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MARCH 14, 2008 NO. 1753 \$6.50

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# R&R News Focus

**MOVER**

## Clear Channel's Pugh Makes D.C. To San Fran Move

Clear Channel Washington/Baltimore president/market manager Dave Pugh transfers to the same position for Clear Channel/San Francisco, replacing Kim Bryant, who exits. "It's been a goal of mine to work in San Francisco since the first time I visited the city in 1991," Pugh says. "I'm fortunate to have had many great opportunities with Clear Channel in Milwaukee, Detroit and D.C." Prior to two years in Washington, Pugh spent four years in Detroit as market manager/regional VP for Clear Channel/Michigan. Previous management experience includes runs in Milwaukee and Phoenix.—Kevin Carter



Pugh

**SHAKER**

## Abrams To Join Tribune



Abrams

XM Satellite Radio senior VP/chief creative officer Lee Abrams will join the Tribune Co. in the newly created role of chief innovation officer. The veteran broadcaster/consultant

will be responsible for innovation across Tribune's publishing, broadcasting and interactive divisions and assume his duties April 1.

"Lee's going to pump new life into our content, re-energize our brands and get people thinking and working together like they never have before," Tribune president of broadcasting and interactive Randy Michaels said in a release.

Abrams joined XM before its September 2001 launch and is credited with inventing the satcaster's sound. "Lee's impact on XM and the entire satellite radio industry would be impossible to capture in an e-mail," XM executive VP Eric Logan wrote in an e-mail to his staff.

Abrams was founding partner of Burkhart/Abrams in the early '70s where he formulated the wildly successful Superstars AOR format. He has also been a marketing/content consultant to MTV, Swatch and Coca-Cola.—Ken Tucker and Mike Boyle

## Performance Royalties, PPM, Hispanic Initiatives Debated At CRS

NASHVILLE—A pair of recording artists voiced centrist positions on the thorny issue of proposed performance royalties for terrestrial stations at the Country Radio Seminar, held here March 5-7.

John Rich of duo Big & Rich appeared to favor radio paying a sound recording royalty only if an artist also wrote the composition. He also wondered if requiring terrestrial stations to pay royalties to recording artists and labels might lead to a loss of music stations. Joining Rich on the convention's Raising the Bar panel, multiplatinum singer/songwriter Jewel agreed.

Scott Borchetta, president/CEO for Nashville-based independent Big Machine Records, suggested that music publishers ought to help labels shoulder the cost of promoting music to radio since they, too, benefit from airplay.

At last year's seminar, an Edison Media Research study revealed an untapped market among America's exploding Hispanic population. This year, Edison founder/president Larry Rosin explained that after conducting Spanish-language TV campaigns in Atlanta, Citadel's country WKHX (Kicks) and Clear Channel's country WUBL (the Bull) showed up for the first time in Arbitron 18-34 Hispanic demos in the fall 2007 survey: Kicks came in 10th and the Bull 17th. Rosin said the modest increases confirm that Hispanics are "waiting for the invitation."

Elsewhere, Arbitron PPM data from Houston and Philadelphia showed that spikes at AC from holiday music don't come at the expense of country. Research showed that the all-Christmas format on Jerry Lee's AC WBEB (B101)/Philadelphia had negligible impact on Beasley country WXTU in cume and average time exposed. CBS Radio country KILT/Houston PD Jeff Garrison chalked up overall increases in B101 listening to "fly-by cume": exposure in malls, stores and other public places during the holiday season.

CRS attendance was 2,607, a 9% decrease from last year, according to Country Radio Broadcasters. (See page 44 for photo coverage.)—Paul Heine



Rich

**ON THE WEB**

## Dorgan Introduces Anti-Consolidation Resolution

Sen. Byron Dorgan, D-N.D., has introduced a Resolution of Disapproval aimed at stopping implementation of the FCC's cross-ownership rules, passed by the agency in a controversial move on Dec. 18. Final details of the rules were published in the Federal Register Feb. 21, provoking Dorgan's blast. He says he hopes to prevent the FCC from implementing rules allowing companies "to own and dominate the programming for both a community's newspaper and broadcast station." Dorgan's resolution is bipartisan, with backing from 13 more senators, including Democratic presidential hopeful Barack Obama of Illinois and Hillary Clinton of New York.—Jeffrey Yorke

## Sample Takes RAC Center Stage

Following Arbitron Radio Advisory Council meetings earlier this month, chairman Chuck DuCoty says the No. 1 issue is still "the difficulty in getting sample in 18-34s in both the Portable People Meter and diary worlds." The council also asked the ratings company to take the 6-11 demo for PPM meters and put that sample back into 12+. DuCoty says Arbitron agreed to take that under advisement and is also looking at moving some of the oversampled 55+ and 65+ demos into the 18-54 world, "which would really help solve some of these sample issues." Emphasizing that the diary service remains a strong focus with the council, DuCoty says the meetings produced the creation of a diary subcommittee that will work with Arbitron and the small-market operators' caucus on diary improvements.—Mike Boyle

## Johnson Joins ABC

Former Cumulus VP of urban programming Ken Johnson resurfaces at ABC Radio Networks as director of urban programming. He left Cumulus in December after nine years with the company and has programmed in Washington, Atlanta and Boston.

"Ken's knowledge and understanding of programming and strategic business development will be an asset to our department and company," ABC Radio VP of music programming Carl Anderson says.—Darnella Dunham

### NUMBER CRUNCH

<b>70</b>	<b>8</b>	<b>\$33M</b>
The number of years, as of March 13, that CBS News Radio's "World News Roundup" has existed. When the show began in 1938 in response to tension in pre-World War II Europe, it was the first time correspondents stationed around the world were heard together in a live news broadcast.	The number of NAB Crystal Radio nominations nabbed by both Bonneville International and Clear Channel, which led all comers. In all, 50 stations were nominated for commitment to community service. Winners will be announced April 15 during the NAB Show in Las Vegas.	The amount of the credit facility received by GapWest from broadcast lender General Electric Commercial Finance. The money will help finance the fast-growing company's Feb. 13 closing on 57 Clear Channel stations in 13 markets—including outlets in Washington, Idaho, Montana, Wyoming, Minnesota and Iowa—for which it paid \$74 million.

## Q4 Radio Revenue Down 5%

Local radio revenue fell 3% to \$3.74 billion during fourth-quarter 2007, while full-year local revenue was off 2% to \$15.13 billion, according to Miller, Kaplan, Arase & Co., the Los Angeles-based accounting firm that provides numbers for the RAB. National revenue was off 11% in Q4 to \$863 million and 6% for 2007 to \$3.34 billion. Combined, local and national sales were off 5% in Q4 to \$4.65 billion and down 3% for the full year to \$18.48 billion.

The RAB reports that network advertising was up 1% to \$309 million during the final quarter, and up 4% for the year to \$1.15 billion. Off-air revenue (formerly known as nonspot revenue) grew 12% in Q4 to \$452 million and 10% for the full year to \$1.68 billion.

Total revenue for the quarter was off 4% at \$5.41 billion, while full-year figures reveal a 2% decline to \$21.31 billion.—Jeffrey Yorke

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## Krantz Resigns At WW1

Gary Krantz has resigned as Westwood One's chief digital media officer after two years with the company. His exit follows a flurry of early '08 activity at WW1 that started with the appointment of Thomas Beusse as president/CEO. In recent weeks, WW1 closed on a transaction that was part of its Oct. 2 Master Agreement with CBS Radio that runs through March 2017. The program supplier now manages its business directly and separately from CBS Radio and employs its own officers. In addition, private equity firm Gores Group agreed last month to invest up to \$100 million in WW1.



Krantz

Krantz arrived at WW1 in 2006 after serving as president of Air America Radio and executive VP of music operations at Premiere Radio Networks

—Paul Heine, Jeffrey Yorke and Mike Boyle

## Abernathy, Demps Expand Radio One Roles

Following Zemira Jones' February resignation as Radio One VP of operations, the company has parceled some of his duties to two of its regional VPs. Houston-based regional VP Doug Abernathy, who previously looked after Dallas, Houston and St. Louis, will now oversee Los Angeles. Atlanta-based regional VP Bruce Demps is assigned Philadelphia, Washington, Detroit and Baltimore, while continuing to oversee the Atlanta market.—Daniella Dunham

## New Stream Team: CBS, AOL

CBS Radio and AOL Radio are teaming to give their online radio audiences a wider variety of streamed programming. CBS Radio will offer additional programming to more than 150 of its stations' offerings to AOL's audience, and AOL Radio will integrate its 200-plus stations into CBS' online menu. CBS will then drive advertising sales for AOL's stations, in addition to its own online station streams and custom channels.

Plans are also in the works for the spring launch of a new state-of-the-art player developed by CBS Radio that will incorporate AOL features and will be compatible with Apple's Mac platform. The updated interface will include all stations programmed by AOL and a wide range of local CBS sports, talk, news and music stations, as well as customized stations created exclusively by CBS for the Internet. Additional stations programmed by the two companies will also be introduced.

In related news, now that XM Satellite Radio is free to pursue its own Internet radio deals—it had been available through AOL's Internet radio package until CBS Radio and AOL announced their pact—the satcaster has launched XM Radio Online, a new exclusive net home for XM's commercial-free channels, as well as a new, online-only channel that culls one-on-one conversations and live performances from its "Artist Confidential" series. The new XM service will be available through May 30 for \$2.99 per month for the first six months.—Mike Boyle and Jeffrey Yorke

## NAB: Time To Talk Back To FCC On Localism

It's time for broadcasters to stand up and let their public service deeds be counted. So says the NAB, which has issued a Call to Action on its Web site. The organization wants broadcasters to file comments with the FCC on how they serve their communities—with the goal of preventing the government from dictating how licensees program their stations.

In February, the commission issued its Report on Broadcast Localism and Notice of Proposed Rule Making and suggested that fixed ascertainment panels be reinstated and that community groups have a larger role in programming stations. The FCC extended its comment period to April 28, sparking the NAB's push for broadcaster involvement.—Jeffrey Yorke

## Radio One Taps Anderson In D.C.

Radio One gospel WPRS (Praise 104.1)/Washington names Matt Anderson PD. He last handled afternoon drive in the market on CBS Radio gospel WPGC-AM (Heaven 1580), which recently adopted a hybrid gospel/talk format, billed as "inspirational talk." Anderson replaces Ron Thompson, who will now focus solely on previously assigned PD duties at news/talk WOL-AM and gospel WYCB-AM (Spirit 1340 AM).

"I'm excited to program the first full-time FM gospel station in the nation's capital," Anderson says. "This demonstrates Radio One's continued commitment to serving the African-American audience by expanding its investment in the community."

—Daniella Dunham

**R&R** 35 PIVOTAL RADIO EVENTS IN R&R HISTORY  
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### Birth Of MTV

"Ladies and gentlemen, rock'n'roll."

Those words launched what is surely among the greatest pop culture phenomena of the past 35 years: MTV was born at 12:01 a.m. on Aug. 1, 1981. Reams have been written about the impact of Music Television on popular music—and rightly so. Would radio have played a Madonna, a Culture Club, Eurythmics or Duran Duran without those clever, brow-raising short-form videos that added a new dimension to music—once an audio-only medium?

Even so, sadly, MTV evolved its focus to reality programming, beginning with "The Real World" in 1992 and perhaps peaking with "The Osbournes" in 2002. For a minute there, it looked as though radio was again the dominant resource for new music—until the next wave arrived via the Internet and video sites like YouTube, which took the might and magic of MTV one step further: on demand.—Chuck Taylor



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**ESPN DEPORTES RADIO**

# WHO'S ON FIRST?

## Women 25-54 FA '07 Rankings

### TOP 50 MARKETS

Washington, D.C./WASH-FM	# 1
Seattle/KRWM-FM	# 1
Phoenix/KESZ-FM	# 1
Minneapolis/WLTE-FM	# 1
Denver/KOSI-FM	# 1
San Antonio/KQXT-FM	# 1
Kansas City/KUDL-FM	# 1
Salt Lake City/KOSY-FM	# 1
Las Vegas/KSNE-FM	# 1
Orlando/WMGF-FM	# 1
Nashville/WJXA-FM	# 1
West Palm Beach/WEAT-FM	# 1
Oklahoma City/KMGL-FM	# 1
Hartford/WRCH-FM	# 1



# Delilah

Delilah finishes first place more than any other evening or female host on radio. More women listen to Delilah on 220 radio stations in North America than any other music host. Year in and year out, Delilah's relationship with female listeners is second to none.

Source: Arbitron, FA '07, MSA, W 25-54, AQH Rank, exact times.

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# Business Briefing By Jeffrey Yorke

## Univision Radio Revenue Grows 13% In Q4

Spanish-language Univision Radio is setting an envious pace, with 13.3% revenue growth in the last quarter of 2007. The mega media company is no longer publicly traded but maintains some public debt and reports its results. The radio division, comprising 70 stations in 16 of the top 25 U.S. Hispanic markets and five stations in Puerto Rico, earned \$115.1 million in net Q4 revenue, an increase of 13.3% over the \$101.6 million earned in Q4 2006, and saw 12.7% growth for the entire year, with \$429.9 million in revenue compared with \$381.6 million in 2006.

## Cox Radio Q4, Full-Year Rev Up 1%

Cox Radio turned in solid fourth-quarter and full-year performances. Or, as president/CEO Bob Neil, puts it, "2007 was a good year for Cox Radio in a tough year in the media environment." Neil adds that by keeping "a careful eye on expenses," Cox generated \$28 million in cash flow and was able to buy back a significant amount of company stock. The radio group had Q4 net revenue of \$114.3 million, up 1.1% from the same period in 2006. Local revenue rose 2.9% due to

solid growth in Atlanta, Houston, Birmingham, and Greenville, S.C. Local revenue in Atlanta, the group's largest market, jumped 14.9% from Q4 '06 to Q4 '07. National revenue was down 8.9% compared with 2006, due to continued overall weakness in national advertising. Net revenue for all of 2007 was up 1% to \$444.9 million, while local revenue for '07 increased 1.6%.

## Regent's Q4 Rev Off Slightly

Regent's fourth-quarter revenue fell slightly to \$24.9 million in 2007 from \$25 million in 2006; station operating expenses fell 1.4% to \$15.3 million in 2007 from \$15.5 million in 2006. Regent's net loss soared during the fourth quarter to \$103.1 million, or a \$2.69 per share loss, compared with \$29.5 million, or 77 cents per share in the same period last year. Full-year 2007 net broadcast revenue increased 18.4% to \$97.9 million, compared with \$82.7 million in the same period of 2006. Station operating expenses increased 13.9% in 2007 to \$63.1 million from \$55.3 million in 2006. Regent reported a net loss of \$102.6 million for 2007, or \$2.68 per share, compared with a reported loss of \$26.6 million, or 67 cents per share, in 2006.

## Transactions at a Glance

Clear Channel's WAKI-AM, WBMC-AM and WKZP-FM/McMinnville; WRKK-FM/Morrison; WSMT-AM and WTZX-AM/Sparta, Tenn., to Peg Broadcasting in Crossville, Tenn., for an undisclosed price.

## Deal of the Week

KTNX-FM/Arcadia, KYLS-AM/Fredericktown, KYLS-FM/Ironton, KPWB-AM & KPWB-FM/Piedmont, Mo.

PRICE: \$1.83 million

TERMS: Cash plus seller financing

BUYER: Southern Star Broadcasting of Missouri, headed by managing member Randolph ("Chip") Miller. Phone: 901-692-3116. It owns no other stations. This represents its entry into this market.

SELLER: Dockins Communications, headed by president Fred Dockins Sr. Phone: 573-701-9590

FORMAT: classic hits; news/talk; country; news/talk; country

BROKER: Doyle Hadden of Hadden & Associates Media Brokers

COMMENT: Dockins Communications' KTNX-FM/Arcadia, KYLS-AM/Fredericktown, KYLS-FM/Ironton, KPWB-AM & FM/Piedmont, Mo., to Southern Star Broadcasting of Missouri for \$1.83 million.

## 2008 Deals to Date

Dollars to Date:	\$156,849,536	(Last Year: \$282,499,132)
Dollars This Quarter:	\$156,849,536	(Last Year: \$282,499,132)
Stations Traded This Year:	107	(Last Year: 220)
Stations Traded This Quarter:	107	(Last Year: 220)

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# R&R NO.1

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**SARA BAREILLES** IS SITTING PRETTY ATOP HOT AC FOR A SECOND ISSUE WITH "LOVE SONG," WHICH ALSO SCORES MOST INCREASED PLAYS AT AC (13-12, UP 168 SPINS) AND THE SECOND-BEST GAIN AT CHR/TOP 40 (4-4, UP 828).



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'The general sales manager told me I was certainly qualified for the job, but he "didn't hire women because they were too much trouble." That was all the challenge I needed. I got the job two weeks later—and then his job a year-and-a-half later.' p.69

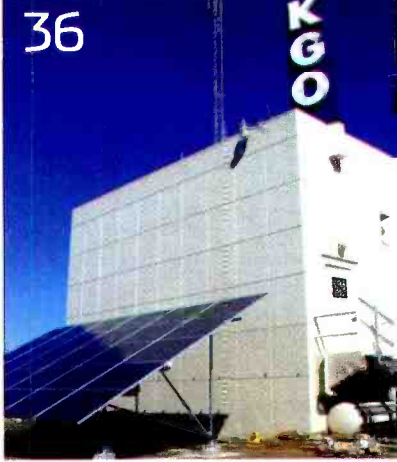
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## What's New This Week Online

**M**

March 17  
Catch up on the latest format flips, personnel changes and other news in your format.  
▶ [Click on Format News](#)

**T**

March 18  
Discover tomorrow's hits today with HitPredictor.  
▶ [Click on Charts](#)

**W**

March 19  
Updated charts and playlists from across the street to across the nation.  
▶ [Click on Charts](#)

**T**

March 20  
Connect yourself with the whole industry: Get listed in the R&R Directory.  
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**F**

March 21  
Deeper as-it-happens news coverage, more exclusives.  
▶ [Click on News](#)

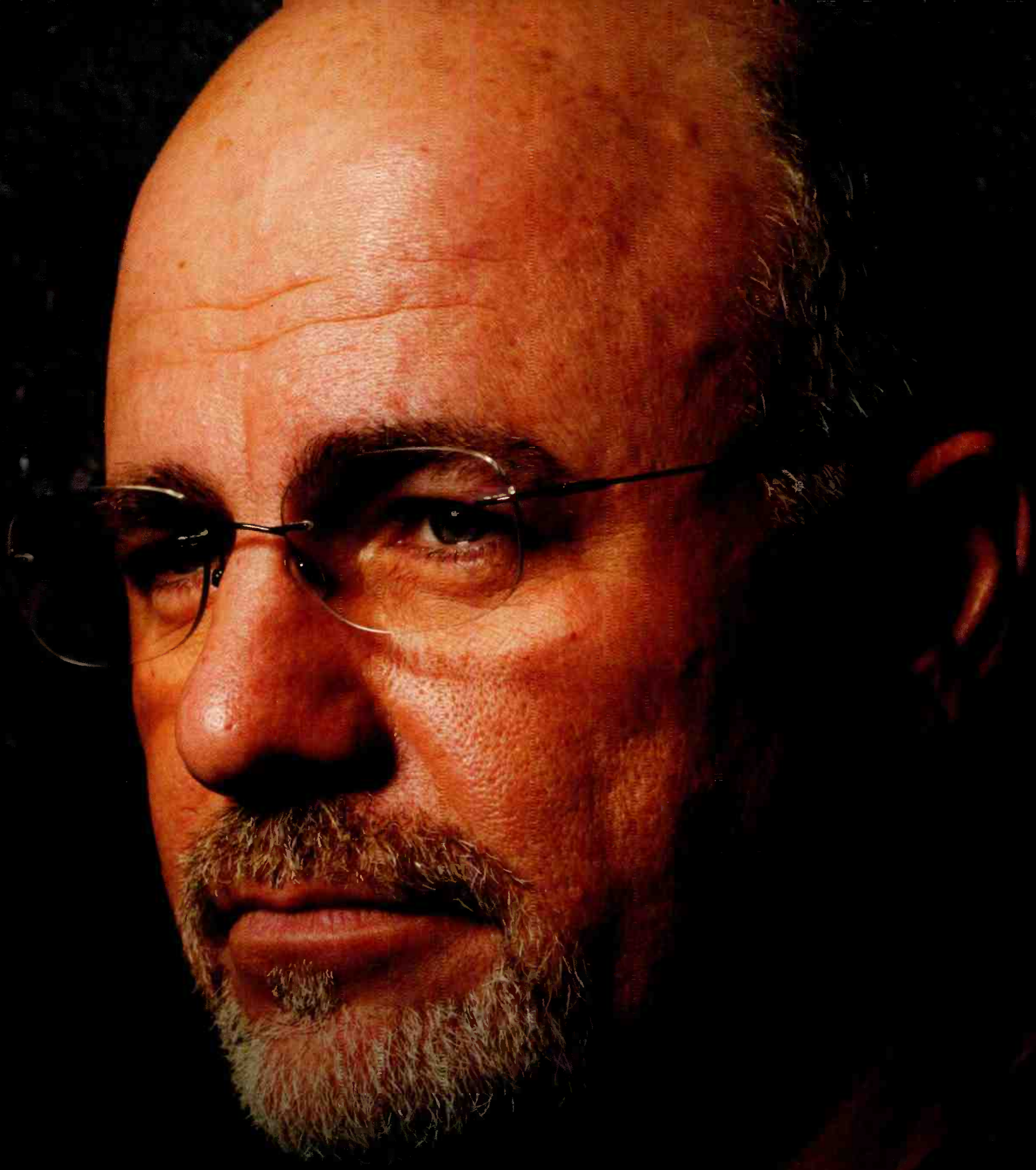
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Tips on keeping staff on their toes, while earning the respect of authority figures

# Are You The Pointy-Haired Boss?

Jeff Schmitt  
jschmittbq@mchsi.com

**'Employees crave leaders who instill a sense of purpose, direction and optimism. They want someone who listens, who cares about them professionally and personally.'**

—Jeff Schmitt

**h**ere he comes again. In Dilbert cartoons, you know him as the pointy-haired boss. He parades up to your cubicle to dispense self-serving advice. His logic is as arbitrary as his deadlines. He may sprinkle his language with the latest acronyms, but you know the truth. He is oblivious to day-to-day operations, like Mr. Magoo wandering through a minefield.

Behind your corporate Pollyanna, you resent him. Still, you follow the drill: Stroke his ego and don't make waves. You may have started to tune him out, although he still holds sway over your career. It may be dispiriting, but you have come to accept your situation: Your boss is not equipped to help you and you are on your own.

## Demonize, Then Become The Boss

In the cubicle culture, it is easy to caricature or demonize the boss. The dizzying speed of business sometimes makes corporate decision-making seem capricious. When you step into management—and become responsible for the livelihoods of others—your words and actions are instantly magnified. Your world accelerates and expectations are high. Your credibility is constantly on the line.

In this environment, you can quickly become overwhelmed. Some managers choose to insulate themselves; others overcompensate. Either way, you may morph into that person who once made

you snicker. You may not even realize it. Then, like a blinding light on the road to Damascus, it hits you: I have become the pointy-haired boss.

When this happens, it is time to review management fundamentals. Employees want to contribute. They crave leaders who instill a sense of purpose, direction and optimism. They want someone who listens, who cares about them professionally and personally. They demand someone who can get things done now: the antithesis of the pointy-haired boss.

Are you still that person? If you are no longer sure, it is time to ask yourself the following questions:

**Goal-setting:** How clear are employees on their role and your expectations?

What goals have you set for team members? Have you set time lines and benchmarks to measure progress? How often do you follow up to hold your team accountable? What types of career paths have you established?

**Values:** How aware are your employees of the big picture? How strongly do they buy into the organization's long-term vision and strategic direction? What have you done to show them how they fit into this plan and bring value to the organization? Do they have a stake beyond a paycheck?

How have you forged a sense of belonging and shared mission? How are you getting your team to pull in the same direction?

**Engagement:** Do you know what your employees want and what drives them? What have you done to guide them toward attaining their individual goals?

How much voice does your team have in decisions? Do they have the freedom to use their talent and grow?

How much time are you budgeting each week with each team member? What are your specific objectives during this time—and how do they align with your long-term vision for each employee?

How do you facilitate relationships between

your team with other departments? What have you done to expose your team to upper management and foster potential collaborations?

How do you ensure your employees don't feel taken for granted? How often do you use your employees' ideas (and give them credit)?

**Growth:** How are you adding value to your employees? What types of training do you provide to keep their skills sharp?

What have you done to challenge individual employees recently? Are you always on the lookout for potential growth opportunities?

Does your team have all the tools to do their job? If not, what have you done to get them?

**Interpersonal relationships:** What do you do to ensure team members feel comfortable talking to you? How do you promote an environment of trust and openness?

How do you ensure all communication is two-way and employees' ideas and opinions matter? Do employees feel like you are their advocate? Are you flexible enough to modify your stances based on employee input?

Do you embrace feedback—even criticism—or do you avoid it? How do you proactively address grievances to keep resentment from simmering?

Do you have a personal touch? Do you remember to follow up on employee birthdays, interests, special occasions and ongoing events in their lives?

**Motivation:** How do you reward your employees? What types of recognition do you provide?

How often do team members hear praise? Do you also tell them why their performance was stellar?

How do you break up the routine? What types of surprises, such as an on-site catered lunch, do you use to build camaraderie and show appreciation?

**Personal example:** How do you exemplify and model your company's ideals?

Do you have a working knowledge of each employee's responsibilities, and what constitutes quality work in their role?

Are you willing to step up and get in the trenches when deadlines or workload overwhelm your team?

How current are you on technology? What skills do you need to augment or refresh?

Are you staying current with industry trends? Do you understand how these developments will change your team's roles and responsibilities? Are you preparing your staff for these alterations?

Do you harness workplace energy or deplete it?

## The Results

In today's workplace, employees are always asking, "What's in it for me?" They want to work toward something. Conversely, the pointy-haired boss relishes the status quo and the short term. They fear growth, relationships, change and the unknown. In other words, they fear life. It is this mind-set that eventually corrupts a company culture and the human spirit.

Are you the pointy-haired boss?

R&R

*Jeff Schmitt has spent 15 years in marketing, training, legal compliance, management and sales. This article originally appeared in R&R sister publication Sales & Marketing Management.*





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## Indianapolis

The radio format wheel has been spinning here almost as fast as race cars lap the track at the Indy 500. Beginning last fall Arbitron market No. 40 experienced a dizzying four-month whirlwind of flips and swaps affecting five frequencies.

The dominos started to fall when Emmis Radio jettisoned CHR/top 40 WNOU (Radio Now 93.1) in October to make room for talk WIBC's January move from AM—where it had resided since 1938—to FM. Emmis bowed sports ESPN affiliate WFNI (1070 the Fan) in its place, maintaining exclusive broadcast agreements with the Indianapolis Colts, the Indiana Pacers, Indianapolis Motor Speedway, the Indy Racing League and Indiana University Football on the AM. Emmis also dealt WNOU's intellectual property to Radio One, which used WNOU to replace WYJZ's smooth jazz format at 100.9. Radio One, owner of three FMs and one AM in the market, has slowly added personalities to the reconstituted Radio Now, including morning man Scotty Davis from afternoons at CHR/top 40 KDWB/Minneapolis.

WIBC's migration from AM to FM coincided with a decision by Cumulus Media to throw in the towel on FM talker

WWFT and convert it to AC as Warm 93.9 on Jan. 2. Independent operator Raven Broadcasting picked up virtually all of the syndicated hosts left without a home by the Cumulus flip, changing oldies WIAU to talk as Freedom 95.9.

While the ratings dust settles, two stalwarts dominated Indy's \$102.5 million radio market in 2006. Clear Channel classic rock WFBC (Q95)—the flagship station for "The Bob & Tom Show," syndicated by Clear Channel's Premiere Radio Networks—and Cumulus Media Partners country WFMS were the market's top radio billers, grabbing \$14.9 million apiece, according to BIA Financial Networks. Top TV revenue generators were Dispatch Broadcast Group's NBC affiliate WTHR (channel 13) and LIN Television's CBS affiliate WISH (channel 8), generating \$61.4 million and \$44.9 million in 2006, respectively.

The Indianapolis Star commandeers a 55.8% daily and 71.5% Sunday newspaper market share, per BIA.—Paul Heine



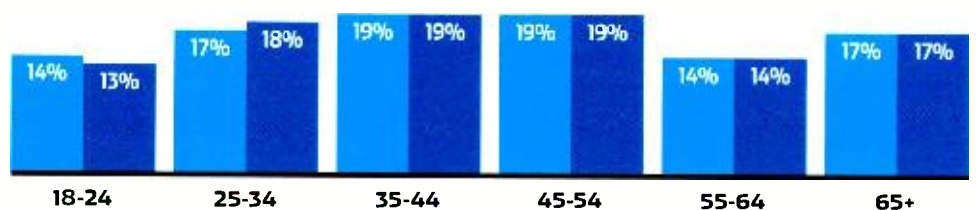
- TV DMA Rank: 26
- Population 2-Plus: 2,589,911
- TV Households: 1,072,090
- No. Of TV Stations (Net/Ind./Public): 8/3/2
- Radio Metro Rank: 40
- Population 12-Plus: 1,350,900
- No. Of Radio Stations (Rated): 24

### WHO THEY ARE

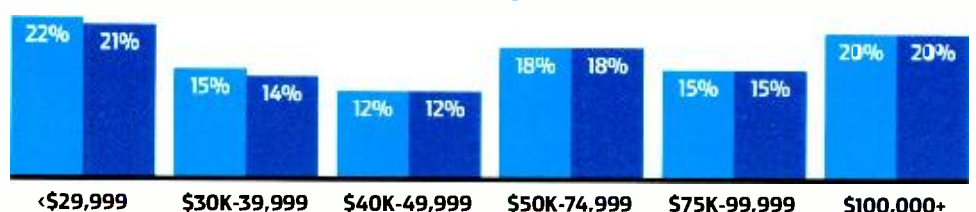
	Indianapolis DMA %	US %
Men	48%	49%
Women	52%	52%
Married	58%	57%
Never Married (Single)	23%	25%
Widowed/Legally Separated/Divorced	20%	18%
White	88%	83%
Black/African American	9%	12%
Hispanic	5%	13%
Other	--	3%
Employed Full-Time (35 Hours Or More)	49%	50%
Employed Part-Time (Less Than 35 hours)	17%	15%
Not Employed	34%	35%
No Children In Household (Under 18)	59%	59%
One Or More Children	41%	41%
Two Or More Children	26%	24%
Three Or More Children	10%	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 %
Spot Television	\$187.8M	\$131.3M	\$132.7M	1%
Newspaper	103.3M	76M	70M	-8%
Radio	58.1M	28.8M	28.5M	-1%
Outdoor	36M	26.8M	28.9M	8%
Local Magazine	10.2M	8.4M	8M	-5%

SOURCE: Nielsen Monitor-Plus, DMA

#### Local Online Ad Revenue (Mil)

	LOCAL	NATIONAL	TOTAL	SHARE
Pureplay	\$55.9M	\$129M	\$184.9M	66.7%
Newspapers	21.3M	12.4M	33.7M	12.7%
Television	8.4M	11.5M	19.9M	7.2%
Directories	0.3M	11.8M	12.1M	4.3%
Other Print	0.08M	1.2M	1.3M	0.5%
Radio	0.05M	1.3M	1.4M	0.5%
Magazines	0.02M	24.2M	24.2M	8.7%
Total	\$86.1M	\$191.3M	\$277.4M	

© 2007, Borrell Associates, estimates based on Q4 figures, DMA

#### SQAD Cost Per Point TV Monitor

TELEVISION P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
February '08	▼ \$109	▼ \$147	▲ \$271	▲ \$224
January '08	▼ 112	▼ 156	▼ 262	▼ 214
December '07	▲ 147	▲ 220	▲ 317	▲ 244
September '07	137	197	306	231

SOURCE: SQAD Q1 2008, DMA

#### SQAD Cost Per Point Radio Monitor

RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
February '08	▲ \$102	▲ \$100	▲ \$106
January '08	▼ 99	▼ 96	▼ 104
December '07	106	▼ 97	▼ 109
September '07	106	102	112

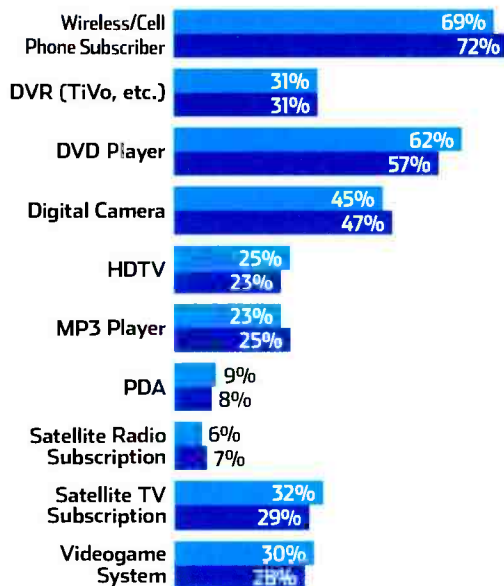
SOURCE: SQAD Q1 2008, METRO

#### COLOR KEY:

- ▲ Trending Upward
- ▼ Trending Downward

## MEDIA

### Items In Household (vs. US)



SOURCE: Scarborough USA+, Release 1 2007, DMA

### Newspaper Readers

Any Daily (Cume)	73%
Any Sunday (Average)	54%
Online (Past 30 Days)	17%

### Out-Of-Home COMMUTING TIME

(To Work, One-Way)	
< 10 Minutes	14%
10-19 Minutes	19%
20-29 Minutes	14%
30-59 Minutes	12%
60+ Minutes	--
Don't Commute	--
<b>MODE OF TRAVEL</b>	
Carpool	--
Drive (Not Carpool)	95%
Public Transportation (Combination of bus, taxi or other)	12%

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

### Web Connection (HHLD)

Cable Modem	16%
Dial-Up	22%
DSL	27%
Other Connection	3%
None	33%

### Cable Penetration

Cable, Non ADS	55.3%
Alternate Delivery Sys.	30.1%
Digital Cable	--
Cable With Pay	21.9%

### Television Usage

Early AM (5-9a)	29.1%
Early Fringe (4-6p)	49.6%
Early News (6-6:30p)	57.1%
Prime Access (7-8p)	62.4%
Prime	68.8%
Late News (11-11:30p)	52.1%

### Audio/Video Stores Shopped Past 12 Months (HHLD)

Best Buy	30%	Meijer	30%	Wal-Mart	33%
Circuit City	11%	Radio Shack	7%	Other Store	12%
Fry's Electronics	6%	Sam's Club	9%	Did Not Shop For Audio/Video Items	38%
hhgregg	13%	Sears	6%	Any Audio/Video Store Shopped	63%
Kmart	9%	Target	13%		

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

## RADIO

### Radio Spending, Past Five Months

All amounts are in \$(000's)

ADVERTISER	08-JAN	07-DEC	07-NOV	07-OCT	07-SEP
Western Stone & Metal	\$58	\$49	\$59	\$48	\$62
AT&T	20	48	80	48	31
Signet Group	17	98	99	58	37
Berkshire Hathaway	31	34	34	26	30
Verizon	34	39	19	19	21
Ibiquity Digital	28	23	23	18	22
Toyota	4	1	1	9	23
Indiana, State Of	62	28	13	16	15
Fifth Third Bancorp	--	5	26	28	32
News Corp	45	7	66	13	68

SOURCE: Nielsen SpotScan, Metro

### Radio Ownership

OWNER	NO. OF STATIONS	RATINGS SHARE
Radio One	3 FM, 1 AM (4)	19.8
Emmis	3 FM, 1 AM (4)	18.1
Entercom	2 FM, 1 FM (3)	15.9

SOURCE: Arbitron Fall 2007, Metro

### Radio Formats

4 country, 3 news/talk, 2 sports, 2 adult hits, 2 regional Mexican, 1 AC, 1 hot AC, 1 alternative, 1 childrens, 1 CHR/top 40, 1 Christmas, 2 classic rock, 1 gospel, 1 triple A, 1 urban, 1 urban AC

### Ratings

PERSONS 12+, SUM. 07-FALL 07 (RANK)		PERSONS 18-34 FALL 07 (RANK)		PERSONS 25-54 FALL 07 (RANK)	
WFMS-FM	10.7-8.5 (1)	WHHH-FM	(1)	WFBQ-FM	(1)
WHHH-FM	6.7-8.2 (2)	WRZX-FM	(2)	WFMS-FM	(2)
WFBQ-FM	6.2-7.0 (3)	WZPL-FM	(3)	WHHH-FM	(3)
WYXB-FM	5.1-6.3 (4)	WNOU-FM	(4)	WYXB-FM	(4)
WIBC-AM	6.1-6.2 (5)	WFBQ-FM	(5)	WTLC-FM	(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 MICHAEL JACKSON	THRILLER
2 KIDZ BOP KIDS	KIDZ BOP 13	7 SOUNDTRACK	JUNO
3 CHRIS CAGLE	MY LIFE'S BEEN A COUNTRY SONG	8 SARA BAREILLES	LITTLE VOICE
4 TAYLOR SWIFT	TAYLOR SWIFT	9 AMY WINEHOUSE	BACK TO BLACK
5 ALICIA KEYS	AS I AM	10 SOUNDTRACK	STEP UP 2: THE STREETS

SOURCE: Nielsen SoundScan, for week ending: 03/02/2008.

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# TIMELINE

**1** YEAR AGO David Bernstein is named to the newly created position of VP of programming for Air America Radio.

- Boogie D becomes Radio One/St. Louis OM.
- Clear Channel selects KZKX/Lincoln, Neb., PD Brian Jennings as the new programmer for WGAR/Cleveland.



Zellner

**5** YEARS AGO Jon Zellner is named VP of programming for Infinity's Kansas City cluster. ■ KRBV/Dallas taps Dan Kieley to be PD as John Cook transfers to the OM position at KTFM & K TSA/San Antonio. ■ Teddi Bonadies rises to senior director of promotion at Arista Nashville.

**10** YEARS AGO Emmis/New York ups Steve Smith to VP of programming, Tracy Cloherty to PD at WQHT and John Mullen to PD of WQCD. ■ Dave Sholin is tapped as VP of national promotion for Island Records. ■ WSJZ/Boston welcomes Shirley Maldonado as its new PD.



Sabean

**15** YEARS AGO Tim Sabean adds WXRK/New York PD duties. ■ WSB/Atlanta names Greg Mocerri PD. ■ Steve Allen is selected for the new corporate PD post at Colfax Communications.

**20** YEARS AGO Carolyn Howe rises to VP/GM of KWL T/San Diego. ■ WPZZ/Indianapolis promotes Kelly Karson to OM. ■ Harve Alan joins WAAF/Worcester, Mass., as PD.

**25** YEARS AGO Norm Feuer takes on the position of Viacom radio division president. ■ WCOZ/Boston makes room for inbound PD Frank Holler. ■ Barry Skidelsky joins WBOS/Boston as station manager.

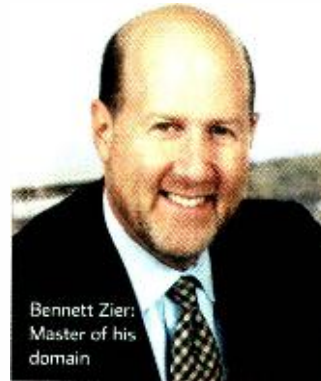


Skidelsky

**30** YEARS AGO Tommy Charles heads to Miami to program WWOK. ■ Michael Owens segues to KNIX-AM & FM/Phoenix as GM. ■ Ron Reynolds rises to PD of KYUU/San Francisco.

## Zier & Company Unplug From Radio

Last week, we made you aware of some rumors that claimed Washington radio guru **Bennett Zier** could be coming off the bench to reclaim his former gig: market manager for Clear Channel/Washington, basically replacing his replacement, **Dave Pugh**, who just transferred west to run Clear Channel/San Francisco. Now, the reality: Mr. Zier and friends are about to officially unveil their new, largely nonradio-based consulting business, which has been operating under the radar for a while. Say hello to UWZ



Bennett Zier: Master of his domain

Consulting, which is described on its Web site ([uwzconsulting.com](http://uwzconsulting.com)) as a "strategic consulting company specializing in growing market share, awareness, branding, sales and marketing for established, evolving and emerging companies." No, seriously. UWZ is a partnership with **Ken Umansky** and long-time Zier co-conspirator **Jeff Wyatt**, who has worked with Zier for many years at Clear Channel and Red Zebra. UWZ is based in Potomac, Md., and will enjoy its official opening splash in just a few weeks.

## The Programming Department

■ After six months as PD of Dittman CHR/top 40 **WABB/Mobile**, **Zac Davis** has resigned, effective March 21. "Zac has made the decision to go back to graduate school and pursue a career in urban planning," GM **Betsy Dittman** says. Davis, who previously programmed **KOSO/Modesto, Calif.**, joined WABB in September 2007, replacing **Tom "Jammer" Naylor**, who left to become PD of **WZOK/Rockford, Ill.** Davis' previous PD stints include **WGBT/Greensboro** and **WBVD/Melbourne**. "Please join me in thanking Zac for his contributions to the station and wishing him well in his future endeavors," says Dittman, who is now seriously searching for a passionate PD/afternoon personality.

■ As a result of cutbacks, Radio One urban **WHTA (Hot 107.9)/Atlanta** bids farewell to MD **Stix Malone**. For now, at least, APD **Bill Black** is handing music duties. Malone joined the station in 2001 and was promoted to MD a year ago.

■ Hey, look, it's **Rich DeSisto**, famous in song and story for his decade as production director at **WYSP/Philadelphia**, who is the newly named director of programming for Access.1's three Atlantic City, N.J., properties: classic hits **WTKU (Kool 98.3)**, classic rock **WMGM (103.7 the Shark)** and active rocker **WJSE (102.7 the Ace)**. He replaces **Nick Giorno**, who exits, along with WJSE APD/MD **Shawn Castelluccio**. DeSisto, who will also do afternoons on the Shark, has already made his first executive-style decision: He's bringing **Scott Reilly** back to WJSE as APD/afternoon talent. Reilly used to be half of "The Scotty & Alex Show" on 'JSE, which moved over to WYSP during its "Free FM" days. DeSisto's previous programming department stops include **WAMX/Huntington, W.Va.**, and **WZXL/Atlantic City**.

■ Congrats to **Melissa Chase**, morning co-host on Clear Channel CHR/top 40 **WRVQ (Q94)/Richmond**, who is rewarded with APD stripes. The position has been vacant since **Darren Stone** left some 18 months ago.



Melissa Chase

■ As a result of budget cutbacks, **Brian O'Brion** has vacated the premises at **URBan Radio/Alexandria, La.**, where he was APD/production director for urban **KBCE (102.3 Jamz)** and urban **AC KMXH (Mix 93.9)**. He also did afternoons on KBCE. O'Brion joined the stations in July 2007 and is looking for his next opportunity. Find him at 318-640-1204 or [radiodjjob1@aol.com](mailto:radiodjjob1@aol.com).

■ PD/afternoon personality **Brant Johnson** has left the building at MacDonald urban **WQHH (Power 96.5)/Lansing, Mich.** A replacement has not been named.

■ Congrats to **DJ Digital** (may not be his birth name), morning co-host on Regent rhythmic **KRKA (Hot 107.9)/Lafayette, La.**, who adds MD duties to his broadcast day. It's yet another step up the food chain for Señor Digital, who joined the station as a part-timer when it launched four years ago. Since, he worked his way up to middays before sliding into the morning co-host chair alongside PD/MD/morning dude **Chris Logan**. Locate Mr. Digital at [digital@1079ishot.com](mailto:digital@1079ishot.com).

■ There's been a changing of the guard at Opus alternative **KROG (96.9 the Rogue)/Medford, Ore.**, as MD/morning dude **Cosmo** is upped to PD, replacing **Craig Cooper**, who left for a new opportunity TBA. Cosmo will hang onto his MD/morning duties.

## There's A New Lawman In Austin

Lawman Promotions is relocating to the Lone Star State: Effective March 17, Lawman Promotions opens its new headquarters in Austin (home of R&R '08). President **Greg Lawley** will relocate from the Bay Area to Austin, where he'll be joined by new hire **Mike Ernest**, who cut his promo teeth

as an intern at Island Def Jam. Current staffers **Lance Walden** and **Desiree Ornelas** will maintain Lawman's San Francisco office. Lawman Promotions Austin is located at 108 Bella Cima Drive, Austin, Texas 78734. Phone: 512-266-0000; fax: 512-266-0020.



# Jock-O-Matic

■ Journal hot AC **WKTI/Milwaukee** keeps it in the family to fill a long-vacant midday opening: Say hello to **Gretchen Bartlett**, currently doing nights at '80s sister **WMYU (93.1 the Point)/Knoxville** and doubling as promotions director for



Gretchen Bartlett: Hears Milwaukee's nice

the Point and rhythmic **WKHT (Hot 104.5)**. The move is a radio homecoming for Bartlett: "Gretchen worked for 'KTI in the early 2000s in our promotions department as well as doing some part-time air work," PD **Bob Walker** says. "To be able to bring her back—and let her host this very important daypart—is exciting for all of us. When you combine Gretchen's natural enthusiasm and excitement for the radio biz with the fact that she has developed into an amazing air talent, we can't wait to have her back in the building." The gig, last held by **Dan Kyle**, has been open for a while. Since then, "it's been filled by many able-bodied 'KTI part-timers and myself, not so able-bodied," Walker jokes.

■ The well-known voice of **Dana Daniels** has appeared on **KEZK (Soft Rock 102.5)/St. Louis**, where she'll permanently join morning guy **Ed Goodman**. Daniels is no stranger to the market, having been PD/midday goddess at **KLOU** and morning queen at **KFTK, WRDA (Red@104.1)** and **KTRS**. She was last seen across the hall at **KMOX-AM** and plugs the gap created when **Cindy Collins** was caught up in the CBS Restructuring Unpleasantness.

■ Those dreaded budget cuts have arrived at Beasley's **WPOW (Power 96)/Miami**, which adversely affects **CC's** longtime tenure as morning co-host on "The DJ Laz Pimp Show," which will soldier on with **Laz, Big C, Nathalia** and **Ivy**. CC had been part of the Power morning show dating back to previous morning anchors like **Al B. Syk** and **Bo Griffin**. Her position will not be replaced. However, **Mr. Mauricio** joins as mixer. His previous market experience includes **WMIB (103.5 the Beat)**.

■ A man known simply as **Kory** (ex-**Kiss 108/Boston**) makes the gradually more humid journey from Colorado Springs to Gainesville, where he'll magically appear (poof!) in mornings on Sunshine hot AC **WKZY** March 17, filling the void created when **Briton Jon** left last month.

■ The **John Tesh** March to the Sea '08 continues . . . with a pit stop at Disney World. The annoyingly persistent **Scotty Meyers**, who refuses to take no for an answer, has somehow cleared Tesh to move from overnights to the blindingly bright midday shift on Clear Channel AC **WMGF (Magic 107.7)/Orlando**, filling the gap made by **Brenda Matthews'** departure.

■ Denver Radio Co. has made some changes on both of its stations: First, rhythmic **KSYY** officially changes calls to **KONN**, which, we can all agree, match up a whole lot better with its new "One FM" moniker. **DJ Bedz** also joins the station's mixing staff. On triple A sister **KTNI (Martini Radio)**, the morning studio gets more crowded with the addition of **Lynne Ryan** and **Mark Samansky**, who will jam into the space already occupied by **Chuck Woodford** for the new "Martini Morning Mess." Ryan is a local fave, having spent time on **KBPI** and the now-defunct **KXPK (the Peak)**. She returns from sunny Riverside, where she was morning co-host on **KCXX (X103.9)**. Samansky is a

Boulder, Colo., native who's worked in Chicago, Houston, Orlando and at **KQMT (the Mountain)/Denver**.

■ The stress level in the programming offices at Pembroke Pines hot AC **WMXO (Mix 101.5)/Olean, N.Y.**, has been dialed down with the addition of **Michael Hamm**, who arrives from AC sister **WVIN/Bath, N.Y.**, to do Mix's marathon noon-6 p.m. shift, with at least two government-mandated potty breaks. "I now have to pass the 'Official Van Washer' title to **Tom Power**, who moves to the vacant night shift," PD/MD/chief engineer/morning guy/janitor **Chris Hicks** says. "By the way, to those of you who sent the 'happy pills,' thank you; they mix well in the sales staff's coffee."

■ It's been only two months since CBS flipped **WOCL/Orlando** to classic hits, and PD **Jeff Cushman's** been busy—he's gotten himself almost an entire lineup already! **Billy Brown**, last heard in afternoons on **WKIS (Kiss Country)/**

**Miami**, is now holding down mornings; ex-**WEBG (Big 100)/Orlando** jock **Bob Berry** is doing afternoons; and **Chris Orion**, who did "The Saturday Night Party Mix" on Cush's other baby, **WOMX (Mix 105.1)**, is installed in nights. For now, the world waits anxiously for impending news on a midday jock.

■ Entercom/Rochester, N.Y., makes an internal personnel adjustment: **Brian Robinson** will unplug from afternoons at classic hits **WBZA**, cross the hall and plug back in to the same shift on classic rock sister **WCMF**. He replaces "**Big Marc**" **Ferenchak**, who will slide into the vacant night shift last held by **Dino**, who left in November. (Dino is currently an account exec with the local NBC-TV affiliate.)

■ **Bill Elliott** is now the ex-morning guy on classic rock **KZEP/San Antonio**. He's a 20-year industry vet with stops in Lansing, Mich.; Detroit; and New England and can be reached at [elliott555@yahoo.com](mailto:elliott555@yahoo.com).

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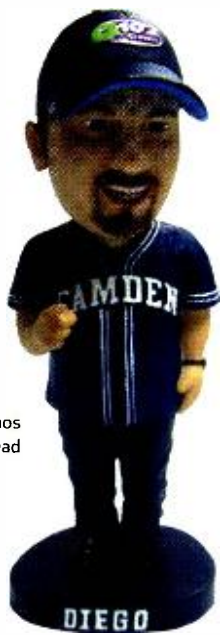
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A Diego Ramos  
bobblehead



# The Secret



Greg T.

# Morning Sidekicks

Morning shows have long served as the hook for radio stations to lure—and hold onto—listeners through the rest of the day. ■ While the star of the show is certainly a key element in forging lasting relationships that keep an audience coming back day after day, it sometimes takes a village to maintain a successful a.m. brand. That often includes news, traffic and entertainment reporters, producers and the ever-faithful morning show sidekick. ■ While Elvis Duran on Clear Channel CHR/top 40 WHYZ (Z100)/New York's long-lived "Morning Zoo," or Kevin & Bean on CBS Radio's alternative KROQ/Los Angeles, may be the headliners, personality-driven morning shows just wouldn't be the same without their faithful cast. From the zany stunt guy to the person who reads the news and covers entertainment gossip, it is these sidekicks who often give these shows a direct connection to the markets they serve.

## New York, New York

Greg T. has been with Z100's "Elvis Duran & the Morning Zoo" for almost 12 years. One of his buddies had heard that a number of New York stations were looking for entry-level kids to help the DJs out. Fresh out of college, Greg started at Z100 running errands and doing street team activities. The station had just launched a new morning show, "Elvis & Ellie." In time, Greg was promoted as the man on the street and the stunt guy: the typical New York kid with all guts and no brains.

But his role on the show has evolved through the years. The main reason: Quite simply, Greg isn't a kid anymore.

"That's probably the biggest change in terms of me doing the show," he says. "When I first came out of college and got on the show, I was that crazy frat boy who would do anything, I was naïve and dumb. But I've grown up. Now I have to step into the mind-set to be the Greg T. character you hear on the air."

"The Morning Zoo" has evolved, too. For one thing, the whole jackass stunt approach is less prominent than it once was on the show. There are also more characters, including Carolina Bermudez, Danielle Monaro, John Bell and six others besides Greg T.

This has led to more in-studio bits and more talk topics, so Greg is there for other reasons now.

"I'm married now and I have a young daugh-

ter," he says, "so there are different stories to tell on the air. But it's a delicate balance—I can't be too grown-up, if you understand what I mean. I am still the Greg T. character, who is a little goofy and funny. I can't ever forget that is my role on the show."

He says that Duran has had to remind him more than a few times that the old Greg T. is what the audience still expects in some ways. "I'm like the Joey character on 'Friends' now. I have certain expectations I have to uphold. We all keep a close watch on those expectations; it's not just me, but for all the characters on the show."

After a dozen years in, Greg remains happy with his role, but he does have aspirations to do more when the time is right. "One day Elvis will call it a day and then I will have to decide what I want to do next. Did I learn enough from him that I could do my own show? One thing I have learned is that the problem with stunt guys is that if you don't grow and get out of that role, you will always be stereotyped by programmers and then it can be difficult to advance into something else in radio. All I know is I enjoy making people laugh and for right now, that is enough."

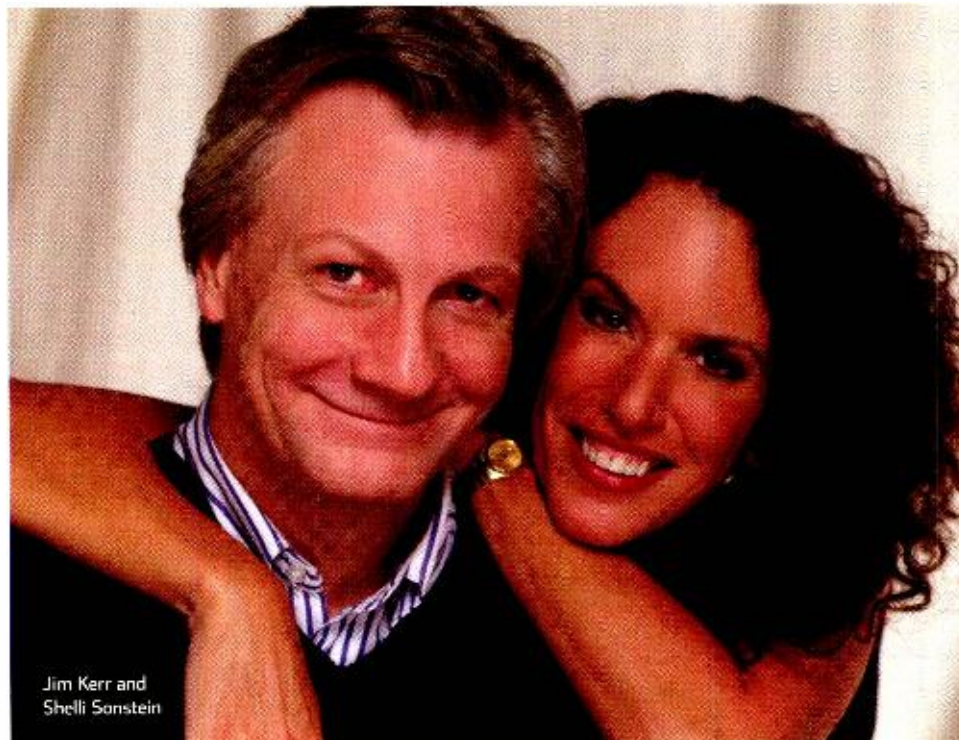
## Conversational Partner

Shelli Sonstein has been doing morning radio in New York since she was 21, back in the 1970s.

# Lives Of Show



Lisa May



Jim Kerr and  
Shelli Sonstein

Playing second fiddle ain't so bad after all **By John Schoenberger**

For the majority of the time, she has served as partner to Jim Kerr—reading the news, anchoring entertainment pieces and serving as a conversational partner—on “The Jim Kerr Rock & Roll Morning Show” on Clear Channel classic rock WAXQ (Q104.3)/New York.

“We first started working together at [then-AOR] WPLJ in 1977,” Sonstein says. “That is longer than most marriages. What’s cool about it now at WAQX is that we are catering to much of the same audience that we did back in the rock days at WPLJ. These people are like family and they often tell us about how they loved us then and still listen now.”

Sonstein views their partnership as something akin to what ABC-TV’s Regis Philbin and Kelly Ripa do. There is little preplanning each day, making for an organic show. They simply react to one another and let it flow. Her style is informed by that perspective, so Sonstein does the news in a conversational tone that she believes helps listeners digest it in a way that comfortably fits into their daily lives.

“Honestly, this works because we are not a ‘Zoo’-type show with bits and all kinds of characters,” she says. “Both Jim and I are basically just ourselves. We want the audience to think of us as waking up with their friends. Getting up and getting to work are two of the hardest things you have to do all day, and we are just

trying to put a smile on peoples’ faces and give them a little information and entertainment during that process.”

Sonstein adds that she and Kerr believe in treating their audience with respect. “They know I am kidding around with Jim and that I am deadly serious when I am doing the news.”

Sonstein also loves to cook and often talks about that subject on the air, as well as on the station Web site. Every Friday she does a movie review, which she also posts on the station site along with links to film critic sites. Sonstein emphasizes that she doesn’t try to come off as a high-brow critic: In everything she does, she tries to be an everyday person expressing her personal point of view.

“I love reacting to the news and entertainment events or just what happened in my own life the day before,” she says. “I relish constant stimulation and fresh topics, because my worst enemy is boredom. I can say I have never been bored in this job.”

## The Big Picture

In some cases, members of morning shows are also involved behind the scenes as a producer or executive producer. For instance, Jeff Dauler plays a dual role on “The Bert Show” on Cumulus CHR/top 40 WWWW (Q100)/Atlanta. His

**‘First off, you have to accept the fact that you aren’t the star.’**

—Diego Ramos

character on the show is a sarcastic, funny guy, but also a brutal realist. That same kind of personality plays into his role as executive producer.

In radio for many years now, Dauler has never done anything but mornings as a full-time job. Beginning at Syracuse University college radio in the 1980s, he learned the business by doing it. From there he went on to commercial stations in Syracuse, then Boston, Phoenix and Philadelphia before ending up in Atlanta.

“I think radio was ‘reality TV’ before it actually came to television,” Dauler says. “That type of approach will always work, whether it is a super male-oriented show like Howard Stern or ‘The Regular Guys’ [now heard in Atlanta on Cumulus-owned Rock 100.5], or a much more female-oriented show like we do. As long as the characters are relatable to the audience and we have story lines that keep people invested from one morning to the next, we’ll succeed.”

He has seen much of the paradigm of morning shows change in the past few years. After high-profile contest disasters at other stations across the country, as well as the threat of far costlier FCC fines for indecency, the pressure is on to be more thoughtful about what is done on the air.

“That’s not necessarily a bad thing, but it does mean you need to be less spontaneous and off the cuff,” Dauler says. “I don’t look at it as

**Continued on page 20**

Continued from page 19

someone looking over our shoulders and stifling our artistic craft. I understand that this is a business and that you have to play within certain rules. Today I am more cognizant of the FCC and how swiftly they act. I quickly realize that if we have a discussion on the air that gets really close to the line, then I have to let everyone know in the post-show meeting that we can't go there again."

So how does a good executive producer balance content while keeping the egos and the creative juices of the host and the cast in check? Dauler says that is the most difficult aspect of the producer role.

"Sometimes Bert has a compelling idea that we know would be great for the show, but could also be potentially bad for the station," Dauler says. "Either we come up with a way to present it on the air correctly or we simply have to let it go and not waste time and energy."

Lisa May has been on "The Kevin & Bean Show" on CBS Radio's KROQ since 1991 and has been a cast member for the past five years. Originally she was heard on the air via Metro traffic, with KROQ among the five or six stations she provided traffic reports for each morning.

"At first, I just did two traffic breaks an hour," she says. "Today, my role has expanded to being a full-fledged member of the morning team. Plus, I am the only female in the studio, which can be a little difficult sometimes. I must say, I have learned quite a bit about how guys think—especially when we are not in the breaks. I have learned to grow a thick skin."

May admits that at times, the show's subject matter gets a bit frustrating for her. The target demographic is male 18-34, so there are many topics she is interested in that she never gets to bring onto the show.

"But I also think I act as the voice of reason

## Learn More About:

- Greg T. and "Elvis Duran & the Morning Zoo" at [z100.com](http://z100.com).
- Shelli Sonstein and "The Jim Kerr Rock & Roll Morning Show" at [q1043.com](http://q1043.com).
- Jeff Dauler and "The Bert Show" at [allthehitsq100.com](http://allthehitsq100.com).
- Lisa May and "The Kevin & Bean Show" at [kroq.com](http://kroq.com).
- Diego Ramos and "The Booker Show" at [q102.com](http://q102.com).

### How Are They Doing?

According to fall 2007 Arbitron data, here's a progress report on how referenced shows perform in the ratings.

**WAXQ/New York:**  
11th place 25-54 (3.0)

**WHTZ/New York:**  
1st place 18-34 (10.7)

**KROQ/Los Angeles:**  
2nd place 18-34 (8.9)

**WQQQ/Atlanta:**  
2nd place 18-34 (6.8)

**WIOQ/Philadelphia:**  
Philadelphia is now a PPM market and ratings by daypart and demo were not available. In January, the station ranked 4th in 6+ cume with 986,200 and 11th in 6+ share with a 3.4.

SOURCE: Arbitron

on that show sometimes," May adds. "It's partly because I am the woman and partly because of the type of person I am. I add some color to what is going on and sometimes I am funny. But those guys are the ones who are really funny and I just usually need to stay out of the way."

May says the effectiveness of her ability to offer balance is supported by audience feedback. What that tells her—besides the acknowledgment that she is an integral element of the show—is that people are paying attention.

"I have learned that a high-profile personality morning show is not really meant for background listening," she says. "Listeners hang on to everything we say. That instills a bit of responsibility to pay more attention to what you do and say."

### For The Good Of The Community

Diego Ramos of "The Booker Show" on Clear Channel CHR/top 40 WIOQ (Q102)/Philadelphia is a classic example of a guy who started as a go-fer and worked his way up. At the beginning, he even used to walk then-PD Mark Driscoll's dog every day.

"I didn't care because I was excited to help; my attitude was, whatever it took to get a shot in radio," Ramos says. "I started back in 1991 and Q102 is the only station I have ever been at. I was behind the scenes for about five years and was seen by many at the station as your typical Philly guy. That is what really got me to the role I play

on the air today."

Ramos says he is basically himself on the air. But he sees his role on the show very clearly: "Booker is the quarterback of the team and I am the wide receiver. Every now and again he throws me the ball and I run with it."

Ramos is also in charge of keeping up with all local media events. It is up to him to ensure Booker knows what's happening in town so he can talk about it on the air. Show prep for Ramos includes going through the local papers and visiting Web sites. It's one of many ways Ramos serves as the show's link to the community.

As with others in his position, Ramos takes that connection beyond his airshift. He does nightclub appearances as an MC. Most are directly connected to the station, with a regular weekly schedule. However, he is active in the community in other ways. In particular, Ramos is an advocate for the police and helps raise funds for families of cops who have been killed in the line of duty.

"My best friend used to be a street cop and now he flies a police helicopter. I got tied into that community through him," he says. "Today lots of my friends are cops, so I get involved with events that benefit their families as well as functions that cops do for the community."

For example, an annual charity event for fallen officers' families comes around every May. "We have raised hundreds of thousands of dollars over the past eight years," he says.

Ramos says advice for anyone who'd like to make it as a sidekick for a high-profile morning show is pretty straightforward. "You have to accept the fact that you aren't the star. Secondly, you cannot give the host any attitude—on or off the air. It is his show and you are there to enhance his vision and personality. If you aren't happy with playing a support role, you won't last very long. I have lasted in this gig because I am content in the role I play."

R&R

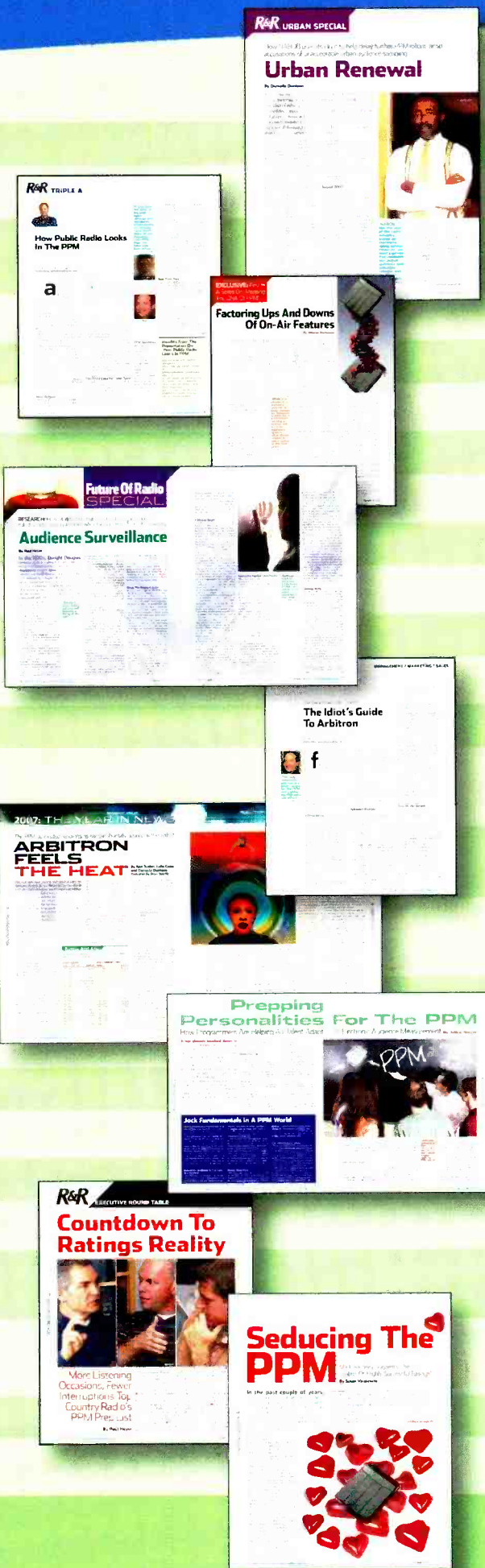


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# The 2008 Top 50

Mike Stern

MStern@RadioandRecords.com

America is constantly debating who or what is the best in every category. ■ Sports fans argue about which team was better, the undefeated 1972 Dolphins or the 2007 New England Patriots. Military buffs deliberate the relative merits of fighter planes from different eras, while travel program hosts make and then dissect lists of the best vacation getaways.

In radio, the question of who is the best is complicated by market size. Which is better, a high-cume major-market station facing in-format competition, or a small-market station with a more dominant position in its market? Which is more credible evidence of excellence: an incredibly large audience in a major market or an audience representing a majority of listeners in a smaller market?

In our annual special devoted to the spoken-word formats, we present 25 of each: the top 25 news/talk/sports stations ranked

by the percentage of the market that listens and the 25 news/talk/sports stations with the largest audiences.

This ranking is not intended as any sort of commentary or critique, but rather an attempt to recognize some of the truly outstanding news/talk/sports stations in the nation.

The top 25 based on cume ratings begins on this page with KFBK/Sacramento; the top 25 cume stations begin on page 34 with WEEI/Boston.

## MAKING THE LISTS

Here is how R&R determined the news/talk/sports Top 50:

1. Arbitron provided a list of the top 150 news, talk and sports stations ranked by 12+ cume from spring 2007, the most recently available national data. Only stations on this list were eligible.
2. For the first list, each station's cume was divided by the published 12+ population for its market. The 25 stations reaching the highest percentage of listeners in their markets are listed.
3. The second list includes the 25 stations with the largest 12+ cumes, ranked in order.

## RANK: 25

### KFBK/Sacramento

**Owner:** Clear Channel

**Managers:** Alan Eisenson, OM; Jeff Holden, VP/GM

**Positioner:** "Coverage you can count on"

- Afternoons are hosted by 35-year Sacramento Bee columnist R.E. Graswich and Kitty O'Neal, who was Rush Limbaugh's call screener when he worked at the station.
- Ten-year morning co-host Amy Lewis returned to the station 18 months ago, following a five-year absence.
- KFBK is consistently No. 1 12+ and is No. 1 adults 25-54, Monday through Friday.
- When a local veteran who contributed artwork to the World War II Memorial in Washington couldn't visit the exhibit, the station raised \$200,000, eventually sending four plane loads of California vets to the memorial.



WGR/Buffalo (#24) and WBEN/Buffalo (#23)

# The Pride Of Buffalo

By Mike Stern

"You don't have a lot of kids getting out of UCLA and saying, 'I'm going to move to Buffalo and raise my family,'" Entercom talk WBEN/sports WGR OM Tim Wenger says. He calls the Buffalo area "a wonderful place to live and raise a family, but it's not a growth market."

Despite the city's economic struggles, the seven-station Buffalo cluster is a strong one for Entercom and leads the market in revenue. WBEN and WGR ranked No. 1 and No. 6, respectively, in 12+ in the fall Arbitron. Wenger says their secret is understanding the pride that Western New Yorkers have for their region.

"We don't sit around saying, 'How are we going



to bolster the Bush administration or John McCain today?" Wenger says. "[Instead], we try to reflect what it is the average guy and girl in Buffalo, N.Y., is dealing with on a daily basis. In tough economic times, stories about money issues tend to move to the head of the class." He also highlights the bright spots. "In our news coverage we spotlight growth industries where there are positive things

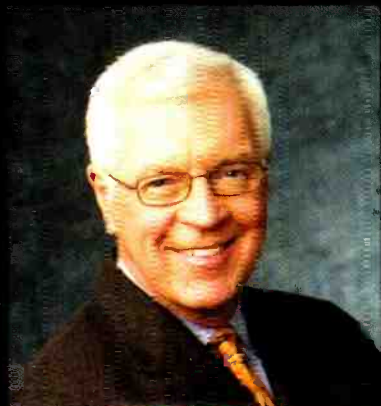
going on," such as the medical industry, which has shown positive momentum in the city.

Hosts that understand the region are vital. Prime-time personalities Tom Bauerle (9 a.m.-noon) and Sandy Beach (3 p.m.-6 p.m.) are from the region. Yet both left the area to work in other markets, making them "worldly enough since they left town yet hometown enough to connect to the listeners," according to Wenger.

Sports coverage on both stations is in line with the region's intense loyalty to the NFL's Buffalo Bills and the NHL's Buffalo Sabres. "Because the economy isn't so great, sports is something we lean on and are proud of as a community," Wenger says.

While Sabres flagship WGR has a presence at every Sabres and Bills game, WBEN found another way to represent the pride of Buffalo. "When we found out the new Ford Edge was going to be made here we approached Ford about giving one away. Talk about a blue-collar town: This is our town; we make the Ford Edge." R&R

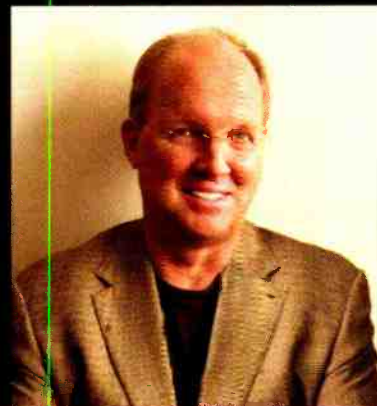
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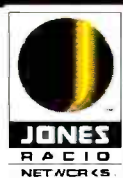
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- The Clark Howard Minute



Two Minnesotans carry WCCO (#21) forward

## Upholding Tradition

By Mike Stern

The giant illuminated sign displaying the WCCO call letters for all to see on the side of the station's building on Second Avenue South in downtown Minneapolis harks back to an earlier radio era. "If you aren't still getting goose bumps every morning when you come in and look at those heritage call letters on the side of the building, come and see me," CBS Radio Minneapolis senior VP/market manager Mary Niemeyer says. "There's a reason that sign is above us. It's our job to not only uphold but build on the credibility of the 84 years of excellent programming those who went before us built."

Niemeyer and PD Wendy Paulson make up a rare two-woman management team at CBS Radio's Twin Cities news/talk beacon. Their chemistry and history help them understand and respect the proud tradition they have inherited. "Our parents are huge fans of the station," Niemeyer says, "so we have a lot of pressure to make sure WCCO is Minnesota's radio leader."

Whether it's Midwestern values or common sense, Paulson says the team works well. After agreeing that news is the station's priority, an overnight news person was hired for the first time in years. "This is an example of a PD and GM working together to understand what hills we own and how to do a better job of owning them," Paulson says.



**'Revenue is as good for the product as good content is.'**

—Mary Niemeyer

It helps that she understands the pressures Niemeyer faces. "We both get that we're running a business," Paulson says. "I look at everything as being a sponsorship and revenue opportunity." Niemeyer adds, "Revenue is as good for the product as good content is, so we've really lifted the barriers between programming and sales."

While both believe that the industry will soon see more female PDs and GMs, Niemeyer offers advice to speed up the process: "If you are seeking a higher position and career growth, raise your hand. You would be surprised. When you raise your hand, people actually do call on you." *R&R*

### RANK: 22

#### WSB/Atlanta

WSB is one of the "Super Six," six stations that appear in the top 25 for both total cume and cume rating. For a profile of WSB please turn to page 33.

### RANK: 20

#### KKOB/Albuquerque

**Owner:** Citadel  
**Managers:** Pat Frisch, PD; Milt McConnell, GM  
**Positioner:** "The talk monster"

- KKOB has been No. 1 12+ for 30 consecutive Arbitron books, dating back to the summer of 2001, about 18 months after PD Pat Frisch joined the station.
- A former stand-up comedian, Jim Villanucci has hosted afternoons for nine years and has been ranked No. 1 12+ for the last eight.
- The International Balloon Fiesta started as part of the station's 50th anniversary. Now, 35 years later, it is the largest balloon convention in the world and raises millions of dollars for charity.
- KKOB signed on in 1922, broadcasting at 50 watts from Las Cruces, N.M., before relocating to Albuquerque one year later.



Wendy Paulson, left, and Mary Niemeyer

### RANK: 19

#### WHAM/Rochester, N.Y.

**Owner:** Clear Channel  
**Managers:** Jeff Howlett, station manager; Karen Cary, Clear Channel/Rochester VP/GM  
**Positioner:** "Rochester's news leader, news radio 1180 WHAM"

- Morning duo Beth Adams and Chet Walker has been together for nearly 20 years.
- Midday host Bob Lonsberry also does mornings on Clear Channel talk KNRS/Salt Lake City.
- WHAM's biggest annual fund-raiser for its Heart of Gold Children's Foundation is its Sportswomen of the Year Awards Luncheon, which celebrated its 30th anniversary this year.
- Eastman Kodak founder George Eastman came up with the WHAM call letters in 1922.
- The station used an English double-decker bus as a promotional vehicle until it struck a low bridge.



### RANK: 18

#### WTOP/Washington

WTOP is one of the "Super Six," six stations that appear in the top 25 for both total cume and cume rating. For a profile of WTOP please turn to page 33.

### RANK: 17

#### WBZ/Boston

WBZ is one of the "Super Six," six stations that appear in the top 25 for both total cume and cume rating. For a profile of WBZ please turn to page 33.

### RANK: 16

#### KMJ/Fresno

**Owner:** Peak Broadcasting  
**Managers:** Skip Essick, program and operations director; Patty Hixson, senior VP/GM  
**Positioner:** "News/talk 580 KMJ"

- In the fall 2007 Arbitron, KMJ ranked No. 1 12+ and No. 2 in adults 25-54 (No. 1 among English-language stations).
- Double duty: Morning news co-host Ray Appleton does a two-hour talk show at noon, and evening personality Inga Barks hosts a midday show on American General talk KERN/Bakersfield.
- KMJ airs a daily farm report 5 a.m.-6 a.m. and is a member of the National Assn. of Farm Broadcasters.





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WWL/New Orleans (#14)

# Response And Responsibility

By Mike Stern

WWL/New Orleans reaches five states during daylight hours and 30-plus at night. According to Diane Newman, OM/PD for the Entercom talk outlet, "When you perform on a stage that big, the response is huge—as is the responsibility. It's only on a stage like WWL where magical things happen." ■ Occupying such an important position in a community as challenged as New Orleans makes the station's role as a leader even more important. Newman sees WWL as both ambassador and watchdog for the Crescent City.

"The great news for our community is that visitors can come to the New Orleans they knew and loved before [Hurricane] Katrina and have the same experience," Newman says. "But when you venture into the neighborhoods, you see that for many of us, it's going to take a long time. In many neighborhoods, it's like a post-war environment. WWL has to tell both stories."

The station, which she deems "the news talk sports leader of New Orleans and the Gulf South," chronicles major events like the NBA All-Star Game, which Newman says "put New Orleans everywhere across the globe," along with Mardi Gras and the Sugar Bowl.

"We tell that tale on WWL via our news and talk shows, we interview guests who are coming through town, and we talk to people who run hotels and restaurateurs," Newman says. "Then on the flip

**'The great news for our community is that visitors can come to the New Orleans they knew and loved before Hurricane Katrina and have the same experience.'**

—Diane Newman



side we talk to the community. We talk to the recovery director. We talk to the Army Corps of Engineers and ask, 'When can we really trust these levees?'"

It was WWL's staff that provided a news lifeline to the community and the world when Clear Channel, Entercom, Apex, the Louisiana State Network and other competing broadcasters came together in the immediate aftermath of Katrina to form the United Radio Broadcasters of New Orleans.

Newman explains that Katrina was actually a manmade disaster: "After the hurricane came through, most of the city was intact; it was three levees that broke." WWL's role has been "holding the powers that be, like Army Corps of Engineers, FEMA and the government, accountable."

The station is up to the challenge. Newman says, "We were told by Donald Powell, who is the czar for the recovery for the nation, that they monitor WWL every day. We have a lot of work to do, so we reflect having the vision to do it, because it's going to be a new New Orleans and we are determined to be a better New Orleans."

Newman and her staff are aware of issues beyond post-Katrina revival. "One of the biggest concerns here is the recovery of Louisiana's wetlands," she says. Recently, one of the station's hosts, artist Garland Robinette, auctioned off a painting with proceeds dedicated to helping save the wetlands, hopefully drawing attention to the fact that "we can build all the levees we want but if we don't refurbish the wetlands, we're in trouble."

Despite so many challenges, Newman remains positive. "It's a crazy, maddening time, but I believe out of every disaster that we face, there is a blessing that can come from it. We are starting to feel the blessing that will come from this disaster called Katrina."



WWL morning show duo Bob DeGiorno and Monica Pierre in the lobby of Children's Hospital during a two-day radiothon.

RANK: 15

**WHP/Harrisburg**

Owner: Clear Channel

Manager: R.J. Harris, PD/morning host/AM OM

Positioner: "Talk radio 850 WHP"

■ Morning host R.J. Harris caused an uproar during an April Fools' Day stunt when he announced that legendary coach Joe Paterno had resigned from Penn State.

■ After Pennsylvania lawmakers voted themselves a pay raise, afternoon host Bob Durgin successfully led the charge to have the measure repealed.

■ WHP's annual troop support rally on the steps of the Pennsylvania Capitol Building draws an estimated 3,500 people.

■ The station raised \$142,000 to benefit the USO by selling \$1 magnets. It also supported a Girl Scout cookie drive that sent several hundred pounds of cookies to American soldiers overseas.

■ WHP was located at 1300 AM, 1280 AM, 1430 AM and 1460 AM before landing at its current 580 AM address in 1951.



RANK: 13

**WTIC-AM/Hartford**

Owner: CBS Radio

Positioner: "WTIC news/talk 1080, Connecticut's local radio station"

Managers: Jenneen Lee, PD; Suzanne McDonald, senior VP/market manager

■ The station boasts the largest radio news staff in Connecticut with 13 employees delivering 24/7 live local news.

■ WTIC still broadcasts time tones at the top of the hour. Started in 1943, the tone is Morse code for the letter "V," selected during World War II to represent "V for victory."

■ Many station staffers have local ties. Morning host Ray Dunaway graduated from nearby Trinity College. Afternoon host Colin McEnroe and sports talk host Joe D'Ambrosio grew up in Hartford.

■ Midday host Jim Vicevich produces a summer music festival; its proceeds benefit research for Lou Gehrig's disease.

■ McEnroe hosts an Academy Awards party to benefit the Connecticut AIDS Coalition.



RANK: 12

**KYW/Philadelphia**

KYW is one of the "Super Six," six stations that appear in the top 25 for both total cume and cume rating. For a profile of KYW please turn to page 33.

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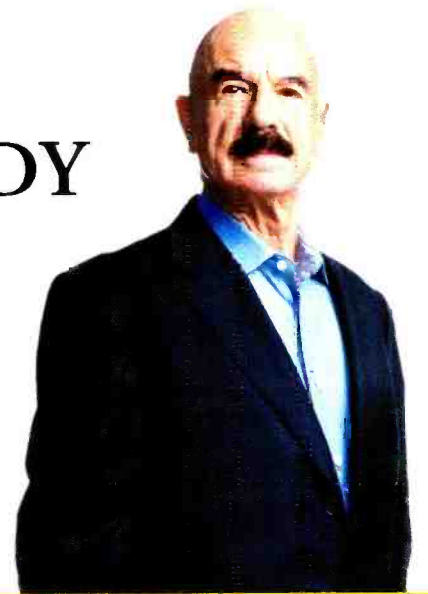


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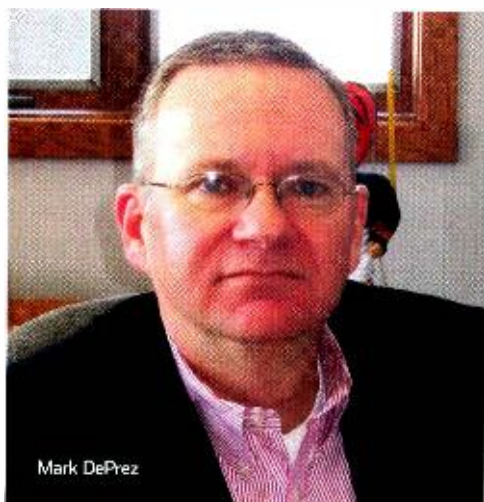
WOWO (#7) thrives in Fort Wayne, one of America's last bastions of independent ownership

## Fiercely Independent

By Mike Stern

"When I'm reading the trades lately, I just scratch my head. I feel like I can't relate to any of it," says Mark DePrez, GM for four of Federated Media's six stations in Fort Wayne, Ind. He then adds, "Not only that, but I have no desire to be part of it." ■ Market No. 106 is one of the largest markets in the country sans any of the major broadcast groups. Other Fort Wayne station owners include Russell Oasis and Sarkes Tarzian—not CBS or Clear Channel. "There aren't any moratoriums, mandates or dictates in our world," DePrez says. "It's like I'm working in a different industry."

Ironically, consolidation nearly silenced WOWO in 1994. Inner City Broadcasting purchased the station because of a signal conflict with WLIB/New York: "Inner City was going to turn it off so that WLIB could be a 24-hour, 50,000-watt operation," DePrez says. Federated bought WOWO, agreeing to "reduce our power at night, which ultimately saved the radio station and hasn't impacted the operation."



**'There aren't any moratoriums, mandates or dictates in our world. It's like I'm working in a different industry.'**

—Mark DePrez

DePrez is most surprised by the increasing practice among large broadcasters of not spending on marketing or promotions. "If you looked at the money Sarkes Tarzian and us spend in Fort Wayne, it would blow your mind," he says. "We have the six best brands in the market and an obligation to advance and defend them. The only way to do that is external marketing." Nevertheless, he adds, "We're not compromising our bottom line. We're generating solid profits."

Despite its great situation, the company struggles to find talent. "Geography works against us," DePrez says. "People are drawn to mountain ranges and beaches, neither of which is available in northern Indiana." R&R

### RANK: 10

#### KFAB/Omaha

**Owner:** Clear Channel

**Managers:** Gary Saddlemeier, PD; Taylor Walet, GM

**Positioner:** "News radio 1110 KFAB"

■ Johnny Carson's first radio job was at KFAB.

■ During a 1997 blizzard, KFAB became the switchboard for Omaha; people used the station to relay messages.

■ KFAB is the only station in the market with a news department; it includes a news director and five reporters. It is also the flagship station for Nebraska football.

■ Thirty-year morning host/PD Gary Saddlemeier's picture was painted on the barroom floor at a roast at the Omaha Press Club.



### RANK: 9

#### WKBN/Youngstown, Ohio

**Owner:** Clear Channel

**Managers:** Dan Rivers, director of operations/10 a.m.-11:45 a.m. host; Bill Kelly, VP/GM

**Positioner:** "Voice of the valley"

■ With a 50,000-watt signal, WKBN fields as many calls from Pittsburgh,

Cleveland, Akron and Canton as it does from its home market of Youngstown.

■ The station is locked in a perennial battle for No. 1 with Cumulus country WQXX.

■ Afternoon host Ron Verb started broadcasting at age 16.

■ WKBN is Youngstown's first radio station and has been on the air for 80-plus years.



### RANK: 11

#### WICC/Bridgeport, Conn.

**Owner:** Cumulus Broadcasting

**Managers:** Curt Hansen, OM; Ann McManus, GM

**Positioner:** "Southern Connecticut's news and information leader"

■ WICC hosts three annual charity events: a June radiothon for St. Vincent's Hospital, a food drive in August and the WICC Holiday Fund, which concludes on Christmas Eve with station vehicles, police cars and ambulances delivering toys to needy children.

■ The station has sponsored the WICC Greatest Bluefish Tournament on Earth since 1982. Last year 8,400 anglers competed for \$50,000 in cash.

■ Former WICC hosts include Bob Crane before he played Col. Robert E. Hogan in TV's "Hogan's Heroes" and comedian Soupy Sales.

■ The station refers to its weekend brokered programming as "Main Street WICC," promoting the shows as a series of experts stopping by the station.



### RANK: 8

#### WHAS/Louisville

**Owner:** Clear Channel

**Managers:** Kelly Carls, PD/regional VP of programming; Bill Gentry, market manager/regional VP

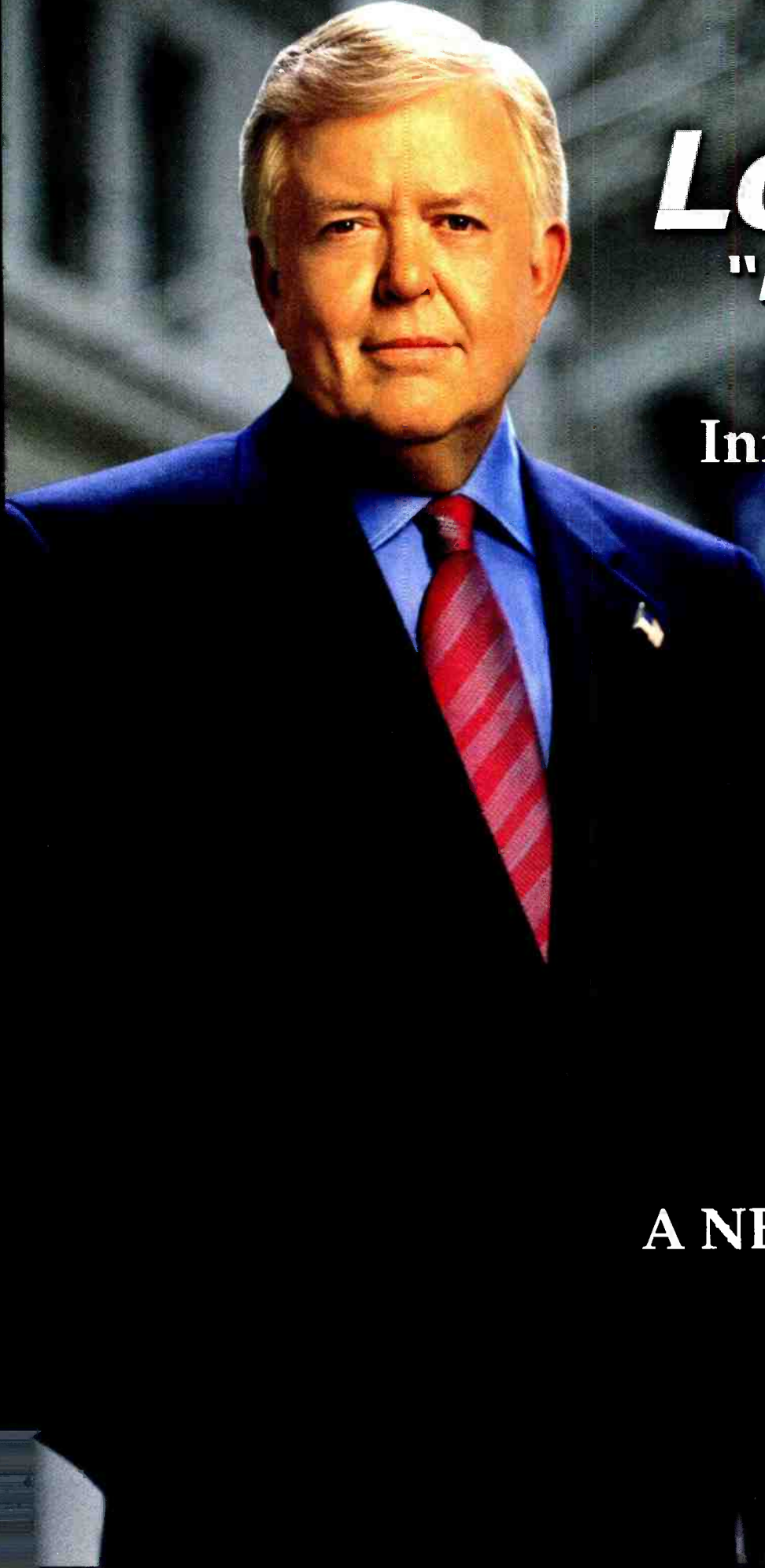
**Positioner:** "News radio 84"

■ WHAS radio has carried the Kentucky Derby since 1925.

■ The station broadcasts sports play-by-play from archrivals the University of Louisville and University of Kentucky.

■ Twenty-one-year afternoon host Terry Miener's best-known character, "the Beaseman," is based on former Kentucky basketball coach Joe B. Hall, now a host on sports sister WKRD.





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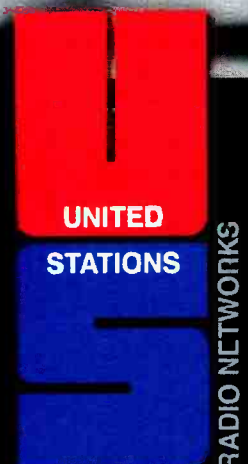
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WTMJ (#5) gives Milwaukee sports fans more to love

# Packers, Brewers And Badgers, Oh My!

By Mike Stern

"We live by the 'Packers Rule' here," Journal talk WTMJ/Milwaukee PD Tom Parker says . . . that being "The Packers rule!" He scoffs at recent PPM numbers showing big ratings for sports play-by-play. During football season, even with the diary, he says, "we have a 40 share on Sunday afternoons." ■ Traditionally No. 1 12+ in Milwaukee in three of the last five books, WTMJ has doubled the ratings of its closest competitor. Being the flagship station for Green Bay Packers football since 1929—along with Milwaukee Brewers baseball, Milwaukee Bucks basketball and University of Wisconsin athletics—provides an ongoing influx of cume. It's up to Parker to figure out how to recycle these listeners.



"Milwaukee's very parochial. In many ways the clock stopped in the '50s," he says. Early on, he tried some fill-in hosts from other markets and quickly learned that more than anywhere else he's worked, "here you have to be local."

That fits Parker's airstaff, which includes 37-year afternoon host Jonathan Green, 15-year midday host Charlie Sykes and the recent addition of morning show co-host Gene Mueller, half of AC sister WKTI's morning show for 25 years. With Mueller, the station "brought over a lot of female listeners from the FM dial."

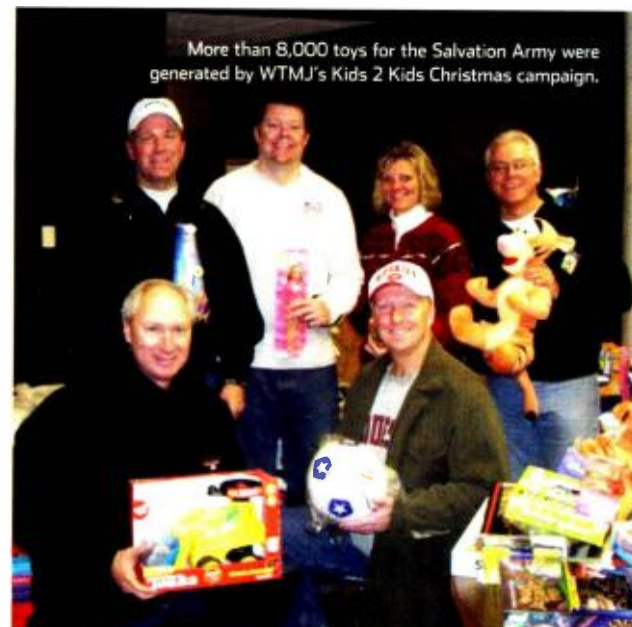
That's not to say that Milwaukee doesn't at least occasionally embrace new things. The station's Teddy Bear Fund, which provides stuffed animals that police and firemen can use to comfort children in crisis situations, is successful, as is the Kids

**'More than anywhere else I've worked, here you have to be local.'**

—Tom Parker

2 Kids Christmas program, where parents give their children money to buy gifts for underprivileged youth. "It teaches about the spirit of giving," Parker says. "In its second year, we tripled the number of toys we collected."

Whether older air talent or newer promotions, "it's a lot of fundamentals," Parker says, offering an appropriate dairy analogy: "With our sports franchises it's like we've got the milk on sale, then we put it in the back, hoping you'll grab some other items you see on your way to get the milk." *R&R*



## RANK: 2

### WTVN/Columbus, Ohio

**Owner:** Clear Channel  
**Managers:** Bruce Collins, PD; Tom Thon, regional VP/market manager  
**Positioner:** "News/talk 610 WTVN"

- Bob Connors has been WTVN morning host for more than 30 years and still anchors "BC's Saturday Morning Open Phones" from 6 a.m. to 10 a.m.
- Afternoon host John Corby is one of the Big Bass Brothers, three overweight guys who do restaurant reviews. The only problem is that two of the brothers recently lost weight.
- Hineygate, WTVN's tailgate party before Ohio State University football games, is attended by thousands of fans and has been featured in Sports Illustrated and USA Today.
- The station is home to local sports celebrities with its annual Celebrity Sports Gala. The proceeds benefit Recreation Unlimited, which helps children with disabilities.
- The station houses the Columbus Total Traffic Network that supplies information for Global Positioning System units.
- WTVN's call letters stand for "The Voice of News."



## RANK: 3

### WHO/Des Moines

**Owner:** Clear Channel  
**Managers:** Van Harden, PD; Joel McCrae, VP/GM  
**Positioner:** "News radio 1410 WHO"

- The WHO morning show, which has been No. 1 in Des Moines for more than two decades, is anchored by 31-year market veteran Van Harden and 13-year partner Bonnie Lucas.
- Former President Ronald Reagan became famous on WHO before he left for Hollywood.
- The station once aired a promo that named every Iowa native who works at the station. It didn't fit in 60 seconds.
- On Oct. 25, 2002, Van and Bonnie's Journey to the Center of the Earth took the morning show 500 feet underground in an old limestone mine.
- The station takes part in the Teen Challenge Golf Marathon, where participants literally golf all day to raise money for programs to help kids kick drugs.



## RANK: 6

### WTAM/Cleveland

WTAM is one of the "Super Six," six stations that appear in the top 25 for both total cume and cume rating. For a profile of WTAM please turn to page 33.

## RANK: 4

### WLW/Cincinnati

WLW is one of the "Super Six," six stations that appear in the top 25 for both total cume and cume rating. For a profile of WLW please turn to page 33.

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Cedar Rapids' WMT-AM (#1) defies conventional wisdom with programming patch quilt

# The Sum Of Its Parts

by Mike Stern

Though syndicated hosts Rush Limbaugh, Dave Ramsey, Jim Bohannon and George Noory represent a significant percentage of its broadcast day, what makes WMT-AM/Cedar Rapids uniquely Iowan is a crazy patch quilt of locally produced programming. ■ "Everybody's got their favorite part of WMT," says Randy Lee, PD of the Clear Channel talker. "If you step back and look at a full seven-day schedule, you might ask, 'How are these pieces fitting together?' But they fit very well and have for many, many years."

The sum of all WMT-AM's pieces is a cume audience that encompasses nearly 70% of Cedar Rapids' population, a feat not easily accomplished in any market. The key to the station's success and longevity is a fine balance between staying up to date and maintaining what OM J.J. Cook calls "comfort programs."

"Our Saturdays are really the old-style traditional block programs," Cook says. "We do a financial show, we do a cooking show, and we even still do old-fashioned Tradio," where people call in with items they want to sell or swap with other listeners. Lee adds, "The cooking show has been around in some shape or form for 40 years."

Even more amazing is "Variety Time," hosted by Leo Greco on Sundays from 7 a.m. to 3 p.m. Cook says, "He's 86 and still comes to work every day to work on his show. It's the No. 1 show 35+ with something close to a 50 share" and includes classic country, big band and accordion music—but it's much more.

"People tune in to hear who's passed away. They call in to make anniversary requests, birthday requests. It's just a huge show," Lee says. Cook's inner-programmer has only one com-

**'We are constantly going through growing pains. We're always working at keeping our identity fresh and updated.'**

—Randy Lee

plaint: Greco "talks between every song. It drives me nuts."

Greco's popularity goes beyond Sunday kitsch: He is involved with Camp Courageous, an outdoor camp for physically challenged children. "Two times a year we have an omelet or pancake breakfast that brings out between 3,000 and 4,000 people; the turnout we get is just incredible," Lee says. To Cook, "Leo would probably be the No. 1 endorsement in the Eastern half of the state, more than any politician."

The unique programming isn't limited to weekends. With a signal that covers a large rural population, Cook claims WMT-AM to be one of the few stations that still carries a significant amount of farm programming. "We do farm market reports every day and an hour-and-a-half consumer-related agriculture show during mid-days, which actually pulls bigger numbers than Rush Limbaugh."

On Fridays, the station airs what could be described as part town hall, part political free-for-all. "We have two state legislators from the state in, one Democrat, one Republican, and we pretty much just open up the phones and say, 'Here's open government, let them have it,'" Lee says.



Weekdays from 10 a.m. to 11 a.m. the airwaves are turned over to local guests on the "What's Happening" program. "It's tied into the community," Lee says. "It can be an offshoot of something that's in the news, just simple stuff that really hits their daily lives and is relevant to the listeners."

WMT-AM's list of

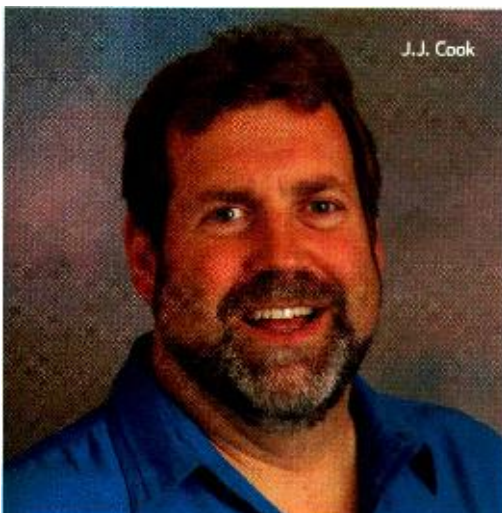
unique parts goes on. There's a 15-minute outdoor hunting and fishing show Saturday mornings and religious programming Sunday nights—both have roots in the '40s. The station has broadcast University of Iowa Hawkeyes football for nearly 70 years.

Conversely, Cook and Lee are working to modernize the Cedar Rapids institution. "We are constantly going through growing pains," Lee says. "We're always working at keeping our identity fresh and updated. We are as actively pursuing our Web site as we are our on-air products."

Adding to that are the surprisingly young daytime anchors: "Our morning show guy is only 25 and the afternoon person just turned 40," Cook says. "The majority of the news staff are all in their 20s and early 30s." Lee says, "They grew up in Eastern Iowa and are familiar with the tradition of WMT. They respect the call letters and are trying to do updated things, but within the context of what WMT is all about."

Lee and Cook know WMT-AM has a rich tradition, starting from when it launched in a garage in 1922. "We're standing on the shoulders of some pioneers that did a lot of the right things early on to keep the station very viable," Cook says, noting Bill Quarton, a manager from the 1930s, who just passed away at age 104. "He was instrumental in the station in the '30s and '40s, creating structure and getting involved in things locally."

Though speaking specifically about the "What's Happening" program, Cook makes a statement that seems apropos for the station as a whole: "It's not slick radio. We don't have polished announcers; it's people from the community talking about what's really happening and what's affecting their lives here." R&R



WMT's Tractorcade, a three-day tractor ride, is held every June. About 500 tractors make the ride every year.



Scoring high in both cume and cume rating

# The Super Six

Six stations appear in the top 25 for total cume and cume rating. The group is evenly split among three talk stations and three all-news stations. They represent Philadelphia, Atlanta, Washington and Boston (market Nos. 7-10), along with Cleveland and Cincinnati (market Nos. 28 and 29).

■ Clear Channel talk WLW/Cincinnati has the highest cume rating (ranked No. 4 on the top 25 list), while CBS news KYW/Philadelphia has the largest total cume (ranked No. 8). ■ Not only do these stations reach large percentages of their market, they do so in large markets where there are more signals vying for the available audience. In the profiles that follow, the first number refers to the station's cume rating rank and the second to its total cume rank.

## RANK: 4/18

### WLW/Cincinnati

**Owner:** Clear Channel  
**Managers:** Darryl Parks, director of AM programming, Clear Channel/Cincinnati; Chuck Fredrick, VP/market manager  
**Positioner:** "The big one"

■ WLW's programming is completely local. Its syndicated shows originate from the station.

■ New afternoon co-host Tracey Jones played for the Cincinnati Reds under manager Pete Rose. His partner Eddie Fingers hosted mornings on rock sister WEBN for 20 years.

■ WLW's transmitter site includes an old guard tower built during World War II, during which the station broadcast at 500,000 watts, and a house for the chief engineer.



## RANK: 6/24

### WTAM/Cleveland

**Owner:** Clear Channel  
**Managers:** Ray Davis, PD; Mike Kenney, president/market manager  
**Positioner:** "Cleveland's only news radio"

■ WTAM midday host Bob Frantz, a native Cleveland, played on two state championship football teams.

■ Afternoon driver Mike Trivisonno has an unprecedented 27 No. 1 ratings books in persons 25-54.

■ When the station went on the air in 1923, it was battery-powered.

■ In February 1956, Westinghouse purchased WTAM, changing the call letters to KYW. WTAM returned to Cleveland in summer 1996.



## Honorable Mention:

### Stations Ranking 26-35 In Cume Rating

26. Entercom sports WEEI/Boston
27. Clear Channel talk KOA/Denver
28. Clear Channel talk WGY/Albany, N.Y.
29. Dispatch Broadcast Group sports WBNS/Columbus, Ohio
30. CBS Radio news WWJ/Detroit
31. CBS Radio talk KDKA/Pittsburgh
32. Citadel talk WNOX/Knoxville
33. CBS Radio talk KMOX/St. Louis
34. Bonneville talk KSL/Salt Lake City
35. Mediacom talk WNIR/Akron

## RANK: 12/8

### KYW/Philadelphia

**Owner:** CBS Radio  
**Managers:** Steve Butler, director of news and programming; David Yadgaroff, VP/GM  
**Positioner:** "All news, all the time"

■ Morning anchor Harry Donahue is the play-by-play voice heard in the movie "Invincible."

■ KYW's 41-year-old Newstudies program is a six-week broadcasting course for high school students taught by station personnel. Director of news and programming Steve Butler is a graduate.

■ KYW is the first all-news station to be rated by Arbitron's PPM electronic audience measurement service.



## RANK: 17/11

### WBZ/Boston

**Owner:** CBS Radio  
**Managers:** Peter Casey, director of news and programming; Ed Jordan, senior VP/GM  
**Positioner:** "WBZ news/radio 1030"

■ Afternoon anchors Diane Stern and Anthony Silva have a combined 52 years of experience in their time slot.

■ WBZ airs talk shows from 8 p.m. to 5 a.m. on weekdays and carries TV's "60 Minutes."

■ The station, which broadcast the first hockey game in the market in the 1920s, has been the flagship for the NHL's Boston Bruins since 1995.

■ WBZ has reported school closings since at least 1946.



## RANK: 18/9

### WTOP/Washington

**Owner:** Bonneville Broadcasting  
**Managers:** Jim Farley, VP of programming; Joel Oxley, VP/GM  
**Positioner:** "Washington's news, traffic and weather station"

■ WTOP is the only FM all-news station in the nation.

■ The station has a full-time "sprawl-and-crawl" reporter focused on stories related to traffic congestion.

■ Bob Madigan, WTOP's "man about town," covers charity galas and other "good news."

■ WTOP is the only Washington station with a full-time Capitol Hill reporter.

■ Signs hung in the newsroom feature the letters "WGAS" circled with a slash through them, signifying a ban on "who gives a shit" stories.

■ Six full-time staffers report exclusively for WTOP's Web site, which had 1 million unique visitors in January, according to the station.



## RANK: 22/12

### WSB/Atlanta

**Owner:** Cox Communications  
**Managers:** Pete Spriggs, PD; Dan Kearney, VP/GM  
**Positioner:** "News/talk 750 WSB: Depend on it"

■ "Atlanta's Morning News" airs traffic every six minutes from 5 a.m. to 8:30 a.m.

The show has had double-digit ratings in persons 25-54 for 15 years.

■ On the air in the market for 38 years, Atlanta-based syndicated talk show host Neal Boortz is heard on WSB from 8:30 a.m. to 1 p.m. The first 90 minutes are exclusive to Atlanta.

■ WSB is also the flagship for Jones Networks syndicated host Clark Howard, a native Atlantan who recently spearheaded building seven Habitat for Humanity homes—two funded from his own pocket.

■ With a news staff of 12 full-time employees, the station maintains live local news and traffic reporting 24/7.



Big market, big cume

# The 25 Top Cumming News/Talk/Sports Stations

The second list in R&R's news/talk/sports special issue represents an elite group of stations. The outlet ranked at the bottom of the list in the No. 25 position has more than a half-million listeners tuning in. The top 10 stations are all above the 1 million cume mark and the No. 1 station has more than 2.3 million listeners. ■ Many of these stations have the legendary call letters that attracted legions of broadcasters to the radio business in the first place. They boast rich histories, veteran hosts and ground-breaking managers. ■ Following are the 25 news/talk/sports stations with the largest 12+ cumes in America.

## RANK: 25

### WEEI/Boston

**Owner:** Entercom Communications  
**Managers:** Jason Wolfe, VP of AM programming and operations; Julie Kahn, VP/market manager, Entercom/New England  
**Positioner:** "The sports station, sports radio 850 WEEI"

■ WEEI describes its prime-time airstaff as "live, local and leg-

endary"; individual members boast 20 or more years' experience in the market.

■ Morning show host John Dennis is a 20-year Boston TV veteran. Co-host and native Bostonian Gerry Callahan wrote for the Boston Herald and Sports Illustrated.

■ Midday host Dale Arnold called New England Patriots and New Jersey Devils play-by-play before joining the station in 1991.

Partner Michael Holly, a 10-year Boston Globe columnist, has worked for ESPN and Fox TV.

■ Glen Ordway has been at WEEI since the early '80s, predating its sports format. He became PD in 1995, creating and hosting "The Big Show" in afternoons with a rotating cast of 12-15 co-hosts. The afternoon show has been No. 1 in men 25-54 for 21 consecutive Arbitron books and tops in adults 25-54 for 10 of the last 12.

■ WEEI claims its afternoon show weighs more than the New England Patriots offensive line.



## Honorable Mention:

### Stations Ranking 26-35 In Total Cume

26. CBS Radio talk WCCO/Minneapolis
27. Citadel talk WBAP/Dallas
28. Fisher news KOMO/Seattle
29. Journal talk WTMJ/Milwaukee
30. Clear Channel talk KOA/Denver
31. CBS Radio talk KRLD/Dallas
32. ESPN sports WMVP/Chicago
33. ESPN sports WEPN/New York
34. CBS Radio sports WJP/Philadelphia
35. CBS Radio talk KMOX/St. Louis

## RANK: 23

### WSCR/Chicago

**Owner:** CBS Radio  
**Managers:** Mitch Rosen, PD; Paul Agasse, VP/GM  
**Positioner:** "Chicago's sports radio"

■ Morning host Mike North originally owned a hot dog stand that was frequented by station owner Danny Lee. The two started talking and the rest is history.

■ The station is on its third Chicago frequency. It started on daytimer 820 AM, moved to 1160 AM and eventually to the current 50,000-watt 620 AM signal.

■ WSCR has been the flagship of the Chicago White Sox for three seasons.



## RANK: 22

### WJR/Detroit

**Owner:** Citadel Communications  
**Managers:** Stephen Stewart, OM; Michael Fezzey, VP/GM  
**Positioner:** "The great voice of the Great Lakes"

■ Midday host Frank Beckman begins his 28th year as the voice of University of Michigan football this fall. Morning host Paul W. Smith is a U of M alumnus.

■ Afternoon host Mitch Albom's book "Tuesdays With Morrie" has sold 10 million copies worldwide.

■ WJR is the flagship station for Michigan State football and basketball.

■ The station is located "in the golden tower of the Fisher Building," a Detroit landmark.



## RANK: 21

### KTRH/Houston

**Owner:** Clear Channel  
**Managers:** Michael Berry, OM; Eddie Martiny, VP/market manager  
**Positioner:** "Houston's news, weather and traffic station"

■ In addition to having served as a reporter and commentator for the station before crossing over to TV, Dan Rather was the play-by-play announcer for KTRH broadcasts of minor league baseball team the Houston Buffs.  
 ■ KTRH is the flagship station for MLB's Houston Astros.  
 ■ PD/afternoon host Michael Berry is a former city councilman who also ran for mayor.



## RANK: 20

### KNBR/San Francisco

**Owner:** Cumulus Broadcasting  
**Managers:** Lee Hammer, PD; Tony Salvadore, senior VP/market manager  
**Positioner:** "The sports leader"

■ Morning host Brian Murphy traveled the world as a golf writer for the San Francisco Chronicle.

■ Gary Radnich, the station's 15-year 9 a.m.-noon host, has been lead sports anchor for KRON-TV since 1985.

■ Afternoon show "The Razor and Mr. T" features 24-year staffer Ralph Barbieri and former NBA player Tom Tolbert. The show has been No. 1 with men 25-54 for 19 consecutive Arbitron books.

■ The station has been the radio voice of the San Francisco Giants and Golden State Warriors for more than 25 years, adding the San Francisco 49ers four years ago.

■ KNBR airs weekly shows featuring Warriors head coach Don Nelson, 49ers head coach Mike Nolan and former NFL players Steve Young and Ronnie Lott.

■ For 32 years, KNBR has sponsored the Bridge to Bridge 12K run, from the Bay Bridge to Golden Gate Bridge.



## RANK: 24

### WTAM/Cleveland

WTAM is one of the "Super Six," six stations that appear in the top 25 for both total cume and cume rating. For a profile of WTAM please turn to page 33.

# TALKING BACK

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- Ken Tucker,  
New York Magazine
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WESTWOOD ONE

KGO/San Francisco (#16) harnesses solar power at transmitter site

# Here Comes The Sun

By Mike Stern

KGO/San Francisco is going solar. Teaming with Pacific Gas and Electric and two manufacturers of solar panels, the Citadel talker broke ground on a project in early February to upgrade its transmitter site to utilize solar power. ■ “People are supporting the green movement in San Francisco and there’s a big interest in solar power,” KGO director of marketing Sue Muzzin says. “Since we are the voice of the Bay Area, our listeners can learn as we learn.”

Two companies are working with PG&E: Premiere Power and Solfocus. Each is installing a different technology, according to KGO transmitter supervisor Art Leberman. Premiere Power is setting up two fixed arrays mounted on the roof and ground at the transmitter building. Solfocus is mounting solar arrays on tracking poles that follow the sun’s movement.

Leberman says, “KGO is a 50,000-watt station, but our energy usage, including building lights and air conditioning, approaches 100,000 watts. Both systems feeding into our tower will generate a total of 12,000–15,000 watts, or just over 10% of our usage.”

He adds, “Even a 10% reduction ultimately is



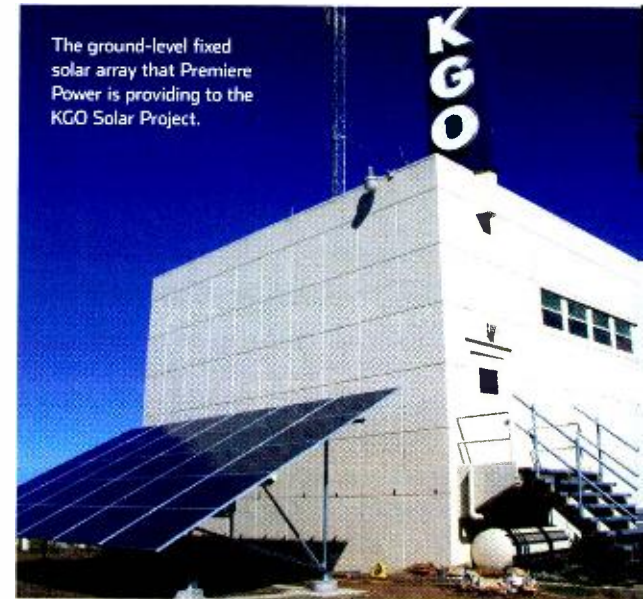
**‘Solar power is one of many eco-friendly initiatives that deserves increased public awareness.’**

—Mickey Luckoff

still money in your pocket.”

Muzzin says station president/GM Mickey Luckoff “has wanted to do this for a long time.” The process took about a year from Luckoff’s initial phone call to the CEO of PG&E to the groundbreaking. The location of KGO’s transmitter helped grease the wheels. “It’s by the Dunbarton Bridge,” Muzzin says, “and probably about 80,000 people pass by it each day,” making it ideal for this sort of demonstration project.

“As a trusted Bay Area news source, we have the opportunity and the responsibility to be a voice for important ecological issues,” Luckoff says. “Solar power is one of many eco-friendly initiatives that deserves increased public awareness.”



## RANK: 18

### WLW/Cincinnati

WLW is one of the “Super Six,” six stations that appear in the top 25 for both total cume and cume rating. For a profile of WLW please turn to page 33.

## RANK: 19

### WLS/Chicago

**Owner:** Citadel Communications  
**Managers:** Kipper McGee, PD; John Gallagher, VP/GM  
**Positioner:** “Chicago’s talk station”

■ Don Wade and Roma host Chicago’s longest-running morning show and predate the station’s talk format, having hosted middays when it was a rock station. They are married with two children.

■ Nineteen-year afternoon host Roe Conn’s work with Toys for Tots led to an honorary Marine Corps League membership.

■ Midday host Jerry Agar won the 2004 Rising Talk Star competition, conducted by R&R and Citadel talk WABC/New York PD Phil Boyce.

■ During Memorial Day weekend 2007, the station brought back its old music format with the Big 89 Rewind, including famous hosts Larry Lujack, Fred Winston and John “Records” Landecker.

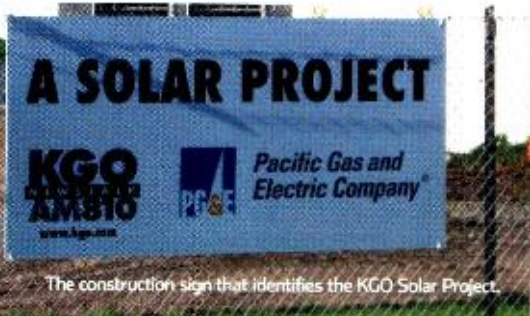
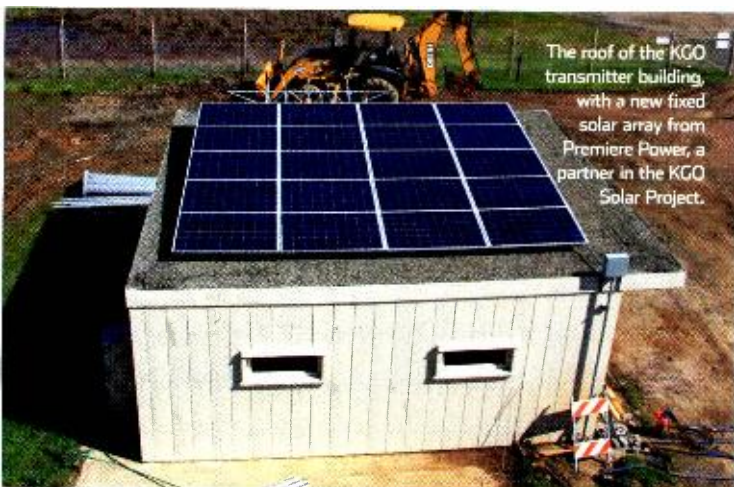


## RANK: 17

### WWJ/Detroit

**Owner:** CBS Radio  
**Managers:** Georgeann Herbert, director of programming and e-publications; Pete Kowalski, station manager  
**Positioner:** “WWJ news radio 950”

■ WWJ’s staff has adopted a five-pronged motto for managing the station. It consists of:  
**Now:** News radio’s traditional function, providing information so listeners can make informed decisions.  
**More:** Using the Web site to offer more information about stories than is possible by relying exclusively on over-the-air broadcasts.  
**Connected:** Listening to community leaders about important issues and brokering connections between listeners needing information and experts that have it.  
**Smart experiments:** Trying new things. Experiments that work become business practices; those that don’t are discarded.  
**Systems:** Ensuring the station runs in the most effective way possible.



Oh, I thought this was the Swimsuit Issue.



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KCBS (#15), KFWB (#14) and KNX (#10): all-news with West Coast style

## Go West, Newsman, Go West!

By Mike Stern

Three stations comprise the West Coast division of CBS Radio's all-news format: KCBS/San Francisco and Los Angeles sisters KFWB and KNX. The individuals responsible for programming those stations—KCBS director of news and programming Ed Cavagnaro, KNX VP of programming David G. Hall and KFWB PD Andy Ludlum—agree that, as with hip-hop, there's a big difference between East Coast and West Coast. ■ "Your personality is formed by your location," Cavagnaro says. "Even though we have a similar format to [CBS news WINS (1010 WINS)/New York] we're not New York. We're the Bay Area. We never have done school closings."

Ludlum says, "Us West Coasters have a little more relaxed style. There's a little bit of informality."

Hall agrees: "There's probably just a little more personality in the West Coast stations."

Ludlum continues, "It's not something you set out to do. It happens because different things are news in different markets."

The biggest illustrations of that point are the format's traffic and weather cornerstones. Cavagnaro says, "Traffic is very important here compared to the East Coast stations that have a lot of people using mass transit." Hall adds, "In the west, a lot more people are in their cars for a lot longer and listen a lot longer. East Coast people who use mass transit listen a little more at home,



**'There's probably just a little more personality in the West Coast stations.'**

—David G. Hall

a little less time in the car."

The three, however, are not in total agreement about the role of weather. "I think the East Coast stations have always been great for severe weather, but we don't get that much severe weather," Hall says. Cavagnaro echoes the notion that weather is less of an issue in the Bay Area than it is for listeners in the east. Only Ludlum stands alone in not discounting weather's role. "When it rains here it's a crisis," he says. "Some people may laugh at that statement, but that doesn't mean it's not a legitimate crisis."

Even the history of the three stations has a distinctly West Coast flare. The KFWB call letters originally stood for "Four Warner Brothers." The studio launched the station and included it in some of its early cartoons. At one time, KCBS studios were housed in the Sheraton House Hotel in downtown San Francisco. KNX trumps them both, having once been headquartered at Columbia Square on Sunset Boulevard in Hollywood. Hall says, "Many of the old radio shows like 'The Lone Ranger' and 'Fibber McGee and Molly' were recorded at Columbia Square."

Tradition and history aside, the common thread for every all-news station across the coun-

try is being there for listeners when it counts.

"When you are in an emergency situation you need to have the type of people who can present relevant facts and the appropriate emergency information," Ludlum says. Even as a majority of the audience now is more familiar with FM radio and newer technologies, Hall says, "When the sky is filled with smoke and the sun is orange, you'll find AM radio."

R&R

### RANK: 13

#### WOR/New York

**Owner:** Buckley Radio

**Managers:** Scott Lakefield, APD; Jerry Crowley, VP/GM

**Positioner:** "710 WOR real talk radio"

■ With 86 years of talk programming, WOR has the longest-running continuous format in New York.

■ Joan Hamburg, the 9 a.m.-11 a.m. host, started on-air at WOR in the late '60s.

■ "Operation Good Neighbor," the umbrella for all of the station's community service efforts, includes "Cousin" Bruce Morrow's annual charity radiothon.

■ The winner of the station's annual Shining Star singing competition for students receives \$2,500, a recording session and a \$10,000 donation to his or her school.

■ Morning co-host Donna Hanover is former New York Mayor Rudy Giuliani's ex-wife.



### RANK: 12

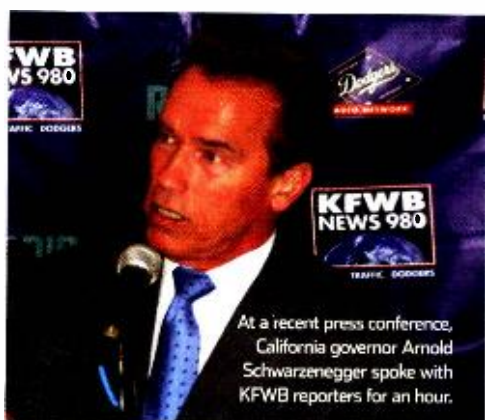
#### WSB/Atlanta

WSB is one of the "Super Six," six stations that appear in the top 25 for both total cume and cume rating. For a profile of WSB please turn to page 33.

### RANK: 11

#### WBZ/Boston

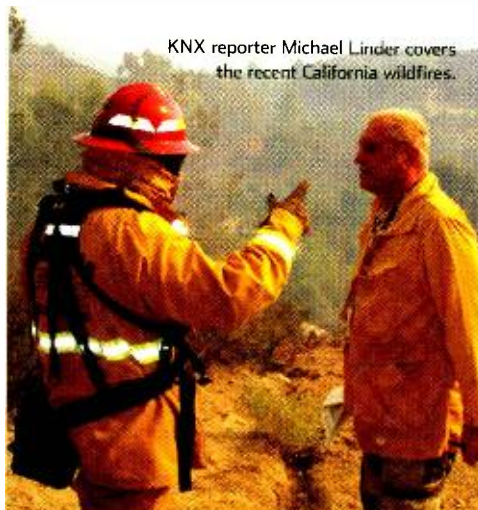
WBZ is one of the "Super Six," six stations that appear in the top 25 for both total cume and cume rating. For a profile of WBZ please turn to page 33.



At a recent press conference, California governor Arnold Schwarzenegger spoke with KFWB reporters for an hour.



Members of CBS Radio talk station KCBS/San Francisco join with friends from TV station KCBS to form the Eyewitness Blues Band, pictured here with former President Bill Clinton, who the band opened for at the radio station's Health Etc. event.




KNX reporter Michael Linder covers the recent California wildfires.

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**#1 P12+**  
Beats all stations  
in her time slot

**ALL MARKETS**  
**P12+**  
**UP**  
**32%**

**ALL MARKETS**  
Adults 25-54  
**Up 34%**  
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Source: Arbitron. Fall 2007/2006 P12+, A25-54, W25-54 share. Exact times, selected markets and total JS.

WGN/Chicago (#5) defies conventional wisdom

# Everything To Everyone

By Mike Stern

In an era where few old-school, full-service stations remain, WGN keeps striving to live up to its moniker as “the voice of Chicago.” Wholly locally programmed, the Tribune talker does not fit the mold from which many of today’s top talk stations are cast. ■ “If you had to describe the station in terms of a magazine, it’s more People than it is Newsweek,” PD Bob Shomper says. Reviewing prime-time shows with Shomper, it’s not until he describes the station’s 2 a.m.-5 a.m. show “Life After Dark” with hosts Steve King and Johnnie Putman that politics arise. And even then, it’s not the only facet of the show.

“It kind of defies all logic. We’re not focused on going after that small cume of targeted listeners trying to maximize TSL. We’re still all things to all people,” Shomper says, invoking a phrase made obsolete in most markets by audience fragmentation.

The programmer considers the station’s lack of political focus an advantage. “It’s a sign of the strong resiliency of the radio station that we’re not just tied into politics. When politics hit a lull, the consistency of all the different things we do really comes through.”

Two important statistics validate Shomper’s programming philosophy: consistently ranking at or near No. 1 12+ and the station’s unique, nearly balanced audience composition of 60/40 female to male. Serving as flagship station for the Chicago Cubs contributes generously to the station’s wide appeal. “The Cubs are one of those mass-appeal sports franchises that skews as female as it does male,” Shomper says.

Like many news/talk AMs with aging audiences, WGN is jockeying to attract younger listeners. “Our challenge is to expand our demo younger,” Shomper says. Part of that process is as

**‘We’re trying to get away from AP language. Nobody “sustains an injury”; people fall on the ice.’**

—Bob Shomper



**News/Talk 720**  
The Voice of Chicago

fundamental as reviewing how WGN delivers the news. “We’re trying to get away from AP language. Nobody ‘sustains an injury’; people fall on the ice,” he says. But WGN’s veteran staff requires the PD to be patient about

change. “When someone has been here for 25 years, no matter if they are good or bad, habits are hard to break.”

Shomper’s message was recently reinforced by an unexpected voice: former Clear Channel Radio CEO Randy Michaels, now part of WGN parent Tribune’s management team. Calling him “the best thing that happened to us,” Shomper recounts a recent market visit by the outspoken Michaels. Asked in a staff meeting about reaching younger demos, Michaels “echoed all the things I’ve told them and that [VP/GM Tom Langmyer] had told them before I got here,” Shomper says. “We didn’t talk to him about it ahead of time.”

While the PD continues to work diligently to challenge the staff to think in new ways, he does know one sure-fire way to attract younger demos: “We could move to FM, but I don’t think this station is going to be moving anytime soon.”

R&R



## RANK: 9

### WTOP/Washington

WTOP is one of the “Super Six,” six stations that appear in the top 25 for both total cume and cume rating. For a profile of WTOP please turn to page 33.

## RANK: 8

### KYW/Philadelphia

KYW is one of the “Super Six,” six stations that appear in the top 25 for both total cume and cume rating. For a profile of KYW please turn to page 33.

## RANK: 7

### WABC/New York

**Owner:** Citadel Broadcasting

**Managers:** Phil Boyce, Citadel VP of news/talk programming; Steve Borneman, president/GM

**Positioner:** “Breaking news, stimulating talk”

■ Five hosts have launched into syndication from WABC, including Premiere Radio Networks’ Rush Limbaugh,

who now has more than 550 affiliates. ABC Radio Networks syndicates three WABC hosts: 3 p.m.-6 p.m. personality Sean Hannity (heard on 500-plus stations), 6 p.m.-8 p.m. host Mark Levin (more than 160 affiliates) and morning man Don Imus (36 affiliates).

■ Local hosts include Guardian Angels founder Curtis Sliwa (10 a.m.-11:45 a.m.) and Bob Grant (8 p.m.-10 p.m.), who was fired in 1996 and returned to WABC in 2007.

**Breaking News**  
**77 WABC**  
**Stimulating Talk**

## RANK: 6

### WBBM-AM/Chicago

**Owner:** CBS Radio

**Managers:** Ron Gleason, director of news and programming; Rod Zimmerman, senior VP/market manager

**Positioner:** “News radio 780 WBBM”

■ Reporter John Cody predates WBBM-AM’s flip to all-news 40 years

ago. Morning editor Jim Benes joined when the news format launched.

■ The station debuted a highly successful “Noon Business Hour” in 2002.

■ WBBM-AM is the flagship station for the NFL’s Chicago Bears.

■ Only three Chicago stations have ranked No. 1 12+: Tribune talk WGN, Clear Channel urban WGCI and, in fall 2001, WBBM-AM.

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### Cooking Outdoors with

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It's very simple: KFI/Los Angeles (#3) wants to be No. 1

## Competing With Everyone

By Mike Stern

"This is not your typical right-wing wacko radio station," says Robin Bertolucci, PD of Clear Channel talk KFI/Los Angeles. Bertolucci makes an important distinction if the station is to succeed in its stated goal. "We're not just looking at beating the talk stations or the news stations," she says. "We want to be the No. 1 radio station in L.A." ■ That's not an easy task in radio's second-largest market, but KFI appears to be up to the challenge. Consistently in the hunt for the top slot, it is surrounded by such best-in-breed stations as Clear Channel's CHR/top 40 KIIS and its AC counterpart, KOST; Emmis' rhythmic KPWR (Power 106); and Univision's Latin pop KLVE and regional Mexican KSCA. You won't see another talk station anywhere near the top of the Los Angeles ratings heap—KFI is head and shoulders above its direct competitors.

"We try and be the most entertaining thing on the radio, so that whatever the competition is for your ears and your attention you can't pull yourself away," Bertolucci says, explaining her not-so-complicated formula. "There's always a reason to come back."

Those reasons start with the bookend locally originated drive-time shows of Bill Handel in the morning and John & Ken in the afternoon. "Those guys just get it," she says. "They know how to reach a general mass audience without becoming a niche radio station."

For 13 years KFI's broadcast day has started with Handel, who Bertolucci describes as "having no political agenda other than the truth." That agenda, however, comes in second to entertainment, which is especially evident in Handel's live anniversary shows that are full of singing, dancing, live music and song parodies. "It's completely offensive and wildly entertaining," Bertolucci says.

Handel started on KFI with a weekend show, "Handel on the Law," which he still hosts. "He likes giving marginal legal advice," Bertolucci says.

Afternoon hosts John Kobylyt and Ken Chiampou once led the largest protest in New Jersey history—railing against tax hikes—before moving to L.A. Working as a team for a bit more than a decade, Bertolucci says, "they can be on

**'We try and capture what the community is concerned about at any given moment.'**

—Robin Bertolucci



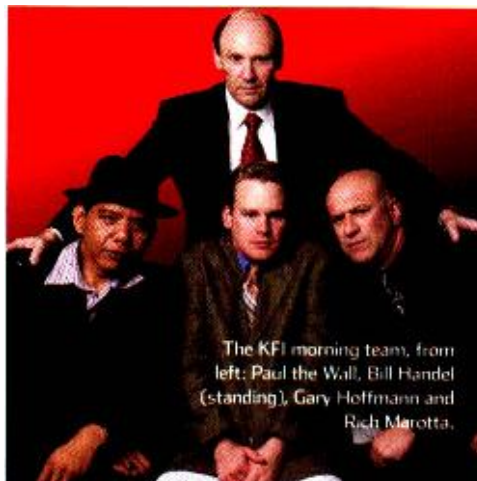
opposite sides of the planet and know what the other is going to say." But she says the real key to their success is that "they can bust each other. They call each other out on certain things."

It's not just the talent that stands out on KFI: So does the station's community involvement. "We really try and get involved in what's going on in the news," Bertolucci says. The station put up a \$100,000 reward to help catch the arsonist who started the recent wildfires in Orange County. "We try and capture what the community is concerned about at any given moment."

KFI today is a long way from its humble beginnings in 1923 when it broadcast for only part of the day; station historian/marketing director Neil Saavedra says. "At 5:50 p.m. it went off the air for 55 minutes so the staff of two or three employees could go out for dinner." Saavedra then looks imploringly at Bertolucci, who says loudly, "No dinner!" **R&R**



John Kobylyt, left, and Ken Chiampou onstage at the John & Ken 20th Anniversary Party.



The KFI morning team, from left: Paul the Wall, Bill Handel (standing), Gary Hoffmann and Rich Marotta.

### RANK: 4

#### WFAN/New York

**Owner:** CBS Radio

**Managers:** Mark Chernoff, VP of programming/OM; Don Bouloukos, senior VP/GM

**Positioner:** "The Fan—sports radio 66"

■ Afternoon hosts Mike & Mad Dog begin their 20th year on the Fan in September.

■ When he retired from football, morning host Boomer Esiason was the most prolific left-handed quarterback in NFL history.

■ Geraldo Rivera, Lou Dobbs and Jim Cramer all auditioned for WFAN mornings after CBS Radio fired Don Imus in April 2007.

■ Midday co-host Joe Benigno started his career by winning a 30-minute appearance in a WFAN contest.

■ Midday co-host Evan Roberts first appeared on "Imus in the Morning" at age 11, after his mother sent a tape to OM Mark Chernoff.

■ WFAN is the radio home of MLB's New York Mets, the NHL's New Jersey Devils, the NBA's New Jersey Nets and St. John's University basketball.

■ WFAN's Web site averages more than 30 million minutes of listening to its streams per week, according to the station.



### RANK: 2

#### WCBS-AM/New York

**Owner:** CBS Radio

**Managers:** Tim Schelde, director of news and programming; Steve Swenson, VP/GM

**Positioner:** "WCBS news radio 880"

■ WCBS-AM carries CBS News TV programming, including "60 Minutes," "Face the Nation" and the first 10 minutes of "The CBS Evening News With Katie Couric."

■ WCBS-AM traffic reporter Tom Kaminsky organizes the annual Lincoln Tunnel Fun Run from New Jersey to New York for the Special Olympics.

■ The flagship for MLB's New York Yankees, the station continues to stream regular news programming on its Web site during Yankee broadcasts.

■ On Super Tuesday the station produced separate, long-form election coverage on an Internet stream from its Web site. It plans to do the same during Pope Benedict XVI's visit to New York and for this summer's Democratic and Republican presidential conventions.

■ WCBS-AM alumni include Ed Bradley and Charles Osgood.



Not etched in stone, WINS/New York's **(#1)** pioneering all-news format is 'more like Silly Putty'

# The Three-Syllable Anachronism

By Mike Stern ■ Photographs By Fernando Leon/RETNA LTD.

"A good measure of a radio station is when you can't take it out of its city and have it succeed somewhere else," CBS Radio news WINS/New York PD Mark Mason says. "I don't think you could take WINS and plop it anywhere else and have it work. WINS is rapid-pace, it's gritty, it's of the streets, it's designed for and sounds like this city." ■ Of course, the other problem with dropping WINS into another market would be angering the 2.5 million New Yorkers who tune in each week for the information they count on. WINS has the largest cume of any news, talk or sports station in America, because it hasn't changed—and because it has.

"Some people call it an anachronism," Mason says. "It's a name that hasn't changed, it's a sound that is the same, it's still, 'You give us 22 minutes, we'll give you the world.' It's the one radio station that can give its call letters and dial position in three syllables, 10 . . . 10 . . . WINS." Having said that, Mason adds, "While it's never been a revolution, there's been evolutionary change. The core values of the radio station have not changed, [although] if you pull tapes out from 10, 20, even 30 years ago, it's a very different station. It's more contemporary, it's faster-paced. We don't talk about government process, we talk about the

**'We don't pretend to provide context, answers or solutions. We just give you the news.'**

—Mark Mason



news' impact on people's lives."

Dissecting what's different, Mason says, "There's a lot more sound on the air. We had readers that were 1:20 long. The longest thing we would read now without a piece of sound is 20 seconds." That, according to Mason, "adds to the pacing and cadence of the station."

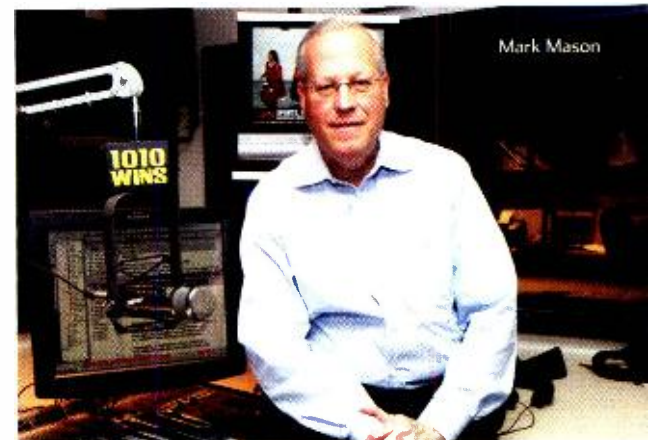
He has also encouraged anchors and reporters to be more creative in their writing, focusing on engaging the listener: "Tell me the story the way you would tell it if I ran into you at Starbucks. You'd never use the word 'perpetrator.'"

Encouraging staffers to be more creative is actually directing them back to the station's fundamentals: "Finding stories that are local or of local interest and telling them in compelling fashion; that's the heart of what we focus on."

Another WINS evolution is flexing the format. "Originally if the traffic was supposed to be a minute, it was a minute. Now when we have storms we stretch traffic and weather. It's not etched in stone," he says. "It's more like Silly Putty."

While the presentation and pacing have been updated since it became the first all-news station in the United States on April 19, 1965, WINS has not diverted from its initial format template. "The core thing is sticking to the format," Mason says. "We don't fool around. We respect our listeners' time. We don't pretend to provide context, answers or solutions. We just give you the news."

Another cornerstone of WINS' consistency is the staff. "We have editors, anchors and reporters who have been doing this a long time," and just as important, they are native New Yorkers. "This just isn't one of those places you drop in and start



Mark Mason

reporting or anchoring." Illustrating staff longevity is city hall correspondent Ed Brooks, the station's first news director, who recently turned 81. "He's an inspiration," Mason says.

A subtle yet trademark touch creates additional consistency. "We are one of the only stations in the country that uses a teletype effect as a background," he says, a hallmark of WINS' sound since its inception. "It provides this cadence and tempo. Even between words or sentences it's there, giving you the sense there is activity . . . a primer coat that is there all the time."

One final linchpin in WINS' consistency is its choice of language. "It's unpretentious," Mason says. "If we can say in one or two syllables what you might say in three or four, we do." This isn't to dumb down the product; it's about time. "We're doing this stuff quick. We're the [antithesis] of NPR."

An unexpected result of the station's delivery affected cab drivers, he adds. "Most have WINS on. The drivers need the traffic reports, plus it keeps them plugged into the weather and world news . . . Some of them will say they learned English listening to 1010 WINS."

As the world changes around WINS, Mason knows the evolution must continue. "I don't think this format is etched in stone; you can't take foolish chances, but I don't think you can be fearful of making a mistake either." He believes trying something that's well-thought-out and well-planned is not a failure. "Just be sure Mrs. McGuillicuddy doesn't wake up in the morning and say, 'What have you people done with my station?' People put a lot of trust in us. We never forget it, and we never let our newpeople forget it."

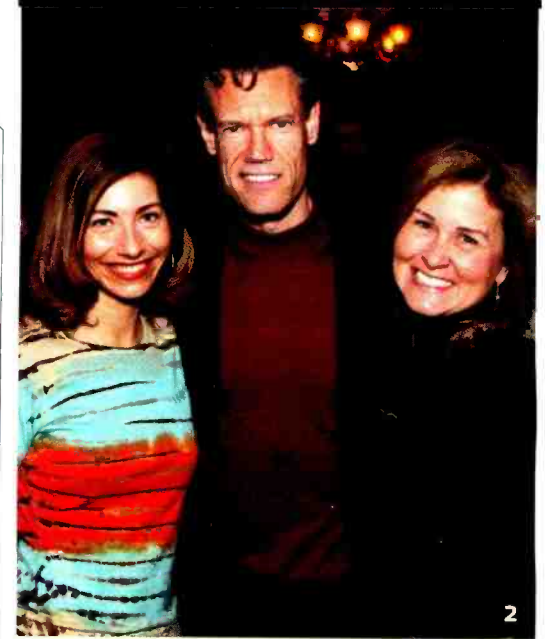
R&R



WINS anchor Judy D'Angelis



WINS anchor Brian Carey



## Music City Goes Boom For CRS

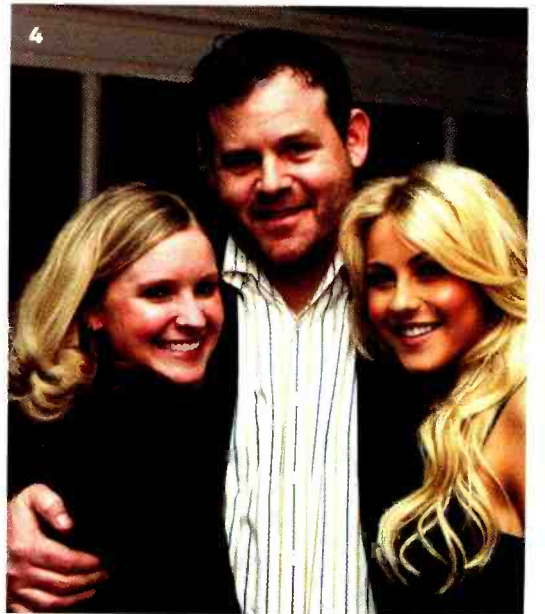
**1.** The Stage on Nashville's Lower Broadway played host to March 5 performances from BNA Records group the Lost Trailers and new RCA Nashville artist Crystal Shawanda. From left are Sony BMG Nashville executive VP Butch Waugh; Shawanda; Sony BMG Nashville marketing VP Tom Baldrice and chairman Joe Galante; the Lost Trailers' Manny Medina, Stokes Nielson and Andrew Nielson; Sony BMG Nashville executive VP of A&R Renee Bell; and the Lost Trailers' Ryder Lee and Jeff Potter.

### 2. Does This Make You Randy?

Multiplatinum legend Randy Travis performed to a radio industry crowd in an intimate setting March 4 at the Standard. Travis performed hits as well as new tracks from his forthcoming Warner Bros. album "Around the Bend." From left are WQMX/Akron air talent Shannon Alexander, Travis and WQMX PD Sue Wilson Cordle.

**3. Celebrity Apprentice** Trace Adkins invited four of his co-stars from NBC's "Celebrity Apprentice" to join him at Country

Radio Seminar. Marilu Henner, Omarosa Stallworth, Tiffany Fallon and Nely Galàn spent the day with Adkins doing interviews, meeting with country radio and watching him perform at the Global Cafe for "Club Capitol." From left are Stallworth, Fallon, Adkins, Henner and Galàn. **4. A Universal Party** Universal Music Group Nashville chairman Luke Lewis hosted his annual Country Radio Seminar dinner for radio execs and artists at his Nashville home. Among the acts in attendance were George Strait, Gary Allan, Vince Gill, Lee Ann Womack, David Nail, Billy Currington, Sugarland, Ashton Shepherd and newcomer Julianne Hough of "Dancing With the Stars" fame. From left are WUSN/Chicago APD Marci Braun, UMGN senior VP of promotion Royce Risser and Hough. **5. Show 'Nuff** Show Dog Nashville's Carter's Chord and Mica Roberts played for radio programmers March 5 at the label's headquarters. Toby Keith and guest Rodney Carrington welcomed the crowd via video message from the set of Keith's upcoming movie "Beer for My Horses," currently being filmed in New Mexico. From left are Roberts, WAMZ/Louisville PD Coyote Calhoun, WXTU/Philadelphia PD Bob McKay, Show Dog Northeast promoter Suzanne Durham and Show Dog VP of promotion Tom Moran. **6. Fantastic Faces** R&R co-sponsored the New Faces Show and Dinner with the Country Music Assn. Hanging out backstage after the show, from left in the front row, are Bucky Covington, R&R president/publisher Erica Farber, Jake Owens, R&R account executive Melissa Garn, Taylor Swift, Luke Bryan and Jason Michael Carroll. In the back row, from left, are R&R account executives Jessica Harrell and Michelle Rich and country editor R.J. Curtis. **7. He's Talking To Jackson** Alan Jackson, right, surprised former Arista Nashville VP of promotion Bobby Kraig with a performance after Kraig was inducted into the CRB Radio Hall of Fame March 4.



# Formats

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

## R&R SPIN SPOTLIGHT

### Record 'Break'-er

Britney Spears takes over the lead for most CHR/Top 40 hits this decade by a female, as "Break the Ice" skates in at No. 39. A look at the leaders since January 2000:

#### No. Of Hits, Artist

- 17, Britney Spears
- 16, Christina Aguilera
- 15, Jennifer Lopez
- 14, Pink
- 12, Mariah Carey
- 12, Avril Lavigne



Britney Spears

### Sapp Sticks To No. 1

"Never Would Have Made It" by Marvin Sapp returns to the Gospel summit for a 27th week, extending the chart record. Here are the titles that have each led for a whopping 25 weeks or more on their respective charts since the Nielsen BDS era dawned in 1990:

#### Weeks At No. 1, Format, Artist, Title, Years

- 31, regional Mexican, Palomo, "No Me Conoces Aun," 2001-02
- 28, AC, Uncle Kracker Featuring Dobie Gray, "Drift Away," 2003-04
- 27, gospel, Marvin Sapp, "Never Would Have Made It," 2007-08
- 26, rock, 3 Doors Down, "When I'm Gone," 2002-03
- 25, hot AC, Santana Featuring Rob Thomas, "Smooth," 1999-2000



Palomo

## THE SPIN



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

## AC's New Leading Ladies

Plumb's "In My Arms" (Curb/Reprise) pushes 16-15 at AC in its sixth week, continuing an impressive trend for new female artists at the format. The song becomes the third introductory single by a woman in 2008 to reach the top 15 in a half-dozen weeks or less, matching the rapid ascensions of Taylor Swift's "Teardrops on My Guitar" (Universal Republic) and Sara Bareilles' "Love Song" (Epic). Since the AC chart converted to Nielsen BDS data in 1993, in no previous year did three female artists ascend to the chart's top half so quickly. The most recent year in which two did so was 1998 (Faith Hill, Shania Twain). Further illustrating the current surge of girl power, eight other women grace this week's tally with their first entries.



Prior to this year's fast-moving trio, a female had not reached the top 15 in six or fewer frames with an initial AC offering since Natasha Bedingfield's "Unwritten" rose 16-14 in its fourth week on the March 31, 2006, chart.

### Linkin Park Moves 'Up'

Linkin Park moves into a tie with Godsmack and Korn for most Alternative chart appearances this decade as "Given Up" (Warner Bros.) enters at No. 32. The song is the band's 15th charting track and fourth from "Minutes to Midnight," the group's third consecutive studio album to yield at least that many chart hits.

### Swift's Second 'Song'

Taylor Swift becomes the first artist to simultaneously place two country songs on the CHR/Top 40 chart as "Our Song" (Universal Republic) debuts at No. 37. The track, which spent six weeks atop Country earlier this year, joins her former top 10 "Teardrops on My Guitar," which dips to No. 15. "Teardrops," meanwhile, continues its climb at AC, where the ballad rises 11-10 with the chart's second-best gain in plays (up 152).

## Pennywise Ends Alternative Ab-Cents

Pennywise returns to the Alternative chart for the first time in more than six years as "The Western World" (MySpace) opens at No. 34 with the week's second-largest spin increase (up 219). "World" is the quartet's third Alternative chart appearance and first since "F\*\*k Authority" peaked at No. 38 in July 2001. "World" instantly marks a career-best chart peak for the group, passing the No. 36 ranking of 1999's "Alien." After eight releases on Epitaph, the band's MySpace debut, "Reason to Believe," is due March 25.

## Double-Digit Moves At Triple A

For the first time in the 12-year history of the Nielsen BDS-fed Triple A chart, four songs leap 10 or more positions in the same week. Jumping the highest is Steve Winwood's collaboration with Eric Clapton, "Dirty City" (Columbia), which vaults 28-9 with Most Increased Plays (up 101) and Airpower honors. Airpower stripes also go to Jason Mraz, who soars 26-12 with "I'm Yours" (RRP). Rounding out the double-digit jumpers are the Black Crowes' "Goodbye Daughters of the Revolution" (Silver Arrow) (23-13) and Augustana's "Sweet and Low" (Epic) (27-17).

## Casting Crowns Pads Top 10 Tally

Casting Crowns' "Every Man" (PLG) jumps 13-10 on the Christian AC chart, tying the group with Jeremy Camp for the second-most top 10 songs since the Nielsen BDS-driven chart launched in July 2003. With nine apiece, Casting Crowns and Camp are outpaced only by MercyMe's 11 top 10s.

"Every Man" is Casting Crowns' record ninth straight top 10, an achievement also matched only by Camp.

## What Brown Can Do 'With You'

Chris Brown earns back-to-back Urban No. 1s and his third chart-topper overall, as "With You" (Zomba) paces 2-1 to halt Keyshia Cole's run with "I Remember" (Interscope) (1-3) at three weeks. Brown last led the chart for two weeks with "Kiss Kiss" in December and earned his first chart-topper as a featured artist with Johnta Austin on Bow Wow's "Shortie Like Mine" in 2006. Meanwhile, "With" collects its fourth week at No. 1 on the Rhythmic tally and is only 49 spins shy of toppling Flo Rida's "Low" (Atlantic), which reigns for a sixth at CHR/Top 40.





SBS expands into the music business

## Casting A Wide Network

Ken Tucker

KTucker@RadioandRecords.com

As record companies have increasingly experimented with the 360-degree concept in the past year, such Latin music labels as Sony BMG Norte and Universal Music Latin America have been at the forefront, expanding the scope of deals they sign with acts to encompass management, touring and sponsorships. ■ Now, a major media company is looking to do the same.

Spanish Broadcasting System, the media conglomerate that owns the powerful SBS Spanish-language radio network, the newly launched Mega TV station and Web site Lamusica.com, is integrating its entertainment division in order to offer artists promotional platforms in addition to branding opportunities via its relationships with advertising agencies and major sponsors.

To further complement its platform, SBS will start its own publishing division, which will initially house music created for its many TV and radio shows. The company plans to partner with various labels in joint ventures to produce and release physical and digital product as well, and it is considering opening a management division.

"From the perspective of a multimedia platform, we can be ideal support or a partner for the labels in the marketplace," SBS Entertainment managing director Oscar Llord says. "Along with the advertiser and ad agency relationships, it really creates a very big and powerful tool to be able to develop talent. And everybody benefits from the live performance arena, sponsorships, music sales, publishing, merchandising and endorsements."

The SBS Entertainment model differs from those of other Latin multimedia companies in the market—most notably Univision, Televisa and Venevision—in that it is crafted specifically to serve the music industry.

This distinction reflects the network's history of producing and promoting massive, radio-linked music events. In markets where SBS dominates the airwaves, such as Puerto Rico and New York, where tropical WSKQ (La Mega 97.9) has long been among the top-rated adult Gotham stations, such events have given the company considerable clout.

Until now, SBS has merely cross-promoted acts

between its shows and its stations, as so many other broadcasters do. The expanded division will specifically seek deals with established and up-and-coming artists and their labels.

At the same time, it will seek opportunity for SBS talent—such as TV hosts Alexis Valdés and Jaime Bayly and radio hosts Javier Ceriani and Polito Vega—who may want to branch out into other ventures. Examples might include personality-driven and -endorsed compilations or studio albums released as a joint venture with a label.

"It's very interesting because of the many platforms they offer," says Bruno Del Granado, who handles Ricky Martin. But he doesn't see SBS as a competitor to the many labels that already have management and sponsorship divisions in place. Instead, he says, SBS' extension allows it to propose 360 deals much like AEG or Live Nation has done.

"It's an ambitious plan, unless they fully embrace the 360 model," one record executive says. "And perhaps that's what they're aiming for: a kind of Live Nation but with the strength of a powerful radio network."

Llord, for his part, has owned at least two indie labels: RTP, which Sony Discos bought in the late 1990s, and, most recently, Ole, which shut down last year, leading to sales of most of its artist contracts to Universal. Most notably, Llord was Sony Discos chairman from 1996 to 2003, during which time parent company Sony Corp. also owned the Telemundo network.

## Inside The SBS Empire

Spanish Broadcasting System bills itself as the "largest publicly traded, Hispanic-controlled media and entertainment company in the United States." Founded in 1983, SBS owns and controls 20 stations in six key Latin markets: New York, Miami, Los Angeles, Chicago, San Francisco and Puerto Rico. While this is far fewer than many other major radio broadcasters, the stations' combined clout, in tandem with key properties (see below), makes them invaluable for Latin labels.

A look at the SBS media machine:

### Internet

**Lamusica.com:** A bilingual entertainment portal with emphasis on music.

**Mega.TV:** The companion site to the Mega TV station.

### Live Entertainment

Through its live entertainment division, SBS organizes 16-20 live events per year, which drew a combined attendance of 125,000 in 2007.

### TV

**Mega TV:** Launched in 2007 as a local Miami station, Mega TV can now be seen nationwide via DirecTV. As of the end of February, Mega will also be seen in Puerto Rico via DirecTV.

—Leila Cobo

### Radio

SBS' radio assets include WSKQ (Mega 97.9 FM) and WZNT (La Zeta)/Puerto Rico. On Jan. 5, SBS launched Miami's first regional Mexican station, WRAZ (La Raza 106.3).

"I've had a firsthand opportunity to see how you can get benefits out of combining the content being developed by the label and developing marketing plans in conjunction with a powerful media player," Llord says. "It's becoming increasingly difficult to break a new act. I hope that with our operation here now, this is something we can accomplish together."

As it turns out, Llord's conversations with SBS chairman/CEO Raul Alarcon, who has long wanted to expand into music, preceded his Sony days, but the timing had never been right.

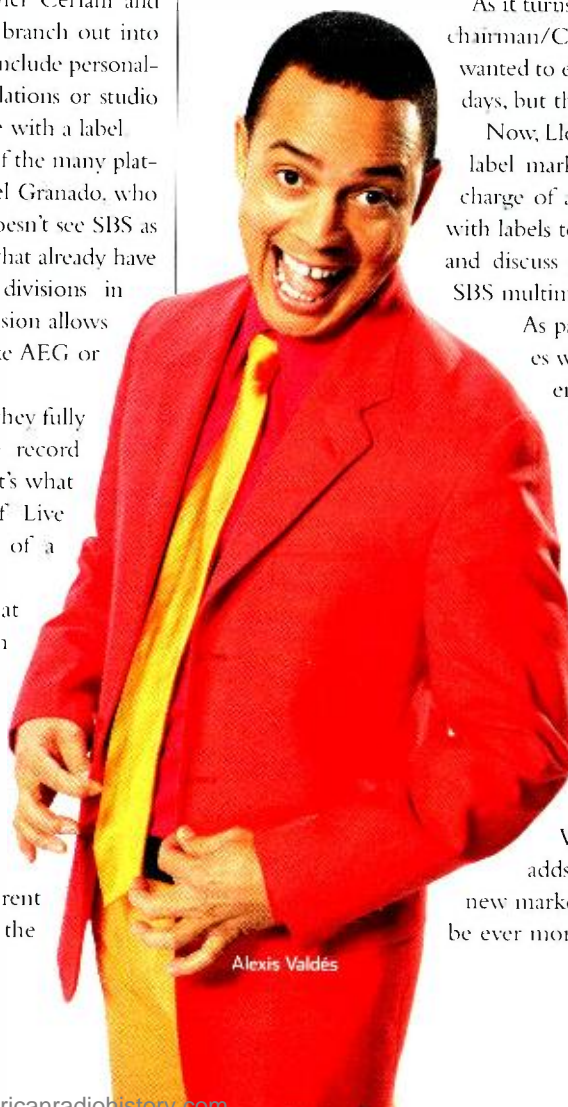
Now, Llord, along with Lucas Piña, a former label marketing and promotion executive in charge of artist relations for SBS, are meeting with labels to review upcoming priority releases and discuss possible marketing plans involving SBS multimedia and sponsor platforms.

As part of a new strategy, priority releases will now first go through Llord at the entertainment division. In turn, Llord will work in conjunction with SBS programming head Pio Ferro to set up and coordinate all of the moving parts of each plan.

"As we see physical sales diminishing, labels need an entity that will not only give them promotional exposure but also bring corporate dollars to the process," Llord says.

"I think it's the right time to develop more strategic alliances," Warner Music Latina VP of marketing Gabriela Martínez adds. "There are no formulas in this new market, so we have to look for allies and be ever more creative for the consumer."

—Leila Cobo, *Billboard*



Alexis Valdés

◆ **800,000 SPINS**

This Love/ **Maroon 5** /Octone/J/RMG

◆ **700,000 SPINS**

All Star/ **Smash Mouth** /Interscope  
I Will Remember You/ **Sarah McLachlan** /Arista  
Someday/ **Nickelback** /Roadrunner/RRP

◆ **600,000 SPINS**

Back At One/ **Brian McKnight** /Motown

◆ **500,000 SPINS**

Where The Green Grass Grows/ **Tim McGraw** /Curb

◆ **400,000 SPINS**

Home/ **Daughtry** /RCA/RMG  
No One/ **Alicia Keys** /MBK/J/RMG  
Paralyzer/ **Finger Eleven** /Wind-Up  
Umbrella/ **Rihanna Feat. Jay-Z** /SRP/Def Jam/IDJMG

◆ **300,000 SPINS**

Bubbly/ **Colbie Caillat** /Universal Republic  
Smack That/ **Akon Feat. Eminem** /SRC/Upfront/Konvict/Universal Motown

◆ **200,000 SPINS**

Clumsy/ **Fergie** /Will.I.Am/A&M/Interscope  
First Time/ **Lifehouse** /Geffen/Interscope  
Let It Go/ **Keyshia Cole Feat. Missy Elliott & Lil' Kim** /Imani/Geffen/Interscope  
Never Too Late/ **Three Days Grace** /Jive/Zomba  
Thanks Fr Th Mmrs/ **Fall Out Boy** /Fueled By Ramen/Island/IDJMG  
Wake Up Call/ **Maroon 5** /A&M/Octone/Interscope

◆ **100,000 SPINS**

Do You/ **Ne-Yo** /Def Jam/IDJMG  
Don't Stop The Music/ **Rihanna** /SRP/Def Jam/IDJMG  
I Don't Wanna Be In Love (Dance Floor Anthem)/ **Good Charlotte** /Daylight/Epic  
Letter To Me/ **Brad Paisley** /Arista Nashville  
Like You'll Never See Me Again/ **Alicia Keys** /MBK/J/RMG  
Love Like This/ **Natasha Bedingfield Feat. Sean Kingston** /Phonogenic/Epic  
Love Song/ **Sara Bareilles** /Epic  
Sensual Seduction/ **Snoop Dogg** /Doggystyle/Geffen/Interscope  
Stay/ **Sugarland** /Mercury  
Suffocate/ **J. Holiday** /Music Line/Capitol  
Sweetest Girl (Dollar Bill)/ **Wyclef Jean Feat. Akon, Lil Wayne & Niia** /Columbia  
Take You There/ **Sean Kingston** /Beluga Heights/Epic  
Watching Airplanes/ **Gary Allan** /MCA Nashville  
Winner At A Losing Game/ **Rascal Flatts** /Lyric Street  
With You/ **Chris Brown** /Jive/Zomba

◆ **50,000 SPINS**

All-American Girl/ **Carrie Underwood** /Arista Nashville  
Almost Easy/ **Avenged Sevenfold** /Hopeless/Warner Bros.  
Calabria 2008/ **Enur Feat. Natasja** /Ultra  
Calling You/ **Blue October** /Universal Motown  
God Must Be Busy/ **Brooks & Dunn** /Arista Nashville  
I Remember/ **Keyshia Cole** /Imani/Geffen/Interscope  
Long Road To Ruin/ **Foo Fighters** /Roswell/RCA/RMG  
Me Enamora/ **Juanes** /Universal Latino  
Pop Bottles/ **Birdman Feat. Lil Wayne** /Cash Money/Universal Motown  
Psycho/ **Puddle Of Mudd** /Flawless/Geffen/Interscop  
Rise Today/ **Alter Bridge** /Universal Republic  
Shiftwork/ **Kenny Chesney Duet With George Strait** /BNA  
Small Town Southern Man/ **Alan Jackson** /Arista Nashville  
Stop And Stare/ **OneRepublic** /Mosley/Interscope  
Superstar/ **Lupe Fiasco Feat. Matthew Santos** /1st & 15th/Atlantic  
What Kinda Gone/ **Chris Cagle** /Capitol Nashville

ANNOUNCING THE

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# SPIN AWARDS

FEBRUARY 2008

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WINNER!



Gabrielle Vaughn leaves full-time radio, but keeps one sandaled foot in the biz

## The Mythical 'Real Job' Your Parents Envisioned

Kevin Carter

KCarter@RadioandRecords.com

**I**n an industry like radio, whose inhabitants largely manage to survive without the fallback position of a Plan B, you sometimes come face to face with one of those fabled life decisions—arriving at a career crossroads and having to make a choice between the familiar radio road on the right and that dark and scary civilian fork on the left. ■ Such is the case for Gabrielle Vaughn, who is voluntarily walking away from a successful full-time radio career as MD/midday personality at Cox CHR/top 40 WBLI/ Nassau-Suffolk March 27 for what our parents referred to as “a real job.” In this case, she will run the wholesale division and serve as business manager for her brother’s growing business, Kai-Kai Sandal (kaikaisandal.com).

“It’s a suede sandal with a Brazilian rubber sole and great arch support, wonderfully comfortable—great for standing in the studio during my shift,” Vaughn says, crumpling in the free plug before we could stop her, dammit.

The best parts of Vaughn’s decision are three-fold: 1) She’s leaving radio on her own terms; 2) She’ll be working with family; and 3) She’s keeping one foot in radio. More on No. 3 in a minute.

Vaughn says she was at an industry event recently where everyone was talking about how lucky they were to still have jobs in a business that they love, but when opportunity knocked, in the form of younger brother Julian Kai Costanzo, she jumped.

Costanzo started his company in 2004 in the siblings’ hometown of Montauk, N.Y. “He’s a surfer, a lifeguard and a triathlete,” Vaughn says, describing the exact opposite of your textbook pasty radio person. “Both of us are runners, and he wanted to create a sandal that was just as comfortable as his running shoes.” The end product was the Kai-Kai sandal, which boasts a nice arch support and molds to your foot, so I am told. “In Montauk, everyone wears sandals all the time, but my brother wanted to be able to go from his lifeguard job out to dinner, then out dancing, without having to stop at home first,” she says.

His company began to grow, with two retail stores (so far) in Montauk and Key West, Fla. Then the wholesale requests started coming in,

and Costanzo needed someone to help carry the load and build the brand.

“I never envisioned working on the retail side,” Vaughn says, although she’s the only one in her family who doesn’t work in retail. “In radio, I deal with customer service all day long: people requesting songs, asking about the commercial they just heard, asking for phone numbers, etc. But I always had the benefit of talking to them over a mic, not face to face. This will be different.”

Let’s flash back some 11 years, to Amagansett, Long Island, where Vaughn got her radio start at the original incarnation of WBEA, working for Steve Ardolina, “who was so generous to give me a position doing the weather, which is when I fell in love with the industry,” she says. “I would tape the weather forecast, which would run at 7 p.m., 1 a.m. and 4 a.m. I remember I used to wake up in the middle of the night to listen to myself do the 1 a.m. and 4 a.m. weather.” Vaughn quickly progressed, and ended up spending eight years as APD/midday host at Nassau Broadcasting’s WPST/Trenton, N.J., before heading home to Long Island and the WBLI gig two years ago.

Despite her love of radio, Vaughn says the conversation with Costanzo that triggered her life decision was amazingly easy: “When my brother looked at me over dinner and said, ‘I want you to come work for me,’ it felt as though he had asked me for a ride to the train station. ‘Of course I’ll come work for you,’ I told him. It was just that

easy and such an extraordinary feeling. It was so exciting to make that decision. I thought, ‘I can’t fail, it’s family.’ It just felt right.

“Make no mistake: I absolutely love what I do, and I love being on the air,” she adds. “I feel like my ‘BLI listeners are sitting in their cars waiting for me to ask them a question so they can call and talk to me or text me. They’re fabulous. Having the opportunity to do middays at ‘BLI, on my home turf, has been a phenomenal experience.”

Despite how easy this all sounds, let’s not sugarcoat Vaughn’s decision: It wasn’t that easy to leave, she admits. “It felt like I was breaking up with a boyfriend. It was so difficult, but I knew how I felt about how I wanted my future to go. On the other hand, I knew I was leaving something that has been very good to me. I loved working for Cox, and I’m really glad I’m not moving far away. Eleven years is a great run, and I learned so much under the leadership of Jeremy Rice and Nancy Cambino, but I have faith in my brother. I can see his vision. He’s very much an entrepreneur.

“I would have never been able to start my own company. I would have been completely intimidated by the process, but my brother has embraced it. However, I can see where he needs help, and, as a big sister,” she says with a laugh, “I feel it’s my responsibility to say, ‘OK, move over, I can make these plans work. What do you need me to do?’ ”

Now, as March 27 looms, Vaughn is mentally preparing to make her momentous move, but, as previously hinted, she’s keeping one attractively sandaled foot in radio: She will continue to voice-track middays at Nassau’s WJYY/Concord, N.H., and do some voice-over work. “And, if whoever picks up my shift at ‘BLI ever goes on vacation, I’d love to fill in,” she says, while looking forward to one unexpected benefit of leaving radio: “In my 11 years of doing middays, I haven’t been able to have a proper lunch,” she says, “so I’m very excited about the idea of going out to lunch.”

Vaughn adds, “I’ve been extraordinarily lucky to have held the midday post at WBLI and WPST, and I’m grateful for the knowledge, encouragement and friendships I’ve gained from all of my industry peers. I’m thrilled to be embracing this new opportunity with my brother, while not completely leaving the industry. We’re in Montauk, N.Y., and Key West, Fla., so come visit me on the beach—literally!”

Vaughn can be reached at 917-375-8538 or gabriellevaughn@yahoo.com.

R&R

**‘In radio, I deal with customer service all day long. But I always had the benefit of talking to them over a mic, not face to face. This will be different.’**

—Gabrielle Vaughn



Vaughn and her brother, Costanzo, push the product in New York.



# R&R CHR/TOP 40

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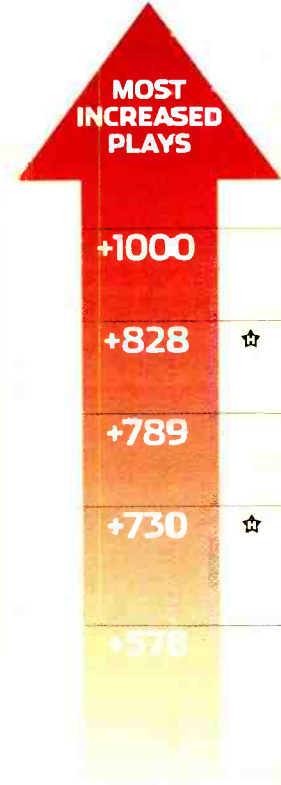
► MULTIMEDIA STAR **MILEY CYRUS** SETTLES INTO THE TOP 10 FOR THE FIRST TIME AS "SEE YOU AGAIN" STEPS 11-7. MEANWHILE, HER HOLLYWOOD RECORDS LABELMATES THE JONAS BROTHERS ALSO REACH A CAREER PEAK WITH "WHEN YOU LOOK ME IN THE EYES," AN AIRPOWER HONOREE AT NO. 19.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	18	<b>FLO RIDA FEATURING T-PAIN</b> LOW	<b>NO. 1 (6 WKS)</b>	11 <sup>3</sup> POE BOY/ATLANTIC	9366 -164	57.968	1
2	2	12	<b>CHRIS BROWN</b> WITH YOL		11 <sup>1</sup> JIVE/ZOMBA	9317 +179	56.969	2
3	3	13	<b>RIHANNA</b> DON'T STOP THE MUSIC		11 <sup>1</sup> SRP/DEF JAM/JMG	8533 +264	52.591	3
4	4	10	<b>SARA BAREILLES</b> LOVE SONG		11 <sup>1</sup> EPIC	8173 +828	46.494	4
5	7	7	<b>BUCKCHERRY</b> SORRY		11 <sup>1</sup> ELEVEN SEVEN/ATLANTIC	6520 +136	28.439	9
6	6	9	<b>SEAN KINGSTON</b> TAKE YOU THERE		11 <sup>1</sup> BELUGA HEIGHTS/EPIC	5533 -788	29.194	7
7	11	3	<b>MILEY CYRUS</b> SEE YOU AGAIN		11 <sup>1</sup> HOLLYWOOD	5504 +499	31.468	6
8	13	7	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> NO AIR		11 <sup>1</sup> JIVE/ZOMBA	5409 +730	37.666	5
9	7	26	<b>TIMBALAND FEATURING ONEREPUBLIC</b> APOLOGIZE		11 <sup>4</sup> MOSLEY/BLACKGROUND/INTERSCOPE	5298 -498	28.969	8
10	9	8	<b>LINKIN PARK</b> SHADOW OF THE DAY		11 <sup>1</sup> WARNER BROS.	4955 -262	26.474	11
11	10	20	<b>ALICIA KEYS</b> NO ONE		11 <sup>4</sup> MBK/J/RMG	4477 -774	24.973	13
12	15	4	<b>ONEREPUBLIC</b> STOP AND STARE		11 <sup>1</sup> MOSLEY/INTERSCOPE	4461 +91	25.445	12
13	8	23	<b>FERGIE</b> CLUMSY		11 <sup>2</sup> WILL.I.AM/A&M/INTERSCOPE	4417 -790	28.050	10
14	19	4	<b>MARIAH CAREY</b> TOUCH MY BODY		11 <sup>1</sup> ISLAND/IDJMG	4264 +578	24.622	14
15	12	8	<b>TAYLOR SWIFT</b> TEAROROPNS ON MY GUITAR		11 <sup>2</sup> BIG MACHINE/UNIVERSAL REPUBLIC	4102 -621	20.035	17
16	17	9	<b>THREE DAYS GRACE</b> NEVER TOO LATE		11 <sup>2</sup> JIVE/ZOMBA	4004 +119	15.882	23
17	14	24	<b>JORDIN SPARKS</b> TATTOO		11 <sup>1</sup> JIVE/ZOMBA	3924 -667	21.025	16
18	20	8	<b>DAUGHTY</b> FEELS LIKE TONIGHT	<b>AIRPOWER</b>	11 <sup>1</sup> RCA/RMG	3562 +42	17.490	18
19	22	5	<b>JONAS BROTHERS</b> WHEN YOU LOOK ME IN THE EYES	<b>AIRPOWER</b>	11 <sup>1</sup> HOLLYWOOD	3493 +452	17.411	19
20	26	3	<b>USHER FEAT. YOUNG JEEZY</b> LOVE IN THIS CLUB	<b>AIRPOWER/MOST INCREASED PLAYS</b>	11 <sup>1</sup> LAFACE/ZOMBA	3467 +1000	21.848	15
21	16	20	<b>WYCLEF JEAN FEATURING AKON, LIL WAYNE &amp; NIIA</b> SWEETEST GIRL (DOLLAR BILL)		11 <sup>1</sup> COLUMBIA	3437 -807	16.164	21
22	21	8	<b>SNOO DOGG</b> SENSUAL SEDUCTION		11 <sup>1</sup> DOGGYSTYLE/EPFFEN/INTERSCOPE	3405 +10	15.884	22
23	25	6	<b>LUPE FIASCO FEATURING MATTHEW SANTOS</b> SUPERSTAR		11 <sup>1</sup> 1ST & 15TH/ATLANTIC	2930 +360	17.160	20
24	23	17	<b>BOYS LIKE GIRLS</b> HERO/HEROINE		11 <sup>1</sup> COLUMBIA	2851 -43	11.255	28
25	30	3	<b>LEONA LEWIS</b> BLEEDING LOVE		11 <sup>1</sup> SYCO/J/RMG	2426 +789	11.952	25
26	28	9	<b>LIFHOUSE</b> WHATEVER IT TAKES		11 <sup>1</sup> EPFFEN/INTERSCOPE	2100 +102	6.470	34
27	33	5	<b>ALICIA KEYS</b> LIKE YOU'LL NEVER SEE ME AGAIN		11 <sup>1</sup> MBK/J/RMG	1775 +430	11.874	26
28	32	7	<b>CASCADA</b> WHAT HELPS THE MOST		11 <sup>1</sup> ROBBINS	1499 +33	13.258	24
29	29	13	<b>ENUR FEATURING NATASJA</b> CALABRIA 2008		11 <sup>1</sup> ULTRA	1498 -305	11.435	27
30	34	3	<b>CHERISH FEATURING YUNG JOC</b> KILLA		11 <sup>1</sup> SHONUFF/CAPITOL	1468 +123	8.531	32
31	31	14	<b>PLIES FEATURING AKON</b> HYPNOTIZED		11 <sup>1</sup> BIG GATES/SLIP-N-SLIDE/ATLANTIC	1321 -193	9.683	30
32	36	4	<b>COLBIE CAILLAT</b> REALIZE		11 <sup>1</sup> UNIVERSAL REPUBLIC	1320 +127	4.944	39
33	3E	2	<b>NATASHA BEDINGFIELD</b> POCKETFUL OF SUNSHINE		11 <sup>1</sup> PHONOGENIC/EPIC	1269 +229	6.368	35
34	4C	2	<b>FLYLEAF</b> ALL ABOUT ME		11 <sup>1</sup> A&M/OCTONE/INTERSCOPE	1078 +136	6.003	37
35	3E	20	<b>SANTANA FEATURING CHAD KROEGER</b> INTO THE NIGHT		11 <sup>1</sup> ARISTA/RMG	1044 -257	4.432	-
36	NEW		<b>WEBBIE, LIL' PHAT &amp; LIL' BOOSIE</b> INDEPENDENT		11 <sup>1</sup> TRILL/ASYLUM/ATLANTIC	1009 +182	6.110	36
37	NEW		<b>TAYLOR SWIFT</b> OUR SONG		11 <sup>1</sup> BIG MACHINE/UNIVERSAL REPUBLIC	894 +212	2.698	-
38	3E	16	<b>BRITNEY SPEARS</b> PIECE OF ME		11 <sup>1</sup> JIVE/ZOMBA	868 -118	10.054	29
39	NEW		<b>BRITNEY SPEARS</b> BREAK THE ICE		11 <sup>1</sup> JIVE/ZOMBA	863 +148	8.761	31
40	NEW		<b>MATCHBOX TWENTY</b> THESE HARD TIMES		11 <sup>1</sup> MELISMA/ATLANTIC	838 +5	2.473	-



ARTIST TITLE / LABEL	NEW STATIONS
<b>FERRAS</b> Hollywood's Not America (Capitol)	16
<b>LEONA LEWIS</b> Bleeding Love (SYCO/J/RMG)	14
<b>JESSE MCCARTNEY</b> Leavin' (Hollywood)	14
<b>NATASHA BEDINGFIELD</b> Pocketful Of Sunshine (Phonogenic/EPIC)	13
<b>FERGIE</b> Finally (Will.i.am/A&M/Interscope)	13
<b>USHER FEAT. YOUNG JEEZY</b> Love In This Club (LaFace/Zomba)	11
<b>TAYLOR SWIFT</b> Our Song (Big Machine/Universal Republic)	11
<b>RAY J &amp; YUNG BERG</b> Sexy Can I (Knockout/Deja 34/EPIC/Koch)	11
<b>LUPE FIASCO FEAT. MATTHEW SANTOS</b> Superstar (1st & 15th/Atlantic)	10
<b>WEBBIE, LIL' PHAT &amp; LIL' BOOSIE</b> Independent (Trill/Asylum/Atlantic)	10

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>FERRAS</b> Hollywood's Not America (Capitol)	701/206	<b>J. HOLIDAY</b> Suffocate (Music Line/Capitol)	497/0
<b>RAY J &amp; YUNG BERG</b> Sexy Can I (Knockout/Deja 34/Koch-Epic)	604/238	<b>GAVIN DEGRAW</b> In Love With A Girl (J/RMG)	472/78
<b>BOW WOW &amp; OMARION</b> Hey Baby (Jump Off) (T.U.G./Columbia)	584/49	<b>DANITY KANE</b> Damaged (Bad Boy/Atlantic)	400/163
<b>FERGIE</b> Finally (Will.i.am/A&M/Interscope)	531/250	<b>SIMPLE PLAN</b> Your Love Is A Lie (Lava/Atlantic/RRP)	390/121
<b>KELLY ROWLAND</b> Daylight (Music World/Columbia)	505/72	<b>C-SIDE FEAT. KEYSHIA COLE</b> Boyfriend Girlfriend (1720/PTMG)	340/15
	34		30



+1000	<b>USHER FEAT. YOUNG JEEZY</b> Love In This Club (LaFace/Zomba) WKFS +33, WKXS +28, WBLI +27, WKSC +25, WDJQ +24, WNJU +23, WKSS +23, WXPY +23, WJJB +22, WXSX +21
+828	<b>SARA BAREILLES</b> Love Song (Epic) WLDI +44, WXPY +44, WKKS +40, WIOQ +39, WHBQ +34, WAKZ +33, KBKS +32, WHPK +32, WDJQ +30, KRUF +29
+789	<b>LEONA LEWIS</b> Bleeding Love (SYCO/J/RMG) WNJU +48, WXPY +30, WWSR +26, WIOQ +26, WAEZ +24, KZCH +24, KSPW +24, KHFI +23, WKCG +20, WFMF +19
+730	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> No Air (Jive/Zomba) WPKS +45, WKZF +38, KSAS +37, WKSC +37, KKPX +36, WNJU +34, KKRZ +31, WKST +29, WDKF +28, KZHT +26
+578	<b>MARIAH CAREY</b> Touch My Body (Island/IDJMG) KSPW +27, WKSZ +24, WWSR +24, WXPY +20, WAEZ +20, WDKF +19, WAEV +19, WHBQ +19, WJJB +17

**ADDED AT... KDND**  
PD: Dan Mason  
MD: Christopher K.  
Ray J & Yung Berg, Sexy Can I 22  
Taylor Swift, Our Song, 18  
Panic At The Disco, Nine In The Afternoon, 9

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FOR WEEK ENDING MARCH 9, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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► **JORDIN SPARKS' CAREER IS OFF TO QUITE A HOT START AS "NO AIR" BECOMES HER SECOND STRAIGHT TOP 10 ON THE MONITORED U.S. CHR/TOP 40 CHART (13-8) AND THE CANADA CHR/TOP 40 LIST (14-10).**

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## CHR/TOP 40 INDICATOR REPORTERS

<b>KQID/Alexandria, LA</b> PD: Squirrel MD: Jessica	<b>WDAY/Fargo, ND</b> PD: Troy Dayton MD: Zander Kelly	<b>WQGN/New London, CT</b> PD: Julie Johnson
<b>KGOT/Anchorage, AK</b> OM: Mark Murphy PD/MD: Bill Stewart	<b>KMXF/Fayetteville, AR</b> OM: Dave Ashcraft PD/MD: Jay Steele	<b>WSPK/Newburgh, NY</b> PD: Scotty Mac APD: Sky Walker MD: Danny Valentino
<b>WWBX/Bangor, ME</b> PD: Tommy Frank	<b>WMSR/Florence, AL</b> OM: Brian Landrum PD: Jon "Fatguy" Marte	<b>KCRS/Odessa, TX</b> PD/MD: Nate Rodriguez
<b>KRSQ/Billings, MT</b> OM/PD: Kylie McCoy	<b>WJMX/Florence, SC</b> OM: Randy "Mudflap" Wilcox PD/MD: Fisher	<b>WILN/Panama City, FL</b> PD: Chris Alan MD: Spoon
<b>WWYL/Binghamton, NY</b> PD: Matt Johnson	<b>KISR/Ft. Smith, AR</b> OM/PD: "Big Dog" Rick Hayes APD/MD: Mike "Mike at Night" Oldham	<b>WPIA/Peoria, IL</b> OM: Gabe Reynolds PD/MD: Don "Big D" Black
<b>WBNQ/Bloomington, IL</b> OM: Dan Westhoff PD: Dave Adams APD: Chad Fasig MD: Mason Schreder	<b>KKXL/Grand Forks, ND</b> OM: Rick Acker PD/MD: Trevor D APD: Dave Andrews	<b>KRCR/Rapid City, SD</b> OM/PD: Charlie O'Douglas MD: Kurt Summers
<b>KNDE/Bryan, TX</b> OM/PD: Tucker Young	<b>WQPO/Harrisonburg, VA</b> PD: Bobby Mason MD: Ryan O'Bryan	<b>KJCK/Salina, KS</b> PD: Robert Elfman
<b>WRZE/Cape Cod, MA</b> OM: Steve McVie PD: David Duran	<b>KLAZ/Hot Springs, AR</b> OM/PD: Keith Michaels APD/MD: Aaron Garrett	<b>KIXY/San Angelo, TX</b> OM: Jay Michaels PD/MD: David Carr
<b>KTRS/Casper, WY</b> OM/PD: Donovan Short	<b>WKEE/Huntington, WV</b> PD: Jim Davis APD/MD: Gary Miller	<b>Music Choice Hit List/Satellite</b> PD: Justin Prajer MD: Michael Schwab
<b>KZIA/Cedar Rapids, IA</b> OM: Rob Norton PD: Greg Runyon APD: Chris Jackson MD: Ric Swann	<b>KSYN/Joplin, MO</b> OM: Chad Elliot PD: Steve Kraus MD: Chris Cortez	<b>WXER/Sheboygan, WI</b> OM: Patrick Pendergast PD/MD: Ron Simonet
<b>WQQB/Champaign, IL</b> OM: Morgan Kane PD: Joe McIntyre	<b>WAZY/Lafayette, IN</b> PD/MD: Jimmy Knight	<b>WNDV/South Bend, IN</b> PD: Karen Rite MD: Scotty Wylde
<b>WHITE/Charlottesville, VA</b> OM: Vinnie Kice PD/MD: PJ Styles	<b>KFRX/Lincoln, NE</b> OM: Lester St. James PD: Matt McKay APD/MD: JJ Ryan	<b>KCLD/St. Cloud, MN</b> OM: Matt Senne PD: JJ Holiday APD: Wayne D. MD: Timmy Daniels
<b>WJYY/Concord (Lakes Region), NH</b> PD/MD: AJ Dukette	<b>KZII/Lubbock, TX</b> OM: Wes Nessmann PD: Jacqui Neal	<b>WHTF/Tallahassee, FL</b> PD/MD: Brian O'Conner
<b>WKMX/Dothan, AL</b> PD: Trent Michaels MD: Chris Alan	<b>WCIL/Marion, IL</b> PD: Jon E Quest MD: Ivy	<b>WMGI/Terre Haute, IN</b> PD/MD: Jamie Dawson
<b>WBIZ/Eau Claire, WI</b> OM: Mike Cushman PD/MD: Jare E. Jordan	<b>KIFS/Medford, OR</b> PD/MD: Gemineye Mayers	<b>WKHQ/Traverse City, MI</b> PD: Dave B. Goode MD: Lunchbox
<b>WNKI/Elmira, NY</b> OM/PD: Scott Free MD: Eric McKay	<b>WJDQ/Meridian, MS</b> OM/PD: Bob O'Dell	<b>KUJ/Tri-Cities, WA</b> PD: AJ Brewster
<b>WRTS/Erie, PA</b> PD: Jessica Curry APD: Danial Baxter	<b>KNOE/Monroe, LA</b> OM/PD: Bobby Richards	<b>WWKZ/Tupelo, MS</b> OM/PD: Rick Stevens
<b>WDKS/Evansville, IN</b> PD: Keith Curry	<b>WVAQ/Morgantown, WV</b> OM: Hopsy Kercheval PD: Lacy Neff	<b>WIFC/Wausau, WI</b> PD: Jammin' Joe Malone MD: Belky
<b>WSTO/Evansville, IN</b> OM: Tim Huelsing PD: Jason Addams	<b>WWXM/Myrtle Beach, SC</b> OM: Jimmy Fueger PD: Ron Roberts MD: Larry Knight	<b>WAZO/Wilmington, NC</b> OM/PD: Jerry Mac
	<b>KFFM/Yakima, WA</b> OM: Ron Harris PD/MD: Steve Rocha	

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	CHR/TOP 40 INDICATOR	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	2	10	CHRIS BROWN WITH YOU		JIVE/ZOMBA	3416 +135
2	3	10	SARA BAREILLES LOVE SONG		EPIC	3291 +169
3	1	16	FLO RIDA FEAT. T-PAIN LOW		POE BOY/ATLANTIC	3249 -64
4	4	11	RIHANNA DON'T STOP THE MUSIC		SRP/DEF JAM/IDJMG	3146 +77
5	6	18	BUCKCHERRY SORRY		ELEVEN SEVEN/ATLANTIC	2664 +182
6	5	16	SEAN KINGSTON TAKE YOU THERE		BELUGA HEIGHTS/EPIC	2546 -103
7	9	10	MILEY CYRUS SEE YOU AGAIN		HOLLYWOOD	2485 +223
8	7	17	LINKIN PARK SHADOW OF THE DAY		WARNER BROS.	2229 -93
9	14	7	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		19/JIVE/ZOMBA	1979 +207
10	10	15	TAYLOR SWIFT TEARDROPS ON MY GUITAR		BIG MACHINE/UNIVERSAL REPUBLIC	1948 -16
11	13	11	ONEREPUBLIC STOP AND STARE		MOSLEY/INTERSCOPE	1899 +131
12	8	18	ALICIA KEYS NO ONE		MBK/J/RMG	1823 -395
13	15	9	DAUGHTRY FEELS LIKE TONIGHT		RCA/RMG	1802 +65
14	11	21	FERGIE CLUMSY		WILL.I.AM/A&M/INTERSCOPE	1681 -239
15	21	3	MARIAH CAREY TOUCH MY BODY		ISLAND/IDJMG	1676 +303
16	12	24	TIMBALAND FEAT. ONEREPUBLIC APOLOGIZE		MOSLEY/BLACKGROUND/INTERSCOPE	1628 -203
17	18	15	THREE DAYS GRACE NEVER TOO LATE		JIVE/ZOMBA	1607 +99
18	20	13	SNOOP DOGG SENSUAL SEDUCTION		DOGGYSTYLE/GEFFEN/INTERSCOPE	1478 +88
19	23	6	LUPE FIASCO FEAT. MATTHEW SANTOS SUPERSTAR		1ST & 15TH/ATLANTIC	1423 +163
20	25	3	USHER FEAT. YOUNG JEEZY LOVE IN THIS CLUB		LAFACE/ZOMBA	1419 +295
21	22	5	JONAS BROTHERS WHEN YOU LOOK ME IN THE EYES		HOLLYWOOD	1399 +94
22	24	14	BOYS LIKE GIRLS HERO/HEROINE		COLUMBIA	1233 +56
23	17	17	WYCLEF JEAN FEAT. AKON, LIL WAYNE & NIIA SWEETEST GIRL (DOLLAR BILL)		COLUMBIA	1220 -437
24	32	3	LEONA LEWIS BLEEDING LOVE		SYCO/J/RMG	996 +243
25	30	7	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		MBK/J/RMG	916 +121
26	29	10	LIFEHOUSE WHATEVER IT TAKES		GEFFEN/INTERSCOPE	892 +93
27	28	8	CASCADA WHAT HURTS THE MOST		ROBBINS	884 +62
28	7	19	SANTANA FEAT. CHAD KROEGER INTO THE NIGHT		ARISTA/RMG	681 -155
29	26	19	CHRIS BROWN FEAT. T-PAIN KISS KISS		JIVE/ZOMBA	655 -162
30	33	13	ENUR FEAT. NATASJA CALABRIA 2008		ULTRA	645 -75
31	36	3	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE		PHONOGENIC/EPIC	643 -160
32	31	20	PARAMORE MISERY BUSINESS		FUELED BY RAMEN/RRP	643 -69
33	38	4	COLBIE CAILLAT REALIZE		UNIVERSAL REPUBLIC	473 +23
34	NEW	NEW	CHERISH FEAT. YUNG JOC KILLA		SHO'NUFF/CAPITOL	454 +122
35	40	2	WEBBIE, LIL' PHAT & LIL BOOSIE INDEPENDENT		TRILL/ASYLUM/ATLANTIC	442 +73
36	7	9	BLUE OCTOBER CALLING YOU		UNIVERSAL MOTOWN	416 -59
37	35	19	NATASHA BEDINGFIELD FEAT. SEAN KINGSTON LOVE LIKE THIS		PHONOGENIC/EPIC	412 -60
38	34	11	FLIES FEAT. AKON HYPNOTIZED		BIG GATES/SLIP-N-SLIDE/ATLANTIC	409 -221
39	NEW	NEW	FLYLEAF ALL AROUND ME		A&M/OCTONE/INTERSCOPE	399 +119
40	39	4	J. HOLIDAY SUFFOCATE		MUSIC LINE/CAPITOL	386 -29

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	CANADA CHR/TOP 40	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	14	FLO RIDA FEATURING T-PAIN LOW		POE BOY/ATLANTIC/WARNER	637 +2
2	2	9	CHRIS BROWN WITH YOU		JIVE/SONY BMG	554 -12
3	3	20	WYCLEF JEAN FEAT. AKON, LIL WAYNE & NIIA SWEETEST GIRL (DOLLAR BILL)		COLUMBIA/SONY BMG	431 -45
4	4	4	MARIAH CAREY TOUCH MY BODY		ISLAND/UNIVERSAL	424 +55
5	7	20	HEDLEY FOR THE NIGHTS I CAN'T REMEMBER		UNIVERSAL	422 +19
6	4	27	RIHANNA DON'T STOP THE MUSIC		SRP/DEF JAM/UNIVERSAL	392 -72
7	6	14	SEAN KINGSTON TAKE YOU THERE		BELUGA HEIGHTS/EPIC/SONY BMG	386 -27
8	5	16	ELISE ESTRADA UNLOVE YOU		ROCKSTAR	385 -30
9	9	17	ENUR FEATURING NATASJA CALABRIA 2008		ULTRA	380 +3
10	14	6	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		19/JIVE/SONY BMG	374 +34
11	22	3	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB		LAFACE/SONY BMG	363 +116
12	13	9	MILEY CYRUS SEE YOU AGAIN		HOLLYWOOD/UNIVERSAL	356 +15
13	8	17	BRITNEY SPEARS PIECE OF ME		JIVE/SONY BMG	356 -45
14	16	7	SARA BAREILLES LOVE SONG		EPIC/SONY BMG	338 +33
15	11	11	JANET FEEDBACK		ISLAND/UNIVERSAL	329 -22
16	18	9	BUCKCHERRY SORRY		ELEVEN SEVEN/UNIVERSAL	315 +32
17	15	25	SANTANA FEATURING CHAD KROEGER INTO THE NIGHT		ARISTA/SONY BMG	292 -20
18	12	20	ALICIA KEYS NO ONE		MBK/J/SONY BMG	288 -61
19	17	26	TIMBALAND FEAT. ONEREPUBLIC APOLOGIZE		MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	269 -29
20	23	6	STATE OF SHOCK HEARTS THAT BLEED		CORDOVA BAY	253 +13
21	34	4	JULLY BLACK UNTIL I STAY		UNIVERSAL	246 +52
22	21	7	SUM 41 WITH ME		AQUARIUS	244 -4
23	20	13	DANNY FERNADES FEATURING JUELZ SANTANA CURIOUS		FORTUNE 5	243 -14
24	40	5	LEONA LEWIS BLEEDING LOVE		SYCO/J/SONY BMG	240 +64
25	24	13	KREESHA TURNER BOUNCE WITH ME		EMI	240 +6
26	25	29	THREE DAYS GRACE NEVER TOO LATE		JIVE/SONY BMG	238 +8
27	19	18	JORDIN SPARKS TATTOO		19/JIVE/SONY BMG	237 -31
28	39	3	SIMPLE PLAN YOUR LOVE IS A LIE		LAVA/ATLANTIC/WARNER	234 +54
29	27	18	LINKIN PARK SHADOW OF THE DAY		WARNER BROS./WARNER	233 +7
30	29	12	ONEREPUBLIC STOP AND STARE		MOSLEY/INTERSCOPE/UNIVERSAL	214 -2

FOR WEEK ENDING MARCH 9, 2008

♦ indicates CanCon



Jill Strada shows that female execs can be themselves, while remaining likeable and respected

## Just Do You

Darnella Dunham

DDunham@RadioandRecords.com

**J**ill Strada, APD/MD at Emmis' WQHT (Hot 97)/New York entered, radio as an intern while she was in college more than a decade ago. Interning at CBS Radio's WJHM (102 Jamz)/Orlando led to a paid position in the promotion department after graduation. A few years later, Strada segued to Cox Radio's WPYO (Power 95.3)/Orlando, where she moved up to promotion director, then added MD duties to her responsibilities. Strada was promoted to PD in December 2005, and impressed many when WPYO came in first in the market with listeners 12+, 18-34 and 12-24 in the fall 2006 survey.

In July 2007, Strada was brought onboard as APD/MD at Hot 97. "Jill's energy and passion to make great radio is what we wanted to add to the fabric of Hot 97," PD Ebro Darden said at the time of her hiring.

While working her way up the ranks as a manager in Orlando, Strada was able to maintain the delicate balance between being strong and well-liked, between respected and gregarious. But she didn't need to put on a tough

### Pre-PPM Tweaks Pay Off For Hot 97

In the fall 2007 Arbitron survey, WQHT (Hot 97)/New York finished tied for first place in the 18-34 demographic with Clear Channel CHR/top 40 WHTZ (Z100), after spending the last several books in second place.

Late last year, before Arbitron announced its plans to delay the rollout of the PPM in New York and other markets, the Emmis PPM strategy team on Sept. 18 released Hot 97's fall programming plans for the new methodology. PPM may not be the ratings currency in the market just yet, but the tweaks seem to be working already.

Instead of making changes musically or with its personalities, Hot 97 prepped for the fall book by enhancing its contesting. The station also added two features designed to help ignite appointment listening. The new contesting model, called Hotspots, reinforced weekdays at 7 a.m., 11 a.m., 3 p.m. and 7 p.m. as times to tune in for the chance to win prizes.

Daily top-of-the-hour news updates with

former morning show sidekick Miss Info were also added from 10 a.m. to 5 p.m. Info gives an update on entertainment, news and all things hip-hop in 60 seconds or less. Another new feature is the " '90s at Nine" mix, weekdays at 9 p.m. Host Funkmaster Flex spins his favorites from the decade that made him a hip-hop legend.

These additions have also provided the Hot 97 sales team more sponsorship opportunities to present current and potential clients. According to Emmis/New York director of sales Alex Cameron, "Over time, PPM will bring the ability to more accurately project feature event programming ratings and value, which benefits everyone. While pricing will always reflect supply and demand, there will be less speculation surrounding a special event's ability to impact ratings and ultimately the client's [return on investment] on these types of partnerships, bringing us closer to measuring relevance and engagement."—DD

**'I can get a little more intense at work, but the core of who I am remains the same.'**

—Jill Strada



**'As a woman, you just face different challenges than men do. But at the end of the day, we are all challenged with something.'**

—Jill Strada

vener and develop a New York state of mind when she joined Hot 97: Strada has been able to be herself and maintain a positive relationship with some of hip-hop's biggest personalities. "I think Floridians always thought that my personality was very aggressive," Strada says, "so I fit in perfectly in New York."

The aggressive side of her persona is complemented by an outgoing side. But she didn't have to forsake her lively disposition in order to grow in the management arena and gain the respect of her superiors, peers and those who reported to her.

"I believe that you have to be able to present yourself appropriately in any given situation," Strada says. "I am definitely outgoing,

that's just my personality, but I know when to tone it down." Her personality is consistent in and out of the office, she maintains: "I can get a little more intense at work, but the core of who I am remains the same."

A challenging part of management is disciplining staffers, but she deals with it accordingly. Strada says, "Disciplining my staff is not one of my favorite things, but it is necessary sometimes. When I have to, I come from a

place of respect and I expect the same in return. I will explain why they are being regulated. I do not like to surprise a subordinate with punishment. We have usually had a conversation about an issue before it gets to the point of a write-up or suspension."

Hot 97 is oozing with legendary personalities and mixers, but working with living hip-hop legends has been a smooth transition for Strada.

"I didn't feel awkward," she says. "I have a great respect for all of the personalities and DJs at Hot 97. When I got here, everyone was really cool and they all made me feel welcome. The major difference for me is that I worked with a young team at WPYO, so developing the personalities and DJs was a huge focus. The team at Hot 97 has done this thing for years; they got it down. But when challenged with new obstacles, such as PPM, they are all open to feedback on how to continuously better themselves. It's an honor to work with such professionals."

Being a woman in a powerful position is not an issue for Strada. "As a woman, you just face different challenges than men do. But at the end of the day, we are all challenged with something."

Also, it's not necessary for female programmers to go out of their way to be tough in order to gain respect. She notes that that's "not really a male or female thing, it's just a personality thing. Success in radio has everything to do with your skill as a programmer. If you have to be tough to get the job done, then so be it. I play it cool most of the time, but when necessary, I go in! Every situation has to be finessed in its own way." R&R



▶ THE CHART WELCOMES THE MOST NEW SONGS TO THE AIRPOWER THRESHOLD SINCE JANUARY OF LAST YEAR. **2 PISTOLS** LEADS THE PACK WITH "SHE GOT IT" (15-14).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	14	<b>CHRIS BROWN</b> WITH YOU	<b>NO. 1 (4 WKS)</b>	JIVE/ZOMBA	5694 -156	46.837 1
2	3	14	<b>WEBBIE, LIL' PHAT &amp; LIL' BOOSIE</b> INDEPENDENT		TRILL/ASYLUM/ATLANTIC	5104 -27	31.909 3
3	2	26	<b>FLO RIDA FEATURING T-PAIN</b> LOW		POE BOY/ATLANTIC	4964 -447	37.694 2
4	9	7	<b>RAY J &amp; YUNG BERG</b> SEXY CAN I		KNOCKOUT/DEJA 34/EPIC/KOCH	3719 +630	25.122 7
5	5	17	<b>J. HOLIDAY</b> SUFOCATE		MUSIC LINE/CAPITOL	3663 -80	22.823 10
6	8	4	<b>MARIAH CAREY</b> TOUCH MY BODY		ISLAND/IDJMG	3592 +362	26.402 5
7	6	9	<b>RIHANNA</b> DON'T STOP THE MUSIC		SRP/DEF JAM/IDJMG	3522 +116	25.110 8
8	13	4	<b>USHER FEAT. YOUNG JEEZY</b> LOVE IN THIS CLUB	<b>MOST INCREASED PLAYS</b>	LAFACE/ZOMBA	3462 +740	25.215 6
9	4	15	<b>SNOOP DOGG</b> SENSUAL SEDUCTION		DOGGYSTYLE/GEFFEN/INTERSCOPE	3377 -542	28.136 4
10	10	9	<b>LUPE FIASCO FEATURING MATTHEW SANTOS</b> SUPERSTAR		1ST & 15TH/ATLANTIC	3068 +42	23.108 9
11	12	21	<b>SEAN KINGSTON</b> TAKE YOU THERE		BELUGA HEIGHTS/KOCH/EPIC	2823 +19	16.761 12
12	7	15	<b>ALICIA KEYS</b> LIKE YOU'LL NEVER SEE ME AGAIN		MBK/J/RMG	2674 -661	15.849 13
13	11	16	<b>PITBULL FEATURING LIL JON</b> THE ANTHEM		FAMOUS ARTISTS/TVT	2657 -190	22.225 11
14	15	8	<b>2 PISTOLS FEAT. T-PAIN &amp; TAY DIZM</b> SHE GOT IT	<b>AIRPOWER</b>	UNIVERSAL REPUBLIC	2465 +263	14.193 16
15	14	20	<b>TREY SONGZ</b> CAN'T HELP BUT WAIT		SONG BOOK/ATLANTIC	1938 -446	14.070 17
16	25	5	<b>COLBY O'DONIS FEAT. AKON</b> WHAT YOU GOT	<b>AIRPOWER</b>	KONLIVE/GEFFEN/INTERSCOPE	1934 +557	14.450 14
17	20	7	<b>MARIO</b> CRYING OUT FOR ME	<b>AIRPOWER</b>	3RD STREET/J/RMG	1873 +201	12.992 19
18	22	10	<b>THE-DREAM</b> FALSETTO	<b>AIRPOWER</b>	RADIO KILLA/DEF JAM/IDJMG	1746 +235	11.299 20
19	23	9	<b>SHAWTY LO</b> DEY KNOW		D4L/ASYLUM	1682 +196	10.741 22
20	16	26	<b>PLIES FEATURING AKON</b> HYPNOTIZED		BIG GATES/SLIP-N-SLIDE/ATLANTIC	1632 -315	11.237 21
21	19	13	<b>FAT JOE FEATURING J. HOLIDAY</b> I WON'T TELL		TERROR SQUAD/IMPERIAL/CAPITOL	1596 -120	14.324 15
22	24	17	<b>BIG GEMINI</b> HYPNOTIZED		BIG GUN/UPSTAIRS	1447 -108	8.434 26
23	27	6	<b>KEYSHIA COLE</b> I REMEMBER		IMANI/GEFFEN/INTERSCOPE	1316 +149	9.663 23
24	21	19	<b>FERGIE</b> CLUMSY		WILL.I.AM/AGM/INTERSCOPE	1276 -266	7.179 28
25	29	4	<b>RYAN LESLIE</b> DIAMOND GIRL		NEXTSELECTION/CASABLANCA/UNIVERSAL MOTOWN	1243 +143	9.038 24
26	32	5	<b>CHERISH FEATURING YUNG JOC</b> KILLA		SHO'NUFF/CAPITOL	1216 +216	8.458 25
27	35	3	<b>FLO RIDA FEATURING TIMBALAND</b> ELEVATOR		POE BOY/ATLANTIC	1153 +341	7.484 27
28	36	3	<b>LIL MAMA FEATURING CHRIS BROWN &amp; T-PAIN</b> SHAWTY GET LOOSE		FAMILIAR FACES/JIVE/ZOMBA	1038 +254	5.747 31
29	26	16	<b>KANYE WEST FEATURING DWELE</b> FLASHING LIGHTS		ROC-A-FELLA/DEF JAM/IDJMG	977 -229	13.023 18
30	30	7	<b>BOW WOW &amp; OMARION</b> HEY BABY (JUMP OFF)		T.U.C./COLUMBIA	957 -95	4.335 36
31	38	4	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> NO AIR		19/JIVE/ZOMBA	866 +229	5.136 34
32	33	14	<b>ENUR FEATURING NATASJA</b> CALABRIA 2008		ULTRA	769 -93	6.216 30
33	31	10	<b>BIRDMAN FEATURING LIL WAYNE</b> POP BOTTLES		CASH MONEY/UNIVERSAL MOTOWN	762 -286	4.841 35
34	NEW		<b>RICK ROSS FEATURING T-PAIN</b> THE BOSS		SLIP-N-SLIDE/DEF JAM/IDJMG	739 +187	6.999 29
35	28	19	<b>BABY BASH FEATURING SEAN KINGSTON</b> WHAT IS IT		ARISTA/RMG	722 -418	3.938 37
36	34	6	<b>MISSY ELLIOTT</b> CHING-A-LING		THE GOLD MIND/ATLANTIC	714 -131	5.588 33
37	39	3	<b>THE DEY</b> GIVE YOU THE WORLD		EPIC/KOCH	710 +67	5.606 32
38	37	8	<b>ASIA CRUISE</b> SELFISH		HITZ COMMITTEE/JIVE/ZOMBA	679 +15	3.896 38
39	NEW		<b>LEONA LEWIS</b> BLEEDING LOVE		SYCO/J/RMG	565 +9	3.054 -
40	NEW		<b>LIL' WIL</b> MY DOUGIE		RUDEBWOY/UNAUTHORIZED/ASYLUM	495 +34	2.613 -

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>C-SIDE FEAT. KEYSHIA COLE</b> Boyfriend/Girlfriend (1720/Universal Republic)	17
<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> No Air (19/Jive/Zomba)	16
<b>FLO RIDA FEAT. T-PAIN</b> Elevator (Poe Boy/Atlantic)	9
<b>DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST &amp; JERMAINE DUPRI</b> Finer Things (So So Def/IDJMG)	9
<b>COLBY O'DONIS FEAT. AKON</b> What You Got (KonLive/Geffen/Interscope)	7
<b>RICK ROSS FEAT. T-PAIN</b> The Boss (Slip-N-Slide/Def Jam/IDJMG)	6
<b>DANITY KANE</b> Damaged (Bad Boy/Atlantic)	6
<b>BABY BASH FEAT. KEITH SWEAT</b> Don't Stop (Arista/RMG)	6
<b>RAY J &amp; YUNG BERG</b> Sexy Can I (Knockout/Deja 34/Epic/Koch)	5
<b>KEYSHIA COLE</b> I Remember (Imani/Geffen/Interscope)	5

ARTIST TITLE / LABEL	NEW STATIONS
<b>USHER FEAT. YOUNG JEEZY</b> Love In This Club (LaFace/Zomba)	41
<b>ICE CUBE</b> Gangsta Rap Made Me Do It (Lench Mob)	22
<b>E-40 FEAT. LIL JON</b> Turf Drop (Sick Wid' It/BME/Warner Bros.)	22
<b>MR. CAPONE-E</b> Let Me Luv You Girl (Hi Power)	17
<b>WIZ KHALIFA</b> Say Yeah (Rostrom/Warner Bros.)	17
<b>DANITY KANE</b> Damaged (Bad Boy/Atlantic)	17

ARTIST TITLE / LABEL	NEW STATIONS
<b>RAY J &amp; YUNG BERG</b> Sexy Can I (Knockout/Deja 34/Epic/Koch)	14
<b>COLBY O'DONIS FEAT. AKON</b> What You Got (KonLive/Geffen/Interscope)	14
<b>KEYSHIA COLE</b> I Remember (Imani/Geffen/Interscope)	14
<b>USHER FEAT. YOUNG JEEZY</b> Love In This Club (LaFace/Zomba)	14
<b>RAY J &amp; YUNG BERG</b> Sexy Can I (Knockout/Deja 34/Epic/Koch)	14
<b>USHER FEAT. YOUNG JEEZY</b> Love In This Club (LaFace/Zomba)	14

ARTIST TITLE / LABEL	NEW STATIONS
<b>USHER FEAT. YOUNG JEEZY</b> Love In This Club (LaFace/Zomba)	14
<b>RAY J &amp; YUNG BERG</b> Sexy Can I (Knockout/Deja 34/Epic/Koch)	14
<b>USHER FEAT. YOUNG JEEZY</b> Love In This Club (LaFace/Zomba)	14
<b>RAY J &amp; YUNG BERG</b> Sexy Can I (Knockout/Deja 34/Epic/Koch)	14
<b>USHER FEAT. YOUNG JEEZY</b> Love In This Club (LaFace/Zomba)	14

**ADDED AT... WQHT**  
New York, NY  
PD: Ebro Darden  
MD: Jill Strada  
Rick Ross Feat. T-Pain, The Boss, 42  
Jim Jones, Love Me No More, 23  
Razah, Rain, 18  
Mavado Feat. Jay-Z, The Rock, 15  
FOR REPORTING STATIONS PLAYLISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

### NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>GRIND MODE</b> She's So High (I'm So High) (GrindMode/DadeTown/Universal Republic)	460/6	<b>ROCKO</b> Umma Do Me (Rocky Road/Island Urban/IDJMG)	349/27
<b>DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST &amp; JERMAINE DUPRI</b> Finer Things (So So Def/IDJMG)	444/95	<b>ICE CUBE</b> Gangsta Rap Made Me Do It (Lench Mob)	243/89
<b>SOULJA BOY TELL'EM FEAT. ARAB</b> YAHHH! (Collipark/Interscope)	431/23	<b>E-40 FEAT. LIL JON</b> Turf Drop (Sick Wid' It/BME/Warner Bros.)	237/19
<b>MR. CAPONE-E</b> Let Me Luv You Girl (Hi Power)	369/15	<b>C-SIDE FEAT. KEYSHIA COLE</b> Boyfriend Girlfriend (1720/Universal Republic)	218/36
<b>DANITY KANE</b> Damaged (Bad Boy/Atlantic)	368/148	<b>WIZ KHALIFA</b> Say Yeah (Rostrom/Warner Bros.)	182/70

### MOST INCREASED PLAYS

PLAYS	ARTIST TITLE / LABEL
+740	<b>USHER FEAT. YOUNG JEEZY</b> Love In This Club (LaFace/Zomba)
+630	<b>RAY J &amp; YUNG BERG</b> Sexy Can I (Knockout/Deja 34/Epic/Koch)
+557	<b>COLBY O'DONIS FEAT. AKON</b> What You Got (KonLive/Geffen/Interscope)
+362	<b>MARIAH CAREY</b> Touch My Body (Island/IDJMG)
+341	<b>FLO RIDA FEAT. TIMBALAND</b> Elevator (Poe Boy/Atlantic)

FOR WEEK ENDING MARCH 9, 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.

## 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

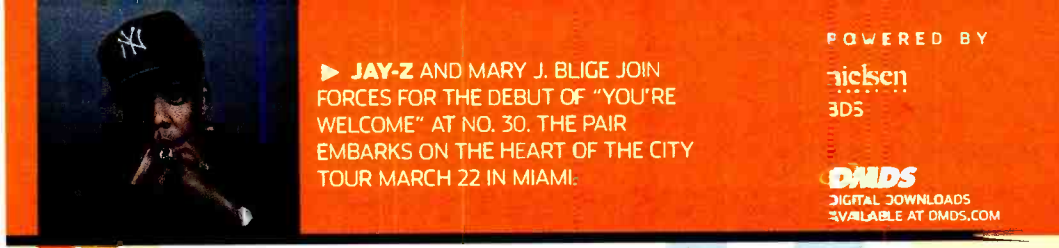
in both audience and plays.  
**n** Nielsen BDS certification for airplay of 100,000 plays on all monitored stations, including satellite and national networks, across the United States and Canada. Numeral following symbol indicates multiple level of 100,000 plays.  
**☆** Indicates title earned HitPredictor 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.

► **JAY-Z AND MARY J. BLIGE JOIN FORCES FOR THE DEBUT OF "YOU'RE WELCOME" AT NO. 30. THE PAIR EMBARKS ON THE HEART OF THE CITY TOUR MARCH 22 IN MIAMI.**

## RHYTHMIC REPORTERS

- WAJZ/Albany, NY\***  
OM: Kevin Callahan  
PD: Rob Ryan  
MD: JD Redman
- KKSS/Albuquerque, NM\***  
PD: D.J. Lopez  
MD: Matthew Candelaria
- KFAT/Anchorage, AK**  
OM: Tom Oakes  
PD/MD: McConnell  
"Man@Large" Adams  
APD: Brad Erickson
- WBTS/Atlanta, GA\***  
PD: Lee Cagle  
APD/MD: Maverick
- KDHT/Austin, TX\***  
OM/MD: Chase  
APD: Boogie  
MD: Deuce
- KXBT/Austin, TX\***  
PD: Rudy Ramos  
APD: Chico Rico
- KBDS/Bakersfield, CA\***  
OM: Robert Chavez  
APD: Adlai "DJ D-Lay" Wilson
- KISV/Bakersfield, CA\***  
PD/MD: J. Reed
- WJMN/Boston, MA\***  
OM: Cadillac Jack  
PD: Chris Tyler  
APD: Dennis O'Heron  
MD: GeeSpin
- WCZQ/Champaign, IL**  
PD/MD: Roderick "Suava" Lake
- WRVZ/Charleston, WV\***  
OM: Rick Johnson  
PD/MD: Woody Woods
- WIBT/Charlotte, NC\***  
OM: Bruce Logan  
PD: Rob Wagmen  
APD/MD: JoJo
- WBBM/Chicago, IL\***  
PD: Todd Cavanah  
APD/MD: Erik Bradley
- KIBT/Colorado Springs, CO\***  
PD: Jared Goldberg  
MD: Madboy
- KZFM/Corpus Christi, TX\***  
OM/MD: Ed Ocanas  
MD: Arlene M. Cordell
- KZZA/Dallas, TX\***  
PD: Al Fuentes  
MD: DJ Reave
- KQKS/Denver, CO\***  
PD: Cat Collins  
APD/MD: John E. Kage
- KPRR/El Paso, TX\***  
PD: Patti Diaz  
APD/MD: DJ Slo Motion
- XHTO/El Paso, TX\***  
OM/MD: Francisco Aguirre  
APD/MD: Alex "Big Al" Flora
- WRCL/Flint, MI\***  
OM: J. Patrick  
PD: Nathan Reed  
MD: Clay Church
- KBOS/Fresno, CA\***  
PD: Greg Hoffman  
MD: Danny Salas
- KSEQ/Fresno, CA\***  
OM/MD: Tommy Del Rio  
MD: DJ Lace
- WBTT/Ft. Myers, FL\***  
PD: Scrap Jackson  
APD/MD: Omar "The Big O"
- WFFV/Ft. Walton Beach, FL**  
OM: Dan Collins  
PD: Lugnut
- WJFX/Ft. Wayne, IN\***  
PD: Phil Becker  
APD/MD: Weasel
- WNHT/Ft. Wayne, IN\***  
PD: Vincent "MoJo" Wilson  
APD/MD: Shady Spencer
- WHZT/Greenville, SC\***  
OM: Steve Crumbley  
PD/MD: Jet Black
- WDLH/Hagerstown, MD**  
OM: Rick Alexander  
PD/MD: Artie Shultz
- WWKL/Harrisburg, PA\***  
OM/MD: John O'Dea  
APD/MD: Venetia
- WZMX/Hartford, CT\***  
OM: Steve Salhany  
PD/MD: DJ Buck  
APD: David Simpson
- KDBB/Honolulu, HI\***  
PD: Ryan Sean
- KIKI/Honolulu, HI\***  
PD/MD: K-Smooth
- KPHW/Honolulu, HI\***  
OM: Wayne Maria  
PD: KC Bejerana  
MD: Kevin Akitake
- KPTY/Houston, TX\***  
OM: Arnulfo Ramirez  
PD: Cindy Hill
- WXIS/Johnson City, TN\***  
PD/MD: Todd Ambrose
- KCHZ/Kansas City, MO\***  
OM/MD: Maurice DeVoe
- WKHT/Knoxville, TN\***  
OM: Rich Bailey  
PD: Darren Stephens  
MD: Joey Tack
- KRKA/Lafayette, LA\***  
PD: Chris Logan  
MD: DJ Digital
- KNEX/Laredo, TX**  
PD: Arturo Serna III
- KLUC/Las Vegas, NV\***  
OM/MD: Cat Thomas  
APD/MD: J.B. King
- KVEG/Las Vegas, NV\***  
PD: Sherita Saulsberry  
MD: Jesse "J-Noise" Garcia
- WLTO/Lexington, KY\***  
OM: Robert Lindsey  
PD: Tabatha Levault
- KPWR/Los Angeles, CA\***  
PD: Jimmy Steal  
APD/MD: E-Man
- KBTE/Lubbock, TX**  
OM: Jeff Scott  
PD/MD: Magoo
- KSTQ/Lubbock, TX**  
PD: Eddie Moreno  
APD: Vinca Carrillo  
MD: Gilbert Saldana
- KBFM/McAllen, TX\***  
OM: Billy Santiago  
PD: Johnny O  
MD: Jay Z
- KXHT/Memphis, TN\***  
PD: Mo Better
- WPOW/Miami, FL\***  
OM/MD: Tom Calococci  
MD: Eddie Mix
- KTTB/Minneapolis, MN\***  
OM/MD: Sam Elliott  
MD: Zannie K.
- KHTN/Modesto, CA\***  
OM/MD: Rene Roberts
- KDON/Monterey, CA\***  
OM/MD: Sam Diggedy  
APD/MD: Eric "The Funky I"
- KYZZ/Monterey, CA\***  
PD: Tommy Del Rio
- WQHT/New York, NY\***  
PD: Ebro Darden  
APD/MD: Jill Strada
- WNVZ/Norfolk, VA\***  
OM: Don London  
PD: Tias Schuster  
MD: Shaggy
- KMRK/Odessa, TX**  
PD: Christopher Marquez  
APD/MD: Kid Vicious
- KKWD/Oklahoma City, OK\***  
OM: Chris Baker  
PD: Ronnie Ramirez
- WPYO/Orlando, FL\***  
OM: Steve Holbrook  
PD: Stevie DeMann
- KCAQ/Oxnard, CA\***  
PD/MD: Brian "Big Bear" Davis
- KVYB/Oxnard, CA\***  
PD/MD: Daniel "Mambo" Herrejon
- KKUU/Palm Springs, CA**  
OM: Jen Shevlin  
PD: Anthony "Antdog" Quiroz  
APD: Erin Deveaux  
MD: Ron T.
- WZPW/Peoria, IL**  
OM: Matt Bahan  
PD/MD: Quint "Q" Hafron
- WRDW/Philadelphia, PA\***  
PD: Leo "Kid Leo" Baldwin  
MD: Marian Newsome-McAdam
- KKFR/Phoenix, AZ\***  
PD: Bruce St. James  
APD: Karlie Hustle  
MD: DJ Joey Boy
- KZON/Phoenix, AZ\***  
PD: Dennis Martinez  
APD: Strawberry  
MD: DJ Mikee Mike
- WRED/Portland, ME\***  
OM/MD: Buzz Bradley  
MD: DJ Jon
- KXJM/Portland, OR\***  
OM: Tim McNamera  
PD: Mark Adams  
APD: Carrie "Careez" Fisher  
MD: Big Kid Bootz
- WPKF/Poughkeepsie, NY**  
PD: Aaron "Dave" McCord  
APD/MD: C.J. McIntyre
- WWKX/Providence, RI\***  
OM: Tony Bristol  
PD/MD: Dan Hunt  
APD: Joey Foss
- KEWB/Redding, CA**  
OM: Rick Healy  
PD: Rico Garcia
- KGGI/Riverside, CA\***  
PD: Jesse Duran  
MD: DJ KC
- WJJS/Roanoke, VA\***  
PD/MD: Cisco
- KBMB/Sacramento, CA\***  
PD: Pattie Moreno  
MD: DJ Short-E
- KSFM/Sacramento, CA\***  
PD: Byron Kennedy  
APD: Randy Fox
- WOCQ/Salisbury, MD**  
PD: Deelite  
MD: Bill Baker
- KUUU/Salt Lake City, UT\***  
OM/MD: Brian Michel  
APD/MD: Kevin Cruise
- KBBT/San Antonio, TX\***  
PD: Homie Marco Arias  
APD: John Henry Medina
- KPWT/San Antonio, TX\***  
OM: Roger Allen  
PD: Eric Sean
- XHTZ/San Diego, CA\***  
PD: Rick Thomas  
APD: DJ Tre
- XMOR/San Diego, CA\***  
OM/MD: Lee Cornell
- KYLD/San Francisco, CA\***  
OM: Michael Martin  
PD/MD: Jazzy Jim Archer  
APD/MD: Travis Loughran
- KKWW/San Luis Obispo, CA**  
OM: Drew Ross  
PD/MD: JoJo Lopez  
APD: DJ Mel
- KPAT/Santa Maria, CA**  
PD/MD: DJ E-Wrek
- KUBE/Seattle, WA\***  
OM: Shelle Hart  
PD: Eric Powers  
APD/MD: Karen Wild
- WYPW/South Bend, IN**  
APD/MD: Mike Jackson
- KEZE/Spokane, WA\***  
OM: Roger Nelson  
PD: Boomer Davis
- KWIN/Stockton, CA\***  
PD: Louie Diaz
- WLLD/Tampa, FL\***  
PD: Orlando  
APD: Scantman  
MD: Kristi Reif
- KOHT/Tucson, AZ\***  
OM: Tim Richards  
PD: Fred Rico
- KTBT/Tulsa, OK\***  
OM: Don Cristi  
PD: Corbin Pierce  
MD: Jonathan Shuford
- KBLZ/Tyler, TX**  
PD/MD: Charlie O'Douglas
- WMBX/West Palm Beach, FL\***  
OM/MD: Mark McCray  
MD: Preston Lowe
- KDGS/Wichita, KS\***  
PD: Greg "Hitman" Williams  
MD: Dave "Deuce" Jacobsen
- KHHK/Yakima, WA**  
OM: Dewey Boynton  
PD/MD: Matt Foley

\* Monitored Reporters



THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	23	<b>WEBBIE, LIL' PHAT &amp; LIL' BOOSIENO. 1(2 WKS)</b> INDEPENDENT	TRILL/ASYLUM/ATLANTIC	11	8322 -354	61.932 1
2	2	28	<b>FLO RIDA FEATURING T-PAIN</b> LOW	POE BOY/ATLANTIC	113	7196 -898	57.854 2
3	3	19	<b>SHAWTY LO</b> DEY KNOW	04L/ASYLUM		5349 +395	43.300 3
4	4	17	<b>LUPE FIASCO FEATURING MATTHEW SANTOS</b> SUPERSTAR	IST & ISTH/ATLANTIC		5159 -18	40.004 4
5	5	14	<b>FAT JOE FEATURING J. HOLIDAY</b> I WON'T TELL	TERROR SQUAD/IMPERIAL/CAPITOL		4533 -9	38.380 5
6	6	9	<b>2 PISTOLS FEAT. T-PAIN &amp; TAY DIZM</b> SHE GOT IT	UNIVERSAL REPUBLIC	11	4130 +661	24.333 7
7	7	15	<b>ROCKO</b> UMMA DO ME	ROCKY ROAD/ISLAND URBAN/IDJMG		3293 +270	24.732 8
8	8	16	<b>PITBULL FEATURING LIL JON</b> THE ANTHEM	FAMOUS ARTISTS/TVT		2787 -175	22.372 9
9	13	7	<b>RICK ROSS FEATURING T-PAIN</b> THE BOSS	SLIP-N-SLIDE/DEF JAM/IDJMG		2742 +550	22.388 10
10	9	8	<b>MISSY ELLIOTT</b> CHING-A-LING	THE GOLD M ND/ATLANTIC		2383 -102	16.442 11
11	10	18	<b>KANYE WEST FEATURING DWELE</b> FLASHING LIGHTS	ROC-A-FELLA/DEF JAM/IDJMG		2094 -385	26.381 12
12	15	5	<b>LIL MAMA FEATURING CHRIS BROWN &amp; T-PAIN</b> SHAWTY GET LOOSE	FAMILIAR FACES/JIVE/ZOMBA		1995 +408	11.737 15
13	11	28	<b>PLIES FEATURING AKON</b> HYPNOTIZED	BIG GATES/SLIP-N-SLIDE/ATLANTIC	11	1983 -430	14.147 12
14	10	5	<b>FLO RIDA FEATURING TIMBALAND</b> ELEVATOR	POE BOY/ATLANTIC		1804 +385	10.517 18
15	12	26	<b>BIRDMAN FEATURING LIL WAYNE</b> POP BOTTLES	CASH MONEY/UNIVERSAL MOTOWN		1724 -498	11.600 16
16	15	5	<b>SOULJA BOY TELL'EM FEATURING ARAB</b> YAHHH!	COLLIPARK/INTERSCOPE		1683 +128	11.77 17
17	14	27	<b>KANYE WEST FEATURING T-PAIN</b> GOOD LIFE	ROC-A-FELLA/DEF JAM/IDJMG	112	1630 -348	13.669 13
18	18	20	<b>BIG GEMINI</b> HYPNOTIZED	BIG GUN/UPSTAIRS		1513 -116	8.458 20
19	17	9	<b>LIL' WIL</b> MY DOOGIE	RUDEBWOY/UNAUTHORIZED/ASYLUM		1512 +146	9.964 19
20	22	17	<b>DOLLA FEATURING T-PAIN &amp; TAY DIZM</b> WHO THE F*** IS THAT?	THE GANG/KONVICT/JIVE/ZOMBA		1347 +18	8.29 21
21	17	8	<b>JAY-Z FEATURING PHARRELL</b> I KNOW	ROC-A-FELLA/DEF JAM/IDJMG		1304 -241	11.314 14
22	21	7	<b>BOW WOW &amp; OMARION</b> HEY BABY (JUMP OFF)	T.U.G./COLUMBIA		1048 -109	4.85E 28
23	26	8	<b>MIKE JONES FEATURING HURRICANE CHRIS</b> DROP & GIMME 50	ICE AGE/SMASHHOUSE/ASYLUM/WARNER BROS.		972 +83	4.88E 27
24	28	5	<b>THE DEY</b> GIVE YOU THE WORLD	EPIC/KOCH		825 +139	6.00E 22
25	27	15	<b>TRINA</b> SINGLE AGAIN	SLIP-N-SLIDE		799 -32	4.315 25
26	23	20	<b>BABY BASH FEATURING SEAN KINGSTON</b> WHAT IS IT	ARISTA/RMG		741 -470	3.98E 32
27	25	14	<b>HURRICANE CHRIS FEATURING BOXIE</b> PLAYAS ROCK	POLO G FOUNDS/JRM/G		734 -199	4.08E 31
28	<b>NEW</b>		<b>PLIES FEATURING NE-YO</b> BUST IT BABY (PART 2)	BIG GATES/SLIP-N-SLIDE/ATLANTIC		588 +455	4.34E 29
29	36	2	<b>DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST &amp; JERMAINE DU/PRI</b> FINER THINGS	SC SO DEF/IDJMG		509 +107	4.27E 30
30	<b>NEW</b>		<b>JAY-Z FEATURING MARY J. BLIGE</b> YOU'RE WELCOME	NOT LISTED		506 +450	5.22E 23
31	35	3	<b>YUNG RALPH</b> I WORK HARD	UNIVERSAL REPUBLIC		453 +54	1.52E -
32	33	4	<b>BIRDMAN FEAT. YOUNG JEEZY, RICK ROSS, &amp; LIL WAYNE</b> 100 MILLION	CASH MONEY/UNIVERSAL MOTOWN		447 +11	2.07E -
33	29	9	<b>POP IT OFF BOYZ</b> CRANK DAT BATMAN	UNIVERSAL MOTOWN		445 -72	2.22E 37
34	34	3	<b>BABY D</b> I'M BOUT MONEY	BIG OOMP/KOCH		439 +24	1.320 -
35	30	6	<b>ROSCOE UMALI FEAT. BOBBY VALENTINO &amp; E-40</b> LIVE IT UP!	ARTISANS OF WAR		426 -54	1.83E -
36	31	5	<b>YING YANG TWINS</b> OROP	TVT		412 -59	1.321 -
37	<b>NEW</b>		<b>SHEEK LOUCH</b> GOOD LOVE	>BLOCK/KOCH		379 +86	5.27E 24
38	39	2	<b>MR. CAPONE-E</b> LET ME LOVE YOU GIRL	HI POWER		371 +15	1.889 -
39	32	14	<b>DEM FRANCHIZE BOYZ</b> TALKIN' 'OUT DA SIDE OF YA NECK!	VIRGIN/CAPITOL		368 -74	1.32E -
40	<b>NEW</b>		<b>WEBBIE FEATURING LETOYA LUCKETT</b> I MISS YOU	TRILL/ASYLUM/ATLANTIC		365 +131	1.44E -

FOR WEEK ENDING MARCH 9, 2008

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A loveable personality and sound fundamentals help Shamara shine bright

## There's Something About Shamara

Darnella Dunham  
DDunham@RadioandRecords.com

getting hired to host middays almost four years ago at Clear Channel's WUSL (Power 99) was a huge accomplishment for Shamara, and not just because of the station's rich heritage in Philadelphia. Shamara grew up 20 minutes away from Power and had been a listener for as long as she can remember. Her airshift isn't unique just because it's hosted by a Philly native. "The Midday Princess" puts on a show that is as engaging and entertaining as any other on Power 99, and it serves as much more than a bridge from morning to afternoon. Every weekday, Shamara connects, interacts and has lively exchanges with her listeners—or "friends" as she refers to and addresses them—in between music. But it took some time for her to develop into the personality she is today.

Shamara launched her radio career in 1999 as an intern at another station in the market and worked her way up to a part-time on-air personality. In 2003 she relocated to Charlotte for her first full-time gig, handling middays at then-hip-hop WCHH (Hot 92.7). But her good fortune took a turn less than a year later when, in January, Radio One flipped Hot 92.7 to urban AC. Without a job, Shamara moved back to Philly. She recalls thinking, "What am I supposed to do with my life? Just when I found myself, I lost my job."

Reaching out to friends in the industry led to an on-air audition at CBS Radio's legendary WPGC/Washington. Then-APD and current CBS Radio VP of urban programming Reggie Rouse was so impressed after hearing her first break that he came into the studio and told her that she sounded like she had been working on-air at the station for years. Shamara was surprised by his great feedback and recalls, "I thought I had done something wrong, because you know how personalities always think when a PD storms into the studio or the hotline rings."

Rouse believed in Shamara's talent so much that he forwarded her aircheck to Clear Channel/Philadelphia OM/Power 99 PD and former WPGC MD Thea Mitchem. The prospect of working at the station she grew up listening to was daunting, she admits. "I came in scared and not

even dressed hip-hoppy, probably looking like I was going to Sunday service at church. This was a dream: I grew up listening to Power 99. I wanted to work at the station, but I was scared because I didn't have a job. It's hard once radio personalities lose their job to get back into the business."

At the end of the interview Mitchem offered Shamara a part-time gig at the station. She then voice-tracked overnights and was next given an opportunity to fill in for middays. During the process, she sought advice from Rouse, who took the time to coach Shamara and help her hone and further develop her talent. "So often people would say to me, 'You're a natural talent,'" Shamara says. However, "no one had really taken the time to coach me."

She digested all of Rouse's comments, but one that especially stuck with Shamara was his suggestion to simply "own it" when she's on the air. Even so, Shamara continued to have the mentality of a fill-in on Power 99 instead of just doing her own thing as she had at WPGC. Mitchem noticed that she wasn't sounding quite like she did on previous broadcasts she had heard, and asked her if she wanted the position. After Shamara affirmed that she did, Mitchem replied, "Well, why don't you just own it?" After developing some ideas for the midday shift with Rouse, it wasn't long before Mitchem offered her the job on a full-time basis, a move that Shamara says she is forever loyal to Mitchem for making.

Shamara's ability to be open about her life with her "friends" helps make her relatable. And being the single mother of a daughter helps others in her situation identify, although it was a challenge for her initially. "Once I had gotten pregnant with Imani, I dropped out of school—and I was embarrassed. But then society moves forward and things change. I can take the power of that microphone and turn it into something positive and say, 'I may be a statistic, I may be a single mother, but

you can still be a strong single mother, pushing forward and doing something positive with your life.'

"Imani's a part of my life, and it's because of her that I continue to push forward. Life is not utopia . . . I don't have some fairytale life where everything is always happy, happy, happy. I do have days where I'm just sitting up there like, 'Why is this happening to me?' Then I think back to a picture of Imani or just a moment with her. That's why I've got to continue to keep jumping over hurdles and doing whatever it takes to maintain." Despite life's ups and downs, Shamara always sounds like she's loving life during her show. "It's an escape for me to get on the air," she says.

Shamara's ability to be personable and relatable is evident when artists are in the studio with her. "When I'm doing an interview with an artist such as Mary J. Blige, it doesn't turn into an inter-

view, it turns into a conversation," Shamara says. "My friends that I've made Monday through Friday from 10 to 2 know that I might be talking to this person that's in the studio, but I'm also sharing my life with them."

Another noticeable characteristic of Shamara is her bubbly personality, which isn't a given on hip-hop stations. "I had a conversation with Jay-Z one time, and he said, 'People think that hip-hop is all about cussing and degrading women. That's not what it is,'" Shamara recalls. "It's a culture to me. The world embraces hip-hop. It's not a racial thing, it's not a 'my hood, my block' thing, because I have friends on both ends of the spectrum. I don't want to be talking to one of my friends that is working at a law firm and I'm saying, 'Yo, what up, son.' That's just not cool to me. I've been silly all my life, so I want to bring it to work with me."

Last year Shamara was nominated by R&R readers for a 2007 Industry Achievement Award in the urban personality/show of the year category, and she remains a talent on the radar of several programmers. Time will tell how bright this star will shine as she spends her days relating and entertaining her ever-growing number of friends. **R&R**



Shamara



**'I can take the power of that microphone and turn it into something positive.'**



► DAY26, SEAN "D DDY" COMBS' LATEST CREATION FROM THE "MAKING THE BAND" SERIES, DEBUTS AT NO. 38 WITH 'GOT ME GOING.' THE TALENT SEARCH SERIES HAD PREVIOUSLY SPAWNED DEBUTS FROM DA BAND ("BAD BOY THIS BAD BOY THAT") IN 2003 AND DANITY KANE ("SHOW STOPPER") IN 2006.

Main chart table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, ARTIST, TITLE, NIelsen BDS CERTIFICATIONS, HITPREDICTOR STATUS, PLAYS TW, AUDIENCE MILLIONS, RANK. Includes entries for Chris Brown, The-Dream, Keyshia Cole, Shawnty Lo, J. Holiday, Usher feat. Young Jeezy, Mario, Webbie, Lil' Phat & Lil' Boosie, Ray J & Yung Berg, Rick Ross, Fat Joe, Alicia Keys, Mariah Carey, Snoop Dogg, Flo Rida, Kanye West, Dolla, Ashanti, Lil' Wil, Lil' Mama, Janet, Trey Songz, Raheem DeVaughn, Jaheim, Ryan Leslie, Mike Jones, Hurricane Chris, Cherish, Flo Rida, Day26, Razah, Trina.

MOST ADDED

JORDIN SPARKS DUET WITH CHRIS BROWN
No Air (19/1ive/Zomba)
KBTT, KITE, KIPR, KJMM, KKDA, KOPW, KPRB, KFRQ, KVSP, WAMO, WBFA, WBLK, WDHT, WDKX, WERO, WEUP, WFXA, WFXE, WHHH, WHTD, WHXT, WKKS, WJLB, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WQBT, WQHH, WRBJ, WTMG, WWWZ, WZFX, WZHT, XM The City

TRINA FEAT. KEYSHIA COLE 30
I Gotta Thing For You (Slip-N-Slide)
KBTT, KITE, KIPR, KJMM, KKDA, KOPW, KVSP, WAMO, WBFA, WBHJ, WELK, WDKX, WEMX, WEUP, WFXA, WFXE, WHXT, WJMS, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WPEG, WPWX, WCHH, WTMG, WWWZ, WZFX

THE DEY 29
Give You The World (Epic/Koch)
KBTT, KITE, KIPR, KJMM, KOPW, KPRB, KVSP, Sirius Hot Jamz, WAMO, WBFA, WBLK, WBTF, WDKX, WEUP, WFXA, WJBT, WJMS, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WQBT, WQHH, WRBJ, WTMG, WWWZ, WZFX

ONE CHANCE 25
U Can't (J/RMG)
KBTT, KDAY, KITE, KIPR, KJMM, KOPW, KRRQ, KVSP, WBFA, WBTF, WDKX, WEUP, WFXA, WFXE, WHXT, WJMI, WJTT, WJUC, WJZD, WPEG, WRBJ, WTMG, WJWZ, WZFX, XM The City

SHAWTY LO 16
Dunn Dunn (D4L/Asylum)
KBTT, KITE, KIPR, KOPW, KRRJ, WBTF, WDKX, WEMX, WEUP, WJMI, WJTT, WJUC, WQHH, WRBJ, WTMG, WZHT

CHRIS BALL FEAT. PJ THE GATOR 14
Wife (45)
KBTT, KIPR, KNDA, KOPW, WAMO, WBFA, WBTF, WDKX, WEUP, WJMI, WJUC, WJZD, WRBJ, WWWZ

RICK ROSS FEAT. T-PAIN 10
The Boss (Slip-N-Slide/Def Jam/DJMG)
KATZ, KVEL, WBTJ, WERQ, WH4H, WHHL, WHTD, WQOK, WUSL, WVEE

PLIES 9
Bust It Baby (Part 2) (Big Gates/Slip-N-Slide/Atlantic)
KBFB, KMEL, WBHJ, WBTP, WH4L, WHRK, WHTA, WJMH, WXBT

ADDED AT... WFXA
Augusta, GA
PD: Jay Tek
One Chance, U Can't, 2 Cherish Feat. Yung Joc, Killa, Jordan Sparks Duet With Chris Brown, No Air, O The Dey, Give You The World, O Trina Feat. Keyshia Cole, I Gotta Thing For You, O

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NEW AND ACTIVE

PLIES FEAT. NE-YO 477/363
Bust It Baby (Part 2) (Big Gates/Slip-N-Slide/Atlantic)
TOTAL STATIONS: 37
RIHANNA 373/31
Don't Stop The Music (SRP/Def Jam/DJMG)
TOTAL STATIONS: 32

SEAN GARRETT FEAT. LUDACRIS 477/218
Grippin' (Bet I Penned It/Interscope)
TOTAL STATIONS: 64
WEBBIE FEAT. LETOYA LUCKETT 347/124
I Miss You (Triii/Asylum/Atlantic)
TOTAL STATIONS: 41

CASELY 472/22
Emotional (Diaz Brothers/Epic/Koch)
TOTAL STATIONS: 57
YUNG RALPH 344/6
I Work Hard (Universal Republic)
TOTAL STATIONS: 32

JAY-Z FEAT. MARY J. BLIGE 435/387
You're Welcome (Not Listed)
TOTAL STATIONS: 56
BABY D 323/13
I'm Bout Money (Big Domp/Koch)
TOTAL STATIONS: 42

BIRDMAN FEAT. YOUNG JEEZY, RICK ROSS, & LIL WAYNE 398/10
100 Million (Cash Money/Universal Motown)
TOTAL STATIONS: 39
NE-YO 315/40
Go On Girl (Def Jam/DJMG)
TOTAL STATIONS: 34

MOST INCREASED PLAYS

+471 USHER FEAT. YOUNG JEEZY
Love In This Club (LaFace/Zomba)
WPEF +47, WJZL +28, KIPR +26, WAMO +23, WEUP +22, SIHU +20, WJMI +17, WZHT +16, WJTT +15, WPWX +15

+398 2 PISTOLS FEAT. T-PAIN & TAY DIZM
She Got It (Universal Republic)
WPEF +41, WHXT +33, WZHT +28, WJWZ +25, KKDA +24, XCTY +21, WHHH +19, WJLB +18, SIHU +17, KITE +15

+396 MARIAH CAREY
Touch My Body (Island/DJMG)
WJMH +33, SIHU +26, WJMI +25, WPEF +19, KBBT +18, XCTY +17, WJUC +16, WXBT +16, CBFB +16, KOPW +15

+387 JAY-Z FEAT. MARY J. BLIGE
You're Welcome (Not Listed)
WJMH +44, WBTF +37, WAMO +34, WJMS +31, WHHH +26, KATZ +23, WOHM +19, WJLS +18, XCTY +17, KBXX +11

+364 RICK ROSS FEAT. T-PAIN
The Boss (Slip-N-Slide/Def Jam/DJMG)
WJUC +38, WBTJ +27, KMEL +20, WH4L +20, WPEF +17, WCOX +17, WEDR +14, WHTA +14, WHTO +4, KBXX +13

FOR WEEK ENDING MARCH 9, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
B: urban stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Rap chart comprised of 82 urban and 75 Rhythmic electronically monitored Nielsen Broadcast Data Systems stations. © 2008 Nielsen Business Media, Inc. All rights reserved.

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# R&R URBAN AC

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▶ "NEVER WOULD HAVE MADE IT" BY **MARVIN SAPP** EARNS MOST ADDED AND AIRPOWER HONORS ON THE URBAN AC CHART (24-20) AND RETURNS TO THE TOP OF THE COSPEL LIST FOR A RECORD-EXTENDING 27TH WEEK AT NO. 1 (SEE SPIN SPOTLIGHT PG. 45).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	18	<b>KEYSHIA COLE</b> REMEMBER	NO. 1 (2 WKS) IMANI/GEFFEN/INTERSCOPE	2085 +52	17.983 2
2	3	21	<b>JAHEIM</b> NEVER	DIVINE MILL/ATLANTIC	1966 -32	17.487 3
3	2	18	<b>ALICIA KEYS</b> LIKE YOU'LL NEVER SEE ME AGAIN	11 MBK/J/RMG	1946 -73	18.855 1
4	4	22	<b>MARY J. BLIGE</b> JUST FINE	MATRIARCH/GEFFEN/INTERSCOPE	1717 -21	17.486 4
5	5	24	<b>RAHEEM DEVAUGHN</b> WOMAN	MOST INCREASED PLAYS JIVE/ZOMBA	1712 +192	16.559 5
6	6	16	<b>ERYKAH BADU</b> HONEY	UNIVERSAL MOTOWN	1291 +44	9.815 6
7	7	8	<b>ANGIE STONE</b> SOMETIMES	STAX/CMG	870 -26	6.587 8
8	8	51	<b>MUSIQ SOULCHILD</b> TEACH ME	11 ATLANTIC	821 -15	6.275 9
9	9	31	<b>JOE</b> MY LOVE	JIVE/ZOMBA	768 -36	5.014 15
10	11	28	<b>ALICIA KEYS</b> NO ONE	11 MBK/J/RMG	703 +5	5.565 10
11	13	7	<b>KEITH SWEAT FEATURING PAISLEY BETTIS</b> SUGA SUGA SUGA	KEIA/ATCO/RHINO	698 +69	4.671 17
12	10	14	<b>CHAKA KHAN</b> ONE FOR ALL TIME	BURGUNDY/COLUMBIA	677 -35	4.930 16
13	15	20	<b>JILL SCOTT</b> MY LOVE	HIDDEN BEACH	640 +27	5.169 14
14	16	4	<b>MARIAH CAREY</b> TOUCH MY BODY	ISLAND/DJMG	639 +120	5.191 13
15	14	28	<b>JUSTIN TIMBERLAKE DUET WITH BEYONCE</b> UNTIL THE END OF TIME	11 JIVE/ZOMBA	592 -33	8.021 7
16	17	19	<b>KIRK FRANKLIN</b> DECLARATION (THIS IS IT!)	GOSPO CENTRIC/ZOMBA	533 +28	5.418 11
17	20	5	<b>LEDISI</b> IN THE MORNING	AIRPOWER VERVE FORECAST/VERVE	416 +125	3.398 19
18	21	6	<b>CHARLIE WILSON FEATURING T-PAIN</b> SUPA SEXXY	JIVE/ZOMBA	364 +98	1.447 32
19	18	12	<b>J. HOLIDAY</b> SUFFOCATE	11 MUSIC LINE/CAPITOL	351 +35	5.399 12
20	24	12	<b>MARVIN SAPP</b> NEVER WOULD HAVE MADE IT	AIRPOWER/MOST ADDED VERITY/ZOMBA	292 +64	2.788 20
21	19	15	<b>TAMIA</b> ALMOST	PLUS I/MACE	264 -30	2.006 25
22	39	2	<b>JANET</b> LUV	ISLAND/DJMG	256 +155	2.563 22
23	28	3	<b>MARCUS MILLER FEATURING CORINNE BAILEY RAE</b> FREE	3 DEUCES/CMG	231 +53	1.071 38
24	12	7	<b>CHERI DENNIS FEATURING YUNG JOC &amp; GORILLA ZOE</b> PORTRAIT OF LOVE	BAD BOY/ATLANTIC	223 -14	1.406 33
25	23	11	<b>MARY J. BLIGE</b> WORK THAT	MATRIARCH/GEFFEN/INTERSCOPE	210 -26	2.569 21
26	32	3	<b>MINT CONDITION</b> BABY BOY BABY GIRL	CAGED BIRD/MACE	202 +27	0.752 -
27	31	9	<b>MICHAEL McDONALD</b> LOVE T.K.O.	UNIVERSAL MOTOWN	199 +32	1.234 34
28	26	5	<b>EMILY KING</b> U & I	LIFEPRINT/J/RMG	199 -7	1.108 36
29	25	16	<b>CHRISSETTE MICHELE</b> BE OK	DEF JAM/DJMG	193 -25	1.064 39
30	29	6	<b>MARY J. BLIGE</b> HURT AGAIN	MATRIARCH/GEFFEN/INTERSCOPE	174 +6	1.449 31
31	30	6	<b>LYFE JENNINGS</b> NEVER NEVER LAND	COLUMBIA	158 -5	2.138 24
32	33	14	<b>TREY SONGZ</b> CAN'T HELP BUT WAIT	11 SONG BOOK/ATLANTIC	155 +2	3.664 18
33	27	14	<b>MARVIN WINANS</b> JUST DON'T WANNA KNOW	PURESPRINGS COSPEL	138 -39	0.924 40
34	36	2	<b>LIVIN OUT LOUD</b> LATELY	KIN	128 +5	0.720 -
35	NEW		<b>RAHEEM DEVAUGHN</b> CUSTOMER	JIVE/ZOMBA	126 +30	1.134 35
36	35	17	<b>KEYSHIA COLE INTRODUCING AMINA</b> SHOULD I LET YOU GO	IMANI/GEFFEN/INTERSCOPE	123 0	1.554 29
37	34	16	<b>JOHN TA AUSTIN</b> THE ONE THAT GOT AWAY	SO SO DEF/ISLAND URBAN/DJMG	114 -22	0.383 -
38	NEW		<b>ALICE SMITH</b> DREAM	BBE/EPIC	113 +45	0.441 -
39	RE-ENTRY		<b>BOYZ II MEN</b> JUST MY IMAGINATION (RUNNING AWAY WITH ME)	DECCA	96 -7	0.516 -
40	NEW		<b>LIV WARFIELD</b> I DECIDED	B&M	93 +63	1.964 26

## + MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>MARVIN SAPP</b> Never Would Have Made It (Verity/Zomba) KDKS, KRNB, WBAV, WFLM, WFUN, WKSP, WLVI, WMGL, WSRB, WUHT, WYLD	11
<b>MARIAH CAREY</b> Touch My Body (Island/DJMG) KMEZ, KMJM, KQXL, WJMR, WJWZ, WJWJ, WMPZ, WPHR, WQNC	9
<b>CHARLIE WILSON FEAT. T-PAIN</b> Supa Sexy (Jive/Zomba) KJMS, KMJM, WHUR, WKXI, WMMJ, WSOL, XM Suite 62	7
<b>ANGIE STONE</b> Sometimes (Stax/CMG) WFLM, WFUN, WROU, WVKL, WXXM	5
<b>JANET</b> Luv (Island/DJMG) WKSP, WPHR, WYLD	3
<b>ERYKAH BADU</b> Honey (Universal Motown) WDAS, WKUS	2
<b>LEDISI</b> In The Morning (Verve Forecast/Verve) WMIB, WYLD	2
<b>CHAKA KHAN</b> One For All Time (Burgundy/Columbia) WKUS	1
<b>KIRK FRANKLIN</b> Declaration (This Is It!) (Fo Yo Soul/Gospo Centric/Zomba) WROU	1
<b>KEITH SWEAT FEAT. PAISLEY BETTIS</b> Suga Suga Suga (Keia/Atco/Rhino) WVKL	1

### ADDED AT...

**KBLX**  
San Francisco, CA  
PD: Kevin Brown  
MD: Kimmie Taylor  
Mary J. Blige, Stay Down. 0

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## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>SNOOP DOGG</b> Sensual Seduction (Doggystyle/Geffen/Interscope)	80/31	<b>DWELE</b> I'm Cheatin' (Koch)	45/8
TOTAL STATIONS: 36		TOTAL STATIONS: 31	
<b>JAHEIM FEAT. KEYSHIA COLE</b> I've Changed (Divine Mill/Atlantic)	55/36	<b>BEVERLY CRAWFORD</b> He's Done Enough (JDI)	42/13
TOTAL STATIONS: 19		TOTAL STATIONS: 26	
<b>JANET</b> Can't B Good (Island/DJMG)	55/29	<b>MELISSA YOUNG</b> Just A Girl (Sugashack)	38/0
TOTAL STATIONS: 13		TOTAL STATIONS: 6	
<b>CHRIS BROWN</b> With You (Jive/Zomba)	49/5	<b>LATIMORE</b> My Give A Damn Gave Out (Latstone)	37/37
TOTAL STATIONS: 6		TOTAL STATIONS: 10	
<b>NE-YO</b> Go On Girl (Def Jam/DJMG)	48/23	<b>DORINDA CLARK-COLE</b> Take It Back (Gospo Centric/Zomba)	36/1
TOTAL STATIONS: 20		TOTAL STATIONS: 24	

## ↑ MOST INCREASED PLAYS

+192	<b>RAHEEM DEVAUGHN</b> Woman (Jive/Zomba) WIMX +19, KJMS +12, WJWZ +11, WKUS +10, WYLD +9, WWIN +9, WPHR +8, WTLZ +8, WFUN +8, WJMR +6
+155	<b>JANET</b> Luv (Island/DJMG) WUHT +12, KNEK +10, WPHR +10, KMEZ +10, WSRB +10, SIH5 +9, WTLZ +8, WVBE +8, WKSP +8, WLXC +8
+125	<b>LEDISI</b> In The Morning (Verve Forecast/Verve) WYLD +10, WLXC +7, WMIB +7, WAMJ +6, WKSP +6, KOKY +6, WHUR +5, KMEZ +4, WUHT +4, KQXL +3
+120	<b>MARIAH CAREY</b> Touch My Body (Island/DJMG) WJWZ +16, KMJM +12, WAGH +9, WVBE +8, XS62 +8, WHUR +7, WPHR +7, KJLH +6, WGPR +6, WQNC +6
+98	<b>CHARLIE WILSON FEAT. T-PAIN</b> Supa Sexy (Jive/Zomba) KMJM +11, WSOL +10, WMMJ +9, WVBE +8, WMIB +8, WJWZ +7, WTLZ +6, WLXC +6, WKXI +6, WIMX +5

FOR WEEK ENDING MARCH 9, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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▶ WITH HER FIRST GOSPEL CHART APPEARANCE, GRAMMY AWARD-WINNING CONTEMPORARY JAZZ/SOUL SINGER **REGINA BELLE** TAKES THE HOT SHOT DEBUT (NO. 24), ALONG WITH MOST INCREASED PLAYS (UP 97) AND MOST ADDED, WITH "GOD IS GOOD." HER NEW ALBUM, "LOVE FOREVER SHINES," IS DUE MAY 13.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST / TITLE	11 NIELSEN BDS CERTIFICATIONS / IMPRINT / PROMOTION LABEL	PLAYS TW	±	AUDIENCE MILLIONS	RANK
1	2	42	<b>MARVIN SAPP</b> / NEVER WOULD HAVE MADE IT	VERITY/ZOMBA	913	+18	4.089	2
2	1	22	<b>KIRK FRANKLIN</b> / DECLARATION (THIS IS IT!)	GOSPO CENTRIC/ZOMBA	875	-29	3.612	3
3	3	26	<b>BEVERLY CRAWFORD</b> / HE'S DONE ENOUGH	JDI	807	+10	2.980	6
4	4	32	<b>THE CLARK SISTERS</b> / LIVIN'	EMI GOSPEL	767	-40	3.537	4
5	7	47	<b>MAURETTE BROWN CLARK</b> / ONE GOD	AIR GOSPEL/MALACO	669	-19	4.205	1
6	5	26	<b>REV. TIMOTHY WRIGHT &amp; THE NEW YORK FELLOWSHIP MASS CHOIR</b> / YOU MUST COME IN AT THE DOOR	MQM/JEG	653	-100	2.559	10
7	6	20	<b>RICKY DILLARD &amp; "NEW G" (NEW GENERATION CHORALE)</b> / THE LIGHT	NUSPRING/EMI GOSPEL	651	-6	2.614	9
8	8	27	<b>THE NEW LIFE COMMUNITY CHOIR FEAT. JOHN P. KEE</b> / RIGHT NOW PRAISE	TYSCOT/NEW LIFE/VERITY/ZOMBA	616	-65	2.789	7
9	9	15	<b>ANGELA SPIVEY &amp; THE VOICES OF VICTORY</b> / EYES ON THE PRIZE	JEG	565	-19	1.702	14
10	10	8	<b>DORINDA CLARK-COLE</b> / TAKE IT BACK	GOSPO CENTRIC/ZOMBA	545	-29	1.881	13
11	11	24	<b>RUBEN STUDDARD, DEITRICK HADDON &amp; MARY MARY</b> / LOVE HIM LIKE I DO	VERITY/ZOMBA	541	-23	2.781	8
12	12	39	<b>BISHOP NOEL JONES PRESENTS THE CITY OF REFUGE SANCTUARY CHOIR</b> / NOT ABOUT US	ALPHA DOG/TYSCOT	530	-50	2.440	11
13	13	45	<b>J MOSS</b> / PRAISE ON THE INSIDE	PAJAM/GOSPO CENTRIC/ZOMBA	517	-43	3.024	5
14	14	14	<b>BONAFIDE PRAISERS</b> / WORK IT OUT	EMTRO GOSPEL	462	-2	1.689	15
15	16	16	<b>SHEK'NAH GLORY MINISTRY</b> / JESUS	KINGDOM	456	+21	1.570	16
16	18	7	<b>CANTON JONES</b> / MY DAY	ARROW	401	-7	2.184	12
17	17	16	<b>YOLANDA ADAMS</b> / HOLD ON	COLUMBIA	370	-61	1.229	17
18	20	9	<b>JONATHAN NELSON FEATURING PURPOSE</b> / MY NAME IS VICTORY	INTEGRITY	354	+16	1.088	18
19	23	6	<b>ISAIAH D. THOMAS &amp; E.O.P.</b> / THE GREATEST	HABAKKUK	248	+36	0.983	19
20	21	11	<b>DEWAYNE WOODS FEATURING THE TRI-CITY SINGERS</b> / GOD IS	QUIET WATER/VERITY/ZOMBA	235	-11	0.839	21
21	22	10	<b>JIMMY HICKS &amp; THE VOICES OF INTEGRITY</b> / MOVE	WORLDWIDE	232	-2	0.737	23
22	27	4	<b>DONALD LAWRENCE INTRODUCES: THE MURRILLS</b> / FAMILY (THERE'S A HEALING)	QUIET WATER/VERITY/ZOMBA	220	+54	0.671	24
23	25	4	<b>JAMES FORTUNE &amp; FIYA</b> / I TRUST YOU	BLACK SMOKE/WORLDWIDE	205	+33	0.560	26
24	NEW	4	<b>REGINA BELLE</b> / GOD IS GOOD	PENDULUM	201	+97	0.776	22
25	24	13	<b>JEFF MAJORS FEATURING GERALD LEVERT</b> / BEGGAR	MUSIC ONE	201	-23	0.941	20
26	28	15	<b>CHICAGO MASS CHOIR</b> / GOD IS MY EVERYTHING	NEW HAVEN	158	-6	0.310	-
27	26	6	<b>SHIRLEY CAESAR</b> / SWEEPING THROUGH THE CITY	SHU-BEL/LIGHT	155	-16	0.231	-
28	NEW	6	<b>CECE WINANS</b> / WAGING WAR	PURESPRINGS GOSPEL	154	+50	0.380	-
29	30	2	<b>DEITRICK HADDON PRESENTS VOICES OF UNITY</b> / HE'S ABLE	TYSCOT	150	-1	0.361	-
30	29	4	<b>ALBERT JAMISON PRESENTS NEW YORK STATE MASS CHOIR</b> / SHOW YOURSELF MIGHTY	WEIS/LIGHT	140	-21	0.335	-

## RECURRENTS

ARTIST / TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	LW	ARTIST / TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	LW
<b>BRUCE PARHAM</b> / CALL, ESUS (EMTRO GOSPEL)		423	427	<b>JOSHUA'S TROOP</b> / EVERYBODY CLAP YOUR HANDS (NEW HAVEN)		376	400
<b>MYRON BUTLER &amp; LEVI</b> / STRONGER (EMI GOSPEL)		402	436	<b>DEWAYNE WOODS &amp; WHEN SINGERS MEET</b> / LET GO (QUIET WATER/VERITY/ZOMBA)		349	336
<b>ISRAEL &amp; NEW BREED FEATURING T-BONE</b> / WITH LONG LIFE (INTEGRITY)		395	385	<b>THE CLARK SISTERS</b> / BLESSED & HIGHLY FAVORED (EMI GOSPEL)		341	275
<b>DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS</b> / GIANTS (EMI GOSPEL)		393	489	<b>GEORGIA MASS CHOIR</b> / TELL IT (SAVOY/MALACO)		300	313
<b>TRIN-I-TEE 5-7</b> / LISTEN (SPIRIT RISING/MUSIC WORLD)		390	480	<b>BYRON CAGE</b> / WITH ALL OF MY MIGHT (GOSPO CENTRIC/ZOMBA)		285	304

## MOST ADDED

ARTIST / LABEL	NEW STATIONS
<b>REGINA BELLE</b> / God Is Good (Pendulum) / KATZ, WCAO, WOAD, WPPZ, WZZS	5
<b>JAMES FORTUNE &amp; FIYA</b> / I Trust You (Blacksmoke) / KHLR, WFLT, WHAL	3
<b>J MOSS</b> / Abundantly (PAJAM/Gospo Centric/Zomba) / WEUP, WHAL, WHLW	3
<b>ISRAEL &amp; NEW BREED</b> / If Not For Your Grace (Integrity) / WHLW, WN00, WXVI	3
<b>BISHOP LEONARD SCOTT</b> / Mighty God (Tyscot) / WCAO, WSOX, WXEZ	3
<b>ISAIAH D. THOMAS &amp; ELEMENTS OF PRAISE (E.O.P.)</b> / The Greatest (Habakkuk) / WHLW, WPRS	2
<b>DONALD LAWRENCE INTRODUCES: THE MURRILLS</b> / Family (There's A Healing) (Quiet Water/Verity/Zomba) / WPRS, WPZZ	2
<b>NATHANIEL &amp; NECY</b> / Serve Nobody But You (WOGG) / WFLT, WHLW	2
<b>BYRON CAGE</b> / Royalty (Live At The Apollo) (Gospo Centric/Zomba) / KHLR, WN00	2

## ADDED AT...

**KATZ**  
St. Louis, MO  
PD/MD: Dwight Stone  
Regina Belle, God Is Good, 17

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## NEW AND ACTIVE

ARTIST / LABEL	PLAYS /GAIN	ARTIST / LABEL	PLAYS /GAIN
<b>THE WEST ANGEL'S COGIC MASS CHOR</b> / Lord Prepare Me (EMI Gospel)	127/0	<b>BYRON CAGE</b> / Royalty (Live At The Apollo) (Gospo Centric/Zomba)	102/3
TOTAL STATIONS:	15	TOTAL STATIONS:	11
<b>CHRISTOPHER</b> / Yes (JEG)	118/10	<b>DEITRICK HADDON PRESENTS VOICES OF UNITY FEAT. DAMITA HADDON</b> / Watch Me Praise Him (Tyscot)	93/11
TOTAL STATIONS:	13	TOTAL STATIONS:	22
<b>YOUTHFUL PRAISE</b> / We Worship You (Evidence Gospel/Light)	109/23	<b>NORMAN HUTCHINS</b> / It's Your Season (Impact)	74/9
TOTAL STATIONS:	15	TOTAL STATIONS:	4
<b>SHAWN MCLEMORE AND NEW IMAGE</b> / Sunday Morning (WorldWide)	108/6	<b>J MOSS</b> / Abundantly (PAJAM/Gospo Centric/Zomba)	70/39
TOTAL STATIONS:	18	TOTAL STATIONS:	10
<b>BILLY RIVERS &amp; THE ANGELIC VOICES OF FAITH</b> / He'll Never Leave You (Right Now)	104/1	<b>THE MCLURKIN PROJECT</b> / As Long As There's You (Gospo Centric/Zomba)	68/8
TOTAL STATIONS:	11	TOTAL STATIONS:	9

## MOST INCREASED PLAYS

+97	<b>REGINA BELLE</b> / God Is Good (Pendulum/EMI Gospel) / WEUP +22, WPPZ +17, WOAD +15, KATZ +3, WPPZ +5, WCAO +1, WFMI +0, WDJL +3, WN00 +2, WGRB +2
+54	<b>DONALD LAWRENCE INTRODUCES: THE MURRILLS</b> / Family (There's A Healing) (Quiet Water/Verity/Zomba) / WEUP +21, WPRS +10, WPZZ +10, WPPZ +8, WCAO +6, WN00 +5, WXVI +4, WOAD +2, KOKA +1, WHLW +1
+50	<b>CECE WINANS</b> / Waging War (PureSprings Gospel) / KHLR +13, SIPR +11, WCAO +7, WHLW +6, WPRS +6, WN00 +4, WFMV +4, KATZ +1, WOJL +1, WEAL +1
+44	<b>ISRAEL &amp; NEW BREED</b> / If Not For Your Grace (Integrity) / SIPR +7, WOAD +15, KOKA +4, WFMI +3, WTHe +3, WN00 +2
+35	<b>J MOSS</b> / Abundantly (PAJAM/Gospo Centric/Zomba) / WEUP +21, WHAL +8, WHLW +8, WPRS +4, SIPR +2, WN00 +2, WCAO +1, WFMV +1

FOR WEEK ENDING MARCH 9, 2008  
LEGEND: See legend to charts in charts section for rules and symbol explanations. All gospel 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.

## GOSPEL REPORTERS

- WPZE/Atlanta, GA\*** OM: Steve Higwood PD/MD: Derek Harper
- WCAO/Baltimore, MD\*** PD: Lee Michaels APD/MD: Danielle Brown
- WWIN/Baltimore, MD** PD: Tim Watts
- WXOK/Baton Rouge, LA\*** OM: LeBron "LBJ" Joseph APD/MD: J'Michael Francois
- WUFO/Buffalo, NY\*** PD: Dwayne "Landers" Cumberlander MD: Duane Price
- WJNI/Charleston, SC\*** OM: Michael Baynard PD: Belinda Parker MD: Anthony Baxter
- WXTX/Charleston, SC\*** OM: Bryan Taylor PD: Michael Tee APD: Edwin "Chef" Wright
- WPZS/Charlotte, NC\*** PD: Alvin Stowe MD: Tonya Rivers
- WN00/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: GQ 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 Leve
- KROI/Houston, TX\*** OM/MD: Terri Thomas
- WDJL/Huntsville, AL\*** PD/MD: Walter Peavey
- WEUP/Huntsville, AL\*** OM: Hundley Batts PD: Steve Murry MD: Ricky Sykes
- WTLC/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: Andre Carson PD/MD: Percy Davis
- KPRT/Kansas City, MO** OM: Stan Branson PD/MD: Kim Harper
- WHLW/Montgomery, AL\*** OM: Michael Long PD/MD: Conny Bryant
- WXVI/Montgomery, AL\*** PD: Glinda Perkins
- WTHe/Nassau, NY\*** MD: Clara Mack
- WPRF/New Orleans, LA** PD: Kris "Cap'n Kris" McCoy
- WYLD/New Orleans, LA\*** PD: Derrick Corbett APD/MD: Loetta Petit
- WLIB/New York, NY\*** PD: Denise Hill
- WFMI/Norfolk, VA\*** OM: Neal Williams PD: Mike Chandler
- WXEZ/Norfolk, VA\*** OM: John Stromby 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: J.J. Stone PD: Fat McKay MD: Sasha Montero
- XM The Spirit/Satellite\*** PD/MD: Jay Bryant
- WCK/Savannah, GA\*** PD: E. Larry McDuffie
- KOKA/Shreveport, LA\*** PD: Eddie Giles APD/MD: Sharon Flournoy
- KATZ/St. Louis, MO\*** MD: Dwight Stone
- WIMC/Trantow, NJ** OM/MD: Felicia Brannon PD/MD: Charles Anthony
- WTSK/Tuscaloosa, AL** OM: Greg Tomascello PD/MD: Charles Anthony
- WPRS/Washington, DC\*** PD: Matt Anderson
- WFAL/Wilmington, DE** OM: Melvin Brittingham PD/MD: Manuel Mena

\* Monitor Reporters



A gathering of successful women in Christian radio

## The Ladies Take Over

Kevin Peterson

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The inspiration for this week's column comes not from something we've said or done, but rather something we didn't do. At last year's R&R Christian Summit in Nashville, during the "Radio and Records: Group Therapy" session, it was pointed out that there was not one woman included on either the radio or records panel. ■ After the session, WAWZ (Star 99.1)/New York morning co-host, director of promotions and 16-year radio veteran Stacey Stone suggested gathering some of the successful women in the industry to discuss the unique issues affecting them within the Christian radio arena.

Joining Stone on her estrogen-intensive panel is Beth Bacall, midday personality at Star 99.1, with 20 years of on-air experience, who also creates show prep for several major stations. Stacey Whitmire is network morning co-host/MD for WAY-FM Media Group's Christian Hit Satellite Radio Network. Sam Kelly is half of the award-winning morning show at KCMS (Spirit 105.3)/Seattle; the "Scott & Sam" show is heard in eight other cities across the country, including Washington and Los Angeles. And Lisa Williams serves nationally at the K-LOVE network and also brings the perspective of a woman who has been in the industry for years.

Stone began the powwow by noting that only eight Fortune 500 companies have female CEOs, while 67 of those 500 corporations do not have any female corporate officers. "So the issue of women not being included is not only in the broadcast industry," she says. "The difference is that most Christian broadcast companies are reaching out to females for ratings."

Her first question to the panelists: "Do programmers get enough feedback from women when they are making major decisions?"

Williams said, "For the best answer to this question, find a guy who programs a station that is top five 12+ or top five in [the target] demo. Undoubtedly, he will tell you

about the importance of women in his sphere of influence."

Kelly added that her station not only elicits feedback from women, but relies on a panel made up of females: "Our advisory board is all women in the demo. They give amazing feedback and keep us in line. Our PD [Scott Valentine] doesn't make a move without running it by the girls first."

Bacall said, "The programmers I have met in Christian radio seem to have a specific focus on their demo. I believe that they incorporate her into their daily programming plan."

Whitmire suggested that her situation is a bit different. "Our demo is much lower and our manager is a man who is much younger—but yeah, he definitely gets that feedback, absolutely; no fear involved at all!"

According to Stone, former Hewlett-Packard chairwoman/CEO Carleton S. Fiorina has been quoted as denying that a glass ceiling exists for women. "She explained that women have to play by male rules and allow themselves to be judged by male standards and that, if they don't, they risk being marginalized." She asked the panelists if they think the same applies at Christian radio.

Kelly was first up: "It's more like the glass sunroof on the mini-van. I'll probably

get in trouble for saying this, but it seems like the lifestyle of Christian women often includes marriage and kids. That makes some radio shifts hard to do. But as far as opportunities go, [there's] no ceiling at all, in my experience."

Next, Stone queried the panel about the biggest challenge they face as women in Christian radio and how that challenge differs from their male co-hosts.

Whitmire joked, "Having to wear heels and hose at formal dinners. Aside from that, I really don't feel like I have it any different."

Williams added, "We're just biologically different. When we respect the fact that hormones and egos are a part of life, and when we learn to work with them instead of pointing them out, we can get a lot done."

Bringing up a question that I could never get away asking a roomful of ladies, Stone inquired of the panel, "What do you do about the dark circles under your eyes and furrowed brow that are inherent with radio?" Kelly replied, "I bought this stuff called collagen filler that is supposed to help with that. It itched so badly that I was really grumpy all day. Later I read that it has certain compounds that are supposed to irritate the skin and plump it up. It irritated me all right. Now I just try to smile more."

Williams interjected, "I have a 10-month-old and I'm five months' pregnant. I may not sleep a full eight hours again until 2017. Dark circles? What dark circles?" (Insert empathetic laughter here.)

With the mucho grande latte having kicked in, Stone asked what was perhaps not the most pressing question of the day, but certainly among the most interesting: "If you were in a bodega in New York City with \$6 to spend, what would you buy?" Bacall suggested, "I would buy a New York Post and a Daily News"—both 50 cents apiece—"because they are both a great source of show prep, a \$1 cup of coffee, a \$1.10 pack of gum for my teenager who has her braces off, a \$1.25 Hershey bar for my middle schooler who has her braces still on and a \$1.50 bottle of water, because I always have one on me. Wow, I have 15 cents left. Can I stretch a couple of bucks or what?"

The rest of the women admitted that they had no idea you could buy anything for less than six bucks in NYC.

Stone brought it back to a more serious note in wrapping up the panel. She quoted Barnes&Noble.com CEO Maria J. Toulant, who has said that there is not a woman she has ever spoken to in any position of authority in any company who says that being a woman has not made a difference. Stone said, "That makes a very important point for women in Christian radio: We are different and we should celebrate it."



Bacall



Stone



Williams



Kelly



Whitmire

# R&R CHRISTIAN AC

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▶ WITH THE GROUP'S HIGHEST-CHARTED TITLE TO DATE (19-15), BLACKSBURG, VA.-BASED **DECEMBERADIO** SNARES AIRPOWER AND MOST INCREASED PLAYS (UP 115). THE BAND IS ON TOUR WITH THIRD DAY AND SANCTUS REAL.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	1) NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	22	<b>MATTHEW WEST</b> YOU ARE EVERYTHING	<b>NO. 1(2 WKS)</b> SPARROW/EMI CMG	1529 -31	3.785 2
2	3	11	<b>JEREMY CAMP</b> LET IT FACE	BEC/TOOTH & NAIL	1479 +60	4.244 1
3	2	23	<b>MERCYME</b> GOD WITH US	INO	1471 -83	3.451 3
4	4	28	<b>CHRIS TOMLIN</b> AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	1109 -51	2.660 5
5	5	7	<b>STEVEN CURTIS CHAPMAN</b> CINDERELLA	SPARROW/EMI CMG	1058 +34	3.401 4
6	7	37	<b>CASTING CROWNS</b> EAST TO WEST	BEACH STREET/REUNION/PLG	966 -15	2.595 6
7	6	29	<b>NATALIE GRANT</b> IN BETTER HANDS	CURB	894 -111	1.975 12
8	10	8	<b>FEE</b> ALL BECAUSE OF JESUS	INO	858 +109	2.276 7
9	8	26	<b>NEWSBOYS</b> IN WONDER	INPOP	809 -123	2.217 9
10	13	6	<b>CASTING CROWNS</b> EVERY MAN	BEACH STREET/REUNION/PLG	808 +108	1.951 13
11	9	28	<b>ROBBIE SEAY BAND</b> SONG OF HOPE	SPARROW/EMI CMG	803 +51	2.088 10
12	11	5	<b>33MILES</b> THANK YOU	INO	784 +68	2.228 8
13	12	27	<b>MONK &amp; NEAGLE</b> THE TWENTY-FIRST TIME	REUNION/PLG	615 -101	1.715 14
14	15	23	<b>BRANDON HEATH</b> DON'T GET COMFORTABLE	MONOMODE/REUNION/PLG	575 -69	0.830 27
15	19	8	<b>DECEMBERADIO</b> FIND YOU WAITING	<b>AIRPOWER/MOST INCREASED PLAYS</b> SLANTED/SPRING HILL	563 +115	1.25 20
16	17	11	<b>BUILDING 429</b> SINGING OVER ME	WORD-CURB	524 +13	1.503 15
17	20	5	<b>NEEDTOBREATHE</b> WASHED BY THE WATER	ATLANTIC/WORD-CURB	507 +70	1.109 21
18	18	16	<b>BRITT NICOLE</b> SET THE WORLD ON FIRE	SPARROW/EMI CMG	494 +2	0.837 26
19	21	5	<b>TENTH AVENUE NORTH</b> LOVE IS HERE	<b>AIRPOWER</b> REUNION/PLG	460 +59	1.224 18
20	16	12	<b>BIG DADDY WEAVE</b> HOLD ME JESUS	FERVENT/WORD-CURB	455 -56	1.274 17
21	23	4	<b>MATT MAHER</b> YOUR GRACE IS ENOUGH	ESSENTIAL/PLG	392 +34	0.967 23
22	24	3	<b>RUSH OF FOOLS</b> CAN'T GET AWAY	MIDAS	388 +38	0.593 -
23	28	4	<b>PHILLIPS, CRAIG &amp; DEAN</b> TOP OF MY LUNGS	INO	367 +33	0.616 30
24	27	6	<b>JADON LAVIK</b> COME THOU FOUNT	BEC/TOOTH & NAIL	342 -4	1.194 19
25	25	8	<b>CARRIE UNDERWOOD</b> SO SMALL	ARISTA/ARISTA NASHVILLE/PLG	341 -9	2.039 11
26	26	8	<b>TOBYMAC FEATURING SITI MONROE</b> ONE WORLD	FOREFRONT/EMI CMG	339 -9	0.630 28
27	29	3	<b>DAVID CROWDER BAND</b> NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	328 +18	0.616 29
28	22	12	<b>MANDISA</b> GOD SPEAKING	SPARROW/EMI CMG	310 -60	0.473 -
29	NEW		<b>AARON SHUST</b> WATCH OVER ME	BRASH	284 +20	0.353 -
30	NEW		<b>LAURA STORY</b> MIGHTY TO SAVE	INO	260 +48	0.428 -

## MOST ADDED

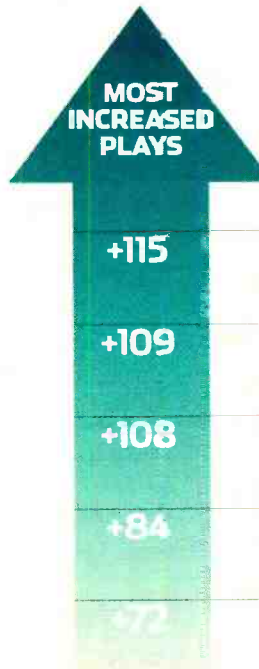
ARTIST TITLE / LABEL	NEW STATIONS
<b>CHRIS SLIGH</b> Empty Me (Brash) KBNJ, KkSP, WJQK, WPOZ, XM The Message	5
<b>FEE</b> All Because Of Jesus (INO) KGBI, KKCM, KVMV, WAWZ	4
<b>TENTH AVENUE NORTH</b> Love Is Here (Reunion/PLG) KHZR, KLTJ, KVMV, WJTL	4
<b>NEEDTOBREATHE</b> Washed By The Water (Atlantic/Word-Curb) KLJC, KSBJ, KWND, WBSN	4
<b>CASTING CROWNS</b> Every Man (Beach Street/Reunion/PLG) WFSH, WGTJ, WVFJ	3
<b>33MILES</b> Thank You (INO) WDJC, WMHK, WVFJ	3
<b>JEFF JOHNSON BAND</b> Ruin Me (NuSpring) KBIQ, KFIS, KGBI	3
<b>NATALIE GRANT</b> I Will Not Be Moved (Curb) KGBI, WDJC, WMUZ	3
<b>STEVEN CURTIS CHAPMAN</b> Cinderella (Sparrow/EMI CMG) KSGN, WVFJ	2

**ADDED AT...**  
**KXOJ**  
Tulsa, OK  
PD/MD: Bob Thornton  
Richie McDonald, I Turn to You, O

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

## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>MAINSTAY</b> Where Your Heart Belongs (BEC/Tooth & Nail) TOTAL STATIONS: 10	229/6	<b>THE AFTERS</b> Keeping Me Alive (INO) TOTAL STATIONS: 10	128/12
<b>CHRIS SLIGH</b> Empty Me (Brash) TOTAL STATIONS: 16	195/34	<b>JEFF JOHNSON BAND</b> Ruin Me (NuSpring) TOTAL STATIONS: 5	107/83
<b>SANCTUS REAL</b> We Need Each Other (Sparrow/EMI CMG) TOTAL STATIONS: 10	187/9	<b>JEREMY CAMP</b> Tonight (BEC/Tooth & Nail) TOTAL STATIONS: 8	107/6
<b>MIKESCHAIR</b> Otherside (Curb) TOTAL STATIONS: 13	16C/11	<b>MARK HARRIS</b> All For The Glory Of You (Integrity/Columbia) TOTAL STATIONS: 8	103/12
<b>DANIEL DOSS BAND</b> God In Me (Sparrow/EMI CMG) TOTAL STATIONS: 14	142/24	<b>FIREFLIGHT</b> Brand New Day (Flicker/PLG) TOTAL STATIONS: 4	90/84



**DECEMBERADIO**  
Find You Waiting (Slanted/Spring Hill)  
WLAB +26, WCVR +24, KHZR +23, WPOZ +16, KVMV +8, KXOJ +5, KBNJ +5, WJQK +3, WMSJ +2, WMHK +2

**FEE**  
All Because Of Jesus (INO)  
WPAR +27, WCQR +20, WAKW +18, KLJC +12, WPOZ +11, WAFJ +9, KGBI +7, KSBJ +6, WJTL +4, WAWZ +4

**CASTING CROWNS**  
Every Man (Beach Street/Reunion/PLG)  
WRMB +20, WBSN +18, WPOZ +13, WMSJ +12, WLPJ +10, WCQR +8, KXOJ +7, SIST +6, KLJC +5, WFSH +6

**CHRIS SLIGH**  
Empty Me (Brash)  
WLAB +25, KSBJ +19, KLJC +12, WPOZ +12, WJQK +10, WAFJ +5, WCRJ +3, WFSH +2, KXOJ +1, KKSP +1

**FIREFLIGHT**  
Brand New Day (Flicker/PLG)  
WFHM +29, KFIS +26, KFSH +20, KBIQ +6

FOR WEEK ENDING MARCH 9, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
53 Christian AC stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Christian AC indicator chart compiled of 31 reporters, christian CHR 26, christian rock 27 and soft AC/inspirational 15. © 2008 Nielsen Business Media, Inc. All rights reserved.

## RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	1) NIELSEN BDS CERTIFICATIONS		THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	1) NIELSEN BDS CERTIFICATIONS	
		TW	LW			TW	LW
1	<b>MERCYME</b> BRING THE RAIN (INO)	685	650	6	<b>TREE63</b> BLESS'D BE YOUR NAME (INPOP)	573	610
2	<b>AARON SHUST</b> MY SAVIOR MY GOD (BRASH)	662	644	7	<b>BIG DADDY WEAVE</b> EVERY TIME I BREATHE (FERVENT/WORD-CURB)	570	541
3	<b>RUSH OF FOOLS</b> UNDO (MIDAS)	630	635	8	<b>STORYSIDE:B</b> BE STILL (SILENT MAJORITY/GOTEE)	551	531
4	<b>BRANDON HEATH</b> I'M NOT WHO I WAS (MONOMODE/REUNION/PLG)	593	600	9	<b>POINT OF GRACE</b> HOW YOU LIVE (TURN UP THE MUSIC) (WORD-CURB)	529	674
5	<b>LINCOLN BREWSTER</b> EVERLASTING GOD (INTEGRITY)	589	581	10	<b>CHRIS TOMLIN</b> HOLY IS THE LORD (SIXSTEPS/SPARROW/EMI CMG)	519	536

## CHRISTIAN CHR REPORTERS

**KLYT/Albuquerque, NM**  
OM: Johann "Yo" Snyder  
MD: Joey Belville

**KAFK/Anchorage, AK**  
OM/PD: Mark Guy  
APD/MD: Mike Carrier

**WHMX/Bangor, ME**  
OM/PD: Tim Collins  
APD/MD: Morgan Smith

**WONU/Chicago, IL\***  
OM: Justin Knight  
PD/MD: Johnathon Eltrevoog

**KXWA/Denver, CO**  
PD: Scott Veigel

**KZZQ/Des Moines, IA**  
PD: Mike Schlote

**WJRF/Duluth, MN**  
PD/MD: Terry Michaels

**KNMI/Farmington, NM**  
OM/PD: Darren Nez  
MD: Kenny Montano

**WSCF/Ft. Pierce, FL**  
PD/MD: Paul Tipton

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

**WAYK/Kalamazoo, MI**  
PD/MD: Mike Couchman

**WYLV/Knoxville, TN\***  
PD/MD: Jonathan Unthank

**WAYM/Nashville, TN\***  
OM: Dave Senes  
PD: Jeff Brown  
MD: Stace Whitmire

**WNAZ/Nashville, TN\***  
OM/PD: Dave Queen  
APD: Jennifer Houchin  
MD: Seth Routzahn

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

**KJTH/Ponca City, OK**  
PD/MD: Tony Weir  
APD: Jes Wes

**KZRI/Portland, OR\***  
OM: Mike Novak  
PD: David Pierce  
APD: Eric Allen

**KTPT/Rapid City, SD**  
OM: Tom Schoenstedt  
PD: Jennifer Walker

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

**KLFF/San Luis Obispo, CA\***  
PD: Matt Williams  
MD: Noonie Fugler

**WBYO/Sellersville, PA**  
OM: David Baker  
PD/MD: Kristine McClain

**KADI/Springfield, MO\***  
PD/MD: Rod Kittleman

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

**WYSZ/Toledo, OH**  
PD/MD: Jeff Howe  
APD: Rob Fairchild

**KDUV/Visalia, CA\***  
PD: Joe Croft  
APD/MD: Shannon Steele

**WCLQ/Wausau, WI**  
PD/MD: Matt Deane



▶ WITH 960 SPINS AT 25 REPORTING STATIONS, **TOBYMAC** STEPS 2-1 ON CHRISTIAN CHR WITH "ONE WORLD." THE SONG FEATURES SITI MONROE AND IS INCLUDED ON TOBYMAC'S "PORTABLE SOUNDS" ALBUM.

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN CHR		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
2	11		<b>TOBYMAC FEATURING SITI MONROE</b> ONE WORLD	FOREFRONT/EMI CMG	960	+31
2	1	15	<b>AFTERS</b> NEVER GOING BACK TO OK	INO	951	-61
4	10		<b>ADDISON ROAD</b> ALL THAT MATTERS	INO	843	+4
5	16		<b>DECEMBERADIO</b> FIND YOU WAITING	SLANTED/SPRING HILL	784	+19
6	9		<b>HAWK NELSON</b> FRIEND LIKE THAT	BEC/TOOTH & NAIL	782	+46
6	3	20	<b>SANCTUS REAL</b> WE NEED EACH OTHER	SPARROW/EMI CMG	782	-123
7	8		<b>JEREMY CAMP</b> NO MATTER WHAT IT TAKES	BEC/TOOTH & NAIL	765	+44
8	7		<b>FIRELIGHT</b> UNBREAKABLE	FLICKER/PLG	704	+52
9	9	24	<b>MAINSTAY</b> BELIEVE	BEC/TOOTH & NAIL	618	-29
10	10		<b>LEELAND</b> COUNT ME IN	ESSENTIAL/PLG	614	+44
11	11	7	<b>NEEDTOBREATHE</b> WASHED BY THE WATER	ATLANTIC/WORD-CURB	580	+22
12	12	9	<b>SEVINGLORY</b> LET IT BE LOVE	7 SPIN	560	+14
13	14	7	<b>STELLAR KART</b> JESUS LOVES YOU	WORD-CURB	485	+20
15	20	4	<b>RELIENT K</b> THE BEST THING	CAPITOL/GOTEE	445	+68
15	13	28	<b>SKILLET</b> THE OLDER I GET	ARDENT/SRE/INO	426	-50
16	19	6	<b>MYRIAD</b> A THOUSAND WINTERS MELTING	KOSMOS/KOCH	415	+27
17	15	15	<b>MATTHEW WEST</b> YOU ARE EVERYTHING	SPARROW/EMI CMG	413	-17
18	22	4	<b>TENTH AVENUE NORTH</b> LOVE IS HERE	REUNION/PLG	399	+31
19	16	13	<b>STEPHANIE SMITH</b> NOT AFRAID	GOTEE	381	-36
20	17	17	<b>ROCKET SUMMER</b> SO MUCH LOVE	ISLAND/IDJMG	355	-59
21	24	13	<b>MERCYME</b> GOD WITH US	INO	351	+6
22	18	18	<b>BRITT NICOLE</b> SET THE WORLD ON FIRE	SPARROW/EMI CMG	322	-73
23	21	14	<b>NEWSBOYS</b> IN WONDER	INPOP	310	-62
24	25	13	<b>STORYSIDE:B</b> BE STILL	SILENT MAJORITY/GOTEE	287	-24
25	23	17	<b>FALLING UP</b> HOTEL AQUARIUM	BEC/TOOTH & NAIL	287	-72
26	26	5	<b>CASTING CROWNS</b> EVERY MAN	BEACH STREET/REUNION/PLG	286	+5
27	28	4	<b>RUSH OF FOOLS</b> WE ALL	MIDAS	264	+25
28	NEW		<b>EVERYDAY SUNDAY</b> TELL ME YOU'LL BE THERE	INPOP	238	+77
29	30	19	<b>PHIL WICKHAM</b> AFTER YOUR HEART	SIMPLE/INO	213	+17
30	NEW		<b>PAUL ALAN</b> TO BRING YOU BACK	WHIPLASH	201	+10

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN ROCK		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
4	9		<b>CHILDREN 18:3</b> YOU KNOW WE'RE ALL SO FOND OF DYING	TOOTH & NAIL	268	+27
2	1	13	<b>IVORYLINE</b> BE STILL AND BREATHE	TOOTH & NAIL	238	-32
3	6	9	<b>SKILLET</b> LIVE FREE OR LET ME DIE	ARDENT/SRE/INO	237	+9
4	3	9	<b>HAWK NELSON</b> FRIEND LIKE THAT	BEC/TOOTH & NAIL	227	-15
5	9	5	<b>FAMILY FORCE 5</b> FACE DOWN	MAVERICK/GOTEE	223	+15
6	2	12	<b>FIRELIGHT</b> UNBREAKABLE	FLICKER/PLG	223	-20
7	5	9	<b>ALMOST.</b> SOUTHERN WEATHER	TOOTH & NAIL	221	-20
10	8		<b>FALLING UP</b> GOOD MORNING PLANETARIUM	BEC/TOOTH & NAIL	211	+6
11	7		<b>WEDDING</b> I'LL SLEEP WHEN I'M DEAD	BRAVE NEW WORLD	210	+7
14	8		<b>WAVORLY</b> STAY WITH ME	FLICKER/PLG	209	+15
12	10		<b>THIS BEAUTIFUL REPUBLIC</b> CASTING OFF	FOREFRONT/EMI CMG	200	+2
12	8	11	<b>A ROTTERDAM NOVEMBER</b> CITY WITHOUT A HEART	ARN	200	-10
15	6		<b>THOUSAND FOOT KRUTCH</b> THE FLAME IN ALL OF US	TOOTH & NAIL	199	+13
17	5		<b>ANBERLIN</b> HELLO ALONE	TOOTH & NAIL	196	+19
16	7		<b>RELIENT K</b> DEVASTATION AND REFORM	CAPITOL/GOTEE	192	+11
16	7	17	<b>PILLAR</b> FOR THE LOVE OF THE GAME	FLICKER/PLG	184	-41
17	13	16	<b>AFTERS</b> NEVER GOING BACK TO OK	INO	181	-17
18	19	6	<b>DISCIPE</b> LOVE HATE (ON AND ON)	SRE/INO	173	+8
19	18	7	<b>SECRET AND WHISPER</b> VANISHINGS	TOOTH & NAIL	166	-6
20	25	5	<b>EVERYDAY SUNDAY</b> APATHY FOR APOLOGIES	INPOP	140	+16
29	2		<b>STELLAR KART</b> SHINE LIKE THE STARS	WORD CURB	137	+32
22	23	2	<b>SPOKEN</b> TRADING IN THIS TROUBLED HEART	TOOTH & NAIL	136	+12
27	3		<b>NUMBER ONE GUN</b> WAKE ME UP	TOOTH & NAIL	124	+12
24	26	4	<b>DEAS VAIL</b> ANYTHING YOU SAY	BRAVE NEW WORLD	122	+3
25	24	10	<b>EVER STAYS RED</b> ON THE BRINK OF IT ALL	VSR	120	-4
26	NEW		<b>PROJECT 86</b> MOLOTOV	TOOTH & NAIL	107	+63
27	28	7	<b>AFTER EDMUND</b> FIGHTING FOR YOUR HEART (LET IT GO)	SLANTED/SPRING HILL	106	-1
28	22	18	<b>DEMON HUNTER</b> CARRY ME DOWN	SOLID STATE/TOOTH & NAIL	103	-31
29	RE-ENTRY		<b>DIZMAS</b> YOURS	FOREFRONT/EMI CMG	101	+9
30	NEW		<b>SEVENTH DAY SLUMBER</b> LAST REGRET	BEC/TOOTH & NAIL	98	+9

THIS WEEK	LAST WEEK	WEEKS ON CHART	SOFT AC/INSPIRATIONAL		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	1	20	<b>MERCYME</b> GOD WITH US	INO	249	-36
2	2	19	<b>MATTHEW WEST</b> YOU ARE EVERYTHING	SPARROW/EMI CMG	236	-4
3	3	26	<b>CHRIS TOMLIN</b> AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	217	+3
4	8	6	<b>STEVEN CURTIS CHAPMAN</b> CINDERELLA	SPARROW/EMI CMG	214	+55
5	5	4	<b>JADON LAVIK</b> COME THOU FOUNT	BEC/TOOTH & NAIL	200	+19
6	4	10	<b>MARK SCHULTZ</b> EVERYTHING TO ME	WORD-CURB	191	0
7	7	6	<b>CASTING CROWNS</b> EVERY MAN	BEACH STREET/REUNION/PLG	187	+14
8	6	9	<b>VICKY BEECHING</b> GREAT IS YOUR GLORY	SURVIVOR/SPARROW/EMI CMG	171	-5
9	9	9	<b>PHILLIPS, CRAIG &amp; DEAN</b> TOP OF MY LUNGS	INO	170	+11
10	10	7	<b>JAIME JAMGOCHIAN</b> SING OF OUR GOD	CENTRICITY	164	+6

THIS WEEK	LAST WEEK	WEEKS ON CHART	SOFT AC/INSPIRATIONAL		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	11	21	<b>POINT OF GRACE</b> HOW YOU LIVE (TURN UP THE MUSIC)	WORD-CURB	131	-7
12	15	4	<b>TWILA PARIS</b> LIVE TO PRAISE	MOUNTAIN SPRING	124	+12
13	14	18	<b>SARA GROVES</b> WHEN THE SAINTS	INO	117	+2
14	NEW		<b>WAYBURN DEAN</b> THROUGH THE RAIN	WAYJADE	111	+36
15	12	12	<b>PAUL BALOCHE</b> OUR GOD SAVES	INTEGRITY	104	-27
16	17	4	<b>JEREMY CAMP</b> LET IT FADE	BEC/TOOTH & NAIL	100	+2
17	13	17	<b>SHANNON WEXELBERG</b> COUNT IT ALL JOY	DISCOVERY HOUSE	91	-35
18	20	2	<b>33MILES</b> THANK YOU	INO	87	0
19	NEW		<b>KEITH &amp; KRISTYN GETTY</b> THE POWER OF THE CROSS	MARTINGALE	86	+5
20	NEW		<b>LAURA STORY</b> MIGHTY TO SAVE	INO	85	+11

## CHRISTIAN ROCK REPORTERS

**KLVN/Albuquerque, NM**  
OM: Johann "Jo" Snyder  
MD: Joey Belville

**WCVK/Bowling Green, KY**  
OM: Ken Burns  
PC: Susan Woodard

**WVDF/Bridgeport, CT**  
FC/MD: Eob Felberg

**WCWP/Brookville, NY**  
FD: Peter Beliciti  
MD: Reena Terburni

**WLFM/Columbus, OH\***  
OM: Michael Buckingham  
PC/MD: Nikki Cantu  
AFD: Laire Moreyhn

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

**WSNL/Flint, MI**  
MD: Brian Goodman

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

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

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

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

**WDMR/Marion, IL**  
MD: Tom Schroeder

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

**Effect Radio/Network**  
PD/MD: Brian Harman  
APD: Amanda Harman

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

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

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

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

**Fireescape/Satellite**  
PD/MD: Joe Hayes

**Planet Edge/Satellite**  
PD: Arron Daniels

**Sirius Spirit 66/Satellite\***  
PD: Al Skop

**The Sound Of Light/Satellite**  
PD: Jack Eason

**Whip Of Cords/Satellite**  
OM/PD: Matt Rhodes

**KCLC/St. Louis, MO**  
MD: Dave Merkel

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

**WYSZ/Toledo, OH**  
PD/MD: Jeff Howe

**WCLQ/Wausau, WI**  
PD/MD: Matt Deane



► **JEREMY CAMP** GARNERS 833 PLAYS (UP 23) AND HOPS 3-1 WITH "LET IT FADE." CONCURRENTLY, THE TRACK MOVES 3-2 ON THE MONITORED CHRISTIAN AC SCORECARD.

**DMDS**  
DIGITAL DOWNLOADS  
AVAILABLE AT DMDS.COM

## CHRISTIAN AC REPORTERS

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

\* Monitored Reporters

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	3	9	<b>JEREMY CAMP</b> LET IT FADE	BEC/TOOTH & NAIL	833	+23
2	1	21	<b>MERCYME</b> GOD WITH US	INO	822	-38
3	2	21	<b>MATTHEW WEST</b> YOU ARE EVERYTHING	SPARROW/EMI CMG	820	-17
4	4	9	<b>FEE</b> ALL BECAUSE OF JESUS	INO	700	+43
5	5	6	<b>STEVEN CURTIS CHAPMAN</b> CINDERELLA	SPARROW/EMI CMG	622	+66
6	7	7	<b>CASTING CROWNS</b> EVERY MAN	BEACH STREET/REUNION/PLG	585	+54
7	10	26	<b>CHRIS TOMLIN</b> AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	488	-1
8	6	26	<b>NATALIE GRANT</b> IN BETTER HANDS	CURB	474	-61
9	11	18	<b>BRANDON HEATH</b> DON'T GET COMFORTABLE	REUNION/PLG	469	+3
10	9	26	<b>NEWSBOYS</b> IN WONDER	INPOP	435	-58
11	13	16	<b>BUILDING 429</b> SINGING OVER ME	WORD-CURB	426	+37
12	14	5	<b>AARON SHUST</b> WATCH OVER ME	BRASH	416	+34
13	8	22	<b>POINT OF GRACE</b> HOW YOU LIVE (TURN UP THE MUSIC)	WORD-CURB	389	-132
14	12	19	<b>BRITT NICOLE</b> SET THE WORLD ON FIRE	SPARROW/EMI CMG	377	-27
15	16	4	<b>NEEDTOBREATHE</b> WASHED BY THE WATER	ATLANTIC/WORD-CURB	369	+33
16	18	5	<b>DECEMBERADIO</b> FIND YOU WAITING	SLANTED/SPRING HILL	367	+57
17	17	4	<b>33MILES</b> THANK YOU	INO	358	+48
18	22	6	<b>TOBYMAC FEAT. SITI MONROE</b> ONE WORLD	FOREFRONT/EMI CMG	316	+45
19	21	8	<b>PHILLIPS, CRAIG &amp; DEAN</b> TOP OF MY LUNGS	INO	300	+11
20	20	17	<b>SARA GROVES</b> WHEN THE SAINTS	INO	277	-14
21	19	14	<b>SANCTUS REAL</b> WE NEED EACH OTHER	SPARROW/EMI CMG	269	-33
22	23	6	<b>MICHAEL ENGLISH</b> THE ONLY THING GOOD IN ME	CURB	253	+30
23	25	2	<b>TENTH AVENUE NORTH</b> LOVE IS HERE	REUNION/PLG	232	+33
24	29	3	<b>DAVID CROWDER BAND</b> NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	217	+47
25	NEW	NEW	<b>MATT MAHER</b> YOUR GRACE IS ENOUGH	ESSENTIAL/PLG	208	+41
26	NEW	NEW	<b>DANIEL DOSS BAND</b> GOD IN ME	SPARROW/EMI CMG	200	+40
27	24	11	<b>BIG DADDY WEAVE</b> ONLY JESUS	FERVENT/WORD-CURB	198	-7
28	30	4	<b>MIKESCHAIR</b> OTHERSIDE	CURB	183	-14
29	26	2	<b>AFTERS</b> KEEPING ME ALIVE	INO	182	+3
30	27	9	<b>MARK SCHULTZ</b> EVERYTHING TO ME	WORD-CURB	179	+1



## CHRISTIAN AC MUSIC RESEARCH

ARTIST TITLE	IMPRINT / PROMOTION LABEL	FAM%	W			
			25-54	25-34	35-44	45-54
<b>CASTING CROWNS</b> EAST TO WEST	BEACH STREET/REUNION/PLG	98%	4.41	4.38	4.42	4.44
<b>CHRIS TOMLIN</b> AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	97%	4.37	4.32	4.34	4.47
<b>MERCYME</b> BRING THE RAIN	INO	98%	4.32	4.19	4.41	4.37
<b>MERCYME</b> GOD WITH US	INO	95%	4.22	4.11	4.25	4.28
<b>ROBBIE SEAY BAND</b> SONG OF HOPE	SPARROW/EMI CMG	95%	4.11	4.08	4.13	4.10
<b>STORYSIDE: B</b> BE STILL	SILENT MAJORITY/GOTEE	86%	4.08	4.09	4.06	4.09
<b>MATTHEW WEST</b> YOU ARE EVERYTHING	SPARROW/EMI CMG	90%	4.07	4.06	4.09	4.07
<b>CASTING CROWNS</b> EVERY MAN	BEACH STREET/REUNION/PLG	78%	4.07	3.93	4.06	4.21
<b>TOBYMAC</b> MADE TO LOVE	FOREFRONT/EMI CMG	98%	4.02	4.09	4.06	3.90
<b>RUSH OF FOOLS</b> WHEN OUR HEARTS SING	MIDAS	91%	4.00	3.96	4.0	4.02
<b>JEREMY CAMP</b> LET IT FADE	BEC/TOOTH & NAIL	82%	4.00	4.04	4.02	3.92
<b>DAVID CROWDER BAND</b> EVERYTHING GLORIOUS	SIXSTEPS/SPARROW/EMI CMG	98%	3.97	3.95	3.98	3.98
<b>NATALIE GRANT</b> IN BETTER HANDS	CURB	94%	3.96	3.93	4.01	3.95
<b>DECEMBERADIO</b> FIND YOU WAITING	SLANTED/SPRING HILL	54%	3.96	4.07	3.86	3.96
<b>FEE</b> ALL BECAUSE OF JESUS	INO	67%	3.95	3.93	3.99	3.92
<b>NEWSBOYS</b> IN WONDER	INPOP	89%	3.94	3.87	4.00	3.97
<b>AARON SHUST</b> GIVE ME WORDS TO SPEAK	BRASH	99%	3.94	3.86	3.98	3.97
<b>MANDISA</b> GOD SPEAKING	SPARROW/EMI CMG	94%	3.90	3.82	3.90	3.99
<b>BRANDON HEATH</b> DON'T GET COMFORTABLE	REUNION/PLG	88%	3.89	3.79	4.03	3.82
<b>TOBYMAC</b> I'M FOR YOU	FOREFRONT/EMI CMG	95%	3.87	3.92	3.92	3.79

Total Sample size is 2289. These are average scores for music in the Contemporary Christian AC format, based on data from surveys conducted throughout the US, using TroyResearch Online Music Tracking. Online analysts score each song on a 1-5 scale where 1 = strongly dislike and 5 = strongly like. TroyResearch is a registered trademark of RadioResearch.Com. To inquire about Online Music Tracking with TroyResearch, call Jonathan Little at 740-549-9700, x61 or email [jlittle@troyresearch.com](mailto:jlittle@troyresearch.com).



Being a record rep isn't all glamour and glory

## A Day In The Life

R.J. Curtis

RCurtis@RadioandRecords.com

**R**ecord reps—what a life! You see them backstage and during station visits. You party with them at Country Radio Seminar. Man, what a gig. Lots of exciting travel, hanging with the stars, expense accounts, it's a laid-back lifestyle, all good. For overstressed radio guys seeking the next chapter of their career, this is the ultimate destination, right? Uh, guess again.

In our continuing effort to demonstrate how the other half lives, we asked a regional promotional representative to pick out one day—any day—in a fairly typical workweek and break it down close to hour by hour. Our subject for this scientifically approved experiment is Larry Santiago, who has been promoting records for four years now, the last three as Columbia Nashville's West Coast rep. Santiago had a long career in radio before moving

to records; in fact for a while, he actually did both. When Santiago first started at Columbia, he also did weekends and fill-in for country KZLA/Los Angeles. Before that, he was PD for the syndicated "After MidNite With Blair Garner," PD/MD/midday host at KJUG/Visalia, Calif., from 1987 to 1996 and PD/midday host at KNAX/Fresno from 1996 to 1998.

Before we get to the main part of our story, we thought we'd share some of Santiago's first impressions about life on the other side of radio after making the transition. He says that the first eye-opener was, "Some people will simply not return e-mails or voicemails." Obviously we're not going to name names, because that would be a) tacky and b) potentially cost Santiago a relationship or two. But after a lot of prodding, he did say there are people in his region "who have yet to return one call." And this is after three years with the label. At this point, just about any reply will do. According to Santiago, "I'd rather have somebody take 20 seconds to hit reply, just to tell me to fuck off."

The phone remains the best vehicle for touching base, Santiago says, because nothing beats a conversation in real time. But as he's learned the idiosyncrasies of individual PDs and MDs, he's tailored his approach. E-mail is a close runner-up, and text messaging has also become a good way to communicate, though not all of his radio clients partake.

The second big surprise for Santiago was how little time some PDs have to listen to music. He's quick to add that this doesn't mean PDs in his region aren't passionate about music anymore. It's just that the job and day-to-day demands for programmers have evolved so that they simply can't

do it in the office. "I have a lot of PDs tell me they have to bring a bunch of stuff home to listen to on weekends," Santiago says. In some cases, the programmers have come to rely on great MDs to be the ears for the station when it comes to new music.

OK, so about that time line. It was the middle of the week, and we join our subject in the midst of a road trip with Columbia artist Keith Anderson, who recently moved from Arista to Columbia. We pick up the story in Salt Lake City. Take a look and see if you think the life of a record rep is all that glamorous.

**7 a.m.:** Wake-up call. Write and return e-mails, pack suitcase. Write weekly update on Columbia tunes for the region.

**8:40 a.m.:** Meet Anderson and Columbia national David Friedman in hotel lobby and drive to KUBL.

**9 a.m.:** Meet with KUBL MD Pat Garrett while Anderson goes on the air with Johnson & Johnson.

**10 a.m.:** Anderson visits KSOP on-air. Afterward, listen to entire Anderson advance with MD Debby Turpin.

**11:30 a.m.:** Arrive at airport, eat really bad chicken sandwich for lunch. Try to make music calls since will be on a plane to Portland, Ore., during their music call times. No one answers, of course.

**1:50 p.m.:** Flight to Portland delayed. Notify road manager Weston Mays that since he and band members arrive two hours earlier, they may want to catch a cab to the hotel.

**3:40 p.m.:** Land in Portland 45 minutes late. Pick up rental car and head out of the airport, only to find out Anderson's band is still at the airport, so flip a U-turn to go back for them.

**4:25 p.m.:** Arrive at the hotel late, just as the limo guy gets there. Check in, drop our bags. Anderson and the guys freshen up for their show that night. We are now 30 minutes behind schedule. Try to call radio stations to get more adds and make up for the music calls missed while on the plane.

**4:30 p.m.:** Limo picks up Anderson and band at the hotel, takes them to KUPL.

**5 p.m.:** Arrive at KUPL for Anderson's on-air visit to promote that evening's charity concert for flood relief.

**5:15 p.m.:** Interview at KUPL with PM drive host Leela Kaye.

**6 p.m.:** Leave for Bushwhackers club with Anderson, band, Larry, Friedman and KUPL PD John Paul, who consumes copious amounts of alcohol and shows his chest hair. (OK, that part is made up.)

**7:30 p.m.:** Meet-and-greet with KUPL and Bushwhackers staff inside the KUPL broadcast trailer.

**8 p.m.:** Showtime pushed back to 8:30 so Anderson and band can eat dinner.

**8:35 p.m.:** Anderson onstage.

**10 p.m.:** After finishing meet-and-greets that couldn't be done during preshow, return to the hotel.

**10:30 p.m.:** Arrive back at the hotel, drop instruments in the rooms. Nightcap at one of Portland's finer establishments.

**1 a.m.:** Back in the room and call the front desk for a 7:30 wake-up. Next day consists of KWJJ/Portland visit and drive to Seattle. **R&R**



Santiago

### Making A List

Larry Santiago's

checklist for

personalities

conducting on-

air interviews:

■ Like the rest of the station, they should be aware of the visit ahead of time.

■ Be prepped with artist facts and information about their latest release.

■ Avoid cliché questions like, "What are your musical influences?"

■ Don't simply use artists to help promo the next bit coming up.—RJC

### Station-Visit Tips

After numerous station visits with artists during the past four years—some good, some not so good—Columbia's Larry Santiago offers these suggestions for making the experience enjoyable for everyone involved:

■ "It's always nice when the station knows we're coming and is prepared."

■ "A nice touch is a sign in the lobby welcoming the artist."

■ "Having the receptionist informed ahead of time, so she's expecting the artist."

■ "It's disappointing to the artist when they are left waiting in the lobby. Please welcome them in at the agreed time."

■ "The PD and MD have listened to the music ahead of time."

■ "It's ideal if the station plays the current single when the artist is in the studio."

■ "The ultimate payoff for artist visits is getting long-term support for their music."—RJC



► JAMES OTTO CRUISES INTO THE TOP 10 FOR THE FIRST TIME IN HIS CAREER AS "JUST GOT STARTED LOVIN' YOU" ROLLS 12-10 WITH 19.3 MILLION IMPRESSIONS. THAT'S MILES AHEAD OF HIS PRIOR BEST RANKING, SET WHEN "DAYS OF OUR LIVES" ROSE TO NO. 33 IN JANUARY 2004.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS (TW)	RANK
1	1	15	CARRIE UNDERWOOD NO. 1 (2 WKS) ALL-AMERICAN GIRL	ARISTA/ARISTA NASHVILLE	☆	32.148	+1.358	4346 1
2	3	18	ALAN JACKSON SMALL TOWN SOUTHERN MAN	ARISTA NASHVILLE	☆	29.650	+0.933	4247 2
3	4	21	KENNY CHESNEY DUET WITH GEORGE STRAIT SHIFTWORK	BNA	☆	29.267	+0.915	4100 3
4	2	25	RODNEY ATKINS CLEANING THIS GUN (COME ON IN BOY)	CURB	☆	28.070	-2.529	3916 4
5	6	14	TRACE ADKINS YOU'RE GONNA MISS THIS	CAPITOL NASHVILLE	☆	25.765	+2.141	3606 6
6	5	25	CHUCK WICKS STEALING CINDERELLA	RCA	☆	24.854	-0.716	3777 5
7	9	34	CHRIS CAGLE WHAT KINDA GONE	CAPITOL NASHVILLE	☆	23.703	+1.888	3500 7
8	8	5	GEORGE STRAIT I SAW GOD TODAY	MCA NASHVILLE	☆	23.001	+0.928	3227 8
9	10	3	JASON ALDEAN LAUGHED UNTIL WE CRIED	BROKEN BOW	☆	19.614	+0.390	2990 9
10	12	2	JAMES OTTO JUST GOT STARTED LOVIN' YOU	WARNER BROS./WRN	☆	19.349	+1.932	2827 10
11	11	20	BROOKS & DUNN GOD MUST BE BUSY	ARISTA NASHVILLE	☆	17.590	-0.742	2572 11
12	13	9	TAYLOR SWIFT PICTURE TO BURN	BIG MACHINE	☆	17.447	+0.191	2562 12
13	14	15	PHIL VASSAR LOVE IS A BEAUTIFUL THING	UNIVERSAL SOUTH	☆	16.370	+0.759	2378 13
14	15	27	BUCKY COVINGTON IT'S GOOD TO BE US	LYRIC STREET	☆	15.311	+0.012	2263 14
15	16	23	LADY ANTEBELLUM LOVE DON'T LIVE HERE	CAPITOL NASHVILLE	☆	12.126	+0.092	1895 15
16	17	25	KELLIE PICKLER THINGS THAT NEVER CROSS A MAN'S MIND	BNA	☆	11.162	+0.425	1820 16
17	19	8	JEWEL STRONGER WOMAN	VALORY	☆	10.648	+0.640	1705 17
18	18	10	JOE NICHOLS IT AIN'T NO CRIME	UNIVERSAL SOUTH	☆	10.351	+0.327	1690 18
19	26	3	RASCAL FLATTS MOST INCREASED AUDIENCE EVERY DAY	LYRIC STREET	☆	9.377	+3.654	1314 21
20	21	5	DIERKS BENTLEY AIRPOWER TRYING TO STOP YOUR LEAVING	CAPITOL NASHVILLE	☆	8.764	+1.126	1414 20
21	20	28	JAKE OWEN SOMETHIN' ABOUT A WOMAN	RCA	☆	8.641	-0.175	1460 19
22	27	3	BRAD PAISLEY BREAKER/MOST ADDED I'M STILL A GUY	ARISTA NASHVILLE	☆	7.859	+3.313	1038 25
23	22	10	JOSH TURNER FEATURING TRISHA YEARWOOD ANOTHER TRY	MCA NASHVILLE	☆	7.185	+0.511	1265 23
24	24	23	ASHTON SHEPHERD TAKIN' OFF THIS PAIN	MCA NASHVILLE	☆	6.437	+0.307	1307 22
25	25	18	JACK INGRAM MAYBE SHE'LL GET LONELY	BIG MACHINE	☆	5.457	-0.395	1074 24
26	28	4	MONTGOMERY GENTRY BACK WHEN I KNEW IT ALL	COLUMBIA	☆	4.885	+0.513	778 28
27	31	7	BLAKE SHELTON HOME	WARNER BROS./WRN	☆	4.828	+0.709	810 27
28	30	7	EAGLES BUSY BEING FABULOUS	ERC/LOST HIGHWAY/MERCURY	☆	4.520	+0.345	677 29
29	29	21	JOSH GRACIN WE WEREN'T CRAZY	LYRIC STREET	☆	4.444	+0.140	916 26
30	33	13	MIRANDA LAMBERT GUNPOWDER & LEAD	COLUMBIA	☆	3.350	+0.014	654 30

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS (TW)	RANK
3	23	13	GARTH BROOKS & HUEY LEWIS WORKIN' FOR A LIVIN'	PEARL/BIG MACHINE	☆	3.289	-3.026	547 33
3	35	10	TRISHA YEARWOOD THIS IS ME YOU'RE TALKING TO	BIG MACHINE	☆	3.120	+0.033	547 32
3	36	6	KEITH ANDERSON I STILL MISS YOU	COLUMBIA	☆	2.978	+0.285	538 31
34	37	8	SARA EVANS BREAKER SOME THINGS NEVER CHANGE	RCA	☆	2.301	+0.063	491 34
35	41	6	REBA MCENTIRE EVERY OTHER WEEKEND	MCA NASHVILLE	☆	2.106	+0.581	292 42
36	40	13	TRACY LAWRENCE TIL I WAS A DADDY TOO	ROCKY COMFORT/CO5	☆	1.835	+0.205	352 38
37	36	2	TOBY KEITH SHE'S A HOTTIE	SHOW DOG NASHVILLE	☆	1.841	+1.175	292 40
38	38	10	JYPSI I DON'T LOVE YOU LIKE THAT	ARISTA NASHVILLE	☆	1.750	-0.159	275 37
39	39	7	PHIL STACEY IF YOU DIDN'T LOVE ME	LYRIC STREET	☆	1.712	-0.044	471 35
40	53	2	TIM MCGRAW KRISTOFFERSON	CURB	☆	1.675	+0.853	216 44
41	42	6	JASON MICHAEL CARROLL BREAKER I CAN SLEEP WHEN I'M DEAD	ARISTA NASHVILLE	☆	1.576	+0.120	470 36
42	43	16	WHISKEY FALLS FALLING INTO YOU	MIDAS/NEW REVOLUTION	☆	1.242	-0.211	239 39
43	51	2	JULIANNE HOUGH THAT SONG IN MY HEAD	MERCURY	☆	1.169	+0.341	213 45
44	44	7	CLAY WALKER SHE LIKES IT IN THE MORNING	ASYLUM-CURB	☆	1.154	-0.089	291 48
45	47	7	RANDY OWEN BRAID MY HAIR	DMP/NEW REVOLUTION	☆	1.059	-0.029	285 46
46	48	3	THE LOST TRAILERS HOLLERBACK	BNA	☆	1.041	-0.030	241 54
47	54	2	EMILY WEST ROCKS IN YOUR SHOES	CAPITOL NASHVILLE	☆	0.965	+0.144	353 52
48	50	5	SARAH JOHNS HE HATES ME	BNA	☆	0.777	-0.116	282 41
49	59	2	LEANN RIMES GOOD FRIEND AND A GLASS OF WINE	ASYLUM-CURB	☆	0.773	+0.166	359 50
50	55	16	ELI YOUNG BAND WHEN IT RAINS	CARNIVAL	☆	0.764	+0.058	301 57
51	49	9	CARTER'S CHORD YOUNG LOVE	SHOW DOG NASHVILLE	☆	0.750	-0.223	247 43
52	57	10	ROCKIE LYNNE I CAN'T BELIEVE IT'S ME	ROBBINS NASHVILLE	☆	0.672	+0.071	310 60
53	60	9	THE ROAD HAMMERS I DON'T KNOW WHEN TO QUIT	MONTAGE	☆	0.670	+0.081	286 49
54	46	18	TIM MCGRAW SUSPICIONS	CURB	☆	0.670	-0.455	266 47
55	58	3	MICA ROBERTS FEATURING TOBY KEITH THINGS A MAMA DON'T KNOW	SHOW DOG NASHVILLE	☆	0.654	+0.020	357 51
56	NEW		JO DEE MESSINA HOT SHOT DEBUT I'M DONE	CURB	☆	0.517	+0.164	501 53
57	45	17	TERRI CLARK IN MY NEXT LIFE	BNA	☆	0.576	-0.627	269 -
58	NEW		CLINT BLACK LONG COOL WOMAN	EQUITY	☆	0.345	+0.116	951 55
59	NEW		LUKE BRYAN COUNTRY MAN	CAPITOL NASHVILLE	☆	0.489	+0.356	451 -
60	NEW		CROSS CANADIAN RAGWEED CRY LONELY	UNIVERSAL SOUTH	☆	0.467	+0.219	501 -

**MOST INCREASED AUDIENCE (IN MILLIONS)**

**+3.654 RASCAL FLATTS**

**+3.313 BRAD PAISLEY**

**+2.141 TRACE ADKINS**

**+1.932 JAMES OTTO**

NEW AND ACTIVE			NEW AND ACTIVE		
ARTIST TITLE / LABEL	AUDIENCE / GAIN	TOTAL STATIONS	ARTIST TITLE / LABEL	AUDIENCE / GAIN	TOTAL STATIONS
ALAN JACKSON 1976 (Arista Nashville)	0.435/0.368	26	ALAN JACKSON WITH MARTINA MCBRIDE Never Loved Before (Arista Nashville)	0.390/0.350	20
ALAN JACKSON Good Time (Arista Nashville)	0.395/0.345	26	LONESTAR Let Me Love You (Vector/COS)	0.389/0.181	11
HEIDI NEWFIELD Johnny Arc June (Asylum-Curb)	0.304/0.201	11	ALAN JACKSON Sissy's Song (Arista Nashville)	0.270/0.243	18

**MOST ADDED**

<b>BRAD PAISLEY 22</b> I'm Still A Guy (Arista Nashville) KFBI, KHAY, KMIL, KTTS, KVOD, KWNR, WAMZ, WBEE, WBUL, WDAF, WFBZ, WKIS, WQBE, WQMX, WQXK, WYKY, WYLY, WYSL, WYSL, WYSL, WYSL, WYSL	<b>TOBY KEITH 21</b> She's A Hottie (Show Dog Nashville) KATC, KBEQ, KBUL, KHKI, KMLE, KMPS, EPCS, KYGO, WAMZ, WBCT, WIOV, WITL, WKHX, WKLB, WOKQ, WPAW, WQYK, WRNS, WUBE, WXYC, WYCD	<b>DIERKS BENTLEY 13</b> Trying To Stop Your Leaving (Capitol Nashville) FAJA, KCE, KRTY, KTEX, KTTS, WCOL, WCTY, WKDF, WKLB, WKXC, WMLL, WQDR, WSIX	<b>JO DEE MESSINA 8</b> I'm Done (Curb) KIZN, WFEZ, WFMS, WKXC, WOJQ, WYLY, WYLY, WYLY	<b>REBA MCENTIRE 8</b> Every Other Weekend (MCA Nashville) KHCN, KMLB, WGH, WGGX, WIL, WJCL, WITL, WYCD
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FOR WEEK ENDING MARCH 9, 2008  
**LEGEND:** See legend in charts section for rules and symbol explanations.  
 117 country and 26 Canada country stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 114 reporters.  
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Perry & Price celebrate their silver anniversary

## A Quarter-Century In Paradise

Keith Berman

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There are certain things that Hawaii is known for: surfing, volcanoes, leis, pineapples, luaus, the hula dance—and successful heritage morning shows. On Aug. 9, Perry & Price will celebrate their 25th year doing mornings on what is now Clear Channel AC KSSK-AM & FM/Honolulu, but, as Michael W. Perry points out, they're following in the tradition of those who came before him and co-host Larry Price.

"Hawaii has a history of keeping their morning personalities for long periods of time," Perry says. "Before us, there was a guy named Aku, who was the highest-paid jock in the world at the time; before him was Lucky Luck; and before him was Webley Edwards, who was the 'Hawaii Calls' guy back in the era when radio from Hawaii was exotic and heard all over the world. Webley Edwards was actually the guy who stood on top of the building and gave CBS News coverage of the Pearl Harbor attack. So there's only three guys since the time of Marconi who did mornings before us."

They're a bit of an unorthodox duo: Perry is a former Navy officer who's been at the station for 31 years; he's done some acting, including appearances on "Jake and the Fatman," "Magnum P.I." and "Baywatch"; and he also hosts/executive-produces Hawaii's longest-running local TV show, "The Hawaiian Moving Company."

Price played football for the Los Angeles Rams, was head coach for the University of Hawaii at Manoa's Hawaii Warriors football team and has a B.S. and a master's from that school, along with doctorates from the University of Southern California and the Stanford Graduate School of Business, and he is also a professor-in-residence at Chaminade University of Honolulu. He came to KSSK 32 years ago as VP of public relations and publicity.

Aku died 25 years ago, and the station's then-owner, Congressman Cecil Heftel, and then-GM Earl McDaniel decided to pair up afternoon guy Perry with Price and move them into mornings to fill the gap. "They asked me how I'd like to work with Mike, who is Hawaii's premier radio and TV personality and all-around nice guy," Price

says. Perry immediately responds, "He's got his fingers crossed right now, by the way," showing that despite the years, the chemistry between them hasn't diminished.

When asked how it works, they respond with their standard show greeting: "It's Perry on the left," begins Perry, then Price finishes, "and Price on the right." Perry continues, "It's what we've said from day one, and that's how we do it. Every morning, we meet at a local restaurant called Zippy's, which is a Hawaii tradition, and decide what the folks are going to want to hear that day. Of course, then they call us and tell us what they really want to hear. We're a little serious and a little funny and silly, and we play some music and we do a lot of live commercials."

Their lack-of-formula-that-is-the-formula has paid off: The guys are still untouchable in the ratings. In the fall book, Perry & Price pulled in an amazing 24.5 share 12+—more than four times that of their closest competitor, Cox's crosstown KRTR (Krater 96). With women 25-54, the numbers go up to a marathon-level 26.2, still around three times more than Krater.

The guys are quick to explain that there is a small stigma attached to their show: "We're actually known as the voices of disaster," Perry says with a laugh. "Whenever anything happens in Hawaii—earthquakes, island-wide power outages, hurricanes—we're the guys who stay on the air, since we're the [Emergency Broadcast System] station."

One disaster that sticks out in their

**'Hawaii has a history of keeping their morning personalities for long periods of time.'**

—Michael W. Perry

**'We've got some great people who've been with us for 10, 15 and even 20 years.'**

—Larry Price

minds actually didn't even occur in Hawaii, but definitely had repercussions there: the explosion of the Space Shuttle Challenger in 1986. "Ellison Onizuka was on the shuttle, and he was from Hawaii," Price recalls. "It was one of the biggest shocks we've had. We were all slated to talk to him and were following the launch and everything. That was a big tragedy for us."

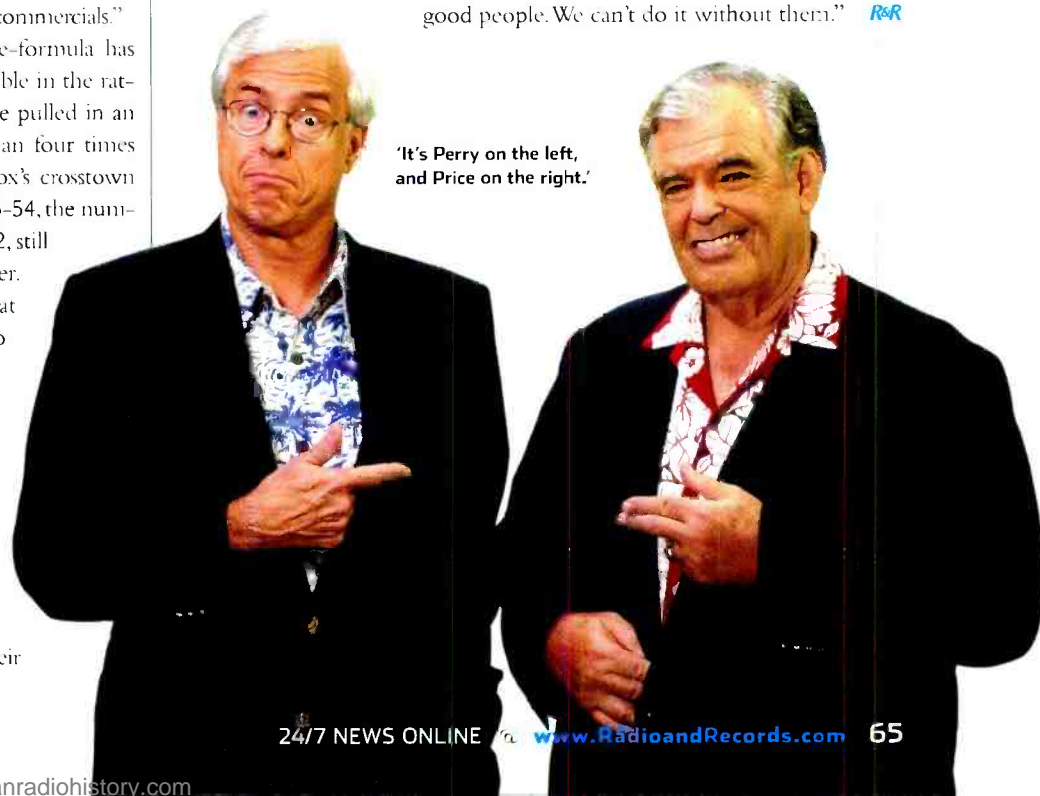
The pair try to connect directly with their audience by doing a live show every Saturday morning. When they first began their weekend shift, it was from the studio, but they describe it as sensory deprivation since being in the building on the weekend was kind of like operating in a vacuum.

"So since nothing happens on Saturdays, we went out to a restaurant and got a live audience, and 25 years later, we're still doing it every Saturday for three hours," Perry says. "We get great guests and local entertainers, plus superstars from the mainland, from Oprah [Winfrey] to [Arnold] Schwarzenegger to Peter, Paul & Mary to Kareem Abdul-Jabbar."

For their big anniversary, Perry & Price plan to expand their breakfast to 1,500 of their "closest friends," which, Perry confesses, they do every five years with a big anniversary show at the Hilton in Waikiki. "We've got great listeners, and they're being invited to our party," Price says. "We've got some great guests who've been on the show, and they've been invited, too."

One thing that has not remained as constant through the years is the station's ownership. Perry & Price say they've been through literally a dozen owners. "The owners have always been very nice to us, and we've had no problems," Perry says. "We don't even know what our numbers are anymore. When's the last time we saw a rating book?" Price retorts, "I don't look at them, because I don't know what they mean."

Although they're getting ready to look back on their past quarter-century, the guys are still keeping an eye on the road in front of them, and they're thankful for the team that has helped them get this far. "We've got some great people who've been with us for 10, 15 and even 20 years," Price says. "We've got a really great support group, not just in the news and traffic and engineering areas, but we've also got great producers and a lot of good people. We can't do it without them." **R&R**



**'It's Perry on the left, and Price on the right.'**



► **KIMBERLEY LOCKE** DEBUTS AT NO. 29 WITH "FALL," WHICH SHE'S SCHEDULED TO PERFORM LIVE ON "AMERICAN IDOL" THIS MONTH. IN NOVEMBER, CLAY WALKER'S VERSION OF THE BALLAD BECAME HIS FIRST TOP FIVE COUNTRY HIT IN SEVEN YEARS.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	32	<b>COLBIE CAILLAT</b> BUBBLIE	NO. 1 (11 WKS)	11 <sup>1</sup> ☆ UNIVERSAL REPUBLIC	2162 -3	18.570 1
2	2	37	<b>FERGIE</b> BIG GIRLS DON'T CRY		11 <sup>2</sup> ☆ WILL.I.AM/A&M/INTERSCOPE	1843 -70	16.297 2
3	3	44	<b>DAUGHTRY</b> HOME		11 <sup>4</sup> ☆ RCA/RMG	1654 -114	12.531 4
4	6	31	<b>PINK</b> WHO KNEW		11 <sup>3</sup> ☆ LAFACE/ZOMBA	1418 -14	13.253 3
5	4	36	<b>ELLIOTT YAMIN</b> WAIT FOR YOU		11 <sup>2</sup> ☆ HICKORY/RED	1401 -55	10.664 7
6	9	9	<b>MICHAEL BUBLE</b> LOST		14 <sup>3</sup> /REPRISE	1289 +93	11.477 6
7	5	35	<b>PLAIN WHITE T'S</b> HEY THERE DELILAH		11 <sup>4</sup> ☆ FEARLESS/HOLLYWOOD	1279 -171	10.439 9
8	8	19	<b>TIMBALAND FEATURING ONEREPUBLIC</b> APOLOGIZE		11 <sup>4</sup> ☆ MOSLEY/BLACKGROUND/INTERSCOPE	1273 +42	12.037 5
9	7	25	<b>CELINE DION</b> TAKING CHANCES		11 <sup>2</sup> ☆ COLUMBIA	1208 -126	9.982 10
10	11	11	<b>TAYLOR SWIFT</b> TEARDROPS ON MY GUITAR		11 <sup>2</sup> ☆ BIG MACHINE/UNIVERSAL REPUBLIC	1114 +152	7.735 12
11	10	9	<b>MICHAEL McDONALD</b> (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER		11 <sup>2</sup> ☆ UNIVERSAL MOTOWN	1090 +25	5.283 14
12	13	9	<b>SARA BAREILLES</b> LOVE SONG	MOST INCREASED PLAYS	11 <sup>1</sup> ☆ EPIC	940 +168	9.889 11
13	12	11	<b>ALICIA KEYS</b> NO ONE		11 <sup>4</sup> ☆ MBK/J/RMG	904 +9	10.535 8
14	14	10	<b>JORDIN SPARKS</b> TATTOO		11 <sup>1</sup> ☆ 19JIVE/ZOMBA	582 +114	7.436 13
15	16	6	<b>PLUMB</b> IN MY ARMS		11 <sup>2</sup> ☆ CURB/REPRISE	357 +100	0.766 25
16	18	5	<b>EAGLES</b> BUSY BEING FABULOUS	MOST ADDED	11 <sup>2</sup> ☆ ERC	313 +68	2.411 16
17	19	4	<b>LONDON PIGG</b> FALLING IN LOVE AT A COFFEE SHOP	AIRPOWER	11 <sup>2</sup> ☆ RCA/RMG	275 +55	2.110 18
18	17	15	<b>DAUGHTRY</b> OVER YOU		11 <sup>2</sup> ☆ RCA/RMG	256 +9	2.062 19
19	20	5	<b>IDINA MENZEL</b> BRAVE		11 <sup>2</sup> ☆ WARNER BROS.	215 +1	1.592 21
20	21	7	<b>INGRID MICHAELSON</b> THE WAY I AM		11 <sup>2</sup> ☆ CABIN 24/ORIGINAL SIGNAL/RED	162 -2	1.593 20
21	26	3	<b>CNOTE</b> FORGIVE ME		11 <sup>2</sup> ☆ JKH/ENT	139 +39	0.186 -
22	22	13	<b>MAROON 5</b> WAKE UP CALL		11 <sup>2</sup> ☆ A&M/OCTONE/INTERSCOPE	119 0	2.253 17
23	25	5	<b>TAYLOR DAYNE</b> BEAUTIFUL		11 <sup>2</sup> ☆ INTENTION	111 -1	0.198 -
24	28	2	<b>STEVEN CURTIS CHAPMAN</b> CINDERELLA		11 <sup>2</sup> ☆ SPARROW/EMI CMG	106 +25	0.141 -
25	27	3	<b>QUEEN LATIFAH</b> POETRY MAN		11 <sup>2</sup> ☆ FLAVOR UNIT/VERVE	106 +14	0.131 -
26	23	17	<b>SANTANA FEATURING CHAD KROEGER</b> INTO THE NIGHT		11 <sup>2</sup> ☆ ARISTA/RMG	98 -16	1.303 23
27	30	2	<b>DAUGHTRY</b> FEELS LIKE TONIGHT		11 <sup>2</sup> ☆ RCA/RMG	90 +31	3.250 15
28	24	9	<b>DANA PARISH</b> NOT MY PROBLEM		11 <sup>2</sup> ☆ COMBUSTION	86 -27	0.096 -
29	NEW		<b>KIMBERLEY LOCKE</b> FALL		11 <sup>2</sup> ☆ CURB/REPRISE	80 +26	0.106 -
30	NEW		<b>JOHN MAYER</b> SAY		11 <sup>2</sup> ☆ AWARE/COLUMBIA	76 +31	1.459 22

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>EAGLES</b> Busy Being Fabulous (ERC)	12
<b>JORDIN SPARKS</b> Tattoo (19Jive/Zomba)	9
<b>ALICIA KEYS</b> No One (MBK/J/RMG)	8
<b>SARA BAREILLES</b> Love Song (Epic)	7
<b>CNOTE</b> Forgive Me (JKH/Ent)	7
<b>PLUMB</b> In My Arms (Curb/Reprise)	6
<b>KIMBERLEY LOCKE</b> Fall (Curb/Reprise)	6
<b>LONDON PIGG</b> Falling In Love At A Coffee Shop (RCA/RMG)	5

**ADDED AT...**  
**SIRIUS STARLITE**  
Satellite  
OM/PD: Kid Kelly  
Cnote, Forgive Me, O  
Dana Parish, Not My Problem, O  
Eagles, Busy Being Fabulous, O  
Jewel, Stronger Woman, O  
Mariah Carey, Touch My Body, D

FOR REPORTING STATIONS PLAYLISTS GO TO:  
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## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>MATCHBOX TWENTY</b> How Far We've Come (Melisma/Atlantic)	67/0	<b>MATCHBOX TWENTY</b> These Hard Times (Melisma/Atlantic)	29/3
<b>PAULA ABUOL &amp; RANDY JACKSON</b> Dance Like There's No Tomorrow (Dream Merchant 21/CMG)	50/4	<b>MILEY CYRUS</b> See You Again (Hollywood)	24/7
<b>MAROON 5</b> Won't Go Home Without You (A&M/Octone/Interscope)	48/0	<b>SHERYL CROW</b> Love Is Free (A&M/Interscope)	24/3
<b>SUGARLAND</b> Stay (Mercury Nashville)	44/22	<b>ALICIA KEYS</b> Like You'll Never See Me Again (MBK/J/RMG)	21/13
<b>LAREAU</b> Change My World (Warrior/Bungalo)	41/10	<b>MAT KEARNEY</b> Breathe In Breathe Out (Hollywood/Aware/Columbia)	18/18

## MOST INCREASED PLAYS

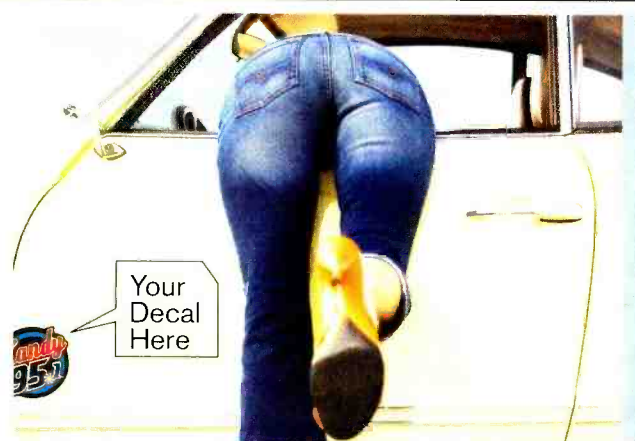
+168	☆ <b>SARA BAREILLES</b> Love Song (Epic) WRRM +19, KXLT +16, WARM +16, WMXS +14, WALK +10, WLEV +9, WZID +9, WLHT +8, KUMU +8, KSOF +8
+152	☆ <b>TAYLOR SWIFT</b> Teardrops On My Guitar (Big Machine/Universal Republic) WARM +21, WRRM +18, WMXS +15, WHOM +11, WMXC +10, WRSR +8, WSPA +8, SISL +7, WLEV +7, KBEE +7
+114	☆ <b>JORDIN SPARKS</b> Tattoo (19Jive/Zomba) SISL +17, WMGV +15, KNEV +13, KSOF +10, WYJB +8, WASH +7, WSPA +7, WLTW +6, WLDB +6, WHLG +5
+100	☆ <b>PLUMB</b> In My Arms (Curb/Reprise) WTCB +9, KQIS +7, WLHT +7, KBEE +6, WRCH +6, WZID +5, KVKI +5, KXLT +5, KKCV +4, WCDV +3
	☆ <b>MICHAEL BUBLE</b> Lost (143/Reprise) KOSI +19, WEEB +14, KOST +12, WOOD +9, KKCW +7, WDOK +6, KUMU +5, KEZK +5, WARM +4, WLTE +3

FOR WEEK ENDING MARCH 9, 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	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	<b>JOHN MAYER</b> WAITING ON THE WORLD TO CHANGE (AWARE/COLUMBIA)	11 <sup>4</sup>	974 965
2	<b>NATASHA BEDINGFIELD</b> UNWRITTEN (EPIC)	11 <sup>6</sup>	896 837
3	<b>THE FRAY</b> HOW TO SAVE A LIFE (EPIC)	11 <sup>6</sup>	848 911
4	<b>GWEN STEFANI FEATURING AKON</b> THE SWEET ESCAPE (INTERSCOPE)	11 <sup>4</sup>	841 875
5	<b>BON JOVI</b> (YOU WANT TO) MAKE A MEMORY (MERCURY/ISLAND/IDJMG)	11	816 916

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
6	<b>DANIEL POWTER</b> DAD DAY (WARNER BROS.)	11 <sup>5</sup>	806 844
7	<b>CARRIE UNDERWOOD</b> BEFORE HE CHEATS (ARISTA/ARISTA NASHVILLE/RMG)	11 <sup>5</sup>	783 803
8	<b>KELLY CLARKSON</b> BECAUSE OF YOU (RCA/RMG)	11 <sup>5</sup>	695 653
9	<b>SNOW PATROL</b> CHASING CARS (POLYDOR/A&M/INTERSCOPE)	11 <sup>4</sup>	681 760
10	<b>JAMES BLUNT</b> YOU'RE BEAUTIFUL (CUSTARD/ATLANTIC)	11 <sup>4</sup>	679 710



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# R&R HOT AC

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▶ TWO ACTS WHOSE HOT AC CHART RÉSUMÉS DATE TO THE MID-1990s RETURN: **COUNTING CROWS** NOTCH THEIR FIRST ENTRY SINCE 2004 WITH "YOU CAN'T COUNT ON ME" (NO. 38), WHILE COLLECTIVE SOUL DEBUTS WITH "ALL THAT I KNOW" (NO. 40).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW	±	AUDIENCE MILLIONS	RANK
1	1	29	<b>SARA BAREILLES</b> LOVE SONG	NO. 1 (2 WKS)	11	3096	+67	15.128	1
2	2	23	<b>TIMBALAND FEATURING ONEREPUBLIC</b> APOLOGIZE		114	2722	-183	13.368	2
3	4	22	<b>BUCKCHERRY</b> SORRY		11	2619	+64	12.929	3
4	3	33	<b>FINGER ELEVEN</b> PARALYZER		114	2517	-95	12.537	4
5	7	18	<b>LIFEHOUSE</b> WHATEVER IT TAKES		11	2299	+73	9.454	10
6	10	9	<b>DAUGHTRY</b> FEELS LIKE TONIGHT		11	2268	+186	8.092	6
7	6	20	<b>LINKIN PARK</b> SHADOW OF THE DAY		11	2258	+43	10.499	7
8	5	36	<b>COLBIE CAILLAT</b> BUBBLY		113	2128	-157	8.368	5
9	8	17	<b>TAYLOR SWIFT</b> TEARDROPS ON MY GUITAR		112	2028	-150	8.356	12
10	11	16	<b>ALICIA KEYS</b> NO ONE		114	1983	-27	9.705	9
11	9	26	<b>SANTANA FEATURING CHAD KROEGER</b> INTO THE NIGHT		11	1882	-265	8.764	11
12	16	12	<b>JOHN MAYER</b> SAY		11	1792	+65	7.266	14
13	14	13	<b>MAROON 5</b> WON'T GO HOME WITHOUT YOU		112	1767	-7	7.723	13
14	12	32	<b>DAUGHTRY</b> OVER YOU		112	1729	-85	9.807	8
15	18	19	<b>INGRID MICHAELSON</b> THE WAY I AM		11	1668	-6	7.165	15
16	19	12	<b>MATCHBOX TWENTY</b> THESE HARD TIMES		11	1627	+70	5.342	17
17	17	18	<b>JORDIN SPARKS</b> TATTOO		11	1435	-219	5.796	16
18	20	14	<b>THREE DAYS GRACE</b> NEVER TOO LATE	AIRPOWER	112	1301	+185	5.125	18
19	23	8	<b>COLBIE CAILLAT</b> REALIZE	AIRPOWER	11	1157	+218	4.481	20
20	22	8	<b>SHERYL CROW</b> LOVE IS FREE		11	1054	+70	3.955	21
21	21	17	<b>FERGIE</b> CLUMSY		112	1033	-37	4.612	19
22	27	4	<b>GAVIN DEGRAW</b> IN LOVE WITH A GIRL	MOST INCREASED PLAYS	11	872	+226	3.673	22
23	25	8	<b>ONEREPUBLIC</b> STOP AND STARE		11	766	+112	3.388	23
24	24	19	<b>NATASHA BEDINGFIELD</b> LOVE LIKE THIS		11	766	-90	3.039	24
25	29	6	<b>PAT MONAHAN</b> TWO WAYS TO SAY GOODBYE		11	588	+54	1.460	28
26	26	15	<b>EMERSON HART</b> I WISH THE BEST FOR YOU		11	587	-52	1.460	27
27	28	19	<b>GOOD CHARLOTTE</b> I DON'T WANNA BE IN LOVE (DANCE FLOOR ANTHEM)		11	526	-34	2.232	25
28	30	5	<b>JACK JOHNSON</b> IF I HAD EYES		11	520	+91	2.162	26
29	33	2	<b>FERRAS</b> HOLLYWOOD'S NOT AMERICA	MOST ADDED	11	488	+163	1.314	31
30	32	5	<b>THE BRAVERY</b> BELIEVE		11	375	+53	0.501	-
31	31	3	<b>RIHANNA</b> DON'T STOP THE MUSIC		11	362	+36	1.354	29
32	35	5	<b>MILEY CYRUS</b> SEE YOU AGAIN		11	344	+72	1.331	30
33	39	2	<b>THE LAST GOODNIGHT</b> STAY BEAUTIFUL		11	291	+33	0.492	-
34	36	4	<b>MARIE DIGBY</b> SAY IT AGAIN		11	278	+14	0.795	35
35	40	3	<b>CHRIS BROWN</b> WITH YOU		11	277	+61	1.189	32
36	38	3	<b>LANDON PIGG</b> FALLING IN LOVE AT A COFFEE SHOP		11	269	+13	0.331	-
37	34	17	<b>GRAHAM COLTON</b> BEST DAYS		11	260	-44	0.594	-
38	NEW		<b>COUNTING CROWS</b> YOU CAN'T COUNT ON ME		11	257	+52	0.654	38
39	RE-ENTRY		<b>VANESSA CARLTON</b> HANDS ON ME		11	231	+22	0.585	-
40	NEW		<b>COLLECTIVE SOUL</b> ALL THAT I KNOW		11	195	+12	0.146	-

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>FERRAS</b> Hollywood's Not America (Capitol)	8
<b>DUFFY</b> Mercy (Mercury/IDJMG)	8
<b>COLBIE CAILLAT</b> Realize (Universal Republic)	7
<b>ONEREPUBLIC</b> Stop And Stare (Mosley/Interscope)	7
<b>JASON MRAZ</b> I'm Yours (Atlantic/RRP)	7
<b>THE B-52s</b> Funplex (Astralwerks/Capitol)	7
<b>AUGUSTANA</b> Sweet And Low (Epic)	6
<b>JACK JOHNSON</b> If I Had Eyes (Brushfire/Universal Republic)	5
<b>THREE DAYS GRACE</b> Never Too Late (Jive/Zomba)	4
<b>SHERYL CROW</b> Love Is Free (A&M/Interscope)	4

**ADDED AT... KVLV**  
McAllen, TX  
PD: Alex Duran  
APD/MD: Meridee  
Chris Brown, With You, 24  
Anna Nalick, Shine, 0  
The B-52s, Funplex, 0  
Missy Higgins, Where I Stood, 0  
R.E.M., Supernatural Superserious, 0

FOR REPORTING STATIONS PLAY LISTS GO TO:  
[www.RadioandRecords.com](http://www.RadioandRecords.com)

## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>THE SPILL CANVAS</b> All Over You (One Eleven/Reprise)	192/23	<b>PANIC AT THE DISCO</b> Nine In The Afternoon (Decaydance/Fueled B + Ramen/RRP)	124/10
TOTAL STATIONS:	16	TOTAL STATIONS:	7
<b>Yael Naim</b> New Soul (Tot Ou Tard/Atlantic)	167/38	<b>JORDIN SPARKS DUET WITH CHRIS BROWN</b> No Air (Jive/Zomba)	119/26
TOTAL STATIONS:	14	TOTAL STATIONS:	7
<b>DUFFY</b> Mercy (Mercury/IDJMG)	154/75	<b>AMY WINEHOUSE</b> You Know I'm No Good (Universal Republic)	116/14
TOTAL STATIONS:	15	TOTAL STATIONS:	11
<b>KATE VOEGELE</b> Only Fooling Myself (MySpace/Interscope)	140/13	<b>3 DOORS DOWN</b> It's Not My Time (Universal Republic)	107/37
TOTAL STATIONS:	15	TOTAL STATIONS:	10
<b>AUGUSTANA</b> Sweet And Low (Epic)	130/77	<b>BOYS LIKE GIRLS</b> Hero/Heroine (Columbia)	97/1
TOTAL STATIONS:	16	TOTAL STATIONS:	5

## MOST INCREASED PLAYS

+226	☆ <b>GAVIN DEGRAW</b> In Love With A Girl (J/RMG) KPEK +22, WKRQ +22, KLLY +21, BUDD +17, KPLZ +14, KJMY +12, KMXP +10, WXLQ +9, EZZO +9, WMMX +9
+218	☆ <b>COLBIE CAILLAT</b> Realize (Universal Republic) KPEK +26, KAMX +24, KLLC +14, KQI +13, WKRQ +12, KFYV +11, WPTE +11, KLLA +10, WPST +10, KUDD +9
+186	☆ <b>DAUGHTRY</b> Feels Like Tonight (RCA/RMG) KLLC +19, WMYX +19, KEZR +18, WLNK +17, KZZU +14, KRUZ +14, WNNK +14, WWWW +14, WNNF +13, WPTE +12
+185	☆ <b>THREE DAYS GRACE</b> Never Too Late (Jive/Zomba) WKTI +29, WVMX +17, KCDA +16, KALC +16, KPLZ +14, WPLJ +14, KLZR +12, KLLY +8, WLO +8, WHBC +6
+163	☆ <b>FERRAS</b> Hollywood's Not America (Capitol) KAMX +24, KPLZ +14, KUDD +13, KZZU +13, WQAL +12, KLZR +10, KCDA +8, WTSS +7, KLLC +7, KSTP +7

FOR WEEK ENDING MARCH 9, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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## The Corner Office And Beyond

Carol Archer

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**f**emale broadcasters are set to convene in the nation's capital at the American Women in Radio & Television Leadership Summit. At the same time, Mentoring and Inspiring Women Radio Group (MIW) is releasing preliminary findings of its 2007 gender analysis study of women's role in radio management—which suggests that the greatest opportunities for women today are in radio sales management positions. (Detailed analysis will follow within a few weeks.)

According to data compiled and analyzed by MIW from information provided by M Street Publications, as of November 2007, among more than 10,600 AM and FM stations, 15.9% had female GMs in 2007. That's up from 15.3% in 2006 and 13.4% in 2002. Trends in the top 100 markets also remain about the same: In 2007, 16.7% of stations in these markets were managed by women, compared with 16.1% in 2006, but up from 14.5% in 2002.

Unfortunately, for female sales managers and PDs, there has been virtually no change in the same five-year period: Women program only 10.7% of all stations, up a measly 0.3% since 2002. In the top 100 markets, women program 9.8% of all stations.

Former Jones Radio Networks executive VP/COO Edie Hilliard (and GreenStone Media executive VP/COO before her retirement in 2006) points out that only about one in 10 sta-

**'On a national basis, women's TSL is dropping at an even faster rate than men's. Could it have anything to do with the fact that it's almost exclusively men who are making the decisions about what women want to hear?'**

—Edie Hilliard



**'I realized that I would have to work harder, achieve more and actively pursue greatness just to be considered as good as any man in the business.'**

—Joan Gerberding



tions have a female programmer, a fact that hasn't changed since 1995 when MIW first began monitoring the numbers. "On a national basis, women's TSL is dropping at an even faster rate than men's. Could it have anything to do with the fact that it's almost exclusively men who are making the decisions about what women want to hear? Do you think any of those men are sitting in a room wondering why women are less and less interested in radio, and are making the connection that so few women are in positions to control programming?" she asks.

In Hilliard's view, the heart of the matter rests in the "pipeline" of radio's upward mobility. "More and more GMs rise from the PD ranks, and PDs have to have on-air experience. It's a 10%-15% game for women on the air in personality roles, since most are sidekicks—and the reason for that is that men are the programmers. Until we get more women in that pipeline, we won't fix the GM problem or the programming problem," she says.

Overall, the best management opportunities for women continue to be in sales management; in 2007, for example, 30.4% of all stations had female sales managers, a slight increase from five years ago when women led the sales departments in 29% of all stations. In the top 100 markets, 32.5% of the stations had female sales managers, up from 31.2% five years ago. Overall, in 2006, 30.1% of all stations had female sales managers.

When it comes to radio ad sales, MIW founder Joan Gerberding has been there, done that. She recalls a defining moment in her career, during the interview process for a radio sales position. "I had about six years' experience at that time in advertising and felt that I had really found my niche. If you happen to tune in to the AMC show 'Mad Men,' that's about as realistic as it gets as a history lesson of the ad business in the late '60s and through the '70s, so my ability to have any opportunity to advance was sorely lacking," she says.

"The general sales manager interviewed me for a full hour and at the end told me that I was certainly qualified for the job, but that he 'didn't hire women because they were too much trouble.' That was all the challenge I needed, and it defined who I have been for the rest of my career. I realized that I would have to work harder, achieve more and actively pursue greatness just to be considered as good as any man in the business. By the way, I got the job two weeks later—and then his job a year-and-a-half later," she says.

Still, there are accomplishments to commemorate. MIW representative and Greater Media VP of corporate communications Heidi Raphael says, "It is a privilege to be able to celebrate the many outstanding accomplishments of women from the past and present who have enriched the radio broadcasting industry as we know it today. We are pleased to have MIW Radio Group members continue to blaze the trail started by so many outstanding individuals."

Contact information for MIW, success tips, articles, mentoring tips and more tales of MIW members' her-story may be found at the organization's Web site, [radiomiw.com](http://radiomiw.com). R&R

## World Vision: KTWV's Prescott Sponsors Child

KTWV (the Wave)/Los Angeles partners with World Vision, which disburses sponsorships to improve the lives of impoverished children worldwide, through its Wave Community of



Pat Prescott, left, with Reataleng

Hope initiative. Morning co-host Pat Prescott traveled on behalf of World Vision to a remote South African village to meet 6-year-old Reataleng, who lives in a region gripped by vast unemployment and severely affected by HIV/AIDS and malnutrition. It has few schools and little nearby potable water.

"These children ask for so little yet need so much. A dollar a day makes an enormous difference in the life of every child we sponsor through World Vision," Prescott says.

KTWV VP of programming Paul Goldstein adds, "As an industry, we should use our influence to get involved in more life-changing projects. It's the right thing to do and if executed properly, we create powerful success stories that give our stations free press—an area where radio needs improvement." —CA

# R&R SMOOTH JAZZ

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► **MINDI ABAIR** HAPPILY ENTERS THE CHART AT NO. 23 WITH "SMILE," THE WEEK'S MOST INCREASED PLAYS WINNER (UP 59). IT'S THE FIRST SINGLE FROM HER DEBUT PEAK/CMG ALBUM, "STARS," DUE AT RETAIL MAY 6.

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	18	<b>PAUL HARDCASTLE</b> LUCKY STAR	NO. 1 (5 WKS)	543 +20	5.675	1
2	7	<b>KENNY G</b> SAX-O-LOCO	STARBUCKS/CONCORD/CMG	509 +30	5.495	2
3	12	<b>EUGE GROOVE</b> MR. GROOVE	NARADA JAZZ/BLG	481 +23	3.768	5
4	27	<b>BONEY JAMES</b> LET IT GO	CONCORD/CMG	449 +3	4.246	3
5	25	<b>ERIC MARIENTHAL</b> BLUE WATER	PEAK/CMG	400 -54	2.775	9
6	24	<b>CHRIS BOTTI</b> VENICE	COLUMBIA	398 -6	3.573	6
7	8	<b>JESSY J</b> TEQUILA MOON	PEAK/CMG	341 +25	4.127	4
8	19	<b>EVERETTE HARP</b> OLD SCHOOL	SHANACHIE	314 -14	2.538	10
9	27	<b>CANDY DULFER</b> L.A. CITY LIGHTS	HEADS UP	300 -59	2.534	11
10	7	<b>CHRIS STANDRING</b> LOVE & PARAGRAPHS	ULTIMATE VIBE	297 +52	3.049	8
11	15	<b>CHUCK LOEB</b> WINDOW OF THE SOUL	HEADS UP	287 -9	1.933	16
12	11	<b>PAUL BROWN</b> OL' SKOOLIN'	PEAK/CMG	263 +4	3.474	7
13	19	<b>NYEE MOSES</b> BETWEEN US	NYEE MOSES	261 +12	2.024	15
14	17	<b>WALTER BEASLEY</b> WHY NOT YOU	HEADS UP	244 +42	2.183	13
15	23	<b>QUEEN LATIFAH</b> POETRY MAN	FLAVOR UNIT/VERVE	235 -32	2.031	14
15	6	<b>MICHAEL MCDONALD</b> (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER	UNIVERSAL MOTOWN	222 -10	2.475	12
17	6	<b>RICK BRAUN &amp; RICHARD ELLIOT</b> BETTER TIMES	ARTIZEN	163 +34	0.873	22
18	20	<b>ALICIA KEYS</b> NO ONE	MBK/J/RMG	159 -8	1.635	17
19	5	<b>NORMAN BROWN</b> POP'S COOL GROOVE	PEAK/CMG	157 +24	1.033	18
20	5	<b>MARCUS MILLER FEATURING CORINNE BAILEY RAE</b> FREE	3 DEUCES/CMG	98 +1	0.734	25
21	<b>NEW</b>	<b>JOHN LEGEND</b> EACH DAY GETS BETTER	G.O.O.D./COLUMBIA	97 +43	0.975	20
22	2	<b>ROBIN THICKE</b> CAN U BELIEVE	STAR TRAK/INTERSCOPE	95 -4	1.002	19
23	<b>NEW</b>	<b>MINDI ABAIR</b> SMILE	PEAK/CMG	90 +59	0.726	27
24	2	<b>SAX PACK</b> FALLIN' FOR YOU	SHANACHIE	84 +19	0.421	-
25	21	<b>MICHAEL MANSON</b> COMING RIGHT AT YA	NUGROOVE	80 +5	0.364	-
26	12	<b>BLAKE AARON</b> BUMPIN' ON THE WES SIDE	INNERVISION	72 -5	0.769	23
27	9	<b>MICHAEL MCDONALD</b> WALK ON BY	UNIVERSAL MOTOWN	71 0	0.452	29
28	8	<b>SIMPLY RED</b> STAY	SIMPLYRED.COM	71 -7	0.734	24
29	4	<b>NILS</b> DREAMIN'	BAJA/TSR	68 -1	0.360	-
30	8	<b>JOYCE COOLING</b> COOL OF THE NIGHT	NARADA JAZZ/BLG	67 +2	0.361	-

## NEW AND ACTIVE

ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN
<b>KELLY SWEET</b> Dream On (Razor & Tie)	61/6	<b>SOUL BALLET</b> da da Diamonds (ARTizen)	43/36	<b>STEVE OLIVER FEAT. WARREN HILL</b> On The Upside (SOM)	40/8
TOTAL STATIONS:	8	TOTAL STATIONS:	12	TOTAL STATIONS:	8
<b>MARC ANTOINE</b> Spooky (Peak/CMG)	60/8	<b>SEAL</b> Rolling (Warner Bros.)	42/12	<b>ALICIA KEYS</b> Like You'll Never See Me Again (MBK/J/RMG)	19/13
TOTAL STATIONS:	14	TOTAL STATIONS:	3	TOTAL STATIONS:	3



### MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>MICHAEL MCDONALD</b> (Your Love Keeps Lifting Me) Higher And Higher (Universal Motown) KJZY, KKSF, WNWV, WSJW	4
<b>ROBIN THICKE</b> Can U Believe (StarTrak/Interscope) KJZY, WDSJ, WJSJ, WLVE	4
<b>CHRIS STANDRING</b> Love & Paragraphs (Ultimate Vibe) KKSF, WSJT, WSJW	3
<b>SAX PACK</b> Fallin' For You (Shanachie) KBZN, WSMJ	2
<b>SEKOU BUNCH</b> Take S/In Three (Trippin' N' Rhythm) WJZZ, WSMJ	2
<b>ERIC MARIENTHAL</b> Blue Water (Peak/CMG) KOAS	1
<b>EUGE GROOVE</b> Mr. Groove (Narada Jazz/BLG) WLVE	1
<b>JESSY J</b> Tequila Moon (Peak/CMG) KKSF	1
<b>CHUCK LOEB</b> Window Of The Soul (Heads Up) WSJT	1
<b>PAUL BROWN</b> Ol' Skoolin' (Peak/CMG) KKSF	1

### SMOOTH JAZZ INDICATOR

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	6	<b>KENNY G</b> SAX-O-LOCO	STARBUCKS/CONCORD/CMG	200 +13
2	16	<b>PAUL HARDCASTLE</b> LUCKY STAR	TRIPPIN' N' RHYTHM	190 +3
3	10	<b>JESSY J</b> TEQUILA MOON	PEAK/CMG	175 +12
4	10	<b>EUGE GROOVE</b> MR. GROOVE	NARADA JAZZ/BLG	162 +11
5	18	<b>EVERETTE HARP</b> OLD SCHOOL	SHANACHIE	157 +16
6	6	<b>NORMAN BROWN</b> POP'S COOL GROOVE	PEAK/CMG	157 +2
7	10	<b>RICK BRAUN &amp; RICHARD ELLIOT</b> BETTER TIMES	ARTIZEN	154 +11
8	9	<b>NILS</b> DREAMIN'	BAJA/TSR	138 +4
9	6	<b>CHRIS STANDRING</b> LOVE & PARAGRAPHS	ULTIMATE VIBE	130 +5
10	7	<b>TOM BRAXTON FEAT. BRIAN SIMPSON</b> ESCAPE	PACIFY COAST JAZZ	127 +2
11	9	<b>ERIC MARIENTHAL</b> BLUE WATER	PEAK/CMG	117 -9
12	3	<b>STEVE OLIVER FEAT. WARREN HILL</b> ON THE UPSIDE	SOM	116 +6
13	23	<b>CANDY DULFER</b> L.A. CITY LIGHTS	HEADS UP	116 -6
14	23	<b>CHUCK LOEB</b> WINDOW OF THE SOUL	HEADS UP	111 +1
15	8	<b>DARREN MOTAMEDY</b> LOVE YOU JUST SO MUCH	MASHAD	108 0
16	9	<b>LES SABLER</b> CLUB STREET	MUSIC FORCE	102 0
17	9	<b>PAUL BROWN</b> OL' SKOOLIN'	PEAK/CMG	102 -1
18	2	<b>SEKOU BUNCH</b> TAKE S/IN THREE	TRIPPIN' N' RHYTHM	100 +12
19	<b>NEW</b>	<b>MINDI ABAIR</b> SMILE	PEAK/CMG	95 +46
20	4	<b>MARCUS MILLER FEAT. CORINNE BAILEY RAE</b> FREE	3 DEUCES/CMG	94 +1
21	7	<b>CHRIS GEITH</b> WAVES OF LIFE	NUANCE	94 0
22	4	<b>JEFF OSTER</b> SERENGETI	RETSO	89 +2
23	8	<b>MICHAEL MCDONALD</b> WALK ON BY	UNIVERSAL MOTOWN	86 +1
24	2	<b>SAX PACK</b> FALLIN' FOR YOU	SHANACHIE	82 +3
25	14	<b>WALTER BEASLEY</b> WHY NOT YOU	HEADS UP	81 -3
26	<b>NEW</b>	<b>GERALD VEASLEY</b> SLIP N' SLIDE	HEADS UP	80 +22
27	2	<b>BOB BALDWIN</b> THIRD WIND	NUGROOVE	78 +7
28	<b>NEW</b>	<b>BRIAN BROMBERG</b> SHAG CARPET	ARTISTRY	74 +15
29	8	<b>BRIAN HUGHES</b> WHILE THE WORLD SLOWLY TURNS	SYLVANHOUSE	74 -18
30	<b>NEW</b>	<b>JIMMY SOMMERS FEAT. BRIAN CULBERTSON</b> KICKIN' IT	GEMINI	73 +15



### MOST INCREASED PLAYS

+59	<b>MINDI ABAIR</b> Smile (Peak/CMG) KWJZ +11, KBZN +9, WLOQ +9, WJZZ +9, KSSJ +8, WVMV +5, SJUC +5, WSMJ +4, KJZS +1, KJZY +1
+52	<b>CHRIS STANDRING</b> Love & Paragraphs (Ultimate Vibe) KTWV +14, KKSF +13, KSSJ +9, WDSJ +7, SJUC +5, WJSJ +5, KOAS +3, WSMJ +2, WJZZ +2, WSJT +2
+43	<b>JOHN LEGEND</b> Each Day Gets Better (G.O.O.D./Columbia) WJZZ +15, KBZN +10, KJZS +9, WVMV +6, WNVA +4, KWJZ +1
+42	<b>WALTER BEASLEY</b> Why Not You (Heads Up) WNVA +6, WSJT +5, WNWV +4, KKSF +4, WJZZ +3, WDSJ +3, WJSJ +3, SJUC +2, WJZZ +2, KBZN +2
	<b>SOUL BALLET</b> da da Diamonds (ARTizen) PD: Shirilita Colon KYOT +1, WDSJ +1, WJZZ +1, WLVE +1

FOR WEEK ENDING MARCH 9, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
 27 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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## SMOOTH JAZZ REPORTERS

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

\* Monitored Reporters



Longtime Houston midday personality's new tome traces favorite moments from her rock radio career

## Dayna Steele 'Used To Be Somebody'

Mike Boyle

MBoyle@RadioandRecords.com

The prologue to Dayna Steele's book, "Rock to the Top: What I Learned About Success From the World's Greatest Rock Stars," opens with a quote from her young son, Dack—an actual question he posed to his mom one day: "Did you used to be somebody?" ■ If you know anything about the time Steele spent in radio in Houston, that is certainly an understatement. The book, published by Brown Books Publishing Group, is packed with stories about the backstage adventures and celebrity escapades across the two decades when she ruled the airwaves.

Steele started her career in 1977 at campus station KAMU, while attending Texas A&M University. After a few months, she moved to CHR/top 40 WGAW/Bryan, Texas (one of the few Texas stations whose call letters begin with a "W"), for a semester, before hearing about an opening at AOR KRLY (Y94)/Houston, which was looking for a sales secretary.

"I told them I knew how to type to get my foot in the door," Steele says. "After three weeks I hated typing—couldn't do it well—and moved over to the traffic department scheduling spots. I ended up hating that, too, and went into the PD's office and told him I had a license"—which, back then, the FCC had to provide to be on the air—"and that I had experience. I had just turned 18 and the PD patted me on my head and all but threw me out of his office." As luck would have it, Steele says that same night the overnight guy didn't show up and none of the other jocks were available. So the PD, who hours earlier shuffled her out of his office, called her and said, "You're on."

She recalls, "I used the name Steele, as in 'Alison Steele' from WNEW-FM/New York, for good luck. The overnight guy didn't show up again the next night—and I was on the air in Houston for almost 20 years from there on."

Those years also included KRBE, KSRK (97 Rock) and KLOL, where she handled middays for 16 years, except for a brief time in 1990 when she went to Los Angeles to sniff out fame and fortune as an actress. She returned to KLOL

in 1991 and stayed until early 1996, when her first child was born.

"When I left rock radio, I turned my back on it. I didn't want to be one of those people that couldn't let go and ended up doing traffic reports for minimum wage," she says. "I knew all along that it had a short shelf life, especially as a woman. But doing this book brought back a lot of great memories and enabled me to reconnect with many old friends."

Today, Steele runs her own public relations and marketing firm, Steele Media Services. "I do a lot of consulting on how to get your story in the media, how to get radio and TV interviews," she says. She also still does a lot of voice-over work, most of it narration for oil company projects. "I'm also the mother of three boys," she adds, "one in college, one in middle school and one in elementary school."

In recent years, Steele has done some talk radio. "There was a business talk radio network that started here in Houston a few years ago and I worked there for a year doing a show about small businesses and being an entrepreneur. Once I decided to leave that, people still kept inviting me to come and speak to groups, which was great, but when you don't have a radio show or a product to promote, it's hard to justify driving an hour for a chicken and rice luncheon to talk to a group."

That changed, however, after two memorable events: First, Steele had a conversation with a reporter from Dallas who planted the idea in



'When I left rock radio, I turned my back on it. I didn't want to be one of those people that couldn't let go and ended up doing traffic reports for minimum wage.'

—Dayna Steele

### Practical Advice

Each chapter from Steele's book ends with practical advice. At the end of the chapter "I'm With the Band: Networking," she offers these points to ponder:

- Go to industry events and conferences
- Introduce yourself to like-minded business people
- Find a mentor
- Don't burn any bridges

her head about writing a book to recount her adventures. In addition, in February 2007, she was speaking to a group of 600 middle school girls and their parents: "When I left, I thought it was crazy that I didn't have a book to sell," Steele recalls. "So I came home and said, 'How hard can it be?,' and I started writing and the book just grew from there."

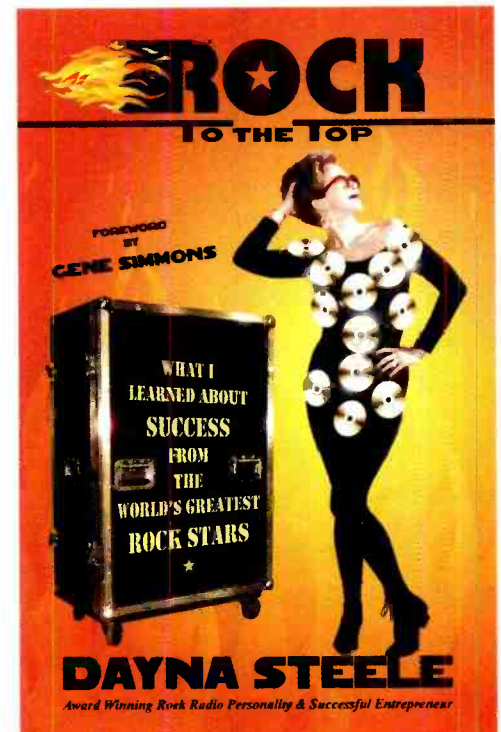
She worked on the project for most of 2007 and had the basics done by the end of the summer. "But once the kids started school again," she says, "I had to be more disciplined to meet deadlines, so after I dropped the kids off at school I went to my local coffee shop and just wrote every morning from 8:30 to 10:30."

Each chapter of the book begins with a quote from a rock artist or a band, but there were one or two that Steele wanted to use, but couldn't. "I wanted to use the lyric, 'Been a long time since I rock and rolled,' from Led Zeppelin, but they told me they wouldn't have time to consider granting me permission to use it until June. My favorite band dissed me, but, whatever," she says with a laugh. "I also wanted to use the lyric, 'For those about to rock' from AC/DC, but they don't allow anyone to use quotes."

Steele says getting the permission to use song lyrics was the hardest part of writing the book. "It was almost impossible. Sammy Hagar and Joan Jett were always there for me at KLOL, whatever we needed. And they were there for me on the book, giving me permission to use their lyrics without the slightest hesitation."

So does Steele have any regrets now that the book is out? She says that she wishes she had included more pictures. But, perhaps more in line with her rock'n'roll persona, "I also wish I had more brain cells left from the '80s so I could remember more stories. I know there are dozens more. It all went so fast and it was an incredible time."

R&R



To order a copy of 'Rock to the Top,' go to [rocktothetopbook.com](http://rocktothetopbook.com).

# R&R ALTERNATIVE

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► **SEETHER** TAKES THE MOST INCREASED PLAYS CROWN AS "RISE ABOVE THIS" MOVES 20-16 (UP 248). THE TRACK IS THE TRIO'S FIRST APPEARANCE ATOP THE MOST INCREASED PLAYS LIST SINCE "REMEDY" TOOK THE HONOR FOR TWO STRAIGHT WEEKS IN APRIL 2005.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	20	<b>FOO FIGHTERS</b> LONG ROAD TO RUIN	NO. 1 (4 WKS)	ROSWELL/RCA/RMG	1916 -14	7.677 2
2	2	23	<b>LINKIN PARK</b> SHADOW OF THE DAY		WARNER BROS.	1478 -98	7.979 1
3	5	19	<b>PUDDLE OF MUDD</b> PSYCHO		FLAWLESS/GEFFEN/INTERSCOPE	1441 +95	5.761 5
4	3	28	<b>SEETHER</b> FAKE IT		WIND-UP	1340 -161	5.865 4
5	4	17	<b>PARAMORE</b> CRUSH CRUSH CRUSH		FUELED BY RAMEN/RRP	1297 -158	4.189 10
6	6	32	<b>FOO FIGHTERS</b> THE PRETENDER		ROSWELL/RCA/RMG	1125 -80	7.634 3
7	9	14	<b>JACK JOHNSON</b> IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC	1113 -19	5.300 6
8	7	37	<b>RISE AGAINST</b> THE GOOD LEFT UNDONE		GEFFEN/INTERSCOPE	1069 -84	4.992 8
9	11	23	<b>THE BRAVERY</b> BELIEVE		ISLAND/IDJMG	1062 -16	5.233 7
10	8	23	<b>AVENGED SEVENFOLD</b> ALMOST EASY		HOPELESS/WARNER BROS.	1003 -99	2.883 18
11	13	7	<b>ATREYU</b> FALLING DOWN		HOLLYWOOD	988 +49	2.818 19
12	14	6	<b>PANIC AT THE DISCO</b> NINE IN THE AFTERNOON		DECAYDANCE/FUELED BY RAMEN/RRP	922 +4	3.497 13
13	12	34	<b>CHEVELLE</b> I GET IT		EPIC	900 -57	3.593 12
14	15	13	<b>JIMMY EAT WORLD</b> ALWAYS BE		TINY EVIL/INTERSCOPE	892 -17	3.022 15
15	10	20	<b>RADIOHEAD</b> BODYSNATCHERS		TBD/ATO	891 -167	2.478 23
16	20	3	<b>SEETHER</b> RISE ABOVE THIS	MOST INCREASED PLAYS	WIND-UP	865 +248	3.854 11
17	16	7	<b>ASHES DIVIDE</b> THE STONE		ISLAND/IDJMG	829 -4	2.103 25
18	17	42	<b>THREE DAYS GRACE</b> NEVER TOO LATE		JIVE/ZOMBA	769 -75	4.244 9
19	18	8	<b>FOXBORO HOT TUBS</b> MOTHER MARY		JINGLE TOWN	733 -96	2.218 24
20	26	3	<b>3 DOORS DOWN</b> IT'S NOT MY TIME	AIRPOWER/MOST ADDED	UNIVERSAL REPUBLIC	707 +175	2.898 16
21	15	15	<b>SICK PUPPIES</b> MY WORLD		RMR/VIRGIN	626 +23	1.604 33
22	27	4	<b>R.E.M.</b> SUPERNATURAL SUPERSERIOUS		WARNER BROS.	611 +53	2.528 22
23	22	4	<b>10 YEARS</b> BEAUTIFUL		UNIVERSAL REPUBLIC	604 +30	2.581 20
24	24	7	<b>SERJ TANKIAN</b> SKY IS OVER		SERJICAL STRIKE/REPRISE	583 +16	1.766 31
25	25	6	<b>THEORY OF A DEADMAN</b> SO HAPPY		604/ROADRUNNER/RRP	569 +31	1.895 28
26	23	14	<b>BREAKING BENJAMIN</b> UNTIL THE END		HOLLYWOOD	543 -18	1.783 29
27	32	4	<b>APOCALYPTICA FEATURING COREY TAYLOR</b> I'M NOT JESUS		JIVE/ZOMBA	523 +85	2.088 26
28	31	12	<b>THREE DAYS GRACE</b> RIOT		JIVE/ZOMBA	503 +64	1.559 34
29	29	7	<b>SIXX: A.M.</b> LIFE IS BEAUTIFUL		ELEVEN SEVEN	466 -1	1.447 36
30	28	8	<b>BULLET FOR MY VALENTINE</b> SCREAM AIM FIRE		JIVE/ZOMBA	461 -19	0.771 -
31	35	5	<b>AGAINST ME!</b> STOP		SIRE/REPRISE	449 +31	1.773 30
32	NEW		<b>LINKIN PARK</b> GIVEN UP		WARNER BROS.	444 +126	1.900 27
33	36	4	<b>VAMPIRE WEEKEND</b> A-PUNK		XL/BECCARS GROUP	439 +27	2.891 17
34	NEW		<b>PENNYWISE</b> THE WESTERN WORLD		MYSPEACE	407 +219	3.223 14
35	34	6	<b>BUCKCHERRY</b> SORRY		ELEVEN SEVEN/ATLANTIC/RRP	398 -63	2.559 21
36	33	12	<b>HURT</b> TEN TON BRICK		CAPITOL	392 -41	1.112 39
37	40	3	<b>MGMT</b> TIME TO PRETEND		COLUMBIA	364 +19	1.370 37
38	37	3	<b>GNARLS BARKLEY</b> RUN		DOWNTOWN/ATLANTIC	364 -21	0.878 -
39	38	9	<b>SPOON</b> DON'T YOU EVAH		MERGE	326 -27	1.069 40
40	NEW		<b>CHEVELLE</b> THE FAD		EPIC	315 +43	0.667 -

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>3 DOORS DOWN</b> It's Not My Time (Universal Republic) KRAB, KRZQ, KYSR, WCYY, WHRL, WPBZ, WROX, WZNE	8
<b>APOCALYPTICA FEAT. COREY TAYLOR</b> I'm Not Jesus (Jive/Zomba) KITS, KRAB, KRZQ, WKRL, WLRS, WPBZ, WRZX, XM Ethel	8
<b>LINKIN PARK</b> Given Up (Warner Bros.) KMYZ, WBRU, WJBX, WPBZ, WTZR, WZJO, WZNE, XETRA	8
<b>PENNYWISE</b> The Western World (MySpace) KFMA, KITS, KRZQ, Sirius Alt Nation, WBCN, WBTZ, WROX	7
<b>SEETHER</b> Rise Above This (Wind-up) KMYZ, KRAB, KYSR, WBRU, WCYY, WPBZ	6
<b>THE KOOKS</b> Always Where I Need To Be (Astralwerks) KMYZ, KNDD, KWOD, WLUM, WROX, WWCD	6
<b>LUDO</b> Love Me Dead (redbird/Island/IDJMG) KFMA, KNDD, KQRA, Sirius Alt Nation, WFNX	5
<b>PUDDLE OF MUDD</b> Psycho (Flawless/Geffen/Interscope) KJEE, KROX, KRZQ, KYSR	4
<b>SERJ TANKIAN</b> Sky Is Over (Serjical Strike/Reprise) KMYZ, KQRA, WEND, WKQX	4
<b>R.E.M.</b> Supernatural Superserious (Warner Bros.) KITS, KRAB, KYSR, WSUN	4

### ADDED AT... WCYZ

Portland, ME  
PD: Herb Ivy  
MD: Brian James  
3 Doors Down, It's Not My Time, 18  
Seether, Rise Above This, 14  
MGMT, Time To Pretend, 8  
Chevelle, The Fad, 6

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

## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>ARMOR FOR SLEEP</b> Hold The Door (Sire/Warner Bros.) TOTAL STATIONS: 26	304/37	<b>FLOGGING MOLLY</b> Requiem For A Dying Song (SideOneDummy) TOTAL STATIONS: 23	204/72
<b>ANGELS AND AIRWAVES</b> Secret Crowds (Suretone/Geffen/Interscope) TOTAL STATIONS: 26	299/0	<b>SAFETYSUIT</b> Someone Like You (Universal Motown) TOTAL STATIONS: 19	198/46
<b>FINGER ELEVEN</b> I'll Keep Your Memory Vague (Wind-up) TOTAL STATIONS: 19	270/7	<b>THE SPILL CANVAS</b> All Over You (One Eleven/Sire/Reprise) TOTAL STATIONS: 13	150/4
<b>SAVING ABEL</b> Addicted (Virgin) TOTAL STATIONS: 19	245/31	<b>THE BLACK KEYS</b> Strange Times (Nonesuch/Warner Bros.) TOTAL STATIONS: 21	146/20
<b>LUDO</b> Love Me Dead (redbird/Island/IDJMG) TOTAL STATIONS: 22	210/92	<b>SWITCHES</b> Drama Queen (Interscope) TOTAL STATIONS: 15	120/20

## MOST INCREASED PLAYS

+248	<b>SEETHER</b> Rise Above This (Wind-up) KRAB +31, KYSR +24, WZJO +15, WRWK +14, WCYY +13, KQRA -12, KPNT +12, KNXX -11, WKRL -11, WZNE +10
+219	<b>PENNYWISE</b> The Western World (MySpace) KFMA +35, KCXX +32, KXTE +22, KRZQ +22, WEQX +13, WROX +12, WBCN +11, KITS +10, KWOD +9, KNDD +9
+175	☆ <b>3 DOORS DOWN</b> It's Not My Time (Universal Republic) WEND +28, KRAB +23, WCYY +18, WROX +14, KNXX +13, WHRL +12, WJBX +12, WPBZ +9, WZNE +9, KQXR +7
+126	<b>LINKIN PARK</b> Given Up (Warner Bros.) WPBZ +16, WZNE +13, WNFZ +12, KH2Z +9, KCXX +8, WHRL +8, KPNT +7, KWOD +7, WBCN +7, KMYZ +6
+95	<b>PUDDLE OF MUDD</b> Psycho (Flawless/Geffen/Interscope) WJBX +24, WZJO +16, WBTZ +14, WDWL +12, WPBZ +10, WTZR +10, KEDJ +10, KYSR +7, KCXX +7, WKRL +7

FOR WEEK ENDING MARCH 9, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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# R&R ACTIVE ROCK

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► **ATREYU'S** HOLLYWOOD RECORDS DEBUT ALBUM, "LEAD SAILS PAPER ANCHOR," YIELDS ITS SECOND STRAIGHT TOP 10 AS "FALLING DOWN" LEAPS 13-9 AND POSTS A 78-SPIN INCREASE.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	23	<b>PUDDLE OF MUDD</b> PSYCHO	NO. 1 (6 WKS) FLAWLESS/GEFFEN/INTERSCOPE	1704	-27	5.665 1
2	2	15	<b>FOO FIGHTERS</b> LONG ROAD TO RUIN	ROSWELL/RCA/RMG	1419	-17	4.753 2
3	5	7	<b>THEORY OF A DEADMAN</b> SO HAPPY	604/ROADRUNNER/RRP	1222	+56	3.410 5
4	4	22	<b>BREAKING BENJAMIN</b> UNTIL THE END	HOLLYWOOD	1136	-38	2.896 8
5	3	25	<b>AVENGED SEVENFOLD</b> ALMOST EASY	HOPELESS/WARNER BROS.	1068	-211	3.336 6
6	6	29	<b>SEETHER</b> FAKE IT	WIND-UP	1047	-82	4.269 3
7	9	34	<b>FIVE FINGER DEATH PUNCH</b> THE BLEEDING	FIRM	1041	+17	2.530 10
8	10	8	<b>ASHES DIVIDE</b> THE STONE	ISLAND/IDJMG	1013	+17	2.620 9
9	13	7	<b>ATREYU</b> FALLING DOWN	HOLLYWOOD	984	+78	2.386 11
10	12	4	<b>3 DOORS DOWN</b> IT'S NOT MY TIME	UNIVERSAL REPUBLIC	983	+67	2.945 7
11	8	35	<b>SIXX: A.M.</b> LIFE IS BEAUTIFUL	ELEVEN SEVEN	950	-83	3.710 4
12	7	30	<b>HURT</b> TEN TON BRICK	CAPITOL	947	-142	2.014 15
13	11	8	<b>CHEVELLE</b> THE FAD	EPIC	937	+7	2.136 14
14	14	5	<b>APOCALYPTICA FEATURING COREY TAYLOR</b> I'M NOT JESUS	JIVE/ZOMBA	918	+34	2.328 13
15	18	3	<b>SEETHER</b> RISE ABOVE THIS	WIND-UP	828	+118	2.350 12
16	16	5	<b>10 YEARS</b> BEAUTIFUL	UNIVERSAL REPUBLIC	796	+45	1.838 17
17	17	13	<b>BULLET FOR MY VALENTINE</b> SCREAM AIM FIRE	JIVE/ZOMBA	718	-8	1.320 22
18	15	24	<b>KORN</b> HOLD ON	VIRGIN	655	-148	2.011 16
19	20	9	<b>ALTER BRIDGE</b> WATCH OVER YOU	UNIVERSAL REPUBLIC	628	-24	1.710 19
20	19	16	<b>AIRBOURNE</b> TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/RRP	625	-41	1.721 18
21	23	6	<b>SAVING ABEL</b> ADDICTED	VIRGIN	611	+90	1.264 23
22	24	20	<b>THREE DAYS GRACE</b> RIOT	JIVE/ZOMBA	598	+78	1.638 20
23	22	15	<b>EGYPT CENTRAL</b> YOU MAKE ME SICK	FAT LADY/ILG	584	+53	1.087 24
24	32	2	<b>LINKIN PARK</b> GIVEN UP	WARNER BROS.	453	+181	1.409 21
25	25	13	<b>DROWNING POOL</b> ENEMY	ELEVEN SEVEN	450	+6	0.918 25
26	26	5	<b>SERJ TANKIAN</b> SKY IS OVER	SERJICAL STRIKE/REPRISE	414	+18	0.594 29
27	30	3	<b>SEVENDUST</b> PRODIGAL SON	7BROS/ASYLUM/ILG	387	+59	0.803 26
28	29	4	<b>BLACK TIDE</b> SHOCKWAVE	INTERSCOPE	352	+12	0.664 28
29	28	14	<b>BLOODSIMPLE</b> OUT TO GET YOU	REPRISE	322	-44	0.370 39
30	31	4	<b>12 STONES</b> ANTHEM FOR THE UNDERDOG	WIND-UP	308	+2	0.322 -
31	27	18	<b>ENDEVERAFTER</b> I WANNA BE YOUR MAN	RAZOR & TIE	305	-87	0.736 27
32	36	2	<b>RED</b> ALREADY OVER	ESSENTIAL/RED/EPIC	300	+82	0.461 33
33	33	3	<b>TANTRIC</b> DOWN AND OUT	SILENT MAJORITY/ILG	250	+14	0.544 30
34	NEW		<b>AVENGED SEVENFOLD</b> AFTERLIFE	HOPELESS/WARNER BROS.	243	+94	0.488 32
35	35	3	<b>DRAGONFORCE</b> THROUGH THE FIRE AND FLAMES	ROADRUNNER/RRP	220	-10	0.374 38
36	34	19	<b>NONPOINT</b> MARCH OF WAR	BIELER BROS.	192	-40	0.447 35
37	37	12	<b>FLYLEAF</b> BREATHE TODAY	A&M/OCTONE/INTERSCOPE	172	-43	0.270 -
38	36	5	<b>VELVET REVOLVER</b> GET OUT THE DOOR	RCA/RMG	168	-41	0.451 34
39	35	2	<b>CINDER ROAD</b> SHOULD'VE KNOWN BETTER	CARDLINE	154	0	0.353 40
40	NEW		<b>THOUSAND FOOT KRUTCH</b> FALLS APART	TOOTH & NAIL	153	+3	0.186 -

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>LINKIN PARK</b> Given Up (Warner Bros.) KHTB, KHTQ, KISW, KXFX, WAAF, WMMR, WRUF, WRXW, WWBN, WWIZ, WWWX	11
<b>AVENGED SEVENFOLD</b> Afterlife (Hopeless/Warner Bros.) KHTB, KILO, KLAQ, KQRC, KTEG, WBUZ, WRXW, WWBN, WZMR	9
<b>SAVING ABEL</b> Addicted (Virgin) KDOT, KISS, KRZR, KUPD, WLZX, WTFX	6
<b>RED</b> Already Over (Essential/RED/Epic) WBVR, WCHZ, WKLQ, WQXA, WRTT	5
<b>SIXX: A.M.</b> Pray For Me (Eleven Seven) WBUZ, WBVR, WMMR, WRIF, WWBN	5
<b>P.O.D.</b> Addicted (INO/Columbia) KHTB, KLAQ, WIIL, WKQZ, WZOR	5
<b>ANOTHER BLACK DAY</b> Wicked Souls (Bieler Bros.) WIIL, WKLQ, WRIF, WRXW, XM Squizz	5
<b>APOCALYPTICA FEAT. COREY TAYLOR</b> I'm Not Jesus (Jive/Zomba) KTEG, Sirius Octane, WRTT, WXZZ	4
<b>THREE DAYS GRACE</b> Riot (Jive/Zomba) WCPR, WTKX, WYBB, XM Squizz	4
<b>FROM FIRST TO LAST</b> Worlds Away (Suretone/Interscope) KHTQ, KZRQ, WIIL, WKLQ	4

## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>RISE AGAINST</b> The Good Left Undone (Geffen/Interscope) TOTAL STATIONS: 10	135/1	<b>P.O.D.</b> Addicted (INO/Columbia) TOTAL STATIONS: 20	106/33
<b>SKILLET</b> The Last Night (Ardent/SRE/Atlantic) TOTAL STATIONS: 15	134/20	<b>SAFETYSUIT</b> Someone Like You (Universal Motown) TOTAL STATIONS: 12	101/10
<b>SIXX: A.M.</b> Pray For Me (Eleven Seven) TOTAL STATIONS: 20	123/70	<b>FILTER</b> Soldiers Of Misfortune (Puise) TOTAL STATIONS: 16	96/26
<b>FINGER ELEVEN</b> I'll Keep Your Memory Vague (Wind-up) TOTAL STATIONS: 14	122/6	<b>AGAINST ME!</b> Stop (Sire/Reprise) TOTAL STATIONS: 10	92/11
<b>SCARY KIDS SCARING KIDS</b> Faces (Immortal/RED) TOTAL STATIONS: 34	117/32	<b>COHEED AND CAMBRIA</b> Feathers (Columbia) TOTAL STATIONS: 11	81/3

## MOST INCREASED PLAYS

+181	<b>LINKIN PARK</b> Given Up (Warner Bros.) WYBB +20, KZRQ +17, KDOT +15, KRXQ +15, WKQZ +9, WZMR +9, KILO +8, WAAF +8, WWWX +8, WQXA +8
+118	<b>SEETHER</b> Rise Above This (Wind-up) WCHZ +14, KQRC +14, WXQR +12, KXXR +10, WRXW +9, WLZX +9, WZOR +8, KRXQ +8, WWWX +7, WWIZ +7
+94	<b>AVENGED SEVENFOLD</b> Afterlife (Hopeless/Warner Bros.) SIOC +9, WJJO +7, WQXA +7, WRZK +7, KOMP +6, KTEG +6, KZRQ +5, WYBB +5, KXFX +5, WYYY +5
+90	<b>SAVING ABEL</b> Addicted (Virgin) WRZK +10, KISW +10, KRZR +10, KDOT +10, KATT +8, KISS +8, WZMR +7, KZRQ +6, KQRC +6, WZOR +6
+82	<b>RED</b> Already Over (Essential/RED/Epic) KFRQ +13, WRXW +11, WZOR +10, KLAQ +10, KZBD +7, WRUF +7, WRZK +7, KOMP +6, WYBB +4, KRZR +3

**ADDED AT...**  
**KHTQ**  
Spokane, WA  
PD/MD: Barry Bennett  
APD: Kris Siebers  
From First To Last, Worlds Away, 11 Finger Eleven, I'll Keep Your Memory Vague, 0 Linkin Park, Given Up, 0

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

FOR WEEK ENDING MARCH 9, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations. 62 active rock stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.



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► **FINGER ELEVEN** OPENS AT NO. 30 WITH "I'LL KEEP YOUR MEMORY VAGUE," THE THIRD CHART HIT FROM THE ALBUM "THEM VS. YOU VS. ME."

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	28	<b>SEETHER</b> FAKE IT	NO. 1 (17 WKS) WIND-UP	391 -47	1.382 1
2	2	20	<b>PUDDLE OF MUDD</b> PSYCHO	FLAWLESS/GEFFEN/INTERSCOPE	389 -15	1.223 2
3	3	36	<b>SIXX: A.M.</b> LIFE IS BEAUTIFUL	ELEVEN SEVEN	363 -15	1.174 3
4	6	3	<b>3 DOORS DOWN</b> IT'S NOT MY TIME	MOST INCREASED PLAYS/MOST ADDED UNIVERSAL REPUBLIC	321 +64	0.916 4
5	4	14	<b>FOO FIGHTERS</b> LONG ROAD TO RUIN	ROSWELL/RCA/RMG	279 -14	0.729 6
6	10	7	<b>THEORY OF A DEADMAN</b> SO HAPPY	604/ROADRUNNER/RRP	235 +16	0.694 7
7	9	9	<b>THE BLACK CROWES</b> GOODBYE DAYLIGHTERS OF THE REVOLUTION	SILVER ARROW	231 +2	0.685 9
8	8	44	<b>THREE DAYS GRACE</b> NEVER TOO LATE	JIVE/ZOMBA	226 -7	0.640 11
9	7	58	<b>FINGER ELEVEN</b> PARALYZER	WIND-UP	222 -15	0.643 10
10	5	17	<b>LINKIN PARK</b> SHADOW OF THE DAY	WARNER BROS.	221 -54	0.687 8
11	12	31	<b>FOO FIGHTERS</b> THE PRETENDER	ROSWELL/RCA/RMG	190 -1	0.788 5
12	13	30	<b>ALTER BRIDGE</b> RISE TODAY	UNIVERSAL REPUBLIC	161 -24	0.443 14
13	14	15	<b>AIRBOURNE</b> TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/RRP	148 -28	0.304 19
14	11	18	<b>KID ROCK</b> AMEN	TOP DOG/ATLANTIC	147 -46	0.412 16
15	15	3	<b>SEETHER</b> RISE ABOVE THIS	WIND-UP	142 +21	0.474 12
16	16	11	<b>BUCKCHERRY</b> SORRY	ELEVEN SEVEN/ATLANTIC/RRP	127 +8	0.431 15
17	17	5	<b>10 YEARS</b> BEAUTIFUL	UNIVERSAL REPUBLIC	122 +7	0.448 13
18	23	3	<b>R.E.M.</b> SUPERNATURAL SUPERSERIOUS	AIRPOWER WARNER BROS.	98 +26	0.320 17
19	20	13	<b>BREAKING BENJAMIN</b> UNTIL THE END	HOLLYWOOD	88 +2	0.207 21
20	22	6	<b>THREE DAYS GRACE</b> RIOT	AIRPOWER JIVE/ZOMBA	77 +1	0.317 18
21	21	6	<b>ASHES DIVIDE</b> THE STONE	ISLAND/IDJMG	74 -8	0.116 26
22	24	3	<b>APOCALYPTICA FEATURING COREY TAYLOR</b> I'M NOT JESUS	JIVE/ZOMBA	66 -3	0.085 29
23	25	5	<b>ALTER BRIDGE</b> WATCH OVER YOU	UNIVERSAL REPUBLIC	64 -5	0.119 25
24	26	2	<b>ATREYU</b> FALLING DOWN	HOLLYWOOD	63 +3	0.114 27
25	13	16	<b>LENNY KRAVITZ</b> BRING IT ON	VIRGIN	58 -37	0.091 28
26	7	2	<b>BLACK TIDE</b> SHOCKWAVE	INTERSCOPE	45 -6	0.074 -
27	RE-ENTRY		<b>FIVE FINGER DEATH PUNCH</b> THE BLEEDING	FIRM	39 +2	0.026 -
28	NEW		<b>SAVING ABEL</b> ADDICTED	VIRGIN	36 +4	0.049 -
29	30	7	<b>HURT</b> TEN TON BEICK	CAPITOL	35 -9	0.074 -
30	NEW		<b>FINGER ELEVEN</b> I'LL KEEP YOUR MEMORY VAGUE	WIND-UP	33 +12	0.196 22

## 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	<b>OZZY OSBOURNE</b> I DON'T WANNA STOP (EPIC)		149 151	6	<b>GUNS N' ROSES</b> SWEET CHILD O' MINE (GEFFEN/INTERSCOPE)		102 114
5	<b>PINK FLOYD</b> ANOTHER BRICK IN THE WALL (PART II) (COLUMBIA)		114 107	7	<b>AEROSMITH</b> SWEET EMOTION (COLUMBIA)		99 107
6	<b>LINKIN PARK</b> WHAT I'VE DONE (WARNER BROS.)		111 117	8	<b>AC/DC</b> HIGHWAY TO HELL (ATLANTIC)		98 99
7	<b>RUSH</b> TOM SAWYER (ANTHEM/MERCURY/UMG)		103 103	9	<b>BUCKCHERRY</b> CRAZY BITCH (ELEVEN SEVEN/ATLANTIC/LAVA)		96 91
8	<b>AC/DC</b> BACK IN BLACK (LEGACY/EPIC)		103 104	10	<b>NICKELBACK</b> ROCKSTAR (ROADRUNNER)		95 106

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>3 DOORS DOWN</b> It's Not My Time (Universal Republic) KIOC, WGIR	2
<b>10 YEARS</b> Beautiful (Universal Republic) WVRK, WXMM	2
<b>APOCALYPTICA FEAT. COREY TAYLOR</b> I'm Not Jesus (Jive/Zomba) KIOC, KTUX	2
<b>SEETHER</b> Rise Above This (Wind-up) KIOC	1
<b>ASHES DIVIDE</b> The Stone (Island/IDJMG) KTUX	1
<b>R.E.M.</b> Supernatural Superserious (Warner Bros.) WZZO	1
<b>SAVING ABEL</b> Addicted (Virgin) WNOR	1
<b>SEVENDUST</b> Prodigal Son (7 Bros./Asylum/LLG) KIOC	1
<b>RUSH</b> Workin' Them Angels (Anthem/Atlantic) KZRR	1

## ADDED AT... WNOR

Norfolk, VA  
PD: Harvey Kojan  
APD/MD: Sonja Morrell  
Avenge Sevenfold, Afterlife, O  
Saving Abel, Addicted, O

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## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>MUDVAYNE</b> Bull Boy (Epic) TOTAL STATIONS: 8	32/7	<b>LINKIN PARK</b> Given Up (Warner Bros.) TOTAL STATIONS: 2	22/11
<b>CHEVELLE</b> The Fad (Epic) TOTAL STATIONS: 9	31/4	<b>RUSH</b> Working Them Angels (Anthem/Atlantic) TOTAL STATIONS: 4	21/20
<b>SEVENDUST</b> Prodigal Son (7 Bros./Asylum/LLG) TOTAL STATIONS: 10	28/17	<b>CINDER ROAD</b> Should've Known Better (Caroline) TOTAL STATIONS: 2	20/1

## MOST INCREASED PLAYS

+64	<b>3 DOORS DOWN</b> It's Not My Time (Universal Republic) KIOC +1, KSHE +10, KTUX +8, WZZO +7, WGIR +7, WVRK +7, KBER +4, WNOR +3, WKLC +3, KAZR +3
+26	<b>R.E.M.</b> Supernatural Superserious (Warner Bros.) WZZO +5, WGIR +9, WAFX +2, WJZY -1, WDHA +1
+21	<b>SEETHER</b> Rise Above This (Wind-up) KSHE +1, KIOC +6, WONE +6, KTUX +5, WAFX +3, KMOD +1, WJXQ +1, KAZR +1, WAQI +1, WHYY +1
+20	<b>RUSH</b> Working Them Angels (Anthem/Atlantic) KZRR +3, WONE +5, WDHA +1, KEER +1
+17	<b>SEVENDUST</b> Prodigal Son (7 Bros./Asylum/LLG) KIOC +8, KAZR +5, WDHA +1, KBER +1, WAQI +1, WEBN +1, WKLC -1

FOR WEEK ENDING MARCH 9, 2008  
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## ROCK REPORTERS

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

\* Monitored Reporters



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**APRIL 27 - 30 2008**

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CHAD HURLEY (YOUTUBE), RON FAIR (Geffen),  
NIC HARCOURT (KCRW), WILL.I.AM, KEN LOMBARD (STARBUCKS)  
AND RANDY JACKSON (AMERICAN IDOL)  
ALL HAVE IN COMMON?**

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

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Triple A supports many female artists

## Female-Friendly Format

John Schoenberger

[JSchoenberger@RadioandRecords.com](mailto:JSchoenberger@RadioandRecords.com)

Historically, rock radio is not known for being supportive of female artists—but triple A offers a rock-oriented playlist that embraces women on an equal basis with the guys. Consequently, that is why stations are able to attract female and male listeners. ■ Ever since it became an official format in the early '90s, triple A programmers have worked hard to find an appropriate balance between playing music from both sexes, but most will say their decisions are not based on some kind of quota. Rather, choices are determined by the best music available at the time for the station—regardless of who does it.

The ratio of female to male artists varies by station, largely because triple A is a diverse collection of radio outlets: Some lean more toward hot AC, some base their sound on the rich rock heritage of the past several decades, and still others focus on a younger adult audience. Regardless of the slant, female artists have as good a shot as any male in getting support from this adventurous format.

### Quality Rules

KBCO/Denver PD Scott Arbough believes that of late, there is a trend to release more music from women, which would, naturally enough, result in an increase in female artists making the grade at the station. "I suppose that any stigma surrounding programming too many female singers is obsolete, because today's programmers are more concerned with finding quality music," he says. "I try to balance the music we play based on the larger criteria of sonic, era and stylistic differences as much as gender. The quality of the song is what gets it on the radio."

There has definitely been a wealth of very strong female artists recently, such as Sara Bareilles, Colbie Caillat, Brandi Carlile, Feist, Ingrid Michaelson, Grace Potter, Tristan Prettyman, KT Tunstall and Amy Winehouse. Further, there have also been some strong male/female duets, from the likes of Robert Plant & Alison Krauss and Glen Hansard & Marketa Irglova. Additionally, the for-

mat boasts many established female artists, including Tori Amos, Shawn Colvin, Sheryl Crow, Melissa Etheridge, Patty Griffin, Norah Jones, Sarah McLachlan, Natalie Merchant, Alanis Morissette, Joan Osborne and Lucinda Williams.

"We have built an expectation to hear female vocals on a regular basis on our station," WCNR (the Corner)/Charlottesville, Va., PD Brad Savage says. "I have actually set up the music scheduling software to issue a flag if there is not at least one female vocal in any given hour. Generally, we try to schedule two to four female vocals per hour."

Savage says his station's hybrid format, which contains elements of triple A, alternative and hot AC, skews slightly toward female listeners. "The key is finding the strongest songs to play most often from all these genres. But we do find that if you're playing the hits, the appeal is fairly even, male to female," he says.

KRVO (the River)/Kalispell, Mont., is a relatively new sign-on whose approach has been to position itself as a modern triple A playing a broad swath of music, from the beginnings of grunge through today. This has led to an audience composition that is 60/40 in the female direction.

"The '90s were an especially ripe period for women in rock, with Lilith Fair, Alanis and Sheryl leading the way," OM Brew Michaels says. "They were joined on the charts by many other acts that emphasized songwriting over guitar solos, and this is the music that we have at our core. While rock and alternative virtually ignore female artists, they

**'I don't know that I'm doing things specifically that females want, but rather, I'm trying very hard to not do things that women don't want.'**

—Deeya McClurkin



### From Year To Year

The number of female artists in the top 20 of the weekly monitored chart for the 10th week of each year:

1996: 7  
1997: 5  
1998: 6  
1999: 4  
2000: 2  
2001: 3  
2002: 4  
2003: 7  
2004: 6  
2005: 3  
2006: 3  
2007: 4  
2008: 7

Source: Nielsen BDS



Arbough



Keefe

make up a considerable percentage of the River's music flow."

Public radio has a tendency to reach for music that is more on the cutting edge, and females are clearly part of that musical movement, too. WFPK/Louisville PD Stacy Owen says she has introduced an "indie" category to her playlist, which has invigorated the station's sound.

"It has given us the opportunity to share some exciting new female artists like Thao, Goldfrapp and Sharon Jones, and has been a testing ground for up-and-comers like Ingrid Michaelson, who is now in heavy rotation," Owen says. "But I will also say we don't really have a formula for how many women we'll play versus men. We evaluate each song on its own merit. What we do consider is the balance of genres so we can keep an eclectic mix."

### Female Listeners By Default

While most triple As draw a somewhat equal spread of female and male listeners, some lean a bit more one way and others the opposite. But almost no programmers believe this has anything to do with the number of male or female artists they play.

KPTL/Des Moines PD Deeya McClurkin doesn't see it as male vs. female. "I see colors, textures and patterns when I listen to songs, and I think about what I need as I weave an ever-evolving tapestry. Good music is good music. I don't know that I'm doing things specifically that females want, but rather, I'm trying very hard to not do things that women don't want."

KTCZ/Minneapolis PD and Clear Channel triple A brand manager Lauren MacLeash takes that point even further. Because of the format's appeal to men and women, everything the station does, from music to promotions, has to be a balancing act. "The advantage triple A has is the ability to rely on our library to ebb and flow, depending on the quantity and quality—male or female—of the new music available," she says. "Properly coding the music is the key. I can then adjust what surrounds a really good new song to keep a male/female or coding balance."

But finding that right balance comes down to your gut, for the most part, according to KTHX/Reno, Nev., PD Mark Keefe. He says that if there was a male/female ratio formula that he or any other programmer could enter into their programming software that could strike the perfect balance, he and everyone else in the format would be using it.

"There hasn't been a time since I've been at KTHX where I've even looked at my currents and compared the number of male artists to the number of female artists we're playing," he says. "The only time it really crosses my mind is when there seems to be an inordinate amount of guitar-strumming men or guitar-strumming women crossing my desk in a short period of time. Sometimes there's a wealth of great songs by women, and our playlist will skew to reflect that, but by and large everything evens out in the long run."

R&R

# R&R TRIPLE A

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► **NEWTON FALKNER** POSTS THE HIGHEST NEW ENTRY FOR AN INAUGURAL SINGLE SINCE COLBIE CAILLAT CAME IN AT NO. 20 WITH "BUBBLY" LAST JUNE AS "DREAM CATCH ME" DEBUTS AT NO. 25.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	15	<b>JACK JOHNSON</b> If I Had Eyes	NO. 1 (9 WKS) BRUSHFIRE/UNIVERSAL REPUBLIC	620 +21	2.402 1
2	2	18	<b>INGRID MICHAELSON</b> The Way I Am	CABIN 24/ORIGINAL SIGNAL/RED	579 -7	2.335 2
3	5	5	<b>R.E.M.</b> Supernatural Superserious	WARNER BROS.	570 +97	2.190 3
4	6	5	<b>COUNTING CROWS</b> You Can't Count On Me	DGC/Geffen/Interscope	425 +47	1.540 4
5	4	12	<b>SHERYL CROW</b> Love Is Free	A&M/Interscope	390 -9	1.257 6
6	5	29	<b>SARA BAREILLES</b> Love Song	EPIC	358 -20	1.385 5
7	7	14	<b>KT TUNSTALL</b> Saving My Face	RELENTLESS/VIRGIN	329 -26	0.901 11
8	8	14	<b>MIKE DOUGHTY</b> 27 Jennifers	ATO/RED	293 -5	1.152 7
9	28	2	<b>STEVE WINWOOD FEAT. ERIC CLAPTON</b> Dirty City	AIRPOWER/MOST INCREASED P. COLUMBIA	255 +101	0.895 12
10	11	20	<b>DAVID GRAY</b> You're The World To Me	ATO/RED	251 -3	0.908 10
11	15	6	<b>THE B-52S</b> Funplex	ASTRALWERKS	241 +27	0.696 16
12	26	2	<b>JASON MRAZ</b> I'm Yours	AIRPOWER ATLANTIC/RRP	240 +81	0.694 17
13	23	7	<b>THE BLACK CROWES</b> Goodbye Daughters Of The Revolution	AIRPOWER SILVER ARROW	235 +31	0.777 13
14	22	2	<b>VAN MORRISON</b> That's Entertainment	AIRPOWER LOST HIGHWAY	226 +38	0.664 18
15	12	23	<b>FEIST</b> My Moon My Man	CHERRYTREE/POLYDOR/Interscope	226 -32	0.598 21
16	14	12	<b>RADIOHEAD</b> Jigsaw Falling Into Place	TELADATO	224 -7	0.561 24
17	4	4	<b>AUGUSTANA</b> Sweet And Low	EPIC	222 +65	0.570 23
18	17	13	<b>SPOON</b> Don't You Evah	MERGE	217 +1	0.698 15
19	10	18	<b>COLBIE CAILLAT</b> Realize	UNIVERSAL REPUBLIC	216 -30	0.766 14
20	9	20	<b>RYAN ADAMS</b> Everybody Knows	LOST HIGHWAY	214 -56	0.655 19
21	16	7	<b>SHAWN MULLINS</b> All In My Head	VANGUARD	210 -8	0.528 26
22	24	9	<b>GLEN HANSARD &amp; MARKETA IRGLOVA</b> Falling Slowly	CANVASBACK/COLUMBIA	208 +28	0.969 8
23	13	16	<b>BRUCE SPRINGSTEEN</b> Girls In Their Summer Clothes	COLUMBIA	204 -44	0.495 28
24	18	20	<b>BRANDI CARLILE</b> Turpentine	COLUMBIA	190 -2	0.941 9
25	NEW		<b>NEWTON FALKNER</b> Dream Catch Me	AWARE/COLUMBIA	189 +42	0.596 22
26	25	6	<b>ROBERT PLANT / ALISON KRAUSS</b> Please Read The Letter	ROUNDER	183 +12	0.651 20
27	29	6	<b>BEN'S BROTHER</b> Kiss Me Again (Stuttering)	CAPITOL	167 +26	0.382 -
28	21	11	<b>ONEREPUBLIC</b> Stop And Stare	MOSLEY/Interscope	165 -4	0.401 -
29	20	9	<b>JOHN MAYER</b> Say	AWARE/COLUMBIA	160 -31	0.329 -
30	19	10	<b>LENNY KRAVITZ</b> I'll Be Waiting	VIRGIN	160 -39	0.376 -

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>STEVE WINWOOD FEAT. ERIC CLAPTON</b> Dirty City (Columbia) KFOG, KPRL, WMMM, WRNR, WTTS, WZEW	6
<b>VAMPIRE WEEKEND</b> A-Punk (XL/Beggars Group) KFOG, WMMM, WRLT, WXRT	4
<b>JASON MRAZ</b> I'm Yours (Atlantic/RRP) KCUV, WMMM, WZEW	3
<b>BODEANS</b> Everyday (Resolution) KFOG, KTHX, WTTS	3
<b>MATT NATHANSON</b> Come On Get Higher (Acrobat/Vanguard) KPTL, KRVB, WCLZ	3
<b>THE B-52S</b> Funplex (Astralwerks) KFOG, WTTS	2
<b>GLEN HANSARD &amp; MARKETA IRGLOVA</b> Falling Slowly (Canvasback/Columbia) CIDR, KPTL	2
<b>THE BLACK CROWES</b> Goodbye Daughters Of The Revolution (Silver Arrow) KRVB, WXRV	2

### ADDED AT... WCCO

Charleston, WV  
OM/MD: Mike Allen  
MD: Joel Frank  
Jim White, Crash Into The Sun, O  
The Kooks, Always Where I Need To Be, O  
Virginia Coalition, Sing Along, O

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## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>LONDON PGG</b> Falling In Love At A Coffee Shop (RCA/RMG) TOTAL STATIONS: 15	142/5	<b>TIFT MERRITT</b> Broken (Fantasy/CMG) TOTAL STATIONS: 7	77/9
<b>BODEANS</b> Every Day (Resolution) TOTAL STATIONS: 15	121/44	<b>KATHLEEN EDWARDS</b> The Cheapest Key (Zoe/Rounder) TOTAL STATIONS: 11	76/4
<b>Yael Naim</b> New Soul (Tot Ou Tard/Atlantic) TOTAL STATIONS: 14	115/45	<b>FOXBORO HOT TUBS</b> Mother Mary (Jingle Town) TOTAL STATIONS: 6	70/23
<b>TRISTAN PRETTYMAN</b> Madly (Virgin) TOTAL STATIONS: 14	106/19	<b>DUFFY</b> Mercy (Mercury/DJMG) TOTAL STATIONS: 11	70/13
<b>MATT NATHANSON</b> Come On Get Higher (Acrobat/Vanguard) TOTAL STATIONS: 11	83/29	<b>MISSY HIGGINS</b> Where I Stood (eleven/Reprise) TOTAL STATIONS: 9	67/25

## MOST INCREASED PLAYS

<b>+101</b>	<b>STEVE WINWOOD FEAT. ERIC CLAPTON</b> Dirty City (Columbia) WTTS +17, WXRV +14, KBCC +12, KFVB +12, WCLZ +8, ESP +7, WRLT +7, WNCS +5, WRNF +5, WZEW +5
<b>+97</b>	<b>R.E.M.</b> Supernatural Superserious (Warner Bros.) WZEW +12, KENZ +12, KTCZ +12, KFVB +11, SISF +8, FXLY +7, WTTS +5, KINK +5, CIDR +4, KMTT +4
<b>+81</b>	<b>JASON MRAZ</b> I'm Yours (Atlantic/RRP) KENZ +22, CIDR +14, WCCO +13, WZEW +7, WNCS +6, WXRV +5, WRLT +5, KMTT +3, KTHX +3, KCUV +3
<b>+65</b>	<b>AUGUSTANA</b> Sweet And Low (Epic) KENZ +19, WCCO +10, KMTT +9, KPTL +7, WNCS +7, CIDR +5, KRVB +5, KBCC +3, WCLZ +2, KXLY +1
<b>+47</b>	<b>COUNTING CROWS</b> You Can't Count On Me (DGC/Geffen/Interscope) KMTT +11, WNCS +10, KBCC +7, SISF +6, WCCO +6, WRNX +5, WRLT +3, KCUV +3, WMMM +2, CIDR +2

FOR WEEK ENDING MARCH 9, 2008  
LEGEND: See legend in charts in charts section for rules and symbol explanations.  
29 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	NIelsen BDS CERTIFICATIONS	PLAYS TW LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	<b>EDDIE VEDDER</b> Hard Soul (Monkey Wrench/RRMG)		204 243	6	<b>GOMEZ</b> See The World (ATO/RED)		119 115
2	<b>ROBERT PLANT / ALISON KRAUSS</b> Come, Go, He, Come (Done Moved On)/(Rounder)		170 152	7	<b>SPOON</b> The Underdog (Merge)		118 131
3	<b>SNOW PATROL</b> Shut Your Eyes (Polydor/A&M/Interscope)		149 161	8	<b>THE KILLERS</b> Read My Mind (Island/DJMG)		111 108
4	<b>BEN HARPER &amp; THE INNOCENT CRIMINALS</b> In The Co-Dors (Virgin)		137 140	9	<b>SNOW PATROL</b> Chasing Cars (Polydor/A&M/Interscope)		105 111
5	<b>MAT KEARNEY</b> Breathe In Breathe Out (Hollywood/Aware/Columbia)		125 185	10	<b>COLBIE CAILLAT</b> Bubbly (Universal Republic)		101 99

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# R&R TRIPLE A/ AMERICANA

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▶ AUSTRALIAN TRIO **THE WAIFS** LEAD THREE DEBUTS ON THE AMERICANA CHART AS "SUNDIRTWATER," THEIR FIRST RELEASE IN FIVE YEARS, STARTS AT NO. 23.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	TRIPLE A INDICATOR	
					PLAYS TW	+/-
1	1	12	<b>JACK JOHNSON</b> IF I HAD EYES	BRUSHFIRE/UNIVERSAL REPUBLIC	624	-27
2	4	4	<b>R.E.M.</b> SUPERNATURAL SUPERSERIOUS	WARNER BROS.	562	+68
3	7	4	<b>COUNTING CROWS</b> YOU CAN'T COUNT ON ME	DGC/GEFFEN/INTERSCOPE	426	+50
4	5	8	<b>SHERYL CROW</b> LOVE IS FREE	A&M/INTERSCOPE	419	+36
5	3	9	<b>ROBERT PLANT / ALISON KRAUSS</b> PLEASE READ THE LETTER	ROUNDER	384	-59
6	4	15	<b>MIKE DOUGHTY</b> 27 JENNIFERS	ATO/RED	372	-25
7	8	5	<b>THE BLACK CROWES</b> GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	368	+7
8	10	5	<b>THE B-52S</b> FUNPLEX	ASTRALWERKS	367	+19
9	6	12	<b>KT TUNSTALL</b> SAVING MY FACE	RELENTLESS/VIRGIN	365	-16
10	18	2	<b>VAN MORRISON</b> THAT'S ENTRAINMENT	LOST HIGHWAY	355	+83
11	11	8	<b>JOHN MAYER</b> SAY	AWARE/COLUMBIA	335	-2
12	9	13	<b>SPOON</b> DON'T YOU EVAH	MERGE	332	-28
13	30	2	<b>STEVE WINWOOD FEAT. ERIC CLAPTON</b> DIRTY CITY	COLUMBIA	326	+112
14	12	7	<b>NADA SURF</b> WHOSE AUTHORITY	BARSUK	318	-9
15	13	10	<b>RADIOHEAD</b> JIGSAW FALLING INTO PLACE	TBD/ATO	317	-1
16	14	9	<b>SHAWN MULLINS</b> ALL IN MY HEAD	VANGUARD	313	-1
17	15	7	<b>JOE JACKSON</b> INVISIBLE MAN	RYKODISC	299	-10
18	16	8	<b>TIFT MERRITT</b> BROKEN	FANTASY/CMG	287	-21
19	<b>NEW</b>		<b>JASON MRAZ</b> I'M YOURS	ATLANTIC/RRP	268	+57
20	24	5	<b>KATHLEEN EDWARDS</b> THE CHEAPEST KEY	ZOE/ROUNDER	266	+22
21	17	17	<b>INGRID MICHAELSON</b> THE WAY I AM	CABIN 24/ORIGINAL SIGNAL/RED	259	-18
22	20	6	<b>ERIC LINDELL</b> LAY BACK DOWN	ALLIGATOR	258	0
23	23	4	<b>TRISTAN PRETTYMAN</b> MADLY	VIRGIN	254	+9
24	25	4	<b>BRETT DENNEN</b> AIN'T NO REASON	DUALTONE	243	+2
25	28	10	<b>FOO FIGHTERS</b> LONG ROAD TO RUIN	ROSSELL/RCA/RMG	235	+5
26	<b>NEW</b>		<b>WIDESPREAD PANIC</b> BOOM BOOM BOOM	WIDESPREAD	232	+24
27	29	5	<b>CAT POWER</b> NEW YORK	MATADOR/BEGGARS GROUP	230	+5
28	27	11	<b>LENNY KRAVITZ</b> I'LL BE WAITING	VIRGIN	229	-10
29	6	14	<b>BRUCE SPRINGSTEEN</b> GIRLS IN THEIR SUMMER CLOTHES	COLUMBIA	227	-13
30	22	7	<b>BIG HEAD TODD &amp; THE MONSTERS</b> ALL THE LOVE YOU NEED	BIG	219	-27

THIS WEEK	LAST WEEK	ARTIST TITLE	IMPRINT / PROMOTION LABEL	AMERICANA		
				PLAYS TW	+/-	CUMULATIVE
1		<b>TIFT MERRITT</b> ANOTHER COUNTRY	FANTASY/CMG	458	+5	3410
2	4	<b>DRIVE-BY TRUCKERS</b> BRIGHTER THAN CREATION'S DARK	NEW WEST	372	+11	2381
3	5	<b>PAUL THORN</b> A LONG WAY FROM TUPELO	PERPERUAL OBSCURITY	364	+17	1756
4	2	<b>WILLIE NELSON</b> MOMENT OF FOREVER	LOST HIGHWAY	354	-20	2611
5	3	<b>ROBERT PLANT / ALISON KRAUSS</b> RAISING SAND	ROUNDER	311	-53	11138
6	12	<b>THE STEELDRIEVERS</b> THE STEELDRIEVERS	ROUNDER	311	+45	1429
7	7	<b>STEVE EARLE</b> WASHINGTON SQUARE SERENADE	NEW WEST	306	-16	12846
8	6	<b>LEVON HELM</b> DIRT FARMER	DIRT FARMER/VANGUARD	300	-42	7937
9	13	<b>BODEANS</b> STILL	RESOLUTION	284	+26	890
10	11	<b>ALLISON MOORER</b> MOCKINGBIRD	NEW LINE	283	+15	1696
11	9	<b>MALCOLM HOLCOMBE</b> GAMBLIN' HOUSE	ECHO MOUNTAIN	281	-7	1522
12	8	<b>SHELBY LYNNE</b> JUST A LITTLE LOVIN'	LOST HIGHWAY	268	-29	1916
13	10	<b>MANDO SAENZ</b> BUCKET	CARNIVAL	268	-13	2242
14	14	<b>RYAN BINGHAM</b> MESCALITO	LOST HIGHWAY	239	-18	6059
15	18	<b>JIM LAUDERDALE &amp; THE DREAM PLAYERS</b> HONEY SONGS	YEP ROC	235	+32	624
16	16	<b>GARY LOURIS</b> VAGABONDS	RYKODISC	229	+9	890
17	15	<b>JESSE DAYTON &amp; BRENNEN LEIGH</b> HOLDIN' OUR OWN AND OTHER COUNTRY GOLD DUETS	STAG	218	-7	2823
18	20	<b>SHOOTER JENNINGS</b> THE WOLF	UNIVERSAL SOUTH	197	0	5223
19	30	<b>SOUTH AUSTIN JUG BAND</b> STRANGE INVITATION	BLUE CORN	195	+40	472
20	17	<b>SETH WALKER</b> SETH WALKER	HYENA	192	-11	2777
21	19	<b>ERIC LINDELL</b> LOW ON CASH, RICH IN LOVE	ALLIGATOR	191	-11	1715
22	23	<b>THE WRIGHTS</b> THE WRIGHTS	SPLIT ROCK/31 TIGERS	190	+4	901
23	33	<b>THE WAIFS</b> SUNDIRTWATER	COMPASS	188	+39	375
24	31	<b>BELLEVILLE OUTFIT</b> WANDERIN'	INDEPENDENT	185	+31	653
25	24	<b>CAROLYN WONDERLAND</b> MISS UNDERSTOOD	BISMEAUX	181	-1	911
26	57	<b>KATHLEEN EDWARDS</b> ASKING FOR FLOWERS	ZOE/ROUNDER	180	+84	276
27	25	<b>BLEU EDMONDSON</b> LOST BOY	SMITH	179	+9	2770
28	21	<b>WILL HOGE</b> DRAW THE CURTAINS	RYKODISC	171	-22	3996
29	22	<b>THE GOUGERS</b> A LONG DAY FOR THE WEATHERVANE	THE WEATHERVANE	169	-21	4573
30	26	<b>AMANDA SHAW</b> PRETTY RUNS OUT	ROUNDER	157	-10	1177

### MOST ADDED

<b>THE KOOKS</b> 11 Always Where I Need To Be (Astralwerks) KDBB, KMMS, KMTN, KPND, KSPN, KTBC, WBJB, WNRN, WTMJ, WXPB, WYEP	<b>CARY BROTHERS</b> 6 Ride (Bluhammock) KDBB, KFMU, KMMS, KTAO, WNRN, WTYD	<b>BILLY BRAGG</b> 6 I Keep Faith (Anti-/Epitaph) KCMP, KTBC, KUT, WBJB, WEXT, WNRN	<b>BODEANS</b> 4 Everyday (Resolution) KPND, KTAO, WFUV, WMVY
<b>WAS (NOT WAS)</b> 8 Crazy Water (Rykodisc) KBAC, KNBA	<b>SARA BAREILLES</b> 6 Bottle It Up (Epic)	<b>FEIST</b> 5 I Feel It All (Cherrytree/Polydor/ Interscope) KCLC, WAPS	<b>X LEVITATION CULT</b> 4 Habit Forming (Baria) KFMU, KOHO, WBJB, WCBE

FOR WEEK ENDING MARCH 9, 2008

### MOST ADDED

<b>KATHY MATTEA</b> 17 Coal (Captain Potato/Thirty Tigers)	<b>KATHLEEN EDWARDS</b> 13 Asking For Flowers (Zoe/Rounder)	<b>CHATHAM COUNTY LINE</b> 10 IV (Yep Roc)	<b>ERIC BIBB</b> 10 Get On Board (Telarc)
<b>WAYBACKS</b> 14 Loaded (Compass)	<b>PUNCH BROTHERS</b> 12 Punch (Nonesuch)		

FOR WEEK ENDING MARCH 9, 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.americanmusic.org](http://www.americanmusic.org). © 2008 Americana Music Association.

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One on one with René Camacho on La Arrolladora Banda El Limón's success

## The Glory Days Of La Arrolladora

Jackie Madrigal  
**JMadrigal@RadioandRecords.com**

Programmers all over the country are buzzing about La Arrolladora Banda El Limón, which has been a staple of regional Mexican music for more than 40 years. Led by the band's director and clarinet player René Camacho, La Arrolladora is living its glory days as album "Y Que Quede Claro" is being praised as a "wonderful production," Entravision Radio La Tricolor Network PD Napo Sánchez says. "This album exceeds all expectations, and proof of it is the success the band is having."

First single "Sobre Mis Pies" has been No. 1 for 13 weeks on R&R's Regional Mexican chart. Curtis Media regional Mexican WYMY (La Ley)/Raleigh PD Julie Garza says the single is so hot because La Arrolladora has incorporated all the necessary elements to create a song that stirs up listeners' feelings. "The lyrics are excellent and it touches on the reality of how things are and how love is the most important thing," she says. "It's always great to hear a lovely song that talks about a man who is completely in love with a woman. A lot of men request this song on La Ley, and I'd like to think it's because they identify with it."

La Arrolladora is not only an excellent band, but the lyrics make the song. Border Media Partners regional Mexican KHHL (La Ley)/Austin PD José "Jimmy" Martínez says. "It's a wonderful album and I think there are two or three singles that can make it to the top 10."

While in Mexico filming the video for the next single, "Primer Tiempo," and the one that will follow, "Y Que Quede Claro," Camacho took a break to speak with R&R about the band's amazing success.

**How excited are you about all the success La Arrolladora is having?**

Very excited. Since about 10 years ago, we've been working hard and steady. The band has not stopped performing at events. But now we've seen a wave of success and I think that's thanks to the work we've been doing for so long. The more public we have, the better job we have to do with

promotion, the albums and the videos. We take the time to make sure we do things right, because we're very committed to our public.

**Banda is very strong right now. Is there a particular reason?**

I've always believed that it's all about the hard work you do. We make sure we put out the best production possible, and we learn from each record release to try to improve the following one. And we always stay on top of things. As soon as we release an album, we're already looking into the following release. We don't wait until the last moment to prepare for the next production.



La Arrolladora Banda El Limón

**'Anyone doing banda music should always be prepared to give the audience something new. The public is very savvy and they are always looking for the latest thing in every album.'**

—René Camacho

**Banda has changed throughout time. It's certainly not the same banda, which didn't have lyrics back in the day. Has it been a good evolution?**

It's been a good change. Banda is doing great, and so is La Arrolladora. Anyone doing banda music should always be prepared to give the audience something new. The public is very savvy and they are always looking for the latest thing in every album. Because we've done that, La Arrolladora is doing great in every market.

**"Sobre Mis Pies" has been No. 1 for 13 weeks in R&R, which means radio is supporting the single with strong play. How do you feel about the love you're getting from radio?**

We feel great. We have been working for this for many years. We always try to do our job with love and be cautious with the decisions we make. We always try to stay close to the public and keep them up to date with what the band is doing. That's why we have such a wonderful following. And with the PDs, we try to show them the respect they deserve and stay in contact with them.

**La Arrolladora's take on banda is romantic. Has that helped drive your success?**

I really think so. But also, the public has told us many times that they buy our records not for one single, but because they like the whole album. We're extremely pleased by that and by the fact that they tell us about it.

**In the last few years, many members of the regional Mexican community have met a tragic end. More and more we hear of artists or band members getting killed in Mexico. Does that worry you?**

It is a bit worrisome for the whole industry because the media spreads the word, and people let their imaginations run. Personally, we're not so worried because we've been working for more than 43 years in this industry, and there have always been these types of violent crimes. However, now there are more bands and much more media coverage, so we all know about it immediately. I don't know why these crimes are happening, but we always try to be cordial with the public and treat them right, and give them all the best. The public will take care of you if you respect them and treat them right.

**What's next for La Arrolladora?**

We're going to continue to work hard, because we recognize how much the public is supporting us. We're actually doing events every day. We're currently working on the two videos, then we're doing several events in Mexico and later in the U.S. We're always going back and forth between Mexico and the U.S. In Mexico we perform every day of the week, because there's always some kind of celebration going on. In the U.S., we have events on the weekends. **R&R**



► "POR QUIEN ME DEJAS" BY **LOS CREADORES DEL PASITO DURANGUENSE DE ALFREDO RAMIREZ** TAKES MOST INCREASED PLAYS (UP 189) FOR THE FIRST TIME IN ITS TWO MONTHS ON THE CHART AS IT RISES 7-5.

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	NO. 1 (13 WKS)	P_AYS TW +/-	AUDIENCE MILLIONS	RANK
1	21	<b>LA ARROLLADORA BANDA EL LIMON</b> SOBRE MIS PIES	DISA/EDIMONSA	NO. 1 (13 WKS)	1569 +2	10.957	1
2	9	<b>CONJUNTO PRIMAVERA</b> TE LLORE	FONOVISIA		1420 -47	9.516	2
3	15	<b>EL CHAPO DE SINALOA</b> SI TE AGARRAN LAS GANAS (CIERRA LOS OJOS)	DISA		1294 -13	8.228	5
4	20	<b>K-PAZ WITH FRANCO DE VITA</b> UN BUEN PERDEDOR	DISA/EDIMONSA		1228 -27	9.434	3
5	8	<b>LOS CREADORES DEL PASITO DURANGUENSE DE ALFREDO RAMIREZ</b> POR QUIEN ME DEJAS	DISA/EDIMONSA	<b>MOST INCREASED PLAYS</b>	1132 +189	8.464	4
6	7	<b>LOS TIGRES DEL NORTE</b> RUMBO AL SUR	FONOVISIA		1101 -128	6.708	7
7	15	<b>PATRULLA 81</b> TE QUIERO MUCHO	DISA		1096 +41	6.477	8
8	7	<b>VICENTE FERNANDEZ</b> LA DERROTA	SONY BMG NORTE		938 +111	5.687	12
9	16	<b>EL POTRO DE SINALOA</b> EL VASO DERRAMA	MACHETE		912 +8	5.984	9
10	11	<b>GRUPO MONTEZ DE DURANGO</b> COMO EN LOS BUENOS TIEMPOS	DISA		864 -32	4.929	14
11	29	<b>VICENTE FERNANDEZ</b> ESTOS CELOS	SONY BMG NORTE		801 -21	7.546	6
12	4	<b>DIANA REYES</b> ME MUERO	DBC		792 +151	3.510	23
13	19	<b>ALACRANES MUSICAL</b> SIN TU AMOR	UNIVISION		782 +32	5.833	11
14	34	<b>FIDEL RUEDA</b> PAZ EN ESTE AMOR	MACHETE		779 -26	5.917	10
15	13	<b>DINASTIA DE TUZANTLA</b> MALDITO TEXTO	VENEMUSIC		711 -66	3.874	19
16	7	<b>PONZONA MUSICAL</b> TAL VEZ	ASL		697 +12	4.313	17
17	29	<b>LINDEROS DEL NORTE</b> COMO OLVIDARTE	A.R.C.		667 -34	3.310	24
18	8	<b>LA AUTENTICA DE JEREZ</b> LA RATA FLACA	VIVA		656 +26	5.562	13
19	12	<b>PEPE AGUILAR</b> YA NUNCA MAS	EMI TELEVISIA		633 -32	4.452	15
20	16	<b>BETO Y SUS CANARIOS</b> SI TU TE VAS	ASL	<b>AIRPOWER</b>	623 -3	3.830	20
21	2	<b>JENNI RIVERA</b> INOLVIDABLE	FONOVISIA		592 +111	4.108	18
22	5	<b>LOS INQUIETOS DEL NORTE</b> AMOR MORTAL	EAGLE		570 +48	3.156	25
23	6	<b>ALEGRES DE LA SIERRA</b> ESTA VEZ SIN MENTIRAS	VIVA		567 -5	2.851	28
24	3	<b>BANDA EL RECODO</b> TOMAME O DEJAME	FONOVISIA		502 -21	2.884	27
25	14	<b>TONO Y FREDDY</b> BREBAJE	DISA/EDIMONSA		501 -70	2.556	31
26	6	<b>JOAN SEBASTIAN</b> PIENSO EN TI	MUSART/BALBOA		491 +40	1.954	38
27	6	<b>GERMAN MONTERO</b> AMANTES ESCONDIDOS	UNIVISION		477 -16	4.377	16
28	11	<b>EL COYOTE Y SU BANDA TIERRA SANTA</b> Y SI TE ROBO	UNIVISION		474 -7	3.625	21
29	18	<b>SERGIO VEGA</b> CUANDO TE LAVAS LA CARA	SONY BMG NORTE		454 -21	2.958	26
30	2	<b>LOS DAREYES DE LA SIERRA</b> HASTA EL DIA DE HOY	DISA		443 +69	3.560	22
31	13	<b>LOS MORROS DEL NORTE</b> VIDA VIVIDA	MACHETE		430 -39	2.551	32
32	18	<b>GRUPO INNOVACION</b> NUNCA ME FUI	GARMEX/FONOVISIA		421 -53	1.202	-
33	2	<b>CARDENALES DE NUEVO LEON Y DINORA</b> FLOR DE LAS FLORES	ASL		418 +75	2.215	35
34	3	<b>ALIADOS DE LA SIERRA</b> TE AMO	ASL		411 -9	1.710	39
35	6	<b>LOS TEMERARIOS</b> TOQUEN MARIACHIS CANTEN	FONOVISIA		398 0	0.820	-
36	12	<b>CONJUNTO AGUA AZUL</b> EL DICCIONARIO	A.C.E.		387 +16	2.360	34
37	7	<b>VAGON CHICANO</b> COMO ARRANCARTE	ASL		386 -8	2.611	29
38	14	<b>EL CHALINILLO</b> AL MISMO NIVEL	DISA		384 -18	2.079	36
39	3	<b>INTOCABLE</b> TE LO JURO	EMI TELEVISIA		330 -32	1.313	-
40	NEW	<b>LOS INVASORES DE NUEVO LEON</b> YO NO TE AMO	SERCA		319 +43	1.488	40

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>PEDRO FERNANDEZ</b> Amiga Por Favor (Universal Latino) KRZZ, KSKD, KSTN, KXLM, KXSB, KXTS, XHTY	7
<b>MARCO ANTONIO SOLIS</b> Te Voy A Esperar (Fonovisa) KIST, KRAY, KWEI, KYQQ, WBZY, XHNZ	6
<b>CARDENALES DE NUEVO LEON Y DINORA</b> Flor De Las Flores (ASL) KMQA, KSAB, KYQQ, WBZY, WYMY	5
<b>LOS HOROSCOPOS DE DURANGO</b> Te Amo (Univision) KRAY, KXPK, KXTS, WEDJ, XHTY	5
<b>JENNI RIVERA</b> Inolvidable (Fonovisa) KYQQ, WOJO, WYMY, XHTY	4
<b>LA AUTORIDAD DE LA SIERRA</b> Todo Cambio (Disa) KHOT, KMQA, KWEI, WEDJ	4
<b>FLEX</b> Te Quiero (EMI Televisa) KESS, KHHL, KYQQ, WLCC	4
<b>EL GUERO Y SU BANDA CENTENARIO</b> Antes (A.R.C.) KKPS, KROM, KSKD, KYQQ	4
<b>BANDA EL RECODO</b> Tomame O Dejame (Fonovisa) KHOT, KOND, XHTY	3
<b>JOAN SEBASTIAN</b> Pienso En Ti (Musart/Balboa) KCMT, KRZZ, KWEI	3

**ADDED AT... KXPK**  
Denver, CO  
PD: Napoleon Sanchez  
Los Inquietos Del Norte, Amor Mortal, 23  
Lupillo Rivera, De Que Me Presumes, 18  
Los Horoscopos De Durango, Te Amo, 14

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## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>DUELLO</b> Un Dia De Estos (Univision) TOTAL STATIONS: 13	277/49	<b>SKANDALO MUSICAL</b> Mi Forma De Sentir (Sony BMG Norte) TOTAL STATIONS: 19	236/23
<b>EL TRONO DE MEXICO</b> La Carta (DBC) TOTAL STATIONS: 13	268/7	<b>PEDRO FERNANDEZ</b> Amiga Por Favor (Universal Latino) TOTAL STATIONS: 14	224/130
<b>LOS PRIMOS DE DURANGO</b> Manana (Machete) TOTAL STATIONS: 21	256/1	<b>LOS HOROSCOPOS DE DURANGO</b> Te Amo (Univision) TOTAL STATIONS: 23	223/54
<b>CUISILLOS</b> Si No Te Amara Tanto (Musart/Balboa) TOTAL STATIONS: 14	253/98	<b>ADAN ROMERO</b> Solo Un Dia (Ahora Te Amo) (La Sierra) TOTAL STATIONS: 17	218/4
<b>RAUL HERNANDEZ</b> En La Habitación (Fonovisa) TOTAL STATIONS: 25	238/95	<b>LOS KAPSI</b> Tu Yo Somos Uno Mismo (DBC) TOTAL STATIONS: 12	198/29

## MOST INCREASED PLAYS

<b>+189</b>	<b>LOS CREADORES DEL PASITO DURANGUENSE DE ALFREDO RAMIREZ</b> Por Quien Me Dejas (Disa/Edimonsa) WEDJ +15, KWEI +15, KTJM +15, KROM +14, KYQQ +13, WBZY +13, KGBT +12, WOJO +11, KLTN +11, WLEY +10
<b>+151</b>	<b>DIANA REYES</b> Me Muero (DBC) KSKD +25, KJFA +20, KWEI +19, KOQO +18, KLTN +16, KWIZ +13, KRZZ +11, KRAY +10, KBND +9, KYQQ +6
<b>+130</b>	<b>PEDRO FERNANDEZ</b> Amiga Por Favor (Universal Latino) KWB +35, KSTN +21, XHTY +17, KXTS +13, KXLM +12, KXSB +10, KCMT +6, KLAX +6, KSKD +5, KRZZ +4
<b>+124</b>	<b>LUPILLO RIVERA</b> De Que Me Presumes (ASL) KIWI +32, KGBT +20, KXPK +18, KBUE +16, KWIZ +15, KTJM +9, WOJO +6, WEDJ +5, KKPS +4, KTUZ +1
<b>+111</b>	<b>VICENTE FERNANDEZ</b> La Derrota (Sony BMG Norte) KOQO +18, KIWI +16, WLEY +9, XHTY +8, WLCC +8, KRAY +7, WBZY +7, KOND +7, KSTN +6, KRZZ +6

FOR WEEK ENDING MARCH 9, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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# R&R LATIN POP

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► "CALABRIA 2008" BY **ENUR FEATURING NATASJA** ZIPS 33-23 (UP 66 PLAYS) IN ITS SECOND CHART WEEK. THE SONG HIT NO. 15 AT LATIN RHYTHM AND NO. 22 AT TROPICAL, WHILE ALSO CROSSING TO CHR/TOP 40 (NO. 28 PEAK) AND RHYTHMIC (NO. 25).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	11	<b>JUANES</b> COTAS DE AGUA DULCE	NO. 1 (5 WKS) UNIVERSAL LATINO	1071 -23	10.948 1
2	2	5	<b>ENRIQUE IGLESIAS</b> DONDE ESTAN CORAZON	UNIVERSAL LATINO	712 -36	7.566 2
3	3	20	<b>ALEJANDRA GUZMAN</b> SOY SOLO UN SECRETO	EMI TELEVISIA	677 -42	4.297 11
4	6	54	<b>CAMILA</b> TODO CAMBIO	SONY BMG NORTE	648 +15	6.726 4
5	5	19	<b>FLEX</b> TE QUIERO	EMI TELEVISIA	623 -12	3.588 19
6	7	20	<b>YURIDIA</b> AHORA ENTENDI	SONY BMG NORTE	603 -9	4.122 14
7	8	6	<b>CAMILA</b> YO QUIERO	SONY BMG NORTE	596 +12	6.271 6
8	4	20	<b>RBD</b> INALCANZABLE	EMI TELEVISIA	567 -144	3.423 20
9	9	42	<b>MANA</b> OJALA PUDIERA BORRARTE	WARNER LATINA	539 -38	6.488 5
10	11	27	<b>JUANES</b> ME ENAMORA	UNIVERSAL LATINO	523 -21	6.739 3
11	12	6	<b>MIGUEL BOSE FEATURING BIMBA BOSE</b> COMO UN LOBO	WARNER LATINA	504 +21	4.372 10
12	13	7	<b>BELANOVA</b> CADA QUE...	UNIVERSAL LATINO	491 +40	2.623 28
13	10	23	<b>ALEJANDRO FERNANDEZ</b> NO SE ME HACE FACIL	SONY BMG NORTE	476 -90	2.603 30
14	14	30	<b>AVENTURA</b> MI CORAZONCITO	PREMIUM LATIN	432 -18	3.003 26
15	16	5	<b>LA NUEVA BANDA TIMBIRICHE</b> TU, TU, TU	EMI TELEVISIA	402 +32	1.726 -
16	17	35	<b>SHAKIRA</b> LAS DE LA INTUICION	EPIC/SONY BMG NORTE	362 +18	1.754 -
17	15	26	<b>ENRIQUE IGLESIAS</b> ALGUIEN SOY YO	INTERSCOPE/UNIVERSAL LATINO	359 -69	4.714 8
18	19	52	<b>REIK</b> ME DUELE AMARTE	SONY BMG NORTE	356 +22	4.157 13
19	18	5	<b>JESSE &amp; JOY</b> LLEGASTE TU	WARNER LATINA	356 +13	3.420 21
20	20	14	<b>LA FACTORIA</b> PERDONAME	UNIVERSAL LATINO	284 0	1.374 -
21	21	22	<b>MARCO ANTONIO SOLIS</b> NO PUEDO OLVIDARLA	FONOVISA	269 -6	5.479 7
22	22	14	<b>JEREMIAS</b> COMIENZO DEL FINAL	UNIVERSAL LATINO	267 +7	4.194 12
23	33	2	<b>ENUR FEATURING NATASJA</b> CALABRIA 2008	ULTRA	264 +66	1.718 -
24	25	7	<b>JUAN LUIS GUERRA Y 440</b> SOLO TENGO OJOS PARA TI	EMI TELEVISIA	253 +8	4.537 9
25	26	7	<b>KANY GARCIA</b> AMIGO EN EL BANO	SONY BMG NORTE	245 +13	2.267 36
26	31	7	<b>DIVINO FEATURING ABRAHAM</b> ME ARRODILLO ANTE TI	LUAR/MACHETE	241 +38	3.400 22
27	27	8	<b>CHAYANNE</b> LOLA	SONY BMG NORTE	233 +7	3.610 18
28	29	3	<b>A.B. QUINTANILLA III PRESENTA KUMBIA ALL STARZ FEAT. FLEX</b> POR TIBABY	EMI TELEVISIA	231 +16	1.116 -
29	30	6	<b>MANNY MANUEL</b> SE ME OLVIDO	UNIVERSAL LATINO	230 +16	3.255 24
30	23	14	<b>JUAN</b> CON MI SOLEDAD	FONOVISA	226 -30	4.005 17
31	NEW		<b>PLAYA LIMBO</b> 10 PARA LAS 10	SONY BMG NORTE	221 +114	0.875 -
32	28	4	<b>MDO</b> NO QUEDA NADA	MACHETE	206 -12	3.348 23
33	24	19	<b>RICARDO ARJONA</b> QUIERO	SONY BMG NORTE	201 -52	3.217 25
34	NEW		<b>EDNITA NAZARIO</b> DESPUES DE TI	SONY BMG NORTE	180 +53	2.609 29
35	32	14	<b>JESSE &amp; JOY</b> ESPACIO SIDERAL	WARNER LATINA	176 -23	1.578 -
36	37	4	<b>BLACK: GUAYABA</b> SIN TU AMOR	MACHETE	170 0	2.158 37
37	39	2	<b>ALEKS SYNTEK</b> HASTA EL FIN DEL MUNDO	EMI TELEVISIA	169 +10	2.086 39
38	NEW		<b>CHENOA</b> TODO IRA BIEN	UNIVERSAL LATINO	168 +35	1.395 -
39	RE-ENTRY		<b>PEPE AGUILAR</b> POR AMARTE	EMI TELEVISIA	168 +26	4.091 16
40	NEW		<b>TOMMY TORRES</b> PEGADITO	WARNER LATINA	155 +22	2.429 33

## MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
<b>KANY GARCIA</b> Amigo En El Bano (Sony BMG Norte) KEXA, KLOL, KXXS, WMGE	4
<b>CHAMBAO</b> Papeles Mojados (Sony BMG Norte) WFID, WIOA, WKAQ	3
<b>JUAN</b> Buscando Tu Sombra (Fonovisa) WJAC, WIOA, WKAQ	3
<b>YURIDIA</b> Ahora Entendi (Sony BMG Norte) KLOL, KLVE	2
<b>JESSE &amp; JOY</b> Llegaste Tu (Warner Latina) KQQK, WXYX	2
<b>PLAYA LIMBO</b> 10 Para Las 10 (Sony BMG Norte) KEXA, KQQK	2
<b>PEDRO FERNANDEZ</b> Amiga Por Favor (Universal Latino) KLVE, WPAT	2
<b>CAMILA</b> Yo Quiero (Sony BMG Norte) WVVA	1
<b>MIGUEL BOSE FEAT. BIMBA BOSE</b> Como Un Lobo (Warner Latina) WFID	1
<b>AVENTURA</b> Mi Corazoncito (Premium Latin) XHFG	1

ADDED AT...  
**WPAT**  
New York, NY  
PD: Tony Luna  
Pedro Fernandez, Amiga Por Favor, 9

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## NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
<b>OLGA TANON FEAT. JENNI RIVERA</b> Cosas Del Amor (Univision) TOTAL STATIONS: 7	134/3	<b>CONJUNTO PRIMAVERA</b> Te Llore (Fonovisa) TOTAL STATIONS: 3	91/0
<b>CIRCO</b> Alguien (Sony BMG Norte) TOTAL STATIONS: 3	106/5	<b>RICARDO MONTANER</b> Algo De Mi (EMI Televisa) TOTAL STATIONS: 6	88/0
<b>MANA</b> Arrancame El Corazon (Warner Latina) TOTAL STATIONS: 2	103/22	<b>BNK</b> Que Voy A Hacer (Liverpool/Venemusic) TOTAL STATIONS: 3	75/17
<b>YOLANDITA MONGE</b> Amnesia (La Calle/Univision) TOTAL STATIONS: 5	95/7	<b>CHAMBAO</b> Papeles Mojados (Sony BMG Norte) TOTAL STATIONS: 4	60/51
<b>SEAN KINGSTON</b> Take You There (Beluga Heights/Epic) TOTAL STATIONS: 2	91/12	<b>DON TETTO</b> Ha Vuelto A Suceder (786/Cabeza De Raton) TOTAL STATIONS: 3	59/15

## MOST INCREASED PLAYS

+114	<b>PLAYA LIMBO</b> 10 Para Las 10 (Sony BMG Norte) XAVO +22, KBMG +20, KEXA +16, XHFG +13, KVVA +12, KQQK +10, XHPX +9, KSSE +7, KTCY +5
+66	<b>ENUR FEAT. NATASJA</b> Calabria 2008 (Ultra) KSSE +24, KVVA +20, KXXS +13, WVVA +7, KLOL +5, XAVO +3
+53	<b>EDNITA NAZARIO</b> Despues De Ti (Sony BMG Norte) WXYX +17, WIOA +15, WKAQ +10, WFID +8, WJAC +3
+51	<b>CHAMBAO</b> Papeles Mojados (Sony BMG Norte) WKAQ +23, WFID +16, WIOA +11, WMCE +1
+46	<b>JUAN</b> Buscando Tu Sombra (Fonovisa) WIOA +21, WKAQ +13, WJAC +12

FOR WEEK ENDING MARCH 9, 2008  
**LEGEND:** See legend to charts in charts section for rules and symbol explanations.  
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## TROPICAL & LATIN RHYTHM MONITORED REPORTERS

<b>TROPICAL</b>	<b>WNUE/Orlando, FL</b> PD: Rafael Gullon MD: Jose Martinez	<b>WPMZ/Providence, RI</b> PD: Zoilo Garcia MD: Dilson Mendez, Jr.	<b>WLZL/Washington, DC</b> PD: Aracely Rivera	<b>KLLE/Fresno, CA</b> PD: Al Sanchez MD: Ramona Rivera	<b>KVIB/Phoenix, AZ</b> PD: Bobby Ramos APD: Mark Garcia
<b>WNNW/Boston, MA</b> OM: Kevin Wright PD: Johnny McKenzie	<b>WRUM/Orlando, FL</b> PD: Raymond Torres	<b>WPRM/Puerto Rico</b> PD: Jorge Pabon	<b>WORC/Worcester, MA</b> OM: Lilly Guzman PD/AMD: Sergio Toribio	<b>WTLQ/Ft. Myers, FL</b> PD: Hector Velazquez	<b>WODA/Puerto Rico</b> OM: Jose Nelson PD/MD: Rogie Gallart
<b>WLAT/Hartford, CT</b> PD/MD: Nelson Brudys	<b>WEMG/Philadelphia, PA</b> PD: DJ Frankie	<b>WZNT/Puerto Rico</b> PD: Pedro Arroyo	<b>LATIN RHYTHM</b>	<b>KXOL/Los Angeles, CA</b> OM: Pio Ferro PD: Jerry Pulles	<b>WVOZ/Puerto Rico</b> PD: Jamie Ortiz MD: Edgar Diaz
<b>WXDJ/Miami, FL</b> PD: Gino "Latino" Reyes	<b>WUBA/Philadelphia, PA</b> OM: Thea Mitchem PD: Juan Arroyo	<b>WSPR/Springfield, MA</b> PD: Marcos Rivera	<b>WVIV/Chicago, IL</b> OM/PD: Cesar Canales APD: Lucy Herrera MD: Armando Reyes	<b>WCAA/New York, NY</b> OM: Pete Manriquez PD: Tony Santos MD: DJ Kazzanova	<b>KVVZ/San Francisco, CA</b> PD: Bismarck Espinoza
<b>WSKQ/New York, NY</b> PD: Tony Luna	<b>WKKB/Providence, RI</b> PD: Darvin Garcia	<b>WYUU/Tampa, FL</b> OM: Mike Culotta PD: Ricardo Blanco MD: Carlos Jose Peralta	<b>KFZO/Dallas, TX</b> OM: Andy Lockridge APD: Alejandro Covarrubias		



▶ PUERTO RICAN DUO **NG2** CLAIMS ITS FIRST TROPICAL NO. 1 WITH "ELLA MENEÁ" WHICH VAULTS 5-1. THE TRACK ENDS THE 17-WEEK REIGN OF SONY BMC NORTE LABELMATE GILBERTO SANTA ROSA'S "CONTEO REGRESIVO."

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	5	12	<b>NG2</b> ELLA MENEÁ	SONY BMC NORTE	337 +35	3.243	3
2	23		<b>GILBERTO SANTA ROSA</b> CONTEO REGRESIVO	SONY BMC NORTE	315 -42	3.427	2
3	16		<b>FLEX</b> TE QUIERO	EMI TELEVISIA	312 -21	3.658	1
4	31		<b>JUAN LUIS GUERRA Y 440</b> LA TRAVESIA	EMI TELEVISIA	293 -11	1.969	7
5	25		<b>JUANES</b> ME ENAMORA	UNIVERSAL LATINO	263 -43	2.411	4
6	17		<b>TITO NIEVES</b> MI MAYOR SACRIFICIO	LA CALLE/UNIVISION	213 +8	0.861	23
7	21		<b>WISIN &amp; YANDEL</b> SEXY MOVIMIENTO	MACHETE	205 -32	1.202	15
8	6		<b>OLGA TANON FEAT. MILLY QUEZADA</b> GOTAS DE AGUA DULCE	UNIVISION	198 +41	1.048	20
9	8		<b>JUANES</b> GOTAS DE AGUA DULCE	UNIVERSAL LATINO	198 -10	1.861	8
10	15		<b>LOS HERMANOS ROSARIO</b> ALO	M.P./JVN/J&N	182 -31	0.887	22
11	13		<b>ALEXIS &amp; FIDO</b> SOY IGUAL QUE TU	SONY BMC NORTE	178 +8	1.083	17
12	10		<b>DADDY YANKEE</b> ELLA ME LEVANTO	EL CARTEL/INTERSCOPE	176 -10	1.055	19
13	9		<b>ENRIQUE IGLESIAS</b> DONDE ESTAN CORAZON	UNIVERSAL LATINO	159 +23	2.061	6
14	24	4	<b>ANGEL &amp; KHRIZ</b> LA VECINA	VI/MACHETE	158 +51	1.678	11
15	5	3	<b>MARLON</b> LA BILIRUBINA	LA CALLE/UNIVISION	158 +11	1.737	9
16	5	5	<b>JERRY RIVERA</b> YIFA YIRA	EMI TELEVISIA	139 -3	0.745	25
17	8	8	<b>FRANK REYES</b> AMOR DESPERDICIAO	M.P./JVN/J&N	133 -5	1.686	10
18	10	10	<b>XTREME FEATURING ADRIENNE</b> NO ME DIGAS QUE NO	LA CALLE/UNIVISION	128 +14	0.662	27
19	14	38	<b>CASA DE LEONES</b> NO TE VEO	WARNER LATINA	128 -24	1.376	13
20	14	14	<b>HECTOR ACOSTA</b> SIN PERDON	D.A.M.	120 -8	2.088	5
21	5	5	<b>EL GRAN COMBO DE PUERTO RICO</b> YO NO MENDIGO AMOR	SONY BMC NORTE	118 +18	0.524	34
22	2	2	<b>GILBERTO SANTA ROSA</b> NO TE VAYAS	SONY BMC NORTE	117 +30	0.973	21
23	16	16	<b>AVENTURA</b> EL PERDEDOR	PREMIUM LATIN	115 -29	1.216	14
24	3	3	<b>DLG</b> QUIERO DECIRTE QUE TE AMO	LA CALLE/UNIVISION	113 +38	0.843	24
25	2	2	<b>WISIN &amp; YANDEL</b> AHORA ES	MACHETE	107 +46	1.073	18
26	16	16	<b>ENUR FEATURING NATASJA</b> CALABRIA 2008	ULTRA	99 +1	1.515	12
27	16	16	<b>TITO "EL BAMBINO"</b> EL TRA	EMI TELEVISIA	95 -12	0.221	-
28	3	3	<b>TITO "EL BAMBINO"</b> EN LA DISCO	EMI TELEVISIA	92 +14	0.634	29
29	15	15	<b>ELVIS MARTINEZ</b> LENTO Y SUAVE	UNIVERSAL LATINO	90 -4	0.573	31
30	15	15	<b>TITO ROJAS</b> DIGAME SENORA	M.P./JVN/J&N	88 -12	0.685	26

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	2	16	<b>ALEXIS &amp; FIDO</b> SOY IGUAL QUE TU	SONY BMC NORTE	407 -1	5.121	1
2	19		<b>FLEX</b> TE QUIERO	EMI TELEVISIA	399 -43	4.998	2
3	21		<b>WISIN &amp; YANDEL</b> SEXY MOVIMIENTO	MACHETE	388 +2	4.415	6
4	6	16	<b>AVENTURA</b> EL PERDEDOR	PREMIUM LATIN	384 +56	4.727	5
5	4	37	<b>LA FACTORIA</b> PERDONAME	UNIVERSAL LATINO	367 +40	4.982	3
6	7	4	<b>KUMBIA ALL STARZ FEATURING FLEX</b> POR TIBABY	EMI TELEVISIA	340 +31	3.935	7
7	3	21	<b>DON OMAR</b> CANCION DE AMOR	VI/MACHETE	317 +12	2.199	15
8	5	5	<b>ENRIQUE IGLESIAS</b> DONDE ESTAN CORAZON	UNIVERSAL LATINO	313 +31	3.351	10
9	8	8	<b>WISIN &amp; YANDEL</b> AHORA ES	MACHETE	313 +24	3.735	8
10	5	5	<b>ANGEL &amp; KHRIZ</b> LA VECINA	VI/MACHETE	305 -10	2.926	11
11	4	13	<b>XTREME FEATURING ADRIENNE</b> NO ME DIGAS QUE NO	LA CALLE/UNIVISION	253 +3	4.756	4
12	3	9	<b>JUANES</b> GOTAS DE AGUA DULCE	UNIVERSAL LATINO	242 +11	1.401	26
13	11	18	<b>PITBULL FEATURING LIL JON</b> THE ANTHEM	FAMCUS ARTISTS/TVT	239 -15	2.510	12
14	6	13	<b>NEJO Y DALMATA</b> ALGO MUSICAL	UMS/UNIVERSAL LATINO	193 +8	1.602	21
15	15	4	<b>JOWELL &amp; RANDY</b> LET'S DO IT	WARNER LATINA	192 +9	3.463	9
16	19	35	<b>CAMILA</b> TODO CAMBIO	SONY BMC NORTE	187 +4	1.350	29
17	18	26	<b>JUANES</b> ME ENAMORA	UNIVERSAL LATINO	170 -13	1.390	27
18	17	9	<b>R.K.M. &amp; KEN-Y</b> MIS DIAS SIN TI	UNIVERSAL LATINO	168 +16	2.509	13
19	12	16	<b>RBD</b> INALCANZABLE	EMI TELEVISIA	139 -90	0.617	-
20	21	10	<b>REIK</b> ME DUELE AMARTE	SONY BMC NORTE	133 +2	1.003	40
21	20	7	<b>WISIN &amp; YANDEL FEATURING FRANCO DE VITA</b> OYE, DONDE ESTA EL AMOR	MACHETE	126 -13	1.945	17
22	25	7	<b>RIHANNA</b> DON'T STOP THE MUSIC	SRP/DEF JAM/HQJMG	112 +24	2.309	14
23	31	2	<b>CAMILA</b> YO QUIERO	SONY BMC NORTE	111 +8	0.531	-
24	28	12	<b>FLO RIDA FEATURING T-PAIN</b> LOW	POE BOY/ATLANTIC	110 +26	1.957	16
25	22	3	<b>ERRE XI</b> CARITA BONITA	MAS FLOW/MACHETE	110 +13	1.414	24
26	RE-ENTRY		<b>BIG GEMINI</b> HYPNOTIZED	BIG GUN/UPSTAIRS	85 +19	1.700	20
27	23	4	<b>CHRIS BROWN</b> WITH YOU	JIVE/ZOMBA	85 -6	1.735	19
28	35	4	<b>PRIMA J</b> NADIE (NO ONE)	GEFFEN/INTERSCOPE	84 -6	0.266	-
29	40	15	<b>VOLTIO FEATURING JOWELL Y RANDY</b> POMMELA	SONY BMC NORTE	83 +14	0.621	-
30	25	5	<b>GARY CLAN &amp; DIEL</b> HAZMELO DE NUEVO	GD	83 +1	0.906	-

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	12		<b>MOTEL Y TEVAS</b>	WARNER LATINA
2	15		<b>MANU CHAO</b> ME LLAMAN CALLE	BECAUSE/NACIONAL
3	7		<b>DISIDENTE</b> ENEMIGO	PISTOLERO/V&J
4	16		<b>MOLOTOV</b> YOFO	UNIVERSAL LATINO
5	23		<b>CAFE TACVBA</b> VOLVERA A COMENZAR	UNIVERSAL LATINO
6	9		<b>BELANOVA</b> CADA QUE...	UNIVERSAL LATINO
7	3		<b>SEÑOR FLAVIO</b> MALITO	NACIONAL
8	NEW		<b>DON TETTO</b> HA VUELTO A SUCCEDER	786/CABEZA DE RATON
9	15	2	<b>TODOS TUS MUERTOS</b> ANDATE	NACIONAL
10	11	18	<b>PASTILLA</b> COLORES	SONY BMC NORTE
11	12	12	<b>CAFE TACVBA</b> 53100	UNIVERSAL LATINO
12	4		<b>CAFE TACVBA</b> ESTA VEZ	UNIVERSAL LATINO
13	10		<b>FATIMA</b> CON TUS PALABRAS	NOT LISTED
14	NEW		<b>CIRCO</b> ALGUIEN	SONY BMC NORTE
15	7	3	<b>TODOS TUS MUERTOS</b> MATE	NACIONAL
16	NEW		<b>NATA</b> SIEMPRE ENTRETENES	PISTOLERO
17	NEW		<b>SUPERZERO</b> NO ME AMAS	REVOLVER
18	NEW		<b>PACIFIKA</b> CHIQUITA	SIX DEGREES
19	NEW		<b>JUANES</b> GOTAS DE AGUA DULCE	UNIVERSAL LATINO
20	NEW		<b>AURAL WINDOW</b> DRUG OF CHOICE	AURAL WINDOW

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	3	9	<b>N'KLABE</b> SI YA NO ESTAS	NU LIFE/MACHETE
2	4	5	<b>NICKY JAM FEAT. RKM</b> GAS PELA	PIN&PIN VERS ALL LATINO
3	1	15	<b>GILBERTO SANTA ROSA</b> CONTEO REGRESIVO	SONY BMC NORTE
4	2	13	<b>LOS HERMANOS ROSARIO</b> ALO	M.P./JVN/J&N
5	6	12	<b>PUERTO RICAN POWER</b> ESA MUJER	M.P./JVN/J&N
6	8	4	<b>NG2</b> ELLA MENEÁ	SONY BMC NORTE
7	5	12	<b>TITO ROJAS</b> DIGAME SENORA	M.P./JVN/J&N
8	17	2	<b>EL GRAN COMBO DE PUERTO RICO</b> YO NO MENDIGO AMOR	SONY BMC NORTE
9	11	10	<b>XTREME FEAT. ADRIENNE</b> NO ME DIGAS QUE NO	LA CALLE/UNIVISION
10	9	11	<b>WISIN &amp; YANDEL</b> SEXY MOVIMIENTO	MACHETE
11	12	7	<b>DON OMAR</b> CANCION DE AMOR	VI/MACHETE
12	15	18	<b>TITO "EL BAMBINO"</b> SOLO DIME QUE SI	EMI TELEVISIA
13	16	4	<b>MARIANA</b> ATREVETE A MIRARME DE FRENTE	UNIVISION
14	19	6	<b>ALEXIS &amp; FIDO</b> SOY IGUAL QUE TU	SONY BMC NORTE
15	13	10	<b>FLEX</b> TE QUIERO	EMI TELEVISIA
16	NEW		<b>ISMAEL MIRANDA</b> COMO EL AGUILA	CODISCOS/TROPISOUNDS
17	10	13	<b>GLORIA TREVI</b> PSICOFONIA	UNIVISION
18	18	4	<b>PACHEMAN &amp; GRISELITO FEAT. RANDY</b> NOTA LDCA QUE LA LAMBAN	NEW SOUND/MACHETE
19	14	16	<b>ANTHONY CRUZ</b> MI CHULI CHULI	M.P./JVN/J&N
20	NEW		<b>AVENTURA</b> EL PERDEDOR	PREMIUM LATIN

# R&R NATIONAL AIRPLAY OVERVIEW

POWERED BY **n Nielsen BDS** CHARTS **n Nielsen SoundScan** **BILLBOARD** CHARTS **COMPILED BY** SoundScan

## Billboard TOP ALBUMS

	THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	Title	CERT.	PEAK POSITION
1	<b>NEW</b>	-	1	<b>ALAN JACKSON</b> ARISTA Nashville 19943/SN (18.98)	Good Time		1
2	3	1	8	<b>JACK JOHNSON</b> BRUSHFIRE 010580 UMRG (13.98)	Sleep Through The Static		1
3	1	-	2	<b>JANET</b> ISLAND 010735 IDJMG (13.98) +	Discipline		1
4	<b>NEW</b>	-	1	<b>FLOGGING MOLLY</b> SIDEONE DUMMAY 1348 (16.98)	Float		1
5	<b>NEW</b>	-	1	<b>THE BLACK CROWES</b> SILVER ARROW 01 MEGAFORCE (15.98)	Warpaint		1
6	2	-	3	<b>ERYKAH BADU</b> UNIVERSAL MOTOWN 010800 UMRG (13.98)	New Amerykah: Part One (4th World War)		2
7	9	7	23	<b>SARA BAREILLES</b> Epic 82289 RAZOR & TIE (16.98)	Little Voice		3
8	5	2	17	<b>ALICIA KEYS</b> M&M 11513 RMG (18.98) +	As I Am		3
9	12	10	72	<b>TAYLOR SWIFT</b> BIG MACHINE 120202 (18.98) +	Taylor Swift		2
10	10	3	52	<b>AMY WINEHOUSE</b> UNIVERSAL REPUBLIC 008428 UMRG (10.98)	Back To Black		2
11	4	-	2	<b>WEBBIE</b> TRILL ASYLUM ATLANTIC 427836 AG (18.98)	Savage Life 2		4
12	<b>NEW</b>	-	1	<b>MICHAEL McDONALD</b> UNIVERSAL MOTOWN 010806 UMRG (13.98)	Soul Speak		12
13	11	9	12	<b>MARY J. BLIGE</b> Matriarch Geffen 010313 IGA (13.98) +	Growing Pains		3
14	6	14	37	<b>MILEY CYRUS</b> Walt Disney Home Video 000465 (23.98)	Hannah Montana 2 (Soundtrack)/Meet Miley Cyrus		3
15	7	31	32	<b>SOUNDTRACK</b> CANVASBACK/SONY MUSIC SOUNDTRAX 10586/COLUMBIA (13.98) +	Once		1
16	18	13	18	<b>CHRIS BROWN</b> JIVE 12049/ZOEMBA (18.98) +	Exclusive		4
17	8	6	10	<b>SOUNDTRACK</b> FOX/RHINO 10236 AG (13.98)	Juno		1
18	14	5	6	<b>SOUNDTRACK</b> ATLANTIC 409212 AG (18.98)	Step Up 2: The Streets		9
19	16	12	24	<b>KEYSHA COLE</b> CONFIDENTIAL IMANI Geffen 009475 IGA (13.98)	Just Like You		2
20	19	21	34	<b>COLBIE CAILLAT</b> UNIVERSAL REPUBLIC 009219 UMRG (10.98)	Coco		3
21	21	15	14	<b>SOUNDTRACK</b> FOX 82986 RAZOR & TIE (16.98)	Alvin And The Chipmunks		1
22	25	24	31	<b>JONAS BROTHERS</b> HOLLYWOOD 000282 (18.98) +	Jonas Brothers		3
23	20	18	68	<b>DAUGHTRY</b> RCA 88860/RMG (18.98)	Daughtry		3
24	<b>NEW</b>	-	1	<b>JACKSON BROWNE</b> INSIDE 8021 (15.98)	Solo Acoustic Vol. 2		24
25	15	11	5	<b>SHERYL CROW</b> A&M INTERSCOPE 010599 IGA (13.98) +	Detours		2

## Billboard HOT DIGITAL SONGS

	THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST (IMPRINT / PROMOTION LABEL)	CERT.
1	<b>NEW</b>	-	1	<b>HALLELUJAH</b>	JEFF BUCKLEY (LEGACY/COLUMBIA)	
2	1	2	1	<b>LOVE IN THIS CLUB</b>	USHER FEAT. YOUNG JEEZY (JIVE/ZOMBA)	
3	4	9	4	<b>NO AIR</b>	JORDIN SPARKS DUET WITH CHRIS BROWN (JIVE/ZOMBA)	
4	3	18	3	<b>LOVE SONG</b>	SARA BAREILLES (EPIC)	
5	2	18	2	<b>LOW</b>	FLO RIDA FEAT. T-PAIN (POE BOY/ATLANTIC)	
6	5	14	5	<b>DON'T STOP THE MUSIC</b>	RIHANNA (SRP/DEF JAM IDJMG)	
7	9	14	9	<b>SEE YOU AGAIN</b>	MILEY CYRUS (HOLLYWOOD)	
8	8	15	8	<b>WITH YOU</b>	CHRIS BROWN (JIVE/ZOMBA)	
9	11	4	11	<b>SEXY CAN I</b>	RAY J & YUNG BERG (KNOCKOUT/DEJA 34/KOCH/EPIC)	
10	6	3	3	<b>ELEVATOR</b>	FLO RIDA FEAT. TIMBALAND (POE BOY/ATLANTIC)	
11	7	10	10	<b>FEEDBACK</b>	JANET (ISLAND IDJMG)	
12	21	3	21	<b>BLEEDING LOVE</b>	LEONA LEWIS (SYCO/JRMG)	
13	12	12	12	<b>SUPERSTAR</b>	LUPE FIASCO FEAT. MATTHEW SANTOS (1ST & 15TH/ATLANTIC)	
14	13	9	13	<b>INDEPENDENT</b>	WEBBIE, LIL PHAT & LIL BOOSIE (TRILL/ASYLUM)	
15	19	17	19	<b>SHADOW OF THE DAY</b>	LINKIN PARK (WARNER BROS.)	
16	10	13	16	<b>SORRY</b>	BUCKCHERRY (EVEVEN SEVEN/ATLANTIC/RAP)	
17	16	13	17	<b>SENSUAL SEDUCTION</b>	SNOPP DOGG (OOGGYSTYLE/INTERSCOPE)	
18	17	11	18	<b>STOP AND STARE</b>	ONEREPUBLIC (MOSLEY/INTERSCOPE)	
19	15	13	19	<b>TAKE YOU THERE</b>	SEAN KINGSTON (BELUGA HEIGHTS/EPIC)	
20	18	32	20	<b>APOLIGIZE</b>	TIMBALAND FEAT. ONEREPUBLIC (MOSLEY/BLACKGROUND/INTERSCOPE)	
21	14	7	14	<b>WHEN YOU LOOK ME IN THE EYES</b>	JONAS BROTHERS (HOLLYWOOD)	
22	31	6	22	<b>NEW SOUL</b>	YAEL NAIM (TOT OU TARD/ATLANTIC)	
23	22	29	23	<b>SWEETEST GIRL (DOLLAR BILL)</b>	WYCLEF JEAN FEAT. AKON, LIL WAYNE & NIA (COLUMBIA)	
24	23	46	24	<b>TEARDROPS ON MY GUITAR</b>	TAYLOR SWIFT (BIG MACHINE)	
25	28	6	25	<b>YAHHH!</b>	SOULJA BOY TELL'EM FEAT. ARAB (COLLIPARK/INTERSCOPE)	
26	25	3	26	<b>DANCE LIKE THERE'S NO TOMORROW</b>	PAULA ABDUL & RANDY JACKSON (DREAM MERCHANT 21/CMG)	
27	26	7	27	<b>ALL-AMERICAN GIRL</b>	CARIE UNDERWOOD (ARISTA/ARISTA NASHVILLE)	
28	24	26	28	<b>NO ONE</b>	ALICIA KEYS (M&M/RMG)	
29	33	6	29	<b>WHATEVER IT TAKES</b>	LIFEHOUSE (GEMFREN/INTERSCOPE)	
30	27	24	30	<b>TATTOO</b>	JORDIN SPARKS (JIVE/ZOMBA)	
31	30	2	31	<b>CUPID SHUFFLE</b>	CUPID (ASYLUM/ATLANTIC/RAP)	
32	32	24	32	<b>OUR SONG</b>	TAYLOR SWIFT (BIG MACHINE)	
33	39	10	33	<b>SAY</b>	JOHN MAYER (AWARE/COLUMBIA)	
34	42	21	34	<b>NEVER TOO LATE</b>	THREE DAYS GRACE (JIVE/ZOMBA)	
35	34	35	35	<b>CRANK THAT (SOULJA BOY)</b>	SOULJA BOY TELL'EM (COLLIPARK/INTERSCOPE)	
36	20	2	36	<b>FALLING SLOWLY</b>	GLEN HANSARD & MARKETTA IRGLOVA (OVERCOAT)	
37	29	19	37	<b>PIECE OF ME</b>	BRITNEY SPEARS (JIVE/ZOMBA)	
38	35	35	38	<b>PARALYZER</b>	FINGER ELEVEN (WIND-UP)	
39	46	7	39	<b>REALIZE</b>	COLBIE CAILLAT (UNIVERSAL REPUBLIC)	
40	38	13	40	<b>WON'T GO HOME WITHOUT YOU</b>	MAROON 5 (A&M OCTONE/INTERSCOPE)	
41	48	7	41	<b>WHAT HURTS THE MOST</b>	CASCADA (ROBBINS)	
42	41	34	42	<b>BUBBLY</b>	COLBIE CAILLAT (UNIVERSAL REPUBLIC)	
43	-	1	43	<b>THE ANTHEM</b>	PITBULL FEAT. LIL JON (FAMOUS ARTISTS/TVT)	
44	37	21	44	<b>CLUMSY</b>	FERGIE (WILL I AM/A&M/INTERSCOPE)	
45	43	21	45	<b>KISS KISS</b>	CHRIS BROWN FEAT. T-PAIN (JIVE/ZOMBA)	
46	36	23	46	<b>INTO THE NIGHT</b>	SANTANA FEAT. CHAD KROEGER (ARISTA/RMG)	
47	55	5	47	<b>NINE IN THE AFTERNOON</b>	PANIC AT THE DISCO (DECAYDANCE/FUELED BY RAMEN/RAP)	
48	44	33	48	<b>STRONGER</b>	KANYE WEST (ROC-A-FELLA/DEF JAM/IDJMG)	
49	45	3	49	<b>CHING-A-LING</b>	MISSY ELLIOTT (SHAKE YOUR POMPOM)	
50	40	21	50	<b>LOVE LIKE THIS</b>	NATASHA BEDINGFIELD FEAT. SEAN KINGSTON	

## VIDEO CHANNELS

Channel	Program	Time	Viewers
<b>MTV</b> Sr. VP/Music & Talent: Amy Doyle VP/Music & Talent: Peter Baron Viacom 212-258-8000	1 <b>Panic At The Disco</b> , Nine In The Afternoon	10:00	8
	2 <b>Mariah Carey</b> , Touch My Body	8:00	6
<b>VH1</b> Exec. VP/Talent & Music: Rick Krim Sr. VP/Music & Talent: Bruce Gilmer VP/Music & Talent: Sandy Alouette Viacom 212-258-7800	1 <b>Glen Hansard &amp; Marketa Irglova</b> , Falling	45:46	45
	2 <b>Sara Bareilles</b> , Love Song	23:25	25
<b>BET</b> VP/Music Prog: Stephen Hill MD: Kelly G Viacom 212-975-4055	1 <b>Lil Mama</b> , Shawty Get Loose	19:21	19
	2 <b>Lupe Fiasco</b> , Superstar	16:15	15
<b>CMT</b> VP Music & Talent: Bill Chris Parr Dir Music Pgm: Evan Klett Viacom 615-335-8400	1 <b>Carrie Underwood</b> , All-American Girl	21:20	21
	2 <b>Kenny Chesney</b> , I'm Not Jesus	20:22	20

## STREAMS

Channel	Program	Time	Viewers
<b>AOL Video On Demand</b>	1 <b>Mariah Carey</b> , Touch My Body	27,274	0
	2 <b>Flo Rida</b> , Low	26,322	28,876
<b>AOL Music</b> Pete Schaecke 212-652-6400	1 <b>Mariah Carey</b> , Touch My Body	27,274	0
	2 <b>Flo Rida</b> , Low	26,322	28,876
<b>YAHOO! Video Streams</b>	1 <b>Mariah Carey</b> , Touch My Body	327,389	10,611
	2 <b>Rihanna</b> , Don't Stop The Music	207,486	179,924
<b>Y! MUSIC</b>	1 <b>Mariah Carey</b> , Touch My Body	327,389	10,611
	2 <b>Rihanna</b> , Don't Stop The Music	207,486	179,924

## OPPORTUNITIES

### EAST

## Music CHOICE®

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To appear in the following week's issue, your ad must be received by Friday 4 p.m. (PST), seven days prior to issue date. Free Opportunities listings can be emailed to: [rcorrea@radioandrecords.com](mailto:rcorrea@radioandrecords.com), faxed to: (323) 954-3411, or sent to: 5055 Wilshire Blvd., Suite 600, Los Angeles, CA. 90036. Free opportunities or job sought ads have a 20-word maximum. Will only accept typewritten or printed on 8 1/2" x 11" company/station letterhead.

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## POSITIONS SOUGHT

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**Talk Radio's Future Needs Start.** Three years college radio experience, nationally syndicated internship, conservative-leaning libertarian talker. Jeff Scott, [jeff@NOSPAM@jeffscottshow.com](mailto:jeff@NOSPAM@jeffscottshow.com)

**Great digital/technical ability, strong on air.** Attentive prep/detail, reliable. Knowledge of sound boards plus mobile DJ equipment. Jonathan 254-498-6282 [jonathan.myrick84@yahoo.com](mailto:jonathan.myrick84@yahoo.com)

**Ambitious, driven broadcaster** with good production/copy, and prep skills! Communicates well, with energy and charisma! Terry Whitmer 682-323-9831 [whitmer\\_terry@yahoo.com](mailto:whitmer_terry@yahoo.com).

**15-years worth of seasoning**, sultry, conversational delivery, passionate about radio and music, available immediately, love to win ratings: [www.myspace.com/maxinemichaels](http://www.myspace.com/maxinemichaels)

**Award-Winning News Director** — Seeking return to Southeast radio. News, D-J, remotes, production, and promotions. Ralph Shaw 336-312-3794 or [drnews@msn.com](mailto:drnews@msn.com)

**Going through** family business and flu, but still seeks Nor Cal/Pack North West On-Air gig contact Frank 510-223-1534.

**Tenor style voice**, with solid production ability, and creative copywriting skills, plus great show prep. Keyone Bell 817-323-7983 or [Key1bell@yahoo.com](mailto:Key1bell@yahoo.com)

**Air Personality/Production Pro** looking to join a winning team. For résumé and air checks/production, visit <http://www.chuckbakermmedia.com/>

**Bilingual with DRS, Cool Edit**, seeks position in broadcasting industry as an On-Air Personality, Voice-Over talent and/or Copywriter. Christela 469-879-7258

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## CHR/TOP 40

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	1	18	FLO RIDA FEATURING T-PAIN LOW	NO. 1 (6 WKS)	☆
2	2	12	CHRIS BROWN WITH YOU	☆	☆
3	3	13	RIHANNA DON'T STOP THE MUSIC	☆	☆
4	4	10	SARA BAREILLES LOVE SONG	☆	☆
5	5	17	BUCKCHERRY SORRY	☆	☆
6	6	19	SEAN KINGSTON TAKE YOU THERE	☆	☆
7	11	13	MILEY CYRUS SEE YOU AGAIN	☆	☆
8	13	7	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR	☆	☆
9	7	26	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE	☆	☆
10	9	18	LINKIN PARK SHADOW OF THE DAY	☆	☆

### NO. 1 MOST ADDED

FERRAS Hollywood's Not America (CAPITOL)

### NO. 1 MOST INCREASED PLAYS

USHER FEAT. YOUNG JEEZY Love In This Club (LAFACE/ZOMBA)

### TOP 5 NEW AND ACTIVE

- FERRAS Hollywood's Not America (CAPITOL)
- RAY J & YUNG BERG Sexy Can I (KNOCKOUT/DEJA 34/KOCH/EPIC)
- BOW WOW & OMARION Hey Baby (Jump Off) (T.U.C./COLUMBIA)
- FERGIE Finally (WILL.I.AM/A&M/INTERSCOPE)
- KELLY ROWLAND Daylight (MUSIC WORLD/COLUMBIA)

COMPLETE CHR/TOP 40 CHART ON PAGE 49

## RHYTHMIC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	1	14	CHRIS BROWN WITH YOU	NO. 1 (4 WKS)	☆
2	3	14	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT	☆	☆
3	2	26	FLO RIDA FEATURING T-PAIN LOW	☆	☆
4	9	7	RAY J & YUNG BERG SEXY CAN I	☆	☆
5	5	17	J. HOLIDAY SUFFOCATE	☆	☆
6	8	4	MARIAH CAREY TOUCH MY BODY	☆	☆
7	6	9	RIHANNA DON'T STOP THE MUSIC	☆	☆
8	13	4	USHER FEAT. YOUNG JEEZY LOVE IN THIS CLUB	☆	☆
9	4	15	SNOOP DOGG SENSUAL SEDUCTION	☆	☆
10	10	9	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR	☆	☆

### NO. 1 MOST ADDED

C-SIDE FEAT. KEYSHIA COLE Boyfriend/Girlfriend (1720/UNIVERSAL REPUBLIC)

### NO. 1 MOST INCREASED PLAYS

USHER FEAT. YOUNG JEEZY Love In This Club (LAFACE/ZOMBA)

### TOP 5 NEW AND ACTIVE

- GRIND MODE She's So Fly (I'm So High) (GRINDMODE/DADETOWN/UNIVERSAL REPUBLIC)
- DJ FELLI FEL FEAT. NE-YO, FABOLOUS, K. WEST & J. DUPRI Finer Things (SO SO DEF/DJMG)
- SOULJA BOY TELL'EM FEAT. ARAB YAHHH! (COLLIPARK/INTERSCOPE)
- MR. CAPONE-E Let Me Luv You Girl (HI POWER)
- DANITY KANE Damaged (BAD BOY/ATLANTIC)

COMPLETE RHYTHMIC CHART ON PAGE 52

## URBAN

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	2	14	CHRIS BROWN WITH YOU	NO. 1 (1 WK)	☆
2	3	13	THE-DREAM FALSETTO	☆	☆
3	1	15	KEYSHIA COLE I REMEMBER	☆	☆
4	7	16	SHAWTY LO DEY KNOW	☆	☆
5	4	21	J. HOLIDAY SUFFOCATE	☆	☆
6	10	4	USHER FEAT. YOUNG JEEZY LOVE IN THIS CLUB	MOST INCREASED PLAYS	☆
7	5	24	MARIO CRYING OUT FOR ME	☆	☆
8	6	19	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT	☆	☆
9	12	7	RAY J & YUNG BERG SEXY CAN I	☆	☆
10	13	13	ROCKO UMMA DO ME	☆	☆

### NO. 1 MOST ADDED

JORDIN SPARKS DUET WITH CHRIS BROWN No Air (19/JIVE/ZOMBA)

### NO. 1 MOST INCREASED PLAYS

USHER FEAT. YOUNG JEEZY Love In This Club (LAFACE/ZOMBA)

### TOP 5 NEW AND ACTIVE

- PLIES FEAT. NE-YO Bust It Baby (Part 2) (BIG GATES/SLIP-N-SLIDE/ATLANTIC)
- SEAN GARRETT FEAT. LUDACRIS Grippin' (BET I PENNED IT/INTERSCOPE)
- CASELY Emotional (DIAZ BROTHERS/EPIC/KOCH)
- JAY-Z FEAT. MARY J. BLIGE You're Welcome (NOT LISTED)
- BIRDMAN FEAT. YOUNG JEEZY, RICK ROSS & LIL WAYNE 100 Million (CASHMONEY/UNIVERSAL MOTOWN)

COMPLETE URBAN CHART ON PAGE 55

## URBAN AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	1	18	KEYSHIA COLE I REMEMBER	NO. 1 (2 WKS)	☆
2	3	21	JAHEIM NEVER	☆	☆
3	2	18	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN	☆	☆
4	4	22	MARY J. BLIGE JUST FINE	☆	☆
5	5	24	RAHEEM DEVAUGHN WOMAN	MOST INCREASED PLAYS	☆
6	6	16	ERYKAH BADU HONEY	☆	☆
7	7	8	ANGIE STONE SOMETIMES	☆	☆
8	8	51	MUSIQ SOULCHILD TEACH ME	☆	☆
9	9	31	JOE MY LOVE	☆	☆
10	11	28	ALICIA KEYS NO ONE	☆	☆

### NO. 1 MOST ADDED

MARVIN SAPP Never Would Have Made It (VERITY/ZOMBA)

### NO. 1 MOST INCREASED PLAYS

RAHEEM DEVAUGHN Woman (JIVE/ZOMBA)

### TOP 5 NEW AND ACTIVE

- SNOOP DOGG Sensual Seduction (DOGGYSTYLE/GEFFEN/INTERSCOPE)
- JAHEIM FEAT. KEYSHIA COLE I've Changed (DIVINE MILL/ATLANTIC)
- JANET Can't B Good (ISLAND/IDJMG)
- CHRIS BROWN With You (JIVE/ZOMBA)
- NE-YO Go On Girl (DEF JAM/IDJMG)

COMPLETE URBAN AC CHART ON PAGE 56

## COUNTRY

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	1	15	CARRIE UNDERWOOD ALL-AMERICAN GIRL	NO. 1 (2 WKS)	☆
2	3	18	ALAN JACKSON SMALL TOWN SOUTHERN MAN	☆	☆
3	4	21	KENNY CHESNEY DUET WITH GEORGE STRAIT SHIFTWORK	☆	☆
4	2	25	RODNEY ATKINS CLEANING THIS GUN (COME ON IN BOY)	☆	☆
5	6	14	TRACE ADKINS YOU'RE GONNA MISS THIS	☆	☆
6	5	29	CHUCK WICKS STEALING CINDERELLA	☆	☆
7	9	34	CHRIS CAGLE WHAT KINDA GONE	☆	☆
8	8	5	GEORGE STRAIT I SAW GOD TODAY	☆	☆
9	10	31	JASON ALDEAN LAUGHED UNTIL WE CRIED	☆	☆
10	12	21	JAMES OTTO JUST GOT STARTED LOVIN' YOU	☆	☆

### NO. 1 MOST ADDED

BRAD PAISLEY I'm Still A Guy (ARISTA NASHVILLE)

### NO. 1 MOST INCREASED AUDIENCE

RASCAL FLATTS Every Day (LYRIC STREET)

### TOP 5 NEW AND ACTIVE

- ALAN JACKSON 1976 (ARISTA NASHVILLE)
- ALAN JACKSON Good Time (ARISTA NASHVILLE)
- ALAN JACKSON WITH MARTINA MCBRIDE Never Loved Before (ARISTA NASHVILLE)
- LONESTAR Let Me Love You (VECTDR/CO5)
- HEIDI NEWFIELD Johnny And June (ASYLUM-CURB)

COMPLETE COUNTRY CHART ON PAGE 63

## AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
1	1	32	COLBIE CAILLAT BUBBLY	NO. 1 (11 WKS)	☆
2	2	37	FERGIE BIG GIRLS DON'T CRY	☆	☆
3	3	44	DAUGHTRY HDME	☆	☆
4	6	31	PINK WHO KNEW	☆	☆
5	4	36	ELLIOTT YAMIN WAIT FOR YOU	☆	☆
6	9	9	MICHAEL BUBLE LOST	☆	☆
7	5	35	PLAIN WHITE T'S HEY THERE DELILAH	☆	☆
8	8	19	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE	☆	☆
9	7	25	CELINE DION TAKING CHANCES	☆	☆
10	11	11	TAYLOR SWIFT TEARDROPS ON MY GUITAR	☆	☆

### NO. 1 MOST ADDED

EAGLES Busy Being Fabulous (ERC)

### NO. 1 MOST INCREASED PLAYS

SARA BAREILLES Love Song (EPIC)

### TOP 5 NEW AND ACTIVE

- MATCHBOX TWENTY How Far We've Come (MELISMA/ATLANTIC)
- PAULA ABDOUL & RANDY JACKSON Dance Like There's No Tomorrow (DREAM/MERCHAN 21/CMG)
- MAROON 5 Won't Go Home Without You (A&M/OCTONE/INTERSCOPE)
- SUGARLAND Stay (MERCURY NASHVILLE)
- LAREAU Change My World (WARRIOR/BUNGAO)

COMPLETE AC CHART ON PAGE 66



# R&R THE BACK PAGES

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## HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	29	<b>SARA BAREILLES</b> LOVE SONG	<b>NO. 1 (2 WKS)</b>	11	EPIC
2	2	23	<b>TIMBALAND FEATURING ONEREPUBLIC</b> APOLOGIZE	11 <sup>4</sup> ☆	11	MOSLEY/BLACKGROUND/INTERSCOPE
3	4	22	<b>BUCKCHERRY</b> SORRY	11	11 <sup>4</sup>	ELEVEN SEVEN/ATLANTIC/RRP
4	3	33	<b>FINGER ELEVEN</b> PARALYZER	11	11 <sup>4</sup>	WIND-UP
5	7	18	<b>LIFEHOUSE</b> WHATEVER IT TAKES	11	11 <sup>4</sup> ☆	GEFFEN/INTERSCOPE
6	10	9	<b>DAUGHTRY</b> FEELS LIKE TONIGHT	11	11 <sup>3</sup> ☆	RCA/RMG
7	6	20	<b>LINKIN PARK</b> SHADOW OF THE DAY	11	11 ☆	WARNER BROS.
8	5	36	<b>COLBIE CAILLAT</b> BUBBLY	11 <sup>3</sup> ☆	11 <sup>3</sup> ☆	UNIVERSAL REPUBLIC
9	8	17	<b>TAYLOR SWIFT</b> TEARDROPS ON MY GUITAR	11 <sup>2</sup> ☆	11 <sup>2</sup> ☆	BIG MACHINE/UNIVERSAL REPUBLIC
10	11	16	<b>ALICIA KEYS</b> NO ONE	11 <sup>4</sup> ☆	11 <sup>4</sup> ☆	MBK/J/RMG

### NO. 1 MOST ADDED

**FERRAS** Hollywood's Not America (CAPITOL)

### NO. 1 MOST INCREASED PLAYS

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

### TOP 5 NEW AND ACTIVE

**THE SPILL CANVAS** All Over You (ONE ELEVEN/SIRE/REPRISE)

**Yael Naim** New Soul (TOT OU TARD/ATLANTIC)

**DUFFY** Mercy (MERCURY/DJMG)

**KATE VOEGELE** Only Fooling Myself (MYSPEACE/INTERSCOPE)

**AUGUSTANA** Sweet And Low (EPIC)

COMPLETE HOT AC CHART ON PAGE 67

## SMOOTH JAZZ

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	18	<b>PAUL HARCADISTE</b> LUCKY STAR	<b>NO. 1 (5 WKS)</b>	11	TRIPPIN' N' RHYTHM
2	2	7	<b>KENNY G</b> SAX-O-LOC	11	11 <sup>4</sup>	STARBUCKS/CONCORD/CMG
3	4	12	<b>EUGE GROOVE</b> MR. GROOVE	11	11 <sup>4</sup>	NARADA JAZZ/BLG
4	5	27	<b>BONEY JAMES</b> LET IT GO	11	11 <sup>4</sup>	CONCORD/CMG
5	3	25	<b>ERIC MARIENTHAL</b> BLUE WATER	11	11 <sup>4</sup>	PEAK/CMG
6	6	24	<b>CHRIS BOTTI</b> VENICE	11	11 <sup>4</sup>	COLUMBIA
7	9	8	<b>JESSY J</b> TEQUILA MOON	11	11 <sup>4</sup>	PEAK/CMG
8	8	19	<b>EVERETTE HARP</b> OLD SCHOOL	11	11 <sup>4</sup>	SHANACHEE
9	7	27	<b>CANDY DULFER</b> L.A. CITY LIGHTS	11	11 <sup>4</sup>	HEADS UP
10	10	7	<b>CHRIS STANDRING</b> LOVE & PARAGRAPHS	11	11 <sup>4</sup>	ULTIMATE VIBE

### NO. 1 MOST ADDED

**MICHAEL McDONALD** (Your Love Keeps Lifting Me) Higher And Higher (UNIVERSAL MOTOWN)

### NO. 1 MOST INCREASED PLAYS

**MINDI ABAIR** Smile (PEAK/CMG)

### TOP 5 NEW AND ACTIVE

**KELLY SWEET** Dream On (RAZOR & TIE)

**MARC ANTOINE** Spooky (PEAK/CMG)

**SOUL BALLET** da da Diamonds (ARTIZEN)

**SEAL** Rolling (WARNER BROS.)

**STEVE OLIVER FEAT. WARREN HILL** On The Upside (SOM)

COMPLETE SMOOTH JAZZ CHART ON PAGE 70

## ALTERNATIVE

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	20	<b>FOO FIGHTERS</b> LONG ROAD TO RUIN	<b>NO. 1 (4 WKS)</b>	11	ROSWELL/RCA/RMG
2	2	23	<b>LINKIN PARK</b> SHADOW OF THE DAY	11	11 ☆	WARNER BROS.
3	5	19	<b>PUDDLE OF MUDD</b> PSYCHO	11	11 ☆	FLAWLESS/GEFFEN/INTERSCOPE
4	3	28	<b>SEETHER</b> FAKE IT	11	11 ☆	WIND-UP
5	4	17	<b>PARAMORE</b> CRUSH CRUSH CRUSH	11	11 ☆	FUELED BY RAMEN/RRP
6	6	32	<b>FOO FIGHTERS</b> THE PRETENDER	11	11 ☆	ROSWELL/RCA/RMG
7	9	14	<b>JACK JOHNSON</b> IF I HAD EYES	11	11 ☆	BRUSHFIRE/UNIVERSAL REPUBLIC
8	7	37	<b>RISE AGAINST</b> THE GOOD LEFT UNDONE	11	11 ☆	GEFFEN/INTERSCOPE
9	11	23	<b>THE BRAVERY</b> BELIEVE	11	11 ☆	ISLAND/DJMG
10	8	23	<b>AVENGED SEVENFOLD</b> ALMOST EASY	11	11 ☆	HOPELESS/WARNER BROS.

### NO. 1 MOST ADDED

**3 DOORS DOWN** It's Not My Time (UNIVERSAL REPUBLIC)

### NO. 1 MOST INCREASED PLAYS

**SEETHER** Rise Above This (WIND-UP)

### TOP 5 NEW AND ACTIVE

**ARMOR FOR SLEEP** Hold The Door (SIRE/WARNER BROS.)

**ANGELS AND AIRWAIVES** Secret Crowds (SURETONE/GEFFEN/INTERSCOPE)

**FINGER ELEVEN** I'll Keep Your Memory Vague (WIND-UP)

**SAVING ABEL** Addicted (VIRGIN)

**LUDO** Love Me Dead (REDBIRD/ISLAND/DJMG)

COMPLETE ALTERNATIVE CHART ON PAGE 72

## ACTIVE ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	23	<b>PUDDLE OF MUDD</b> PSYCHO	<b>NO. 1 (6 WKS)</b>	11	FLAWLESS/GEFFEN/INTERSCOPE
2	2	15	<b>FOO FIGHTERS</b> LONG ROAD TO RUIN	11	11	ROSWELL/RCA/RMG
3	5	7	<b>THEORY OF A DEADMAN</b> SO HAPPY	11	11	604/ROADRUNNER/RRP
4	4	22	<b>BREAKING BENJAMIN</b> UNTIL THE END	11	11	HOLLYWOOD
5	3	25	<b>AVENGED SEVENFOLD</b> ALMOST EASY	11	11	HOPELESS/WARNER BROS.
6	6	29	<b>SEETHER</b> FAKE IT	11	11	WIND-UP
7	9	34	<b>FIVE FINGER DEATH PUNCH</b> THE BLEEDING	11	11	FIRM
8	10	8	<b>ASHES DIVIDE</b> THE STONE	11	11	ISLAND/DJMG
9	13	7	<b>ATREYU</b> FALLING DOWN	11	11	HOLLYWOOD
10	12	4	<b>3 DOORS DOWN</b> IT'S NOT MY TIME	11	11	UNIVERSAL REPUBLIC

### NO. 1 MOST ADDED

**LINKIN PARK** Given Up (WARNER BROS.)

### NO. 1 MOST INCREASED PLAYS

**LINKIN PARK** Given Up (WARNER BROS.)

### TOP 5 NEW AND ACTIVE

**RISE AGAINST** The Good Left Undone (GEFFEN/INTERSCOPE)

**SKILLET** The Last Night (ARDENT/SRE/ATLANTIC)

**SIXX: A.M.** Pray For Me (ELEVEN SEVEN)

**FINGER ELEVEN** I'll Keep Your Memory Vague (WIND-UP)

**SCARY KIDS SCARING KIDS** Faces (IMMORTAL/RED)

COMPLETE ACTIVE ROCK CHART ON PAGE 74

## ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	28	<b>SEETHER</b> FAKE IT	<b>NO. 1 (17 WKS)</b>	11	WIND-UP
2	2	20	<b>PUDDLE OF MUDD</b> PSYCHO	11	11	FLAWLESS/GEFFEN/INTERSCOPE
3	3	36	<b>SIXX: A.M.</b> LIFE IS BEAUTIFUL	11	11	ELEVEN SEVEN
4	6	3	<b>3 DOORS DOWN</b> IT'S NOT MY TIME	11	11	MOST INCREASED PLAYS/MOST ADDED UNIVERSAL REPUBLIC
5	4	14	<b>FOO FIGHTERS</b> LONG ROAD TO RUIN	11	11	ROSWELL/RCA/RMG
6	10	7	<b>THEORY OF A DEADMAN</b> SO HAPPY	11	11	604/ROADRUNNER/RRP
7	9	9	<b>THE BLACK CROWES</b> GOODBYE DAUGHTERS OF THE REVOLUTION	11	11	SILVER ARROW
8	8	44	<b>THREE DAYS GRACE</b> NEVER TOO LATE	11 <sup>2</sup>	11 <sup>2</sup>	JIVE/ZOMBA
9	7	58	<b>FINGER ELEVEN</b> PARALYZER	11 <sup>4</sup>	11 <sup>4</sup>	WIND-UP
10	5	17	<b>LINKIN PARK</b> SHADOW OF THE DAY	11	11	WARNER BROS.

### 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

**MUDVAYNE** Dull Boy (EPIC)

**CHEVELLE** The Fad (EPIC)

**SEVENDUST** Prodigal Son (7BROS/ASYLUM/ILG)

**LINKIN PARK** Given Up (WARNER BROS.)

**RUSH** Working Them Angels (ANTHEM/ATLANTIC)

COMPLETE ROCK CHART ON PAGE 75

## TRIPLE A

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	15	<b>JACK JOHNSON</b> IF I HAD EYES	<b>NO. 1 (9 WKS)</b>	11	BRUSHFIRE/UNIVERSAL REPUBLIC
2	2	18	<b>INGRID MICHAELSON</b> THE WAY I AM	11	11	CABIN 24/ORIGINAL SIGNAL/RED
3	3	5	<b>R.E.M.</b> SUPERNATURAL SUPERSERIOUS	11	11	WARNER BROS.
4	6	5	<b>COUNTING CROWS</b> YOU CAN'T COUNT ON ME	11	11	DGC/GEFFEN/INTERSCOPE
5	4	12	<b>SHERYL CROW</b> LOVE IS FREE	11	11	A&M/INTERSCOPE
6	5	29	<b>SARA BAREILLES</b> LOVE SONG	11	11	EPIC
7	7	14	<b>KT TUNSTALL</b> SAVING MY FACE	11	11	RELENTLESS/VIRGIN
8	8	14	<b>MIKE DOUGHTY</b> 27 JENNIFERS	11	11	ATO/RED
9	28	2	<b>STEVE WINWOOD FEAT. ERIC CLAPTON</b> DIRTY CITY	11	11	MOST ADDED AIRPOWER/MIP/COLUMBIA
10	11	24	<b>DAVID GRAY</b> YOU'RE THE WORLD TO ME	11	11	ATO/RED

### NO. 1 MOST ADDED

**STEVE WINWOOD FEAT. ERIC CLAPTON** Dirty City (COLUMBIA)

### NO. 1 MOST INCREASED PLAYS

**STEVE WINWOOD FEAT. ERIC CLAPTON** Dirty City (COLUMBIA)

### TOP 5 NEW AND ACTIVE

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

**BODEANS** Every Day (RESOLUTION)

**Yael Naim** New Soul (TOT OU TARD/ATLANTIC)

**TRISTAN PRETTYMAN** Madly (VIRGIN)

**MATT NATHANSON** Come On Get Higher (ACROBAT/VANGUARD)

COMPLETE TRIPLE A CHART ON PAGE 79

Matrix Media president believes, 'As an independent, you have to be a little smarter, faster and more creative to succeed'

# Brad Saul

By Erica Farber

**b**rad Saul got the radio bug early. In the early '80s, he founded Matrix Media, which specializes in radio syndication. Because he was diagnosed with multiple sclerosis at 30, he has learned firsthand the opportunities that exist to market to people like himself. The Radio Center for People With Disabilities trains the disabled for radio jobs. He oversees a handicapped-accessible transit service in the Chicago area and is working on his most ambitious project to date: an online-only approach to banking for the physically disabled, called the First Access Bank.

## Liier Notes

**Profile:** Brad Saul  
**Title:** Matrix Media president; Radio Center for People With Disabilities executive director  
**Favorite radio format:** talk  
**Favorite TV show:** "Boston Legal"  
**Favorite song:** "MacArthur Park"  
**Favorite book:** "Positioning: The Battle for Your Mind"  
**Favorite movie:** "Casablanca"  
**Beverage of choice:** "Diet Coke with lemon."  
**Hobbies:** "Today my hobbies are my 9-year-old triplets. Before I got married, I collected sports memorabilia and before that it was antique wristwatches. I also used to collect old radios and then the prices got ridiculous. I married a woman who prefers to see money in the bank than the actual collectibles."  
**E-mail address:** brad-saul@earthlink.net

**Beginning your career:** I was 13 and at a street fair somewhere above Chicago, and Chuck Schaden was broadcasting his Saturday afternoon "Those Were the Days" show; he played classic radio programs. I was mesmerized. I started taping and bootlegging radio shows off his program. My dad was a physician and we took out a small classified ad in the back of one of the medical journals, and I was so inundated with orders that I had to go out of business.

Chuck also had a weekly show called "Radio for Kids" with kid reporters and I was one of them. I went to college at University of Missouri and discovered you couldn't touch journalism until junior year. I had to pay for school so I began working all kinds of jobs, including giving blood twice a week because it paid \$75 and I got free juice and cookies. Then I was offered the opportunity to come to News Radio 78 [WBBM-AM] in Chicago and figured it was better to apply to a college—Northwestern—and be rejected than to just drop out. There were 440 applicants. Eight got in, and I was one of them.

CBS had a good tuition reimbursement program and that took care of the first year, but then I went off and started running radio stations in suburban Chicago and that helped pay for the rest of it. I worked full-time, went to school full-time and started this business in my junior year of college.

**Founding of Matrix Media:** It was founded March 10, 1980. We were going to produce public-affairs programming, with a custom open and close, do it on barter so nobody had to pay for it, and we would guarantee the shows would cover every issue on your annual issues and problems list. I had a partner and the company began to grow. We added a health-

care show, a daily edition and pretty soon public affairs was a small piece of what we were doing. I ended up buying my partner out after I got sick.

**Discovering you had multiple sclerosis:** I put myself through college, grad school and law school. I was the most independent guy in the whole world. I was diagnosed when I was 30, the average age. Nine years into the disease, I suddenly couldn't walk anymore. Here I am now, 18 years in and I have caregivers 14 hours a day, seven days a week because I suddenly became physically dependent. I still have my creative and intellectual abilities. I can do everything I used to, I just have to figure out different ways to compensate.

**Biggest challenge you face:** Difficulty in traveling. I have to travel with someone and can't go to the lavatory on the airplane, so I can only fly for so long.

**The Radio Center for People With Disabilities:** We've placed 14 people in jobs to date, which



may not sound like a lot, but it's 14 people off welfare who are gainfully employed. It's helped that we've had people kind enough to lend their names to the board of directors so we could recruit more companies to allow us to train for positions and to give us money.

**State of radio:** When the Telecom Act was rewritten I was one of the few voices that said, "This is probably going to kill the radio industry because people are going to figure out you may not need multiple GMs in a market."

There are only three radio stocks in double digits. I do some consulting for a variety of Wall Street firms. Many have fired their radio analysts. If there was any credit to be had on the market, radio companies should all go private. The PR battle has been lost to the satellite industry. Every pay radio service since the first one created in 1940, radio for 5 cents a day, has failed, and there's no reason to think this won't have the same outcome.

**Career highlight:** Being involved with Business Talk Radio. They were comping us to carry some of their weekend shows at a station we had here in Chicago, WAUR. The then-president of the company sent me their business plan, and I said, "If you combine these 18 things, you would go from losing a million four and be within shouting distance of breaking even." We moved it to Chicago in 2001 and that year they made their first profit ever. Then Michael Metter came in and took over. Helping engineer their turnaround is what I'm most proud of.

**Career disappointment:** We made a heavy investment in live radio sports in the late '80s/early '90s just as sports rights were getting out of control. At one time we were the second-largest provider of network radio sports behind CBS; in hindsight that probably was not a good thing for us to do.

**Something about your company that would surprise readers to learn:** We have a Web talk radio network, webtalkradio.net, a farm system for creating new programming. As an independent, you have to be a little smarter, faster and more creative to succeed.

**Advice for broadcasters:** There is not enough of an influx of people to our industry. Northwestern offers a degree in radio, television and film, and does not have one radio course. There's no farm system for our industry. So what's going to happen in 20 years? We're one of few industries that doesn't know how to fight our battles privately; everything has to be broadcast. And then there's HD radio. So you've got little new blood coming to the industry and those already in aren't necessarily the best stewards for the industry. That scares me.

**'We're one of few industries that doesn't know how to fight our battles privately; everything has to be broadcast.'** —Brad Saul

# Happy Anniversary To Us!



**R&R** is celebrating its 35th anniversary, and, in preparation for an upcoming special issue, we want to know who you think were the most important people, places and events of the last 35 years.

## WE WANT TO HEAR FROM YOU!

- Who were the broadcasters, record executives and recording artists who made the biggest difference?
- What were the innovations in technology that made the biggest difference?
- What promotions or stunts were the craziest, funniest or most outstanding?
- And, because it's not all about the past, who are the people today who are working to make a positive difference in the radio and record industry?

Please send your feedback with as much information as possible (e.g., name, call letters, company name and the reason for their submission) to [35years@radioandrecords.com](mailto:35years@radioandrecords.com) no later than Friday, April 11. Include your contact information, so that we can reach you if we have any questions.

# R&R

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