

MARIAH'S MAGIC 'TOUCH'

Mariah Carey's 'Touch My Body' Blasts Onto A Whopping Four Charts—CHR/Top 40, Rhythmic, Urban And Urban AC—After Only Six Days Of Airplay p.19



SOUND DECISIONS

Chuck Wicks, Who Had 2007's Fastest-Climbing Country Single From A Newcomer, Starts Off 2008 'Stealing Cinderella' Plus: Michael McDonald And Rocko p.20

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RADIO & RECORDS



FEBRUARY 22, 2008 NO. 1750 \$6.50

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MARKETING & PROMOTION:

Format Columns Explore 'Selling' Successful Promotions, Evolution Of Direct Marketing, Brainstorming pp.22-54

NEWS/TALK/SPORTS: Creative Election Year Marketing Sans A Budget p.36

ONLINE: 10 Tips To Capture Your Share Of The Local Online Ad Market p.6

THE PPM: Does Appointment Listening Definitely Spike Ratings? p.12

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JEREMY MCCOMB

THIS TOWN NEEDS A BAR



PEOPLE MAGAZINE'S "NEW STARS WORTH LISTENING TO"
CMA CLOSE-UP'S "WHO TO WATCH IN 2008"

"OUR WHOLE STATION WAS SO IMPRESSED WITH JEREMY THAT WE INVITED HIM BACK TO DO THE MORNING SHOW. THE RESPONSE FROM LISTENERS HAS BEEN BIG! A GREAT SONG, FROM A GREAT ARTIST, THIS MAKES MY JOB EASY. THE BULL LOVES THIS BAR!"

-BILLY GREENWOOD, KSD "THE BULL"/ST. LOUIS

"I HAVE BEEN WAITING ON THIS SONG TO HIT THE AIR... AND THE CALLS WERE 90% POSITIVE ON THE 1ST SPIN!"

-BUD FORD, WKDF/NASHVILLE

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A&R WORLDWIDE'S
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**WHAT DO LARRY KING (CNN), TOM ANDERSON (MYSPACE),
CHAD HURLEY (YOUTUBE), RON FAIR (Geffen),
NIC HARCOURT (KCRW), WILL.I.AM, KEN LOMBARD (STARBUCKS)
AND RANDY JACKSON (AMERICAN IDOL)
ALL HAVE IN COMMON?
"MUSEXPO"**

An unprecedented group of influential executives will converge upon West Hollywood, California April 27 - 30 for A&R WORLDWIDE's international music, media and technology forum, MUSEXPO 2008 on the legendary Sunset Strip. Declared "a united nations of the global music industry," MUSEXPO will bring together hundreds of leading music, media and technology executives and showcase dozens of international breakthrough artists over the course of four nights at the legendary Houses of Blues.

MUSEXPO 2008 will expose its attendees to opportunities within the new 360° global business model offering intimate networking sessions and engaging forums. Key topics will include insight into the live, media, online, mobile, management, venture capital, publishing, A&R, synchronization and brand sectors.

MUSEXPO 2008's mandate is to explore critical issues, offer solutions and promote global alliances and innovativeness of like-minded colleagues. MUSEXPO is already proven to be a 'red-letter date' on the global music business calendar. It's an annual event bringing key music and media creative talents and executives from around the world to West Hollywood as well as to showcase new global entertainment. MUSEXPO has sold-out ever year. To ensure your place at the event, please visit our website at www.musexpo.net.

"MUSEXPO is an invaluable opportunity to connect with some of the most important radio, music, media and technology executives from around the world. In addition, it is a great forum to see and hear some of the most promising new and emerging talent from across the globe."

Nic Harcourt, Music Director, KCRW Los Angeles (USA)

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R&R News Focus

MOVER Arbitron Makes Executive Appointments

Arbitron appoints Tom O'Sullivan VP of diary market development. The announcement is a response to an Arbitron Radio Advisory Council request for a point person to handle all diary-related issues. Arbitron says O'Sullivan will ensure that emerging diary quality enhancements are aligned with local broadcaster and advertiser needs. As former VP of local radio sales, the 20-year company veteran is well-known to broadcasters and will serve as their advocate in markets where the diary system remains in place.

Arbitron also names Dr. Taymoor Arshi senior VP/chief technology officer, replacing Ron Kolessar, who retires this summer. Arshi was most recently GM for the manageability platform software division at Intel.

—Alexandra Cahill

SHAKER iBiquity Names Retail Marketing Director

HD radio developer iBiquity Digital appoints James (JR) Stocks II director of retail marketing, overseeing retail HD product launches, promotions and point-of-purchase materials.



Stocks

iBiquity VP of retail business development Bernie Sapienza says Stocks will "work with our retail and manufacturing partners to build HD radio technology's presence at retail." Previously, Stocks was VP of sales for Mid-Atlantic retail chain MyerEmco, which specializes in high-end audio/video.

—Mike Boyle

Barron Is Entercom's Man In Memphis



Barron

Dan Barron is appointed VP/market manager for Entercom's six-station Memphis cluster, comprising sports WSMB, classic country WMC-AM, alternative WMFS, rhythmic AC WSNA-FM, hot AC WMC-FM and AC WRVR. Barron, who joins from First Broadcasting, where he served as VP of corporate development, replaces Clint Sly, who left in December.—Mike Boyle

Group Pushes FCC For Satcaster Spectrum

One year since Sirius and XM proposed to merge their satellite radio operations, the latest company to oppose the deal in its current form is Bethesda, Md.-based investment company Georgetown Partners. Managing partner Chester Davenport, a black entrepreneur who started GP in 1989, met with FCC chairman Kevin Martin in January in New York and again with Martin and the other four commissioners in early February at FCC headquarters, telling them that the company wants a "long-term or permanent lease" of 20% of the satellite spectrum to offer competing, advertiser-supported programming on a non-subscription basis to anyone who already has capacity to receive Sirius or XM signals.

GP spokesman Joel Steinhaus says the company would offer "diversity of ownership and programming," answering the FCC's original satellite radio order of more than a decade ago. With a 20% chunk of the satellite spectrum, a new operator could program up to 70 channels of programming. Calls to Sirius, XM and the Department of Justice were not returned.

Meanwhile, on Feb. 19, the American Antitrust Institute asked the DOJ's Antitrust Division to file a complaint and seek an injunction against the proposed merger. The Washington-based nonprofit organization claims that a merger will "create a monopoly, lessen competition, hurt consumers and related companies and lead to less service, lower quality and less innovation." It adds that the DOJ and the FCC have "compiled an extensive factual record" and "substantial evidence of anticompetitive harm" related to the proposed merger.—Jeffrey Yorke

NUMBER CRUNCH

22M	96.5	1M
The amount in dollars that Clear Channel has tentatively agreed to pay in settlement as a result of the February 2003 West Warwick, R.I., nightclub fire. Thirteen lawsuits were filed against the company, which promoted the ill-fated Great White show at the Station nightclub on rock WHJY/Providence.	The new FM frequency for Clear Channel classic rock KDFO/Bakersfield, Calif., after it swapped with country sister KBKO on Feb. 15. KBKO now resides at 98.5.	The number of people who tuned in to CBS Radio sports WFAN/New York on Super Bowl Sunday (Feb. 3), according to Arbitron Portable People Meter data. The station's 12+ share during the game was 18.7; in men 25-54 it was 29.1. After the game, WFAN's 12+ audience jumped to a 25 share. Among adult men it won nearly 40% of the audience.

Looking To The Future



As it was throughout the annual RAB conference, held Feb. 11-13 in Atlanta, digital was the buzzword of the closing-day group heads session, which featured executives from a diverse cross-section of the industry. Pictured, from left, are ICBC Broadcast Holdings vice chairman Skip Finley, Greater Media president/CEO Peter Smyth, Cumulus Media CEO Lew Dickey, Cromwell Group president/owner Bud Walters and R&R associate publisher/editorial director Cyndee Maxwell, who moderated the session.

ON THE WEB Chase Gets Jack In Vegas

Justin Chase, PD of CBS Radio hot AC KMXB (Mix 94.1)/Las Vegas, will do double duty as the newly named PD of adult hits sister KKJJ (100.5 Jack-FM), following the exit of Jack PD Craig Powers. Also, Jack imaging director Chad Forster adds APD duties for that station. Mix MD/imaging director Brandon Bell remains in his position.



Chase

—Keith Berman

Down Three PDs, CBS Radio New York Consolidates

With the recent layoffs at the programming helm of three CBS Radio/New York stations, Brian Thomas, already programming the company's classic hits WCBS-FM, tacks on PD duties for crosstown AC sister WWFS (Fresh 102.7), plugging the gap from Rick Martini's departure. Thomas retains his VP of classic hits title. Alternative WXRK (92.3 K-Rock) has yet to name a successor for PD Tracy Cloberty, who was also laid off; APD/MD Mike Tierney is acting PD. At news WCBS-AM, where PD Crys Quimby was let go, VP/GM Steve Swenson says, "I will pitch in, but most will fall on news director Tim Scheld's shoulders."

—Mike Boyle, Keith Berman and Mike Stern

Clear Channel Must Sell In Four Markets To Go Private

After many months of review, the Department of Justice's Antitrust Division has told Clear Channel it needs to peel off stations in four markets to win final approval to go private in its Bain Capital and Thomas H. Lee Partners-led buyout. The DOJ says the deal, as proposed, "likely would have resulted in higher prices to purchasers of radio advertising in Cincinnati, Houston, Las Vegas and San Francisco, because Bain and THL already have substantial ownership interest in two firms that compete with Clear Channel in those cities."

—Jeffrey Yorke

NEWS UPDATES AROUND THE CLOCK
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More Talk About Talk's Influence

While conducting exit polling at the Virginia and Maryland presidential primaries, Edison Media Research delved deeper into conservative talk radio's impact on voting decisions. A debate on the topic began when Salem-syndicated host Michael Medved claimed conservative talk was losing its influence, pointing to Sen. John McCain's success, despite opposition from many of radio's best-known talk show hosts.

Republican voters were asked six questions, three about attitudes and three about beliefs. Edison VP Tom Webster says the results illustrate the distinction between attitudes, which can be influenced; and beliefs, which are more resistant to change. "People tend to vote from their beliefs, not their attitudes," Webster says, which leads to the impression that talk radio lacks influence. [Complete results are available at edisonresearch.com.]

After the exit poll results were covered by such media outlets as the Associated Press, Fox News and the Washington Post, Rush Limbaugh addressed the topic on his Premiere-syndicated show. "The exit poll data indicates exactly what I've always said about you," Limbaugh said. "You're not mind-numbed robots. You make up your own minds. You listen for a whole bunch of reasons, but not to have your mind made up or influenced about political issues or votes or this kind of thing." —Mike Stern



Limbaugh

Arbitron Revenue Up 5%, PPM Expenses Up 11%

Things are up and down at Arbitron. Fourth-quarter revenue increased 5.4% to \$80.1 million (and up 6% to \$319.3 million for all of 2007), but costs of implementing the Portable People Meter in nine markets—New York, Nassau-Suffolk, Middlesex-Somerset-Union, Los Angeles, Riverside, Chicago, Dallas, San Francisco and San Jose—caused expenses to jump 10.6%. In all, earnings fell nearly 42% during Q4 2007 to \$6.2 million from \$10.7 million in Q4 2006.

The PPM launched in Philadelphia in March and in Houston in July 2007. Succumbing to pressure from clients, the Media Rating Council and others, Arbitron delayed PPM commercialization in November by up to nine months in nine markets.—Jeffrey Yorke

MOVERS & SHAKERS

NextMedia Group names Eric Neumann CFO. He replaces Sean Stover, who left the company to join the travel industry. Neumann has 10 years of experience in radio, having worked in the '90s at AMFM, Chancellor, Capstar and Evergreen . . . **Beasley rhythmic** WPOW-FM (Power 96) GM Thomas Manning is promoted to the newly created position of VP of sales for Beasley's three-station Miami cluster. He will oversee sales initiatives for Power 96, WKIS (Kiss Country) and WQAM-AM (Sports Radio 560) . . . **Susan Freeman**, a former copy director and creative director at AdvertisingWorks, joins Beasley as communications and events manager . . . **Mass 2 One Media** appoints Jamie Dicken to the newly created VP of sales position. She served KFMB-AM-FM in San Diego as national sales manager for six years . . . **Valorie Knight** joins Journal Broadcast Group as OM of the company's five-station cluster in Springfield, Mo., replacing Chris Cannon. She was previously OM for Mid-West Family's active rock WQLZ and triple A WLCE/ Springfield, Ill.



35 PIVOTAL RADIO EVENTS IN R&R HISTORY
May 10, 1982

WABC/New York Goes Talk

When CHR/top 40 WABC-AM/New York ended its run on May 10, 1982, music fans lamented it as "The Day the Music Died." The station launched as top 40 in December 1960 in the shadow of pop leaders WINS and WMCA. But because WABC boasted a nondirectional 50,000-watt signal, it drew in the suburbs and in 1962 achieved its first No. 1 rating. Still, the competitors were far from defeated, so Rick Sklar was hired as PD. He forged the shortest top 40 playlist in the nation: The No. 1 song was heard almost every hour.

The results were legendary. By 1978, dance sweeps were added and then AC as younger listeners retreated to FM. In 1981, WABC became the New York Yankees baseball flagship, while music leaned oldies. In 1982, owner ABC confirmed it would flip the heritage signal to all-talk. At noon on May 10, after staff had said farewells, the station played its last song, John Lennon's "Imagine." The familiar WABC chime time jingle followed, then a moment of silence . . . before the new format became the talk of the town.—Chuck Taylor

Business Briefing By Jeffrey Yorke

GapWest Closes On 57 Western Clear Channel Stations For \$74 Million

Clear Channel closed on 57 stations in 13 markets in Washington, Idaho, Montana, Wyoming, Minnesota and Iowa, for \$74 million, on Feb. 13. GapWest, which grew out of a burgeoning Dallas-based Gap Broadcasting in October 2007, made good on a promise to buy, originally filed by Chicago's Blue Point Media in December 2006, just after Clear Channel announced a dramatic culling of its herd. Denver-based GapWest, led by Skip Weller and funded by Oaktree Capital Management, began operating the stations Nov. 1. "We've turned around the ship and it is headed in the right direction," Weller says, adding that GapWest will sell four stations in Burlington, Iowa.

Beasley Has Slight Q4 Rev Increase, But Income Falls

Fourth-quarter revenue for Beasley Broadcast Group rose \$100,000, mostly due to income generated by the company's Miami-Fort Lauderdale market cluster, including earnings generated from Miami Dolphins broadcast rights, which were not broadcast in the same period last year. There was also growth from interactive and new-media initiatives. Beasley says increased revenue

offset declines at seven of its 11 market clusters. CEO George Beasley says the the 44-station operation's \$3.4 million Q4 decline in operating income was caused by "increases in cost of services and corporate general and administrative expenses." Putting Dolphins football on the air and developing interactive services topped its costs.

Clear Channel Files \$1.2B Suit To Sell TV

Hoping to force Providence Equity Partners to the settlement table in its \$1.2 billion deal to buy its 56 TV stations, Clear Channel on Feb. 15 filed a lawsuit in Wilmington, Del., against the private equity outfit's operating company Newport. Clear Channel's suit alleges that Newport's "refusal to consummate the transaction" fails to comply with terms of the agreement, according to the suit, obtained by Reuters. "Clear Channel is therefore entitled to an injunction restraining such failure and a decree of specific performance requiring Newport to comply with the agreement," the suit said.

A Providence spokesman responded, "We are surprised and disappointed that Clear Channel would suddenly bring this baseless lawsuit as we were trying to work out a mutually acceptable arrangement in difficult market conditions."

Transactions at a Glance

KVB Broadcasting's WGLM-FM/West Lafayette, Ind., to Educational Media Foundation for \$1.2 million . . . Charles R. Walmer's WTHU-AM/Thurmont, Md., to Christian Radio Coalition for \$150,000 . . . Perception Media Group's WCQV-AM/Moneta, Va., to Smile Broadcasting for \$125,000 . . . Pocahontas Broadcasting's WELC-AM-FM/Welch, Va., to West Virginia-Virginia Holding Co. for an undisclosed sum . . . White Park Broadcasting's construction permit for KTUG-FM/Hudson, Wyo., to Kona Coast Radio for \$50,000.

Deal of the Week

KTSL-FM/Medical Lake (Spokane), Wash.

PRICE: \$2.15 million **TERMS:** Asset sale for cash

BUYER: Educational Media Foundation, headed by president Mike Novak. Phone: 916-251-1600. It owns 207 other stations. This represents its entry into this market.

SELLER: Pamplin Communications, headed by president/CEO Andrea Marek. Phone: 503-553-0380

FREQUENCY: 101.9 MHz **POWER:** 29kw at 650 feet

FORMAT: Christian AC

BROKER: Tom McKinley

COMMENT: Pamplin Broadcasting/Washington's KTSL-FM/Medical Lake, Wash., to Educational Media Foundation for \$2.15 million, payable in cash at closing with a \$107,500 escrow deposit.

2008 Deals to Date

Dollars to Date:	\$122,653,036	(Last Year: \$172,736,521)
Dollars This Quarter:	\$122,653,036	(Last Year: \$172,736,521)
Stations Traded This Year:	67	(Last Year: 149)
Stations Traded This Quarter:	67	(Last Year: 149)

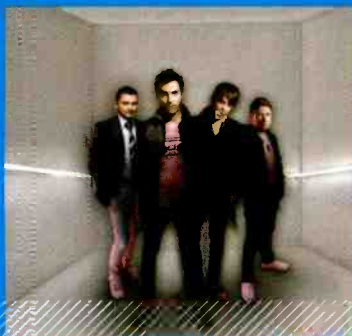


KIRK FRANKLIN LEADS GOSPEL FOR A SECOND WEEK WITH "DECLARATION (THIS IS IT)" ON BILLBOARD'S TOP GOSPEL ALBUMS CHART. FRANKLIN HAS ENJOYED A RECORD NINE NO. 1s, SIX OF WHICH HAVE REIGNED FOR MORE THAN SIX MONTHS EACH.

R&R NO.1

FORMAT	Page	Artist / Title
CHR/TOP 40	23	Flo Rida Featuring T-Pain / Low
RHYTHMIC	26	Chris Brown / With You
URBAN	28	Keyshia Cole / I Remember
URBAN AC	29	Alicia Keys / Like You'll Never See Me Again
RAP	30	Flo Rida Featuring T-Pain / Low
GOSPEL	31	Kirk Franklin / Declaration (This Is It)
CHRISTIAN AC	33	MercyMe / God With Us
CHRISTIAN CHR	34	The Afters / Never Going Back To OK
CHRISTIAN ROCK	34	Fireflight / Unbreakable
SOFT AC / INSPIRATIONAL	34	MercyMe / God With Us
COUNTRY	34	Rodney Atkins / Cleaning This Gun (Come On In Boy)
AC	40	Colbie Caillat / Bubble
HOT AC	41	Timbaland Featuring OneRepublic / Apologize
SMOOTH JAZZ	44	Paul Hardcastle / Lucky Star
ALTERNATIVE	46	Foo Fighters / Long Road To Ruin
ACTIVE ROCK	47	Puddle Of Mudd / Psycho
ROCK	48	Seether / Fake It
TRIPLE A	51	Jack Johnson / If I Had Eyes
AMERICANA	52	Levon Helm / Dirt Farmer
REGIONAL MEXICAN	55	La Arrolladora Banda El Limon / Sobre Mis Pies
LATIN POP	56	Juanes / Gotas De Agua Dulce
TROPICAL	57	Gilberto Santa Rosa / Conteo Regresivo
LATIN RHYTHM	57	Alexis & Fido / Soy Igual Que Tu
LATIN ROCK / ALTERNATIVE	57	Motel / Y Te Vas

MEXICAN POP/ROCK QUARTET **MOTEL** CHECKS IN AT NO. 1 ON THE LATIN ROCK/ALTERNATIVE CHART FOR A FOURTH WEEK WITH "Y TE VAS." THE CUT LEADS OFF THE GROUP'S SECOND ALBUM, "17," RELEASED LAST MONTH.



Radio and Records is published weekly, except the last week of December and the first week of January. Subscriptions are available for \$325.00 per year (plus applicable sales tax in the United States, \$330.00 in Canada and Mexico, and \$495.00 overseas U.S. funds only from Radio and Records Inc., PO Box 16555, North Hollywood, California 91615-3336). Annual subscription plan includes the weekly newspaper plus two R&R Directories issues and other special publications. Reunds are prorated based on the actual value of issues received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication and may therefore be used for any purpose. Letters may be edited for space and clarity and may appear in the electronic versions of R&R. The writer assumes all liability regarding the content of the letter and its publication in R&R. Nothing may be reproduced in whole or in part without written permission from the Publisher.

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 POSTMASTER: Send address changes to R&R, PO Box 16555, North Hollywood, California 91615-9338
 Jince Canadian Publication Mail Agreement No. 877859 return under verifiable Canadian addresses to DHL Global Mail, 7496 Bath Road Unit 2, Mississauga, ON L4T 1L2

A PUBLICATION OF **Billboard** INFORMATION GROUP

Contents

ISSUE #1750 • FEBRUARY 22, 2008



FEATURES

12 APPOINTMENT LISTENING IN THE PPM WORLD
 There's no shortage of ideas, but the jury is still out on whether it definitively spikes ratings.

62 PUBLISHER'S PROFILE
 Momentum Media Marketing president Sean Smith's entrepreneurial drive steers cross-platform mantra—from just north of the border.

DEPARTMENTS

6 MANAGEMENT/MARKETING/SALES
 Ten tips to successful local Internet marketing.

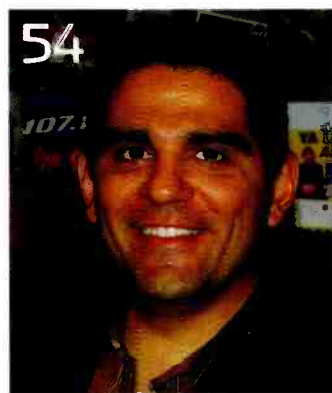
8 MARKET PROFILE: TAMPA
 It's one of few markets with two competitive daily papers, both with the benefit of leveraging multimedia assets to produce the news. For radio, the big news in Tampa is the return of Todd "Bubba the Love Sponge" Clem.

10 STREET TALK
 Just when you thought it was safe to go back to the station, more CBS Radio cutbacks in St. Louis, Detroit, Philadelphia and Boston. And now Entercom weighs in: Boston, Seattle and Portland, Ore., report casualties.

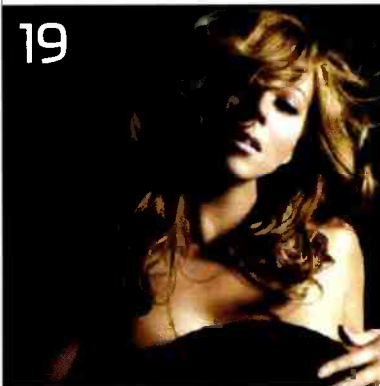
16 NEWS/TALK/SPORTS
 From listener-created commercials to cardboard candidate stand-ups, election year marketing without a budget.

19 THE SPIN
 Mariah Carey's "Touch My Body" blasts onto a whopping four charts—CHR/Top 40, Rhythmic, Urban and Urban AC—after six days of airplay. At Top 40, Carey breaks a tie with Madonna for most hits, at 26.

20 SOUND DECISIONS
 Wicks on Fire: Chuck Wicks, who had 2007's fastest-climbing country single from a new artist, starts off 2008 "Stealing Cinderella." Plus: Michael McDonald and Rocko.

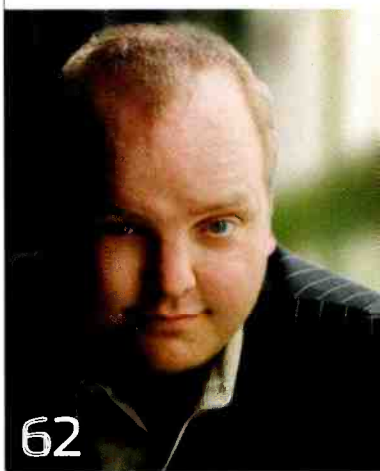


'PPM and appointment listening do not control every aspect of programming. It comes down to good, entertaining and relatable content.' p.12



COLUMNS

- 22 CHR/Top 40
- 25 Rhythmic
- 27 Urban
- 32 Christian
- 36 Country
- 39 AC/Hot AC
- 43 Smooth Jazz
- 45 Rock
- 50 Triple A
- 54 Latin
- 58 National Airplay



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What's New This Week Online

M

Feb. 25
 Catch up on the latest format flips, personnel changes and other news in your format.
 ▶ [Click on Format News](#)

T

Feb. 26
 Sirius Satellite Radio and CBS Corp. release fourth-quarter and full-year 2007 results.
 ▶ [Bookmark Radioand-Records.com for coverage and analysis](#)

W

Feb. 27
 Discover tomorrow's hits today with HitPredictor.
 ▶ [Click on Charts](#)

T

Feb. 28
 XM Satellite Radio and Saga reveal fourth-quarter and full-year 2007 results.
 ▶ [Bookmark Radioand-Records.com for coverage and analysis](#)

F

Feb. 29
 Citadel and Entravision report fourth-quarter and full-year 2007 results.
 ▶ [Bookmark Radioand-Records.com for coverage and analysis](#)

Capturing your share of the \$8 billion local online ad market requires an understanding of what works in the interactive marketing space

10 Tips To Successful Local Internet Marketing



Conrad Jungmann
conrad@lionnewmedia.com

'A local radio station's Web site offers an audience that you just can't reach using the local newspaper's site.'

—Conrad Jungmann

Like any form of marketing, the key is doing it correctly. Just as a misplaced TV or radio spot will not reach its target audience, neither will a misplaced Internet ad. Just as a single radio spot on a single radio station will not move the needle of client success, neither will a single banner on a single Web site. ■ So what's the secret sauce in a successful online advertising program? Understanding the client's objectives and the Web site's capabilities are just the beginning of the process. Here are 10 ingredients that I've identified from running hundreds, if not thousands, of Internet advertising campaigns through the years:

1. Local media Web sites have unique audiences. You might be surprised to hear that local media Web sites have unique audiences. I know I was. Local media Web sites are either doing an excellent job of providing their audiences with everything they need, or people must be very loyal to their news brand.

Overlap numbers are generally less than 15% on most ad campaigns. We track this on every one of our clients' campaigns and see the same thing over and over in markets across the country. So what does this mean? An online media plan consisting of multiple local media Web sites will get excellent reach in the market. And remember that audience is predominantly local. It also means that a local radio station's Web site offers an audience that you just can't reach using the local newspaper's site.

2. Banner ads work. Usually when I hear someone say that banner ads don't work, a little probing will reveal the campaign planning was at fault rather than the actual medium or ad format. When we put campaigns together, we use the following criteria to ensure campaign success.

Audience: Does the content and/or site attract a high percentage of the target audience demo?

Placements: Are the ad placements premium and above the fold?

Cost: Reasonable valuation of inventory? (CPMs)

Geography: Does the site/content attract the target local audience?

Share of voice: Is there adequate representation for reach and/or frequency objectives?

Message: Did the message leverage the "interactive" nature of the online medium?

3. People do click on banner ads. While we never overlook the obvious benefits of online branding, at the end of the day, people do click on banner ads. Well-placed campaigns on the right local sites at the right time with the right creative can see rates two to five times higher than average. The good news is that people typically don't click on a banner ad unless they are truly interested in learning more about the message. This is all the more reason to have a compelling page on the other side of the click.

4. Keep it simple. Display advertising, over the page rich media, streaming video and audio, mobile, search—with so many online advertising options and formats available, it's easy to try to do too much with an online campaign. We recommend focusing on one or two elements and running those to perfection.

5. Go deep. As marketers begin to embrace local media Web sites as great solutions for reaching local markets, the tendency is to go with the big guys. Often the local newspaper or local TV site has the largest traffic numbers (and rates). Our research has shown that you can often reach more local consumers at a lower cost by using a com-

bination of smaller newspaper sites and local radio station sites. You may find that by using five smaller newspaper sites and five local radio station sites you can deliver the same number of people as the larger newspaper's site, and at half the price.

6. Online campaigns run across multiple sites, multiplies results. Because local media Web sites have unique audiences, we build our media plans with similar reach and frequency tactics as broadcast buyers. To achieve high reach numbers in a market, we typically will include as many local Web sites as possible. Including 30 or more local sites on a market campaign can be a lot of work, but the payoff can be huge. Ironically, it's usually the small sites on the plan that generally perform the best.

7. Online ads affect branding in a big way. People remember banner messages and they do respond to them in more ways than just clicking. Many recent studies have shown that online advertising is a key catalyst for brand recall. Because of this, we often include phone numbers or other direct-response information on the banner ads themselves.

8. Start with the endgame in mind. One of the biggest disappointments is a poor conversion rate after a "clicker" arrives on the linked Web site. Usually, that is due to the site itself, not the quality or quantity of audience sent to it. Fortunately, this can usually be easily remedied by matching a landing page to the marketing message, which in turn, creates a good customer experience. We rarely link a banner campaign to the front page of a client's site, but rather produce a specific page that ties directly to the message or offer that propelled the consumer to click in the first place.

9. Doing it yourself can be a burden. Anyone who has tried to place online media in local markets knows that it can be very confusing and time-consuming. While it is getting more standardized, each Web site is still very different from its peers. In most major markets in the country there can be dozens of local media sites to choose from. Each one of those has different capabilities, rates, reporting, traffic, audience, paperwork and protocols. Hiring a professional to help you weave through that maze can be the difference between subpar results and Internet marketing nirvana.

10. Don't forget optimization. Unlike other forms of traditional advertising, with online campaigns you can make changes in mid-campaign based on the results you are seeing. Often your third-party ad-serving company's statistics will let you know that one publisher or one particular banner is not working well. This knowledge allows you to make changes in the campaign while the campaign is in motion. Sometimes you might need to change the banner size or creative, or change the publisher, or simply change the offer on the banner. This ability can lead to much stronger campaigns and much better end results. *R&R*

Conrad Jungmann has been an Internet marketer and journalist since 1995, working in leadership roles at Belo Interactive and MSNBC.com, before co-founding LION New Media in 2006.

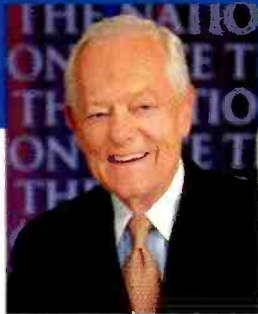
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Tampa

There is no lack of competition among the media owners in Tampa, which is influenced by companies that operate multiple media. It is also one of the few markets with two vibrant and highly competitive daily newspapers: Media General's Tampa Tribune and the largest paper in Florida, the St. Petersburg Times, owned by the Poynter Institute, the highly regarded not-for-profit journalism school. Both papers have the benefit of leveraging multimedia assets to produce the news. Media General operates its largest-market TV station here, NBC affiliate WFLA-TV, which gathers news with the Tribune and TBO.com. The Times has partnered with cable operator Bright House Networks for local news channel Bay News 9. Verizon's alternative to cable, FiOS TV, has been challenging Bright House since it began rolling out in 2005.

WFLA competes fiercely with Fox's owned-and-operated WTVT—both stations are neck-and-neck ratings leaders for most local newscasts since Nielsen introduced local people meters here last October. Gannett's CBS affiliate, WTSP, takes the top spot for late news and vies with WFTS-TV, Scripps' ABC affiliate, for third place at other times.

The big radio news in Tampa is the return of Todd "Bubba the Love Sponge" Clem, the shock jock who was fired by Clear Channel more than three years ago. Bubba took refuge on Sirius

Satellite Radio (where he still airs) but in early January was hired by Cox Radio to air on classic rockers WHPT/Tampa and WFYV/Jacksonville. Cox also boasts top-rated AC WDUV in the market.

Clear Channel and CBS battle it out in out-of-home. Tampa happens to be one of the markets in which Clear Channel operates a digital outdoor network of seven billboards—an eighth is under construction. JCDcaux has the advertising concession at Tampa International Airport, consistently ranked the top airport in the country.—Katy Bachman, *Mediaweek*



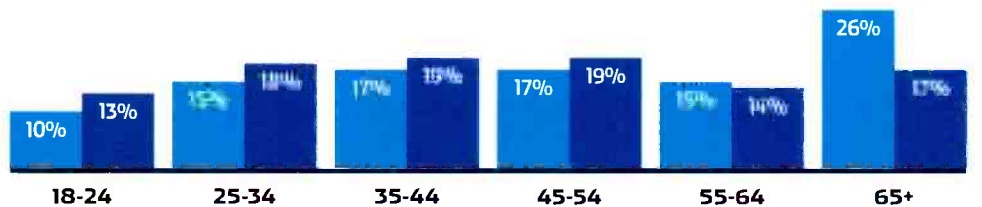
- TV DMA Rank: 13
- Population 2-Plus: 4,096,194
- TV Households: 1,783,910
- No. Of TV Stations (Net/Ind/Public/Loc. Cable): 11/2/2/2
- Radio Metro Rank: 19
- Population 12-Plus: 2,348,493
- No. Of Radio Stations (Rated): 29

WHO THEY ARE

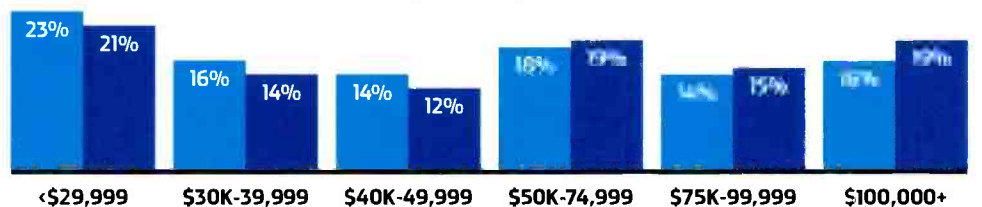
	Tampa DMA %	US %
Men	48%	49%
Women	52%	52%
Married	57%	57%
Never Married (Single)	21%	25%
Widowed/Legally Separated/Divorced	22%	18%
White	88%	83%
Black/African American	9%	12%
Hispanic	11%	13%
Other	--	3%
Employed Full-Time (35 Hours Or More)	44%	50%
Employed Part-Time (Less Than 35 hours)	13%	15%
Not Employed	42%	35%
No Children In Household (Under 18)	67%	59%
One Or More Children	34%	41%
Two Or More Children	19%	24%
Three Or More Children	7%	9%

SOURCE: SCARBOROUGH USA+, RELEASE 1 2007

Market Demographics (vs. US)



Market Household Income (vs. US)



SOURCE: SCARBOROUGH USA+, RELEASE 1 2007, DMA

MARKETPLACE

Local Ad Revenue (Mil)

	2006	JAN.-SEPT. '06	JAN.-SEPT. '07	YTD %
Newspaper	\$429.2M	\$318.7M	\$298.2M	-6%
Spot TV	370.6M	280.2M	271.5M	-3%
Radio	74.3M	57.4M	55.5M	-3%
Outdoor	66.7M	49.3M	52.1M	6%
Local Magazine	11.1M	7.8M	7.5M	-4%
Total	951.8M	713.3M	684.9M	-4%

SOURCE: Nielsen Monitor-Plus, DMA

Local Online Ad Revenue (Mil)

	LOCAL	NATIONAL	TOTAL	SHARE
Pureplay	\$42.9M	\$222.3M	\$265.1M	67.0%
Magazines	1.1M	41.6M	42.7M	10.8%
Newspapers	34.8M	7.3M	42.2M	10.7%
Television	7.0M	18.9M	26.0M	6.6%
Directories	12.3M	3.9M	16.1M	4.1%
Radio	2.1M	0.2M	2.2M	0.6%
Other Print	1.2M	0.1M	1.3M	0.3%
Total	\$101.3M	\$294.3M	\$395.6M	

© 2007, Borrell Associates, estimates based on Q3 figures, DMA

SQAD Cost Per Point TV Monitor

TELEVISION P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
January '08	▼\$246	▼\$322	▼\$769	▼\$410
December '07	▲286	▲428	▲1008	▲489
September '07	▼249	▼348	▲783	▲412
June '07	256	447	730	409

SOURCE: SQAD Q1 2008, DMA

SQAD Cost Per Point Radio Monitor

RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
January '08	▼\$159	▼\$153	▼\$187
December '07	▲186	▲181	▲203
September '07	▲179	▼173	▲191
June '07	170	176	190

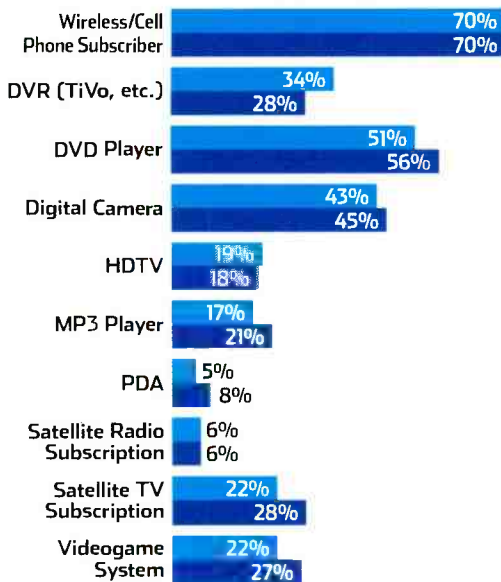
SOURCE: SQAD Q1 2008, METRO

COLOR KEY:
 ▲ Trending Upward
 ▼ Trending Downward

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MEDIA

Items In Household (vs. US)



SOURCE: Scarborough USA+, Release 1 2007, DMA

Newspaper Readers

Any Daily (Cume)	72%
Any Sunday (Average)	65%
Online (Past 30 Days)	25%

Out-Of-Home COMMUTING TIME

(To Work, One-Way)	
< 10 Minutes	8%
10-19 Minutes	18%
20-29 Minutes	11%
30-59 Minutes	11%
60+ Minutes	5%
Don't Commute	3%

MODE OF TRAVEL

Carpool	3%
Drive (Not Carpool)	91%
Public Transportation	13%

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

Web Connection (HHLTD)

Cable Modem	26%
Dial-Up	11%
DSL	28%
Other Connection	6%
None	32%

Cable Penetration

Cable, Non ADS	73%
Alternate Delivery Sys.	19%
Digital Cable	51%
Cable With Pay	55%

Television Usage

Early AM (5-9a)	27%
Early Fringe (4-6p)	44%
Early News (6-6:30p)	53%
Prime Access (7-8p)	59%
Prime	66%
Late News (11-11:30p)	50%

Audio/Video Stores Shopped Past 12 Months (HHLTD)

Best Buy	27%	Sam's Club	10%	Other Store	14%
Circuit City	18%	Sears	7%	Did Not Shop For Audio/Video Items	42%
Kmart	5%	Target	13%	Any Audio/Video Store Shopped	58%
Radio Shack	7%	Wal-Mart	29%		

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

RADIO

Radio Spending, Past Five Months

All amounts are in \$(000's)

ADVERTISER	08-JAN	07-OEC	07-NOV	07-OCT	07-SEP
Verizon Communications	\$134	\$99	\$66	\$72	\$75
Berkshire Hathaway	102	83	87	75	92
AT&T	44	32	53	62	104
News Corp	61	4	154	27	86
Ibiquity Digital	54	50	46	39	41
Heard Bill Enterprises	69	53	40	46	49
McDonald's	69	56	32	22	55
General Motors	18	22	43	36	66
Signet Group	21	96	95	85	16
Texas Pacific Group	43	34	40	39	37

SOURCE: Nielsen SpotScan, Metro

Radio Ownership

OWNER	NO. OF STATIONS	RATINGS SHARE
Clear Channel	5 FM, 3 AM (8)	27.3
Cox	6 FM	24.7
CBS Radio	5 FM, 1 AM	20.4

SOURCE: Arbitron Fall 2007, Metro

Radio Usage

AM Drive (6a-10a)	77%	PM Drive (3p-7p)	77%
Midday (10a-3p)	72%	Evening (7p-Mid)	44%

SOURCE: Arbitron Fall 2007, Persons 12+, Metro

Ratings

PERSONS 12+, SUM. 07-FALL 07 (RANK)

WDUV-FM	9.7-9.4
WFLA-AM	5.9-5.8
WQYK-FM	5.8-5.5
WFLZ-FM	5.2-5.0
WBTP-FM	5.6-4.8

PERSONS 18-34 FALL 07 (RANK)

WFLZ-FM	10.2 (1)
WBTP-FM	9.2 (2)
WLLD-FM	9.2 (2)
WXTB-FM	6.0 (4)
WWRM-FM	5.8 (5)

PERSONS 25-54 FALL 07 (RANK)

WFLZ-FM	5.5 (1)
WBTP-FM	5.4 (2)
WFLA-AM	5.3 (3)
WQYK-FM	5.1 (4)
WPOI-FM	4.7 (5)

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

Top-Selling Albums

ARTIST	TITLE	ARTIST	TITLE
1 JACK JOHNSON	SLEEP THROUGH THE STATIC	6 KENNY G	RHYTHM & ROMANCE
2 ALICIA KEYS	AS I AM	7 MARY J. BLIGE	GROWING PAINS
3 SHERYL CROW	DETOURS	8 TAYLOR SWIFT	TAYLOR SWIFT
4 LENNY KRAVITZ	IT IS TIME FOR A LOVE REVOLUTION	9 K.D. LANG	WATERSHED
5 VARIOUS ARTISTS	2008 GRAMMY NOMINEES	10 SOUNDTRACK	HANNAH MONTANA 2: MEET MILEY CYRUS

SOURCE: Nielsen SoundScan, for week ending: 02/10/2008.

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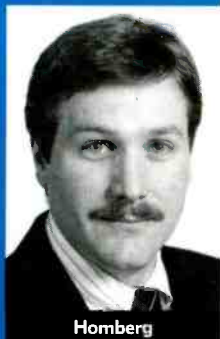


TIMELINE

1 YEAR AGO Jerry Schnacke rises to the newly created position of VP/market manager for Bonneville's Chicago Radio Group. ■ KDLD and KDLE/Los Angeles announce Max Tolkoff as new PD; Keith Dakin replaces him as PD of WFNX/Boston. ■ Andy Ludlum rises to PD at KFVB/Los Angeles.

5 YEARS AGO Tom Langmyer is elevated to VP/GM at KMOX/St. Louis. ■ WPGC-FM/Washington promotes Reggie Rouse to OM. ■ Jeff Catlin transfers to KTCK/Dallas as PD.

10 YEARS AGO Jones Radio Networks boosts Eric Hauenstein to president/GM. ■ Rich Homberg adds GM duties at WXYT-AM/Detroit. ■ Epic ups Jacqueline Saturn to VP of alternative radio promotion.



Homberg

15 YEARS AGO Steve Carver becomes VP/GM of WBBM/Chicago; his similar position at WOGL-AM-FM/Philadelphia is filled by Dennis Begley. ■ KRLD/Dallas names Charlie Seraphin to the new post of VP/station manager. ■ Bob Laurence joins KIOI/San Francisco as PD.

20 YEARS AGO Dana Horner becomes president/GM at WWPR/New York. ■ WNCI/Columbus, Ohio, welcomes new PD Dave Robbins. ■ Dave Recher climbs to GM of WHDH and WBOS/Boston.



Robbins

25 YEARS AGO KACE/Los Angeles promotes Cal Shields to OM and Alonzo Miller to PD. ■ Greg Solk is lifted to PD of WLUP/Chicago. ■ KITS/San Francisco debuts as "Hot Hits" under PD Jeff Hunter.



Solk

30 YEARS AGO George Taylor Morris named PD of WPIX/New York. ■ Scott Burton joins KNBR/San Francisco as OM. ■ KFMB/San Diego selects C.C. McCartney as its new PD.

CBS Restructuring Theater

We continue to stumble across new victims of the ongoing CBS Radio budgetary cutbacks: "The CBS budget guillotine fell on my neck," says **Paul Harris**, the unexpectedly decapitated afternoon personality on **KMOX/St. Louis**, who is now out of a gig, as is **WYSP/Philadelphia** production director **Rich De Sisto**, a 10-year station vet. In Detroit, the reaper came calling for 20-year sports anchor **Larry Henry**, who exits talk **WWJ** and sports **WXYZ**. Market speculation is that both stations will chop part-time sports update employees and replace them with an outside service. No replacement has been named yet for Harris at KMOX. In the meantime, he can be reached at paul@harrisonline.com or via his Web site, harrisonline.com. De Sisto can be located at count94@yahoo.com.

And there were slices in Boston: **WBCN** overnight personality **Juanita's** position has been eliminated, but she will remain with the

station in a part-time capacity. She can be reached at janetegan@hotmail.com or via her Web site at djjuanita.com. The Boston Herald tried, unsuccessfully, to confirm any of the cuts with CBS brass, "forcing us to hunt them down ourselves," Herald media reporter **Jessica Heslam** says. At classic rock sister **WZLX**, **Jeremy Leahy**, on-air producer for "Karlson & McKenzie," was let go. He told the Herald, "It was very, very civil and very friendly. They let me go, unfortunately, due to budgetary reasons." The Herald also reports **WODS (Oldies 103)** downsized at least four employees, including morning show sidekick **Jimmy Del Ponte**, a seven-year station vet. "Thanks to a hefty severance and unemployment, I don't have to work for at least a year," Del Ponte told the Herald. "I'm just enjoying the time off." In what may be an unrelated departure, **Tina Romando**, longtime assistant to CBS senior VP of programming **Greg Strassell**, has also left.



Juanita

When News Breaks, We Somehow Pay For It

That tricky Citadel/CBS trade has finally been approved by Major League Baseball: Former **WBMX/Boston** PD **Jerry McKenna** is in the house as OM/DP of Citadel's cluster in nearby Worcester, Mass.—hot AC **WXLO**, clas-

sic hits **WWFX** and oldies **WORC**. Ironically, it's the exact same gig recently vacated by **Jay Beau Jones**, who replaced McKenna and **Pete Falconi** as PD of **WBMX** and **WODS/Boston**, respectively. Cue spooky

coincidence music . . . "It's great to be back working with people I've known and respected for some time: **Bonnie Gomes**, who was the GM at my first PD gig at [**WWKX**] Hot 106 in Providence, and [Citadel

COO] **Judy Ellis**, who I've known since her days at **Emmis** in New York," McKenna tells ST. "I now have autonomy over three radio stations, which is a first for me, and I'm really looking forward to this challenge."

The Programming Department

■ OM **Bill Stedman** has left the building at Greater Media classic rock **WCSX/Detroit**. A company representative tells ST that a new PD will be named soon.

last July as MD of CBS Radio rhythmic **KZON (101.5 JamZ)**.

■ It's another heartwarming "former intern makes mom proud" story, this time at **KPWR (Power 106)/Los Angeles**, where intern **Ryan Dillon** is rewarded for his four years of doing pretty much everything at the **Emmis** rhythmic station with a promotion to assistant MD. He replaces DJ **Mikee Mike**, who returned to Phoenix

■ Late-night jock **Buhrm Gotti** adds assistant MD stripes at Lincoln Financial rhythmic **KQKS (KS107.5)/Denver**. Gotti started working at the station in 1999 as an intern.

■ PD **Eddie Bauer** has left the building at Radio One urban **WIZF (101.1 the Wiz)/Cincinnati**. Former **Wiz** PD **Phillip March**, now PD of urban AC sister **WMOJ (Mojo 100.3)/Cincinnati**, is han-

dling **Wiz** programming in the interim. **Bauer**, who also did afternoons, joined the **Wiz** in March 2006. He can be reached at 216-269-7293, ebauer@tmail.com or eddieb513@gmail.com.

■ **Bounce**, who does nights at Three Eagles CHR/top 40 **KFRX/Lincoln, Neb.**, is sporting new Day-Glo assistant MD stripes. His proud parents, **Stanley and Florence Bounce** of Port St. Lucie, Fla., couldn't be happier for their bouncing baby, er, Bounce.

Kalina: The Next Generation

Philly radio veteran **Glenn Kalina**, who handles middays on **WJRZ/Monmouth-Ocean**, is giving back to tomorrow's crop of radio broadcasters by signing on as APD/consultant with Burlington County College's radio station **WBZC (288.9)** in beautiful Pemberton, N.J., working closely with OM/DP **Brett Holcomb**. Kalina voices the station, which is located about 27 miles outside of Philly and pumps out dance music 18 hours a day. "In the near future, I will be doing an '80s and '90s show and working with the college's Community

Enrichment program, developing special events and special projects for students and the community in general," Kalina tells ST. "I'm thrilled to be working at such a well-respected college and radio station and, at the same time, at a level where I can interact with upcoming broadcasters, still do on-air work and get out there and meet the listeners, which has been a cornerstone of my many successful years in Philadelphia radio. I feel like I'm 20 years old again. I'm grateful and happy."

Cuz I'm The Axeman . . .

■ The latest company to join the cost-cutting Olympics appears to be Entercom, where the corporate reaper visited historic Boston, then skipped out to the Pacific Northwest. The Boston Globe reports the departure of **WRKO** producer **Tyler Henderson**, while sports sister **WEEI** says buh-bye to "Dale & Holley" producer **Rene Marchando**.

■ In Seattle, the Budget Scythe has taken out **Steve Oshin**, VP/GM of country **KKWF (100.5 the Wolf)** and triple A **KMTT (103.7 the Mountain)**. So ends Oshin's second round at the cluster: He was VP/market manager there from 1999 to 2004 before leaving to work for the Seattle Times as director of online sales, then returning in 2006.

■ In Portland, Ore., the budget machete claimed the professional lives of several on-air and back-office people. At alternative **KNRK**, APD/MD/night goddess **Jaime Cooley** exited after 13 years with the station as her position was eliminated. "I started as an intern when I was 17 years old and worked my way up," she tells ST. "People ask me where I went to college, and I always say 'KNRK U.'" PD **Mark Hamilton** will now handle everything programming-related for **KNRK**, while Cooley's former night shift will now be performed by the ubiquitous **Otto Mation™**. The talented Cooley is looking for her next opportunity; reach her at 503-869-1266 or jaimecooley@gmail.com. On classic rock **KGON**, 35-year station vet **Mike Turner** was let go; he was director of public affairs and local producer for "The Mark & Brian Show." **Shel Bailey**, who was cluster marketing projects manager and also doubled as "Charlie Girl" on adult hits **KYCH (97.1 Charlie FM)**, has left, as has sports **KFXX (1080 the Fan)** on-air/production guy **Gavin Dawson**.

Beasley Makes Johnson Bigger



Johnson now the commander of Fort Myers.

Beasley has made some major moves in Fort Myers, with big-ass promotions for **Matt Johnson** and **Mark Steele**. Let's start with Johnson, PD of CHR/top 40 **WXKB (B103.9)** since 2004, who has been rewarded with a promotion to the newly created position of director of programming for **WXKB**, classic rock **WRXK (96.1 K-Rock)** and alternative **WJBX (New Rock**

99X); he will also serve as day-to-day PD of **WJBX** and **WXKB**. "I have also volunteered to take on the duties of 'Head Van-Washer,'" Johnson tells ST, "and I also take out the garbage on Monday nights. They gave me a nice bonus structure for that." Much to the dismay of his 16 fans, Johnson is giving up his afternoon shift on **B103.9**, which is good news to MD/night jock **Bruce the Moose**, who takes over afternoons, while part-timer **KS-1** is upped to acting night jock. Meanwhile, **WRXK** APD/midday personality **Steele**, an eight-year station vet, has been upped to PD of **K-Rock**. As previously reported, both of those positions were formerly held by **John Rozz**, who left last month.

Jock-O-Rama-Lama

■ Holy crap! CBS is actually adding warm bodies in Chicago! Film at 11! Local personalities have suddenly appeared on CBS Radio's new **WCFS (Fresh 105.9)**: **Mike LeBaron** takes over mornings, while **Lisa Greene** will do middays. LeBaron has been the top fill-in guy across the hall at country sister **WUSN (US99.5)** since 2005 and also did weekends/swing at crosstown **WTMX (101.9 the Mix)** for five years, while Greene crosses the street from weekends at Bonneville's **WILV**.

■ **Chris Rice** has vacated middays at Clear Channel alternative **KTBZ (94.5 the Buzz)/Houston** and is headed back to Sacramento to launch his own production company. His former shift will now be filled by **Theresa**, who will also hang onto her morning gig as co-host of "The Rod Ryan Show."

■ Clear Channel alternative **WJRR/Orlando** has secured the on-air services of market vet **Mel Taylor** for nights.

Ms. Taylor previously spent seven years across the street at former rival **WOCL (O-Rock 105.9)**, which recently flipped to classic hits as **Sunny 105.9**. The **WJRR** night shift has been up for grabs since MD **Brian Dickerman** moved into the cluster's prestigious online department in December.

■ With **Archer** leaving mornings at Entercom classic rock **KQMT (99.5 the Mountain)/Denver**, PD **Beau Raines** has reorganized the station's broadcast day using folks found around the house: **Mike Casey** is now performing the marathon 6 a.m.-noon shift, followed by **Robbie Knight** from noon to 4 p.m. and 25-year station vet **Pete MacKay** from 4 p.m. to 8 p.m. Raines, who does 8 p.m.-midnight, says, "Promoting Mike Casey and Robbie Knight to more prominent positions on the Mountain is another important step in the evolution of 99.5 from a niche, eclectic format to a more accessible mass-appeal radio station."

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Appointment Listening In A PPM World

No shortage of ideas, but the jury is still out on whether it definitively spikes ratings **By Mike Boyle**

While the term “appointment listening” has moved up to “A” rotation since the commercialization of Arbitron’s Portable People Meter ratings service in Houston and Philadelphia, the concept of setting appointments with listeners for specific programming events far precedes the PPM’s rollout. Case in point: The tried-and-true—and some would say burned-out—birthday contest where the station announces a month and day at approximately 7:20 a.m. If the date announced matches a listener’s birthday he or she competes to be the correct number caller to win a wad of cash.

Then there’s the Name Game contest—Citadel hot AC WPLJ/New York did this recently at 7:10 a.m.—where stations pick a set of initials and listeners with matching initials call in to try to collect cash prizes.

These types of appointment listening contests are usually heavily promoted via TV and print the day and night before.

Appointment listening isn’t always as dramatic as those two examples. It can be as simple as a personality saying, “Stick around, we’ll be giving away Bon Jovi concert tickets within the next 10 minutes.”

In many cities, however, appointment listening has found a new springboard that takes a more timely and direct aim at potential listeners. And broadcasters believe they can draw a correlation to a ratings spike and a recent promotion quicker and with more certainty with electronic audience measurement than with the paper diary.

Digital Billboards

In Philadelphia, all five Greater Media stations (active rock WMMR, classic rock WMGK, adult hits WBEN [Ben FM], smooth jazz WJZZ and sports WPEN) have been the exclusive radio

broadcasters using the eight digital billboards that Clear Channel Outdoor has spread out across heavily commuter-traveled arteries in and around Arbitron market No. 7. The broadcaster flashes marketing messages simultaneously across all the digital displays, which rotate their inventory in timed intervals with such advertisers as Coca-Cola, Toyota, BlueCross BlueShield and the local Fox TV affiliate. With an estimated half-million cars driving by the boards per day, Greater Media uses its eight-second marketing messages to encourage tune-in for specific programming events. And when the boards aren’t sold out, whichever Greater Media station is using them on a given day will often get up to two message displays per minute.

One of the major benefits of using the digital billboards is that a static outdoor display becomes “stale, routine and part of the landscape” after 10 days, according to WMMR PD Bill Weston. Traditional boards are still valuable, “but the commuter that travels the same route every day will tend to give you a glance when they know the messages are changing with frequency.” Another benefit of the technology is that at night the messages “pop off” the boards.

But far and away the biggest benefit Weston thinks he's getting from the electronic displays is the ability to reach people in their cars and get them to change their behavior. "They are reaching over and switching on your station because of a message we are communicating to them, and that is massively powerful in this PPM world."

As part of his job as senior marketing director for Greater Media's Philadelphia cluster, Don MacLeod oversees execution of the boards and works with the individual stations' programmers on the copy.

"It has been a tremendous success so far and we've seen the spikes in the PPM data to know it's effective," MacLeod says. "The beauty of it is that the copy can change as many times as you would like. If something happened right now, we could have new copy up in minutes. We even have the capability to change the copy from our own laptops if we wanted." However, MacLeod adds that for internal security reasons they have not chosen to do so.

Brad Hardin, Clear Channel Radio's Tampa-based regional VP of programming, says his company has been using seven digital boards for about 18 months in Tampa and five in the Orlando area to supplement normal promotion and marketing campaigns.

"You can change the copy as much as you want, and that saves on costs greatly because you're not printing a lot of costly vinyl-backed messages that you would use on a traditional billboard," Hardin says. "Not to mention the cost to use these digital boards is less because you are also sharing them with other rotating sponsors."

Making The Appointments

Hardin says the digital billboards are reserved for special promotions that are usually based on text messaging or "Listen Now" campaigns. In Orlando they are used to display a "Now Playing" message to attract passers-by.

Regardless of a market's ratings methodology, Hardin says it's important to understand that people want instant gratification, not teasing.

"All listeners want from us is, 'Tell me when, tell me now.' We're finding out with PPM that if you tell people when to do something that the ratings can and do increase in that time period. I think it works the same with the diaries, it's just that we don't see it until months later, even though with Arbitron's Maximizer and PD Advantage you can go down to the day and the hour; you are just not seeing it as quickly as you are with the PPM."

Hardin says the different ways the boards can be utilized are "limitless."

WMMR's Weston has been using his station's digital billboard time in several ways to encourage appointment listening for specific days and times. For instance, when the Police came to town last year during their reunion tour, the station ran a message on the boards from 6 p.m. to 6 a.m. directing passers-by to tune in at 6 a.m. to find out how to win Police tickets. At 6 a.m. the creative changed to read, "Listen at 7:15 a.m. . . ." and so on throughout the day. "The hope," Weston says, "is the person driving by will see the message and flip their radio to us for a chance to win."

Weston says the station has also used the digital boards for hyping big artist in-studio visits.

The boards helped the Greater Media cluster show solidarity for the city's police department after an officer was shot to death during a botched robbery.

"The day after Philadelphia policeman Chuck Cassidy was shot and killed at a Dunkin' Donuts in October 2007, we sat in a room to kick around some ideas about things we could do to show our support to the community and the police without it looking like we were grandstanding," Weston says. "In the end we decided to put a message up on the boards that simply said, 'We Support Philadelphia Police.' This wasn't going to help any appointment listening, it wasn't going to drive any additional ratings, but for the cop going by in the patrol car, we're sure that made him or her feel pretty good. It was just a community thing we were all glad to do."

And like Clear Channel's Hardin in Tampa and Orlando, Weston says he also uses the boards to make listening appointments by using a "Now Playing" default message when the station is not in the middle of a big promotion.

"We use an RSS feed that goes through Clear Channel Outdoor to the boards that comes from our Audio Vault, so it reads title and artist on the board," Weston says. "We also feel that is effective as appointment listening. If the boards display, for instance, that we're playing a Pearl Jam song and the person driving by is not currently listening to the radio, they might check it out. We're in essence modifying behavior. And when we are in spots, it will say the name of the personality on the air: 'Now playing: Preston & Steve.'"

WPEN uses the displays to set listener appointments for last-minute interviews with sports figures, Greater Media's MacLeod says, and cites more examples of how his company's Philly signals are using them.

'We're finding out with PPM that if you tell people when to do something, that the ratings can and do increase in that time period.'

—Brad Hardin

"On Sundays, and through 5 p.m. on Mondays, we've been running a message promoting Ben FM's commercial-free Mondays, plus backing that up with TV hits as well on Sunday nights and Monday mornings." He also says the boards are used for the market's "biggest challenge," smooth jazz WJJZ. "People don't know that the station is back on the air in Philadelphia, so we've been using the digital displays quite a bit to get that message drilled home."

On Nov. 17, 2006, Greater Media resurrected Clear Channel's old WJJZ smooth jazz format—which was at 106.1 until August 2006—on its new 97.5 FM frequency, formerly the home of Nassau's classic rock WTHK (the Hawk).

MacLeod says that WMGK, too, has been aggressively using the digital displays. "There could be a weekend where I have 20-25 copy changes just for them because they are so active with different contests they do, and the results, backed by great programming, have shown in weekend listening."

Of course, executing appointment listening

Continued on page 14



Continued from page 13

tactics is not just relegated to digital billboards. Chuck Knight, PD of Jerry Lee's enormously popular WBEB (B101), conducted contests throughout the recent holiday period that enhanced the already huge draw of the wall-to-wall holiday music the Philadelphia AC featured.

"We ran a promotion where we gave listeners specific 20-minute windows when the contests would happen," Knight says. "I can't say that that is something we did specifically to manipulate PPM data. I just think that is flat-out good customer service."

Knight stresses that the more specific he is with his listeners and the smaller period of time he asks them to commit to something, the more likely they will remain tuned in.

He also has one more cautionary message. "Another thing we need to keep in mind is that our listeners' lives are no different than ours, and when we won't deviate from our normal schedule from doing what we do on our way into the office, then how can we expect other people to? We've just got to keep in mind that we have to keep in step with them and not the other way around. They don't have to keep in step with us, because they won't. They have specific times that

'PPM and appointment listening do not control every aspect of programming. It just comes down to good, entertaining and relatable content.'

—Bill Weston



Don MacLeod

they can and will give to us. We better make sure we're maximizing that time at that given point."

The Jury Is Still Out

Whether appointment listening tactics and promotions succeed in a PPM world seems to be a developing science experiment.

"There are still a lot of challenges in interpreting PPM data and looking at the detailed nature of quarter-hour-by-quarter-hour ratings or day-by-day ratings," Weston says. "Let's say we give away \$50,000 on a particular day and we then go in when the monthlies come out and don't see a spike at all. But then we'll look at an hour that has a spike that has three times the average quarter-hours of a particular daypart and we'll go in



Brad Hardin

and listen to the audio from that 15 minutes and it will be three songs, a 45-second jock break and a promo."

Weston also says spikes may or may not have happened around appointment listening events for other reasons.

"Was it because the competition was playing exceptionally lousy music that day? Maybe it was snowing that day and people were looking for traffic information. It's really hard to know. One day the numbers may be up after a certain thing we've done and we call ourselves geniuses, or they might be down and we'll say that's the inconsistencies of PPM when you start to look narrowly at the data."

WBEB's Knight adds, "Since there are only two live PPM markets at present, I think we're just in the investigating and learning mode, so I don't know if anyone has the ultimate answer right now about appointment listening and whether we can draw an absolute correlation to its effectiveness with PPM and if we're truly able to manipulate listenership."

Greater Media's MacLeod sums up the goal of any appointment listening tactic this way: "All we want people to do is listen one more time per week, which reminds me of a recent article I read with McDonald's' CEO who said that Americans have 90 occasions per month to eat and he just wants them to eat one more occasion per month, hopefully at a McDonald's. That is the same strategy we're striving for, getting them to punch us in one more time per week."

However, WMMR's Weston makes the point that despite all the talk about appointment listening in a PPM world, it should not take over your entire programming toolbox.

"PPM has brought upon this change in our behavior towards our listeners, which in turn has changed the way our listeners interact with us. But PPM and appointment listening do not control every aspect of programming. It just comes down to good, entertaining and relatable content. And when you do have a moment or an event where you are giving away a lot of money or a fleet of cars, it does help to be specific as to when that is going to occur."

R&R

TV Promo Model—Adapted For Radio



Bob Michaels

Former Arbitron VP of Portable People Meter programming services Bob Michaels, who now runs MediaSense, a radio ratings consultancy for programming and sales professionals, answers R&R's questions about appointment listening in the new PPM world and offers some "must do" items programmers should keep in mind when executing appointment listening initiatives.

Tell us about the importance of driving appointment listening and why it can be beneficial in the PPM world.

Ever since radio moved away from the 15-minute show blocks decades ago, air talent and programmers have wondered how particular elements of their program-

ming performed in the ratings. In the diary service, we have to take the quarterly diary sample and divide that number by 12 and are left with a very small and unstable sample at the weekly or daily level. Even though your in-tab panels in the PPM markets today are about a third of the diary sample comparing the PPM month to the diary quarterly, the daily PPM in-tab is still about three-and-a-half to four times larger than the weekly diary sample, which changes 12 times during the course of a quarterly survey.

I provide that background for this reason. Only now, with electronic measurement, can we get a much more accurate recording of the date and time and station that person was exposed to. Those "special events" that stations create and promote through appointment listening can now be measured with multiple airings. Perhaps in various dayparts, we can get a fix as to whether or not the special event kept listeners or drove them away to other stations. PPM can measure these things, a diary cannot.

In the simplest of terms, it's [like] television programming. A big show is coming up in a few days . . . the network runs promos—could be those annoying crawls or "bugs" in the corner of your screen, or a full-fledged promo—these set the appointment for you, then you either make it a point to

watch or set your TiVo and you hopefully watch the show. It's the same thing, just applied to radio, without the benefits of over-the-screen crawls.

What tactics work best for setting listener appointments?

Stations should use all the tools at their disposal. That includes their airwaves—remember, your cume is probably really huge, according to PPM—the Internet, cell phone text service . . . Use whatever the station has at its disposal to get the word out. The trick is knowing when and where to promote these events and not making your station's promo schedule run out of control.

Are there any cautions or "must do" things you would advise programmers to keep in mind when executing listening appointments?

Don't drive away your PIs because you are pounding them over the head with excessive promos about your events. Secondly, make sure the content over-delivers on the tease you created. There is nothing worse than promising the listener something, only to have them find out everything you delivered was covered in the tease. This had been a huge problem for TV. And if the programmer thinks it's a problem for them at the radio station, it probably is.—MB

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From listener-created commercials to cardboard candidate stand-ups

Election Year Marketing Without A Budget

Mike Stern
MStern@RadioandRecords.com

more than 70% of Americans say they have given the 2008 election a lot of thought, according to a USA Today/Gallup Poll of 2,020 adults 18+, conducted Jan. 30-Feb. 2. ■ Obviously, unless some 70% of the market is cuning your station, some listeners are turning elsewhere for election information—not to mention the unprecedented turnout of younger voters at primary polls—mind you, these are demos that are atypical among news/talk's audience.

Director of AM programming Russ Hill says in reference to Bonneville talk KTAR/Phoenix's recent move to FM, "We see diary comments where listeners say they didn't know a station like [KTAR] existed." In other words, news/talk programmers simply cannot afford to lose the opportunity this election creates by assuming listeners know where to find their stations.

Another important number is "0"—which describes the marketing budget for many stations. Fortunately, that doesn't mean there aren't opportu-

nities to reach out to people who are taking an interest in the election and remind them—or in some cases, inform them—that news/talk stations and Web sites are a great source of information and analysis.

In one 45-minute conference-call brainstorm, a panel of five radio marketing experts generated some 50 low-cost marketing ideas for the election year. Participating were Entercom talk KMBZ/Kansas City director of marketing and promotion Jane Grabner; Cox talk WOKV/Jacksonville marketing and promotions director Allison Misora;

Loan out your hosts as political analysts for your sister stations.

Tami Ostmark, Bonneville Salt Lake Radio Group director of marketing and promotion, whose purview includes talk KSL/Salt Lake; and CBS talk KDKA/Pittsburgh director of marketing and promotion Steve Tighe.

To add outside perspective, the call was joined by Jacobs Media senior consultant Dave Beasing, whose diverse experience brought an objective viewpoint to the discussion. Here is a sampling of generated ideas:

1. Let the listeners do the work: Challenge listeners to create 30-second commercials for their favorite candidate and upload them to your site. After an initial entry period, have listeners vote on which submission is best. Encourage participants to share commercials with friends and on other Web sites. Be sure to provide easy ways for listeners to include your logo in the spots. Consider working with local political parties to provide judging and exposure. Ask them to post the winner on their site or to pay to air the winner in the market.

For a lower-tech idea, challenge listeners to submit creative bumper sticker slogans. They can be for or against a specific candidate or about any part of the election process. Again, have listeners vote



Tami Ostmark



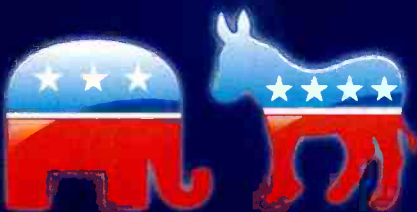
Steve Tighe



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on favorites, then produce a limited run of the winner. To defray costs, work with the sales department to sell a sponsorship of the Web page where you take submissions and votes. Include on-air mentions and a coupon on the back of stickers as part of the sponsorship offering.

2. Playing with cardboard: Create life-size cardboard stand-ups of each candidate to take to station events and snap pictures of listeners with their favorite. Post the pictures on your site where people can download them and forward to friends. When the stand-ups have run their course, consider a charity benefit where listeners pay to throw eggs at the candidate they're against.

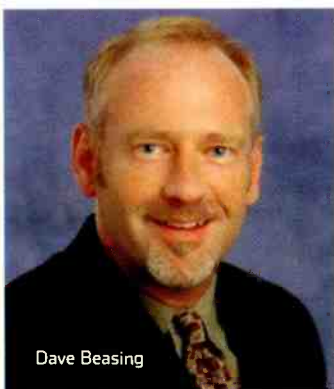
Cardboard and popsicle-stick masks of the candidates are simple to make and have several applications. Assemble a group of listeners holding masks to create a photo opportunity for newspapers and TV stations looking for a lighter election-related story to cover. Turn it into a poll with people taking masks to represent their candidates and see who has the most. Just like with life-size stand-ups, take photos of listeners to post on the Web site. They also make great fans for hot summertime events.

Making miniature cardboard stand-ups of the candidates is a creative way for listeners to show off their political stance—and your logo.

3. Was that John McCain? Host a candidate look-alike contest. It could attract newspaper and TV



Jane Grabner



Dave Beasing

coverage. Host a debate between the winning look-alikes with your talk hosts coaching the imposters. Post video of the debate on your site. Pay winners talent fees to do station appearances or create campaign rallies for them. Be sure their "speeches" mention your station frequently.

4. Bumper sticker polls: Produce a bumper sticker for each candidate that includes your station's logo. Go to client locations for "drive-up polling" with votes represented by stickers going on bumpers. Post results from the "polls" on the station Web site. Sales can tie in a client for the polling locations, on-air mentions, placement on the Web site and coupons on the back of stickers. Include sticker price in the package price to defray costs.

5. Cluster love: Take advantage of this unique opportunity to get exposure for your hosts and content through other stations in your cluster. Loan out your hosts as political analysts for your sister stations. Be sure to explore that type of arrangement with media outlets outside of your cluster as well.

Create a co-branded Web page of election information and content to which sister stations can link. Provide the content in return for on-air promotion and placement on their home page. If no other cluster love is working, ask to run spots in open inventory promoting your station as the best source for election information.

'We see diary comments where listeners say they didn't know a station like KTAR existed.' —Russ Hill

6. Free staffing: High school and college journalism programs and student newspapers can yield great cub reporters. Equip individuals or classes with necessary tools to file reports, including uploading audio to your Web site. You may be surprised at the creative, compelling content they generate. If it's good enough, run it on-air with appropriate production. If student reporters know when their content is going to air, you can bet friends and family will tune in. Be sure to have student newspapers include ads and links on their site promoting the program, creating an avenue to reach younger politically motivated people who may not be aware of your station.

7. File this one for November: Create a recycling plan for election signs. Reward listeners who bring in the most signs. A word of caution: Check your state regulations; taking signs from a person's lawn can be considered petty theft for up to 10 days after the election date. Of course, coverage you get when the station gets in trouble for cleaning up the neighborhood just might be worth it.

R&R

Get Your Brainstorm On

Doughnuts and coffee . . . that's a small price to pay for generating great ideas for your radio station. An internal brainstorm is simple to execute, costs almost nothing and will yield ideas to help promote your station during a financially challenging time. Gather a group of employees representing all departments at the station and make a long list of ideas. Explain and enforce the rules of brainstorming so everyone feels

comfortable participating.

If things start to slow down, here are two lists you can use to spark ideas. Challenge your group to add to these lists and then use them to spark new connections.

Station resources: hosts, Web sites, news staff, vehicles, political analysts, bloggers, text-messaging platforms, e-mail database, street teams, sales staff, Facebook, MySpace, remote equipment, digi-

tal cameras, video cameras, copiers and paper.

Listener gathering places: churches, public service and fraternal organizations (e.g., Kiwanis Club, Knights of Columbus), bingo halls, bars, early-bird dinner specials, schools and PTA meetings.

If you come up with any ideas you would like to share or need the rules of brainstorming sent to you, e-mail mstern@radioandrecords.com.—MS

SEARCHABLE NEWS DATABASE

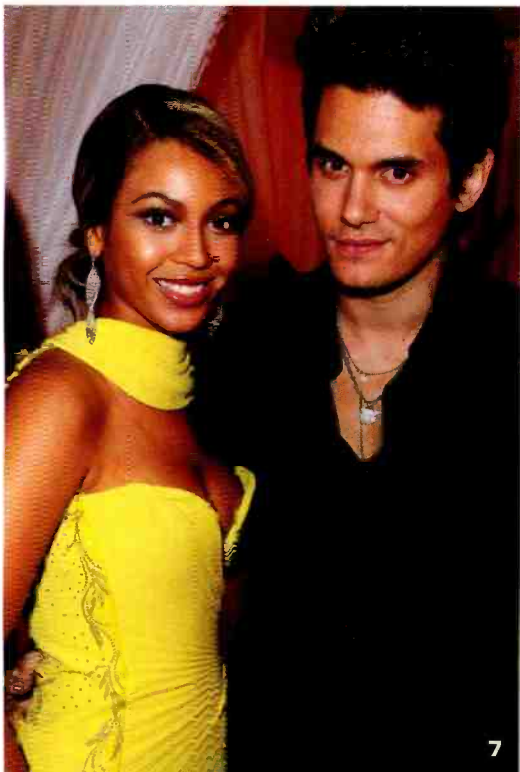


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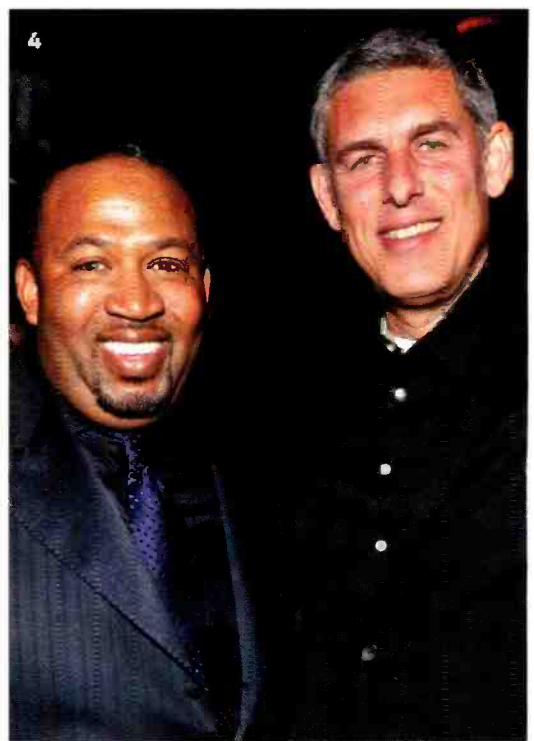
Grammy's Golden Night

1. Sony BMG executives were in a celebratory mood at the Sony BMG post-Grammy Awards party at the Beverly Hills Hotel. Carrie Underwood received best female country vocal performance honors for "Before He Cheats," and Brad Paisley scored the best country instrumental performance award for "Throttleneck." From left are Phran Galante, Sony BMG Nashville chairman Joe Galante, Paisley, Underwood, Sony BMG Music Entertainment COO Tim Bowen and Grammy nominee Miranda Lambert. Photo: Larry Busacca/WireImage



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.

2. Always On Time MTV VJ Suchin Pak, right, and VH1 contributor Blaire Bercy, left, pictured with "Flavor of Love" phenomenon Flavor Flav, co-hosted a live webcast at Westwood One's Backstage at the Grammys event. Clips from the webcast are available at backstageatthegrammys.com. Photo: Joey Wachs
3. What Up, Dawg?! Members of the R&R editorial staff spent an afternoon hobnobbing with celebs and radio broadcasters at Westwood One's live multistation Grammy Awards broadcast from the Staples Center in Los Angeles. From left are AC/hot AC editor Keith Berman; editorial director/associate publisher Cyndee Maxwell; Randy Jackson, host of "Randy Jackson's Hit List" on WWI and rhythmic/urban/gospel editor Darnella Dunham. Photo: Joey Wachs
4. Satellite Party XM Satellite Radio chief marketing officer Vernon Irvin, left, and Warner Music Group chairman/CEO of U.S. Recorded Music Lyor Cohen enjoyed the post-Grammy festivities at the XM-sponsored WMG celebration at Vibiana in Los Angeles. Photo: Lester Cohen/Wire Image
5. Men In Black Universal Republic executives said "yes, yes, yes" to the five Grammy Awards that British chanteuse Amy Winehouse received for "Back to Black." From left are co-president Avery Lipman, VP of crossover Gary Spangler, CEO Monte Lipman, senior VP of promotion and artist development Joel Klaiman and VP of promotion David Nathan.
6. Positive Feedback Island Records artist/actress Janet Jackson was one of many celebrities spotted at Westwood One's Backstage at the Grammys radio remote. For the two days leading up to the Grammy Awards, nearly 40 radio stations broadcast live from the Staples Center in Los Angeles. From left are Westwood One senior VP of programming Max Krasny, Jackson and Clear Channel hot AC KBIG (104.3 MYfm)/Los Angeles' PD Dave "Chachi" Denes, personality St. John and VP of marketing Robert H. Lyles. Photo: Joey Wachs
7. Winter Wonderland Although Grammy nominees Beyoncé and John Mayer didn't take home any statuettes, they enjoyed each other's company at Sony BMG's Beverly Hills Hotel afterparty. Photo: Michael Caulfield/WireImage



Formats

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

R&R SPIN SPOTLIGHT



Madonna

Queen Carey

With "Touch My Body" entering CHR/Top 40, Mariah Carey becomes the chart's all-time leader for most entries, dating to the Nielsen BDS list's 1992 inception. Her six No. 1s and 15 top 10s also lead all acts. A look at the chart's most frequent residents:

Rank, Artist, No. Of Titles, Chart Span

1. Mariah Carey, 26, 1993-2008
2. Madonna, 25, 1992-2006
3. Janet Jackson, 23, 1993-2008
4. Nelly, 20, 2000-06
- T5. Backstreet Boys, 18, 1995-2007
- T5. Britney Spears, 18, 1998-2008



U2

Alternative Staples

Eight acts have made at least 20 appearances on the Alternative chart since its September 1988 inception. With R.E.M.'s debut this week, all but the Offspring have charted within the last 18 months.

Artist, No. Of Appearances, Most Recent Debut

- U2, 35, Nov. 24, 2006
- Pearl Jam, 32, Sept. 22, 2006
- Red Hot Chili Peppers, 27, April 13, 2007
- R.E.M., 26, Feb. 22, 2008
- Green Day, 23, May 11, 2007
- Foo Fighters, 21, Nov. 2, 2007
- The Offspring, 20, Oct. 21, 2005
- The Smashing Pumpkins, 20, Aug. 31, 2007

THE SPIN



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

Mariah's Magic 'Touch'



Mariah Carey makes a triumphant return with "Touch My Body" (IDJMG), which, after fewer than six days at radio, blasts onto a whopping four charts. "Touch" storms CHR/Top 40 (No. 32), Rhythmic (No. 27), Urban (No. 23) and Urban AC (No. 39), with Most Increased Plays at all but Urban AC. By debuting at CHR/Top 40,

Carey takes the lead for most hits in the list's 15-year history: "Touch" is her 26th entry, breaking a tie with Madonna (see Spin Spotlight, left). The song previews Carey's 15th album, "E=MC²," due April 15.

Brown Wins Rhythmic Photo Finish

Chris Brown grabs his third Rhythmic No. 1, as "With You" (Zomba) cuts off Flo Rida's nine-week reign with "Low" (Atlantic) by a mere 26-plays margin. The gap between the top two tracks is the format's slimmest since 24 spins separated "Make Me Better" by Fabolous from runner-up "Bartender" by T-Pain in the Aug. 17, 2007, issue.

"With You" completes Brown's first back-to-back trip to the top, following his five-frame stint at No. 1 with "Kiss Kiss." His debut track "Run It!" spent seven weeks at No. 1 in 2005.

Alexis & Fido Leaps To Latin Rhythm Summit

Puerto Rican reggaeton duo Alexis & Fido notches its first Latin Rhythm chart-topper, as "Soy Igual Que Tu" (Sony BMG Norte) hops 2-1. The pair first appeared with "Eso Ehh . . .!!" in November 2005, which became the first of its three top 10s, peaking at No. 6 that December. Before the twosome's new No. 1, "5 Letras" climbed to No. 8 in September 2007.

R.E.M. Gets 'Superserious'

R.E.M. returns to the Alternative chart for the first time in nearly seven years as "Supernatural Superserious" (Warner Bros.) enters at No. 36 and cops Most Increased Plays honors (up 17+). The track is the trio's first visit to the list since "Imitation of Life" hit No. 22 in May 2001 and marks the band's 26th chart appearance; fourth most in the survey's 20-year history (see Spin Spotlight, left).

"Supernatural" also wears the Most Increased Plays crown at Triple A (up 254), where its 22-position vault (26-4) matches the largest of any title in the chart's 12-year existence. U2 was the prior sole possessor of the mark with two tracks: "Beautiful Day" (23-1, September 2000) and "Window in the Skies" (26-4, November 2006).

Cole Blazing Path To 'Remember'

Keyshia Cole claims her fourth Urban No. 1, as "I Remember" (Interscope) vaults 3-1. Cole's coronation locks her with Aaliyah and Brandy for second-most No. 1s among females, following Mariah Carey, Alicia Keys and Monica, each of whom have five. "Remember" gives Cole her fourth No. 1 in a chart span of three years and three months since she first debuted with "I Changed My Mind" in November 2004. Monica is the only solo female since the Urban chart launched in 1993 to amass as many No. 1s in a shorter period: three years and two months.

Atkins Loads Fourth Straight No. 1

Rodney Atkins makes it to the pinnacle of the Country chart for a fourth consecutive time, as "Cleaning This Gun (Come On In Boy)" (Curb) jumps 3-1. Atkins' No. 1 run is the second-best active streak, trailing only the six straight chart-toppers that Brad Paisley—whose "Letter to Me" (Arista Nashville) "Gun" replaces at the top—has rattled off during the past two years. Atkins began his No. 1 roll in August 2006 with "If You're Going Through Hell (Before the Devil Even Knows)," followed by "Watching You" (January 2007) and "These Are My People" (August 2007).

'Long Road' To Alternative Apex

Foo Fighters reach the top spot at Alternative for a sixth time, and fourth of their last five chart appearances, as "Long Road to Ruin" (RMG) climbs 2-1. The track ends the eight-week stay at the top by Seether's "Fake It" (Wind-up)—the song that halted the Foo's chart-record 18-week reign with "The Pretender" on the Dec. 28, 2007, chart. By hitting No. 1 in its 17th chart week, "Long Road" proves aptly named, as its rise to the summit marks the lengthiest of any of the quartet's six chart-toppers, eclipsing the band's 12-week climb with "DOA" in November 2005.



Of Cinderella, legendary soul and money motivation

Wicks On Fire

Ken Tucker

KTucker@RadioandRecords.com

Country newcomer Chuck Wicks, who had the fastest-climbing single from a new artist on R&R's Country chart in 2007, is starting 2008 in fine style. Now, "Stealing Cinderella" has broken into the top 10, where it is No. 9 this week. Meanwhile, Wicks' debut album, "Starting Now," has sold 40,000 copies since it hit stores Jan. 22, according to Nielsen SoundScan. Monty Powell (Diamond Rio) and Dann Huff (Faith Hill), produced the set.

The single, one of 10 he wrote or co-wrote for the album, was inspired by real life—Wicks' girlfriend used to work as Cinderella at Walt Disney World in Orlando. The song finds Wicks asking his sweetheart's father for her hand in marriage and subsequently looking through childhood pictures of her "playing Cinderella," riding a bike and dancing with her father ("In her eyes I'm Prince Charming, but to him I'm just some fella riding in and stealing Cinderella").

Wicks says the song is not completely true-to-life—at least not yet. "I'm not engaged or married yet, but the images used in the chorus are all true. But of course, now her parents have some expectations," he says with a laugh.

CBS Radio country KUPL/Portland, Ore., PD John Paul says the song's relatability is what first attracted him to it. "It's so well-written and real. That experience is something a lot of people can relate to." KUPL played the song 42 times during the week ending Feb. 17.

Currently part of Brad Paisley's Bonfires and Amplifiers tour, Wicks grew up on a potato farm in Delaware and made his way to Florida for college. After a couple of years playing music at parties, he quit school just two classes shy of graduation and moved to Nashville to pursue music full time.

Writing songs during the day, Wicks parked cars at a Nashville eatery seven nights a week to pay the bills. He was also part of the short-lived Fox reality TV show "Nashville," which lasted only two episodes in fall '07. He was skeptical going into the show because of the perceived stigma that comes with reality TV. "I was scared people wouldn't take me seriously. The exposure was the real draw," Wicks says.

As it turns out, Prince Charming didn't need the exposure after all.—*additional reporting by Katie Hasty, Billboard*

'We got a sense pretty quickly that we were looking at something sensational.'

—Tom Cunningham

McDonald Keeps Going 'Higher'

Just as Barry Manilow redefined his career by covering hits from the previous three decades, Michael McDonald rejuvenated his hit catalog with "Motown" and "Motown 2," which have sold more than 2 million copies combined, according to Nielsen SoundScan.

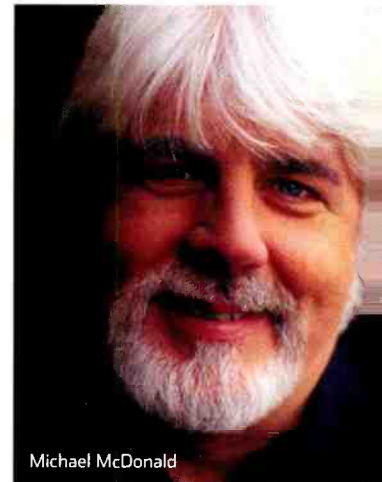
His new set, "Soul Speak," which arrives March 11, has already seduced 50-plus AC stations with single "(Your Love Keeps Lifting Me) Higher and Higher," a top 10 hit in 1967 for Jackie Wilson. Earlier this month, the former Doobie Brother made the hastiest jaunt into the format's top 10 with a non-holiday song in almost a year, as the Universal Motown release charged 13-10 in its fourth week. "Higher" becomes McDonald's eighth AC top 10. The track is also gaining spins at smooth jazz.

In addition, he has accomplished the rare feat of hitting three separate charts with a trio of tracks from "Soul Speak." His take on Teddy Pendergrass' "Love T.K.O." is No. 28 on R&R's Urban AC chart and Dionne Warwick's "Walk On By" is No. 29 on the Smooth Jazz tally.

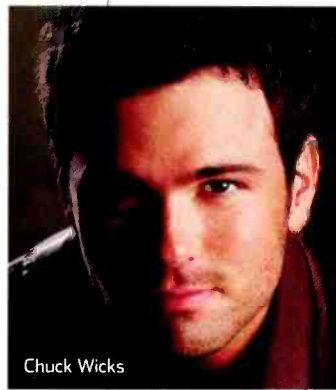
For McDonald, the trio of songs hints at the versatility on "Soul Speak," which includes three new compositions and covers from Stevie Wonder, Ray Charles, Leonard Cohen, Bob Marley and Van Morrison. "These records have an element that speaks to your inner being, your soul," McDonald says. "Typically they're songs you loved before you even knew what the words said. You just want to hear them over and over."

Universal Motown VP of adult formats promotion Tom Cunningham says, "This is one of those cases where setup and execution were crucial—and it worked. We got a sense pretty quickly that we were looking at something sensational."

—Chuck Taylor, with additional reporting by Gary Trust and Gary Graff

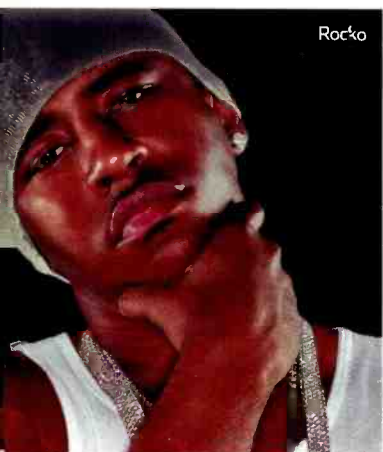


Michael McDonald



Chuck Wicks

WICKS: KRISTEN BARLOWE; ROCKO: COURTESY OF UMC



Rocko

Rocko Is 'Made' On Hip-Hop Charts

Atlanta-bred rapper Rocko never anticipated that his single "Umma Do Me," off his Island Urban debut album "Self Made" (March 18), would be an instant hit. Matter of fact, he never meant for the track to be an official release, let alone his debut. "Umma Do Me" was a song I recorded for the streets, and it took off from there," says Rocko, born Rodney Hill.

Still, Rocko isn't peeved by its success. "Umma Do Me," produced by Drumma Boy, has been steadily climbing R&R's Urban and Rap charts, where it is No. 21 and No. 13,

respectively.

Rocko got his start in A&R in 1999 at indie label Triple A Records. In 2002, he signed rapper Hitman Sammy Sam, who was offered a deal with Universal Records shortly after. A year later, Rocko left his post at the label and launched his own record company, Rocky Road Records.

He continued scouting talent for Universal, brokering deals with Young Dro and Dem Franchize Boyz. It wasn't long after working with the two acts that he started to ponder becoming a rapper himself. "The decision to go into rapping was initially

cash-motivated," he says. "I saw the type of money rappers were making and I went in trying to get money. But then I really started to get into it."

In 2003, he released his first mixtape, "NWA (No Wack Artist)," featuring Juvenile, Turk, Jazze Pha and Bone Crusher, among others. Last year—aside from releasing second mixtape "Swag Season," featuring Jim Jones, Rick Ross, Gotti and Shawty Lo—Rocko was signed to Universal by Jermaine Dupri, now Island Urban president. Rocko's girlfriend, R&B singer Monica, introduced the two.—*Mariel Concepcion, Billboard*

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Tracy Austin discusses Aussie-style promotions, while water swirls counterclockwise

Big Fun With Promotions 'Down Undah'

Kevin Carter

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during the course of your busy and challenging work week, do you ever find yourself wondering aloud how wacky radio promotions might be done in other states? How about in other countries? What about promotions performed on a whole other continent and/or hemisphere—where scientists recently discovered there are people living directly upside down from us, and yet, somehow, they don't fly off into space!

In was in that spirit that I reached out to Tracy Austin, famous for her years at KIIS-FM/Los Angeles and KRBE/Houston, among other noteworthy U.S. stations, who now programs Nova 106.9 in Brisbane, Australia, the country's third-largest city (behind Sydney and Melbourne) and home to nearly 2 million people.

"It's on the east coast of Australia, right here in southern Queensland," Austin says, pointing to a map that I can't actually see over the phone, but I promise to Google it later. "This is one of the fastest-growing parts of the world in population, and it's situated between two amazing resort areas of Australia: the Gold Coast and the Sunshine Coast."

Now that we have the lay of the land, Austin brings us up to speed on the art of radio promotions, Aussie-style, which, while similar in theme, some of the prizes and methodology vary greatly from what stateside programmers may be used to. It's a process that she's just now coming to terms with.

"The main difference as a PD here is that we just have so much on the air," Austin says. "We always make sure there is one main survey tactic or message that is the biggest thing on the station, but at any given time in dayparts like mornings and nights, we might have three or four other comps going on at the same time, often with client tie-ins. We have to be creative about our nonspot revenue to make money in our 'never more than two ads' environment. More than name-only mentions, we also do integrated credits for clients that tie back into

the comp we're doing; those run about eight to 10 seconds and usually play out of the solicit and the winner."

No Family Four-Packs Here

The best promotions are always the ones that generate street buzz and build cume. Austin recalls a recent Nova promotion that accomplished both.

"We did something crazy that was a definite 'town talk' generator and a cume builder that we called Dirty Cash," she says. "We put together hundreds of zip-lock bags containing ransom-style notes that were cut from magazine letters. Each bag contained different amounts of cash, ranging from \$5 to \$20, and a few \$100s. The notes read, 'Dare you to spend this,' and we sent our staff out undercover to drop them off in various places, like mall bathrooms to clothing racks to grocery stores. We then ran some awesome teasers that sounded like a phone call from the movie 'Scream,' with a cryptic voice saying, 'I know you have my money and I'm coming for you!'"

"A week later we went on the air admitting we had put the cash out there, and started calling off different serial numbers. If you found one of the bags and kept it without spending the money, we would give you \$1,000 or even \$5,000. We also sent out the serial numbers in our Club Nova e-mails, and later posted them on the Web site. While we didn't have as many winners as we wanted, it sounded incredibly exciting on the air."



Austin

And Then It Got Weird

Austin recalls another great promotion that would have been cost-prohibitive here in the States, but, given Australia's proximity to Southeast Asia, the Mile Thai Club offered a trip to Thailand. "We qualified winners in breakfast [mornings] to go with the show to Thailand at the end of the year," she says. "At the end of three weeks of qualifying people, we held a huge live broadcast from the airport runway—that was tricky—complete with Thai food, massages and stuff and drew the winners' names."

Ah, yes, the breakfast show, the cornerstone of any good promotional campaign. And it was while listeners were eating breakfast where Austin recalls another decidedly inedible promotion: "When Justin Timberlake's tour came to Australia we did a promotion called Lick It, where we blindfold someone and make them lick something crazy like, oh, a sheep's rectum we got from the butcher," Austin says, while I try unsuccessfully to suppress my gag reflex. However, the demand for J.T. tickets was so high that they decided to up the ante: "We changed the theme to Lick It for One Ticket or Chew for Two," she says with a laugh. "That was full-on pretty gross, but made for a great vodcast every day."

Ask Before Doing

Naturally, there are rules and regulations that must be adhered to when doing any promotion, regardless of which direction the water swirls in your toilet. "We always consult our legal department if we ever have questions about competition rules and mechanics," Austin says. "There are crazy rules in each state about games of skill vs. games of chance, and those rules certainly come into play when we do national contests on all the Nova stations."

Helping Austin navigate those tricky waters of numerous simultaneous on-air promotions is promotion director Leanne Glamuzina, whose husband happens to work on the Nova breakfast show, making it a family affair. "There are four full-time project managers in the department to help handle the load. She herself works insane hours, coming in at 6 a.m. and sometimes staying until 7 p.m.," Austin says. "It helps that she's incredibly organized—there is a job sheet for everything, and everyone springs into action."

R&R



Nova 106.9's Mile Thai Club winners look more than ready to take off.

R&R CHR/TOP 40

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▶ **JORDIN SPARKS** CROSSES THE AIRPOWER THRESHOLD WITH A NIFTY 25-19 JUMP FOR "NO AIR." WHILE THE TRACK GIVES DUET PARTNER CHRIS BROWN THREE SONGS IN THE TOP 20 (HE'S ALSO AT NO. 2 AND NO. 17), SPARKS HAS A PAIR HERSELF AS DEBUT SINGLE "TATTOO" IS PENCILED IN AT NO. 8.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW	AUDIENCE MILLIONS	RANK
1	1	15	FLO RIDA FEATURING T-PAIN LOW	NO. 1 (3 WKS)	11 ²	9259	+49	61.857
2	6	9	CHRIS BROWN WITH YOU		11 ☆	7230	+851	48.587
3	2	17	ALICIA KEYS NO ONE		11 ⁴	7217	-929	38.223
4	4	23	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 ³ ☆	7128	-494	40.250
5	5	10	RIHANNA DON'T STOP THE MUSIC		11 ☆	7044	+628	46.963
6	3	20	FERGIE CLUMSY		11 ² ☆	6891	-977	40.407
7	8	16	SEAN KINGSTON TAKE YOU THERE		11 ☆	6112	+345	38.675
8	7	21	JORDIN SPARKS TATTOO		11 ☆	5506	-775	30.159
9	9	15	TAYLOR SWIFT TEARDROPS ON MY GUITAR		11 ² ☆	5412	-338	29.340
10	10	17	WYCLEF JEAN FEATURING AKON, LIL WAYNE & NIJA SWEETEST GIRL (DOLLAR BILL)		11	5300	-34	29.782
11	15	7	SARA BAREILLES LOVE SONG		11 ☆	5137	+1069	32.997
12	14	14	BUCKCHERRY SORRY		11 ☆	5041	+644	23.458
13	13	15	LINKIN PARK SHADOW OF THE DAY		11 ☆	4824	+288	23.905
14	11	26	FINGER ELEVEN PARALYZER		11 ³	4524	-420	24.988
15	16	10	MILEY CYRUS SEE YOU AGAIN		11 ☆	4053	+186	23.311
16	17	11	ONEREPUBLIC STOP AND STARE		11 ☆	3807	+204	20.652
17	12	18	CHRIS BROWN FEATURING T-PAIN KISS KISS		11 ² ☆	3722	-922	21.829
18	20	16	THREE DAYS GRACE NEVER TOO LATE		11	3420	+258	12.490
19	25	4	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR	AIRPOWER	11 ☆	3308	+838	27.837
20	18	24	RIHANNA FEATURING NE-YO HATE THAT I LOVE YOU		11 ² ☆	3060	-538	22.600
21	27	5	SNOOP DOGG SENSUAL SEDUCTION		11	2861	+534	15.120
22	26	5	DAUGHTRY FEELS LIKE TONIGHT		11 ☆	2776	+414	13.387
23	24	14	BOYS LIKE GIRLS HERO/HEROINE		11	2746	+234	12.306
24	19	19	NATASHA BEDINGFIELD FEAT. SEAN KINGSTON LOVE LIKE THIS		11 ☆	2625	-706	15.559
25	23	11	PLIES FEATURING AKON HYPNOTIZED		11 ☆	2558	-241	13.974
26	21	18	PARAMORE MISERY BUSINESS		11 ☆	2538	-570	18.391
27	22	17	SANTANA FEATURING CHAD KROEGER INTO THE NIGHT		11 ☆	2488	-479	10.460
28	28	10	ENUR FEATURING NATASJA CALABRIA ZOOB		11	1993	+57	17.626
29	33	2	JONAS BROTHERS WHEN YOU LOOK ME IN THE EYES		11	1863	+685	11.209
30	34	3	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR		11 ☆	1664	+526	9.337
31	32	6	LIFEHOUSE WHATSOEVER IT TAKES		11 ☆	1477	+279	4.621
32	NEW		MARIAH CAREY TOUCH MY BODY	MOST INCREASED PLAYS/MOST ADDED	11 ☆	1324	+1324	12.175
33	31	6	KANYE WEST FEATURING DWELE FLASHING LIGHTS		11	1225	-148	9.390
34	36	13	BRITNEY SPEARS PIECE OF ME		11	1188	+75	13.517
35	35	4	CASCADA WHAT HURTS THE MOST		11 ☆	1182	+45	14.339
36	29	12	MAROON 5 WON'T GO HOME WITHOUT YOU		11	1073	-581	4.102
37	37	7	BLUE OCTOBER CALLING YOU		11	1033	+91	4.402
38	30	6	JANET FEEDBACK		11	1012	-614	2.784
39	39	2	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		11 ☆	959	+214	7.794
40	38	3	BABY BASH FEATURING SEAN KINGSTON WHAT IS IT		11	941	+4	4.506

MOST ADDED

MARIAH CAREY 74
Touch My Body (Island/IDJMG)
CKEY, KBKS, KDND, KHKS, KHOP, KH-TS, KH-TT, KHIS, KJYO, KKMG, KKOB, KKP, KKRRZ, KLAL, KQMQ, KRQQ, KSAS, KSLZ, KSMB, KWYZ, KWYL, KXXM, KZHT, KZMG, KZZP, WABB, WBH, WBLL, WBVO, WCCQ, WERO, WEZB, WFBC, WFHN, WFKS, WFLY, WFLZ, WHHD, WHHT, WHHB, WIOG, WJBO, WJIM, WKGS, WKKF, WKRRZ, WKSC, WKSE, WKSS, WKST, WKSZ, WKZL, WNOL, WNTQ, WPRO, WRVQ, WSSX, WSTR, WSTW, WTVR, WVKX, WVYB, WWCN, WWWQ, WXXB, WXXS, WXLK, WXXL, WXXY, WYKS, WYOY, WZEE, WZKL, XM Top 20 on 20

USHER FEAT. YOUNG JEEZY 34
Love In This Club (LaFace/Zomba)
CKEY, KDND, KHKS, KH-TS, KH-TT, KHIS, KJYO, KKMG, KKOB, KSAS, KSMB, KWYZ, KWYL, KZZP, WABB, WAEB, WDKF, WERO, WEZB, WFHN, WHBQ, WHHD, WHYL, WHHB, WJIM, WKSE, WKSZ, WNOL, WQEN, WVYB, WXXB, WXXX, WXYK, XM Top 20 on 20

JORDIN SPARKS DUET WITH CHRIS BROWN 18
No Air (Jive/Zomba)
KBKS, KRBE, WAEZ, WAKS, WAKZ, WAOA, WFMF, WHHY, WIHT, WIOG, WKGS, WNOK, WSNX, WVSR, WWST, WWWQ, WZKZ, WZYP

GAVIN DEGRAW 17
In Love With A Girl (J/RMG)
CKEY, KHOP, KKOB, KKP, KLAL, KWYZ, KZMG, WCCQ, WFBC, WFLY, WHBQ, WVYB, WXXB, WXXX, WXYK, WYOY, WZKL

FERRAS 17
Hollywood's Not America (Capitol)
KHOP, KH-TT, KKOB, KKP, KLAL, KQMQ, KZMG, Sirius Hits 1, WBHT, WFLY, WJBO, WLDI, WPRO, WSSX, WVYB, WXXX, WXYK

JONAS BROTHERS 16
When You Look Me In The Eyes (Hollywood)
KDWB, KKDM, KQCH, KRUF, WAEB, WAPE, WBLL, WDCG, WFBC, WFHN, WIHT, WJBO, WIOG, WKCL, WSTW, WZKF

SNOOP DOGG 15
Sensual Seduction (DoggyStyle/Geffen/Interscope)
KRBE, KRUF, WAEZ, WAKS, WADA, WCCQ, WHKF, WHOT, WKSE, WNKX, WRVQ, WTVR, WVSR, WWCN, WZYP

ADDED AT... CKEY
Buffalo, NY
PD/MD: Dave Universal
Mariah Carey, Touch My Body, 16
Usher Feat. Young Jeezy, Love In This Club, 12
Gavin DeGraw, In Love With A Girl, 0
Natasha Bedingfield, Pocketful Of Sunshine, 0
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
COLBIE CAILLAT Realize (Universal Republic) TOTAL STATIONS: 66	851/119	USHER FEAT. YOUNG JEEZY Love In This Club (LaFace/Zomba) TOTAL STATIONS: 74	594/488
LEONA LEWIS Bleeding Love (SYCO/J/RMG) TOTAL STATIONS: 61	830/336	BRITNEY SPEARS Break The Ice (Jive/Zomba) TOTAL STATIONS: 47	539/270
CHERISH FEAT. YUNG JOC Killin' (Sho'Nuff/Capitol) TOTAL STATIONS: 63	744/202	KAT DELUNA FEAT. BUSTA RHYMES Run The Show (Epic) TOTAL STATIONS: 43	514/18
MATCHBOX TWENTY These Hard Times (Merissa/Atlantic) TOTAL STATIONS: 40	730/226	J. HOLIDAY Suffocate (Music Line/Capitol) TOTAL STATIONS: 47	499/89
FLYLEAF All Around Me (A&M/Octone/Interscope) TOTAL STATIONS: 45	651/196	WEBBIE, LIL' PHAT & LIL' BOOSIE Independent (Triii/Asylum/Atlantic) TOTAL STATIONS: 49	490/149

MOST INCREASED PLAYS

+1324	MARIAH CAREY Touch My Body (Island/IDJMG) KHOP +50, KSLZ +57, KZZP +50, KH-TS +46, WKGS +45, WNOL -38, WXXB +37, KWYL +35, KSAS +30, WXXS +30
+1069	SARA BAREILLES Love Song (Epic) WRVW +60, KHKS +51, KKP +49, WLKT +44, WCCQ +37, WXYK +37, WIOG +34, WXXS +32, WKFS +31, WZYP +30
+889	JORDIN SPARKS DUET WITH CHRIS BROWN No Air (Jive/Zomba) KSLZ +47, KQCH +35, WXYK +26, WXXX +23, WBLL +23, KKP +23, WAKS +22, WJIM +21, WKQI +20, WKGS +20
+851	CHRIS BROWN With You (Jive/Zomba) WAKZ +42, WFMF +41, WKKF +38, KHOP +37, WAPE +31, WHHD +30, WHBQ +30, KKDM +29, WAEZ +28, KXXM +28
+695	JONAS BROTHERS When You Look Me In The Eyes (Hollywood) WAEZ +29, WAPE +27, WJIM +25, KZCH +24, WBLL +24, WIOG +22, WVSR +21, WJIX +20, WZKF +20, WSSX +18

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► **SARA BAREILLES'** FIRST SINGLE REACHES THE TOP 30 AS "LOVE SONG" MOVES 32-27 ON THE CANADA CHR/TOP 40 CHART.

CHR/TOP 40 MONITORED REPORTERS

- WFLY/Albany, NY**
OM: Kevin Callahan
PD: Terry O'Donnell
APD: Brian Cody
MD: Marissa Lanchak
- WKKF/Albany, NY**
PD: Randy McCarten
- KKOB/Albuquerque, NM**
OM: Eddie Haskell
PD: Justin Riley
APD: Mark Anderson
MD: Carlos Duran
- WAEB/Allentown, PA**
PD: Laura St. James
MD: Eric Chase
- WIXX/Appleton, WI**
PD: Tony Waitekus
MD: David Burns
- WKSZ/Appleton, WI**
PD: Dayton Kane
APD/MD: Brian Davis
- WSTR/Atlanta, GA**
PD: Dan Bowen
MD: Michael Chase
- WWWQ/Atlanta, GA**
OM/MD: Rob Roberts
APD/MD: Johnny O
- WHHD/Augusta, GA**
PD: Chuck Whitaker
APD: Kris Fisher
- KHFI/Austin, TX**
OM: Mac Daniels
PD: Jay Shannon
MD: Tony Cortez
- WFMF/Baton Rouge, LA**
PD: Kevin Campbell
- KQXY/Beaumont, TX**
PD/MD: Brandin Shaw
APD: Patrick Sanders
- WYXK/Biloxi, MS**
OM: Kenny Vest
PD: Lucas
- WQEN/Birmingham, AL**
OM: Tom Hanrahan
PD: Keith Allen
APD/MD: Madison Reeves
- KSAS/Boise, ID**
PD: Steve "Keke Luv"
Kicklighter
APD: Chris "Lucky" Stewart
- KZMG/Boise, ID**
MD: Miggy Santos
- WXKS/Boston, MA**
OM: Cadillac Jack
PD: Chris Tyler
MD: Jim Clerkin
- CKEY/Bufalo, NY**
PD/MD: Dave Universal
- WKSE/Bufalo, NY**
OM/MD: Sue O'Neil
- WXXX/Burlington, VT**
OM/MD: Ben Hamilton
MD: Pete Belair
- WZKL/Canton, OH**
PD: John Stewart
MD: Nikolina
- WIHB/Charleston, SC**
OM/MD: Bryan Taylor
MD: Dave Ryan
- WSSX/Charleston, SC**
OM/MD: Mike Edwards
APD/MD: Special Ed
- WVSR/Charleston, WV**
OM: Jeff Whitehead
PD: Wade Hill
MD: Jason Reed
- WNKS/Charlotte, NC**
OM/MD: John Reynolds
MD: Otis
- WKSC/Chicago, IL**
PD: Rick Gillette
MD: Jeff Murray
- WKFS/Cincinnati, OH**
OM: Scott Reinhart
PD: Mark Anderson
- WAKS/Cleveland, OH**
OM: Kevin Metheny
MD: Jeff Zukauckas
PD: Bo Matthews
APD/MD: Kasper
- KKMG/Colorado Springs, CO**
OM: Bobby Irwin
PD: John Foxx
MD: Kat Jensen
- WNOK/Columbia, SC**
PD: Brian Paiz
MD: Kelly Nash
- WCGQ/Columbus, GA**
OM/MD: Bob Quick
- WNCI/Columbus, OH**
PD: Michael McCoy
MD: Maxwell
- KKPN/Corpus Christi, TX**
OM/MD: Scott Holt
APD/MD: Dave Ross
- KHKS/Dallas, TX**
PD: Patrick Davis
APD/MD: Billy The Kidd
- WDKF/Dayton, OH**
OM: Tony Tilford
APD/MD: Ryan Drake
- WVYB/Daytona Beach, FL**
PD: Ammie Olson
- KKDM/Des Moines, IA**
OM/MD: Greg Chance
MD: Scotty Cage
- WKQI/Detroit, MI**
PD: Tom Theodore
APD/MD: Beau Daniels
- WWCK/Flint, MI**
OM/MD: Jeff Wade
MD: Jeff Andrews
- WXKB/Ft. Myers, FL**
PD: Matt Johnson
MD: Bruce The Moose
- WKYS/Gainesville, FL**
OM: Kevin Quinn
PD/MD: Riggs
- WHTS/Grand Rapids, MI**
OM: Brent Alberts
PD: Jack Spade
- WSNX/Grand Rapids, MI**
OM: Doug Montgomery
PD: Eric O'Brien
APD: Holmes
- WKZL/Greensboro, NC**
PD: Jason Goodman
APD: Josie
- WERO/Greenville, NC**
PD: Chris "Hollywood" Mann
APD/MD: Beaver
- WFBC/Greenville, SC**
PD: Chase Murphy
MD: Natalie Randal
- WHKF/Harrisburg, PA**
OM: Chris Tyler
PD: JT Bosch
APD: Mike Miller
MD: OC
- WKSS/Hartford, CT**
PD: Stan "The Man" Priest
MD: Brian "Munchie" Donovan
- KQM/Honolulu, HI**
MD: Ryan Sean
- KRBE/Houston, TX**
PD: Leslie Whittle
- WZYP/Huntsville, AL**
APD: Ally "Lisa" Elliott
- WNOU/Indianapolis, IN**
OM: Brian Wallace
PD: Tim Rainey
- WYOY/Jackson, MS**
APD/MD: Nate West
- WAPE/Jacksonville, FL**
PD: JR Ammons
APD/MD: Chase Daniels
- WFKS/Jacksonville, FL**
OM: Gail Austin
PD: Todd Shannon
APD: Jonathan Reed
- WAEZ/Johnson City, TN**
OM: Bill Hagy
PD/MD: Jason Reed
- KMXV/Kansas City, MO**
OM: Mike Rowen
PD: Ponch
- WKST/Knoxville, TN**
PD: Rich Bailey
MD: Scott Bohannon
- KSMB/Lafayette, LA**
OM: Keith LeBlanc
PD: Bobby Novosad
MD: Chris Reed
- WLAN/Lancaster, PA**
PD: Jeff Hurley
- WJIM/Lansing, MI**
PD: Josh Strickland
- WLKT/Lexington, KY**
PD: JB Wilde
- KLAL/Little Rock, AR**
OM/MD: Randy Cain
APD: Ed Johnson
MD: Charlotte
- KIIS/Los Angeles, CA**
PD: John Ivey
APD/MD: Julie Pilat
- WDJX/Louisville, KY**
PD: Shane Collins
APD/MD: Ben Davis
- WZKF/Louisville, KY**
PD/MD: Matt Ryan
- WZEE/Madison, WI**
OM: Mike Ferris
PD: Jon Reilly
- WAQA/Melbourne, FL**
PD: Tony Banks
- WBVD/Melbourne, FL**
OM: Ken Holiday
PD: Mike Klein
- WHBQ/Memphis, TN**
OM: Chris Taylor
PD: Karson With a K
MD: Joe Mack
- WHYI/Miami, FL**
OM/MD: Rod Phillips
MD: Michael Yo
- WXSS/Milwaukee, WI**
OM/MD: Brian Kelly
APD/MD: JoJo Martinez
- KDWB/Minneapolis, MN**
OM/MD: Rob Morris
MD: Lucas
- WABB/Mobile, AL**
PD: Zac Davis
APD/MD: QTIP
- KHOP/Monroeville, CA**
OM: Richard Perry
PD: Joe Roberts
APD: Madden
MD: Reagan Marks
- WHHY/Montgomery, AL**
OM: Bill Jones
PD/MD: Steve Smith
- WRVW/Nashville, TN**
OM/MD: Rich Davis
MD: Tommy Butter
- WBLL/Nassau, NY**
OM: Nancy Cambino
PD: Jeremy Rice
APD: Al Levine
MD: Gabrielle Vaughn
- WFHN/New Bedford, MA**
PD: Jim Reitz
MD: Michael Rock
- WKCI/New Haven, CT**
PD: Chaz Kelly
MD: Mike "Jagger" Thomas
- WEZB/New Orleans, LA**
OM/MD: Mike Kaplan
MD: Stevie G.
- WHTZ/New York, NY**
OM: Tom Poleman
PD: Sharon Dastur
MD: Romeo
- KJYO/Oklahoma City, OK**
OM: Tom Travis
PD: Mike McCoy
MD: Frito
- KQCH/Omaha, NE**
OM: Tom Land
MD: Corey Young
- WXXL/Orlando, FL**
PD: Michael Bryan
APD/MD: Jana Sutter
- WIOQ/Philadelphia, PA**
PD: Rick Vaughn
APD/MD: Jo Jo Brooks
- KZZP/Phoenix, AZ**
PD: Mark Medina
MD: Greg "DJ Greggory D"
D'Angelo
- WKST/Pittsburgh, PA**
PD: Alex Tear
APD: Drew Hall
MD: Dylan
- WJBQ/Portland, ME**
OM/MD: Tim Moore
PD: Mike Adams
- KKRZ/Portland, OR**
PD: Brian Bridgman
APD: Mick Lee
- WPRO/Providence, RI**
OM/MD: Tony Bristol
APD/MD: Davey Morris
- WDCG/Raleigh, NC**
OM: Chris Shebel
PD: Randi West
APD/MD: Brody
- KWNZ/Reno, NV**
APD: Johnny B
- KWYL/Reno, NV**
OM/MD: Nick Elliott
- WRVQ/Richmond, VA**
PD: Boomer
- WXLK/Roanoke, VA**
PD: Kevin Scott
APD: Danny Meyers
MD: Bob Patrick
- WKGS/Rochester, NY**
PD: Erick Anderson
MD: Jesse Graf
- WPXY/Rochester, NY**
PD: Mike Danger
- KDND/Sacramento, CA**
PD: Dan Mason
MD: Christopher K.
- WIOG/Saginaw, MI**
PD: Jerry Noble
APD: Demas
- KZHT/Salt Lake City, UT**
OM: Jeff Cochran
PD: Jeff McCartney
MD: Tricia Jenkins
- KXXM/San Antonio, TX**
OM: George King
PD: Tony Travatto
APD/MD: Russell Rush
- KHTS/San Diego, CA**
PD: Jimmy Steele
APD/MD: Hitman Haze
- Sirius Hits 1/Satellite**
OM: Kid Kelly
PD: Jim Ryan
APD/MD: Ryan Sampson
- XM Top 20 on 20/Satellite**
OM: Jon Zellner
PD: Michelle Cartier
MD: Priestly
- WAEV/Savannah, GA**
PD/MD: Russ Francis
- WZAT/Savannah, GA**
PD/MD: Jeff Brown
- KBKS/Seattle, WA**
PD: Steve Rivers
APD: Marcus D.
MD: Eric Tyler
- KRUF/Shreveport, LA**
OM: Gary McCoy
PD: Erin Bristol
MD: Andrew "A.G." Gordon
- KSPW/Springfield, MO**
OM: Chris Cannon
- KSLZ/St. Louis, MO**
PD: Tommy Austin
MD: Taylor J
- WNTQ/Syracuse, NY**
OM/MD: Tom Mitchell
MD: Rick Roberts
- WWHT/Syracuse, NY**
PD: Butch Charles
MD: Jeff Wise
- WFLZ/Tampa, FL**
OM: Doug Hamand
PD: Tommy Chuck
- WTWR/Toledo, OH**
PD: Steve Marshall
- WVKS/Toledo, OH**
OM/MD: Bill Michaels
MD: Boomer
- WPST/Trenton, NJ**
OM/MD: Dave McKay
APD/MD: Matt Sneed
- KRQQ/Tucson, AZ**
OM/MD: Tim Richards
MD: Chris Peters
- KHTT/Tulsa, OK**
OM/MD: Tod Tucker
APD: Billy "The Baby DJ"
Sexaur
MD: Mikey B.
- WIHT/Washington, DC**
PD: Jeff Kapugi
APD: Toby Knapp
MD: Gillian Sussman
- WLDI/West Palm Beach, FL**
OM/MD: Dave Denver
PD: PJ
APD/MD: Valentine
- KZCH/Wichita, KS**
OM: Lyman James
PD/MD: Sammy Suarez
- WBHT/Wilkes Barre, PA**
PD: A.J.
MD: Marino
- WKRZ/Wilkes Barre, PA**
PD: Mike O'Donnell
APD/MD: Kelly K
- WSTW/Wilmington, DE**
PD: Mike Yeager
APD/MD: Mike Rossi
- WAKZ/Youngstown, OH**
OM: Dan Rivers
PD: Sean Stevens
MD: Krissy Taylor
- WHOT/Youngstown, OH**
MD: J-Dub

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHR/TOP 40 INDICATOR		PLAYS TW +/-
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	13	FLO RIDA FEAT. T-PAIN	LOW	POE BOY/ATLANTIC 3367 +49
2	2	15	ALICIA KEYS	NO ONE	MBK/JJ/RMG 2991 -25
3	4	8	RIHANNA	DON'T STOP THE MUSIC	SRP/DEF JAM/DJMG 2759 +181
4	7	7	CHRIS BROWN	WITH YOU	JIVE/ZOMBA 2699 +280
5	3	18	FERGIE	CLUMSY	WILL.I.AM/A&M/INTERSCOPE 2699 -153
6	5	12	TAYLOR SWIFT	TEARDROPS ON MY GUITAR	BIG MACHINE/UNIVERSAL REPUBLIC 2486 -77
7	9	13	SEAN KINGSTON	TAKE YOU THERE	BELUGA HEIGHTS/EPIC 2474 +176
8	8	14	LINKIN PARK	SHADOW OF THE DAY	WARNER BROS. 2336 +20
9	6	19	JORDIN SPARKS	TATTOO	19/JIVE/ZOMBA 2305 -251
10	15	7	SARA BAREILLES	LOVE SONG	EPIC 2184 +358
11	10	21	TIMBALAND FEAT. ONEREPUBLIC	APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE 2177 +4
12	11	7	MILEY CYRUS	SEE YOU AGAIN	HOLLYWOOD 2143 +117
13	12	15	BUCKCHERRY	SORRY	ELEVEN SEVEN/ATLANTIC 2089 +115
14	14	14	WYCLEF JEAN FEAT. AKON, LIL WAYNE & NIA	SWEETEST GIRL (DOLLAR BILL)	COLUMBIA 1945 +80
15	13	28	FINGER ELEVEN	PARALYZER	WIND-UP 1791 -130
16	17	8	ONEREPUBLIC	STOP AND STARE	MOSLEY/INTERSCOPE 1701 +75
17	20	6	GAUGHTRY	FEELS LIKE TONIGHT	RCA/RMG 1532 +195
18	16	16	CHRIS BROWN FEAT. T-PAIN	KISS KISS	JIVE/ZOMBA 1508 -269
19	22	12	THREE DAYS GRACE	NEVER TOO LATE	JIVE/ZOMBA 1288 +56
20	25	10	SNOOP DOGG	SENSUAL SEDUCTION	DOGGYSTYLE/GEFFEN/INTERSCOPE 1247 +194
21	24	11	BOYS LIKE GIRLS	HERO/HEROINE	COLUMBIA 1234 +21
22	1	16	SANTANA FEAT. CHAO KROEGER	INTO THE NIGHT	ARISTA/RMG 1232 -150
23	21	8	PLIES FEAT. AKON	HYPNOTIZED	BIG GATES/SLIP-N-SLIDE/ATLANTIC 1185 -48
24	19	17	PARAMORE	MISERY BUSINESS	FUELED BY RAMEN/RRP 1176 -192
25	28	4	JORDIN SPARKS DUET WITH CHRIS BROWN	NO AIR	19/JIVE/ZOMBA 1162 +320
26	23	16	NATASHA BEDINGFIELD FEAT. SEAN KINGSTON	LOVE LIKE THIS	PHONOGENIC/EPIC 886 -343
27	33	2	JONAS BROTHERS	WHEN YOU LOOK ME IN THE EYES	HOLLYWOOD 847 +276
28	29	10	ENUR FEAT. NATASJA	CALABRIA 2008	ULTRA 835 +1
29	26	6	JANET	FEEDBACK	ISLAND/DJMG 804 -145
30	31	3	LUPE FIASCO FEAT. MATTHEW SANTOS	SUPERSTAR	1ST & 15TH/ATLANTIC 795 +144
31	30	5	CASCADA	WHAT HURTS THE MOST	ROBBINS 744 +88
32	27	10	MAROON 5	WON'T GO HOME WITHOUT YOU	A&M/OCTONE/INTERSCOPE 710 -193
33	35	4	ALICIA KEYS	LIKE YOU'LL NEVER SEE ME AGAIN	MBK/JJ/RMG 616 +69
34	34	7	LIFEHOUSE	WHATEVER IT TAKES	GEFFEN/INTERSCOPE 616 +56
35	32	7	KANYE WEST FEAT. DWEL	FLASHING LIGHTS	ROC-A-FELLA/DEF JAM/DJMG 570 -30
36	37	6	BLUE OCTOBER	CALLING YOU	UNIVERSAL MOTOWN 460 +15
37	40	2	BABY BASH FEAT. SEAN KINGSTON	WHAT IS IT	ARISTA/RMG 394 +56
38	39	2	J. HOLIDAY	SUFFOCATE	MUSIC LINE/CAPITOL 384 +4
39	38	10	BRITNEY SPEARS	PIECE OF ME	JIVE/ZOMBA 354 -83
40	NEW	NEW	COLBIE CAILLAT	REALIZE	UNIVERSAL REPUBLIC *338 +56

THIS WEEK	LAST WEEK	WEEKS ON CHART	CANADA CHR/TOP 40		PLAYS TW +/-
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	11	FLO RIDA FEATURING T-PAIN	LOW	POE BOY/ATLANTIC/WARNER 638 -23
2	4	6	CHRIS BROWN	WITH YOU	JIVE/SONY BMG 501 +39
3	6	17	WYCLEF JEAN FEAT. AKON, LIL WAYNE & NIA	SWEETEST GIRL (DOLLAR BILL)	COLUMBIA/SONY BMG 486 +26
4	2	14	BRITNEY SPEARS	PIECE OF ME	JIVE/SONY BMG 480 -36
5	7	24	RIHANNA	DON'T STOP THE MUSIC	SRP/DEF JAM/UNIVERSAL 475 +18
6	3	17	ALICIA KEYS	NO ONE	MBK/JJ/SONY BMG 440 -69
7	8	11	SEAN KINGSTON	TAKE YOU THERE	BELUGA HEIGHTS/EPIC/SONY BMG 408 -9
8	9	17	HEDLEY	FOR THE NIGHTS I CAN'T REMEMBER	UNIVERSAL 405 -12
9	5	23	TIMBALAND FEAT. ONEREPUBLIC	APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL 401 -61
10	12	13	ELISE ESTRADA	UNLOVE YOU	ROCKSTAR 366 +22
11	15	8	JANET	FEEDBACK	ISLAND/UNIVERSAL 358 +26
12	14	22	SANTANA FEATURING CHAD KROEGER	INTO THE NIGHT	ARISTA/SONY BMG 358 +19
13	16	14	ENUR FEATURING NATASJA	CALABRIA 2008	ULTRA 315 +3
14	17	6	MILEY CYRUS	SEE YOU AGAIN	HOLLYWOOD/UNIVERSAL 310 +4
15	10	20	FERGIE	CLUMSY	WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL 297 -74
16	11	15	JORDIN SPARKS	TATTOO	19/JIVE/SONY BMG 294 -70
17	21	15	LINKIN PARK	SHADOW OF THE DAY	WARNER BROS./WARNER 290 +22
18	13	15	SIMPLE PLAN	WHEN I'M GONE	LAVA/ATLANTIC/WARNER 284 -58
19	18	11	TAYLOR SWIFT	TEARDROPS ON MY GUITAR	BIG MACHINE/UNIVERSAL 275 -15
20	19	10	DANNY FERNANDES FEATURING JUELZ SANTANA	CURIOUS	FORTUNE 5 265 -20
21	23	4	MICHAEL JACKSON WITH AKON	WANNA BE STARTIN' SOMETHIN' 2008	LEGACY/EPIC/SONY BMG 251 +1
22	20	21	AVRIL LAVIGNE	HOT	ARISTA/SONY BMG 249 -23
23	27	4	SUM 41	WITH ME	AQUARIUS 241 +16
24	22	9	ONEREPUBLIC	STOP AND STARE	MOSLEY/INTERSCOPE/UNIVERSAL 237 -30
25	24	12	FINGER ELEVEN	I'LL KEEP YOUR MEMORY VAGUE	WIND-UP 235 -3
26	29	6	BUCKCHERRY	SORRY	ELEVEN SEVEN/UNIVERSAL 233 +16
27	32	4	SARA BAREILLES	LOVE SONG	EPIC/SONY BMG 228 +14
28	26	10	KREESHA TURNER	BOUNCE WITH ME	EMI 223 -3
29	25	26	THREE DAYS GRACE	NEVER TOO LATE	JIVE/SONY BMG 222 -5
30	36	3	JORDIN SPARKS DUET WITH CHRIS BROWN	NO AIR	19/JIVE/SONY BMG 221 +62

FOR WEEK ENDING FEBRUARY 17, 2008

♦ indicates CanCon



Pilot for reality TV show helps market KUUU/Salt Lake City

Reality Check

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The genesis for a reality TV show pilot based on the behind-the-scenes goings-on at Millcreek's KUUU (U92)/Salt Lake City began, oddly enough, with a negative comment about the station from a PD outside the market. ■ "You don't know what about hip-hop . . . you don't know what hip-hop is . . . hip-hop isn't in Salt Lake City," the PD told KUUU APD/MD Kevin Cruise at October's Lawman Fourth Quarter Music Presentations. "That really fueled my fire," Cruise says. "I thought, 'I'm going to show you that there's a real hip-hop station in Salt Lake City.'"

And so Cruise set out to prove that hip-hop does indeed live in SLC. Production on his brainchild "The Station" began last year. Although his market isn't a hip-hop mecca, having an aggressive hip-hop station in the Mormon motherland is a compelling concept for a TV show.

"I love the fact that you've got [OM/PD/midday personality] Brian [Michel] and me—two of the whitest guys in the country—playing hip-hop in Salt Lake City," Cruise says. "Why would somebody not want to pick up this show?"

With his sights set on VH1, MTV, BET and E!, Cruise's dream is for the show to be seen locally and then graduate to a national audience. "How cool would that be for our listeners to see this radio station that they know of in Salt Lake City, that they've helped build, to see that on TV? And then they could come to events and they could be on TV, too. The listeners are a part of the station, so they get to be a part of the TV show."

As Cruise presented his idea to others, he realized the show could also be used as a station marketing tool. "That was the first thing that our GM saw with this opportunity. We put the trailer up on our Web site so listeners could see it and they thought it was the coolest thing. What I've heard from some of our listeners is that it's cool to finally be able to see how we do things."

U92 made an event out of the release of the

trailer on u92online.com—one that was promoted heavily. Cruise says, "We blasted everybody on text message, we sent e-mails out, we MySpaced everybody."

Cruise continues to shop the show trailer to networks, but it's difficult to break into TV from radio without direct connections.

"It's a learning experience for me," he says. "It's a completely different world. I'm trying to take every suggestion that I can get from everybody. I've sent it out there. I've heard really good things back, and I'm just kind of waiting. I don't know long it's going to take. I'm staying positive about everything."

Relationships with label execs helped open some doors. "I have to thank all of the record people that have helped me with contacts. There have been several people that know people in TV."

As Cruise shops the trailer, "The Station" is still being utilized to market U92, to demonstrate its impact on listeners through video from station concerts and other events. Station management is considering posting webisodes on u92online.com in the near future.

"As a marketing tool, to show our advertisers that—it's huge," Cruise says. "We know how Arbitron is—the numbers aren't always right. How do you show an advertiser that has never advertised with you that you get results?"

When artists visit U92, crowds of listeners



frequently come by and hang outside in front of the studio windows, which have a similar setup to MTV's "TRL" set. "We are a station that gets listeners involved that want to come out and hang out with us and are passionate about this radio station."

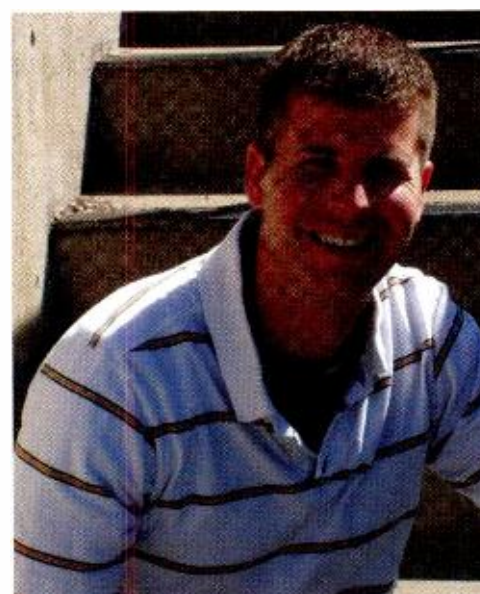
"The Station" is also helping dispel negative perceptions some may have about the type of people who work at a hip-hop station. According to Cruise, "The best part about this whole thing is that it shows our advertisers that we are not thugs. Booker, our night guy, is black and this is the reality in Salt Lake City, Utah, in 2008: Sometimes we can't even send our night guy out to a client because they'll see him as a black man and say he's a thug. And then they look at me, this white kid, and say, 'This is a Mormon boy,' even though I'm not. I really want to break the stereotype that hip-hop is just a bunch of punk kids playing music."

U92 is also sponsoring a voter registration drive to get 25,000 people registered to vote in Salt Lake County. "We'll be going out to the high schools with the county clerk's office and we're going to be registering all the kids that will be 18 by the election," Cruise says. "We do some really big things for the city and the community, and those things always get overlooked because people go, 'They're the gangster rap station, they're all thugs.'"

"The Station" has also benefited Cruise personally: It has "definitely helped market me as a programmer," he says. "I'm sure there are a lot of people in the rhythm panel wondering, 'Who is Kevin Cruise?' My goal from this project is to show the rest of the country we know how to program in Salt Lake City. This is one of the most competitive markets due to the number of music stations in Salt Lake—we have more stations per capita than New York City. As programmers, Brian Michel and I must be on top of everything we do to make the station succeed. We have to always find smart ways to draw in our listeners and keep them."

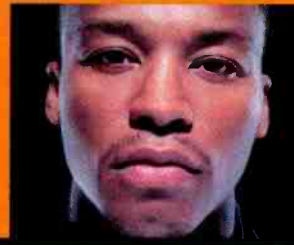
"The show has helped my career by bringing more exposure to the kind of work I do," he adds. "I am a very proactive programmer and continue to work hard to promote not only our station but our medium. I have a lot of passion for this industry, and I would like the reality show to give our listeners and those in our industry an opportunity to see that passion."

R&R



Cruise





▶ **LUPE FIASCO** SCORES HIS FIRST RHYTHMIC TOP 10 AS "SUPERSTAR" SURGES 13-9, UP 310 PLAYS.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	2	11	CHRIS BROWN WITH YOU	NO. 1 (1 WK)	1 ☆	5572 +204	45.031	1
2	1	23	FLO RIDA FEATURING T-PAIN LOW		11 2	5546 +1	43.795	2
3	3	12	SNOOP DOGG SENSUAL SEDUCTION		11	4917 +7	36.681	3
4	4	11	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT		11 ☆	4348 +519	26.193	4
5	5	12	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		11 ☆	3540 -72	23.733	5
6	7	14	J. HOLIDAY SUFFOCATE		11 ☆	3404 +192	22.228	6
7	6	17	TREY SONGZ CAN'T HELP BUT WAIT		11 ☆	3233 -308	21.376	8
8	11	6	RIHANNA DON'T STOP THE MUSIC		11 ☆	2860 +232	20.019	9
9	13	6	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR		1ST & 15TH/ATLANTIC	2764 +310	19.767	11
10	10	18	SEAN KINGSTON TAKE YOU THERE		11 ☆	2739 +89	18.035	12
11	15	13	PITBULL FEATURING LIL JON THE ANTHEM		11 ☆	2568 +188	19.850	10
12	9	16	FERGIE CLUMSY		11 2 ☆	2481 -347	14.095	17
13	8	23	PLIES FEATURING AKON HYPNOTIZED		11	2464 -507	21.655	7
14	12	20	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 3 ☆	2202 -420	15.350	13
15	14	23	ALICIA KEYS NO ONE		11 4 ☆	2129 -294	14.753	14
16	19	7	BIRDMAN FEATURING LIL WAYNE POP BOTTLES		11	1975 +5	11.679	21
17	22	4	RAY J & YUNG BERG SEXY CAN I	AIRPOWER	11	1871 +428	12.819	19
18	21	5	2 PISTOLS FEATURING T-PAIN & TAY DIZM SHE GOT IT		11 ☆	1816 +254	9.106	26
19	18	10	FAT JOE FEATURING J. HOLIDAY I WON'T TELL		11	1791 -163	14.560	16
20	17	23	CHRIS BROWN FEATURING T-PAIN KISS KISS		11 2 ☆	1780 -252	13.792	18
21	16	16	BABY BASH FEATURING SEAN KINGSTON WHAT IS IT		11	1650 -450	11.335	22
22	20	13	KANYE WEST FEATURING DWELE FLASHING LIGHTS		11 ☆	1497 -251	14.565	15
23	23	14	BIG GEMINI HYPNOTIZED		11 ☆	1494 +87	8.369	28
24	16	4	MARIO CRYING OUT FOR ME		11 ☆	1273 +147	9.817	23
25	14	7	THE-DREAM FALSETTO		11	1260 +48	9.706	24
26	10	6	SHAWTY LO DEY KNOW		11	1144 +232	9.143	25
27	NEW		MARIAH CAREY TOUCH MY BODY	MOST INCREASED PLAYS/MOST ADDED	11	1142 +1142	11.979	20
28	27	11	ENUR FEATURING NATASJA CALABRIA ZDDB		11	982 -81	8.665	27
29	31	4	BOW WOW & OMARION HEY BABY [JUMP OFF]		11	968 +59	5.094	36
30	32	3	KEYSHIA COLE I REMEMBER		11 ☆	917 +115	8.151	30
31	NEW		RYAN LESLIE DIAMOND GIRL		11 ☆	782 +306	7.791	31
32	36	2	COLBY O'DONIS FEATURING AKON WHAT U GOT		11	779 +159	8.196	29
33	34	3	MISSY ELLIOTT CHING-A-LING		11 ☆	770 +62	6.037	33
34	28	20	PLAYAZ CIRCLE FEATURING LIL WAYNE DUFFLE BAG BOY		11	734 -273	5.385	35
35	33	5	ASIA CRUISE SELFISH		11	733 -25	2.952	-
36	NEW		USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB		11 ☆	700 +544	6.978	32
37	39	2	CHERISH FEATURING YUNG JOC KILLA		11	697 +159	4.071	-
38	35	6	MARY J. BLIGE JUST FINE		11 ☆	686 +27	6.028	34
39	25	18	BOW WOW & OMARION GIRLFRIEND		11	671 -452	4.743	37
40	29	6	JANET FEEDBACK		11	569 -398	4.108	40

MOST ADDED

MARIAH CAREY 67
Touch My Body (Island/DJMG)
KBBT, KBDS, KBFM, KBMB, KBOS, KCHZ, KDDB, KDGS, KDHT, KOON, KEZE, KGGI, KHTN, KIBT, KIKI, KISV, KKFR, KKWD, KLUC, KOHT, KPFW, KPRR, KPWR, KQKS, KRKA, KSEQ, KSFM, KTTB, KUBE, KULU, KVEG, KVEG, KWIN, KXBT, KXHT, KXJM, KYLD, KYZZ, KZFM, KZON, KZZA, WAJZ, WBBM, WBTT, WHZT, WIBT, WJJS, WJMN, WKHT, WLDD, WLTO, WMBX, WNHT, WNVZ, WPOW, WQHT, WRCL, WRDW, WRD, WRVZ, WVKL, WVKX, WXIS, WZMX, XHTO, XHTZ, XMOR

USHER FEAT. YOUNG JEEZY 39
Love In This Club (LaFace/Zomba)
KBBT, KBDS, KBMB, KBOS, KDDB, KDGS, KDHT, KEZE, KHTN, KIBT, KIKI, KISV, KKFR, KKWD, KPFW, KPWR, KRKA, KSEQ, KULU, KVEG, KWIN, KXJM, KYZZ, KZFM, WHZT, WIBT, WKHT, WLDD, WMBX, WNHT, WPOW, WRCL, WRDW, WRD, WRVZ, WVKX, WXIS, XHTO, XHTZ

COLBY O'DONIS FEAT. AKON 8
What You Got (Konlive/Geffen/Interscope)
KBDS, KDDB, KIKI, KKFR, KSFM, KZZA, WKHT, WRDW

FLO RIDA 8
Elevator (Poe Boy/Atlantic)
KBDS, KBMB, KHTN, KISV, KTBT, KXHT, WAJZ, WJJS

RAY J & YUNG BERG 7
Sexy Can I (Knockout/Deja 34/Epic/Koch)
KCHZ, KIKI, KOHT, KPWT, WIBT, WLTO, WQHT

CHERISH FEAT. YUNG JOC 7
Killa (Sho'Nuff/Capitol)
KBBT, KTBT, KYLD, WAJZ, WBTT, WJJS, WKHT

BOW WOW & OMARION 6
Hey Baby (Jump Off) (T.U.G./Columbia)
KOON, KSEQ, KWIN, KYZZ, WAJZ, WMBX

MISSY ELLIOTT 5
Ching-A-Ling (Goldmind/Atlantic)
KBOS, KPRR, KSEQ, KYZZ, WXIS

LIL MAMA FEAT. CHRIS BROWN & T-PAIN 4
Shawty Get Loose (Jive/Zomba)
KISV, KSEQ, KXBT, KYZZ

ADDED AT... XHTO
El Paso, TX
PD: Francisco Aguirre
MD: Alex "Big Al" Flora
Martijn Ten Velden, I Wish You Would, 30
Mariah Carey, Touch My Body, 17
Usher Feat. Young Jeezy, Love In This Club, 15
FOR REPORTING STATIONS PLAYLISTS GO TO: www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
CASELY Emotional (Diaz Brothers/Epic/Koch) TOTAL STATIONS: 47	515/63	LIL' WILL My Dougie (Rudeboy/Unauthorized/Asylum) TOTAL STATIONS: 35	438/57
THE DEY Give You The World (Epic/Koch) TOTAL STATIONS: 45	513/44	YING YANG TWINS Drop (TVT) TOTAL STATIONS: 31	369/43
DOLLA FEAT. T-PAIN & TAY DIZM Who The F*** Is That (Jive/Zomba) TOTAL STATIONS: 42	482/23	RICK ROSS FEAT. T-PAIN The Boss (Slip-N-Slide/Def Jam/DJMG) TOTAL STATIONS: 42	361/148
LIL MAMA FEAT. CHRIS BROWN Shawty Get Loose (Jive/Zomba) TOTAL STATIONS: 43	469/153	PITBULL FEAT. TRINA & YOUNG BOSS Go Girl (Famous Artists/TVT) TOTAL STATIONS: 25	346/20
FLO RIDA Elevator (Poe Boy/Atlantic) TOTAL STATIONS: 52	465/62	LEONA LEWIS Bleeding Love (SYCO/JR/MG) TOTAL STATIONS: 21	324/120

MOST INCREASED PLAYS

+1142	MARIAH CAREY Touch My Body (Island/DJMG) KYLD +49, WBBM +47, WJMN +42, WVKX +41, KCHZ +33, KWIN +33, KLUC +32, KZON +32, WHZT +32, KPWR +30
+544	☆ USHER FEAT. YOUNG JEEZY Love In This Club (LaFace/Zomba) WVKX +46, KYLD +36, WBBM +33, WRCL +32, WJFX +30, WHZT +28, WLDD +27, KXJM +24, WIBT +23, KVEG +21
+519	WEBBIE, LIL' PHAT & LIL' BOOSIE Independent (Trill/Asylum/Atlantic) WRVZ +41, WKHT +40, KKFR +39, KSFM +36, KDHT +33, WJFX +32, WIBT +27, WVKX +25, KKWD +22, WPOW +20
+428	RAY J & YUNG BERG Sexy Can I (Knockout/Deja 34/Epic/Koch) WKHT +29, KCHZ +27, WRCL +25, WNHT +24, WJMN +22, KKFR +20, KBDS +18, WNVZ +18, KKWD +18, XMOR +16
+310	LUPE FIASCO FEAT. MATTHEW SANTOS Superstar (1st & 15th/Atlantic) WRCL +44, WRVZ +28, KVEG +27, KZON +24, WIBT +21, WXIS +21, KTTB +18, KBMB +17, KOHT +16, KDDB +15

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations, 75 rhythmic stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

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Having a station that reaches into an adjacent market can provide extra sales opportunities for the primary frequency. But from a marketing standpoint, it's often a challenge to understand the nuances between the primary and secondary markets. ■ Magic Broadcasting owned urban KDAY/Los Angeles and rhythmic KWIE (Wild 96.1)/Riverside until July 2007. The 96.1 frequency was sold to Liberman Broadcasting and in August, the format flipped to regional Mexican. When Magic owned both stations, there was little effort put into marketing KDAY in Riverside (also known as the Inland Empire). Magic Broadcasting VP of marketing Damien Lewis explains that because of the similarity in the two original formats, the owner "didn't want to jeopardize the ratings on Wild." But "when we sold it and they turned Spanish, we were then able to really focus on promoting KDAY a little more out in the Inland Empire."

When the sale was announced, Magic partner Roy Laughlin said at the time, "The divestiture of KWIE [Wild 96.1]/Riverside to a Spanish-language broadcaster is a key part of Magic Broadcasting's strategy to build a Southern California SuperStation concept at 93.5 KDAY to serve Los Angeles and 93.5 KDAI [now KWIE]—to serve the Inland Empire simultaneously." He noted that the simulcast made KDAY the only L.A. station with towers in L.A. and Riverside Counties.

Despite KDAY's initial focus on L.A., the station still pulled larger shares in Riverside than in its larger primary market. Having a signal that doesn't penetrate all of L.A. is one of KDAY's challenges locally, but having a tower in

Riverside makes the station much more competitive there since the signal isn't an issue.

Rather than treat Riverside, market No. 26, as secondary to L.A., market No. 2, Magic treats both markets equally. "We have a separate sales staff and a separate promotion staff in the Inland Empire," Lewis says. "We're probably the only L.A. station that's very serious about it."

Promotion director "Mike McCully oversees all the promotions in Riverside, and is also very interactive with a lot of stuff that we have going on in Los Angeles. As a result, we all work in conjunction with each other, and it's not like it's a separate station; it's still one station as a whole."



Experiencing Wendy: Earlier this month, Wendy Williams, host of Westwood One-syndicated "Wendy Williams Experience," broadcast from newest affiliate KDAY/Los Angeles. From left are KDAY station manager Karla Santos, Williams, WWI entertainment division senior VP/GM Max Krasny and Magic Broadcasting VP of marketing Damien Lewis.



'We certainly don't want to seem like we're an L.A. player coming to the backyard of the Inland Empire.'

—Damien Lewis

Lewis believes that that market is so important that it shouldn't be looked upon like a stepchild: "It is equal to Los Angeles because it is one of the fastest-growing markets in the country."

Since it is more affordable to live in Riverside and commute to L.A. to work, many listeners are able to lock into KDAY continuously. Lewis says,

"This is one of the very few radio stations that you can listen to from the Inland Empire all the way to L.A."

However, Lewis remains mindful that there are listeners who work and live in Riverside, so KDAY is making subtle moves to also endear itself to listeners in the I.E.

"In Riverside, we try to make the

radio station localized and very Riverside-centric," Lewis says. "Our station vehicles say 'No. 1 in the I.E.' on the side of them. We also have a dedicated promotions team to do events out there, so it doesn't seem like an L.A. station coming out to Riverside. It seems like we are a radio station that is in Riverside, because we have a tower in Riverside. We don't want to discount that market and we certainly don't want to seem like we're an L.A. player coming to the backyard of the Inland Empire."

Lewis became familiar with the Riverside market during his previous job at Clear Channel/L.A. as director of market operations, working with then-regional VP Laughlin, who oversaw eight L.A. stations and 45 in the region. Working closely with Clear Channel's rhythmic KGGI/Riverside helped him realize the market's importance and rapid growth.

Having two dedicated staffs promoting KDAY in separate markets has helped sales efforts. "It's a bonus for an advertiser," Lewis says. "If you're a Riverside advertiser, you get L.A.; if you're an L.A. advertiser, you get Riverside. If you're a national buying agency, you can double your buy for the same amount of money and have presence in both markets. It's a much more efficient buy for the advertiser."

According to Lewis, the biggest challenge is that "there's so many phenomenal things going on in both markets that you can't always be everywhere at the same time, which is why we have two promotions teams. There's only so many events that you can do."

Working as a single unit undoubtedly helps Lewis keep the Los Angeles and Riverside promotion and marketing teams on the same page. "It's not just me marketing this radio station," Lewis says. "It's a general consensus of the people that I work with and outside influences that kind of guide me in a way to where I can help market the radio station along with them. It's not a single-man effort here."

R&R

KDAY's New 'Experience'

KDAY/Los Angeles-Riverside may have signal challenges in L.A., but the January addition of the Westwood One's syndicated "The Wendy Williams Experience" just might appeal to listeners in the entertainment capital of the world. The show originates from Inner City urban AC WBLS/New York and can be heard on KDAY weekdays from 11 a.m. to 3 p.m.



In a Jan. 17 announcement about her addition to the KDAY lineup, Williams said, "Being on the air in Los Angeles is part of a dream come true. The other part of my dream is to be the most captivating, thought-provoking radio personality in town. Call the stars! Wendy's comin' to Hollywood and taking no prisoners!" —DD



▶ WITH **USHER** AND **MARIAH CAREY** DEBUTING AT NO. 21 AND NO. 23, RESPECTIVELY, IT'S THE FIRST TIME TWO SONGS HAVE SIMULTANEOUSLY BOWED IN THE TOP 25 SINCE 1995.

LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	3	KEYSHIA COLE	I REMEMBER	NO. 1 (1 WK)	☆	4546 +128	43.689	1
2	1	J. HOLIDAY	SUFLOCATE		☆	4288 -274	42.720	2
3	5	SNOOP DOGG	SENSUAL SEDUCTION		11	3888 -257	34.637	6
4	2	WEBBIE, LIL' PHAT & LIL' BOOSIE				3866 -612	32.648	8
5	6	CHRIS BROWN	WITH YOU		11 ☆	3789 +143	35.170	5
6	4	ALICIA KEYS	LIKE YOU'LL NEVER SEE ME AGAIN		11 ☆	3577 -584	35.269	4
7	10	THE-DREAM	Falsetto			3544 +483	34.539	7
8	8	MARIO	CRYING OUT FOR ME		☆	3365 +145	36.985	3
9	7	FLO RIDA FEATURING T-PAIN	LOW		112	3334 -153	31.913	9
10	9	SHAWTY LO	DEY KNOW			3127 -10	25.317	11
11	11	MARY J. BLIGE	JUST FINE		☆	2480 -124	27.192	10
12	15	ROCKO	UMMA DOME			2253 +234	16.551	16
13	13	FAT JOE FEATURING J. HOLIDAY	I WON'T TELL			2174 +86	19.624	13
14	12	TREY SONGZ	CAN'T HELP BUT WAIT		11	2146 -417	23.187	12
15	17	RAY J & YUNG BERG	SEXY CAN I			2095 +311	17.922	14
16	16	LUPE FIASCO FEATURING MATTHEW SANTOS	SUPERSTAR			2039 +245	15.833	17
17	14	KANYE WEST FEATURING DWELE	FLASHING LIGHTS		☆	1698 -327	17.076	15
18	19	JAY-Z FEATURING PHARRELL	I KNOW		☆	1542 +63	10.625	21
19	21	MISSY ELLIOTT	CHING-A-LING		☆	1513 +72	10.191	22
20	18	BIRDMAN FEATURING LIL WAYNE	POP BOTTLES		☆	1495 -262	12.453	19
21	NEW	USHER FEATURING YOUNG JEEZY	LOVE IN THIS CLUB		☆	1125 +890	12.712	18
22	28	RICK ROSS FEATURING T-PAIN	THE BOSS			1090 +268	6.901	25
23	NEW	MARIAH CAREY	TOUCH MY BODY			1041 +1041	11.976	20
24	23	HURRICANE CHRIS FEATURING BOXIE	PLAYAS ROCK			1034 -20	5.613	31
25	22	MARY J. BLIGE	WORK THAT		☆	1001 -297	6.340	27
26	30	2 PISTOLS FEATURING T-PAIN & TAY DIZM	SHE GOT IT		☆	878 +111	5.125	34
27	26	JAHEIM	NEVER		☆	860 -23	6.059	28
28	33	LYFE JENNINGS	NEVER NEVER LAND		☆	859 +172	7.072	24
29	29	DOLLA FEATURING T-PAIN & TAY DIZM	WHO THE F*** IS THAT			830 +13	5.375	33
30	31	RAHEEM DEVAUGHN	CUSTOMER		☆	821 +73	6.045	29
31	NEW	SOULJA BOY TELL'EM FEATURING ARAB	YAHHH!			735 +339	5.528	32
32	25	SEAN KINGSTON	TAKE YOU THERE		11 ☆	713 -179	3.338	-
33	39	LIL' WILL	MY DOUGIE		☆	689 +202	7.522	23
34	35	CHERI DENNIS FEATURING YUNG JOC & GORILLA ZOE	PORTRAIT OF LOVE			687 +22	3.327	-
35	24	BOW WOW & OMARION	GIRLFRIEND		☆	672 -274	5.674	30
36	32	TRINA	SINGLE AGAIN			651 -46	3.729	40
37	40	RYAN LESLIE	DIAMOND GIRL		☆	650 +165	6.719	26
38	2	MIKE JONES FEATURING HURRICANE CHRIS	DROP & GIMME 50			632 +76	3.060	-
39	NEW	TREY SONGZ	LAST TIME			604 +165	4.397	36
40	37	CHERISH FEATURING YUNG JOC	KILLA		☆	582 -22	4.117	38

MOST ADDED

MARIAH CAREY 71
Touch My Body (Island/IDJMG)
 KATZ, KBFB, KBTT, KBXX, KDAY, KHTE, KIPR, KJMM, KKDA, KMEL, KNDA, KOPW, KPRS, KRRQ, KVSP, Sirius Hot Jamz, WAMO, WBFA, WBLK, WBTF, WBTP, WCDX, WCKX, WDH, WDKX, WEAS, WEDR, WEMX, WELP, WFXA, WFXE, WGGI, WQZB, WHHH, WHHL, WHRK, WHTD, WHXT, WJZ, WJZD, WJZE, WKKY, WKYS, WQW, WPEG, WPGC, WPHL, WPRW, WPRX, WQBT, WQHH, WQKQ, WQUE, WRBJ, WTMG, WUBT, WUSL, WVEE, WWPR, WWWZ, WXBT, WZFX, WZHT, XM The City

USHER FEAT. YOUNG JEEZY 59
Love In This Club (LaFace/Zomba)
 KBFB, KBTT, KBXX, KDAY, KHTE, KIPR, KJMM, KKDA, KMEL, KNDA, KOPW, KPRS, KRRQ, KVSP, Sirius Hot Jamz, WAMO, WBFA, WBLK, WBTF, WBTP, WCDX, WDH, WDKX, WEDR, WEMX, WERQ, WELP, WFXA, WFXE, WGGI, WHHL, WHTD, WHXT, WJZ, WJZD, WJZE, WKKY, WQW, WPEG, WPGC, WPHL, WPRW, WPRX, WQBT, WQHH, WRBJ, WTMG, WUSL, WWWZ, WXBT, WZFX, WZHT, XM The City

CASELY 30
Emotional (Diaz Brothers/Epic/Koch)
 KBTT, KHTE, KIPR, KJMM, KOPW, KPRS, KVSP, WAMO, WBFA, WBLK, WBTF, WDKX, WEMX, WELP, WFXA, WFXE, WJKS, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WKKY, WQHH, WRBJ, WTMG, WXBT, WZFX, WZHT

FLO RIDA 11
Elevator (Poe Boy/Atlantic)
 KBXX, KHTE, KPRS, KRRQ, WBHJ, WBTF, WCKX, WDH, WJWZ, WRBJ, WWWZ

LYFE JENNINGS 9
Never Never Land (Columbia)
 KDAY, KMJJ, KTCC, WAMO, WBLX, WEAS, WJZE, WPRW, WUBT

LIL MAMA FEAT. CHRIS BROWN & T-PAIN 9
Shawty Get Loose (Jive/Zomba)
 KBXX, KDAY, KNDA, KRRQ, WERQ, WFXE, WHTD, WJZ, WXBT

JANET 9
Luv (Island/IDJMG)
 KPRS, KRRQ, WBLK, WBTP, WGGI, WQZB, WJBT, WPRW, WUBT

2 PISTOLS FEAT. T-PAIN & TAY DIZM 7
She Got It (Universal Republic)
 KMJJ, KTCC, WBLX, WBTP, WCKX, WEAS, WJLB

ADDED AT... KJMM
 Tulsa, OK
 PD: Terry Monday
 Mariah Carey, Touch My Body, 15
 Usher Feat. Young Jeezy, Love In This Club, 5
 Casely, Emotional, 0

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

NEW AND ACTIVE

ARTIST / LABEL	PLAYS /GAIN	ARTIST / LABEL	PLAYS /GAIN
LIL MAMA FEAT. CHRIS BROWN Shawty Get Loose (Jive/Zomba)	529/206	BIRDMAN FEAT. YOUNG JEEZY, RICK ROSS, & LIL WAYNE 100 Million (Cash Money/Universal Motown)	307/47
TOTAL STATIONS:	63	TOTAL STATIONS:	37
RAZAH Rain (Manhood/Def Jam/IDJMG)	439/97	PLIES Bust It Baby (Part 1) (Big Gates/Slip-N-Slide/Atlantic)	292/49
TOTAL STATIONS:	38	TOTAL STATIONS:	19
JANET Luv (Island/IDJMG)	419/268	YUNG RALPH I Work Hard (Universal Republic)	282/51
TOTAL STATIONS:	52	TOTAL STATIONS:	39
POP IT OFF BOYZ Crank Dat Batman (Universal Motown)	407/28	JIM JONES Love Me No More (Dipse/Koch)	276/69
TOTAL STATIONS:	54	TOTAL STATIONS:	39
FLO RIDA Elevator (Poe Boy/Atlantic)	366/219	RIHANNA Don't Stop The Music (SRP/Def Jam/IDJMG)	260/82
TOTAL STATIONS:	50	TOTAL STATIONS:	32

MOST INCREASED PLAYS

+1041	MARIAH CAREY Touch My Body (Island/IDJMG) WEMX +50, WZHT +40, WTMG +35, KBFB +33, WPHL +33, KVSP +30, WBTF +29, WUSL +29, WWPR +28, WAMO +26
+890	USHER FEAT. YOUNG JEEZY Love In This Club (LaFace/Zomba) WJMI +59, WZHT +52, WPRW +29, WVEE +28, WHTA +27, WHHL +25, WHTD +24, KMEL +24, KBFB +24, WUSL +23
+483	THE-DREAM Falsetto (Radio Killa/Def Jam/IDJMG) KBFB +38, WZHT +37, WUSL +33, WHTD +29, WPEG +25, WFXA +25, WPRW +20, WPHL +19, WDH +19, WENZ +17
+339	SOULJA BOY TELL'EM FEAT. ARAB YAHHH! (ColliPark/Interscope) KOPW +31, WBHJ +28, WUSL +18, KATZ +18, WZFX +17, WQBT +16, KIPR +16, WHHH +14, WJMI +12, KKDA +11
+311	RAY J & YUNG BERG Sexy Can I (Knockout/Deja 34/Epic/Koch) WZHT +26, WCDX +24, WHHH +23, WEMX +21, SHJ +18, WQW +15, WPGC +15, WPRW +14, WHTD +14, WBTP +13

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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▶ **WILL DOWNING'S** "AFTER TONIGHT," WHICH PEAKED AT NO. 16 A MONTH AGO, CONTINUES TO HOLD ONTO CHART STATUS IN ITS 21ST WEEK WITH A 12-SPIN GAIN AT NO. 19.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	15	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN	NO. 1 (6 WKS) MBKJ/RMG	1949 -179	17.884 1
2	18	18	JAHEIM NEVER	DIVINE MILL/ATLANTIC	1872 -7	16.197 3
3	4	15	KEYSHIA COLE I REMEMBER	MOST INCREASED PLAYS IMANI/GEFFEN/INTERSCOPE	1867 +145	17.692 2
4	3	19	MARY J. BLIGE JUST FINE	MATRIARCH/GEFFEN/INTERSCOPE	1726 -78	16.113 4
5	21	21	RAHEEM DEVAUGHN WOMAN	JIVE/ZOMBA	1386 +61	13.416 5
6	7	13	ERYKAH BADU HONEY	UNIVERSAL MOTOWN	1085 +84	7.398 9
7	8	48	MUSIQ SOULCHILD TEACH ME	ATLANTIC	1016 +23	8.490 7
8	6	25	ALICIA KEYS NO ONE	MBKJ/RMG	976 -36	7.986 8
9	10	28	JOE MY LOVE	JIVE/ZOMBA	901 +32	5.086 14
10	11	29	CHAKA KHAN ANGEL	BURGUNDY/COLUMBIA	768 -63	5.618 12
11	9	25	JUSTIN TIMBERLAKE DUET WITH BEYONCE UNTIL THE END OF TIME	JIVE/ZOMBA	764 -144	8.752 6
12	15	11	CHAKA KHAN ONE FOR ALL TIME	BURGUNDY/COLUMBIA	660 +74	6.194 10
13	14	31	ANGIE STONE FEATURING BETTY WRIGHT BABY	STAX/CMG	628 +5	5.953 11
14	17	5	ANGIE STONE SOMETIMES	STAX/CMG	606 +100	4.840 15
15	13	16	KIRK FRANKLIN DECLARATION (THIS IS IT)	GOSPO CENTRIC/ZOMBA	589 -47	5.210 13
16	16	20	ARETHA FRANKLIN WITH FANTASIA PUT YOU UP ON GAME	J/RMG	579 +22	3.894 18
17	18	17	JILL SCOTT MY LOVE	HIDDEN BEACH	487 -19	3.538 19
18	20	4	KEITH SWEAT FEATURING PAISLEY BETTIS SUGA SUGA SUGA	KEIA/ATCO/RHINO	442 +108	2.274 23
19	19	21	WILL DOWNING AFTER TONIGHT	PEAK/CMG	361 +12	2.631 20
20	26	8	MARY J. BLIGE WORK THAT	AIRPOWER MATRIARCH/GEFFEN/INTERSCOPE	355 +136	4.805 16
21	21	9	J. HOLIDAY SUFFOCATE	MUSIC LINE/CAPITOL	282 -27	3.999 17
22	22	13	CHRISSETTE MICHELE BE OK	DEF JAM/IDJMG	256 -5	1.267 34
23	27	3	CHARLIE WILSON FEATURING T-PAIN SUPA SEXY	JIVE/ZOMBA	253 +57	1.117 36
24	23	12	TAMIA ALMOST	PLUS VIMAGE	253 -3	1.722 25
25	29	11	MARVIN WINANS JUST DON'T WANNA KNDW	PURESPRINGS GOSPEL	236 +58	1.586 30
26	31	2	LEDISI IN THE MORNING	VERVE FORECAST/VERVE	234 +72	1.260 35
27	24	19	ANTHONY HAMILTON DO YOU FEEL ME	DEF JAM/IDJMG	233 -17	2.605 21
28	25	6	MICHAEL McDONALD LOVE T.K.O.	UNIVERSAL MOTOWN	202 -33	0.856 38
29	33	13	JOHN TA AUSTIN THE ONE THAT GOT AWAY	SO SO DEF/ISLAND URBAN/IDJMG	184 +37	0.717 -
30	28	4	CHERI DENNIS FEATURING YUNG JOC & GORILLA ZOE PORTRAIT OF LOVE	BAD BOY/ATLANTIC	180 -12	0.750 40
31	38	2	EMILY KING U & I	LIFEPRINT/J/RMG	159 +59	0.711 -
32	39	14	KEYSHIA COLE INTRODUCING AMINA SHOULD LET YOU GO	IMANI/GEFFEN/INTERSCOPE	153 +57	2.236 24
33	32	15	YOLANDA ADAMS HOLD ON	COLUMBIA	153 -7	0.740 -
34	30	11	TREY SONGZ CAN'T HELP BUT WAIT	SONG BOOK/ATLANTIC	139 -38	2.469 22
35	35	9	MARVIN SAPP NEVER WOULD HAVE MADE IT	VERITY/ZOMBA	130 +21	1.702 26
36	36	3	MARY J. BLIGE HURT AGAIN	MATRIARCH/GEFFEN/INTERSCOPE	123 +15	1.047 37
37	37	5	WILLIE CLAYTON A WOMAN KNOWS	MALACO	105 +2	0.493 -
38	40	3	LYFE JENNINGS NEVER NEVER LAND	COLUMBIA	103 +23	1.602 29
39	NEW	NEW	MARIAH CAREY TOUCH MY BODY	ISLAND/IDJMG	99 +99	1.632 27
40	34	20	ELISABETH WITHERS HEARTSTRINGS	BLUE NOTE/CAPITOL	87 -33	0.600 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
MINT CONDITION Baby Boy Baby Girl (Caged Bird/Image)	20
MARIAH CAREY Touch My Body (Island/IDJMG)	9
LIVIN OUT LOUD Lately (Kin)	8
KEITH SWEAT FEAT. PAISLEY BETTIS Suga Suga Suga (Keia/Atco/Rhino)	6
ANGIE STONE Sometimes (Stax/CMG)	5
LEDISI In The Morning (Verve Forecast/Verve)	4
CHARLIE WILSON FEAT. T-PAIN Supa Sexy (Jive/Zomba)	4
ERYKAH BADU Honey (Universal Motown)	3
CHERI DENNIS FEAT. YUNG JOC & GORILLA ZOE Portrait Of Love (Bad Boy/Atlantic)	2
MARY J. BLIGE Work That (Matriarch/Geffen/Interscope)	2

ADDED AT... KRNB
Dallas, TX
PD: Shay Moore
Cheri Dennis, Portrait Of Love, 0
Emily King, U & I, 0
Ledisi, In The Morning, 0

FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
JOHN LEGEND Slow Dance (G.O.O.D./Columbia)	77/32	FLOYD TAYLOR You Still Got It (Malaco)	46/16
JANET Luv (Island/IDJMG)	66/48	MELISSA YOUNG Just A Girl (Sugashack)	38/6
SNOOP DOGG Sensual Seduction (Doggy'syle/Geffen/Interscope)	63/1	REV. TIMOTHY WRIGHT & THE NEW YORK FELLOWSHIP MASS CHOIR You Must Come In At The Door (MQM/JEG)	36/5
RAHEEM DEVAUGHN Customer (Jive/Zomba)	60/15	MICHAEL JACKSON WITH WILL.I.AM The Girl Is Mine 2008 (Legacy/Epic)	33/33
MARCUS MILLER FEAT. CORINNE BAILEY RAE Free (Concorc Jazz/CMG)	48/14	THE CANTON SPIRITUALS I Recommend Jesus (Verity/Zomba)	32/12

MOST INCREASED PLAYS

+146	KEYSHIA COLE I Remember (Imani/Geffen/Interscope) WYLD +21, WMIB +18, WMX +13, WPHR +13, WRNB +11, WBLS +10, WDLT +8, WDAZ +8, WRKS +7, KMEZ +7
+136	MARY J. BLIGE Work That (Matriarch/Geffen/Interscope) WKUS +12, WJHT +11, WCFB +11, WHQT +5, WWDM +5, SHS +4, WPHR +4, WFLN +4, WRKS +4, WKLS +4
+108	KEITH SWEAT FEAT. PAISLEY BETTIS Suga Suga Suga (Keia/Atco/Rhino) WYBE +10, WQNC +9, KRNB +8, WDLT +8, WMIB +7, KMJM +7, WTYB +7, SHS +6, WHRP +6, WKSP +5
+100	ANGIE STONE Sometimes (Stax/CMG) WTYB +10, WZZZ +9, KALJ +8, WHRP +8, WLVH +7, WMJU +7, WQKQ +6, WVAZ +6, WYLD +6, WRNB +6
+99	MARIAH CAREY Touch My Body (Island/IDJMG) WSRB +11, WBLS +9, WRNB +8, WWIN +8, WVKL +7, WWDM +7, WDLT +5, WKLS +5, WTYB +5, KVMA +4

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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▶ "SHE GOT IT" CLIMBS 11-9 TO GRANT NEWCOMERS 2 PISTOLS AND FEATURED RAPPER TAY DIZM THEIR FIRST TOP 10. FOR T-PAIN, THE SONG'S OTHER GUEST STAR, IT IS HIS NINTH TOP 10.

URBAN REPORTERS

WJIZ/Albany, GA PD: J.D. Kunes MD: B-Slim	WCKX/Columbus, OH* PD: J.D. Kunes MD: B-Slim	KHTE/Little Rock, AR* PD: Joe Ratliff APD/MD: Toni Seville	WDKX/Rochester, NY* OM/MD: Andre Marcel APD: Jim Jordan MD: Tariq Spence
KBCE/Alexandria, LA PD: Al Irvin APD: Brion O'Brion	KNDA/Corpus Christi, TX* OM/MD: Napp-I PD: Richard Leal	KIPR/Little Rock, AR* OM/MD: Mark Dylan PD: Joe Booker	KMEL/San Francisco, CA* OM: Michael Martin PD: Stacy Cunningham MD: Von "Big Von" Johnson
KKST/Alexandria, LA OM/MD: Jay Stevens APD: Wade Hampton MD: Corey B.	KBFB/Dallas, TX* OM/MD: John Candelaria MD: DJ Big Bink Theodore Turner	KDAY/Los Angeles, CA* PD: Theo	Music Choice R&B-Hip Hop/Satellite OM/MD: Damon Williams MD: Lamonda Williams
WHTA/Atlanta, GA* OM/MD: Steve Hegwood APD: Bill Black MD: Stix Malone	KKDA/Dallas, TX* PD/MD: Skip Cheatham APD: Gary Saunders	WGZB/Louisville, KY* PD: Tim Gerard Girton	Music Choice Rap/Satellite OM/MD: Damon Williams APD: Mecca Thames MD: Lamonda Williams
WVEE/Atlanta, GA* PD: Reggie Rouse MD: Amir Boyd	WDHT/Dayton, OH* OM: J.D. Kunes PD: Scott Sharp	WHRK/Memphis, TN* PD: Devin Steel APD/MD: Big Sue Purnell	Sirius Hip Hop Nation/Satellite OM: Geronimo PD: Reggie Hawkins MD: Ron Mills Triana
WFXA/Augusta, GA* OM/MD: Terry Monday	WHTD/Detroit, MI* OM/MD: Al Payne APD: Benita "Lady BG" Gray MD: Ms. Smiley	WJXM/Meridian, MS PD: Jigga JT	Sirius Hot Jamz/Satellite* OM: Geronimo PD: Tonya Byrd MD: Vanessa Grullon
WPRW/Augusta, GA* OM: Steve Burke PD: Tim "Fattz" Snell MD: TuTu	WJLB/Detroit, MI* PD: KJ Holiday	WEDR/Miami, FL* PD: Derrick Baker MD: Shelby Rushin	XM Raw/Satellite PD: Leo G.
WERQ/Baltimore, MD* APD/MD: Neke Howse	WJVN/Dothan, AL OM/MD: JR Wilson	WKKV/Milwaukee, WI* PD: Bailey Coleman APD/MD: Reggie Brown	XM The City/Satellite* PD: Lisa M. Ivery MD: DJ Xclusive
WEMX/Baton Rouge, LA* PD: J-Tweezy MD: Kool DJ Supa Mike	WZFX/Fayetteville, NC* OM: Jeff Anderson APD: Mike Tech MD: Sherman "DJ Drocc" Howze	WBLX/Mobile, AL* OM: James Alexander MD: Maurice DeVoe PD: Al Weeden APD: Cortney Hicks	WEAS/Savannah, GA* OM: Maurice DeVoe APD/MD: Lil G
KTCX/Beaumont, TX* OM: Maurice DeVoe PD: Doug Harris APD/MD: Adrian Scott	WTMG/Gainesville, FL* PD/MD: Jamie "DJ Babyface" Pendleton	WJWZ/Montgomery, AL* OM: Terry Barber PD/MD: Marvin "Doughboy" Nugent	WQBT/Savannah, GA* PD: Bo Money APD: Jeff Nice
WJZD/Biloxi, MS* PD: Rob Neal	WJMH/Greensboro, NC* OM/MD: Brian Douglas MD: Tap Money	KBTT/Shreveport, LA* PD/MD: Quenn Echols	KMJJ/Shreveport, LA* OM: Maurice DeVoe PD: JayTek
WBHJ/Birmingham, AL* PD: Mary K. MD: Lil Homie	WIKS/Greenville, NC* PD: J-Dot APD: Teresa Terry	WUBT/Nashville, TN* OM: Rich Davis APD: Pamela Aniese	KATZ/St. Louis, MO* PD: Taylor J
WBLK/Buffalo, NY* PD: Chris Reynolds	KBXX/Houston, TX* PD: Terri Thomas APD: Kevin Jackson MD: J Mac	WQUE/New Orleans, LA* PD: Angela Watson PD: Derrick Corbett	WHHL/St. Louis, MO* OM/MD: Jowol "Boogie D" Gilchrist APD/MD: Staci Static
WWVZ/Charleston, SC* OM/MD: Terry Base MD: Yonni "Da Rude Bwoi" Rude	WEUP/Huntsville, AL* OM: Steve Murry PD: Anthony "Big Ant" Simmons MD: Jeffrey "DJ Illie III" Rice	WWPR/New York, NY* PD: Cadillac Jack APD/MD: Nadine Santos	WBTP/Tampa, FL* PD: Ron "Jomama" Shepard MD: Coka-Lani Kimbrough
WPEG/Charlotte, NC* PD: Terri Avery MD: Deon Cole	WUVA/Charlottesville, VA OM/MD: Tanisha R. Thompson	WOWI/Norfolk, VA* OM: Travis Dylan PD: DJ Law MD: DJ Fountz	WJUC/Toledo, OH* PD: Charlie Mack
WJTT/Chattanooga, TN* PD: Keith Landecker MD: Magic Crutcher	WHHH/Indianapolis, IN* PD: Brian Wallace MD: Don "DJ Wrekk 1" Williams	KVSP/Oklahoma City, OK* OM/MD: Terry Monday MD: Jo Corleone	WJZE/Toledo, OH* PD: Rocky Love APD: Brandi Brown
WGCI/Chicago, IL* PD: Kris Kelley MD: Kenard "KZ" Karter	WJMI/Jackson, MS* OM/MD: Stan Branson APD: Alice Marie	KOPW/Omaha, NE* PD: Bryant McCain MD: Albert "Big Al" Harper	KJMM/Tulsa, OK* OM/MD: Terry Monday APD: Aaron Bernard
WPWX/Chicago, IL* PD: Jay Alan MD: Barbara McDowell	WJBT/Jacksonville, FL* OM: Gail Austin PD: G-Wiz	WPHI/Philadelphia, PA* PD: Colby Colb MD: Bent Roc	WESE/Tupelo, MS OM: Rick Stevens PD: GQ Riley
WIZF/Cincinnati, OH* MD: Greg Williams	KPRS/Kansas City, MO* OM: Andre Carson PD/MD: Myron Fears	WUSL/Philadelphia, PA* PD: Thea Mitchem APD/MD: Kashon Powell	WLYX/Valdosta, GA OM/MD: Shailuv
WENZ/Cleveland, OH* OM/MD: Kim Johnson APD: Robin Simone MD: DJ Latin Assassin	KRRQ/Lafayette, LA* PD: D-Rock	WAMO/Pittsburgh, PA* PD: DJ Boogie MD: Kode Wred	WKYS/Washington, DC* OM: Kathy Brown PD: Steve Hegwood APD: Dionne Burkett MD: Paul Stewart
WHXT/Columbia, SC* PD: Chris Connors MD: Shanik Mincie	KJMH/Lake Charles, LA OM: Bryan Taylor PD/MD: Erik Thomas APD: Gina Cook	WQOK/Raleigh, NC* OM/MD: Cy Young APD/MD: Shawn Alexander	WPGC/Washington, DC* PD: Graham "Skip" Dillard MD: Brown Hornhit
WXBT/Columbia, SC* OM: LJ Smith PD/MD: Brian Paiz	KZWA/Lake Charles, LA OM: Antony Bartie MD: Tammy Tousant	WBTJ/Richmond, VA* PD: Aaron Maxwell APD/MD: Mike Street	WJKS/Wilmington, DE* PD: Tony Quatarone MD: Manuel Mena
WBFA/Columbus, GA* OM: Brian Waters PD: Derrick "Lil' D" Greene	WQHH/Lansing, MI* PD: Brant Johnson MD: J. Hicks	WCDX/Richmond, VA* OM/MD: Jeff Anderson	
WFKE/Columbus, GA* OM: Carl Conner, Jr. PD: Michael Soul MD: Kenya White	KJMZ/Lawton, OK OM/MD: Terry Monday APD: Tony Tone		
WMSU/Columbus, MS OM: GQ Riley PD: Sebastian Riley MD: Shawna Young	WBTF/Lexington, KY* PD/MD: Jay Alexander		

* Monitored Reporters

THIS WEEK	LAST WEEK	WEEKS ON CHART	RAP		ARTIST TITLE	IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK	
1	1	25			FLO RIDA FEATURING T-PAIN LOW	NO. 1 (10 WKS) POE BOY/ATLANTIC	112	8880	-152	75.709	1
2	2	20			WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT	TRILL/ASYLUM/ATLANTIC		8214	-93	58.841	2
3	3	14			LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR	MOST INCREASED PLAYS 1ST & 15TH/ATLANTIC		4803	+555	35.599	3
4	5	16			SHAWTY LO DEY KNOW	D4L/ASYLUM		4271	+222	34.460	4
5	4	11			FAT JOE FEATURING J. HOLIDAY I WON'T TELL	TERROR SQUAD/IMPERIAL/CAPITOL		3965	-77	34.184	5
6	8	23			BIRDMAN FEATURING LIL WAYNE POP BOTTLES	CASH MONEY/UNIVERSAL MOTOWN		3470	-257	24.132	8
7	7	15			KANYE WEST FEATURING DWELE FLASHING LIGHTS	ROC-A-FELLA/DEF JAM/DJMG		3195	-578	31.642	6
8	6	25			PLIES FEATURING AKON HYPNOTIZED	BIG GATES/SLIP-N-SLIDE/ATLANTIC	11	3148	-634	26.684	7
9	11	6			2 PISTOLS FEATURING T-PAIN & TAY DIZM SHE GOT IT	UNIVERSAL REPUBLIC		2694	+365	14.231	14
10	10	13			PITBULL FEATURING LIL JON THE ANTHEM	FAMOUS ARTISTS/TVT		2677	+190	20.224	10
11	13	12			ROCKO UMMA DO ME	ROCKY ROAD/ISLAND URBAN/DJMG		2528	+250	18.263	11
12	9	24			KANYE WEST FEATURING T-PAIN GOOD LIFE	ROC-A-FELLA/DEF JAM/DJMG	11	2434	-336	21.852	9
13	14	5			MISSY ELLIOTT CHING-A-LING	THE GOLD MIND/ATLANTIC		2283	+134	16.228	12
14	12	17			BABY BASH FEATURING SEAN KINGSTON WHAT IS IT	ARISTA/RMG		1791	-434	12.183	16
15	17	5			JAY-Z FEATURING PHARRELL I KNOW	ROC-A-FELLA/DEF JAM/DJMG		1693	-23	11.327	17
16	15	30			PLAYAZ CIRCLE FEATURING LIL WAYNE DUFFLE BAG BOY	DTP/DEF JAM/DJMG	11	1604	-365	13.856	15
17	19	17			BIG GEMINI HYPNOTIZED	BIG GUN/UPSTAIRS		1550	+72	8.392	21
18	18	35			SOULJA BOY TELL'EM CRANK THAT (SOULJA BOY)	COLLIPARK/INTERSCOPE	112	1473	-165	9.392	20
19	24	4			RICK ROSS FEATURING T-PAIN THE BOSS	AIRPOWER SLIP-N-SLIDE/DEF JAM/DJMG		1451	+416	10.105	18
20	16	27			DJ KHALED FEAT. T-PAIN, TRICK DADDY, RICK ROSS & PLIES I'M SO HOOD	TERROR SQUAD/KOCH		1424	-294	14.878	13
21	22	14			DOLLA FEATURING T-PAIN & TAY DIZM WHO THE F*** IS THAT	JIVE/ZOMBA		1312	+36	7.670	22
22	23	11			HURRICANE CHRIS FEATURING BOXIE PLAYAS ROCK	POLO GROUNDS/J/RMG		1159	-56	6.527	27
23	26	6			LIL' WILL MY DOUGIE	RUDEBWOY/UNAUTHORIZED/ASYLUM		1127	+259	9.960	19
24	21	12			TRINA SINGLE AGAIN	SLIP-N-SLIDE		1118	-212	7.163	24
25	25	4			BOW WOW & OMARION HEY BABY (JUMP OFF)	T.U.C./COLUMBIA		1079	+62	5.725	29
26	31	2			LIL MAMA FEATURING CHRIS BROWN SHAWTY GET LOOSE	JIVE/ZOMBA		998	+359	6.798	25
27	34	2			SOULJA BOY TELL'EM FEATURING ARAB YAHHH!	COLLIPARK/INTERSCOPE		939	+432	7.253	23
28	33	2			FLO RIDA ELEVATOR	POE BOY/ATLANTIC		831	+281	6.641	26
29	30	5			MIKE JONES FEATURING HURRICANE CHRIS DROP & GIMME SO	ICE AGE/SWISHAHOUSE/ASYLUM/WARNER BROS.		759	+85	3.908	32
30	29	11			DEM FRANCHIZE BOYZ TALKIN' OUT DA SIDE OF YA NECK!	VIRGIN/CAPITOL		606	-79	2.740	-
31	32	5			BAKE UP BOYZ FEATURING JIM JONES NOW I CAN DO THAT	PHASE ONE		573	-53	1.487	-
32	27	11			GLASSES MALONE FEATURING AKON CERTIFIED	CASH MONEY/UNIVERSAL MOTOWN		569	-115	5.560	30
33	35	2			THE DEY GIVE YOU THE WORLD	EPIC/KOCH		540	+43	3.266	36
34	28	10			SCARFACE FEATURING TREY SONGZ GIRL YOU KNOW	RAP-A-LOT 4 LIFE/ASYLUM/ATLANTIC		523	-180	3.558	33
35	37	6			POP IT OFF BOYZ CRANK DAT BATHAM	UNIVERSAL MOTOWN		509	+22	3.293	35
36	36	3			ROSCOE UMALI FEATURING BOBBY VALENTINO & E-40 LIVE IT UP!	ARTISANS OF WAR		489	-21	1.635	-
37	39	2			YING YANG TWINS DROP	TVT		465	+114	3.070	39
38	NEW				BIRDMAN FEAT. YOUNG JEEZY, RICK ROSS, & LIL WAYNE 100 MILLION	CASH MONEY/UNIVERSAL MOTOWN		353	+41	2.297	-
39	40	2			PITBULL FEATURING TRINA & YOUNG BOSS GO GIRL	FAMOUS ARTISTS/TVT		353	+16	2.763	-
40	NEW				PLIES BUST IT BABY (PART 1)	BIG GATES/SLIP-N-SLIDE/ATLANTIC		346	+53	3.241	37

FOR WEEK ENDING FEBRUARY 17, 2008

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▶ INCLUDING THIS WEEK'S MOST INCREASED PLAYS HONOR, "TAKE IT BACK" BY **DORINDA CLARK-COLE** (17-14, UP 63 PLAYS) HAS CLAIMED MOST ADDED, AIRPOWER OR MOST INCREASED PLAYS IN EACH OF ITS FIVE WEEKS ON THE CHART.

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	KIRK FRANKLIN DECLARATION (THIS IS IT)	NO. 1 (2 WKS) GOSPOCENTRIC/ZOMBA	892 +3	4.020 1
2	2	MARVIN SAPP NEVER WOULD HAVE MADE IT	VERITY/ZOMBA	856 +9	3.495 4
3	3	BEVERLY CRAWFORD HE'S DONE ENOUGH	JDI	795 +4	3.141 5
4	5	THE CLARK SISTERS LIVIN'	EMI GOSPEL	734 +10	3.509 3
5	6	REV. TIMOTHY WRIGHT & THE NEW YORK FELLOWSHIP MASS CHOIR YOU MUST COME IN AT THE DOOR	MQM/JEG	719 +8	2.977 7
6	4	MAURETTE BROWN CLARK ONE GOD	AIR GOSPEL/MALACO	717 -34	3.877 2
7	7	THE NEW LIFE COMMUNITY CHOIR FEATURING JOHN P. KEE RIGHT NOW PRAISE	TYSCOT/NEW LIFE/VERITY/ZOMBA	680 -29	2.860 9
8	9	BISHOP NOEL JONES PRESENTS THE CITY OF REFUGE SANCTUARY CHOIR NOT ABOUT US	ALPHA DOG/TYSCOT	584 +57	2.294 13
9	10	RICKY DILLARD & "NEW G" (NEW GENERATION CHORALE) THE LIGHT	NUSPRING/EMI GOSPEL	549 +49	2.299 12
10	8	J MOSS PRAISE ON THE INSIDE	PAJAM/GOSPOCENTRIC/ZOMBA	547 -26	3.083 6
11	14	RUBEN STUDDARD, DEITRICK HADDON & MARY MARY LOVE HIM LIKE I DO	VERITY/ZOMBA	538 +61	2.838 10
12	11	TRIN-I-TEE 5:7 LISTEN	SPIRIT RISING/MUSIC WORLD	519 +16	2.882 8
13	15	ANGELA SPIVEY & THE VOICES OF VICTORY EYES ON THE PRIZE	JEG	513 +37	1.559 19
14	17	DORINDA CLARK-COLE TAKE IT BACK	MOST INCREASED PLAYS GOSPOCENTRIC/ZOMBA	498 +63	1.653 18
15	18	BONAFIDE PRAISERS WORK IT OUT	AIRPOWER EMTRO GOSPEL	455 +32	1.655 17
16	16	YOLANDA ADAMS HOLD ON	COLUMB A	455 -13	1.732 16
17	13	DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS GIANTS	EMI GOSPEL	454 -28	2.534 11
18	19	SHEKINAH GLORY MINISTRY JESUS	KINGDOM	381 -38	1.238 21
19	20	JOSHUA'S TROOP EVERYBODY CLAP YOUR HANDS	NEW HAVEN	376 -31	1.788 15
20	21	CANTON JONES MY DAY	AIRPOWER ARROW	372 +60	2.119 14
21	6	JONATHAN NELSON FEATURING PURPOSE MY NAME IS VICTORY	INTEGRITY	292 +58	0.986 22
22	10	JEFF MAJORS FEATURING GERALD LEVERT BEGGAR	MUSIC ONE	241 +27	1.248 20
23	7	JIMMY HICKS & THE VOICES OF INTEGRITY MOVE	WORLDWIDE	229 +3	0.699 25
24	19	PASTOR RUDOLPH MCKISSICK JR. AND THE WORD & WORSHIP MASS CHOIR MAGNIFY	EMTRO GOSPEL	226 +22	0.697 26
25	3	ISAIAH D. THOMAS & E.O.P. THE GREATEST	HABA/KLK	226 +20	0.782 23
26	8	DEWAYNE WOODS FEATURING THE TRI-CITY SINGERS CODIE	QUIET WATER/VERITY/ZOMBA	221 -10	0.613 28
27	3	SHIRLEY CAESAR SWEEPING THROUGH THE CITY	SHU-BEL/LIGHT	179 +14	0.314 -
28	NEW	ALBERT JAMISON PRESENTS NEW YORK STATE MASS CHOIR SHOW YOURSELF MIGHTY	WEIS/LIGHT	142 +18	0.366 -
29	NEW	DONALD LAWRENCE INTRODUCES: THE MURRILLS FAMILY (THERE'S A HEALING)	MOST ADDED QUIET WATER/VERITY/ZOMBA	140 +24	0.381 -
30	NEW	JAMES FORTUNE & FIYA I TRUST YOU	BLACKSMOKE/WORLDWIDE	139 +33	0.342 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
DONALD LAWRENCE INTRODUCES: THE MURRILLS Family (There's A Healing) (Quiet Water/Verity/Zomba) WCAO, WHLW, WOAD	3
REGINA BELLE God Is Good (Pendulum) Sirius Praise, WFMI, WNOO	3
ANGELA SPIVEY Eyes On The Prize (JEG) WCAO, WPRS	2
RUBEN STUDDARD/DEITRICK HADDON/MARY MARY Love Him Like I Do (Verity/Zomba) WCHB, XM The Spirit	2
DORINDA CLARK-COLE Take It Back (Gospo Centric/Zomba) WJMO, WTLC	2
NIKEA HOOKER Kee's Prayer (JEG) WHLW, WUFO	2
JAMES FORTUNE & FIYA I Trust You (Blacksmoke) WCAO, WPZZ	2
CYNTHIA JONES Gotta Soul (Angel Dove) WEUP, WXEZ	2
ANGELA CHRISTIE Because Of Who You Are (ACSM) WXOK, WXVI	2

**ADDED AT...
WXVI**
Montgomery, AL
PD: Glinda Perkins
Angella Christie, Because Of Who You Are, 3
Byron Cage, Royalty (Love At The Apollo), 2

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
BOBBY JONES FEAT. KAREN CLARK-SHEAR Can't Nobody (Gospo Centric/Zomba) TOTAL STATIONS: 11	132/0	EUCLID GRAY Let Me Praise Him (Malaco) TOTAL STATIONS: 5	66/8
BILLY RIVERS & THE ANGELIC VOICES OF FAITH He'll Never Leave You (Right Now) TOTAL STATIONS: 11	114/7	SHEI ATKINS Lord I Love You (Soul Muzic/Paid In Full) TOTAL STATIONS: 13	62/4
SHAWN MCLEMORE AND NEW IMAGE Sunday Morning (WorldWide) TOTAL STATIONS: 11	104/6	DA T.R.U.T.H. FEAT. DONNIE MCCLURKIN That Great Day (Cross Movement) TOTAL STATIONS: 11	55/5
STAN JONES FEAT. TARRALYN RAMSEY Where Would I Be (Blackberry/Malaco) TOTAL STATIONS: 6	75/0	THE STRAIGHT GATE MASS CHOIR Born To Worship (Live) (Bajada/Lightyear) TOTAL STATIONS: 5	55/2
EARNEST PUGH Just For Who You Are (Crystal Rose) TOTAL STATIONS: 8	74/10	JONATHAN BUTLER He Said He Would (Maranatha!) TOTAL STATIONS: 11	53/18

MOST INCREASED PLAYS

+63

DORINDA CLARK-COLE

Take It Back (Gospo Centric/Zomba)
WHLW +22, WTLC +15, WNNL +8, WUFO +6, WOAD +5,
WCHB +5, WNOO +5, WEUP +4, WJYO +4, WXVI +3

+61

RUBEN STUDDARD, DEITRICK HADDON & MARY MARY

Love Him Like I Do (Verity/Zomba)
WOAD +20, WLHB +13, WCHB +13, WJYO +11, XSRT +7,
KROI +6, WFLT +6, WTLC +5, KHLR +4, WEUP +3

+60

CANTON JONES

My Day (Arrow)
WXEZ +16, WPZZ +12, WTLC +10, WPPZ +6, WLHB +6,
WEUP +5, WFLZ +5, WNNL +4, KHLR +2, WOAD +2

+58

JONATHAN NELSON FEAT. PURPOSE

My Name Is Victory (Integrity)
WHLW +53, WOAD +5, WPRS +5, WXTC +5, WTLC +5,
XSRT +3, WFMI +3, WLOU +3

+57

BISHOP NOEL JONES PRESENTS THE CITY OF REFUGE SANCTUARY CHOIR

Not About Us (Alpha Dog/TyScot)
WTLC +23, WHLW +21, WOAD +19, WSOK +4, WHAL +3,
WUFO +3, WLOU +2, WPEZ +2, WFMY +2, KROI +2

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	LW
1	MYRON BUTLER & LEVI STRONGER (EMI GOSPEL)		458	451	6	BYRON CAGE WITH ALL OF MY MIGHT (GOSPOCENTRIC/ZOMBA)		302	325
2	BRUCE PARHAM CALL...ESUS (EMTRO GOSPEL)		450	495	7	DEWAYNE WOODS & WHEN SINGERS MEET LET GO (QUIET WATER/VERITY/ZOMBA)		296	308
3	THE CANTON SPIRITUALS I RECOMMEND JESUS (VERITY/ZOMBA)		400	370	8	THE CLARK SISTERS BLESS'D & HIGHLY FAVORED (EMI GOSPEL)		293	301
4	ISRAEL & NEW BREED FEATURING T-BONE WITH LONG LIFE (INTEGRITY)		376	399	9	HEZEKIAH WALKER & LFC GRATEFUL (VERITY/ZOMBA)		278	269
5	GEORGIA MASS CHOIR TELL IT (SAVOY/MALACO)		338	413	10	BISOP PAUL S. MORTON BE BLESSED (TEHLA/LIGHT)		271	320

WPZE/Atlanta, GA*
OM: Steve Higwood
PD/MC: Derek Harper

WCAO/Baltimore, MD*
PD: Lae Michaels
APD/VD: Danielle Brown

WWIN/Baltimore, MD
PD: Timi Watts

WXOK/Baton Rouge, LA*
OM: LeBron "BJ" Joseph
PD/MC: J'Michael Francois

WUFD/Buffalo, NY*
PD: Da'ayne "Landers"
Cumberlander
MD: DLane Price

WJNL/Charleston, SC*
OM: Michael Baynard
PD: B'Linda Parker
MD: Anthony Baxter

WXTG/Charleston, SC*
OM: Bryan Taylor
PD: Michael Lee
APD: Edwin "Chef" Wright

WPZS/Charlotte, NC*
PD: Alvin Stowe
MD: Tonya Rivers

WNOO/Chattanooga, TN*
OM: Lee Clear
PD/MD: Sam Terry

WGRB/Chicago, IL*
PD: Sonya M. Blakey
APD/MD: Effie Rolfe

WJMO/Cleveland, OH*
PD/MD: Kim Johnson

WFMV/Columbia, SC*
PD: Tony "Gee" Green
APD/MD: Monica Washington

WEAM/Columbus, GA
OM: Carl Conner, Jr.
PD: Pam Dixon

WAJV/Columbus, MS
OM: GG Riley
PD: Sebastian Riley

WJYD/Columbus, OH*
OM: Jerry Smith
PD: Dawn Mosby

KHVN/Dallas, TX
PD: Antonio Johnson

WCHB/Detroit, MI*
OM/MD: Al Payne

WFLT/Flint, MI*
OM/MD: Sammie L. Jordan, Jr.

WEAL/Greensboro, NC*
PD/MD: Joseph Level

KROI/Houston, TX*
OM/MD: Terri Thomas

WDLJ/Huntsville, AL*
PD/MD: Walter Peavey

WEUP/Huntsville, AL*
OM: Hurdley Betts
PD: Steve Murry
MD: Ricky Sykes

WTLR/Indianapolis, IN*
OM: Brian Wallace
PD: The First Lady
MD: Donovan Hartwell

WHLH/Jackson, MS*
OM: Steve Kelly
MD: Lance Fuller

WOAD/Jackson, MS*
OM: Stan Branson
PD/MD: Percy Davis

KPRT/Kansas City, MO
OM: Andre Carson
PD: Myron Fears
APD: Freddie Bell
MD: Debbie De Johnson

KHLR/Little Rock, AR*
OM: Sonny Victory
PD: JC Loves

KPKZ/Little Rock, AR
OM: Mark Dylan
PD/MD: Billy St. James

WLLOU/Louisville, KY*
PD: Bill Price

WBWP/Memphis, TN
MD: Doreen Graves

WHAL/Memphis, TN*
PJ: Eileen Collier
APD/MD: Tracy Bethea

WLOK/Memphis, TN*
PD/MD: Kim Harper

WMBM/Miami, FL
PD/MD: Greg Cooper

WHLW/Montgomery, AL*
OM: Michael Long
PJ/MD: Connie Bryant

WXVI/Montgomery, AL*
PJ: Glinda Perkins

WTHE/Nassau, NY*
MD: Clara Mack

WPRF/New Orleans, LA
PD: Kris "Cap'n Kris" McCoy

WLIB/New York, NY*
PD: Denise Hill

WFMI/Norfolk, VA*
OM: Neal Williams
PD: Mike Chandler

WXEZ/Norfolk, VA*
OM: John Shomby
PD: Dale Murray

WPPZ/Philadelphia, PA*
OM/MD: Elroy Smith
APD/MD: CeCe McGhee

WNNL/Raleigh, NC*
OM/MD: Jerry Smith
MD: Melissa Wade

WPZZ/Richmond, VA*
OM: Jeff Anderson
PD: Reggie Baker

Rejoice/Satellite
PD: Willie Mae McIver

Sheridan Gospel Network/Satellite
PD: Michael Gamble
APD: Morgan Dukes
MD: Ace Alexander

Sirius Praise/Satellite*
OM: B.J. Stone
PD: Pat McKay
MD: Sasha Montero

XM The Spirit/Satellite*
PD/MD: Jay Bryant

WSOK/Savannah, GA*
PD: E. Larry McDuffie

KOKA/Shreveport, LA*
PD: Eddie Giles
APD/MD: Sharon Flournoy

KATZ/St. Louis, MO*
MD: Dwight Stone

WIMC/Trenton, NJ
OM/MD: Felicia Brannon
APD/MD: Robyn McCollum

WTSK/Tuscaloosa, AL
OM: Greg Tomasello
PD/MD: Charles Anthony

WPGC/Washington, DC*
OM/MD: John Deadwyler

WPRS/Washington, DC*
PD/MD: Ron Thompson

WFAI/Wilmington, DE
OM: Melyin Brittingham
PD/MD: Manuel Mena

* Monitored Reporters



Ideas that work in marketing and promotion

WPOZ/Orlando's Own Promotional Magic Kingdom

Kevin Peterson

KPeterson@RadioandRecords.com

When we asked readers what they wanted more information about, one of the top responses was marketing and promotions. So we've gone to one of the most competitive markets in the country—Orlando, and a station that is consistently a market leader, WPOZ (Z88.3)—to see what they are doing right. ■ Promotion director Carol Baker oversees marketing and promotions for Z88.3, and says that when the station starts planning, there's one criterion that every potential plan must meet. "We always ask, 'How does this benefit 'Kate,' our demo?' She is very busy with family, work, church, friends, schedules, etc. We have to invent a promotion that will make her want to take time out of her busy day to listen and react."

Relationships and partnerships can help make promotions successful. Baker says that its partnership with a local hospital, offering free health screenings throughout the year, has been Z88.3's best community outreach, by far. "During the month of February we offer free blood pressure checks and EKGs, with no appointment necessary, at Z88.3 van stops during a campaign that we call Listen to Your Heart, Check Your Numbers," she says. "In April and May, we offer Girls Night Out for Health events, which offer free women's health screenings as well as free snacks, massages, manicures, makeovers and more. During October we are able to give away free mammograms to winners during our Z-Cares Breast Cancer Awareness campaign."

But, she adds, the best promotion the station does by far is its Hit Me With Your Best Shot free flu shot campaign. Last year alone, Z88.3 distributed more than 10,000 free flu shots through the partnership.

Baker goes on to say that sometimes what starts out to be a simple promotion can take on a life of its own. "Our free health campaigns started out as a partnership to offer free flu shots and grew into a year-round commitment to central Florida health." She adds that it is advantageous to make and keep those community contacts and relationships because you never know when they will blossom into an amazing

promotion later on down the road.

Another highly successful Z88.3 promotion involves Disney World's Christian-oriented Night of Joy. Every September, Disney shuts down the Magic Kingdom early on a Friday and Saturday night and reopens just for Night of Joy ticket holders. In addition to all the rides and attractions, stages located throughout the park feature continuous music from some of the biggest names in Christian music.

The station pays to sponsor the annual event. The sponsorship includes park signage, access to put Z88.3 personalities onstage to introduce artists, as well as broadcasts from the Magic Kingdom that can be heard throughout the park during both nights of the event. Baker says the station gives away hundreds of tickets for Night of Joy as part of its marketing philosophy.

"Our most successful marketing campaign has to be our Z88.3 bumper sticker and billboard campaigns. Try driving anywhere in central Florida and not spotting one of our bumper stickers or billboards."

Baker says that station owner Central Florida Educational Foundation president/CEO Jim Hoge always says, "If you are going to bribe someone through contesting, we may as well get something out of it," so the station thank listeners for "wearing" a Z

'Our free health campaigns started out as a partnership to offer free flu shots and grew into a year-round commitment to central Florida health.'

—Carol Baker



bumper sticker every day, through an on-air bumper sticker contest with "really awesome" prizes. "There is nothing better than receiving a free family four-pack of tickets to the Magic Kingdom at Walt Disney World, except when it is four tickets to see your favorite Z artists perform live during Disney's Night of Joy," Baker says. "Now that is a bribe that is worthy of 'Kate' taking time out of her day to try to win."

When it comes to laying out marketing and promotion plans for the station, Baker says the longer she has to think through things and plan, the better. That said, she adds that being reactive to your environment is also a huge part of good promotions.

"Last year when tornadoes devastated central Florida in the middle of a February evening, Z88.3 reacted," she says. Within a few days, the station rolled out its Wake-a-Friend campaign, which urged listeners to put together a list of phone numbers for friends and family who live in central Florida. "They asked listeners to post this list in their home for quick access and dur-

ing severe weather, for listeners to get out their list and make potentially life-saving phone calls," Baker says. "We felt that those phone calls may give friends or family the precious minutes they need to get to a place of safety. To make sure that listeners took this campaign seriously, we offered free weather radios to the first 50 people to show their completed Wake-a-Friend list at each Z88.3 van stop."

Baker says the promotion came to light after station GM/PD Dean O'Neal stayed on the air all night begging listeners to call and wake their friends in areas that were being hit by severe weather. Within two days, they had the campaign rolling out on the air, again because of good relationships and partnerships in the community. She adds, "We were able to set up Z88.3 van stops within a matter of minutes at local Super Wal-Mart stores because of the relationship we already had with them."

Obviously the station is able to measure its overall success in the ratings, where it finished the fall 2007 Arbitron book third overall in the Orlando market with persons 12+ and third in its "Kate" target of women 25-54.

When it comes to measuring the success of a promotion or marketing campaign, Baker says, "we measure the success of a campaign by the numbers of people who show up. We are also able to measure a campaign's success by the e-mails that we receive. I can tell you that we receive a ton thanking us for offering free health screenings, and hear from many listeners who have been diagnosed early enough to receive treatment because of our free health campaigns."

R&R

R&R CHRISTIAN AC

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► **PHILLIPS, CRAIG & DEAN** SCORE THE CHART'S TOP DEBUT AT NO. 28 WITH THE TITLE TRACK TO ITS OCTOBER 2006 ALBUM. THE TRIO HAS PLACED TWO OTHER SONGS FROM THE SET ON THE CHART, "YOUR NAME" (NO. 10 PEAK, JANUARY 2007) AND "SAVED THE DAY" (NO. 20, AUGUST 2007).

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL	PLAYS TW	±	AUDIENCE MILLIONS	RANK
1	20	MERCYME GOD WITH US	NO. 1 (9 WKS)	IN.O	1625	-12	4.324	1
2	19	MATTHEW WEST YOU ARE EVERYTHING		SPARROW/EMI CMG	1499	+29	3.485	3
4	8	JEREMY CAMP LET IT FADE		BEC/TOOTH & NAIL	1394	+98	4.051	2
4	25	CHRIS TOMLIN AMAZING GRACE (MY CHAINS ARE GONE)		SIXSTEPS/SPARROW/EMI CMG	1311	-58	3.013	4
5	26	NATALIE GRANT IN BETTER HANDS		CURB	1134	-8	2.194	7
6	23	NEWSBOYS IN WONDER		INPOP	1107	-58	2.630	6
7	34	CASTING CROWNS EAST TO WEST		BEACH STREET/REUNION/PLG	1074	-84	2.791	5
8	24	MONK & NEAGLE THE TWENTY-FIRST TIME		REUNION/PLG	893	-85	2.158	9
9	22	POINT OF GRACE HOW YOU LIVE (TURN UP THE MUSIC)		WORD-CURB	852	-57	1.845	11
10	13	STEVEN CURTIS CHAPMAN MOST INCREASED PLAYS/MOST ADDED CINDERELLA		SPARROW/EMI CMG	815	+179	2.172	8
11	20	BRANDON HEATH DON'T GET COMFORTABLE		MONOMODE/REUNION/PLG	753	-16	1.497	16
12	25	ROBBIE SEAY BAND SONG OF HOPE		SPARROW/EMI CMG	719	-22	1.545	14
13	5	FEE ALL BECAUSE OF JESUS		INO	623	+61	1.519	15
14	25	RUSH OF FOOLS WHEN OUR HEARTS SING		MIDAS	620	-46	1.711	12
15	13	BRITT NICOLE SET THE WORLD ON FIRE		SPARROW/EMI CMG	565	-18	1.052	22
15	3	CASTING CROWNS AIRPOWER EVERY MAN		BEACH STREET/REUNION/PLG	518	+72	1.202	18
18	8	BUILDING 429 SINGING OVER ME		WORD-CURB	518	+40	1.188	19
18	2	33MILES THANK YOU		INO	501	+138	1.669	13
19	9	BIG DADDY WEAVE HOLD ME JESUS		FERVENT/WORD-CURB	435	-30	1.237	17
20	9	MANDISA GOD SPEAKING		SPARROW/EMI CMG	357	-42	0.817	25
21	5	CARRIE UNDERWOOD SO SMALL		ARISTA/ARISTA NASHVILLE/PLG	351	+25	1.883	10
22	5	TOBYMAC FEATURING SITI MONROE ONE WORLD		FOREFRONT/EMI CMG	342	+9	0.678	28
22	2	NEEDTOBREATHE WASHED BY THE WATER		ATLANTIC/WORD-CURB	333	+49	0.792	26
24	3	JADON LAVIK COME THOU FOUNT		BEC/TOOTH & NAIL	318	+21	1.063	21
25	5	DECEMBERADIO FIND YOU WAITING		SLANTED/SPRING HILL	305	+34	0.559	-
26	2	TENTH AVENUE NORTH LOVE IS HERE		REUNION/PLG	293	+10	0.851	24
27	RE-ENTRY	CONNSERVINE LIVE FOR YOU		NO	290	+24	0.656	29
28	NEW	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS		NO	278	+9	0.263	-
29	NEW	MAINSTAY WHERE YOUR HEART BELONGS		BEC/TOOTH & NAIL	273	+40	0.621	30
30	NEW	MATT MAHER YOUR GRACE IS ENOUGH		ESSENTIAL/PLG	272	+27	0.489	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
STEVEN CURTIS CHAPMAN Cinderella (Sparrow/EMI CMG)	7
TENTH AVENUE NORTH Love Is Here (Reunion/PLG)	6
CASTING CROWNS Every Man (Beach Street/Reunion/PLG)	4
NEEDTOBREATHE Washed By The Water (Atlantic/Word-Curb)	4
AARON SHUST Watch Over Me (Brash)	4
SALVADOR Aware (Word-Curb)	4
FEE All Because Of Jesus (INO)	3
DECEMBERADIO Find You Waiting (Slanted/Spring Hill)	3
JEREMY CAMP Let It Fade (BEC/Tooth & Nail)	2

ADDED AT... XM THE MESSAGE

Satellite
 OM: Jon Zellner
 PD: Mike Abrams
 MD: Jim Epperlein

Aaron Shust, Watch Over Me, O
 Rush Of Fools, Can't Get Away, O

FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
DAVID CROWDER BAND Never Let Go (Sixsteps/Sparrow/EMI CMG)	261/12	PLUMB In My Arms (Curb)	143/3
TOTAL STATIONS:	18	TOTAL STATIONS:	7
RUSH OF FOOLS Can't Get Away (Midas)	244/124	BUILDING 429 You Carried Me (Word-Curb)	131/50
TOTAL STATIONS:	17	TOTAL STATIONS:	17
LAURA STORY Mighty To Save (INO)	198/41	SKILLET The Older I Get (Ardent/SRE/INO)	130/10
TOTAL STATIONS:	17	TOTAL STATIONS:	9
MICHAEL ENGLISH The Only Thing Good In Me (Curb)	177/4	LEELAND Count Me In (Essential/PLG)	122/1
TOTAL STATIONS:	9	TOTAL STATIONS:	11
AARON SHUST Watch Over Me (Brash)	169/52	STELLAR KART Jesus Loves You (Word-Curb)	113/1
TOTAL STATIONS:	13	TOTAL STATIONS:	8

MOST INCREASED PLAYS

- +179 **STEVEN CURTIS CHAPMAN** Cinderella (Sparrow/EMI CMG) KTSJ +26, KTSY +24, WLPJ +21, XMES +17, WMSJ +16, WJXL +9, WFZH +9, WJQK +9, KFIS +9, KTIS +9
- +138 **33MILES** Thank You (INO) KLTY +24, WCQR +21, KFIS +20, KBNU +16, XMES +15, KFIS +10, KPEZ +10, WJQK +7, WLFJ +6, WRBS +5
- +124 **RUSH OF FOOLS** Can't Get Away (Midas) WCQR +19, WBSN +13, WCSG +11, KBNU +16, KLJC +13, KXDJ +13, KKSP +11, KTSJ +11, WJTL +8, KTSY +3
- +98 **JEREMY CAMP** Let It Fade (BEC/Tooth & Nail) WFFH +14, WCQR +11, WJQK +11, WFZH +11, KSBJ +8, WLFJ +8, KKSP +7, KFIS +6, WRBS +6, KSGN +4
- +72 **CASTING CROWNS** Every Man (Beach Street/Reunion/PLG) XMES +16, WJQK +13, WRBS +11, WJQK +8, KSBJ +6, KLTY +6, WPOZ +5, WJTL +4, WAWZ +4, WMSJ +3

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	LW
1	MERCYME BRING THE RAIN (INO)		704	722	6	JEREMY CAMP GIVE YOU GLORY (BEC/TOOTH & NAIL)		579	596
2	BRANDON HEATH I'M NOT WHO I WAS (MONOMODE/REUNION/PLG)		668	674	7	TREE63 BLESSED BE YOUR NAME (INPOP)		571	591
3	RUSH OF FOOLS UNDO (MIDAS)		651	680	8	BIG DADDY WEAVE EVERY TIME I BREATHE (FERVENT/WORD-CURB)		566	588
4	AARON SHUST MY SAVIOR MY GOD (BRASH)		641	629	9	DAVID CROWDER BAND EVERYTHING GLORIOUS (SIXSTEPS/SPARROW/EMI CMG)		521	552
5	LINCOLN BREWSTER EVERLASTING GOD (INTEGRITY)		620	609	10	AARON SHUST GIVE ME WORDS TO SPEAK (BRASH)		518	515

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for ru es and symbol explanations.
 *54 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 30 reporters, christian CHR 26, christian rock 27 and soft AC/inspirational 16. © 2008 Nielsen Business Media, Inc. All rights reserved.

SOFT AC INSPIRATIONAL REPORTERS

- | | | | | | |
|---|---|---|---|---|---|
| WMIT/Asheville, NC
PD: Tom Greene
MD: Matt Stockman | WNFR/Flint, MI
OM: Lori McNaughton
PD: Brian Smith
MD: Ellyn Davey | Family Life Ministries/Network
PD: John Owens
APD: Kevin VanBuren
MD: Cecil VanHouten | KLTV/Ponca City, OK
PD/MD: Tony Weir
APD: Jeremy Louis | WSMR/Sarasota, FL
OM: Douglas Poll
PD: Dave Ryerson
APD: Dan Young
MD: Paul Perrault | WOLW/Traverse City, MI
PD/MD: Patrick Green |
| KC3I/Dallas, TX*
PC: Mike Tirone
AFD: Bill Bumpas
MD: John McLain | Family Life Communications/Network
PD: Dawn Bumstead
APD: Adam Biddell
MD: Bill Ronning | WAFR/Network
OM: Marvin Sanders
PD: Rick Robertson
MD: Jim Stanley | WGSL/Rockford, IL
OM: Ron Tietsort
PD: Corey Neese
MD: Charmel Jacobs | KCFB/St. Cloud, MN
PD: Jim Park
MD: Chuck Heuberger | WGNV/Wausau, WI
OM: Karen Benke
PD: Mark Bystrom
MD: Todd Christopher |
| WCDR/Dayton, OH
CM: Keith Hamer
PC/MD: Eric Johnson | KNLB/Phoenix, AZ
PD: Faron Eckelbarger | KCRN/San Angelo, TX
PD/MD: Mark Mohr
APD: Steve Hayes | KYCC/Stockton, CA
PD: Scott Mearns
MD: Marina Tahod | | |



► THE AFTERS END A PATIENT FOUR-WEEK WAIT AT NO. 2, AS "NEVER GOING BACK TO OK" ASCENDS TO THE TOP SPOT OF CHRISTIAN CHR. THE SONG IS THE TITLE CUT FROM THE BAND'S SOPHOMORE SET, DUE FEB. 26.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	2	12	AFTERS NEVER GOING BACK TO OK	INO	985	+67
2	1	17	SANCTUS REAL WE NEED EACH OTHER	SPARROW/EMI CMG	908	-37
3	3	8	TOBYMAC FEAT. SITI MONROE ONE WORLD	FOREFRONT/EMI CMG	904	+34
4	10	7	ADDISON ROAD ALL THAT MATTERS	INO	717	+114
5	6	13	DECEMBERADIO FIND YOU WAITING	SLANTEO/SPRING HILL	689	+28
6	5	21	MAINSTAY BELIEVE	BEC/TOOTH & NAIL	639	-77
7	11	6	HAWK NELSON FRIEND LIKE THAT	BEC/TOOTH & NAIL	633	+60
8	4	25	SKILLET THE OLDER I GET	ARDENT/SRE/INO	620	-134
9	7	14	ROCKET SUMMER SO MUCH LOVE	ISLAND/IOJMG	609	-32
10	14	5	JEREMY CAMP NO MATTER WHAT IT TAKES	BEC/TOOTH & NAIL	578	+97
11	9	20	SWITCHFOOT HEAD OVER HEELS (IN THIS LIFE)	COLUMBIA/SPARROW/EMI CMG	527	-82
12	19	7	LEELAND COUNT ME IN	ESSENTIAL/PLG	506	+115
13	8	20	CHASEN CRAZY BEAUTIFUL	OMG	497	-136
14	25	4	FIREFLIGHT UNBREAKABLE	FLICKER/PLG	475	+150
15	17	6	SEVENGLORY LET IT BE LOVE	7 SPIN	471	+34
16	12	15	BRITT NICOLE SET THE WORLD ON FIRE	SPARROW/EMI CMG	471	-49
17	16	11	NEWSBOYS IN WONDER	INPOP	448	-17
18	18	12	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	442	+5
19	22	4	NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	430	+67
20	13	18	INHABITED HUSH	7 SPIN	419	-69
21	20	10	STEPHANIE SMITH NOT AFRAID	GOTEE	402	+13
22	21	14	FALLING UP HOTEL AQUARIUM	BEC/TOOTH & NAIL	384	+9
23	27	4	STELLAR KART JESUS LOVES YOU	WORD-CURB	341	+38
24	23	10	MERCYME GOD WITH US	INO	338	+5
25	24	10	STORYSIDE:B BE STILL	SILENT MAJORITY/GOTEE	327	0
26	NEW		RELIENT K THE BEST THING	GOTEE	289	+100
27	28	3	MYRIAD A THOUSAND WINTERS MELTING	KDSMOS/KOCH	263	+21
28	30	2	CASTING CROWNS EVERY MAN	REUNION/PLG	247	+40
29	NEW		RUSH OF FOOLS WE ALL	MIDAS	209	+24
30	NEW		TENTH AVENUE NORTH LOVE IS HERE	REUNION/PLG	204	+31

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	9	FIREFLIGHT UNBREAKABLE	FLICKER/PLG	256	-46
2	2	10	IVORYLINE BE STILL AND BREATHE	TOOTH & NAIL	244	-12
3	3	8	A ROTTERDAM NOVEMBER CITY WITHOUT A HEART	ARN	237	0
4	6	6	ALMOST. SOUTHERN WEATHER	TOOTH & NAIL	231	+13
5	4	14	PILLAR FOR THE LOVE OF THE GAME	FLICKER/PLG	222	-2
6	8	6	SKILLET LIVE FREE OR LET ME DIE	ARDENT/SRE/INO	221	+11
7	5	13	AFTERS NEVER GOING BACK TO OK	INO	212	-9
8	7	15	DEMON HUNTER CARRY ME DOWN	SOLID STATE/TOOTH & NAIL	211	-1
9	11	6	HAWK NELSON FRIEND LIKE THAT	BEC/TOOTH & NAIL	207	+8
10	9	6	CHILDREN 18:3 YOU KNOW WE'RE ALL SO FOND OF DYING	TOOTH & NAIL	207	0
10	5	5	FALLING UP GOOD MORNING PLANETARIUM	BEC/TOOTH & NAIL	200	-1
12	12	4	WEDDING I'LL SLEEP WHEN I'M DEAD	BRAVE NEW WORLD	184	-6
13	13	4	RELIENT K DEVASTATION AND REFORM	CAPITOL/GOTEE	183	-1
14	17	3	THOUSAND FOOT KRUTCH THE FLAME IN ALL OF US	TOOTH & NAIL	177	+11
15	14	13	EDISON GLASS LET GO	CREDENTIAL/EMI CMG	171	-11
16	15	13	FOLD MEDICINE	TOOTH & NAIL	170	-8
17	16	7	THIS BEAUTIFUL REPUBLIC CASTING OFF	FOREFRONT/EMI CMG	167	-1
18	19	4	SECRET AND WHISPER VANISHINGS	TOOTH & NAIL	158	+7
19	18	11	12 STONES IT WAS YOU	WIND-UP	151	-10
20	21	5	WAVORLY STAY WITH ME	FLICKER/PLG	142	+6
21	26	2	ANBERLIN HELLO ALONE	TOOTH & NAIL	141	+38
22	25	2	FAMILY FORCE 5 FACE DOWN	MAVERICK/GOTEE	126	+14
23	23	7	EVER STAYS RED ON THE BRINK OF IT ALL	VERTICAL SHIFT	120	+2
24	30	2	EVERYDAY SUNDAY APATHY FOR APOLOGIES	INPOP	116	+26
25	22	4	AFTER EDMUND FIGHTING FOR YOUR HEART (LET IT GO)	SLANTEO/SPRING HILL	114	-6
26	27	3	DISCIPLE LOVE HATE (ON AND ON)	SRE/INO	113	+10
27	NEW		DEAS VAIL ANYTHING YOU SAY	BRAVE NEW WORLD	112	+22
28	28	14	DIZMAS SHAKE IT OFF	CREDENTIAL/EMI CMG	104	+1
29	RE-ENTRY		OLIVIA THE BAND SOMETHING GREATER	UP AT NITE/SYNTEX	94	+14
30	NEW		EMERY THE PARTY SONG	TOOTH & NAIL	90	+26

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	17	MERCYME GOD WITH US	INO	338	+16
2	3	6	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	251	+18
3	2	23	CHRIS TOMLIN AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	210	-30
4	5	5	SARA GROVES WHEN THE SAINTS	INO	200	-10
5	6	8	POINT OF GRACE HOW YOU LIVE (TURN UP THE MUSIC)	WORD-CURB	192	+4
6	8	6	VICKY BEECHING GREAT IS YOUR GLORY	SURVIVOR/SPARROW/EMI CMG	181	+11
7	4	17	SELAH RESCUE ME	CURB	178	-33
8	11	7	MARK SCHULTZ EVERYTHING TO ME	WORD-CURB	169	+14
9	7	4	SHANNON WEXELBERG COUNT IT ALL JOY	DISCOVERY HOUSE	168	-9
10	13	5	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS	INO	164	+14

SOFT AC/ INSPIRATIONAL

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
11	12	3	CASTING CROWNS EVERY MAN	REUNION/PLG	159	+8
12	10	9	PAUL BALOCHE OUR GOD SAVES	INTEGRITY	156	-3
13	14	4	JAIME JAMGOCHIAN SING OF OUR GOD	CENTRICITY	143	+8
14	NEW		JADON LAVIK COME THOU FOUNT	BEC/TOOTH & NAIL	127	+48
15	15	11	FFH WORSHIP IN THE WAITING	KINDRED	127	-2
16	17	3	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	121	-2
17	18	20	33MILES THERE IS A GOD	INO	117	+13
18	NEW		JEREMY CAMP LET IT FADE	BEC/TOOTH & NAIL	106	+32
19	NEW		TWILA PARIS LIVE TO PRAISE	MOUNTAIN SPRING	93	+53
20	16	14	MICHAEL O'BRIEN GOD OF ALL MERCY	CROWN	92	-32

CHRISTIAN ROCK

WFLY/Albuquerque, NM
OM: Johann "Yo" Snyder
LID: Joey Belleville

WUFM/Columbus, OH*
OM: Michael Buckingham
PD/MD: Nikki Cantu
APD: Laine Moneyhon

WBFJ/Greensboro, NC
PD/MD: Wally Decker
APD: Darren Stevens

WMKL/Miami, FL
PD: Rob Robbins
MD: Kelly Downing

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

The Sound Of Light/Satellite
PD/MD: Bill Moore

WCVE/Bowling Green, KY
OM: Ken Burns
FD: Susan Woodard

KVRK/Dallas, TX*
PD: Chris Goodwin
MD: Drue Mitchell

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

Efect Radio/Network
PD/MD: Brian Harman
APD: Amanda Harman

WJIS/Sarasota, FL
OM: Kris Byerly
PD: Michelle Tellone
MD: Elisha Skorski

Whip Of Cords/Satellite
OM/PD: Matt Rhodes

WVDF/Bridgeport, CT
FD/MD: Bob Felberg

WSNL/Flint, MI
MD: Brian Goodman

KIBZ/Lincoln, NE
OM: Lester St. James
PD/MD: Ron Drury

WJLZ/Norfolk, VA*
OM/PD: JP Morgan
APD: Anne Verebely

Fireescape/Satellite
PD/MD: Joe Hayes

KCLC/St. Louis, MO
MD: Dave Merkel

WCWJ/Brookville, NY
PD: Peter Bellotti
LID: Ræna Emburni

WORQ/Green Bay, WI*
OM/PD: Jim Raider

WDML/Marion, IL
MD: Tom Schroeder

WITR/Rochester, NY
PD/MD: Samme Palermo
APD: Will "The Tuna" Benson

Planet Edge/Satellite
PD: Arron Daniels

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

Sirius Spirit 66/Satellite*
PD: Al Skop

WYSZ/Toledo, OH
PD/MD: Jeff Howe

WCLQ/Wausau, WI
PD/MD: Matt Deane



▶ **NEEDTOBREATHE** MAKES A BIG SPLASH WITH "WASHED BY THE WATER," WHICH SETS SAIL AT NO. 21. THE SENECA, S.C., BAND WILL HIT 15 STATES ON ITS CURRENT TOUR, WRAPPING MARCH 22 AT THE PARADISE IN BOSTON.

DMDS
DIGITAL DOWNLOADS
AVAILABLE AT DMDS.COM

CHRISTIAN AC REPORTERS

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

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN AC INDICATOR		PLAYS TW +/-
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	18	MERCYME GOD WITH US	INO	907 -19
2	2	18	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	825 -8
3	5	6	JEREMY CAMP LET IT FADE	BEC/TOOTH & NAIL	732 +57
4	3	23	CHRIS TOMLIN AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	643 -72
5	4	23	NEWSBOYS IN WONDER	INPOP	635 -64
6	7	23	NATALIE GRANT IN BETTER HANDS	CURB	629 +6
7	6	19	POINT OF GRACE HOW YOU LIVE (TURN UP THE MUSIC)	WORD-CURB	589 -36
8	9	6	FEE ALL BECAUSE OF JESUS	INO	539 +74
9	8	25	ROBBIE SEAY BAND SONG OF HOPE	SPARROW/EMI CMG	476 -36
10	12	4	CASTING CROWNS EVERY MAN	REUNION/PLG	445 +80
11	10	16	BRITT NICOLE SET THE WORLD ON FIRE	SPARROW/EMI CMG	442 +2
12	15	3	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	440 +107
13	11	15	BRANDON HEATH DON'T GET COMFORTABLE	REUNION/PLG	414 -10
14	14	32	CASTING CROWNS EAST TO WEST	BEACH STREET/REUNION/PLG	349 -5
15	16	13	BUILDING 429 SINGING OVER ME	WORD-CURB	325 +2
16	17	11	SANCTUS REAL WE NEED EACH OTHER	SPARROW/EMI CMG	275 -12
17	24	2	AARON SHUST WATCH OVER ME	BRASH	272 +54
18	20	5	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS	INO	271 +19
19	19	14	SARA GROVES WHEN THE SAINTS	INO	264 +3
20	18	8	BIG DADDY WEAVE ONLY JESUS	FERVENT/WORD-CURB	261 -7
21	NEW	NEW	NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	246 +65
22	26	3	TOBYMAC FEAT. SITI MONROE ONE WORLD	FOREFRONT/EMI CMG	244 +40
23	22	6	MARK SCHULTZ EVERYTHING TO ME	WORD-CURB	236 +3
24	29	3	MICHAEL ENGLISH THE ONLY THING GOOD IN ME	CURB	217 +21
25	NEW	NEW	33MILES THANK YOU	INO	212 +53
26	27	2	DECEMBERADIO FIND YOU WAITING	SLANTED/SPRING HILL	210 +12
27	30	5	JOHN WALLER CALLING FOR A FLOOD	BEACH STREET/REUNION/PLG	178 -16
28	23	9	MANDISA GOD SPEAKING	SPARROW/EMI CMG	177 -49
29	28	7	PHIL WICKHAM AFTER YOUR HEART	SIMPLE/INO	175 -23
30	NEW	NEW	MIKESCHAIR OTHERSIDE	CURB	164 +10



Hit Music Research

CHRISTIAN CHR MUSIC RESEARCH

ARTIST TITLE	IMPRINT / PROMOTION LABEL	TOTAL	FAM%	BURN%	W 18-24	W 25-34	W 18-34
SHAWN MCDONALD CAPTIVATED	SPARROW/EMI CMG	4.21	53%	17%	4.57	4.00	4.40
THOUSAND FOOT KRUTCH FALLS APART	TOOTH & NAIL	4.18	99%	15%	4.20	4.13	4.17
STORYSIDE: B BE STILL	GOTEE	4.13	79%	12%	4.20	4.06	4.12
MERCYME GOD WITH US	INO	4.09	95%	21%	3.71	4.24	3.79
MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	4.07	91%	14%	4.06	4.02	3.97
ALL STAR UNITED LOVE AND RADIATION	ZSPIN	4.06	89%	14%	4.12	3.64	3.85
NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	4.06	69%	10%	3.95	3.92	3.82
MAINSTAY BELIEVE	BEC/TOOTH & NAIL	4.04	91%	17%	3.98	3.87	3.93
FALLING UP HOTEL AQUARIUM	BEC/TOOTH & NAIL	4.04	89%	13%	4.03	4.09	3.87
BRANDON HEATH DON'T GET COMFORTABLE	REUNION/PLG	4.03	65%	9%	4.32	3.86	4.09
ROBBIE SEAY BAND SONG OF HOPE	SPARROW/EMI CMG	4.03	94%	20%	4.18	3.96	4.44
JIMMY NEEDHAM FENCE RIDERS	INPOP	4.00	87%	22%	4.30	4.11	4.21
THE AFTERS NEVER GOING BACK TO OK	INO	3.99	77%	14%	3.90	3.93	4.22
THE ROCKET SUMMER SO MUCH LOVE	ISLAND/IDJMG	3.99	75%	19%	4.16	3.83	4.07
SKILLET THE OLDER I GET	ARDENT/SRE/INO	3.99	94%	21%	3.97	3.69	3.73
CHASEN CRAZY BEAUTIFUL	OMG	3.98	88%	21%	4.01	4.06	4.03
HAWK NELSON FRIEND LIKE THAT	BEC/TOOTH & NAIL	3.98	74%	8%	4.05	3.50	3.15
TOBY MAC ONE WORLD	FOREFRONT/EMI CMG	3.95	79%	19%	3.88	3.99	3.94
BRITT NICOLE SET THE WORLD ON FIRE	SPARROW/EMI CMG	3.94	94%	18%	3.95	3.81	4.04
PHIL WICKHAM AFTER YOUR HEART	INO	3.93	94%	26%	3.95	3.96	3.96

This report is a cumulative sample of current online music surveys conducted by Christian CHR stations across the country. Total sample size is 660 respondents. Total average favorability estimates are based on a scale of 1-5. (1= don't like it at all, 5 = love it). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the internet. Once passed, they can take the music test when invited to do so by their local radio station. When comparing this data with what is happening at your station please keep in mind that number of spins, percentage of familiarity, and other factors must be considered, and that your results may vary accordingly. HitMusicResearch.com results are intended to show opinions of participants on the internet only. Hit Music Research is a registered trademark of HitMusicResearch.com. The HMR system is available exclusively for local Christian radio stations by contacting Ken Farley at (615) 331-0736 or Ken@hitmusicresearch.com

FOR WEEK ENDING FEBRUARY 17, 2008



Philly's WXTU combines right technology, right artist, right time

Texting 1, 2, 3

R.J. Curtis

RCurtis@RadioandRecords.com

One of the beauties of radio is taking something small and blowing it up 10 times its actual size. One hundred dollars can sound like \$1,000, which can sound like \$10,000 and so on. ■ Applying this mentality, Beasley's WXTU/Philadelphia recently transformed a simple opportunity with Kellie Pickler into an extraordinary promotional and marketing success. Chalk it all up to the "power of brainstorming," APD/MD Roy Land says about the plan that was eventually hatched by PD Bob McKay, Land and other members of the 'XTU team.

For a long time they'd been kicking around ideas to engage younger listeners, "especially in the [Portable People Meter] world," Land says. Once Pickler became available, the proverbial light bulb went on. A young, charismatic, attractive "American Idol" alum with a career taking off, Pickler was the right artist at the right time for the right idea. WXTU would offer a free Pickler show to the high school that sent the most text messages to the station.

That's not necessarily a new idea to radio, but it's unique to country, which ordinarily targets contests and promotions toward 25- to 54-year-old listeners. However, according to Land, since Arbitron's PPM became the measuring stick in Philly, "we've seen a consistent increase in 18-34 numbers and they're really sustaining themselves well." Though not completely sure why, the station brain trust has a theory. "Younger artists like [Pickler], Big & Rich—these people are making country cool. That, coupled with PPM, is giving us an honest response."

While the kids may have been too cool to admit to listening to country radio in a diary, Land believes the PPM accurately reports younger-demo country listening. "If we get five minutes out of a quarter-hour's worth of listening from a PPM kid, we've got the quarter-hour."

Additionally, with country giving what so far seems like a warm welcome to Jewel, "this is the time to get these kids rolling. It's the time to convert them as consumers."

Quick Turnaround

The station had already been working with mobile messaging vendor Hip Cricket for six months and therefore had a system in place to execute a texting promotion. Since the target audience for the contest was different from usual for WXTU, so, too, was the methodology. The entire life span of the contest was three weeks, including the payoff.

Why so short? With kids, Land says, "their appreciation is, 'What's in it for me now?'" so actual contesting took place during a two-week period. "Anything more than that, and we felt the interest would wane."

For the first five days, the station just ran recorded promos in addition to Web site messaging. Interestingly, Land says, it wasn't until the jocks talked it up live with details about how a high school in the Philly area could win a free Pickler show that momentum started to gather. "Then we saw it turn around. People heard the jocks and the call to action was there."

In two weeks, the contest generated more than 800,000 text messages, according to WXTU. The winning school, Merion Mercy Academy, a Catholic school for girls, accounted for 450,000, more than half the total. "It gets better," Land says. Enrollment at Merion Mercy is only 450 students. "You do the math," he adds dryly.

In one of many wins for the promotion, the students, parents and teachers at Merion Mercy all got behind it, which speaks to the concept of family and friends as viral marketers. "The school held a morning assembly where the kids would sit

'People heard the jocks and the call to action was there.'

—Roy Land

there for 30 minutes and the agenda was to text WXTU," Land says. And in a priceless photo op, the school principal, a nun, wore red high heels in honor of Pickler's song ("Red High Heels") in celebration of a potential victory.

"It was really inspiring to see how the school got behind it," Land says, since a school could go either way with this type of contest: put the kibosh on it or outright endorse it. "Hopefully people see the value of a country station coming and doing this, maybe as opposed to another format."

As the final days of the contest approached, WXTU announced on-air how the top five schools were stacking up. School spirit and rivalries kicked in. When the contest narrowed down to two finalists, 'XTU sent promotion teams to each campus, and announced the winner on the air. One week later, the concert took place at Merion Mercy Academy: Teen instant gratification expectations fulfilled.

NTR Results, And Revenue

Originally, there was no sales tie-in with the concert giveaway. However, a local car dealership soon jumped onboard and, consistent with WXTU, realized who the target audience was. "They were smart about it," Land says. Each text sent to the station received a bounce-back "brought to you by" message and a reminder that the dealership would be "a great place to check out your first vehicle." The dealership was permitted to display a couple of its hotter, younger-targeted vehicles at the concert site. All revenue from the free show tie-in was nonspot, Land says.

All parties involved were thrilled with the results. The dealership got plenty of exposure to potential first-time car buyers and their families. Pickler's label was excited about the response and the school got a great show from a nationally known artist.

Taking the stage wearing a shirt made specifically for her by the students, Pickler was supposed to do a brief 20-minute set but ended up playing for more than an hour. Immediately following the show, Land says, "Kellie went down into this mass of students taking pictures, doing cheers and just doing what our format is famous for." R&R



Pickler

Priceless Promotion: For No Dough

R&R asked WXTU/Philadelphia APD/MD Roy Land to supply guidelines for those contemplating a contest similar to its free Kellie Pickler high school concert giveaway. Based on WXTU's recent experience, Land suggests:

■ A shorter contest period than typical adult-targeted games and promotions, "to match the attention span of the kids."

■ Live promos from air personalities "moved the needle and spurred the call to action."

■ Be sure to get the kids involved. "Live interaction where kids can be on the air talking up their schools."

■ As the contest develops, work with the schools in the lead. Make sure the school actually wants the concert to take place on campus, otherwise the kids will ultimately be disappointed.

■ Keep the top schools in the loop. Communicate with administration and principals to manage their expectations. —RJC



► **TAYLOR SWIFT** HAS ANOTHER HIT IN VIEW AS "PICTURE TO BURN" BECOMES THE FOURTH STRAIGHT TOP 20 TRACK FROM HER MULTIPLATINUM SELF-TITLED DEBUT ALBUM. EACH OF THE PRIOR THREE SONGS MADE IT INTO THE TOP 10, WITH LAST SINGLE "OUR SONG" BECOMING HER FIRST NO. 1.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS	RANK
1	3	22	RODNEY ATKINS	CLEANING THIS GUN (COME ON IN BOY)	NO. 1 (1 WK)	☆	31.123	+2.590	4262
2	4	31	GARY ALLAN	WATCHING AIRPLANES		11 ☆	29.103	+0.763	4227
3	1	19	BRAD PAISLEY	LETTER TO ME		☆	28.594	-2.933	3915
4	6	18	KENNY CHESNEY DUET WITH GEORGE STRAIT	SHIFTWORK		☆	27.995	+1.113	3829
5	7	15	ALAN JACKSON	SMALL TOWN SOUTHERN MAN		☆	26.186	+0.505	3687
6	5	30	BILLY RAY CYRUS WITH MILEY CYRUS	READY, SET, DON'T GO		☆	25.906	-1.179	3693
7	8	12	CARRIE UNDERWOOD	ALL-AMERICAN GIRL		☆	25.803	+2.652	3493
8	2	19	RASCAL FLATTS	WINNER AT A LOSING GAME		11 ☆	24.185	-5.322	3474
9	9	26	CHUCK WICKS	STEALING CINQUELLA		☆	22.941	+1.308	3273
10	10	23	CRAIG MORGAN	INTERNATIONAL HARVESTER		☆	19.228	+0.384	2903
11	11	31	CHRIS CAGLE	WHAT KINDA GONE		☆	18.804	+1.308	2788
12	15	11	TRACE ADKINS	YOU'RE GONNA MISS THIS		☆	17.962	+2.203	2504
13	13	17	BROOKS & DUNN	GOO MUST BE BUSY		☆	17.064	+1.016	2385
14	14	28	JASON ALDEAN	LAUGHED UNTIL WE CRIED		☆	16.742	+0.747	2643
15	19	2	GEORGE STRAIT	I SAW GOD TODAY	AIRPOWER/MOST INCREASED AUDIENCE	☆	14.888	+3.921	1948
16	17	24	BUCKY COVINGTON	IT'S GOOD TO BE US		☆	13.509	+0.293	2089
17	18	16	PHIL VASSAR	LOVE IS A BEAUTIFUL THING		☆	13.035	+0.661	2033
18	20	18	JAMES OTTO	JUST GOT STARTED LOVIN' YOU		☆	11.881	+1.890	1871
19	12	18	TOBY KEITH	GET MY DRINK ON		☆	11.750	-5.206	1573
20	25	6	TAYLOR SWIFT	PICTURE TO BURN	MOST ADDED	☆	11.152	+3.817	1573
21	24	20	LADY ANTEBELLUM	LOVE DON'T LIVE HERE		☆	10.678	+2.347	1497
22	16	15	TIM MCGRAW	SUSPICIONS		☆	9.803	-5.316	1519
23	21	10	GARTH BROOKS & HUEY LEWIS	WORKIN' FOR A LIVIN'		☆	9.635	+0.092	1564
24	22	22	KELLIE PICKLER	THINGS THAT NEVER CROSS A MAN'S MIND		☆	9.380	+0.351	1610
25	23	31	EMERSON DRIVE	YOU STILL OWN ME		☆	8.866	+0.045	1634
26	6	7	JOE NICHOLS	IT AIN'T NO CRIME		☆	7.507	+0.837	1248
27	28	25	JAKE OWEN	SOMETHIN' ABOUT A WOMAN		☆	6.838	+1.109	1120
28	5	5	JEWEL	STRONGER WOMAN		☆	6.249	+1.702	927
29	27	27	MARK CHESNUTT	ROLLIN' WITH THE FLOW		☆	5.717	-0.231	940
30	29	20	ASHTON SHEPHERD	TAKIN' OFF THIS PAIN		☆	5.538	+0.693	1041

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS	RANK
31	31	15	JACK INGRAM	MAYBE SHE'LL GET LONELY		☆	5.129	+0.465	927
32	30	7	JOSH TURNER FEATURING TRISHA YEARWOOD	ANOTHER TRY		☆	5.044	+0.332	928
33	34	6	DIERKS BENTLEY	TRYING TO STOP YOUR LEAVING	BREAKER	☆	4.492	+1.537	742
34	33	18	JOSH GRACIN	WE WEREN'T CRAZY		☆	3.806	+0.281	790
35	37	7	MIRANDA LAMBERT	GUNPOWDER & LEAD		☆	2.607	+0.230	531
36	35	20	LEE BRICE	HAPPY ENDINGS		☆	2.532	-0.025	611
37	36	17	LUKE BRYAN	WE RODE IN TRUCKS		☆	2.450	-0.012	480
38	40	4	EAGLES	BUSY BEING FABULOUS		☆	2.433	+0.751	381
39	39	7	TRISHA YEARWOOD	THIS IS ME YOU'RE TALKING TO		☆	2.380	+0.475	406
40	44	4	BLAKE SHELTON	HOME		☆	2.254	+0.915	345
41	38	14	TERRI CLARK	IN MY NEXT LIFE		☆	1.935	-0.333	371
42	42	7	JYPSI	I DON'T LOVE YOU LIKE THAT		☆	1.807	+0.216	359
43	41	3	KEITH ANDERSON	I STILL MISS YOU		☆	1.796	+0.134	336
44	43	5	SARA EVANS	SOME THINGS NEVER CHANGE		☆	1.746	+0.239	320
45	47	4	PHIL STACEY	IF YOU DIDN'T LOVE ME	BREAKER	☆	1.294	+0.241	348
46	45	13	WHISKEY FALLS	FALLING INTO YOU		☆	1.121	-0.063	341
47	48	10	TRACY LAWRENCE	TIL I WAS A DADDY TOO		☆	1.085	+0.063	228
48	46	4	CLAY WALKER	SHE LIKES IT IN THE MORNING		☆	1.066	-0.017	164
49	NEW		MONTGOMERY GENTRY	BACK WHEN I KNEW IT ALL	HOT SHOT DEBUT	☆	1.027	+1.014	109
50	54	6	CARTER'S CHORD	YOUNG LOVE		☆	0.786	+0.119	208
51	52	7	STAR DE AZLAN	SHE'S PRETTY		☆	0.778	+0.085	216
52	51	7	ROCKIE LYNNE	I CAN'T BELIEVE IT'S ME		☆	0.708	-0.104	78
53	53	13	ELI YOUNG BAND	WHEN IT RAINS		☆	0.697	+0.025	88
54	49	4	RANDY OWEN	BRAND MY HAIR		☆	0.672	-0.284	136
55	50	15	DOLLY PARTON	BETTER GET TO LIVIN'		☆	0.669	-0.221	59
56	RE-ENTRY		SARAH JOHNS	HE HATES ME		☆	0.643	+0.322	188
57	59	3	REBA MCENTIRE DUET WITH KENNY CHESNEY	EVERY OTHER WEEKEND		☆	0.635	+0.232	45
58	58	3	JASON MICHAEL CARROLL	I CAN SLEEP WHEN I'M DEAD		☆	0.546	+0.098	198
59	56	6	THE ROAD HAMMERS	I DON'T KNOW WHEN TO QUIT		☆	0.459	-0.098	151
60	55	16	MARTINA MCBRIDE	FOR THESE TIMES		☆	0.404	-0.199	93

MOST INCREASED AUDIENCE (IN MILLIONS)

+3.921 GEORGE STRAIT

+3.817 TAYLOR SWIFT

+2.652 CARRIE UNDERWOOD

+2.590 RODNEY ATKINS

+2.347 LADY ANTEBELLUM

NEW AND ACTIVE		
ARTIST	TITLE / LABEL	AUDIENCE / GAIN
CLINT BLACK	Long Cool Woman (Equity)	0.396/0.239
LONESTAR	Let Me Love You (Vector/CDS)	0.284/0.251
RASCAL FLATTS	Still Feels Good (Lyric Street)	0.268/0.100
MICA ROBERTS FEAT. TOBY KEITH	Things A Mama Don't Know (Show Dog Nashville)	0.354/0.120
REBA MCENTIRE DUET WITH LEANN RIMES	When You Love Someone Like That (MCA Nashville)	0.279/0.112
RASCAL FLATTS	Every Day (Lyric Street)	0.247/0.232

MOST ADDED		
TAYLOR SWIFT	Picture To Burn (Big Machine)	20
JASON MICHAEL CARROLL	I Can Sleep When I'm Dead (Arista Nashville)	18
JEWEL	Stronger Woman (Valory)	18
WITL, WQOR, WQMX, WSOC, WUSN, WXCX	I Saw God Today (MCA Nashville)	12
BLAKE SHELTON	Home (Warner Bros./WRN)	12
DIERKS BENTLEY	Trying To Stop Your Leaving (Capitol Nashville)	11

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WGNA/Albany, NY PD/MD: Tom Jacobsen	WWGR/Ft. Myers, FL PD/MD: Justin Tyler APD: Steve Hart	WKIS/Miami, FL PD: Ken Boesen APD: Greg Valentine MD: Darlene Evans	KNTY/Sacramento, CA PD/MD: Bob McNeill
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KLUZ/Bakersfield, CA PD: Evan Bridwell MD: Donna James	WFMS/Indianapolis, IN PD: Bob Richards MD: J.D. Cannon	WGH/Norfolk, VA OM/PD: John Shomby APD/MD: Mark McKay	KXKS/Shreveport, LA OM: Gary McCoy PD: Chris Evans
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WYCD/Detroit, MI PD: Tim Roberts APD/MD: Mike Scott	KFRG/Riverside, CA OM: Lee Douglas PD/MD: Don Jeffrey	WVNU/Columbia, SC PD: Rick Taylor MD: Tyler On The Radio	WVNU/Columbia, SC PD: Rick Taylor MD: Tyler On The Radio
KHEY/EI Paso, TX MD: Marty Austin	WQDR/Raleigh, NC OM: Paul Michaels PD: Lisa Mckay	WVNU/Columbia, SC PD: Rick Taylor MD: Tyler On The Radio	WVNU/Columbia, SC PD: Rick Taylor MD: Tyler On The Radio
WFBE/Flint, MI PD: April Rose APD: Keith Allen	WVNU/Columbia, SC PD: Rick Taylor MD: Tyler On The Radio	WVNU/Columbia, SC PD: Rick Taylor MD: Tyler On The Radio	WVNU/Columbia, SC PD: Rick Taylor MD: Tyler On The Radio
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► **CARRIE UNDERWOOD PICKS UP HER FOURTH NO. 1 SONG AT CANADA COUNTRY WITH "ALL-AMERICAN GIRL."**

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	COUNTRY INDICATOR	IMPRINT / PROMOTION LABEL	PLAYS		TOTAL AUD.
						TW	+/-	
1	1	18	RODNEY ATKINS CLEANING THIS GUN (COME ON IN BOY)	♣	CURB	4286	+58	9.282
2	5	9	KENNY CHESNEY DUET WITH GEORGE STRAIT SHIFTWORK	♣	BNA	4054	+123	8.776
3	2	16	BILLY RAY CYRUS W/MILEY CYRUS READY, SET, DON'T GO WALT DISNEY/LYRIC STREET	♣	ARISTA NASHVILLE	4030	-101	8.756
4	4	12	ALAN JACKSON SMALL TOWN SOUTHERN MAN	♣	ARISTA NASHVILLE	4008	+41	8.790
5	6	28	GARY ALLAN WATCHING AIRPLANES	♣	MCA NASHVILLE	3930	+11	8.154
6	8	2	CARRIE UNDERWOOD ALL-AMERICAN GIRL	♣	ARISTA/ARISTA NASHVILLE	3901	+239	8.934
7	3	16	BRAD PAISLEY LETTER TO ME	♣	ARISTA NASHVILLE	3482	-637	7.379
8	9	19	CHUCK WICKS STEALING CINDERELLA	♣	RCA	3443	+98	7.513
9	10	19	CRAIG MORGAN INTERNATIONAL HARVESTER	♣	BROKEN BOW	3290	+5	7.154
10	12	26	CHRIS CAGLE WHAT KINDA GONE	♣	CAPITOL NASHVILLE	3076	+207	6.705
11	7	17	RASCAL FLATTS WINNER AT A LOSING GAME	♣	LYRIC STREET	3036	-803	6.302
12	15	7	TRACE ADKINS YOU'RE GONNA MISS THIS	♣	CAPITOL NASHVILLE	2852	+232	6.105
13	13	24	JASON ALDEAN LAUGHED UNTIL WE CRIED	♣	BROKEN BOW	2774	+64	5.872
14	11	13	BROOKS & DUNN GOD MUST BE BUSY	♣	ARISTA NASHVILLE	2751	-172	5.911
15	17	21	BUCKY COVINGTON IT'S GOOD TO BE US	♣	LYRIC STREET	2525	+89	5.662
16	20	10	JAMES OTTO JUST GOT STARTED LOVIN' YOU	♣	RAYBAW/WARNER BROS./WRN	2339	+347	4.938
17	18	11	PHIL VASSAR LOVE IS A BEAUTIFUL THING	♣	UNIVERSAL SOUTH	2275	+77	4.767
18	27	3	GEORGE STRAIT I SAW GOD TODAY	♣	MCA NASHVILLE	2195	+909	4.693
19	19	7	GARTH BROOKS & HUEY LEWIS WORKIN' FOR A LIVIN'	♣	PEARL/BIG MACHINE	2102	-63	4.265
20	25	6	TAYLOR SWIFT PICTURE TO BURN	♣	BIG MACHINE	2056	+487	4.489
21	21	23	EMERSON DRIVE YOU STILL OWN ME	♣	MONTAGE/MIDAS/NEW REVOLUTION	1870	+6	3.990
22	22	15	KELLIE PICKLER THINGS THAT NEVER CROSS A MAN'S MIND	♣	BNA	1820	+21	3.629
23	24	14	LADY ANTEBELLUM LOVE DON'T LIVE HERE	♣	CAPITOL NASHVILLE	1709	+62	3.904
24	14	15	TOBY KEITH GET MY DRINK ON	♣	SHOW DOG NASHVILLE	1665	-1039	3.754
25	26	6	JOE NICHOLS IT AIN'T NO CRIME	♣	UNIVERSAL SOUTH	1637	+152	3.674
26	16	10	TIM MCGRAW SUSPICIONS	♣	CURB	1551	-976	3.115
27	23	16	MARK CHESNUTT ROLLIN' WITH THE FLOW	♣	LOFTON CREEK	1540	-121	3.253
28	29	6	DIERKS BENTLEY TRYING TO STOP YOUR LEAVING	♣	CAPITOL NASHVILLE	1354	+189	2.919
29	28	11	JACK INGRAM MAYBE SHE'LL GET LONELY	♣	BIG MACHINE	1283	+51	2.864
30	30	6	JOSH TURNER FEAT. TRISHA YEARWOOD ANOTHER TRY	♣	MCA NASHVILLE	1127	+116	2.371
31	35	4	JEWEL STRONGER WOMAN	♣	VALORY	1071	+269	2.090
32	31	7	ASHTON SHEPHERD TAKIN' OFF THIS PAIN	♣	MCA NASHVILLE	1071	+92	2.531
33	32	11	JOSH GRACIN WE WEREN'T CRAZY	♣	LYRIC STREET	972	+33	1.903
34	33	9	JAKE OWEN SOMETHING ABOUT A WOMAN	♣	RCA	961	+57	2.222
35	36	6	MIRANDA LAMBERT GUNPOWDER & LEAD	♣	COLUMBIA	836	+77	1.747
36	42	3	BLAKE SHELTON HOME	♣	WARNER BROS./WRN	604	+194	1.220
37	39	6	TRISHA YEARWOOD THIS IS ME YOU'RE TALKING TO	♣	BIG MACHINE	593	+74	1.189
38	34	11	LUKE BRYAN WE RODE IN TRUCKS	♣	CAPITOL NASHVILLE	590	-250	1.168
39	40	6	SARA EVANS SOME THINGS NEVER CHANGE	♣	RCA	513	+11	1.145
40	41	6	WHISKEY FALLS FALLING INTO YOU	♣	MIDAS/NEW REVOLUTION	478	-14	0.876

A complete listing of the Country Indicator chart can be found in R&R Music Tracking and the latest edition of R&R Country Hotfix. To subscribe to the Hotfix, call 800-562-2706 or e-mail: radioandrecords@pubservice.com.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	CANADA COUNTRY	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	4	9	CARRIE UNDERWOOD ALL-AMERICAN GIRL	♣	ARISTA/SONY BMG	636	+10
2	2	17	BRAD PAISLEY LETTER TO ME	♣	ARISTA NASHVILLE/SONY BMG	620	-30
3	3	10	KENNY CHESNEY DUET WITH GEORGE STRAIT SHIFTWORK	♣	BNA/SONY BMG	598	-44
4	5	13	ALAN JACKSON SMALL TOWN SOUTHERN MAN	♣	ARISTA NASHVILLE/SONY BMG	593	-18
5	1	15	TERRI CLARK IN MY NEXT LIFE ♣	♣	BNA/SONY BMG	591	-65
6	8	16	RODNEY ATKINS CLEANING THIS GUN (COME ON IN BOY)	♣	CURB/EMI	560	+44
7	9	5	GORD BAMFORD STAYED 'TIL TWO ♣	♣	ROYALTY	546	+38
8	6	17	RASCAL FLATTS WINNER AT A LOSING GAME	♣	LYRIC STREET/UNIVERSAL	534	-41
9	10	11	EMERSON DRIVE EVERYDAY WOMAN ♣	♣	MIDAS/KOCH	498	+1
10	26	4	TRACE ADKINS YOU'RE GONNA MISS THIS	♣	CAPITOL NASHVILLE/EMI	489	+135
11	12	13	BROOKS & DUNN GOD MUST BE BUSY	♣	ARISTA NASHVILLE/SONY BMG	489	+2
12	13	18	WILLIE MACK DON'T WASTE YOUR PRETTY ♣	♣	OPEN ROAD/UNIVERSAL	483	+1
13	7	17	BILLY RAY CYRUS WITH MILEY CYRUS READY, SET, DON'T GO	♣	WALT DISNEY/LYRIC STREET/UNIVERSAL	479	-57
14	14	21	GARY ALLAN WATCHING AIRPLANES	♣	MCA NASHVILLE/UNIVERSAL	473	-4
15	17	3	CRYSTAL SHAWANDA YOU CAN LET GO ♣	♣	RCA/SONY BMG	462	+34
16	20	4	PAUL BRANDT THAT'S WORTH FIGHTIN' FOR ♣	♣	BRAND-T/UNIVERSAL	429	+20
17	21	5	JOHNNY REID THANK YOU ♣	♣	OPEN ROAD/UNIVERSAL	423	+37
18	22	10	CHUCK WICKS STEALING CINDERELLA	♣	RCA/SONY BMG	409	+31
19	15	11	TIM MCGRAW SUSPICIONS	♣	CURB/EMI	408	-61
20	11	13	TOBY KEITH GET MY DRINK ON	♣	SHOW DOG NASHVILLE/UNIVERSAL	395	-100
21	19	6	GARTH BROOKS & HUEY LEWIS WORKIN' FOR A LIVIN'	♣	PEARL/BIG MACHINE/UNIVERSAL	386	-26
22	16	22	TAYLOR SWIFT OUR SONG	♣	OPEN ROAD/UNIVERSAL	385	-83
23	18	16	JASON ALDEAN FLIRTIN' WITH ME ♣	♣	NMM/MADE	365	-61
24	29	6	CHRIS CAGLE WHAT KINDA GONE	♣	CAPITOL NASHVILLE/EMI	340	+33
25	25	20	SHANE YELLOWBIRD I REMEMBER THE MUSIC ♣	♣	306	330	-28
26	24	17	DOC WALKER THAT TRAIN ♣	♣	OPEN ROAD/UNIVERSAL	327	-37
27	23	13	ALEX J ROBINSON BREAKIN' ON THE LOVE THING ♣	♣	DALE SPEAKING	306	-61
28	31	6	CRAIG MORGAN INTERNATIONAL HARVESTER	♣	BROKEN BOW	286	+20
29	33	3	JASON ALDEAN LAUGHED UNTIL WE CRIED	♣	BROKEN BOW/SONY BMG	284	+53
30	42	2	DERIC RUTTAN FIRST TIME IN A LONG TIME ♣	♣	ON RAMP/EMI	277	+89

♣ indicates CanCon

PHOTOGRAPH BY ANDREW ECCLES



Maybe a little bit of Christmas is juuuust right?

The Diet Coke Of Christmas: Just One Calorie!

Keith Berman

KBerman@RadioandRecords.com

If you haven't taken down your Christmas lights yet, drop this magazine, go home and do so. Now. Before a mob of your angry neighbors shows up with pitchforks and placards with pictures of a really pissed-off Easter Bunny. ■ That said, we all know that the best time to get deals on Christmas decorations is right after the holiday, so why not start planning your winter 2008 strategy for Christmas music now?

I'm not saying to abandon yuletide fare altogether—'tis the season, and there's obviously a demand for it. But a few stations played some (but not all) Christmas music and fared pretty well.

In Minneapolis, PD Leighton Peck and Hubbard hot AC KSTP-FM (KS95) battled two, count 'em, two all-Christmas competitors—CBS AC WLTE (102.9 Lite FM) and Clear Channel oldies KQQL (Kool 108)—and still tied for fifth 12+ in the fall book by sprinkling Christmas music into the mix.

"We have the advantage of having a highly rated afternoon show in Moon & Staci, who are No. 1 with adults and women, and we also have a morning show that has performed tremendously—they're No. 2 with adults and women," says Peck, who played to his strengths in the fall book. "The station's brand is pretty strong in the market, and the simple answer is that we have the right talent on the station to create some passion for it. We've got compelling people. I will say the Christmas stations did really well in December, but in the book, we beat them [in several female demos] and pretty soundly too."

While he believes there's a segment of the audience that doesn't want to hear Christmas music until Thanksgiving, Peck recognizes there will still be some tune-in should a station go earlier. However, he says that there's still a market during the holiday season for a station to play what listeners expect year-round.

Peck also points out that it's a matter of thinking long-term: You may win December by playing Christmas music, but what happens after that?

"It boosts the book, but I'm not sure how it benefits the station," he says. "I think it makes the stations feel better and it makes them look good nationally, but any smart programmer or manager will do the research and realize it's because they're playing Christmas music."

Bob Neumann, who programs Palm Beach hot AC WRMF/West Palm Beach, is pretty candid about his situation: "Last year, we didn't play any Christmas music at all, and we didn't fare well. This year, we played a little bit, so I don't know if it matters whether you play Christmas music a little bit or a lot or none if you're battling an all-Christmas station, and we've got two in this market."

However, Neumann also says that the station lost the battle but won the war: The shares for CBS AC WEAT (Sunny 104.3), which finished first 12+ in fall, and Clear Channel classic hits WOLL (Kool 105.5) were down in some female demos, but WRMF tied for fourth 12+ in the fall book.

One bright spot is that in this non-Portable People Meter world, the fall book ended Dec. 12, giving the non-Christmas stations a break since the two weeks leading up to Dec. 25 aren't rated, which may have been one of the reasons why some stations flipped the holiday lights on so early.

"The holiday music always does really well here," Neumann says, noting that WRMF also played some—but not all—Christmas music. "We didn't do anything necessarily to position against it, but we created our own Christmas music stream on our Web site in addition to our

'We took the approach of "just the right amount of Christmas music" with fun imaging.'

—Mike Allen



Peck



Neumann

regular stream, and we invited listeners to go there." A good portion of the station's imaging and promotion encouraged people to stick with WRMF's brand while directing them to stream wrnf.com when they wanted commercial-free holiday music.

"I understand that people like it and there are certain songs you have to play, but Burl Ives sounds really weird next to Paramore," he says with a laugh. "We try not to do that; however, it is a little goofy, and there are only a certain amount of titles that are worth playing."

In Norfolk, PD Mike Allen of Max Media AC WVBW (92-9 the Wave) also realized that there were only so many Christmas tracks that stand the test of time, so he not only didn't go all-Christmas, he actually imaged against it—and won. The Wave rose more than a full point to score fifth 12+ in the fall book, beating Entercom's crosstown all-Christmas WWDE (2WD) by a share.

"We took the approach of 'just the right amount of Christmas music' with fun imaging," he says. After Thanksgiving, Allen rolled with a Christmas track every third song, increasing to every other song Dec. 10 and then finally going all-holiday the weekend before Dec. 25.

But it was his theater-of-the-mind imaging that really hammered home the point, and he says he got a ton of e-mails from listeners thanking him for not going all-Christmas and saying they enjoyed the on-air promotion. "There were all kinds of scenarios of people doing over-the-top things for Christmas to compete with 24/7 holiday music," Allen says. "One of them was a fast-food drive-thru sequence where a woman drives up to order a burger and a Coke, and the girl in the speaker—with attitude—says, 'Since it's the holiday season, we're serving nothing but fruitcake and eggnog until Christmas.' The woman yells, 'You're kidding!' and tires squeal away as off she goes."

Another featured a woman in a music store at a mall looking to buy Christmas presents and asking an employee if they have CDs by format acts like Colbie Caillat, Fergie, Daughtry and the Eagles and getting a negative response each time. "The employee explains that since it's Christmas, they're only selling Christmas [music]," Allen says. "She responds, 'Never mind!' and then walks away as he yells, 'Come back! We've got 50 different versions of 'Jingle Bells.''"

Allen and his demented crew produced a whole slew of these sweepers, which he says not only brought some additional imagination onto the airwaves, but also were fun to create and produce. So not only was his promo campaign of having the Goldilocks amount ("this one is just right") of Christmas music successful, it was also a blast to make.

A good number of stations may plan to push the giant red-and-green-striped all-Christmas button again later on this year, but there are alternatives—and just because someone else in your market went all-holiday music, it doesn't mean you need to just give up and hand over the fall book to them either.

R&R



► LONDON PIGG DEBUTS AT NO. 28 WITH "FALLING IN LOVE AT A COFFEE SHOP." THE BALLAD, WHICH IS ALSO PERCOLATING AS A NEW AND ACTIVE TRACK AT HOT AC, HAS ALREADY RECEIVED WIDESPREAD EXPOSURE IN DE BEERS' "A DIAMOND IS FOREVER" TV COMMERCIALS.

Main chart table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, ARTIST, NIelsen BDS CERTIFICATIONS, HITPREDICTOR STATUS, PLAYS, AUDIENCE, RANK.

MOST ADDED

Table listing artists and songs under the 'Most Added' section, including Eagles, Landon Pigg, and Michael Buble.

Table listing artists and songs under the 'Most Added' section, including Alicia Keys and Sara Bareilles.

Table listing artists and songs under the 'Most Added' section, including Paula Abdul & Randy Jackson and Jordyn Sparks.

Table listing artists and songs under the 'Most Added' section, including Jordyn Sparks.

ADDED AT... WCDV

Baton Rouge, LA
QM: LeBron "LBJ" Joseph
PD: Jeff Johnson
Idina Menzel, Brave, 2
Katrina Carlson, Here And Now, 2
Paula Abdul & Randy Jackson, Dance Like There's No Tomorrow, 2
Anne Murray With Shania Twain, You Needed Me, 1
Lareau, Change My World, 0

NEW AND ACTIVE

Table listing artists and songs under the 'New and Active' section, including Kelly King, Queen Latifah, Barry Manilow, Five For Fighting, Steven Curtis Chapman, C Note, The Last Goodnight, Daughtry, Katrina Carlson, and John Mayer.

MOST INCREASED PLAYS

Table listing artists and songs under the 'Most Increased Plays' section, including Sara Bareilles, Michael Buble, Taylor Swift, Alicia Keys, and Jordyn Sparks.

RECURRENTS

Table listing artists and songs under the 'Recurrents' section, including Gwen Stefani, Bon Jovi, The Fray, Natasha Bedingfield, and John Mayer.

RECURRENTS

Table listing artists and songs under the 'Recurrents' section, including Carrie Underwood, Daniel Powter, Kelly Clarkson, Snow Patrol, and James Blunt.

CHART LEGEND

Charts are ranked by plays (except for Country chart, which is based on audience impressions, computed by cross-referencing exact times of airplay with Arbitron listener data).
Songs showing an increase in plays (audience for Country) over the previous week, regardless of chart movement. A song will also receive a bullet if its percentage loss in plays (audience for Country) does not exceed the percentage of monitored station downtime for the format. Exempting the Country chart, a song that has been on the chart for more than 20 weeks will generally not

receive a bullet, even if it registers an increase in plays. Country titles that decline in audience but increase in plays will also receive a bullet if the total audience erosion for the week does not exceed 3%. A song in its first week at No. 1 will always receive a bullet, even if it has lost plays (audience for Country).
AUDIENCE TOTALS: Derived, in part, using certain Arbitron Inc. copyrighted Persons 12+ audience estimates, under license.
AIRPOWER: Awarded to songs appearing in the top 20 on both the Airplay and Audience charts for the first time with increases in both plays and audience.

BREAKER: Awarded solely on the Country chart to songs that receive airplay on 60% of the panel for the first time.
HOT SHOT DEBUT: Awarded solely on the Country chart to the highest-ranking new entry.
MOST INCREASED PLAYS: Awarded to the five songs with the largest increases in plays (audience for Country). Title with the top increase will also be highlighted if on chart. If two or more songs have an equal increase, the song ranked higher on chart will be listed first.
MOST ADDED: A listing of songs with the total number

of new adds either reported by each station or by automatic add thresholds. Title with top most added totals will also be highlighted if on chart.
NEW AND ACTIVE: Current songs below the chart threshold that are showing an increase in plays.
TIES ON CHART: A song with the best plays differential (audience for Country) over the previous week is ranked first if tied with another song on the chart. If the songs are still tied at this point, the title that is being played on the most stations at that format will be ranked first.
RECURRENT RULE: Songs below the top 20 (top 15 for

Urban AC, Hot AC, Christian AC, Christian CHR, Inspo, Christian Rock, Gospel, Rock, Triple A and Smooth Jazz) become recurrents and are removed from the chart after 20 weeks. In addition, songs that have been on the chart for more than 52 weeks and rank below No. 10 become recurrents and are removed from the chart. Descending Country titles move to recurrent after 20 weeks if they rank below No. 10 in either audience or plays. Descending AC titles move to recurrent after 52 weeks if they rank below No. 5, after 26 weeks if they rank below No. 10, or after 20 weeks if they rank below No. 15. Songs on Latin charts move to recurrent after 20 weeks if they rank below No. 20

in both audience and plays.
n Nielsen BDS certification for airplay of 100,000 plays on all monitored stations, including satellite and national networks, across the United States and Canada. Numeral following symbol indicates multiple level of 100,000 plays.
★ Indicates title earned HitPredictor status in research data provided by Promosquad. Songs are tested online by Promosquad using multiple listens and a nationwide sample of carefully profiled music consumers.
🇨🇦 Indicated solely on the Canadian charts for songs meeting Canadian content requirements.

R&R HOT AC

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► **GAVIN DeGRAW** RETURNS TO THE CHART AFTER A TWO-AND-A-HALF-YEAR ABSENCE, AS "IN LOVE WITH A GIRL" ENTERS AT NO. 35. IN 2003-05, DeGRAW SCORED THREE CHART HITS, INCLUDING THE TOP 10s "I DON'T WANT TO BE" (NO. 9) AND "CHARIOT" (NO. 5). HIS NEW SELF-TITLED SET STREETS APRIL 15.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	20	TIMBALAND FEAT. ONEREPUBLIC APOLOGIZE	NO. 1 (5 WKS)	113 ☆	2949 -3	14.310 1
2	4	26	SARA BAREILLES LOVE SONG		EPIC	2666 +96	13.595 2
3	5	30	FINGER ELEVEN PARALYZER		WIND-UP	2513 -54	12.581 5
4	3	33	COLBIE CAILLAT BUBBLY		UNIVERSAL REPUBLIC	2413 -187	13.007 3
5	2	23	SANTANA FEATURING CHAD KROEGER INTO THE NIGHT		ARISTA/RMG	2358 -269	10.199 9
6	8	19	BUCKCHERRY SORRY		ELEVEN SEVEN/ATLANTIC/RRP	2302 +64	11.496 6
7	6	29	DAUGHTRY OVER YOU		RCA/RMG	2249 -76	12.613 4
8	9	14	TAYLOR SWIFT TEARDROPS ON MY GUITAR		BIG MACHINE/UNIVERSAL REPUBLIC	2180 -5	9.598 11
9	10	17	LINKIN PARK SHADOW OF THE DAY		WARNER BROS.	2173 -4	9.400 12
10	7	35	PINK WHO KNEW		LAFACE/ZOMBA	1962 -334	10.923 8
11	13	15	LIFEHOUSE WHATEVER IT TAKES		GEFFEN/INTERSCOPE	1948 +92	8.735 13
12	11	29	MAROON 5 WAKE UP CALL		A&M/OCTONE/INTERSCOPE	1920 -148	11.033 7
13	14	13	ALICIA KEYS NO ONE		MBK/J/RMG	1900 +51	10.075 10
14	12	15	JORDIN SPARKS TATTOO		19/JIVE/ZOMBA	1814 -70	8.298 15
15	15	6	DAUGHTRY FEELS LIKE TONIGHT		RCA/RMG	1753 +169	8.568 14
16	16	16	INGRID MICHAELSON THE WAY I AM		CABIN 24/ORIGINAL SIGNAL/RED	1593 +46	7.011 16
17	9	17	JOHN MAYER SAY		AWARE/COLUMBIA	1531 +85	5.647 18
18	18	10	MAROON 5 WON'T GO HOME WITHOUT YOU		A&M/OCTONE/INTERSCOPE	1529 +204	6.090 17
19	19	9	MATCHBOX TWENTY THESE HARD TIMES	AIRPOWER/MOST INCREASED PLAYS	MELISMA/ATLANTIC	1277 +240	4.966 19
20	20	14	FERGIE CLUMSY		WILL.I.AM/A&M/INTERSCOPE	1071 +43	4.933 20
21	16	16	NATASHA BEDINGFIELD LOVE LIKE THIS		PHONOGENIC/EPIC	876 +22	4.085 21
22	23	11	THREE DAYS GRACE NEVER TOO LATE		JIVE/ZOMBA	850 +161	3.086 22
23	25	5	SHERYL CROW LOVE IS FREE		A&M/INTERSCOPE	785 +169	2.908 23
24	22	14	LENNY KRAVITZ I'LL BE WAITING		VIRGIN	769 -81	2.193 26
25	27	5	COLBIE CAILLAT REALIZE		UNIVERSAL REPUBLIC	712 +112	2.863 24
26	24	12	EMERSON HART I WISH THE BEST FOR YOU		MANHATTAN/CAPITOL	652 +2	1.578 29
27	26	16	GOOD CHARLOTTE I DON'T WANNA BE IN LOVE (DANCE FLOOR ANTHEM)		DAYLIGHT/EPIC	558 -58	2.370 25
28	30	5	ONEREPUBLIC STOP AND STARE		MOSLEY/INTERSCOPE	462 +74	1.877 28
29	28	14	GRAHAM COLTON BEST DAYS		UNIVERSAL REPUBLIC	430 -47	0.808 35
30	32	3	PAT MONAHAN TWO WAYS TO SAY GOODBYE		COLUMBIA	363 +64	0.509 -
31	33	9	PARAMORE MISERY BUSINESS		FUELED BY RAMEN/RRP	270 -23	0.944 32
32	34	4	JAMES BLUNT SAME MISTAKE		CUSTARD/ATLANTIC	257 -31	0.470 -
33	37	2	THE BRAVERY BELIEVE		ISLAND/IDJMG	242 +45	0.352 -
34	39	3	MILEY CYRUS SEE YOU AGAIN		HOLLYWOOD	236 +55	0.969 31
35	NEW		GAVIN DEGRAW IN LOVE WITH A GIRL	MOST ADDED	J/RMG	230 +95	0.673 38
36	35	16	RIHANNA FEATURING NE-YO HATE THAT I LOVE YOU		SRP/DEF JAM/IDJMG	229 -35	2.010 27
37	NEW		MARIE DIGBY SAY IT AGAIN		HOLLYWOOD	227 +67	1.185 30
38	31	13	MATT NATHANSON CAR CRASH		ACROBAT/VANGUARD	225 -132	0.486 -
39	29	18	DURAN DURAN FALLING DOWN		EPIC	224 -166	0.530 40
40	40	2	JACK JOHNSON IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC	214 +36	0.816 34

MOST ADDED

ARTIST TITLE / LABEL	NEW STAT ONS
GAVIN DEGRAW In Love With A Girl (J/RMG)	14
JACK JOHNSON If I Had Eyes (Brushfire/Universal Republic)	9
KATE VOEGELE Only Fooling Myself (Myspace/Interscope)	7
FERRAS Hollywood's Not America (Capitol)	7
SHERYL CROW Love Is Free (A&M/Interscope)	6
COLBIE CAILLAT Realize (Universal Republic)	6
THREE DAYS GRACE Never Too Late (Jive/Zomba)	6
MATCHBOX TWENTY These Hard Times (Melisma/Atlantic)	5
ONEREPUBLIC Stop And Stare (Mosley/Interscope)	5
MAROON 5 Won't Go Home Without You (A&M/Octone/Interscope)	4

ADDED AT...

XM FLIGHT 26

Satellite
 OM: Jon Zellner
 PD/MD: Mike Abrams
 Ferras, Hollywood's Not America, O
 Pat Monahan, Two Ways To Say Goodbye, O
 Three Days Grace, Never Too Late, O

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
RIHANNA Don't Stop The Music (SRP/Def Jam/IDJMG)	204/35	THE SPILL CANVAS All Over You (One Eleven/Sire/Reprise)	109/47
LANDON PIGG Falling In Love At A Coffee Shop (RCA/RMG)	178/67	JONAS BROTHERS When You Look Me In The Eyes (Hollywood)	107/36
COLLECTIVE SOUL All That I Know (E)	169/46	BEN'S BROTHER Kiss Me Again (Stuttering) (Capitol)	91/40
CHRIS BROWN With You (Jive/Zomba)	163/36	COUNTING CROWS You Can't Count On Me (Geffen/Interscope)	90/80
JOSH KELLEY Unfair (DNK)	128/10	SEAN KINGSTON Take You There (Beluga Heights/Epic)	82/13

MOST INCREASED PLAYS

+240	☆ MATCHBOX TWENTY These Hard Times (Melisma/Atlantic) KQKQ +31, WKDD +19, KPEK +18, WPTD +17, KOSO +16, WQVD +16, KHMV +15, WRQX +15, WMEE +13, WXMA +12
+204	MAROON 5 Won't Go Home Without You (A&M/Octone/Interscope) WKDD +26, KHMV +25, WBNS +19, KOSO +17, WRQX +13, KUDD +12, WMMX +12, WPTD +12, WCDA +12, WMEE +11
+169	☆ DAUGHTRY Feels Like Tonight (RCA/RMG) KPEK +20, KIMN +17, WPLJ +14, KALZ +13, KRSK +13, WXLO +12, WMC +12, KSRZ +12, WJLK +10, WTMX +9
+169	SHERYL CROW Love Is Free (A&M/Interscope) WBNS +23, WKDD +19, KUDD +18, WMTX +18, KOSO +15, KSRZ +14, KZZU +10, KMYI +9, WMMX +9, WPLJ +7
+161	THREE DAYS GRACE Never Too Late (Jive/Zomba) WMMX +23, KUDD +21, KCDA +17, KZZU +16, WNNF +16, WTTT +14, WQAL +13, KHMV +10, WKRR +9, WRMF +8

FOR WEEK ENDING FEBRUARY 17, 2008
 LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► **MICHAEL McDONALD'S** COVER OF JACKIE WILSON'S "(YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER" LEAPS 14 POSITIONS TO NO. 24 ON THE CANADA AC CHART.

HOT AC REPORTERS

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

* Monitored Reporters

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	CANADA AC	
					TW	PLAYS +/-
1	1	21	COLBIE CAILLAT BUBBLY	UNIVERSAL REPUBLIC/UNIVERSAL	427	-3
2	2	14	TIMBALAND FEAT. ONEREPUBLIC APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	381	+10
3	3	23	MICHAEL BUBLE LOST	143/REPRISE/WARNER	374	+4
4	4	23	CELINE DION TAKING CHANCES	COLUMBIA/SONY BMG	308	-13
5	6	19	FEIST 1234	ARTS & CRAFTS	307	+7
6	14	6	ALICIA KEYS NO ONE	MBK/J/SONY BMG	299	+79
7	7	25	ENRIQUE IGLESIAS SOMEBODY'S ME	UNIVERSAL LATINO/INTERSCOPE/UNIVERSAL	295	+2
8	8	28	PLAIN WHITE T'S HEY THERE DELILAH	FEARLESS/HOLLYWOOD/UNIVERSAL	289	-4
9	5	32	FERGIE BIG GIRLS DON'T CRY	WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL	284	-17
10	9	27	JULLY BLACK SEVEN DAY FOOOL	UNIVERSAL	273	-1
11	11	20	ALI SLAIGHT THE STORY OF YOUR LIFE	WARNER	263	+4
12	13	20	BLUE RODEO THIS TOWN	WARNER	249	+10
13	10	30	JAMES BLUNT 1973	CUSTARD/ATLANTIC/WARNER	243	-30
14	12	25	RYANDAN THE FACE	UNIVERSAL	218	-22
15	16	32	KALAN PORTER DOWN IN HEAVEN	SONY BMG	210	+9
16	18	45	HAYLEY SALES WHAT YOU WANT	UNIVERSAL	195	+3
17	17	33	AVRIL LAVIGNE WHEN YOU'RE GONE	RCA/SONY BMG	191	-3
18	15	44	BON JOVI (YOU WANT TO) MAKE A MEMORY	MERCURY/ISLAND/UNIVERSAL	174	-39
19	19	36	DAUGHTRY HOME	RCA/SONY BMG	165	-9
20	21	18	BRIAN MELO ALL I EVER WANTED	SONY BMG	135	+3
21	20	25	JUSTIN HINES WISH YOU WEL	UNIVERSAL	131	-22
22	28	2	BRYAN ADAMS I THOUGHT I'D SEEN EVERYTHING	UNIVERSAL	88	+27
23	22	9	SANTANA FEAT. CHAD KROEGER INTO THE NIGHT	ARISTA/SONY BMG	87	+4
24	38	3	MICHAEL McDONALD (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER	UNIVERSAL MOTOWN/UNIVERSAL	80	+30
25	23	24	EAGLES HOW LONG	ERC/MERCURY/LOST HIGHWAY/UNIVERSAL	72	-5
26	27	10	BOOM DES JARDINS UN PEU PRESSE	BOOM DES JARDINS	70	+6
27	44	2	SARA BAREILLES LOVE SONG	EPIC/SONY BMG	67	+20
28	32	13	ANNIE BLANCHARD AIDE-MOI A PASSER LA NUIT	MUSICOR	67	+12
29	30	15	KATIE MELUA IF YOU WERE A SAILBOAT	DRAMATIC/UNIVERSAL	66	+5
30	26	5	ISABELLE BOULAY TON HISTOIRE	AUDIOGRAM	66	0

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	CANADA HOT AC	
					TW	PLAYS +/-
1	1	16	HEDLEY FOR THE NIGHTS I CAN'T REMEMBER	UNIVERSAL	796	-17
2	2	12	JORDIN SPARKS TATTOO	19/JIVE/SONY BMG	792	-13
3	4	12	MAROON 5 WON'T GO HOME WITHOUT YOU	A&M/OCTONE/INTERSCOPE/UNIVERSAL	716	+17
4	8	20	FINGER ELEVEN I'LL KEEP YOUR MEMORY VAGUE	WIND-UP	691	+50
5	5	18	FERGIE CLUMSY	WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL	644	-53
6	6	16	RIHANNA DON'T STOP THE MUSIC	SRP/DEF JAM/UNIVERSAL	642	-44
7	7	17	AVRIL LAVIGNE HOT	ARISTA/SONY BMG	617	-39
8	3	20	ALICIA KEYS NO ONE	MBK/J/SONY BMG	577	-127
9	9	21	TIMBALAND FEAT. ONEREPUBLIC APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	563	-68
10	10	16	NATASHA BEDINGFIELD FEAT. SEAN KINGSTON LOVE LIKE THIS	PHONOGENIC/EPIC/SONY BMG	552	-36
11	11	14	SIMPLE PLAN WHEN I'M GONE	LAVA/ATLANTIC/WARNER	545	+5
12	12	11	BUCKCHERRY SORRY	ELEVEN SEVEN/UNIVERSAL	535	0
13	17	5	JOHN MAYER SAY	AWARE/COLUMBIA/SDNY BMG	472	+95
14	14	13	LINKIN PARK SHADOW OF THE DAY	WARNER BROS./WARNER	441	+5
15	20	6	FABER DRIVE WHEN I'M WITH YOU	UNIVERSAL REPUBLIC/UNIVERSAL	426	+67
16	24	5	DAUGHTRY FEELS LIKE TONIGHT	RCA/SONY BMG	420	+92
17	13	29	STATE OF SHOCK MONEY HONEY	CORDOVA BAY	410	-45
18	18	9	ELISE ESTRADA UNLOVE YOU	ROCKSTAR	395	+22
19	16	11	TAYLOR SWIFT TEARDROPS ON MY GUITAR	BIG MACHINE/UNIVERSAL	385	-22
20	22	8	ONEREPUBLIC STOP AND STARE	MOSLEY/INTERSCOPE/UNIVERSAL	372	+20
21	25	4	SARA BAREILLES LOVE SONG	EPIC/SONY BMG	358	+52
22	15	24	COLBIE CAILLAT BUBBLY	UNIVERSAL REPUBLIC/UNIVERSAL	355	-55
23	23	11	LENNY KRAVITZ I'LL BE WAITING	VIRGIN/EMI	351	+8
24	19	24	SANTANA FEAT. CHAD KROEGER INTO THE NIGHT	ARISTA/SONY BMG	347	-24
25	26	5	CHRIS BROWN WITH YOU	JIVE/SONY BMG	311	+23
26	28	7	THREE DAYS GRACE NEVER TOO LATE	JIVE/SONY BMG	287	+29
27	31	10	KREESHA TURNER BOUNCE WITH ME	EMI	276	+27
28	21	22	BRIAN MELO ALL I EVER WANTED	SONY BMG	274	-81
29	29	14	I NINE SEVEN DAYS OF LONELY	J/SONY BMG	263	+10
30	36	3	SEAN KINGSTON TAKE YOU THERE	BELUGA HEIGHTS/EPIC/SONY BMG	254	+37

♦ indicates CanCon



Online, on-air and street-level approaches to cutting through

Buzzworthy Marketing Transcends Budgets

Carol Archer

CArcher@RadioandRecords.com

Slow or flat revenue. A “no first-quarter expenses” mandate. Nonexistent marketing dollars. An overall slowing economy. Quite simply, what is a PD to do, given such bleak indicators? ■ Fortunately, those involved in the day-to-day business not only like to talk, but given the constant evolution of the radio business, they are willing to share potential new ways to make things work.

We spoke with a trio of active smooth jazz programmers who weigh in with their own creative, proactive stances toward marketing.

‘Watering 500 Acres With Tears’

Lincoln Financial Media’s KJCD/Denver PD Michael Fischer likens marketing smooth jazz to “watering 500 acres with tears.” He suggests a return to thinking about radio promotions the way smooth jazz did before becoming so sophisticated that everyone “took promotions for granted.”

Before the advent of direct mail, telemarketing, targeted hot-ZIPs tactics, he says, radio had to execute novel, guerrilla marketing and word-of-mouth. “The world has moved: Technology made it smaller and more complex, so we have to get back to grass-roots marketing. If you don’t have the ability to go out and buy listeners, you have to do it the old-fashioned way—earn them,” Fischer says.

There are two approaches: You can put your hands up or “come out swinging and create something buzzworthy. The mode we’re in is bringing as much live music to Denver as possible. We’re lucky; our concert calendar has eight major shows with top-level artists in 90 days,” including Norman Brown, Mindi Abair, Kenny G, Acoustic Alchemy and Earl Klugh’s Weekend of Jazz with Ramsey Lewis, Boney James and Klugh.

Samantha Pascual, PD at Riviera Broadcast Group’s KOAS (the Oasis)/Las Vegas, is an

avid proponent of forming durable partnerships to create lifestyle events that may not be budgeted. She says that it’s as important to ensure clients’ needs are being met as your own in order to create heritage events together; and she calls creativity “essential.”

“When you live in a city known for \$1.99 steak and eggs, you will need to rethink how you do Sunday smooth jazz brunch,” she says. “In Vegas, off-strip casinos make the most natural partner for a lot of events that target locals.”

Last year KOAS partnered with the Orleans Casino and created a free event: Free Jazz Fridays, poolside at the casino, where attendance averaged 1,000 per week. This spring the station adds another night at the Green Valley Ranch Casino. “Since that venue’s goal is to increase gambling revenue, we offer coupons for dinners to people who attend our events and other activities that drive them to the casino afterward,” Pascual says.

While Las Vegas is a midsize market, the costs of advertising are high due to tourism; people probably see more messages in the market on a daily basis than almost anywhere in the country. It’s also an extremely transient market, with people moving in and out of the locale in high numbers.

“External marketing is a challenge because we compete with casinos that have endless budgets, which limits available inventory in billboards. We decided to focus external marketing on television campaigns in the spring and fall. Since we still are a relatively new sta-

‘If you don’t have the ability to go out and buy listeners, you have to do it the old-fashioned way: Earn them.’

—Michael Fischer



‘When you live in a city known for \$1.99 steak and eggs, you will need to rethink how you do Sunday smooth jazz brunch.’

—Samantha Pascual



‘Perhaps nothing is more valuable than listeners who have signed up for your station’s database and clicked, “Yes, send me your stuff.”’

—Lori Lewis



tion in a transient market, our campaign focuses on the benefits of listening to the station,” Pascual says.

The Subject Line Is Crucial

Like all Clear Channel programmers, WSMJ/Baltimore PD Lori Lewis is operating under the group’s first-quarter spending freeze. However, the stark reality of the dictate doesn’t change her need to make WSMJ more visible, desirable and profitable.

Lewis asserts that there are plenty of ways to market without a big budget, but first things first: Her advice is to be 100% sure that your brand, “the soul of your radio station,” is established and unmistakable. Once it is, start creating a connection with the target audience, or, “the choir.”

“Perhaps nothing is more valuable than listeners who have signed up for your station’s database and clicked ‘Yes, send me your stuff,’” Lewis says. She points out that having opted in, these listeners are “at your disposal,” and asks, “What have you done for them lately?” She suggests one way to become part of your audience’s everyday life and conversation is with strategic online marketing.

“Work closely with your online content director and design consistently compelling e-mail content that’s sent on a regular basis. Keep in mind, however, after tracking years of what kind of e-mails were opened and which weren’t, the subject line appears to be one of the crucial aspects in online marketing—and it must command curiosity. Hopefully, you have a way to track what motivates your core to action,” Lewis says.

She offers two examples of successful WSMJ e-blasts that had engaging subject lines and gave listeners the feeling that the station served as a portal for their needs.

“With primary day in Baltimore so dramatic, WSMJ e-mailed the link containing locations of polling places to our database, with ‘WSMJ wants you to help make history!’ in the subject line. Similarly, on the Friday before the Grammy Awards, an e-mail highlighting artists we actually play who were nominated—Kirk Whalum, Chris Botti, Alicia Keys, Dave Koz, among others—gave people a chance to buy those artists’ CDs and watch exclusive ‘Stripped’ performances that Clear Channel Online routinely supplies its stations for Web content. Its subject line read, ‘Who do you think will win?’”

Lewis encourages others to design e-mail marketing “around your audience, not around you.”

“They already hear every day what you do and how you do it, so focus e-mail marketing on being a portal for all things relevant to your audience, without straying from your brand,” Lewis says. “What makes you talk about products you love? What gets you engaged with products you love? Begin by looking within for ideas to put a smart online marketing plan in place.”

R&R

R&R SMOOTH JAZZ

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► **CHRIS STANDRING** TAKES AIRPOWER AND MOST INCREASED PLAYS HONORS WITH "LOVE & PARAGRAPHS" (22-17, UP 63). HIS ALBUM OF THE SAME NAME WILL BE IN STORES APRIL 22.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW	+/-	AUDIENCE MILLIONS	RANK
1	1	15	PAUL HARDCASTLE LUCKY STAR	NO. 1 (2 WKS) TRIPPIN' N' RHYTHM	616	+37	6.326	1
2	3	22	ERIC MARIENTHAL BLUE WATER	PEAK/CMG	565	+18	5.756	2
3	2	24	BONEY JAMES LET IT GO	CONCORD/CMG	500	-70	4.801	4
4	4	24	CANDY DULFER L.A. CITY LIGHTS	HEADS UP	462	-21	4.316	5
5	5	21	CHRIS BOTTI VENICE	COLUMBIA	459	+24	3.955	6
6	8	4	KENNY G SAX-O-LOCO	STARBUCKS/CONCORD/CMG	388	+44	5.012	3
7	7	9	EUGE GROOVE MR. GROOVE	NARADA JAZZ/BLG	347	-21	2.666	9
8	6	40	JAY SOTO SLAMMIN	NUGROOVE	337	-58	2.360	12
9	9	16	EVERETTE HARP OLD SCHOOL	SHANACHIE	302	+2	2.560	10
10	11	20	QUEEN LATIFAH POETRY MAN	FLAVOR UNIT/VERVE	266	+9	2.355	13
11	10	16	NYEE MOSES BETWEEN US	NYEE MOSES	263	-9	1.940	17
12	13	12	CHUCK LOEB WINDOW OF THE SOUL	HEADS UP	261	+16	1.681	19
13	12	25	NAJEE COME WHAT MAY	HEADS UP	240	-15	2.126	15
14	16	8	PAUL BROWN OL' SKOOLIN'	PEAK/CMG	233	+1	2.709	8
15	14	30	JEFF GOLUB FEATURING RICHARD ELLIOT AIN'T NO WOMAN (LIKE THE ONE I GOT)	NARADA JAZZ/BLG	215	-25	1.641	20
16	17	14	WALTER BEASLEY WHY NOT YOU	HEADS UP	213	0	2.046	16
17	22	4	CHRIS STANDRING AIRPOWER/MOST INCREASED PLAYS LOVE & PARAGRAPHS	ULTIMATE VIBE	211	+63	1.855	18
18	20	3	MICHAEL MCDONALD (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER	UNIVERSAL MOTOWN	211	+42	2.253	14
19	18	5	JESSY J TEQUILA MOON	PEAK/CMG	209	+17	2.976	7
20	19	17	ALICIA KEYS NO ONE	MBK/J/RMG	189	+6	2.384	11
21	21	24	JIMMY SOMMERS HAPPY HOUR	GEMINI	158	+5	1.505	21
22	23	3	RICK BRAUN & RICHARD ELLIOT BETTER TIMES	ARTIZEN	121	+11	0.628	28
23	30	2	NORMAN BROWN POP'S COOL GROOVE	PEAK/CMG	103	+23	0.587	29
24	25	5	SIMPLY RED STAY	SIMPLYRED.COM	90	-2	0.894	24
25	27	9	BLAKE AARON BUMPIN' ON THE WES SIDE	INNERVISION	86	0	1.006	23
26	24	18	MICHAEL MANSON COMING RIGHT AT YA	NUGROOVE	84	-13	0.555	30
27	RE-ENTRY	JOYCE COOLING COOL OF THE NIGHT	NARADA JAZZ/BLG	76	+9	0.289	-	
28	29	2	MARCUS MILLER FEATURING CORINNE BAILEY RAE FREE	CONCORD JAZZ/CMG	73	-7	0.539	-
29	26	6	MICHAEL MCDONALD WALK ON BY	UNIVERSAL MOTOWN	62	-25	0.379	-
30	NEW	ANGIE STONE FEATURING PAULETTA WASHINGTON HAPPY BEING ME	STAX/CMG	61	0	0.445	-	

NEW AND ACTIVE

ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN
MARC ANTOINE Spooky (Peak/CMG)	53/11	BRIAN HUGHES While The World Slowly Turns (Sylvan House)	31/5	ACOUSTIC ALCHEMY Only In My Dreams (Narada Jazz/BLG)	23/0
TOTAL STATIONS: 8		TOTAL STATIONS: 4		TOTAL STATIONS: 2	
KIRK WHALUM Big Ol' Shoes (Rendezvous)	46/23	LES SABLER Club Street (Music Force)	31/0	DARREN RAHN Breakin' Out (NuGroove)	22/1
TOTAL STATIONS: 12		TOTAL STATIONS: 3		TOTAL STATIONS: 2	



MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
PAUL BROWN Ol' Skoolin' (Peak/CMG) KBZN, KTWV, WDSJ	3
MICHAEL MCDONALD (Your Love Keeps Lifting Me) Higher And Higher (Universal Motown) KHJZ, KOAS, WDSJ	3
MARCUS MILLER FEAT. CORINNE BAILEY RAE Free (3 Deuces/CMG) KYOT, WJZZ, WNVV	3
WALTER BEASLEY Why Not You (Heads Up) KIFM, WLOQ	2
STEVE OLIVER FEAT. WARREN HILL On The Upside (SOM) KJCD, KRVR	2
JESSY J Tequila Moon (Peak/CMG) WJSJ	1
CHRIS STANDRING Love & Paragraphs (Ultimate Vibe) WJZZ	1
ALICIA KEYS No One (MBK/J/RMG) KBZN	1
MICHAEL MANSON Coming Right At Ya (NuGroove) KIFM	1
NORMAN BROWN Pop's Cool Groove (Peak/CMG) KJZS	1

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW	+/-
1	1	20	CANDY DULFER L.A. CITY LIGHTS	HEADS UP	182	+8
2	2	13	PAUL HARDCASTLE LUCKY STAR	TRIPPIN' N' RHYTHM	181	+12
3	5	7	EUGE GROOVE MR. GROOVE	NARADA JAZZ/BLG	165	+26
4	3	23	ERIC MARIENTHAL BLUE WATER	PEAK/CMG	156	+1
5	4	15	EVERETTE HARP OLD SCHOOL	SHANACHIE	152	-3
6	8	7	JESSY J TEQUILA MOON	PEAK/CMG	135	+11
7	10	3	KENNY G SAX-O-LOCO	STARBUCKS/CONCORD/CMG	131	+14
8	7	23	BONEY JAMES LET IT GO	CONCORD/CMG	130	-1
9	9	26	NAJEE COME WHAT MAY	HEADS UP	126	+8
10	6	19	JIMMY SOMMERS HAPPY HOUR	GEMINI	126	-11
11	12	6	LES SABLER CLUB STREET	MUSIC FORCE	120	+7
12	11	6	NILS DREAMIN'	BAJA/TSR	120	+6
13	13	4	TOM BRAXTON FEAT. BRIAN SIMPSON ESCAPE	PACIFIC COAST JAZZ	118	+6
14	14	7	CHUCK LOEB WINDOW OF THE SOUL	HEADS UP	115	+6
15	20	3	NORMAN BROWN POP'S COOL GROOVE	PEAK/CMG	110	+16
16	15	7	RICK BRAUN & RICHARD ELLIOT BETTER TIMES	ARTIZEN	107	-1
17	16	20	CHRIS BOTTI VENICE	COLUMBIA	106	+1
18	17	6	PAUL BROWN OL' SKOOLIN'	PEAK/CMG	104	0
19	19	5	DARREN MOTAMEDY LOVE YOU JUST SO MUCH	MASHAD	101	+7
20	21	5	BRIAN HUGHES WHILE THE WORLD SLOWLY TURNS	SYLVAN HOUSE	96	+3
21	18	11	WALTER BEASLEY WHY NOT YOU	HEADS UP	95	0
22	24	4	CHRIS GEITH WAVES OF LIFE	NUANCE	92	+16
23	22	5	MICHAEL MCDONALD WALK ON BY	UNIVERSAL MOTOWN	85	-5
24	23	3	CHRIS STANDRING LOVE & PARAGRAPHS	ULTIMATE VIBE	84	+7
25	NEW	MARCUS MILLER FEAT. CORINNE BAILEY RAE FREE	3 DEUCES/CMG	77	+22	
26	29	2	JAARED YOUR SMILE	TRIPPIN' N' RHYTHM	76	+11
27	25	5	ALICIA KEYS NO ONE	MBK/J/RMG	75	+2
28	27	10	MATT MARSHAK SPACE COASTIN'	NUANCE	73	+2
29	NEW	JEFF OSTER SERENGETTI	RETSO	72	+14	
30	RE-ENTRY	PHILLIP MARTIN AMERICAN GARDEN	THREE KEYS	68	+6	

MOST INCREASED PLAYS

+63

CHRIS STANDRING

Love & Paragraphs (Ultimate Vibe) WSMJ +12, SLJC +9, WJZZ +9, WJZZ +8, WNVV +6, KHJZ +5, KYOT +4, KBZN +3, KOAS +2, XWRC +2

+44

KENNY G

Sax-o-loco (Starbucks/Concord/CMG) WJZZ +16, WJZZ +12, WDSJ +8, KHJZ +6, SLJC -3, WLVE +3, KBZN +2, WVMV +2, KXSF +2, WJSJ +2

+42

MICHAEL MCDONALD

(Your Love Keeps Lifting Me) Higher And Higher (Universal Motown) KOAS +15, WJSJ +5, KTWV +5, WNUA +3, WJZZ +3, WLOQ +3, KIFM +2, KJZS +2, KSSJ +1, KJCD +1

+37

PAUL HARDCASTLE

Lucky Star (Trippin' N' Rhythm) WNVV +9, KHJZ +7, WJZZ +3, KBZN +3, WLOQ +3, WNUA +3, KYOT +2, KOAS +1, WJZZ +1, KRVR +1

+24

CHRIS BOTTI

Venice (Columbia) KHJZ +6, WJZZ +5, WJZZ +4, WDSJ +3, WLOQ +3, WLVE +3, KSSJ +3, KJZS +2, KJZZ +2, SLJC +2

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
 29 smooth jazz stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 16 reporters.
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ADDED AT... KTWV

Los Angeles, CA
 PD: Paul Goldstein
 APD/MD: Blake Florence
 Marc Antoine, Spooky, 13
 Blake Aaron, Bumpin' On The Wes Side, 12
 FOR REPORTING STATIONS PLAYLISTS GO TO:
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SMOOTH JAZZ REPORTERS

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

* Monitored Reporters



Web site design tweaks can make all the difference

Generating Online, Promotion Revenue

Mike Boyle
MBoyle@RadioandRecords.com

In today's challenging economic climate, any and all revenue-generating avenues are being explored; broadcasters can't afford to leave even a single stone unturned. One of those stones—a station's Web site—has the potential to turn into a mountain of unclaimed cash and it may only be a matter of a few simple (though maybe not inexpensive) tweaks to its design for optimum output.

Take A Look Under The Hood

When Press Communications' new technologies manager Tom Stark sat down one year ago with Terrie Carr, then-newly installed PD of alternative WHTG (G Rock 106.3) and WBBO (106.5)/Monmouth-Ocean, N.J., both agreed that the G Rock Web site was having an identity crisis. But until then, station management didn't know how to resolve it.

"When Terrie came in she had a clear path in mind," Stark recalls. "In college, I was a fan of the old FM106.3 and I really wanted the station to get back to those days, and I think Terrie has done a remarkable job with that."

Attacking the Web site's design, Stark says he and Carr brought a bunch of new ideas about what they wanted it to be and how they wanted it to represent the station. "We wanted it to be the online version of what we do on the air."

Stark, who has some graphic design experience, jotted down a rough sketch of the new site on paper, but it was actually his wife, the real graphic designer in the family, and her compa-

ny, Opaque Design, that came up with the new look for G Rock's Web site.

As the design progressed, more than anything else, Stark says the station thought about what the listener would want from the site. Another important consideration was how the station could use the site as a vehicle for untapped revenue.

"I thought the best way to do that was to make the home page something that would capture the listeners' attention, but not look like a race car with ads everywhere," Stark says. "If we have contests for listeners to enter on the home page, they'll be prominently mentioned, but we made it a point to not have banner ads on the home page. That's not to say the site doesn't have banner ads. As you go into the site you will see them, and we also incorporate advertising in our video streams."

The new bells and whistles on the G Rock Web site (grockradio.com) are state of the art. Among them are live streaming of the station, a video player for numerous viewing options the station now offers, text messaging and the abil-

'It's important that listeners and clients know that they can get information about anything we're doing on the air and at our Web site.'

—Tom Stark



ity to stream the station to a cell phone. Stark credits company management for having the vision to create a "sticky" destination for listeners, which is the ultimate goal for turning visions into revenue.

Money-Generating Ideas

Text messaging has become a new revenue source for G Rock. Any time listeners send a "G Text" message to the studio, they receive an automatically generated "thank you" text in return, plus a message from Bud Lite. The brewer also sponsors another text feature called "Now Playing" where listeners receive a list of the last three songs the station played. Similarly, there is a "Last Played" page on the Web site that lists the last 100 songs that aired along with links to iTunes to buy the songs.

The station has a national sponsor, Burger King, for its daily and weekly online "G Rock Poll." Stark says, "We're attracting clients we normally wouldn't have with our technology enhancements."

Among the most unique revenue-generating ideas sparked by the redesign are streaming video vignettes: "Alt.Vault" is a weekly music news and interview feature hosted by Carr. For "G Rock Rising," morning show co-host Erin Vogt spotlights a local band with an interview and music.

Then there's "G String," an extension of co-host Kramer's "Name That Lick" morning show contest where he plays a guitar lick and listeners win prizes if they identify the song from which the lick is taken. For the online video version of "G String," Kramer teaches visitors how to play those licks on guitar. (Ed. note: Kramer left the station after this column was written.)

During the recent football season, afternoon host Matt Knight talked about his game predictions and involved listeners in a Web offering called "Fantasy Football." Matt Murray, a mountain biking/outdoor sports enthusiast, hosts a feature on his night show called "Extreme G." In a client-sponsored Web video extension, he and the occasional guest pro give mountain biking tips.

Stark offers a last bit of advice: "It's great that we're doing all of these things on the Web site," he says, "but if I had one piece of advice it would be a reminder for the online and promotion teams at radio stations to communicate with each other. There's nothing that I hate more than listening to the station on the way home and hearing a promotion on the air that I didn't know about. It's important that listeners and clients know that they can get information about anything we're doing on the air and at our Web site."

R&R



G Rock Web site screen shot



WJJO Web site screen shot

'Gateway' Is The Way At WJJO

Mid-West Family Broadcasters active rock WJJO/Madison recently debuted a new interactive Web site, and says it has had tremendous success by selling "gateway" spots on its streaming player. Those are the 15- to 30-second spots that run before the stream starts.

"Clients really are gravitating to those because they can do a banner-type ad with audio behind it or something as fancy as an actual produced TV commercial," WJJO promotion director Ski says. "A few sponsors have even signed up for yearly deals to be on the player." —MB

R&R ALTERNATIVE

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► **PUDDLE OF MUDD** EARNS ITS SEVENTH ALTERNATIVE TOP 10, AND FIRST IN NEARLY FOUR YEARS, AS "PSYCHO" CLIMBS 13-10.

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW	+/ -	AUDIENCE MILLIONS	RANK
1	17	FOO FIGHTERS LONG ROAD TO RUIN	NO. 1 (1 WK)	☆	1825	+42	5.708	3
2	1	SEETHER FAKE IT		☆	1772	-69	7.754	2
3	20	LINKIN PARK SHADOW OF THE DAY		☆	1553	-40	5.358	4
4	14	PARAMORE CRUSHCRUSHCRUSH		☆	1416	+35	4.501	7
5	29	FOO FIGHTERS THE PRETENDER		☆	1279	-28	3.098	1
6	7	AVENGED SEVENFOLO ALMOST EASY		☆	1151	-24	3.238	15
7	6	RISE AGAINST THE GOOD LEFT UNDONE		☆	1139	-62	4.74	6
8	8	RADIOHEAD BODYSNATCHERS		☆	1082	-11	3.495	13
9	10	THE BRAVERY BELIEVE		☆	1036	-5	3.900	9
10	13	PUDDLE OF MUDD PSYCHO		☆	1024	+48	3.636	11
11	9	CHEVELLE I GET IT		☆	961	-114	4.051	8
12	14	JACK JOHNSON IF I HAD EYES		☆	933	+72	3.718	10
13	12	SERJ TANKIAN EMPTY WALLS		☆	918	-70	4.815	5
14	15	THREE DAYS GRACE NEVER TOO LATE		☆	860	+7	3.542	12
15	18	PANIC AT THE DISCO NINE IN THE AFTERNOON		☆	829	+134	2.916	17
16	17	JIMMY EAT WORLD ALWAYS BE		☆	823	+32	2.744	18
17	16	FOXBORO HOT TUBS MOTHER MARY		☆	797	-3	3.193	16
18	20	ASHES DIVIDE THE STONE		☆	727	+96	1.721	22
19	21	ATREYU FALLING DOWN		☆	657	+74	1.835	20
20	19	LINKIN PARK BLEED IT OUT		☆	608	-79	3.494	14
21	23	SICK PUPPIES MY WORLD		☆	588	+28	1.369	32
22	24	BREAKING BENJAMIN UNTIL THE END		☆	540	+38	1.665	23
23	22	THE KILLERS SHADOWPLAY		☆	500	-72	1.662	24
24	28	SERJ TANKIAN SKY IS OVER		☆	466	+43	1.508	27
25	34	THEORY OF A DEADMAN SO HAPPY		☆	432	+87	1.392	29
26	27	THREE DAYS GRACE RIOT		☆	429	-11	1.340	33
27	31	SIXX: A.M. LIFE IS BEAUTIFUL		☆	419	+35	1.159	36
28	30	HURT TEN TON BRICK		☆	419	+30	1.278	34
29	29	BULLET FOR MY VALENTINE SCREAM AIM FIRE		☆	397	+1	0.693	-
30	32	THE WHITE STRIPES CONQUEST		☆	393	+18	0.877	-
31	35	BUCKCHERRY SORRY		☆	391	+69	2.422	19
32	26	EDDIE VEDDER HARD SUN		☆	378	-79	1.457	28
33	NEW	10 YEARS BEAUTIFUL		☆	362	+123	0.923	4C
34	33	ROGUE WAVE LAKE MICHIGAN		☆	341	-32	0.777	-
35	25	SHINY TOY GUNS RAINY MONDAY		☆	332	-143	0.627	-
36	NEW	R.E.M. SUPERNATURAL SUPERSERIOUS		☆	316	+174	1.150	37
37	37	SPOON DON'T YOU EVAH		☆	309	+3	0.873	-
38	NEW	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS		☆	303	+92	1.537	2E
39	38	AGAINST ME! STOP		☆	302	+35	1.371	31
40	40	VAMPIRE WEEKEND A-PUNK		☆	290	+33	1.377	3C

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
SEETHER Rise Above This (Wind-up)	16
3 DOORS DOWN It's Not My Time (Universal Republic)	11
R.E.M. Supernatural Superserious (Warner Bros.)	7
FINGER ELEVEN I'll Keep Your Memory Vague (Wind-up)	6
10 YEARS Beautiful (Universal Republic)	5
APOCALYPTICA FEAT. COREY TAYLOR I'm Not Jesus (Jive/Zomba)	5
GNARLS BARKLEY Run (Downtown/Atlantic)	5
PANIC AT THE DISCO Nine In The Afternoon (Decaydance/Fueled By Ramen/RRP)	4
AGAINST ME! Stop (Sire/Reprise)	4
LINKIN PARK Given Up (Warner Bros.)	4

ADDED AT...
KQXR the X 100.3
Boise, ID
PD: Jeremy Nicolato
MD: Jeremi Smith
3 Doors Down, It's Not My Time, 10
Chevelle, The Fad, 5
Seether, Rise Above This, 1
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

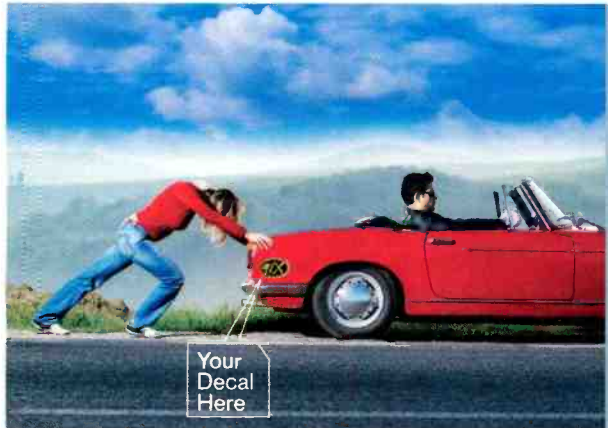
NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
MGMT Time To Pretend (Columbia)	282/19	CHEVELLE The Fad (Epic)	202/51
GNARLS BARKLEY Run (Downtown/Atlantic)	276/24	FINGER ELEVEN I'll Keep Your Memory Vague (Wind-up)	178/49
SEETHER Rise Above This (Wind-up)	249/94	KATE NASH Foundations (Fiction/Geffen/Interscope)	171/7
ANGELS AND AIRWAVES Secret Crowds (Suretone/Geffen/Interscope)	208/45	LOUIS XIV Air Traffic Control (Pineapple/Atlantic)	155/12
LINKIN PARK Given Up (Warner Bros.)	204/66	SAVING ABEL Addicted (Virgin)	137/46

MOST INCREASED PLAYS

INCREASE IN PLAYS	ARTIST TITLE / LABEL
+174	R.E.M. Supernatural Superserious (Warner Bros.)
+134	PANIC AT THE DISCO Nine In The Afternoon (Decaydance/Fueled By Ramen/RRP)
+123	10 YEARS Beautiful (Universal Republic)
+96	ASHES DIVIDE The Stone (Island/DJMG)
+94	SEETHER Rise Above This (Wind-up)

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
69 alternative and 26 Canada rock stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.



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▶ FINNISH QUARTET **APOCALYPTICA'S** COLLABORATION WITH COREY TAYLOR, "I'M NOT JESUS," ROLLS 30-18 AND CLAIMS AIRPOWER STRIPES IN ITS SECOND WEEK ON THE CHART.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	20	PUDDLE OF MUDD PSYCHO	NO. 1 (3 WKS) FLAWLESS/GEFFEN/INTERSCOPE	1727 -44	6.421	1
2	3	22	AVENGED SEVENFOLD ALMOST EASY	HOPELESS/WARNER BROS.	1551 -23	4.468	4
3	4	12	FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/RMG	1437 +11	5.028	3
4	2	26	SEETHER FAKE IT	11 WIND-UP	1347 -242	5.595	2
5	6	27	HURT TEN TON BRICK	CAPITOL	1191 -23	2.860	8
6	8	19	BREAKING BENJAMIN UNTIL THE END	HOLLYWOOD	1147 +82	3.545	6
7	5	32	SIXX: A.M. LIFE IS BEAUTIFUL	ELEVEN SEVEN	1125 -107	4.046	5
8	7	21	KORN HOLD ON	VIRGIN	1013 -58	2.932	7
9	11	4	THEORY OF A DEADMAN SO HAPPY	604/ROADRUNNER/RIP	988 +110	2.625	11
10	9	31	FIVE FINGER DEATH PUNCH THE BLEEDING	FIRM	974 +31	2.454	12
11	13	5	ASHES DIVIDE THE STONE	ISLAND/JMG	876 +121	2.368	13
12	10	18	LINKIN PARK SHADOW OF THE DAY	11 WARNER BROS.	874 -64	2.820	10
13	18	5	CHEVELLE THE FAD	EPIC	804 +142	1.929	16
14	19	10	BULLET FOR MY VALENTINE SCREAM AIM FIRE	JIVE/ZOMBA	695 +64	1.324	22
15	21	4	ATREYU FALLING DOWN	AIRPOWER HOLLYWOOD	665 +125	1.674	18
16	15	29	FOO FIGHTERS THE PRETENDER	11 ROSWELL/RCA/RMG	645 -32	2.832	9
17	14	23	SERJ TANKIAN EMPTY WALLS	SERJICAL STRIKE/REPRISE	632 -105	1.930	15
18	30	2	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS	AIRPOWER JIVE/ZOMBA	605 +201	1.743	17
19	22	6	ALTER BRIDGE WATCH OVER YOU	AIRPOWER UNIVERSAL REPUBLIC	605 +67	1.506	19
20	12	25	ANOTHER ANIMAL BROKEN AGAIN	UNIVERSAL REPUBLIC	582 -180	1.983	14
21	35	2	10 YEARS BEAUTIFUL	UNIVERSAL REPUBLIC	547 +211	1.470	20
22	26	13	AIRBOURNE TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/RIP	511 +54	1.433	21
23	28	12	EGYPT CENTRAL YOU MAKE ME SICK	FAT LADY/ILG	508 +57	0.963	28
24	27	17	THREE DAYS GRACE RIOT	JIVE/ZOMBA	474 +18	1.262	23
25	25	15	ENDEVERAFTER I WANNA BE YOUR MAN	RAZOR & TIE	459 -13	0.990	26
26	33	10	DROWNING POOL ENEMY	ELEVEN SEVEN	399 +14	0.790	34
27	38	2	SERJ TANKIAN SKY IS OVER	SERJICAL STRIKE/REPRISE	378 +72	0.828	32
28	11	11	BLOODSIMPLE OUT TO GET YOU	REPRISE	370 +22	0.545	40
29	36	3	SAVING ABEL ADDICTED	VIRGIN	356 +43	0.684	36
30	32	16	NONPOINT MARCH OF WAR	BIELER BROS.	345 -53	0.708	35
31	29	19	MUDVAYNE DULL BOY	EPIC	344 -95	0.977	27
32	24	13	OZZY OSBOURNE BLACK RAIN	EPIC	338 -160	0.955	29
33	23	14	KID ROCK AMEN	TOP DOG/ATLANTIC	326 -174	0.889	31
34	NEW		BLACK TIDE SHOCKWAVE	INTERSCOPE	288 +79	0.623	37
35	31	20	GODSMACK GOOD TIMES BAD TIMES	UNIVERSAL REPUBLIC	283 -120	1.221	24
36	37	9	FLYLEAF BREATHE TODAY	A&M/OCTONE/INTERSCOPE	280 -27	0.594	38
37	NEW		12 STONES ANTHEM FOR THE UNDERDOG	WIND-UP	271 +17	0.360	-
38	RE-ENTRY		VELVET REVOLVER GET OUT THE DOOR	RCA/RMG	269 +18	0.902	30
39	NEW		3 DOORS DOWN IT'S NOT MY TIME	MOST INCREASED PLAYS/MOST ADDED UNIVERSAL REPUBLIC	259 +259	1.108	25
40	RE-ENTRY		HELLYEAH THANK YOU	EPIC	227 -31	0.508	-

MOST ADDED

ARTIST TITLE / LABEL NEW STATIONS

3 DOORS DOWN 36
It's Not My Time (Universal Republic)
KDJE, KHTB, KHTQ, KISW, KLAQ, KOMP, KXXR, KZBD, KZRO, Sirius Octane, WBSX, WBUR, WBYR, WBZ, WCC, WCHZ, WCP, WEDG, WIL, WKLQ, WKQZ, WLX, WMMF, WQXA, WRIF, WRUF, WRXW, WRZK, WTFX, WTKX, WTPT, WZOM, WXQR, WYBB, WZMR, XM Squizz

SEETHER 20
Rise Above This (Wind-up)
KDJE, KHTQ, KILQ, KZRO, WAAF, WBSX, WBYR, WBZ, WCC, WCHZ, WEDG, WIL, WJJO, WKQZ, WRTT, WRXW, WRZK, WTPT, WYBB, WZOR

APOCALYPTICA FEAT. COREY TAYLOR 12
I'm Not Jesus (Jive/Zomba)
KICT, MNEN, KOMP, KRZR, WCP, WJJO, WLX, WRIF, WRUF, WRZK, WTPT, WWIZ

SEVENDUST 7
Prodigal Son (7 Bros./Asylum/ILG)
KILQ, KQRC, KXFX, KZRO, WCC, WEDG, WKQZ

10 YEARS 6
Beautiful (Universal Republic)
KISS, KISW, KZRO, WBUR, WRXW, WTKX

ATREYU 5
Falling Down (Hollywood)
KBPI, KLAQ, WHDR, WRTT, WXZZ

BULLET FOR MY VALENTINE 5
Scream Aim Fire (Jive/Zomba)
KISW, MNEN, KXXR, WTKX, WXTB

ASHES DIVIDE 4
The Stone (Island/JMG)
KBPI, KIOZ, WCP, WTFX

CHEVELLE 4
The Fad (Epic)
WEDG, WRTT, WTPT, WWWX

SERJ TANKIAN 4
Sky Is Over (Serjical Strike/Reprise)
KIOZ, KRZR, KXXR, WRIF

ADDED AT... WKQZ
Saginaw, MI
PD: Hoser
APD/MD: Matt Bingham
Seether, Rise Above This, 7
3 Doors Down, It's Not My Time, 6
Sevendust, Prodigal Son, 1

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
DRAGONFORCE Through The Fire And Flames (Roadrunner/RRP)	212/24	RISE AGAINST The Good Left Undone (Geffen/Interscope)	135/31
TOTAL STATIONS: 26		TOTAL STATIONS: 10	
SEETHER Rise Above This (Wind-up)	196/147	LINKIN PARK Given Up (Warner Bros.)	132/32
TOTAL STATIONS: 29		TOTAL STATIONS: 15	
SOILWORK Exile (Nuclear Blast/Caroline)	152/7	TANTRIC Down And Out (Silent Majority/ILG)	130/77
TOTAL STATIONS: 20		TOTAL STATIONS: 23	
SEVENDUST Prodigal Son (7 Bros./Asylum/ILG)	149/103	32 LEAVES All Is Numb (Double Blind/Universal Republic)	120/21
TOTAL STATIONS: 24		TOTAL STATIONS: 30	
CINDER ROAD Should've Known Better (Caroline)	138/17	THOUSAND FOOT KRUTCH Falls Apart (Tooth & Nail)	108/23
TOTAL STATIONS: 14		TOTAL STATIONS: 13	

MOST INCREASED PLAYS

+259 **3 DOORS DOWN**
It's Not My Time (Universal Republic)
WBSX +33, WCP +20, KHTB +19, WTKX +18, WTPT +18, KDJE +17, WMMR +17, WTFX +14, KZBD +13, WBUR +12

+211 **10 YEARS**
Beautiful (Universal Republic)
KLAQ +16, WRXW +14, KZBD +13, WBSX +13, KISS +11, WTKX +10, WRIF +9, WRAT +8, KATT +8, WEDG +8

+201 **APOCALYPTICA FEAT. COREY TAYLOR**
I'm Not Jesus (Jive/Zomba)
KZBD +22, WXQR +14, WCHZ +14, KBPI +13, KLAQ +12, KRZR +12, WKQZ +11, WTFX +10, WRXW +10, KATT +9

+147 **SEETHER**
Rise Above This (Wind-up)
KZBD +16, KHTB +15, KLAQ +13, WRUF +13, KDJE +9, WMMR +8, WBUR +8, WBSX +8, WKLQ +8, XSQU +8

+142 **CHEVELLE**
The Fad (Epic)
KOMP +16, WXQR +13, WRXW +13, WWWX +13, WRZK +12, WBSX +12, WWIZ +7, WYBB +7, WZMR +7, KHTQ +6

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► **COLLECTIVE SOUL** MAKES ITS 14TH CHART APPEARANCE, AND THIRD ON ITS OWN LABEL, AS "NEW VIBRATION" ENTERS AT NO. 27.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE MILLIONS	RANK
					TW	+/-		
1	1	25	SEETHER FAKE IT	NO. 1 (4 WKS) WIND-UP	419	-16	1.470	1
2	2	33	SIXX: A.M. LIFE IS BEAUTIFUL	ELEVEN SEVEN	381	-13	1.213	3
3	4	17	PUDDLE OF MUDD PSYCHO	FLAWLESS/GEFFEN/INTERSCOPE	350	+42	1.178	4
4	3	14	LINKIN PARK SHADOW OF THE DAY	WARNER BROS.	324	+6	1.217	2
5	5	11	FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/RMG	254	+5	0.683	7
6	7	55	FINGER ELEVEN PARALYZER	WIND-UP	237	-6	0.686	6
7	6	15	KID ROCK AMEN	TOP DOG/ATLANTIC	234	-15	0.715	5
8	8	27	ALTER BRIDGE RISE TODAY	UNIVERSAL REPUBLIC	224	-15	0.626	10
9	9	41	THREE DAYS GRACE NEVER TOO LATE	JIVE/ZOMBA	223	+6	0.566	12
10	12	4	THEORY OF A DEADMAN SO HAPPY	MOST INCREASED PLAYS 604/ROADRUNNER/RRP	200	+49	0.627	9
11	11	6	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	193	+5	0.613	11
12	10	28	FOO FIGHTERS THE PRETENDER	ROSWELL/RCA/RMG	182	-9	0.660	8
13	14	12	AIRBOURNE TOO MUCH, TOO YOUNG, TOO FAST	AIRPOWER ROADRUNNER/RRP	157	+23	0.280	19
14	16	8	BUCKCHERRY SORRY	ELEVEN SEVEN/ATLANTIC/RRP	131	+2	0.525	13
15	18	15	LENNY KRAVITZ BRING IT ON	VIRGIN	121	+1	0.284	18
16	19	16	OZZY OSBOURNE BLACK RAIN	EPIC	114	-4	0.296	17
17	17	18	AVENGED SEVENFOLD ALMOST EASY	HOPELESS/WARNER BROS.	114	-14	0.171	23
18	15	19	GODSMACK GOOD TIMES BAD TIMES	UNIVERSAL REPUBLIC	114	-16	0.299	15
19	20	10	BREAKING BENJAMIN UNTIL THE END	AIRPOWER HOLLYWOOD	104	+10	0.388	14
20	22	3	THREE DAYS GRACE RIOT	JIVE/ZOMBA	70	+2	0.276	20
21	28	2	10 YEARS BEAUTIFUL	UNIVERSAL REPUBLIC	69	+17	0.297	16
22	26	3	ASHES DIVIDE THE STONE	ISLAND/IDJMG	64	+6	0.138	26
23	30	2	ALTER BRIDGE WATCH OVER YOU	UNIVERSAL REPUBLIC	63	+16	0.133	28
24	24	4	HELLYEAH THANK YOU	EPIC	61	-5	0.232	21
25	27	9	ENDEVERAFTER I WANNA BE YOUR MAN	RAZOR & TIE	60	+5	0.086	-
26	25	20	ANOTHER ANIMAL BROKEN AGAIN	UNIVERSAL REPUBLIC	50	-11	0.089	-
27	NEW		COLLECTIVE SOUL NEW VIBRATION	EL	46	+5	0.149	25
28	NEW		VELVET REVOLVER GET OUT THE DOOR	RCA/RMG	44	+17	0.064	-
29	RE-ENTRY		FIVE FINGER DEATH PUNCH THE BLEEDING	FIRM	44	+4	0.035	-
30	29	4	HURT TEN TON BRICK	CAPITOL	39	-12	0.097	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
3 DOORS DOWN It's Not My Time (Universal Republic) KAZR, KBER, WDHA, WJXQ, WKLC, WNOR, WONE, WXMM	8
SEETHER Rise Above This (Wind-up) KBER, KMOD, WDHA, WEBN, WKLC	5
PUDDLE OF MUDD Psycho (Flawless/Geffen/Interscope) WDHA, WHJY, WMMS	3
ASHES DIVIDE The Stone (Island/IDJMG) KIOC, WVRK, WAFX	3
AIRBOURNE Too Much, Too Young, Too Fast (Roadrunner/RRP) WHJY, WMMS	2
10 YEARS Beautiful (Universal Republic) KMOD, KTUX	2
FOO FIGHTERS Long Road To Ruin (Roswell/RCA/RMG) WMMS	1
KID ROCK Amen (Top Dog/Atlantic) WMMS	1
THEORY OF A DEADMAN So Happy (604/Roadrunner/RRP) WZZO	1

**ADDED AT...
WXMM**
Norfolk, VA
OM/PD: John Shomby
3 Doors Down, It's Not My Time, 12

**100.5
MAX-FM**

FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE			
ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
APOCALYPTICA FEAT. COREY TAYLOR I'm Not Jesus (Jive/Zomba)	35/20	BLACK TIDE Shockwave (Interscope)	34/3
TOTAL STATIONS:	6	TOTAL STATIONS:	7
ATREYU Falling Down (Hollywood)	35/2	32 LEAVES All Is Numb (Double Blind/Universal Republic)	31/9
TOTAL STATIONS:	8	TOTAL STATIONS:	7
3 DOORS DOWN It's Not My Time (Universal Republic)	34/34	R.E.M. Supernatural Superserious (Warner Bros.)	28/12
TOTAL STATIONS:	6	TOTAL STATIONS:	5

MOST INCREASED PLAYS

+49	THEORY OF A DEADMAN So Happy (604/Roadrunner/RRP) WNOR +17, WZZO +13, KIOC +10, WRQK +6, WVRK +5, KTUX +3, WJXQ +2, WONE +2
+42	PUDDLE OF MUDD Psycho (Flawless/Geffen/Interscope) KAZR +12, WZZO +10, WDHA +9, WMMS +9, WKLC +6, WNOR +5, WAFX +4, WHJY +4, WAQX +3, KMOD +1
+34	3 DOORS DOWN It's Not My Time (Universal Republic) WXMM +12, KAZR +11, KBER +4, WONE +4, KMOD +2, WDHA +1
+23	AIRBOURNE Too Much, Too Young, Too Fast (Roadrunner/RRP) WHJY +9, WMMS +9, WNOR +3, KZRR +2, WZZO +2, WXMM +2, WKLC +2, WJXQ +1, KMOD -1, KBER -1
+23	SEETHER Rise Above This (Wind-up) WEBN +9, KMOD +7, KIOC +2, WNOR +2, KBER +1, WDHA +1, WAFX +1

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS		THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS	
			TW	LW				TW	LW
1	OZZY OSBOURNE I DON'T WANNA STOP (EPIC)		128	139	6	LINKIN PARK WHAT I'VE DONE (WARNER BROS.)		103	134
2	HELLYEAH ALCOHAULIN' ASS (EPIC)		115	151	7	PAPA ROACH FOREVER (EL TONAL/GEFFEN/INTERSCOPE)		101	107
3	AC/DC BACK IN BLACK (LEGACY/EPIC)		112	108	8	PINK FLOYD ANOTHER BRICK IN THE WALL (PART II) (COLUMBIA)		99	100
4	GUNS N' ROSES SWEET CHILD O' MINE (GEFFEN/INTERSCOPE)		106	103	9	GUNS N' ROSES PARADISE CITY (GEFFEN/INTERSCOPE)		98	90
5	RUSH TOM SAWYER (ANTHEM/MERCURY/UMF)		103	97	10	PEARL JAM EVEN FLOW (EPIC)		98	95

ROCK REPORTERS

WONE/Akron, OH* CM: Chuck Collins FC: T.K. O'Grady AF/MD: Tim Daugherty	KIOC/Beaumont, TX* OM: Trey Poston PD: Joey Armstrong	WEBN/Cincinnati, OH* OM/PD: Scott Reinhart MD: Dave Fritz	WRVC/Huntington, WV PD: Reeves Kirtner APD: Stephen Perry	WNOR/Norfolk, VA* PD: Harvey Kojan APD/MD: Sonja Morrell	KCAL/Riverside, CA* PD: Steve Hoffman APD/MD: Daryl Norsell	KSHE/St. Louis, MO* OM: Rick Balis APD: Katy Kruze MD: Guy Favazza
FZRR/Albuquerque, NM* CM: Bill May FC: Phil Mahoney MD: Rob Brothers	WPTQ/Bowling Green, KY OM/PD: Alex "Axe" Parocai APD/MD: Monty Foster	WMMS/Cleveland, OH* PD: Bo Matthews	WJXQ/Lansing, MI* OM: Paul Cashin PD: Sheri Vegas	WXMM/Norfolk, VA* OM/PD: John Shomby	WRRX/Rockford, IL PD: Jim Stone MD: Jon Schulz	WAQX/Syracuse, NY* OM: Tom Mitchell PD: Alexis APD/MD: Don Kelley
WZZO/Allentown, PA* FC: Tori Thomas MD: Keith Moyer	WRQK/Canton, OH* PD: Greg Ausham	WVRK/Columbus, GA* OM: Brian Waters PD: Chris Chaos	WGIR/Manchester, NH* PD: Chris "Doc" Garrett	KCLB/Palm Springs, CA OM/PD: Jen Shevlin MD: Jenn Brewski	KBER/Salt Lake City, UT* PD: Kelly Hammer APD/MD: Darby Wilcox	KMOD/Tulsa, OK* OM/PD: Don Crist
FVHL/Anchorage, AK FC/MD: Brad Stennett	WPXC/Cape Cod, MA PD/MD: Suzanne Tonaire	KAZR/Des Moines, IA* OM: Scott Allen PD: Ryan Patrick MD: Andy Hall	WAFX/Montgomery, AL* PD: Rick Hendrick	KUFO/Portland, OR* PD: Chris Patyk APD/MD: Dan Bozyk	KZOO/San Luis Obispo, CA OM: Pepper Daniels PD/MD: Dusty Rhoads	WMZK/Wausau, WI PD: Jeff Cecil
WTJS/Augusta, ME CM/PD: Steve Smith AF: Chris Rush	WKLC/Charleston, WV* OM/PD: Jay Nunley APD: Brian Thompson MD: Dawn Cox	WQCM/Hagerstown, MD OM: Rick Alexander PD/MD: Mike Holder	WDHA/Morristown, NJ* PD: Tony Paige APD: Curtis Kay	WHJY/Providence, RI* PD: Scott Laudani	KTUX/Shreveport, LA* OM/PD: Gary McCoy APD/MD: Randy Hill	KBZS/Wichita Falls, TX PD: Liz Ryan

* Monitored Reporters



KTBG/Kansas City is putting a new spin on direct marketing

Finding Like-Minded Listeners

John Schoenberger

JSchoenberger@RadioandRecords.com

For any station, commercial or noncommercial, the goal is to entice people to try out the product and become a regular listener. But in the case of public radio, that goal needs to go one step further by making that listener a loyal member who supports the station with an annual donation. ■ KTBG (90.9 the Bridge) is a listener-supported outlet broadcasting NPR news programs balanced with a triple A format. The station is owned by the University of Central Missouri and is licensed to Warrensburg, Mo., just southeast of Kansas City.

KTBG PD Jon Hart, along with the station's upper management, have been experimenting with ways to invite people to sample the station via an old-school method: direct mail.

The Bridge has grown gradually from the ground up during the past seven years, making consistent progress in the areas of underwriting and membership. But station management felt it was time to further market and brand the station, and, at the same time, actively reach out to a selected segment of the public to grow its membership base.

It began with a Corp. for Public Broadcasting grant the station received a while back. The money wasn't enough to blitz the market with billboards or TV, so KTBG decided to utilize the money in another way. "We have a sister TV station and noticed how direct mail had a good track record with them," Hart says. "Conventional wisdom is that direct mail works great for public TV but not so much for public radio, so we hesitated a bit on the idea at first."

But then Hart started having conversations with a former account executive he knew from his talk radio days at local KCMO-AM: Jim Olenick had since stepped out on his own doing media placement. Olenick's company was also doing some work with direct mail and had access to in-depth data about people in Kansas City via a resource called the Claritas Life Study.

The basic result of the study was that birds of a feather flock together. It shows that like-minded people tend to live in areas that offer common things they are looking for, such as home price, school, lifestyle, shopping convenience and proximity to work. By gathering data from many sources,

the Claritas Life Study developed 64 subgroups. Each was given a name and then calculated with the likelihood of appearing in each ZIP code in the United States.

"It was simply a matter of identifying the group we felt most comfortable with for the Bridge and then choosing the most appealing ZIP codes that were within our signal's reach," Hart says. "We were even able to refine our search by putting our existing database of members into the Claritas system to discover the right target group and hot ZIP codes for us, based on the people who were already supporting the station."

Tell 'Em Who We Are

The group that fits the station listener profile best is called "Money & Brains." This group is four times as likely to support a public station with money compared with the general population. So the station chose 10,000 of these folks in the most promising geographical areas relative to the station and began its campaign.

Hart and his team developed a monthly program guide about the station that reflects the type of music and news/information values it represents. It is an impressive eight-page, four-color pamphlet that features an artist interview, programming highlights, upcoming concerts, CD releases and other information about the station. It also includes a message about membership support with a form that people can fill out to become members.

"Not only did we decide to mail it to this target list of 10,000 people, we also sent it to our



Hart



KTBG's eight-page monthly program guide includes an artist interview, programming highlights, a concert calendar and other station information.

members and distributed it at several music retail outlets in the K.C. area, including Borders, Streetside and Hastings," Hart says. "We also leave them around campus."

Plus, if the station is planning an artist interview with an act that is playing live in the area, it puts that act on the cover, publishes an over-run of the guide and distributes it at the show. KTBG has done so with Ben Harper, Regina Spektor and Ryan Adams.

"We view membership as a process. First off, people need to know who you are," Hart says. "This was a good way to do that without pounding them over the head. Then perhaps they might start to sample us and finally become fans of the station and be willing to support us with a yearly donation."

Give 'Em What They Want

Along with the first batch of mailers, the station included a five-song sampler taken from its first volume of acoustic performances, "90.9 the Bridge Live." The CD sampler has a few paragraphs about the station and mentions that the performances are taken from live in-studio appearances on the Bridge.

"After six or seven months, we felt that either this target group was motivated to discover us or they weren't, so we have since moved on to the next 10,000 names," Hart says. "The second group, along with current members, was also mailed the Big Head Todd & the Monsters new CD advance that was offered to the station around the holidays" (Triple A, Nov. 30, 2007).

Further, the current guide has an interview with lead singer Todd Park Mohr as a follow-up to that CD mailer and the Bridge will soon present the show and distribute the latest guide there. Hart says that on-air talent discusses the guide frequently and spotlights the fact that it features interviews from the studio. He sees it as a way to repurpose content and give listeners a chance to read an interview if they didn't get a chance to hear it.

Ultimately, Hart hopes this will intrigue potential new listeners enough to listen to the station and visit the Web site, because it is there that perspective new listeners can really discover what the Bridge is all about. They can also learn about the NPR elements of the station.

"We are about a year into this now, and, frankly, have no direct way to gauge its success," Hart says. "However, with our membership and underwriting

support up almost 20% for the first seven months of our fiscal year, we feel it is playing an important role in the growth of this radio station.

"The other thing is that the Bridge give people something from the radio station that they can actually see and hold. Radio, by its very nature, is ethereal. This gives us a way to touch people in a new way." R&R

Facts About The Bridge's 'Money & Brains' Subgroup

- Top half of the 25-54 demo
- Married
- Owns single-family home
- College graduate
- White-collar professional
- Upscale with median household income of \$80,000-plus

Source: Claritas PRIZM NE 2003

R&R TRIPLE A

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► **COUNTING CROWS** SCORE THEIR 11TH CONSECUTIVE TOP 10 AS "YOU CAN'T COUNT ON ME" LEAPS 20-7 IN ITS SECOND WEEK ON THE CHART.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	P-AYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	12	JACK JOHNSON IF I HAD EYES	NO. 1 (6 WKS) BRUSHFIRE/UNIVERSAL REPUBLIC	588 -13	2.027	2
2	15	15	INGRID MICHAELSON THE WAY I AM	CABIN 24/ORIGINAL SIGNAL/RED	584 +29	2.360	1
3	3	26	SARA BAREILLES LOVE SONG	EPIC	414 -29	1.286	5
4	26	2	R.E.M. AIRPOWER/MOST INCREASED PLAYS/MOST ADDED SUPERNATURAL SUPERSERIOUS	WARNER BRDS.	399 +254	1.599	3
5	4	11	KT TUNSTALL SAVING MY FACE	RELENTLESS/VIRGIN	396 -14	1.081	8
6	6	9	SHERYL CROW LOVE IS FREE	A&M/INTERSCOPE	381 +31	1.286	4
7	20	2	COUNTING CROWS YOU CAN'T COUNT ON ME	GEFFEN/INTERSCOPE	327 +140	1.235	6
8	5	17	RYAN ADAMS EVERYBODY KNOWS	LOST HIGHWAY	312 -55	0.862	12
9	7	21	DAVID GRAY YOU'RE THE WORLD TO ME	ATO/RED	298 -31	1.131	7
10	8	20	FEIST MY MOON MY MAN	CHERRYTREE/POLYDOR/INTERSCOPE	289 -17	1.035	9
11	10	11	MIKE DOUGHTY 27 JENNIFERS	ATO/RED	278 -20	0.724	15
12	11	13	BRUCE SPRINGSTEEN GIRLS IN THEIR SUMMER CLOTHES	COLUMBIA	273 -23	0.754	14
13	13	15	COLBIE CAILLAT REALIZE	UNIVERSAL REPUBLIC	260 -13	0.892	11
14	12	21	MAT KEARNEY BREATHE IN BREATHE OUT	HOLLYWOOD/AWARE/COLUMBIA	247 -25	0.845	13
15	14	17	BRANDI CARLILE TURPENTINE	COLUMBIA	243 0	0.980	10
16	16	9	RADIOHEAD JIGSAW FALLING INTO PLACE	TBD/ATO	230 +15	0.606	17
17	15	15	LENNY KRAVITZ I'LL BE WAITING	VIRGIN	222 -4	0.531	21
18	17	6	JOHN MAYER SAY	AWARE/COLUMBIA	207 +2	0.383	28
19	19	4	SHAWN MULLINS ALL IN MY HEAD	VANGUARD	205 +9	0.573	19
20	25	3	THE B-52S AIRPOWER FUNPLEX	ASTRALWERKS	184 +20	0.583	18
21	21	10	SPOON DON'T YOU EVAH	MERGE	175 -16	0.685	16
22	22	8	ONEREPUBLIC STOP AND STARE	MOSLEY/INTERSCOPE	174 -22	0.363	30
23	24	3	ROBERT PLANT / ALISON KRAUSS PLEASE READ THE LETTER	ROUNDER	169 +1	0.502	22
24	27	4	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	162 +15	0.573	20
25	23	10	FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/RMG	156 -7	0.425	25
26	18	16	PAOLO NUTINI JENNY DON'T BE HASTY	ATLANTIC	148 -63	0.283	-
27	28	4	BEN HARPER & THE INNOCENT CRIMINALS FIGHT OUTTA YOU	VIRGIN	146 -6	0.247	-
28	NEW	1	AUGUSTANA SWEET AND LOW	EPIC	123 +37	0.477	24
29	30	7	MAROON 5 WON'T GO HOME WITHOUT YOU	A&M/OCTONE/INTERSCOPE	115 -16	0.410	26
30	RE-ENTRY	1	SANTANA FEATURING CHAD KROEGER INTO THE NIGHT	11 ARISTA/RMG	114 +10	0.500	23

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
R.E.M. Supernatural Superserious (Warner Bros.) KFOG, KINK, KPTL, KRVB, KTCZ, KT-X, KXLY, WCLZ, WOOD, WRNX, WZEW	11
AUGUSTANA Sweet And Low (Epic) KINK, KPRI, KTCZ, Sirius Spectrum, WCLZ	5
JASON MRAZ I'm Yours (Atlantic/RRP) KINK, KPRI, KPTL, KRVB, KTCZ	5
VAN MORRISON That's Entrainment (Lost Highway) KBCO, KCUV, Sirius Spectrum, XM Cafe	4
COUNTING CROWS You Can't Count On Me (Geffen/Interscope) KCUV, WRNX	2
THE B-52S Funplex (Astralwerks) KRVB, WCOO	2
TRISTAN PRETTYMAN Madly (Virgin) KBCO, WCLZ	2
LONDON PIGG Falling In Love At A Coffee Shop (RCA/RMG) KXLY, WCLZ	2

ADDED AT ...

WCLZ
Portland, ME
PD/MD: Ethan Minton
R.E.M., Supernatural Superserious, 14
Sara Cox, The Fog, 1
Augustana, Sweet And Low, 0
Landon Pigg, Falling In Love At A Coffee Shop, 0
Tristan Prettyman, Madly, 0

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
LONDON PIGG Falling In Love At A Coffee Shop (RCA/RMG) TOTAL STATIONS: 12	92/23	MATT COSTA Mr. Pitiful (Brushfire/Universal Republic) TOTAL STATIONS: 9	74/0
LINKIN PARK Shadow Of The Day (Warner Bros.) TOTAL STATIONS: 4	81/7	JOE JACKSON Invisible Man (Rykodisc) TOTAL STATIONS: 9	68/1
GLEN HANSARD & MARKETA IRGLOVA Falling Slowly (Canvasback/Columbia) TOTAL STATIONS: 15	77/1	KATHLEEN EDWARDS The Cheapest Key (Zoe/Rounder) TOTAL STATIONS: 11	64/0
BAND OF HORSES No One's Gonna Love You (Sub Pop) TOTAL STATIONS: 6	77/1	FOXBORO HOT TUBS Mother Mary (Jingle Town) TOTAL STATIONS: 4	61/11
TRISTAN PRETTYMAN Madly (Virgin) TOTAL STATIONS: 11	75/2	LIFEHOUSE Whatever It Takes (Geffen/Interscope) TOTAL STATIONS: 5	61/2

MOST INCREASED PLAYS

+254	R.E.M. Supernatural Superserious (Warner Bros.) SISP +33, WCOO +20, WMMM +19, KMTT +18, KENZ +18, WCLZ +14, WOOD +13, WXRV +13, KINK +11, KCSR +10
+140	COUNTING CROWS You Can't Count On Me (Geffen/Interscope) SISP +30, WCOO +15, KTHX +11, WZEW +11, WMMM +10, WOOD +9, WRLL +9, WNCS +8, WRNX +8, WRNR +7
+44	JASON MRAZ I'm Yours (Atlantic/RRP) KTCZ +17, KXLY +10, KINK +8, KPTL +5, WZEW +2, CIDR +1, KENZ +1, KTHX +1, WMMM +1
+37	AUGUSTANA Sweet And Low (Epic) KINK +13, KPRI +12, KTCZ +10, CIDR +9, WNCS +4, KENZ +2
+36	VAN MORRISON That's Entrainment (Lost Highway) KBCO +11, WRNR +7, SISP +5, KCUV +3, KPRI +3, KFOG +2, KPTL +2, WXRT +2, KMTT +1

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
30 triple A stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 51 reporters.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW	LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW	LW
1	SNOW PATROL SHUT YOUR EYES (POLYDOR/A&M/INTERSCOPE)		237	258	6	BEN HARPER & THE INNOCENT CRIMINALS IN THE COLORS (VIRGIN)		144	147
2	EDDIE VEDDER HA 30 SUN (MONKEY WRENCH/J/RMG)		231	280	7	BRUCE SPRINGSTEEN RADIO NOWHERE (COLUMBIA)		119	92
3	ROBERT PLANT / ALISON KRAUSS GONE, GONE, GONE (DONE MOVED ON) (ROUNDER)		169	203	8	COLBIE CAILLAT BUBBLY (UNIVERSAL REPUBLIC)		114	109
4	SPOON THE UNDERDOG (MERGE)		167	191	9	GOMEZ SEE THE WORLD (A/O/RED)		113	126
5	MATCHBOX TWENTY HOW FAR WE'VE COME (MELISMAT/ATLANTIC)		156	164	10	THE KILLERS READ MY MIND (ISLAND/IDJMG)		112	114

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► **TIFT MERRITT** MOVES INTO THE TOP SPOT ON THE AMERICANA CHART AS HER CONCORD MUSIC GROUP DEBUT "ANOTHER COUNTRY" CLIMBS 2-1.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TRIPLE A INDICATOR		PLAYS
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	9	JACK JOHNSON IF I HAD EYES	BRUSHFIRE/UNIVERSAL REPUBLIC	648 -6
2	2	12	MIKE DOUGHTY 27 JENNIFERS	ATO/RED	468 +3
3	5	6	ROBERT PLANT / ALISON KRAUSS PLEASE READ THE LETTER	ROUNDER	433 +7
4	3	9	KT TUNSTALL SAVING MY FACE	RELENTLESS/VIRGIN	427 -15
5	4	10	SPOON DON'T YOU EVAH	MERGE	370 -50
6	16	16	RYAN ADAMS EVERYBODY KNOWS	LOST HIGHWAY	349 -49
7	7	11	BRUCE SPRINGSTEEN GIRLS IN THEIR SUMMER CLOTHES	COLUMBIA	343 -4
8	15	5	SHERYL CROW LOVE IS FREE	A&M/INTERSCOPE	339 +62
9	NEW		R.E.M. SUPERNATURAL SUPERSERIOUS	WARNER BROS.	336 +253
10	9	7	RADIOHEAD JIGSAW FALLING INTO PLACE	TBD/ATD	331 +17
11	4	4	JOE JACKSON INVISIBLE MAN	RYKODISC	329 +16
12	21	2	THE B-52S FUNPLEX	ASTRALWERKS	317 +69
13	8	9	BEN HARPER & THE INNOCENT CRIMALS FIGHT OUTTA YOU	VIRGIN	314 -26
14	13	5	JOHN MAYER SAY	AWARE/COLUMBIA	312 +22
15	12	4	NADA SURF WHOSE AUTHORITY	BARSUK	309 +19
16	10	14	INGRID MICHAELSON THE WAY I AM	CABIN 24/ORIGINAL SIGNAL/RED	309 -11
17	14	6	SHAWN MULLINS ALL IN MY HEAD	VANGUARD	305 +19
18	NEW		COUNTING CROWS YOU CAN'T COUNT ON ME	GEFFEN/INTERSCOPE	285 +167
19	16	5	TIFT MERRITT BROKEN	FANTASY/CMG	280 +3
20	25	2	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	258 +36
21	23	2	CAT POWER NEW YORK	MATADOR/BEGGARS GROUP	254 +26
22	20	8	LENNY KRAVITZ I'LL BE WAITING	VIRGIN	248 -10
23	27	4	BIG HEAD TODD & THE MONSTERS ALL THE LOVE YOU NEED	BIG	242 +24
24	17	13	WIDESPREAD PANIC UP ALL NIGHT	WIDESPREAD	236 -25
25	22	7	FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/RMG	229 +5
26	26	3	ERIC LINDELL LAY BACK DOWN	ALLIGATOR	225 +5
27	18	18	DAVID GRAY YOU'RE THE WORLD TO ME	ATO/RED	223 -39
28	24	2	KATHLEEN EDWARDS THE CHEAPEST KEY	ZOE/ROUNDER	219 -6
29	NEW		BRETT DENNEN AIN'T NO REASON	DUALTONE	213 +35
30	NEW		NORTH MISSISSIPPI ALLSTARS SHAKE	SONGS OF THE SOUTH/RED	209 +36

THIS WEEK	LAST WEEK	WEEKS ON CHART	AMERICANA		PLAYS	CUMULATIVE
			ARTIST TITLE	IMPRINT / PROMOTION LABEL		
1	2		TIFT MERRITT ANOTHER COUNTRY	FANTASY/CMG	430 +26	2058
2	1		LEVON HELM DIRT FARMER	DIRT FARMER/VANGUARD	429 -19	6922
3	3		ROBERT PLANT & ALISON KRAUSS RAISING SAND	ROUNDER	372 -22	10087
4	4		STEVE EARLE WASHINGTON SQUARE SERENADE	NEW WEST	338 -47	11869
5	5		WILLIE NELSON MOMENT OF FOREVER	LOST HIGHWAY	337 -16	1519
6	8		DRIVE-BY TRUCKERS BRIGHTER THAN CREATIONS'S DARK	NEW WEST	300 +32	1311
7	14		PAUL THORN A LONG WAY FROM TUPELO	PERPETUAL OBSCURITY	289 +61	779
8	7		MANDO SAENZ BUCKET	CARNIVAL	280 +3	1413
9	10		SHELBY LYNNE JUST A LITTLE LOVIN'	LOST HIGHWAY	272 +17	1070
10	6		RYAN BINGHAM MESCALITO	LOST HIGHWAY	266 -30	5295
11	9		JESSE DAYTON & BRENNEN LEIGH HOLDIN' OUR OWN AND OTHER COUNTRY GOLD DJETS	STAG	261 -2	2140
12	17		ALLISON MOORER MOCKINGBIRD	NEW LINE	245 +39	877
13	20		MALCOLM HOLCOMBE GAMBLIN' HOUSE	ECHO MOUNTAIN	243 +54	686
14	11		WILL HOGE DRAW THE CURTAINS	RYKODISC	242 -8	3422
15	21		THE STEELDRIVERS THE STEELDRIVERS	ROUNDER	230 +46	594
16	12		SHOOTER JENNINGS THE WOLF	UNIVERSAL SOUTH	218 -20	4624
17	16		SETH WALKER SETH WALKER	HYENA	208 -2	2187
18	19		ERIC LINDELL LOW ON CASH, HIGH IN LOVE	ALLIGATOR	207 +9	1111
19	13		THE GOUGERS A LONG DAY FOR THE WEATHERVANE	THE WEATHERVANE	182 -48	4012
20	74		GARY LOURIS VAGABONDS	RYKODISC	179 +99	259
21	28		BLIND BOYS OF ALABAMA DOWN IN NEW ORLEANS	TIME LIFE	165 +14	544
22	15		BLEU EDMONDSON LOST BOY	SMITH	162 -57	2246
23	18		JOHN FOGERTY REVIVAL	FANTASY/CMG	162 -39	7812
24	29		THE BRIDGE THE BRIDGE	HYENA	162 +22	2109
25	35		CAROLYN WONDERLAND MISS UNDERSTOOD	BISMEAUX	162 +33	395
26	27		AMANDA SHAW PRETTY RUNS OUT	ROUNDER	160 +8	690
27	22		YARN YARN	YARN	154 -24	3315
28	25		DWIGHT YOAKAM DWIGHT SINGS BUCK	NEW WEST	142 -17	5477
29	40		THE WRIGHTS THE WRIGHTS	SPLIT ROCK/31 TIGERS	139 +17	351
30	23		CHIP TAYLOR & CARRIE RODRIGUEZ LIVE FROM THE RUHR TRIENNALE	TRAIN WRECK	138 -30	3797

MOST ADDED

- R.E.M.** 14
Supernatural Superserious (Warner Bros.)
KBAC, KNBA, KPIG, KROK, KYSL, WCBE, WFPK, WNRN, WJIN, WYOD, WXPX, WYEP
- JIM WHITE** 12
Crash Into The Sun (Luaka Bop)
- VAN MORRISON** 11
That's Entrainment (Lost Highway)
KDZT, KTBC, WDST, WEXT, WFUV, WJCU, WMVY, WMWV, WXPX, WXPX, XM The Loft
- BACK DOOR SLAM** 8
It'll All Come Around (Blix Street)
KDBB, KPIC, KPND, KSUT, KTBC, WJCU, WMWV, WXPX
- MISSY HIGGINS** 7
Where I Stood (Reprise)
DMX Folk Rock, KUT, Music Choice Adult Alternative,
- WBJB, WEXT, WJCU, XM The Loft**
- COUNTING CROWS** 6
You Can't Count On Me (Geffen/Interscope)
KBAC, KTAO, WDST, WEXT, WMWV, WOCM

MOST ADDED

- JIM LAUDERDALE & THE DREAM PLAYERS** 16
Money Songs (Yep Roc)
- ERICA WHEELER** 8
Good Summer Rain (Blue Pie)
- BLUE HIGHWAY 7**
Through The Window Of A Train (Rounder)
- GARY LOURIS** 13
Vagabonds (Rykodisc)
- CAROLINE HERRING** 7
Lantana (Signature Sounds)
- CAT POWER** 7
Jukebox (Matador/Beggars Group)
- THE BODEANS** 7
Still (Resolution)
- THE STEELDRIVERS** 6
The Steeldrivers (Rounder)

FOR WEEK ENDING FEBRUARY 17, 2008

FOR WEEK ENDING FEBRUARY 17, 2008

The Americana chart represents the reported play of terrestrial radio stations, nationally syndicated radio shows, satellite radio and internet stations that have agreed to submit weekly spin counts. For more information please visit www.americanamusic.org. © 2008 Americana Music Association.



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KSSE/Los Angeles' Elias Autran on creating successful promotions

'It's All About How You Sell It'

Jackie Madrigal

JMadrigal@RadioandRecords.com

Establishing a strong, identifiable brand is just as important as the music a station plays. To foster ultimate brand recognition, promotion and marketing executives conjure up savvy campaigns that drive listeners to the station and imprint its name in their minds. ■ The first step in accomplishing this feat is conceiving brilliant ideas, says Elias Autran, marketing/promotion director of Entravision Radio Latin pop KSSE (Súper Estrella)/Los Angeles and regional Mexican KLYY (Oye)/Riverside. While the creative and brainstorming aspects are the most important parts of the process, Autran says there is a larger challenge: "understanding your audience. If you understand your audience, then you can deliver the promotions that are going to appeal to them."

For example, a regional Mexican station wouldn't do a promotion designed to attract females, but would instead focus on a campaign that interests a 38-year-old male, he says. "Knowing and understanding your target audience is of utmost importance: What does he drive? What does he want to drive? What kind of job does he have? Is it blue or white collar? What does he like to do on the weekends? Do they have a family? What scares them? What makes them happy, etc. If you can identify all these things, you can develop a great promotion for your listeners."

Once a promotional concept has been identified, proceed to the planning stage, which includes building a timeline so that the station can be accountable for every step it takes, Autran says. "A timeline allows you to know when permits need to be pulled, when the promos are starting on the air, what exactly are you giving away, if your contest rules are signed off by legal, etc." Executing a promotion is just like any other project management situation, he adds.

Communication among the promotion, sales and programming departments is also key, says Autran, who also programs KLYY. "The best scenario is when you can satisfy all three branches," because it will make execution of the promotion more effective.

Jock involvement is also essential, especially among morning show hosts. Although the original concept for a campaign usually doesn't originate with the morning team, they need to be up to speed on the promotion's details because their show is the one that's going to give life to the promotion, he says.

"You need them onboard to sell it to the listeners. And you also need to make sure they understand it, embrace it and are excited about it." Besides, sometimes the morning team can enhance the promotion with ideas that take another angle, add twists or inject an attitude, Autran says.

The best on-air promotions "are those that give listeners something they can't get anywhere else, something they can't buy." Ticket giveaways and private concerts are great, he says, but go one step further and exceed listener expectations. For example, make a private concert so intimate that it brings attendees really close to the artist so they get something from the station they couldn't get anywhere else.

Internet usage is growing in the Latino community, Autran says, and depending on the station and its target audience, this could be a potentially powerful tool. Younger skewing stations can reap the benefits of text

'Knowing and understanding your target audience is of utmost importance. If you can identify their likes and dislikes, you can develop a great promotion for your listeners.'

—Elias Autran

messaging and online promotions, for example, while such promotions may not work as well on a regional Mexican station, he says.

For outlets in smaller markets, Autran's advice is get back to the basics. Whether you have a pencil or a car to give away, create a buzz around it and make the promotion larger than life, he says.

"It's all about how you sell it, how you deliver the promotion on the air and the way you produce your promos," he says. After all, the only way to attract an audience to an event is by getting them to buy into it.

Autran also suggests working with local businesses. Small-market stations can join forces with movie theaters, for example. "For a Latino family, it's expensive to take a family of five or six to the movies, plus popcorn, hot dogs and sodas. You're looking at more than \$100. Work with the movie

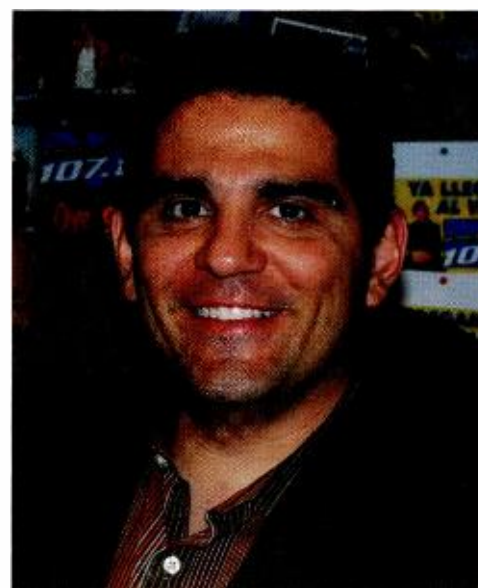
theaters, especially in the summer when you have the big blockbusters. That's a great and inexpensive promotion."

And avoid the cardinal sin of promotions: overpromising and underdelivering. Have everything in writing and in your hands before starting a promotion on the air, Autran advises. "You can be burned if someone promises you x amount of tickets, you're on the air with it and next thing you know you

don't get the amount of tickets promised.

"Our policy is that nothing goes on air unless we have it in our hands. That can sometimes upset the client, but you have to protect the station's image and the listeners," he adds. "If something goes wrong, it's your brand that's affected."

R&R



Consistency Pays Off With Reventón Súper Estrella

KSSE/Los Angeles' biggest annual promotion is its Reventón Súper Estrella summer concert, featuring a who's who of the Latin pop world. Stepping away from the traditional Mexican festival dates, such as Cinco de Mayo and Mexican Independence Day, the station owns the summer's biggest Latin music event with Reventón.

Consistency is a big thing in radio, marketing/promotion

director Elias Autran says, and Reventón—scheduled for August this year—has given Súper Estrella just that. The event, held last year at the Verizon Wireless Amphitheater in Irvine, Calif., has sold out every year within hours of tickets going on sale. "If you can consistently deliver a product and set a bar for yourself and meet that challenge, you will be successful and win," Autran says.—JM

R&R REGIONAL MEXICAN

POWERED BY nielsen BDS



► DIANA REYES, BURSTING ONTO THE CHART AT NO. 25 WITH "ME MUERO," SCORES THE CHART'S ONLY DEBUT, AS WELL AS MOST INCREASED PLAYS (UP 389) AND MOST ADDED HONORS.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	18	LA ARROLLADORA BANDA EL LIMON SOBRE MIS PIES	NO. 1 (10 WKS) DISA/EDIMONSA	1534 +45	10.041	1
2	2	17	K-PAZ WITH FRANCO DE VITA UN BUEN PERDEDOR	DISA/EDIMONSA	1391 +65	8.915	3
3	3	6	CONJUNTO PRIMAVERA TE LLORE	FONOVISA	1369 +114	9.313	2
4	4	12	EL CHAPO DE SINALOA SI TE AGARRAN LAS GANAS (CIERRA LOS OJOS)	DISA	1256 +19	8.128	4
5	6	26	VICENTE FERNANDEZ ESTOS CELOS	SONY BMG NORTE	1011 -6	7.799	5
6	5	12	PATRULLA 81 TE QUIERO MUCHO	DISA	988 -33	5.970	6
7	7	13	EL POTRO DE SINALOA EL VASO DERRAMA	MACHETE	912 +1	5.970	7
8	9	31	FIDEL RUEDA PAZ EN ESTE AMOR	MACHETE	888 0	5.483	9
9	11	4	LOS TIGRES DEL NORTE RUMBO AL SUR	FONOVISA	883 +60	4.832	11
10	8	26	LINDEROS DEL NORTE COMO OLVIDARTE	A.R.C.	863 -39	3.676	22
11	12	5	LOS CREADORES DEL PASITO DURANGUENSE DE ALFREDO RAMIREZ POR QUIEN ME DEJAS	DISA/EDIMONSA	837 +17	4.281	14
12	10	9	PEPE AGUILAR YA NUNCA MAS	EMI TELEVISION	834 -39	5.228	10
13	17	8	GRUPO MONTEZ DE DURANGO COMO EN LOS BUENOS TIEMPOS	DISA	773 +74	4.415	13
14	15	13	BETO Y SUS CANARIOS SI TU TE VAS	ASL	721 -9	4.140	16
15	18	16	ALACRANES MUSICAL SIN TU AMOR	UNIVISION	684 +15	3.921	18
16	20	10	DINASTIA DE TUZANTLA MALDITO TEXTO	VENEMUSIC	683 +39	4.247	15
17	4	22	MARCO ANTONIO SOLIS NO PUEDO OLVIDARLA	FONOVISA	675 -66	4.048	17
18	13	19	LOS HURACANES DEL NORTE VOLE MUY ALTO	UNIVISION	672 -93	3.462	23
19	16	20	JENNI RIVERA AHORA QUE ESTUVISTE LEJOS	FONOVISA	659 -41	4.455	12
20	22	4	VICENTE FERNANDEZ LA DERROTA	AIRPOWER SONY BMG NORTE	621 +71	3.872	19
21	19	40	EL POTRO DE SINALOA CHUY Y MAURICIO	MACHETE	592 -72	5.665	8
22	30	3	ALEGRES DE LA SIERRA ESTA VEZ SIN MENTIRAS	VIVA	564 +110	2.824	28
23	21	19	BANDA EL RECODO QUE BONITO	FONOVISA	549 -89	2.882	27
24	27	4	PONZONA MUSICAL TAL VEZ	ASL	548 +52	3.413	24
25	NEW		DIANA REYES ME MUERO	MOST INCREASED PLAYS/MOST ADDED DBC	545 +389	2.241	32
26	25	11	TONO Y FREDDY BREBAJE	DISA/EDIMONSA	499 -18	2.486	30
27	28	5	LA AUTENTICA DE JEREZ LA RATA FLACA	VIVA	484 -11	3.775	20
28	31	8	EL COYOTE Y SU BANDA TIERRA SANTA Y SI TE ROBO	UNIVISION	480 +30	3.732	21
29	32	10	LOS MORROS DEL NORTE VIDA VIVIDA	MACHETE	477 +39	2.373	31
30	23	15	SERGIO VEGA CUANDO TE LAVAS LA CARA	SONY BMG NORTE	468 -70	2.959	26
31	24	15	GRUPO INNOVACION NUNCA ME FUI	GARMEX/FONOVISA	461 -59	1.390	-
32	35	2	LOS INQUIETOS DEL NORTE AMOR MORTAL	EAGLE	444 +32	1.963	34
33	37	3	LOS TEMERARIOS TOQUEN MARIACHIS CANTEN	FONOVISA	403 +6	0.964	-
34	38	3	GERMAN MONTERO AMANTES ESCONDIDOS	UNIVISION	398 +14	3.122	25
35	36	11	EL CHALINILLO AL MISMO NIVEL	DISA	387 -24	1.805	39
36	29	18	LOS RIELEROS DEL NORTE VEN Y DIME	FONOVISA	376 -90	1.893	37
37	33	9	CONJUNTO AGUA AZUL EL DICCIONARIO	A.C.E.	374 -56	2.575	29
38	34	12	LOS BUITRES DE CULIACAN SINALOA NO VOY A LLORAR	LADISCOMUSIC/UNIVERSAL LATINO	370 -56	1.696	-
39	39	3	JOAN SEBASTIAN PIENSO EN TI	MUSART/BALBOA	369 -6	1.276	-
40	40	4	VAGON CHICANO COMO ARRANCARTE	ASL	367 +5	2.133	33

MOST ADDED

ARTIST TITLE / LABEL NEW STATIONS

DIANA REYES 16
Me Muero (DBC)

VICENTE FERNANDEZ 6
La Derrota (Sony BMG Norte)

BANDA EL RECODO 6
Tomame O Dejame (Fonovisa)

ALEGRES DE LA SIERRA 5
Esta Vez Sin Mentiras (Viva)

ALIADOS DE LA SIERRA 5
Te Amo (ASL)

JENNI RIVERA 5
Inolvidable (Fonovisa)

EL TRONO DE MEXICO 5
La Carta (DBC)

KUMBIA ALL STARZ FEAT. FLEX 5
Por Ti Baby (EMI Televisa)

PONZONA MUSICAL 4
Tal Vez (ASL)

ADAN ROMERO 4
Solo Un Dia (Ahora Te Amo) (La Sierra)

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
BANDA EL RECODO Tomame O Dejame (Fonovisa)	352/111	ADAN ROMERO Solo Un Dia (Ahora Te Amo) (La Sierra)	249/45
TOTAL STATIONS: 19		TOTAL STATIONS: 16	
INTOCABLE Te Lo Juro (EMI Televisa)	344/12	CARDENALES DE NUEVO LEON Y DINORA Flor De Las Flores (ASL)	236/84
TOTAL STATIONS: 13		TOTAL STATIONS: 11	
ALIADOS DE LA SIERRA Te Amo (ASL)	311/130	EL TRONO DE MEXICO La Carta (DBC)	224/152
TOTAL STATIONS: 24		TOTAL STATIONS: 12	
FORASTEROS DE SAN LUIS Donde Esta Mama (Disa)	303/78	JENNI RIVERA Inolvidable (Fonovisa)	218/88
TOTAL STATIONS: 19		TOTAL STATIONS: 15	
LOS INVASORES DE NUEVO LEON Yo No Te Amo (Serca)	292/67	ROGELIO MARTINEZ Aferrado A Ti (Viva)	206/10
TOTAL STATIONS: 13		TOTAL STATIONS: 11	

MOST INCREASED PLAYS

+389 **DIANA REYES**
Me Muero (DBC)
KCMT +26, WLCC +23, WEDJ +21, KGBT +19, KSKD +18, KSTN +18, WBZY +17, KIWI +17, KTAA +16, WOJO +15

+152 **EL TRONO DE MEXICO**
La Carta (DBC)
KLVO +27, KSKD +26, KRAY +22, KWEI +17, KSTN +14, WLCC +12, KTAA +11, KBNO +8, KIST +5, KMYX +5

+130 **ALIADOS DE LA SIERRA**
Te Amo (ASL)
WLCC +29, KDXX +27, KGBT +19, KWIZ +18, KBNO +14, KIWI +13, WLEY +10, KWEI +9, WYMY +6, KTJM +5

+114 **CONJUNTO PRIMAVERA**
Te Llore (Fonovisa)
XHTY +25, KDXX +22, KLVO +21, KMYX +16, KIWI +15, WLEY +13, KBNO +8, KSTN +8, KLEY +8, KYQQ +8

+111 **BANDA EL RECODO**
Tomame O Dejame (Fonovisa)
KSTN +24, KTAA +21, XHNZ +16, KLBN +10, KXTS +10, KSAH +9, KLAX +8, KMQA +7, KBUE +7, KMYX +7

ADDED AT...
KRAY
Monterey, CA
PD: Vicente Romero
Cuisillos, Si No Te Amara Tanto, 10
K-Paz De La Sierra, Querido Amigo, 7
Los Kapsi, Tu Yo Somos Uno Mismo, 7

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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REGIONAL MEXICAN MONITORED REPORTERS

- ALBUQUERQUE, NM**
JFZ/Albuquerque, NM
PD: Antonio Covarrubias
- ALBUQUERQUE, NM**
KLVO/Albuquerque, NM
PD/N.D.: Rene Leon
- ATLANTA, GA**
WBZY/Atlanta, GA
OM: Clay Hunicutt
PD: Fobbe Ramirez
APD: Aly Young
- AUSTIN, TX**
KHH/Austin, TX
PD: Jose "Jime" Martinez
- BAKERSFIELD, CA**
KIWB/Bakersfield, CA
PD/N.D.: Paul Evangelista
- BAKERSFIELD, CA**
KMQA/Eakersfield, CA
OM: Rene Escalante
PD/N.D.: Yesenia De Luna
APD: Victor Martinez
- BAKERSFIELD, CA**
KMYX/Bakersfield, CA
OM: Robert Chavez
PD: Cesar Chavez
- BOISE, ID**
KWEI/Boise, ID
OM: Steve Ramirez
PD: Melvin Albanaz
- CHICAGO, IL**
WLEY/Chicago, IL
PD: Ezequiel Gonzalez
- CHICAGO, IL**
WOJO/Chicago, IL
OM: Cesar Canales
PD: Rafael Bautista
- CORPUS CHRISTI, TX**
KLHB/Corpus Christi, TX
OM: Clayton Allen
PD/MD: Luis Munoz
- CORPUS CHRISTI, TX**
KSAB/Corpus Christi, TX
OM: Paula Newell
PD/MD: Dan Pena
- DALLAS, TX**
KDXX/Dallas, TX
OM: Andy Lockridge
- DALLAS, TX**
KESS/Dallas, TX
PD: Oscar Rios
- DENVER, CO**
KBNO/Denver, CO
PD: Socorro Rios
MD: Zenon Ferrufino
- DENVER, CO**
KXPK/Denver, CO
PD: Napoleon Sanchez
- EI PASO, TX**
XHNZ/EI Paso, TX
PD: Francisco Aguirre
MD: Arturo Buenostro
- FRESNO, CA**
KLBN/Fresno, CA
PD/MD: Jorge Guillen
- FRESNO, CA**
KOND/Fresno, CA
PD: Juan Ferrando
- FRESNO, CA**
KOQO/Fresno, CA
PD: Jorge Guillen
- HOUSTON, TX**
KLTN/Houston, TX
PD: Raul Brindis
MD: Angel Basulto
- HOUSTON, TX**
KTJM/Houston, TX
PD/MD: Eddie Leon
- INDIANAPOLIS, IN**
WEDJ/Indianapolis, IN
PD/MD: Manuel Sepulveda
- LAS VEGAS, NV**
KISF/Las Vegas, NV
PD: Jose Ramon Bravo
- LOS ANGELES, CA**
KBUE/Los Angeles, CA
PD: Pepe Garza
- LOS ANGELES, CA**
KLAX/Los Angeles, CA
OM: Pio Ferro
PD: Juan Carlos Hidalgo
MD: Lupita Del Castillo
- LOS ANGELES, CA**
KLYY/Los Angeles, CA
OM/PD: Elias Autran
- LOS ANGELES, CA**
KSCA/Los Angeles, CA
PD: Veronca Nava
- LOS ANGELES, CA**
KWIZ/Los Angeles, CA
PD: Eddie Leon
- MCCLELLAN, TX**
KGBT/McAllen, TX
PD: Hugo De La Cruz
MD: Armando Almazan
- MCCLELLAN, TX**
KKPS/McAllen, TX
PD: Mando San Roman
MD: Robert Montalvo
- MERCED, CA**
KSKD/Merced, CA
OM: Debbie Gomez
PD: Saul Fiallos
- MONTEREY, CA**
KRAY/Monterey, CA
PD: Vicente Romero
- NEW YORK, NY**
WQBU/New York, NY
PD: Gerardo Lopez
APD: Gabriel Pino
- OKLAHOMA CITY, OK**
KTUZ/Oklahoma City, OK
OM/PD: Kevin Christopher
MD: Gabriel Ocegueda
- OXNARD, CA**
KXLM/Oxnard, CA
PD/MD: Salvador Prieto
- PHOENIX, AZ**
KHOT/Phoenix, AZ
OM: Eleazar Garcia
PD: Nelson Oseida
- RALEIGH, NC**
WYMY/Raleigh, NC
PD: Julie Garza
- RIVERSIDE, CA**
KXSB/Riverside, CA
PD/MD: Salvador Prieto
- SACRAMENTO, CA**
KTAA/Sacramento, CA
PD: Juan Gonzalez
- SALT LAKE CITY, UT**
KDUT/Salt Lake City, UT
OM: Carlos Martin Valdez
PD: Cesar Valdiosera
- SAN ANTONIO, TX**
KLEY/San Antonio, TX
OM/PD: Alfonso Flores
PD: Rudy Ramos
APD/MD: Edgar Monsivais
- SAN ANTONIO, TX**
KROM/San Antonio, TX
PD: Rogelio Leal
- SAN ANTONIO, TX**
KSAH/San Antonio, TX
OM: Robin Flores
PD: Alfonso Flores
APD: Minnie Ochoa
MD: Juan Martinez
- SAN ANTONIO, TX**
KXTN/San Antonio, TX
PD: Jon Ramirez
APD: Pete A. Morales III
- SAN DIEGO, CA**
KLN/San Diego, CA
APD: Gabriel Alvarez
- SAN DIEGO, CA**
XHTY/San Diego, CA
PD: Elvis Valle
- SAN FRANCISCO, CA**
KRZZ/San Francisco, CA
OM: Olga Rosales
PD: Jesse Portillo
- SAN FRANCISCO, CA**
KSOL/San Francisco, CA
PD/MD: Jose Luis Gonzalez
- SANTA BARBARA, CA**
KIST/Santa Barbara, CA
OM: Keith Royer
PD: Jose Fierros
- SANTA ROSA, CA**
KXTS/Santa Rosa, CA
OM: Krista Bowker
PD: Alex Ballesteros
- STOCKTON, CA**
KSTN/Stockton, CA
PD: Kent Rodriguez
- TAMPA, FL**
WLCC/Tampa, FL
PD: Luis Briceno
- TUCSON, AZ**
KCMT/Tucson, AZ
PD/MD: Enrique Mayans
- WICHITA, KS**
KYQQ/Wichita, KS
OM: Beverlee Brannigan
PD: Arnoldo Gonzalez



▶ LEAPING 28-14, **CAMILA** SCORES AIRPOWER AND MOST INCREASED PLAYS WITH "YO QUIERO" (UP 120), THE ACT'S FOURTH CHARTING SINGLE FROM "TODO CAMBIO."

	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	8	JUANES GOTAS DE AGUA DULCE	NO. 1 (2 WKS) UNIVERSAL LATINO	946 +72	10.501	1
2	17	RBD INALCANZABLE	EMI TELEVISIA	765 -77	4.611	13
3	17	ALEJANDRA GUZMAN SOY SOLO UN SECRETO	EMI TELEVISIA	762 -43	6.098	6
4	24	JUANES ME ENAMORA	UNIVERSAL LATINO	682 -68	7.546	3
5	39	MANA DJAJA PUDIERA BORRARTE	WARNER LATINA	679 +10	6.934	4
6	16	FLEX TE QUIERO	AIRPOWER EMI TELEVISIA	651 +39	3.950	17
7	51	CAMILA TODO CAMBIO	SONY BMG NORTE	646 -30	6.455	5
8	17	YURIDIA AHORA ENTENDI	SONY BMG NORTE	591 -34	2.624	30
9	2	ENRIQUE IGLESIAS DONDE ESTAN CORAZON	UNIVERSAL LATINO	572 +91	8.076	2
10	20	ALEJANDRO FERNANDEZ NO SE ME HACE FACIL	SONY BMG NORTE	571 -51	3.681	20
11	23	ENRIQUE IGLESIAS ALGUIEN SOY YO	INTERSCOPE/UNIVERSAL LATINO	542 -20	4.971	11
12	27	AVENTURA MI CORAZONCITO	PREMIUM LATIN	494 -21	3.678	21
13	32	SHAKIRA LAS DE LA INTUICION	EPIC/SONY BMG NORTE	383 -6	1.652	-
14	3	CAMILA YO QUIERO	AIRPOWER/MOST INCREASED PLAYS SONY BMG NORTE	371 +120	5.358	7
15	4	BELANOVA CADA QUE...	UNIVERSAL LATINO	338 +28	1.598	-
16	49	REIK ME DUELE AMARTE	SONY BMG NORTE	336 -7	2.969	25
17	3	MIGUEL BOSE FEATURING BIMBA BOSE COMO UN LOBO	WARNER LATINA	329 +100	2.424	33
18	52	CHAYANNE SINOS QUEDARA POCO TIEMPO	SONY BMG NORTE	320 -37	3.982	16
19	16	RICARDO ARJONA QUIERO	SONY BMG NORTE	304 -10	3.446	22
20	44	ENRIQUE IGLESIAS DIMELO	INTERSCOPE/UNIVERSAL LATINO	303 -23	2.580	31
21	11	LA FACTORIA PERDONAME	UNIVERSAL LATINO	300 +21	1.420	-
22	11	JUAN CON MI SOLEDAD	FONOVISIA	292 +18	5.069	9
23	13	EDNITA NAZARIO NO TE MENTIA	SONY BMG NORTE	290 -1	5.200	8
24	11	JEREMIAS COMIENZO DEL FINAL	UNIVERSAL LATINO	286 -11	4.445	15
25	4	JUAN LUIS GUERRA Y 440 SOLO TENGO OJOS PARA TI	EMI TELEVISIA	268 +43	4.721	12
26	2	LA NUEVA BANDA TIMBIRICHE TU, TU, TU	EMI TELEVISIA	263 +50	0.930	-
27	19	MARCO ANTONIO SOLIS NO PUEDO OLVIDARLA	FONOVISIA	238 -22	5.047	10
28	2	JESSE & JOY LLEGASTE TU	WARNER LATINA	233 +62	2.682	27
29	5	CHAYANNE LOLA	SONY BMG NORTE	226 -43	3.381	23
30	4	DIVINO FEATURING ABRAHAM ME ARRODILLO ANTE TI	LUAR/MACHETE	221 +2	2.833	26
31	10	GILBERTO SANTA ROSA CONTEO REGRESIVO	SONY BMG NORTE	213 -27	3.798	19
32	4	KANY GARCIA AMIGO EN EL BANDO	SONY BMG NORTE	206 +1	1.876	39
33	3	MANNY MANUEL SE ME OLVIDO	UNIVERSAL LATINO	201 +22	2.655	29
34	14	ANDREA BOCELLI FEATURING LAURA PAUSINI VIVE YA	SUGAR/SIENTE	196 -56	3.295	24
35	6	WISIN & YANDEL FEATURING FRANCO DE VITA OYE, DONDE ESTA EL AMOR	MACHETE	178 -64	2.669	28
36	RE-ENTRY	PEPE AGUILAR POR AMARTE	EMI TELEVISIA	163 -1	4.525	14
37	RE-ENTRY	MDO NO QUEDA NADA	MACHETE	162 +32	2.041	38
38	RE-ENTRY	BLACK: GUAYABA SIN TU AMOR	MACHETE	161 -2	1.739	-
39	11	JESSE & JOY ESPACIO SIDERAL	WARNER LATINA	158 -110	1.456	-
40	5	ALICIA KEYS NO ONE	MBK/J/RMG	153 -15	2.265	34

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
KUMBIA ALL STARZ FEAT. FLEX Por Ti Baby (EMI Televisa) KBMG, KRIO, KSSE, KVVA, XAVO, XHPX	6
CAMILA Yo Quiero (Sony BMG Norte) KPSL, KVVA, KXXS, WRMA, WXYX	5
MIGUEL BOSE FEAT. BIMBA BOSE Como Un Lobo (Warner Latina) KXXS, WYVA, WXYX	3
YOLANDITA MONGE Amnesia (La Calle/Univision) WFID, WIAC, WIOA	3
ENRIQUE IGLESIAS Donde Estan Corazon (Universal Latino) XAVO, XLTN	2
FLEX Te Quiero (EMI Televisa) KXOB, XHFG	2
LA NUEVA BANDA TIMBIRICHE Tu, Tu, Tu (EMI Televisa) KSSE, KVVA	2
BELANOVA Cada Que... (Universal Latino) KRIO	1
MDO No Queda Nada (Machete) WPAT	1
KANY GARCIA Que Nos Paso (Sony BMG Norte) XLTN	1

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
PLAYA LIMBO El Eco De Tu Voz (Sony BMG Norte) TOTAL STATIONS: 7	108/32	CHENOA Todo Ira Bien (Universal Latino) TOTAL STATIONS: 7	87/6
ALEKS SYNTEK Hasta El Fin Del Mundo (EMI Televisa) TOTAL STATIONS: 4	96/10	KUMBIA ALL STARZ FEAT. FLEX Por Ti Baby (EMI Televisa) TOTAL STATIONS: 9	81/81
RIHANNA Don't Stop The Music (SRP/Def Jam/DJMG) TOTAL STATIONS: 5	95/8	VICENTE FERNANDEZ Estos Celos (Sony BMG Norte) TOTAL STATIONS: 4	76/1
CONJUNTO PRIMAVERA Te Llore (Fonovisa) TOTAL STATIONS: 7	94/9	SUPER MER KA 2 Que Calor (Musart/Balboa) TOTAL STATIONS: 2	74/20
OLGA TANON FEAT. JENNI RIVERA Cosas Del Amor (Univision) TOTAL STATIONS: 6	88/18	LINDEROS DEL NORTE Como Olvidarte (A.R.C.) TOTAL STATIONS: 2	65/5

MOST INCREASED PLAYS

- +120 **CAMILA**
Yo Quiero (Sony BMG Norte)
WXYX +20, WRMA +19, KXXS +18, WKAQ +14, XHFG +13, KLGL +12, KPSL +11, KSSE +8, KVVA +7, XHPX +6
- +100 **MIGUEL BOSE FEAT. BIMBA BOSE**
Como Un Lobo (Warner Latina)
KXXS +23, KTCY +16, XHPX +13, WKAQ +11, KQKQ +10, WXYX +9, WYVA +7, XLTN +5, WIOA +4, KEXA +2
- +91 **ENRIQUE IGLESIAS**
Donde Estan Corazon (Universal Latino)
XAVO +17, XHPX +15, WFID +12, KLGL +10, XHFG +9, WRMA +8, KRIO +8, WKAQ +8, WAMR +7, XLTN +7
- +81 **KUMBIA ALL STARZ FEAT. FLEX**
Por Ti Baby (EMI Televisa)
KBMG +16, XHPX +11, KRIO +10, XAVO +10, KSSE +9, KVVA +8, KLGL +6, KQKQ +6, KTCY +5
- +72 **JUANES**
Gotas De Agua Dulce (Universal Latino)
XAVO +33, KXXS +15, KLVE +13, WIAC +8, KEXA +7, KQKQ +6, KVVA +6, KSSE +6, XLTN +5, XHPX +3

ADDED AT... WXYX

San Juan, PR
PD/MD: Herman Davila
Camila, Yo Quiero, 24
Luis Rojas, Me Puedes Comprar, 15
Miguel Bose Feat. Bimba Bose, Como Un Lobo, 9
Sean Kingston, Take You There, 9

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

FOR WEEK ENDING FEBRUARY 17, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
26 Latin pop, 16 tropical and 10 Latin rhythm stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

LATIN POP MONITORED REPORTERS

WWVA/Atlanta, GA OM: Clara Hunicutt PJ/MD: Robbie Ramirez	XHPX/EI Paso, TX PD: David Castillo	KSSE/Los Angeles, CA OM: Elias Autran PD: Nestor Rocha APD: Andrea Becerra	WRMA/Miami, FL OM/PD: Tony Campos	WIAC/Puerto Rico PD: Valerie Mejia	KBMG/Salt Lake City, UT OM: Carlos Martin Valdez PD: Ana Perez
KXXS/Austin, TX OM/PD: Romeo Herrera MD: Julieta Jil	KXOB/Fresno, CA PD: Jorge Guillen	XAVO/McAllen, TX OM: Jeff Koch PD: Juan Facundo	KEXA/Monterey, CA PD: Vicente Romero	WIOA/Puerto Rico PD: Fernando De Hostos	KRIO/San Antonio, TX OM/PD: Alfonso Flores MD: Manny Herrera
KPSL/Bakersfield, CA PD: sidro Roman	KLGL/Houston, TX PD: Raffy Contigo	WAMR/Miami, FL PD: Pedro Javier Gonzalez	WPAT/New York, NY PD: Tony Luna	WKAQ/Puerto Rico PD: Carlos Gonzalez APD: Natalia Cuevas	XHFG/San Diego, CA PD: Elvis Valle
KTCY/Dallas, TX PD: Javier Casanova	KQKQ/Houston, TX PD: Eddie Leon MD: Raquenell Villarreal	WMGE/Miami, FL OM: Rod Phillips PD: Rogelio Alfonso MD: Raymond Hernandez	KVVA/Phoenix, AZ PD: Edgar Pineda	WXYX/Puerto Rico PD/MD: Herman Davila	XLTN/San Diego, CA PD: Libia Souza
	KLVE/Los Angeles, CA PD: Fernando Perez		WFID/Puerto Rico PD: Lucy-Ann Ramos		



▶ **IVY QUEEN ENTERS LATIN RHYTHM** AT NO. 23 WITH "MENOR QUE YO" (UP 50), A TRACK THAT APPEARS ON THE PLATINUM EDITION OF HER ALBUM "SENTIMIENTO."

THIS WEEK	LAST WEEK	WEEKS ON CHART	TROPICAL		NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
			ARTIST	TITLE				
1	1	20	GILBERTO SANTA ROSA	CONTEO REGRESIVO	NO. 1 (15 WKS) SONY BMG NORTE	409 -30	3.769	1
2	28		JUAN LUIS GUERRA Y 440	LA TRAVESIA	EMI TELEVISIA	345 +4	3.329	3
3	23		JUANES	ME ENAMORA	UNIVERSAL LATINO	284 +4	.979	5
4	13		FLEX	TE QUIERO	EMI TELEVISIA	248 +18	1.767	7
5	18		WISIN & YANDEL	SEXY MOVIMIENTO	MACHETE	246 -32	.565	9
6	15		N'KLABE	SI YA NO ESTAS	NU LIFE/MACHETE	197 -45	1.321	16
7	9		NG2	ELLA MENEÁ	SONY BMG NORTE	194 -22	1.377	15
8	13		LOS HERMANOS ROSARIO	ALO	M.P./JVN/J&N	192 +17	.558	10
9	33		DADDY YANKEE	ELLA ME LEVANTO	EL CARTEL/INTERSCOPE	190 -8	1.222	20
10	35		CASA DE LEONES	NO TE VEO	WARNER LATINA	181 -10	1.773	6
11	14		TITO NIEVES	MI MAYOR SACRIFICIO	LA CALLE/UNIVISION	181 -40	0.806	24
12	27		DOMINIC MARTE	DESEOS DE AMARTE	M.P./JVN/J&N	180 -14	0.566	29
13	13		TITO "EL BAMBINO"	EL TRA	EMI TELEVISIA	169 -12	1.449	13
14	5		JUANES	GOTAS DE AGUA DULCE	UNIVERSAL LATINO	163 -11	1.648	8
15	11		HECTOR ACOSTA	SIN PERDON	D.A.M.	158 -9	2.929	4
16	31		DON OMAR	AYER LA VI	VI/MACHETE	158 -14	1.387	14
17	21		JERRY RIVERA	CUESTA ABAJO	EMI TELEVISIA	142 -14	0.805	25
18	15		FRANK REYES	AMOR DESPERDICADO	AIRPOWER M.P./JVN/J&N	139 +5	1.502	12
19	2		ENRIQUE IGLESIAS	DONDE ESTAN CORAZON	AIRPOWER/MOST INCREASED PLAYS UNIVERSAL LATINO	134 +65	3.767	2
20	12		ELVIS MARTINEZ	LENTO Y SUAVE	UNIVERSAL LATINO	130 -3	0.510	30
21	13		AVENTURA	EL PERDEDOR	PREMIUM LATIN	126 -13	0.743	26
22	20		MARC ANTHONY	AGUANILE	SONY BMG NORTE	125 -29	1.304	19
23	10		ALEXIS & FIDO	SOY IGUAL QUE TU	SONY BMG NORTE	123 -28	0.345	-
24	10		RICARDO ARJONA	QUIERO	SONY BMG NORTE	114 -3	1.528	11
25	12		TITO ROJAS	DIGAME SENORA	M.P./JVN/J&N	112 -24	1.140	21
26	3		JERRY RIVERA	YIRA YIRA	EMI TELEVISIA	101 +13	0.391	39
27	5		MARLON	LA BILIRUBINA	LA CALLE/UNIVISION	98 +3	1.088	22
28	6		NEJO Y DALMATA	ALGO MUSICAL	UMS/UNIVERSAL LATINO	92 -10	0.491	31
29	7		XTREME FEATURING ADRIENNE	NO ME DIGAS QUE NO	LA CALLE/UNIVISION	82 -5	0.474	32
30	13		OLGA TANON	HOY QUIERO CONFESARME	UNIVISION	82 -52	0.449	36

THIS WEEK	LAST WEEK	WEEKS ON CHART	LATIN RHYTHM		NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
			ARTIST	TITLE				
1	2	13	ALEXIS & FIDO	SOY IGUAL QUE TU	NO. 1 (1 WK) SONY BMG NORTE	493 +34	6.381	1
2	16		FLEX	TE QUIERO	EMI TELEVISIA	492 -9	6.328	2
3	18		WISIN & YANDEL	SEXY MOVIMIENTO	MACHETE	363 -30	3.810	5
4	34		LA FACTORIA	PERDONAME	UNIVERSAL LATINO	306 +20	4.716	3
5	13		AVENTURA	EL PERDEDOR	PREMIUM LATIN	300 +35	3.383	7
6	15		PITBULL FEATURING LIL JON	THE ANTHEM	FAMOUS ARTISTS/TVT	278 -32	4.550	4
7	18		DON OMAR	CANCION DE AMOR	VI/MACHETE	275 +21	2.107	13
8	13		RBD	INALCANZABLE	EMI TELEVISIA	257 -12	1.645	20
9	23		JUANES	ME ENAMORA	UNIVERSAL LATINO	238 +9	1.429	26
10	2		ANGEL Y KHRIZ	LA VECINA	AIRPOWER VI/MACHETE	231 +96	1.879	16
11	10		NEJO Y DALMATA	ALGO MUSICAL	UMS/UNIVERSAL LATINO	231 -37	2.188	12
12	6		JUANES	GOTAS DE AGUA DULCE	UNIVERSAL LATINO	223 -4	1.992	14
13	2		ENRIQUE IGLESIAS	DONDE ESTAN CORAZON	AIRPOWER UNIVERSAL LATINO	206 +105	3.289	8
14	6		R.K.M. & KEN-Y	MIS DIAS SIN TI	UNIVERSAL LATINO	180 +20	2.413	11
15	32		CAMILA	TODDO CAMBIO	SONY BMG NORTE	170 -2	0.967	-
16	10		XTREME FEATURING ADRIENNE	NO ME DIGAS QUE NO	LA CALLE/UNIVISION	169 +5	2.514	10
17	5		WISIN & YANDEL	AHORRAES	MACHETE	163 +8	1.939	15
18	39		DON OMAR	AYER LA VI	VI/MACHETE	141 -52	1.645	21
19	9		FLO RIDA FEATURING T-PAIN	LOW	POE BOY/ATLANTIC	136 -4	3.592	6
20	10		NICKY JAM FEATURING R.K.M. & KEN-Y	TON TON TON	PINA/UNIVERSAL LATINO	128 -16	2.781	9
21	17		BELANOVA	BAILA MI CORAZON	UNIVERSAL LATINO	127 -9	1.238	30
22	NEW		COSCULLUELA FEATURING NEJO Y DALMATA	MAS QUE A MI VIDA	REGGAETON	113 +47	1.403	27
23	NEW		IVY QUEEN	MENOR QUE YO	UNIVISION	108 +50	1.230	32
24	4		WISIN & YANDEL FEATURING FRANCO DE VITA	OYE, DONDE ESTA EL AMOR	MACHETE	101 +11	1.308	29
25	7		REIK	ME DUELE AMARTE	SONY BMG NORTE	100 +12	0.579	-
26	3		ALEJANDRA GUZMAN	SOY SOLO UN SECRETO	EMI TELEVISIA	99 +17	0.543	-
27	2		MJ	LENTO	MACHETE	96 +23	0.984	-
28	16		TITO "EL BAMBINO"	EL TRA	EMI TELEVISIA	91 -51	0.635	-
29	4		RIHANNA	DON'T STOP THE MUSIC	SRP/DEF JAM/IDJMG	90 +13	1.640	22
30	20		ENUR FEATURING NATASJA	CALABRIA 2008	ULTRA	88 +12	0.905	-

THIS WEEK	LAST WEEK	WEEKS ON CHART	ROCK/ALTERNATIVE		IMPRINT / PROMOTION LABEL
			ARTIST	TITLE	
1	9		MOTEL	Y TE VAS	WARNER LATINA
2	12		MANU CHAO	MELLAMAN CALLE	BECAUSE/NACIONAL
3	13		MOLOTOV	YOFO	UNIVERSAL LATINO
4	20		CAFE TACVBA	VOLVER A COMENZAR	UNIVERSAL LATINO
5	4		DISIDENTE	ENEMIGO	PISTOLERO/V&J
6	6		BELANOVA	CADA QUE...	UNIVERSAL LATINO
7	15		PASTILLA	COLORES	SONY BMG NORTE
8	3		MARS VOLTA	WAX SIMULACRA	UNIVERSAL MOTOWN
9	7		FATIMA	CON TUS PALABRAS	NOT LISTED
10	9		CAFE TACVBA	S3100	UNIVERSAL LATINO
11	5		MAGO DE OZ	CANCION DE LOS DESEOS	LOCOMOTIVE
12	NEW		CAFE TACVBA	ESTA VEZ	UNIVERSAL LATINO
13	NEW		PORTER	XOLOITZCUNTLE CHICLOSO	TERCER PISO
14	7		MIRANDA	PERFECTA	EMI TELEVISIA
15	NEW		TODOS TUS MUERTOS	MATE	NACIONAL
16	RE-ENTRY		ALLISON	LLAMA POR FAVOR	SONY BMG NORTE
17	6		MONTE NEGRO	GIVE ME LOVE (NO LLORES)	FEED THE HUNGRY
18	8		CAFE TACVBA	EL OUTSIDER	UNIVERSAL LATINO
19	5		DILDO	VENTURA	UNIVERSAL MEXICO
20	NEW		DIVISION MINUSCULA	SOUNDTRACK	UNIVERSAL LATINO

THIS WEEK	LAST WEEK	WEEKS ON CHART	RECORD POOL		IMPRINT / PROMOTION LABEL
			ARTIST	TITLE	
1	12		GILBERTO SANTA ROSA	CONTEO REGRESIVO	SONY BMG NORTE
2	10		LOS HERMANOS ROSARIO	ALO	M.P./JVN/J&N
3	10		GLORIA TREVI	PSICOFONIA	UNIVISION
4	13		GLORIA ESTEFAN	ME ODDIO	BURCUNDOY/SONY BMG NORTE
5	6		N'KLABE	SI YA NO ESTAS	NU LIFE/MACHETE
6	9		TITO ROJAS	DIGAME SENORA	M.P./JVN/J&N
7	8		WISIN & YANDEL	SEXY MOVIMIENTO	MACHETE
8	2		NICKY JAM FEAT. R.K.M.	GAS PELA	PINA/UNIVERSAL LATINO
9	9		PUERTO RICAN POWER	ESA MUJER	M.P./JVN/J&N
10	4		DON OMAR	CANCION DE AMOR	VI/MACHETE
11	7		XTREME FEAT. ADRIENNE	NO ME DIGAS QUE NO	LA CALLE/UNIVISION
12	15		TITO "EL BAMBINO"	SOLO DIME QUE SI	EMI TELEVISIA
13	7		FLEX	TE QUIERO	EMI TELEVISIA
14	14		BELANOVA	BAILA MI CORAZON	UNIVERSAL LATINO
15	13		ANTHONY CRUZ	MICHULI CHULI	M.P./JVN/J&N
16	NEW		PACHEMAN & GRISELITO FEAT. RANDY	NOTA LOCA QUE LA LAMBAN	NEW SOUND/MACHETE
17	3		ALEXIS & FIDO	SOY IGUAL QUE TU	SONY BMG NORTE
18	16		MARC ANTHONY	AGUANILE	SONY BMG NORTE
19	NEW		MARIANA	ATREVETE A MIRARME DE FRENTE	UNIVISION
20	NEW		NG2	ELLA MENEÁ	SONY BMG NORTE

R&R NATIONAL AIRPLAY OVERVIEW

POWERED BY **nialson** **BDS** **BILLBOARD CHARTS** **nialson** **SOUNDCAN**
COMPILED BY

Billboard TOP ALBUMS

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	Title	CERT.	PEAK POSITION
1	1	2	#1 JACK JOHNSON 2 WKS #1 (IMP/INT) / UMRG (13.98)	Sleep Through The Static	1	1
2	24	49	GREATEST GAINER AMY WINEHOUSE UNIVERSAL REPUBLIC 008428*/UMRG (10.98)	Back To Black	2	2
3	3	14	ALICIA KEYS MBK/J 11513*/RMG (18.98) ⊕	As I Am	3	1
4	5	3	VARIOUS ARTISTS GRAMMY/HIP-O 010630/UME (18.98)	2008 Grammy Nominees	4	4
5	159	4	PACE SETTER HERBIE HANCOCK VERVE 009791/VG (18.98)	River: The Joni Letters	5	5
6	6	2	SOUNDTRACK FOX/RHINO 410236/AG (13.98)	Junjo	6	6
7	10	9	TAYLOR SWIFT BIG MACHINE 120702 (18.98) ⊕	Taylor Swift	7	2
8	2	2	SHERLY CROW A&M/INTERSCOPE 010599/IGA (13.98) ⊕	Detours	8	8
9	7	6	MARY J. BLIGE MTRIA/ARCH GEFEN 010313*/IGA (13.98) ⊕	Growing Pains	9	9
10	13	2	SOUNDTRACK ATLANTIC 409212/AG (18.98)	Step Up 2: The Streets	10	10
11	9	10	MILEY CYRUS WALT DISNEY/HOLLYWOOD 000465 (23.98)	Hannah Montana 2 (Soundtrack)/Meet Miley Cyrus	11	3
12	62	27	JOHN LEGEND G.O.O./COLUMBIA 21265 EX/SONY MUSIC (14.98) ⊕	Live From Philadelphia	12	12
13	12	11	CHRIS BROWN JIVE 12049/ZOMBA (18.98) ⊕	Exclusive	13	13
14	101	1	HOT SHOT DEBUT SIMPLE PLAN LAVA/ATLANTIC 384956/AG (18.98) ⊕	Simple Plan	14	14
15	18	24	DAUGHTRY RCA 88860/RMG (18.98)	Daughtry	15	15
16	26	23	EAGLES ERC 4500 EX (14.98)	Long Road Out Of Eden	16	16
17	4	2	LENNY KRAVITZ VIRGIN 63786 (18.98) ⊕	It Is Time For A Love Revolution	17	17
18	11	8	KEYSHIA COLE COMP/INT'L/IMP/INT/UMRG 009475*/IGA (13.98)	Just Like You	18	18
19	16	12	GARTH BROOKS PEARL 213 (25.98 CD/DVD) ⊕	The Ultimate Hits	19	5
20	8	2	K.D. LANG SONESUCH 110460/WARNER BROS. (18.98)	Watershed	20	20
21	15	16	SARA BAREILLES EPIC 94821/SONY MUSIC (11.98)	Little Voice	21	15
22	65	75	FOO FIGHTERS ROSWELL/RCA 11516*/RMG (18.98)	Echoes, Silence, Patience & Grace	22	22
23	41	36	ROBERT PLANT / ALISON KRAUSS ROUNDER 619075* (18.98)	Raising Sand	23	23
24	30	69	MICHAEL BUBLE 143/REPULSE 10031*/WARNER BROS. (18.98)	Call Me Irresponsible	24	24
25	17	14	VARIOUS ARTISTS EMU/SONY BMG STRATEGIC MARKETING GROUP/UNIVERSAL/ZOMBA 10765/CAPITOL (18.98)	NOW 26	25	25

The Billboard 200 - based on a national sample of retail store, mass merchant, direct-to-consumer transactions and Internet sales (both physical albums via Internet, as well as, downloaded albums from such services at iTunes). Hot Digital Songs - The top 25 paid download songs sold via the Internet.

Billboard HOT DIGITAL SONGS

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST (IMPRINT / PROMOTION LABEL)	CERT.	THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST (IMPRINT / PROMOTION LABEL)	CERT.
1	1	15	#1 LOW 12 WKS #1 (IMP/INT) / UMRG (13.98)	FLO RIDA FEAT. T-PAIN (POE BOY/ATLANTIC)	1	26	26	18	CLUMSY	FERGIE (WILL I AM/A&M/INTERSCOPE)	1
2	3	11	DON'T STOP THE MUSIC	RIHANNA (SRP/DEF JAM/IDJMG)	2	27	25	20	INTO THE NIGHT	SANTANA FEAT. CHAD KRUEGER (ARISTA/RMG)	2
3	4	15	LOVE SONG	SARA BAREILLES (EPIC)	3	28	27	32	CRANK THAT (SOULJA BOY)	SOULJA BOY TELLEM (COLLIPARK/INTERSCOPE)	3
4	5	12	WITH YOU	CHRIS BROWN (JIVE/ZOMBA)	4	29	30	18	KISS KISS	CHRIS BROWN FEAT. T-PAIN (JIVE/ZOMBA)	4
5	11	23	NO ONE	ALICIA KEYS (MBK/J/RMG)	5	30	28	32	PARALYZER	FINGER ELEVEN (WIND-UP)	5
6	7	11	SEE YOU AGAIN	MILEY CYRUS (HOLLYWOOD)	6	31	32	10	WON'T GO HOME WITHOUT YOU	MARON 5 (A&M/OCTONE/INTERSCOPE)	6
7	6	10	SORRY	BUCKCHERRY (ELEVEN SEVEN/ATLANTIC/RRP)	7	32	-	1	THE PRAYER (LIVE)	CELINE DION & JOSH GROBAN (FEELING/COLUMBIA)	7
8	60	23	REHAB	AMY WINEHOUSE (UNIVERSAL REPUBLIC)	8	33	-	1	SEXY CAN I	RAT J & YUNG BERG (KNOCKOUT/DEJA 34/KOCH/EPIC)	8
9	8	23	TAKE YOU THERE	SEAN KINGSTON (BELUGA HEIGHTS/EPIC)	9	34	31	31	BUBBLY	ODDIE CAILLAT (UNIVERSAL REPUBLIC)	9
10	21	8	STOP AND STARE	ONEREPUBLIC (MOSLEY/INTERSCOPE)	10	35	43	39	UMBRELLA	RIHANNA FEAT. JAY-Z (SRP/DEF JAM/IDJMG)	10
11	17	9	SUPERSTAR	LUPE FIASCO FEAT. MATTHEW SAKITS (1ST & 15TH/ATLANTIC)	11	36	29	4	LIKE WHOA	ALY & AJ (HOLLYWOOD)	11
12	9	29	APOLOGIZE	TIMBALAND FEAT. ONEREPUBLIC (MOSLEY/BLACKGROUND/INTERSCOPE)	12	37	35	18	HYPNOTIZED	PLIES FEAT. AKON (BIG GATES/SLIP-N-SLIDE/ATLANTIC)	12
13	2	3	NEW SOUL	Yael Naim (TOT OU TARD/ATLANTIC)	13	38	34	30	CYCLONE	BABY BASH FEAT. T-PAIN (ARISTA/RMG)	13
14	15	43	TEARDROPS ON MY GUITAR	TAYLOR SWIFT (BIG MACHINE)	14	39	47	3	YAHHH!	SOULJA BOY TELLEM FEAT. ARAB (COLLIPARK/INTERSCOPE)	14
15	14	4	WHEN YOU LOOK ME IN THE EYES	JONAS BROTHERS (HOLLYWOOD)	15	40	-	19	THE PRETENDER	FOO FIGHTERS (ROSWELL/RCA/RMG)	15
16	13	10	SENSUAL SEDUCTION	SNOPY DOGG (ODGGS/STYL/INTERSCOPE)	16	41	48	7	FEEDBACK	JANET (ISLAND/IDJMG)	16
17	22	6	NO AIR	JORDIN SPARKS DUET WITH CHRIS BROWN (JIVE/ZOMBA)	17	42	40	46	HEY THERE DELILAH	PLAIN WHITE TS (FEARLESS/HOLLYWOOD)	17
18	16	26	SWEETEST GIRL (DOLLAR BILL)	WYCLEF JEAN FEAT. AKON, LIL WAYNE & NIA (COLUMBIA)	18	43	10	2	FREE FALLIN'	TOM PETTY (MCA/UME)	18
19	20	6	INDEPENDENT	WEBBIE, LIL' PHAT & LIL' BOOSIE (TRILL/ASYLUM)	19	44	36	25	I DON'T WANNA BE IN LOVE (DANCE FLOOR ANTHEM)	GOOD CHARLOTTE (DAYLIGHT/EPIC)	19
20	19	14	SHADOW OF THE DAY	LINKIN PARK (WARNER BROS.)	20	45	46	4	ALL-AMERICAN GIRL	CARRIE UNDERWOOD (ARISTA/ARISTA NASHVILLE)	20
21	33	30	STRONGER	KANYE WEST (ROC-A-FELLA/DEF JAM/IDJMG)	21	46	-	5	YOU KNOW I'M NO GOOD	AMY WINEHOUSE FEAT. GHOSTFACE KILLAH (UNIVERSAL REPUBLIC)	21
22	12	16	PIECE OF ME	BRITNEY SPEARS (JIVE/ZOMBA)	22	47	57	14	THE WAY I AM	INGRID MICHAELSON (CABIN 24/ORIGINAL SIGNAL/RED)	22
23	23	21	OUR SONG	TAYLOR SWIFT (BIG MACHINE)	23	48	42	4	WHAT HURTS THE MOST	CASCADA (ROBBINS)	23
24	19	18	LOVE LIKE THIS	NATASHA BETHUNFIELD FEAT. SEAN KINGSTON (PHONOGENIC/EPIC)	24	49	41	21	READY, SET, DON'T GO	BILLY RAY CYRUS WITH MILEY CYRUS (WALT DISNEY)	24
25	24	21	TATTOO	JORDIN SPARKS (JIVE/ZOMBA)	25	50	69	8	FLASHING LIGHTS	KANYE WEST FEAT. DWEL (ROC-A-FELLA/DEF JAM/IDJMG)	25

VIDEO CHANNELS

MTV	VH1
<p>Sr. VP/Music & Talent: Amy Doyle VP/Music & Talent: Peter Baron Vicom 212-258-8000</p> <p>1 Flo Rida, Low 15 12 2 Panic At The Disco, Nine In The Afternoon 9 0 3 Missy Elliott, Ching-A-Ling 8 8 4 Rihanna, Don't Stop The Music 8 9 5 The Spill Canvas, All Over You 8 9 6 Cobra Starship, The City Is At War 7 8 7 Missy Elliott, Shake Your Pom Pom 6 1 8 Alicia Keys, Like You'll Never See Me 6 7 9 Vampire Weekend, A-Punk 6 8 10 The DEE, Give You The World 5 7 11 Fat Joe, I Won't Tell 5 8 12 Ashlee Simpson, Dutta My Head 5 8 13 Natasha Bedingfield, Love Like This 4 4 14 Erykah Badu, Honey 4 4 15 Matt White, Best Days 4 4 16 Chris Brown, With You 3 3 17 Janet, Feedback 3 3 18 Maroon 5, Won't Go Home Without You 3 4 19 Sara Bareilles, Love Song 3 5 20 Timbaland, Sorry 3 5 21 OneRepublic, Stop And Stare 3 6 22 The-Dream, Falsito 2 1 23 Kate Nash, Foundations 2 1 24 Soulja Boy Tell'em, YAHHH! 2 2 25 Shway Lo, Hey Know 2 3 26 Fun, Clumsy 2 3 27 Colbie Caillat, Realize 2 4 28 Eddie Vedder, Guaranteed 2 6 29 Christo Michele, Go On 1 0 30 Kanye West, Into The Night 1 0</p>	<p>Exec. VP/Talent & Music: Rick Krim Sr. VP/Music & Talent: Bruce Gilmer VP/Music & Talent: Sandy Alouere Vicom 212-258-7800</p> <p>1 Sara Bareilles, Love Song 23 27 2 Linkin Park, Shadow Of The Day 21 17 3 Mary J. Blige, Just Fine 21 20 4 OneRepublic, Stop And Stare 20 17 5 Buckcherry, Sorry 20 20 6 Glen Hansard & Marketa Irglova, Falling 7 matchbox twenty, These Hard Times 18 3 8 Daughtry, Feels Like Tonight 17 13 9 Rihanna, Don't Stop The Music 17 16 10 Sheryl Crow, Love Is Free 17 17 11 Lenny Kravitz, I'll Be Waiting 17 24 12 Leona Lewis, Bleeding Love 16 0 13 Alicia Keys, Like You'll Never See Me 16 18 14 Myciel Jean, Sweetest Girl (Dollar Bill) 15 15 15 Taylor Swift, Teardrops On My Guitar 14 13 16 Maroon 5, Won't Go Home Without You 14 18 17 Alicia Keys, Like You'll Never See Me 13 0 18 James Blunt, Same Mistake 13 13 19 Kid Rock, Amen 13 14 20 Foo Fighters, Long Road To Ruin 13 14 21 John Mayer, Stop And Stare 11 9 22 Snoop Dogg, Sensual Seduction 11 10 23 Bruce Springsteen, Girls In Their Summer 10 8 24 Usher, Whatever It Takes 10 12 25 Erykah Badu, Honey 9 0 26 Linkin Park, Shadow Of The Day 9 9 27 Colbie Caillat, Realize 9 9 28 Eddie Vedder, Guaranteed 9 10 29 Christo Michele, Go On 9 10 30 Kanye West, Into The Night 8 15</p>

BET	CMT
<p>VP/Music Prog: Stephen Hill MD: Kelly G Vicom 212-975-4055</p> <p>1 Soulja Boy Tell'em, YAHHH! 24 19 2 Lupe Fiasco, Superstar 23 17 3 Boyz n da Hood, Hey Baby 20 18 4 Lil Mama, Shavyd Get Loose 19 11 5 Webbie, Lil' Phat & Lil' Boosie, Independent 19 17 6 Chris Brown, With You 16 15 7 Snoop Dogg, Sensual Seduction 14 7 8 The-Dream, Falsito 14 7 9 Alicia Keys, Like You'll Never See Me 13 11 10 Shway Lo, Hey Know 13 11 11 Flo Rida, Low 12 0 12 Keyshia Cole, I Remember 11 12 13 Janet, Feedback 10 9 14 Pop n Off Boyz, Crank Dat Batman 9 6 15 Dolla, Who The F*** Is That 9 6 16 Missy Elliott, Ching-A-Ling 9 6 17 Lenny Kravitz, I'll Be Waiting 8 8 18 Missy Elliott, Shake Your Pom Pom 7 2 19 Flo Rida, Low 7 2 20 J. Holiday, Suffocate 7 7 21 Fat Joe, I Won't Tell 7 7 22 Rihanna, Rude Monkey Jeans 7 7 23 Erykah Badu, Honey 7 8 24 Maroon 5, Crying Out For Me 7 11 25 Prince, Somewhere Here On Earth 6 0 26 Hurricane Chris, Plays Rock 6 3 27 DJ Fall Fei, Get Buck In Here 4 2 28 Jhean, Never 4 2 29 B.G., For A Minute 4 4</p>	<p>VP/Music & Talent: Chris Parr Dir. Pgmng: Pamy, Evan Kroh Vicom 615-335-8400</p> <p>1 Carrie Underwood, All-American Girl 21 23 2 Sugarland, Stay 19 22 3 Garth Brooks & Huey Lewis, Workin' For Me 18 21 4 Taylor Swift, Our Song 18 21 5 Gary Allan, Watching Airplanes 17 20 6 Tim McGraw, Suspicious 16 12 7 Lady Antebellum, Love Don't Live Here 16 12 8 Brad Paisley, Letter To Me 16 16 9 Kenny Chesney Duet With George Strait, Shitkirk 16 20 10 Robert Plant / Alison Krauss, Gone, Gone 15 18 11 Jason Aldean, Laughed Until We Cried 15 18 12 Craig Morgan, International Harvester 13 18 13 Billy Ray Cyrus With Miley Cyrus, Ready, Set 13 22 14 Alan Jackson, Small Town Southern Man 12 22 15 Lyle Lovett, I'm Only Me When I'm With You 11 0 16 Eagles, Busy Being Fabulous 11 14 17 Phil Vassar, Love Is A Beautiful Thing 10 0 18 Chuck Wicks, Stealing Cinderella 9 9 19 Big & Rich, Last In This Moment 8 14 20 Colbie Caillat, Bubbly 8 17 21 Keith Urban, Everybody 8 17 22 LeAnn Rimes, Nothing Better To Do 7 4 23 Sara Evans, As I Am 7 6 24 Ashton Shepherd, Takin' Off This Pain 7 6 25 Trace Adkins, I Got My Game On 7 8 26 Rascal Flatts, Take Me There 7 10 27 Robert Plant / Alison Krauss, Rich Woman 6 0 28 James Otto, Just Got Started Lovin' You 6 5 29 Willie Nelson, Gravedigger 6 6 30 Miranda Lambert, Gunpowder & Lead 6 7</p>

Great American Country	FUSE
<p>MD: Tony Trovato Scipios 615-327-7525</p> <p>1 Brad Paisley, Letter To Me 30 31 2 Gary Allan, Watching Airplanes 29 31 3 Chuck Wicks, Stealing Cinderella 29 32 4 Jason Aldean, Laughed Until We Cried 28 32 5 Craig Morgan, International Harvester 28 18 6 Carrie Underwood, All-American Girl 28 26 7 Alan Jackson, Small Town Southern Man 28 31 8 Kenny Chesney Duet With George Strait, Shitkirk 27 30 9 Taylor Swift, Our Song 22 28 10 Josh Turner, Firecracker 22 11 11 Garth Brooks & Huey Lewis, Workin' For Me 20 12 12 James Otto, Just Got Started Lovin' You 20 12 13 Lady Antebellum, Love Don't Live Here 20 17 14 Don Jovi, Tell Me Ain't Strangers Anymore 19 20 15 The-Dream, Falsito 19 20 16 Robert Plant / Alison Krauss, Gone, Gone 19 21 17 Bruce Covington, It's Good To Be Us 19 23 18 Clay Walker, Red 18 14 19 Martina McBride, For These Times 18 14 20 Faith Hill, Umbrella 17 12 21 Tim McGraw, Suspicious 16 8 22 Rascal Flatts, Take Me There 15 3 23 Kenny Chesney, Sunday Morning 15 14 24 Taylor Swift, I'm Only Me When I'm With You 14 0 25 Katy Perry, Make Me Believe 6 0 26 Elizabeth Cook, Sunday Morning 6 0</p>	<p>Dir. Pgmng: Janis Unterweiser Rainbow-Media 212-324-3416</p> <p>1 Rihanna, Don't Stop The Music 17 17 2 Flo Rida, Low 16 19 3 OneRepublic, Stop And Stare 16 19 4 Simple Plan, Long Road To Ruin 15 15 5 Foo Fighters, Long Road To Ruin 15 15 6 Chris Brown, With You 15 19 7 Avenged Sevenfold, Almost Easy 15 20 8 Three Days Grace, Never Too Late 15 20 9 Rise Against, The Good Left Undone 13 13 10 Boys Like Girls, Hero/Heroina 13 14 11 Myciel Jean, Sweetest Girl (Dollar Bill) 13 16 12 Paramore, crushcrushcrush 13 17 13 Cobra Starship, The City Is At War 13 17 14 Maroon 5, Won't Go Home Without You 13 18 15 Linkin Park, Shadow Of The Day 13 20 16 Janet, Feedback 12 0 17 Panic At The Disco, Nine In The Afternoon 12 0 18 Buckcherry, Sorry 12 5 19 Lupe Fiasco, Superstar 12 15 20 Jimmy Eat World, Always Be 12 15 21 Mary J. Blige, Just Fine 11 12 22 Fergie, Clumsy 11 13 23 Chevelle, I Get It 11 14 24 Jimmy Eat World, Always Be 11 15 25 Snoop Dogg, Sensual Seduction 10 14 26 Alicia Keys, Like You'll Never See Me 10 17 27 Paul Brown, On & Get Some 9 13 28 The White Stripes, Longest 9 14 29 The Bravery, Believe 8 0 30 Sean Kingston, Take You There 8 7</p>

MTV2	CMT Canada
<p>Sr. VP/Music & Talent: Amy Doyle VP/Music & Talent: Peter Baron Vicom 212-258-8000</p> <p>1 Panic At The Disco, Nine In The Afternoon 11 0 2 Vampire Weekend, A-Punk 10 9 3 Flo Rida, Low 10 12 4 Webbie, Lil' Phat & Lil' Boosie, Independent 10 13 5 Missy Elliott, Shake Your Pom Pom 9 9 6 The Spill Canvas, All Over You 9 9 7 Missy Elliott, Ching-A-Ling 9 11 8 Shway Lo, Hey Know 9 12 9 Cobra Starship, The City Is At War 8 17 10 Hooded And Camber, Feathers 8 17 11 Rocko, Umma Do Me 6 2 12 Scarface, Get Your Knob 6 6 13 Soulja Boy Tell'em, YAHHH! 6 8 14 Dem Franchize Boyz, Talkin' Out Da Side 5 0 15 Aidin, Moment 5 6 16 Della, Who The F*** Is That 5 7 17 Fear For Sleep, Hold The Door 4 0 18 Pop n Off Boyz, Crank Dat Batman 3 6 19 Sgt. Tibbetts, Sky Is Over 2 0 20 Black Sheep, The Once Is Yours 2 0 21 Lauryn Hill, Doe Wop (That Thing) 2 0</p>	<p>Dir. Pgmng: Casey Clarke MD: Dana Bourgoin Corus 416-534-1191</p> <p>1 Kenny Chesney Duet With George Strait, Shitkirk 26 25 2 Brad Paisley, Letter To Me 26 25 3 Don Jovi, Tell Me Ain't Strangers Anymore 25 29 4 Keith Urban, Everybody 21 16 5 Carrie Underwood, All-American Girl 21 16 6 Gary Allan, Watching Airplanes 18 15 7 Lady Antebellum, Love Don't Live Here 16 10 8 Paul Brown, On & Get Some 16 13 9 George Canyon, Ring Of Fire 15 12 10 Johnny Reid, Thank You 15 12 11 Taylor Swift, Our Song 15 15 12 Doc Williams, That Train 14 7 13 Jason Blaine, Firm With Me 13 10 14 Robert Plant / Alison Krauss, Gone, Gone 13 14 15 Alan Jackson, Small Town Southern Man 13 15 16 Garth Brooks & Huey Lewis, Workin' For Me 12 13 17 Jeff Bennett, Stayed 'Til I Woke Up 12 13 18 Colbie Caillat, Bubbly 10 6 19 Jesse Farrell, Fall Right Into You 10 12 20 Sheryl Crow, Love Is Free 10 8 21 Jason Aldean, Laughed Until We Cried 9 7 22 Sheryl Crow, Love Is Free 9 9 23 Deric Ruttan, First Time In A Long Time 8 6 24 Hayley Sales, Keep Drivein' 8 8 25 Aaron Lewis, Somebody's Son 8 8 26 Corb Lund, I Wanna Be In The Cavalry 8 11 27 Sugarland, Stay 8 14 28 Blue Rodeo, Crown 7 6 29 Patrice Dyster, One Kiss 6 7 30 Tim McGraw Duet With Kelly Clarkson, Because 5 2</p>

STREAMS

AOL Song Streams	AOL Radio
<p>Pete Schreack 212-652-6400</p> <p>1 Alicia Keys, Like You'll Never See Me 109,062 101,027 2 J. Holiday, Suffocate 98,796 97,528 3 Chris Brown, With You 94,994 68,225 4 Maroon 5, Crying Out For Me 91,471 75,928 5 Trey Songz, Can't Help But Wait 81,394 78,270 6 Flo Rida, Low 78,120 79,016 7 Alicia Keys, Like You'll Never See Me 78,732 73,412 8 Sara Bareilles, Love Song 78,732 73,412 9 Kanye West, Don't Stop The Music 78,235 91,014 10 Kanye West, Can't Help But Wait 78,119 81,645 11 Timbaland, Apologize 77,209 85,304 12 Keyshia Cole, I Remember 71,716 62,039 13 Seether, Fake It 66,633 64,945 14 Paramore, Misery Business 65,369 63,634 15 Birdman, Pop Bottles 65,012 63,094 16 Linkin Park, Shadow Of The Day 63,555 54,671 17 Three Days Grace, Never Too Late 62,414 54,205 18 Billy Ray Cyrus With Miley Cyrus, Ready, Set, Don't Go 60,009 56,635 19 Finger Eleven, Paralyzer 58,324 58,784 20 Breaking Benjamin, Until The End 58,811 56,301 21 The Red Jumpsuit Apparatus, Your Guardian Angel 58,249 54,713</p>	<p>1 Alicia Keys, Like You'll Never See Me 294,802 294,701 2 Sara Bareilles, Love Song 273,453 224,547 3 Jordin Sparks, Tattoo 253,653 231,630 4 Timbaland, Apologize 242,806 251,673 5 Flo Rida, Low 240,288 309,542 6 Colbie Caillat, Bubbly 229,197 262,494 7 Natasha Bedingfield, Love Like This 224,092 204,133 8 Wyclef Jean, Sweetest Girl (Dollar Bill) 217,471 209,971 9 Buckcherry, Sorry 214,989 202,968 10 matchbox twenty, How Far We've Come 214,189 205,690 11 Chris Brown, With You 201,049 197,628 12 J. Holiday, Bed 183,432 175,641 13 Leona Lewis, Bleeding Love 163,300 139,478 14 Britney Spears, Piece Of Me 163,097 167,023 15 Miley Cyrus, See You Again 162,997 105,351 16 Taylor Swift, Teardrops On My Guitar 160,251 224,182 17 Paramore, Misery Business 153,881 149,179 18 Beyonce, Irreplaceable 148,019 136,413 19 Elliott Yamin, Wait For You 143,522 118,715 20 Carrie Underwood, Before He Cheats 141,538 131,622</p>

YAHOO! Song Streams	Y!MUSIC
<p>John Lanac 310-526-4300</p> <p>1 Alicia Keys, Like You'll Never See Me 294,802 294,701 2 Sara Bareilles, Love Song 273,453 224,547 3 Jordin Sparks, Tattoo 253,653 231,630 4 Timbaland, Apologize 242,806 251,673 5 Flo Rida, Low 240,288 309,542 6 Colbie Caillat, Bubbly 229,197 262,494 7 Natasha Bedingfield, Love Like This 224,092 204,133 8 Wyclef Jean, Sweetest Girl (Dollar Bill) 217,471 209,971 9 Buckcherry, Sorry 214,989 202,968 10 matchbox twenty, How Far We've Come 214,189 205,690 11 Chris Brown, With You 201,049</p>	

OPPORTUNITIES

MIDWEST

WCSG/Grand Rapids, R&R's 2007 Christian Music Station of the Year, is looking for its next morning person(s) to be part of its market-leading team. We're looking for chemistry, personality, longevity, and the ability to communicate real life found in Christ; radio experience preferred but not required. Team players only, please. Send tape, résumé and cover letter to Morning Team Seach c/o WCSG-FM, 1159 E Beltline Ave NE, Grand Rapids MI 49525, or to mornings@wcsq.org. EOE

WEST

Opening at one of America's Top rated CHR's in a medium to large market. Show must connect with the 18-34 female audience, provide unique characters, show chemistry and demonstrate a proven track record! Send tape and résumé immediately to 5055 Wilshire Blvd. 6th floor Los Angeles, CA 90036 or contact rcorrea@radioandrecords.com. Job # 1184. EOE.

JOB OPPORTUNITIES

Strong Christian to do strong morning show. CHR reporter on Central California Coast. See www.klife.org/team/jobs.html. Experience necessary; surfboard optional.

Mentor/consultant wanted: team player/good communicator to work with unconventional female talk show host/published author. ladercof@netscape.net

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Strong News delivery. Tight boards, and behind scene ability. Very technical, and detail oriented. Dependable, and Organized. Jeff Autrey 903-451-4756; autrey00@embarqmail.com

Lots of energy, dedicated and loyal - plus a little goofy! Good on-air presence, GREAT Promotions! Erick Wynn 817-361-6022, brendawilliam9035@sbcglobal.net

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Extremely Technically and Digital savvy, with vast experience as AV Technician. Incredibly positive, dedicated and reliable. Morris Jefferson 214-414-4856; m.jefferson80@yahoo.com

Experienced OM, PD, and air talent available now. Multi formats. Great skills. Contact MARTIN: (231) 258-4177 mlee.radio@gmail.com

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CHR/TOP 40

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	1	15	FLO RIDA FEATURING T-PAIN LOW	NO. 1 (3 WKS)	POE BOY/ATLANTIC
2	6	9	CHRIS BROWN WITH YOU		JIVE/ZOMBA
3	2	17	ALICIA KEYS NO ONE		MBK/J/RMG
4	4	23	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		MOSLEY/BLACKGROUND/INTERSCOPE
5	5	10	RIHANNA DON'T STOP THE MUSIC		SRP/DEF JAM/IDJMG
6	3	20	FERGIE CLUMSY		WILL.I.AM/A&M/INTERSCOPE
7	8	16	SEAN KINGSTON TAKE YOU THERE		BELUGA HEIGHTS/EPIC
8	7	21	JORDIN SPARKS TATTOO		19/JIVE/ZOMBA
9	9	15	TAYLOR SWIFT TEARDROPS ON MY GUITAR		BIG MACHINE/UNIVERSAL REPUBLIC
10	10	17	WYCLEF JEAN FEATURING AKON, LIL WAYNE & NIA SWEETEST GIRL (DOLLAR BILL)		COLUMBIA

NO. 1 MOST ADDED

MARIAH CAREY Touch My Body (ISLAND/IDJMG)

NO. 1 MOST INCREASED PLAYS

MARIAH CAREY Touch My Body (ISLAND/IDJMG)

TOP 5 NEW AND ACTIVE

COLBIE CAILLAT Realize (UNIVERSAL REPUBLIC)

LEONA LEWIS Bleeding Love (SYCO/J/RMG)

CHERISH FEAT. YUNG JOC Killa (SHO'NUFF/CAPITOL)

MATCHBOX TWENTY These Hard Times (MELISMA/ATLANTIC)

FLYLEAF All Around Me (A&M/OCTONE/INTERSCOPE)

COMPLETE CHR/TOP 40 CHART ON PAGE 23

RHYTHMIC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	2	11	CHRIS BROWN WITH YOU	NO. 1 (1 WK)	JIVE/ZOMBA
2	1	23	FLO RIDA FEATURING T-PAIN LOW		POE BOY/ATLANTIC
3	3	12	SNOOP DOGG SENSUAL SEDUCTION		DOGGYSTYLE/GEFFEN/INTERSCOPE
4	4	11	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT		TRILL/ASYLUM/ATLANTIC
5	5	12	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		MBK/J/RMG
6	7	14	J. HOLIDAY SUFFOCATE		MUSIC LINE/CAPITOL
7	6	17	TREY SONGZ CAN'T HELP BUT WAIT		SONG BDOK/ATLANTIC
8	11	6	RIHANNA DON'T STOP THE MUSIC		SRP/DEF JAM/IDJMG
9	13	6	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR		1ST & 15TH/ATLANTIC
10	18	18	SEAN KINGSTON TAKE YOU THERE		BELUGA HEIGHTS/KOCH/EPIC

NO. 1 MOST ADDED

MARIAH CAREY Touch My Body (ISLAND/IDJMG)

NO. 1 MOST INCREASED PLAYS

MARIAH CAREY Touch My Body (ISLAND/IDJMG)

TOP 5 NEW AND ACTIVE

CASELY Emotional (DIAZ BROTHERS/EPIC/KOCH)

THE DEY Give You The World (EPIC/KOCH)

DOLLA FEAT. T-PAIN & TAY DIZM Who The F*** Is That (JIVE/ZOMBA)

LIL MAMA FEAT. CHRIS BROWN Shawty Get Loose (JIVE/ZOMBA)

FLO RIDA Elevator (POE BOY/ATLANTIC)

COMPLETE RHYTHMIC CHART ON PAGE 26

URBAN

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	3	12	KEYSHIA COLE I REMEMBER	NO. 1 (1 WK)	IMANI/GEFFEN/INTERSCOPE
2	1	18	J. HOLIDAY SUFFOCATE		MUSIC LINE/CAPITOL
3	5	13	SNOOP DOGG SENSUAL SEDUCTION		DOGGYSTYLE/GEFFEN/INTERSCOPE
4	2	16	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT		TRILL/ASYLUM/ATLANTIC
5	6	11	CHRIS BROWN WITH YOU		JIVE/ZOMBA
6	4	16	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		MBK/J/RMG
7	10	10	THE-DREAM FALSETTO		RADIO KILLA/DEF JAM/IDJMG
8	8	21	MARIO CRYING OUT FOR ME		3RD STREET/J/RMG
9	7	19	FLO RIDA FEATURING T-PAIN LOW		POE BOY/ATLANTIC
10	9	13	SHAWTY LO DEY KNOW		D4L/ASYLUM

NO. 1 MOST ADDED

MARIAH CAREY Touch My Body (ISLAND/IDJMG)

NO. 1 MOST INCREASED PLAYS

MARIAH CAREY Touch My Body (ISLAND/IDJMG)

TOP 5 NEW AND ACTIVE

LIL MAMA FEAT. CHRIS BROWN Shawty Get Loose (JIVE/ZOMBA)

RAZAH Rain (MANHOOD/DEF JAM/IDJMG)

JANET Luv (ISLAND/IDJMG)

POP IT OFF BOYZ Crank Dat Batman (UNIVERSAL MOTOWN)

FLO RIDA Elevator (POE BOY/ATLANTIC)

COMPLETE URBAN CHART ON PAGE 28

URBAN AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	1	15	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN	NO. 1 (6 WKS)	MBK/J/RMG
2	7	18	JAHEIM NEVER		DIVINE MILL/ATLANTIC
3	4	15	KEYSHIA COLE I REMEMBER	MOST INCREASED PLAYS	IMANI/GEFFEN/INTERSCOPE
4	3	19	MARY J. BLIGE JUST FINE		MATRIARCH/GEFFEN/INTERSCOPE
5	5	21	RAHEEM DEVAUGHN WOMAN		JIVE/ZOMBA
6	7	13	ERYKAH BADU HONEY		UNIVERSAL MOTOWN
7	8	48	MUSIQ SOULCHILD TEACHME		ATLANTIC
8	6	25	ALICIA KEYS NO ONE		MBK/J/RMG
9	10	28	JOE MY LOVE		JIVE/ZOMBA
10	11	29	CHAKA KHAN ANGEL		BURGUNDY/COLUMBIA

NO. 1 MOST ADDED

MINT CONDITION Baby Boy Baby Girl (CAGED BIRD/IMAGE)

NO. 1 MOST INCREASED PLAYS

KEYSHIA COLE I Remember (IMANI/GEFFEN/INTERSCOPE)

TOP 5 NEW AND ACTIVE

JOHN LEGEND Slow Dance (G.O.O.D./COLUMBIA)

JANET Luv (ISLAND/IDJMG)

SNOOP DOGG Sensual Seduction (DOGGYSTYLE/GEFFEN/INTERSCOPE)

RAHEEM DEVAUGHN Customer (JIVE/ZOMBA)

MARCUS MILLER FEAT. CORINNE BAILEY RAE Free (CONCORD JAZZ/CMG)

COMPLETE URBAN AC CHART ON PAGE 29

COUNTRY

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	3	22	RODNEY ATKINS CLEANING THIS GUN (COME ON IN BOY)	NO. 1 (1 WK)	CURB
2	4	31	GARY ALLAN WATCHING AIRPLANES	NIELSEN MULTIPLE	MCA NASHVILLE
3	1	19	BRAD PAISLEY LETTER TO ME		ARISTA NASHVILLE
4	6	18	KENNY CHESNEY DUET WITH GEORGE STRAIT SHIFTWORK		BNA
5	7	15	ALAN JACKSON SMALL TOWN SOUTHERN MAN		ARISTA NASHVILLE
6	5	30	BILLY RAY CYRUS WITH MILEY CYRUS READY, SET, DON'T GO		WALT DISNEY/LYRIC STREET
7	8	12	CARRIE UNDERWOOD ALL-AMERICAN GIRL		ARISTA/ARISTA NASHVILLE
8	2	19	RASCAL FLATTS WINNER AT A LOSING GAME	NIELSEN MULTIPLE	LYRIC STREET
9	9	26	CHUCK WICKS STEALING CINDERELLA		RCA
10	10	23	CRAIG MORGAN INTERNATIONAL HARVESTER		BRDKN BOW

NO. 1 MOST ADDED

TAYLOR SWIFT Picture To Burn (BIG MACHINE)

NO. 1 MOST INCREASED AUDIENCE

GEORGE STRAIT I Saw God Today (MCA NASHVILLE)

TOP 5 NEW AND ACTIVE

CLINT BLACK Long Cool Woman (EQUITY)

MICA ROBERTS FEAT. TOBY KEITH Things A Mama Don't Know (SHOW DOG NASHVILLE)

LONESTAR Let Me Love You (VECTOR/COS)

REBA MCENTIRE DUET WITH LEANN RIMES When You Love Someone Like That (MCA NASHVILLE)

RASCAL FLATTS Still Feels Good (LYRIC STREET)

COMPLETE COUNTRY CHART ON PAGE 37

AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	1	29	COLBIE CAILLAT BUBBLY	NO. 1 (8 WKS)	UNIVERSAL REPUBLIC
2	2	34	FERGIE BIG GIRLS DON'T CRY		WILL.I.AM/A&M/INTERSCOPE
3	3	41	DAUGHTRY HOME		RCA/RMG
4	4	32	PLAIN WHITE T'S HEY THERE DELILAH		FEARLESS/HOLLYWOOD
5	5	33	ELLIOTT YAMIN WAIT FOR YOU		HICKORY/RED
6	6	28	PINK WHO KNEW		LAFACE/ZOMBA
7	7	22	CELINE DION TAKING CHANCES		COLUMBIA
8	8	16	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		MOSLEY/BLACKGROUND/INTERSCOPE
9	9	6	MICHAEL BUBLE LOST		143/REPRISE
10	10	6	MICHAEL MCDONALD (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER		UNIVERSAL MOTOWN

NO. 1 MOST ADDED

EAGLES Busy Being Fabulous (ERC)

NO. 1 MOST INCREASED PLAYS

SARA BAREILLES Love Song (EPIC)

TOP 5 NEW AND ACTIVE

KELLY KING I Don't Wanna Sing That Song (CALELLO)

QUEEN LATIFAH Poetry Man (FLAVOR UNIT/VERVE)

BARRY MANILOW Copacabana (At The Copa) (2008) (ARISTA/RMG)

FIVE FOR FIGHTING I Just Love You (AWARE/COLUMBIA)

STEVEN CURTIS CHAPMAN Cinderella (SPARROW/EMI/CMG)

COMPLETE AC CHART ON PAGE 40

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HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	20	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE	NO. 1 (5 WKS)	☆	MOSLEY/BLACKGROUND/INTERSCOPE
2	4	26	SARA BAREILLES LOVE SONG			EPIC
3	5	30	FINGER ELEVEN PARALYZER	11 ³	☆	WIND-UP
4	3	33	COLBIE CAILLAT BUBBLY	11 ³	☆	UNIVERSAL REPUBLIC
5	2	23	SANTANA FEATURING CHAD KROEGER INTO THE NIGHT	11	☆	ARISTA/RMG
6	8	19	BUCKCHERRY SORRY			ELEVEN SEVEN/ATLANTIC/RRP
7	6	29	DAUGHTRY OVER YOU	11 ²	☆	RCA/RMG
8	9	14	TAYLOR SWIFT TEARDROPS ON MY GUITAR	11 ²	☆	BIG MACHINE/UNIVERSAL REPUBLIC
9	10	17	LINKIN PARK SHADOW OF THE DAY	11	☆	WARNER BROS.
10	7	35	PINK WHO KNEW	11 ³	☆	LAFACE/ZOMBA

NO. 1 MOST ADDED

GAVIN DEGRAW In Love With A Girl (J/RMG)

NO. 1 MOST INCREASED PLAYS

MATCHBOX TWENTY These Hard Times (MELISMA/ATLANTIC)

TOP 5 NEW AND ACTIVE

RIHANNA Don't Stop The Music (SRP/DEF JAM/IDJMG)

LONDON PIGG Falling In Love At A Coffee Shop (RCA/RMG)

COLLECTIVE SOUL All That I Know (EL)

CHRIS BROWN With You (JIVE/ZOMBA)

JOSH KELLEY Unfair (DNK)

COMPLETE HOT AC CHART ON PAGE 41

SMOOTH JAZZ

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	15	PAUL HARDCASTLE LUCKY STAR	NO. 1 (2 WKS)		TRIPPIN' N' RHYTHM
2	3	22	ERIC MARIENTHAL BLUE WATER			PEAK/CMG
3	2	24	BONEY JAMES LET IT GO			CONCORD/CMG
4	4	24	CANDY DULFER L.A. CITY LIGHTS			HEADS UP
5	5	21	CHRIS BOTTI VENICE			COLUMBIA
6	8	4	KENNY G SAX-O-LOCO			STARBUCKS/CONCORD/CMG
7	7	9	EUGE GROOVE MR. GROOVE			NARADA JAZZ/BLG
8	6	40	JAY SOTO SLAMMIN			NUGROOVE
9	9	16	EVERETTE HARP OLD SCHOOL			SHANACHIE
10	11	20	QUEEN LATIFAH POETRY MAN			FLAVOR UNIT/VERVE

NO. 1 MOST ADDED

PAUL BROWN Ol' Skoolin' (PEAK/CMG)

NO. 1 MOST INCREASED PLAYS

CHRIS STANDRING Love & Paragraphs (ULTIMATE VIBE)

TOP 5 NEW AND ACTIVE

MARC ANTOINE Spooky (PEAK/CMG)

KIRK WHALUM Big Ol' Shoes (FENDEZVOUS)

BRIAN HUGHES While The World Slowly Turns (SYLVAN HOUSE)

LES SABLER Club Street (MUSIC FORCE)

ACOUSTIC ALCHEMY Only In My Dreams (NARADA JAZZ/BLG)

COMPLETE SMOOTH JAZZ CHART ON PAGE 44

ALTERNATIVE

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	17	FOO FIGHTERS LONG ROAD TO RUIN	NO. 1 (1 WK)	☆	ROSSELL/RCA/RMG
2	25	25	SEETHER FAKE IT		11 ☆	WIND-UP
3	3	20	LINKIN PARK SHADOW OF THE DAY		11 ☆	WARNER BROS.
4	4	14	PARAMORE CRUSHCRUSHCRUSH			FUELED BY RAMEN/RRP
5	5	29	FOO FIGHTERS THE PRETENDER		11 ☆	ROSSELL/RCA/RMG
6	7	20	AVENGED SEVENFOLD ALMOST EASY			HOPELESS/WARNER BROS.
7	6	34	RISE AGAINST THE GOOD LEFT UNDONE		☆	GEFFEN/INTERSCOPE
8	9	17	RADIOHEAD BODYSNATCHERS			TBD/ATO
9	10	20	THE BRAVERY BELIEVE			ISLAND/IDJMG
10	13	16	PUDDLE OF MUDD PSYCHO			FLAWLESS/GEFFEN/INTERSCOPE

NO. 1 MOST ADDED

SEETHER Rise Above This (WIND-UP)

NO. 1 MOST INCREASED PLAYS

R.E.M. Supernatural Superserious (WARNER BROS.)

TOP 5 NEW AND ACTIVE

MGMT Time To Pretend (COLUMBIA)

GNARLS BARKLEY Run (DOWNTOWN/ATLANTIC)

SEETHER Rise Above This (WIND-UP)

ANGELS AND AIRWAVES Secret Crowds (SURETONE/GEFFEN/INTERSCOPE)

LINKIN PARK Given Up (WARNER BROS.)

COMPLETE ALTERNATIVE CHART ON PAGE 46

ACTIVE ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	20	PUDDLE OF MUDD PSYCHO	NO. 1 (3 WKS)		FLAWLESS/GEFFEN/INTERSCOPE
2	3	22	AVENGED SEVENFOLD ALMOST EASY			HOPELESS/WARNER BROS.
3	4	12	FOO FIGHTERS LONG ROAD TO RUIN			ROSSELL/RCA/RMG
4	2	26	SEETHER FAKE IT	11		WIND-UP
5	6	27	HURT TEN TON BRICK			CAPITOL
6	8	19	BREAKING BENJAMIN UNTIL THE END			HOLLYWOOD
7	5	32	SIXX: A.M. LIFE IS BEAUTIFUL			ELEVEN SEVEN
8	7	21	KORN HOLD ON			VIRGIN
9	11	4	THEORY OF A DEADMAN SO HAPPY			604/ROADRUNNER/RRP
10	9	31	FIVE FINGER DEATH PUNCH THE BLEEDING			FIRV

NO. 1 MOST ADDED

3 DOORS DOWN It's Not My Time (UNIVERSAL REPUBLIC)

NO. 1 MOST INCREASED PLAYS

3 DOORS DOWN It's Not My Time (UNIVERSAL REPUBLIC)

TOP 5 NEW AND ACTIVE

DRAGONFORCE Through The Fire And Flames (ROADRUNNER/RRP)

SEETHER Rise Above This (WIND-UP)

SOILWORK Exile (NUCLEAR BLAST/CAROLINE)

SEVENDUST Prodigal Son (7BROS/ASYLUM/ILG)

CINDER ROAD Should've Known Better (CAROLINE)

COMPLETE ACTIVE ROCK CHART ON PAGE 47

ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	25	SEETHER FAKE IT	NO. 1 (14 WKS)	11	WIND-UP
2	2	33	SIXX: A.M. LIFE IS BEAUTIFUL			ELEVEN SEVEN
3	4	17	PUDDLE OF MUDD PSYCHO			FLAWLESS/GEFFEN/INTERSCOPE
4	3	14	LINKIN PARK SHADOW OF THE DAY		11	WARNER BROS.
5	5	11	FOO FIGHTERS LONG ROAD TO RUIN			ROSSELL/RCA/RMG
6	7	55	FINGER ELEVEN PARALYZER		11 ³	WIND-UP
7	6	15	KID ROCK AMEN			TOP DOG/ATLANTIC
8	8	27	ALTER BRIDGE RISE TODAY			UNIVERSAL REPUBLIC
9	9	41	THREE DAYS GRACE NEVER TOO LATE		11	JIVE/ZOMBA
10	12	4	THEORY OF A DEADMAN SO HAPPY	MOST INCREASED PLAYS		604/ROADRUNNER/RRP

NO. 1 MOST ADDED

3 DOORS DOWN It's Not My Time (UNIVERSAL REPUBLIC)

NO. 1 MOST INCREASED PLAYS

THEORY OF A DEADMAN So Happy (604/ROADRUNNER/RRP)

TOP 5 NEW AND ACTIVE

APOCALYPTICA FEAT. COREY TAYLOR I'm Not Jesus (JIVE/ZOMBA)

ATREYU Falling Down (HOLLYWOOD)

3 DOORS DOWN It's Not My Time (UNIVERSAL REPUBLIC)

BLACK TIDE Shockwave (INTERSCOPE)

32 LEAVES All Is Numb (DOUBLE BLIND/UNIVERSAL REPUBLIC)

COMPLETE ROCK CHART ON PAGE 48

TRIPLE A

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	12	JACK JOHNSON IF I HAD EYES	NO. 1 (6 WKS)		BRUSHFIRE/UNIVERSAL REPUBLIC
2	2	15	INGRID MICHAELSON THE WAY I AM			CABIN 24/ORIGINAL SIGNAL/RED
3	3	26	SARA BAREILLES LOVE SONG			EPIC
4	26	2	R.E.M. AIRPOWER/MOST INCREASED PLAYS/MOST ADDED SUPERNATURAL SUPERSERIOUS			WARNER BROS.
5	4	11	KT TUNSTALL SAVING MY FACE			RELENTLESS/VIRGIN
6	6	9	SHERYL CROW LOVE IS FREE			A&M/INTERSCOPE
7	20	2	COUNTING CROWS YOU CAN'T COUNT ON ME			GEFFEN/INTERSCOPE
8	5	17	RYAN ADAMS EVERYBODY KNOWS			LOST HIGHWAY
9	7	21	DAVID GRAY YOU'RE THE WORLD TO ME			ATO/RED
10	8	20	FEIST MY MOON MY MAN			CHERRYTREE/POLYDOR/INTERSCOPE

NO. 1 MOST ADDED

R.E.M. Supernatural Superserious (WARNER BROS.)

NO. 1 MOST INCREASED PLAYS

R.E.M. Supernatural Superserious (WARNER BROS.)

TOP 5 NEW AND ACTIVE

LONDON PIGG Falling In Love At A Coffee Shop (RCA/RMG)

LINKIN PARK Shadow Of The Day (WARNER BROS.)

GLEN HANSARD & MARKETA IRGLOVA Falling Slowly (CANVASBACK/COLUMBIA)

BAND OF HORSES No One's Gonna Love You (SUB POP)

TRISTAN PRETTYMAN Madly (VIRGIN)

COMPLETE TRIPLE A CHART ON PAGE 51

Momentum Media Marketing president's entrepreneurial drive steers cross-platform mantra—from just north of the border

Shawn Smith

By Erica Farber

Shawn Smith is a 20-year media and marketing veteran whose sole focus is to connect the magic of an entertainment brand with its intended audience—and at the same time help improve its bottom line. His Momentum Media Marketing is just celebrating its fifth anniversary.

Getting into the business: I went to college to get a marketing degree and ended up spending more time at the college radio station. I cut everything but marketing class because that was the good one. I came to know some people working in professional radio and it wasn't long before I was there as well. That four-year degree ended up stretching to six years. I got out of school and was in Halifax, Nova Scotia—Canada's 10th-largest market—working as a personality for CHUM Radio Group. At 26 I thought, "What the heck, I'll quit my job and make a big move." I drove across the country and showed up in Vancouver. In six weeks I was working with Rogers Media.

Founding of Momentum Media Marketing: I was working with Jones Radio Networks and was promoted quickly to director of marketing, overseeing 116 different programs and services across a number of cities; so it didn't really matter where I worked from. Plus, it was becoming a virtual world anyway. Since I had roots in Vancouver, that's where I hung out my shingle. Jones was my only client the first year, then Sirius, later Dial Global and so on.

Mission of the company: We're a marketing agency as opposed to an advertising agency. We step foot as little or as much inside a company to fulfill the marketing role. And being sort of a strategist, our creative is informed by the marketing strategy we develop for clients. We perform the role of an ad agency because we have to and we're close to it, but we're marketers.

Long-term goals: We want to work with radio and TV companies and Internet brands to help media companies reach new listeners, be more compelling to advertisers and to make more money. If you're a radio company, we want to take you cross-platform and help you remobilize your offerings in the different mediums—online,

mobile, any way you can get your brand out there—and help your consumers understand it's not just a radio stream coming out of a box, it's a full social engagement. Radio can't compete if you look at it as a one-way transmission.

Biggest challenge: Breaking the mold, rethinking how radio is done.

State of radio: I'm a radio man first and foremost. I want to believe we're going to get to a place where we're able to reposition our offering. In each market, we have the locality of it. For instance, in Vancouver, there was a bomb blast at a local Starbucks. It was an arson gone awry, but the storefront blew up, and it was a war zone. I got in my car at 8:38 a.m. and because my local station cut to a national feed at 8:35, I found out about it at work from employees because they were listening to a local station that switched to the coverage. Local is still where it's at.

State of radio marketing and promotion today: There are some stations and markets that do unbelievable marketing, but sometimes we suffer from

the same old, same old. We've been approaching marketing and promotion from the mind-set we had 20 years ago. Media consumption is at a point where there are thousands of options and no longer does radio occupy that No. 1 or 2 choice on the entertainment ladder. I don't think radio has fulfilled the marketing and promotion role it needs to.

Something about your company that would surprise readers: We do 95% of our business in the United States and we're sitting in Vancouver, about 35 miles outside. Canadian companies are a little slower off the mark. Americans are interested in trying new ideas, which is why I think radio will see a resurgence.

Career highlight: Learning I had the entrepreneurial drive to start a company and see it through. Having worked for other companies for so long and wondering if I could get out—and just being in the game now for five years and growing at the rate we have.

Career disappointment: I never got the opportunity to be a program director. Sometimes when I'm on the phone with programmers, I get that rush and feel what they're going through from a perspective that I might have had, if I had been there myself, had it not been for a lot of great opportunities that steered me in this direction.

Most influential individual: Edie Hilliard. I learned how to manage, stay strong and how to recognize opportunities worth taking. Paul Woodhull taught me how to sell unabashedly and to be an entrepreneur. From Gary Miles at Rogers I learned respect and admiration for talent and its place at the heart of the media business. From Amy Bolton, the importance of the love of people and the product. And lastly Jim LaMarca, the passion of radio and a bit of heaven at 94.7.

Advice for broadcasters: Look at your brand and make it your mantra to be as "unradio" as you possibly can. Question everything you've adopted as the truth over the years about how you believe your brand should be and how it is perceived in the community. Rethink it right down to dead air and the tracks. Think about how you can blow it up and kind of start again. I don't mean abandon formats: How can you reintroduce your audience into the branding experience using all the tools available, because the transmitter is no longer the way your brand gets to the ears, hearts and minds of the listener. Call letters don't mean anything to anybody anymore. There are a million great brands yet to be built. I also think talk radio and personality is where this whole industry is. It's our strength, our compelling value proposition, and there's a million ways we can get it out to the communities. R&R



'Look at your brand and make it your mantra to be as "unradio" as you possibly can.' —Shawn Smith

Liner Notes

Profile: Shawn Smith

Title: Momentum Media Marketing president

Favorite radio format: "Hits"

Favorite TV show: "Lost"

Favorite song: "The last song I ever played on the air, the Rankin Family's 'Fare Thee Well Love'; or Billy Joel's 'My Life.' "

Favorite movie: "Magnolia"

Favorite book: "Anything by Douglas Coupland."

Favorite restaurant: "The Ocean Air in Seattle."

Beverage of choice: "Red wine."

Hobbies: "I play guitar, ski and I run as well. I'm always in search of the balance."

E-mail address: shawn@momentummediamarketing.com

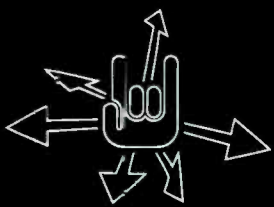


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