Mobile, 1,160/2,064 (56%)
AC: WLTD/Pittsburgh, 1,039/2,059 (51%)
Hot AC: WTIC/Hartford, 920/1,909 (48%)
Urban AC: WSRB/Chicago, 885/1,490 (59%)
Alternative: WWCD/Columbus, OH, 811/2,043 (40%)
Country: KHEY/El Paso, 777/2,113 (37%)
Urban: WDKX/Rochester, NY, 733/1,978 (37%)

Rock: WROV/Roanoke, VA, 655/1,589 (41%)
Active Rock: KFRQ/McAllen, 597/1,984 (30%)

CHR/Rhythmic: WKTU/New York, 556/1,871 (30%)

CHR/Pop: WYKS/Gainesville, 527/2,170 (24%)

Fewest Unique Titles

CHR/Pop: WKGS/Rochester, NY, 78/2,075 (4%)

CHR/Rhythmic: KXHT/Memphis, 110/2,007 (5%)

Urban: WUBT/Nashville, 160/1,855 (9%)

Hot AC: WKRQ/Cincinnati, 215/1,919 (11%)

Alternative: WDYL/Richmond, 235/2,210 (11%)

Country: KRST/Albuquerque, 247/2,092 (12%)

AC: KRTR/Honolulu, 289/1,883 (15%)

Active Rock: KDJE/Little Rock, 294/1,883 (16%)

Rock: KCAL/Riverside, 316/1,833 (17%)

Triple A: WGVX/Minneapolis, 334/2,190 (15%)

Urban AC: WVKL/Norfolk, 403/1,725 (23%)

Currents, Currents, Who Plays Currents?

Would it surprise you to learn that Urban plays the highest percentage of currents among all formats? Of the 70 R&R Urban reporters, 67 — 96% — play 50% or more current music. Next is CHR/Pop, where 92% of stations eclipse the 50% current mark. As for Country — since this is the Country section, after all — 98% of our reporters play less than 50% current music. Only KBEQ/Kansas City (53%) and WYUU/Tampa (51%) are above the 50% mark.

The Numbers

Below are three charts showing the current, recurrent and gold percentages for the various formats. The first number listed is the number of R&R format reporters in that category, the second is what percentage of the reporter panel that represents. For example, two R&R Urban reporters have a 90%-100% recurrent percentage, which represents 3% of the Urban reporter panel.

Current Music Percentages By Format

Format	90%-100%	80%-89%	70%-79%	60%-69%	50%-59%	40%-49%	30%-39%	20%-29%	10%-19%	0-9%
Urban	2/3%	16/23%	27/38%	18/26%	4/6%	1/1%	2/3%			
CHR/Pop	1/8%	6/5%	38/32%	42/35%	22/18%	7/6%	3/3%			
CHR/Rhy.		9/11%	35/41%	30/35%	9/10%	3/3%				
Alternative				1/1%	5/7%	24/33%	29/40%	13/18%	1/1%	
Triple A				1/4%	1/4%	4/15%	12/46%	7/27%	1-4%	
Urban AC					2/3%	3/5%	11/20%	23/41%	16/29%	1/2%
Hot AC					6/6%	19/20%	31/33%	24/25%	15/16%	
Country					2/2%	21/18%	65/56%	27/23%	1/8%	
Active Rock					2/3%	10/17%	33/55%	13/22%	2/3%	
Rock							3/10%	19/63%	8/27%	
AC							1/8%	10/9%	74/63%	32/27%

Recurrent Percentages By Format

Format	90%-100%	80%-89%	70%-79%	60%-69%	50%-59%	40%-49%	30%-39%	20%-29%	10%-19%	0-9%
Country						5/4%	37/32%	63/54%	11/10%	
CHR/Pop						2/2%	16/13%	65/55%	33/28%	3/2%
CHR/Rhy.						1/1%	3/4%	30/35%	48/56%	4/4%
Hot AC							5/5%	26/28%	60/63%	4/4%
Active Rock								7/12%	50/83%	3/5%
Alternative								10/14%	53/72%	10/14%
Urban								9/13%	38/54%	23/33%
Rock								1/3%	19/63%	10/33%
AC									60/51%	57/49%
Urban AC								1/2%	27/48%	28/50%
Triple A									10/38%	16/62%

Gold Percentages By Format

Format	90%-100%	80%-89%	70%-79%	60%-69%	50%-59%	40%-49%	30%-39%	20%-29%	10%-19%	0-9%
AC	4/3%	45/38%	55/48%	12/10%						
Rock				14/47%	4/13%					
Urban AC				10/33%	8/14%					
Triple A				18/32%	22/39%	7/13%				
Active Rock				10/38%	11/42%	3/12%	11/4%			
Alternative				8/13%	30/50%	12/20%	9/15%			
Hot AC				2/3%	8/11%	17/24%	6/8%	4/5%		
Country				9/9%	15/16%	28/30%	17/18%	8/8%	1/1%	
Urban					5/4%	42/36%	62/54%	7/6%		
CHR/Rhy.						2/3%	3/4%	11/16%	35/50%	19/27%
CHR/Pop						1/1%	1/1%	8/9%	42/49%	34/40%
								1/8%	48/40%	60/51%

Continued on Page 44



CHUCK ALY
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Techies Take Nashville

Leadership Music launches Digital Summit

Before the electron was harnessed, music was a live-entertainment enterprise. Thus, we work in an industry that has technology as its very foundation. And while music is universal and unchanging in its scope and power, the means and methods for delivering it are in a constant state of flux.

That ever-changing reality is the impetus for Leadership Music's Digital Summit, a one-day technology conference scheduled for April 5 in Nashville and hosted by Belmont University. Executives from some of the most prominent technology companies in the world will discuss

music-related issues, show off the latest innovations and give attendees a glimpse of the gadgets and systems that may come to market in the future.

Spearheaded by Leadership Music alumni and co-chaired by Capitol/Nashville Sr. VP/Marketing Fletcher Foster and SunTrust VP Lori Stone, the Digital Summit is a natural extension of Leadership Music's goals.



Lori Stone

Trust VP Lori Stone, the Digital Summit is a natural extension of Leadership Music's goals.

Tech City U.S.A.

"Leadership Music's education and development committees kind of came together looking for ways to raise money," Stone says of the early summit planning. "But the fundraising aspect of it quickly became secondary. We wanted the event to be very inclusive, to involve the entire community as well as Leadership Music alumni."

Subtitled "Today, Tomorrow and the Day After," the summit has lined up participants including American Tech Research, Virgin Digital, MusicNet, EMI, MTV Wireless, Moviso, BMI and UMG Mobile.

The morning keynote speaker will be MSN

Marketplaces GM Mike Conte. Conte is responsible for MSN's efforts in music, radio, television and shopping and was the lead designer of Excel and Office 95.

"We want the companies coming in for this conference to see Nashville as a huge center for music and technology, which is what it is."

Kira Florita

Leadership Music Exec. Director Kira Florita sees the summit's roster of technology speakers and exhibitors working two ways. "Because we're an educational nonprofit, this fits right in with our mission," she says.

"Part of it, too, is that we want the companies coming in for this conference to see Nashville as a huge center for music and technology, which is what it is. Between country, Christian and the other formats we have locally, nothing else compares."

Panel Display

Following the morning keynote are three panels, with a lunch in between. The first, "State of the Union of Digital Delivery," will explore the current online music-selling paradigm — who sells what, how the financial model works and what the ultimate cash flow is for music companies.

The day's second panel is "Wireless Innovation." "I call it the George Jetson panel," Foster says. "Ringtones, cell phones with MP3 players, all the way up to gadgets that aren't even on the music-industry radar. That's the 'day after' part.

"The third panel, 'Dig-

Kenii Thomas

NEW ARTIST FACT FILE

Label: Moraine Records
Single: "Not Me"
Album: *Flags of Our Fathers: A Soldier's Story*
Producer: Brent Maher
Release Date: Jan. 25
Hometown: Columbus, GA
Favorite Sports Team: Florida Gators
Birthday: July 16

Veteran Talent: Thomas is a former Army Ranger who

fought in the 1993 Mogadishu, Somalia gun battle depicted in the film *Blackhawk Down*. He earned the Bronze Star for Valor and the Combat Infantryman's Badge, served as a consultant on the film *We Were Soldiers* and has worked as a counselor for troubled teens and as a motivational speaker.

Three-Minute Life Story: "I was Kenii long before I was Sgt. Thomas. I was raised in the college town of Gainesville. When I joined the Army I learned what the country really is, and it isn't college towns.

"I never counted on being in that long, and I went places and saw some things most people shouldn't have to see, then came back to tell about it. Now I preach about music. When you put some miles on life, you see clearly when and where you were bumped in the right direction."

Influences: "The first album I ever owned was Stevie Wonder's *Songs in the Key of Life*. Sean Mullins is the reason I picked up the guitar. The Eagles. Lynyrd Skynyrd. A lady named Rebecca Brown, who was my choir director in church. She'd take stuff off the radio and adapt it for us. We did 'On the Turning Away' by Pink Floyd in church! She also taught me to play piano."

Turning Point: "About a year and a half ago I was ready to leave Nashville, go back to Iraq and take a job when I got a call from an Army chaplain. He said, 'Whether you know it or not, you're still a voice for the Rangers, and I really think you should stick it out. You'll do more good there.' Everything fell into place after that. Brent Maher decided he had an idea for the record, and this all started happening."

Best Thing About His Career So Far: "If it all went away tomorrow, the best thing by far are my friendships with Billy Montana and his family and Brent Maher. Even in the Army it's always the people."

Worst Thing: "Staying the course is difficult. Bearing the weight and putting one foot in front of the other. It's a mental challenge. You have to believe in where you're going, pick a point and keep moving. You're trying to circumvent the business, because nobody sends you an invitation. You can't bitch about it; that's just the way it is."



Kenii Thomas

ital Marketing Concepts Come to Life,' is the actual application of all this stuff. We're going to walk through an entire release on the digital side, bring an artist in and go step-by-step through the process."

A second keynote address will close the conference, though the speaker has yet to be announced. Also, an exhibit hall will be open throughout the day, giving attendees some hands-on experience with the hardware and software discussed during the sessions.

"There are still a lot of people inside I-440 who don't have an iPod and who've heard about Rhapsody but haven't actually ever downloaded a song with their own hands,"

Foster says. "This is a chance to play with the toys and taste a little bit of the future."

Value Added

The idea that Nashville takes a technological back seat is a primary target for summit organizers. "Because we're in Nashville, we get dictated to by Los Angeles and New York as to what alliances we can build," Foster says. "So we don't always educate ourselves as to why those alliances work or don't work. If we're going to be true leaders, we need to look at the technology,

how it's developing and how it's changing the business.

"The key is to look at all aspects of the industry, to understand the cash flow of this new technology, and to explore this new financial model. Every aspect of the business is affected by technology and will continue to be. As leaders, we need to educate ourselves.

"There are so many topics, this could easily be a two-day event, but we wanted to focus on a few issues that are manageable to address, get our hands around them and really do it well. It's an amazing value, considering a lot of these events can cost \$250 or \$300 just for one day. We want to provide a great educational experience so everyone will want to come back next year."

Leadership Music's Digital Summit is scheduled for April 5 at Belmont's Curb Events Center. Registration is \$99 for Leadership Music alumni and members of partner organizations including the ACM, NARAS, the Nashville Songwriters Association International, the International Bluegrass Music Association and more. Non-member and on-site registration is \$149. Visit www.digitalsummit.org for details or to register.



Kira Florita



CROSS COUNTRY During the recent CMA board meetings in Los Angeles, executives from NYC Big Events were on hand to work on plans for the CMA Awards, to be held Nov. 15 at Madison Square Garden in New York. Seen here (l-r) are CMA Chairman Kix Brooks; his wife, Barbara Brooks; CMA Exec. Director Ed Benson; and NYC Big Events Exec. Director Maureen Reidy and VP/Marketing Ashley Jacobs.

COUNTRY TOP 50

POWERED BY
MEDIABASE

February 25, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	± POINTS	TOTAL PLAYS	± PLAYS	TOT. A.Q.H. (00)	± A.Q.H. (00)	WEEKS ON	TOTAL ADDS
1	1	RASCAL FLATTS Bless The Broken Road (Lyric Street)	12621	-419	4610	-95	427676	-13736	16	116/0
2	2	KEITH URBAN You're My Better Half (Capitol)	11986	64	4301	-12	406775	2058	17	115/0
4	3	JOSH GRACIN Nothin' To Lose (Lyric Street)	10796	636	4069	+261	361575	28062	23	116/0
3	4	BRAO PAISLEY Mud On The Tires (Arista)	10607	-1260	3883	-530	357764	-40678	22	116/0
7	5	CRAIG MORGAN That's What I Love About Sunday (BBR)	9550	814	3567	+370	330879	35066	16	116/0
5	6	ALAN JACKSON Monday Morning Church (Arista)	9501	-441	3699	-135	307628	-18995	19	116/0
6	7	LEANN RIMES Nothin' 'Bout Love Makes Sense (Asylum/Curb)	8974	-661	3404	-183	297500	-19935	24	116/0
8	8	SUGARLAND Baby Girl (Mercury)	8739	448	3154	+138	306743	16566	29	115/1
9	9	REBA MCENTIRE He Gets That From Me (MCA)	8320	85	3050	-8	276637	-1289	25	113/0
10	10	BILLY DEAN Let Them Be Little (Curb)	8183	81	3058	+6	279964	12436	23	116/1
14	11	KENNY CHESNEY Anything But Mine (BNA)	7661	625	2761	+233	257207	27379	8	114/1
11	12	BROOKS & DUNN It's Getting Better All The Time (Arista)	7557	239	2750	+67	253368	10387	12	113/0
12	13	LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	7445	178	2741	+59	235844	-601	17	115/0
13	14	MONTGOMERY GENTRY Gone (Columbia)	7336	115	2668	+68	234254	826	13	113/1
15	15	JO DEE MESSINA My Give A Damn's Busted (Curb)	7055	580	2471	+195	228407	21298	8	108/2
16	16	ANDY GRIGGS If Heaven (RCA)	6476	173	2414	+70	206590	6828	17	114/1
18	17	TOBY KEITH Honkytonk U (DreamWorks)	5839	790	2148	+275	197753	29422	4	115/5
19	18	JOE NICHOLS What's A Guy Gotta Do (Universal South)	5275	475	1932	+140	164867	20161	13	108/2
17	19	JAMIE O'NEAL Trying To Find Atlantis (Capitol)	5200	66	2003	+37	153726	5780	19	106/1
20	20	MARTINA MCBRIDE God's Will (RCA)	4687	418	1743	+165	145855	15966	11	99/0
21	21	TRACE ADKINS Songs About Me (Capitol)	4124	232	1650	+159	123672	8780	10	104/1
23	22	TIM MCGRAW Drugs Or Jesus (Curb)	4003	924	1507	+374	128837	25244	4	106/13
22	23	BLAINE LARSEN How Do You Get That Lonely (Giantslayer/BNA)	3803	164	1382	+74	118227	6382	15	97/4
25	24	JEFF BATES Long, Slow Kisses (RCA)	3128	182	1179	+85	94722	6041	19	89/3
28	25	LONESTAR Class Reunion (That Used To Be Us) (BNA)	3068	334	1185	+121	92517	12777	7	95/7
24	26	MIRANDA LAMBERT Me And Charlie Talking (Epic)	3068	19	1244	+28	86579	313	18	97/2
27	27	PHIL VASSAR I'll Take That As A Yes (The Hot Tub Song) (Arista)	2954	149	1070	+76	91362	4687	12	81/3
29	28	SHANIA TWAIN Don't! (Mercury)	2800	205	1084	+64	80053	5533	6	88/5
31	29	DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	2693	510	959	+176	81137	14653	6	87/10
26	30	TERRI CLARK The World Needs A Drink (Mercury)	2298	-604	869	-237	64558	-19290	14	83/0
30	31	AMY DALLEY I Would Cry (Curb)	2265	26	843	+9	63635	1788	15	74/3
32	32	MARK CHESNUTT I'm A Saint (Vivaton)	1952	40	774	-20	50679	4217	16	65/1
33	33	KEITH ANDERSON Pickin' Wildflowers (Arista)	1827	303	717	+129	42133	6584	9	69/5
Breaker	34	GRETCHEN WILSON Homewrecker (Epic)	1716	773	582	+331	55837	22348	3	78/40
41	35	BIG & RICH Big Time (Warner Bros.)	1401	657	429	+189	46388	24644	3	57/14
Breaker	36	BLAKE SHELTON Goodbye Time (Warner Bros.)	1255	151	543	+73	35410	5321	4	70/8
34	37	BLUE COUNTY Nothin' But Cowboy Boots (Asylum/Curb)	1224	-213	552	-81	30319	-1959	8	63/0
37	38	SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	1111	121	477	+42	31391	5589	5	63/8
36	39	ALISON KRAUSS & UNION STATION Restless (Rounder)	975	-87	384	-4	26512	-4775	9	34/0
46	40	BOBBY PINSON Don't Ask Me How I Know (RCA)	865	356	233	+106	27284	10575	3	34/12
39	41	BUDDY JEWELL If She Were Any Other Woman (Columbia)	835	36	366	+24	20933	3958	3	47/6
45	42	TRICK PONY It's A Heartache (Asylum/Curb)	776	232	302	+85	22367	4049	4	44/13
43	43	JULIE ROBERTS Wake Up Older (Mercury)	715	70	303	+26	19914	2351	3	46/3
44	44	RANOY ROGERS BAND Tonight's Not The Night (Smith Entertainment)	560	9	130	+26	17341	-180	8	11/1
47	45	AARON LINES Waitin' On The Wonderful (BNA)	549	82	250	+33	14737	4149	3	38/7
42	46	TRENT WILLMON The Good Life (Columbia)	527	-128	121	-3	16039	-4429	20	9/1
49	47	RASCAL FLATTS Skin (Lyric Street)	472	54	138	+14	19391	2171	4	3/0
48	48	KENI THOMAS Not Me (Moraine)	454	22	186	+1	11363	1043	6	25/2
Debut	49	DARRYL WORLEY If Something Should Happen (DreamWorks)	436	81	233	+78	11461	5685	1	45/17
Debut	50	TRAVIS TRITT I See Me (Columbia)	434	315	180	+131	12205	8519	1	30/10

116 Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total points for the airplay week of 2/13-2/19. Bullets appear on songs gaining points and/or plays or remaining flat from previous week. If two songs are tied in total points, the song with the larger increase in points is placed first. Songs below No. 1 and down in points and plays for three consecutive weeks are moved to recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Station Weight = AQH Persons + (Market rank X 10) divided by 4180. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2005. Arbitron Inc. © 2005. Radio & Records

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
GRETCHEN WILSON Homewrecker (Epic)	40
HANNA MCEUEN Something Like A Broken Heart (MCA)	22
BRIAN MCCOMAS The Middle Of Nowhere (Lyric Street)	22
DARRYL WORLEY If Something Should Happen (DreamWorks)	17
DIAMOND RIO One Believer (Arista)	15
BIG & RICH Big Time (Warner Bros.)	14
TIM MCGRAW Drugs Or Jesus (Curb)	13
TRICK PONY It's A Heartache (Asylum/Curb)	13
BOBBY PINSON Don't Ask Me How I Know (RCA)	12

MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
TIM MCGRAW Drugs Or Jesus (Curb)	+924
CRAIG MORGAN That's What I Love About Sunday (BBR)	+814
TOBY KEITH Honkytonk U (DreamWorks)	+790
GRETCHEN WILSON Homewrecker (Epic)	+773
BIG & RICH Big Time (Warner Bros.)	+657
JOSH GRACIN Nothin' To Lose (Lyric Street)	+636
KENNY CHESNEY Anything But Mine (BNA)	+625
JO DEE MESSINA My Give A Damn's Busted (Curb)	+580
DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	+510
JOE NICHOLS What's A Guy Gotta Do (Universal South)	+475

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TIM MCGRAW Drugs Or Jesus (Curb)	+374
CRAIG MORGAN That's What I Love About Sunday (BBR)	+370
GRETCHEN WILSON Homewrecker (Epic)	+331
TOBY KEITH Honkytonk U (DreamWorks)	+275
JOSH GRACIN Nothin' To Lose (Lyric Street)	+261
KENNY CHESNEY Anything But Mine (BNA)	+233
JO DEE MESSINA My Give A Damn's Busted (Curb)	+195
BIG & RICH Big Time (Warner Bros.)	+189
DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	+176
MARTINA MCBRIDE God's Will (RCA)	+165

BREAKERS

GRETCHEN WILSON
Homewrecker (Epic)
40 Adds • Moves 38-34
BLAKE SHELTON
Goodbye Time (Warner Bros.)
8 Adds • Moves 35-36

Songs ranked by total plays

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COUNTRY TOP 50 INDICATOR

February 25, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	± POINTS	TOTAL PLAYS	± PLAYS	TOT. AUD. (00)	± AUD. (00)	WEEKS ON	TOTAL ADDS
	1	RASCAL FLATTS Bless The Broken Road (Lyric Street)	5287	47	4192	+37	126485	1814	16	107/0
	2	KEITH URBAN You're My Better Half (Capitol)	4857	-196	3867	-164	113656	-4945	17	104/0
	3	JOSH GRACIN Nothin' To Lose (Lyric Street)	4503	70	3544	+23	106767	143	24	102/1
	4	ALAN JACKSON Monday Morning Church (Arista)	4360	-114	3479	-76	106065	-2848	19	99/0
	5	BRAD PAISLEY Mud On The Tires (Arista)	4311	-642	3369	-557	103399	-14439	23	99/0
	6	LEANN RIMES Nothin' 'Bout Love Makes Sense (Asylum/Curb)	4067	-253	3239	-262	100245	-4116	24	99/0
	7	SUGARLAND Baby Girl (Mercury)	4025	292	3184	+248	92766	6492	30	105/1
	8	BROOKS & DUNN It's Getting Better All The Time (Arista)	3877	248	3066	+189	90131	6153	12	106/1
	9	CRAIG MORGAN That's What I Love About Sunday (BBR)	3785	436	3154	+367	92267	10271	15	103/2
	10	LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	3629	57	2955	+43	85501	1182	17	103/0
	11	BILLY DEAN Let Them Be Little (Curb)	3403	3	2689	-21	80880	-686	21	100/0
	12	KENNY CHESNEY Anything But Mine (BNA)	3336	358	2714	+271	77692	7752	9	106/4
	13	MONTGOMERY GENTRY Gone (Columbia)	3073	57	2467	+43	73186	863	13	101/2
	14	ANDY GRIGGS If Heaven (RCA)	3033	90	2441	+65	73832	2293	18	100/0
	15	TOBY KEITH Honkytonk U (DreamWorks)	2881	461	2297	+383	66534	10680	4	106/2
	16	JOE NICHOLS What's A Guy Gotta Do (Universal South)	2695	110	2166	+78	63241	2410	14	98/1
	17	JO DEE MESSINA My Give A Damn's Busted (Curb)	2566	174	2059	+131	62933	4174	7	86/1
	18	JAMIE O'NEAL Trying To Find Atlantis (Capitol)	2514	-36	2058	-32	58739	-993	19	100/0
	19	TIM MCGRAW Drugs Or Jesus (Curb)	2333	315	1899	+269	52591	7351	5	98/4
	20	MARTINA MCBRIDE God's Will (RCA)	2281	78	1846	+43	54631	2535	11	88/0
	21	TRACE ADKINS Songs About Me (Capitol)	2226	117	1764	+87	51559	3035	10	91/0
	22	MIRANDA LAMBERT Me And Charlie Talking (Epic)	1822	35	1433	+23	42491	1328	18	89/1
	23	LONESTAR Class Reunion (That Used To Be Us) (BNA)	1780	108	1453	+88	41085	2061	7	89/1
	24	SHANIA TWAIN Don't! (Mercury)	1643	96	1298	+101	38503	2561	7	80/3
	25	BLAINE LARSEN How Do You Get That Lonely (Giantslayer/BNA)	1642	83	1405	+62	38136	1907	12	79/4
	26	DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	1404	200	1174	+174	31510	3700	6	78/4
	27	MARK CHESNUTT I'm A Saint (Vivaton)	1296	-48	1029	-38	28092	-1552	17	75/0
	28	PHIL VASSAR I'll Take That As A Yes (The Hot Tub Song) (Arista)	1220	76	1006	+69	29798	1700	13	62/1
	29	BLAKE SHELTON Goodbye Time (Warner Bros.)	1072	57	905	+50	24303	1741	7	74/1
	30	GRETCHEN WILSON Homewrecker (Epic)	959	571	809	+460	21679	13036	2	72/39
	31	SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	780	43	623	+45	18277	794	5	55/3
	32	TERRI CLARK The World Needs A Drink (Mercury)	720	-250	535	-215	19468	-5215	14	41/1
	33	AMY DALLEY I Would Cry (Curb)	674	24	552	+21	15393	32	14	40/1
	34	BIG & RICH Big Time (Warner Bros.)	659	195	538	+177	15396	4502	3	55/14
	35	ALISON KRAUSS & UNION STATION Restless (Rounder)	598	25	472	+19	14600	731	11	39/1
	36	KEITH ANDERSON Pickin' Wildflowers (Arista)	553	47	432	+32	13166	1148	9	36/3
	37	BLUE COUNTY Nothin' 'Bout Cowboy Boots (Asylum/Curb)	551	-90	442	-66	12364	-2479	9	36/1
	38	DARRYL WORLEY If Something Should Happen (DreamWorks)	540	174	463	+150	12057	3363	2	46/11
	39	JULIE ROBERTS Wake Up Older (Mercury)	447	24	360	+23	8856	396	5	40/2
	40	BUDDY JEWELL If She Were Any Other Woman (Columbia)	430	119	353	+106	9719	2720	3	36/10
	41	S. BROWN f/R. RANDOLPH Mission Temple Fireworks Stand (Curb)	329	5	268	-5	7003	-175	7	21/0
	42	AARON LINES Waitin' On The Wonderful (BNA)	294	25	209	+19	6499	387	6	21/4
	43	JEDD HUGHES Soldier For The Lonely (MCA)	291	25	231	+22	5333	395	4	21/2
	44	KATRINA ELAM I Want A Cowboy (Universal South)	284	34	255	+26	5383	588	3	23/1
	45	KENI THOMAS Not Me (Moraine)	244	-2	194	-1	4820	-247	8	16/0
	46	TRICK PONY It's A Heartache (Asylum/Curb)	220	61	170	+49	4770	1449	2	18/7
Debut	47	TRAVIS TRITT I See Me (Columbia)	206	125	177	+112	4283	2671	1	25/10
Debut	48	ZONA JONES Two Hearts (D/Quarterback)	192	34	199	+31	4546	444	1	20/2
Debut	49	HANNA-MCEUEN Something Like A Broken Heart (MCA)	191	178	122	+109	3935	3720	1	16/13
	50	TIFT MERRITT Good Hearted Man (Lost Highway/DreamWorks)	170	-32	133	-30	3821	-638	5	15/0

108 Country reporters. Songs ranked by total plays for the airplay week of Sunday 2/13 - Saturday 2/19.
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MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
GRETCHEN WILSON Homewrecker (Epic)	39
BIG & RICH Big Time (Warner Bros.)	14
HANNA-MCEUEN Something Like A Broken Heart (MCA)	13
BOBBY PINSON Don't Ask Me How I Know (RCA)	13
DARRYL WORLEY If Something Should Happen (DreamWorks)	11
BUDDY JEWELL If She Were Any Other Woman (Columbia)	10
TRAVIS TRITT I See Me (Columbia)	10
TRICK PONY It's A Heartache (Asylum/Curb)	7
GEORGE CANYON My Name (Universal South)	7

MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
GRETCHEN WILSON Homewrecker (Epic)	+571
TOBY KEITH Honkytonk U (DreamWorks)	+461
CRAIG MORGAN That's What I Love About Sunday (BBR)	+436
KENNY CHESNEY Anything But Mine (BNA)	+358
TIM MCGRAW Drugs Or Jesus (Curb)	+315
SUGARLAND Baby Girl (Mercury)	+292
BROOKS & DUNN It's Getting Better All The Time (Arista)	+248
DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	+200
BIG & RICH Big Time (Warner Bros.)	+195
HANNA-MCEUEN Something Like A Broken Heart (MCA)	+178

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GRETCHEN WILSON Homewrecker (Epic)	+460
TOBY KEITH Honkytonk U (DreamWorks)	+383
CRAIG MORGAN That's What I Love About Sunday (BBR)	+367
KENNY CHESNEY Anything But Mine (BNA)	+271
TIM MCGRAW Drugs Or Jesus (Curb)	+269
SUGARLAND Baby Girl (Mercury)	+248
BROOKS & DUNN It's Getting Better All The Time (Arista)	+189
BIG & RICH Big Time (Warner Bros.)	+177
DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	+174
DARRYL WORLEY If Something Should Happen (DreamWorks)	+150

REPORTING STATION PLAYLISTS

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COUNTRY CALLOUT AMERICA. BY

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES February 25, 2005

Callout America® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of February 13-19.

ARTIST Title (Label)	TOTAL POSITIVE	PASSION	INDEX	NEUTRAL	FAMILIARITY	DISLIKE	STRONGLY DISLIKE
CRAIG MORGAN That's What I Love About Sunday (BBR)	44.0%	83.3%	4.24	11.5%	99.0%	3.8%	0.5%
BRAD PAISLEY Mud On The Tires (Arista)	38.8%	82.0%	4.17	13.3%	98.8%	2.0%	1.5%
ALAN JACKSON Monday Morning Church (Arista)	41.0%	80.3%	4.15	13.8%	99.0%	3.0%	2.0%
JOSH GRACIN Nothin' To Lose (Lyric Street)	38.8%	79.5%	4.12	14.0%	99.3%	4.0%	1.8%
LEANN RIMES Nothin' 'Bout Love Makes Sense (Asylum/Curb)	36.3%	73.0%	4.00	16.5%	98.0%	5.8%	2.8%
ANDY GRIGGS If Heaven (RCA)	22.8%	69.0%	3.84	20.0%	96.5%	4.5%	3.0%
LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	25.0%	68.5%	3.90	19.0%	94.5%	6.0%	1.0%
MARK CHESNUTT I'm A Saint (Vivaton)	23.0%	65.8%	3.90	19.8%	91.0%	4.0%	1.5%
BROOKS & DUNN It's Getting Better All The Time (Arista)	27.3%	65.5%	3.88	18.3%	92.8%	6.8%	2.3%
RASCAL FLATTS Bless The Broken Road (Lyric Street)	31.5%	65.5%	3.88	23.3%	97.5%	6.8%	2.0%
BLAINE LARSEN How Do You Get That Lonely (Giantslayer/BNA)	23.8%	65.3%	3.82	21.3%	94.8%	5.0%	3.3%
REBA MCENTIRE He Gets That From Me (MCA)	31.0%	65.0%	3.86	23.3%	97.8%	6.8%	2.8%
SUGARLAND Baby Girl (Mercury)	27.0%	64.5%	3.87	23.0%	95.3%	6.5%	1.3%
KEITH URBAN You're My Better Half (Capitol)	22.5%	63.5%	3.80	26.3%	96.8%	5.5%	1.5%
KENNY CHESNEY Anything But Mine (BNA)	27.3%	61.5%	3.87	20.8%	90.0%	5.3%	2.5%
JOE NICHOLS What's A Guy Gotta Do (Universal South)	22.3%	61.3%	3.77	24.0%	93.8%	6.0%	2.5%
JAMIE O'NEAL Trying To Find Atlantis (Capitol)	24.3%	57.0%	3.69	24.5%	94.5%	10.0%	3.0%
BILLY DEAN Let Them Be Little (Curb)	25.0%	56.0%	3.71	25.0%	93.0%	9.0%	3.0%
TRACE ADKINS Songs About Me (Capitol)	18.3%	55.8%	3.66	23.5%	90.3%	8.0%	3.0%
MONTGOMERY GENTRY Gone (Columbia)	19.3%	53.3%	3.59	27.5%	94.5%	10.5%	3.3%
MARTINA MCBRIDE God's Will (RCA)	23.5%	52.8%	3.64	24.5%	90.5%	8.0%	5.3%
JEFF BATES Long, Slow Kisses (RCA)	16.5%	51.8%	3.66	32.3%	90.8%	5.3%	1.5%
PHIL VASSAR I'll Take That As A Yes (The Hot Tub Song) (Arista)	17.3%	49.5%	3.56	25.0%	88.3%	10.0%	3.8%
TERRI CLARK The World Needs A Drink (Mercury)	11.3%	49.5%	3.52	30.3%	90.5%	7.8%	3.0%
LONESTAR Class Reunion (That Used To...) (BNA)	14.3%	48.0%	3.57	26.0%	85.0%	8.0%	3.0%
TOBY KEITH Honkytonk U (DreamWorks)	16.0%	48.0%	3.61	18.8%	78.5%	7.8%	4.0%
AMY DALLEY I Would Cry (Curb)	10.8%	47.8%	3.58	27.0%	82.8%	5.8%	2.3%
BLUE COUNTY Nothin' But Cowboy Boots (Asylum/Curb)	12.3%	44.8%	3.53	25.0%	81.0%	8.5%	2.8%
KEITH ANDERSON Pickin' Wildflowers (Arista)	15.5%	43.8%	3.50	25.0%	83.3%	11.0%	3.5%
JO DEE MESSINA My Give A Damn's Busted (Curb)	13.5%	40.8%	3.43	24.5%	79.8%	9.3%	5.3%
MIRANDA LAMBERT Me And Charlie Talking (Epic)	11.5%	40.3%	3.36	34.5%	89.8%	10.5%	4.5%
DIERKS SHELTON Lot Of Leavin' Left To Do (Capitol)	9.0%	38.5%	3.44	19.0%	70.5%	9.8%	3.3%
BLAKE SHELTON Goodbye Time (Warner Bros.)	10.8%	38.0%	3.53	23.5%	70.3%	6.3%	2.5%
TIM MCGRAW Drugs Or Jesus (Curb)	9.0%	32.5%	3.31	25.3%	72.5%	10.5%	4.3%
SHANIA TWAIN Don't! (Mercury)	10.0%	30.5%	3.31	17.3%	63.3%	10.3%	5.3%

CALLOUT AMERICA® HOT SCORES

This Week At Callout America

By John Hart

Craig Morgan's "That's What I Love About Sunday" not only repeats as the No. 1 song overall this week at Callout America, it also becomes the No. 1 passion song in the sample. Morgan has the No. 1 song overall with both male and female Country radio listeners.

Leann Rimes moves into the top five titles with the No. 5 song overall and the No. 5 passion song too. Rimes is strongest with female listeners, where she has the No. 5 song and the No. 3 passion song. And she has the No. 3 song with females 25-34.

Leann WOMACK moves strong inside the top 10 to No. 7 with "I May Hate Myself in the Morning." This song is the No. 11 passion song in the sample. WOMACK has the No. 5 song with males, the No. 12 song with females and the No. 6 song overall with core 35-44 listeners.

New to the top 10 titles for the week is "I'm a Saint" from Mark Chesnutt, which is the No. 8 song overall. This song has been on a strong growth trend for the last five weeks. While the radio spin charts show Chesnutt ranking in the 30s, Country radio listeners are connecting with this song. Younger, 25-34 males rank this song at No. 5 for the demo.

Trace Adkins is inside the top 20 titles with "Songs About Me" at No. 19, up from No. 22. Adkins has the No. 13 song with men.

Total sample size is 400 persons weekly, with a margin of error of plus or minus 5%. Scoring is done each week using live interviewers conducting an interview with each respondent. Scores are: 5) I like it a lot; in fact, it's one of my favorites; 4) I like it; 3) It's OK, just so-so; 2) I don't like it; and 1) I strongly dislike it. The index score is an average of all 1-to-5 scores. The total positive score is an aggregate of the 4 and 5 scores. To be included in weekly callout, songs must have entered the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54-year-olds who identify country as their favorite music and who listen daily to competitive Country radio in the sample markets. The sample is 50% male/female and evenly distributed in the 25-34, 35-44 and 45-54 demos. The sample is balanced by region and markets within each region. Bullseye Callout is conducted in these regions and markets. SOUTH: Charleston, SC; Charlotte; Baton Rouge; Nashville; Atlanta. MIDWEST: Flint, MI; Indianapolis; Madison; Omaha; Cincinnati. EAST: Harrisburg; Rochester, NY; Springfield, MA; Providence; Washington, DC. WEST: Modesto, CA; Salt Lake City; Colorado Springs, CO; Portland, OR; Houston. © 2005 Radio & Records. © 2005 Bullseye Marketing Research Inc.

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America's Best Testing Country Songs
12+ For The Week Ending 2/25/05

Artist Title (Label)	TW	LW	Famil.	Burn	Per. 25-54	W 25-54	M 25-54
JOSH GRACIN Nothin' To Lose (Lyric Street)	4.28	4.14	93%	5%	4.25	4.43	4.14
RASCAL FLATTS Bless The Broken Road (Lyric Street)	4.27	4.09	96%	18%	4.26	4.36	4.19
BRAD PAISLEY Mud On The Tires (Arista)	4.26	4.15	98%	19%	4.24	4.27	4.21
KEITH URBAN You're My Better Half (Capitol)	4.21	4.03	98%	21%	4.18	4.41	4.04
MARTINA MCBRIDE God's Will (RCA)	4.19	4.01	91%	15%	4.24	4.35	4.17
JOE NICHOLS What's A Guy Gotta Do (Universal South)	4.17	4.02	83%	11%	4.20	4.15	4.22
CRAIG MORGAN That's What I Love About Sunday (BBR)	4.15	4.11	92%	13%	4.18	4.21	4.17
BLAINE LARSEN How Do You Get... (Giantslayer/BNA)	4.14	3.99	70%	8%	4.15	4.17	4.13
BROOKS & DUNN It's Getting Better All The Time (Arista)	4.13	3.98	89%	16%	4.14	4.32	4.03
SUGARLAND Baby Girl (Mercury)	4.12	4.07	91%	16%	4.19	4.23	4.16
ANDY GRIGGS If Heaven (RCA)	4.12	4.01	89%	11%	4.15	4.33	4.03
MONTGOMERY GENTRY Gone (Columbia)	4.11	4.01	89%	16%	4.13	4.16	4.11
KENNY CHESNEY Anything But Mine (BNA)	4.11	3.97	88%	13%	4.09	4.13	4.07
ALAN JACKSON Monday Morning Church (Arista)	4.03	3.92	97%	28%	4.11	4.12	4.11
JO DEE MESSINA My Give A Damn's Busted (Curb)	4.00	3.83	65%	11%	4.05	3.94	4.11
BILLY DEAN Let Them Be Little (Curb)	3.99	3.78	92%	20%	4.09	4.23	3.99
REBA MCENTIRE He Gets That From Me (MCA)	3.96	3.81	99%	35%	4.03	4.14	3.96
LEE ANN WOMACK I May Hate Myself... (MCA)	3.95	3.86	95%	18%	4.01	3.91	4.07
LEANN RIMES Nothin' 'Bout Love... (Asylum/Curb)	3.93	3.73	96%	27%	3.95	4.08	3.87
JAMIE O'NEAL Trying To Find Atlantis (Capitol)	3.93	3.70	87%	19%	3.95	3.98	3.94
PHIL VASSAR I'll Take That As A Yes... (Arista)	3.93	3.73	80%	16%	3.96	4.00	3.94
JEFF BATES Long, Slow Kisses (RCA)	3.93	3.85	61%	9%	4.02	4.28	3.86
GRETCHEN WILSON When I Think About Cheatin' (Epic)	3.92	3.88	99%	34%	4.05	3.97	4.10
TRACE ADKINS Songs About Me (Capitol)	3.92	3.85	75%	11%	4.02	3.99	4.04
TIM MCGRAW Drugs Or Jesus (Curb)	3.92	-	85%	1%	3.87	4.06	3.91
LONESTAR Class Reunion (That Used To Be Us) (BNA)	3.89	-	60%	9%	3.92	3.97	3.88
TERRI CLARK The World Needs A Drink (Mercury)	3.85	3.51	77%	16%	4.02	3.94	4.06
MIRANDA LAMBERT Me And Charlie Talking (Epic)	3.85	3.59	72%	17%	3.88	3.94	3.86
TOBY KEITH Honkytonk U (DreamWorks)	3.79	-	61%	2%	3.95	3.86	4.00

Total sample size is 346 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic.com is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.



COUNTRY TOP 30

POWERED BY
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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	RASCAL FLATTS Bless The Broken Road (Lyric Street)	561	+14	10	13/0
2	2	KEITH URBAN You're My Better Half (Capitol)	544	+15	14	12/0
3	3	JOSH GRACIN Nothin' To Lose (Lyric Street)	507	-3	10	12/0
10	4	SHANIA TWAIN Don't! (Mercury)	433	+61	4	14/0
4	5	BRAD PAISLEY Mud On The Tires (Arista)	426	-74	18	15/0
11	6	PAUL BRANDT Home (Drange/Universal)	412	+40	4	10/0
7	7	AARON LINES Waitin' On The Wonderful (BNA)	410	+15	4	11/0
6	8	LEE ANN WOMACK I May Hate Myself... (MCA)	407	-9	6	13/0
5	9	GRETCHEN WILSON When I Think About Cheatin' (Epic)	398	-53	13	14/0
12	10	BROOKS & DUNN It's Getting Better All The Time (Arista)	371	+4	8	14/1
14	11	KENNY CHESNEY Anything But Mine (BNA)	364	+23	4	10/1
15	12	MONTGOMERY GENTRY Gone (Columbia)	354	+28	5	12/0
		LEANN RIMES Nothin' 'Bout Love... (Asylum/Curb)	351	-33	19	16/0
19	14	LISA BROKOP Hey, Do... (Curb/EMI Music Canada)	331	+15	8	9/0
8	15	DEAN TUFTIN Wide Open Highway (Stoken Horse)	325	-70	10	8/0
17	16	BILLY DEAN Let Them Be Little (Curb)	324	+3	6	10/0
22	17	GEORGE CANYON My Name (Universal South)	322	+44	3	12/1
26	18	CAROLYN DAWN JOHNSON Dress Rehearsal (Arista)	290	+45	2	11/1
28	19	SUGARLAND Baby Girl (Mercury)	281	+51	2	11/1
13	20	DOC WALKER Forgive Me... (Open Road/Universal)	277	-66	14	12/0
Debut	21	JO DEE MESSINA My Give A Damn's Busted (Curb)	273	+72	1	6/0
23	22	AARON PRITCHETT John Roland Wood (Royalty)	271	+3	7	8/0
16	23	GORD BAMFORD My Heart's A Genius (GWB)	269	-58	8	8/0
24	24	TERRI CLARK The World Needs A Drink (Mercury)	266	0	5	9/0
18	25	DARRYL WORLEY Awful, Beautiful Life (DreamWorks)	258	-62	13	11/0
27	26	JAMIE O'NEAL Trying To Find Atlantis (Capitol)	246	+2	8	8/0
25	27	ANDY GRIGGS If Heaven (RCA)	240	-5	4	8/0
21	28	REBA MCENTIRE He Gets That From Me (MCA)	239	-51	15	15/0
20	29	ALAN JACKSON Monday Morning Church (Arista)	239	-66	15	10/0
Debut	30	JOE NICHOLS What's A Guy Gotta Do (Universal South)	220	+12	1	6/0

19 Canadian Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. © 2005, Radio & Records. ♣ Indicates Cancun.

C O U N T R Y
FLASHBACK

1

YEAR AGO

• No. 1: "American Soldier" — Toby Keith

5

YEARS AGO

• No. 1: "My Best Friend" — Tim McGraw

10

YEARS AGO

• No. 1: "You Can't Make A Heart Love Somebody" — George Strait

15

YEARS AGO

• No. 1: "Fast Movin' Train" — Restless Heart

20

YEARS AGO

• No. 1: "Crazy For Your Love" — Exile

25

YEARS AGO

• No. 1: "Daydream Believer" — Anne Murray

30

YEARS AGO

• No. 1: "Linda On My Mind" — Conway Twitty

An Analysis of The GRC...

Continued from Page 39

On the low end of the current music spectrum is AC, where 91% of the R&R reporters play less than 20% current music. Next comes Rock, where 27 of the 30 reporters — 90% — are under 30% currents.

The chart below shows which stations at each format have the highest and lowest current percentages.

Highest Current Percentages

CHR/Pop: WKGS/Rochester, NY, 97%
Urban: WJMI/Jackson, MS, 94%
CHR/Rhythmic: KBFB/Dallas, 86%
Alternative: WBUZ/Nashville, 66%
Triple A: WRLT/Nashville, 59%
Hot AC: WZPL/Indianapolis, 55%

Country: KBEQ/Kansas City, 53%
Active Rock: WXQR/Greenville, NC, 53%
Urban AC: KJLH/Los Angeles, 51%
Rock: KOOJ/Baton Rouge, 36%
AC: KKBA/Corpus Christi, TX, 32%
Lowest Current Percentages By Format
AC: WRSN/Raleigh, 3%
Urban AC: KSYU/Albuquerque, 8%
Hot AC: WVMX/Cincinnati, 10%
Rock: KZRR/Albuquerque, 10%
Triple A: WZGC/Atlanta, 12%
Active Rock: KBPI/Denver, 15%
Alternative: KZON/Richmond, 18%
Country: KKBQ/Houston, 20%
Urban: WJMZ/Greenville, SC, 34%
CHR/Pop: WWST/Knoxville, 38%
CHR/Rhythmic: WKTU/New York, 44%

NEW & ACTIVE

JIMMY BUFFETT Piece Of Work (Mailboat/RCA)
Total Plays: 176, Total Stations: 13, Adds: 0

KATRINA ELAM I Want A Cowboy (Universal South)
Total Plays: 160, Total Stations: 27, Adds: 6

SAWYER BROWN f/ROBERT RANDOLPH Mission Temple Fireworks Stand (Curb)
Total Plays: 154, Total Stations: 24, Adds: 1

JEDD HUGHES Soldier For The Lonely (MCA)
Total Plays: 143, Total Stations: 24, Adds: 3

COUNTRY REPORTERS

Stations and their ads listed alphabetically by market

KBCV/Abilene, TX OM: Brad Elliott PD: Buzz Brundage APD: JB Cloud MD: Dea Alexander 5 SHENANDO	WHWQ/Birmingham, NY PD: Eddie Hasbani APD: Mike Hester MD: John Hester 10 HANNA-MCCLELLAN	KCCY/Colorado Springs, CO* PD: Judy Eaton MD: Valerie Hart 1 PAUL GREEN 2 SHERRY SHAW 3 BOBBY PRISON 4 BOBBY PRISON 5 BOBBY PRISON	KAFF/Ft. Collins, CO PD: Chris Hestab APD: Hugh James	WTRC/Huntington PD: Travis Day MD: Dave Poole 1 DANIEL ROSS 2 BOBBY PRISON 3 BOBBY PRISON 4 BOBBY PRISON 5 CAROLINE BROWN	WLMX/Leaving, KY OM: Robert Lindsey MD: C.C. Matthews MD: Karl Shannon NO ADS	WSM/Nashville, TN* OM: Jim Seabastian MD: Frank Series 1 GUY GREEN 2 DARRYL WORLEY 3 HANNA-MCCLELLAN	KRM/Portland, OR PD: Les Acree APD: James Anthony GRETCHEN WILSON	KVVO/Tulsa, OK* PD: R. W. Smith 1 GUY GREEN 2 BLAKE LARSEN 3 BLAKE LARSEN 4 SHERRI BEUTLEY	
WOMX/Akron, OH* OM: Kevin Mason APD: Ken Steel NO ADS	WDBX/Birmingham, AL* PD: Tom Hanrahan APD: Jay Cruise 1 GUY GREEN 2 BOBBY PRISON 3 BOBBY PRISON 4 BOBBY PRISON 5 BOBBY PRISON	KKCS/Colorado Springs, CO* PD: Gabe Carlson 1 GUY GREEN 2 GUY GREEN 3 SHELLEY MARSHALL 4 DARRYL WORLEY 5 TRICK POFFY	WFBE/Flint, MI PD: Coyote Collins APD: Dave Deronimo 1 GUY GREEN 2 BOBBY PRISON 3 BOBBY PRISON 4 BOBBY PRISON 5 BOBBY PRISON	WDRM/Huntsville, AL OM: Todd Berry MD: Dan McClain NO ADS	KZKO/Lincoln, NE OM: Jim Steel APD: Brian Jennings APD: Carol Turner 1 GUY GREEN 2 DARRYL WORLEY 3 GRETCHEN WILSON	WCTY/New London, CT APD: Jimmy Lehn MD: Dave Elder 6 DARRYL WORLEY 7 GUY GREEN 8 GEORGE CANYON	KXKS/Shreveport, LA OM: Gary McCoy PD: Russ Winston NO ADS	WWZ/Tupelo, MS OM: Rick Stevens PD: Bill Hughes 15 GUY GREEN 16 SHERRI BEUTLEY 17 SHERRI BEUTLEY	
WGNA/Birmingham, NY* PD: Bill Earley MD: Hanna McClellan	WBWN/Bloomington, IL OM: Dan Westhoff APD: Buck Stevens 10 BOBBY PRISON 11 BOBBY PRISON	WCOS/Columbia, SC* PD: LJ Smith APD: Glen Garrett 1 PAUL GREEN	WFXX/Florence, AL PD: Gary Harwood 1 AMBER DOTSON 2 GRETCHEN WILSON	WFMS/Indianapolis, IN* OM: David Wood PD: Bob Richards MD: J.O. Cannon NO ADS	KSSA/Little Rock, AR* PD: Chad Heritage NO ADS	WGH/Horfolk, VA* OM: John Shonby APD: Mark McKay 3 GRETCHEN WILSON 4 BOBBY PRISON 5 GEORGE CANYON	WSLC/Roanoke, VA PD: Brett Sharp MD: Robyn Jaymes GRETCHEN WILSON LORETTA LAM TRAVIS TRITT	KSUX/Sioux City, IA PD: Bob Ross APD: Tony Michaels 14 GRETCHEN WILSON 15 BOBBY PRISON 16 BOBBY PRISON 17 AMBER DOTSON	KNUE/Tyler, TX OM: Michael Cruise OM/MD: Clint Marsh APD: Lisa Kosty BLG & RICH
KBQV/Buquerque, NM* PD: Tim Jones MD: Jeff Jay 1 BOBBY PRISON 2 BOBBY PRISON 3 BOBBY PRISON 4 BOBBY PRISON 5 BOBBY PRISON	WHIO/Bluefield, WV PD: Joe Jarvis 1 GUY GREEN 2 BOBBY PRISON 3 BOBBY PRISON 4 BOBBY PRISON 5 BOBBY PRISON	WCOL/Columbus, OH* PD: John Crenshaw APD: Dan E. Zuko NO ADS	WFFL/Fresno, CA* PD: Steve Plesha MD: Jason Hestab 1 T.M. MCCRAY 2 GUY GREEN 3 GUY GREEN 4 TRAVIS TRITT 5 BRAN MCCASAS	WMSI/Jackson, MS PD: Rick Adams MD: Marshall Stewart 15 SHERRI BEUTLEY	KZLA/Los Angeles, CA* OM: R.J. Curtis APD: Thom Campos MARK OESTER HANNA-MCCLELLAN	KHIO/Odessa, TX PD: Mike Lawrence APD: Kelly Peterson 2 GUY GREEN 1 PAI GREEN 1 BOBBY PRISON SUGARLAND	WYFD/Roanoke, VA PD: Joel Dearing HANNA-MCCLELLAN	KDKR/Spokane, WA* OM: Tim Collier PD: Jay Daniels APD: Bob Castle MD: Tony Trovato 1 TRICK POFFY 2 GUY GREEN 3 KATHLEEN ELAM 4 BLAKE SHELTON	WIRK/W Palm Beach, FL* OM: Robert Harder PD: Paul "Coyote" Neumann APD: Lynn Daniels 1 HANNA-MCCLELLAN 2 HANNA-MCCLELLAN 3 DEBRA CARTER 4 DANIEL ROSS 5 BOBBY PRISON
KRST/Albuquerque, NM* OM: Eddie Hasbani MD: Paul Bailey 1 GUY GREEN 2 GEORGE CANYON 3 AMBER LINES	KIZB/Boise, ID OM: Rick Summers APD: Spence Burke 6 PAUL GREEN 7 BOBBY PRISON	WGSQ/Cookeville, TN OM: Marty McFly PD: Gabe Harrison APD: Phillip Gibbons MD: Jeffrey James 15 JEFF BATES	WWSJ/Jackson, MS PD: Tom Freeman JULE ROBERTS GRETCHEN WILSON	WAMZ/Louisville, KY* PD: Jim Calhoun 15 BOBBY PRISON 16 BOBBY PRISON 17 BOBBY PRISON 18 BOBBY PRISON	KNFM/Odessa, TX OM: John Moesch 14 JOSE GONZALEZ	WYFD/Roanoke, VA PD: Joel Dearing HANNA-MCCLELLAN	WBEZ/Rochester, NY* OM: Dave Symons MD: Billy Kidd 1 TRICK POFFY 2 GUY GREEN 3 KATHLEEN ELAM 4 BLAKE SHELTON	KIUX/Spartanburg, WA* OM: Robert Harder PD: Paul "Coyote" Neumann APD: Lynn Daniels 1 HANNA-MCCLELLAN 2 HANNA-MCCLELLAN 3 DEBRA CARTER 4 DANIEL ROSS 5 BOBBY PRISON	WACQ/Waco, TX OM: Zack Owen NO ADS
KRRV/Alexandria, LA PD/MD: Steve Casey NO ADS	KFCF/Boise, ID APD: Jim Miller 1 GUY GREEN 2 TRAVIS TRITT	KRYS/Corpus Christi, TX PD: Frank Edwards MD: Deena Blake HANNA-MCCLELLAN	WROD/Jacksonville, FL* OM: Gail Austin PD: Casey Carter NO ADS	KLLL/Lubbock, TX OM: Jeff Scott 15 PAI GREEN 16 PAI GREEN 17 ALISON WILSON & JIMON STATION	KOKT/Omaha, NE* MD: Tom Goodwin MD: Craig Allen 1 GUY GREEN 2 GUY GREEN 3 BOBBY PRISON 4 BOBBY PRISON 5 BOBBY PRISON 6 BOBBY PRISON 7 BOBBY PRISON 8 BOBBY PRISON 9 BOBBY PRISON 10 BOBBY PRISON 11 BOBBY PRISON 12 BOBBY PRISON 13 BOBBY PRISON 14 BOBBY PRISON	WYFD/Roanoke, VA PD: Joel Dearing HANNA-MCCLELLAN	KIUX/Spartanburg, WA* OM: Robert Harder PD: Paul "Coyote" Neumann APD: Lynn Daniels 1 HANNA-MCCLELLAN 2 HANNA-MCCLELLAN 3 DEBRA CARTER 4 DANIEL ROSS 5 BOBBY PRISON	WPIQ/Springfield, MA* PD: Jeff McKay APD: Nick Damon MD: Jonathan Tyler 3 LATTER LAM 4 DARRYL WORLEY 5 BOBBY PRISON 6 BOBBY PRISON	WMZO/Washington, DC* OM: Jeff Wyatt PD: George King MD: Shelley Rose 10 JANE O'NEAL 11 MCKENNEY CENTRY 12 BRUCE BROWN
WCTO/Airport, PA* PD: Shelly Sam APD: Sam Malone 1 BOBBY PRISON 2 DANIEL ROSS 3 BRAN MCCASAS	WKLB/Boston, MA* PD: Mike Brophy APD: Ginny Rogers NO ADS	KXPL/Dallas, TX* PD: Paul Williams APD: Smokey Rivers MD: Cady Alan 16 GUY GREEN 17 BOBBY PRISON 18 BOBBY PRISON	WTKF/Tyler, TX PD: Steve Amari APD: Dave Logan 15 TRICK POFFY 16 TRICK POFFY 17 TRICK POFFY 18 TRICK POFFY	WYFD/Roanoke, VA PD: Joel Dearing HANNA-MCCLELLAN	WYFD/Roanoke, VA PD: Joel Dearing HANNA-MCCLELLAN	WYFD/Roanoke, VA PD: Joel Dearing HANNA-MCCLELLAN	WYFD/Roanoke, VA PD: Joel Dearing HANNA-MCCLELLAN	WYFD/Roanoke, VA PD: Joel Dearing HANNA-MCCLELLAN	WYFD/Roanoke, VA PD: Joel Dearing HANNA-MCCLELLAN

POWERED BY
MEDIABASE
*Monitored Reporters
224 Total Reporters
116 Total Monitored
108 Total Indicator
Did Not Report,
Playlist Frozen (4):
WDM/Albany, VA
WPSK/Blacksburg, VA
WVWA/Ann Arbor, MI
WXTA/erie, PA



JULIE KERTES
jkertes@radioandrecords.com

San Francisco's Don Bleu

Twenty-five years of bellyaches and 'Bleupers'

San Francisco radio has not been the same since Don Bleu came to town. He started at CHR/AC hybrid KYUU in 1980, arriving from CHR/Pop KHJ/Los Angeles. He joined KIOI in 1990 and has since graced Bay Area listeners with his nutty wit and silly antics each morning. He is best known for his "Bleupers," prank calls that would keep this high school listener glued to the radio and make her tardy for class.

If you live in the Bay Area and get a strange phone call, you always wonder if you're being had by Don Bleu. His career encompasses not only radio, but also TV, with appearances on CBS affiliate KPIX-TV/San Francisco's *Evening Magazine* show, HGTV's *How's That Work?* and the Discovery Channel's *The Know Zone*.

It is an honor, as a Bay Area native and Don Bleu fan, to this week share some comments from people who have been lucky enough to work with San Francisco's most cherished morning man.

Vickie Jenkins

Affiliate Marketing Specialist, All Comedy Radio Network; former KYUU morning show co-host/morning news anchor

How do you sum up 10 years of laughter in one quote? I grew up in the Midwest and was the baby of a large family. I had three older brothers who'd tease me. Don was my fourth big brother, who teased me on a daily basis. Of course, I got paid for it, which made it less painful.

There is no one he won't call, nothing he won't say or do, but he is never mean-spirited. He has a way of making the audience feel included in the joke — like they are pranksters too. That makes Don unique and a rare gem in the entertainment world. I've never seen him go off the deep end.



WHAT A LOOKER Here's one of many handsome Don Bleu jock photos.

He's not human! You can't quite crack the code of Don Bleu. It's one of those mysteries that you don't mind, because what he's showing the world is that it's all good.

Ric Lippincott

Co-founder & Exec. VP/Network Affiliation, All Comedy Radio Network; former KYUU PD

Whenever I see Don, he says, "Nice shoes," and this is why: I tend to be a pretty bottom-line

"You can't quite crack the code of Don Bleu. It's one of those mysteries that you don't mind, because what he's showing the world is that it's all good."

Vickie Jenkins

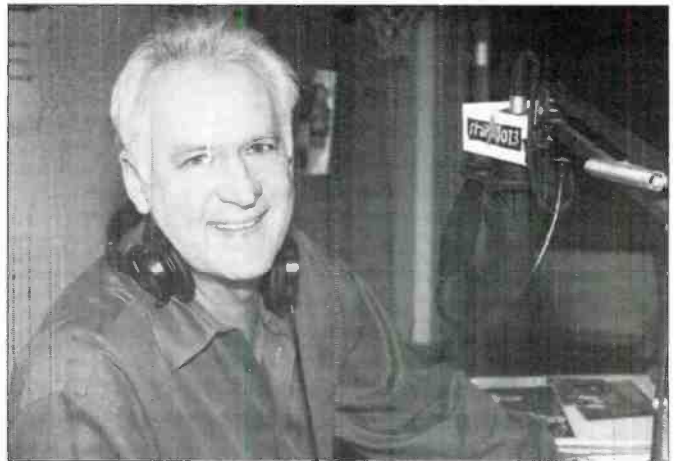
person. When I was PD of KYUU I was working with Don to help him not get lost in the weeds, meaning that he'd start on a subject and go out in the weeds looking for punch lines. I was trying to get him to focus.

I told him that every story needs a beginning, middle and a conclusion. During the process I'd come into the studio and go right into, "Don, about that bit..." and proceed to tell him what he was doing wrong. On the third morning of doing this, he stopped me and said, "Ric, haven't you heard of 'Stroke 'em, then poke 'em'? Don't just walk in here and tell me what I'm doing wrong. Say something nice first." So I paused for a beat and said, "Don, nice shoes. Now about your show...."

Annette M. Lai

Former KYUU MD

During the year when the Cabbage Patch Dolls were the hot Christmas item, Don called me at 5:30 in the morning, put me on the air and asked if he could auction me off as the next Cabbage Patch Doll, because the first one he auc-



STILL SHINING After all these years, KIOI (Star 101.5)/San Francisco morning show personality Don Bleu still gives his all.



SAN FRANCISCO WILL NEVER BE THE SAME The City by the Bay welcomes Don Bleu to mornings on KYUU.

tioned off went to then-Oakland A's player Reggie Jackson for a lot of dough. All I could ask myself was, "How does he come up with this stuff?"

Angela Perelli-Ebbott

PD, KYSR (Star 98.7)/Los Angeles; former KYUU Don Bleu Morning Show producer and former KIOI Asst. PD

Don Bleu not only gave me my first job in radio — answering phones and getting coffee — he taught me that you don't have to be in the Peace Corps to save the world, one goofy radio bit at a time.

At K101, the intersection of Montgomery and Columbus became the backdrop for Don to wreak havoc with Shirley The Stunt Girl during the "Mother Mows Best" obstacle course, which involved women on John Deeres dodging lawn furniture to win a lawn mower for Father's Day, or the April Fool's Day *Backdraft 2* casting call with Ron Howard — the list is endless.

I also remember Don Bleu jumping around in the studio between breaks. One time he jumped so high, he hit his head on the doorjamb and had to be rushed to the hospital — spaz! And mostly I'll never forget Don's voice through the talk-back button, asking, "Where my coffee, bitch?"

Kristi Yamaguchi

Olympic gold medalist figure skater

My history with Don Bleu goes back several years to when I did commercials for then-K101. Don was great to work with, and he became a

really good friend. When I became engaged, his producer suggested that Don marry us. Since my husband and Don are both from Minnesota, we thought it was a good fit. He did a great job. The ceremony was lighthearted but heartfelt.

Congratulations, Don! You've had an incredibly long-lasting career, and I'm happy to have been a small part of that experience with you.

Gary Schoenwetter

VP/Rock Programming, Sirius; former KIOI PD

At an office Christmas party I was deep in conversation with my new bosses when the "after-hours Don" strode over. Towering nearly a foot taller than me, he patted my head and said, "Schoenwetter, I've got socks older than you." The year I spent working with Don reinforced my belief that great people *can* make great radio.

Michael Martin

Sr. VP/Programming, West Coast, Clear Channel; former KIOI PD

When the FCC began cracking down on indecency, I thought my CHR morning shows were the ones in danger. My first complaint came in, and who was it for? Don Bleu. Don actually pissed someone off. I immediately fell in love with him. Don is a true radio legend and still knows how to disrupt a PD's day. For this, I love him.

Continued on Page 49

AC TOP 30

February 25, 2005

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MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS ADDS
2	1	KELLY CLARKSON Breakaway (Hollywood)	2190	+16	216773	21	102/1
1	2	LOS LONELY BOYS Heaven (OR Music/Epic)	2136	-101	195588	36	104/1
3	3	JOHN MAYER Daughters (Aware/Columbia)	2016	+123	186414	17	109/1
5	4	MARTINA MCBRIDE In My Daughter's Eyes (RCA)	1776	+2	156040	24	106/1
7	5	MAROON 5 She Will Be Loved (Octone/JRMG)	1733	+177	171665	18	85/0
4	6	KEITH URBAN You'll Think Of Me (Capitol)	1683	-107	133094	38	105/0
6	7	TIM MCGRAW Live Like You Were Dying (Curb)	1650	+49	107684	20	96/0
8	8	HALL & OATES I'll Be Around (U-Watch)	1417	-55	89967	23	99/1
9	9	PHIL COLLINS Don't Let Him Steal Your Heart Away (Atlantic)	1127	+42	85731	22	96/0
10	10	MAROON 5 This Love (Octone/JRMG)	1085	+11	105572	42	92/0
11	11	HOBBASTANK The Reason (Island/IJMG)	964	-43	79560	34	61/1
12	12	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)	857	+65	91192	6	82/5
13	13	GOOD GOD DOLLS Give A Little Bit (Warner Bros.)	795	+45	120074	8	63/9
15	14	MICHAEL BUBLE Home (143/Reprise)	757	+122	60463	4	93/12
14	15	ROD STEWART f/STEVIE WONDER What A Wonderful World (JRMG)	699	+54	77080	16	57/2
16	16	TINA TURNER Open Arms (Capitol)	516	+31	21056	6	61/4
19	17	RYAN CABRERA True (E.V.L.A./Atlantic)	425	+46	49663	5	48/7
17	18	MICHAEL MCDONALD Reach Out, I'll Be There (Motown/Universal)	406	-44	25668	19	45/0
20	19	MERCYME Homesick (IND/Curb)	379	+103	7600	3	56/8
18	20	KATRINA CARLSON Drive (Kataphonic)	344	-43	10340	18	51/0
22	21	RICHARD MARX Ready To Fly (Manhattan/EMC)	277	+18	6383	9	42/1
24	22	RAY CHARLES f/DIANA KRALL You Don't Know Me (Concord)	261	+15	7244	8	40/2
25	23	SCOTT GRIMES Sunset Blvd. (Velocity)	255	+52	7307	4	41/4
21	24	SHANIA TWAIN w/MARK MCGRATH Party For Two (Mercury/IJMG)	206	-55	10555	13	20/0
23	25	JIM BRICKMAN f/ROCH VOISINE My Love Is Here (Windham Hill/RMG)	187	-60	6926	11	37/0
27	26	VANESSA WILLIAMS You Are Everything (Lava)	180	+57	5093	2	29/4
26	27	FIVE FOR FIGHTING If God Made You (Aware/Columbia)	170	+30	8072	2	32/3
29	28	FINGER ELEVEN One Thing (Wind-up)	134	+20	6829	5	6/0
Debut	29	ELTON JOHN All That I'm Allowed (Universal)	133	+76	5298	1	22/4
Debut	30	ROB THOMAS Lonely No More (Atlantic)	133	+74	41594	1	14/5

117 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Songs below No. 5 are moved to recurrent after 50 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2005. Arbitron Inc.) © 2005, Radio & Records

NEW & ACTIVE

MAROON 5 Sunday Morning (Octone/JRMG)
Total Plays: 120, Total Stations: 14, Adds: 1

JDE CDCKER One (New Door/UMe)
Total Plays: 106, Total Stations: 21, Adds: 1

CRDSBY & NASH Lay Me Down (Sanctuary/SRG)
Total Plays: 98, Total Stations: 17, Adds: 2

HOWIE DAY Collide (Epic)
Total Plays: 61, Total Stations: 12, Adds: 9

ROD STEWART Blue Moon (JRMG)
Total Plays: 48, Total Stations: 29, Adds: 11

Songs ranked by total plays

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
MICHAEL BUBLE Home (143/Reprise)	12
ROD STEWART Blue Moon (JRMG)	11
GOOD GOD DOLLS Give A Little Bit (Warner Bros.)	9
HOWIE DAY Collide (Epic)	9
MERCYME Homesick (IND/Curb)	8
RYAN CABRERA True (E.V.L.A./Atlantic)	7
KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)	5
ROB THOMAS Lonely No More (Atlantic)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MAROON 5 She Will Be Loved (Octone/JRMG)	+177
JOHN MAYER Daughters (Aware/Columbia)	+123
MICHAEL BUBLE Home (143/Reprise)	+122
TRAIN Calling All Angels (Columbia)	+104
MERCYME Homesick (IND/Curb)	+103
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	+95
JEWEL Standing Still (Atlantic)	+79
ELTON JOHN All That I'm Allowed (Universal)	+76
ROB THOMAS Lonely No More (Atlantic)	+74
CHRIS BOTTI When I Fall In Love (Columbia)	+74

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	1137
MICHAEL MCDONALD Ain't No Mountain... (Motown/Universal)	1037
UNCLE KRACKER f/DOBBIE GRAY Drift Away (Lava)	1026
OLDD White Flag (Arista/RMG)	1010
TRAIN Calling All Angels (Columbia)	985
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	931
SHANIA TWAIN Forever And For Always (Mercury/IJMG)	901
MATCHBOX TWENTY Unwell (Atlantic)	839
MARTINA MCBRIDE This One's For The Girls (RCA)	812
SANTANA f/MICHELLE BRANCH The Game Of Love (Arista/RMG)	795
SEAL Love's Divine (Warner Bros.)	789
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	740

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

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R&R CONVENTION 2005
RENAISSANCE CLEVELAND HOTEL



America's Best Testing AC Songs 12 +
For The Week Ending 2/25/05

Artist (Label)	TW	LW	Famil.	Burn	W 25-54	W 55-64	W 35-54
KELLY CLARKSON Breakaway (Hollywood)	3.96	3.82	98%	30%	3.93	4.41	3.81
MICHAEL BUBLE Home (143/Reprise)	3.91	-	42%	4%	3.94	3.65	4.01
TIM MCGRAW Live Like You Were Dying (Curb)	3.85	3.76	94%	28%	3.82	3.63	3.86
GOD GOO DOLLS Give A Little Bit (Warner Bros.)	3.80	3.68	92%	21%	3.80	3.97	3.75
MAROON 5 She Will Be Loved (Octone/JRMG)	3.79	3.65	97%	37%	3.76	3.70	3.78
KEITH URBAN You'll Think Of Me (Capitol)	3.77	3.63	90%	26%	3.76	4.06	3.68
MAROON 5 This Love (Octone/JRMG)	3.72	3.66	98%	46%	3.80	3.84	3.79
LOS LOVELY BOYS Heaven (OR Music/Epic)	3.72	3.50	96%	41%	3.86	3.64	3.91
MARTINA MCBRIDE In My Daughter's Eyes (RCA)	3.72	3.58	95%	38%	3.71	3.35	3.79
HOOBASTANK The Reason (Island/IDJMG)	3.69	3.61	91%	42%	3.70	3.81	3.67
ELTON JOHN Answer In The Sky (Universal)	3.69	3.53	89%	23%	3.70	3.51	3.74
PHIL COLLINS Don't Let Him Steal Your Heart Away (Atlantic)	3.69	3.64	87%	25%	3.64	3.71	3.62
HALL & OATES I'll Be Around (J-Watch)	3.53	3.52	91%	35%	3.60	3.42	3.64
TINA TURNER Open Arms (Capitol)	3.51	3.30	60%	12%	3.61	3.55	3.62
KENNY G. HEARTH, WIND & FIRE The Way... (Arista/RMG)	3.41	3.29	79%	24%	3.54	2.93	3.69
S. TWAIN w/M. MCGRATH Party... (Mercury/IDJMG)	3.37	3.36	82%	28%	3.32	3.06	3.38
KATRINA CARLSON Drive (Kataphonic)	3.32	3.29	74%	21%	3.30	3.52	3.26
R. STEWART f/s. WONDER What A Wonderful... (JRMG)	3.29	3.23	93%	37%	3.31	2.94	3.39
MICHAEL MCDONALD Reach Out... (Motown/Universal)	3.27	3.37	92%	44%	3.32	3.38	3.30
JOHN MAYER Daughters (Aware/Columbia)	3.16	3.10	96%	47%	3.13	3.08	3.14

Total sample size is 265 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much. 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of local radio on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for participating stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.



AC TOP 30



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
	1	MAROON 5 She Will Be Loved (Octone/JRMG)	411	+9	18	9/0
	2	KELLY CLARKSON Breakaway (Hollywood)	351	+2	12	9/0
	3	BRYAN ADAMS Flying (Universal)	346	-2	12	9/0
	4	LOS LOVELY BOYS Heaven (OR Music/Epic)	341	+4	30	11/0
	5	MICHAEL BUBLE Home (Warner Bros.)	307	+19	5	13/0
14	6	JANN ARDEN Where No... (Universal Music Canada)	291	+65	5	12/0
	7	HALL & OATES I'll Be Around (Red/Sony Music Canada)	291	-22	19	7/0
10	8	TINA TURNER Open Arms (Capitol)	288	+24	5	12/0
13	9	JOHN MAYER Daughters (Aware/Columbia)	277	+35	6	10/1
8	10	KALAN PORTER Awake In A Dream... (Sony BMG)	276	0	20	11/0
9	11	S. TWAIN w/M. MCGRATH Party... (Mercury/IDJMG)	275	+2	21	11/0
6	12	PHIL COLLINS Don't Let Him Steal... (Atlantic)	265	-30	19	7/0
11	13	SARAH MCLACHLAN World On Fire (Arista/RMG)	251	-8	27	13/0
12	14	ELTON JOHN Answer In The Sky (Universal)	211	-32	21	8/0
15	15	HOOBASTANK The Reason (Island/IDJMG)	206	-12	29	8/0
16	16	J. BRICKMAN f/r. VOISINE My... (Windham Hill/RMG)	188	+9	9	3/0
18	17	TIM MCGRAW Live Like You Were Dying (Curb)	168	+4	13	6/0
26	18	GOD GOO DOLLS Give A Little Bit (Warner Bros.)	143	+55	3	4/0
19	19	LIONEL RICHELIE Long Long Way To Go (Island/IDJMG)	136	-8	18	6/0
20	20	R. STEWART f/s. WONDER What A Wonderful... (JRMG)	122	-10	14	3/0
25	21	MARTINA MCBRIDE In My Daughter's Eyes (RCA)	108	+18	17	4/0
23	22	ALICIA KEYS If I Ain't Got You (JRMG)	103	+7	17	5/0
22	23	RON SEXSMITH Not About To Lose (Wonesuch)	93	-13	9	2/0
24	24	FINGER ELEVEN One Thing (Wind-up)	90	-2	19	4/0
Debut	25	AMANDA STOTT Homeless Heart (EMI)	87	+46	1	4/1
30	26	SHANIA TWAIN Don't! (Mercury)	82	+23	2	5/0
29	27	CELINE DION In Some Small Way (Epic)	67	+6	2	4/0
Debut	28	KENNY G. HEARTH, WIND... The Way... (Arista/RMG)	64	+36	1	2/1
Debut	29	SARAH MCLACHLAN Push (Arista/RMG)	62	+13	1	4/1
Debut	30	MARILOU Chante (Sony BMG)	60	+15	1	0/0

23 Canadian AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. © 2005. Radio & Records ♣ Indicates Cancun.

REPORTERS

Stations and their adds listed alphabetically by market

WYJB/Albany, NY* PD: Kevin Callahan MD: Chad D. Hara 7 GOD GOO DOLLS 1 HOWIE DAY	WYJX/Boston, MA* PD: Don Kelley APD: Casey D Terry MD: Mark Lawrence No Adds	WYCB/Columbia, SC* PD: Brent Johnson 11 ROB THOMAS MD: STEWART No Adds	WCRZ/Flint, MI* OMP: Jay Patrick APD: George Murray JEE COOPER No Adds	WRRH/Huntsville, AL* PD: Lyle Reynolds 10 HOWIE DAY No Adds	WRSR/Huntsville, AL* PD: Bob Harts MD: Rite Cheiken No Adds	WPEZ/Macon, GA MD: Dana Brumond 4 MAROON 5 No Adds	WMTN/New York, NY* PD: Jim Ryan MD: Morgan Page No Adds	WRNS/Raleigh, NC* OMP: Brian Taylor MD: STEWART No Adds	WRSN/Raleigh, NC* OMP: Steve Peltre MD: Laura Dane No Adds	WASH/Washington, DC* No Adds
WYJZ/Albuquerque, NM* OMP: Lisa Roberts APD: Alison Ahead ELTON JOHN No Adds	WEBC/Bridgeport, CT* PD: Greg Roberts MD: Danny Lyons No Adds	WSMY/Columbus, OH* PD: Chuck Knight MD: Mark Simpson MICHAEL BUBLE No Adds	WDAR/Florence, SC OMP: Randy Wilcox PD: Will Wilcox APD: Dennis Davis HOWIE DAY No Adds	WTPA/Indianapolis, IN* OMP: Peter Jackson MD: Kristin Kellie 5 HOWIE DAY 5 ROB THOMAS No Adds	WTFX/Indianapolis, IN* OMP: David Edgar APD: Jim Conroy No Adds	WGMN/Madison, WI* PD: Pat O'Neil MD: Amy Abbott MICHAEL BUBLE No Adds	WVDE/Norfolk, VA* PD: Don Lockton MD: Jeff Moore No Adds	WTVR/Richmond, VA* PD: Robert Hunter MD: Kai Simons 2 MICHAEL BUBLE 2 RICHARD MARX 1 RYAN CARRERA GOD GOO DOLLS No Adds	WWSN/South Bend, IN OMP: Sally Brown PD: Jim Roberts No Adds	WHUD/Westchester, NY* OMP: Steve Peltre APD: Tom Ford 1 VANESSA WILLIAMS 1 MERCEDES No Adds
WVLE/Allentown, PA* PD: Mike Ruzell APD: Kristy O'Brian No Adds	WYJE/Buffalo, NY* PD: John Chittie APD: Rick Fichting MICHAEL BUBLE No Adds	WKBA/Corpus Christi, TX* PD: Steve Williams MD: Rite Cheiken No Adds	WFYF/Frederick, MD MD: Marc Richards No Adds	WYXW/Indianapolis, IN* OMP: David Edgar APD: Jim Conroy No Adds	WJJK/Jackson, MS* PD: Dave Mackenzie HOWIE DAY No Adds	WVDE/Norfolk, VA* PD: Don Lockton MD: Jeff Moore No Adds	WVDE/Norfolk, VA* PD: Don Lockton MD: Jeff Moore No Adds	WVDE/Norfolk, VA* PD: Don Lockton MD: Jeff Moore No Adds	WVDE/Norfolk, VA* PD: Don Lockton MD: Jeff Moore No Adds	WVDE/Norfolk, VA* PD: Don Lockton MD: Jeff Moore No Adds



141 Total Reporters

117 Total Monitored

24 Total Indicator

Did Not Report: Playlist
KZZZ(Ft.)
KFSB/Yatesville, AR
KFSB/Santa Barbara, CA
WHOM/Portland, ME
WSW/Peoria, IL
WZD/Manchester, NH

San Francisco's Don Bleu

Continued from Page 46

John Scott

Producer, *Don Bleu in the Morning*

Don has an interesting habit: He never, ever stops making noise in the studio. If he's not talking on the air or talking to us off-air, he is whistling Broadway show tunes or singing the song I just played. It is amazing — that brain never stops churnin'. Don is consistent, never moody and never crabby.

I'm sure there have been several thousand occasions where I deserved to get screamed at, but it never happens. He is a kind, wonderful guy, and I love him like a second father.

James Baker

Asst. PD/MD/night host, KIOI

I have listened to Don Bleu since high school, and it's been a treat to work with someone every day for the past three years who has been such a part of my life since 1980, when he was on KYUU. It's like working with family.

When you think of the greats in San Francisco broadcast history, they're all Dons: Don Sherwood, Dr. Don Rose and Don Bleu. Happy 25th, Don. You are the best!

Casey Keating

PD, KIOI

What an honor to be Don Bleu's PD not

"Twenty-five years is just the beginning for Don. He still has all the youthful enthusiasm of a 20-year-old and sounds as hip on the air today as he did when he started."

Casey Keating

once, but, now, a second time. He is a PD's dream. Don is a heritage player who gets ratings, and he can be coached. The first time I met Don in person was in 1996, when I first became PD of KIOI. I was surprised to see that he had a black eye. He told me that he and his family had been vacationing in Maui and that some local didn't like the way he was taking up a parking space. Don was in a rented convertible, and the local popped Don in the right eye while he was in the driver's seat.

I could only imagine that Don would have had to travel far from the Bay Area to find a stranger who would want to harm him. Anyone who knows Don would never lay a finger on him. Twenty-five years is just the beginning for Don. He still has all the youthful enthusiasm of a 20-year-old and sounds as hip on the air today as he did when he started.



NOTHING BUT LAUGHS IN THE STUDIO Don Bleu shares the air with San Franciscan Robin Williams in the KYUU studios in 1988.

artist activity

ARTIST: John Waite

LABEL: No Brakes

By JULIE KERTES/AC/HOT AC EDITOR

John Waite is best known for his unforgettable ballads, like "Everytime I Think of You," from his Babys days; "When I See You Smile," penned during his run with Bad English; and, of course, the '80s hit "Missing You," which still receives substantial radio airplay today. Waite has a way of writing songs that marry meaningful lyrics to melodies that flow effortlessly.

The British singer-songwriter has released a new CD, *The Hard Way*, which brings back five newly mixed and mastered songs from Waite's 2001 release *Figure in a Landscape*. Among the new versions are "Always Be Your Man" (my favorite on the CD); "Masterpiece of Loneliness"; and the single, "New York City Girl." All display Waite's talent for bringing together storytelling, melody and emotion.

When asked why he included songs from his previous release on *The Hard Way*, Waite explains, "I loved *Figure in a Landscape*, but I was never happy with the overall sound of it. We rushed it a bit toward the end. And when Gold Circle broke up, Norm Waitt, who founded the company, gave me all the masters. One day I was looking at them in my closet and thought, 'What a shame.' So this is one of the odd chances in life to re-paint something. It was a marvelous opportunity to go back and finish it off the way I wanted to."

While it's hard to imagine "Missing You" being replaced by another Waite ballad, "New York City Girl" certainly has a chance. The overall feel of the song is comfortable, sentimental and familiar.

Waite tells R&R, "New York City Girl"

is a contemporary version of 'Missing You' and is just as good. The song may be different in content — it's a graphic love letter to New York — but it's similar in melody and arrangement, which wasn't intentional. If programmers are looking for a reason to back the single, that would be it. But it's a really good piece of music on its own, and people respond to good music."

The Hard Way also features a cover of Bob Dylan's "Girl From the North Country," which I have to admit I love just as much as the original, and a bonus acoustic track of "Missing You." The title track is a new one, showcasing Waite's signature high-energy rock sound.

Waite is back on the bus and touring again, keeping the hectic rock star schedule he's accustomed to. Waite says, "We've been taking every gig that makes sense for us. We're doing a Borders Books & Music tour and playing four to five store locations per week — 45-minute sets — in between radio-station interviews in the morning and shows at night. It's been really fun, and in the last two months I've fallen in love with singing again."

The Hard Way is an independent release, and to Waite this route feels more comfortable. "There's no gigantic label behind it," he says. "But that's fine because I'm not really a corporate kind of guy. What I've been doing with this project has been instinctual — a lot of common sense and 30-plus years of experience. Of course, I've got great people around me, like Linda Blum-Huntington, my manager — I couldn't do it myself. But it's going to be a really fun year. I'm committed to being on the road until Christmas."

For more information on Waite's latest release, visit www.johnwaiteonline.com. John Waite's "New York City Girl" goes for adds March 14 at AC.



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HOT AC TOP 40

February 25, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)	3571	+157	247460	11	93/0
1	2	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	3453	-67	229973	18	94/0
3	3	KELLY CLARKSON Breakaway (Hollywood)	3014	-135	218117	27	79/0
4	4	LENNY KRAVITZ Lady (Virgin)	2581	-181	202016	23	87/0
6	5	FINGER ELEVEN One Thing (Wind-up)	2557	-79	180271	40	90/0
5	6	MAROON 5 She Will Be Loved (Octone/J/RMG)	2541	-142	191418	33	93/0
8	7	MAROON 5 Sunday Morning (Octone/J/RMG)	2529	+221	160326	12	94/0
7	8	JOHN MAYER Daughters (Aware/Columbia)	2477	-42	178178	25	86/0
11	9	ROB THOMAS Lonely No More (Atlantic)	2419	+496	172490	3	94/3
10	10	HOWIE DAY Collide (Epic)	2174	-32	128332	26	84/0
9	11	SWITCHFOOT Dare You To Move (Red Ink/Columbia)	2161	-91	106574	21	75/0
12	12	KEANE Somewhere Only We Know (Interscope)	1792	+71	91639	17	77/3
16	13	RYAN CABRERA True (E.V.L.A./Atlantic)	1693	+162	99810	8	77/6
14	14	HOOBASTANK The Reason (Island/IDJMG)	1613	-13	133890	51	89/0
13	15	RYAN CABRERA On The Way Down (E.V.L.A./Atlantic)	1583	-65	101253	28	73/0
18	16	3 DOORS DOWN Let Me Go (Republic/Universal)	1554	+68	67274	8	76/3
20	17	KELLY CLARKSON Since U Been Gone (RCA/RMG)	1513	+178	112439	9	57/3
19	18	AVRIL LAVIGNE Nobody's Home (Arista/RMG)	1449	+105	74848	8	67/0
21	19	JET Look What You've Done (Atlantic)	1340	+37	63287	16	59/1
25	20	LIFEHOUSE You And Me (Geffen)	1204	+227	61860	3	71/5
23	21	ANNA NALICK Breathe (2am) (Columbia)	1188	+58	52427	12	62/6
22	22	NELLY ft/TIM MCGRAW Over And Over (Derrty/Fo' Reel/Curb/Universal)	1134	-116	76493	14	42/0
17	23	U2 Vertigo (Interscope)	1127	-387	92090	20	64/0
24	24	JESSE MCCARTNEY Beautiful Soul (Hollywood)	1098	+117	72411	6	42/3
27	25	DURAN DURAN What Happens Tomorrow (Epic)	906	+90	38740	6	56/2
26	26	LOW MILLIONS Eleanor (Manhattan/EMC)	794	-26	21974	16	40/0
28	27	ASLYN Be The Girl (Capitol)	601	+3	12094	12	36/0
31	28	TIM MCGRAW Live Like You Were Dying (Curb)	564	+55	36797	7	28/3
30	29	VELVET REVOLVER Fall To Pieces (RCA/RMG)	549	+29	19490	3	37/1
32	30	KILLERS Mr. Brightside (Island/IDJMG)	528	+28	19381	4	31/1
33	31	BOWLING FOR SOUP Almost (Silverstone/Jive/Zomba Label Group)	438	+26	8659	4	36/3
34	32	JOSS STONE Right To Be Wrong (S-Curve/EMC)	411	+5	14566	5	26/2
Debut	33	U2 Sometimes You Can't Make It On Your Own (Interscope)	384	+264	27182	1	43/12
29	34	HOOBASTANK Disappear (Island/IDJMG)	378	-195	12939	16	38/0
39	35	GWEN STEFANI f/IVE Rich Girl (Interscope)	326	+123	22247	2	7/1
36	36	BLACK EYED PEAS Let's Get It Started (A&M/Interscope)	326	+36	25269	15	7/0
35	37	SIMPLE PLAN Welcome To My Life (Lava)	282	-29	13544	13	18/0
40	38	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	266	+72	7268	2	28/7
Debut	39	JEM 24 (ATO/RCA/RMG)	233	+92	4483	1	22/5
-	40	MARC BROUSSARD Where You Are (Island/IDJMG)	217	+26	5700	7	21/0

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
GAVIN DEGRAW Chariot (J/RMG)	23
U2 Sometimes You Can't Make It On Your Own (Interscope)	12
JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	7
RELIENT K Be My Escape (Capitol/Gotee)	7
RYAN CABRERA True (E.V.L.A./Atlantic)	6
ANNA NALICK Breathe (2am) (Columbia)	6
LIFEHOUSE You And Me (Geffen)	5
JEM 24 (ATO/RCA/RMG)	5
COLLECTIVE SOUL Better Now (EI Music Group)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ROB THOMAS Lonely No More (Atlantic)	+496
U2 Sometimes You Can't Make It On Your Own (Interscope)	+264
LIFEHOUSE You And Me (Geffen)	+227
MAROON 5 Sunday Morning (Octone/J/RMG)	+221
KELLY CLARKSON Since U Been Gone (RCA/RMG)	+178
RYAN CABRERA True (E.V.L.A./Atlantic)	+162
GREEN DAY Boulevard Of Broken Dreams (Reprise)	+157
GWEN STEFANI f/IVE Rich Girl (Interscope)	+123
JESSE MCCARTNEY Beautiful Soul (Hollywood)	+117
AVRIL LAVIGNE Nobody's Home (Arista/RMG)	+105

NEW & ACTIVE

CARBON LEAF Life Less Ordinary (Vanguard)	Total Plays: 215, Total Stations: 20, Adds: 0
COLLECTIVE SOUL Better Now (EI Music Group)	Total Plays: 175, Total Stations: 21, Adds: 5
ARI HEST They're On To Me (Columbia/Red Ink)	Total Plays: 117, Total Stations: 10, Adds: 2
TEARS FOR FEARS Closest Thing To Heaven (New Door/UMe)	Total Plays: 92, Total Stations: 12, Adds: 3
GAVIN DEGRAW Chariot (J/RMG)	Total Plays: 31, Total Stations: 24, Adds: 23

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

95 Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.). © 2005, Radio & Records

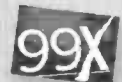
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America's Best Testing Hot AC Songs 12+ For The Week Ending 2/25/05



Table with columns: Artist Title (Label), TW, LW, Famil., Burn, W 18-34, W 18-24, W 25-34. Lists top songs like Green Day, 3 Doors Down, Maroon 5, etc.

Total sample size is 324 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much)...



HOT AC TOP 30

POWERED BY MEDIABASE

Table with columns: Last Week, This Week, Artist Title (Label), Total Plays, +/- Plays, Weeks On Chart, Total Stations. Lists top 30 songs like Green Day, Good Goo Dolls, Kelly Clarkson, etc.

24 Canadian Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premier Radio Networks...

REPORTERS

Stations and their adds listed alphabetically by market

Large grid of reporter information including station names, reporter names, and contact details for various markets like Akron, Albany, Anchorage, etc.

POWERED BY MEDIABASE logo and text: 114 Total Reporters, 95 Total Monitored, 19 Total Indicator, Did Not Report, Playlist Frozen (3): KPSM/Palm Springs, CA, KRUZ/Santa Barbara, CA, WSP7/Wausau, WI



CAROL ARCHER
 carcher@radioandrecords.com

The Eye Of The Beholder

Dove's Campaign for Real Beauty challenges stereotypes

An interactive electronic billboard in Times Square shows a close-up of 96-year-old Irene Sinclair. The copy reads: "Wrinkled? Or Wonderful? Will society ever accept old as beautiful?" The public is encouraged to vote online at www.campaignforrealbeauty.com, where results are posted instantly: Thirty-one thousand people say Sinclair is wrinkled; 136,000 call her wonderful.

The billboard is part of Dove soap's Campaign for Real Beauty. The campaign is supported by American Women in Radio & Television, which holds its annual meeting this week. Perhaps this is also a time when Smooth Jazz, a format for thinking adults, might ask where it stands on such cultural issues as "What is real beauty?"

For too long beauty has been defined by the narrow, unattainable stereotypes projected pervasively by mass media, entertainment, advertising and the fashion industry — images of gleaming, youthful, airbrushed women the size of pipe-cleaners, perfect by contemporary standards. Dove believes it's time to change all that.

Beauty comes in many shapes, sizes, colors and ages. Employing various means of communication — advertising, interactive billboards, the www.campaignforrealbeauty.com website, panel discussions and a self-esteem fund — the Campaign for Real Beauty is a global advertising effort intended to serve as a starting point for societal change and to act as a catalyst for widening the definition and discussion of beauty.

The campaign, which launched last October, questions whether "model" attributes such as youth, slimness and symmetrical fea-



tures are required for beauty or are irrelevant to it.

Respect Yourself

The ads, which appear on this page, present images of women whose appearances differ from the stereotypical physical ideal revered in popular culture and ask the viewer to judge the women's looks by checking a box.

In addition to the aforementioned Sinclair, "Gray? Gorgeous?" features 45-year-old Merlin Glozer, who has a natural mane of gray hair, and asks, "Why aren't women glad to be gray?"

"Oversized? Outstanding" features a 34-year-old plus-size woman, Tabatha Roman, and asks, "Does true beauty only squeeze into a size six?"

"Half empty? Half full?" features Ester Poyer, 35, a woman with small breasts, and asks, "Does sexiness depend on how full your cups are?"

"Flawed? Flawless" features a 22-year-old woman with freckles and asks, "Does beauty mean looking like everyone else?"

The campaign launched with a panel discussion about beauty that included Dr. Nancy Etcoff of Harvard University, former E! Entertainment Television CEO Minda Heman, Girl Scouts of the USA CEO Kathy

Cloninger and Oxygen Media VP Andrea Bernstein.

Dove also partnered with the Woodhall Institute for Ethical Leadership, a not-for-profit educational organization that provides leadership training and professional development for women, to hold two workshops late last year in Atlanta and Chicago.

The company also established the Dove Self-Esteem Fund to raise awareness of the link between beauty and body-related self-esteem. The new initiative continues an ongoing effort to fund programs that raise self-esteem in girls and young women.

The Dove Self-Esteem Fund is working with the Unilever Foundation to sponsor "uniquely ME!" a partnership program with Girl Scouts of the USA that helps build confidence in girls aged 8-14 through various activities. The fund also supports "Body Talk," an educational program for schools in the United Kingdom and Canada.

Broader Definition Needed

Dove commissioned Dr. Etcoff and Dr. Susie Orbach of the London School of Economics (and author of *Fat Is a Feminist Issue*) to design "The Real Truth About Beauty," a groundbreaking study of 3,200 women in 10 countries: Argentina, Brazil, Canada, France, Italy, Japan, Netherlands, Portugal, the U.K. and the United States.

The study set out to determine how women define beauty and their level of satisfaction with their own beauty and the impact of that on their sense of well-being, as well as to provoke discussion and debate about the current definition of beauty, which has become one-dimensional and unnecessarily narrow.

The study revealed that only 2% of women consider themselves beautiful. Does this mean that we live in a world where women are not beautiful, or that women are calling for a broader definition of beauty?

Supporting the current definition of beauty, respondents were hesitant to claim ownership of the narrow definition of the word *beauty*, with more than 40% strongly agreeing that they do not feel comfortable describing themselves as beautiful.

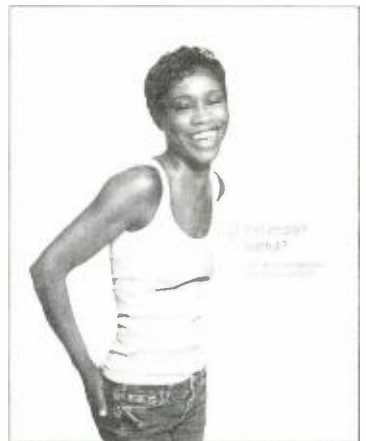
Furthermore, only 5% say they feel comfortable describing themselves as pretty, and a mere 9% feel comfortable describing themselves as attractive. It is also probably no surprise to learn that, in a society obsessed by diet and makeover programs, one-third of the women in the study were very or somewhat dissatisfied with their body weight.



YOU ARE SO BEAUTIFUL This image and the others on this page are part of Dove soap's campaign to redefine beauty and "make beauty real again."

The Media's Role

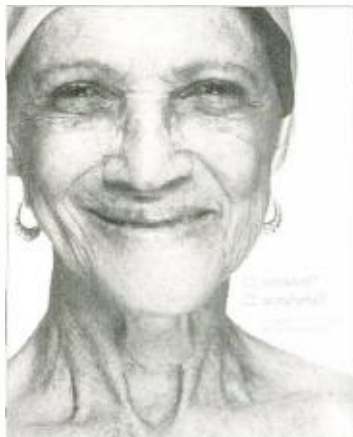
The study explores the degree to which mass media has played a role in portraying and communicating a narrow definition of beauty: More than two-thirds (68%) of women strongly agree that "the media and advertising set an unrealistic standard of beauty that most women can't ever achieve." The majority (76%) wish that female beauty was portrayed in the media as more than just physical attractiveness.



Two-thirds of women strongly agree that physical attractiveness is about how one looks, whereas beauty includes much more of who a person is. Women rate happiness, confidence, dignity and humor as powerful components of beauty, along with more traditional attributes of physical appearance, body weight and shape.

Not only do women agree that happiness is a primary component in making a woman beautiful, but 86% strongly agree that they feel most beautiful when they are happy and fulfilled in their lives. Eighty-two percent agree that "If I had a daughter, I would want her to feel beautiful, even if she is not physically attractive."

The study demonstrates that although women hold a concept of real beauty in their imaginations, it is seldom articulated in popular culture or affirmed in the mass media, a fact that reaffirms the importance of Dove's Campaign for Real Beauty as a major step forward in opening a dialogue and creating societal change on this issue.

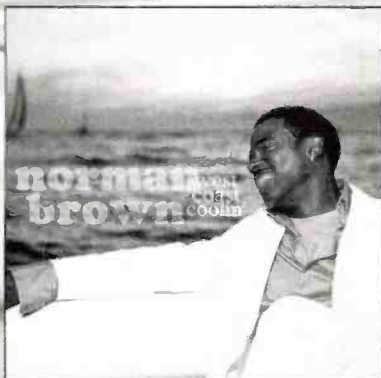


Grammy® Award-Winning Artist

NORMAN BROWN

West Coast Coolin'

Smooth Jazz Adds 3/7



Radio promotion contact:
All That Jazz (702) 453-6995

“West Coast Coolin’”
Produced by Paul Brown

Management: Bruce Kramer

normanbrown.com
warnerbrosrecords.com

In Stores Now

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SMOOTH JAZZ TOP 30

POWERED BY
MEDIABASE

February 25, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	SOUL BALLET Cream (215)	712	-24	73988	25	35/0
3	2	TIM BOWMAN Summer Groove (Liquid 8)	679	+19	78116	27	31/0
2	3	MINDI ABAIR Come As You Are (GRP/VMG)	633	-28	64765	24	34/0
4	4	NORMAN BROWN Up 'N' At 'Em (Warner Bros.)	604	-39	70058	28	32/0
6	5	DAVE KOZ Let It Free (Capitol)	575	+49	82039	17	31/1
5	6	MARION MEADOWS Sweet Grapes (Heads Up)	564	-20	68037	32	30/0
9	7	KENNY G. Pick Up The Pieces (Arista/RMG)	513	+27	66048	9	30/0
7	8	RICHARD ELLIOT Your Secret Love (GRP/VMG)	483	-31	47067	29	33/0
11	9	PAUL BROWN Moment By Moment (GRP/VMG)	468	+13	64285	20	33/0
8	10	CHRIS BOTTI Back Into My Heart (Columbia)	465	-25	58141	40	32/0
10	11	QUEEN LATIFAH California Dreamin' (Vector)	437	-22	45240	17	30/0
13	12	BONEY JAMES f/JOE SAMPLE Stone Groove (Warner Bros.)	429	+19	69683	8	33/1
12	13	GERALD ALBRIGHT To The Max (GRP/VMG)	424	+12	49467	39	34/0
14	14	WAYMAN TISDALE Ain't No Stoppin' Us Now (Rendezvous)	369	-32	41429	34	31/0
15	15	EUGE GROOVE XXL (Narada Jazz)	368	+19	38870	17	30/0
16	16	RAY CHARLES f/DIANA KRALL You Don't Know Me (Concord)	348	0	32159	17	23/0
17	17	MICHAEL LINGTON Two Of A Kind (Rendezvous)	345	+21	39427	11	32/0
18	18	SEAL Walk On By (Warner Bros.)	312	-4	28278	12	22/0
20	19	CHRIS BOTTI No Ordinary Love (Columbia)	298	+17	24768	12	28/2
19	20	MICHAEL MCDONALD Tracks Of My Tears (Motown/Universal)	270	-30	20325	18	22/0
21	21	HALL & DATES I'll Be Around (U-Watch)	261	-1	17396	10	22/2
22	22	DAVID SANBORN Tin Tin Deo (GRP/VMG)	213	+5	34254	6	20/4
29	23	ANITA BAKER How Does It Feel (Blue Note/Virgin)	200	+85	21578	2	19/5
23	24	FOURPLAY Fields Of Gold (RCA Victor/RMG)	200	+38	26435	13	20/2
27	25	GREG ADAMS Firefly (215)	144	+14	17414	19	12/0
30	26	JEFF LORBER Ooh La La (Narada Jazz)	139	+26	10629	2	16/4
25	27	PAMELA WILLIAMS Fly Away With Me (Shanachie)	138	+3	12131	5	15/0
24	28	JOYCE COOLING Camelback (Narada Jazz)	137	-3	16131	8	13/0
28	29	3RD FORCE Believe In Me (Higher Octave)	136	+8	14482	4	16/4
26	30	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)	136	+6	17826	5	16/4

36 Smooth Jazz reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005. Arbitron Inc.). © 2005, Radio & Records

NEW & ACTIVE

NILS Pacific Coast Highway (Baja/TSR)
Total Plays: 118, Total Stations: 17, Adds: 3
VANESSA WILLIAMS You Are Everything (Lava)
Total Plays: 118, Total Stations: 12, Adds: 2
ADANI & WOLF Daylight (Rendezvous)
Total Plays: 101, Total Stations: 10, Adds: 1
ALEXANDER ZONJIC Leave It With Me (Heads Up)
Total Plays: 100, Total Stations: 8, Adds: 0

CHUCK LOEB Tropical (Shanachie)
Total Plays: 82, Total Stations: 12, Adds: 5
MATT BIANCO f/BASIA Ordinary Day (Decca/Universal Classic Group)
Total Plays: 81, Total Stations: 7, Adds: 2
EVERETTE HARP Can You Hear Me (A440)
Total Plays: 77, Total Stations: 7, Adds: 0
KEN NAVARRO You Are Everything (Positive)
Total Plays: 65, Total Stations: 6, Adds: 0
RICHARD SMITH What's Up? (A440)
Total Plays: 57, Total Stations: 5, Adds: 0
OJIO White Flag (Arista/RMG)
Total Plays: 54, Total Stations: 4, Adds: 0

Songs ranked by total plays

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
PAUL TAYLOR Nightlife (Peak)	6
ANITA BAKER How Does It Feel (Blue Note/Virgin)	5
CHUCK LOEB Tropical (Shanachie)	5
DAVID SANBORN Tin Tin Deo (GRP/VMG)	4
JEFF LORBER Ooh La La (Narada Jazz)	4
KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)	4
3RD FORCE Believe In Me (Higher Octave)	4
NILS Pacific Coast Highway (Baja/TSR)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ANITA BAKER How Does It Feel (Blue Note/Virgin)	+85
CHUCK LOEB Tropical (Shanachie)	+50
DAVE KOZ Let It Free (Capitol)	+49
FOURPLAY Fields Of Gold (RCA Victor/RMG)	+38
NILS Pacific Coast Highway (Baja/TSR)	+34
M. BIANCO f/BASIA Ordinary Day (Decca/Universal Classic Group)	+34
KENNY G. Pick Up The Pieces (Arista/RMG)	+27
NICK COLIONNE It's Been Too Long (3 Keys Music)	+26
JEFF LORBER Ooh La La (Narada Jazz)	+26
PAUL HARDCASTLE Desire (Trippin' 'N' Rhythm)	+22

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
PIECES OF A DREAM It's Go Time (Heads Up)	305
NICK COLIONNE It's Been Too Long (3 Keys Music)	297
PETER WHITE How Does It Feel (Columbia)	288
KIM WATERS In Deep (Shanachie)	271
PAUL JACKSON, JR. Walkin' (Blue Note/EMC)	268
GEORGE BENSON Softly, As In A Morning Sunrise (GRP/VMG)	237
PAUL TAYLOR Steppin' Out (Peak)	207
MARC ANTOINE Mediterraneo (Rendezvous)	205
PAUL BROWN 24/7 (GRP/VMG)	191
BONEY JAMES Here She Comes (Warner Bros.)	187
MICHAEL LINGTON Show Me (Rendezvous)	184
DAVE KOZ All I See Is You (Capitol)	181
DAN SIEGEL In Your Eyes (Native Language)	179
NICK COLIONNE High Flyin' (3 Keys Music)	177
PAUL JACKSON, JR. It's A Shame (Blue Note/EMC)	174

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

MATT BIANCO FEATURING BASIA



BASIA IS BACK! "Ordinary Day"

the first single from the new album MATT'S MOOD

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KIFM/San Diego KYOT/Phoenix WLOQ/Orlando WJZA/Columbus
KBZN/Salt Lake City KRVR/Modesto KOAS/Las Vegas Jones Radio Networks
XM Satellite Radio/'Watercolors'

Contact: All That Jazz (702) 453-6995

In Stores
MARCH 1



A UNIVERSAL MUSIC COMPANY

SMOOTH JAZZ INDICATOR TOP 30

February 25, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	MINDI ABAIR Come As You Are (GRP/VMG)	173	-2	971	23	14/0
2	2	SOUL BALLET Cream (215)	159	-11	888	26	12/0
5	3	JEFF LORBER Ooh La La (Narada Jazz)	158	+13	565	5	14/1
8	4	NILS Pacific Coast Highway (Baja/TSR)	142	+24	602	5	14/3
4	5	NORMAN BROWN Up 'N' At 'Em (Warner Bros.)	142	-14	810	28	11/0
9	6	PAMELA WILLIAMS Fly Away With Me (Shanachie)	135	+17	506	4	12/2
3	7	EUGE GROOVE XXL (Narada Jazz)	133	-23	777	19	11/0
6	8	QUEEN LATIFAH California Dreamin' (Vector)	132	+3	1191	16	10/0
7	9	BONEY JAMES f/JOE SAMPLE Stone Groove (Warner Bros.)	127	+5	819	7	10/0
10	10	DAVE KOZ Let It Free (Capitol)	116	+3	625	19	8/0
13	11	3RD FORCE Believe In Me (Higher Octave)	108	+8	292	2	11/0
15	12	JAMES GABRIANO Red Teddy (Gabriano Productions)	107	+13	477	5	10/1
28	13	CHUCK LOEB Tropical (Shanachie)	104	+27	349	2	10/0
20	14	RAY CHARLES f/DIANA KRALL You Don't Know Me (Concord)	103	+17	973	14	7/1
16	15	SERGIO CAPUTO Jazzy Girl (Idiosyncrasy)	95	+1	658	12	8/0
12	16	RICHARD ELLIOT Your Secret Love (GRP/VMG)	95	-10	374	28	10/0
14	17	NOVACENTO f/STANLEY JORDAN Easy Love (Favored Nations)	91	-8	513	17	9/0
11	18	GARRY GOIN Don't Ask My Neighbors (Compendia)	90	-21	957	19	8/0
25	19	MICHAEL LINGTON Two Of A Kind (Rendezvous)	88	+8	321	8	9/0
18	20	WAYMAN TISDALE Ain't No Stoppin' Us Now (Rendezvous)	88	-3	502	32	7/0
26	21	BOBBY WELLS Bayside (BW Music)	87	+8	363	3	8/0
17	22	FOURPLAY Fields Of Gold (RCA Victor/RMG)	87	-5	564	21	9/0
Debut	23	PETE BELASCO Hurry, Hurry (Compendia)	85	+16	823	1	10/1
22	24	GREG ADAMS Firefly (215)	85	0	443	20	9/0
29	25	KENNY G. Pick Up The Pieces (Arista/RMG)	83	+7	425	7	7/0
24	26	GRADY NICHOLS Tuesday Morning (Compendia)	83	+2	902	22	7/0
19	27	DAVID SANBORN Tin Tin Deo (GRP/VMG)	83	-4	213	5	9/1
23	28	CAROL DUBOC Use Me (Gold Note)	82	-1	309	4	7/0
21	29	KEN NAVARRO You Are Everything (Positive)	78	-7	224	3	8/0
27	30	JOYCE COOLING Camelback (Narada Jazz)	77	-2	404	6	8/0

18 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of Sunday 2/13 - Saturday 2/19.
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MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
GEORGE DUKE T-Jam (BPM)	6
PAUL TAYLOR Nightlife (Peak)	5
NELSON RANGELL That's The Way Of The World (Koch)	4
LISA LAUREN Here Comes The Rain Again (Planet Jazz)	4
NILS Pacific Coast Highway (Baja/TSR)	3
URBAN KNIGHTS My Boo (Narada Jazz)	3
AVERAGE WHITE BAND Work To Do (Liquid B)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
URBAN KNIGHTS My Boo (Narada Jazz)	+34
GEORGE DUKE T-Jam (BPM)	+32
M. BIANCO f/BASIA Ordinary Day (Decca/Universal Classic Group)	+30
NELSON RANGELL That's The Way Of The World (Koch)	+28
CHUCK LOEB Tropical (Shanachie)	+27
NILS Pacific Coast Highway (Baja/TSR)	+24
PAUL TAYLOR Nightlife (Peak)	+21
MADELEINE PEYROUX Dance Me To The End Of Love (Rounder)	+21
LINDO Return To Avalon (DMI)	+21
LISA LAUREN Here Comes The Rain Again (Planet Jazz)	+20

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
ANITA BAKER You're My Everything (Blue Note/Virgin)	69
PETER WHITE How Does It Feel (Columbia)	51
CRAIG CHAQUICO Her Boyfriend's Wedding (Narada Jazz)	47
BONEY JAMES Here She Comes (Warner Bros.)	46
G. KNIGHT f/E. ALEJANDRO Feelin' Good (Vacilon) (Pyramid)	45
STEVE OLIVER Chips & Salsa (Koch)	41
KIM WATERS In Deep (Shanachie)	37
HIL ST. SOUL For The Love Of You (Shanachie)	29
GEORGE BENSON Softly, As In A Morning Sunrise (GRP/VMG)	27
JOYCE COOLING Expression (Narada Jazz)	24
PAUL TAYLOR On The Move (Peak)	23

REPORTERS

Stations and their adds listed alphabetically by market

<p>KAJZ/Albuquerque, NM* OM: Jim Walton PD/M: Paul Laviole No Adds</p> <p>WJZZ/Atlanta, GA* PD/M: Dave Kosh No Adds</p> <p>KSMJ/Bakersfield, CA* OM/PD: Chris Townshend APD: Nick Novak No Adds</p> <p>WEAA/Baltimore, MD OM/PD: Mazie Jackson MD: Kayona Brown 12 PETE BELASCO 1 NILS 1 JEFF LORBER 1 NELSON RANGELL 1 AVERAGE WHITE BAND</p> <p>WSMJ/Baltimore, MD* PD/M: Lori Lewis 3 VANESSA WILLIAMS</p> <p>POWERED BY MEDIABASE</p> <p>*Monitored Reporters</p> <p>54 Total Reporters</p> <p>36 Total Monitored</p> <p>18 Total Indicator</p> <p>Did Not Report, Playlist Frozen (3): DMX Jazz Vocal Blend/Satellite KNKJ/Anchorage, AK WJAB/Montville, AL</p>	<p>WWSU/Birmingham, AL PD/M: Andy Parrish 3 EVERETTE HARP PAUL TAYLOR LISA LAUREN FRANK CATALANO QUINTIN GERARD</p> <p>WNUA/Chicago, IL* OM: Bob Kazak PD: Steve Stiles MD: Michael La Crosse STEVE COLE</p> <p>WVWV/Cleveland, OH* OM/PD: Bernie Kimble STEVE COLE</p> <p>WJZA/Columbus, OH* PD/M: Bill Harman No Adds</p> <p>KOAI/Dallas, TX* OM/PD: Kurt Johnson MD: Mark Sanford ANITA BAKER</p> <p>KJCD/Denver, CO* PD/M: Michael Fischer 2 CHUCK LOEB 1 PAUL TAYLOR 1 PAUL JACKSON, JR. CHRIS BOTTI</p> <p>WYVM/Detroit, MI* OM/PD: Tom Steeher MD: Sandy Kovach LUTHER VANDROSS DAVID SANBORN JEFF LORBER</p> <p>KEZL/Fresno, CA* OM: E. Curtis Johnson PD/M: J. Weidenheimer No Adds</p>	<p>WZJZ/Ft. Myers, FL* OM: Steve Amari PD: Joe Turner MD: Randi Bachman 2 3RD FORCE 1 KENNY G. f/EARTH, WIND & FIRE DAVID SANBORN</p> <p>WSBZ/Ft. Walton Beach, FL PD: Mark Carter MD: Mark Edwards DAVID SANBORN MICHAEL BUBLE NELSON RANGELL</p> <p>WOTO/Hartford, CT PD/M: Stewart Stone 9 QUEEN LATIFAH 9 KEM 8 NILS 8 JAMES GABRIANO</p> <p>KHJZ/Houston, TX* PD: Maxine Todd APD/M: Greg Morgan No Adds</p> <p>KPVU/Houston, TX PD: Wayne Turner 17 ALICIA KEYS f/TONY, TONI, TONE & JERMAINE PAUL 16 JOHN LEGEND 15 ALICIA KEYS 13 KENNY G. f/BRIAN MCKNIGHT 12 NILS 11 PAMELA WILLIAMS 10 JASON MILES 10 ALAN HEWITT PROJECT f/EUGE GROOVE 10 JOHN LEGEND 9 LIN ROUNTREE 6 ANDY SUMMERS f/STING</p> <p>WYJZ/Indianapolis, IN* OM/PD: Carl Frye FOURPLAY KENNY G. f/EARTH, WIND & FIRE PAUL TAYLOR</p>	<p>KJLU/Jefferson City, MO PD/M: Dan Turner 3 EVERETTE HARP 3 STEVE COLE 2 LIN ROUNTREE f/TIM BOWMAN 1 GEORGE DUKE 1 MOCEAN WORKER 1 ANDRE DELANO</p> <p>KOAS/Las Vegas, NV* PD/M: Erik Foxz 1 ANITA BAKER JEFF LORBER</p> <p>KUAP/Little Rock, AR PD/M: Michael Nettums 6 PAUL TAYLOR 6 GEORGE DUKE 5 BOBBY CALDWELL 5 STEVE COLE 4 AVERAGE WHITE BAND 4 PAUL JACKSON, JR. 2 FRANK CATALANO 1 LISA LAUREN</p> <p>KSBR/Los Angeles, CA OM/PD: Terry Wedel MD: Enid Cogswell 1 DAVID LANZ 1 NELSON RANGELL 1 PAUL TAYLOR</p> <p>KTWV/Los Angeles, CA* PD: Paul Goldstein APD/M: Samantha Pascual PAUL TAYLOR</p> <p>WJLZ/Louisville, KY* PD/M: Gator Glass APD: Ron Fisher 1 3RD FORCE KENNY G. f/EARTH, WIND & FIRE DAVID SANBORN</p> <p>WLVE/Miami, FL* DM: Rob Roberts PD/M: Rich McMillan DAVID SANBORN NILS</p> <p>WJLZ/Milwaukee, WI* PD: Stan Altkinson MD: Steve Scott 4 ANITA BAKER 1 FOURPLAY</p>	<p>KJZJ/Minneapolis, MN* PD: Lauren MacLeash MD: Mike Wolf 2 JEFF LORBER ALICIA KEYS CHRIS BOTTI</p> <p>KRVK/Modesto, CA* OM/M: Doug Wulff PD: Jim Bryan No Adds</p> <p>WVAV/Montgomery, AL MD: Eugenia Ricks 15 URBAN KNIGHTS 15 LISA LAUREN 14 PAVLO 14 GEORGE DUKE</p> <p>WFSK/Nashville, TN MD: Chris Mochowicz 9 HALL & OATES 6 URBAN KNIGHTS 6 AVERAGE WHITE BAND 4 GEORGE DUKE 4 LISA LAUREN</p> <p>WDCD/New York, NY* PD: Blake Lawrence No Adds</p> <p>WLDQ/Orlando, FL* PD/M: Brian Morgan O'ZL NELSON RANGELL AVERAGE WHITE BAND</p> <p>WJZJ/Philadelphia, PA* PD: Michael Tozzi MD: Frank Childs HALL & OATES KENNY G. f/EARTH, WIND & FIRE</p> <p>KYOT/Phoenix, AZ* PD: Shaun Holly APD/M: Angie Honda No Adds</p> <p>KJZS/Reno, NV* PD/M: Robert Dees CHUCK LOEB PAUL TAYLOR</p>	<p>KSSJ/Sacramento, CA* PD/M: Lee Hansen 1 3RD FORCE</p> <p>KBZN/Salt Lake City, UT* OM/PD: Dan Jessop 5 BONEY JAMES f/JOE SAMPLE 3 JEFF LORBER 1 CHUCK LOEB 1 VANESSA WILLIAMS</p> <p>KIFM/San Diego, CA* PD: Mike Vasquez APD/M: Kelly Cole 4 PAUL TAYLOR MINDI ABAIR MATT BIANCO f/BASIA</p> <p>KKSF/San Francisco, CA* PD: Michael Erickson MD: Ken Jones No Adds</p> <p>KJZY/Santa Rosa, CA* PD: Gordon Zlot APD/M: Rob Singleton 2 O'ZL</p> <p>DMX Smooth Jazz/Satellite PD/M: Jeanne Destro 12 PAUL TAYLOR 8 URBAN KNIGHTS 7 GEORGE DUKE 6 NELSON RANGELL</p> <p>Jones Radio Network/Satellite* 8 ADANI & WOLF 8 MATT BIANCO f/BASIA 1 DAVE KOZ CHUCK LOEB</p> <p>Music Choice Smooth Jazz/Satellite APD: Will Kimally MD: Gary Suszlik 9 WAYMAN TISDALE 5 PAMELA WILLIAMS 5 TEKNEEK 5 MARION MEADOWS 5 TORCUATO MARIANO 4 ERIC ESSIX 4 DAVIO BOSWELL 3 DOC POWELL</p>	<p>Sirius Jazz Cafe/Satellite PD: Teresa Kincaid MD: Rick Labay 16 RAY CHARLES f/DIANA KRALL</p> <p>XM Watercolorz/Satellite PD/M: Shirrita Colon PAUL TAYLOR GEORGE DUKE</p> <p>KWJZ/Seattle, WA* PD: Carol Handley MD: Diana Rose NOVACENTO f/STANLEY JORDAN NILS</p> <p>KCOZ/Springfield, MD OM: Joe Jones PD/M: Courtney Hutton 21 MADELEINE PEYROUX 21 LINDO 14 QUINTIN GERARD 13 SEAN GRACE 13 ARMIK 12 JIM ADKINS 10 NOVACENTO f/STANLEY JORDAN 7 STEVE OLIVER 5 BURT CONRAD ALLSTARS 5 BOBBY CALDWELL</p> <p>WSSM/St. Louis, MO* PD: David Myers 13 ANITA BAKER</p> <p>WSJT/Tampa, FL* PD: Ross Block MD: Kathy Curtis HALL & OATES ANITA BAKER NILS 3RD FORCE CHUCK LOEB</p> <p>WJZW/Washington, DC* OM: Kenny King PD: Carl Anderson MD: Renee DePuy PAUL JACKSON, JR. PAUL TAYLOR</p>
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KEN ANTHONY
kanthony@radioandrecords.com

The School Of Rock: Part Three

How to effectively program a morning show

This month in the School of Rock series we resume our focus on the "MPRs of Programming." The MPRs are a programming checklist made up of music, morning show, marketing, management/morale, promotions, production, positioning, personalities, research, ratings and revenue. This week we examine the second M, the morning show.

The morning show is a critically important programming element on your station. It's radio's primetime daypart. I've had the privilege of working with some of the best morning shows in the country, including Howard Stern; Mark & Brian; Stevens & Pruett; Lisle & Hahn; *The Lobster Breakfast Show*; Perry Stone; Rob, Arnie & Dawn; and *The Frank Show*.

After working with these talents I was able to put together a morning show checklist for use by programmers and morning talents in all size markets as a basic overview of morning radio. With this concept of the basics as our foundation, there are two major areas that make up the fundamentals of effectively programming a morning show: formatics and content.

Formatics

The foundation of a morning show are the formatics. How does your morning show do the basics, like delivering call letters, time checks, weather and the basic pre-sells and back-sells? Because they are a cornerstone of great radio, the formatics of the morning show need to be carved out in a user-friendly fashion that makes sense.

Initially, you'll need to determine where the spot breaks, news and sports breaks and produced elements and bumpers fit on the morning show clock. To do this, it's essential to create a grid containing all the elements of the show. This is your morning show road map. Most successful morning shows adhere to this kind of planning because it keeps things focused while allowing for spontaneity when necessary.

If you're not doing an all-talk morning show, a critical part of the formatics is the type and amount of music that gets played. Keeping in mind the high come available in this daypart, the music should always be mass-appeal, hit stuff, or at the very least nothing that will drive potential come away.

But here's a switch: Don't talk about the music with your morning show. Unless you're programming a music-intensive, liner-card-reading morning show, discussing music nuances with your morning team will only confuse the issue. After all, how many morning radio talents really care about the music?

The music on the morning show should be the programmer's responsibility and a totally separate issue from the important matter that

you and your morning show need to discuss: content. Use the amount of music played on the morning show as a reward to the hosts for improved content: better content means less music. As your morning show improves, add content and subtract music in three-minute increments.

Content

The first area of content that needs to be discussed is the kind of top-of-mind image you want your morning show to have. What kind of morning show do you intend to program? A "Morning Zoo"? Shock radio? Good-buddy, frat-style radio? There are many ways you can go here.

What Howard Stern has created is what every morning show should strive for: an emotional connection with its listeners.

Listeners in focus groups often come up with the best descriptions of what a morning show represents to them. Howard Stern is "the guy who says things that we wish we had the guts to say." Mark & Brian are those "silly frat boys." Mancow sounds like an "angry white guy." Don Imus is "cynical, opinionated and political."

Beyond the image that you want your morning show to have, how do you define the individual roles of the show's players? A good rule of thumb is to treat the players like they're on a sitcom. Who's your ultimate host (Seinfeld), the female presence (Elaine) and the funny character (Kramer) on the show? *The Howard Stern Show* is a classic example of having clearly defined character roles in an incredible ensemble of personalities.

After you've defined the image and individual roles of your morning show and its players, ask yourself if you are doing everything you can



BOYLE AND SLASH KKXX/Bakersfield PD John Boyle (l) shares some face time with Velvet Revolver guitarist Slash at the Joint in Las Vegas on New Year's Eve '04.

to maximize your show's appeal to your station's target demo. If your station's target demo is 25-34 males and you have a morning show that appeals primarily to women, you'd better re-evaluate the dynamics and focus of your content.

News, Games, Bits, Features

Defining the elements above will help you determine how you present your news and sports and what types of games, bits and features are necessary to get your point across. The ultimate goal is to create morning show benchmarks.

A typical news profile for a Rock or Alternative format in the morning should stay away from blood-and-guts hard news and deal with a combination of major topical stories (tsunami relief efforts), stories of local interest, lifestyle events (the Grammys) and news you can use (rate hikes for cell usage). The key is to always keep the interests of your target demo in mind.

Deciding on what games, bits, and features to use is also part of the process. Your listeners will tell you what they like. Rob, Arnie & Dawn at KRXQ/Sacramento have had great success with a game called "What's on Your Dirty Mind?" and a produced bit called "Rob & Arnie's Really, Really Bad Impersonations." Texas morning show legends Stevens & Pruett, formerly of KLOL/Houston, created a benchmark with a character called Uncle Waldo and caused quite a stir with a daily feature called "The Sex Survey Hour."

Beyond benchmark games, bits and features, Mark & Brian of KLOS/Los Angeles have created benchmark morning show promotions, like their much-copied "What Would You Do for Super Bowl Tickets?" and their popular "Pet Adoption Day."

The Soap Opera Effect

More than creating benchmark games, bits and features, the ultimate goal is to create an entire morning show that will become a benchmark for your radio station — the kind of morning show that can you comfortably attach to your top-of-the-hour legal ID as being your personal property.

This is the ultimate soap opera — a morning show the listener has to tune in so he or she won't miss the "continuing adventures of." Howard Stern is the master of the morning show soap opera. He has created an environment where listeners have grown to love him and his cast of characters and have actually adopted them as a sort of dysfunctional family they listen in on every morning.

What Stern has created is what every morn-

ing show should strive for: an emotional connection with its listeners. Stern has forged a strong bond between the show and its listeners. His audience loves and understands the show.

One of the best ways to create an emotional connection with an audience beyond basic on-air content is getting involved with the community. Charitable and humanitarian efforts are a good way of showing off the morning show's good side without losing their cutting edge on the air.

Stevens & Pruett exposed their charitable "soft white underbelly" via their Humane Ranch, which has rehabilitated thousands of abused animals. This sincere community involvement has far overshadowed any complaints they may have received over the years for some of their racy content.

Beyond Talent

All the morning show formatics and content in the world won't make up for a lack of basic talent, and talent is something that can't be taught. There are, however, several keys to success beyond talent that can help keep morning shows at the top of their game.

First and foremost is a strong work ethic. The most successful morning shows spend hours of prep time constantly improving their product. A good rule of thumb is to spend at least an hour off the air for every hour you spend on the air. In many ways creating and maintaining a great morning show is a 24/7 job.

John Wooden, the legendary former UCLA basketball coach, was a stickler for meticulous preparation and coined this popular maxim: Failing to prepare is preparing to fail.

Besides a strong work ethic, keeping your ego in check and maintaining positive chemistry between your morning show and the listeners is another key to success beyond talent. I've seen many instances when successful morning air talents have self-destructed because they began to believe their own hype.

A successful morning personality is like a politician running for office: You've got to constantly shake hands and kiss babies. Unlike politicians, however, your campaign for listeners never ends and your constituents have the ability to vote for you every day. Don't forget the little things that will keep your audience coming back for more.

Next week we'll continue the morning show discussion with a guest column from consultant Keith Cunningham on "The Seven Deadly Sins of a Morning Show."

ROCK TOP 30

POWERED BY
MEDIABASE

February 25, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)	908	+24	48259	14	27/0
2	2	SHINEDOWN Burning Bright (Atlantic)	608	-73	28260	17	26/0
4	3	MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)	555	+9	23098	9	25/0
3	4	VELVET REVOLVER Fall To Pieces (RCA/RMG)	534	-35	28075	28	27/0
5	5	THREE DAYS GRACE Home (Jive/Zomba Label Group)	520	+34	19556	17	24/0
6	6	3 DOORS DOWN Let Me Go (Republic/Universal)	471	+27	22624	11	24/0
7	7	PAPA ROACH Scars (Geffen)	411	-12	14577	14	24/0
10	8	U2 All Because Of You (Interscope)	378	+29	22535	8	18/0
9	9	VELVET REVOLVER Dirty Little Thing (RCA/RMG)	369	+15	14858	8	22/0
8	10	ALTER BRIDGE Find The Real (Wind-up)	361	-17	11629	12	24/0
11	11	PAPA ROACH Getting Away With Murder (Geffen)	318	-13	20541	30	17/0
13	12	BREAKING BENJAMIN So Cold (Hollywood)	276	-14	10921	36	17/0
12	13	THREE DAYS GRACE Just Like You (Jive/Zomba Label Group)	271	-22	15418	42	25/0
17	14	BREAKING BENJAMIN Sooner Or Later (Hollywood)	251	+36	12454	7	18/0
14	15	U2 Vertigo (Interscope)	242	-33	11236	20	20/0
15	16	CROSSFADE So Far Away (Columbia)	241	-17	7335	14	15/0
18	17	BILLY IDOL Scream (Sanctuary/SRG)	234	+26	9262	5	18/0
21	18	THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	213	+31	6319	4	19/1
16	19	SLIPKNOT Vermilion (Roadrunner/IDJMG)	209	-8	4043	14	12/0
20	20	COLLECTIVE SOUL Better Now (EI Music Group)	205	+22	9670	4	19/1
23	21	MUDVAYNE Happy? (Epic)	191	+35	8750	2	12/1
22	22	CHEVELLE The Clincher (Epic)	166	+9	5953	6	15/1
19	23	JUOAS PRIEST Revolution (Epic)	166	-24	4670	6	17/0
24	24	KORN Another Brick In The Wall (Epic)	155	+1	10251	13	9/0
25	25	SUBMERSED Hollow (Wind-up)	134	-4	4113	10	14/0
29	26	QUEENS OF THE STONE AGE Little Sister (Interscope)	129	+22	3497	3	11/0
28	27	A PERFECT CIRCLE Passive (Virgin)	129	+3	3276	3	11/0
27	28	KENNY WAYNE SHEPHERO The Place You're In (Reprise)	124	-4	2580	4	11/0
26	29	COLLECTIVE SOUL Counting The Days (EI Music Group)	115	-17	6511	20	12/0
Debut	30	BLACK LABEL SOCIETY Suicide Messiah (Artemis)	96	+4	2374	1	13/2

30 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2005, Arbitron Inc.; © 2005, Radio & Records

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
SILVERTIDE Blue Jeans (J/RMG)	3
NO ADDRESS When I'm Gone (Sadie) (Atlantic)	3
SLIPKNOT Before I Forget (Roadrunner/IDJMG)	3
BLACK LABEL SOCIETY Suicide Messiah (Artemis)	2
TRUST COMPANY Stronger (Geffen)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SILVERTIDE Blue Jeans (J/RMG)	+41
BREAKING BENJAMIN Sooner Or Later (Hollywood)	+36
MUDVAYNE Happy? (Epic)	+35
THREE DAYS GRACE Home (Jive/Zomba Label Group)	+34
THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	+31
U2 All Because Of You (Interscope)	+29
3 DOORS DOWN Let Me Go (Republic/Universal)	+27
BILLY IDOL Scream (Sanctuary/SRG)	+26
GREEN DAY Boulevard Of Broken Dreams (Reprise)	+24
NO ADDRESS When I'm Gone (Sadie) (Atlantic)	+23

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
CROSSFADE Cold (Columbia)	246
VELVET REVOLVER Slither (RCA/RMG)	219
JET Cold Hard Bitch (Atlantic)	217
GREEN DAY American Idiot (Reprise)	174
LINKIN PARK Breaking The Habit (Warner Bros.)	159
AUDIOSLAVE Like A Stone (Interscope/Epic)	150
NICKELBACK Figured You Out (Roadrunner/IDJMG)	150
JET Are You Gonna Be My Girl (Atlantic)	148
AUDIOSLAVE Show Me How To Live (Interscope/Epic)	146
AUDIOSLAVE I Am The Highway (Interscope/Epic)	142

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

NEW & ACTIVE

SILVERTIDE Blue Jeans (J/RMG) Total Plays: 74, Total Stations: 13, Adds: 3
TRUST COMPANY Stronger (Geffen) Total Plays: 70, Total Stations: 9, Adds: 2
DROWNING POOL Killin' Me (Wind-up) Total Plays: 54, Total Stations: 6, Adds: 1
NO ADDRESS When I'm Gone (Sadie) (Atlantic) Total Plays: 45, Total Stations: 9, Adds: 3

SKINDRED Pressure (Lava) Total Plays: 43, Total Stations: 4, Adds: 0
CRAZY ANGLOS Fade (Atlantic) Total Plays: 38, Total Stations: 4, Adds: 0
EARSHOT Someone (Warner Bros.) Total Plays: 32, Total Stations: 4, Adds: 0
MADSIDe Enemy (Eva) Total Plays: 31, Total Stations: 4, Adds: 0
FULL SCALE Party Political (Columbia) Total Plays: 22, Total Stations: 3, Adds: 1
SLIPKNOT Before I Forget (Roadrunner/IDJMG) Total Plays: 21, Total Stations: 3, Adds: 3

Songs ranked by total plays

REPORTERS

Stations and their adds listed alphabetically by market

KZRR/Albuquerque, NM* OM: Bill May PD: Phil Mahoney APD: Judi Civerio No Adds	KIOC/Beaumont, TX* PD/MO: Mike Davis No Adds	WEBN/Cincinnati, OH* OM/PO: Scott Reinhardt MO: Rick Vaske 8 NO ADDRESS 3 TRUST COMPANY	WBCT/Palm Springs, CA OM: Gary DeMaroney PD: Rick Sparks No Adds	WHEB/Portsmouth, NH* PD: Chris "Doc" Garrett APD: Ed "Mister Ed" Lambert MO: Mark Landis 3 SLIPKNOT FULL SCALE	KSRX/San Antonio, TX* OM/PO: John Cook APD: Ed "Mister Ed" Lambert MO: Mark Landis 3 SLIPKNOT FULL SCALE	KBRQ/Waco, TX PD/MO: Brent Henstee 1 CROSS QUEENS OF THE STONE AGE
WZZQ/Allentown, PA* PD: Rick Strauss MO: Chris Line No Adds	WPTQ/Bowling Green, KY OM/PO: Alex "Ace" Parical APD/MO: Monty Foster 11 COLLECTIVE SOUL	WMMS/Cleveland, OH* PD: Bo Matthews MO: Hunter Scott No Adds	WWCT/Peoria, IL PD: Gabe Reynolds MO: John Marshall 9 GREEN DAY 5 BLACK LABEL SOCIETY 5 MUDVAYNE	WHYJ/Providence, RI* PD: Scott Laudani APD: Doug Palmieri MO: John Laurenti 1 BLACK LABEL SOCIETY	KZQZ/San Luis Obispo, CA PD/MO: David Awood No Adds	KBZS/Wichita Falls, TX OM: Chris Walters PD: Liz Ryan APD/MO: Vicki Voz 1 BILLY IDOL
KWHL/Anchorage, AK PD: Jen Sherwin APD/MO: Brad Stennett 1 DROWNING POOL 1 SILVERTIDE 1 PROM KINGS	WRQK/Canton, OH* PD: Mick Andrews MO: Nick Andrews SILVERTIDE NO ADDRESS	KNCN/Corpus Christi, TX* OM/PO: Paula Newell APD/MO: Monte Montana SLIPKNOT NO ADDRESS	WMMR/Philadelphia, PA* PD: Bill Weston APD: Chuck Damico MO: Sean "The Rabbit" Tyszler CHEVELLE	WBBB/Raleigh, NC* PD/MO: Jay Hachtis SHINS JACK JOHNSON BECK	KTUX/Shreveport, LA* PD: Kevin West MO: Pym Stone No Adds	POWERED BY MEDIABASE
WTQS/Augusta, ME OM/PO: Steve Smith APD: Chris Rush 3 FUTURE LEADERS OF THE WORLD	WPXC/Cape Cod, MA OM: Steve McVie PD/MO: Suzanne Totaire APD: James Gallagher 5 TESLA CHEVELLE BECK MUDVAYNE	KLAQ/El Paso, TX* OM/PO: Courtney Nelson APD/MO: Glenn Garza 2 BLACK LABEL SOCIETY	KDKB/Phoenix, AZ* PD: Joe Bonadonna MO: Paul Peterson 6 COLLECTIVE SOUL	KCAL/Riverside, CA* PD: Steve Holtman APD/MO: Daryl Norsett SLIPKNOT	WWDG/Syracuse, NY* OM: Rich Lauber PD: Scarth MO: Scott Dixon No Adds	50 Total Reporters
KLBJ/Austin, TX* OM/PO: Jeff Carroll MO: Louis Lowe No Adds	WPKC/Charleston, WV OM/PO: Bill Knight 1 SILVERTIDE 1 REDLIGHTMUSIC 1 AMERICAN HEAD CHARGE 1 NO ADDRESS 1 PORCUPINE TREE 1 3 DOORS DOWN	WOMH/Morrisstown, NJ* PD/MO: Terrie Carr No Adds	WRKR/Kalamazoo, MI OM: Mike McGally PD/MO: Jay Deacon NO ADDRESS	WROV/Roanoke, VA* PD: Aaron Roberts APD/MO: Heidi Krummer-Tate No Adds	WKLTV/Traverse City, MI PD/MO: Terri Ray 12 U2 8 THREE DAYS GRACE 3 MADSIDe	30 Total Monitored
KOOJ/Baton Rouge, LA* OM: Jeff Jamigan PD: Paul Carmel MO: Jay Burns No Adds	WMTT/Elmira, NY PD: George Harris MO: Stephen Shimer 1 NO ADDRESS	WXMM/Norfolk, VA* OM: John Shamby PD/MO: Jay Slater THEORY OF A DEADMAN	WRKZ/Pittsburgh, PA* OM: Keith Clark PD: Ryan Mill No Adds	KRXQ/Sacramento, CA* PD: Ryan Fox PD: Pat Martin No Adds	KMOO/Tulsa, OK* OM/PO: Don Cristl 2 MAGNA-FI	20 Total Indicator
	WRCQ/Fayetteville, NC* OM: Perry Stone PD: Mark Arsen MO: Al Field No Adds	KFZZ/Odessa, TX PD/MO: Steve Driscoll 3 BURDEN BROTHERS	KUFO/Portland, OR* OM/PO: Dave Humme APD/MO: Dan Booyz No Adds	KBER/Salt Lake City, UT* OM: Bruce Jones PD: Kelly Hammer APD/MO: Helen Powers No Adds	KRTQ/Tulsa, OK* OM: Steve Hunter PD/MO: Chris Kelly APD: Kelly Garrett MUDVAYNE	Did Not Report, Playlist Frozen (4): KFLY/Eugene, OR KODS/Duluth WMZK/Wausau, WI WXRK/Rockford, IL

ACTIVE ROCK TOP 50

February 25, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)	1956	+35	94659	15	57/0
2	2	THREE DAYS GRACE Home (Jive/Zomba Label Group)	1925	+123	85828	19	56/0
3	3	SHINEDOWN Burning Bright (Atlantic)	1720	-20	81236	19	59/0
5	4	CROSSFADE So Far Away (Columbia)	1522	+77	71537	17	56/0
4	5	PAPA ROACH Scars (Geffen)	1395	-109	56422	15	56/1
7	6	BREAKING BENJAMIN Sooner Or Later (Hollywood)	1286	+115	51385	8	59/0
10	7	VELVET REVOLVER Dirty Little Thing (RCA/RMG)	1169	+72	43973	10	56/0
6	8	MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)	1167	-64	55264	9	52/0
11	9	CHEVELLE The Clincher (Epic)	1134	+58	42978	7	58/1
8	10	ALTER BRIDGE Find The Real (Wind-up)	1091	-47	44116	13	56/0
20	11	MUDVAYNE Happy? (Epic)	1085	+344	54551	3	58/0
9	12	3 DOORS DOWN Let Me Go (Republic/Universal)	1024	-81	37004	12	48/0
14	13	EXIES Ugly (Virgin)	946	+48	27317	17	54/0
16	14	A PERFECT CIRCLE Passive (Virgin)	893	+39	32922	7	52/0
12	15	BREAKING BENJAMIN So Cold (Hollywood)	886	-69	51107	42	56/0
15	16	CROSSFADE Cold (Columbia)	856	+21	47868	54	52/0
13	17	PAPA ROACH Getting Away With Murder (Geffen)	840	-50	50944	31	54/0
19	18	QUEENS OF THE STONE AGE Little Sister (Interscope)	833	+61	26919	6	53/0
23	19	THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	750	+153	26629	5	50/2
18	20	VELVET REVOLVER Fall To Pieces (RCA/RMG)	710	-58	41158	29	50/0
21	21	SUBMERSED Hollow (Wind-up)	665	-8	20894	20	41/0
17	22	SLIPKNOT Vermilion (Roadrunner/IDJMG)	646	-174	25971	18	47/0
25	23	BLACK LABEL SOCIETY Suicide Messiah (Artemis)	527	+43	20314	6	39/1
22	24	KORN Another Brick In The Wall (Epic)	510	-117	25002	17	34/0
24	25	JUDAS PRIEST Revolution (Epic)	491	-10	25116	8	36/0
26	26	U2 All Because Of You (Interscope)	464	+1	16755	8	30/0
30	27	TRUST COMPANY Stronger (Geffen)	447	+66	8459	3	44/1
29	28	FUTURE LEADERS OF THE WORLD Everyday (Epic)	441	+53	9971	5	41/2
27	29	SKINDRED Pressure (Lava)	408	+7	7065	5	41/0
33	30	PROM KINGS Alone (Three Kings)	352	+47	9995	5	38/1
28	31	SEVENDUST Face To Face (TVT)	342	-55	11727	19	24/0
31	32	KENNY WAYNE SHEPHERD The Place You're In (Reprise)	325	-30	9612	8	31/0
35	33	CRAZY ANGLOS Fade (Atlantic)	296	+26	6545	5	31/1
38	34	MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)	235	+44	6013	4	31/4
34	35	SHADOWS FALL What Drives The Weak (Century Media)	231	-40	6903	14	24/0
43	36	DROWNING POOL Killin' Me (Wind-up)	228	+70	6138	2	33/6
41	37	STRATA Never There (Wind-up)	222	+37	3876	4	20/0
36	38	SYSTEM OF A DOWN Cigaro (American/Columbia)	221	-6	17291	5	9/0
32	39	LOSTPROPHETS I Don't Know (Columbia)	205	-138	6289	15	25/0
39	40	MEGADETH Of Mice And Men (Sanctuary/SRG)	200	+3	4418	6	22/0
42	41	BILLY IDOL Scream (Sanctuary/SRG)	177	+15	6695	3	18/2
Debut	42	SILVERTIDE Blue Jeans (J/RMG)	175	+97	4176	1	32/11
40	43	U2 Vertigo (Interscope)	173	-22	7690	20	20/0
45	44	ATREYU Right Side Of The Bed (Victory)	143	+10	3471	2	21/4
Debut	45	SLIPKNOT Before I Forget (Roadrunner/IDJMG)	139	+56	11940	1	17/10
44	46	COLLECTIVE SOUL Better Now (E! Music Group)	136	-4	3043	3	13/1
Debut	47	NO ADDRESS When I'm Gone (Sadie) (Atlantic)	134	+58	6360	1	28/14
48	48	FULL SCALE Party Political (Columbia)	132	+20	2609	2	14/3
50	49	AMERICAN HEAD CHARGE Loyalty (Nitrus/DRT)	128	+25	4940	3	17/4
46	50	JIMMY EAT WORLD Pain (Interscope)	114	-14	4947	13	6/0

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
NO ADDRESS When I'm Gone (Sadie) (Atlantic)	14
SILVERTIDE Blue Jeans (J/RMG)	11
PORCUPINE TREE Shallow (Lava)	11
SLIPKNOT Before I Forget (Roadrunner/IDJMG)	10
DROWNING POOL Killin' Me (Wind-up)	6
MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)	4
ATREYU Right Side Of The Bed (Victory)	4
AMERICAN HEAD CHARGE Loyalty (Nitrus/DRT)	4
FULL SCALE Party Political (Columbia)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MUDVAYNE Happy? (Epic)	+344
THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	+153
THREE DAYS GRACE Home (Jive/Zomba Label Group)	+123
BREAKING BENJAMIN Sooner Or Later (Hollywood)	+115
SILVERTIDE Blue Jeans (J/RMG)	+97
CROSSFADE So Far Away (Columbia)	+77
VELVET REVOLVER Dirty Little Thing (RCA/RMG)	+72
DROWNING POOL Killin' Me (Wind-up)	+70
TRUST COMPANY Stronger (Geffen)	+66
QUEENS OF THE STONE AGE Little Sister (Interscope)	+61

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
SLIPKNOT Duality (Roadrunner/IDJMG)	610
CHEVELLE Vitamin R (Leading Us Along) (Epic)	576
THREE DAYS GRACE Just Like You (Jive/Zomba Label Group)	435
VELVET REVOLVER Slither (RCA/RMG)	424
LINKIN PARK Lying From You (Warner Bros.)	421
JET Cold Hard Bitch (Atlantic)	403
NICKELBACK Figured You Out (Roadrunner/IDJMG)	364
LINKIN PARK Breaking The Habit (Warner Bros.)	342
FUTURE LEADERS OF THE WORLD Let Me Out (Epic)	334
GODSMACK Re-Align (Republic/Universal)	332

NEW & ACTIVE

COPPER Turn (Rockpie)	Total Plays: 106, Total Stations: 10, Adds: 0
MADSIDe Enemy (Evo)	Total Plays: 94, Total Stations: 12, Adds: 2
EIGHTEEN VISIONS I Let Go (Epic)	Total Plays: 81, Total Stations: 10, Adds: 1
KILLSWITCH ENGAGE Rose Of Sharn (Roadrunner/IDJMG)	Total Plays: 63, Total Stations: 9, Adds: 1
REDLIGHTMUSIC Say It Again (DMI)	Total Plays: 48, Total Stations: 7, Adds: 0
PORCUPINE TREE Shallow (Lava)	Total Plays: 25, Total Stations: 13, Adds: 11

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

59 Active Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2005, Arbitron Inc. © 2005, Radio & Records

Black Label Society
Mafia

Black Label Society
R&R Active Rock **25** - **23**
R&R Mainstream Rock **32** - **30**

"'Suicide Messiah' was an automatic for us. Black Label Society is here to save us all from dying of boredom. Don't be a pussy, play BLS!" - Mistress Carrie, MD/WAAF

Management: Survival Mgmt, Bob Ringe / 310-317-9223

"Suicide Messiah"

Over 55 Active Rock stations including:

WAAF WRIF KISW KUPD KXXR KIOZ KQRC WBZX
WCCC WTFX WRAT KATT KOMP KFRQ WQBK WRQC
WKLO WJXO WQXA WLZX KXXK WYBB WXQR KHTQ
KICT WJJO KILO WBYR

Over 20 Mainstream Rock stations including:

KRXQ KSRX KLBK WBZT KMOD
KZRR KOJQ WDMA WHEB WROV
WHYJ KIOC WRVC

Major tour starting March 10

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Table with columns: Artist Title (Label), TW, LW, Famil, Burn, M 18-34, M 18-24, M 25-34. Lists top 30 active rock songs.

Total sample size is 308 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much).

Table with columns: LAST WEEK, THIS WEEK, ARTIST TITLE LABEL(S), TOTAL PLAYS, +/- PLAYS, WEEKS ON CHART, TOTAL STATIONS. Lists Canadian Rock Top 30.

25 Canadian Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks.

REPORTERS

Stations and their ads listed alphabetically by market

Grid of reporter information by market, including station names, reporter names, and contact details.

Monitored Reporters 89 Total Reporters 59 Total Monitored 30 Total Indicator



KEVIN STAPLEFORD
kstapleford@radioandrecords.com

KNRK's Morning Magazine

Portland, OR wakes up and smells the music

It all started with what KNRK/Portland, OR PD Mark Hamilton refers to as "the Marconi Incident." On the morning of May 12, 2004, KNRK's *Marconi Show* played the audio of American hostage Nick Berg's beheading. And then they laughed. They played it again and continued to mock it. By May 13 the morning team was gone and the station's overall young-male-targeted approach was called into question. "Ratings were declining anyway," Hamilton says. "A change was obviously needed."

Thankfully, change can be good. Hamilton assembled a team that was diametrically opposed to the old one and the music was elevated to a starring role. While falling back to the "more music" position usually represents the raising of a white flag in morning drive, *Alternative Mornings With Sarah and Greg* has actually pushed the station forward on the Arbitron battlefield, garnering some of the highest ratings KNRK has seen in six years.

"The music is the dominant part of the show, but it is a show," Hamilton says. "We're not just playing what's in rotation; we're spicing it up with informative, entertaining and intelligent segments."

The Show's The Thing

In many ways *Alternative Mornings* on KNRK is a music-driven version of *Entertainment Tonight*. Artists are used for maximum effect in a full schedule of rotating features. The team doesn't just play U2 and Green Day, they utilize them for content. They won't run a 15-minute interview with Franz Ferdinand, they'll chop it up into bite-size bits, archiving some of it for later use. The result is a program that offers a three-dimensional look at what drives listeners to the station in the first place.

KNRK is also providing a bona fide alternative to other morning radio in the market. "You turn on the FM dial in the morning here in Portland, and you're hard-pressed to find a song," Hamilton says. "Everyone is talking. It's high-personality. It's Howard Stern or the jammin' whatever-they're-called or the 'Morning Zoo.' All these are great shows, but, wait a minute, there's a hole here."

And to think it all started with a beheading. "That old show represented the feel of the whole station at the time," Hamilton says, referring to the vibe that was Marconi. "We were completely male-targeted, and Marconi was driving the station in terms of our attitude — very in-your-face, babes and booze and the rest."

"After the incident we decided to put out a

survey to the 20,000 people in our database, and we got close to 9,000 responses within the first week. We asked specific questions about what people wanted from the station as a whole, and we asked for a lot of feedback about mornings in particular.

"There was a demand for a lot of music. Of course, for years and years programmers and consultants and GMs have been hearing this demand, but I don't think anybody outside Triple A has been able to pull it off. We thought that it might be time to deliver on the demands of the audience. Why not?"

"We thought that it might be time to deliver on the demands of the audience. Why not?"

"The best part is that we could get on the air and say, 'This is the morning show that you, the listener, asked for. You told us you wanted a lot of music in the morning and a little talk, and that's exactly what we have.'"

The Feature Lineup

Alternative Mornings With Sarah and Greg features an average of 10 songs each hour, yet the show is still filled to the brim with features. "Whenever there's any talk, it's usually no more than two minutes at a time," Hamilton says.

"For example, just to give you a rough idea, every hour has a news feature, but it's always a two-minute news feature. You've got the 'Alternative News Break' at the top of the hour, the music and entertainment news briefs at 20 after, and the [syndicated] 'John Stewart Minute' runs once a morning. That's pretty much the extent of the basic talk."

"Of course, we've also developed some really cool music features. One that has become very popular, according to some of our perceptual studies, is 'The CD Cellar.' The idea here is not to get obscure, but to bring back memories.

The Truth About Sarah And Greg (And Brian)

Finding a home behind the music

When is a morning show not a morning show? When it's a *program*, silly, and that's what *Alternative Mornings With Sarah and Greg* is designed to be. Replacing shtick (and beheadings) with short-form music-oriented features, KNRK/Portland, OR started from scratch when it redesigned its morning drive offerings. So who are these people?

Greg Glover has never been on the air before. He comes from the promotion side of the fence, having served at Victory Records, and he continues to run his own indie label, Arena Rock.

Before this whole morning show thing started, Sarah Dylan provided the female perspective on KOTK-AM/Portland, OR, which offers "Talk radio for guys," and she still does. Producer Brian Blair quit radio a few years ago to dabble in syndication. This is KNRK's dream team?

"I know my music, but I know next to nothing about being an air personality," says Glover. "People at Entercom probably thought that [KNRK PD] Mark Hamilton was crazy for hiring me. Actually, this whole thing got started when [Virgin VP] Bill Carroll told me that Mark had some ideas about putting people on the air who were music people first and foremost."

"No jaded big-time radio people who'd been in the industry for a long time," Dylan interjects.

"Yeah," Glover continues. "Not your typical disc jockey types. He had a definite vision from the beginning and always said he wanted to make this a program, rather than just a morning show. I'll be honest with you, though, I was scared shitless when I got this job. I thought I was going to be like a music-news guy, like the local Kurt Loder dude. Then Mark called me back and said he wanted me to meet my female counterpart."

"Neither one of us knew there was going to be another person," Dylan says.

"Right," Glover says. "I think Mark enjoyed playing God there for a while."

"I worked at the Entercom Sports station a couple of years ago," Blair says. "Mark called and said he had something for me to do. He told me about his idea, and I said, 'OK, when do we start?'"

"The reason we work well together is that Brian is a music geek too," Glover says. "This is not an ego-driven show. It really is about the music."



ALTERNATIVE MORNINGS Seen here (l-r) are Greg Glover, Sarah Dylan and Brian Blair, the new morning show on KNRK/Portland, OR.

"For example, this week we played The Housemartins' 'Happy Hour,' Jimmy Cliff's 'The Harder They Come,' Sonic Youth's 'Kool Thing' — things like that. We'll do a brief intro just to flesh out the song: 'Here's The Housemartins, whose lead singer was Norman Cook. You now know him as Fatboy Slim.'"

"We have another feature called 'The Artist Speaks,' where we play a little snippet of an interview. We stick with the same artist throughout the week. For example, next week it's going to be Moby, so every morning you'll hear 45 seconds of Moby answering a question, rather than a whole, yawning 15 minutes of jibber-jabber."

"Then we have a series of daily features. On Monday we do 'The Acoustic Lounge,' where we play something unplugged that was recorded here or elsewhere. Tuesday is 'Get Local,' and on Wednesday we do 'Passport Approved,' which is a one-song version of Sat Bisla's import show."

"Thursdays is 'Under the Influence,' where artists talk about bands that have influenced them. When Greg does an interview, he archives things like that. This morning we played an old

bit of an interview with Art Alexakis from Everclear talking about Tom Petty, so it gives people a chance to hear something different for a reason. 'Wow, they played Tom Petty on 94.7. That's cool.'"

Off And Running

The question of whether KNRK can actually succeed in the morning with this music-oriented approach has yet to be answered, although early signs have been overwhelmingly encouraging. "Although we designed the show after seeing the responses from the core, a lot of new people have joined us," Hamilton says. "Our morning show serves a purpose and backs up our claim of being different."

"We're getting a lot of positive feedback from people who say they hadn't been listening to radio at all in the mornings, and, right out of the gate, we've seen some indications of great things to come. I think there are going to be some victories for us with this program. It's the morning reflection of the station as a whole. It's a different approach, it's fun, and it feels right."

ALTERNATIVE TOP 50

February 25, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)	2557	-144	191712	20	72/0
2	2	PAPA ROACH Scars (Geffen)	1846	-52	102077	15	60/0
3	3	KILLERS Mr. Brightside (Island/IDJMG)	1740	-28	127310	20	58/0
6	4	QUEENS OF THE STONE AGE Little Sister (Interscope)	1707	+129	120898	6	67/0
4	5	UNWRITTEN LAW Save Me (Lava)	1640	+17	76943	11	69/0
5	6	MY CHEMICAL ROMANCE I'm Not Okay (I Promise) (Reprise)	1516	-78	84141	19	65/0
7	7	THREE DAYS GRACE Home (Jive/Zomba Label Group)	1387	-51	70823	18	50/0
16	8	BECK E-Pro (Interscope)	1382	+326	96361	3	69/3
8	9	CROSSFADE Cold (Columbia)	1308	-66	89733	38	52/0
11	10	JIMMY EAT WORLD Work (Interscope)	1294	+35	76460	10	64/0
9	11	MUSE Hysteria (EastWest/Warner Bros.)	1294	-25	81596	25	61/0
10	12	JIMMY EAT WORLD Pain (Interscope)	1177	-94	99067	24	52/0
13	13	MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)	1175	+74	79088	7	65/3
18	14	BREAKING BENJAMIN Sooner Or Later (Hollywood)	1142	+130	52500	8	51/2
14	15	A PERFECT CIRCLE Passive (Virgin)	1129	+52	71416	8	57/0
15	16	SUM 41 Pieces (Island/IDJMG)	1057	-15	54536	12	60/1
17	17	3 DOORS DOWN Let Me Go (Republic/Universal)	1036	+17	53919	11	44/1
20	18	BREAKING BENJAMIN So Cold (Hollywood)	885	-45	80256	41	46/0
22	19	VELVET REVOLVER Dirty Little Thing (RCA/RMG)	884	-6	37137	9	52/1
24	20	CHEVELLE The Clincher (Epic)	837	+88	33193	6	52/4
23	21	USED All That I've Got (Reprise)	792	-94	31911	12	51/0
19	22	JET Look What You've Done (Atlantic)	776	-174	59581	18	36/0
31	23	GREEN DAY Holiday (Reprise)	753	+180	72080	7	35/11
12	24	U2 All Because Of You (Interscope)	743	-437	31402	11	47/0
28	25	EXIES Ugly (Virgin)	696	+81	32790	13	39/0
29	26	CROSSFADE So Far Away (Columbia)	677	+78	20935	5	41/3
27	27	KASABIAN Club Foot (RCA/RMG)	652	+24	26443	9	45/1
26	28	SHINEDOWN Burning Bright (Atlantic)	639	-16	24075	12	29/0
30	29	SYSTEM OF A DOWN Cigarro (American/Columbia)	571	-11	44405	5	17/0
32	30	ZUTONS Pressure Point (Epic)	560	+10	24559	8	42/1
25	31	SLIPKNOT Vermilion (Roadrunner/IDJMG)	558	-101	21824	17	30/0
21	32	LOSTPROPHETS I Don't Know (Columbia)	558	-353	18496	14	41/0
36	33	TRUST COMPANY Stronger (Geffen)	533	+126	16421	3	45/2
33	34	LOUIS XIV Finding Out True Love Is Blind (Pineapple/Antic)	532	-3	41266	6	29/0
34	35	INTERPOL Evil (Matador)	524	+29	29803	6	32/0
37	36	MUDVAYNE Happy? (Epic)	522	+146	30385	2	36/3
35	37	U2 Vertigo (Interscope)	427	-6	35778	20	35/0
40	38	KINGS OF LEON The Bucket (RCA/RMG)	381	+47	17761	3	32/1
38	39	RISE AGAINST Give It All (Geffen)	351	-12	19589	15	25/2
44	40	BRAVERY An Honest Mistake (Island/IDJMG)	346	+63	16933	2	30/1
41	41	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	336	+2	22074	7	19/0
Debut	42	GARBAGE Why Do You Love Me (Geffen)	319	+318	31264	1	54/54
39	43	KORN Another Brick In The Wall (Epic)	306	-33	26857	12	11/0
45	44	TEGAN & SARA Walking With A Ghost (Vapor/SRG)	297	+15	18498	5	14/2
43	45	SNOWPATROL Chocolate (A&M/Interscope)	297	+12	12643	3	26/2
46	46	KAISER CHIEFS I Predict A Riot (Universal)	294	+25	14626	3	32/6
42	47	TAKING BACK SUNDAY This Photograph Is Proof (I Know You Know) (Victory)	281	-29	14910	7	21/1
47	48	SKINDRED Pressure (Lava)	254	-11	7968	4	24/1
48	49	LONG-VIEW When You Sleep (Columbia)	247	-6	6209	4	22/0
49	50	KEANE Somewhere Only We Know (Interscope)	239	+2	21195	20	11/0

73 Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2005, Arbitron Inc.) © 2005, Radio & Records

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
GARBAGE Why Do You Love Me (Geffen)	54
U2 Sometimes You Can't Make It On Your Own (Interscope)	16
GREEN DAY Holiday (Reprise)	11
HOT HOT HEAT Goodnight Goodnight (Sire/Reprise)	11
KAISER CHIEFS I Predict A Riot (Universal)	6
NO ADDRESS When I'm Gone (Sadie) (Atlantic)	6
MODEST MOUSE World At Large (Epic)	6
MY CHEMICAL ROMANCE Helena (Reprise)	5
MOBY Beautiful (V2)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BECK E-Pro (Interscope)	+326
GARBAGE Why Do You Love Me (Geffen)	+318
GREEN DAY Holiday (Reprise)	+180
MUDVAYNE Happy? (Epic)	+146
HOT HOT HEAT Goodnight Goodnight (Sire/Reprise)	+131
BREAKING BENJAMIN Sooner Or Later (Hollywood)	+130
QUEENS OF THE STONE AGE Little Sister (Interscope)	+129
TRUST COMPANY Stronger (Geffen)	+126
CHEVELLE The Clincher (Epic)	+88
EXIES Ugly (Virgin)	+81

NEW & ACTIVE

GRATITUDE Drive Away (Atlantic)	Total Plays: 232, Total Stations: 19, Adds: 1
NO ADDRESS When I'm Gone (Sadie) (Atlantic)	Total Plays: 204, Total Stations: 19, Adds: 6
CHEMICAL BROTHERS Galvanize (Astralwerks/EMC)	Total Plays: 198, Total Stations: 14, Adds: 0
THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	Total Plays: 196, Total Stations: 13, Adds: 1
HOT HOT HEAT Goodnight Goodnight (Sire/Reprise)	Total Plays: 194, Total Stations: 21, Adds: 11
KILLERS Smile Like You Mean It (Island/IDJMG)	Total Plays: 179, Total Stations: 10, Adds: 0
ARCADE FIRE Neighborhood #3 (Power Out) (Merge)	Total Plays: 163, Total Stations: 10, Adds: 0
GOLDFINGER Wasted (Maverick/Warner Bros.)	Total Plays: 154, Total Stations: 11, Adds: 0
STRATA Never There (Wind-up)	Total Plays: 132, Total Stations: 12, Adds: 1
PROM KINGS Alone (Three Kings)	Total Plays: 122, Total Stations: 11, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

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America's Best Testing Alternative Songs 12 + For The Week Ending 2/25/05

Artist Title (Label)	Persons 18-34	Men 18-34	Women 18-34	Persons 18-34	Men 18-34	Women 18-34
GREEN DAY Boulevard Of Broken Dreams (Reprise) 4.39	4.49	98%	32%	4.37	4.36	4.45
KILLERS Mr. Brightside (Island/IDJMG) 4.28	4.27	91%	17%	4.18	4.02	4.35
JIMMY EAT WORLD Pain (Interscope) 4.0	4.12	96%	3%	4.09	3.94	4.23
JIMMY EAT WORLD Work (Interscope) 4.10	4.13	80%	12%	4.05	3.91	4.20
SUM 41 Pieces (Island/IDJMG) 4.04	4.00	84%	11%	3.86	3.76	3.96
MY CHEMICAL ROMANCE I'm Not Okay... (Reprise) 4.03	4.02	87%	20%	3.81	3.58	4.05
PAPA ROACH Scars (Geffen) 3.99	3.93	93%	20%	3.79	3.88	3.70
BREAKING BENJAMIN So Cold (Hollywood) 3.98	3.87	96%	33%	3.95	3.97	3.93
EXILES Ugly (Virgin) 3.98	3.82	50%	6%	3.83	4.00	3.57
JET Look What You've Done (Atlantic) 3.97	3.92	94%	21%	3.95	3.76	4.13
CROSSFADE Cold (Columbia) 3.97	3.84	92%	30%	3.83	3.77	3.90
SOCIAL DISTORTION Reach For The Sky (Time Bomb) 3.96	3.96	80%	18%	3.86	3.83	3.88
BREAKING BENJAMIN Sooner Or Later (Hollywood) 3.95	3.79	81%	12%	3.87	3.9	3.78
UNWRITTEN LAW Save Me (Lava) 3.93	3.89	77%	12%	3.76	3.66	3.86
USED All That I've Got (Reprise) 3.90	3.72	69%	11%	3.67	3.65	3.69
CHEVELLE The Clincher (Epic) 3.90	3.76	53%	8%	3.90	3.94	3.85
3 DOORS DOWN Let Me Go (Republic/Universal) 3.85	3.72	86%	20%	3.71	3.65	3.77
MUSE Hysteria (EastWest/Warner Bros.) 3.84	3.89	67%	12%	3.75	3.74	3.77
LOSTPROPHETS I Don't Know (Columbia) 3.83	3.82	77%	13%	3.60	3.75	3.43
SHINEDOWN Burning Bright (Atlantic) 3.69	3.69	53%	8%	3.50	3.52	3.48
THREE DAYS GRACE Home (Live/Zomba Label Group) 3.68	3.77	86%	28%	3.56	3.65	3.46
CROSSFADE So Far Away (Columbia) 3.60	—	66%	15%	3.48	3.44	3.54
QUEENS OF THE STONE AGE Little Sister (Interscope) 3.56	3.64	50%	9%	3.49	3.48	3.50
A PERFECT CIRCLE Passive (Virgin) 3.54	3.62	49%	10%	3.54	3.57	3.50
VELVET REVOLVER Dirty Little Thing (RCA/RMG) 3.48	3.49	62%	15%	3.27	3.27	3.26
SLIPKNOT Vermilion (Roadrunner/IDJMG) 3.26	3.06	68%	21%	3.24	3.25	3.23
MARS VOLTA The Widow... (Strummer/Universal) 3.26	—	12%	—	3.15	2.80	3.36

Total sample size is 334 respondents. Total average favorability estimates are based on a scale of 1-5, (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace actual research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.



Pat Lynch PD, WJRR/Orlando



Byrd, when she came onboard and started overseeing an entire cluster of stations. The idea was to focus on one station for an entire day — to get off-campus and into an element that's away from the building. She wanted to bring in the people who are responsible for running each station on a daily basis — those who are the closest to it — as well as the people who are usually in more global roles within the company. We rent a conference room in a hotel, it's completely casual, and we start with breakfast in the morning and go all day. We always have every aspect of the radio station represented, and the managers are all asked to invite several people from their staffs. This time I brought along two of my jocks. On-air people are some of the most creative people in the world, and they can really shine when given the opportunity to get into some serious problem solving. My goals are to go in there and get my concerns on the table. We don't always come to resolutions, but it's a great way to get new feedback and to set goals and timelines to change, fix or accomplish things. Plus, you might come up with an instant answer from somebody who has a different take than you do. I would say that one of the most valuable results from doing these sessions is that our team really works well together. The sales and programming sides have an appreciation and general understanding of where the other side is coming from. In this day and age, if you want to increase productivity, you've got to be on the same page. You can't be fighting each other in the building. Bottom line, getting everybody into that room to focus on one station really yields results. I think it's one of the best things you can do for your radio station. I always look forward to doing these Tune-Ups because they can only make you better.

REPORTERS

Stations and their adds listed alphabetically by market

WHRL/Albany, NY* OM: John Casper PD: Lisa White 1 GARBAGE GREEN DAY	WAVF/Charlotte, SC* PD: Dave Hieston OM: Mike O'Connor PD: Billy Boren 14 TEGAN & SARA 13 GARBAGE FEATURES	KTCL/Denver, CO* PD: Mike O'Connor APD: Rich Rubin 14 TEGAN & SARA 13 GARBAGE NO ADDS	WEEQ/Hagerstown, MD* APD: Mike Meyer 20 BECK 13 MUDVAYNE 10 INTERPOL 10 KINGS OF LEON 10 TRUST COMPANY 5 BRAVERY NO ADDRESS UZ KEANE UNDERGATH HEAD AUTOMATICA GARBAGE	KXTE/Las Vegas, NV* PD: Chris Ripley APD: Casey Brown 1 RISE AGAINST Z-TRIP EL PLUS	KNKQ/New Orleans, LA* PD: Sid APD: Mike 13 GARBAGE 1 STRATA 3 GARBAGE 1 SNOW PATROL	WXDQ/Pittsburgh, PA* PD: John Messchalla APD: Steve 15 GARBAGE 6 SOCIAL DISTORTION 2 UZ	XTRA/San Diego, CA* PD: Alan Richards APD: Mary Whelan 15 GARBAGE 6 SOCIAL DISTORTION 2 UZ	KFMA/Tucson, AZ* PD: Matt Sperry APD/MD: Stephen Estibe 27 SOCIAL DISTORTION 10 MY CHEMICAL ROMANCE
WNNX/Miata, CA* OM/MD: Leslie Fran MD: Jim Warren 14 GARBAGE 2 KEANE 2 Moby CHEVELLE RED LETTER AGENT	WEND/Charlotte* OM: Bruce Logan PD/MD: Jack Daniel 1 GARBAGE KASABIAN	CMX/Detroit, MI* PD: Murray Brocato APD: Vince Cavonius MD: Matt Heston 24 GARBAGE GREEN DAY UZ	KUCD/Honolulu, HI* PD: James Hepp CHEVELLE GARBAGE	KRQA/Los Angeles, CA* PD: Kevin Weathersly APD: Gene Sandblom MD: Mark Stahl 1 UZ	WJRX/New York, NY* PD: Robert Croce MD: Mike Pizer 3 3 DOORS DOWN 1 RISE AGAINST 1 UZ GARBAGE PEPPER	WCYU/Portland, ME PD: Scott MD: Brian James MODEST MOUSE HOT HOT HEAT GARBAGE	KITS/San Francisco, CA* PD: Scott Demery APD/MD: Annee Jackson 4 RISE AGAINST 2 NEW ORDER 1 GARBAGE 1 KINGS OF LEON MY CHEMICAL ROMANCE BRIGHT EYES	KMYZ/Tulsa, OK* PD: John P'Connell 2 GARBAGE 1 SNOW PATROL BRAVERY NO ADDRESS
WASE/Atlantic City, NJ* PD: Scott Kelly KEANE HEAD AUTOMATICA FEATURES UZ HOT HOT HEAT GARBAGE	WQDZ/Cincinnati, OH* PD/MD: Jeff Bogert 7 GARBAGE 4 BREAKING BENJAMIN	ICMA/Fayetteville, AR OM/MD: Dave Jackson 14 DROWNING POOL 12 KASABIAN 6 MAUSDRE SNOW PATROL	WLSR/Louisville, KY* PD: James Fitzgerald MD: Dave Hill 1 ZUTONS UZ	WRRW/Newburgh, NY PD: Andrew Davis GREEN DAY GARBAGE	WRDX/Norfolk, VA* PD: Michael Diamond MD: Mike Powers No Adds	WBRU/Providence, RI* PD: Robert MD: Sarah Rose MD: Chris Novello 9 GARBAGE	KJEE/Santa Barbara, CA MD: Dave Hancock 14 MOPY 2 HOT HOT HEAT	WPBZ/W. Palm Beach, FL* PD/MD: John Allers 12 GARBAGE KAISER CHEFS
KROX/Austin, TX* OM: Jeff Carro MD: Lynn Barlow MD: Tony Dora 11 GARBAGE 2 HOT HOT HEAT	WQZC/Cincinnati, OH* PD/MD: Jeff Bogert 7 GARBAGE 4 BREAKING BENJAMIN	WYSK/Fredricksburg, VA OM/MD: Paul Johnson APD/MD: Frank White SILVERSTE 3 DOORS DOWN	WLR/Indianapolis, IN* PD: Lanny Olson MD: Michael Young 8 MARS VOLTA 7 CROSSFADE 2 BECK	WMMF/Memphis, TN* PD: Paul MD: Sydney Hobbes 3 DOORS DOWN GREEN DAY 3 DOORS DOWN GARBAGE ACCEPTANCE	WRRJ/Providence, RI* PD: Robert MD: Sarah Rose MD: Chris Novello 9 GARBAGE	KRZQ/Reno, NV* PD: Matt Diable APD: Jeremy Smith No Adds	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE	
WRAX/Birmingham, AL* PD: Scott MD: Mark Lindsay 6 BETTER THAN EZRA 3 GARBAGE BECK	WQZC/Cincinnati, OH* PD/MD: Jeff Bogert 7 GARBAGE 4 BREAKING BENJAMIN	WYSL/Fredricksburg, VA OM/MD: Paul Johnson APD/MD: Frank White SILVERSTE 3 DOORS DOWN	WPLA/Jacksonville, FL* OM: Gail Anstie APD/MD: Chad Conley 6 SUM 41 TRUST COMPANY	WLMW/Milwaukee, WI* PD: Keny MD: Keny 15 GREEN DAY 10 GARBAGE 9 SLIPKNOT 3 GARBAGE 1 HOT HOT HEAT MODEST MOUSE	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE		
KQXR/Boise, ID* OM: Dan McCoy PD: Eric MD: Jennifer Smith KAISER CHEFS	WQZC/Cincinnati, OH* PD/MD: Jeff Bogert 7 GARBAGE 4 BREAKING BENJAMIN	WYSL/Fredricksburg, VA OM/MD: Paul Johnson APD/MD: Frank White SILVERSTE 3 DOORS DOWN	WPRJ/Johnson City* PD: Scott MD: Scott CHEVELLE UZ KAISER CHEFS GARBAGE	WMTQ/Monmouth, NJ* PD: Mike MD: Mike 1 MOBY 3 HOT HOT HEAT 3 GARBAGE	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE		
WBCB/Boston, MA* PD: Dave APD/MD: Steve 6 GARBAGE	WQZC/Cincinnati, OH* PD/MD: Jeff Bogert 7 GARBAGE 4 BREAKING BENJAMIN	WYSL/Fredricksburg, VA OM/MD: Paul Johnson APD/MD: Frank White SILVERSTE 3 DOORS DOWN	WTRZ/Johnson City* OM/MD: Dave Clark APD: Laki MUDVAYNE	KMSB/Monterey, CA* PD: Kelly 1 SENSES FAIL 1 NO ADDRESS 1 MOBY GARBAGE MODEST MOUSE RADIO 4	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE		
WEDG/Suffolk, NY* PD: Barry Gray MD: Bill SILVERSTE NO ADDRESS	WQZC/Cincinnati, OH* PD/MD: Jeff Bogert 7 GARBAGE 4 BREAKING BENJAMIN	WYSL/Fredricksburg, VA OM/MD: Paul Johnson APD/MD: Frank White SILVERSTE 3 DOORS DOWN	KRZB/Kansas City, MO* PD: Lark MD: Jason 12 BRIGHT EYES 5 GARBAGE 3 HOT HOT HEAT KEANE	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE		
WBZT/Burlington* OM/MD: Matt APD/MD: Kevin 2 HOT HOT HEAT 1 GARBAGE	WQZC/Cincinnati, OH* PD/MD: Jeff Bogert 7 GARBAGE 4 BREAKING BENJAMIN	WYSL/Fredricksburg, VA OM/MD: Paul Johnson APD/MD: Frank White SILVERSTE 3 DOORS DOWN	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE	WVWZ/Washington, DC* PD: Joe MD: Steve PORCUPINE TREE BETTER THAN EZRA GARBAGE		



*Total Reporters
64 Total Reporters
73 Total Monitored
11 Total Indicator



JOHN SCHOENBERGER
jschoenberger@radioandrecords.com

Sun And Fun And Music!

For a few days, Puerto Vallarta is the center of the musical universe

The eighth annual Michelle Clark Promotion Sunset Sessions was a resounding success, as over 100 people — including radio folks, record reps and key movie and television music supervisors — gathered at the Westin Resort & Spa in beautiful Puerto Vallarta, Mexico.

Over the course of three evenings, we were treated to performances by Cantinero, Billy Miles, Richard Julian and The Young Dubliners (Thursday); Christine Martucci, Jackie Greene, The Shore, The John Butler Trio and Maia Sharp (Friday); and Josh Ritter, Charlie Mars, Francis Dunnery and Dishwalla (Saturday).



NOT TOO SHABBY This was the view from my window at the Westin Resort & Spa.



IN FRONT OF GOD AND EVERYBODY WIVI/St. Thomas, VI's Jon Peterson (l) popped the big question to his girlfriend, Terri, the first night. They're both smiling because she said yes!



BUDDIES FOR LIFE Feeling all lovey-dovey while the sun is setting are (l-r) New West's Jeff Cook and KTAQ/Teos. NM's Brad Hockmeyer.



WHAT A SWEETHEART Several folks brought along their families, and Or Music's Jason Fisher played with everyone's kids! Pictured here are (l-r) Fisher and KMTN/Jackson Hole, WY's Mark Fishman, holding his daughter Mia.



AREN'T THEY CUTE? Here's voiceover maven Nicole Sandler and her beautiful daughter Alison.



QUIET TIME KRVB/Boise, ID's Dan McColly takes a moment to check out the gorgeous sunset while the bands are changing over onstage.



TWO SERIOUS DUDES V2's Matt Pollack (l) puts some serious promotional moves on KRSH/Santa Rosa, CA's Dean Kattari just before Josh Ritter hits the stage.



OUR HOSTS This wonderful event couldn't happen without the efforts of our MCP hosts. Pictured here (l-r) are Christie Stevens, Meg MacDonald, J.B. Brenner, Michelle Clark and Crystal Ann Lea.



THE NORTHEAST CREW Northeast Broadcasting was well-represented this year by (l-r) WXRV/Boston's Paul Buckley and Dana Marshall, and WNCS/Burlington, VT's Mark Abuzzehab.



A HAPPY GUY That's Lava's Tommy Delaney sandwiched between Aeza's Dee Ann Metzker (l) and Orphanage's Michelle St. Clair.



THE NONCOMM CONTINGENT Both commercial and noncommercial stations are invited to Sunset Sessions. Smiling for the camera are (l-r); WGBE/Columbus, OH's Maggie Brennan; WNRN/Charlottesville, VA's Jaz Tupelo; and WBZC/Pemberton, NJ's Neil Shore.



ALL SMILES After partaking of the great dinner buffet, these folks pose for a shot. Pictured here are (l-r) A Taste of Triple A's Jim Nelson, Koch's Jessica Pomerantz and Atlantic's Brian Corona.



TALKING MUSIC WRLT/Nashville's David Hall (l) and Atlantic's Brian Corona were comparing their opinions of John Butler's performance when I snapped this photo.



MAKING NICE I caught WRLT/Nashville's Fred Buck (l) and Bluhammock's Esteban Apraez chatting while waiting for the show to begin Friday night.

A HAPPY COUPLE DMX's Dave Sloan and his wife, Janice, posed for this lovely shot.



THE BOBS KPRI/San Diego's Bob Hughes (l) and Bob Burch are clearly having a great time in Puerto Vallarta.

TRIPLE A TOP 30

February 25, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST	TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	GREEN DAY	Boulevard Of Broken Dreams (Reprise)	531	-25	30201	16	24/0
3	2	JACK JOHNSON	Sitting, Waiting, Wishing (Brushfire/Universal)	518	+69	28072	7	25/0
4	3	JET	Look What You've Done (Atlantic)	400	+19	19207	17	19/0
2	4	U2	All Because Of You (Interscope)	380	-82	17337	11	23/0
7	5	BLUE MERLE	Burning In The Sun (Island/DJMG)	372	+36	16867	6	22/1
9	6	TORI AMOS	Sleeps With Butterflies (Epic)	348	+26	18174	7	23/0
6	7	LENNY KRAVITZ	Lady (Virgin)	337	-9	16307	17	22/0
5	8	KEANE	Somewhere Only We Know (Interscope)	324	-47	19415	24	20/0
8	9	LOW MILLIONS	Eleanor (Manhattan/EMC)	323	-7	17816	20	19/0
13	10	MADELEINE PEYROUX	Don't Wait Too Long (Rounder)	287	+23	12289	10	18/0
14	11	MARC BROUSSARD	Home (Island/DJMG)	282	+28	12206	11	16/1
11	12	HOWIE DAY	Collide (Epic)	279	-5	13352	13	15/1
10	13	SHORE	Hard Road (Maverick/Reprise)	260	-26	7348	11	18/0
18	14	COLLECTIVE SOUL	Better Now (El Music Group)	249	+62	15235	4	18/1
12	15	JOHN MAYER	Daughters (Aware/Columbia)	243	-25	9750	15	18/0
19	16	SNOW PATROL	Chocolate (A&M/Interscope)	217	+31	12416	3	15/1
21	17	JOSS STONE	Right To Be Wrong (S-Curve/EMC)	209	+29	9558	5	16/1
22	18	KENNY WAYNE SHEPHERD	Let Go (Reprise)	202	+26	9592	6	13/0
17	19	ANNA NALICK	Breathe (2am) (Columbia)	202	+14	9296	9	10/0
27	20	BECK E-Pro	(Interscope)	201	+49	10489	2	15/1
24	21	JOHN BUTLER TRIO	Zebra (Lava)	193	+26	5489	3	16/2
Debut	22	U2	Sometimes You Can't Make It On Your Own (Interscope)	192	+112	18535	1	20/9
25	23	JOHN FOGERTY	Wicked Old Witch (DreamWorks/Geffen)	178	+17	6386	3	16/1
16	24	U2	Vertigo (Interscope)	167	-23	13856	20	21/0
26	25	MOBY	Beautiful (V2)	164	+5	13904	3	18/10
28	26	ALISON KRAUSS & UNION STATION	Restless (Rounder)	155	+19	3352	5	9/0
23	27	RAY CHARLES f/IVAN MORRISON	Crazy Love (Concord)	154	-19	13176	16	14/0
20	28	R.E.M.	Aftermath (Warner Bros.)	142	-43	4877	8	12/0
29	29	BRUCE HORNSBY	Circus On The Moon (Columbia)	141	+9	4004	5	14/1
Debut	30	OZOMATLI	Love & Hope (Concord)	133	+23	5000	1	11/1

26 Triple A reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2005, Arbitron Inc. © 2005. Radio & Records

MOST ADDED*

ARTIST	TITLE	LABEL(S)	ADDS
MOBY	Beautiful (V2)		10
U2	Sometimes You Can't Make It On Your Own (Interscope)		9
GARBAGE	Why Do You Love Me (Geffen)		6
KEANE	Everybody's Changing (Interscope)		4
CARBON LEAF	What About Everything? (Vanguard)		3
JOHN BUTLER TRIO	Zebra (Lava)		2
CHARLIE MARS	Try So Hard (V2)		2
YOUNG DUBLINERS	Touch The Sky (Higher Octave)		2
MARY GAUTHIER	Mercy Now (Lost Highway)		2
FEATURES	Blow It Out (Cherry/Universal)		2

MOST INCREASED PLAYS

ARTIST	TITLE	LABEL(S)	TOTAL PLAY INCREASE
U2	Sometimes You Can't Make It On Your Own (Interscope)		+112
JACK JOHNSON	Sitting, Waiting, Wishing (Brushfire/Universal)		+69
COLLECTIVE SOUL	Better Now (El Music Group)		+62
CARBON LEAF	What About Everything? (Vanguard)		+61
BECK E-Pro	(Interscope)		+49
KEANE	Everybody's Changing (Interscope)		+41
BLUE MERLE	Burning In The Sun (Island/DJMG)		+36
JEM 24	(ATO/RCA/RMG)		+36
SNOW PATROL	Chocolate (A&M/Interscope)		+31
RAY CHARLES f/NORAH JONES	Here We Go Again (Concord)		+31

MOST PLAYED RECURRENTS

ARTIST	TITLE	LABEL(S)	TOTAL PLAYS
RAY LAMONTAGNE	Trouble (RCA/RMG)		237
SARAH MCLACHLAN	World On Fire (Arista/RMG)		177
CARBON LEAF	Life Less Ordinary (Vanguard)		174
SNOW PATROL	Run (A&M/Interscope)		159
LOS LONELY BOYS	Heaven (OR Music/Epic)		150
BRUCE HORNSBY	Gonna Be Some Changes Made (Columbia)		144
JOHN MELLENCAMP	Walk Tall (Island/DJMG)		132
MARK KNOPFLER	Boom, Like That (Warner Bros.)		131
FINGER ELEVEN	One Thing (Wind-up)		111
MODEST MOUSE	Float On (Epic)		105

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

NEW & ACTIVE

KATHLEEN EDWARDS Back To Me (Zoe/Rounder)
Total Plays: 133, Total Stations: 10, Adds: 1

JEM 24 (ATO/RCA/RMG)
Total Plays: 106, Total Stations: 9, Adds: 1

BEN LEE Catch My Disease (New West)
Total Plays: 95, Total Stations: 10, Adds: 1

TEGAN & SARA Walking With A Ghost (Vapor/SRG)
Total Plays: 94, Total Stations: 10, Adds: 1

ANI DIFRANCO Studying Stones (Righteous Babe/Music Allies)
Total Plays: 93, Total Stations: 7, Adds: 0

MARK KNOPFLER The Trawlerman's Song (Warner Bros.)
Total Plays: 91, Total Stations: 9, Adds: 1


CARBON LEAF What About Everything? (Vanguard)
Total Plays: 88, Total Stations: 11, Adds: 3

FINN BROTHERS Anything Can Happen (Nettwerk)
Total Plays: 85, Total Stations: 9, Adds: 0

KEANE Everybody's Changing (Interscope)
Total Plays: 79, Total Stations: 8, Adds: 4

BRIGHT EYES First Day Of My Life (Saddle Creek)
Total Plays: 76, Total Stations: 5, Adds: 0

Songs ranked by total plays



JUDITH OWEN *Lost and Found*

New Release featuring: "Smoke On The Water", "Train Out Of Hollywood", "Walking On The Moon" and "Enough"

AVAILABLE MARCH 1st at CDBABY.com & AMAZON.com

EARLY BELIEVERS/SPINNING AT:
WUMB, WMFO, MAINE PUBLIC RADIO, WYOU, WHRV, WGWG, WERH, WQNR, WUTC, WMSV, WMKY, WSYG, WYSO, WYCE, WOLV, KAXE, KUMD, KUNC, KSMF, KSRO, KKFI, KFAN, KVNF, KUWR, KZMU, KEGR, KKGR, KRVM, KXCI

NATIONAL TV: March 1st - CBS LATE LATE SHOW with CRAIG FERGUSON
SXSW: Performing March 18th / 19th
TRIPLE A NON-COMMVENTION: Performing May 20th

RADIO PROMOTION: Lenny Bronstein 310-450-6224 / MARKETING: Harold Childs 818-907-7835
PR: Julie Doppelt-Boyer 323-852-9444 / MANAGEMENT: Bambi Moé 818-516-2825

For more info: www.judithowen.net

TRIPLE A TOP 30 INDICATOR

February 25, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	698	+26	8318	6	40/0
2	2	TORI AMOS Sleeps With Butterflies (Epic)	574	+36	6659	6	38/0
4	3	BLUE MERLE Burning In The Sun (Island/IDJMG)	526	+43	6223	7	36/0
3	4	U2 All Because Of You (Interscope)	434	-76	3969	10	26/0
5	5	GREEN DAY Boulevard Of Broken Dreams (Reprise)	421	-31	2884	14	21/0
7	6	JOSS STONE Right To Be Wrong (S-Curve/EMC)	415	+2	4422	8	31/0
6	7	MARC BROUSSARD Home (Island/IDJMG)	409	-18	4335	13	29/1
12	8	KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	368	+61	6246	2	35/2
11	9	SHIVAREE I Close My Eyes (Zoe/Rounder)	343	+23	4021	7	29/0
9	10	LOW MILLIONS Eleanor (Manhattan/EMC)	342	-5	2328	23	21/0
10	11	MAIA SHARP Something Wild (Koch)	341	+21	3752	6	32/1
15	12	JOHN BUTLER TRIO Zebra (Lava)	326	+39	3248	4	28/1
8	13	R.E.M. Aftermath (Warner Bros.)	321	-41	3344	9	23/0
16	14	BEN LEE Catch My Disease (New West)	308	+23	4160	4	30/2
18	15	ANI DIFRANCO Studying Stones (Righteous Babe/Music Allies)	297	+20	5096	5	27/0
13	16	JET Look What You've Done (Atlantic)	294	+1	1729	16	17/0
(Debut)	17	U2 Sometimes You Can't Make It On Your Own (Interscope)	289	+214	4396	1	28/10
22	18	RACHAEL YAMAGATA Letter Read (RCA Victor/RMG)	282	+25	2162	3	27/1
29	19	SNOW PATROL Chocolate (A&M/Interscope)	277	+67	3218	2	22/2
19	20	BRUCE HORNSBY Circus On The Moon (Columbia)	275	+5	1576	10	20/0
23	21	MARK KNOPFLER The Trawlerman's Song (Warner Bros.)	266	+14	3884	3	28/0
14	22	HOWIE DAY Collide (Epic)	264	-24	1845	8	17/0
25	23	JOHN FOGERTY Wicked Old Witch (DreamWorks/Geffen)	254	+11	2127	3	24/0
27	24	BEN FOLDS Landed (Epic)	252	+33	3542	2	28/2
21	25	KEANE Somewhere Only We Know (Interscope)	248	-16	2047	30	15/0
20	26	SHORE Hard Road (Maverick/Reprise)	244	-23	1962	9	16/0
26	27	MADELEINE PEYROUX Don't Wait Too Long (Rounder)	237	-6	2756	22	18/0
24	28	ALISON KRAUSS & UNION STATION Restless (Rounder)	224	-28	2641	12	21/0
(Debut)	29	BECK E-Pro (Interscope)	219	+69	4938	1	26/1
-	30	CHUCK PROPHET Pin A Rose On Me (New West)	214	+13	1667	3	21/0

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
U2 Sometimes You Can't Make It On Your Own (Interscope)	10
KEANE Everybody's Changing (Interscope)	8
MOBY Beautiful (V2)	7
GARBAGE Why Do You Love Me (Geffen)	5
CARBON LEAF What About Everything? (Vanguard)	3
BETTER THAN EZRA A Lifetime (Artemis)	3
LOU BARLOW Holding Back The Year (Merge)	3
UMPHREY'S MCGEE Anchor Drops (SCI-Fidelity)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
U2 Sometimes You Can't Make It On Your Own (Interscope)	+214
BETTER THAN EZRA A Lifetime (Artemis)	+74
BECK E-Pro (Interscope)	+69
SNOW PATROL Chocolate (A&M/Interscope)	+67
JOSH ROUSE It's The Nighttime (Rykodisc/Music Allies)	+64
MOBY Beautiful (V2)	+62
KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	+61
JOSEPH ARTHUR Even Tho (Vector)	+56
CARBON LEAF What About Everything? (Vanguard)	+50
BLUE MERLE Burning In The Sun (Island/IDJMG)	+43

SYNDICATED PROGRAMMING

Added This Week

World Cafe - Dan Reed 215-898-6677

MARY GAUTHIER Mercy Now
NIC ARMSTRONG Broken Mouth Blues
SOLOMON BURKE I Need Your Love
THEVERY CORPORATION The Heart's A Lonely Hunter

Acoustic Cafe - Rob Reinhart 734-761-2043

BRIGHT EYES First Day Of My Life
GAVIN DEGRAW In Chariot

44 Triple A reporters. Songs ranked by total plays for the airplay week of Sunday 2/13 - Saturday 2/19.

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REPORTERS

Stations and their adds listed alphabetically by market

WAPS/Akron, OH PD/MD: Bill Gruber No Adds	WMMV/Cape Cod, MA PD/MD: Barbara Dacey No Adds	WEHM/Hampton, NY PD: Brian Casgrove MD: Lauren Stone 16 UZ	KTGZ/Minneapolis, MN* PD: Lauren MacLennan APD/MD: Mike Wall 4 MOBY 2 UZ 1 KEANE KERI NOBLE
KABQ/Albuquerque, NM OM: Bill May PD: Phil Mahoney MD: Scott Warmath No Adds	WNRN/Charlottesville, VA OM: Jeff Reynolds PD: Michael Friend MD: Joe Toppo 3 MOBY 2 ARCADE FIRE	KSTW/Flagstaff, CO PD: Steve Rauerth MD: Stacia Lenter 2 K.O. LANG 5 TONY FURTADO 3 LOU BARLOW 3 ANITA COVELLO 3 CHERYL WHEELER	WGXX/Minneapolis, MN* PD: Jeff Callins 12 MOBY 15 FEATURES
WOLK/Ann Arbor, MI OM/MD: Rob Walker No Adds	WOOD/Chattanooga, TN* OM/MD: Danny Howard 9 KEANE 4 GARBAGE	WTSJ/Indianapolis, IN* PD: Brad Holtz MD: Laura Duncan 3 MOBY 2 TEGAN & SARA 1 UZ	WZEW/Mobile, AL* OM: Tim Camp PD: Jim Mahoney MD: Lee Ann Kunk CHARLIE MARS
KSPN/Aspen, CO PD/MD: Sam Scholl No Adds	WKRT/Chicago, IL* OM: Mike Harkin PD: Norm Wisner 4 NEW ORDER 4 GARBAGE	WBLB/Monmouth, NJ OM: Tom Brennan PD: Rich Robinson APD: Leo Zaccari MD: Jeff Raspe	WDBS/Poughkeepsie, NY PD: Herb Ivy MD: Dora Marshall KEANE MOUSE WORKER GOVT MULE MOBY GRIP WEEDS
WZGC/Midland, GA* PD: Michelle Engel APD: Chris Brannin MD: Marget Samit No Adds	KBXR/Columbia, MO OM: Jack Lawson APD: Jeff Swainman KEANE GARBAGE	KMTN/Jackson, WY OM: Scott Anderson PD/MD: Mark "Fish" Fishman 1 JOSH RITTER 1 CHARLIE MARS 1 KEANE 1 UMPHREY'S MCGEE 1 BETTER THAN EZRA 1 OZL	WDSJ/Portland, ME PD: Herby Jones MD: Brian James 5 CARBON LEAF ANNA MALICK 1 UZ 1 BECK
KGSR/Austin, TX* OM: Jeff Carrol PD: Jody Denberg APD: Jodi Hershman-Ross MD: Susan Castle	WMMV/Conway, NH PD/MD: Mark Johnson 17 UZ 4 MOBY	KTGB/Kansas City, MO PD: Jon Hart OM: Steve Johnson KEANE ED HARCOURT	WYXR/Portland, OR* MD: Kevin Welch 17 RAY CHARLES/LNORAH JONES 3 BLUE MERLE
WNRN/Baltimore, MD OM: Bob Waugh PD/MD: Alex Cartwright 18 KASSER CHIEFS 10 GARBAGE 8 UZ 5 BEN FOLDS 3 CHARLIE MARS	KBCC/Denver, CO* PD: Mike Richman MD: Kestner 13 MOBY 11 JESS STONE 9 OZOMATLI	KZPL/Kansas City, MO* OM: Nick McCabe PD: Ted Edwards MD: Ryan "Stash" Norton 5 UZ 3 BEN LEE 3 JOHN FOGERTY GARBAGE	WVXW/Portland, NH* APD: Catie Wilber 10 MARC BROUSSARD 9 UZ 7 BEN FOLDS 6 COLLECTIVE SOUL 3 CARBON LEAF 1 GARBAGE 1 YOUNG DUBLINERS MOBY
KLRR/Bend, OR OM/MD: Doug Beebe APD: Dorli Donohue	WVVU/Elizabeth City, NC PD: Mark Abbey No Adds	WEBK/Killington, VT OM/MD: Mitch Terriciano PD: Lisa Witham 1 UZ 2 MOBY	WDSI/Poughkeepsie, NY OM: Steve Herrell MD: Jimmy Bell KEANE MOSCAN WORKER GOVT MULE MOBY GRIP WEEDS
KRYB/Boise, ID* OM/MD: Dan McCall JOHN BUTLER TRIO 1 UZ	KRVI/Fargo OM: Mike "Big Dog" Kappel PD: Ryan Kelly MD: David Black 1 MAROON 5 5 PAUL MELLENCAMP BEN FOLDS BETTER THAN EZRA	WOFU/New York, NY PD: Chuck Singleton MD: Rita Houston 1 UZ 2 KYLE RIBAKO 1 AL GREEN 1 HURSET SUNLIN 1 DUKES 1 JOE COCKER	KSQY/Rapid City, SD PD/MD: Chad Carlson 2 BEN LEE
WBSO/Boston, MA* OM: Buzz Knight APD/MD: David Ginsburg No Adds	KOZZ/Ft. Bragg, CA PD: Tom Yates APD/MD: Kate Hayes 5 LOS LONELY BOYS 5 MARC BROUSSARD 5 PAUL MELLENCAMP STEWART 5 BILL WYMAN'S RHYTHM KINGS	WXPW/Philadelphia, PA OM/MD: Dan Reed PD: Bruce Warren 2 CROOKED FINGERS 1 BLUE METHOD 1 UZ 1 MOBY 1 THEVERY CORPORATION RAY LAMONTAGNE ARCADE FIRE	KTHX/Reno, NV* PD: Rob Brooks PD/MD: Dana Herrell 2 MARY GAUTHIER KYLE RIBAKO JOSEPH ARTHUR NIC ARMSTRONG
KMMS/Bozeman, MT OM/MD: Michelle Wella No Adds	WUPK/Louisville, KY OM: Brian Conn PD: Steve Ornes TIFT MERRITT BLACK KEYS JEM SNOW PATROL	WYEP/Pittsburgh, PA PD: Rosemary Welsch MD: Mike Sander M. WARD	WVUU/Charlotte, NC OM: Tom Davis APD: Dennis Moorhouse MD: Lesa Witham 1 KEANE 1 MOBY 1 UZ
WNCS/Burlington* PD/MD: Mark Abuzzahab 3 UZ 2 CARBON LEAF JOHN BUTLER TRIO GARBAGE	WVUN/Wilmington, NC OM: Chris Herrmann APD/MD: Rob Lipeutz SHINIS GARBAGE		WRNX/Springfield, MA* PD: Tom Davis APD: Dennis Moorhouse MD: Lesa Witham 1 KEANE 1 MOBY 1 UZ
			WVVO/Savannah, GA PD: Bob Neuman APD: Gene Herrell MD: Dan Yates 1 SNOW PATROL 1 KEANE 1 ARI HEST 1 GLEN PHILLIPS
			KEXP/Seattle, WA OM: Tom Mara PD: Kristin Gale APD: John Richards MD: Dan Yates 4 JUSTIN RUTLEDGE & JUNCTION FORTY 3 IRON & WINE SOLOMON BURKE SIGHTS SHARON JONES KILLS MAMBO DIAO
			KMTT/Seattle, WA* OM/MD: Chris May APD/MD: Shawn Stewart No Adds
			WNCW/Selma, NC OM: Elin Firmann PD: Kim Clark APD/MD: Martha Anderson TONY FURTADO MOSCAN WORKER AL GREEN TORI AMOS BLUERINNUMERS REDRIBB SHINY BLACK SHARON JONES
			KMCC/St. Louis, MO PD: Rich Reighard MD: Steve Chesnoweth 10 CARBON LEAF 10 KATHLEEN EDWARDS 10 LOU BARLOW
			KFMY/Steamboat Springs, CO 15 ZUTONS SONNY LANDRETH DUKES GARBAGE OSWINS 1 KEANE
			KTAQ/Taos, NM OM: Mitch Miller PD: Brad Hochmyer MD: Paddy Mac No Adds
			KWMT/Tucson, AZ* OM/MD: Tim Richards MD: Blake Rogers FROU FROU
			WXPX/Westchester, NY PD: Chris Herrmann APD/MD: Rob Lipeutz SHINIS GARBAGE
			WVUN/Wilmington, NC OM: Tom Davis APD: Dennis Moorhouse MD: Lesa Witham 1 KEANE 1 MOBY 1 UZ

			DMX Folk Rock/Satellite PD: Liz Opels 10 RAY LAMONTAGNE 10 BRIGHT EYES 9 BEN LEE 9 BRAZILIAN GIRLS
			Music Choice Adult Alternative/Satellite PD: Gary Schwenker MD: Jessica Besack 18 BETTER THAN EZRA 9 STEREOPHONICS 9 KATHLEEN EDWARDS 8 JOHN BUTLER TRIO 5 MADELEINE PEYROUX 4 RAY CHARLES IVAN MORRISON 3 NOUVELLE VAGUE 2 JOSEPH ARTHUR 1 RAY LAMONTAGNE
			XM Cafe/Satellite PD: Bill Evans MD: Brian Chamberlain 3 GLEN PHILLIPS THEVERY CORPORATION WONDER STUFF WONDER STUFF - JEM - JEM - JEM - JEM THEVERY CORPORATION
			WVVU/Savannah, GA PD: Bob Neuman APD: Gene Herrell MD: Dan Yates 1 SNOW PATROL 1 KEANE 1 ARI HEST 1 GLEN PHILLIPS
			KEXP/Seattle, WA OM: Tom Mara PD: Kristin Gale APD: John Richards MD: Dan Yates 4 JUSTIN RUTLEDGE & JUNCTION FORTY 3 IRON & WINE SOLOMON BURKE SIGHTS SHARON JONES KILLS MAMBO DIAO
			KMTT/Seattle, WA* OM/MD: Chris May APD/MD: Shawn Stewart No Adds
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			KFMY/Steamboat Springs, CO 15 ZUTONS SONNY LANDRETH DUKES GARBAGE OSWINS 1 KEANE
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			WXPX/Westchester, NY PD: Chris Herrmann APD/MD: Rob Lipeutz SHINIS GARBAGE
			WVUN/Wilmington, NC OM: Tom Davis APD: Dennis Moorhouse MD: Lesa Witham 1 KEANE 1 MOBY 1 UZ

POWERED BY MEDIABASE

Monitored Reporters

70 Total Reporters

26 Total Monitored

44 Total Indicator

Did Not Report:
Playlist Frozen (2):
WCBE/Columbus, OH
WTMD/Baltimore, MD

AAA ARTIST OF THE WEEK

ON THE RECORD

With
John Johnson
PD/MD, KFMU/Steamboat
Springs, CO

Chuck Prophet's "Summertime Thing" received tons of airplay in its initial run and still gets year-round play here at KFMU/Steamboat Springs, CO. I expect the same thing to happen with the new single, "Pin a Rose on Me," from the *Age of Miracles*. It is a great track embodying what Triple A radio is all about: great texture, a unique vocal style and something to set it apart from



the rest of the current rotation. We have had our phones lighting up with listeners wanting to know more about this great artist ever since we began playing it. ● Counting Crows drummer Jim Bogios supplies the percussion on the track, shifting the emphasis alternately from the tale of a love triangle gone awry (do they go any other way?) to intricate beats and interesting loops, creating a chilling musical mood to match the lyrics. ● Comparable to Beck at his most Triple-A-friendly, this is a great track that can add some spice to your current rotation. The rest of the album is filled with great nuggets too, such as the hip-hop-flavored "You Did" and "Heavy Duty." Check out the full-length on your next road trip.

Green Day remain on top of the monitored chart for the ninth week, with Jack Johnson, Jet, Blue Merle and Tori Amos also bulleted in the top 10 ... Madeleine Peyroux is now also top 10 at 10*, with Marc Broussard poised at 11* ... Other gainers this week include Collective Soul (18*-14*), Snow Patrol (19*-16*), Joss Stone (21*-17*), Kenny Wayne Shepherd (22*-18*), Beck (27*-20*) and The John Butler Trio (24*-21*) ... Anna Nalick, Moby and Alison Krauss & Union Station also hang tough with bullets this week ... The new U2 and Ozomatli tracks debut, and Kathleen Edwards and Maia Sharp are ready to debut by next week ... On the Indicator chart, Johnson remains at 1* for a third week, Amos holds at 2*, Blue Merle increase to 3*, Stone is now 6*, and Edwards and Shivaree are now top 10 at 8* and 9*, respectively ... Sharp, The John Butler Trio, Ben Lee, Ani DiFranco, Rachael Yamagata, Snow Patrol, Bruce Hornsby, Mark Knopfler, John Fogerty and Ben Folds all make significant strides this week ... U2 and Beck debut ... Keep an eye on Bright Eyes, Tegan & Sara, Glen Phillips, Jem and Carbon Leaf ... In the Most Added category, U2's next single grabs another 19 adds this week, Moby adds another 17 stations to his base, Keane's next single garners 12 new stations, and Garbage are off to great start with 11 total adds ... Carbon Leaf, Charlie Mars, Folds, Lee, Jem, Josh Rouse, Better Than Ezra, Umphrey's McGee, Edwards and The Young Dubliners close some important holes.

— John Schoenberger, Triple A/Americana Editor



ARTIST: **Billy Miles**
LABEL: **Aezra/EMI**

BY JOHN SCHOENBERGER / TRIPLE A & AMERICANA EDITOR



Every now and then I like to spotlight an artist who is just at the beginning of their career and may not necessarily seem like a natural fit for Triple A. But then, sensational acts like Jack Johnson and Norah Jones initially didn't seem to fit into the Triple A category either! The artist I've chosen is Billy Miles, a neo-soul-inspired artist who possesses the chops and the drive to go all the way.

Hailing from Southern California, Miles pretty much knew she would pursue music as a career from an early age. Coming from a multiracial background, Miles absorbed rich cultural contrasts and an eclectic range of musical styles while growing up; she credits artists ranging from Nancy Wilson and Nina Simone to more contemporary singers such as Sade and Stevie Nicks as influences.

As the sticker on the CD-Pro states, "Exotic and earthy, sophisticated and trippy, quietly intimate and decidedly passionate, Miles' sensational sound blends old-school soul, jazz, hip-hop, pop, rock, R&B and blues into a polyglot musical language completely her own."

Miles was originally part of a short-lived duo that had a deal with A&M, but unfortunately things didn't work out, and an album was never released. After that Miles stepped out on her own, playing small clubs in the L.A. area. At one of these shows she met Andre Williams, who would eventually become her co-writer and collaborator as well as the producer of her self-titled debut album.

"This was during what I call my folkie era," says Miles. "He suggested I try to add some hip-hop-type elements to my

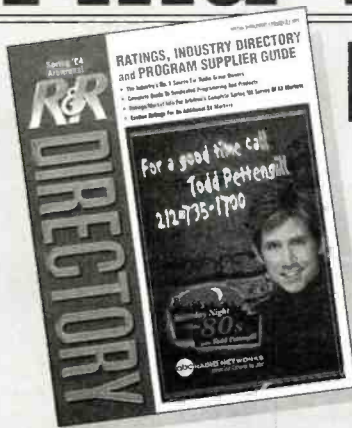
music. I told him I wasn't hip-hop, but he said that he wasn't talking about it upfront, but, rather, underneath. Now my sound has opened up and I approach writing my songs in different ways today. Sometimes I'll feel the music first, and then I'll pick up and write a story around it. Sometimes it's the other way around. I don't always have to feel so attached lyrically. I want it to be looser."

The result is a style that pays homage to the artists and sounds of past eras while remaining fresh and cutting-edge. Songs such as the first single, "Sunshine," as well as "Your Love's a Lie," "We Can't Help You" and "Disrespected" reveal an original artist who has just the right feel to blend well with almost any Triple A station's programming.

"What I really want the album to get across," says Miles, "is that it's true to where my mind is at — open and free-flowing and really feeling the music." I know that if you give Billy Miles a real listen, you'll get the same tingling in your spine I did when I heard her album for the first time. Other formats have missed the boat on this project; let's hope Triple A doesn't make the same mistake.

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AMERICANA TOP 30 ALBUMS



February 25, 2005

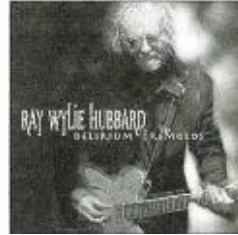
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	THIS WEEK PLAYS	+/- PLAYS	CUMULATIVE PLAYS
1	1	ALISON KRAUSS... Lonely Runs Both Ways (Rounder)	582	-41	9344
4	2	NANCI GRIFFITH Hearts In Mind (New Door/UME)	511	+73	1862
2	3	RAY WYLIE HUBBARD Delirium Tremolos (Philo/Rounder)	500	+56	1887
8	4	RECKLESS KELLY Wicked Twisted Road (Sugar Hill)	447	+79	1681
3	5	WILLIE NELSON It Always Will Be (Lost Highway)	435	-7	8922
5	6	DUHKS The Duhks (Sugar Hill)	426	+4	1561
6	7	TOM GILLAM Shake My Hand (95 North)	371	-7	7288
9	8	CLAY DUBOSE These Days (Lazy River)	359	+32	1605
7	9	KASEY CHAMBERS Wayward Angel (Warner Bros.)	354	-18	13003
12	10	HAYES CARLL Little Rock (Highway 87 Music)	342	+70	826
10	11	JOHN FOGERTY Deja Vu (All Over Again) (Geffen)	329	+27	3239
11	12	BUDDY MILLER Universal United House Of Prayer (New West)	315	+21	10322
24	13	KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	289	+99	632
17	14	CHARLIE ROBISON Good Times (Dualtone)	282	+41	9290
25	15	HACIENDA BROTHERS Hacienda Brothers (Koch)	276	+112	524
13	16	JESSE DAYTON Country Soul Brother (Stag)	263	0	4079
29	17	MARY GAUTHIER Mercy Now (Lost Highway)	263	+118	425
14	18	SONNY LANDRETH Grant Street (Sugar Hill)	253	-4	1397
23	19	SARAH LEE GUTHRIE & JOHNNY IRION Exploration (New West)	251	+60	948
20	20	MANDO SAENZ Watertown (Carnival)	233	+10	1020
15	21	NEKO CASE The Tigers Have Spoken (Anti/Epitaph)	225	-21	5360
16	22	STEVE EARLE The Revolution Starts Now (E-Squared/Artemis)	217	-26	13285
18	23	RICKY SKAGGS... Brand New Strings (Skaggs Family)	212	-16	7342
19	24	TIFT MERRITT Tambourine (Lost Highway)	211	-16	9101
Debut	25	BILLY DON BURNS Heroes, Friends & Other... (IndieMafia)	199	+66	538
21	26	ANI DIFRANCO Knuckle Down (Righteous Babe)	195	-16	1061
Debut	27	JOHN HAMMOND In Your Arms Again (Back Porch/EMC)	188	+49	511
Debut	28	RANDY ROGERS BAND Rollercoaster (Smith Entertainment)	183	+42	1702
26	29	JASON BOLAND... Somewhere In The Middle (Smith Entertainment)	179	+20	2776
22	30	TONY JOE WHITE The Heroines (Sanctuary/SRG)	178	-28	6547

The Americana Airplay chart represents the reported play of terrestrial radio stations, nationally syndicated radio shows, satellite radio and internet stations that have agreed to submit weekly spin counts. For more information please visit www.americanamusic.org. © 2005 Americana Music Association.

AMERICANA SPOTLIGHT

By John Schoenberger

Artist: Ray Wylie Hubbard
Label: Philo/Rounder



Born in Oklahoma but raised in Dallas, Ray Wylie Hubbard stumbled into a career in music. Not long after Hubbard decided to pursue music as a way of life, Jerry Jeff Walker recorded one of his first songs, "Redneck Mother," and before he knew what hit him, Hubbard was a bona fide Cosmic Cowboy — with the lifestyle to match! However, in the early '90s Hubbard decided to follow a healthier path and also take a step or two back to assess where he was as an artist. Since then, we have slowly seen an important voice in the American roots scene emerge and ultimately rise to the status of elder statesman. Hubbard's last couple of albums were a bit more blues-oriented, but with *Delirium Tremolos* — produced by fellow musician and friend Gurf Morlix — he returns to his natural songwriter-troubadour mode. The album features a collection of great songs — some by Hubbard, but most by others he respects — that tell stories of life we all know in our hearts to be true. I like "The Beauty Way," "Torn in Two" and "Cooler'n Hell."

AMERICANA NEWS

Congratulations go out to Loretta Lynn, who won her first two Grammys ever this past weekend! ... Congratulations also go out to Rhonda Vincent, who was the top winner, with three awards, at the Society for the Preservation of Bluegrass Music of America's 31st annual awards show, held Feb. 6 ... On Aug. 2 the Americana Music Association will release the second in its series of full-length \$1.98 charity CDs, *This Is Americana Volume 2*, distributed by Ryko. For submission details, contact the AMA at 615-321-3456 or info@americanamusic.org. Proceeds will once again benefit the NARM Scholarship Fund ... *Altville*, the weekly Americana show hosted by KZLA/Los Angeles morning man Buzz Brainard, has picked up its first two affiliates: KJUG/San Louis Obispo, CA and KKLK/Poplar Bluff, MO ... Two new stations programming Americana have debuted recently: KWRP/Santa Fe, NM, whose MD, Kate Brandon, can be reached at kate@kwrp-radio.com; and rapidly growing Macon, GA-based Live365 streamer www.fallenangel.com. PD Clint Gauldin can be contacted at clint@fallenangelradio.com ... *Billy Block's Western Beat* program can now be heard on WRLT/Nashville Monday evenings ... Laurie Gore has been promoted to Manager/Promotion at Universal South ... The International Songwriting Competition is pleased to announce its 2004 finalists. From Feb 1-28, members of the public can take part in the 2004 People's Voice. The winner of the People's Voice is in addition to, and separate from, the regular winners, who will be selected by the ISC judging panel. Visit www.songwritingcompetition.com/pvwelcome.htm to listen to and vote for your favorite song.

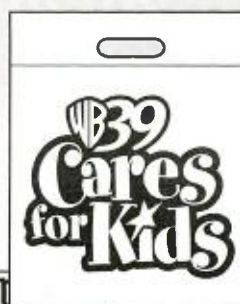
MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
LARRY SPARKS 40 (Rebel)	12
MARY GAUTHIER Mercy Now (Lost Highway)	10
HACIENDA BROTHERS Hacienda Brothers (Koch)	10
HAYES CARLL Little Rock (Highway 87 Music)	7
KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	7

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When The Ratings Come In

Reading fall numbers and preparing for the spring book

By Mike McVay

Whether your numbers were up, flat or down in the fall, McVay Media President Mike McVay has some advice on how to pull them apart and find out what really happened. He'll also tell you a few things you can do to make sure you're prepared for the spring book, which starts March 31.

All too often programmers run up and down the hall screaming with delight when the numbers are up and hang their heads in disappointment when they are down without ever taking the time to analyze the book and determine whether the celebration or depression are warranted. What follows is a detailed outline of everything you should consider when you get your hands on the numbers.

At First Glance

1. Refer to the MSA-Average Share Trend screen to determine your station's gains or losses for 12+, Monday through Saturday, 6am-midnight, and the four major dayparts. Some say these are ego numbers, but 12+ will provide you with the largest sample cell.

2. Do the same evaluation of your direct competitors. Create a side-by-side spreadsheet.

3. Using copies of the past four books, determine the gains and losses in AQH share and come for your target (i.e., 35-44) and overall demos (i.e., 25-49).

4. Examine the AQH, come and time spent listening estimates for men, women and adults (and by demos) for changes of .2 or more.

5. Check the hour-by-hour averages for consistency. This information is no longer available

in the printed book and must be retrieved via computer.

6. Look at the market totals to determine the validity of Arbitron's sample. Review the distribution data on page 3 of the hard copy of the Arbitron book.

Celebrate A Good Book

1. If it's a good book, congratulations! Your station was effectively and competitively promoted and programmed, or you're just lucky. Regardless, celebrate the event with your staff. You never know when the next good book will be.

2. Management should examine your rate card. Yield management would suggest you raise your rates.

3. Examine the book closely, and be honest in your evaluation. Flukes happen upward too.

Status Quo

1. No growth is only positive if you're already No. 1 in your target or you've reached the rank position you desire. Not every sweep will show an increase. If they did, some stations would have a 100.0 share.

2. Focus more on the details of programming. Fall back to the basics, and when the product is 110% on-target, market it.

3. Map the actions of your competitors. What

did they do during each week of the sweep? Keep track during the survey, and it will be easy to reconstruct the market's activities.

4. What was happening in the world? A war (like the one in Iraq), a natural disaster (like a tsunami or hurricane) or a huge radio event (like a new station signing on in your market) will affect your ratings.

5. Don't change format or make major adjustments if any of the items in No. 4 took place. Your audience will return. They didn't take you off their radio buttons.

Oops!

1. If your report card is bad, you need to review every aspect of the station, starting with your strategy. Is it still valid? Are your goals realistic? Did your own sister station hurt you?

2. Critique the total product. Is the music on track? Are you playing the big hits frequently enough? Did you get too current, or maybe too stale? Was the news properly targeted? What about the jocks? Did your marketing work?

Focus more on the details of programming. Fall back to the basics, and when the product is 110% on-target, market it.

3. Compare your station year-to-year. Your decrease may be seasonal. If you extrapolate, are you the victim of one bad month, or is your station truly in decline?

4. The music on the radio station should be well-tested. Play only those songs that have the highest positive scores with the lowest burn factor. Tighten rotations, and eliminate any tertiary songs.

When a station has had a down book, the tighter the music turnover, the greater the opportunity for you to increase time spent listening. I know that it seems contradictory to say that you will improve on bad TSL by playing songs more frequently, but people tune out the songs that they don't like vs. those that they do. You can always decrease music turnover when you see your TSL increase.

5. The news and information presented on your radio station has to pass the "Who cares?" test. If the content being disseminated fails to appeal to your listeners, you can be sure that your news package will be a tune-out. What about sports? Just give the bottom line. Too much sports presented on a music radio station will tune out both men and women.

Are you providing the service elements your listeners need — traffic, weather, school closings and details on community activities? The last thing you want is for your audience to go searching for the information they need.

6. The personalities on the station need to be entertaining without getting in the way of the music. I have always been a believer that morning shows need to be highly interactive and truly entertaining and present lots of information of local interest.

More-music morning shows work in those situations where the market is already dominated by several big personalities, but, generally, a personality-oriented morning show is required to win. The worst you can do is let someone who isn't a personality talk a lot, but if you have someone special in the morning, take advantage of their value by promoting them heavily throughout the day.

7. Did you present too many images in promoting your station? Some broadcasters seem compelled to run different slogans on various billboards throughout their community. Repetition is important if a message is to cut through and become memorable.

Does your marketing have a call to action? Was your promotion and marketing campaign well-thought-out prior to its presentation? It makes no sense to present a TSL contest on-air if what you are trying to do is increase come.

8. Do you have too many contests on the air, or was there too low of a contesting profile presented? I have had experience with stations that gave away houses, cars, trips for two and weekend giveaways and still saw their ratings go down. The people running these stations had cluttered them and, thus, decreased TSL. One major and two minor promotions is a generally accepted level for listeners. The broadcaster's focus should be on selling one thing at a time.

9. Overcommercialization of the radio station can also be damaging. Did you air too many commercials? It's not just the total number of commercials in an hour, but how many times you stopped inside the same hour. Every time you stop, you give the audience a reason to tune out.

10. What about running the same commercials over and over? Do you produce a variety of promos and commercials so that the audience doesn't burn out on your messages? Did you present remote broadcasts during times when the station should not be intrusive? Does the content of your commercials offend?

11. Did the competition pull off any stunts or hold any major events during this survey period? There are stations that present fireworks every Independence Day, and that leads to an increase in their monthly extrapolated figures. What about all Christmas music? Did a station in town do this? Those stations take huge chunks of come out of the market. This event often becomes a regular feature for these stations and is nearly impossible to combat.

Rather than getting into one-upmanship (unless you can truly dominate your competitor's event), plan an event of your own shortly after theirs so you can sway listeners back in favor of your station. Oh, and make lots of street noise. That keeps the audience's attention on your station.

12. Play the program-director game "Push-Button Wars." Lock yourself up, away from the radio station, preferably in a hotel room, and punch between your station and the competition. Keep track of how many things they do right vs. how many things you do right. This is an excellent exercise to conduct at least once a month.

13. Consider a market study from a reputable research company. Having research — a full-market study — is as different as walking into a room with the lights on or off. Work closely with the research company in constructing the questionnaire and building the sample. Provide the company with all the background information and airchecks they need to be fully informed about your market.

14. There is nothing wrong with getting a second opinion. Program-consulting companies are available to radio stations for either short-term projects or long-term relationships. Research is a must to know what's going on in your market. Don't guess.

Learn From The Ratings

While many programmers may feel that the rating service isn't fair, doesn't truly represent what the audience is doing and doesn't represent the majority of the market, it is the best way to gauge the size of our audience. Learn from the ratings. It is another form of research and a source of valuable information.



Mike McVay

EMI Music
Christian Music Group

Programmer's Pick of the Month

"Atmosphere" Toby Mac



"Toby hits the target with a strong hook-layered song featuring some familiar voices."

— Noonie Fugler,
KLIF/San Luis Obispo

For promotional information on EMI CMG singles contact Jenn Brinn, Steve Strout or Andrea Kleid at 800.347.4577 or radio@mail.emicmg.com

no hype. just hits.

CHRISTIAN AC TOP 30

February 25, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	CASTING CROWNS Voice Of Truth (Beach Street/Reunion/PLG)	1157	-50	19	38/0
3	2	JEREMY CAMP Take You Back (BEC/Tooth & Nail)	1109	+70	8	37/1
4	3	MERCYME Homesick (INO/Curb)	1017	+33	14	37/1
2	4	SALVAADOR Heaven (Word/Curb/Warner Bros.)	956	-105	17	36/1
6	5	STEVEN CURTIS CHAPMAN Much Of You (Sparrow/EMI CMG)	832	+19	14	32/2
5	6	MONK & NEAGLE Dancing With The Angels (Flicker)	832	-17	16	35/1
7	7	CHRIS TOMLIN Indescribable (Sixsteps/Sparrow/EMI CMG)	713	-65	27	37/0
8	8	NEWSBOYS Presence (My Heart's Desire) (Sparrow/EMI CMG)	656	-57	23	32/0
9	9	MARK SCHULTZ He Will Carry Me (Word/Curb/Warner Bros.)	644	+9	13	26/1
12	10	BIG DADDY WEAVE & BARLOWGIRL You're Worthy Of My Praise (Fervent)	637	+70	7	29/2
11	11	THIRD DAY You Are Mine (Essential/PLG)	579	-31	17	29/1
13	12	BY THE TREE Beautiful One (Fervent)	559	+18	27	29/0
17	13	BEBO NORMAN Nothing Without You (Essential/PLG)	552	+123	5	26/2
10	14	PHILLIPS, CRAIG & DEAN You Are God Alone (INO)	551	-72	20	27/0
16	15	CHRIS TOMLIN Holy Is The Lord (Sparrow/EMI CMG)	523	+63	4	25/6
14	16	NEWSONG When God Made You (Reunion/PLG)	511	0	12	21/2
15	17	NATALIE GRANT Live For Today (Curb)	413	-48	17	25/0
19	18	SELAH All My Praise (Curb)	406	+18	7	20/1
18	19	ANDY CHRISMAN Complete (Upside/SHELTER)	359	-37	11	17/0
27	20	SWITCHFOOT This Is Your Life (Sparrow/EMI CMG)	338	+59	7	13/1
21	21	PAUL COLMAN Gloria (All God's Children) (Inpop)	334	+18	7	12/1
25	22	SONICFLOOD Your Love Goes On Forever (INO)	329	+40	3	17/3
20	23	TOBYMAC Gone (ForeFront/EMI CMG)	328	-26	12	17/0
22	24	AVALON I Wanna Be With You (Sparrow/EMI CMG)	305	-1	6	16/1
26	25	BETHANY OILON Lead Me On (Sparrow/EMI CMG)	297	+15	4	14/0
24	26	NICOLE C. MULLEN I Am (Word/Curb/Warner Bros.)	258	-38	8	18/1
23	27	POINT OF GRACE I Choose You (Word/Curb/Warner Bros.)	255	-51	20	25/0
29	28	MATTHEW WEST You Know Where To Find Me (Sparrow/EMI CMG)	247	-7	2	15/1
28	29	THIRD DAY/STEVEN CURTIS CHAPMAN/MERCYME I See Love (Last Keyword)	235	-33	18	14/0
Debut	30	SUPERCHICK Pure (Inpop)	186	+3	1	9/1

40 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.). © 2005, Radio & Records

NEW & ACTIVE

RACHAEL LAMPA No Other One (Word/Curb/Warner Bros.)
Total Plays: 183, Total Stations: 8, Adds: 0

EXIT EAST All Of This (Fervent)
Total Plays: 171, Total Stations: 10, Adds: 1

BY THE TREE Hold You High (Fervent)
Total Plays: 163, Total Stations: 8, Adds: 1

KARA WILLIAMSON Where You Are (INO)
Total Plays: 146, Total Stations: 7, Adds: 0

CHRIS RICE Me & Becky (Rocketown)
Total Plays: 136, Total Stations: 6, Adds: 0

DAVID CROWDER BAND Revolutionary Love (Sixsteps/Sparrow/EMI CMG)
Total Plays: 123, Total Stations: 6, Adds: 0

KUTLESS It's Like Me (BEC/Tooth & Nail)
Total Plays: 117, Total Stations: 6, Adds: 0

ZDEGIRL About You (Sparrow/EMI CMG)
Total Plays: 113, Total Stations: 13, Adds: 7

TODD AGNEW Still Here Waiting (Ardent)
Total Plays: 112, Total Stations: 6, Adds: 0

THIRD DAY Come On Back To Me (Essential/PLG)
Total Plays: 101, Total Stations: 7, Adds: 0

Songs ranked by total plays

POWERED BY
MEDIABASE

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
ZDEGIRL About You (Sparrow/EMI CMG)	7
CHRIS TOMLIN Holy Is The Lord (Sparrow/EMI CMG)	6
NATALIE GRANT Held (Curb)	4
SONICFLOOD Your Love Goes On Forever (INO)	4
MICHAEL W. SMITH Bridge Over Troubled Water (Reunion/PLG)	3
FFH You Drive, I'll Ride (Essential/PLG)	3
BRIAN LITRELL In Christ Alone (Reunion/PLG)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BEBO NORMAN Nothing Without You (Essential/PLG)	+123
ZDEGIRL About You (Sparrow/EMI CMG)	+84
JEREMY CAMP Take You Back (BEC/Tooth & Nail)	+70
BIG DADDY WEAVE & BARLOWGIRL You're Worthy Of My Praise (Fervent)	+70
CHRIS TOMLIN Holy Is The Lord (Sparrow/EMI CMG)	+63
SWITCHFOOT This Is Your Life (Sparrow/EMI CMG)	+59
BRIAN LITRELL In Christ Alone (Reunion/PLG)	+58
SONICFLOOD Your Love Goes On Forever (INO)	+40
MICHAEL W. SMITH Bridge Over Troubled Water (Reunion/PLG)	+40
EXIT EAST All Of This (Fervent)	+37

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
TREEB3 Blessed Be Your Name (Inpop)	523
MATTHEW WEST More (Universal South/EMI CMG)	455
CASTING CROWNS Who Am I (Beach Street/Reunion/PLG)	444
BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	432
MERCYME Here With Me (INO/Curb)	389
JEREMY CAMP Walk By Faith (BEC/Tooth & Nail)	389
MERCYME I Can Only Imagine (INO/Curb)	371
NEWSBOYS He Reigns (Sparrow/EMI CMG)	354
BUILDING 429 The Space In Between Us (Word/Curb/Warner Bros.)	352
MERCYME Word Of God Speak (INO)	327

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

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February 25, 2005

CHR TOP 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	JEREMY CAMP Take You Back (BEC/Tooth & Nail)	1225	+2	14	30/0
2	2	SWITCHFOOT This Is Your Life (Sparrow/EMI CMG)	1137	-86	16	27/0
4	3	BARLOWGIRL Mirror (Fervent)	981	-27	16	24/0
5	4	SKILLET A Little More (Ardent/Lava)	972	+7	14	27/1
3	5	RELIENT K Be My Escape (Capitol/Gotee)	970	-61	17	24/0
7	6	CASTING CROWNS Voice... (Beach Street/Reunion/PLG)	935	+57	15	23/0
8	7	SANCTUS REAL Things Like You (Sparrow/EMI CMG)	929	+53	10	26/0
6	8	MAT KEARNEY Undeniable (Inpop)	920	-43	19	24/0
9	9	SUPERCHICK Pure (Inpop)	913	+73	7	28/1
10	10	THOUSAND FOOT KRUTCH This Is A Call (Tooth & Nail)	831	+42	12	23/2
11	11	AFTERS You (Simple/INO)	742	+76	7	24/1
12	12	KUTLESS It's Like Me (BEC/Tooth & Nail)	680	+19	10	18/0
13	13	BY THE TREE Hold You High (Fervent)	629	+27	7	20/0
16	14	MATTHEW WEST You Know... (Sparrow/EMI CMG)	612	+51	7	20/1
14	15	SHAWN MCDONALD All I Need... (Sparrow/EMI CMG)	607	+44	6	19/1
15	16	SEVEN PLACES Even When (BEC/Tooth & Nail)	601	+39	9	17/0
23	17	TOBYMAC Atmosphere (ForeFront/EMI CMG)	554	+187	2	23/7
18	18	THIRD DAY You Are Mine (Essential/PLG)	475	-19	15	16/0
20	19	BETHANY DILLON Lead Me On (Sparrow/EMI CMG)	471	+41	5	18/0
19	20	SALVADOR Heaven (Word/Curb/Warner Bros.)	465	-2	16	13/0
21	21	SEVENTH DAY SLUMBER Caroline (BEC)	443	+42	5	18/2
28	22	ZOEGIRL About You (Sparrow/EMI CMG)	427	+128	2	19/7
27	23	OVERFLOW Cry On My Shoulder (Essential/PLG)	349	+17	3	12/0
22	24	EXIT EAST All Of This (Fervent)	345	-30	9	9/0
25	25	JEFF ANDERSON Open My Eyes (Gotee)	324	-27	5	10/0
24	26	PAUL COLMAN Gloria (All God's Children) (Inpop)	293	-73	8	10/0
26	27	BDA Maybe You (Creative Trust Workshop)	280	-65	15	8/0
30	28	RACHAEL LAMPA Outrageous (Word/Curb/Warner Bros.)	275	+38	2	13/0
Debut	29	TREE63 Maker Of All Things (Inpop)	266	+41	1	11/1
Debut	30	STORYSIDE:B More To This Life (Silent Majority)	235	-1	1	9/0

30 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 2/13 - Saturday 2/19.
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NEW & ACTIVE

MERCYME Homesick (INO/Curb)
Total Plays: 231, Total Stations: 10, Adds: 1

STELLAR KART Spending Time (Word/Curb/Warner Bros.)
Total Plays: 215, Total Stations: 10, Adds: 0

GRITS We Don't Play (Gotee)
Total Plays: 194, Total Stations: 9, Adds: 1

THIRD...STEVEN C. CHAPMAN/MERCY... (See Love/Last Keyword)
Total Plays: 186, Total Stations: 5, Adds: 1

KJ-52 Are You Real (BEC/Tooth & Nail)
Total Plays: 184, Total Stations: 10, Adds: 2

CHARITY VON Shine (Slanted)
Total Plays: 179, Total Stations: 8, Adds: 0

STACIE ORRICO I Could Be The One (ForeFront/EMI CMG)
Total Plays: 176, Total Stations: 8, Adds: 0

DELIRIOUS? Inside Outside (Sparrow/EMI CMG)
Total Plays: 103, Total Stations: 4, Adds: 3

BEBO NORMAN Nothing Without You (Essential/PLG)
Total Plays: 84, Total Stations: 3, Adds: 0

STEVEN CURTIS CHAPMAN Much Of You (Sparrow/EMI CMG)
Total Plays: 72, Total Stations: 3, Adds: 0

ROCK TOP 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	WEDDING Move This City (Rambler)	350	+24	9	29/3
4	2	THOUSAND FOOT KRUTCH This Is A Call (Tooth & Nail)	303	-9	14	20/2
2	3	FALLING UP Escalates (Tooth & Nail)	302	-11	13	25/0
8	4	STELLAR KART Spending Time (Word/Curb/Warner Bros.)	282	+34	6	31/2
5	5	PILLAR Hypnotized (Flicker/Virgin/EMI CMG)	278	+12	13	30/0
9	6	OLIVIA THE BAND Shut It Out (Essential/PLG)	254	+9	10	25/1
7	7	SUPERCHICK Pure (Inpop)	254	+6	7	21/0
11	8	TOBYMAC Slam (ForeFront/EMI CMG)	253	+25	6	30/0
10	9	SEVENTH DAY SLUMBER Caroline (BEC)	252	+22	4	24/3
6	10	SEVEN PLACES Even When (BEC/Tooth & Nail)	245	-17	15	16/1
13	11	SPOKEN How Long (Tooth & Nail)	237	+18	4	20/3
3	12	HAWK NELSON Letters To The President (Tooth & Nail)	237	-62	16	21/3
12	13	12 STONES Photograph (Wind-up)	228	+7	9	26/0
14	14	DAY OF FIRE Detainer (Essential/PLG)	220	+11	4	27/0
22	15	ANBERLIN Paperthin Hymn (Tooth & Nail)	203	+43	2	21/9
26	16	PROJECT 86 A Shadow On Me (Tooth & Nail)	197	+23	2	15/4
29	17	KJ-52 Are You Real (BEC/Tooth & Nail)	193	+52	2	18/3
18	18	BARLOWGIRL On My Own (Fervent)	179	-1	6	23/0
19	19	POOR MAN'S RICHES Break Me (Word Of Mouth)	178	+1	3	15/1
Debut	20	SUBSEVEN Free To Conquer (Flicker)	168	+37	1	13/4
Debut	21	FLYLEAF Red Sam (Octone)	166	+42	1	14/3
15	22	EDWYN Hold Me (Independent)	163	-23	6	16/1
20	23	SWITCHFOOT This Is Your Life (Sparrow/EMI CMG)	161	-12	14	18/0
21	24	ADELAIDE Hard To Find (Word Of Mouth)	157	-4	10	8/0
28	25	KUTLESS It's Like Me (BEC/Tooth & Nail)	155	+9	10	13/0
23	26	AFTERS You (Simple/INO)	153	-7	5	18/2
17	27	RELIENT K Be My Escape (Capitol/Gotee)	150	-32	17	23/2
27	28	EVER STAYS RED Blue (Wrinkle Free)	148	-3	7	13/1
-	29	EMERY Fractions (Tooth & Nail)	142	+16	10	10/1
-	30	RADIAL ANGEL Not Beautiful (Independent)	131	+1	13	12/0

35 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 2/13 - Saturday 2/19.
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NEW & ACTIVE

GRAND PRIZE It's Not Over (A'postrophe)
Total Plays: 117, Total Stations: 15, Adds: 1

CASTING PEARLS Weighted (Big Box)
Total Plays: 110, Total Stations: 13, Adds: 3

MONDAY MORNING Dear You (3.1)
Total Plays: 109, Total Stations: 17, Adds: 1

JEREMY CAMP Take You Back (BEC/Tooth & Nail)
Total Plays: 101, Total Stations: 5, Adds: 0

FADED ME Free (Independent)
Total Plays: 91, Total Stations: 8, Adds: 0

APDLOGTIX JC's Mom (Parodies)
Total Plays: 90, Total Stations: 11, Adds: 1

SCHEMA Maybe (Independent)
Total Plays: 87, Total Stations: 7, Adds: 1

SONICFLOOD This Generation (INO)
Total Plays: 72, Total Stations: 10, Adds: 0

BY THE TREE Hold You High (Fervent)
Total Plays: 64, Total Stations: 4, Adds: 0

CHARITY VON Shine (Slanted)
Total Plays: 61, Total Stations: 8, Adds: 1

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February 25, 2005

INSPO TOP 20

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	SELAH All My Praise (Curb)	382	+13	13	19/0
3	2	MERCYME Homesick (INO/Curb)	332	-2	11	18/0
4	3	STEVEN C. CHAPMAN Much Of You (Sparrow/EMI CMG)	300	+8	12	17/0
2	4	CASTING CROWNS Voice... (Beach Street/Reunion/PLG)	297	-45	19	17/0
5	5	MARK SCHULTZ He Will... (Word/Curb/Warner Bros.)	280	+7	12	16/0
7	6	AMANDA OMARTIAN Worthy Is... (Integrity/Vertical)	242	+22	7	16/2
6	7	PAUL BALOCHE Offering (Integrity/Vertical)	225	-16	17	13/0
11	8	BEBO NORMAN Nothing Without You (Essential/PLG)	214	+24	4	17/1
9	9	WATERMARK Knees To The Earth (Rocketown)	203	+6	5	16/1
10	10	NICOLE C. MULLEN I Am (Word/Curb/Warner Bros.)	201	+10	6	16/1
8	11	THIRD DAY You Are Mine (Essential/PLG)	197	-11	18	10/0
13	12	JENN WEBER One Pure ...Creative Trust Workshop)	157	-20	7	11/0
15	13	VARIOUS ARTISTS Extraordinary God (Discovery House)	148	+5	4	11/0
12	14	NEWSBOYS Presence... (Sparrow/EMI CMG)	147	-31	20	8/0
18	15	CHRIS TOMLIN Indescribable (Sixsteps/Sparrow/EMI CMG)	137	+5	19	8/0
Debut	16	RUSS LEE Sweetest Sound (Vertical Vibe)	136	+20	1	11/1
16	17	CAEDMON'S CALL There's Only One... (Essential/PLG)	135	-4	15	8/0
14	18	BABBIE MASON Jesus is (Spring Hill)	131	-14	7	11/0
17	19	C. BILLINGSLEY In Your Presence (Perpetual Entertainment)	129	-4	4	9/0
-	20	MONK & NEAGLE Dancing With The Angels (Flicker)	126	+23	2	9/1

19 Inspo reporters. Songs ranked by total plays for the airplay week of Sunday 2/13 - Saturday 2/19.
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Rhythmic Specialty Programming

RANK	ARTIST TITLE LABEL(S)
1	GRITS We Don't Play (Gotee)
2	M.O.C. Daddy We Need Ya (Move)
3	FLYNN f/SHARLOCK POEMS Get Up (Illlect)
4	FLAME Open My Heart (Cross Movement)
5	CROSS MOVEMENT Lord You Are (Cross Movement)
6	SINTAX.THE TERRIFIC Dramamine (Illlect)
7	APT.CORE I Am A Temple (Rocketown)
8	KJ-52 Are You Real (BEC/Tooth & Nail)
9	PHANATIK Shot Clock (Cross Movement)
10	RJ HELTON Why Don't We Pray (B-Rite)

CHRISTIAN AC TOP 30 INDICATOR

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	MERCYME Homesick (INO/Curb)	1044	-20	15	35/0
2	2	CASTING CROWNS Voice... (Beach Street/Reunion/PLG)	932	-29	20	31/0
7	3	JEREMY CAMP Take You Back (BEC/Tooth & Nail)	916	+153	8	35/3
3	4	STEVEN C. CHAPMAN Much Of You (Sparrow/EMI CMG)	843	-23	16	31/0
4	5	THIRD DAY You Are Mine (Essential/PLG)	770	-35	19	26/0
5	6	MONK & NEAGLE Dancing With The Angels (Flicker)	709	-85	17	28/0
6	7	SALVADOR Heaven (Word/Curb/Warner Bros.)	662	-111	16	26/0
9	8	MARK SCHULTZ He Will... (Word/Curb/Warner Bros.)	617	+21	15	26/1
11	9	SELAH All My Praise (Curb)	588	+24	10	22/0
15	10	BIG DADDY WEAVER... You're Worthy... (Fervent)	584	+100	5	27/2
10	11	ANDY CHRISMAN Complete (Upside/SHELTER)	582	+17	12	21/0
8	12	PHILLIPS, CRAIG & DEAN You Are God Alone (INO)	576	-50	23	23/0
12	13	NEWSONG When God Made You (Reunion/PLG)	539	+25	16	21/1
17	14	BEBO NDRMAN Nothing Without You (Essential/PLG)	503	+78	4	25/1
16	15	AVALON I Wanna Be With You (Sparrow/EMI CMG)	489	+13	8	21/0
23	16	CHRIS TOMLIN Holy Is The Lord (Sparrow/EMI CMG)	477	+108	4	25/3
18	17	BETHANY DILLON Lead Me On (Sparrow/EMI CMG)	414	+1	6	19/0
24	18	SONICFLOOD Your Love Goes On Forever (INO)	406	+42	7	17/2
20	19	NICOLE C. MULLEN I Am (Word/Curb/Warner Bros.)	405	+10	12	19/0
22	20	BY THE TREE Hold You High (Fervent)	401	+29	5	19/0
21	21	SHAWN MCDONALD All I Need... (Sparrow/EMI CMG)	383	+6	10	19/0
25	22	MATTHEW WEST You Know... (Sparrow/EMI CMG)	374	+12	9	15/0
26	23	SCOTT KRIPPAYNE Gentle Revolution (Spring Hill)	332	+16	6	14/0
19	24	NATALIE GRANT Live For Today (Curb)	323	-81	15	14/0
28	25	OVERFLOW Cry On My Shoulder (Essential/PLG)	305	+22	3	15/0
29	26	CHRIS RICE Me & Becky (Rocketown)	286	+43	2	15/1
-	27	PAUL COLMAN Gloria (All God's Children) (Inpop)	269	+45	6	12/1
Debut	28	RACHAEL LAMPA No Other One (Word/Curb/Warner Bros.)	245	+16	1	14/1
30	29	SWITCHFOOT This Is Your Life (Sparrow/EMI CMG)	245	+14	2	10/1
27	30	POINT OF GRACE I Choose You (Word/Curb/Warner Bros.)	217	-76	20	13/0

37 AC reporters. Songs ranked by total plays for the airplay week of Sunday 2/13 - Saturday 2/19.
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NEW & ACTIVE

NATALIE GRANT Held (Curb)
Total Plays: 176, Total Stations: 11, Adds: 3
WATERMARK My Covering (Glory Glory) (Rocketown)
Total Plays: 176, Total Stations: 8, Adds: 0
ZOEGIRL About You (Sparrow/EMI CMG)
Total Plays: 167, Total Stations: 13, Adds: 7
MICHAEL W. SMITH Bridge Over Troubled Water (Reunion/PLG)
Total Plays: 159, Total Stations: 10, Adds: 3
KUTLESS It's Like Me (BEC/Tooth & Nail)
Total Plays: 153, Total Stations: 9, Adds: 1

RUSS LEE Sweetest Sound (Vertical Vibe)
Total Plays: 150, Total Stations: 9, Adds: 0
EXIT EAST All Of This (Fervent)
Total Plays: 146, Total Stations: 6, Adds: 0
KARA WILLIAMSON Where You Are (INO)
Total Plays: 141, Total Stations: 7, Adds: 0
FFH You Drive, I'll Ride (Essential/PLG)
Total Plays: 140, Total Stations: 11, Adds: 8
DUT OF EDEN Fairest Lord Jesus (Gotee)
Total Plays: 140, Total Stations: 11, Adds: 1

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Puerto Rico's Love Affair With Music

A look at the market's musical diversity

When we think of Puerto Rico, we automatically think tropical music, but the country's musical diversity is greater than people imagine. Not only does radio have a strong presence and influence there, so do TV and other mediums. In fact, Puerto Ricans love music so much that there are artists who are able to make a living there without having to leave the island.

At this point everyone has heard of the newest music craze, reggaetón. Unless you've been living under a rock, you've heard a couple of reggaetón songs on the radio, either on a Latin or general-market station. And Puerto Rico is credited with developing and exporting the genre to the world, although it originated in Panama. That's a lot of influence.



Hermán Dávila

"That's because we breathe music," says WIAC/Puerto Rico PD Raymond Torres. "This country lives music. My dad used to live with the radio on 24/7, and that's how people live here. We listen to and buy a lot of music. And because we love music, we are open to many music genres. We open up to Mexican music, reggaetón, Latin rock — everything."

The Ups And Downs

Another reason Puerto Rico has such an influence on music and is so influenced by it is because it is so centrally located. "Puerto Rico is between America on one side and Latin America on the other," says WXYX/Puerto Rico PD Hermán Dávila. "We are right in the middle. There are a lot of musical fusions happening in Puerto Rico.

"English music has its own space, and people like listening to it. Santo Domingo is our neighbor, which influences our merengue. We developed reggaetón, which originated in Panama, and we launched it internationally. That genre is seeing an evolution and is incorporating bachata, which also comes from the Dominican Republic.

"We also have salsa, which is very Puerto Rican but also comes from another of our neighbors, Cuba. Now we are even getting musical influences from Spain, with artists like David Bisbal, Rosario and Bebe. We are a central point in the Caribbean."

One genre that seems to be having a problem right now, according to Torres, is tropical music. "Of course, it all depends how you look at it," he says. "Some people see regga-

etón as tropical. But, to me, tropical music is salsa, merengue, bachata and those rhythms that have more wind and other instruments. I see reggaetón as hip-hop in Spanish, not tropical."

Not only do the Tropical stations in Puerto Rico have to deal with the lack of tropical product, so do the CHR, which play the hits, no matter the genre. Torres says, "In the case of the CHR stations that play tropical, there is nothing for them, with the exception of Gilberto Santa Rosa, Víctor Manuelle and Marc Anthony — from the tropical album he released.

"The relationship between artists and radio in Puerto Rico is very direct. Radio is what helps artists get their music out to the audience."

Hermán Dávila

"And merengue is worse. Besides Juan Luis Guerra, who released a new album and promoted the two tropical tracks from it, there's nothing else."

Although Torres' station is AC and more ballad-driven, it is also affected by the shortage of tropical music. "What stations have had to do is reach out to other genres to cover the empty slots left by tropical," he says. "In the case of AC stations, we can dip into some of our recurrents.

"The CHR stations that used to play tropical now have open slots for artists from Spain, like Bebe and others. At the same time, it has



LOVE IS IN THE AIR Jennifer Peña and Obie Bermúdez opened up about their relationship on Cristina's TV show. Seen here are (l-r) Peña, Bermúdez and Cristina.

hurt us, because the AC and CHR stations are very similar, although they play a little bit of English-language music."

A Hit Is A Hit

The fact that CHR stations in Puerto Rico play English-language music speaks to the openness not only of Puerto Rican radio, but the Puerto Rican audience as well. Puerto Ricans, like audiences in Latin America, have no problem accepting that their favorite CHR station mixes English-language hits with Spanish-language ones.

"We do program English-language music, and the public really responds to it," says Dávila. "Our station is CHR, and I stay up-to-date on what is going on in the market in order to play the biggest hits.

"These are songs that enter the market through cable TV, get exposure through their videos and have high sales. We play what's hot in the American market, the hot reggaetón songs and the hottest Latin pop songs, and it works really well for our station."

That openness to music, regardless of genre, language or influence, is a sign of growth for radio in Puerto Rico. "It is good, because it has forced us to open up to other music genres," Torres says. "When I programmed WCOM (Cosmos)/Puerto Rico a while ago, when it went Latin Rock, people thought we were crazy and that we wouldn't have a music library to take music from."

Cosmos later flipped to its current format, Contemporary, as WODA (Onda), but Torres says that had more to do with a lack of belief in Cosmos from the sales side than the music itself. "Many people still ask me why Cosmos went away," he says.

In fact, radio in Puerto Rico seems to be taking a turn toward pop rock, and the influence of ballads is waning. "We are now looking at a shift toward that type of music," says Torres. "It's almost like the era of Chayanne, Cristian and Ricky Martin is over and new artists are moving in, like David Bisbal, Obie Bermúdez and Julieta Venegas.

"They don't necessarily sing all ballads; their music is more pop. And although those other artists do have pop songs, their strong suit is ballads. Look at the product we're getting now, like Juanes, whose music is pop rock, not ballads."

Even Mexican music is making a comeback in Puerto Rico. "In the 1950s and 1960s tradi-

"This country lives music. My dad used to live with the radio on 24/7, and that's how people live here. We listen to and buy a lot of music. And because we love music, we are open to many music genres."

Raymond Torres

tional Mexican music was very strong here because of the influence of Mexican movies," says Torres. "It later faded a bit, but it has picked up again because of Univision TV's arrival in the market, and also with Luis Miguel's new album, which is *ranchero*.

"There are also Cristian and Alejandro Fernández, who are also strong, and Marco Antonio Solís always gets airplay and does really great shows when he comes here."

Radio's Power

There is a strong connection between artists and radio in Puerto Rico. By giving artists airplay, radio can help them on their way to international stardom. "The relationship between artists and radio in Puerto Rico is very direct," says Dávila. "Radio is what helps artists get their music out to the audience. The many artists who come to the island from other countries to do promotions or live events do so because their music is already being heard on the radio.

"We also help Puerto Rican artists get exposure. In the case of reggaetón, for example, Puerto Rican artists are charting in Puerto Rico, and program directors in other markets look at that. They study what Puerto Rican stations are playing.

"That's how artists begin to get invited to perform in New York and begin to chart in Latin America and so on. The influence that stations here have on artist development is very direct."



Raymond Torres

REGIONAL MEXICAN TOP 30

February 25, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	INTOCABLE Aire (EMI Latin)	1399	+42	6	34/1
1	2	CONJUNTO PRIMAVERA Hoy Como Ayer (Fonovisa)	1378	+11	6	38/0
3	3	LOS TUCANES DE TIJUANA El Virus Del Amor (Universal)	1262	-26	13	38/0
4	4	K-PAZ DE LA SIERRA Volveré (Univision)	984	-50	19	36/0
5	5	LOS HURACANES DEL NORTE Tú Ponte En Mi Lugar (Univision)	758	-17	6	23/0
8	6	LALO MORA Si Me Vas A Dejar (Edimonsa)	753	+51	10	22/0
Debut	7	LOS TIGRES DEL NORTE La Sorpresa (Fonovisa)	728	+525	1	0/0
6	8	BETO Y SUS CANARIOS Está Llorando Mi Corazón (Edimonsa)	724	-42	19	34/0
9	9	BANDA EL RECODO Ya Soy Feliz (Fonovisa)	674	-21	11	23/0
10	10	LOS HOROSCOPOS DE DURANGO Si La Quieres (Disa)	658	+47	4	2/0
7	11	GRUPO MONTEZ DE DURANGO Quiero Saber De Ti (Disa)	581	-141	16	28/0
11	12	LA AUTORIDAD DE LA SIERRA Me Quedé Sin Nadie (Disa)	579	-19	2	1/0
14	13	DIANA REYES Rosas (Universal)	512	+16	14	21/0
13	14	GRUPO BRYNDIS La Ultima Canción (Disa)	511	-11	12	17/0
23	15	LDS TEMERARIOS Sombras (Fonovisa)	498	+102	17	19/0
21	16	JULIO PRECIADO Lo Mejor Fue Perderte (Sony BMG)	498	+70	3	1/0
Debut	17	LOS INVASORES DE NUEVO LEON Si Por Mi Fuera (EMI Latin)	497	+265	1	1/1
12	18	KUMBIA KINGS Fuego (EMI Latin)	495	-76	19	25/0
17	19	BRNDCO "EL GIGANTE DE AMERICA" Señor Mesero (Fonovisa)	487	+15	6	20/0
18	20	PESADO Te Apuesto Lo Que Quieras (Warner M.L.)	470	-1	8	15/0
20	21	GRUPO INNOVACION Mañana Que Ya No Esté (Fonovisa)	462	+23	5	14/0
24	22	BETO Y SUS CANARIOS A Usted (Disa)	437	+42	5	18/1
16	23	ISABELA A Manos Llenas (Disa)	415	-63	18	23/0
22	24	PALDMD Mi Tristeza (Disa)	405	-20	13	17/0
19	25	LOS RIELEROS DEL NORTE Tu Nuevo Cariño (Fonovisa)	396	-68	19	24/0
15	26	ANA BARBARA Loca (Fonovisa)	388	-96	13	16/0
29	27	POLO URIAS Mi Primer Amor (Fonovisa)	375	+26	2	10/1
25	28	DUELO Bienvenido Al Amor (Univision)	369	-16	6	13/0
Debut	29	JOAN SEBASTIAN Cómo Olvidar (Balboa)	361	+58	1	4/0
27	30	YOLANDA PEREZ La Reina Del Mall (Fonovisa)	361	-2	6	14/0

49 Regional Mexican reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.). © 2005, Radio & Records

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
LOS HOROSCOPOS DE DURANGO Si La Quieres (Disa)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LOS TIGRES DEL NORTE La Sorpresa (Fonovisa)	+525
TOÑO Y FREDDY Lo Lindo De Ti (Disa)	+320
LOS INVASORES DE NUEVO LEON Si Por Mi Fuera (EMI Latin)	+265
KUMBIA KINGS Na Na Na, Dulce Niña (EMI Latin)	+241
CONJUNTO ATARDECER Y Te Vi Con El (Universal)	+197
LA ARROLLADORA BANDA EL LIMON Huele A Peligro (Disa)	+194
CHICOS DE BARRIO Amores Que Matan (EMI Latin)	+179
GRUPO MONTEZ DE DURANGO Adiós Amor Te Vas (Disa)	+172
LOS TEMERARIOS Sombras (Fonovisa)	+102
LOS NIETOS La Chica Del Bikini Azul (Universal)	+96

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
PESADO Ojalá Que Te Muera (Warner M.L.)	487
PATRULLA 81 No Aprendí A Olvidar (Disa)	464
LOS HOROSCOPOS DE DURANGO Dos Locos (Disa)	362
LOS MORROS DEL NORTE Dos Botellas De Mezcal (La Sierra)	269
BANDA EL RECODO Oelante De Mi (Fonovisa)	268
LOS HURACANES DEL NORTE Te Perdoné Una Vez (Univision)	256
PALOMO Miedo (Disa)	246
RAMON AYALA Y Bailando (Freddie)	236
PATRULLA 81 Cómo Pude Enamorarme De Ti (Disa)	229
GRUPO MONTEZ DE DURANGO Lástima Es Mi Mujer (Disa)	207

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

NEW & ACTIVE

EL PODER DEL NORTE En Tu Basura (Disa)
Total Plays: 358, Total Stations: 9, Adds: 0

LUPILLO RIVERA Renunciación (Univision)
Total Plays: 339, Total Stations: 16, Adds: 1

LA ORIGINAL BANDA EL LIMON Abeja Reina (Edimonsa)
Total Plays: 298, Total Stations: 11, Adds: 0

JENNI RIVERA Amiga, Si Lo Ves (Univision)
Total Plays: 262, Total Stations: 7, Adds: 0

TRINY Y LA LEYENDA Vete Ya (Universal)
Total Plays: 213, Total Stations: 5, Adds: 0

LOS TIGRILLOS La Etica (Disa)
Total Plays: 201, Total Stations: 15, Adds: 0

PAQUITA LA DEL BARRIO Las Rodilleras (Balboa)
Total Plays: 201, Total Stations: 5, Adds: 0

CARDENALES DE NUEVO LEON El Llanto De Un Borracho (Disa)
Total Plays: 197, Total Stations: 14, Adds: 0

LOS ANGELES AZULES Ella Se Olvidó De Mi (Disa)
Total Plays: 160, Total Stations: 7, Adds: 0

RAUL BRINDIS Otra Noche Más Sin Ti (Disa)
Total Plays: 136, Total Stations: 5, Adds: 0

Songs ranked by total plays

MANAGER'S MINUTE

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CONTEMPORARY TOP 30

February 25, 2005

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	JULIETA VENEGAS Algo Está Cambiando (Sony BMG)	761	+20	10	19/0
1	2	JUANES Volverte A Ver (Universal)	730	-20	9	21/0
4	3	CRISTIAN Te Buscaría (Sony BMG)	621	-34	12	20/0
3	4	JUANES Nada Valgo Sin Tu Amor (Universal)	586	-78	20	27/0
7	5	ALEKS SYNTEK f/ANA TORROJA Duele El Amor (EMI Latin)	560	+3	20	23/0
6	6	ALEJANDRO FERNANDEZ Me Dedicué A Perderte (Sony BMG)	537	-33	20	22/0
5	7	PAULINA RUBIO Dame Otro Tequila (Universal)	527	-85	17	22/0
8	8	LA 5A. ESTACION El Sol No Regresa (Sony BMG)	474	-13	12	18/1
9	9	KALIMBA Tocando Fondo (Sony BMG)	467	-14	8	15/0
18	10	JUANES La Camisa Negra (Universal)	460	+125	2	3/1
10	11	OBIE BERMUDEZ Todo El Año (EMI Latin)	403	-53	16	18/0
13	12	LUIS MIGUEL Sabes Una Cosa (Warner M.L.)	398	+42	3	7/0
11	13	PEPE AGUILAR Miedo (Sony BMG)	364	-54	20	20/0
12	14	DAVID BISBAL Esta Ausencia (Universal)	361	-5	12	13/0
17	15	REYLI BARBA Amor Del Bueno (Sony BMG)	360	+24	5	11/2
14	16	MARCO ANTONIO SOLIS Mi Mayor Sacrificio (Fonovisa)	358	+2	17	17/0
15	17	FEY La Fuerza Del Destino (EMI Latin)	356	+1	8	10/0
16	18	CARLOS VIVES Voy A Olvidarme De Mi (EMI Latin)	323	-19	9	8/0
19	19	ALEJANDRO FERNANDEZ Qué Lástima (Sony BMG)	319	-5	3	6/0
20	20	PEPE AGUILAR El Autobús (Sony BMG)	292	-31	6	12/0
25	21	LUIS MIGUEL Que Seas Feliz (Warner M.L.)	278	+15	18	14/0
21	22	SIN BANDERA De Viaje (Sony BMG)	278	-30	15	12/0
24	23	GLORIA TREVI En Medio De La Tempestad (Sony BMG)	264	-11	16	9/0
23	24	TOMMY TORRES Dame Esta Noche (Ole Music)	264	-11	3	2/0
22	25	LAURA PAUSINI Escucha Atento (Warner M.L.)	247	-49	18	13/0
Debut	26	CONJUNTO PRIMAVERA Hoy Como Ayer (Fonovisa)	243	+22	1	6/0
28	27	DADDY YANKEE Gasolina (VI Music)	241	+10	4	9/0
Debut	28	YAHIR Te Amaré (Warner M.L.)	238	+25	1	5/0
-	29	N.O.R.E. f/NINA SKY & DADDY YANKEE Oye Mi Canto (Roc-A-Fella/IDJMG)	236	+20	6	7/0
27	30	ENANITOS VERDES Tu Cárcel (Universal)	231	-24	14	12/0

32 Spanish Contemporary reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/13-2/19. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.), © 2005, Radio & Records

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
REYLI BARBA Amor Del Bueno (Sony BMG)	2
RICARDO ARJONA La Mujer Que No Soñé (Sony BMG)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JUANES La Camisa Negra (Universal)	+125
FRANCO DE VITA Ay Dios (Sony BMG)	+81
OBIE BERMUDEZ Cómo Pudiste (EMI Latin)	+78
JOAN SEBASTIAN Cómo Olvidar (Balboa)	+58
GILBERTO SANTA ROSA Enséñame A Vivir Sin Ti (Sony BMG)	+54
RBD Rebelde (EMI Latin)	+53
DON OMAR w/HECTOR "EL BAMBINO" & ZION Ronca (VI Music)	+52
LUIS MIGUEL Sabes Una Cosa (Warner M.L.)	+42
LOS NUEVOS SABROSOS Evidencias (Disco Hit)	+39
DON OMAR Reggaetón Latino (Urban Box Office)	+36

NEW & ACTIVE

LA 5A. ESTACION Algo Más (Sony BMG)
Total Plays: 216, Total Stations: 5, Adds: 0

SORAYA Llévame (EMI Latin)
Total Plays: 167, Total Stations: 7, Adds: 1

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS	ARTIST TITLE LABEL(S)	TOTAL PLAYS
LA OREJA DE VAN GOGH Rosas (Sony BMG)	393	KALIMBA No Me Quiero Enamorar (Sony BMG)	283
JULIETA VENEGAS Lento (Sony BMG)	356	SIN BANDERA Que Llora (Sony BMG)	279
JULIETA VENEGAS Andar Conmigo (Sony BMG)	347	FRANCO DE VITA Tú De Qué Vas (Sony BMG)	269
FRANCO DE VITA f/SIN BANDERA Si La Ves (Sony BMG)	341	MANA Mariposa Traicionera (Warner M.L.)	266
		CHAYANNE Cuidarte El Alma (Sony BMG)	253
		OBIE BERMUDEZ Antes (EMI Latin)	240

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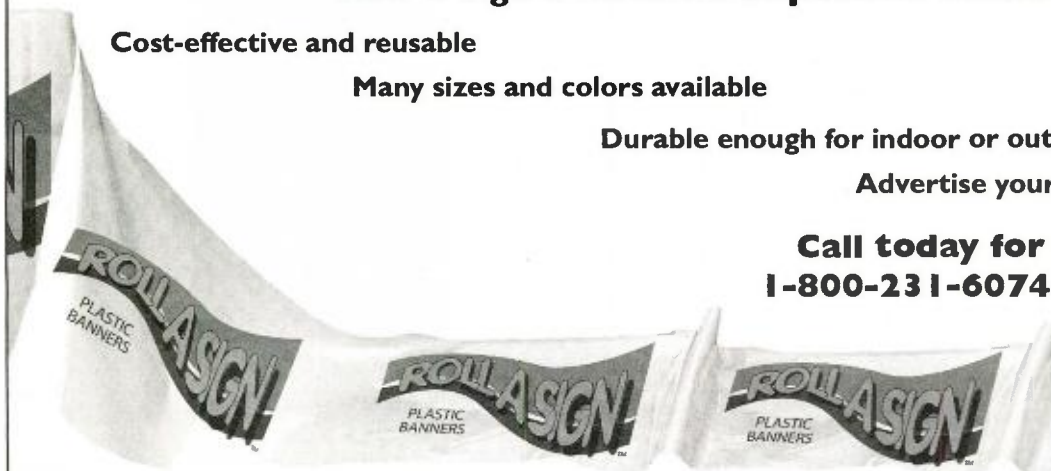
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TROPICAL TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	JUAN LUIS GUERRA Para Ti (<i>Vone Music/Universal</i>)	191
2	MARC ANTHONY Se Esfuma Tu Amor (<i>Sony BMG</i>)	189
3	MONCHY & ALEXANDRA Perdidos (<i>J&N</i>)	178
4	EL GRAN COMBO DE PUERTO RICO El Matrimonio (<i>Sony BMG</i>)	157
5	GILBERTO SANTA ROSA Piedras Y Flores (<i>Sony BMG</i>)	98
6	TITO NIEVES f/LA INDIA Ya No Queda Nada (<i>SGZ Entertainment</i>)	97
7	TITO ROJAS Quiero (<i>MP</i>)	93
8	OBIE BERMUDEZ Todo El Año (<i>EMI Latin</i>)	88
9	AVENTURA La Boda (<i>Premium</i>)	87
10	DADDY YANKEE Lo Que Pasó, Pasó (<i>VI Music</i>)	84
11	CHARLIE CRUZ Ven Devórame Otra Vez (<i>SGZ Entertainment</i>)	83
12	DOMENIC MARTE Ven Tú (<i>J&N</i>)	77
13	ELVIS CRESPO Pan Comió (<i>Ole Music</i>)	75
14	JUANES Volverte A Ver (<i>Universal</i>)	74
15	DSCAR O'LEON Enamoraito (<i>Sony BMG</i>)	74
16	TOÑO ROSARIO Resistiré (<i>Universal</i>)	71
17	GILBERTO SANTA ROSA Enséñame A Vivir Sin Ti (<i>Sony BMG</i>)	70
18	JULIO VOLTIO Julito Maraña (<i>Sony BMG</i>)	70
19	ENRIQUE FELIX Galletitas De Avena (<i>Mayimba Productions</i>)	66
20	CARLOS VIVES Voy A Olvidarme De Mi (<i>EMI Latin</i>)	63
21	LOS TOROS BAND Peróname La Vida (<i>Universal</i>)	58
22	TITO NIEVES Fabricando Fantasías (<i>SGZ Entertainment</i>)	54
23	IVY QUEEN Dile (<i>Perfect Image</i>)	52
24	KINITO MENDOZ Hony Tú Si Jony (<i>J&N</i>)	52
25	DADDY YANKEE Gasolina (<i>VI Music</i>)	52

Data is compiled from the airplay week of 2/13/05-2/19/05, and based on a point system.
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ROCK/ALTERNATIVE

TW	ARTIST Title Label(s)
1	MOLOTOV Amateur (<i>Universal</i>)
2	STOIC FRAME Demonios Del Asfalto (<i>El Comandante/V&J</i>)
3	VOLUMEN CERO Autos (<i>Warner M.L.</i>)
4	ENJAMBRE Biografía (<i>Osa/V&J</i>)
5	LIQUITS Chido (<i>Surca</i>)
6	ELY GUERRA Ojos Claros, Labios Rosas (<i>Higher Octave</i>)
7	VICENTICO Los Caminos De La Vida (<i>Sony BMG</i>)
8	LUCYBELL Hoy Soñé (<i>Warner M.L.</i>)
9	JULIETA VENEGAS Algo Está Cambiando (<i>Sony BMG</i>)
10	LA LEY Mirate (<i>Warner M.L.</i>)
11	ELY GUERRA Te Amo, I Love You (<i>Higher Octave</i>)
12	PANTEON ROCOCO La Ciudad De La Esperanza (<i>Delanuca/DLN</i>)
13	IGNACIO PEÑA Dónde Estabas (<i>Everywhere Music</i>)
14	JUANES La Camisa Negra (<i>Universal</i>)
15	RABANES & DON OMAR Rockton (<i>Sony BMG</i>)

Songs ranked by total number of points. 11 Rock/Alternative reporters.

RECORD POOL

TW	ARTIST Title Label(s)
1	BANDA GORDA Traigo Fuego (<i>MP</i>)
2	EDDIE SANTIAGO Loco Por Tu Amor (<i>MP</i>)
3	TITO ROJAS Quiero (<i>MP</i>)
4	EL GRAN COMBO DE PUERTO RICO El Matrimonio (<i>Sony BMG</i>)
5	DOMINGO QUIÑONES El Más Buscado (<i>Universal</i>)
6	TOÑO ROSARIO Resistiré (<i>Universal</i>)
7	IVY QUEEN Dile (<i>Perfect Image</i>)
8	MARC ANTHONY Se Esfuma Tu Amor (<i>Sony BMG</i>)
9	DON OMAR Reggaetón Latino (<i>Urban Box Office</i>)
10	PAULINA RUBIO Dame Otro Tequila (<i>Universal</i>)
11	OBIE BERMUDEZ Todo El Año (<i>EMI Latin</i>)
12	ADASSA f/TAINO De Tra (<i>Universal</i>)
13	JHOSY & BABY Q Sazón De Mi Isla (<i>Univision</i>)
14	NORIEGA f/TITO "EL BAMBINO" Te Encontraré (<i>Flow Music/Cutting</i>)
15	KINITO MENDOZ Hony Tú Si Jony (<i>J&N</i>)

Songs ranked by total number of points. 22 Record Pool reporters.

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CONTEMPORARY

HOMBRES G Por Qué No Ser Amigos (*Warner M.L.*)

REGIONAL MEXICAN

CONJUNTO ALACRAN Duele El Amor (*Universal*)
 CONJUNTO ATARDECER Y Te Vi Con El (*Universal*)
 DIANA REYES Basta Ya (*Universal*)
 LOS KAPSI Mariposa (*Universal*)
 LOS TELEZ Gritaria (*Mock & Roll*)
 SOMBRA MUSICAL A La Luna (*Mock & Roll*)
 TRINY Y LA LEYENDA Vete Ya (*Universal*)

TROPICAL

VICTOR MANUELLE La Vida Es Un Carnaval (*Sony BMG*)

ROCK/ALTERNATIVE

HOMBRES G Por Qué No Ser Amigos (*Warner M.L.*)

¡Qué Pasa Radio!

After three weeks at No. 2 on the Regional Mexican chart, Intocable finally make it to the No. 1 position with "Aire," and they bump Conjunto Primavera's "Hoy Como Ayer" to No. 2. Tigres Del Norte enter the chart at a surprising No. 7 with "La Sorpresa," while Los Invasores De Nuevo León debut at No. 17 with "Por Si Me Fuera." Julio Preciado takes another big jump, from No. 21 to No. 16, with "Lo Mejor Fue Perderte," while Joan Sebastian's "Cómo Olvidar" enters the chart at No. 29.

Who could have predicted this: Juanes gets bumped from the No. 1 position on the Contemporary chart by Julieta Venegas' "Algo Está Cambiando." Not to worry, Juanes still holds the No. 2 and No. 4 positions, while his newest single, "La Camisa Negra," jumps from No. 18 to No. 10. Conjunto Primavera's "Hoy Como Ayer" enters the chart at No. 26, while Yahir's "Te Amaré" makes its debut at No. 28.

Remember that you, radio PDs, are responsible for the hits, the debuts and the drops. Report your adds and make things happen. The deadline is Tuesday at noon PT.

NATIONAL

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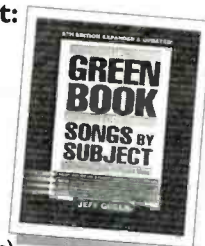
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PUBLISHER'S **Profile** BY ERICA FARBER

don Van Cleave loves music. Being a heavy consumer of the product influenced him to make a career change and become a music retailer. After gaining much success and recognition, he eventually closed his stores to devote his full attention to serving as President of the Coalition of Independent Music Stores.

Getting into the business: "I was living in Dallas as a consulting engineer. The firm I worked for designed skyscrapers. I just wanted to be in the music business, and this was about the time CDs were invented. I was driving from Dallas to Austin to Waterloo Records to buy CDs, and every time I'd go, I'd tell my wife, 'God, would I love to do a record store like this.'"

"I hooked up with some guys who had just opened the Compact Disc Centers of Dallas and basically hired them as consultants to teach me how to be a record-store owner. Once I decided to do it, I went to SMU after work and took some classes to learn how to run a business. I raised money from family and friends and ended up moving to Birmingham, and I opened the store six weeks later."

Founding the CIMS: "We were thriving pretty well. We got two stores open, started a record label and started managing bands. Out of the blue, I get this call in 1995 from Mark Cope, who was at *Album Network* at the time, and he was like, 'Dude, we're going to get a bunch of record-store owners together at NAIRD [the National Association of Independent Record Distributors, now the Association for Independent Music] two days from now in San Francisco, and we want you to be there.'"

"I said 'Great, but I can't afford to come!' He went on to say they had some labels interested in getting us together and said, 'I've got a little budget, so we'll pay for your trip.' And I'm like, 'Sure, I'll come.' I was excited to meet retailers I had heard about but had never met. We sat around talking about our problems and basically just whining about how we were breaking bands and the labels weren't supporting us and how they would give all the co-op money to the chain stores."

"Remember, this was the go-go years, where retail was doubling in square footage every year. CDs were just pumping out and Best Buy was getting into the business and starting to low-ball everything, so we were freaking out. Then Mike Dreese from Newberry Comics stood up and said, 'First of all, I'm not going to join, because I'm too big and I may end up competing with all of you one day, but let me give you some advice: You need to get a program together and sell it to the labels, and make it one-stop shopping.'"

"Right now the labels have to go to each of you individually to set up any kind of a promotion. Make it where they go to one place and it automatically sets up a promotion with all of you, and charge 'em money'."

"So at the end of the meeting, we all agreed to do it, and Mark was like, 'OK, who's going to work on this?' I ended up raising my hand. Terry Courier at Music Millennium and Steve Bergman at School Kids in Ann Arbor, MI raised their hands too. The three of us got together in the lobby of the hotel and said, 'Oh, shit, what are we doing?' We decided we would create a program called Adopt a Band. Basically, as indie stores, we would find the right records and let everybody vote on whether they wanted to be involved with that record. We would charge the labels a set amount, and every store would be required to play the record in the store, sale-price it, put up posters in the window — basically, adopt the record."

"And then I started looking at all the places where we didn't have accounts and started working with record people who recommended stores. I went around the country cold calling record-store owners asking if they wanted to be part of the group. We then searched for that first right title we could get behind, and Terry Courier said, 'How about Ben Harper?'"

"We were like, 'OK, that was Virgin, and I was going to have to sell it to Joyce Castagnola. She is the single scariest human I have ever met in my life, and I was too scared to call her. So I asked Terry to call her, and she was like, 'Hell, yeah! Let's do it!'"

"Lo and behold, the month we worked on it, Harper sold more that month than he had sold total on his last record. Joyce called and thanked us, and she's since become the biggest supporter we have and is a dear friend."

Members in the program: "We have 59 stores, but we put these people through hell to join. We haven't added anybody in about four years. In fact, we got so bad about not letting anyone else in that other groups formed, and we helped them because it allows an opportunity to interface with the record companies in a meaningful way. It's basically added a lot of power to indie retail."

"There are now three coalitions hugely active, and we all work together. By extension, there are 250 stores that communicate and work together on a regular basis. If we accept a program, we expect 100% compliance from all the stores involved, and we've actually dismissed members for noncompliance."

New opportunities: "We started seeing Target putting out records that only Target had. So instead of whining like babies that we didn't get them, we started this internal distribution company to handle it. We roped a whole lot of other indie stores, then released over 50 records in the last 18 months that you can only get at our places."

"We call the company Junket Boy, and all of us have a piece of it. We sell to 250 stores, but it's

not that it's a huge money-maker. However, it is a big deal for the stores. Another thing we are doing is going to bands that own their own products and buying directly from them, putting them into indie retail. The bands love it because I'm writing them a big cash check upfront, no returns, and the stores are getting all this cool stuff you can't find anywhere else."

Biggest challenge: "Trying to do the right thing for the store owners, knowing what they want, then representing them correctly to the industry. Basically, I'm a voice for them and have to make judgment calls, and that's a challenge."

State of the independent retailer: "Most of my stores had the best year they've ever had last year. It has to do with all these products I'm scoring for them and the fact we all talk to each other about what works. Because we don't compete with each other, there's a lot of open dialogue. Owners are visiting other owners, taking ideas home — it's a big self-help group."

"We have internal support for these stores. All the stores diversified five years ago and went heavily into DVD and lifestyle selling, more than just music. We have also spent time with our owners, talking about how to brand themselves in their communities to be the only place for music."

Future of independent retailing: "First of all, 98% of all music is still physical, so in 10 years, is that number going to be 50%? Seventy percent? We're trying to remain the best possible physical location you can be, but also carrying nonmusic things that music fans want, just changing the retail mix. As things go digital, we think the iTunes thing is cool but don't see how anybody is ever going to make money selling songs by the track. We're working with bands to sell live shows."

"Most of my owners are going to launch a Pixies download store where, basically, if you're Waterloo Records, you can get all your customers to go on your site and buy every single one of The Pixies' shows from the last tour as a download. I think it's \$12 each, and the owner will get a percentage of that sale, and the customer can download an authorized, legal show by a band they love."

Where radio fits: "It depends on the market. Some markets have such a bounty of radio, and then there's some of us that don't even have a Triple A station. So it depends on who you're talking to. I think there's a love-hate relationship with radio. Most of us hate the way radio has gone."

"We think 18-song playlists are not that great, and diversity has kind of gone out of these smaller markets. It really depends on where you are. The weird thing now is I have stores starting to talk about satellite and Internet radio affecting sales. As terrestrial radio loses its power or gets smart enough to play interesting music again, I think people have more choices. More music is getting exposed."

"I fully blame consolidation of radio for most of our problems over the past few years. I don't blame downloads or file sharing. I blame it on radio, because as the playlists tightened, it got to where you heard less and less diversity on radio. So that's kind of my rant, but I see it getting better with alternatives coming out."

Something that might surprise our readers about the CIMS: "Most of our store owners have been in business over 20 years and started in vinyl. Many would be surprised to know how huge vinyl is again. Our store in Denver has an entire second store that's nothing but vinyl, and they would be really shocked to see how many teenagers are buying vinyl and classic rock vinyl."

Most influential individual: "In the beginning of forming the coalition, George Daniels at George's Music Room — an urban retailer in Chicago who's ultra-influential in the urban community — took me aside before we did our first project and said, 'What

you're doing is incredible, but you gotta watch out for this, this and this,' and he was exactly right. I owe a lot to George."

"Another guy is Mike Dreese at Newberry Comics. He's got a very successful company on top of everything, and he has for 25-plus years. He has helped me craft my message over the years, especially for diversification, cut of the music business. He forecast all of that before anyone."

Career highlight: "Being a 29-year-old and chucking a professional career and joining this business. I think that was the biggest gut check I ever had."

Career disappointment: "A couple of times I had people ask me if I would manage them and I said no, and they are now multiplatinum. I won't name them, but I think maybe I've had some seconds of looking back and thinking maybe I should have done that, but no, I don't think so. I've enjoyed every second of it."

Favorite format: "NPR and college."

Favorite new band: "World Leader Pretend, out of New Orleans. They just got a deal with Warner Bros., and I ran across them live one night and they blew my head off, they are just so great. The label has given me an advance of it, and I can't quit playing it. It's just phenomenal!"

Favorite movie: "*Napoleon Dynamite*."

Favorite book: "*Confederacy of Dunces*."

Favorite restaurant: "Highlands Bar and Grill in Birmingham."

Beverage of choice: "Red wine."

Email address: "Don@cimsmusic.com."

Hobbies: "Photography, raising kids, music."

Advice for radio: "Listen to your ears, not your consultant."

Advice for the record industry: "Quit trying to protect your job and help your bands."



Don Van Cleave

President, Coalition of Independent Music Stores

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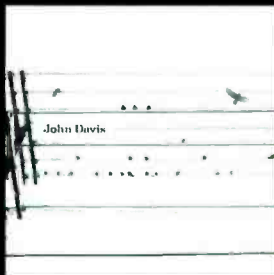
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