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# R&R

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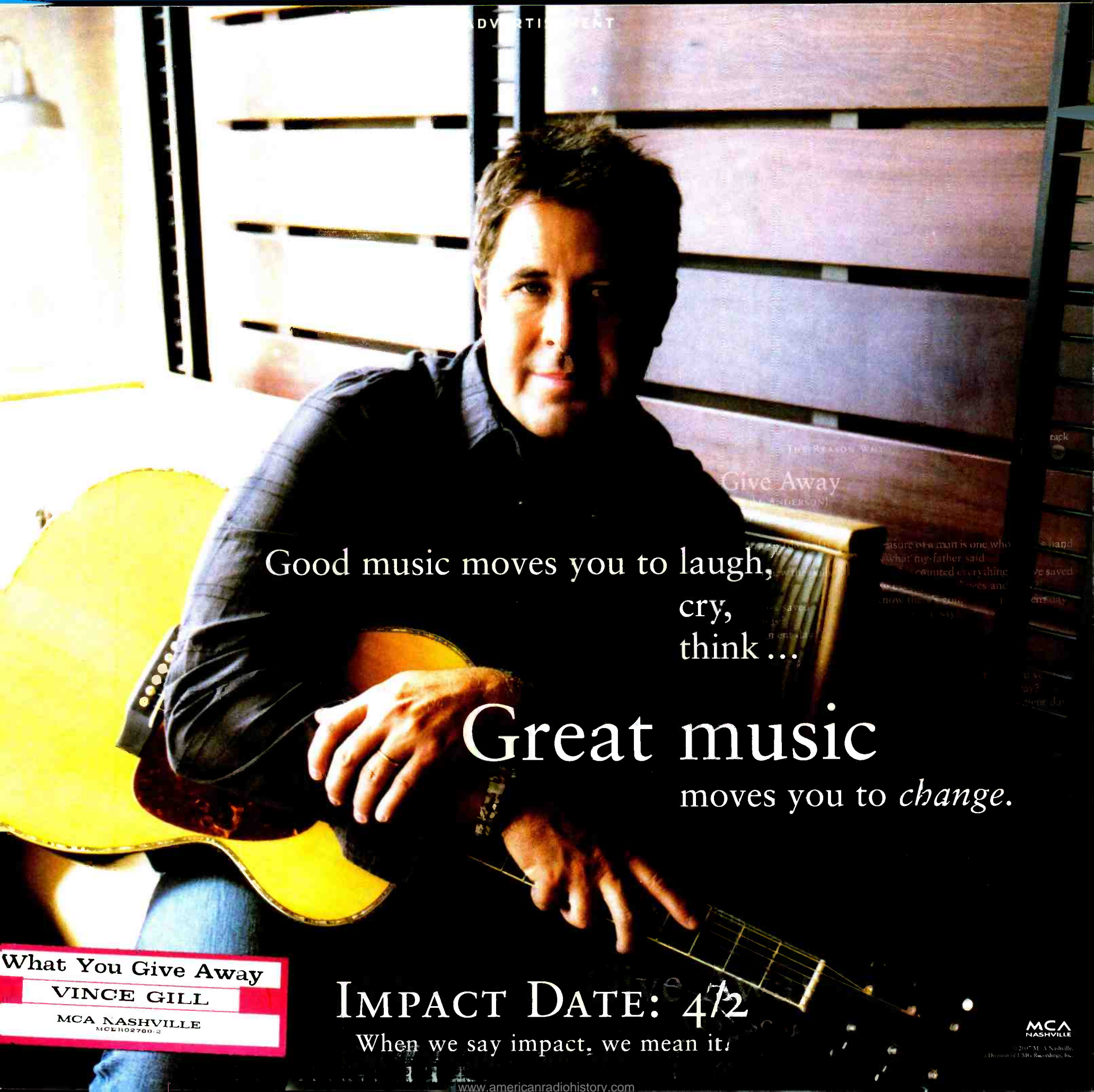
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# NewsFocus

**MOVER**

## Clear Channel Realigns Chicago Urban PDs

Clear Channel has realigned its urban programming team in Chicago, moving OM/WGCI PD Elroy Smith to the PD role at urban AC WVAZ (V103). Joining as PD of WGCI will be Kris Kelley, who moves from urban sister WJLB/Detroit. Kelley has been APD/MD/midday personality for WJLB since 1998. Prior to that, Kelley worked at WAMO/Pittsburgh, where she launched her radio career. Smith has served as PD of WGCI since 1992. He added oversight of WVAZ as OM in 2000.

Prior to joining WGCI, Smith was VP of programming for Nash Communications in Boston, where he also served as PD of the company's WILD-AM. In 1988, he also launched an urban station for Summit Broadcasting in Dallas, where he served as PD for two years. —Dana Hall

**SHAKER**

## Boogie D Returns To Radio

Following the abrupt departures of Radio One urban WHHL (Hot 104.1)/St. Louis PD Craig Blac and cluster OM/WFUN (Foxy 95.5) PD Garth Adams, Boogie D has joined the company as OM of both stations. Boogie D was national director of rhythmic crossover at Virgin Records for two years, but departed last month due to restructuring. Prior to that, he served as MD for urban WPGC-FM/Washington, where he worked with Jay Stevens, now VP of programming content for Radio One. Boogie D has also programmed Radio One urban AC WCHH/Charlotte, N.C.

—Dana Hall and Darnella Dunham

## Fletcher Adds PD Stripes At KJSR/Tulsa

Cox Radio has named Dena Fletcher PD of classic rock KJSR (Star 103.3 FM)/Tulsa, adding to her duties as PD of AC sister KRAV. In addition to holding APD positions for the Cox/Tulsa cluster, Fletcher previously worked in Oklahoma City and Lubbock, Texas, during the course of a 22-year radio career.

Fletcher says, "Star 103.3 is a heritage radio station with an incredibly talented team. I look forward to contributing my efforts and experience to strengthen our relationships with listeners." —Chuck Taylor

## TRS 2007: Putting Talk Radio In Context

LOS ANGELES—Fred Thompson, who left the United States Senate in 2002, is often asked why he gave up his powerful congressional seat to return to acting and become an ABC Radio commentator. "After eight years in Washington, I just longed for the realism and sincerity of Hollywood," he deadpanned.

Less than 48 hours after he delivered that line to some 350 broadcasters attending the 12th annual R&R Talk Radio Seminar in Marina del Rey, Calif. last week, Thompson, a Republican, announced he was considering a 2008 run for the White House.

Not only was the seminar a preview of sorts for Thompson, but also for five-time Emmy Award-winning comedian Dennis Miller, who will debut his own Westwood One nationally syndicated program March 26. Radio will be his priority and not an act, he said. "You cannot bullshit for three hours."

The annual three-day event, hosted by R&R news/talk/sports editor Al Peterson and R&R publisher/president Erica Farber, was fertile ground for new ideas and concepts. Appearing as one of seven talk radio industry participants and observers at a Radio Roundtable, Joint Communications CEO John Parikh said more listeners want analysis: someone to tell them "what it all means" and to give a topic context in their lives.

That set the tone for discussions about the state of talk radio. During one session, panelist and Clear Channel Radio VP of programming Sean Compton said the format needs to go in the direction of entrepreneurial programming, "such as Dave Ramsey and Clark Howard, programming that is service-oriented and that attracts women listeners."

At the "Next-Generation News" session, Bonneville International VP of news Jim Farley noted that the Internet could be radio's hand to reach youth. "You need to have twentysomethings working at your station. They are so comfortable in a multimedia setting." Another lure is to ensure station Web sites reflect what listeners want. Premiere Radio Networks senior VP of digital media Brian Glicklich suggested offering a talker's view on issues instead of just the issues themselves.

Chris Nolan of Spot-On.com said interactivity is essential on news/talk radio sites because "we now live in a world where breaking news is ubiquitous. People like blogs because they fill a void and have personality." While being interviewed by GreenStone Media's Lisa Birnbach, Wired magazine senior editor Nancy Miller observed, "Technology is a lot like sex. Before the first time, you are afraid of it. Once you do it, you think, 'I'm not very good at it.' Then you start doing it and you don't know how you ever lived without it." —Jeffrey Yorke



Thompson



Miller

**ON THE WEB**

## AAIM Seeks To Differentiate Between Two Types Of Indie Promoters

The American Assn. of Independent Music, the trade group that secured commitments from Clear Channel, CBS Radio, Citadel and Entercom to adhere to a set of radio Rules of Engagement that guide how record company representatives and radio programmers interact, has released those rules.

The eight rules, which can be found at RadioandRecords.com by searching for "A2IM," aren't a surprise to most in radio since they closely follow previously established guidelines, including those set by former New York state attorney general Eliot Spitzer in his payola settlements.

One rule in particular stands out, however, because it seeks to differentiate between two types of independent promoters. "Radio should not exclude independent promotion companies, as a class, from gaining access to music programmers except for independent promotion companies which are compensated based upon playlist additions or increased spins," the rule states. Clear Channel and CBS, among others, had forbidden their programmers to deal with indie promoters. —Ken Tucker

## NAB Responds To 'Stifling' Royalty Rate Increase

The significant increase in royalty rates for streamed music recently approved by the Copyright Royalty Board will stifle growth of the streaming industry and leave consumers with less choice for music, the NAB says.

"It's a disappointing decision. If it stands there will be less music choice for consumers and a technology will get stifled in its infancy," NAB spokesman Dennis Wharton says.

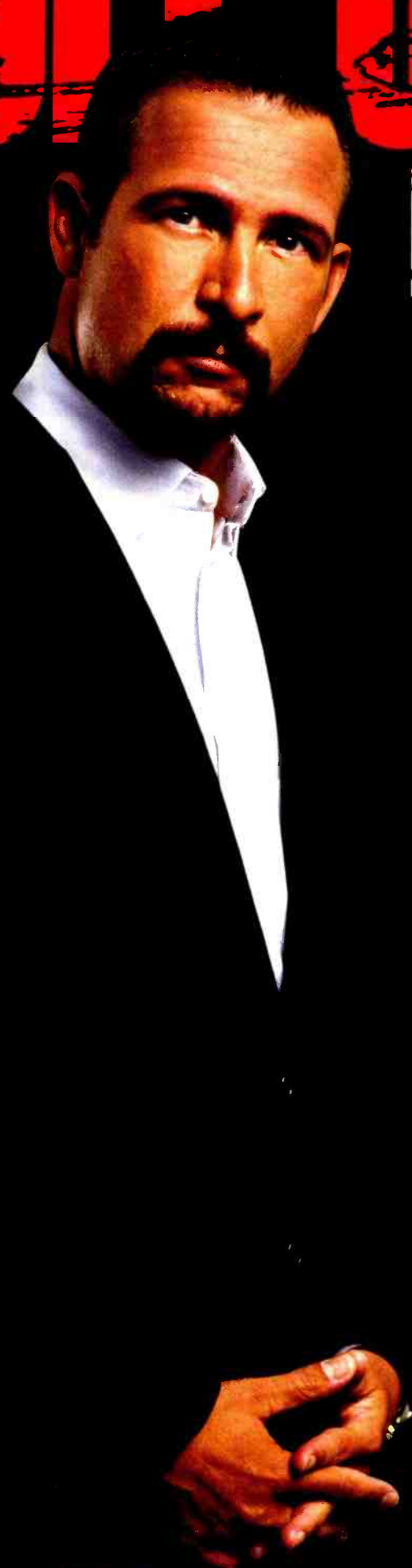
The Library of Congress' CRB rates are retroactive to 2006 and run through 2010. Webcasters will have to pay 8 cents per song for each song played last year, with the rate increasing to 11 this year and rising to 19 cents in 2010. The rate increase can still be appealed. —Jeffrey Yorke

### NUMBER CRUNCH

13	2,330	\$785M
Warner Music Group's board of directors on March 8 agreed to pay a regular quarterly dividend of 13 cents per share on April 27 to shareholders of record as of March 28. For the past two years, WMG has been the only stand-alone music company to be publicly traded in the United States.	Thirty-year CBS Radio alternative KROQ/Los Angeles personality Rodney Bingenheimer (aka "the Mayor of the Sunset Strip"), who helped launch the careers of such bands as Blondie, the Ramones and Blur by being the first DJ to play them on the radio, was awarded the 2,330th star on the Hollywood Walk of Fame on March 9.	ASCAP, which added 40,000 new members last year, also recently reported record revenue of \$785 million for 2006 and royalty payments to members of \$680 million. Revenue exceeded that of 2005 by \$37 million, showing 5% growth. Total royalty distributions to members also increased from the prior year by \$34 million.

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**THE JIM ROME SHOW**

## Emmis/Austin Gets An Edge

Emmis transfers WNOU (RadioNOW 93.1)/Indianapolis director of programming Chris Edge to work with its well-established brands in Austin. Edge replaces longtime triple A KGSR PD Jody Denberg, who recently segued into the new position of content manager/afternoon host. Additionally, Edge will oversee the programming of KLBJ, working with the heritage rocker's veteran A/PD/afternoon host Jeff Carroll.



Edge

Along with "understanding what being a brand is all about," Emmis/Austin FM OM Thomas Chase says Edge "knows how to adapt to consumer demands in an industry that is changing more rapidly than ever." —John Schoenberger

## Viacom Sues Google, YouTube

Several weeks of negotiations between Viacom and Google over YouTube's use of programming from MTV, CBS and a host of other Viacom-related programming has come to a head: Viacom filed a \$1 billion-plus lawsuit against Google, demanding the search engine to remove "almost 160,000 unauthorized clips of Viacom's programming" from the YouTube site.

Equating YouTube's business model to the "selling of unlicensed content," Viacom said it and parent Google "are continuing to take the fruit of our efforts without permission and destroying enormous value in the process." —Jeffrey Yorke

## House Committee Debates Satellite Radio Merger

At the House Commerce Committee's telecommunications panel March 7, Sirius Satellite Radio CEO Mel Karmazin attempted to clear up confusion over the price customers would have to pay if his company and XM Satellite Radio are allowed to combine. The most customers would pay is \$25.95 if they choose to receive all programming available on both services, he told the committee. Some customers could pay less for a single-service package that doesn't include everything.

He gave the House Judiciary Committee the impression that the combined service would cost consumers no more than the current \$12.95 customers pay for one service.

Meanwhile, Greater Media president/CEO Peter Smyth, representing the NAB, told the committee that he doesn't buy Karmazin's argument that the merger doesn't represent a monopoly because satellite competes with terrestrial radio. "Local broadcasters' signals are not nationwide and are not subscription," he said. "XM and Sirius compete with each other—and no one else—in the national satellite radio market."

The effect new copyright royalty rates would have on webcasts also came up in the hearings. Webcasters contend that the rate increase approaches 30% per year for four years.

Rep. Mike Doyle, D-Pa., called the new rate a "body blow" that makes "little sense" because it forces the newest and arguably most vulnerable music service to pay the highest royalty. —Brooks Boliek, *The Hollywood Reporter*

## Van Arsdale Is Richmond Bound

Cumulus country WSM-FM (the Wolf)/Nashville PD and 32-year radio vet Buddy Van Arsdale segues to the PD slot at similarly formatted Cox WKHK (K-95)/Richmond, Va. He replaces Jim Tice, who exits. Tice had been at the station since 2000 and previously programmed the company's WZZK/Birmingham.

Van Arsdale, who starts March 26, has been at WSM-FM for a year. He previously served as OM for Cumulus Ventura, Calif., cluster.

"It's not easy leaving Nashville and the talented and hardworking people I work with at the Wolf," Van Arsdale says. "but K95 is a heritage station with great talent in a wonderful city." —Ken Tucker

## Dean Named AC OM For Entercom/Memphis

Jerry Dean has been named OM of Entercom's AC stations in Memphis, overseeing hot AC WMC (FM-100), rhythmic AC WSNA (Snap 94.1) and progressive talk WSMB-AM. Entercom/Memphis market manager Clint Sly says, "Jerry's years of experience as a dynamic and innovative programmer will help the Memphis programming team better serve and maximize market opportunities." Dean has spent the last six years as PD of WRVR/Memphis. His résumé also includes programming posts at KGGO/Des Moines and KQKQ/Omaha, and 15 years programming KLUC, KKLZ and KSTJ/Las Vegas.

—Brida Connolly

## Business Briefing

By Jeffrey Yorke

### NPR, Sirius Renew Channels Pact

National Public Radio and Sirius Satellite Radio renewed their multiyear, exclusive long-term contract that keeps NPR on Sirius channels 134 and 135. The channels, which will continue to relay information produced by NPR's 400-plus-member news staff, also include programs from other public radio outlets. The new deal makes Sirius the exclusive satellite radio home for NPR's new two-hour morning news and information service aimed at adults 25-44 set to launch amid much fanfare in September.

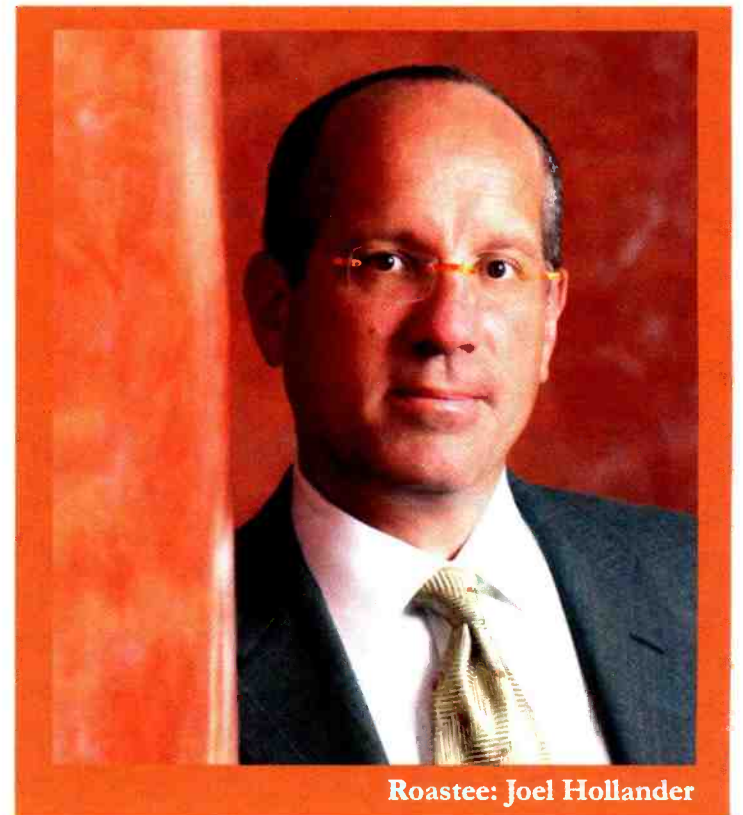
### WW1 Q4 Results

Westwood One blames adverse market conditions—reduced demand for its products coupled with increased competition—for a fourth-quarter 2006 11.7% revenue decrease to \$129.8 million from \$147 million. Net income totaled \$14.6 million, or 17 cents per share. The network had 2006 revenue of \$494 million, an 11.4% decline from 2005's \$557.8 million. Full-year earnings were \$33.7 million, or 39 cents per share. The future's not so bright either: WW1's Q1 2007 guidance calls for "low double-digit decreases in revenues and low single-digit decreases in operating expenses, resulting in double-digit declines in operating income before depreciation and amortization."

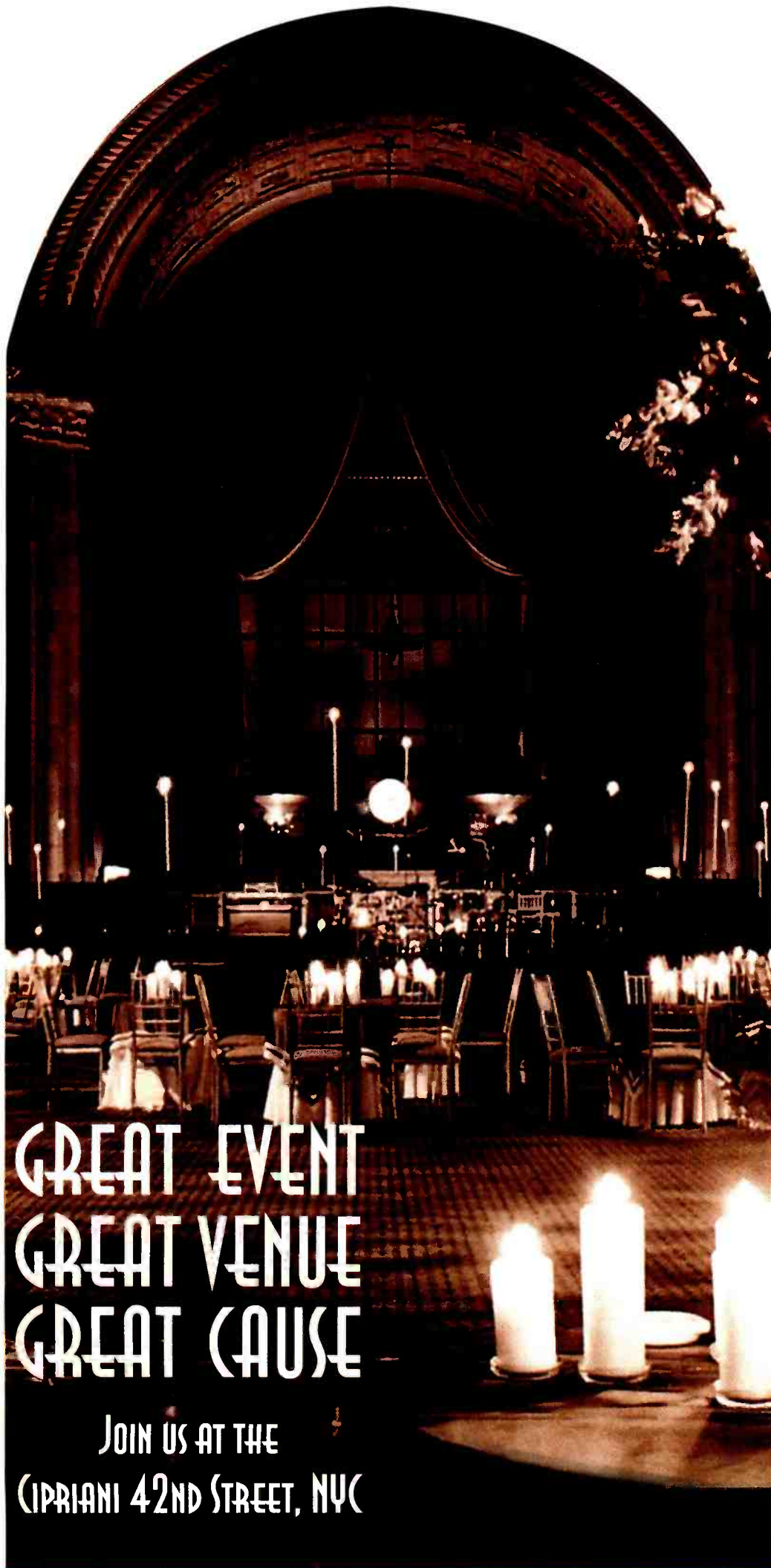
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"NEW SHOES" BY **PAOLO NUTINI** TOPS TRIPLE A FOR A FIFTH WEEK. AMONG DEBUT SINGLES BY MALE ARTISTS, ONLY PETE YORN'S "LIFE ON A CHAIN" HAD A LONGER RUN, WITH SIX WEEKS AT NO. 1 IN 2001.



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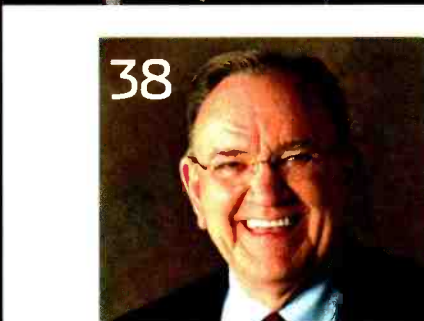


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'People are hurt, upset and offended. They feel disrespected by Bobby Brown because this city was prepared to welcome him with open arms, then he goes and pulls this.' p.28



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**T**

March 22  
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**F**

March 23  
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## MARKET SNAPSHOT:



The United Nations has designated Grand Rapids a Center for Excellence in education for sustainability, in recognition of the city's Community Sustainability Partners project. Grand Rapids is the first U.S. city to receive the honor.

**POPULATION: 708,400**

**RADIO MARKET RANK: 67**

### DEMOGRAPHICS:\*

	TOTAL 75-MARKET POPULATION %	GRAND RAPIDS ARBITRON METRO %	INDEX
AGE 18-24	13%	15%	117
AGE 25-34	18%	19%	105
AGE 35-44	20%	20%	101
AGE 45-54	19%	19%	101
WHITE	83%	92%	111
AFRICAN-AMERICAN	12%	4%	36
ASIAN	3%	1%	41
HISPANIC ORIGIN	14%	8%	53
HHLD PLANS TO BUY SAT RADIO SUB	2%	2%	119

**NO. OF RADIO STATIONS: 24**

### RADIO OWNERSHIP:

OWNER	NO. OF STATIONS	RATINGS SHARE**
CLEAR CHANNEL	2 AM, 5 FM (7)	34.6%
CITADEL	1 AM, 4 FM (5)	17.4%
REGENT	1 AM, 4 FM (5)	15.7%

**FORMATS:** 5 AC, 2 N/T, 3 country, 3 classic rock, 2 CHR/top 40, 2 Latin, 1 alternative, 1 active rock, 1 regional Mexican, 8 other

### RATINGS LEADERS:\*\*

STATION	FORMAT	AQH SHARE 12-PLUS
WOOD-AM	N/T	7.2
WBCT-FM	COUNTRY	7.0
WOOD-FM	AC	6.7
WSNX-FM	CHR/TOP 40	6.0
WLAV-FM	CLASSIC ROCK	5.6

### INTERESTING FACT:\*

Grand Rapids metro households are 53% more likely to have used a travel agent and 22% more likely to have used a financial planner in the past 12 months than the national average.

\*Source: Scarborough Research, 2006  
\*\*Source: Arbitron Fall 2006 Report

## New Financial Services Blood In Network Radio's Latest Top 10

Of the top 10 network radio advertisers from the financial services sector in fourth-quarter 2006, half were nowhere to be found on that list in the year-prior quarter. Those five companies include top finisher UBS AG, which dropped a cool \$2,340,300 in Q4 '06; No. 5 finisher Prudential; and the Nos. 8, 9 and 10 finishers, Countrywide Financial, Scottsdale Securities and TruNorth Academy.

Of the remaining five top 10 spenders, only two spent more in Q4 '06 than they had a year earlier: No. 4 finisher Lear, which went from \$412,100 in network radio spending in Q4 '05 to \$590,600 in Q4 '06, and No. 6 finisher State Farm, which jumped by almost \$200,000 year-to-year, from \$59,250 to \$252,000.

Top 10 finishers that ticked downward from Q4 '05 were second-place Ameriprise, which axed more than \$1 million from its year-prior network radio ad spend in Q4 '06; third-place Quicken Loans, which shed only about \$12,000 year-over-year; and seventh-place Citigroup, whose spending was down by about \$300,000, from \$439,250 in Q4 '05 to \$145,000 in Q4 '06.

Total network radio ad spend by the top 10-ranked financial services companies was \$6,200,390, up by more than \$1.6 million from Q4 '05's \$4,542,892. —Susan Visakowitz

### Top Network Radio Financial Advertisers (Dollars) PERIOD: OCT. 1-DEC. 31

PARENT COMPANY	Q4 2005	Q4 2006
UBS AG	--	\$2,340,300
AMERIPRISE FINANCIAL	\$2,679,852	\$1,409,330
QUICKEN LOANS	\$952,440	\$940,920
LEAR FINANCIAL	\$412,100	\$590,600
PRUDENTIAL FINANCIAL	--	\$283,440
STATE FARM MUTUAL AUTOMOBILE INS.	\$59,250	\$252,000
CITIGROUP	\$439,250	\$145,000
COUNTRYWIDE FINANCIAL	--	\$119,625
SCOTTSDALE SECURITIES	--	\$19,175
TRUENORTH ACADEMY	--	\$285,458

SOURCE: Nielsen Monitor-Plus

## Transactions at a Glance

Galaxy Communications' WSCP-FM/Pulaski, WBOE-FM/Ravena, WOQB-FM/Scotia, N.Y., to Educational Media Foundation for \$3.65 million . . . Communications Capital Managers' WMCD-FM/Claxton, WDXQ-AM and WDXQ-FM/Cochran, WPTB-AM and WWNS-AM/Statesboro, WSYL-AM and WZBX-FM/Sylvania, Ga., to Georgia Eagle Broadcasting for \$2.3 million . . . Newlife Broadcasting's Family Educational Assn.'s WPLI-FM/Levittown, Puerto Rico, to Aureo Matos Barreto for \$1 million . . . Great South Wireless' WKGA-FM/Dadeville, Ala., to Auburn Network for \$1.4 million . . . Seeger, Guest & Fort's Tri-City Radio's WMCH-AM/Church Hill, Tenn., to Thomas H. Moffit Jr. for \$100,000.

## Deal of the Week

**KFXD-AM and KTMV-FM/Boise, KSAS-FM/Caldwell, KXLT-FM/Eagle, KCIX-FM/Garden City and KIDO-AM/Nampa, Idaho**

**PRICE:** \$25 million **TERMS:** Asset sale for cash

**BUYER:** Peak Broadcasting, headed by managing member Todd Lawley. Phone: 520-850-4142. It owns seven other stations. This represents its entry into this market.

**SELLER:** Clear Channel Radio, headed by CEO John Hogan. Phone: 210-822-2828

**FORMAT:** Country; country; CHR/top 40; soft AC; AC; news/talk

**BROKER:** Kalil & Co.

**COMMENT:** Peak Broadcasting is buying six Clear Channel stations in Idaho, two AM and four FM, for \$25 million, consisting of an escrow deposit in the amount of 10% of the purchase price and the balance in cash at closing.

## 2007 DEALS TO DATE

<b>Dollars to date:</b>	\$282,499,132	(Last year: \$3,046,825,811)
<b>Dollars this quarter:</b>	\$282,499,132	(Last year: \$3,046,825,811)
<b>Stations traded this year:</b>	220	(Last year: 219)
<b>Stations traded this quarter:</b>	220	(Last year: 219)



Don't let smoke and mirrors confuse your clients about the value of radio vs. cable TV

# Selling Against Cable TV

Jamie B. Futrell  
jamiefutrell@wkyq.com

'Cable programming has enjoyed so much hype it should make satellite radio jealous.'

—Jamie Futrell

As the sales manager, I knew I had dropped the ball. We were talking about our clients' money. If radio was not going to get it, where would we recommend that it go? I would throw out two options, and the sales team would pick one. When I came to cable vs. broadcast TV, I was shocked. Several answered "cable." To me the answer was obvious. Why didn't they answer "broadcast TV"? I made a mental note that I should address this issue. ■ A couple of weeks later I received a phone call from a former multi-radio station GM, now a marketing consultant. He was calling to get rates for a new client who was coming to our market, and he wanted to use radio. After a few days had passed and no order came in, I gave him a call.

I was floored when he said, "Your rates were a little too high for my budget this time. I had to use cable."

I know I did what none of us should do—I took it for granted that since he was a former radio guy he would believe more in that medium. I was offended that he would pick cable over radio. No wonder my staff believed cable was so good, as do many others.

I immediately started gathering research to educate my staff, and it even changed my opinion of cable. Before I thought that it was just not as good of a buy as broadcast TV, but now I know it is something our advertisers need to be very leery of.

Cable programming has enjoyed so much hype it should make satellite radio jealous. We hear about programs that might set a new record for the A&E Network, for example, but some of the programs that the broadcast networks will cancel because of poor ratings were watched by more people than a "record-setting" cable show.

When cable posts its top-rated, ad-supported networks, it posts them along with what seem to be impressive "millions of viewers" totals. The numbers most of us see are from prime time, when 45% of adults are watching TV. During prime time, 99% of the cable networks enjoy their largest audiences. USA Network, the 2006 grand champion of ad-supported cable networks, enjoyed an average daily prime-time audience of

2.63 million viewers, according to a Mediaweek story in January. This looks impressive.

When pro-broadcast TV Web sites post these same ratings, they are posted with percentage of adults. The smoke clears quickly. The mirrors are shattered. The best cable network in the business rates a low 1.2% in its best time all day. Want to get an idea of how many people might see our advertisers' cable ads? Multiply those ratings by the number of households that your local cable company serves, and you can get an idea of how many people might have seen their ads. On a local cable outlet with 23,000 homes, that's 276 households. And I remind you that is a cumulative figure for the prime-time period, not the average quarter-hour rating that is usually used to assess the value of radio.

My local cable company would charge a client \$10 for each commercial that runs from 6 a.m. to midnight, which means my advertiser is paying a cost-per-thousand of \$35-\$45. And that is based on how many viewers the commercials might reach during prime time—don't forget that advertisers pay the same rates for commercials that run in even lower-rated periods.

How many of you sell radio that high? Keep in mind, this is USA Network, the No. 1 cable network of 2006. Other popular networks like CNN have one-fourth of the ratings of USA Network, yet my local cable company charges advertisers more for CNN than USA. When I

presented this information to my staff, most of them were as shocked as I was. They found it hard to believe. But Nielsen makes its ratings information public enough that the numbers are all over the Web if you want to find them.

Another problem with cable is the fact that TV viewing patterns are not the same as radio listening patterns. This is extremely important to help our clients get the much-needed frequency. People have favorite TV programs. They might watch "American Idol" on Fox, but watch little of Fox's other programs. This means that the target is moving around a lot. With radio, listeners have a favorite station. They tune to that station for extended periods several days per week. This makes it much easier to hit them with the same message multiple times, the much-needed frequency our clients' campaigns must have in order to succeed.

"But cable gets results," my clients say. Every one that has ever told me that was featured in the ad. Here's a cable ad rep secret: "You must get the client in the ad." This works because when peo-



ple are flipping channels—and since the average household has 106 channels, they do this often—they eventually see Cousin Bill's cable ad. They tell him about it even if it might be three months later. So do a few folks at church and the

diner where he eats lunch regularly. Since he has no idea what advertising is getting results, it makes him feel good to know that some of his advertising is "working." Even though every single person that mentioned his cable ad already knew him, he feels comfortable assuming there are thousands of others out there who now know about his business.

Yes, it is true that cable is gaining ground on broadcast TV every year. Yes, cable TV advertising is growing faster than broadcast TV. But all the hype is leading our clients to form some erroneous conclusions. While 2006 marked the first year that more TV time (50.9%) was spent with cable channels, no one seems to be talking about where cable really stands. Between September 2005 and September 2006, the No. 1 most-watched program was Super Bowl XL. Do you know how many cable programs made it into the top 100? Zero. The top 200? Zero. It is not until we get to the top 700 prime-time programs that cable can account for a mere nine programs.

Like all the Internet investors from a few years back, our cable-advertising clients are the victims of hype. With 45% of prime-time viewing still spent with only four networks, I think it is clearly too early for cable to claim the championship. Maybe with additional restructuring, a new discounted rate card and 10 more years of solid growth, cable could be a viable opportunity for our clients. R&R

Jamie Futrell is general sales manager for Bristol Broadcasting in Paducah, Ky.



## Matthews Wins HD Science Fair

### Fred Held In High Regard

We are saddened to report the passing of South Florida promo legend **Fred Held**, who died of cancer March 6 in Tennessee. Held was a 41-year music industry vet who was considered to be the top independent promotion and marketing guy in South Florida and was responsible for breaking a bunch of dance acts, especially during the famed "Miami Dance Era" of the '70s and '80s.



**WAKS** and **WMMS/Cleveland** PD **Bo Matthews** emerged from his damp basement Format Lab armed with his newest creation: a **WAKS HD2** side channel called **Kiwi Radio**, designed to specifically target that lucrative tween demo of 11- to 15-year-olds and featuring music from such tween mainstays as the soundtracks to "High School Musical" and the Disney Channel's "Hannah Montana." "The thing is, this music is just pop. And it's good. And it's what our young audience wants," Matthews tells ST. "It's not kids' music. Eventually, I could see many of these titles making their way onto mainstream top 40 playlists. Remember **Aqua?** **Hanson?** I'll take 'Hannah Montana' [**Miley Cyrus**] or 'High School Musical' over those any day."



## Quick Hits

■ **KYZZ** (the New Jammin' 97.9)/Salinas, Calif., needs a new night show as **Geo** exits. **Geo** can be reached at radiogeo99@yahoo.com.

■ **Bill Buchner**, who left **WLTW**/New York last November after 17 years, has reappeared across the street doing weekends at **WQCD** (CD101.9). **Buchner** will host Saturdays from 3 p.m. to 8 p.m. and some additional fill-in.

■ Longtime **KDWB**/Minneapolis morning personality **Dave Ryan** will soon be in desperate need of a co-host, as **Corey Foley** recently announced her intention to leave the show at the end of April. Seems she's getting married later this year and will most likely relocate to Florida.

■ Just three weeks after leaving the morning show at **KDMX**/Dallas, the lovely and talented

**Cappy** is back to work—without having to leave the market. **Cappy** has been hired as production director for the syndicated "Kidd Kraddick in the Morning," conveniently based down the street at Clear Channel's **KHKS**. "Due to some red tape, I cannot use the 'Cappy' name on the air, so I will be known as 'Dino,'" says **Cappy**, er, **Dino**, whose real name is **Aaron Cappotelli**. Confused yet?

■ The lovely **Michelle Visage** has reportedly landed in sunny South Florida as the new morning co-host on **WEAT** (Sunny 104.3)/West Palm Beach, teaming up with PD **Rick Shockley**. We've been fans of **Visage's** since we played all of **Seduction's** hits in the early '90s. Since then, she's gone on to carve out a radio career, with stops at **WKTU**/New York (with the equally lovely **RuPaul**) from 1996 to 2002, a three-year stint at **KHHT** (Hot 92 Jamz)/Los Angeles and, most recently, co-hosting morn-

ings (with **Joe Causi**) at **WNEW**/New York before the station morphed to **AC** and performed a wholesale housecleaning in January.

■ After a cup of coffee at **Citadel**/Reno, Nev., **Cleveland Wheeler** is gone. **Wheeler**, famous as a member of the legendary "Q Morning Zoo" at **WRBQ** (Q105)/Tampa back in the day, joined **Citadel** in January as PD of country **KBUL**. For now, **KBUL** MD/promotions director **Derek Gunn** is interim PD, while **Nick Elliott**, PD of co-owned **CHR**/top 40 **KWYL** and hot **AC** **KNEV**, adds **OM** duties for the cluster.

■ The 2007 **John Tesh** "Slog Through the Snow" campaign hit pay dirt while traipsing through scenic Colorado: nights at **KIMN** (Mix 100)/Denver. **Tesh**: Denver rolls 7 p.m.-midnight Sunday-Friday on most of these Mix 100 stations.

**SOMETIMES  
IT'S BETTER  
TO BE HEARD  
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If you think Latinos only follow **Copa América** on TV, think again. Many Hispanics work outside where they can't watch TV, while others turn down the volume because they prefer the radio announcers. To be sure you reach Latinos during this huge soccer event, contact **ESPN DEPORTES** Radio—the exclusive radio home for **Copa América**.



ADVERTISING: Carlos San José (312) 898-4071 AFFILIATION: Elisa Torres (305) 460-2143

# The Programming Department

■ **Coka-Lani Kembro**, most recently MD/midday host at Clear Channel urban AC **WMIB (103.5 the Beat)/Miami**, resurfaces at urban sister **WBTP (95.7 the Beat)/Tampa** in the same capacity. She replaces **Mike Johnson**, who exits.

■ To celebrate his second anniversary as PD of **WEQX/Albany, N.Y.**, owner/GM **A. Brooks Brown** summoned PD **Willabee** into his office and promoted him to OM. Later two kinds of cake were served along with a selection of ice cream.

■ Here's **Greg Sutton**, PD of **WXSR/Tallahassee, Fla.**: "We're a virtual incubator for making large-market hosts—our MD/midday diva, **M.J.**, has jumped 120 markets to do nights and imaging for **KROX (101X)/Austin**." Thanks, **Greg. M.J.** will replace **Trina Quinn**, who recently left 101X after 10 years to film a documentary in China, where Chinese food is just called "food."

■ Imaging director/mixer **Bill "Big Sexy" Black** adds APD stripes at **WHTA (Hot 107.9)/Atlanta**.

■ **KSFM/Sacramento** fills its vacant APD/MD/afternoons post, which opened when **Tony Tecate** resigned to become PD at **KIKI (Hot 93.9)/Honolulu** in January, that lucky bastard. Midday personality **Big Al**, who had been filling in for afternoons, officially gets the upgrade. **D Lo**, who previously worked on KSFM's "World-Famous Morning Show," returns to the station in middays. Weekender **Freeze** is the new MD, and imaging director **Randy Fox** adds APD stripes.

## Label Love

■ Congrats to the dues-paying **Dina Rizzotto**, the long-time assistant to Universal Motown senior VP of pop promotion **Mike Bergin**, who is now ready to leave the nest and enter the wonderful world of promotion as the label's New York regional promo rep. Rizzotto replaces **John Goodwin**, who recently left the company. Down the hall, senior VP **Gary Marella's** assistant, **Rocco Moschetta**, becomes Bergin's new assistant, replacing Rizzotto. Marella now needs a replacement.

■ **Wendy Washington** is the new senior VP of media relations for Zomba Label Group, where she will be kept very busy doing publicity for Jive, LaFace, Volcano, Verity, GospoCentric and Fo Yo Soul. Washington most recently held the same position at Universal Motown Records. No stranger to the Zomba family, Washington was Jive national director of publicity back in the day.

■ Will the last person left at Big3 Records turn out the lights? The label's staff continues to dwindle, as director of promotions **Anthony Iovino** exits after four-and-a-half years, along with director of sales **Tim Hibbs**. Iovino has tons of previous promo experience at Priority, Maverick, Edel America and TVT, as well as S.I.N. magazine. He can be reached at 516-763-9688 (home), 917-364-4828 (cell) or [anthonyiovino@verizon.net](mailto:anthonyiovino@verizon.net). Find Hibbs at [thibbs1@aol.com](mailto:thibbs1@aol.com).

■ Congrats and "mad props," as the kids say, to **Jeannine Jersey**, who has earned her PD wings at **WTIC-FM/Hartford**. Jersey has been in the house for the past six years, but is now taking over day-to-day programming from OM **Steve Salhany**. She'll continue as MD/afternoon co-host.

■ **John Connor** exits the MD/midday chair at **WQAL (Q104)/Cleveland** as his contract isn't renewed. PD **Dave Popovich** adds MD duties. Reach Connor at [johnnyconnor@yahoo.com](mailto:johnnyconnor@yahoo.com). Q104 night guy (not that) **Tim Richards** steps into the blinding light of middays to replace Connor, causing Popovich to deploy the Jock Search-O-Master 2000™ to locate his next night talent.

■ **Chris Crowley** is the new PD of **WARO/Fort Myers**. Crowley spent the past three years working for Jacobs Media.

■ **Dena Fletcher** is upped to PD of **KJSR (Star 103.3)/Tulsa**. The good news is there are no pesky moving expenses involved since she's already in the building as APD of AC sister **KRAV**, a position she will keep. Fletcher's promotion will take some of the load off **Chris Kelly**, who had been PD of KJSR and PD/morning guy at Christian AC **KKCM (Spirit 102.3)**.

■ Less than 24 hours after he resigned as PD from Regent rhythmic **WZPW (Power 92.3)/Peoria, Ill.**, after three years, **Don Black** has magically reappeared directly across the street as the new PD/afternoon talent at Independence Media CHR/top 40 **WPIA (Kiss FM 98.5)**. His new e-mail address is [bigd@kissfmpeoria.com](mailto:bigd@kissfmpeoria.com).

■ PD **John Boyle** has gone buh-bye from **KZOZ/San Luis Obispo, Calif.** Boyle arrived at the station in July 2005 from AGM sister **KKXX/Bakersfield**.

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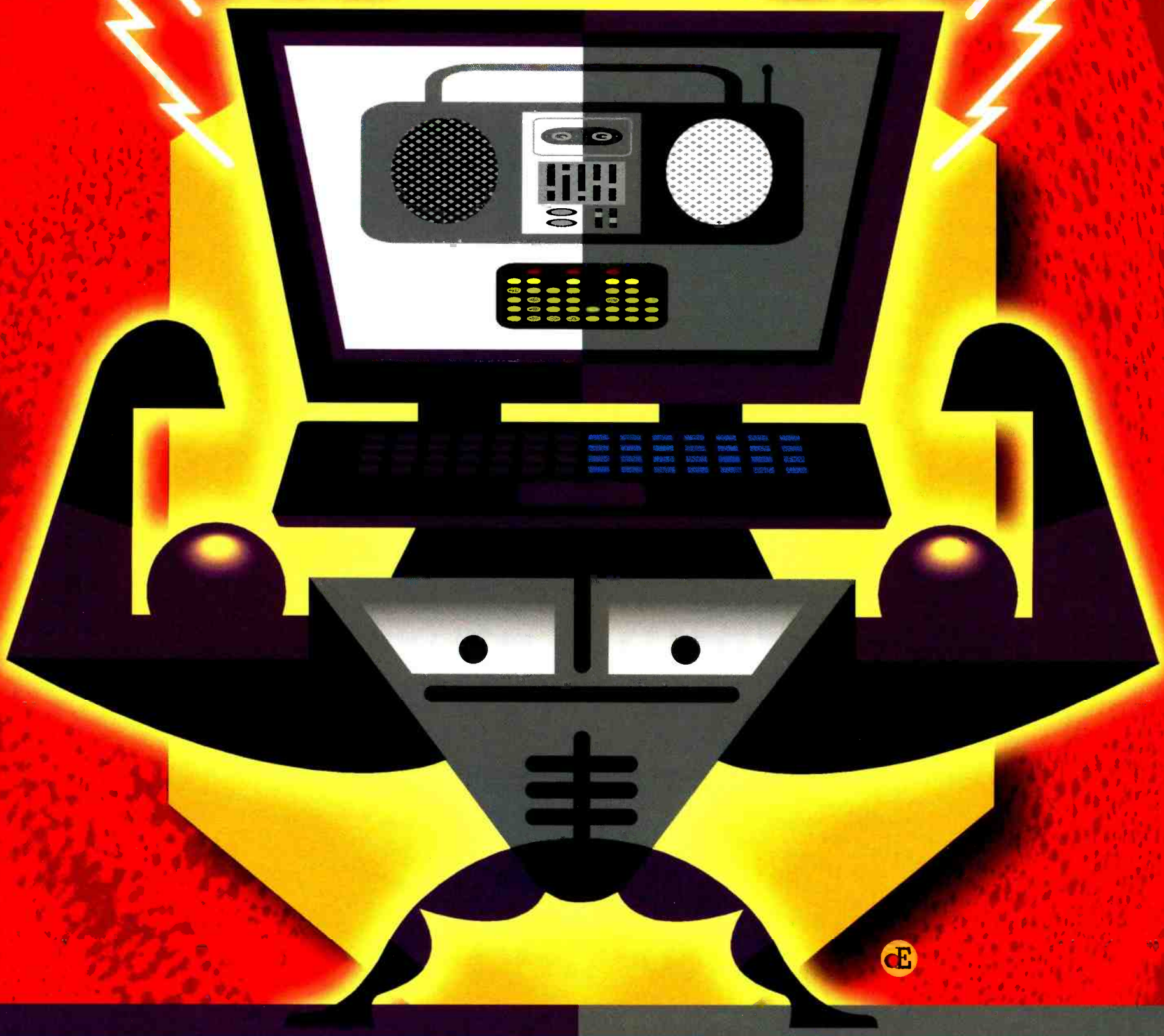
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# LEARNING CURVE



12



# PURE-PLAY INTERNET BROADCASTERS GOT THERE FIRST. WHAT CAN TERRESTRIAL PLAYERS LEARN FROM THE INNOVATORS?

By Susan Visakowitz ■ Illustration By Dave Ember

In the brave new on-demand domain—where media consumption can take place just about anywhere, anytime and by any means the consumer chooses—accommodating audience appetites is more crucial than ever. ■ For terrestrial radio, the Internet is a primed and ready opportunity to bring the age-old medium up to speed with the times, holding promise as an expansive, convenient and customer-focused, music-pumping service station ready to satiate eager ears.

And ambitious ears they are. According to the latest JP Morgan Internet Radio Scorecard, Internet radio listening has escalated 27% annually since 2000, with some 52 million people tuning in monthly as of January 2006. Radio research company Bridge Ratings, meanwhile, is predicting 20% annual growth for users of Internet radio through 2010.

Such explosive proliferation looks even more robust when compared with the flat and declining numbers that terrestrial radio has posted during the past decade. According to Arbitron, since 1998, time has dropped almost 2% for persons 12+ and 1% for persons 25-54, while time spent listening in the same frame has ebbed by about 11% for 12+ and persons 25-54.

Matt Feinberg, senior VP of national radio for advertising rep firm Zenith Media, says, "Regular terrestrial growth has been so lackluster, especially in the last couple of years, that getting onboard with Internet radio is now a 'need to or perish' situation."

While Feinberg's assessment is perhaps a bit more dire than most, the prospect of Internet radio boosting terrestrial's overall performance should not be discounted. As JP Morgan analyst John Blackledge says, "Given that your base audience is seeing annual declines at this point that may be irreversible, recapturing some of that audience online is a real positive."

## Pure Players

Those who are doing radio without any airwaves—Internet-only broadcasters like Yahoo and AOL—built their online empires from the ground up. They offer not only compelling evidence of the medium's seemingly boundless potential, but a guidebook for terrestrial operators still finding their footing in the burgeoning landscape.

Commanding 67% of the share of total unique visitors to Internet radio Web sites as of December 2006, per the aforementioned Scorecard, it's true that Internet-only—or pure-play—broadcasters have a leg up on the competition simply because they commandeered the space first.

Blackledge says, "Terrestrial didn't start to invest significantly until the end of 2004 or start of 2005, so they are still pretty new to this. The AOLs and

the Yahoos have been all over it for a while, and as online companies, it's their entire business, so of course they are ahead."

Arbitron senior VP of marketing and business development Bill Rose adds, "If you're a pure-play broadcaster, you don't have the supporting billion-dollar business to worry about that terrestrial does. You can focus."

But even with the head-start advantage, pure-players deserve kudos for impressive growth rates and the booming presence they have carved in the online world. "If you look at some of the pure-play broadcasters I cover on the radio side," Blackledge says, "you're seeing 30%-40% growth for them annually. They've been innovative all along and have the numbers to prove it."

Indeed, the latest ratings from the comScore Arbitron Radio Ratings service (for November 2006) show that the most popular pure-players, Yahoo and AOL, foster weekly audiences of around 2 million users each.

## 'What They Want, When They Want It'

Being able to capitalize fully on the surge in Internet radio listening comes down to one thing: understanding why it's happening in the first place. Reasons are multifold, but changing expectations of media top the list, and online-only broadcasters are ready-made for that challenge.

Rose says, "The growth in Internet radio is part of an overall trend in how people use technology and media. The consumer expects more and more to get what they want, when they want it."

This on-demand mentality is tied into increasing access to the Internet. According to a joint study that Arbitron and Edison Media Research conducted, as of 2006, 81% of Americans 12 and older are online, up from 56% only six years earlier. The study also finds that 71% of Americans have the Internet at home, with 34% accessing the Web at work.

Gerrit Meier, senior VP/GM of Clear Channel online music and radio, says, "We're at a point now where the audience for online consumption of entertainment, news and music is way up. That, in turn, is changing media habits."

Blackledge's analysis of at-home and at-work listening trends illustrates the challenge that widespread Internet access has presented to terrestrial listening habits. Per the Scorecard, average quarter-hour at-home and at-work terrestrial listening for persons 25-54 has annually declined 2% and 2.8%, respectively, since 1999, ahead of a reduction for in-car listening.

Even casual observation reveals the Internet's impact on terrestrial consumption. Blackledge says, "Walking around the office today, I didn't see a single radio. I used to. But now you come into work and you open up three or four browser windows anyway, so why not set one of them for your favorite

radio station? That option is there for people today."

In hand, the major pure-players have developed what are now well-worn strategies for keeping fickle listeners tuned in to their radio streams.

AOL director of radio Lisa Namerow says flexibility and choice are what listeners search for in today's plugged-in culture. "The number of stations and the depth of content we're offering for free is a major draw. We've got 220 stations, including some select XM Satellite Radio channels to choose from, so listeners can find something that suits them."

Yahoo head of programming and label relations Jay Frank adds that his company scratches the on-demand itch by allowing listeners to build their own playlists, which transforms the traditional push relationship radio has with its audience into one focused on pull.

"People don't want to sit through songs that don't interest them, so not only does their feedback directly influence what goes on our preprogrammed channels, but they can customize their own radio mix to get exactly the type of songs they want. They're in control online," he says.

## Follow Listeners, Find Money

As listeners have migrated to the online space, advertisers have followed. According to the Internet Radio Scorecard, the Internet radio advertising market totaled roughly \$500 million in 2006, or about 2.5% of the \$20 billion traditional radio ad market. That's up from just \$50 million in 2003. Additionally, the Scorecard claims that Internet radio cost-per-thousand (CPM) has risen 50% annually since 2003, moving from a CPM of about \$1 to \$8-\$10 from 2003 through the end of 2006.

Andy Lispet, managing partner of R&L Radio, an advertising rep firm that specializes in serving major online-only radio brands, believes there are four distinct reasons advertisers have hopped on the Internet radio bandwagon.

"First and foremost, it's where listeners are going," he says. "Second, it complements a traditional radio buy very nicely. Third, there's accountability; it's hard to demonstrate return on investment with terrestrial radio, but in the online space, you get a precise accounting of audience impressions for your ad. And fourth, specifically in the pure-play space, the commercial unit load is lower than what you have on terrestrial stations."

Zenith's Feinberg especially emphasizes the accountability factor. "In any digital media, you get empirical metrics, whereas terrestrial is just averages. You're never sure of the impressions you get. On the Internet, you're dealing with real numbers."

There are also highly desirable demographics in the online space to consider. A 2006 Arbitron/Edison Media Research study found that weekly Internet radio listeners are 36% more

*Continued on page 14*

**'The growth in Internet radio is part of an overall trend in how people use technology and media. The consumer expects more and more to get what they want, when they want it.'**

—Bill Rose

Continued from page 13

likely to live in a household with annual income of \$100,000 or higher, compared with the general population age 18 and older. Rose says, "And people who listen to online radio are more tech-savvy and better-educated."

For Blackledge, the concept of "connectivity" is key to explaining the pull of Internet radio for advertisers. "If an ad catches the attention of a listener online, he or she can react to it immediately, whereas if you're driving to work and you hear a phone number for a business, you're not going to write down the number and call it."

This connectivity dynamic is enhanced by the fact that, online audio and visual ads can be bundled, which means Internet radio can garner (and also measure) click-throughs to advertiser Web sites.

AOI's Namerow says, "You just can't get that interaction anywhere else. Couple that with the low number of ads on pure-play streams, and it's an unbeatable combination."

Finally, in the case of Internet broadcasters that have a sizable base of registered users, targeting becomes yet another selling point for advertisers. Yahoo's Frank says, "If you buy something on terrestrial radio, you don't truly know who your audience is. Since 80% of our user base is registered, if you want to buy an ad spot specifically for 21-year-old men, we can deliver that. With terrestrial, you can buy a station that leans that way, but inevitably there will be waste."

## Terrestrial's Time A-Comin'?

With a dizzying array of choices, unprecedented user control and advertiser benefits like low spot-loads already driving good business in the In-

## Weekly Internet Radio Audience Increased By 50% In Past Year

% Who Have Listened To Internet Radio In Last Week

January 2003: **8%**

January 2004: **8%**

January 2005: **8%**

January 2006: **12%**  
(Approximately 30 Million)

Base: Total Population 12+

SOURCE: Arbitron, Edison Media Research

ternet radio space, can terrestrial radio leverage its considerable content assets to catch up with or even surpass online pure-players?

"Yes," Rose says. "There will be a battle there eventually, but it's an issue of focus. Radio still makes almost all of its money over the air, so that's where they're looking. But terrestrial has discovered that if you don't have a Web presence, people will find different sources of information and entertainment."

Blackledge agrees. "Terrestrial operators are paying more attention to the online space. I'm not sure if or when they'll fully catch up, but growth has been very strong year over year and there's plenty of room for that to continue."

Terrestrial broadcasters do have momentum and early market saturation for pure-play radio on their side. While Internet-only operators witnessed such enormous upsurge in their initial stages, they have now reached a point "in terms of absolute number of unique visitors versus terrestrial where they simply cannot see that kind of tremendous growth any longer," Blackledge says.

The metrics offer support. While total unique visitors were up, according to the Internet Radio Scorecard, 22% from December 2005 to the same month in 2006, terrestrial operators reaped most of the benefit. Over-the-air radio station Web sites saw growth of 62% year over year, while pure-players experienced only 9% growth in the same time period. Additionally, the current 67% pure-player total unique visitors share cited earlier is actually down from 75% the year prior.

Most of the executives interviewed for this story agreed that Clear Channel, the only terrestrial operator signed up for the comScore Arbitron Online Radio Ratings service, is leading the way online among traditional broadcasters.

Rose says, "I give credit to what Clear Channel

has been doing online. They get it, and they're starting to see the fruits of their labor. They stand at almost 1.2 million weekly listeners in our latest ratings survey"—which means the company is approaching striking distance of sector leaders Yahoo and AOL, while already comfortably ahead of the other chief pure-play operator Live365.

According to the Scorecard, among terrestrial operators, Clear Channel has a commanding 16.5% share of total unique visitors to Internet radio as of December 2006. Blackledge attributes the sturdy leadership to the company's resources. "It's not that they're more visionary, just that they are able to throw so much muscle into their effort."

Rose adds that "you need to have enough audience aggregated across the country to get meaningful numbers. Clear Channel's large footprint allows it to scale."

For his part, Clear Channel's Meier says the company has so vigorously thrown itself into Internet radio for two reasons: of course, to follow listeners, which means advertisers, but also to make sure terrestrial radio companies continue to be seen as "principal drivers for breaking new music, something which was always a cornerstone of radio's role in the music landscape."

As far as competing with pure-players, Meier is confident that terrestrial operators have something unique to offer. "My strength is that I connect on a local level with my listeners. Through that I can give them something national programming entities can't. But just like national entities, I can also provide national programming. I can offer the best of both worlds, and that's where competition from Internet-only broadcasters ends."

## What The Future Holds

Two developing marketplace phenomena—wireless Internet and the so-called "10-foot experience," whereby the Internet becomes increasingly integrated into living rooms and other parts of the house as computers develop into hubs for home entertainment systems—are among technology trends that point to continued growth of the Internet radio space, for all broadcasters.

But Rose stresses that, for terrestrial operators, the future is already here, just waiting to be seized. "Online radio has made an impact on radio's bottom line already, if only because radio broadcasters have embraced the Internet as an integral part of how they market themselves. Our research has consistently shown that the top reason people go to a radio station Web site is to listen to the station. How stations manage that—whether they charge for it or place ads on it and the like—is in their hands."

Meier concurs. "Internet radio is already meaningful to terrestrial broadcasters, not so much in absolute numbers, which are always subjective anyway, but in what it has done as far as our relationships with advertisers and listeners go.

"The future is much better programming and better targeting of advertising. Listeners will come when they know they can get what they're looking for, and advertisers will come when they know they're getting what they paid for," Meier says. "That's the promise of the on-demand world, and it's our obligation as broadcasters to deliver on it."

R&R

# Do Ubroadcast?

There's a new player in the online radio realm. What Ubroadcast is promising to bring to the crowded environment is something few other pure-play Internet radio operators offer: an avenue for amateurs to become DJs and broadcast their own radio shows.

Ubroadcast president and co-founder John Castiglione says when he and partner Jason Sunstein were thinking about jumping into the online radio space, they realized there was a "major piece missing: true live talk radio. Most Internet radio is really just 'iPod radio'; they let you upload a few tracks and all of a sudden it's 'your station.'"

Castiglione and Sunstein, well-aware of the quickly mounting popularity of user-generated content sites like YouTube and MySpace, wanted to give people an easy, intuitive means to "go live" with their own radio programming, be it news-, talk-, sports- or music-oriented.

"We want this to be a forum for the individual, independent broadcaster, a place where you're as likely to tune in to coverage of a local volleyball game as you are to find a station playing only the music of local bands. We don't want to control what our broadcasters do. If they've got the talent and the guts to go live, let them run with it."

The beauty of the online space, of course, is that broadcasters will not be subject to FCC control, which means "as long as they don't do anything illegal," they're free to talk about anything they want, any way they want. Additionally, Ubroadcast is going to leave it in broadcasters' hands to decide whether they want to run advertising on their streams.

"I really hope some college kid somewhere puts together an amazing show that reaches 100,000 listeners and is then able to get \$10,000 for a spot," Castiglione says.

Ubroadcast may also prove a boon to terrestrial radio in two ways. First, terrestrial stations that have not yet built a Web presence can use Ubroadcast to get a simulcast up and running for minimal to no cost. "Right now everything is free," Castiglione says. "At some point we may charge if a broadcaster wants to upgrade to a more robust software application, but our plan is to keep costs very low."

The other upside for terrestrial is that Ubroadcast has the potential to become a hotbed of fresh talent, a tenacious issue in the broadcast landscape. "People will have a chance to get their 15 minutes of fame. It will almost be like an online 'American Idol.' The popularity of your show will speak to your originality and uniqueness, and there's no telling what sort of talent will bloom."

Ubroadcast officially launches this summer, though broadcasters can pre-register their shows now. —SV

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# ANNIVERSARY OF A NEW GENERATION

## {Súper Estrella}

**By Jackie Madrigal**  
Photographs By Jackie Butler /RETNA LTD.

Just 10 years ago, Latinos didn't have a Latin CHR/top 40 station to listen to—not just in the heavily Hispanic Los Angeles market, but anywhere in the nation. ■ When EXCL Communications—now Entravision Radio—launched KSSE (Súper Estrella)/Los Angeles on April 17, 1997, critics didn't hold back, predicting that it wouldn't stand the test of time. The notion of a CHR station for young Latinos went against everything the Latin radio industry had done up to that point. ■ “People would tell us it wouldn't work, the ratings wouldn't be there and they thought we'd only last a year,” says Entravision Radio VP of programming Néstor “Pato” Rocha, whose prior posts at the station include format director, on-air personality and PD. *Continued on page 16*

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In fact, it was Rocha, Jeff Liberman, Guillermo Prince and Dave Shakes who brainstormed the idea of a Spanish-language CHR station, the likes of which the nation had never seen. At the time, Entravision Radio president Liberman was EXCL Communications' operations director; Prince was VP of programming but is now PD of Peak Broadcasting's regional Mexican KOQO/Fresno. Shakes owns Shakes Radio Consulting Services.

In 1997, when Latin AC stations around the country were playing Juan Gabriel, Rocío Dúrcal, Luis Miguel, Amanda Miguel, Pedro Fernández, José Feliciano and Selena, Súper Estrella became the home to acts like Fey, Maná, Shakira, Paulina Rubio, Kabah, Enanitos Verdes, La Ley, Juanes, Café Tacuba and Thalía. And although both formats shared, and still share, some artists, the AC stations didn't consider the edgier pop/rock part of their programming.

Liberman says research showed there was demand in Los Angeles and in other Hispanic population centers around the country for hip, Spanish-language pop/rock music geared toward young Latinos—which didn't exist anywhere on the radio dial. "While most stations were focused on playing regional Mexican music, we took the leap and cre-

**'When you say "Maná" or "Shakira" you're going to think KSSE. When you can stand for the type of music you play, then you know you're successful.'**

—Bill Tanner

ated a radio format that young Hispanics could turn to for their favorite music," he says.

Bill Tanner & Associates president Bill Tanner, former Spanish Broadcasting System (SBS) executive VP of programming and VP of programming for Hispanic Broadcasting Corp. (now Univision Radio), says, "There's a large body of music Súper Estrella draws from that is not actively represented in any of the other stations in Los Angeles. [Univision's Latin pop KLVE] K-Love plays some of the pop stuff and Súper Estrella plays some of the ballads, but by and large, when you say 'Maná' or 'Shakira' you're going to think KSSE. When you can stand for the type of music you play, then you know you're successful."

With a limited budget for a then-unproven format, the team relied on grass-roots tactics to assemble the station's launch staff. "We had to go to the clubs, to the streets to look for talent. We looked for people we thought could make it big in time. Our promotion staff had never done promotions," Rocha says, but everyone had "ganas"—will or desire.

Today, the station's lineup includes Ysaac & Serralde in the morning show "La Regadera," which is syndicated in nine of the 11 markets that air programming supplied by the Súper Estrella Network (see story, page 18). There is also Taly Taly from 10 a.m. to 3 p.m., which includes the segment "La Torta Del Medio Día" from noon to 1 p.m., featuring Latin pop and pop/rock from

the '80s. Plus there's prankster Kolo Barrera from 3 p.m. to 7 p.m. (see story, below) and Alexxx & Mariana from 7 p.m. to midnight.

## No Easy Task

Competing in Los Angeles, where 43 stations are listed "above the line" in the fall 2006 Arbitron survey, is no easy task, then or now. Súper Estrella's competitors include everyone from KLVE and SBS' Latin rhythm KXOL (Latino 96.3) to Lieberman Broadcasting's regional Mexican KBUE/KBUA (Qué Buena) and Clear Channel's CHR/top 40 KHS, all of which have strong 18-34 Hispanic audiences—precisely KSSE's primary target.

Súper Estrella scored a 12+ share of 1.7 in Arbitron's fall 2006 survey and a 3.3 with adults 18-34, compared with K-Love's 4.9 (12+) and 6.9 (18-34), for example. However, as recently as winter 2006, KSSE had a 4.8 share in adults 18-34, and its four-book average in the demo is 4.0.

"We have reached the top two positions in 18-34 among Latino stations, but Arbitron varies so much. You're up in one book and down in the other," Rocha says. And although there's always pressure to produce high ratings, he says that whatever the numbers, the station maintains sta-

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# The Prankster Of The Bunch

## Kolo Barrera On His Show

Don't expect to hear a sweet, suave guy during afternoon drive at KSSE (Súper Estrella)/Los Angeles. What you get instead is a no-holds-barred prankster, Kolo Barrera. He's unlike any other jock in afternoons in L.A. Spanish-language radio, and he makes no apologies for it.

Kolo Barrera arrived at Súper Estrella in 2003, after making a name for himself on Radio Bilingüe, a community radio station in Salinas, Calif., and later as co-host of the morning show for the Súper Estrella Network.

**Afternoon drive is a huge responsibility. How do you put the show together, and what do you offer the listener?**

Normally this time slot calls for only music, but my show is like a morning show. I have segments like "Trapitos Súper Estrella," where people basically talk trash about someone; "el fonazo de la media hora," which are classic phone pranks. I do mentions of the most important world news and entertainment, but not as discussions, just so the audience is aware of what's going on. I want to entertain but also to keep the public aware of things that affect us as immigrants and human beings.

**You're irreverent on the air. You play jokes on people and sometimes even make people cry. When it comes to playing a joke, how much is too much? Have you ever gotten in trouble?**

Some people see me the wrong way, but I'm only being me and not the classic, "Hi, honey, how can I help you?" I like to call it like I see it, whether I'm talking to a guy or a girl.

How much is too much? I try not to touch on subjects or do pranks that push people to do something extreme. My pranks are not meant to get people angry, but to entertain the audience with something dumb. Problems? Not so far, but when I was at the network I did a segment called "Las Nakadas De Kolo Barrera," where I used to go out in the streets with a hidden microphone to rouse people up. One time I almost ended up naked when I told the America soccer team fans that their team sucked, and they came after me.

**Yet the audience seems to love you, gags and all. They dish it out as much as they take it. You hang up on them, they curse at you and call you names. You have a very peculiar relationship with them.**

No, no, no, I don't hang up on them. Everybody says I do, but I don't. I let them say everything they want and then I say "bye." That's not hanging up on them.

That trust comes as the audience identifies with you, and you mess around with them. I'm a very normal person who works behind the microphone, who talks like everyone else, who cries, who sometimes wins and sometimes doesn't and the audience identifies with that. I don't suffer from stardom, and that's why the audience accepts me, curses at me, educates me and let's me dish it back at them.

**Would you ever change your show?**

I would, but only for my benefit and to increase the entertainment level for my audience. Right now, I'm fine with what I do, which is "real radio." I don't have to invent things to entertain, nor give away money or cure a person so the audience admires me and listens to me. What I do is based on what is happening around us and affecting us. —JM



Kolo Barrera



**Warner Music Latina  
proudly  
Congratulates  
Nestor "PATO" Rocha  
and  
Super Estrella  
on their 10th Year Anniversary  
and continued success!**



**WARNER MUSIC  
LATINA**



Continued from page 16

tus as a leading brand in the industry. "Listen, not even soccer team Real Madrid can be the champion all the time, but the important thing is that everyone knows they're the best team—even when they don't win," Rocha says.

Robert Isaac, former KSSE OM and current manager of music scheduling for NBC Universal's young Latino-targeted mun2 cable TV channel, agrees that there's more to success than ratings. "Súper Estrella started on 97.5 FM, which is a very small signal, up against a monster like KIVE. It switched to 107.1 FM and still doesn't cover any of the valley," he says. People tend to only look at 12+ numbers, but even with signal restrictions, "Súper Estrella is the underdog that has been able to excel over the years."

**'Latin radio in the U.S. would be very different without the muscle KSSE put behind Latin pop and rock.'**

—John Echeverría

The brand, in turn, has not only brought to radio a novel pop playlist but a new lifestyle. "Everything and anything we did, whether it be marketing or programming, had to revolve around the style of what a Súper Estrella listener is," Isaac says. In fact, staffers often dedicated themselves to profiling exercises to help define the audience, with such questions as, Who are we going after? What makes them tick? What do they wake up to? What do they go to sleep to? What do they eat?

"It was literally that detailed," Isaac says. Súper Estrella listeners, who are a reflection of the station's lifestyle, have come to be known as "Generación Súper Estrella," or the Súper Estrella Generation.

Another of Rocha's and Súper Estrella's triumphs is the summer concert Reventón Súper Estrella, featuring a who's who of Latin music

artists. Launched in 1998, the event was born as part of a competitive strategy. A new sign-on could not compete for mega talent with other Latin stations, Rocha says, so doing a Cinco De Mayo or Mexican Independence Day event was out of the question. Reventón mirrors a summer event Rocha loved when he was young. "The Summer Jam KMEL/San Francisco did. Everyone talked about it and couldn't wait to go," he says, and that same feeling now permeates "los súper estrellados" (a name used to refer to Súper Estrella listeners).

The station was the first to create that type of concert for the Latin pop genre, Isaac says. "It has a very club anthem feel. There's a certain feeling, again a lifestyle type of thing. And it opened a lot of doors to break artists."

From 1999 to 2005 Reventón drew between

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## Under The Spell Of 'La Regadera' Ysaac & Serralde In The Mornings

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The morning show is a station's focal point, the one time slot that can make or break the station's ratings. At the helm of KSSE's (Súper Estrella) "La Regadera" are two young, creative, passionate guys named Ysaac and Serralde—who not only helm the mic at the Los Angeles station, but are syndicated on nine of the Súper Estrella Network's 11 nationwide outlets.

Both share a sincere appreciation for the station that has given them an opportunity to become part of Latin radio history. Ysaac and Serralde share their story.

**Both of you have interesting tales about how you came to be part of the station.**

**Serralde:** I started 10 years ago with Súper Estrella as an intern. I was making no money. Then I was a station driver and later did remotes. After that I was part of the station's first morning show. Life happened and I left, recorded an album, and in 2002 I came back to do the morning show. It's been great to see how the station has grown, because I've been part of it since the beginning. It's very satisfying to know that I started at the station working for free, and now I'm part of a show that is doing really well.

**Ysaac:** I'm part of the baby's birth, so to speak, because the Súper Estrella concept was born in San Jose, Calif., and I used to work with Pato [Entravision Radio VP of programming Néstor Rocha] at a station that had a similar format to Súper Estrella and flipped to Spanish AC. He and I were fired. Pato came to L.A., and I stayed in San Jose working at a car wash and doing other odd jobs, waiting for a new opportunity. In 2002, Pato brought me to Los Angeles to do the morning show.

**What's it like to do "La Regadera"?**

**Serralde:** It's a beautiful responsibility to be in the morning show. It's an important part of the station, because if the show is good, the station can get better ratings. You have to be creative, spontaneous and original. There are a lot of elements you have to have, much more than in other time slots. If I wasn't on the air in mornings, I think it would be boring to work in radio.

**And you have to reflect the station's hipness?**

**Ysaac:** Sure, Súper Estrella is a fresh-sounding station and has maintained that throughout the 10 years it's been on the air. That freshness has helped the audience identify with the station and treat it as theirs. That's why we can talk about any subject in the morning, even about our private lives, without any problem. And the public loves it. We have a great connection with them.

**In fact, you talk about very sexual subjects with a woman sex doctor that joins you. But to avoid any problems, you've created your own language—certain names you use for certain body parts.**

**Serralde:** Ysaac and I are not vulgar in our private lives, and there's a fine line between what's funny and what's vulgar. Our audience is very broad, from lit-



Ysaac, left, and Serralde

tle kids to older people, so we try to be clever. And using that cleverness you can do Mexican-style humor, use double-entendres, but without crossing the vulgarity line. We don't want to offend the grandmas that may be listening.

**You're in the No. 1 Hispanic market in the United States, competing with major talents. How do you handle the pressure to get ratings?**

**Serralde:** Radio's business is making money and ratings are an important element to make money. Unfortunately, the way radio's ratings are measured is not an exact science and they vary a lot from book to book. Everybody has to deal with that. We just try to be ourselves and people like that. Other stations have tried to copy some of our segments and even the station's music. Súper Estrella's and [the show's] thing is to do our own thing. Even when others try to copy us, our job is to be at the forefront.

**Your show now airs on nine of the 11 Súper Estrella Network stations. How proud are you?**

**Ysaac:** That's been one of our goals since we began doing the show, to reach more people. We want more people to enjoy what we do, the creativity we inject into the show. We came to this country to work like everyone else, doing normal jobs, and we've always wanted to achieve more and more goals. To have received the opportunity to do a morning show in a market like Los Angeles and to be on the air for five years and now go national is a great accomplishment. We have an enormous responsibility to keep it fresh and creative. —JM

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SUPER ESTRELLA

107.1



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10,000 and 14,000 attendees each summer, according to Billboard Boxscore, until 2006, when the event moved from the Arrowhead Pond in Anaheim, Calif., to Los Angeles Memorial Coliseum, catapulting attendance to 50,000.

### Primary Source

"Súper Estrella has become a primary source where young Latinos can find Spanish-language pop/rock music from artists such as Fey, Enrique Iglesias, Gloria Trevi and Nek," Liberman says. It opened the door for Latin pop artists to reach younger Hispanics. "Without Súper Estrella, it would have been much more difficult for those artists to generate a following in the U.S. Without it, what other radio format would have played their music?"

Isaac says of his days at Súper Estrella, "We were the first to take Pepe Aguilar and make him pop, the first to take Intocable and make them pop, the first to break songs that became anthems, like 'La Botella,' 'Mesa Que Más Aplauda' and many others."

Now that he's on the other side of the business programming videos, Isaac has found out how much more influence Súper Estrella has. "One of the biggest stations mun2 looks at as a group is Súper Estrella. The same goes for MTV3, LATV, etc. It became the place to find the proven hits," he says. When new talent gets a shot on Súper Estrella, it's more likely other stations will follow.

But has Súper Estrella received due credit? Not as much as it should, Isaac says, because most don't recall the early days, when Latin CHR stations didn't exist in this country. "No one saw the struggle of breaking artists no one else would touch. Here's a station that did, and then they became stars. Now some people say, 'All Súper Estrella does is play the hits.' Sure, but Súper Estrella created those hits."

Much credit is handed to Rocha. Isaac says, "Pato has an eye for what's next, what's hot, the next big thing that's going to break."

Rocha says there are those that recognize what Súper Estrella has accomplished, but "there are also others who have gotten so big that they forget where they started, where the movement began. It's logical that some will forget their roots. All we can do is to continue doing our work and keep the flame alive. If that flame dies, there will be no future artists."

Amnesia seems to be less of an issue on the label

**'The Hispanic community is extremely diverse, and Súper Estrella's success proved that there is an opportunity to create a much broader range of Spanish-language radio programming.'**

—Jeff Liberman

side of the industry. Executives recognize the station's impact on their artists and music, and agree they would have not gotten far without Súper Estrella.

"The station has definitely been a launching pad for all the Latin pop artists in the U.S.," says Mock & Roll VP Rogelio Macín, who at the time of the station's launch was VP of BMG U.S. Latin, which had the largest Latin rock and a strong pop roster. "You couldn't create a development plan for an artist in the U.S. without counting on Súper Estrella," he says, adding that if you take Puerto Rico out of the U.S. equation, the country simply did not have a broadcast vehicle to promote Latin pop prior to Súper Estrella. "It started the pop movement in the U.S.," Macín says.

Venevision International Music VP Jorge A. Pino, who previously presided over Sony Music's Latin pop division and EMI Music U.S. Latin, says he has closely followed the station's growth, from the time it launched 10 years ago to its escalation into "the most influential Latin pop radio station in its market."

He calls Rocha "a renaissance man of radio programming," because he has always been in tune with what youth want to listen to, he has provided diversity in his programming and has taken risks when he believes in the quality of a song and/or the talent of an act.

"Súper Estrella was fundamental in the development of the careers of some of Latin music's top artists, such as Ricky Martin, Shakira, Intocable, Obie Bermúdez and currently Servando & Florentino," Pino says.

Sony BMG Music Entertainment Latin region president Kevin Lawrie calls Súper Estrella "a pillar for Latin pop music in the U.S.," and adds that "if you randomly pick any successful pop single from the charts, I can guarantee it has the Súper Estrella stamp all over it."

In the process of developing new artists, he says, "Pato has been there with us every step of the way. He has the vision and the cojones to get behind records no one else would touch."

Universal Music Latino president John Echeverría adds, "Súper Estrella has reached the biggest goal we human beings can aspire to, which is to significantly change our surroundings. Latin radio in the U.S. would be very different without the

Súper Estrella's annual Reventón concert launched in 1998 and has featured the likes of, from left, Juanes in 2005, Ricky Martin in 2006 and La Ley in 2004.



Néstor "Pato" Rocha

muscle KSSE put behind Latin pop and rock. The careers of many superstar artists began there. This is a station that without prejudice or apprehension played artists like Juanes, just to name one."

Universal Music Latino VP of A&R and marketing Walter Kolm calls Súper Estrella the station that makes the hits. "Pato is a visionary," he adds.

The outlet continues to support new talent and is a fundamental vehicle to introduce a fresh generation of such acts as Jeremias, Belanova and La Secta AllStar to the audience. Echeverría adds.

Súper Estrella has also had a profound impact on a national level, Rocha says. It helped transport Latin pop music to Miami, New York, Chicago and the West Coast, because outlets in those markets had to keep up with the station. "Súper Estrella injected pop music everywhere in the U.S."

Súper Estrella shines bright among the 47 radio stations in Entravision's portfolio, Liberman says, because the company's radio division prides itself on maintaining a reputation for innovation, creating a wide range of radio formats and personalities that speak to varying tastes and styles among U.S. Hispanics throughout some of the nation's fastest-growing, most densely populated Hispanic markets. "Super Estrella is the epitome of that creativity," he says.

The success of the format has given the company's programming team the opportunity to develop other successful formats, like adult hits José, he adds. "Súper Estrella opened the door not just for Entravision but also other radio operators to go beyond the traditional regional Mexican and tropical formats. The Hispanic community is extremely diverse, and Súper Estrella's success proved that there is an opportunity to create a much broader range of Spanish-language radio programming." **R&R**





# Nestor "Pato" Rocha

A true visionary  
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culture as we know it.

Congratulations for a decade of hits

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Julieta Venegas • Kalimba • La 5ta. Estación  
La Oreja de Van Gogh • La Sinfonia • Reyli • Ricky Martin  
Reik • Ricardo Arjona • Shakira  
Sin Bandera • Toby Love • Voltio • Yuridia

**SONY**  **BMG**  
MUSIC ENTERTAINMENT

# Súper Estrella Amigos Offer Thanks

## Artists Sing Praises On 10th Anniversary

"Súper Estrella has always been a goal for artists, because it's the pop capital in the U.S. The station is fresh and reinvents itself constantly. Thank you, Súper Estrella, for making my songs your own."  
—Noelia

"Súper Estrella is the best. It's been the drive behind my music and has helped me take 'Flores' to everyone in California. Thank you."  
—Fonseca



**"No artist can be successful without radio. That's why I'm so thankful to Súper Estrella, which was one of the first stations to play my music on the West Coast. Congrats on your 10th anniversary, and I hope you continue to bring us great music for many more years."**

—Don Omar

"Súper Estrella equals super cool."  
—Belinda

"My Súper Estrella friends, I'm so happy for you and for all the care you've put in to entertaining us in these 10 years. Thanks for making me part of your history. I love you."  
—Fey

**"Súper Estrella friends, 10 is a golden number. How wonderful to be able to celebrate with you these 10 years of musical communion and support. Happy birthday."**

—Christian Castro

**"Congratulations, Súper Estrella, on these wonderful 10 years. Thanks so much, guys, for all your support and for making radio a gathering place where all Hispanics can express themselves. ¡Un abrazo!"**

—Juanes

"Congratulations, Súper Estrella, on your 10th anniversary. We are together with you celebrating this successful achievement. Thanks for supporting us. We wish you many more to come."  
—RBD

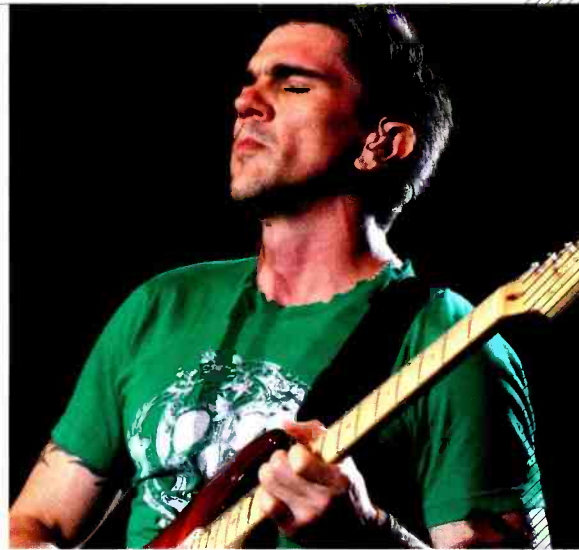
"I wake up every day listening to the crazy guys at 'La Regadera.' Súper Estrella is very special to me because they've supported my music from the beginning, and when I visit the station you make me feel at home. Congratulations."  
—Obie Bermúdez

"Lots of kisses to my friends at Súper Estrella, who take our music to all the 'raza.' Thanks for making magic through the airwaves. Happy anniversary, and I hope there are many more Reventón to come. You know that 'Todos te miran y te escuchan . . .'"  
—Gloria Trevi

"We want to congratulate you on these first 10 years of success. We loved doing Reventón last year, and we thank you for welcoming us."  
—Miranda

"Súper Estrella, congratulations on your 10th anniversary. May there be many more."  
—Enanitos Verdes

"Pato and Súper Estrella have definitely been the driving force behind all the contemporary artists in the United States, including me."  
—Julieta Venegas



"'La Academia' gave me the opportunity to show my talent through television. Súper Estrella opened the doors for me to Hispanic radio listeners in the United States. Pato and Súper Estrella are like my angels."  
—Yuridia



**"Congratulations, Súper Estrella friends, on your 10th anniversary. I'm so proud of being part of your great family and honored to have had your support for so many years. Pato, you are great, brother. Thanks for always being there. May the success continue."**

—Ricky Martin

"While no one takes risks on new music, Pato has always had the vision and the ability to discover hits."  
—Kalimba

"Without Pato and Súper Estrella's support, we wouldn't have had the success we have today in the States. Thanks, Pato."  
—Reik



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A view of the format from consultant Rick Scott

# State Of Sports Radio 2007

Al Peterson

APeterson@RadioandRecords.com

This week longtime sports radio adviser Rick Scott is hosting his annual Sports Radio Conference in Phoenix. The confab held each March attracts a cross-section of sports radio pros from around the country for three days of learning and networking in the Valley of the Sun.

President/CEO of Rick Scott & Associates, which he founded in 1992, Scott's varied radio background includes stints at KSFO/San Francisco, WBOS/Boston, KINK and KGON/Portland, Ore., and KJR/Seattle. As a programming/management adviser he has provided input to a significant number of sports radio stations nationwide, including KNBR/San Francisco, KTCK/Dallas and KJR. The Seattle Mariners, the Oakland A's, the Seattle Sonics, the University of Florida, Penn State University and the University of Miami have also benefited from Scott's expertise in the sports media industry.

Just before he boarded a plane to Phoenix, Scott shared his take on the current state of the

sports radio business and what he believes are some of the challenges and opportunities it will face in the year ahead.

**What is the state of sports radio in 2007?**

Extremely healthy and vibrant. The format is continuing to grow in numbers and in getting the respect it deserves in the industry. In a world of iPods, sports allows a station to offer something unique that the audience, for the most part, still has to seek out to consume.

**Is sports radio more bulletproof against expanding audio technologies than other formats?**

Many stations are reaching out and making podcasts

and MP3 downloads of their programming available and that's certainly a good idea, because the consumer is increasingly in control of when, where and how they listen. But, it's the unique product offered by sports that still drives people to radio.

I'd much rather run a sports radio station in 2007 than any kind of music station. That's not to say that many music stations don't still get significant numbers, but with sports you have a unique product that 10 years from now will still be valid. I don't know that you can say that about any music programming.

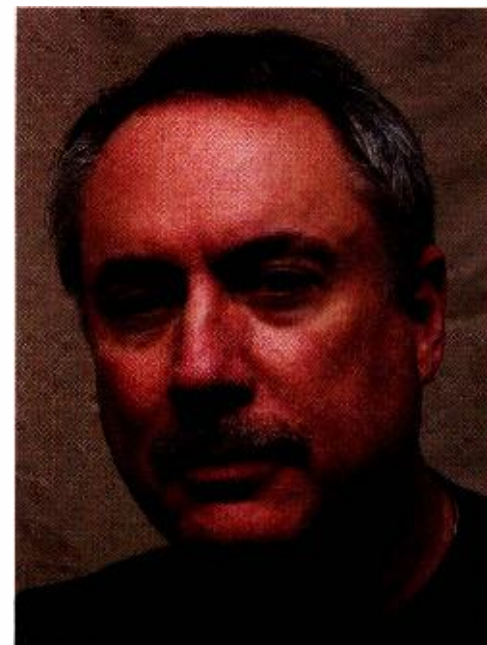
**'What sports radio can do best, in my opinion, is to be a voice for the fans on controversial issues and that's pretty powerful.'**

—Rick Scott

**What is the big appeal of the format that attracts fans and new stations to the format?**

Sports radio is a vehicle that people can use to escape the world and just enjoy some entertainment and fun for a little while. When stations do a good job of producing, packaging and presenting sports, it's compelling content that is just plain fun to listen to.

**There has been considerable debate through the years about the potential of sports/talk versus so-called**



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## ABC NEWS RADIO 2008 PRESIDENTIAL ELECTION COVERAGE

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## And The Winner Is . . .

Here are the winners of the 2007 R&R News/Talk Industry Achievement Awards announced during ceremonies at the 12th annual R&R Talk Radio Seminar held March 8-10 in Los Angeles. Congratulations to all of this year's winners and nominees.

**Industry executive of the year**  
Kraig Kitchin, Premiere Radio Networks

**Radio executive of the year**  
Gabe Hobbs, Clear Channel Radio

**GM of the year (tie)**  
Mickey Luckoff, ABC Radio/San Francisco  
Joel Oxley, Bonneville International/Washington, D.C.

**PD of the year**  
Jack Swanson, KGO/San Francisco

**News radio executive of the year**  
Steve Jones, ABC News Radio

**Station of the year (major market) (tie)**  
KFI/Los Angeles  
KGO/San Francisco

**Station of the year (markets 26-plus)**  
WLW/Cincinnati

**Local personality of the year**  
Bill Handel, KFI/Los Angeles

**Syndicated personality of the year**  
Rush Limbaugh, "The Rush Limbaugh Show"

If you want to do creative, fun radio that produces an active audience with incredible qualitative scores and power ratios that are generally well above the station's market share—a sports marketing vehicle that offers opportunities to sell beyond just ratings and allows you to tap into budgets and revenues that you just can't get with any other format—then sports radio is the way to go. **R&R**

**"guy talk," which some believers felt could broaden the appeal of their stations beyond traditional sports fans. Where do you come down on that issue?**

I hate the term "guy talk." To me it's never been a format—it just doesn't work. The most successful sports radio stations offer listeners information, and what that information means, through their personalities' opinions and observations. Guy talk, in my opinion, doesn't exist. Stations that have tried it have generally sputtered and most have gone away. I just do not believe in it.

**That said, you have always advocated that sports radio personalities have to go beyond the "X's and O's" if they want to succeed, right?**

Oh, absolutely. Let's take, for example, the recent Monday morning after the Oscars telecast. If you're a personality on a sports radio station and you weren't referencing that event in some way the next day, you probably don't belong on the radio. If you didn't have a take, or an opinion, on how Ellen DeGeneres handled hosting the show, or on Martin Scorsese, Jerry Seinfeld or Will Ferrell, then you probably shouldn't be hosting a radio show on any station.

**How important in 2007 is play-by-play programming to the success of a sports station?**

I don't want to sound like I'm avoiding the question, but it really does depend on the situation. Play-by-play can be an incredible external marketing vehicle that can bring new people into your radio station and expose them to your product. The question you always have to ask is, "What is that going to cost?"

If you can make money, or even break even with it, then it's a good deal. But if you are going to lose money on carrying play-by-play, then it's not. Only individual stations can make the call as to whether or not having a play-by-play relationship with a team is worth it in the end.

**Is there any programming downside to carrying play-by-play?**

In some cases it can taint the image of your station depending on how team management reacts to controversial coverage on the air about the team. I've certainly seen situations where team officials become unhappy when they hear criticism of the team's performance on

their flagship station. But if your station is defending poor performance and making excuses for the team when they aren't playing well, the audience will know it right away and that will give your station a whole credibility problem. Listeners' B.S. detectors go off pretty quickly.

**Is the model that we've seen in St. Louis and Washington, D.C., where the Cardinals and Redskins are actually part-owners of their flagship radio stations, one that we'll see more of in a world of dramatically escalating sports rights fees?**


I think it's something new that's being tried and the jury is still out. From a team's standpoint I can see the sense in creating and taking advantage of certain built-in synergies to direct the promotion, marketing and selling of the team to generate as much revenue for the team as possible.

But games—even with a sport like baseball—only take up a certain percentage of your programming day, so you still have to figure out what you're going to do to fill up the rest of the hours. If you're in the radio business, in my opinion you'll still have to run it like a radio station. Whether or not team management that also owns a radio station can do that remains to be seen.

**It has always been a given that controversy is good for talk radio. Are things like the recent NBA All-Star Game in Las Vegas—which some called a "thug fest"—with players using steroids and being involved in other criminal activity good for the format? Or do they taint sports in general and sports radio by association?**

Sports is a microcosm of life. It will produce some great stories and some feel-good stories, but there will also be stories on the other end of the spectrum about things that are not so good. I see those kinds of controversies as opportunities for sports stations to perform, because every listener is going to have opinions on them. Sports radio can drive the discussion on some of these issues and even be an advocate to help motivate the leagues to do something about them. What sports radio can do best, in my opinion, is to be a voice for the fans on controversial issues and that's pretty powerful.

**Why should at least one station in any cluster offer sports?**



Leslie Segrete  
Co-Host


Tom Kraeutler  
Host

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- Joe Lembo, Director of Sales, WPRO/Providence RI

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- Bob Agnew, Program Director, KQKE/San Francisco



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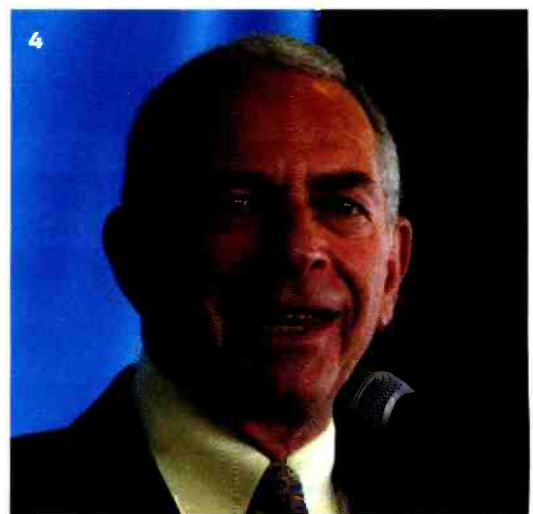
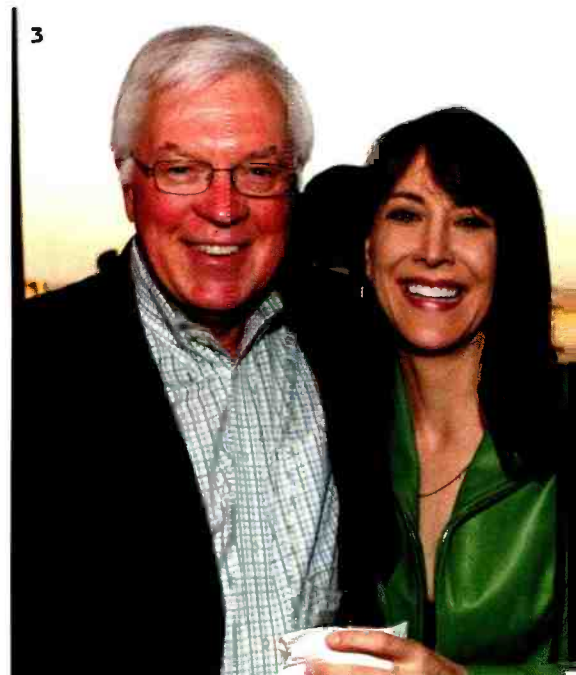
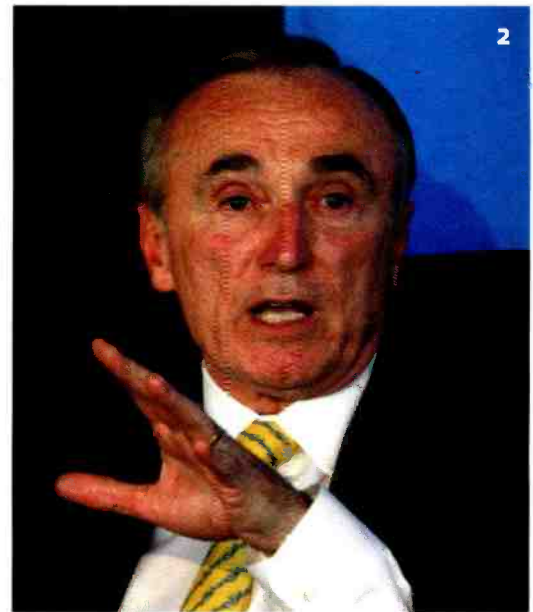
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# BIG SHOTS

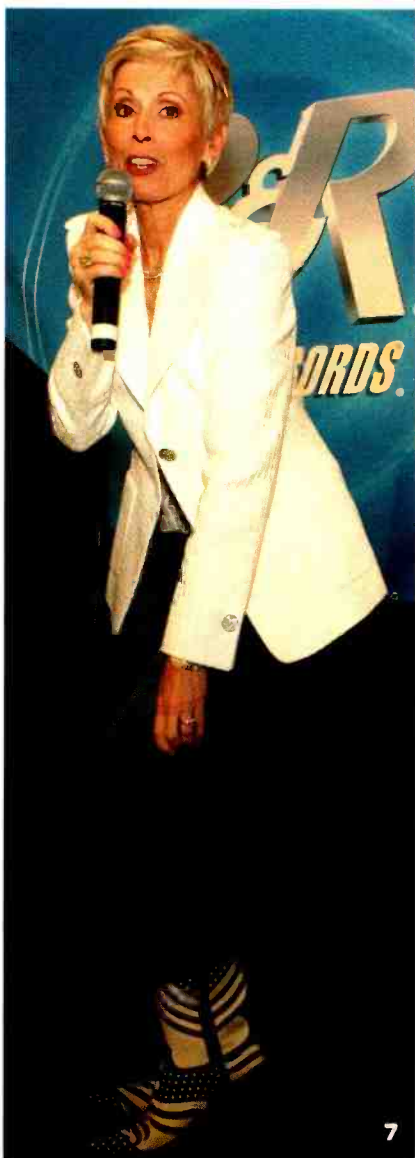
Compiled by Al Peterson  
 APeterson@RadioandRecords.com



## Miller Time At TRS 2007

**1.** Comedian/Westwood One talk host Dennis Miller wowed the crowd with his keynote address at the 12th annual R&R Talk Radio Seminar held March 8-10 in Los Angeles. Enjoying Miller's post-performance glow are, from left, R&R news/talk/sports editor Al Peterson, R&R publisher/president Erica Farber and Miller.

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



**2. Hail To The Chief** Los Angeles Police Chief William Bratton updated TRS 2007 attendees on domestic security issues and the increasing threat of gang violence nationwide during a special appearance by Los Angeles' top cop at the annual talk radio conference.

**3. Old Friends** Jones Radio Networks hosts Bill Press and Stephanie Miller pause for a Kodak moment.

**4. Top Of The World, Ma** KGO/San Francisco president/GM Mickey Luckoff thanks the crowd as he accepts an unprecedented fourth trophy as news/talk GM of the year during the R&R News/Talk Industry Achievement Awards luncheon held annually at TRS.

**5. Late-Night Talk Kings** Premiere Radio Networks' "Coast to Coast" hosts Art Bell, left, and George Noory strike a pose at TRS.

**6. Leave 'Em Laughing** Bill Handel, KFI/Los Angeles morning host and 2007 R&R News/Talk Industry Achievement Award winner for local personality of the year, shares a laugh during his appearance on a panel titled "Who's Left, Who's Right, Who Cares?"

**7. These Boots Were Made For Walking** Syndicated talker Dr. Laura Schlessinger shows off her custom red, white and blue cowboy boots at the TRS breakfast that she hosted where she also donated \$232,000 to Operation Family Fund.

**8. Chattin' With The 'Chicks'** Chatting it up during the opening-night cocktail reception are, from left, "ChickChat" host Lara Dyan, Talk Shows USA's Skip Joekle, "ChickChat" host Heidi Hanzel, Clear Channel Radio's Gabe Hobbs and Sporting News Radio's David Stein.

# Formats

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



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

## R&R TIMELINE

**1 YEAR AGO** Josue Villa tapped as PD of Latin urban KVIB (Club 95)/Phoenix. ■ Westwood One Sports names David Halberstam executive VP/GM. ■ Tony Calatayud is promoted to GM of Salem Communications' WKAT/Miami.



Banks

**5 YEARS AGO** Tony Banks is hired as PD at Clear Channel's rhythmic oldies WMGE/

Miami. ■ Salem Communications promotes Brian Taylor to GM of its Denver radio station cluster. ■ American Women in Radio and Television elevates Maria Brennan from VP of communications to executive director.

**10 YEARS AGO** Allen Butler is elevated to president of the Music City label group in Nashville. ■ Susquehanna alternative WNNX/Atlanta promotes Briar Phillips to OM and Leslie Fram to PD. ■ Mike Preston named PD at CHR/top 40 KBKS/Seattle.

**15 YEARS AGO** Greg Tantom is installed as PD/executive editor at Group W's all-news KFVB/Los Angeles. ■ Bonneville classic rocker KZPS/Dallas hires John Larson. ■ Richard Branson sells Virgin Music Group to British conglomerate Thorn-EMI for approximately \$1 billion.



Branson

**20 YEARS AGO** John McClain is appointed senior VP of A&R/executive VP/GM of urban music for A&M Records. ■ Summer Redstone wins battle over control of Viacom International. ■ John Axten and Louis Severine are promoted to senior VP positions at ABC Radio Network.

**25 YEARS AGO** Howard Stern signs five-year contract to do afternoon drive at WNBC/New York. ■ Jason Minkler and Tommy Teague join Network Records. ■ Monte Lang is promoted to president of the radio division at Amarturo Group.



Van Dyke

**30 YEARS AGO** WDGY/Minneapolis modifies its top 40 format to AOR. ■ Charlie Van Dyke resigns as PD of KHJ/Los Angeles. ■ Wallichs Music and Entertainment, owner of Southern California record store chain Music City, files for bankruptcy in a Los Angeles federal court.

## THE SPIN

### Timberlake Continues CHR/Top 40 Success Story

Justin Timberlake sets a pair of CHR/Top 40 chart marks as "What Goes Around . . . Comes Around" (Zomba) rises 2-1. Timberlake becomes the first male artist to score three straight No. 1s, as well as the first male artist to top the chart with three tracks from an album. "Goes" joins "SexyBack" and "My Love" as chart-toppers from the double-platinum "FutureSex/LoveSounds."



Since the launch of the Nielsen BDS list more than 14 years ago, only four previous albums have produced a trio of No. 1s: Ace of Base's "The Sign" (1993-94), Alanis Morissette's "Jagged Little Pill" (1996), Jennifer Lopez's "J.Lo" (2001-02) and, most recently, Avril Lavigne's "Let Go" (2002-03). Timberlake's run of three straight No. 1s matches the streaks achieved by Ace of Base and Lavigne, while Morissette remains the record holder with four No. 1s in a row.

With four overall No. 1s as a soloist ("Rock Your Body" hit No. 1 in 2003), Timberlake also ties Nelly for the most No. 1 titles by a male artist in the chart's history.

### Chesney Surges To Summit; Paisley Ropes Big Gain

Kenny Chesney's "Beer in Mexico" (BNA) hops 2-1 to become his 11th Country chart-topper. Chesney's single makes 32.7 million impressions and is his third No. 1 from the multi-platinum "The Road and the Radio" album, following "Living in Fast Forward" and "Summertime."

Chesney first reached No. 1 when "She's Got It All" spent three weeks atop the chart in late summer 1997. Concurrently, Brad Paisley's clever new single, "Ticks" (Arista Nashville), takes the chart's fattest gain, up 5.2 million impressions, during its first full week of airplay and climbs 50-30. "Ticks" is also awarded Breaker status (spins detected at 60% of the panel for the first time) with plays at 81 monitored stations.

### Mims' Heat Proves Too Much For Thicke

With a gain of 386 plays, "This Is Why I'm Hot" (Capitol) by Mims leapfrogs Robin Thicke's "Lost Without U" to gain the No. 1 spot on the Urban chart, despite Thicke's track sporting an improvement of 158 plays. It's the first time a song has lost the No. 1 title with an increase in plays since "Grillz" by Nelly gained 15 plays yet was trumped by Mary J. Blige's "Be Without You," which gained 404 plays, on the Jan. 20, 2006, chart. Meanwhile, Mims' "Hot" holds on to No. 1 for a second week on the Rhythmic and Rap charts and Thicke serves an eighth frame atop Urban AC with "Lost."

### Breaking Benjamin 'Breathes' Easier

Breaking Benjamin lands its third career Active Rock chart-topper as "Breath" (Hollywood) climbs 2-1. "Breath" follows "So Cold" (four weeks in 2004) and "Sooner or Later" (one week in 2005) to the top spot. "Breath" likely felt the effect of the lost hour due to the transition to daylight saving time as it slides into the pole position with a one-spin decrease. It's the first song to post a decline in spins in its first week at No. 1 since Stone Sour's "Through Glass" in the Sept. 8, 2006, issue, which coincided with airplay from Labor Day weekend.

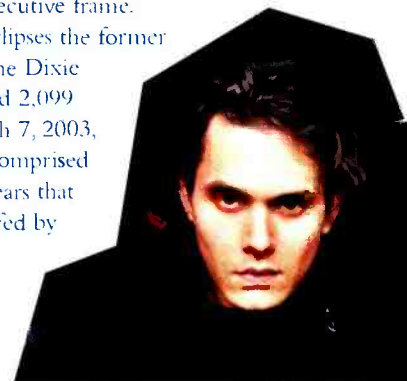
### Thomas, Aguilera Arrive In AC Top 10

After first charting in October, both Christina Aguilera's "Hurt" (RMG) and Rob Thomas' "Streetcorner Symphony" (Atlantic) make their way into the AC top 10 in their 22nd and 23rd weeks, respectively. The titles become just the 10th and 11th in the Nielsen BDS era to require at least 22 weeks to reach the top 10, with all but three doing so since the beginning of 2006.

### 'World' Record For Mayer

As the AC panel expands this issue from 105 to 108 stations, John Mayer's "Waiting on the World to Change" (Columbia) sets a new record for most plays in a single week. "Change" collects 2,141 spins and holds at No. 1 for a fourth nonconsecutive frame.

Mayer's new mark eclipses the former leader, "Landslide" by the Dixie Chicks, which registered 2,099 detections on the March 7, 2003, chart when the panel comprised 88 stations. In the 14 years that the AC chart has been fed by Nielsen BDS data, "Change" is just the seventh title to break the 2,000 weekly plays barrier.





Exercises his prerogative to bail out of a sweet deal

## Bobby Brown's Gift Horse Goes Barbaro

Kevin Carter and Keith Berman

KCarter@RadioandRecords.com, KBerman@RadioandRecords.com

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The following scenario would not have been possible without the active participation of Massachusetts law enforcement. A radio bit that ended up garnering national headlines began on Feb. 25, when the always entertaining-as-a-trainwreck Bobby Brown was hauled into a Massachusetts jail after he failed to pay \$19,150 in back child support to his first wife, Kim Ward of Stoughton, Mass. ■ Given Brown's unpredictable nature and questionable financial state, a seemingly crazy idea was impulsively born, thanks to Kane, the morning maestro at Clear Channel's WIHT (Hot 99.5)/Washington, who reached out to Brown's people and made an offer to put up the money to spring him—with one major string attached. In a nutshell: "We bail your ass out of jail, you come work here for a week."

Unbelievably, the plan came together the night of Feb. 28, when Brown's attorney accepted the offer. When asked if he actually believed that Brown would ever go for such a proposal, Kane says, "The best analogy I can use is that I feel like the dog that always chased the firetruck and never caught it. Today, we caught that firetruck."

"My cell phone rang Wednesday, and it was a sheriff in Massachusetts asking if Bobby could speak with me," Kane says. "It was so weird because years ago I had bought this guy's cassettes, and here he was calling me from jail. The first words out of his mouth were 'thank you,' and he wanted assurances that this would be a positive experience for him. I told him this was the perfect opportunity to start fresh, and he agreed."

Brown was scheduled to be on the air with Kane on March 2 and had also agreed to work at the station all week. Hot had also made plans to get Brown involved in some community events. "Bobby was in a situation where he needed help and was willing to listen," Kane said at the time. "We just happened to have the right offer at the right time, and we're happy that it worked out."



Brown

### The Fuse Was Lit

You just knew that somehow this whole house of cards was set to spectacularly explode—and that it did live on the air that Friday morning. The deal was in place, and Brown had agreed to come to D.C. to work with the station. "And, until 7:19 a.m. Friday morning, we firmly believed that Bobby was going to follow through with his commitment," Kane says. "It was only until we

started talking on the phone that we quickly realized that Bobby was on a completely different page."

Things began going decidedly south when Brown claimed, "You paid me some chips to be on your radio station," to which Kane countered, "Well, we paid to get you out of jail"—which Brown denied, saying he was already out of jail when Kane paid his bail. "So you snowed us—through your attorney, you lied to us," Kane shot back, saying Brown's attorney Phaedra Parks told him Brown was still in jail when the deal was cut.

"Who bailed you out?" Kane asked. "Where did the money that we paid go?" After being pressed, Brown finally admitted, "I guess you did." As the conversation became increasingly strained, Kane's inner monologue became so loud

**'It was so weird because years ago I had bought this guy's cassettes, and here he was calling me from jail.'**

—Kane



**'I rallied everyone together to get excited about Bobby, and then as soon as it all went south, we all changed direction en masse.'**

—Kane

it was almost deafening. "All I could think was, 'Oh shit, oh shit, oh shit,'" he says. "This deal was falling apart as we spoke." Brown began hedging: "We're going to talk when I get there, I like it better when I can see people," he said, even going as far to flat out deny what he had agreed to. When Kane pressed him to hash out details on-air, Brown hung up on him. Shortly thereafter, the station rescinded the deal.

"The money is being returned, and we're going to donate it to charity," Kane says. "Listeners will give us suggestions on how we can best divide it up." As news of Brown's behavior circulated, Kane said the public was clearly pissed. "The reaction here is unbelievable," he says. "People are hurt, upset and offended. They also feel disrespected by Bobby because this city was prepared to welcome him with open arms, then he goes and pulls this." Confirming those sentiments, a Hot 99.5 online poll that asked "Did Bobby do us wrong?" was running at 90% "yes."

Word of the deal and its subsequent implosion quickly spread nationally, painting Kane and the station in a positive light. And the coolest thing? Kane was actually mentioned by name and with the station's call letters rather than the usual "local radio station" in media outlets including the Associated Press, the Montreal Gazette, R&R sister The Hollywood Reporter, Chronic magazine, "Access Hollywood" and one of our favorite TV shows, MSNBC's "Countdown With Keith Olbermann."

### Dramatic Epilogue

Several days after his now-infamous hang-up, Brown was asked about the incident by a news reporter. Brown reportedly characterized the whole thing as "a misunderstanding." That was news to Kane, who says he hasn't spoken to Brown since the loud click. As negative as this turn of events may appear to the naked eye, Kane still looks upon the entire experience as a net positive for him, the station and its listeners. "The audience here in D.C. loved it," he says. "I rallied everyone together to get excited about Bobby, and then as soon as it all went south, we all changed direction en masse. Nothing gets a community together like a little adversity. We all now have that shared experience, and that's an emotional bond that can't be broken."

Naturally, Kane had a large and powerful supporting cast behind the scenes to enable him to even attempt this hefty deal in the first place. "This promotion would not have been possible without the support from [market manager] Dave Pugh, PD Jeff Kapugi and senior VP Marc Chase. I threw a lot in their direction, and they came back with a lot of yes's, which they didn't have to do," he says. "Special thanks as well to our promotions director Jessica Ritch, who really busted her butt on this."

Undeterred in his humanitarian efforts, leave it to Mr. "Glass Half Full" Kane to hop right back on that bucking celebrity-in-trouble charity horse. "Next, we're going to offer Britney a job," he says, sounding half serious. "Stay tuned." **R&R**

# CHR/TOP 40

▶ WITH A CLIMB TO NO. 10 FOR "IF EVERYONE CARED," **NICKELBACK** BECOMES THE FIRST ROCK BAND SINCE MATCHBOX TWENTY IN 1997-1999 TO PLACE FOUR SONGS FROM ONE ALBUM IN THE TOP 10.



# R&R

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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW	AUDIENCE MILLIONS	RANK
1	14	14	<b>WHAT GOES AROUND...COMES AROUND</b> JUSTIN TIMBERLAKE	NO. 1 (1 WK)	☆	9306	-70	61.047
2	16	16	<b>SAY IT RIGHT</b> NELLY FURTADO		☆	9243	-404	58.106
3	34	34	<b>IT'S NOT OVER</b> DAUGHTRY		☆	9085	+103	51.953
4	12	12	<b>THE SWEET ESCAPE</b> GWEN STEFANI FEATURING AKON		☆	8102	+515	51.592
5	9	9	<b>CUPID'S CHOKEHOLD</b> GYM CLASS HEROES FEAT. PATRICK STUMP	DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA		6295	+947	33.365
6	8	8	<b>GLAMOROUS</b> Fergie featuring Ludacris	WILL I AM/AM&M/INTERSCOPE		6184	+448	34.888
7	1	5	<b>DON'T MATTER</b> AKON	MOST INCREASED PLAYS	☆	6006	+985	39.227
8	11	11	<b>RUNAWAY LOVE</b> LUDACRIS FEATURING MARY J. BLIGE	DT/P/DEF JAM/DJMG		5582	-162	36.079
9	19	19	<b>IRREPLACEABLE</b> BEYONCE	COLUMBIA		5342	-1085	30.308
10	10	10	<b>IF EVERYONE CARED</b> NICKELBACK	ROADRUNNER/ATLANTIC/LAVA		4992	+354	23.811
11	20	20	<b>WALK AWAY (REMEMBER ME)</b> PAULA DEANDA FEATURING THE DEY	ARISTA/RMG		4798	-832	29.800
12	6	6	<b>GIVE IT TO ME</b> TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE	MOSLEY/BLACKGROUND/INTERSCOPE		4792	+208	30.652
13	19	19	<b>BREAK IT OFF</b> RIHANNA & SEAN PAUL	SRP/DEF JAM/DJMG		4725	-541	35.915
14	15	15	<b>THIS AIN'T A SCENE, IT'S AN ARMS RACE</b> FALL OUT BOY	FUELED BY RAMEN/ISLAND/DJMG		3733	-139	18.440
15	19	19	<b>FACE DOWN</b> THE RED JUMPSUIT APPARATUS	VIRGIN		3547	+292	16.568
16	14	14	<b>HOW TO SAVE A LIFE</b> THE FRAY	EPIC		3324	-469	20.342
17	22	22	<b>U + UR HAND</b> PINK	LAFACE/ZOMBA		3176	+584	13.987
18	13	13	<b>KEEP HOLDING ON</b> AVRIL LAVIGNE	FOX/RCA/RMG		3084	-216	16.199
19	15	15	<b>I WANNA LOVE YOU</b> AKON FEATURING SNOOP DOGG	KONV CT/UPFRONT/SRC/UNIVERSAL MOTOWN		3062	-577	16.731
20	4	4	<b>THIS IS WHY I'M HOT</b> MIMS	CAPITOL		2778	+690	16.443
21	8	8	<b>SHE'S LIKE THE WIND</b> LUMIDEE FEATURING TONY SUNSHINE	TVT		2757	+167	17.153
22	7	7	<b>ICE BOX</b> OMARION	T.U.G./COLUMBIA		2620	+291	18.906
23	7	7	<b>YOU</b> LLOYD FEATURING LIL' WAYNE	THE INC./UNIVERSAL MOTOWN		2498	+211	18.088
24	5	5	<b>BETTER THAN ME</b> HINDER	UNIVERSAL REPUBLIC		2141	+199	6.079
25	30	30	<b>BOSTON</b> ALGUSTANA	EPIC		2043	+103	6.843
26	13	13	<b>HERE (IN YOUR ARMS)</b> HELLOGOODBYE	DRIVE-THRU/SANCTUARY		1957	-750	12.008
27	5	5	<b>BEFORE HE CHEATS</b> CARRIE UNDERWOOD	ARISTA/ARISTA NASHVILLE/RMG		1956	+183	8.513
28	3	3	<b>CANDYMAN</b> CHRISTINA AGUILERA	RCA/RMG		1946	+433	8.912
29	4	4	<b>OVER IT</b> KATHARINE MCPHEE	RCA/RMG		1730	+291	9.354
30	9	9	<b>TELL ME</b> DIDDY FEATURING CHRISTINA AGUILERA	BAD BOY/ATLANTIC		1718	-405	18.305
31	17	17	<b>SHORTIE LIKE MINE</b> BC W WOV FEATURING CHRIS BROWN & JOHNNA AUSTIN	COLUMBIA		1640	-223	11.648
32	16	16	<b>WELCOME TO THE BLACK PARADE</b> MY CHEMICAL ROMANCE	REPRISE		1588	-757	8.260
33	4	4	<b>ON THE HOTLINE</b> PRETTY RICKY	BLUESTAR/ATLANTIC		1509	+206	6.910
34	2	2	<b>WITH LOVE</b> HILARY DUFF	HOLLYWOOD		1346	+223	5.836
35	3	3	<b>LOOK AFTER YOU</b> THE FRAY	EPIC		1298	+105	5.343
36	NEW		<b>BECAUSE OF YOU</b> NE-YO	DEF JAM/DJMG		1096	+368	4.951
37	NEW		<b>NOTHING LEFT TO LOSE</b> MAT KEARNEY	AWARE/COLUMBIA		1095	+58	2.739
38	NEW		<b>BEAUTIFUL LIAR</b> BEYONCE & SHAKIRA	COLUMBIA	MOST ADDED	1020	+630	7.979
39	NEW		<b>INTO THE OCEAN</b> BLUE OCTOBER	UNIVERSAL MOTOWN		883	-20	1.865
40	NEW		<b>LAST NIGHT</b> DIDDY FEATURING KEYSHIA COLE	BAD BOY/ATLANTIC		879	+330	10.289

## MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
<b>BEAUTIFUL LIAR</b> Beyonce & Shakira (Columbia)	23
<b>GIRLFRIEND</b> Avril Lavigne (RCA/RMG)	23
<b>THIS IS WHY I'M HOT</b> Mims (Capitol)	17
<b>BECAUSE OF YOU</b> Ne-Yo (Def Jam/DJMG)	14
<b>LOST WITHOUT U</b> Robin Thicke (Star Trak/Interscope)	13
<b>THE GREAT ESCAPE</b> Boyz Like Girls (Columbia)	13
<b>LAST NIGHT</b> Diddy feat. Keyshia Cole (Bad Boy/Atlantic)	12
<b>ICE BOX</b> Omarion (T.U.G./Columbia)	11
<b>OVER IT</b> Katharine McPhee (RCA/RMG)	10
<b>CANDYMAN</b> Christina Aguilera (RCA/RMG)	10

**ADDED AT... KWYL**  
Reno, NV  
PD: Nick Elliott  
Rich Boy, Throw Some D's, 2 Daughtry, Home, O Nickelback, If Everyone Cared, O Paula DeAnda, When It Was Me, O

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

### NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
<b>STOLEN</b> Dashboard Confessional (Vagrant/Interscope)	834/192	<b>THE KILL (BURY ME)</b> 30 Seconds To Mars (Immortal/Virgin)	451/90
<b>THE WAY I LIVE</b> Baby Boy Da Prince feat. Lil Boosie (Universal Republic)	779/108	<b>PAIN</b> Three Days Grace (Jive/Zomba)	450/80
<b>LOST WITHOUT U</b> Robin Thicke (Star Trak/Interscope)	735/279	<b>FOREVER</b> Papa Roach (E1 Tonal/Geffen)	316/126
<b>READ MY MIND</b> The Killers (Island/DJMG)	626/37	<b>MAKE IT RAIN</b> Fat Joe feat. Lil Wayne (Terror Squad/Imperial/Virgin)	268/27
<b>GIRLFRIEND</b> Avril Lavigne (RCA/RMG)	456/303	<b>HE'S ALIVE</b> A Girl Called Jane (Island/DJMG)	240/42

## MOST INCREASED PLAYS

+985	☆ <b>DON'T MATTER</b> Akon (Konvict/Upfront/SRC/Universal Motown)
+947	<b>CUPID'S CHOKEHOLD</b> Gym Class Heroes feat. Patrick Stump (Decaydance/Fueled By Ramen/Atlantic/Lava)
+690	<b>THIS IS WHY I'M HOT</b> Mims (Capitol)
+630	<b>BEAUTIFUL LIAR</b> Beyonce & Shakira (Columbia)
+584	☆ <b>U + UR HAND</b> Pink (LaFace/Zomba)

FOR WEEK ENDING MARCH 11, 2007  
LEGEND: See legend to charts in charts section for rules and symbol explanations.  
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## CHR/TOP 40 INDICATOR REPORTERS

**KQID/Alexandria, LA**  
PD: Ron Roberts

**KMXF/Fayetteville, AR**  
OM: Dave Ashcraft  
PD: Darrick Lavell  
MD: Jay Steele

**KCRS/Odessa, TX**  
MD: Nate Rodriguez

**KPRF/Amarillo, TX**  
PD/MD: Marshal Blevins

**WJMX/Florence, SC**  
OM: Randy "Mudflap" Wilcox  
PD/MD: Scotty G.

**WILN/Panama City, FL**  
OM: Mike Preble  
PD/MD: Jo Valentine  
APD: Kris Kaane

**KGOT/Anchorage, AK**  
OM: Mark Murphy  
PD/MD: Bill Stewart

**KISR/Ft. Smith, AR**  
OM/PD: "Big Dog" Rick Hayes  
APD: Rham Cunningham  
MD: Mike "Mike at Night" Oldham

**KRCS/Rapid City, SD**  
OM/PD: Charlie O'Douglas  
APD/MD: Jayden McKay

**WWBX/Bangor, ME**  
OM: Jeff Pierce

**KKXL/Grand Forks, ND, ND**  
OM: Rick Acker  
PD/MD: Trevor D  
APD: Dave Andrews

**KIXY/San Angelo, TX**  
OM: Jay Michaels  
PD/MD: David Carr

**KRSQ/Billings, MT**  
OM/PD: Kyle McCoy

**WQPO/Harrisonburg, VA**  
PD/MD: Bobby Mason

**WNDV/South Bend, IN**  
PD: Karen Rite  
MD: Scotty Wyldie

**WWYL/Binghamton, NY**  
PD: Matt Johnson

**WBNO/Bloomington, IL**  
OM: Dan Westhoff  
PD: Dave Adams  
APD: Chad Fasig  
MD: Mason Schreuder

**WKEE/Huntington, WV**  
PD: Jim Davis  
APD/MD: Gary Miller

**KCLD/St. Cloud, MN**  
OM: Matt Senne  
PD: JJ Holiday  
APD/MD: Wayne D.

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**KNDE/Bryan, TX**  
PD/MD: Lesley Henton

**KSYN/Joplin, MO**  
OM/PD: Jason Knight  
APD: Steve Kraus

**WHTF/Tallahassee, FL**  
OM: Doug Purtee  
PD: Brian O'Conner

**WRZE/Cape Cod, MA**  
OM: Steve McVie  
PD: David Duran

**WAZY/Lafayette, IN**  
OM: Rick Prusator  
PD: Karen Rite  
MD: Kim

**WMOI/Terre Haute, IN**  
MD: Jamie Dawson

**KTRS/Casper, WY**  
OM/PD: Donovan Short

**KFRX/Lincoln, NE**  
OM: Mark Taylor  
PD: Matt McKay  
MD: JJ Ryan

**WKHQ/Traverse City, MI**  
OM/PD: Luke Spencer  
MD: Dave B. Goode

**KZIA/Cedar Rapids, IA**  
OM: Rob Norton  
PD: Greg Runyon  
MD: Ric Swann

**KZII/Lubbock, TX**  
OM: Wes Nessmann  
PD: Jacqui Neal

**WIFC/Wausau, WI**  
PD: John Jost  
APD: Jammin' Joe Malone  
MD: Belky

**WQQB/Champaign, IL**  
PD/MD: Ken Cunningham

**WCIL/Marion, IL**  
OM/PD: Chad Elliot  
MD: Ivy

**WAZO/Wilmington, NC**  
PD: Mark Jacobs

**WJYY/Concord (Lake Regions), NH**  
PD/MD: AJ Dukette

**KIFS/Medford, OR**  
OM/PD: Michael Moon

**KFFM/Yakima, WA**  
OM: Ron Harris  
PD/MD: Steve Rocha  
APD: Reesha Cosby

**WKMX/Dothan, AL**  
PD/MD: Squirrel

**KNOE/Monroe, LA**  
OM/PD: Bobby Richards  
MD: Mike Austin

**WWAX/Duluth, MN**  
OM: Bill Jones  
PD/MD: Tony Hart

**WVAQ/Morgantown, WV**  
OM: Hoppy Kercheval  
PD: Lacy Neff  
APD: Brian Mo  
MD: Meghan Durst

**WLVY/Elmira, NY**  
OM/PD: Gary Knight  
APD: Brian Stoll

**WWXM/Myrtle Beach, SC**  
OM: Mark Andrews  
PD: AJ Seliga  
MD: Larry Knight

**WNKI/Elmira, NY**  
OM/PD: Scott Free  
APD: Amanda Valentine

**WRTS/Erie, PA**  
PD: Jessica Curry

**WQGN/New London, CT**  
PD: Kevin Palana  
MD: Shawn Murphy

**WSTO/Evansville, IN**  
OM: Tim Huel sing  
PD: Jason Addams

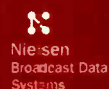
**WSPK/Newburgh, NY**  
PD: Scotty Mac  
APD: Sky Walker  
MD: Danny Valentino

**WDAY/Fargo, ND**  
PD: Troy Dayton  
MD: Special Ed



▶ **GWEN STEFANI PICKS UP HER THIRD SOLO NO. 1 AS "THE SWEET ESCAPE" (FEATURING AKON) JUMPS TO THE TOP OF THE CANADA CHR/TOP 40 CHART.**

POWERED BY



THIS WEEK	LAST WEEK	WEEKS ON CHART	CHR/TOP 40 INDICATOR			PLAYS TW +/-
			TITLE ARTIST	IMPRINT / PROMOTION LABEL		
1	2	12	IT'S NOT OVER DAUGHTRY	RCA/RMG	3165	+63
2	1	16	SAY IT RIGHT NELLY FURTADO	MOSLEY/GEFFEN	3059	-113
3	3	11	WHAT GOES AROUND...COMES AROUND JUSTIN TIMBERLAKE	JIVE/ZOMBA	2948	-13
4	5	10	THE SWEET ESCAPE GWEN STEFANI FEAT. AKON	INTERSCOPE	2607	+190
5	8	8	CUPID'S CHOKEHOLD GYM CLASS HEROES FEAT. PATRICK STUMP	DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA	2369	+253
6	7	8	GLAMOROUS Fergie FEAT. LUDACRIS	WILL.I.AM/A&M/INTERSCOPE	2319	+192
7	4	16	IRREPLACEABLE BEYONCE	COLUMBIA	2226	-313
8	9	10	RUNAWAY LOVE LUDACRIS FEAT. MARY J. BLIGE	DTP/DEF JAM/IDJMG	2054	-19
9	6	17	WALK AWAY (REMEMBER ME) PAULA DEANDA FEAT. THE DEY	ARISTA/RMG	1957	-267
10	13	5	DON'T MATTER AKON	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	1951	+371
11	10	15	BREAK IT OFF RIHANNA & SEAN PAUL	SRP/DEF JAM/IDJMG	1874	-102
12	11	9	IF EVERYONE CARED NICKELBACK	ROADRUNNER/ATLANTIC/LAVA	1747	+120
13	15	5	GIVE IT TO ME TIBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE	MOSLEY/BLACKGROUND/INTERSCOPE	1646	+148
14	16	8	FACE DOWN THE RED JUMPSUIT APPARATUS	VIRGIN	1619	+185
15	12	12	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALL OUT BOY	FUELED BY RAMEN/ISLAND/IDJMG	1588	-12
16	17	12	KEEP HOLDING ON AVRIL LAVIGNE	FOX/RCA/RMG	1411	+12
17	16	10	HERE (IN YOUR ARMS) HELLOGOODBYE	DRIVE-THRU/SANCTUARY	1217	-320
18	23	12	U + UR HAND PINK	LAFACE/ZOMBA	1087	+256
19	23	21	IT ENDS TONIGHT THE ALL-AMERICAN REJECTS	DOGHOUSE/INTERSCOPE	1084	-245
20	22	7	ICE BOX OMARION	T.U.G./COLUMBIA	1072	+172
21	21	6	SHE'S LIKE THE WIND LUMIDEE FEAT. TONY SUNSHINE	TVT	1038	+127
22	19	15	I WANNA LOVE YOU AKON FEAT. SNOOP DOGG	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	1031	-253
23	26	4	CANDYMAN CHRISTINA AGUILERA	RCA/RMG	1008	+207
24	29	6	BETTER THAN ME HINDER	UNIVERSAL REPUBLIC	921	+197
25	24	6	YOU LLOYD FEAT. LIL WAYNE	THE INC./UNIVERSAL MOTOWN	905	+33
26	30	3	THIS IS WHY I'M HOT MIMS	CAPITOL	823	+215
27	28	7	BOSTON AUGUSTANA	EPIC	793	+61
28	20	14	WELCOME TO THE BLACK PARADE MY CHEMICAL ROMANCE	REPRISE	757	-416
29	27	5	OVER IT KATHARINE MCPHEE	RCA/RMG	755	+41
30	25	8	TELL ME DIDDY FEAT. CHRISTINA AGUILERA	BAD BOY/ATLANTIC	576	-247
31	31	19	FERGALICIOUS Fergie	WILL.I.AM/A&M/INTERSCOPE	519	-71
32	33	4	BEFORE HE CHEATS CARRIE UNDERWOOD	ARISTA/ARISTA NASHVILLE/RMG	498	+88
33	35	3	ON THE HOTLINE PRETTY RICKY	BLUESTAR/ATLANTIC	497	+63
34	34	14	SHORTIE LIKE MINE BOW WOW FEAT. CHRIS BROWN	COLUMBIA	428	-42
35	38	2	WITH LOVE HILARY DUFF	HOLLYWOOD	406	+86
36	36	5	FADE AWAY SARAH ATERETH	BEGUILE	395	-12
37	NEW	PEW	BEAUTIFUL LIAR/BELLO EMBUSTERO BEYONCE & SHAKIRA	COLUMBIA	386	+259
38	39	3	NEW BEST FRIEND KELLY HARPER	DJMC	353	+11
39	NEW	PEW	BECAUSE OF YOU NE-YO	DEF JAM/IDJMG	343	+160
40	NEW	PEW	THE WAY I LIVE BABY BOY DA PRINCE	UNIVERSAL REPUBLIC	313	+59

THIS WEEK	LAST WEEK	WEEKS ON CHART	CANADA CHR/TOP 40			PLAYS TW +/-
			TITLE ARTIST	IMPRINT / PROMOTION LABEL		
1	2	12	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON	INTERSCOPE/UNIVERSAL	651	+3
2	1	18	SAY IT RIGHT NELLY FURTADO	MOSLEY/GEFFEN/UNIVERSAL	648	-15
3	3	13	WHAT GOES AROUND...COMES AROUND JUSTIN TIMBERLAKE	JIVE/SONY BMG	632	-12
4	5	11	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALL OUT BOY	FUELED BY RAMEN/ISLAND/UNIVERSAL	495	+43
5	4	8	GLAMOROUS Fergie FEATURING LUDACRIS	WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL	451	-11
6	10	3	GIRLFRIEND AVRIL LAVIGNE	RCA/SONY BMG	446	+81
7	8	7	DON'T MATTER AKON	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN/UNIVERSAL	437	+22
8	6	9	IT'S NOT OVER DAUGHTRY	RCA/SONY BMG	435	0
9	7	6	GIVE IT TO ME TIBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	428	-1
10	9	9	IF EVERYONE CARED NICKELBACK	EMI	383	-4
11	19	5	CUPID'S CHOKEHOLD GYM CLASS HEROES FEAT. PATRICK STUMP	DECAYDANCE/FUELED BY RAMEN/ATLANTIC/WARNER	342	+76
12	11	14	I OWE IT ALL TO YOU EVA AVILA	SONY BMG	325	-31
13	16	12	GRACE KELLY MIKA	CASABLANCA/UNIVERSAL	321	+16
14	13	16	BREAK IT OFF RIHANNA & SEAN PAUL	SRP/DEF JAM/UNIVERSAL	321	-29
15	15	8	HERE (IN YOUR ARMS) HELLOGOODBYE	DRIVE-THRU/EMI	295	-18
16	12	19	IRREPLACEABLE BEYONCE	COLUMBIA/SONY BMG	279	-73
17	17	16	KEEP HOLDING ON AVRIL LAVIGNE	FOX/RCA/SONY BMG	255	-31
18	20	12	LIE TO ME GEDRICE	HC ENTERTAINMENT	251	-5
19	14	18	ZU KESHIA CHANTE	SONY BMG	248	-73
20	18	8	RUNAWAY LOVE LUDACRIS FEATURING MARY J. BLIGE	DTP/DEF JAM/UNIVERSAL	237	-35
21	21	8	RADIO MARIKA	ROCKSTAR	217	-4
22	26	4	THIS IS WHY I'M HOT MIMS	CAPITOL/EMI	203	+26
23	24	29	LIPS OF AN ANGEL HINDER	UNIVERSAL REPUBLIC/UNIVERSAL	196	+9
24	39	3	SECOND CHANCE FABER DRIVE	UNIVERSAL REPUBLIC	189	+52
25	NEW	NEW	BEAUTIFUL LIAR BEYONCE & SHAKIRA	COLUMBIA/SONY BMG	171	+90
26	35	4	CANDYMAN CHRISTINA AGUILERA	RCA/SONY BMG	168	+26



The Baka Boyz are ready to spearhead a radio battle in San Diego

## Let's Bully

Darnella Dunham

DDunham@RadioandRecords.com

**L**ast October, MEC Network's XMOR (Blazin' 98.9)/San Diego surprised many (especially its employees) when station management announced that all its personalities, except mid-dayer Vanya, would be purged. The bloodbath was attributed to the station's decision to reposition itself from solely hip-hop to an approach more inclusive of other genres.

"The radio station has to be broader and more mainstream if it is to accomplish its goals," COM/brand and marketing manager Lee Cornell said after the overhaul. "We plan to be a thorn in the side of [Finest City rhythmic XHTZ] Z-90 and [Clear Channel CHR/top 40 KHTS] Channel 93.3. We can't do that if we're a niche like hip-hop without the rest of the big hits."

Explaining the changes, MEC owner Mario Mayans said at the time, "We're lifting the level of professionalism for this radio station. We have a big signal in a big market. We intend to continue to serve our audience and our advertisers, but we're adding to both pools."

After appearing dormant for several months, XMOR made its first major personality move on March 1, confirming rumors that the Baka Boyz would indeed host mornings. Also known as Nick V. and Eric V., the morning show hosts/mixers previously worked at such major-market stations as KMEL/San Francisco and KPWR (Power 106)/Los Angeles, and were last heard on urban WMIB (103.5 the Beat)/Miami before it flipped to urban AC.

"It's a terrific thing for this station," Cornell says of landing the Baka Boyz. "With the format going through so many changes around the country, to bring in guys who are so positive is great for the format."

The staff and management at Blazin' 98.9 are betting that their new high-profile morning show will deliver a significant ratings improvement—the station mustered only a 3.2 share of women 18-34 in the fall 2006 Arbitron—and the pair says it is up for the challenge. But rather than train its turrets on rhythmic rival XHTZ's "Chino in the

Morning" show, Nick V. and Eric V. are focused on beating "AJ's Playhouse" at KHTS.

"With the way the music is—let's be real about it, pop music is hip-hop now," Eric V. says. "So that's what it comes down to, the music, and if pop audiences are used to hearing hip-hop, then they'll be more than used to hearing what we're doing, and we definitely want to reach out to the audience. Everybody that wants to come to the party is welcome."

Even before they took over mornings, the Baka Boyz had the advantage of some built-in familiarity in the market. Their SupeRadio-syndicated mixshow, "The Baka Boyz Hip-Hop Master Mix," aired weekly on Blazin' 98.9. But spreading the word about a new morning show takes a lot of work, and the duo isn't relying on any name recognition they may already have in San Diego to get the job done. Their goal is to become as entrenched in the community as they were in Los Angeles, San Francisco and Miami.

According to Nick V., the foundation for their new audience in San Diego will be built on "the marketing that we're going to be doing, the community events that we set forth and being an active part of the community outside of what they're used to there in San Diego.

"When we went to San Francisco, we took it upon ourselves to do incredible things for the community, which set us apart right then and right there. [KMEL] was a heritage radio station, and we came in and showed them some things that they'd never done before," he continues.

"All that was just paying attention to what was going on in the community and acting real quick, real swiftly, by getting on the radio and showing

them that we're a part of the community, we care, and this is how we can help."

Despite their success in other markets, the Baka Boyz say they won't be bringing the same program to San Diego. But their Blazin' 98.9 show will not be a complete departure from what they've done before, either. "It will be parts of that," Eric V. explains. "But we're going to come up with a bunch of new stuff too."

Nick V. adds, "We'll step it up a lot. We've had so much success in all the markets that we've been into, we'll take a little bit of that and then add some more, with the help of MEC Network. They will be able to implement and provide us with the tools that we need to really take this and move the meter."

"I always feel like our show sounds different than everybody else's out there," Eric V. says. "Whether it's the music beds we're using or the bits we're doing, we always try to come up with something different to change up all the time. We try to re-create our show and just be creative with the sound."

The Baka Boyz have always zeroed in on 18-34 females and will continue to do so in San Diego. Eric V. attributes their ability to attract this demo to being themselves while remaining mindful of what the audience wants. "The biggest problem why people aren't listening to the radio as much anymore is because [radio doesn't] listen to their customers," he says. "The people that are listening are your main target. If you turn your back on them, you lose touch."

"We want to be about what they want. If it's a hot record that's on the street, we need to put that in. It's about being in touch with the community and learning the area. We got people out there already that are going to show us where to go, what to do, who to talk to—I've already done my groundwork for that. Plus we're going to do some street marketing out there, like a new album coming out. We're going to flood the streets."

The Baka Boyz will continue to host the syndicated "Baka Boyz Hip-Hop Master Mix," heard on roughly 70 stations in the United States. While their morning start date on XMOR has yet to be revealed, it and other announcements, including the appointment of the station's new PD and other on-air talent are expected soon. **R&R**

### Uphill Battle

The Baka Boyz have their sights firmly set on CHR/top 40 KHTS (Channel 93.3), but the road to victory is a long one. According to the latest Arbitron surveys, the distance between XMOR and competitors KHTS and rhythmic XHTZ (Z90) in the 18-34 demo is vast. Surpassing these stations in morning and total week ratings will require a huge surge.

#### 18-34 rank, mornings, fall 2006

No. 3: KHTS  
No. 8: XHTZ  
No. 13: XMOR (tie)

#### 18-34 rank, mornings, summer 2006

No. 3: KHTS  
No. 4: XHTZ  
No. 10: XMOR

#### 18-34 rank, total week, fall 2006

No. 2: KHTS  
No. 7: XHTZ  
No. 14: XMOR

#### 18-34 rank, total week, summer 2006

No. 1 KHTS  
No. 2 XHTZ  
No. 6 XMOR

Source: Arbitron



The Baka Boyz

► **FERGIE'S**  
"GLAMOROUS" IS LIFTED  
TO AIRPOWER STATUS  
WITH THE CHART'S  
SECOND-BEST GAIN  
(NO. 14, UP 426).



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	16	<b>THIS IS WHY I'M HOT</b> MIMS	<b>NO. 1 (2 WKS)</b>	CAPITOL	5178 +53	40.019 1
2	2	10	<b>DON'T MATTER</b> AKON		KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	5086 +181	33.947 2
3	3	18	<b>YOU</b> LLOYD FEATURING LIL' WAYNE		THE INC./UNIVERSAL MOTOWN	4181 -364	33.204 3
4	4	16	<b>ON THE HOTLINE</b> PRETTY RICKY		BLUESTAR/ATLANTIC	3784 -383	23.522 6
5	6	17	<b>ICE BOX</b> OMARION		T.U.G./COLUMBIA	3779 +154	23.861 5
6	5	18	<b>RUNAWAY LOVE</b> LUDACRIS FEATURING MARY J. BLIGE		DTP/DEF JAM/DJMG	3338 -639	26.304 4
7	7	13	<b>SAY IT RIGHT</b> NELLY FURTADO		MOSLEY/GEFFEN/INTERSCOPE	3309 -79	20.769 8
8	10	9	<b>LAST NIGHT</b> DIDDY FEATURING KEYSHIA COLE		BAD BOY/ATLANTIC	2937 +166	19.735 9
9	9	16	<b>MAKE IT RAIN</b> FAT JOE FEATURING LIL' WAYNE		TERROR SQUAD/IMPERIAL/VIRGIN	2837 +29	22.331 7
10	14	8	<b>THROW SOME D'S</b> RICH BOY FEATURING POLOW DA DON		ZONE 4/INTERSCOPE	2400 +177	16.690 11
11	13	6	<b>GIVE IT TO ME</b> TIMBALAND FEATURING NELLY FURTADO & JUSTIN TIMBERLAKE		MOSLEY/BLACKGROUND/INTERSCOPE	2346 +109	15.153 13
12	8	19	<b>WE FLY HIGH</b> JIM JONES		KOCH	2336 -470	16.926 10
13	11	24	<b>THE WAY I LIVE</b> BABY BOY DA PRINCE FEATURING LIL' BOOSIE		UNIVERSAL REPUBLIC	2275 -206	14.926 14
14	19	7	<b>GLAMOROUS</b> FERGIE FEATURING LUDACRIS	<b>AIRPOWER</b>	WILL.I.AM/A&M/INTERSCOPE	2196 +426	13.328 16
15	15	24	<b>WALK IT OUT</b> UNK		BIG OOMP/KOCH	2128 +7	15.885 12
16	16	4	<b>BECAUSE OF YOU</b> NE-YO		DEF JAM/DJMG	2124 +150	12.470 18
17	12	20	<b>IRREPLACEABLE</b> BEYONCE		COLUMBIA	2059 -337	13.898 15
18	17	13	<b>WHAT GOES AROUND...COMES AROUND</b> JUSTIN TIMBERLAKE		JIVE/ZOMBA	1859 +35	13.139 17
19	24	4	<b>LOST WITHOUT U</b> ROBIN THICKE	<b>AIRPOWER</b>	STAR TRAK/INTERSCOPE	1572 +302	9.864 20
20	18	28	<b>I WANNA LOVE YOU</b> AKON FEATURING SNOOP DOGG		KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	1513 -233	11.597 19
21	20	10	<b>POPPIN'</b> CHRIS BROWN FEATURING JAY BIZ		JIVE/ZOMBA	1465 -136	7.539 26
22	27	8	<b>GO GETTA</b> YOUNG JEEZY FEATURING R. KELLY		CORPORATE THUGZ/DEF JAM/DJMG	1404 +179	8.909 23
23	21	16	<b>BREAK IT OFF</b> RIHANNA & SEAN PAUL		SRP/DEF JAM/DJMG	1398 -152	9.515 21
24	26	7	<b>OUTTA MY SYSTEM</b> BOW WOW FEATURING T-PAIN & JOHN TA AUSTIN		COLUMBIA	1393 +152	7.327 27
25	25	8	<b>SHE'S LIKE THE WIND</b> LUMIDEE FEATURING TONY SUNSHINE		TVT	1391 +9	5.933 29
26	28	5	<b>NOT A CRIMINAL</b> CHAMILLIONAIRE FEATURING KELIS		CHAMILLITARY/UNIVERSAL MOTOWN	1093 -32	5.501 30
27	22	19	<b>THAT'S THAT</b> SNOOP DOGG FEATURING R. KELLY		DOGGYSTYLE/GEFFEN/INTERSCOPE	1042 -343	7.993 25
28	23	17	<b>PROMISE</b> CIARA		LAFACE/ZOMBA	986 -307	7.993 24
29	35	3	<b>I TRIED</b> BONE THUGS-N-HARMONY FEATURING AKON		FULL SURFACE/INTERSCOPE	968 +249	6.604 28
30	31	5	<b>THE SWEET ESCAPE</b> GWEN STEFANI FEATURING AKON		INTERSCOPE	844 +83	4.964 32
31	29	7	<b>DIME (TELL ME)</b> PITBULL FEATURING KEN-Y		FAMOUS ARTISTS/TVT	822 -3	3.573 37
32	36	4	<b>2 STEP</b> UNK		BIG OOMP/KOCH	816 +138	3.960 35
33	37	2	<b>WHEN IT WAS ME</b> PAULA DEANDA		ARISTA/RMG	775 +214	2.678 -
34	<b>NEW</b>		<b>BUY U A DRANK (SHAWTY SNAPPIN')</b> T-PAIN FEATURING YUNG JOC		KONVICT/NAPPY BOY/JIVE/ZOMBA	746 +300	4.995 31
35	40	2	<b>LIKE A BOY</b> CIARA		LAFACE/ZOMBA	733 +286	4.325 34
36	<b>NEW</b>		<b>BEAUTIFUL LIAR</b> BEYONCE & SHAKIRA	<b>MOST INCREASED PLAYS</b>	COLUMBIA	720 +429	4.381 33
37	33	8	<b>WOULDN'T GET FAR</b> THE GAME FEATURING KANYE WEST		GEFFEN/INTERSCOPE	706 +6	9.280 22
38	30	7	<b>LIES</b> MC MAGIC FEATURING KRISTAL MELODY		NASTYBOY	678 -90	3.438 38
39	<b>NEW</b>		<b>POP LOCK AND DROP IT</b> HUEY		HITZ COMMITTEE/JIVE/ZOMBA	536 +172	3.102 39
40	34	12	<b>NA NA</b> BABY BASH		ARISTA/RMG	536 -206	3.054 -

## MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
<b>GET IT SHAWTY</b> Lloyd (THE INC./UNIVERSAL MOTOWN)	23
<b>BUY U A DRANK (SHAWTY SNAPPIN')</b> T-Pain Feat. Yung Joc (KONVICT MUZIK/NAPPY BOY/JIVE/ZOMBA)	20
<b>WE TAKING OVER</b> DJ Khaled Feat. T.I., Akon, Rick Ross, Fat Joe, Lil' Wayne, Baby (TERROR SQUAD/KOCH)	13
<b>BEAUTIFUL LIAR</b> Beyonce & Shakira (COLUMBIA)	15
<b>PUSH IT BABY</b> Pretty Ricky (BLUESTAR/ATLANTIC)	14
<b>DIAMONDS</b> Fabolous Feat. Young Jeezy (DESERT STORM/DEF JAM/DJMG)	11
<b>LIKE A BOY</b> Ciara (LAFACE/ZOMBA)	9
<b>GLAMOROUS</b> Fergie Feat. Ludacris (WILL.I.AM/A&M/INTERSCOPE)	6
<b>LOST WITHOUT U</b> Robin Thicke (STAR TRAK/INTERSCOPE)	5
<b>GO GETTA</b> Young Jeezy Feat. R. Kelly (CORPORATE THUGZ/DEF JAM/DJMG)	5

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
<b>2 STEP</b> Clyde Carson (CAPITOL)	497/49	<b>DO IT DADDY</b> Deli-E Girl & Mister One (DIAMOND)	345/45
<b>I'M A FLIRT</b> R. Kelly Or. Bow Wow (Feat. T.I. & T-Pain) (COLUMBIA/JIVE/ZOMBA)	494/181	<b>BREAK 'EM OFF</b> Paul Wall Feat. Lil' KeKe (SWISHHOUSE/ASYLUM/ATLANTIC)	319/31
<b>OH YEAH (WORK)</b> Lil Scrappy Feat. Sean P. & E-40 (BME/REPRISE/WARNER BROS.)	428/6	<b>ROCK YO HIPS</b> Crime Mob Feat. Lil Scrappy (CRUNK/BME/REPRISE/WARNER BROS.)	291/11
<b>MR. JONES</b> Mike Jones (SWISHHOUSE/ASYLUM/WARNER BROS.)	378/25	<b>TOP BACK</b> T.I. (GRAND HUSTLE/ATLANTIC)	291/7
<b>CUPID'S CHOKEHOLD</b> Gym Class Heroes Feat. Patrick Stump (DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA)	369/86	<b>REPPIN' MY BLOCK</b> Rob G (LATIUM/UNIVERSAL REPUBLIC)	239/71

## MOST INCREASED PLAYS

<b>+429</b>	☆	<b>BEAUTIFUL LIAR</b> Beyonce & Shakira (Columbia) WJIS +36, KBDS +36, WRCL +34, WBBM +34, WRDW +32, KQGS +30, KZFM +26, WKHT +25, KOON +23, KCHZ +23
<b>+426</b>		<b>GLAMOROUS</b> Fergie Feat. Ludacris (will.i.am/A&M/Interscope) WBBM +48, KGGI +33, WNHT +28, KPWH +27, KKWD +26, KQKS +24, WLLD +23, WJFX +20, KCAQ +19, XMOR +17
<b>+302</b>	☆	<b>LOST WITHOUT U</b> Robin Thicke (Star Trak/Interscope) KHTN +28, WWKL +27, KVEG +25, KKWD +23, KOHT +22, KPWH +18, WBTT +17, KIKI +17, KTBT +15, WLTO +12
<b>+300</b>	☆	<b>BUY U A DRANK (SHAWTY SNAPPIN')</b> T-Pain Feat. Yung Joc (Konvict/Nappy Boy/Jive/Zomba) KPWT +46, KBMB +30, WBTT +29, KWIN +23, KSEK +22, WXIS +22, WLLD +21, KYLD +18, KOON +18, KHTN +10
<b>+286</b>	☆	<b>LIKE A BOY</b> Ciara (LaFace/Zomba) WPOW +31, WBBM +28, WJMN +27, KZFM +25, KISV +25, WBTT +24, KWIE +15, KRKA +14, WXIS +12, KVEG +12

**ADDED AT...**  
**WNVZ**  
Norfolk, VA  
PD: Michael Bryan  
MD: Shaggy  
Fergie Feat. Ludacris, Glamorous, 33  
Diddy Feat. Keyshia Cole, Last Night, 28

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

FOR WEEK ENDING MARCH 11, 2007  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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Home-grown morning shows beat syndicators at their own game

## Local Market Grand Slams

Hillary Crosley

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34

Steve Harvey's voracious morning show takeover of urban and urban AC stations during the last 10 months has been nothing short of staggering. Syndicated by Premiere Radio Networks and Inner City Broadcasting, the WBLS/New York-based program is already heard on 45 stations. Reach Media's Tom Joyner and ABC Radio's Doug Banks are also heard on dozens of urban and urban AC stations nationwide. ■ Yet despite an economic environment that favors syndication and voice-tracking, there are many examples where the giants of syndication haven't beaten the local morning guys at their own game. In fact, urban outlets in Atlanta, Dallas and Charleston, S.C., each have local morning shows that rank No. 1 12+ in their market.

### Beating The Syndicated Competition

How urban and urban AC morning shows stack up in the fall 2006 12+ Arbitron ratings in three markets.

#### Charleston, S.C.

WWWZ, "Da Breakfuss Club Morning Show With Baby J and Tessa"	7.3
WMGL, "The Tom Joyner Morning Show"	5.5

#### Atlanta

WVEE, "Frank and Wanda in the Morning"	10.4
WALR, "Tom Joyner"	6.2
WHTA, "The A-Team Morning Show"	3.4
WAMJ, "The Steve Harvey Morning Show"	2.9

#### Dallas-Fort Worth

KKDA-FM, "Skip Murphy & the Morning Team"	4.9
KBFB, "The Rickey Smiley Morning Show"	3.4
KSOC-FM, "Tom Joyner"	1.1
KKDA-AM, "The Willis Johnson Morning Show"	1.0

Source: Arbitron, Mon.-Fri., 6 a.m.-10 a.m., 12+ shares

Whether exploiting their business and personal relationships in the battle for artist interviews or devoting their airwaves to discussions that resonate in their community, these stations are claiming their cities—most notably in a way that Harvey, Banks and Joyner cannot.

"I've capitalized on my relationships with regional and national record label representatives," says Frank Ski, the "Frank" in CBS Radio urban WVEE (V103)/Atlanta's "Frank & Wanda in the Morning," on a flight back from the station's recent promotional trip to Beijing. The top-rated morning show has been on-air in Atlanta for almost 10 years. "When a [label] representative's birthday is coming up, I'm sending baskets of flowers because I know I'll need a favor one day."

V103 is fortunate because Southern hip-hop is the hottest musical ticket and the station is nestled in Atlanta, a contemporary version of Motown. Only New York has more MCs in one place, making it easy for Frank & Wanda to routinely garner a hot T.I. interview or a Ludacris and Young Jeezy exclusive. Still, Ski says most local morning shows don't look beyond their local label reps when cultivating relationships. This hurts smaller stations because an artist's promotional schedule is typically drawn up in the label's New York or Los Angeles corporate offices and out of the regional rep's hands.

"I used to work in Baltimore, which is sandwiched between two big markets." Washington and



The WWWZ (Z93)/Charleston, S.C., Breakfuss Club: From left are co-hosts Baby J and Tessa Spencer and producer Nate Lopes.

Philadelphia, Ski says. "When Jay-Z was doing his promotional tour, I used my relationship with [Warner Music Group executive VP] Kevin Liles to get him to my station or at least to get a phoner."

Service Broadcasting urban KKDA/Dallas frequently uses its local connection and airtime as a platform for community dialogue.

"Not long ago we had a discussion about the kids who were filmed teaching a 2- and 5-year-old how to smoke blunts," says Gary Saunders, producer of KKDA's "Skip Murphy and the Morning Team." "It caused quite a stir here in Dallas, and since it was in our backyard, we were able to talk about it. The community called up to the show and eventually decided it wasn't hip-hop's fault, which the mainstream media blamed, but bad parenting."

Saunders possesses a unique perspective, having worked for local and syndicated morning shows (he previously produced both Banks' and Harvey's shows). Having seen both sides of the fence, Saunders says he prefers the immediacy of a local show.

"If we hatch a great idea at KKDA, I can run down the hall, speak to the PD, work a plan and do it that day," he says. "If I were at a syndicated show, we'd have to have a national call to make sure the idea didn't conflict with any of the promotions that stations were doing locally. It would really stretch it all out."

Meanwhile, "Da Breakfuss Club With Baby J and Tessa" at WWWZ (Z93)/Charleston, S.C., employs its uncanny eavesdropping skills to create No. 1 morning radio.

"We do our best to keep the show new and fresh by infusing what we hear from our listeners outside of the station," co-host Tessa Spencer says. "If we hear a good topic while one of us is out at a restaurant, we'll bring it up on the show. We're constantly reinventing ourselves."

And though each station has its local advantages, Ski says it all comes down to producing a good show with star power. "With Jay Leno and David Letterman, no one cares if they're in New York or Los Angeles. They just care that they're entertained," he says. "Star power is running radio right now. And if you're a local show who's interviewing the governor but the syndicated show has on Whitney Houston, who cares about the governor?" **R&R**



Saunders

► "I'M A FLIRT" ROLLS 15-9 WITH THE MOST INCREASED PLAYS AWARD (UP 577), HELPING R. KELLY EXTEND HIS LEAD WITH THE CHART'S MOST TOP 10s TO 25.



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	3	10	<b>THIS IS WHY I'M HOT</b> MIMS	NO. 1 (1 WK)	CAPITOL	4578 +386	47.972 2
2	1	14	<b>LOST WITHOUT U</b> ROBIN THICKE		STAR TRAK/INTERSCOPE	4569 +158	52.436 1
3	2	20	<b>YOU</b> LLOYD FEATURING LIL' WAYNE		THE INC./UNIVERSAL MOTOWN	4020 -281	47.160 3
4	5	17	<b>THROW SOME D'S</b> RICH BOY FEATURING POLOW DA DON		ZONE 4/INTERSCOPE	3601 -355	36.586 6
5	4	17	<b>ON THE HOTLINE</b> PRETTY RICKY		BLUESTAR/ATLANTIC	3266 -716	32.997 8
6	8	16	<b>ICE BOX</b> OMARION		T.U.G./COLUMBIA	3213 -85	39.542 4
7	6	17	<b>POPPIN'</b> CHRIS BROWN FEATURING JAY BIZ		JIVE/ZOMBA	3197 -327	37.074 5
8	10	10	<b>GO GETTA</b> YOUNG JEEZY FEATURING R. KELLY		CORPORATE THUGZ/DEF JAM/DJMG	2809 +208	28.578 10
9	15	5	<b>I'M A FLIRT</b> R. KELLY OR BOW WOW (FEATURING T.I. & T-PAIN)	MOST INCREASED PLAYS	COLUMBIA/JIVE/ZOMBA	2787 +577	32.053 9
10	7	18	<b>RUNAWAY LOVE</b> LUDACRIS FEATURING MARY J. BLIGE		DTP/DEF JAM/DJMG	2671 -806	25.345 12
11	12	10	<b>BUDDY</b> MUSIQ SOULCHILD		ATLANTIC	2650 +257	25.619 11
12	13	7	<b>2 STEP</b> UNK		BIG OOMP/KOCH	2623 +333	21.611 15
13	16	7	<b>LAST NIGHT</b> DIDDY FEATURING KEYSHIA COLE		BAD BOY/ATLANTIC	2420 +254	24.823 13
14	17	13	<b>ROCK YO HIPS</b> CRIME MOB FEATURING LIL SCRAPPY		CRUNK/BME/REPRISE/WARNER BROS.	2406 +308	21.554 16
15	9	20	<b>PROMISE</b> CIARA		LAFACE/ZOMBA	2380 -351	33.060 7
16	18	13	<b>IST TIME</b> YUNG JOC FEATURING MARQUES-HOUSTON & TREY SONOZ		BLACK/BAD BOY SOUTH/ATLANTIC	2157 +136	23.141 14
17	11	18	<b>TOP BACK</b> T.I.		GRAND HUSTLE/ATLANTIC	1988 -411	18.591 17
18	19	8	<b>WOULDN'T GET FAR</b> THE GAME FEATURING KANYE WEST		GEFFEN	1916 -38	13.188 24
19	30	2	<b>DON'T MATTER</b> AKON		KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	1794 +488	14.241 22
20	14	20	<b>MAKE IT RAIN</b> FAT JOE FEATURING T-PAIN & LIL WAYNE		TERROR SQUAD/IMPERIAL/VIRGIN	1744 -444	17.047 19
21	24	3	<b>BECAUSE OF YOU</b> NE-YO		DEF JAM/DJMG	1739 +303	16.995 20
22	2	2	<b>LIKE A BOY</b> CIARA		LAFACE/ZOMBA	1674 +352	17.404 18
23	15	15	<b>ONE</b> TYRESE		J/RMG	1583 +98	11.114 26
24	20	8	<b>30 SOMETHING</b> JAY-Z		ROC-A-FELLA/DEF JAM/DJMG	1467 -372	11.490 25
25	2	6	<b>POP LOCK AND DROP IT</b> HUEY		HITZ COMMITTEE/JIVE/ZOMBA	1465 +115	10.573 30
26	25	10	<b>CIRCLE</b> MARQUES HOUSTON		T.U.G./UNIVERSAL MOTOWN	1441 +83	8.005 37
27	2	3	<b>OUTTA MY SYSTEM</b> BOW WOW FEATURING T-PAIN & JOHNTA AUSTIN		COLUMBIA	1367 +50	11.048 27
28	31	9	<b>COME WITH ME</b> SAMMIE		ROWDY/UNIVERSAL MOTOWN	1275 +93	8.082 36
29	NEW	1	<b>BUY U A DRANK (SHAWTY SNAPPIN')</b> T-PAIN FEATURING YUNG JOC		KONVICT/NAPPY BOY/JIVE/ZOMBA	1264 +354	14.801 21
30	NEW	1	<b>PLEASE DON'T GO</b> TANK		GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN	1203 +70	10.885 29
31	21	14	<b>KING KONG</b> JIBBS FEATURING CHAMILLIONAIRE		BEASTA/GEFFEN	1141 -524	8.844 32
32	28	19	<b>IRREPLACEABLE</b> BEYONCE		COLUMBIA	1102 -230	9.929 31
33	34	18	<b>UPGRADE U</b> BEYONCE FEATURING JAY-Z		COLUMBIA	1079 +48	13.704 23
34	33	4	<b>SIDELINE HO</b> MONICA		J/RMG	1070 -3	8.164 34
35	37	4	<b>KNOW WHAT I'M DOIN'</b> BIRDMAN & LIL WAYNE FEAT. RICK ROSS & T-FAN		CASH MONEY/UNIVERSAL MOTOWN	1032 +54	4.722 -
36	35	3	<b>AND I AM TELLING YOU I'M NCT GOING</b> JENNIFER HUDSON		MUSIC WORLD/COLUMBIA	1029 -6	11.001 28
37	38	2	<b>MR. JONES</b> MIKE JONES		SWISH/HOUSE/ASYLUM/WARNER BROS.	934 -16	5.092 -
38	36	8	<b>IF I WAS YOUR MAN</b> JOE		JIVE/ZOMBA	898 -108	6.712 38
39	39	4	<b>OH YEAH (WORK)</b> LIL SCRAPPY FEATURING SEAN P. & E-40		BME/REPRISE/WARNER BROS.	861 -9	4.333 -
40	NEW	1	<b>GET BUCK</b> YOUNG BUCK		G-UNIT/INTERSCOPE	805 +167	5.364 -

## MOST ADDED

**WE TAKING OVER** 41  
DJ Khaled Feat. T.I., Akon, Rick Ross, Fat Joe, Lil' Wayne, Baby (TERROR SQUAD/KOCH)  
KBTT, KHTE, KIPR, KJMM, KKDA, KNDA, KOPW, KPRS, KRRQ, KTCX, KVSP, WAMO, WBFA, WBLK, WBTF, WDKX, WEMX, WERQ, WEUP, WFXA, WFXE, WHTA, WHXT, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WKYS, WPEG, WPCC, WPPX, WQBT, WQHH, WRBJ, WTMG, WWWZ, WZFX, XM The City

**GET IT SHAWTY** 40  
Lloyd (THE INC./UNIVERSAL MOTOWN)  
KBFB, KBTT, KDAY, KIPR, KJMM, KKDA, KMJJ, KNDA, KOPW, KPRS, KVSP, Sirius Hot Jamz, WAMO, WBFA, WBLK, WBTF, WDKX, WEMX, WERQ, WEUP, WFXA, WFXE, WHTA, WHTD, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WKYS, WPPX, WQHH, WRBJ, WTMG, WWWZ, WZFX, WZHT, XM The City

**BUY U A DRANK (SHAWTY SNAPPIN')** 39  
T-Pain Feat. Yung Joc (KONVICT MUZIK/NAPPY BOY/JIVE/ZOMBA)  
KBTT, KIPR, KJMM, KKDA, KMJJ, KNDA, KPRS, KRRQ, KTCX, KVSP, WAMO, WBFA, WBLK, WBLX, WBTF, WBTP, WDKX, WEAS, WEMX, WEUP, WFXA, WFXE, WHXT, WJKS, WJMS, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WKYS, WPPX, WQHH, WRBJ, WTMG, WWWZ, WZFX, WZHT

**DIAMONDS** 29  
Fabolous Feat. Young Jeezy (DESERT STORM/DEF JAM/DJMG)  
KBTT, KHTE, KIPR, KJMM, KKDA, KMJJ, KNDA, KRRQ, KVSP, WBFA, WBLK, WBLX, WBTF, WDKX, WEMX, WEUP, WFXE, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WKYS, WQHH, WRBJ, WTMG, WZFX, WZHT

**GIVE IT TO ME** 28  
Timbaland Feat. Nelly Furtado & Justin Timberlake (MOSLEY/BLACKGROUND/INTERSCOPE)  
KBTT, KHTE, KIPR, KJMM, KMJJ, KOPW, KRRQ, KTCX, KVSP, WBFA, WBLK, WBTF, WDKX, WEAS, WEMX, WEUP, WFXE, WJMI, WJTT, WJUC, WJZD, WJZE, WQHH, WRBJ, WTMG, WWWZ, WZFX, WZHT

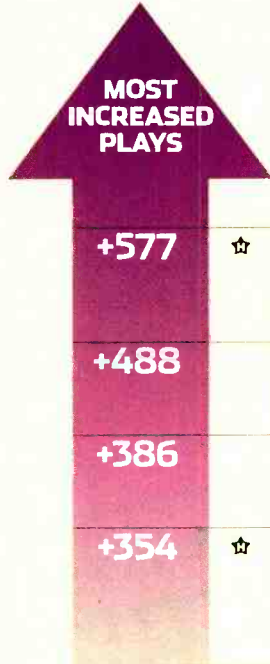
**I'M A FLIRT** 13  
R. Kelly Or Bow Wow (Feat. T.I. & T-Pain) (COLUMBIA/JIVE/ZOMBA)  
KATZ, KBXX, KKDA, KMEL, KOPW, WBLX, WBTP, WJBT, WJWZ, WKYS, WPHH, WQUE, WZHT

**PUSH IT BABY** 10  
Pretty Ricky (BLUESTAR/ATLANTIC)  
KDAY, KHTE, KIPR, KMJJ, WBTF, WFXA, WHTA, WHTD, WJKS, WWWZ

**ADDED AT... WIKS**  
Greenville, NC  
PD: J-Dot  
T-Pain Feat. Yung Joc, Buy U A Drank, 16  
Crime Mob Feat. Lil Scrapy, Rock Yo Hips, I2  
Bow Wow, Outta My System, 11  
Elisabeth Withers, Be With You, 7  
FOR MORE STATIONS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

## NEW AND ACTIVE

<b>WHEN I SEE U</b> Fantasia (J/RMG) TOTAL STATIONS: 54	PLAYS /GAIN ☆ 656/307	<b>WE TAKING OVER</b> DJ Khaled Feat. Akon, T.I., Rick Ross, Lil Wayne, Baby & Fat Joe (TERROR SQUAD/KOCH) TOTAL STATIONS: 63	PLAYS /GAIN 468/123
<b>WIPE ME DOWN</b> Lil' Boosie Feat. Foxx & Webbie (TRILL/ASYLUM/ATLANTIC) TOTAL STATIONS: 47	538/171	<b>DOE BOY FRESH</b> Three 6 Mafia Feat. Chamillionaire (HYPNOTIZE MINDS/COLUMBIA) TOTAL STATIONS: 53	445/40
<b>GIVE IT TO ME</b> Timbaland Feat. Nelly Furtado & Justin Timberlake (MOSLEY/BLACKGROUND/INTERSCOPE) TOTAL STATIONS: 46	☆ 510/111	<b>CAN'T GET ENOUGH</b> Tania (PLUS 1/IMAGE) TOTAL STATIONS: 37	426/25
<b>NOT A CRIMINAL</b> Chamillionaire Feat. Kelis (CHAMILLITARY/UNIVERSAL MOTOWN) TOTAL STATIONS: 57	500/2	<b>ANONYMOUS</b> Bobby Valentino Feat. Timbaland (DTP/DEF JAM/DJMG) TOTAL STATIONS: 53	406/279



FOR WEEK ENDING MARCH 11, 2007  
LEGEND: See legend to charts in charts section for rules and symbol explanations.  
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This debut project delivers buttery smooth vocals, with many comparing dLo to the likes of Marvin Gaye. It's the HIT LOVE SONG your listeners have been waiting for, put it on & watch the telephone lines light up.

*"I Dare You To Love Me"*

produced by CW SMITH

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Going For Adds  
3-19 & 3-20

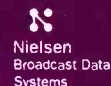
# URBAN AC

▶ USING A SAMPLE OF NAT "KING" COLE'S "UNFORGETTABLE," **NAS** TAKES HIS FIRST URBAN AC BOW AT NO. 40 WITH "CAN'T FORGET ABOUT YOU."



# R&R

POWERED BY



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	21	<b>LOST WITHOUT U</b>	ROBIN THICKE	NO. 1 (8 WKS) STAR TRAK/INTERSCOPE	2239 +18	22.400	1
2	3	10	<b>IN MY SONGS</b>	GERALD LEVERT	MOST INCREASED PLAYS ATLANTIC	1724 +186	14.459	2
3	2	30	<b>TAKE ME AS I AM</b>	MARY J. BLIGE	MATRIARCH/GEFFEN/INTERSCOPE	1473 -78	13.706	3
4	4	9	<b>AND I AM TELLING YOU I'M NOT GOING</b>	JENNIFER HUDSON	MUSIC WORLD/COLUMBIA	1437 -58	11.279	6
5	7	23	<b>PLEASE DON'T GO</b>	TANK	GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN	1220 +157	11.477	5
6	6	10	<b>BUDDY</b>	MUSIQ SOULCHILD	ATLANTIC	1178 +63	12.112	4
7	5	33	<b>CHANGE ME</b>	RUBEN STUDDARD	J/RMC	1100 -201	10.738	7
8	8	17	<b>IRREPLACEABLE</b>	BEYONCE	N3 COLUMBIA	1013 -42	9.332	8
9	9	25	<b>CAN'T GET ENOUGH</b>	TAMIA	PLUS I/IMAGE	880 -110	7.464	10
10	11	23	<b>BE WITH YOU</b>	ELISABETH WITHERS	BLUE NOTE/VIRGIN	795 -49	7.665	9
11	10	27	<b>USED TO BE MY GIRL</b>	BRIAN MCKNIGHT	WARNER BROS.	682 -181	3.935	13
12	12	16	<b>LISTEN</b>	BEYONCE	MUSIC WORLD/COLUMBIA	613 -4	6.072	11
13	15	4	<b>STRUGGLE NO MORE (THE MAIN EVENT)</b>	ANTHONY HAMILTON, JAHEIM & MUSIQ SOULCHILD	ATLANTIC	536 +52	2.753	17
14	18	6	<b>MAKE YA FEEL BEAUTIFUL</b>	RUBEN STUDDARD	AIRPOWER J/RMC	509 +76	4.365	12
15	17	12	<b>MORE THAN FRIENDS</b>	FREDDIE JACKSON	DRPHEUS	454 +16	3.439	16
16	22	8	<b>IF I WAS YOUR MAN</b>	JOE	AIRPOWER JIVE/ZOMBA	437 +150	3.905	14
17	20	7	<b>SEPTEMBER</b>	KIRK FRANKLIN	STAX/CONCORD	354 -8	1.288	30
18	27	2	<b>WHEN I SEE U</b>	FANTASIA	AIRPOWER J/RMC	333 +95	2.501	18
19	21	5	<b>DEEPER STILL</b>	RICK JAMES	AIRPOWER STONE CITY	321 +27	1.812	20
20	25	3	<b>SHOO BE DOO (NO WORDS)</b>	MACY GRAY	WILL.I.AM/GEFFEN	304 +63	1.743	23
21	23	15	<b>HEAVEN</b>	JOHN LEGEND	C.O.O.D./COLUMBIA	261 -10	3.704	15
22	30	3	<b>SIMPLE THINGS</b>	ELISABETH WITHERS	BLUE NOTE/VIRGIN	250 +43	0.905	36
23	29	4	<b>FORCE OF NATURE</b>	SUNSHINE ANDERSON	MUSIC WORLD	246 +30	1.401	28
24	28	18	<b>UM GOOD</b>	SMOKIE NORFUL	EMI GOSPEL	222 +2	1.772	22
25	26	18	<b>ENOUGH</b>	HOWARD HEWETT FEATURING GEORGE DUKE	GROOVE	208 -33	0.592	-
26	37	2	<b>I APOLOGIZE</b>	K-CI	HEAD START/BUNGALO	190 +96	0.627	-
27	33	3	<b>WHAT'S MY NAME</b>	BRIAN MCKNIGHT	MOST ADDED WARNER BROS.	188 +77	1.810	21
28	31	15	<b>HARD TIME</b>	KIERAN	BLACK RAIN	139 -43	0.212	-
29	32	8	<b>PROMISE</b>	CIARA	LAFACE/ZOMBA	124 +5	1.365	29
30	34	18	<b>SHO' NUFF</b>	BAR-KAYS	RIGHT NOW	115 +12	0.182	-
31	35	14	<b>LET'S STAY TOGETHER</b>	LYFE JENNINGS	COLUMBIA	114 +12	1.435	26
32	38	5	<b>GOT 2 BE DOWN</b>	ROBIN THICKE FEATURING FAITH EVANS	STAR TRAK/INTERSCOPE	109 +16	1.504	25
33	RE-ENTRY		<b>YES</b>	CINA DARBY	GAD	99 +29	0.207	-
34	39	5	<b>WE RIDE ((I SEE THE FUTURE))</b>	MARY J. BLIGE	MATRIARCH/GEFFEN	92 +6	0.699	40
35	36	15	<b>BOOM, BOOM, BOOM</b>	WILLIE CLAYTON	MALACO	88 -9	0.341	-
36	40	2	<b>YOU</b>	LLOYD FEATURING LIL' WAYNE	THE INC./UNIVERSAL MOTOWN	87 +10	2.482	19
37	RE-ENTRY		<b>I'M JUST A FOOL FOR YOU</b>	J. BLACKFOOT	RIGHT NOW	69 +4	0.133	-
38	NEW		<b>LOVELY DAY</b>	VICTOR FIELDS	REGINA	63 +9	0.150	-
39	NEW		<b>HEY BOY</b>	HIL ST. SOUL	SHANACHIE	63 -1	1.157	32
40	NEW		<b>CAN'T FORGET ABOUT YOU</b>	NAS FEATURING CHRISSETTE MICHELE	DEF JAM/COLUMBIA/IDJMC	61 +38	1.683	24

## MOST ADDED

TITLE	ARTIST / LABEL	NEW STATIONS
<b>WHAT'S MY NAME</b>	Brian McKnight (WARNER BROS.)	20
<b>FORCE OF NATURE</b>	Sunshine Anderson (MUSIC WORLD)	18
<b>TELL ME WHAT WE'RE GONNA DO NOW</b>	Joss Stone Feat. Common (VIRGIN)	16
<b>STRUGGLE NO MORE</b>	Anthony Hamilton, Jaheim & Musiq Soulchild (ATLANTIC)	9
<b>IF I WAS YOUR MAN</b>	Joe (JIVE/ZOMBA)	6
<b>DEEPER STILL</b>	Rick James (STONE CITY)	4
<b>WHEN I SEE YOU</b>	Fantasia (J/RMC)	3
<b>SIMPLE THINGS</b>	Elisabeth Withers (BLUE NOTE/VIRGIN)	3
<b>I APOLOGIZE</b>	K-Ci (HEAD START/BUNGALO)	3
<b>SHOO BE DOO (NO WORDS)</b>	Macy Gray (WILL.I.AM/GEFFEN)	2

**TELL ME WHAT WE'RE GONNA DO NOW**  
Joss Stone Feat. Common (VIRGIN)  
KMEZ, KNEK, KOKY, KQXL, KVMA, WAKB, WBL5, WFLM, WHUR, WKXI, WLXC, WMPZ, WVBE, WWDM, WXST, XM Suite 62

**STRUGGLE NO MORE**  
Anthony Hamilton, Jaheim & Musiq Soulchild (ATLANTIC)  
WBAV, WJMJ, WNEW, WQNC, WROU, WWIN, WXMG, WYLD, WZAK

**IF I WAS YOUR MAN**  
Joe (JIVE/ZOMBA)  
KBLX, WAKB, WKSP, WMPZ, WPHR, WVBE

**DEEPER STILL**  
Rick James (STONE CITY)  
KMJK, WBAV, WFLM, WNEW

**WHEN I SEE YOU**  
Fantasia (J/RMC)  
WBAV, WKSP, WNEW

**SIMPLE THINGS**  
Elisabeth Withers (BLUE NOTE/VIRGIN)  
KQXL, WQQK, WSRB

**I APOLOGIZE**  
K-Ci (HEAD START/BUNGALO)  
KMJK, WZZZ, WQQK

**SHOO BE DOO (NO WORDS)**  
Macy Gray (WILL.I.AM/GEFFEN)  
Sirius Heart & Soul, WLXC

**ADDED AT...**  
**WTLZ**  
Saginaw, MI  
PD: Eugene Brown  
Brian McKnight, What's My Name, 6  
Sunshine Anderson, Force Of Nature, 1

FOR MORE STATIONS GO TO:  
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## NEW AND ACTIVE

TITLE	ARTIST / LABEL	PLAYS /GAIN	TITLE	ARTIST / LABEL	PLAYS /GAIN
<b>CUPID SHUFFLE</b>	Cupid (ATLANTIC)	61/6	<b>ICE BOX</b>	Omarion (T.U.G./COLUMBIA)	35/0
TOTAL STATIONS:	5		TOTAL STATIONS:	8	
<b>IF YOU JUST LET ME LOVE U</b>	Michael Sterling (MICHAEL STERLING MUSIC GROUP)	60/5	<b>SCAT CAT! HERE KITTY, KITTY!</b>	Billy "Soul" Bonds (WALDOXY/MALACO)	31/5
TOTAL STATIONS:	10		TOTAL STATIONS:	13	
<b>ME</b>	Tamia (PLUS I/IMAGE)	57/13	<b>ASK MYSELF</b>	Robin Thicke (STAR TRAK/INTERSCOPE)	30/30
TOTAL STATIONS:	11		TOTAL STATIONS:	29	
<b>HEAVEN KNOWS</b>	Deitrick Haddon (TYSQOT/VERITY/ZOMBA)	43/7	<b>TELL ME WHAT WE'RE GONNA DO NOW</b>	Joss Stone Feat. Common (VIRGIN)	30/15
TOTAL STATIONS:	29		TOTAL STATIONS:	6	
<b>BECAUSE OF YOU</b>	Ne-Yo (DEF JAM/DJMC)	39/2	<b>FRIDAY NIGHT FISH FRY</b>	Mel Waters (WALDOXY/MALACO)	23/6
TOTAL STATIONS:	6		TOTAL STATIONS:	7	

## MOST INCREASED PLAYS

+186

### IN MY SONGS

Gerald Levert (Atlantic)  
WMPZ +18, WJMJ +14, WQNC +14, WROU +13, WLVH +12, WXXM +9, KSOC +9, WDMK +8, WYLD +8, WQQK +7

+157

### PLEASE DON'T GO

Tank (Good Game/Blackground/Universal Motown)  
WKSP +16, WFLM +16, WZZZ +14, KMJK +10, WJMR +10, WSOB +8, WWDM +7, WIMX +7, KMEZ +6, KJMS +6

+150

### IF I WAS YOUR MAN

Joe (Jive/Zomba)  
WKJ5 +19, KMEZ +15, WUHT +14, KNEK +12, KOKY +10, WSRB +10, WPHR +9, XS62 +8, WKSP +7, WKXI +7

+96

### I APOLOGIZE

K-Ci (Head Start/Bungalo)  
WAKB +30, WQQK +10, WVBE +9, WKXI +7, WXST +7, WMGL +5, KMJK +4, WMPZ +4, WTLZ +4, WZZZ +3

+95

### WHEN I SEE U

Fantasia (J/RMC)  
XS62 +16, WBAV +16, WXST +15, WVBE +10, WKSP +8, WNEW +8, WMGL +5, WHUR +4, WUHT -3, WSRB +3

FOR WEEK ENDING MARCH 11, 2007

**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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New ways to meet your budget

## NTR For Christian Radio

Kevin Peterson

KPeterson@RadioandRecords.com

**a**s ad budgets for radio keep getting tighter, stations continue searching for novel ways to generate revenue. Selling commercials—or underwriter announcements for noncommercial stations—can be very profitable, but if you're still not meeting your budget, there are plenty of ways to generate nontraditional revenue or NTR.

TazMedia founder and president Jim Tazarek, who has years of radio experience in positions ranging from account executive to sales manager to GM, defines NTR by saying, "You add something to selling spots. It's not just value added, but value added in the larger sense, because there is more value to it." He says sponsorships are a great example. If you have a very popular feature on your morning show, you can offer a sponsor something of value other than a 30- or 60-second spot.

Tazarek says NTR can involve concerts, remotes, podcasts, selling merchandise like CDs and books or selling music on the station Web site. "Any time there is a speaker or an appearance or a book signing or a concert by one of the artists you play, put the station name, the station tent and the station banners all over that," he says.

"Also, seek permission and find other advertisers that you can bring in. If you're going to be

at a Christian bookstore for a book signing, in addition to bringing your banner, see if you can include the logos of a couple of other clients. If they're going to hand out books, can you also hand out material with the books, like coupons from other noncompeting clients? Those are all things you can charge extra for."

Tazarek also offers stations a couple of friendly reminders. "First," he says, "don't be chicken. Second, have a low supply and a high demand. Make sure you only have a few of these to sell and then sell them by category. You only have room for one auto dealer, one furniture store and one whatever else the category might be. I would also ask Christian stations to go through and look at their underwriters and/or advertisers and separate them by category. You'll find out that there are three or four categories that account for 60% of all the billing."

One concept Tazarek says he is fond of for Christian stations is to "open up the studios on a



**'Your Web site will be to radio what FM was to AM. It's going to make radio into a different advertising, marketing and audience-value proposition.'**

—Jim Tazarek

Saturday. Invite the audience on some sort of a registration basis to come in and sit down in the studio and record two minutes about 'the best things my mom ever taught me' or something like that.

"You can turn that into an MP3 file or burn a CD for them, and they have to buy it or make a small donation. Or with portable equipment, you could do the recordings at a client's place." He adds that stations can do the same type of thing with spouses for Valentine's Day, with veterans' remembrances for Memorial Day, for Mother's Day, Father's Day or other occasions.

Citing an example from his home market of Phoenix, Tazarek says, "Jerry Colangelo, former owner of the Arizona Diamondbacks, who is a very committed Christian, had the Christian Businessmen's Club meet every Thursday morning. Basically it was a Bible study group. There was an ex-radio jock who got sober and didn't do AA, he just went cold turkey, who was the MC. They have a Bible study with 1,000 guys every Thursday. Why shouldn't a station sponsor that? Or why shouldn't a station start its own Bible study group with rotating pastors, where everybody pays for breakfast?"

He says that if a station isn't able to host a Bible study every week, once a month will work too, and the station can arrange for sponsors to provide the breakfast in return for exposure and being mentioned in promos for the event.

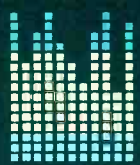
Station Web sites are also a great place to generate NTR, especially now. "Your Web site will be to radio what FM was to AM," Tazarek says. "It's going to be big. It's going to make radio into a different advertising, marketing and audience-value proposition. It's going to give it interactivity that it never had. It's going to give each station more value than it's had."

He recommends that Christian stations post a "gallery of churches," featuring eight to 10 churches (but no more than that). This gallery can include a thumbnail for each church leading to a link with two or three pictures. It's all basically a "come on down," which you can't do on a noncomm station, but you can on the Internet. Tazarek says the Web really works in terms of measurable action being taken. "The possibilities for a station in this format are doggone near bottomless," he says. "There are so many because there's no downside to Christian radio." **R&R**

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# CHRISTIAN AC

► CHRIS TOMLIN GETS HIS EIGHTH TOP 10 ON THE NIELSEN BDS-FUELED CHART WITH "HOW CAN I KEEP FROM SINGING" (11-9).



POWERED BY



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	23	1	<b>DOES ANYBODY HEAR HER</b> CASTING CROWNS	<b>NO. 1 (6/WKS)</b>	EACH STREET/REUNION/PLG	1406 -74	4.187 1
2	17	2	<b>EVERLASTING GOD</b> LINCOLN BREWSTER		VERTICAL/INTEGRITY	1278 +64	4.119 2
3	17	6	<b>MADE TO LOVE</b> TOBYMAC	<b>MOST ADDED</b>	FOREFRONT/EMI CMG	1014 +72	2.436 6
4	26	3	<b>WHAT IT MEANS</b> JEPHY CAMP		BEC/TOOTH & NAIL	1001 -97	2.789 3
5	25	5	<b>HOLD FAST</b> MERCYME		IND	964 -18	2.302 8
6	27	4	<b>YOU ALONE</b> ECHOING ANGELS		IND	955 -21	2.483 5
7	8	8	<b>WALKING HER HOME</b> MARK SCHULTZ		WORD-CURB	897 +118	2.053 10
8	28	9	<b>I WILL LIFT MY EYES</b> BE30 NORMAN		ESSENTIAL/PLG	794 +19	2.374 7
9	7	11	<b>HOW CAN I KEEP FROM SINGING</b> CHRIS TOMLIN		SIXSTEPS/SPARROW/EMI CMG	784 +23	1.575 14
10	35	7	<b>MADE TO WORSHIP</b> CHRIS TOMLIN		SIXSTEPS/SPARROW/EMI CMG	766 -75	2.218 9
11	9	13	<b>UNDO</b> RUSH OF FOOLS		MIDAS	707 +58	1.280 17
12	10	14	<b>BY HIS WOUNDS</b> GLORY REVEALED FEAT. MAC POWELL, MARK HALL, STEVEN CURTIS CHAPMAN, BRIAN LITRELL		REUNION/PLG	697 +73	1.557 15
13	34	10	<b>SHINE</b> SALVADOR		WORD-CURB	626 -95	1.787 11
14	6	16	<b>HOW TO SAVE A LIFE</b> THE FRAY		EPIC	592 +63	2.502 4
15	21	12	<b>GIVE IT ALL AWAY</b> AARON SHUST		BRASH	533 -134	0.863 28
16	11	17	<b>AWAKEN</b> NATALIE GRANT		CURB	532 -4	0.686 30
17	17	18	<b>BIG ENOUGH</b> AYIESHA WOODS		COTEE	499 -21	0.696 29
18	3	24	<b>EVERY TIME I BREATHE</b> BIG DADDY WEAVE		FERVENT/WORD-CURB	493 +115	0.878 26
19	6	20	<b>WHAT COULD BE BETTER (THE DAYS AHEAD)</b> 33 MILES		IND	487 +31	1.003 23
20	10	19	<b>WISH YOU WERE HERE</b> MARK HARRIS		IND	463 +18	1.712 13
21	26	3	<b>SOMETHING BEAUTIFUL</b> NEWSBOYS	<b>MOST INCREASED PLAYS</b>	INSPLO	450 +163	1.035 22
22	8	21	<b>SUNRISE</b> N CHOLE NORDEMAN		SPARROW/EMI CMG	427 +18	0.915 25
23	7	23	<b>THE BLESSING</b> JOHN WALLER		BEACH STREET/REUNION/PLG	401 +23	0.868 27
24	20	22	<b>DRIFTER</b> DECEMBER RADIO		SLANTED/SPRING HILL	340 -75	0.460 -
25	4	27	<b>SHINE</b> MATT REIDMAN		SIXSTEPS/SPARROW/EMI CMG	329 +40	0.561 -
26	2	29	<b>I'M NOT WHO I WAS</b> BRANDON HEATH		REUNION/PLG	300 +53	1.264 18
27	NEW	27	<b>THERE IS A RIVER</b> JARS OF CLAY		ESSENTIAL/PLG	298 +64	0.670 -
28	2	30	<b>YOU KNOW MY NAME</b> DETOUR 180		SLANTED/SPRING HILL	272 +25	1.749 12
29	5	25	<b>JOIN THE SONG</b> VICKY BEECHING		SPARROW/EMI CMG	269 -21	0.525 -
30	RE-ENTRY	25	<b>WHEREVER THE WIND BLOWS</b> FILLAR		FLICKER/PLG	258 +17	0.916 24

## RECURRENTS

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	PLAYS LW
<b>MY SAVIOR MY GOD</b> AARON SHUST (BRASH)	719	703
<b>PRAISE YOU IN THIS STORM</b> CASTING CROWNS (BEACH STREET/REUNION/PLG)	612	590
<b>MOUNTAIN OF GOD</b> THIRD DAY (ESSENTIAL/PLG)	591	630
<b>HOW GREAT IS OUR GOD</b> CHRIS TOMLIN (SIXSTEPS/SPARROW/EMI CMG)	579	575
<b>BLESSED BE YOUR NAME</b> TREE63 (INPOP)	538	548

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	PLAYS LW
<b>YOUR NAME</b> PHILLIPS, CRAIG & DEAN (IND)	522	551
<b>STRONG TOWER</b> KUTLESS (BEC/TOOTH & NAIL)	501	505
<b>HOLY IS THE LORD</b> CHRIS TOMLIN (SIXSTEPS/SPARROW/EMI CMG)	496	493
<b>ENOUGH</b> BARLOWGIRL (FERVENT/WORD-CURB)	486	549
<b>I CAN ONLY IMAGINE</b> MERCYME (IND)	474	491

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	PLAYS LW
<b>YOUR NAME</b> PHILLIPS, CRAIG & DEAN (IND)	522	551
<b>STRONG TOWER</b> KUTLESS (BEC/TOOTH & NAIL)	501	505
<b>HOLY IS THE LORD</b> CHRIS TOMLIN (SIXSTEPS/SPARROW/EMI CMG)	496	493
<b>ENOUGH</b> BARLOWGIRL (FERVENT/WORD-CURB)	486	549
<b>I CAN ONLY IMAGINE</b> MERCYME (IND)	474	491



TITLE ARTIST / LABEL	NEW STATIONS
<b>MADE TO LOVE</b> tobyMac (FOREFRONT/EMI CMG) KFIS, KGBI, WGT5, WLFJ, WMHK, WVFJ	6
<b>TUNNEL</b> Third Day (ESSENTIAL/PLG) KBIQ, KTSY, WFSH, WJQK, WMCU, WMHK	6
<b>WALKING HER HOME</b> Mark Schultz (WORD-CURB) KSBJ, WFFH, WLAB, WVFJ	4
<b>GIVE YOU GLORY</b> Jeremy Camp (BEC/TOOTH & NAIL) KHZR, KKCM, WBSN, WMUZ	4
<b>EVERY TIME I BREATHE</b> Big Daddy Weave (FERVENT/WORD-CURB) WAKW, WBSN, WVFJ	3
<b>UNDO</b> Rush Of Fools (MIDAS) KFSH, WAKW	2
<b>BY HIS WOUNDS</b> Glory Revealed Feat. Mac Powell, Mark Hall, Steven Curtis Chapman, Brian Littrell (REUNION/PLG) WAWZ, WVFJ	2
<b>SOMETHING BEAUTIFUL</b> Newsboys (INPOP) WAWZ, WLFJ	2

## ADDED AT... WFFH

Nashville, TN  
 PD: Vance Dillard  
 MD: Scott Thunder  
 Sanctus Real, Don't Give Up, 6  
 Nicol Sponberg, Anything & Everything, O  
 Mark Schultz, Walking Her Home, O  
 Detour 180, You Know My Name, O

FOR MORE STATIONS GO TO:  
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## NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
<b>ON THE THIRD DAY</b> Michael Olson (ROCKETTOWN) TOTAL STATIONS: 12	253/30	<b>NOTHING BUT THE BLOOD</b> The Swift (ROCKETTOWN) TOTAL STATIONS: 16	180/2
<b>BE LIFTED HIGH</b> Michael W. Smith (REUNION/PLG) TOTAL STATIONS: 14	221/22	<b>TUNNEL</b> Third Day (ESSENTIAL/PLG) TOTAL STATIONS: 13	172/111
<b>EVERYDAY</b> Jessie Daniels (MIDAS) TOTAL STATIONS: 15	213/10	<b>GIVE ME AMAZING GRACE</b> Jackson Waters (WORD-CURB) TOTAL STATIONS: 12	170/7
<b>YOU ALONE</b> Casting Pearls (INPOP) TOTAL STATIONS: 9	197/7	<b>BLESSED BE</b> Jason Gray (CENTRICITY) TOTAL STATIONS: 11	159/19
<b>SAVED THE DAY</b> Phillips, Craig & Dean (IND) TOTAL STATIONS: 13	187/70	<b>YES YOU HAVE</b> Leeland (ESSENTIAL/PLG) TOTAL STATIONS: 15	153/0



<b>+163</b>	<b>SOMETHING BEAUTIFUL</b> Newsboys (Inpop) WPAR +28, KTSY +27, WCQR +22, XMES +16, WCRJ +15, WDJC +12, WAWZ +11, KXOJ +7, WJIE +4, WMCU +4
<b>+118</b>	<b>WALKING HER HOME</b> Mark Schultz (Word-Curb) WPAR +26, WCQR +20, KSBJ +18, WVFE +14, WCRJ +12, KSGN +11, KWND +8, KKCM +7, WJIE +6, WAWZ +3
<b>+115</b>	<b>EVERY TIME I BREATHE</b> Big Daddy Weave (Fervent/Word-Curb) WLAB +21, WCSG +17, WVFE +16, KBIQ +15, WCRJ +12, WDJC +10, WAKW +8, WFFH +6, XMES +6, KWND +4
<b>+111</b>	<b>TUNNEL</b> Third Day (Essential/PLG) KTSY +17, WJIE +15, KXOJ +15, KBNJ +14, WJQK +12, WDJC +11, KLJC +9, WMHK +6, WMCU +5, WFSH +5
<b>+73</b>	<b>BY HIS WOUNDS</b> Glory Revealed Feat. Mac Powell, Mark Hall, Steven Curtis Chapman, Brian Littrell (Reunion/PLG) KTSY +26, WVFE +15, WAWZ +10, WMCU +7, WJTL +5, KLVA +4, XMES +4, KCMS +3, WDJC +2, KBNJ +2

FOR WEEK ENDING MARCH 11, 2007  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
 53 Christian AC stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Christian AC Indicator chart compiled of 34 reporters. christian CHR 28, christian rock 31 and inspo 19. © 2007 Nielsen Business Media, Inc. All rights reserved.

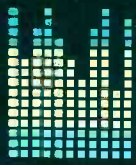


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# CHRISTIAN

► **DECYFER DOWN**  
HITS NO. 1 ON  
CHRISTIAN ROCK WITH  
"NO LONGER" (2-1).



POWERED BY



THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN CHR		IMPRINT / PROMOTION LABEL	PLAYS	
			TITLE ARTIST	TW		+/-	
1	13	1	<b>MADE TO LOVE</b> TOBYMAC	1226	FOREFRONT/EMI CMG	+41	
2	1	1	<b>FORGIVEN</b> RELIENT K	1085	CAPITOL/GOTEE	+83	
3	10	1	<b>DON'T GIVE UP</b> SANCTUS REAL	1046	SPARROW/EMI CMG	+92	
4	13	1	<b>HOLD ON</b> STELLAR KART	941	WORD-CURB	+23	
5	16	1	<b>EVERYTHING IS BEAUTIFUL</b> STARFIELD	884	SPARROW/EMI CMG	-6	
6	6	24	<b>TONIGHT</b> JEREMY CAMP	745	BEC/TOOTH & NAIL	-5	
7	8	1	<b>FIND ME TONIGHT</b> EVERYDAY SUNDAY	734	INPOP	+54	
8	17	1	<b>HOW TO SAVE A LIFE</b> THE FRAY	634	EPIC	+25	
9	13	1	<b>WHAT I HEAR</b> JESSIE DANIELS	618	MIDAS	+106	
10	7	15	<b>THE SHOW</b> HAWK NELSON	614	TOOTH & NAIL	-89	
11	15	1	<b>WORK</b> JARS OF CLAY	564	ESSENTIAL/PLG	+41	
12	19	1	<b>THE LAST NIGHT</b> SKILLET	560	ARDENT/SRE/INO	+134	
13	9	17	<b>CRASHING DOWN</b> MAT KEARNEY	548	INPOP	-99	
14	22	2	<b>SOMETHING BEAUTIFUL</b> NEWSBOYS	544	INPOP	+179	
15	17	9	<b>REACH</b> JILL PARR	541	WHIPLASH	+44	
16	18	7	<b>GIVE IT ALL AWAY</b> AARON SHUST	519	BRASH	+45	
17	12	26	<b>SHINE ON</b> NEEDTOBREATHE	472	SPARROW/EMI CMG	-74	
18	14	17	<b>OH! GRAVITY</b> SWITCHFOOT	431	SPARROW/COLUMBIA/EMI CMG	-101	
19	5	5	<b>LOVE IS A BEAUTIFUL THING</b> GROUP 1 CREW	429	FERVENT/WORD-CURB	+74	
20	23	3	<b>DEARLY LOVED</b> JIMMY NEEDHAM	402	INPOP	+44	
21	2	19	<b>WHEREVER THE WIND BLOWS</b> PILLAR	392	FLICKER/PLG	+6	
22	26	3	<b>AFTER THE WORLD</b> DISCIPLE	382	SRE/INO	+65	
23	30	4	<b>YES YOU HAVE</b> LEELAND	372	ESSENTIAL/PLG	-16	
24	29	2	<b>YOUR WAY</b> ADIE CAMP	337	BEC/TOOTH & NAIL	+45	
25	PEW	1	<b>MISSING PAGES</b> SEVENTH DAY SLUMBER	319	BEC/TOOTH & NAIL	+67	
26	27	3	<b>FOREVER AND EVER, ETC.</b> DAVID CROWDER BAND	279	SIXSTEPS/SPARROW/EMI CMG	-37	
27	RE-INTR	1	<b>JESUS TO THE WORLD</b> THIS BEAUTIFUL REPUBLIC	278	FOREFRONT/EMI CMG	+20	
28	25	3	<b>WHO CAN COMPARE</b> FOOLISH THINGS	276	INPOP	-48	
29	RE-INTR	1	<b>GIVE ME AMAZING GRACE</b> JACKSON WATERS	265	WORD-CURB	+8	
30	NEW	1	<b>IT'S YOU</b> FIREFLIGHT	263	FLICKER/PLG	+6	

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN ROCK		IMPRINT / PROMOTION LABEL	PLAYS	
			TITLE ARTIST	TW		+/-	
1	2	9	<b>NO LONGER</b> DECYFER DOWN	357	SRE/INO	+5	
2	3	10	<b>LIVE LIKE WE'RE ALIVE</b> NEVERTHELESS	33E	FLICKER/PLG	+31	
3	1	13	<b>SEARCHLIGHTS</b> FALLING UP	32C	BEC/TOOTH & NAIL	-33	
4	7	1	<b>WHEN TOMORROW COMES</b> PILLAR	30E	FLICKER/PLG	+15	
5	8	8	<b>WAKE UP! WAKE UP!</b> EVERYDAY SUNDAY	294	INPOP	+29	
6	6	11	<b>NOSTALGIATOPIA</b> ELEVENTYSEVEN	284	FLICKER/PLG	+12	
7	3	3	<b>PROCRASTINATING</b> STELLAR KART	275	WORD-CURB	+10	
8	10	7	<b>AFTER THE WORLD</b> DISCIPLE	260	SRE/INO	+19	
9	14	8	<b>MISSING PAGES</b> SEVENTH DAY SLUMBER	255	BEC/TOOTH & NAIL	+19	
10	13	12	<b>FORGIVEN</b> RELIENT K	250	CAPITOL/GOTEE	+11	
11	15	4	<b>THE LAST NIGHT</b> SKILLET	244	ARDENT/SRE/INO	+9	
12	5	18	<b>GOING IN BLIND</b> P.O.D.	237	WORD-CURB	-37	
13	17	4	<b>HIT THE FLOOR</b> THOUSAND FOOT KRUTCH	230	TOOTH & NAIL	+24	
14	12	9	<b>DEATH FINDS US BREATHING</b> SHOWDOWN	230	MOND VS STEREO	-9	
15	22	3	<b>SAY YOUR PRAYERS</b> WEDDING	227	BRAVE NEW WORLD	+59	
16	19	5	<b>A WHISPER &amp; A CLAMOR</b> ANBERLIN	226	TOOTH & NAIL	+45	
17	18	4	<b>GOING UNDER</b> THIS BEAUTIFUL REPUBLIC	221	FOREFRONT/EMI CMG	+28	
18	16	17	<b>WAITING</b> FIREFLIGHT	220	FLICKER/PLG	-6	
19	9	14	<b>THE FIGHT</b> CLASSIC CRIME	212	TOOTH & NAIL	-34	
20	11	16	<b>LOVE</b> DAY OF FIRE	186	ESSENTIAL/PLG	-54	
21	20	19	<b>I'LL FOREVER SING</b> RUN KID RUN	185	TOOTH & NAIL	+4	
22	21	4	<b>SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I DO)</b> ALMOST.	180	VIRGIN/TOOTH & NAIL	+10	
23	2	2	<b>SURFACE</b> DEAS VAIL	157	BRAVE NEW WORLD	+3	
24	24	6	<b>THESE PAGES</b> MAINSTAY	147	BEC/TOOTH & NAIL	-7	
25	26	2	<b>AN EPIPHANY</b> SEND	139	TOOTH & NAIL	0	
26	28	5	<b>WORD OF MOUTH</b> JOHN REUBEN	124	GOTEE	-12	
27	NEW	1	<b>BREAK ME DOWN</b> RED	122	ESSENTIAL/PLG	+63	
28	30	13	<b>MIDDLE OF IT ALL</b> MANIC DRIVE	119	WHIPLASH	-1	
29	RE-EMTR	1	<b>TONIGHT</b> JEREMY CAMP	108	BEC/TOOTH & NAIL	-10	
30	27	20	<b>ALREADY OVER</b> RED	107	ESSENTIAL/PLG	-31	

THIS WEEK	LAST WEEK	WEEKS ON CHART	INSPO		IMPRINT / PROMOTION LABEL	PLAYS	
			TITLE ARTIST	TW		+/-	
1	7	7	<b>BY HIS WOUNDS</b> GLORY REVEALED FEAT. MAC POWELL, MARK HALL, STEVEN CURTIS CHAPMAN, BRIAN LITTRELL	320	REUNION/PLG	+18	
2	4	6	<b>WALKING HER HOME</b> MARK SCHULTZ	266	WORD-CURB	+7	
3	6	15	<b>HOLD FAST</b> MERCYME	253	INO	-1	
4	5	8	<b>GIVE ME JESUS</b> JEREMY CAMP	237	BEC/TOOTH & NAIL	-20	
5	10	4	<b>LIFT UP THE NAME</b> JAIME JAMGOCHIAN FEAT. SCOTT KRIPPAYNE	233	CENTRICITY	+42	
6	3	13	<b>WISH YOU WERE HERE</b> MARK HARRIS	228	INO	-40	
7	9	5	<b>BE LIFTED HIGH</b> MICHAEL W. SMITH	227	REUNION/PLG	+25	
8	2	19	<b>DOES ANYBODY HEAR HER</b> CASTING CROWNS	215	BEACH STREET/REUNION/PLG	-68	
9	8	16	<b>EVERLASTING GOD</b> BRENTON BROWN	198	SURVIVOR/SPARROW/EMI CMG	-19	
10	12	4	<b>ON THE THIRD DAY</b> MICHAEL OLSON	197	ROCKETOWN	+30	

THIS WEEK	LAST WEEK	WEEKS ON CHART	INSPO		IMPRINT / PROMOTION LABEL	PLAYS	
			TITLE ARTIST	TW		+/-	
1	7	22	<b>GLORY</b> SELAH	194	CURB	-29	
2	16	3	<b>UNDO</b> RUSH OF FOOLS	160	MIDAS	+5	
3	11	9	<b>GIVE IT ALL AWAY</b> AARON SHUST	159	BRASH	-19	
4	17	2	<b>NEEDED</b> WAYBURN DEAN	153	WAYJADE/EMG	+13	
5	18	3	<b>HOW CAN I KEEP FROM SINGING</b> CHRIS TOMLIN	143	SIXSTEPS/SPARROW/EMI CMG	+21	
6	13	8	<b>I KNOW YOU'RE THERE</b> CHANDLER	141	SPIN 360	-22	
7	NEW	1	<b>SUFFICIENT</b> ADIE CAMP	133	BEC/TOOTH & NAIL	+27	
8	15	15	<b>HEAR US FROM HEAVEN</b> JARED ANDERSON	129	INTEGRITY	-32	
9	NEW	1	<b>SAVED THE DAY</b> PHILLIPS, CRAIG & DEAN	124	INO	+23	
10	NEW	1	<b>HOSANNA</b> PAUL BALOCHE	124	INTEGRITY	+20	

# marie miller

# cold

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Is country ready to live la vida loca?

## Can Country Hablar Español?

R.J. Curtis

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If there is a consensus of opinion about Edison Media Research president Larry Rosin, it's this: He elicits plenty of disagreement whenever unveiling new research at the Country Radio Seminar (CRS). Two weeks ago in Nashville, Rosin presented results from Edison's "Hispanic American Relationship to Country Radio and Music" study commissioned by Country Radio Broadcasters. Unlike past years, there was no panel discussion following Rosin's presentation, but there was plenty of conversation in the halls of the Nashville Convention Center.

R&R pulled together an informal panel of experts to discuss the findings and what country radio and record labels can do with them. Our group comprised two radio programmers, two Nashville label heads and one skeptical market researcher.

First, a few highlights from the national study. Edison surveyed 600 Hispanics, aged 12-49, about their relationship with country music. Nearly one-quarter said they enjoy listening to country music, but more than four in 10 indicated that while they don't listen, they would be open to doing so. However, Hispanics' awareness of country stations in their area was low—just 38%. And more than four in 10 participants agreed with the statement that country radio stations are not interested in appealing to Hispanic listeners.

That's ironic, since Rosin pointed out that country is the 10th most-listened-to format among Hispanics.

One of the survey's main takeaways is that country radio would benefit from an increased outreach to Hispanics. In fact, 56% of those who indicated that they like or are at least open to country music said seeing an ad for a country station on Spanish-language TV would get them to listen more.

"We have no option to ignore this evidence," Rosin told a roomful of country programmers and label execs at CRS, referring to Hispanics as "the newest Americans." Indeed, the percentage of the country's Caucasian population continues to decline while its Spanish composition keeps

growing every year.

Country's marketing outreach to the Hispanic community should go beyond Spanish TV to encompass billboards in Hispanic-heavy ZIP codes or even offering a Spanish-language stream on a station's Web site. Music Row, Rosin added, can facilitate collaborations between country and Spanish artists, rerecord successful country songs in Spanish and provide salsa or bachata remixes of country songs.

Reaction on Music Row to Rosin's recommendations was mixed. Sony BMG Nashville chairman Joe Galante says he found the openness to country by Hispanics fascinating, adding, "There's a marketing issue that has to be done at the radio stations before the record industry jumps in the middle of this."

Pairing country and Spanish stars is a great idea, Capitol Nashville president/CEO Mike Dungan says, "as long as creatively it's not too compromising." Dungan questions the value of remixing a country hit, saying, "Where are you going to get it played? Not likely on a Hispanic station."

Labels and country radio "have to figure out what we do with our stars to make that work," Galante says. "I don't see us making Spanish records, sending them through Hispanic radio and that being the solution to our problem."

Acknowledging that his company has had internal conversations about some of Rosin's recommendations, Galante says, "We have some ideas we're working on now that I think will help



**'We're at a crossroads now where we need to offer an olive branch to these people and make it somewhat more of a relationship.'**

—Bob Barnett

country radio, but I'm not sure that going down his path is the right thing to do."

Meanwhile, Mark Ramsey, president of Mercury Radio Research and Hear2.0.com, questions the entire premise of country trying to appeal to Hispanics. "Is your solution to increase the appetite for Hispanics for your product, or is the solution to find out what they like and deliver it to them?" he asks. "Marketing is about finding out what people want and giving it to them, it's not about forcing people to like what you have." Even if this is a marketing issue instead of a programming one, "now you're taking your scarce marketing dollars and devoting them to areas which are, by definition, low potential based on current and past behavior," Ramsey says. "Under what scenario does that make any sense?"

Reaching out to cold ZIPs and "trying to troll up some peripheral listening" is not a strategy favored by Bob Barnett, PD of Beasley's WKIS/Miami, where 45.8% of the market's 12+ population is Hispanic, according to Arbitron. "What we're trying to do is make the product a little bit more Hispanic-friendly and put some stuff on the air that gives Hispanic listeners some kind of connection to the radio station beyond the obvious."

Barnett says WKIS has aimed stealth marketing at Hispanics for years, shunning on-air marketing for fear of alienating existing listeners. WKIS has tried telemarketing campaigns in Hispanic-heavy ZIP codes that showed higher than normal Anglo listening patterns. (According to Arbitron, 72% of the market's Hispanic population speaks Spanish as their primary language.) But the majority of its marketing dollars go to "reach out to those we know we have and reinforce and strengthen that."

For Barnett, the Hispanic dilemma is a long-term challenge. "We're at a crossroads now where we need to offer an olive branch to these people and make it somewhat more of a relationship." Despite an upstream swim, he believes the format has no other choice. "All of the efforts we're making will bear very little fruit short term, and I mean short term being a couple years. If country hasn't, as a format, moved the needle forward by the time this starts affecting middle America, we're dead in the water."

CBS Radio KILT/Houston PD Jeff Garrison has a more neutral position on the study's results. "As the demographics of America change, we as the country format have to learn to embrace and make our format appealing to what is going to become the largest population in America," he says. "As good as country radio is, the sheer number of Hispanic radio stations has not only grown over the years, but it continues to get better. We've lost some Hispanic listeners over the years who have more choices in their own format."

Garrison says the Edison study proves that Hispanics represent the future for all demographics in America, while reminding that "it's still about the country P1 in 2007 and focusing on maximizing our TSL."

R&R



Dungan



Ramsey

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# HOT AC

► **PINK'S** GOT SOME GOOD NEWS TO SHOUT ABOUT: IN ITS 17TH CHART WEEK, "U + UR HAND," AT NO. 25, HAS ITS BEST INCREASE IN PLAYS YET (UP 108).



# R&R

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Systems

TW	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	15	<b>IT'S NOT OVER</b>	DAUGHTRY	NO. 1 (4 WKS)	★	3298 +46	17.408	1
2	2	40	<b>CHASING CARS</b>	SNOW PATROL		★	2527 -186	14.087	2
3	4	16	<b>KEEP HOLOGO ON</b>	AVRIL LAVIGNE		★	2469 -13	11.343	5
4	3	39	<b>HOW TO SAVE A LIFE</b>	THE FRAY		★	2392 -82	13.199	3
5	7	13	<b>SAY IT RIGHT</b>	NELLY FURTADO		★	2364 +176	11.688	4
6	9	12	<b>IF EVERYONE CARED</b>	NICKELBACK	MOST INCREASED PLAYS	★	2249 +241	10.566	7
7	6	30	<b>SUDDENLY I SEE</b>	KT TUNSTALL		★	2139 -186	10.372	8
8	5	38	<b>WAITING ON THE WORLD TO CHANGE</b>	JOHN MAYER		★	2068 -234	11.307	6
9	8	18	<b>IT ENDS TONIGHT</b>	THE ALL-AMERICAN REJECTS		★	2001 -53	8.886	10
10	11	20	<b>INTO THE OCEAN</b>	BLUE OCTOBER		★	1657 -51	7.671	12
11	12	46	<b>NOTHING LEFT TO LOSE</b>	MAT KEARNEY		★	1599 -1	10.094	9
12	14	6	<b>LITTLE WONDERS</b>	ROB THOMAS		★	1588 +25	7.000	13
13	10	33	<b>LIPS OF AN ANGEL</b>	HINDER		★	1567 -201	8.118	11
14	15	17	<b>WORLD</b>	FIVE FOR FIGHTING		★	1443 -119	6.087	16
15	16	14	<b>IRREPLACEABLE</b>	BEYONCE		★	1345 -35	6.642	14
16	18	9	<b>THE SWEET ESCAPE</b>	GWEN STEFANI FEATURING AKON		★	1310 +160	6.608	15
17	17	7	<b>LOOK AFTER YOU</b>	THE FRAY		★	1239 +75	5.709	17
18	19	7	<b>GRAVITY</b>	JOHN MAYER		★	1114 +94	5.241	18
19	24	13	<b>BEFORE HE CHEATS</b>	CARRIE UNDERWOOD	AIRPOWER/MOST ADDED	★	990 +158	4.700	19
20	20	18	<b>LEAVE THE PIECES</b>	THE WRECKERS		★	968 -62	4.390	21
21	21	15	<b>SNOW ((HEY OH))</b>	RED HOT CHILI PEPPERS		★	901 +26	4.396	20
22	23	8	<b>WHAT GOES AROUND...COMES AROUND</b>	JUSTIN TIMBERLAKE		★	832 +20	3.228	23
23	22	14	<b>WELCOME TO THE BLACK PARADE</b>	MY CHEMICAL ROMANCE		★	801 -47	3.759	22
24	25	11	<b>THIS AIN'T A SCENE, IT'S AN ARMS RACE</b>	FALL OUT BOY		★	676 +39	2.506	26
25	26	17	<b>U + UR HAND</b>	PINK		★	643 +108	2.721	25
26	27	6	<b>NEW SHOES</b>	PAOLO NUTINI		★	469 -13	1.711	29
27	29	9	<b>COLORFUL</b>	ROCCO DELUCA & THE BURDEN		★	438 +35	2.127	27
28	28	8	<b>HERE (IN YOUR ARMS)</b>	HELLOGOODBYE		★	416 +8	1.295	33
29	30	3	<b>BETTER THAN ME</b>	HINDER		★	405 +50	1.004	35
30	32	5	<b>READ MY MIND</b>	THE KILLERS		★	346 +36	0.525	-
31	33	19	<b>NOT READY TO MAKE NICE</b>	DIXIE CHICKS		★	345 +36	2.830	24
32	36	2	<b>OVER IT</b>	KATHARINE MCPHEE		★	291 +4	1.478	30
33	39	2	<b>THE KILL (BURY ME)</b>	30 SECONDS TO MARS		★	290 +67	2.014	28
34	35	5	<b>GRACE KELLY</b>	MIKA		★	280 -18	0.524	-
35	31	19	<b>MY LOVE</b>	JUSTIN TIMBERLAKE FEATURING T.I.		★	278 -45	1.422	31
36	37	5	<b>STOLEN</b>	DASHBOARD CONFESSIOAL		★	273 0	0.534	-
37	NEW		<b>SMILE</b>	LILY ALLEN		★	258 +57	0.713	39
38	38	2	<b>CUPID'S CHOKEHOLD</b>	CYMCCLASS HEROES FEAT. PATRICK STUMP		★	258 +11	0.925	37
39	34	5	<b>FIDELITY</b>	REGINA SPEKTOR		★	239 -74	1.056	34
40	NEW		<b>UNDENIABLE</b>	MAT KEARNEY		★	229 +70	0.504	-

## MOST ADDED

TITLE	ARTIST / LABEL	NEW STATIONS
<b>BEFORE HE CHEATS</b>	Carrie Underwood (Arista/Arista Nashville/RMG)	9
<b>THE SWEET ESCAPE</b>	Gwen Stefani Feat. Akon (Interscope)	8
<b>SAY IT RIGHT</b>	Nelly Furtado (Mosley/Geffen)	5
<b>LITTLE WONDERS</b>	Rob Thomas (Melisma/Atlantic)	5
<b>U + UR HAND</b>	Pink (LaFace/Zomba)	5
<b>STARS AND BOULEVARDS</b>	Augustana (Epic)	5
<b>ONCE IN A LIFETIME</b>	Keith Urban (Capitol)	5
<b>LOOK AFTER YOU</b>	The Fray (Epic)	4
<b>GRAVITY</b>	John Mayer (Arista/Arista Nashville/RMG)	4
<b>NEW SHOES</b>	Paolo Nutini (Atlantic)	4

## NEW AND ACTIVE

TITLE	ARTIST / LABEL	PLAYS /GAIN	TITLE	ARTIST / LABEL	PLAYS /GAIN
<b>YOU GIVE ME SOMETHING</b>	James Morrison (Polydor/Interscope)	227/1	<b>YOU'RE ALL I HAVE</b>	Snow Patrol (Polydor/A&M/Interscope)	120/21
<b>LIFE IS BEAUTIFUL</b>	Vega4 (Original Signal/Epic)	159/86	<b>SATELLITE</b>	Guster (Reprise)	115/5
<b>PRESSURE SUIT</b>	Aqualung (Columbia)	153/18	<b>THINKING ABOUT YOU</b>	Norah Jones (Blue Note/BMG)	106/32
<b>GLAMOROUS</b>	Fergie Feat. Ludacris (Will.i.am/A&M/Interscope)	141/21	<b>WHEN WE DIE</b>	Bowling For Soup (Jive/Zomba)	91/12
<b>FACE DOWN</b>	The Red Jumpsuit Apparatus (Virgin)	121/38	<b>TIME AFTER TIME</b>	Quietdrive (Red Ink/Epic)	78/15



★ **IF EVERYONE CARED**  
Nickelback (Roadrunner/Atlantic/Lava)  
WPTE +36, KQKQ +35, WWMX +26, WMYX +19, KZZO +16, WTMX -14, KOSO +13, WBNS +11, WMEE +10, WAJI +10

★ **SAY IT RIGHT**  
Nelly Furtado (Mosley/Geffen)  
KRSK +27, KRUZ +27, KEZR +22, XF26 +22, WBNS +20, WRQX +19, WINK +17, WRMF +13, WQAL +11, KSTP +11

★ **THE SWEET ESCAPE**  
Gwen Stefani Feat. Akon (Interscope)  
WINK +20, WWMX +18, KLZR +15, WQLH +13, WKDD +11, WKRQ +10, KQKQ +10, KOSO +8, KZZO +7, KRSK +7

★ **BEFORE HE CHEATS**  
Carrie Underwood (Arista/Arista Nashville/RMG)  
KRSK +28, WQAL +27, WMCX +22, KALZ +17, WBMX +15, WBNS +12, WRMF +9, WAJI +6, WMC -6, KPLZ +6

★ **U + UR HAND**  
Pink (LaFace/Zomba)  
KQKQ +37, KZZO +29, WBMX +18, WWMX +13, KALC +9, KRSK +9, WBNS +8, WDDV +7, KYSR +7, KVLU +4

**ADDED AT... KRSK**  
Portland, OR  
PD: Jeff McHugh  
MD: Sheryl Stewart  
Avril Lavigne, Girlfriend, 10  
Rob Thomas, Little Wonders, 1  
Augustana, Stars And Boulevards, 0  
Guster, Satellite, 0  
FOR MORE STATIONS GO TO:  
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FOR WEEK ENDING MARCH 11, 2007  
LEGEND: See legend to charts in charts section for rules and symbol explanations.  
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**the alternate Routes**  
"time is a runaway"

FILM/TV PLACEMENTS ALREADY ON THE HILLS, LAGUNA BEACH, & VAN WILDER 2 MOVIE & SOUNDTRACK  
MYSFACE FEATURED ARTIST  
NEW VIDEO FOR "TIME IS A RUNAWAY" DIRECTED BY LISA CHOLODENKO  
(LAUREL CANYON, HIGH ART, PLUS EPISODES OF SIX FEET UNDER, THE L WORD, & HOMICIDE: LIFE ON THE STREETS)

IN STORES THIS WEEK

[THEALTERNATEROUTES.COM](http://THEALTERNATEROUTES.COM) [MYSFACE.COM/ALTERNATEROUTES](http://MYSFACE.COM/ALTERNATEROUTES)



# SMOOTH JAZZ



'Wake up with smooth jazz': An oxymoron?

## The Morning Drive Challenge

Carol Archer

CArcher@RadioandRecords.com

**m**orning drive is smooth jazz's Achilles heel. For most formats, it is the strongest weapon in the programming toolbox to allure listeners and keep them tuned in for the remaining dayparts, but in this genre, it has historically underperformed.

Thanks to creative thinking, however, several outlets are boasting some of the highest morning ratings in their history.

In addition, eyes are on Broadcast Architecture Smooth Jazz Networks' new Ranisey Lewis morning show, which is running in 10 markets and claims the largest morning audience in smooth jazz.

In mornings, like every daypart at the format, music is the centerpiece. The challenge is giving people what they want and need in the morning, when "relaxing" music is front and center.

KIFM/San Diego PD Mike Vasquez assigned himself morning duties last July. In his first full book, fall 2006, morning ratings catapulted from outside the top 10 to No. 4 25-54. Vasquez suggests the show's content is compelling enough to compete with other morning shows in the market. "We'll never be top three, because there are great morning shows here, but we can give our P1s more entertainment and keep it close to the music," he says. "If 70%-75% of AQH comes from P1s, I want to get more TSL from them."

Vasquez thinks lifestyle bits add a new dimension to KIFM's morning show. For instance: How do you know when you've met the right person?

"Instead of just doing the bit, we had Najee on the morning show and did a 'she's a keeper' moment. Mindi Abair was on when we did 'he's a keeper.' We're getting the artists' thoughts on the topic, which validates nonmusical, topical elements that listeners might not be used to hearing on smooth jazz, and not at the cost of the music," he says.

Vasquez and morning show producer Len Balistreiri strive for bits that are inclusive, like the Question of the Day.

One reason people tune out smooth jazz morning shows is because they don't want to relax in the morning. Instead, they're looking to be energized, Vasquez says. Accordingly, he dropped all "relaxing" imaging from the daypart, and the majority of the music heard is uptempo.

"We image and position the morning show as upbeat, positive and vibrant, the place to come to jazz up your morning, because people don't want to fall asleep on the way to work," he says.

Vasquez believes that spice records also set mornings apart on KIFM and give the show its identity. When he plays James Brown, Bob Marley or anything that doesn't normally fit in the mix, he is careful to set it up: Take Ray Charles' "I Got a Woman," which Vasquez was listening to when a friend of his 14-year-old daughter's said, "Oh, that's the Kanye West song." He told the story and set it up: "Teach your kids well. Here's the original."

### Uncomplicated, Entertaining, Accessible

What KJCD/Denver morning personality Kenny Noble Cortes likes best about hosting mornings is coming to work with all the pieces of the puzzle—interview segments,



► **FOURBOEAST** COOKS UP THE CHART'S MOST INCREASED PLAYS (UP 30) AND DEBUTS AT NO. 27 WITH "NOODLE SOUP."

THIS WEEK		LAST WEEK		WEEKS ON CHART		SMOOTH JAZZ INDICATOR		PLAYS		
						TITLE	ARTIST	IMPRINT / PROMOTION LABEL	TW	+/-
1	1	18				<b>GIVE ME THE REASON</b>	KIRK WHALUM	RENDEZVOUS	203	-11
2	2	13				<b>MISTER MAGIC</b>	PETER WHITE	LEGACY/COLUMBIA	174	+2
3	8	6				<b>THE RHYTHM METHOD</b>	PAUL BROWN	PEAK/CONCORD	144	+10
4	6	8				<b>READY TO PLAY</b>	NILS	BAJA/TSR	142	+5
5	4	8				<b>GOOD TO GO</b>	CHUCK LOEB	HEADS UP	138	-1
6	3	15				<b>BLOOM</b>	MINDI ABAIR	GRP/VERVE	136	-14
7	9	18				<b>WAY UP</b>	WAYMAN TISDALE	RENDEZVOUS	131	-3
8	7	5				<b>HYPNOTIC</b>	BONEY JAMES	CONCORD	130	-4
9	5	12				<b>YOU'RE BEAUTIFUL</b>	KENNY G	ARISTA/RMG	130	-8
10	12	7				<b>STRAWBERRY LETTER #23</b>	DAVID WELLS	DAVID WELLS	127	+1
11	10	9				<b>SO AMAZING</b>	PATTI AUSTIN	RENDEZVOUS	126	-7
12	11	9				<b>LUCKY</b>	KEN NAVARRO	POSITIVE	124	-3
13	16	8				<b>SLICK</b>	ERIC DARIUS	NARADA JAZZ/BLG	119	+2
14	13	6				<b>CANTALOUPE ISLAND</b>	BRIAN BROMBERG	ARTISTRY	119	-1
15	19	10				<b>NOW</b>	KYLE EASTWOOD	RENDEZVOUS	118	+8
16	18	8				<b>COOL TO THE TOUCH</b>	GREG ADAMS	RIPA	117	+7
17	15	6				<b>READY FOR LOVE</b>	WALTER BEASLEY	HEADS UP	117	0
18	14	8				<b>AT THE MODERN</b>	JOYCE COOLING	NARADA JAZZ/BLG	110	-10
19	17	12				<b>THINKING ABOUT YOU</b>	NORAH JONES	BLUE NOTE/BLG	105	-7
20	24	6				<b>FEELING GOOD</b>	RANDY CRAWFORD & JOE SAMPLE	PRA	104	+11
21	22	12				<b>IT MIGHT BE YOU</b>	DAVE KOZ FEAT. INDIA ARIE	CAPITOL	99	0
22	21	5				<b>TAKE ME</b>	STEVE COLE	NARADA JAZZ/BLG	97	-4
23	20	4				<b>GOT TO GIVE IT UP</b>	KIM WATERS	SHANACHIE	97	-6
24	27	2				<b>COME ON OVER</b>	BLAKE AARON	INNERVISION	88	+8
25	30	2				<b>MYSTICAL</b>	CHELLI MINUCCI & SPECIAL EFX	SHANACHIE	87	+11
26	29	3				<b>WIND CHILL FACTOR</b>	MATT MARSHAK	NUANCE	87	+8
27	<b>NEW</b>					<b>NOODLE SOUP</b>	FOURBOEAST	NATIVE LANGUAGE	85	+30
28	23	6				<b>LOVE'S THEME</b>	RICK BRAUN	ARTIZEN	84	-12
29	25	2				<b>WANTING</b>	WILL DONATO	INNERVISION	82	-1
30	28	5				<b>IF YOU ASK ME</b>	NICK COLIONNE	NARADA JAZZ/BLG	76	-4

FOR WEEK ENDING MARCH 11, 2007



**'We image and position the morning show as upbeat, positive and vibrant, the place to come to jazz up your morning, because people don't want to fall asleep on the way to work.'**

—Mike Vasquez

music bits and fun things to talk about—then putting them together between 5 a.m. and 9 a.m.

Cortes' morning show career highlights include producing "Love Stories" for Liz Kiley at KOST/Los Angeles; talking with director Taylor Hackford about "Ray" three days before the Academy Awards; a conversation with Columbine student Brian Peacock on the fifth anniversary of the shooting; and being invited by Disney to broadcast his show from the inaugural voyage of the cruise ship Disney Magic to the Bahamas.

While Cortes was working at WFLC/Miami, his 4-year-old son nearly drowned. In the days that followed as the boy recovered, he spoke about his feelings with listeners. Cortes says that represents, for him, "learning what's important in life."

He keeps uppermost in mind KJCD PD Michael Fischer's axioms: Cut to the chase, and the most important thing is what comes out of the speakers. "I don't need to be so unique as I need to be uncomplicated, entertaining and accessible," he adds.

Cortes loves to hit the ground running, which requires thinking about what works on the air full time. He gets to the station by 3:30 a.m. to have enough time to prep, so that when his first break rolls around 5:15 a.m., he is, as he says, "ready, Freddie."

### Great Pipes, Deep Passion

Until recently, Al Winters had worked in two markets during his 30-year career on the air: in Atlanta for WSB as host of "The Quiet Storm" and doing mornings on smooth jazz WLVE (Love 94)/Miami for eight years, before he was displaced by Lewis' syndicated morning show.

Now, Winters returns to Philadelphia, where he lived for a time as a youth, to do mornings on WJJZ. He brings not only great pipes to the job, but tremendous knowledge and deep passion for contemporary jazz that he loves to share with listeners.

He says they get it: "When I play a smooth jazz cover, they recognize the song immediately; 'Oh, John Mayer did that song. That's cool.' It's such a breath of fresh air and it's about young people getting involved," Winters says.





# SMOOTH JAZZ

▶ "MISTER MAGIC" PROPELS PETER WHITE TO MOST INCREASED PLAYS (5-4, UP 45) AND TO THE TOP SPOT ON THE AUDIENCE LIST.



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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	20	<b>GIVE ME THE REASON</b> KIRK WHALUM	NO. 1 (7 WKS) RENDEZVOUS	578 -6	6.486 2
2	1	21	<b>BLOOM</b> MINDI ABAIR	GRPIVERVE	577 -14	5.448 4
3	3	23	<b>WAY UP!</b> WAYMAN TISOALE	RENDEZVOUS	556 -18	6.387 3
4	5	16	<b>MISTER MAGIC</b> PETER WHITE	MOST INCREASED PLAYS LEGACY/COLUMBIA	550 +45	7.367 1
5	4	29	<b>GIRL IN THE RED DRESS</b> GREGG KARUKAS	TRIPPIN'N' RHYTHM	489 -34	5.087 6
6	16	16	<b>YOU'RE BEAUTIFUL</b> KENNY G	ARISTA/RMG	474 +1	5.435 5
7	16	16	<b>THINKING ABOUT YOU</b> NORAH JONES	BLUE NOTE/BLG	425 +20	4.627 8
10	8	10	<b>SO NOT OVER YOU</b> SIMPLY RED	SIMPLYRED.COM	378 +42	4.711 7
11	9	9	<b>READY FOR LOVE</b> WALTER BEASLEY	HEADS UP	364 +42	3.158 14
10	9	9	<b>SAVE ROOM</b> JOHN LEGEND	G.O.O.D./COLUMBIA	342 -3	4.612 9
12	16	16	<b>GOOD TO GO</b> CHUCK LOEB	HEADS UP	337 +15	2.329 16
12	8	11	<b>SO AMAZING</b> PAT'N' AUSTIN	RENDEZVOUS	318 -29	3.570 12
15	13	37	<b>DRESSED TO CHILL</b> MARION MEADOWS	HEADS UP	295 -24	3.698 11
17	6	6	<b>THE RHYTHM METHOD</b> PAUL BROWN	PEAK/CONCORD	294 +28	4.113 10
16	6	6	<b>HYPNOTIC</b> BONEY JAMES	CONCORD	291 +21	3.254 13
15	18	18	<b>IT MIGHT BE YOU</b> DAVE KOZ FEATURING INDIA ARIE	CAPITOL	227 -19	2.238 17
19	14	14	<b>SLICK</b> ERIC DARIUS	NARADA JAZZ/BLG	208 +1	2.673 15
20	17	17	<b>IF YOU ASK ME</b> NICK COLIONNE	NARADA JAZZ/BLG	192 +31	1.504 22
21	3	3	<b>HELLO BETTY</b> JEFF GOLUB	NARADA JAZZ/BLG	129 +3	0.721 26
24	8	8	<b>READY TO PLAY</b> NILS	BAJA/TSR	123 +9	1.412 23
25	6	6	<b>GOT TO GIVE IT UP</b> KIM WATERS	SHANACHIE	109 +3	1.678 20
27	2	2	<b>ANTHEM FOR A NEW AMERICA</b> JEFF LORBER	BLUE NOTE/BLG	108 +29	1.836 19
26	14	14	<b>MILDRED'S ATTRACTION</b> JOYCE COOLING	NARADA JAZZ/BLG	83 -6	1.909 18
28	3	3	<b>AT THE MODERN</b> JOYCE COOLING	NARADA JAZZ/BLG	81 +2	0.493 -
30	8	8	<b>NOW</b> KYLE EASTWOOD	RENDEZVOUS	71 +1	0.386 -
NEW			<b>LOST WITHOUT U</b> ROBIN THICKE	STAR TRAK/INTERSCOPE	65 +19	1.505 21
NEW			<b>COOL TO THE TOUCH</b> GREG ADAMS	RIPA	61 -9	0.104 -
NEW			<b>MYSTICAL</b> CHIELI MINUCCI & SPECIAL EPX	SHANACHIE	59 -4	0.980 24
NEW			<b>CANTALOUPE ISLAND</b> BRIAN BROMBERG	ARTISTRY	57 +14	0.340 -
NEW			<b>OUT OF MY HEAD</b> LIONEL RICHIE	ISLAND/UMG	54 0	0.401 -

## RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW LW	THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW LW
6	<b>HEART OF THE MATTER</b> INDIA ARIE (UNIVERSAL MOTOWN)	285 287	6	<b>THE TOTAL EXPERIENCE</b> BONEY JAMES FEATURING GEORGE DUKE (CONCORD)	217 224
7	<b>BEAT STREET</b> DAVID BENOIT (PEAK/CONCORD)	250 237	7	<b>FORWARD EMOTION</b> PIECES OF A DREAM (HEADS UP)	208 229
8	<b>MORNIN'</b> GEORGE BENSON & AL JARREAU (MONSTER/CONCORD)	249 282	8	<b>MISMALOYA BEACH</b> RAY PARKER JR. (RAYDIO)	196 197
9	<b>FREE AS THE WIND</b> JAZZMASTERS (TRIPPIN'N' RHYTHM)	233 234	9	<b>CHILLAXIN</b> EUGE GROOVE (NARADA JAZZ/BLG)	165 170
10	<b>IF I AIN'T GOT YOU</b> ERIC DARIUS (NARADA JAZZ/BLG)	228 205	10	<b>IT'S TOO LATE</b> MICHAEL LINCOLN (RENDEZVOUS)	156 162

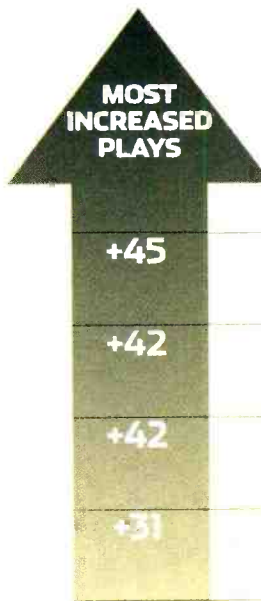
## MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
<b>LET'S TAKE A RIDE</b> Norman Brown (PEAK/CONCORD) KIFM, WJSJ, WJZA, WNWV, XM Watercolors	5
<b>ANTHEM FOR A NEW AMERICA</b> Jeff Lorber (BLUE NOTE/BLG) KBZN, KIJJ, KJZS, WJZA	4
<b>ORDINARY PEOPLE</b> George Benson & Al Jarreau (MONSTER/CONCORD) KJZS, WJZZ, WSJW, WSMJ	4
<b>MISTER MAGIC</b> Peter White (LEGACY/COLUMBIA) WJZW, WLVE	2
<b>SAVE ROOM</b> John Legend (G.O.O.D./COLUMBIA) WJSJ, WJZA	2
<b>SO NOT OVER YOU</b> Simply Red (SIMPLYRED.COM) KHJZ, WJSJ	2
<b>HYPNOTIC</b> Boney James (CONCORD) KOAS, WJZI	2
<b>THE RHYTHM METHOD</b> Paul Brown (PEAK/CONCORD) KIJJ, WJZA	2
<b>HELLO BETTY</b> Jeff Golub (NARADA JAZZ/BLG) Jones Radio Networks, KIFM	2

**ADDED AT... KIFM**  
San Diego, CA  
PD: Mike Vasquez  
MD: Kelly Cole  
Jeff Golub, Hello Betty, 3  
Jackiem Joyner, Stay With Me Tonight, 2  
Norman Brown, Let's Take A Ride, 0  
FOR MORE STATIONS GO TO:  
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## NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
<b>LUCKY</b> Ken Navarro (POSITIVE) TOTAL STATIONS: 5	53/3	<b>KALEIDOSCOPE</b> Chris Standring (A TRAIN) TOTAL STATIONS: 5	46/1
<b>TAKE ME</b> Steve Cole (NARADA JAZZ/BLG) TOTAL STATIONS: 5	51/0	<b>THE PINK PANTHER</b> Dave Koz (CAPITOL) TOTAL STATIONS: 25	41/25
<b>RAINCOAT</b> Kelly Sweet (RAZOR & TIE) TOTAL STATIONS: 5	50/10	<b>SAO PAULO</b> Rick Braun (ARTIZEN) TOTAL STATIONS: 4	38/8



<b>+45</b>	<b>MISTER MAGIC</b> Peter White (Legacy/Columbia) KHJZ +5, WJZZ +1, WNJA +10, KJCD +9, WSJT +8, KIJJ +4, WLVE +4, KOAS +2, WNWV +2, SUC +1
<b>+42</b>	<b>SO NOT OVER YOU</b> Simply Red (simplyred.com) WJSJ +9, WSJT +7, KHJZ +6, WSMJ +5, KRVR +5, WLVE +4, KJZS +3, WNWV +2, KYOT +2, KIJJ +2
<b>+42</b>	<b>READY FOR LOVE</b> Walter Beasley (Heads Up) WYJZ +9, KHJZ +6, JSJ +5, KFVR +5, WJZZ +4, WNJA +3, KSSJ +2, WJZA +2, KOAS +1, WJZW +1
<b>+31</b>	<b>IF YOU ASK ME</b> Nick Colionne (Narada Jazz/BLG) WJZZ +9, WLQO +3, KIJJ +2, WJSJ +2, KYOT +2, KSSJ +2, WLVE +2, WSJT +2, KJZS +1, WJZA +1
<b>+28</b>	<b>ANTHEM FOR A NEW AMERICA</b> Jeff Lorber (Blue Note/BLG) WQCD +9, KBZN +7, KRVR +7, WSJW +6, KJCD +5, XWRC +3, WNWV +2, KJZS +1, KKSF +2

FOR WEEK ENDING MARCH 11, 2007  
LEGEND: See legend to charts in charts section for rules and symbol explanations.  
32 smooth jazz stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 17 reporters.  
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## SMOOTH JAZZ REPORTERS

- AJZZ/Atlanta, GA\***  
PD/MD: Dave Kosh
- WDSJ/Dayton, OH\***  
PD: Sandy Collins  
MD: Skip Porter
- WQTQ/Hartford, CT**  
PD/MD: Stewart Stone
- KUAP/Little Rock, AR**  
PD/MD: Michael Nellums
- KRVR/Modesto, CA\***  
OM/MD: Doug Wulff  
PD: James Bryan
- KIJZ/Portland, OR\***  
OM/MD: Tony Coles
- DMX Jazz Vocal Blend/Satellite**  
PD/MD: Rochelle Matthews
- KWJZ/Seattle, WA\***  
PD: Carol Handley  
MD: Jiana Rose
- EAAB/Baltimore, MD**  
PD: Sandy Mallory  
APD/MD: Marcellus "Bassman" Shepard
- KJCD/Denver, CO\***  
PD/MD: Michael Fischer
- KSBRL/Los Angeles, CA**  
OM/MD: Terry Wedel  
MD: Vienna Yip
- KJZS/Reno, NV\***  
PD: Jay Davis
- DMX Smooth Jazz/Satellite**  
PD/MD: Rochelle Matthews
- KCOZ/Springfield, MO**  
OM: Jae Jones  
PD/MD: Jarrett Grogan
- SMJ/Baltimore, MD\***  
PD/MD: Lori Lewis
- WVMV/Detroit, MI\***  
OM/MD: Tom Sleeker  
MD: Sandy Kovach
- KPTW/Los Angeles, CA\***  
PD: Paul Goldstein  
APD/MD: Ricci Filar
- KSSJ/Sacramento, CA\***  
PD: Lee Hansen
- Jones Radio Networks/Satellite\***  
OM/MD: Steve Hibbard  
APD/MD: Laurie Cobb
- WSJT/Tampa, FL\***  
PD: Ross Block  
MD: Kathy Curtis
- VVSU/Birmingham, AL**  
OM/MD: Andy Parrish
- WZJZ/Ft. Myers, FL**  
MD: Randi Bachman
- WYJZ/Indianapolis, IN\***  
OM/MD: Carl Frye
- KBZN/Salt Lake City, UT\***  
OM/MD: Dan Jessop
- Music Choice Smooth Jazz/Satellite**  
APD: Will Kinnally
- WJZW/Washington, DC\***  
OM/MD: Kenny King
- WNJA/Chicago, IL\***  
OM/MD: Darren Davis  
MD: Rick O'Dell
- WSBZ/Ft. Walton Beach, FL**  
PD: Mark Carter  
MD: Mark Edwards
- KJLU/Jacksonville, FL\***  
OM/MD: Joel Widdows
- WGRV/Melbourne, FL**  
OM: C.J. Sampson  
PD/MD: Randy Bennett
- WQCD/New York, NY\***  
PD: Blake Lawrence  
MD: Carolyn Bednarski
- WHOV/Norfolk, VA**  
PD: Kevin "The Moose" Anderson
- WLOQ/Orlando, FL\***  
OM/MD: Brian Morgan
- WLAS/Montgomery, AL**  
OM: Candy Capel  
MD: Jay Holcay
- WQCD/New York, NY\***  
PD: Blake Lawrence  
MD: Carolyn Bednarski
- WHOV/Norfolk, VA**  
PD: Kevin "The Moose" Anderson
- WLOQ/Orlando, FL\***  
OM/MD: Brian Morgan
- KYOT/Phoenix, AZ\***  
PD: Smokey Rivers  
APD/MD: Angie Handa
- WJZI/Milwaukee, WI\***  
PD: Stan Atkinson
- WJZZ/San Francisco, CA\***  
PD/MD: Ken Jones
- KJZY/Santa Rosa, CA**  
APD/MD: Rob Singleton
- XM Watercolors/Satellite\***  
PD/MD: Shirlytta Colon

\* Monitored Reporters



Active rock WAMX remains Huntington's dominant rocker 10 years on

## Small, But Mighty

Mike Boyle

MBoyle@RadioandRecords.com

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raise your hand if, early in your career, you not only wanted to be on the air at the top-dog rock station in the town you grew up in, but also pined to program it. ■ Such was the case for Clear Channel active rock WAMX/Huntington, W.Va., PD Erik Raines. Like most of his staff—which includes morning newsman Rob “the Informer” Kimball, afternoon driver Robin Wilds, night prowler Brandon Woolum and GM Judy Cornett—Raines was born and bred in and around an Ohio town he could throw a softball across the river to from Huntington. The Arbitron market, No. 157, includes counties from all three states and is technically designated as Huntington-Ashland.

Raines started out in radio at Huntington's Marshall University campus station, WMUL (88.1), and after graduation booked bands for a time before joining WAMX in 1998 to host nights and a local music show. He's now heard in middays and last spring was named PD of the town's biggest radio station (see ratings, right).

WAMX celebrated its 10th anniversary as an active rock station on Valentine's Day. That day 10 years ago couldn't have come any sooner for Raines.

### WAMX Music Monitor Feb. 26, 2 p.m.

- Breaking Benjamin, “Breath”
- Bush, “Little Things”
- Sublime, “What I Got”
- Black Label Society, “Blood Is Thicker Than Water”
- Velvet Revolver, “Fall to Pieces”
- Flyleaf, “Fully Alive”
- Megadeth, “Trust”
- Godsmack, “The Enemy”
- The Offspring, “Come Out and Play”
- Iron Maiden, “The Trooper”
- Black Stone Cherry, “Hell and High Water”
- Staind, “Outside”
- Shinedown, “Heroes”

Source: WAMX

“Active rock was lacking here. Having grown up in this town, all I had was classic rock on the air from WKLC in Charleston, W.Va., 45 minutes away. If I heard the Eagles one more time I was going to scream. Making it worse for me was that I was booking bands, and it was mostly bands from the active rock format.”

Competitively speaking, L.M. Communications' rock WKLC, Fifth Avenue Broadcasting's rock WRVC/Huntington and crosstown Connoisseur's classic rock WRYV are all stations Raines has in his rearview mirror. WAMX beat them all in the fall 2006 Arbitron survey. His biggest challenge, however, is the tight battle his imported morning program, the syndicated “John Boy & Billy Big Show,” is engaged in with WRVC's own import, the syndicated “Lex & Terry Show.”

How tight is that race? In the fall '06 Arbitron, the shows were tied for No. 1 in men 25-54. In men 18-34, John Boy & Billy held a wide lead with a 14.3 share to Lex & Terry's 10.2. The gap narrows among men 18-49. WAMX posted an 11.0 share to WRVC's 7.7.

“John Boy & Billy used to be on WKLC, and when they became available a few years back we grabbed them,” Raines says. “Was it the best match between their show and us playing Godsmack? No, but it's worked.”

He adds, “In a way we're almost two radio stations. We're the John Boy & Billy station, and when the show ends I try to ease us into what

we really are with the music, an active rock station. And it's not that we're not all about John Boy & Billy, because they're awesome. It's just that I don't want to lose their listeners when the show is over.” He's referring to that highly sought-after demo of men 25-54.

To accomplish that feat, Raines has a well-executed plan.

“Once 10 a.m. rolls around, I don't want to go straight into Static-X and System of a Down. It's about more of the mainstream rock and some of the right newer and library songs that I strive for. A lot of people do turn us off after John Boy & Billy, but I try to mix in as much classic rock as I can, yet still make the station sound like us.”

Regarding WAMX's overall music philosophy, Raines says he tries to play as much of the new music that makes sense. However, market conditions impel the station to play Van Halen, Mötley Crüe, Led Zeppelin and other hard classic rock. Mixing the old and the new in a unique presentation is key, he says.

“As a former club DJ, I like segues and hate sweepers all the time in between songs. When I took this job as PD, I said I wanted to put the DJ back in the DJ.” Raines says it is time-consuming to put all the music sets together each day, but when he listens to the station on the way home and hears those segues, the time was well-spent.

WAMX is saving most of its 10th-anniversary celebrations for the annual X-Fest show, scheduled for Oct. 6 at Harris Riverfront Park on the Ohio River. Between now and then, the station could be dealt to a new owner, as Clear Channel's Huntington cluster is one of the 448 stations the company plans to sell in preparation for its own transfer of ownership to a private-equity consortium.

“I'm not sure where that's going to take us, but I'm not afraid of the future of the station. It would just be nice to know who will be in charge, and we can get on with life.”

Outside of waiting on his new owners, Raines says his biggest overall challenge is getting the station's ratings back to where they were before WRVC entered the scene a few years back. “Even though we're the target of barbs from time to time from the competition, I just ignore it and focus on making my product the best there is and hopefully people like it. So far, the ratings say they do.”

Raines concludes, “I'd also like to get bigger headlining acts for X-Fest and host more live shows here in general. However, getting the dollars to have a draw in a market this size is no easy task.” *R&R*

‘When I took this job as PD, I said I wanted to put the DJ back in the DJ.’

—Erik Raines

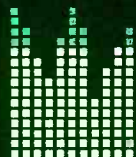


Raines

### WAMX's Fall 2006 Ratings

- Persons 12+: 5.4-5.3
- Men 18-34: 13.6-14.3 (No. 1)
- Men 18-49: 10.8-11.0 (No. 1)
- Men 25-54: 8.9-8.8 (No. 2)

Source: Arbitron, fall 2006, Mon.-Sun.



# ALTERNATIVE

► **INCUBUS** EARNs ITS 10TH CAREER ALTERNATIVE TOP 10 AS "DIG" RISES 12-9.



POWERED BY

Nielsen Broadcast Data Systems

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	20	<b>PAIN</b> THREE DAYS GRACE	NO. 1 (4 WKS)	JIVE/ZOMBA	1760 -74	7.224 2
2	2	20	<b>STARLIGHT</b> MUSE		WARNER BROS.	1727 -21	7.734 1
3	21		<b>FROM YESTERDAY</b> 30 SECONDS TO MARS		IMMORTAL/VIRGIN	1701 +67	6.700 3
4	4	14	<b>FAMOUS LAST WORDS</b> MY CHEMICAL ROMANCE		REPRISE	1554 -40	5.751 8
5	7	4	<b>SURVIVALISM</b> NINE INCH NAILS		NOTHING/INTERSCOPE	1533 +79	6.607 5
6	5	10	<b>DASHBOARD</b> MODEST MOUSE		EPIC	1488 -67	5.255 11
7	6	20	<b>SNOW (HEY OH)</b> RED HOT CHILI PEPPERS		WARNER BROS.	1401 -150	6.699 4
8	11	9	<b>BREATH</b> BREAKING BENJAMIN		HOLLYWOOD	1342 +44	4.649 15
9	12	9	<b>DIG</b> INCUBUS		IMMORTAL/EPIC	1341 +85	4.877 12
10	8	34	<b>FACE DOWN</b> THE RED JUMPSUIT APPARATUS		VIRGIN	1317 -87	5.812 7
11	10	10	<b>READ MY MIND</b> THE KILLERS		ISLAND/DJMG	1266 -23	6.094 6
12	14	8	<b>FOREVER</b> PAPA ROACH		EL TONAL/GEFFEN	1199 +46	3.792 18
13	15	15	<b>PRAYER OF THE REFUGEE</b> RISE AGAINST		GEFFEN	1184 +4	4.763 14
14	9	15	<b>THIS AIN'T A SCENE, IT'S AN ARMS RACE</b> FALL OUT BOY		FUELED BY RAMEN/ISLAND/DJMG	1112 -190	4.842 13
15	18	9	<b>LAZY EYE</b> SILVERSUN PICKUPS	MOST INCREASED PLAYS	DANGEROUS	1043 +129	5.386 9
16	16	14	<b>PHANTOM LIMB</b> THE SHINS		SUB POP	956 -13	4.351 17
17	15	23	<b>ANNA-MOLLY</b> INCUBUS		IMMORTAL/EPIC	931 -95	5.366 10
18	19	5	<b>WELL ENOUGH ALONE</b> CHEVELLE		EPIC	915 +25	2.605 19
19	17	27	<b>WELCOME TO THE BLACK PARADE</b> MY CHEMICAL ROMANCE		REPRISE	858 -71	4.355 16
20	20	12	<b>IT'S NOT OVER</b> DAUGHTRY		RCA/RMG	769 +40	2.253 22
21	21	8	<b>SILLYWORLD</b> STONE SOUR		ROADRUNNER	616 -15	1.489 33
22	24	6	<b>RUBY</b> KAISER CHIEFS		B-UNIQUE/UNIVERSAL MOTOWN	609 +45	1.822 25
23	23	9	<b>NAIVE</b> THE KOOKS		ASTRALWERKS	572 +10	1.883 24
24	26	8	<b>I STILL REMEMBER</b> BLCC PARTY		VICE/ATLANTIC	548 +40	1.800 26
25	25	11	<b>LADIES &amp; GENTLEMEN</b> SALIVA		ISLAND/DJMG	533 -8	1.463 34
26	28	7	<b>EVERYTHING</b> BUCKCHERRY		ELEVEN SEVEN/ATLANTIC/LAVA	527 +29	2.105 23
27	27	5	<b>YOU'RE ALL I HAVE</b> SNOW PATROL		POLYDOR/A&M/INTERSCOPE	502 +7	1.526 31
28	32	4	<b>ALL THE SAME</b> SICK PUPPIES		RMR/VIRGIN	498 +57	2.378 21
29	35	2	<b>THE MISSING FRAME</b> AFI		TINY EVIL/INTERSCOPE	491 +122	2.398 20
30	22	14	<b>THINK I'M IN LOVE</b> BECK		INTERSCOPE	483 -88	1.448 35
31	29	5	<b>FREAK ON A LEASH (UNPLUGGED)</b> KORN FEATURING AMY LEE		VIRGIN	480 +10	1.736 28
32	33	4	<b>PARALYZER</b> FINGER ELEVEN		WIND-UP	479 +32	1.731 29
33	31	13	<b>FULLY ALIVE</b> FLYLEAF		OCTONE/J/RMG	451 -16	1.511 32
34	39	2	<b>HEY THERE DELILAH</b> PLAIN WHITE T'S		FEARLESS/HOLLYWOOD	430 +124	1.749 27
35	34	4	<b>HANG ME UP TO DRY</b> COLD WAR KIDS		DOWNTOWN/ATLANTIC/LAVA	411 +9	1.658 30
36	36	4	<b>ALL THESE THINGS I HATE (REVOLVE AROUND ME)</b> BULLET FOR MY VALENTINE		JIVE/ZOMBA	395 +33	1.147 40
37	30	13	<b>VOICES</b> SAOSIN		CAPITOL	358 -107	1.156 39
38	NEW		<b>SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I DO)</b> THE ALMOST		TOOTH & NAIL/VIRGIN	309 +49	0.818 -
39	4		<b>TEN THOUSAND FISTS</b> DISTURBED		REPRISE	308 +4	1.046 -
40	NEW		<b>BETTER THAN ME</b> HINDER		UNIVERSAL REPUBLIC	307 +11	0.599 -

## MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
<b>TIME WON'T LET ME GO</b> The Bravery (ISLAND/DJMG) KBZT, KFMA, KITS, KNDD, KNXX, KRBZ, KROQ, KUCC, KXRR, Sirius Alt Nation, WBUR, WBTZ, WFNX, XETRA, XM Ethel	15
<b>THE MISSING FRAME</b> AFI (TINY EVIL/INTERSCOPE) KDGE, KFMA, KQRA, KQXR, KWOD, WGRD, WROX, WSWD, WTZR, WZJO	10
<b>HEY THERE DELILAH</b> Plain White T's (FEARLESS/HOLLYWOOD) KJEE, KQRA, KRBZ, WCYY, WOCL, XETRA	6
<b>YOU ARE THE ONE</b> Shiny Toy Guns (UNIVERSAL MOTOWN) KJEE, KNXX, KRBZ, KWOD, WLUM, WWCD	6
<b>LAZY EYE</b> Silversun Pickups (DANGEROUS) KCXX, KQXR, WHRL, WRWK, WSWD	5
<b>RUBY</b> Kaiser Chiefs (B-UNIQUE/UNIVERSAL MOTOWN) KQXR, KRZQ, KXRR, WBUR, WLRS	5
<b>HOUSE OF CARDS</b> Madina Lake (ROADRUNNER) KCXX, KQXR, WARQ, WAVF, WBTZ	5
<b>FALSE PRETENSE</b> The Red Jumpsuit Apparatus (VIRGIN) KNXX, KWOD, WGRD, WTZR, WZJO	5
<b>THNKS FR TH MMRs</b> Fall Out Boy (FUELED BY RAMEN/ISLAND/DJMG) KFMA, Sirius Alt Nation, WSWD, WTZR, WZJO	5
<b>READ MY MIND</b> The Killers (ISLAND/DJMG) KHBZ, KQRA, KQXR, WZNE	4

**ADDED AT...**  
**KFMA**  
Tucson, AZ  
PD: Matt Spry  
MD: Greg Rampage  
AFI, The Missing Frame, 24  
Fall Out Boy, Thnks Fr Th Mmrs, 23  
The Bravery, Time Won't Let Me Go, 6

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

## NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
<b>THE RIVER</b> Good Charlotte Feat. M. Shadows And Synyster Gates (DAYLIGHT/EPIC)	223/39	<b>FLATHEAD</b> The Fratellis (CHERRY TREE/DROP THE GUN/ISLAND/INTERSCOPE)	165/42
<b>TELL ME</b> Dropping Daylight (OCTONE)	216/-1	<b>YOUNG FOLKS</b> Peter Bjorn And John (ALMOSTGOLD/RED)	162/14
<b>THE OLDER I GET</b> Skillet (ARDENT/ATLANTIC/LAVA)	209/3	<b>PUNKROCKER</b> Teddybears Feat. Iggy Pop (BIG BEAT/ATLANTIC)	146/12
<b>KEEP THE CAR RUNNING</b> The Arcade Fire (MERGE)	199/79	<b>HOUSE OF CARDS</b> Madina Lake (ROADRUNNER)	145/30
<b>HOW LONG</b> Hinder (UNIVERSAL REPUBLIC)	175/7	<b>IT ENDS TONIGHT</b> The All-American Rejects (DOGHOUSE/INTERSCOPE)	137/12
			5

## MOST INCREASED PLAYS

INCREASE IN PLAYS	TITLE ARTIST / LABEL
+129	<b>LAZY EYE</b> Silversun Pickups (dangerbird) WRWK +16, KROQ +15, WSWD +15, WNNX +14, KFRR +13, WAVF +10, WHRL +10, WFNX +9, KDGE +9, KFTE +9
+124	<b>HEY THERE DELILAH</b> Plain White T's (Fearless/Hollywood) XETH +21, KTCL +14, KWOD +14, WRWK +13, WKQX +9, WWOC +8, KJEE +8, WOCL +7, KUCC +6, KNDD +6
+122	<b>THE MISSING FRAME</b> AFI (Tiny Evil/Interscope) SIAN +17, WSWD +14, KUCC +13, KEDJ +13, WCYY +9, KDGE +9, KXRR +7, KRZQ +7, KITS +6, KJEE +6
+121	<b>TIME WON'T LET ME GO</b> The Bravery (Island/DJMG) KITS +22, KUCC +20, KROQ +18, KFMA +6, WFNX +6, KBZT +5, KXRR +5, WOCL +5, KNRR +4, WHTG +4
+85	<b>DIG</b> Incubus (Immortal/Epic) SIAN +23, WEND +13, WWDC +11, WKQX +9, KHBZ +7, KDGE +7, WNNX +6, WOCL +5, WPBZ +4, WBUR +4

FOR WEEK ENDING MARCH 11, 2007  
LEGEND: See legend to charts in charts section for rules and symbol explanations.  
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# ACTIVE ROCK

▶ **NINE INCH NAILS** GRAB THE MOST INCREASED PLAYS TAG FOR A THIRD STRAIGHT WEEK AS "SURVIVALISM" CLIMBS 17-14.



POWERED BY



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	0	<b>BREATH</b> BREAKING BENJAMIN	NO. 1 (1 WK) HOLLYWOOD	1570	-1 5.426 2
2	1	20	<b>LADIES &amp; GENTLEMEN</b> SALIVA	ISLAND/IDJMG	1444	-166 5.387 3
3	3	25	<b>PAIN</b> THREE DAYS GRACE	JIVE/ZOMBA	1401	-144 6.179 1
6	7	7	<b>SILLYWORLD</b> STONE SOUR	ROADRUNNER	1322	+38 4.777 4
5	4	20	<b>THE ENEMY</b> GODSMACK	UNIVERSAL REPUBLIC	1264	-28 4.315 7
6	5	14	<b>TEN THOUSAND FISTS</b> DISTURBED	REPRISE	1261	-35 4.668 5
7	7	15	<b>IT'S NOT OVER</b> DAUGHTRY	RCA/RMG	1213	+20 4.492 6
8	9	9	<b>FOREVER</b> PAPA ROACH	EL TONAL/GEFFEN	1187	+18 3.292 9
9	6	6	<b>WELL ENOUGH ALONE</b> CHEVELLE	EPIC	1099	-25 3.161 10
10	10	15	<b>FROM YESTERDAY</b> 30 SECONDS TO MARS	IMMORTAL/VIRGIN	964	-21 2.393 14
12	8	8	<b>JAMBI</b> TOOL	TOOL DISSECTIONAL/VOLCANO/ZOMBA	932	+69 2.708 12
13	9	9	<b>EVERYTHING</b> BUCKCHERRY	ELEVEN SEVEN/ATLANTIC/LAVA	906	+79 2.484 13
14	9	9	<b>ALL THESE THINGS I HATE (REVOLVE AROUND ME)</b> BULLET FOR MY VALENTINE	JIVE/ZOMBA	826	+12 1.911 16
14	17	4	<b>SURVIVALISM</b> NINE INCH NAILS	NOTHING/INTERSCOPE	779	+104 2.164 15
15	11	19	<b>SNOW (HEY OH!)</b> RED HOT CHILI PEPPERS	WARNER BROS.	770	-136 3.364 8
18	8	8	<b>DRIVEN</b> SEVENDUST	7BROS/ASYLUM	708	+58 1.451 23
21	4	4	<b>YOU WOULDN'T KNOW</b> HELLYEAH	AIRPOWER EPIC	69E	+77 1.852 17
20	8	8	<b>PARALYZER</b> FINGER ELEVEN	AIRPOWER WIND-UP	678	+45 1.614 20
15	15	14	<b>THE POT</b> TOOL	TOOL DISSECTIONAL/VOLCANO/ZOMBA	662	-41 2.819 11
16	16	16	<b>MY CURSE</b> KILLSWITCH ENGAGE	ROADRUNNER	646	-22 1.591 21
22	5	5	<b>DIG</b> INCUBUS	IMMORTAL/EPIC	617	+35 1.502 22
19	5	5	<b>FREAK ON A LEASH (UNPLUGGED)</b> KORN FEATURING AMY LEE	VIRGIN	593	-54 1.843 18
24	5	5	<b>BETTER THAN ME</b> HINDER	UNIVERSAL REPUBLIC	537	+22 1.197 25
25	6	6	<b>FAMOUS LAST WORDS</b> MY CHEMICAL ROMANCE	REPRISE	466	+39 1.365 24
23	13	13	<b>STAND UP</b> JET	ATLANTIC	414	-81 1.195 26
27	3	3	<b>THE ECSTASY OF GOLD</b> METALLICA	SONY CLASSICAL	396	+34 1.652 19
28	5	5	<b>DESTROYER</b> STATIC-X	REPRISE	396	+28 0.876 28
29	5	5	<b>BREATHE INTO ME</b> RED	ESSENTIAL/RED	359	+98 0.624 31
26	14	14	<b>TELL ME</b> DROPPING DAYLIGHT	OCTONE	335	-37 0.518 33
33	3	3	<b>THE OLDER I GET</b> SKILLET	ARDENT/ATLANTIC/LAVA	249	+35 0.563 32
31	30	5	<b>THE RISING</b> TRIVIUM	ROADRUNNER	248	-21 0.377 40
32	32	12	<b>COLONY OF BIRCHMEN</b> MASTODON	RELAPE/REPRISE	222	-30 0.340 -
35	3	3	<b>DIFFERENT THAN YOU</b> THE EXIES	ELEVEN SEVEN	204	+29 0.287 -
34	31	12	<b>BLOOD IS THICKER THAN WATER</b> BLACK LABEL SOCIETY	ROADRUNNER	189	-73 0.439 37
35	34	7	<b>FACE DOWN</b> THE RED JUMPSUIT APPARATUS	VIRGIN	180	-16 0.364 -
36	NEW	NEW	<b>FATHER FIGURE</b> ARMY OF ANYONE	FIRM	178	+84 0.428 38
36	3	3	<b>PRAYER OF THE REFUGEE</b> RISE AGAINST	GEFFEN	162	+2 0.439 36
39	2	2	<b>BETTER</b> GUN N' ROSES	INTERSCOPE	157	+22 1.124 27
38	2	2	<b>ELECTRIC WORRY</b> CLUTCH	ISSACHAR/DRT	157	-1 0.152 -
37	19	19	<b>WHISPERS IN THE DARK</b> SKILLET	ARDENT/ATLANTIC/LAVA	154	+4 0.360 -

## MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
<b>SWEET SACRIFICE</b> Evanescence (WIND-UP) KHTQ, KXXR, KZRQ, WCCC, WKLQ, WMMR, WR7, WRXW, WYBB, WZOR	10
<b>FAR CRY</b> Rush (ANTHEM/ATLANTIC) KDOT, KHTB, KQRC, KZBD, WCCC, WMMR, WRAT	7
<b>DANCE OF THE MANATEE</b> Fair To Midland (SERJICAL STRIKE/UNIVERSAL REPUBLIC) KHTQ, KXXR, KZRQ, WRIF, WRXW, WYBB	6
<b>BREATHE INTO ME</b> Red (ESSENTIAL/RED) KBPI, KDOT, KLAQ, KRZR, WCPB	5
<b>SHINE</b> The Burden Brothers (KIRTLAND) KNCN, WBUZ, WJLL, WJJO, WKLQ	5
<b>ALL THE SAME</b> Sick Puppies (RMR/VIRGIN) WBSX, WBUZ, WR7, WRUF	4
<b>MEIN</b> Deftones (MAVERICK/REPRISE) KOMP, KZRQ, WJLL, WRIF	4
<b>SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I DO.)</b> The Almost (TOOTH & NAIL/VIRGIN) KHTQ, KZBD, WJLL, WYBB	4
<b>SURVIVALISM</b> Nine Inch Nails (NOTHING/INTERSCOPE) KNCN, KTEG, WRXR	3
<b>DIG</b> Incubus (IMMORTAL/EPIC) KXXR, KZBD, WIYY	3

### ADDED AT...

**KXXR** 93X  
Minneapolis, MN  
PD: Wale Linder  
MD: Pablo  
Evanescence, Sweet Sacrifice, 5  
Incubus, Dig, 5  
Fair To Midland, Dance Of The Manatee, 4

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

### NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
<b>THE FIGHT</b> The Classic Crime (TOOTH & NAIL/EMR) TOTAL STATIONS: 28	152/20	<b>QWERTY</b> Linkin Park (WARNER BROS.) TOTAL STATIONS: 9	132/89
<b>RAIN WIZARD</b> Black Stone Cherry (IN DE GOOT/ROADRUNNER) TOTAL STATIONS: 23	151/93	<b>THE DEVIL CRIED</b> Black Sabbath (WARNER BROS./RHINO) TOTAL STATIONS: 20	113/39
<b>SIDE OF A BULLET</b> Nickelback (ROADRUNNER) TOTAL STATIONS: 12	143/-1	<b>SWEET SACRIFICE</b> Evanescence (WIND-UP) TOTAL STATIONS: 19	91/39
<b>FUNERAL FOR YESTERDAY</b> Kittie (MEROVINGIAN/X OF INFAMY/CAROLINE) TOTAL STATIONS: 18	137/22	<b>LOVE REIGN O'ER ME</b> Pearl Jam (TEN CLUB) TOTAL STATIONS: 19	88/17
<b>DANCE OF THE MANATEE</b> Fair To Midland (SERJICAL STRIKE/UNIVERSAL REPUBLIC) TOTAL STATIONS: 34	134/59	<b>HEAR ME NOW</b> Framing Hanley (SILENT MAJORITY) TOTAL STATIONS: 10	86/6

## MOST INCREASED PLAYS

<b>+104</b> <b>SURVIVALISM</b> Nine Inch Nails (Nothing/Interscope) KTEG +13, KNCN +12, WRXR +11, KICT +11, WCHZ +9, WCPB +9, KUPD +8, WBSX +8, WAAF +5, WRAT +5
<b>+98</b> <b>BREATHE INTO ME</b> Red (Essential/RED) KZRQ +14, KRZR +12, KBPI +11, WCHZ +10, KZBD +8, WBSX +7, KILD +7, WBUZ +5, WRUF +5, WJLL +4
<b>+93</b> <b>RAIN WIZARD</b> Black Stone Cherry (In De Goot/Roadrunner) WZOR +23, KDJL +11, WYBB +10, WYQR +7, KZBD +7, WRXW +6, WRZK +6, KQRC +4, WKLQ +4, WJJO +4
<b>+89</b> <b>QWERTY</b> Linkin Park (Warner Bros.) KDOT +33, KILQ +18, WKLQ +14, WRIF +10, KTEG +8, WBSX +2, WYSP +2, KHTB +1, WQXA +1
<b>+84</b> <b>FATHER FIGURE</b> Army Of Anyone (Firm) WZOR +23, KHTQ +12, KUPD +12, WYQR +11, KQRC +6, WKLQ +6, KZBD +4, KLAQ +4, WJJO +4, XSQU +4

FOR WEEK ENDING MARCH 11, 2007  
LEGEND: See legend to charts in charts section for rules and symbol explanations.  
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▶ **BLACK SABBATH** RETURNS TO THE ROCK CHART FOR THE FIRST TIME SINCE 1999 AS "THE DEVIL CRIED" ENTERS AT NO. 28 AND SCORES MOST INCREASED PLAYS HONORS.



THIS WEEK	LAST WEEK	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL	PLAYS TW	+/ -	AUDIENCE MILLIONS	RANK
1	1	<b>PAIN</b>	THREE DAYS GRACE	NO. 1 (8 WKS.)	JIVE/ZOMBA	406	-11	1.278	1
2	4	<b>LADIES &amp; GENTLEMEN</b>	SALIVA		ISLAND/IMG	335	+9	0.806	8
3	2	<b>SNOW ((HEY OH))</b>	RED HCT CHILI PEPPERS		WARNER BROS.	335	+9	1.234	2
4	3	<b>SILLYWORLD</b>	STONE SOUR		ROADRUNNER	322	-14	0.916	6
5	6	<b>IT'S NOT OVER</b>	DAUGHTRY		RCA/RMG	307	+26	0.953	5
6	5	<b>THE ENEMY</b>	GOODSACK		UNIVERSAL REPUBLIC	281	-26	0.859	7
7	7	<b>LAND OF CONFUSION</b>	DISTURBED		REPRISE	262	-4	1.143	3
8	10	<b>BREATH</b>	BREAKING BENJAMIN		HOLLYWOOD	254	+9	0.787	9
9	8	<b>HEROES SHINEDOWN</b>			ATLANTIC	235	-22	0.722	10
10	9	<b>ANIMAL I HAVE BECOME</b>	THREE DAYS GRACE		JIVE/ZOMBA	226	-21	0.964	4
11	15	<b>FOREVER</b>	PAPA ROACH		EL TONAL/GEFFEN	214	+24	0.588	14
12	12	<b>EVERYTHING</b>	BUCKCHERRY		ELEVEN SEVEN/ATLANTIC/LAVA	200	+3	0.646	13
13	13	<b>THE POT</b>	TOOL		TOOL DISSECTIONAL/VOLCANO/ZOMBA	192	0	0.704	11
14	14	<b>THROUGH GLASS</b>	STONE SOUR		ROADRUNNER	190	-2	0.690	12
15	11	<b>ROCKSTAR</b>	NICKELBACK		ROADRUNNER	189	-18	0.561	15
16	16	<b>WELL ENOUGH ALONE</b>	CHEVELLE		EPIC	170	-9	0.475	16
17	17	<b>HOW LONG</b>	HINDER		UNIVERSAL REPUBLIC	161	-19	0.458	17
18	19	<b>TEN THOUSAND FISTS</b>	DISTURBED		REPRISE	144	-4	0.284	22
19	20	<b>IF EVERYONE CARED</b>	NICKELBACK		ROADRUNNER	122	+7	0.417	18
20	25	<b>BETTER THAN ME</b>	HINDER		UNIVERSAL REPUBLIC	112	+22	0.276	23
21	18	<b>ANNA-MOLLY</b>	INCUBUS		IMMORTAL/EPIC	111	-23	0.290	20
22	23	<b>THE ECSTASY OF GOLD</b>	METALICA		SONY CLASSICAL	105	+3	0.145	-
23	22	<b>GOODBYE</b>	ARMY OF ANYONE		FIRM	100	-13	0.183	28
24	21	<b>STAND UP</b>	JET		ATLANTIC	99	-8	0.154	-
25	24	<b>PARALYZER</b>	FINGER ELEVEN		WIND-UP	89	+6	0.173	30
26	26	<b>DIG</b>	INCUBUS		IMMORTAL/EPIC	77	+4	0.244	24
27	NEW	<b>YOU WOULDN'T KNOW</b>	HELLYEAH		EPIC	67	+19	0.187	27
28	NEW	<b>THE DEVIL CRIED</b>	BLACK SABBATH	MOST INCREASED PLAYS	WARNER BROS./RHINO	66	+39	0.303	19
29	29	<b>JAMBI</b>	TOOL		TOOL DISSECTIONAL/VOLCANO/ZOMBA	65	+4	0.134	-
30	28	<b>FREAK ON A LEASH (UNPLUGGED)</b>	KORN FEATURING AMY LEE		VIRGIN	64	+5	0.174	29

## RECURRENTS

THIS WEEK	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	PLAYS TW	LW
1	<b>CRAZY BITCH</b>	BUCKCHERRY	(ELEVEN SEVEN/ATLANTIC/LAVA)	183	182
2	<b>COMING UNDONE</b>	KORN	(VIRGIN)	155	163
3	<b>CALL ME WHEN YOU'RE SOBER</b>	EVANESCENCE	(WIND-UP)	118	125
4	<b>REMEDY</b>	SEETHER	(WIND-UP)	112	110
5	<b>DIRTY DEEDS DONE DIRTY CHEAP</b>	AC/DC	(ATLANTIC)	111	93

## MOST ADDED

TITLE	ARTIST / LABEL	NEW STATIONS
<b>FAR CRY</b>	Rush (ANTHEM/ATLANTIC) KBER, WAQX, WKLC, WONE	4
<b>WELL ENOUGH ALONE</b>	Chevelle (EPIC) WDHA, WXMM	2
<b>THE DEVIL CRIED</b>	Black Sabbath (WARNER BROS./RHINO) WDHA, WONE	2
<b>IT'S NOT OVER</b>	Daughtry (RCA/RMG) KCAL	1
<b>FOREVER</b>	Papa Roach (EL TONAL/GEFFEN) WXMM	1
<b>TEN THOUSAND FISTS</b>	Disturbed (REPRISE) KAZR	1
<b>EVERYTHING</b>	Buckcherry (ELEVEN SEVEN/ATLANTIC/LAVA) WNOR	1
<b>IF EVERYONE CARED</b>	Nickelback (ROADRUNNER) WVRK	1
<b>PARALYZER</b>	Finger Eleven (WIND-UP) KMOD	1

## ADDED AT... WONE

Akron, OH  
PD: T.K. O'Grady  
MD: Tim Daugherty

Black Sabbath, The Devil Cried, 7 REO Speedwagon, Smilin' In The End, 0 Rush, Far Cry, 0

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

## NEW AND ACTIVE

TITLE	ARTIST / LABEL	PLAYS /GAIN	TITLE	ARTIST / LABEL	PLAYS /GAIN
<b>THE OLDER I GET</b>	Skillet (ARDENT/ATLANTIC/LAVA)	51/5	<b>HELLO (I LOVE YOU)</b>	Roger Waters (NEW LINE)	37/16
<b>ALL THESE THINGS I HATE (REVOLVE AROUND ME)</b>	Bullet For My Valentine (JIVE/ZOMBA)	45/0	<b>FROM YESTERDAY</b>	30 Seconds To Mars (IMMORTAL/VIRGIN)	36/5
<b>LOVE REIGN O'ER ME</b>	Pearl Jam (TEN CLUB)	44/3	<b>SURVIVALISM</b>	Nine Inch Nails (NOTHING/INTERSCOPE)	33/9

## MOST INCREASED PLAYS

+39	<b>THE DEVIL CRIED</b> Black Sabbath (Warner Bros./Rhino) KZRR +10, KSHE +10, WONE +5, WDHA +5, WHJY +4, KBER +3, KUFO +3, WGIR +2, WAQX +1, WZZO +1
+33	<b>I COULD BE WRONG</b> Tim Wilson (Capitol Nashville) WJXQ +6, KIOC +5, KBER +4, KSHE +4, KTUX +4, WKLC +4, WMMS +4, WRQK +4
+26	<b>IT'S NOT OVER</b> Daughtry (RCA/RMG) WDHA +7, KBER +5, WONE +4, WAFX +4, WXMM +4, WGIR +3, WJXQ +2, KSHE +2, WNOR +2, WVRK +2
+24	<b>FOREVER</b> Papa Roach (El Tonal/Geffen) WDHA +11, KMOD +4, WKLC +3, WVRK +3, KIOC +2, WRQK +2, WEBS +1, WMMS +1
+22	<b>BETTER THAN ME</b> Hinder (Universal Republic) KTUX +16, WNOR +3, KIOC +3, WONE +2, KMOD +1, KSHE +1

FOR WEEK ENDING MARCH 11, 2007  
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## ROCK REPORTERS

- WONE/Akron, OH\***  
OM: Nick Anthony  
PD: T.K. O'Grady  
APD/MD: Tim Daugherty
- WZRR/Albuquerque, NM\***  
OM: Bill May  
PD: Phil Mahoney  
MD: Rob Brothers
- WZZO/Allentown, PA\***  
PD: Tori Thomas  
MD: Keith Moyer
- KWHL/Anchorage, AK**  
PD: Jen Shevlin  
APD/MD: Brad Stennett
- WTOS/Augusta, ME**  
OM/PD: Steve Smith  
APD: Chris Rush
- KIOC/Beaumont, TX\***  
OM: Joey Armstrong  
PD/MD: Mike Davis
- WPTQ/Bowling Green, KY**  
OM/PD: Alex "A.J." Paroca  
APD/MD: Monty Foster
- WRQK/Canton, OH\***  
PD: Keith Hamilton
- WPXC/Cape Cod, MA**  
PD: Suzanne Torregre  
APD/MD: James Gallagher
- WKLC/Charleston, WV\***  
OM: Bill Knight  
PD: Jay Nunley  
APD: Brian Thompson  
MD: Dawn Cox
- WEBS/Cincinnati, OH\***  
OM/PD: Scott Frinhart  
MD: Dave Fritz
- WMMS/Cleveland, OH\***  
PD: Bo Matthew
- WVRK/Columbus, GA\***  
OM: Brian Waters  
PD: Michael Stede
- KAZR/Des Moines, IA\***  
OM: Jim Schaefer  
PD: Ryan Patrick  
MD: Andy Hall
- WQCM/Hagerstown, MD**  
OM: Rick Alexander  
PD/MD: Mike Fricler
- WRVC/Huntington, WV**  
PD: Reeves Kirtner  
MD: Rick Kline
- WJXQ/Lansing, MI\***  
PD: Sheri Vegas  
MD: Darcy
- WGIR/Manchester, NH\***  
APD: Becky Pohotsky
- WAFX/Montgomery, AL\***  
PD: Rick Hendrick
- WDHA/Morristown, NJ\***  
PD: Tony Paige  
APD/MD: Curtis Kay
- WNOR/Norfolk, VA\***  
PD: Harvey Kojan  
APD/MD: Tim Parker
- WXMM/Norfolk, VA\***  
OM/PD: John Shornby  
APD/MD: Zak Tyler
- KCLB/Palm Springs, CA**  
PD: Anthony "Antdog" Quiricz  
MD: Jenn Brewski
- WRKZ/Pittsburgh, PA\***  
OM: Keith Clark  
PD: Ryan Mill
- KUFO/Portland, OR\***  
PD: Mike Tierney  
APD/MD: Dan Bozyk
- WHJY/Providence, RI\***  
PD: Scott Laudani  
MD: Mike Brangiforte
- KCAL/Riverside, CA\***  
PD: Steve Hoffman  
APD/MD: Daryl Norisell
- WXRK/Rockford, IL**  
PD: Jim Stone  
MD: Jon Schulz
- KBER/Salt Lake City, UT\***  
PD: Kelly Hammer  
APD/MD: Darby Wilcox
- KZOO/San Luis Obispo, CA**  
MD: Dusty Rhoads
- KTUX/Shreveport, LA\***  
PD: Ragen King  
MD: Flynt Stone
- KSHE/St. Louis, MO\***  
OM: Rick Balis  
APD: Katy Kruse  
MD: Guy Favazza
- WAQX/Syracuse, NY\***  
OM: Tom Mitchell  
PD: Alexis  
APD/MD: Don "Stone" Kelley
- KMOD/Tulsa, OK\***  
OM/PD: Don Cristi
- WMZK/Wausau, WI**  
PD: Jeff Cecil
- KBZS/Wichita Falls, TX**  
PD: Liz Ryan

\* Monitored Reporters



# TRIPLE A



Local operator of seven-station cluster commits to rebuilding the passion

## A Second Chance In Spokane

John Schoenberger  
JSchoenberger@RadioandRecords.com

It was disappointing to the triple A community when Citadel's KAEP (the Peak) abandoned the format in 2003. Triple A seemed like a natural for the growing market of Spokane, and the station was performing well in the ratings.

Now triple A is getting a second shot at whetting appetites with KXLY (the River), which launched late last summer. The station is operated by KXLY Radio Group, which has been in the market for 20 years, beginning with CHR/top 40 KZZU. The company now has seven stations in its cluster.

KXLY PD Ken Richards began his tenure with the group in October 1999. He programmed an active rock and then a hot AC and most recently was Internet content manager before taking on the River.

Prior to the flip, the station was soft AC. According to Richards, it was not progressing in the market and a decision was made to find a format that offered a more balanced mix for men and women. He also wanted a more upscale product that would complement the other stations in the cluster.

"We realized that there was a hole for this kind of station, and since the Peak had been in the market previously, we felt that we wouldn't be launching a totally unfamiliar product," Richards says. "Our first book shows that we have held on to a good percentage of our share and now have a solid base to build upon."

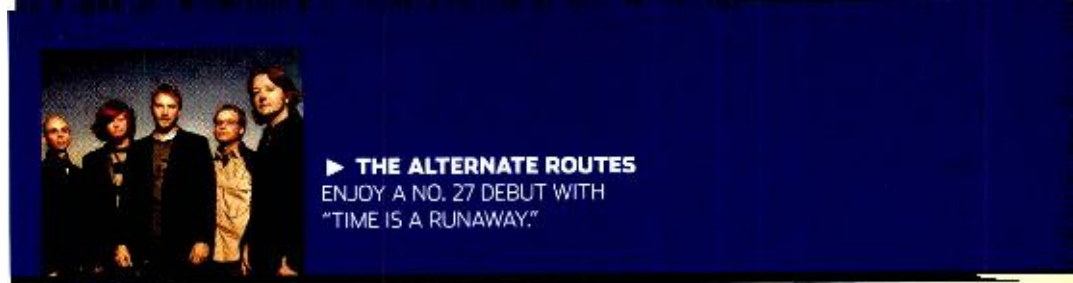
In the fall 2006 Arbitron survey, the new KXLY debuted with a 3.0 12-, 3.3 adults 25-54 and 3.4 adults 25-49. Cume was 65,300 among the total metro population of 492,000. The station is off to a good start, with the immediate goals of increasing TSL and expanding cume.

"Triple A is the kind of format that is very listenable and although we have to pay attention to the familiarity factor, it lends itself to exposing new music and new artists," Richards says. "We have again demonstrated that there is a curious adult listener out there who wants to hear music they love but also wants to continue to learn about the new stuff."

The station conducted research along those lines before the launch and confirmed that a high percentage of adults who would listen to triple A-type stations still discovers most



Matt Hales of Aqualung recently stopped by the River studios. Pictured, from left, are PD Ken Richards, morning host Abbey Crawford, Hales, MD Marie McCallister and afternoon host Dave Spencer.



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	14	THINKING ABOUT YOU NORAH JONES	BLUE NOTE/BLC	558	+9
2	3	7	DASHBOARD MODEST MOUSE	EPIC	479	+46
3	5	8	ARE YOU ALRIGHT? LUCINDA WILLIAMS	LOST HIGHWAY	474	+51
4	4	11	PHANTOM LIMB THE SHINS	SUB POP	463	+51
5	2	20	NEW SHOES PAOLO NUTINI	ATLANTIC	457	+17
6	13	3	BETTER THAN JOHN BUTLER TRIO	ATLANTIC/LAVA	456	+91
7	10	5	TELL ME 'BOUT IT JOSS STONE	VIRGIN	441	+67
8	6	9	SLY THE CAT EMPIRE	VELOUR	417	+14
9	9	15	THINK I'M IN LOVE BECK	INTERSCOPE	407	+26
10	7	7	LOOK AFTER YOU THE FRAY	EPIC	398	+42
11	11	5	YOU CAN BRING ME FLOWERS RAY LAMONTAGNE	RCA/RMG	387	+18
12	12	23	SEE THE WORLD GOMEZ	ATO/RED	383	+42
13	8	8	YOU'RE ALL I HAVE SNOW PATROL	POLYDOR/AM/INTERSCOPE	368	+7
14	14	7	DANGER J.J. CALE & ERIC CLAPTON	DUCK/REPRISE	327	-30
15	20	4	CAN'T STOP OZOMATLI	CONCORD PICANTE/CONCORD	323	+48
16	22	4	READ MY MIND THE KILLERS	ISLAND/IDJMG	298	+46
17	18	5	GRAVITY JOHN MAYER	AWARE/COLUMBIA	297	+37
18	24	7	AIN'T NOTHING WRONG WITH THAT ROBERT RANDOLPH & THE FAMILY BAND	WARNER BROS.	289	+53
19	16	7	HEAVENLY DAY PATTY GRIFFIN	ATO/RED	283	-6
20	25	5	BROTHER LEE CITIZEN COPE	RCA/RMG	276	+38
21	21	5	FALLING UP RICKIE LEE JONES	NEW WEST	275	+2
22	23	15	NOTHING IN MY WAY KEANE	INTERSCOPE	270	+26
23	19	16	SNOW (HEY OH) RED HOT CHILI PEPPERS	WARNER BROS.	260	+4
24	NEW		THE PICTURE SON VOLT	TRANSMIT SOUND/LEGACY/RED	252	+68
25	29	2	BEAUTIFUL G. LOVE	BRUSHFIRE/UNIVERSAL REPUBLIC	249	+27
26	17	15	WINDOW IN THE SKIES U2	ISLAND/INTERSCOPE	243	-28
27	NEW		TIME IS A RUNAWAY THE ALTERNATE ROUTES	VANGUARD	241	+33
28	28	4	NAIVE THE KOOKS	ASTRALWERKS	239	+14
29	30	2	STARS AND BOULEVARDS AUGUSTANA	EPIC	237	+31
30	RE-ENTRY		YOU KNOW I'M NO GOOD AMY WINEHOUSE	UNIVERSAL REPUBLIC	236	+36

FOR WEEK ENDING MARCH 11, 2007

new music via the radio. Sure, they are Web-savvy and familiar with other new-music sources, but they are also part of a generation that still counts on radio to help them find fresh music and new artists.

The River is also engaged in other elements that add up to a great triple A station: from taking on community concerns, such as helping clean up the Spokane River, to encouraging each jock to pick certain pet causes and events in the community.

It is also becoming active in the local music scene and has established a relationship with the promoters of Spokane's new 1,500-seat hall, the Big Easy.

"Of course, we are promoting these dates and having the acts come by and perform live on the air. Other stations in our cluster are also involved with the more rock acts, so the scene is building nicely here," Richards says.

KXLY Radio Group market manager Roger Nelson is committed to making the River succeed, too. Richards describes him as a real radio guy who believes in doing the basics right, and that includes being live on the air.

Richards handles mornings with Abbey Crawford, Dave Spencer is in afternoons and handles imaging, and Jay Allen has evenings. The latter two have market history as jocks for the previous format, Richards says. "Both have adapted very well to triple A."

Format veteran Marie McCallister returned to the market just as the station was searching for new talent. She handles mid-days and serves as MD.

"Everyone understands that we need to build a coalition of listeners and to encourage a sense of camaraderie among them," Richards says. "It's all about having passion for this radio station. We need to be intelligent about it, but I think our listeners are already beginning to realize that the River is a cut above most of popular radio." **R-R**

## Music Monitor

March 5, 5 p.m.



- Stray Cats, "Rock This Town"
- Guster, "One Man Wrecking Machine"
- New Radicals, "You Get What You Give"
- The Beatles, "Let It Be"
- Norah Jones, "Thinking About You"
- Creed, "With Arms Wide Open"
- Ray LaMontagne, "Three More Days"
- Sheryl Crow, "My Favorite Mistake"
- Paul Simon, "Me and Julio Down by the Schoolyard"
- Aqualung, "Pressure Suit"
- Indigo Girls, "Closer to Fine"
- Matchbox Twenty, "Bent"

Source: Nielsen BDS

► **THE KILLERS** TURN A 14% INCREASE IN SPINS (UP 38) INTO A 14-9 JUMP WITH "READ MY MIND."



58

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
					TW	+/-	MILLIONS	RANK
1	1	19	<b>NEW SHOES</b> PAOLO NUTINI	NO. 1 (5 WKS) ATLANTIC	496	-15	1,955	1
2	3	16	<b>THINKING ABOUT YOU</b> NORAH JONES	BLUE NOTE/BLC	451	-7	1,599	4
3	2	20	<b>THINK I'M IN LOVE</b> BECK	INTERSCOPE	416	-7	1,562	5
4	4	24	<b>SEE THE WORLD</b> GDMEZ	ATO/RED	405	-39	1,831	2
5	5	13	<b>PHANTOM LIMB</b> THE SHINS	SUB POP	353	-15	1,327	7
6	8	12	<b>YOU'RE ALL I HAVE</b> SNOW PATROL	POLYDOR/A&M/INTERSCOPE	346	-1	1,639	3
7	6	17	<b>NOTHING IN MY WAY</b> KEANE	INTERSCOPE	330	-6	1,118	11
8	15	8	<b>LOOK AFTER YOU</b> THE FRAY	EPIC	317	+36	1,102	12
9	14	6	<b>READ MY MIND</b> THE KILLERS	ISLAND/IDJMG	299	+38	1,355	6
10	12	9	<b>DASHBOARD</b> MODEST MOUSE	EPIC	291	+18	1,012	14
11	9	23	<b>SNOW (HEY OH)</b> RED HOT CHILI PEPPERS	WARNER BROS.	276	-50	1,205	9
12	13	16	<b>BELIEF</b> JOHN MAYER	AWARE/COLUMBIA	269	+5	1,059	13
13	7	26	<b>SATELLITE</b> GUSTER	REPRISE	269	-63	1,206	8
14	10	8	<b>DANGER</b> J.J. CALE & ERIC CLAPTON	DUCK/REPRISE	260	-6	0,610	21
15	17	3	<b>BETTER THAN</b> THE JOHN BUTLER TRIO	ATLANTIC/LAVA	259	+39	1,012	15
16	11	18	<b>WINDOW IN THE SKIES</b> U2	ISLAND/INTERSCOPE	254	-72	1,196	10
17	16	19	<b>O VALENCIA!</b> THE DECEMBERISTS	CAPITOL	251	+7	0,741	17
18	18	6	<b>GRACE KELLY</b> MIKA	CASABLANCA/UNIVERSAL REPUBLIC	202	+5	0,413	30
19	20	10	<b>SLY</b> THE CAT EMPIRE	VELOUR	197	+23	0,706	18
20	19	6	<b>TELL ME 'BOUT IT</b> JOSS STONE	VIRGIN	186	+12	0,467	28
21	24	6	<b>GRAVITY</b> JOHN MAYER	AWARE/COLUMBIA	185	-2	0,607	22
22	27	4	<b>SOMEDAY</b> JOHN MELLENCAMP	MOST INCREASED PLAYS UNIVERSAL REPUBLIC/UME	182	+46	0,930	16
23	25	2	<b>THE STORY</b> BRANDI CARLILE	COLUMBIA	171	+33	0,495	26
24	23	3	<b>AIN'T NOTHING WRONG WITH THAT</b> ROBERT RANDOLPH & THE FAMILY BAND	WARNER BROS.	154	-3	0,288	-
25	21	10	<b>TAMACUN</b> RODRIGO Y GABRIELA	ATO/RED	153	-14	0,673	20
26	22	7	<b>FIDELITY</b> REGINA SPEKTOR	SIRE/WARNER BROS.	142	-12	0,500	24
27	26	6	<b>HEAVENLY DAY</b> PATTY GRIFFIN	ATO/RED	140	-3	0,404	-
28	30	2	<b>STARS AND BOULEVARDS</b> AUGUSTANA	EPIC	122	+3	0,403	-
29	RE-ENTRY		<b>WHAT ARE WE FIGHTING FOR?</b> TYRONE WELLS	UNIVERSAL REPUBLIC	114	+17	0,583	23
30	18	3	<b>ARE YOU ALRIGHT?</b> LUCINDA WILLIAMS	LOST HIGHWAY	113	0	0,159	-

## MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
<b>UNDER THE INFLUENCE</b> James Morrison (POLYDOR/INTERSCOPE) KBCO, WRNR, WTTT	3
<b>BETTER THAN</b> John Butler Trio (ATLANTIC/LAVA) KINK, WTTT	2
<b>SOMEDAY</b> John Mellencamp (UNIVERSAL REPUBLIC/UME) WTTT, WXR	2
<b>THE MAN</b> Pete Yorn (RED INK/COLUMBIA) KBCO, WRNR	2
<b>#9 DREAM</b> R.E.M. (WARNER BROS.) Sirius Spectrum, WRNR	2
<b>THINK I'M IN LOVE</b> Beck (INTERSCOPE) WXR	1
<b>SLY</b> The Cat Empire (VELOUR) KXLY	1
<b>THE STORY</b> Brandi Carlile (COLUMBIA) WTTT	1
<b>HEAVENLY DAY</b> Patty Griffin (ATO/RED) WTTT	1

**ADDED AT... WRNR**  
Baltimore, MD  
PD: BoB Waugh  
MD: Alex Cortright  
James Morrison, Under The Influence, O  
Pete Yorn, The Man, O  
R.E.M., #9 Dream, O

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

## NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
<b>PRESSURE SUIT</b> Aqualung (COLUMBIA) TOTAL STATIONS: 13	101/6	<b>SHE'S MINE</b> Brett Dennen (DUALTONE) TOTAL STATIONS: 11	78/16
<b>INTO THE OCEAN</b> Blue October (UNIVERSAL MOTOWN) TOTAL STATIONS: 7	91/19	<b>FALLING UP</b> Rickie Lee Jones (NEW WEST) TOTAL STATIONS: 10	75/24
<b>YOU KNOW I'M NO GOOD</b> Amy Winehouse (UNIVERSAL REPUBLIC) TOTAL STATIONS: 12	86/2	<b>THE MAN</b> Pete Yorn (RED INK/COLUMBIA) TOTAL STATIONS: 10	74/11
<b>NAIVE</b> The Kooks (ASTRALWERKS) TOTAL STATIONS: 11	85/13	<b>THERE IS SO MUCH MORE</b> Brett Dennen (DUALTONE) TOTAL STATIONS: 6	74/8
<b>TIME IS A RUNAWAY</b> The Alternate Routes (VANGUARD) TOTAL STATIONS: 11	83/21	<b>9 CRIMES</b> Damien Rice (HEFFA/VECTOR/WARNER BROS.) TOTAL STATIONS: 8	73/0

## MOST INCREASED PLAYS

+46	<b>SOMEDAY</b> John Mellencamp (Universal Republic/UME) WTTT +3, KTHX +3, KXLY +8, KMTT +7, WCOO +7, KBCO +2, WBOS +2, KCSR +1
+39	<b>BETTER THAN</b> The John Butler Trio (Atlantic/Lava) WRNR +7, WXR +7, KRVB +7, KPRI +6, WTTT +4, WCLZ +2, KBCO +2, KFOG +2, WBOS +1
+38	<b>READ MY MIND</b> The Killers (Island/IDJMG) WRNR +10, KXLY +8, KMTT +7, WMMM +6, KPRI +4, WZEW +3, KINK +3, KBCO +2, KFOG +2, WRLL +2
+36	<b>LOOK AFTER YOU</b> The Fray (Epic) WOOD +9, WTTT +12, WCLZ +11, KMTT +7, WMMM +3, KINK +3, KWMT +2, KXLY +2
+33	<b>THE STORY</b> Brandi Carlile (Columbia) WXR +9, KTHX +7, WTTT +7, WCLZ +3, KMTT +3, WRNR +2, KRVB +2, KINK +2, KWMT +1, WZCC +1

FOR WEEK ENDING MARCH 11, 2007  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
27 triple A stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 53 reporters.  
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## RECURRENCS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS	
		TW	LW
1	<b>WILL FOLLOW YOU INTO THE DARK</b> HEATH CAB FOR CUTIE (ATLANTIC)	257	266
2	<b>OTHER SIDE OF THE WORLD</b> TUNIS/ALL (RELENTLESS/VIRGIN)	205	232
3	<b>CHASING CARS</b> SNOW PATROL (POLYDOR/A&M/INTERSCOPE)	194	181
4	<b>WAITING ON THE WORLD TO CHANGE</b> JOHN MAYER (AWARE/COLUMBIA)	166	168
5	<b>HOW TO SAVE A LIFE</b> THE FRAY (EPIC)	163	191

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS	
		TW	LW
6	<b>THREE MORE DAYS</b> RAY LAMONTAGNE (RCA/RMG)	154	179
7	<b>NOTHING LEFT TO LOSE</b> MAT KEARNEY (AWARE/COLUMBIA)	144	137
8	<b>PUT YOUR RECORDS ON</b> CORINNE BAILEY RAE (CAPITOL)	137	138
9	<b>WHEN YOU WERE YOUNG</b> THE KILLERS (ISLAND/IDJMG)	130	152
10	<b>CRAZY</b> GNARLS BARKLEY (DOWNTOWN/ATLANTIC/LAVA)	122	126

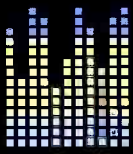
**R&R Triple A: 6** **SNOW PATROL "You're All I Have"**

KFOG KBCO KMTT KTCZ WXPN  
WXRT WBOS KINK WXR & more

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# AMERICANA

THIS WEEK	LAST WEEK	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS		
				TW	+/-	CUMULATIVE
1	1	<b>WEST</b> LUCINDA WILLIAMS	LOST HIGHWAY	535	+30	3217
2	2	<b>ENDLESS HIGHWAY: THE MUSIC OF THE BAND</b> VARIOUS ARTISTS	429/SLG	453	+11	3565
3	3	<b>VIRIDIAN</b> GREENCARDS	DUALTONE	361	-13	2057
4	4	<b>CHILDREN RUNNING THROUGH</b> PATTY GRIFFIN	ATO/RED	317	+1	1676
5	7	<b>THE SHOE BOX</b> JAY BOY ADAMS	ROCKIN' HEARTS/SMITH	311	+63	1805
5	5	<b>STATE OF GRACE</b> THE HOLMES BROTHERS	ALLIGATOR	295	-3	2691
7	11	<b>HAPPY SONGS FROM RATTLESNAKE GULCH</b> JOE ELY	RACK EM	291	+57	760
8	6	<b>HAMMER OF THE HONKY TONK GODS</b> BILL KIRCHEN	PROPER AMERICAN	270	+1	2389
9	18	<b>COUNTRY POLITAN FAVORITES</b> SOUTHERN CULTURE ON THE SKIDS	YEP ROC	252	+49	661
8	8	<b>QUARTET</b> PETER ROWAN & TONY RICE	ROUNDER	244	-1	1294
11	13	<b>DIVISADERO</b> TED RUSSELL KAMP	POETRY OF THE MOMENT	244	+26	1340
12	16	<b>THE WEST WAS BURNING</b> MARTHA SCANLAN	SUGAR HILL	243	+32	982
13	10	<b>BLIND MAN WALKING</b> CADILLAC SKY	SKAGGS FAMILY/LYRIC STREET	238	+1	1623
14	9	<b>NOT TOO LATE</b> NORAH JONES	BLUE NOTE/BLG	231	-8	1823
15	22	<b>ELANA JAMES</b> ELANA JAMES	SNARF	215	+32	824
16	23	<b>COUNTRY GHETTO</b> JJ GREY & N OFRO	ALLIGATOR	208	+31	679
17	24	<b>SONGBIRD</b> WILLIE NELSON	LOST HIGHWAY	203	+32	5106
18	36	<b>RICKY SKAGGS &amp; BRUCE HORNSBY</b> RICKY SKAGGS & BRUCE HORNSBY	LEGACY/COLUMBIA	203	+86	345
19	42	<b>THE SEARCH</b> SON VOLT	TRANSMIT SOUND/LEGACY/RED	201	+101	365
20	15	<b>HEARTBREAKERS HALL OF FAME</b> SUNNY SWANEY	BIG MACHINE	200	-13	3950
21	20	<b>THE PHENOMENAL RUTHIE FOSTER</b> RUTHIE FOSTER	BLUE CORN	191	+3	1001
22	47	<b>STARS IN MY CROWN</b> JORMA KAUKONEN	RED HOUSE	190	+99	288
23	12	<b>HORSESHOES AND HAND GRENADES</b> TRENT SUJUMAR AND THE NEW ROW MOB	PALO DURO	188	-33	4654
24	17	<b>PRETTY LITTLE STRANGER</b> JOAN OSBORNE	VANGUARD	184	-22	5473
25	19	<b>PUSH COMES TO SHOVE</b> JOHN HAMMOND	BACK PORCH/BLG	178	-14	1191
26	21	<b>THE ROAD TO ESCONDIDO</b> J.J. CALE & ERIC CLAPTON	DUCK/REPRISE	161	-23	3670
32	32	<b>ENOUGH ROPE</b> CHRIS KNICHT	DRIFTER'S CHURCH PRODUCTIONS	154	+29	8131
28	29	<b>BIG IRON WORLD</b> OLD CROW MEDICINE SHOW	NETTWERK	153	+6	9220
29	25	<b>LONG ISLAND SHORES</b> MINDY SMITH	VANGUARD	152	-11	5868
30	14	<b>NASHVILLE</b> SOLOMON BURKE	SHOUT! FACTORY	151	-66	8817

# TRIPLE A

## TRIPLE A REPORTERS

<b>WAPS/Akron, OH</b> OM: Andrew James PD/MD: Bill Gruber	<b>WXRT/Chicago, IL*</b> PD: Norm Winer OM/MD: John Farneda	<b>WMMM/Madison, WI*</b> PD: Pat Gallagher MD: Gabby Parsons	<b>KFOG/San Francisco, CA*</b> PD: David Benson MD: Kelly Ransford
<b>KNBA/Anchorage, AK</b> OM/PD: Loren Dixon MD: Danny Preston	<b>WCBE/Columbus, OH</b> OM: Tammy Allen PD: Dan Mushalko MD: Maggie Brennan	<b>KTCZ/Minneapolis, MN*</b> PD: Lauren MacLeash MD: Thorn	<b>KPND/Sandpoint, ID</b> OM/PD: Dylan Benefield APD/MD: Diane Michaels
<b>WQKL/Ann Arbor, MI</b> PD: Chris Ammel MD: Mark Copeland	<b>WMWV/Conway, NH</b> PD/MD: Mark Johnson	<b>WZEW/Mobile, AL*</b> OM: Tim Camp PD: Gene Murrell MD: Lee Ann Konik-Camp	<b>KBAC/Santa Fe, NM</b> PD/MD: Ira Gordon
<b>KSPN/Aspen, CO</b> PD: Sara Guttman	<b>KBCO/Denver, CO*</b> PD: Scott Arbough MD: Mark Abuzzahab	<b>WBJB/Monmouth, NJ</b> OM: Tom Brennan PD: Rich Robinson APD: Leo Zaccari MD: Jeff Raspe	<b>KRSH/Santa Rosa, CA</b> PD/MD: Pam Long
<b>WZGC/Atlanta, GA*</b> PD: Michelle Engel APD: Chris Brannen MD: Margot Smith	<b>KGSR/Austin, TX*</b> OM: Chase PD: Jody Denberg APD: Jyl Hershman-Ross MD: Susan Castle	<b>KPIG/Monterey, CA</b> OM: Frank Caprista PD/MD: Laura Ellen Hopper APD: Aileen MacNeary	<b>DMX Folk Rock/Satellite</b> PD: Leanne Vince MD: Dave Sloan
<b>KUT/Austin, TX</b> PD: Hawk Mendenhall MD: Jeff McCord	<b>KPTL/Des Moines, IA</b> PD: Deeya McClurkin	<b>WRLT/Nashville, TN*</b> OM/PD: David Hall APD/MD: Rev. Keith Coes	<b>Music Choice Adult Alternative/Satellite</b> PD: Justin Prager MD: Tiffany Sinder
<b>WRNR/Baltimore, MD*</b> OM/PD: Bob Waugh APD/MD: Alex Cortright	<b>KIDR/Detroit, MI*</b> PD: Matt Franklin	<b>WFUV/New York, NY</b> PD: Chuck Singleton MD: Rita Houston	<b>Sirius Spectrum/Satellite*</b> PD: Gary Schoenwetter MD: Sean Mascoll
<b>WTMD/Baltimore, MD</b> PD/MD: Mike "Matthews" Vasilikos	<b>KHUM/Eureka, CA</b> OM: Cliff Berkowitz PD/MD: Mike Dronkers APD: Larry Trask	<b>WRSI/Northampton, MA</b> PD: Sean O'Mealy MD: Johnny Memphis	<b>XM Cafe/Satellite</b> PD: Bill Evans MD: Brian Chamberlain
<b>KLRR/Bend, OR</b> OM/PD: Doug Donoho APD: Dori Donoho	<b>KOZT/Ft. Bragg, CA</b> PD: Tom Yates APD/MD: Kate Hayes	<b>KDBB/Park Hills, MO</b> OM/PD: Greg Camp APD: Glenn Berry	<b>KMTT/Seattle, WA*</b> PD: Shawn Stewart APD/MD: Haley Jones
<b>KRVB/Boise, ID*</b> OM/PD: Dan McColly MD: Tim Johnstone	<b>WEHM/Hamptons, NY</b> PD: Brian Cosgrove MD: Lauren Stone	<b>WXPB/Philadelphia, PA</b> PD: Bruce Warren OM/MD: Dan Reed	<b>WKZE/Sharon, CT</b> OM: Will Stanley PD: Tim Schaefer MD: Will Bailies
<b>WBOS/Boston, MA*</b> PD: David Ginsburg MD: Dana Marshall	<b>WCNR/Harrisonburg, VA</b> OM: Rick Daniels PD: Brad Savage APD: Tad Abbey MD: Jeff Sweatman	<b>WYEP/Pittsburgh, PA</b> PD: Rosemary Welsch MD: Mike Sauter	<b>WNCW/Spindale, NC</b> APD/MD: Martin Anderson
<b>WXRV/Boston, MA*</b> OM: Ron Bowen APD: Catie Wilber	<b>KSUT/Ignacio, CO</b> PD: Steve Rauworth MD: Stasia Lanier	<b>WCLZ/Portland, ME*</b> PD: Herb Ivy MD: Brian James	<b>KXLY/Spokane, WA*</b> PD: Ken Richards MD: Marie McCallister
<b>KMMS/Bozeman, MT</b> OM/PD: Michelle Wolfe	<b>WTTS/Indianapolis, IN*</b> PD: Brad Holtz APD/MD: Laura Duncan	<b>KINK/Portland, OR*</b> PD: Dennis Constantine APD/MD: Kevin Welch	<b>KCLC/St. Louis, MO</b> PD: Rich Reighard MD: Will Baker
<b>KYSL/Breckenridge, CO</b> PD: Tom Fricke MD: TJ Sanders	<b>WTTN/Jackson, WY</b> PD/MD: Mark "Fish" Fishman	<b>WDST/Poughkeepsie, NY</b> OM: Greg Gattine PD: Jimmy Buff MD: Dave Doud	<b>KFMU/Steamboat Springs, CO</b> PD/MD: John Johnston
<b>WNCS/Burlington, VT*</b> PD: Zeb Norris APD/MD: Jamie Canfield	<b>KTBG/Kansas City, MO</b> PD: Jon Hart MD: Byron Johnson	<b>WVOD/Wanchese, NC</b> PD: Matt Cooper	<b>KTAO/Taos, NM</b> OM: Dave Noll PD/MD: Brad Hockmeyer
<b>WMVY/Cape Cod, MA</b> PD: PJ Finn	<b>WEBK/Killington, VT</b> PD: Dave "Uncle Dave" Tibbs APD/MD: James Emmons	<b>KSQY/Rapid City, SD</b> PD/MD: Chad Carlson	<b>KWMT/Tucson, AZ*</b> OM: Tim Richards PD: Blake Rogers
<b>WCDO/Charleston, SC*</b> OM/PD: Mike Allen MD: Joel Frank	<b>KDHO/Leavenworth, WA</b> PD: Sue Meyers MD: Carl Widing	<b>WOCM/Salisbury, MD</b> OM: David Rothner PD/AM: Skip Dixon	<b>WVOD/Wanchese, NC</b> PD: Matt Cooper
<b>WNRN/Charlottesville, VA</b> OM: Jeff Reynolds PD: Michael Friend MD: Jaz Tupelo	<b>KROK/Leesville, LA</b> OM: Rick Barnickel PD/MD: Sandy Blackwell	<b>KENZ/Salt Lake City, UT*</b> PD: Mike Peer MD: Kari Bushman	<b>WXPB/White Plains, NY</b> PD: Chris Herrmann APD/MD: Rob Lipshutz
<b>WWOOD/Chattanooga, TN*</b> OM/PD: Danny Howard MD: Brad Steiner	<b>WFPK/Louisville, KY</b> OM: Brian Conn PD: Stacy Owen APD: Laura Shine	<b>KPRI/San Diego, CA*</b> OM: Bob Burch APD: Sean Smith	<b>WTYD/Williamsburg, VA</b> PD/MD: Amy Miller

**MOST ADDED**

<b>STARS IN MY CROWN</b> 15 Jorma Kaukonen (RED HOUSE)	<b>THE SEARCH</b> 13 Son Volt (TRANSMIT SOUND/LEGACY/RED)	<b>LAST GOOD KISS</b> 11 Last Train Home (RED BEET)	<b>THE CALLING</b> 9 Mary Chapin Carpenter (ZOE/ROUNDER)
<b>REINVENTING THE WHEEL</b> 13 Asleep At The Wheel (BISMEAUX)	<b>RICKY SKAGGS &amp; BRUCE HORNSBY</b> 12 Ricky Skaggs & Bruce Hornsby (LEGACY/COLUMBIA)		

FOR WEEK ENDING MARCH 11, 2007  
The Americana chart represents the reported play of terrestrial radio stations, nationally syndicated radio shows, satellite radio and internet stations that have agreed to submit weekly spin counts. For more information please visit [www.americanamusic.org](http://www.americanamusic.org). © 2007 Americana Music Association.



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# LATIN



Highly rated Miami morning men Santos & Ferrero walk off their "El Vacilón" show on WXDJ

## The Inside Story

Jackie Madrigal

JMadrigal@RadioandRecords.com

**t**hey're known as the best pranksters in Latin radio. Among other stunts, they tricked Cuban President Fidel Castro and Venezuelan President Hugo Chávez, got them on the phone, had a chat with the high-profile leaders and then called them names.

So on March 5, when Enrique Santos and Joe Ferrero quit their jobs live on the air, minutes before their "El Vacilón de la Mañana" morning show ended on Spanish Broadcasting System's WXDJ (El Zol)/Miami, the first question on everyone's mind was: Is this another one of their stunts?

Although the station has not removed the personalities from its Web site, the duo insists it's no joke. Contacted by R&R, SBS VP of programming Pio Ferro and SBS/Miami VP/GM Jackie Nosti Cambo would not comment on the situation.

In an interview with R&R, Santos and Ferrero explain the reasons behind their decision to walk off their show, which ranked No. 2 adults 18-34 and No. 3 12+ in the fall 2006 Arbitron.

### What really happened?

**Santos:** This is a situation that has been affecting us, pissing us off for a long time. We feel we are not appreciated, respected or valued. And what broke the camel's back was when we heard Liliána Rodríguez during our time slot from 5p.m. to 6 p.m. [when the station normally aired "El Vacilón Rewind"]. She was saying she had had enough of "El Vacilón Rewind," that things were going to change, and that she was here to revolutionize the station. No one stopped her. By not telling us first they were replacing our evening show, we felt offended and were humiliated on the air. Add to that the comments from Mega TV's [WSBS-TV/Miami GM] Cynthia Hudson-Fernández to El Nuevo Herald, admitting to them it was a mistake to put us on TV.

We have worked really hard and are the backbone of this station. Our show is the only one that had held high ratings and sales for many years.

**Ferrero:** When we agreed to do the show on Mega TV we had talked about it with [SBS president/CEO] Raúl Alarcón, even before he bought the TV station. And the show that eventually got on TV is not what we had talked about. Enrique expressed his doubts to me, but we agreed to do the show to help Raúl launch the station. We could not continue to take this type of behavior from management. It's not about money. If we wanted more money, we wouldn't have quit. This was a decision based on integrity.

### You have a contract with SBS, so what happens now?

**Ferrero:** We have a non-compete for one year. We can't work on Spanish-language radio in the Miami-Fort Lauderdale market. But we can work anywhere else in the country and on English-language radio. We're not talking to anyone right now, but I can guarantee you there are thousands of opportunities waiting for us.

### Have you spoken to Alarcón? Is there a chance to fix this situation?

**Ferrero:** He was notified through his representatives to communicate directly with our attorney. Our intentions have always been to find a way to fix the situation. We had wanted to speak with Raúl for a long time to solve all these issues. Our relationship with SBS has never been lawyer to lawyer. Unfortunately, since about a year and a half ago,



► **CHETES**, BEST-KNOWN FOR HIS DAYS WITH POPULAR MEXICAN ROCK BANDS ZURDOK AND VAQUERO, TAKES A SOLO TURN ON THE ROCK/ALTERNATIVE CHART WITH "COMPLEMENTE" (13-10).

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL
1	1	6	<b>NARCISTA POR EXCELENCIA</b> PANDA	WARNER LATINA
2	3	25	<b>A DONDE VAN LOS MUERTOS</b> KINKY	NETTWERK
3	8	5	<b>DON'T LET GO</b> PACHA MASSIVE	NACIONAL
4	5	17	<b>FRAGIL</b> ALLISON	SONY BMG NORTE
5	11	4	<b>BESAME</b> NOVEL	FONOVISA
6	2	15	<b>AHORA QUE NO ESTAS</b> LOS BUNKERS	NACIONAL
7	7	4	<b>EL MURO</b> EL TRI	FONOVISA
8	9	22	<b>LA EXEPCION</b> GUSTAVO CERATI	SONY BMG NORTE
9	10	6	<b>NI FREUD NI TU MAMA</b> BELINDA	EMI TELEVISA
10	13	2	<b>COMPLEMENTE</b> CHETES	EMI TELEVISA
11	6	11	<b>A LA MODE</b> LOS ABANDONED	VAPOR/SANCTUARY
12	4	20	<b>COMPLEMENTO</b> ATERCIOPELADOS	NACIONAL
13	14	25	<b>UNA FAMILIA</b> DHIRA	UNIVERSAL LATINO
14	15	20	<b>SNAKE</b> LOS BURBANKS	INFIDEL/V&J
15	16	14	<b>NO</b> DELASONICA	DAK MUSIC/V&J
16	<b>NEW</b>		<b>MIENTE</b> LOS BUNKERS	NACIONAL
17	<b>NEW</b>		<b>OYE MIRA</b> PACHA MASSIVE	NACIONAL
18	<b>NEW</b>		<b>AMOR DE LOKOS</b> PLASTIKO	BOX
19	<b>NEW</b>		<b>SATELITE</b> MOTEL	WARNER LATINA
20	19	2	<b>LO QUE TU DIGAS</b> MOENIA	EMI TELEVISA

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL
1	1	9	<b>SHORTY SHORTY</b> XTREME	LA CALLE/UNIVISION
2	2	7	<b>TOMA NENA (MANOPLASO)</b> BABY RASTA	GBM/UNIVERSAL LATINO
3	4	3	<b>LA LLAVE DE MI CORAZON</b> JUAN LUIS GUERRA Y 4.4D	EMI TELEVISA
4	3	6	<b>IMAGINATE</b> GALLEGRO	MACHETE
5	7	5	<b>SE TRABA</b> DAVID CEDENO	EVELINA
6	5	4	<b>MI MUJER ES UN POLICIA</b> PUERTO RICAN POWER	J&N
7	11	18	<b>EN EL AMOR</b> JOE VERAS	J & N
8	9	10	<b>VUELVO A CALI</b> SONORA CARRUSELES	FUENTES/MIAMI
9	13	2	<b>NUNCA HABIA LLORADO ASI</b> VICTOR MANUELLE FEAT. DON OMAR	SONY BMG NORTE
10	8	11	<b>MONEY MONEY</b> RBD	VIRGIN/EMI TELEVISA
11	6	14	<b>VALE LA PENA</b> YOSKAR SARANTE	J & N
12	18	2	<b>ARROZ CON HABICHUELA</b> EL GRAN COMBO DE PUERTO RICO	DISCOS 605/SONY BMG NORTE
13	14	2	<b>PEGATE</b> RICKY MARTIN	SONY BMG NORTE
14	17	3	<b>EN BUSQUEDA</b> EL GRINGO DE LA BACHATA	MOCK & ROLL
15	<b>NEW</b>		<b>MI CORAZONCITO</b> AVENTURA	PREMIUM LATIN
16	12	15	<b>NO HAY MANERA</b> EL GRAN COMBO DE PUERTO RICO	DISCOS 605/SONY BMG NORTE
17	10	12	<b>MUEVETE</b> DON DINERO FEAT. N.O.R.E	UNIVERSAL LATINO
18	15	3	<b>DON'T CRY</b> TOBY LOVE	SONY BMG NORTE
19	<b>NEW</b>		<b>QUE LLOREN</b> IVY QUEEN	UNIVISION
20	<b>NEW</b>		<b>HACE TIEMPO</b> FONSECA	EMI TELEVISA



Ferrero, left, and Santos

we've had no direct access to [Alarcón]. I think that contributed to the deterioration of our friendship and has led things to this point. We have not heard anything from them in an attempt to resolve the situation.

### What's your next step?

**Ferrero:** Time will tell. But no one but God can keep us from working together on radio or other media. Our partnership has been very successful.

**Santos:** But we're fine, even when there are talks of lawsuits, and breach of contracts. They lost the best, most faithful employees they had. We quit the show without having any job offers, we didn't plan it and we are currently unemployed. We don't want to work there. There is nothing in the contract that forces us to work there, especially with the environment they created.

### What would it take for you to go back to "El Vacilón"?

**Ferrero:** Any new relationship we have with SBS from now on will be based on business only. What has ended is the personal relationship.

**Santos:** SBS ended the relationship, not us.

R&R

# REGIONAL MEXICAN

► **LOS TIGRES DEL NORTE'S** "DETALLES" ROARS INTO THE TOP 10 (17-7) IN ITS THIRD CHART WEEK WITH MOST INCREASED PLAYS AND MOST ADDED HONORS.



# R&R

POWERED BY

Nielsen  
Broadcast Data  
Systems

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
2	10		<b>ESE</b> CONJUNTO PRIMAVERA	NC. 1 (6 WKS) FONOVISA	1371 -132	9.652 3
1	5		<b>CADA VEZ QUE PIENSO EN TI</b> LOS CRACADORES DEL PASITO DURAGUENSE DE ALF PEDRO RAMIREZ	DISA/EDIMONSA	1255 -265	9.128 5
3	26		<b>DIME QUIEN ES</b> LOS RIELEROS DEL NORTE	FONOVISA	1225 -46	9.619 4
4	18		<b>LA NOCHE PERFECTA</b> EL CHAPO DE SINALOA	DISA	1201 -19	9.868 1
5	5		<b>LOBO DOMESTICADO</b> VALENTIN ELIZALDE	UNIVERSAL LATINO	962 -23	7.087 6
6	6		<b>CUANDO BAJA LA MAREA</b> DIANA REYES	MUSIMEX/UNIVERSAL LATINO	920 -43	5.197 12
7	17		<b>DETALLES</b> LOS TIGRES DEL NORTE	FONOVISA	900 +266	9.674 2
9	7		<b>TAL VEZ</b> LOS PRIMOS DE DURANGO	MAR INTERNACIONAL	842 +25	6.416 7
8	8		<b>Y SI VOLVIERA A NACER</b> ALEGRES DE LA SIERRA	EDIMAL/VIVA	811 -26	4.552 15
7	16		<b>TUS PALABRAS</b> BANDA EL RECODO	FONOVISA	780 -94	5.485 10
11	39		<b>DE RODILLAS TE PIDO</b> ALEGRES DE LA SIERRA	VIVA	740 +6	5.351 11
13	7		<b>UN IDIOTA COMO YO</b> DUELO	UNIVISION	737 +49	6.053 9
10	25		<b>POR TU AMOR</b> ALACRANES MUSICAL	UNIVISION	737 -17	4.464 17
15	9		<b>EL HOMBRE DE NEGRO</b> LOS HURACANES DEL NORTE	UNIVISION	681 +7	4.931 13
12	5		<b>Y AQUI ESTOY</b> K-PAZ DE LA SIERRA DUET WITH ANA GABRIEL	DISA/EDIMONSA	654 -47	3.850 21
19	42		<b>MAS ALLA DEL SOL</b> JOAN SEBASTIAN	MUSART/BALBOA	634 +15	6.323 8
20	59		<b>ALIADO DEL TIEMPO</b> MARIANO BARBA	THREE SOUND	618 +4	4.281 18
21	6		<b>DAME UN BESO</b> INTOCABLE	EMI TELEVISION	605 +32	3.842 22
16	13		<b>ME ENCANTARIA</b> BANDA PEQUEÑOS MUSICAL	FONOVISA	598 -71	4.535 16
26	5		<b>COMO TE VA MI AMOR</b> LOS HOROSCOPOS DE DURANGO	DISA	583 +102	3.466 24
23	4		<b>ME DUELE ESCUCHAR TU NOMBRE</b> GRUPO MONTEZ DE DURANGO	DISA	569 +24	3.825 23
14	16		<b>LE COMPRE LA MUERTE A MI HIJO</b> LOS TIGRES DEL NORTE	FONOVISA	549 -139	4.082 19
18	11		<b>PARA IMPRESIONARTE</b> EL COYOTE Y SU BANDA TIERRA SANTA	UNIVISION	542 -81	3.395 25
22	5		<b>LA MAESTRA</b> SERGIO VEGA	SONY BMG NORTE	535 -20	4.674 14
24	5		<b>ESO Y MAS</b> JOAN SEBASTIAN	MUSART/BALBOA	533 +3	2.894 28
25	7		<b>EL PAPA DE LOS POLLITOS</b> LOS TUCANES DE TIJUANA	UNIVISION	497 -30	3.962 20
30	2		<b>LA SOPA DEL BEBE</b> JENNI RIVERA	FONOVISA	433 +74	3.265 26
28	4		<b>LEJOS DE MI TIERRA</b> VICENTE FERNANDEZ	SONY BMG NORTE	394 +5	1.841 37
27	15		<b>SE TERMINO EL AMOR</b> BETO Y SUS CANARIOS	DISA/EDIMONSA	393 -85	2.044 33
32	4		<b>OLVIDALA</b> CONJUNTO ATAHUACER	MUSIMEX/UNIVERSAL LATINO	370 +21	1.649 -
34	2		<b>ACTO SUICIDA</b> BANCA AUTENTICA DE JEREZ	VIVA	353 +20	1.936 35
29	8		<b>TE ME VAS</b> LA ALTORIDAD DE LA SIERRA	DISA	349 -29	0.806 -
31	5		<b>COMO ENTENDER</b> JENNI FERRENA	UNIVISION	333 -18	1.802 38
37	4		<b>AMANTE DE LO BUENO</b> LOS TUCANES DE TIJUANA	UNIVISION	331 +30	1.856 36
36	3		<b>SI YO FUERA VARON</b> PAQUITA LA DEL BARRIO	BALBOA	314 +10	1.184 -
<b>NEW</b>			<b>AMIGOS CON DERECHOS</b> ANDRES MARQUEZ	DISA	291 +44	2.965 27
33	4		<b>LA CHICA DEL ESTE</b> GRUPO BRYNDIS	DISA	291 -51	1.605 -
38	3		<b>AMIGO MIO</b> GRUPO LIBERACION Y LALO MORA	DISA	286 -8	0.775 -
35	5		<b>SOBREVIVIRE</b> LA ARIOLLADORA BANDA EL LIMON	DISA/EDIMONSA	270 -45	0.770 -
40	2		<b>EL HOMBRE QUE YO AMO</b> YOLANDA PEREZ	FONOVISA	260 +7	1.411 -

## MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
<b>DETALLES</b> Los Tigres Del Norte (FONOVISA) KBUE, KDXX, KISF, KLTN, KSAB, XHNZ, XHTY	7
<b>MI DESGRACIA</b> Beto Terrazas (SONY BMG NORTE) KIWI, KLVO, KSTN, KXPK, KYQQ, WEDJ	6
<b>DE MIL MANERAS</b> Los Morros Del Norte (DISA) KBUE, KDUT, KRAY, KXPK, WLEY	5
<b>CULPABLE O NO</b> El Flaco Elizalde (FONOVISA) KBNO, KMQA, KSTN, KXLM, KXSB	5
<b>AMANTE DE LO BUENO</b> Los Tucanes De Tijuana (UNIVISION) KISF, KLBN, KTJM, XHNZ	4
<b>TE QUIERO MUCHO</b> Grupo Andariego (DISA) KMYX, KSEA, KXLM, KXSB	4
<b>AHORA SE LO QUE ES LLORAR</b> Patrulla 81 (DISA) KBNO, KDXX, KSTN, KXPK	4
<b>AVENTURERO, LOCO Y DESGRACIADO</b> Canada Musical (ANDREA) KDUT, KSTN, KXLM, KXSB	4
<b>TE AMO TANTO</b> Los Inquietos Del Norte (EAGLE) KDUT, KLBN, KSTN, KTTA	4
<b>LA SOPA DEL BEBE</b> Jenni Rivera (FONOVISA) KISF, KRAY, WLEY	3

**ADDED AT... WLEY**  
Chicago, IL  
PD: Marylu Ramos  
Los Morros Del Norte, De Mil Maneras, 11 Jenni Rivera, La Sopa Del Bebe, 10 Mariano Barba, Es Virgen Tu Corazon, 8

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### NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
<b>CHUY Y MAURICIO</b> El Poto De Sinaloa (MACHETE) TOTAL STATIONS: 17	258/2	<b>PARA CONQUISTARTE</b> Banda San Jose De Mesillas (LA SIERRA) TOTAL STATIONS: 15	233/11
<b>TE QUIERO MUCHO</b> Grupo Andariego (DISA) TOTAL STATIONS: 17	257/20	<b>DE MIL MANERAS</b> Los Morros Del Norte (DISA) TOTAL STATIONS: 15	231/76
<b>EN LA INTIMIDAD</b> Relampagos Del Norte (PLATINO) TOTAL STATIONS: 22	253/2	<b>EL VAQUETON</b> Oro Norteño (VIVA) TOTAL STATIONS: 17	224/52
<b>HUMILLATE</b> Pesado (WARNER LATINA) TOTAL STATIONS: 14	248/23	<b>CULPABLE O NO</b> El Flaco Elizalde (FONOVISA) TOTAL STATIONS: 13	191/89
<b>EL CARRIL NUMERO TRES</b> Los Cuates De Sinaloa (SONY BMG NORTE) TOTAL STATIONS: 19	244/63	<b>PERECE QUE VA A LLOVER</b> A.B. Quintanilla III Presents Kumbia All Starz (EMI TELEVISION) TOTAL STATIONS: 20	191/51

### MOST INCREASED PLAYS

<b>+266</b>	<b>DETALLES</b> Los Tigres Del Norte (Fonovisa) KBUE +28, KSTN +22, WJJO +21, KTAA +17, KBUE +17, KSCA +16, KISF +16, XHNZ +15, KLTN +13, KROM +12
<b>+102</b>	<b>COMO TE VA MI AMOR</b> Los Horoscopus De Durango (Disa) KLBN +9, XHNZ +16, KCMT +11, KESS +10, KYQQ +7, KJFA +7, KDUT +7, KLVO +5, KHOT +5, WEDJ +5
<b>+95</b>	<b>MI DESGRACIA</b> Beto Terrazas (Sony BMG Norte) KLVO +26, KSTN +16, KIWI +12, KYQQ +10, WEDJ +10, KXPK +8, KTAA +6, WNOW +4, KDUT +2, KOND +1
<b>+89</b>	<b>CULPABLE O NO</b> El Flaco Elizalde (Fonovisa) KMYX +16, KSEA +14, KCMT +11, KBNO +10, KMQA +9, KSTN +8, KXLM +5, KXSB +5, KTAA +5, KDUT +4
<b>+76</b>	<b>DE MIL MANERAS</b> Los Morros Del Norte (Disa) KLBN +9, KXPK +16, KBUE +14, WLEY +11, KRAY +7, KMYX +5, KSEA +5, KIWI +3, KDUT +2, KSTN +1

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# LATIN POP

► **JUAN LUIS GUERRA Y 440** REACHES AIRPOWER AT NO. 20, WHILE TOPPING TROPICAL FOR A THIRD WEEK WITH "LA LLAVE DE MI CORAZON."



# R&R

POWERED BY

Nielsen  
Broadcast Data  
Systems

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	8	<b>MANDA UNA SENAL</b> MANA	NO. 1 (2 WKS) WARNER LATINA	851 +34	10.199 1
2	2	16	<b>COMO YO NADIE TE HA AMADO</b> YURIDIA	SONY BMG NORTE	796 -17	7.617 7
3	3	18	<b>ME MUERO</b> LA 5A ESTACION	SONY BMG NORTE	771 -24	8.490 5
4	4	8	<b>TE LO AGRADEZCO, PERO NO</b> ALEJANDRO SANZ FEATURING SHAKIRA	WARNER LATINA	724 -38	9.402 3
5	5	24	<b>TU RECUERDO</b> RICKY MARTIN FEATURING LA MARI	SONY BMG NORTE	713 -27	9.912 2
6	9	9	<b>NADA PUEDE CAMBIARME</b> PAULINA RUBIO	UNIVERSAL LATINO	635 +30	5.034 14
7	5	18	<b>INVIERNO</b> REIK	SONY BMG NORTE	595 -50	5.772 13
8	6	6	<b>ERES PARA MI</b> JULIETA VENEGAS	SONY BMG NORTE	578 +85	4.279 19
9	7	21	<b>BENDITA TU LUZ</b> MANA	WARNER LATINA	578 -56	7.481 8
10	8	8	<b>QUE HICISTE</b> JENNIFER LOPEZ	EPIC/SONY BMG NORTE	537 +9	6.841 9
11	8	8	<b>AMAR ES LO QUE QUIERO</b> DAVID BISBAL	UNIVERSAL LATINO	520 +48	9.127 4
12	7	21	<b>SI TU NO ESTAS</b> SIN BANDERA	SONY BMG NORTE	520 +34	6.138 12
13	14	3	<b>SI NOS QUEDARA POCO TIEMPO</b> CHAYANNE	SONY BMG NORTE	486 +35	8.107 6
14	13	8	<b>DAME</b> RBD	EMI TELEVISA	409 -49	3.459 22
15	15	23	<b>SER O PARECER</b> RBD	EMI TELEVISA	391 +1	3.073 26
16	19	6	<b>HOY TENGO GANAS DE TI</b> RICARDO MONTANER	EMI TELEVISA	365 +34	4.571 16
17	17	35	<b>LABIOS COMPARTIDOS</b> MANA	WARNER LATINA	355 +2	3.129 25
18	16	12	<b>PEGATE</b> RICKY MARTIN	SONY BMG NORTE	342 -31	4.361 18
19	13	21	<b>TODO SE DERRUMBO</b> PEPE AGUILAR	EMI TELEVISA	302 -10	6.838 10
20	25	5	<b>LA LLAVE DE MI CORAZON</b> JUAN LUIS GUERRA Y 440	AIRPOWER EMI TELEVISA	300 +71	6.448 11
21	20	6	<b>LUZ SIN GRAVEDAD</b> BELINDA	EMI TELEVISA	300 -21	2.020 39
22	22	10	<b>SI FUERA FACIL</b> OBIE BERMUDEZ	EMI TELEVISA	292 +20	3.045 27
23	25	9	<b>IRREEMPLAZABLE</b> BEYONCE	COLUMBIA	290 +54	3.480 21
24	18	16	<b>TU AMOR</b> LUIS FONSI	UNIVERSAL LATINO	273 -67	2.111 36
25	23	4	<b>COMO ENTENDER</b> JENNIFER PENA	UNIVISION	269 0	4.457 17
26	27	6	<b>SI TU ME QUISIERAS</b> LU	WARNER LATINA	249 +42	3.253 24
27	24	10	<b>NINO</b> BELANOVA	UNIVERSAL LATINO	235 -29	1.263 -
28	28	4	<b>ENAMORADO</b> GUSTAVO LAUREANO	UNIVERSAL LATINO	210 +9	2.967 29
29	29	8	<b>FLACA O GORDITA</b> OLGA TANON	UNIVISION	202 +3	4.701 15
30	30	11	<b>HACE TIEMPO</b> FONSECA	EMI TELEVISA	173 -23	2.164 35
31	31	5	<b>TU AMOR</b> RBD	VIRGIN/EMI TELEVISA	169 -13	0.688 -
32	32	5	<b>LAS DE LA INTUICION</b> SHAKIRA	EPIC/SONY BMG NORTE	159 -7	0.436 -
33	35	2	<b>TODO CAMBIO</b> CAMILA	SONY BMG NORTE	158 +18	0.823 -
34	33	3	<b>MAS ALLA DEL SOL</b> JOAN SEBASTIAN	MUSART/BALBOA	149 -9	2.439 31
35	37	5	<b>DISPARAME DISPARA</b> LAURA PAUSINI	WARNER LATINA	146 +14	0.417 -
36	NEW		<b>TU AMOR NO ES GARANTIA</b> ANAIIS	UNIVISION	139 +28	3.926 20
37	NEW		<b>ME GUSTAS COMO QUIERAS</b> MILLO TORRES Y EL TERCER PLANETA	TRIBAL VIBES	134 +38	2.213 33
38	34	3	<b>ME GUSTAS TU</b> SI SENOR	VENEMUSIC	131 -17	1.766 -
39	38	10	<b>DE VEZ EN MES</b> RICARDO ARJONA	SONY BMG NORTE	128 +4	0.752 -
40	NEW		<b>AMOR GITANO</b> ALEJANDRO FERNANDEZ & BEYONCE	COLUMBIA/SONY BMG NORTE	124 +86	3.371 23

## MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
<b>ME DUELE AMARTE</b> Reik (SONY BMG NORTE) KBMG, KMMM, WFID, WKAQ, XAVO, XLTN	6
<b>NADA PUEDE CAMBIARME</b> Paulina Rubio (UNIVERSAL LATINO) KLVE, WWVA, XLTN	3
<b>ERES PARA MI</b> Julieta Venegas (SONY BMG NORTE) WJAC, WIOA	2
<b>LA LLAVE DE MI CORAZON</b> Juan Luis Guerra Y 440 (EMI TELEVISA) KNVO, WWVA	2
<b>PEGALE A LA PARED</b> Reyli (SONY BMG NORTE) KQQK, KTCY	2
<b>ES VIRGEN TU CORAZON</b> Mariano Barba (THREE SOUND) KBMG, KEXA	2
<b>MANDA UNA SEÑAL</b> Mana (WARNER LATINA) WRMA	1
<b>QUE HICISTE</b> Jennifer Lopez (EPIC/SONY BMG NORTE) WFID	1
<b>AMAR ES LO QUE QUIERO</b> David Bisbal (UNIVERSAL LATINO) XLTN	1
<b>SI NOS QUEDARA POCO TIEMPO</b> Chayanne (SONY BMG NORTE) WWVA	1

## NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
<b>ME DUELE QUERERTE</b> Servando Y Florentino (SIENTE) TOTAL STATIONS: 4	122/7	<b>THE SWEET ESCAPE</b> Gwen Stefani Feat. Akon (INTERSCOPE) TOTAL STATIONS: 3	93/30
<b>PEGALE A LA PARED</b> Reyli (SONY BMG NORTE) TOTAL STATIONS: 10	121/40	<b>ESO Y MAS</b> Joan Sebastian (MUSART/BALBOA) TOTAL STATIONS: 6	92/2
<b>Y MI BANDA TOCA EL ROCK</b> Laura Pausini (WARNER LATINA) TOTAL STATIONS: 6	115/48	<b>ME DUELE AMARTE</b> Reik (SONY BMG NORTE) TOTAL STATIONS: 9	90/90
<b>ESE</b> Conjunto Primavera (FONO/ISA) TOTAL STATIONS: 6	113/3	<b>CELESTIAL</b> RBD (EMI TELEVISA) TOTAL STATIONS: 4	89/45
<b>BELLA TRACIION</b> Belinda (EMI TELEVISA) TOTAL STATIONS: 3	96/25	<b>LOS INFIELES</b> Aventura (PREMIUM LATIN) TOTAL STATIONS: 5	89/1

## MOST INCREASED PLAYS

<b>+90</b>	<b>ME DUELE AMARTE</b> Reik (Sony BMG Norte) XAVO +25, KMMM +16, WFID +10, WKAQ +10, KBMG +9, XLTN +8, KEXA +6, XHPX +5, KLVE +1
<b>+86</b>	<b>AMOR GITANO</b> Alejandro Fernandez & Beyonce (Columbia/Sony BMG Norte) WPAT +24, WRMA +19, XLTN +19, XHPX +14, KEXA +2, KLVE +2, KSSE +2, KVVV +2, WAMR -2
<b>+85</b>	<b>ERES PARA MI</b> Julieta Venegas (Sony BMG Norte) WJAC +17, WIOA +16, WRMA +11, KNVO +10, XHPX +9, KQQK +7, KXXS +4, WKAQ +4, WXYX +4, KRIO +3
<b>+71</b>	<b>LA LLAVE DE MI CORAZON</b> Juan Luis Guerra Y 440 (EMI Televisa) WIOA +15, WJAC +15, WKAQ +14, WWVA +9, KNVO +7, WXYX +5, WPAT +5, WAMR +3
<b>+54</b>	<b>IRREEMPLAZABLE</b> Beyonce (Columbia) WJAC +23, KNVO +21, WFID +7, WXYX +4, WKAQ +3, KEXA +3, KQQK +1

**ADDED AT... KTCY**  
Dallas, TX  
OM: Dean James  
PD: Javier Casanova  
Beyonce & Shakira, Beautiful Liar/Bello Embustero, 15  
Reyli, Pegale A La Pared, 13

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FOR WEEK ENDING MARCH 11, 2007  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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**▶ TITO NIEVES HAS HIS 14TH TROPICAL CHART TOP 10 AS "MAS QUE TU AMIGO" JUMPS 17-7 WITH MOST INCREASED PLAYS (UP 48).**



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	6	<b>LA LLAVE DE MI CORAZON</b>	JUAN LUJIS GUERRA Y 440	EMI TELEVISIA	274 +31	5.022	1
	2	16	<b>SOLA</b>	HECTOR "EL FATHER"	VIMACHETE	225 +9	1.784	12
	4	15	<b>SHORTY SHORTY</b>	XTREME	LA CALLE/UNIVISION	220 +32	1.933	10
	6	17	<b>LA OTRA</b>	ILEGALES FEATURING MONCHY Y ALEXANDRA	UNIVERSAL LATINO	204 +25	1.982	8
	5	25	<b>NO VUELVO CONTIGO</b>	FRANKIE NEGRON	LA CALLE/UNIVISION	193 +6	1.686	13
	6	3	<b>PEGAO</b>	WISIN & YANDEL FEATURING LOS VAQUEROS	WY/MACHETE	181 -14	1.237	20
	17	5	<b>MAS QUE TU AMIGO</b>	TITO NIEVES	LA CALLE/UNIVISION	174 +48	3.294	2
	15	5	<b>ARROZ CON HABICHUELA</b>	EL GRAN COMBO DE PUERTO RICO	DISCOS 605/SOBY BMG NORTE	172 +38	2.709	3
	7	5	<b>NUNCA HABIA LLORADO ASI</b>	VICTOR MANUEL LE FEATURING DON OMAR	SONY BMG NORTE	163 -6	1.911	11
	14	40	<b>QUE PRECIO TIENE EL CIELO</b>	MARC ANTHONY	SONY BMG NORTE	161 +20	2.364	5
	11	7	<b>MI CORAZONCITO</b>	AVENTURA	PREMIUM LATIN	159 +9	2.084	6
	9	26	<b>NOCHE DE ENTIERRO (NUESTRO AMOR)</b>	LOS BENJAMINS FEATURING WISIN & YANDEL DADDY YANKEE, HECTOR "EL FATHER" & ZION	MAS FLOW/MACHETE	157 -5	1.001	23
	8	17	<b>TU RECUERDO</b>	RICKY MARTIN FEATURING LA MARI	SONY BMG NORTE	150 -14	1.358	17
	12	8	<b>IGUAL QUE AYER</b>	RAKIM & KEN-Y	PINA/UNIVERSAL LATINO	132 -15	2.375	4
	10	34	<b>LOS INFIELES</b>	AVENTURA	PREMIUM LATIN	124 -29	1.465	15
	16	18	<b>BENDITA TU LUZ</b>	MANA	WARNER LATINA	116 -11	0.919	24
	13	22	<b>LOS HOMBRES TIENEN LA CULPA</b>	DON OMAR, GILBERTO SANTA ROSA	CMG/SRC/UNIVERSAL MOTOWN	114 -29	0.853	26
	18	6	<b>FLACA O GORDITA</b>	OLGA TANON	UNIVISION	110 -14	0.912	25
	22	10	<b>HACE TIEMPO</b>	FONSECA	EMI TELEVISIA	102 -8	0.547	37
	20	24	<b>ELLA VOLVIO</b>	N'KLABE	SONY BMG NORTE	102 -17	1.006	22
	19	8	<b>TU AMOR</b>	LUIS FONSI	UNIVERSAL LATINO	99 -21	0.751	29
	24	5	<b>AMAR ES LO QUE QUIERO</b>	DAVID BISBAL	UNIVERSAL LATINO	98 +4	1.359	16
	25	8	<b>MIRA</b>	FULANITO	CUTTING	92 +6	1.342	18
	24	12	<b>DON'T CRY</b>	TOBY LOVE	SONY BMG NORTE	89 -16	0.453	40
	40	2	<b>A PUNTO DE ESTALLAR</b>	N'KLABE	SONY BMG NORTE	87 +36	1.108	21
	27	20	<b>ECHATE PA' CA</b>	ELVIS CRESPO & GRUPO MANIA	OLE	85 +2	0.591	34
	30	4	<b>QUE LLOREN</b>	IVY QUEEN	UNIVISION	79 +3	1.535	14
	33	39	<b>PAM PAM</b>	WISIN & YANDEL	MACHETE	75 +12	2.037	7
	28	19	<b>FANTASMA</b>	ZION	BABY	70 -10	0.562	35
	<b>NEW</b>		<b>IMAGINATE</b>	GALLEGO	MACHETE	69 +40	0.133	-
	29	10	<b>IRREEMPLAZABLE</b>	BEYONCE	COLUMBIA	69 -9	0.322	-
	36	3	<b>ME VOY</b>	HECTOR ACOSTA	D.A.M.	66 +5	0.786	28
	26	7	<b>EN EL AMOR</b>	JOE VERAS	J & N	66 -17	1.952	9
	37	6	<b>QUE HICISTE</b>	JENNIFER LOPEZ	EPIC/SOBY BMG NORTE	62 +2	0.202	-
	32	18	<b>MIA</b>	TITO "EL BAMBINO" FEATURING DADDY YANKEE	EMI TELEVISIA	61 -10	0.397	-
	34	13	<b>VAMOS A TO' A</b>	LIMI T 21	LA CALLE/UNIVISION	56 -6	0.236	-
	39	7	<b>NADA PUEDE CAMBIARME</b>	PAULINA RUBIO	UNIVERSAL LATINO	52 -2	0.165	-
	38	2	<b>SIENTE EL BOOM</b>	TITO "EL BAMBINO" FEATURING RANDY	EMI TELEVISIA	52 -5	1.241	19
	<b>NEW</b>		<b>EN BUSQUEDA</b>	EL GRINGO DE LA BACHATA	MOCK & ROLL	49 +1	0.115	-
	35	3	<b>TE LO AGRADEZCO, PERO NO</b>	ALEJANDRO SANZ FEATURING SHAKIRA	WARNER LATINA	47 -14	0.657	33

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
	1	17	<b>SOLA</b>	HECTOR "EL FATHER"	VIMACHETE	725 -5	11.022	1
	2	17	<b>SHORTY SHORTY</b>	XTREME	LA CALLE/UNIVISION	514 26	6.025	8
	4	32	<b>LOS INFIELES</b>	AVENTURA	PREMIUM LATIN	507 +8	6.086	7
	3	43	<b>PAM PAM</b>	WISIN & YANDEL	MACHETE	507 -25	6.440	5
	6	18	<b>DON'T CRY</b>	TOBY LOVE	SONY BMG NORTE	453 +5	6.133	6
	9	5	<b>QUE LLOREN</b>	IVY QUEEN	UNIVISION	430 -56	6.535	4
	7	20	<b>PEGAO</b>	WISIN & YANDEL FEATURING LOS VAQUEROS	WY/MACHETE	417 -53	8.327	2
	7	24	<b>DIME (TELL ME)</b>	PITBULL FEATURING KEN-Y	FAMOUS ARTISTS/TVT	384 -34	5.433	10
	8	11	<b>NO SE DE ELLA (MY SPACE)</b>	DON OMAR FEATURING WISIN & YANDEL	VIMACHETE	377 -38	5.847	9
	10	12	<b>IGUAL QUE AYER</b>	RAKIM & KEN-Y	PINA/UNIVERSAL LATINO	364 +22	7.116	3
	34	2	<b>BEAUTIFUL LIAR/BELLO EMBLUSTERO</b>	BEYONCE & SHAKIRA	COLUMBIA	322 -189	4.915	12
	13	26	<b>NOCHE DE ENTIERRO (NUESTRO AMOR)</b>	LOS BENJAMINS FEATURING WISIN & YANDEL DADDY YANKEE, HECTOR "EL FATHER" & ZION	MAS FLOW/MACHETE	290 +7	3.845	15
	11	22	<b>I WANNA LUV U</b>	AKON FEATURING SNOOP DOGG	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	259 -70	3.810	16
	14	39	<b>ME MATAS</b>	RAKIM & KEN-Y	PINA/UNIVERSAL LATINO	246 -24	2.586	22
	16	18	<b>SMACK THAT</b>	AKON FEATURING EMINEM	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	226 -2	2.916	20
	31	4	<b>SIENTE EL BOOM</b>	TITO "EL BAMBINO" FEATURING RANDY	EMI TELEVISIA	225 +77	4.721	13
	12	14	<b>IRREEMPLAZABLE</b>	BEYONCE	COLUMBIA	225 -76	2.354	27
	15	10	<b>LA OTRA</b>	ILEGALES FEATURING MONCHY Y ALEXANDRA	UNIVERSAL LATINO	219 -22	2.281	30
	19	20	<b>ATREVETE</b>	WISIN & YANDEL FEATURING FRANCO DEL GORILLA	CFEE/URBAN BOX OFFICE	202 0	1.887	32
	17	22	<b>AY CHICO (LENGUA AFJERA)</b>	PITBULL	FAMOUS ARTISTS/TVT	202 -11	2.302	29
	20	5	<b>CHICA VIRTUAL</b>	ARCANGEL	FLOW/UNIVERSAL LATINO	201 +10	4.433	14
	21	4	<b>THIS IS WHY I'M HOT</b>	MIMS	CAPITOL	198 +8	3.291	18
	27	3	<b>IMAGINATE</b>	GALLEGO	MACHETE	197 +43	2.043	31
	24	29	<b>FANTASMA</b>	ZION	BABY	195 -7	5.199	11
	23	19	<b>ANDA SOLA</b>	DON OMAR	ALL STAR/MACHETE	168 -15	2.480	25
	22	9	<b>WE FLY HIGH</b>	JIM JONES	KOCH	158 -30	1.451	-
	24	6	<b>FUEGO</b>	PITBULL	FAMOUS ARTISTS/TVT	157 -20	1.319	-
	<b>NEW</b>		<b>YOU</b>	LLOYD FEATURING LIL' WAYNE	THE INC./UNIVERSAL MOTOWN	153 +50	2.630	21
	28	10	<b>SAY IT RIGHT</b>	NELLY FURTADO	MOSLEY/GEFFEN	149 -5	1.505	40
	32	3	<b>MI CORAZONCITO</b>	AVENTURA	PREMIUM LATIN	146 +1	3.356	17
	36	4	<b>SHE'S LIKE THE WIND</b>	LUMIDEE FEATURING TONY SUNSHINE	TVT	142 +10	1.247	-
	25	20	<b>MIA</b>	TITO "EL BAMBINO" FEATURING DADDY YANKEE	EMI TELEVISIA	142 -22	2.476	26
	30	28	<b>ME QUIERE BESAR</b>	ALEXIS & FIDO	SONY BMG NORTE	135 -16	3.189	19
	29	17	<b>YA NO</b>	KUKY	MACHETE	125 -29	1.041	-
	33	5	<b>TU AMOR</b>	LUIS FONSI	UNIVERSAL LATINO	121 -16	0.906	-
	39	3	<b>QUIZAS</b>	TONY DIZE	WY/MACHETE	119 +7	2.575	23
	<b>NEW</b>		<b>DON'T MATTER</b>	AKON	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	118 +47	1.501	-
	35	4	<b>LA MANERA</b>	ADASSA	UNIVERSAL LATINO	117 -15	1.706	34
	<b>RE-ENTRY</b>		<b>ICE BOX</b>	OMARION	T.U.G./COLUMBIA	115 +18	1.618	37
	<b>RE-ENTRY</b>		<b>PLEASE DON'T GO</b>	BROWN BOY	STREET NOIZE/AME	108 +7	2.352	28

## TROPICAL & LATIN RHYTHM MONITORED REPORTERS

### TROPICAL

**'WLAT/Hartford, CT**  
PD/MD: Nelson Brudys

**'WXDJ/Miami, FL**  
PD: Ruddy Hernandez

**'WSKQ/New York, NY**  
PD: Jorge Mier

**'WNUE/Crlando, FL**  
PD: Rafael Cullon  
MD: Jose Martinez

**WRUM/Orlando, FL**  
PD: Raymond Torres

**WEMG/Philadelphia, PA**  
PD: DJ Frankie

**WKKB/Providence, RI**  
PD: Juan D. Gonzalez  
APD: Darwin Garcia

**WPMZ/Providence, RI**  
PD: Zoi Garcia  
MD: Dion Mendez, Jr.

**WPRM/Puerto Rico**  
PD: Jorge Pabon

**WZNT/Puerto Rico**  
PD: Pedro Arroyo

**WYUU/Tampa, FL**  
OM: Mike Culotta  
PD: Ricardo Blanco  
MD: Carlos Jose Peralta

**WLZL/Washington, DC**  
PD: Aracely Riverz

**LATIN RHYTHM**

**WVIV/Chicago, IL**  
OM/PD: Cesar Canales  
APD: Lucy Herrera  
MD: Armando Reyes

**KFZO/Dallas, TX**  
OM: Ancy Lockridge  
FD: Cristian Ortuno  
APD: Alejandro Covarrubias

**KZZA/Dallas, TX**  
PD: Comino

**KJLE/Fresno, CA**  
PD: Tony Santos  
MD: Ramona Rivera

**WTLQ/Ft. Myers, FL**  
PD: Al Sanchez

**KLOL/Houston, TX**  
PD: Bobby Ramos

**KXOL/Los Angeles, CA**  
OM: Pio Ferro  
PD: Jerry Pulles

**WMGE/Miami, FL**  
OM: Rod Phillips  
PD: Frank Walsh  
MD: Raymond Hernandez

**WCAA/New York, NY**  
PD: Alix Quintero  
APD: Bryant Pino  
MD: DJ Kazzanova

**KVIB, Phoenix, AZ**  
OM/PD: Josh Villa  
APD: Mark Garcia

**WODJ/Puerto Rico**  
OM: Jose Nelson  
PD/MD: Rogie Gallart

**WVOZ/Puerto Rico**

**KVVZ/San Francisco, CA**  
PD: Bismarck Espinoza

Billboard TOP ALBUMS

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, ARTIST, Title, CERT., PEAK POSITION. Top album: THE NOTORIOUS B.I.G. Greatest Hits.

VIDEO CHANNELS

Table with columns: CHANNEL, TITLE, TW, LW. Includes MTV, VH1, AOL, AOL Radio.

STREAMS

Table with columns: AOL Song Streams, AOL Radio, TW, LW. Top stream: Chris Brown, Poppin'.

Billboard HOT DIGITAL SONGS

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, TITLE, ARTIST, CERT., PEAK POSITION. Top song: GLAMOROUS by Fergie.

BET

Table with columns: TITLE, TW, LW. Top song: Young Jeezy, Go Getta.

CMT

Table with columns: TITLE, TW, LW. Top song: Kellie Pickler, Red High Heels.

Great American Country

Table with columns: TITLE, TW, LW. Top song: Carrie Underwood, Wasted.

FUSE

Table with columns: TITLE, TW, LW. Top song: My Chemical Romance, Famous Last Words.

MTV2

Table with columns: TITLE, TW, LW. Top song: Bullet For My Valentine, All These Things Come True.

MuchMusic Canada

Table with columns: TITLE, TW, LW. Top song: Avril Lavigne, Girlfriend.

BROADCAST DATA SYSTEMS

Announcing This Month's Recipients of  
BDS Certified

# SPIN AWARDS



TO EVERY SPIN AWARD WINNER  
**CONGRATULATIONS**

**BDS Certified Spin Awards February 2007 Recipients:**

## 800,000 SPINS

In The End/ **Linkin Park** /WARNER BROS.  
It's Been A While/ **Staind** /ELEKTRA/ATLANTIC

## 600,000 SPINS

Soak Up The Sun/ **Sheryl Crow** /A&M  
You And Me/ **Lifehouse** /GEFFEN

## 500,000 SPINS

White Flag/ **Dido** /ARISTA/RMG

## 400,000 SPINS

Bad Day/ **Daniel Powter** /WARNER BROS.

## 300,000 SPINS

Irreplaceable/ **Beyonce** /MUSIC WORLD/COLUMBIA  
Far Away/ **Nickelback** /ROADRUNNER/LAVA/ATLANTIC  
SexyBack/ **Justin Timberlake** /JIVE/ZOMBA  
Who Wouldn't Wanna Be Me/ **Keith Urban** /CAPITOL NASHVILLE  
Savin' Me/ **Nickelback** /ROADRUNNER/LAVA/ATLANTIC  
Caught Up/ **Usher** /LAFACE/ZOMBA  
Soldier/ **Destiny's Child** /MUSIC WORLD/COLUMBIA  
How To Save A Life/ **The Fray** /EPIC

## 200,000 SPINS

Waiting On The World To Change/ **John Mayer** /AWARE/COLUMBIA  
Too Little Too Late/ **JoJo** /DA FAMILY/BLACKGROUND/UNIVERSAL MOTOWN  
Hell Yeah/ **Montgomery Gentry** /COLUMBIA  
If You're Going Through Hell (Before The Devil Even Knows)/ **Rodney Atkins** /CURB  
Diary/ **Alicia Keys** /J/RMG  
Better Life/ **Keith Urban** /CAPITOL NASHVILLE

## 100,000 SPINS

Runaway Love/ **Ludacris Feat. Mary J. Blige** /DEF CON II/IDJMG  
You/ **Lloyd Feat. Lil Wayne** /THE INC./UNIVERSAL MOTOWN  
It's Not Over/ **Daughtry** /RCA/RMG  
What Goes Around... Comes Around/ **Justin Timberlake** /JIVE/ZOMBA  
Watching You/ **Rodney Atkins** /CURB  
It Just Comes Natural/ **George Strait** /MCA NASHVILLE  
Amarillo Sky/ **Jason Aldean** /BROKEN BOW  
It Ends Tonight/ **All-American Rejects** /DOGHOUSE/INTERSCOPE  
Break It Off/ **Rihanna Feat. Sean Paul** /DEF JAM/IDJMG  
Nothing Left To Lose/ **Mat Kearney** /AWARE/COLUMBIA  
Tim McGraw/ **Taylor Swift** /BIG MACHINE  
I Call It Love/ **Lionel Richie** /ISLAND/IDJMG  
Suddenly I See/ **KT Tunstall** /RELENTLESS/VIRGIN  
Me And My Gang/ **Rascal Flatts** /LYRIC STREET  
The Real Thing/ **Bo Bice** /RCA/RMG  
Take You Back/ **Jeremy Camp** /BEC/TOOTH & NAIL  
S.E.X./ **Lyfe Jennings** /LAVA  
Untitled (How Can This Happen To Me?)/ **Simple Plan** /LAVA  
Back Then/ **Mike Jones** /WB/SWISHAHOUSE/ASYLUM

## 50,000 SPINS

Ice Box/ **Omarion** /T.U.G./COLUMBIA  
This Is Why I'm Hot/ **MIMS** /CAPITOL  
This Ain't A Scene, It's An Arms Race/ **Fall Out Boy** /ISLAND/IDJMG  
The Sweet Escape/ **Gwen Stefani Feat. Akon** /INTERSCOPE  
Stupid Boy/ **Keith Urban** /CAPITOL NASHVILLE  
Keep Holding On/ **Avril Lavigne** /RCA/RMG  
Face Down/ **Red Jumpsuit Apparatus** /VIRGIN  
Lost Without U/ **Robin Thicke** /STAR TRAK/INTERSCOPE  
Poppin'/ **Chris Brown Feat. Jay-Z** /JIVE/ZOMBA  
Throw Some D's/ **Rich Boy** /ZONE 4/INTERSCOPE  
Anyway/ **Martina McBride** /RCA  
You'll Always Be My Baby/ **Sara Evans** /RCA  
The Way I Live/ **Baby Boy Da Prince** /UNIVERSAL REPUBLIC  
Into The Ocean/ **Blue October** /UNIVERSAL MOTOWN  
Let Love In/ **Goo Goo Dolls** /WARNER BROS.  
Made To Worship/ **Chris Tomlin** /SIXSTEPS/SPARROW/EMI CMG  
Heroes/ **Shinedown** /ATLANTIC  
Mountain Of God/ **Third Day** /ESSENTIAL/PLG  
To Be Loved/ **Papa Roach** /EL TONAL/GEFFEN  
Love And Memories/ **O.A.R.** /EVERFINE/LAVA

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# R&R OPPORTUNITIES

## OPPORTUNITIES

### EAST

#### Program Director – WSTW FM

For the first time in nearly a decade, independent and legendary radio station WSTW FM Wilmington has a rare opening for the position of Program Director. WSTW is the 2006 Marconi winner for CHR Station of the Year with a record of ratings success, community involvement and market leading revenue performance. This is a unique opportunity to maintain our leadership in an increasingly challenging "new media" world. You must have proven success managing great local radio programming, and substantial on air experience. An understanding of digital and alternative media platforms is critical.

Send résumé, air check, ratings performance and references to  
General Manager, WSTW  
PO Box 7492  
Wilmington, DE 19803  
or email [gmi@wstw.com](mailto:gmi@wstw.com).

No calls please.  
EOE

### MIDWEST



#### CHICAGO'S WGN IS BUILDING THE FUTURE

The bright future of radio depends on local connection. WGN Radio is a market and industry leader dedicated to innovative, original, local programming. We are searching for Chicago's radio stars of the future. If you are interested in all aspects of life (beyond "just politics") and you are informed, prepared, smart, entertaining, inquisitive and warm, we would like to know about you. Share your background and track record in confidence. Local radio is the future and "The Voice of Chicago" creates live and local radio 24-7!

The Next Generation  
WGN Radio  
435 North Michigan Avenue  
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[futurestars@wgnradio.com](mailto:futurestars@wgnradio.com)

WGN Radio is an Equal Opportunity Employer

### MIDWEST

#### GM & SM ESPN Radio St. Louis

GM and SM wanted for ESPN Radio in St. Louis who both lead by example to meet and exceed budgets. If we've described you, submit your résumé immediately to Radio & Records, 2049 Century Park East, 41st Floor, # 1170, Los Angeles, CA 90067 or [kwood@radioandrecords.com](mailto:kwood@radioandrecords.com) c/o job # 1170. EOE.

#### Production Director

Commercial production, back-up operate board, traffic/ops administrator.

Experience: broadcast media, Microsoft Office, Adobe Audition, CBSI, ENCO  
Salem Twin Cities  
Fax: 651-405-8222

### SOUTH

#### GSM & PD: Ft. Myers/Naples



Two of the most sought after positions in the country. WWGR is #1A25-54. Ft. Myers/Naples is BOOMING!

**GSM:** Can you outpace this market and beat RBC's aggressive forecasts? Leadership & Rate Strategy a must.

**PD:** Dominant Country station needs to grow our market share and maintain our #1 rank!

Résumés to  
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Equal Opportunity Employer

### TEXAS

GM (who focuses on revenue) needed for a cluster in a rated Texas Market.

This is not a start up. If you have a track record you can cash in on and want to be well rewarded for exceeding the ordinary, apply for the position now! Please send your résumé to Radio & Records, 2049 Century Park East, 41st Floor, # 1171, Los Angeles, CA 90067 or [kwood@radioandrecords.com](mailto:kwood@radioandrecords.com) c/o job # 1171. EOE.

### POSITIONS SOUGHT

#### Talk Show Veteran Available For Your Fills And More

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David Gold  
[davidtalker@goldtalk.com](mailto:davidtalker@goldtalk.com)

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**Fun guy, with good persona**, and super hard working, dedicated professional! Great production, and copy skills. Mike Doering 214-288-2186 [aggielover@msn.com](mailto:aggielover@msn.com)

**Good production, tight boards, efficient copywriting**, and very dependable. Looking for behind scenes, or on-air positions in programming or sports. Cleon cleons-  
[mindstate@yahoo.com](mailto:mindstate@yahoo.com) 817-420-0758

**Persistent, trustworthy and accountable.** Amazing copy and digital ability, plus tight boards! Works well with others. Kareem Moore 469-396-4325  
[playasden@hotmail.com](mailto:playasden@hotmail.com)

**Broadcaster/Pro Wrestler already rocks the ring**, Let me put your competition through a table! Jerry Mires [JBigDaddyRocc@aol.com](mailto:JBigDaddyRocc@aol.com)

**30+ years in AM Drive with major market experience.** For mp3 email Trey Matthews at [trey.matthews@yahoo.com](mailto:trey.matthews@yahoo.com), or call (251) 473-1534.

**Sports athlete/fanatic, vast knowledge of games and teams.** Good at speaking in public, plus 10-years of club DJ experience. Kevin Crow 817-399-9192

### Payable In Advance

Opportunities Advertising orders must be typed on company/station letterhead and accompanied by advance payment. Please submit ad copy & logos via email to [kwood@radioandrecords.com](mailto:kwood@radioandrecords.com). Ads are also accepted by fax: (310-203-8727) or mail, Visa, MC, or AMEX accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

### Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PST)**, eight days prior to issue date. Address all ads to: R&R Opportunities, 2049 Century Park East, 41st Floor, Los Angeles, Ca. 90067.



# THE INDUSTRY STANDARD FOR MUSIC MONITORING



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**CONTACT AFFILIATE RELATIONS** TEL: 216.831.3761 E-MAIL: BDSradio@BDSonline.com  
**CONTACT IN CANADA** TEL: 604.736.4861 E-MAIL: info@BDSradio.ca



CHR/TOP 40

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, TITLE, ARTIST, NIelsen BDS CERTIFICATIONS, HITPREDICTOR STATUS, IMPRINT / PROMOTION LABEL. Top entry: WHAT GOES AROUND...COMES AROUND by Justin Timberlake.

#1 MOST ADDED

BEAUTIFUL LIAR Beyoncé & Shakira (COLUMBIA)

#1 MOST INCREASED PLAYS

DON'T MATTER Akon (KONVIC/UPFRONT/SRC/UNIVERSAL MOTOWN)

TOP 5 NEW AND ACTIVE

- STOLEN Dashboard Confessional (VAGRANT/INTERSCOPE)
THE WAY I LIVE Baby Boy Da Prince feat. Lil Boosie (UNIVERSAL REPUBLIC)
LOST WITHOUT U Robin Thicke (STAR TRAK/INTERSCOPE)
READ MY MIND The Killers (ISLAND/IDJMG)
GIRLFRIEND Avril Lavigne (RCA/RMG)

COMPLETE CHR/TOP 40 CHART ON PAGE 29

RHYTHMIC

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, TITLE, ARTIST, NIelsen BDS CERTIFICATIONS, HITPREDICTOR STATUS, IMPRINT / PROMOTION LABEL. Top entry: THIS IS WHY I'M HOT by Mims.

#1 MOST ADDED

GET IT SHAWTY Lloyd (THE INC./UNIVERSAL MOTOWN)

#1 MOST INCREASED PLAYS

BEAUTIFUL LIAR Beyoncé & Shakira (COLUMBIA)

TOP 5 NEW AND ACTIVE

- 2 STEP Clyde Carson (CAPITOL)
I'M A FLIRT R. Kelly Or Bow Wow (Feat. T.I. & T-Pain) (COLUMBIA/JIVE/ZOMBA)
OH YEAH (WORK) Lil Scrappy feat. Sean P. & E-40 (BME/REPRISE/WARNER BROS.)
MR. JONES Mike Jones (SWISH-AHOUSE/ASYLUM/WARNER BROS.)
CUPID'S CHOKEHOLD Gym Class Heroes feat. Patrick Stump (DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA)

COMPLETE RHYTHMIC CHART ON PAGE 32

URBAN

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, TITLE, ARTIST, NIelsen BDS CERTIFICATIONS, HITPREDICTOR STATUS, IMPRINT / PROMOTION LABEL. Top entry: THIS IS WHY I'M HOT by Mims.

#1 MOST ADDED

WE TAKING OVER DJ Khaled feat. Akon, T.I., Rick Ross, Lil Wayne, Baby & Fat Joe (TERROR SQUAD/KOCH)

#1 MOST INCREASED PLAYS

I'M A FLIRT R. Kelly Or Bow Wow (Feat. T.I. & T-Pain) (COLUMBIA/JIVE/ZOMBA)

TOP 5 NEW AND ACTIVE

- WHEN I SEE U Fantasia (J/RMG)
WIPE ME DOWN Foxx (TRILL/ASYLUM)
GIVE IT TO ME Timbaland feat. Nelly Furtado & Justin Timberlake (MOSLEY/BLACKGROUND/INTERSCOPE)
NOT A CRIMINAL Chamillionaire feat. Kelis (CHAMILLITARY/UNIVERSAL MOTOWN)
WE TAKING OVER DJ Khaled feat. Akon, T.I., Rick Ross, Lil Wayne, Baby & Fat Joe (TERROR SQUAD/KOCH)

COMPLETE URBAN CHART ON PAGE 35

URBAN AC

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, TITLE, ARTIST, NIelsen BDS CERTIFICATIONS, HITPREDICTOR STATUS, IMPRINT / PROMOTION LABEL. Top entry: LOST WITHOUT U by Robin Thicke.

#1 MOST ADDED

WHAT'S MY NAME Brian McKnight (WARNER BROS.)

#1 MOST INCREASED PLAYS

IN MY SONGS Gerald Levert (ATLANTIC)

TOP 5 NEW AND ACTIVE

- CUPID SHUFFLE Cupid (ATLANTIC)
IF YOU JUST LET ME LOVE U Michael Sterling (MICHAEL STERLING MUSIC GROUP)
ME Tamia (PLUS VIMAGE)
HEAVEN KNOWS Deitrick Haddon (TYSOT/VERITY/ZOMBA)
BECAUSE OF YOU Ne-Yo (DEF JAM/IDJMG)

COMPLETE URBAN AC CHART ON PAGE 36

COUNTRY

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, TITLE, ARTIST, NIelsen BDS CERTIFICATIONS, HITPREDICTOR STATUS, IMPRINT / PROMOTION LABEL. Top entry: BEER IN MEXICO by Kenny Chesney.

#1 MOST ADDED

TICKS Brad Paisley (ARISTA NASHVILLE)

#1 MOST INCREASED AUDIENCE

TICKS Brad Paisley (ARISTA NASHVILLE)

TOP 5 NEW AND ACTIVE

- I'VE GOT FRIENDS THAT DO Tim McGraw (CURB)
YOU'RE GONNA LOVE ME Chris Young (RCA)
LAST GOOD TIME Flynnville Train (SHOW DOG NASHVILLE)
FAMOUS IN A SMALL TOWN Miranda Lambert (COLUMBIA)
LIVIN' IN THE HERE AND NOW Darryl Worley (903 MUSIC)

COMPLETE COUNTRY CHART ON PAGE 44

AC

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, TITLE, ARTIST, NIelsen BDS CERTIFICATIONS, HITPREDICTOR STATUS, IMPRINT / PROMOTION LABEL. Top entry: WAITING ON THE WORLD TO CHANGE by John Mayer.

#1 MOST ADDED

ONCE IN A LIFETIME Keith Urban (CAPITOL)

#1 MOST INCREASED PLAYS

CHASING CARS Snow Patrol (POLYDOR/A&M/INTERSCOPE)

TOP 5 NEW AND ACTIVE

- YOU DON'T KNOW ME Eddie Money (BIG DEAL/WARRIOR)
SAY IT RIGHT Nelly Furtado (MOSLEY/GEFFEN)
FEBRUARY SONG Josh Groban (143/REPRISE)
HOLD FAST MercyMe (INO/COLUMBIA)
ANYWAY Martina McBride (RCA NASHVILLE)

COMPLETE AC CHART ON PAGE 47

## HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	15	<b>IT'S NOT OVER</b>	DAUGHTRY	NO. 1 (4 WKS)	★	RCA/RMG
2	2	40	<b>CHASING CARS</b>	SNOW PATROL		★	POLYDOR/A&M/INTERSCOPE
3	4	16	<b>KEEP HOLDING ON</b>	AVRIL LAVIGNE		★	FOX/RCA/RMG
4	3	39	<b>HOW TO SAVE A LIFE</b>	THE FRAY		★	EPIC
5	7	13	<b>SAY IT RIGHT</b>	NELLY FURTADO		★	MOSLEY/GEFFEN
6	9	12	<b>IF EVERYONE CARED</b>	NICKELBACK	<b>MOST INCREASED PLAYS</b>	★	ROADRUNNER/ATLANTIC/LAVA
7	6	30	<b>SUCK ONLY I SEE</b>	KT TUNSTALL		★	RELENTLESS/VIRGIN
8	5	38	<b>WAITING ON THE WORLD TO CHANGE</b>	JOHN MAYER		★	AWARE/COLUMBIA
9	8	18	<b>IT ENDS TONIGHT</b>	THE ALL-AMERICAN JEKTS		★	DOGHOUSE/INTERSCOPE
10	11	20	<b>INTO THE OCEAN</b>	BLUE Ö TOBER			UNIVERSAL MOTOWN

### #1 MOST ADDED

**BEFORE HE CHEATS** Carrie Underwood (ARISTA/NASHVILLE/RMG)

### #1 MOST INCREASED PLAYS

**IF EVERYONE CARED** Nickelback (ROADRUNNER/ATLANTIC/LAVA)

### TOP 5 NEW AND ACTIVE

**YOU GIVE ME SOMETHING** James Morrison (POLYDOR/INTERSCOPE)

**LIFE IS BEAUTIFUL** Vega4 (ORIGINAL SIGNAL/EPIC)

**PRESSURE SUIT** Aqualung (COLLMBIA)

**GLAMOROUS** Fergie feat. Ludacris (WILLIAMS/A&M/INTERSCOPE)

**FACE DOWN** The Red Jumpsuit Apparatus (VIRGIN)

COMPLETE HOT AC CHART ON PAGE 48

## SMOOTH JAZZ

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	20	<b>GIVE ME THE REASON</b>	KIRK WHALUM	NO. 1 (7 WKS)		RENDEZVOUS
2	1	21	<b>BLOOM</b>	MINDI ABBAIR			GRP/VERVE
3	3	23	<b>WAY UP!</b>	WAYMAN TISDALE			RENDEZVOUS
4	5	16	<b>MISTER MAGIC</b>	PETER WHITE	<b>MOST INCREASED PLAYS</b>		LEGACY/COLUMBIA
5	4	29	<b>GIRL IN THE RED DRESS</b>	GREGG KARUKAS			TRIPPIN' N' RHYTHM
6	6	16	<b>YOU'RE BEAUTIFUL</b>	KENNY G			ARISTA/RMG
7	7	16	<b>THINKING ABOUT YOU</b>	NORAH JONES			BLUE NOTE/BLG
10	8	8	<b>SO NOT OVER YOU</b>	SIMPLY RED			SIMPLYRED.COM
11	9	9	<b>READY FOR LOVE</b>	WALTER BEASLEY			HEADS UP
10	9	9	<b>SAVE ROOM</b>	JOHN LEGEND			G.O.O.D./COLUMBIA

### #1 MOST ADDED

**LET'S TAKE A RIDE** Norman Brown (PEAK/CONCORD)

### #1 MOST INCREASED PLAYS

**MISTER MAGIC** Peter White (LEGACY/COLUMBIA)

### TOP 5 NEW AND ACTIVE

**LUCKY** Ken Navarro (POSITIVE)

**TAKE ME** Steve Cole (NARADA JAZZ/BLG)

**RAINCOAT** Kelly Sweet (RAZOR & TIE)

**KALEIDOSCOPE** Chris Standring (A TRAIN)

**THE PINK PANTHER** Dave Koz (CAPITOL)

COMPLETE SMOOTH JAZZ CHART ON PAGE 51

## ALTERNATIVE

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	20	<b>PAIN</b>	THREE DAYS GRACE	NO. 1 (4 WKS)		JIVE/ZOMBA
2	2	20	<b>STARLIGHT</b>	MUSE			WARNER BROS.
3	3	21	<b>FROM YESTERDAY</b>	30 SECONDS TO MARS			IMMORTAL/VIRGIN
4	4	14	<b>FAMOUS LAST WORDS</b>	MY CHEMICAL ROMANCE			REPRISE
5	7	4	<b>SURVIVALISM</b>	NINE INCH NAILS			NOTHING/INTERSCOPE
5	5	10	<b>DASHBOARD</b>	MODEST MOUSE			EPIC
7	6	20	<b>SNOW ((HEY OH))</b>	RED HOT CHILI PEPPERS			WARNER BROS.
11	9	9	<b>BREATH</b>	BREAKING BENJAMIN			HOLLYWOOD
12	9	9	<b>DIG</b>	INCUBUS			IMMORTAL/EPIC
10	8	34	<b>FACE DOWN</b>	THE RED JUMPSUIT APPARATUS			VIRGIN

### #1 MOST ADDED

**TIME WON'T LET ME GO** The Bravery (ISLAND/IDJMG)

### #1 MOST INCREASED PLAYS

**LAZY EYE** Silversun Pickups (DANGERBIRD)

### TOP 5 NEW AND ACTIVE

**THE RIVER** Good Charlotte feat. M. Shadows & Synyster Gates (DAYLIGHT/EPIC)

**TELL ME** Dropping Daylight (OCTONE)

**THE OLDER I GET** Skillet (ARDENT/ATLANTIC/LAVA)

**KEEP THE CAR RUNNING** The Arcade Fire (MERGE)

**HOW LONG** Hinder (UNIVERSAL REPUBLIC)

COMPLETE ALTERNATIVE CHART ON PAGE 53

## ACTIVE ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	10	<b>BREATH</b>	BREAKING BENJAMIN	NO. 1 (1 WK)		HOLLYWOOD
2	1	20	<b>LADIES &amp; GENTLEMEN</b>	SALIVA			ISLAND/IDJMG
3	3	25	<b>PAIP</b>	THREE DAYS GRACE			JIVE/ZOMBA
4	6	17	<b>SILLY WORLD</b>	STONE SOUR			ROADRUNNER
5	4	20	<b>THE ENEMY</b>	GODSMACK			UNIVERSAL REPUBLIC
6	5	14	<b>TEN THOUSAND FISTS</b>	DISTURBED			REPRISE
7	7	15	<b>IT'S NOT OVER</b>	DAUGHTRY			RCA/RMG
8	8	9	<b>FOREVER</b>	PAPA ROACH			EL TONAL/GEFFEN
9	9	6	<b>WELL ENOUGH ALONE</b>	CHEVILLE			EPIC
10	10	15	<b>FROM YESTERDAY</b>	30 SECONDS TO MARS			IMMORTAL/VIRGIN

### #1 MOST ADDED

**SWEET SACRIFICE** Evanescence (WIND-UP)

### #1 MOST INCREASED PLAYS

**SURVIVALISM** Nine Inch Nails (NOTHING/INTERSCOPE)

### TOP 5 NEW AND ACTIVE

**THE FIGHT** The Classic Crime (TODD-T & NAL/EMR)

**RAIN WIZARD** Black Stone Cherry (IN DEE DEE/ROADRUNNER)

**SIDE OF A BULLET** Nickelback (ROADRUNNER)

**FUNERAL FOR YESTERDAY** Kittie (MEROVINGIA/VIX OF INFAMY/CAROLINE)

**DANCE OF THE MANATEE** Fair To Midland (SERJICAL STRIKE/UNIVERSAL REPUBLIC)

COMPLETE ACTIVE ROCK CHART ON PAGE 54

## ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	20	<b>PAIN</b>	THREE DAYS GRACE	NO. 1 (8 WKS)		JIVE/ZOMBA
2	4	17	<b>LADIES &amp; GENTLEMEN</b>	SALIVA			ISLAND/IDJMG
3	2	19	<b>SNOW ((HEY OH))</b>	RED HOT CHILI PEPPERS			WARNER BROS.
4	3	14	<b>SILLY WORLD</b>	STONE SOUR			ROADRUNNER
5	6	13	<b>IT'S NOT OVER</b>	DAUGHTRY			RCA/RMG
6	5	17	<b>THE ENEMY</b>	GODSMACK			UNIVERSAL REPUBLIC
7	7	36	<b>LAND OF CONFUSION</b>	DISTURBED			REPRISE
8	10	9	<b>BREATH</b>	BREAKING BENJAMIN			HOLLYWOOD
9	8	35	<b>HEROES</b>	SHINEDOWN			ATLANTIC
10	9	49	<b>ANIMAL I HAVE BECOME</b>	THREE DAYS GRACE			JIVE/ZOMBA

### #1 MOST ADDED

**FAR CRY** Rush (ANTHEM/ATLANTIC)

### #1 MOST INCREASED PLAYS

**THE DEVIL CRIED** Black Sabbath (WARNER BROS./RHINO)

### TOP 5 NEW AND ACTIVE

**THE OLDER I GET** Skillet (ARDENT/ATLANTIC/LAVA)

**ALL THESE THINGS I HATE (REVOLVE AROUND ME)** Bullet For My Valentine (JIVE/ZOMBA)

**LOVE REIGN O'ER ME** Pearl Jam (TEN/CLUB)

**HELLO (I LOVE YOU)** Roger Waters (NEW LINE)

**FROM YESTERDAY** 30 Seconds To Mars (IMMORTAL/VIRGIN)

COMPLETE ROCK CHART ON PAGE 55

## TRIPLE A

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	19	<b>NEW SHOES</b>	PAOLO NUTINI	NO. 1 (5 WKS)		ATLANTIC
2	3	16	<b>THINKING ABOUT YOU</b>	NORAH JONES			BLUE NOTE/BLG
3	2	20	<b>THINK I'M IN LOVE</b>	BECK			INTERSCOPE
4	4	24	<b>SEE THE WORLD</b>	GOMEZ			ATO/RED
5	5	13	<b>PHANTOM LIMB</b>	THE SHINS			SUB POP
6	8	12	<b>YOU'RE ALL I HAVE</b>	SNOW PATROL			POLYDOR/A&M/INTERSCOPE
7	6	17	<b>NOTHING IN MY WAY</b>	KEANE			INTERSCOPE
8	15	8	<b>LOOK AFTER YOU</b>	THE FRAY			EPIC
9	14	6	<b>READ MY MIND</b>	THE KILLERS			ISLAND/IDJMG
10	12	9	<b>DASHBOARD</b>	MODEST MOUSE			EPIC

### #1 MOST ADDED

**UNDER THE INFLUENCE** James Morrison (POLYDOR/INTERSCOPE)

### #1 MOST INCREASED PLAYS

**SOMEDAY** John Mellencamp (UNIVERSAL REPUBLIC/UMG)

### TOP 5 NEW AND ACTIVE

**PRESSURE SUIT** Aqualung (COLUMBIA)

**INTO THE OCEAN** Blue October (UNIVERSAL MOTOWN)

**YOU KNOW I'M NO GOOD** Amy Winehouse (UNIVERSAL REPUBLIC)

**NAIVE** The Kooks (ASTRALWERKS)

**TIME IS A RUNAWAY** The Alternate Routes (VANGUARD)

COMPLETE TRIPLE A CHART ON PAGE 58

The CEO of Canada's most multifaceted media company sees big challenges ahead from unregulated media

# Tony Viner

By Erica Farber

With tentacles that reach into wireless, cable, broadcasting, publishing and sports, Rogers Media is one of Canada's largest integrated media companies. President/CEO Tony Viner began his career as a national radio rep and has never looked back. His radio management team has been in place for about 15 years and his enthusiasm for the business is as strong as ever.

**Getting into the business:** "I started as a national rep in Montreal and then Toronto before going to work on the station side in Montreal for David Barrett, now president of Hearst Argyle. About a year later Allan Slaight was starting [rock CILQ] Q107 in Toronto, where I worked for about five years."

**Joining Rogers Media:** "My first job at Rogers was as general manager of CFTR and CHFI [Toronto] in 1982. I became president of Rogers Broadcasting in 1989 and was appointed to my current position at Rogers Media in 1999."

**Describe the company:** "In addition to 51 radio stations, Rogers Media owns broadcast and cable television stations. We own the Shopping Channel, which is Canada's version of QVC, and our publishing division is Canada's largest publishing company. We also own the Toronto Blue Jays and the Rogers Center where the Jays play."

**Long-range plans:** "It is hard to specialize in Canada because we are a relatively small country. We see ourselves as a content company with the best Canadian brands, as opposed to a publishing, radio or a television company. We are platform-agnostic so, for example, Canada's leading women's service magazine, *Chatelaine*, is available in print and online, and we offer *Chatelaine*-branded products on the Shopping Channel. The writers from *Maclean's* magazine, Canada's leading newsweekly, also do blogs for our radio sites and appear on radio and on television. We have two large distribution platforms, one wireless and one cable, to take advantage of and fully integrate with. And finally we are focused on growth. We just completed a transaction for some northern Alberta radio stations."

**Biggest challenge:** "Growth. There is going to be a tremendous challenge from unregulated media. The Web provides huge growth opportunities to leverage our category-leading brands, as well as huge challenges. We ignore it at our peril. That is my single biggest strategic challenge. We always focus on execution. We think we can operate our businesses better and more efficiently but that is sort of the cost of getting into the game, those are table stakes."

**State of radio in Canada:** "The Canadian economy generally is quite strong, so advertising is strong. The business itself, across the board, is healthy. There is increasing competition. The [Canadian Radio-television and Communications Commission] continues to license more and more radio stations, but compared to the U.S., we are relatively under-licensed on a per capita basis. That has led to the health of the industry as well."



**The regulatory climate:** "There are certainly more finely spun regulations in Canada than there are in the U.S. There was concern on the part of the industry that Canadian content levels would be increased from 35% to 40%. With the encroachments of nonregulated media like satellite radio and the Internet, forcing an artificially high Canadian content level could cause us to lose listeners. We were successful in that argument and any content levels have been left at 35%, although stations now have to contribute more heavily to Canadian content development, which is helping underwrite Canadian artists."

**Something about your company that might surprise our readers to learn:** "The Shopping Channel does \$300-odd million worth of revenue—about \$75 million of which occurs on the Web. And the Toronto Blue Jays, which is really a medium that has an audience, advertisers and sponsors."

**Career highlight:** "The launch about 12 years ago of [CFTR] 680 News, now the top billing station in Toronto. I went to the board and said, 'I've got this AM rock station that is making a couple million dollars a year' and 'I have this great idea for an all-news station that I figure will lose \$10 million or \$11 million. How do you like it so far?' And the board was supportive and took the long-term view. We ended up only losing \$7 million and 680 News is arguably one of the most profitable stations in Canada, if not the most profitable."

**Career disappointment:** "We applied in Vancouver three times under my stewardship for a multilingual television license and were unsuccessful all three times."

**Most influential individual:** "Ted Rogers, who I've worked with for 25 years. He has been tremendously influential and supportive and is a brilliant entrepreneur. He has faced the banks in his business career and the enterprise value of the company is around \$27 billion. He has built a fabulous company, and I've learned a tremendous amount from him. Also, Allan Slaight, who I worked with for five years and is another brilliant entrepreneur, and David Barrett. All were influential in getting me to where I am today."

**Advice for broadcasters:** "Have faith in your product. We undersell ourselves. We compete on price too much. There is lots of money out there for all of us."

R&R

**'We see ourselves as a content company with the best Canadian brands, as opposed to a publishing, radio or a television company.'** —Tony Viner

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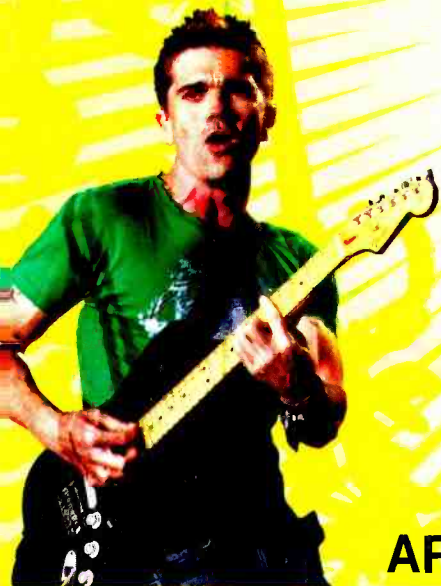
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- DIFFERENTIATING HISPANIC CONSUMERS FROM THE GENERAL MARKET
- HISPANIC CONSUMERS IN THE MULTICULTURAL MARKETING EQUATION
- AGENCY CREATIVE PANEL

## SCHEDULED SPEAKERS

- Demian Bellumio, President, Hoodiny Entertainment/elhood.com
- Fifi Castany, Editor in Chief, Ocean Drive en Español
- Larry Gold, Owner/Creative Director, S.O.B's
- Margaret Guerra Rogers, VP Music Affairs/Independent Music Supervisor, Telemundo Music Group
- Diego Prusky, Principal, In-Style! Software
- Celeste Rodas Juarez, President, ALPE
- Jesus Salas, Sr. PD, Latin Music Channels, XM Satellite Radio
- Seth A. Schachner, VP Digital Business, Latin America, Sony BMG
- Rafael Urbina, CEO, Batanga

## SCHEDULED TO SPEAK



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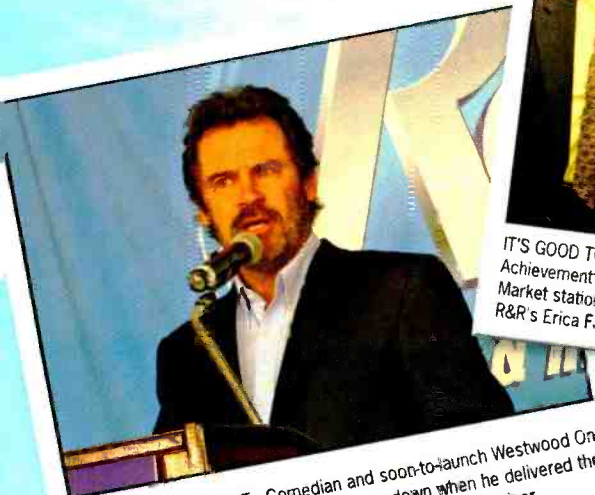


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**GENUINE MILLER RANT** - Comedian and soon-to-launch Westwood One talk host Dennis Miller brought the house down when he delivered the keynote address at the 12th annual R&R Talk Radio Seminar.



**IT'S GOOD TO BE THE KING** - Accepting a trio of R&R News/Talk Industry Achievement Awards for GM of the Year, PD of the Year and Major Market station of the Year are (l-r) KGO/San Francisco's Mickey Luckoff, R&R's Erica Farber, KGO's Jack Swanson and R&R's Al Peterson.



**REAL LIFE LAW AND ORDER** - Sharing a lighter moment during their special one-on-one conversation at TRS 2007's ABC Radio-hosted newsmaker luncheon are (l-r) Los Angeles police chief William Bratton and ABC News Radio senior analyst Fred Thompson.



**KNEE DEEP IN PPM** - Arbitron VP of programming services and development Gary Marince gave an insider's look at the numbers from Houston and Philadelphia to show how news/talk radio stations performed under the company's recently implemented electronic measurement of those markets.



**HONORING A TALK RADIO ICON** - News/Talk/Sports editor Al Peterson presents the 2007 R&R News/Talk Lifetime Achievement Award to Art Bell, founder and now weekend host of Premiere Radio Networks' nightly syndicated program "Coast To Coast."



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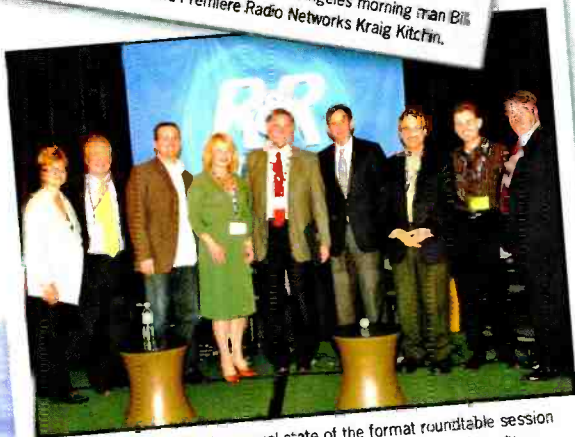
**AWARD WINNING SMILES** - Showing off their shiny new industry Achievement Awards are (l-r) Clear Channel VP of news/talk/sports programming Gabe Hobbs, WLW/Cincinnati OM/PD Darryl Parks, KFI/Los Angeles morning man Bill Handel, KFI PD Robin Bertolucci and Premiere Radio Networks Kraig Kitchin.



**SNACKING ON TECHNOLOGY** - Following their exclusive session discussing how bite size technology is changing the habits of consumers worldwide are (l-r) "Wired" magazine senior editor Nancy Miller, R&R's Al Peterson, and GreenStone Media host Lisa Birnbach.



**THREE GUYS, ONE WITH STYLE** - TV and syndicated radio personality Christopher Lowell (c) is flanked by R&R's Al Peterson (l) and Envision Radio Network's honcho Danmo Wolkoff. One lucky attendee went home with brand new designer office furniture courtesy of "The Christopher Lowell Radio Show."



TRS 2007 opened with the annual state of the format roundtable session featuring (l-r) R&R's Erica Farber, The Media Audit's Phil Beswick, Clear Channel Radio's Sean Compton, SCBA's Mary Beth Garber, Citadel's Brian Jennings, ABC Radio's John McConnell, Joint Communications' John Parikh, Mercury Research's Mark Ramsay and R&R's Al Peterson.



**PUTTING HER MONEY WHERE HER MOUTH IS** - Take On The Day's Dr. Laura Schlessinger hosted a breakfast for TRS attendees where she also presented a check for \$232,000 to Operation Family Fund to assist the families of fallen American military men and women. The funds were raised at Dr. Laura's recently held 60th birthday bash at Disneyland.